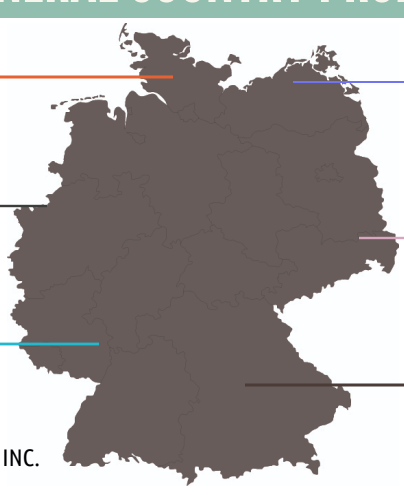
ARIZONA OFFICE OF TOURISM

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

GROSS DOMESTIC PRODUCT (GDP): $4.4 trillion

INFLATION RATE: 6.3%

EXPORTS: $2 trillion

EXCHANGE RATES (EUR PER USD): 1.07

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. XE.com INC. 2023 exchange rates.

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

- **30%** 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

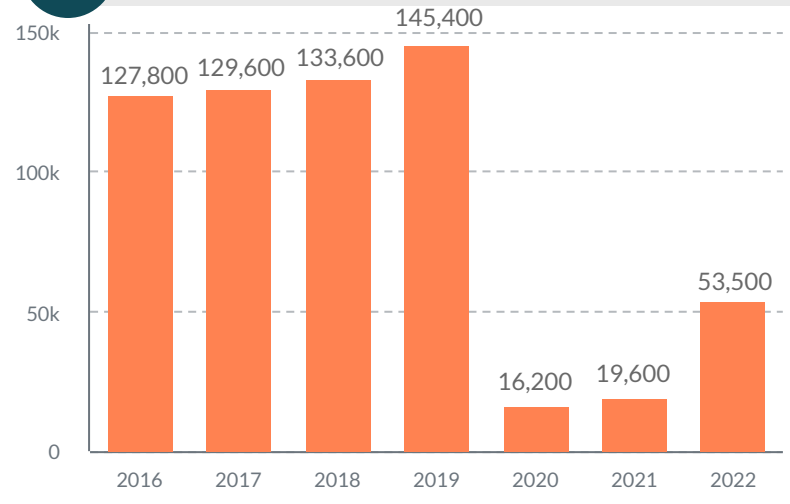
- **54%** Say international leisure travel is a high or extremely high spending priority
- **30%** Expect to spend more on international travel
- **26%** Expect to travel more internationally
- **$4,121** Budget available for international travel

One Word that Describes the United Sates

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

GERMAN VISITATION TO ARIZONA

Visitation Volume to Arizona



Visitor Characteristics

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

* includes trips with multiple purposes

Transportation

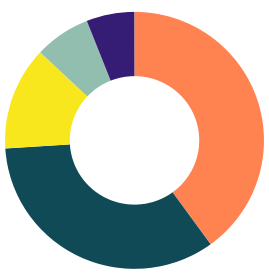
- **65%** Rented Auto
- **40%** Auto, Private or Company
- **39%** Air Travel between U.S. Cities
- **23%** Ride-sharing Service
- **20%** Subway/Tram/Bus

Visa Credit Card Travel Spending

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

By Quarter

By Arizona Region



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.

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