

# 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:**  
84.1 million

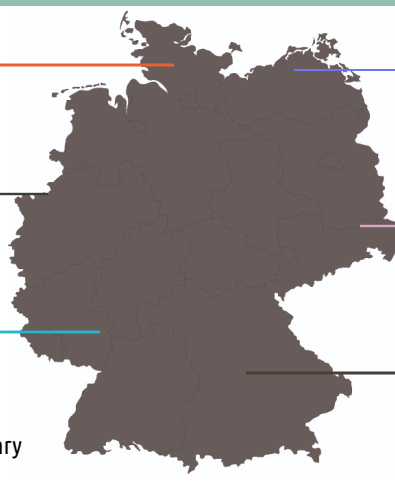
**INFLATION RATE:**  
2.4%

**EXCHANGE RATES (EUR PER USD):**  
0.89

**GROSS DOMESTIC PRODUCT (GDP):**  
\$5.23 trillion

**EXPORTS:**  
\$2.1 trillion

**UNEMPLOYMENT RATE:**  
3.1%



Sources: The World Factbook reporting 2023 exchange rates, exports, GDP and unemployment estimates; and 2024 population and exchange rate estimates. International Monetary Fund 2023 inflation estimates.

## TRAVEL MOTIVATION AND PLANNING

**Top Travel Motivators**

- 53% Dining/Gastronomy
- 53% Shopping
- 46% Urban attractions

**Planning Sources: Researching Destination Info**

- 33% Websites via computer
- 25% Recommendation from family & friends
- 19% Websites or applications via mobile phone
- 19% Social Media posts

**Advance Decision Time**

- 38% Less than a month
- 23% 1 to 3 months
- 24% 3 to 6 months
- 13% 6 to 12 months
- 2% More than 1 year

**Travel Outlook**

- 70% Making international travel a high financial priority.
- 30% Expect to spend more on international travel
- 22 Average days available for international travel
- \$4,647 Budget available for international travel

**Attributes for Destination Selection**

Attribute	Percentage
Visited and want to return	40%
General Atmosphere	39%
Bucket list destination	38%
Connecting with nature	37%
Beaches or water sports	36%

Sources: Brand USA reporting 2023 Market Profiles. Destination Analysts, The State of the International Traveler Report Findings (2024).

## GERMAN VISITATION TO ARIZONA

**Visitation Volume to Arizona**

Year	Visitation Volume
2017	129,600
2018	133,600
2019	145,400
2020	16,200
2021	19,600
2022	53,500
2023	73,300

**Port of Entry**

- 28% Los Angeles, CA
- 14% San Francisco, CA
- 11% Las Vegas, NV
- 8% Charlotte, NC
- 5% New York, NY

**Transportation**

- 63% Rented Auto
- 46% Auto, Private or Company
- 36% Air Travel between U.S. Cities
- 27% Subway/Tram/Bus
- 23% Ride-sharing Service

**Accommodations\***

- 76% Hotel/Motel
- 22% Private Home
- 8% 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 2023 aggregate data; Tourism Economics, reporting 2023 data; VisaVUE Travel, reporting 2023 data.

**Visitor Characteristics**

- 39 years Average Age
- \$109,027 Average Household Income
- 2 persons Average Party Size

**Length of Stay**

- 3.5 Average Nights per Destination
- 18 Average Nights in U.S.

**Main Purpose of Trip**

- 92% Leisure
  - 73% Vacation Holiday
  - 16% Visit Friends/Relatives
  - 3% Education and Other
- 8% Business
  - 4% General Business
  - 4% Convention/Conference/Trade Show

\* includes trips with multiple purposes

**Visa Credit Card Travel Spending**

German Visa Card Spending ranked #3 in 2022 with 3.3% of total International Travel Spending in Arizona.

**By Quarter**

Quarter	Percentage
Q1	13%
Q2	29%
Q3	38%
Q4	20%

**By Arizona Region**

Region	Percentage
Northern	43%
Phoenix & Central	31%
West Coast	13%
Tucson & Southern	7%
North Central	6%