

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2012 Market Profile: Germany



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Arrivals	1,416	1,386	1,524	1,782	1,687	1,726	1,824	1,876	460
Percentage Change (%)	7	-2	10	17	-5	2	6	3	33

Spending Trends (Exports)

[Millions of U.S. Dollars]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Travel & Tourism Exports (1)	\$4,892	\$4,205	\$5,156	\$6,683	\$5,572	\$5,648	\$6,302	\$6,940	\$2,048
Travel Receipts	\$3,845	\$3,204	\$4,055	\$5,183	\$4,479	\$4,426	\$4,870	\$5,364	\$1,519
Passenger Fare Receipts	\$1,047	\$1,001	\$1,101	\$1,500	\$1,093	\$1,222	\$1,432	\$1,576	\$529
Change (%) in Total Exports	4	-14	23	30	-17	1	12	10	42

Information Sources Used for Trip Planning

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	30	41	10.3
	Corporate Travel Dept.	9	19	9.6
	Travel Guide(s)	15	18	3.9
2012	Personal Recommendation (Friends/Rel)		24	
2011	Friends/Relatives	17		
2012	National/State/City Travel Office		6	
2011	Nat'l Govt. Tourist Ofc.	2		
2011	State/City Travel Ofc.	18		
2012	Tour Operator/Travel Club		6	
2011	Tour Company	4		
2012	Online Travel Agency (OTA)		34	
2012	Travel Agency Office		27	
2011	Travel Agency	25		
2012	Other		7	
2011	TV/Radio	1		
2011	Personal Computer	52		
2011	In-flight Info. Systems	3		
2011	Newspapers/Magazines	4		

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Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	4	9	5.2
	Visit Friends/Relatives	24	18	-6.5
	Health Treatment	0	0	0.0
	Religion/Pilgrimages	0.3	0.2	-0.1
2012	Business		16	
2011	Business/Professional	18		
2012	Vacation/Holiday		53	
2011	Leisure/Rec./Holidays/Sightseeing	51		
2012	Education		3	
2011	Study/Teaching	3		
	Other	0.4	1	0.7

All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	6	12	5.6
	Visit Friends/Relatives	37	33	-4.7
	Health Treatment	0.4	0.2	-0.2
	Religion/Pilgrimages	1	1	-0.2
2012	Business		20	
2011	Business/Professional	19		
2012	Vacation/Holiday		67	
2011	Leisure/Rec./Holidays/Sightseeing	67		
2012	Education		7	
2011	Study/Teaching	5		
	Other	1	1	0.5
	NET PURPOSES OF TRIP:			
	Leisure & VFR	82	78	-4.1
	Business & Convention	23	27	3.9

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Transportation Used in the United States

	Transportation Types Used in United States	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines in U.S.	21	32	11.0
	Bus between Cities	8	15	7.0
	City Subway/Tram/Bus	28	39	10.6
	Company or Private Auto	24	32	8.4
	Railroad between Cities	16	8	-7.4
	Motor Home/Camper	2	3	0.6
	Rented Auto	42	46	3.8
	Taxi/Cab/Limousine	30	31	0.8
2012	Cruise Ship/River Boat 1+ Nights		4	
2012	Ferry/River Taxi/Short Scenic Cruise		14	
2012	Rented Bicycle/Motorcycle/Moped		4	

Select Traveler Characteristics

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	115	114	-0.4
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	9	9	-0.2
First International Trip to the U.S.	28	20	-7.6
Length of Stay in U.S. (mean nights)	19.6	18.3	-1.3
Length of Stay in U.S. (median nights)	12	11	-1.0
Number of States Visited (% 1 state)	61	63	1.9
Average Number of States Visited	1.7	1.7	0.0
Hotel/Motel (% 1+ nights)	77	80	2.3
Average # of Nights in Hotel/Motel	9.3	8.7	-0.6
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	57	59	1.5
Household Income (mean average)	\$99,900	\$111,007	\$11,107
Household Income (median average)	\$89,100	\$86,398	-\$2,702
Average Age: Female	39	38	-1.2
Average Age: Male	44	42	-1.5

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Activity Participation While in the United States

	Activity Participation While in the U.S.	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	26	22	-3.6
	Art Gallery/Museum	27	33	5.8
	Sporting Event	9	13	4.0
	Camping/Hiking	10	9	-1.3
	Casino/Gambling	11	12	0.4
	Concert/Play/Musical	17	19	1.8
	Environ./Eco. Excursions	3	6	2.4
	Golfing/Tennis	4	4	-0.5
	Guided Tours	18	25	6.9
	Hunting/Fishing	3	2	-0.5
	Nightclubs/Dancing	14	17	3.7
	Shopping	83	86	3.2
	Visit American Indian Communities	6	7	0.8
2012	Cultural / Ethnic Heritage Sites		19	
2011	Cultural Heritage Sites	44		
2011	Ethnic Heritage Sites	4		
2012	Experience Fine Dining		33	
2011	Dining in Restaurants	84		
2012	Sightseeing		79	
2011	Sightseeing in Cities	41		
2012	Snow Sports		1	
2011	Snow Skiing	1		
2012	Small Towns/Countryside		43	
2011	Visit Small Towns/Villages	32		
2011	Touring Countryside	38		
2012	National Parks/Monuments		41	
2011	Visit National Parks	33		
2012	Water Sports		11	
2011	Water Sports/Sunbathing	27		
2012	Visit Historical Locations		37	
2011	Visit Historical Places	50		
2012	Other		2	
2011	Cruises	5		
2011	Ranch Vacations	2		

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
REGIONS				
Middle Atlantic	38.1	695	38.6	724
South Atlantic	32.8	598	33.4	627
Pacific	25.3	461	22.4	420
Mountain	18.0	328	**	**
STATES				
New York	33.3	607	33.7	632
California	23.0	419	20.8	390
Florida	18.9	345	18.3	343
CITY				
New York City	32.2	587	33.0	619

- (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.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 35 travel characteristics data in 2011 and the 37 items reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>

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

Interested in data for your destination? OTTI sells custom reports. To learn more, go to: <http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; 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-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Germany traveler who visits the United States.

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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

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