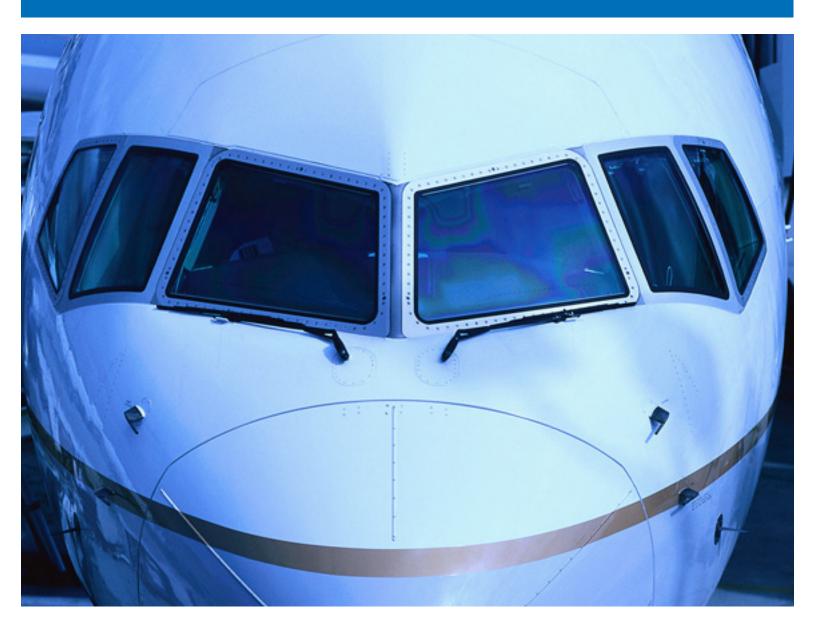U.S. Department of Commerce
International Trade Administration

Office of Travel and Tourism Industries

2010 Market Profile: Germany

Visitation Trends (Arrivals)

[Thousands of Germany Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	1,180	1,320	1,416	1,386	1,524	1,782	1,687	1,726	546
Percentage Change (%)	-1	12	7	-2	10	17	-5	2	46

Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010[r]	Change 2010/2003
Total Travel & Tourism Exports [1]	$3,803	$4,687	$4,892	$4,205	$5,156	$6,683	$5,572	$5,782	$1,979
Travel Receipts	$3,007	$3,698	$3,845	$3,204	$4,055	$5,183	$4,479	$4,534	$1,527
Passenger Fare Receipts	$796	$989	$1,047	$1,001	$1,101	$1,500	$1,093	$1,248	$452
Change (%) in Total Exports	-3	23	4	-14	23	30	-17	4	52

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change [2]
Personal Computer	51	51	0.7
Airlines Directly	28	29	0.9
Travel Agency	24	23	-1.5
State/City Travel Ofc.	18	20	1.9

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	50	51	0.6
Visit Friends/Relatives	25	22	-2.6
Business/Professional	17	19	1.6
Convention/Conference	4	5	0.9

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	65	65	0.6
Visit Friends/Relatives	37	36	-1.1
Business/Professional	20	21	0.8
Convention/Conference	6	8	1.7
NET PURPOSES OF TRIP:			
Leisure & VFR	82	81	-1.4
Business & Convention	24	26	2.1

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Rented Auto	39	41	2.2
Taxi/Cab/Limousine	29	30	1.2
City Subway/Tram/Bus	28	27	-1.0
Company or Private Auto	27	27	-0.4
Airlines in U.S.	21	26	4.9

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Dining in Restaurants	82	85	2.2
Shopping	84	84	-0.1
Visit Historical Places	46	48	1.1
Cultural Heritage Sites	43	42	-0.5
Touring Countryside	37	38	1.3
Sightseeing in Cities	39	38	-1.1
Visit Small Towns	33	34	1.4
Visit National Parks	31	31	0.2
Amusement/Theme Parks	26	26	0.6
Art Gallery/Museum	27	25	-1.3

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	110	112	1.7 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	9%	10%	0.7 pts.
First International Trip to the U.S.	27%	27%	0.0 pts.
Length of Stay in U.S. (mean nights)	19.0	18.2	-0.8 nights
Length of Stay in U.S. (median nights)	12	12	0 nights
Number of States Visited (% 1 state)	60%	58%	-2.0 pts.
Average Number of States Visited	1.8	1.8	0.0 states
Hotel/Motel (% 1+ nights)	75%	77%	2.0 pts.
Average # of Nights in Hotel/Motel	8.6	8.3	-0.3 nights
Travel Party Size (mean # of persons)	1.5	1.4	-0.1
Gender: % Male (among adults)	58%	58%	0.2 pts.
Household Income (mean average)	$101,200	$99,300	-$1,900
Household Income (median average)	$91,600	$87,400	-$4,200
Average Age: Female	40	39	-0.1 years
Average Age: Male	43	43	0.2 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
REGIONS				
Middle Atlantic	40.4	681	35.7	616
South Atlantic	35.8	604	35.2	608
Pacific	**	**	25.7	444
STATES				
New York	35.6	601	31.3	540
California	**	**	23.4	404
Florida	19.7	332	21.5	371
CITIES				
New York City-WP-Wayne	34.2	577	30.6	528

(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://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.

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

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INTERNATIONAL
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ADMINISTRATION

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			
Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		

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:

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- 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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