

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 ITALY

## COUNTRY AND PEOPLE

Capital	Rom (4.3 million inhabitants)
Area	302,068 km <sup>2</sup>
Inhabitants	2022: 59.0 million (growth rate -0.3%)*; Forecast 2032: 57.1 million
Mean age	46.5 years
Economy	GDP per capita: 33,740 US\$ (2022)*, GDP – real growth rate: +3.8% (2022)*
Unemployment rate	8.3% (2022)*
Inflation rate	8.7% (2022)*

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2022

### DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Spain
- 2 France
- 3 Germany**
- 4 Greece

### INTENSITY OF TRAVEL ABROAD

**41.0%**

(resident population from 15 years on)

**= 0.4 trips per person**

## DESTINATION GERMANY

### YEAR 2022

**1,240,284 arrivals** from Italy

**2,863,809 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2013 – 2022: **by -17.8%**

Growth 2021 – 2022: **+132.6%**

Recovery to 2019: **69%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **1.6 billion Euro** (2022)

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

Year



## MOST POPULAR DESTINATIONS IN 2022

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	Bavaria with 36.2% of all o. s.	Berlin with 518,139 o. s.
2	Berlin with 18.1% of all o. s.	Munich with 485,199 o. s.
3	Baden-Württemberg with 13.5% of all o. s.	Frankfurt with 153,123 o. s.
4	North Rhine-Westphalia with 9.8% of all o. s.	Hamburg with 92,482 o. s.

## PURPOSE OF ALL INCOMING TRIPS (1.2 million arrivals at lodging establishments)

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

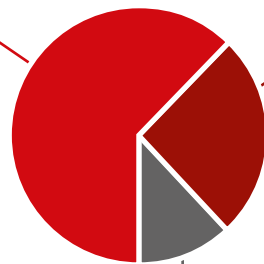
### 63 % Holiday trips

Type of holiday trip:

**52 % City holidays/visit of an event**

**25 % Touring holidays**

**11 % Holidays in tourist regions**



### 12 % VFR-/other trips

### 26 % Business trips

Type of business trip:

**56 % Promotable business trips**

Type of promotable business trip:

60 % Conferences/congresses/seminars

26 % Exhibits/trade fairs

14 % Incentives

**44 % Traditional business trips**

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

**87 %** of all holiday trips are booked in advance

**94 %** online booking

**85 %** accommodation paid for (60% hotel)



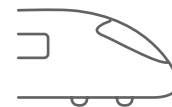
**43 %**  
plane



**42 %**  
car



**7 %**  
coach



**7 %**  
train



**1 %**  
motorised  
caravan/camper

## SATISFACTION IN GERMANY<sup>1</sup>

Scale: 1 = highly enthusiastic; 6 = rather disappointed

### OVERALL SATISFACTION

Complete satisfaction **1.86**

Variety & quality **1.95**

Accommodation **2.07**

Opening hours **2.12**

Gastronomy **2.17**

Price-performance ratio **2.20**

**All ratings of overall satisfaction good**

### SATISFACTION WITH DESTINATION

Winter sports offer **1.30**

Ambience/flair **1.81**

Payment comfort **1.81**

Arts & culture **1.83**

Good ratings in the categories "Places of interest", "Pedestrian areas", "Shopping facilities", "Architecture/buildings" and "Parks/greenery".

References: World Travel Monitor 2022, IPK International 2023; German Federal Statistics Office 2013 – 2023/German State Offices 2023; <sup>1</sup>DZT Qualitätsmonitor May 2015 – October 2022

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