



Luxembourg for Tourism
Market profile
BELGIUM
2025

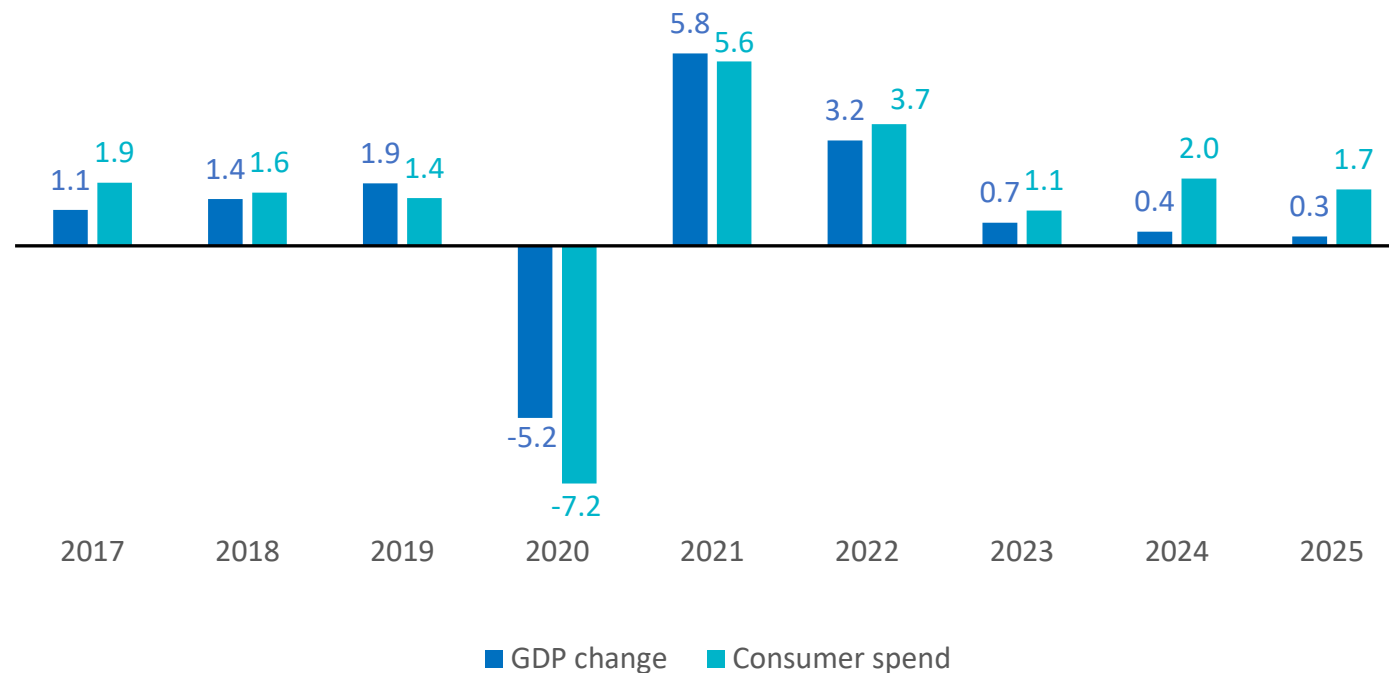


Economic indicators & General Travel Demand

Economic indicators – General travel demand



GDP and consumer spending, % annual change



Economy & population

GDP (PPP, \$) per capita
63,488

Unemployment (%)
6.2

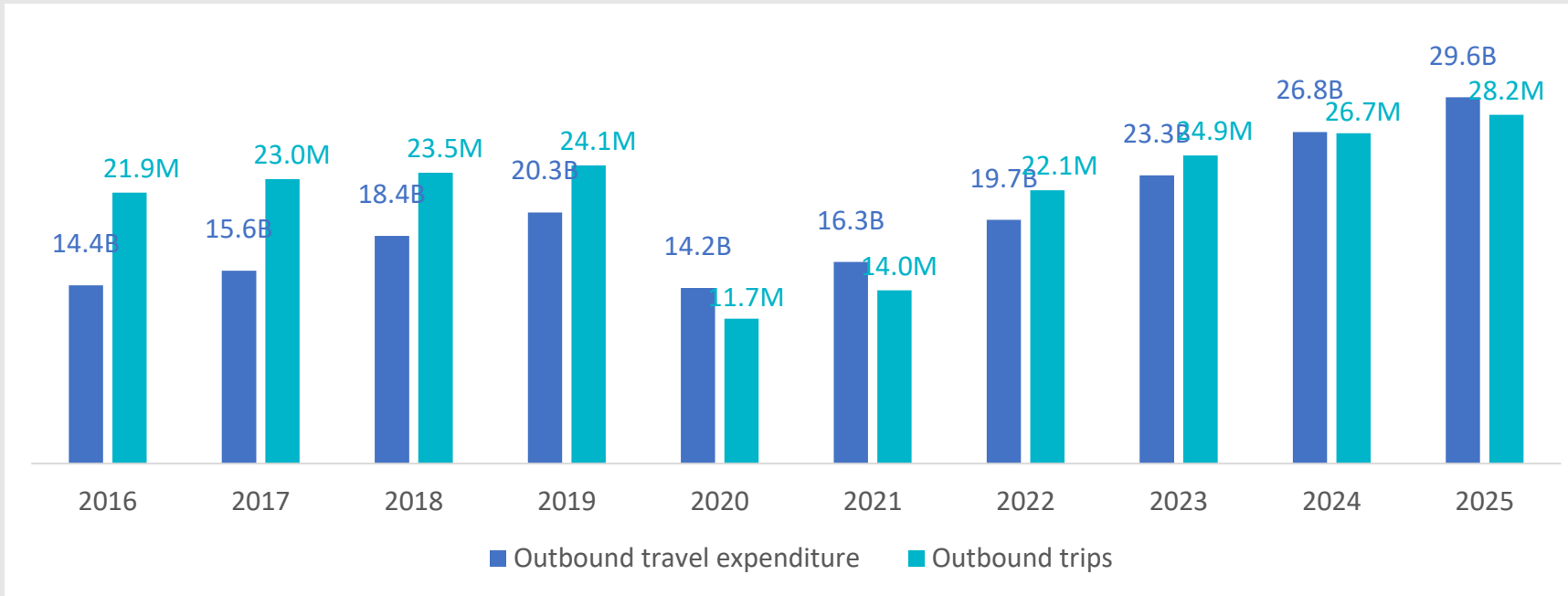
Inflation(%)
2.5

Population
11,758,603

Economic indicators – General travel demand



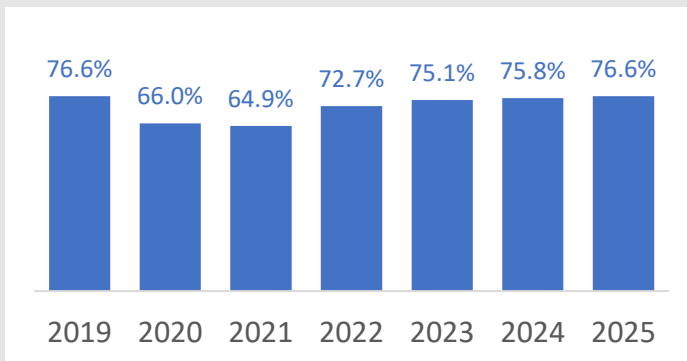
Outbound trips and travel expenditure



Outbound travel intensity
2.40 trips
per inhabitant (2025)

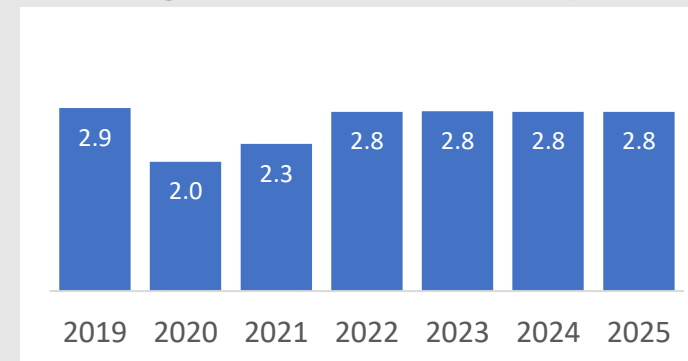
Average spend
per outbound trip (2025)
1,050 \$

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2025)
86%

Average length of stay, nights, all outbound trips





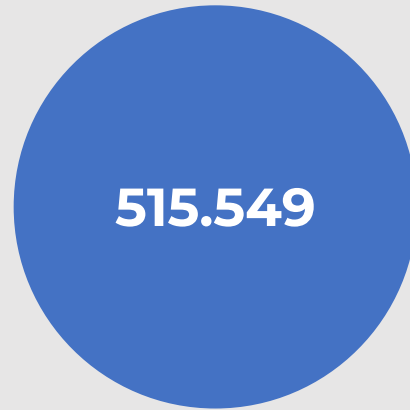
Arrivals & nights in paid accommodation

Nights in paid accommodation

2025 and 2019-2025

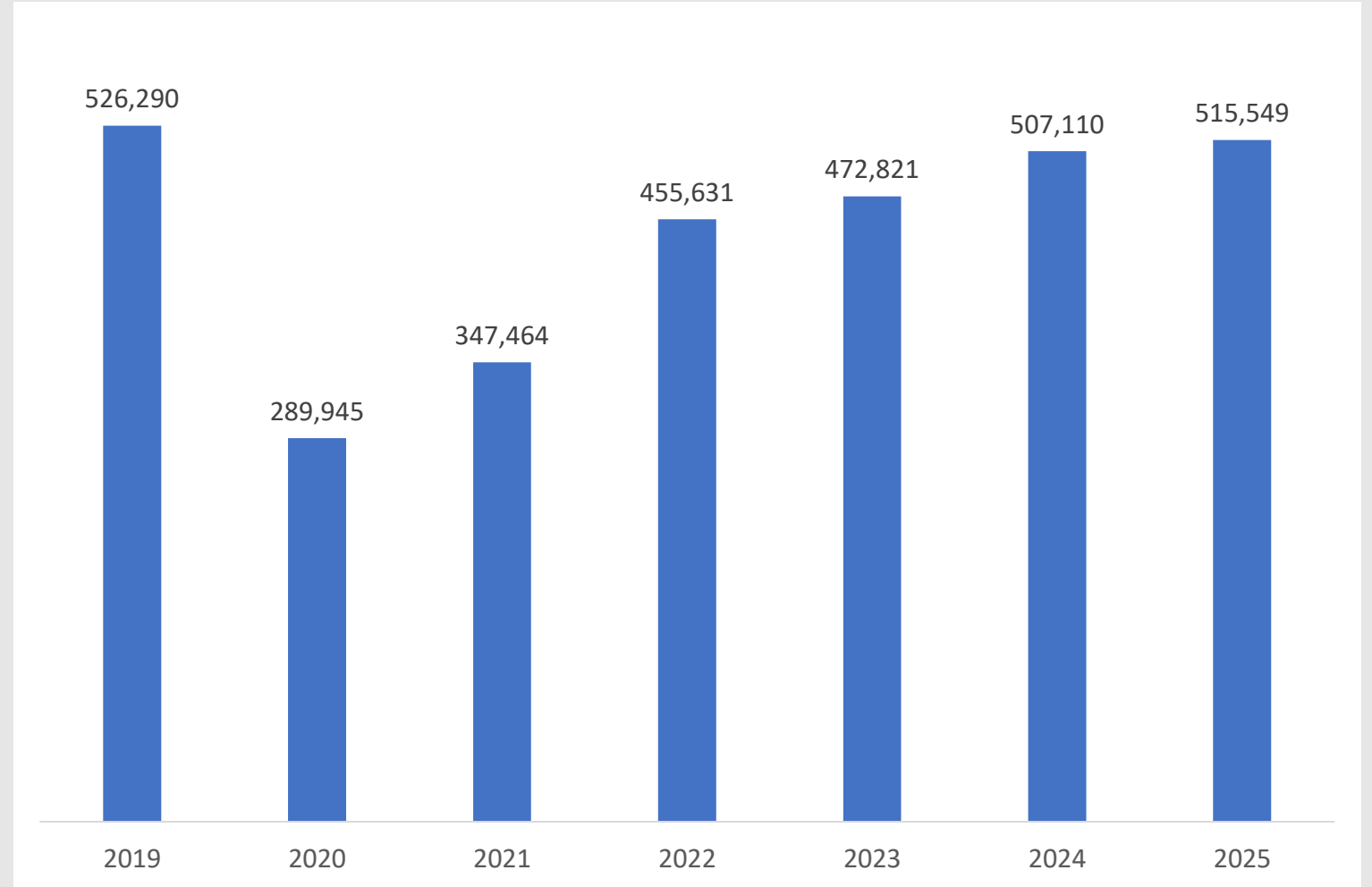


**Nights,
paid accommodation, 2025**



+2% (vs. 2024)

-2% (vs. 2019)



Arrivals in paid accommodation

2025 and 2019-2025

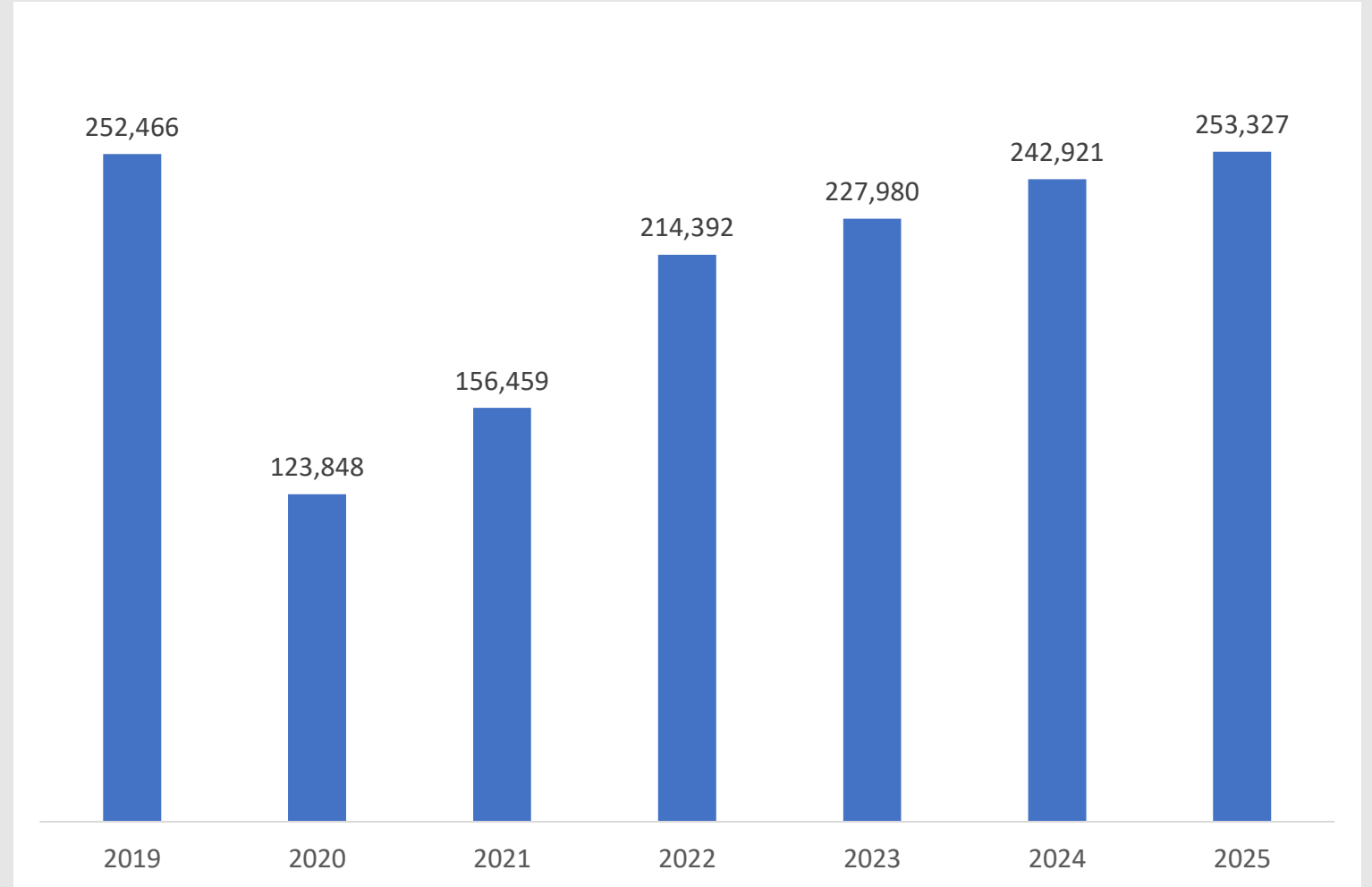


Arrivals,
paid accommodation, 2025



+4% (vs. 2024)

+0% (vs. 2019)



Length of stay, paid accommodation

2025 and 2019-2025

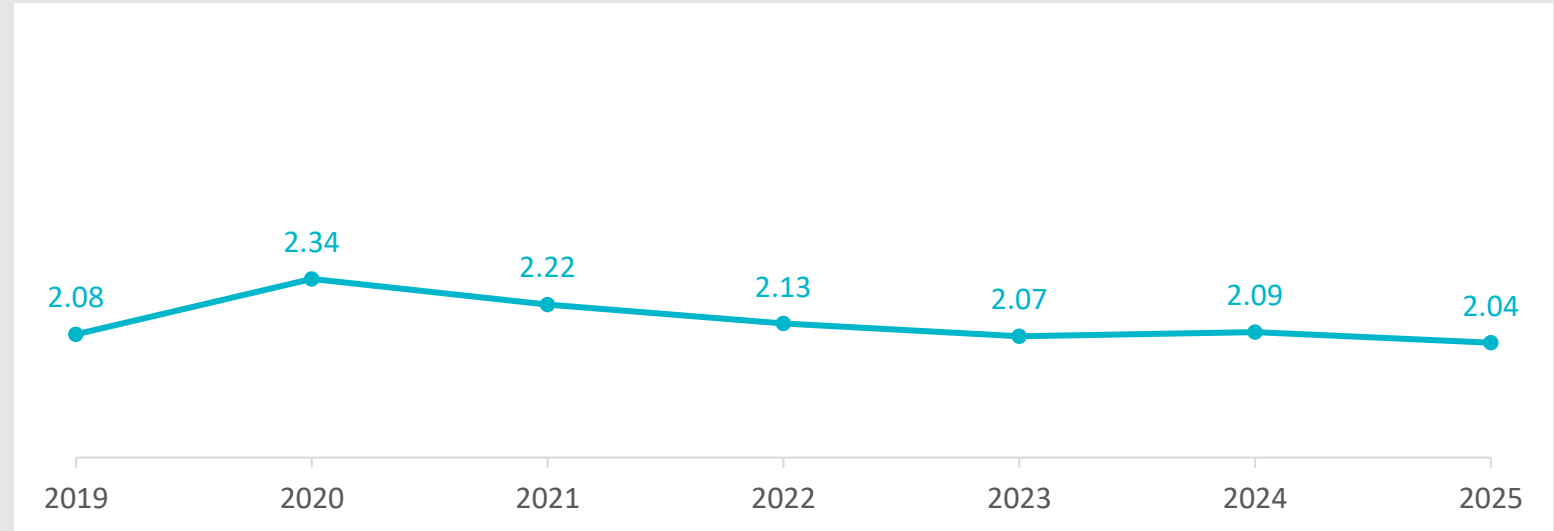


Average length of stay,
paid accommodation, 2025



-0.05 nights (vs. 2024)

-0.04 nights (vs. 2019)

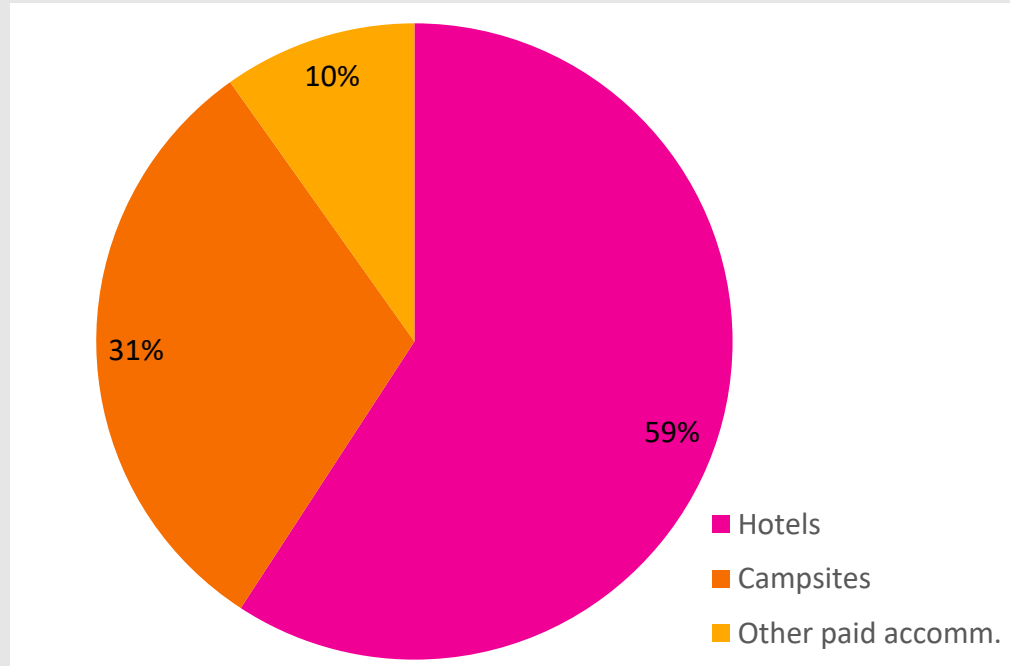


Nights & arrivals in paid accommodation

Type of accommodation, 2025

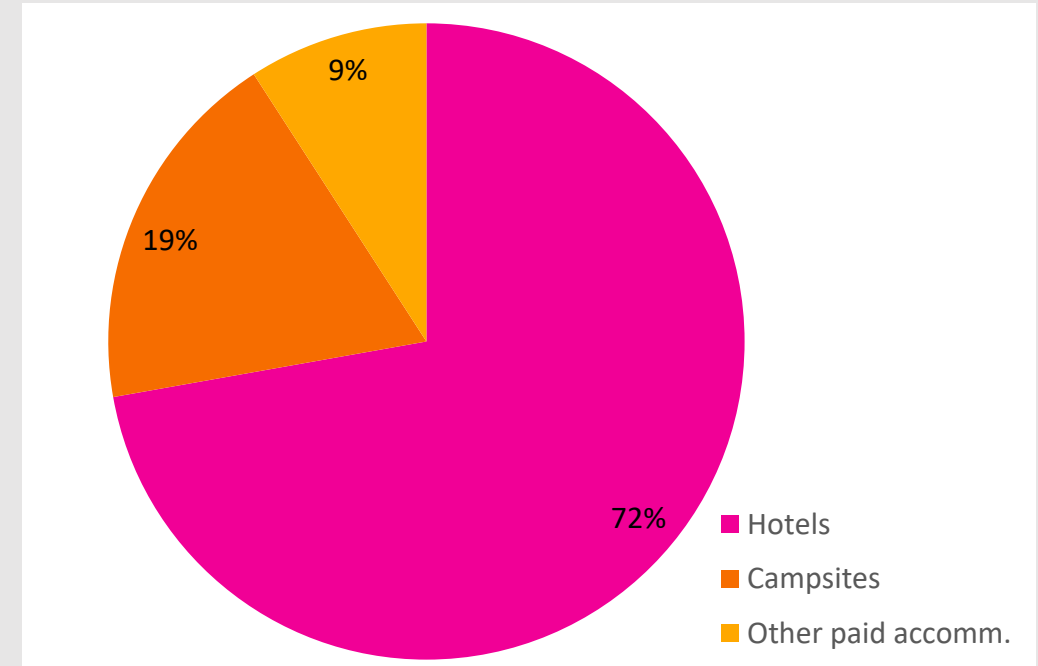


Nights,
paid accommodation, 2025



Hotels	305.144	-1% (vs. 2024)	-13% (vs. 2019)
Campsites	159.718	+6% (vs. 2024)	+23% (vs. 2019)
Other paid accomm.	50.687	+6% (vs. 2024)	+14% (vs. 2019)

Arrivals,
paid accommodation, 2025



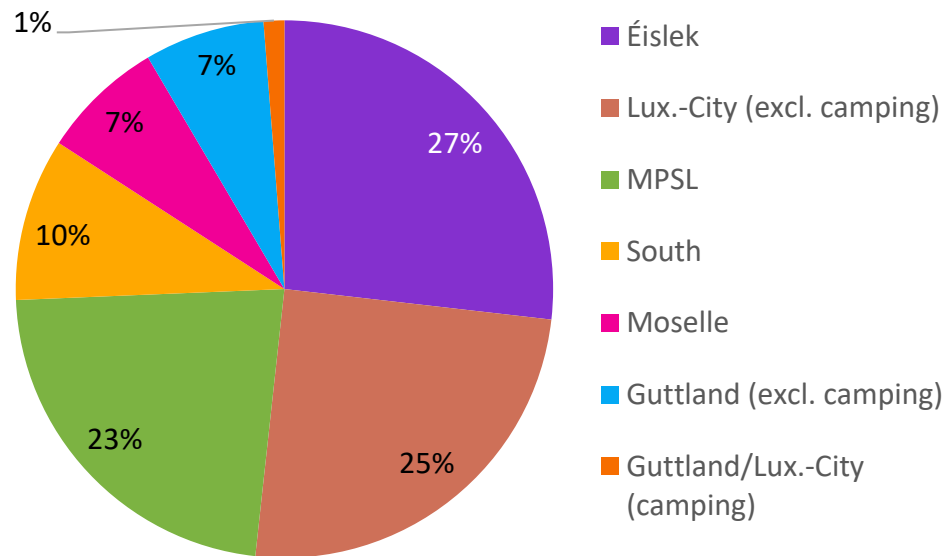
Hotels	182.912	+2% (vs. 2024)	-11% (vs. 2019)
Campsites	47.289	+10% (vs. 2024)	+67% (vs. 2019)
Other paid accomm.	23.126	+10% (vs. 2024)	+30% (vs. 2019)

Nights & arrivals in paid accommodation

Regions, 2025

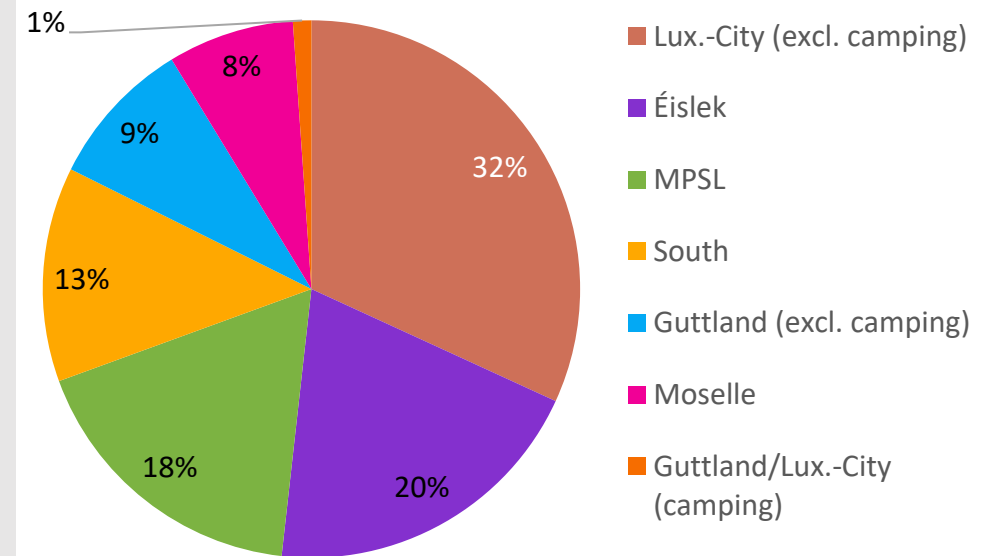


Nights, paid accommodation, 2025



Éislek	138.243	-2% (vs. 2024)	-12% (vs. 2019)
Lux.-City (excl. camping)	128.447	-7% (vs. 2024)	-18% (vs. 2019)
MPSL	116.613	+5% (vs. 2024)	+29% (vs. 2019)
South	50.509	+27% (vs. 2024)	+41% (vs. 2019)
Moselle	38.049	+23% (vs. 2024)	-3% (vs. 2019)
Guttland (excl. camping)	37.271	-2% (vs. 2024)	-7% (vs. 2019)
Guttland/Lux.-City (camping)	6.417	-14% (vs. 2024)	-15% (vs. 2019)

Arrivals, paid accommodation, 2025



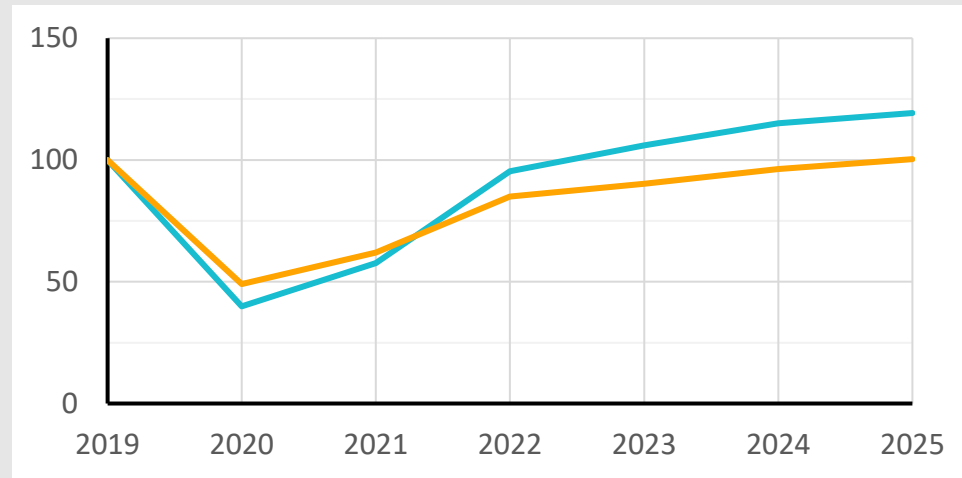
Lux.-City (excl. camping)	80.682	-1% (vs. 2024)	-14% (vs. 2019)
Éislek	50.467	-3% (vs. 2024)	-15% (vs. 2019)
MPSL	44.743	+5% (vs. 2024)	+46% (vs. 2019)
South	32.725	+47% (vs. 2024)	+57% (vs. 2019)
Guttland (excl. camping)	22.655	-2% (vs. 2024)	-4% (vs. 2019)
Moselle	19.255	+7% (vs. 2024)	-9% (vs. 2019)
Guttland/Lux.-City (camping)	2.800	-17% (vs. 2024)	-9% (vs. 2019)

Arrivals in paid accommodation

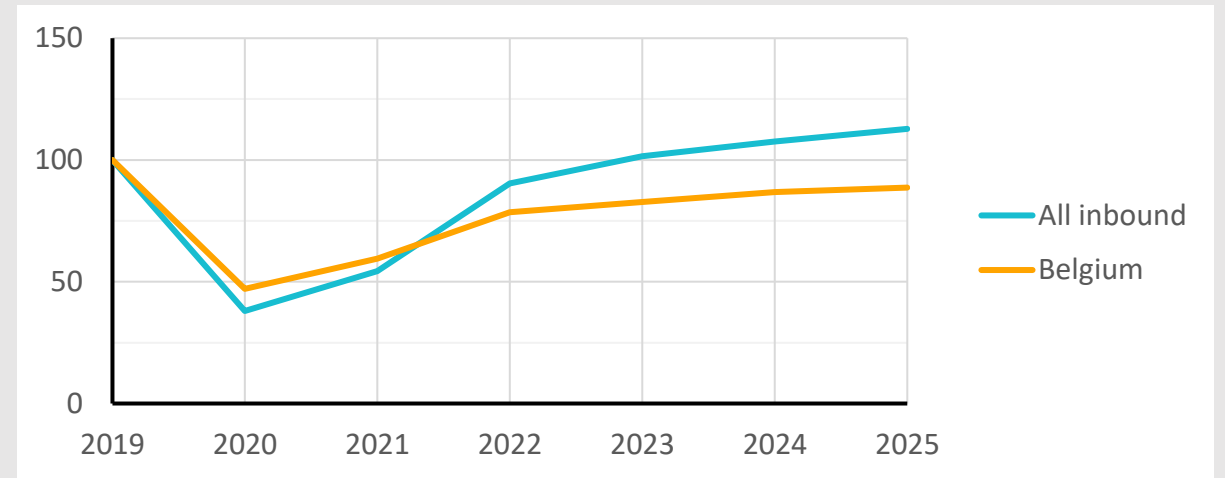
Trends 2019-2025



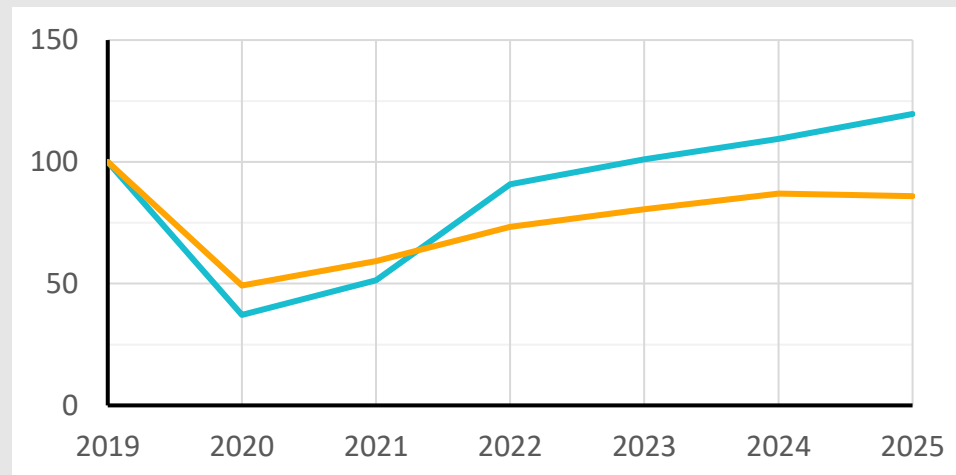
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



All paid accommodation (*), Luxembourg City (2019 = Index 100)

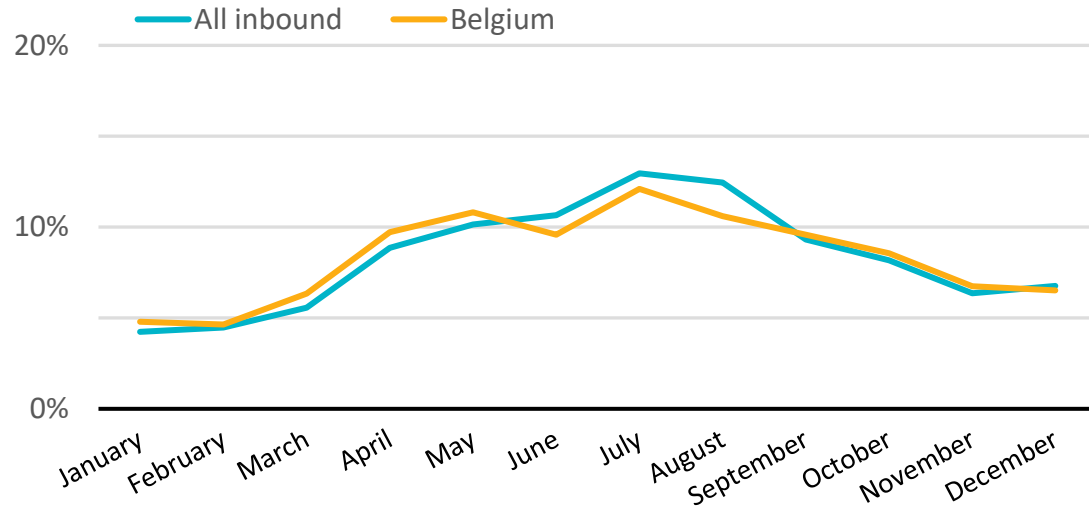


Arrivals in paid accommodation

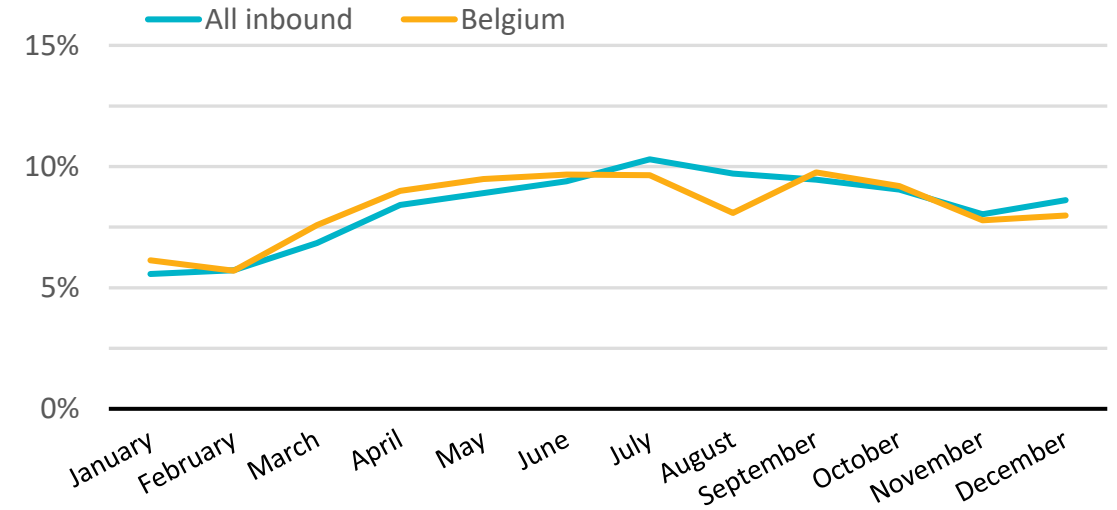
Seasonality



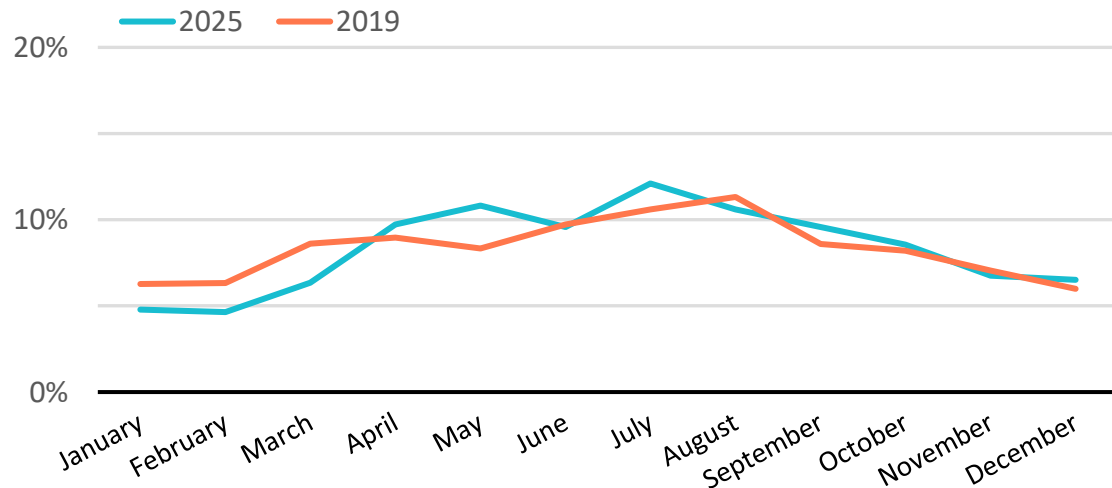
All paid accommodation, 2025



Hotels, 2025



All paid accommodation, arrivals from Belgium



Short-term rentals

2025 and 2019-2025



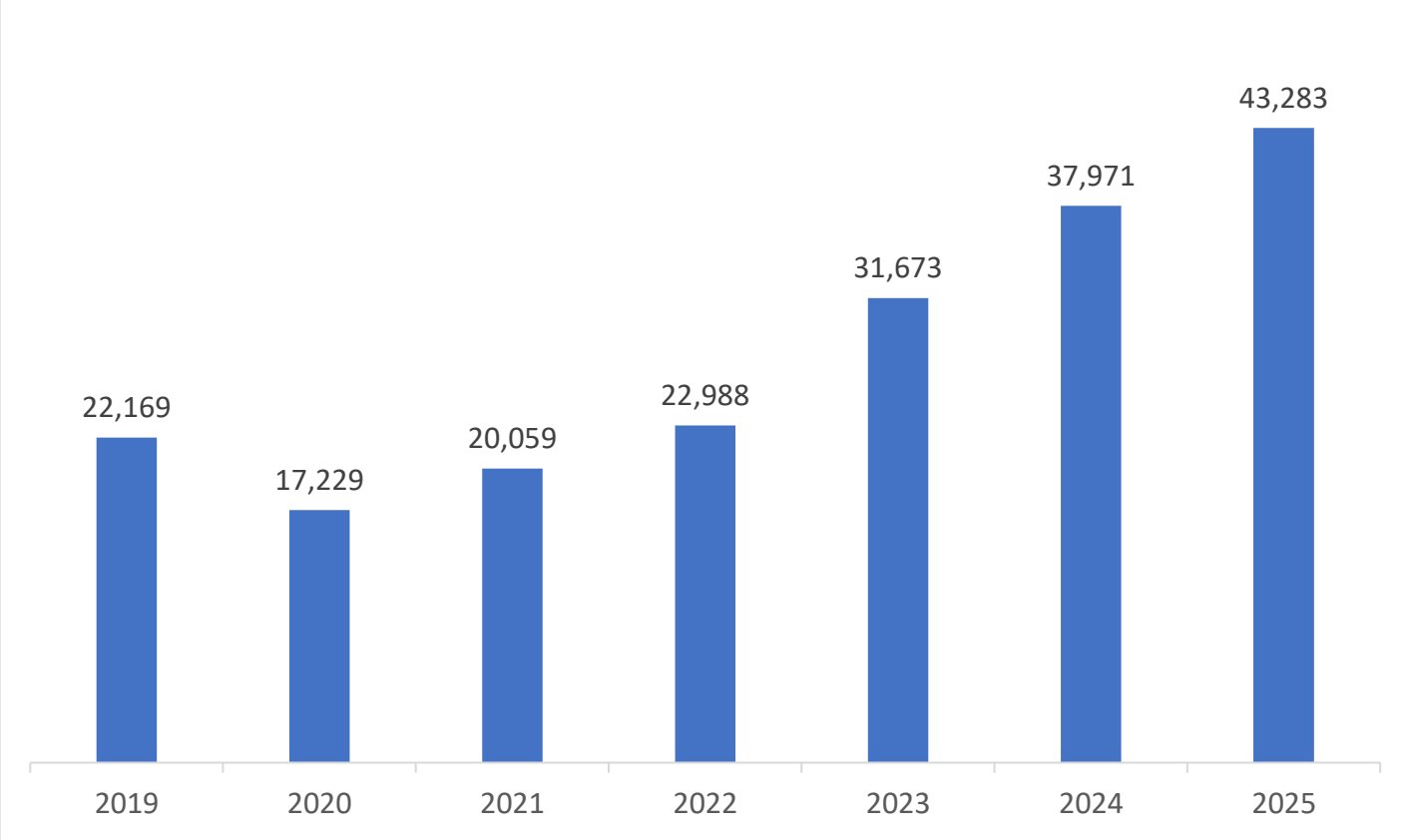
Nights,
Short-term rentals, 2025



+14% (vs. 2024)

+95% (vs. 2019)

Nights,
Short-term rentals, 2019-2025





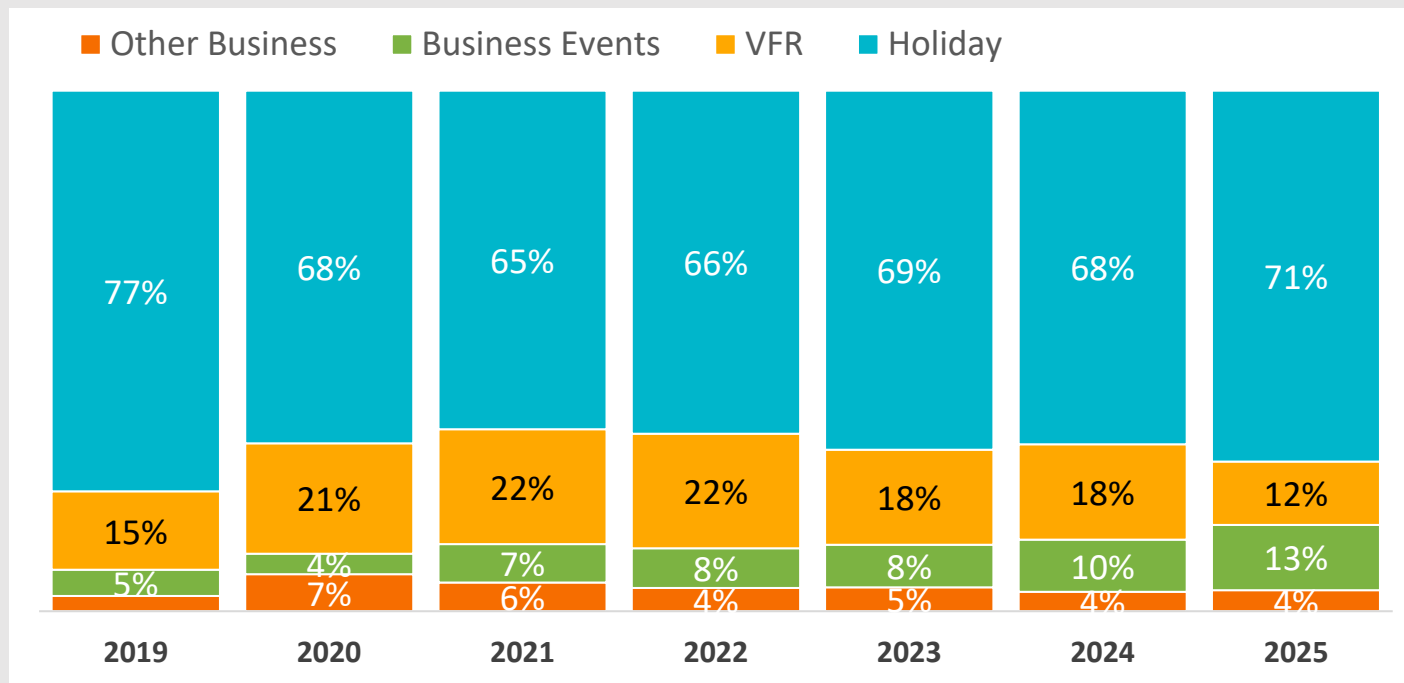
Characteristics of inbound trips

Belgian trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2019-2025

Belgian trips to Luxembourg, 2019-2025



2025

Belgium to
Luxembourg

Europe to
Luxembourg

Holiday	71%	62%
VFR	12%	12%
Business Events	13%	17%
Other Business	4%	8%

Inbound same-day trips to Luxembourg

2025



**Number of inbound
same-day trips, 2025 (estimate)**



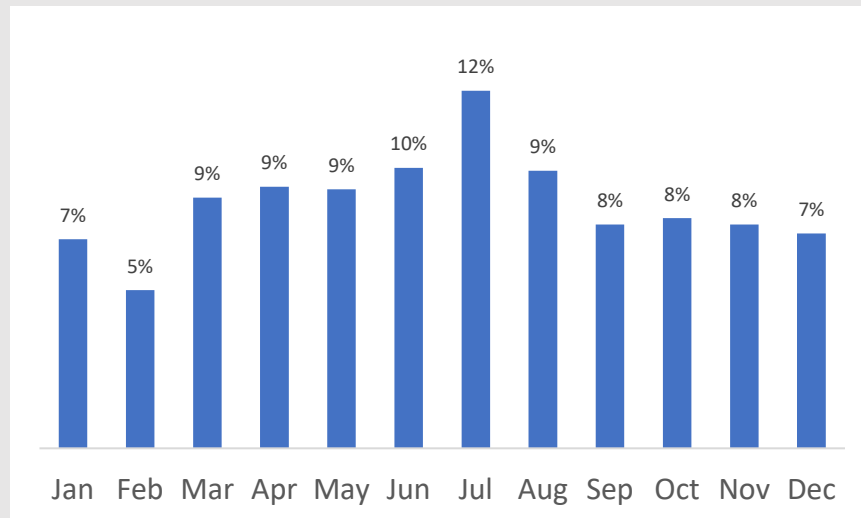
+18% (vs. 2024)

**Average length
of same-day trips**



+0,3 h (vs. 2024)

**Seasonality
% of same-day trips**



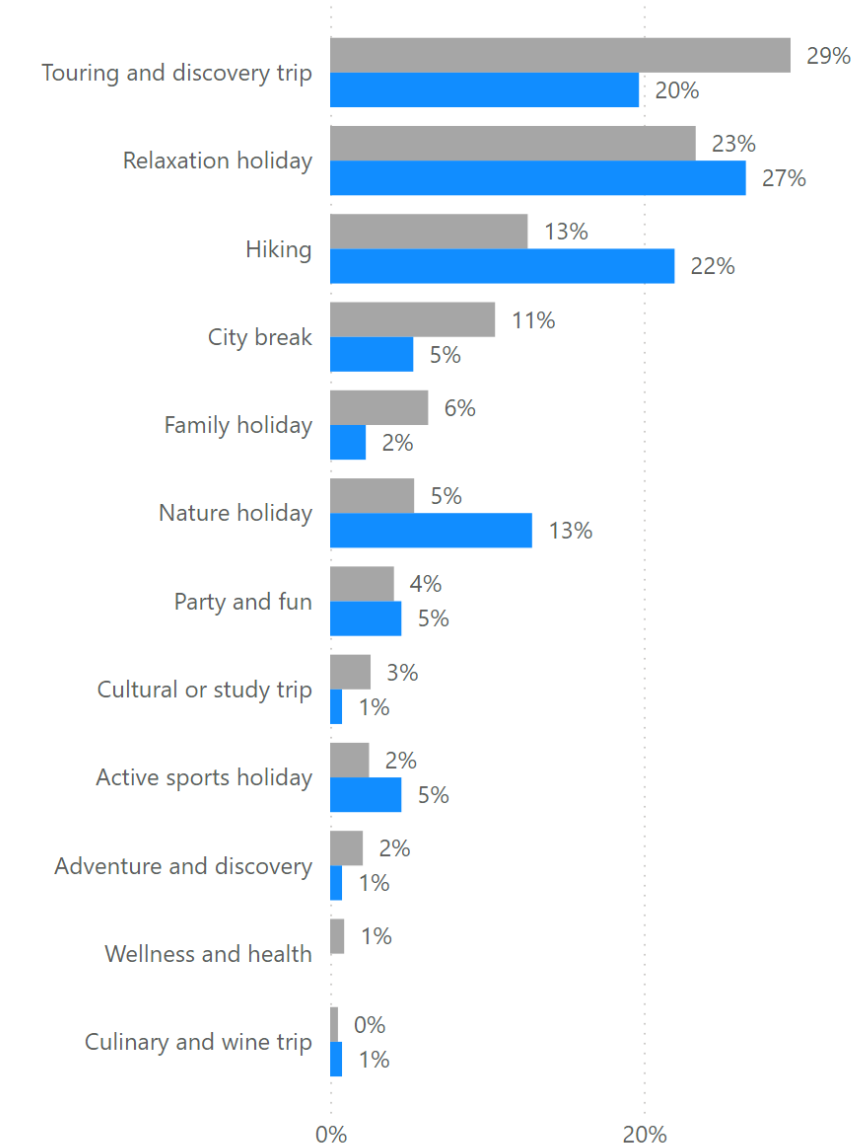


Travel behaviour of inbound leisure visitors

Main holiday types

Leisure overnight visitors, 2025

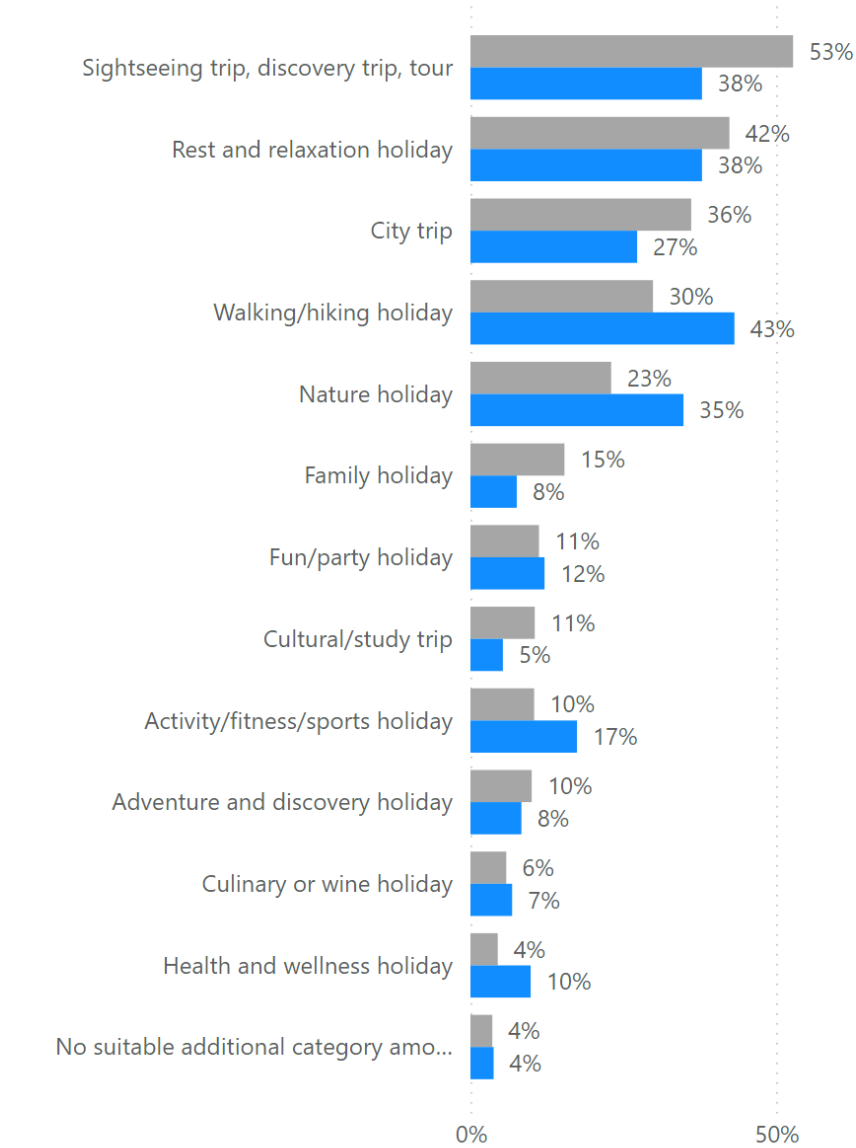
● All inbound ● Belgium



All holiday types

Leisure overnight visitors, 2025

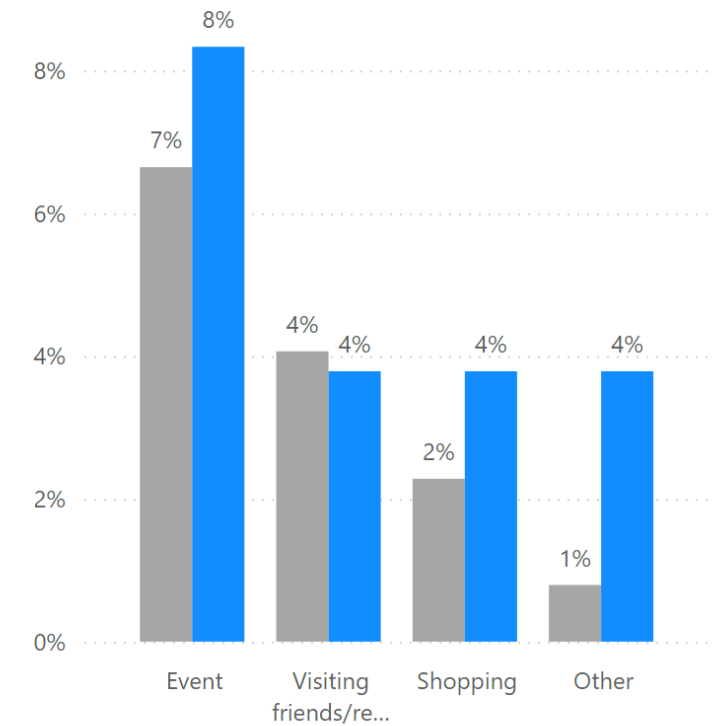
● All inbound ● Belgium



Main purpose of overnight trip (if not holiday)

Leisure overnight visitors, 2025

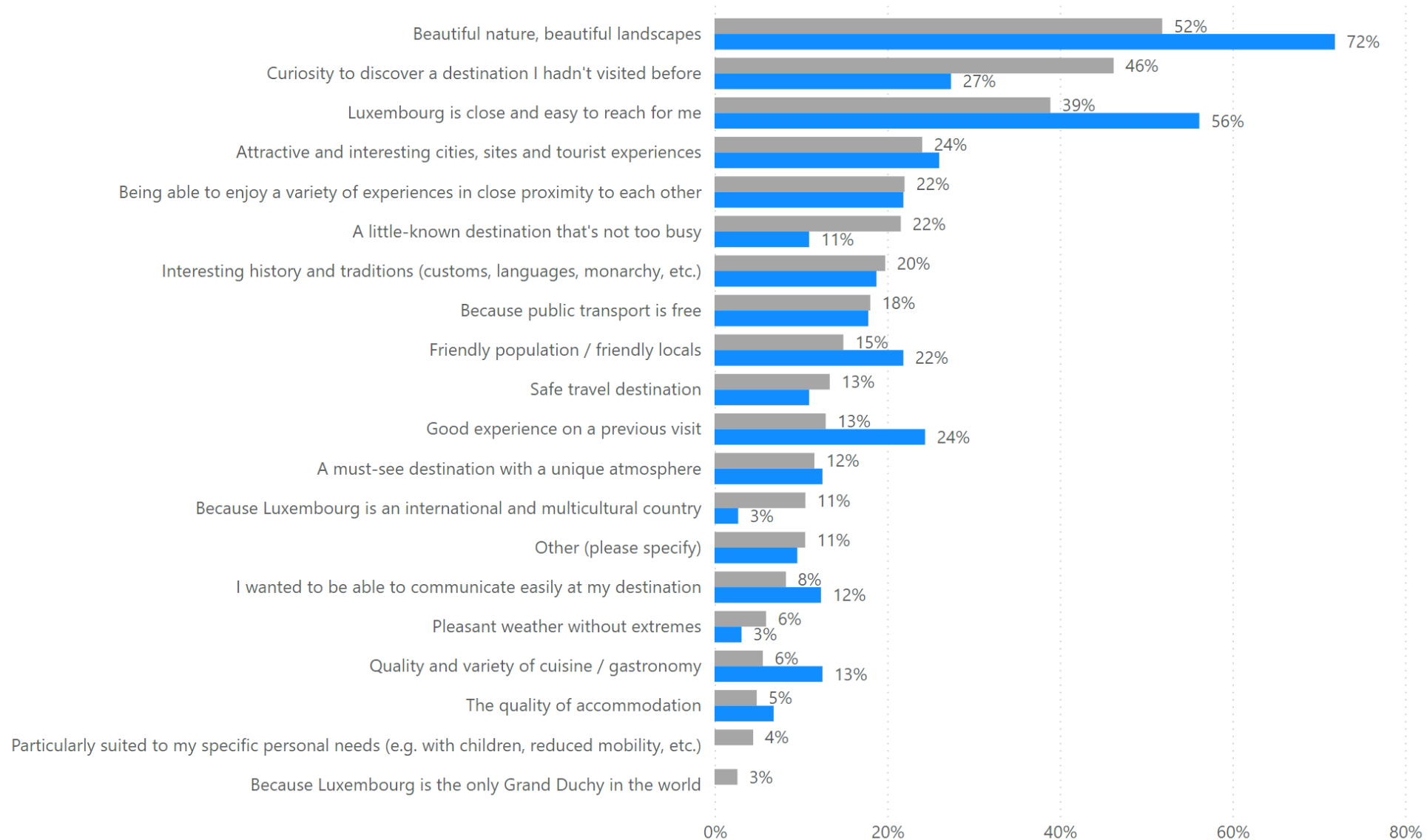
● All inbound ● Belgium



Reasons for choosing Luxembourg

Leisure overnight visitors, 2024–2025

● All inbound ● Belgium

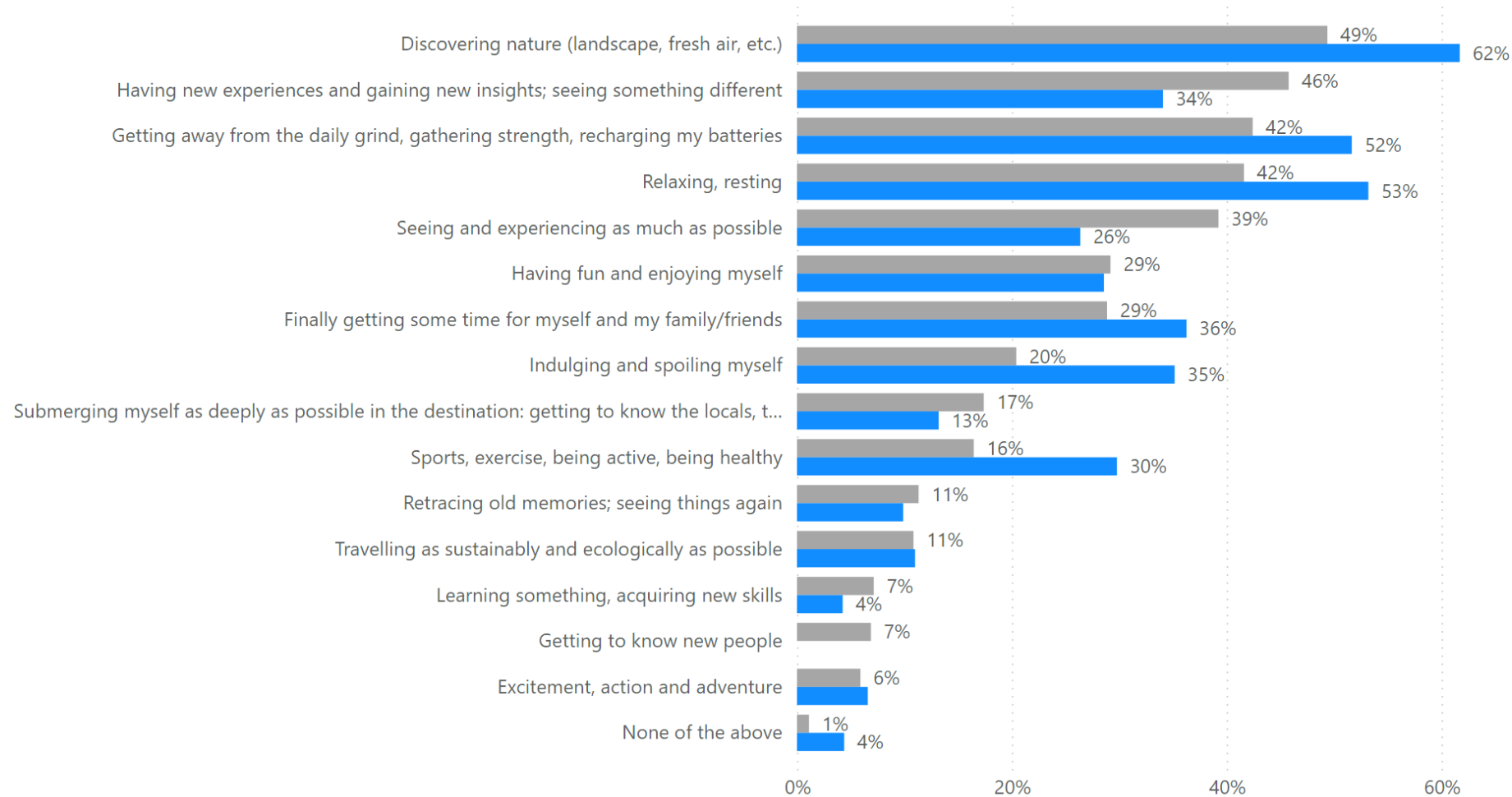




Travel Motives

Leisure overnight visitors, 2024–2025

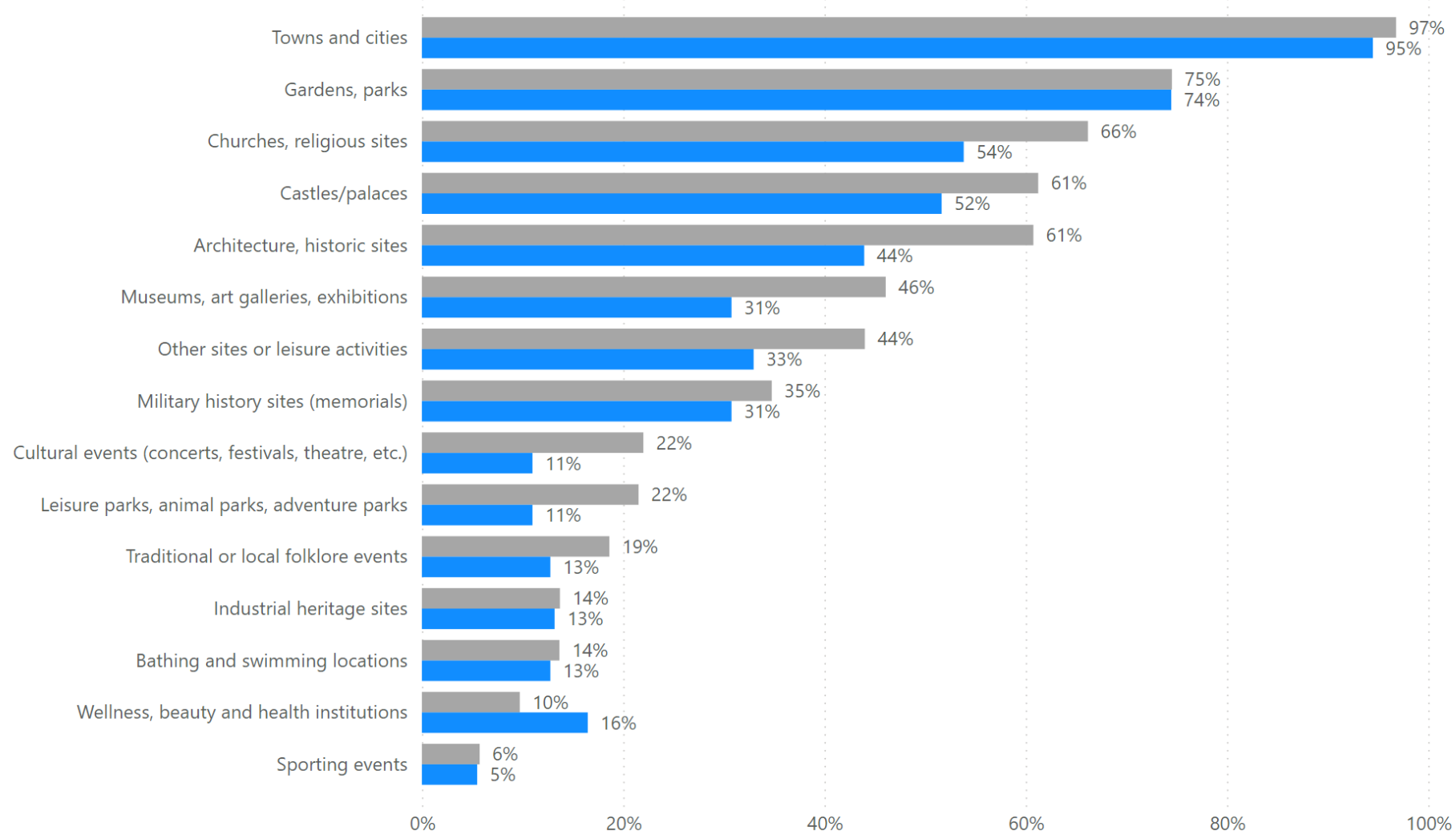
● All inbound ● Belgium



Places visited

Leisure overnight visitors, 2024–2025

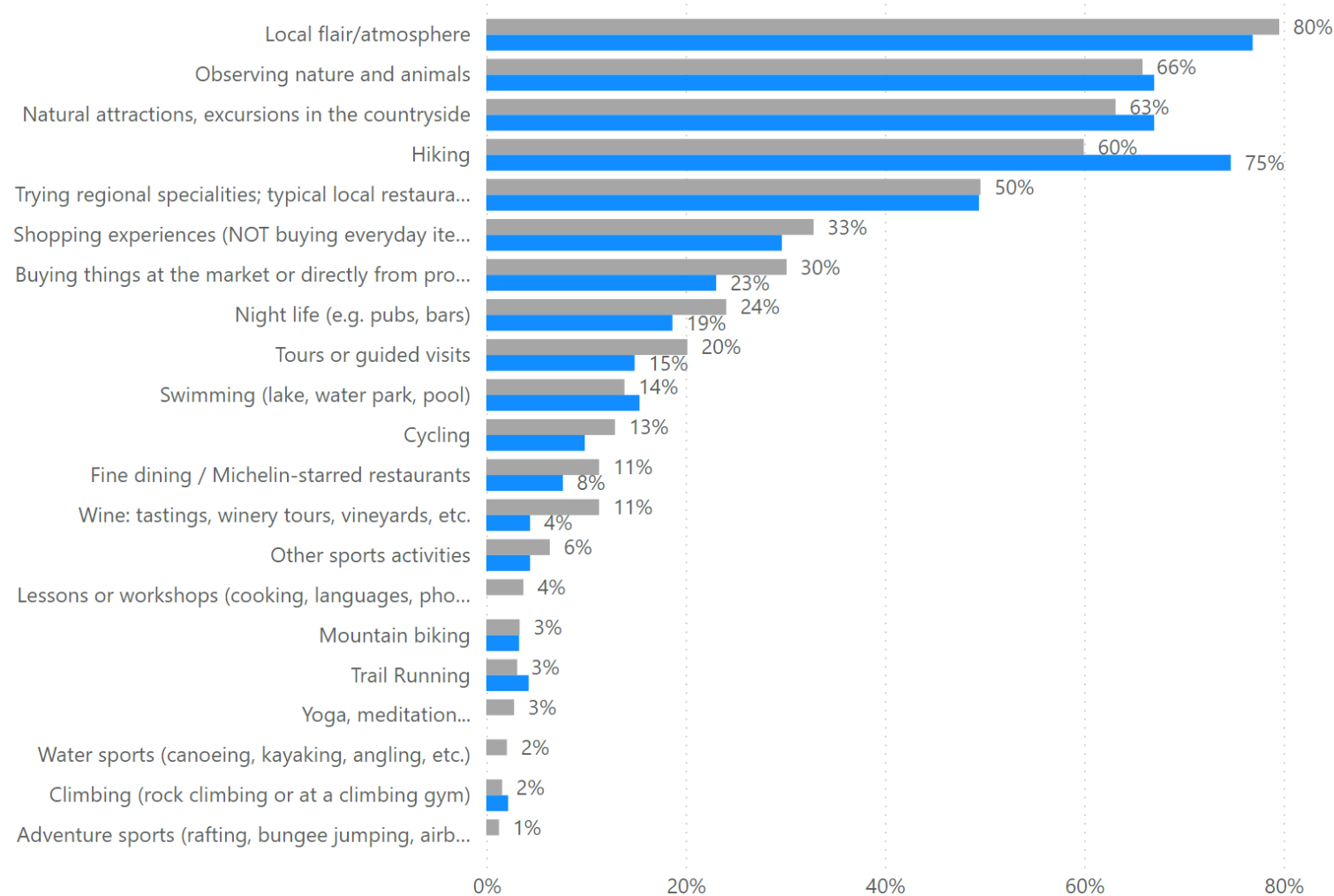
● All inbound ● Belgium



Activities (sporting and non-sporting)

Leisure overnight visitors, 2024-2025

● All inbound ● Belgium

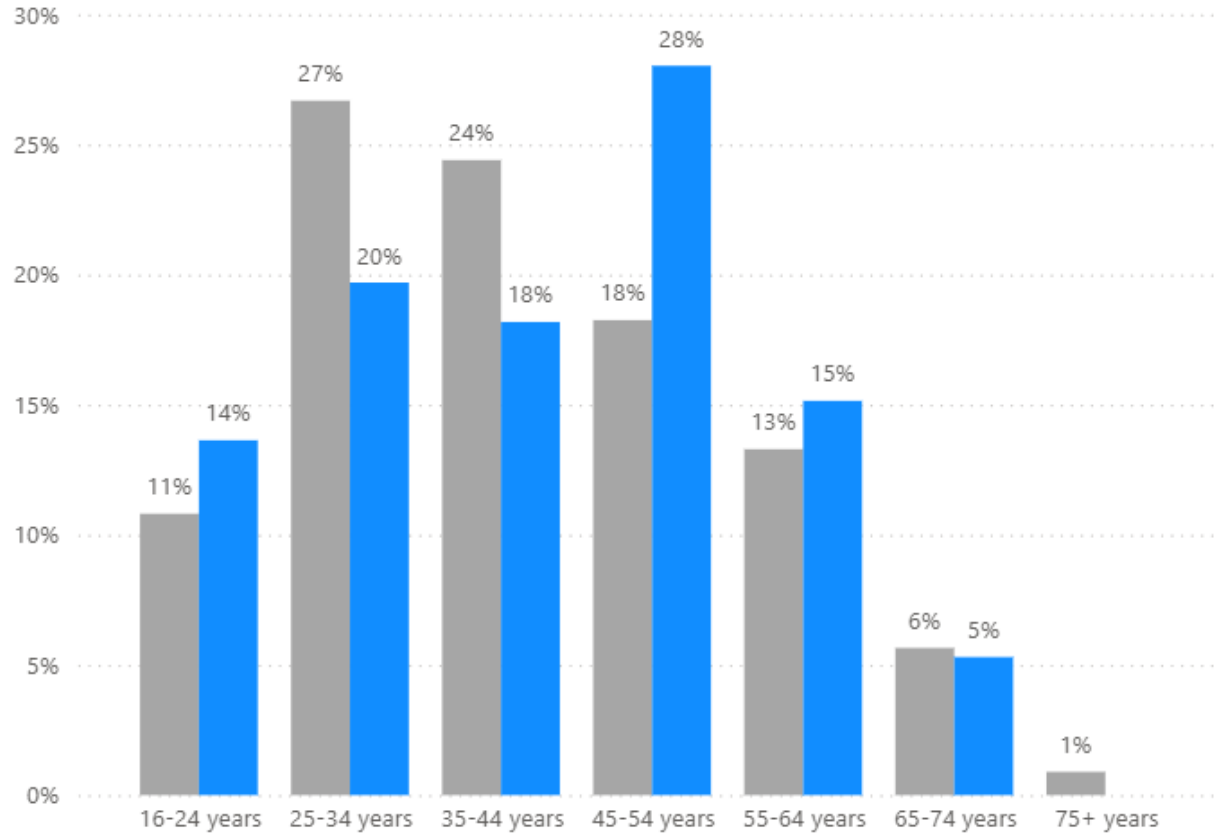




Age

Leisure overnight visitors, 2025

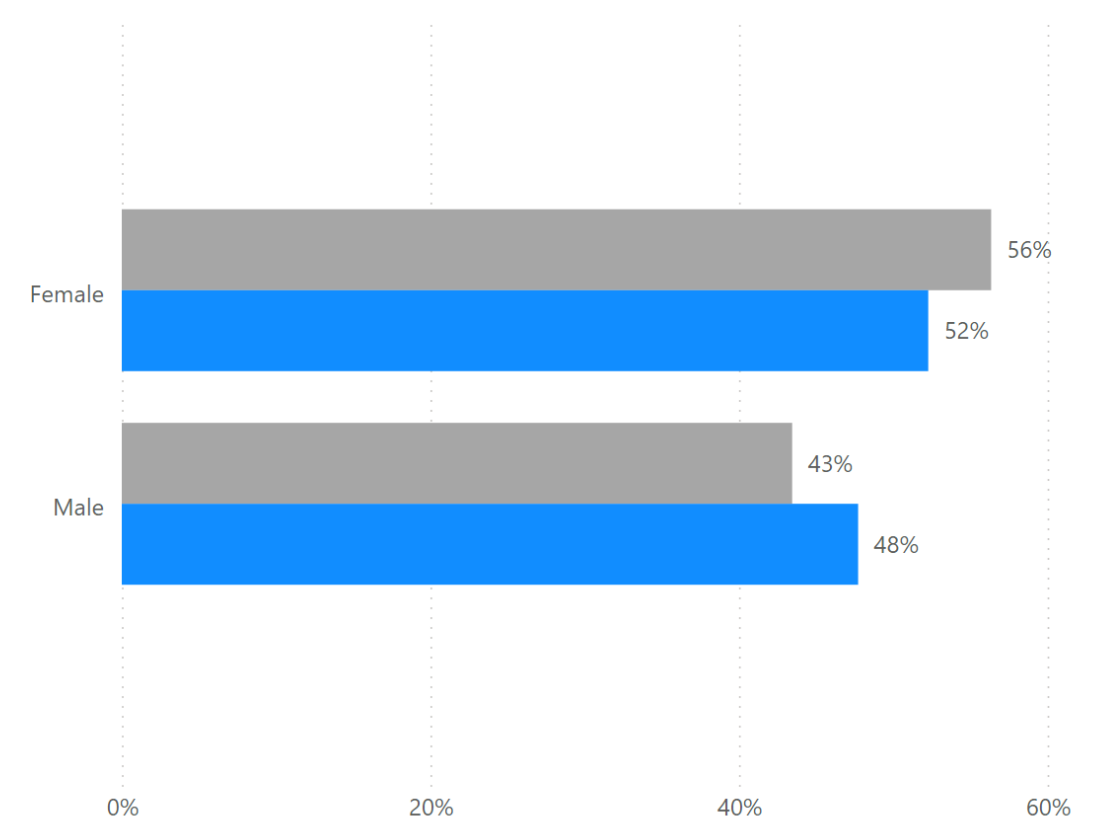
● All inbound ● Belgium



Gender

Leisure overnight visitors, 2025

● All inbound ● Belgium

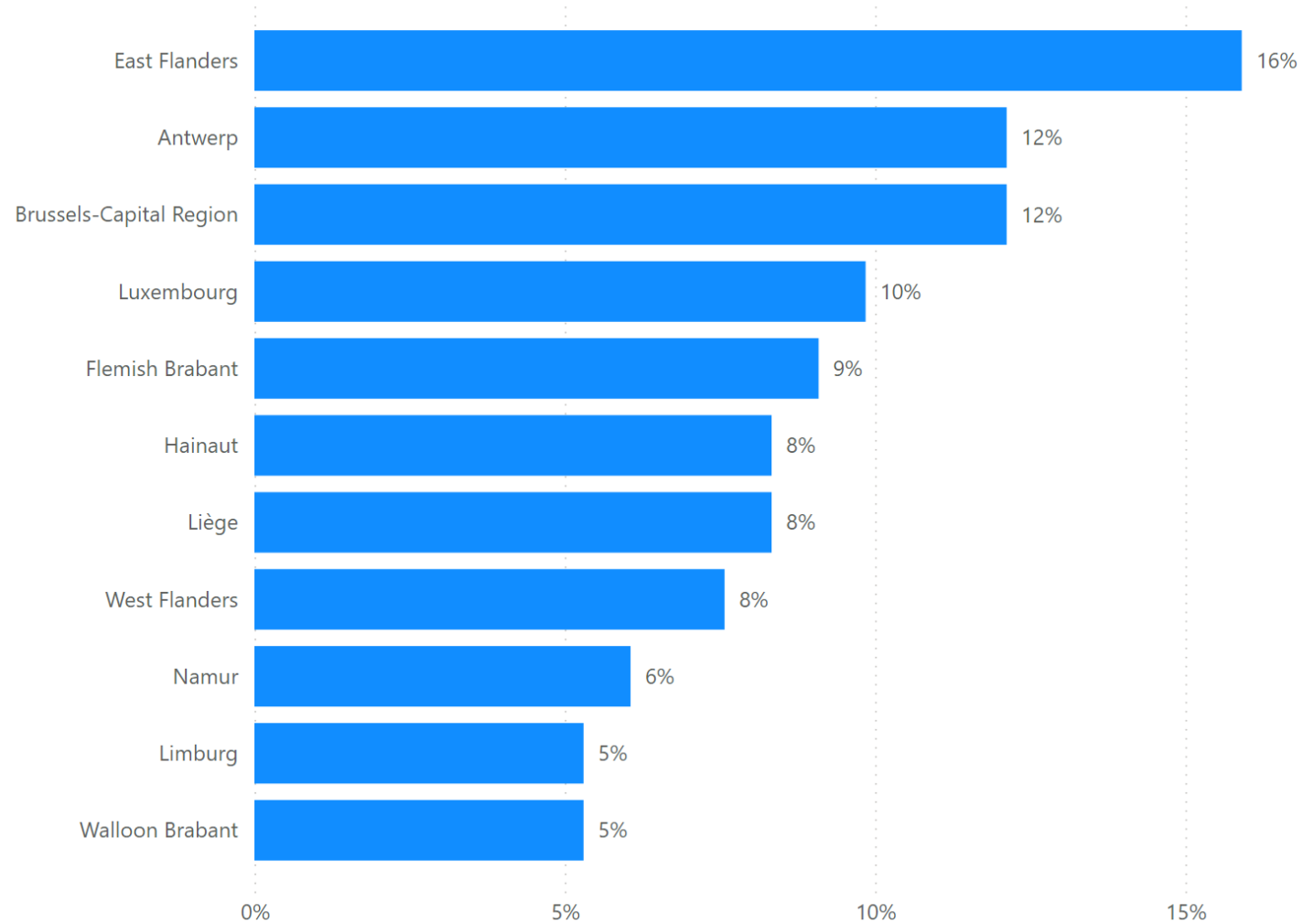




Region of origin

Leisure overnight visitors, 2025

● Belgium

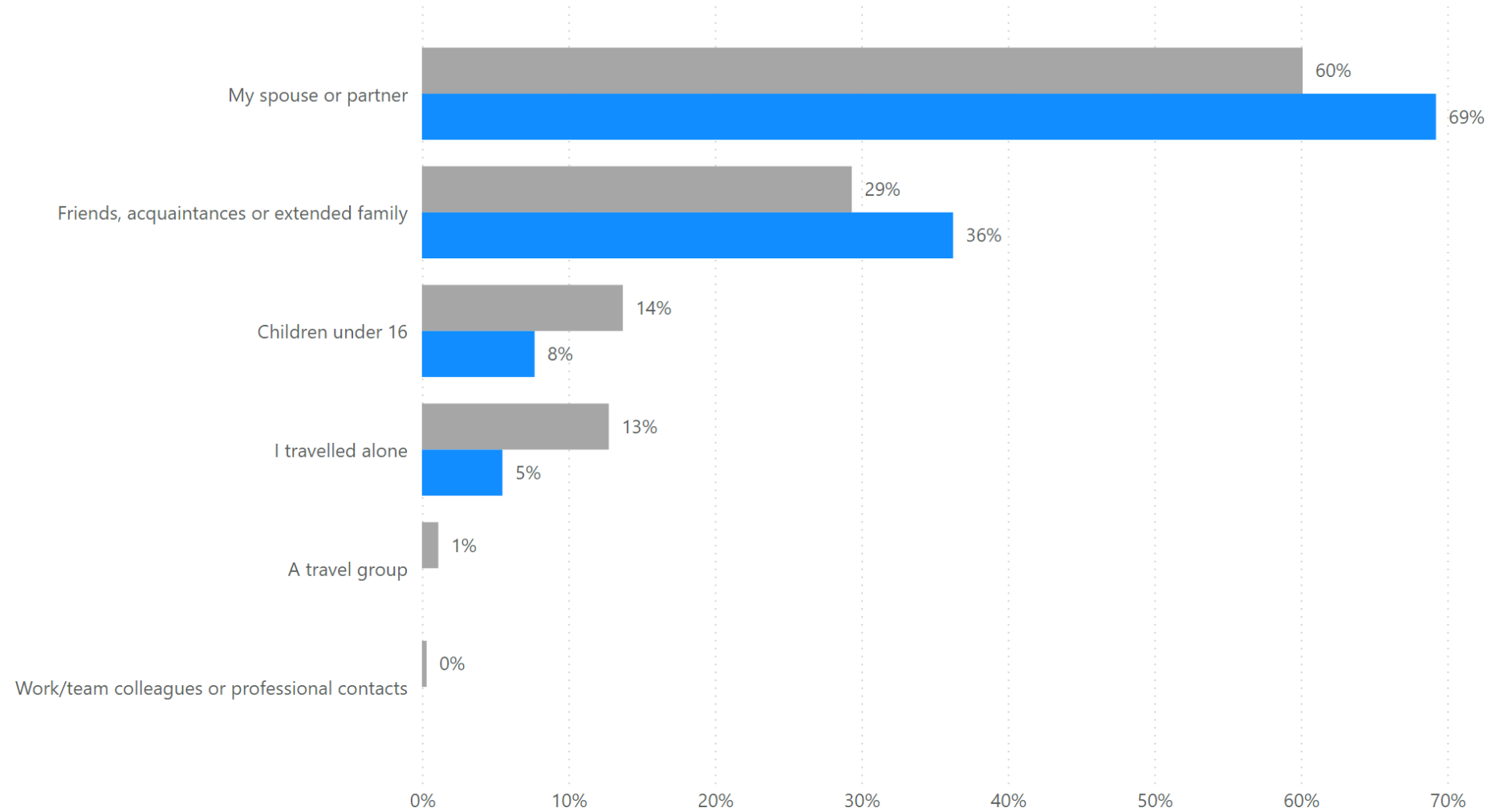




Travel party

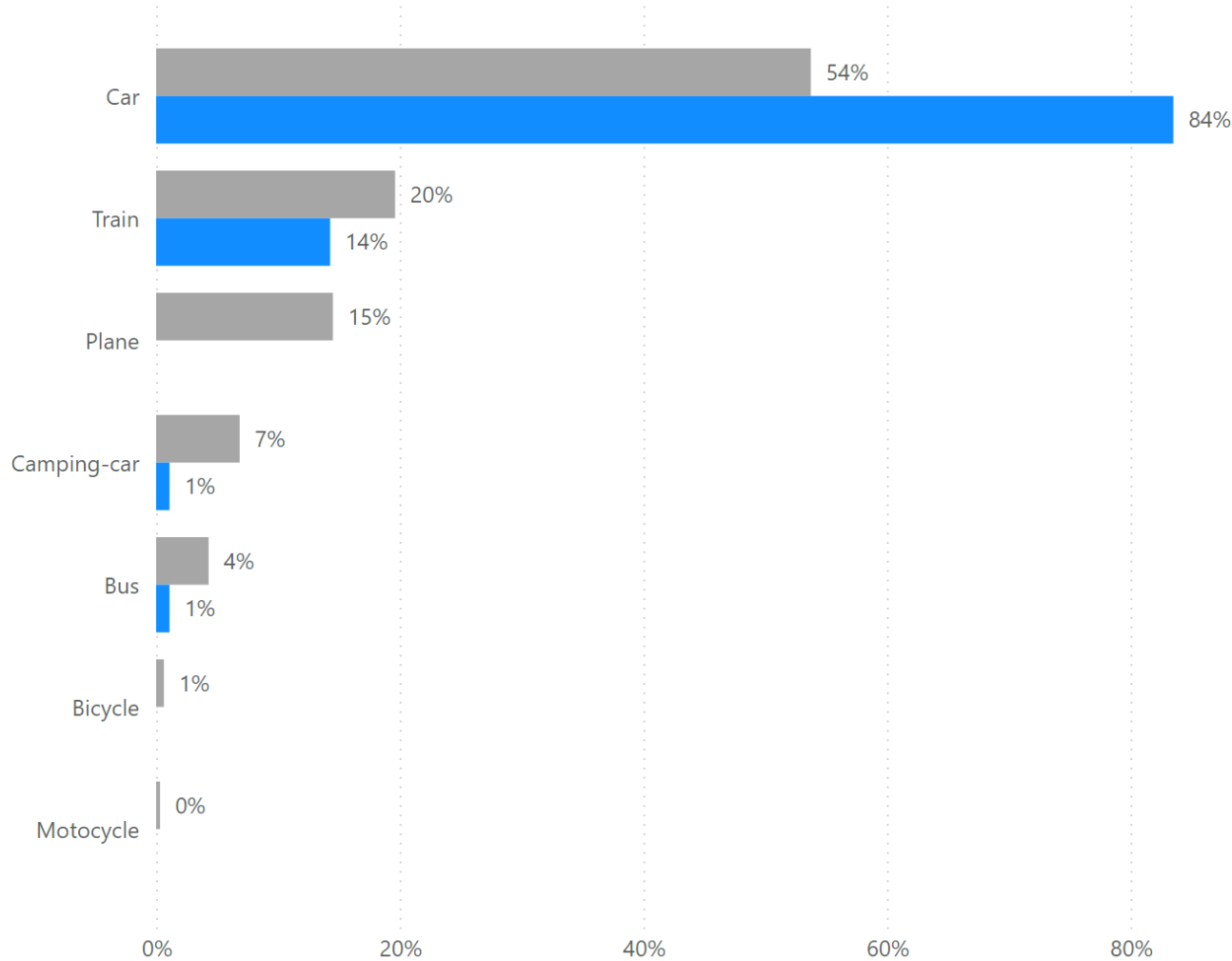
Leisure overnight visitors, 2024–2025

● All inbound ● Belgium



Transport to destination
Leisure overnight visitors, 2024–2025

● All inbound ● Belgium



First-time visitors
Leisure overnight visitors, 2025

60%

All inbound

41%

Belgium

Visitors spending nights in
Luxembourg and abroad
during same trip

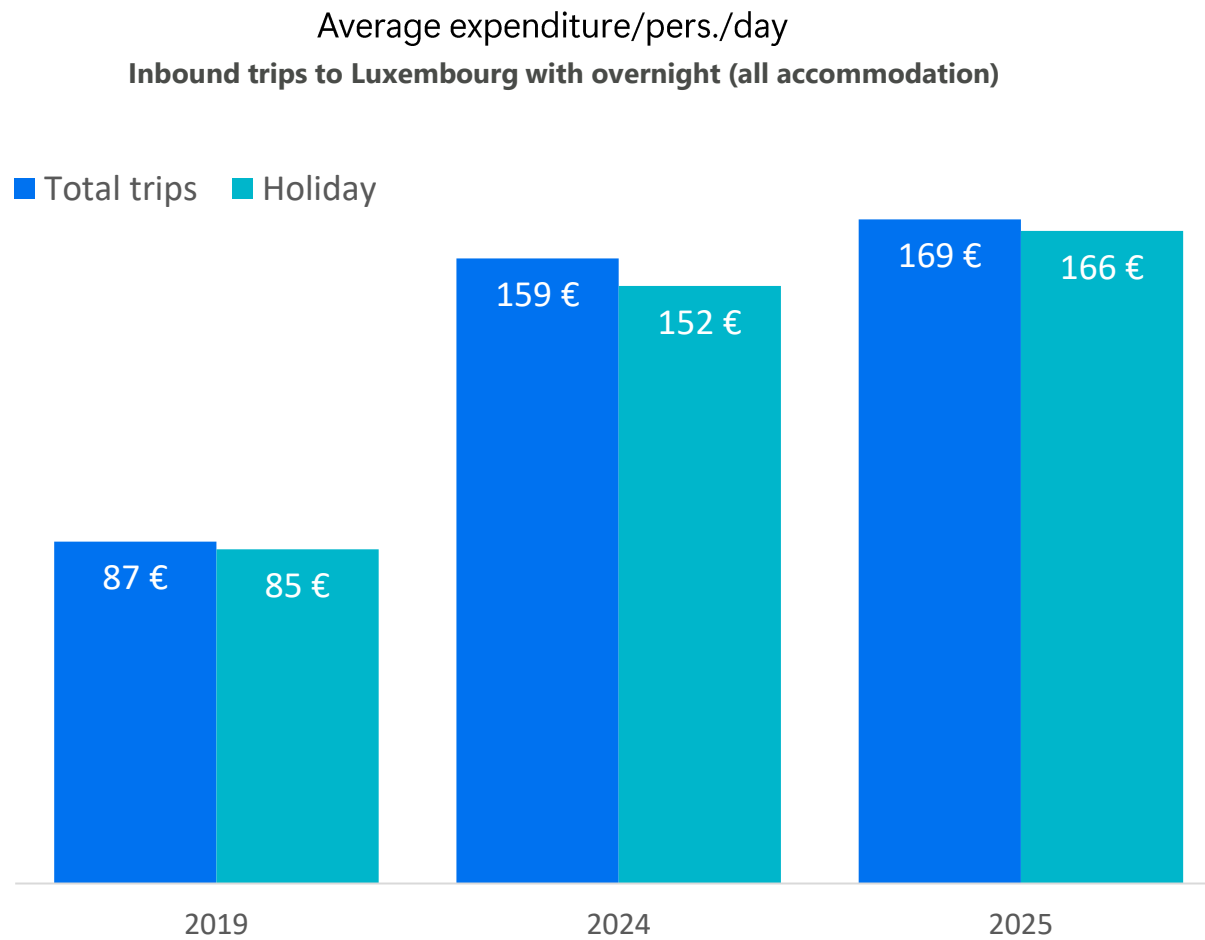
Leisure overnight visitors, 2025

37%

All inbound

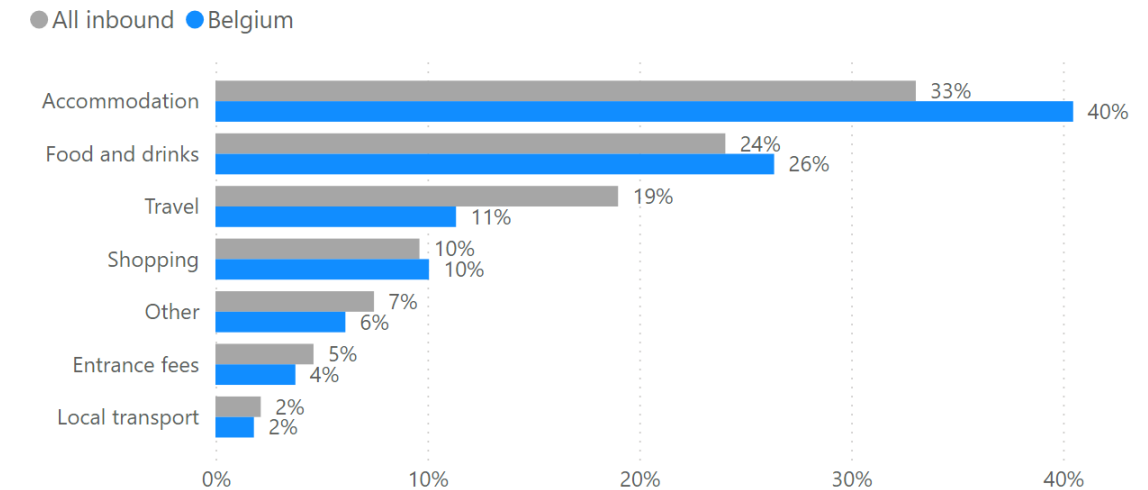
20%

Belgium



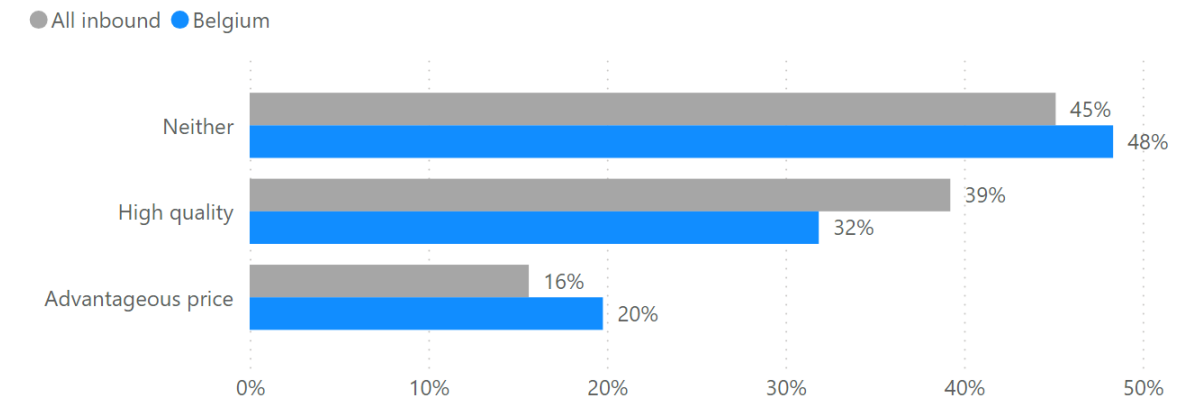
Spending categories

Leisure overnight visitors, 2024–2025



Quality vs. price orientation

Leisure overnight visitors, 2024–2025

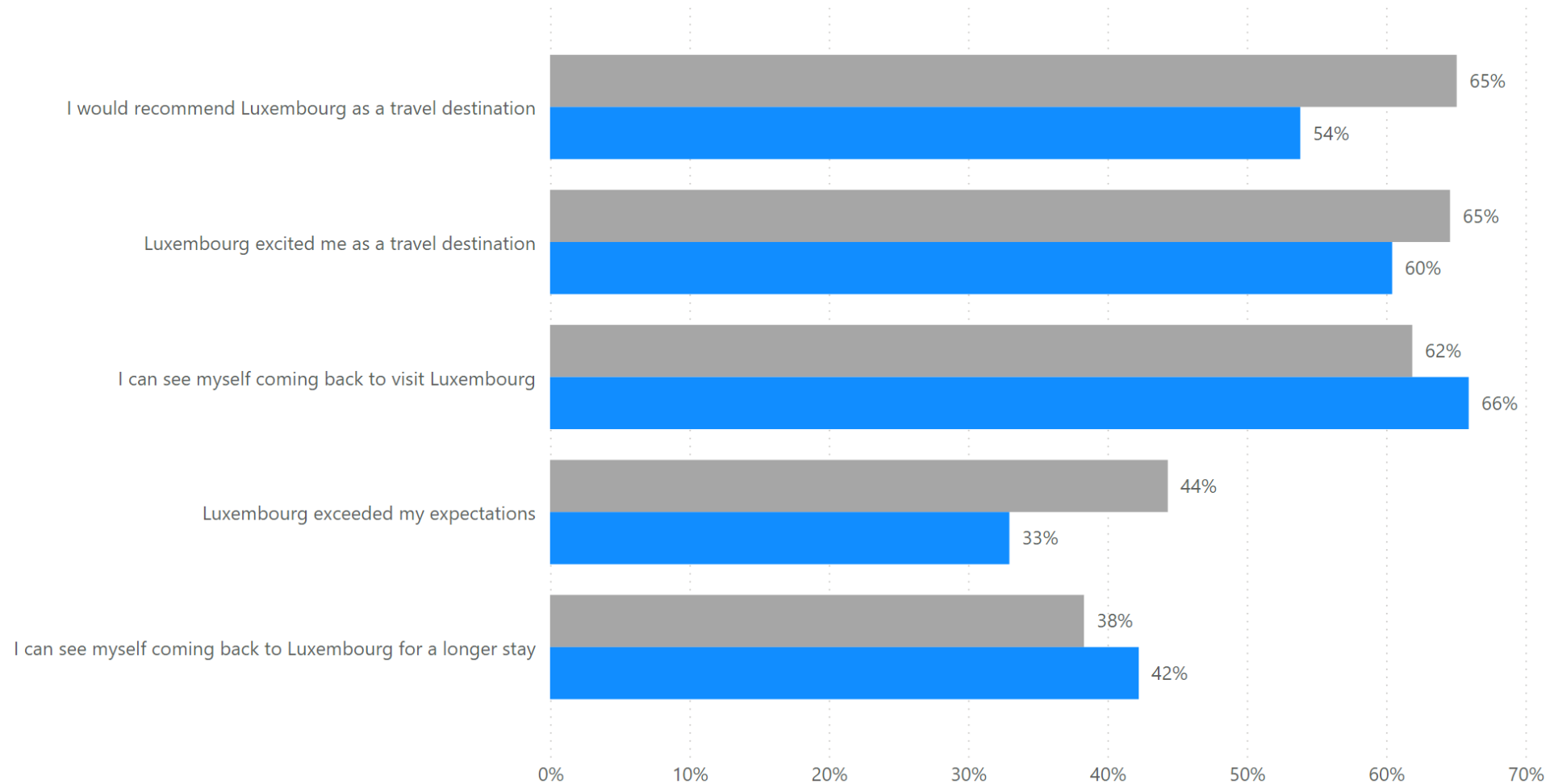




Overall satisfaction - % "strongly agree"

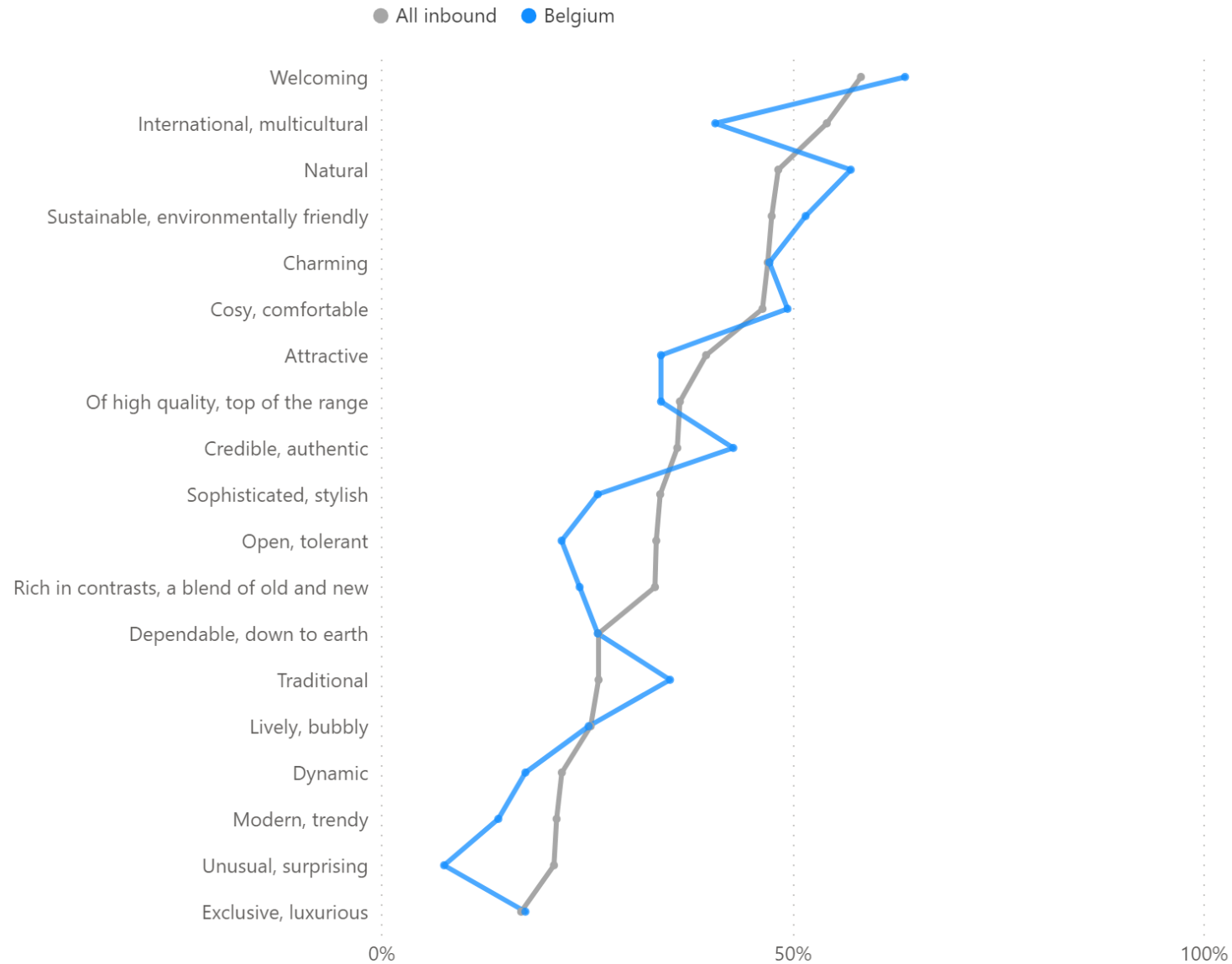
Leisure overnight visitors, 2024–2025

● All inbound ● Belgium



Brand features

Leisure overnight visitors, 2024–2025





Target segments, Brand & Growth Potential

LFT Target Segments



Belgium
All inbound

Explorers



Nature-Loving Actives



Relaxation Seekers



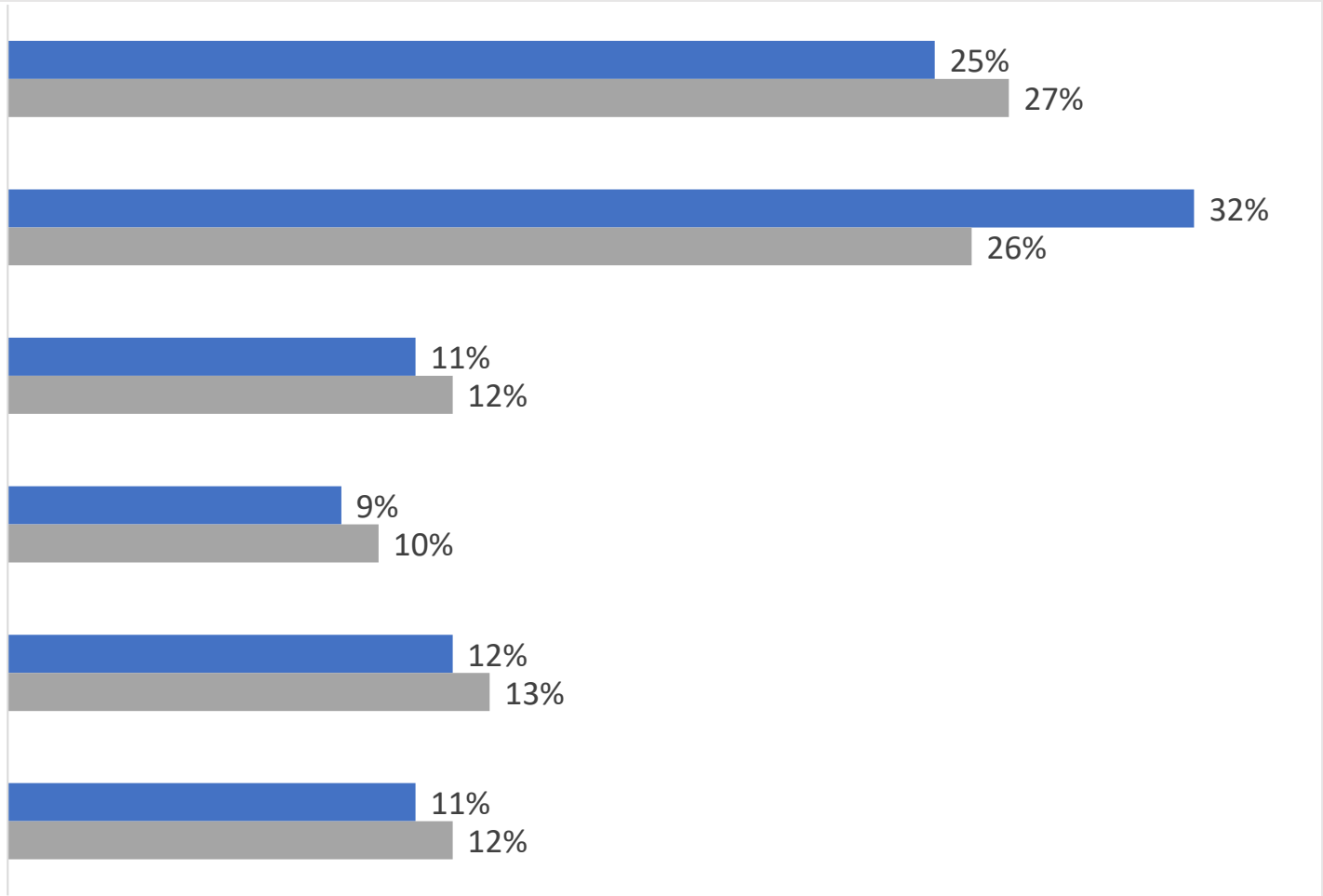
Short Breakers



Perfection Seekers

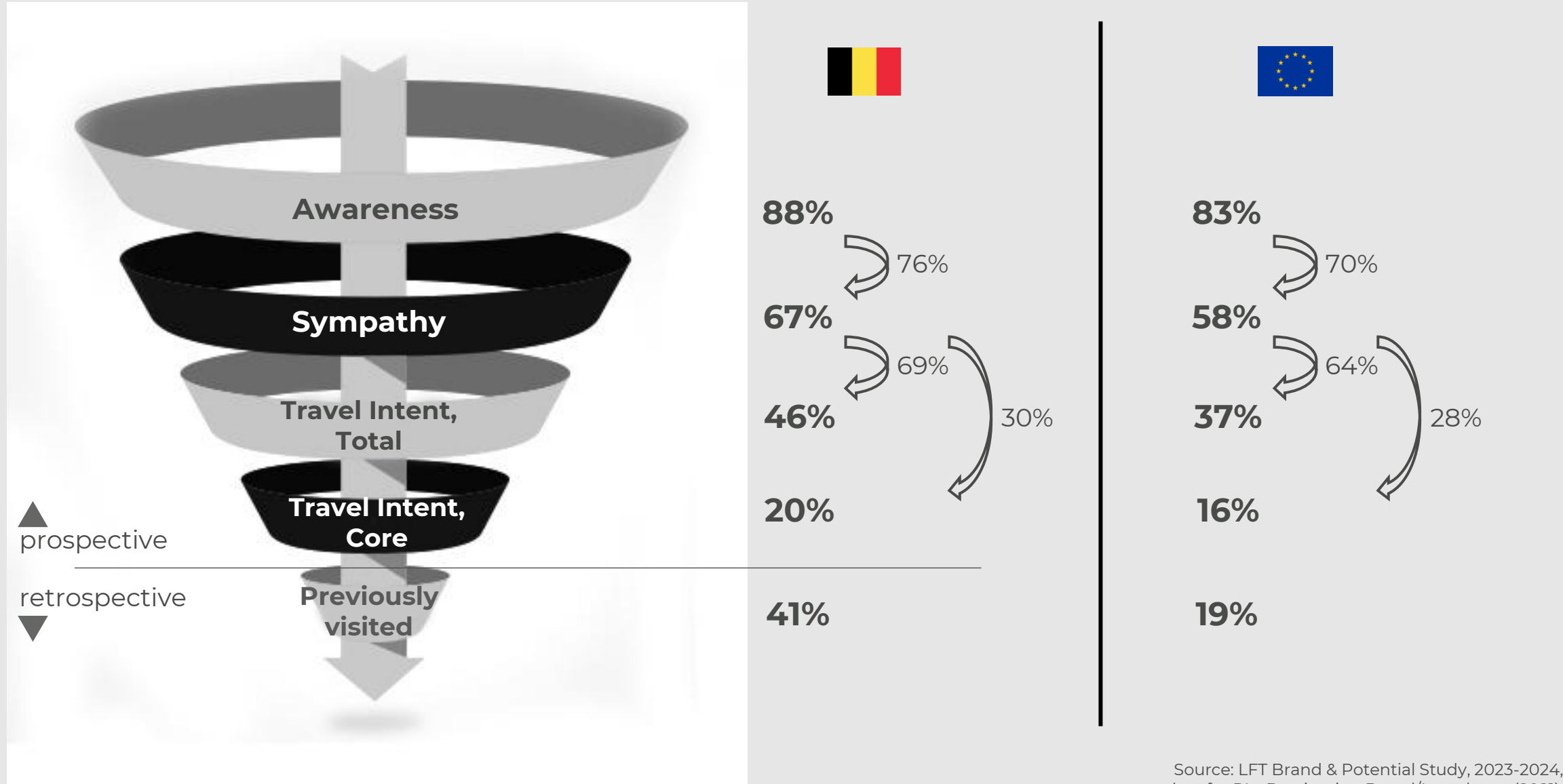


Leisure Oriented



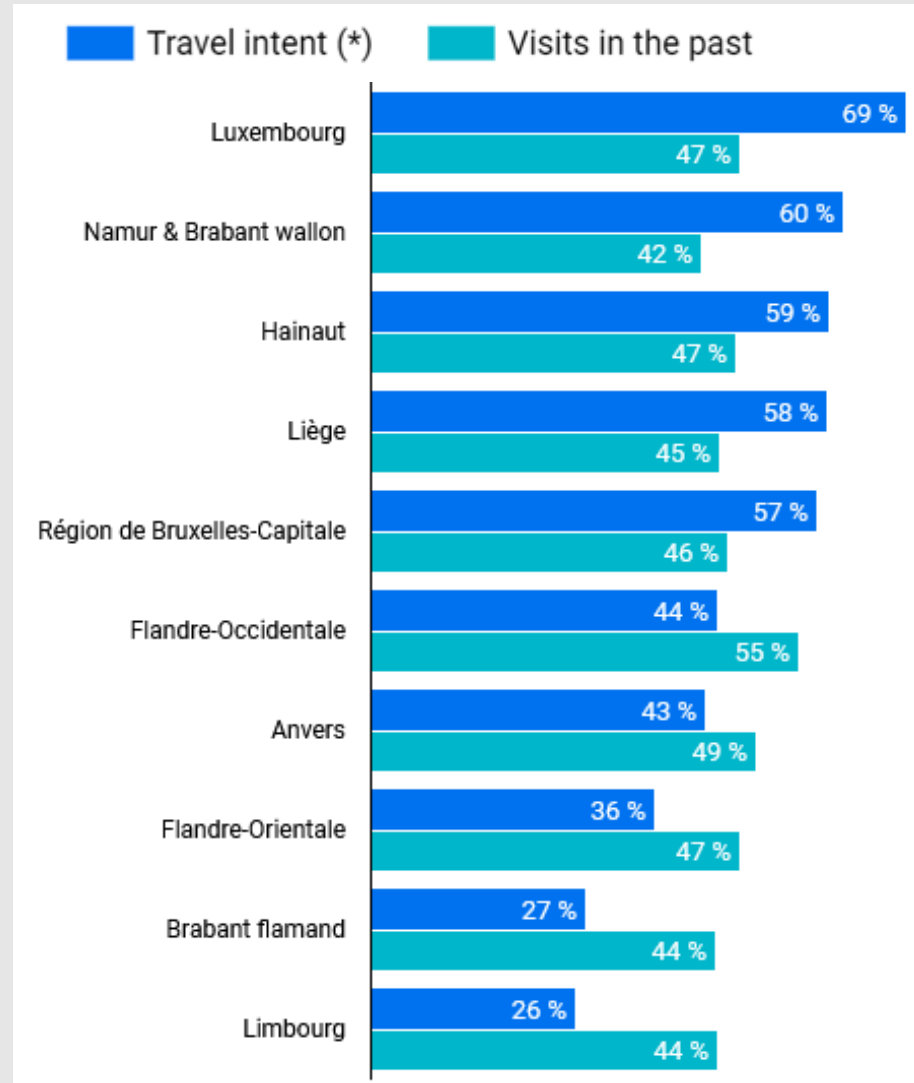
Destination Luxembourg - Brand Funnel 2024

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



Regional origin 2024

Past visitors and future potential



General theme interest (*)



Theme			
	Rank	Rank	% interested
Nature	3	1	73%
Resting/Relaxation	1	2	73%
Culinary	2	3	71%
Sightseeing	4	4	68%
Family	12	5	66%
Fun/entertainment	8	6	64%
Architecture/townscapes	7	7	64%
Immersive travel	6	8	64%
City	5	9	62%
Hiking	17	10	60%
Learning/new skills	14	11	57%
History/Unesco	10	12	57%
Castles	9	13	56%
Exchanging with locals	13	14	55%
Culture	11	15	55%
Sustainability	15	16	54%
Events	16	17	50%
Adventure/action	19	18	49%
Shopping	23	19	46%
Countryside	22	20	46%
Wine	21	21	44%
Remembrance	26	22	43%
Travelling by train	18	23	42%
Nightlife (**)	20	24	41%
Cycling	31	25	41%
Active-sports	27	26	41%
Luxury	24	27	40%
Wellness	25	28	38%
Industrial heritage	28	29	37%
Film locations	30	30	37%
Camping	29	31	35%
MTB	32	32	25%
Motorcycling	33	33	22%

(*) Interest in themes with regard to holiday trips with overnight (regardless of specific destinations).

Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Luxembourg's Theme Competence (*)



Theme			
	Rank	Rank	% agreeing
Nature	5	1	57%
Hiking	11	2	51%
Resting/Relaxation	2	3	39%
Family	8	4	37%
Castles	7	5	36%
Culinary	3	6	34%
City	1	7	31%
Architecture/townscapes	4	8	30%
Cycling	20	9	26%
Shopping	10	10	26%
Culture	6	11	25%
Camping	19	12	25%
Wine	15	13	25%
Countryside	17	14	24%
MTB	25	15	24%
Active-sports	21	16	24%
History/Unesco	12	17	23%
Luxury	9	18	22%
Adventure/action	22	19	21%
Fun/entertainment	13	20	20%
Sustainability	18	21	19%
Wellness	16	22	1%
Remembrance	26	23	14%
Industrial heritage	24	24	14%
Nightlife (**)	14	25	12%
Events	23	26	12%

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

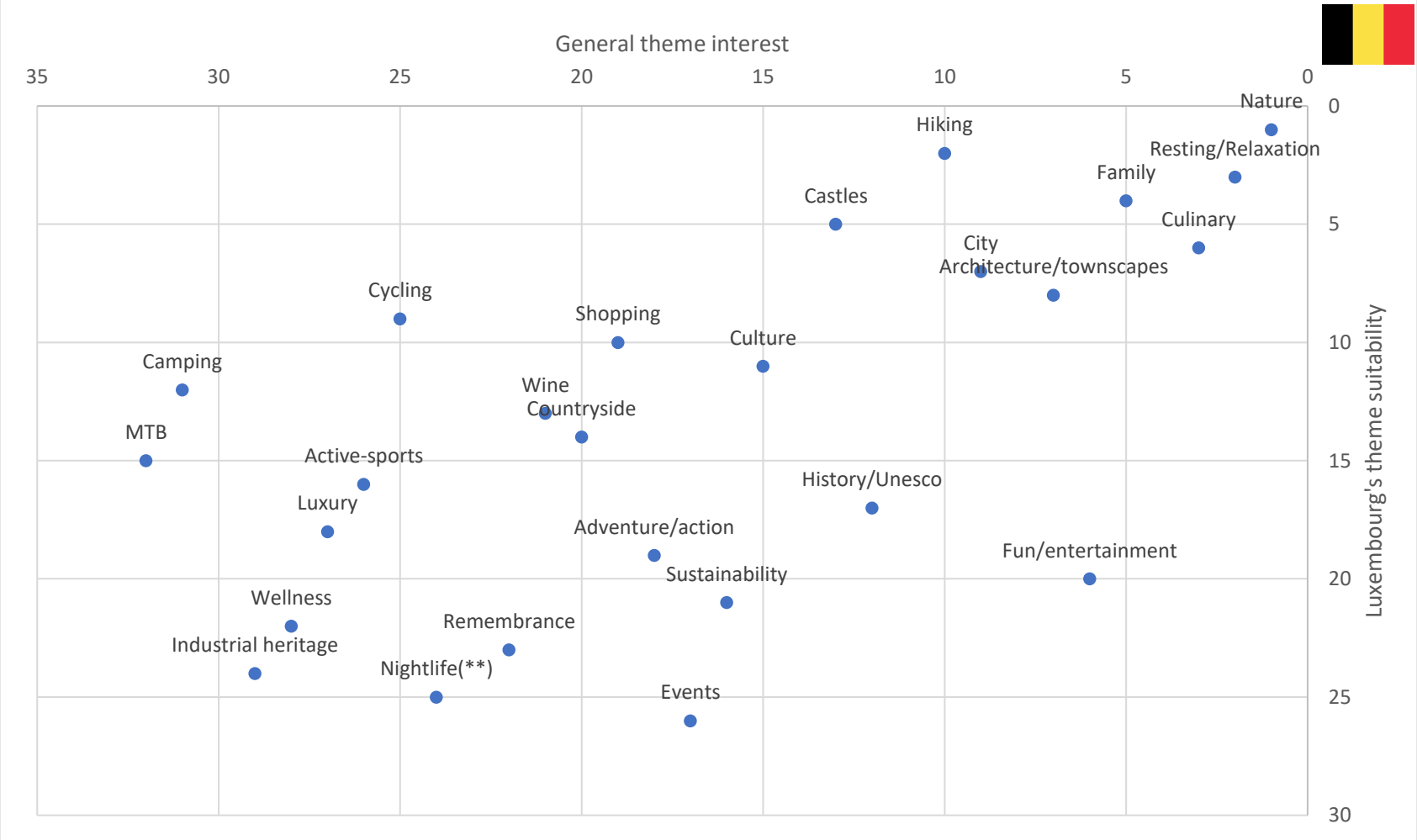
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Theme interest & Luxembourg's Theme Competence (*)



Theme ranking by source market interest and Luxembourg's perceived suitability



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

(**) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Luxembourg's Brand Value Ratings (*)



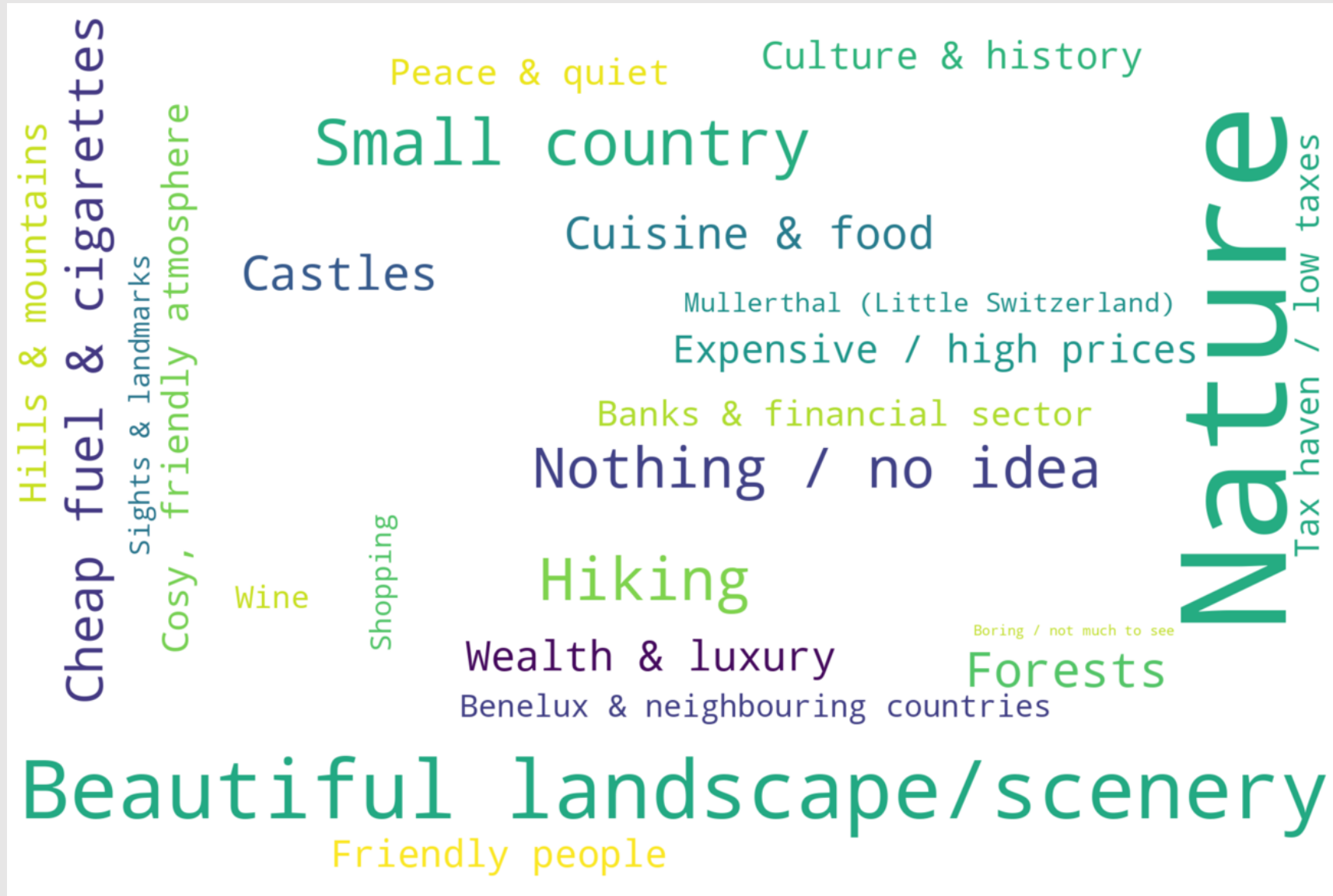
Feature			
	Rank	Rank	% agreeing
clean	2	1	45%
safe	1	2	42%
welcoming, hospitable	4	3	35%
authentic, real	5	4	34%
of high quality	3	5	31%
attractive, appealing	7	6	28%
open-minded, tolerant, international	6	7	24%
surprising	11	8	22%
varied, diversified	12	8	22%
affordable	16	10	21%
exclusive, luxurious	8	11	21%
service oriented	10	12	20%
not overcrowded / insider tip	14	13	20%
dynamic, modern	9	14	18%
sustainable	15	15	18%
lively, trendy	13	16	15%

(*) Brand feature associated with destination
Luxembourg,
% of respondents agreeing.

Europe : average rank for source markets
DE-BE-NL-FR-UK-CH-AT-IT-ES-IE-DK-SE-PT.

Source: LFT Brand & Potential Study, 2024.

Spontaneous associations with Luxembourg



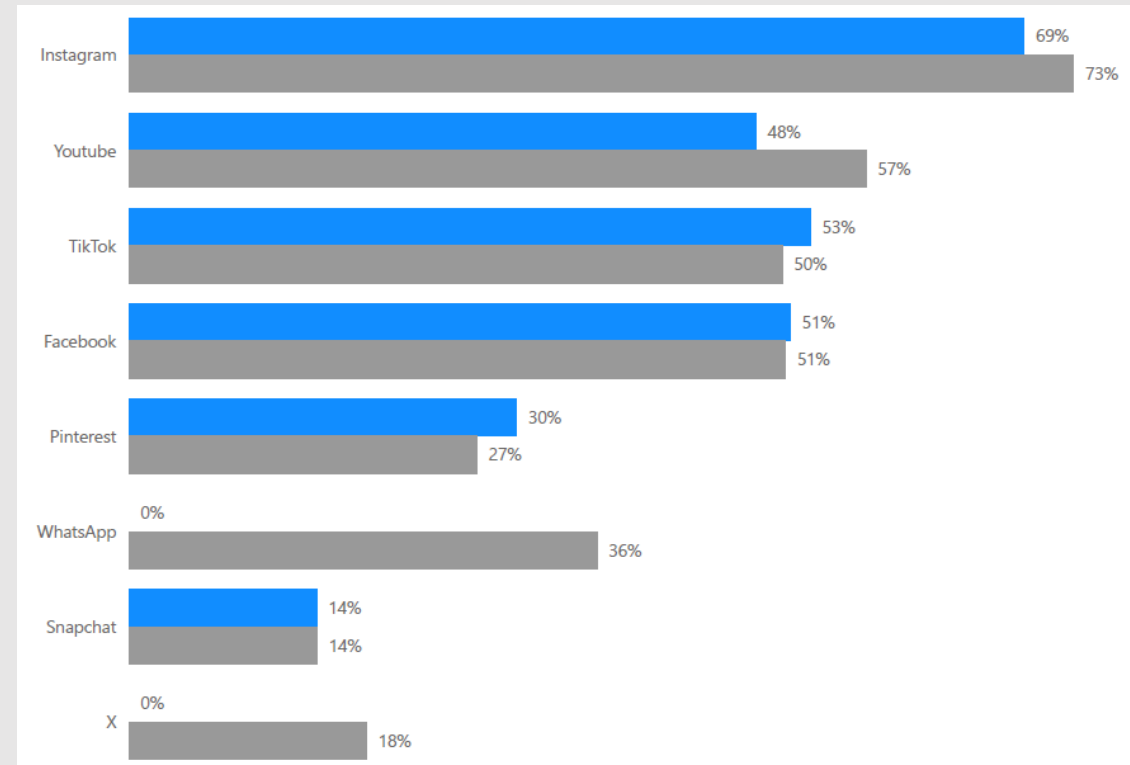
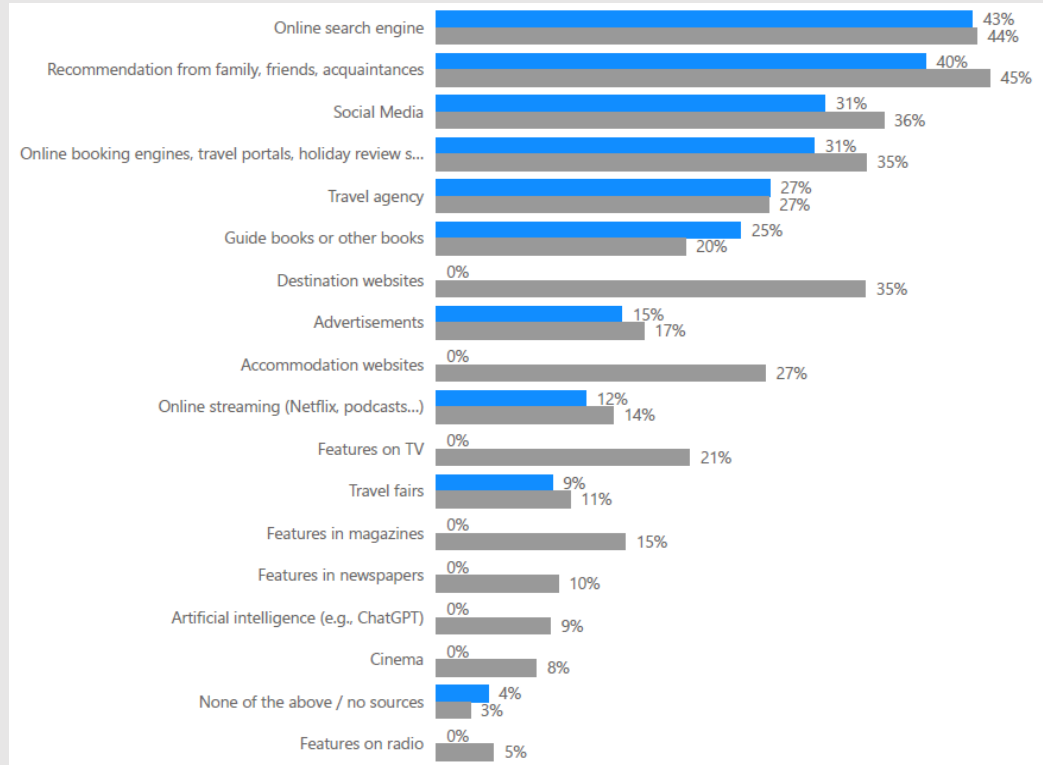
Trip organisation and preferences (1)

— Average **European source markets**, total vs. Belgium

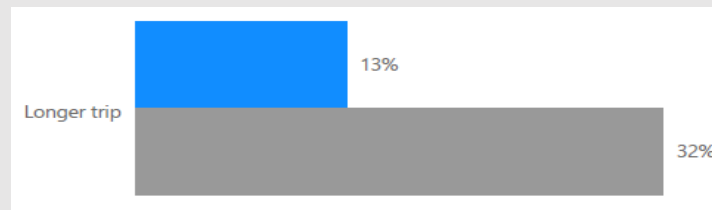


Belgium
All inbound

Preferred sources of travel inspiration



Interest for longer stays and cross-border stays to Luxembourg (in case of general travel intent to Luxembourg)

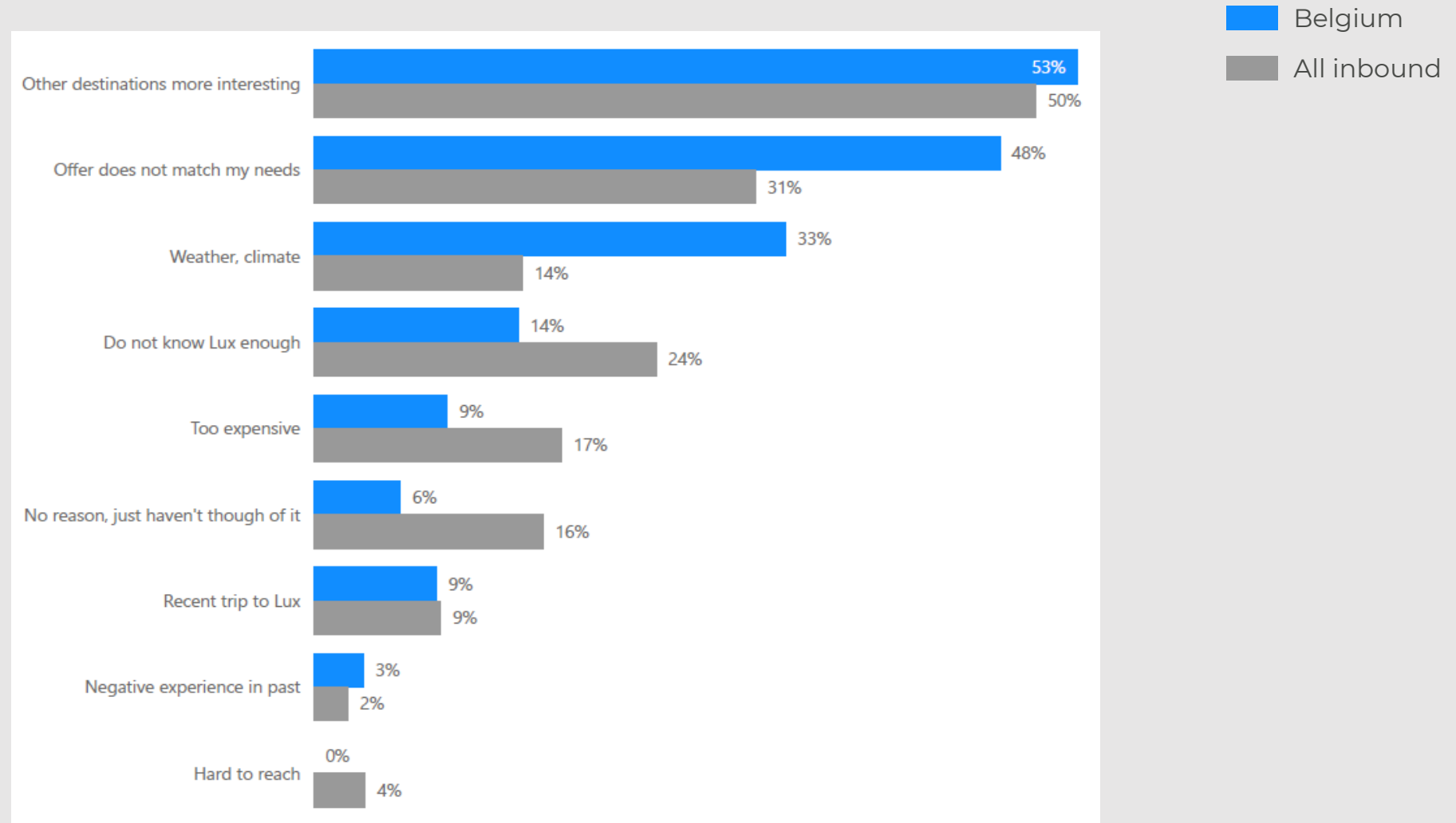


Trip organisation and preferences (2)

— Average **European source markets**, total vs. Belgium



Reasons for not considering Luxembourg as a destination

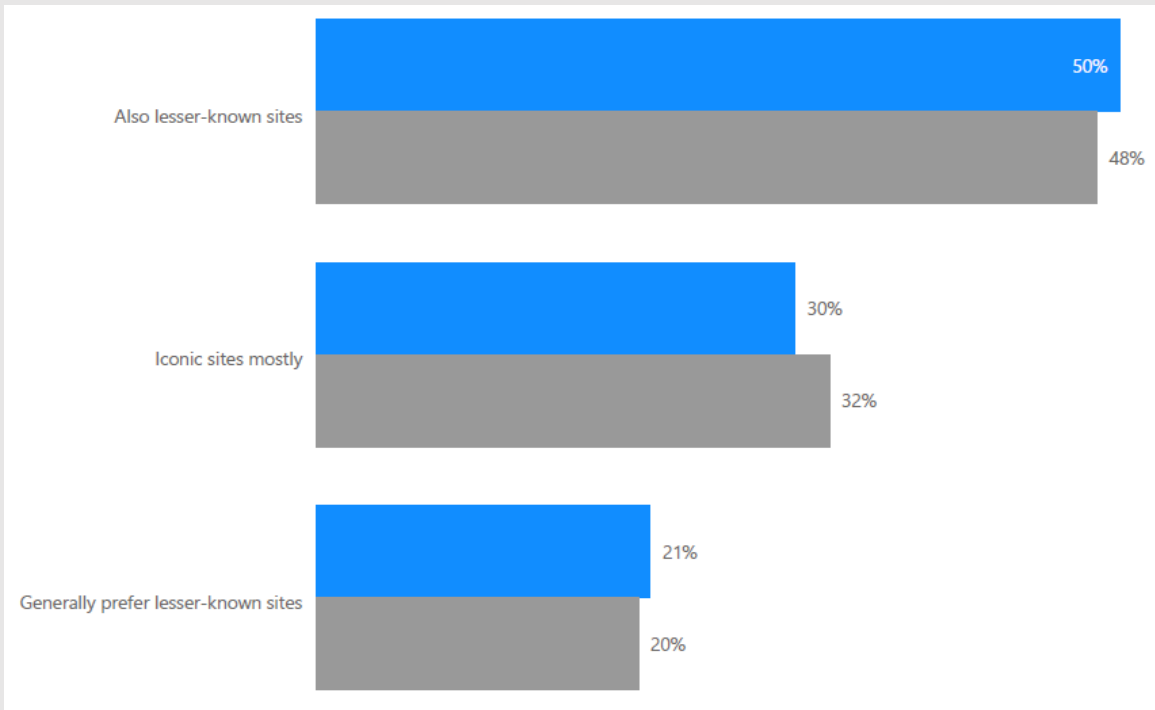


Trip organisation and preference (3)

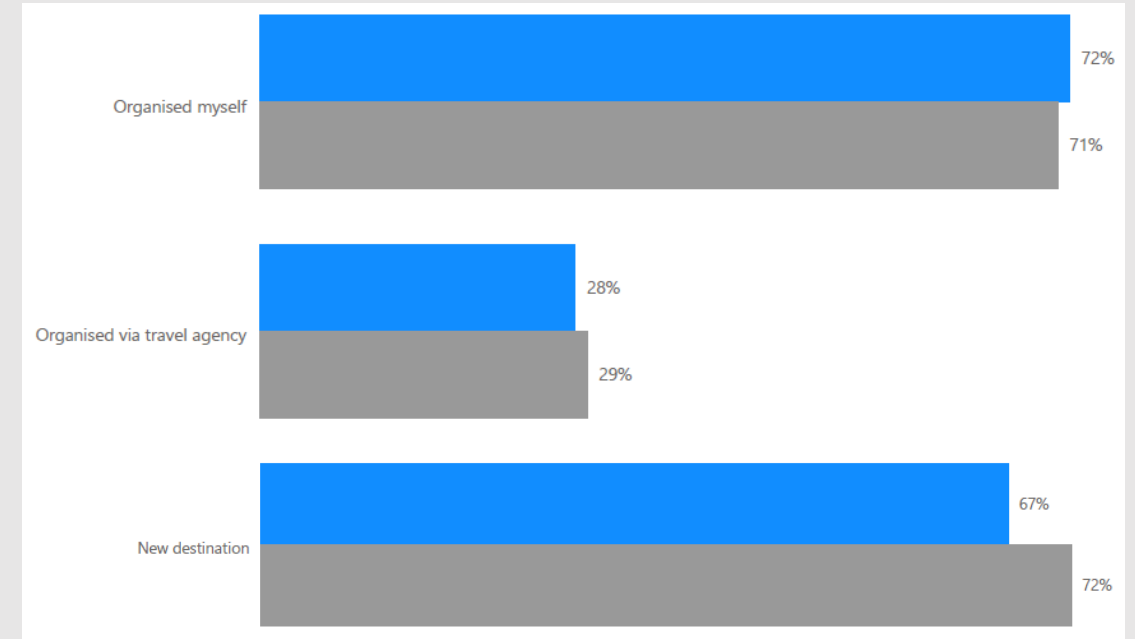
— Average **European source markets**, total vs. Belgium



General preference for visiting iconic vs. lesser-known sites



Self-organisation (*), new destination (**)



■ Belgium
■ All inbound

(*) During last outbound holiday trip .

Source: LFT Brand & Potential Study, 2024.



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