



Official Press Release of the
German National Tourist Press Office

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Culture mega trend

Germany is Europe's second most popular cultural destination

- 29 per cent more culture-related travel since 2000
- Europe is increasing by 1.7 per cent, Germany by five per cent
- Munich and Berlin are top!

For the first time Germany is ahead of Italy as a destination for culture-related breaks

The mega-trends of culture and health are the two themes on which the German National Tourist Board (GNTB) consistently focuses its global activities, and on which both the "City Tours/Events" and "Health & Fitness Holidays" product lines are based. Product lines are delivered using "theme years" and "basic themes".

Along with health, culture is the most important reason given for international travel. German destinations are at the forefront of this trend thanks to their cultural attractions, so it is no surprise that Germany is one of the leading travel destinations for culture lovers. In 2005, Germany's ten per cent share of the culture-related holidays taken by Europeans all over the world put it in second place after France, and therefore ahead of Italy for the first time. According to the World Travel Monitor (WTM), the number of culture-related trips to Germany by Europeans has grown by more than 29 per cent since 2000. Visiting museums and exhibitions is one of the main activities undertaken by European tourists on city breaks and tours in Germany.

There has been an above-average increase in the volume of culture-related travel by Europeans to Germany. In 2005 around 88 million cultural trips were taken in Europe which is equivalent to an average annual increase of 1.7 per cent since the year 2000. About nine million cultural trips to Germany were taken from Europe in 2005, an increase of five per cent a year since 2000. The most important markets for culture-related travel to Germany are Poland, Switzerland, the Netherlands, Italy, Denmark, Turkey, Spain, Austria, Sweden and the United Kingdom.

Two German cities were among the ten most popular city destinations in the world for leisure travel by European travellers in 2005. Munich was in eighth place with 2.6 million arrivals and Berlin in tenth place with 2.5 million. Frankfurt, Cologne, Hamburg and Düsseldorf, with over one million overnight stays each by visitors from abroad, are also very well established in the international market. "Germany's unparalleled diversity, including in the city breaks segment, is a great strength and a key factor in its global position as a travel destination", says Petra Hedorfer, Chief Executive Officer of the German National Tourist Board (GNTB).

The rate of increase in overnight stays by international visitors in German cities also reflects the appeal of culture-related trips to Germany. Whilst the number of overnight stays by international visitors for the

German market as a whole rose year on year by 6.4 per cent in 2005, inbound travel to cities with a population of over 100,000 increased by 7.9 per cent.

The GNTB aims to promote the appeal of Germany's cultural destinations through concerted marketing and sales activities, thereby securing further increases in the number of overnight stays. "One of our objectives is to position Germany even more clearly throughout the world as a top cultural destination", continues Petra Hedorfer.

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