

INCOMING CANADA

Country an people¹

Capital	Ottawa (1,145,000 inhabitants)
Area	9,984,670 km ²
Inhabitants	36.7 million (growth rate 0,7%) (2017) 38.7 million (forecast 2025)
Mean age	42.2 years
Economy	GDP per capita: 50,941 US\$ (GDP – real growth rate +2.0% 2019)*
Unemployment rate	6.2% (2019)*
Inflation rate	2.2% (2019)* *forecast
Gini coefficient	0,32 / rank 23 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

- Intensity of travel abroad: 109.2% (resident population from 15 years on)

European Destinations of trips abroad in 2017

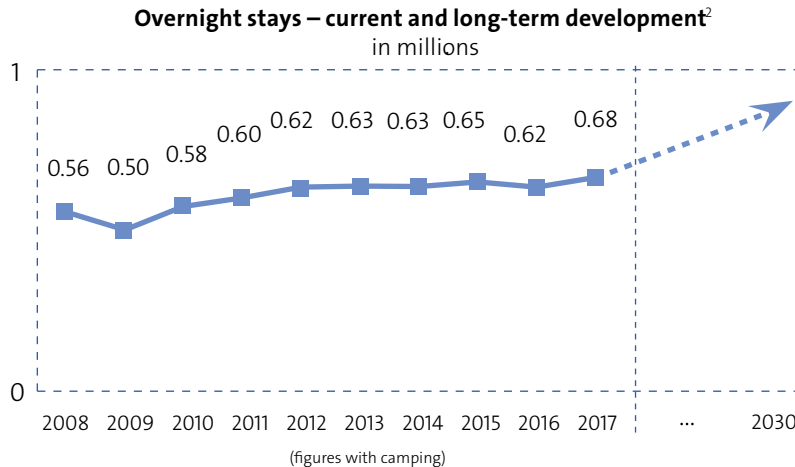
rank 1 – Great Britain

rank 2 – Italy

rank 3 – Spain

rank 4 – Germany

DESTINATION GERMANY



- Year 2017: 303,146 arrivals from Canada / 676,066 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017: +21.5%; growth 2016–2017: +8.4%; average annual rate of change 2008–2017: +2.7%
- DZT forecast until 2030: 1.0 m overnight stays

MOST POPULAR DESTINATIONS IN 2017

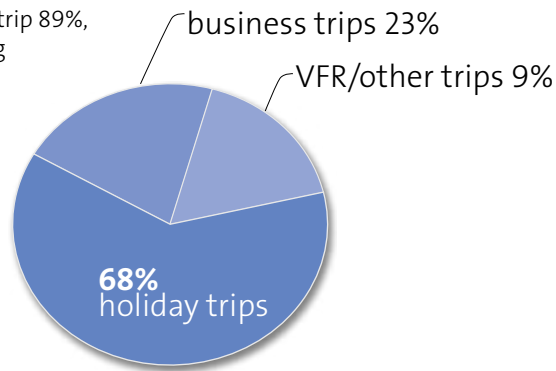
Federal states ²	Cities ² (more than 100.000 inhabitants)
rank 1: Bavaria with 27.1% of all overnight stays	rank 1: Berlin with 163,025 overnight stays
rank 2: Berlin with 24.1% of all overnight stays	rank 2: Munich with 105,074 overnight stays
rank 3: Hesse with 12.0% of all overnight stays	rank 3: Frankfurt with 58,572 overnight stays
rank 4: North Rhine-Westphalia with 9.9% of all overnight stays	rank 4: Hamburg with 27,154 overnight stays

Purpose of all incoming trips

- 68% holiday trips, ■ 23% business trips, ■ 9% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Holiday activities: city trips dominate with 31%, followed by touring holidays with 28%

Booking-behaviour, Internet, accommodation

- 98% booking in advance: 41% direct booking (hotel, airline etc.), 33% travel agency
- Level of internet use in connection with the trip 89%, 13% gathering information only, 76% booking
- 55% hotel (46% first class, 8% middle class)



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REFERENCE

World Travel Monitor 2017, IPK International; also:

¹ www.cia.gov, www.gtai.de

² German Federal Statistics Office 2009-2018 / German State Offices 2018

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