

Incoming Great Britain

Country and people¹

Capital	London (8,567,000 inhabitants)
Area	243,610 km ²
Inhabitants	66.1 million (2018) (growth rate +0.5 %, 2017)* 66.6 million (Forecast 2025)
Mean age	40.5 years
Economy	GDP per capita: 37,845 Euro (2019) (GDP – real growth rate 1.3 %, 2019)*
Unemployment rate	4.1 % (2019)*
Inflation rate	2.0 % (2019)* *Forecast
Gini coefficient	0.358/rank 29 (OECD-average 0.318)

General travel behaviour 2019

»Destinations of trips abroad«

rank 1 Spain
rank 2 France
rank 3 Italy

rank 7 **Germany**

»Intensity of travel abroad«

144.2 %

(resident population from 15 years on)

= 1.4 trips

per person

»Percentage of overnight stays domestic in accommodation establishments²«



Great Britain domestic 55 %

Great Britain non-resident 45 %

Destination Germany

»Year 2019«

2,552,384 arrivals from Great Britain
5,623,110 overnight stays (camping included)

»Volume of overnight stays«

increase 2010–2019 by +34.5 %;
growth 2018–2019: -3.9 %;
Ø average annual rate of change
2010–2019: +4.4 %

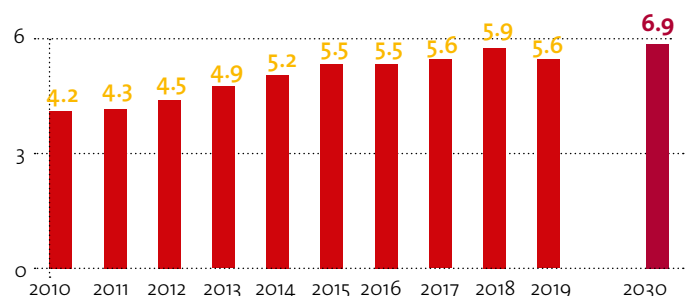
»Total sales turnover for incoming trips«

round 2.7 billion Euro (2019)

»DZT-forecast until 2030«

6.9 million overnight stays

»Overnight stays — current and long-term development³« in millions



Most popular destinations in 2019

Federal states³

rank 1: Berlin with 28.2 % of all overnight stays (o. s.)

rank 2: Bavaria with 19.9 % of all o. s.

rank 3: North Rhine-Westphalia with 13.6 % of all o. s.

rank 4: Hesse with 9.6 % of all o. s.

Cities³ (more than 100,000 inhabitants)

rank 1: Berlin with 1,592,805 o. s.

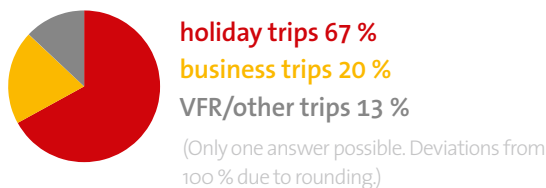
rank 2: Munich with 585,544 o. s.

rank 3: Hamburg with 350,003 o. s.

rank 4: Frankfurt with 339,099 o. s.

Purpose of all incoming trips

(2.5 million arrivals)



Business trips



Holiday trips

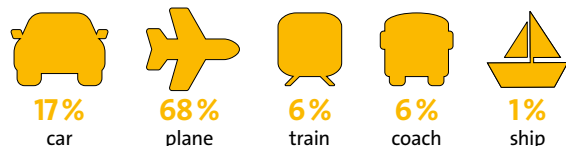


Promotable business trips



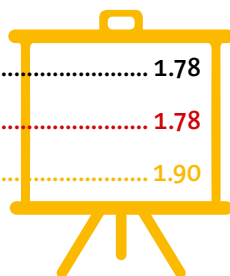
Booking-behaviour, main mode of transport, accommodation during holiday trips

- 94 % accommodation paid for (80 % hotel)
- 85 % of all trips are booked in advance
- 75 % online booking



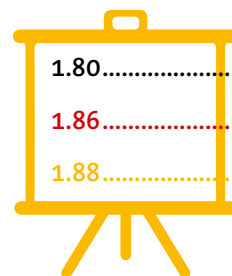
Overall satisfaction in Germany⁴

complete satisfaction 1.78
revised intention 1.78
gastronomy 1.90



Satisfaction of destination

1.80 shopping facilities ratings above average
1.86 party/nightlife ratings above average
1.88 hospitality



The categories „attractions“ and „arts & culture“ have also received good ratings

Scale:
1 »highly enthusiastic«
6 »rather disappointed«

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Germany
The travel destination

