

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):** 0.925
- **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

- 33%** Websites via computer
- 25%** Recommendation from family/friends
- 19%** Websites of applications via mobile phone



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

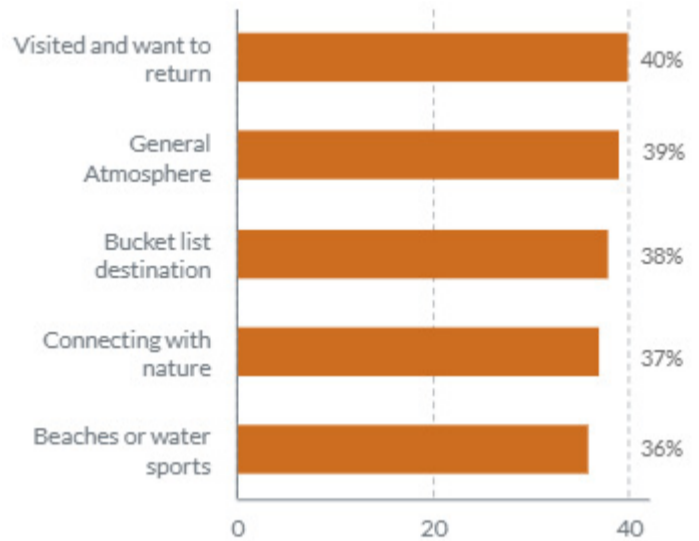


Travel Outlook

- 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



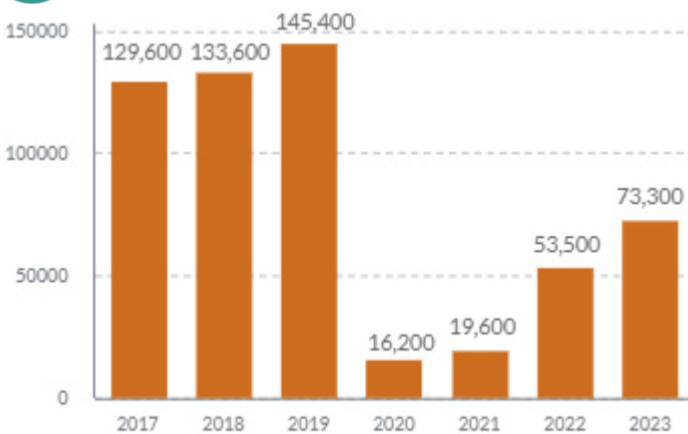
Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

Compiled by the Arizona Office of Tourism Research Division | Revised 8/2024

GERMAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 28%** Los Angeles, CA
- 14%** San Francisco, CA
- 11%** Las Vegas, NV
- 8%** Charlotte, NC



Transportation

- 63%** Rented Auto
- 46%** Auto, Private or Company
- 36%** Air travel between US cities
- 27%** Subway/Tram/Bus



Length of Stay

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



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.



Visitor Characteristics

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



Main Purpose of Trip*

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

* includes overlaps of trips covering multiple purposes



Visa Credit Card Travel Spending

German Visa Card Spending ranked #3 in 2023 with 3.3 % of total International Travel Spending in Arizona.

By Quarter



By Region



Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2023 data.