

Incoming Spain

Country and people¹

| | |
|-------------------|---|
| Capital | Madrid (3,213,000 inhabitants) |
| Area | 504,782 km ² |
| Inhabitants | 49.3 million (2018) (growth rate 0.7 %, 2018) |
| Mean age | 43.1 years |
| Economy | GDP per capita: 27,264 Euro (2019) (GDP – real growth rate 2.1 %, 2019)* |
| Unemployment rate | 13.5 % (2019)* |
| Inflation rate | 1.1 % (2019)* *Forecast |
| Gini coefficient | 0.346/rank 27 (OECD-average 0.318) |

General travel behaviour 2019

»Destinations of trips abroad«

- rank 1 France
- rank 2 UK
- rank 3 Italy
- rank 5 **Germany**

»Intensity of travel abroad«

51.2 %
(resident population from 15 years on)

= 0.5 trips
per person

»Percentage of overnight stays domestic in accommodation establishments²«



Spain domestic 36 %
Spain non-resident 64 %

Destination Germany

»Year 2019«

1,388,498 arrivals from Spain
3,291,127 overnight stays (camping included)

»Volumes of overnight stays«

increase 2010–2019 by +70.6 %;
growth 2018–2019: +8.7 %;
Ø average annual rate of change
2010–2019: +6.7 %

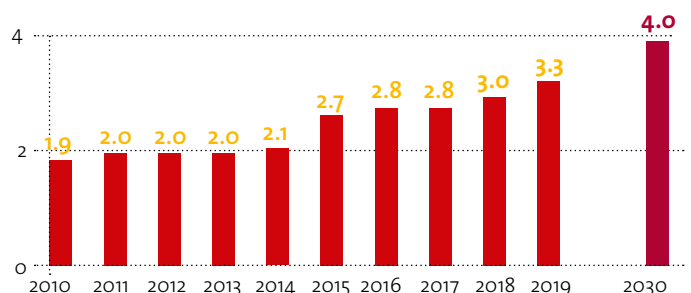
»Total sales turnover for incoming trips«

round 1.7 billion Euro (2019)

»DZT-forecast until 2030«

4.0 million overnight stays

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



Most popular destinations in 2019

Federal states³

rank 1: Berlin with 35.0 % of all overnight stays (o. s.)

rank 2: Bavaria with 19.5 % of all o. s.

rank 3: Baden-Württemberg with 11.1 % of all o. s.

rank 4: Hesse with 10.8 % of all o. s.

Cities³ (more than 100,000 inhabitants)

rank 1: Berlin with 1,153,804 o. s.

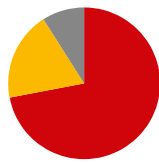
rank 2: Munich with 352,726 o. s.

rank 3: Frankfurt with 227,237 o. s.

rank 4: Hamburg with 157,758 o. s.

Purpose of all incoming trips

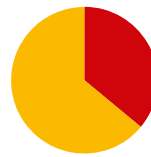
(1.4 million arrivals)



holiday trips 72 %
business trips 19 %
VFR/other trips 8 %

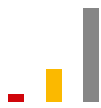
(Only one answer possible. Deviations from 100 % due to rounding)

Business trips



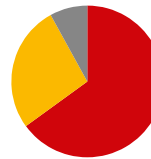
traditional business trips 36 %
promotable business trips 64 %

Holiday trips



holidays in tourist regions 5 %
touring holidays 21 %
city holidays/visit of an event 61 %

Promotable business trips



conferences/congresses/seminars 65 %
incentive 27 %
exhibits/trade fairs 8 %

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

- 91 % accommodation paid for (69 % hotel)
- 90 % of all trips are booked in advance
- 81 % online booking



16 %
car



78 %
plane



1 %
train



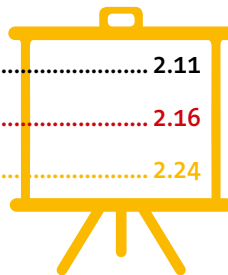
1 %
coach

Overall satisfaction in Germany⁴

complete satisfaction 2.11

variety & quality 2.16

accommodation 2.24

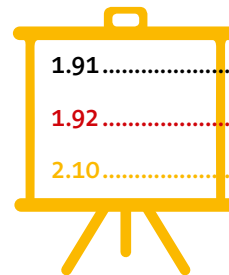


Satisfaction of destination

1.91 architecture/buildings

1.92 payment comfort

2.10 events & entertainment



Scale:

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

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Germany
The travel destination

