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:** 84.3 million

**INFLATION RATE:** 5.1 - 7.4%

**GROSS DOMESTIC PRODUCT (GDP):** $4.2 trillion (2.5% annual growth rate)

**EXCHANGES RATES (EUR PER USD):** 0.82

**UNEMPLOYMENT RATE:** 4.9%

Sources: The World Bank, reporting 2020; unemployment estimates, exchange rate, GDP and export estimates, and 2021 population estimate. Pew Research (estimates 2022)

**TRAVEL MOTIVATION AND PLANNING**

**Top Travel Motivators**

- 44% Cultural historic attractions
- 41% Shopping
- 40% Dining/Gastronomy

**Source used in Destination selection for last international travel trip**

- 54% websites via computer
- 36% Recommendation from Family & Friends
- 29% Information in printed travel guidesbooks
- 28% Websites or applications via mobile phone

**Advance Decision Time**

- 22% Less than a month
- 16% 1 to 2 months
- 28% 3 to 6 months
- 20% 6 to 12 months
- 5% More than one year

**Travel Outbound**

- 60% Say international leisure travel is a high or extremely high spending priority
- 43% Expect to spend more on international travel
- 37% Expect to travel more internationally

**One Word that Describes the United States**

- $3,675 Budget available for international travel

**TRAVELER CHARACTERISTICS**

- 41 years Average Age
- $79,096 Average Household Income
- 2.1 persons Average Party Size
- 4.2 Average nights per destination
- 19.5 Average nights in U.S.

**Main Purpose of Trip**

- 94% Leisure
- 81% Vacation Holiday
- 12% Visit Friends/Families

**6% Business**

- 4% General Business
- 2% Convention/Conference/Trade Show

**Visa Credit Card Travel Spending**

- German Visa Card Spending ranked #10 in 2021 with 1.9% of total international Travel Spending in Arizona.

*Includes trips with multiple purposes

**Port of Entry**

- 29% Los Angeles, CA
- 22% San Francisco, CA
- 9% Las Vegas, NV
- 4% Denver, CO
- 4% New York, NY

**Transportation in U.S.**

- 76% Rented Auto
- 30% Air Travel between U.S. Cities
- 27% City Subway/Train/Bus
- 27% Auto, Private or Company
- 20% Ride-sharing Service

**Accommodations**

- 71% Hotel/Motel
- 17% Private Home
- 17% Other

*Source of this information: through survey, there is no indication of this is paid or non-paid.

**GERMANY VISITATION TO ARIZONA**

**Visit Volume to Arizona**

- 2015: 223,400
- 2016: 217,920
- 2017: 219,150
- 2018: 213,640
- 2019: 18,265
- 2020: 15,000
- 2021: 145,400

**SOURCES**

- U.S. Dept of Commerce - NHTO, reporting 2011 aggregate data, Tourism Economics, reporting 2016 data, Visitor Travel, reporting 2021 data

**SUPPORTED BY**

- Arizona Office of Tourism Research Division

**EXPLORATION**

**CITIES**

- Northern: 51%
- Phoenix & Central: 67%
- West Coast: 1%
- Tahoe & Southern: 14%
- North Central: 3%

**Visa Credit Card Travel Spending**

- 91% Q1 - 16%
- 81% Q2 - 18%
- 75% Q3 - 24%
- 42% Q4 - 42%
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:** 84.3 million
- **GDP:** $4.2 trillion (2.5% annual growth rate)
- **Inflation Rate:** 5.1 - 7.4%
- **Trade Surplus:** 0.82
- **Unemployment Rate:** 4.9%

Sources: The World Factbook, reporting 2020; unemployment exchange rate, GDP and export estimates; and 2021 population estimate. New Research 2022 in addition to estimates.

TRAVEL MOTIVATION AND PLANNING

Top Travel Motivators
- 44% Cultural historic attractions
- 41% Shopping
- 40% Dining/Gastronomy

Source used in Destination selection for last international travel trip
- 54% websites via computer
- 36% Recommendation from Family & Friends
- 29% Information in printed travel guidebooks
- 28% Websites or applications via mobile phone

Advance Decision Time
- 22% Less than a month
- 16% 1 to 2 months
- 28% 3 to 1 months
- 20% 6 to 12 months
- 5% More than one year

TRADE STATISTICS

- **Source:** U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate and, Tourism Economics, reporting 2021 data; Visitor Destinations Arizona, 2021 data.

Visa Credit Card Travel Spending

German Visa Card Spending ranked #10 in 2021 with 1.4% of total international Travel Spending in Arizona.

By Quarter

- Q1: 16%
- Q2: 18%
- Q3: 19%
- Q4: 42%

Main Purpose of Trip

- 94% Leisure
- 81% Vacation Holiday
- 12% Visit Friends/Relatives

Saying international leisure travel is a high or extremely high spending priority

- 68% Expect to travel more internationally
- 37% Expect to spend more on international travel
- 43%

Budget available for international travel

- $3,675

One Word that Describes the United Sates

- New York, NY
- Los Angeles, CA
- San Francisco, CA
- Denver, CO
- New York, NY

Visitation Volume to Arizona

- 123,800
- 127,203
- 129,699
- 130,440
- 145,400

Port of Entry

- 29% Las Angeles, CA
- 22% San Francisco, CA
- 9% Las Vegas, NV
- 4% Denver, CO
- 4% New York, NY

Transportation in the U.S.

- 76% Rented Auto
- 30% Air Travel between U.S. Cities
- 27% Tram/Subway/Rail
- 27% Auto, Private or Company
- 20% Share-driving service

Accommodations*

- 71% Hotel/Motel
- 17% Private Home
- 17% Other

*Note: This is calculated through a survey, there is no indication if this is paid or non-paid.

TRAVEL OUTLOOK

- 60% Expect international leisure travel is a high or extremely high spending priority
- 43% Expect to spend more on international travel
- 37% Expect to travel more internationally

Budget available for international travel

- $3,675

By Arizona Region

- Northern: 51%
- Phoenix & Central: 67%
- West Coast: 1%
- Pacific & Southern: 14%
- North Central: 3%