

TRAVEL & TOURISM: GLOBAL

44.1 Market Assessment

In 2015, travel and tourism contributed \$7.8 trillion globally in gross domestic product (GDP), or 9% of global GDP, according to the World Travel & Tourism Council (WTTC, www.wttc.org). Travel and tourism generated 107.5 million jobs directly in 2015, or 3.6% of total global employment. This includes employment by hotels, travel agents, airlines, and other passenger transportation services (excluding commuter services). It also includes the activities of the restaurant and leisure industries directly supported by tourists. Including direct the indirect impact, travel and tourism supported 284 million jobs in 2015.

Travel and tourism growth by region in 2015 was as follows:

- South East Asia: 7.0%
- South Asia: 7.7%
- Middle East: 5.7%
- North East Asia: 5.0%
- Oceania: 4.1%
- Caribbean: 3.6%
- North Africa: 2.9%
- North America: 2.7%
- Sub-Saharan Africa: 2.2%
- Europe: 2.0%
- Latin America: 1.7%

Growth in the G20 countries was as follows:

- Argentina: 2.2%
- Australia: 3.8%
- Brazil: -1.7%
- Canada: 3.2%
- China: 7.7%
- France: 0.1%
- Germany: 1.0%
- India: 8.1%
- Indonesia: 5.6%
- Italy: 1.8%
- Japan: 4.5%
- Mexico: 5.8%

- Russia: -3.9%
- Saudi Arabia: 7.9%
- South Africa: 1.1%
- South Korea: 1.3%
- Spain: 3.6%
- Turkey: 3.0%
- United Kingdom: 1.9%
- United States: 2.3%

44.2 World Travel

According to the United Nations World Tourism Organization (UNWTO, <http://www2.unwto.org/en>), 1.14 billion people traveled (overnight visitors) outside their country of residence in 2014, an increase of 4.7% from the prior year.

By region, international tourist arrivals in 2014 were as follows (change from previous year in parenthesis):

- Europe: 558 million (4%)
- Asia/Pacific: 263 million (5%)
- Americas: 181 million (7%)
- Africa: 56 million (-2%)
- Middle East: 50 million (4%)

The ebola epidemic was responsible for the drop in travel to Africa.

International tourism spending was \$1.4 trillion in 2014.

International tourist arrivals grew by 4.3% in the first eight months of 2015, according to the UNWTO.

44.3 Travel and Tourism Competitiveness

The Travel & Tourism Competitiveness Report 2015, a biennial report by the World Economic Forum (www.weforum.org), assesses 141 economies worldwide based on the extent to which they are putting in place the factors and policies to make it attractive to develop the travel and tourism sector. The assessment scores countries using data from publicly available sources and the results of the *Executive Opinion Survey*, a comprehensive annual survey conducted by the World Economic Forum and its network of partner institutes.

The 2015 ranking of countries based on competitiveness scores is as follows:

1.	Spain:	5.31	7.	Australia:	4.98
2.	France:	5.24	8.	Italy:	4.98
3.	Germany:	5.22	9.	Japan:	4.94
4.	United States:	5.12	10.	Canada:	4.92
5.	United Kingdom:	5.12	11.	Singapore:	4.86
6.	Switzerland:	4.99	12.	Austria:	4.82

13.	Hong Kong:	4.68	57.	Argentina:	3.90
14.	Netherlands:	4.67	58.	Peru:	3.88
15.	Portugal:	4.64	59.	Lithuania:	3.88
16.	New Zealand:	4.64	60.	Bahrain:	3.85
17.	China:	4.54	61.	Slovakia:	3.84
18.	Iceland:	4.54	62.	Morocco:	3.81
19.	Ireland:	4.53	63.	Sri Lanka:	3.80
20.	Norway:	4.52	64.	Saudi Arabia:	3.80
21.	Belgium:	4.51	65.	Oman:	3.79
22.	Finland:	4.47	66.	Romania:	3.78
23.	Sweden:	4.45	67.	Montenegro:	3.75
24.	United Arab Emirates:	4.43	68.	Colombia:	3.73
25.	Malaysia:	4.41	69.	Trinidad and Tobago:	3.71
26.	Luxembourg:	4.38	70.	Namibia:	3.69
27.	Denmark:	4.38	71.	Georgia:	3.68
28.	Brazil:	4.37	72.	Israel:	3.66
29.	South Korea:	4.37	73.	Uruguay:	3.65
30.	Mexico:	4.36	74.	Philippines:	3.63
31.	Greece:	4.36	75.	Vietnam:	3.60
32.	Taiwan:	4.35	76.	Jamaica:	3.59
33.	Croatia:	4.30	77.	Jordan:	3.59
34.	Panama:	4.28	78.	Kenya:	3.58
35.	Thailand:	4.26	79.	Tunisia:	3.54
36.	Cyprus:	4.25	80.	Guatemala:	3.51
37.	Czech Republic:	4.22	81.	Dominican Republic:	3.50
38.	Estonia:	4.22	82.	Macedonia:	3.50
39.	Slovenia:	4.17	83.	Egypt:	3.49
40.	Malta:	4.16	84.	Azerbaijan:	3.48
41.	Hungary:	4.14	85.	Kazakhstan:	3.48
42.	Costa Rica:	4.10	86.	Cape Verde:	3.46
43.	Qatar:	4.09	87.	Bhutan:	3.44
44.	Turkey:	4.08	88.	Botswana:	3.42
45.	Russia:	4.08	89.	Armenia:	3.42
46.	Barbados:	4.08	90.	Honduras:	3.41
47.	Poland:	4.08	91.	El Salvador:	3.41
48.	South Africa:	4.08	92.	Nicaragua:	3.37
49.	Bulgaria:	4.05	93.	Tanzania:	3.35
50.	Indonesia:	4.04	94.	Lebanon:	3.35
51.	Chile:	4.04	95.	Serbia:	3.34
52.	India:	4.02	96.	Laos:	3.33
53.	Latvia:	4.01	97.	Iran:	3.32
54.	Seychelles:	4.00	98.	Rwanda:	3.32
55.	Puerto Rico:	3.91	99.	Mongolia:	3.31
56.	Mauritius:	3.90	100.	Bolivia:	3.29

101. Suriname:	3.28	122. Cameroon:	2.95
102. Nepal:	3.27	123. Algeria:	2.93
103. Kuwait:	3.26	124. Gabon:	2.92
104. Guyana:	3.26	125. Pakistan:	2.92
105. Cambodia:	3.24	126. Malawi:	2.90
106. Albania:	3.22	127. Bangladesh:	2.90
107. Zambia:	3.22	128. Mali:	2.87
108. Swaziland:	3.20	129. Lesotho:	2.82
109. Gambia:	3.20	130. Mozambique:	2.81
110. Venezuela:	3.18	131. Nigeria:	2.79
111. Moldova:	3.16	132. Sierra Leone:	2.77
112. Senegal:	3.14	133. Haiti:	2.75
113. Paraguay:	3.11	134. Myanmar:	2.72
114. Uganda:	3.11	135. Burundi:	2.70
115. Zimbabwe:	3.09	136. Burkina Faso:	2.67
116. Kyrgyzstan:	3.08	137. Mauritania:	2.64
117. Côte d'Ivoire:	3.05	138. Yemen:	2.62
118. Ethiopia:	3.03	139. Angola:	2.60
119. Tajikistan:	3.03	140. Guinea:	2.58
120. Ghana:	3.01	141. Chad:	2.43
121. Madagascar:	2.99		

44.4 Vacations

Expedia (www.expedia.com) conducted surveys of consumer vacation characteristics in 22 countries. According to the most recent survey, adults take the following number of vacation days (mean response among survey participants):

• France:	30.6 days	• Argentina:	21.6 days
• Norway:	28.0 days	• Ireland:	20.2 days
• Denmark:	27.2 days	• India:	18.7 days
• Brazil:	26.9 days	• Australia:	16.1 days
• Spain:	25.9 days	• Canada:	15.6 days
• Taiwan:	25.3 days	• Mexico:	13.9 days
• Germany:	25.2 days	• Malaysia:	13.7 days
• Sweden:	25.0 days	• Singapore:	13.0 days
• United Kingdom:	23.5 days	• United States:	11.6 days
• Italy:	23.0 days	• South Korea:	11.3 days
• Netherlands:	23.0 days	• Japan:	7.4 days

44.5 Most-Visited Cities

According to the 2015 MasterCard Global Destination Cities Index, the cities with the highest number of international visitors (i.e., cross-border travel) are as follows:

- London, United Kingdom: 18.82 million
- Bangkok, Thailand: 18.24 million
- Paris, France: 16.06 million
- Dubai, United Arab Emirates: 14.26 million
- Istanbul, Turkey: 12.56 million
- New York, NY, United States: 12.27 million
- Singapore: 11.88 million
- Kuala Lumpur, Malaysia: 11.12 million
- Seoul, South Korea: 10.35 million
- Hong Kong: 8.66 million
- Tokyo, Japan: 8.08 million
- Barcelona, Spain: 7.63 million
- Amsterdam, Netherlands: 7.44 million
- Rome, Italy: 7.41 million
- Milan, Italy: 7.17 million
- Taipei, Taiwan: 6.55 million
- Shanghai, China: 5.85 million
- Vienna, Austria: 5.81 million
- Prague, Czech Republic: 5.47 million
- Los Angeles, CA, United States: 5.20 million

The top global destination cities ranked by international visitor spending are as follows (source: MasterCard):

- London, United Kingdom: \$20.23 billion
- New York, NY, United States: \$17.37 billion
- Paris, France: \$16.61 billion
- Seoul, South Korea: \$15.24 billion
- Singapore: \$14.65 billion
- Barcelona, Spain: \$13.86 billion
- Bangkok, Thailand: \$12.36 billion
- Kuala Lumpur, Malaysia: \$12.02 billion
- Dubai, United Arab Emirates: \$11.68 billion
- Istanbul, Turkey: \$ 9.37 billion
- Taipei, Taiwan: \$ 9.28 billion
- Tokyo, Japan: \$ 8.44 billion
- Hong Kong: \$ 7.44 billion
- Los Angeles, CA, United States: \$ 7.36 billion
- Madrid, Spain: \$ 7.13 billion
- Miami, FL, United States: \$ 6.40 billion
- Sydney, Australia: \$ 6.15 billion
- Munich, Germany: \$ 5.57 billion
- Rome, Italy: \$ 5.29 billion
- Berlin, Germany: \$ 5.22 billion

44.6 Most-Visited Attractions and Sites

Ranked by number of annual visits, the following are the most popular tourist attractions outside the United States (source: *Travel & Leisure*):

• Niagara Falls (Ontario, Canada):	22.5 million
• Grand Bazaar (Istanbul, Turkey):	15.0 million
• Tokyo Disneyland (Tokyo, Japan):	14.5 million
• Forbidden City (Beijing, China):	12.8 million
• Disneyland Park (Marne-la-Vallée, France):	10.5 million
• Tsim Sha Tsui Waterfront (Hong Kong):	10.1 million
• Victoria Peak (Hong Kong):	10.1 million
• The Zócalo (Mexico City, Mexico):	10.0 million
• Great Wall of China (China):	9.0 million
• Musée du Louvre (Paris, France):	8.5 million
• Universal Studios Japan (Osaka, Japan):	8.2 million
• Sydney Opera House (Sydney, Australia):	7.4 million
• Everland (Gyeonggi-Do, South Korea):	6.9 million
• Eiffel Tower (Paris, France):	6.7 million
• Palace of Versailles (Versailles, France):	5.9 million
• British Museum (London, United Kingdom):	5.8 million
• Lotte World (Seoul, South Korea):	5.6 million
• Hong Kong Disneyland (Hong Kong):	5.2 million
• The Colosseum (Rome, Italy):	5.1 million
• Ocean Park (Hong Kong):	5.1 million
• Tate Modern (London, United Kingdom):	5.1 million

The following are the most visited sacred sites (source: *Travel & Leisure*):

• Meiji Shrine and Sensoji-Temple (Tokyo, Japan):	30.0 million
• Kashi Vishwanath Temple (Varanasi, India):	21.9 million
• Basilica of Our Lady of Guadalupe (Mexico City, Mexico):	20.0 million
• Tirupati Tirumala Devasthanams Temple (Andhra Pradesh, India):	18.2 million
• Notre Dame Cathedral (Paris, France):	13.6 million
• Sacré Coeur Basilica (Paris, France):	10.5 million
• Naritasan Shinshoji Temple (Chiba Prefecture, Japan):	10.0 million
• Tsurugaoka Hachimangu Shrine (Kanagawa Prefecture, Japan):	10.0 million
• Kiyomizu-dera and Kinkaku-ji Temples (Kyoto, Japan):	10.0 million
• Ise Jingu (Ise, Japan):	8.5 million
• St. Peter's Basilica (Vatican City, Rome):	7.0 million
• Dazaifu Tenmangu (Dazaifu, Japan):	6.6 million
• Cologne Cathedral (Cologne, Germany):	6.0 million
• Sanctuary of Our Lady of Lourdes (Lourdes, France):	6.0 million
• Shrine of Padre Pio (San Giovanni Rotondo, Italy):	6.0 million
• St. Mark's Basilica (Venice, Italy):	6.0 million
• Basilica of St. Francis of Assisi (Assisi, Italy):	5.5 million
• Western Wall (Jerusalem, Israel):	5.0 million

• Sultanahmet Camii [Blue Mosque] (Istanbul, Turkey):	5.0 million
• Ginkaku-ji (Silver Pavilion Temple) (Kyoto, Japan):	5.0 million
• Lotus Temple (New Delhi, India):	4.5 million
• Sistine Chapel (Vatican City, Rome):	4.0 million
• Church of the Holy Sepulchre (Jerusalem, Israel):	4.0 million
• Ikutsushima Shrine, Miyajima Island (Hiroshima Bay, Japan):	3.4 million
• Po Lin Monastery and Tian Tan Buddha (Hong Kong):	3.2 million
• Aya Sofya [Hagia Sofia] (Istanbul, Turkey):	3.0 million
• Al-Haram Mosque (Mecca, Saudi Arabia):	2.9 million
• Basilica de Sagrada Familia (Barcelona, Spain):	2.3 million
• Basilica of the Annunciation (Nazareth, Israel):	2.2 million
• Mount of Beatitudes (Galilee, Israel):	2.2 million
• Chapel of Our Lady of the Miraculous Medal (Paris, France):	2.0 million
• St. Paul's Cathedral (London, United Kingdom):	1.9 million
• Temple Mount (Jerusalem, Israel):	1.5 million
• Westminster Abbey (London, United Kingdom):	1.4 million
• Baha'i Shrine and Gardens (Haifa, Israel):	1.2 million
• Mariazell Shrine (Mariazell, Austria):	1.0 million
• Jokhang Temple (Lhasa, Tibet):	700,000

44.7 Air Travel

According to the Airport Council International (www.aci.aero), the world's busiest airports, ranked by 2014 passenger traffic, are as follows (change from the previous year in parenthesis):

1. Hartsfield-Jackson Atlanta International (United States):	96,178,899 (1.9%)
2. Beijing Capital International (China):	86,130,390 (2.9%)
3. London Heathrow (United Kingdom):	73,408,442 (1.4%)
4. Tokyo Haneda (Japan):	72,826,862 (5.8%)
5. Los Angeles International (United States):	70,665,472 (6.0%)
6. Dubai International (United Arab Emirates):	70,475,636 (6.1%)
7. O'Hare International (United States):	70,015,746 (4.4%)
8. Paris-Charles de Gaulle (France):	63,808,796 (2.8%)
9. Dallas/Fort Worth International (United States):	63,523,489 (5.1%)
10. Hong Kong International (Hong Kong):	63,148,379 (6.0%)
11. Frankfurt (Germany):	59,566,132 (2.6%)
12. Soekarno-Hatta International (Indonesia):	57,005,406 (-4.8%)
13. Istanbul Atatürk (Turkey):	56,767,108 (10.7%)
14. Amsterdam (Netherlands):	54,978,023 (4.6%)
15. Guangzhou Baiyun International (China):	54,780,346 (4.4%)
16. Singapore Changi (Singapore):	54,091,802 (0.7%)
17. John F. Kennedy International (United States):	53,635,346 (6.4%)
18. Denver International (United States):	53,472,514 (1.7%)
19. Shanghai Pudong International (China):	51,651,800 (9.5%)

20. Kuala Lumpur International (Malaysia):	48,932,471 (3.0%)
21. San Francisco International (United States):	47,114,611 (4.8%)
22. Suvarnabhumi (Thailand):	46,423,352 (-9.6%)
23. Seoul Incheon International (South Korea):	45,662,322 (9.6%)
24. Charlotte Douglas International (United States):	44,333,475 (2.0%)
25. McCarran International (United States):	42,869,517 (2.4%)
26. Phoenix Sky Harbor International (United States):	42,125,212 (4.5%)
27. Madrid Barajas (Spain):	41,815,261 (5.3%)
28. George Bush Intercontinental (United States):	41,194,558 (3.3%)
29. Miami International (United States):	40,941,879 (0.9%)
30. São Paulo-Guarulhos International (Brazil):	39,773,716 (9.2%)
31. Indira Gandhi International (India):	39,752,819 (8.4%)
32. Munich (Germany):	39,700,515 (2.7%)
33. Sydney Kingsford-Smith (Australia):	38,863,380 (1.6%)
34. Toronto Pearson International (Canada):	38,569,088 (6.8%)
35. Leonardo da Vinci-Fiumicino (Italy):	38,506,467 (6.5%)
36. London Gatwick (United Kingdom):	38,105,747 (7.5%)
37. Shanghai Hongqiao International (China):	37,971,135 (6.7%)
38. Chengdu Shuangliu International (China):	37,712,357 (12.8%)
39. Barcelona-El Prat (Spain):	37,540,326 (6.7%)
40. Seattle-Tacoma International (United States):	37,497,941 (7.8%)
41. Shenzhen Bao'an International (China):	36,272,701 (12.4%)
42. Taiwan Taoyuan International (Taiwan):	35,804,465 (11.2%)
43. Orlando International (United States):	35,714,091 (2.7%)
44. Newark Liberty International (United States):	35,610,759 (1.7%)
45. Narita International (Japan):	35,535,206 (0.6%)
46. Minneapolis/St. Paul International (United States):	35,147,083 (3.7%)
47. Chhatrapati Shivaji International (India):	34,993,738 (9.6%)
48. Benito Juárez International (Mexico):	34,255,739 (8.6%)
49. Ninoy Aquino International (Philippines):	34,015,169 (3.5%)
50. Domodedovo International (Russia):	33,108,047 (7.3%)

44.8 Market Resources

Airport Council International, P.O. Box 302, 800 Rue du Square Victoria, Montreal, Quebec H4Z 1G8 Canada. (514) 373-1200. (www.aci.aero)

Global Business Travel Association, 123 North Pitt Street, Alexandria, VA 22314. (703) 684-0836. (www.gbta.org)

United Nations World Tourism Organization (UNWTO), Capitán Haya 42, 28020 Madrid, Spain. Tel.: +34 91 567 81 00. (<http://www2.unwto.org/en>)

World Economic Forum, 91-93 route de la Capite, CH-1223 Cologny, Geneva, Switzerland. Tel.: +41 (0) 22 869 1212. (www.weforum.org)

World Travel & Tourism Council (WTTC), 1-2 Queen Victoria Terrace, Sovereign Court, London E1W 3HA, United Kingdom. Tel.: 44 (0)20 7481 8007. (www.wttc.org)

TRAVEL & TOURISM: U.S. INBOUND/OUTBOUND

45.1 Market Assessment

According to the U.S. Department of Commerce, Office of Travel and Tourism Industries (OTTI, <http://travel.trade.gov>), travel and tourism provided a \$75.08 billion balance of trade in 2014. International visitor spending (exports) was as follows:

- Travel receipts: \$177.24 billion
- Passenger fare receipts: \$ 43.52 billion
- Total: \$220.76 billion

U.S. spending abroad (imports) was as follows:

- Travel receipts: \$110.78 billion
- Passenger fare receipts: \$ 34.89 billion
- Total: \$145.68 billion

45.2 Inbound Travel

OTTI provides the following statistics on travel by international visitors into the United States:

	Visitors	Travel Spending	Passenger Fares to Domestic Carriers
• 2000:	51.2 million	\$100.2 billion	\$20.2 billion
• 2001:	46.9 million	\$ 86.7 billion	\$17.2 billion
• 2002:	43.5 million	\$ 81.9 billion	\$16.3 billion
• 2003:	41.2 million	\$ 80.3 billion	\$15.1 billion
• 2004:	46.1 million	\$ 92.4 billion	\$17.9 billion
• 2005:	49.2 million	\$101.5 billion	\$20.6 billion
• 2006:	51.2 million	\$105.1 billion	\$21.6 billion
• 2007:	56.0 million	\$119.0 billion	\$25.2 billion
• 2008:	57.9 million	\$133.8 billion	\$31.0 billion
• 2009:	54.9 million	\$119.9 billion	\$26.1 billion
• 2010:	59.7 million	\$137.0 billion	\$31.0 billion
• 2011:	62.3 million	\$150.9 billion	\$36.8 billion
• 2012:	66.7 million	\$161.6 billion	\$39.4 billion
• 2013:	69.8 million	\$172.9 billion	\$41.6 billion
• 2014:	74.7 million	\$177.2 billion	\$43.5 billion

45.3 International Arrivals

There were 74.73 million visitors to the United States in 2014, a 6.8% increase from 2013.

Visitors to the U.S. in 2014 are distributed by origin as follows (change from previous year in parenthesis):

- Overseas: 34.42 million (7.4%)
- Canada: 22.98 million (-1.8%)
- Mexico: 17.33 million (19.2%)

Overseas visitors in 2014 by region were as follows (change from previous year in parenthesis):

- Western Europe: 12.78 million (6.2%)
- Asia: 9.64 million (6.1%)
- South America: 5.48 million (6.6%)
- Oceania: 1.56 million (8.6%)
- Caribbean: 1.34 million (15.8%)
- Middle East: 1.22 million (15.8%)
- Central America: 933,000 (11.9%)
- Eastern Europe: 947,000 (10.2%)
- Africa: 513,000 (16.8%)

The top home countries for visitors arriving to the United States in 2014 were as follows (change from previous year in parenthesis):

- Canada: 22,975,195 (-1.8%)
- Mexico: 17,334,495 (19.2%)
- United Kingdom: 3,972,655 (3.6%)
- Japan: 3,579,363 (-4.0%)
- Brazil: 2,263,865 (9.9%)
- China: 2,188,387 (21.1%)
- Germany: 1,968,536 (2.7%)
- France: 1,624,604 (8.0%)
- South Korea: 1,449,538 (6.6%)
- Australia: 1,276,124 (5.9%)
- India: 961,790 (11.9%)
- Italy: 934,066 (11.3%)
- Colombia: 881,219 (17.8%)
- Spain: 700,084 (12.9%)
- Argentina: 684,727 (-0.2%)
- Venezuela: 615,975 (-21.8%)
- Netherlands: 615,856 (4.5%)
- Sweden: 543,336 (14.0%)
- Switzerland: 486,506 (2.8%)
- Taiwan: 413,048 (7.4%)

45.4 Overseas Visitors to Select States and Cities

The top states and cities for overseas visitors in 2014 were as follows:

States

• New York:	9.98 million
• Florida:	8.50 million
• California:	7.16 million
• Hawaii:	3.06 million
• Nevada:	3.06 million
• Texas:	1.55 million
• Massachusetts:	1.51 million
• Illinois:	1.38 million
• New Jersey:	964,000
• Pennsylvania:	964,000
• Arizona:	929,000
• Georgia:	860,000
• Washington:	620,000
• Utah:	551,000
• Colorado:	447,000

Cities

• New York City, NY:	9.74 million
• Miami, FL:	4.85 million
• Los Angeles, CA:	4.40 million
• Orlando, FL:	4.13 million
• San Francisco, CA:	3.13 million
• Las Vegas, NV:	2.99 million
• Honolulu, HI:	2.48 million
• Washington, DC:	1.93 million
• Boston, MA:	1.41 million
• Chicago, IL:	1.31 million
• San Diego, CA:	1.03 million
• Houston, TX:	860,000
• Fort Lauderdale, FL:	792,000
• Atlanta, GA:	723,000
• Grand Canyon-Sedona, AZ:	620,000
• Philadelphia, PA:	620,000

45.5 Outbound Travel

In 2014, 68.2 million international trips were taken by U.S. residents, an 11% increase from 2013. There were 30.8 million overseas trips (e.g., excluding travel to Canada and Mexico), a 6% increase from 2013.

The top destinations of U.S. residents traveling abroad in 2014 were as follows

(change from previous year in parenthesis):

- Mexico: 25.88 million (24%)
 - Air: 6.93 million (11%)
- Canada: 11.51 million (no change)
 - Air: 3.41 million (6%)
- United Kingdom: 2.83 million (7%)
- Dominican Republic: 2.71 million (n/a)
- France: 2.12 million (6%)
- Italy: 1.91 million (6%)
- Germany: 1.87 million (8%)
- Jamaica: 1.38 million (-23%)
- Spain: 1.17 million (12%)
- China: 1.13 million (1%)
- Bahamas: 1.10 million (n/a)
- India: 1.07 million (3%)
- Costa Rica: 862,000 (n/a)
- Japan: 800,000 (-2%)
- Ireland: 708,000 (-2%)
- Netherlands: 708,000 (11%)
- Philippines: 708,000 (22%)
- Colombia: 616,000 (n/a)
- Israel: 554,000 (-13%)
- Switzerland: 554,000 (12%)
- South Korea: 523,000 (-10%)
- Hong Kong: 523,000 (-5%)
- Peru: 492,000 (6%)
- Austria: 492,000 (13%)
- Taiwan: 492,000 (13%)
- Brazil: 431,000 (6%)
- Greece: 431,000 (14%)
- Australia: 431,000 (n/a)
- Turkey: 400,000 (15%)
- United Arab Emirates: 369,000 (27%)
- Thailand: 339,000 (-3%)
- Czech Republic: 339,000 (n/a)
- Hungary: 339,000 (n/a)
- Ecuador: 308,000 (n/a)
- South Africa: 246,000 (6%)
- Vietnam: 246,000 (n/a)
- Singapore: 215,000 (6%)
- Argentina: 215,000 (n/a)
- Russia: 215,000 (n/a)

45.6 International Air Travel By U.S. Residents

International Demographics (www.themediiaudit.com) regularly surveys residents in 55 metropolitan areas. Among topics on the surveys are questions about international travel activities.

By city of residence, the following are the percentages of adults that traveled by air to a foreign destination at least once during the past two years:

• Akron, OH:	13.3%
• Albany-Schenectady-Troy, NY:	25.2%
• Allentown-Bethlehem, PA:	24.4%
• Ann Arbor, MI:	24.4%
• Atlanta, GA:	26.5%
• Baltimore, MD:	25.9%
• Boston, MA:	29.7%
• Buffalo, NY:	12.6%
• Charleston, SC:	17.2%
• Charlotte, NC:	17.5%
• Chicago, IL:	27.6%
• Cincinnati, OH:	17.5%
• Cleveland, OH:	14.5%
• Columbia-Jefferson City, MO:	14.3%
• Columbus, OH:	15.1%
• Dallas-Ft. Worth, TX:	25.3%
• Dayton, OH:	9.8%
• Denver, CO:	24.7%
• Detroit, MI:	18.4%
• Ft. Myers-Naples, FL:	24.7%
• Grand Rapids, MI:	14.9%
• Greensboro, NC:	10.4%
• Greenville-Spartanburg, SC:	17.5%
• Indianapolis, IN:	17.6%
• Jacksonville, FL:	19.1%
• Kansas City, MO-KS:	16.3%
• Las Vegas, NV:	18.9%
• Lexington, KY:	20.5%
• Little Rock, AR:	13.9%
• Louisville, KY:	10.2%
• Madison, WI:	23.5%
• Melbourne, FL:	17.0%
• Miami-Ft. Lauderdale, FL:	37.9%
• Milwaukee-Racine, WI:	18.0%
• New York, NY:	33.7%
• Norfolk, VA:	18.9%
• Ocala, FL:	18.0%
• Oklahoma City, OK:	14.4%

- Omaha-Council Bluffs, NE: 15.9%
- Orlando, FL: 30.6%
- Peoria, IL: 17.5%
- Philadelphia, PA: 24.0%
- Pittsburgh, PA: 13.1%
- Raleigh-Durham, NC: 24.2%
- Rochester, NY: 17.5%
- Sacramento, CA: 21.0%
- Sarasota, FL: 21.3%
- Southern New Hampshire: 17.3%
- St. Louis, MO: 16.6%
- Syracuse, NY: 15.1%
- Tampa-St. Petersburg, FL: 16.8%
- Toledo, OH: 13.2%
- Tulsa, OK: 12.5%
- Washington, DC: 34.5%
- West Palm Beach, FL: 26.7%

45.7 Market Resources

International Demographics, 10333 Richmond Avenue, Suite 200, Houston, TX 77042.
(713) 626-0333. (www.themediiaudit.com)

U.S. Department of Commerce, International Trade Administration, Office of Travel and
Tourism Industries, 1401 Constitution Avenue NW, Washington, DC 20230.
(202) 482-0140. (<http://travel.trade.gov>)

51

GERMANY

51.1 GDP and Consumer Spending

- Gross domestic product [GDP] (2014): \$3.852 trillion
- GDP per capita: \$47,627
- GDP per capita relative to United States: 87%
- GDP change, 2015 (estimate by *The Economist*): 1.6%
- GDP change, 2016 (forecast by the International Monetary Fund): 1.6%

- Consumer spending as percentage of GDP: 57.5%
 - Housing and utilities: 13.6%
 - Health: 8.7%
 - Transport: 7.7%
 - Food and nonalcoholic beverages: 6.3%
 - Recreation and culture: 5.7%
 - Education: 4.0%
 - Household furnishings: 3.9%
 - Clothing and footwear: 3.0%
 - Restaurants and hotels: 3.0%
 - Alcoholic beverages and tobacco: 2.0%
 - Communication: 1.5%
 - Miscellaneous goods and services: 9.4%

51.2 Ranking

- GDP (see Chapter 1): #4
- Global competitiveness (see Chapter 4): #4
- Quality of life (see Chapter 24): #16
- Human Development Index (see Chapter 18): #6
- Gender gap (see Chapter 20): #11
- Global dynamism (see Chapter 8): #12
- Travel & tourism competitiveness (see Chapter 44): #3

51.3 Demographics

• Population (2015, see Chapter 12):	82,727,000
• Population growth rate:	-0.1%
• Median age:	46
• Life expectancy:	81
• Youth population (under age 15):	13%
• Elderly population (older than age 60):	27%
• Percentage of population in urban regions (see Chapter 17):	75%
• Foreign-born population:	16%
• Fertility rate (number of children born per woman):	1.5
• Housing units (see Chapter 16):	37.6 million
• Ethnic: German - 91.5%, Turkish - 2.4%, other (made up largely of Greek, Italian, Polish, Russian, Serbo-Croatian, Spanish) - 6.1%	
• Language: German	
• Religions: Protestant - 34%, Roman Catholic - 34%, Muslim - 3.7%, unaffiliated or other - 28.3%	

51.4 Demographic Profile

• Consumer Confidence Index [global average = 98] (see Chapter 7):	97
• Wellbeing, self-described as thriving (see Chapter 25):	43%
• Inequality of wealth distribution (Gini index):	30.1
• Unemployment (2015):	5.3%
• Household savings rate:	11.4%
• Retirement age (see Chapter 12):	65
• Years of schooling (see Chapter 22):	12.9 (mean); 16.3 (expected)

51.5 Economic Profile

• Purchasing power parity index (United States = 100):	109
• Rate of inflation:	1.6%
• Budget balance (percent of GDP):	-0.6%
• Imports:	\$1.28 trillion
• Exports:	\$1.49 trillion
• Exports as percentage of GDP:	46.8%
• Import partners: China - 9.7%, Netherlands - 8.4%, France - 7.6%, United States - 5.7%, Italy - 5.2%, United Kingdom - 4.7%, Belgium - 4.2%, Austria - 4.1%, Switzerland - 4.1%	
• Export partners: France - 9.4%, United States - 6.8%, Netherlands - 6.6%, United Kingdom - 6.2%, Italy - 6.2%, China - 5.7%, Austria - 5.5%, Belgium - 4.7%, Switzerland - 4.4%	

51.6 Major Cities

Germany has 37 cities with an urban population of 250,000 or more, as follows:

• Berlin:	3,426,354	• Berlin Pankow:	356,019
• Hamburg:	1,739,117	• Bielefeld:	331,906
• München:	1,260,391	• Berlin Mitte:	329,078
• Köln:	963,395	• Berlin Wilmersdorf:	317,190
• Frankfurt am Main:	650,000	• Bonn:	313,125
• Essen:	593,085	• Mannheim:	307,960
• Stuttgart:	589,793	• Berlin Steglitz Zehlendorf:	290,506
• Dortmund:	588,462	• Marienthal:	287,101
• Düsseldorf:	573,057	• Karlsruhe:	283,799
• Bremen:	546,501	• Hamburg-Nord:	280,000
• Hannover:	515,140	• Wiesbaden:	272,432
• Leipzig:	504,971	• Münster:	270,184
• Duisburg:	504,358	• Gelsenkirchen:	270,028
• Nürnberg:	499,237	• Aachen:	265,208
• Dresden:	486,854	• Mönchengladbach:	261,742
• Wandsbek:	411,422	• Augsburg:	259,196
• Bochum:	385,729	• Eimsbüttel:	251,907
• Bochum-Hordel:	380,000	• Altona:	250,192
• Wuppertal:	360,797		

51.7 Affluent Consumers

Boston Consulting Group (www.bcg.com) estimates there are 362,000 millionaire households in Germany.

Wealth-X (www.wealthx.com) estimates there are 15,770 Ultra High Net Worth (UHNW) individuals in Germany; their combined net worth is \$2.05 trillion. Wealth-X considers UHNW individuals as those with at least \$30 million in investable assets, or with a disposable income of more than \$20 million, or with more than \$50 million in wealth.

51.8 Retail

According to the World Bank (www.worldbank.org), retail spending in Germany is 22.6% of the gross domestic product (GDP). In 2014, retail spending in Germany was approximately \$871 billion.

By category, consumer spending as a percentage of GDP is as follows:

• Food and nonalcoholic beverages (F&B):	6.3%
• Apparel (i.e., clothing and footwear):	3.0%
• Household furnishings:	3.9%
• Miscellaneous goods and services:	9.4%

- The following are the largest domestic retail chains in Germany (source: *Stores*):
- Metro AG: \$92.90 billion
Cash & carry/warehouse club
 - Schwarz Unternehmens Treuhand KG: \$87.84 billion
Discount store
 - Aldi Einkauf GmbH & Co.: \$73.37 billion
Discount store
 - Edeka Zentrale AG & Co. KG: \$59.46 billion
Supermarket
 - Rewe Combine: \$51.33 billion
Supermarket
 - Otto (GmbH & Co. KG): \$13.90 billion
Non-store
 - Tengelman Warenhandels-gesellschaft KG: \$11.38 billion
Home improvement
 - C&A Europe: \$ 8.76 billion
Apparel/footwear specialty
 - dm-drogerie markt GmbH + Co. KG: \$ 7.76 billion
Drug store/pharmacy
 - Globus Holding GmbH & Co.: \$ 7.30 billion
Hypermarket/supercenter/superstore
 - Dirk Rossmann GmbH: \$ 7.13 billion
Drug store/pharmacy
 - Bauhaus GmbH & Co. KG: \$ 5.53 billion
Home improvement
 - Deichmann SE: \$ 4.97 billion
Apparel/footwear specialty
 - Celesio AG: \$ 4.97 billion
Drug store/pharmacy
 - Douglas Holding AG: \$ 4.71 billion
Other specialty
 - Karstadt Warenhaus GmbH: \$ 4.50 billion
Department store
 - Praktiker AG: \$ 4.43 billion
Home improvement
 - Hornbach-Baumarkt-AG: \$ 4.15 billion
Home improvement
 - Norma Lebensmittelfilialbetrieb Stiftung & Co. KG: \$ 3.90 billion
Discount store

According to CEBE (www.cbre.com), Germany was the most sought-after retail market in the world in 2014.

“Germany is by far the most attractive global retail market, ahead of Austria, France, the U.K. and China. Global retailers are drawn to Germany because it offers the opportunity to target as many as 20 large cities in a single market. More than 40% of retailers globally plan to open a store in Germany in 2014, and this figure increases to 70% when taking into account only European retailers. U.S. retailers cite Germany as their No. 2 most-important target, after the U.S. itself.”

Peter Gold
Head, Cross-Border Retail
CBRE

51.9 Internet and Mobile

According to the International Telecommunication Union (ITU, www.itu.int), Internet penetration in Germany is 86.8%; there are 71.73 million Internet users.

TNS Infratest (www.tns.com/infratest) reported that in 2015, 92% of consumers in Germany ages 14-to-64 accessed the Internet.

BITKOM (www.bitkom.org) reports that 38% of German seniors (ages 65 and older) were online in 2015.

eMarketer (www.emarketer.com) assesses mobile use and penetration (percent of adult population) in Germany as follows:

	# Users	Penetration
Smartphone		
• 2014:	36.4 million	56.0%
• 2015:	44.5 million	67.8%
• 2016:	50.8 million	76.9%
• 2017:	56.1 million	84.6%
• 2018:	59.2 million	89.0%

Tablet		
• 2014:	27.4 million	32.0%
• 2015:	30.7 million	36.7%

- 2016: 33.7 million 41.4%
- 2017: 36.9 million 45.2%
- 2018: 40.0 million 47.6%

“Desktop and laptop PCs are by far the most common way consumers in Germany go online. But Internet usage via smartphones and tablets has grown rapidly over the past few years and for young people mobile is becoming a primary access channel.”

eMarketer, 9/17/15

Social network use is assessed as follows (source: eMarketer):

	# Users	Penetration
• 2014:	35.4 million	43.7%
• 2015:	37.2 million	46.1%
• 2016:	38.9 million	48.1%
• 2017:	40.1 million	49.8%

Facebook is the most popular social network in Germany. eMarketer assesses the number of Facebook users as follows:

- 2014: 23.6 million
- 2015: 24.9 million
- 2016: 26.0 million
- 2017: 26.9 million

51.10 E-Commerce

eMarketer assesses e-commerce spending in Germany as follows:

- 2014: \$46.7 billion
- 2015: \$50.5 billion
- 2016: \$54.4 billion

According to a survey by A.T. Kearney (www.atkearney.de), 38% of online German adults purchased groceries online in 2014, 10% did so regularly.

“Digital food shopping accounts for less than 1% of grocery sales in the country. But, A.T. Kearney expects that share to rise to 3% by 2020, equivalent to nearly \$6.63 billion.”

eMarketer, 2/20/15

51.11 Market Resources

Export.gov, a market research service of the U.S. Department of Commerce. Guidelines and information about exporting to Germany are available at <http://export.gov/Germany/>.

Global Finance, 411 5th Avenue, New York, NY 10016. (212) 447-7900.

(www.gfmag.com) Economic data on Germany is available at www.gfmag.com/gdp-data-country-reports/268-germany-gdp-country-report.html.

Organization for Economic Co-operation and Development (OECD), 2 rue André Pascal, 75775 Paris Cedex 16, France. Tel.: +33 1 45 24 82 00. (www.oecd.org) OECD provides a statistical profile of Germany at <http://stats.oecd.org>.

Special Report: Germany, The Economist, June 13, 2013. Available at www.economist.com/news/special-report/21579140-germany-now-dominant-country-europe-needs-rethink-way-it-sees-itself-and.

The Economist, 25 St. James Street, London SW1A 1HG, United Kingdom.

Tel.: +44 (0) 020 7830 7000. (www.economist.com) Weekly issues of *The Economist* present monthly consumer price changes, quarterly GDP gains, interest rates, unemployment, and currency exchange rate for Germany.

Uniworld Business Publications, 6 Seward Avenue, Beverly, MA 01915.

(978) 927-0219. (www.uniworldbp.com) A list of U.S. firms operating in Germany is available at www.uniworldbp.com/search.php.

U.S. Department of Commerce, 1401 Constitution Avenue NW, Washington, DC 20230. Market research data and guidelines for doing business in Germany are available at www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no.