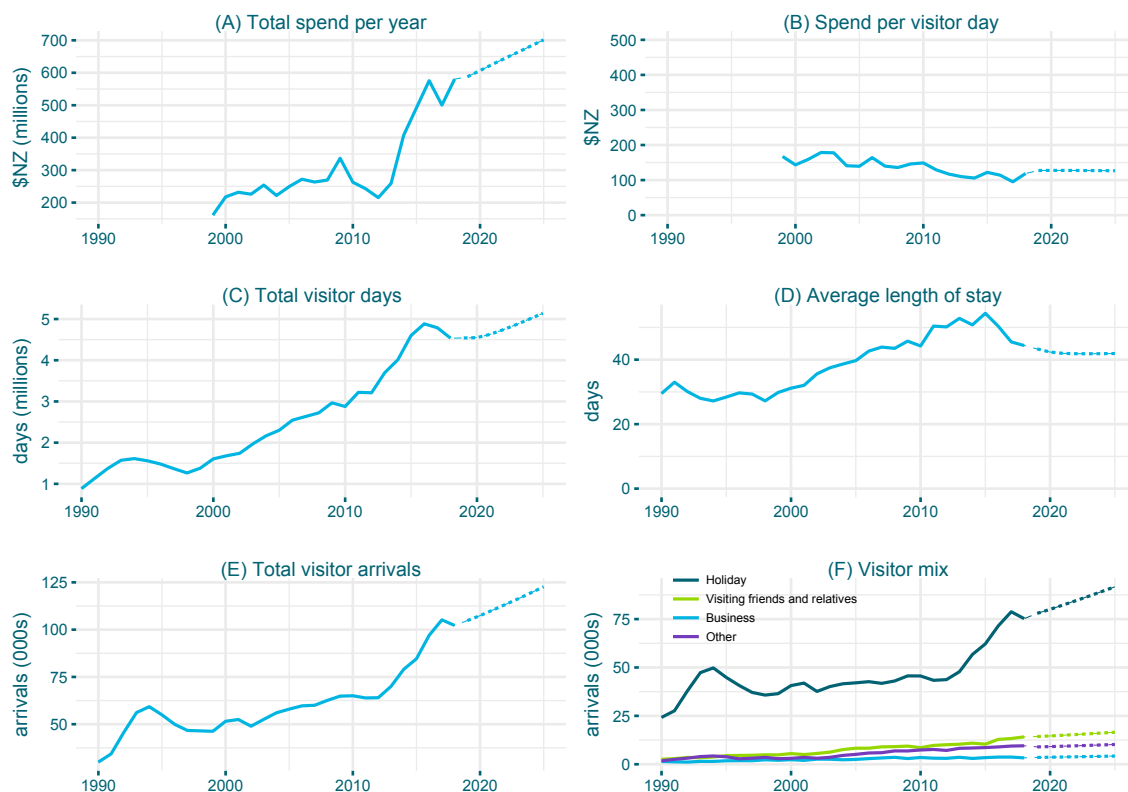


# Germany



| Summary                                | 2018  | 2025  | Visitor market characteristics <sup>4</sup> |        |
|--|-------|-------|---|--------|
| Total spend (\$m) <sup>1</sup>         | 580   | 701   | GDP per capita (PPP)                        | 52,556 |
| Total visitors (000s) <sup>2</sup>     | 102   | 123   | Population (millions)                       | 83     |
| Total days (000s) <sup>2</sup>         | 4,535 | 5,139 | Outbound departures (millions)              | 92     |
| Spend per day (\$) <sup>3</sup>        | 119   | 127   | Outbound spend (USD mn)                     | 89,677 |
| Avg length of stay (days) <sup>2</sup> | 44    | 42    |   |        |

## Summary of forecasts: Germany



| Year                                   | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | Growth |                     |
|--|-------|-------|-------|-------|-------|-------|-------|-------|--------|---------------------|
|  |       |       |       |       |       |       |       |       | Total  | Annual <sup>5</sup> |
| Total spend (\$m) <sup>1</sup>         | 580   | 588   | 607   | 626   | 645   | 664   | 683   | 701   | 21%    | 2.7%                |
| Total visitors (000s) <sup>2</sup>     | 102   | 105   | 107   | 110   | 113   | 116   | 119   | 123   | 20%    | 2.6%                |
| Total days (000s) <sup>2</sup>         | 4,535 | 4,541 | 4,550 | 4,629 | 4,742 | 4,868 | 5,002 | 5,139 | 13%    | 1.8%                |
| Spend per day (\$) <sup>3</sup>        | 119   | 127   | 128   | 128   | 127   | 127   | 127   | 127   | 7%     | 0.9%                |
| Avg length of stay (days) <sup>2</sup> | 44    | 43    | 42    | 42    | 42    | 42    | 42    | 42    | -6%    | -0.8%               |

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (<http://data.worldbank.org/indicator>); 5. Compound annual growth rate (2018-2025).