TOURISM IN GERMANY

Why is this important to you?

Tourism is big business. Millions of tourists visit Germany each year, and many have a Discover® Global Network (DGN) card in their wallet. They are ready to spend with you, so be ready to accept their card.

WHO IS VISITING GERMANY?¹

- Netherlands: 4.7M
- Switzerland: 3M
- US: 2.8M
- UK: 2.6M
- Austria: 2M

WHAT VISITORS ARE SPENDING THEIR MONEY ON?¹

- Lodging €6B
- Food €6B
- Activities €5B
- Shopping €5B
- Domestic Travel €4B

WHO IS SPENDING WHAT?²

Americans are among some of the biggest spenders in Germany. In 2018 they spent €2.5Billion

- AU: €2.5B
- US: €2.5B
- FR: €2.9B
- NL: €3.6B
- CH: €3.7B

INDUSTRIES BENEFITING FROM INBOUND TOURISM³

- Hotels
- Retail
- Automobile Rental
- Airlines
- Restaurants

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HELP INCREASE YOUR BUSINESS REVENUE BY ACCEPTING CARDS RUNNING ON DISCOVER® GLOBAL NETWORK

105M+ Global Cardholders

- Discover cards from U.S.
- Diners Club International® issued in more than 55 countries
- Alliance partners from Brazil, India, South Korea and Turkey.

DINERS CLUB INTERNATIONAL® TRANSACTION GROWTH

POINT OF SALE

2018 VS 2017

- 50% more spent on airlines
- 18% more spent on travel agencies
- 4% more spent in restaurants

E-COMMERCE

- Diners Club International cardholders are becoming more confident with making online purchases in Germany

E-COMMERCE SPEND INCREASE

- 17% RETAIL
- 100% HOTELS
- 40% AIRLINES

SIGNAGE DRIVES SALES

- 62% of Discover Cardholders look for signage before paying

To order complimentary Discover® Global Network, please visit DiscoverGlobalSignage.com

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3 Flows in Germany, Euromonitor September 2018. 2 Euromonitor, Market Sizes Germany, December 2018. 3 Internal DFS Data. 4 RBR, August 2017 – Global Cards Data and Forecasts to 2022 and Discover Global Network participant reporting. 5 DGN Internal Data 2017 vs 2018 YTD, December, Germany. 6 C+R Research Study of 3,000 Discover Cardholders, April, 2018, commissioned by DFS Services LLC (Discover cardholders who have travelled internationally in the past 18 months)