

# 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%

**EXCHANGE RATES (EUR PER USD):**

0.82

**GROSS DOMESTIC PRODUCT (GDP):**

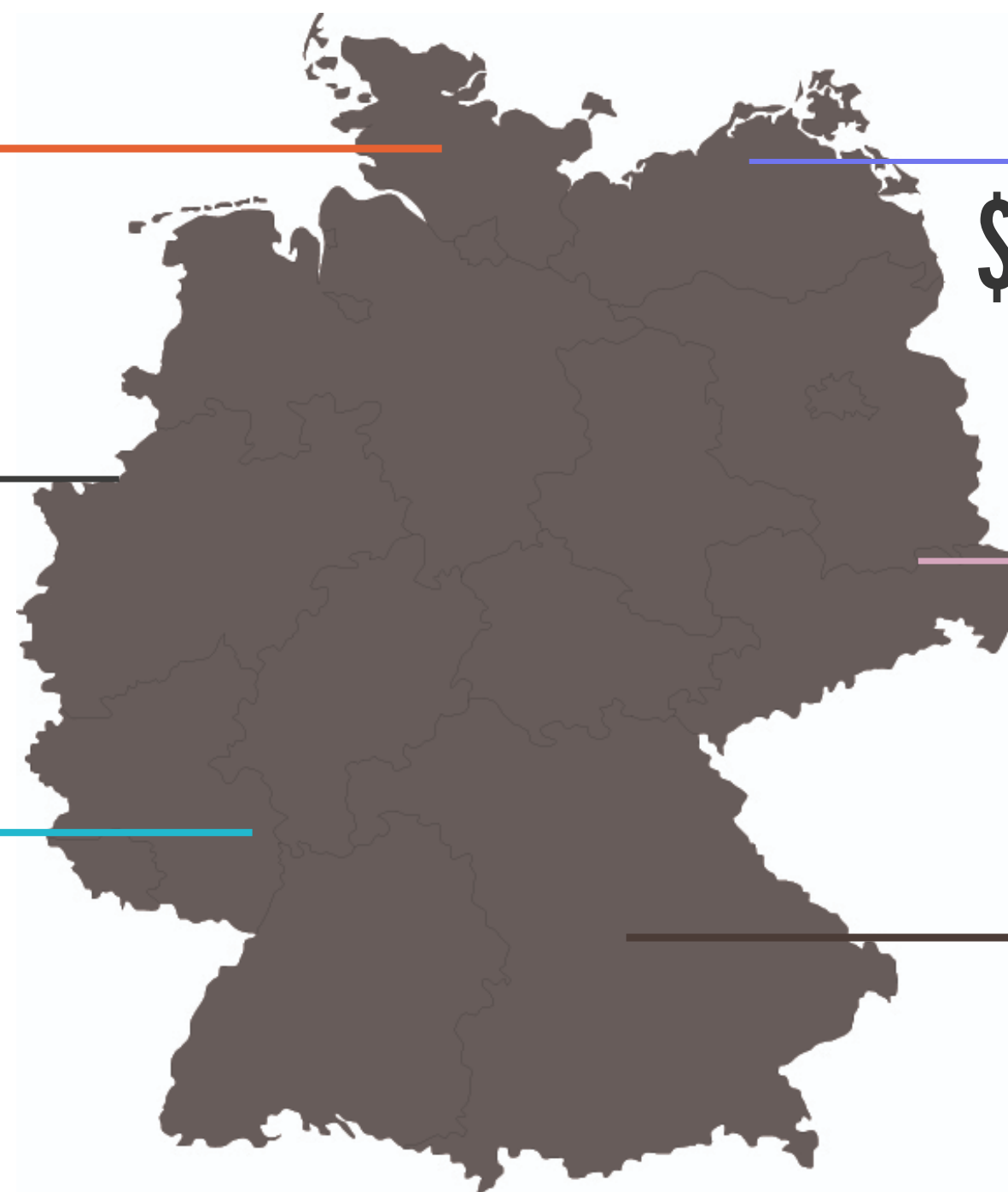
\$4.2 trillion (2.5% annual growth rate)

**EXPORTS:**

\$1.6 trillion

**UNEMPLOYMENT RATE:**

4.9%



Sources: The World Factbook, reporting 2020 unemployment estimate, exchange rate, GDP and exports estimates; and 2022 population estimate. Pew Research 2022 inflation estimates.

## TRAVEL MOTIVATION AND PLANNING



### Top Travel Motivators

**44%** Cultural historic attractions

**41%** Shopping

**40%** Dining/Gastronomy



Source used in Destination selection for last intercontinental 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 5 months

**20%** 6 to 12 months

**5%** More than 1 year



### Travel Outlook

**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

**\$3,675** Budget available for international travel



### One Word that Describes the United States



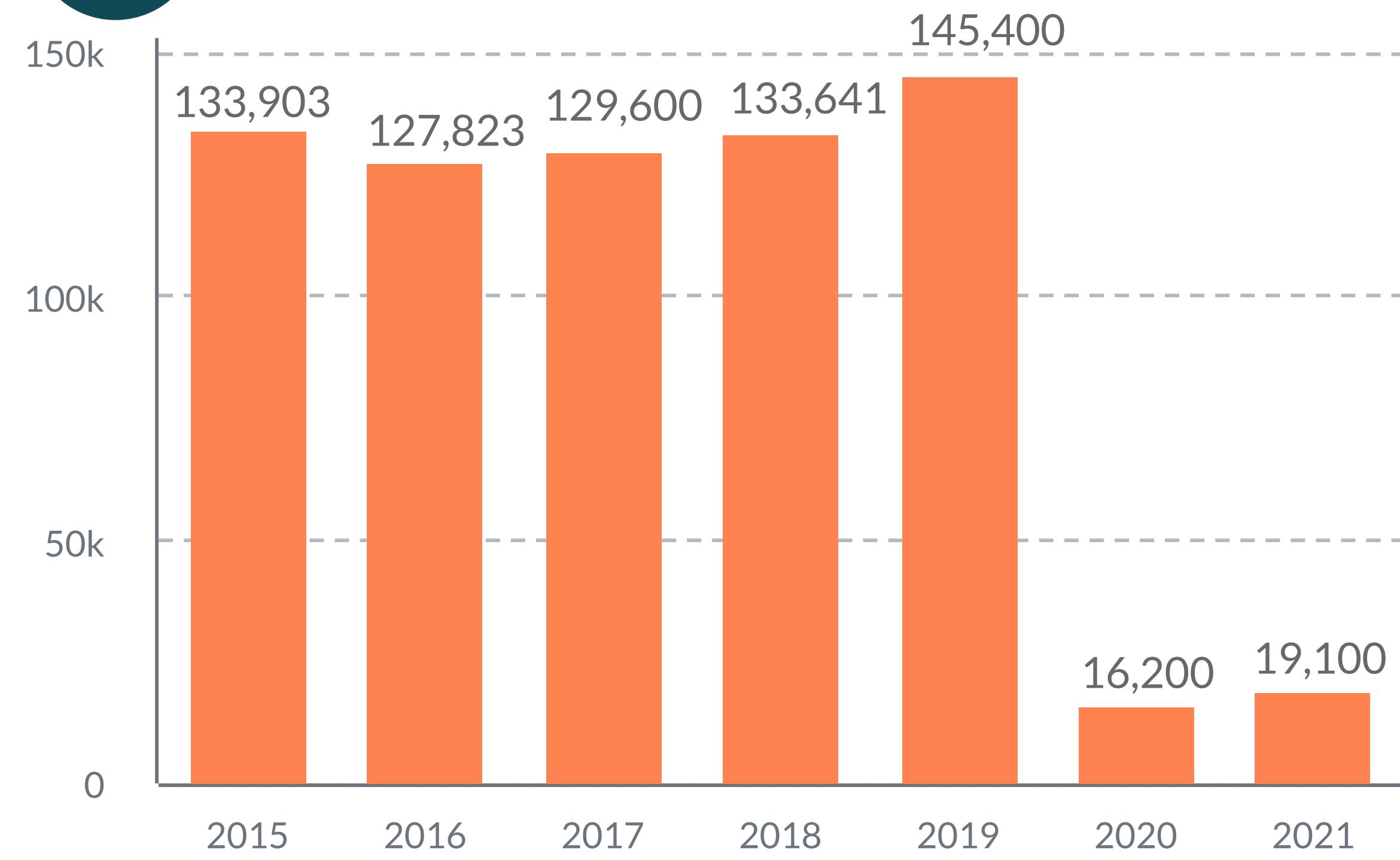
Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2022).



# GERMAN VISITATION TO ARIZONA



## Visitation Volume to Arizona



## Visitor Characteristics

**41 years**

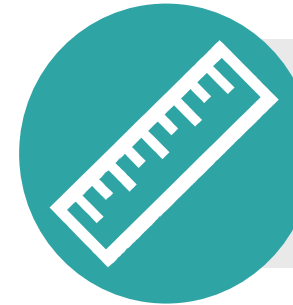
Average Age

**\$79,096**

Average Household Income

**2.1 persons**

Average Party Size



## Length of Stay

**4.2**

Average Nights per Destination

**19.5**

Average Nights in U.S.



## Port of Entry

**29%** Los Angeles, CA

**22%** San Francisco, CA

**9%** Las Vegas, NV

**4%** Denver, CO

**4%** New York, NY



## Main Purpose of Trip

**94%** Leisure

**81%** Vacation Holiday

**12%** Visit Friends/Relatives

**2%** Education

**6%** Business

**4%** General Business

**2%** Convention/Conference/Trade Show

\* includes trips with multiple purposes



## Transportation in U.S.

**76%** Rented Auto

**30%** Air Travel between U.S. Cities

**27%** City Subway/Tram/Bus

**27%** Auto, Private or Company

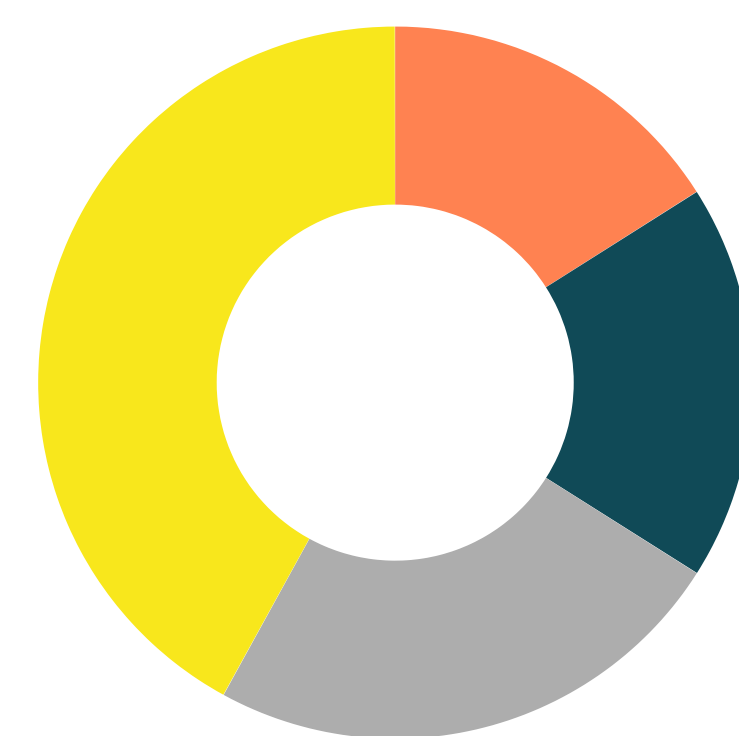
**20%** Ride-sharing Service



## 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



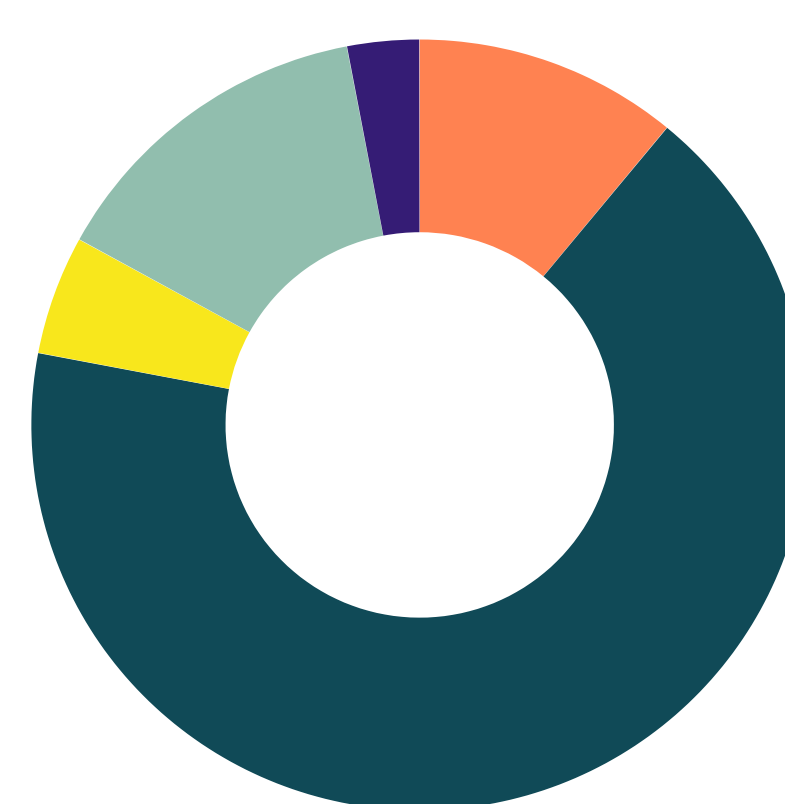
Q1: 16%

Q2: 18%

Q3: 24%

Q4: 42%

### By Arizona Region



Northern: 11%

Phoenix & Central: 67%

West Coast: 5%

Tucson & Southern: 14%

North Central: 3%



## Accommodations\*

**71%** Hotel/Motel

**17%** Private Home

**17%** Other

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

Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2021 data.