

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:

84.2 million

INFLATION RATE:

6.2%

EXCHANGE RATES (EUR PER USD):

1.07

GROSS DOMESTIC PRODUCT (GDP):

\$4.4 trillion

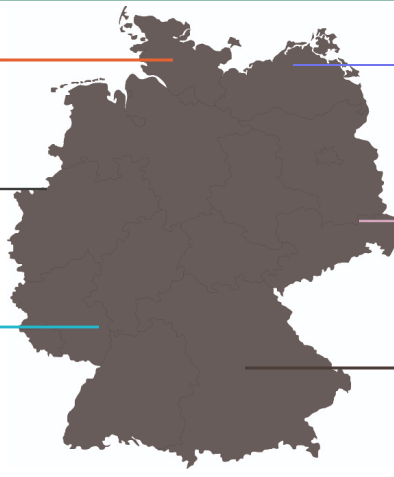
EXPORTS:

\$2 trillion

UNEMPLOYMENT RATE:

3.5%

Sources: The World Factbook reporting 2021 GDP, exports, and unemployment estimates; and 2023 population estimate. International Monetary Fund 2023 inflation estimates.



TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

77% Appeal to Local Culture

71% Natural Features

34% Sightseeing Options



Source used in Destination selection for last intercontinental trip

41% Websites via computer

29% Recommendation from family & friends

25% Websites or applications via tablet

22% Information in printed travel guidebooks



Advance Decision Time

35% Less than a month

17% 1 to 2 months

24% 3 to 5 months

13% 6 to 12 months

4% More than 1 year



Travel Outlook

54% Say international leisure travel is a high or extremely high spending priority

30% Expect to spend more on international travel

26% Expect to travel more internationally

\$4,121 Budget available for international travel



One Word that Describes the United States

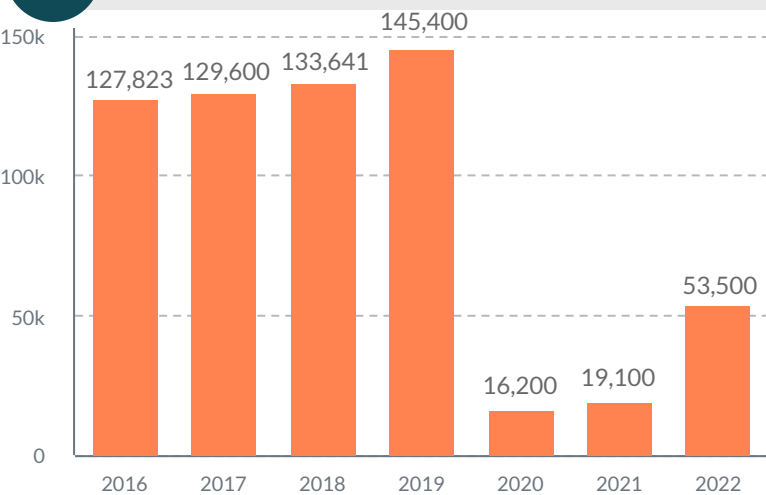


Sources: Brand USA reporting 2021-2022 Market Profiles. Destination Analysts, The State of the International Traveler Report Findings (2023).

GERMAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

34 years Average Age

\$101,448 Average Household Income

2 persons Average Party Size



Length of Stay

3.9 Average Nights per Destination

25 Average Nights in U.S.



Port of Entry

21% Las Vegas, NV

20% San Francisco, CA

19% Los Angeles, CA

8% Denver, CO

7% New York, NY



Main Purpose of Trip

94% Leisure

79% Vacation Holiday

9% Visit Friends/Relatives

5% Education

6.5% Business

4.4% General Business

2.1% Convention/Conference/Trade Show

* includes trips with multiple purposes



Transportation in U.S.

65% Rented Auto

40% Auto, Private or Company

39% Air Travel between U.S. Cities

23% Ride-sharing Service

20% Taxicab/Limousine



Accommodations*

74% Hotel/Motel

15% Private Home

15% Other

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



Visa Credit Card Travel Spending

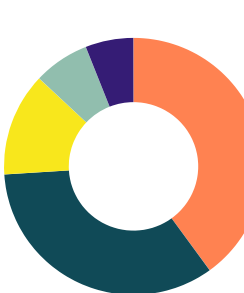
German Visa Card Spending ranked #3 in 2022 with 3% of total International Travel Spending in Arizona.

By Quarter



Q1: 12%
Q2: 29%
Q3: 39%
Q4: 20%

By Arizona Region



Northern: 40%
Phoenix & Central: 34%
West Coast: 13%
Tucson & Southern: 7%
North Central: 6%

Sources: U.S. Dept. of Commerce - NTTO, reporting 2022 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2021 data.