



Luxembourg for Tourism  
**Key tourism figures**  
**Luxembourg**  
**2024**



# **Arrivals & nights in paid accommodation**

# Nights in paid accommodation

2024 and 2018-2024

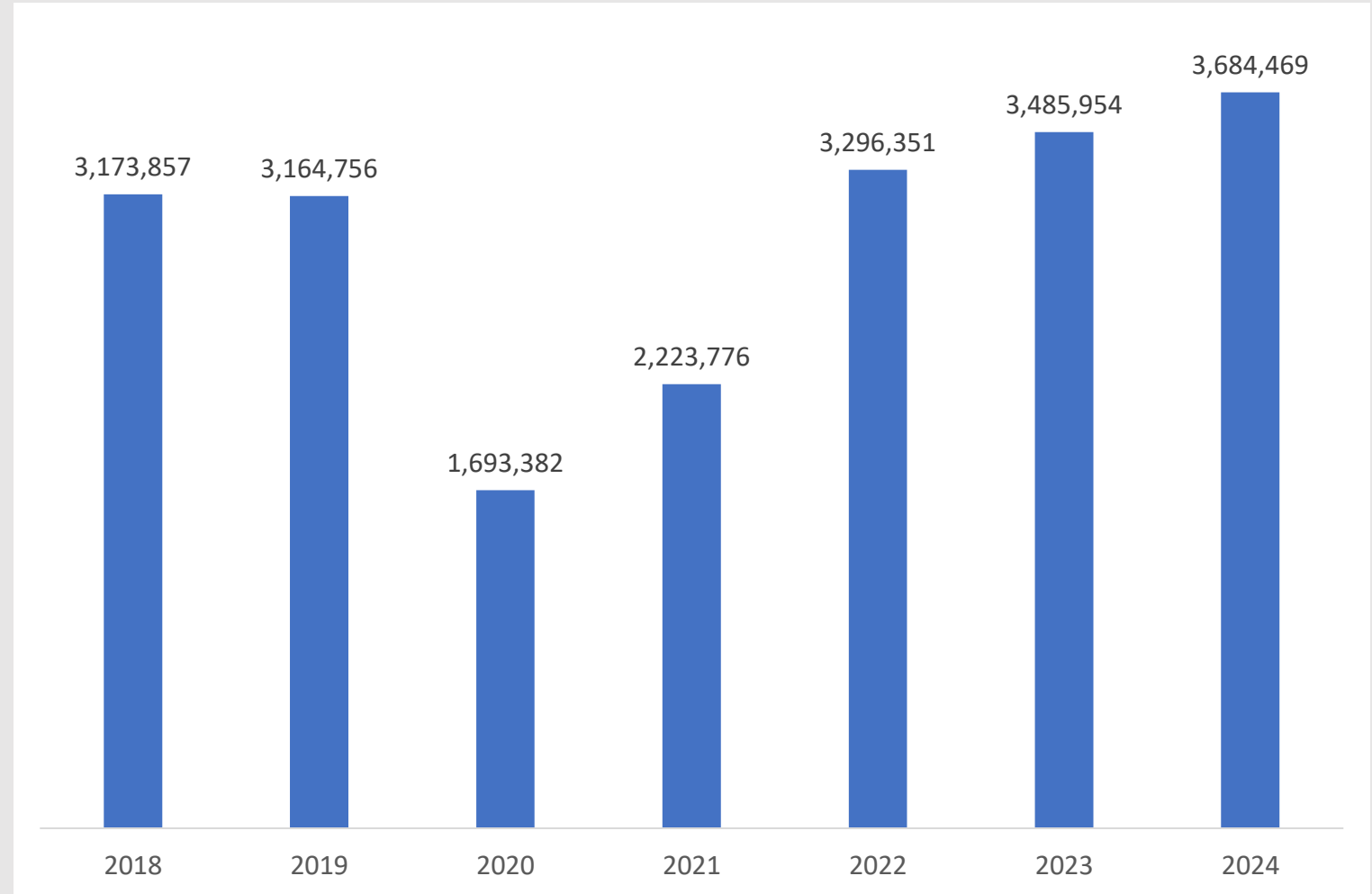


**Nights,  
paid accommodation, 2024**



**+6% (vs. 2023)**

**+16% (vs. 2019)**



# Arrivals in paid accommodation

2024 and 2018-2024

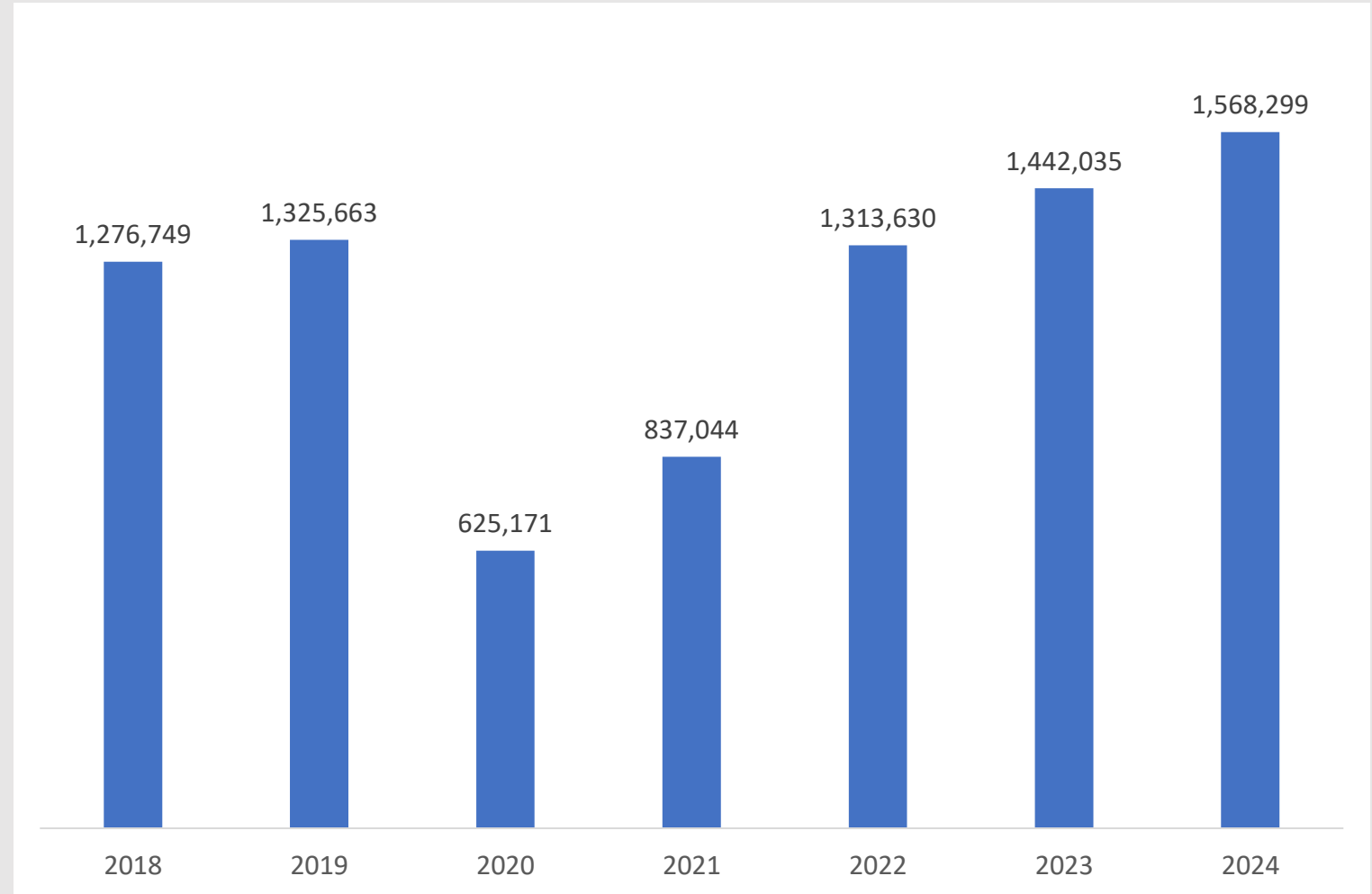


Arrivals,  
paid accommodation, 2024



**+9%** (vs. 2023)

**+18%** (vs. 2019)



# Length of stay, paid accommodation

2024 and 2018-2024

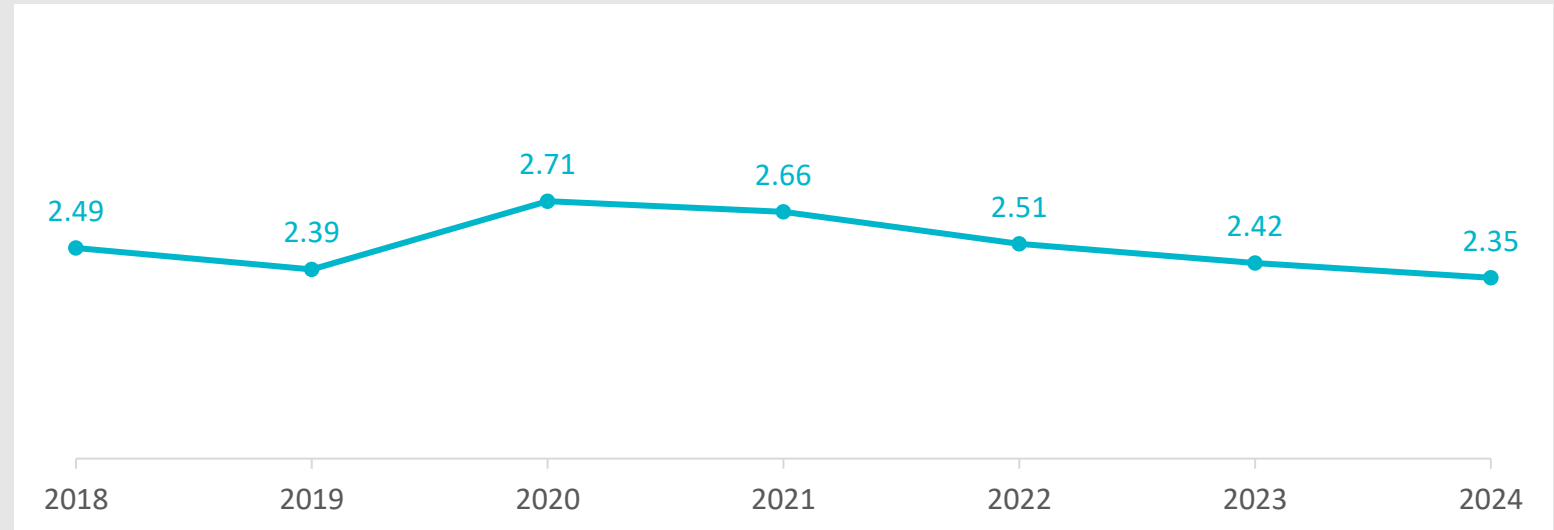


Average length of stay,  
paid accommodation, 2024



-0.07 nights (vs. 2023)

-0.04 nights (vs. 2019)



# Nights & arrivals in paid accommodation

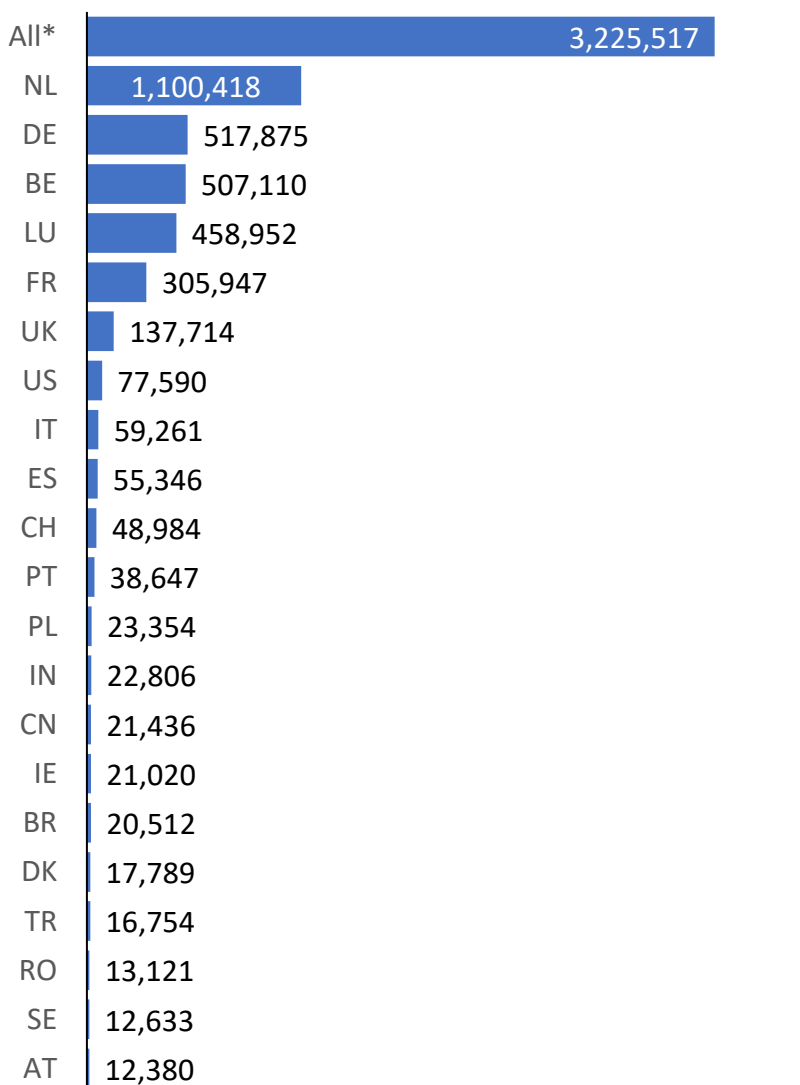
Countries of origin, 2024



## Nights, paid accommodation, 2024

vs. 2023 vs. 2019

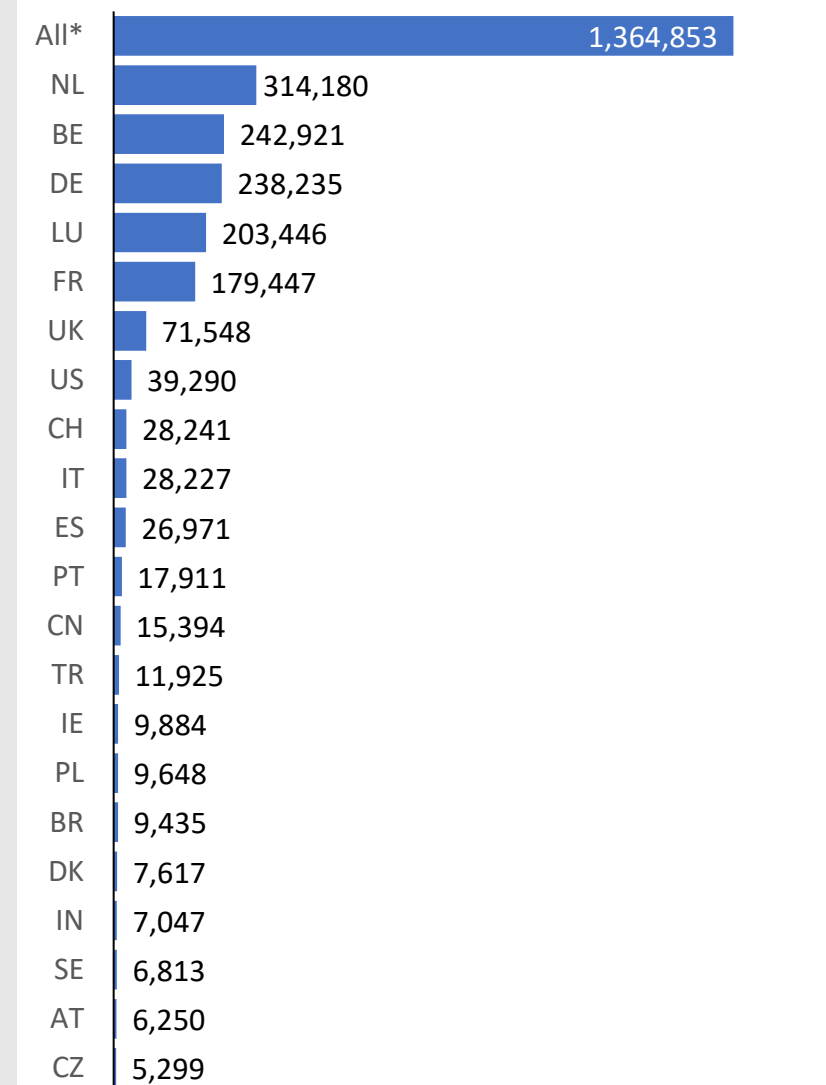
+7%	+15%
+11%	+37%
-1%	+24%
+7%	-4%
-3%	+25%
+5%	-2%
+5%	+6%
+21%	+35%
+11%	-25%
+7%	+25%
+9%	+30%
-1%	+28%
-9%	+2%
+26%	-12%
+37%	-24%
3%	+48%
+20%	+38%
+7%	+23%
+1%	+68%
+11%	-1%
+9%	+15%
-10%	8%



vs. 2023 vs. 2019

+8%	+15%
+16%	+38%
+7%	-4%
+3%	+18%
+11%	+46%
+10%	+2%
+2%	+10%
+21%	+50%
+8%	+34%
+6%	-5%
+4%	+17%
+2%	+50%
+43%	-19%
+3%	+100%
-2%	+46%
-4%	+14%
+17%	+43%
+0%	+24%
+54%	+83%
+4%	+7%
-8%	+2%
-1%	+34%

## Arrivals, paid accommodation, 2024



(\*) all inbound.

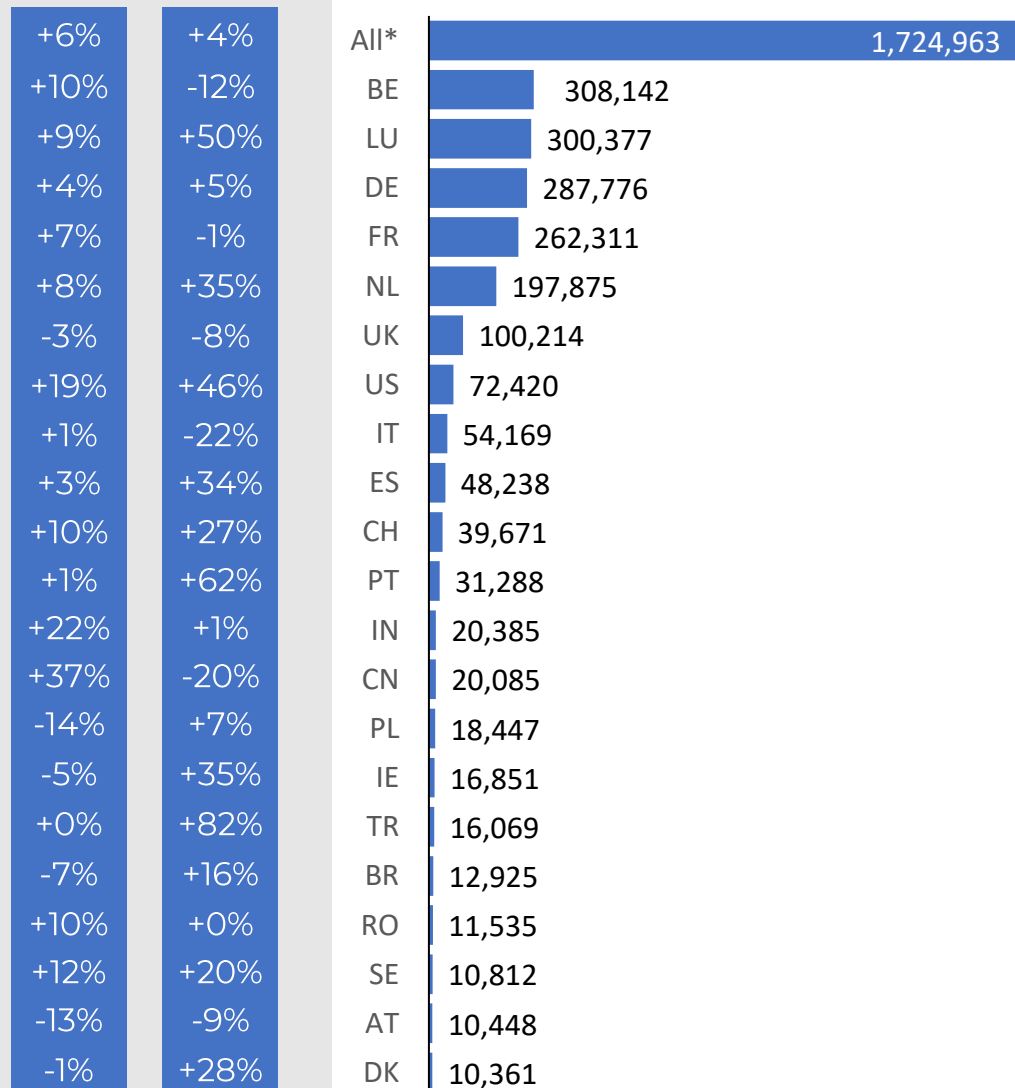
# Nights & arrivals in hotels

## Countries of origin, 2024



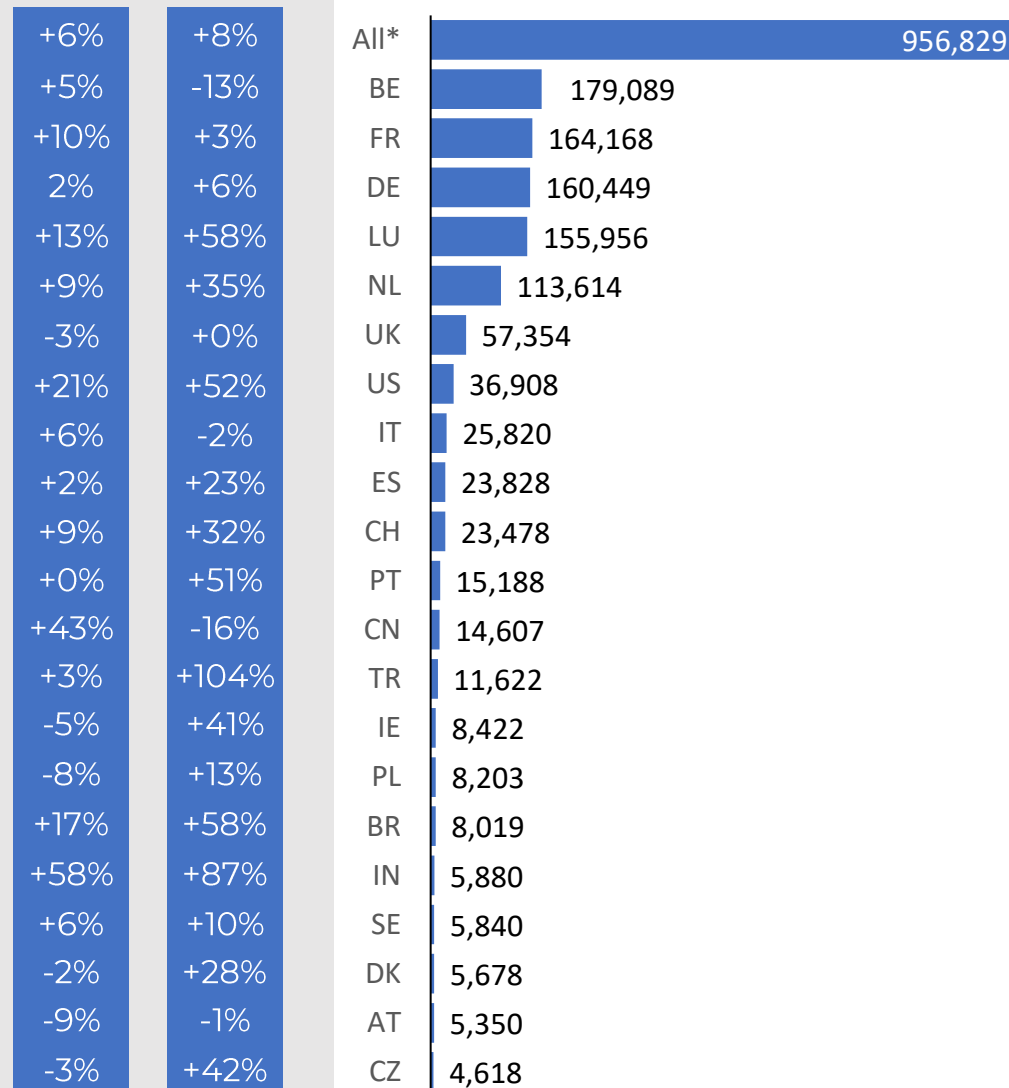
vs. 2023 vs. 2019

### Nights, hotels, 2024



vs. 2023 vs. 2019

### Arrivals, hotels, 2024



(\*) all inbound.

Source: Statec

# Nights & arrivals in campings

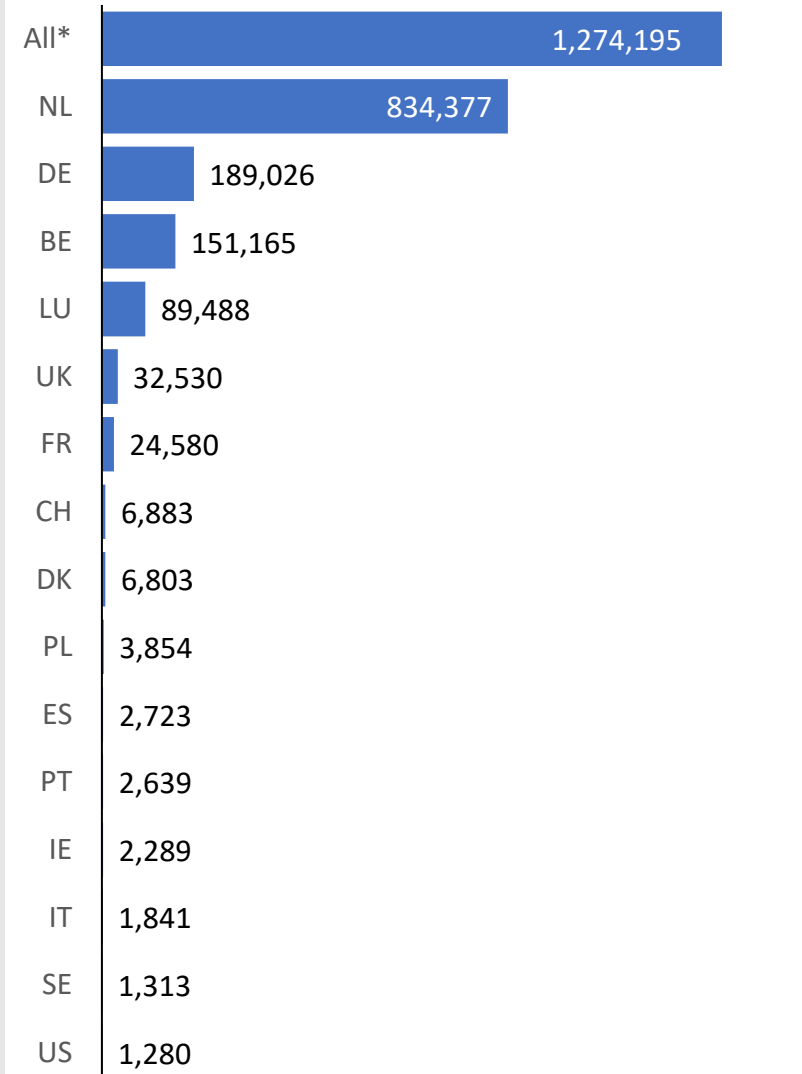
## Countries of origin, 2024



vs. 2023 vs. 2019

### Nights, campings, 2024

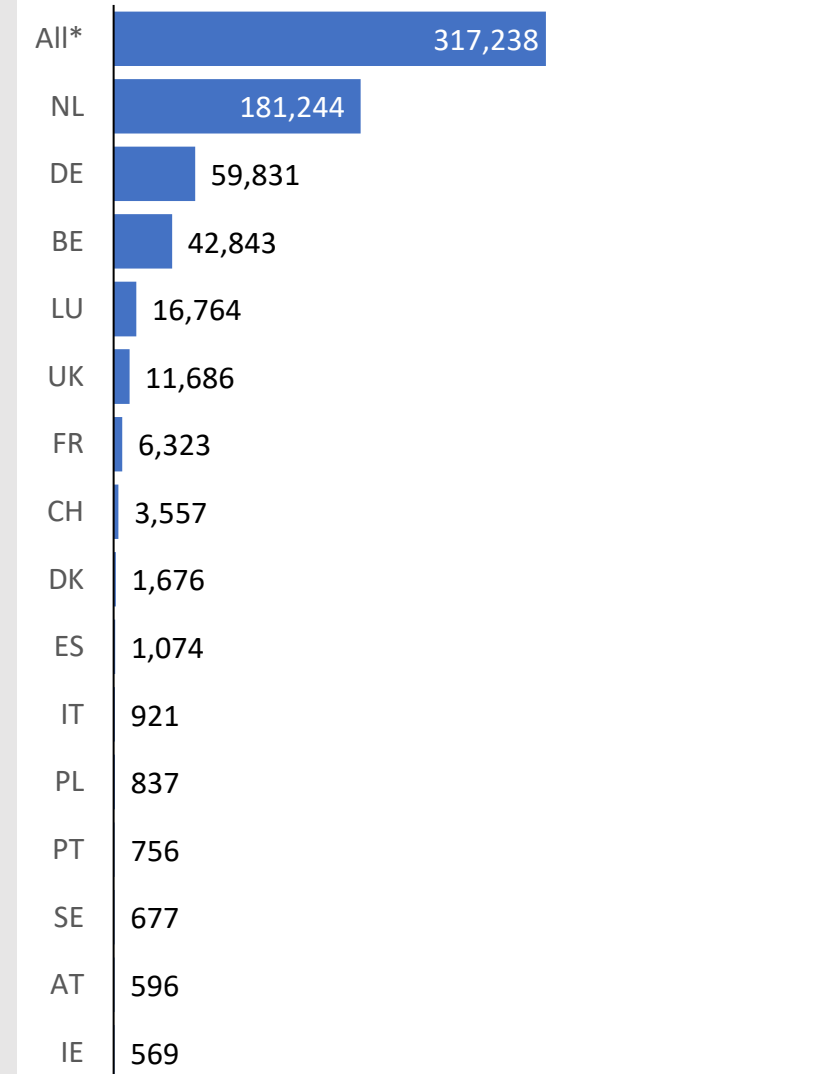
+8%	+42%
+14%	+43%
-9%	+238%
+3%	+16%
-29%	+4%
+42%	+153%
-22%	-7%
-3%	+73%
+29%	+28%
+25%	+52%
+28%	+1%
-25%	-66%
+104%	+506%
+6%	+57%
-5%	+9%
+95%	+263%



vs. 2023 vs. 2019

### Arrivals, campings, 2024

+17%	+51%
+23%	+43%
+1%	+82%
+17%	+51%
+6%	+79%
+34%	+129%
+10%	+9%
-5%	+60%
+13%	+17%
+17%	+8%
+3%	-13%
+56%	+172%
+65%	+63%
-18%	-15%
-4%	+51%
+85%	+269%



(\*) all inbound.

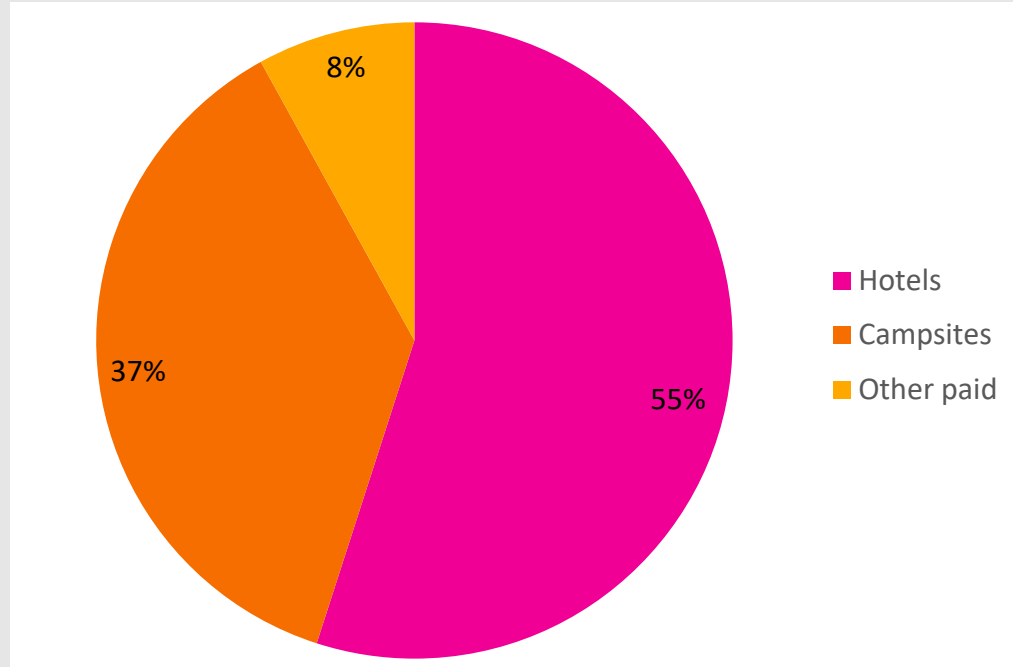
Source: Statec

# Nights & arrivals in paid accommodation

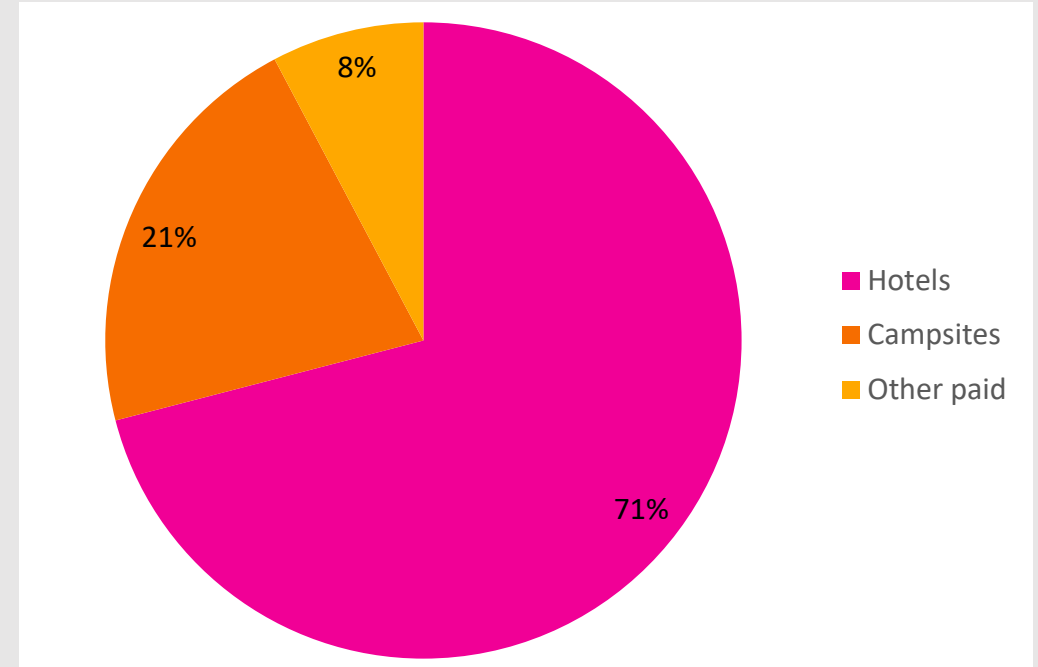
Type of accommodation, 2024



**Nights,  
paid accommodation, 2024**



**Arrivals,  
paid accommodation, 2024**



<b>Hotels</b>	<b>2.025.340</b>	+7% (vs. 2023) +9% (vs. 2019)
<b>Campsites</b>	<b>1.363.683</b>	+5% (vs. 2023) +39% (vs. 2019)
<b>Other paid accomm.</b>	<b>295.446</b>	+3% (vs. 2023) -10% (vs. 2019)

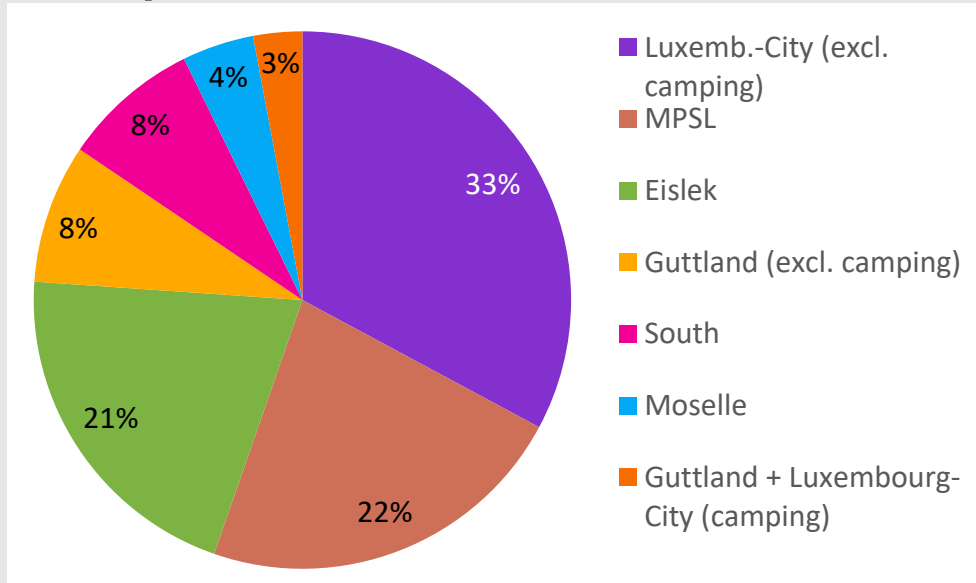
<b>Hotels</b>	<b>1.112.785</b>	+6% (vs. 2023) +13% (vs. 2019)
<b>Campsites</b>	<b>334.002</b>	+16% (vs. 2023) +52% (vs. 2019)
<b>Other paid accomm.</b>	<b>121.512</b>	+7% (vs. 2023) +3% (vs. 2019)

# Nights & arrivals in paid accommodation

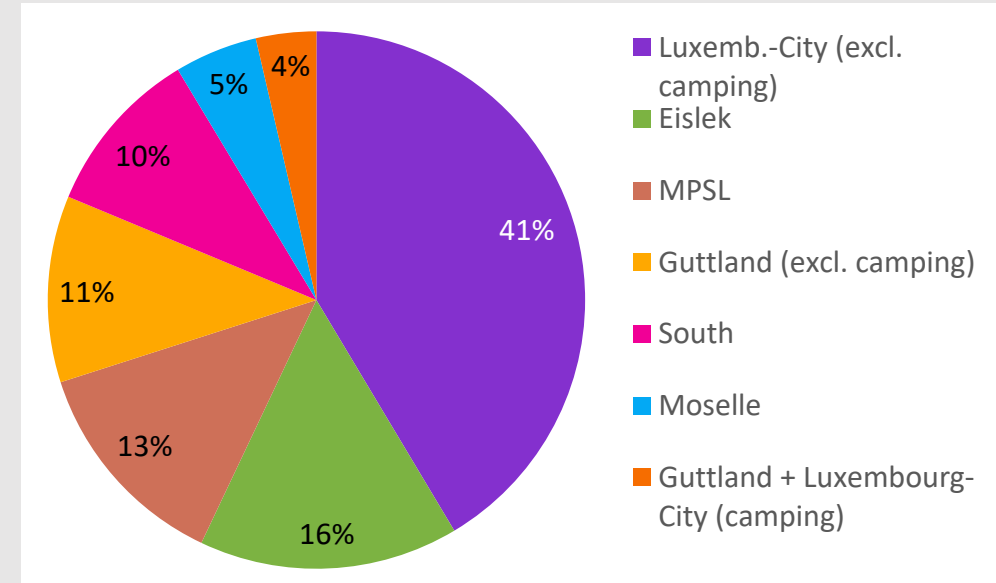
Regions, 2024



**Nights,  
paid accommodation, 2024**



**Arrivals,  
paid accommodation, 2024**



<b>Lux.-City (excl. camping)</b>	<b>1.210.194</b>	<b>+9% (vs. 2023) +24% (vs. 2019)</b>
<b>MPSL</b>	<b>828.366</b>	<b>+16% (vs. 2023) +51% (vs. 2019)</b>
<b>Eislek</b>	<b>764.983</b>	<b>-5% (vs. 2023) +9% (vs. 2019)</b>
<b>Guttland (excl. camping)</b>	<b>308.676</b>	<b>+5% (vs. 2023) +11% (vs. 2019)</b>
<b>South</b>	<b>304.566</b>	<b>+2% (vs. 2023) +13% (vs. 2019)</b>
<b>Moselle</b>	<b>159.071</b>	<b>+2% (vs. 2023) -15% (vs. 2019)</b>
<b>Guttland/Lux.-City (camping)</b>	<b>108.613</b>	<b>-8% (vs. 2023) +14% (vs. 2019)</b>

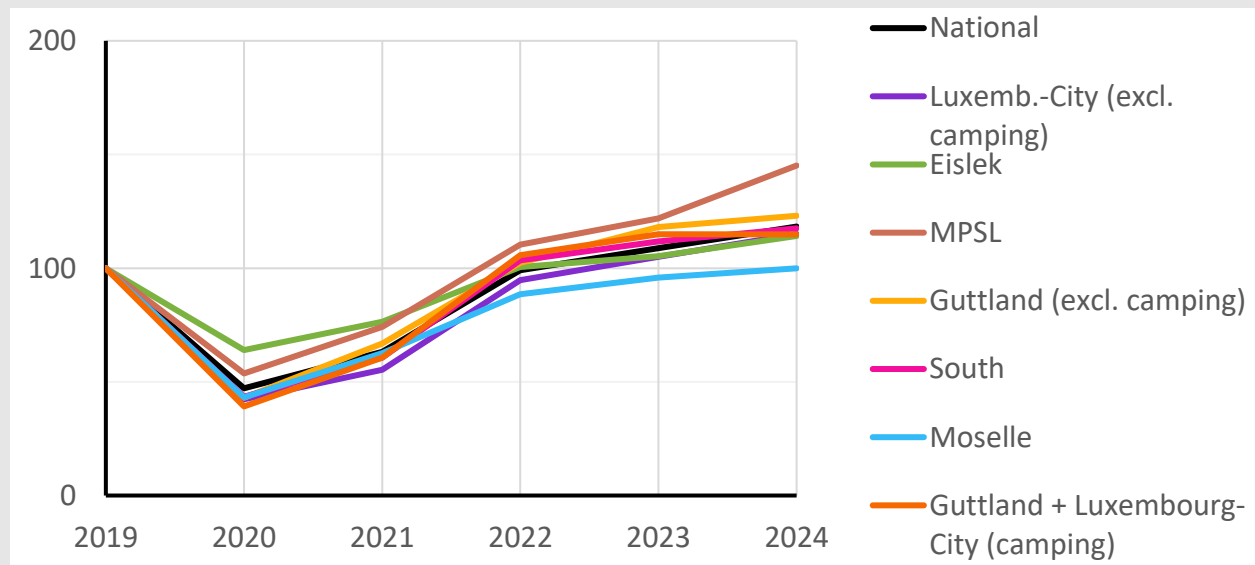
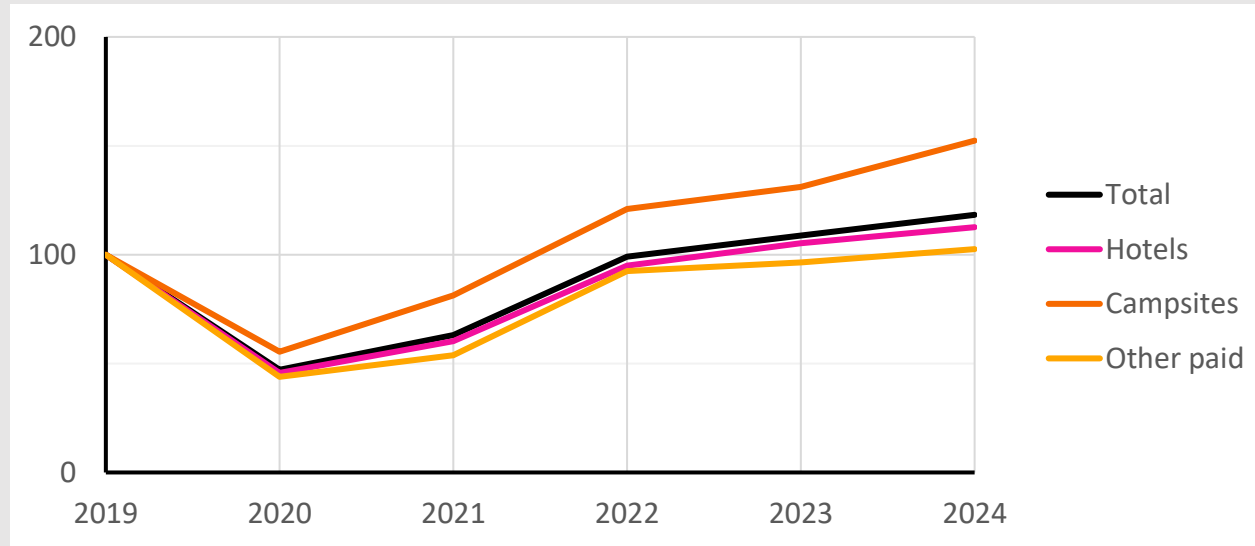
<b>Lux.-City (excl. camping)</b>	<b>649.649</b>	<b>+9% (vs. 2023) +15% (vs. 2019)</b>
<b>Eislek</b>	<b>244.948</b>	<b>+8% (vs. 2023) +14% (vs. 2019)</b>
<b>MPSL</b>	<b>204.004</b>	<b>+19% (vs. 2023) +45% (vs. 2019)</b>
<b>Guttland (excl. camping)</b>	<b>176.061</b>	<b>+4% (vs. 2023) +23% (vs. 2019)</b>
<b>South</b>	<b>158.457</b>	<b>+5% (vs. 2023) +18% (vs. 2019)</b>
<b>Moselle</b>	<b>78.292</b>	<b>+4% (vs. 2023) +0% (vs. 2019)</b>
<b>Guttland/Lux.-City (camping)</b>	<b>56.888</b>	<b>+0% (vs. 2023) +15% (vs. 2019)</b>

# Arrivals in paid accommodation

Type of accommodation & Regions : Trends 2019-2024



2019 = Index 100

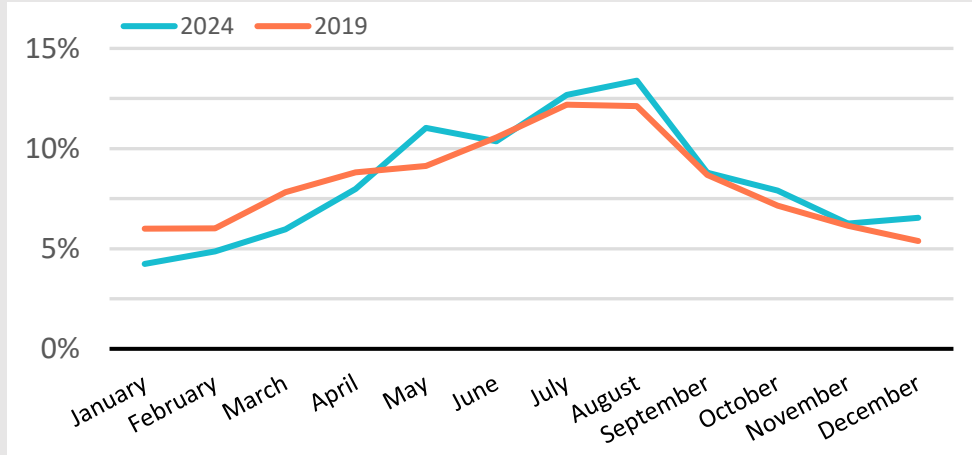


# Arrivals in paid accommodation

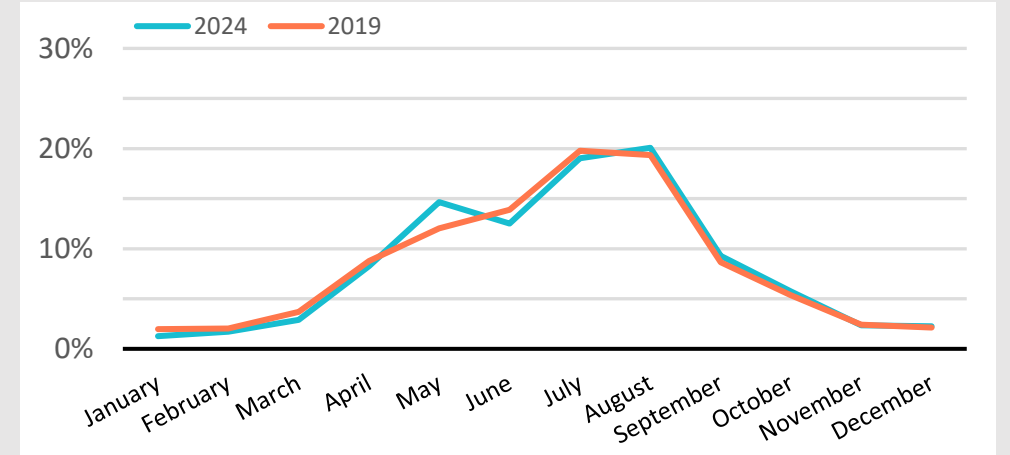
## Seasonality



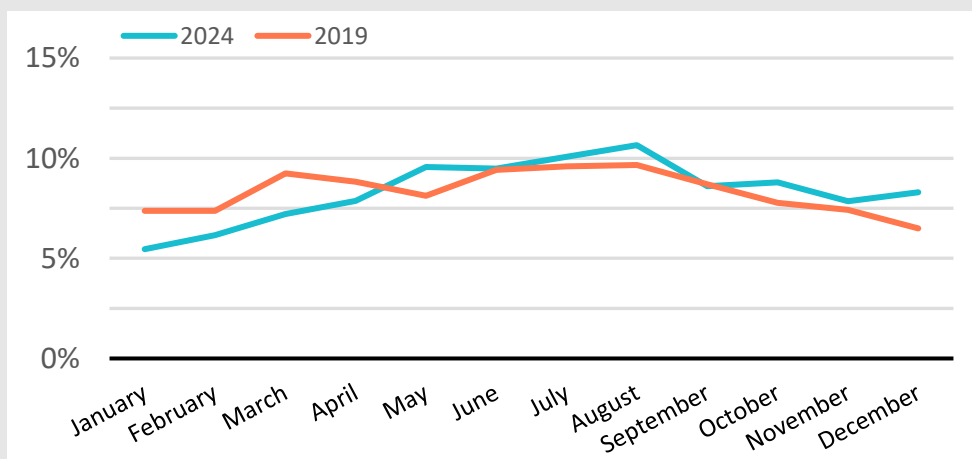
### Grand Duchy of Luxembourg, all paid accommodation



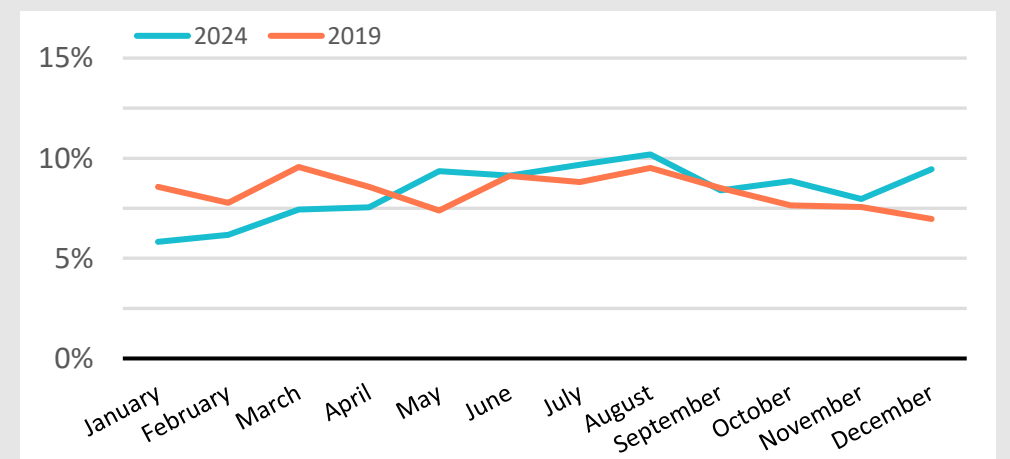
### Grand Duchy of Luxembourg, Campsites & other paid accommodation



### Grand Duchy of Luxembourg, hotels



### Luxembourg City, hotels



# Short-term rentals

## 2024 and 2018-2024



### Nights, Short-term rentals, 2024



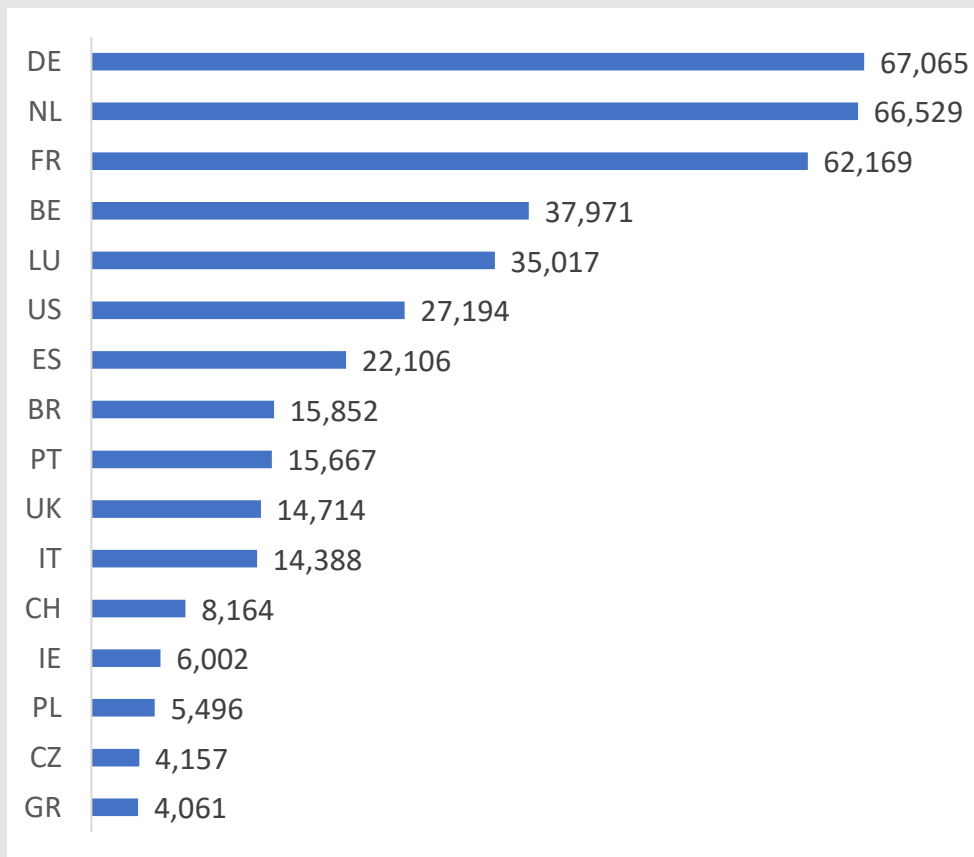
+16% (vs. 2023)  
+77% (vs. 2019)

### Arrivals, Short-term rentals, 2024



+19% (vs. 2023)  
+58% (vs. 2019)

### Top source markets, nights, Short-term rentals, 2024

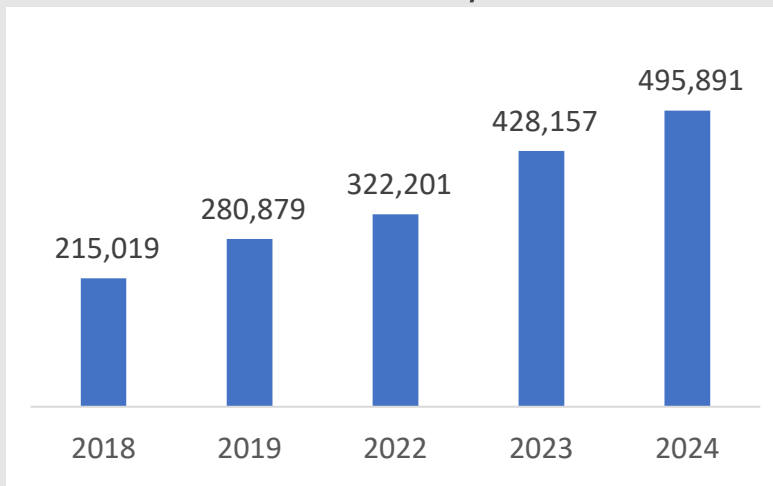


### Average length of stay, Short-term rentals, 2024



-0.12 nights (vs. 2023)  
+0.40 nights (vs. 2019)

### Nights, Short-term rentals, 2018-2024



61% of all nights, and 62% of all inbound nights in Luxembourg City

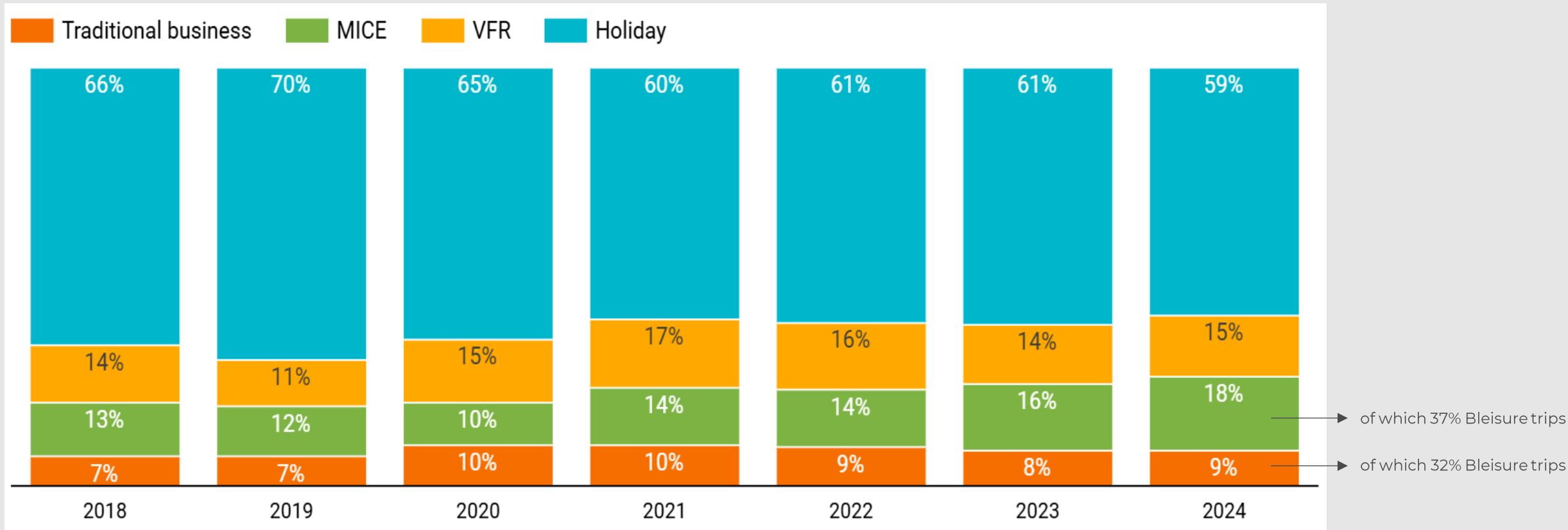


# **Characteristics of inbound trips**

# Inbound trips to Luxembourg with overnight (all accommodation)



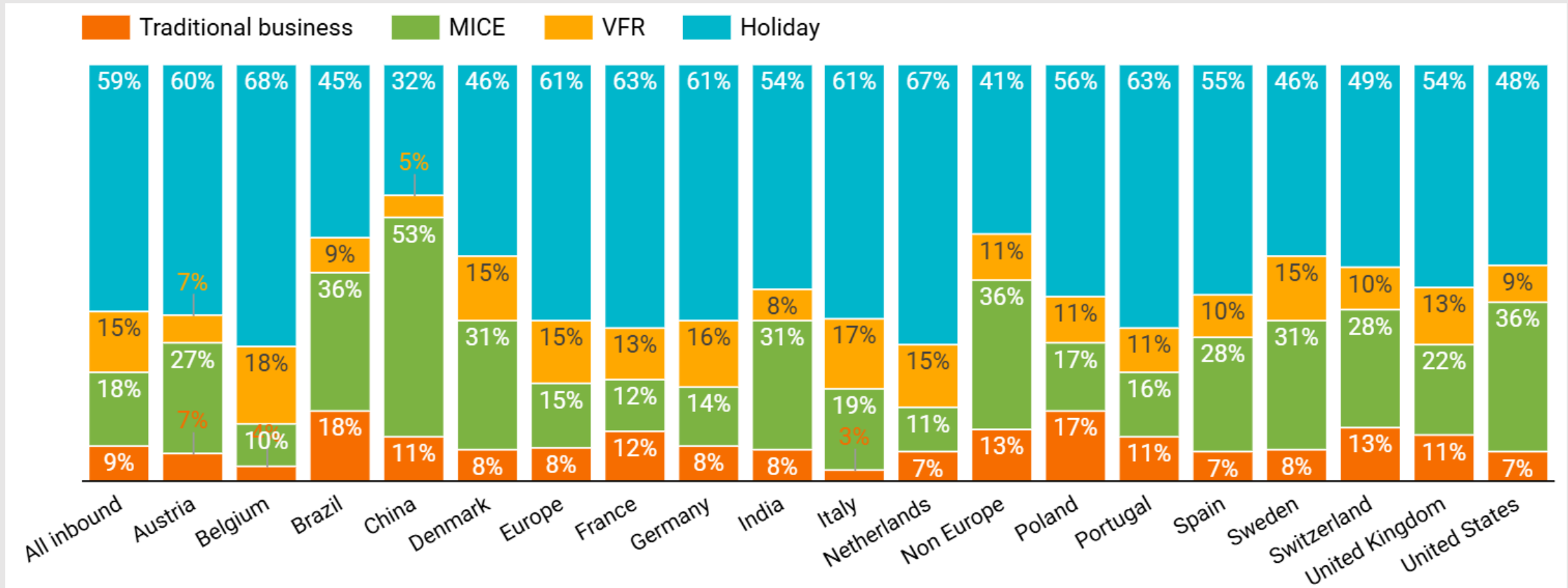
Purpose of visit, 2018-2024



# Inbound trips to Luxembourg with overnight (all accommodation)



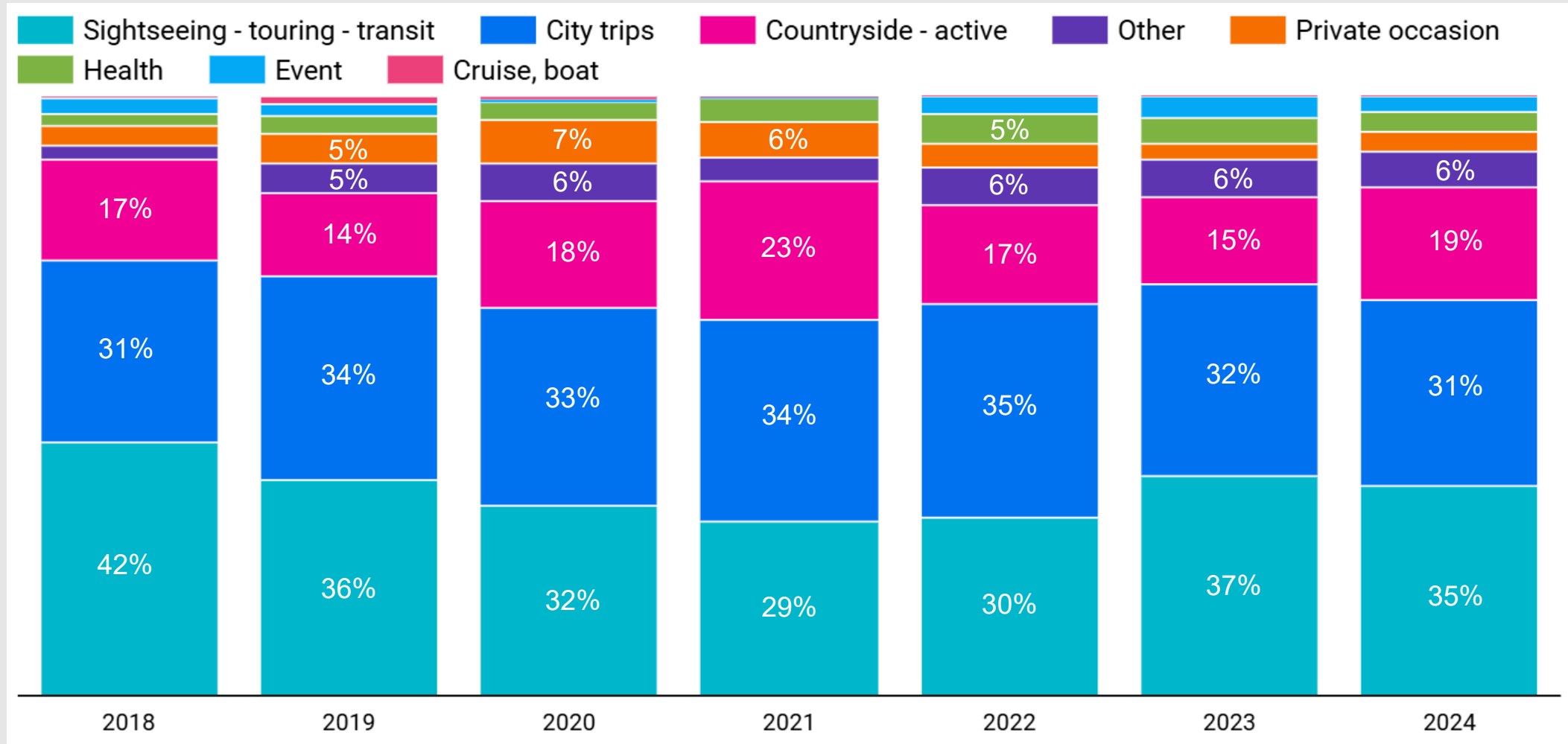
Purpose of visit by country of origin, 2024



# Inbound trips to Luxembourg with overnight (all accommodation)



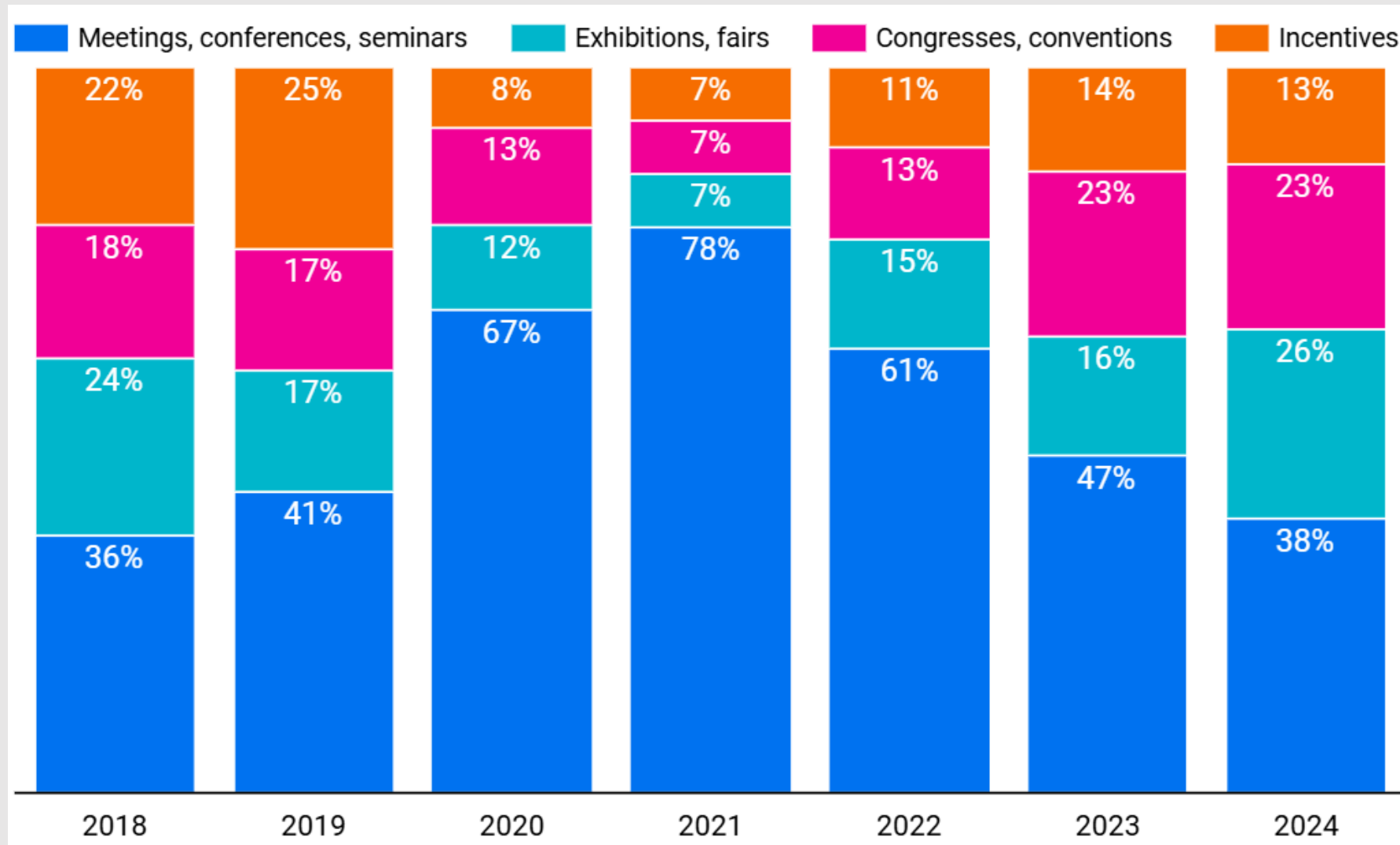
Holiday trips by type of holiday, 2018-2024



# Inbound trips to Luxembourg with overnight (all accommodation)



MICE trips by type of MICE events, 2018-2024



# Inbound same-day trips to Luxembourg

2024



Number of inbound same-day trips, 2024 (estimate)



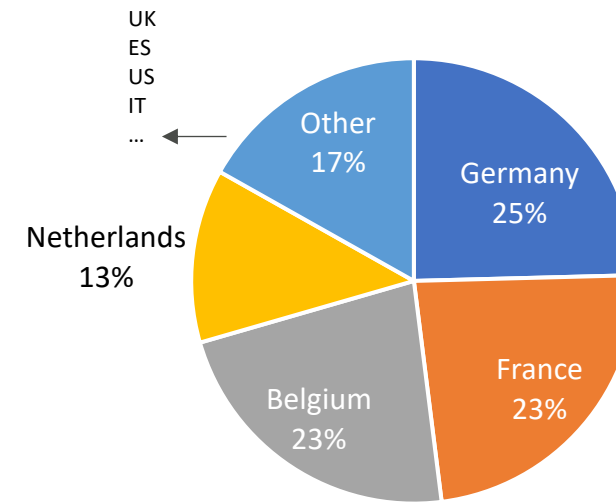
-4% (vs. 2023)

Average length of same-day trips

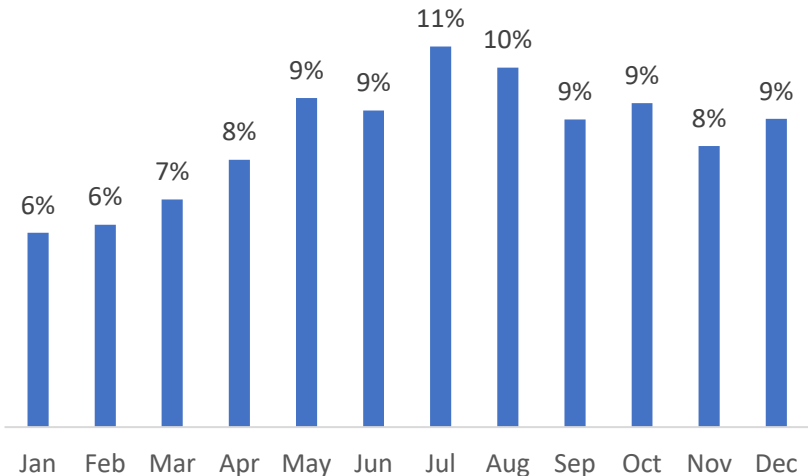


-0,2 h (vs. 2023)

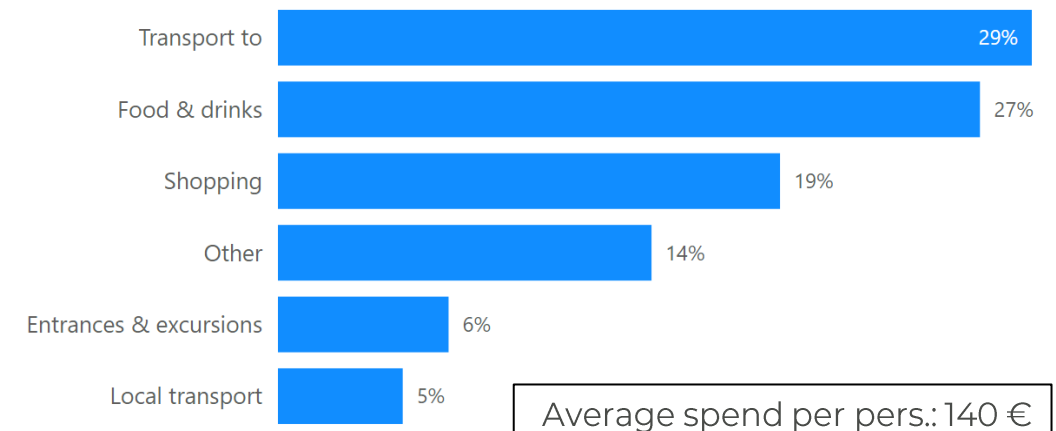
Origin country, % of same-day trips



Seasonality % of same-day trips



Expenditure of same-day leisure visitors

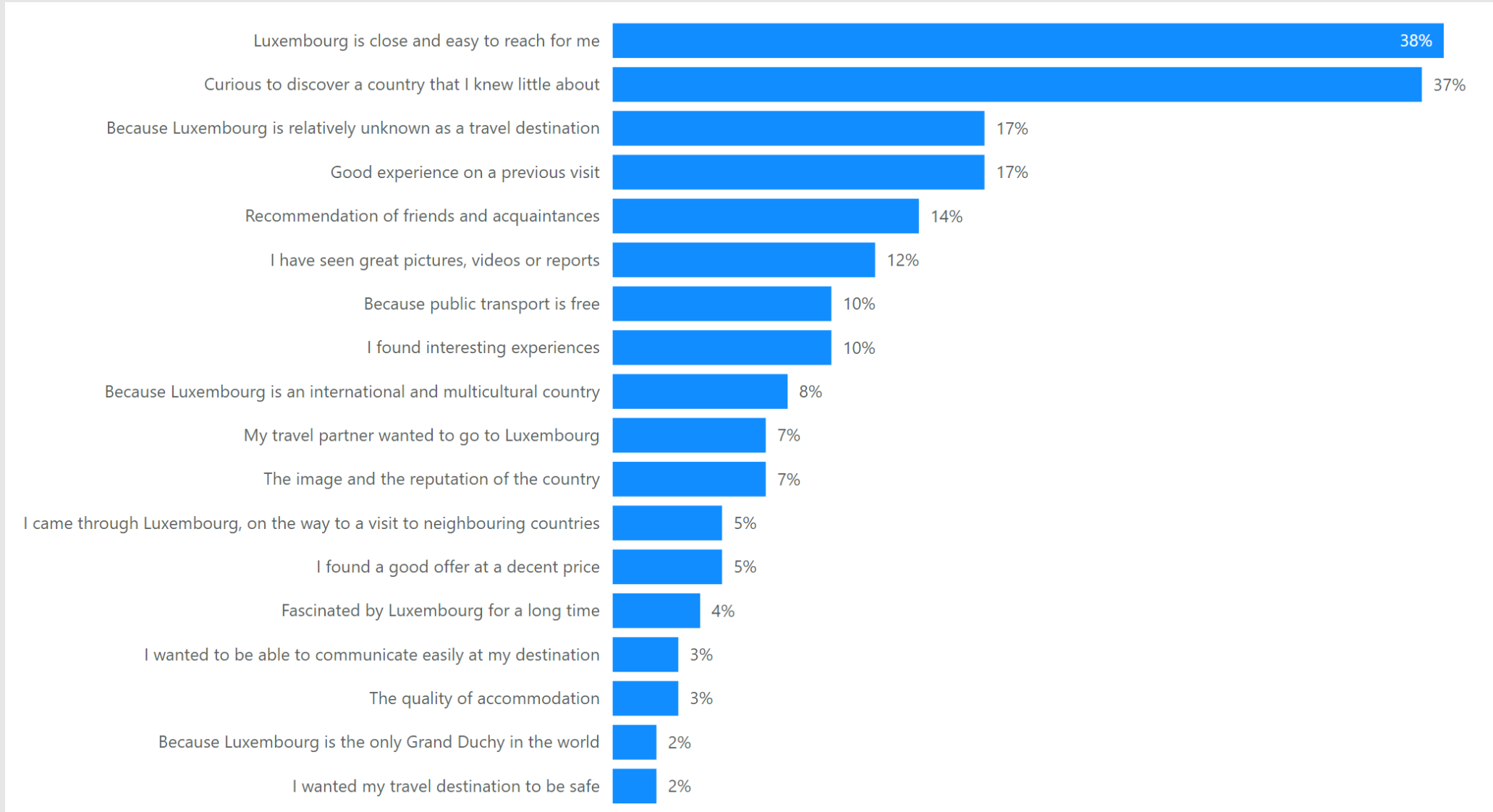




# **Travel behaviour of inbound leisure visitors**

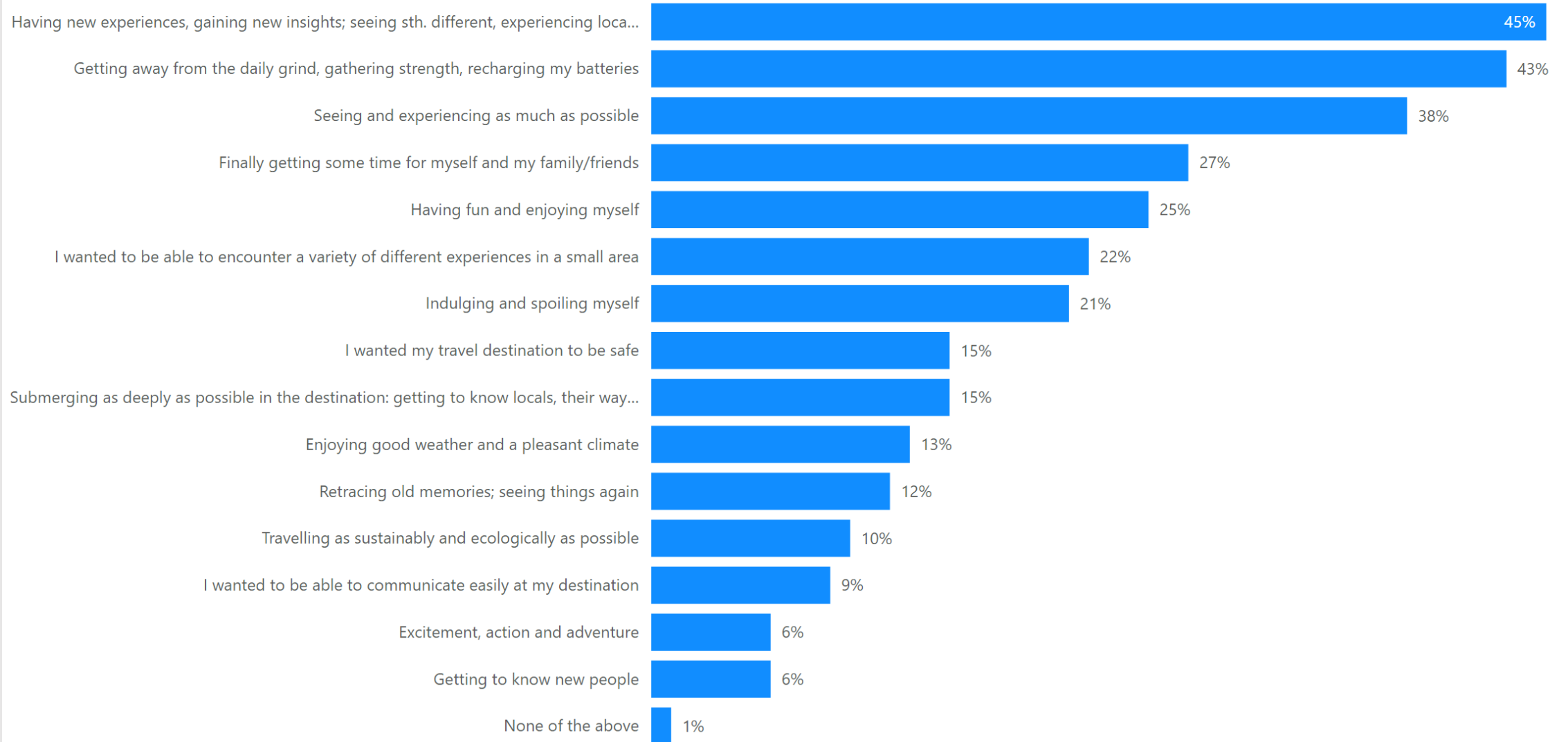
# Key decision criteria for choosing Luxembourg

Inbound leisure visitors with overnight (\*), 2023-2024



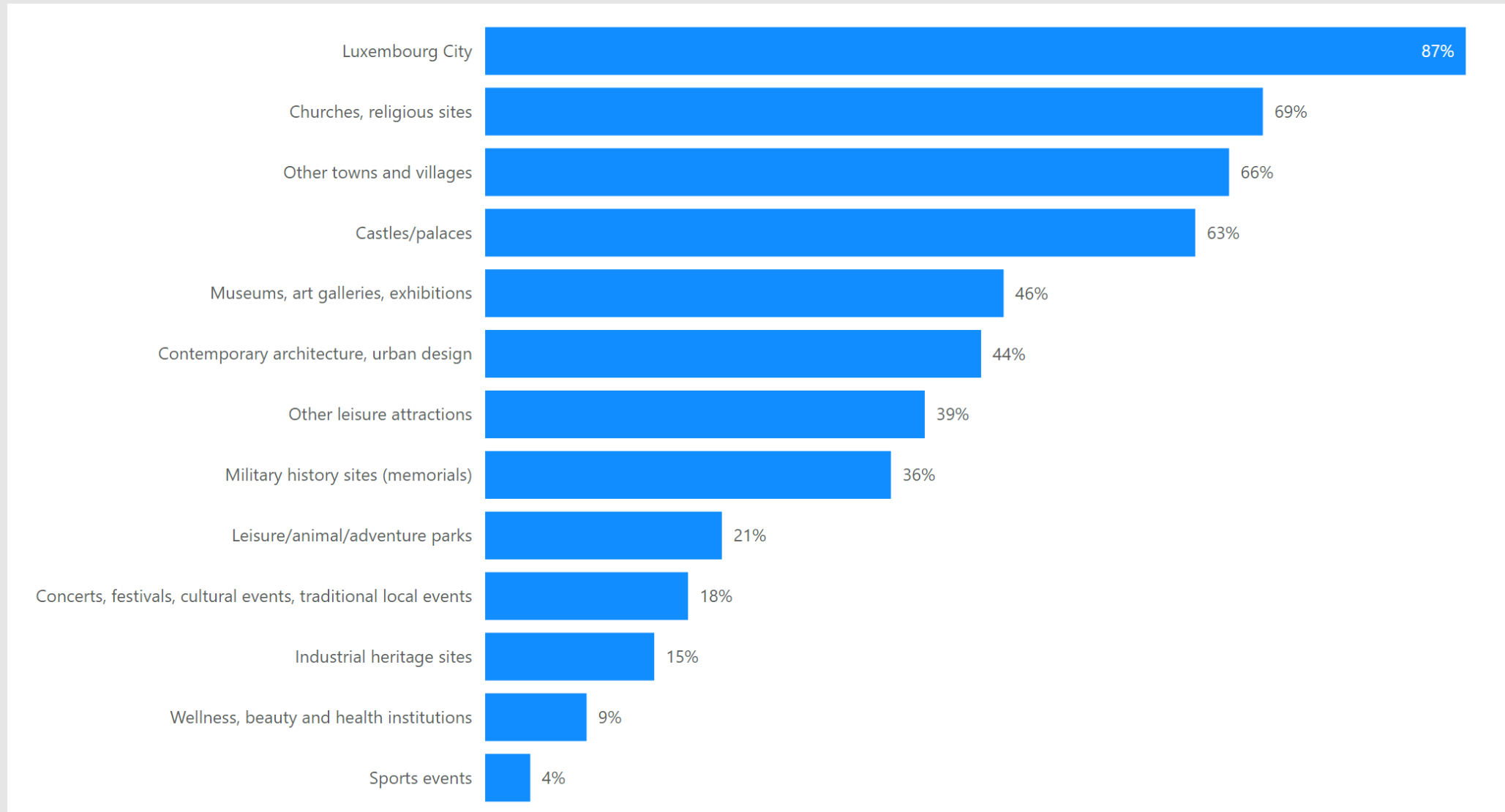
# Key travel motives

## Inbound leisure visitors with overnight, 2023-2024



# Type of places visited in Luxembourg

## Inbound leisure visitors with overnight, 2023-2024

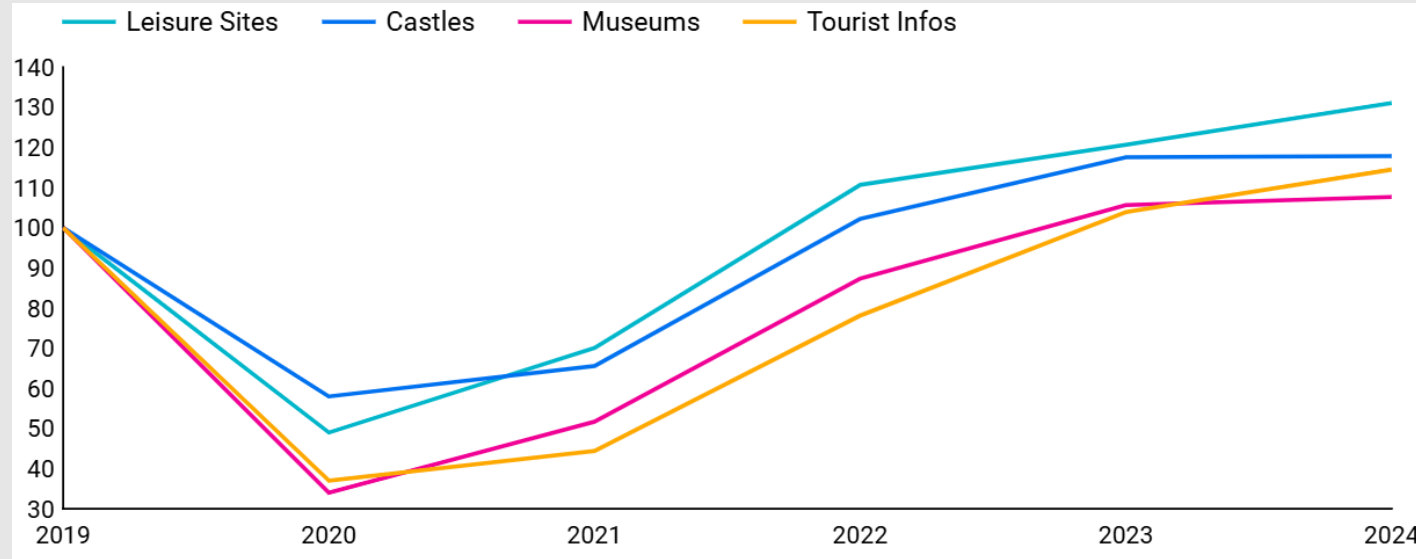


# Visitors to Tourist Infos & Attractions

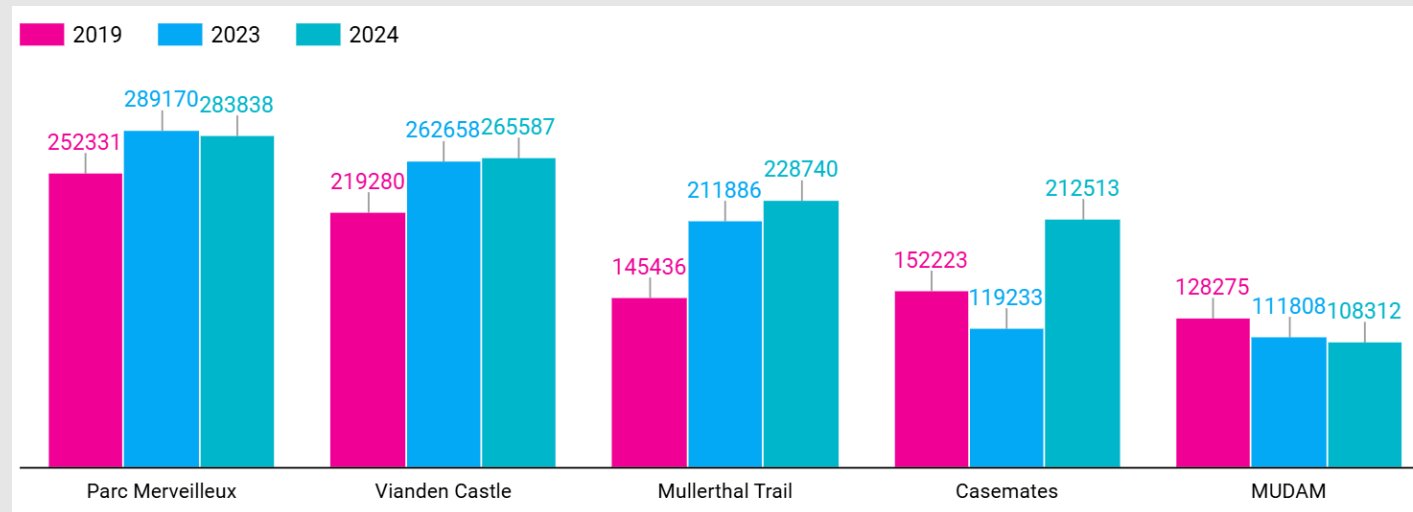
## 2019-2024



Tourist Infos & Attractions, visitor number trend (2019 = index 100)

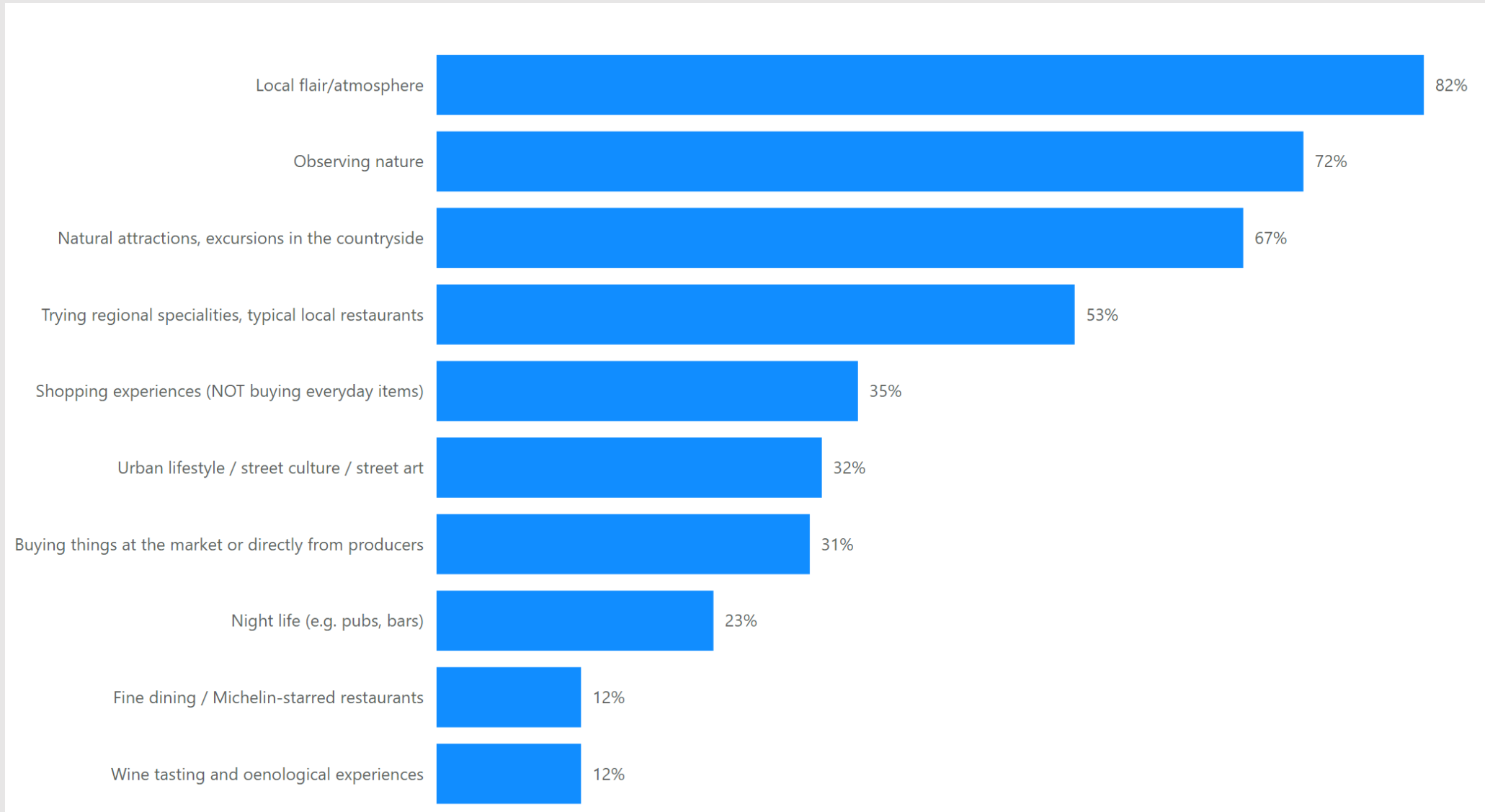


Top attractions by visitor number



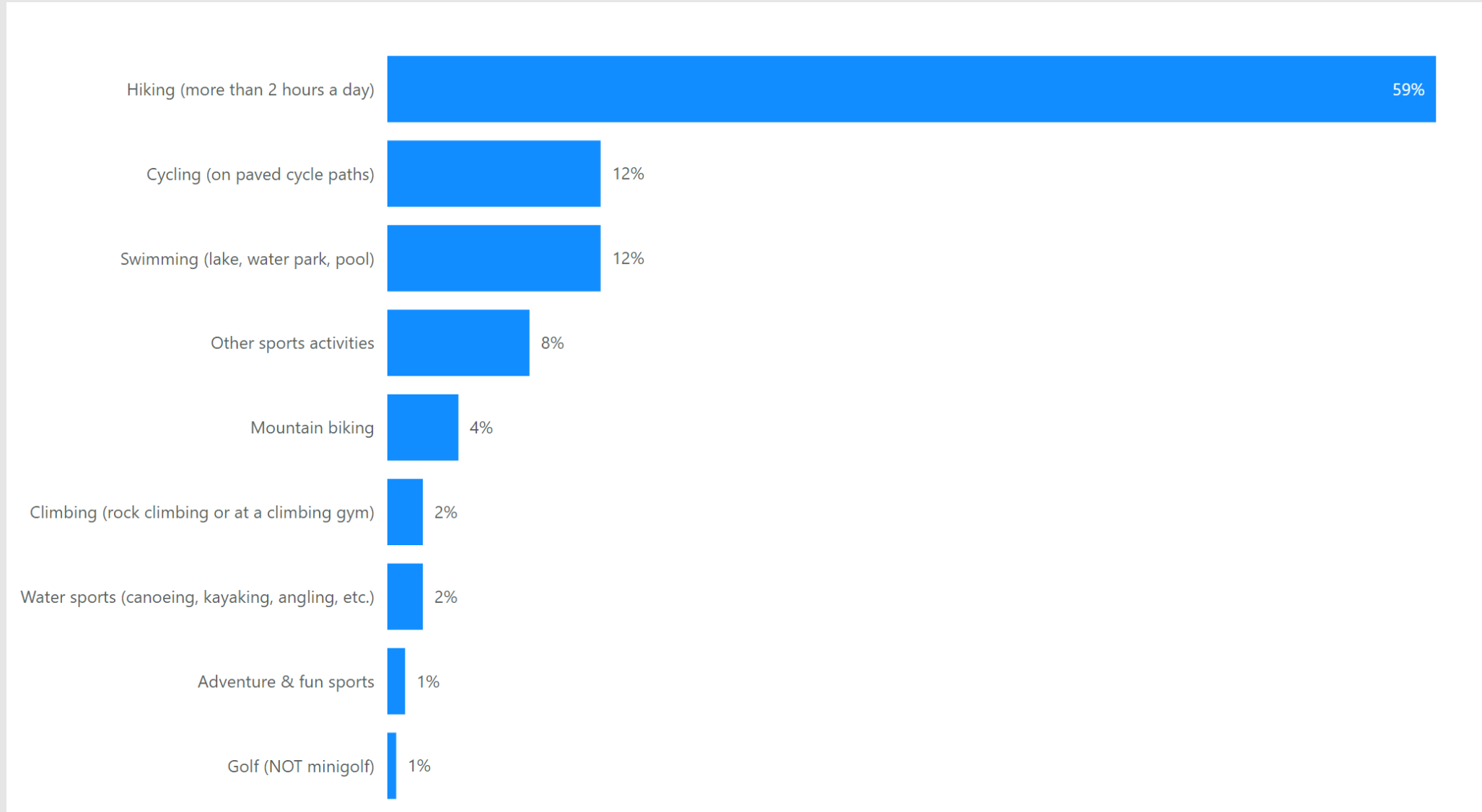
# Non-sporting activities undertaken in Luxembourg

Inbound leisure visitors with overnight, 2023-2024



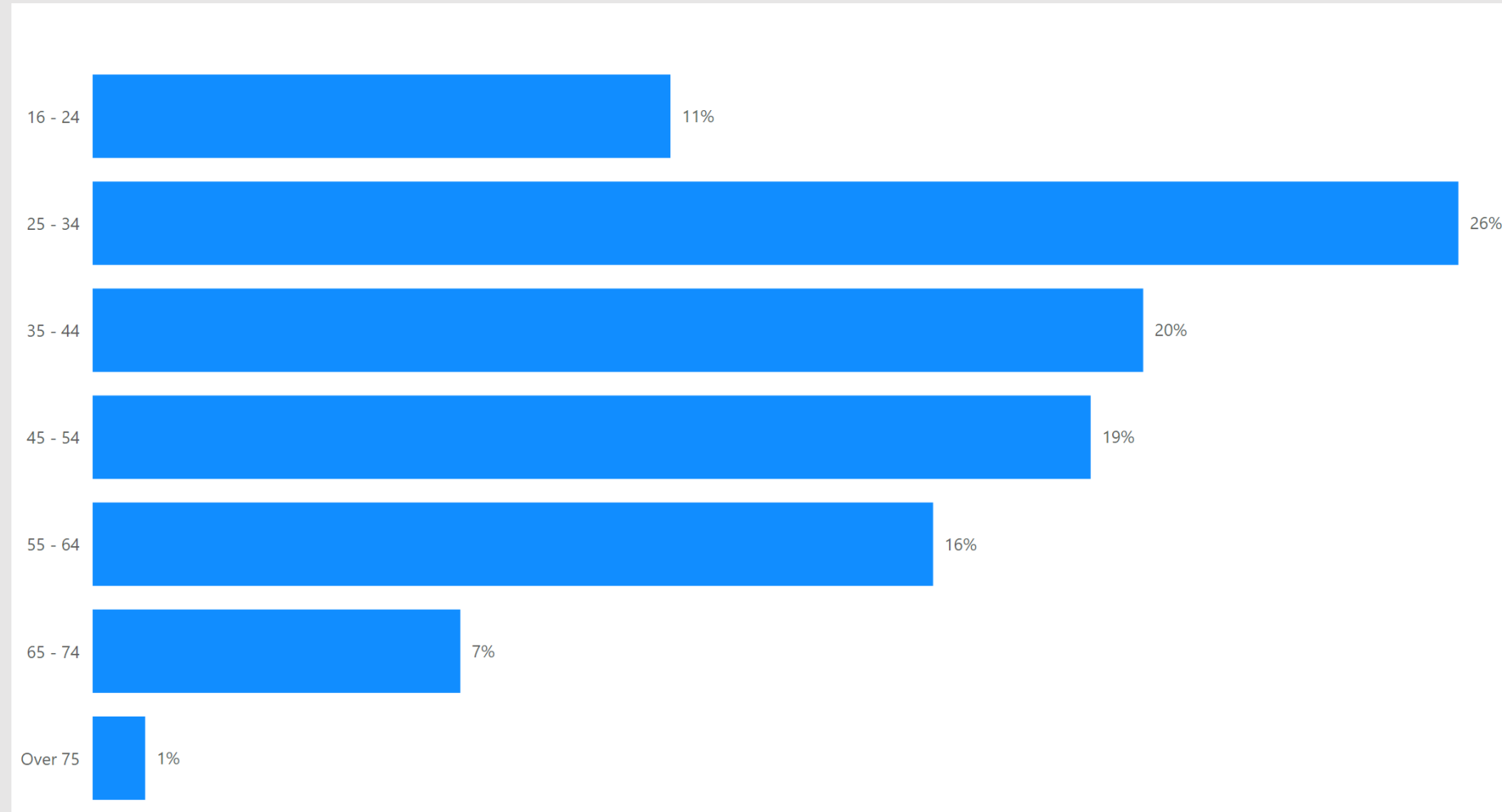
# Sporting activities undertaken in Luxembourg

Inbound leisure visitors with overnight, 2023-2024



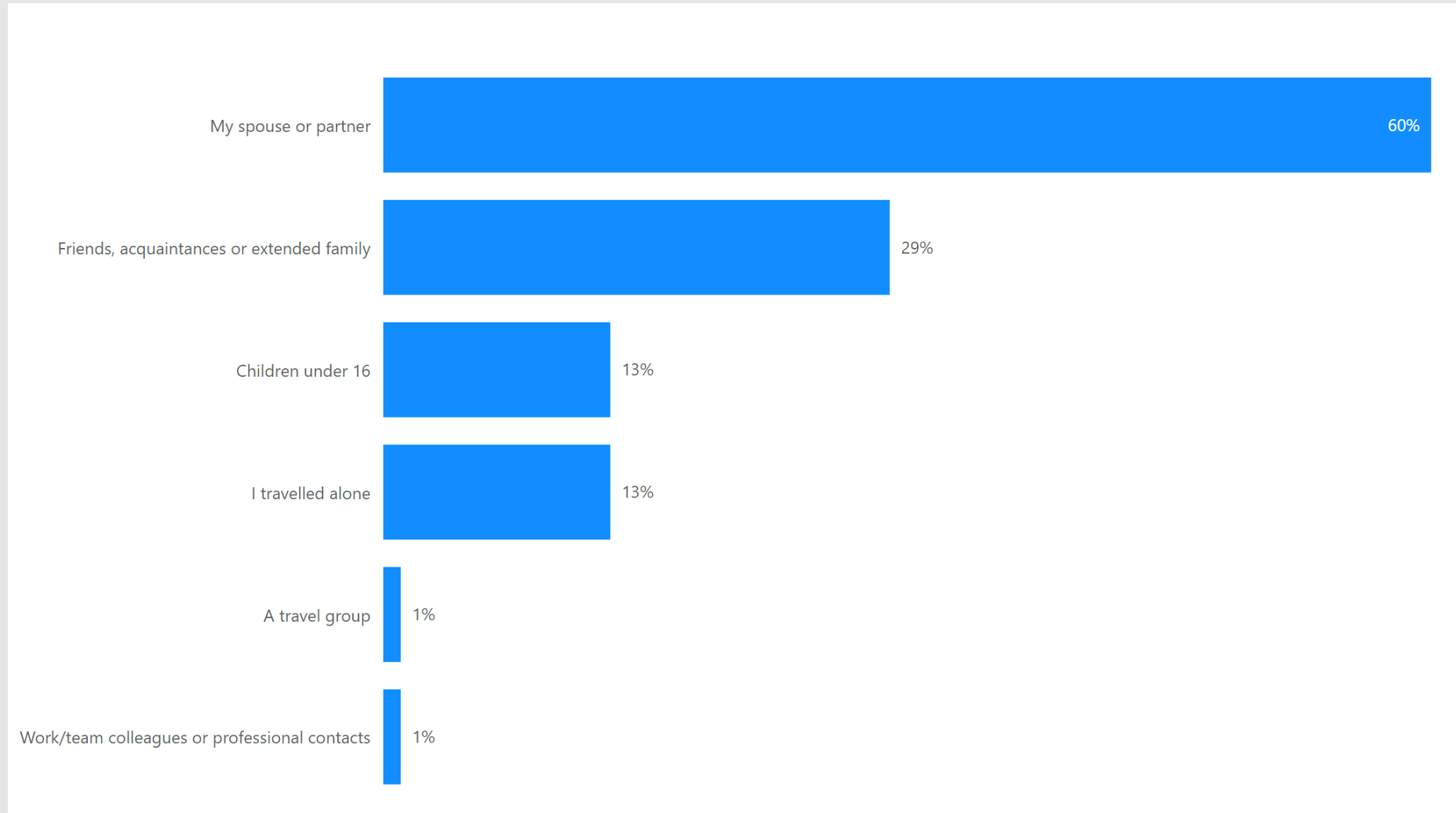
# Age groups

Inbound leisure visitors with overnight, 2023-2024



# Travel party

Inbound leisure visitors with overnight, 2023-2024

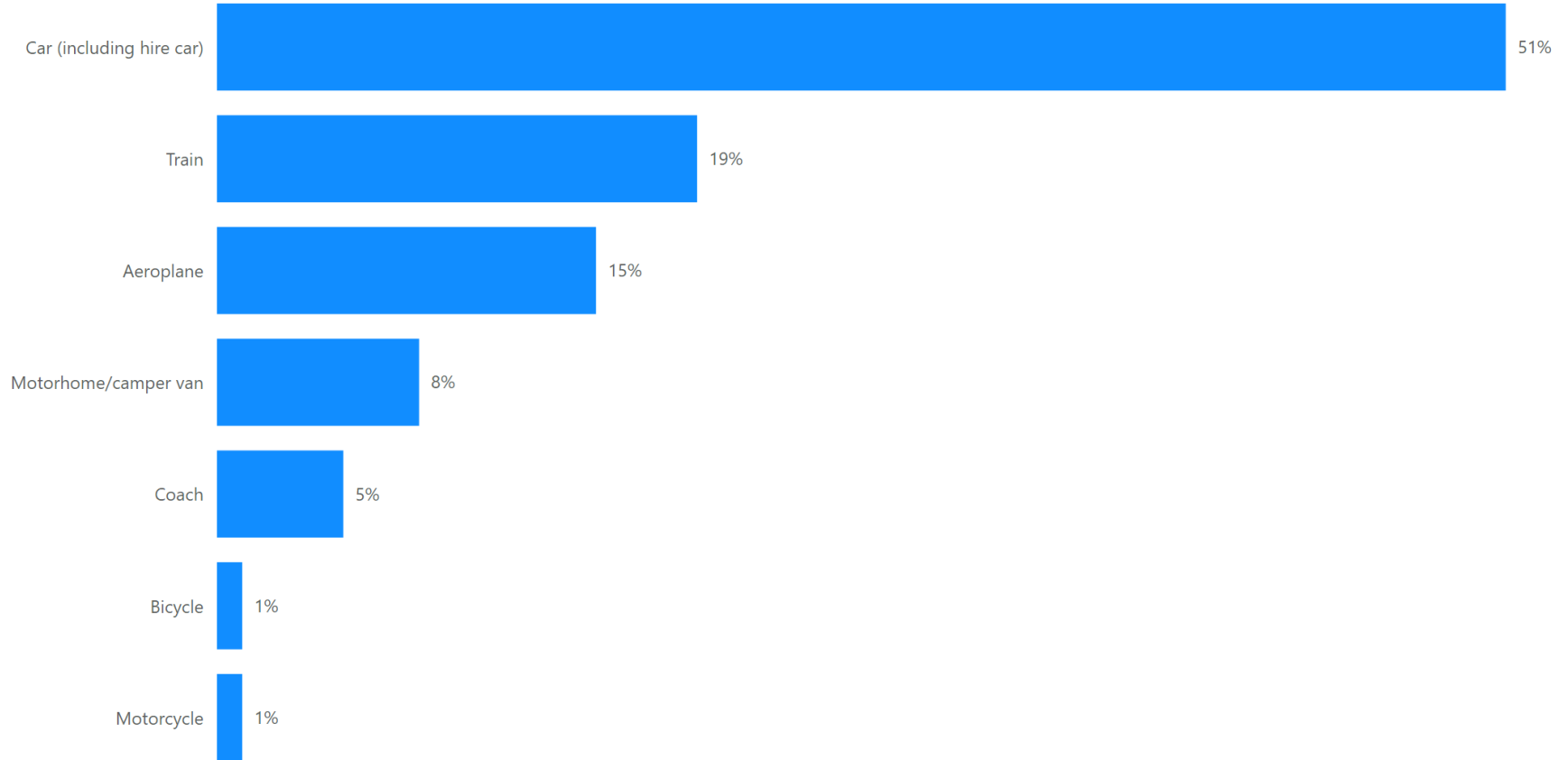


# Transport, new visitors and cross-border trips

Inbound leisure visitors with overnight, 2023-2024



## Mode of transport to access Luxembourg



## First-time visitors

Visitors with overnight

63%

All Inbound

## Visitors spending nights in Luxembourg

and abroad during same trip

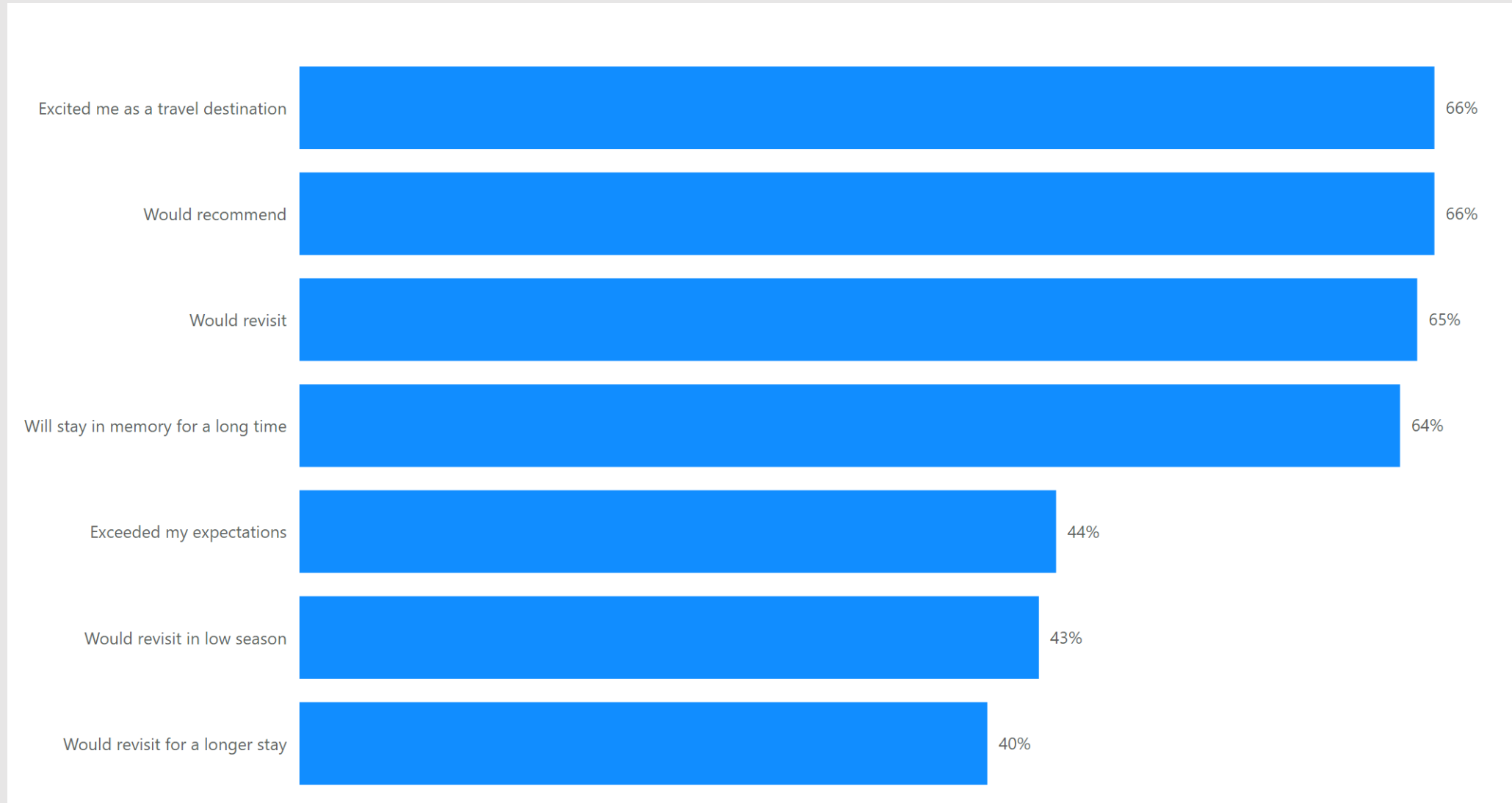
Visitors with overnight

39%

All Inbound

# Visitor satisfaction and recommendation

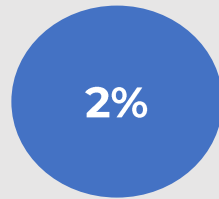
Inbound leisure visitors, 2023-2024



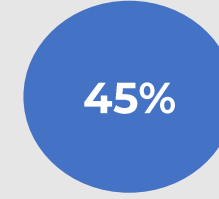
# Perceptions of overtourism & sustainability – Tourism Intensity – Tourism Density



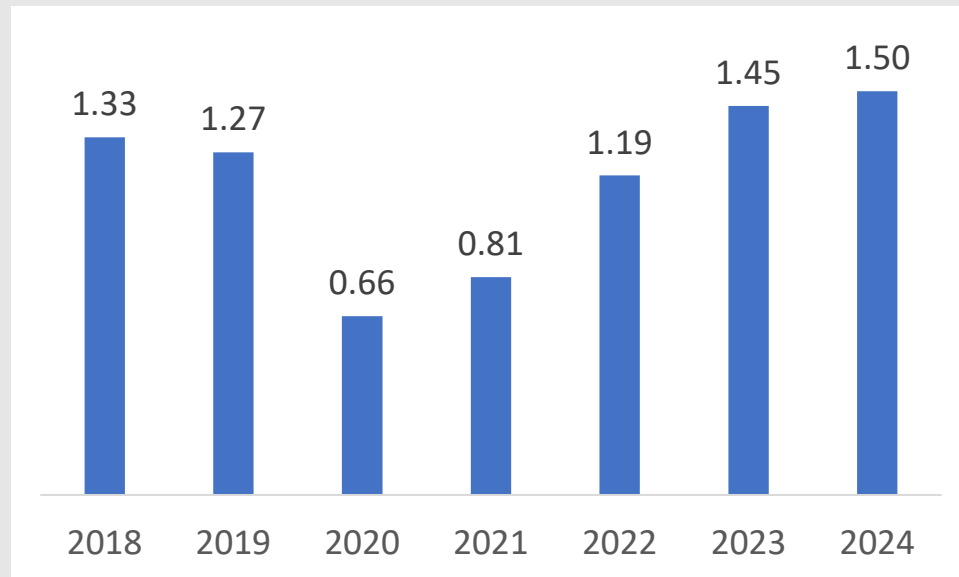
% of leisure overnight visitors considering Luxembourg to be generally „overcrowded“, 2023-2024 (brand feature)<sup>1</sup>



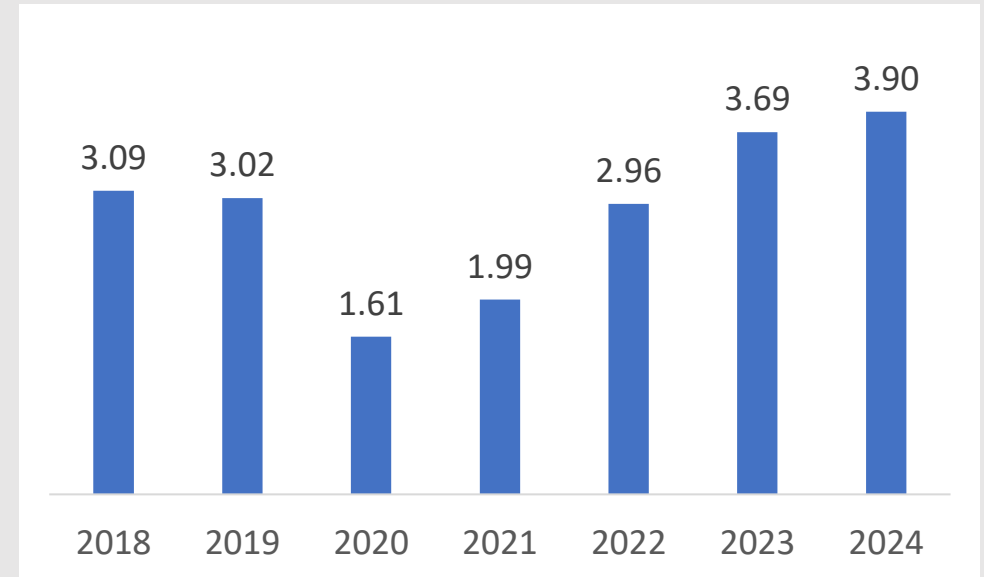
% of leisure overnight visitors considering Luxembourg to be a „sustainable destination“, 2023-2024 (brand feature)<sup>1</sup>



Tourism Intensity (\*)<sup>2</sup>



Tourism Density (\*\*)<sup>2</sup>



(\*) Number of tourist overnight stays per 100 residents per day.

(\*\*) Number of tourist overnight stays per day per km<sup>2</sup>.

Sources: <sup>1</sup>LFT/Ilres Visitor Survey 2023, <sup>2</sup>based on Statec data.



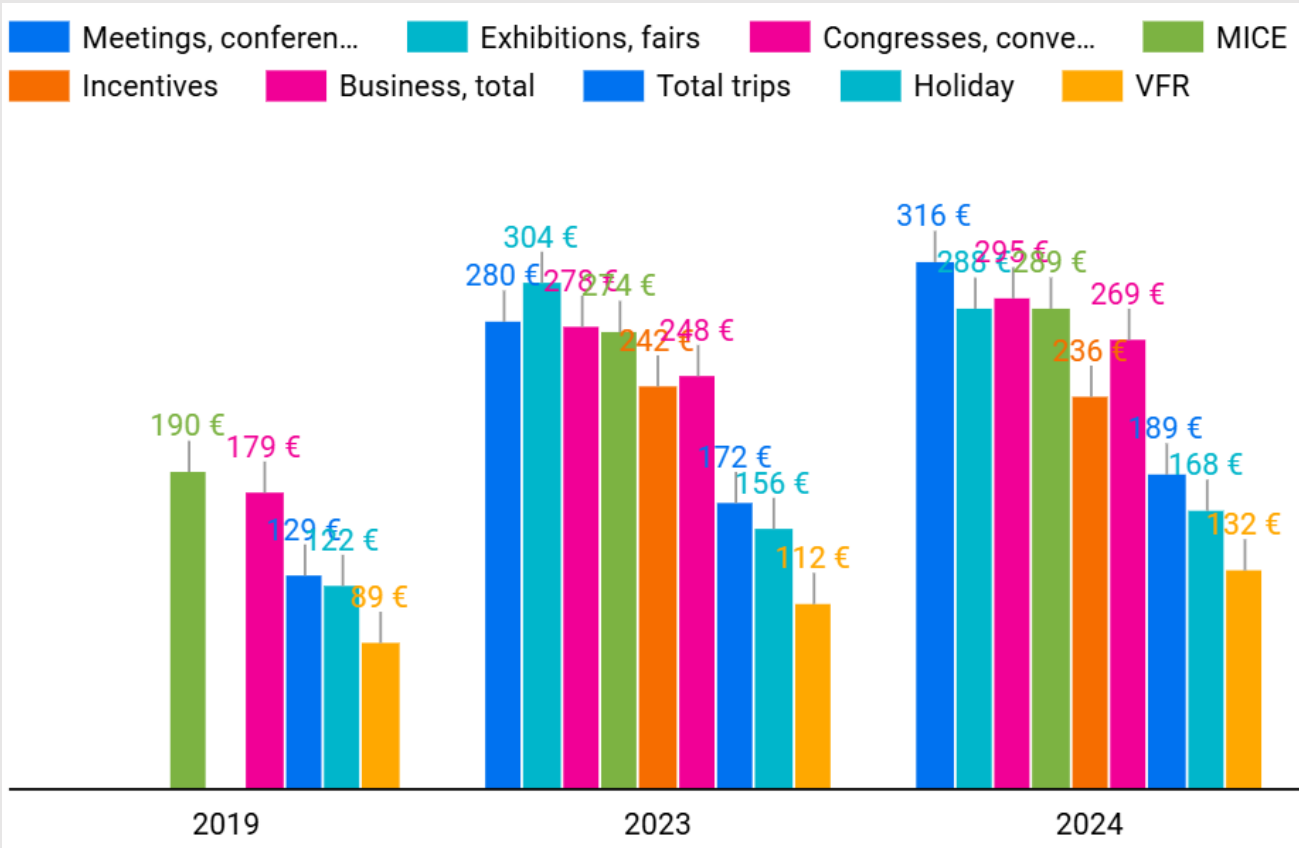
# **Tourism Economy & Infrastructure**

# Expenditure

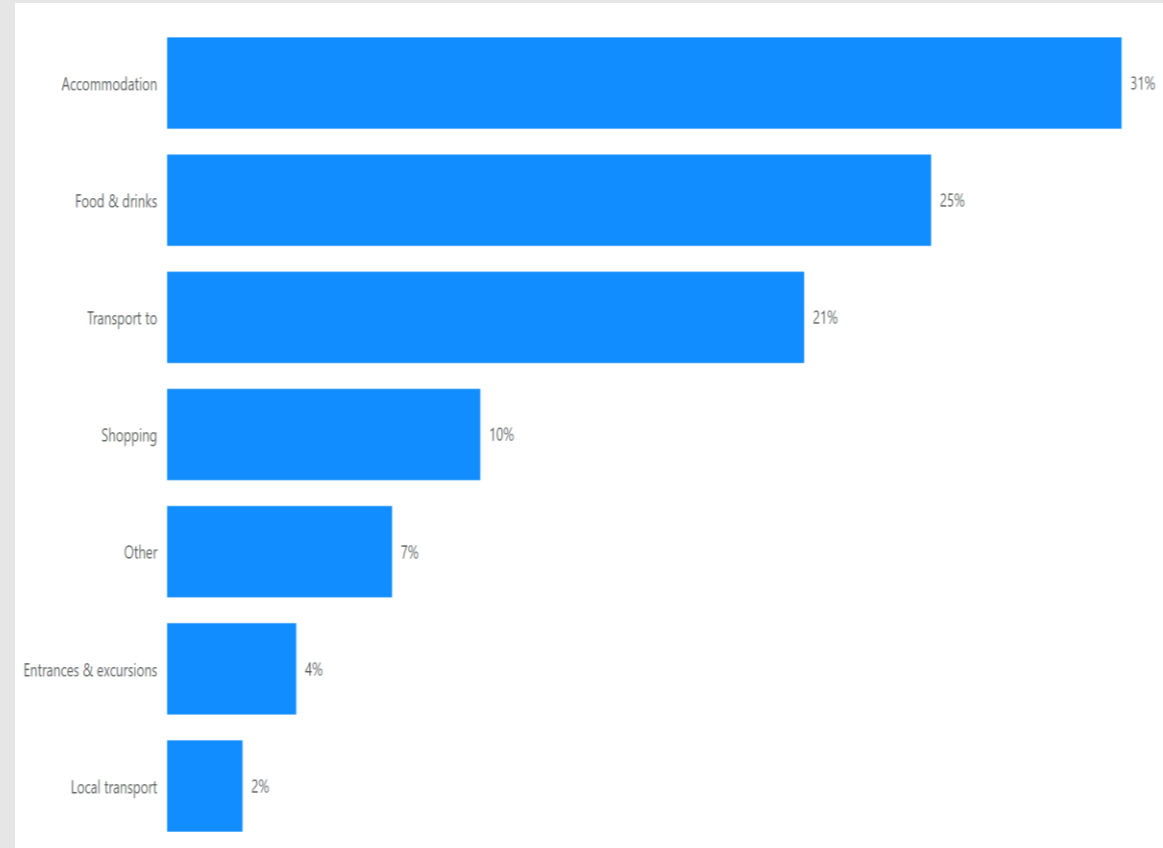
Inbound trips to Luxembourg with overnight (all accommodation)



### Average expenditure/pers./day



### Expenditure of leisure inbound visitors by categories, 2023-2024

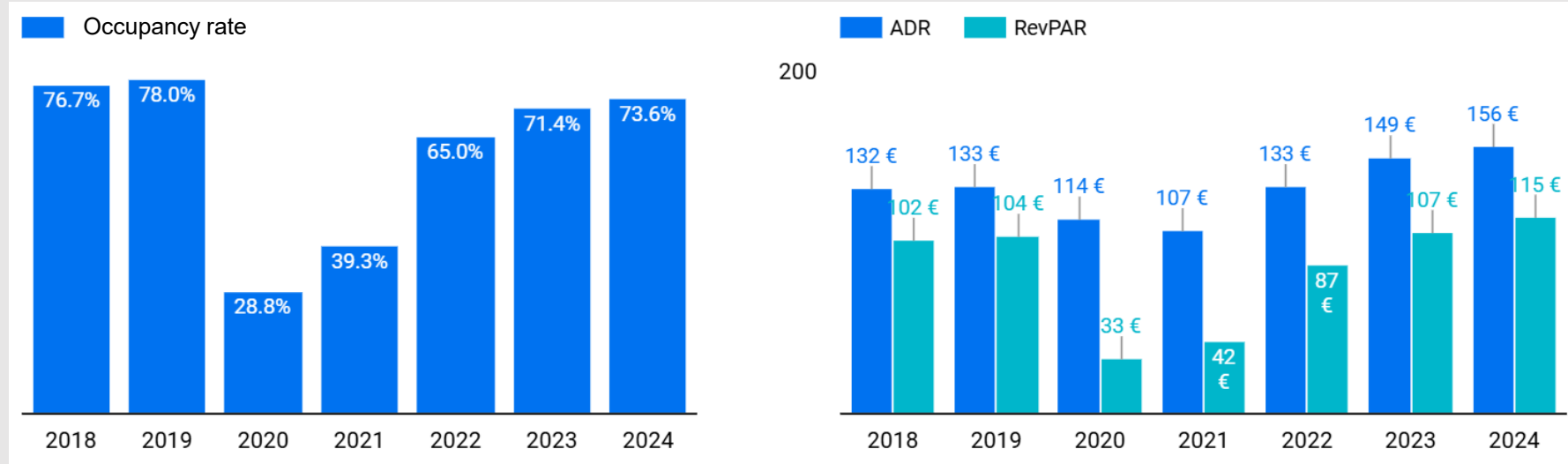


# Occupancy rates, ADR and RevPAR

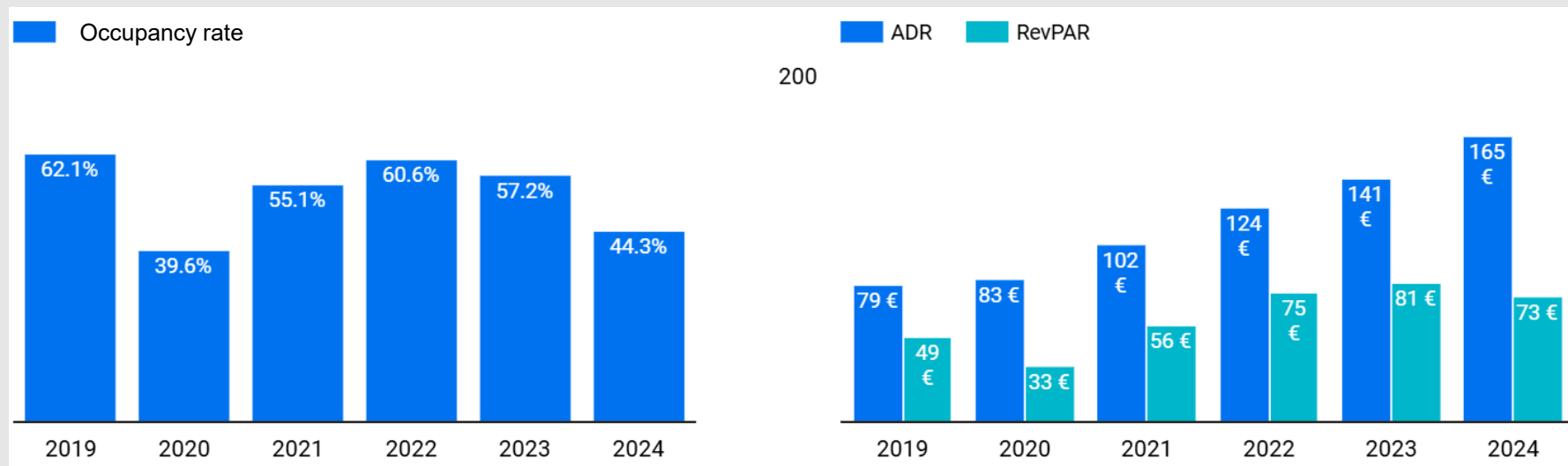
## Hotels and short-term rentals



### Hotels



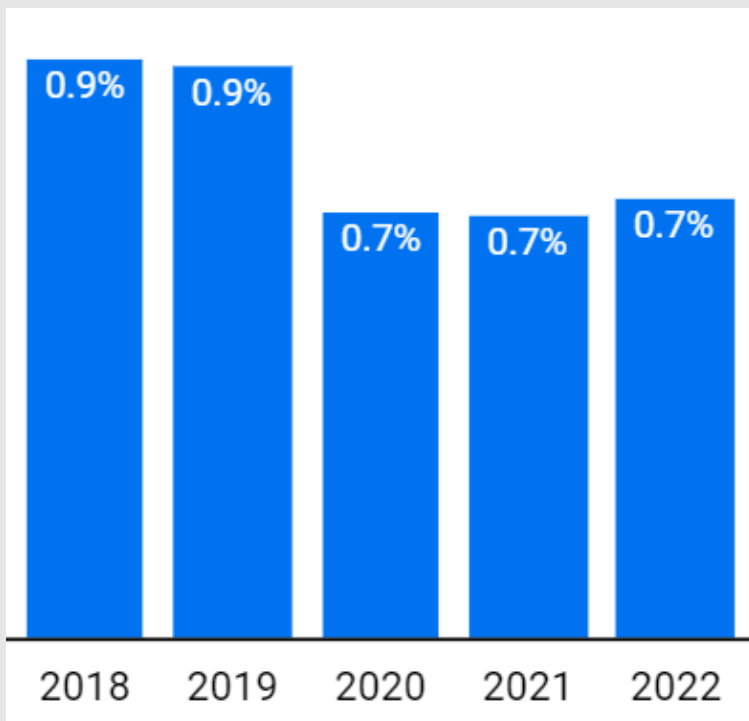
### Short-term rentals



# Economic contribution of tourism



## Direct contribution to GDP



## Inbound tourist expenditure, million €

Inbound spend 2019	Inbound spend 2022
3,459 €	3,756 €

## Employment in tourism

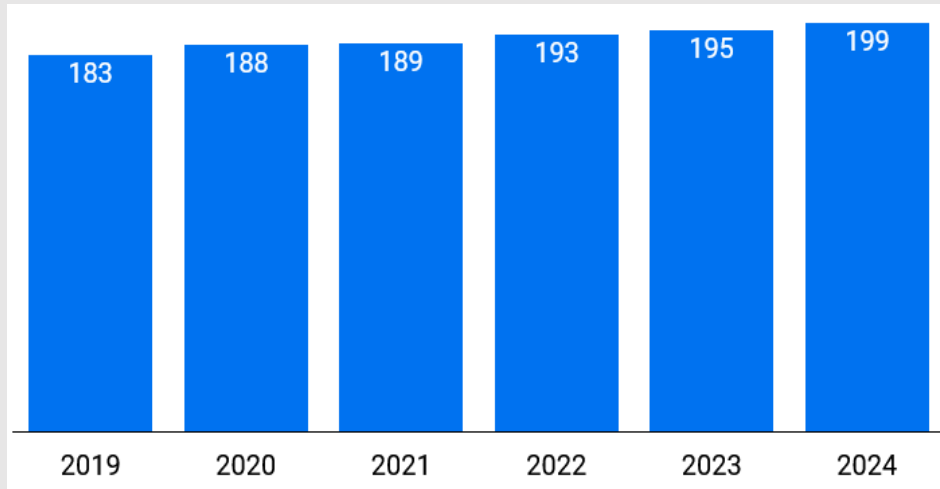
Employment 2019	Employment 2022
38,984	40,421

# Hotel capacities

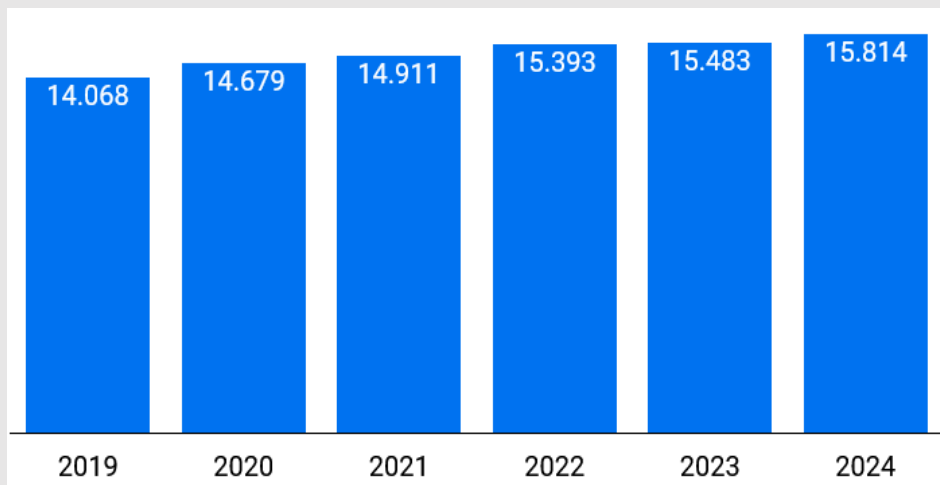
## 2019-2024



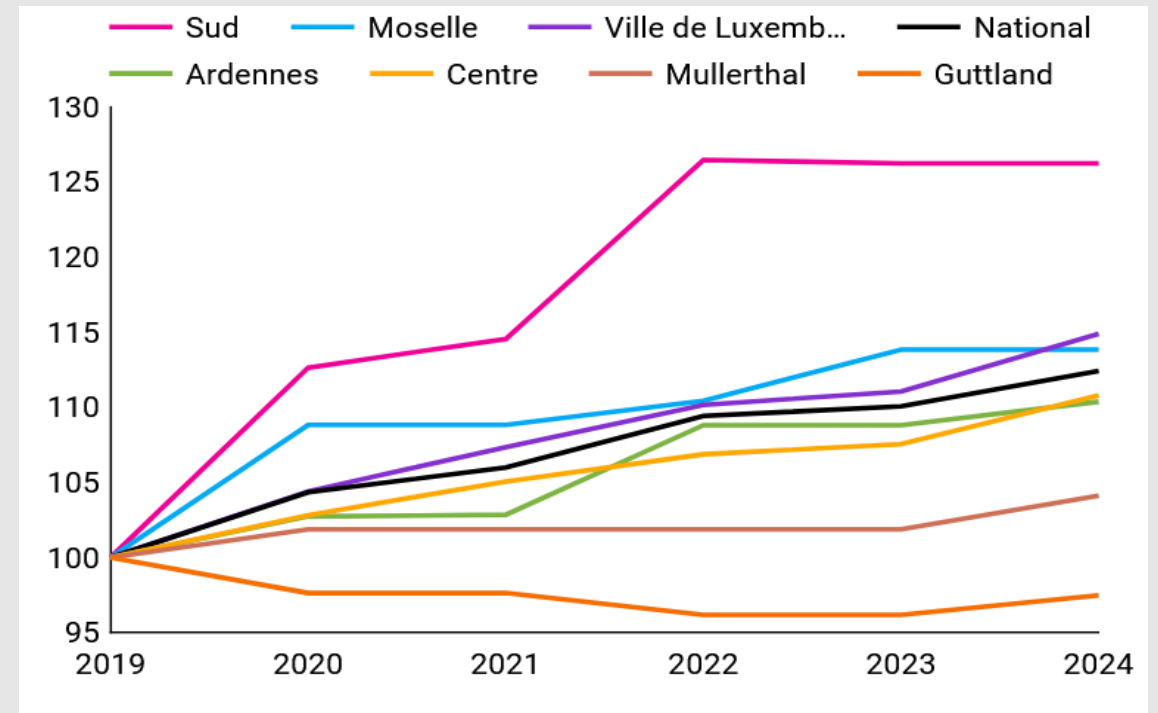
### Number of hotels



### Number of bedspaces



### Hotel rooms, regional trend (2019 = index 100)

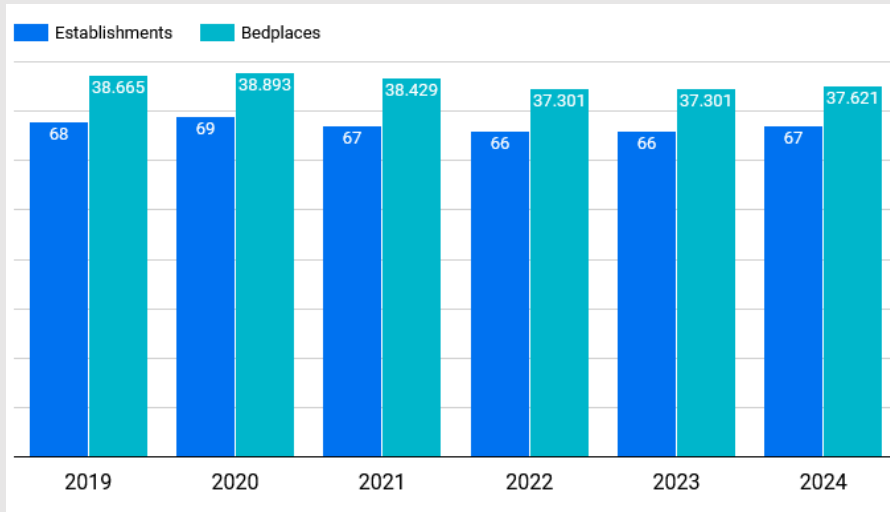


# Campsites & Youth Hostels capacities

2019-2024



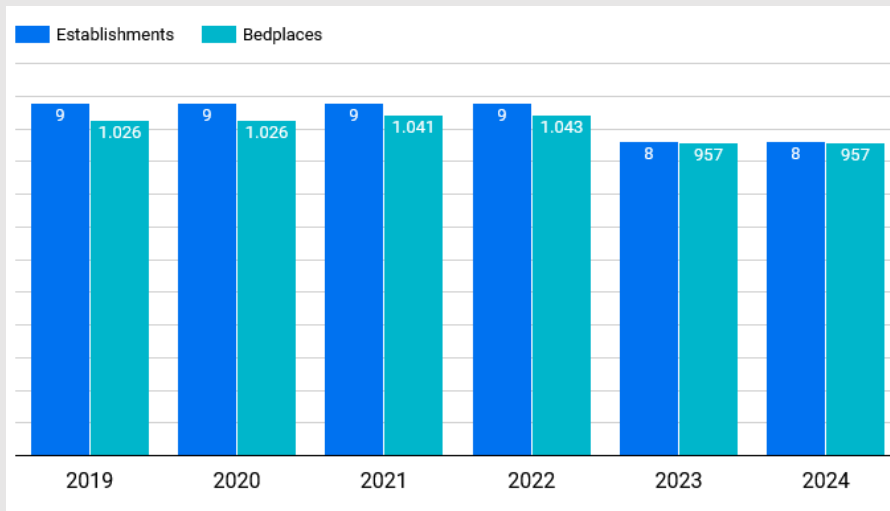
## Number of campsites and campsite bedspaces



## Campsite & youth hostel bedspaces, trend (2019 = index 100)



## Number of youth hostels and youth hostel bedspaces



# Air travel : seat capacities



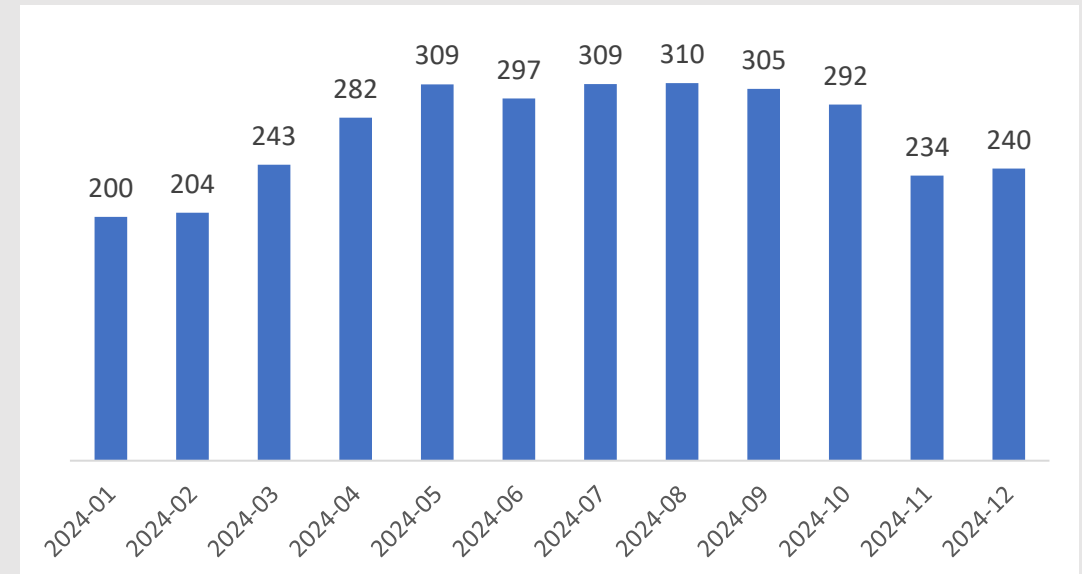
## Total seat capacity, 2024



+5% (vs. 2023)

+6% (vs. 2019)

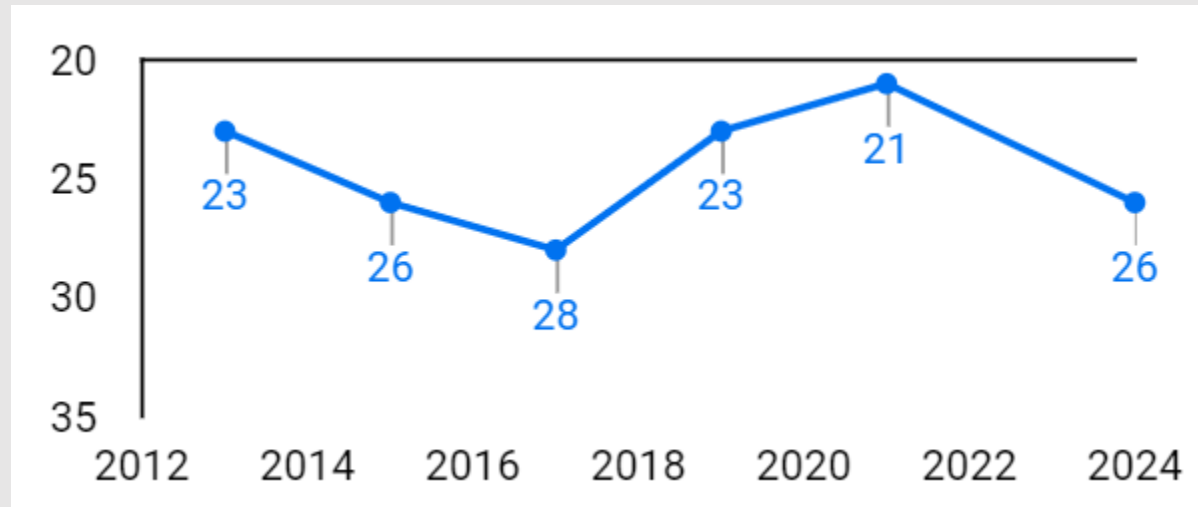
## Monthly seat capacity, 2024 (in 1,000s)



# Quality of tourist infrastructure



## Luxembourg's ranking in WEF Travel Competitiveness Report



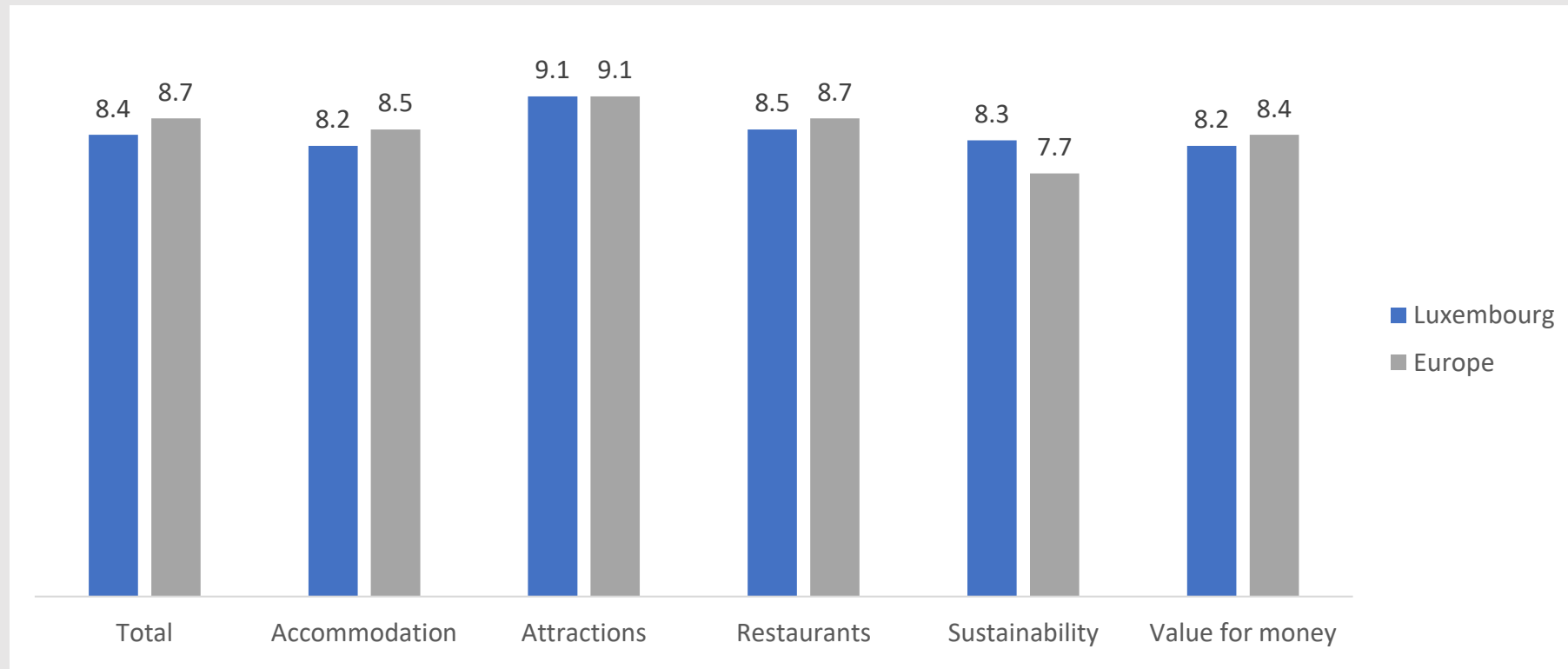
## Quality labels, number of certified accommodation, 2025

Ecolabel	Bed & Bike	EureWelcome
49	83	57

# Online reviews: satisfaction ratings vary by segment



2024

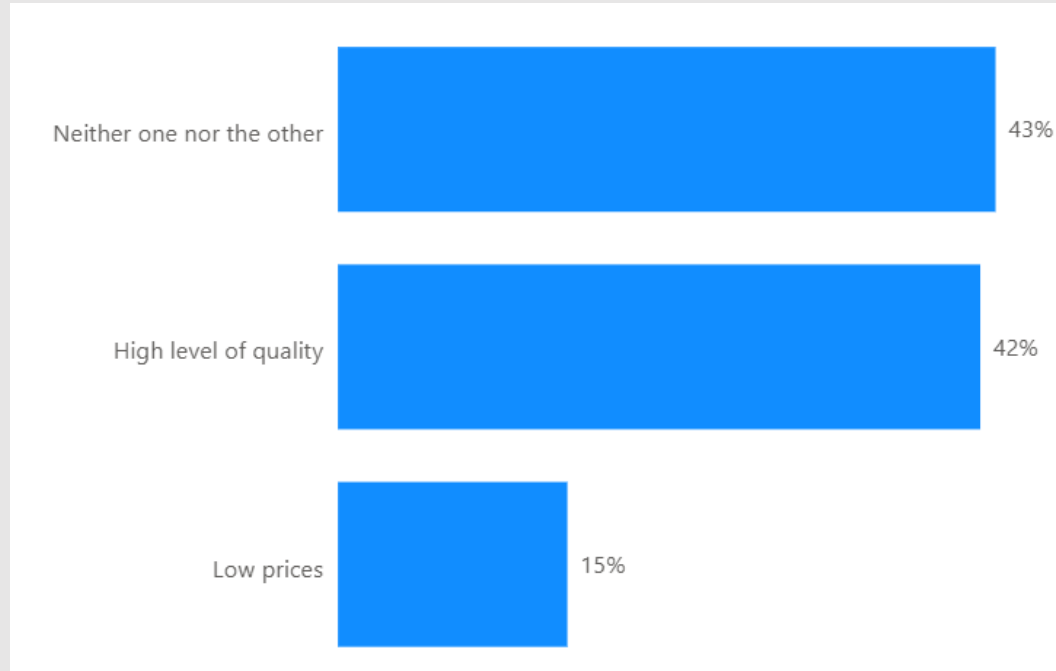


Average score on a scale of 1-10 of satisfaction ratings posted on online review sites (Trip Advisor, Google, etc.)

# Luxembourg's current and potential visitors are more quality- than price-oriented



Quality vs. price orientation, leisure inbound visitors, 2023-2024



Quality rather than price as a general travel preference, outbound travellers, Ø 13 European markets



Trav int abroad = population planning to travel at least once abroad next year

Past visits (ovn) = population having travelled to Luxembourg in the past (with an overnight)

Sympathy Lux: very high = population having expressed very high sympathy towards Luxembourg as a destination

Travel intent Lux: very high = population strongly planning to travel to Luxembourg within next 3 years



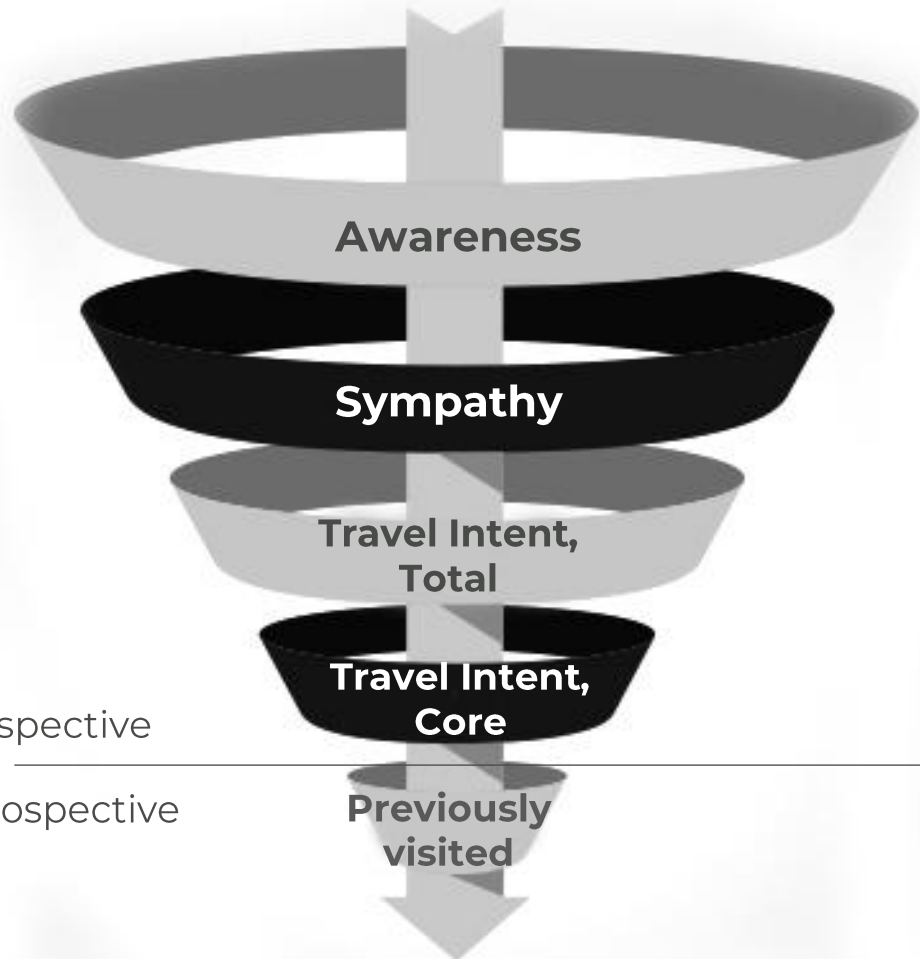
# **Target segments, Brand & Growth Potential**

# Destination Luxembourg - Brand Funnel 2024

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



— Average **13 European source markets**



83%



58%



37%

28%

16%

19%

## Highest sympathy for Luxembourg

1. Belgium
2. Netherlands
3. Portugal

## Total future visitor potential (\*)

1. Germany
2. France
3. Italy

## Highest future travel intent (\*\*)

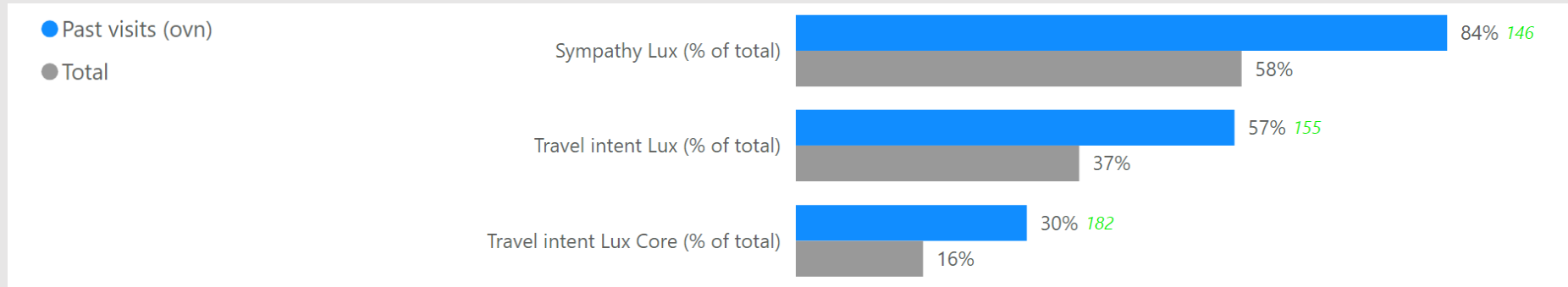
1. Explorers
2. Perfection Seekers
3. Nature-Loving Actives

Sources: LFT Brand & Potential Studies ; Destination Brand/Inspektour.  
Markets: DE-BE-NL-FR-UK-CH-AT-IT-ES-IE-DK-SE-PT.

(\*) Based on travel intent for next 3 years.

(\*\*) Based on relative shares of travel intent for next 3 years.

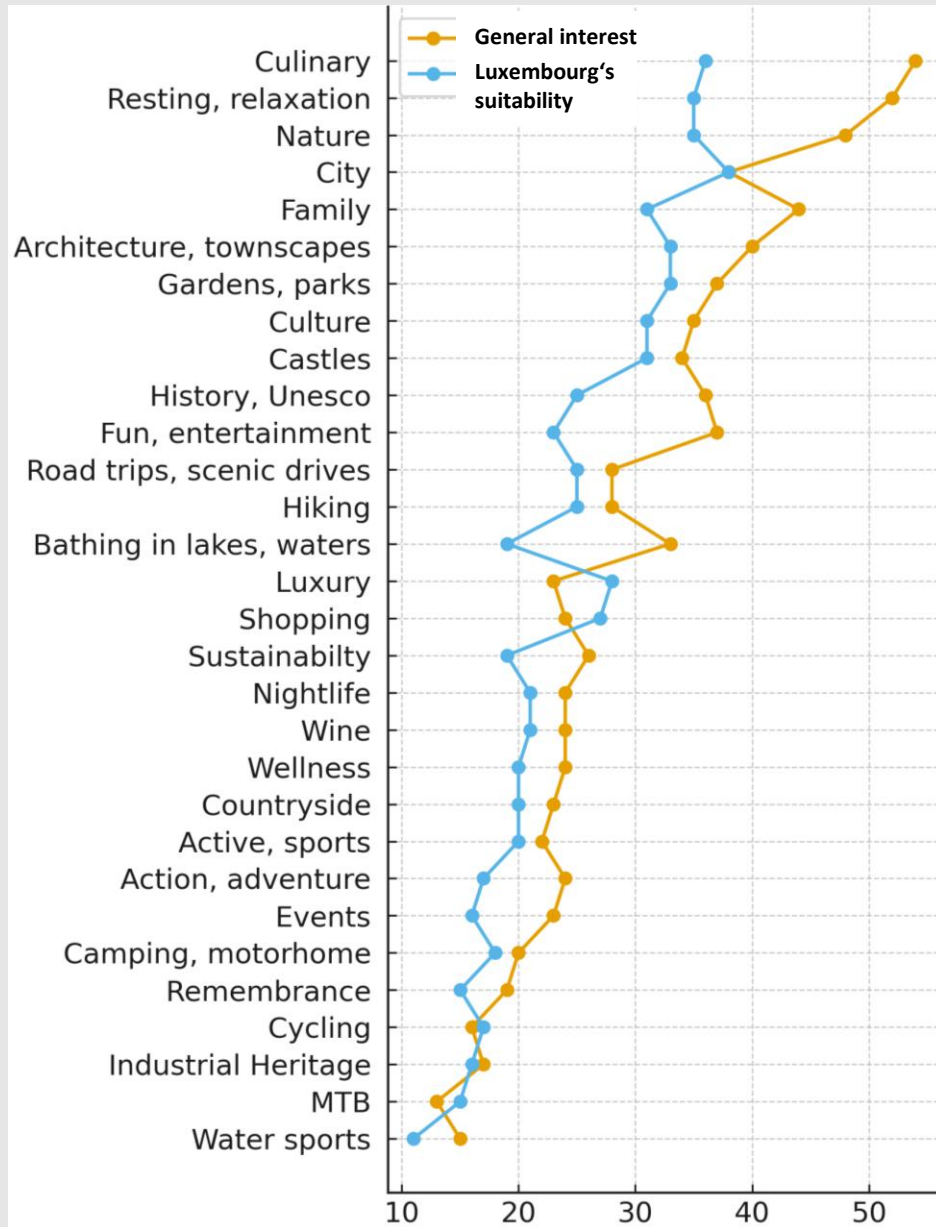
# Tourism is a positive driver to Luxembourg's nation brand



Sympathy towards Luxembourg and future travel intent to Luxembourg are both considerably higher among respondents having visited Luxembourg in the past.

# Luxembourg's Theme Competence (\*)

Average 13 European source markets (\*\*)



## Growth potential for themes (\*\*\*)

- Culinary
- Resting/relaxation
- Nature
- Family
- History & Unesco
- Sustainability
- Action, adventure
- Events

## Best-ranked themes in each source market

- City : DK-FR-DE-IE-PL-CH-ES
- Nature : BE-NL
- Culinary : AT-SE
- Castles : IT
- Family : PT
- Architecture/townscapes : UK

(\*) Themes for which Luxembourg is considered most suitable as a holiday destination, % of respondents agreeing.





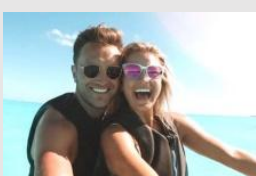
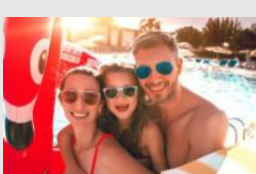
(\*\*) DE-BE-NL-FR-UK-CH-AT-IT-ES-IE-DK-SE-PT.

(\*\*\*) Themes for which Luxembourg's theme suitability is still relatively low, compared to the overall general theme interest – see chart.

# LFT Target Segments

Inbound leisure visitors with overnight, 2024 (\*)



			% pts. vs. 2023
Explorers		26%	-2
Nature-Loving Actives		27%	+5
Relaxation Seekers		13%	=
Short Breakers		10%	-3
Perfection Seekers		11%	=
Leisure-Oriented		13%	=



# **Residents' attitudes towards tourism**

# Residents' attitudes towards tourism in Luxembourg

2024



**% residents who 'support tourism and want it to remain important and even to grow in importance'**

**80%**

(2023:  
80%)

**% of residents who say that 'the positive benefits of tourism outweigh the negative effects'**

**69%**

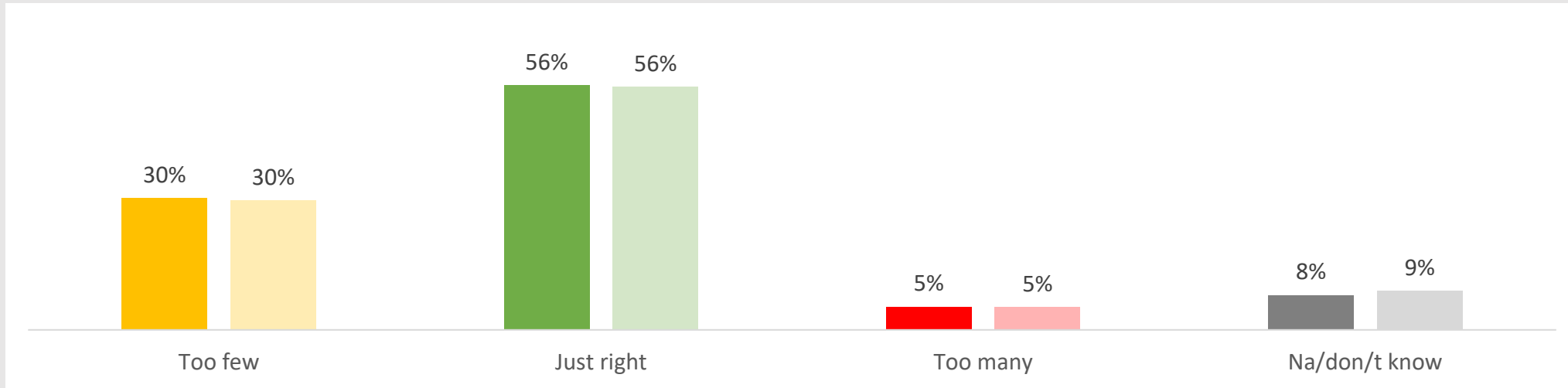
(2023:  
70%)

# Residents' attitudes towards tourism in Luxembourg

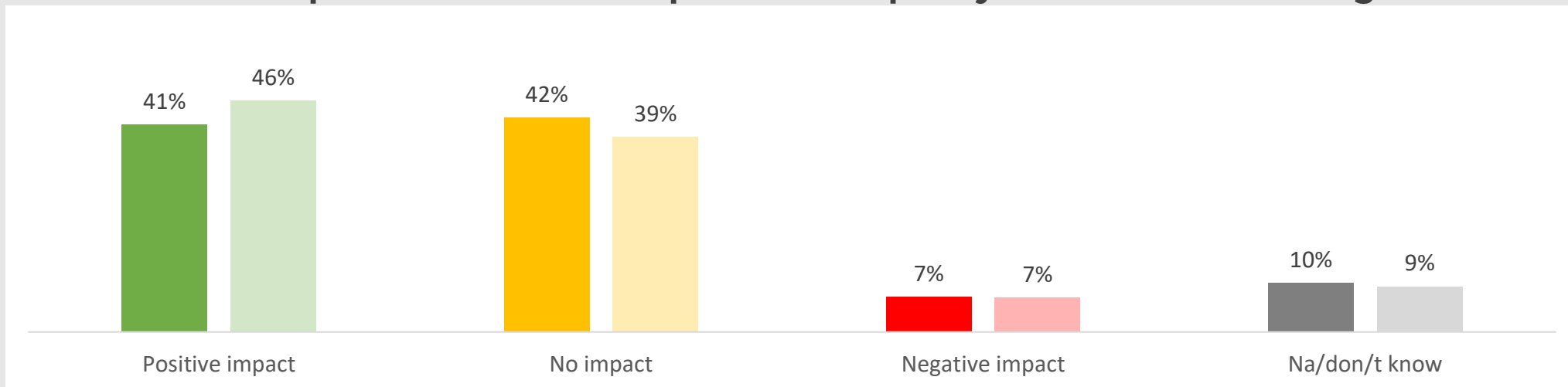
## 2024



### Perception of the number of visitors in Luxembourg



### Perception of tourism's impact on the quality of life in Luxembourg





# Your contact



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