

BAVARIAN TOURISM INDUSTRY BREAKING RECORDS



Bavarian tourism data show that in 2017 guests from all over the world stayed in local hotels and guesthouses for 94 million nights. During their stays, the most important aspects were nature and the mountains of the region.

At the end of June, school holidays begin in the federal state. By then, especially the highways in the direction of Bavaria will be packed again. The high season is about to begin for the Bavarian tourism industry.

The number of guests has risen once again last year. The state registered more than 94 million overnight stays in 2017, compared to 91 million the year before. The state of Bavaria is the undisputed number one nationally. About one fifth of the guests now come from abroad, especially from Austria, the Netherlands, the USA and Switzerland.

In total, tourists spend about 31 billion euros in the region every year. For more than 560,000 inhabitants, income depends entirely on tourism. And the share of Bavaria in the total German tourist added value is almost one fifth, according to official information.

The most sought-after region is Upper Bavaria with around 40 million overnight stays. Of these a third account to the city of Munich. However, many other places such as Garmisch-Partenkirchen or Schönau am Königssee are also very popular. The untouched nature, imposing mountain landscape, that is what many visitors associate with Bavaria in the first place.

A survey conducted by the Nuremberg-based market research company GfK among German holidaymakers in Bavaria has revealed that 60% consider “stay in nature” one of their holiday activities. And for a good third, it is the main reason for their trip to the Free State.

Bavarian hoteliers will be happy to hear that 97 percent of all German tourists found their vacation in Bavaria “very good” or “good”. 83% will either “probably” come back or “definitely”. And most importantly, 94% would recommend Bavaria as a holiday destination.

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