

INCOMING FRANCE

Country and people¹

Capital	Paris (2,181,000 inhabitants)
Area	551,500 km ²
Inhabitants	66.8 million (2016) / (growth rate +0,4%) 65.8 million (forecast 2025)
Mean age	41.2 years (2016)
Economy	GDP per capita: 33,286 Euro (GDP – real growth rate 1.4% 2016)*
Unemployment rate	10.4% (2016)*
Inflation rate	0.9% (2016)* *forecast
Gini coefficient	0,29 / rank 12 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad²

■ France: 31% abroad / 69% domestic

■ Intensity of travel abroad: 65.8% (resident population from 15 years on)
= 0,6 trips per person

Destinations of trips abroad in 2016

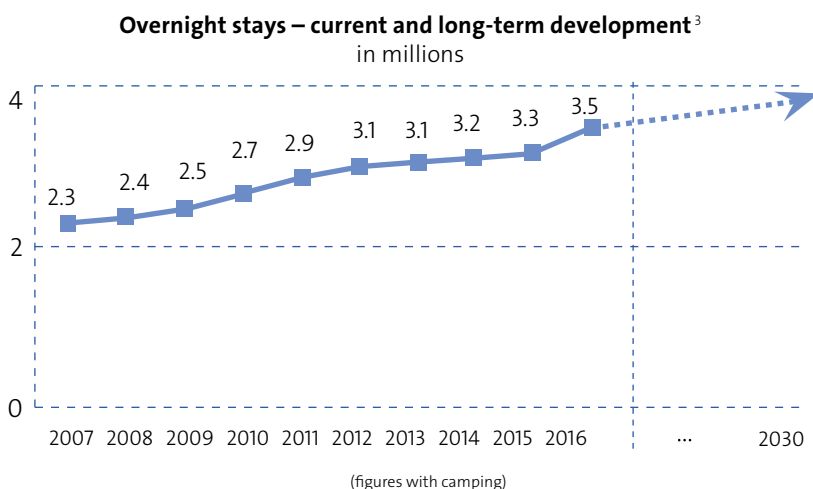
rank 1 – Spain

rank 2 – Great Britain

rank 3 – Germany

rank 4 – Italy

DESTINATION GERMANY



- Year 2016: 1,725,854 arrivals from France / 3,445,866 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016 by +46.6%; growth 2015–2016: +5.7%; average annual rate of change 2007–2016: +4.5%
- Total sales turnover for incoming trips: round 1.4 billion Euro (2016)
- DZT forecast until 2030: 4.7 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

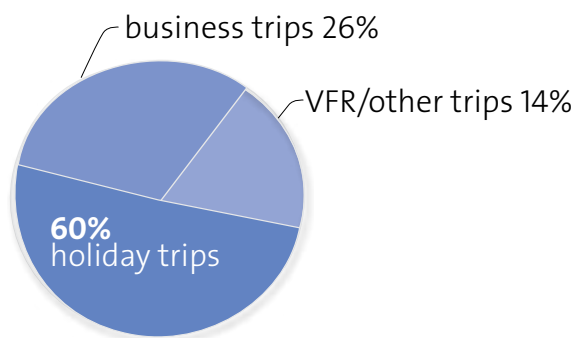
Federal states ³	Cities ³ (more than 100.000 inhabitants)
rank 1: Baden-Württemberg with 26.0% of all overnight stays	rank 1: Berlin with 651,339 overnight stays
rank 2: Berlin with 18.9% of all overnight stays	rank 2: Munich with 207,859 overnight stays
rank 3: Bavaria with 17.3% of all overnight stays	rank 3: Hamburg with 130,637 overnight stays
rank 4: North Rhine-Westphalia with 11.6% of all overnight stays	rank 4: Frankfurt with 130,153 overnight stays

Purpose of all incoming trips

- 60% holiday trips, 26% business trips, 14% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 50% traditional business trips, 50% promotable business trips, of which: 85% conferences/congresses/seminars, 12% exhibits/trade fairs
- Holiday trips: 23% holidays in tourist regions, 15% touring holidays, 41% city holidays/visit of an event

Booking-behaviour, main mode of transport, accommodation during holiday trips

- 84% of all holiday trips are booked in advance; 70% online booking
- 54% car, 34% plane, 6% train, 4% coach
- 78% accommodation paid for (47% hotel)



Overall satisfaction in Germany⁴

- Complete satisfaction → 1.82
- Gastronomy → 1.88 (ratings above average)
- Variety & quality of services → 1.74 (ratings above average)
- The categories “accommodation” and “recommendation” have also received good ratings

Satisfaction of destination

- Hiking trails → 1.83 (ratings above average)
- Sightseeing → 1.78 (ratings above average)
- Range of arts & culture → 1.78 (ratings above average)
- The categories “Ambience/flair” and “Architecture/buildings” have also received good ratings

Scale: 1 = “highly enthusiastic”; 6 = “rather disappointed”

CONTACT

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REFERENCE

World Travel Monitor 2015, IPK International; also:

- 1 www.cia.gov, www.gtai.de
- 2 Eurostat 2017
- 3 German Federal Statistics Office 2008-2017 / German State Offices 2017
- 4 DZT Qualitätsmonitor May 2015 - December 2016

Supported by:



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on the basis of a decision
by the German Bundestag