Germany
Inbound tourism overview

Annual visits*

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>3,004,000</td>
</tr>
<tr>
<td>2011</td>
<td>2,947,000</td>
</tr>
<tr>
<td>2012</td>
<td>2,967,000</td>
</tr>
<tr>
<td>2013</td>
<td>3,048,000</td>
</tr>
<tr>
<td>2014</td>
<td>3,249,000</td>
</tr>
<tr>
<td>2015</td>
<td>3,344,000</td>
</tr>
<tr>
<td>2016</td>
<td>3,380,000</td>
</tr>
<tr>
<td>2017</td>
<td>3,262,000</td>
</tr>
<tr>
<td>2018</td>
<td>3,166,000</td>
</tr>
</tbody>
</table>

Seasonal spread of travel* (2018)

- Jan–Mar: 16%
- Apr–Jun: 31%
- Jul–Sep: 29%
- Oct–Dec: 24%

Regional spread of travel* (2018)

- High: 31%
- Medium: 46%
- Low: 13%

Annual visitor spend*

2018 average spend per visit £466

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitor Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>£1,193 m</td>
</tr>
<tr>
<td>2011</td>
<td>£1,232 m</td>
</tr>
<tr>
<td>2012</td>
<td>£1,236 m</td>
</tr>
<tr>
<td>2013</td>
<td>£1,218 m</td>
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<tr>
<td>2018</td>
<td>£1,223 m</td>
</tr>
</tbody>
</table>

Purpose of travel* (2018)

- Holiday: 48%
- VFR**: 23%
- Business: 25%
- Misc: 4%
- Study: 1%

Market access* (2018)

Visits from Germany

- By air: 77%
- By sea: 19%
- By tunnel: 4%

Average length of stay* (2018)

5 nights

Sources: *International Passenger Survey (IPS) by ONS.

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Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

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@LoveGreatBritain_de
#LoveGreatBritain
Germany
Visitor profile

Key demographics* (2018)

- 0-15: 11%
- 16-24: 11%
- 25-34: 21%
- 35-44: 20%
- 45-54: 22%
- 55-64: 12%
- 65+: 5%

Visitors' origin* (2015)

- Hamburg: 3%
- Berlin: 7%
- North Rhine-Westphalia: 26%
- Bavaria: 14%
- Lower Saxony: 6%
- Bremen: 3%
- Saarland: 1%
- Other: 7%

Priority market segments & attributes

**Buzzseekers**
Dominance of singles, pre-family couples and young professionals. Active, enjoy foreign cultures. Motivated by cultural attractions, ease of access, vibrant cities, and a variety of places to visit.

**Explorers**
Mainly couples and empty nesters that have time and are flexible travellers. Mature and open-minded with high interest in culture, arts and history. Enjoy variety of holidays from seaside, lakes & mountains to soft activities.

Top influences in visiting Britain** (2016)

1. Word of mouth
2. Information on search engines
3. A travel guidebook

Top three activities in the UK* (2007-2017)

- Dining in restaurants
- Shopping
- Going to the pub

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Sources:
* International Passenger Survey (IPS) by ONS, ** VisitBritain/Ipsos 'Decisions and Influences' research (Applicable to people who visited Britain), ***Anholt Nation Brands Index powered by IPSOS