

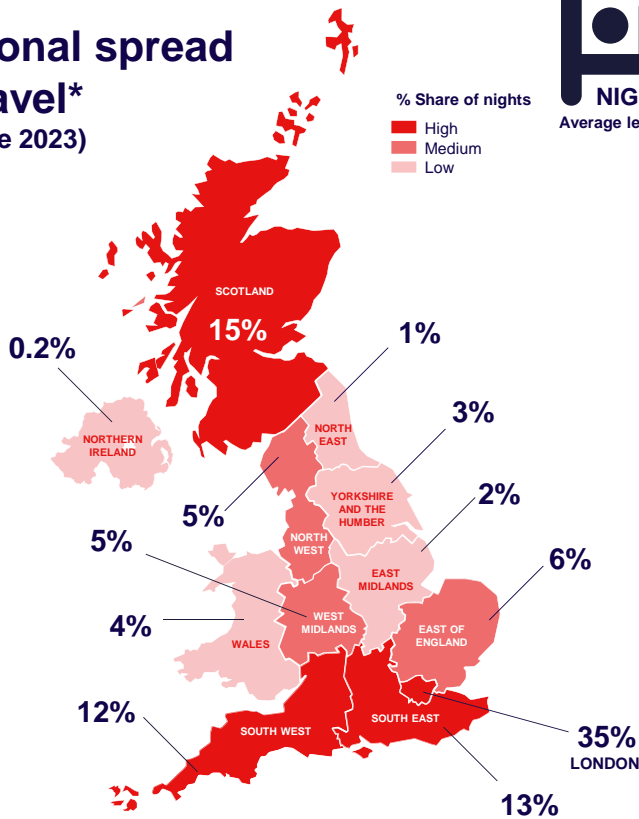


# Germany Market snapshot

Visitor Profile



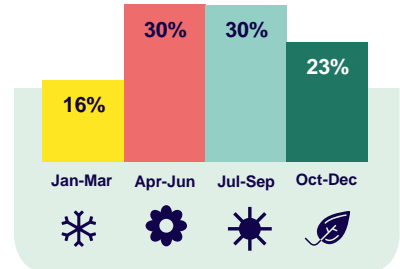
## Regional spread of travel\* (average 2023)



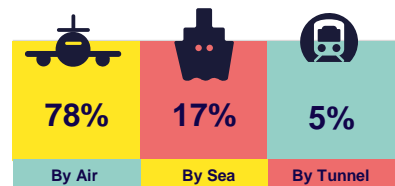
Both visits made from Germany for holidays in the UK or to visit friends and/or relatives were close to a full recovery and set spend records at £1bn and £317m respectively in 2023.



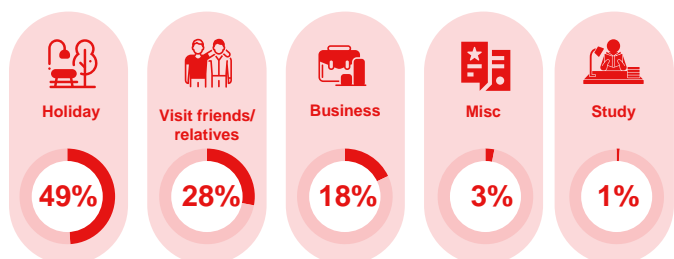
## Seasonal spread of travel\* (2023)



## Market Access\* (2023)



## Purpose of travel\* (2023)



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



Consumer website: [visitbritain.com](http://visitbritain.com)  
 Corporate website: [visitbritain.org](http://visitbritain.org)  
 Image Library: [assets.visitbritain.org](http://assets.visitbritain.org)  
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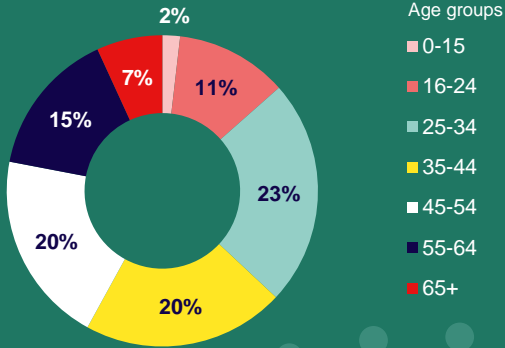
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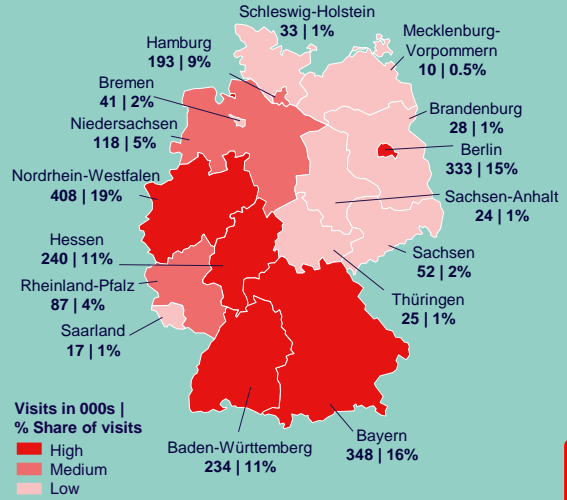




### Key demographics\* (2023)



### 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

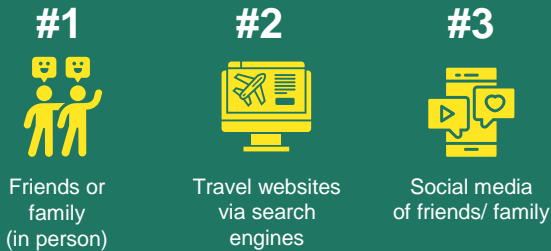


### Perceptions of the UK\*\*\*\* (2023)

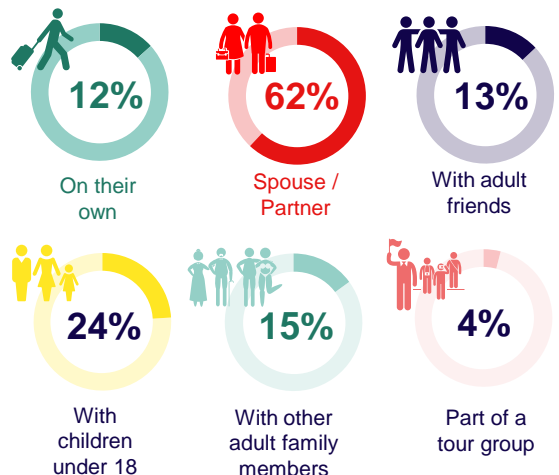
The UK ranks within the top 10 out of 60 nations for:



### Top sources of inspiration\*\*\* (2022)



### Travel companions\*\*\* (2022)



Sources:  
 \*International Passenger Survey (IPS) by ONS; age: share of 'don't know' not shown  
 \*\*\* 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 specialities
- 2 Experience coastal places and scenery
- 3 Enjoy outdoor walks, hiking or cycling
- 4 Experience rural life and scenery
- 5 Visit parks and gardens

**71%**  
state holidays benefit their wellbeing

## Top 5 sustainable actions by visitors to Britain<sup>1</sup>

- 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



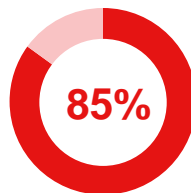
Combine a trip to Britain and other places in Europe



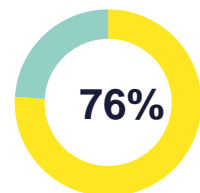
Undecided



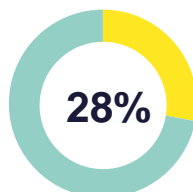
## Share of Germans interested in visiting UK film/TV locations in future\*\*



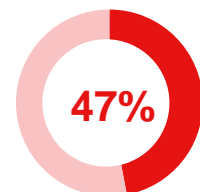
## Share of German visits which were repeat visits\*



## 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; film/TV locations: base UK considerers, 2023  
 All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers  
<sup>1</sup> based on previous visitors to Britain