

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2015 Market Profile: Germany



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## Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015/2008
Total Arrivals	1,782	1,687	1,726	1,824	1,876	1,916	2,056	2,272	490
Percentage Change (%)	17	-5	2	6	3	2	7	10	27

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 <sup>r</sup>	2014 <sup>r</sup>	2015 <sup>r</sup>	Change 2015/2008
Total Travel and Tourism Exports <sup>2</sup>	\$7,167	\$5,792	\$6,585	\$7,061	\$7,464	\$7,708	\$8,235	\$8,874	\$1,707
Travel Receipts	\$5,667	\$4,699	\$5,363	\$5,629	\$5,886	\$6,023	\$6,479	\$7,212	\$1,545
Education Receipts	\$266	\$297	\$301	\$310	\$318	\$338	\$372	n/a	n/a
Other Business/Personal	\$5,320	\$4,364	\$4,982	\$5,235	\$5,482	\$5,129	\$5,181	n/a	n/a
Health/Border/Seasonal	\$81	\$38	\$80	\$84	\$86	\$556	\$926	n/a	n/a
Passenger Fare Receipts	\$1,500	\$1,093	\$1,222	\$1,432	\$1,578	\$1,685	\$1,756	\$1,662	\$162
% Change in Total Exports	27	-19	14	7	6	3	7	8	24

Note: Estimates of passenger fares, education and other business/personal travel spending will be available in October 2016.

## Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Airlines	41	43	1.3
Online Travel Agency	37	39	1.9
Travel Agency Office	26	25	-1.4
Personal Recommendation	23	22	-1.1
Travel Guides	20	15	-4.6
Corporate Travel Dept.	15	14	-0.9
National/State/City Travel Office	7	7	-0.5
Tour Operator/Travel Club	5	5	-0.2
Other	7	7	0.0

## Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	57	56	-1.0
Visit Friends/Relatives	18	21	2.1
Business	14	12	-1.4
Convention/Conference/Trade Show	6	6	-0.1
Education	3	4	0.9
Religion/Pilgrimages	0.3	0.2	-0.1
Health Treatment	0.1	0.1	0.0
Other	1	0.4	-0.4

## All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	69	70	1.4
Visit Friends/Relatives	32	33	1.2
Business	17	14	-2.7
Convention/Conference/Trade Show	9	8	-0.7
Education	6	7	1.2
Religion/Pilgrimages	1	1	0.2
Health Treatment	0.2	0.2	0.0
Other	1	1	-0.5
<b>NET PURPOSES OF TRIP:</b>			
Leisure & VFR	81	83	2.3
Business & Convention	23	21	-2.5

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Shopping	87	87	0.3
Sightseeing	80	81	1.9
National Parks/Monuments	44	45	1.2
Small Towns/Countryside	44	45	1.7
Historical Locations	39	39	0.4
Experience Fine Dining	35	34	-0.5
Art Gallery/Museum	31	33	2.0
Guided Tours	25	26	1.2
Amusement/Theme Parks	23	24	1.0
Cultural / Ethnic Heritage Sites	20	20	0.3
Sporting Event	16	17	0.9
Nightclubbing/Dancing	16	16	0.2
Concert/Play/Musical	18	14	-4.1
Water Sports	12	13	1.3
Casinos/Gamble	11	11	0.7
Camping/Hiking	10	9	-1.4
Environ./Eco. Excursions	7	6	-0.9
American Indian Communities	7	6	-0.8
Golfing/Tennis	3	3	-0.6
Hunting/Fishing	2	2	-0.1
Snow Sports	1	2	0.4
Other	2	2	-0.3



## Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Rented Auto	47	49	1.6
City Subway/Tram/Bus	37	36	-0.8
Auto, Private or Company	30	30	0.8
Taxicab/Limousine	29	27	-2.0
Air Travel between U.S. Cities	29	26	-2.6
Bus between Cities	14	15	0.8
Ferry/River Taxi/Srt Scenic Cruise	13	12	-1.1
Railroad between Cities	7	8	0.7
Cruise Ship/River Boat 1+ Nights	5	6	1.7
Rented Bicycle/Motorcycle/Moped	3	4	0.9
Motor Home/Camper	1	2	0.3

## Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change <sup>(3)</sup>
Advance Trip Decision Time (mean days)	119	123	4.1
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	9	11	1.6
First International Trip to the U.S.	20	21	1.3
Length of Stay in U.S. (mean nights)	18.9	19.0	0.1
Length of Stay in U.S. (median nights)	12	12	0.0
Number of States Visited (% 1 state)	62	64	2.1
Average Number of States Visited	1.7	1.7	0.0
Hotel/Motel (% 1+ nights)	77	74	-3.3
Average # of Nights in Hotel/Motel	9.7	10.7	1.0
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	54	56	1.2
Household Income (mean average)	\$114,130	\$93,365	-\$20,765
Household Income (median average)	\$89,928	\$73,986	-\$15,942
Average Age: Female (among adults)	39	38	-0.5
Average Age: Male (among adults)	42	41	-0.9

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

Visitation to U.S. Destinations/Regions <sup>(3)</sup> (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
Regions				
Middle Atlantic	35.00	720	33.51	761
South Atlantic	34.74	714	33.45	760
Pacific	24.85	511	24.41	555
Mountain	**	**	15.52	353
States				
New York	31.36	645	30.02	682
Florida	20.94	431	21.88	497
California	22.71	467	21.87	497
Cities				
New York City	30.20	621	29.21	664
Miami	**	**	13.14	299

(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.

(2) 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).

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>

(3) Percentage-point and percentage changes are based on non-rounded data.

(4) 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.

(n/a) Not available.

(\*\*) Estimate not shown due to sample size fewer than 400 for this year.

(r) Estimate was revised.

(p) Estimate is preliminary and subject to revision.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes 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](http://travel.trade.gov/outreachpages/census_regions.html)

Interested in data for your destination? NTTO sells custom reports. To learn more, visit: <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.

**Survey of International Air Travelers: Table Number and Description**

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Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
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Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
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Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



# 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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