With the exception of a few summer months, 2020 was not a good year for tourism in Bavaria. Two lockdowns brought the industry to an almost complete standstill at times. The impact is still posing an enormous challenge for businesses. The number of guests arriving plummeted by 50.4 percent overall, compared to the previous year. Instead of 40 million guests recorded in 2019, only around 19.8 million people came to Bavaria in 2020. The number of overnight stays also dropped significantly from around 101 million to just under 60 million, a decline of 40.6 percent. These figures show: Covid 19 is hitting the Bavarian tourism sector with full force. The Bavarian State Government is therefore doing everything in its power to cushion the impact as much as possible. We are confident that Bavarian tourism will overcome this crisis and quickly regain its previous strength.
01  Bavaria and its population
02  Tourism in Bavaria
     Supply & Demand
03  Tourist board associations
3 DAYS is the average stay of guests in Bavaria.
01 BAVARIA AND ITS POPULATION
Administrative districts

46.4 % Agricultural land

35.3 % Wooded areas

13.1 million * as of December 2019

Population density: 186 people per km²

Total area: 70,550 km², of which 46.4 % is agricultural land and 35.3 % wooded areas

Upper Bavaria: 25%
Lower Bavaria: 15%
Swabia: 14%
Upper Franconia: 10%
Middle Franconia: 10%
Lower Franconia: 12%
Upper Palatinate: 14%

Total area: 70,550 km²
Population: 13.1 million
Density: 186 people per km²

Highest elevation in Bavaria and Germany: Zugspitze (2,962 metres)

Largest lake: Chiemsee in Upper Bavaria (79.9 sq. km)

Altogether over 1,600 lakes and groups of lakes (minimum size 3 hectares)

2 National Parks: Bavarian Forest National Park, Berchtesgaden Alpine and National Park

19 Nature Parks:

Total area (including the 2 National Parks) 26,251 sq. km, which is 37.2 % of Bavaria's state territory and 26.4 % of the area of the Nature Parks in the whole of Germany

* as of December 2019
ZUGSPITZE
2,962 m
highest elevation in Bavaria and in Germany

>1,600
lakes and groups of lakes
(not under 3 hectares in size)

CHIEMSEE
largest lake (79.9 km²)

26,251 km²
of Bavaria's state territory

19 NATURE PARKS

BAVARIAN FOREST NATIONAL PARK
BERCHTESGADEN ALPINE & NATIONAL PARK

37.2%

26.4%

of the total land area of Germany's Nature Parks
Cultural attractions

Bavaria has a rich cultural heritage such as historic towns, monuments, churches and around 45 state owned castles, residences with over 1.4 million visitors in 2020.

It also prides a broad cultural offer, including numerous theatres, opera houses and around 1,250 collections and museums that attracted around 19 million visitors in the year.
SUPPLY

44,406 establishments in the hospitality industry

501,000 employees

20.3 billion € revenue (approx.) (reporting year 2018)

5.6 million overnight stays on 447 statistically recorded campsites with approx. 36,000 parking spaces

HOLIDAY ON THE FARM

about 4,000 establishments with about 50,000 beds
Accommodation capacity

11,321 accommodation establishments with 10 or more beds (incl. campsites)
\( \rightarrow \) 22.0% of Germany’s total

530,333 guest beds (not incl. campsites)
\( \rightarrow \) 27.8% of Germany’s total

- Recreation centres, school retreat and training centres: 4.7%
- Pension: 6.1%
- Guesthouses: 12.1%
- Holiday homes and flats: 12.8%
- Others: 7.0%
- B&B hotel: 15.2%
- Hotel: 42.1%
2.9 million Guests from abroad

DEMAND

Guest arrivals 2020

19.8 million guest arrivals in establishments with 10 or more beds (incl. campsites)
⇒ 20.2 % of Germany’s total

In addition, there are some 1.2 million guest arrivals in establishments with less than 10 beds in quality-graded tourist resorts

Countries of origin of the foreign guests 2020 (in establishments with 10 or more beds incl. campsites)

- Netherlands: 15.0 %
- Austria: 13.3 %
- Switzerland: 10.6 %
- Italy: 5.7 %
- USA: 4.6 %
- United Kingdom: 4.5 %
- France: 3.7 %
- Belgium: 3.3 %
- Denmark: 2.7 %
- Czech Republic: 2.6 %
- China: 1.5 %
- United Arab Emirates: 1.5 %
- other countries: 31.0 %
Overnight stays 2020

60 million overnight stays in establishments with 10 or more beds (incl. campsites), of these 11.8% from abroad

19.8% of Germany’s total

Of these ...

- 11.2 million in East Bavaria (Lower Bavaria, Upper Palatinate)
- 11.8 million in Swabia
- 13.3 million in Franconia
- 24.0 million in Upper Bavaria
- 13.2 million in 25 Bavarian towns
- 46.8 million in the 71 Bavarian counties
Bed occupancy (on average) - 31.9%
Length of stay of the guests (on average) - 3 DAYS

- 7.1 million - Kneipp health resorts
- 7.7 million - curative climatic health resorts
- 7.9 million - mineral- and moor spas
- 9.2 million - holiday resorts
- 26.4 million - other communities

- 16.6 million - rural areas
- 43.4 million - urban areas

- 24.0 million in Upper Bavaria
- 11.1 million in East Bavaria (Lower Bavaria, Upper Palatinate)
- 13.3 million in Franconia
- 11.8 million in Swabia

- 46.8 million in 71 bavarian districts
- 13.2 million in the 25 bavarian cities

- 7.7 million in mineral- and moor spas
- 7.1 million in curative climatic health resorts
- 1.7 million in Kneipp health resorts
- 9.2 million in climatic health resorts
- 7.9 million in holiday resorts
- 26.4 million in other communities

- 16.6 million in regions with great urban agglomeration
- 43.4 million in frontier and mostly structurally weak regions
Listed tourist resorts

Exceptionally high quality requirements are met by 424 state-recognised health and holiday resorts. Of these

<table>
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<td>spas</td>
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1/2 see imprint
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Note

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Via telephone number +49 89 12 22 20 or via email at direkt@bayern.de you can obtain information material and brochures, information concerning current topics and Internet sources, as well as references to government agencies, responsible entities, and contact persons in the Bavarian State Government.
1 / In the survey Bad Brückenau was counted both as a health spa and as a state-owned spa. It is therefore listed twice.

2 / The market town of Berchtesgaden, the municipality of Bischofswiesen, the market town of Marktschellenberg, the market town of Ramsau b. Berchtesgaden and the municipality of Schönau a. Königsee, all belonging to Berchtesgadener Land Tourist Association, have been recognised as one curative climatic health resort.