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## PRESS RELEASE

### **Leipzig Guest Record: 3.8 Million Overnight Stays in 2023**

(26 March 2024) With 1,979,968 arrivals and 3,826,957 overnight stays, Leipzig recorded a year-on-year increase of 16.2 per cent in arrivals and 13.6 per cent in overnight stays compared to the previous year, according to the Saxon State Statistics Office. This means that Leipzig has even significantly exceeded the results of the record year 2019, with 1,929,694 arrivals and 3,602,857 overnight stays. This makes 2023 the best year for tourism in Leipzig's history to date.

#### **Leipzig Records 2<sup>nd</sup> Largest Growth among German Cities Compared to 2019**

In addition to the number of overnight stays in Leipzig, there were 2,037,626 commercial overnight stays in the Leipzig region, which corresponds to an increase of 3 per cent compared to 2022. This results in a volume of around 5.8 million overnight stays for the Leipzig Region as a whole. This corresponds to a 29.3 per cent share of total overnight stays in Saxony. This means that the Leipzig Region remained the most popular region in Saxony in 2023.

Leipzig's guests had an average of 140 accommodation establishments with 22,202 beds available in 2023. The average length of stay for guests was 1.9 days (2022: 2 days). The average occupancy rate of the guest rooms on offer was 63.2 per cent (hotels with 25 or more guest rooms).

Looking at the percentage change in overnight stays in major German cities compared to 2019, Leipzig is in second place behind Düsseldorf with growth of 6.2 percent.

#### **Overnight Stays in Magic Cities Germany and Berlin from January to December 2023 and Percentage Changes Compared to 2022 and 2019**

Volker Bremer, Managing Director of Leipzig Tourismus und Marketing (LTM) GmbH, is delighted with the record number of guests: "After difficult years for tourism, we were fortunate to be able to build on the success of 2019. Thanks to extensive marketing activities at home and abroad, we were able to increase awareness of Leipzig as a travel destination, so that more guests than ever before stayed overnight in our city in 2023. Together with Leipziger Messe GmbH and the partners of the Do-it-at-Leipzig congress initiative, the acquisition of conferences and congresses was intensified. The return to presence formats proved very popular. Leipzig's cultural and leisure facilities, such as the Gewandhausorchester, the Oper Leipzig, the Thomanerchor, the theatres, Leipzig's museums, Spinnerei, RB Leipzig and Zoo Leipzig, also made a significant contribution to the successful development of tourism. In addition, the Leipzig Region and active tourism have become much more important in the last three years."

City	Overnight stays January to December 2023	Change compared to 2022	Change compared to 2019
Düsseldorf	5.412.525	26,8 %	8,2 %
Leipzig	3.826.957	13,6 %	6,2 %
Hamburg	15.942.580	8,4 %	3,3 %
Munich	18.634.062	16,3 %	1,9 %
Bremen	2.133.078	9,6 %	-9,2 %
Cologne	6.567.912	17,7 %	-0,2 %
Nuremberg	3.547.061	15,0 %	-0,4 %
Stuttgart	4.060.237	22,8 %	-0,6 %
Frankfurt am Main	10.350.321	20,3 %	-4,0 %
Dresden	4.437.464	15,7 %	-5,8 %
Berlin	29.589.443	11,5 %	-13,3 %

Source: Magic Cities and Berlin Tourismus & Kongress GmbH and State Statistical Offices

The flow of international tourists increased again significantly compared to 2022. Their arrivals and overnight stays increased to 244,572 (+17.8 per cent) and 543,052 (+16.8 per cent) respectively in 2023. This represents a 14.2 per cent share of total overnight stays (2022: 13.8 per cent). Most guests came from Poland (49,149 overnight stays), followed by Austria (38,871 overnight stays), Switzerland (38,670 overnight stays), the UK (38,254 overnight stays) and the USA (37,014 overnight stays).

### The Top 10 Foreign Guests in 2023

Country	Overnight stays 2023	Change compared to 2022
Poland	49.149	+ 32,1 %
Austria	38.871	+ 24,1 %
Switzerland	38.670	+ 27,7 %
UK	38.254	+ 12,0 %
USA	37.014	- 1,5 %
Netherlands	36.808	+ 17,1 %
Denmark	19.468	+ 19,6 %
Spain	18.841	+ 18,9 %
Czech Republic	18.279	+ 1,5 %
France	17.400	+ 8,5 %

Source: Statistical Office of the Free State of Saxony

## Guest Arrivals and Overnight Stays in 2023 in Selected Travel Regions in Saxony

Saxony recorded a total of 7,921,798 arrivals and 19,856,119 overnight stays. This means 13 per cent more arrivals from overnight guests and 10.9 per cent more overnight stays compared to 2022.

Travel regions in Saxony	Overnight stays 2023	Change compared to 2022
Leipzig	3.826.957	+ 13,6 %
Leipzig Region (without Leipzig)	2.037.626	+ 3,0 %
Chemnitz	491.503	+11,0 %
Dresden	4.437.464	+ 15,7 %

Source: State Statistical Office of the Free State of Saxony

LTM Managing Director Volker Bremer is optimistic about the year 2024: "With the 35th anniversary of the Peaceful Revolution or the UEFA EURO 2024™, for which Leipzig is the host city, there will be highlights with global appeal. But major cultural events such as the Leipzig Book Fair, the Leipzig Bachfest and the WGT Wave Gothic Festival will also attract many visitors to travel to Leipzig. We are also looking forward to numerous important congresses and conferences with thousands of international guests."

According to Volker Bremer, the cooperation with Tourismus Marketing Gesellschaft Sachsen (TMGS) and the German National Tourist Board (GNTB) will also be expanded. In 2024, Leipzig will be a premium partner of the GNTB in the global city and culture campaign "Art and Culture in Germany", which aims to attract more international guests. "With four top matches during UEFA EURO 2024™ and many other major events, we are confident that we will break the four million overnight stays mark in Leipzig in 2024."

### Further Information

- <https://www.leipzig.travel/cityofmusic>
- <https://www.leipzig.travel/sustainable>
- <https://www.do-it-at-leipzig.com/>
- <https://www.uefa.com/euro2024/event-guide/leipzig/>
- <https://www.schloesserland-sachsen.de/en/home/>