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Germany
The travel destination



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INCOMING CHINA

COUNTRY AND PEOPLE

Capital	Beijing (11,800,000 inhabitants)
Area	9.6 million km ²
Inhabitants	2020: 1.40 billion (growth rate 0.7%), Forecast 2025: 1.45 billion
Mean age	China: 38.4 years; Hong Kong: 45.6 years (2020)
Economy	GDP per capita: 8,830 US\$ (2020)*, GDP – real growth rate - 13.0% (2020)*
Unemployment rate	4.5% (2020, in cities)*
Inflation rate	1.6% (2020)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2020

DESTINATIONS OF TRIPS ABROAD

Rank

- 1 **Germany**
- 2 **United Kingdom**
- 3 **France**
- 4 **Russia**

INTENSITY OF TRAVEL ABROAD

1.2%

(resident population from 15 years on)

= **0.01** trips per person

DESTINATION GERMANY

YEAR 2020

157,827 arrivals from China and Hong Kong

367,542 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2011 – 2020:

by - **72.2%**

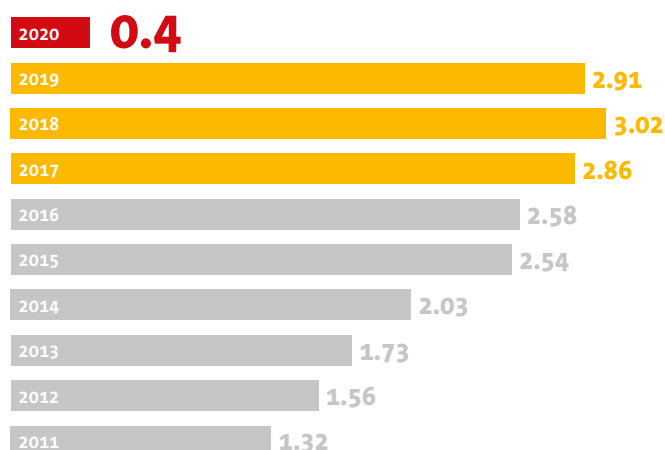
Growth 2019 – 2020:

- **87.4%**

Average annual rate of change 2011 – 2020:

- **1.9%**

OVERNIGHT STAYS — CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

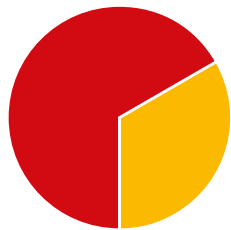


MOST POPULAR DESTINATIONS IN 2020

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	Bavaria with 28.0% of all o. s.	Frankfurt with 66,664 o. s.
2	Hesse with 26.9% of all o. s.	Munich with 52,987 o. s.
3	North Rhine-Westphalia with 12.5% of all o. s.	Berlin with 34,695 o. s.
4	Berlin with 9.4% of all o. s.	Düsseldorf with 14,066 o. s.

PURPOSE OF ALL INCOMING TRIPS (160 thousand arrivals)

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



66% Holiday trips

33% Business trips

HOLIDAY TRIPS

49% City holidays

20% Touring holidays

BOOKING-BEHAVIOUR AND MAIN MODE OF TRANSPORT

100% of all holiday trips are booked in advance, via:

86% online booking

37% direct booking

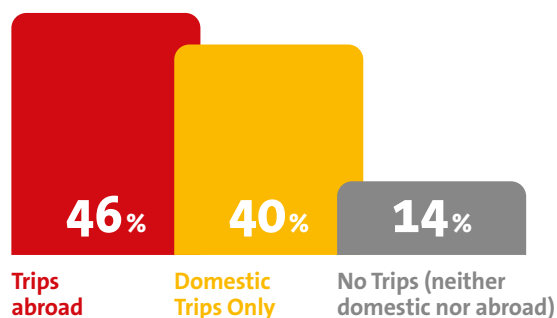
37% booking at a travel agency



100% plane

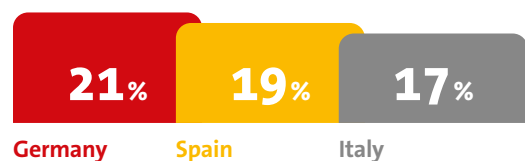
TRAVEL INTENTION IN THE NEXT 12 MONTHS¹

TRAVEL INTENTION NEXT 12 MONTHS (JANUARY – DECEMBER)



TRAVEL INTENTION ABROAD – DESTINATION COUNTRIES AND TO WHICH COUNTRIES WOULD YOU MOST LIKELY TRAVEL THIS YEAR (JANUARY – DECEMBER)?

(Max. 5 destinations/selection of European countries, multiple answers possible)



References: World Travel Monitor 2020, IPK International 2021; Eurostat 2021; German Federal Statistics Office 2011-2021/German State Offices 2021; 1 Impact of the COVID-19 Pandemic on International Tourism - Third Wave (January 2021), IPK International 2021

Design and layout
M.A.D. Kommunikationsgesellschaft mbH
www.markenzeichen.de

Published by:

German National Tourist Board (GNTB)
Beethovenstraße 69
60325 Frankfurt/Main

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