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Germany
The travel destination



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INCOMING FINLAND

COUNTRY AND PEOPLE

Capital	Helsinki (1.8 million inhabitants)
Area	338,145 km ²
Inhabitants	2023: 5.5 million (growth rate 0.1%)*; Forecast 2032: 5.6 million
Mean age	43.2 years*
Economy	GDP per capita: 50,084 Euro (2023)*, GDP – real growth rate: +0.1% (2023)*
Unemployment rate	7.2% (2023)*
Inflation rate	4.4% (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Sweden
- 2 Estonia
- 3 Spain

4 Germany

INTENSITY OF TRAVEL ABROAD

169.8%

(resident population from 15 years on)

= 1.7 trips per person

DESTINATION GERMANY

YEAR 2023

258,275 arrivals from Finland

553,101 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by –14.3%**

Growth 2022–2023: **+12.8%**

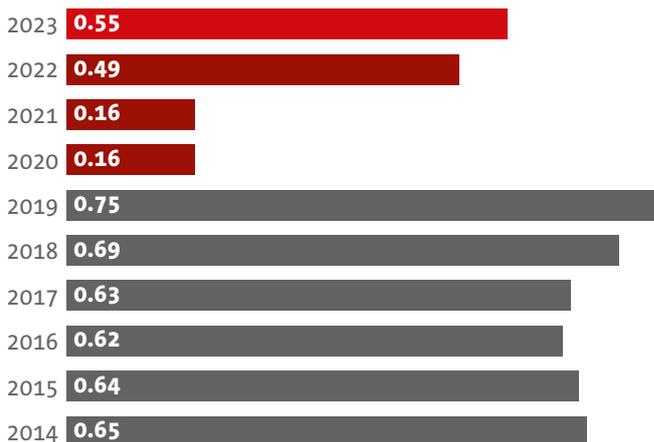
Recovery to 2019: **73.9%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **0.5 billion Euro** (2023)

OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year



MOST POPULAR DESTINATIONS IN 2023

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	Berlin with 25.9% of all o. s.	Berlin with 142,144 o. s.
2	Bavaria with 25.3% of all o. s.	Munich with 73,559 o. s.
3	North Rhine-Westphalia with 9.3% of all o. s.	Hamburg with 29,229 o. s.
4	Hesse with 7.9% of all o. s.	Frankfurt with 28,197 o. s.

PURPOSE OF ALL INCOMING TRIPS (258 thousand arrivals at lodging establishments)

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

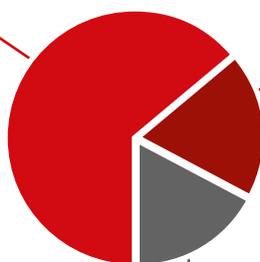
64 % Holiday trips

Type of holiday trip:

64 % City trips/visit of an event

16 % Tour holidays

14 % Holidays in tourist regions



17 % VFR-/other trips

19 % Business trips

Type of business trip:

58 % Promotable business trips

Type of promotable business trip:

44 % Incentives

33 % Conferences/congresses/seminars

21 % Exhibits/trade fairs

42 % Traditional business trips

BOOKING-BEHAVIOUR, MAIN MODE OF TRANSPORT, ACCOMMODATION DURING HOLIDAY TRIPS

94% of all holiday trips are
booked in advance

92% online booking

93% accommodation paid for
(62 % hotel)



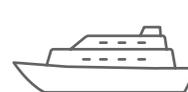
78%
plane



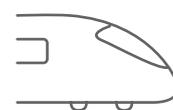
11%
car



4%
coach



3%
boat



3%
train