



# G E R M A N Y

## MARKET SUMMARY

- A total of 1,686,825 residents of Germany visited the U.S. in 2009 – a 5.4% drop from the 2008 total.
- Monthly arrivals for Nov 2010 totaled 113,175, about 1% higher than November 2009 arrivals. Year-to-date arrivals through November 2010 are 2.9% higher than for the same period in 2009.
- Looking towards the end of 2010, arrivals are expected to increase by 1.1%, for a total of 1,705,000 visitors.
- Germany’s economic recovery should continue into 2011, with GDP growth of 2.2% in 2011, and private consumption is expected to increase by 1.2% in 2011.
- In 2009, the U.S. received a total of \$5.6 billion from German visitors, a decrease of 16.6% compared to 2008. \$4.4 billion was spent on travel while in the U.S., and \$1.1 billion was spent on international airfare.
- Total spending, including spending on international airfare, per German arrival to the U.S. averaged \$3,303 in 2009, a decrease of 11.9% compared to 2008.
- While the U.S. remains the number one *long-haul destination* among visitors from Germany, there are ten European destinations that have higher visitor counts from Germany than the U.S.
- Favorable exchange rates, reasonable accommodation rates, and recent travel promotions have helped attract German travelers to the U.S.

## Monthly Arrivals to the U.S. (thousands)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Total	Year End Total
<b>2008</b>	91,569	108,012	163,336	133,789	188,717	148,571	162,104	174,413	191,503	177,167	117,125	125,993	1,656,306	1,782,299
<b>2009</b>	82,809	92,604	134,132	151,428	173,305	129,880	157,716	175,500	165,970	184,383	112,432	126,666	1,560,159	1,686,825
<b>2010</b>	86,683	93,264	167,225	116,465	171,849	127,411	169,776	184,901	179,934	195,303	113,175		1,605,986	

Source: [U.S. Department of Commerce, Office of Travel & Tourism Industries](http://www.usa.gov)