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- emissionsarm gedruckt
- überwiegend aus Altpapier

Dieses Druckerzeugnis ist mit dem Blauen Engel ausgezeichnet.
Bavaria’s tourism industry shows mixed results again for the year 2021, due to the Covid pandemic. While the number of overnight stays is slightly above the level of the previous year (+1.7 percent), the number of guest arrivals fell again marginally by -1.4 percent compared with 2020. Bavaria nevertheless continues to be very popular as a holiday destination, as demonstrated not least by the 2021 summer season, where in August more than half of Bavaria’s tourism regions were able to outperform the pre-crisis level of 2019. The winter season also marked a positive trend. This is largely attributable to our strong tourism industry and its outstanding hospitality services and expertise. We are very confident that together we will be able to stage a successful comeback for tourism in Bavaria.
3 DAYS is the average stay of guests in Bavaria.
01 BAVARIA AND ITS POPULATION
14 %
Swabia

25 %
Upper Bavaria

10 %
Lower Bavaria

14 %
Upper Palatinate

12 %
Lower Franconia

10 %
Upper Franconia

10 %
Middle Franconia

70,550 km²
Total area

13.1 million*
Population
186
per km²

* as of Dezember 2020
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% of the total land area of Germany’s Nature Parks

26.4%
Cultural attractions

Bavaria has a rich cultural heritage such as historic towns, monuments, churches and around 45 state owned castles, residences with over 1.2 million visitors in 2021.

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

44,526 establishments in the hospitality industry
453,000 employees
20.7 billion € revenue (approx.) (reporting year 2019)
6.1 million overnight stays on 485 statistically recorded campsites with approx. 38,000 parking spaces

HOLIDAY ON THE FARM

about 4,000 establishments with about 50,000 beds
**SUPPLY**

**Accommodation capacity**

- **10,764** accommodation establishments with 10 or more beds (incl. campsites) ↔ 24.8% of Germany’s total
- **553,532** guest beds (not incl. campsites) ↔ 20.5% of Germany’s total

- **553,532** Guest beds
  - **44.3%** Hotel
  - **15.1%** B&B hotel
  - **12.0%** Holiday homes and flats
  - **10.6%** Guesthouses
  - **5.3%** Pension
  - **5.2%** Recreation centres, school retreat and training centres
  - **7.0%** others
Guest arrivals 2021

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

In addition, there are some 1.1 million guest arrivals in establishments with less than 10 beds in quality-graded tourist resorts

2.6 million Guests from abroad

- 9.3% Switzerland
- 14.5% Netherlands
- 14.6% Austria
- 30.4% other countries
- 6.3% Italy
- 6.4% USA
- 4.4% France
- 4.3% Poland
- 3.2% Belgium
- 3.7% Denmark
- 2.9% Czech Republic
61 million overnight stays in establishments with 10 or more beds (incl. camp-sites), of these 11.7% from abroad

19.7% of Germany’s total

<table>
<thead>
<tr>
<th>Region</th>
<th>Overnight Stays</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Bavaria (Lower Bavaria,</td>
<td></td>
</tr>
<tr>
<td>Upper Palatinate)</td>
<td>11.2 million</td>
</tr>
<tr>
<td>Swabia</td>
<td>11.4 million</td>
</tr>
<tr>
<td>Franconia</td>
<td>14.3 million</td>
</tr>
<tr>
<td>Upper Bavaria</td>
<td>24.4 million</td>
</tr>
<tr>
<td>Bavarian counties</td>
<td>46.6 million</td>
</tr>
<tr>
<td>Bavarian towns</td>
<td>14.4 million</td>
</tr>
</tbody>
</table>

In the 71 Bavarian counties, in 25 Bavarian towns.
### Bed occupancy (on average)

Length of stay of the guests (on average)

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kneipp health resorts</td>
<td>1.7 mill.</td>
</tr>
<tr>
<td>Curative climatic health resorts</td>
<td>6.5 million</td>
</tr>
<tr>
<td>Holiday resorts</td>
<td>7.7 million</td>
</tr>
<tr>
<td>Mineral- and moor spas</td>
<td>8.2 million</td>
</tr>
<tr>
<td>Climatic health resorts</td>
<td>8.6 million</td>
</tr>
<tr>
<td>Other communities</td>
<td>28.4 million</td>
</tr>
</tbody>
</table>

Total: 15.2 million

- Urban areas: 45.8 million
- Rural areas: 28.4 million

- 31.8%
### Listed tourist resorts

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

<table>
<thead>
<tr>
<th>Category</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>spas</td>
<td>21</td>
</tr>
<tr>
<td>state-owned spas</td>
<td>5</td>
</tr>
<tr>
<td>Kneipp spas</td>
<td>5</td>
</tr>
<tr>
<td>Schroth spas</td>
<td>1</td>
</tr>
<tr>
<td>Kneipp health resorts</td>
<td>5</td>
</tr>
<tr>
<td>curative climatic spas</td>
<td>16</td>
</tr>
<tr>
<td>climatic health resorts</td>
<td>88</td>
</tr>
<tr>
<td>holiday resorts</td>
<td>272</td>
</tr>
<tr>
<td>mineral and moor spas</td>
<td>9</td>
</tr>
</tbody>
</table>

1/2 see imprint
03 TOURIST BOARD ASSOCIATIONS
BAYERN TOURISMUS
Marketing GmbH
(BAVARIA TOURISM Marketing Company)

Tourismusverband
Allgäu/Bayerisch-Schwaben e.V.
(Tourist Board of Allgäu/Bavarian Swabia)

Tourismusverband
Franken e.V.
(Tourist Board of Franconia)

Tourismus Oberbayern
München e.V.
(Organisation for Tourism in Upper Bavaria)

Tourismusverband
Ostbayern e.V.
(Tourist Board of Eastern Bavaria)

Arabellstraße 17 / D-81925 München
Tel. 089 212397-0 / Fax 089 212397-99
tourismus@bayern.info

Schießgrabenstraße 14 / D-86150 Augsburg
Tel. 0821 450401-0 / Fax 0821 450401-20
info@tvabs.de

Pretzfelder Straße 15 / D-90425 Nürnberg
Tel. 0911 94151-0 / Fax 0911 94151-10
info@frankentourismus.de

Prinzregentenstraße 15 / D-81675 München
Tel. 089 63895879-0 / Fax 089 63895879-19
info@oberbayern.de

Im Gewerbepark D 02/04
D-93059 Regensburg
Tel. 0941 58539-0 / Fax 0941 58539-39
info@ostbayern-tourismus.de
Bayerischer Heibäderverband e.V.
(Assoc. of Bavarian spas)

Rathausstraße 6-8 / D-94072 Bad Füssing
Tel. 08531 975-590 / Fax 08531 21-367
gs@bayerischer-heilbaeder-verband.de

Bayerischer Hotel- und Gaststättenverband DEHOGA Bayern e.V.
(Assoc. of the Bavarian hospitality industry)

Prinz-Ludwig-Palais
Türkenstraße 7 / D-80333 München
Tel. 089 28760-0 / Fax 089 28760-111
info@dehoga-bayern.de

Blauer Gockel – Bauernhof- und Landurlaub e.V.
(Blauer Gockel – Farm and country holidays)

Max-Joseph-Straße 7a / D-80333 München
Tel. 089 558736-70 / Fax 089 558736-80
info@blauergockel.de

Landesverband der Campingwirtschaft in Bayern e.V.
(Bavarian camping industry assoc.)

Im Tal 13 / D-91278 Pottenstein
Tel. 09242 1788 / Fax 09242 1040
info@camping-in-bayern.info
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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.