



## 08/11/2019 Country report Germany

**Tourism** has an important role in the German economy: with a number of overnight stays by foreign visitors reached 87.7 million in 2018.

Holidays in Germany are also very popular among Germans. In 2018, these accounted for nearly 400 million overnight stays.

The German tourism industry is dominated by small and medium-sized enterprises. More than 2,500 tour operators, around 4,000 coach companies and just under 10,000 travel agencies are operating in Germany.

The tourism sector is one of the largest employers in Germany: close to 3 million people work in the sector in 2018.

The national association of tourist Guides in Germany (BVGD) is still a growing association with 250 local associations, in which about 7500 individual colleagues are organised.

The BVGD is a member of four strong German tourism associations: the DZT (German National Tourism Board GNTB), the DTV (German Tourism Association), the DRV (German Travel Association) and the RDA (International Coach Tourism Federation). The BVGD is represented at the world's largest travel fair ITB in Berlin with a booth within the DZT (German National Tourism Board) section.

The 5th National Tourist Guide Meeting will be in Bavaria, Straubing, in February 2020.

It is established as a national forum where the qualified tourist guides and other professionals in the touristic sector have an interesting platform for networking.

In 2019 regional and local tourist guide meetings, f.e. the bavarian tourist guide meeting, took place.

The government is working on a tourism strategy on the national level. That is new, tourism in Germany is organised by the 16 federal states. The BVGD took part in some meetings and could inform the politicians about the qualified guides in the BVGD.

In Berlin a new institute opened in 2018 to train guides according to the DIN EN 15565.

2019 was a year with a big change: Ute Jäger, the chairwoman for many years, and her deputy, Wolther von Kiesertziky, didn't stand again for elections. The new board has 3 new members, and everyone but two got a new position.

Maren Richter, BVGD-presidente  
Berlin, November 2019