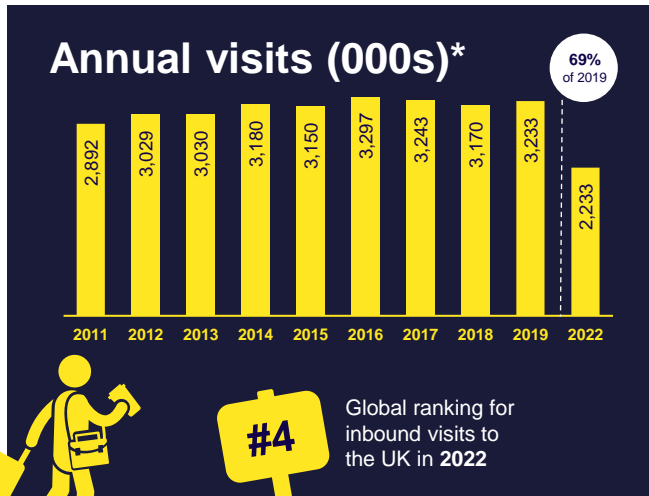


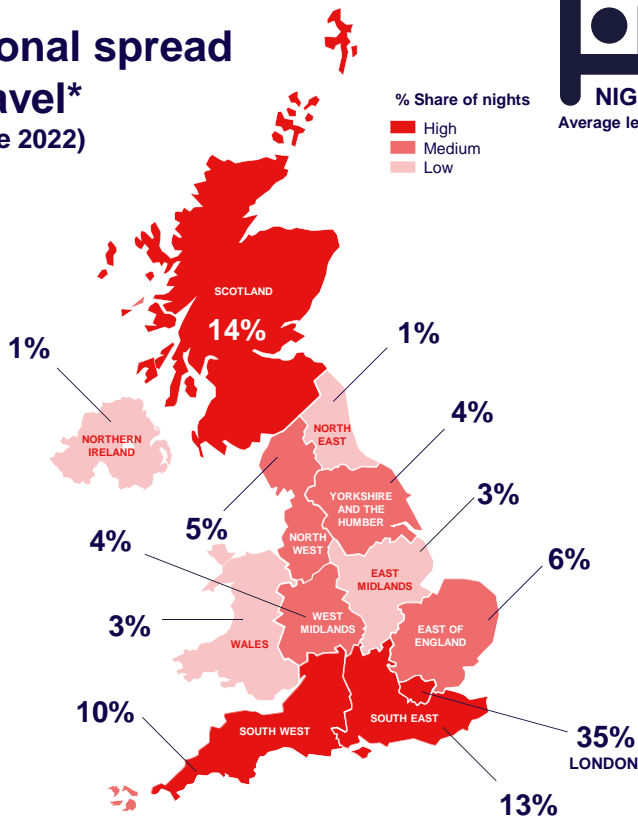


Germany Market snapshot

Visitor Profile

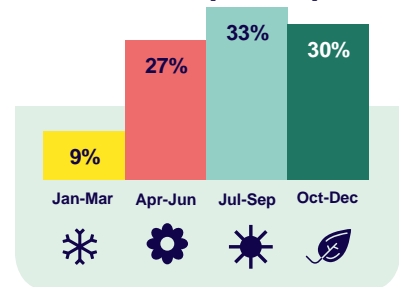


Regional spread of travel* (average 2022)

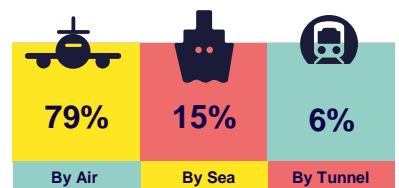


Visits from Germany to friends and/or relatives in the UK set a record for visitor spending in the UK at £289 million in 2022.

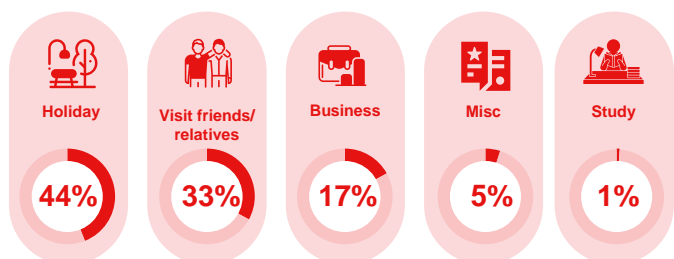
Seasonal spread of travel* (2022)



Market Access* (2022)



Purpose of travel* (2022)



Sources: *International Passenger Survey (IPS) by ONS. All spend is stated in nominal terms.



Consumer website: [visitbritain.com](https://www.visitbritain.com)
 Corporate website: [visitbritain.org](https://www.visitbritain.org)
 Image Library: assets.visitbritain.org
 Trade website: trade.visitbritain.com
 Media centre: media.visitbritain.com

VisitBritain
 Alexanderplatz 1
 10178 Berlin - Germany

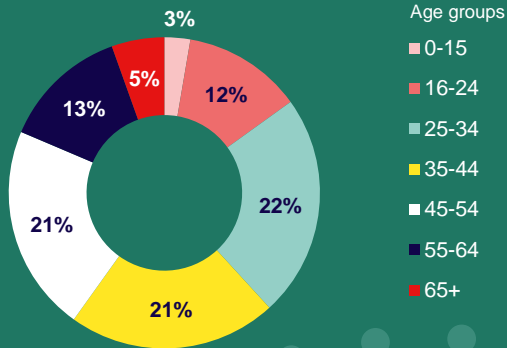
Holger Lenz
 Manager Central Europe

Holger.Lenz@visitbritain.org

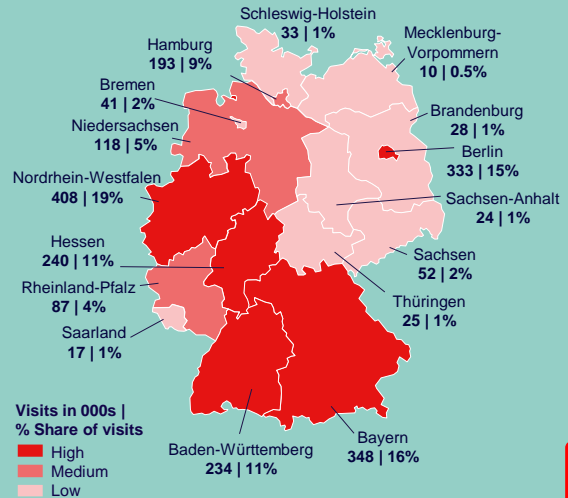




Key demographics* (2022)



Visitors' origin* (2022)



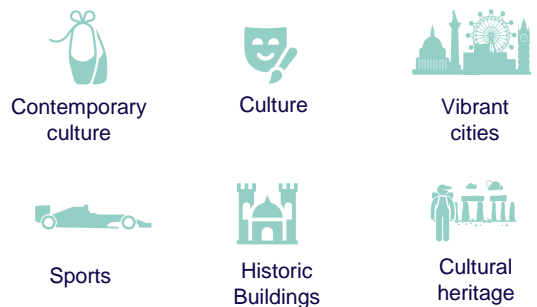
Top drivers for destination choice*** (2022)

- 1 Is a welcoming place to visit
- 2 There is beautiful coast and countryside to explore
- 3 Offers good value for money
- 4 Is good for recharging
- 5 I can roam around visiting many types of places



Perceptions of the UK**** (2023)

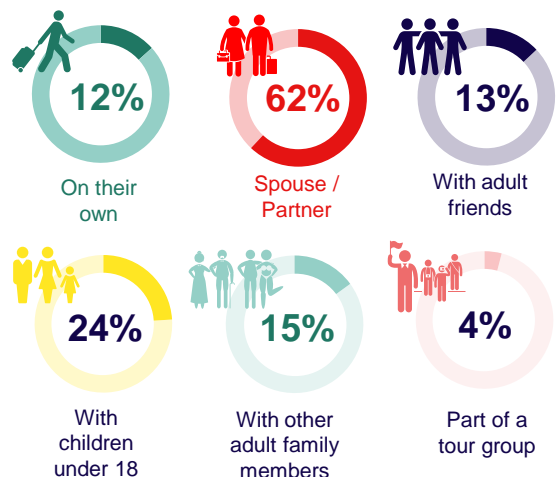
The UK ranks within the top 10 out of 60 nations for:



Top sources of inspiration*** (2022)



Travel companions*** (2022)



Sources:

*International Passenger Survey (IPS) by ONS

*** VisitBritain/Kubi Kalloo MIDAS research project 2022

****Anholt-Ipsos Nation Brands Index 2023



Top 5 activities desired on a holiday/short break abroad

- 1 Explore local food and beverage specialties
- 2 Experience coastal places and scenery
- 3 Enjoy outdoor walks, hiking or cycling
- 4 Experience rural life and scenery
- 5 Visit parks and gardens

Share who state holidays benefit their wellbeing

71%

Top 5 sustainable actions by visitors to Britain¹

- 1 Using public / greener transport
- 2 Buying local when I can
- 3 Enjoying unpolluted nature
- 4 Visiting places outside of peak season
- 5 Visiting less well-known places/ attractions

Likelihood to combine Britain with other destinations



Travel only to Britain



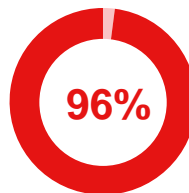
Combine a trip to Britain and other places in Europe



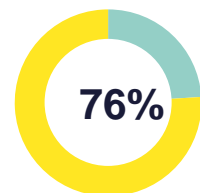
Undecided



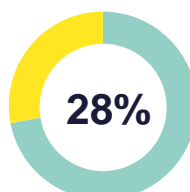
Share of German visitors “likely” or “extremely likely” to recommend Britain*



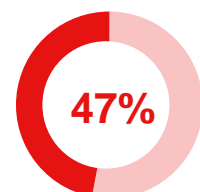
Share of German visits which were repeat visits*



Share of German travellers with accessibility requirements



Share of Germans who would return to the UK to visit a different part**



Sources:

*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals, 2015

**Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019

All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022

based on international leisure travellers

¹ based on previous visitors to Britain