

INCOMING SWITZERLAND

Country and people¹

Capital	Bern (139,000 inhabitants)
Area	41,290 km ²
Inhabitants	8.2 million (2016) / (growth rate 0.7%)
Mean age	42.2 Jahre (2016)
Economy	GDP per capita: 71,735 Euro (GDP – real growth rate +1.3% 2016)*
Unemployment rate	3.6% (2016)*
Inflation rate	-0,2% (2016)* *estimate
Gini coefficient	0,30 / rank 17 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad²

■ Switzerland: 54% abroad / 46% domestic

■ Intensity of travel abroad: 302.2% (resident population from 15 years on), = 3.0 trips per person

Destinations of trips abroad in 2016

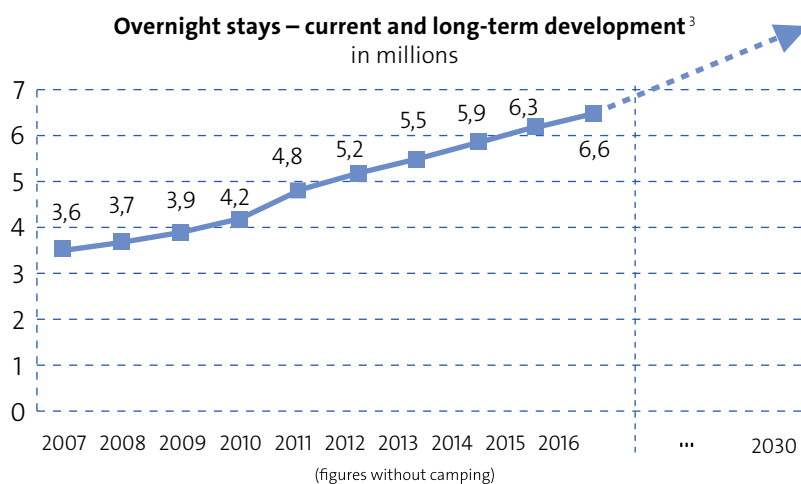
rank 1 – Germany

rank 3 – Italy

rank 2 – France

rank 4 – Spain

DESTINATION GERMANY



- Year 2016: 3,115,456 arrivals from Switzerland / 6,563,028 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016 by +82.2%; growth 2015–2016: +3.3%; average annual rate of change 2007–2016: +6.7%
- Total sales turnover for incoming trips: round 3.9 billion Euro (2016)
- DZT forecast until 2030: 9.3 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

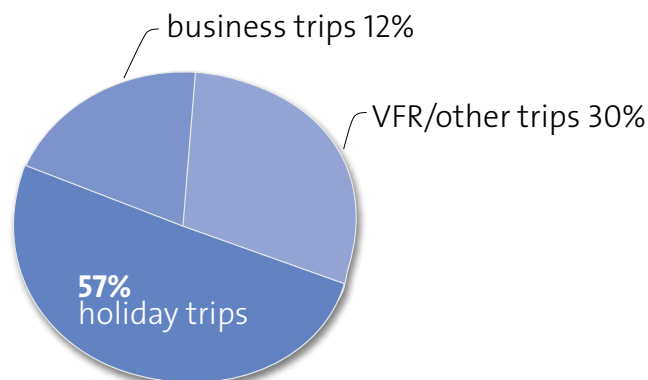
Federal states ³	Cities ³ (more than 100.000 inhabitants)
rank 1: Baden-Württemberg with 37.5% of all overnight stays	rank 1: Berlin with 639,711 overnight stays
rank 2: Bavaria with 22.7% of all overnight stays	rank 2: Munich with 434,338 overnight stays
rank 3: Berlin with 9.7% of all overnight stays	rank 3: Hamburg with 340,156 overnight stays
rank 4: North Rhine-Westphalia with 5.5% of all overnight stays	rank 4: Stuttgart with 145,787 overnight stays

Purpose of all incoming trips

- 57% holiday trips, ■ 12% business trips, ■ 30% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 33% traditional business trips, 67% promotable business trips, of which:
61% conferences/congresses/seminars, 25% exhibits/trade fairs, 14% incentive trip
- Holiday trips:
20% holidays in tourist regions, 6% touring holidays, 40% 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; 71% online booking
- 56% car, 17% plane, 15% train, 6% coach
- 88% accommodation paid for (66% hotel)



Overall satisfaction in Germany⁴

- Complete satisfaction → 1.77 (ratings above average)
- Recommendation → 2.02
- Accommodation → 2.03
- The categories "opening hours" and "best-value" have also received good ratings

Satisfaction of destination

- Hospitality → 1.70 (ratings above average)
- Ambience/flair → 1.69 (ratings above average)
- Shopping → 1.72 (ratings above average)

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

CONTACT

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REFERENCE

World Travel Monitor 2016, 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 - Dec 2016

Supported by:



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by the German Bundestag