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**Germany**  
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# INCOMING SWEDEN

## COUNTRY AND PEOPLE

Capital	Stockholm (1.659 million inhabitants) (2022)
Area	528,861 km <sup>2</sup>
Inhabitants	2021: 10.2 million (growth rate 0.6%)*; Forecast 2026: 10.4 million
Mean age	41.1 years
Economy	GDP per capita: 58,639 US\$ (2021)*, GDP – real growth rate +3.9% (2021)*
Unemployment rate	8.2% (2021)*
Inflation rate	2.4% (2021)*

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2021

### DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Spain
- 2 Germany**
- 3 Denmark
- 4 Italy

### INTENSITY OF TRAVEL ABROAD

**51.4%**

(resident population from 15 years on)

**= 0.5 trips per person**

## DESTINATION GERMANY

### YEAR 2021

**242,605 arrivals** from Sweden

**452,400 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2012 – 2021: **by - 72.7%**

Growth 2020 – 2021: **+ 22.2%**

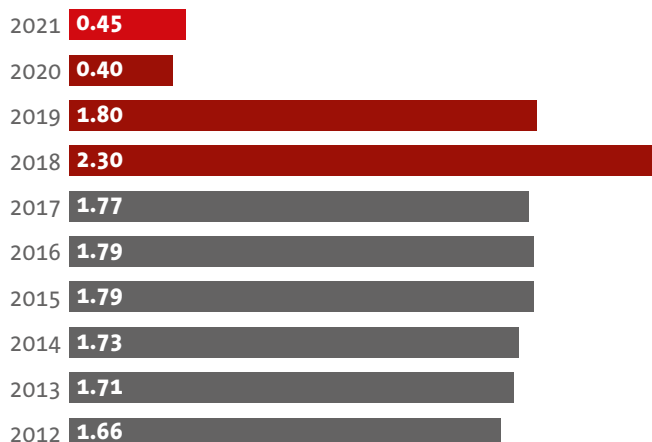
Average annual rate of change 2012 – 2021: **- 4.0%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **0.5 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 20.8% of all o. s.	Berlin with 92,230 o. s.
2	Bavaria with 13.7% of all o. s.	Hamburg with 36,195 o. s.
3	Schleswig-Holstein with 13.5% of all o. s.	Munich with 17,781 o. s.
4	Hamburg with 8.2% of all o. s.	Frankfurt with 13,397 o. s.

## PURPOSE OF ALL INCOMING TRIPS (243 thousand arrivals)

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

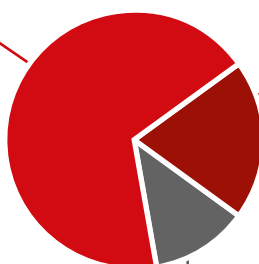
### 68% Holiday trips

Type of holiday trip:

51% City holidays/visit of an event

26% Holidays in tourist regions

9% Touring holidays



### 12% VFR-/other trips

### 20% Business trips

Type of business trip:

57% Promotable business trips

Type of promotable business trip:

68% Conferences/congresses/seminars

25% Exhibits/trade fairs

7% Incentives

43% Traditional business trips

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

83% of all holiday trips are booked in advance

78% online booking

83% accommodation paid for (56% hotel)



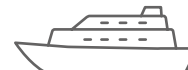
63%  
car



26%  
plane



4%  
coach



4%  
ship



2%  
motorised  
caravan/camper

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

Scale: 1 = highly enthusiastic; 6 = rather disappointed

### OVERALL SATISFACTION

Complete satisfaction **1.95**

Accommodation **2.04**

Opening hours 2.08

Gastronomy 2.09

Price-performance ratio 2.12

Variety & quality 2.13

above average  
accessibility

### SATISFACTION IN DESTINATION

Places of interest **1.84**

Ambience/flair **1.84**

Pedestrian areas 1.90

Payment comfort 1.96

References: World Travel Monitor 2021, IPK International 2022;  
German Federal Statistics Office 2012 – 2022/German State Offices 2022;  
<sup>1</sup> DZT Qualitätsmonitor May 2015 – October 2021

Design and layout: markenzeichen GmbH, www.markenzeichen.de

Published by:

German National Tourist Board (GNTB)  
Beethovenstrasse 69  
60325 Frankfurt am Main

www.germany.travel

Supported by:

 Federal Ministry  
for Economic Affairs  
and Climate Action

on the basis of a decision  
by the German Bundestag