

INCOMING ITALY

Country and people¹

Capital	Rome (3,339,000 inhabitants)
Area	301,340 km ²
Inhabitants	60.6 million (2017) / (growth rate 0.2%) 60,0 million (forecast 2025)
Mean age	45.5 years
Economy	GDP per capita: 29,734 Euro (2019) (GDP – real growth rate 1.2% 2019)*
Unemployment rate	10.6% (2019)*
Inflation rate	1.4% (2019)* *forecast
Gini coefficient	0,34 / rank 27 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

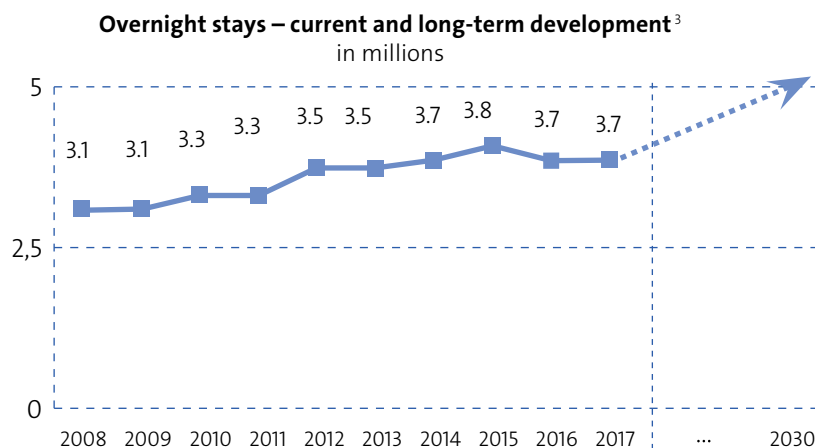
Percentage of business-related overnight stays domestic/abroad²

- Italy: 50% abroad / 50% domestic
- Intensity of travel abroad: 45.5% (resident population from 15 years on)
= 0.5 trips per person

Destinations of trips abroad in 2017

- rank 1 – France
- rank 2 – Spain
- rank 3 – Germany
- rank 4 – UK

DESTINATION GERMANY



(figures incl. camping)

- Year 2017: 1,709,160 arrivals from Italy / 3,697,862 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017 by +20.6%; growth 2016–2017: +0.6%; average annual rate of change 2008–2017: +2.6%
- Total sales turnover for incoming trips: round 1,3 billion Euro (2017)
- DZT forecast until 2030: 4.9 m overnight stays

MOST POPULAR DESTINATIONS IN 2017

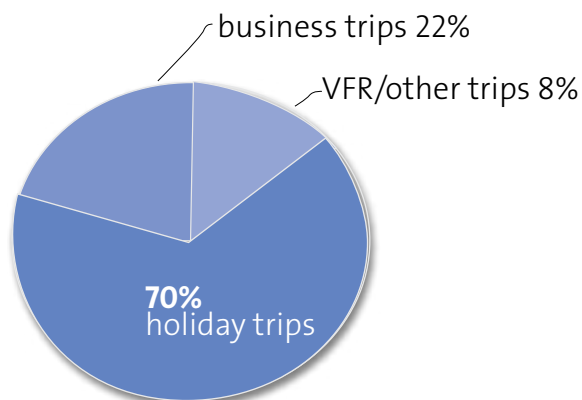
Federal states ³	Cities ³ (more than 100,000 inhabitants)
rank 1: Bavaria with 32.7% of all overnight stays	rank 1: Berlin with 836,906 overnight stays
rank 2: Berlin with 22.6% of all overnight stays	rank 2: Munich with 536,624 overnight stays
rank 3: Baden-Württemberg with 12.6% of all overnight stays	rank 3: Frankfurt with 172,370 overnight stays
rank 4: North Rhine-Westphalia with 10.4% of all overnight stays	rank 4: Hamburg with 115,978 overnight stays

Purpose of all incoming trips

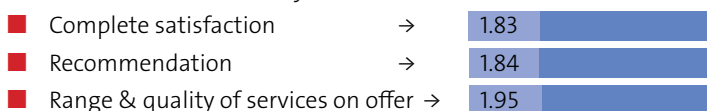
- 70% holiday trips, ■ 22% business trips, ■ 8% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 27% traditional business trips, 73% promotable business trips, of which: 36% conferences/congresses/seminars, 50% exhibits/trade fairs, 14% incentive
- Holiday trips: 6% holidays in tourist regions, 21% touring holidays, 67% holidays in city/visit of an event

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

- 90% of all holiday trips are booked in advance; 80% online booking
- 36% car, 52% plane, 4% train, 6% coach
- 86% accommodation paid for (66% hotel)



Overall satisfaction in Germany⁴



Satisfaction of destination



Scale: 1 = "highly enthusiastic"; 6 = "rather disappointed"

CONTACT

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REFERENCE

World Travel Monitor 2017, IPK International; also:

1 www.cia.gov, www.gtai.de

2 Eurostat 2018

3 German Federal Statistics Office 2009-2018 / German State Offices 2018

4 DZT Qualitätsmonitor May 2015 - Oct 2017

Supported by:



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by the German Bundestag