

Incoming Sweden

Country and people¹

Capital	Stockholm (795,000 inhabitants)
Area	450,295 km ²
Inhabitants	10.0 million (2018) (growth rate 0.8 %, 2018) 9.9 million (Forecast 2025)
Mean age	41.1 years
Economy	GDP per capita: 46,314 Euro (2019) (GDP – real growth rate 1.4 %, 2019)*
Unemployment rate	6.4 % (2019)*
Inflation rate	1.5 % (2019)* *Forecast
Gini coefficient	0.21/rank 10 (OECD-average 0.318)

General travel behaviour 2019

»Destinations of trips abroad«

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

»Intensity of travel abroad«

159.8 %
(resident population from 15 years on)
= 1.6 trips
per person

»Percentage of overnight stays domestic in accommodation establishments²«



Sweden domestic 75 %
Sweden non-resident 25 %

Destination Germany

»Year 2019«

982,237 arrivals from Sweden
1,804,399 overnight stays (camping included)

»Volume of overnight stays«

increase 2010–2019 by +19.1 %;
growth 2018–2019: +3.5 %;
Ø average annual rate of change
2010–2019: +3.0 %

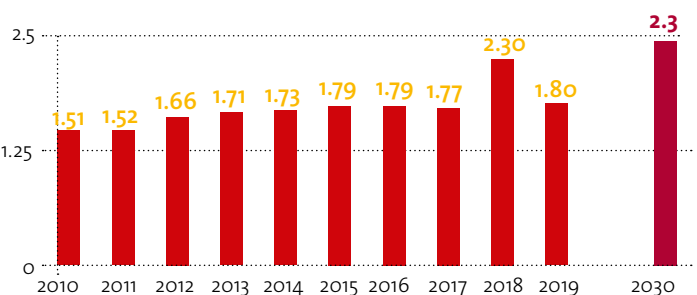
»Total sales turnover for incoming trips«

round 1.3 billion Euro (2019)

»DZT-forecast until 2030«

2.3 million overnight stays

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



Most popular destinations in 2019

Federal states³

rank 1: Berlin with 25.0 % of all overnight stays (o. s.)

rank 2: Bavaria with 13.3 % of all o. s.

rank 3: Schleswig-Holstein with 13.2 % of all o. s.

rank 4: Mecklenburg-Pomerania with 7.1 % of all o. s.

Cities³ (more than 100,000 inhabitants)

rank 1: Berlin with 453,702 o. s.

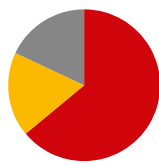
rank 2: Hamburg with 123,067 o. s.

rank 3: Munich with 84,973 o. s.

rank 4: Frankfurt with 37,765 o. s.

Purpose of all incoming trips

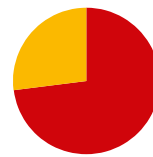
(980 thousand arrivals)



holiday trips 64 %
business trips 18 %
VFR/other trips 18 %

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

Business trips



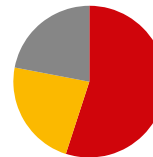
traditional business trips 73 %
promotable business trips 27 %

Holiday trips



holidays in tourist regions 11 %
touring holidays 13 %
city holidays/visit of an event 54 %

Promotable business trips



conferences/congresses/seminars 55 %
incentive 23 %
exhibits/trade fairs 22 %

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

- 90 % accommodation paid for (64 % hotel)
- 86 % of all trips are booked in advance
- 82 % online booking



39 %
car



38 %
plane



1 %
train



12 %
coach



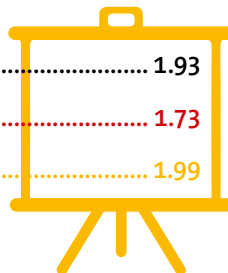
10 %
ship



1 %
Wohnmobil

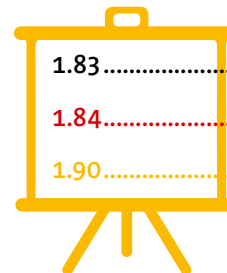
Overall satisfaction in Germany⁴

complete satisfaction 1.93
revised intention 1.73
recommendation 1.99



Satisfaction of destination

1.83 attractions
1.84 ambience/flair
1.90 range of arts & culture



The category „barrier-free“ has also received a good rating

ratings above average

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by the German Bundestag

Germany
The travel destination



Scale:

1 »highly enthusiastic«

6 »rather disappointed«