FOREIGN TOURISTS IN GERMANY SET FOR STRONG GROWTH IN OVERNIGHT STAYS

Overnight stays in Germany by foreign tourists are expected to grow by 29% between 2026 and 2036. Domestic overnight stays will increase by 22%. This will result in an overall increase of 24%.

Across Europe, foreign overnight stays are expected to grow by 42% and overall overnight stays by 32%.

German cities are likely to see more languages. **While most of the foreign tourists will be from neighboring countries, there will be large percentage increases from Asia and the Middle East.** Languages such as Mandarin, Korean and Arabic will be heard more commonly.

Strong Gains from China and Other Asian Markets

Chinese travelers are likely to increase in number of 178%. However, this is from a low base. In 2025 China accounted for around 865,000 arrivals and 1.85 million overnight stays. This was around 2% of overall foreign overnight stays in Germany and around two-thirds of 2019 levels.

Other Asian countries are also expected to grow quickly. South Korea will grow by 94%, Japan will grow by 92% and India will grow by 84%. The Middle East will see the demand increase by 112%. Hotel group Accor says this is due to increased income, new flight links and better infrastructure.

Neighbors Remain the Core Source Market

While the countries further away will see large percentage increases, the main source countries will still dominate. In 2025, the Netherlands had the most overnight stays, followed by USA and Switzerland. By 2036, the Netherlands and Switzerland will still be at the top, followed by the USA and UK. China could be in fifth place.

Business tourism is expected to see more moderate growth. Overseas business tourism is expected to grow by 25% in Germany and 50% across Europe. France will be the largest business tourism market in Europe.

Increased Spending

International tourists will spend more money. Foreign spending in Germany is expected to grow by 75% by 2036. The biggest increases are expected in transport (+88%), leisure, culture and sports (+79%), gastronomy (+78%) and retail (+72%).

Smaller Destinations Expected to Catch Up

Across Europe, the smallest and medium-sized destinations will see the largest increase in foreign tourists. **Azerbaijan will see the largest increase of 116%, followed by Latvia, Romania and Hungary (80-83%).**

Overall, this shows that there will be a slow diversification of tourism into Germany and Europe. While most tourists will still come from nearby countries, there will be an increase in tourists coming from Asia and the Middle East.

Date: 2026-11-08

Article link:
https://www.tourism-review.com/overnight-stays-of-foreigners-in-germany-to-go-up-news15702