

Press information

Brand positioning

Key selling points for Germany as a destination for nature and activity holidays

Health and relaxation holidays firmly enshrined in core brand – excellent competitive position – above-average demand from key source markets – Germany as a sustainable travel destination

Frankfurt am Main, August 2020 – Nature, health and relaxation are firmly enshrined in the core brand of Destination Germany, a fact that is reflected in the outstanding range of active holidays in unspoilt nature it is able to offer. An increasing number of international visitors choose one of the many available options to actively explore the country's coastlines, mountains and holiday regions, making Germany the second most popular destination for nature-based travel among Europeans travelling worldwide in 2019.

Excellent competitive position within Europe

According to IPK International, around 16 per cent of all holiday trips by Europeans in 2019 were nature-based breaks. The biggest source markets for inbound tourism to Germany show an above-average level of interest in active holidays and holidays in the heart of nature. For example, the market share for nature holidays and active holidays in Germany among travellers from the Netherlands was 32 per cent, from Poland 21 per cent, and from Switzerland 19 per cent.

One in five overnight stays by international visitors to Germany is in a rural area (municipalities with a population of less than 10,000), according to the German Federal Statistical Office. This market segment has grown by 23.2 per cent in the last ten years (2010–2019).

Out of a total of almost 90 million overnight stays by international visitors to Germany in 2019, just over 5 per cent (4.7 million) were registered at campsites. The number of

overnight stays on campsites by international visitors has increased by 22 per cent in the last ten years.

“The coronavirus crisis has resulted in a shift in our customers’ personal values. Holidays in the heart of nature are considered to be low-risk and are in even greater demand,” comments Petra Hedorfer, Chief Executive Officer of the GNTB. “We are therefore stepping up our commitment to high-quality sustainable tourism, active holidays and tourism with a focus on nature, with the aim of further consolidating Germany’s position as a destination for health and relaxation with potential for growth.”

High level of interest among international tourists travelling to Germany

According to the Quality Monitor survey of the German tourism industry (May 2015 – April 2020), 28 per cent of foreign visitors choose Germany as a holiday destination for its landscape and scenery, making that aspect the fourth most important of their decision criteria.

Of international visitors to Germany whose primary motivation to travel is the country’s nature and scenery, 47 per cent arrive by car. The average age of these visitors is 42.7. More than three quarters are travelling with their partner and 14 per cent are accompanied by children below the age of 14.

Germany as a sustainable travel destination

Based on the sustainable development goals (SDG) index, which measures and compares the sustainability achievements of more than 190 countries, Germany is currently ranked sixth in the world. Striking the right balance between the economy, the environment and social responsibility lies at the heart of the sustainability initiative with which the GNTB is paving the way for the marketing of Destination Germany to international visitors in the future.

About the GNTB

The German National Tourist Board (GNTB) has its headquarters in Frankfurt am Main, Germany. It works on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi) to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. The GNTB develops and communicates strategies and products to promote Germany’s positive image abroad as a tourist destination and to encourage tourists to visit the country. It has 31 agencies around the world to

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support its activities. Further information is available from our online press centre at www.germany.travel/presse.