

# TOURISM IN GERMANY CONTINUES TO BOOM



Tourism in Germany is growing due to an increasing number of international visitors who find the country attractive.

## Above-average Growth of German Tourism in a Global Comparison

Germany recorded 85.3 million international overnight stays in 2024, marking a 5.4 percent increase compared to the previous year. This upward trend is expected to continue, with **the German National Tourist Board (GNTB) forecasting around 91 million overnight stays in 2025**, representing a seven percent growth. This growth rate is significantly higher than the global forecast of three to five percent by the World Tourism Organization (UNWTO).

A key driver of this growth is the increasing demand from international markets. An analysis by the European Travel Commission (ETC) indicates that 63 percent of long-distance travelers are planning extended trips abroad by 2025, with nearly half expressing a preference for Europe. Additionally, travelers from China and India are intensely interested in visiting Germany. Travelers from the USA and the Gulf States are also increasingly attracted to Germany due to its rich cultural offer.

## Sustainable Tourism in Germany Is on the Rise

German rural regions are increasingly benefiting from a positive tourism trend. Alongside traditional city destinations like Berlin, Munich, and Hamburg, there is steady growth in interest in nature and wellness destinations. Additionally, sustainable tourism is gaining popularity, with more providers shifting their focus to environmentally friendly travel options. According to a survey by the GNTB, 45 percent of international travelers prefer to make climate-neutral trips and use eco-friendly modes of transportation.

## Campsites Are Booming

**Camping and caravanning have become increasingly popular in Germany, mainly due to the improvements made by the country's campsites.** According to statistics from Wiesbaden, overnight stays at campsites increased nearly 20% last year compared to 2019, specifically 19.9%.

The travel industry is experiencing intense customer desire to travel in 2025. According to evaluations by the German Travel Association (DRV), more people have already booked their holidays, particularly for the summer, compared to previous years. The trend of early bookings continues.

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