Luxembourg for Tourism

Market profile DENMARK & SWEDEN 2025

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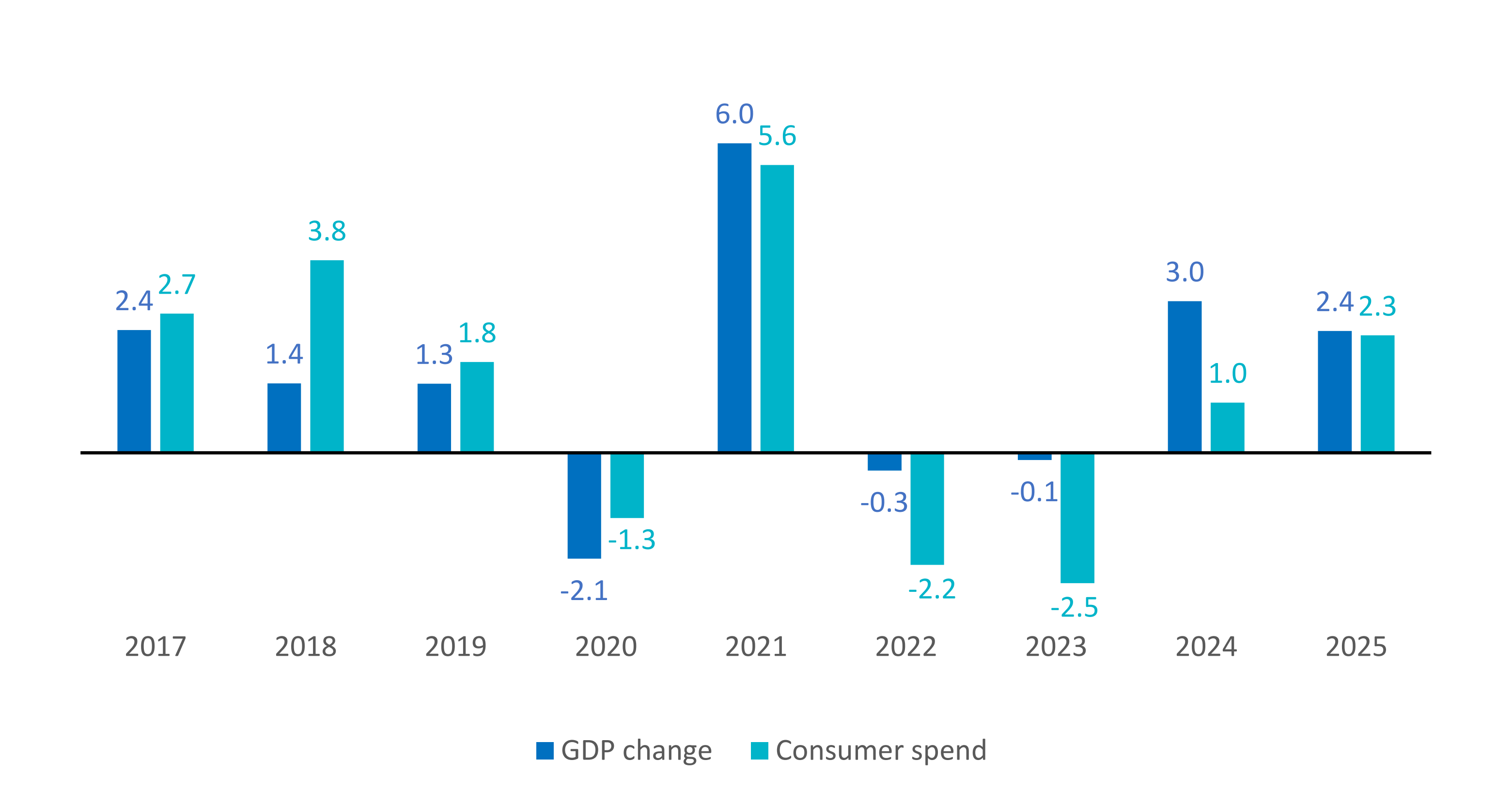
Economic indicators & General Travel Demand

Economic indicators – General travel demand

GDP and consumer spending, % annual change



Economy & population

GDP (PPP, $) per capita
72,723

Unemployment (%)
2.9

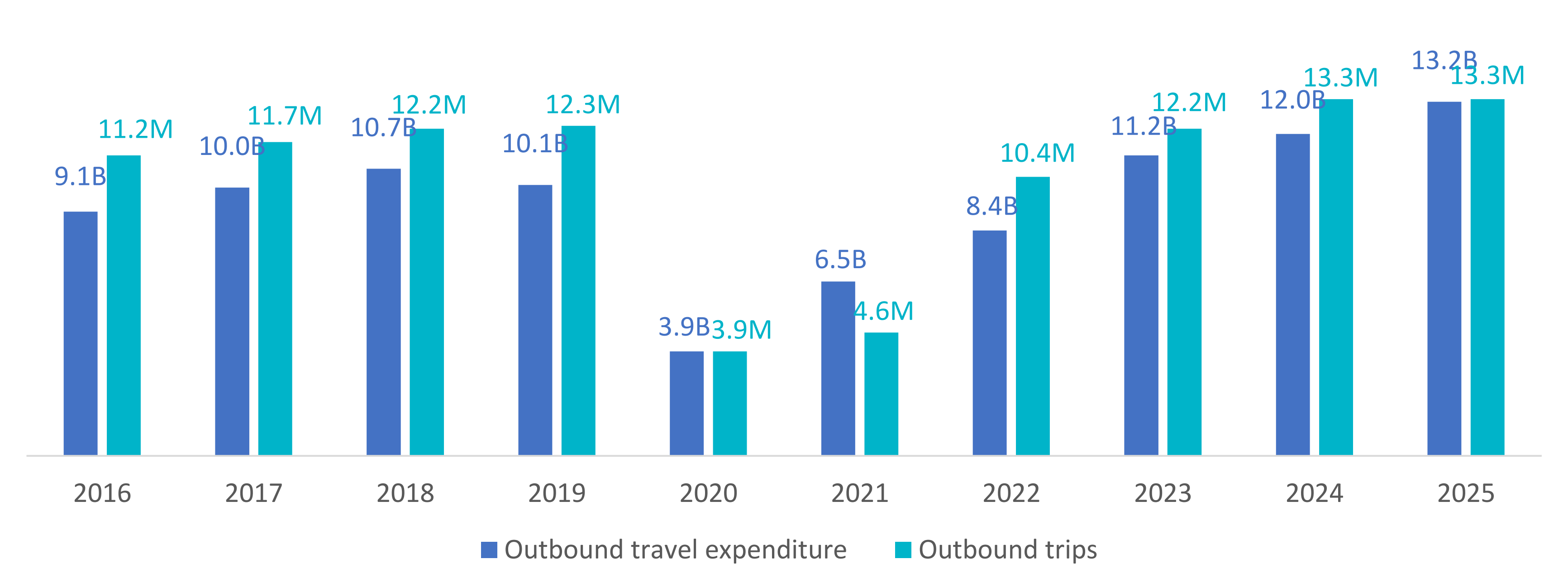
Inflation(%)
1.9

Population
6,002,507

Sources: Oxford Economics, United Nations, World Bank.

Economic indicators – General travel demand

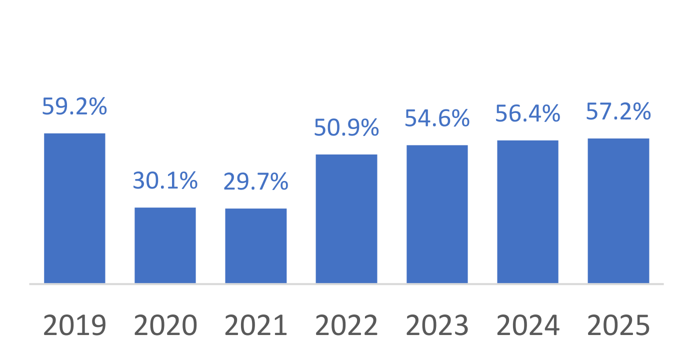
Outbound trips and travel expenditure



Outbound travel intensity
2.22 trips
per inhabitant (2025)

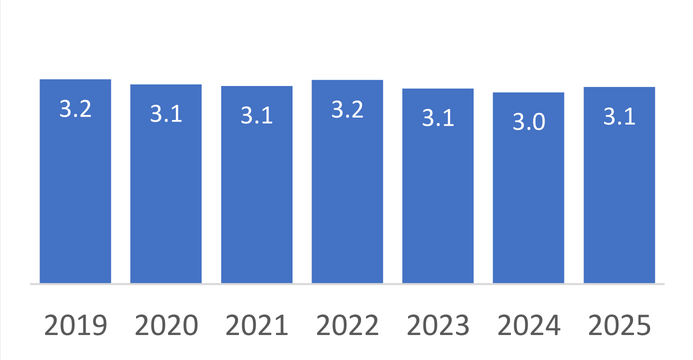
Average spend
per outbound trip (2025)
992 $

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2025)
83%

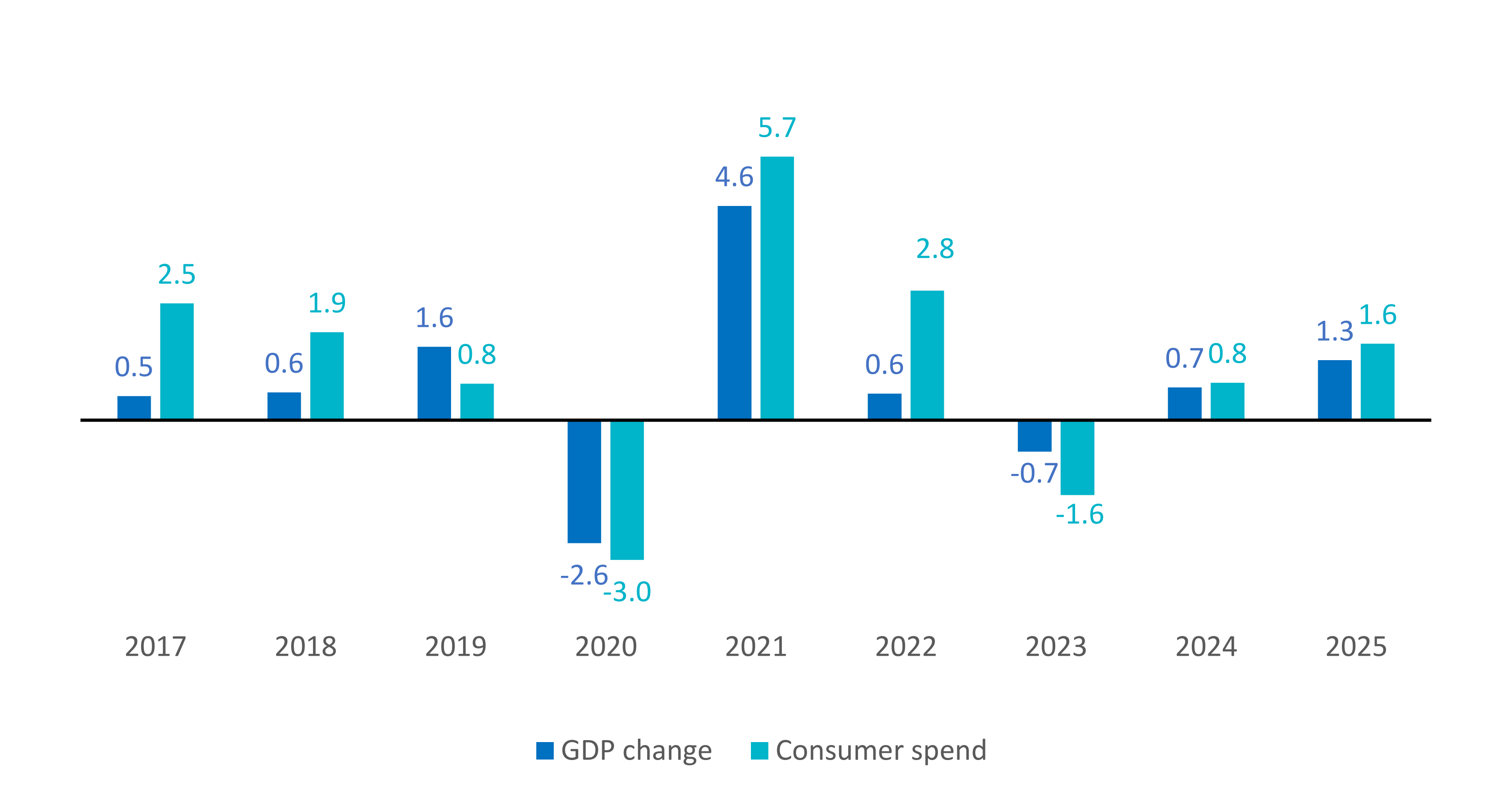
Average length of stay, nights, all outbound trips



Sources: Oxford Economics.

Economic indicators – General travel demand

GDP and consumer spending, % annual change



Economy & population

GDP (PPP, $) per capita
63,362

Unemployment (%)
8.9

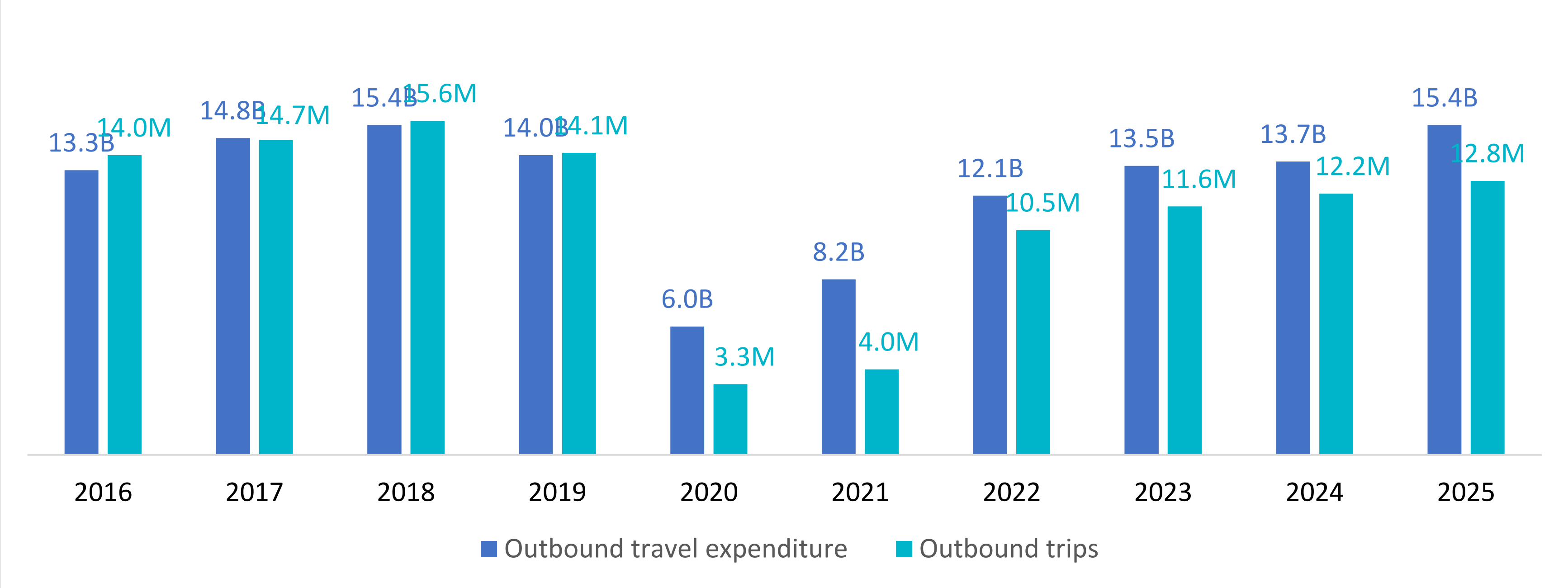
Inflation(%)
0.7

Population
10,656,633

Sources: Oxford Economics, United Nations, World Bank.

Economic indicators – General travel demand

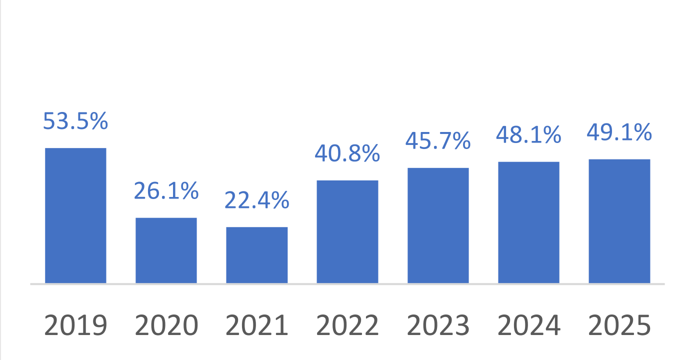
Outbound trips and travel expenditure



Outbound travel intensity
1.45 trips
per inhabitant (2025)

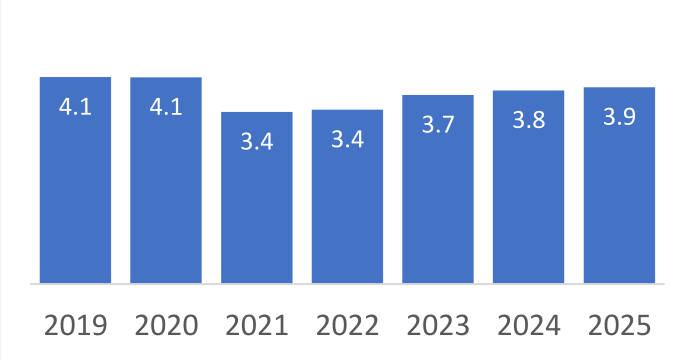
Average spend
per outbound trip (2025)
831 $

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2025)
87%

Average length of stay,
nights, all outbound trips



Sources: Oxford Economics.

Arrivals & nights in paid accommodation

Nights in paid accommodation

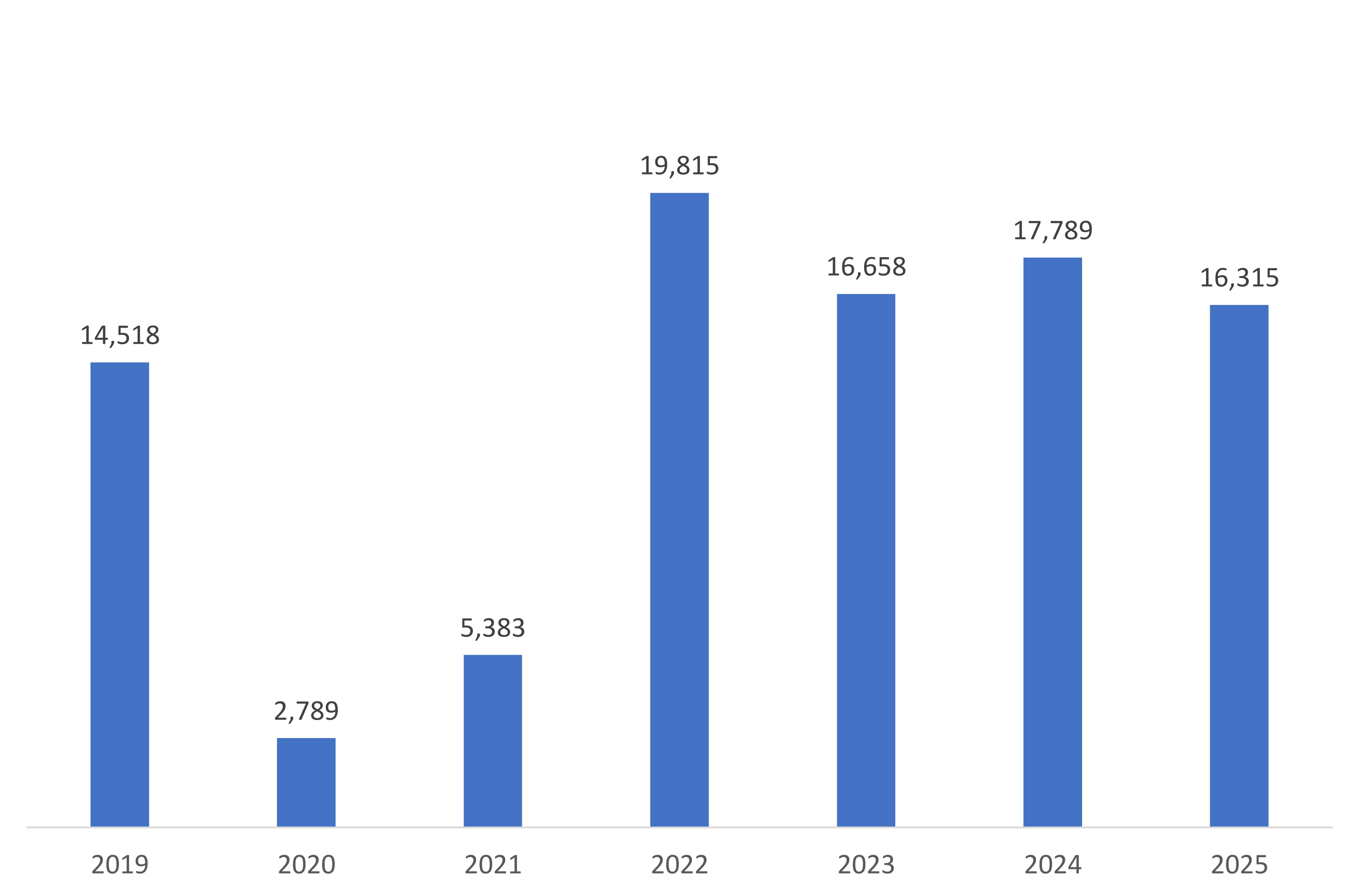
2025 and 2019-2025

Nights, paid accommodation, 2025

16.315

-8% (vs. 2024)

+12% (vs. 2019)



Source: Statec

Arrivals in paid accommodation

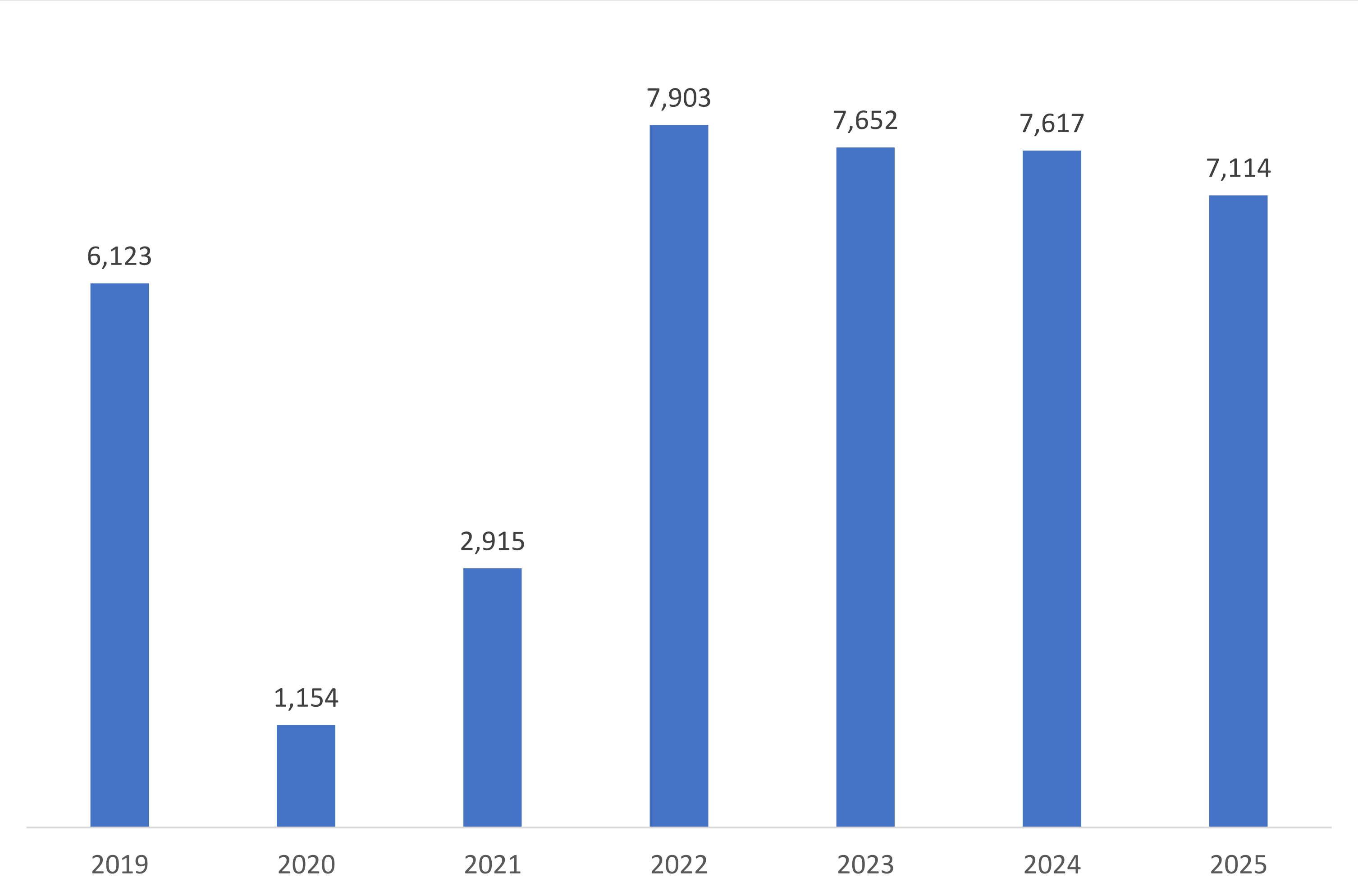
2025 and 2019-2025

Arrivals, paid accommodation, 2025

7.114

-7% (vs. 2024)

+16% (vs. 2019)



Source: Statec

Length of stay, paid accommodation

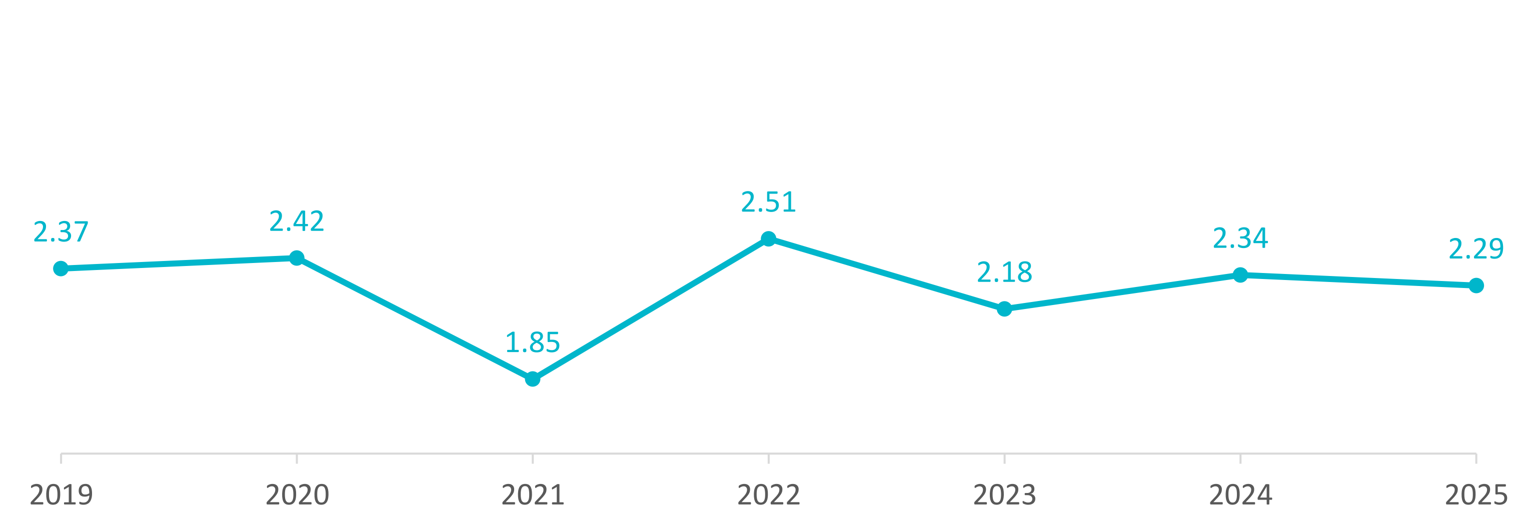
2025 and 2019-2025

Average length of stay, paid accommodation, 2025

2.29 nights

-0.05 nights (vs. 2024)

-0.08 nights (vs. 2019)

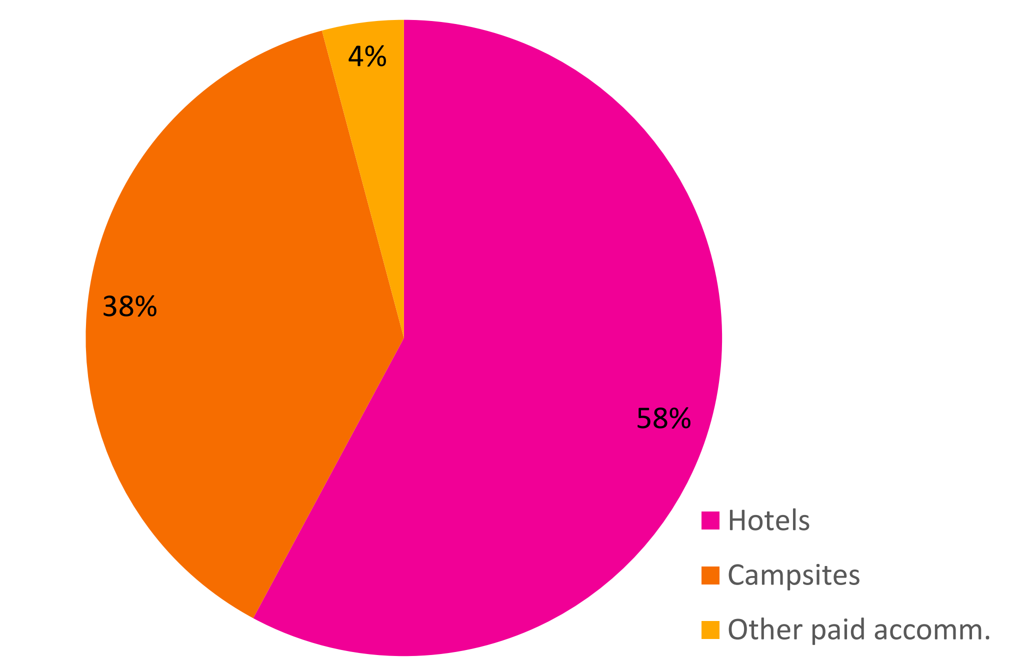


Source: Statec

Nights & arrivals in paid accommodation

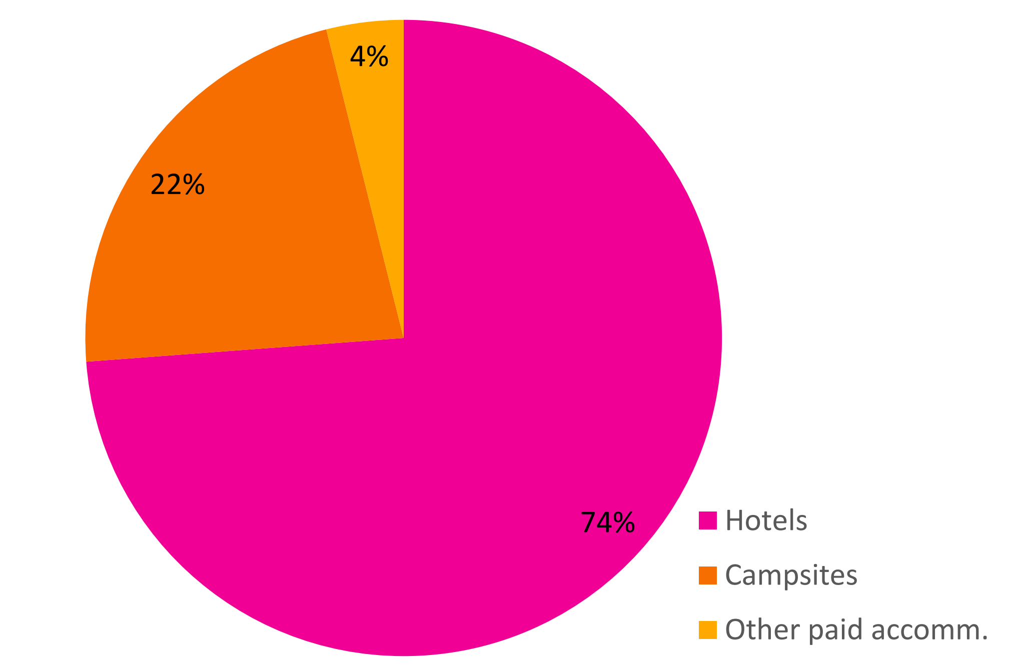
Type of accommodation, 2025

Nights, paid accommodation, 2025



Hotels	9.439	-9% (vs. 2024)	+17% (vs. 2019)
Campsites	6.199	-9% (vs. 2024)	+17% (vs. 2019)
Other paid accomm.	677	+8% (vs. 2024)	-40% (vs. 2019)

Arrivals, paid accommodation, 2025



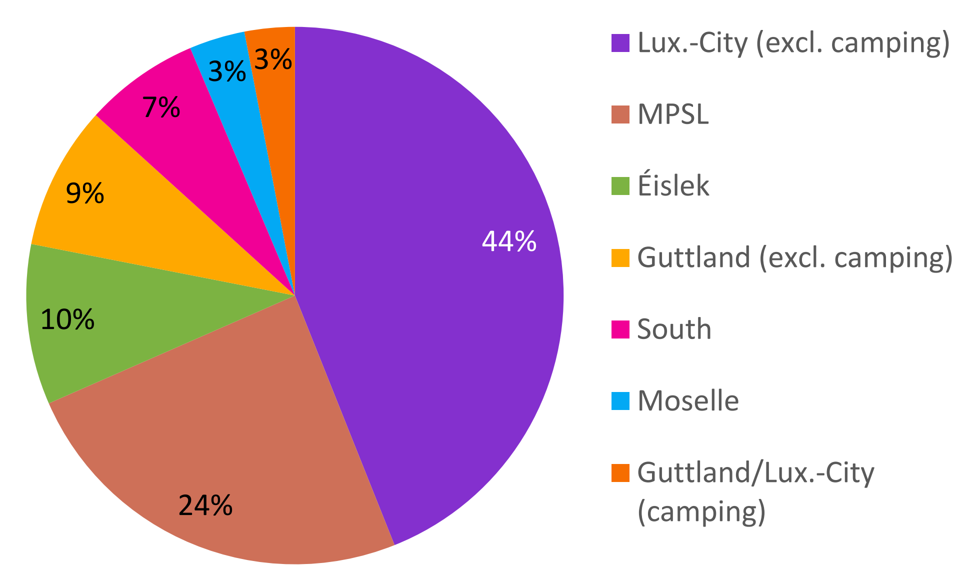
Hotels	5.251	-8% (vs. 2024)	+19% (vs. 2019)
Campsites	1.585	-5% (vs. 2024)	+11% (vs. 2019)
Other paid accomm.	278	+6% (vs. 2024)	+1% (vs. 2019)

Source: Statec

Nights & arrivals in paid accommodation

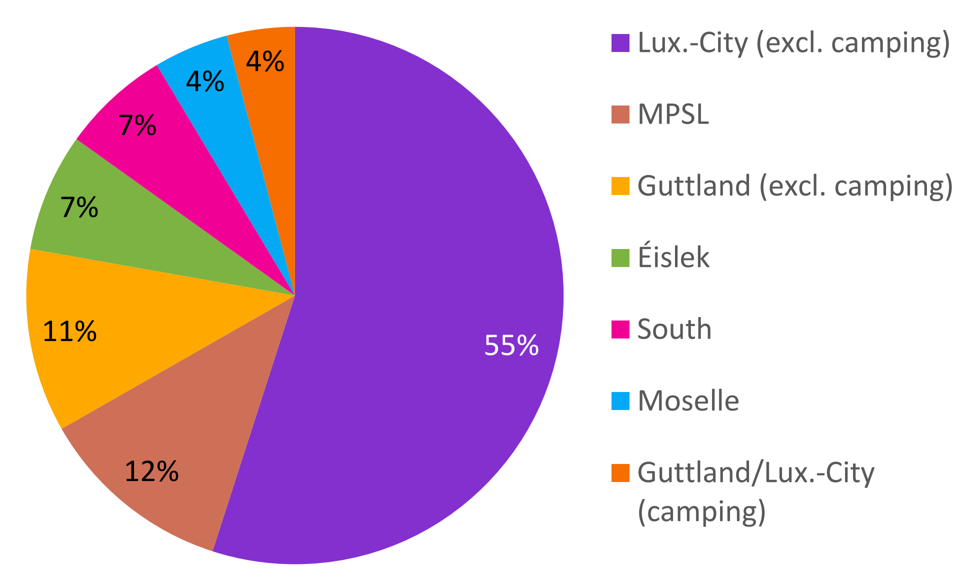
Regions, 2025

Nights, paid accommodation, 2025



Lux.-City (excl. camping)	7.171	-7% (vs. 2024)	+20% (vs. 2019)
MPSL	3.993	-21% (vs. 2024)	-1% (vs. 2019)
Éislek	1.574	+6% (vs. 2024)	+60% (vs. 2019)
Guttland (excl. camping)	1.410	-15% (vs. 2024)	+15% (vs. 2019)
South	1.128	+28% (vs. 2024)	+26% (vs. 2019)
Moselle	547	+34% (vs. 2024)	-4% (vs. 2019)
Guttland/Lux.-City (camping)	492	-20% (vs. 2024)	-41% (vs. 2019)

Arrivals, paid accommodation, 2025



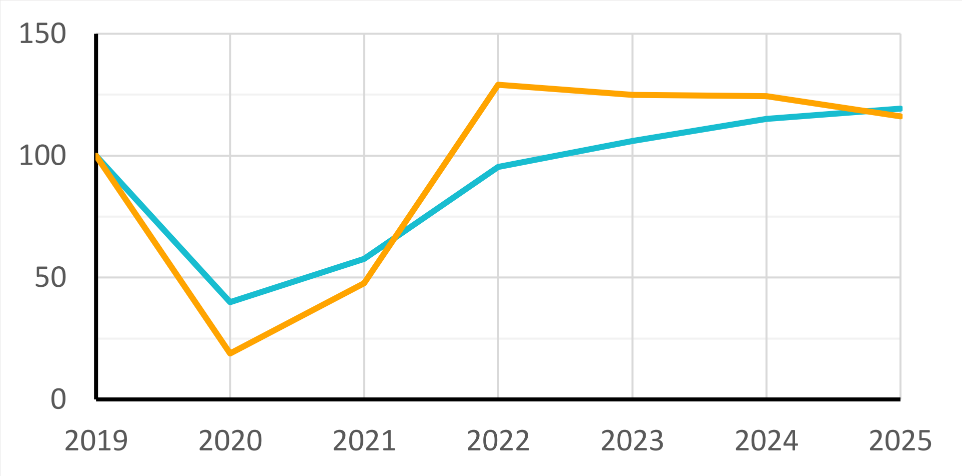
Lux.-City (excl. camping)	3.910	-5% (vs. 2024)	+36% (vs. 2019)
MPSL	838	-18% (vs. 2024)	+2% (vs. 2019)
Guttland (excl. camping)	785	-16% (vs. 2024)	+16% (vs. 2019)
Éislek	506	-9% (vs. 2024)	+24% (vs. 2019)
South	464	+12% (vs. 2024)	-23% (vs. 2019)
Moselle	320	+48% (vs. 2024)	+26% (vs. 2019)
Guttland/Lux.-City (camping)	291	-14% (vs. 2024)	-40% (vs. 2019)

Source: Statec

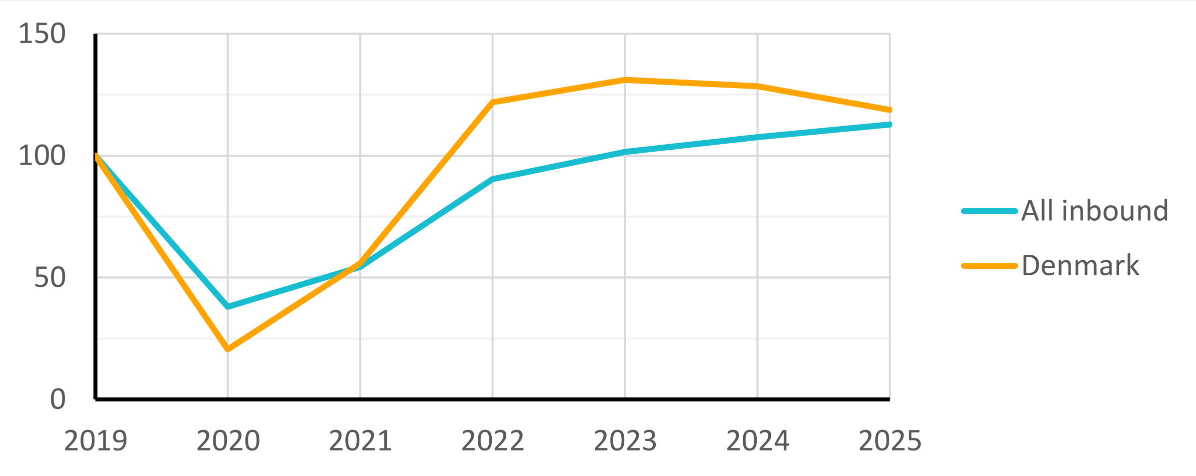
Arrivals in paid accommodation

Trends 2019-2025

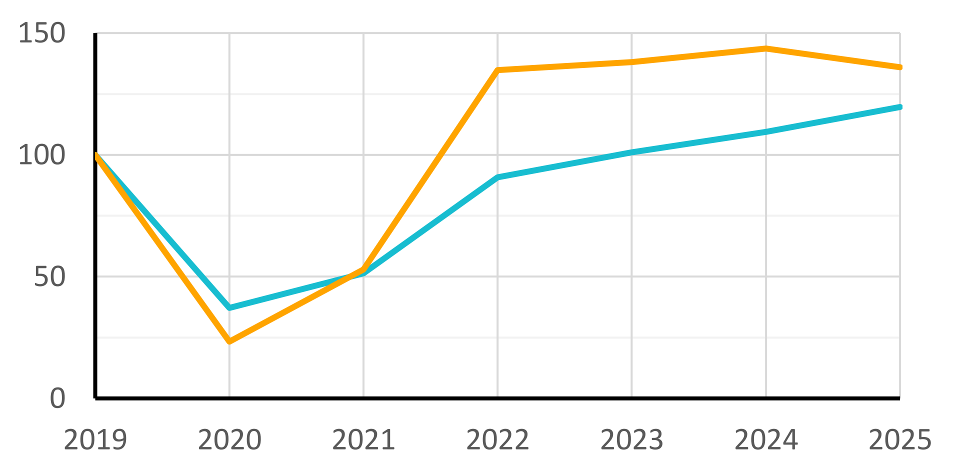
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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



(*) excluding camping.

Source: Statec

Short-term rentals

2025 and 2019-2025

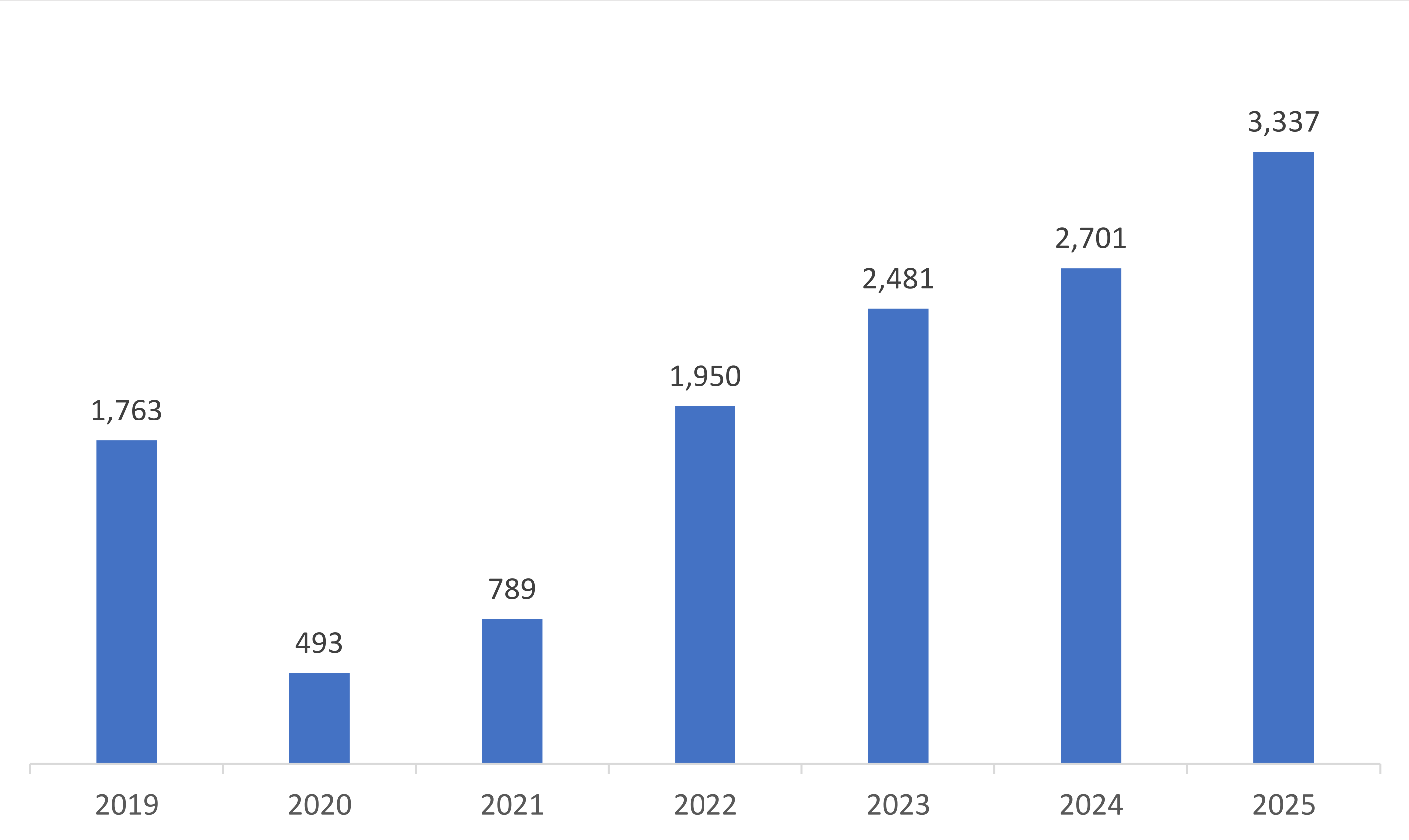
**Nights,
Short-term rentals, 2025**

3.337

+24% (vs. 2024)

+89% (vs. 2019)

**Nights,
Short-term rentals, 2019-2025**



Source: Eurostat (experimental statistics).

Nights in paid accommodation

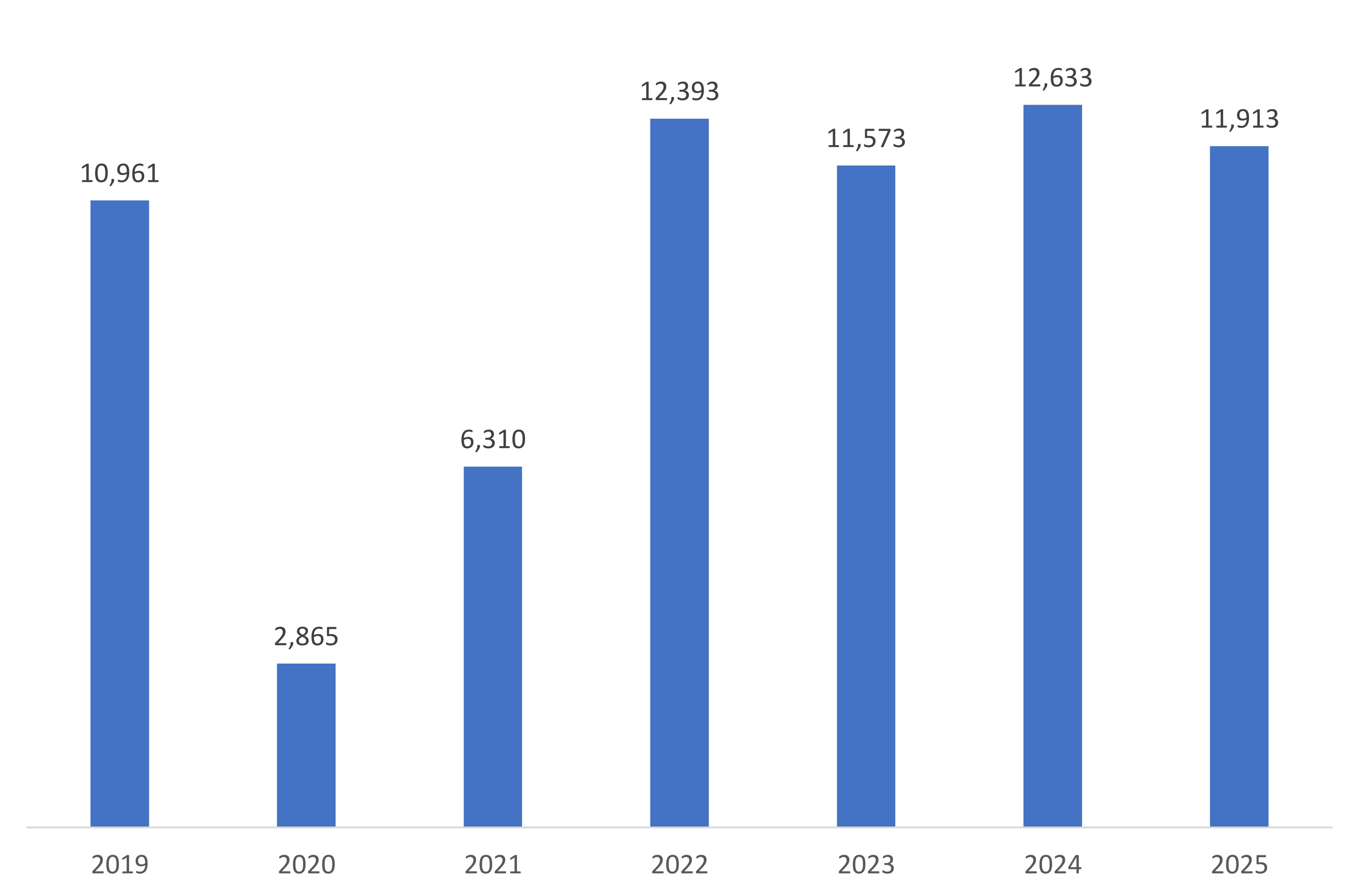
2025 and 2019-2025

Nights, paid accommodation, 2025

11.913

-6% (vs. 2024)

+9% (vs. 2019)



Source: Statec

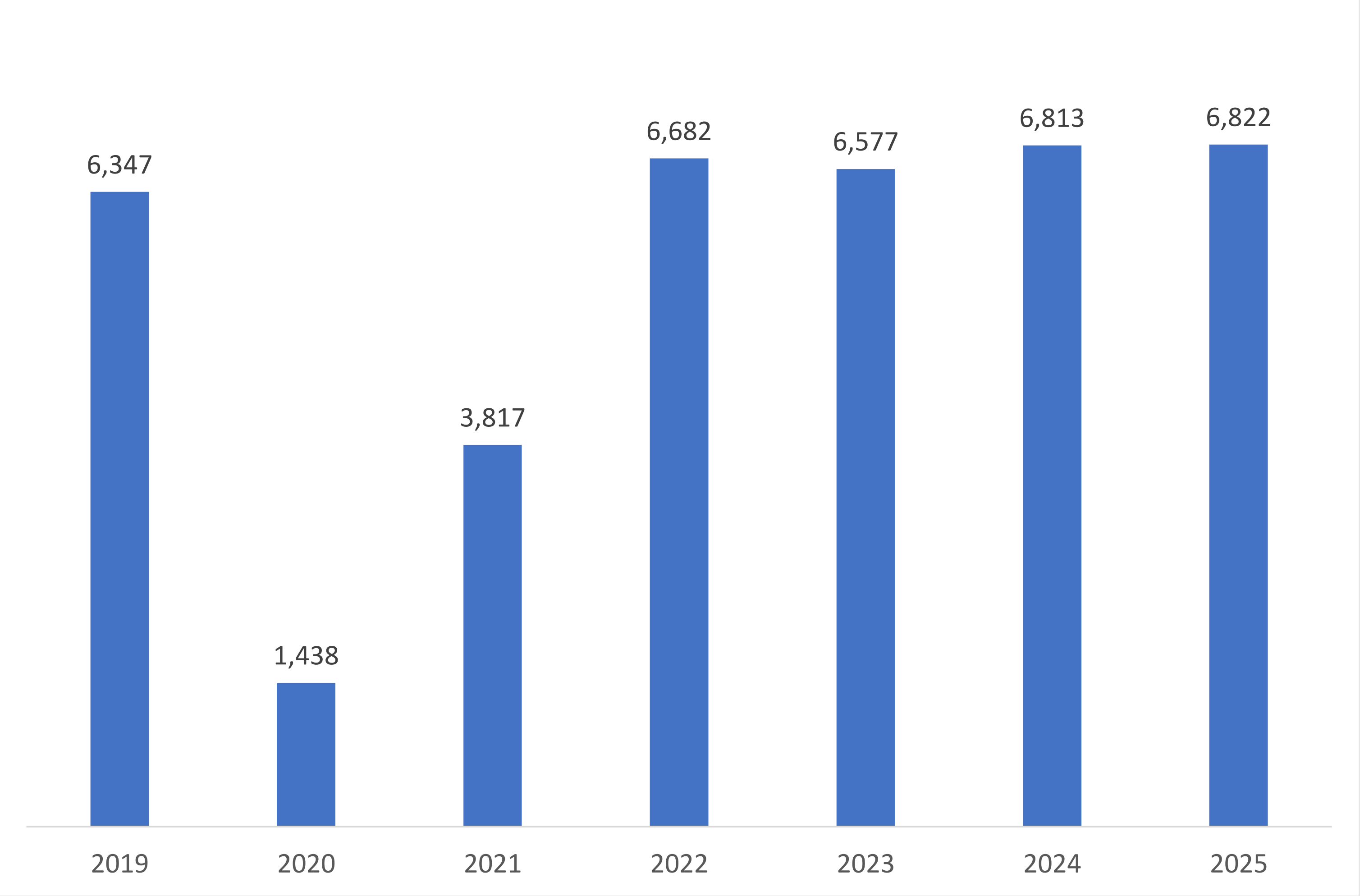
Arrivals in paid accommodation

2025 and 2019-2025

Arrivals, paid accommodation, 2025

+0% (vs. 2024)

+7% (vs. 2019)



Source: Statec

Length of stay, paid accommodation

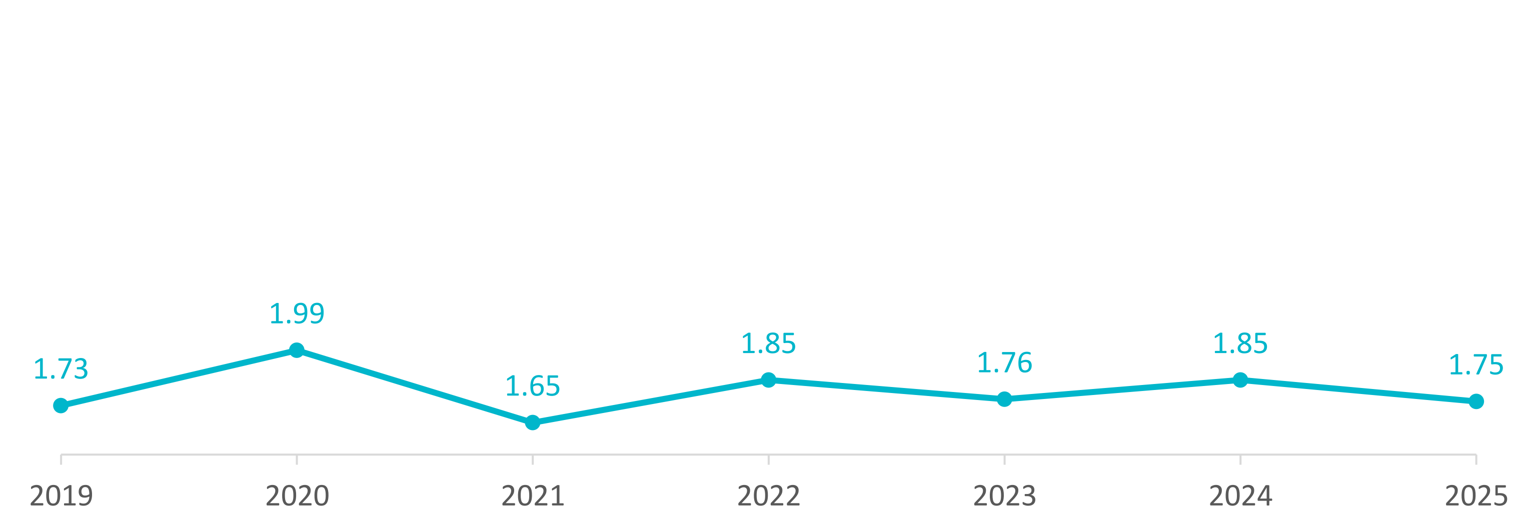
2025 and 2019-2025

Average length of stay, paid accommodation, 2025

1.75 nights

-0.10 nights (vs. 2024)

+0.02 nights (vs. 2019)

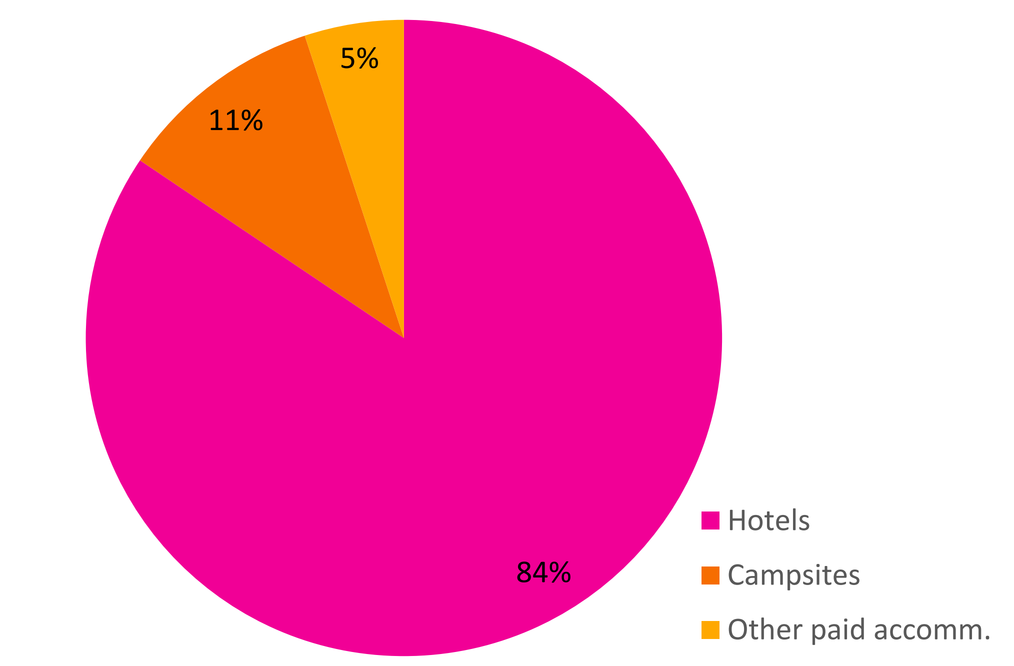


Source: Statec

Nights & arrivals in paid accommodation

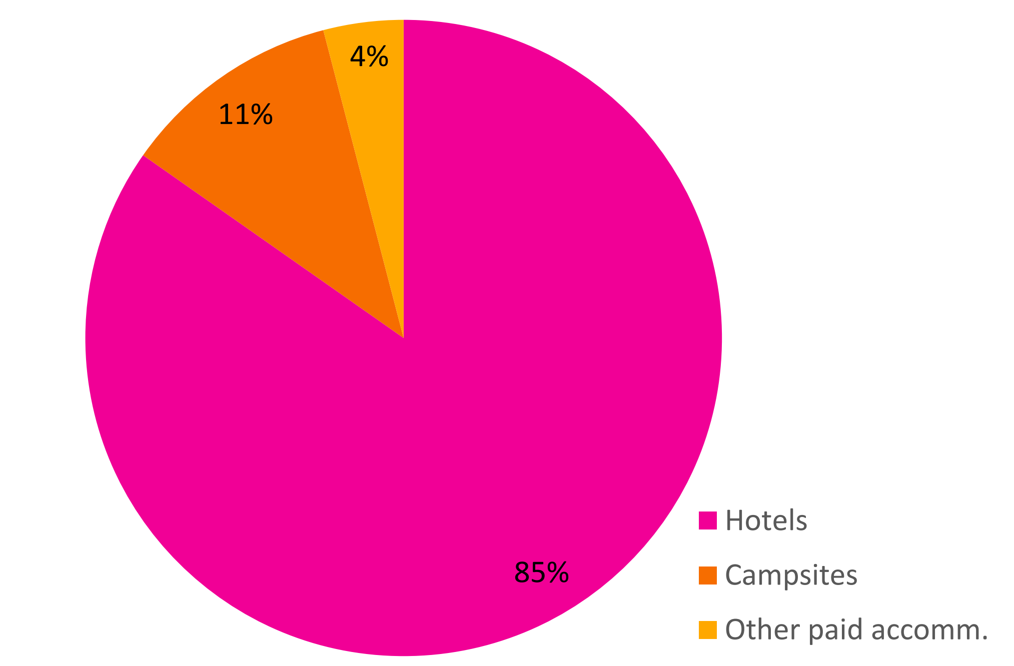
Type of accommodation, 2025

Nights,
paid accommodation, 2025



Hotels	10.058	-7% (vs. 2024)	+12% (vs. 2019)
Campsites	1.254	-4% (vs. 2024)	+4% (vs. 2019)
Other paid accomm.	601	+18% (vs. 2024)	-19% (vs. 2019)

Arrivals,
paid accommodation, 2025



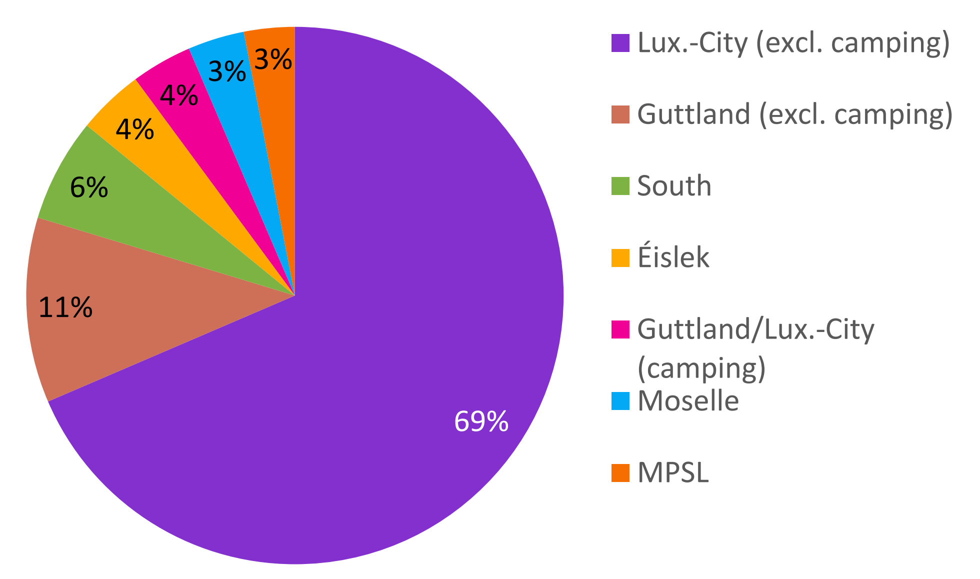
Hotels	5.781	-1% (vs. 2024)	+8% (vs. 2019)
Campsites	764	+13% (vs. 2024)	-4% (vs. 2019)
Other paid accomm.	277	-6% (vs. 2024)	+25% (vs. 2019)

Source: Statec

Nights & arrivals in paid accommodation

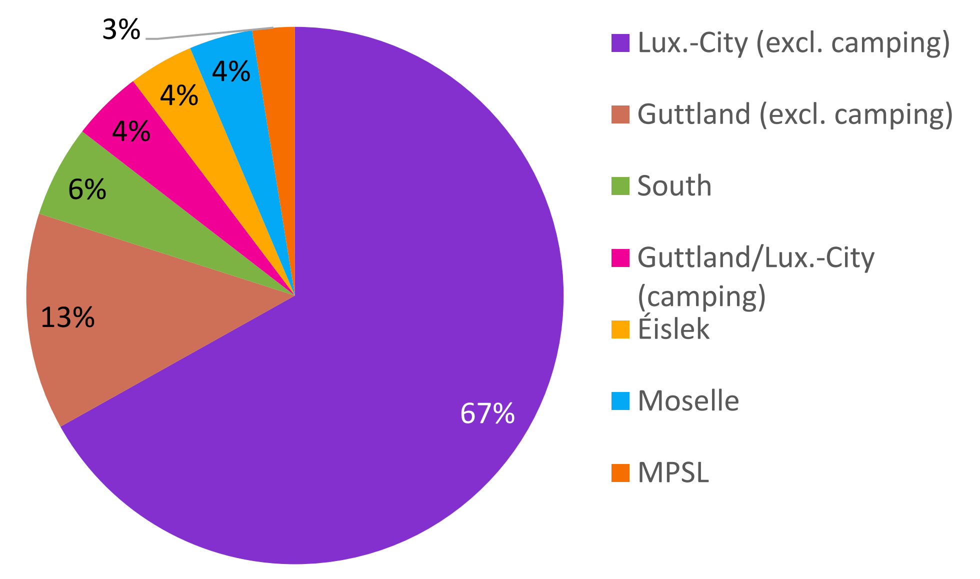
Regions, 2025

Nights, paid accommodation, 2025



Lux.-City (excl. camping)	8.166	-4% (vs. 2024)	+14% (vs. 2019)
Guttland (excl. camping)	1.327	-23% (vs. 2024)	+20% (vs. 2019)
South	741	+39% (vs. 2024)	-14% (vs. 2019)
Éislek	474	-3% (vs. 2024)	+2% (vs. 2019)
Guttland/Lux.-City (camping)	436	+45% (vs. 2024)	-38% (vs. 2019)
Moselle	405	-19% (vs. 2024)	+24% (vs. 2019)
MPSL	364	-35% (vs. 2024)	+18% (vs. 2019)

Arrivals, paid accommodation, 2025



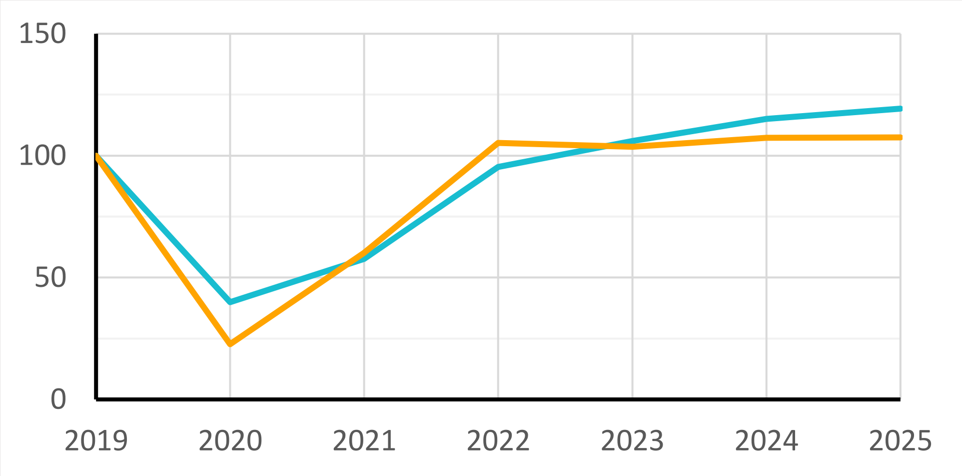
Lux.-City (excl. camping)	4.563	+3% (vs. 2024)	+17% (vs. 2019)
Guttland (excl. camping)	890	-11% (vs. 2024)	+16% (vs. 2019)
South	377	+11% (vs. 2024)	-25% (vs. 2019)
Guttland/Lux.-City (camping)	290	+34% (vs. 2024)	-38% (vs. 2019)
Éislek	267	-14% (vs. 2024)	-10% (vs. 2019)
Moselle	261	-12% (vs. 2024)	+30% (vs. 2019)
MPSL	174	-17% (vs. 2024)	-12% (vs. 2019)

Source: Statec

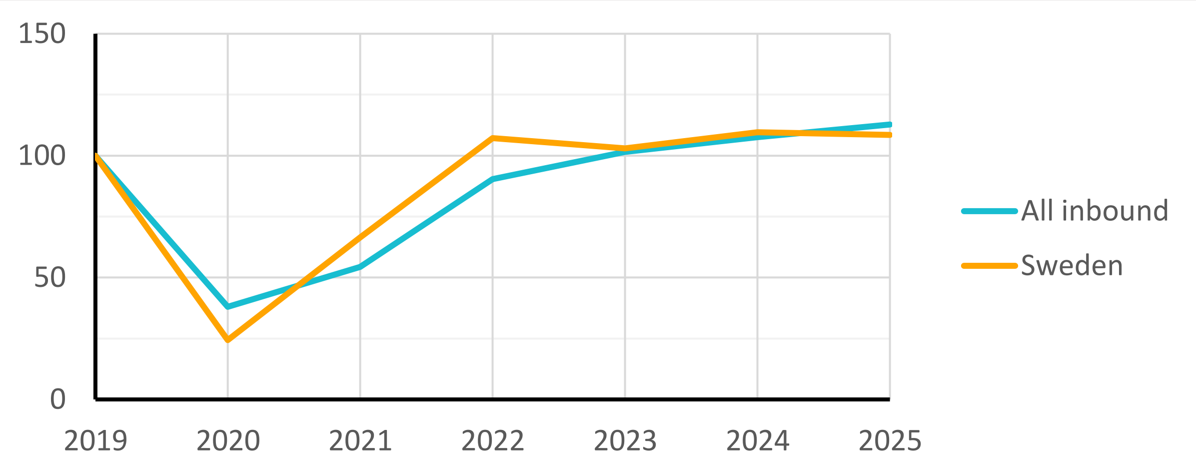
Arrivals in paid accommodation

Trends 2019-2025

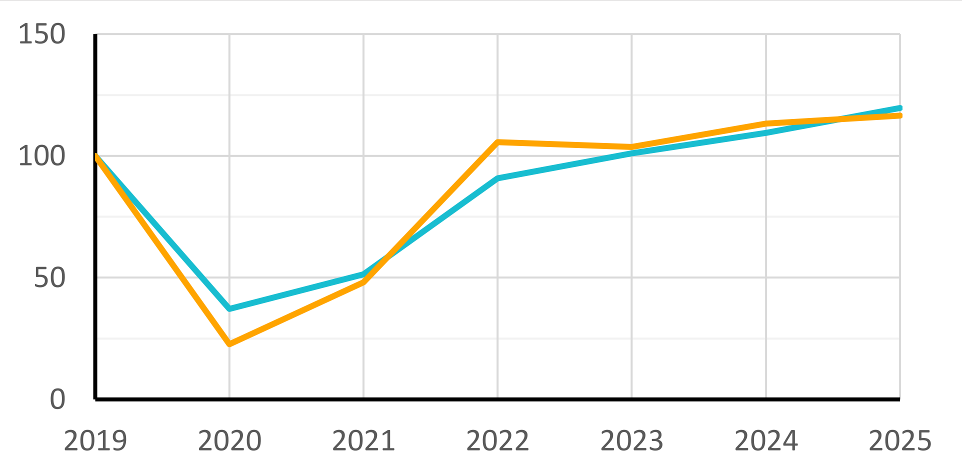
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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



(*) excluding camping.
Source: Statec

Short-term rentals

2025 and 2019-2025

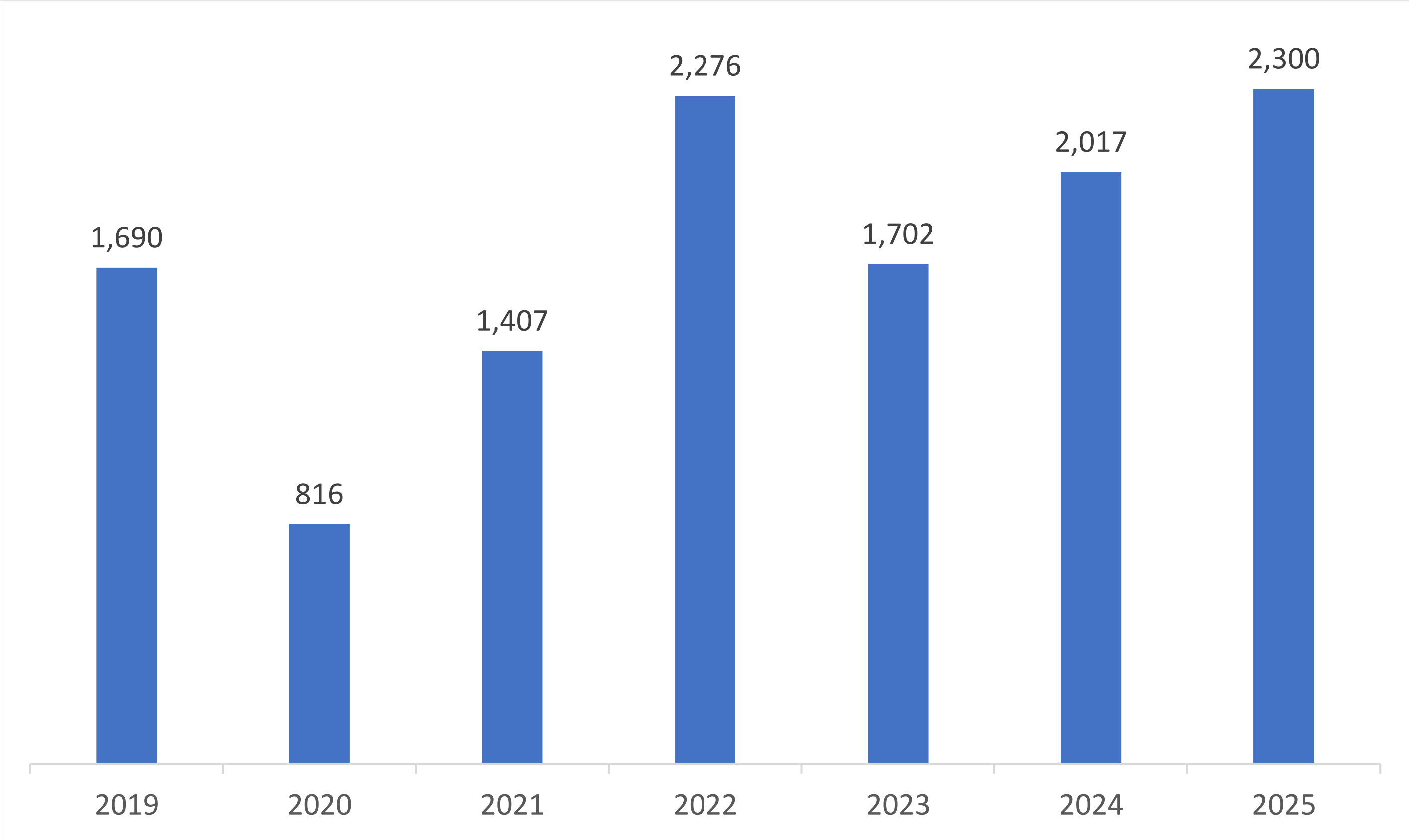
**Nights,
Short-term rentals, 2025**

2.300

+14% (vs. 2024)

+36% (vs. 2019)

**Nights,
Short-term rentals, 2019-2025**

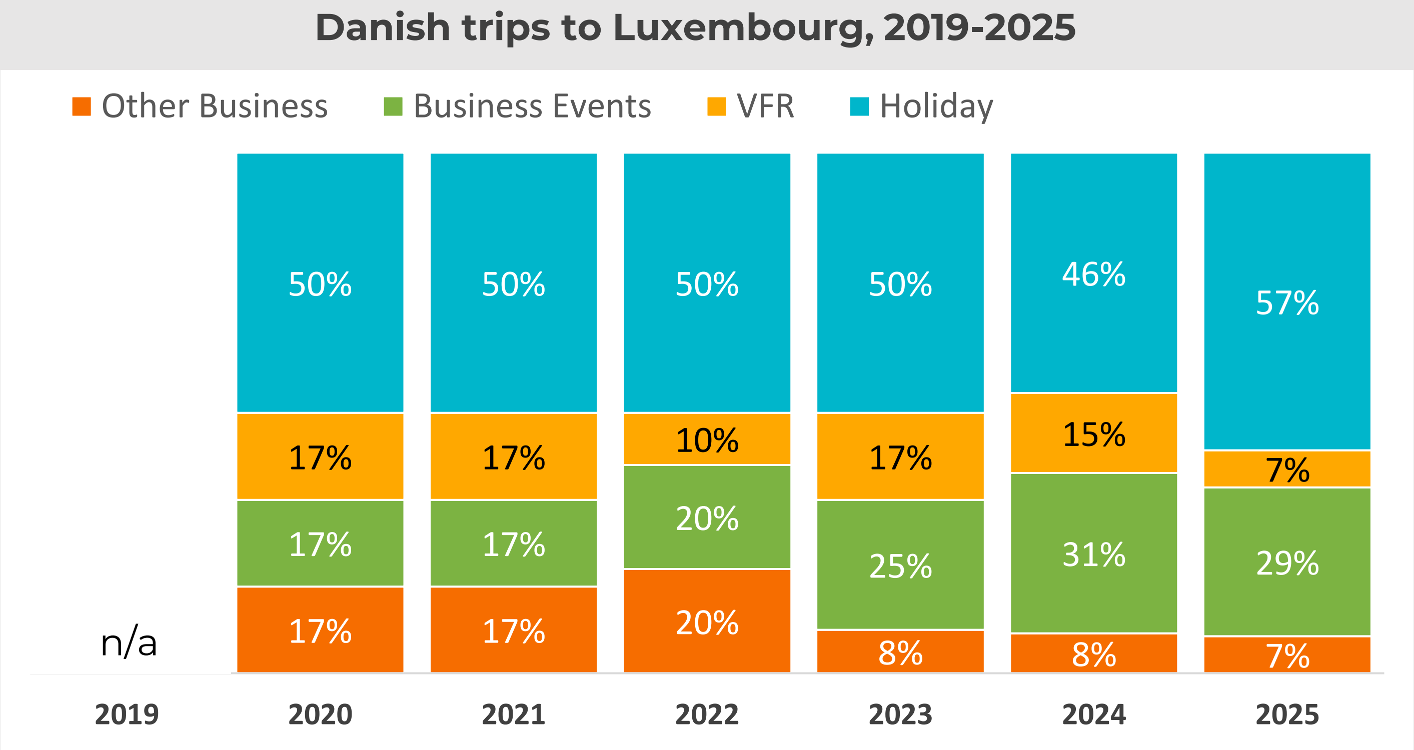


Source: Eurostat (experimental statistics).

Characteristics of inbound trips

Danish trips to Luxembourg with overnight (all accommodation)

Purpose of visit, 2019-2025



2025

	Denmark to Luxembourg	Europe to Luxembourg
Holiday	57%	62%
VFR	7%	12%
Business Events	29%	17%
Other Business	7%	8%

Source: World Travel Monitor/IPK International.

Inbound same-day trips to Luxembourg

2025

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

10.000

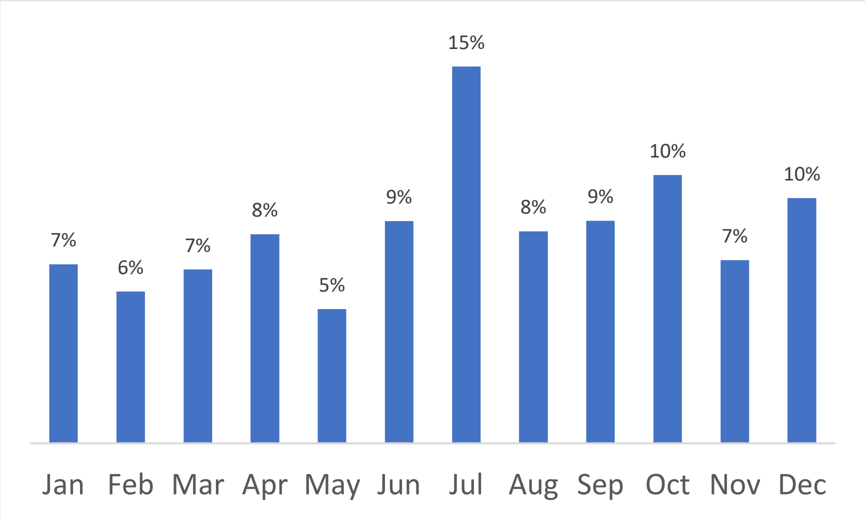
-47% (vs. 2024)

Average length of same-day trips

8,9 h

+0,7 h (vs. 2024)

Seasonality
% of same-day trips

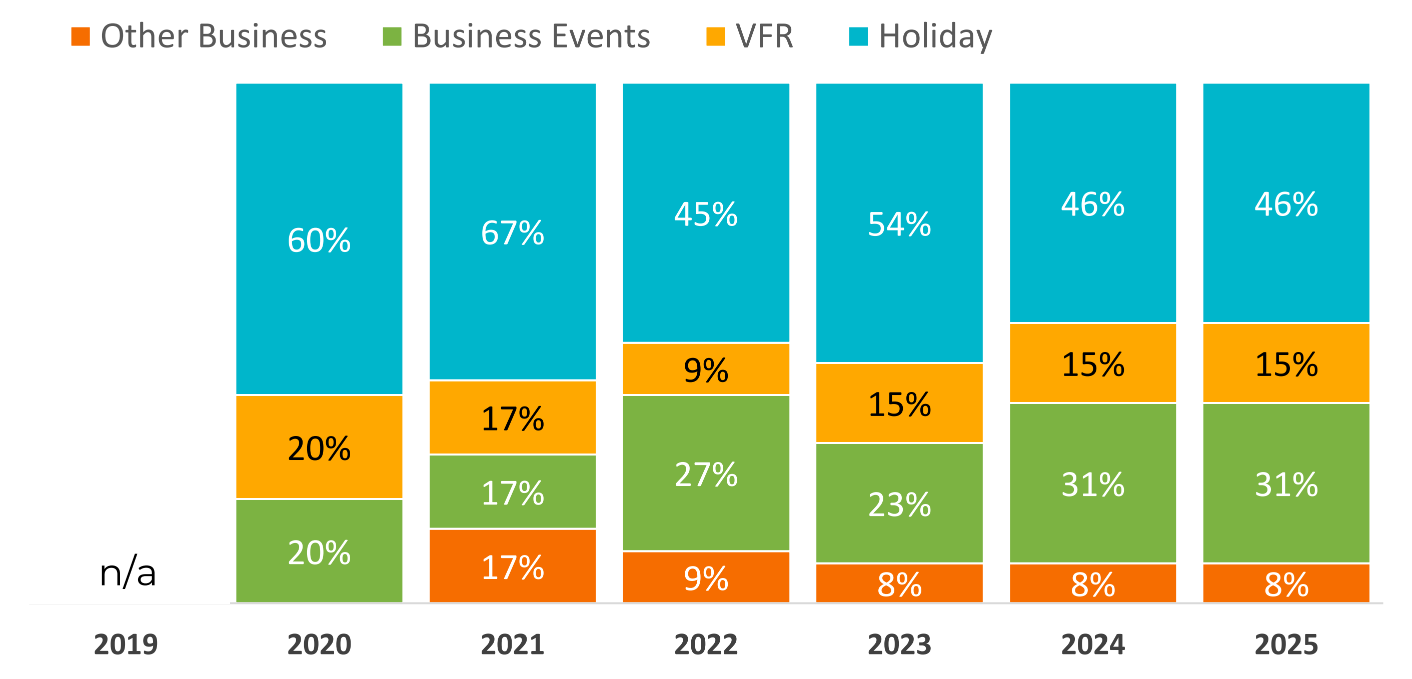


Sources: LFT estimates, Mobile phone data (Editus/LFT), LFT/Ilres Visitor Survey.

Swedish trips to Luxembourg with overnight (all accommodation)

Purpose of visit, 2019-2025

Swedish trips to Luxembourg, 2019-2025



2025

	Sweden to Luxembourg	Europe to Luxembourg
Holiday	46%	62%
VFR	15%	12%
Business Events	31%	17%
Other Business	8%	8%

Source: World Travel Monitor/IPK International.

Inbound same-day trips to Luxembourg

2025

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

20.000

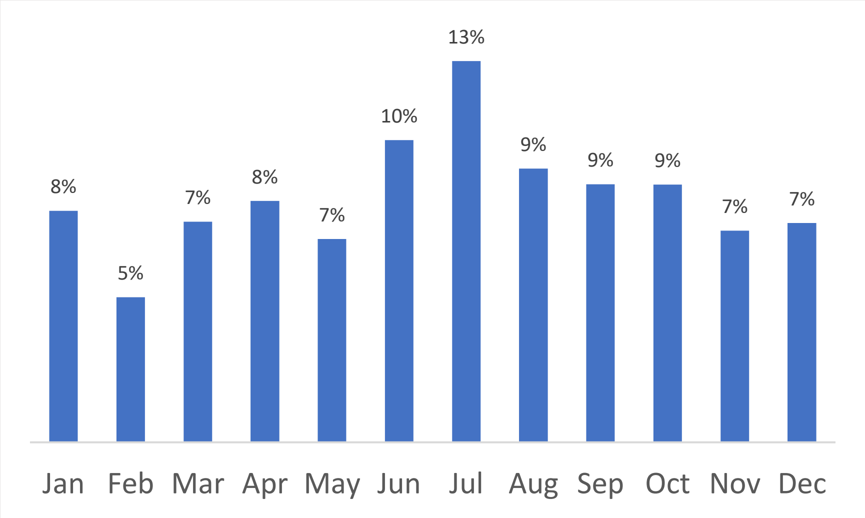
-5% (vs. 2024)

Average length of same-day trips

8,5 h

+1,0 h (vs. 2024)

Seasonality
% of same-day trips

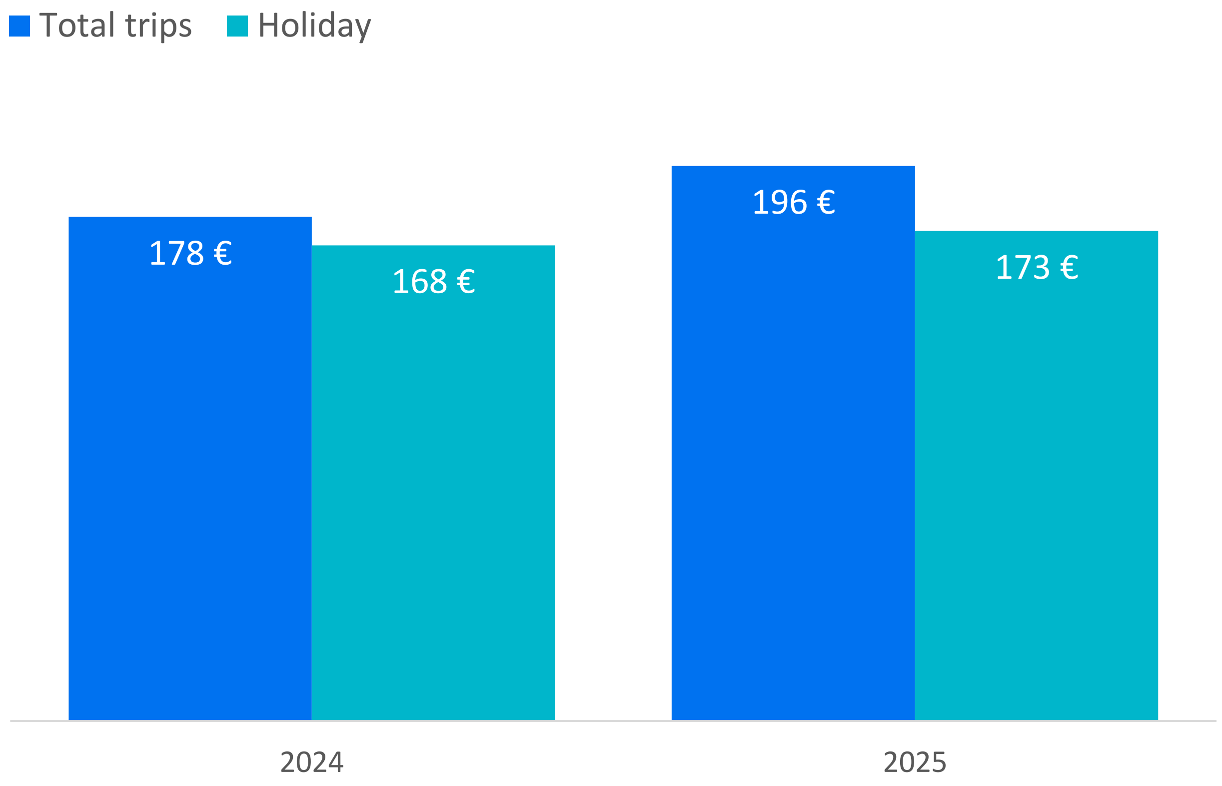


Sources: LFT estimates, Mobile phone data (Editus/LFT), LFT/Ilres Visitor Survey.

Travel behaviour of inbound leisure visitors

Expenditure

Inbound trips to Luxembourg with overnight (all accommodation)

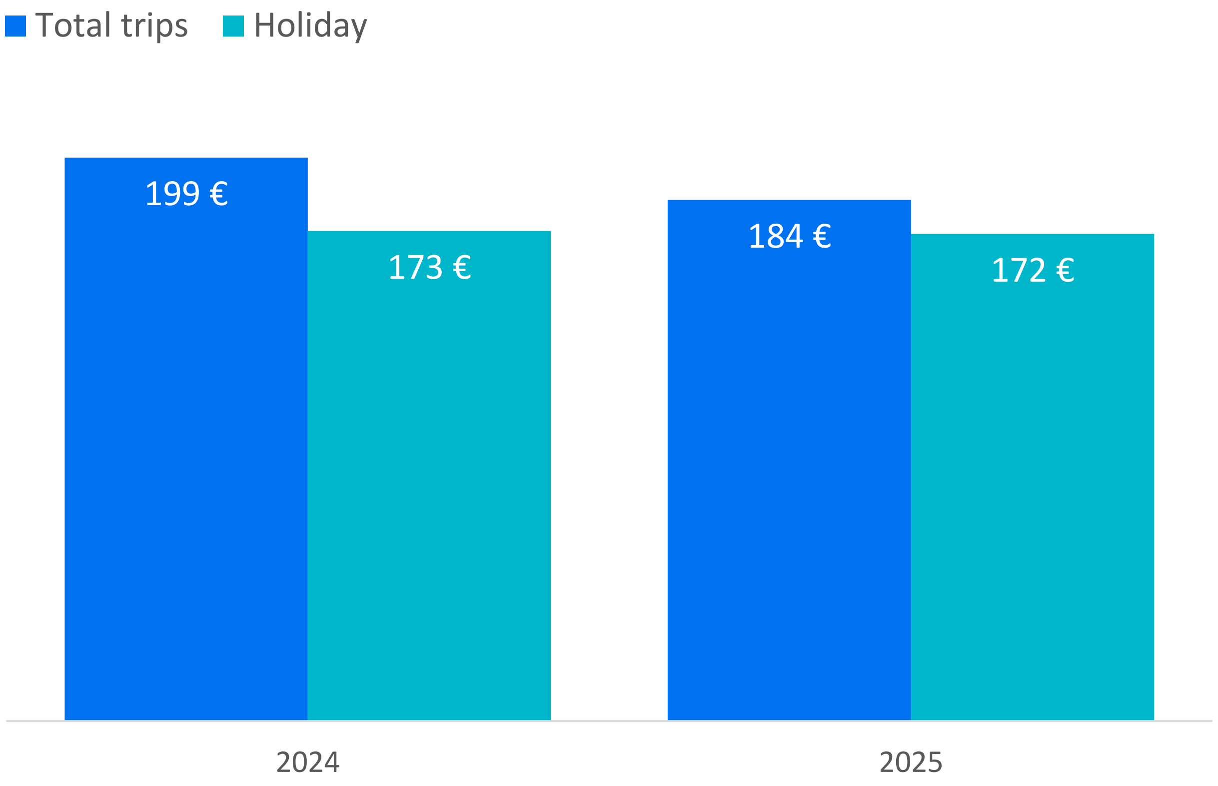


2025

	Denmark to Luxembourg	All inbound to Luxembourg
Spend/day/pers. on **all** trips	196€	196€
Spend/day/pers. on **holiday** trips	173€	175€

Expenditure

Inbound trips to Luxembourg with overnight (all accommodation)



2025

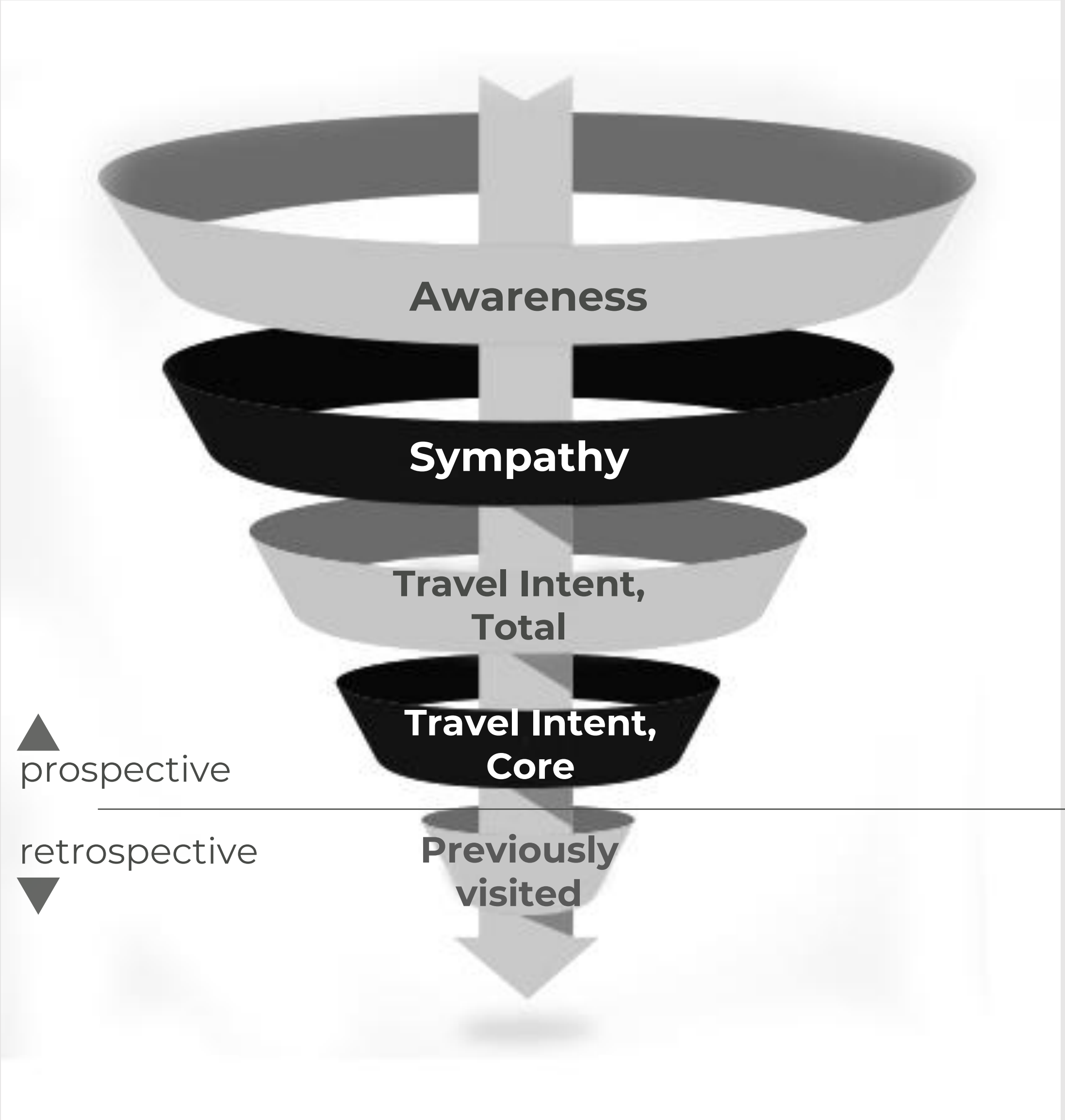
	Sweden to	**All inbound to**
	Luxembourg	
Spend/day/pers. on **all** trips	184€	196€
Spend/day/pers. on **holiday** trips	172€	175€

Sources: World Travel Monitor/IPK International

Target segments,
Brand & Growth Potential

Destination Luxembourg - Brand Funnel 2024

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



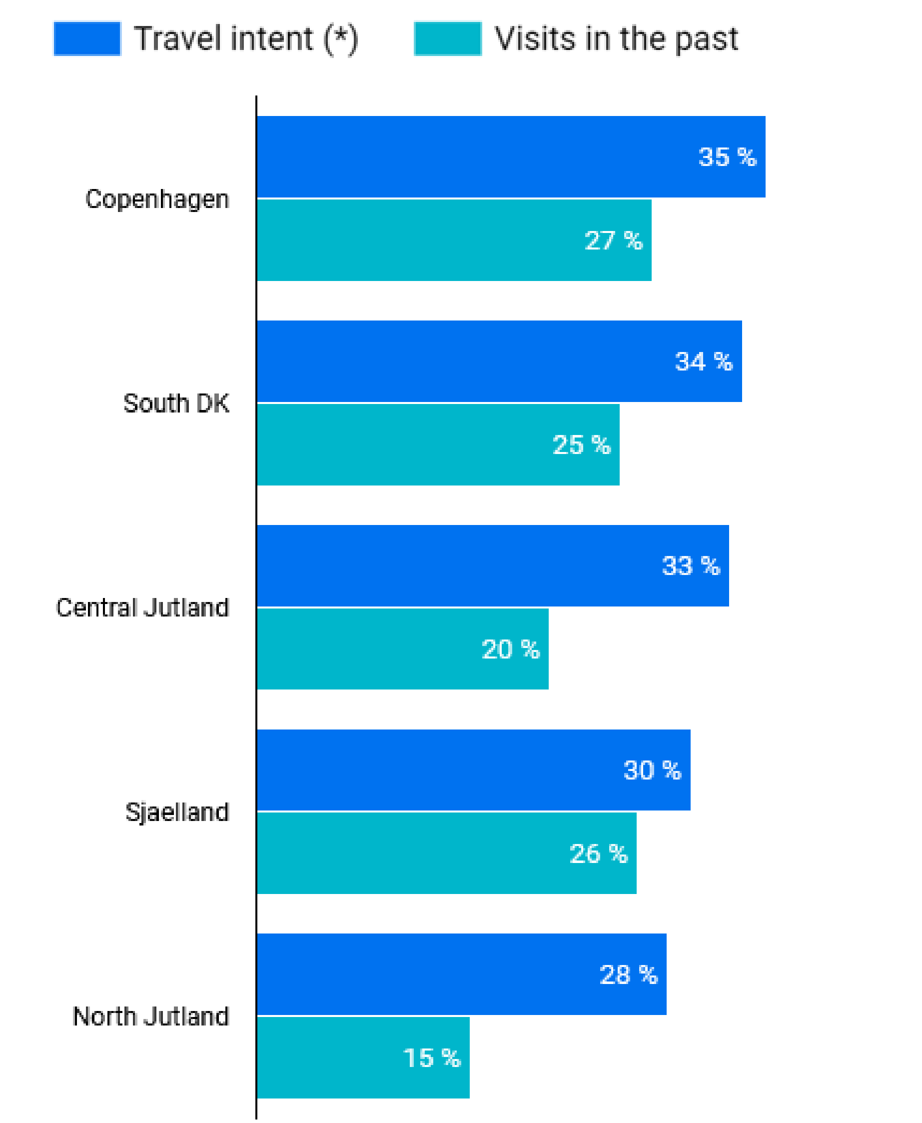
	DK	EU
Awareness	86%	83%
	65%	70%
Sympathy	56%	58%
	59%	64%
Travel Intent, Total	33%	37%
Travel Intent, Core	13%	16%
Previously visited	21%	19%

23% | 28%

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

Regional origin 2024

Past visitors and future potential



Source: LFT Brand & Potential Study.

General theme interest (*)

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

Source: LFT Brand & Potential Study.

Luxembourg's Theme Competence (*)

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

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

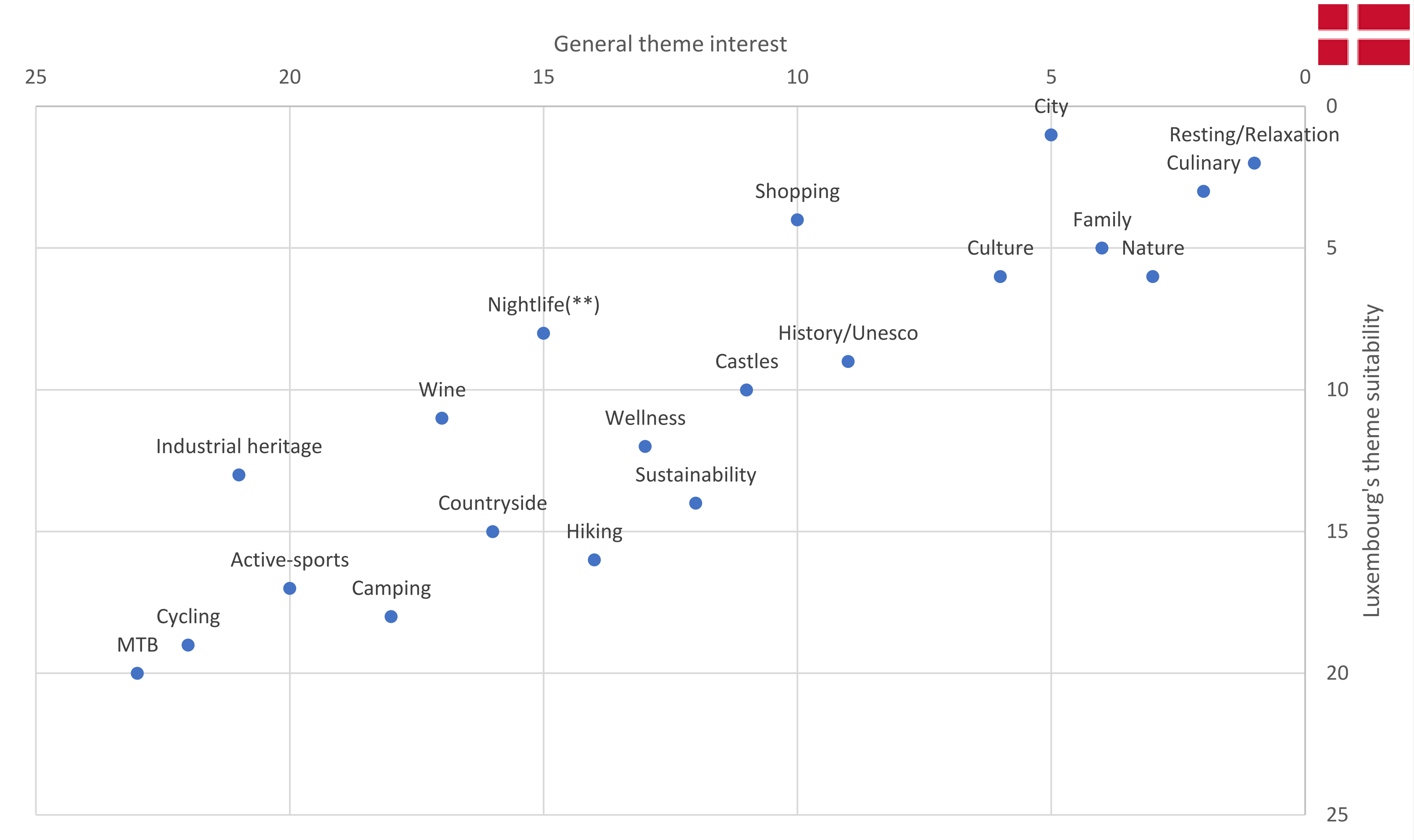
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

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

Source: LFT Brand & Potential Study.

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).

Source: LFT Brand & Potential Studies

Luxembourg's Brand Value Ratings (*)

Feature	Europe	Denmark	Denmark
	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.

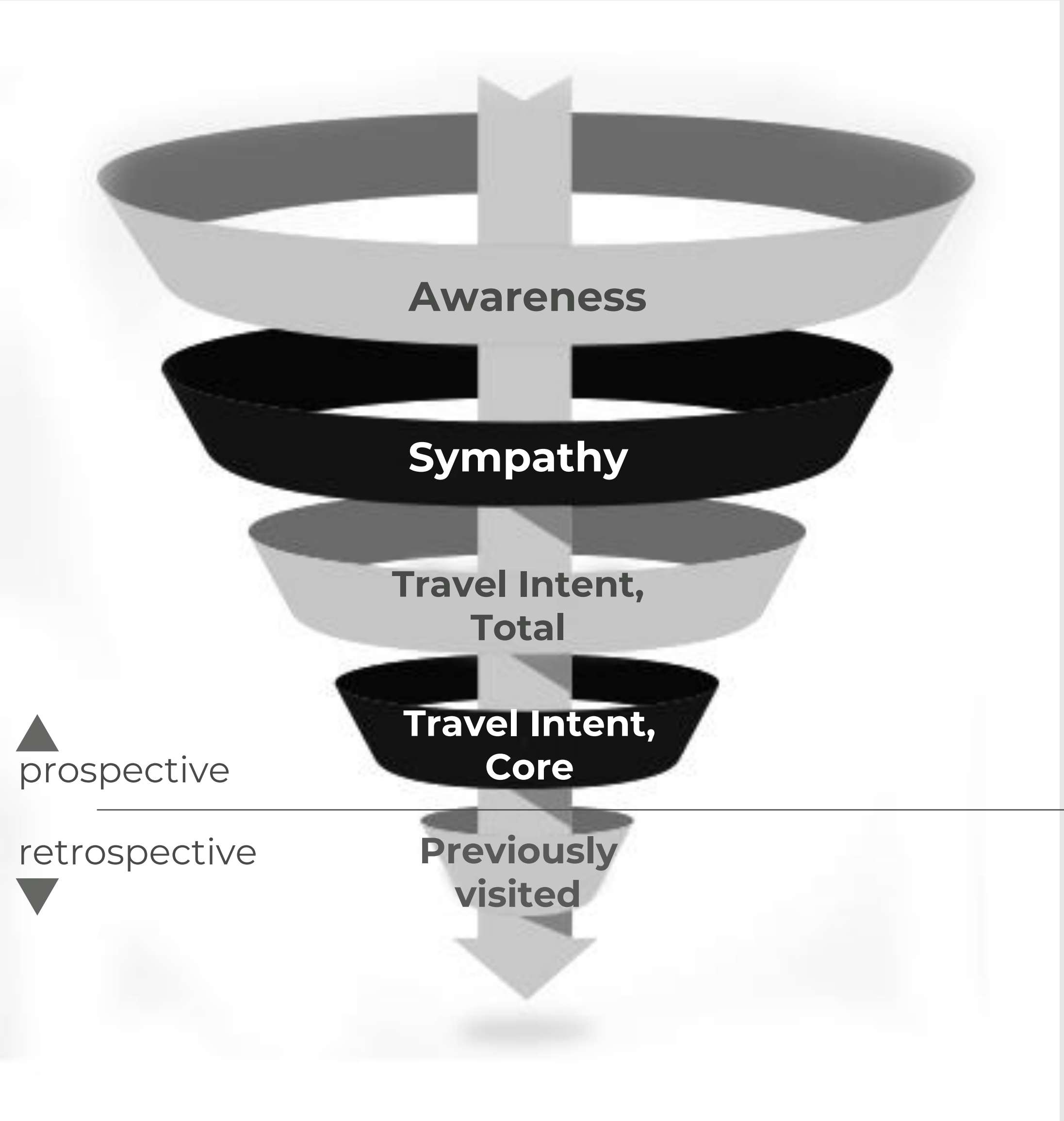
Source: LFT Brand & Potential Study.

Spontaneous associations with Luxembourg

Source: LFT Brand & Potential Study.

Destination Luxembourg - Brand Funnel 2024

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

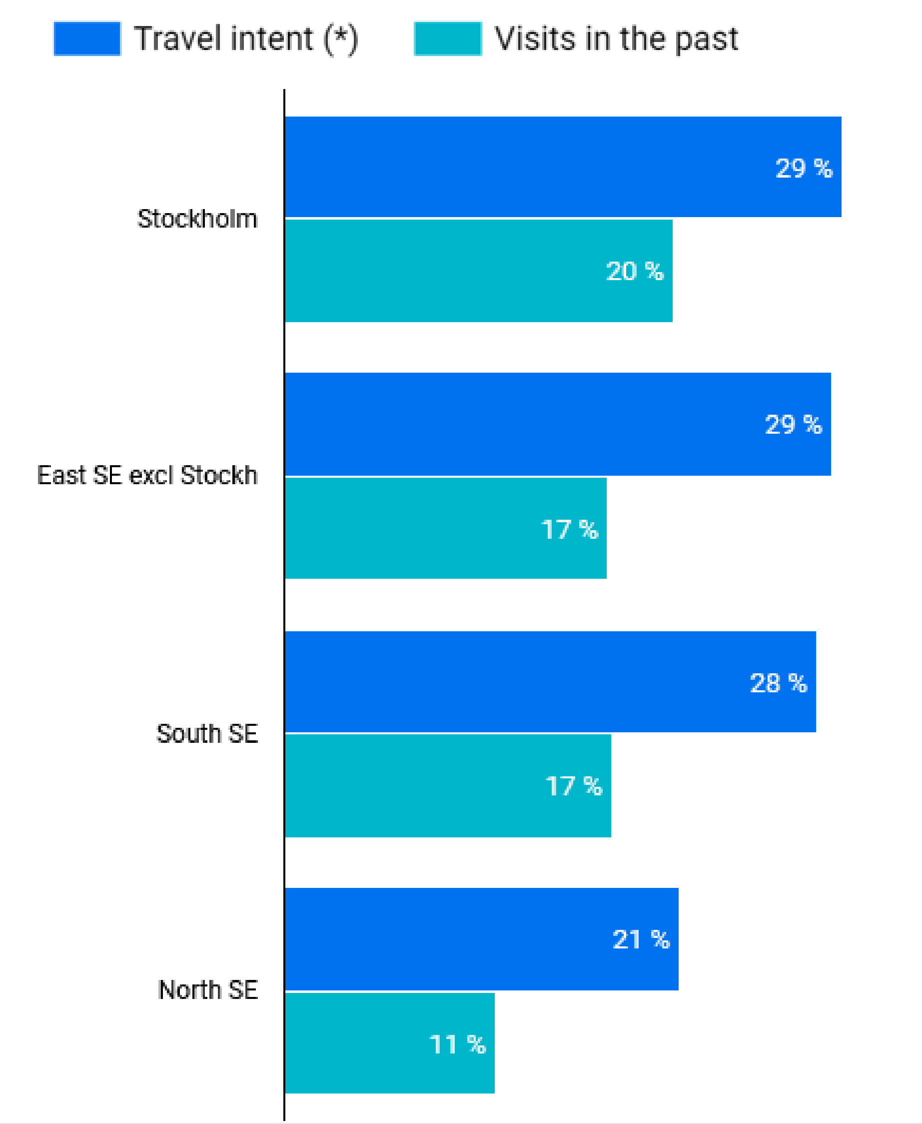


	Sweden	Conversion	EU	Conversion
Awareness	82%		83%	
		61%		70%
Sympathy	50%		58%	
		54%		64%
Travel Intent, Total	27%	22%	37%	28%
Travel Intent, Core	11%		16%	
Previously visited	14%		19%	

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

Regional origin 2024

Past visitors and future potential



Source: LFT Brand & Potential Study., 2024

General theme interest (*)

Theme	Europe	Sweden	Sweden
	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).

Source: LFT Brand & Potential Study, 2024.

Luxembourg‘s Theme Competence (*)

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

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

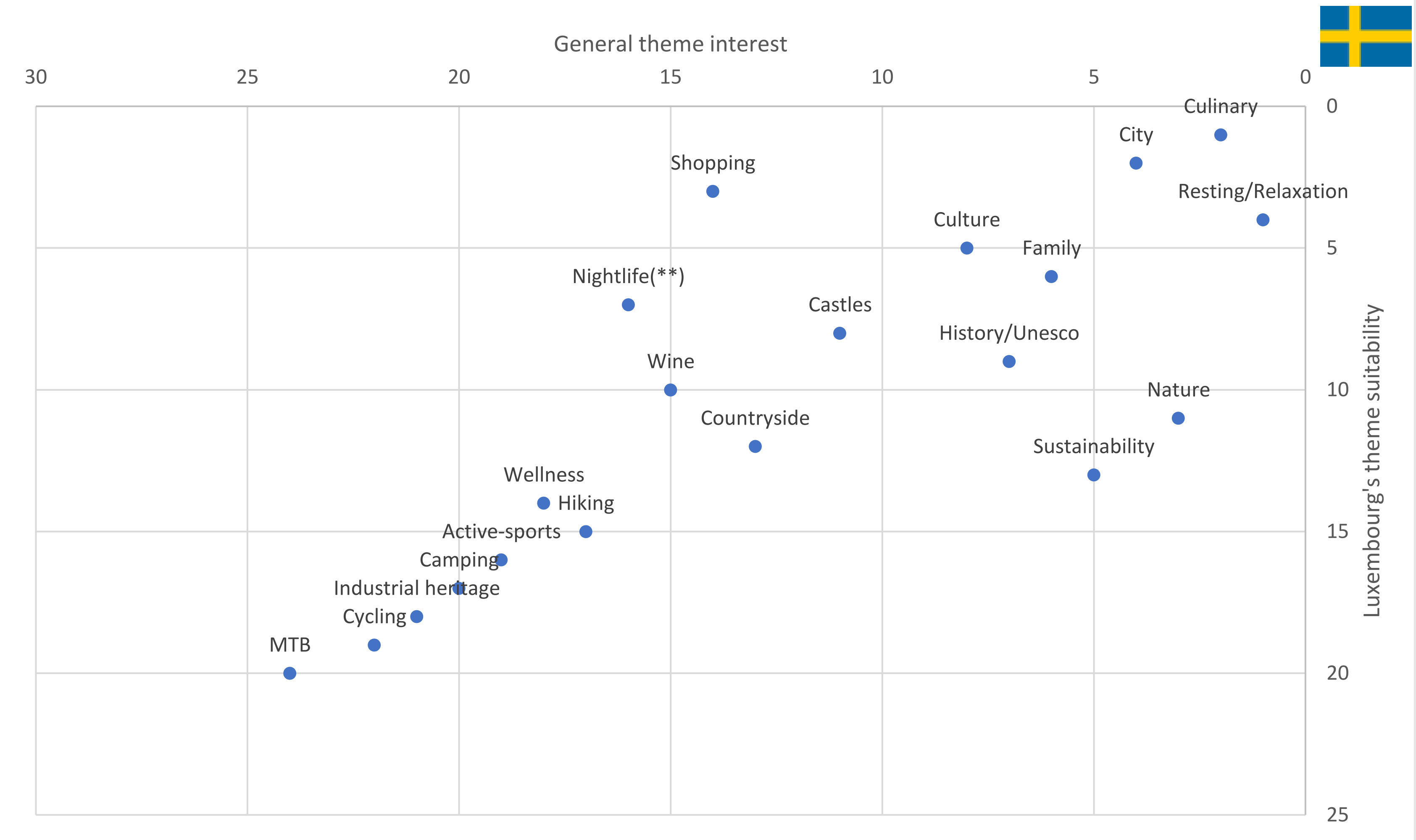
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

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

Source: LFT Brand & Potential Study, 2024.

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).

Source: LFT Brand & Potential Study, 2024

Luxembourg's Brand Value Ratings (*)

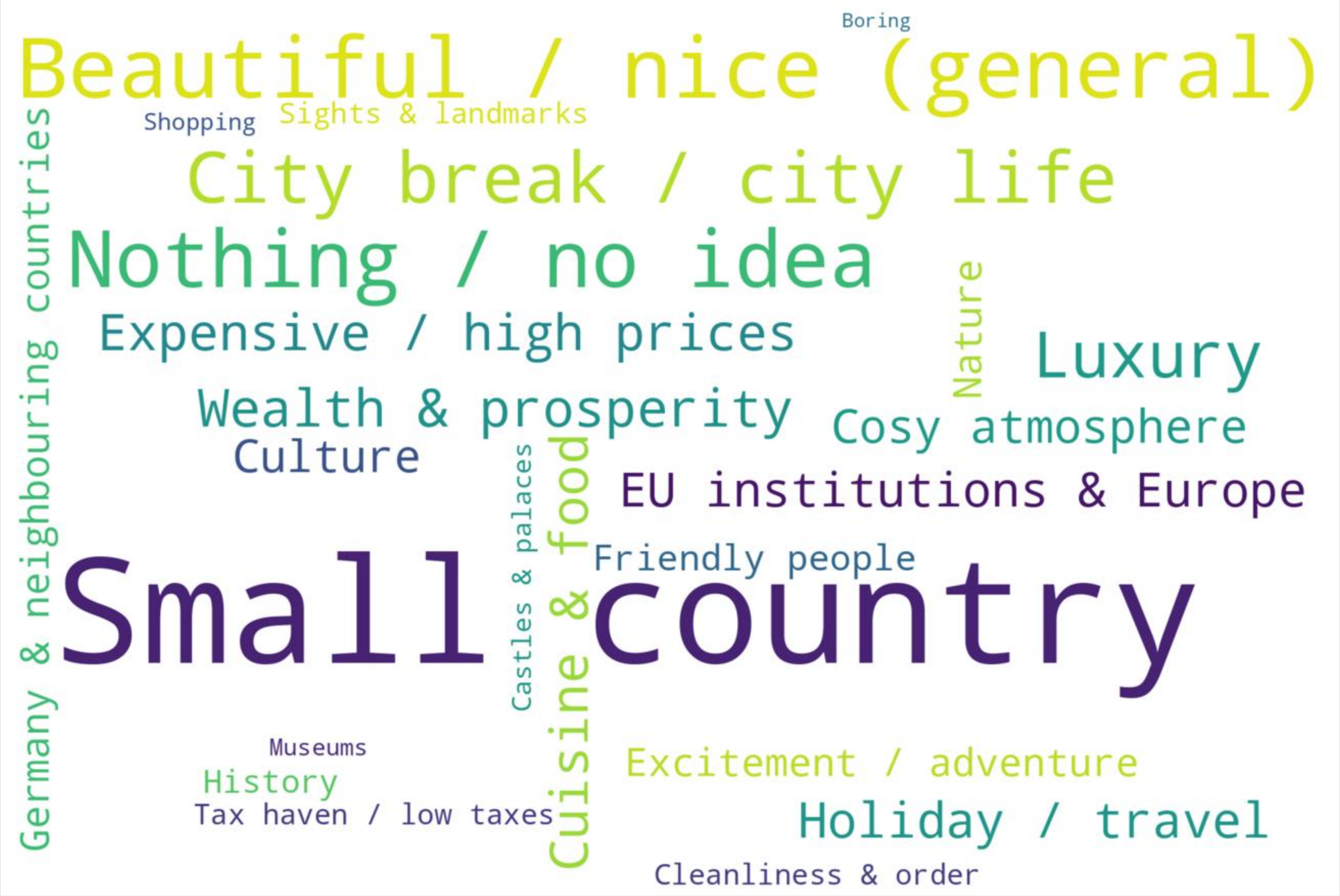
Feature	Europe	Sweden	Sweden
	Rank	**Rank**	% agreeing
safe	1	**1**	35%
welcoming, hospitable	3	**2**	34%
of high quality	2	**3**	34%
exclusive, luxurious	7	**4**	32%
attractive, appealing	6	**5**	29%
authentic, real	4	**6**	27%
service oriented	9	**7**	26%
dynamic, modern	8	**8**	24%
surprising	10	**9**	24%
open-minded, tolerant, international	5	**10**	24%
lively, trendy	12	**11**	24%
varied, diversified	11	**12**	23%
not overcrowded / insider tip	13	**13**	21%
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.

Source: LFT Brand & Potential Study, 2024.

Spontaneous associations with Luxembourg



Source: LFT Brand & Potential Study, 2024.

Your contact

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