Supported by:
Federal Ministry for Economic Affairs and Energy
on the basis of a decision 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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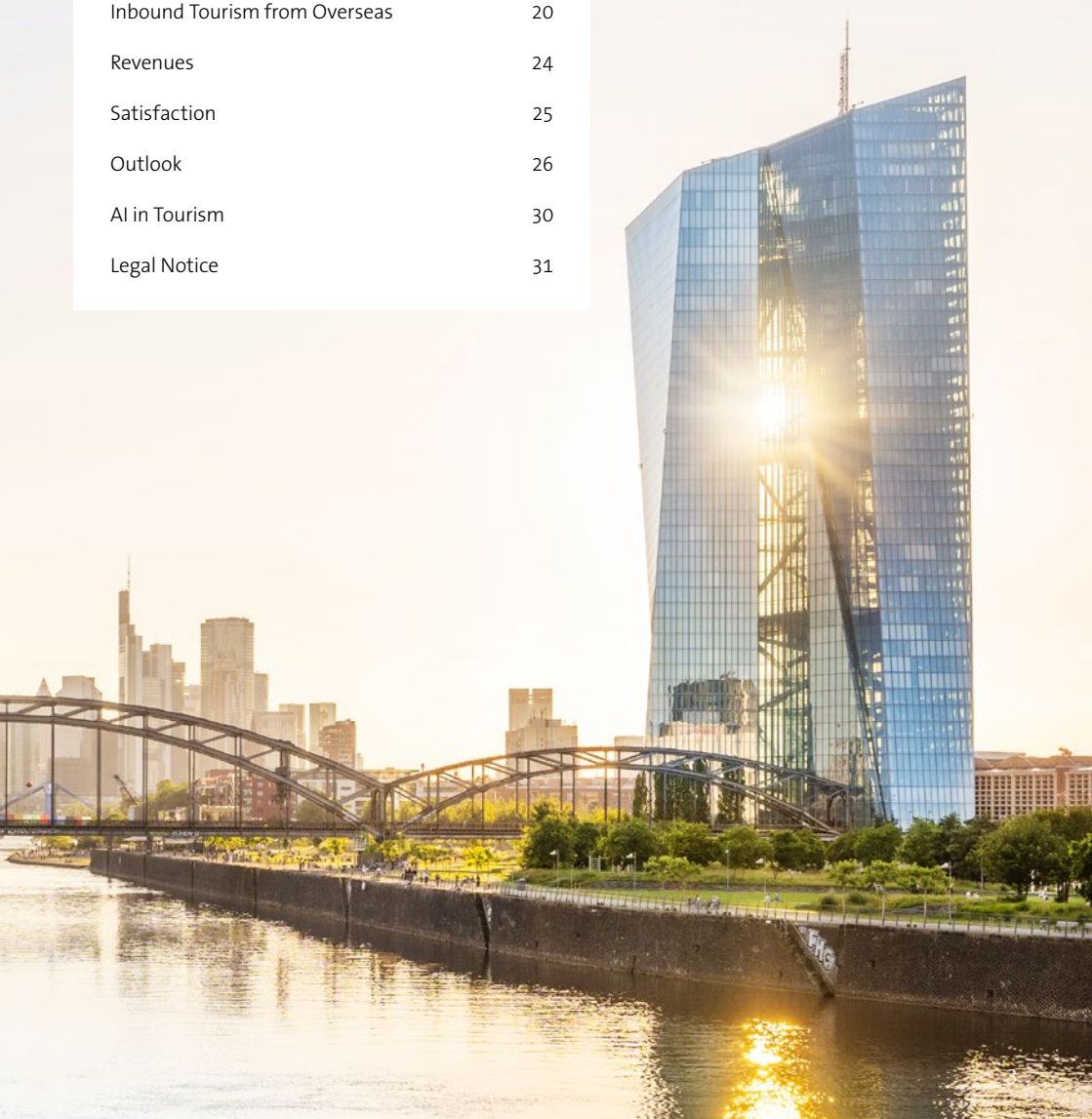


Germany Incoming

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).

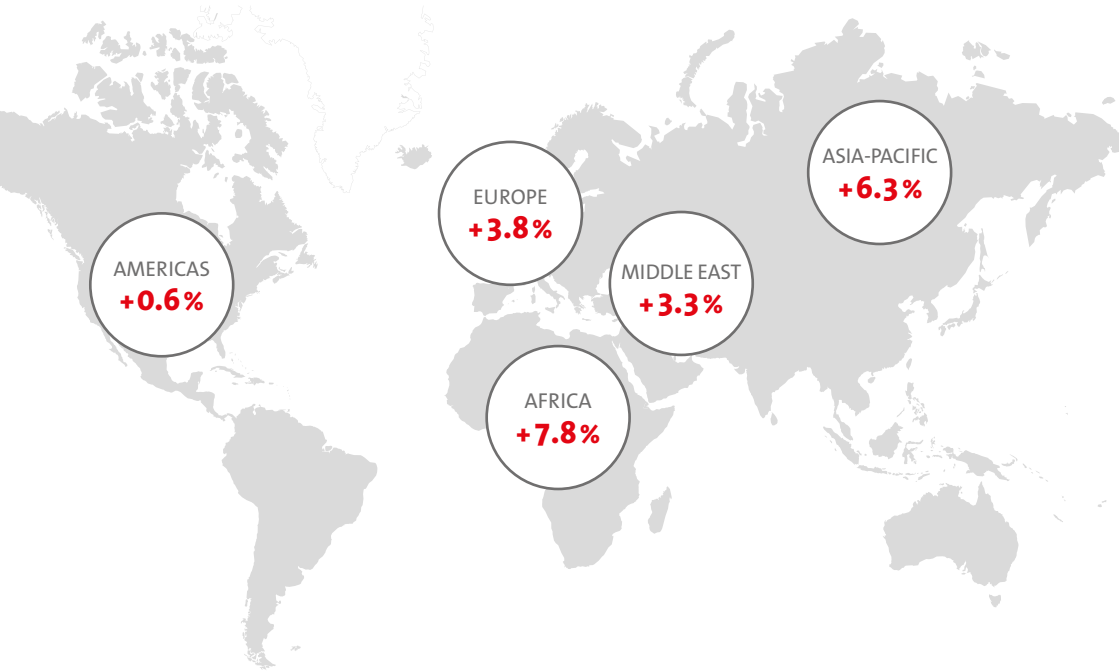
International tourism grows to 1,523 billion arrivals in 2025.

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

Global growth in 2025

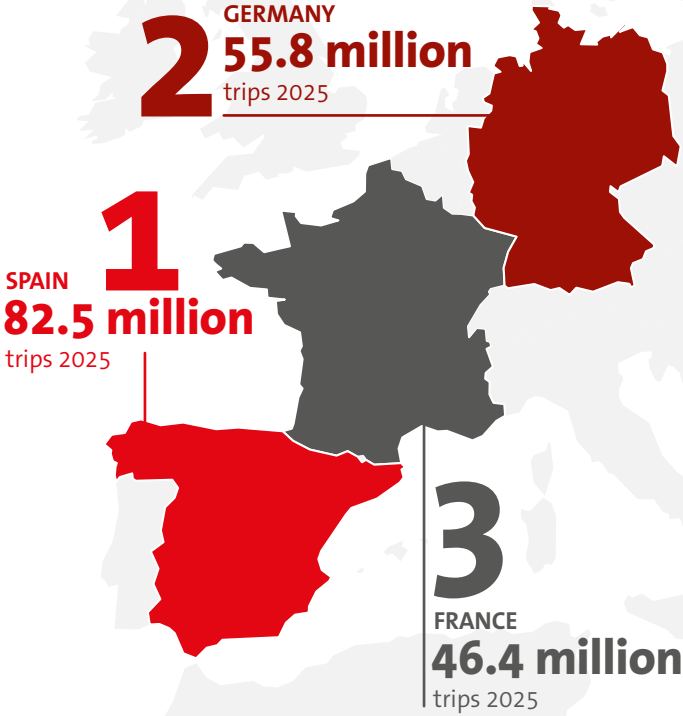
+4,0%
compared with 2024

Regional growth rates:

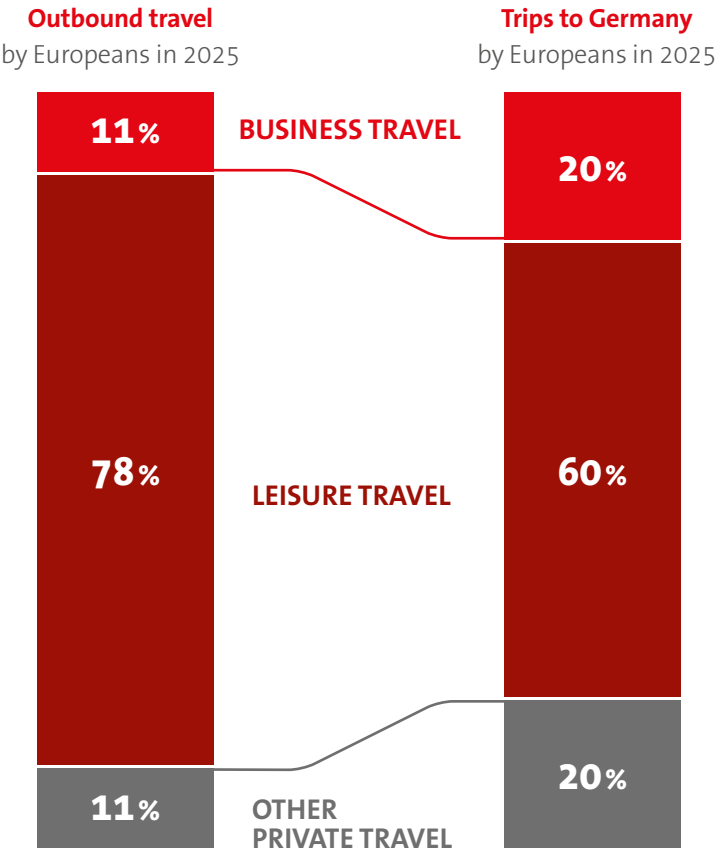


Source: UN Tourism, January 2026 (preliminary data).

Germany **ranks second** as a destination for European travellers in 2025



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

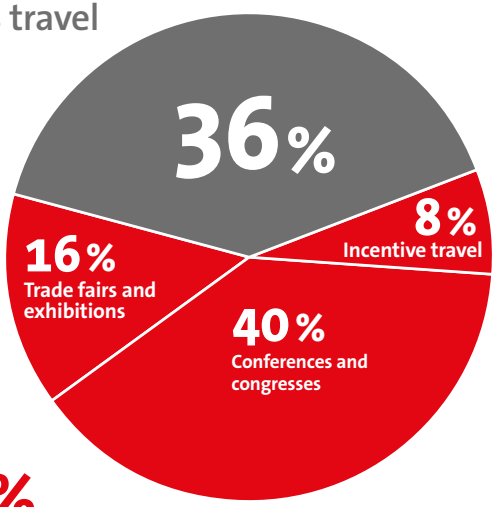


Germany holds an above-average share of the European business travel market

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

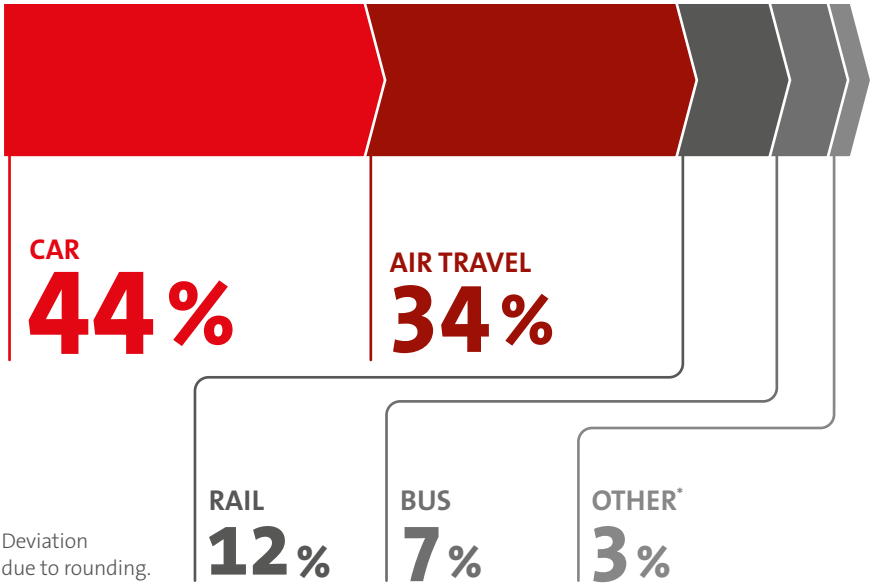
With **7.1 million** trips promotable business travel represents the largest market segment

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

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.

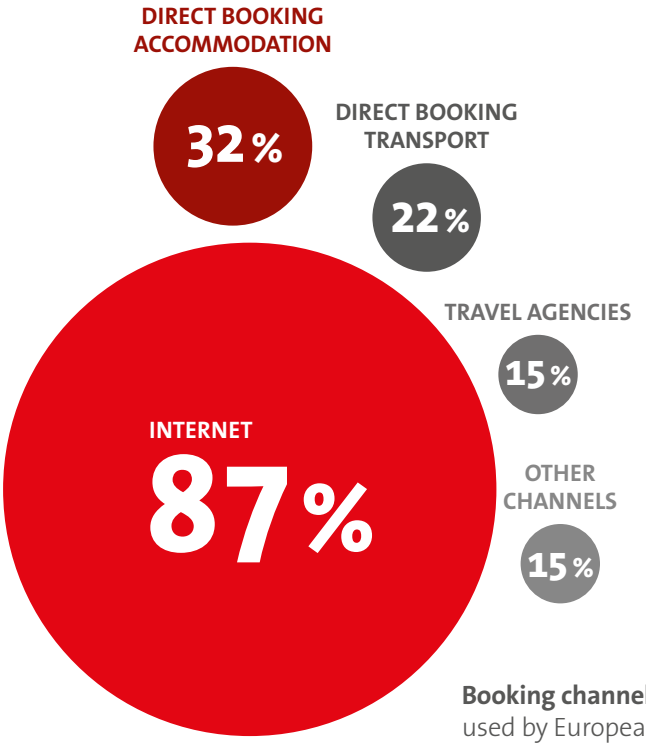
Market share



Deviation due to rounding.

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

Germany
The travel destination

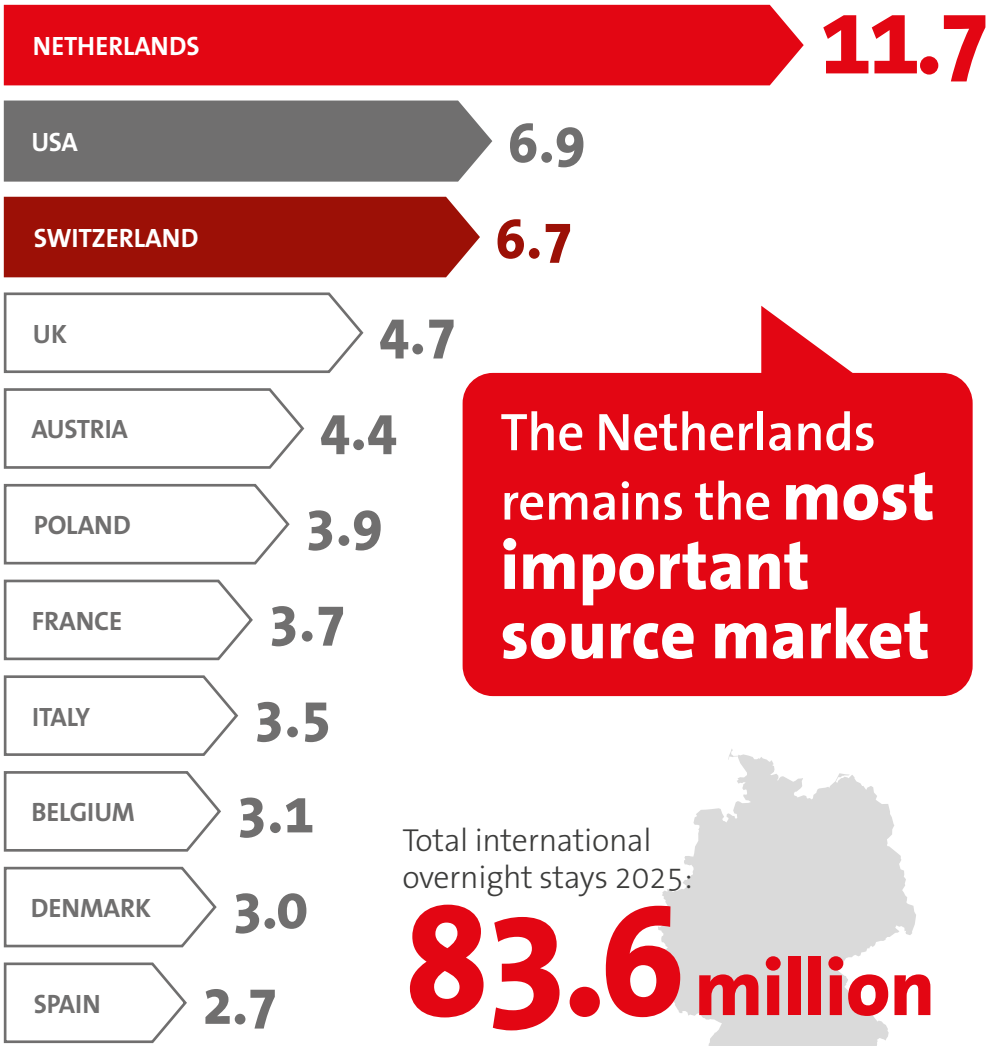
1st **place** for Germany as a **cultural destination**[1] among worldwide travel by Europeans

24 **%** of all **foreign holiday trips** in Germany are **cultural trips**[2]

Score **1.9** Very high overall satisfaction[3] among **cultural tourists**

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

Sources: [1]DZT/WTM 2025, IPK 2026; [2]Qualitätsmonitor Deutschland-Tourismus (Nov. 2024–Oct. 2025); [3]Qualitätsmonitor Deutschland-Tourismus, scale: 1 = extremely enthusiastic to 6 = rather disappointed (Nov. 2024–Oct. 2025)



Key Source Markets, Overnight stays in millions in 2025

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

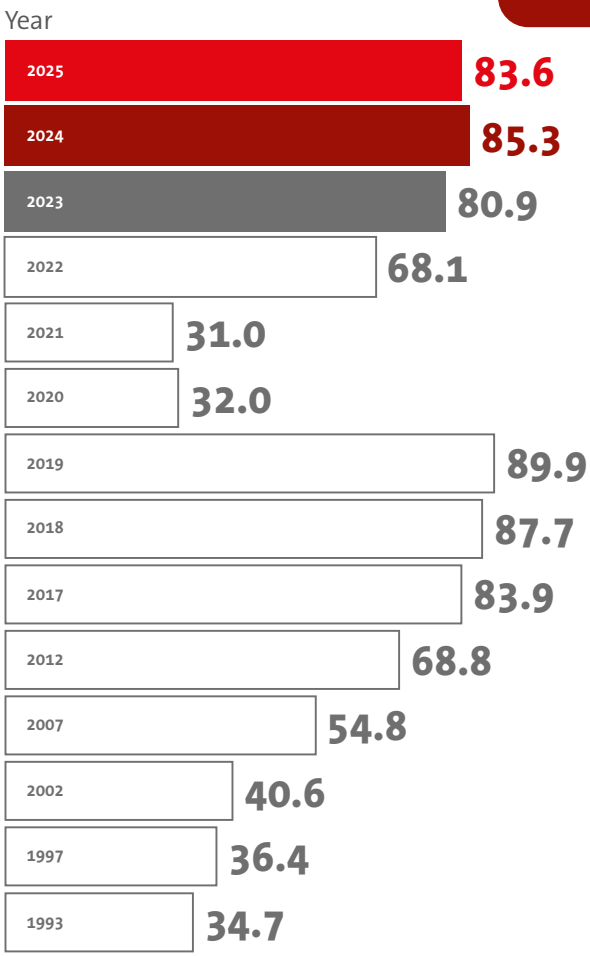
Total international overnight stays 2025:

83.6 million

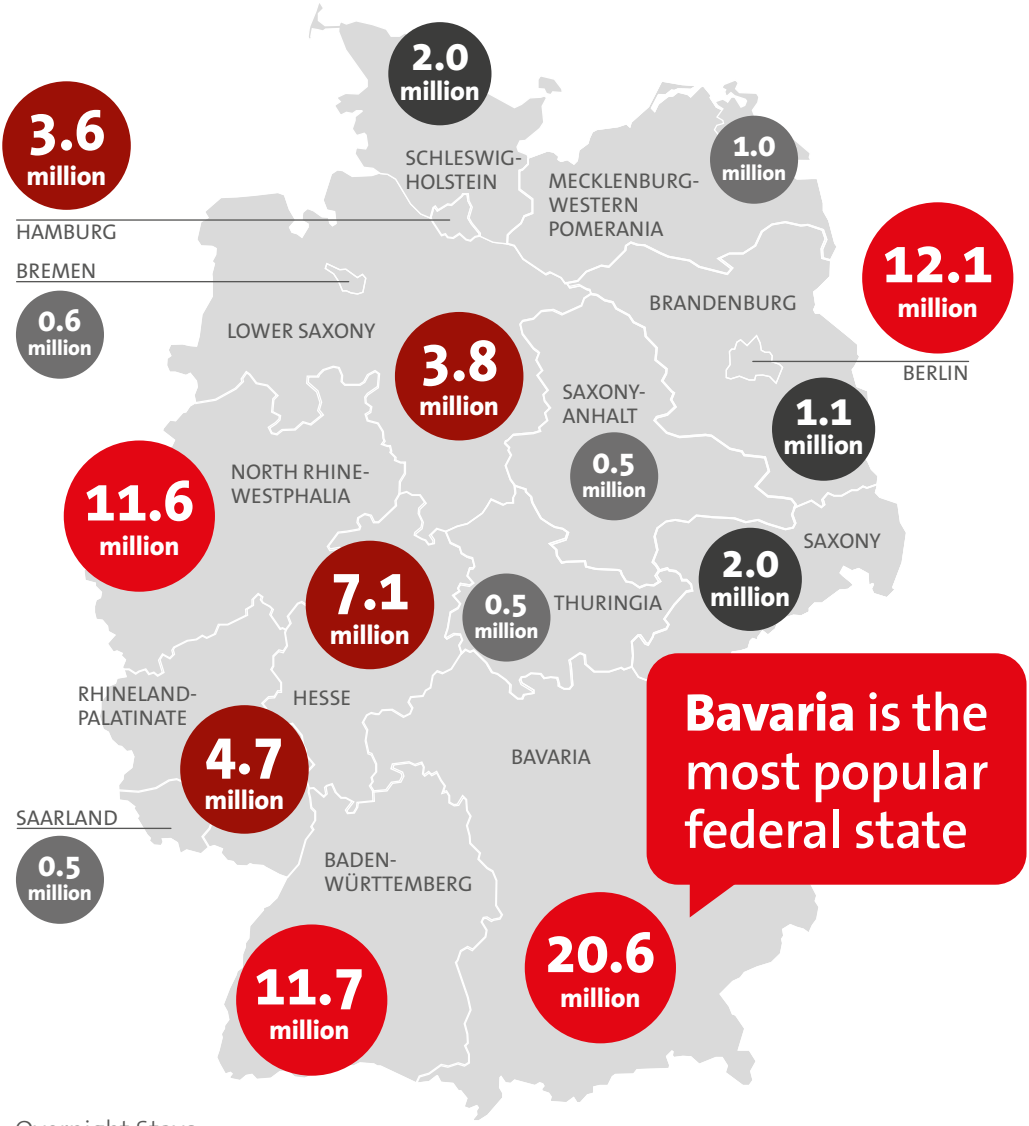
Source: Federal Statistical Office (Destatis), 2026

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

+141%



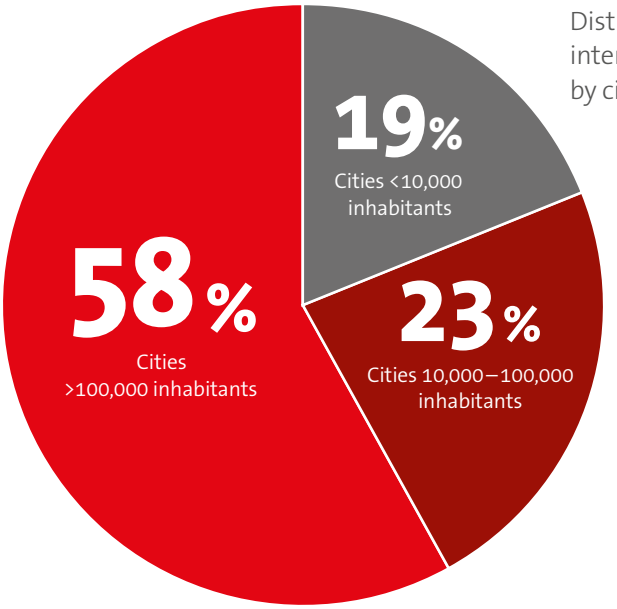
Source: Federal Statistical Office (Destatis), 2026



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

Source: Federal Statistical Office (Destatis), 2026

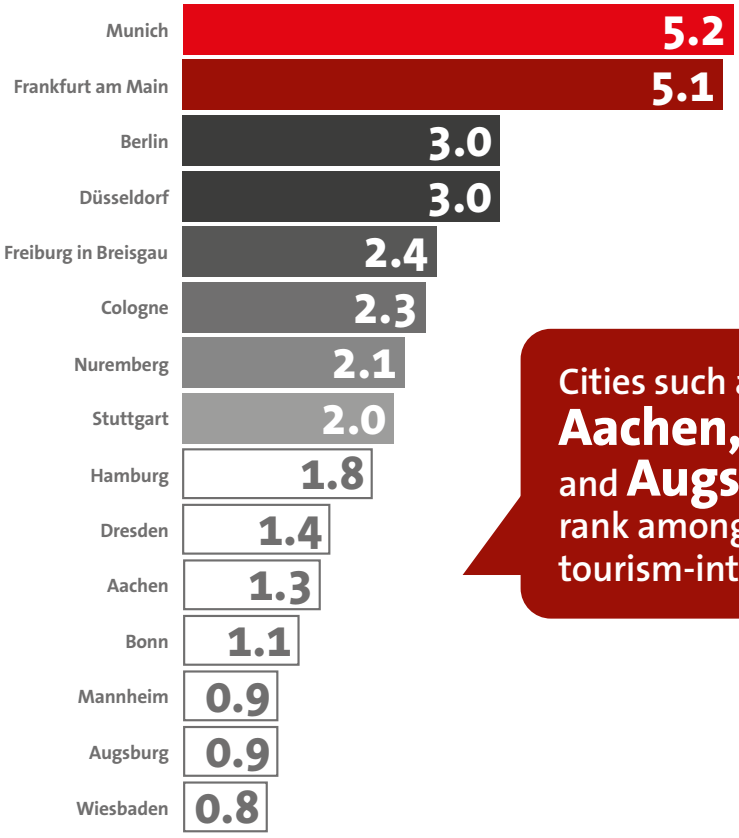
Berlin remains Germany's leading tourism city by a wide margin

Top cities* for international overnight stays

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

Munich and **Frankfurt** have the highest tourism intensity*

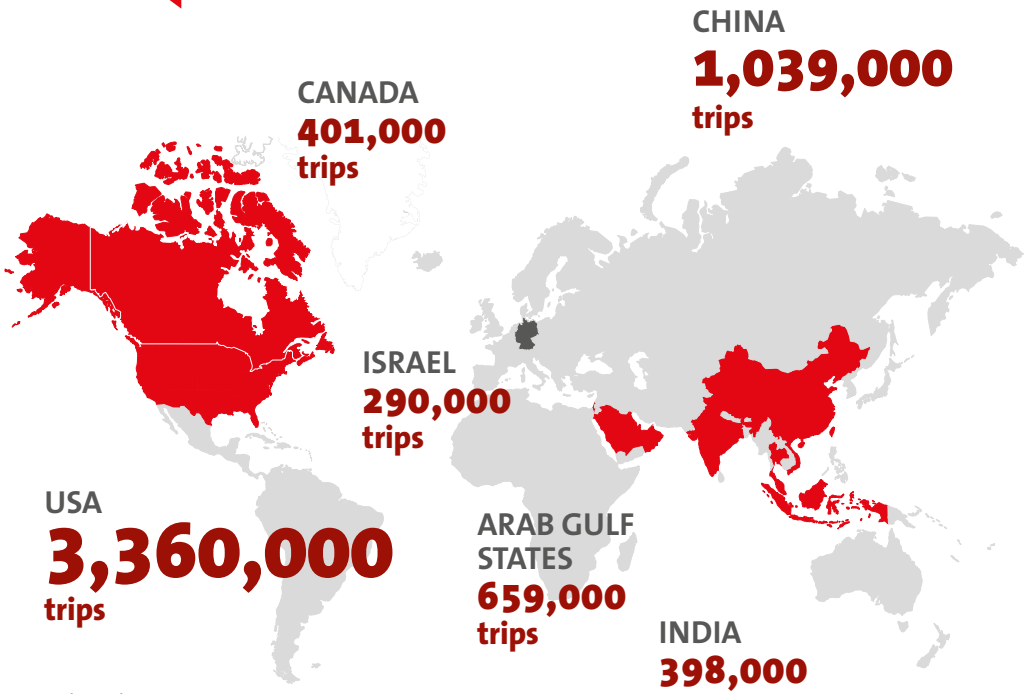
Top 15 cities with the highest tourism volume per inhabitant



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

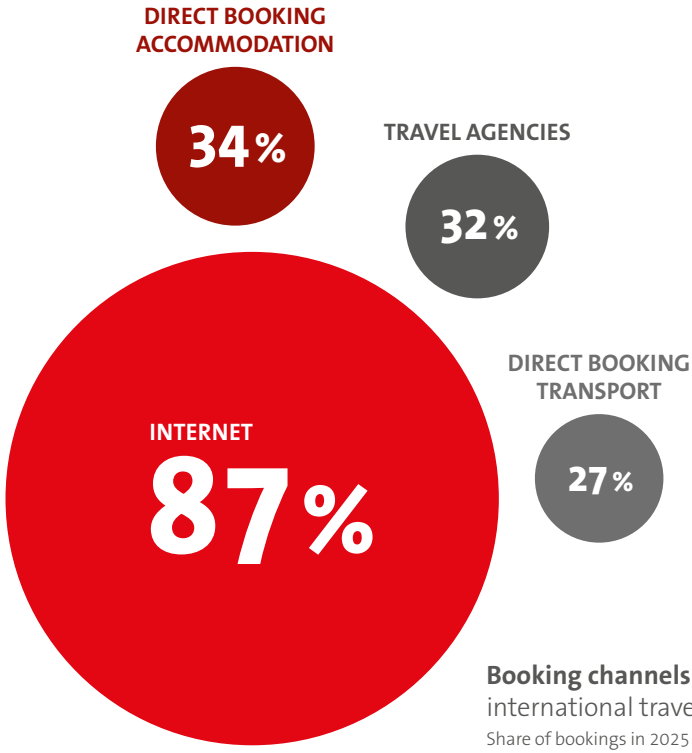
Source: State Statistical Offices 2026; overnight stays from abroad Jan.–Nov. 2025; cities with 200,000 or more inhabitants *overnight stays/inhabitant

USA remains the most important overseas market for Germany



High-volume source markets

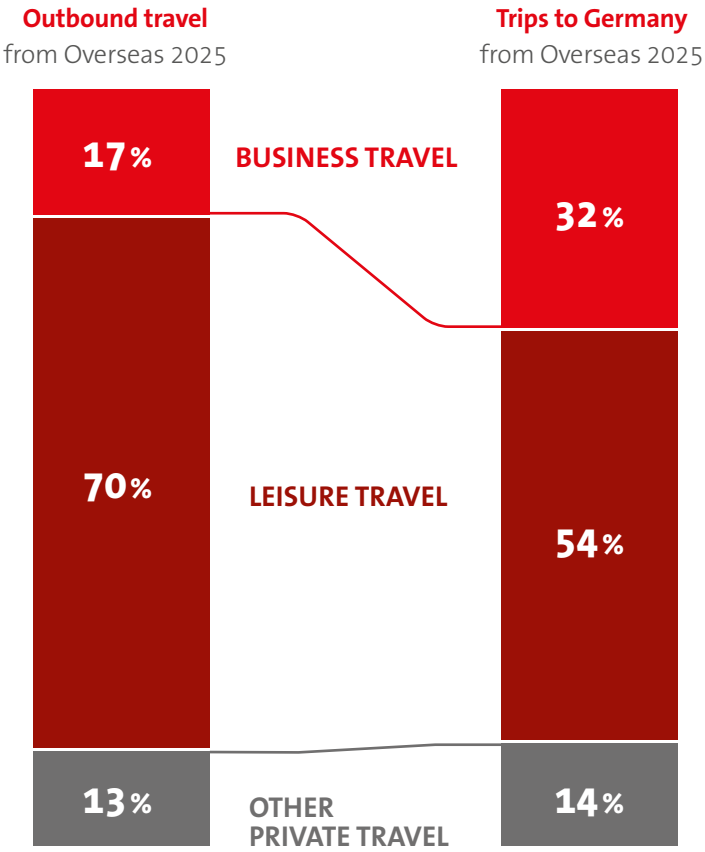
Source: GNTB/WTM 2025, IPK 2026 (preliminary);*Singapore, Thailand, Malaysia, Indonesia, and Vietnam combined



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



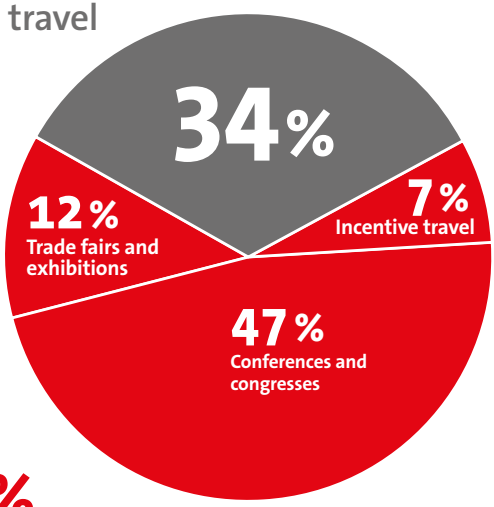
Germany holds an
above-average
share of the business travel market from Overseas

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

Germany
The travel destination

Total volume of business trips from Overseas in 2025 **2.7 million trips**

Traditional business travel

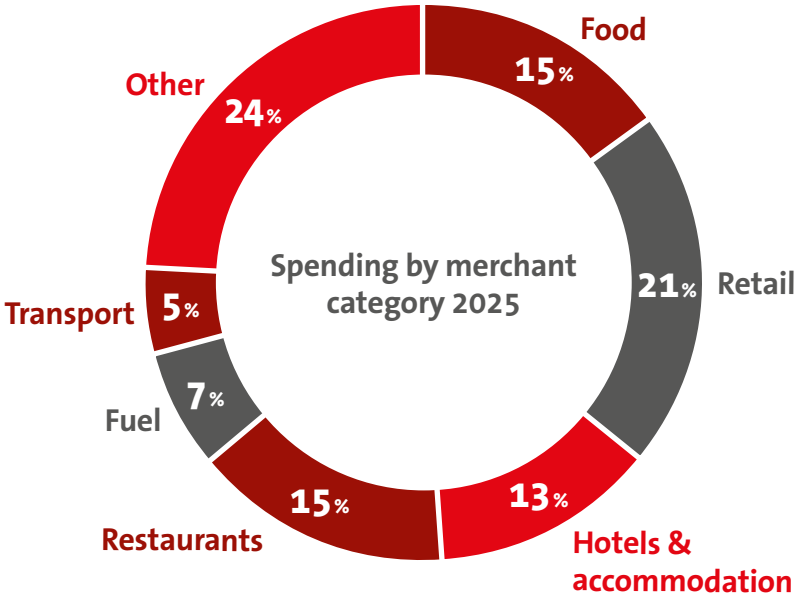


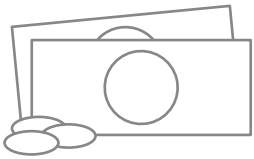
66%
Promotable business travel

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

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

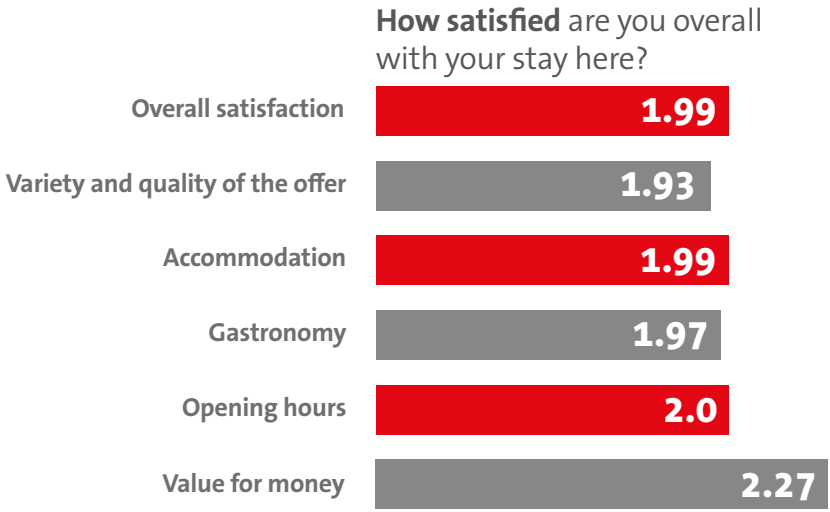
Foreign visitor credit card spending in Germany 2025 **increased by 4.1%**





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**



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

CANADA

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.

BRAZIL

FORECAST POPULATION
UP TO 2029
216 million

ECONOMIC GROWTH 2025
+2.0 %

GDP PER CAPITA 2025
10,000 USD

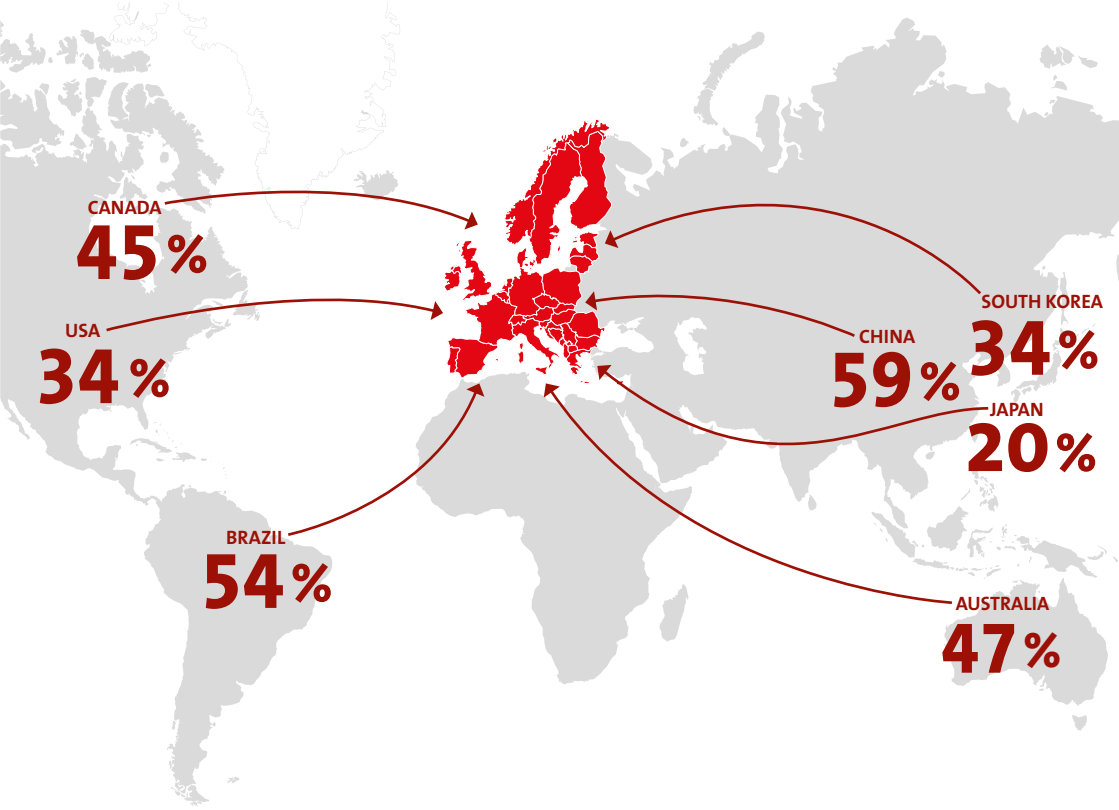
SOUTHEAST ASIA*

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

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

Urban attractions
particularly popular on trips to Europe in 2026

URBAN ATTRACTIONS

44%

e.g., city squares, famous shopping streets

NATURE ATTRACTIONS

41%

e.g., national parks, mountains, lakes

CULTURAL & ARCHITECTURAL LANDMARKS

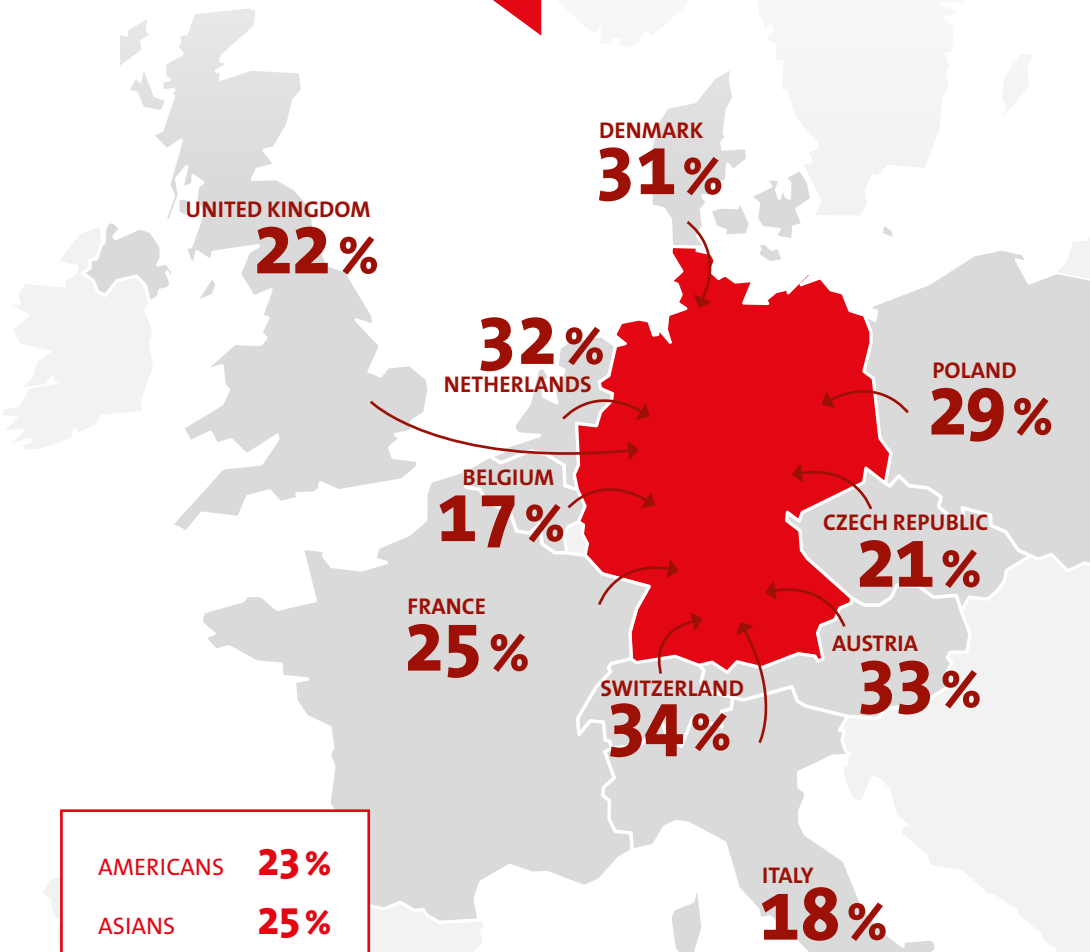
41%

e.g., UNESCO sites, historical builings, modern architcture, unique design stuctures

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

Germany
The travel destination

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

◄ Back to content

Travellers increasingly use:
Social media
Influencers
LLM-based AI systems (e.g. ChatGPT, Gemini)

AI models are increasingly able to
create complete travel plans, suggest routes, accommodations, and activities, and will soon be able to make bookings directly.

AI is evolving from a search tool to a full-service travel agent.
Traditional search engines and aggregators are coming under pressure.

AI is increasingly replacing the traditional consultation and booking process

Quelle: Boston Consulting Group, 2025

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