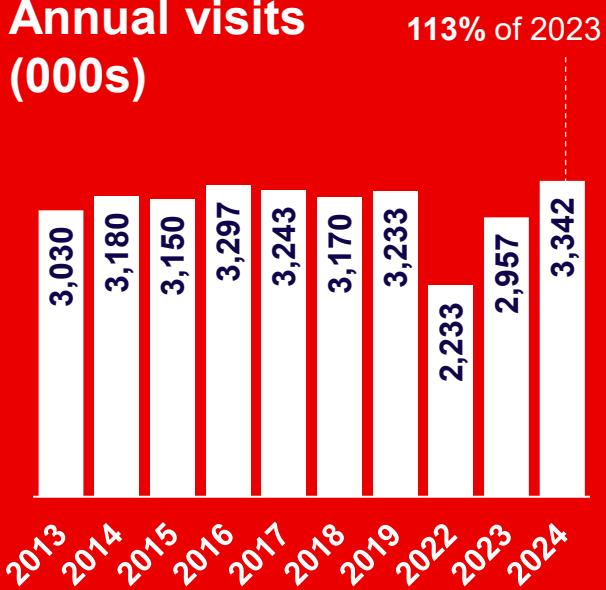


# Germany Market snapshot

## Visitor Profile

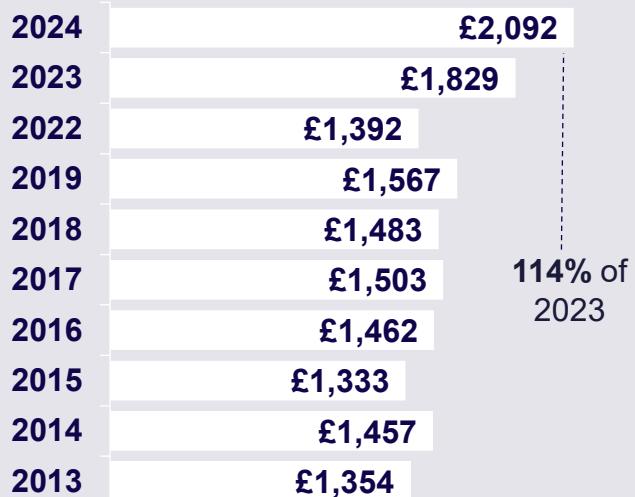


### Annual visits (000s)



113% of 2023

### Annual visitor spend (£m)



114% of 2023

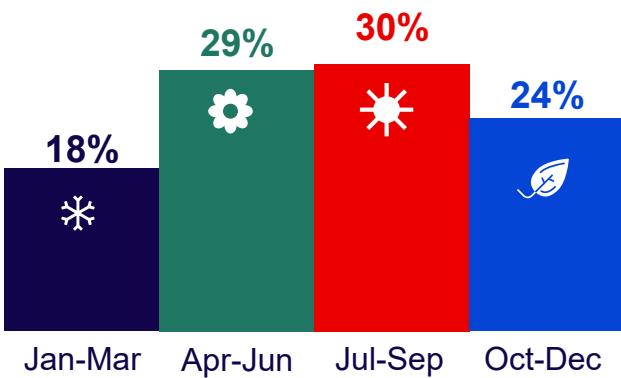
#3

Global ranking for inbound visits to the UK in 2024

#2

Global ranking for inbound spend in the UK in 2024

### Seasonal spread of travel



**Source:** International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only.

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### Average nights stayed



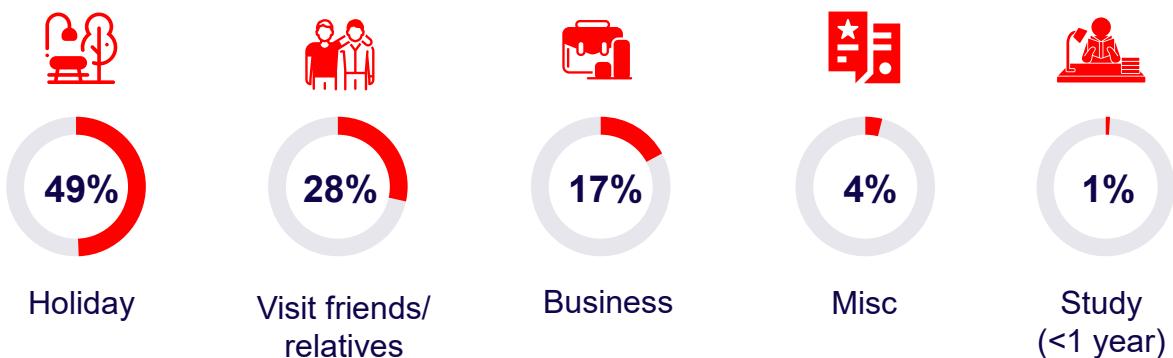
In 2024, visitors from Germany spent an average of £626 per visit compared to the European average of £557.

£626

2024 average spend per visit

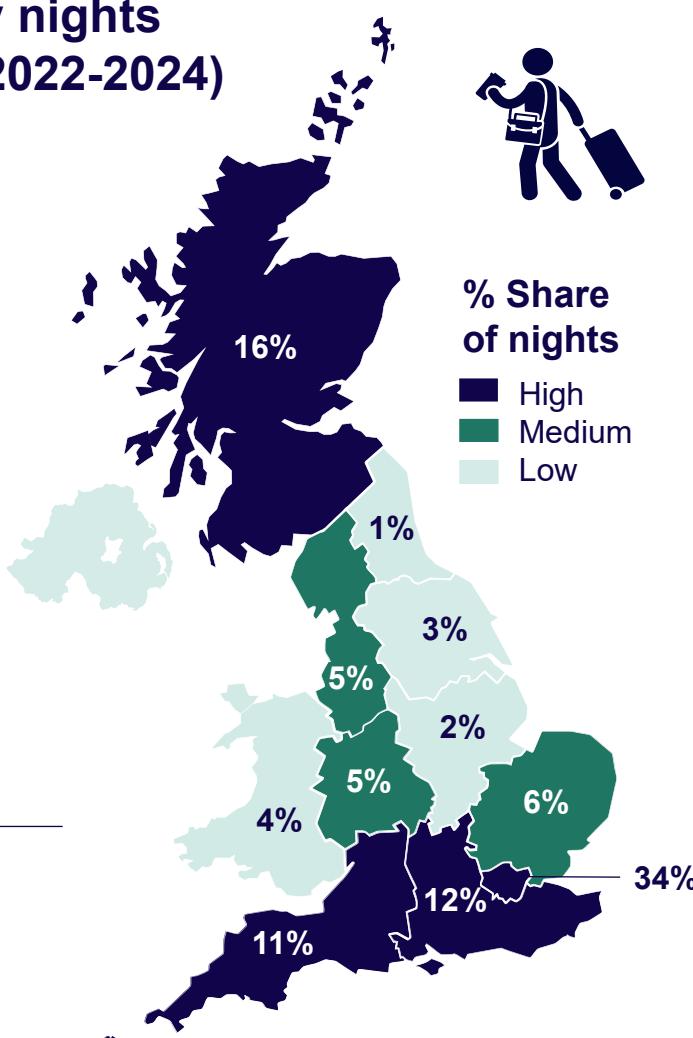


## Purpose of travel\* (2024)

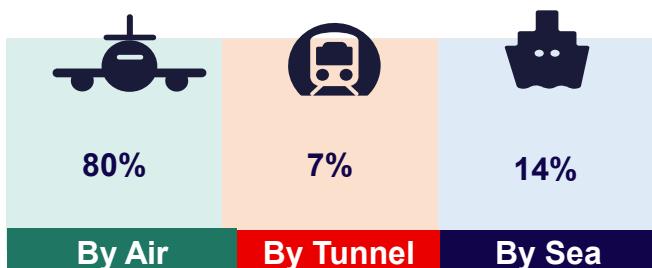


## Regional spread of travel by nights spent per region\* (average 2022-2024)

Region	% share of nights
1 London	34%
2 Scotland	16%
3 South East	12%
4 South West	11%
5 East Of England	6%
6 North West	5%
7 West Midlands	5%
8 Wales	4%
9 Yorkshire	3%
10 East Midlands	2%
11 North East	1%



## Market Access\*



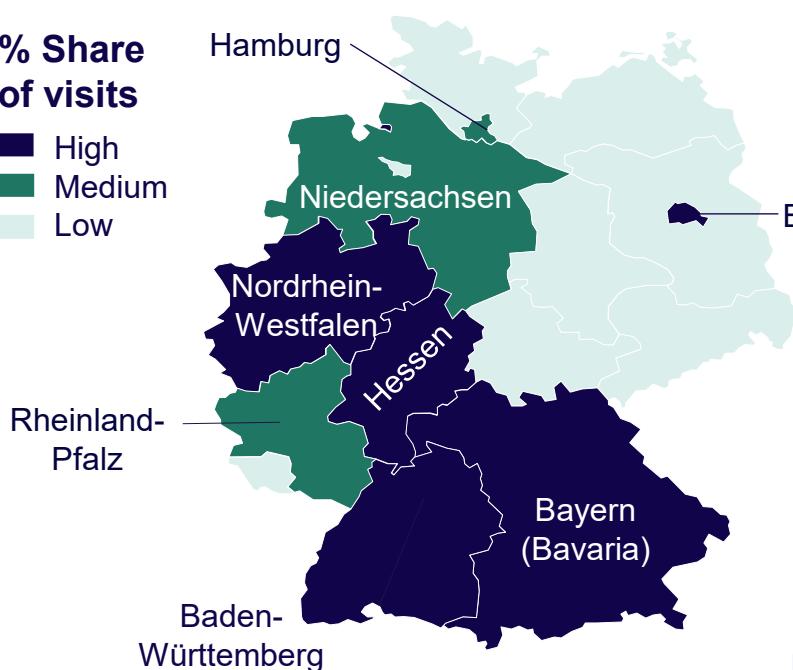
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only.  
Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes.



## Visitors' origin\* (2022)

% Share of visits

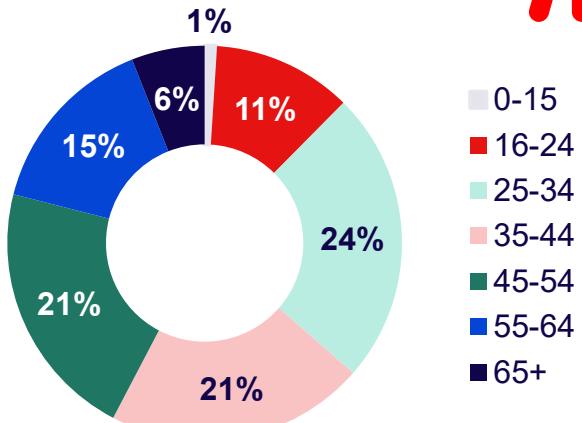
High  
Medium  
Low



### Top 10 regions by visitor origin

	%
Nordrhein Westfalen	19%
Bayern (Bavaria)	16%
Berlin	15%
Hessen (Hesse)	11%
Baden Wurttemburg	11%
Hamburg	9%
Niedersachsen (Lower Saxony)	5%
Rheinland Pflaz	4%
Sachsen (Saxony)	2%
Bremen	2%

## Key demographics\* (2024)



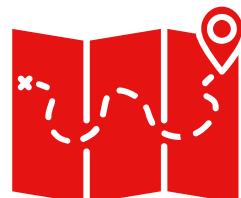
## Perceptions of the UK\*\* (2025)

The UK ranks within the top 10 out of 50 nations for:

	Rank
Contemporary culture	3 <sup>rd</sup>
Culture	4 <sup>th</sup>
Historic buildings	6 <sup>th</sup>
Vibrant cities	7 <sup>th</sup>
Sport	7 <sup>th</sup>
Cultural Heritage	8 <sup>th</sup>

Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only.

\*\*2025 Anholt Nation Brand Index Report





## Travel companions



62%



24%



15%



13%



12%



4%

Spouse /  
Partner

With children  
under 18

With other  
adult family  
members

With adult  
friends

On their  
own

Part of a  
tour group

## Top sources of inspiration

#1

Friends or  
family (in  
person)

#2

Travel  
websites  
via search  
engines

#3

Social media  
of friends/  
family



## Share of German travellers who book all trip elements separately



35%



## Share of Germans travellers who have (or travels with someone who has) a health condition or impairment

28%

