

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:** 2.3%
- **Exchange Rates (EUR per USD):** 0.9
- **Gross Domestic Product (GDP):** \$5.2 trillion
- **Exports:** \$1.9 trillion
- **Unemployment Rate:** 3.5%

Sources: The World Factbook reporting and 2024 exports, GDP, population, inflation, exchange rate estimates and unemployment.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

- 60%** Shopping
- 54%** State/national parks
- 48%** History/heritage attractions



Planning Sources

- 55%** Internet search
- 35%** Past experience
- 31%** Recommendations from friends/family



Advance Decision Time

- 20%** Less than a month
- 31%** 1 to 3 months
- 26%** 3 to 6 months
- 18%** 6 to 12 months
- 5%** More than 1 year

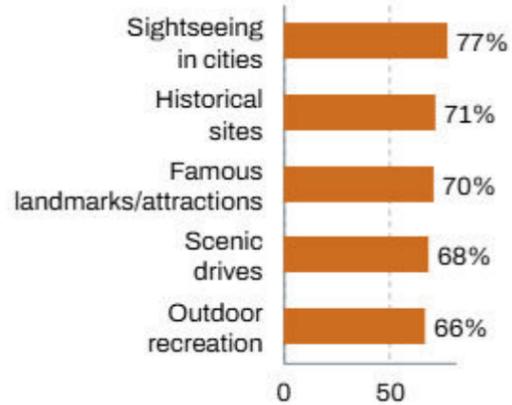


Travel Outlook

- 44%** Making international travel a high financial priority
- 34%** Expect to spend more on international travel
- 24** Average days available for international travel
- \$5,329** Budget available for international travel



Attributes for Destination Selection



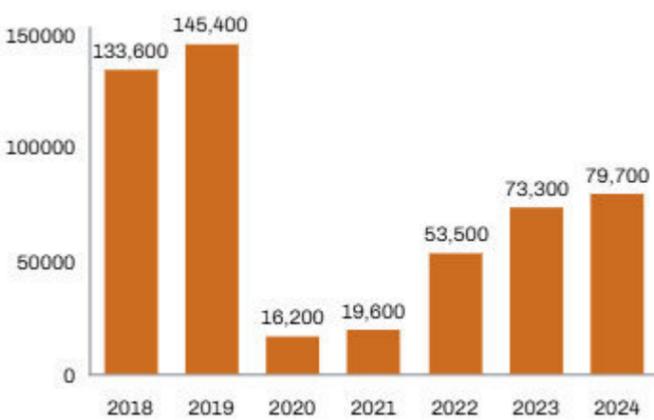
Sources: Brand USA, reporting 2024 Market Profiles; Future Partners, The State of the International Traveler Report Findings (2025).

Compiled by the Arizona Office of Tourism Research Division | Revised 8/2025

GERMAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 24%** San Francisco, CA
- 17%** Las Vegas, NV
- 14%** Los Angeles, CA
- 9%** Charlotte, NC



Transportation

- 72%** Rented Auto
- 34%** Ride-sharing Service
- 33%** Subway/Tram/Bus
- 30%** Air travel between US cities



Length of Stay

- 5** Average Nights per Destination
- 23** Average Nights in U.S.



Accommodations*

- 71%** Hotel/Motel
- 24%** Private Home
- 13%** Other

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



Visitor Characteristics

- 40 years** Average Age
- \$119,585** Average Household Income
- 2 persons** Average Party Size



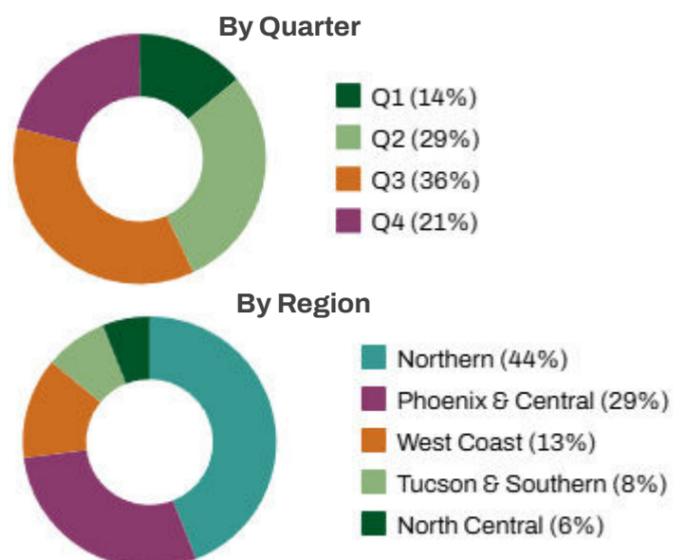
Main Purpose of Trip*

- 93%** Leisure
- 7%** Business



Visa Credit Card Travel Spending

German Visa Card Spending ranked #3 in 2024 with 3.1% of total International Travel Spending in Arizona.



Sources: U.S. Dept. of Commerce - NTTO, reporting 2024 aggregate data; Tourism Economics, reporting 2024 data; VisaVUE Travel, reporting 2024 data.