



Luxembourg for Tourism
Brand & Potential Study
2024 – FULL STUDY REPORT

Sources, methodology and scope of the survey



- LFT Brand & Potential Studies have so far been fully carried out in 13 source markets : Germany, Netherlands, Belgium, Switzerland, Austria, France, UK, Italy, Spain, Ireland, Denmark, Sweden and Portugal. In addition, a more limited study has been realised in Poland (Brand funnel and Theme competence).
- The full studies include analyses of destination Luxembourg's Brand funnel, Theme Competence, Brand values, Spontaneous associations and a range of further demand indicators (travel inspiration, relevant destination KPIs, sustainability perception) in the relevant source markets.
- Results were compiled through online surveys representative for the population 18-75 years in each source market, with quotas for gender, age and regional origin.
- For source markets DE-BE-NL-FR-UK-CH-AT-DK-SE-IE-PT, LFT has designed, conducted and collated survey results via Pollfish online panel (sample size: 1,200-4,000, depending on markets). All additional data analysis and conclusions were carried out by LFT for all source markets. For source markets IT-ES-PL, LFT worked with an external data provider responsible for the design and implementation of the surveys and calculation of the results ("Destination Brand" by Inspektour, fieldwork by Ipsos in 2021, sample size : 1,000 per market). The update for these markets with a similar survey design and methodology as for the other markets (i.e., online panel survey carried out by LFT) will be available in 2025 and the new results will be included into the present report.
- The aim of the studies is to assess destination Luxembourg's brand strength, awareness and future visitation potential, and to measure the extent to which relevant tourism themes and brand attributes are associated with the destination.
- The data allows to identify potential growth markets and segments, future demand drivers, strengths and weaknesses in the perception of Luxembourg as a destination, and thus guide future marketing priorities and strategic decision-making.
- Reading note: Ranks and percentages that are overrepresented compared to the overall values are highlighted in green throughout the report where relevant.



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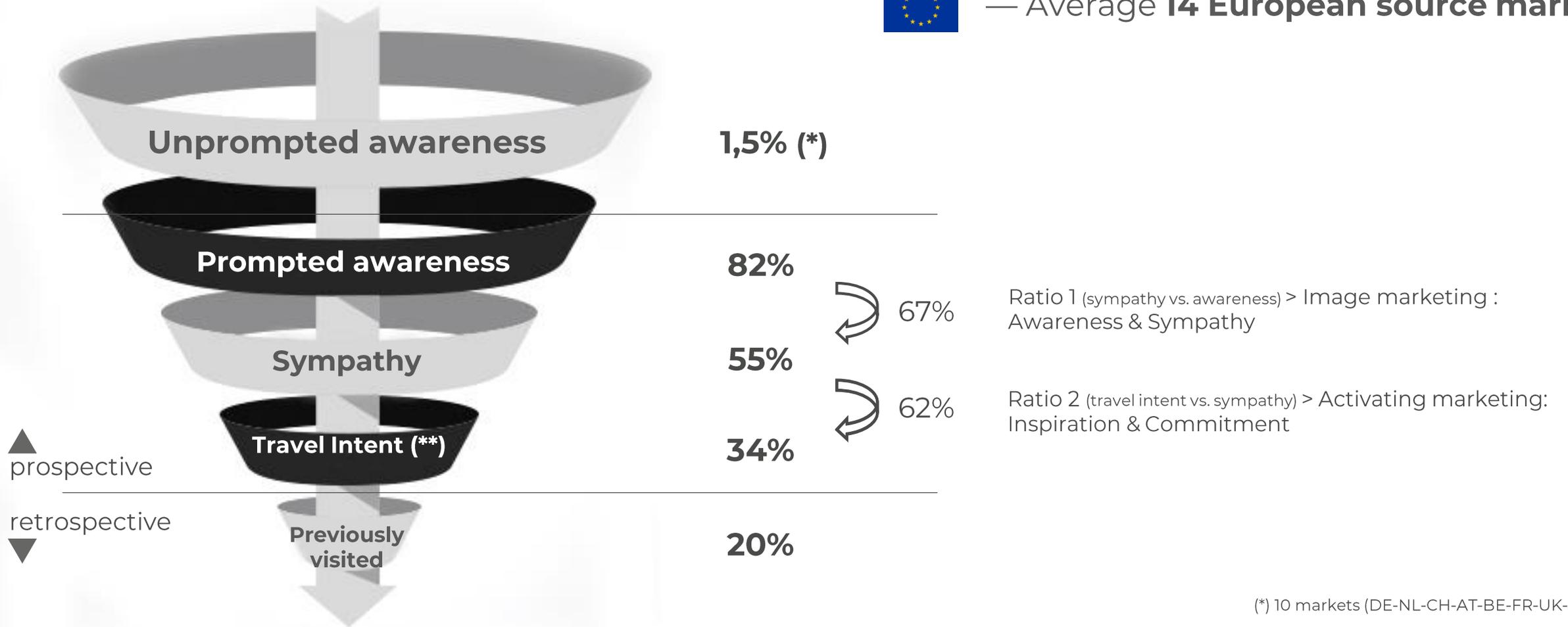
Brand Funnel

Destination Luxembourg – Brand Funnel 2024

Assessing Luxembourg's **brand strength** as a destination



— Average **14 European source markets**



(*) 10 markets (DE-NL-CH-AT-BE-FR-UK-IT-ES-PL)

(**) next 3 years

Destination Luxembourg – Brand Funnel 2024

Assessing Luxembourg's **brand strength** as a destination



		Awareness (supported)	Sympathy	Travel intent, Total (*)	Travel intent, Core (*)	Past Visits	Travel Intent (total) – Past Visits, %pt
Belgium		88%	67%	46%	20%	47%	-1
France		78%	58%	43%	18%	21%	+22
Portugal		88%	63%	41%	22%	9%	+32
Germany		80%	62%	40%	20%	22%	+18
Switzerland		77%	61%	37%	16%	26%	+11
Austria		83%	58%	36%	17%	16%	+20
Netherlands		82%	63%	35%	17%	50%	-15
Denmark		86%	56%	33%	13%	24%	+9
United Kingdom		84%	52%	31%	12%	13%	+18
Italy		79%	44%	28%	9%	10%	+18
Sweden		82%	50%	27%	11%	17%	+10
Poland		76%	50%	27%	9%	7%	+20
Ireland		91%	53%	26%	11%	9%	+17
Spain		78%	38%	26%	9%	12%	+14

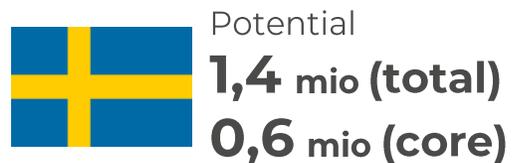
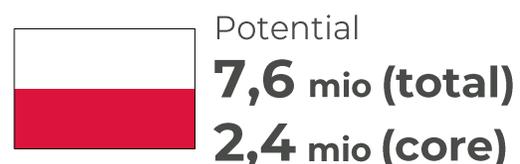
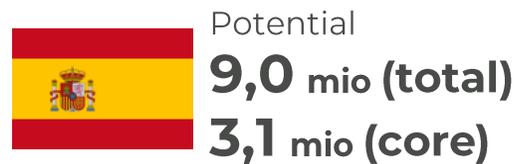
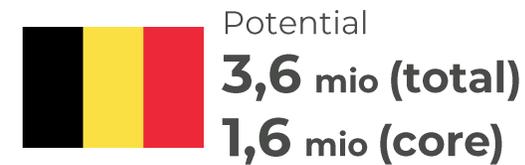
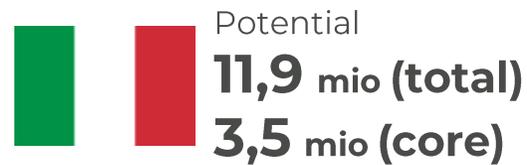
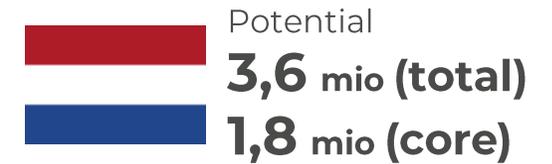
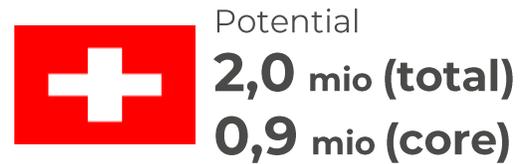
- A large net positive result in the last column indicates significant new potential (i.e., few past visits but high future travel intent).
- Strongest core future travel intent is recorded in BE, DE, FR and PT.

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

(*) Travel intent : „total“ refers to answers „certainly“ + „rather yes“, „Core“ refers to answers „certainly“ only. All values refer to travel intent next 3 years.

Destination Luxembourg – Brand Funnel 2024

Total visitor potential per market based on travel intent next 3 years



Based on population aged 18-75 and having travelled abroad in 2022-2023.

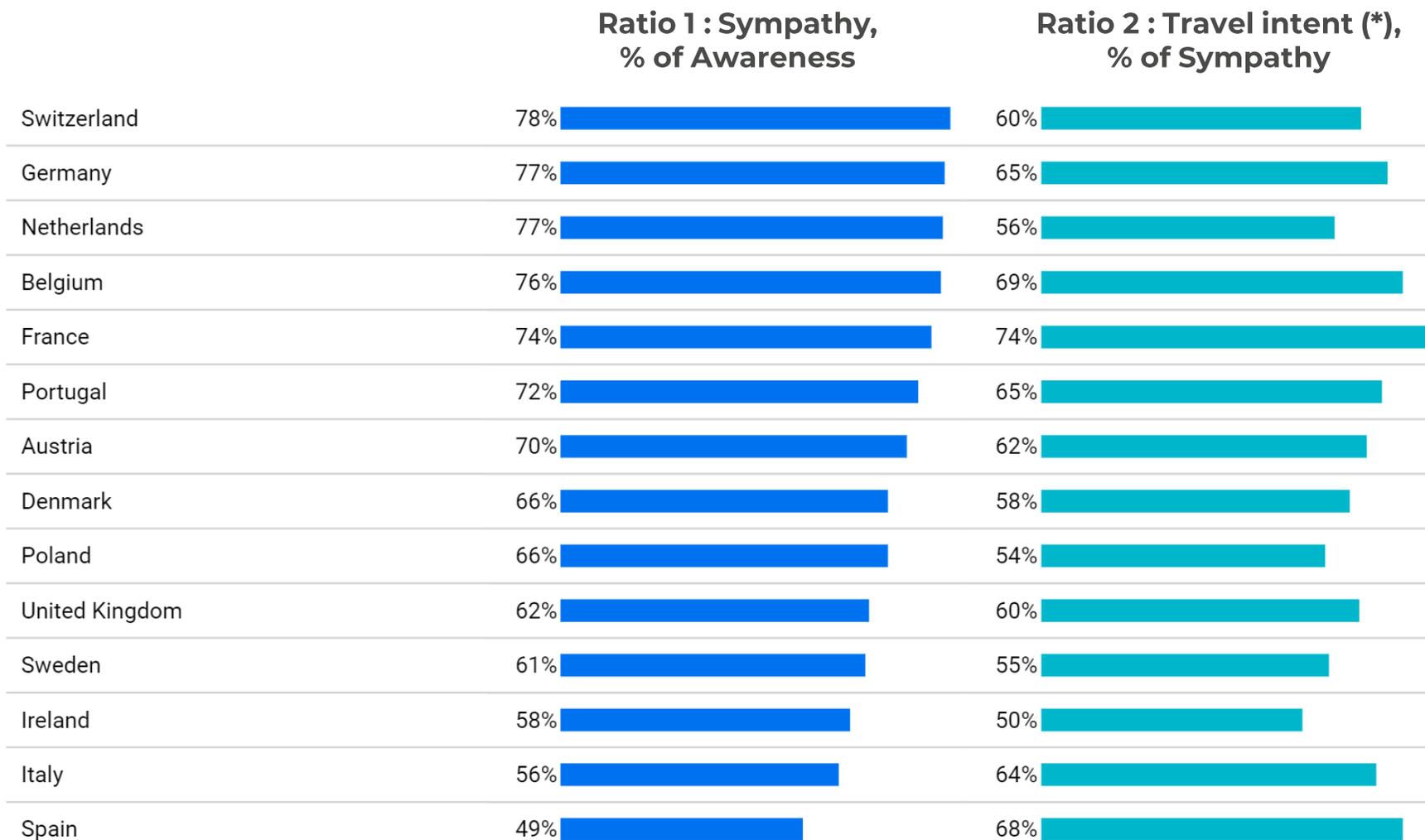
Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Destination Luxembourg – Ranking Sympathy - Travel Intent - Past Visits



Source market	Sympathy (2021/2024)	Travel intent (next 3 years) (2024-2026)	Previously visited (2021/2024)
BE	1	1	2
NL	2	7	1
PT	3	3	12
DE	4	4	5
CH	5	5	3
FR	6	2	6
AT	7	6	8
DK	8	8	4
IE	9	13	13
UK	10	9	9
SE	11	11	7
PL	12	12	14
IT	13	10	11
ES	14	14	10

Destination Luxembourg – Ratios Awareness – Sympathy - Travel Intent, 2024

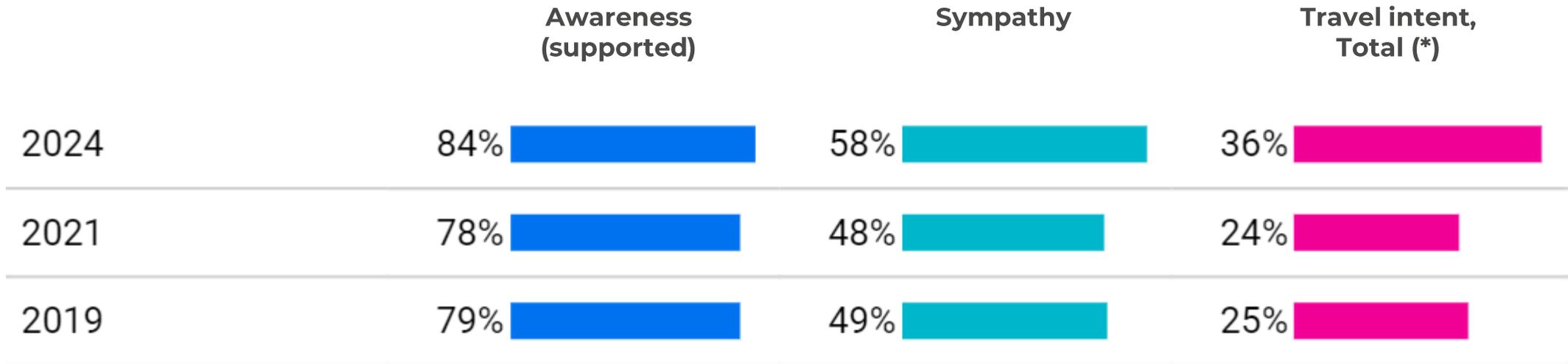


- These ratios are even more important than overall volumes: they reflect the share of potential maintained (or lost) along the brand funnel.
- Some markets have particularly high sympathy towards Luxembourg but relatively weaker travel intent (CH, NL), some other markets present exactly the opposite pattern (IT, ES).

(*) next 3 years

Destination Luxembourg – Brand Funnel 2019–2024

Time comparison, average European markets (*)

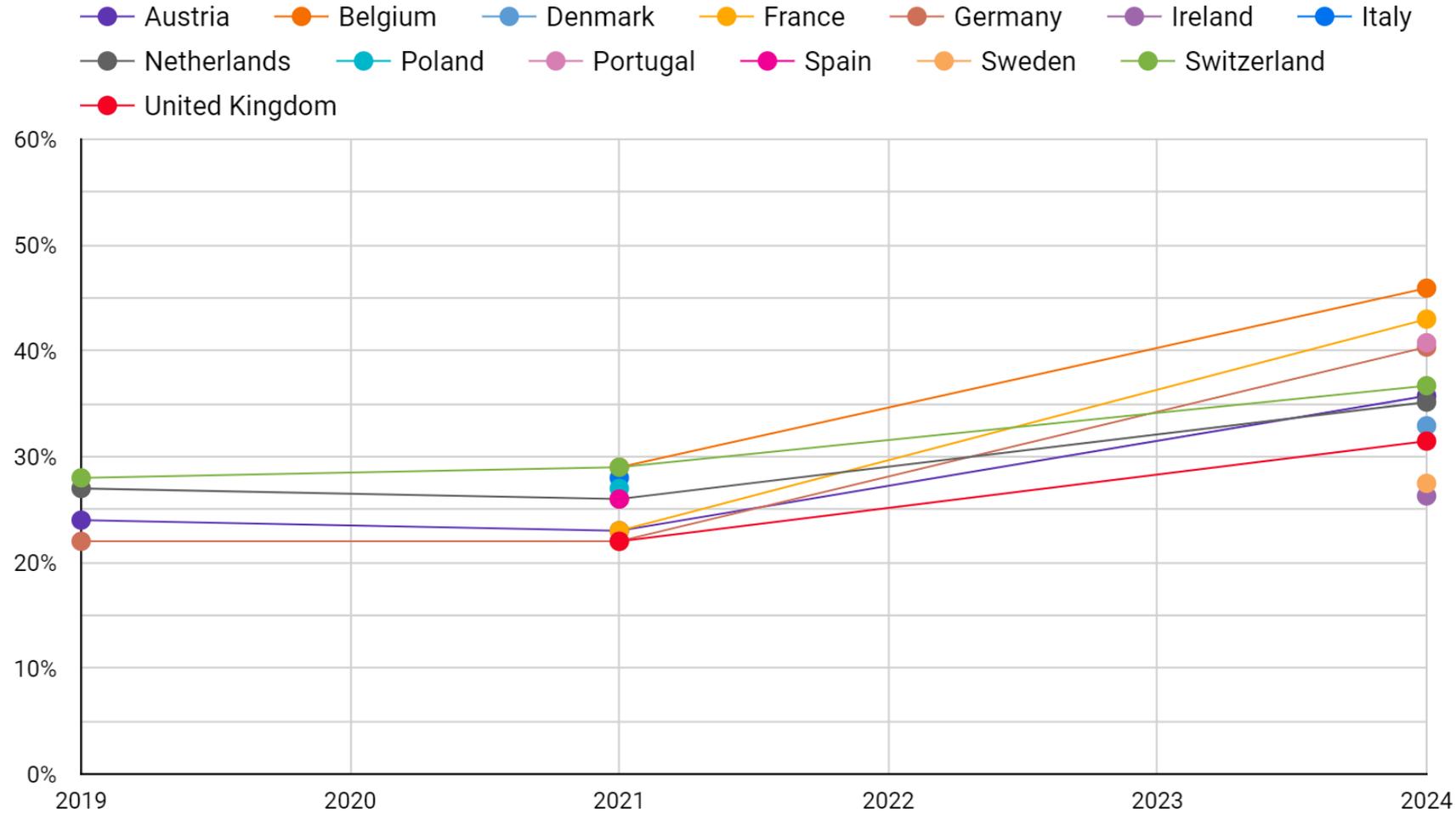


- Positive impact of both brand and activating marketing since 2019
- Improvement has been stronger for future travel intent than for sympathy.
- 2024 figures cannot directly be compared with 2019/21 since there has been a methodological change in the questionnaire, but trends remain valid given the large change rates.

(*) 2024: DE-BE-FR-NL-CH-AT-UK-IE-DK-SE-PT
2021: DE-BE-FR-NL-CH-AT-UK-ES-IT-PL
2019: DE-NL-CH-AT

Destination Luxembourg – Travel intent, next 3 years

Time comparison, 2019 - 2021 – 2024



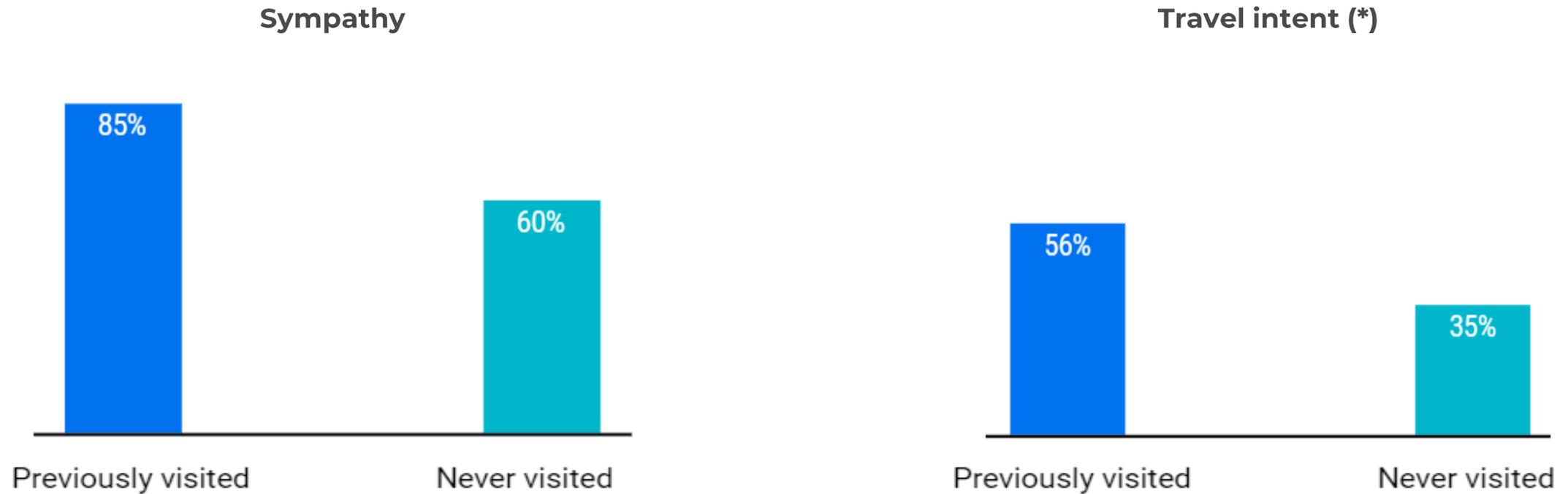
- Future travel intent has improved most in FR and DE, and least in CH and NL.

Destination Luxembourg – Brand Funnel 2024



Differences between brand connoisseurs with and without previous visiting experience

 — Average **14 European source markets**

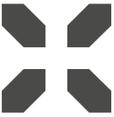


Higher sympathy and future travel intent among past visitors: this confirms tourism's positive impact on nation branding.

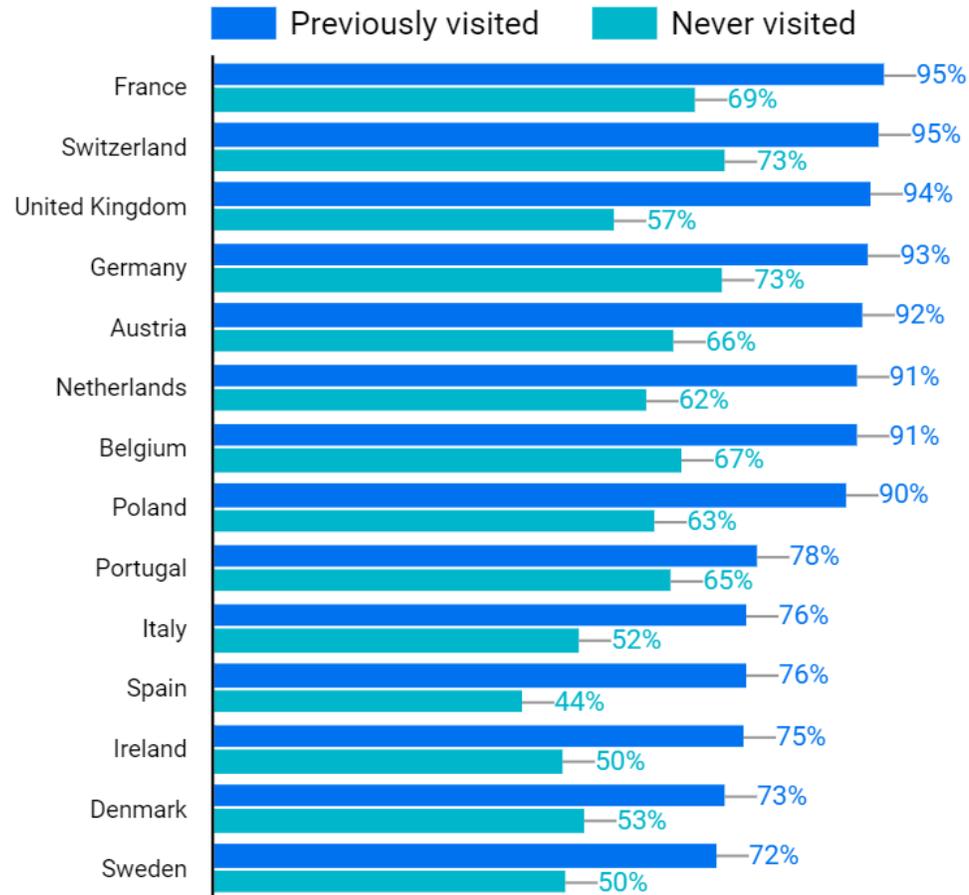
(*) next 3 years

Destination Luxembourg – Brand Funnel 2024

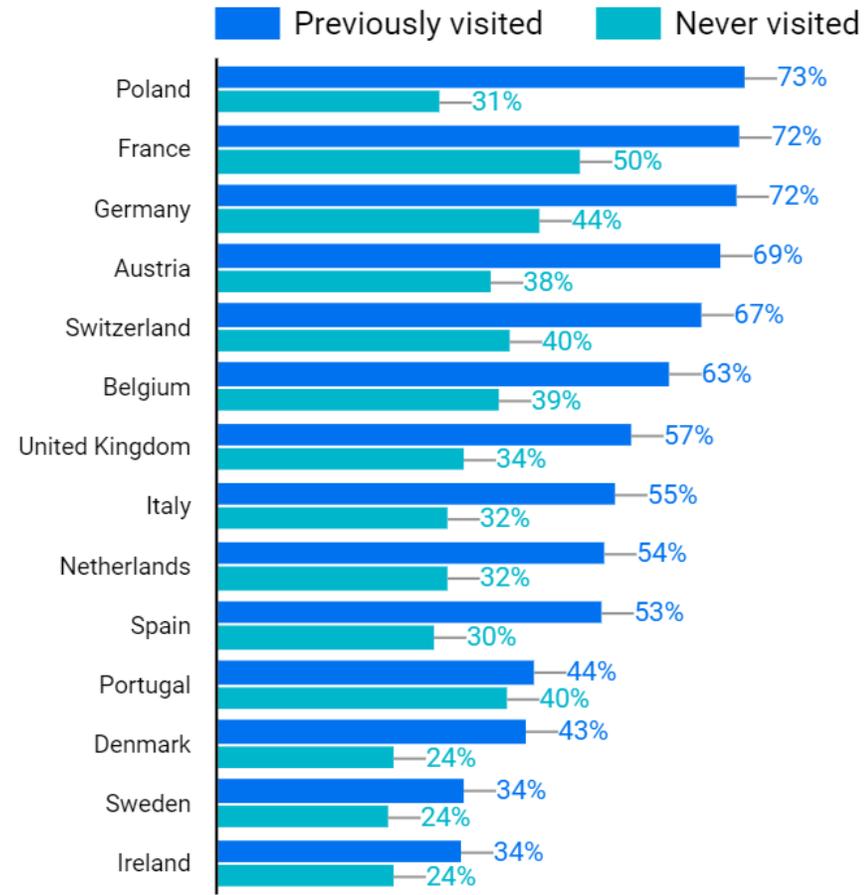
Differences between brand connoisseurs with and without previous visiting experience



Sympathy



Travel intent (*)



The gap in sympathy perception is particularly large in UK, IE, ES, FR, and is small in CH, DE, PT.

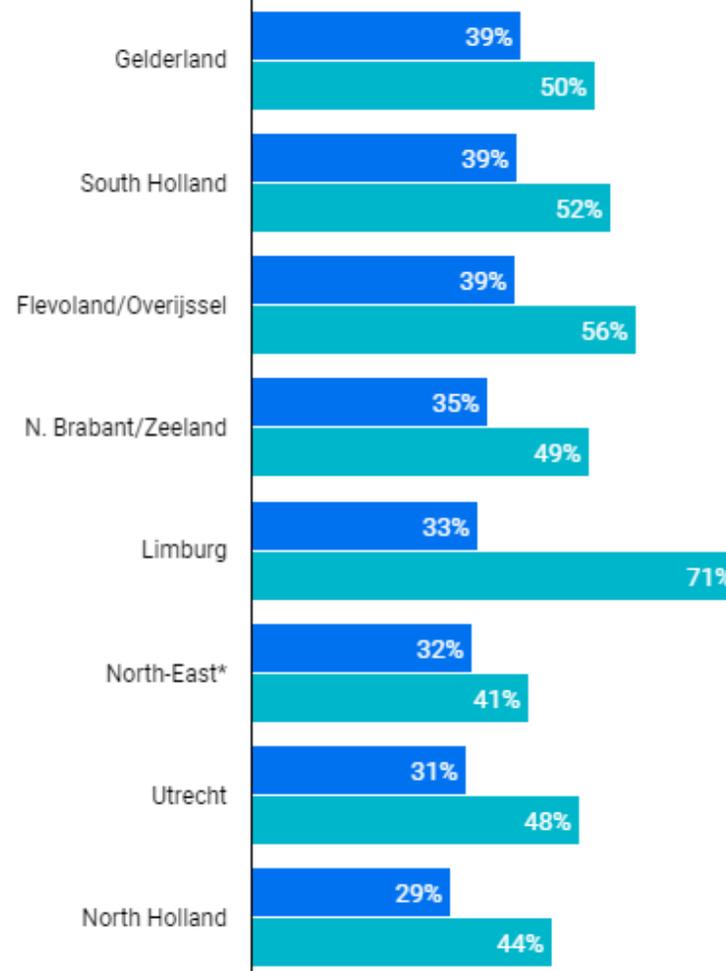
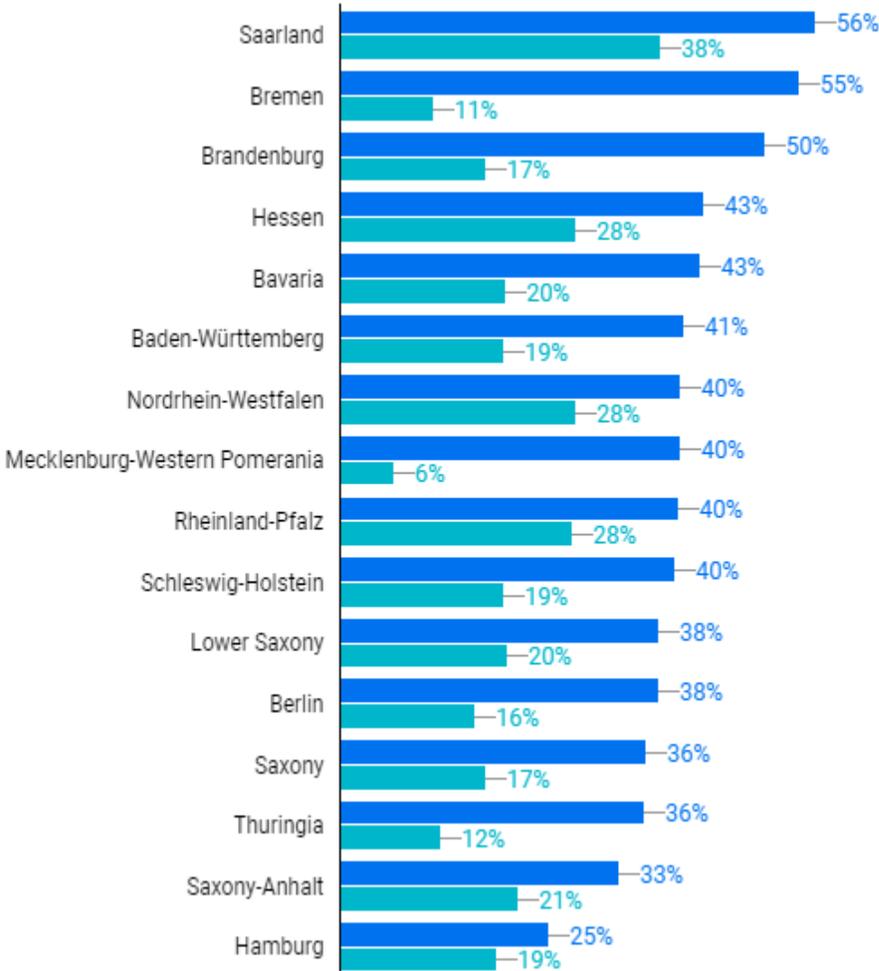
The gap in travel intent is particularly large in PL, AT and is small in FR, PT, SE, IE.

Regional origin 2024

Past visitors and future potential



■ Travel intent (*)
 ■ Visits in the past



	Travel Intent (mn)	Past visits (mn)
Baden-Württemberg	3.33	1.58
Bavaria	4.16	1.90
Berlin	1.04	0.44
Brandenburg	0.92	0.32
Bremen	0.27	0.05
Hamburg	0.34	0.26
Hessen	1.99	1.29
Lower Saxony	2.21	1.15
Mecklenburg-W.P.	0.47	0.07
Nordrhein-Westfalen	5.29	3.66
Rheinland-Pfalz	1.21	0.83
Saarland	0.41	0.28
Saxony	1.04	0.50
Saxony-Anhalt	0.51	0.33
Schleswig-Holstein	0.84	0.41
Thuringia	0.55	0.18

	Travel Intent (mn)	Past visits (mn)
Flevoland/Overijssel	0.45	0.65
Gelderland	0.60	0.77
Limburg	0.27	0.59
N. Brabant/Zeeland	0.75	1.07
North Holland	0.63	0.95
North-East*	0.41	0.51
South Holland	1.06	1.44
Utrecht	0.31	0.48

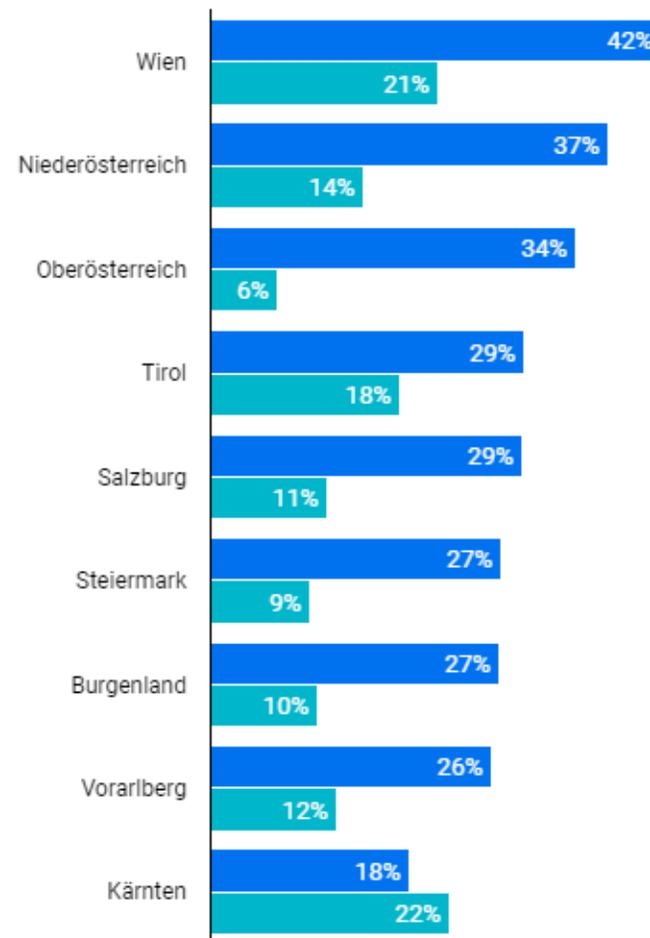
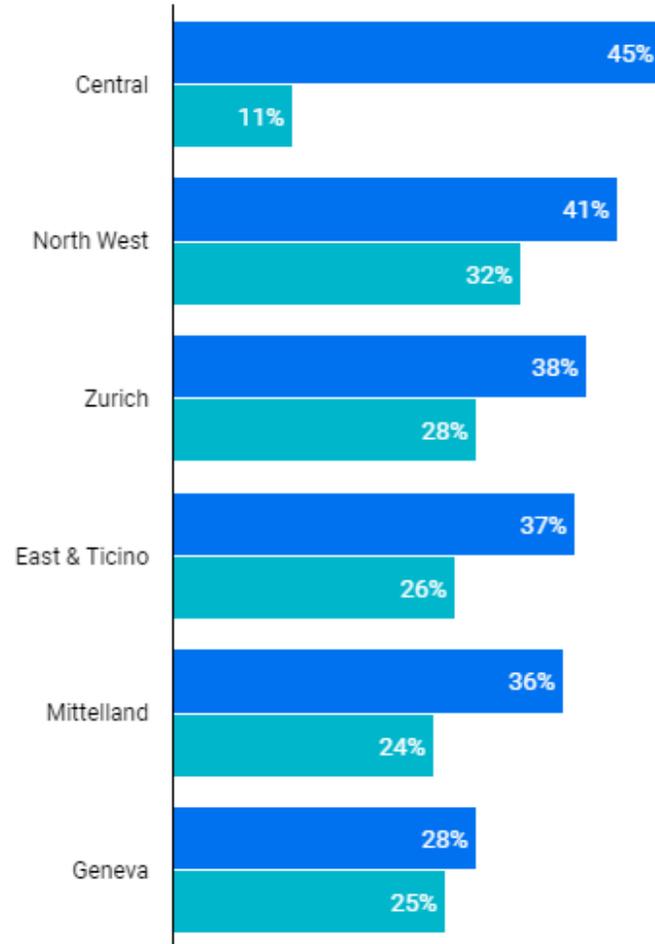
Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Regional origin 2024

Past visitors and future potential



■ Travel intent (*)
 ■ Visits in the past



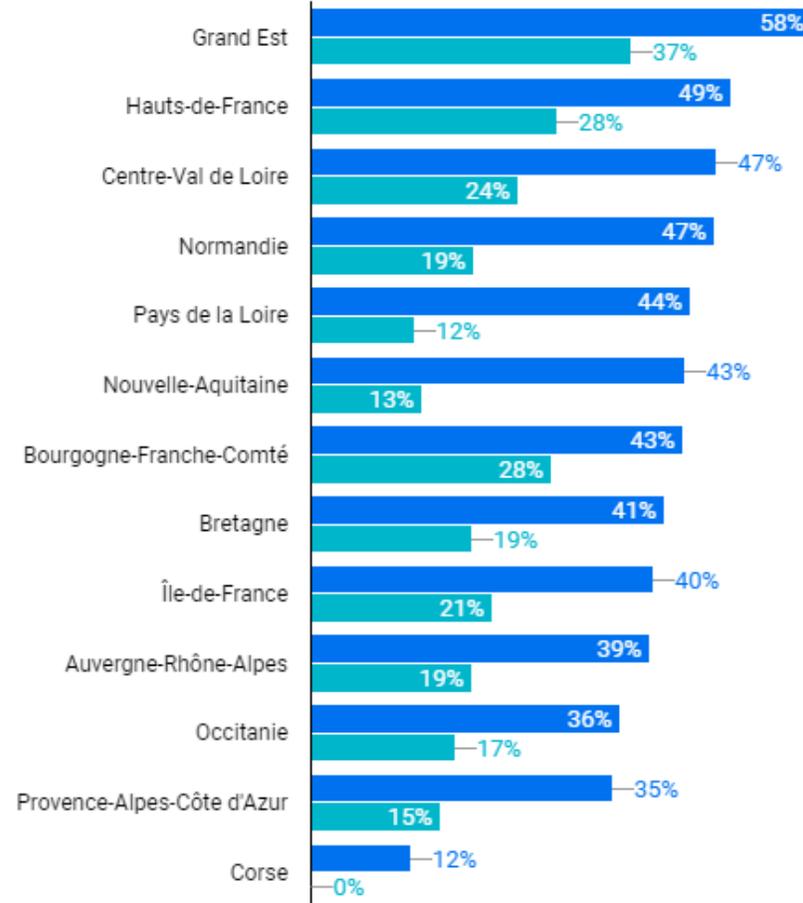
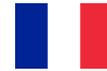
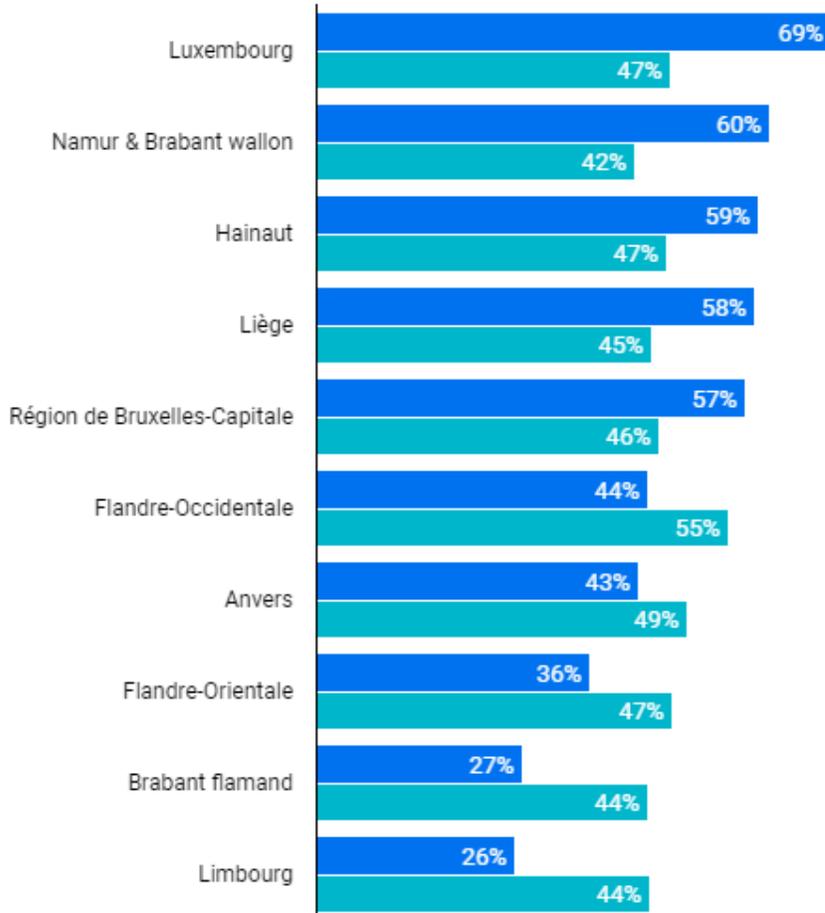
	Travel Intent (mn)	Past visits (mn)		Travel Intent (mn)	Past visits (mn)
Central	0.28	0.07	Burgenland	0.06	0.02
East & Ticino	0.42	0.30	Kärnten	0.08	0.09
Geneva	0.34	0.31	Niederösterr.	0.46	0.18
Mittelland	0.50	0.33	Oberösterr.	0.38	0.07
North West	0.36	0.28	Salzburg	0.12	0.05
Zurich	0.09	0.07	Steiermark	0.25	0.09
			Tirol	0.17	0.10
			Vorarlberg	0.08	0.03
			Wien	0.62	0.31

Regional origin 2024

Past visitors and future potential



■ Travel intent (*)
 ■ Visits in the past



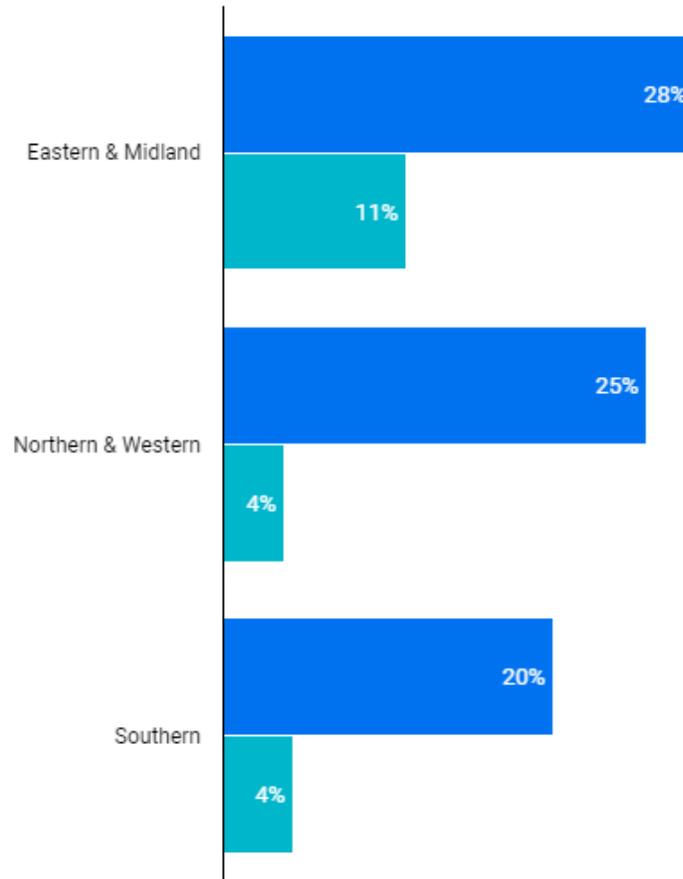
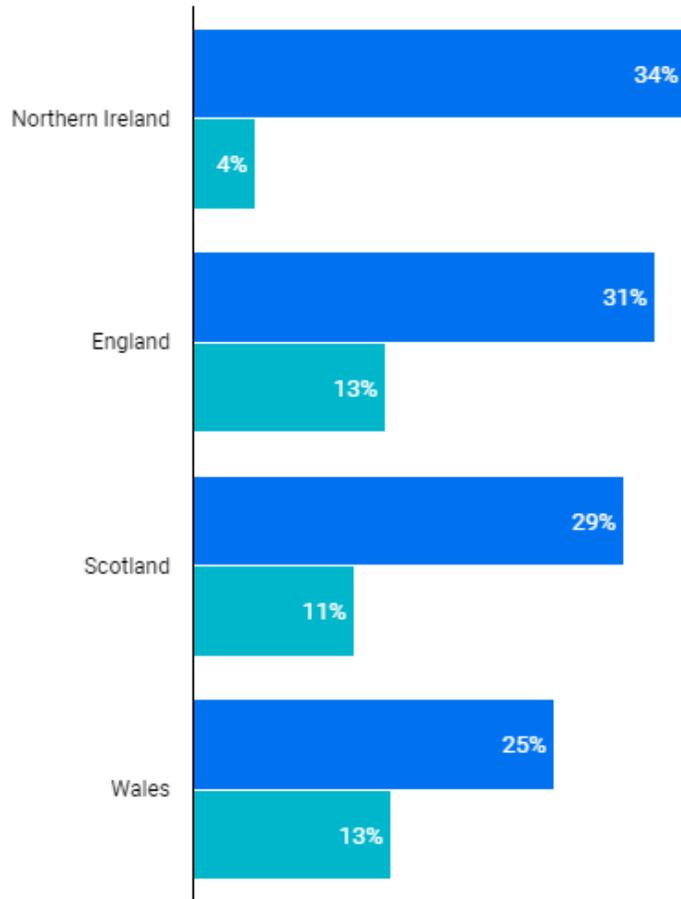
	Travel Intent (mn)	Past visits (mn)		Travel Intent (mn)	Past visits (mn)
Anvers	0.58	0.66	Auvergne-Rhône-Alpes	2.20	1.04
Brabant flamand	0.23	0.37	Bourgogne-Franche-Comté	0.82	0.53
Flandre-Occidentale	0.38	0.47	Bretagne	0.96	0.44
Flandre-Orientale	0.40	0.52	Centre-Val de Loire	0.82	0.42
Hainaut	0.57	0.45	Corse	0.03	0.00
Liège	0.46	0.35	Grand Est	2.25	1.44
Limbourg	0.17	0.29	Hauts-de-France	2.00	1.17
Luxembourg	0.14	0.10	Île-de-France	3.44	1.82
Namur & Brabant wallon	0.39	0.28	Normandie	1.06	0.43
Région Bruxelles-Capitale	0.51	0.41	Nouvelle-Aquitaine	1.83	0.54
			Occitanie	1.50	0.71
			Pays de la Loire	1.17	0.32
			Provence-Alpes-Côte d'Azur	1.23	0.53

Regional origin 2024

Past visitors and future potential



■ Travel intent (*)
 ■ Visits in the past



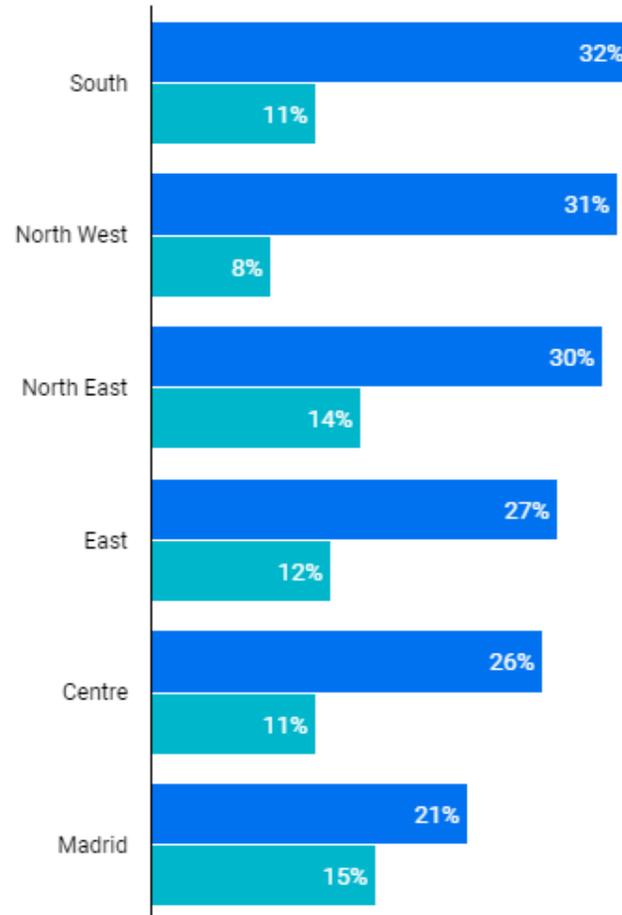
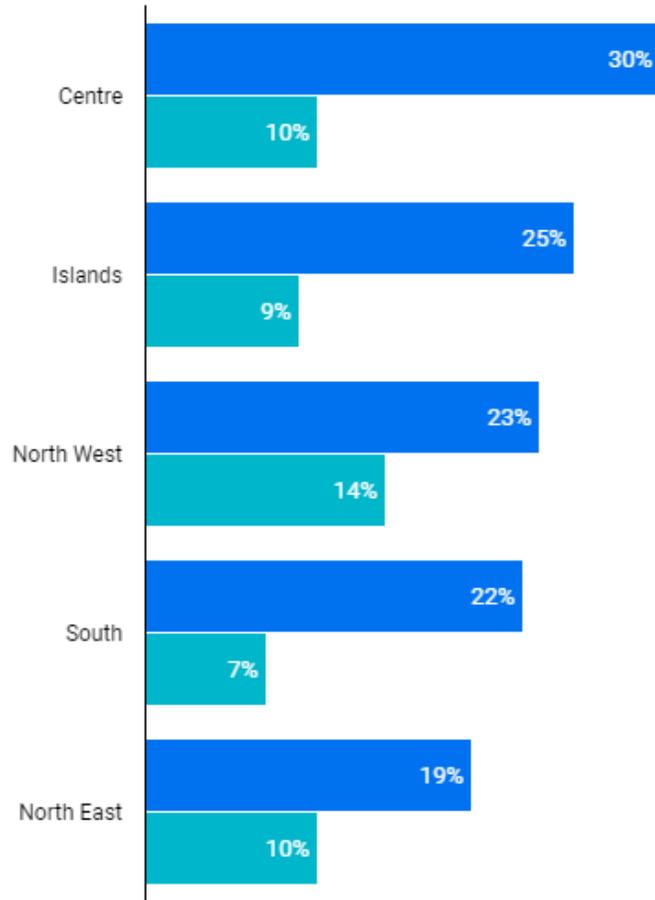
	Travel Intent (mn)	Past visits (mn)		Travel Intent (mn)	Past visits (mn)
England	12.79	5.30	Eastern & Midland	0.52	0.20
Northern Ireland	0.45	0.06	Northern & Western	0.16	0.02
Scotland	1.17	0.44	Southern	0.24	0.05
Wales	0.55	0.30			

Regional origin 2021

Past visitors and future potential



■ Travel intent (*)
 ■ Visits in the past



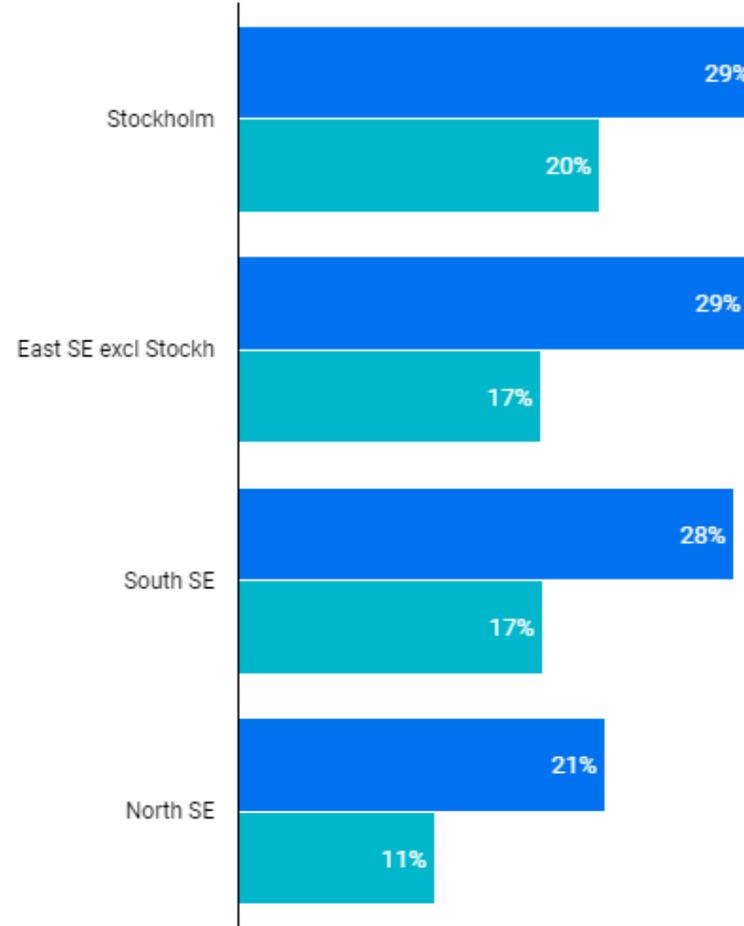
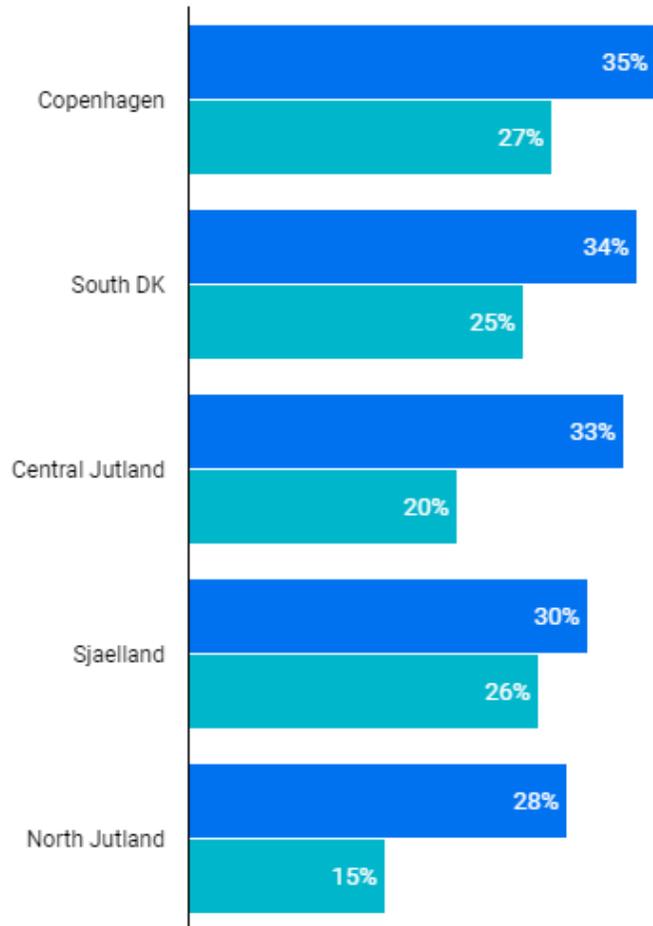
	Travel Intent (mn)	Past visits (mn)		Travel Intent (mn)	Past visits (mn)
Centre	2.54	0.85	Centre	1.04	0.44
Islands	1.17	0.42	East	2.83	1.26
North East	1.58	0.83	Madrid	1.06	0.76
North West	2.62	1.59	North East	0.99	0.46
South	2.17	0.69	North West	0.97	0.25
			South	2.42	0.83

Regional origin 2024

Past visitors and future potential



■ Travel intent (*)
 ■ Visits in the past



	Travel Intent (mn)	Past visits (mn)
Central Jutland	0.31	0.19
Copenhagen	0.48	0.37
North Jutland	0.12	0.06
Sjaelland	0.18	0.16
South DK	0.29	0.22

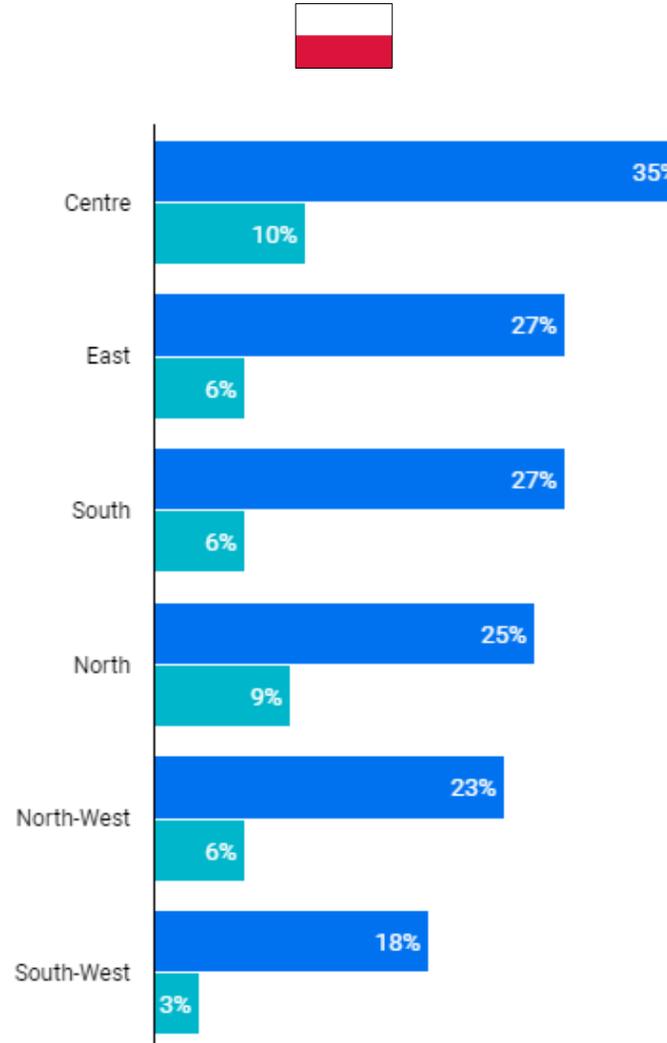
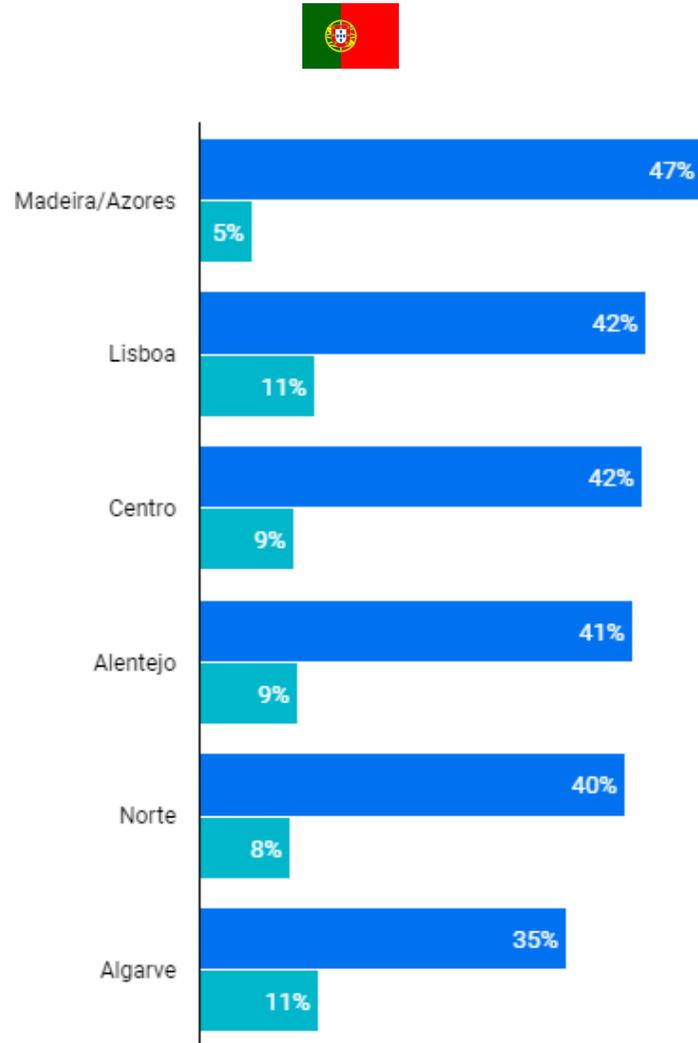
	Travel Intent (mn)	Past visits (mn)
East SE, excl. Stockh	0.35	0.21
North SE	0.25	0.13
South SE	0.87	0.54
Stockholm	0.50	0.35

Regional origin 2024*

Past visitors and future potential



■ Travel intent (*)
 ■ Visits in the past



	Travel Intent (mn)	Past visits (mn)		Travel Intent (mn)	Past visits (mn)
Alentejo	0.21	0.05	Centre	2.31	0.66
Algarve	0.12	0.04	East	0.99	0.22
Centro	0.67	0.14	North	1.03	0.37
Lisboa	0.87	0.23	North-West	1.03	0.27
Madeira/Azores	0.17	0.02	South	1.51	0.34
Norte	1.08	0.23	South-West	0.50	0.08

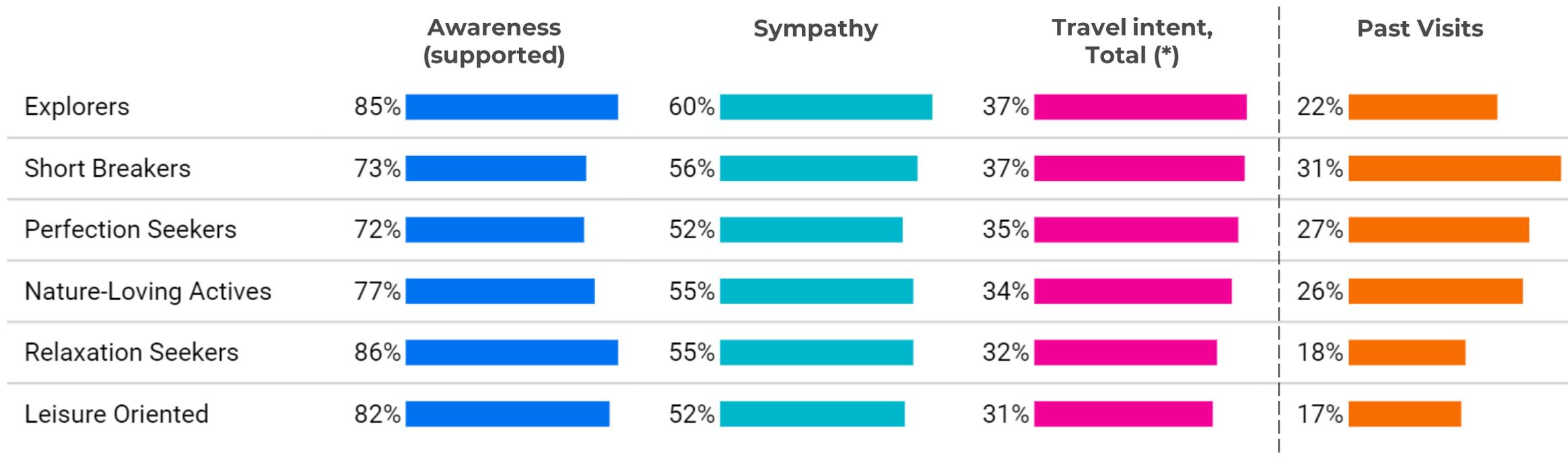
* PL: 2021

Destination Luxembourg – Brand funnel 2024

— Average **14 European source markets** — LFT target segments



Please note that on this and all following slides, target segments displayed are proxies (since SINUS milieus were not part of brand studies)

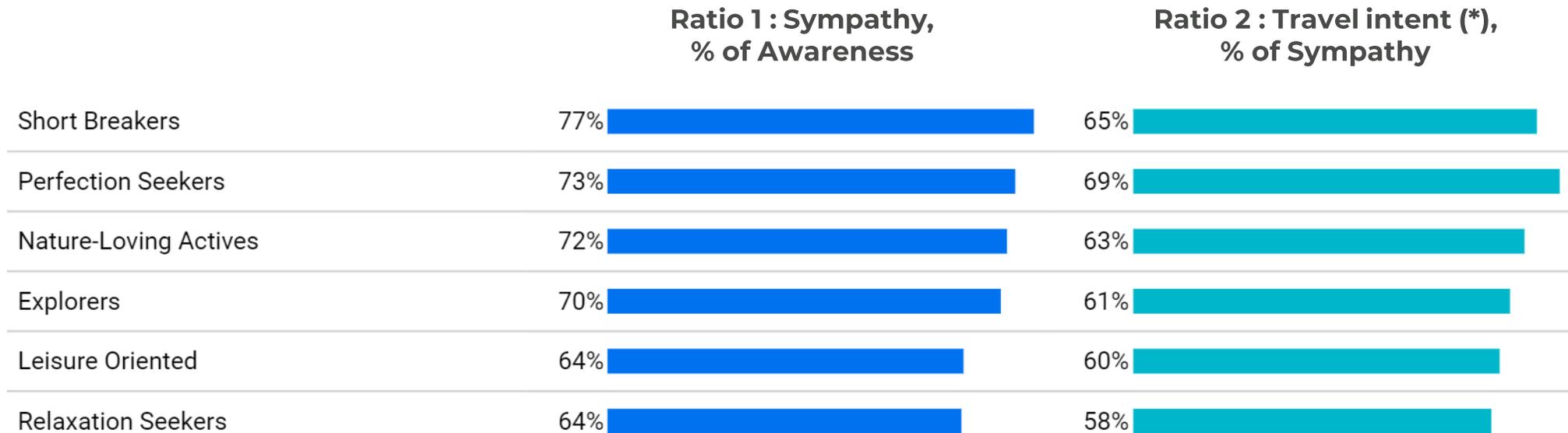


Top 2 segments	AT	BE	DK	FR	DE	IE	IT	NL	PL	PT	ES	SE	CH	UK	Ø EUR
Sympathy	1 EXP 2 RS	1 SB 2 EXP	1 EXP 2 PS	1 EXP 2 RS	1 EXP 2 RS	1 PS 2 NLA	1 LO 2 PS	1 EXP 2 RS	1 PS 2 NLA	1 NLA 2 LO	1 LO 2 NLA	1 NLA 2 EXP	1 EXP 2 RS	1 EXP 2 SB	1 EXP 2 SB
Travel intent (*)	1 EXP 2 NLA	1 SB 2 NLA	1 EXP 2 PS	1 EXP 2 PS	1 EXP 2 RS	1 PS 2 EXP	1 NLA 2 PS	1 EXP 2 LO	1 PS 2 NLA	1 NLA 2 PS	1 NLA 2 LO	1 PS 2 NLA	1 EXP 2 PS	1 EXP 2 SB	1 EXP 2 SB
Past Visits	1 NLA 2 PS	1 SB 2 NLA	1 NLA 2 PS	1 PS 2 NLA	1 PS 2 EXP	1 PS 2 NLA	1 NLA 2 EXP	1 PS 2 NLA	1 PS 2 LO	1 NLA 2 EXP	1 NLA 2 LO	1 PS 2 NLA	1 PS 2 NLA	1 PS 2 NLA	1 SB 2 PS

(*) next 3 years

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Destination Luxembourg – Ratios Awareness – Sympathy - Travel Intent, 2024

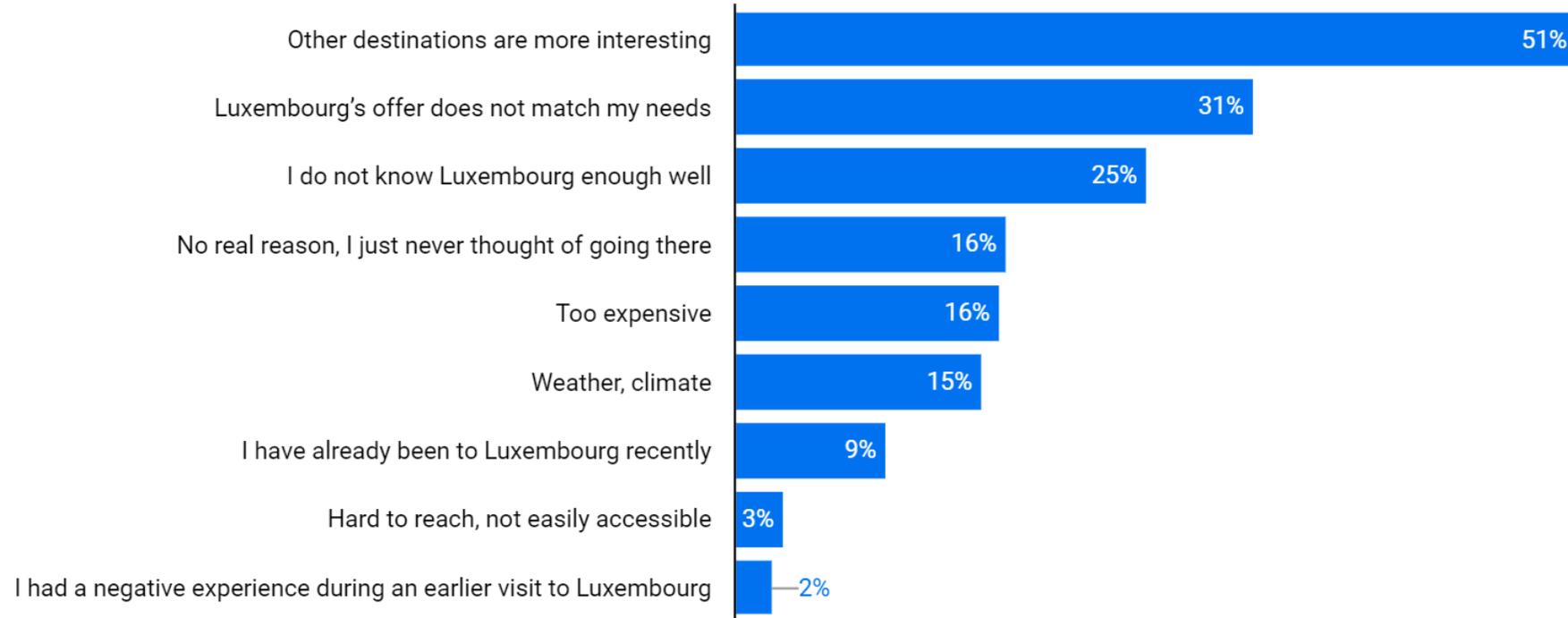


- SB have particularly high sympathy towards Luxembourg but relatively weaker travel intent, while PS have particularly high future travel intent, compared to sympathy levels.
- Comparatively high shares of sympathy and travel intent are being lost along the brand funnel for EXP, meaning this core target segment for Luxembourg will require further marketing focus.

(*) next 3 years

Reasons for not choosing Luxembourg as a next destination

🇪🇺 — Average 11 European markets*



* DE-FR-BE-NL-UK-CH-AT-IE-DK-SE-PT

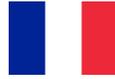
Reasons for not choosing Luxembourg as a next destination - Ranking by Source Markets



Reasons												
Other destinations are more interesting	1	1	1	1	1	1	1	1	1	1	1	1
I do not know Luxembourg enough well	3	4	3	3	4	3	2	2	2	2	2	7
Luxembourg's offer does not match my needs	4	2	2	2	2	2	3	4	4	4	4	2
Too expensive	5	5	5	5	5	6	5	3	6	3	3	3
No real reason, I just never thought of going there	2	7	6	4	7	4	4	5	3	7	7	4
I have already been to Luxembourg recently	7	5	7	7	6	7	7	6	5	5	5	6
Weather, climate	6	3	4	6	3	5	6	7	7	7	6	5
Hard to reach, not easily accessible	8	9	8	8	9	8	8	8	8	8	8	9
I had a negative experience during an earlier visit to Luxembourg	9	8	8	9	8	9	9	9	9	9	9	8

Reasons for not choosing Luxembourg as a next destination - Source Markets

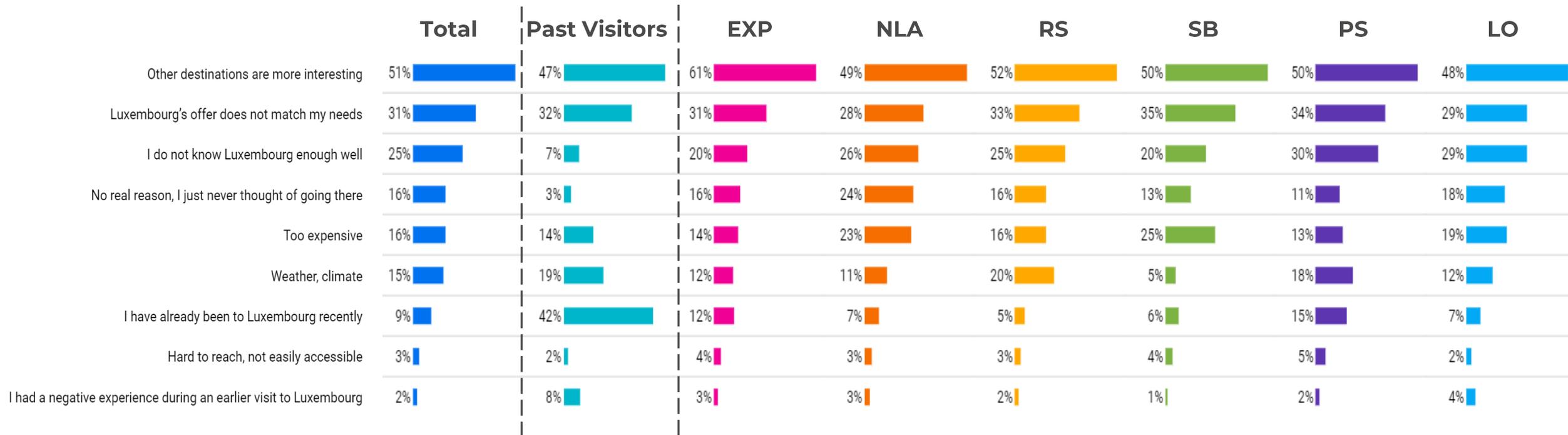


												Average Europe
Other destinations are more interesting	45.3%	53.0%	38.3%	51.9%	53.3%	50.9%	70.4%	44.4%	52.2%	55.9%	40.8%	50.6%
Luxembourg's offer does not match my needs	19.0%	47.6%	17.5%	37.0%	32.0%	25.4%	50.6%	29.3%	21.2%	34.8%	29.3%	31.2%
I do not know Luxembourg enough well	24.2%	14.2%	25.5%	20.5%	27.3%	40.3%	19.3%	10.9%	26.2%	26.6%	36.6%	24.7%
No real reason, I just never thought of going there	27.9%	6.0%	25.5%	12.1%	17.7%	23.9%	6.8%	15.8%	7.4%	14.9%	21.2%	16.3%
Too expensive	14.7%	9.3%	10.4%	19.2%	16.1%	26.1%	11.9%	16.9%	23.6%	11.7%	14.6%	15.9%
Weather, climate	5.3%	32.7%	9.2%	20.3%	12.6%	10.8%	26.7%	14.1%	8.9%	13.5%	9.9%	14.9%
I have already been to Luxembourg recently	4.2%	8.5%	12.3%	11.2%	5.3%	12.5%	8.1%	12.4%	10.4%	8.4%	7.5%	9.2%
Hard to reach, not easily accessible	2.6%	0.0%	5.1%	2.9%	2.5%	6.0%	0.7%	0.0%	6.6%	3.2%	3.3%	3.0%
I had a negative experience during an earlier visit to Luxembourg	1.1%	3.5%	4.9%	3.4%	1.2%	0.9%	2.2%	2.8%	3.8%	0.5%	0.4%	2.2%

Reasons for not choosing Luxembourg as a next destination – Past Visitors & LFT target segments



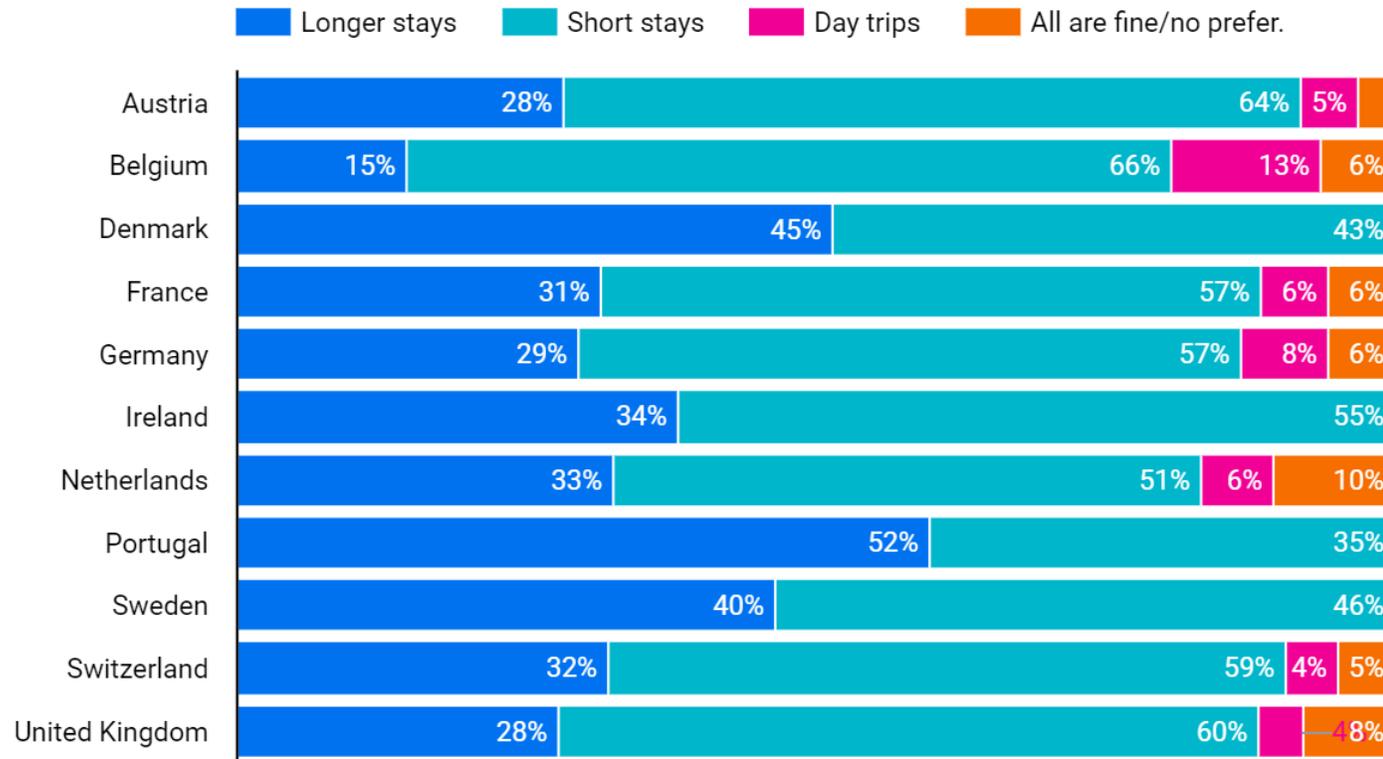
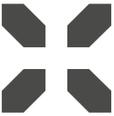
🇪🇺 — Average 11 European markets*



- EXP, in particular, find other destinations more interesting.
- PS and LO often do not know Luxembourg well enough.
- NLA and SB find it more often too expensive
- Weather tends to be more of an issue for RS, PS and past visitors.

* DE-FR-BE-NL-UK-CH-AT-IE-DK-SE-PT

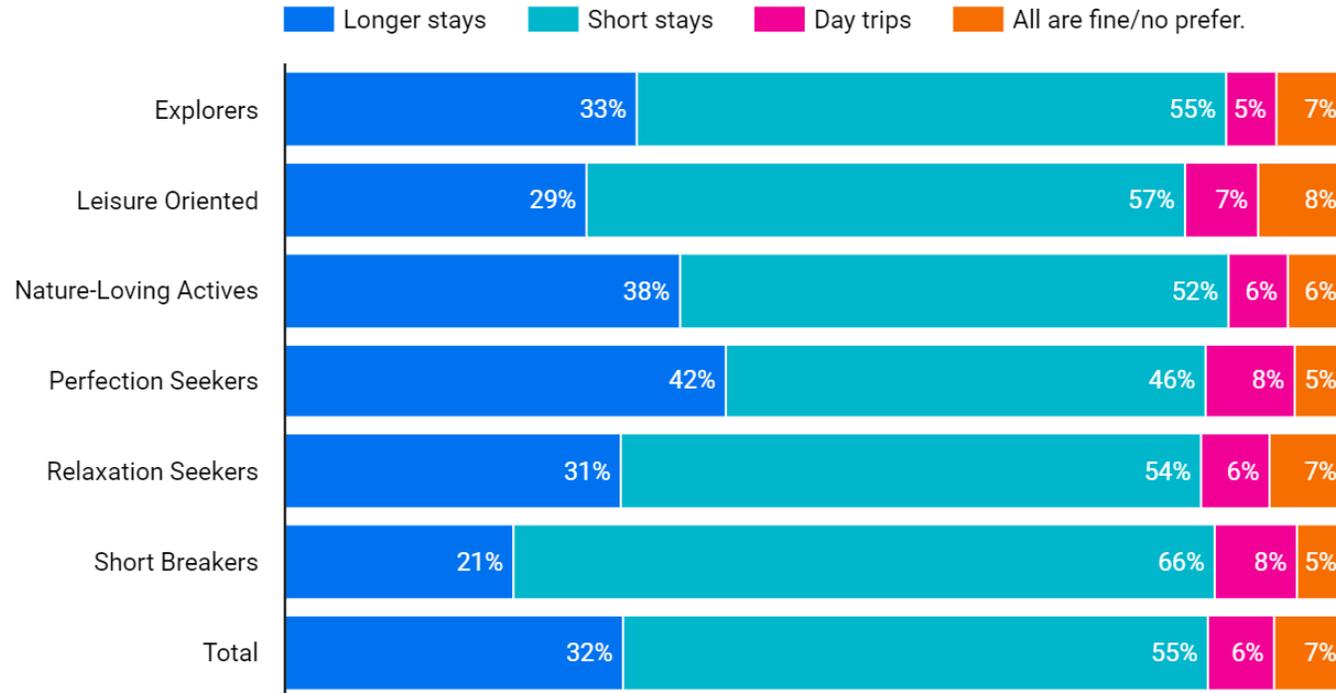
Potential preference of length of stay in Luxembourg



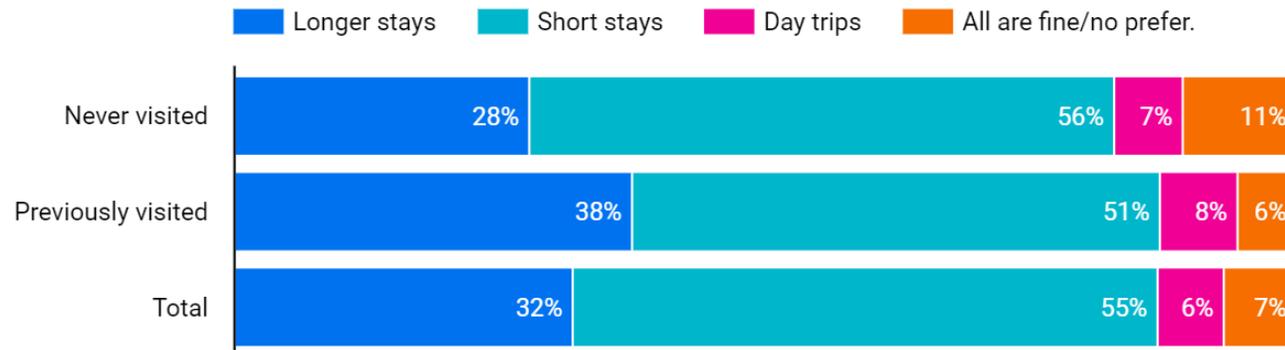
- Respondents with future travel from the Nordics and PT have most frequently expressed a preference for longer stays in Luxembourg.
- By far the least interest for longer trips to Luxembourg is recorded among Belgians, due to the relative proximity, also resulting in the highest relative interest for day trips.

Potential preference of length of stay in Luxembourg

— Average 11 European markets*

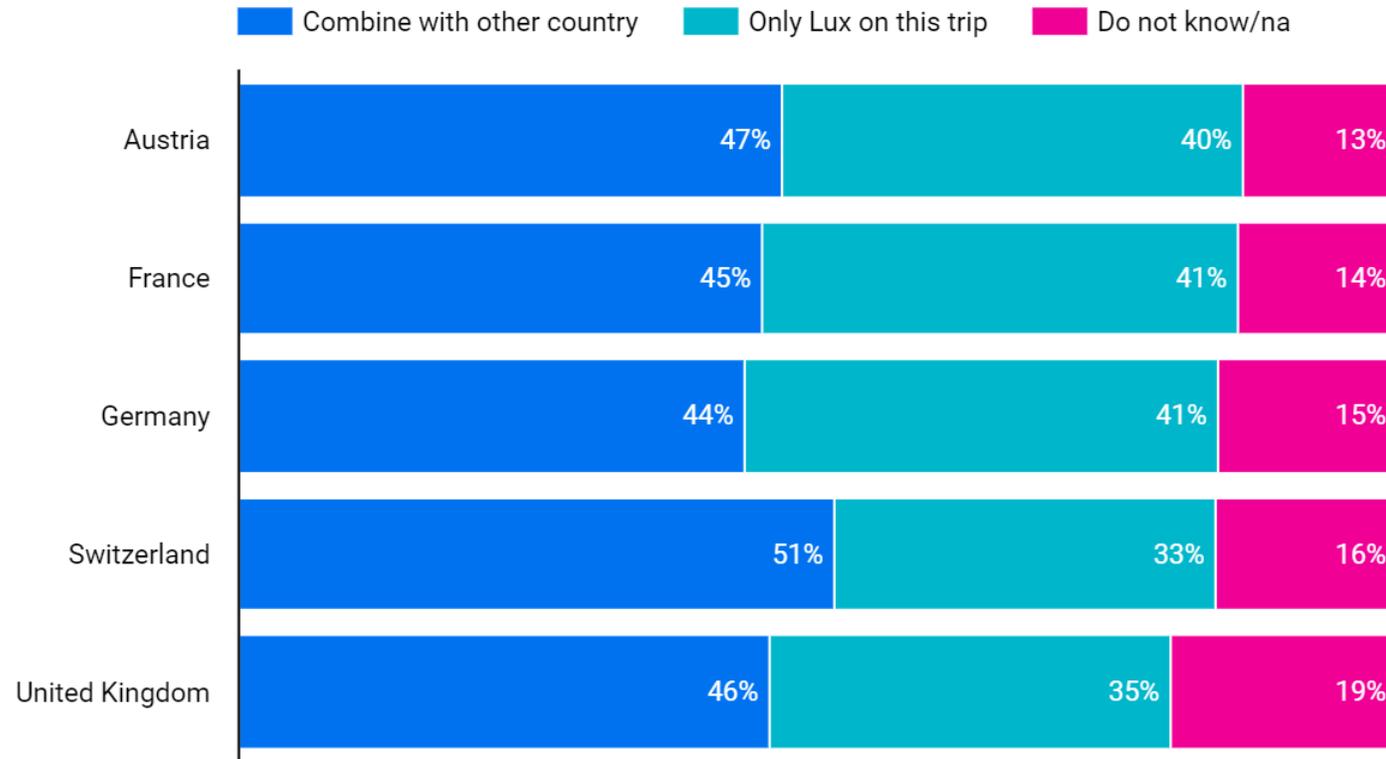


- PS and NLA are most interested in future longer stays to Luxembourg.
- Although lower than among repeat visitors, a fair share of new potential visitors is also interested in longer stays.



* DE-FR-BE-NL-UK-CH-AT-IE-DK-SE-PT

Potential preference for cross-border travel when visiting Luxembourg

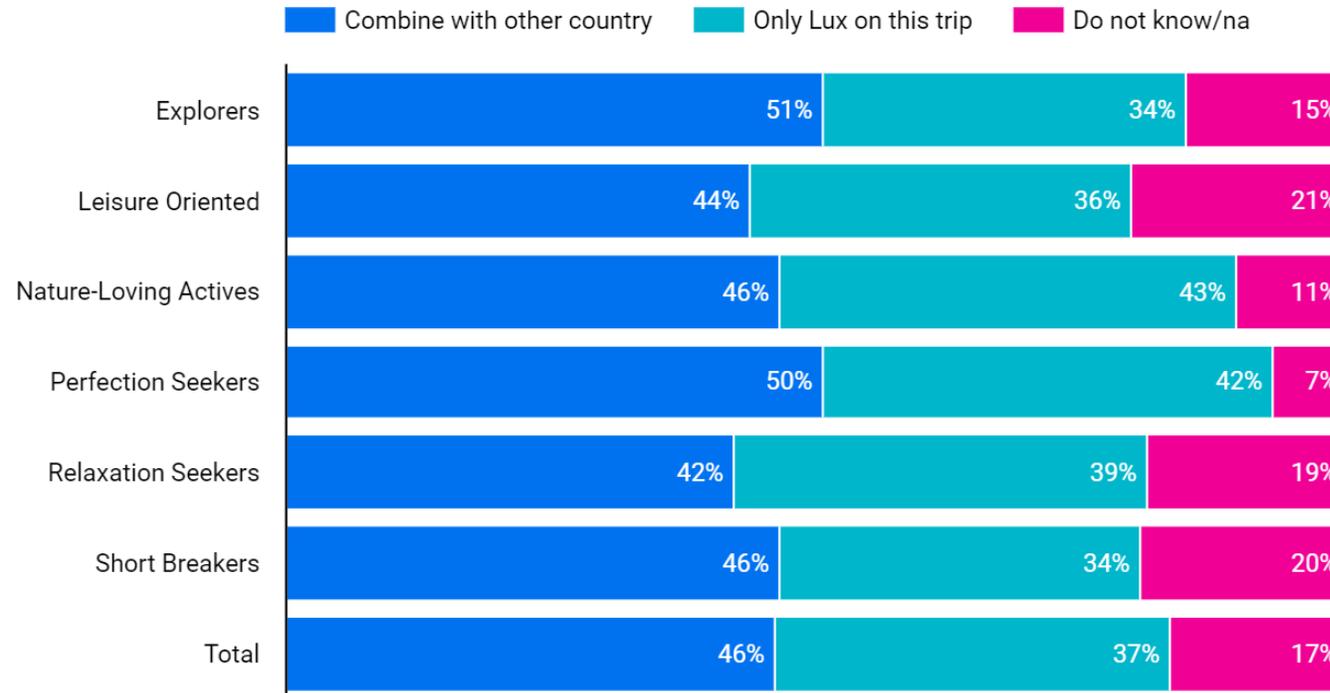


- Swiss and British future visitors would most consider combining Luxembourg with another destination during their trip.

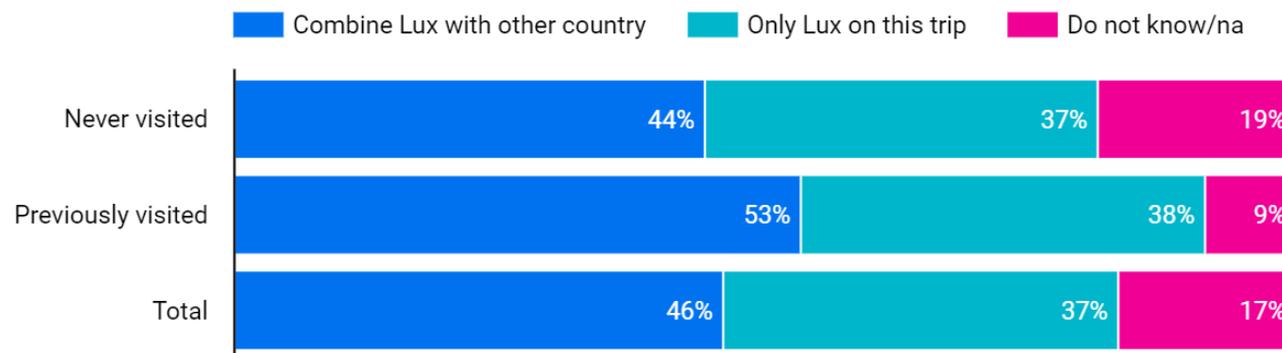
Potential preference for cross-border travel when visiting Luxembourg



 — Average 5 European markets*



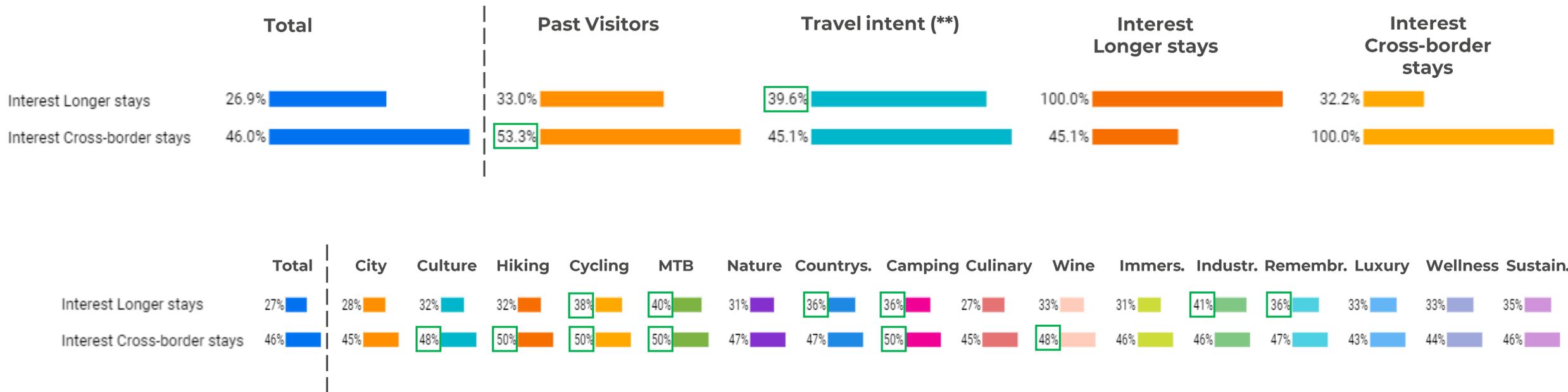
- EXP and past visitors are most interested in combining Luxembourg with another destination during their trip.



* DE-FR-UK-CH-AT

Potential preference of length of stay and for cross-border travel when visiting Luxembourg

— Average **European source markets***, by theme interest / further demand indicators

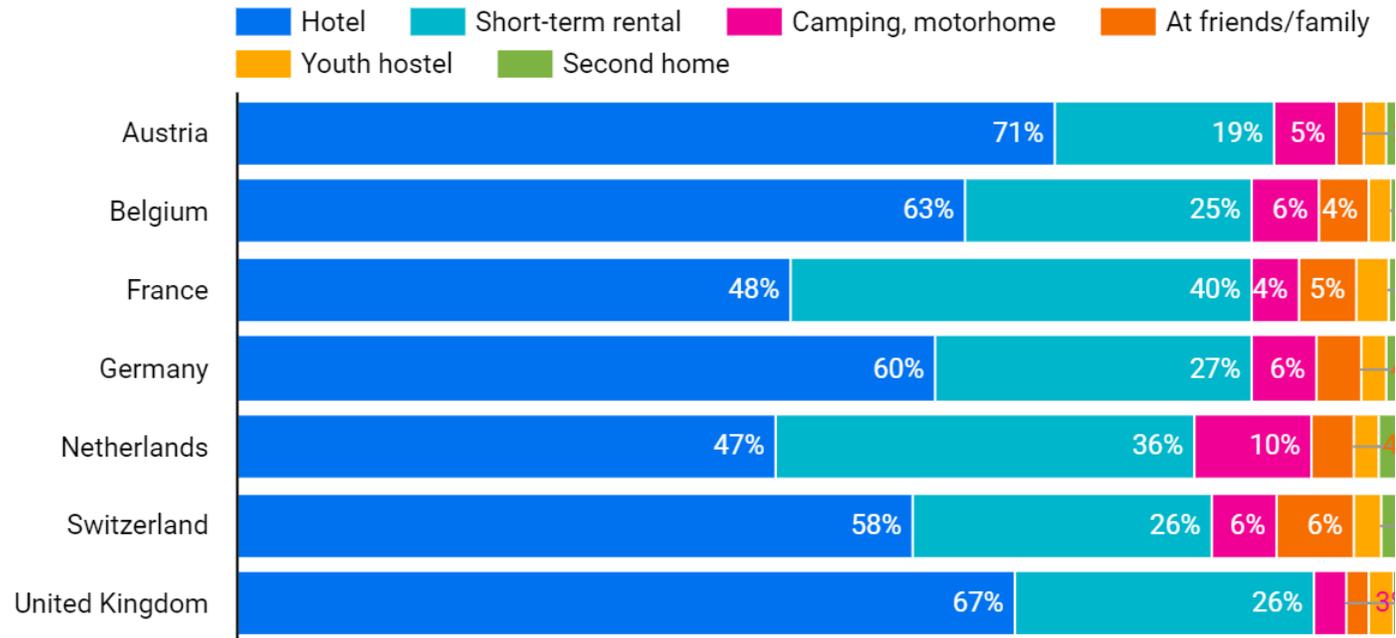


- Potential Luxembourg visitors interested in cycling, MTB, countryside holidays, camping, industrial heritage and remembrance tourism are more often interested in longer future stays in Luxembourg. Niche themes can thus be a driver for prolongation of stay.
- Potential Luxembourg visitors interested in hiking, cycling, MTB, culture and wine are more often interested in combining Luxembourg with another destination on their future trips.
- Potential Luxembourg visitors interested in longer stays and those interested in combining Luxembourg with another destination are largely complementary segments.

* Longer stays : AT-BE-CH-DE-FR-NL-UK („Total“ value differs from previous slides as fewer markets are included). Cross-border stays : AT-CH-DE-FR-UK.

** Next 3 years.

Potential preference of accommodation in Luxembourg



Potential preference of accommodation in Luxembourg

🇪🇺 — Average 7 European markets*



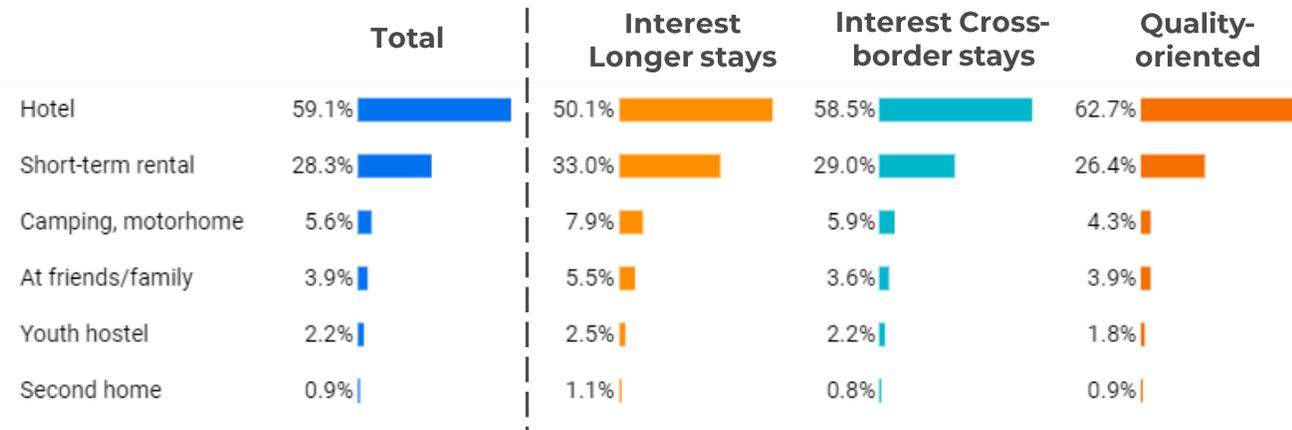
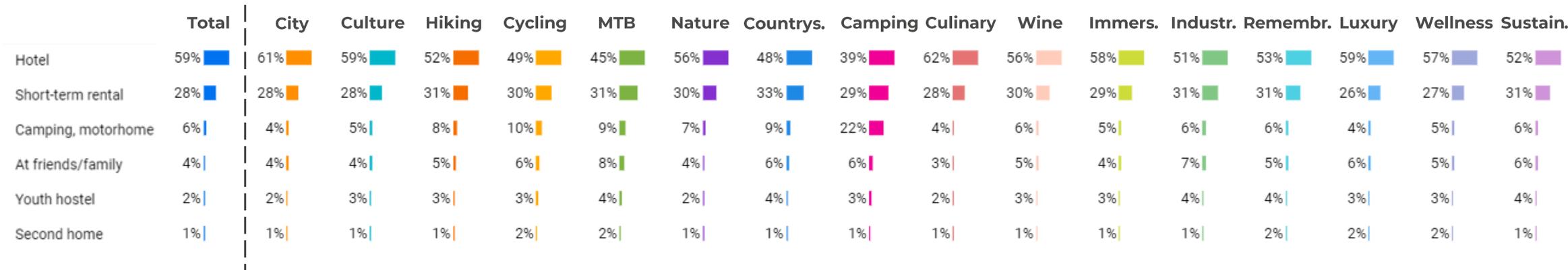
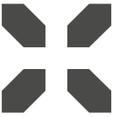
	Total	Past Visitors	Travel intent (*)	EXP	NLA	RS	SB	PS	LO
Hotel	59.1%	50.0%	58.1%	60.9%	46.6%	63.5%	61.8%	49.7%	55.7%
Short-term rental	28.3%	27.7%	30.7%	27.7%	30.3%	26.9%	24.8%	32.0%	30.9%
Camping, motorhome	5.6%	8.5%	4.5%	4.6%	14.3%	4.3%	5.5%	5.5%	5.8%
At friends/family	3.9%	8.8%	3.4%	4.0%	3.5%	3.1%	4.9%	6.9%	4.0%
Youth hostel	2.2%	3.6%	2.4%	2.1%	4.2%	1.4%	1.7%	3.5%	3.0%
Second home	0.9%	1.3%	0.9%	0.7%	1.1%	0.8%	1.2%	2.4%	0.6%

- Compared to past visitors, future new potential visitors more often seem to favour hotels and short-term rentals, at the expense of camping and staying at friends/family.
- NLA still would consider substantially more often camping, but also youth hostels.
- PS would consider most accommodation types more often than the average traveller, at the expense of hotels.

* DE-FR-BE-NL-UK-CH-AT

Potential preference of accommodation in Luxembourg

— Average 7 European source markets*, by theme interest / further demand indicators



* DE-FR-BE-NL-UK-CH-AT



2

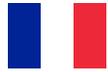
Spontaneous brand associations



Spontaneous brand associations

Associations with Luxembourg — word cloud





Spontaneous brand associations

Associations with Luxembourg — word cloud



Spontaneous brand associations

Associations with Luxembourg — word cloud





Spontaneous brand associations

Associations with Luxembourg — word cloud





Spontaneous brand associations

Associations with Luxembourg — word cloud



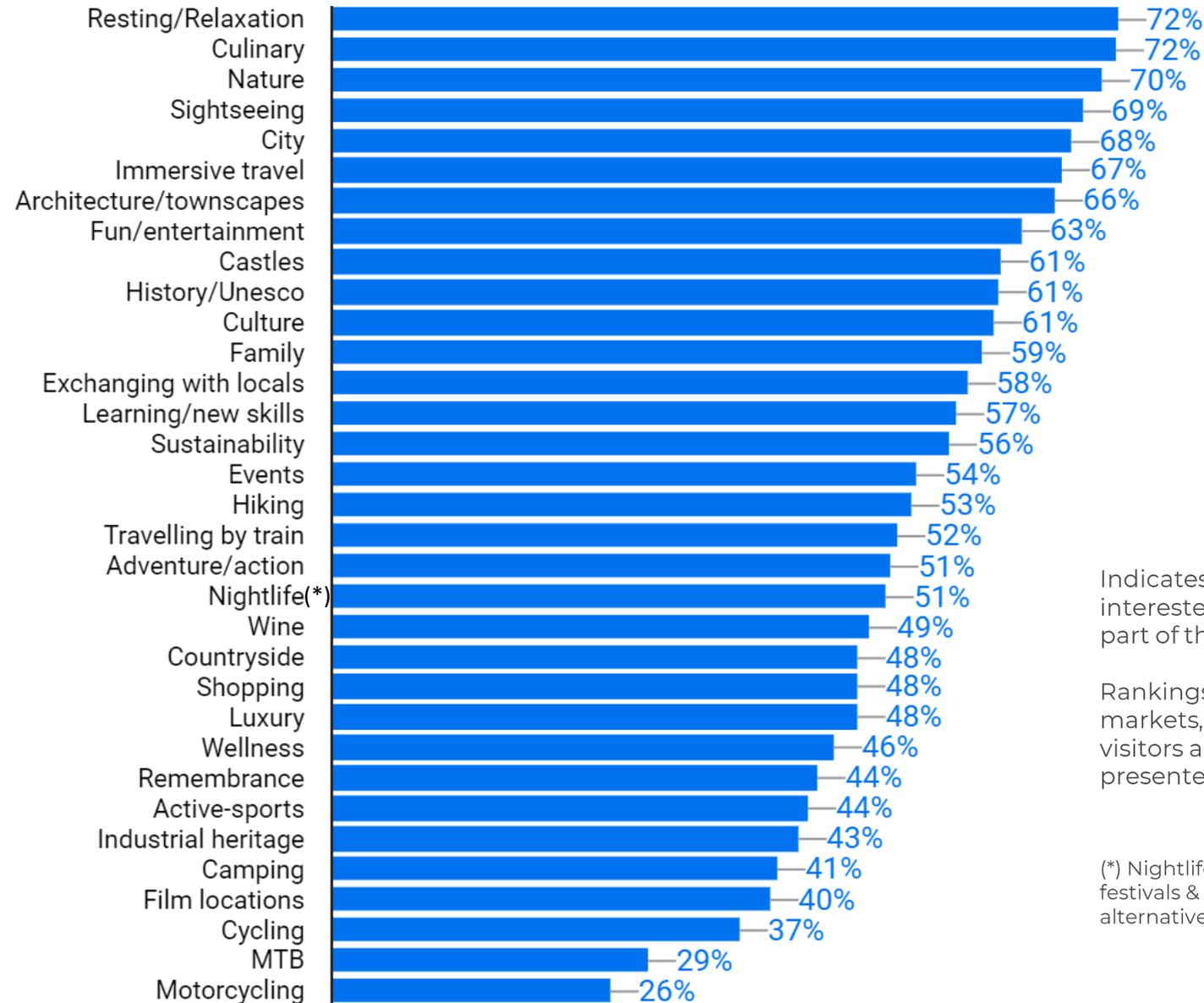


3a

General Theme Interest

General Theme Interest

— Average 14 European source markets



Indicates the share of respondents interested in the themes & experiences as part of their holiday trips in general.

Rankings, resp. percentages by source markets, past visitors, new potential visitors and LFT target segments are presented on the following pages.

(*) Nightlife on this and on all following slides refers to : festivals & events, urban lifestyle, lively places (trendy or alternative quarters).

General Theme Interest - Ranking by Source Markets																
	Average Europe															
Resting/Relaxation	1	3	2	1	5	2	1	5	1	1	2	6	1	3	3	
Culinary	2	1	3	2	1	1	2	3	3	5	1	2	2	2	2	
Nature	3	2	1	3	4	3	4	3	2	2	4	4	3	1	5	
Sightseeing	4	4	4		2	5			4					5	1	
City	5	6	9	5	15	7	3	1	6	2	9	1	4	6	7	
Immersive travel	6	5	8		3	4			10					4	6	
Architecture/townscapes	7	7	7		6	6			5					7	4	
Fun/entertainment	8	8	6		10	8			7					8	8	
Castles	9	11	13	11	16	10	12	2	11	4	10	3	11	12	11	
History/Unesco	10	12	12	9	11	13	10	6	13	6	7	5	7	14	9	
Culture	11	13	15	6	12	9	8	7	12	8	5	6	8	10	10	
Family	12	9	5	4	7	11	5	14	8	12	3	12	6	15	12	
Exchanging with locals	13	10	14		9	12			15					11	13	
Learning/new skills	14	14	11		8	14			17					9	20	
Sustainability	15	16	16	12	14	16	6	9	18	10	8	9	5	18	14	
Events	16	15	17	7	13	15	11	11	20	11	14	14	9	13	18	
Hiking	17	17	10	14	17	18	20	8	9	7	13	16	17	17	16	
Travelling by train	18	20	23	19	19	24	9		26		11		10	16	15	
Adventure/action	19	19	18		18	19			14					20	23	
Nightlife	20	18	24	15	20	17	13	10	21	16	15	8	16	19	24	
Wine	21	23	21	17	24	21	15		25	9	16		15	24	25	
Countryside	22	24	20	16	25	25	17	12	24	12	12	13	13	27	17	
Shopping	23	25	19	10	22	22	14	13	19	12	17	14	14	21	22	
Luxury	24	27	27	8	31	29	7		16		20		12	25	19	
Wellness	25	22	28	13	27	23	16	16	30	20	6	10	18	23	28	
Remembrance	26	28	22		21	27			27					28	27	
Active-sports	27	21	26	20	23	20	18	15	22	18	18	17	19	22	29	
Industrial heritage	28	30	29	21	26	28	19	17	29	15	19	11	21	26	21	
Camping	29	29	31	18	30	30	21		28		21		20	30	30	
Film locations	30	31	30		28	31			31					31	26	
Cycling	31	26	25	22	29	26	22	18	23	17	23	18	22	29	31	
MTB	32	32	32	23	32	32	23	19	32	18	22	19	24	32	32	
Motorcycling	33	33	33	24	33	33	24	19	33	21	24	20	23	33	33	
Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.																

General Theme Interest - Source Markets



														Average Europe	
Resting/Relaxation	70.7%	72.9%	72.9%	68.6%	71.2%	75.5%	67.0%	69.9%	81.0%	76.8%	68.0%	73.0%	69.5%	70.9%	72.0%
Culinary	73.7%	70.9%	70.2%	71.4%	71.5%	73.0%	72.0%	68.2%	69.0%	77.1%	74.0%	71.2%	70.8%	71.5%	71.8%
Nature	71.4%	72.9%	68.7%	69.0%	70.3%	68.4%	72.0%	68.4%	71.0%	76.5%	71.0%	66.7%	71.3%	70.1%	70.5%
Sightseeing	70.2%	67.6%	-	71.3%	68.3%	-	-	65.6%	-	-	-	-	66.5%	73.0%	68.9%
City	67.0%	62.4%	64.7%	60.3%	63.9%	70.0%	80.0%	62.4%	71.0%	70.6%	79.0%	64.5%	66.4%	67.2%	67.8%
Immersive travel	69.3%	63.5%	-	69.9%	68.7%	-	-	60.5%	-	-	-	-	68.3%	67.9%	66.9%
Architecture/townscapes	66.9%	64.1%	-	68.1%	66.4%	-	-	62.6%	-	-	-	-	66.2%	70.2%	66.4%
Fun/entertainment	64.6%	64.2%	-	64.1%	61.0%	-	-	62.4%	-	-	-	-	62.2%	65.2%	63.4%
Castles	59.2%	55.9%	51.3%	58.7%	59.3%	58.5%	73.0%	58.4%	70.0%	70.1%	73.0%	53.2%	58.8%	59.0%	61.3%
History/Unesco	59.2%	56.7%	54.7%	63.5%	58.0%	59.5%	65.0%	56.4%	63.0%	72.0%	69.0%	57.6%	58.0%	63.4%	61.1%
Culture	59.1%	54.5%	56.0%	61.3%	60.2%	60.3%	61.0%	56.7%	60.0%	73.7%	68.0%	55.7%	60.3%	63.3%	60.7%
Family	60.5%	66.3%	64.7%	67.4%	59.2%	65.1%	40.0%	62.1%	47.0%	76.7%	48.0%	62.5%	57.2%	58.4%	59.6%
Exchanging with locals	59.6%	54.9%	-	65.4%	58.3%	-	-	53.5%	-	-	-	-	60.1%	57.1%	58.4%
Learning/new skills	55.7%	57.3%	-	66.6%	55.9%	-	-	51.4%	-	-	-	-	61.4%	51.5%	57.1%
Sustainability	55.1%	53.7%	51.2%	61.1%	52.8%	64.9%	52.0%	49.5%	51.0%	71.6%	53.0%	63.2%	54.5%	55.9%	56.4%
Events	55.3%	50.2%	55.3%	61.2%	54.7%	59.0%	46.0%	48.3%	48.0%	61.0%	44.0%	54.9%	58.8%	53.3%	53.6%
Hiking	53.0%	60.4%	51.0%	54.3%	49.3%	41.3%	55.0%	61.2%	61.0%	62.2%	41.0%	46.6%	54.5%	54.4%	53.2%

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

General Theme Interest - Source Markets



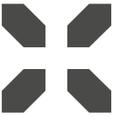
														Average Europe	
Travelling by train	49.1%	42.2%	45.0%	52.1%	44.8%	59.6%	-	45.5%	-	65.8%	-	53.7%	56.7%	55.5%	51.8%
Adventure/action	52.0%	48.6%	-	54.3%	47.7%	-	-	54.1%	-	-	-	-	52.6%	48.5%	51.1%
Nightlife	52.5%	40.9%	50.1%	51.5%	50.0%	56.8%	50.0%	47.8%	45.0%	60.3%	54.0%	50.6%	52.9%	47.7%	50.7%
Wine	46.6%	44.1%	47.4%	47.6%	46.7%	51.8%	-	45.6%	58.0%	55.1%	-	50.6%	48.9%	47.3%	49.1%
Countryside	44.4%	46.4%	48.7%	47.6%	44.6%	50.3%	42.0%	46.2%	47.0%	62.3%	46.0%	52.1%	43.4%	53.7%	48.2%
Shopping	43.2%	46.3%	54.0%	48.5%	46.3%	53.6%	41.0%	48.8%	47.0%	52.6%	44.0%	51.0%	49.5%	48.6%	48.2%
Luxury	42.8%	40.4%	55.0%	36.8%	41.2%	60.4%	-	52.3%	-	49.5%	-	53.1%	45.0%	52.9%	48.1%
Wellness	47.5%	37.7%	51.2%	44.3%	45.9%	51.6%	36.0%	41.1%	32.0%	73.2%	52.0%	43.6%	49.0%	40.2%	46.1%
Remembrance	42.1%	42.8%	-	50.7%	43.9%	-	-	45.2%	-	-	-	-	43.1%	43.1%	44.4%
Active-sports	48.6%	40.5%	44.1%	47.8%	47.1%	46.8%	38.0%	47.3%	34.0%	51.7%	36.0%	42.6%	49.3%	37.8%	43.7%
Industrial heritage	39.3%	37.1%	38.3%	44.9%	42.7%	42.5%	34.0%	42.4%	46.0%	49.8%	49.0%	39.9%	43.8%	49.6%	42.8%
Camping	39.4%	34.9%	46.3%	40.2%	39.5%	40.1%	-	45.1%	-	45.2%	-	42.5%	42.0%	36.1%	41.0%
Film locations	37.5%	37.0%	-	43.8%	37.3%	-	-	38.5%	-	-	-	-	41.7%	43.8%	39.9%
Cycling	43.0%	40.5%	33.4%	43.1%	44.0%	35.1%	30.0%	46.5%	44.0%	29.7%	29.0%	34.6%	42.8%	27.9%	37.4%
MTB	32.2%	25.0%	29.6%	33.4%	29.4%	26.2%	19.0%	34.9%	34.0%	32.6%	25.0%	27.3%	34.8%	24.0%	29.1%
Motorcycling	28.8%	21.5%	27.8%	26.5%	27.0%	22.9%	19.0%	34.0%	22.0%	25.1%	22.0%	29.3%	31.9%	19.7%	25.5%

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

General Theme Interest — Average 14 European source markets —



Past and future visitors - LFT target segments



	Total	Travel intent (*)	Past Visitors	EXP	NLA	RS	SB	PS	LO
Culinary	71.5%	76.2%	73.6%	72.5%	69.5%	73.9%	68.4%	68.9%	68.5%
Resting/Relaxation	71.3%	74.3%	72.5%	68.7%	67.6%	76.7%	69.5%	69.1%	69.6%
Nature	69.8%	74.7%	73.6%	73.1%	72.2%	70.0%	67.9%	68.4%	67.0%
Sightseeing	68.9%	74.5%	73.5%	74.6%	65.7%	67.4%	66.9%	66.8%	67.9%
City	67.7%	74.2%	70.3%	69.7%	60.6%	64.1%	64.5%	64.9%	62.4%
Immersive travel	66.9%	72.0%	71.3%	72.6%	65.6%	64.3%	64.8%	66.1%	65.9%
Architecture/townscapes	66.4%	72.3%	70.6%	71.5%	64.7%	63.5%	66.5%	66.2%	65.1%
Fun/entertainment	63.4%	68.8%	62.9%	62.0%	58.2%	65.2%	59.9%	66.4%	64.9%
Castles	61.3%	68.4%	67.5%	64.1%	62.0%	54.0%	59.5%	57.5%	56.5%
History/Unesco	61.0%	69.1%	66.0%	68.5%	61.4%	54.5%	60.3%	59.2%	57.5%
Culture	60.7%	67.1%	67.1%	67.9%	60.3%	55.3%	60.0%	60.8%	57.2%
Family	59.6%	63.9%	62.5%	60.8%	60.4%	65.0%	60.8%	64.5%	64.5%
Exchanging with locals	58.4%	63.1%	63.8%	66.3%	59.7%	53.4%	57.5%	60.9%	55.8%
Sustainability	57.6%	62.5%	61.1%	60.5%	62.3%	54.2%	56.8%	60.0%	55.7%
Learning/new skills	57.1%	64.6%	60.5%	63.5%	58.8%	52.9%	54.4%	61.7%	54.9%
Events	55.6%	61.3%	58.9%	59.3%	56.3%	52.7%	53.7%	61.2%	52.8%
Hiking	53.2%	58.3%	59.5%	57.5%	68.7%	48.0%	54.9%	56.9%	51.1%
Travelling by train	51.8%	56.9%	57.0%	56.9%	56.0%	46.0%	54.2%	57.8%	48.9%
Nightlife	51.2%	56.8%	54.0%	53.2%	48.6%	49.2%	49.6%	59.5%	48.0%
Adventure/action	51.1%	56.9%	52.4%	54.6%	55.4%	46.8%	47.2%	61.3%	49.3%
Countryside	49.1%	52.4%	54.7%	50.6%	60.7%	44.4%	52.0%	51.8%	47.7%
Wine	48.3%	52.3%	55.3%	50.8%	52.2%	45.9%	48.1%	55.2%	44.6%
Shopping	48.2%	52.9%	51.5%	46.0%	46.3%	51.2%	47.0%	55.5%	48.9%
Luxury	48.1%	51.6%	51.5%	45.8%	44.3%	51.8%	44.6%	59.4%	42.0%
Wellness	47.2%	49.8%	50.0%	44.1%	52.4%	48.5%	46.4%	55.8%	45.9%
Remembrance	44.4%	49.5%	50.9%	48.5%	47.0%	39.2%	45.8%	53.9%	42.3%
Industrial heritage	42.8%	48.3%	49.9%	47.0%	49.4%	36.4%	46.1%	49.4%	41.1%
Active-sports	41.9%	45.8%	49.3%	46.6%	63.7%	41.0%	45.7%	55.8%	42.2%
Camping	41.0%	41.0%	46.1%	41.1%	51.1%	36.3%	41.5%	50.4%	41.4%
Film locations	39.9%	46.1%	40.4%	41.5%	40.9%	35.7%	41.8%	53.5%	38.3%
Cycling	37.4%	41.4%	45.0%	38.7%	56.0%	32.9%	41.2%	45.6%	36.8%
MTB	28.7%	29.8%	35.1%	29.6%	48.3%	24.4%	30.8%	45.8%	28.1%
Motorcycling	26.8%	25.4%	32.7%	26.3%	36.3%	22.7%	29.3%	42.0%	26.2%

(*) To Luxembourg next 3 years and without previous visits

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Correlation between themes

— Average 7 European source markets*



	Resting	Nature	Culinary	City	Castles	Wellness	Hiking	Sustain.	Culture	Locals	Immers.	Architec.	Sightsee.	Entertain.	Countrys.	Shopping	Unesco	Nightlife	Family	Events	Sports	Cycling	Wine	Industry	Rememb.	Camping	Learning	Adventu.	Luxury	Film loc.	MTB	Train	Motocycl.	
Resting		0.92	0.98	0.91	0.85	0.95	0.89	0.96	0.84	0.91	0.92	0.89	0.92	0.96	0.93	0.92	0.83	0.90	0.99	0.92	0.92	0.84	0.96	0.83	0.83	0.93	0.94	0.95	0.91	0.90	0.75	0.91	0.88	
Nature	0.92		0.94	0.93	0.92	0.85	0.99	0.95	0.89	0.93	0.95	0.93	0.94	0.89	0.98	0.82	0.89	0.83	0.94	0.86	0.89	0.91	0.95	0.88	0.90	0.97	0.94	0.86	0.81	0.85	0.77	0.95	0.82	
Culinary	0.98	0.94		0.95	0.90	0.93	0.89	0.98	0.88	0.94	0.95	0.92	0.95	0.96	0.93	0.91	0.87	0.92	0.99	0.93	0.89	0.83	0.98	0.87	0.88	0.93	0.96	0.92	0.90	0.92	0.71	0.94	0.85	
City	0.91	0.93	0.95		0.95	0.87	0.87	0.96	0.96	0.95	0.96	0.98	0.99	0.91	0.88	0.87	0.94	0.91	0.93	0.95	0.84	0.77	0.96	0.95	0.95	0.87	0.96	0.88	0.86	0.94	0.66	0.97	0.81	
Castles	0.85	0.92	0.90	0.95		0.74	0.90	0.92	0.99	0.92	0.95	0.99	0.97	0.81	0.88	0.74	0.99	0.79	0.87	0.86	0.78	0.80	0.91	0.98	0.98	0.86	0.93	0.78	0.73	0.86	0.63	0.96	0.71	
Wellness	0.95	0.85	0.93	0.87	0.74		0.78	0.91	0.74	0.83	0.84	0.81	0.85	0.97	0.84	0.97	0.72	0.84	0.96	0.91	0.89	0.76	0.90	0.74	0.94	0.76	0.86	0.88	0.95	0.98	0.90	0.71	0.84	0.87
Hiking	0.89	0.99	0.89	0.87	0.90	0.78		0.92	0.87	0.90	0.92	0.90	0.91	0.83	0.97	0.73	0.88	0.76	0.90	0.81	0.89	0.95	0.90	0.86	0.88	0.96	0.91	0.83	0.73	0.80	0.85	0.92	0.84	
Sustain.	0.96	0.95	0.98	0.96	0.92	0.91	0.92		0.91	0.96	0.97	0.95	0.97	0.94	0.94	0.90	0.90	0.92	0.97	0.96	0.91	0.85	0.97	0.91	0.92	0.94	0.98	0.93	0.89	0.94	0.75	0.97	0.88	
Culture	0.84	0.89	0.88	0.96	0.99	0.74	0.87	0.91		0.92	0.95	0.99	0.97	0.80	0.85	0.75	0.99	0.81	0.86	0.87	0.76	0.75	0.91	0.98	0.98	0.83	0.92	0.78	0.74	0.88	0.61	0.96	0.72	
Locals	0.91	0.93	0.94	0.95	0.92	0.83	0.90	0.96	0.92		1.00	0.95	0.96	0.88	0.92	0.82	0.91	0.88	0.92	0.91	0.85	0.81	0.96	0.91	0.92	0.90	0.97	0.87	0.81	0.89	0.69	0.95	0.83	
Immers.	0.92	0.95	0.95	0.96	0.95	0.84	0.92	0.97	0.95	1.00		0.97	0.98	0.89	0.93	0.84	0.94	0.87	0.93	0.92	0.85	0.83	0.97	0.94	0.94	0.91	0.98	0.87	0.82	0.90	0.70	0.97	0.83	
Architec.	0.89	0.93	0.92	0.98	0.99	0.81	0.90	0.95	0.99	0.95	0.97		0.99	0.86	0.89	0.80	0.98	0.85	0.91	0.90	0.81	0.80	0.95	0.98	0.98	0.88	0.95	0.84	0.79	0.91	0.66	0.98	0.78	
Sightsee.	0.92	0.94	0.95	0.99	0.97	0.85	0.91	0.97	0.97	0.96	0.98	0.99		0.89	0.92	0.84	0.96	0.88	0.93	0.93	0.85	0.83	0.97	0.96	0.96	0.91	0.97	0.87	0.83	0.92	0.69	0.99	0.81	
Entertain.	0.96	0.89	0.96	0.91	0.81	0.97	0.83	0.94	0.80	0.88	0.89	0.86	0.89		0.86	0.97	0.79	0.78	0.96	0.97	0.95	0.91	0.79	0.94	0.80	0.82	0.89	0.93	0.98	0.97	0.73	0.89	0.91	
Countrys.	0.93	0.98	0.93	0.88	0.88	0.84	0.97	0.94	0.85	0.92	0.93	0.89	0.92	0.86		0.79	0.87	0.79	0.93	0.93	0.84	0.91	0.93	0.92	0.84	0.79	0.98	0.87	0.78	0.82	0.92	0.86	0.88	
Shopping	0.92	0.82	0.91	0.87	0.74	0.97	0.73	0.90	0.75	0.82	0.84	0.80	0.84	0.97	0.79		0.73	0.96	0.93	0.94	0.86	0.69	0.89	0.76	0.77	0.81	0.87	0.94	0.99	0.92	0.65	0.83	0.87	
Unesco	0.83	0.89	0.87	0.94	0.99	0.72	0.88	0.90	0.99	0.91	0.94	0.98	0.96	0.79	0.87	0.73		0.78	0.84	0.85	0.76	0.77	0.91	0.98	0.98	0.83	0.91	0.77	0.71	0.86	0.62	0.96	0.72	
Nightlife	0.90	0.83	0.92	0.91	0.79	0.94	0.76	0.92	0.81	0.88	0.87	0.85	0.88	0.96	0.79	0.96	0.78		0.93	0.98	0.86	0.69	0.91	0.82	0.82	0.82	0.93	0.94	0.95	0.96	0.64	0.87	0.87	
Family	0.99	0.94	0.99	0.93	0.87	0.96	0.90	0.97	0.86	0.92	0.93	0.91	0.93	0.97	0.93	0.93	0.84	0.93		0.94	0.93	0.85	0.97	0.85	0.87	0.94	0.95	0.95	0.93	0.93	0.78	0.93	0.91	
Events	0.92	0.86	0.93	0.95	0.86	0.91	0.81	0.96	0.87	0.91	0.92	0.90	0.93	0.95	0.84	0.94	0.85	0.98	0.94		0.87	0.74	0.93	0.88	0.88	0.85	0.96	0.95	0.93	0.98	0.67	0.91	0.88	
Sports	0.92	0.89	0.89	0.84	0.78	0.89	0.89	0.91	0.76	0.85	0.85	0.81	0.85	0.91	0.91	0.86	0.76	0.86	0.93	0.87		0.92	0.88	0.76	0.77	0.96	0.90	0.95	0.84	0.85	0.93	0.85	0.95	
Cycling	0.84	0.91	0.83	0.77	0.80	0.76	0.95	0.85	0.75	0.81	0.83	0.80	0.83	0.79	0.93	0.69	0.77	0.69	0.85	0.74	0.92		0.82	0.75	0.77	0.94	0.84	0.83	0.69	0.72	0.95	0.85	0.85	
Wine	0.96	0.95	0.98	0.96	0.91	0.90	0.90	0.97	0.91	0.96	0.97	0.95	0.97	0.94	0.92	0.89	0.91	0.91	0.97	0.93	0.88	0.82		0.91	0.92	0.91	0.96	0.90	0.88	0.92	0.72	0.96	0.86	
Industry	0.83	0.88	0.87	0.95	0.98	0.74	0.86	0.91	0.98	0.91	0.94	0.98	0.96	0.80	0.84	0.76	0.98	0.82	0.85	0.88	0.76	0.75	0.91		0.99	0.83	0.93	0.79	0.74	0.91	0.60	0.95	0.72	
Rememb.	0.83	0.90	0.88	0.95	0.98	0.76	0.88	0.92	0.98	0.92	0.94	0.98	0.96	0.82	0.87	0.77	0.98	0.82	0.87	0.88	0.77	0.77	0.92	0.99		0.85	0.93	0.80	0.76	0.90	0.63	0.95	0.74	
Camping	0.93	0.97	0.93	0.87	0.86	0.86	0.96	0.94	0.83	0.90	0.91	0.88	0.91	0.89	0.87	0.81	0.83	0.82	0.94	0.85	0.96	0.94	0.91	0.83	0.85		0.93	0.90	0.81	0.85	0.87	0.91	0.90	
Learning	0.94	0.94	0.96	0.96	0.93	0.88	0.91	0.98	0.92	0.97	0.98	0.95	0.97	0.93	0.93	0.87	0.91	0.93	0.95	0.96	0.90	0.84	0.96	0.93	0.93	0.93		0.92	0.86	0.95	0.75	0.97	0.88	
Adventu.	0.95	0.86	0.92	0.88	0.78	0.95	0.83	0.93	0.78	0.87	0.87	0.84	0.87	0.98	0.87	0.94	0.77	0.94	0.95	0.95	0.95	0.83	0.90	0.79	0.80	0.90	0.92		0.93	0.93	0.81	0.87	0.96	
Luxury	0.91	0.81	0.90	0.86	0.73	0.98	0.73	0.89	0.74	0.81	0.82	0.79	0.83	0.97	0.78	0.99	0.71	0.95	0.93	0.93	0.84	0.69	0.88	0.74	0.76	0.81	0.86	0.93		0.91	0.65	0.82	0.85	
Film loc.	0.90	0.85	0.92	0.94	0.86	0.90	0.80	0.94	0.88	0.89	0.90	0.91	0.92	0.93	0.82	0.92	0.86	0.96	0.93	0.98	0.85	0.72	0.92	0.91	0.90	0.85	0.95	0.93	0.91		0.63	0.92	0.84	
MTB	0.75	0.77	0.71	0.66	0.63	0.71	0.85	0.75	0.61	0.69	0.70	0.66	0.69	0.73	0.82	0.65	0.62	0.64	0.78	0.67	0.93	0.95	0.72	0.60	0.63	0.87	0.75	0.81	0.65	0.63		0.71	0.87	
Train	0.91	0.95	0.94	0.97	0.96	0.84	0.92	0.97	0.96	0.95	0.97	0.98	0.99	0.89	0.92	0.83	0.96	0.87	0.93	0.91	0.85	0.85	0.96	0.95	0.95	0.91	0.97	0.87	0.82	0.92	0.71		0.82	
Motocycl.	0.88	0.82	0.85	0.81	0.71	0.87	0.84	0.88	0.72	0.83	0.83	0.78	0.81	0.91	0.86	0.87	0.72	0.87	0.91	0.88	0.95	0.85	0.86	0.72	0.74	0.90	0.88	0.96	0.85	0.84	0.87	0.82		

These results indicate to what extent respondents interested in one particular theme are also interested in other themes as part of their holidays in general. Strongest correlations are shown in green, weakest are shown in red.

* DE-FR-BE-NL-UK-CH-AT



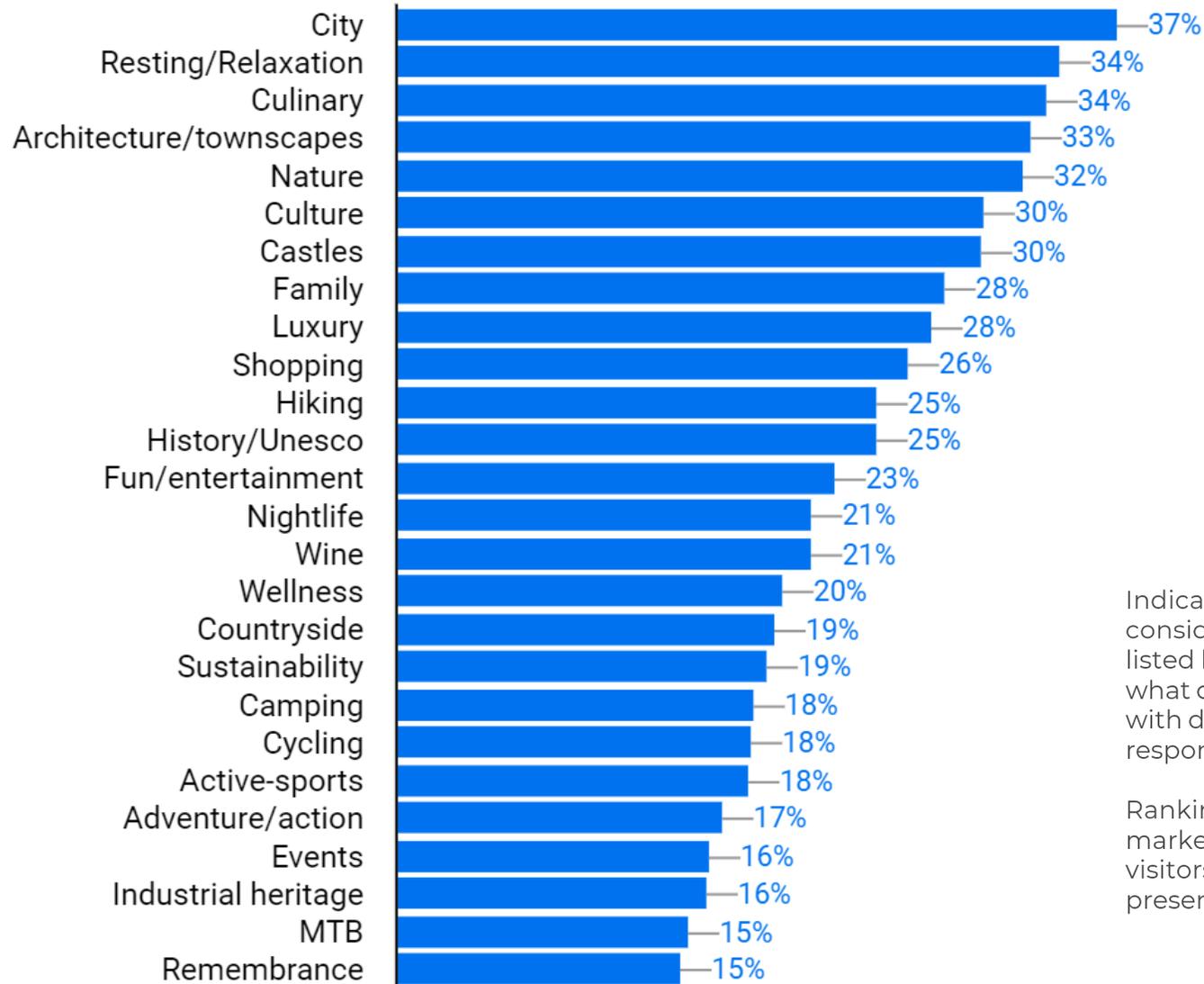
3b

Luxembourg's Theme

Suitability

Luxembourg's Theme Suitability

 — Average 14 European source markets



Indicates the share of respondents that consider Luxembourg suitable for the listed holiday themes & experiences, i.e.. to what degree those themes are associated with destination Luxembourg in respondents' perceptions.

Rankings, resp. percentages by source markets, past visitors, new potential visitors and LFT target segments are presented on the following pages.

Luxembourg's Theme Suitability - Ranking by Source Markets

Average Europe



City	1	2	7	1	1	1	1	1	9	1	8	2	2	1	2
Resting/Relaxation	2	8	3	2	4	5	3	4	3		2	4	4	2	5
Culinary	3	1	6	3	8	2	2	9	8	5	4	7	1	3	3
Architecture/townscapes	4	3	8		5	3			7					4	1
Nature	5	7	1	6	9	4	6	6	1	8	7	5	11	5	4
Culture	6	4	11	6	7	8	4	3	13	3	3	3	5	7	6
Castles	7	5	5	10	12	6	9	2	5	2	9	1	8	8	8
Family	8	10	4	5	2	10	8	13	4	7	1	13	6	9	9
Luxury	9	5	18		3	9			16					6	7
Shopping	10	9	10	4	6	7	5	9	19	4	13	9	3	10	11
Hiking	11	16	2	16	15	14	19	5	2	6	12	12	15	19	10
History/Unesco	12	11	17	9	13	11	7	6	18		6	6	9	13	12
Fun/entertainment	13	12	20		10	13			17					11	13
Nightlife	14	13	25	8	11	17	10	9	23		11	9	7	12	16
Wine	15	14	13	11	19	12	11		20		15		10	15	15
Wellness	16	19	22	12	17	19	12	12	22		5	9	14	17	18
Countryside	17	23	14	15	24	20	14		15		14		12	21	14
Sustainability	18	20	21	14	20	18	13		21		10		13	23	21
Camping	19	24	12	18	25	20	18		6		17		17	22	20
Cycling	20	18	9	19	16	15	17	8	11	9	20	8	19	24	25
Active-sports	21	15	16	17	18	16	15	14	12	10	18	15	16	16	24
Adventure/action	22	21	19		23	24			14					25	22
Events	23	17	26		14	22			26					14	19
Industrial heritage	24	25	24	13	21	25	16		25		16		18	20	17
MTB	25	26	15	20	26	26	20	15	10		19	14	20	26	26
Remembrance	26	22	23		22	23			24					18	23

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Insp ektour.

Luxembourg's Theme Suitability - Source Markets

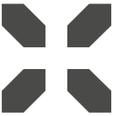


														Average Europe	
City	40.6% 	30.7% 	37.5% 	34.6% 	42.0% 	47.6% 	34.0% 	28.9% 	42.0% 	38.2% 	35.0% 	30.6% 	40.5% 	38.1% 	37.2%
Resting/Relaxation	29.3% 	39.4% 	33.4% 	31.7% 	30.9% 	38.4% 	25.0% 	43.5% 	-	49.0% 	29.0% 	28.2% 	35.8% 	30.6% 	34.2%
Culinary	40.8% 	33.9% 	33.2% 	27.4% 	41.3% 	43.0% 	18.0% 	29.5% 	30.0% 	43.8% 	25.0% 	36.4% 	33.2% 	34.3% 	33.6%
Architecture/townscapes	35.8% 	29.6% 	-	31.1% 	32.6% 	-	-	30.8% 	-	-	-	-	30.4% 	39.2% 	32.8%
Nature	30.7% 	56.7% 	27.8% 	27.2% 	32.2% 	28.5% 	22.0% 	54.1% 	21.0% 	42.4% 	28.0% 	20.2% 	30.1% 	30.7% 	32.3%
Culture	32.6% 	25.4% 	27.8% 	27.4% 	28.5% 	34.4% 	27.0% 	22.4% 	32.0% 	48.2% 	33.0% 	26.0% 	29.0% 	30.1% 	30.3%
Castles	31.2% 	35.7% 	24.0% 	24.2% 	29.2% 	27.5% 	32.0% 	34.5% 	34.0% 	36.8% 	36.0% 	22.2% 	28.7% 	25.6% 	30.1%
Family	23.0% 	36.9% 	29.4% 	33.9% 	28.2% 	28.3% 	14.0% 	35.5% 	22.0% 	50.2% 	18.0% 	25.3% 	27.7% 	23.6% 	28.3%
Luxury	31.2% 	22.3% 	-	33.0% 	28.5% 	-	-	22.0% 	-	-	-	-	29.1% 	27.0% 	27.6%
Shopping	23.9% 	25.5% 	30.1% 	29.4% 	28.7% 	34.3% 	18.0% 	20.6% 	31.0% 	27.4% 	21.0% 	28.4% 	27.5% 	23.1% 	26.4%
Hiking	18.5% 	51.0% 	19.1% 	18.2% 	21.3% 	16.5% 	23.0% 	51.8% 	24.0% 	28.5% 	20.0% 	15.3% 	17.1% 	23.5% 	24.8%
History/Unesco	22.3% 	23.0% 	24.7% 	22.6% 	23.6% 	28.3% 	22.0% 	21.0% 	-	42.4% 	27.0% 	21.0% 	20.9% 	22.6% 	24.7%
Fun/entertainment	21.9% 	20.3% 	-	26.0% 	22.1% 	-	-	21.3% 	-	-	-	-	24.5% 	22.1% 	22.6%
Nightlife	21.8% 	11.9% 	26.4% 	25.2% 	18.6% 	27.4% 	18.0% 	15.1% 	-	30.8% 	21.0% 	23.3% 	21.1% 	18.7% 	21.5%
Wine	19.7% 	24.5% 	21.3% 	16.6% 	22.7% 	25.3% 	-	18.9% 	-	25.8% 	-	20.5% 	19.4% 	20.2% 	21.4%
Wellness	17.8% 	17.1% 	20.9% 	17.1% 	17.3% 	25.2% 	16.0% 	15.3% 	-	42.5% 	21.0% 	15.6% 	17.8% 	16.2% 	20.0%
Countryside	14.7% 	24.2% 	19.3% 	15.1% 	16.9% 	21.5% 	-	22.1% 	-	26.2% 	-	18.6% 	15.7% 	20.3% 	19.5%
Sustainability	17.3% 	19.0% 	19.8% 	15.8% 	17.6% 	22.9% 	-	16.2% 	-	33.3% 	-	17.5% 	15.6% 	15.3% 	19.1%
Camping	14.4% 	24.9% 	17.3% 	13.1% 	16.9% 	17.5% 	-	32.2% 	-	21.1% 	-	14.7% 	15.6% 	15.6% 	18.5%
Cycling	18.0% 	26.0% 	16.5% 	18.0% 	19.7% 	17.9% 	20.0% 	26.2% 	18.0% 	12.1% 	24.0% 	11.6% 	15.5% 	12.7% 	18.3%
Active-sports	19.1% 	23.9% 	18.2% 	16.7% 	18.7% 	21.2% 	13.0% 	25.9% 	15.0% 	20.6% 	15.0% 	15.0% 	18.4% 	13.8% 	18.2%
Adventure/action	15.1% 	20.9% 	-	15.3% 	14.4% 	-	-	22.1% 	-	-	-	-	15.4% 	14.6% 	16.8%
Events	18.4% 	11.6% 	-	20.4% 	16.8% 	-	-	10.0% 	-	-	-	-	20.1% 	15.7% 	16.1%
Industrial heritage	13.8% 	13.7% 	19.9% 	15.6% 	13.7% 	18.6% 	-	10.8% 	-	23.6% 	-	13.0% 	16.8% 	16.8% 	16.0%
MTB	9.7% 	24.0% 	16.3% 	12.9% 	12.7% 	14.0% 	12.0% 	27.6% 	-	14.3% 	17.0% 	11.4% 	13.0%		

Luxembourg's Theme Suitability — Average 14 European source markets —



Past and future visitors - LFT target segments



	Total	Travel intent (*)	Past Visitors	EXP	NLA	RS	SB	PS	LO
City	37.2%	54.0%	45.2%	41.8%	35.8%	35.1%	38.6%	41.4%	33.5%
Resting/Relaxation	34.2%	49.3%	42.8%	32.4%	35.4%	36.1%	36.6%	38.1%	31.3%
Culinary	33.6%	50.3%	42.6%	34.6%	33.1%	33.5%	36.9%	39.0%	30.5%
Architecture/townscapes	32.8%	51.0%	39.6%	38.1%	31.5%	29.4%	33.4%	43.8%	28.0%
Nature	32.3%	45.9%	43.1%	34.7%	41.7%	29.4%	37.2%	34.9%	30.1%
Culture	30.3%	45.8%	38.4%	35.2%	32.1%	27.4%	30.7%	32.7%	27.0%
Castles	30.1%	44.0%	41.0%	34.2%	35.4%	27.2%	29.3%	33.4%	26.9%
Family	28.3%	41.5%	38.3%	26.9%	30.3%	27.0%	32.8%	34.0%	28.2%
Luxury	27.6%	41.0%	33.2%	27.9%	28.0%	27.1%	26.6%	36.5%	24.8%
Shopping	26.4%	37.3%	35.3%	25.5%	25.1%	27.0%	25.9%	34.7%	24.0%
Hiking	24.8%	35.0%	35.2%	26.1%	34.1%	22.4%	27.9%	25.8%	22.6%
History/Unesco	24.7%	40.3%	32.7%	28.6%	28.0%	22.1%	23.7%	30.2%	21.9%
Fun/entertainment	22.6%	37.5%	30.8%	23.8%	22.7%	21.3%	22.0%	36.0%	18.9%
Nightlife	21.5%	34.1%	28.0%	23.4%	24.9%	19.5%	20.9%	29.1%	18.4%
Wine	21.4%	31.8%	29.7%	22.3%	27.1%	20.2%	22.4%	27.4%	17.7%
Wellness	20.0%	29.3%	27.9%	19.1%	24.1%	20.3%	20.3%	25.6%	17.5%
Countryside	19.5%	27.1%	27.6%	21.2%	26.7%	16.6%	19.2%	26.1%	18.2%
Sustainability	19.1%	30.5%	24.8%	21.0%	24.2%	16.6%	19.0%	29.0%	16.8%
Camping	18.5%	26.1%	26.1%	18.8%	25.4%	16.1%	20.1%	22.7%	16.9%
Cycling	18.3%	25.8%	26.8%	18.6%	26.1%	16.1%	18.1%	22.3%	16.6%
Active-sports	18.2%	27.0%	27.8%	17.8%	25.2%	16.1%	19.7%	25.5%	16.6%
Adventure/action	16.8%	27.7%	23.1%	18.3%	20.4%	14.9%	16.3%	26.9%	14.2%
Events	16.1%	25.8%	25.1%	17.7%	17.9%	13.6%	18.1%	26.5%	13.2%
Industrial heritage	16.0%	24.4%	23.7%	16.8%	24.1%	12.7%	16.0%	24.7%	14.6%
MTB	15.1%	21.4%	22.4%	14.1%	24.2%	12.7%	17.3%	20.1%	14.6%
Remembrance	14.7%	22.9%	22.2%	15.8%	17.7%	12.8%	15.5%	23.4%	11.9%

(*) To Luxembourg next 3 years and without previous visits

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability

 — Average **14** European source markets



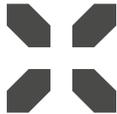
Theme	General Interest	Luxembourg's Suitability perception
Resting/Relaxation	1	2
Culinary	2	3
Nature	3	5
City	4	1
Architecture/townscapes	5	4
Fun/entertainment	6	13
Castles	7	7
History/Unesco	8	12
Culture	9	6
Family	10	8
Sustainability	11	18
Events	12	23
Hiking	13	11
Adventure/action	14	22
Nightlife	15	14
Wine	16	15
Countryside	17	17
Shopping	18	10
Luxury	19	9
Wellness	20	16
Remembrance	21	26
Active-sports	22	21
Industrial heritage	23	24
Camping	24	19
Cycling	25	20
MTB	26	25

Comparing general theme interest levels with levels of association of those themes with destination Luxembourg allows to identify perception gaps. This can be presented either in the form of percentages (cf. next page) or, preferably, rankings.

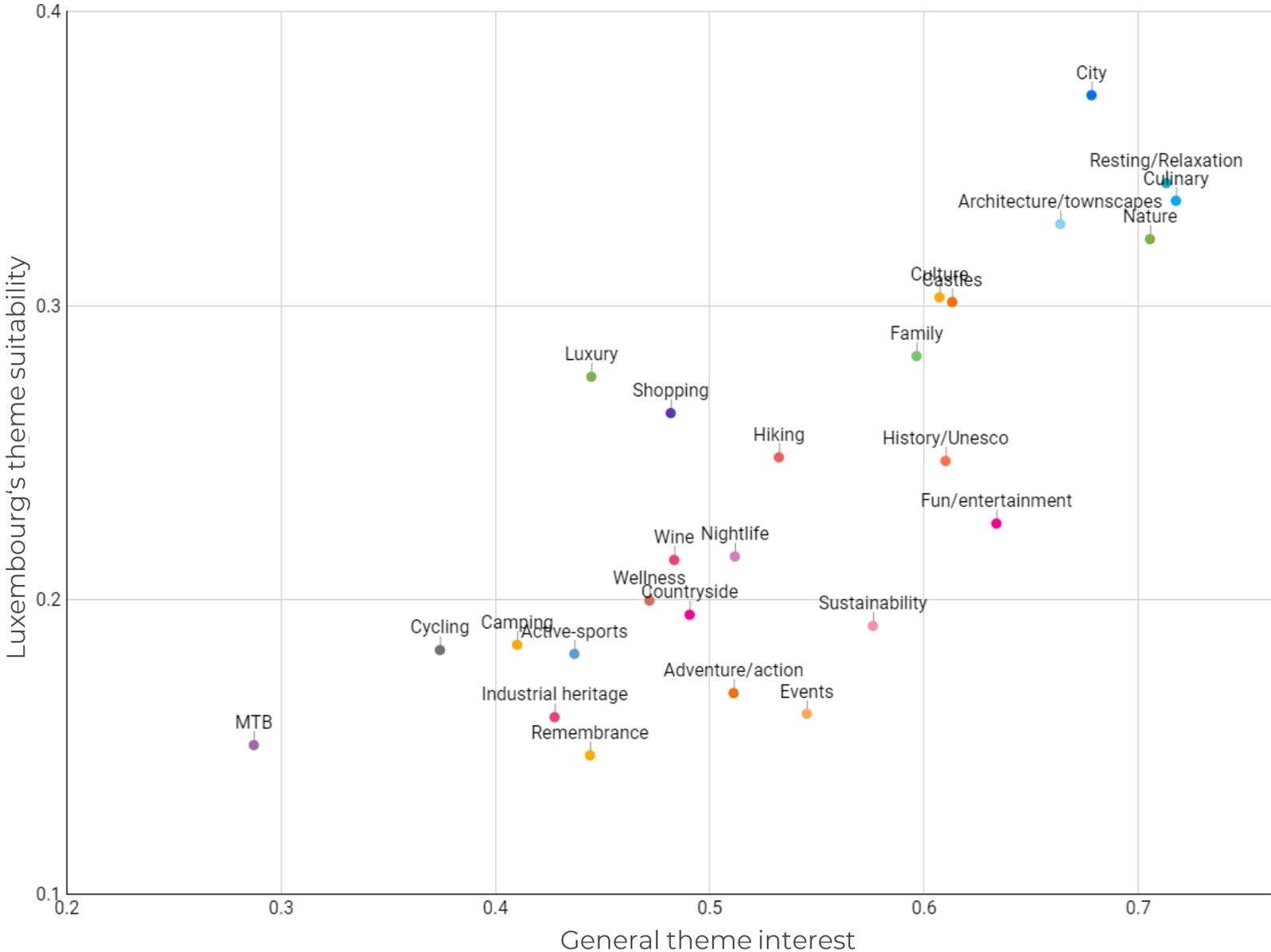
Theme suitability perception levels reflect strengths and deficits of either theme awareness or theme products in the destination. Whether a theme deserves a marketing focus to either capitalise on its positive theme perception, or improve its negative theme perception, will depend on the overall theme interest levels (if too low, specific measures may not be advisable for this particular theme).

A similar analysis has also been carried out by LFT target segments (see page 62), and for each source market (see page 63 ff.).

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



 — Average 14 European source markets



Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



— Average **14 European source markets** – Past and future visitors

Theme	General Interest			Luxembourg's Suitability perception		
	Past Visitors	Future Visitors*	Total population	Past Visitors	Future Visitors*	Total population
Culinary	1	1	1	4	3	3
Resting/Relaxation	3	3	2	3	4	2
Nature	2	2	3	2	5	5
City	5	4	4	1	1	1
Architecture/townscapes	4	5	5	6	2	4
Fun/entertainment	9	7	6	13	11	13
Castles	6	8	7	5	7	7
History/Unesco	8	6	8	12	10	12
Culture	7	9	9	7	6	6
Family	10	10	10	8	8	8
Sustainability	11	11	11	22	16	18
Events	13	12	12	21	22	23
Hiking	12	13	13	10	13	11
Nightlife	16	15	14	15	14	14
Adventure/action	17	14	15	24	18	22
Countryside	15	17	16	18	19	17
Wine	14	18	17	14	15	15
Shopping	18	16	18	9	12	10
Luxury	19	19	19	11	9	9
Wellness	21	20	20	16	17	16
Remembrance	20	21	21	26	25	26
Industrial heritage	22	22	22	23	24	24
Active-sports	23	23	23	17	20	21
Camping	24	25	24	20	21	19
Cycling	25	24	25	19	23	20
MTB	26	26	26	25	26	25

It is also meaningful to compare theme interest and Luxembourg's theme suitability levels between past visitors and new potential visitors: future visitors may show more or less interest in some themes than past visitors, reflecting changing travel preferences.

Furthermore, new potential visitors may associate some themes more or less with Luxembourg than past visitors: this is either due to shifting motives for travelling to Luxembourg, or to deficits in theme perception by new potential visitors (if Suitability rankings of Future Visitors are lower). It may also be due to relative weakness of Luxembourg's offer for those themes (if Suitability rankings of Past Visitors are lower).

A similar analysis has also been carried out for each source market (see page 63 ff.).

* Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability

 — Average **14 European source markets** – LFT target segments



Theme	General Interest							Luxembourg's Suitability perception						
	EXP	NLA	RS	SB	PS	LO	Total pop.	EXP	NLA	RS	SB	PS	LO	Total pop.
Culinary	2	2	2	2	2	2	1	5	6	3	3	3	3	3
Resting/Relaxation	5	4	1	1	1	1	2	7	4	1	4	4	2	2
Nature	1	1	3	3	3	3	3	4	1	5	2	7	4	5
City	4	11	6	5	6	6	4	1	2	2	1	2	1	1
Architecture/townscapes	3	5	7	4	5	5	5	2	8	4	5	1	6	4
Fun/entertainment	9	14	4	9	4	7	6	13	23	13	14	6	13	13
Castles	8	8	11	10	15	11	7	6	3	7	8	10	8	7
History/Unesco	6	9	9	7	14	8	8	8	10	12	12	12	12	12
Culture	7	13	8	8	10	9	9	3	7	6	7	11	7	6
Family	10	12	5	6	7	4	10	10	9	9	6	9	5	8
Sustainability	11	7	10	11	11	10	11	17	19	18	20	14	19	18
Events	12	15	12	13	9	12	12	23	25	23	21	17	25	23
Hiking	13	3	17	12	16	13	13	11	5	11	9	19	11	11
Nightlife	15	22	15	15	12	16	14	14	18	16	15	13	14	14
Adventure/action	14	17	18	17	8	15	15	21	24	22	24	16	24	22
Countryside	17	10	20	14	22	17	16	16	13	17	19	18	15	17
Wine	16	19	19	16	20	19	17	15	12	15	13	15	16	15
Shopping	21	25	14	18	19	14	18	12	17	10	11	8	10	10
Luxury	22	26	13	23	13	20	19	9	11	8	10	5	9	9
Wellness	23	18	16	19	17	18	20	18	21	14	16	20	17	16
Remembrance	18	24	22	21	21	21	21	25	26	24	26	23	26	26
Industrial heritage	19	21	23	20	24	24	22	24	22	26	25	22	22	24
Active-sports	20	6	21	22	18	22	23	22	16	20	18	21	20	21
Camping	24	20	24	24	23	23	24	19	15	21	17	24	18	19
Cycling	25	16	25	25	26	25	25	20	14	19	22	25	21	20
MTB	26	23	26	26	25	26	26	26	20	25	23	26	23	25

* Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



— Past and future visitors – LFT target segments – Total population



Theme	General Interest									Luxembourg's Suitability perception								
	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.
Culinary	1	1	2	2	2	1	2	3	1	2	1	2	2	1	1	2	2	2
Resting/Relaxation	4	2	5	4	1	6	3	1	2	5	5	7	7	3	9	9	6	5
Nature	3	5	3	1	3	3	1	2	3	3	3	5	1	6	5	3	4	4
Architecture/townscapes	2	3	1	5	4	2	5	5	4	4	4	3	9	4	3	5	5	3
City	5	4	4	11	6	4	4	7	5	1	2	1	3	2	2	1	1	1
Fun/entertainment	9	9	9	14	5	9	6	6	6	15	9	15	15	12	15	15	11	13
Culture	6	8	6	8	8	8	8	9	7	7	6	4	8	10	4	8	10	8
Castles	7	6	8	7	9	7	11	8	8	6	7	6	6	9	6	10	7	6
Family	10	10	12	13	7	10	10	4	9	9	8	11	11	8	12	6	3	10
History/Unesco	8	7	7	9	11	5	12	10	10	11	12	8	10	13	10	11	13	11
Events	11	11	10	16	10	11	7	12	11	20	15	18	23	22	19	21	22	22
Sustainability	12	12	11	12	12	15	18	11	12	19	18	20	19	18	17	14	21	18
Nightlife	15	15	13	24	15	13	13	13	13	16	15	17	13	17	21	18	18	17
Hiking	13	14	14	3	19	12	19	16	14	13	14	13	4	14	13	16	14	14
Adventure/action	22	16	16	17	16	23	17	15	15	24	25	26	22	23	25	17	25	24
Active-sports	16	21	15	6	20	20	16	20	16	17	19	16	17	19	14	12	17	16
Wine	14	13	18	20	18	14	15	18	17	12	13	12	16	11	11	13	12	12
Shopping	21	22	21	25	14	19	14	17	18	8	10	9	12	5	8	7	8	7
Wellness	24	20	23	23	13	22	21	19	19	23	20	22	18	16	23	23	19	19
Countryside	18	19	22	15	21	17	24	14	20	21	21	21	24	20	16	22	20	20
Cycling	19	23	20	10	22	21	22	23	21	14	17	14	14	15	18	19	15	15
Remembrance	20	18	19	19	23	18	23	21	22	22	23	23	26	24	20	26	23	23
Industrial heritage	17	17	17	22	24	16	20	24	23	25	24	25	21	25	24	20	24	25
Luxury	23	24	25	26	17	25	9	25	24	10	10	10	5	7	7	4	9	9
Camping	25	25	24	18	25	24	25	22	25	18	22	19	20	21	22	24	16	20
MTB	26	26	26	21	26	26	26	26	26	26	26	24	25	26	26	25	26	26

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



 — Past and future visitors – LFT target segments – Total population

Theme	General Interest									Luxembourg's Suitability perception								
	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.
Resting/Relaxation	2	2	3	2	1	3	4	1	1	3	1	3	3	3	3	7	3	3
Nature	1	1	1	1	3	2	15	2	2	1	2	1	1	2	1	1	1	1
Culinary	3	3	2	4	2	1	5	3	3	8	4	8	14	7	9	3	12	8
Architecture/townscapes	4	6	5	5	7	4	10	6	4	7	8	5	11	8	8	4	9	7
City	9	7	6	15	6	8	1	4	5	10	6	7	15	9	4	8	8	9
Fun/entertainment	6	5	8	17	5	6	2	7	6	16	12	16	18	15	19	6	20	17
Family	7	4	12	8	4	9	12	5	7	4	7	6	5	4	5	5	5	4
Hiking	5	8	11	3	8	5	3	9	8	2	3	2	2	1	2	2	2	2
Castles	8	10	9	7	10	7	25	8	9	5	5	4	4	6	7	15	6	5
Culture	10	11	7	13	11	12	11	11	10	14	18	10	23	17	11	18	13	13
History/Unesco	11	9	4	10	12	16	18	10	11	18	14	14	12	19	16	9	18	18
Adventure/action	12	13	10	16	13	11	8	14	12	15	15	11	13	16	15	14	19	14
Luxury	13	12	15	24	9	19	7	16	13	19	16	17	17	12	17	19	16	16
Sustainability	14	17	14	14	17	14	9	12	14	24	23	19	21	23	20	10	21	21
Shopping	24	14	20	26	14	22	6	13	15	17	17	22	20	13	21	12	15	19
Events	16	15	16	21	16	18	17	15	16	26	25	25	25	25	25	26	26	26
Nightlife	22	16	13	23	15	23	19	23	17	21	22	21	24	22	24	22	23	23
Active-sports	18	22	18	6	22	10	14	22	18	12	10	12	9	14	10	13	10	12
Cycling	17	18	22	12	18	13	26	19	19	11	13	13	7	10	14	11	11	11
Countryside	15	19	21	9	19	15	20	18	20	13	19	18	10	18	13	20	13	15
Wine	20	20	19	18	20	20	13	21	21	20	21	20	16	21	18	24	17	20
Remembrance	19	21	17	20	21	24	16	20	22	23	24	24	22	24	26	21	24	24
Camping	21	23	24	11	24	21	22	17	23	6	9	9	8	5	12	17	4	6
Industrial heritage	23	25	23	22	25	17	23	24	24	25	26	26	19	26	23	25	25	25
Wellness	25	24	25	25	23	25	21	25	25	22	20	23	26	20	22	23	22	22
MTB	26	26	26	19	26	26	24	26	26	9	11	15	6	11	6	16	7	10

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



— Past and future visitors – LFT target segments – Total population



Theme	General Interest									Luxembourg's Suitability perception								
	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.
Nature	3	2	1	2	3	4	1	4	1	4	9	6	5	4	3	12	6	5
Culinary	1	1	3	1	2	1	7	1	2	9	5	2	10	3	4	8	2	3
Resting/Relaxation	2	3	7	8	1	3	2	2	3	1	2	5	7	1	2	3	6	2
City	6	4	4	5	4	2	11	3	4	2	1	1	1	2	1	4	1	1
Architecture/townscapes	5	5	2	6	5	5	3	5	5	10	3	4	3	9	5	1	8	4
Fun/entertainment	10	6	10	14	6	7	5	6	6	8	11	9	22	11	8	7	11	11
Culture	8	9	6	9	10	6	8	8	7	6	6	3	2	10	5	9	9	7
Castles	12	7	9	7	9	12	4	9	8	11	7	7	6	6	7	2	10	8
Events	4	10	8	16	8	11	9	11	9	7	19	14	24	19	8	19	13	14
History/Unesco	7	8	5	12	11	9	12	10	10	12	13	13	20	14	21	14	17	13
Family	13	13	15	10	7	10	6	7	11	5	8	10	14	8	8	6	4	9
Sustainability	11	14	11	11	16	8	20	12	12	24	16	23	26	22	14	17	20	23
Hiking	9	15	12	3	17	18	19	15	13	18	23	25	19	17	13	20	15	19
Nightlife	16	11	13	22	15	13	14	14	14	13	12	12	8	16	11	13	25	12
Adventure/action	15	12	14	18	19	17	10	13	15	25	15	20	21	21	20	24	21	25
Shopping	20	16	19	21	13	19	22	17	16	3	10	8	15	7	15	4	5	10
Active-sports	14	18	16	4	20	21	13	19	17	15	18	15	15	15	25	23	12	16
Wellness	17	22	22	23	12	23	23	16	18	20	21	18	24	13	19	22	16	17
Wine	18	17	17	19	18	16	16	18	19	21	14	16	17	12	16	16	24	15
Luxury	22	20	21	26	14	25	24	22	20	17	4	11	4	5	12	10	3	6
Industrial heritage	23	19	18	25	22	14	26	25	21	16	22	19	13	25	22	15	14	20
Countryside	25	24	23	17	23	15	15	20	22	26	17	21	23	18	22	21	25	21
Remembrance	19	23	20	24	24	22	25	21	23	14	20	17	8	23	16	11	21	18
Cycling	24	21	25	15	25	20	17	23	24	23	24	24	11	20	25	25	19	24
Camping	21	25	24	13	21	24	18	24	25	19	25	22	12	24	18	18	21	22
MTB	26	26	26	20	26	26	21	26	26	22	26	26	17	26	22	26	18	26

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



— — Past and future visitors – LFT target segments – Total population

Theme	General Interest									Luxembourg's Suitability perception								
	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.
Culinary	4	1	1	2	1	1	6	2	1	1	3	3	1	2	1	5	1	1
Nature	2	2	2	1	3	3	1	3	2	4	6	7	2	8	6	7	3	7
Resting/Relaxation	5	5	8	7	2	2	5	1	3	7	9	9	7	5	4	12	4	8
City	1	4	4	5	4	5	3	7	4	5	2	2	3	1	2	1	2	2
Architecture/townscapes	3	3	3	3	6	4	2	6	5	2	1	1	7	3	5	1	4	3
Fun/entertainment	9	6	9	8	5	6	4	4	6	7	11	14	11	10	10	10	14	12
Family	10	10	12	18	7	12	12	5	7	12	10	11	16	12	13	17	7	10
Castles	6	8	7	10	8	8	15	8	8	6	5	4	3	7	8	4	7	5
History/Unesco	8	7	6	9	9	9	8	9	9	16	8	8	19	14	10	10	21	11
Culture	7	9	5	13	10	7	11	11	10	2	4	5	7	6	3	3	6	4
Events	13	11	10	15	16	10	10	10	11	13	14	18	16	19	16	13	14	17
Sustainability	11	12	11	16	11	13	14	12	12	21	13	14	16	21	24	20	13	20
Hiking	12	15	13	6	15	11	17	15	13	16	19	16	5	18	13	25	18	16
Nightlife	14	16	14	21	12	14	7	17	14	19	14	12	21	11	13	9	11	13
Adventure/action	16	13	15	14	14	17	13	13	15	23	17	23	19	20	25	20	20	21
Active-sports	15	19	18	4	17	15	16	16	16	10	21	18	5	17	12	15	14	15
Wellness	17	20	25	20	13	16	19	14	17	16	19	25	21	13	18	18	14	19
Wine	18	17	16	17	19	21	20	19	18	14	12	12	7	15	17	13	23	14
Countryside	21	18	21	11	21	19	23	18	19	15	25	21	11	23	26	23	19	23
Shopping	19	22	22	25	20	20	18	20	20	11	16	10	23	9	9	7	10	9
Cycling	23	23	19	12	23	18	25	23	21	19	22	17	11	16	20	20	12	18
Luxury	20	21	24	26	18	23	9	24	22	7	7	6	11	4	7	6	9	5
Remembrance	22	14	17	24	22	22	24	25	23	22	18	20	23	22	20	24	24	22
Camping	25	25	20	23	25	24	21	21	24	23	23	22	11	23	23	18	25	24
Industrial heritage	24	24	23	22	24	25	22	22	25	23	24	24	26	25	20	15	21	25
MTB	26	26	26	19	26	26	26	26	26	26	26	26	23	26	19	26	25	26

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



— Past and future visitors – LFT target segments – Total population



Theme	General Interest									Luxembourg's Suitability perception								
	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.
Nature	1	1	1	1	3	1	1	2	1	1	1	1	1	1	1	1	1	1
Resting/Relaxation	3	2	5	3	1	2	2	1	2	3	3	3	3	3	3	2	3	3
Culinary	2	3	3	5	2	3	8	3	3	5	7	8	9	4	6	5	5	6
Family	4	6	9	4	4	4	5	4	4	4	6	4	6	5	4	4	4	4
Fun/entertainment	10	4	8	10	5	7	6	5	5	22	15	20	21	21	16	10	20	20
Architecture/townscapes	5	7	2	7	7	5	3	6	6	8	4	5	12	9	7	7	8	8
City	7	5	4	15	6	8	7	7	7	7	8	7	10	7	8	12	7	7
Hiking	6	8	10	2	8	6	20	8	8	2	2	2	2	2	2	13	2	2
History/Unesco	8	10	6	13	12	10	17	9	9	17	10	14	16	15	18	18	17	17
Castles	9	9	11	8	9	9	16	10	10	6	5	6	4	6	5	16	6	5
Culture	11	12	7	16	11	12	14	12	11	14	11	9	15	13	15	20	13	11
Sustainability	12	13	12	6	14	11	9	11	12	21	21	15	20	22	22	15	21	21
Events	15	11	14	17	13	14	11	13	13	25	26	26	24	26	24	21	26	26
Adventure/action	17	14	13	11	17	19	4	14	14	18	19	17	18	19	19	11	19	19
Countryside	14	17	15	14	16	13	25	15	15	13	17	10	13	18	11	17	9	14
Shopping	18	15	17	24	10	18	13	16	16	15	9	19	19	8	12	3	10	10
Wine	13	20	16	19	18	15	19	19	17	10	14	15	11	11	9	14	15	13
Remembrance	16	19	21	20	19	16	15	17	18	23	25	24	26	23	25	25	22	23
Nightlife	24	16	19	23	20	21	12	18	19	26	22	25	25	25	26	24	25	25
Cycling	19	18	23	12	22	17	24	20	20	12	12	11	8	12	14	19	12	9
Active-sports	20	21	20	9	23	24	21	21	21	16	16	13	5	16	20	8	14	16
Luxury	22	24	18	26	15	22	10	24	22	19	13	21	17	10	17	9	18	18
Wellness	23	23	24	25	21	23	18	23	23	20	24	22	23	20	21	23	23	22
Industrial heritage	21	22	22	22	24	20	23	25	24	24	23	23	22	24	23	26	24	24
Camping	25	25	25	18	25	25	26	22	25	9	18	12	7	17	10	22	11	12
MTB	26	26	26	21	26	26	22	26	26	11	20	18	13	14	13	6	16	15

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



 — Past and future visitors – LFT target segments – Total population

Theme	General Interest									Luxembourg's Suitability perception								
	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.
Culinary	1	1	1	3	2	4	2	1	1	11	4	6	12	7	6	11	12	8
Nature	2	2	3	1	5	3	1	4	2	5	12	9	4	9	7	7	9	9
Resting/Relaxation	3	5	7	2	1	1	6	2	3	4	5	7	2	1	3	5	3	4
Architecture/townscapes	5	3	2	9	6	2	4	5	4	6	3	2	1	6	11	8	6	5
Family	4	4	5	7	3	5	5	3	5	3	1	3	11	2	1	3	2	2
Fun/entertainment	9	10	12	6	4	11	3	6	6	8	8	13	5	8	12	4	8	10
History/Unesco	7	6	4	10	10	6	9	7	7	14	13	11	9	14	14	18	10	13
Culture	8	8	6	11	11	8	12	9	8	9	9	5	3	10	8	13	13	7
Events	11	11	8	12	7	10	7	12	9	15	14	15	16	13	15	14	14	14
Sustainability	12	7	9	8	9	12	10	8	10	19	20	23	26	22	18	15	16	20
City	6	12	11	15	8	7	11	11	11	2	2	1	8	3	4	1	4	1
Castles	10	9	10	14	14	9	13	10	12	12	10	10	14	12	9	10	11	12
Hiking	15	15	14	4	17	13	15	13	13	13	15	14	15	18	13	24	24	15
Adventure/action	14	14	13	16	16	14	8	14	14	21	25	24	23	21	19	19	20	23
Nightlife	16	13	16	24	12	16	19	15	15	10	11	12	7	11	10	6	7	11
Remembrance	13	16	15	21	18	15	18	16	16	22	23	21	24	19	22	22	25	22
Shopping	18	17	21	19	13	18	25	17	17	7	6	8	10	4	2	9	5	6
Active-sports	19	20	19	5	19	21	14	21	18	20	16	22	19	17	21	12	17	18
Wine	17	19	17	18	20	20	16	20	19	17	21	20	25	16	16	21	18	19
Countryside	20	21	20	13	22	17	17	18	20	24	22	18	22	23	25	25	22	24
Industrial heritage	21	18	18	22	25	19	21	19	21	23	18	17	17	24	20	23	23	21
Wellness	22	22	23	20	15	23	20	24	22	18	18	19	18	15	23	16	21	17
Cycling	23	23	22	17	23	22	22	22	23	16	17	16	13	20	17	17	18	16
Camping	24	25	24	25	24	24	26	23	24	26	24	26	20	25	24	26	15	25
Luxury	25	24	25	26	21	25	24	26	25	1	7	4	6	5	5	2	1	3
MTB	26	26	26	23	26	26	23	25	26	25	26	25	21	26	26	20	26	26

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



— Past and future visitors – LFT target segments – Total population



Theme	General Interest									Luxembourg's Suitability perception								
	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.
Culinary	2	4	6	3	2	3	2	1	1	1	3	3	3	3	3	3	3	3
Resting/Relaxation	4	6	7	5	1	4	4	2	2	7	5	6	9	4	6	2	4	5
Architecture/townscapes	1	1	1	2	5	2	3	3	3	2	1	2	2	1	2	1	1	1
Nature	3	2	2	1	4	5	1	5	4	5	6	5	1	5	7	8	6	4
City	6	3	5	13	6	1	7	6	5	3	2	1	5	2	1	4	2	2
Fun/entertainment	11	8	9	11	3	9	6	4	6	14	9	12	12	11	18	6	14	13
History/Unesco	5	5	4	9	9	6	8	8	7	16	10	11	10	15	9	13	7	12
Culture	7	7	3	7	10	7	5	9	8	6	4	4	6	7	4	10	5	6
Castles	8	9	8	8	12	8	15	10	9	8	8	7	11	9	5	7	10	8
Family	17	13	15	15	8	12	9	7	10	9	11	10	16	10	11	5	9	9
Sustainability	10	10	11	10	11	14	10	11	11	22	18	23	22	19	22	11	19	21
Hiking	9	15	10	4	18	10	17	12	12	13	12	9	4	12	10	16	11	10
Countryside	15	12	14	6	14	15	16	13	13	12	16	14	13	14	16	22	13	14
Events	13	11	12	18	13	11	13	15	14	17	21	19	24	21	21	15	20	19
Luxury	16	16	18	21	7	16	11	16	15	4	7	8	7	6	8	9	8	7
Industrial heritage	12	14	13	17	21	13	18	18	16	21	14	17	26	20	13	19	16	17
Shopping	20	20	20	25	15	21	22	14	17	11	14	13	17	8	15	12	12	11
Adventure/action	19	17	16	12	19	19	14	19	18	25	19	18	21	23	25	17	24	22
Nightlife	21	19	19	24	17	20	19	17	19	15	16	16	14	17	12	14	17	16
Wine	14	18	17	23	16	17	12	20	20	10	13	15	15	12	14	21	15	15
Remembrance	18	21	21	19	22	18	20	21	21	23	22	22	25	22	20	23	25	23
Wellness	23	22	24	22	20	22	23	23	22	24	20	20	19	16	24	24	18	18
Active-sports	24	23	22	14	23	24	21	24	23	20	24	25	8	25	19	18	21	24
Camping	22	24	23	20	24	23	24	22	24	18	23	21	20	18	17	20	23	20
Cycling	25	25	25	16	25	25	26	25	25	19	26	24	18	26	23	26	22	25
MTB	26	26	26	26	26	26	25	26	26	26	25	26	23	24	26	25	26	26

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



■ ■ — Past and Future Visitors

Theme	General Interest			Luxembourg's Suitability perception		
	Past Visitors	Future Visitors ¹	Total population	Past Visitors	Future Visitors ¹	Total population
City	1	1	1	1	1	1
Castles	2	2	2	2	3	2
Culinary	3	4	3	9	12	11
Culture	4	7	7	5	2	3
Resting/Relaxation	5	5	4	4	4	4
Nature	6	6	6	6	7	7
History/Unesco	7	3	5	7	5	6
Hiking	8	8	8	3	6	5
Nightlife	9	9	9	12	8	9
Family	10	11	11	15	13	14
Shopping	11	10	10	8	10	10
Wellness	12	12	12	13	11	12
Cycling	13	13	13	11	9	8
Active-sports	14	14	14	10	14	13
MTB	15	15	15	14	15	15

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



— Past and Future Visitors



Theme	General Interest			Luxembourg's Suitability perception		
	Past Visitors	Future Visitors ¹	Total population	Past Visitors	Future Visitors ¹	Total population
City	1	1	1	4	1	2
Culinary	2	6	3	5	8	7
Culture	3	4	7	3	2	3
Nature	4	5	5	6	5	5
Castles	5	2	2	1	3	1
History/Unesco	6	3	4	7	7	6
Resting/Relaxation	7	7	6	2	4	4
Nightlife	8	9	8	11	9	11
Wellness	9	8	9	9	6	9
Shopping	10	12	11	8	10	10
Family	11	10	10	12	13	13
Hiking	12	11	12	13	12	12
Active-sports	13	14	14	15	15	15
MTB	14	15	15	14	14	14
Cycling	15	13	13	10	11	8

* Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



— Past and Future Visitors

Theme	General Interest			Luxembourg's Suitability perception		
	Past Visitors	Future Visitors ¹	Total population	Past Visitors	Future Visitors ¹	Total population
Nature	1	4	2	9	8	8
Castles	2	3	3	2	2	2
City	3	1	1	1	1	1
Culture	4	6	6	3	3	3
Culinary	5	2	4	4	5	5
Family	6	8	7	7	7	7
Hiking	7	5	5	6	6	6
Shopping	8	7	8	5	4	4
Cycling	9	9	9	8	10	9
Active-sports	10	10	10	10	9	10

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability

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 — Past and future visitors – LFT target segments – Total population



Theme	General Interest									Luxembourg's Suitability perception								
	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.
Resting/Relaxation	1	1	3	4	1	1	3	1	1	3	3	6	3	3	5	4	3	3
Culinary	2	2	2	1	2	4	1	2	2	4	2	2	4	2	2	1	1	2
City	6	4	1	7	3	2	5	3	3	1	1	1	2	1	1	3	2	1
Nature	3	3	4	2	4	6	2	6	4	7	7	5	1	10	4	5	11	6
Family	4	9	10	15	6	3	4	4	5	8	8	10	8	7	9	8	7	8
Sustainability	5	5	8	5	5	8	7	5	6	18	9	12	9	13	17	16	13	13
Culture	7	7	6	13	9	7	10	7	7	9	4	3	7	5	6	9	4	4
History/Unesco	8	6	5	11	11	5	15	8	8	10	6	7	11	6	8	11	10	7
Castles	9	8	7	6	10	9	13	9	9	6	11	4	10	11	7	12	9	9
Nightlife	13	10	12	10	7	10	6	11	10	14	10	9	16	8	15	6	6	10
Shopping	14	11	17	20	8	13	12	10	11	2	5	8	13	4	3	2	5	5
Wine	10	12	11	12	13	12	14	13	12	5	14	13	5	12	10	13	8	11
Wellness	16	13	15	9	12	15	20	12	13	11	12	11	6	9	11	15	12	12
Countryside	11	14	9	14	14	11	18	14	14	13	17	16	12	15	18	7	14	14
Active-sports	12	16	14	8	15	14	8	15	15	12	13	14	19	14	14	14	16	15
Industrial heritage	17	17	16	17	17	16	19	16	16	15	15	17	17	16	20	10	17	16
Hiking	15	15	13	3	18	17	9	18	17	17	18	18	15	19	12	19	19	19
Camping	18	18	18	19	16	19	11	17	18	19	16	19	20	18	13	18	15	18
Cycling	19	19	19	16	19	18	16	19	19	16	19	15	18	17	16	17	18	17
MTB	20	20	20	18	20	20	17	20	20	20	20	20	14	20	19	20	19	20

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability

 — Past and future visitors – LFT target segments – Total population



Theme	General Interest									Luxembourg's Suitability perception								
	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.
Resting/Relaxation	1	1	3	1	1	1	1	3	1	2	3	8	8	1	2	3	1	2
Culinary	3	2	2	5	2	3	2	1	2	3	2	2	12	4	3	2	3	3
Nature	2	5	4	2	3	2	3	2	3	8	5	5	7	9	5	14	4	6
Family	5	3	5	9	4	4	5	5	4	4	8	11	5	5	1	7	2	5
City	4	4	1	12	5	5	4	4	5	1	4	1	1	3	4	1	5	1
Culture	6	6	6	11	7	7	9	6	6	6	1	3	13	6	8	10	6	6
History/Unesco	7	7	7	7	8	6	12	7	7	9	7	9	9	8	14	9	10	9
Shopping	14	11	12	14	6	11	7	10	8	5	10	6	6	2	9	5	7	4
Castles	8	8	8	19	12	8	13	11	9	7	15	4	4	11	15	17	8	10
Sustainability	13	10	9	6	14	13	15	8	10	16	12	14	14	16	18	12	12	14
Wellness	10	15	15	10	9	15	6	9	11	12	11	18	17	10	12	8	13	12
Hiking	12	9	10	3	13	9	10	13	12	15	14	10	11	14	13	20	20	16
Nightlife	9	16	11	13	10	12	11	14	13	11	6	7	15	7	10	4	9	8
Countryside	11	14	14	4	16	10	14	12	14	14	13	16	20	18	6	11	15	15
Wine	15	13	13	20	15	17	8	16	15	10	9	15	10	12	7	6	14	11
Camping	16	17	18	16	11	14	16	15	16	19	16	20	19	15	16	19	16	18
Active-sports	17	12	16	8	17	16	17	17	17	18	18	12	18	13	19	15	18	17
Industrial heritage	18	18	17	15	18	18	20	18	18	13	17	13	2	17	17	13	11	13
Cycling	19	19	19	17	19	19	18	19	19	20	20	19	16	20	11	16	19	19
MTB	20	20	20	18	20	20	19	20	20	17	19	17	3	19	20	18	17	20

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



— Past and future visitors – LFT target segments – Total population



Theme	General Interest									Luxembourg's Suitability perception								
	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.
Resting/Relaxation	1	1	6	5	1	1	1	1	1	5	3	7	6	2	3	3	5	4
Culinary	2	2	2	2	2	2	2	2	2	1	1	2	3	1	1	1	1	1
Nature	3	4	1	1	3	3	5	4	3	14	11	7	11	11	13	11	8	11
City	5	3	5	8	4	5	6	5	4	2	2	1	3	2	11	2	1	2
Sustainability	4	5	8	3	6	4	8	6	5	13	17	14	16	14	7	5	14	13
Family	7	6	9	11	5	7	4	3	6	4	4	10	6	5	2	5	4	6
History/Unesco	6	7	3	6	7	8	12	8	7	10	6	5	16	10	6	5	5	9
Culture	10	9	4	10	8	11	9	11	8	6	7	2	6	6	7	15	5	5
Castles	9	10	7	13	12	9	14	10	9	9	8	9	1	6	12	9	8	8
Countryside	12	12	10	12	9	6	18	12	10	8	13	10	11	11	17	14	10	12
Shopping	14	11	15	19	11	13	11	7	11	3	5	5	3	4	3	4	3	3
Wine	8	13	12	16	10	12	15	13	12	12	10	10	10	8	14	9	11	10
Nightlife	11	8	13	18	13	14	3	9	13	7	9	4	1	8	7	15	11	7
Hiking	13	15	11	4	14	15	13	16	14	15	16	13	11	16	10	18	16	15
Wellness	16	16	17	15	15	17	10	14	15	11	15	16	9	17	5	8	11	14
Active-sports	17	17	18	7	17	18	7	17	16	16	14	18	20	13	14	13	15	16
Camping	15	18	16	14	16	10	16	15	17	17	12	15	15	15	14	17	17	17
Industrial heritage	18	14	14	17	18	16	17	18	18	18	18	19	11	19	17	11	18	18
Cycling	19	19	19	9	19	19	20	19	19	20	19	16	19	20	20	20	18	19
MTB	20	20	20	20	20	20	19	20	20	19	20	20	18	17	19	18	18	20

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Ranking General Theme Interest vs. Luxembourg's Theme Suitability



— Past and future visitors – LFT target segments – Total population



Theme	General Interest									Luxembourg's Suitability perception								
	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.	Past Visitors	Future Visitors ¹	EXP	NLA	RS	SB	PS	LO	Total pop.
Culinary	4	1	1	9	4	2	5	2	1	5	4	3	4	5	7	4	5	4
Resting/Relaxation	1	5	6	3	1	3	1	3	2	2	2	5	3	1	2	2	2	2
Family	2	6	4	7	3	1	3	1	3	1	1	2	2	2	1	1	1	1
Nature	5	2	2	1	2	4	2	5	4	6	6	6	1	6	6	7	4	7
Culture	3	3	3	10	7	6	7	4	5	4	3	1	5	4	5	3	3	3
Wellness	7	9	10	8	5	5	4	7	6	7	8	9	7	3	3	5	8	5
History/Unesco	6	8	5	11	8	9	11	6	7	3	5	4	11	7	8	8	7	6
Sustainability	9	4	8	4	6	7	6	8	8	10	10	10	8	9	9	9	13	10
City	11	7	9	13	9	8	8	9	9	8	7	8	17	8	4	6	6	8
Castles	8	10	7	2	10	10	9	10	10	9	9	7	6	10	10	10	9	9
Countryside	12	12	13	6	12	11	13	12	11	15	14	15	9	15	16	12	12	14
Hiking	13	11	12	5	11	12	12	11	12	13	12	12	10	13	18	11	11	12
Nightlife	10	13	11	18	13	13	10	13	13	11	11	11	15	12	13	14	10	11
Wine	14	14	14	16	16	14	14	14	14	14	15	13	13	14	15	16	16	15
Shopping	17	15	16	17	14	18	16	15	15	12	13	14	19	11	11	13	15	13
Active-sports	16	17	17	12	15	16	15	17	16	17	17	18	12	17	12	15	17	18
Industrial heritage	15	16	15	14	17	15	18	16	17	16	16	16	14	18	14	18	14	16
Camping	18	18	18	19	18	17	17	18	18	18	17	17	16	16	17	17	18	17
MTB	19	19	19	15	19	20	19	20	19	20	19	19	18	19	19	19	19	19
Cycling	20	20	20	20	20	19	20	19	20	19	20	20	20	20	20	20	20	20

¹ Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

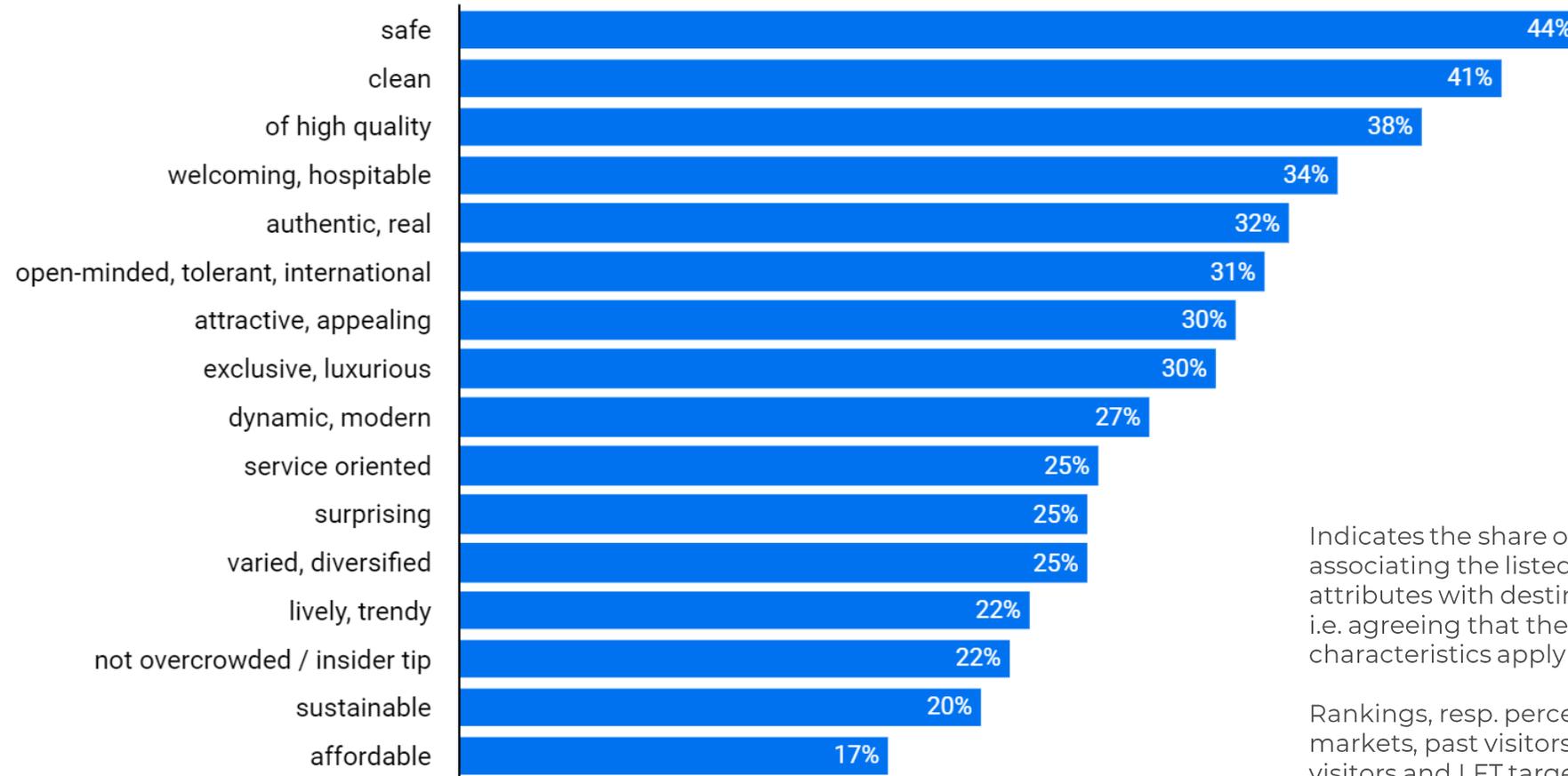


4

Brand Values

Luxembourg's Brand Value Ratings

— Average **13 European source markets***



Indicates the share of respondents associating the listed brand features and attributes with destination Luxembourg, i.e. agreeing that the indicated characteristics apply to Luxembourg.

Rankings, resp. percentages by source markets, past visitors, new potential visitors and LFT target segments are presented on the following pages.

* excl. PL

Luxembourg's Brand Value Ratings - Ranking by Source Markets



Average Europe

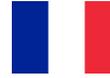


	Average Europe	Denmark	Belgium	Denmark	France	Germany	Italy	Netherlands	Portugal	Spain	Sweden	Switzerland	United Kingdom	
safe	1	1	2	3	2	1	2		1	1		1	1	2
clean	2	3	1		1	2			2				2	1
of high quality	3	2	5	1	3	5	1		5	2		3	3	4
welcoming, hospitable	4	4	3	5	5	3	4	2	3	3	6	2	6	6
authentic, real	5	7	4	4	6	6	6	5	4	5	3	6	5	3
open-minded, tolerant, international	6	5	7	2	4	4	7	5	7	4	1	10	4	7
attractive, appealing	7	8	6	7	9	9	3	2	6	7	2	5	8	5
exclusive, luxurious	8	6	11	6	7	8	5		12	12		4	7	8
dynamic, modern	9	10	14	8	8	7	9		15	6		8	9	13
service oriented	10	11	12	9	13	10	11	1	9	9	6	7	10	16
surprising	11	14	8	10	12	12	12	5	8	8	4	9	12	9
varied, diversified	12	9	8	12	10	11	10	8	11	10	6	12	11	12
lively, trendy	13	12	16	11	11	13	8	10	14	14	10	11	13	10
not overcrowded / insider tip	14	13	13	13	15	14	13	8	13	13	5	13	14	11
sustainable	15	15	15	14	16	15	14	2	16	11	6	14	15	14
affordable	16	16	10		14	16			10				16	15

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

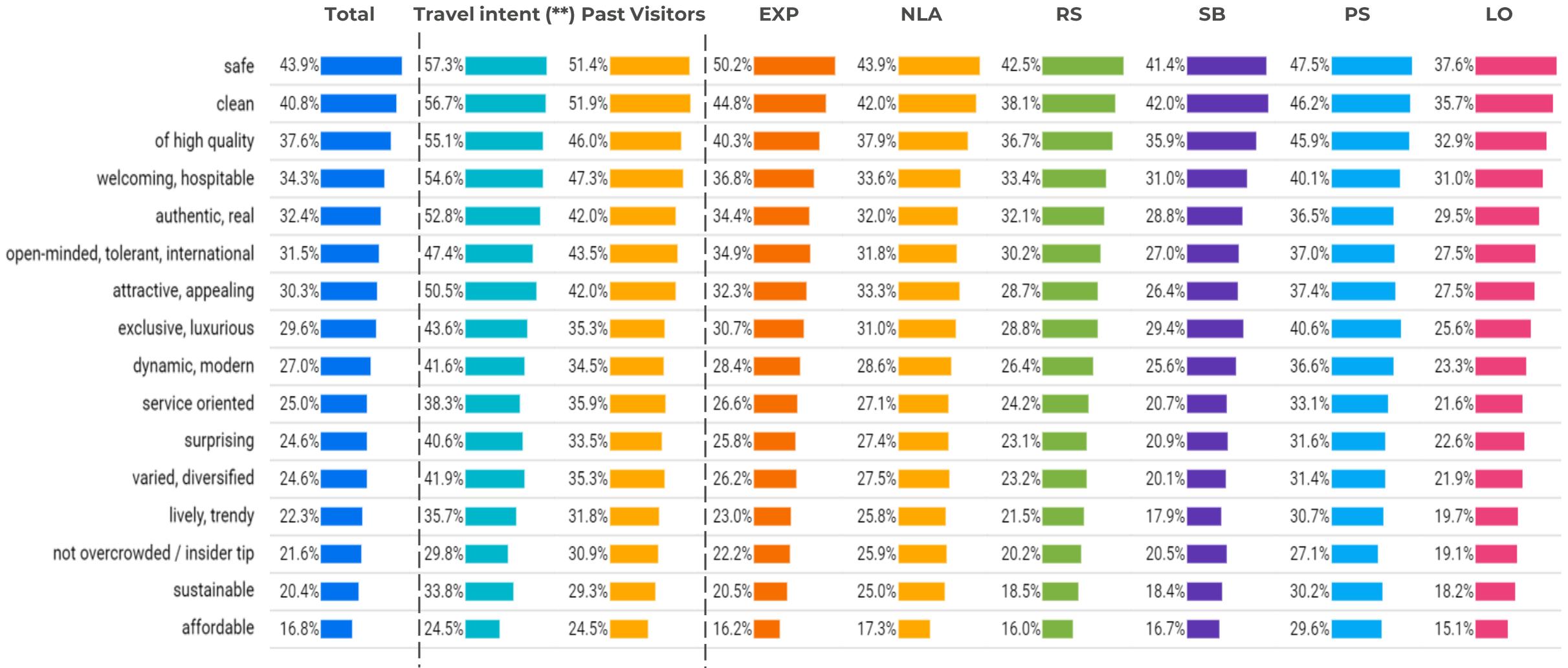
Luxembourg's Brand Value Ratings - Source Markets



														Average Europe
safe	42.4% 	42.3% 	39.6% 	37.4% 	44.1% 	41.3% 	-	48.9% 	68.4% 	-	34.8% 	43.3% 	40.3% 	43.9%
clean	37.2% 	44.8% 	-	43.6% 	38.1% 	-	-	39.7% 	-	-	-	41.2% 	40.9% 	40.8%
of high quality	38.9% 	30.9% 	40.0% 	33.3% 	35.8% 	41.9% 	-	29.6% 	59.6% 	-	33.8% 	35.8% 	34.1% 	37.6%
welcoming, hospitable	32.7% 	34.7% 	38.0% 	30.4% 	37.3% 	39.5% 	23.0% 	36.0% 	58.4% 	20.0% 	34.3% 	29.6% 	32.5% 	34.3%
authentic, real	30.1% 	33.9% 	38.5% 	29.5% 	31.1% 	36.6% 	22.0% 	31.0% 	54.5% 	23.0% 	27.4% 	29.7% 	34.2% 	32.4%
open-minded, tolerant, international	31.6% 	24.4% 	39.8% 	30.6% 	37.0% 	36.2% 	22.0% 	25.4% 	54.7% 	26.0% 	23.9% 	29.8% 	28.1% 	31.5%
attractive, appealing	25.1% 	27.8% 	35.9% 	25.3% 	26.9% 	40.5% 	23.0% 	28.7% 	50.2% 	24.0% 	28.8% 	24.6% 	33.6% 	30.3%
exclusive, luxurious	31.3% 	21.0% 	36.5% 	29.2% 	27.4% 	37.1% 	-	18.9% 	38.3% 	-	31.7% 	28.0% 	26.5% 	29.6%
dynamic, modern	24.6% 	18.4% 	32.2% 	27.3% 	27.5% 	31.3% 	-	16.8% 	51.3% 	-	24.4% 	23.4% 	19.8% 	27.0%
service oriented	22.4% 	20.4% 	32.0% 	17.7% 	25.4% 	28.3% 	26.0% 	24.2% 	44.7% 	20.0% 	25.7% 	21.4% 	17.0% 	25.0%
surprising	17.9% 	22.0% 	31.9% 	19.4% 	20.4% 	27.6% 	22.0% 	25.1% 	45.4% 	22.0% 	24.2% 	21.0% 	21.2% 	24.6%
varied, diversified	24.7% 	22.0% 	27.2% 	23.3% 	25.0% 	30.5% 	20.0% 	20.5% 	42.0% 	20.0% 	23.1% 	21.2% 	20.0% 	24.6%
lively, trendy	19.7% 	15.3% 	30.0% 	21.0% 	19.5% 	31.6% 	19.0% 	16.9% 	33.6% 	19.0% 	23.9% 	19.9% 	20.6% 	22.3%
not overcrowded / insider tip	19.6% 	19.9% 	24.2% 	17.1% 	18.8% 	26.3% 	20.0% 	18.3% 	36.2% 	21.0% 	20.8% 	17.8% 	20.6% 	21.6%
sustainable	16.3% 	18.4% 	20.3% 	17.1% 	16.1% 	24.9% 	23.0% 	14.5% 	40.8% 	20.0% 	19.7% 	17.0% 	17.5% 	20.4%
affordable	10.4% 	21.0% 	-	17.2% 	14.1% 	-	-	22.2% 	-	-	-	15.4% 	17.1% 	16.8%

Luxembourg's Brand Value Ratings — Average 13 European source markets* —

 Past and future visitors - LFT target segments



(**) To Luxembourg next 3 years and **without** previous visits

* excl. PL

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Ranking Luxembourg's Brand Value Ratings



— Average **13 European source markets*** — Past and future visitors – LFT target segments

Feature	Past Visitors	Future Visitors**	EXP	NLA	RS	SB	PS	LO	Total pop.
safe	2	1	1	1	1	2	1	1	1
clean	1	2	2	2	2	1	2	2	2
of high quality	4	3	3	3	3	3	3	3	3
welcoming	3	4	4	4	4	4	5	4	4
authentic	7	5	6	6	5	6	9	5	5
open-minded	5	7	5	7	6	7	7	6	6
attractive	6	6	7	5	8	8	6	7	7
exclusive	9	8	8	8	7	5	4	8	8
dynamic	11	10	9	9	9	9	8	9	9
service oriented	8	12	10	12	10	11	10	12	10
surprising	12	11	12	11	12	10	11	10	11
varied	10	9	11	10	11	13	12	11	12
lively	13	13	13	14	13	15	13	13	13
not overcrowded / insider tip	14	15	14	13	14	12	16	14	14
sustainable	15	14	15	15	15	14	14	15	15
affordable	16	16	16	16	16	16	15	16	16

Likewise to themes, we can rank brand features perceptions by distinguishing between past and new potential visitors, as well as LFT target segments.

A similar ranking can also be applied by source markets (see next page).

** Respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

* excl. PL

Luxembourg's Brand Value Ratings - Ranking by Source Markets

Past and future visitors



	PV	FTI	Tot																																				
safe	3	1	1	2	2	2	6	5	3	2	2	2	1	1	1	2	6	2				1	1	1	1	3	1				2	3	1	4	2	1	1	5	2
clean	2	4	3	1	1	1				1	1	1	4	2	2							2	3	2										1	1	2	2	1	1
high quality	1	2	2	6	4	5	3	1	1	3	3	3	5	3	5	1	2	1				5	7	5	4	2	2				3	2	3	2	3	3	5	3	4
welcoming	4	3	4	3	5	3	4	3	5	4	7	5	2	4	3	3	1	4	2		2	3	2	3	2	1	3	6		6	1	1	2	7	6	6	3	6	6
authentic	9	4	7	4	3	4	2	2	4	5	5	6	6	6	6	7	4	6	4		5	6	5	4	5	4	5	3		3	9	7	6	5	5	5	7	4	3
open-minded	5	7	5	7	9	7	1	6	2	6	4	4	3	5	4	6	5	7	3		5	9	8	7	3	7	4	1		1	8	14	10	6	4	4	6	8	7
attractive	6	8	8	5	6	6	5	4	7	10	6	9	7	7	9	5	3	3	4		2	4	4	6	7	5	7	3		2	5	4	5	3	9	8	4	2	5
exclusive	7	8	6	13	10	11	7	7	6	8	10	7	11	10	8	4	9	5				15	10	12	13	12	12				4	5	4	9	7	7	8	7	8
dynamic	7	10	10	14	12	14	8	10	8	7	8	8	9	8	7	11	12	9				14	13	15	6	6	6				7	11	8	13	8	9	10	11	13
service-or.	11	13	11	10	13	12	9	9	9	12	15	13	8	11	10	13	10	11	1		1	7	9	9	8	11	9	9		6	6	6	7	10	12	10	16	14	16
surprising	15	12	14	8	7	8	10	8	10	13	11	12	13	12	12	12	13	12	4		5	8	6	8	9	8	8	2		4	12	12	9	11	11	12	11	9	9
varied	10	6	9	9	8	8	12	12	12	9	9	10	10	9	11	8	7	10	7		8	10	11	11	10	9	10	7		6	10	10	12	14	10	11	14	10	12
lively, trendy	13	11	12	16	16	16	11	11	11	11	12	11	12	13	13	10	8	8	9		10	12	15	14	14	13	14	9		10	11	9	11	8	13	13	12	13	10
not overcrow.	11	15	13	12	15	13	13	14	13	15	16	15	14	14	14	9	14	13	10		8	13	16	13	12	14	13	5		5	14	8	13	12	15	14	9	15	11
sustainable	14	14	15	15	14	15	14	13	14	14	14	16	15	15	15	14	11	14	7		2	16	14	16	11	10	11	7		6	13	13	14	16	14	15	15	12	14
affordable	16	16	16	11	11	10				16	13	14	16	16	16							11	12	10										15	16	16	13	16	15

PV = Past Visitors to Luxembourg, FTI = future travel intent to Luxembourg, Tot = total population.

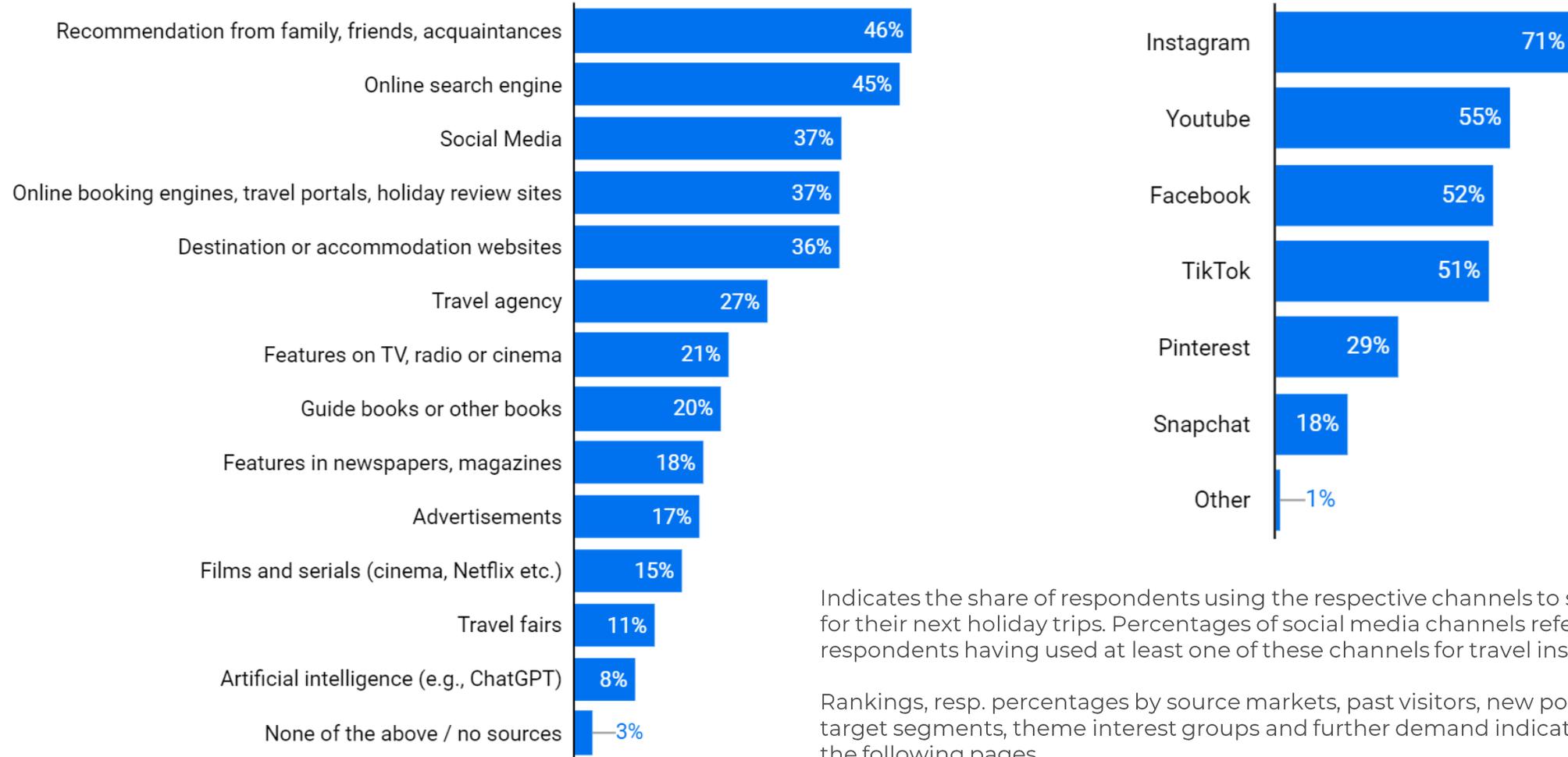


5 Travel inspiration

(regardless of specific destinations)
(not yet available for source markets ES-IT-PL)

Preferred sources of travel inspiration

🇪🇺 — Average 11 European source markets*



Indicates the share of respondents using the respective channels to search for inspiration for their next holiday trips. Percentages of social media channels refer to shares of respondents having used at least one of these channels for travel inspiration.

Rankings, resp. percentages by source markets, past visitors, new potential visitors, LFT target segments, theme interest groups and further demand indicators are presented on the following pages.

* DE-FR-BE-NL-UK-CH-AT-IE-DK-SE-PT

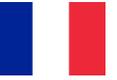
Preferred sources of travel inspiration – Ranking by Source Markets

																						
	FTI	Tot	FTI	Tot	FTI	Tot	FTI	Tot	FTI	Tot	FTI	Tot	FTI	Tot	FTI	Tot	FTI	Tot	FTI	Tot	FTI	Tot
Recommendation friends, family	1	1	2	3	3	1	1	1	1	1	2	2	3	3	1	1	2	2	1	1	3	2
Online search engine	2	2	1	1	4	3	2	2	2	2	1	1	1	1	2	2	1	1	2	2	1	1
Social media	5	5	4	4	1	2	4	4	3	5	3	4	4	5	3	4	3	3	4	5	4	4
Online booking engines, travel portals, holiday review sites	3	3	5	5	2	4	5	6	4	3	4	3	5	4	6	6	5	5	3	3	2	3
DMO or accommodation websites	4	4	3	2	5	5	3	3	5	4	5	5	2	2	4	3	4	4	5	4	5	5
Travel agency	6	6	6	6	6	6	7	8	7	7	6	6	6	7	5	5	6	6	10	6	6	6
TV, radio, cinema	9	7	9	8	7	9	6	5	8	6	7	7	11	10	7	7	8	9	6	8	11	10
Guide books or other books	8	8	7	7	10	10	8	7	6	8	9	9	8	6	8	8	10	10	7	9	7	9
Newspapers, magazines	7	9	10	10	9	8	9	9	9	9	10	10	10	9	11	11	9	7	9	7	10	8
Advertisements	10	10	8	9	8	7	10	11	11	11	8	8	7	8	9	9	7	8	11	11	9	7
Films, serials (Netflix etc.)	11	11	11	11			11	10	10	10			9	11					8	10	8	11
Travel fairs	12	12	12	12	11	11	12	12	12	12	11	11	12	12	10	10	11	11	13	13	12	12
Artificial intelligence	13	13					13	13	13	13									12	12	13	13
Instagram	1	1	1	1			1	1	2	1			1	1					1	1	1	1
Youtube	3	2	2	4			2	3	1	2			3	4					2	2	2	3
Facebook	2	3	3	3			4	4	3	3			4	3					4	4	3	2
TikTok	4	4	4	2			3	2	4	4			2	2					3	3	4	4
Pinterest	5	5	5	5			5	5	5	5			5	5					5	5	5	5
Snapchat	6	6	6	6			6	6	6	6			6	6					6	6	6	6

FTI = future travel intent to Luxembourg, Tot = total population.

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

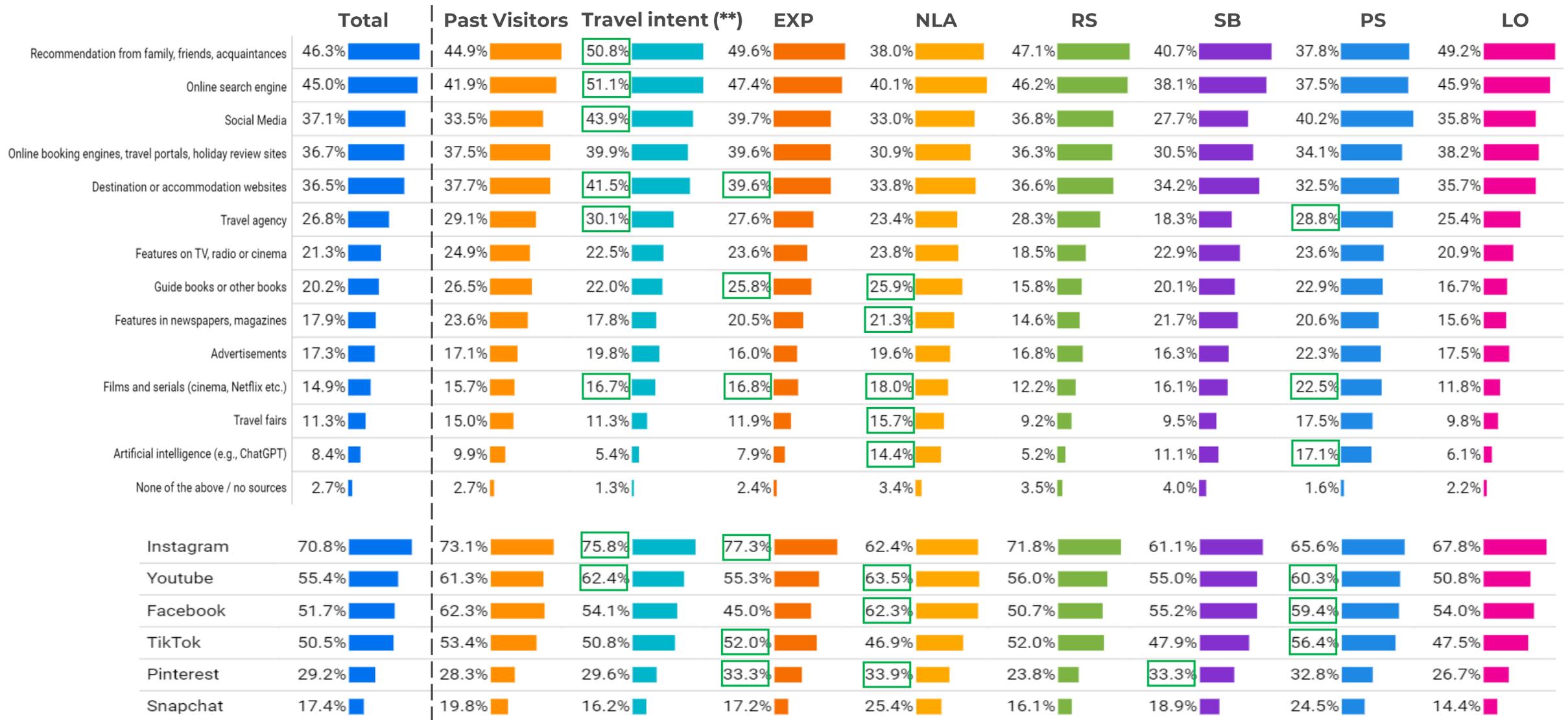
Preferred sources of travel inspiration - Source Markets

												Average Europe
Recommendation from family, friends, acquaintances	45.5% 	39.6% 	43.9% 	42.5% 	50.0% 	50.4% 	40.5% 	54.0% 	53.2% 	46.9% 	43.2% 	46.3%
Online search engine	38.6% 	43.4% 	40.8% 	39.0% 	41.9% 	52.5% 	44.4% 	51.1% 	55.0% 	36.1% 	51.7% 	45.0%
Social Media	30.3% 	31.5% 	43.7% 	29.8% 	36.4% 	42.5% 	31.6% 	45.5% 	49.6% 	30.0% 	36.8% 	37.1%
Online booking engines, travel portals, holiday review sites	36.3% 	30.6% 	40.3% 	28.7% 	40.7% 	43.2% 	33.6% 	39.0% 	36.2% 	33.7% 	41.0% 	36.7%
Destination or accommodation websites	30.9% 	40.4% 	35.0% 	31.6% 	37.1% 	33.0% 	40.7% 	45.5% 	39.4% 	31.7% 	36.1% 	36.5%
Travel agency	23.4% 	27.0% 	29.9% 	26.5% 	24.3% 	26.7% 	18.2% 	40.6% 	26.9% 	24.5% 	27.2% 	26.8%
Features on TV, radio or cinema	22.1% 	17.8% 	16.6% 	29.4% 	25.4% 	21.7% 	13.0% 	31.5% 	19.1% 	23.1% 	14.9% 	21.3%
Guide books or other books	21.3% 	24.7% 	13.4% 	27.6% 	22.3% 	17.1% 	19.4% 	25.6% 	13.1% 	21.7% 	15.7% 	20.2%
Features in newspapers, magazines	20.0% 	12.9% 	17.9% 	19.4% 	20.9% 	13.2% 	13.8% 	19.1% 	19.6% 	23.2% 	16.8% 	17.9%
Advertisements	17.0% 	15.1% 	19.5% 	14.9% 	14.9% 	18.4% 	15.5% 	22.6% 	19.4% 	15.9% 	17.2% 	17.3%
Films and serials (cinema, Netflix etc.)	15.7% 	12.1% 	-	16.3% 	16.1% 	-	12.5% 	-	-	18.2% 	13.7% 	14.9%
Travel fairs	9.3% 	9.4% 	12.3% 	9.3% 	11.1% 	10.6% 	9.7% 	22.0% 	10.7% 	11.2% 	8.6% 	11.3%
Artificial intelligence (e.g., ChatGPT)	8.4% 	-	-	7.2% 	8.5% 	-	-	-	-	13.1% 	4.9% 	8.4%
None of the above / no sources	2.6% 	4.2% 	1.8% 	3.1% 	2.8% 	2.1% 	3.3% 	1.8% 	2.1% 	3.9% 	2.0% 	2.7%
												Average Europe
Instagram	72.2% 	69.1% 	72.1% 	69.4% 	68.6% 	73.2% 	71.3% 					70.8%
Youtube	54.8% 	48.4% 	54.4% 	67.6% 	49.5% 	59.5% 	53.6% 					55.4%
Facebook	53.9% 	51.0% 	47.2% 	56.4% 	49.5% 	50.0% 	53.8% 					51.7%
TikTok	46.7% 	52.6% 	56.3% 	41.6% 	52.8% 	50.4% 	53.0% 					50.5%
Pinterest	25.8% 	29.9% 	33.3% 	36.6% 	30.2% 	23.9% 	25.2% 					29.2%
Snapchat	12.3% 	14.5% 	29.0% 	12.8% 	17.0% 	17.8% 	18.3% 					17.4%

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Preferred sources of travel inspiration

— Average 11 European source markets*, past and future visitors – LFT target segments



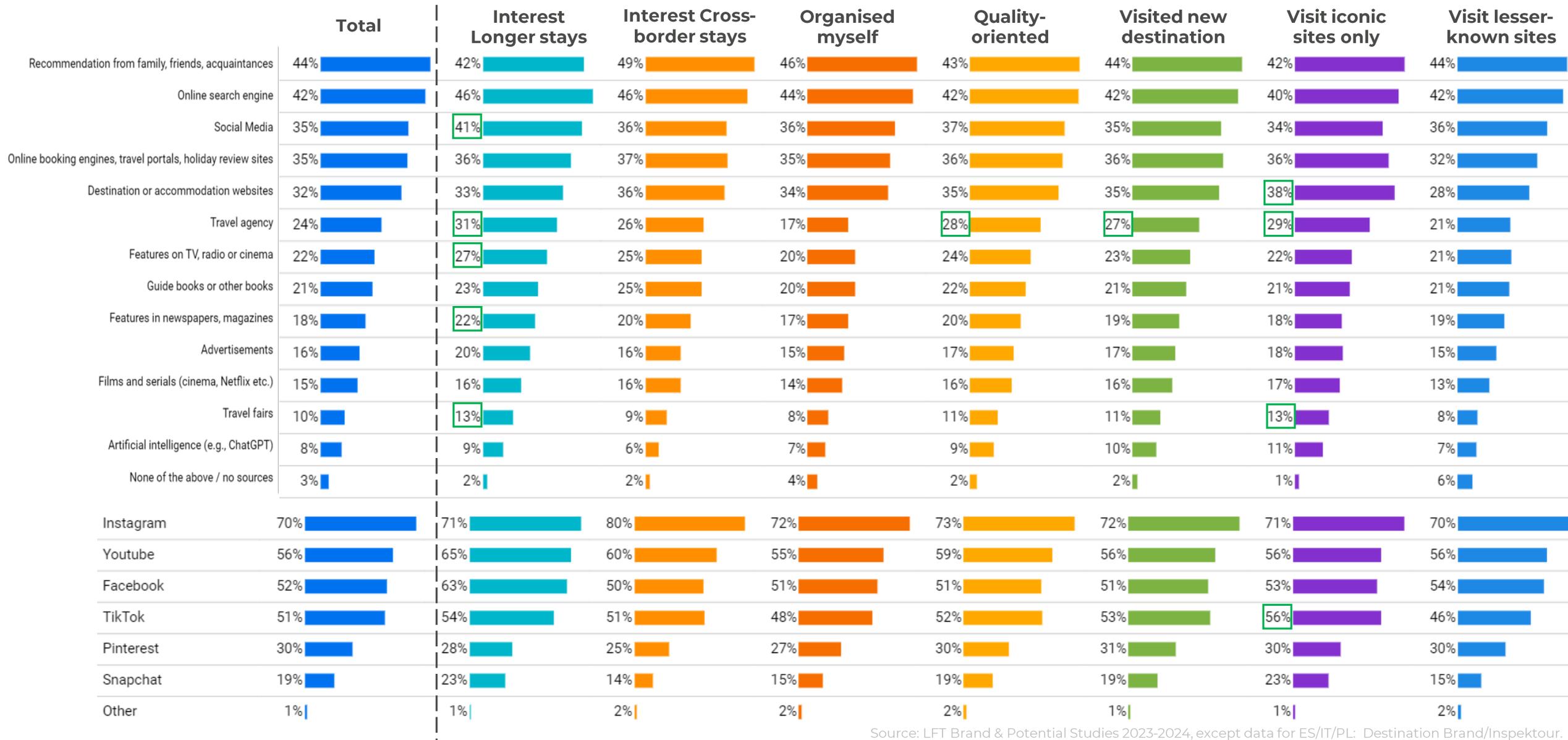
* DE-FR-BE-NL-UK-CH-AT-IE-DK-SE-PT

(**) Travel intent LUX = respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Preferred sources of travel inspiration

— Average 11 European source markets, further demand indicators



Preferred sources of travel inspiration

— Average 11 European source markets*, by theme interest



	Total	City	Culture	Hiking	Cycling	MTB	Nature	Countrys.	Camping	Culinary	Wine	Immers.	Industr.	Remembr.	Luxury	Wellness	Sustain.
Recommendation from family, friends, acquaintances	44%	44%	43%	44%	40%	39%	46%	42%	43%	47%	44%	45%	40%	44%	41%	41%	43%
Online search engine	42%	42%	41%	42%	39%	35%	44%	38%	35%	44%	40%	41%	38%	40%	38%	38%	39%
Social Media	35%	37%	36%	37%	34%	31%	37%	34%	34%	36%	36%	37%	34%	34%	34%	33%	34%
Online booking engines, travel portals, holiday review sites	35%	37%	37%	35%	35%	34%	35%	34%	34%	36%	37%	37%	37%	36%	36%	36%	36%
Destination or accommodation websites	32%	37%	35%	31%	35%	39%	32%	35%	37%	36%	34%	34%	36%	37%	42%	40%	37%
Travel agency	24%	26%	27%	25%	27%	27%	25%	26%	25%	26%	28%	26%	27%	27%	31%	28%	29%
Features on TV, radio or cinema	22%	26%	28%	26%	28%	26%	24%	25%	24%	23%	27%	26%	27%	27%	22%	22%	25%
Guide books or other books	21%	23%	25%	24%	26%	25%	22%	25%	25%	22%	25%	24%	26%	26%	20%	22%	25%
Features in newspapers, magazines	18%	20%	23%	21%	24%	22%	20%	21%	21%	19%	23%	21%	23%	22%	19%	19%	22%
Advertisements	16%	18%	19%	17%	21%	23%	16%	20%	22%	17%	20%	18%	22%	23%	21%	21%	20%
Films and serials (cinema, Netflix etc.)	15%	18%	19%	17%	21%	22%	15%	20%	21%	16%	19%	17%	23%	22%	22%	21%	21%
Travel fairs	10%	13%	13%	13%	16%	18%	10%	15%	15%	10%	15%	13%	17%	16%	14%	14%	15%
Artificial intelligence (e.g., ChatGPT)	8%	10%	11%	11%	16%	20%	8%	13%	15%	7%	13%	9%	16%	13%	14%	13%	13%
None of the above / no sources	3%	2%	2%	3%	2%	1%	3%	2%	2%	3%	2%	2%	1%	1%	1%	1%	1%
Instagram	70%	75%	71%	67%	65%	65%	71%	63%	66%	72%	68%	72%	68%	68%	71%	71%	70%
Youtube	56%	58%	63%	61%	65%	64%	60%	60%	60%	57%	61%	58%	63%	63%	60%	59%	61%
Facebook	52%	51%	53%	60%	63%	64%	56%	67%	62%	51%	60%	54%	63%	62%	53%	56%	58%
TikTok	51%	54%	54%	48%	51%	54%	50%	53%	53%	53%	51%	51%	56%	53%	61%	58%	56%
Pinterest	30%	33%	36%	31%	34%	37%	30%	32%	33%	29%	36%	32%	37%	34%	33%	35%	37%
Snapchat	19%	20%	22%	20%	27%	31%	17%	24%	22%	18%	23%	19%	30%	26%	28%	27%	26%
Other	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%

* DE-FR-BE-NL-UK-CH-AT-IE-DK-SE-PT

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Preferred type of content for travel inspiration

🇪🇺 — Average 11 European source markets*



Indicates the share of respondents preferring the respective content type when looking for inspiration/information about holiday destinations.

Rankings, resp. percentages by source markets, past visitors, new potential visitors, LFT target segments and further demand indicators are presented on the following pages.

* DE-FR-BE-NL-UK-CH-AT-IE-DK-SE-PT

Preferred type of content for travel inspiration – Ranking by Source Markets



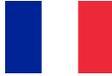
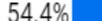
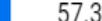
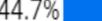
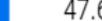
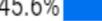
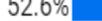
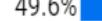
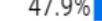
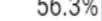
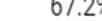
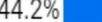
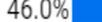
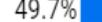
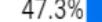
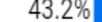
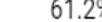
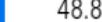
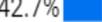
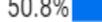
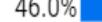
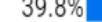
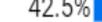
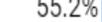
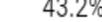
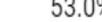
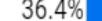
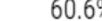
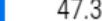
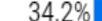
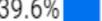
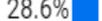
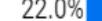
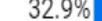
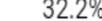
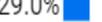
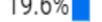
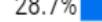
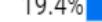
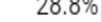
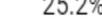
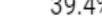
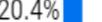
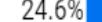
	FTI	Tot																				
How the destination looks like, its landscapes	1	1	1	1	3	3	2	1	1	1	6	5	1	1	3	3	1	2	1	1	3	3
What I can visit in the destination, what activities I can do there	3	3	4	3	2	1	1	2	2	2	1	1	4	3	1	1	4	1	4	2	1	1
Information on accommodation, restaurants and travel offers	4	2	2	2	4	3	4	4	4	3	3	3	2	2	2	2	3	3	3	3	5	2
Important cities and places in the destination	2	4	5	5	1	2	3	3	3	4	4	6	5	5	5	4	2	5	2	4	4	6
Practical information : how to get there, weather ...	5	5	3	4	5	6	6	5	5	5	4	4	3	4	6	6	5	4	6	5	6	5
Typical food and drinks of the destination	6	6	6	6	6	5	7	6	6	6	2	2	6	8	4	5	6	6	5	6	2	4
Infos and stories related to traditions, culture and history	8	8	7	8			5	7	7	7			8	7					7	7	7	7
Insider tips ; advices off the beaten track	7	7	8	7			9	9	8	8			6	6					8	8	9	8
Impressions, stories of the daily life of people in the destination	9	9	10	10	7	7	10	10	9	9	7	7	9	9	7	7	7	7	9	9	9	10
Important events in the destination	10	10	9	9			8	8	10	10			10	10					10	10	8	9

FTI = future travel intent to Luxembourg, Tot = total population.

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

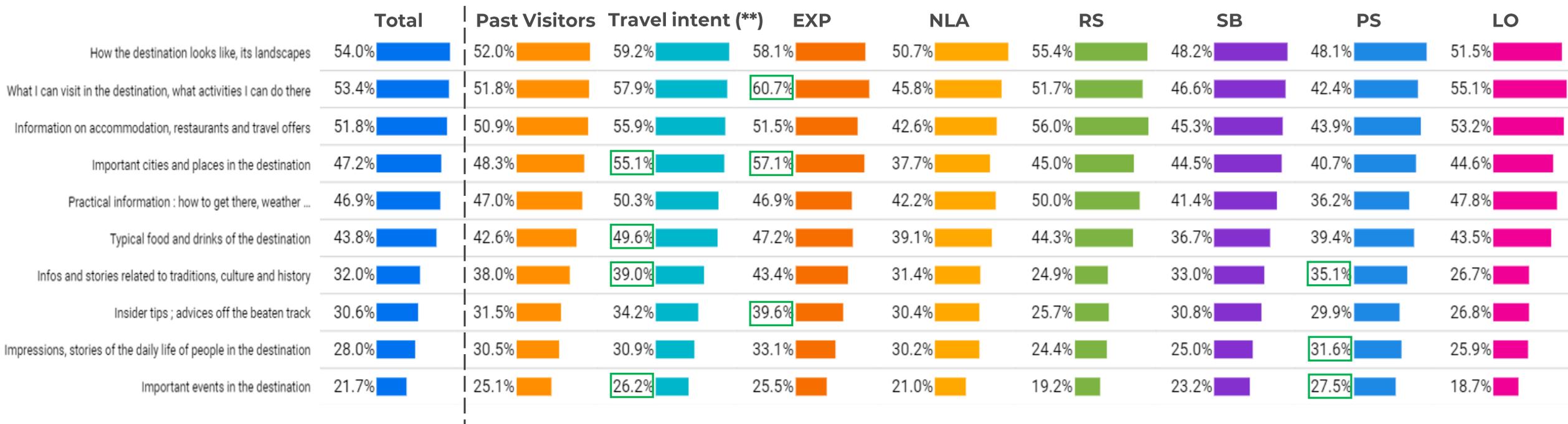
Preferred type of content for travel inspiration - Source Markets



												Average Europe
How the destination looks like, its landscapes	53.8% 	54.4% 	49.6% 	53.9% 	53.9% 	50.4% 	50.3% 	66.8% 	57.3% 	50.9% 	52.5% 	54.0%
What I can visit in the destination, what activities I can do there	44.7% 	51.2% 	50.9% 	52.0% 	48.4% 	58.6% 	48.1% 	72.7% 	57.4% 	47.6% 	55.5% 	53.4%
Information on accommodation, restaurants and travel offers	45.6% 	52.6% 	49.6% 	45.7% 	47.9% 	56.3% 	48.4% 	67.2% 	56.6% 	45.9% 	53.7% 	51.8%
Important cities and places in the destination	44.2% 	46.0% 	49.7% 	47.3% 	43.2% 	49.1% 	38.2% 	61.2% 	48.8% 	44.4% 	46.7% 	47.2%
Practical information : how to get there, weather ...	42.7% 	50.8% 	46.0% 	39.8% 	42.5% 	55.2% 	43.2% 	53.0% 	52.5% 	40.8% 	50.0% 	46.9%
Typical food and drinks of the destination	39.9% 	36.9% 	47.0% 	36.4% 	41.7% 	56.8% 	26.8% 	60.6% 	47.3% 	38.2% 	50.3% 	43.8%
Infos and stories related to traditions, culture and history	34.0% 	26.4% 	-	35.2% 	34.2% 	-	27.3% 	-	-	35.7% 	31.0% 	32.0%
Insider tips ; advices off the beaten track	39.6% 	28.6% 	-	22.0% 	32.9% 	-	32.2% 	-	-	30.8% 	28.0% 	30.6%
Impressions, stories of the daily life of people in the destination	29.0% 	19.6% 	28.7% 	19.4% 	30.5% 	28.8% 	25.2% 	39.4% 	35.4% 	26.0% 	25.7% 	28.0%
Important events in the destination	20.4% 	20.1% 	-	24.6% 	19.4% 	-	19.5% 	-	-	22.1% 	26.1% 	21.7%

Preferred type of content for travel inspiration

— Average **11 European source markets***, past and future visitors – LFT target segments



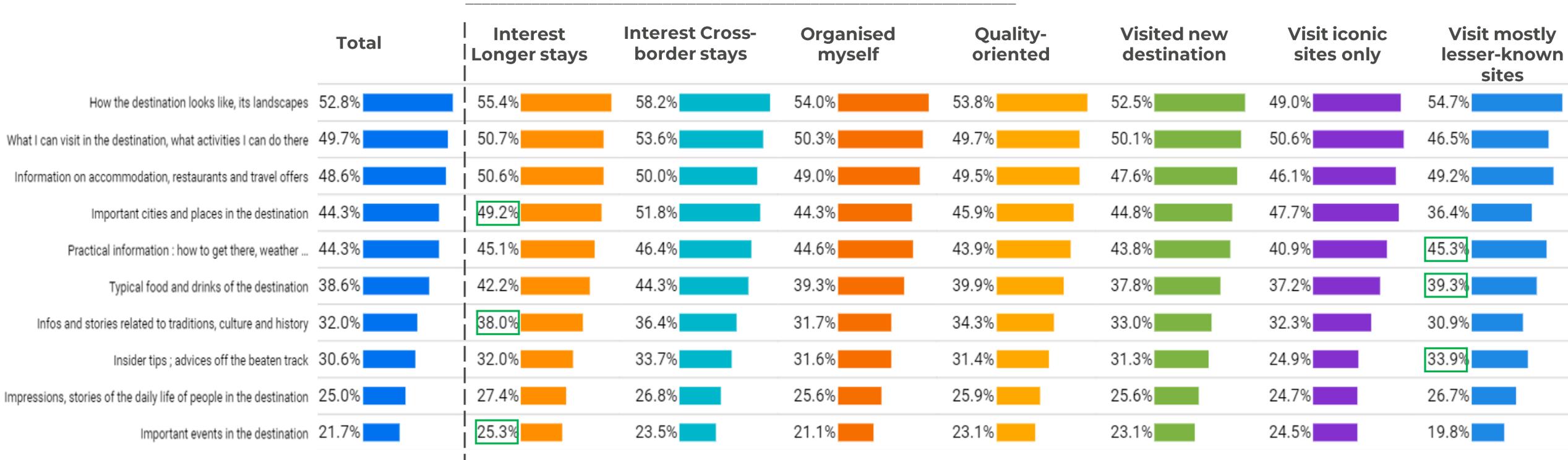
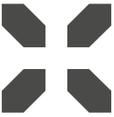
* DE-FR-BE-NL-UK-CH-AT-IE-DK-SE-PT

(**) Travel intent LUX = respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Preferred type of content for travel inspiration

— Average 11 European source markets*, further demand indicators

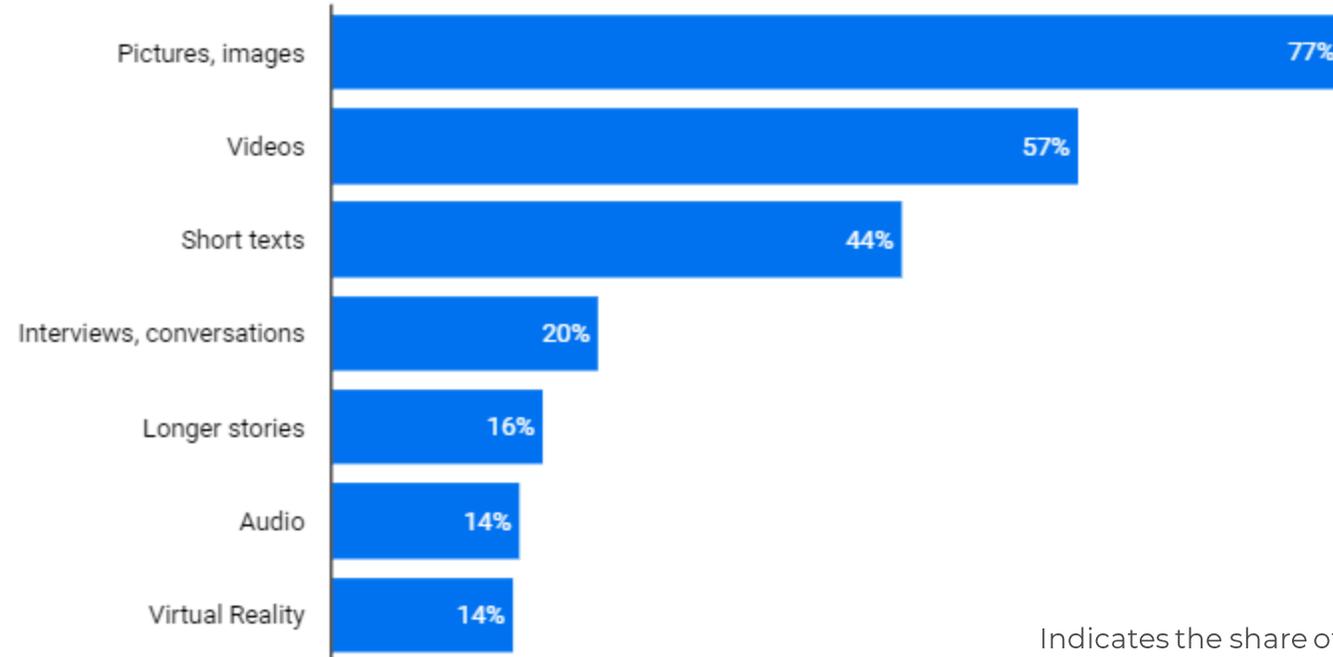


The LFT key target segments and respondents interested in visiting lesser-known sites show the clearest differences with regard to preferences of content for travel inspiration (rather than source markets, past vs. future visitors etc.). Generally, the focus should be on important cities/places, food/drinks, stories, culture/history/traditions, events and (depending on the target group) insider tips.

* DE-FR-BE-NL-UK-CH-AT-IE-DK-SE-PT

Preferred format of content for travel inspiration

 — Average **7 European source markets***



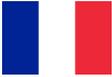
Indicates the share of respondents preferring the respective content format when looking for inspiration/information about holiday destinations.

Percentages by source markets, past visitors, new potential visitors and LFT target segments are presented on the following pages.

* DE-FR-BE-NL-UK-CH-AT

Preferred type of format for travel inspiration - Source Markets



								Average Europe
Pictures, images	78.2%	80.8%	76.4%	79.7%	72.8%	75.6%	78.7%	77.5%
Videos	56.8%	55.1%	57.1%	59.5%	52.7%	59.6%	59.5%	57.2%
Short texts	46.8%	45.3%	34.4%	50.1%	51.4%	44.9%	32.5%	43.6%
Interviews, conversations	19.8%	17.6%	20.7%	20.8%	18.0%	24.0%	22.0%	20.4%
Longer stories	18.2%	12.4%	14.9%	17.4%	13.2%	19.8%	18.1%	16.3%
Audio	15.6%	10.6%	13.4%	17.4%	12.0%	17.8%	14.6%	14.5%
Virtual Reality	12.7%	12.4%	15.8%	13.1%	12.3%	16.8%	14.9%	14.0%

	Total	Past Visitors	Travel intent (*)	EXP	NLA	RS	SB	PS	LO
Pictures, images	77.5%	79.2%	84.6%	78.7%	69.8%	81.0%	72.42%	65.9%	77.8%
Videos	57.2%	58.6%	66.3%	60.3%	52.6%	57.8%	51.23%	57.0%	54.4%
Short texts	43.6%	43.3%	42.5%	45.5%	44.3%	42.1%	47.59%	36.0%	43.7%
Interviews, conversations	20.4%	23.1%	20.6%	22.2%	25.4%	15.9%	23.05%	26.7%	18.8%
Longer stories	16.3%	18.4%	14.2%	17.1%	23.7%	12.0%	18.29%	24.6%	14.2%
Audio	14.5%	16.1%	11.2%	14.5%	20.6%	10.3%	17.26%	27.1%	12.5%
Virtual Reality	14.0%	14.6%	12.6%	13.6%	18.6%	10.4%	15.59%	25.5%	13.7%

(*) Travel intent LUX = respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.



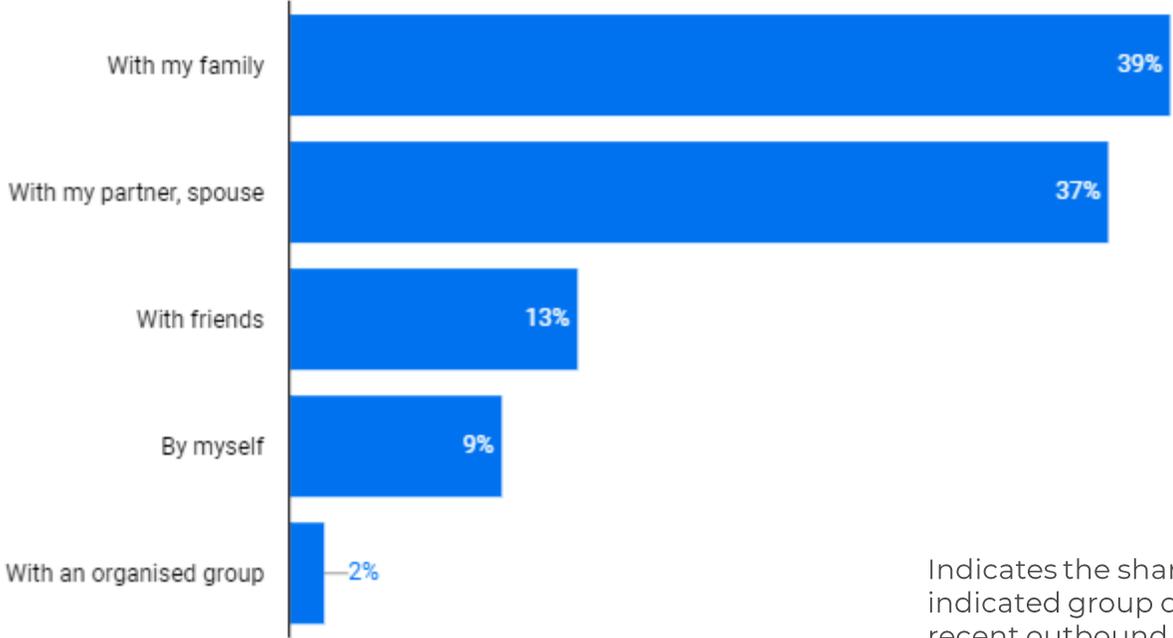
6

Travel party

(not yet available for source markets ES-IT-PL)

Travel party during most recent outbound holiday trip

— Average 11 European source markets*



Indicates the share of respondents having travelled with the indicated group of persons (travel party) during their most recent outbound holiday trip.

Percentages by source markets, past visitors, new potential visitors, LFT target segments, theme interest groups and further demand indicators are presented on the following pages.

* DE-FR-BE-NL-UK-CH-AT-IE-DK-SE-PT

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Travel party during most recent outbound holiday trip

Source markets – past and future visitors – LFT target segments



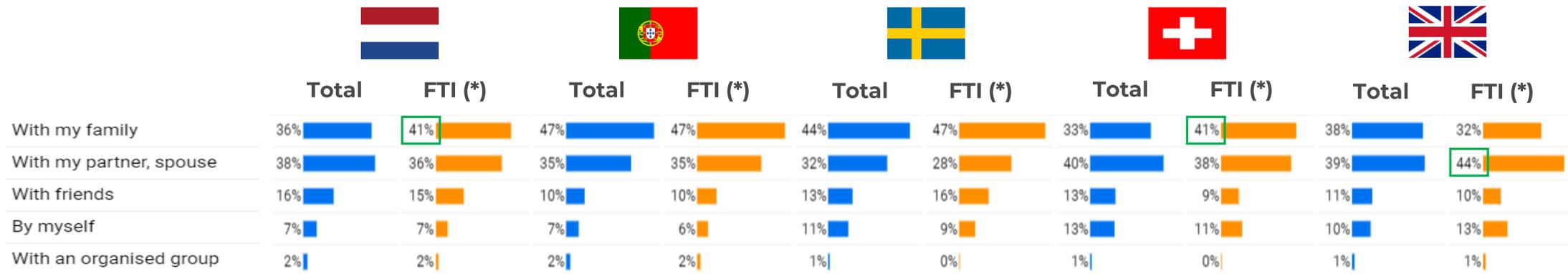
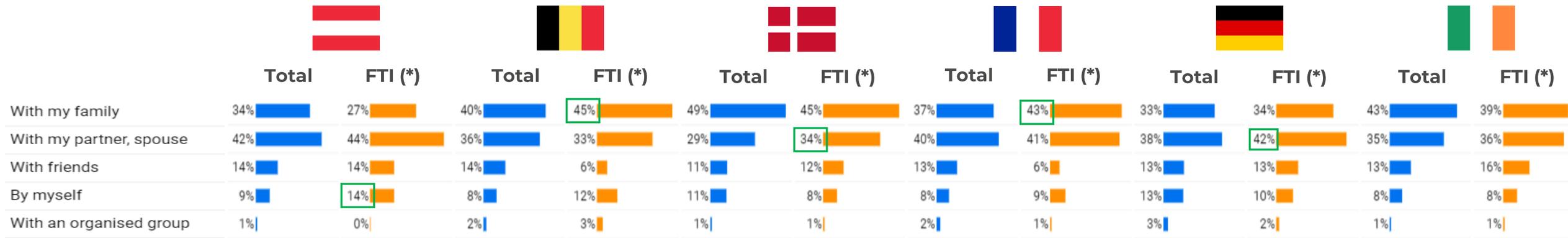
												Average Europe
With my family	34.3%	39.8%	48.5%	36.6%	33.2%	43.1%	36.1%	46.9%	43.7%	32.5%	38.2%	39.4%
With my partner, spouse	41.7%	36.2%	28.9%	40.0%	37.7%	34.7%	38.0%	34.8%	31.8%	39.6%	39.3%	36.6%
With friends	14.0%	14.0%	10.9%	13.2%	13.4%	13.4%	16.4%	9.6%	12.9%	13.4%	11.0%	12.9%
By myself	8.8%	8.2%	10.5%	7.9%	12.9%	7.9%	7.1%	6.8%	10.8%	13.4%	10.1%	9.5%
With an organised group	1.3%	1.9%	1.2%	2.3%	2.8%	0.9%	2.5%	2.0%	0.7%	1.1%	1.4%	1.6%

	Total	Past Visitors	Travel intent (*)	EXP	NLA	RS	SB	PS	LO
With my family	39.4%	36.8%	39.9%	34.3%	35.9%	40.7%	29.9%	38.3%	45.9%
With my partner, spouse	36.6%	40.4%	37.4%	39.1%	35.9%	38.7%	38.4%	33.1%	31.8%
With friends	12.9%	10.3%	11.6%	13.9%	12.7%	11.2%	16.5%	14.2%	12.9%
By myself	9.5%	11.4%	9.8%	10.7%	14.0%	8.6%	12.3%	11.0%	7.7%
With an organised group	1.6%	1.2%	1.2%	2.0%	1.6%	0.9%	2.8%	3.3%	1.7%

(*) Travel intent LUX = respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Travel party during most recent outbound holiday trip

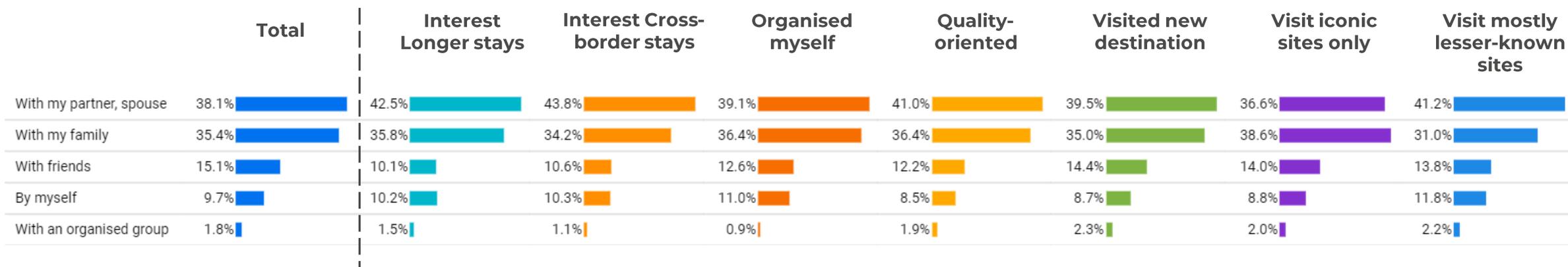
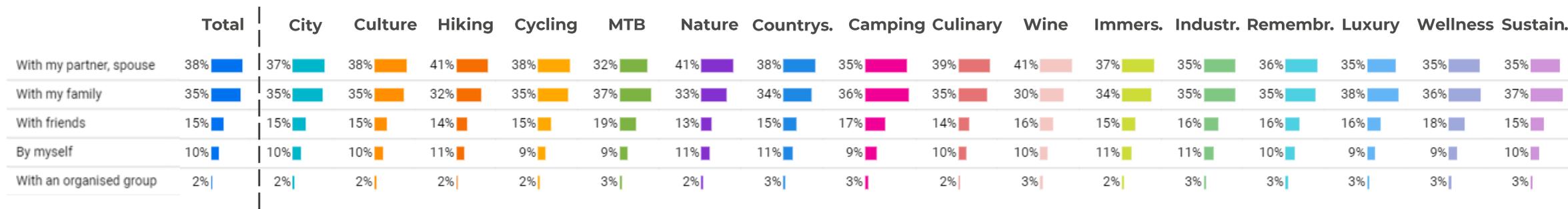
Source markets – total and future visitors



(*) FTI = future travel intent to Luxembourg

Travel party during most recent outbound holiday trip

— Average **11 European source markets***, by theme interest / further demand indicators



* DE-FR-BE-NL-UK-CH-AT-IE-DK-SE-PT



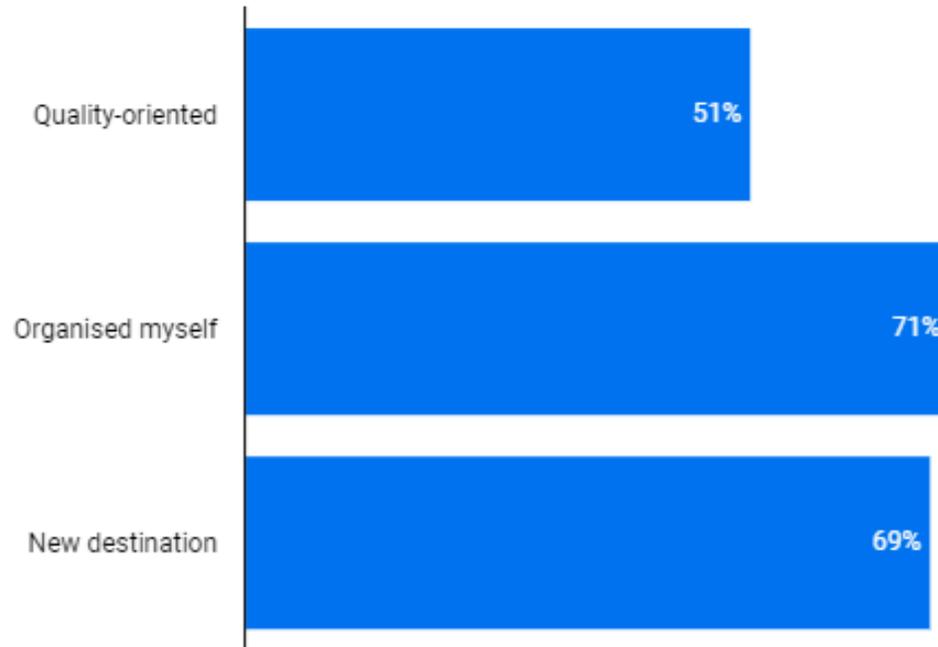
7

**Quality orientation - Mode of organisation -
Destination type**

(not yet available for source markets ES-IT-PL)

Quality orientation - Mode of organisation - Destination type

 — Average **7 European source markets***



Indicates the share of respondents leaning towards quality rather than price, self-organisation and new destinations when travelling abroad:

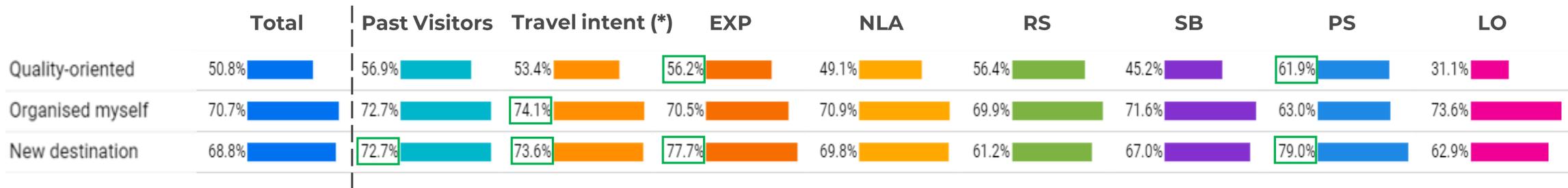
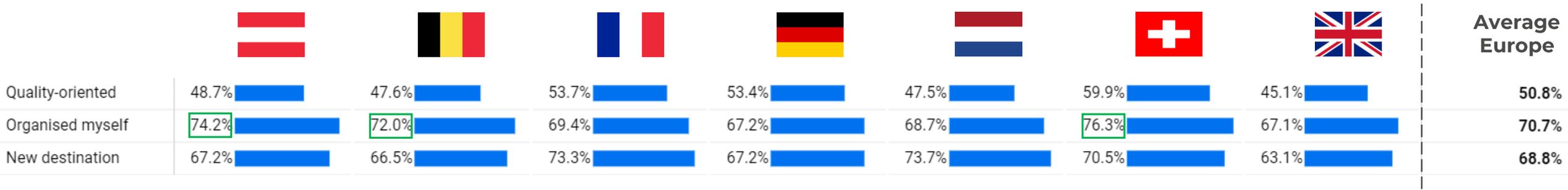
- Quality-oriented : prefer to look for higher quality offers rather than more affordable offers (even if it involves paying a slightly higher price)
- Organised myself : all travel arrangements during the most recent outbound holiday trip were organised by respondents themselves (rather than through a tour operator or agency)
- New destination : respondents travelled to a new, previously unvisited destination during their most recent outbound holiday trip

Percentages by source markets, past visitors, new potential visitors, LFT target segments, theme interest groups and further demand indicators are presented on the following pages.

* DE-FR-BE-NL-UK-CH-AT

Quality orientation - Mode of organisation - Destination type

Source markets – past and future visitors – LFT target segments



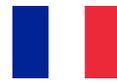
Customer loyalty of Luxembourg visitors tends to become more difficult since both those with past and future visitors, as well as core LFT target segments all reveal above-average shares of preferring new destinations.

Quality orientation is highest among key LFT target segments EXP and PS.

(*) Travel intent LUX = respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Quality orientation - Mode of organisation - Destination type

Source markets – total and future visitors

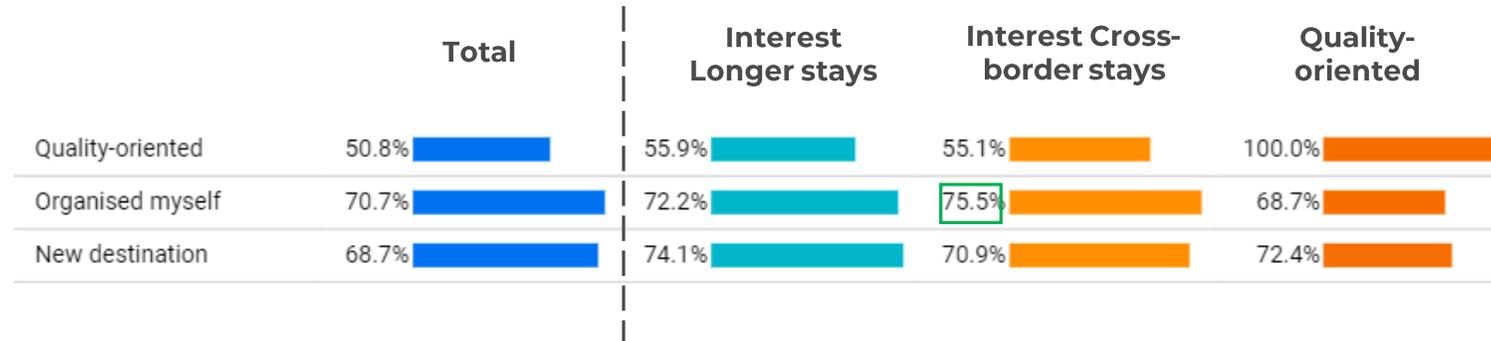
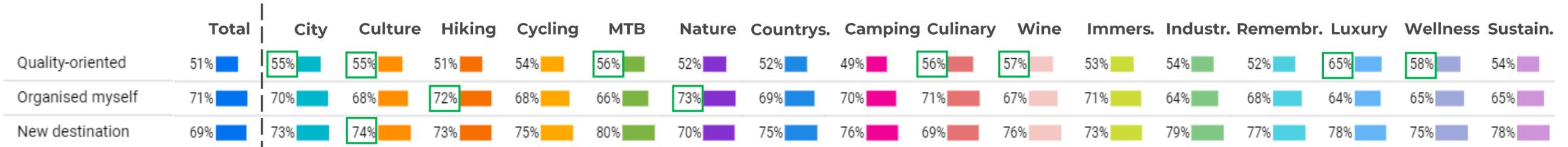


	Luxembourg		Belgium		France		Germany		Netherlands		Switzerland		United Kingdom	
	Total	FTI (*)	Total	FTI (*)	Total	FTI (*)	Total	FTI (*)	Total	FTI (*)	Total	FTI (*)	Total	FTI (*)
Quality-oriented	49%	52%	48%	47%	54%	55%	53%	57%	47%	49%	60%	62%	45%	52%
Organised myself	74%	78%	72%	73%	69%	74%	67%	72%	69%	70%	76%	82%	67%	70%
New destination	67%	70%	67%	71%	73%	81%	67%	72%	74%	77%	70%	71%	63%	74%

(*) FTI = future travel intent to Luxembourg

Quality orientation - Mode of organisation - Destination type

— Average **7 European source markets***, by theme interest / further demand indicators



* DE-FR-BE-NL-UK-CH-AT



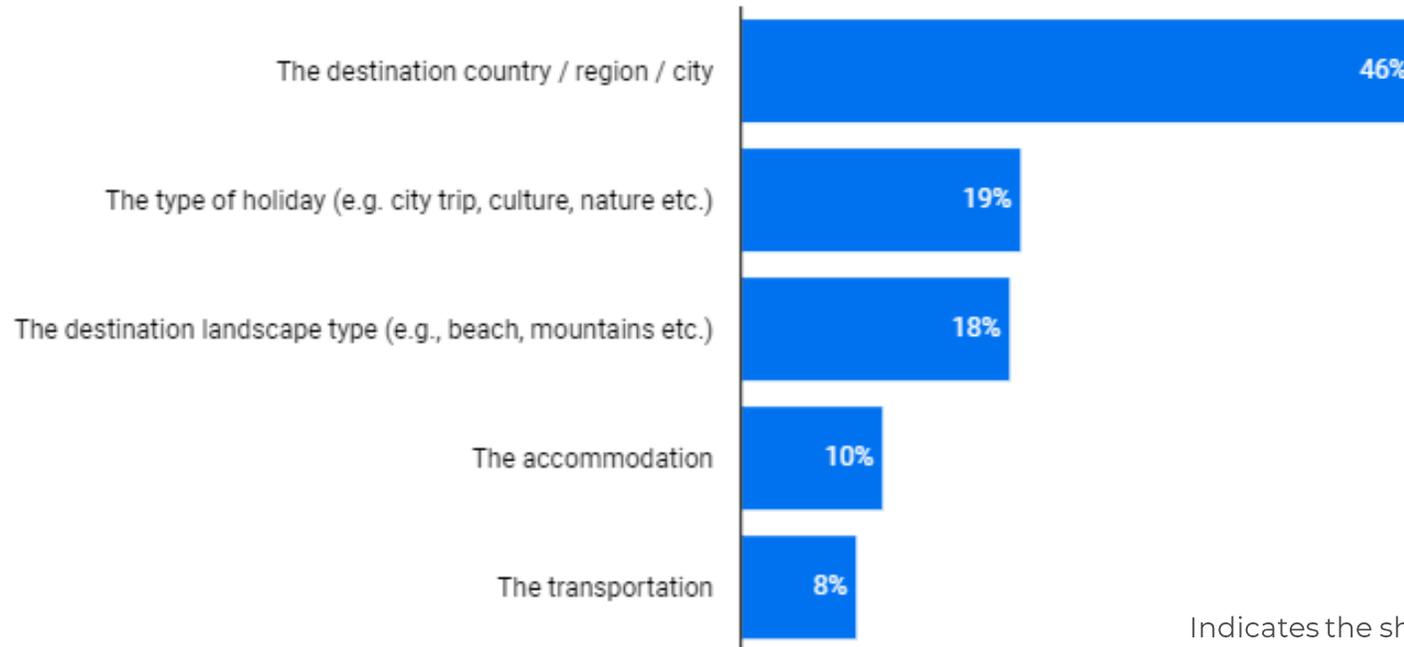
8

Decision steps

(not yet available for source markets ES-IT-PL)

Decision steps

— Average **7 European source markets***



Indicates the shares of respondents by decision steps in the travel process, i.e. what elements of the trips were decided first during the most recent outbound holiday trip.

Percentages by source markets, past visitors, new potential visitors, LFT target segments, theme interest groups and further demand indicators are presented on the following pages.

* DE-FR-BE-NL-UK-CH-AT

Decision steps

Source markets – past and future visitors – LFT target segments



								Average Europe
The destination country / region / city	42.7% 	50.1% 	46.5% 	44.7% 	44.0% 	42.3% 	49.3% 	45.6%
The type of holiday (e.g. city trip, culture, nature etc.)	21.3% 	17.4% 	15.4% 	17.2% 	21.8% 	19.3% 	20.1% 	18.9%
The destination landscape type (e.g., beach, mountains etc.)	20.1% 	13.7% 	16.5% 	22.3% 	16.9% 	20.7% 	16.5% 	18.1%
The accommodation	9.4% 	9.2% 	10.3% 	9.7% 	11.0% 	10.0% 	7.2% 	9.5%
The transportation	6.6% 	9.7% 	11.4% 	6.2% 	6.4% 	7.7% 	6.9% 	7.8%

	Total	Past Visitors	Travel intent (*)	EXP	NLA	RS	SB	PS	LO
The destination country / region / city	45.6% 	45.9% 	48.2% 	49.8% 	36.5% 	48.1% 	40.5% 	33.2% 	44.8% 
The type of holiday (e.g. city trip, culture, nature etc.)	18.9% 	20.3% 	19.6% 	21.0% 	20.6% 	14.7% 	25.7% 	22.7% 	17.8% 
The destination landscape type (e.g., beach, mountains etc.)	18.1% 	18.0% 	18.7% 	15.4% 	23.8% 	19.3% 	15.7% 	23.3% 	17.9% 
The accommodation	9.5% 	8.7% 	7.1% 	7.1% 	10.0% 	10.2% 	10.1% 	10.4% 	11.3% 
The transportation	7.8% 	7.1% 	6.5% 	6.7% 	9.1% 	7.6% 	8.0% 	10.4% 	8.3% 

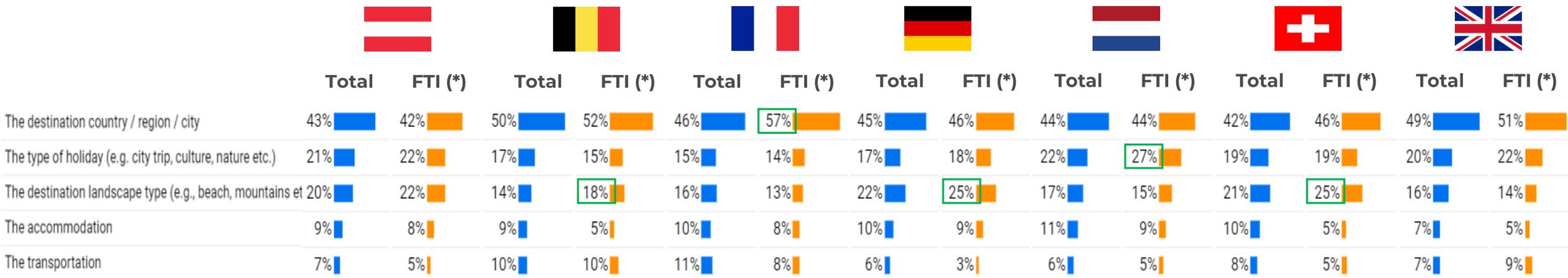
There will be increasing competition with other destinations with regard to new potential travelers and EXP, as they are more likely to choose the destination first. However, the share of those who decide on the type of holiday first is also higher among new potential travellers (and past visitors). Here, it will be easier to enter the relevant destination set for a particular activity. New potential travellers are also a segment where the destination landscape is often the decision trigger. Type of holiday and destination landscape are both more important for NLA and PS, type of holiday also for EXP. This emphasises the importance of community marketing.

Accommodation is rarely the trigger in holiday choice among both past and future potential visitors to Luxembourg, possibly due to a lack of exceptional accommodation that could serve as a driver for destination choice.

(*) Travel intent LUX = respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Decision steps

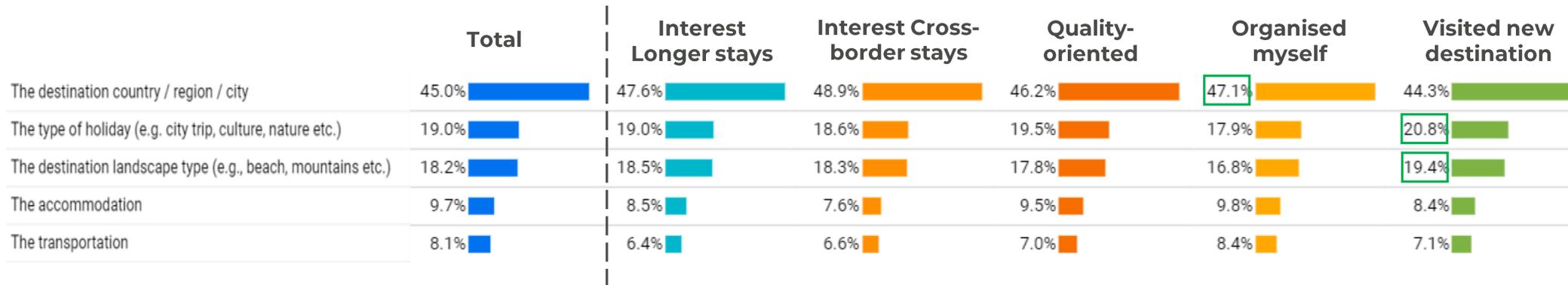
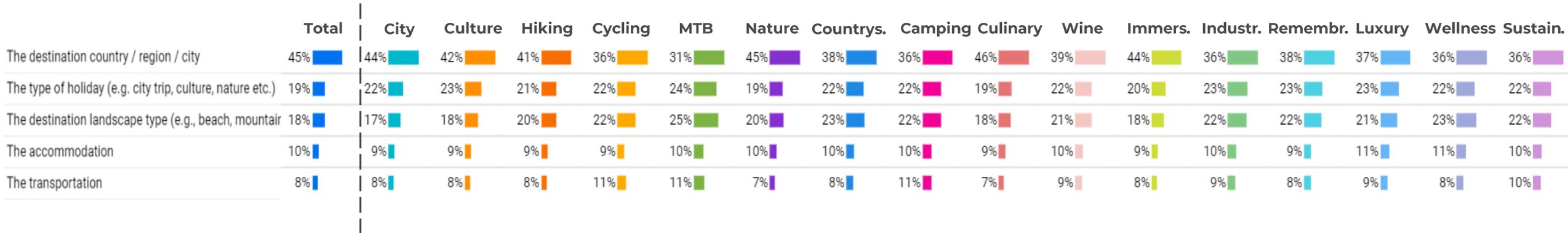
Source markets – total and future visitors



(*) FTI = future travel intent to Luxembourg

Decision steps

— Average **7 European source markets***, by theme interest / further demand indicators



* DE-FR-BE-NL-UK-CH-AT

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.



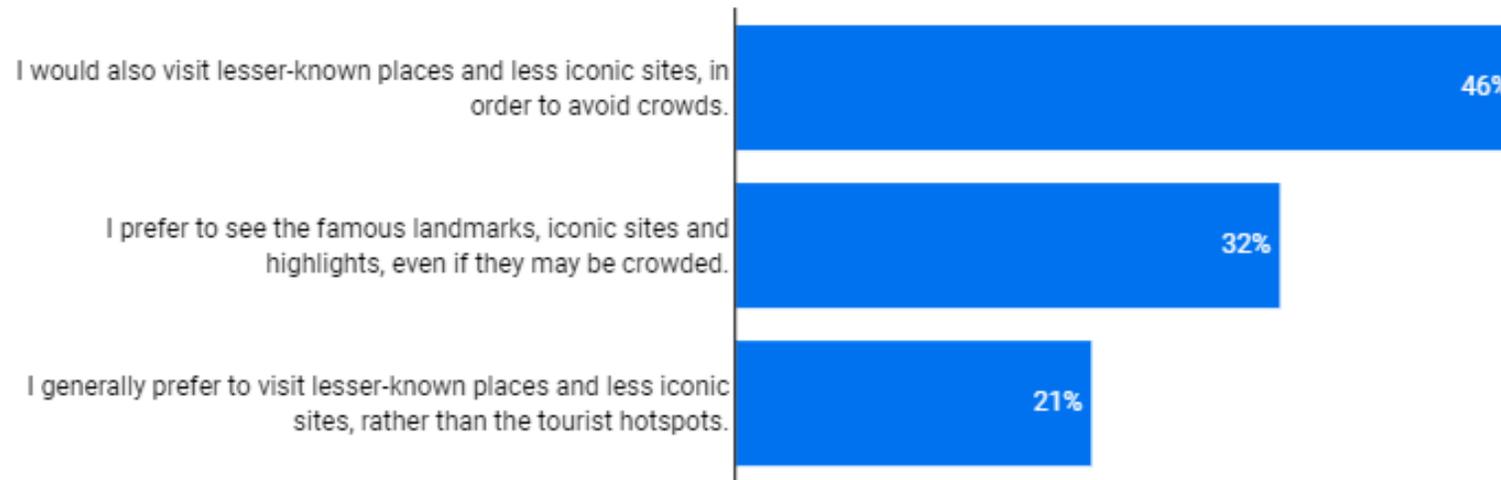
9

Sustainability

(not yet available for source markets ES-IT-PL)

Preference for iconic sites vs. lesser-known sites

 — Average **7 European source markets***



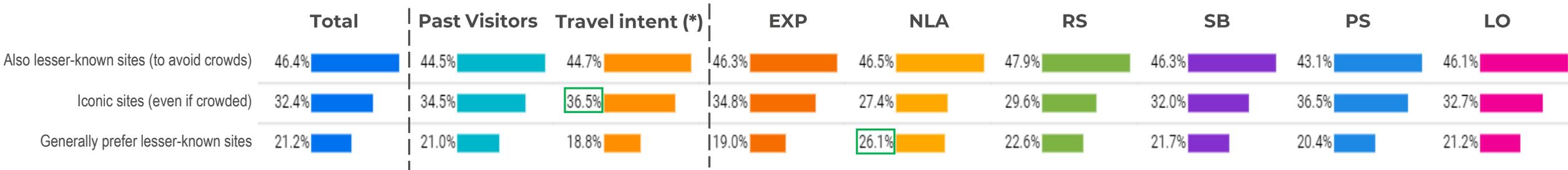
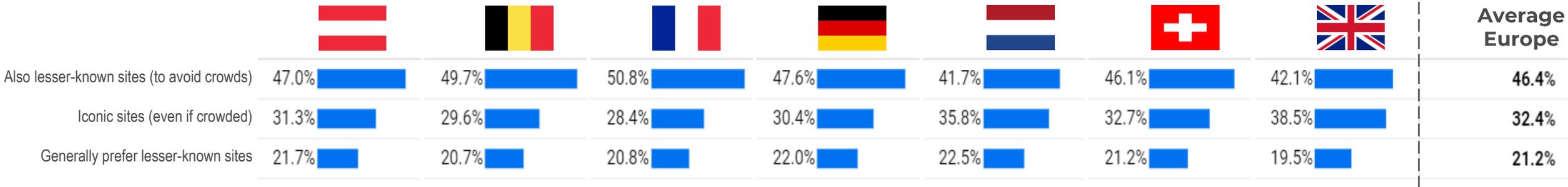
Indicates the share of respondents who prefer visiting either more iconic or lesser-known sites (also taking into account visitor crowding levels). Results refer to travel preferences in general, regardless of a specific trip or destination.

Percentages by source markets, past visitors, new potential visitors, LFT target segments, theme interest groups and further demand indicators are presented on the following pages.

* DE-FR-BE-NL-UK-CH-AT

Preference for iconic sites vs. lesser-known sites

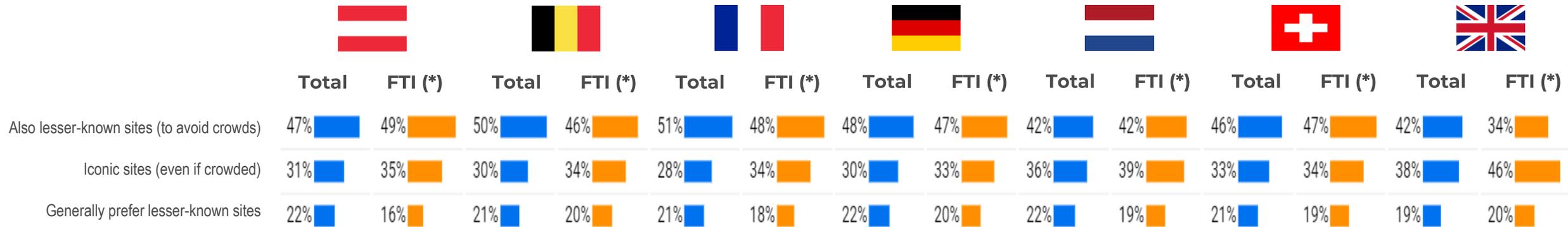
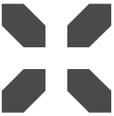
Source markets – past and future visitors – LFT target segments



(*) Travel intent LUX = respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Preference for iconic sites vs. lesser-known sites

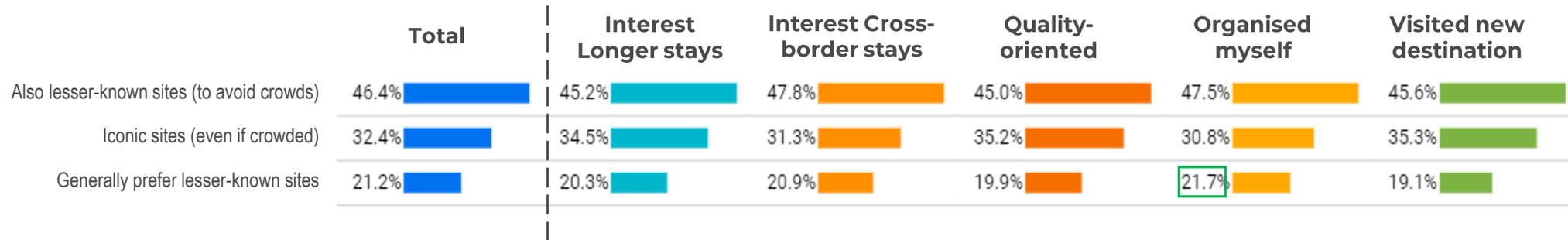
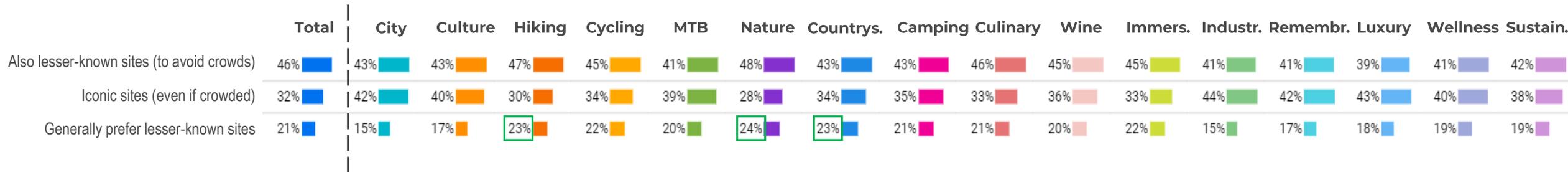
Source markets – total and future visitors



(*) FTI = future travel intent to Luxembourg

Preference for iconic sites vs. lesser-known sites

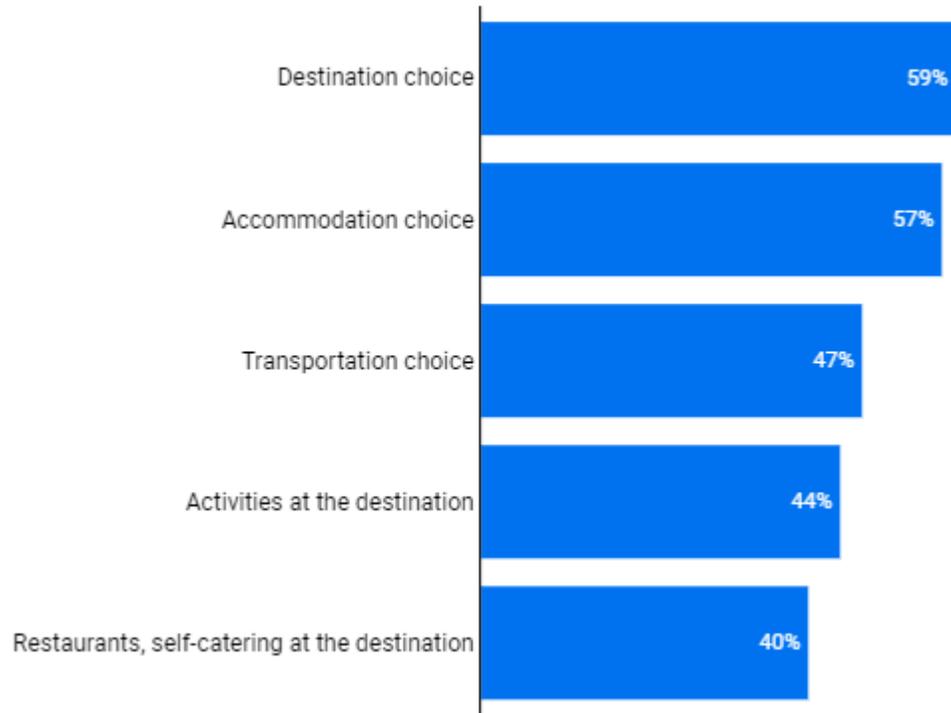
— Average **7 European source markets***, by theme interest / further demand indicators



* DE-FR-BE-NL-UK-CH-AT

Sustainability aspects

— Average 7 European source markets*



Left chart : indicates the shares of respondents claiming that sustainability considerations were important with regard to the indicated trip components during their most recent outbound holiday trip.

Right chart : indicates the shares of respondents claiming which aspects could convince them to pay more heed to sustainability when travelling in the future.

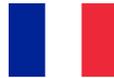
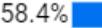
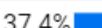
* DE-FR-BE-NL-UK-CH-AT

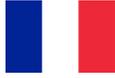
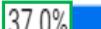
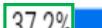
Percentages by source markets, past visitors, new potential visitors, LFT target segments, theme interest groups and further demand indicators are presented on the following pages.

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Sustainability aspects - Source Markets



								Average Europe
Destination choice	53.0% 	57.1% 	74.1% 	60.1% 	47.8% 	58.4% 	59.1% 	58.5%
Accommodation choice	57.9% 	53.1% 	64.1% 	61.7% 	45.9% 	57.7% 	56.6% 	56.7%
Transportation choice	48.4% 	46.0% 	52.1% 	47.0% 	43.0% 	45.1% 	47.8% 	47.1%
Activities at the destination	46.8% 	40.7% 	52.0% 	47.7% 	40.4% 	44.1% 	38.2% 	44.3%
Restaurants, self-catering at the destination	53.4% 	33.4% 	34.4% 	50.2% 	30.3% 	43.6% 	37.4% 	40.4%

								Average Europe
Better prices of sustainable offers	50.5% 	56.1% 	54.1% 	50.1% 	50.1% 	47.2% 	54.6% 	51.8%
Sustainable offers that are more compatible with my holiday wishes	35.9% 	32.5% 	33.8% 	37.0% 	35.2% 	39.3% 	34.3% 	35.5%
Better and easier to find information on sustainable offers	35.0% 	27.1% 	27.5% 	37.0% 	29.3% 	34.6% 	37.0% 	32.5%
If benefits and advantages of sustainable offers were more recognisable	32.9% 	27.0% 	26.7% 	35.1% 	30.1% 	35.2% 	34.4% 	31.6%
Higher quality sustainable offers and experiences	30.2% 	25.8% 	30.9% 	35.9% 	23.8% 	37.2% 	30.8% 	30.7%
Better convenience to organise / book sustainable offers	29.9% 	26.5% 	29.5% 	31.2% 	24.2% 	33.1% 	27.7% 	28.9%
I am generally not interested in sustainable travel	8.1% 	10.4% 	9.2% 	6.9% 	11.6% 	7.0% 	9.2% 	8.9%

Sustainability aspects

— Average 7 European source markets*, past and future visitors – LFT target segments



	Total	Past Visitors	Travel intent (**)	EXP	NLA	RS	SB	PS	LO
Destination choice	58.5%	63.3%	63.6%	60.3%	57.8%	59.0%	52.8%	63.7%	55.0%
Accommodation choice	56.7%	60.2%	61.9%	54.5%	53.6%	62.1%	50.3%	55.0%	56.1%
Transportation choice	47.1%	51.5%	51.6%	46.0%	47.0%	48.1%	49.1%	46.5%	48.2%
Activities at the destination	44.3%	46.4%	47.1%	50.3%	47.7%	37.6%	44.3%	52.7%	41.3%
Restaurants, self-catering at the destination	40.4%	41.0%	43.7%	37.7%	36.9%	44.3%	37.5%	45.0%	39.3%
Better prices of sustainable offers	51.8%	50.3%	57.7%	52.7%	46.5%	52.1%	47.9%	41.9%	57.5%
Sustainable offers that are more compatible with my holiday wishes	35.5%	39.8%	35.3%	40.2%	37.7%	33.6%	31.0%	38.5%	30.8%
Better and easier to find information on sustainable offers	32.5%	35.4%	36.6%	36.8%	35.7%	29.0%	32.6%	33.4%	29.3%
If benefits and advantages of sustainable offers were more recognisable	31.6%	34.3%	32.7%	33.0%	33.8%	28.8%	31.1%	34.8%	30.8%
Higher quality sustainable offers and experiences	30.7%	35.8%	34.5%	34.1%	31.2%	29.5%	28.1%	37.4%	24.4%
Better convenience to organise / book sustainable offers	28.9%	30.8%	32.5%	31.2%	29.5%	25.3%	28.8%	34.1%	28.2%
I am generally not interested in sustainable travel	8.9%	8.2%	5.5%	6.3%	8.2%	11.8%	10.3%	7.5%	9.8%

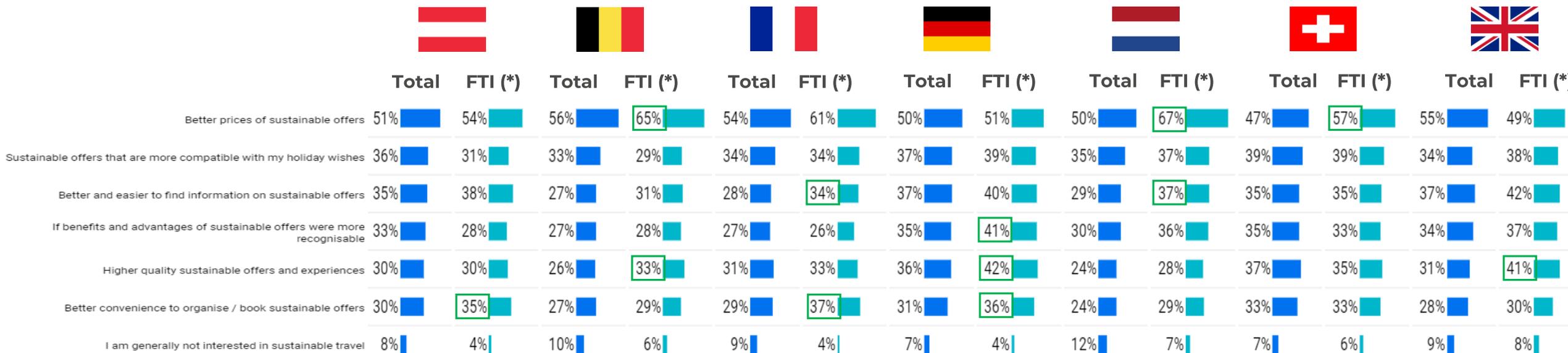
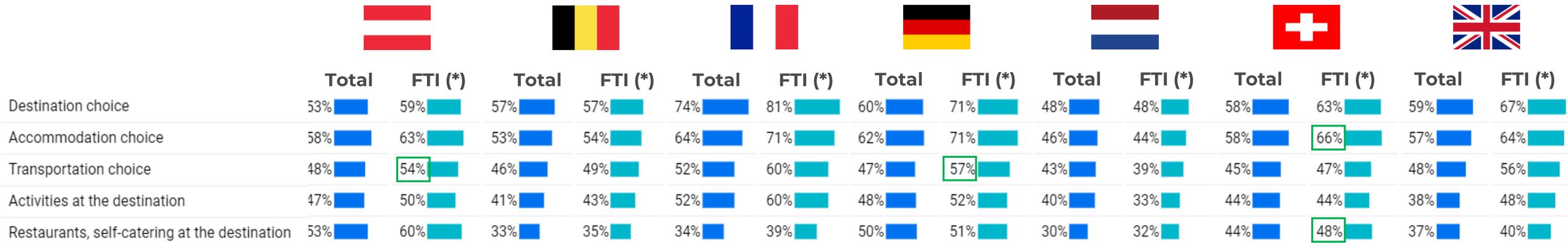
* DE-FR-BE-NL-UK-CH-AT

(**) Travel intent LUX = respondents willing to travel to Luxembourg within the next 3 years and without previous visiting experience.

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Sustainability aspects

— Average 7 European source markets, total and future visitors



(*) FTI = future travel intent to Luxembourg

Sustainability aspects

— Average 7 European source markets*, by theme interest



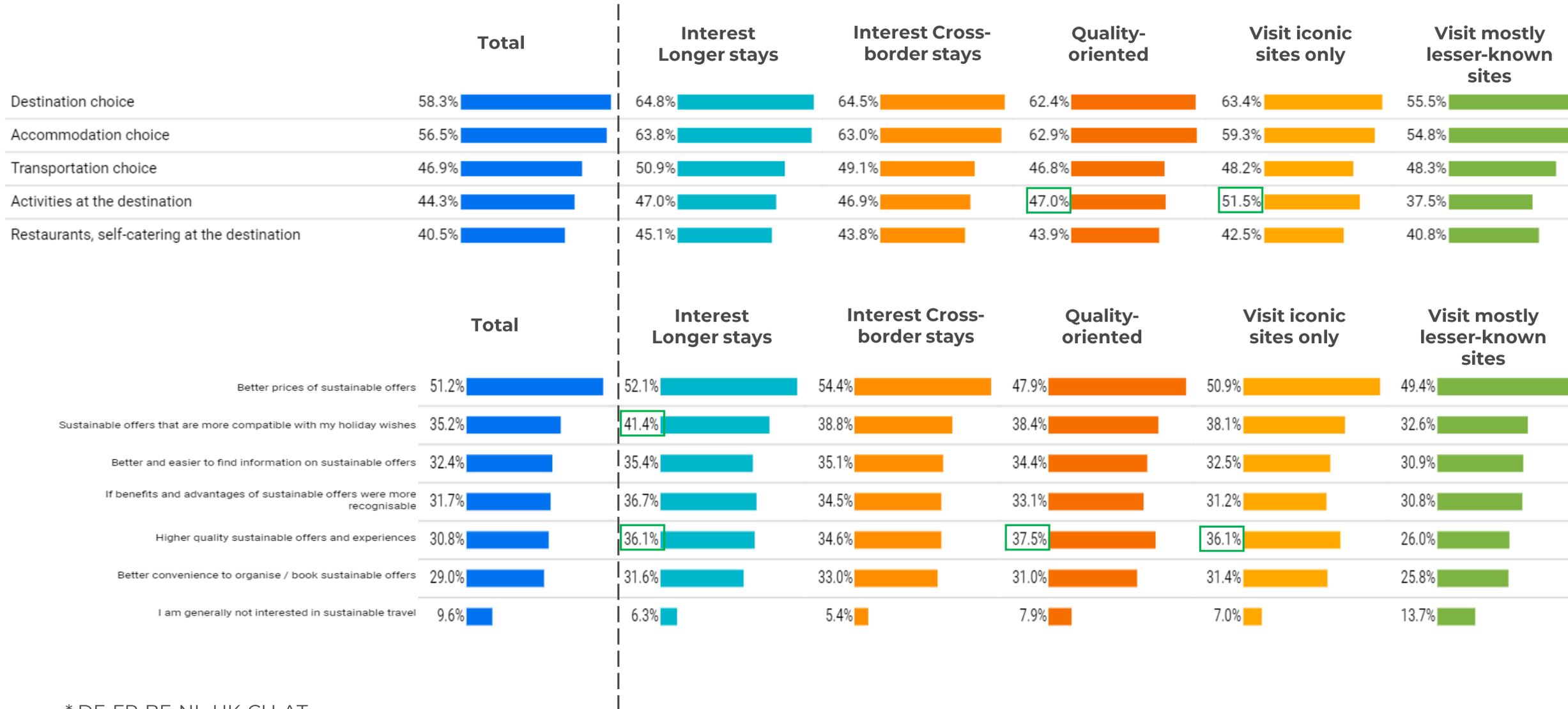
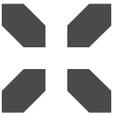
	Total	City	Culture	Hiking	Cycling	MTB	Nature	Countrys.	Camping	Culinary	Wine	Immers.	Industr.	Remembr.	Luxury	Wellness	Sustain.
Destination choice	58%	63%	66%	61%	64%	67%	61%	65%	64%	62%	66%	64%	67%	67%	68%	66%	72%
Accommodation choice	57%	61%	60%	58%	60%	58%	59%	61%	58%	62%	61%	60%	59%	59%	66%	64%	64%
Transportation choice	47%	50%	51%	50%	51%	48%	51%	51%	50%	50%	51%	50%	51%	51%	50%	52%	54%
Activities at the destination	44%	53%	55%	52%	56%	62%	49%	55%	55%	48%	52%	53%	59%	58%	55%	56%	58%
Restaurants, self-catering at the destination	41%	45%	45%	43%	46%	47%	42%	48%	43%	49%	51%	47%	50%	49%	51%	53%	52%
	Total	City	Culture	Hiking	Cycling	MTB	Nature	Countrys.	Camping	Culinary	Wine	Immers.	Industr.	Remembr.	Luxury	Wellness	Sustain.
Better prices of sustainable offers	51%	52%	50%	50%	46%	46%	53%	49%	46%	52%	48%	52%	46%	48%	48%	48%	49%
Sustainable offers that are more compatible with my holiday wishes	35%	37%	39%	38%	38%	39%	37%	37%	37%	37%	37%	39%	39%	39%	37%	37%	41%
Better and easier to find information on sustainable offers	32%	35%	37%	36%	37%	37%	36%	36%	36%	34%	35%	36%	38%	37%	34%	34%	39%
If benefits and advantages of sustainable offers were more recognisable	32%	33%	35%	34%	36%	37%	33%	35%	33%	32%	35%	34%	37%	34%	33%	34%	36%
Higher quality sustainable offers and experiences	31%	34%	35%	33%	36%	39%	32%	34%	33%	33%	35%	34%	38%	37%	40%	38%	39%
Better convenience to organise / book sustainable offers	29%	32%	33%	32%	35%	36%	30%	33%	35%	30%	32%	32%	36%	35%	33%	34%	36%
I am generally not interested in sustainable travel	10%	8%	7%	7%	6%	6%	7%	6%	7%	9%	7%	7%	6%	7%	7%	7%	-

* DE-FR-BE-NL-UK-CH-AT

Source: LFT Brand & Potential Studies 2023-2024, except data for ES/IT/PL: Destination Brand/Inspektour.

Sustainability aspects

— Average 7 European source markets*, by further demand indicators



* DE-FR-BE-NL-UK-CH-AT



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