

# Incoming Estonia

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

Capital	Tallinn (425,000 inhabitants)
Area	175,117 km <sup>2</sup>
Inhabitants	1.2 million (2018)
Mean age	43 years (2018)
Economy	GDP per capita: 20,562 Euro (2019)*
Economic growth	2.8 % (2019)
Unemployment rate	5.7 % (2019)*
Inflation rate	2.4 % (2019)* *Forecast
Gini coefficient	0.361 (OECD-average 0.318)

## General travel behaviour 2019

### »Destinations of trips abroad«

- rank 1 Russia
- rank 2 Latvia
- rank 3 Finland
- rank 4 **Germany**

### »Intensity of travel abroad«

**231.4 %**  
(resident population from 15 years on)  
**= 2.3 trips**  
per person

### »Percentage of overnight stays domestic in accommodation establishments<sup>2</sup>«



**Estonia domestic 37 %**  
**Estonia non-resident 63 %**

## Destination Germany

### »Year 2019«

66,191 arrivals of Estonia  
136,709 overnight stays (camping included)

### »Volume of overnight stays«

increase 2010–2019 by +98.8 %;  
growth 2018–2019: +8.8 %;  
Ø average annual rate of change  
2010–2019: +7.8 %

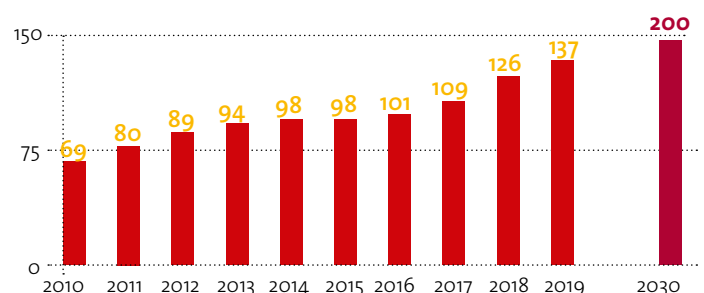
### »Total sales turnover for incoming trips«

round 0.1 billion Euro (2019)

### »DZT-forecast until 2030«

0.2 million overnight stays

### »Overnight stays — current and long-term development<sup>3</sup>« in thousands



# Most popular destinations in 2019

## Federal states<sup>3</sup>

rank 1: Berlin with 30.0 % of all overnight stays (o. s.)

rank 2: Bavaria with 18.5 % of all o. s.

rank 3: North Rhine-Westphalia with 9.5 % of all o. s.

rank 4: Hesse with 7.1 % of all o. s.

## Cities<sup>2</sup> (more than 100,000 inhabitants)

rank 1: Berlin with 41,067 o. s.

rank 2: Munich with 10,468 o. s.

rank 3: Frankfurt with 5,669 o. s.

rank 4: Hamburg with 4,830 o. s.

## Purpose of all incoming trips

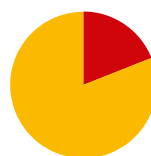
(66 thousand arrivals)



holiday trips 49 %  
business trips 25 %  
VFR/other trips 26 %

(Only one answer possible. Deviations from 100 % due to rounding.)

## Business trips



traditional business trips 19 %  
promotable business trips 81 %

## Holiday trips



holidays in tourist regions 11 %  
touring trips 45 %  
city holidays/visit of an event 20 %

## Promotable business trips



conferences/congresses/seminars 45 %  
incentive 5 %  
exhibits/trade fairs 50 %

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

- 69 % accommodation paid for (33 % hotel)
- 80 % of all trips are booked in advance
- 69 % online booking



42 %  
car



39 %  
plane



15 %  
coach

# Incoming Latvia

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

Capital	Riga (700,00 inhabitants)
Area	175,117 km <sup>2</sup>
Inhabitants	1.9 million (2018)
Mean age	43.9 years (2018)
Economy	GDP per capita: 16,197 Euro (2019)*
Economic growth	3.1 % (2019)
Unemployment rate	6.9 % (2019)*
Inflation rate	2.8 % (2019)* *Forecast
Gini coefficient	0.352 (OECD-average 0.318)

## General travel behaviour 2019

### »Destinations of trips abroad«

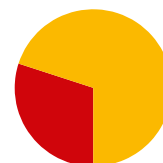
- rank 1 Germany
- rank 2 Russia
- rank 3 Lithuania
- rank 4 Estonia

### »Intensity of travel abroad«

**174.1 %**  
(resident population from 15 years on)

**= 1.7 trips**  
per person

### »Percentage of overnight stays domestic in accommodation establishments<sup>2</sup>«



Latvia domestic 30 %  
Latvia non-resident 70 %

## Destination Germany

### »Year 2019«

82,932 arrivals from Latvia  
195,984 overnight stays (camping included)

### »Volume of overnight stays«

increase 2010–2019 by +133.0 %;  
growth 2018–2019: +14.1 %;  
Ø average annual rate of change 2010–2019: +10.1 %

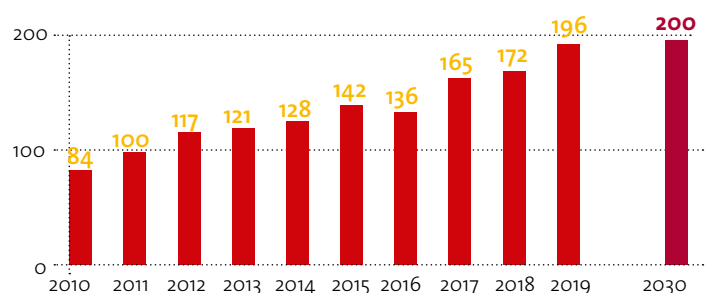
### »Total sales turnover for incoming trips«

round 0.1 billion Euro (2019)

### »DZT-forecast until 2030«

0.2 million overnight stays

### »Overnight stays — current and long-term development<sup>3</sup>« in thousands

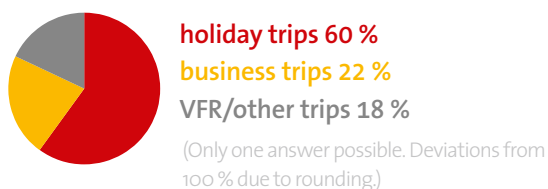


# Most popular destinations in 2019

Federal states <sup>3</sup>	Cities <sup>2</sup> (more than 100,000 inhabitants)
rank 1: Berlin with 29.8 % of all overnight stays (o. s.)	rank 1: Berlin with 58,480 o. s.
rank 2: Bavaria with 16.9 % of all o. s.	rank 2: Munich with 11,994 o. s.
rank 3: North Rhine-Westphalia with 8.3 % of all o. s.	rank 3: Frankfurt with 7,588 o. s.
rank 4: Baden-Württemberg with 7.6 % of all o. s.	rank 4: Hamburg with 6,606 o. s.

## Purpose of all incoming trips

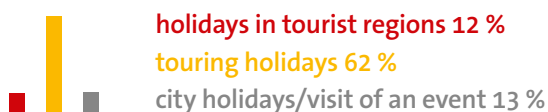
(83 thousand arrivals)



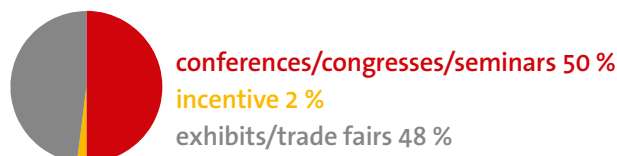
## Business trips



## Holiday trips



## Promotable business trips



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

- 79 % accommodation paid for (52 % hotel)
- 77 % of all trips are booked in advance
- 71 % online booking



38 %  
car



27 %  
plane



32 %  
coach



3 %  
train

# Incoming Lithuania

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

Capital	Vilnius (523,000 inhabitants)
Area	175,117 km <sup>2</sup>
Inhabitants	2.8 million (2018)
Mean age	44 years (2018)
Economy	GDP per capita: 17,270 Euro (2019)*
Economic growth	2.7 % (2019)
Unemployment rate	6.2 % (2019)*
Inflation rate	2.1 % (2019)* *Forecast
Gini coefficient	0.378 (OECD-average 0.318)

## General travel behaviour 2019

### »Destinations of trips abroad«

- rank 1 Germany
- rank 2 UK
- rank 3 Latvia
- rank 4 Russia

### »Intensity of travels abroad«

**147.0 %**  
(resident population from 15 years on)  
**= 1.5 trips**  
per person

### »Percentage of overnight stays domestic in accommodation establishments<sup>2</sup>«



Lithuania domestic 54 %  
Lithuania non-resident 46 %

## Destination Germany

### »Year 2019«

111,582 arrivals from Lithuania  
256,676 overnight stays (camping included)

### »Volume of overnight stays«

increase 2010–2019 by +103.8 %;  
growth 2018–2019: +9.0 %;  
Ø average annual rate of change  
2010–2019: +10.4 %

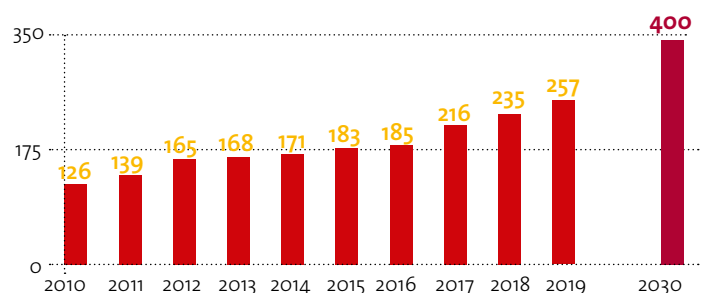
### »Total sales turnover for incoming trips«

round 0.2 billion Euro (2019)

### »DZT-forecast until 2030«

0.4 million overnight stays

### »Overnight stays — current and longterm development<sup>3</sup>« in millions

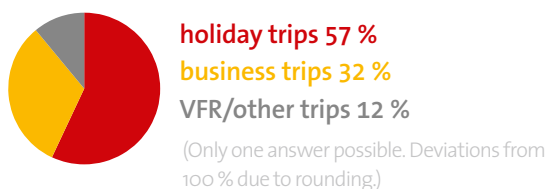


# Most popular destinations in 2019

Federal states <sup>3</sup>	Cities <sup>2</sup> (more than 100,000 inhabitants)
rank 1: Bavaria with 19.4 % of all overnight stays (o. s.)	rank 1: Berlin with 45,084 o. s.
rank 2: Berlin with 17.5 % of all o. s.	rank 2: Munich with 16,297 o. s.
rank 3: North Rhine-Westphalia with 10.7 % of all o. s.	rank 3: Frankfurt with 10,006 o. s.
rank 4: Lower Saxony with 10.6 % of all o. s.	rank 4: Hamburg with 8,140 o. s.

## Purpose of all incoming trips

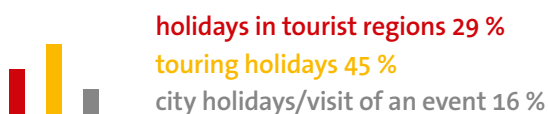
(112 thousand arrivals)



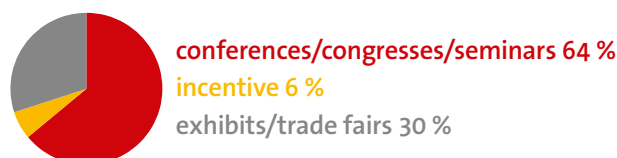
## Business trips



## Holiday trips

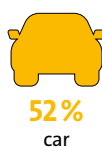


## Promotable business trips



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

- 73 % accommodation paid for (47 % hotel)
- 77 % of all trips are booked in advance
- 64 % online booking



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