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by the German Bundestag

Germany
The travel destination



www.germany.travel

Germany ranks **No. 1**
as a cultural travel destination
among Europeans worldwide

83.6 million
international overnight
stays in Germany

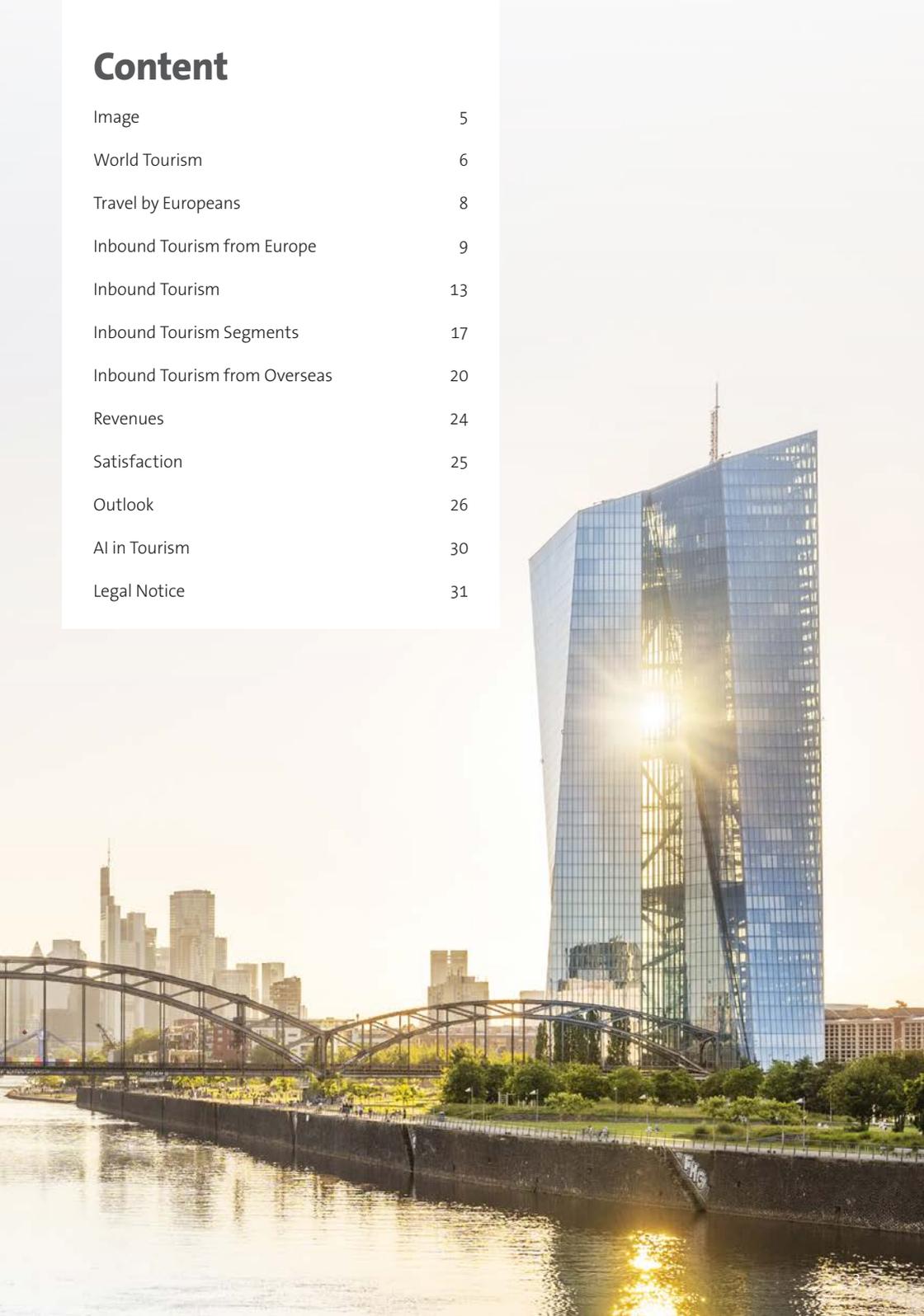
Rank 2 globally in
the Nation Brands Index

**FACTS
AND
FIGURES
2025**



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Germany Incoming

83.6

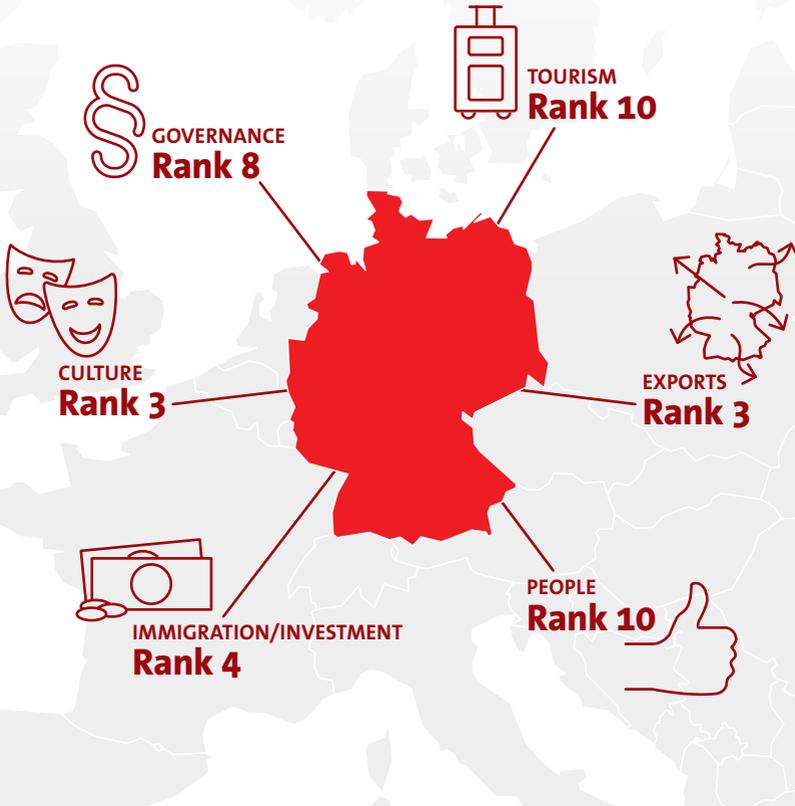
**million international
overnight stays in 2025**

Source: Federal Statistical Office (Destatis), 2026



Germany's image in the Nation Brands Index 2025: **Rank 2** overall

In European
markets, Germany
ranks 1st



Source: Anholt & Co. Nation Brands Index®, October 2025 (50 nations worldwide).

**International tourism
grows to **1,523**
billion arrivals in 2025.**

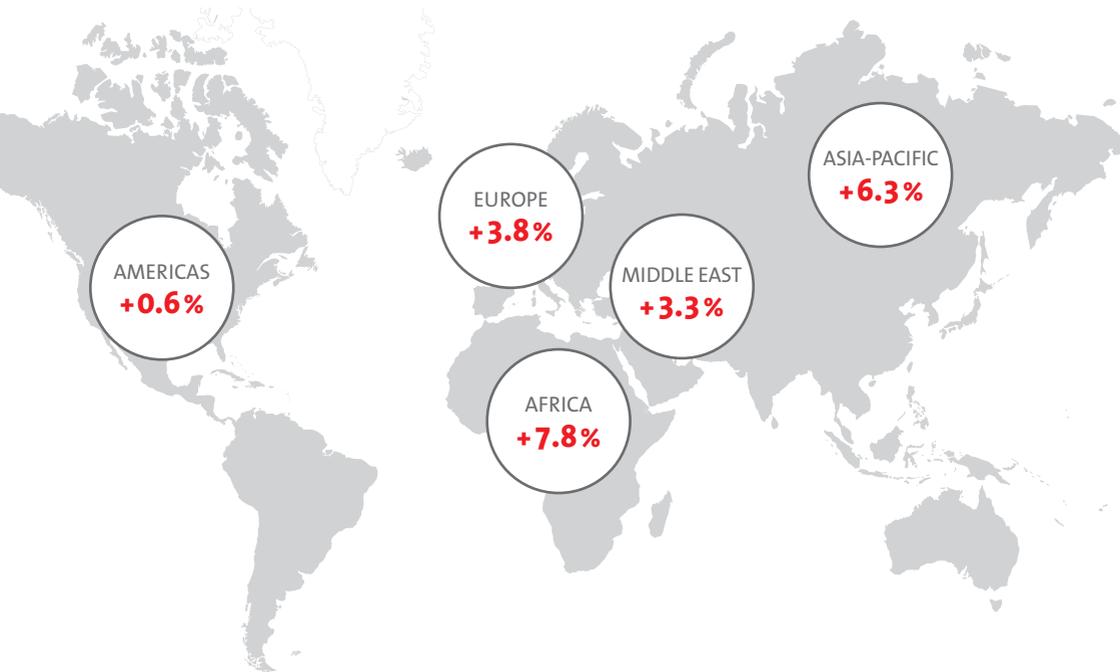
Source: UN Tourism, January 2026 (preliminary data).



Global growth in 2025

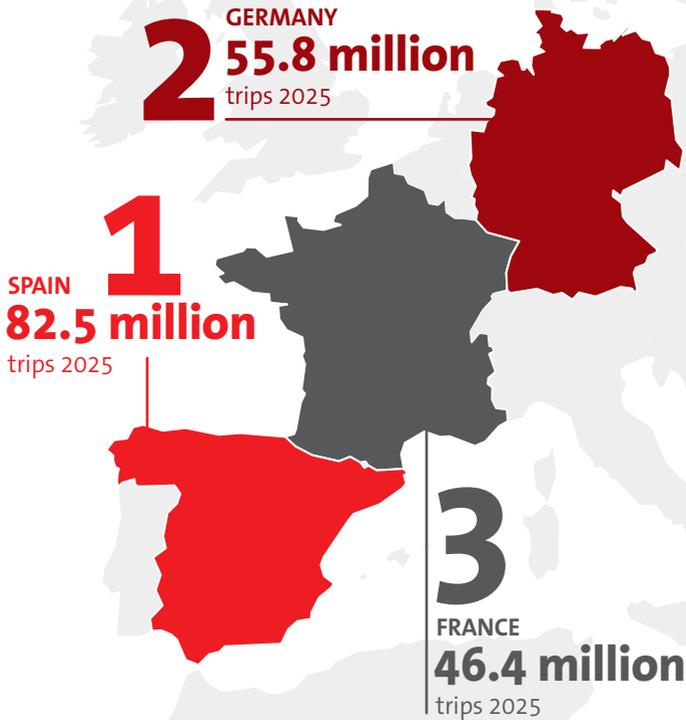
+4,0%
compared with 2024

Regional growth rates:



Source: UN Tourism, January 2026 (preliminary data).

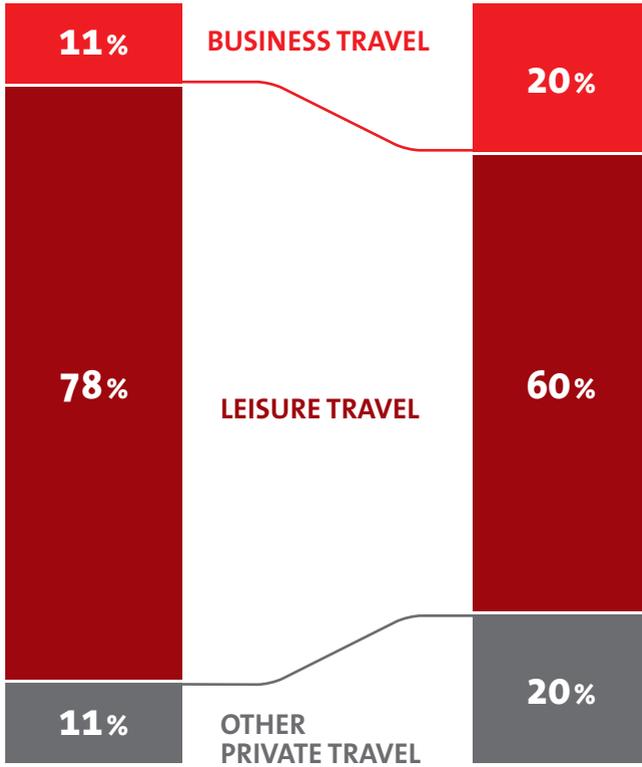
Germany ranks second as a destination for European travellers in 2025



Source: GNTB/WTM 2025, IPK 2026 (preliminary).

Outbound travel
by Europeans in 2025

Trips to Germany
by Europeans in 2025



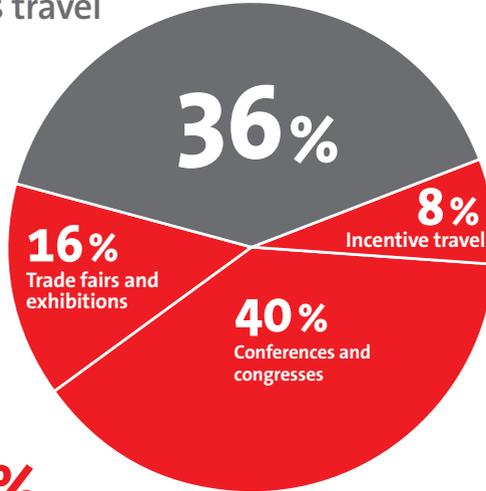
Germany holds an **above-average** share of the European business travel market



Source: GNTB/WTM 2025, IPK 2026 (preliminary).

European business travel to Germany totalled **11.1 million trips in 2025.**

Traditional business travel



64%

Promotable business travel

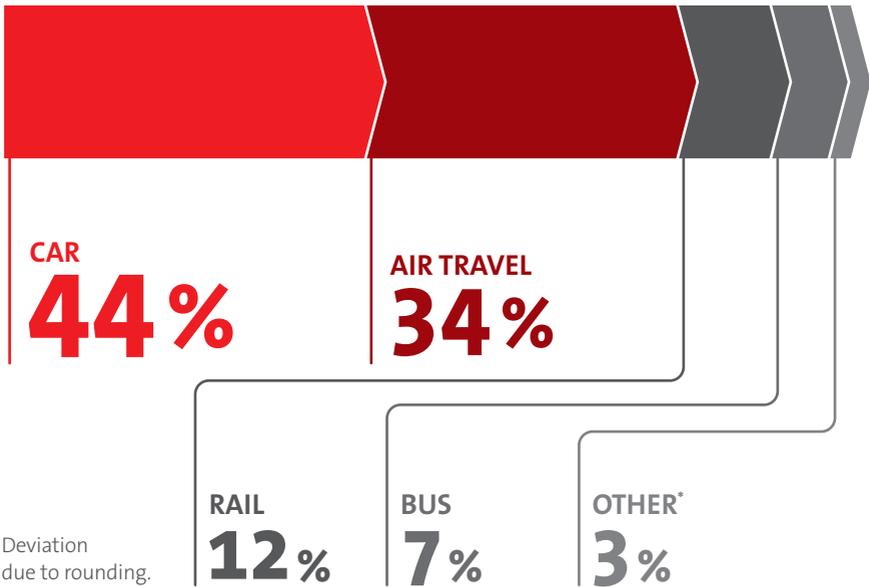
With **7.1 million** trips promotable business travel represents the largest market segment



Cars and planes are the most important modes of transport for trips made by Europeans to Germany

In 2025, **55.8 million** trips from Europe were made to Germany.

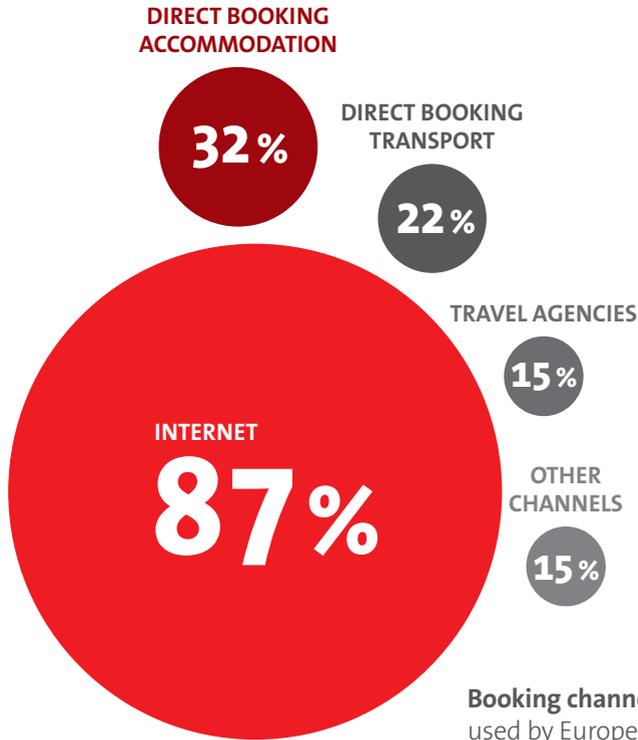
Market share



European travellers spent **€51.8 billion** during their trips to Germany.



*Ship, motorbike, bicycle and others; **These expenditures include accommodation, transport, food, shopping and other travel-related spending. Source: GNTB/WTM 2025, IPK 2026 (preliminary).



Booking channels
used by Europeans
travelling to Germany.
Share of bookings in 2025 (%)

**A multichannel strategy
is essential for international
competitiveness**



Source: GNTB/WTM 2025, IPK 2026 (preliminary), multiple answers possible

1st place for Germany as a
cultural destination¹ among
worldwide travel by Europeans

24 % of all **foreign holiday**
trips in Germany are
cultural trips²

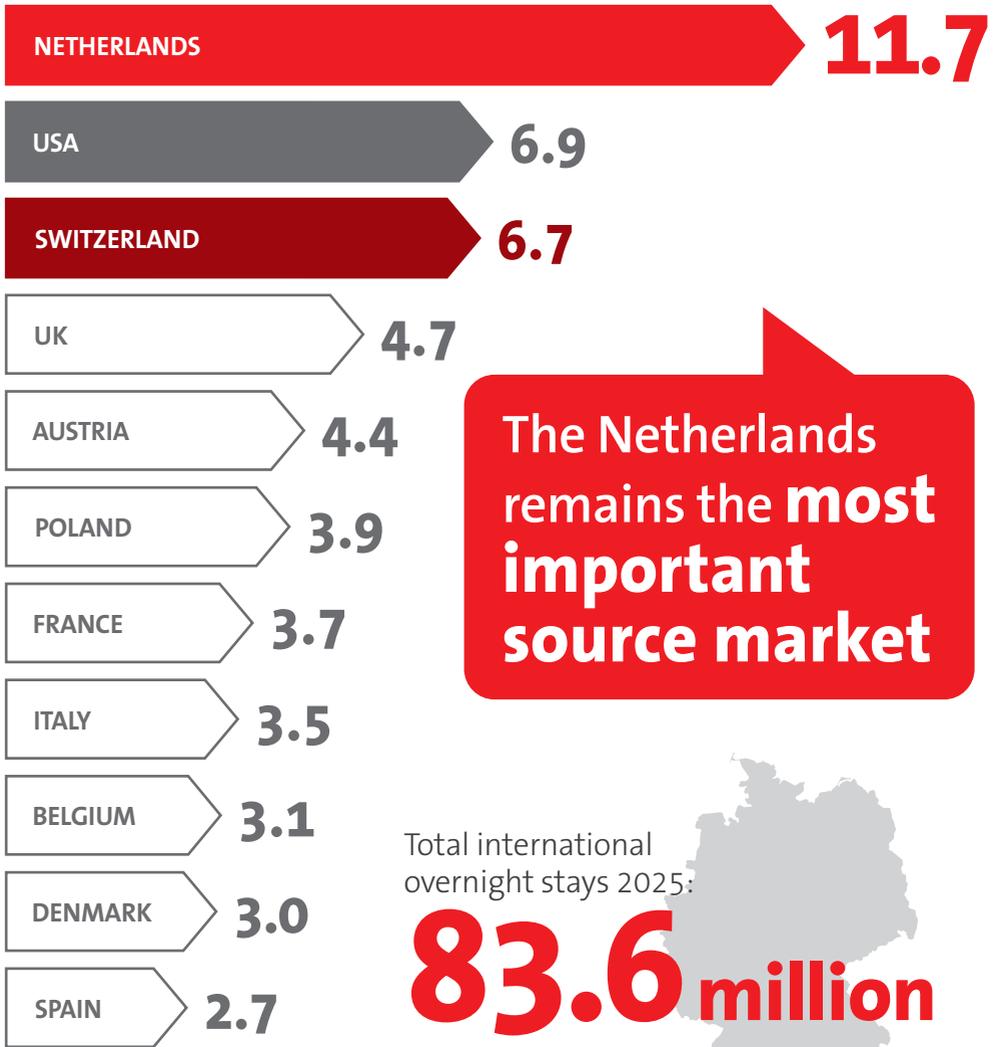
Score

1,9

Very high overall satisfaction³
among **cultural tourists**



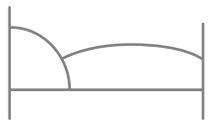
Culture is a key
aspect of Germany's
global tourism
marketing



The Netherlands remains the **most important source market**

Total international overnight stays 2025:

83.6 million

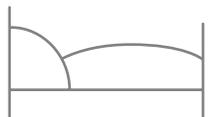
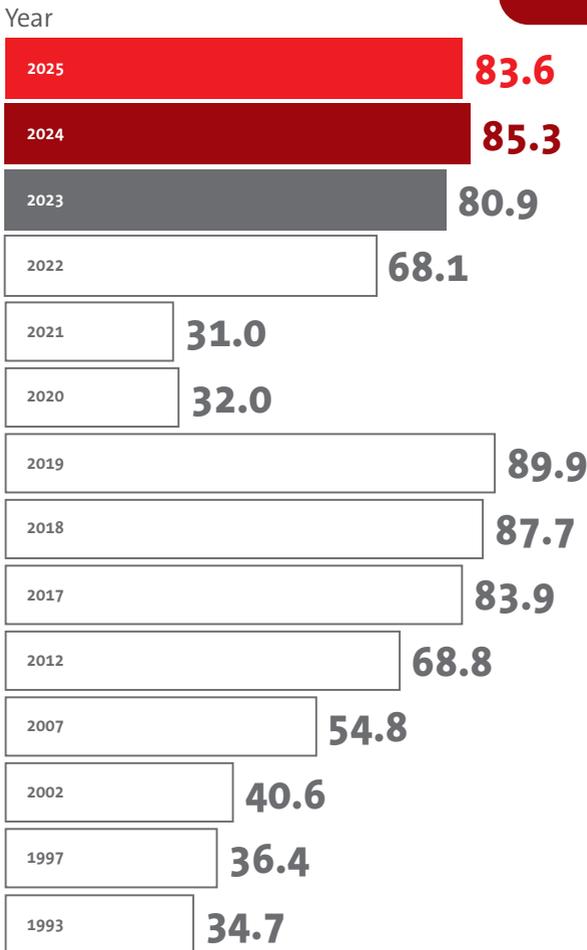


Key Source Markets,
Overnight stays
in millions in 2025

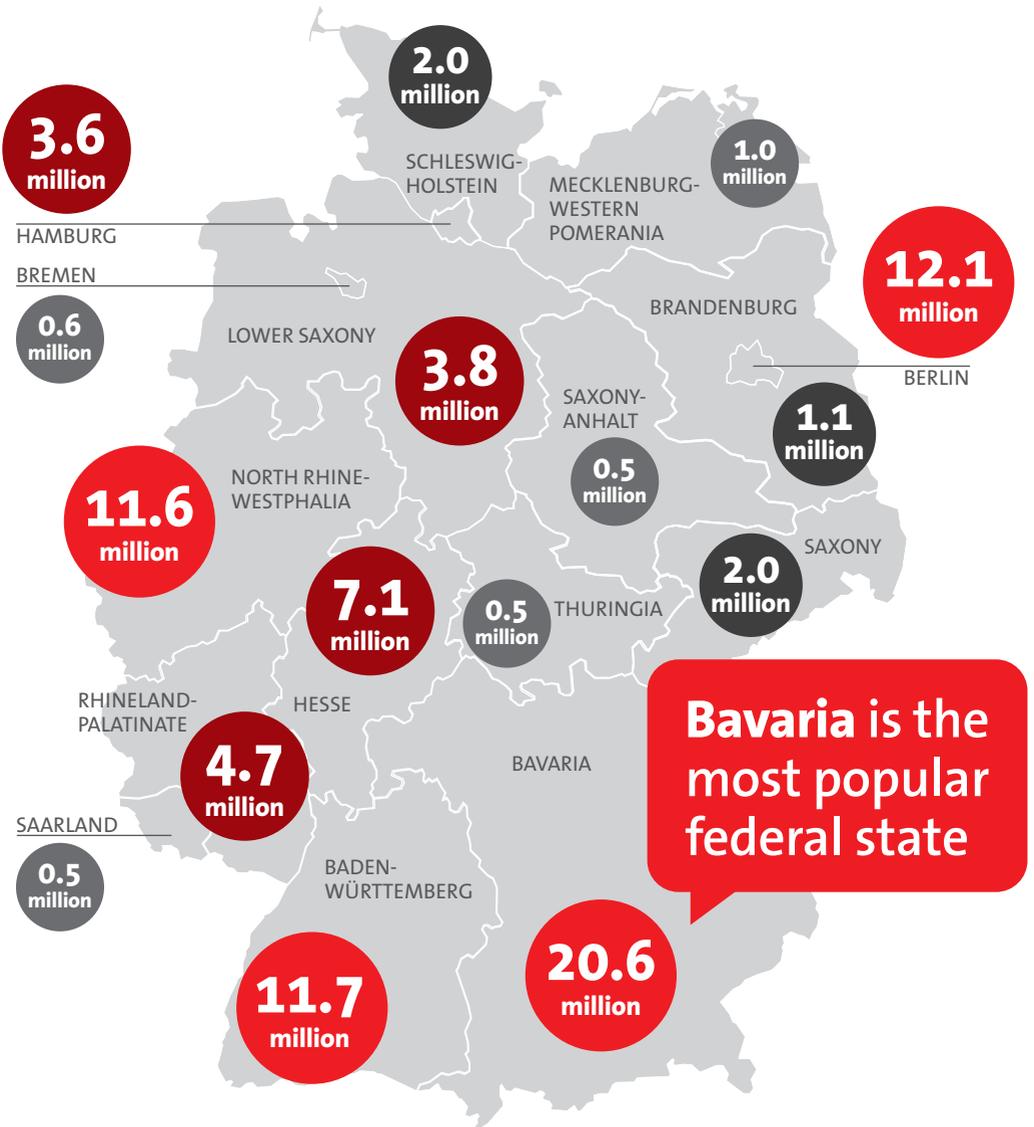
Source: Federal Statistical Office (Destatis), 2026

Between 1993 and 2025, overnight stays by international visitors increased by **48.9 million**

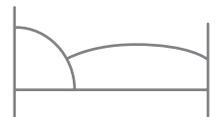
+141%



Source: Federal Statistical Office (Destatis), 2026

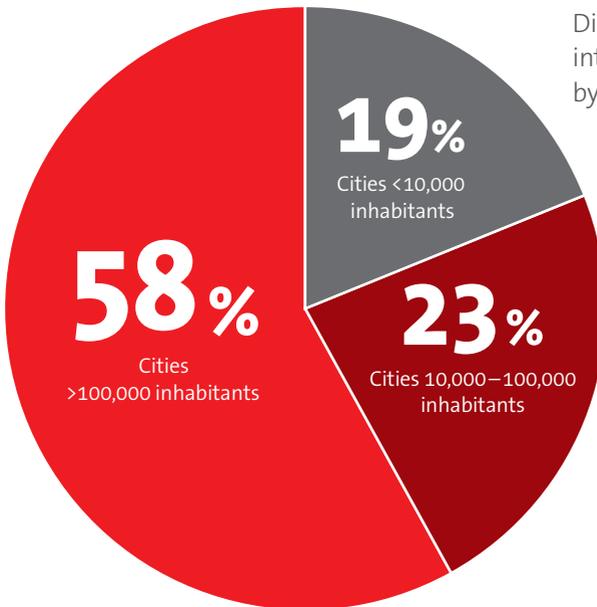


Overnight Stays
by Federal State



Source: Federal Statistical Office (Destatis), 2026

Large cities remain highly popular



Distribution of international overnight stays by city size 2025



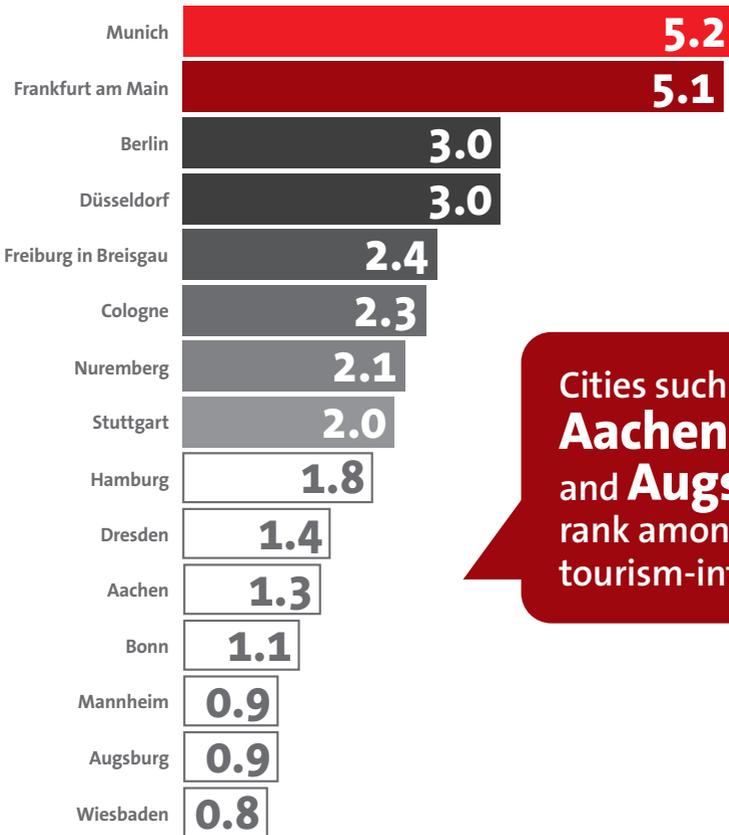


Top cities* for international overnight stays

Source: State Statistical Offices 2026; * Period Jan.–Dec. 2025

Munich and Frankfurt have the highest tourism intensity*

Top 15 cities with the highest tourism volume per inhabitant

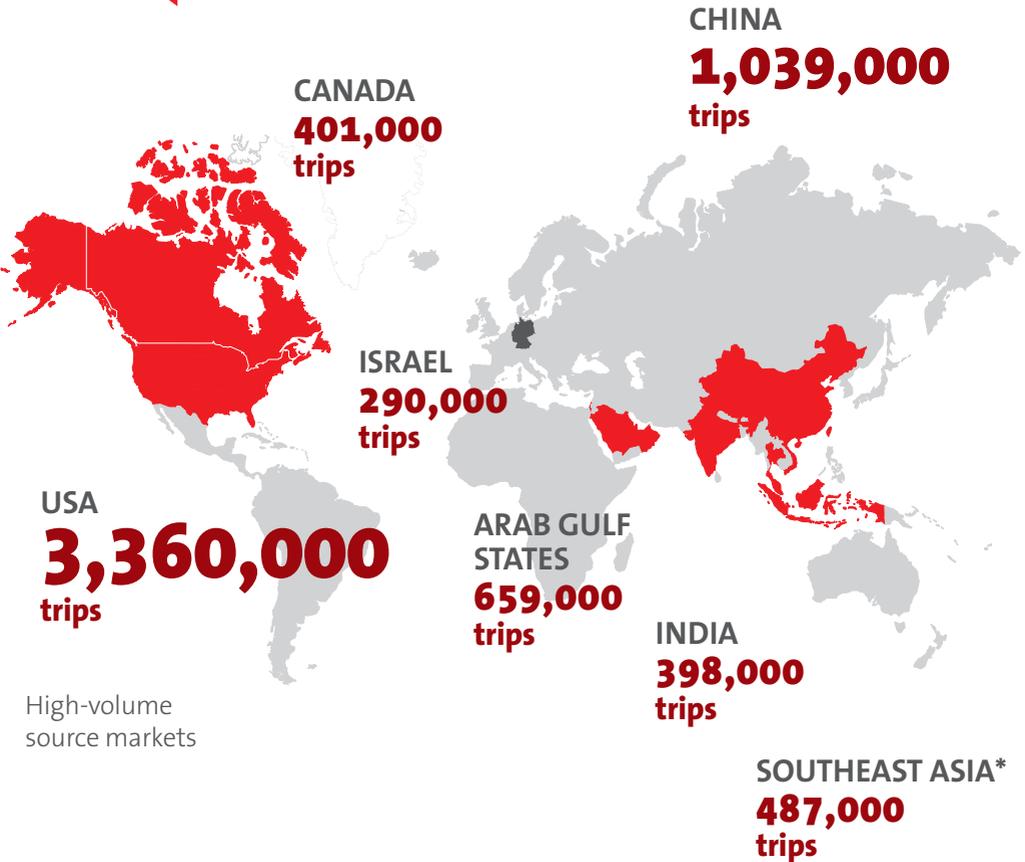


Cities such as **Aachen, Bonn** and **Augsburg** also rank among the most tourism-intensive cities*



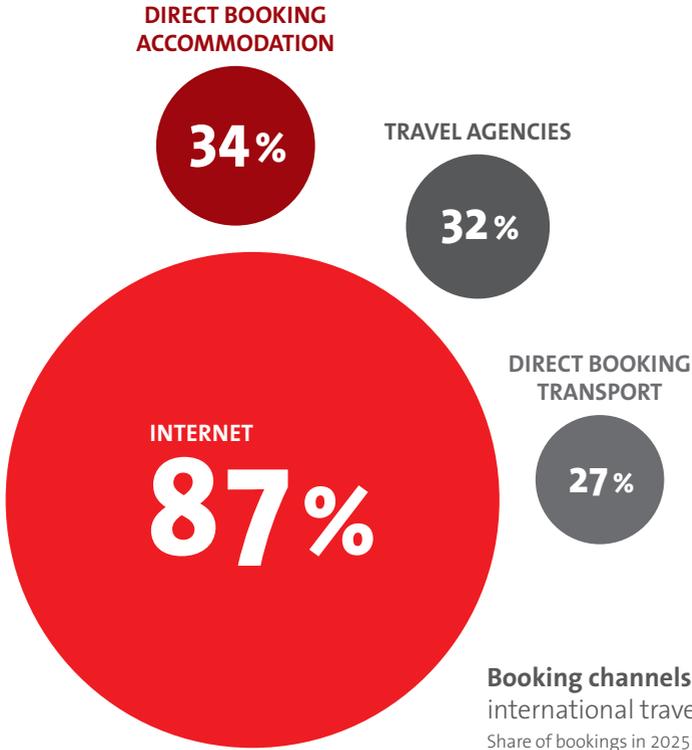
Source: State Statistical Offices 2026; overnight stays from abroad Jan.–Nov. 2025; cities with 200,000 or more inhabitants *overnight stays/inhabitant

USA remains the most important overseas market for Germany



High-volume source markets

Source: GNTB/WTM 2025, IPK 2026 (preliminary);*Singapore, Thailand, Malaysia, Indonesia, and Vietnam combined

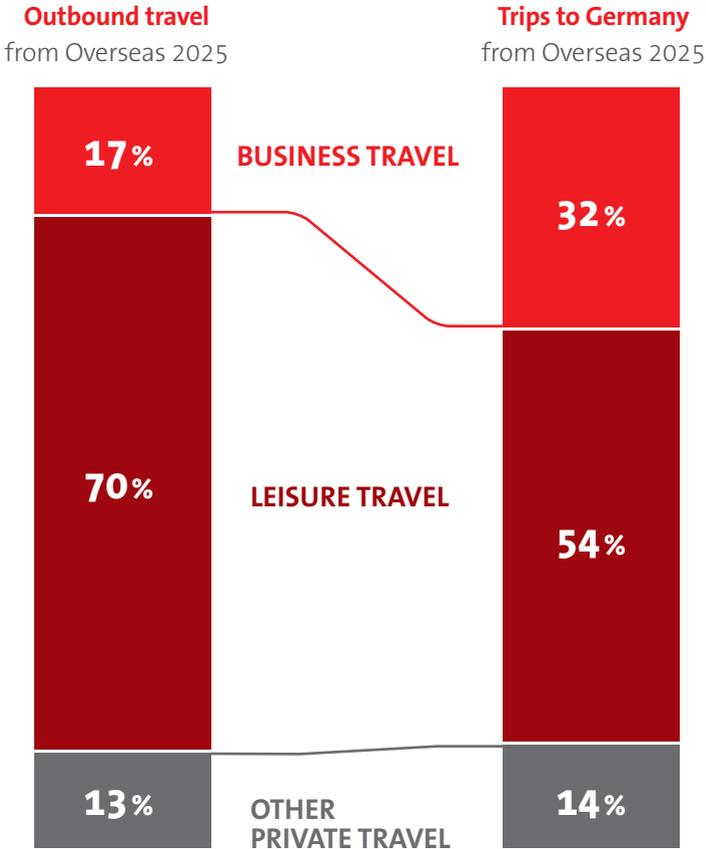


Booking channels used by international travellers to Germany.
Share of bookings in 2025 (%)

A multichannel strategy
is essential for international
competitiveness



Source: GNTB/WTM 2025, IPK 2026 (preliminary); multiple answers permitted



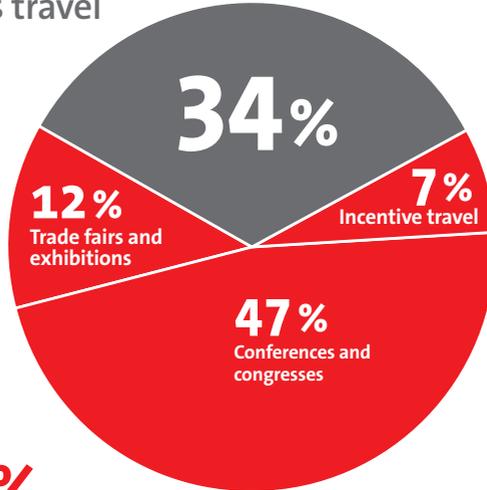
Germany holds an **above-average** share of the business travel market from Overseas



Source: GNTB/WTM 2025, IPK 2026 (preliminary).

Total volume of business trips from Overseas in 2025 **11.1 million trips**

Traditional business travel

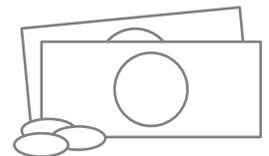
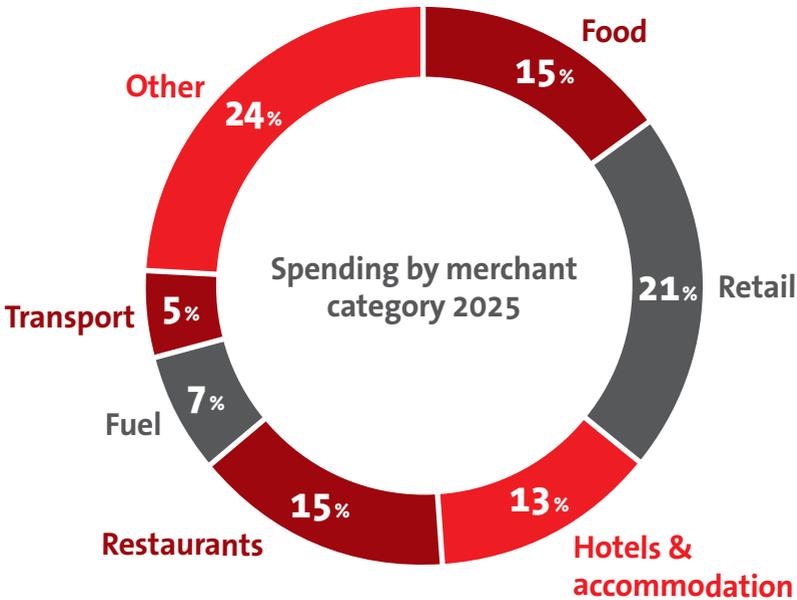


66%
Promotable business travel

Promotable business trips to Germany from Overseas in 2025 have the **largest market share**



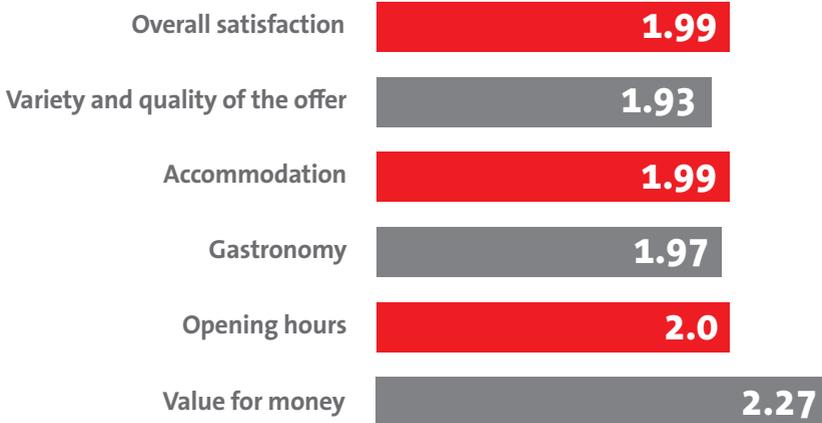
Foreign visitor credit card spending in Germany 2025 increased by 4.1%



Source: Aggregated, anonymized card usage data provided and extrapolated by VisaVue® Travel for the period from January to December 2025, taking into account data from other independent research sources. Long-term stays excluded.

International guests rate their stay in Germany **very positively**

How satisfied are you overall with your stay here?



Germany achieves a **Net Promoter Score (NPS) of 45***

indicating strong recommendation rates.



Source: Qualitätsmonitor Deutschland-Tourismus, satisfaction scale: 1 = extremely enthusiastic to 6 = rather disappointed (Jan.–Oct. 2025); *Recommendation NPS = Net Promoter Score, scale between –100 and +100 (+100 highest recommendation); Jan.–Oct. 2025, guests on site



FORECAST POPULATION
UP TO 2029

42 million

ECONOMIC GROWTH 2025

+1.4%

GDP PER CAPITA 2025

54,000 USD

New Potential Markets for Germany

The markets of Singapore, Malaysia, Brazil and Canada do not require a Schengen visa.



FORECAST POPULATION
UP TO 2029

216 million

ECONOMIC GROWTH 2025

+2.0%

GDP PER CAPITA 2025

10,000 USD



FORECAST POPULATION
UP TO 2029

513 million

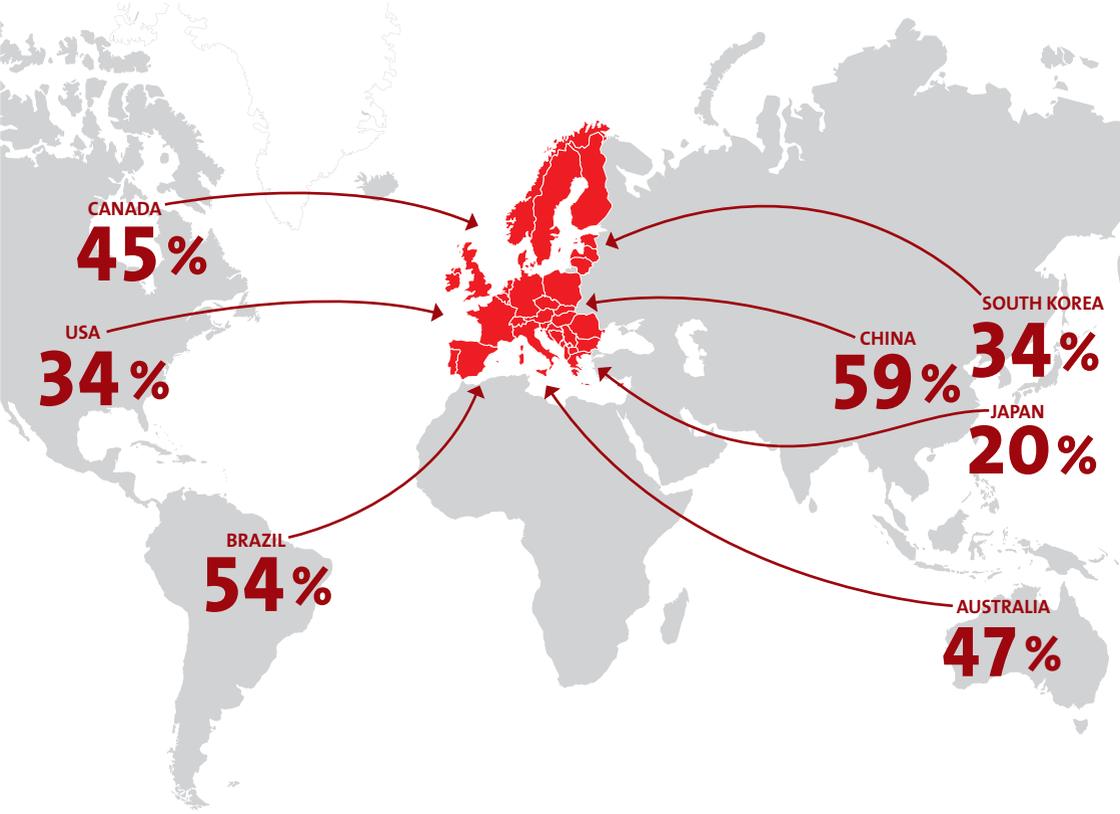
ECONOMIC GROWTH 2025

Ø +3.6%

GDP PER CAPITA 2025

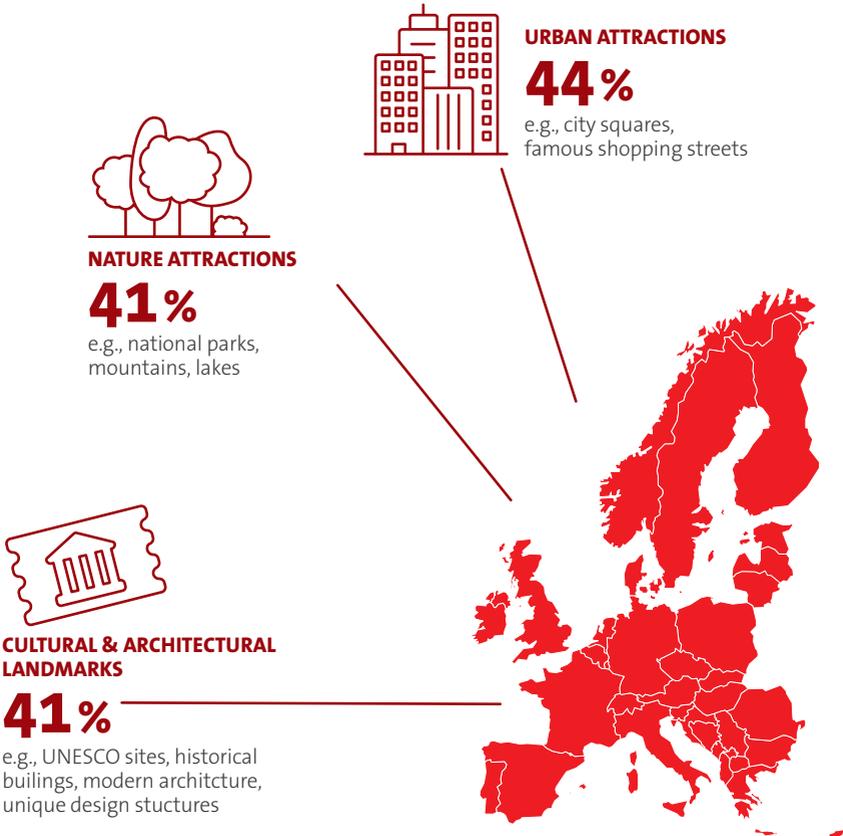
4,800–93,000 USD

*Markets in Southeast Asia: Singapore, Thailand, Malaysia, Indonesia and Vietnam



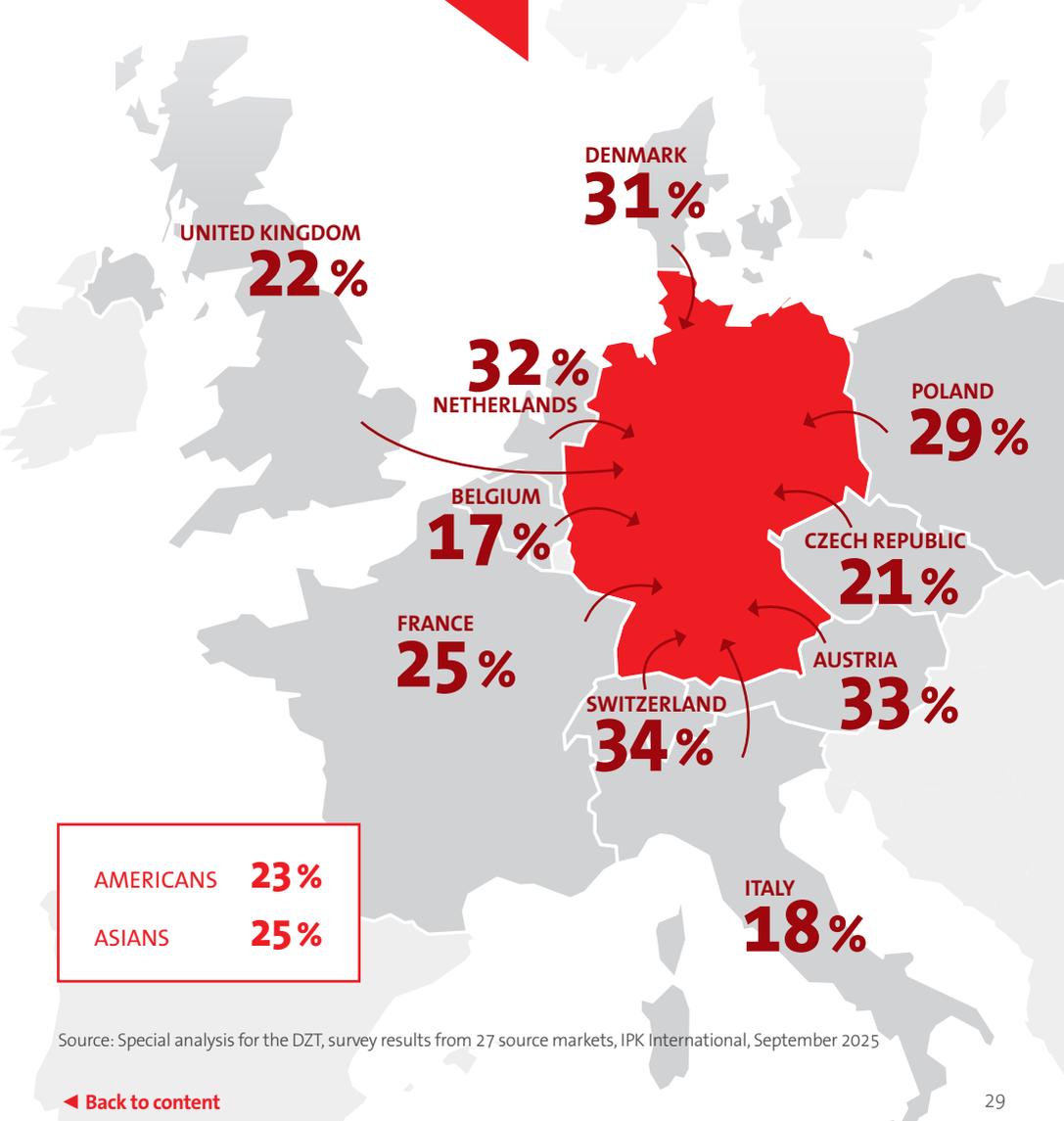
Overall **42%** of long-haul travellers plan to visit Europe in 2026

Urban attractions particularly popular on trips to Europe in 2026



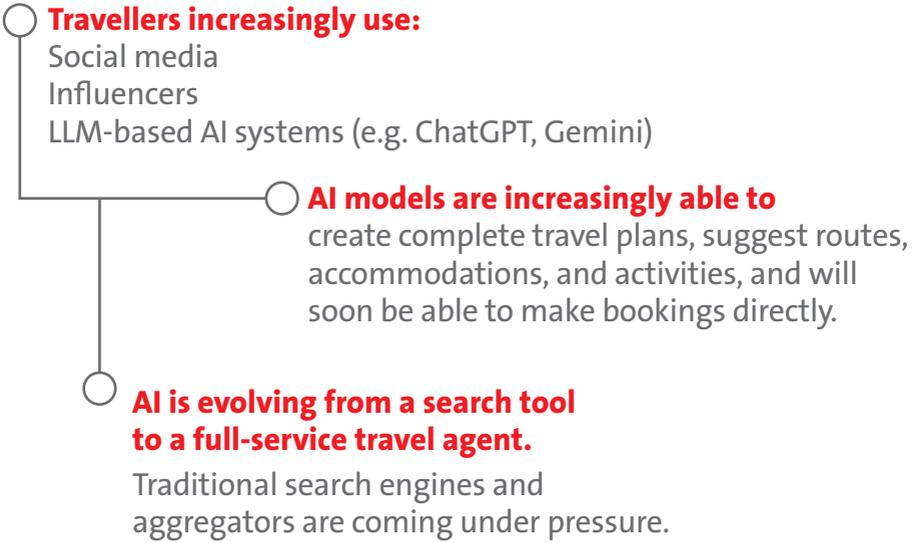
Source: ETC, Long-Haul Travel Barometer 1/2026

24% of Europeans plan to visit Germany within the next 12 months



AMERICANS **23%**
ASIANS **25%**

Source: Special analysis for the DZT, survey results from 27 source markets, IPK International, September 2025



AI is increasingly replacing the traditional consultation and booking process



Quelle: Boston Consulting Group, 2025



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www.markenzeichen.de

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