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**Germany**  
The travel destination



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# INCOMING SPAIN

## COUNTRY AND PEOPLE

Capital	Madrid (3.3 million inhabitants) (2021)
Area	505,370 km <sup>2</sup>
Inhabitants	2021: 46.7 million (growth rate 0.1%)*; Forecast 2026: 46.5 million
Mean age	43.9 years
Economy	GDP per capita: 30,537 US\$ (2021)*, GDP – real growth rate +4.6% (2021)*
Unemployment rate	15.2% (2021)*
Inflation rate	2.8% (2021)*

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2021

### DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Italy
- 2 France
- 3 Portugal

**4 Germany**

### INTENSITY OF TRAVEL ABROAD

**21.9%**

(resident population from 15 years on)

**= 0.2 trips per person**

## DESTINATION GERMANY

### YEAR 2021

**338,951 arrivals** from Spain

**945,454 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2012 – 2021: **by - 53.4%**

Growth 2020 – 2021: **+17.8%**

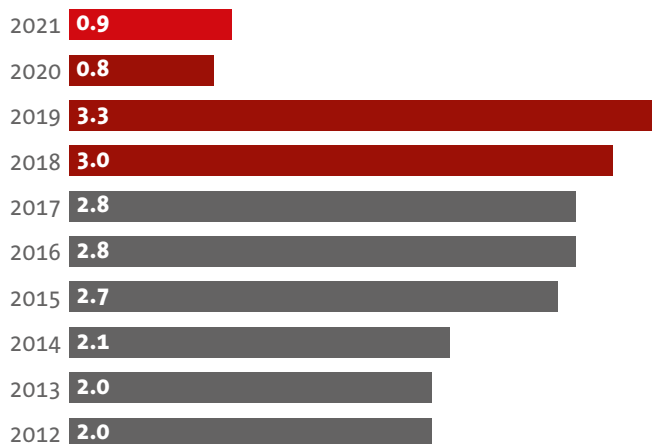
Average annual rate of change 2012 – 2021: **-0.7%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **0.7 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 24.6% of all o. s.	Berlin with 232,427 o. s.
2	Bavaria with 19.8% of all o. s.	Munich with 100,237 o. s.
3	North Rhine-Westphalia with 11.9% of all o. s.	Frankfurt with 58,027 o. s.
4	Baden-Württemberg with 11.6% of all o. s.	Hamburg with 49,370 o. s.

## PURPOSE OF ALL INCOMING TRIPS (339 thousand arrivals)

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

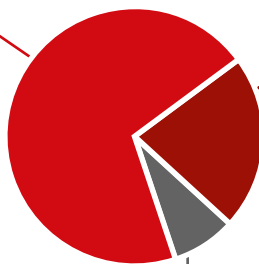
### 70% Holiday trips

Type of holiday trip:

60% City holidays/visit of an event

25% Touring holidays

9% Holidays in tourist regions



### 8% VFR-/other trips

### 22% Business trips

Type of business trip:

73% Promotable business trips

Type of promotable business trip:

58% Conferences/congresses/seminars

25% Exhibits/trade fairs

17% Incentives

27% Traditional business trips

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

95% of all holiday trips are booked in advance

92% online booking

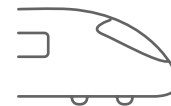
87% accommodation paid for (75% hotel)



84%  
plane



6%  
car



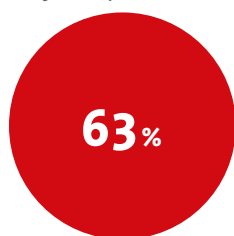
5%  
train



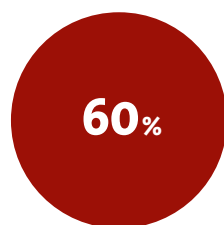
1%  
coach

## SUPPORTED THEME SUITABILITY FOR THE HOLIDAY DESTINATION GERMANY<sup>1</sup>

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



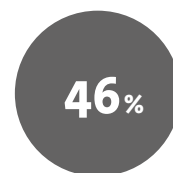
Make a city trip



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; <sup>1</sup> 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