

Supported by:



Federal Ministry
for Economic Affairs
and Energy

on the basis of a decision
by the German Bundestag

Germany
The travel destination



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INCOMING SWEDEN

COUNTRY AND PEOPLE

Capital	Stockholm (1.7 million inhabitants)
Area	528,861 km ²
Inhabitants	2024: 10.6 million (growth rate 0.5 %)*; Forecast 2034: 10.9 million
Mean age	41.0 years*
Economy	GDP per capita: 53,179 US\$ (2024)*, GDP – real growth rate: +0.3 % (2024)*
Unemployment rate	8.5 % (2024)*
Inflation rate	1.9 % (2024)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2024

DESTINATIONS OF TRIPS ABROAD

Rank

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

INTENSITY OF TRAVEL ABROAD

134.7 %

(resident population from 15 years on)

= 1.3 trips per person

DESTINATION GERMANY

YEAR 2024

825,955 arrivals from Sweden

1,486,871 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2015–2024: **by –17.0 %**

Growth 2023–2024: **+3.1 %**

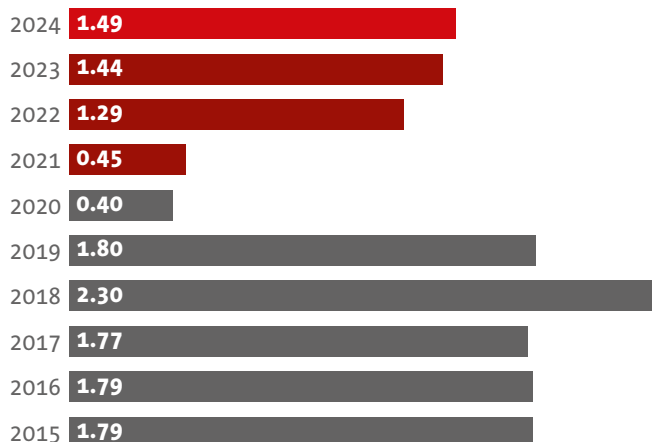
Recovery to 2019: **82.4 %**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **1.8 billion Euro** (2024)

OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year

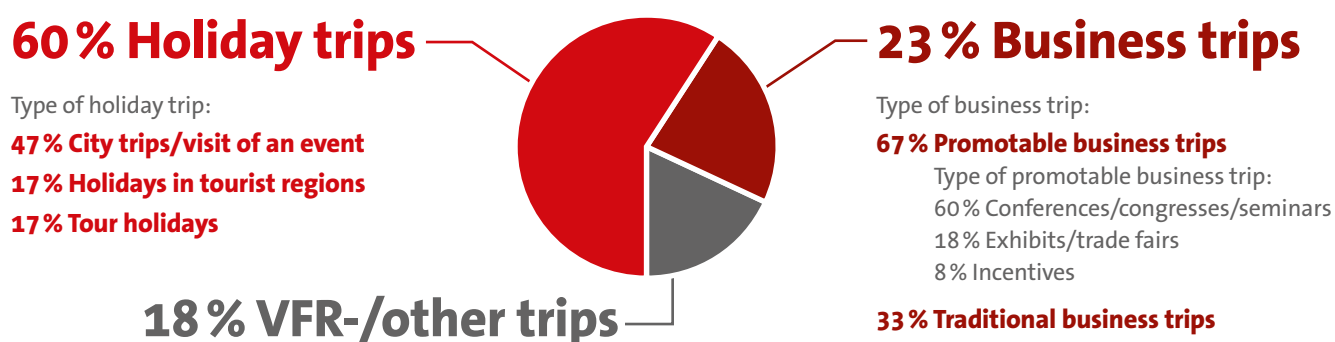


MOST POPULAR DESTINATIONS IN 2024

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants, rounded values)
1	Berlin with 21.4 % of all o. s.	Berlin with 318,000 o. s.
2	Bavaria with 16.6 % of all o. s.	Hamburg with 117,000 o. s.
3	Schleswig-Holstein with 10.7 % of all o. s.	Munich with 95,000 o. s.
4	Hamburg with 7.9 % of all o. s.	Frankfurt with 36,000 o. s.

PURPOSE OF ALL INCOMING TRIPS (796 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

90 % of all holiday trips are booked in advance

79 % online booking

97 % accommodation paid for (55 % hotel)



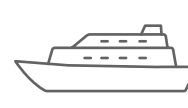
49 %
plane



33 %
car



9 %
coach



3 %
ship



1 %
motorised
caravan/camper

SATISFACTION IN GERMANY¹

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Gastronomy	1.84
Variety & quality	1.88
Accommodation	1.89
Complete satisfaction	1.94
Opening hours	2.03
Price-performance ratio	2.15

Above-average ratings for value for price-performance ratio and gastronomy

SATISFACTION WITH DESTINATION

Walking and hiking trails	1.63
Promenade miles and pedestrian zones	1.63
Art and cultural offerings	1.64
Atmosphere/Flair	1.74
Sights and excursions	1.77

References: World Travel Monitor 2024, IPK International 2025;
German Federal Statistics Office 2015–2025/German State Offices 2025;
¹ DZT Qualitätsmonitor September 2023–October 2024

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

Published by:

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

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