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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 SWITZERLAND

COUNTRY AND PEOPLE

Capital	Bern (134,000 inhabitants) (2022)
Area	41,290 km ²
Inhabitants	2021: 8.7 million (growth rate 0.7%)*; Forecast 2026: 9.0 million
Mean age	42.7 years
Economy	GDP per capita: 93,515 US\$ (2021)*, GDP – real growth rate +3.0% (2021)*
Unemployment rate	5.0% (2021)*
Inflation rate	0.8% (2021)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2021

AUSLANDSREISEZIELE

Rank

1 Germany

2 France

3 Italy

4 Spain

INTENSITY OF TRAVEL ABROAD

161.0%

(resident population from 15 years on)

= 1.6 trips per person

DESTINATION GERMANY

YEAR 2021

1,208,199 arrivals from Switzerland

2,661,056 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2012 – 2021: **by -48.9%**

Growth 2020 – 2021: **-14.8%**

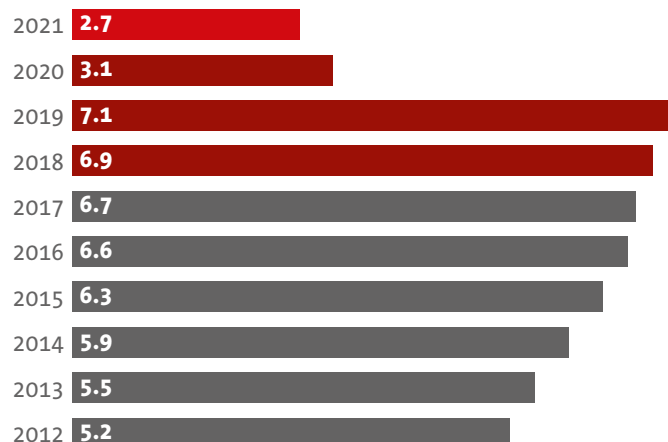
Average annual rate of change 2012 – 2021: **-3.0%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **2.3 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	Baden-Württemberg with 40.2 % of all o. s.	Berlin with 199,750 o. s.
2	Bavaria with 21.3 % of all o. s.	Munich with 163,293 o. s.
3	Berlin with 7.6 % of all o. s.	Hamburg with 115,059 o. s.
4	North Rhine-Westphalia with 5.5 % of all o. s.	Frankfurt with 61,410 o. s.

PURPOSE OF ALL INCOMING TRIPS (1.2 million arrivals)

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

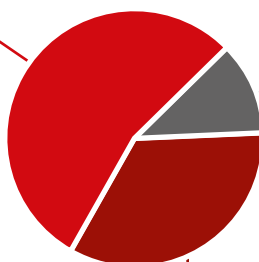
55 % Holiday trips

Type of holiday trip:

31 % City holidays/visit of an event

30 % Holidays in tourist regions

11 % Touring holidays



34 % VFR-/other trips

12 % Business trips

Type of business trip:

51 % Traditional business trips

49 % Promotable business trips

Type of promotable business trip:

80 % Conferences/congresses/seminars

10 % Incentives

10 % Exhibits/trade fairs

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

82 % of all holiday trips are
booked in advance

66 % online booking

81 % accommodation paid for
(52 % hotel)



62 %
car



17 %
train



14 %
plane



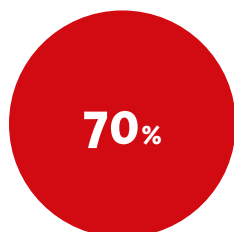
4 %
motorised
caravan/camper



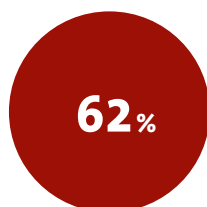
1 %
coach

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?“



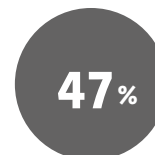
Make a city trip



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