



Luxembourg for Tourism
Market profile
CHINA
2025

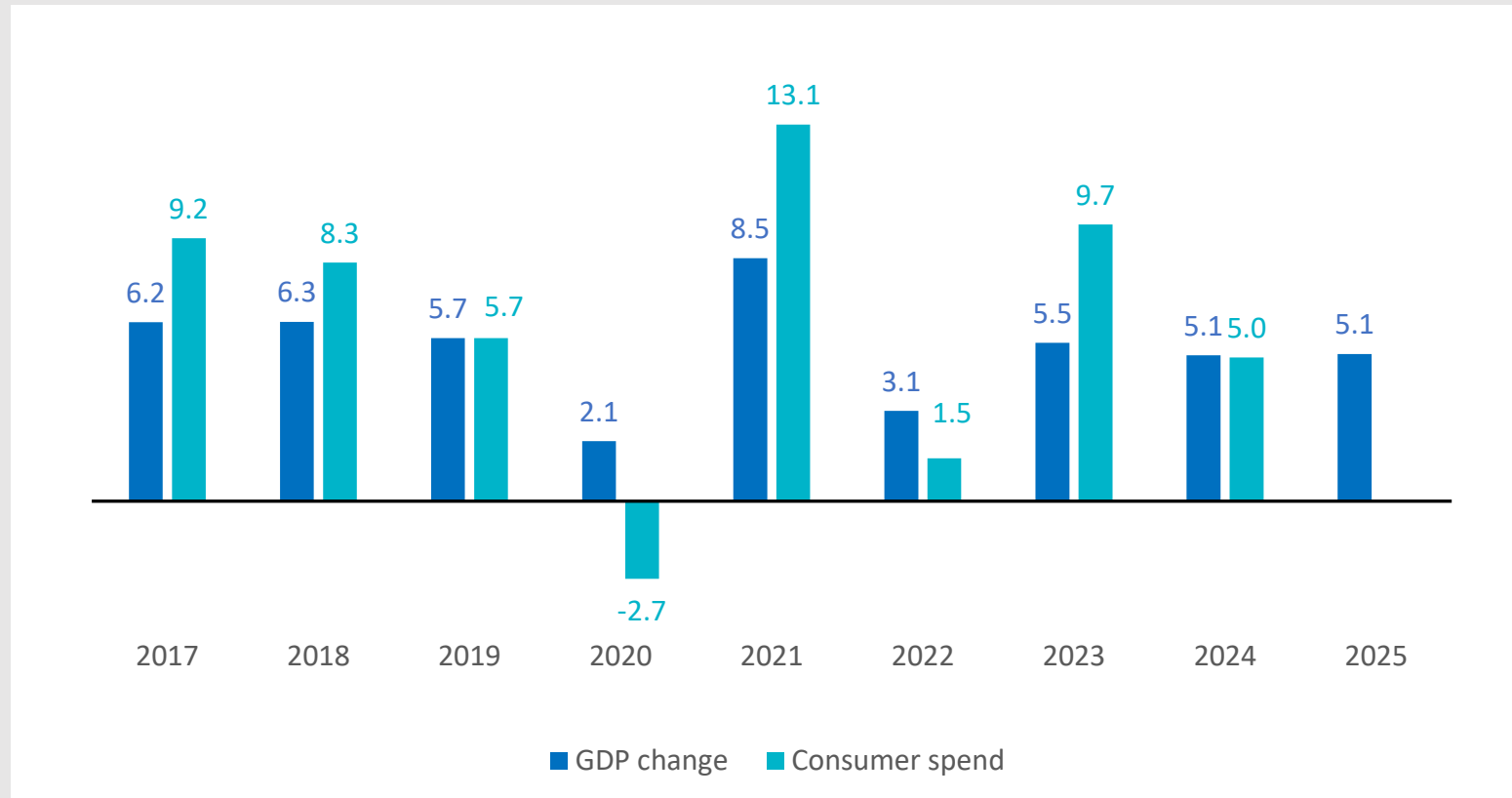


Economic indicators & General Travel Demand

Economic indicators – General travel demand



GDP and consumer spending, % annual change*



*Data on consumer spending for China is not available for 2025.

Economy & population

GDP (PPP, \$) per capita
25,067

Unemployment (%)
3.5

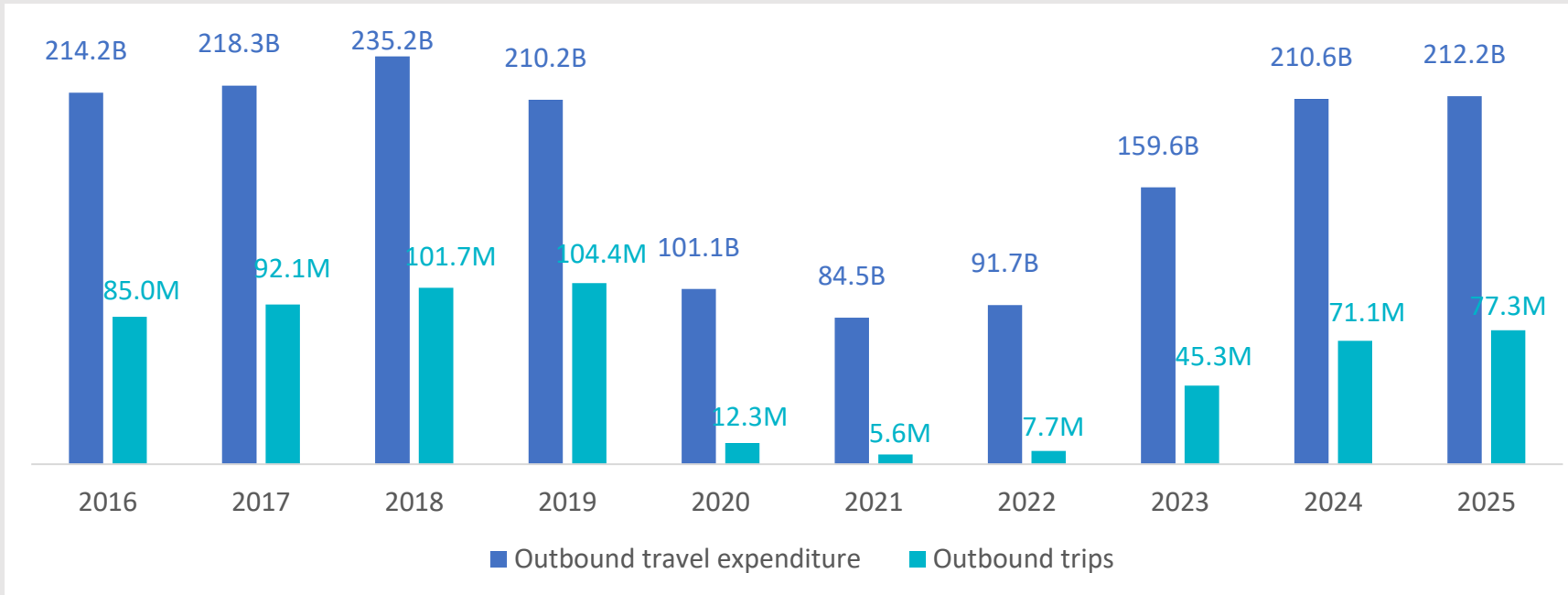
Inflation(%)
0.0

Population
1,416,096,094

Economic indicators – General travel demand



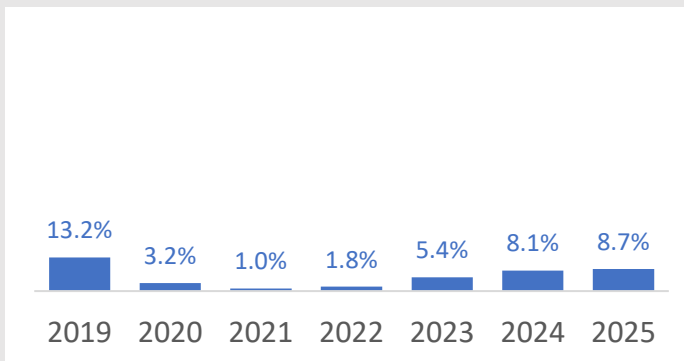
Outbound trips and travel expenditure



Outbound travel intensity
0.05 trips
per inhabitant (2025)

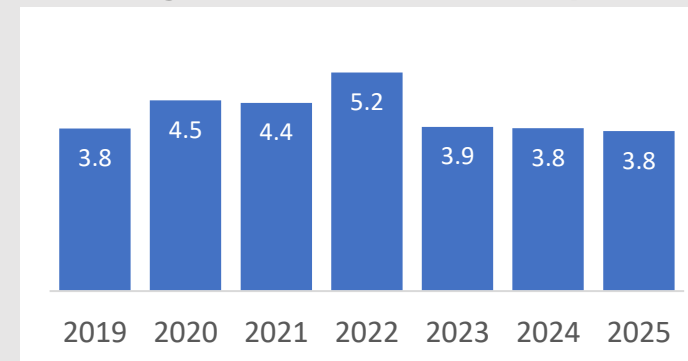
Average spend
per outbound trip (2025)
2,745 \$

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2025)
91%

Average length of stay, nights, all outbound trips





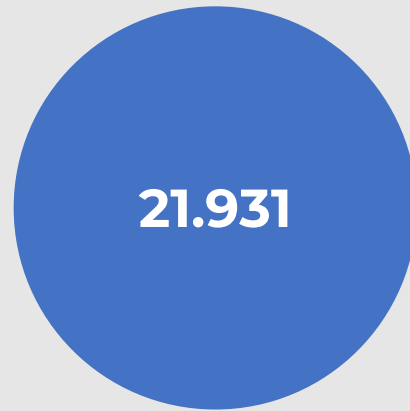
Arrivals & nights in paid accommodation

Nights in paid accommodation

2025 and 2019-2025

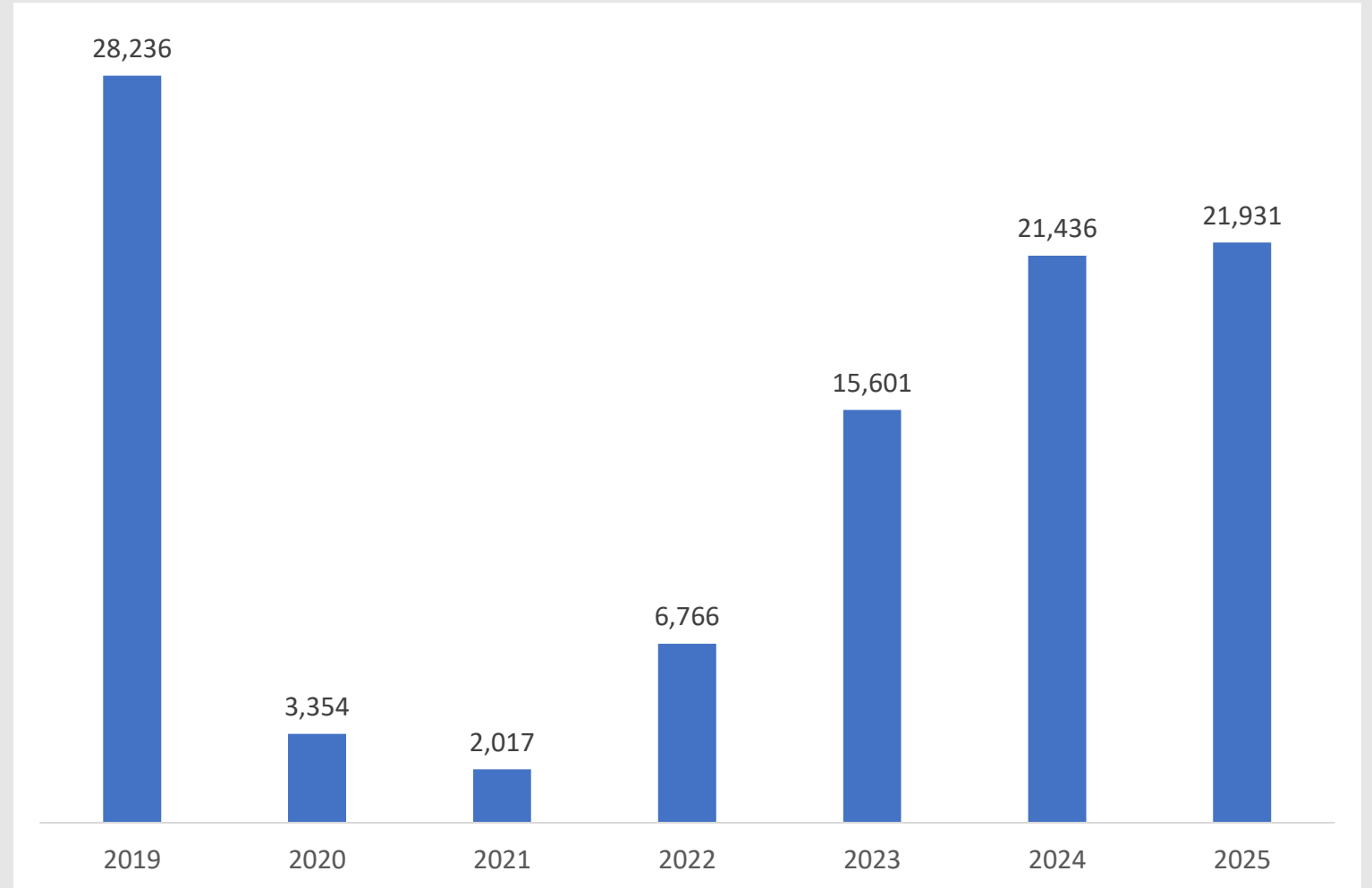


Nights,
paid accommodation, 2025



+2% (vs. 2024)

-22% (vs. 2019)

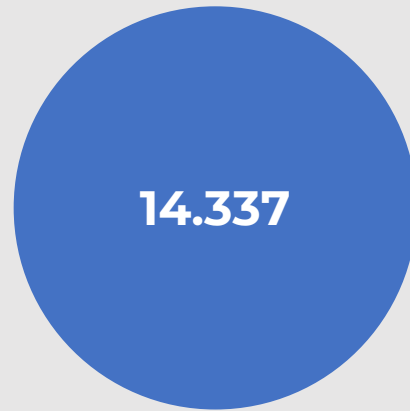


Arrivals in paid accommodation

2025 and 2019-2025

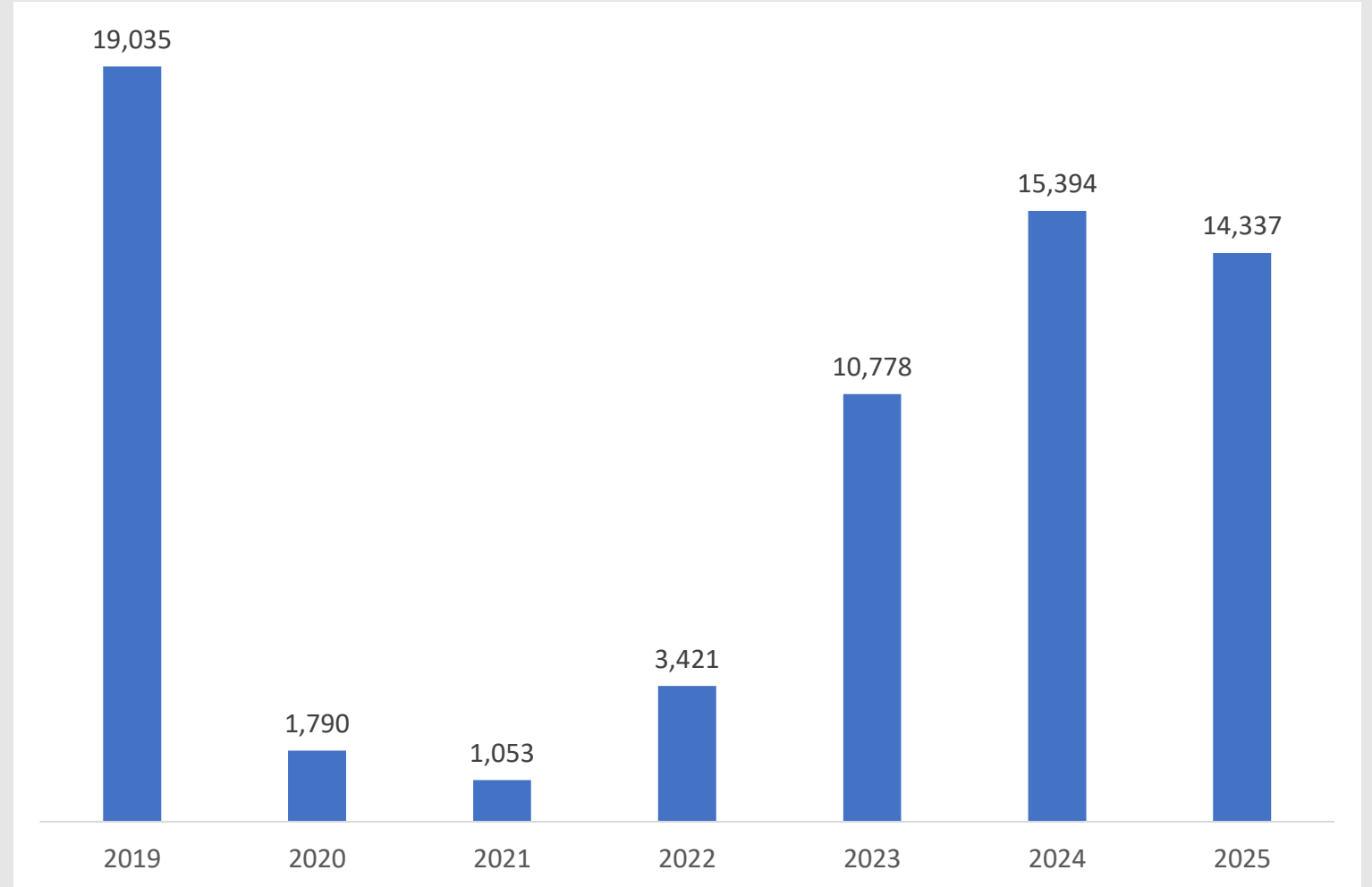


Arrivals,
paid accommodation, 2025



-7% (vs. 2024)

-25% (vs. 2019)



Length of stay, paid accommodation

2025 and 2019-2025

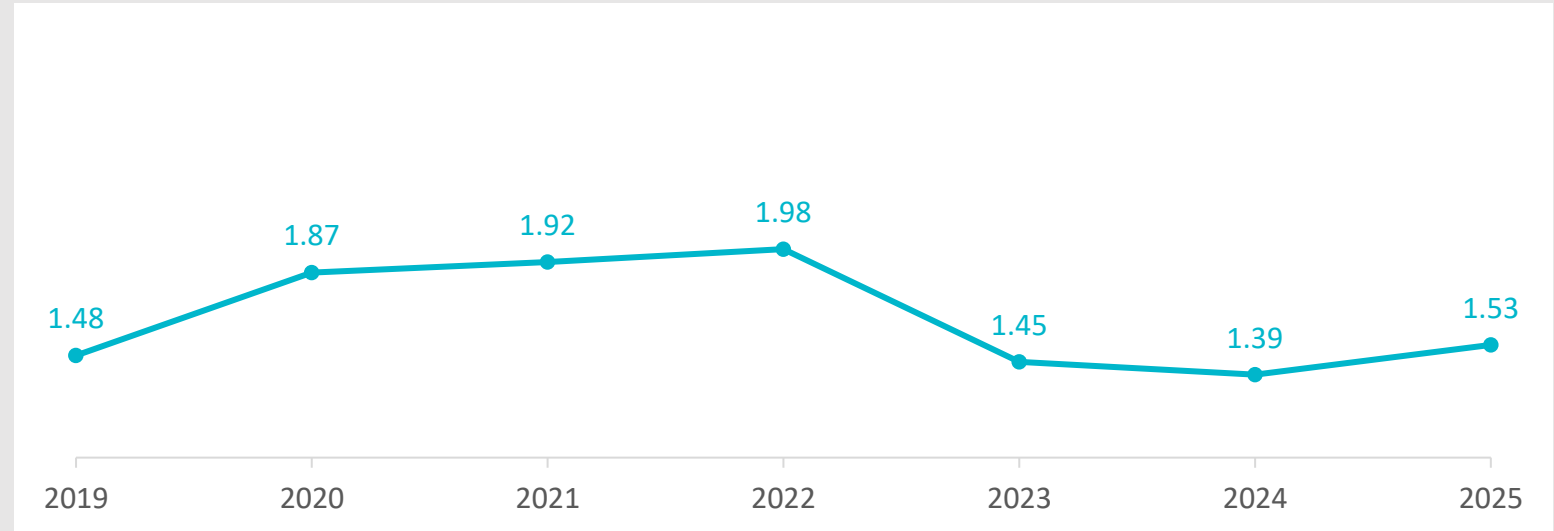


Average length of stay,
paid accommodation, 2025



+0.14 nights (vs. 2024)

+0.05 nights (vs. 2019)

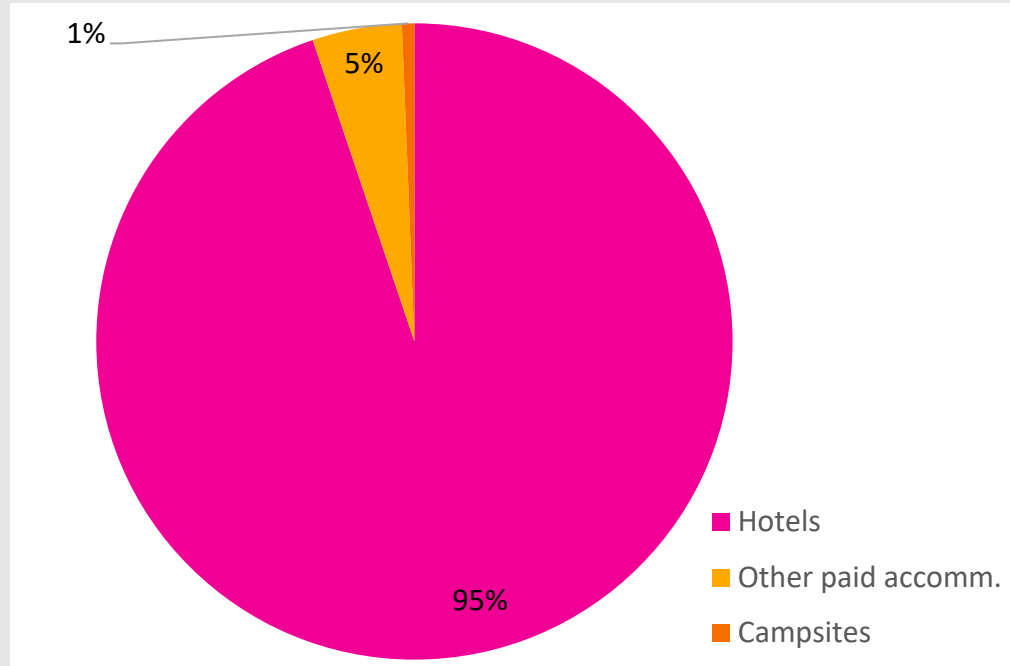


Nights & arrivals in paid accommodation

Type of accommodation, 2025

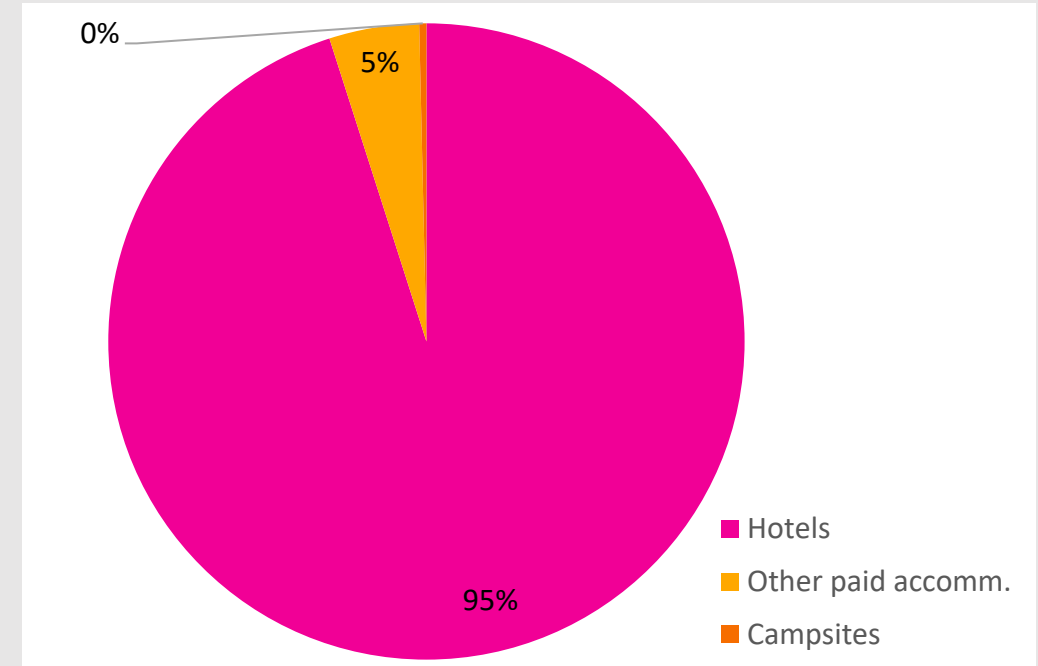


Nights,
paid accommodation, 2025



Hotels	20.795	+4% (vs. 2024)	-17% (vs. 2019)
Other paid accomm.	998	-17% (vs. 2024)	-68% (vs. 2019)
Campsites	138	-7% (vs. 2024)	+123% (vs. 2019)

Arrivals,
paid accommodation, 2025



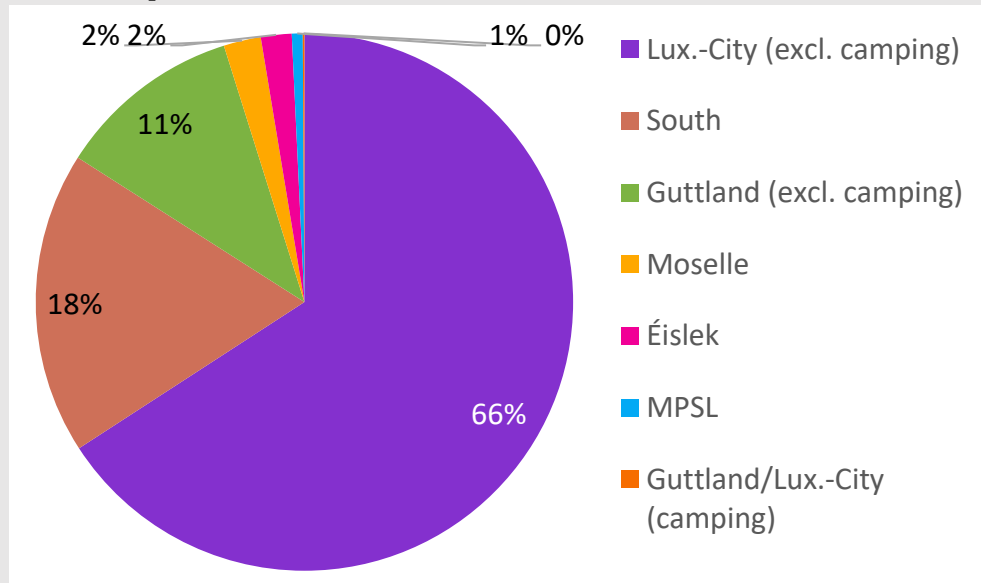
Hotels	13.630	-7% (vs. 2024)	-22% (vs. 2019)
Other paid accomm.	655	-12% (vs. 2024)	-57% (vs. 2019)
Campsites	52	+13% (vs. 2024)	-10% (vs. 2019)

Nights & arrivals in paid accommodation

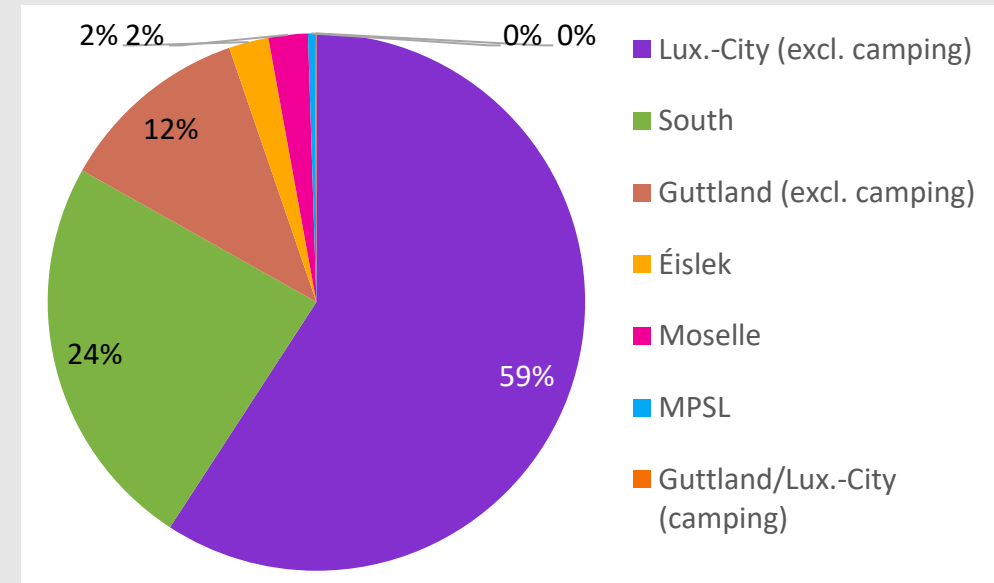
Regions, 2025



Nights, paid accommodation, 2025



Arrivals, paid accommodation, 2025



Lux.-City (excl. camping)	14.439	+10% (vs. 2024)	-18% (vs. 2019)
South	3.990	-17% (vs. 2024)	-27% (vs. 2019)
Guttland (excl. camping)	2.439	+10% (vs. 2024)	-23% (vs. 2019)
Moselle	492	-19% (vs. 2024)	-27% (vs. 2019)
Éislek	406	-20% (vs. 2024)	-61% (vs. 2019)
MPSL	143	-19% (vs. 2024)	-34% (vs. 2019)
Guttland/Lux.-City (camping)	22	+22% (vs. 2024)	-61% (vs. 2019)

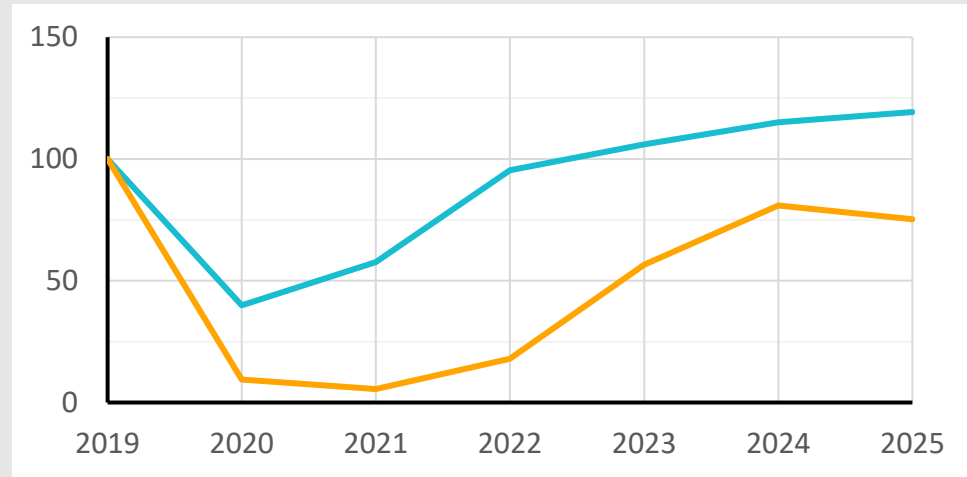
Lux.-City (excl. camping)	8.484	-1% (vs. 2024)	-26% (vs. 2019)
South	3.437	-21% (vs. 2024)	-26% (vs. 2019)
Guttland (excl. camping)	1.662	+5% (vs. 2024)	+19% (vs. 2019)
Éislek	343	-24% (vs. 2024)	-63% (vs. 2019)
Moselle	339	-10% (vs. 2024)	-29% (vs. 2019)
MPSL	60	+3% (vs. 2024)	-61% (vs. 2019)
Guttland/Lux.-City (camping)	12	-33% (vs. 2024)	-77% (vs. 2019)

Arrivals in paid accommodation

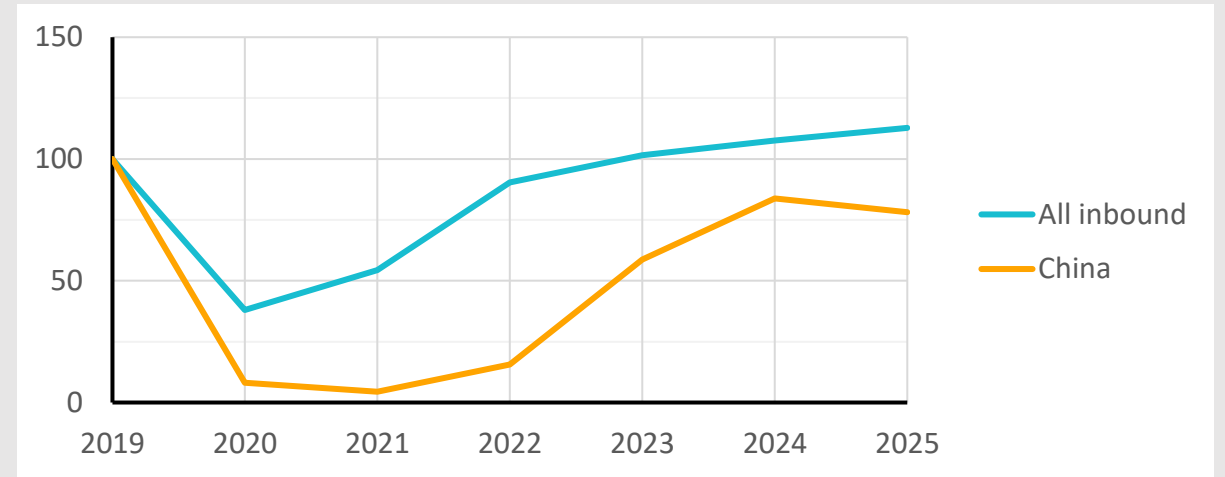
Trends 2019-2025



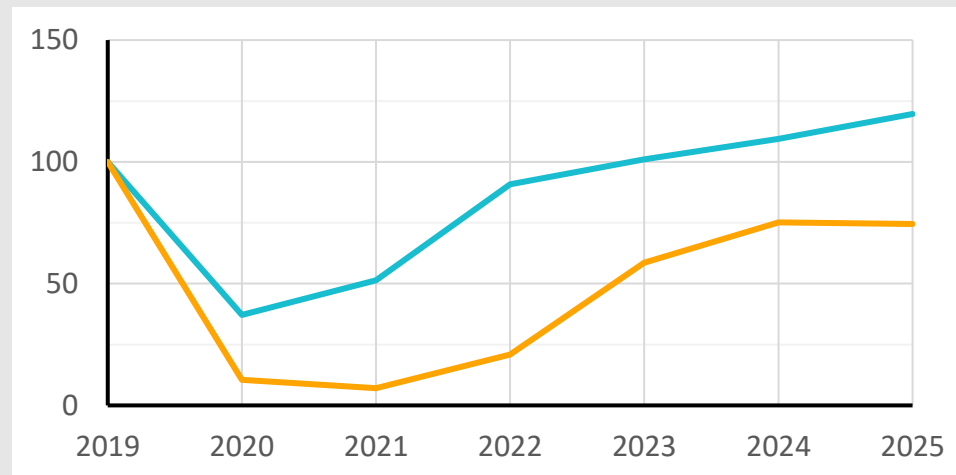
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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

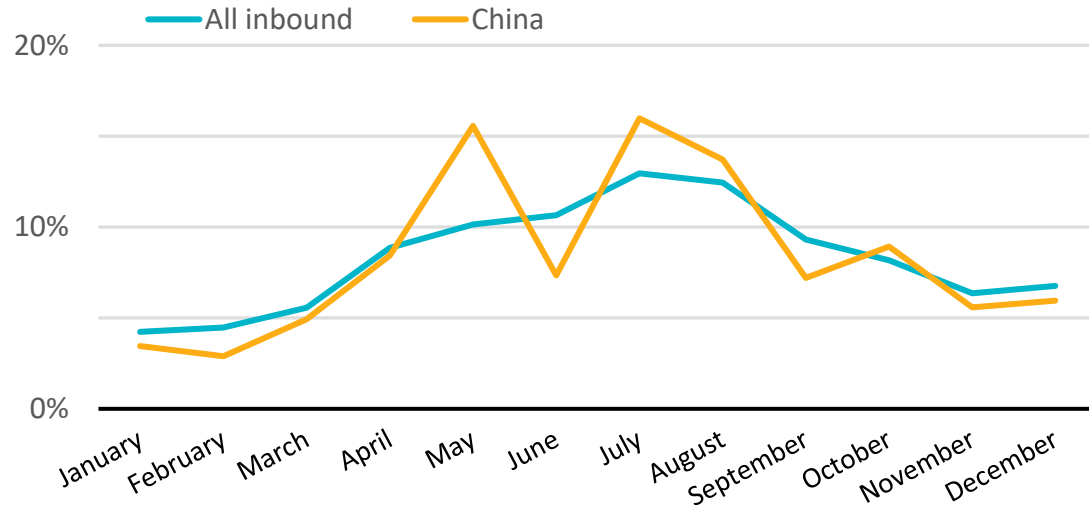


Arrivals in paid accommodation

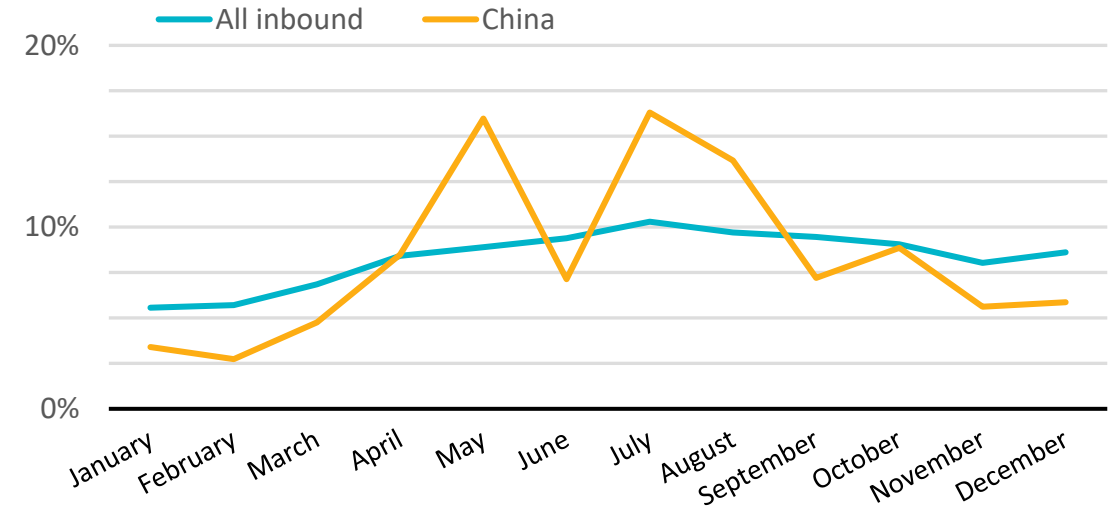
Seasonality



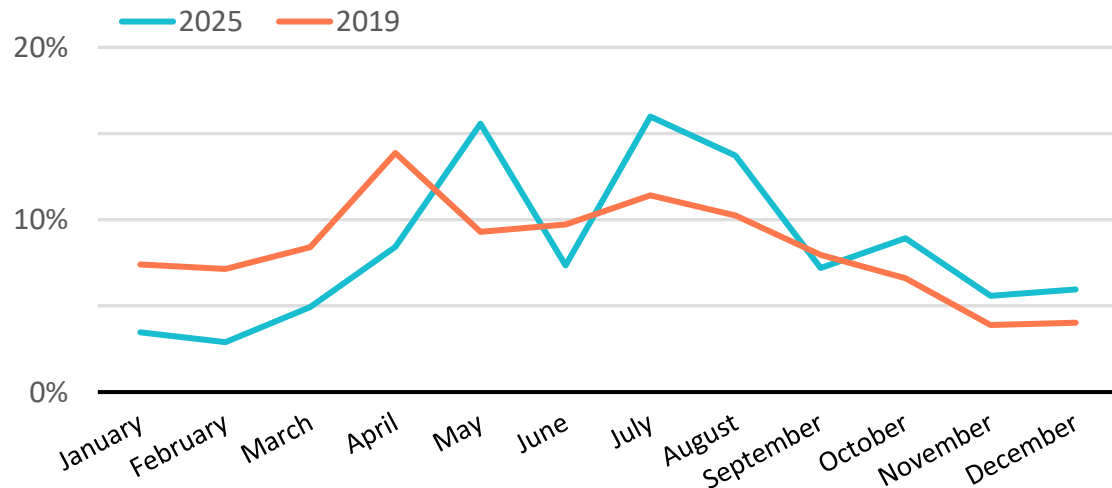
All paid accommodation, 2025



Hotels, 2025



All paid accommodation, arrivals from China



Short-term rentals

2025 and 2019-2025



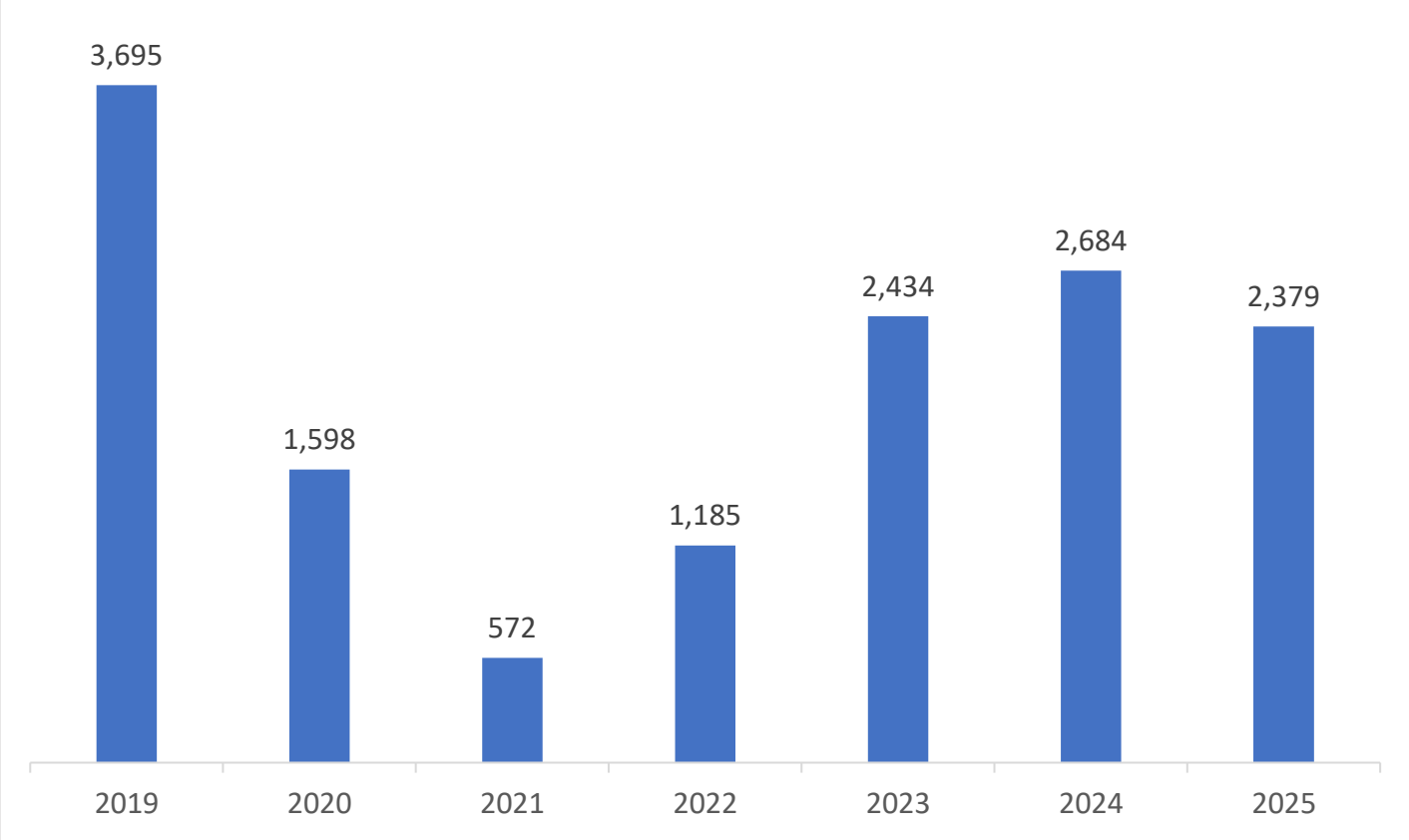
Nights,
Short-term rentals, 2025



-11% (vs. 2024)

-36% (vs. 2019)

Nights,
Short-term rentals, 2019-2025





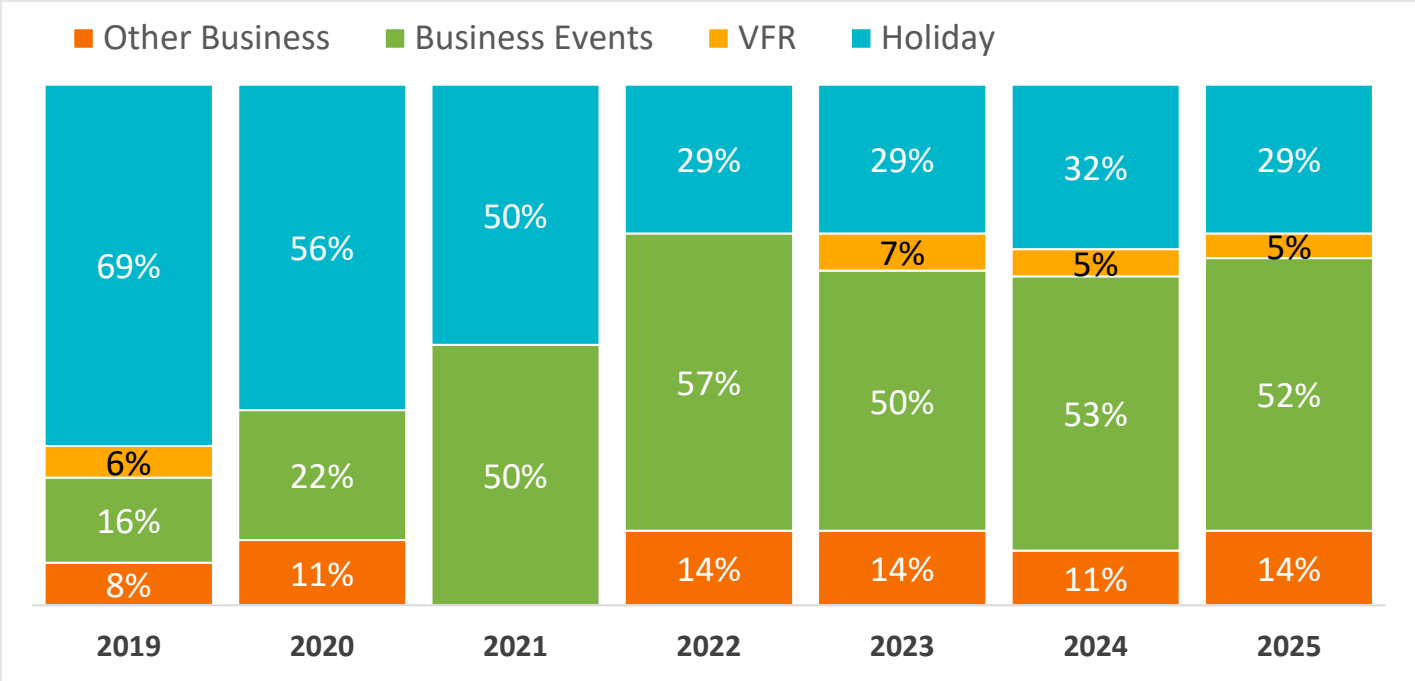
Characteristics of inbound trips

Chinese trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2019-2025

Chinese trips to Luxembourg, 2019-2025



2025
China to
Luxembourg
All Non-Europe
to

Holiday	29%	44%
VFR	5%	10%
Business Events	52%	33%
Other Business	14%	12%

Inbound same-day trips to Luxembourg

2025



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



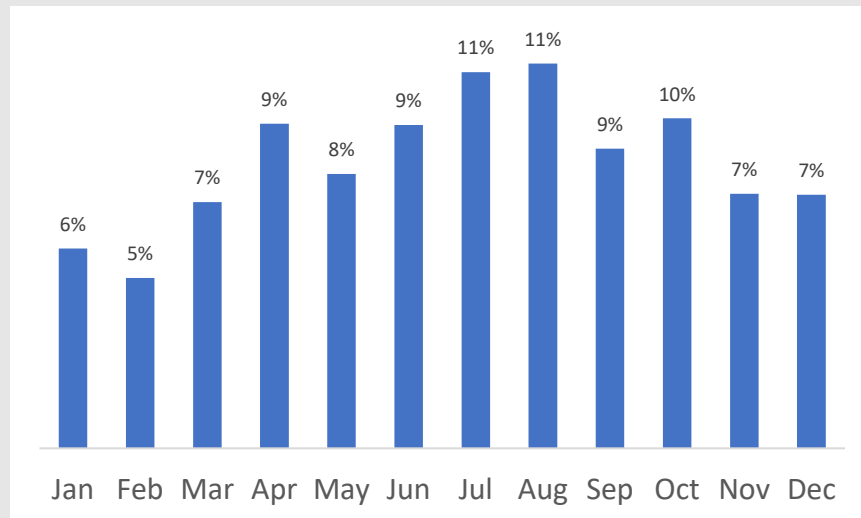
+/- 0% (vs. 2024)

**Average length
of same-day trips**



+0,4 h (vs. 2024)

**Seasonality
% of same-day trips**

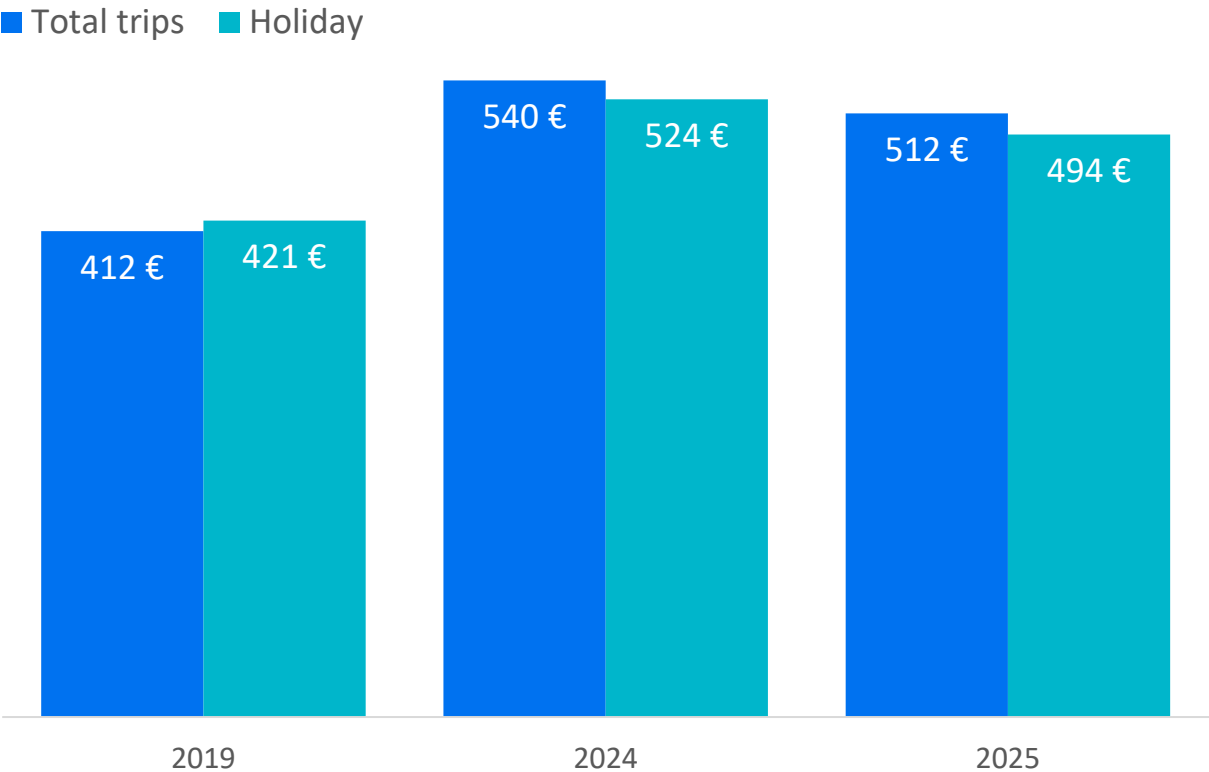




Travel behaviour of inbound leisure visitors

Expenditure

Inbound trips to Luxembourg with overnight (all accommodation)



	2025	
	China to Luxembourg	All inbound to Luxembourg
Spend/day/pers. on all trips	512€	196€
Spend/day/pers. on holiday trips	494€	175€

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-1-2026/>
 - ⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-2-2026/>
 - ⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-3-2026/>

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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