



Press Release

2017 Annual Tourism Figures

(27 February, 2018) Tourism in Munich continued to grow in 2017. Last year saw a total of 7.8 million arrivals, and 15.7 million overnight stays recorded by commercial accommodation providers in Munich with ten or more beds. The number of domestic arrivals rose to 4.2 million, while domestic overnight stays increased to 8 million. A total of 3.5 million guests travelled to Munich from abroad, generating 7.7 million overnight stays. The proportion of overnight stays which were made by international guests was around 50%, meaning that Munich remains the German city which receives the highest proportion of foreign tourists.

An accurate comparison of these 2017 figures with those of the previous year is not possible because, as reported by the Bavarian State Office for Statistics and Data, errors were detected in the transmission of data for around 9% of Munich's hotels. These findings came to light as part of a plausibility assessment in the second half of 2017. Experts estimate that the data was out by two to four percentage points; looking at the data corrected on this basis, the total number of overnight stays in 2017 increased by around 8-10% when compared with the previous year.

The growth in arrivals and overnight stays is also confirmed by hotel occupancy rates, which rose by 1.8 percentage points. Willingness to invest in Munich's hotel industry remains very high. In January 2017, there were 69,000 beds available in 409 Munich hotels; by the end of the year, this had increased to 75,000 beds in 430 hotels.

The Head of the Department of Labour and Economic Development, Mayor Josef Schmid, evaluates the latest figures as positive: “Munich draws guests from all over the world, as well as travellers from within Germany. Our famous hospitality and cosmopolitan outlook, combined with the city’s unique attractions, are what make Munich such an appealing destination. Everyone at work in the tourist industry here focuses their efforts and their offerings on creating a friendly coexistence between locals and visitors.”

Domestic/DACH markets

The number of overnight stays from within Germany rose to almost 8 million in 2017. Swiss travellers accounted for 452,000 of overnight stays, while 414,000 were recorded for visitors from Austria.

In total, 8.8 million overnight stays were recorded from the DACH markets (made up of Germany, Austria and Switzerland). Making up around 56% of total overnight stays, these source markets are particularly important for Munich as a destination.

Non-domestic travel from Europe as a whole

The European markets (excluding Germany) generated a total of 4.2 million overnight stays. Of these, in order of volume, the United Kingdom accounted for 550,000 overnight stays; Italy recorded 537,000 nights; Switzerland followed with 452,000; Austria with 414,000; Russia with 367,000; and Spain with 309,000.

Asia

A total of 1.9 million overnight stays were generated from Asian markets, with growth recorded in relation to every country. With 647,000 overnight stays from the Gulf states, these visitors accounted for the highest number of stays for the Asian region.

China added 360,000 overnight stays; 308,000 originated from the south-east Asian market; Japan recorded 174,000 overnight stays; while Indian

travellers generated 123,000 overnight stays and also recorded the longest length of stay at an average of 3.4 days (average length of stay: 2 days).

North and South America

Visitors from the US market recorded 995,000 overnight stays; travel behaviour is being boosted by the strong dollar and the economic upturn. A total of 1.4 million overnight stays were recorded from the North and South American market as a whole.

Top ten markets, January to December 2017

1. Germany	7,961,916 overnight stays
2. USA	995,443 overnight stays
3. Gulf States	647,164 overnight stays
4. UK	549,813 overnight stays
5. Italy	536,624 overnight stays
6. Switzerland	452,476 overnight stays
7. Austria	413,986 overnight stays
8. Russia	367,487 overnight stays
9. China	360,253 overnight stays
10. Spain	308,575 overnight stays

Background

München Tourismus is the city's central tourist organisation and belongs to the City of Munich's Department of Labour and Economic Development. München Tourismus works with its business partners in the private sector, and the tourist organisation München TIM e.V to develop marketing and PR campaigns, as well as tourism products, in a bid to establish Munich as a destination on the international travel market and to encourage visitors to the city. The strategy behind this work is defined by the Tourismskommission München, a joint undertaking between the city council and the local tourist industry.

Print-ready photos for use in reports about tourism in Munich are available to download from https://www.muenchen.de/rathaus/home_en/Tourist-Office/Mediaguide/Service/Film-and-Fotoservice.html.