

Supported by:



Federal Ministry
for Economic Affairs
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on the basis of a decision
by the German Bundestag

Germany
The travel destination



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INCOMING AUSTRIA

COUNTRY AND PEOPLE

Capital	Vienna (1.960 million inhabitants) (2022)
Area	83,879 km ²
Inhabitants	2021: 9.0 million (growth rate 0.3 %)*; Forecast 2026: 9.1 million
Mean age	44.5 years
Economy	GDP per capita: 53,793 US\$ (2021)*, GDP – real growth rate +4.4% (2021)*
Unemployment rate	5.0% (2021)*
Inflation rate	2.7% (2021)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2021

DESTINATIONS OF TRIPS ABROAD

Rank

1 Germany

2 Italy

3 Croatia

4 Spain

INTENSITY OF TRAVEL ABROAD

101.9%

(resident population from 15 years on)

= 1.0 trips per person

DESTINATION GERMANY

YEAR 2021

841,682 arrivals from Austria

1,929,967 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2012 – 2021: **by -40.1%**

Growth 2020 – 2021: **+4.0%**

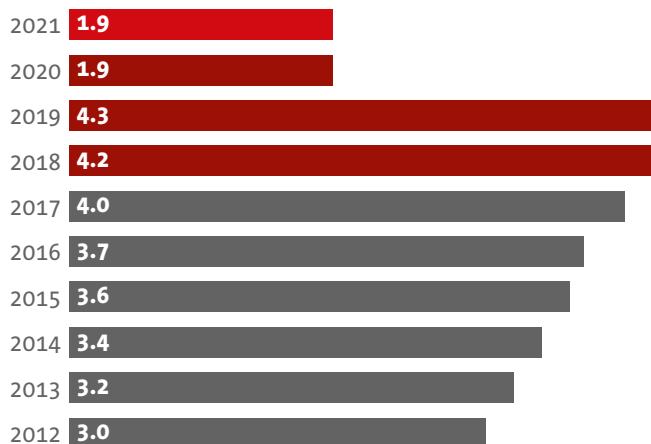
Average annual rate of change 2012 – 2021: **-1.7%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

rund **1.0 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	Bavaria with 41.6% of all o. s.	Munich with 197,127 o. s.
2	Baden-Württemberg with 14.8% of all o. s.	Berlin with 145,463 o. s.
3	North Rhine-Westphalia with 7.9% of all o. s.	Hamburg with 92,302 o. s.
4	Berlin with 7.6% of all o. s.	Frankfurt with 40,659 o. s.

PURPOSE OF ALL INCOMING TRIPS (0.8 million arrivals)

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

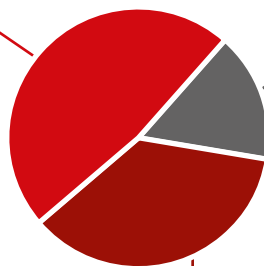
48% Holiday trips

Type of holiday trip:

50% City holidays/visit of an event

22% Holidays in tourist regions

6% Touring holidays



36% VFR-/other trips

16% Business trips

Type of business trip:

51% Promotable business trips

Type of promotable business trip:

64% Conferences/congresses/seminars

20% Exhibits/trade fairs

16% Incentives

49% Traditional business trips

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

81% of all holiday trips are booked in advance

71% online booking

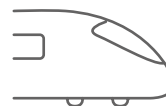
94% accommodation paid for (63% hotel)



56%
car



16%
plane



20%
train



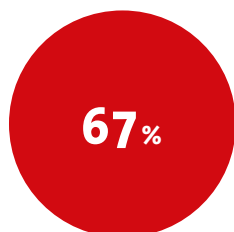
5%
coach



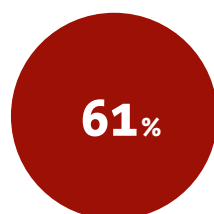
1%
motorised
caravan/camper

SUPPORTED THEME SUITABILITY FOR THE HOLIDAY DESTINATION GERMANY¹

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



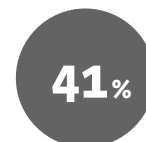
Make a city trip



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; ¹ 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