



Luxembourg for Tourism

**Market profile**

**DENMARK & SWEDEN**

**2024**



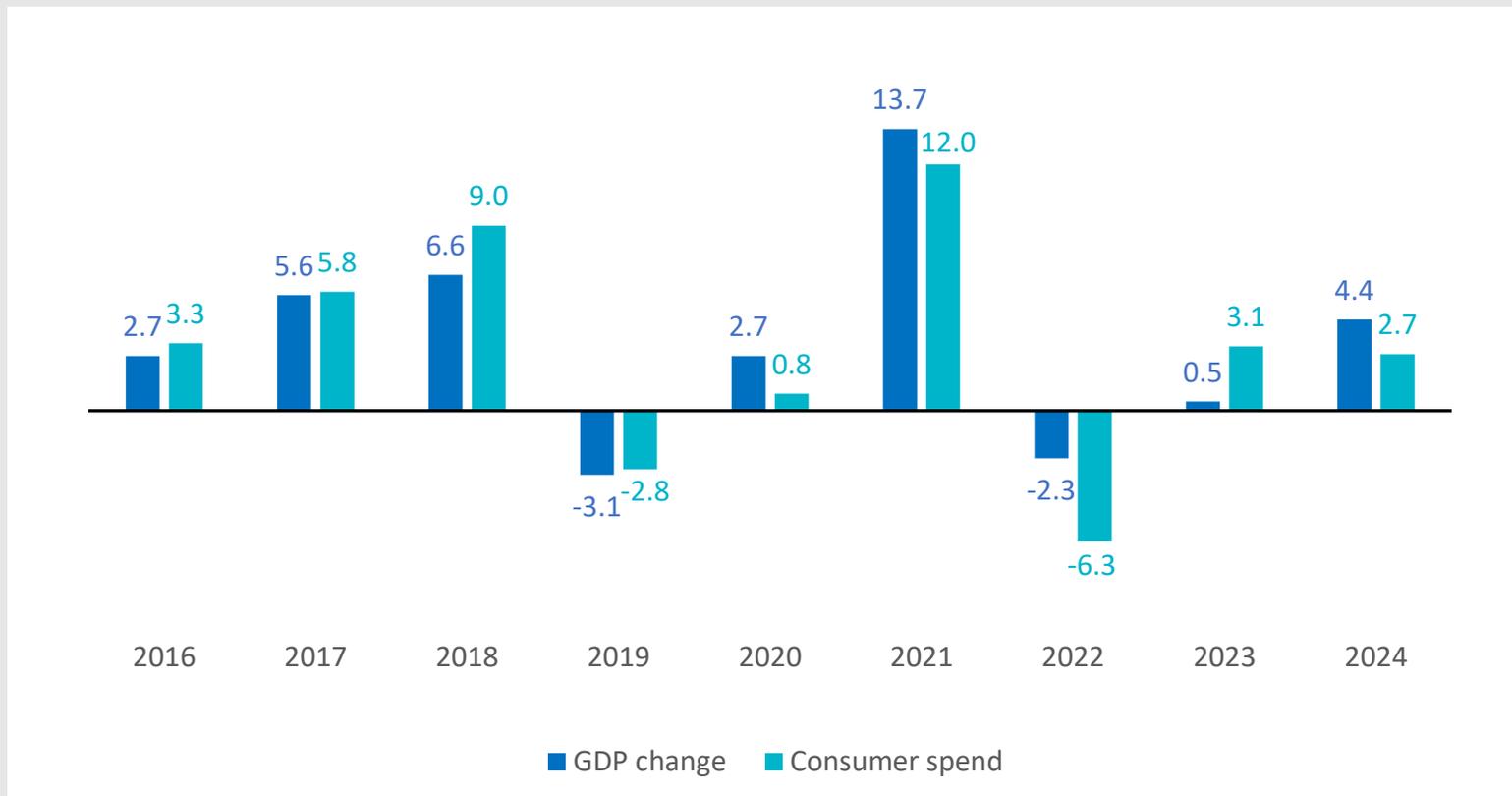
# **Economic indicators & General Travel Demand**



# Economic indicators – General travel demand



## GDP and consumer spending, % annual change



## Economy & population

**GDP (\$) per capita**  
71,009.14

**Unemployment (%)**  
2.90

**Inflation(%)**  
1.37

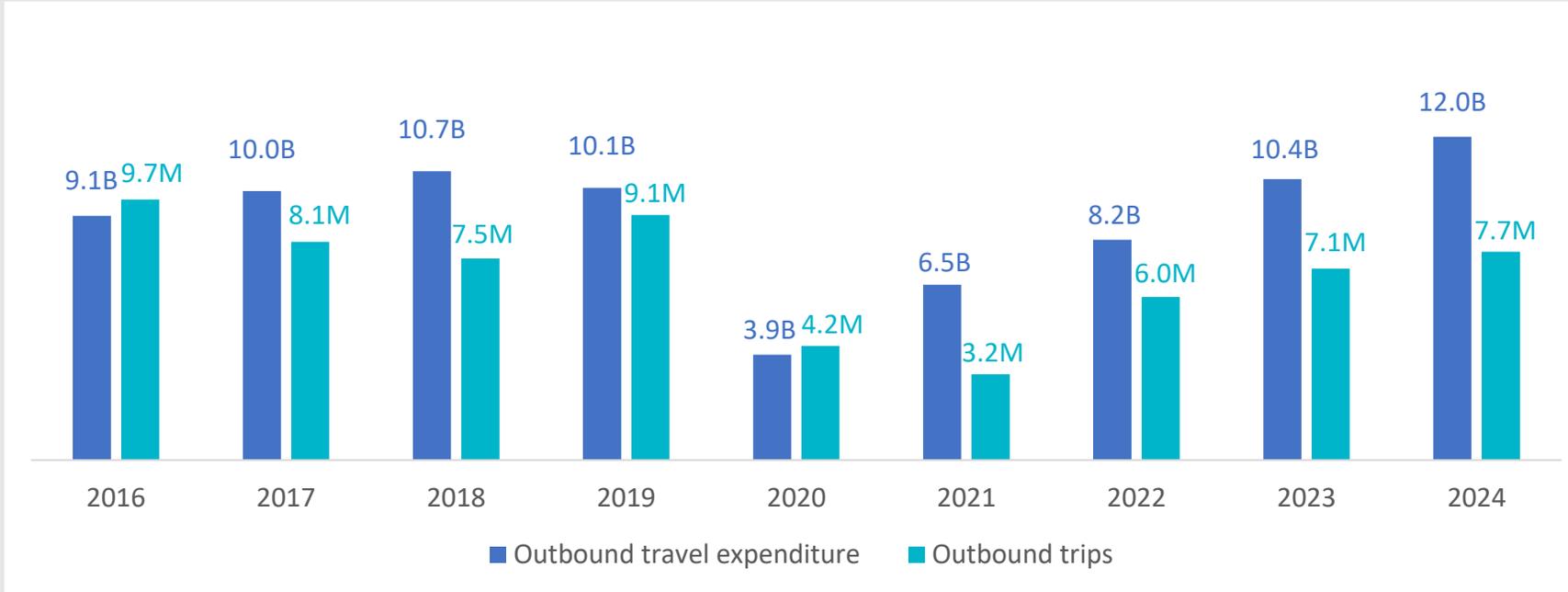
**Population**  
5,978,460



# Economic indicators – General travel demand



## Outbound trips and travel expenditure



**Outbound travel intensity**  
**1.29 trips**  
 per inhabitant (2024)

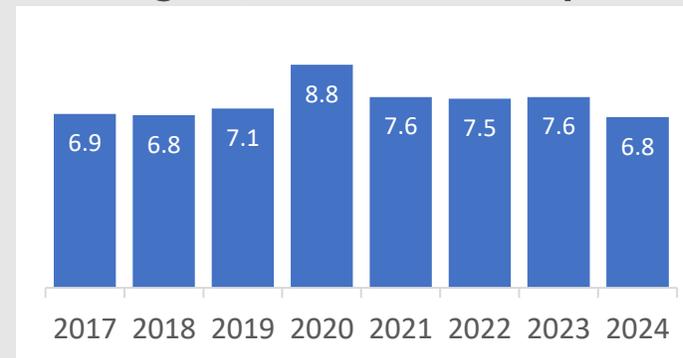
**Average spend**  
 per outbound trip (2024)  
**1,552 \$**

## Share of outbound travel, % all nights



**Share of leisure,**  
**% all outbound trips**  
**(2024)**  
**80.6%**

## Average length of stay, nights, all outbound trips



**Share of short trips**  
**(1-3 nights),**  
**% all outbound**  
**trips (2024)**  
**29.4%**

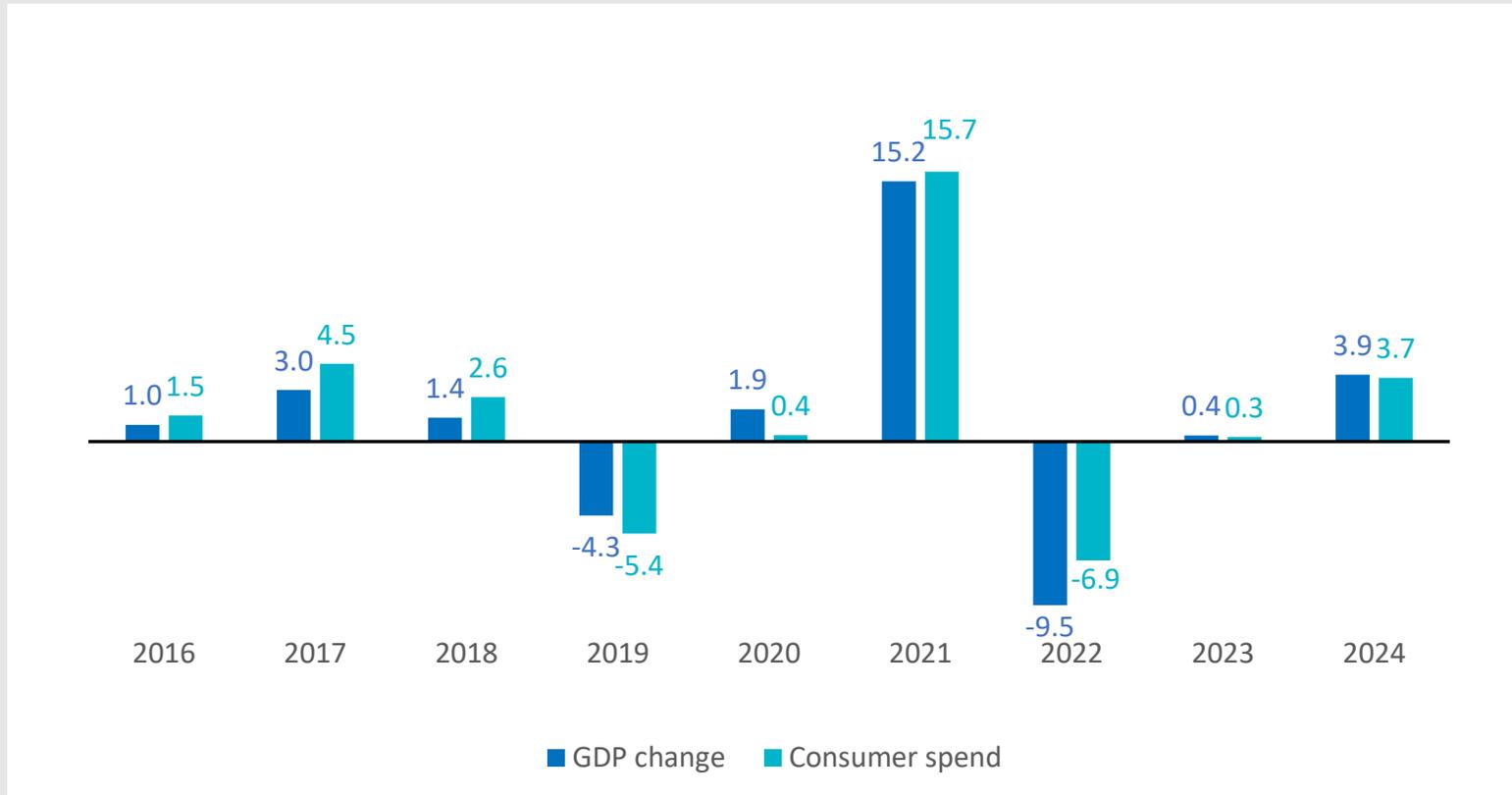


# Economic indicators – General travel demand



## GDP and consumer spending, % annual change

## Economy & population



**GDP (\$) per capita**  
57,090.25

**Unemployment (%)**  
8.37

**Inflation(%)**  
2.84

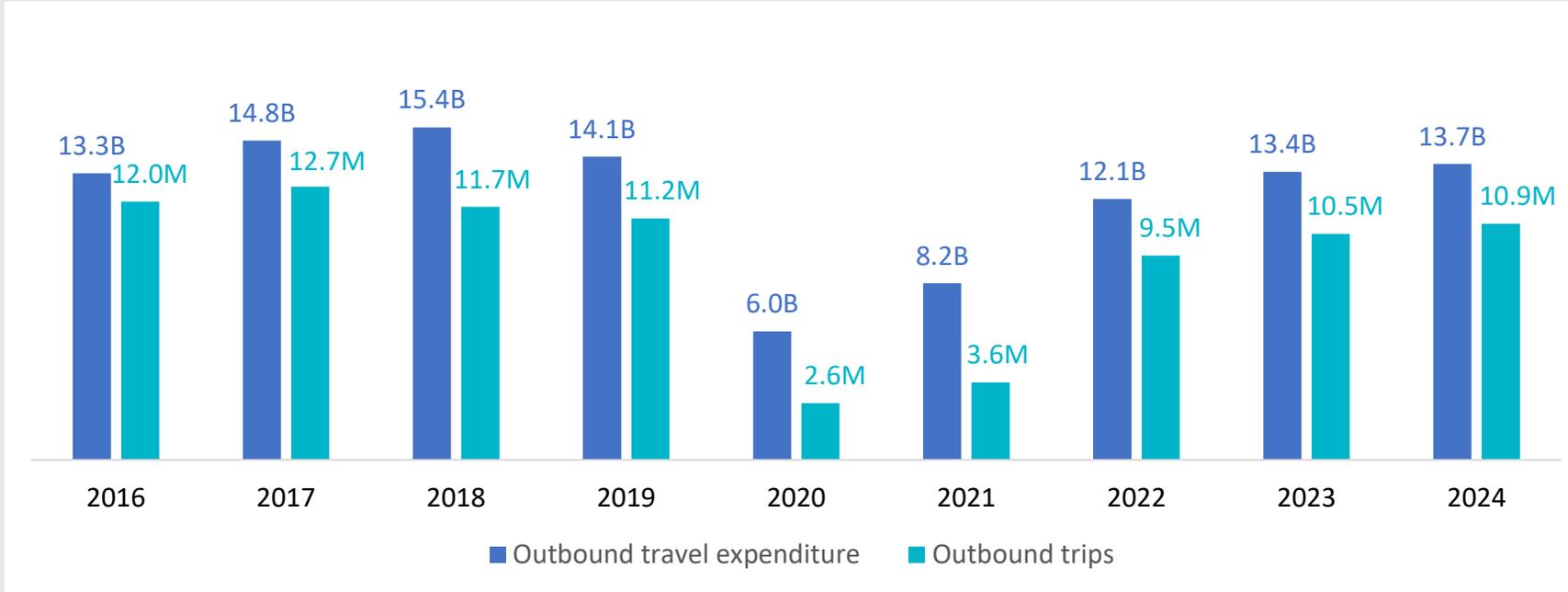
**Population**  
10,567,300



# Economic indicators – General travel demand



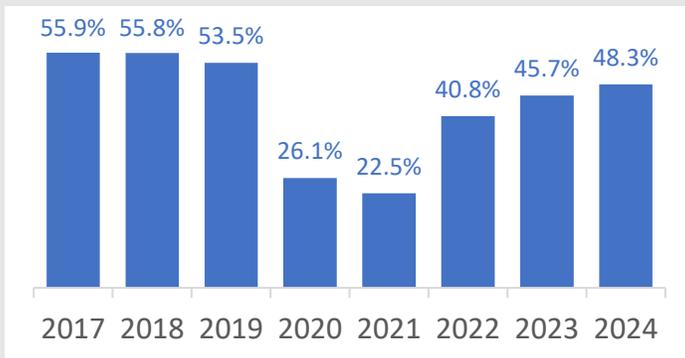
## Outbound trips and travel expenditure



**Outbound travel intensity**  
**1.04 trips**  
 per inhabitant (2024)

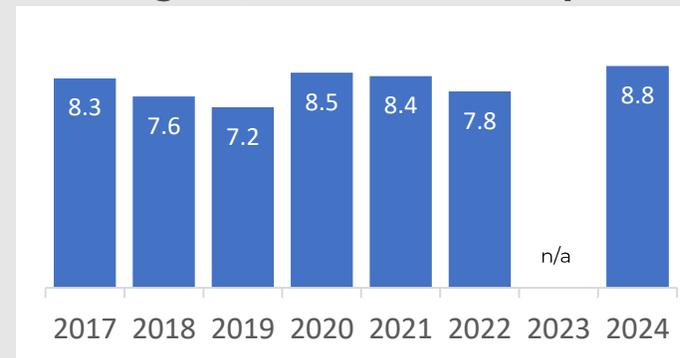
**Average spend**  
 per outbound trip (2024)  
**1,252 \$**

## Share of outbound travel, % all nights



**Share of leisure,**  
 % all outbound trips  
**(2024)**  
**85.1%**

## Average length of stay, nights, all outbound trips



**Share of short trips**  
**(1-3 nights),**  
 % all outbound  
 trips (2024)  
**32.0%**



# **Arrivals & nights in paid accommodation**



# Nights in paid accommodation

## 2024 and 2018-2024

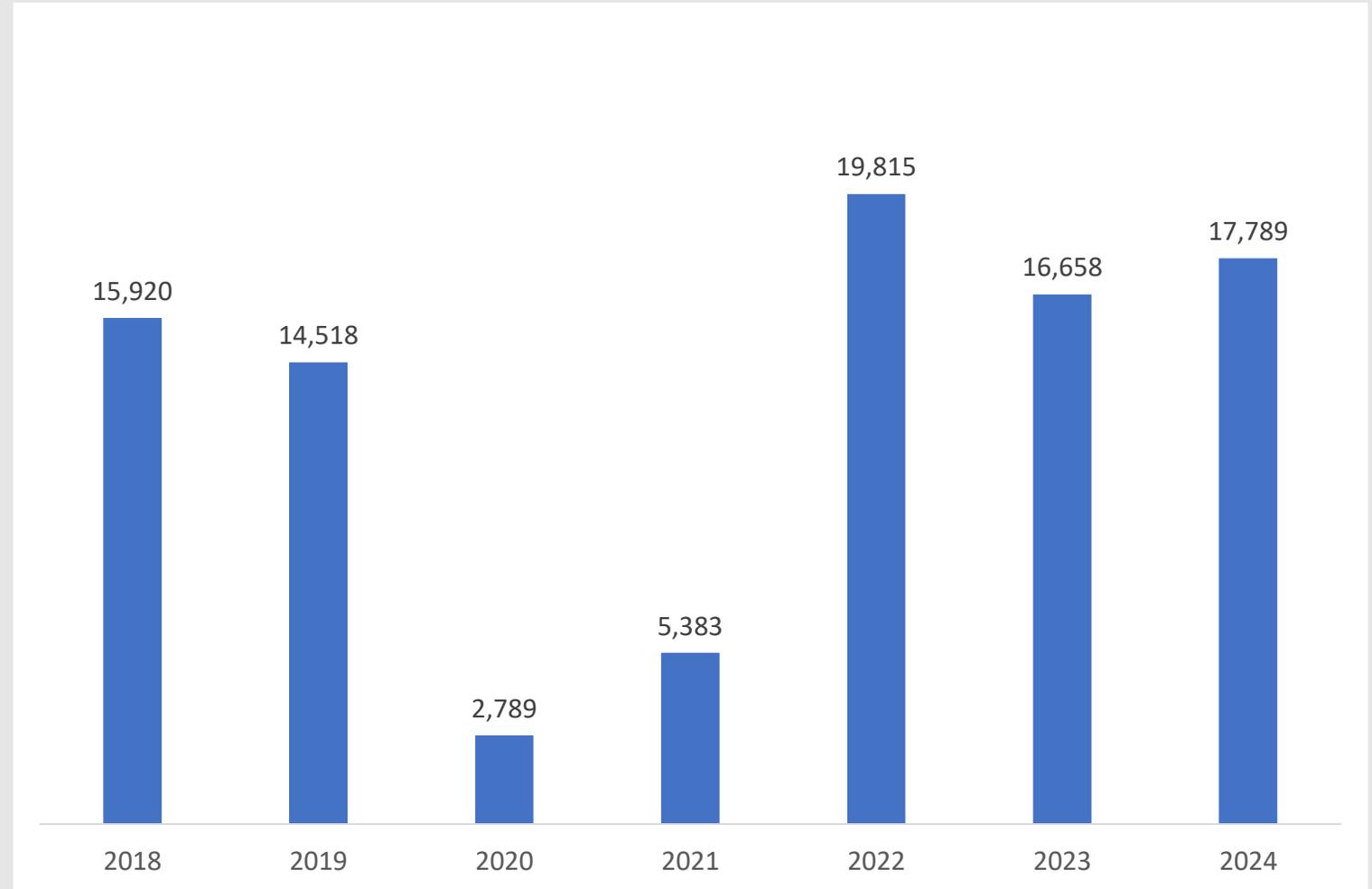


Nights,  
paid accommodation, 2024



**+7% (vs. 2023)**

**+23% (vs. 2019)**





# Arrivals in paid accommodation

2024 and 2018-2024

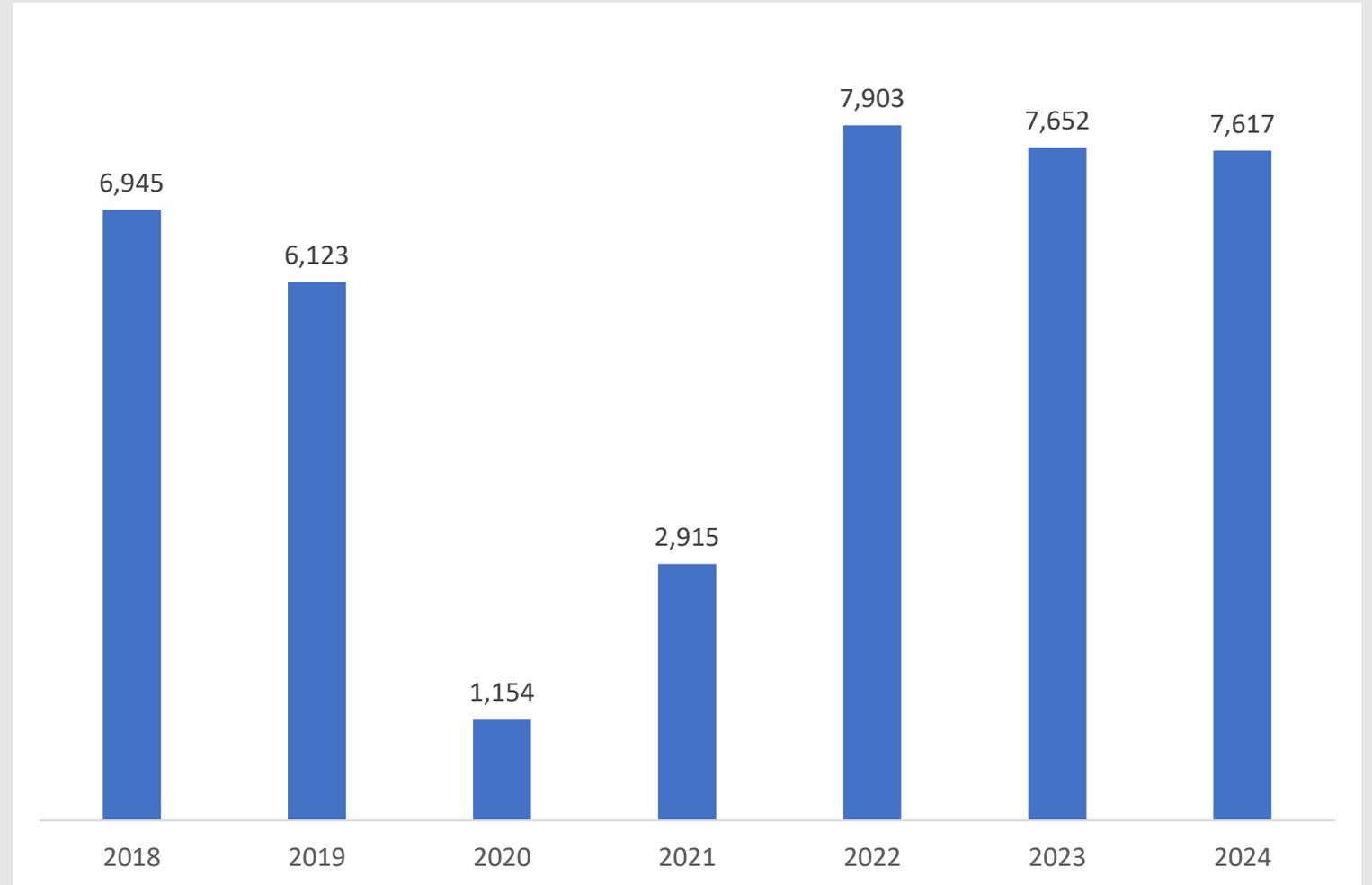


Arrivals,  
paid accommodation, 2024



+0% (vs. 2023)

+24% (vs. 2019)





# Length of stay, paid accommodation

## 2024 and 2018-2024

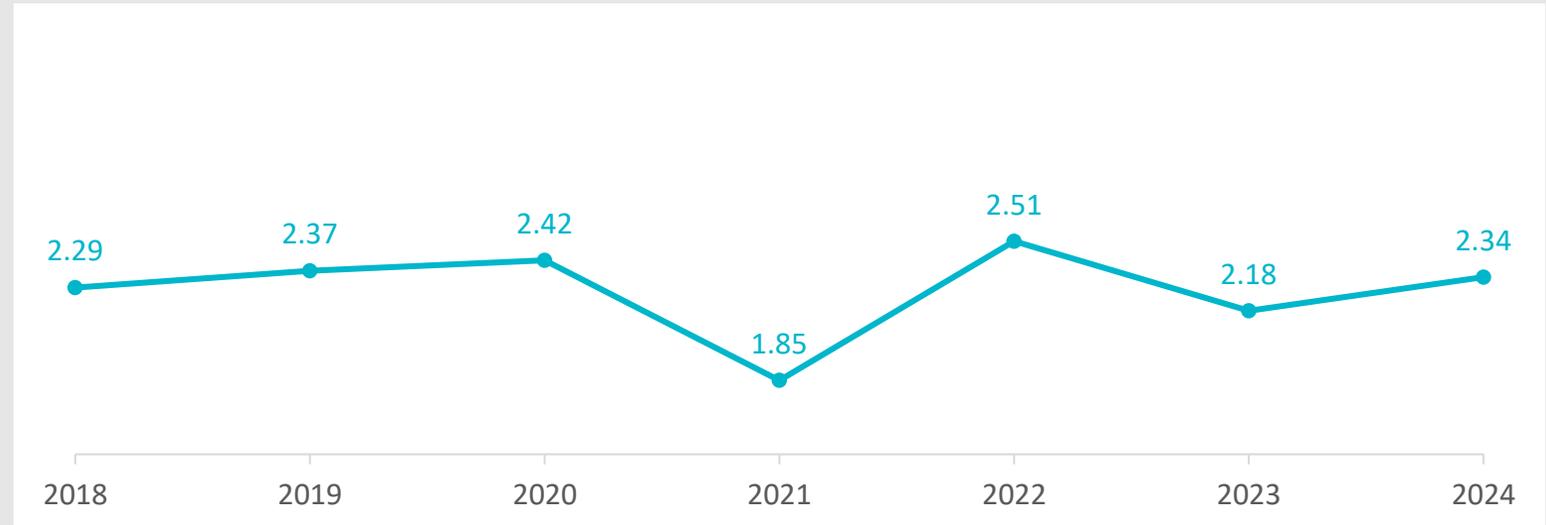


Average length of stay,  
paid accommodation, 2024



**+0.16 nights (vs. 2023)**

**-0.03 nights (vs. 2019)**



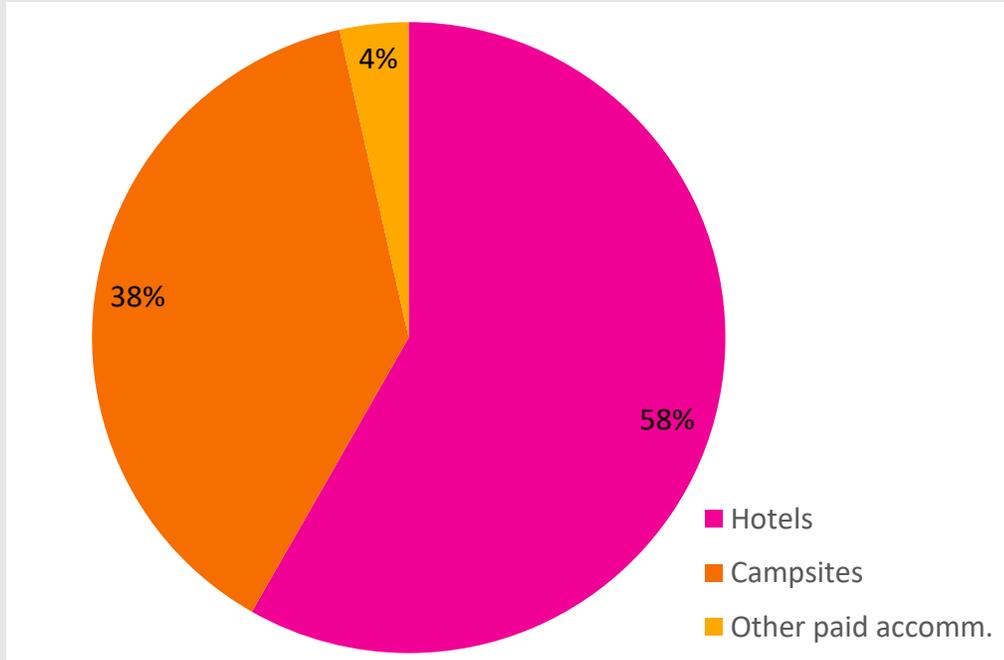


# Nights & arrivals in paid accommodation

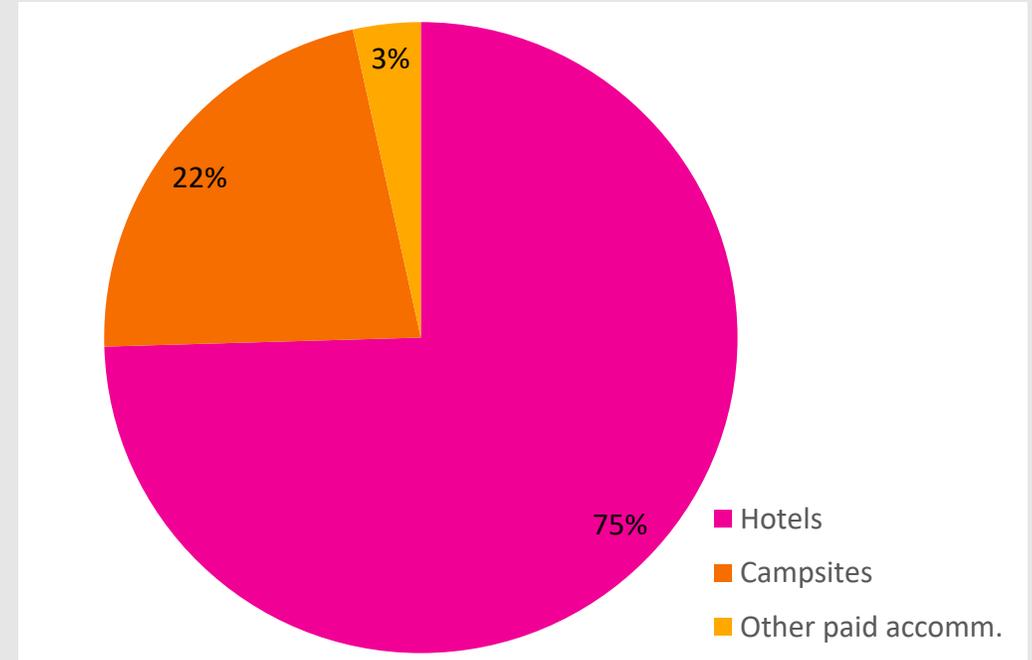


## Type of accommodation, 2024

### Nights, paid accommodation, 2024



### Arrivals, paid accommodation, 2024



<b>Hotels</b>	<b>10.361</b>	-1% (vs. 2023)	+28% (vs. 2019)
<b>Campsites</b>	<b>6.803</b>	+29% (vs. 2023)	+28% (vs. 2019)
<b>Other paid accomm.</b>	<b>625</b>	-31% (vs. 2023)	-45% (vs. 2019)

<b>Hotels</b>	<b>5.678</b>	-2% (vs. 2023)	+28% (vs. 2019)
<b>Campsites</b>	<b>1.676</b>	+13% (vs. 2023)	+17% (vs. 2019)
<b>Other paid accomm.</b>	<b>263</b>	-30% (vs. 2023)	-4% (vs. 2019)

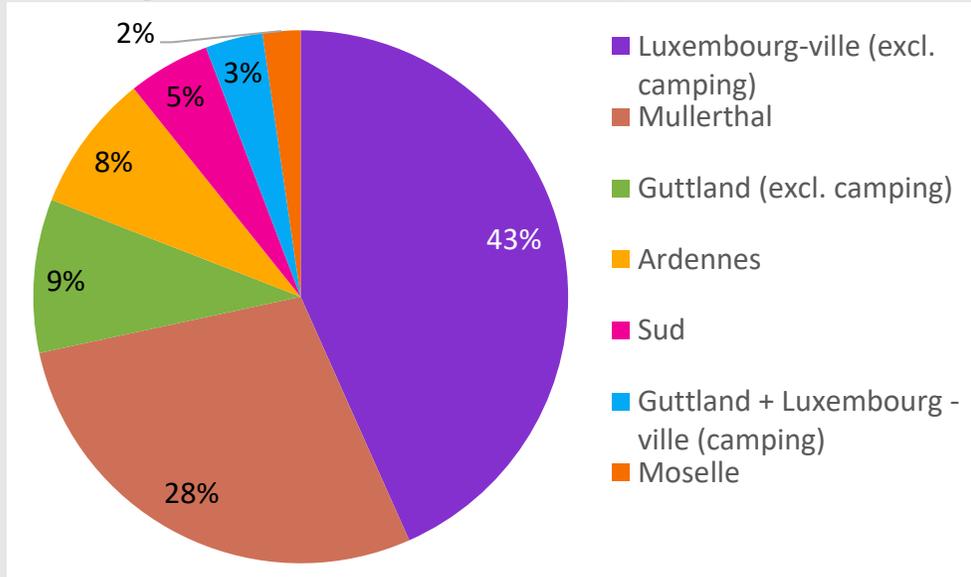


# Nights & arrivals in paid accommodation

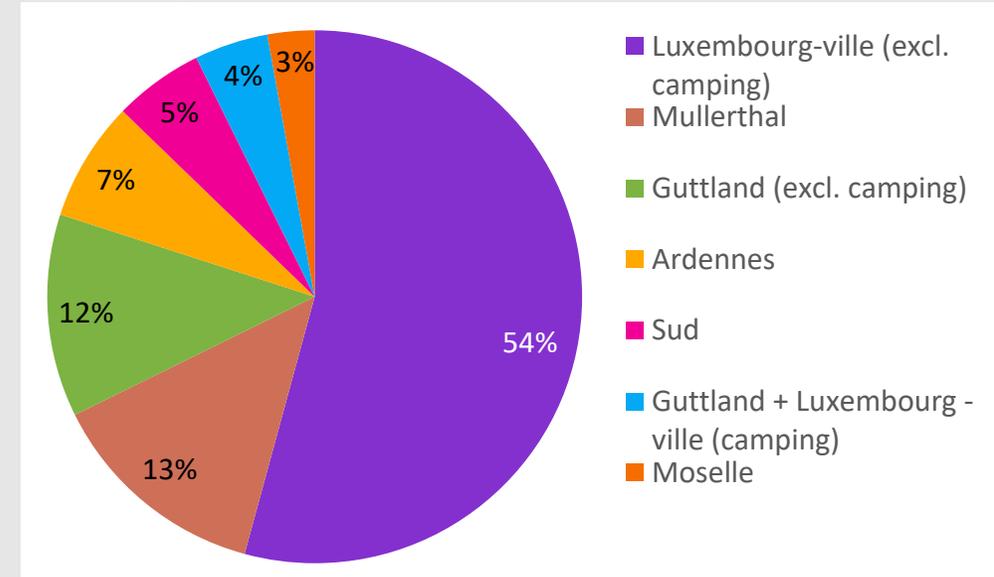
## Regions, 2024



### Nights, paid accommodation, 2024



### Arrivals, paid accommodation, 2024



<b>Lux.-City (excl. camping)</b>	<b>7.711</b>	<b>+5% (vs. 2023)</b>	<b>+29% (vs. 2019)</b>
<b>MPSL</b>	<b>5.028</b>	<b>+31% (vs. 2023)</b>	<b>+25% (vs. 2019)</b>
<b>Guttland (excl. camping)</b>	<b>1.657</b>	<b>-3% (vs. 2023)</b>	<b>+35% (vs. 2019)</b>
<b>Eislek</b>	<b>1.485</b>	<b>+13% (vs. 2023)</b>	<b>+51% (vs. 2019)</b>
<b>South</b>	<b>883</b>	<b>+13% (vs. 2023)</b>	<b>-1% (vs. 2019)</b>
<b>Guttland/Lux.-City (camping)</b>	<b>618</b>	<b>-42% (vs. 2023)</b>	<b>-26% (vs. 2019)</b>
<b>Moselle</b>	<b>407</b>	<b>-36% (vs. 2023)</b>	<b>-29% (vs. 2019)</b>

<b>Lux.-City (excl. camping)</b>	<b>4.130</b>	<b>+4% (vs. 2023)</b>	<b>+44% (vs. 2019)</b>
<b>MPSL</b>	<b>1.026</b>	<b>+28% (vs. 2023)</b>	<b>+24% (vs. 2019)</b>
<b>Guttland (excl. camping)</b>	<b>937</b>	<b>-8% (vs. 2023)</b>	<b>+38% (vs. 2019)</b>
<b>Eislek</b>	<b>554</b>	<b>+6% (vs. 2023)</b>	<b>+36% (vs. 2019)</b>
<b>South</b>	<b>414</b>	<b>-12% (vs. 2023)</b>	<b>-31% (vs. 2019)</b>
<b>Guttland/Lux.-City (camping)</b>	<b>340</b>	<b>-37% (vs. 2023)</b>	<b>-29% (vs. 2019)</b>
<b>Moselle</b>	<b>216</b>	<b>-35% (vs. 2023)</b>	<b>-15% (vs. 2019)</b>

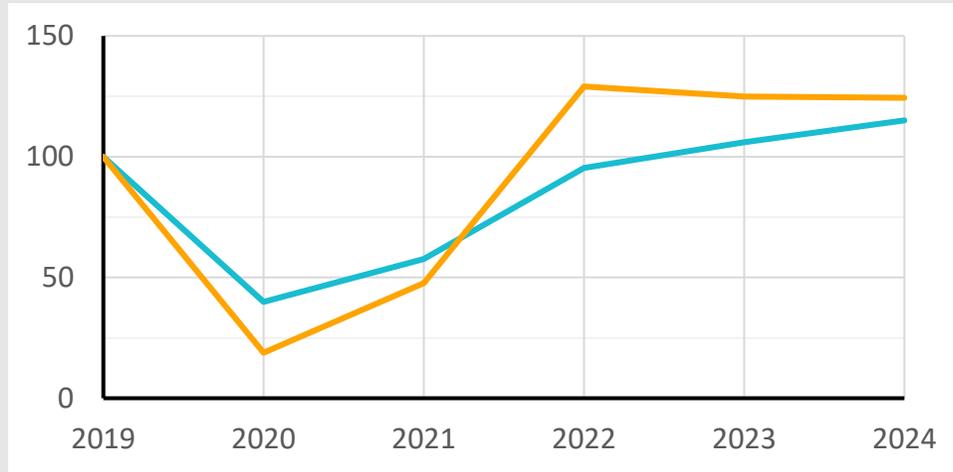


# Arrivals in paid accommodation

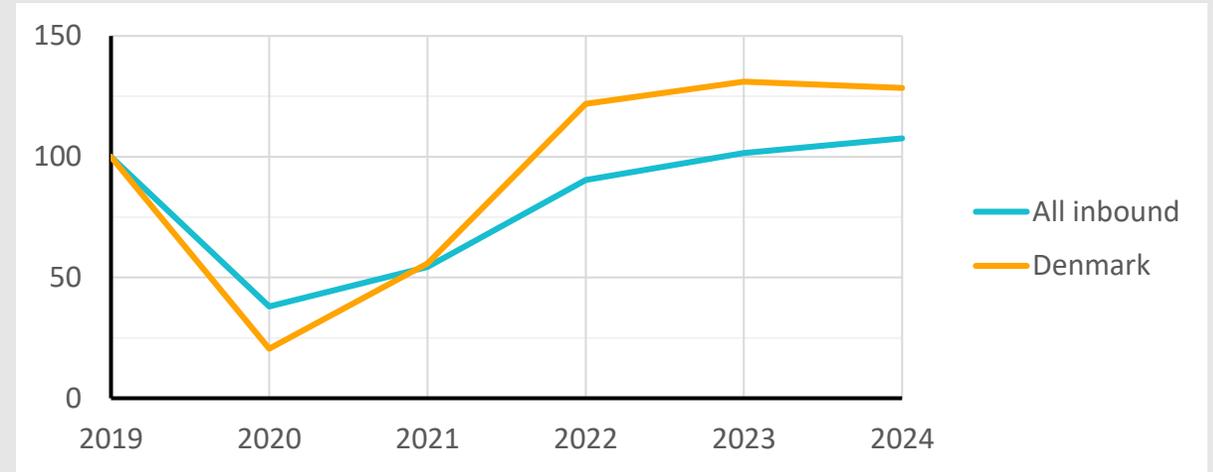
## Trends 2019-2024



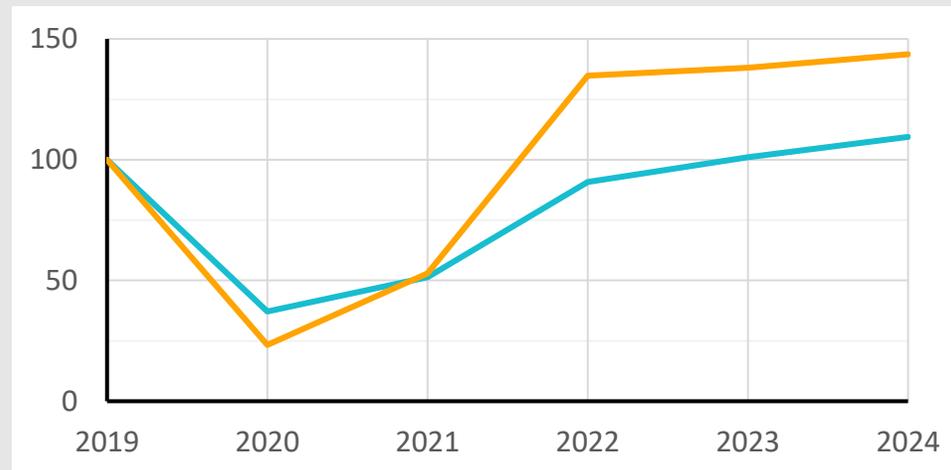
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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



(\*) excluding camping.  
Source: Statec



# Short-term rentals

2024 and 2018-2024



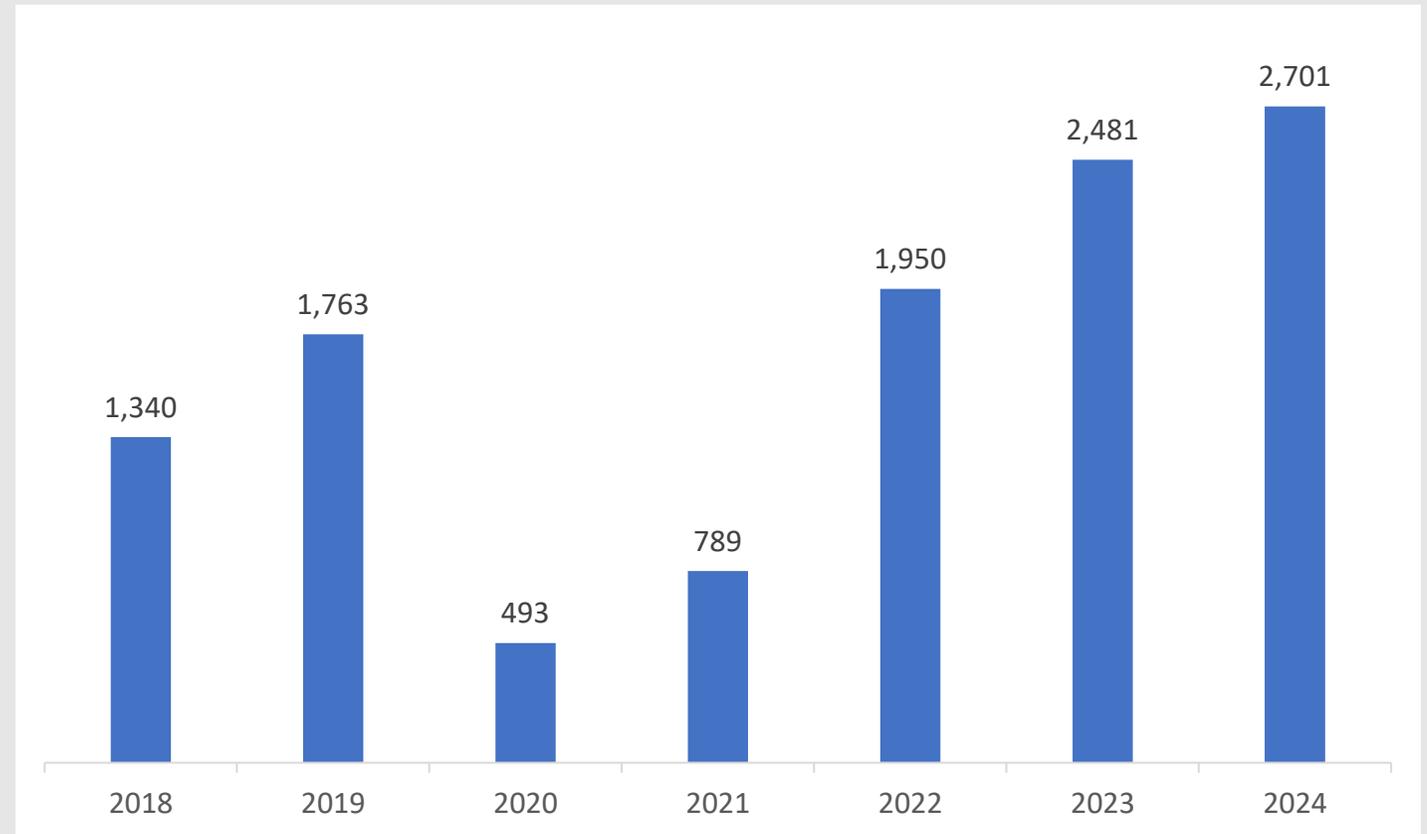
Nights,  
Short-term rentals, 2024



9% (vs. 2023)

53% (vs. 2019)

Nights,  
Short-term rentals, 2018-2024





# Nights in paid accommodation

## 2024 and 2018-2024

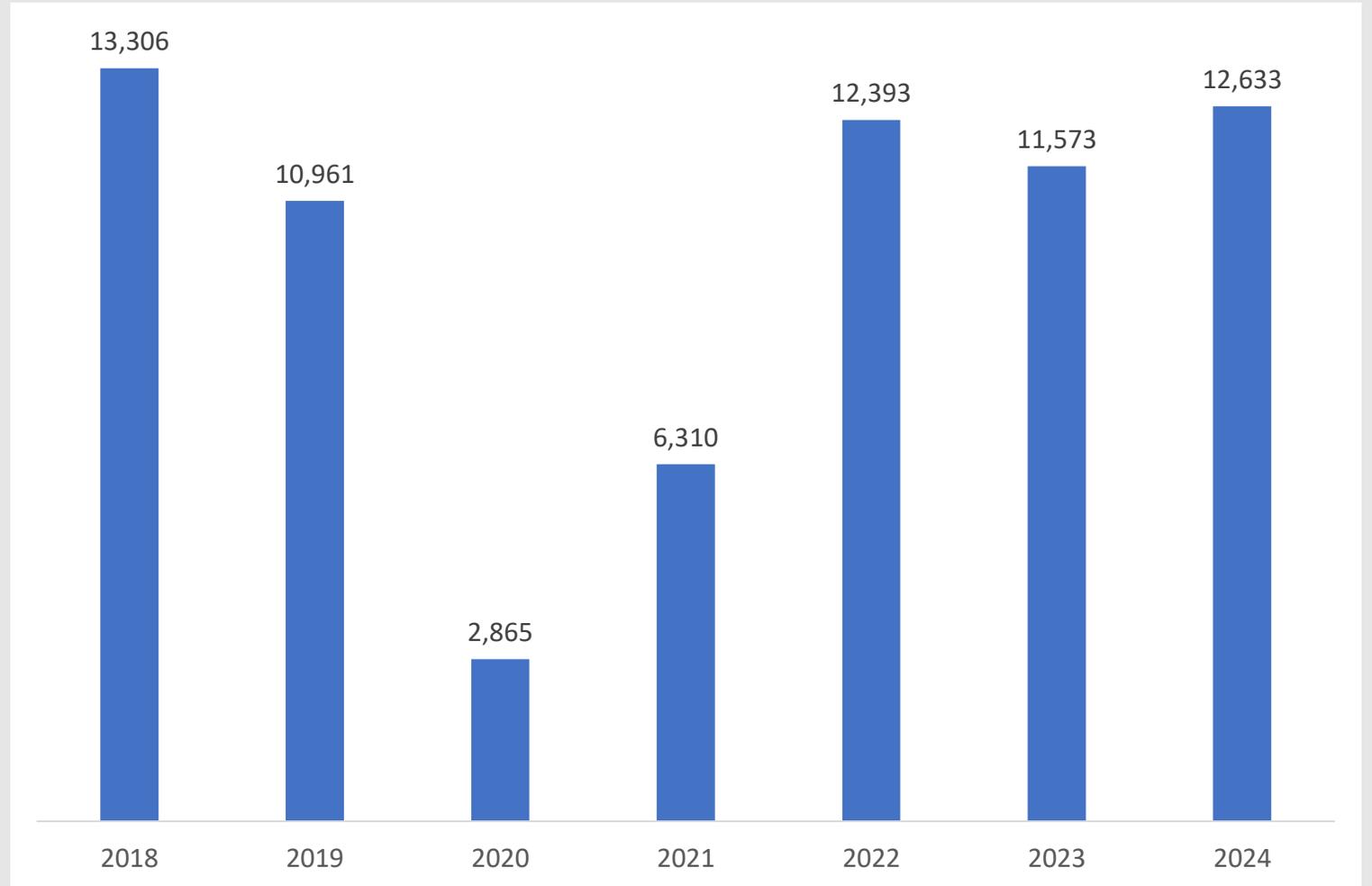


Nights,  
paid accommodation, 2024



+9% (vs. 2023)

+15% (vs. 2019)





# Arrivals in paid accommodation

## 2024 and 2018-2024

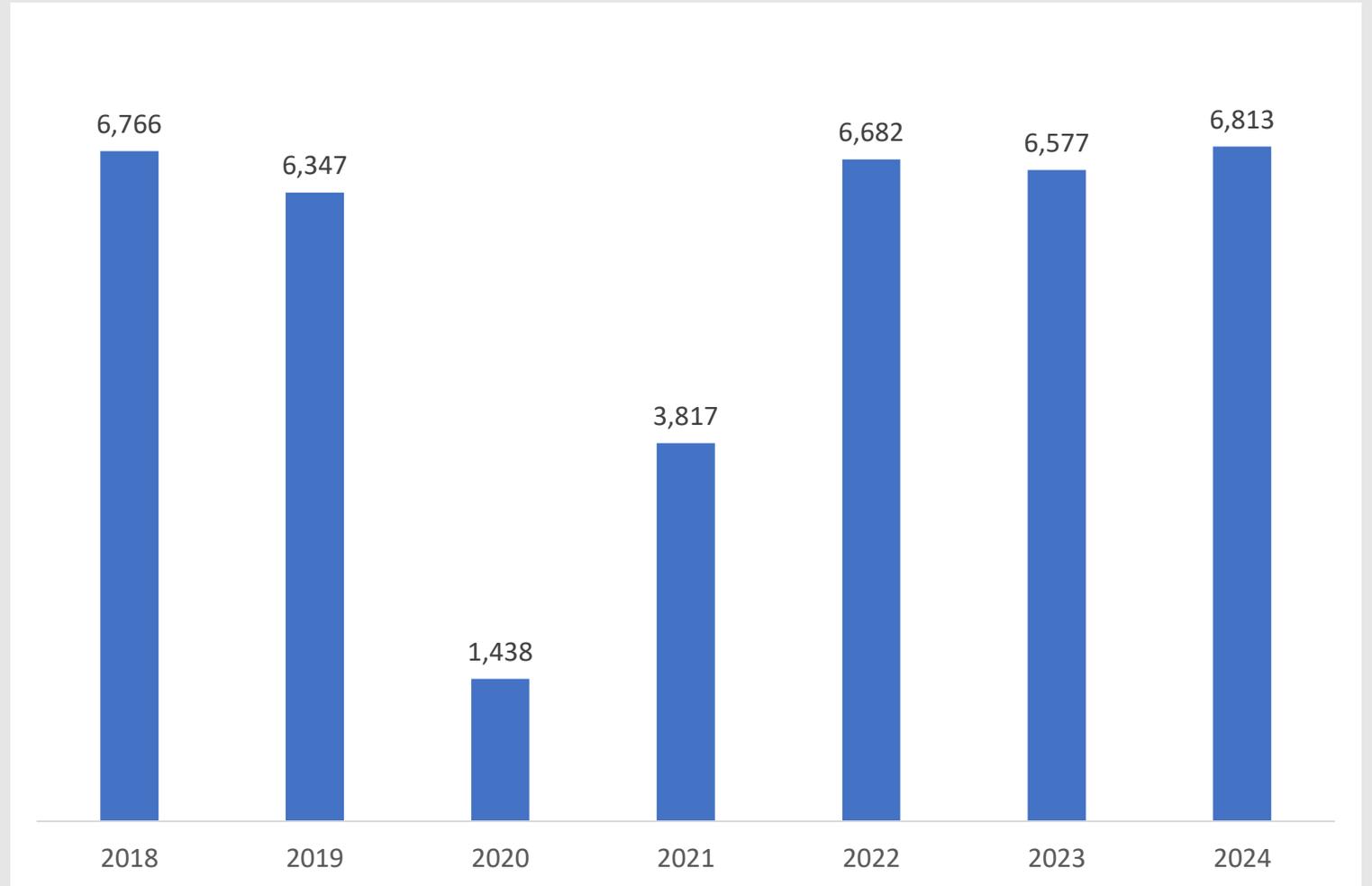


Arrivals,  
paid accommodation, 2024



**+4% (vs. 2023)**

**+7% (vs. 2019)**





# Length of stay, paid accommodation

## 2024 and 2018-2024

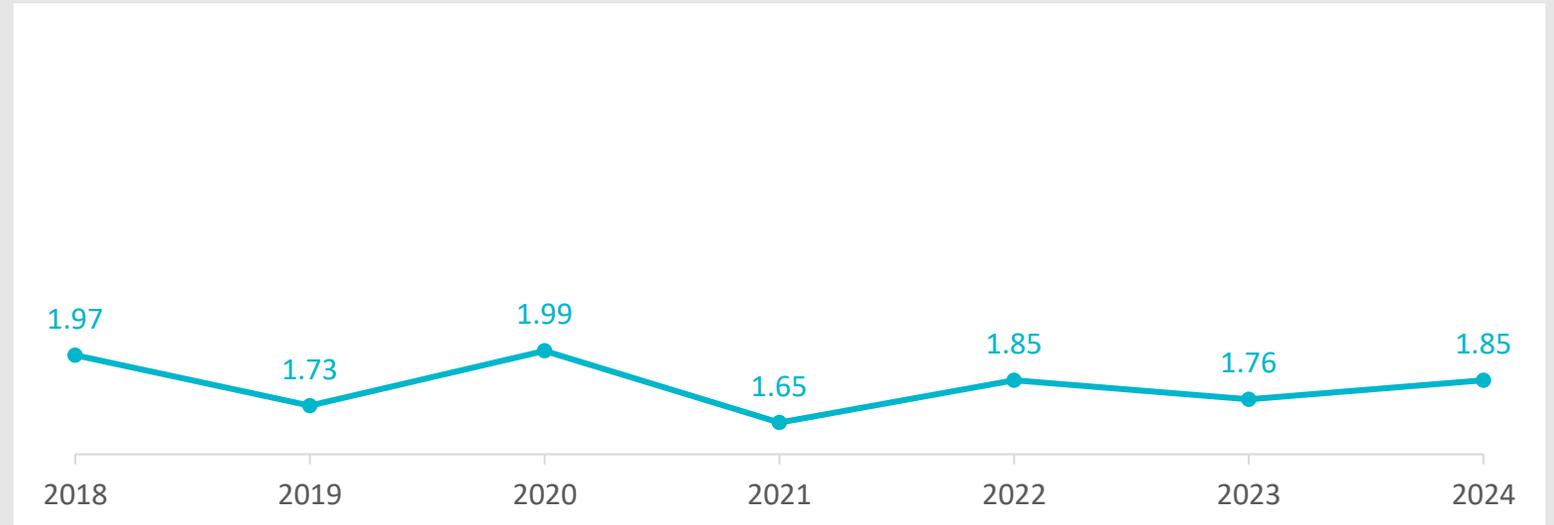


Average length of stay,  
paid accommodation, 2024



**+0.09 nights (vs. 2023)**

**+0.12 nights (vs. 2019)**



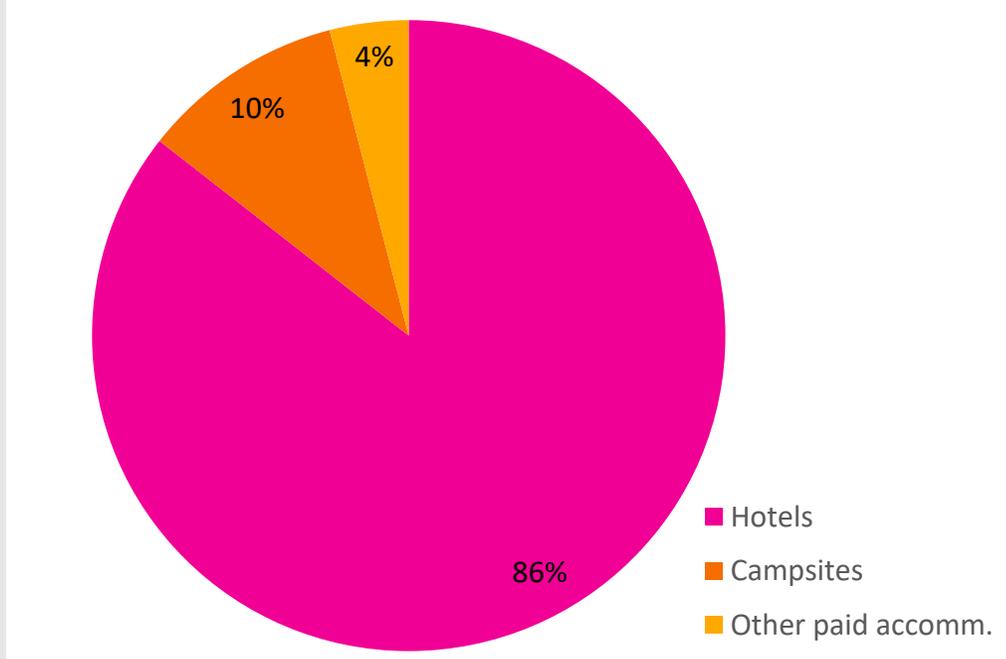


# Nights & arrivals in paid accommodation

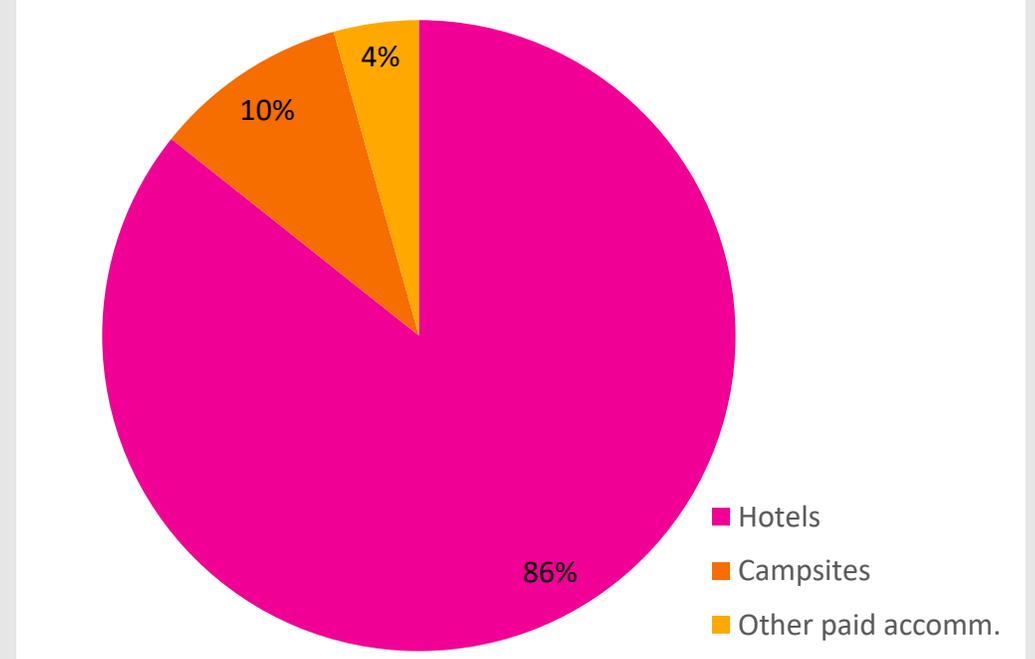


## Type of accommodation, 2024

### Nights, paid accommodation, 2024



### Arrivals, paid accommodation, 2024



<b>Hotels</b>	<b>10.812</b>	<b>+12% (vs. 2023)</b>	<b>+20% (vs. 2019)</b>
<b>Campsites</b>	<b>1.313</b>	<b>-5% (vs. 2023)</b>	<b>+9% (vs. 2019)</b>
<b>Other paid accomm.</b>	<b>508</b>	<b>+1% (vs. 2023)</b>	<b>-32% (vs. 2019)</b>

<b>Hotels</b>	<b>5.840</b>	<b>+6% (vs. 2023)</b>	<b>+10% (vs. 2019)</b>
<b>Campsites</b>	<b>677</b>	<b>-18% (vs. 2023)</b>	<b>-15% (vs. 2019)</b>
<b>Other paid accomm.</b>	<b>296</b>	<b>+13% (vs. 2023)</b>	<b>+33% (vs. 2019)</b>

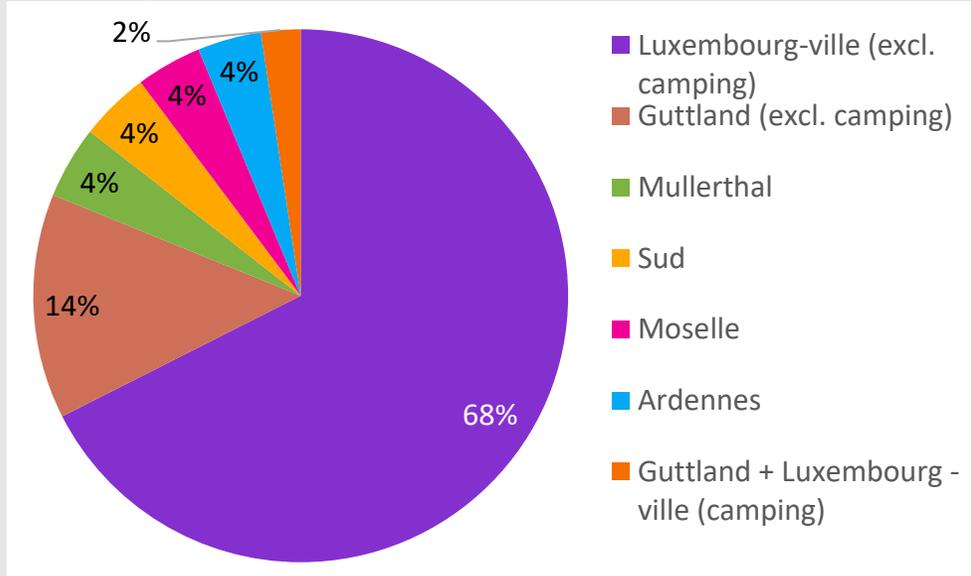


# Nights & arrivals in paid accommodation

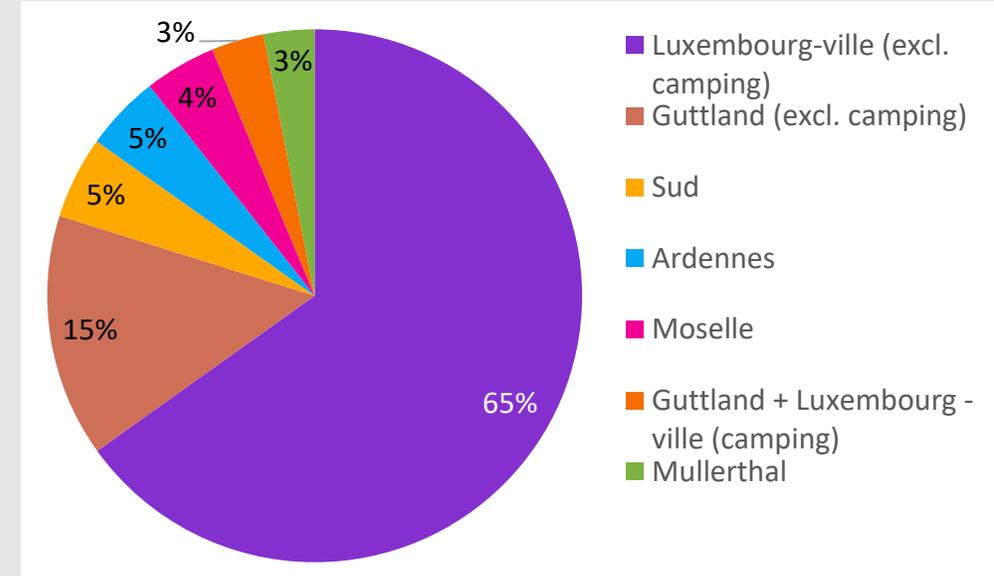
Regions, 2024



## Nights, paid accommodation, 2024



## Arrivals, paid accommodation, 2024



<b>Lux.-City (excl. camping)</b>	<b>8.530</b>	<b>+14% (vs. 2023)</b>	<b>+19% (vs. 2019)</b>
<b>Guttland (excl. camping)</b>	<b>1.724</b>	<b>+24% (vs. 2023)</b>	<b>+55% (vs. 2019)</b>
<b>MPSL</b>	<b>556</b>	<b>+50% (vs. 2023)</b>	<b>+80% (vs. 2019)</b>
<b>South</b>	<b>533</b>	<b>-19% (vs. 2023)</b>	<b>-38% (vs. 2019)</b>
<b>Moselle</b>	<b>502</b>	<b>+40% (vs. 2023)</b>	<b>+54% (vs. 2019)</b>
<b>Eislek</b>	<b>487</b>	<b>-12% (vs. 2023)</b>	<b>+5% (vs. 2019)</b>
<b>Guttland/Lux.-City (camping)</b>	<b>301</b>	<b>-61% (vs. 2023)</b>	<b>-57% (vs. 2019)</b>

<b>Lux.-City (excl. camping)</b>	<b>4.436</b>	<b>+9% (vs. 2023)</b>	<b>+13% (vs. 2019)</b>
<b>Guttland (excl. camping)</b>	<b>1.004</b>	<b>+21% (vs. 2023)</b>	<b>+31% (vs. 2019)</b>
<b>South</b>	<b>340</b>	<b>-19% (vs. 2023)</b>	<b>-32% (vs. 2019)</b>
<b>Eislek</b>	<b>312</b>	<b>+0% (vs. 2023)</b>	<b>+5% (vs. 2019)</b>
<b>Moselle</b>	<b>295</b>	<b>+3% (vs. 2023)</b>	<b>+48% (vs. 2019)</b>
<b>Guttland/Lux.-City (camping)</b>	<b>217</b>	<b>-56% (vs. 2023)</b>	<b>-54% (vs. 2019)</b>
<b>MPSL</b>	<b>209</b>	<b>+19% (vs. 2023)</b>	<b>+6% (vs. 2019)</b>

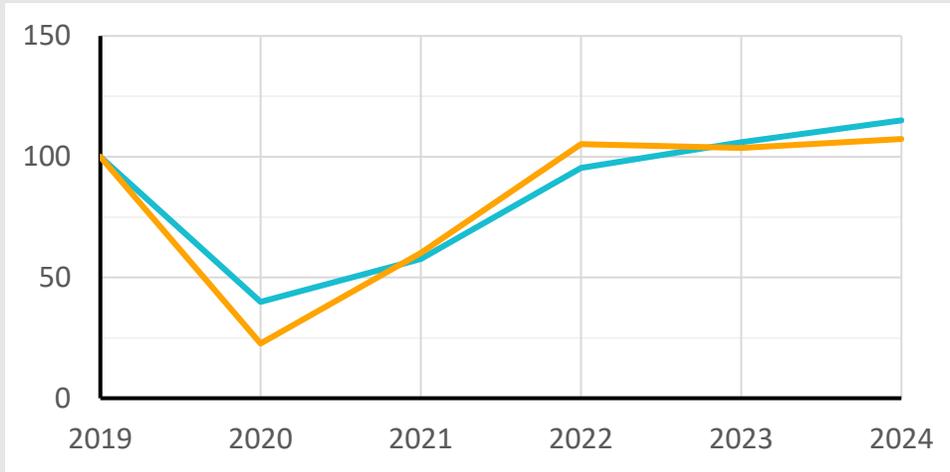


# Arrivals in paid accommodation

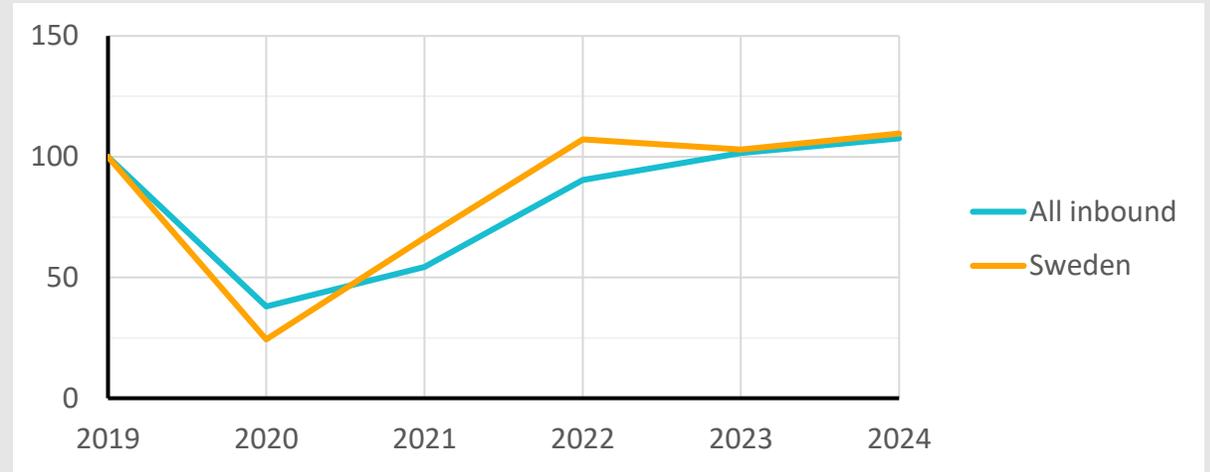
## Trends 2019-2024



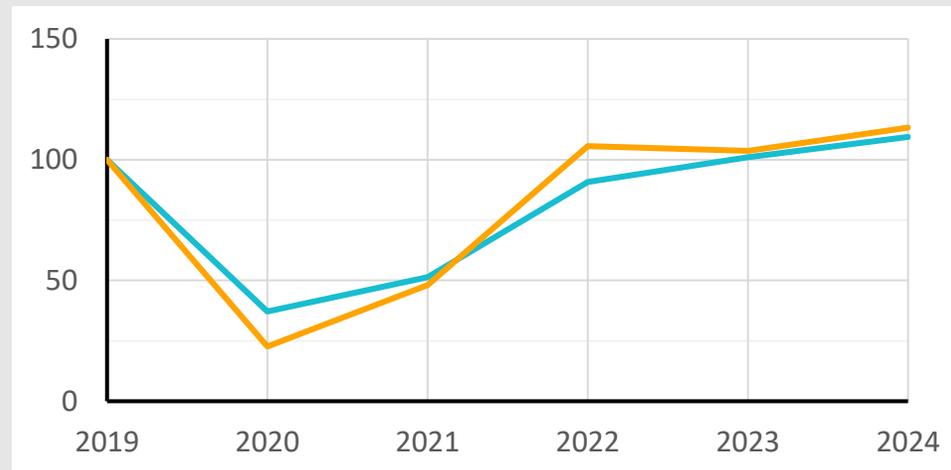
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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



(\* ) excluding camping.  
Source: Statec



# Short-term rentals

## 2024 and 2018-2024



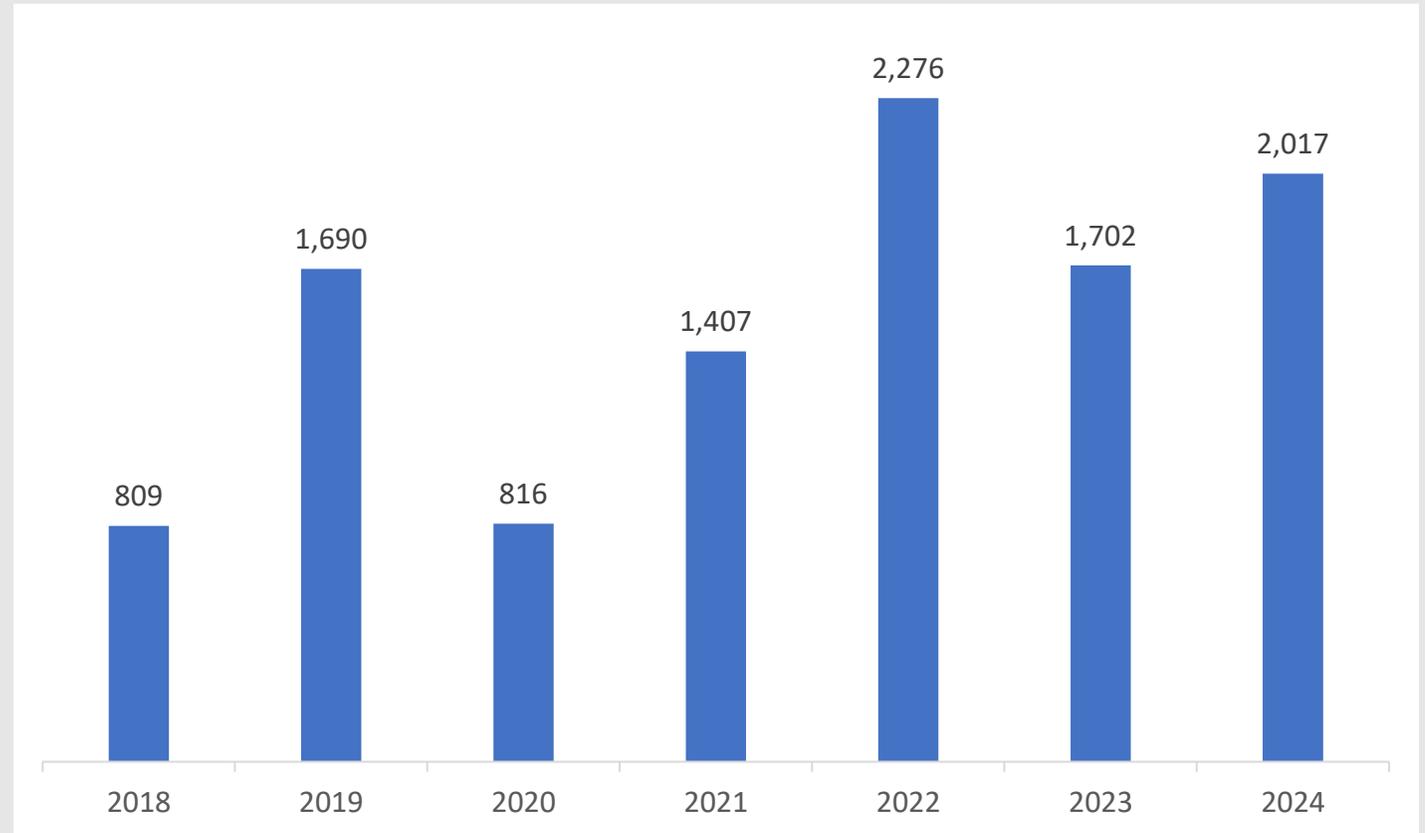
Nights,  
Short-term rentals, 2024



19% (vs. 2023)

19% (vs. 2019)

Nights,  
Short-term rentals, 2018-2024





# **Characteristics of inbound trips**

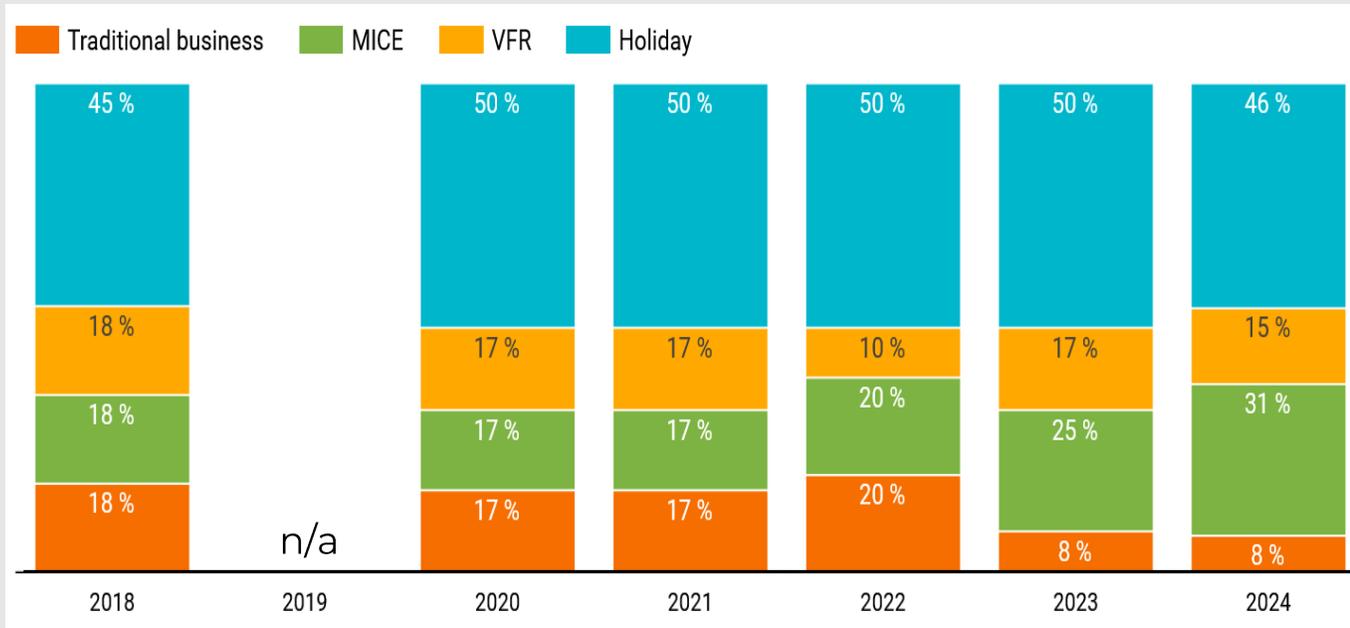


# Danish trips to Luxembourg with overnight (all accommodation)



## Purpose of visit, 2018-2024

### Danish trips to Luxembourg, 2018-2024



### 2024

Denmark to Luxembourg      Europe to Luxembourg

Holiday	46%	61%
VFR	15%	15%
MICE	31%	15%
Traditional Business	8%	8%



# Inbound same-day trips to Luxembourg

## 2024



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

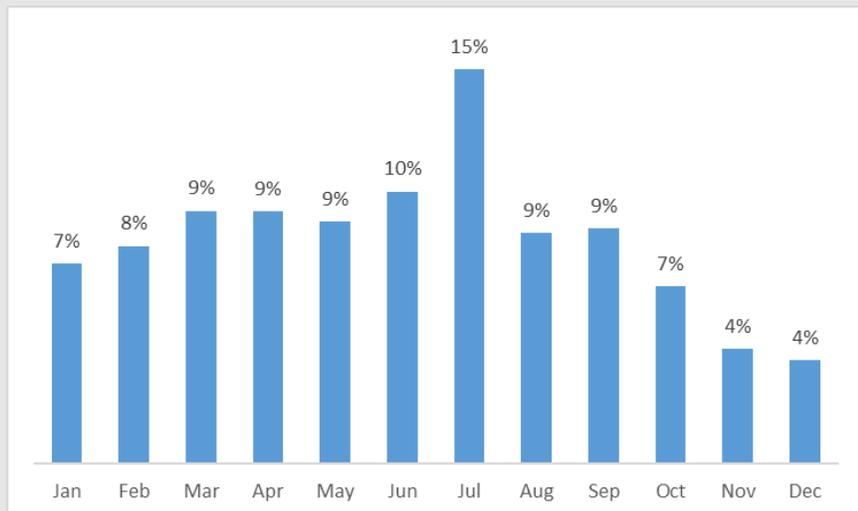


Average length of same-day trips



-0,4 h (vs. 2023)

Seasonality  
% of same-day trips



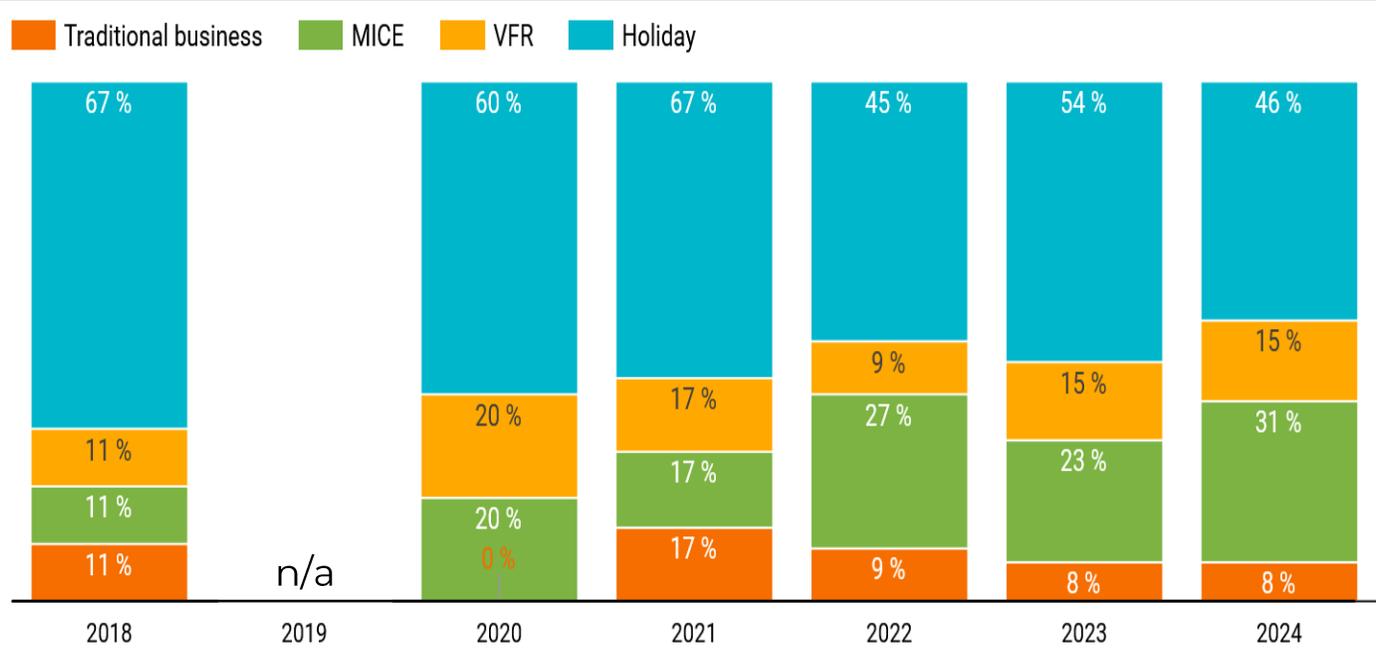


# Swedish trips to Luxembourg with overnight (all accommodation)



## Purpose of visit, 2018-2024

Swedish trips to Luxembourg, 2018-2024



2024

	Sweden to Luxembourg	Europe to Luxembourg
Holiday	46%	61%
VFR	15%	15%
MICE	31%	15%
Traditional Business	8%	8%

Source: World Travel Monitor/IPK International.



# Inbound same-day trips to Luxembourg

## 2024



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

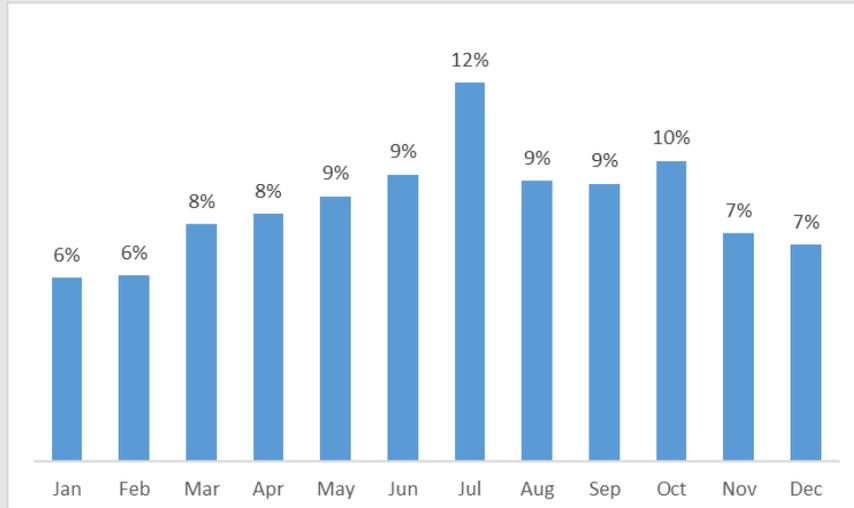


Average length of same-day trips



+/-0,0 h (vs. 2023)

Seasonality  
% of same-day trips





# **Travel behaviour of inbound leisure visitors**

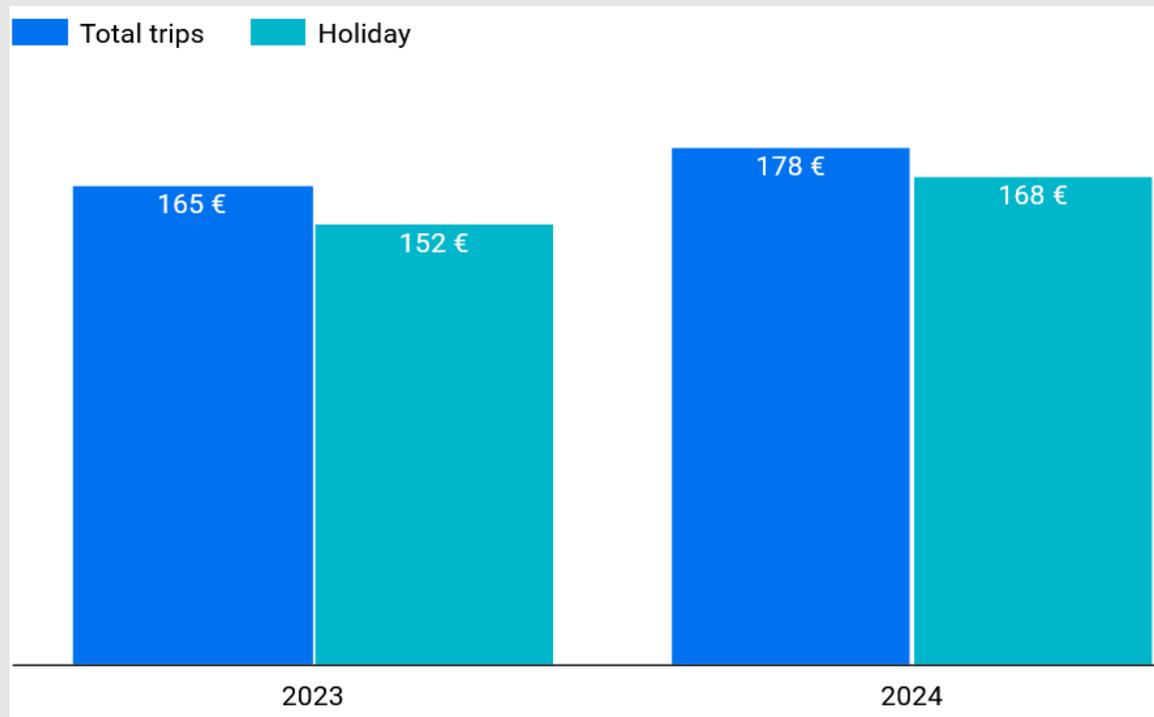


# Expenditure



Inbound trips to Luxembourg with overnight (all accommodation)

## Average expenditure/pers./day



2024

Denmark to All inbound to  
Luxembourg

Spend/day/pers. on **all** trips

178€

189€

Spend/day/pers. on **holiday** trips

168€

168€

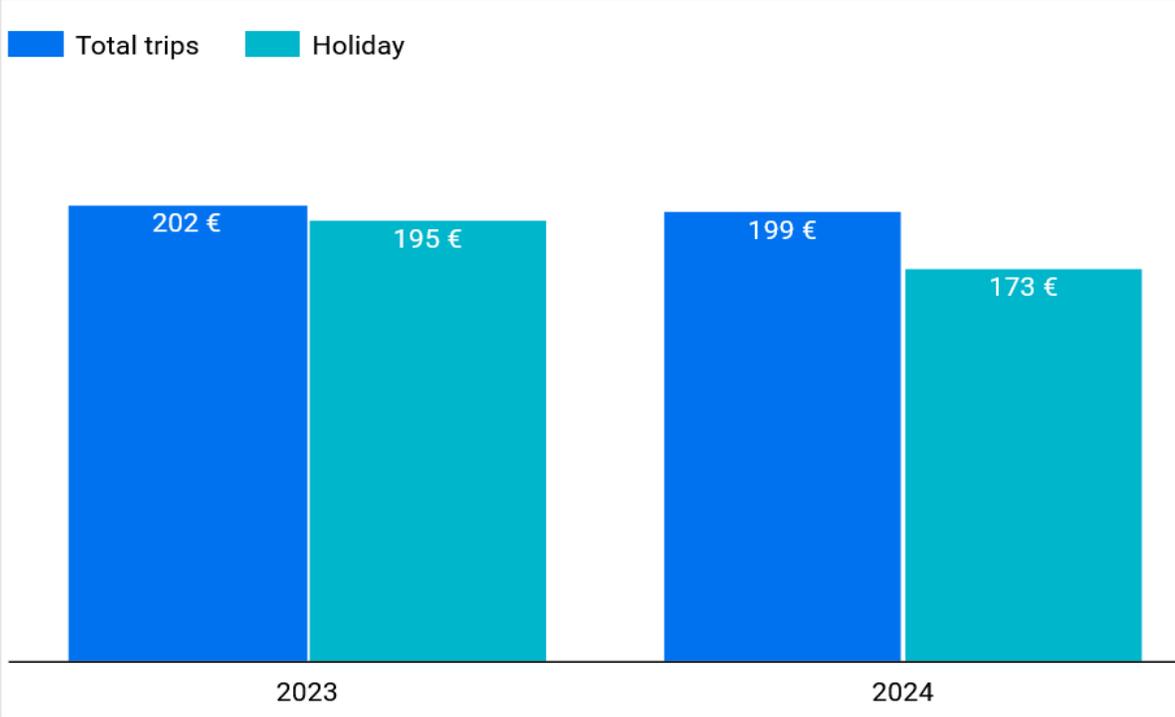


# Expenditure



Inbound trips to Luxembourg with overnight (all accommodation)

## Average expenditure/pers./day



2024

Sweden to Luxembourg    All inbound to Luxembourg

Spend/day/pers. on <b>all</b> trips	199€	189€
Spend/day/pers. on <b>holiday</b> trips	173€	168€

Sources: World Travel Monitor/IPK International, LFT/Ilres Visitor Survey.

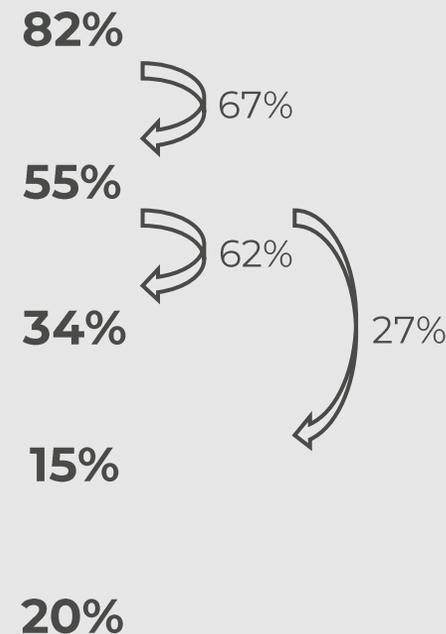
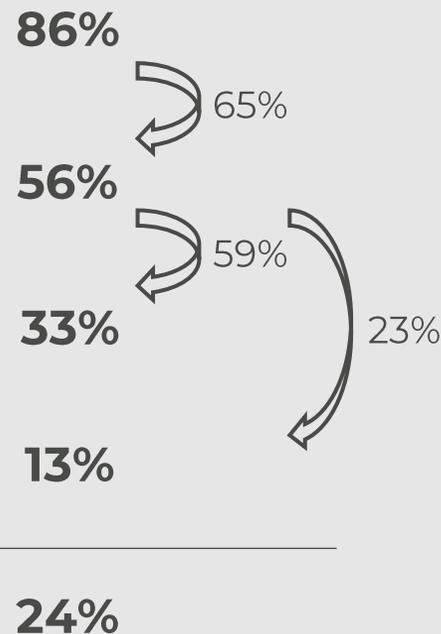
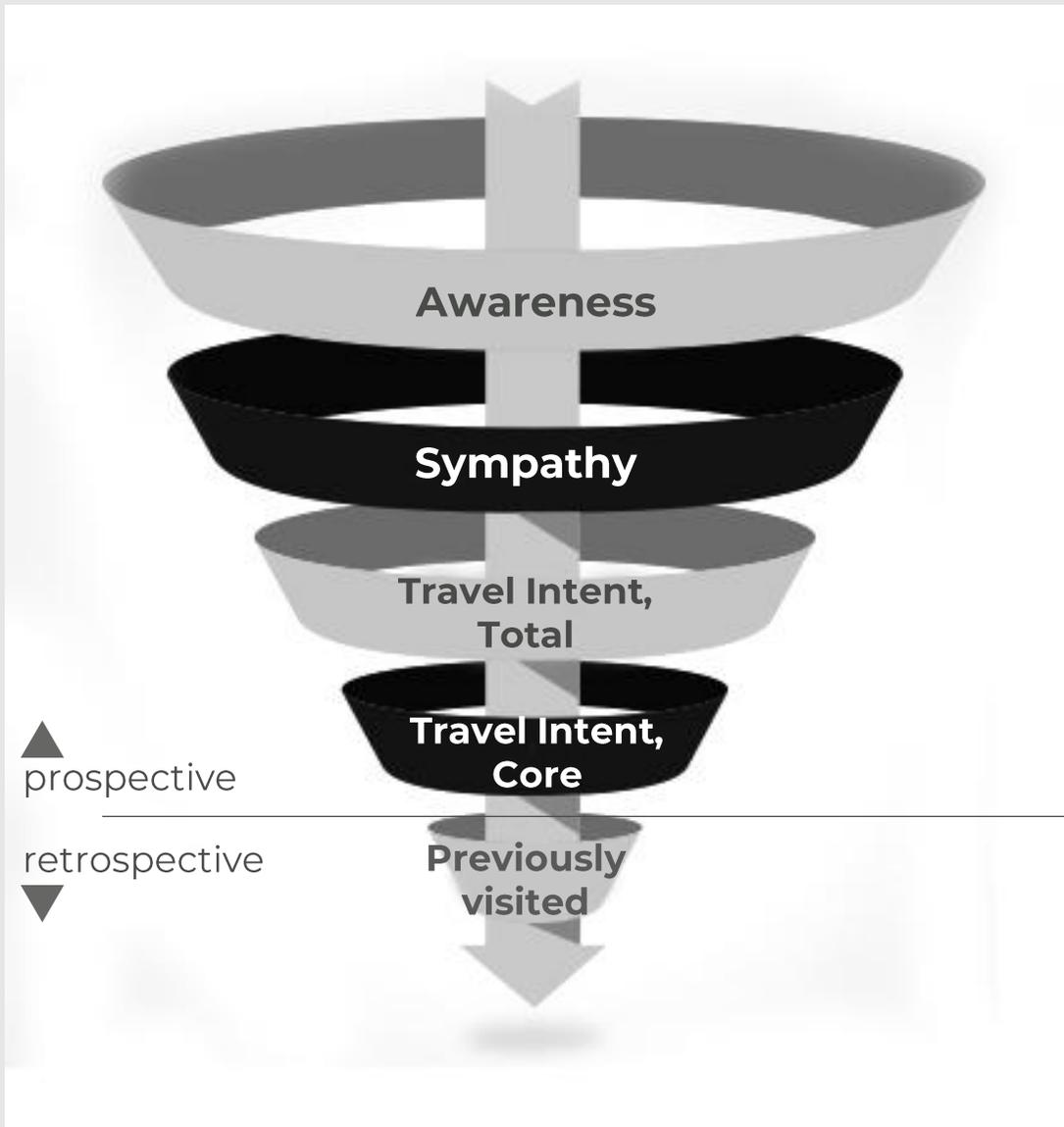


# **Target segments, Brand & Growth Potential**



# Destination Luxembourg - Brand Funnel 2024

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

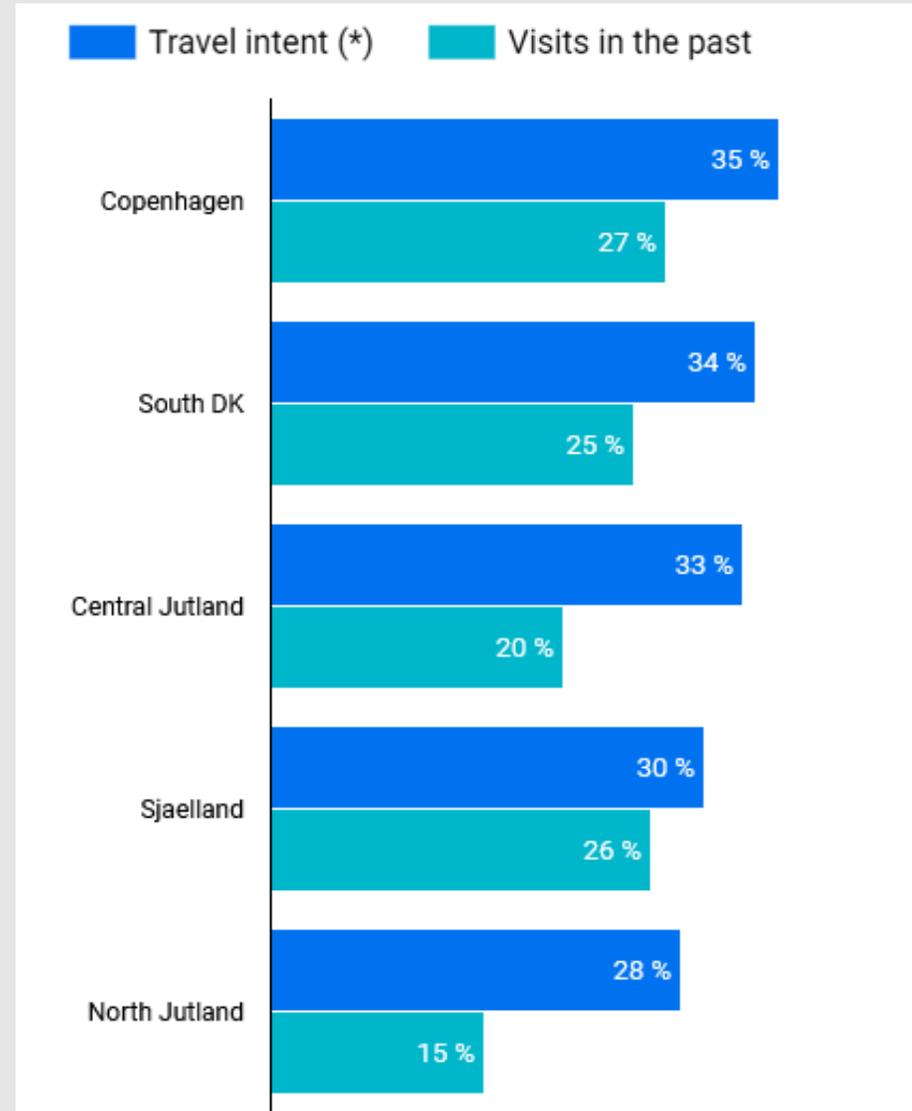


Source: LFT Brand & Potential Studies 2023-2024, except data for PL: Destination Brand/Inspektour (2021).



# Regional origin 2024

## Past visitors and future potential



# General theme interest (\*)



Theme	 Rank	 Rank	 % interested
<b>Resting/Relaxation</b>	1	<b>1</b>	73%
<b>Culinary</b>	2	<b>2</b>	70%
<b>Nature</b>	3	<b>3</b>	69%
<b>Family</b>	12	<b>4</b>	65%
<b>City</b>	5	<b>5</b>	65%
<b>Culture</b>	11	<b>6</b>	56%
<b>Events</b>	16	<b>7</b>	55%
<b>Luxury</b>	24	<b>8</b>	55%
<b>History/Unesco</b>	10	<b>9</b>	55%
<b>Shopping</b>	23	<b>10</b>	54%
<b>Castles</b>	9	<b>11</b>	51%
<b>Sustainability</b>	15	<b>12</b>	51%
<b>Wellness</b>	25	<b>13</b>	51%
<b>Hiking</b>	17	<b>14</b>	51%
<b>Nightlife (**)</b>	20	<b>15</b>	50%
<b>Countryside</b>	22	<b>16</b>	49%
<b>Wine</b>	21	<b>17</b>	47%
<b>Camping</b>	29	<b>18</b>	46%
<b>Travelling by train</b>	18	<b>19</b>	45%
<b>Active-sports</b>	27	<b>20</b>	44%
<b>Industrial heritage</b>	28	<b>21</b>	38%
<b>Cycling</b>	31	<b>22</b>	33%
<b>MTB</b>	32	<b>23</b>	30%
<b>Motorcycling</b>	33	<b>24</b>	28%

(\*) 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
City	1	<b>1</b>	37%
Resting/Relaxation	2	<b>2</b>	33%
Culinary	3	<b>3</b>	33%
Shopping	8	<b>4</b>	30%
Family	7	<b>5</b>	29%
Nature	4	<b>6</b>	28%
Culture	5	<b>6</b>	28%
Nightlife (**)	11	<b>8</b>	26%
History/Unesco	10	<b>9</b>	25%
Castles	6	<b>10</b>	24%
Wine	12	<b>11</b>	21%
Wellness	13	<b>12</b>	21%
Industrial heritage	19	<b>13</b>	20%
Sustainability	15	<b>14</b>	20%
Countryside	14	<b>15</b>	19%
Hiking	9	<b>16</b>	19%
Active-sports	18	<b>17</b>	18%
Camping	16	<b>18</b>	17%
Cycling	17	<b>19</b>	17%
MTB	20	<b>20</b>	16%

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

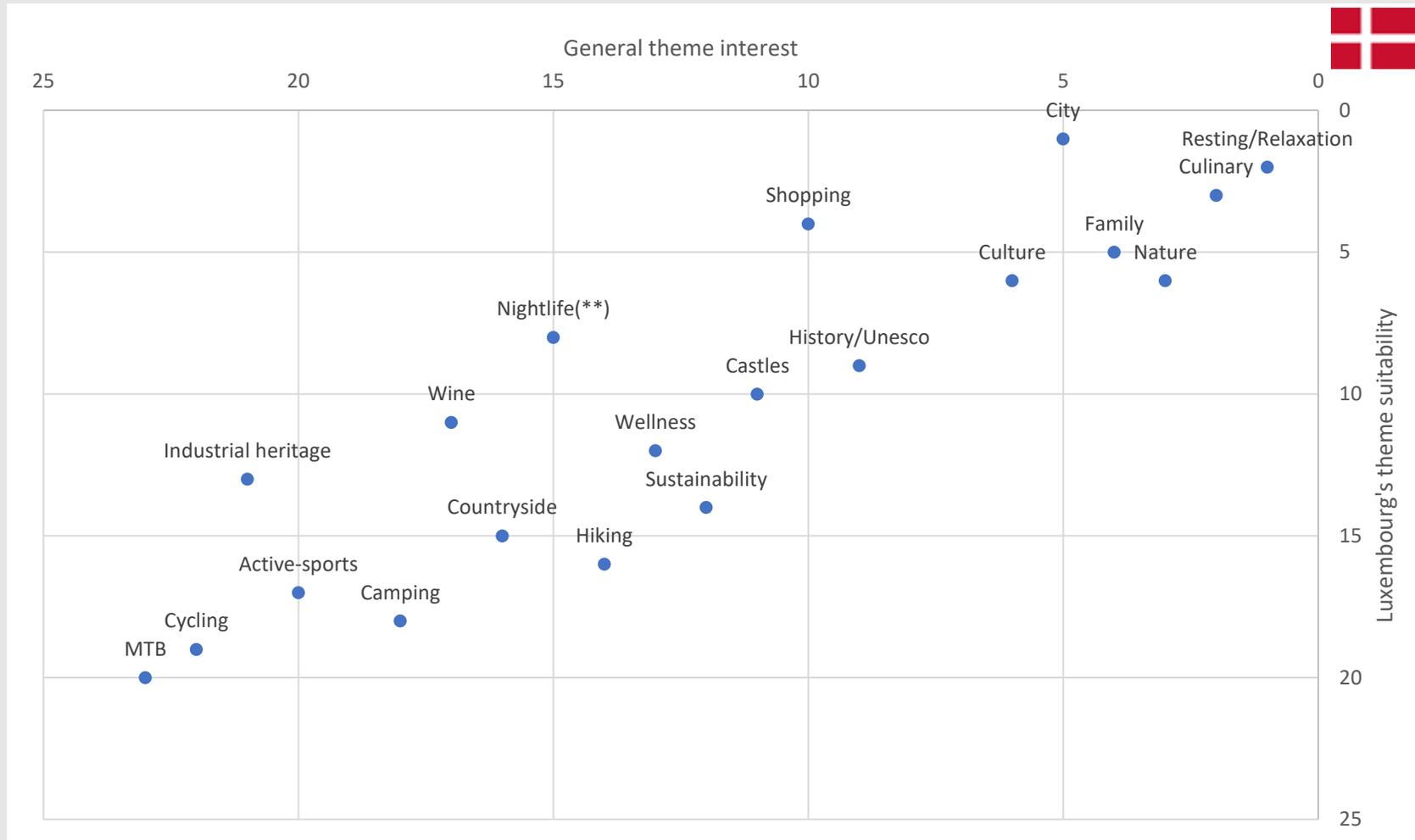
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(\*\*) 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
of high quality	2	1	40%
open-minded, tolerant, international	5	2	40%
safe	1	3	40%
authentic, real	4	4	39%
welcoming, hospitable	3	5	38%
exclusive, luxurious	7	6	37%
attractive, appealing	6	7	36%
dynamic, modern	8	8	32%
service oriented	9	9	32%
surprising	10	10	32%
lively, trendy	12	11	30%
varied, diversified	11	12	27%
not overcrowded / insider tip	13	13	24%
sustainable	14	14	20%

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

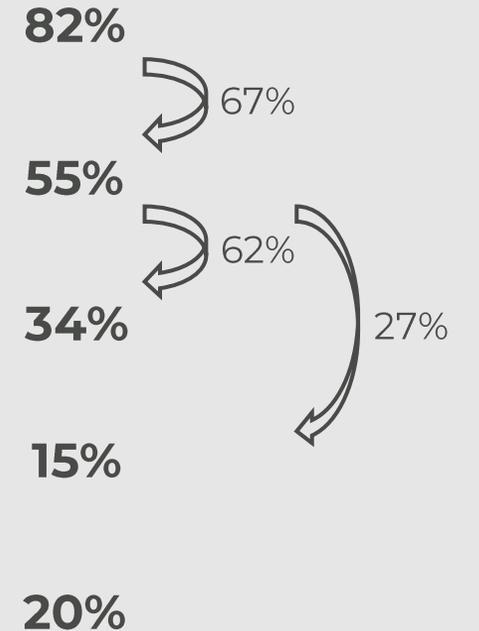
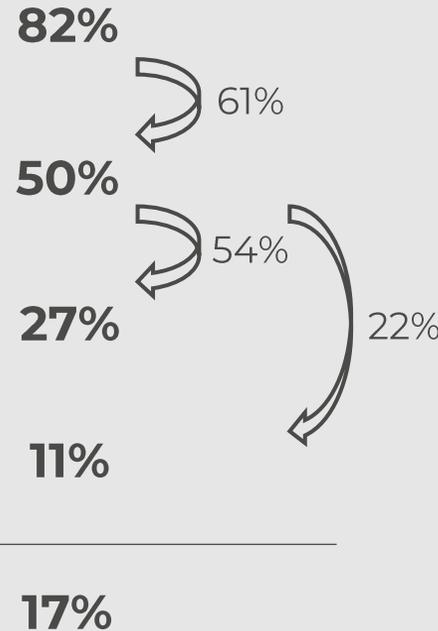
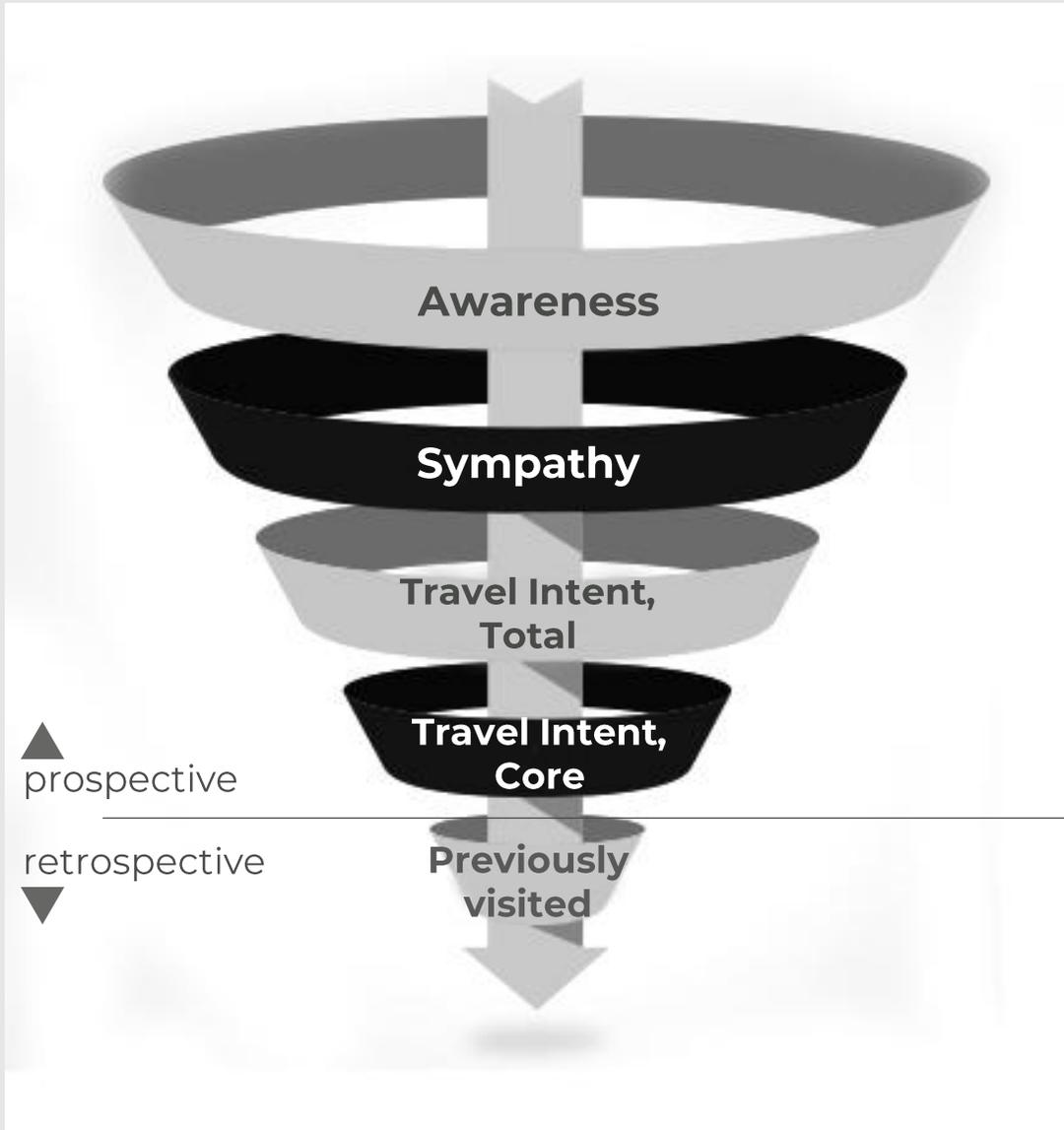
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-IE-DK-SE-PT.





# Destination Luxembourg - Brand Funnel 2024

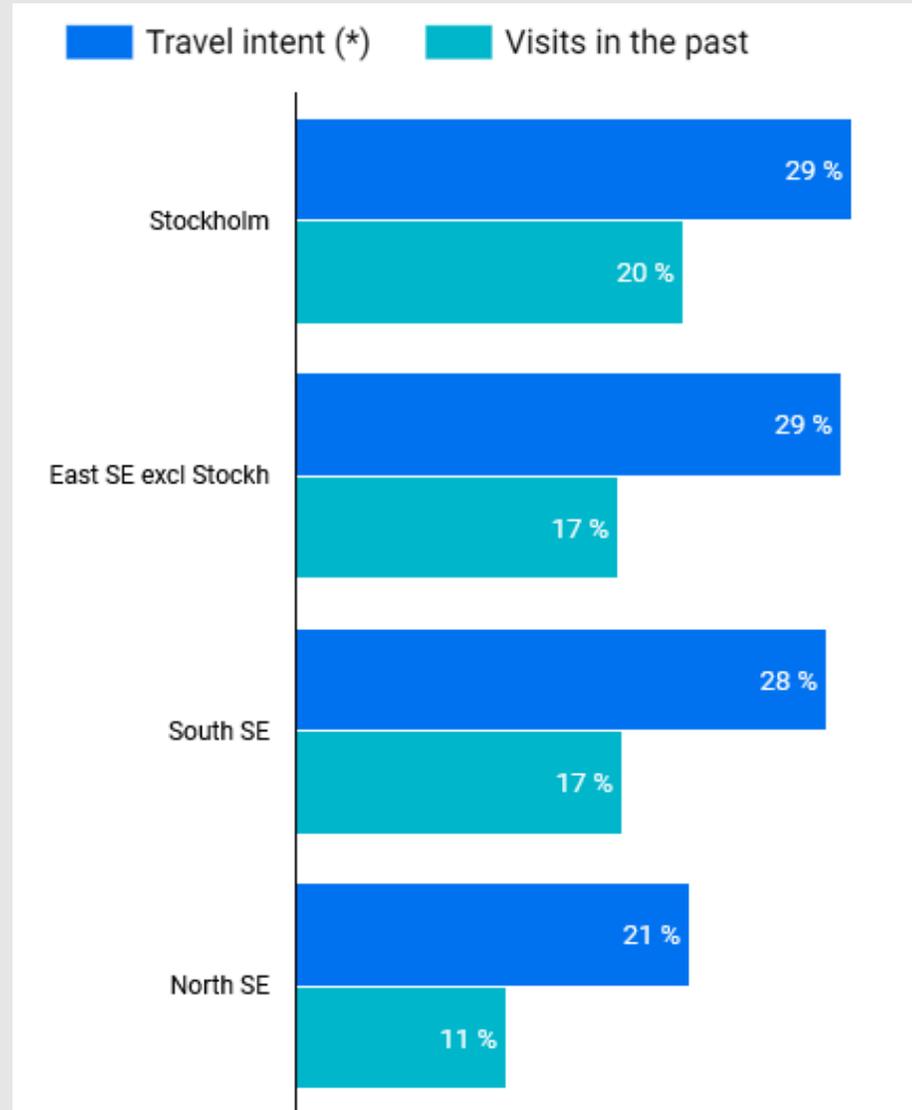
Assessing Luxembourg's **brand strength** as a destination





# Regional origin 2024

## Past visitors and future potential





# General theme interest (\*)



Theme	 Rank	 Rank	 % interested
Resting/Relaxation	1	1	73%
Culinary	2	2	71%
Nature	3	3	67%
City	5	4	65%
Sustainability	15	5	63%
Family	12	6	63%
History/Unesco	10	7	58%
Culture	11	8	56%
Events	16	9	55%
Travelling by train	18	10	54%
Castles	9	11	53%
Luxury	24	12	53%
Countryside	22	13	52%
Shopping	23	14	51%
Wine	21	15	51%
Nightlife (**)	20	16	51%
Hiking	17	17	47%
Wellness	25	18	44%
Active-sports	27	19	43%
Camping	29	20	43%
Industrial heritage	28	21	40%
Cycling	31	22	35%
Motorcycling	33	23	29%
MTB	32	24	27%

(\*) 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
<b>Culinary</b>	3	<b>1</b>	36%
<b>City</b>	1	<b>2</b>	31%
<b>Shopping</b>	8	<b>3</b>	28%
<b>Resting/Relaxation</b>	2	<b>4</b>	28%
<b>Culture</b>	5	<b>5</b>	26%
<b>Family</b>	7	<b>6</b>	25%
<b>Nightlife (**)</b>	11	<b>7</b>	23%
<b>Castles</b>	6	<b>8</b>	22%
<b>History/Unesco</b>	10	<b>9</b>	21%
<b>Wine</b>	12	<b>10</b>	21%
<b>Nature</b>	4	<b>11</b>	20%
<b>Countryside</b>	14	<b>12</b>	19%
<b>Sustainability</b>	15	<b>13</b>	18%
<b>Wellness</b>	13	<b>14</b>	16%
<b>Hiking</b>	9	<b>15</b>	15%
<b>Active-sports</b>	18	<b>16</b>	15%
<b>Camping</b>	16	<b>17</b>	15%
<b>Industrial heritage</b>	19	<b>18</b>	13%
<b>Cycling</b>	17	<b>19</b>	12%
<b>MTB</b>	20	<b>20</b>	12%

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

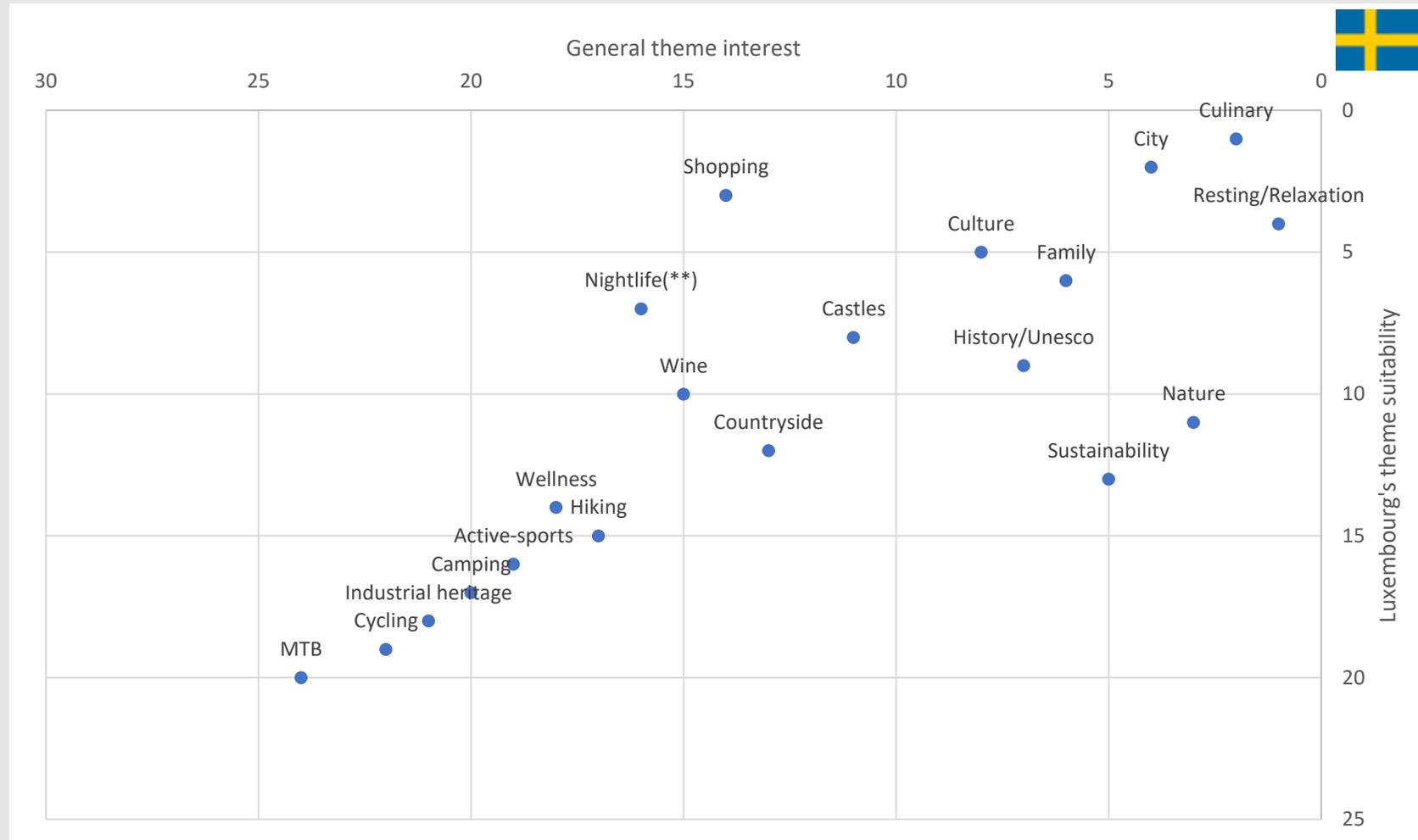
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(\*\*) 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
safe	1	<b>1</b>	35%
welcoming, hospitable	3	<b>2</b>	34%
of high quality	2	<b>3</b>	34%
exclusive, luxurious	7	<b>4</b>	32%
attractive, appealing	6	<b>5</b>	29%
authentic, real	4	<b>6</b>	27%
service oriented	9	<b>7</b>	26%
dynamic, modern	8	<b>8</b>	24%
surprising	10	<b>9</b>	24%
open-minded, tolerant, international	5	<b>10</b>	24%
lively, trendy	12	<b>11</b>	24%
varied, diversified	11	<b>12</b>	23%
not overcrowded / insider tip	13	<b>13</b>	21%
sustainable	14	<b>14</b>	20%

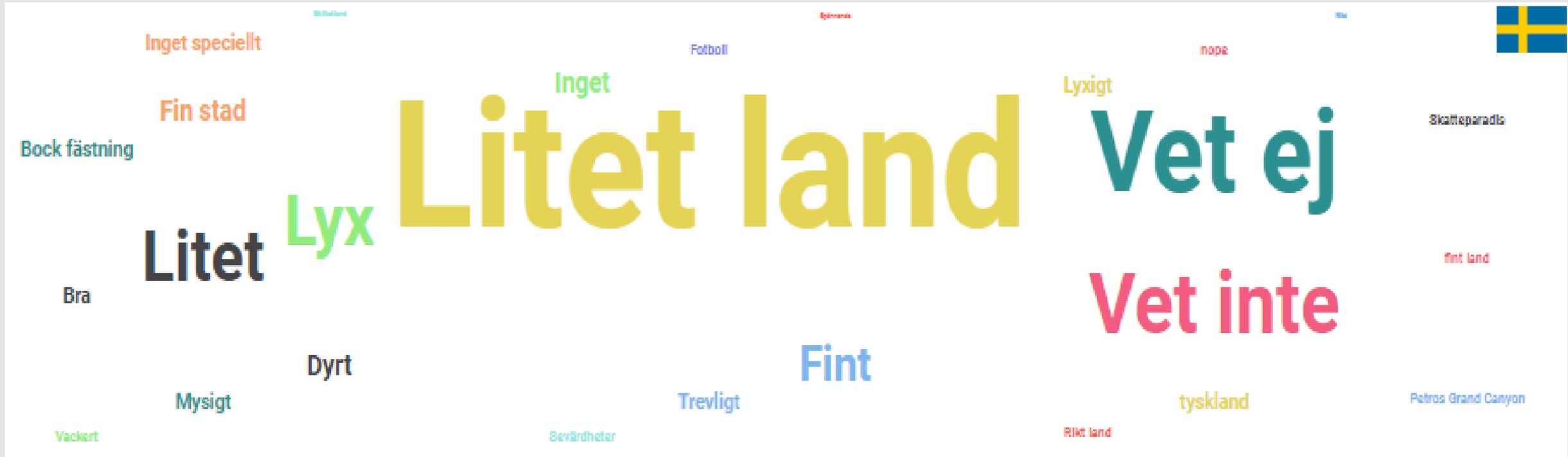
(\*) Brand feature associated with destination Luxembourg, % of respondents agreeing.

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





# Your contact

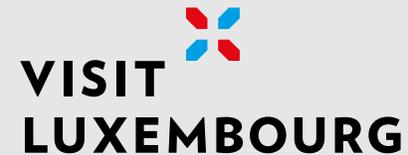


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