

# Incoming Russia

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

Capital	Moscow (10,425,000 inhabitants)
Area	17,075,200 km <sup>2</sup>
Inhabitants	142.1 million (2018) (growth rate -0.1 %, 2018)
Mean age	39.8 years
Economy	GDP per capita: 11,191 US\$ (2019)* (GDP – real growth rate +1.6 %, 2019)*
Unemployment rate	4.8 % (2019)*
Inflation rate	5.0 % (2019)* *Forecast

## General travel behaviour 2019

### »Destinations of trips abroad«

- rank 1 Turkey
- rank 2 China
- rank 3 Germany**
- rank 4 Ukraine

### »Intensity of travel abroad«

**26.0 %**  
(resident population from 15 years on)

**= 0.2 trips**  
per person

## Destination Germany

### »Year 2019«

846,405 arrivals from Russia  
2,042,090 overnight stays (camping included)

### »Volume of overnight stays«

increase 2010–2019 by +37.4 %;  
growth 2018–2019: +7.7 %;  
Ø average annual rate of change  
2010–2019: +7.0 %

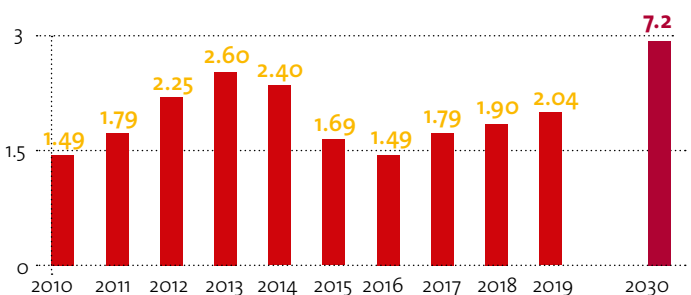
### »Total sales turnover for incoming trips«

round 2.2 billion Euro (2019)

### »DZT-forecast until 2030«

7.2 million overnight stays

### »Overnight stays — current and long-term development<sup>2</sup>« in millions



# Most popular destinations in 2019

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

rank 1: Bavaria with 32.5 % of all overnight stays (o. s.)

rank 2: Berlin with 23.6 % of all o. s.

rank 3: North Rhine-Westphalia with 11.3 % of all o. s.

rank 4: Baden-Württemberg with 9.2 % of all o. s.

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

rank 1: Berlin with 482,197 o. s.

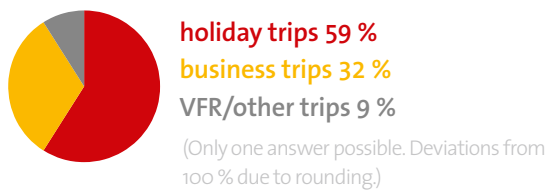
rank 2: Munich with 436,702 o. s.

rank 3: Düsseldorf with 85,007 o. s.

rank 4: Frankfurt with 76,468 o. s.

## Purpose of all incoming trips

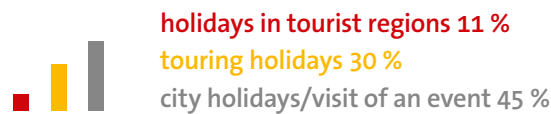
(846 thousand arrivals)



## Business trips



## Holiday trips

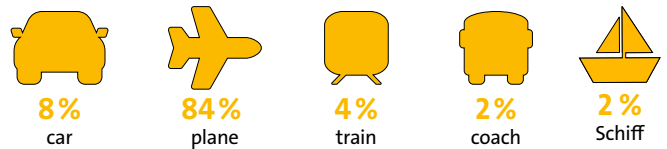


## Promotable business trips



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

- 76 % accommodation paid for (58 % hotel)
- 96 % of all trips are booked in advance
- 89 % online booking



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

ratings above average complete satisfaction ..... 1.72  
ratings above average gastronomy ..... 1.86  
ratings above average price-performance ratio ..... 2.01

The categories „revised intention“ and „recommendation“ have also received good ratings

## Satisfaction of destination

1.69 ..... payment comfort  
1.70 ..... shopping facilities ratings above average  
1.73 ..... ambience/flair ratings above average  
1.79 ..... attractions

The categories „party/nightlife“ and „Wellness/Spa“ have also received good ratings

Scale:

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

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Germany  
The travel destination

