

INCOMING CANADA

Country an people¹

Capital	Ottawa (1,145,000 inhabitants)
Area	9,984,670 km ²
Inhabitants	35.4 million (growth rate 0,7%) (2015) 38.7 million (forecast 2025)
Mean age	42 years
Economy	GDP per capita: 44,095 US\$ (GDP – real growth rate +1.7% 2016)*
Unemployment rate	6.8% (2016)*
Inflation rate	1.6% (2016)* *forecast
Gini coefficient	0,32 / rank 23 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

- Intensity of travel abroad: 104.7% (resident population from 15 years on)

European Destinations of trips abroad in 2016

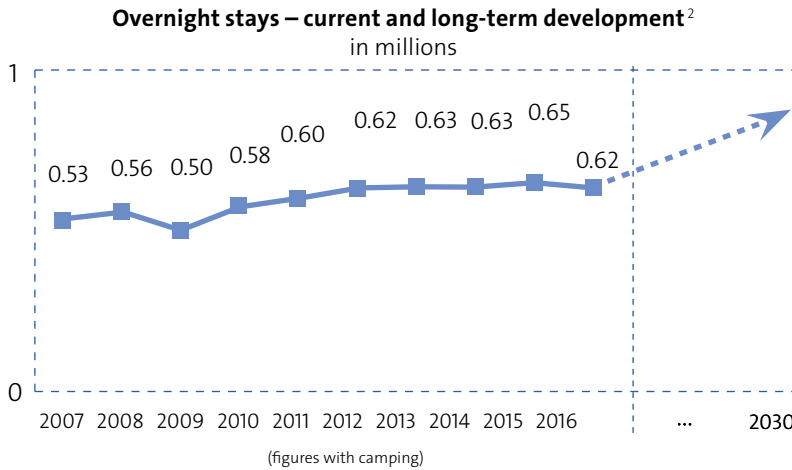
rank 1 – Great Britain

rank 2 – Italy

rank 3 – Germany

rank 4 – France

DESTINATION GERMANY



- Year 2016: 276,933 arrivals from Canada / 623,789 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016: +17.4%; growth 2015–2016: -4.3%; average annual rate of change 2007–2016: +2.5%
- DZT forecast until 2030: 1.0 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

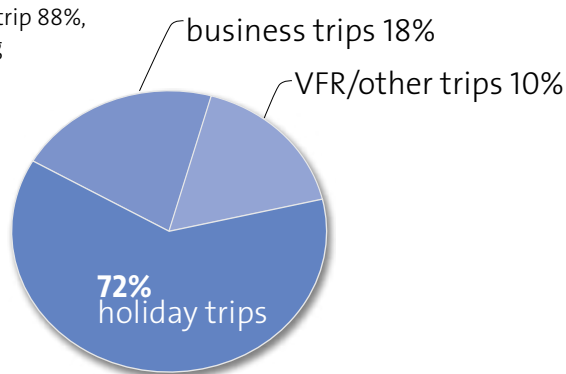
Federal states ²	Cities ² (more than 100.000 inhabitants)
rank 1: Bavaria with 28.2% of all overnight stays	rank 1: Berlin with 155,607 overnight stays
rank 2: Berlin with 24.9% of all overnight stays	rank 2: Munich with 91,212 overnight stays
rank 3: Hesse with 12.0% of all overnight stays	rank 3: Frankfurt with 55,511 overnight stays
rank 4: North Rhine-Westphalia with 10.0% of all overnight stays	rank 4: Hamburg with 22,983 overnight stays

Purpose of all incoming trips

- 72% holiday trips, ■ 18% business trips, ■ 10% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Holiday activities: touring holidays dominate with 30%, followed by city trips with 25%

Booking-behaviour, Internet, accommodation

- 98% booking in advance: 46% direct booking (hotel, airline etc.), 33% travel agency
- Level of internet use in connection with the trip 88%, 13% gathering information only, 75% booking
- 56% hotel (44% first class, 12% middle class)



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REFERENCE

World Travel Monitor 2016, IPK International; also:

¹ www.cia.gov, www.gtai.de

² German Federal Statistics Office 2008-2017 / German State Offices 2017

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