

Incoming Poland

Country and people¹

Capital	Warsaw (1,708,000 inhabitants)
Area	312,679 km ²
Inhabitants	38.4 million (2018) (growth rate -0.1 %, 2018) 37.0 million (Forecast 2025)
Mean age	41.1 years
Economy	GDP per capita: 13,618 Euro (2019) (GDP – real growth rate 4.2 %, 2019)*
Unemployment rate	3.8 % (2019)*
Inflation rate	1.8 % (2019)* *Forecast
Gini coefficient	0.30/rank 18 (OECD-average 0.318)

General travel behaviour 2019

»Destinations of trips abroad«

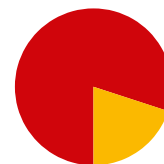
- rank 1 **Germany**
- rank 2 Great Britain
- rank 3 Italy
- rank 4 Spain

»Intensity of travel abroad«

67.7 %
(resident population from 15 years on)

= 0.7 trips
per person

»Percentage of overnight stays domestic in accommodation establishments²«



Poland domestic 80 %
Poland non-resident 20 %

Destination Germany

»Year 2019«

1,197,389 arrivals from Poland
3,496,212 overnight stays (camping included)

»Volume of overnight stays«

increase 2010–2019 by +153.2 %;
growth 2018–2019: +6.3 %;
Ø average annual rate of change
2010–2019: +11.5 %

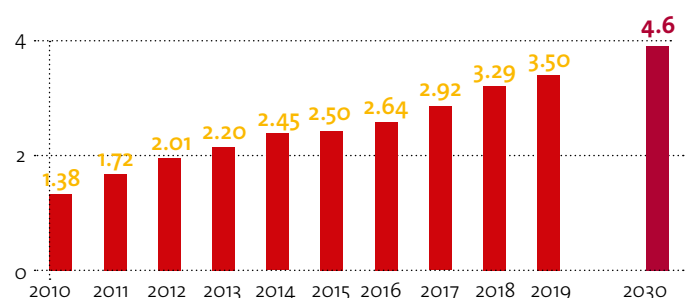
»Total sales turnover for incoming trips«

round 6.0 billion Euro (2019)

»DZT-forecast until 2030«

4.6 million overnight stays

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



Most popular destinations in 2019

Federal states³

rank 1: Bavaria with 19.2 % of all overnight stays (o. s.)

rank 2: Berlin with 12.1 % of all o. s.

rank 3: North Rhine-Westphalia with 11.9 % of all o. s.

rank 4: Baden-Württemberg with 10.3 % of all o. s.

Cities³ (more than 100,000 inhabitants)

rank 1: Berlin with 424,581 o. s.

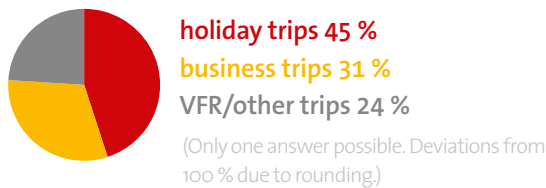
rank 2: Munich with 130,734 o. s.

rank 3: Frankfurt with 100,833 o. s.

rank 4: Hamburg with 93,160 o. s.

Purpose of all incoming trips

(1.2 million arrivals)



Business trips



Holiday trips

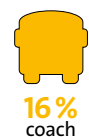
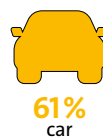


Promotable business trips



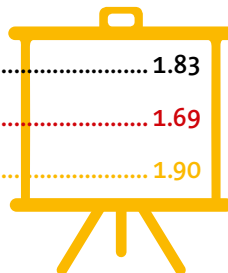
Booking-behaviour, main mode of transport, accommodation during holiday trips

- 61 % accommodation paid for (29 % hotel)
- 67 % of all trips are booked in advance
- 62 % online booking



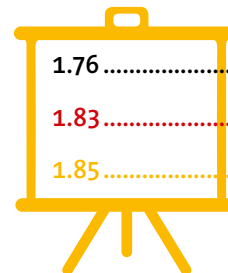
Overall satisfaction in Germany⁴

complete satisfaction 1.83
revised intention 1.69
variety & quality 1.90



Satisfaction of destination

1.76 ambience/flair
1.83 attractions
1.85 parks/greenery



ratings above average

Scale:

- 1 »highly enthusiastic«
- 6 »rather disappointed«

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Germany
The travel destination

