



Germany Market Profile

This summary provides the most up-to-date data available on Germany as it relates to their people and economy, travel related motivations and planning behavior and German visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:

80 million

INFLATION RATE:

0.1%

EXCHANGE RATES (EUR PER USD):

0.885

GROSS DOMESTIC PRODUCT (GDP):

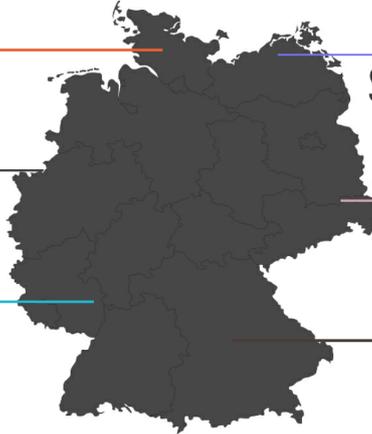
\$3.8 trillion (1.5% annual growth rate)

EXPORTS:

\$1.2 trillion

UNEMPLOYMENT RATE:

4.8%



Source:
The World Fact Book, reporting 2015 data

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

42% Cultural Historical Attractions

40% Shopping

38% Dining/ Gastronomy



Source used in Destination selection for last leisure trip

60% Websites via computer or laptop

45% Recommendation from family & friends

37% Information in printed travel guidebooks

27% Advice from travel professionals/travel agents



Advance Decision Time

20% Less than a month

14% 1 to 2 months

34% 3 to 5 months

25% 6 to 12 months

7% More than 1 year



Lodging Reservation made before leaving home

74% Yes

33% Internet Booking Service*

23% The Lodging Establishment Directly

30% Travel Agency/Tour Operator/Travel Club

2% Other

26% No

* assume "Internet Booking Service" is an Online Travel Agency (OTA).



How Air Reservations were Booked

25% Directly with Airline

48% Travel Agency/Tour Operator/Travel Club

23% Internet Booking Service*

9% Corporate Travel Department

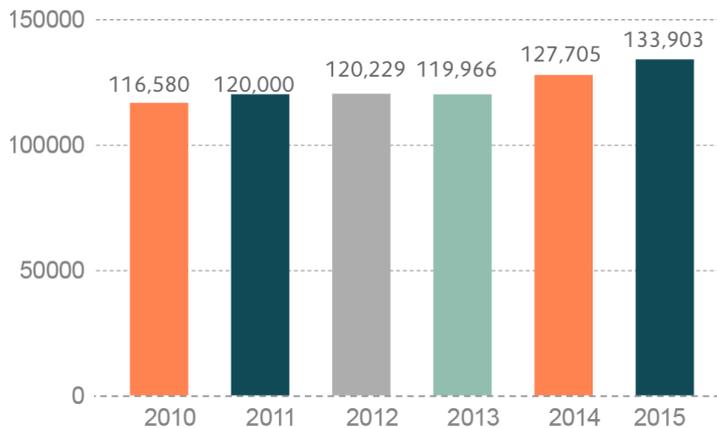
* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source:
Brand USA, reporting 2014 data
U.S. Dept. of Commerce - NTTO, reporting 2013- 2014 data

GERMAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

40.8 years Average Age

\$111,649 Average Household Income

2.0 persons Average Party Size



Length of Stay

4.2 Nights in Arizona

22.7 Nights in U.S.



Port of Entry

25% Los Angeles, CA

18% San Francisco, CA

8% Las Vegas, NV

10% Chicago, IL

8% Atlanta, GA



Main Purpose of Trip

93% Leisure

79% Vacation Holiday

9.4% Visit Friends/Relatives

4% Education

7% Business

5% General Business

2% Convention/Conference/Trade Show



Transportation in U.S.

70% Rented Auto

43% Air Travel between U.S. Cities

32% City Subway/Tram/Bus

26% Auto, private or company

20% Taxicab/Limousine



Accommodations*

71% Hotel/Motel

17% Private Home

15% Other



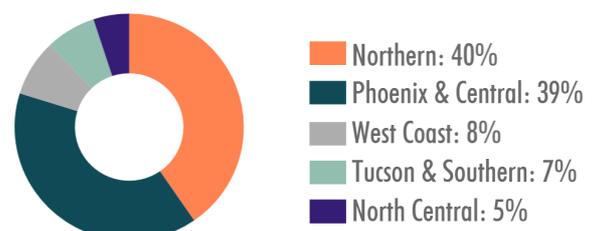
Visa Credit Card Travel Spending

German Visa Card Spending ranked #6 in 2015 with 2.8% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region



* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source:

Tourism Economics, reporting 2010-2015 data

VisaVUE Travel, reporting 2015 data

U.S. Dept. of Commerce - NTTO, reporting 2013-14 aggregate data