

Press Information

Incoming Statistics for January-September 2014: impressive rise from Ireland

GNTB Records 5 per cent Increase for 3rd Quarter 2014

London 10th December 2014 – For the period of January to September 2014, the number of overnight stays from abroad to Germany increased to 58.8 million. According to latest figures from the Federal Statistical Office of Germany, 2.9 million extra nights, in accommodation establishments with ten or more beds, were registered compared to the same period last year. This represents an overall increase of 5.1 per cent.

"This dynamic growth in inbound figures clearly provides German Tourism with yet further momentum and impetus. The increase of more than five per cent at the end of the third quarter 2014 is again well above the equally satisfying growth rates recorded for January to September 2013 (up 3.8 per cent). Looking at these intermediate results, we are optimistic that the annual balance of our predictions for overnight stays for 2014 will be achieved ", explains Petra Hedorfer, CEO of the German National Tourist Board (DZT).

Poland for the first time among the top 10 markets

With an increase of 12.2 per cent to 1.9 million overnight stays from January to September, Poland has been able to overtake the Russian Federation as a source market and for the first time, is now one of the ten most important source markets for tourism to Germany. Unchanged, the Netherlands tops the list of top ten source markets by a wide margin. In second place, An anticipated decline in the Russian market showed a decrease of 3.9 per cent in the first nine months.

Above-average growth rates of many Southeast European countries underline the importance of this region as a tourism source market of the future. Countries such as Czech Republic, with an increase of 8.7 per cent, Romania + 14.4 per cent, Bulgaria + 22.2 per cent, Slovenia + 24.4 per cent and Croatia (+ 32.1 per cent) are establishing an upward trend. Ireland with +23.0 per cent, shows an equally impressive rise for the period January – September and for the month of September alone, 26.4 per cent compared to September 2013.

Asia makes its mark with growth from overseas markets

With double-digit growth rates, China, with +17.4 per cent and the Arab Gulf States (+ 21.7 per cent) are on the radar: at the end of the third quarter, the Middle East region with 1.5 million overnight sits just ahead of the Arab Gulf States. The growth regions of India (up 8.5 per cent to 498,000 overnight stays), South Korea (up 12.4 per cent) and Taiwan (plus 23.7 per cent) are

making their mark on German Tourism.

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About the GNTB

The German National Tourist Board (GNTB) has its headquarters in Frankfurt am Main, Germany. It works on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi) to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. The GNTB develops and communicates strategies and products to promote Germany's positive image abroad as a tourist destination and to encourage tourists to visit the country. It has 30 agencies around the world to support its activities. More information can be found in our online press centre at www.germany.travel/presse.