

Supported by:



Federal Ministry
for Economic Affairs
and Climate Action

on the basis of a decision
by the German Bundestag

Germany
The travel destination



www.germany.travel

INCOMING USA

COUNTRY AND PEOPLE

Capital	Washington (5.4 million inhabitants)
Area	9,826,630 km ²
Inhabitants	2021: 332.2 million (growth rate 0.7%); Forecast 2026: 340.0 million
Mean age	38.5 years
Economy	GDP per capita: 69,231 US\$ (2021)*, GDP – real growth rate: +5.7% (2021)*
Unemployment rate	5.4% (2021)*
Inflation rate	4.7% (2021)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2021

DESTINATIONS OF TRIPS ABROAD

Rank

- 1 United Kingdom
- 2 Germany**
- 3 France
- 4 Italy

INTENSITY OF TRAVEL ABROAD

18.2%

(resident population from 15 years on)

= 0.2 trips per person

DESTINATION GERMANY

YEAR 2021

701,120 arrivals from USA

1,806,406 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2012 – 2021:

by **-62.8%**

Growth 2020 – 2021:

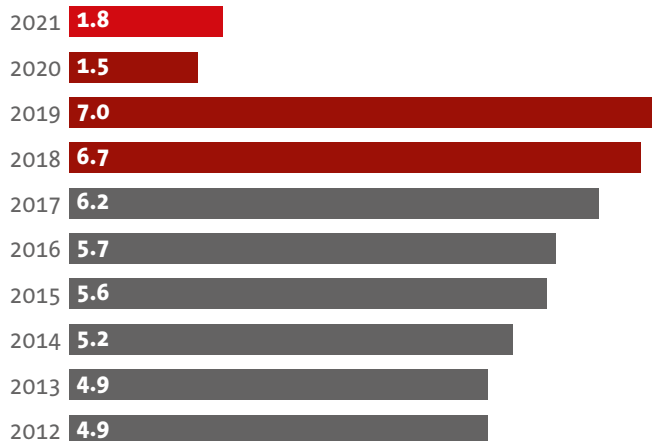
+21.3%

Average annual rate of change 2012 – 2021:

-1.6%

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 23.3% of all o. s.	Berlin with 290,618 o. s.
2	Berlin with 16.1% of all o. s.	Munich with 200,285 o. s.
3	Baden-Württemberg with 15.8% of all o. s.	Frankfurt with 189,648 o. s.
4	Hesse with 14.7% of all o. s.	Stuttgart with 84,647 o. s.

PURPOSE OF ALL INCOMING TRIPS

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

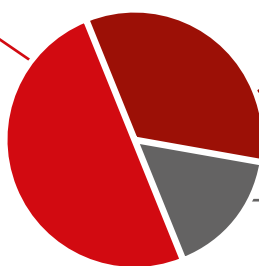
50% Holiday trips

Type of holiday trip:

37% City holidays/visit of an event

18% Touring holidays

17% Holiday in the countryside



34% Business trips

16% VFR-/other trips

BOOKING-BEHAVIOUR AND MAIN MODE OF TRANSPORT

100% of all holiday trips are
booked in advance

84% online booking

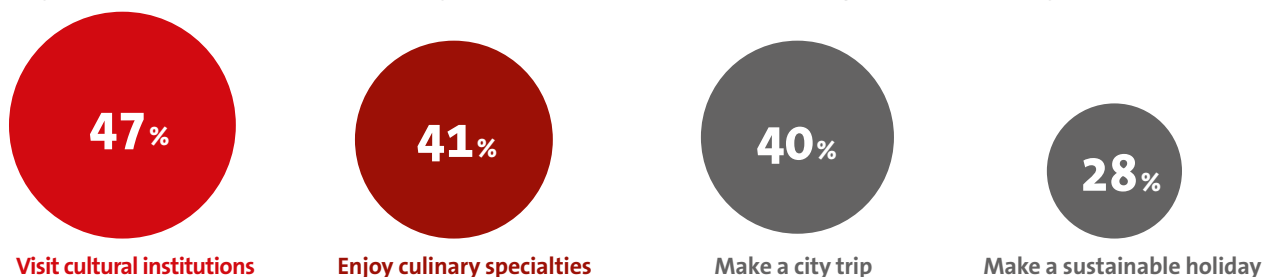
36% booking at a travel agency



100% plane



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?“



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

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

<p>Published by:</p> <p>German National Tourist Board (GNTB) Beethovenstrasse 69 60325 Frankfurt am Main</p> <p>www.germany.travel</p>	<p>Supported by:</p> <p> Federal Ministry for Economic Affairs and Climate Action</p> <p>on the basis of a decision by the German Bundestag</p>	<p>Germany The travel destination </p>
--	--	---