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Federal Ministry
for Economic Affairs
and Climate Action

on the basis of a decision
by the German Bundestag

Germany
The travel destination



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INCOMING NORWAY

COUNTRY AND PEOPLE

Capital	Oslo (1.1 million inhabitants)
Area	323,802 km ²
Inhabitants	2023: 5.5 million (growth rate 0.7 %)*; Forecast 2032: 5.8 million
Mean age	40.6 years*
Economy	GDP per capita: 99,266 US\$ (2023)*, GDP – real growth rate: +2.3 % (2023)*
Unemployment rate	3.6 % (2023)*
Inflation rate	5.8 % (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Sweden
- 2 Spain
- 3 Denmark

4 Germany

INTENSITY OF TRAVEL ABROAD

121.8%

(resident population from 15 years on)

= 1.2 trips per person

DESTINATION GERMANY

YEAR 2023

344,639 arrivals from Norway

687,682 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by –22.5%**

Growth 2022–2023: **+7.0%**

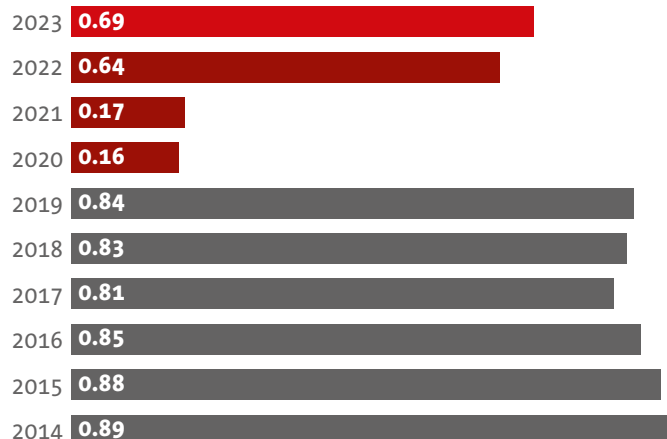
Recovery to 2019: **81.8%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **0.6 billion Euro** (2023)

OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year

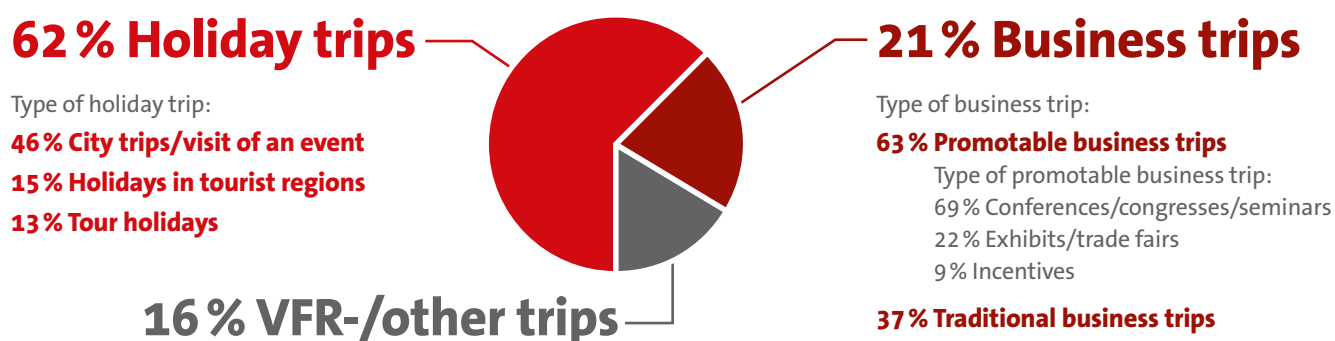


MOST POPULAR DESTINATIONS IN 2023

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	Berlin with 25.4 % of all o. s.	Berlin with 171,754 o. s.
2	Bavaria with 16.6 % of all o. s.	Munich with 51,538 o. s.
3	North Rhine-Westphalia with 8.6 % of all o. s.	Hamburg with 50,582 o. s.
4	Schleswig-Holstein with 8.5 % of all o. s.	Frankfurt with 19,405 o. s.

PURPOSE OF ALL INCOMING TRIPS (345 thousand arrivals at lodging establishments)

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

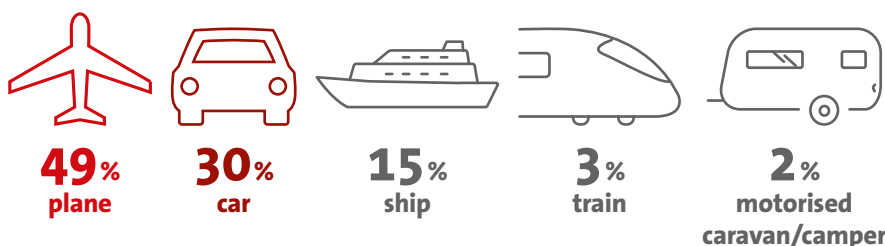


BOOKING-BEHAVIOUR, MAIN MODE OF TRANSPORT, ACCOMMODATION DURING HOLIDAY TRIPS

91 % of all holiday trips are booked in advance

89 % online booking

86 % accommodation paid for (55 % hotel)



References: World Travel Monitor 2023, IPK International 2024;
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