

TOURISM REMAINS A KEY ECONOMIC FACTOR FOR GERMANY



For the first time Destination Germany breached the 400 million mark, with excellent growth in the volume of overnight stays by international visitors providing much of the momentum.

In 2012 the German Federal Statistical Office recorded 338 million domestic overnight stays and 68.8 million overnight stays by visitors from abroad in accommodations with more than ten beds resulting in 407 million overnight stays overall.

"We have exceeded the forecast volume of 400 million overnight stays from Germany and abroad. This emphatically underlines the huge popularity of Destination Germany, which is becoming increasingly attractive to people from other countries," says Ernst Burgbacher, Member of the German Parliament, Parliamentary State Secretary at the Federal Ministry for Economics and Technology and Federal Government Commissioner for SMEs and Tourism.

The German Federal Statistical Office recorded a total of 4.85 million overnight stays by US visitors, up 4.2 per cent on the previous year. "The US market is going from strength to strength and has played a promising role in this new record result in Germany. If Destination Germany continues to perform well, we are optimistic to be on track to achieve 5.9 million overnight stays by US travelers by 2020," says Ricarda Lindner, Regional Manager of the Americas, German National Tourist Office (GNTO).

The mood in Destination Germany is distinctly positive at the moment. This was the finding of the latest seasonal survey by the Association of German Chambers of Industry and Commerce (DIHK). According to the survey, the hospitality industry enjoyed a good summer of business. Campsites recovered particularly well, almost reaching the record levels last seen in summer 2003. Room occupancy rates in the hospitality industry rose by more than 1 per cent year on year to 56.7 per cent.

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