

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2011 Market Profile: Germany



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## Visitation Trends (Arrivals)

[Thousands of Germany Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	1,320	1,416	1,386	1,524	1,782	1,687	1,726	1,824	504
Percentage Change (%)	12	7	-2	10	17	-5	2	6	38

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 <sup>r</sup>	Change 2011/2004
Total Travel & Tourism Exports <sup>(1)</sup>	\$4,687	\$4,892	\$4,205	\$5,156	\$6,683	\$5,572	\$5,647	\$6,338	\$1,651
Travel Receipts	\$3,698	\$3,845	\$3,204	\$4,055	\$5,183	\$4,479	\$4,425	\$4,905	\$1,207
Passenger Fare Receipts	\$989	\$1,047	\$1,001	\$1,101	\$1,500	\$1,093	\$1,222	\$1,433	\$444
Change (%) in Total Exports	23	4	-14	23	30	-17	1	12	35

(r) Revised.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change <sup>(2)</sup>
Personal Computer	51	52	0.7
Airlines Directly	29	30	1.0
Travel Agency	23	25	1.8
State/City Travel Ofc.	20	18	-2.3

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	51	51	-0.3
Visit Friends/Relatives	22	24	2.0
Business/Professional	19	18	-1.0
Convention/Conference	5	4	-1.0

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	65	67	1.2
Visit Friends/Relatives	36	37	0.9
Business/Professional	21	19	-1.4
Convention/Conference	8	6	-1.7
NET PURPOSES OF TRIP:			
Leisure & VFR	81	82	1.3
Business & Convention	26	23	-2.4

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Rented Auto	41	42	0.7
Taxi/Cab/Limousine	30	30	0.0
City Subway/Tram/Bus	27	28	1.1
Company or Private Auto	27	24	-3.2
Airlines in U.S.	26	21	-4.2

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Dining in Restaurants	85	84	-0.4
Shopping	84	83	-1.0
Visit Historical Places	48	50	2.9
Cultural Heritage Sites	42	44	2.0
Sightseeing in Cities	38	41	3.1
Touring Countryside	38	38	0.0
Visit National Parks	31	33	1.5
Visit Small Towns	34	32	-1.9
Art Gallery/Museum	25	27	1.7
Water Sports/Sunbathing	24	27	2.5

## Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	112	115	3.3 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	10%	9%	-0.9 pts.
First International Trip to the U.S.	27%	28%	0.8 pts.
Length of Stay in U.S. (mean nights)	18.2	19.6	1.4 nights
Length of Stay in U.S. (median nights)	12	12	0 nights
Number of States Visited (% 1 state)	58%	61%	2.6 pts.
Average Number of States Visited	1.8	1.7	-0.1 states
Hotel/Motel (% 1+ nights)	77%	77%	0.2 pts.
Average # of Nights in Hotel/Motel	8.3	9.3	1.0 nights
Travel Party Size (mean # of persons)	1.4	1.5	0.1
Gender: % Male (among adults)	58%	57%	-1.2 pts.
Household Income (mean average)	\$99,300	\$99,900	\$600
Household Income (median average)	\$87,400	\$89,100	\$1,700
Average Age: Female	39	39	-0.5 years
Average Age: Male	43	44	0.7 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
<b>REGIONS</b>				
Middle Atlantic	35.7	616	38.1	695
South Atlantic	35.2	608	32.8	598
Pacific	25.7	444	25.3	461
Mountain	**	**	18.0	328
<b>STATES</b>				
New York	31.3	540	33.3	607
California	23.4	404	23.0	419
Florida	21.5	371	18.9	345
<b>CITIES</b>				
New York City-WP-Wayne	30.6	528	32.2	587

- (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](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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## 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

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