Germany

Inbound tourism overview

**Annual visits***

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>2,922,000</td>
</tr>
<tr>
<td>2012</td>
<td>3,039,000</td>
</tr>
<tr>
<td>2013</td>
<td>3,186,000</td>
</tr>
<tr>
<td>2014</td>
<td>3,159,000</td>
</tr>
<tr>
<td>2015</td>
<td>3,397,000</td>
</tr>
<tr>
<td>2016</td>
<td>3,243,000</td>
</tr>
<tr>
<td>2017</td>
<td>3,470,000</td>
</tr>
<tr>
<td>2018</td>
<td>3,333,000</td>
</tr>
<tr>
<td>2019</td>
<td>3,333,000</td>
</tr>
</tbody>
</table>

*Global ranking for inbound visits to the UK in 2019: #3*

**Annual visitor spend***

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend per visit (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>3,122m</td>
</tr>
<tr>
<td>2012</td>
<td>3,146m</td>
</tr>
<tr>
<td>2013</td>
<td>3,345m</td>
</tr>
<tr>
<td>2014</td>
<td>3,133m</td>
</tr>
<tr>
<td>2015</td>
<td>3,463m</td>
</tr>
<tr>
<td>2016</td>
<td>3,593m</td>
</tr>
<tr>
<td>2017</td>
<td>3,483m</td>
</tr>
<tr>
<td>2018</td>
<td>3,597m</td>
</tr>
<tr>
<td>2019</td>
<td>3,817m</td>
</tr>
</tbody>
</table>

*Global ranking for inbound spend in the UK in 2019: #3*

**Seasonal spread of travel*** (2019)

- Jan–Mar: 21%
- Apr–Jun: 25%
- Jul–Sep: 29%
- Oct–Dec: 25%

**Regional spread of travel*** (2019)

- % share of nights
  - High
  - Medium
  - Low
  - 12%
  - 12%
  - 12%
  - 12%
  - 11%
  - 10%
  - 9%
  - 8%
  - 7%
  - 6%
  - 5%
  - 4%
  - 3%
  - 2%
  - 1%

**Market access*** (2019)

- By air: 78%
- By sea: 17%
- By tunnel: 5%

**Average length of stay*** (2019)

- 6 nights

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

Key demographics* (2019)

- 0-15: 3%
- 16-24: 13%
- 25-34: 21%
- 35-44: 20%
- 45-54: 20%
- 55-64: 13%
- 65+: 5%
- Other/unknown: 1%

Visitors' origin* (2015)

- Hamburg: 160 6%
- Bremen: 70 2%
- Saarland: 39 1%
- Niedersachsen: 186 7%
- Hessen: 286 10%
- Niederrhein: 742 26%
- Rheinland-Pfalz: 103 4%
- Berlin: 218 8%
- Other/unknown: 290 1%

Top reasons to return to the UK*** (2019)

1. Visit a different part of the UK
2. Go back to see the sights/attractions I didn’t see on previous visit
3. The UK is easy to get around
4. The UK caters well to tourists
5. The UK is easy to get to for me

Travel companions* (2017)

- On their own: 38%
- Spouse/Partner: 30%
- With children under 18: 15%
- With adult friends: 11%
- With other adult family members: 6%
- Part of a tour group: 11%

Top motivations for choosing Britain for a holiday** (2016)

- Cultural attractions
- Wide variety of places to visit
- Somewhere English is spoken
- Countryside/natural beauty
- Vibrant cities

Perceptions of Britain*** (2019)

Britain is ranked highly (within the top 10 out of 50 countries) by the Germans for:

- Contemporary culture
- Sports
- Vibrant cities
- Cultural heritage
- Historic buildings

Sources:
* International Passenger Survey (IPS) by ONS
** VisitBritain/Ipsos ‘Decisions and Influences’ research
*** Anholt-Ipsos Nation Brands Index 2019

96% of German visitors were “likely” or “extremely likely” to recommend Britain in 2017
76% of German visitors were repeat visitors in 2015