

# Incoming China

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

Capital	Beijing (11,100,000 inhabitants)
Area	9.6 million km <sup>2</sup>
Inhabitants	1.39 billion (2018) (growth rate 0.37 %, 2018) 1.45 billion (Forecast 2025)
Mean age	China: 37.7 years; Hong Kong: 44.8 years (2018)
Economy	GDP per capita: 10,153 US\$ (2019)* (GDP – real growth rate 6.3 %, 2019)*
Unemployment rate	3.8 % (2019, in cities)*
Inflation rate	2.3 % (2019)* *Forecast

## General travel behaviour 2019

### »European destinations of trips abroad«

- rank 1 **Germany**  
rank 2 France  
rank 3 Italy  
rank 4 Switzerland

### »Intensity of travel abroad«

**6.5 %**  
(resident population from 15 years on)

## Destination Germany

### »Year 2019«

1,553,297 arrivals from China and Hong Kong  
2,906,680 overnight stays (camping included)

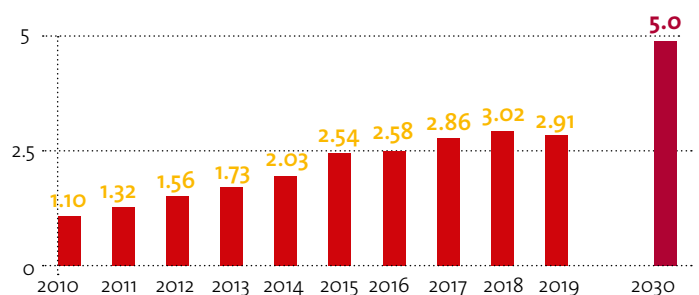
### »Volume of overnight stays«

increase 2010–2019 by +166.1 %;  
growth 2018–2019: -3.7 %;  
Ø average annual change rate  
2010–2019: +14.0 %

### »DZT-forecast until 2030«

5.0 million overnight stays

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



# Most popular destinations in 2019

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

rank 1: Bavaria with 31.0 % of all overnight stays (o. s.)

rank 2: Hesse with 18.9 % of all o. s.

rank 3: North Rhine-Westphalia with 12.1 % of all o. s.

rank 4: Baden-Württemberg with 11.9 % of all o. s.

## Cities<sup>3</sup> (more than 100,000 inhabitants)

rank 1: Munich with 433,097 o. s.

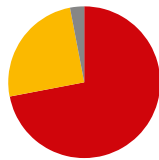
rank 2: Frankfurt with 333,557 o. s.

rank 3: Berlin with 330,543 o. s.

rank 4: Cologne with 104,475 o. s.

## Purpose of all incoming trips

(1.6 million arrivals)



holiday trips 72 %

business trips 25 %

VFR/other trips 3 %

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

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

- During incoming trips Chinese people spent the night mainly in hotels (85 %)
- 98 % booking in advance
  - 83 % online booking
  - 37 % direct booking
  - 37 % booking at a travel agency



100 %  
plane

## Overall satisfaction in Germany<sup>4</sup>

ratings above average

complete satisfaction ..... 1.66

ratings above average

variety & quality ..... 1.71

ratings above average

recommendation ..... 1.77

ratings above average

accommodation ..... 1.80

ratings above average

gastronomy ..... 1.82

## Satisfaction of destination

1.58 ..... places of interest

1.65 ..... ambience/flair

1.70 ..... shopping facilities

1.78 ..... parks/greenery

1.79 ..... hospitality

ratings above average

ratings above average

ratings above average

ratings above average

ratings above average

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Germany  
The travel destination



Scale:

1 »highly enthusiastic«

6 »rather disappointed«