Destination Germany strengthens position in the European market

Frankfurt am Main/Berlin, 4 March 2015 – The volume of travel to Germany expanded at a faster rate than the European average in 2014, further strengthening the country’s already excellent position. According to the latest figures from IPK International’s World Travel Monitor, Germany was the destination for 50 million intra-European trips last year and so remained in second place behind Spain (55 million trips). With a 4 per cent gain on 2013, Germany extended its lead over its nearest rivals France (up by 1 per cent to 37 million trips), Italy (up by 2 per cent to 34 million trips) and Austria (up by 1 per cent to 25 million trips).

Petra Hedorfer, Chief Executive Officer of the German National Tourist Board (GNTB): “We are able to look back on an outstanding performance as a travel destination in 2014 – and that’s not all: what appeared to be one-off exceptional results in previous years are now developing into a clear trend. With growth of 7 per cent in the holiday travel segment, we are not only comfortably above the average European growth rate of 4 per cent, we are also establishing ourselves as a traditional holiday destination for European travelers. While the short breaks segment gained again slightly, rising by 3 per cent to 12.5 million trips, we saw the number of longer holidays involving four or more overnight stays go up by an impressive 12 per cent to reach 15.5 million.”

“Another trend is that our holiday guests are getting increasingly younger,” continued Hedorfer. “The volume of travel by the 15 to 34-year-old age group increased by 8 per cent in 2013 and by 11 per cent last year. The third main trend for 2014 is online affinity. The amount of European travelers to Germany who used the internet throughout their customer journey grew by a further 10 per cent, with a consolidation of the trend from using the internet purely as a source of information towards actual online booking.”
Germany still very popular in the top European markets

As an international travel destination, Germany generated above-average growth rates in numerous European source markets. In its biggest source market, the Netherlands, the volume of all outbound travel rose slightly in 2014, by 1 per cent; the volume of travel to Germany went up by 2 per cent. The outbound market in Switzerland, which went up by 5 per cent as a whole, increased by 7 per cent for Germany only. Poland, an increasingly important source market for the global tourism industry, saw an 8 per cent rise in outbound travel overall, but an increase of 9 per cent in travel to Germany. Even in Austria, where outbound travel fell by 1 per cent in 2014, Germany achieved a 5 per cent gain.

Economic importance of inbound travel increases

Europeans spent a total of €25.4 billion on trips to Germany in 2014 – this includes all expenditure for transport, accommodation, food and shopping while staying in Germany, as well as travel to, from and within Germany. This meant that the overall value to the economy of inbound tourism rose again last year, by 2.4 per cent.

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/press.