

Incoming Italy

Country and people¹

Capital	Rome (3,339,000 inhabitants)
Area	301,340 km ²
Inhabitants	62.3 million (2018) (growth rate 0.2 %, 2018) 60.0 million (Forecast 2025)
Mean age	45.8 years
Economy	GDP per capita: 29,166 Euro (2019) (GDP – real growth rate 0.1 %, 2019)*
Unemployment rate	10.9 % (2019)*
Inflation rate	0.9 % (2019)* *Forecast
Gini coefficient	0.325/rank 21 (OECD-average 0.318)

General travel behaviour 2019

»Destinations of trips abroad«

- rank 1 France
- rank 2 Spain
- rank 3 Germany**
- rank 4 UK

»Intensity of travel abroad«

50.6 %
(resident population from 15 years on)

= 0.5 trips
per person

»Percentage of overnight stays domestic in accommodation establishments²«



Italy domestic 50 %
Italy non-resident 50 %

Destination Germany

»Year 2019«

1,849,395 arrivals from Italy
4,160,552 overnight stays (camping included)

»Volume of overnight stays«

increase 2010–2019 by +26.2 %;
growth 2018–2019: +5.1 %;
Ø average annual rate of change
2010–2019: +3.0 %

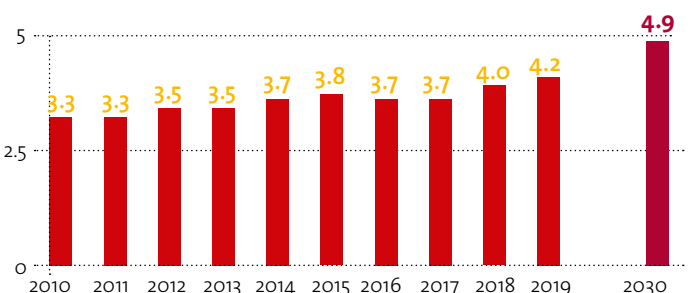
»Total sales turnover for incoming trips«

round 1.6 billion Euro (2019)

»DZT-forecast until 2030«

4.9 million overnight stays

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



Most popular destinations in 2019

Federal states³

rank 1: Bavaria with 31.7 % of all overnight stays (o. s.)

rank 2: Berlin with 26.3 % of all o. s.

rank 3: Baden-Württemberg with 12.1 % of all o. s.

rank 4: North Rhine-Westphalia with 9.4 % of all o. s.

Cities³ (more than 100,000 inhabitants)

rank 1: Berlin with 1,093,489 o. s.

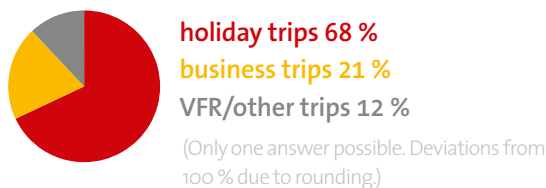
rank 2: Munich with 613,231 o. s.

rank 3: Frankfurt with 207,898 o. s.

rank 4: Hamburg with 126,107 o. s.

Purpose of all incoming trips

(1.8 million arrivals)



Business trips



Holiday trips

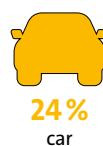


Promotable business trips



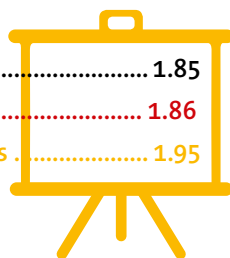
Booking-behaviour, main mode of transport, accommodation during holiday trips

- 90 % accommodation paid for (58 % hotel)
- 89 % of all trips are booked in advance
- 78 % online booking



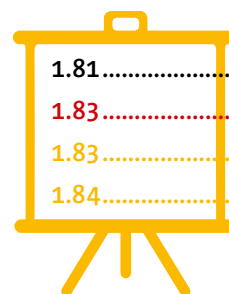
Overall satisfaction in Germany⁴

complete satisfaction 1.85
revisitation 1.86
variety & quality of services 1.95



Satisfaction of destination

1.81 ambience/flair
1.83 attractions
1.83 payment comfort
1.84 arts & culture



The categories „pedestrian area“, „architecture/buildings“ and „parks/greenery“ have also received good ratings

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

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Germany
The travel destination

