

Incoming Switzerland

Country and people¹

Capital	Bern (139,000 inhabitants)
Area	41,290 km ²
Inhabitants	8.3 million (2018) (growth rate 0.7 %, 2018)
Mean age	42.5 years (2018)
Economy	GDP per capita: 72,230 Euro (2019) (GDP – real growth rate +1.5 %, 2019)*
Unemployment rate	4.3 % (2019)*
Inflation rate	0.7 % (2019)* *Forecast
Gini coefficient	0.295/rank 16 (OECD-average 0.318)

General travel behaviour 2019

»Destination of trips abroad«

- rank 1 Germany
- rank 2 France
- rank 3 Italy
- rank 4 Spain

»Intensity of travel abroad«

329.2 %

(resident population from 15 years on)

= 3.3 trips
per person

»Percentage of overnight stays domestic in accommodation establishments²«



Switzerland domestic 52 %
Switzerland non-resident 48 %

Destination Germany

»Year 2019«

3,398,509 arrivals from Switzerland
7,138,970 overnight stays (camping included)

»Volume of overnight stays«

increase 2010–2019 by +70.5 %;
growth 2018–2019: +3.0 %;
Ø average annual rate of change
2010–2019: +6.3 %

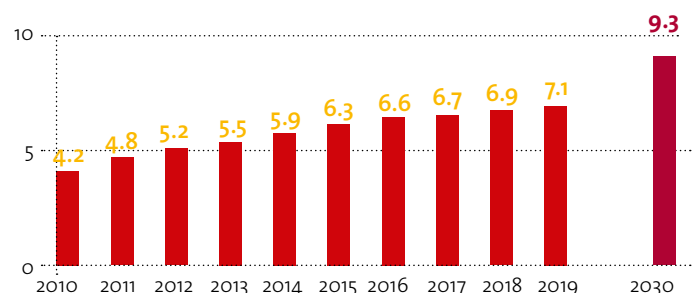
»Total sales turnover for incoming trips«

round 4.4 billion Euro (2019)

»DZT-forecast until 2030«

9.3 million overnight stays

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



Most popular destinations in 2019

Federal States³

rank 1: Baden-Württemberg with 38.7 % of all overnight stays (o. s.)

rank 2: Bavaria with 23.0 % of all o. s.

rank 3: Berlin with 8.7 % of all o. s.

rank 4: Hamburg with 5.4 % of all o. s.

Cities³ (more than 100,000 inhabitants)

rank 1: Berlin with 622,161 o. s.

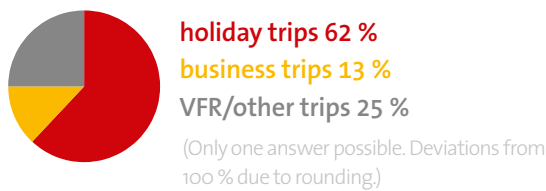
rank 2: Munich with 473,835 o. s.

rank 3: Hamburg with 382,143 o. s.

rank 4: Frankfurt with 157,838 o. s.

Purpose of all incoming trips

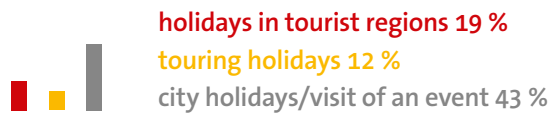
(3.4 million arrivals)



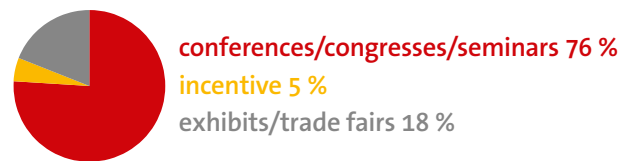
Business trips



Holiday trips



Promotable business trips



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

- 81 % accommodation paid for (59 % hotel)
- 82 % of all trips are booked in advance
- 72 % online booking



53 %
car



15 %
plane



20 %
train

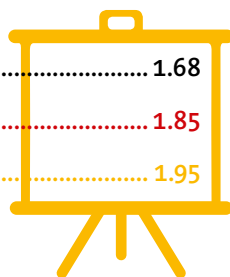


5 %
coach

Overall satisfaction in Germany⁴

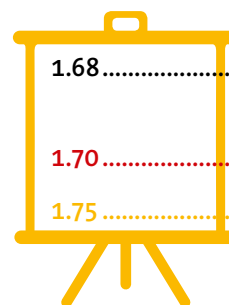
ratings above average
complete satisfaction 1.68
 ratings above average
gastronomy 1.85
 ratings above average
price-performance ratio 1.95

The categories "revisitation" and „variety & quality of service“ have also ratings above average



Satisfaction of destination

1.68 **thermal bath & adventure pools** ratings above average
 1.70 **shopping facilities** ratings above average
 1.75 **hiking trails** ratings above average



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

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Germany
The travel destination

