

Supported by:



Federal Ministry  
for Economic Affairs  
and Climate Action

on the basis of a decision  
by the German Bundestag

**Germany**  
The travel destination



www.germany.travel

# INCOMING FRANCE

## COUNTRY AND PEOPLE

Capital	Paris (11.142 million inhabitants) (2022)
Area	549,087 km <sup>2</sup>
Inhabitants	2021: 65.4 million (growth rate +0.2%)*; Forecast 2026: 66.2 million
Mean age	41.7 years
Economy	GDP per capita: 44,995 US\$ (2021)*, GDP – real growth rate +6.5% (2021)*
Unemployment rate	8.0% (2021)*
Inflation rate	1.9% (2021)*

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2021

### DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Spain
- 2 Italy
- 3 Germany**
- 4 Portugal

### INTENSITY OF TRAVEL ABROAD

**37.1%**  
(resident population from 15 years on)

= **0.4** trips per person

## DESTINATION GERMANY

### YEAR 2021

**692,078 arrivals** from France

**1,454,219 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2012 – 2021: **by - 52.5%**

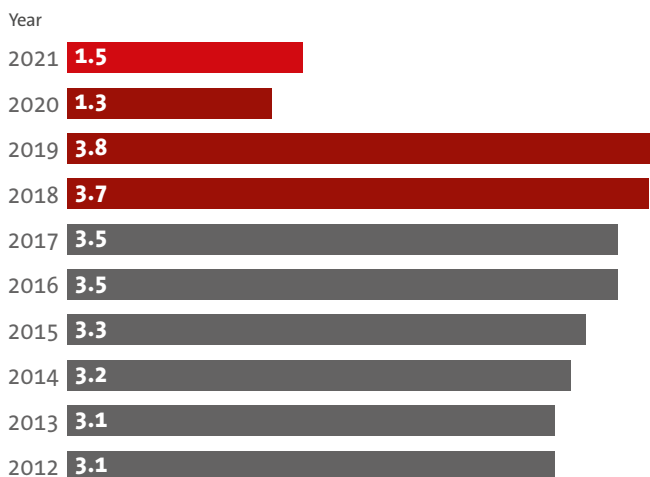
Growth 2020 – 2021: **+8.0%**

Average annual rate of change 2012 – 2021: **-2.9%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **1.1 billion Euro** (2021)

### OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS



## MOST POPULAR DESTINATIONS IN 2021

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	<b>Baden-Württemberg</b> with 29.2% of all o. s.	<b>Berlin</b> with 252,760 o. s.
2	<b>Berlin</b> with 17.4% of all o. s.	<b>Munich</b> with 107,583 o. s.
3	<b>Bavaria</b> with 17.2% of all o. s.	<b>Frankfurt</b> with 68,085 o. s.
4	<b>North Rhine-Westphalia</b> with 10.3% of all o. s.	<b>Hamburg</b> with 56,874 o. s.

## PURPOSE OF ALL INCOMING TRIPS (692 thousand arrivals)

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

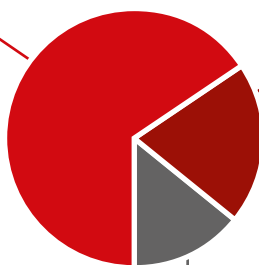
### 65% Holiday trips

Type of holiday trip:

**45% City holidays/visit of an event**

**18% Holidays in tourist regions**

**14% Touring holidays**



### 14% VFR-/other trips

### 20% Business trips

Type of business trip:

**56% Promotable business trips**

Type of promotable business trip:

69% Conferences/congresses/seminars

22% Incentives

9% Exhibits/trade fairs

**44% Traditional business trips**

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

**65%** of all holiday trips are  
**booked in advance**

**56%** online booking

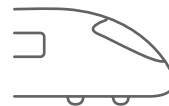
**87%** accommodation paid for  
(47% hotel)



**57%**  
car



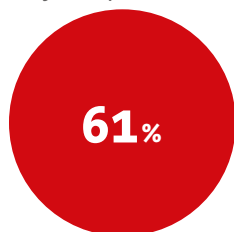
**30%**  
plane



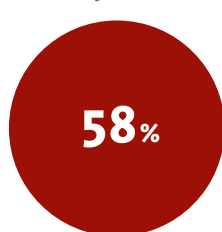
**10%**  
train

## SUPPORTED THEME SUITABILITY FOR THE HOLIDAY DESTINATION GERMANY<sup>1</sup>

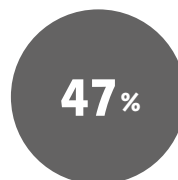
„In your opinion, to what extent is Germany a suitable destination for the following activities on holiday?“



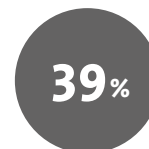
**Make a city trip**



**Visit cultural institutions**





**Enjoy culinary specialties**



**Make a sustainable holiday**

References: World Travel Monitor 2021, IPK International 2022; German Federal Statistics Office 2012 – 2022/German State Offices 2022; <sup>1</sup> inspektour (international) GmbH, 2021; Basis: number of interviews: 1,000 – 3,000 per source market, supported topic suitability for selected general topics (make a city trip, visit cultural institutions, enjoy culinary specialties) on Germany as a travel destination, measured on the basis of the two highest ratings on a scale from 5 = very high to 1 = no interest at all, incl. extrapolation of the absolute volume of the share in the represented population

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