



Luxembourg for Tourism

Market profile

CHINA

2024

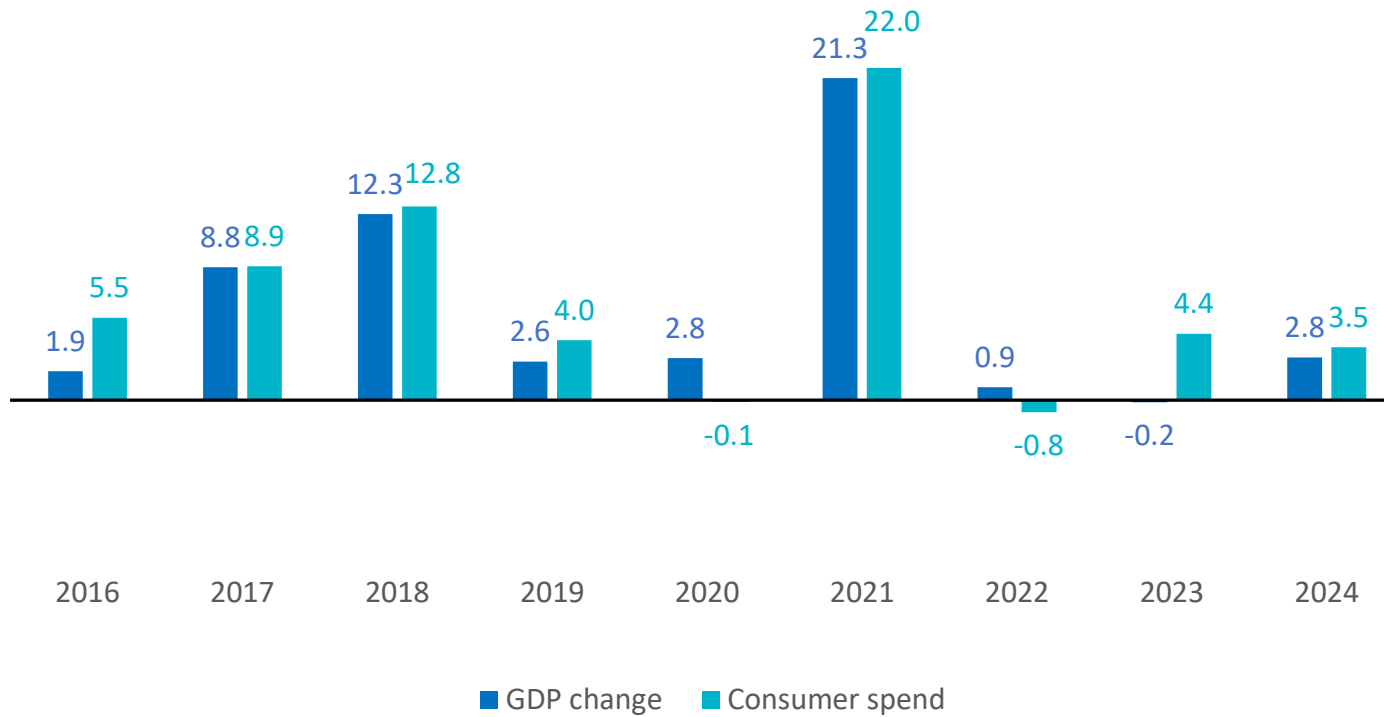


Economic indicators & General Travel Demand

Economic indicators – General travel demand



GDP and consumer spending, % annual change



Economy & population

GDP (\$) per capita
13,209.34

Unemployment (%)
3.83

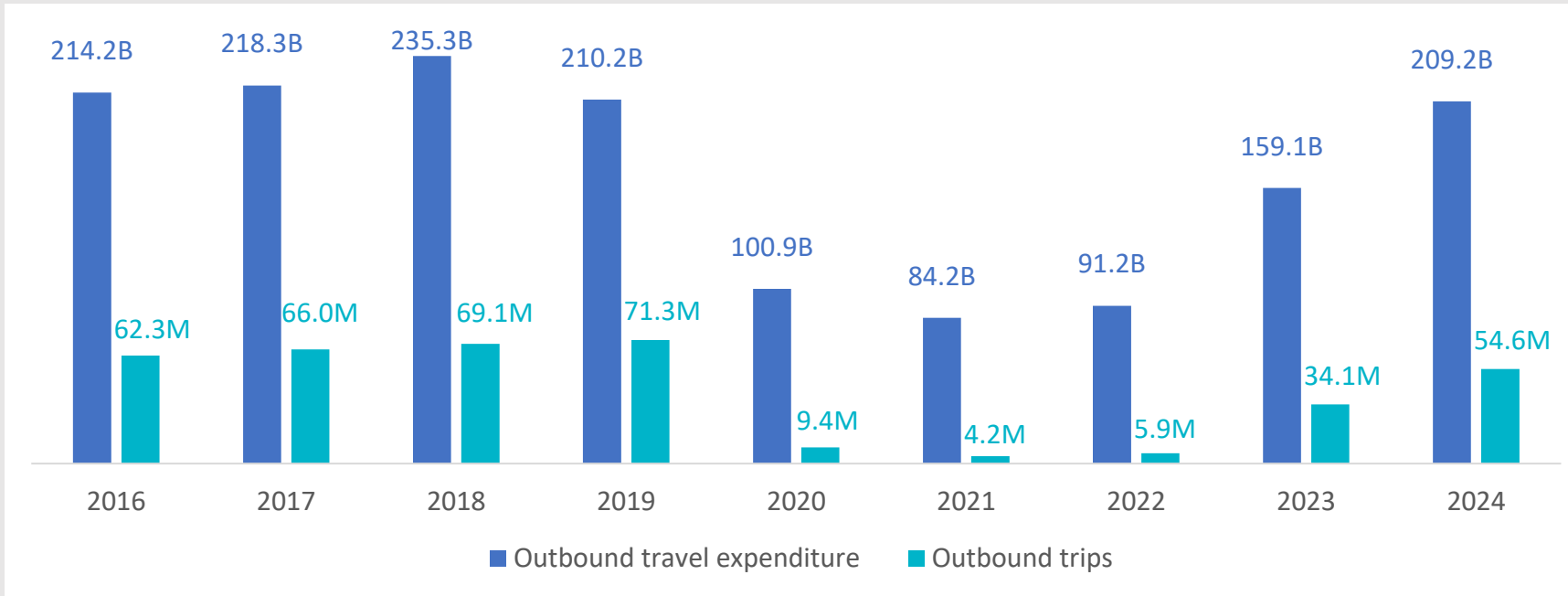
Inflation(%)
0.24

Population
1,419,231,000

Economic indicators – General travel demand



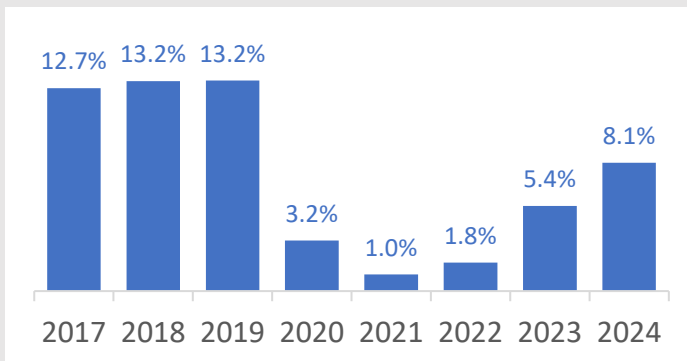
Outbound trips and travel expenditure



Outbound travel intensity
0.04 trips
per inhabitant (2024)

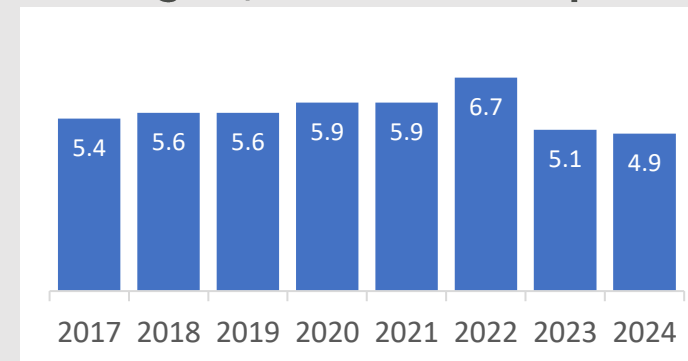
Average spend
per outbound trip (2024)
3,830 \$

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2024)
92.8%

Average length of stay, nights, all outbound trips





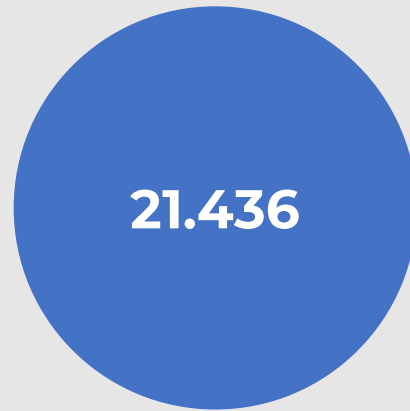
Arrivals & nights in paid accommodation

Nights in paid accommodation

2024 and 2018-2024

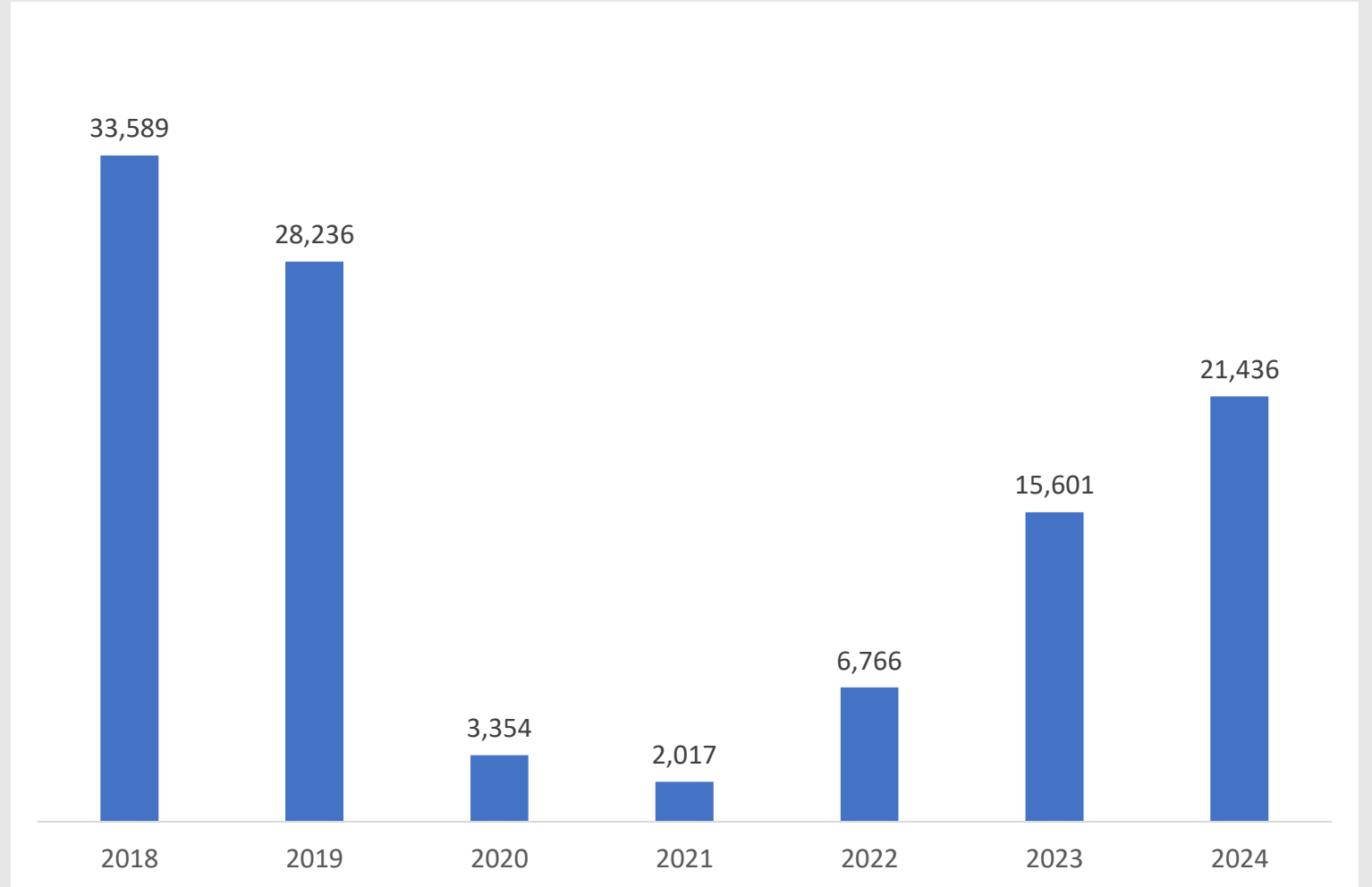


Nights,
paid accommodation, 2024



+37% (vs. 2023)

-24% (vs. 2019)

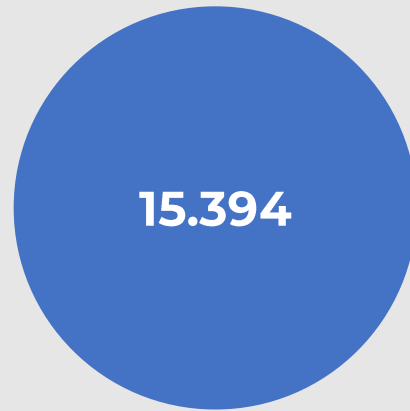


Arrivals in paid accommodation

2024 and 2018-2024

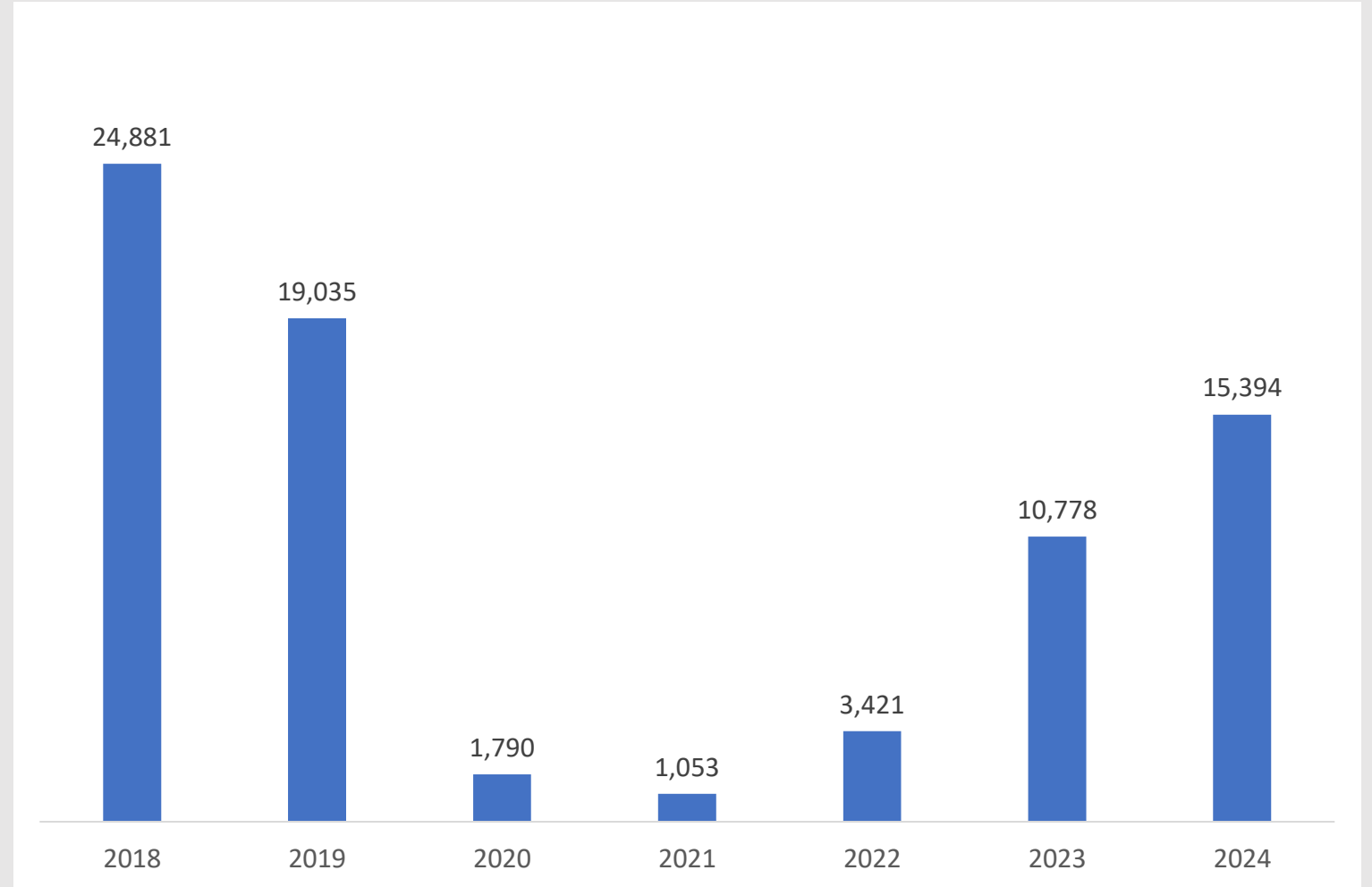


Arrivals,
paid accommodation, 2024



+43% (vs. 2023)

-19% (vs. 2019)



Length of stay, paid accommodation

2024 and 2018-2024

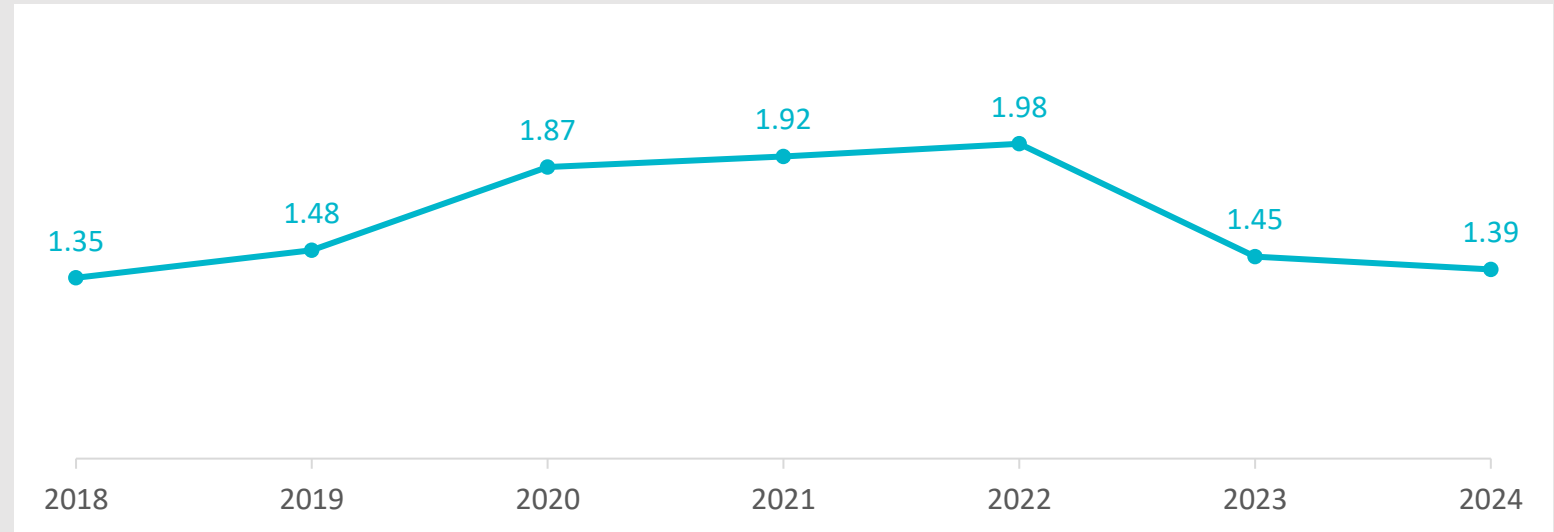


Average length of stay,
paid accommodation, 2024



-0.06 nights (vs. 2023)

-0.09 nights (vs. 2019)

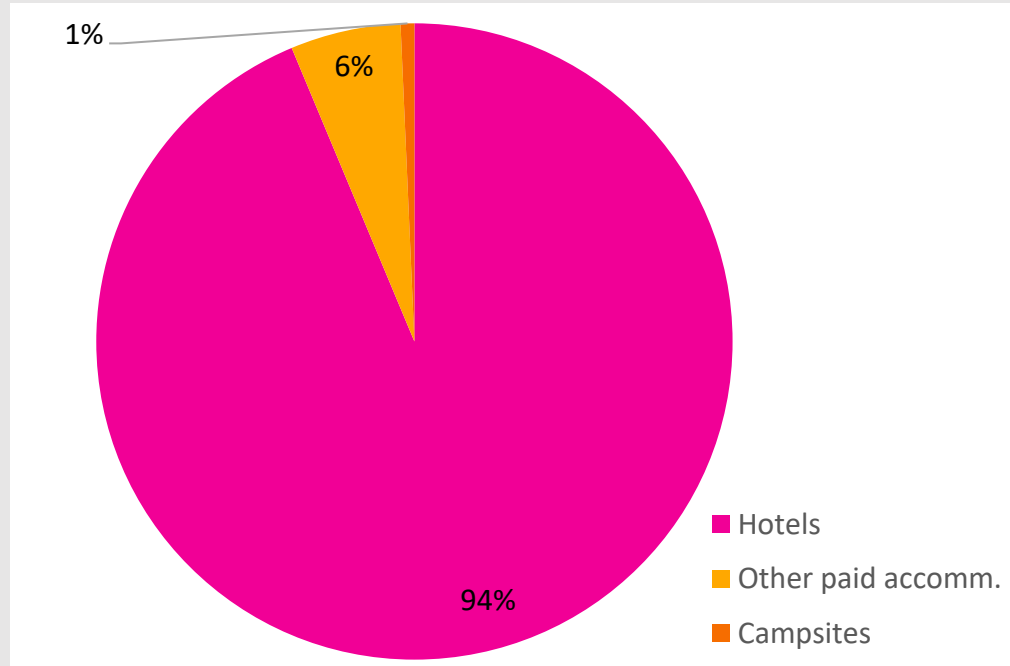


Nights & arrivals in paid accommodation

Type of accommodation, 2024

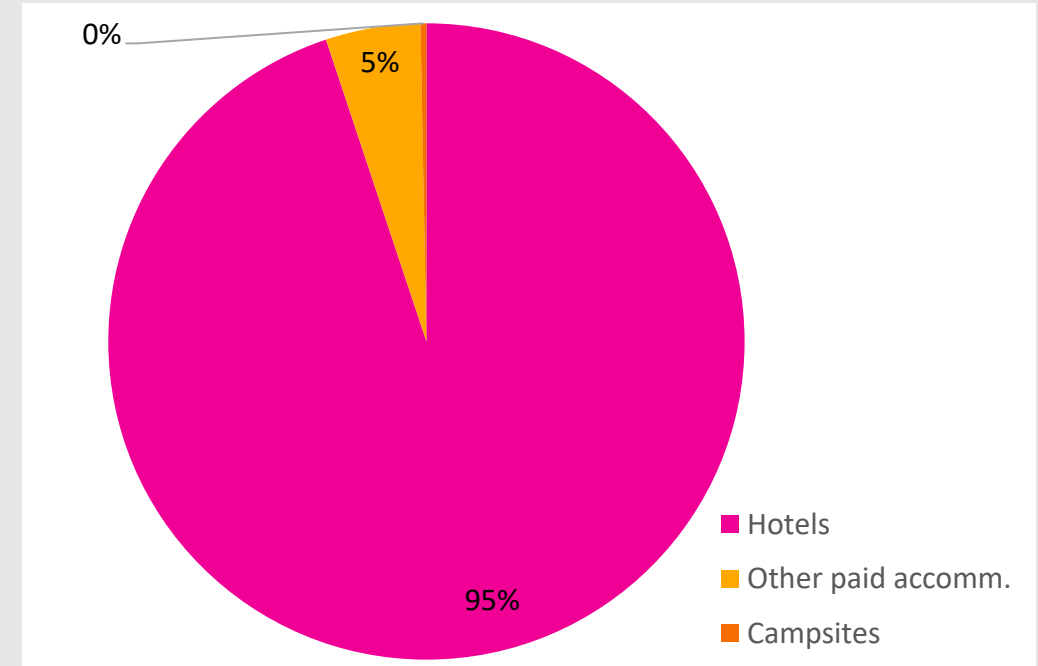


Nights,
paid accommodation, 2024



Hotels	20.085	+37% (vs. 2023)	-20% (vs. 2019)
Other paid accomm.	1.202	+46% (vs. 2023)	-61% (vs. 2019)
Campsites	149	+116% (vs. 2023)	+140% (vs. 2019)

Arrivals,
paid accommodation, 2024



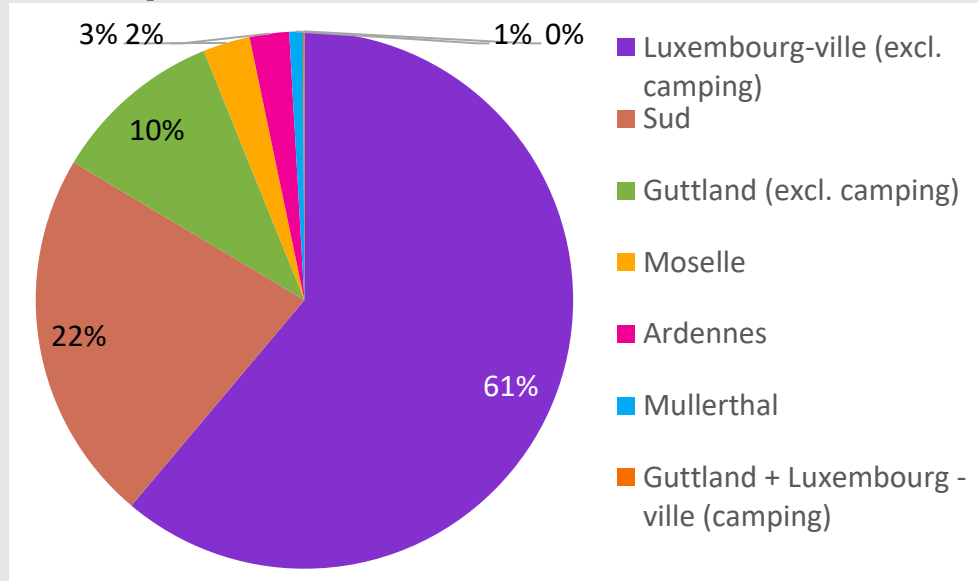
Hotels	14.607	+43% (vs. 2023)	-16% (vs. 2019)
Other paid accomm.	741	+40% (vs. 2023)	-52% (vs. 2019)
Campsites	46	+171% (vs. 2023)	-21% (vs. 2019)

Nights & arrivals in paid accommodation

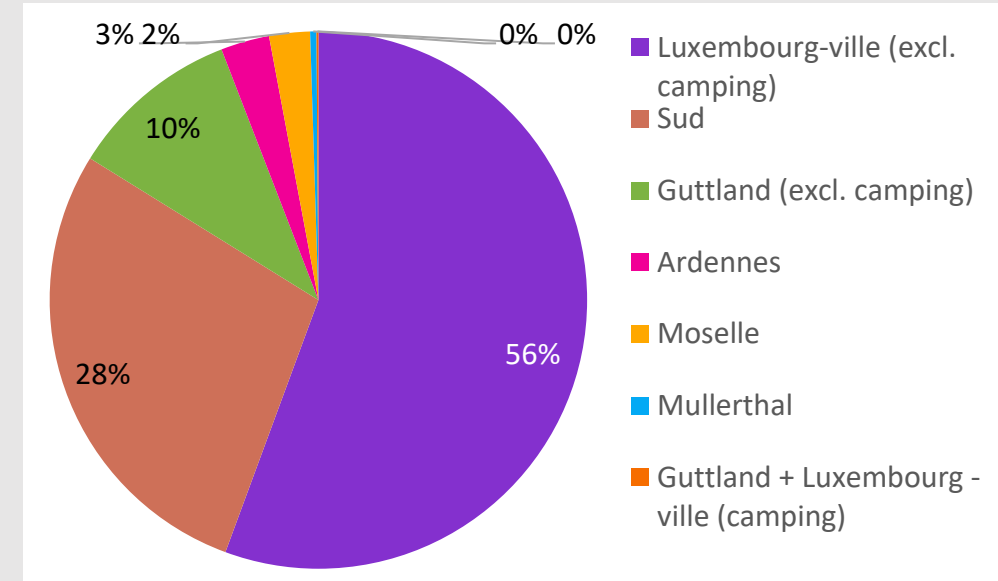
Regions, 2024



Nights, paid accommodation, 2024



Arrivals, paid accommodation, 2024



Lux.-City (excl. camping)	13.105	+27% (vs. 2023)	-26% (vs. 2019)
South	4.807	+48% (vs. 2023)	-12% (vs. 2019)
Guttland (excl. camping)	2.214	+43% (vs. 2023)	-30% (vs. 2019)
Moselle	607	+150% (vs. 2023)	-10% (vs. 2019)
Eislek	509	+203% (vs. 2023)	-51% (vs. 2019)
MPSL	176	+80% (vs. 2023)	-19% (vs. 2019)
Guttland/Lux.-City (camping)	18	+157% (vs. 2023)	-68% (vs. 2019)

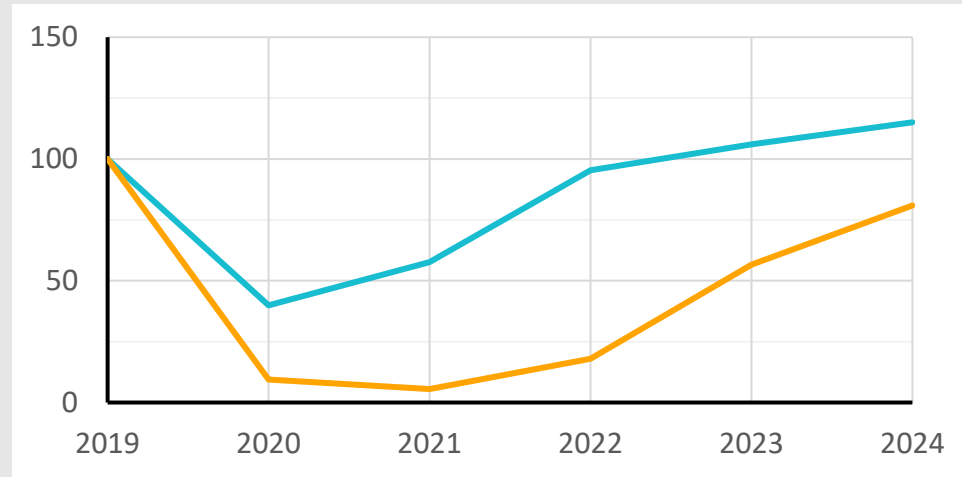
Lux.-City (excl. camping)	8.563	+28% (vs. 2023)	-25% (vs. 2019)
South	4.343	+52% (vs. 2023)	-6% (vs. 2019)
Guttland (excl. camping)	1.584	+63% (vs. 2023)	+13% (vs. 2019)
Eislek	450	+429% (vs. 2023)	-52% (vs. 2019)
Moselle	378	+138% (vs. 2023)	-21% (vs. 2019)
MPSL	58	+76% (vs. 2023)	-62% (vs. 2019)
Guttland/Lux.-City (camping)	18	+157% (vs. 2023)	-66% (vs. 2019)

Arrivals in paid accommodation

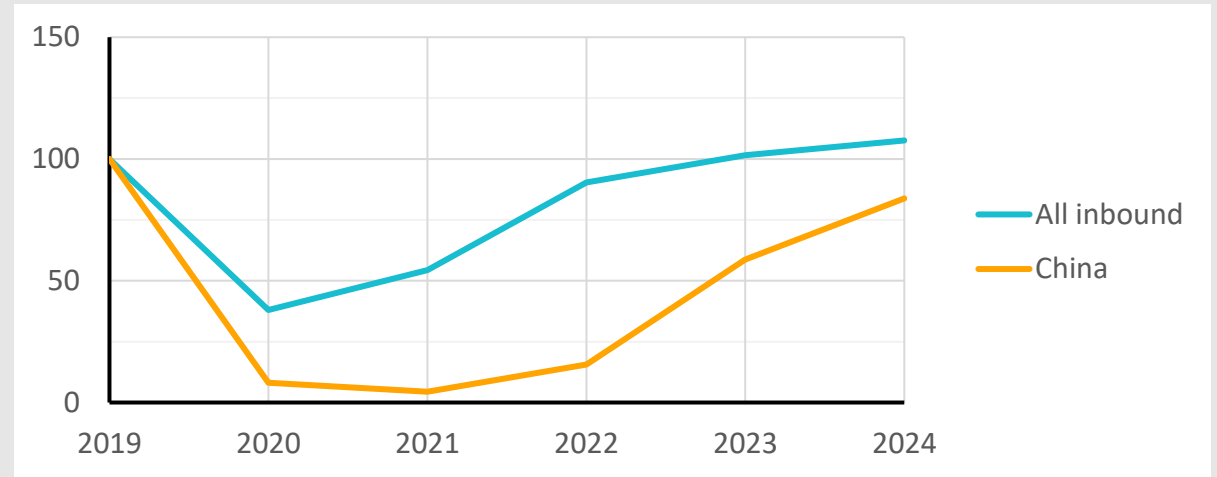
Trends 2019-2024



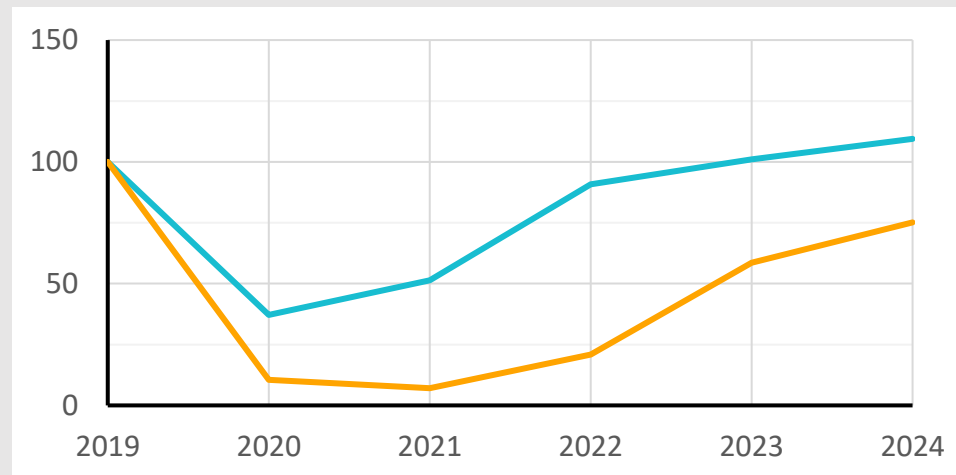
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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

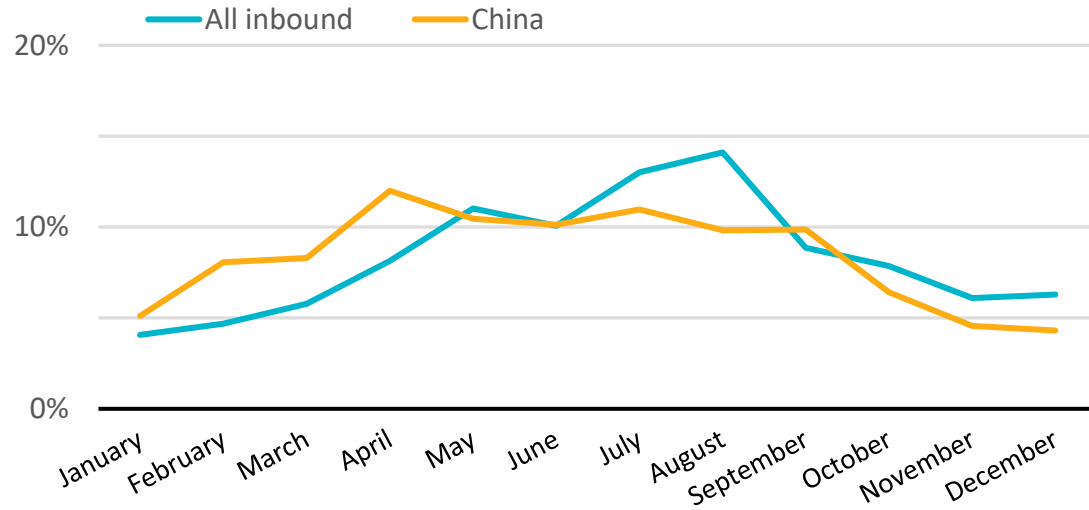


Arrivals in paid accommodation

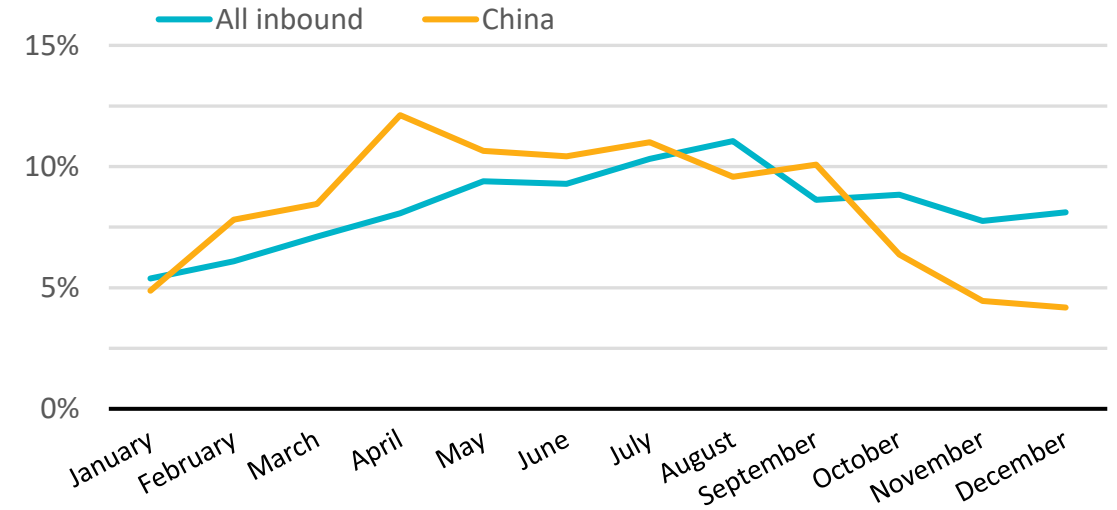
Seasonality



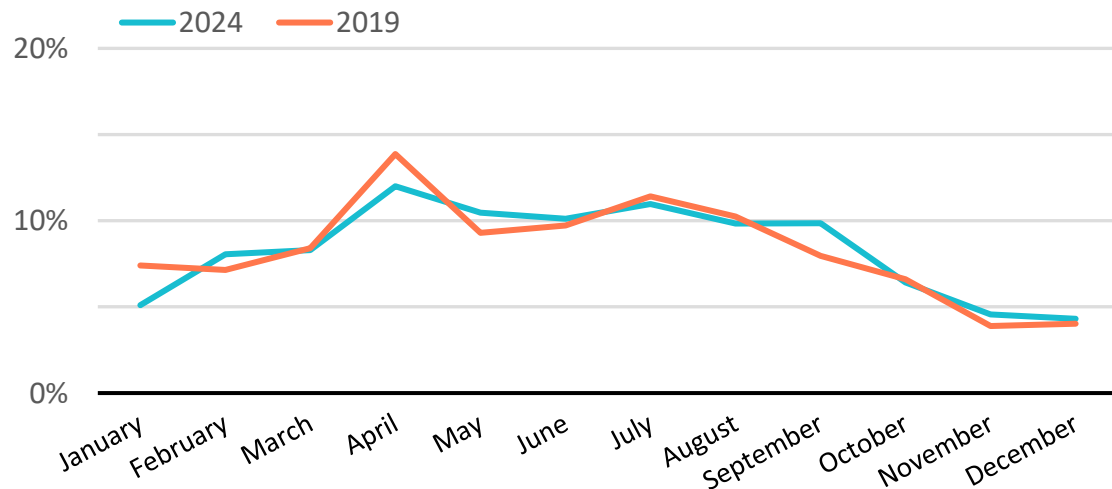
All paid accommodation, 2024



Hotels, 2024



All paid accommodation, arrivals from China



Short-term rentals

2024 and 2018-2024



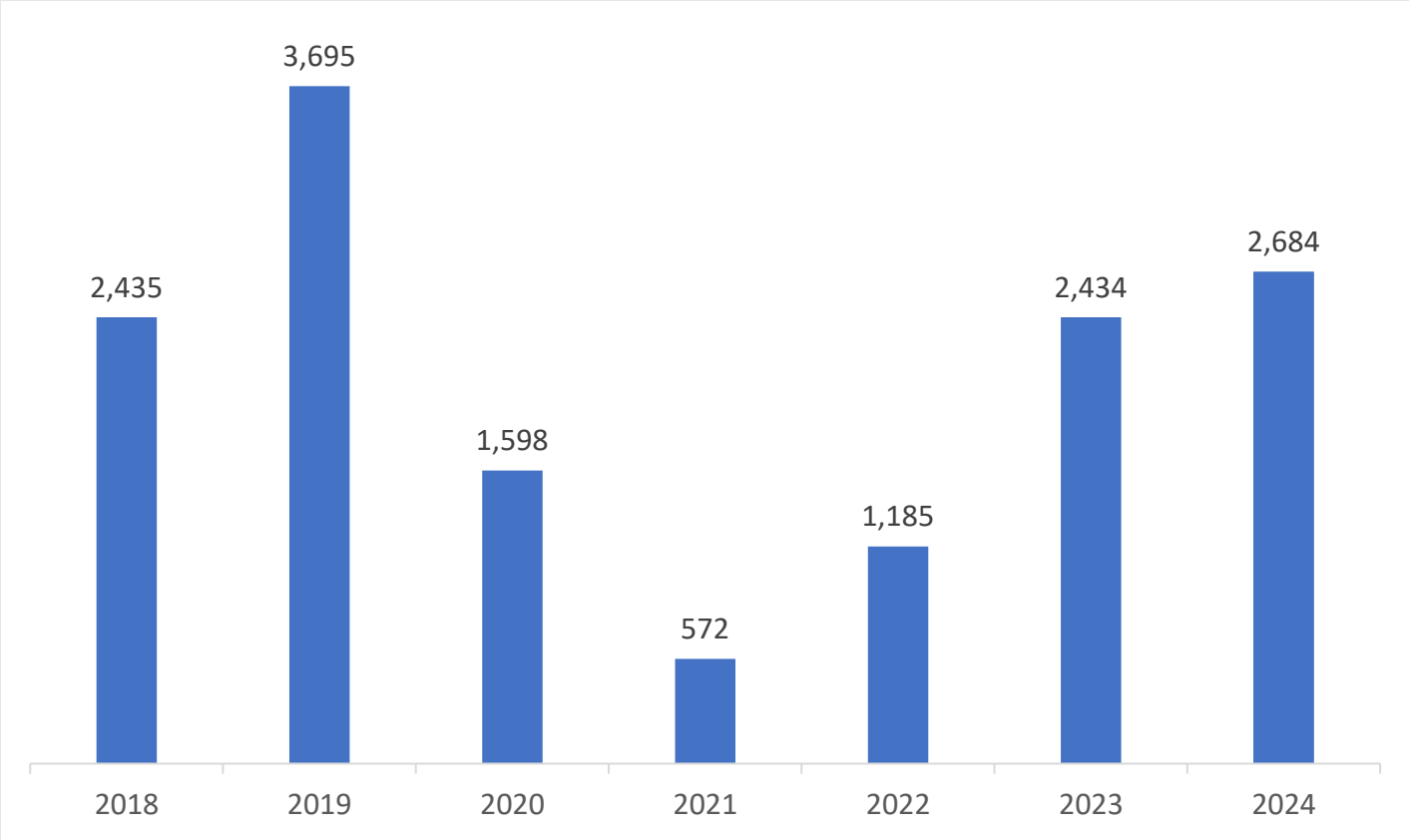
Nights,
Short-term rentals, 2024



10% (vs. 2023)

-27% (vs. 2019)

Nights,
Short-term rentals, 2018-2024





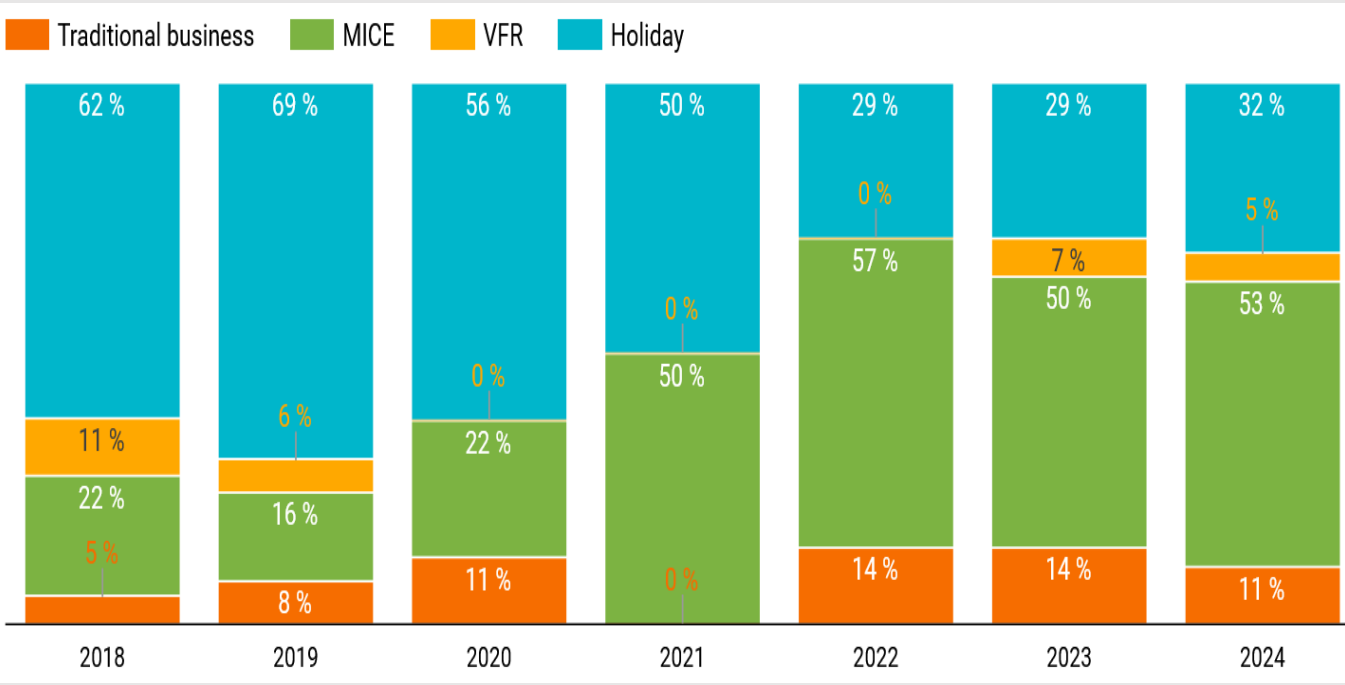
Characteristics of inbound trips

Chinese trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2018-2024

Chinese trips to Luxembourg, 2018-2024



	2024 China to Luxembourg	All Non-Europe to
Holiday	32%	41%
VFR	5%	11%
MICE	53%	36%
Traditional Business	11%	13%

Inbound same-day trips to Luxembourg

2024



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



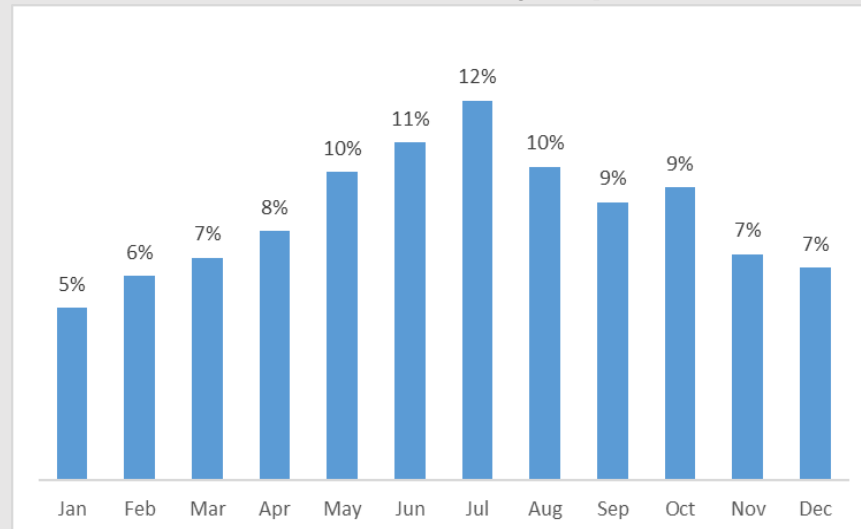
+60% (vs. 2023)

Average length
of same-day trips



-0,1 h (vs. 2023)

Seasonality
% of same-day trips





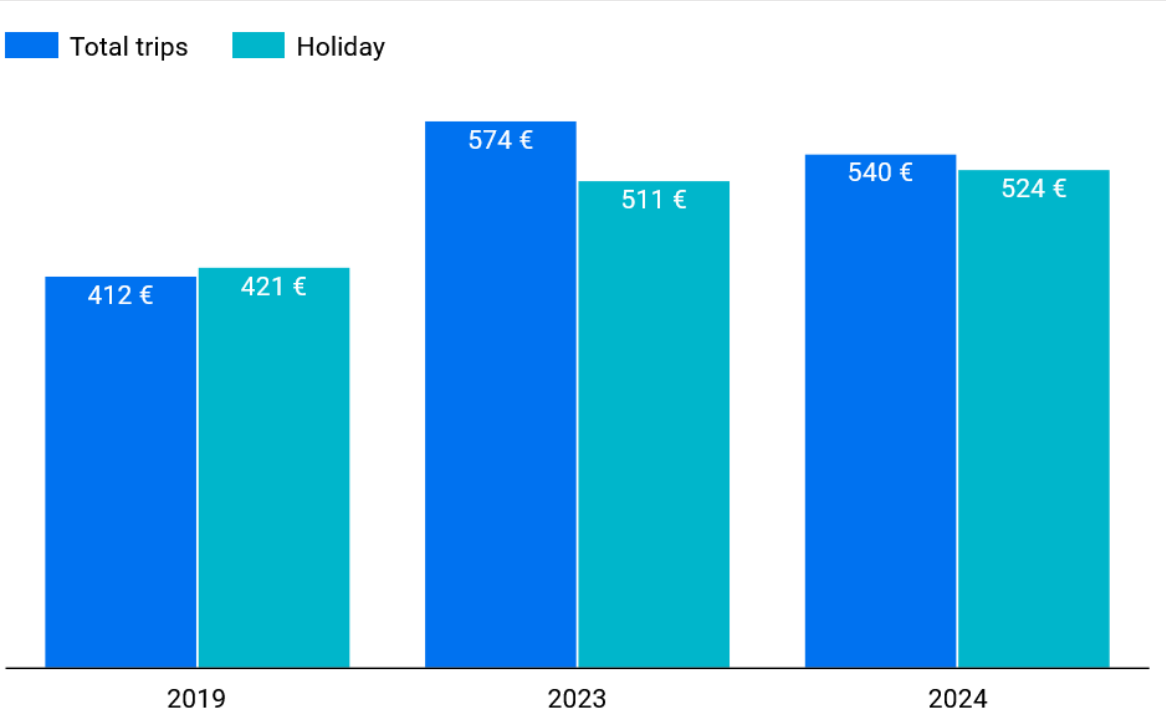
Travel behaviour of inbound leisure visitors

Expenditure

Inbound trips to Luxembourg with overnight (all accommodation)



Average expenditure/pers./day



	2024	
	China to Luxembourg	All inbound to Luxembourg
Spend/day/pers. on all trips	540€	189€
Spend/day/pers. on holiday trips	524€	168€

Growth potential & outbound travel demand trends

Chinese travel to Europe



For long-haul markets, LFT primarily relies on market research carried out by our partners at European Travel Commission (ETC).

For further insights on current demand trends and potential of the Chinese market, we therefore invite you to check :

- The Long-Haul Travel Intent Barometer, covering 7 key source markets including China
 - ⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-1-2025/>
 - ⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-2-2025/>
 - ⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-3-2025/>

Further reports of the Chinese outbound travel market were released before 2020:

- ⇒ <https://etc-corporate.org/reports/etc-ec-research-snapshot-on-the-chinese-travel-market/>
- ⇒ <https://etc-corporate.org/reports/study-on-chinese-media-consumption-patterns/>
- ⇒ <https://etc-corporate.org/reports/visa-policy-and-chinese-travel-to-europe/>



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