



Luxembourg for Tourism

Key Business Events figures 2024



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Please note :

Data on pages 5-15 is taken from LFT/LCB's yearly survey on business events at MICE venues. Sample size is 34. While the sample covers various venue categories (size, type) and we have made every effort to provide accurate and meaningful results, the limited sample size means that all data must be treated with caution and can only serve as broad estimates of actual volumes and trends.



Executive Summary

Executive Summary



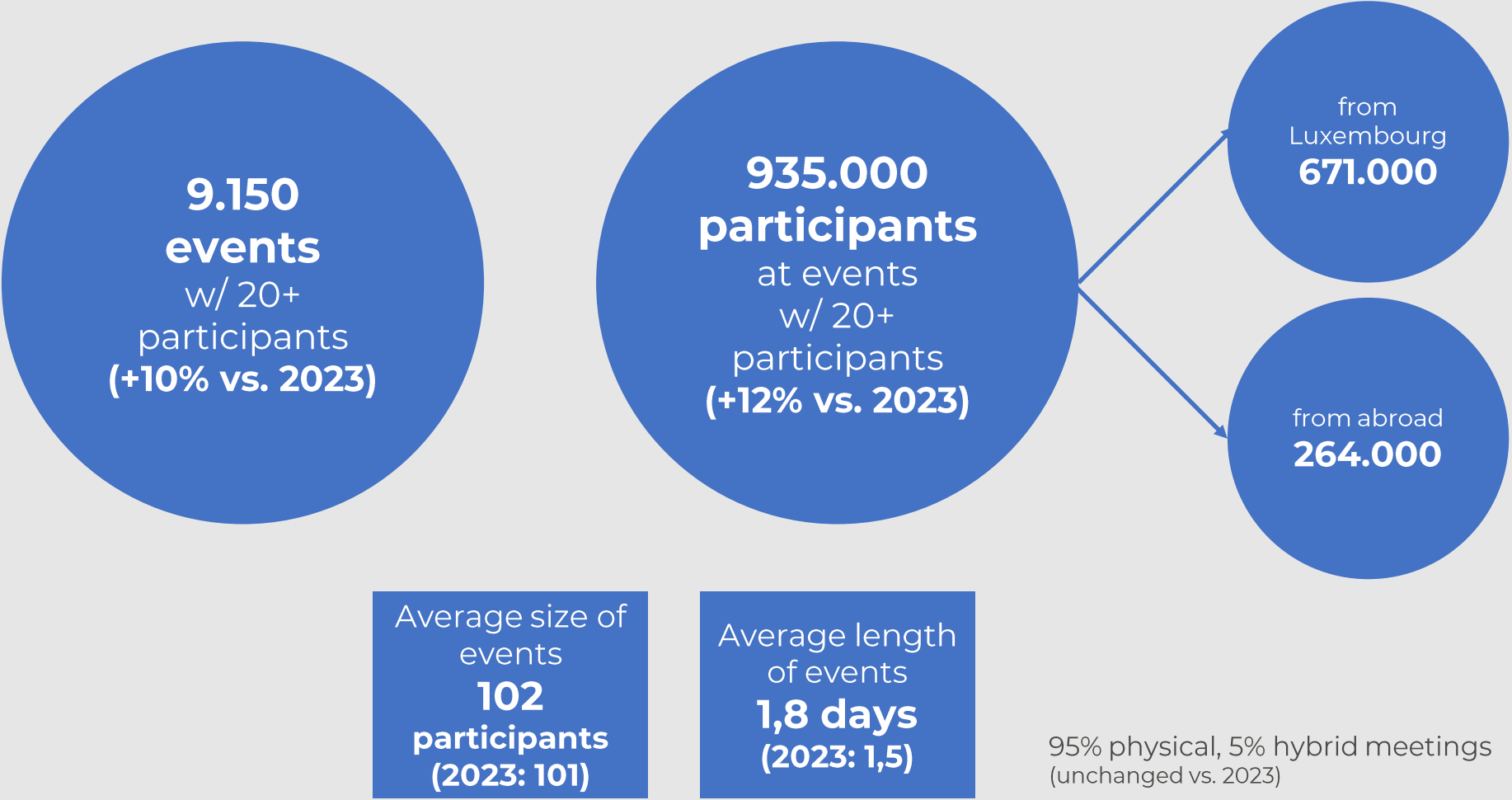
- 2024 has been an excellent year for Business Events (MICE) in Luxembourg, with a 10% increase in the number of events and a 12% increase in the number of participants in these events compared with the previous year (in absolute terms, their volumes are estimated at 9,150 events and 935,000 participants, 72% of whom are residents).
- These trends are confirmed on the demand side, i.e. visitors from abroad who have travelled to Luxembourg to take part in Business Events: their volume has increased by 16% compared to 2023, to reach 241,000 stays. Revenues have risen by 14%, while average expenditure per stay has fallen slightly by 2% between 2023 and 2024 (€780 per person per stay).
- The sector has definitely left the pandemic years behind: +27% compared to 2019 for MICE stays from abroad, +17% for the total number of participants, +5% for the number of events. Compared to 2019, events have thus become larger and generating more international overnight stays.
- Contributing to this trend, the average duration of events has also increased from 1.5 to 1.8 days between 2023 and 2024.
- Demand for congresses and incentives (and also, particularly in terms of inbound stays, for trade fairs and exhibitions) increased in 2024, to the detriment of demand for company meetings.
- Event organisers were less likely to be from Luxembourg in 2024, and more likely to be German and French, in particular. In terms of visitor origin, on the other hand, Belgium, the Netherlands, but also France and Switzerland gained market share compared with the average for recent years.
- 42% of visitors already make regular use of artificial intelligence, particularly for analysis, marketing and chatbots.
- Luxembourg's market share among European destinations has continued to increase in terms of stays from abroad for MICE purposes, from 0.53% in 2023 to 0.56% in 2024. On the other hand, Business Events trips with a leisure component ('Bleisure') continue to underperform in Luxembourg, with 37% of all MICE trips in 2024 (vs. 51% on a European scale), percentages that have hardly changed compared to the previous year.
- For 2025, current forecasts point to a subdued start to the year, and rising demand from May onwards, with net growth of around 8 to 9 points (i.e., % of venues expecting an increase - % of venues expecting a decrease).



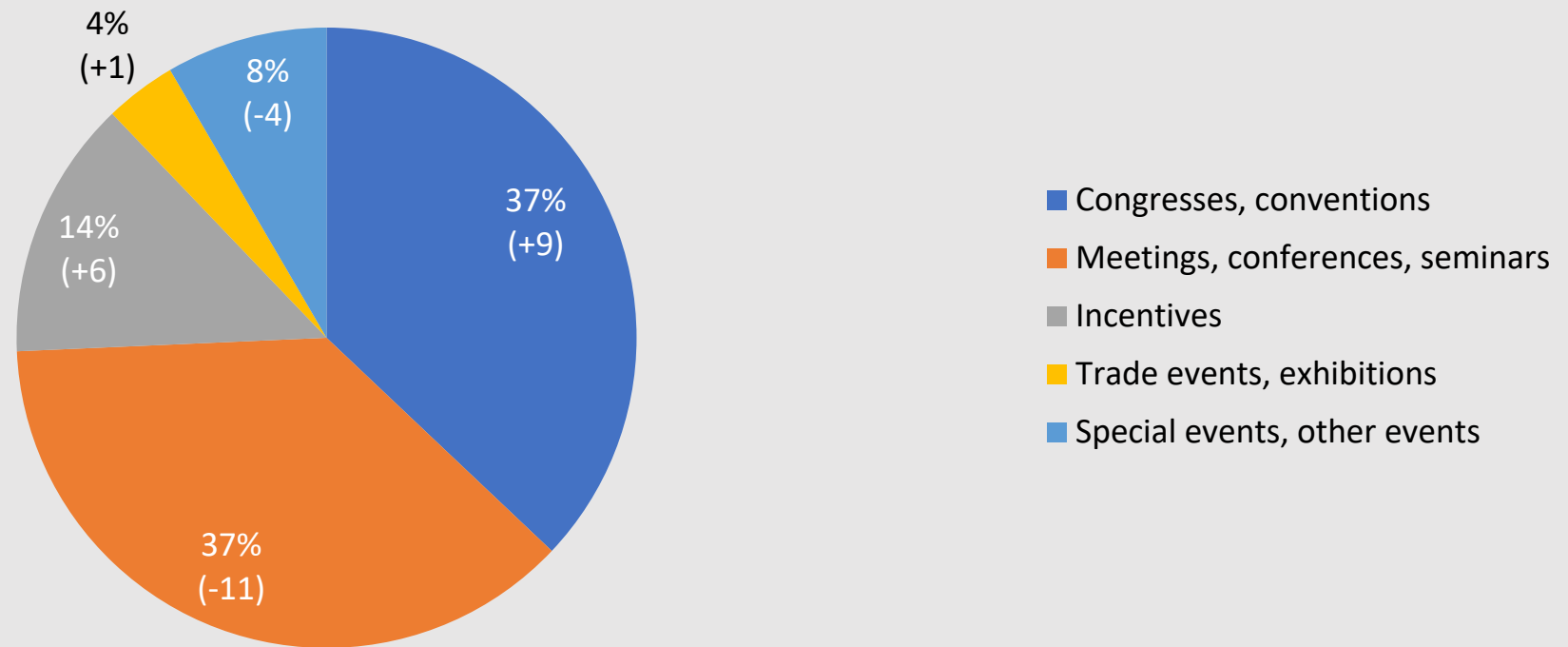
Business Events in Luxembourg, 2024

(source : LFT/LCB survey at MICE venues)

The Business Events market in 2024 (meetings >20 participants)

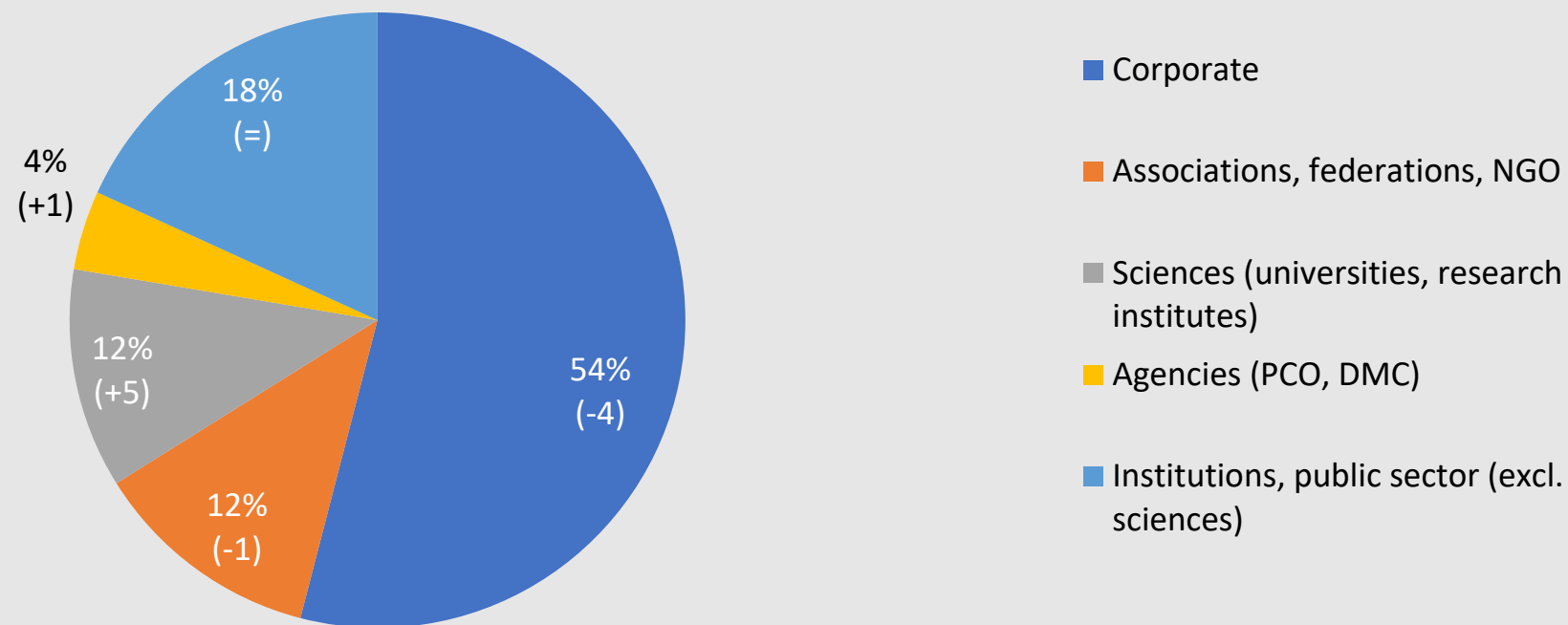


Breakdown of Business Events 2024 by event category



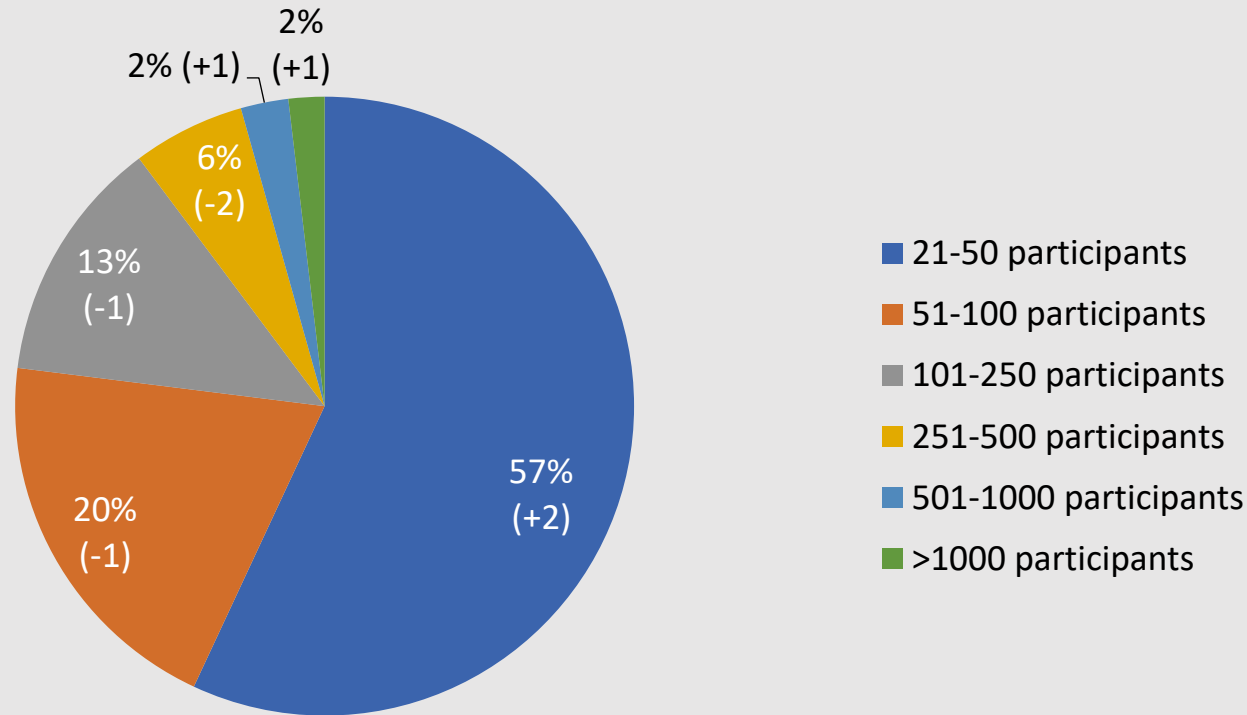
- Events with at least 20 participants.
- In brackets: change in %-points vs. 2023.

Breakdown of Business Events 2024 by type of organiser



- Events with at least 20 participants.
- In brackets: change in %-points vs. 2023.

Breakdown of Business Events 2024 by number of participants



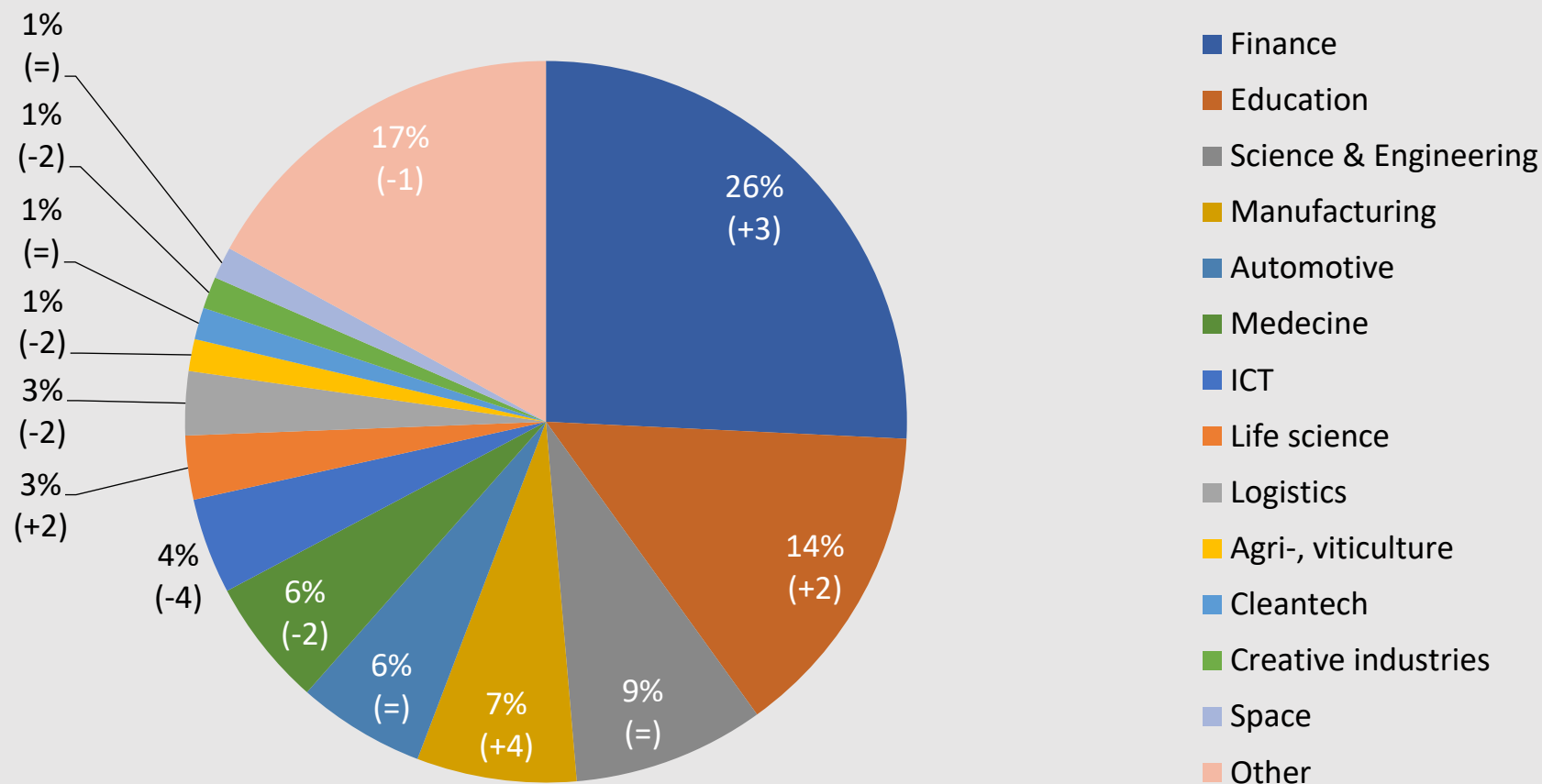
5.210
events w/
21-50
participants
**(+16% vs.
2023)**

3.940
events w/
50+
participants
**(+3% vs.
2023)**

+63% vs. 2023 for events w/ 500+ participants

- Events with at least 20 participants.
- In brackets: change in %-points vs. 2023.

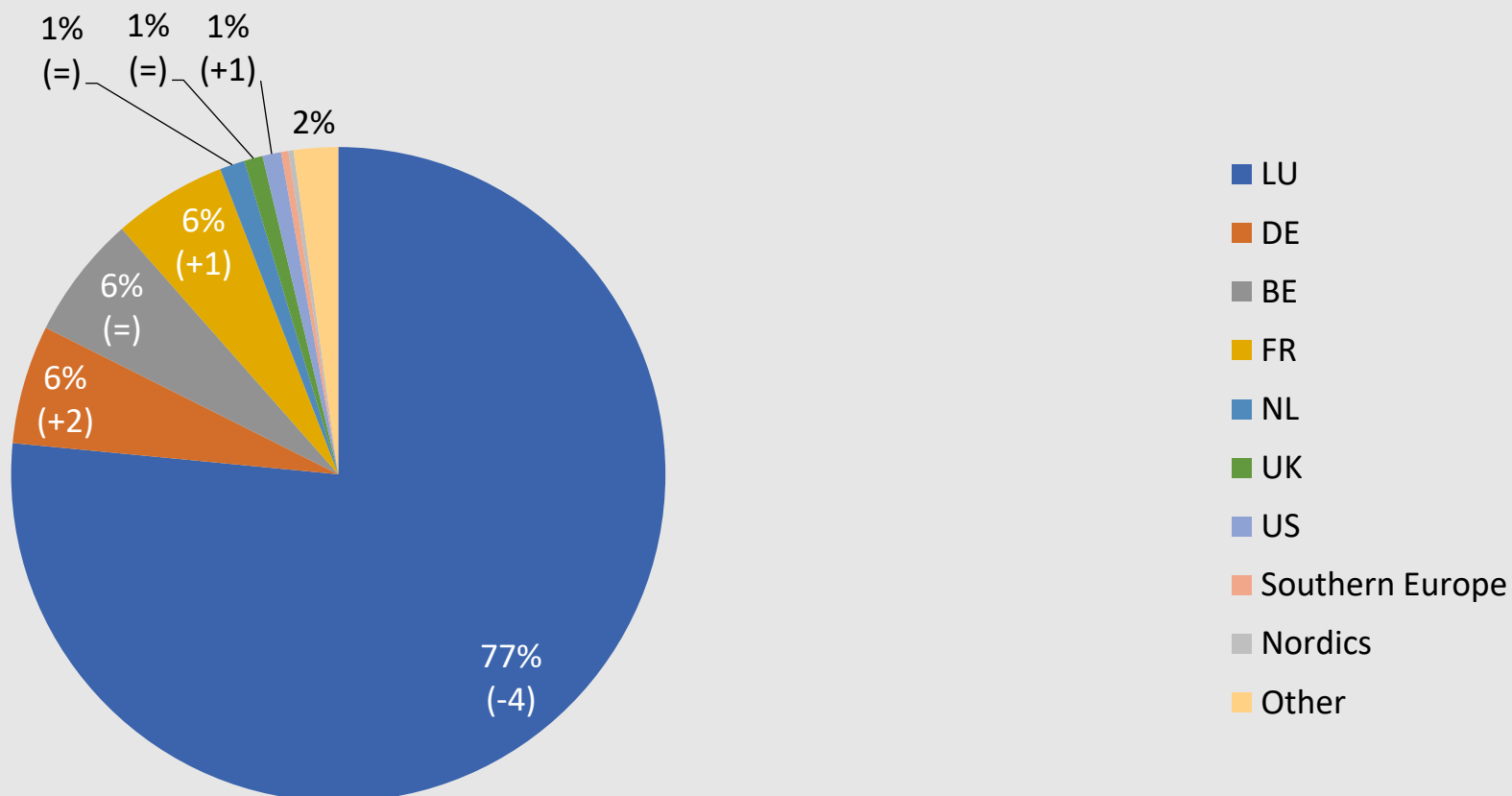
Breakdown of Business Events 2024 by industry



N.b. : Venues were asked to name only the top 3 industries.
Results above have been extrapolated to all events based on these top 3 mentions.

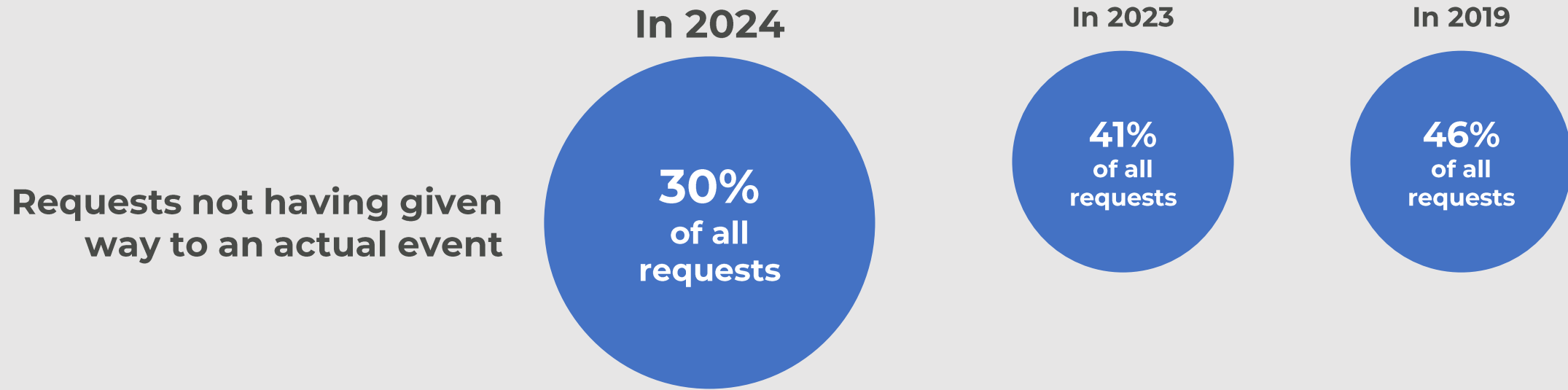
- Events with at least 20 participants.
- In brackets: change in %-points vs. 2023.

Breakdown of Business Events 2024 by country of origin of organiser



- Events with at least 20 participants.
- In brackets: change in %-points vs. 2023.

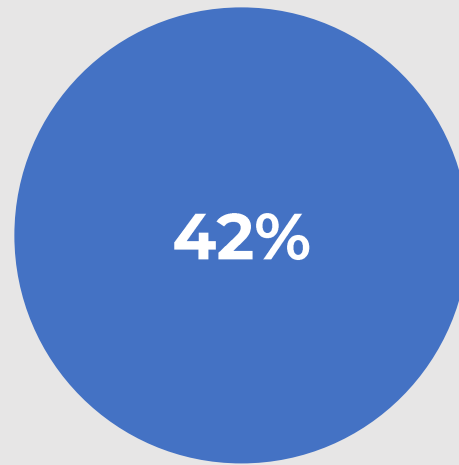
Requests not giving way to an actual event



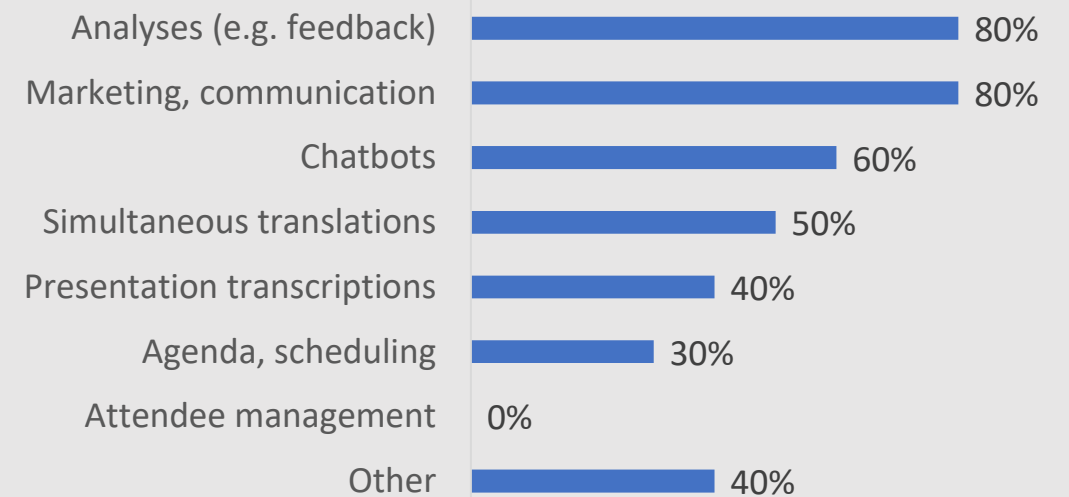
Use of artificial intelligence



Share of venues using A.I.

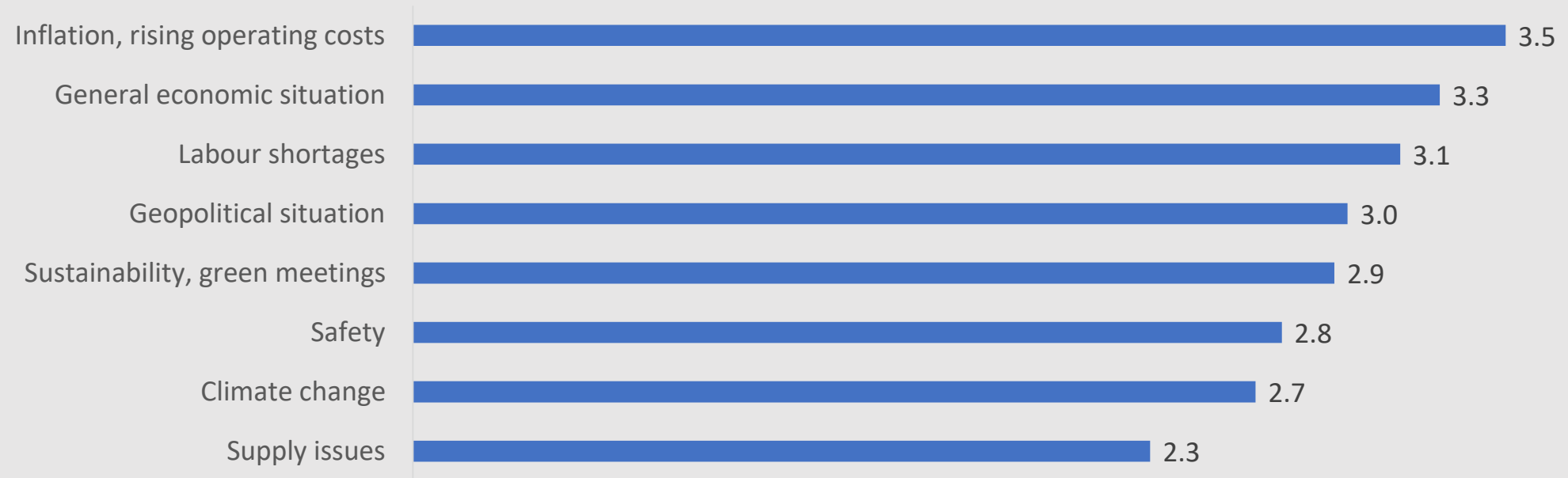


Areas in which A.I. is being used by venues



Importance of the following aspects on the future development of Business Events (2025-2027)

(4 = highly important to 1 = not at all important)

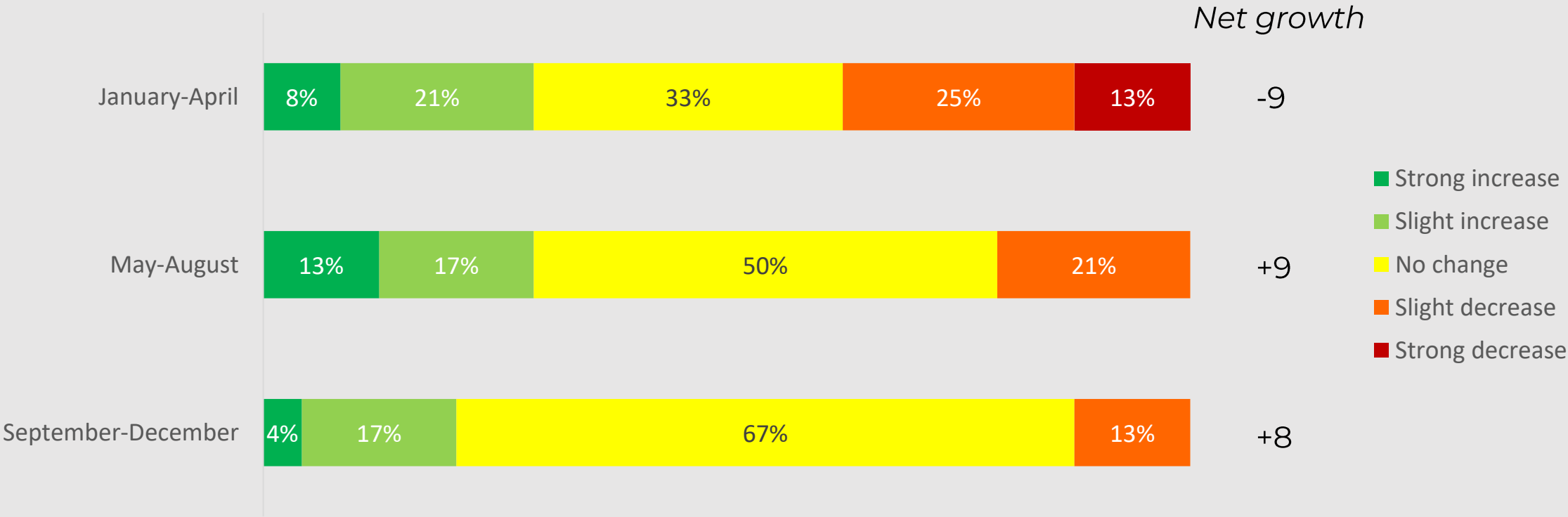


Venues were asked to rate each item on a scale from 1 to 4. Above values are the average ratings provided by respondents.

Demand forecast 2025



Current booking levels for 2025, compared to 2024

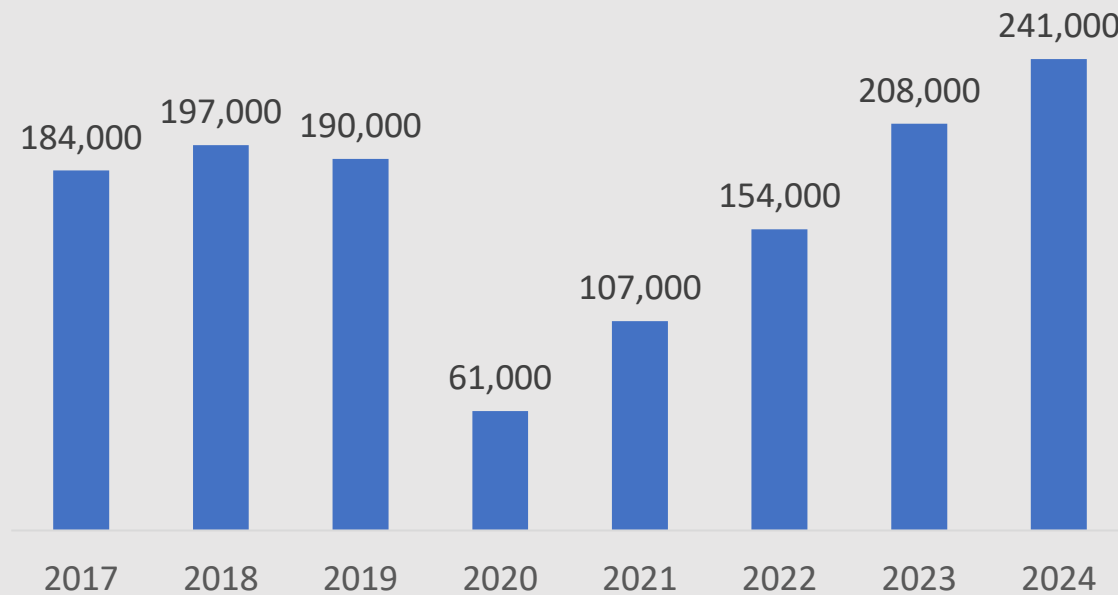




Inbound MICE trips to Luxembourg, 2024

(source : World Travel Monitor/IPK International)

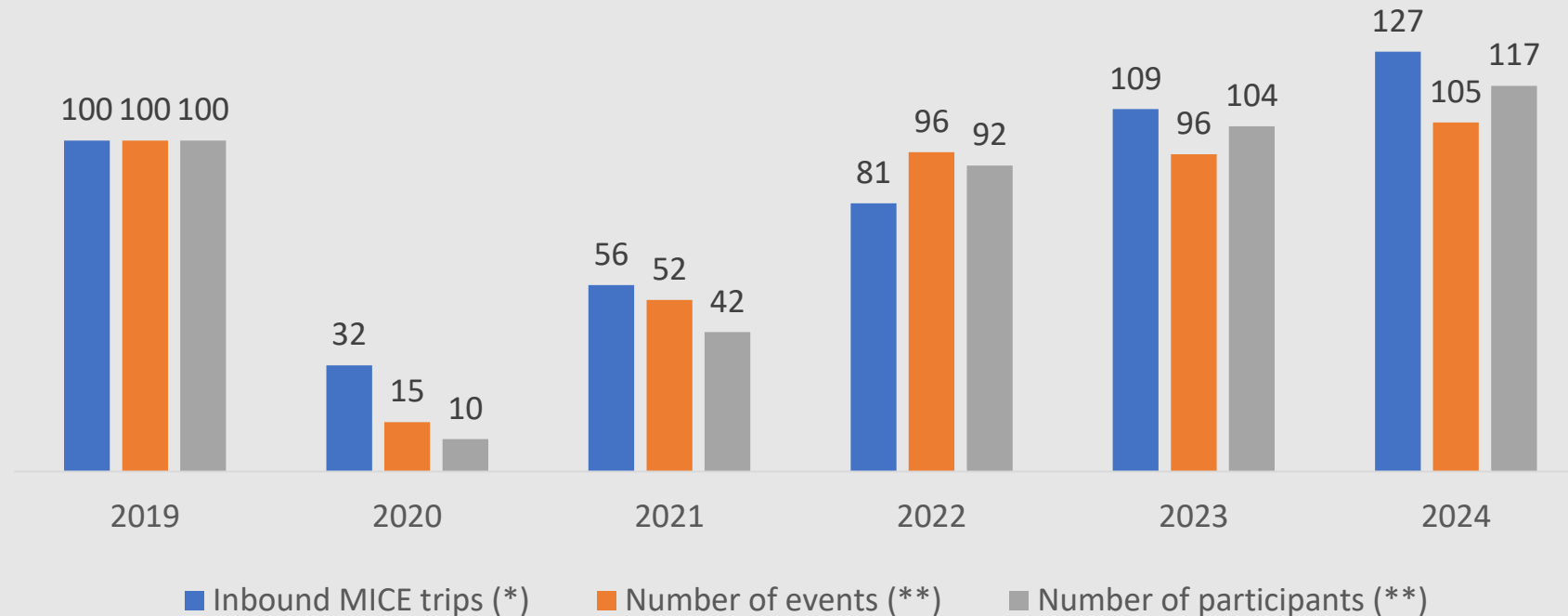
Volume of inbound MICE trips to Luxembourg



241.000
inbound
MICE trips with
overnight
in 2024
(+16% vs. 2023)

Please note data on this slide and the following refers to all **MICE inbound trips with overnight only** (but regardless of the size of the events).

Comparison of inbound MICE trips, number of Business Events and number of participants, 2019-2024 (2019 = index 100)

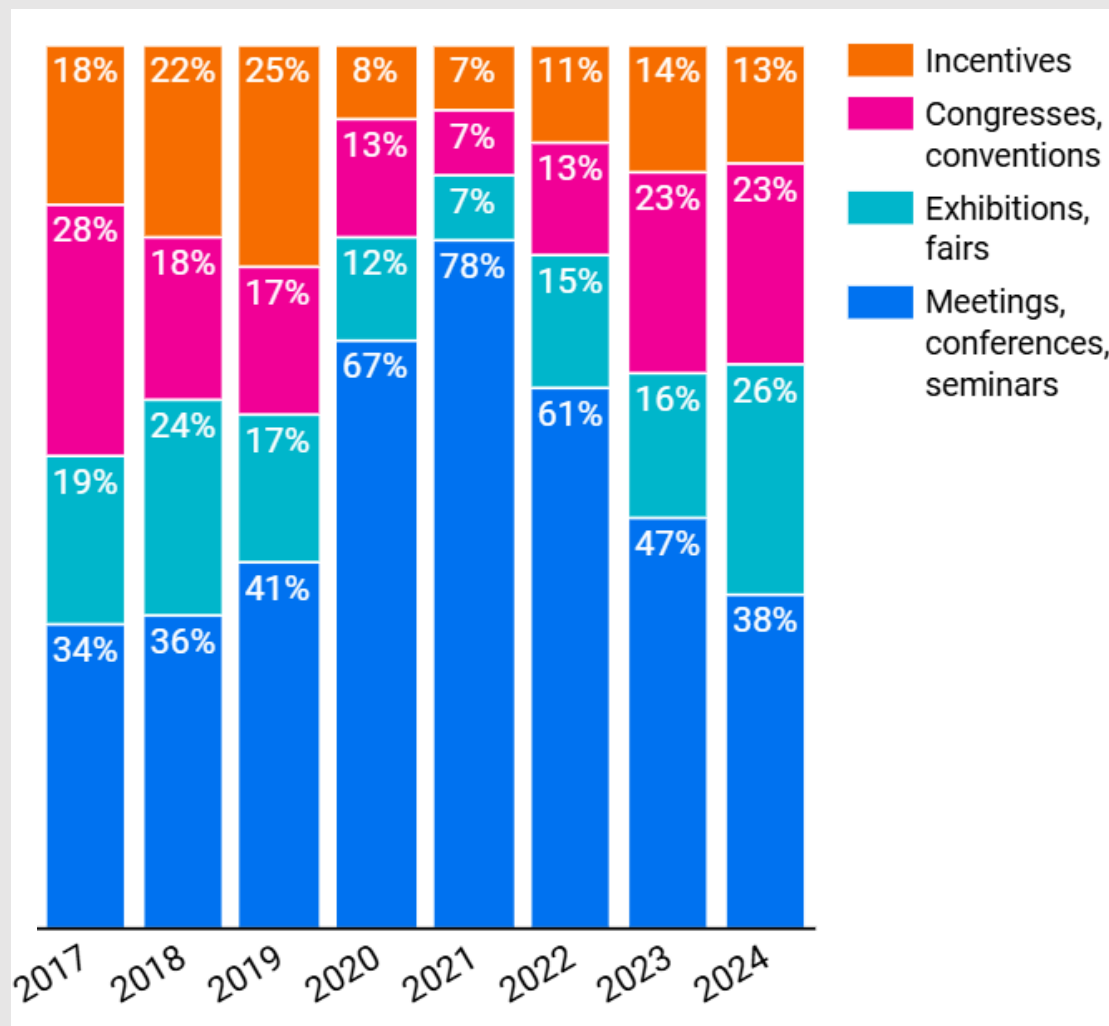


(*) Source: World Travel Monitor/IPK International, all events. (**) Source : LFT/LCB Business Events surveys 2019-2024, events with at least 20 participants only.

Breakdown of inbound MICE trips by category of event

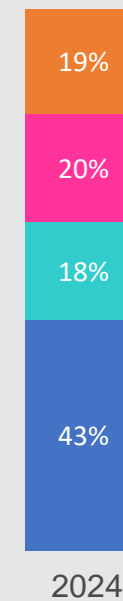


Luxembourg



Total
MICE
inbound
trips in
2024
241.000

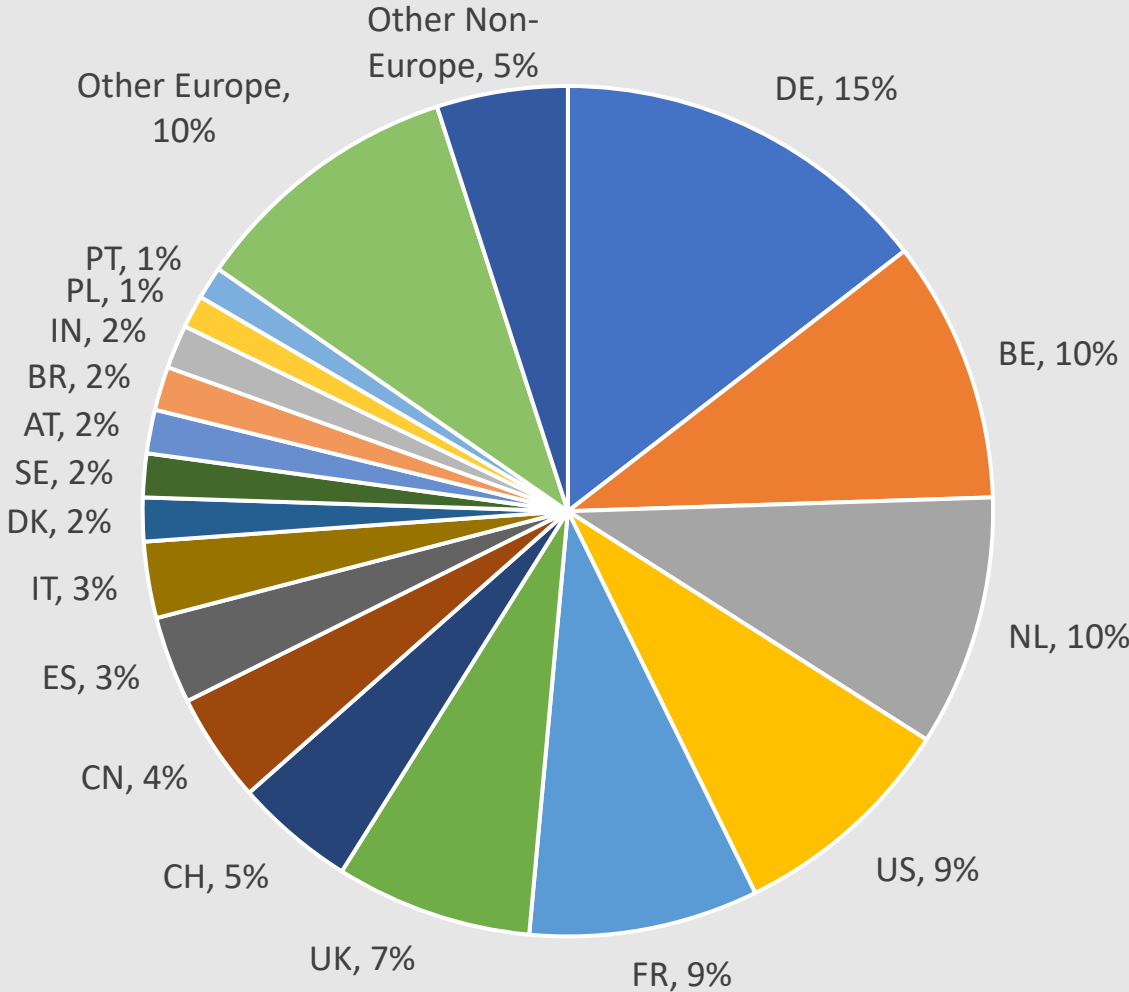
In Europe :



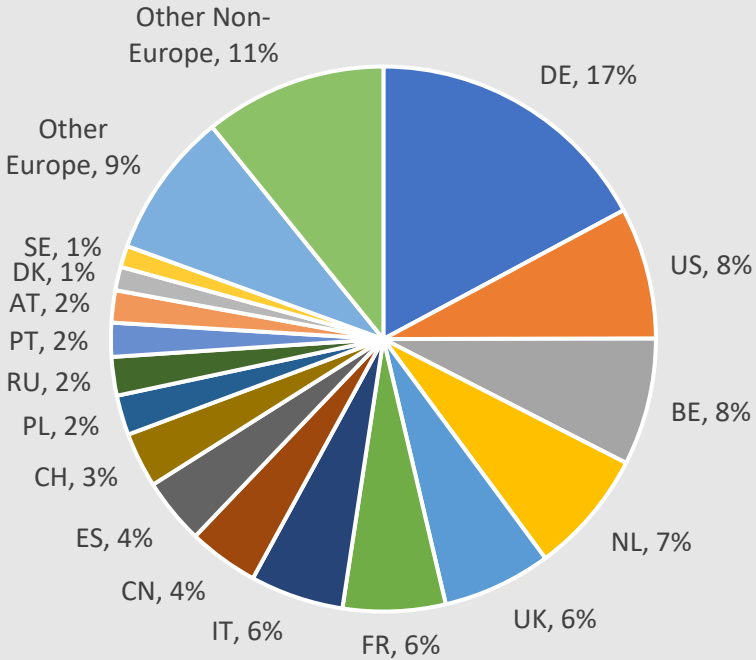
Breakdown of inbound MICE trips by country of origin of traveller



In 2024

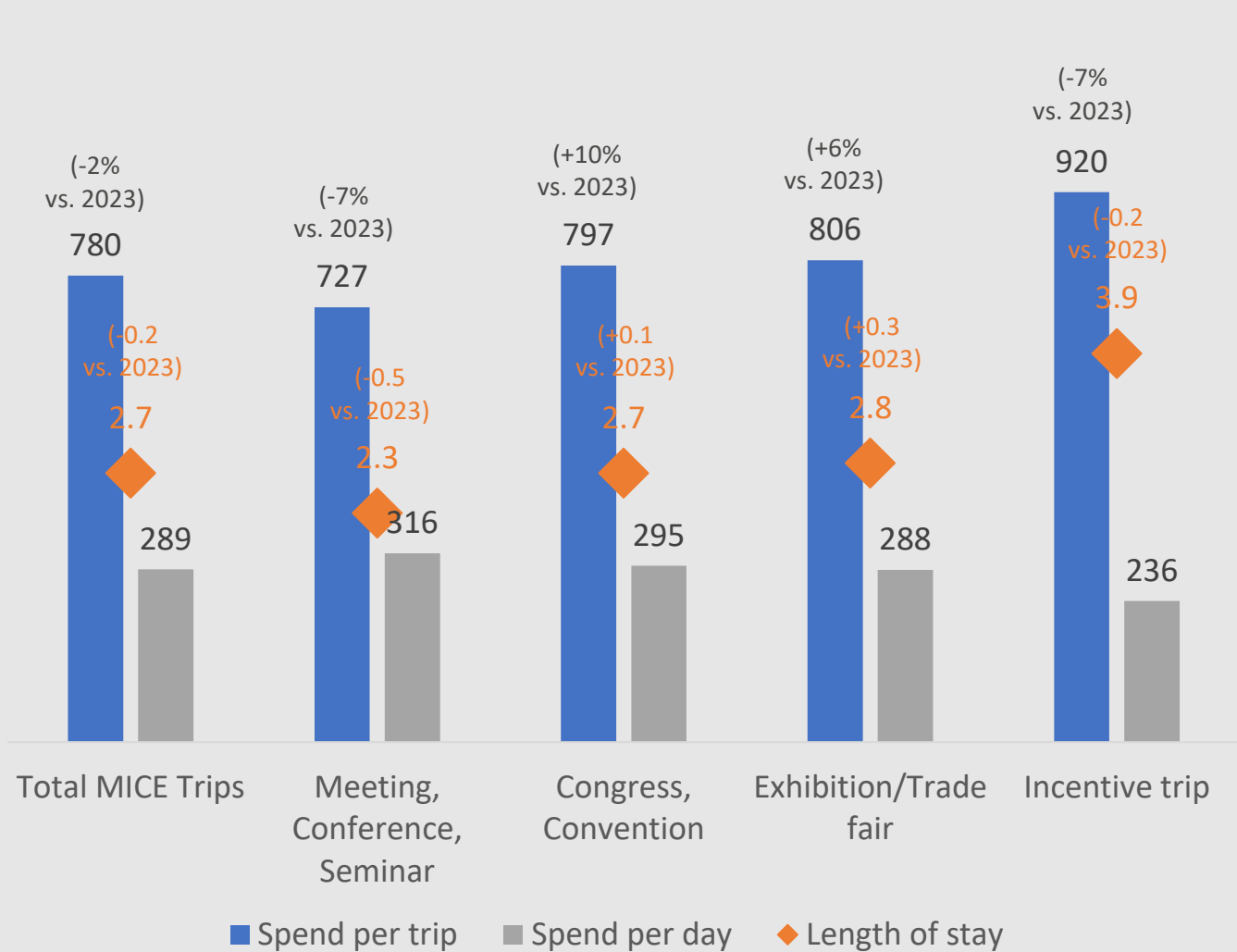


Average 2017-2023



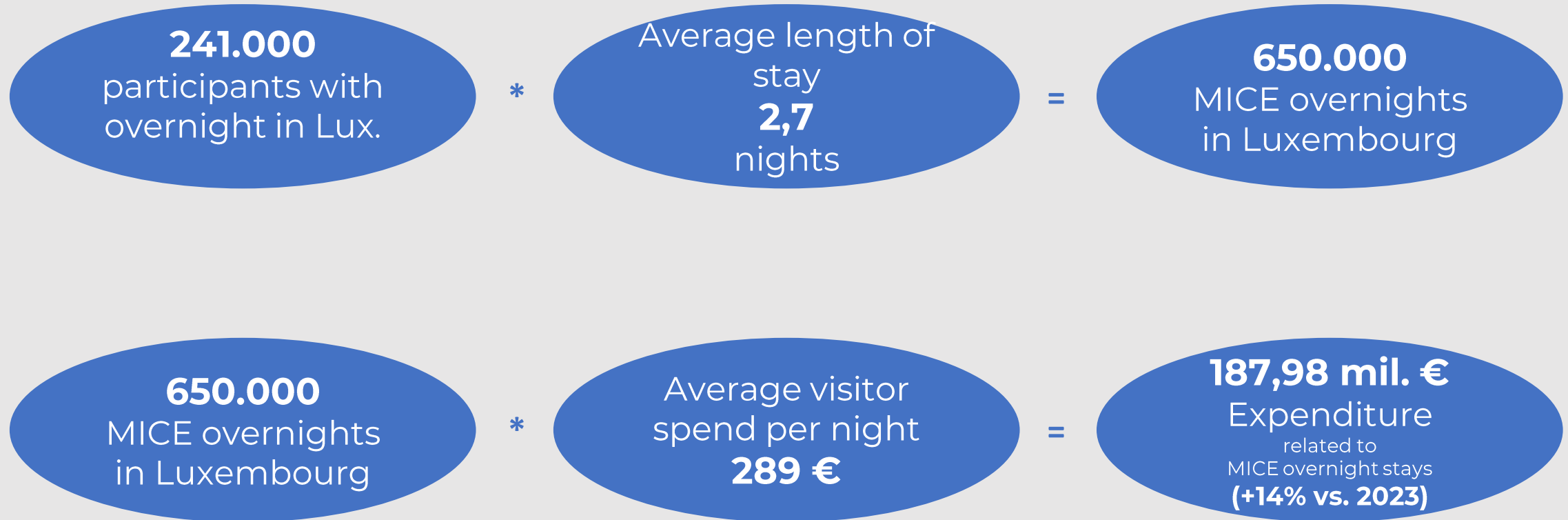
Total MICE inbound trips in 2024
241.000

Breakdown of inbound MICE trips by spend and length of stay and by event category

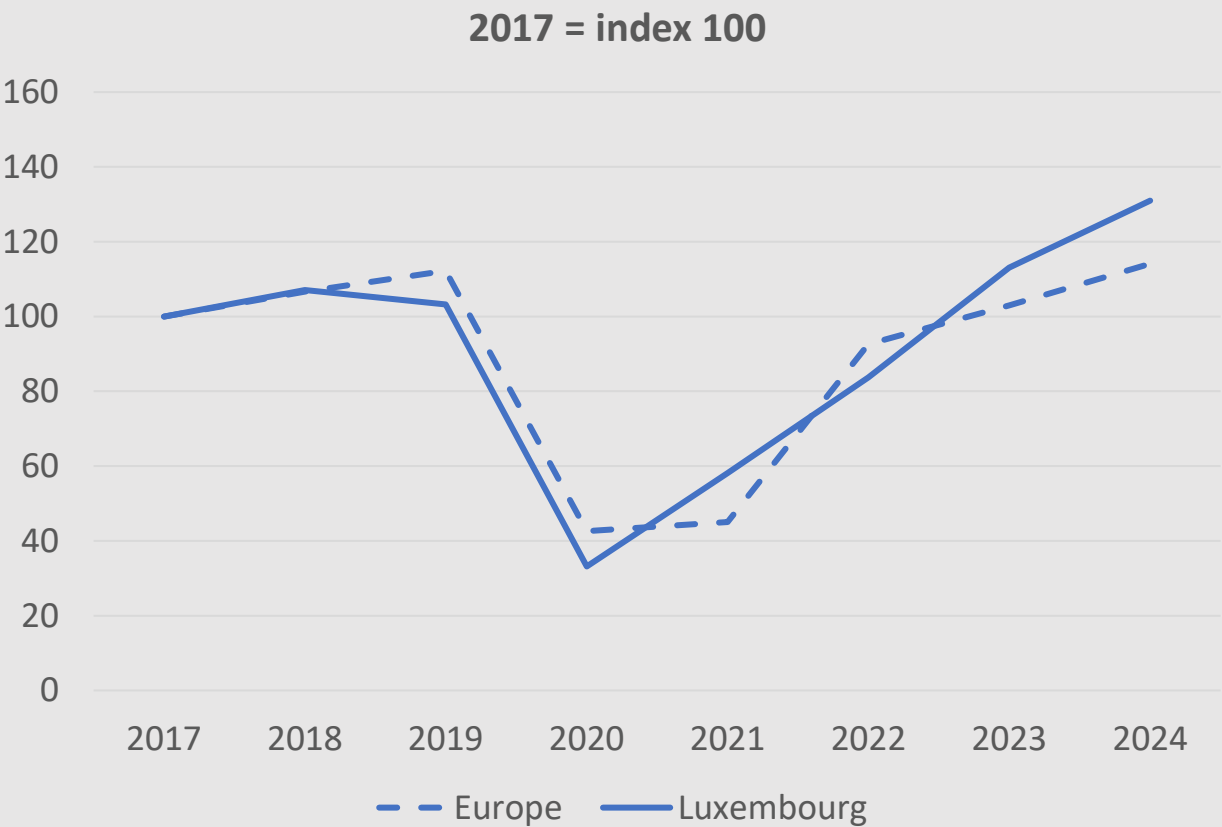


Total
MICE
inbound
trips in
2024
241.000

Inbound visitor spend and overnights generated by MICE events in 2024



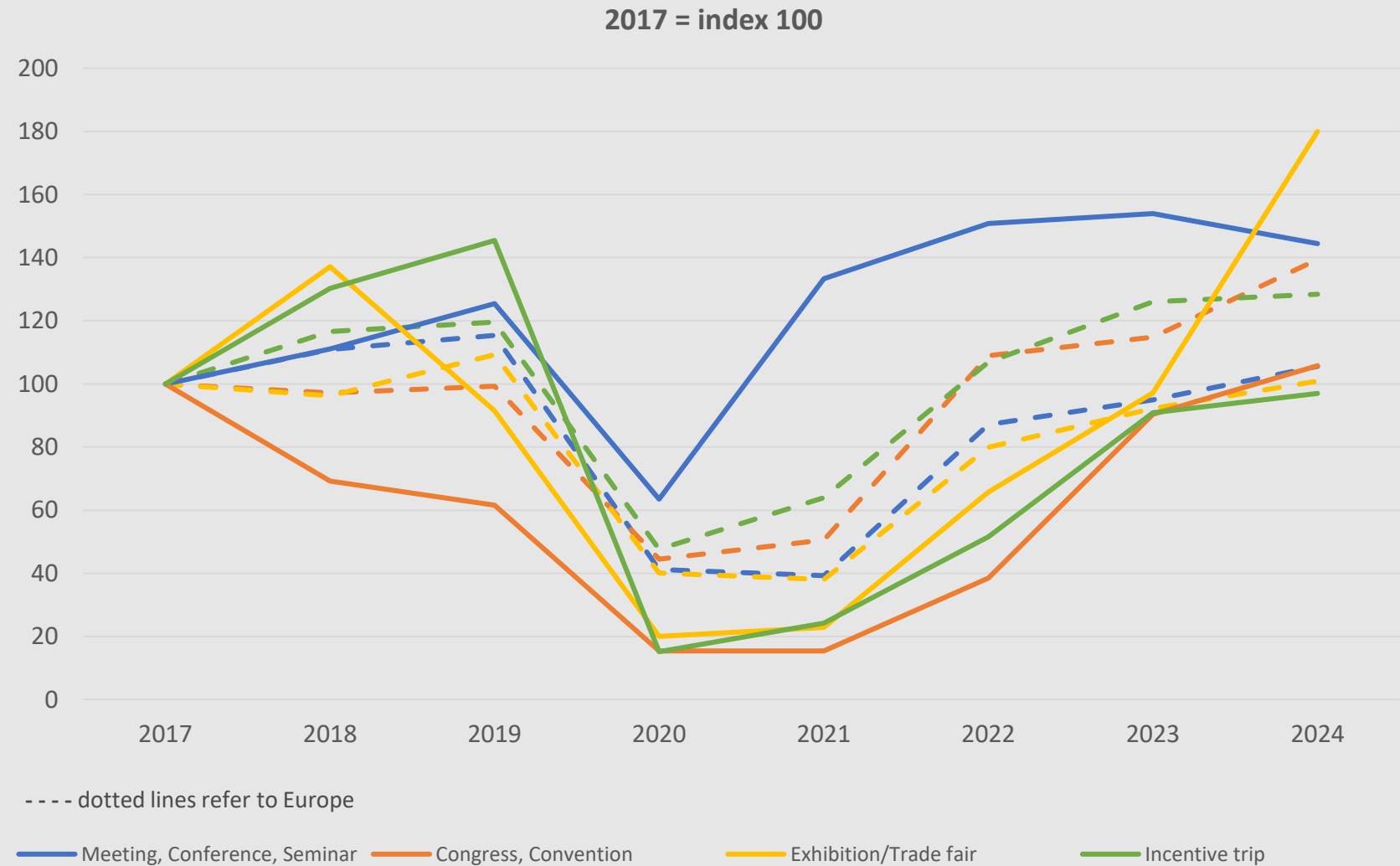
Evolution of the number of inbound MICE trips, 2017-2024, Luxembourg vs. Europe



Luxembourg's market share
(% of MICE trips to Europe)
among European destinations



Evolution of the number of inbound MICE trips, 2017-2024, Luxembourg vs. Europe, by event category



Luxembourg's market share, (% of MICE trips to Europe) among European destinations

Meetings, conference, seminar



Congress, convention



Exhibition/trade fair

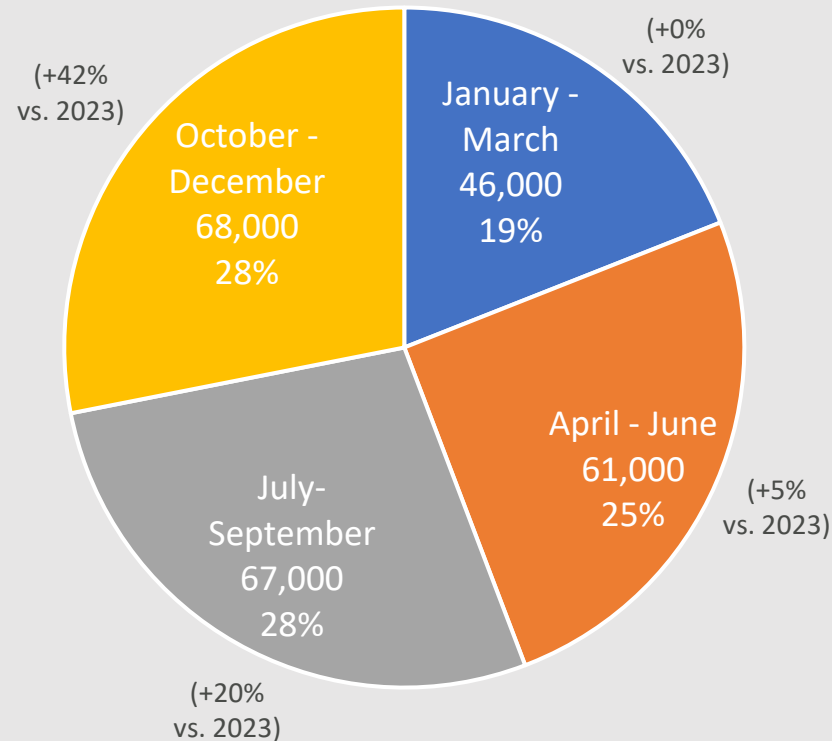


Incentive trips



Source: World Travel Monitor/IPK International.

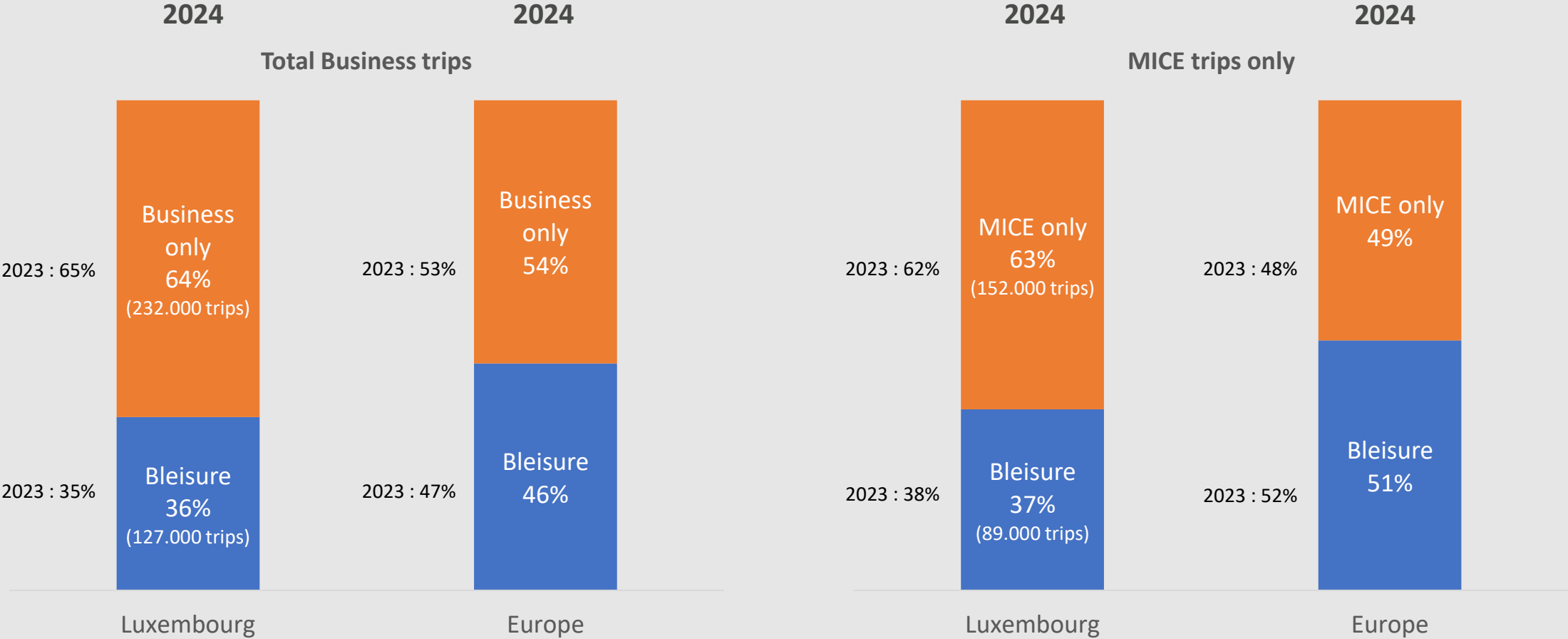
Breakdown of inbound MICE trips by period of visit and accommodation



MICE trips in hotels:
86% of all MICE trips
(2023: 88%)

Total
MICE
inbound
trips in
2024
241.000

Share of Bleisure trips in all Business & MICE trips, Luxembourg vs. Europe





Your contact



Alain Krier

Head of Insights & Strategy

T. +352 42 82 82 36

alain.krier@LfT.lu



Luxembourg for Tourism GIE

6, rue Antoine de Saint-Exupéry

L-1432 Luxembourg-Kirchberg

www.visitluxembourg.com