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Federal Ministry  
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on the basis of a decision  
by the German Bundestag

**Germany**  
*The travel destination*



[www.germany.travel](http://www.germany.travel)

2024

**FACTS  
AND  
FIGURES**

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**Inbound tourism  
to Germany**

**85.3**

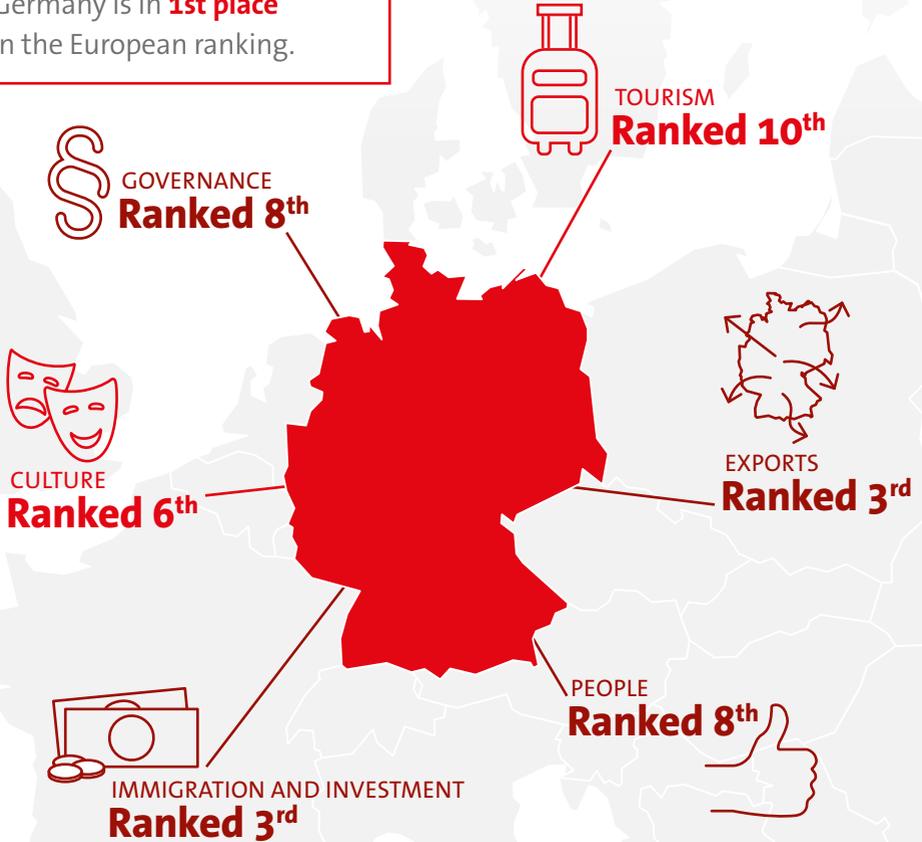
**million overnight stays  
by foreign visitors in 2024**

Source: Federal Statistical Office 2025



# Germany retains **no. 2 ranking** in the **Nation Brands Index**

Germany is in **1st place**  
in the European ranking.



The NBI examines a country's reputation in six categories:  
Exports, Governance, Culture, People, Tourism, and Immigration  
and Investment

Source: Anholt & Co. NBI 2024, 50 nations worldwide

# Key drivers for Germany's global tourism image



**Historic Buildings**



**Vibrant City Life**



**Contemporary Culture**



**Natural Beauty**

Source: Anholt & Co. NBI 2024, 50 nations worldwide

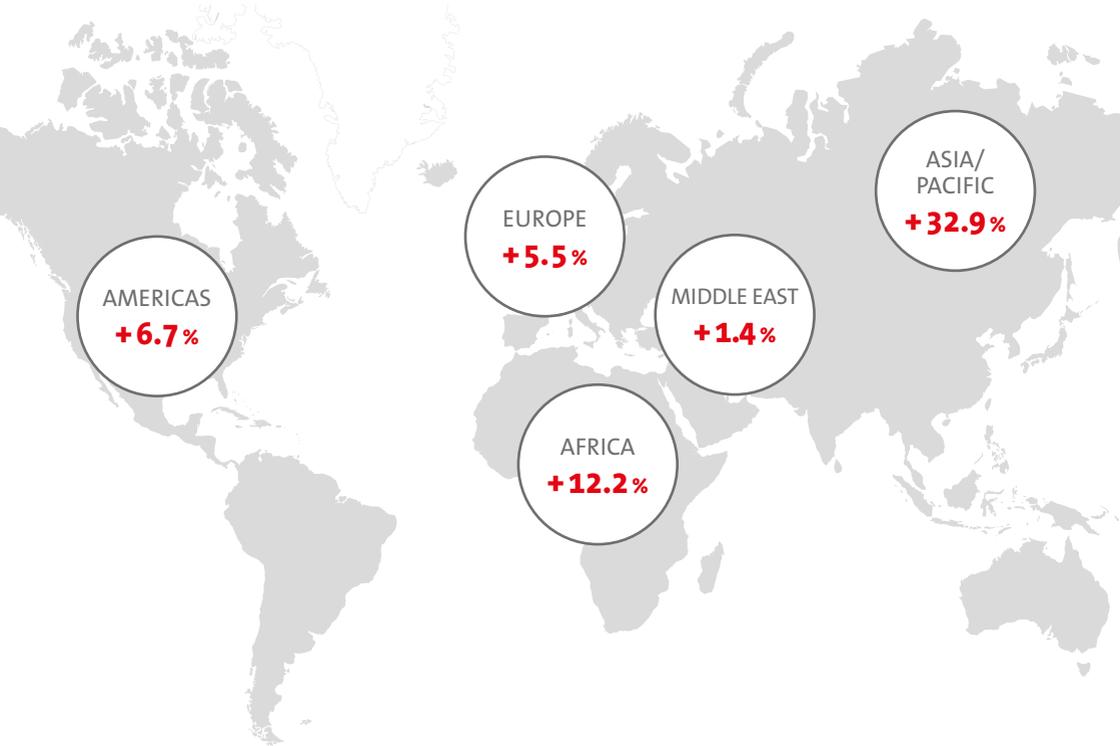
International tourism  
increases to

**1,445**  
million arrivals  
in 2024

Source: UN Tourism, January 2025



# Back to worldwide growth in 2024



**+10.7%**  
Change 2024/23

Source: UN Tourism, World Tourism Barometer, January 2025, preliminary figures

**Recovery** of international arrivals worldwide at

**98.7%** compared to 2019\*

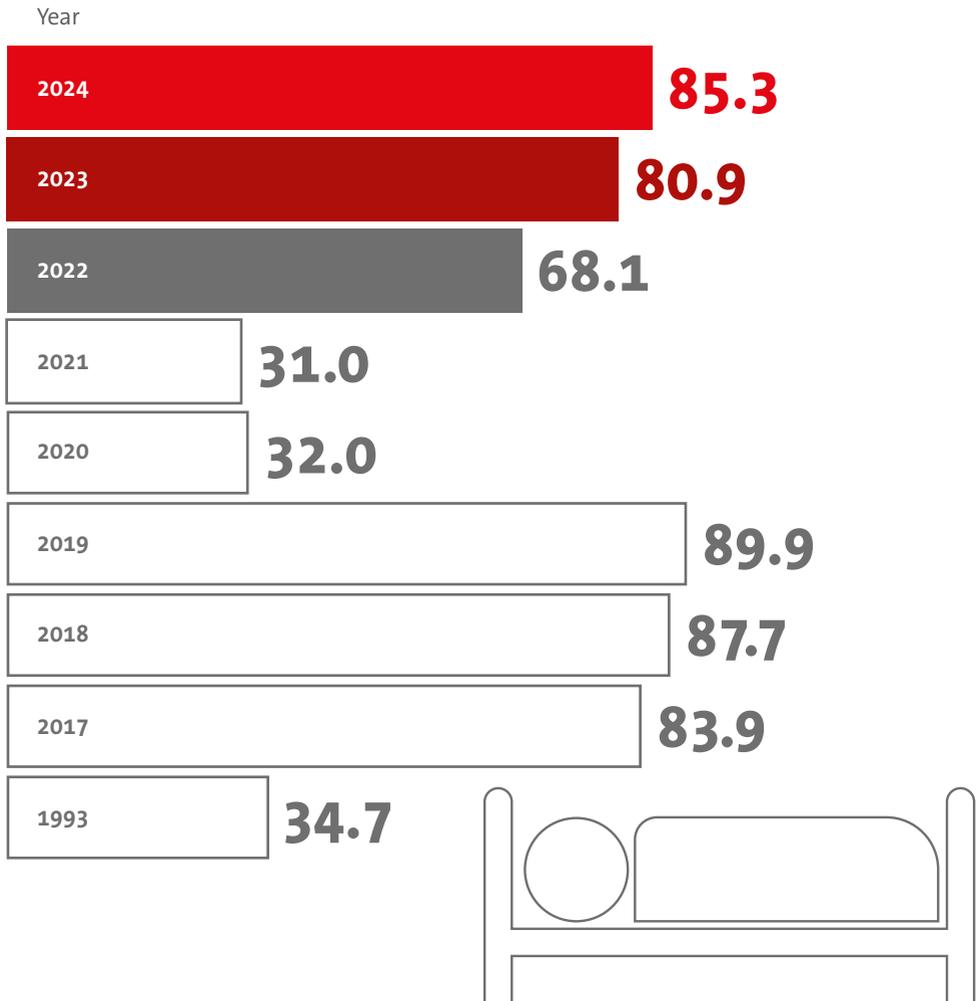
**Recovery** of arrivals in **Germany** already at

**94.8%**  
2024 compared to 2019\*\*

Source: \*UN Tourism, January 2025, international arrivals;  
\*\*Federal Statistical Office 2025 (January–December 2024 compared to January/December 2019)

# Until 2019, the number of **overnight stays** from **international visitors** to Germany had **risen by 55.2 million**

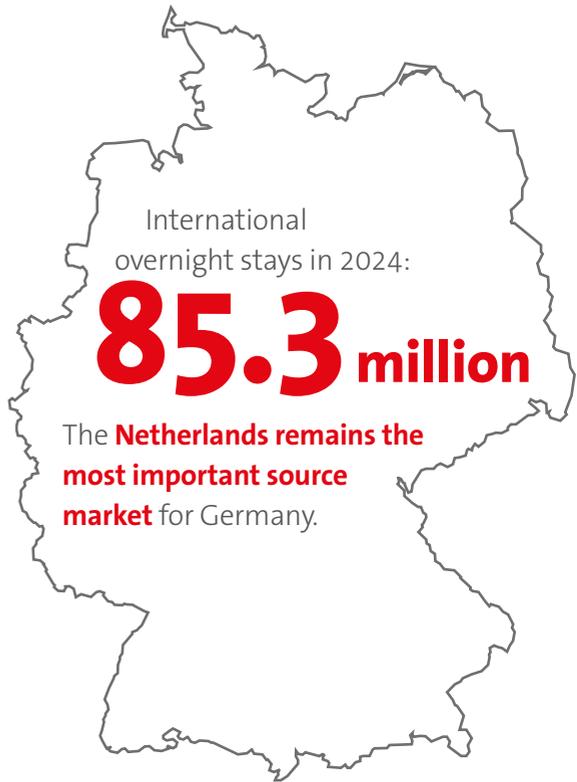
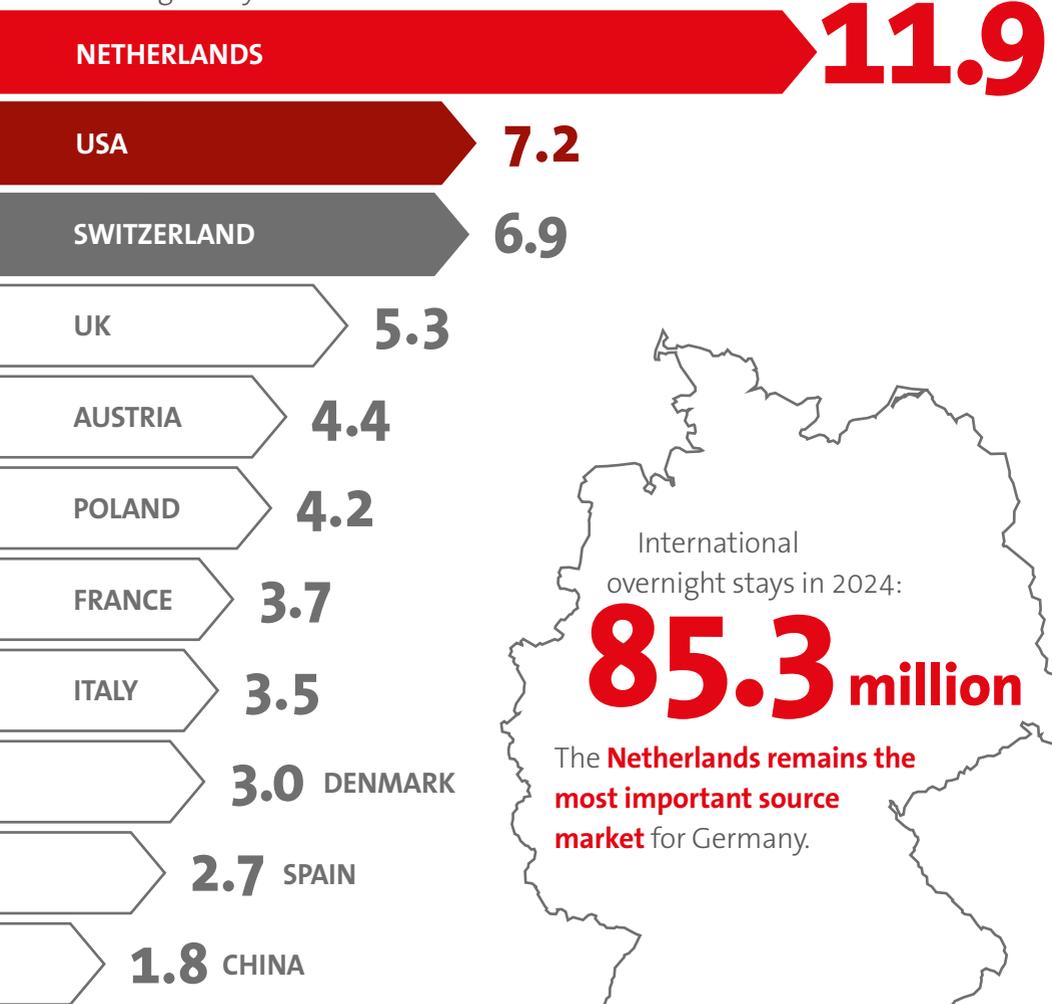
Overnight stays from international visitors in millions since 1993



Source: Federal Statistical Office 2025

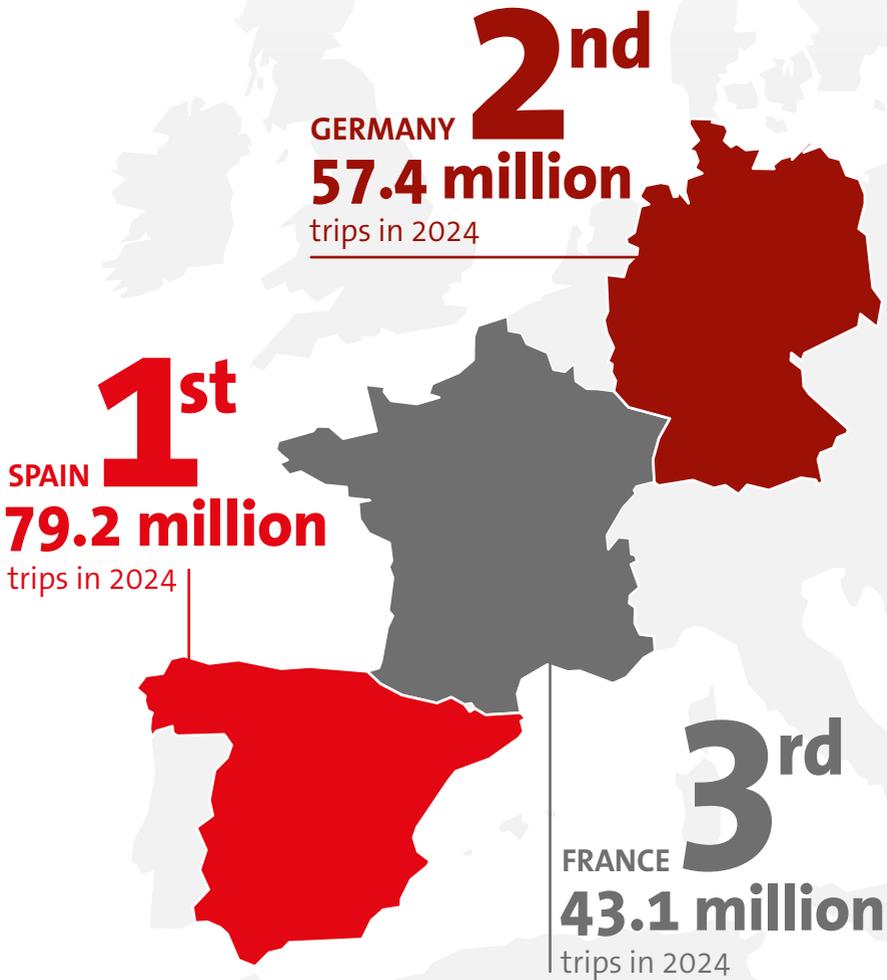
# Most important source markets worldwide for Germany in 2024

Overnight stays in millions



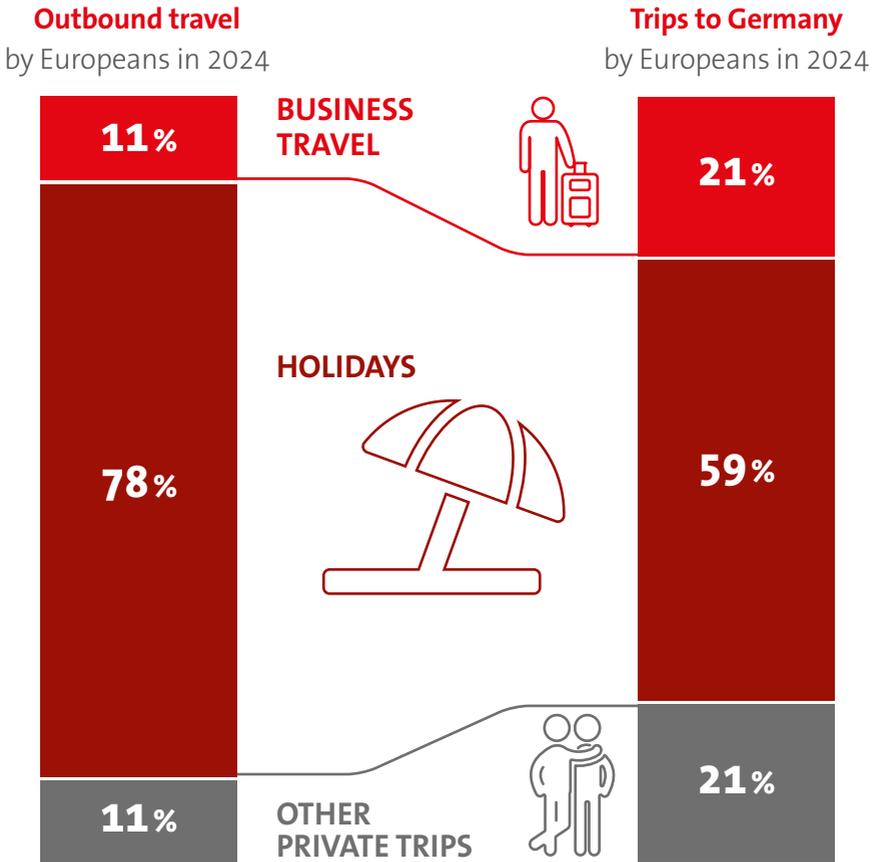
Source: Federal Statistical Office 2025

# 2024: Destination Germany is the **second most popular destination for Europeans**



Source: GNTB/WTM 2024, IPK 2025, preliminary figures

# Germany has an **above-average share** of the European business travel market

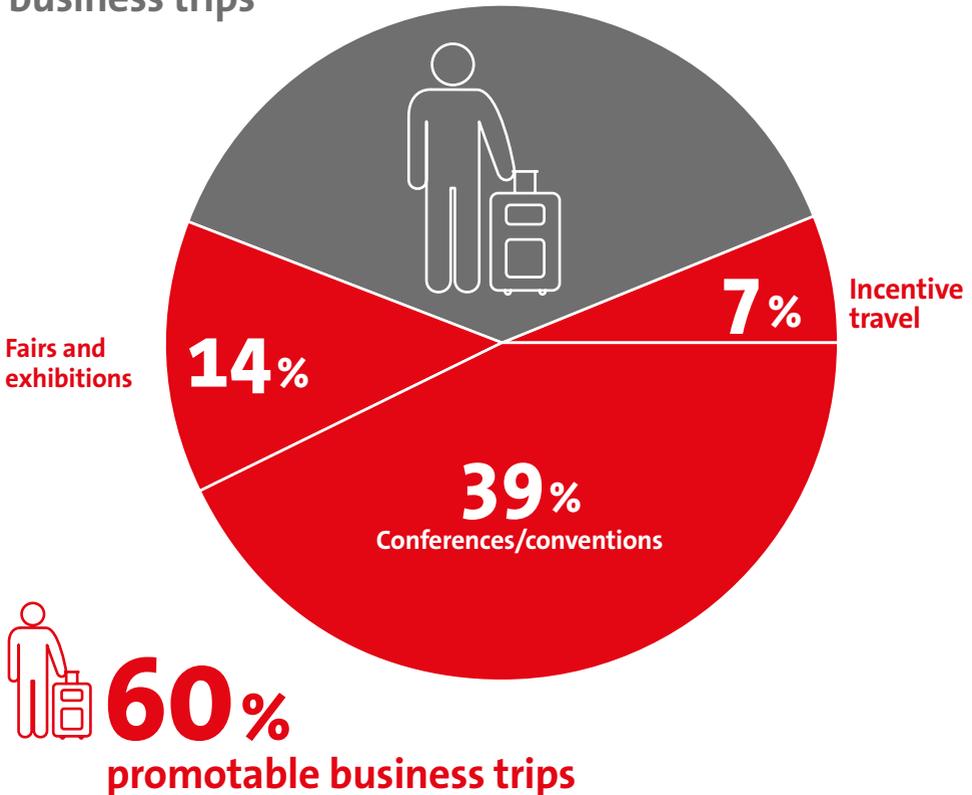


Source: GNTB/WTM 2024, IPK 2025

# Promotable business trips to Germany by Europeans have the largest market share, with **7.1 million** in 2024

Total volume of business trips from Europe in 2024: **11.9 million trips**

## 40% traditional business trips

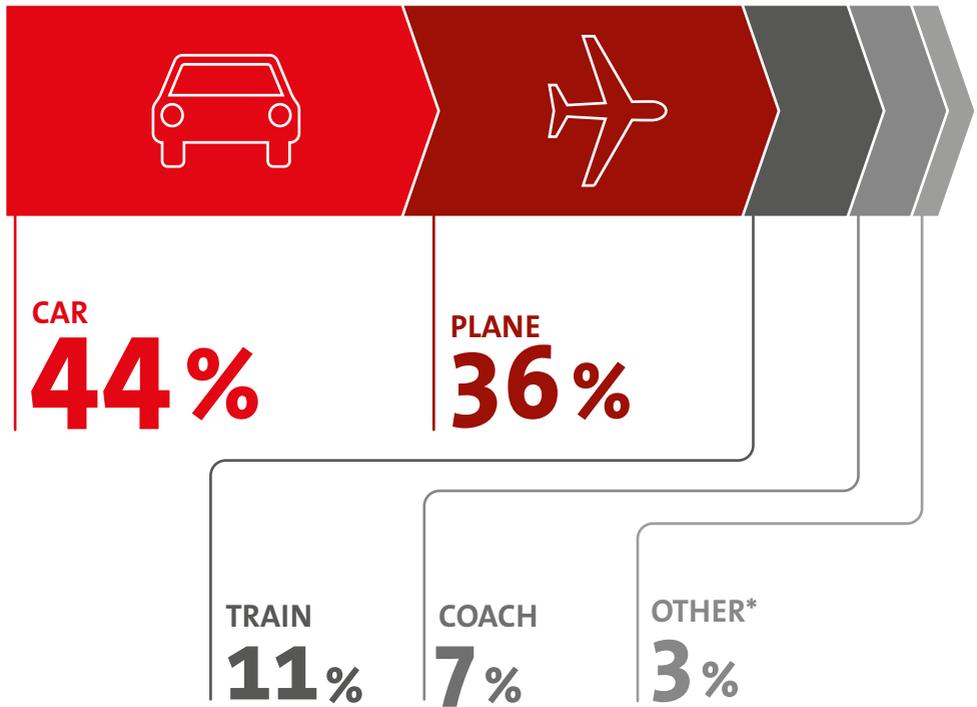


Source: GNTB/WTM 2024, IPK 2025, preliminary figures

# Cars and planes are the most important modes of transport for **trips made by Europeans** to Germany

All trips from Europe to Germany in 2024: **57.4 million**

Market share



In 2024 travel expenditure\*\* on trips to Germany by visitors from Europe came to €50.3 billion.

\*By sea, motorbike, bicycle and other transport; \*\*all travel expenditure for transportation, accommodation, food, shopping, etc. while staying in Germany, as well as travel to, from and within Germany; source: GNTB/WTM 2024, IPK 2025

# Booking agent/channels for trips made by Europeans to Germany in 2024

A **multi-channel strategy** is a **must for travel to Germany** in order to succeed in the international market.

**DIRECT BOOKING OF ACCOMMODATION**

**28%**

**TRAVEL AGENT**

**15%**

**DIRECT BOOKING OF TRANSPORT**

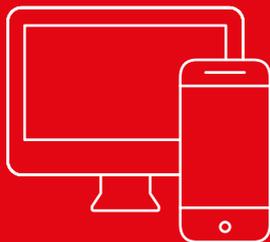
**14%**

**OTHER\***

**14%**

**INTERNET**

**87%**



Share of bookings in 2024 (%)

\*Club, newspaper, church, school, company travel agency and other (multiple answers permitted), only travel booked in advance; source: GNTB/WTM 2024, IPK 2025

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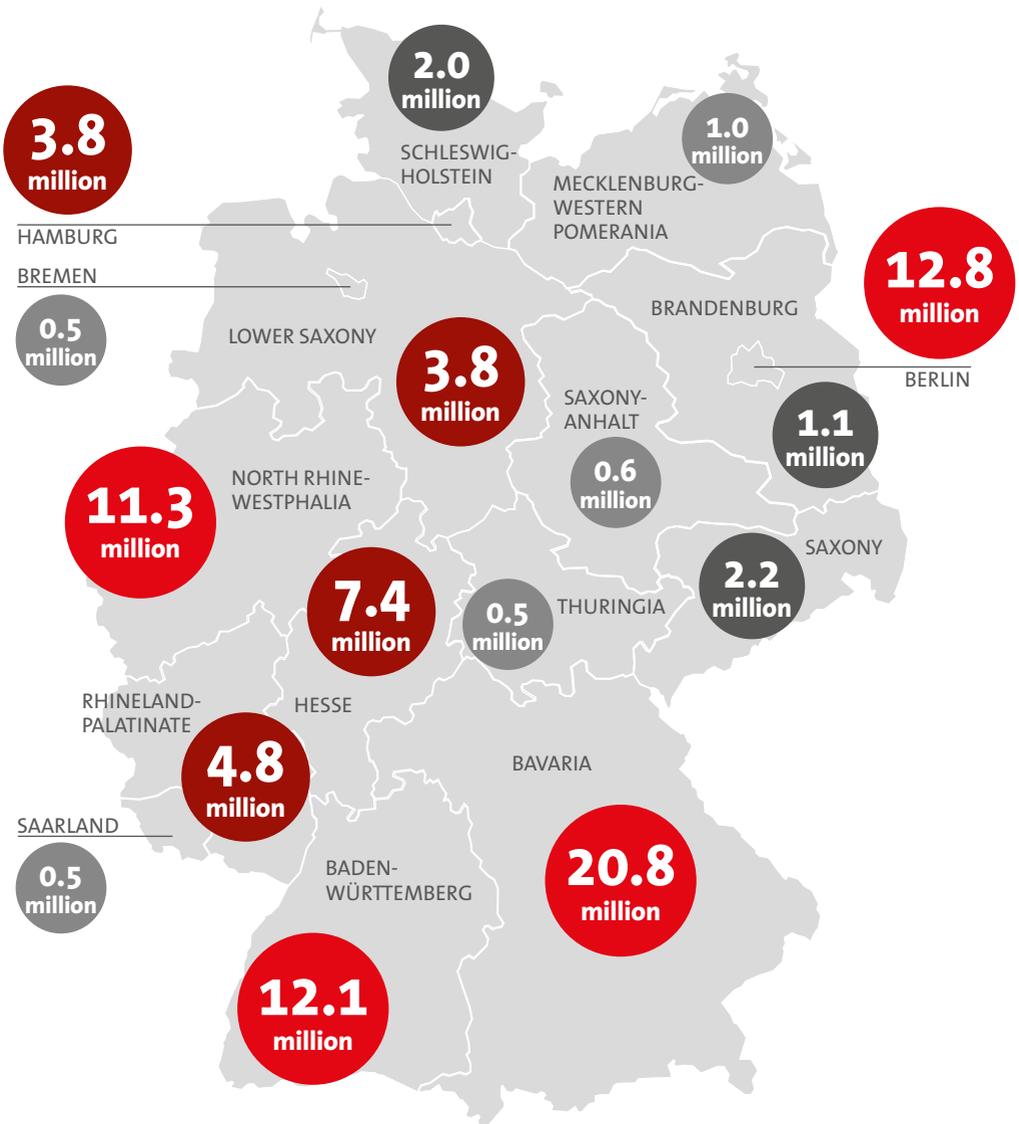
**International overnight stays**  
in 2024

**+5.4%**

compared to 2023

Source: Federal Statistical Office 2025

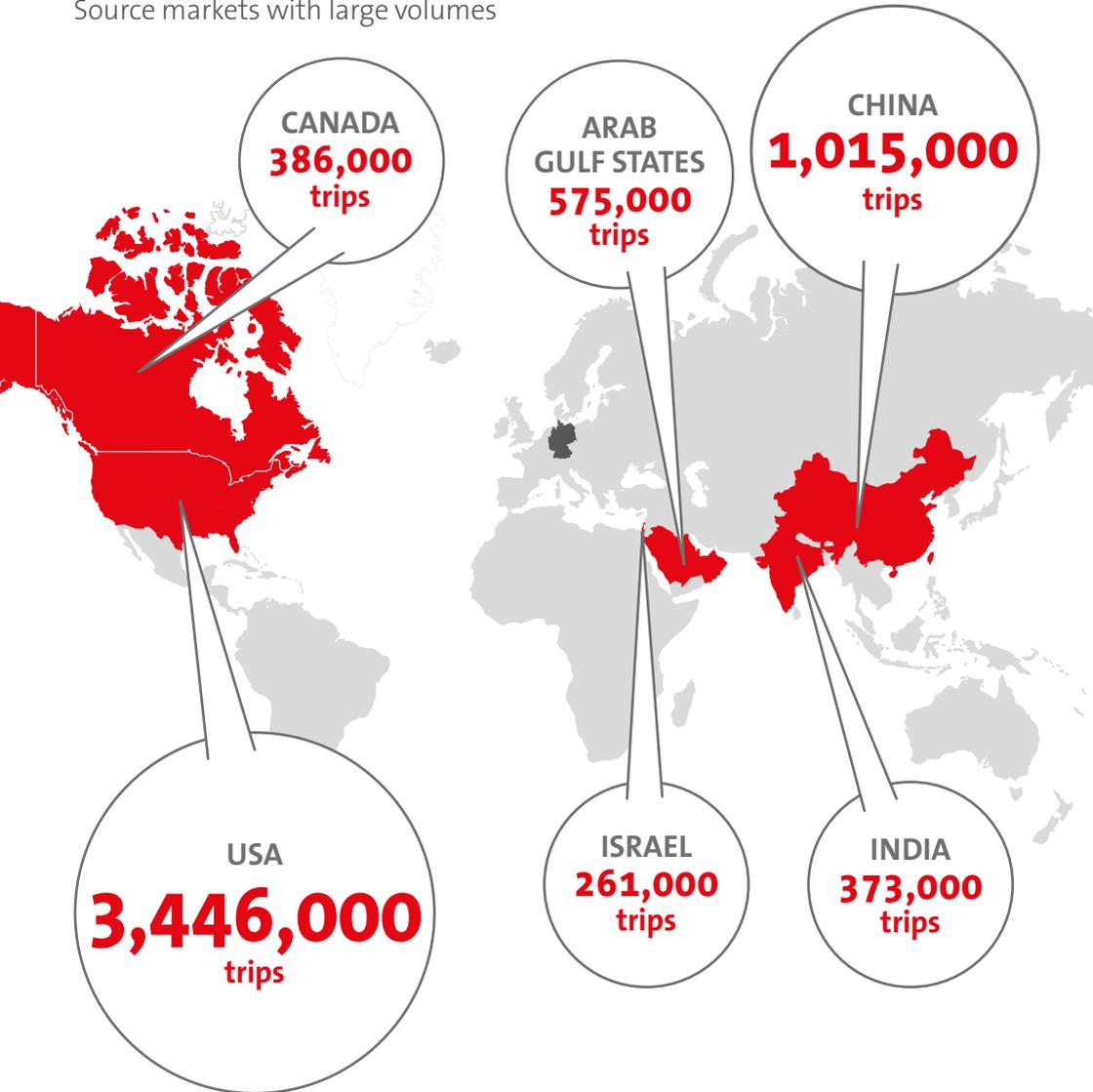
# International overnight stays by federal state



Source: Federal Statistical Office 2025

# Incoming from Overseas markets to Germany 2024

Source markets with large volumes



Source: GNTB/WTM 2024, IPK 2025

# Booking agent/channels for trips made from Overseas to Germany in 2024

A **multi-channel strategy** is a **must for travel to Germany** in order to succeed in the international market.

**TRAVEL  
AGENT**

**33%**

**DIRECT BOOKING OF  
ACCOMMODATION**

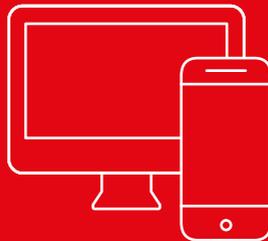
**24%**

**DIRECT BOOKING OF  
TRANSPORT**

**23%**

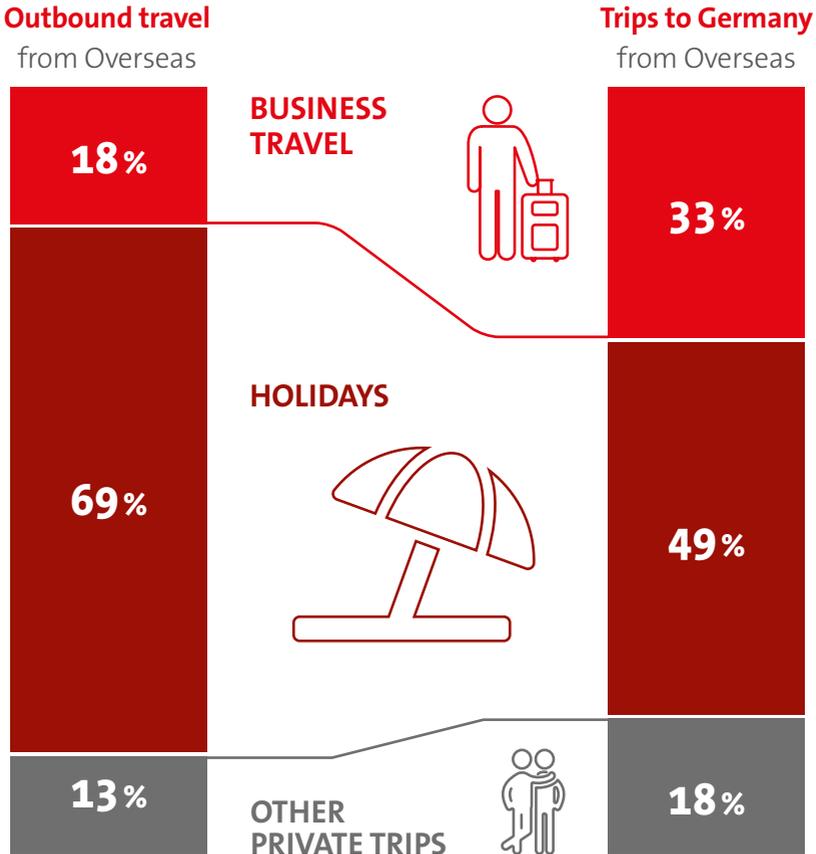
**INTERNET**

**85%**



Share  
of bookings  
in 2024 (%)

# One-third of the trips from Overseas to Germany are **business trips**

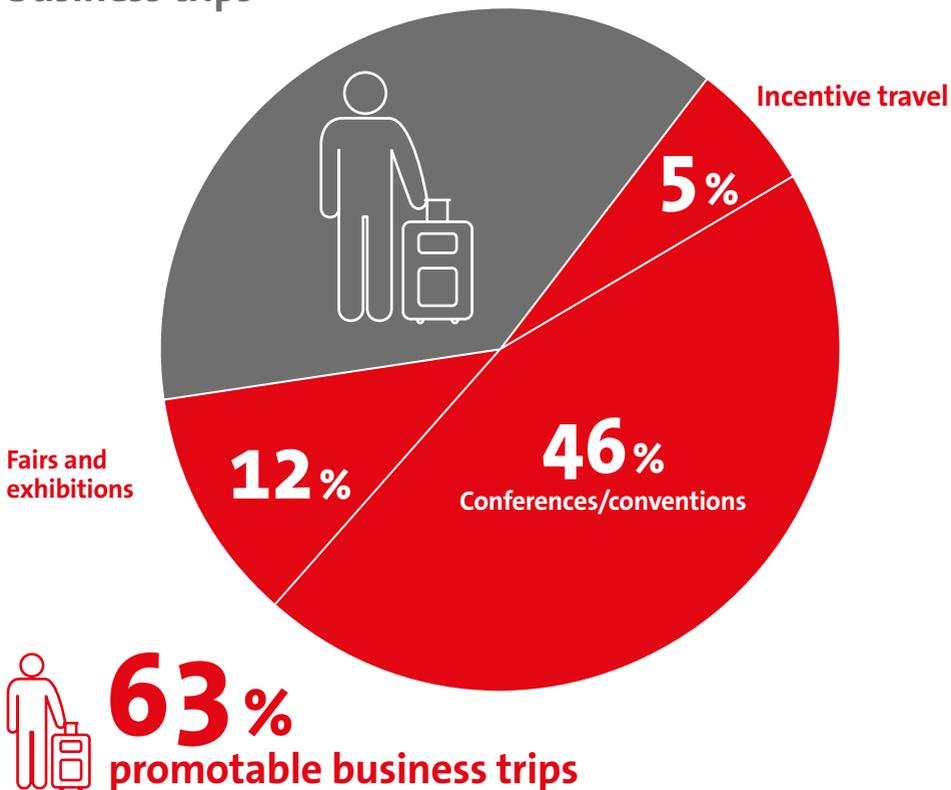


Source: GNTB/WTM 2025, IPK 2025, preliminary figures, Deviations from 100% are due to rounding

# Promotable business trips to Germany from Overseas have the largest market share in 2024

Total volume of business trips from Overseas in 2024: **2.7 million trips**

## 37% traditional business trips



Source: GNTB/WTM 2024, IPK 2025, preliminary figures only travel booked in advance (multiple answers permitted)

## Germany's **major cities remain popular**

Distribution of international overnight stays in German towns and cities by size in 2024

**58%**

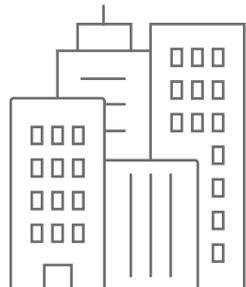
in destinations with over 100,000 inhabitants

**23%**

in destinations with 10,000–100,000 inhabitants

**19%**

in destinations with fewer than 10,000 inhabitants



**Culture** is an important facet of  
global Germany marketing

**1<sup>st</sup>** place for Germany as a  
**cultural destination**\* among  
worldwide travel by Europeans.

**21** % of all international  
**holiday trips** to Germany  
are **cultural trips**\*\*.

**1.9** high overall satisfaction\*\*\*  
among holidaymakers  
from abroad for **culture holidays**.

Source: \*GNTB/WTM 2024, IPK 2025; \*\*Qualitätsmonitor Deutschland-Tourismus, May 2018–Oct 2024, multiple answers permitted; \*\*\*Qualitätsmonitor Deutschland-Tourismus, scale: 1 = delighted to 6 = disappointed, May 2018–Oct 2024

## High scores for Germany in sustainability

Germany **ranked\***

**3<sup>rd</sup>**

evaluating destinations by their range of offers considering climate and environmental protection/sustainability

Germany **ranked\*\***

**The 2024 SDG Index scores:**  
Germany 83.45/Rank 4 of 167

**4<sup>th</sup>**

Germany **ranked\*\*\***

**14<sup>th</sup>**

out of 63 countries,  
**Climate Change Performance  
Index 2024 (CCPI)**



Source: \*Sustainability & Travel, results of 27 source markets, IPK International Oktober 2024; \*\*Sustainable Development Report 2024, SDG Index; \*\*\*Climate Change Performance Index 2024 (CCPI)

# The **importance of sustainability** is increasing worldwide

**24% of respondents worldwide generally rule out destinations without sustainable offers.**

“I would like to be environmentally friendly and have therefore chosen a train/bus for the journey or, in the case of an unavoidable flight, the flight without a stopover and rather economy than business class”



“I mainly use public transport on site or cover the distances on foot or by bike”



“I book an Eco certified hotel or stay at an Eco certified campsite”



% = agree/partially agree

Source: Sustainability & Travel, results of 27 source markets, IPK International October 2024/2023/2022

## UEFA EURO 2024

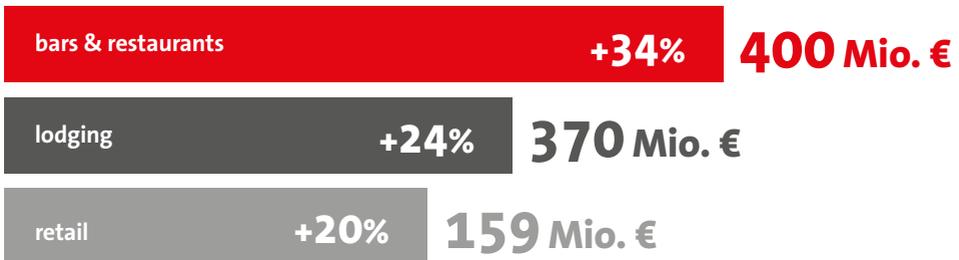
**745**  
thousand

international ticket holders for the UEFA EURO 2024 in Germany generated around **2.6 million overnight stays with an average length of stay of 3.5 nights** <sup>1,2</sup>

**+1.031**  
billion euros

induced by UEFA EURO 2024 in consumer spending by international guests <sup>3</sup>

Spending categories **lodging, bars and restaurants and retail** benefit particularly from the uplift in international consumer spending during EURO 2024 <sup>3</sup>



## Net effect of consumer spending:

- Increase of **+9%** for Germany as a destination
- **+29%** for host cities <sup>3</sup>

Source: <sup>1</sup> Nielsen Sport / UEFA

<sup>2</sup> dwif Qualitätsmonitor, special evaluation for the UEFA EURO 2024

<sup>3</sup> Mastercard SpendingPulse Destinations™ Macro travel indicator for tourism spending across all payment types. SpendingPulse Destinations™ derives total tourism sales and tourism sales at the sector level by aggregating sales activity on the Mastercard payment network and survey-based estimates for other payment types (including cash). These aggregates are then adjusted to take into account macroeconomic factors so that they are so that they are representative of consumer retail spending. The EURO 2024 period is defined as June 7 - July 21, 2024, which includes on week before and one week after the official tournament dates. This extended timeframe is designed to account for visitors who arrived early and left after the event concluded, providing a more accurate picture of the overall economic impact of the event. To ensure the analysis is as precise as possible, a comparative period is defined as June 9 - July 23, 2023, covering the same calendar dates from the previous year. This comparison aims to isolate the effect of the EURO 2024 event by examining spending behavior in a year without the tournament.

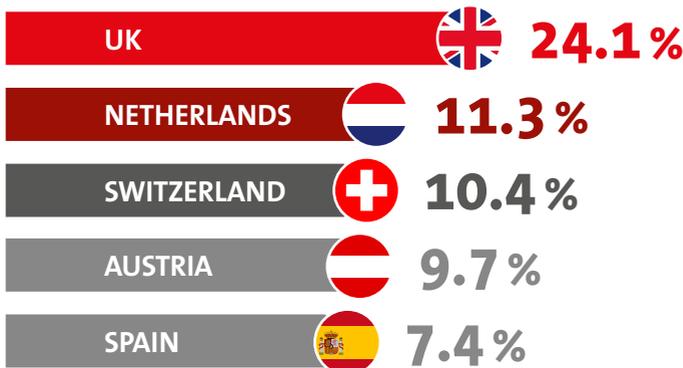
# 64%

of visitors to the **6 key countries** with a very positive influence of UEFA EURO 2024 on the perception of Germany <sup>4</sup>

View of the population in **6 Key countries** on the UEFA EURO 2024 in Germany: <sup>4</sup>



## Top 5 international stadium visitors Nations: <sup>2</sup>



Source: <sup>4</sup> Source: Simon Anholt Nation Brand Index 2024, exclusive questions on behalf of GNTB e.V., country scope: USA, UK, France, Italy, Poland, China.

## Music and Events

Total revenue from live entertainment  
Music events already generate

**5.6 billion €** in Germany in 2023<sup>1</sup>

In 2024, a total of

**1.8 billion €**

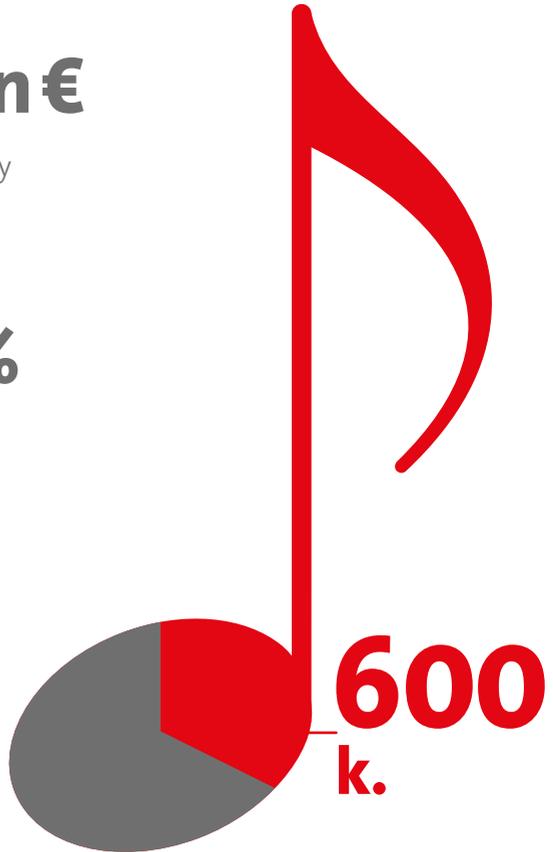
event trips from Europe to Germany

Increase of **+36%**  
compared to 2023<sup>2</sup>

Approximately

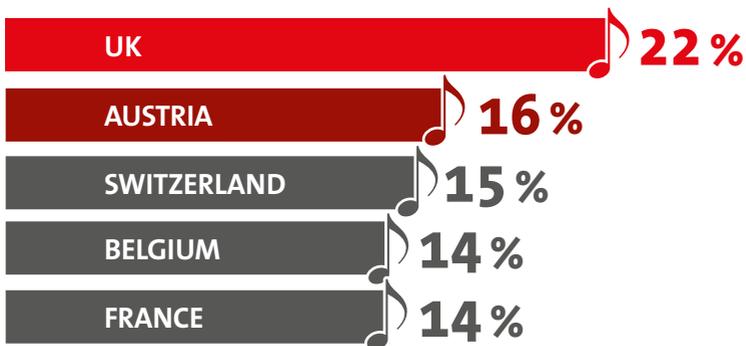
**one  
third**

of event travellers stated that  
they had attended a concert on  
this event trip<sup>2</sup>





The following source markets visited events particularly frequently during their holiday in Germany<sup>3</sup>



Source: <sup>1</sup> Oxford-Economics [https://www.oxfordeconomics.com/wp-content/uploads/2024/11/OxEcon\\_Music Economy Study-2024.pdf?utm\\_source=Wordpress\\_landing\\_page&utm\\_medium=website&utm\\_campaign=701Px00000H1ygHIAR](https://www.oxfordeconomics.com/wp-content/uploads/2024/11/OxEcon_Music_Economy_Study-2024.pdf?utm_source=Wordpress_landing_page&utm_medium=website&utm_campaign=701Px00000H1ygHIAR), total revenues (domestic + incoming)

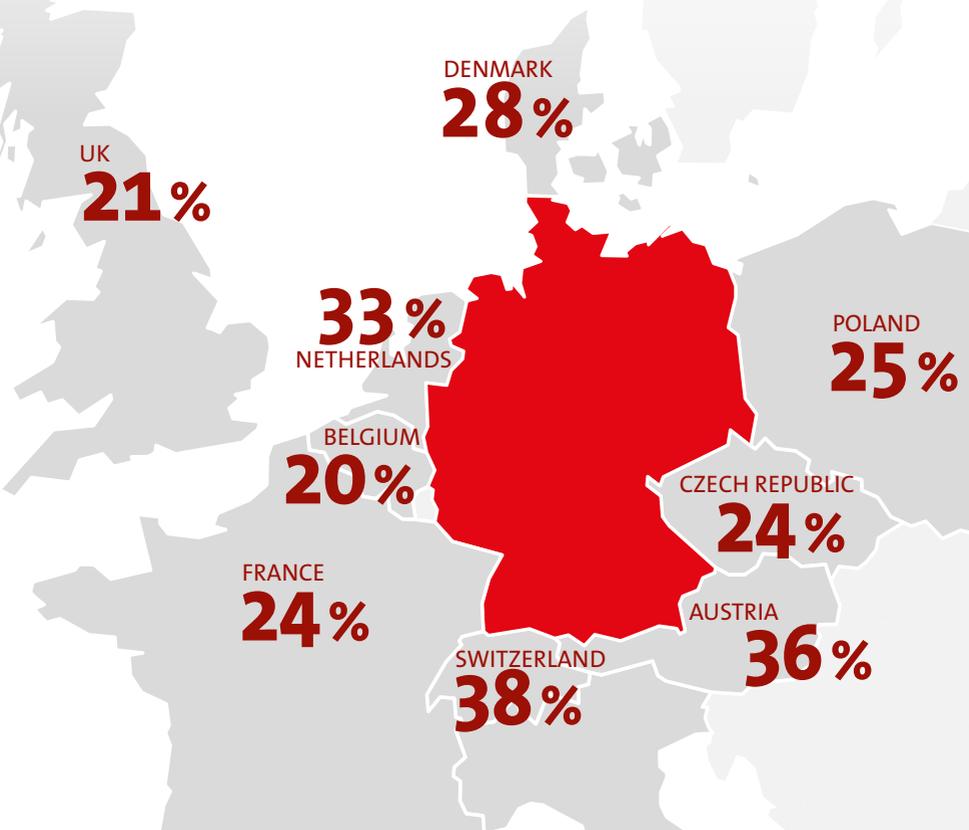
<sup>2</sup> IPK 2025 (WTM 2024)

<sup>3</sup> Qualitätsmonitor Deutschland-Tourismus  
Jan-Oct 2024

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# Travel intentions 2025

Intentions to travel to Germany **in the next 12 months**



AMERICANS	22%
EUROPEANS	24%
ASIANS	24%

Source: Sustainability & Travel, results of 27 source markets, IPK International October 2024

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