

EURO 2024 BOOSTING TOURISM IN GERMAN CITIES



The new European Champion has been crowned, and it is again Spain. Booking Group, the official accommodation and attractions partner of the European Championship, surveyed German European Championship enthusiasts to gain insights into the impact of this year's tournament on the travel industry and tourism in German cities.

The survey results reflect the sheer excitement that EURO 2024 brought. Two-thirds (66%) of respondents, and a slightly higher 70% of those living in the ten host cities, believe that **the positive economic impact of increased tourism is the best thing about hosting the Euros in Germany**. The contagious joy of the tournament is evident, with half (50%) of the fans finding the fun of celebrating in a fan zone or at a public viewing the best, a testament to the sense of community and shared experiences these events provide. This was followed by 41%, who relish meeting other fans from around the world and learning about their culture.

The EURO 2024, as with other major sporting events, served as significant catalysts for business and tourism in Germany, showcasing the unifying power of travel and sports. The tournament, played in ten different German cities, sparked a surge in domestic travel. The survey revealed that 22% of German fans are inspired to travel to countries where other fans come from, and 32% are more interested in exploring their own country due to the Euros. Furthermore, almost a quarter (24%) of respondents made the Euros matches their summer holiday. The survey also revealed that 73% of respondents would be keen on visiting one of the ten German cities hosting the event matches, underscoring how fan enthusiasm can ignite travel experiences. Munich, Hamburg, and Berlin were the most visited German cities during the championship.

Most Euro 2024 fans (64%) said they would choose a hotel if the match were not near them, and they had to book accommodation at the venue. One in five (20%) respondents aged 18 to 39 would like to meet like-minded people and would most likely stay in a hostel. When asked about the ideal accommodation location, being within walking distance of the stadium topped the list (43%). Almost a third (31%) preferred an area close to attractions.

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