

# GERMAN TOURISM KEEPS GROWING AT AN ABOVE-AVERAGE RATE



Recent data revealed that Germany's popularity as a tourist destination in the European competition of destinations continues to grow at an above-average rate despite difficult general conditions.

German tourism is booming and is even growing at an above-average rate compared to other European countries. This is confirmed by an interim evaluation of the World Travel Monitor data for the months January to August 2019 by the market research company IPK International on behalf of the German National Tourist Board (GNTB).

**According to the study, trips to Germany from Europe increased by four percent, although the number of trips abroad by Europeans increased by only 2.5 percent in the period.**

Europe is by far the most important source market for German inbound tourism. Growth impetus from overseas markets was provided by North America with a plus of three percent.

In a direct comparison with its competitors, German tourism achieves higher growth rates than France, Italy, Spain and the UK in both European and global source markets. Petra Hedorfer, CEO of the GNTB, commented: "We were able to further expand Germany's strong position as a travel destination in an extraordinarily competitive environment. As a holiday destination we continue to grow, as a business destination we maintain our leading position."

**Holiday trips are the most dynamic market segment with a plus of six percent, with long holiday trips (plus seven percent) growing even faster than short trips (plus five percent).** Germany remains by far the most important business destination for Europeans. The growth rates of two percent are twice as high as those of the overall European market. While the traditional business travel segment continued to decline (minus two per cent), Germany recorded significant gains of four per cent in trade fair and event business travel.

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