

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Germany



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	1,524	1,782	1,687	1,726	1,824	1,876	1,916	1,969	444
Percentage Change (%)	10	17	-5	2	6	3	2	3	29

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$5,645	\$7,167	\$5,792	\$6,585	\$7,061	\$7,465	\$7,237	\$7,393	\$1,748
Travel (all purposes including education)	\$4,544	\$5,667	\$4,699	\$5,363	\$5,629	\$5,887	\$5,552	\$5,564	\$1,020
Of which: Education Related	\$243	\$266	\$297	\$301	\$310	\$318	\$336	October	-
Of which: Other Business/ Personal Travel	\$4,224	\$5,320	\$4,364	\$4,982	\$5,235	\$5,482	\$5,129	October	-
Passenger Air Transportation ²	\$1,101	\$1,500	\$1,093	\$1,222	\$1,432	\$1,578	\$1,685	\$1,829	\$728
Change (%) in Total Exports	17	27	-19	14	7	6	-3	2	31

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

⁽²⁾ The Bureau of Economic Analysis no longer publishes country-specific passenger fare estimates until October; therefore, an estimate was used for 2014.

^(p) Preliminary, subject to future revisions. Education-related and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	42	41	-0.4
Online Travel Agency	36	37	1.2
Travel Agency Office	24	26	2.2
Personal Recommendation	22	23	1.2
Travel Guides	16	20	4.2
Corporate Travel Dept.	16	15	-1.2
National/State/City Travel Office	6	7	1.6
Tour Operator/Travel Club	6	5	-0.5
Other	6	7	0.5

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	53	57	3.9
Visit Friends/Relatives	19	18	-0.8
Business	15	14	-1.4
Convention/Conference/Trade Show	7	6	-0.6
Education	3	3	0.0
Religion/Pilgrimages	0	0	0.1
Health Treatment	0	0	-0.1
Other	2	1	-1.1

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	65	69	3.2
Visit Friends/Relatives	32	32	-0.4
Business	18	17	-0.5
Convention/Conference/Trade Show	9	9	-0.2
Education	7	6	-0.9
Religion/Pilgrimages	1	1	-0.5
Health Treatment	0	0	-0.2
Other	3	1	-1.4
NET PURPOSES OF TRIP:			
Leisure & VFR	78	81	3.1
Business & Convention	24	23	-1.1

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	87	87	-0.5
Sightseeing	79	80	1.0
National Parks/Monuments	41	44	3.0
Small Towns/Countryside	42	44	1.8
Historical Locations	40	39	-1.0
Experience Fine Dining	36	35	-0.9
Art Gallery/Museum	31	31	-0.7
Guided Tours	25	25	-0.2
Amusement/Theme Parks	20	23	2.7
Cultural / Ethnic Heritage Sites	21	20	-1.1
Concert/Play/Musical	16	18	2.1
Nightclubbing/Dancing	16	16	-0.3
Sporting Event	16	16	-0.2
Water Sports	11	12	0.8
Casinos/Gamble	12	11	-0.9
Camping/Hiking	8	10	2.0
Environ./Eco. Excursions	6	7	1.5
American Indian Communities	6	7	0.8
Golfing/Tennis	3	3	0.2
Hunting/Fishing	2	2	0.0
Snow Sports	1	1	0.2
Other	2	2	-0.4



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Rented Auto	46	47	1.2
City Subway/Tram/Bus	37	37	0.1
Auto, Private or Company	31	30	-1.9
Taxicab/Limousine	28	29	0.6
Air Travel between U.S. Cities	29	29	-0.2
Bus between Cities	13	14	0.6
Ferry/River Taxi/Srt Scenic Cruise	13	13	0.0
Railroad between Cities	7	7	-0.1
Cruise Ship/River Boat 1+ Nights	5	5	-0.4
Rented Bicycle/Motorcycle/Moped	3	3	0.1
Motor Home/Camper	2	1	-0.7

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	118	119	0.7
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	9	9	0.3
First International Trip to the U.S.	20	20	0.3
Length of Stay in U.S. (mean nights)	18.1	18.9	0.8
Length of Stay in U.S. (median nights)	11	12	1.0
Number of States Visited (% 1 state)	66	62	-3.8
Average Number of States Visited	1.6	1.7	0.1
Hotel/Motel (% 1+ nights)	74	77	3.6
Average # of Nights in Hotel/Motel	9.4	9.7	0.3
Travel Party Size (mean # of persons)	1.5	1.6	0.1
Gender: % Male (among adults)	57	54	-2.4
Household Income (mean average)	\$105,575	\$114,130	\$8,555
Household Income (median average)	\$84,105	\$89,928	\$5,823
Average Age: Female (among adults)	38	39	0.5
Average Age: Male (among adults)	42	42	-0.2

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Middle Atlantic	36.4	698	35.0	689
South Atlantic	32.4	621	34.7	683
Pacific	24.4	468	24.9	490
States				
New York	31.5	604	31.4	618
California	22.0	422	22.7	447
Florida	17.7	339	20.9	411
Cities				
New York City	30.6	586	30.2	594

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit:
http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:
<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

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