

INCOMING SWEDEN

Country and people¹

| | |
|-------------------|---|
| Capital | Stockholm (795,000 inhabitants) |
| Area | 450,295 km ² |
| Inhabitants | 10.3 million (2017) / (growth rate 0.8%) 9.9 million (forecast 2025) |
| Mean age | 41.2 years |
| Economy | GDP per capita: 51,590 Euro (2019) (GDP – real growth rate 2.0% 2019)* |
| Unemployment rate | 6.3% (2019)* |
| Inflation rate | 1.7% (2019)* *forecast |
| Gini coefficient | 0,26 / rank 7 (OECD average 0,31) |

GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad²

■ Sweden: 25% abroad / 75% domestic

■ Intensity of travel abroad: 157.5% (resident population from 15 years on),
= 1.6 trips per person

Destinations of trips abroad in 2017

rank 1 – Spain

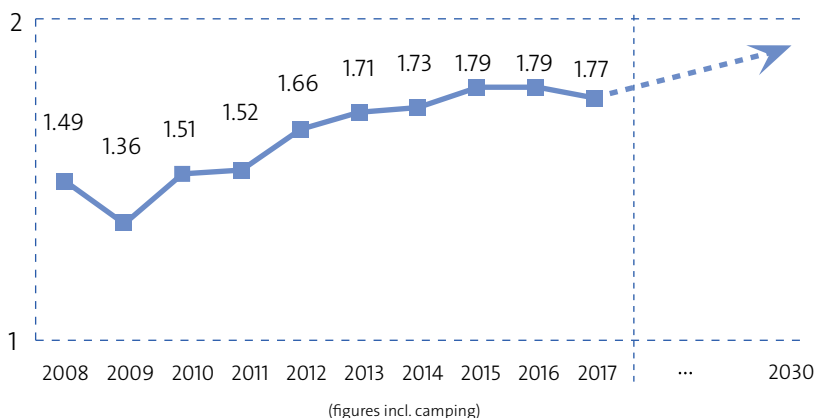
rank 2 – Germany

rank 3 – Norway

rank 4 – Denmark

DESTINATION GERMANY

Overnight stays – current and long-term development³
in millions



- Year 2017: 981,061 arrivals from Sweden / 1,771,096 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017 by +18.5%; growth 2016–2017: -1.1%; average annual rate of change 2008–2017: +1.8%
- Total sales turnover for incoming trips: round 1.4 billion Euro (2017)
- DZT forecast until 2030: 2.3 m overnight stays

MOST POPULAR DESTINATIONS IN 2017

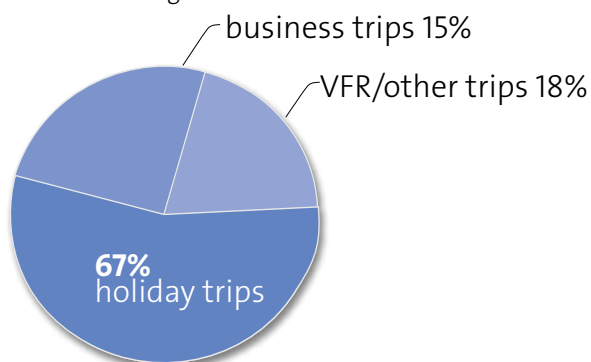
| Federal states ³ | Cities ³ (more than 100,000 inhabitants) |
|--|---|
| rank 1: Berlin with 23.3% of all overnight stays | rank 1: Berlin with 410,107 overnight stays |
| rank 2: Bavaria with 13.0% of all overnight stays | rank 2: Hamburg with 99,614 overnight stays |
| rank 3: Schleswig-Holstein with 12.8% of all overnight stays | rank 3: Munich with 75,102 overnight stays |
| rank 4: Mecklenburg-Western Pomerania with 8.0% of all overnight stays | rank 4: Frankfurt with 34,920 overnight stays |

Purpose of all incoming trips

- 67% holiday trips, ■ 15% business trips, ■ 18% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 56% traditional business trips, 44% promotable business trips, of which: 89% conferences/congresses/seminars, 11% exhibits/trade fairs,
- Holiday trips: 12% holidays in tourist regions, 16% touring holidays, 58% holidays in city/visit of an event

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

- 91% of all holiday trips are booked in advance; 88% online booking
- 52% car, 19% plane, 13% coach, 10% ship
- 96% accommodation paid for (73% hotel)



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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

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