

INCOMING ROMANIA

Country and People¹

Capital	Bucharest (1,94 million inhabitants)
Area	238.390 km ²
Inhabitants	21.6million (2016) / (growth rate -0.3%)
Mean age	40.7 years
Economy	GDP per capita: 8.395 Euro* (GDP growth rate +4.1% 2016)*
Unemployment rate	6.8% (2016)*
Inflation rate	-0.2% (2016)*

* Estimation

GENERAL TRAVEL BEHAVIOUR

Percentage of overnight stays domestic in accomodation establishments²

■ Romania: 81% domestic/ 19%non-resident

Destinations of trips abroad in 2016

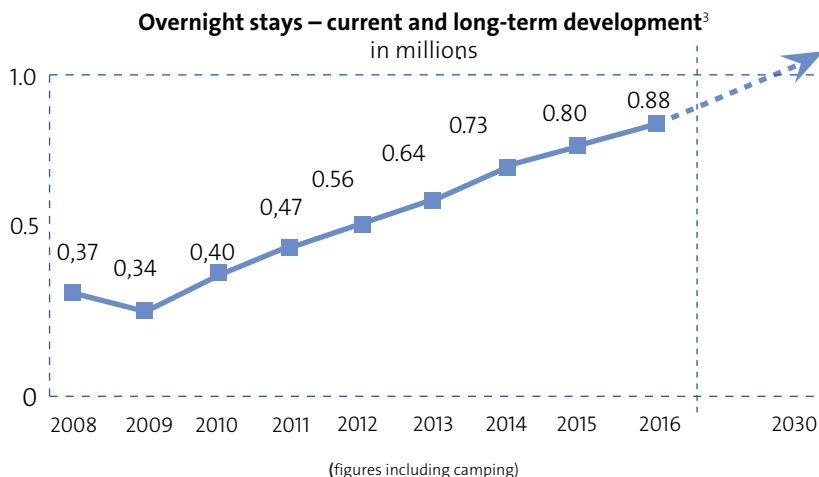
rank 1 – Hungary

rank 2 – Germany

rank 3 – Bulgaria

rank 4 – Italy

DESTINATION GERMANY



- Year 2016: 271,239 arrivals from Romania / 882,696 overnight stays (camping included)
- Volume of overnight stays: Increase 2008–2016: +140.4%; growth 2015–2016: +10.1%;
- Total sales turnover for incoming trips: round 0,4 billion Euro (2016)
- DZT forecast until 2030: 1.6 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

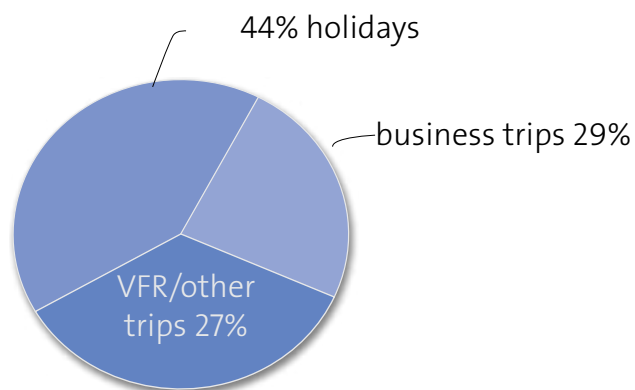
Federal states ³	
rank 1: Bavaria with 27.2% of all overnight stays	rank 3: North Rhine-Westphalia with 13.6% of all overnight stays
rank 2: Baden-Württemberg with 15.1% of all overnight stays	rank 4: Hesse with 13.2% of all overnight stays

Purpose of all incoming trips

- 44% holiday trips, 29% business trips, 27% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 82% traditional business trips, 18% promotable business trips, of which: 92% exhibits/trade fairs, 8% incentive
- Holiday trips: 13% holidays in tourist regions, 60% touring holidays, 15% holidays in city/visit of an event

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

- 56% of all holiday trips are booked in advance; 31% online booking
- 69% car, 20% plane, 10% coach
- 62% accommodation paid for (45% hotel)



INCOMING SERBIA

Country and people¹

Capital	Belgrade (1.1 million inhabitants)
Area	77.474 km ²
Inhabitants	7.1 million (2016) / (growth rate -0,5%)
Mean age	42.3 years
Economy	GDP per capita: 5,968 US\$ 2015* (GDP growth rate +1.0% 2015)*
Unemployment rate	21.8% (2016)*
Inflation rate	3.4% (2016)* * Estimation

GENERAL TRAVEL BEHAVIOUR

- Intensity of travel abroad 50.2% (resident population from 15 years on) = 0.5 trips per person

Destinations of trips abroad in 2016

rank 1 – Montenegro

rank 2 – Greece

rank 3 – Bulgaria

rank 7 – Germany

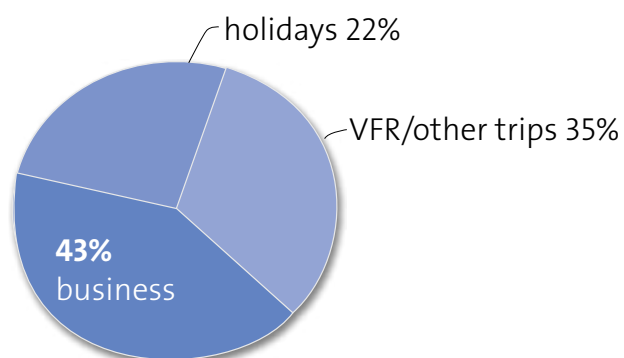
DESTINATION GERMANY

Purpose of all incoming trips

- 22% holiday trips, 43% business trips, 35% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 68% traditional business trips
32% promotable business trips, of which: 100% exhibits/trade fairs
- Holiday trips: 41% holidays in city/visit of an event, 18% touring holidays
30% holidays in tourist regions

Booking-behaviour, main mode of transport

- 88% of all holiday trips are booked in advance; 64% online booking
- 41% car, 32% plane, 28% coach



INCOMING BULGARIA

Country and people¹

Capital	Sofia (1.2 million inhabitants)
Area	110,879 km ²
Inhabitants	7.1 million (2016) / growth rate -0.6%
Mean age	42.4 years
Economy	GDP per capita: 6,299 Euro (GDP growth rate +1.5% 2016*)
Unemployment rate	9.4% (2016)
Inflation rate	0.7% (2016)

GENERAL TRAVEL BEHAVIOUR

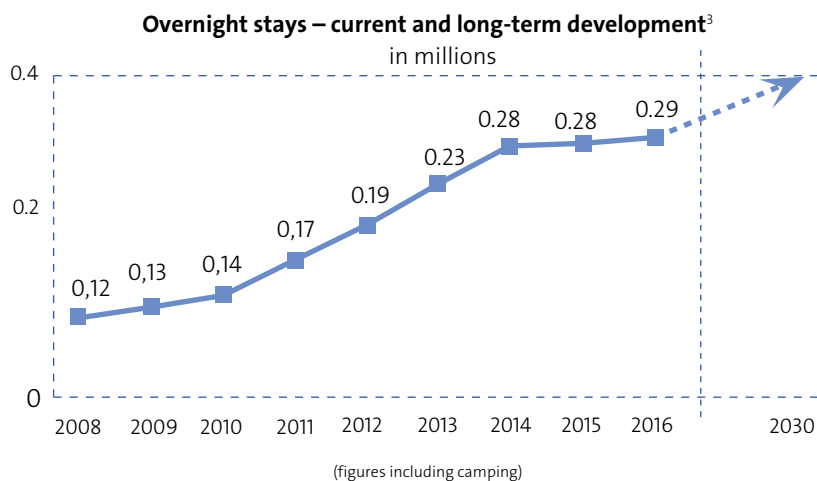
Percentage of overnight stays domestic in accommodation establishments²

- Bulgaria: 36% domestic / 64% non-resident
- Intensity of travel abroad (resident population from 15 years on) = 0.8 trips per person

Destinations of trips abroad in 2016

- rank 1 – Greece
- rank 2 – Turkey
- rank 3 – Germany
- rank 4 – Italy

DESTINATION GERMANY



- Year 2016: 95,542 arrivals from Bulgaria / 292,097 overnight stays (camping included)
- Volume of overnight stays: Increase 2008–2016: +138.3%; growth 2015–2016: +4.7%;
- Total sales turnover for incoming trips: round 0.3 billion Euro (2016)
- DZT forecast until 2030: 0.5 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

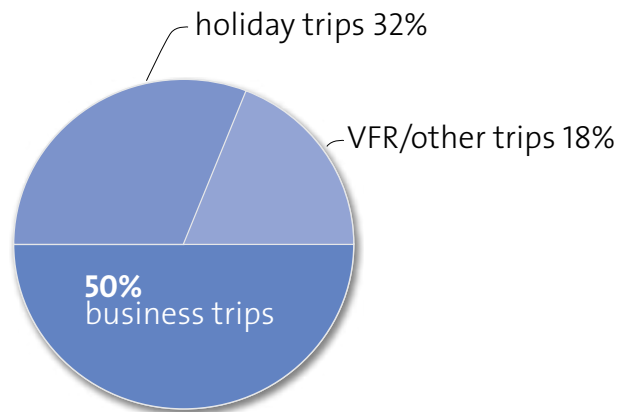
Federal states ³	
rank 1: Bavaria with 22.5% of all overnight stays	rank 3: Hesse with 13.5% of all overnight stays
rank 2: North Rhine-Westphalia with 13.5% of all overnight stays	rank 4: Baden-Württemberg with 13.0% of all overnight stays

Purpose of all incoming trips

- 32% holiday trips, ■ 50% business trips, ■ 18% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 72% traditional business trips,
28% promotable business trips, of which:
19% conferences/congresses/seminars, 71% exhibits/trade fairs
- Holiday trips:
14% holidays in tourist regions, 43% touring holidays,
18% holidays in city/visit of an event

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

- 74% of all holiday trips are booked in advance; 52% online booking
- 19% car, 57% plane, 24% coach
- 72% accommodation paid for (46% hotel)



INCOMING CROATIA

Country and People¹

Capital	Zagreb (790,000 inhabitants)
Area	56,594 km ²
Inhabitants	4.3 million (2016) / (growth rate -0.5%)
Mean age	42.7 years
Economy	GDP per capita: 10,646 Euro 2016 (GDP growth rate 1.4% 2016)*
Unemployment rate	15.6% (2016)*
Inflation rate	0.9% (2016)* *Estimation

GENERAL TRAVEL BEHAVIOUR

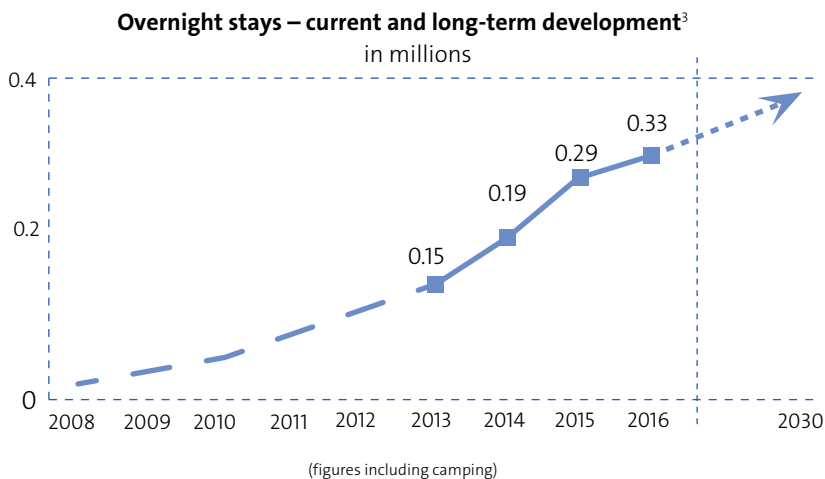
Percentage of overnight stays domestic in accommodation establishments²

- Croatia: 7% domestic/ 93% non-resident
- Intensity of travel abroad (resident population from 15 years on) = 0.8 trips per person

Destinations of trips abroad in 2015

- rank 1 – Germany
- rank 2 – Italy
- rank 3 – Bosnia-Herzegovina
- rank 4 – Austria

DESTINATION GERMANY



- Year 2016: 100,402 arrivals from Croatia / 329,514 overnight stays (camping included)
- Volume of overnight stays: growth 2015–2016: +14.6%;
- Total sales turnover for incoming trips: round 0.6 billion Euro (2016)
- DZT forecast until 2030: 0.3 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

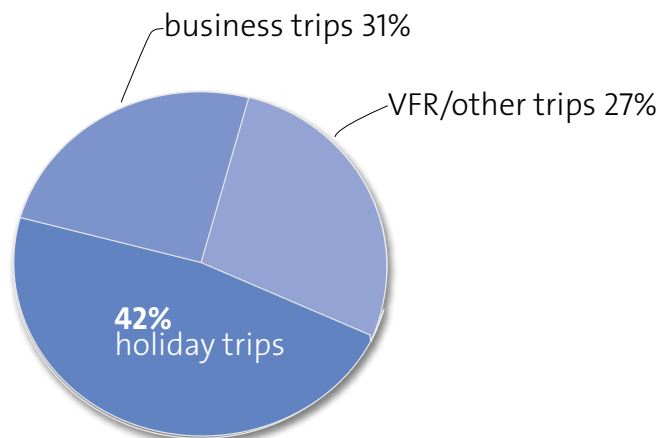
Federal states ³	
rank 1: Bavaria with 35.3% of all overnight stays	rank 3: Hesse with 16.1% of all overnight stays
rank 2: Baden-Württemberg with 17.3% of all overnight stays	rank 4: North Rhine-Westphalia with 9.0% of all overnight stays

Purpose of all incoming trips

- 42% holiday trips, 31% business trips, 27% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 52% traditional business trips, 48% promotable business trips, of which:
65% conferences/congresses/seminars, 26% exhibits/trade fairs
- Holiday trips: 8% holidays in tourist regions, 21% touring holidays, 44% holidays in city/visit of an event

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

- 68% of all holiday trips are booked in advance; 46% online booking
- 61% car, 20% plane, 1% train, 18% coach
- 44% accommodation paid for (27% hotel)



INCOMING BOSNIA AND HERZEGOVINA

Country and People¹

Capital	Sarajevo (650,000 inhabitants)
Area	51,129 km ²
Inhabitants	3.9 million (2016) / (growth rate -0,1%)
Mean age	41.7 years
Economy	GDP per capita: 4,230 US\$ 2015 (GDP growth rate +3.0% 2016)*
Unemployment rate	26.5% (2016)*
Inflation rate	1.1% (2016)* *Estimation

GENERAL TRAVEL BEHAVIOUR

- Intensity of travel abroad (resident population from 15 years on) = 0.5 trips per person

Destinations of trips abroad in 2016 – market share of all trips

- rank 1 – Montenegro
- rank 2 – Croatia
- rank 3 – Germany
- rank 4 – Austria

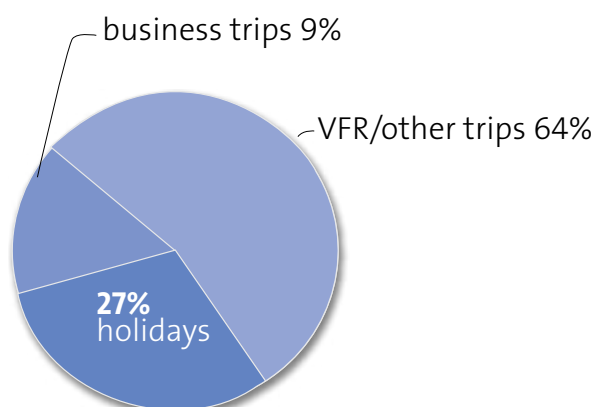
DESTINATION GERMANY

Purpose of all incoming trips

- 27% holiday trips, 9% business trips, 64% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 100% traditional business trips
- holiday trips: 12% holidays in tourist regions, 52% touring holidays

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

- 52% of all holiday trips are booked in advance; 28% online booking
- 39% car, 32% coach, 25% plane
- 18% accommodation paid for (10% hotel)



INCOMING MONTENEGRO

Country and People¹

Capital	Podgorica (170,000 inhabitants 2012)
Area	13,812 km ²
Inhabitants	645,000 (2016) / (growth rate -0.4%)
Mean age	40.2 years (2016)
Economy	GDP per capita: 5,893 EUR (BIP GDP growth rate +3.5% 2016)*
Unemployment rate	19.5% (2013)
Inflation rate	1.0% (2016)* *Estimation

No data for trips abroad and to Germany.

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

Supported by:



on the basis of a decision
by the German Bundestag

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