

Supported by:



Federal Ministry
for Economic Affairs
and Energy

on the basis of a decision
by the German Bundestag

Germany
The travel destination



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INCOMING FRANCE

COUNTRY AND PEOPLE

Capital	Paris (11.2 million inhabitants)
Area	549,087 km ²
Inhabitants	2024: 66.5 million (growth rate +0.2%)*; Forecast 2034: 67.5 million
Mean age	42.4 years*
Economy	GDP per capita: 48,012 Euro (2024)*, GDP – real growth rate: +1.1% (2024)*
Unemployment rate	7.4% (2024)*
Inflation rate	2.4% (2024)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2024

DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Spain
- 2 Germany**
- 3 Italy
- 4 United Kingdom

INTENSITY OF TRAVEL ABROAD

87.1%

(resident population from 15 years on)

= 0.9 trips per person

DESTINATION GERMANY

YEAR 2024

1,855,356 arrivals from France

3,716,105 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2015–2024: **by +14.0%**

Growth 2023–2024: **+4.8%**

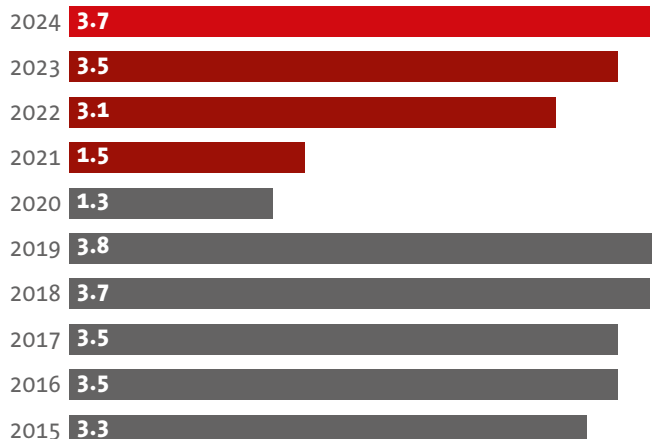
Recovery to 2019: **96.5%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **4.3 billion Euro** (2024)

OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year

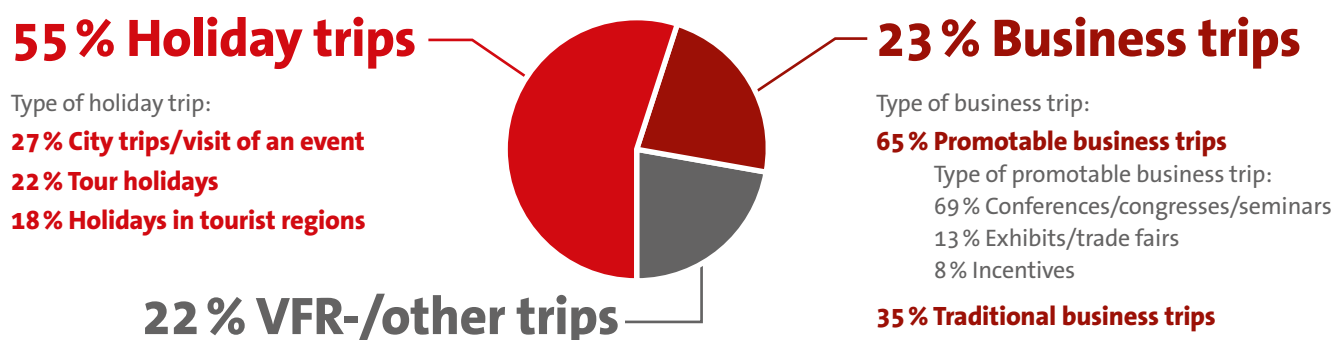


MOST POPULAR DESTINATIONS IN 2024

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants, rounded values)
1	Baden-Württemberg with 28.8 % of all o. s.	Berlin with 628,000 o. s.
2	Bavaria with 18.4 % of all o. s.	Munich with 287,000 o. s.
3	Berlin with 17.0 % of all o. s.	Frankfurt with 166,000 o. s.
4	North Rhine-Westphalia with 11.4 % of all o. s.	Hamburg with 143,000 o. s.

PURPOSE OF ALL INCOMING TRIPS (1.9 million arrivals at lodging establishments)

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



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

77 % of all holiday trips are
booked in advance

63 % online booking

91 % accommodation paid for
(48 % hotel)



51 %
car



24 %
plane



16 %
train



7 %
coach

SATISFACTION IN GERMANY¹

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Variety & quality	1.85
Complete satisfaction	1.93
Opening hours	2.10
Gastronomy	2.14
Accommodation	2.15
Price-performance ratio	2.32

**Above-average
ratings for complete
satisfaction and
variety & quality**

SATISFACTION WITH DESTINATION

Nightlife/Bars/ Discotheques/Clubs	1.73
Promenade miles and pedestrian zones	1.73
Payment convenience (EC card, credit card)	1.80
Art and cultural offerings	1.88

Above-average ratings also in the categories
"Accessibility", "Public transport", "Security" and
"Variety/availability of sustainable offers/products
on site"

References: World Travel Monitor 2024, IPK International 2025;
German Federal Statistics Office 2015–2025/German State Offices 2025;
¹ DZT Qualitätsmonitor September 2023–October 2024

Design and layout: markenzeichen GmbH, www.markenzeichen.de

Published by:

German National Tourist Board (GNTB)
Beethovenstrasse 69
60325 Frankfurt am Main

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