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**Germany**  
The travel destination



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# INCOMING UNITED KINGDOM

## COUNTRY AND PEOPLE

|                   |  |
|-------------------|--|
| Capital           | London (9.4 million inhabitants) (2021)                                    |
| Area              | 243,610 km <sup>2</sup>  |
| Inhabitants       | 2021: 68.2 million (growth rate 0.5 %)*; Forecast 2026: 69.5 million       |
| Mean age          | 40.6 years   |
| Economy           | GDP per capita: 46,200 US\$ (2021)*, GDP – real growth rate + 6.8% (2021)* |
| Unemployment rate | 5.0% (2021)*   |
| Inflation rate    | 2.2% (2021)*   |

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2021

### DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Spain
- 2 France
- 3 Ireland

**8 Germany**

### INTENSITY OF TRAVEL ABROAD

**32.9%**

(resident population from 15 years on)

**= 0.4 trips per person**

## DESTINATION GERMANY

### YEAR 2021

**359,364 arrivals** from the United Kingdom

**900,410 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2012 – 2021: **by -80.2%**

Growth 2020 – 2021: **-39.7%**

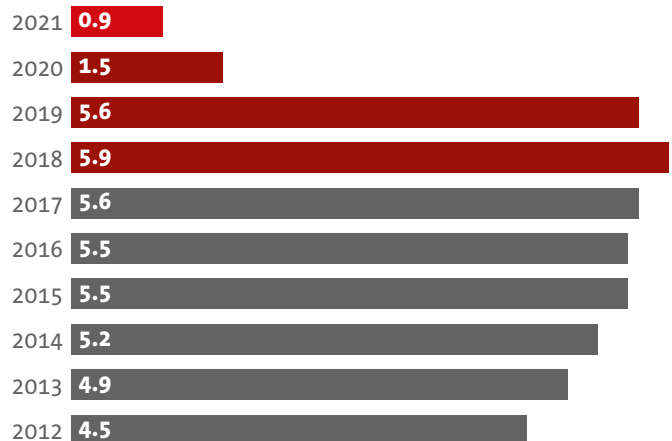
Average annual rate of change 2012 – 2021: **-8.5%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **0.7 billion Euro** (2021)

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

Year



## MOST POPULAR DESTINATIONS IN 2021

| RANK | FEDERAL STATES (Overnight stays = o. s.)       | CITIES (more than 100,000 inhabitants) |
|------|--|--|
| 1    | Berlin with 23.9% of all o. s.                 | Berlin mit 214,358 o. s.               |
| 2    | Bavaria with 18.9% of all o. s.                | Munich mit 86,822 o. s.                |
| 3    | Hesse with 13.9% of all o. s.                  | Frankfurt mit 85,808 o. s.             |
| 4    | North Rhine-Westphalia with 13.8% of all o. s. | Hamburg mit 48,528 o. s.               |

## PURPOSE OF ALL INCOMING TRIPS (360 thousand arrivals)

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

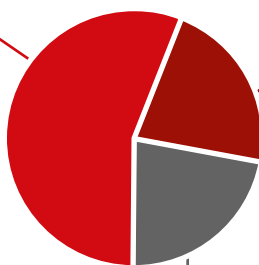
### 56 % Holiday trips

Type of holiday trip:

**61 % City holidays / visit of an event**

**15 % Holidays in tourist regions**

**8 % Touring holidays**



### 22 % Business trips

Type of business trip:

**63 % Promotable business trips**

Type of promotable business trip:

72 % Conferences / congresses / seminars

27 % Incentives

1 % Exhibits / trade fairs

**37 % Traditional business trips**

**22 % VFR- / other trips**

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

**94 %** of all holiday trips are  
**booked in advance**

**82 %** online booking

**85 %** accommodation paid for  
(65 % hotel)



**59 %**  
plane



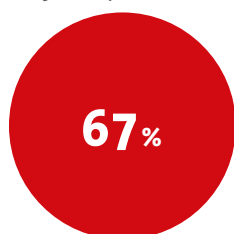
**30 %**  
car



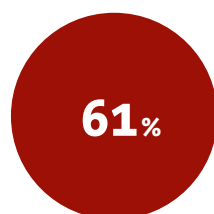
**7 %**  
train

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

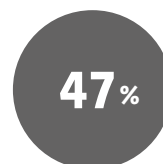
„In your opinion, to what extent is Germany a suitable destination for the following activities on holiday?“



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