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**Germany**  
The travel destination



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# INCOMING NETHERLANDS

## COUNTRY AND PEOPLE

Capital	Amsterdam (1.166 million inhabitants) (2022)
Area	41,540 km <sup>2</sup>
Inhabitants	2021: 17.2 million (growth rate 0.2%)*; Forecast 2026: 17.4 million
Mean age	42.8 years
Economy	GDP per capita: 57,715 US\$ (2021)*, GDP – real growth rate +4.0% (2021)*
Unemployment rate	3.5% (2021)*
Inflation rate	2.1% (2021)*

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2021

### DESTINATIONS OF TRIPS ABROAD

Rank

**1 Germany**

2 Spain

3 France

4 Belgium

### INTENSITY OF TRAVEL ABROAD

**101.8%**

(resident population from 15 years on)

**= 1.0 trips per person**

## DESTINATION GERMANY

### YEAR 2021

**2,038,424 arrivals** from the Netherlands

**4,710,961 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2012 – 2021: **by -56.9%**

Growth 2020 – 2021: **-18.7%**

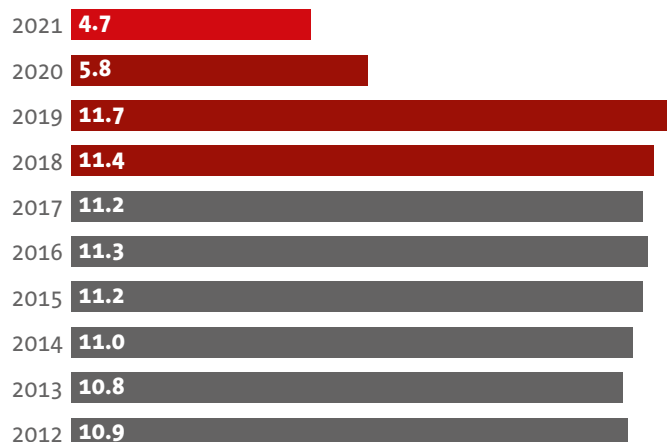
Average annual rate of change 2012 – 2021: **-6.0%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **1.3 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	North Rhine-Westphalia with 21.3% of all o. s.	Berlin with 373,217 o. s.
2	Rhineland-Palatinate with 19.0% of all o. s.	Munich with 109,501 o. s.
3	Bavaria with 14.2% of all o. s.	Düsseldorf with 101,043 o. s.
4	Baden-Württemberg with 13.4% of all o. s.	Cologne with 96,717 o. s.

## PURPOSE OF ALL INCOMING TRIPS (2.0 million arrivals)

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

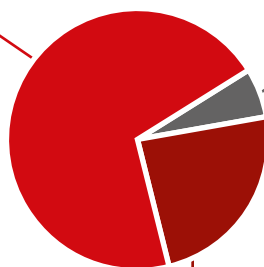
### 70% Holiday trips

Type of holiday trip:

43% City holidays/visit of an event

27% Holidays in tourist regions

13% Touring holidays



### 24% VFR-/other trips

### 6% Business trips

Type of business trip:

51% Promotable business trips

Type of promotable business trip:

82% Conferences/congresses/seminars

13% Incentives

5% Exhibits/trade fairs

49% Traditional business trips

## BUCHUNGSVERHALTEN, MODALSPLIT, UNTERKUNFT BEI URLAUBSREISEN

74% of all holiday trips are booked in advance

68% online booking

87% accommodation paid for (58% hotel)



82% car



6% train



5% coach



3% motorised caravan/camper

## 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?“

67%

Make a city trip

61%

Visit cultural institutions

46%

Enjoy culinary specialties

43%

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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