

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2009 Market Profile: Germany



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## Visitation Trends (Arrivals)

[Thousands of Germany Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	1,190	1,180	1,320	1,416	1,386	1,524	1,782	1,687	497
Percentage Change (%)	-9	-1	12	7	-2	10	17	-5	42

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009 <sup>r</sup>	Change 2009/2002
Total Travel & Tourism Exports <sup>(1)</sup>	\$3,935	\$3,803	\$4,687	\$4,892	\$4,205	\$5,156	\$6,683	\$5,572	\$1,637
Travel Receipts	\$2,934	\$2,953	\$3,636	\$3,810	\$3,165	\$4,007	\$5,142	\$4,434	\$1,500
Passenger Fare Receipts	\$1,001	\$850	\$1,051	\$1,082	\$1,040	\$1,149	\$1,541	\$1,138	\$137
Change (%) in Total Exports	5	-3	23	4	-14	23	30	-17	42

(r) Revised June 2010.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change <sup>(2)</sup>
Personal Computer	47	51	4.2
Airlines Directly	28	28	0.7
Travel Agency	26	24	-2.0
Friends/Relatives	15	19	3.1

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	45	50	5.0
Visit Friends/Relatives	21	25	3.5
Business/Professional	26	17	-8.5
Convention/Conference	5	4	-1.0

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	60	65	4.4
Visit Friends/Relatives	35	37	2.4
Business/Professional	28	20	-8.1
Convention/Conference	7	6	-1.1
NET PURPOSES OF TRIP:			
Leisure & VFR	75	82	7.3
Business & Convention	32	24	-8.6

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Rented Auto	43	39	-3.6
Taxi/Cab/Limousine	33	29	-3.5
City Subway/Tram/Bus	25	28	3.2
Company or Private Auto	24	27	2.9
Airlines in U.S.	23	21	-2.8

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Shopping	84	84	0.2
Dining in Restaurants	85	82	-3.1
Visit Historical Places	45	46	1.3
Cultural Heritage Sites	40	43	2.4
Sightseeing in Cities	36	39	2.8
Touring Countryside	37	37	0.4
Visit Small Towns	31	33	2.0
Visit National Parks	26	31	5.2
Water Sports/Sunbathing	23	27	3.4
Art Gallery/Museum	26	27	1.0

## Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	104	110	5.6 days
Advance Trip Decision Time (median days)	80	90	10.0 days
Prepaid Package	7%	9%	2.7 pts.
First International Trip to the U.S.	23%	27%	3.7 pts.
Length of Stay in U.S. (mean nights)	16.4	19.0	2.6 nights
Length of Stay in U.S. (median nights)	11	12	1 nights
Number of States Visited (% 1 state)	60%	60%	0.4 pts.
Average Number of States Visited	1.7	1.8	0.1 states
Hotel/Motel (% 1+ nights)	79%	75%	-4.1 pts.
Average # of Nights in Hotel/Motel	9.1	8.6	-0.5 nights
Travel Party Size (mean # of persons)	1.4	1.5	0.1
Gender: % Male (among adults)	64%	58%	-6.2 pts.
Household Income (mean average)	\$110,800	\$101,200	-\$9,600
Household Income (median average)	\$102,100	\$91,600	-\$10,500
Average Age: Female	40	40	-0.6 years
Average Age: Male	43	43	-0.4 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
<b>REGIONS</b>				
Middle Atlantic	40.4	720	40.4	681
South Atlantic	33.0	588	35.8	604
Pacific	23.9	426	**	**
<b>STATES / TERRITORIES</b>				
New York	34.9	622	35.6	601
Florida	16.5	294	19.7	332
<b>CITIES</b>				
New York City	33.1	590	34.2	577

- (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 incidental 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.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: [http://tinnet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinnet.ita.doc.gov/outreachpages/census_regions.html).

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

Publication Date: May 2010



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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-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the German traveler who visits the United States.

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

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# Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

## For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- 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
- Travel Trade Barometer

### **U.S. Department of Commerce**

International Trade Administration  
Manufacturing and Services  
Office of Travel and Tourism Industries  
1401 Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887  
[tinet\\_info@mail.doc.gov](mailto:tinet_info@mail.doc.gov)

# <http://tinet.ita.doc.gov>