

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:
80.6 million

INFLATION RATE:
1.6%

EXCHANGE RATES (EUR PER USD):
0.89

GROSS DOMESTIC PRODUCT (GDP):
\$4.15 trillion (2.1% annual growth rate)

EXPORTS:
\$1.4 trillion

UNEMPLOYMENT RATE:
3.8%



Source:
The World Factbook, reporting 2017 estimates

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

38% Cultural/Historical Attractions

36% Ecotourism and Nature

36% Dining/ Gastronomy



Source used in Destination selection for last leisure trip

57% Websites via computer or laptop

39% Recommendation from family & friends

31% Information in printed travel guidebooks

25% Advice from travel professionals/travel agents



Advance Decision Time

20% Less than a month

13% 1 to 2 months

32% 3 to 5 months

24% 6 to 12 months

7% More than 1 year



Lodging Reservation made before leaving home

85% Yes

48% Internet Booking Service*

30% The Lodging Establishment Directly

27% Travel Agency/Tour Operator/Travel Club

6% Other

15% No

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



How Air Reservations were Booked

39% Travel Agency/Tour Operator/Travel Club

31% Directly with Airline

28% Internet Booking Service*

6% Corporate Travel Department

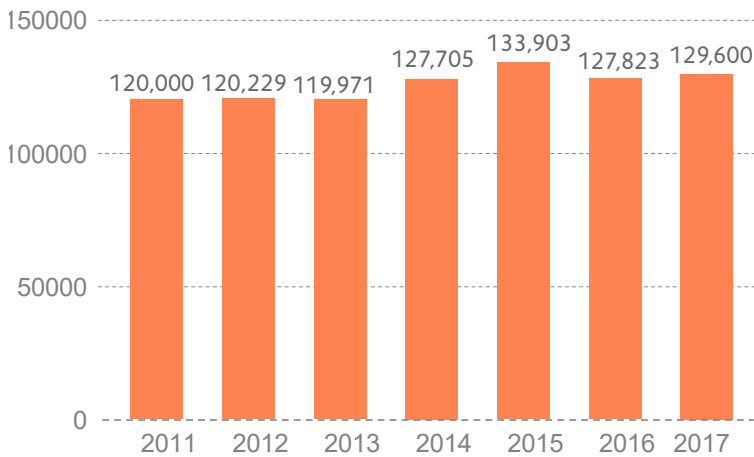
* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source:
Brand USA, reporting 2017 intercontinental traveler data
U.S. Dept. of Commerce - NTTO, reporting 2016-17 data

GERMAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

40 years Average Age

\$71,741 Average Household Income

2.0 persons Average Party Size



Length of Stay

4.6 Average Nights per Destination

23.5 Average Nights in U.S.



Port of Entry

31% Los Angeles, CA

18% San Francisco, CA

9% Chicago, IL

8% Las Vegas, NV

6% Newark, NJ



Main Purpose of Trip

96% Leisure

86% Vacation Holiday

8% Visit Friends/Relatives

2% Education

4% Business

2% General Business

2% Convention/Conference/Trade Show

* includes trips with multiple purposes



Transportation in U.S.

70% Rented Auto

37% Air Travel between U.S. Cities

32% City Subway/Tram/Bus

24% Auto, Private or Company

14% Taxicab/Limousine



Visa Credit Card Travel Spending

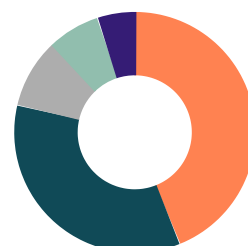
German Visa Card Spending ranked #5 in 2017 with 3.3% of total International Travel Spending in Arizona.

By Quarter



Q1: 13%
Q2: 30%
Q3: 38%
Q4: 19%

By Arizona Region



Northern: 44%
Phoenix & Central: 35%
West Coast: 9%
Tucson & Southern: 7%
North Central: 5%



Accommodations*

75% Hotel/Motel

13% Private Home

15% Other

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

Source:

Tourism Economics, reporting 2011-2017 data

VisaVUE Travel, reporting 2017 data

U.S. Dept. of Commerce - NTTO, reporting 2016-17 aggregate data