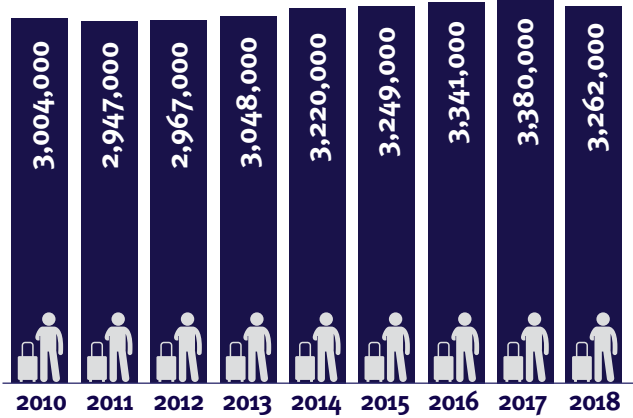




Germany

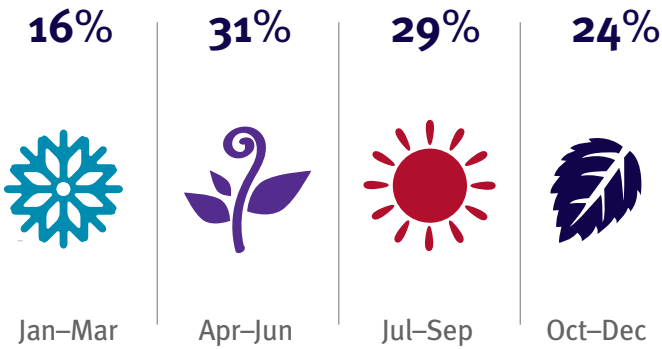
Inbound tourism overview

Annual visits*

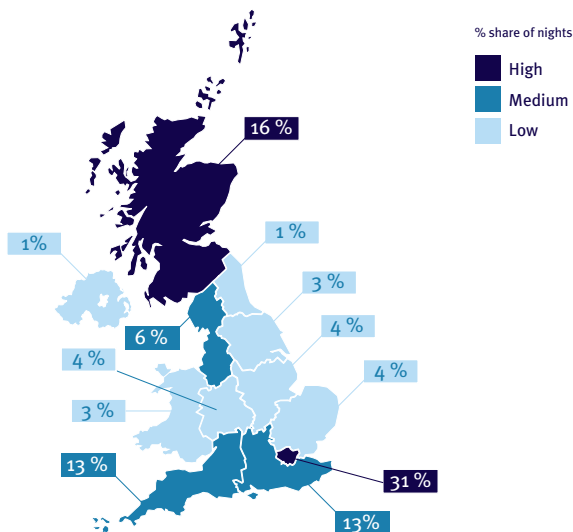


#3 Global ranking for inbound visits to the UK in 2018

Seasonal spread of travel* (2018)

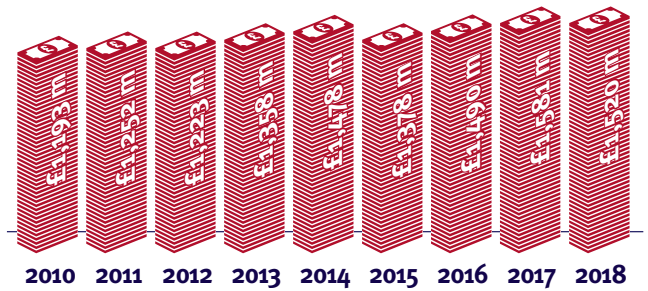


Regional spread of travel* (2018)



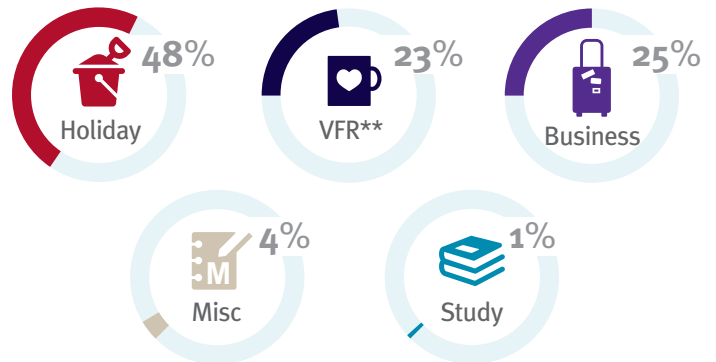
Annual visitor spend*

2018 average spend per visit
£466



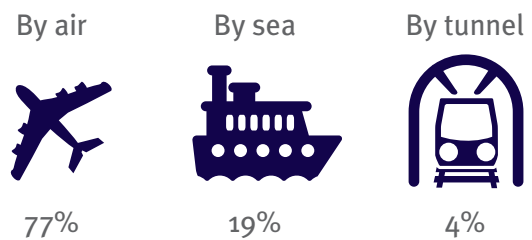
#2 Global ranking for inbound spend in the UK in 2018

Purpose of travel* (2018)



Market access* (2018)

Visits from Germany



Average length of stay* (2018)



**Visit friends and/or relatives.

VisitBritain
Alexanderplatz 1
10178 Berlin
Germany

Holger Lenz
VisitBritain Manager Central Europe
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LoveGreatBritain.de
@LoveGreatBritain_de
#LoveGreatBritain

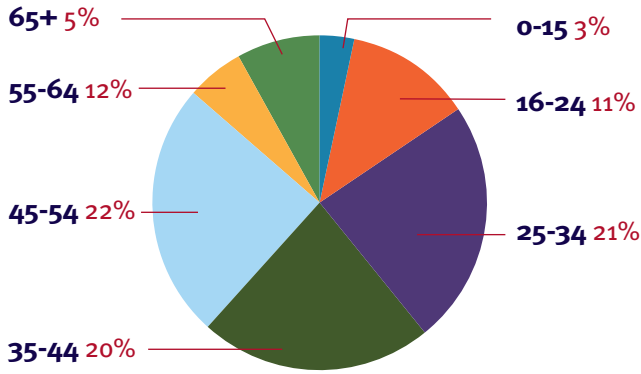
Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com



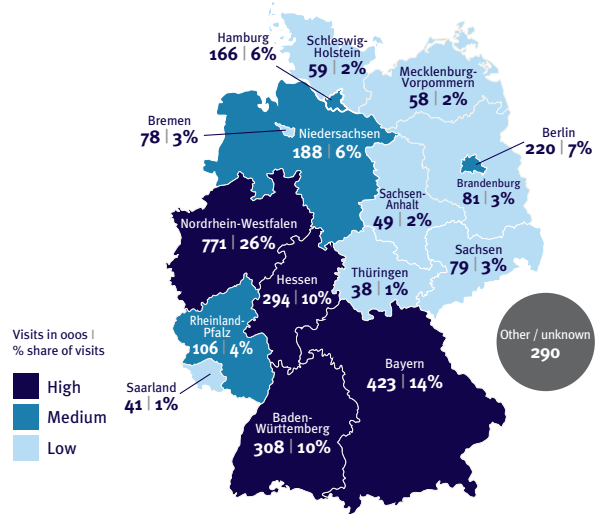
Germany

Visitor profile

Key demographics* (2018)



Visitors' origin* (2015)

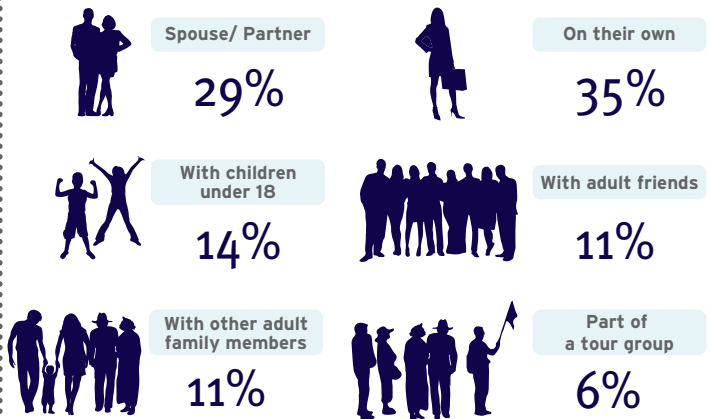


Priority market segments & attributes

Buzzseekers
Dominance of singles, pre-family couples and young professionals. Active, enjoy foreign cultures. Motivated by cultural attractions, ease of access, vibrant cities, and a variety of places to visit.

Explorers
Mainly couples and empty nesters that have time and are flexible travellers. Mature and open-minded with high interest in culture, arts and history. Enjoy variety of holidays from seaside, lakes & mountains to soft activities.

Travel companions* (2017)



Top influences in visiting Britain** (2016)



Top motivations for choosing Britain for a holiday** (2016)

- ✓ Cultural attractions
- ✓ Wide variety of places to visit
- ✓ Somewhere English is spoken
- ✓ Countryside/natural beauty
- ✓ Vibrant cities

Top three activities in the UK* (2007-2017)



Perceptions of Britain*** (2018)

Britain is ranked highly (within the top 10 out of 50 countries) by the Germans for:



96% of German visitors were “likely” or “extremely likely” to recommend Britain in 2017*

75% of German visitors were repeat visitors in 2015*