

INCOMING SWITZERLAND

Country and people¹

| | |
|-------------------|---|
| Capital | Bern (139,000 inhabitants) |
| Area | 41,290 km ² |
| Inhabitants | 8.4 million (2017) / (growth rate 0.7%) |
| Mean age | 42.4 Jahre (2017) |
| Economy | GDP per capita: 69,496 Euro (GDP –real growth rate +1.9% 2019)* |
| Unemployment rate | 4.4% (2019)* |
| Inflation rate | 0.4% (2019)* *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: 309.1% (resident population from 15 years on),
= 3.1 trips per person

Destinations of trips abroad in 2017

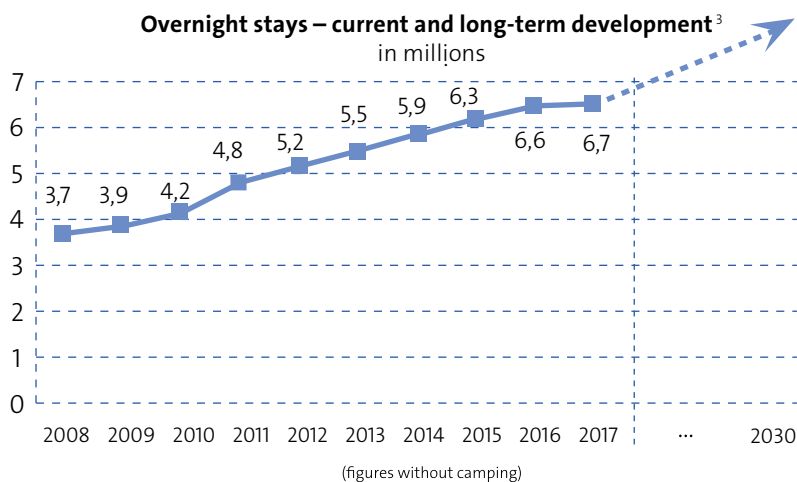
rank 1 – Germany

rank 3 – Italy

rank 2 – France

rank 4 – Spain

DESTINATION GERMANY



- Year 2017: 3,184,943 arrivals from Switzerland / 6,673,287 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017 by +81.2%; growth 2016–2017: +0.9%; average annual rate of change 2008–2017: +6.3%
- Total sales turnover for incoming trips: round 4.0 billion Euro (2017)
- DZT forecast until 2030: 9.3 m overnight stays

MOST POPULAR DESTINATIONS IN 2017

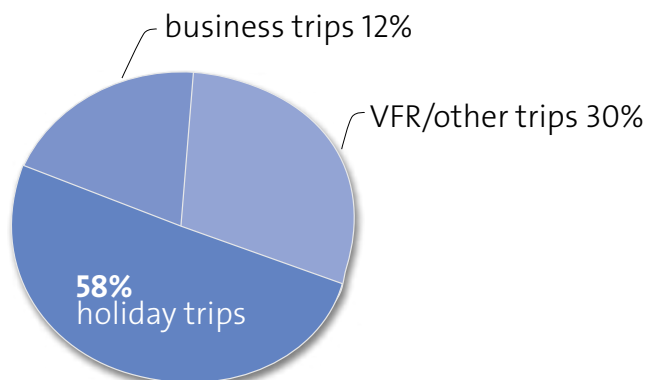
| Federal states ³ | Cities ³ (more than 100.000 inhabitants) |
|---|---|
| rank 1: Baden-Württemberg with 37.1% of all overnight stays | rank 1: Berlin with 598,073 overnight stays |
| rank 2: Bavaria with 23.8% of all overnight stays | rank 2: Munich with 452,476 overnight stays |
| rank 3: Berlin with 9.0% of all overnight stays | rank 3: Hamburg with 365,890 overnight stays |
| rank 4: North Rhine-Westphalia with 5.7% of all overnight stays | rank 4: Stuttgart with 139,334 overnight stays |

Purpose of all incoming trips

- 58% holiday trips, 12% business trips, 30% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 40% traditional business trips, 60% promotable business trips, of which:
77% conferences/congresses/seminars, 19% exhibits/trade fairs, 4% incentive trip
- Holiday trips:
24% holidays in tourist regions, 6% touring holidays, 41% city holidays/visit of an event

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

- 79% of all holiday trips are booked in advance; 68% online booking
- 60% car, 17% plane, 14% train, 3% coach
- 90% accommodation paid for (66% hotel)



Overall satisfaction in Germany⁴

- Complete satisfaction → 1.77 (ratings above average)
- Recommendation → 1.96
- Accommodation → 1.98
- The categories “variety & quality of services” and “best-value” have also received good ratings

Satisfaction of destination

- Hospitality → 1.71 (ratings above average)
- Events/entertainment → 1.71 (ratings above average)
- Shopping → 1.71 (ratings above average)

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 2017
- 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