

GERMANY: 58.4 MILLION OVERNIGHT STAYS IN JULY 2026



The accommodation establishments in Germany reported a total of 58.4 million overnight stays of domestic and international guests in July 2026. Compared with July 2025, this is an increase of 3.2 percent, according to a preliminary assessment by the Federal Statistical Office (Destatis).

The increase in overnight stays was achieved both domestically and internationally. Overnight stays of German guests increased by 3.2 percent to 47.7 million and of guests from abroad also by 3.2 percent to 10.8 million.

Steady Growth Through the First Seven Months

With 282.1 million overnight stays, accommodation establishments thus achieved a 0.9 percent increase compared with the same period of the previous year. **Domestic overnight stays were 235.0 million (plus 0.8 percent) and international overnight stays 47.1 million (up 1.0 percent) from January to July 2026.**

The statistics refer to accommodation establishments with at least ten beds or ten pitches on campsites, such as hotels, inns, guesthouses, holiday accommodations, campsites, as well as other establishments associated with tourism.

Foreign Demand Still Below the Pre-Pandemic Levels

Compared with the same period in 2019, the number of overnight stays of foreign guests is still 7.2 percent lower. Their share of the total overnight stays has also decreased: 16.7 percent of overnight stays were made up of guests from abroad in the first seven months of 2026, compared with 18.1 percent in the same period of 2019.

This decline affects especially the large city hotel sector, as well as trade fair and congress locations and regions popular with tourists with a strong share of overseas guests.

Industry Confidence Holds Steady

Despite the many geopolitical and economic uncertainties, German incoming tourism is keeping its nerve with a growing demand. **The current development shows that the Germany brand as a travel destination lives up to its charisma and is optimally positioned on the international competitive market.** The perception as a service-oriented, safe quality destination, the attractive price/performance ratio and the extensive positioning and presence in the source markets contributes to facing the current challenges. Germany is once again one of the top holiday destinations in Europe this summer.

Among international travel decision-makers surveyed German tourist board, 45 percent rate their current business in Germany positively (up 17 percentage points compared with the previous quarter) and 51 percent are optimistic about the business situation in the next six months.

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