

## INCOMING SPAIN

### Country and people<sup>1</sup>

Capital	Madrid (3,213,000 inhabitants)
Area	504,782 km <sup>2</sup>
Inhabitants	46.3 million (2017) / (growth rate 0.8%) 49.3 million (forecast 2025)
Mean age	42.7 years
Economy	GDP per capita: 26,947 Euro (2019) (GDP – real growth rate 2.4% 2019*)
Unemployment rate	13.8% (2019)*
Inflation rate	1.4% (2019)* <span style="float: right;">*forecast</span>
Gini coefficient	0,32 / rank 22 (OECD average 0,31)

## GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad<sup>2</sup>

■ Spain: 65% abroad / 35% domestic

■ Intensity of travel abroad: 46.7% (resident population from 15 years on)  
= 0,5 trips per person

Destinations of trips abroad in 2017

rank 1 – Great Britain

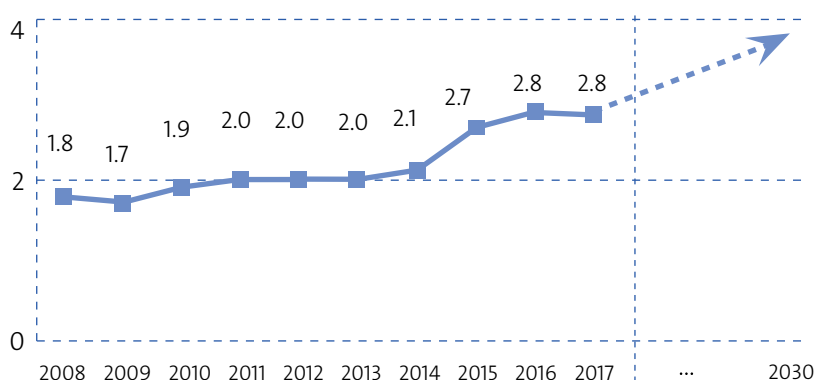
rank 2 – France

rank 3 – Portugal

rank 5 – Germany

## DESTINATION GERMANY

Overnight stays – current and long-term development<sup>3</sup>  
in millions



(figures incl. camping)

- Year 2017: 1,216,830 arrivals from Spain / 2,773,059 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017 by +50.5%; growth 2016–2017: -1.1%; average annual rate of change 2008–2017: +5.5%
- Total sales turnover for incoming trips: round 1.6 billion Euro (2017)
- DZT forecast until 2030: 4.0 m overnight stays

## MOST POPULAR DESTINATIONS IN 2017

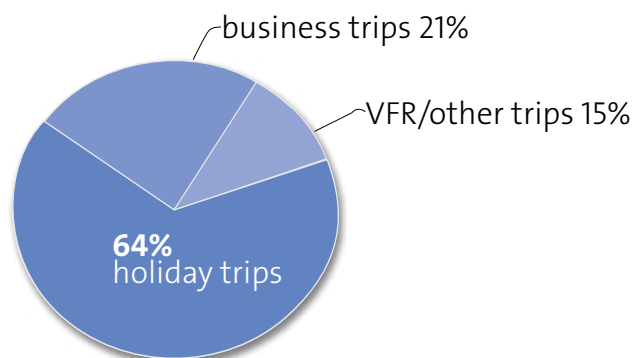
Federal states <sup>3</sup>	Cities <sup>3</sup> (more than 100,000 inhabitants)
rank 1: Berlin with 31.2% of all overnight stays	rank 1: Berlin with 869,274 overnight stays
rank 2: Bavaria with 21.0% of all overnight stays	rank 2: Munich with 308,575 overnight stays
rank 3: Baden-Württemberg with 11.2% of all overnight stays	rank 3: Frankfurt with 175,798 overnight stays
rank 4: North Rhine-Westphalia with 10.8% of all overnight stays	rank 4: Hamburg with 138,891 overnight stays

### Purpose of all incoming trips

- 64% holiday trips, ■ 21% business trips, ■ 15% VFR/other trips  
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 36% traditional business trips, 64% promotable business trips, of which:  
72% conferences/congresses/seminars, 21% exhibits/trade fairs  
6% incentive
- Holiday trips:  
7% holidays in tourist regions, 23% touring holidays,  
60% holidays in city/visit of an event

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

- 90% of all holiday trips are booked in advance; 76% online booking
- 20% car, 76% plane, 2% train 1% coach
- 83% accommodation paid for (70% hotel)



## CONTACT

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## REFERENCE

World Travel Monitor 2017, IPK International; also:

<sup>1</sup> www.cia.gov, www.gtai.de

<sup>2</sup> Eurostat 2018

<sup>3</sup> German Federal Statistics Office 2009-2018 / German State Offices 2018

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