

Incoming USA

Country and people¹

Capital	Washington (600,000 inhabitants)
Area	9,826,630 km ²
Inhabitants	329.3 million (2018) (growth rate 0.8 %, 2018) 358.7 million (Forecast 2025)
Mean age	38.2 years
Economy	GDP per capita: 64,767 US\$ (2019) (GDP – real growth rate 2.3 %, 2019)*
Unemployment rate	3.8 % (2019)*
Inflation rate	2.0 % (2019)* *Forecast
Gini coefficient	0.394/rank 33 (OECD-average 0.318)

General travel behaviour 2019

»European destinations of trips abroad«

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

»Intensity of travel abroad«

24.6 %
(resident population from 15 years on)

Destination Germany

»Year 2019«

3,057,411 arrivals from the USA
6,979,298 overnight stays (camping included)

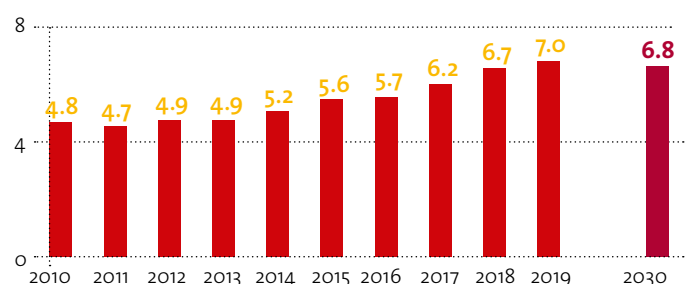
»Volume of overnight stays«

increase 2010–2019 by +46.3 %;
growth 2018–2019: +4.3 %;
Ø average annual rate of change 2010–2019: +5.1 %

»DZT-forecast until 2030«

6.8 million overnight stays

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



Most popular destinations in 2019

Federal states³

rank 1: Bavaria with 30.6 % of all overnight stays (o. s.)

rank 2: Berlin with 19.9 % of all o. s.

rank 3: Hesse with 13.9 % of all o. s.

rank 4: Baden-Württemberg with 11.0 % of all o. s.

Cities³ (more than 100,000 inhabitants)

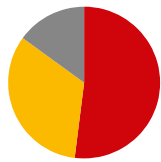
rank 1: Berlin with 1,391,135 o. s.

rank 2: Munich with 1,224,637 o. s.

rank 3: Frankfurt with 708,338 o. s.

rank 4: Hamburg with 270,791 o. s.

Purpose of all incoming travels



holiday trips 52 %

business trips 33 %

VFR/other trips 15 %

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

Holiday trips



city holidays 32 %

touring holidays 27 %

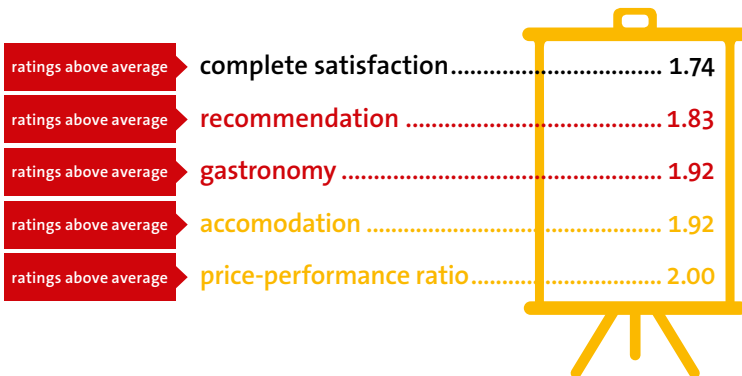
Booking-behaviour, main mode of transport, accommodation during holiday trips

- 97 % of all trips are booked in advance
- 70 % accommodation in hotel (58 % first class, 9 % middle class)
- 39 % the US-American incoming trips were booked in travel agencies

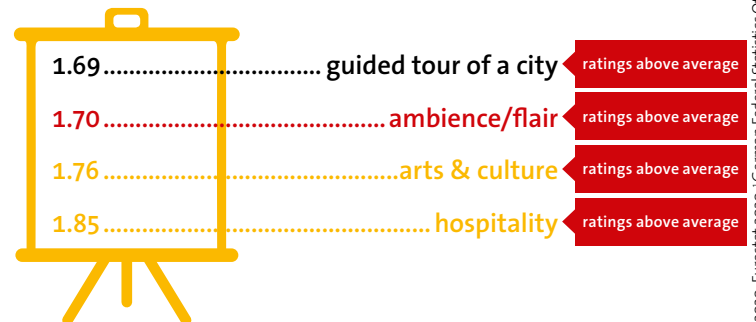


97%
plane

Overall satisfaction in Germany⁴



Satisfaction of destination



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Germany
The travel destination



Scale:

1 »highly enthusiastic«

6 »rather disappointed«