

# Bayerisches Staatsministerium für Wirtschaft, Landesentwicklung und Energie

Topics  
Tourism  
Facts and Figures

---

## FACTS AND FIGURES

In 2017, Bavaria has achieved a new historical record for visitors and overnight stays: more than 37.2 million guests visited Bavaria, with some 94.3 million overnight stays. Look here for an overview of current topics, funding opportunities in tourism and direct contact partners in tourism organisations and associations.

### Publication



## BAYERN TOURISMUS Marketing GmbH



**BAYERN TOURISMUS  
Marketing GmbH**

BAYERN TOURISMUS Marketing GmbH is the official marketing organisation for the Bavarian tourism and recreational sector. It provides successful marketing platforms in key segments to specifically address the target groups in domestic and international markets. The focus of its work is to acquire new guests for Bavaria and to secure the key economic segment of tourism. Here you can find further information:

- Information on BAYERN TOURISMUS Marketing GmbH and its strategy, structure, tasks, objectives and marketing measures
- Information on brand concepts, information events, participation opportunities and corporate design of BAYERN TOURISMUS Marketing GmbH
- Current press information of BAYERN TOURISMUS Marketing GmbH

[PDF \(1.21 MB\)](#)

[To the basket](#)