



**Euromonitor
International**

Tourism Flows in Germany

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Outbound travel remains resilient and outpaces domestic and inbound flows

Outbound demand drives shift towards rail and premium travel

GNTB campaigns promote immersive and sustainable travel experiences

Chart 1 Tourism Flows Spending by Category: Value 2026

WHAT'S NEXT?

Higher-spending travellers to sustain premium outbound demand despite shifting preferences

Rail and local experiences to reshape domestic and short-haul travel patterns

Chart 1 Forecast Tourism Flows Spending by Category: Value 2026-2031

PRODUCTS

Digital platforms reshape how travellers discover and book experiences

Sustainable product design gains traction across the travel value chain

Immersive and hyper-local experiences redefine destination offerings

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tourism-flows-in-germany/report.