



Luxembourg for Tourism

Market profile

FRANCE

2025

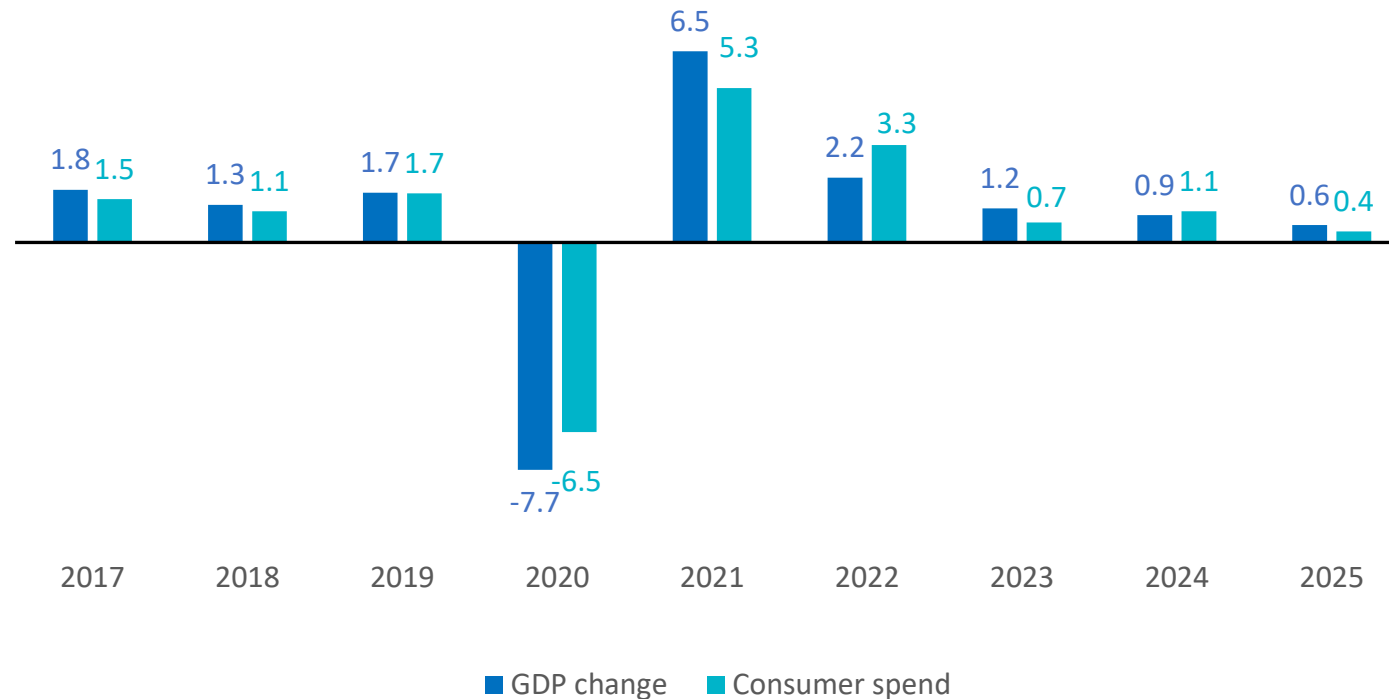


Economic indicators & General Travel Demand

Economic indicators – General travel demand



GDP and consumer spending, % annual change



Economy & population

GDP (PPP, \$) per capita
55,125

Unemployment (%)
7.5

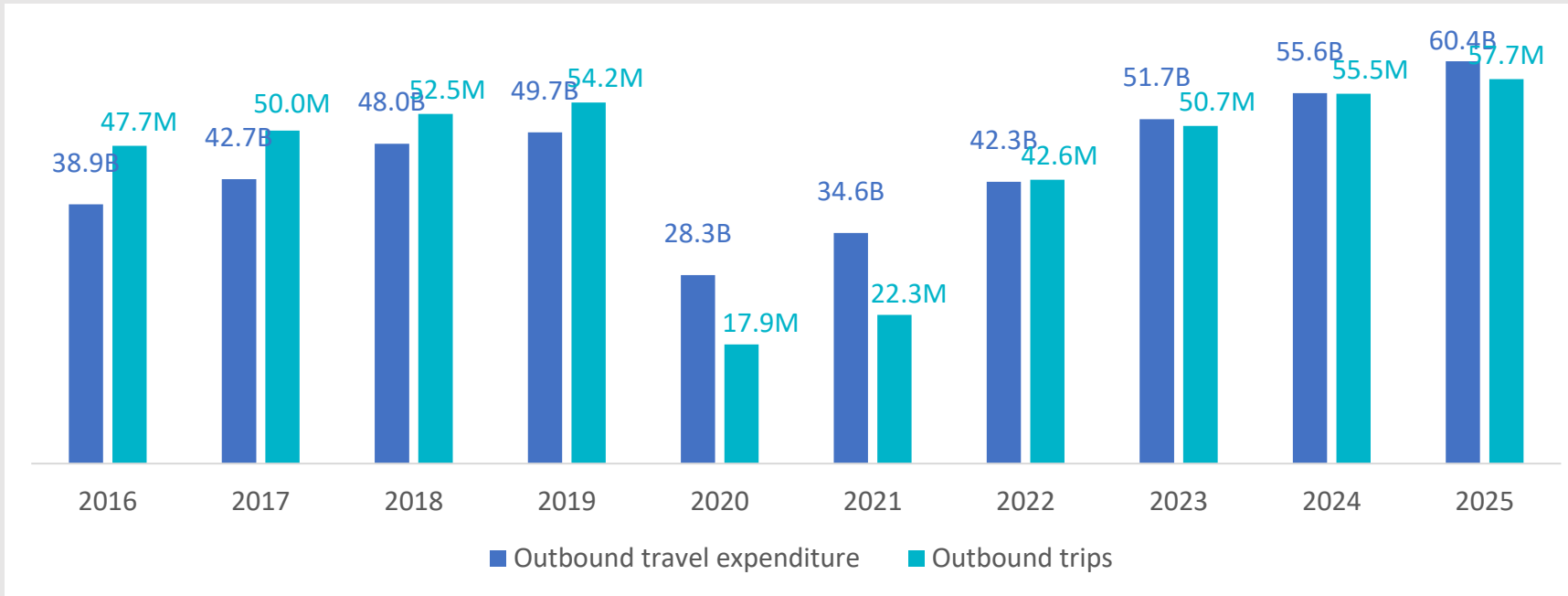
Inflation(%)
0.9

Population
66,650,805

Economic indicators – General travel demand



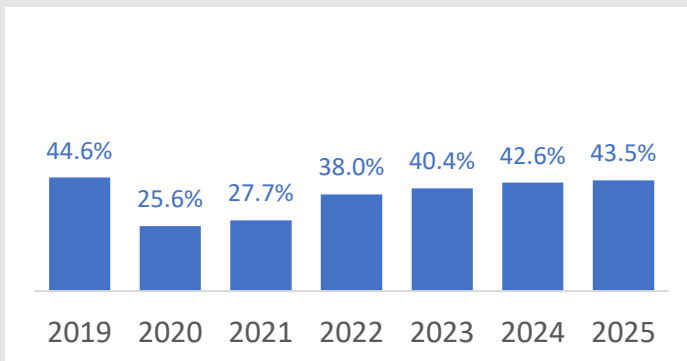
Outbound trips and travel expenditure



Outbound travel intensity
0.87 trips
per inhabitant (2025)

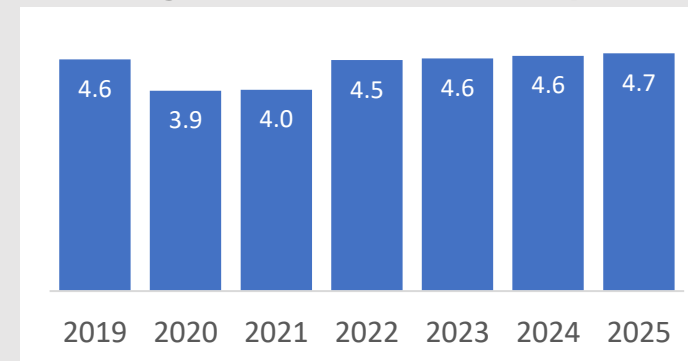
Average spend
per outbound trip (2025)
1,047 \$

Share of outbound travel, % all nights



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

Average length of stay, nights, all outbound trips





Arrivals & nights in paid accommodation

Nights in paid accommodation

2025 and 2019-2025

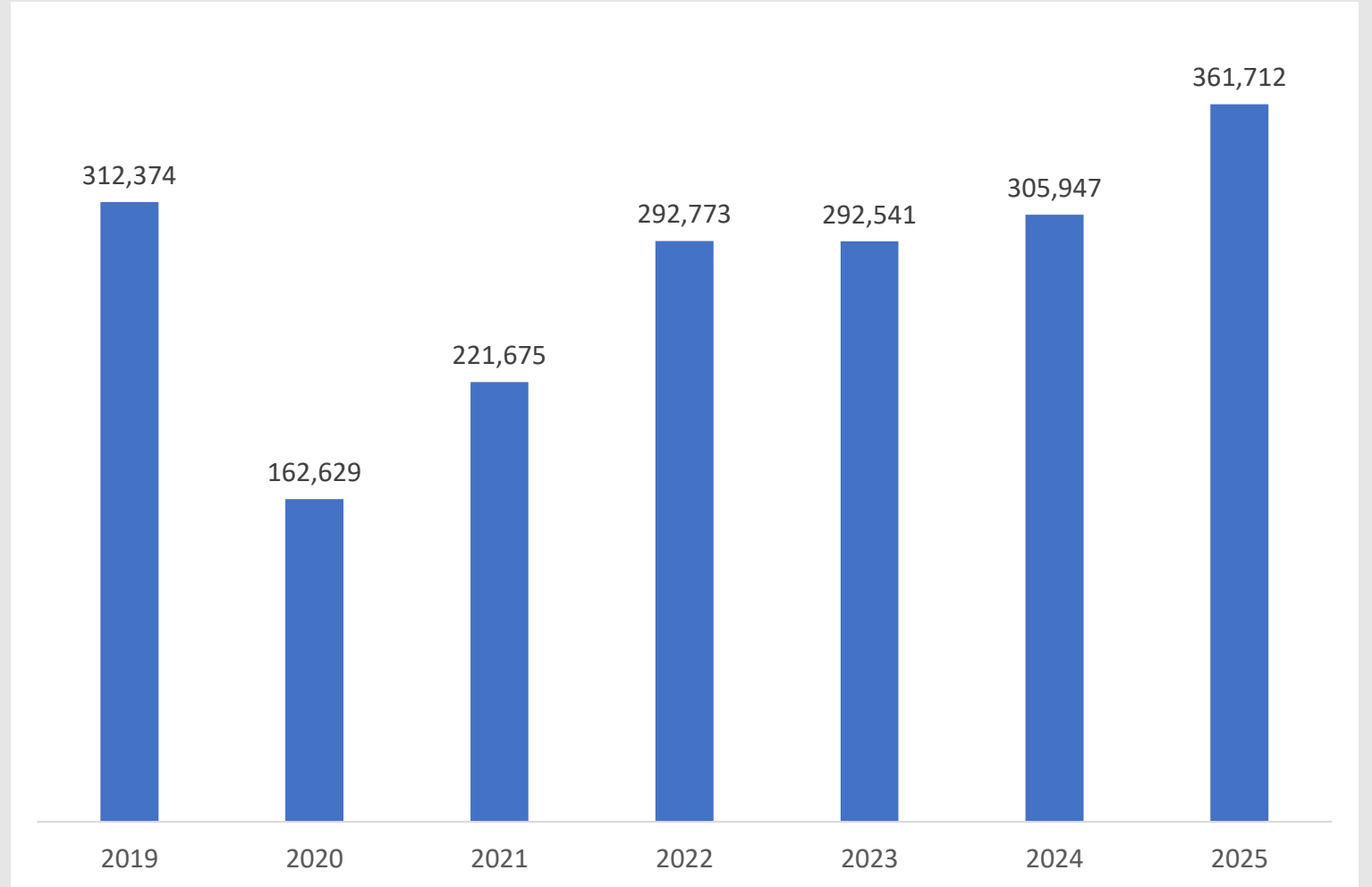


Nights,
paid accommodation, 2025



+18% (vs. 2024)

+16% (vs. 2019)



Arrivals in paid accommodation

2025 and 2019-2025

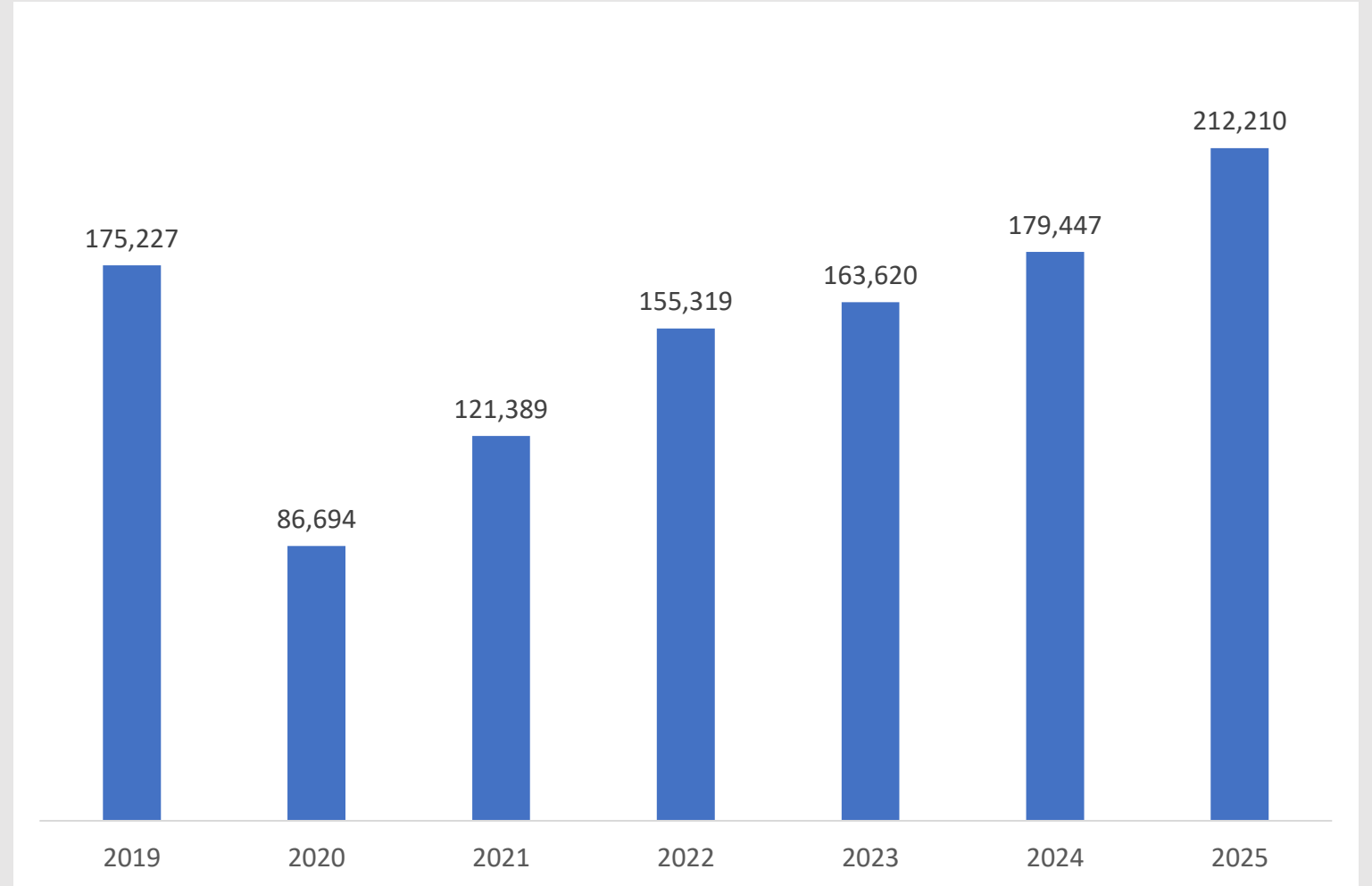


Arrivals,
paid accommodation, 2025



+18% (vs. 2024)

+21% (vs. 2019)



Length of stay, paid accommodation

2025 and 2019-2025

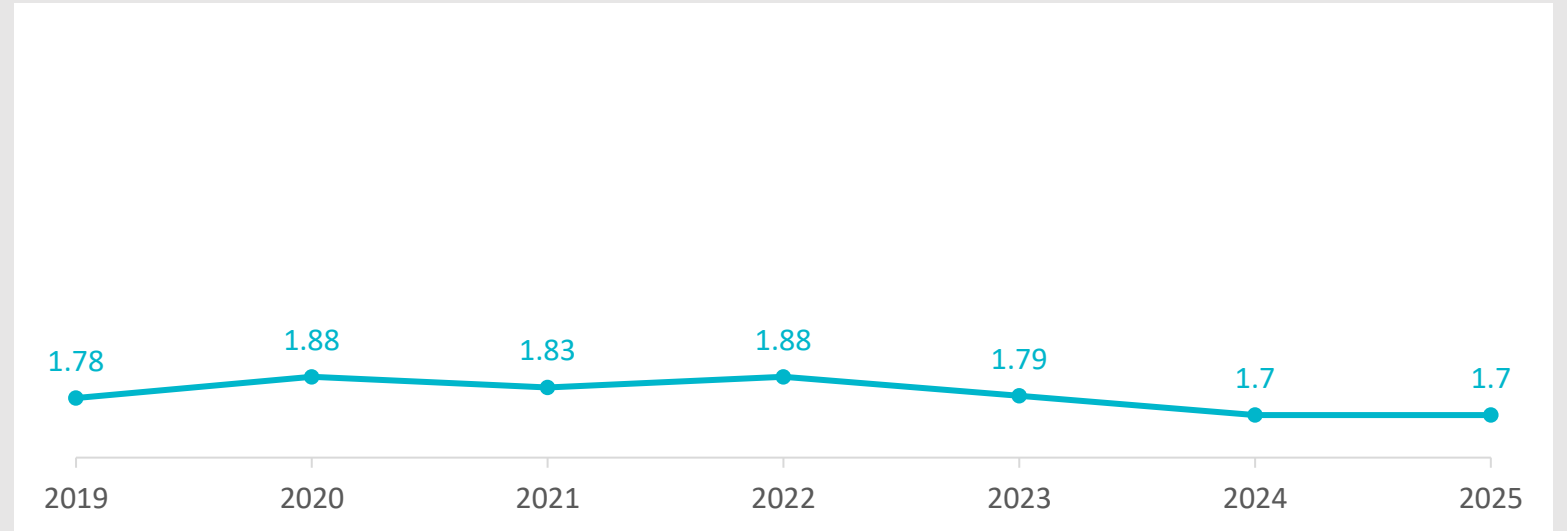


Average length of stay,
paid accommodation, 2025



+0.00 nights (vs. 2024)

-0.08 nights (vs. 2019)

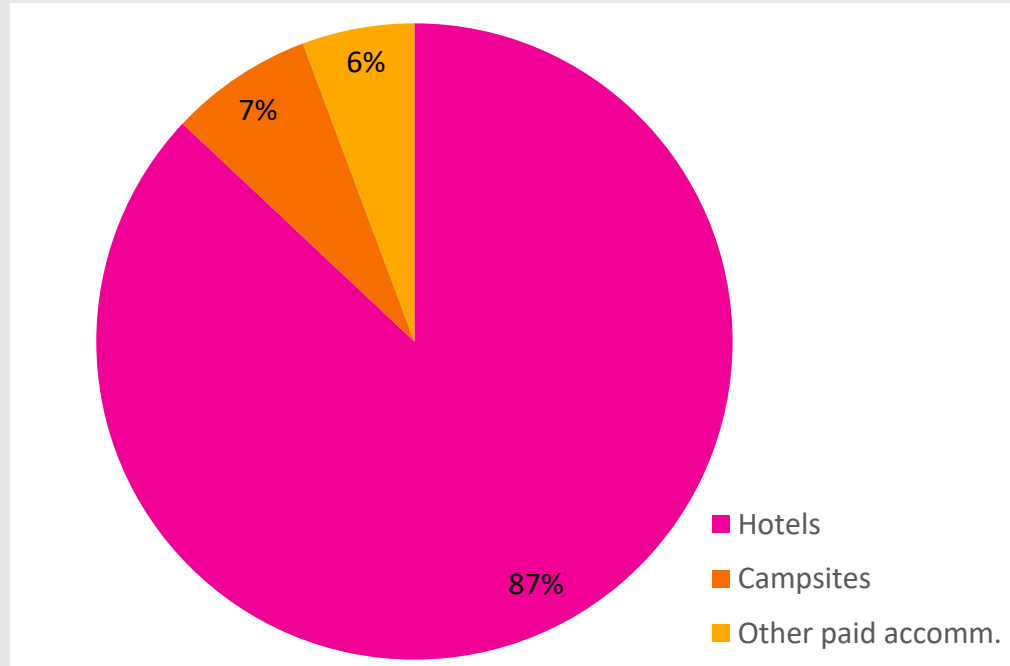


Nights & arrivals in paid accommodation

Type of accommodation, 2025

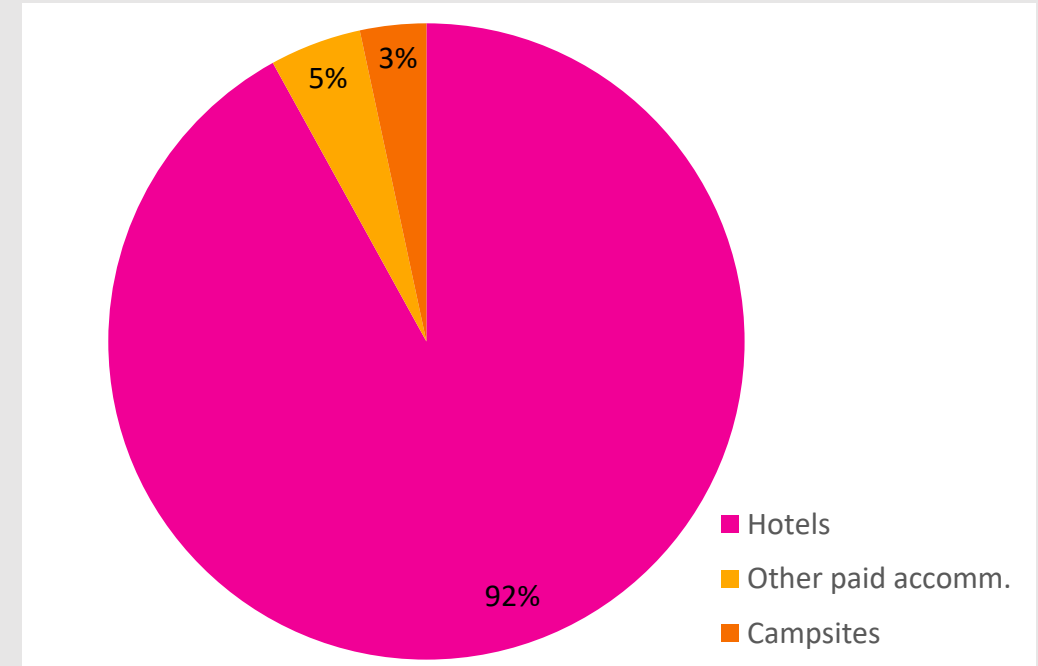


Nights,
paid accommodation, 2025



Hotels	314.716	+20% (vs. 2024)	+19% (vs. 2019)
Campsites	26.377	+7% (vs. 2024)	-1% (vs. 2019)
Other paid accomm.	20.619	+8% (vs. 2024)	-3% (vs. 2019)

Arrivals,
paid accommodation, 2025



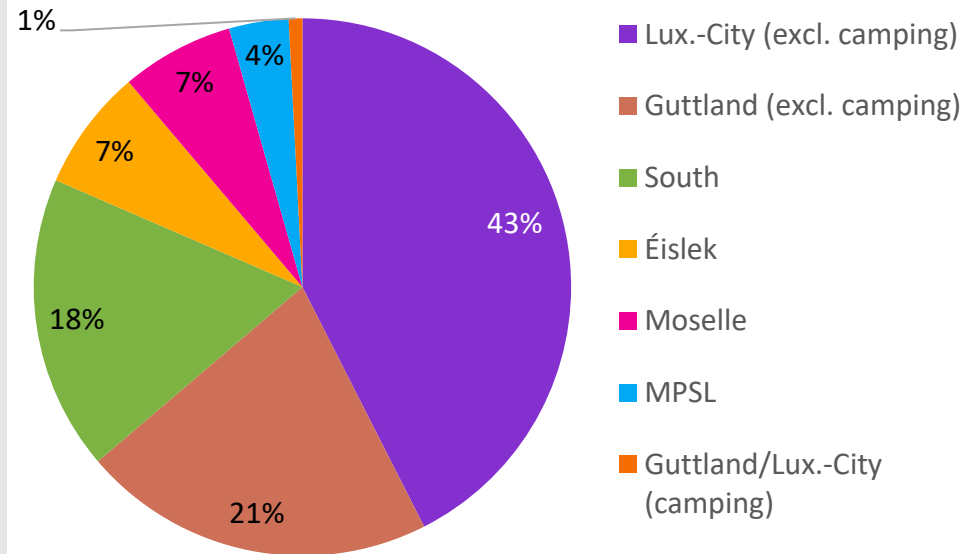
Hotels	195.193	+19% (vs. 2024)	+23% (vs. 2019)
Other paid accomm.	9.884	+10% (vs. 2024)	-4% (vs. 2019)
Campsites	7.133	+13% (vs. 2024)	+23% (vs. 2019)

Nights & arrivals in paid accommodation

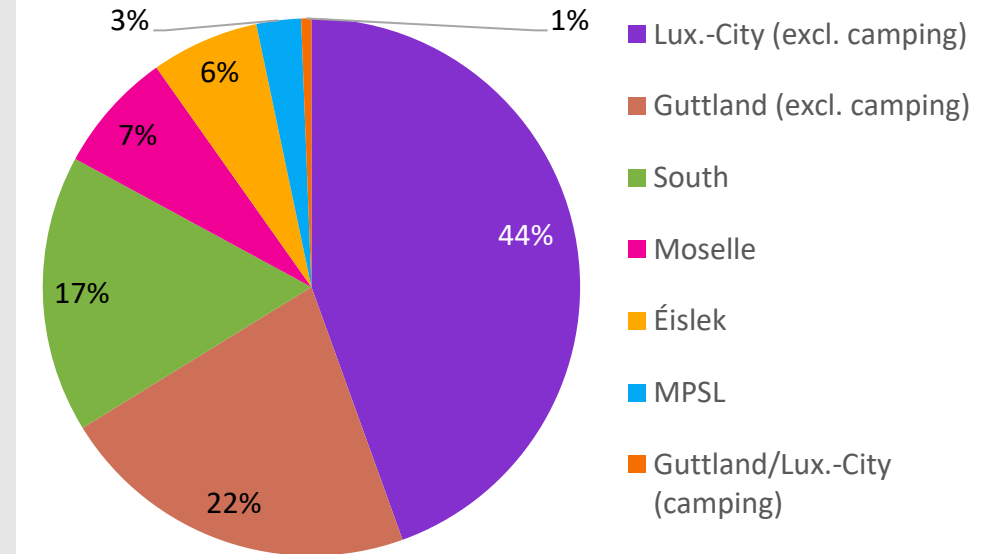
Regions, 2025



Nights, paid accommodation, 2025



Arrivals, paid accommodation, 2025



Lux.-City (excl. camping)	153.795	+11% (vs. 2024)	-1% (vs. 2019)
Guttland (excl. camping)	76.854	+61% (vs. 2024)	+93% (vs. 2019)
South	64.159	+10% (vs. 2024)	+35% (vs. 2019)
Éislek	26.460	+21% (vs. 2024)	+6% (vs. 2019)
Moselle	24.519	-8% (vs. 2024)	-14% (vs. 2019)
MPSL	12.966	+24% (vs. 2024)	+5% (vs. 2019)
Guttland/Lux.-City (camping)	2.959	+12% (vs. 2024)	-16% (vs. 2019)

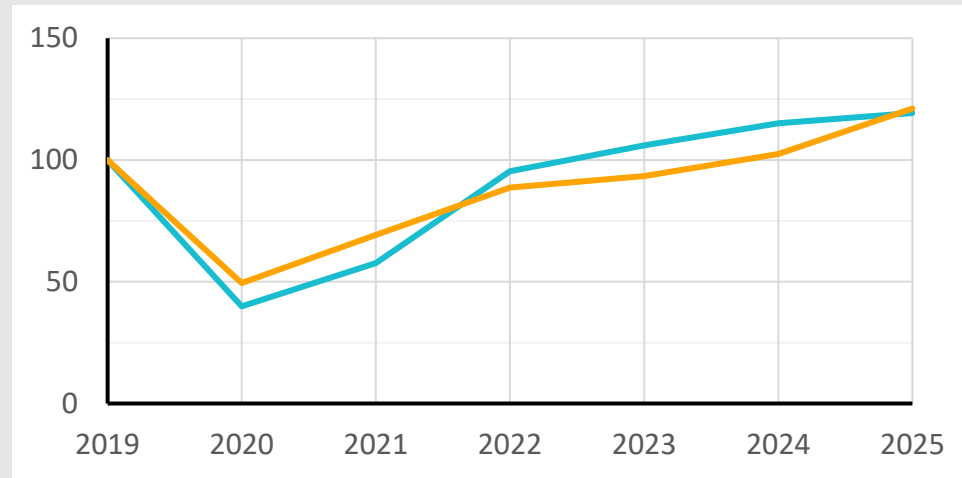
Lux.-City (excl. camping)	94.412	+13% (vs. 2024)	+2% (vs. 2019)
Guttland (excl. camping)	46.106	+39% (vs. 2024)	+90% (vs. 2019)
South	35.430	+23% (vs. 2024)	+54% (vs. 2019)
Moselle	15.491	-7% (vs. 2024)	+1% (vs. 2019)
Éislek	13.778	+19% (vs. 2024)	+3% (vs. 2019)
MPSL	5.691	+23% (vs. 2024)	+3% (vs. 2019)
Guttland/Lux.-City (camping)	1.302	-9% (vs. 2024)	-20% (vs. 2019)

Arrivals in paid accommodation

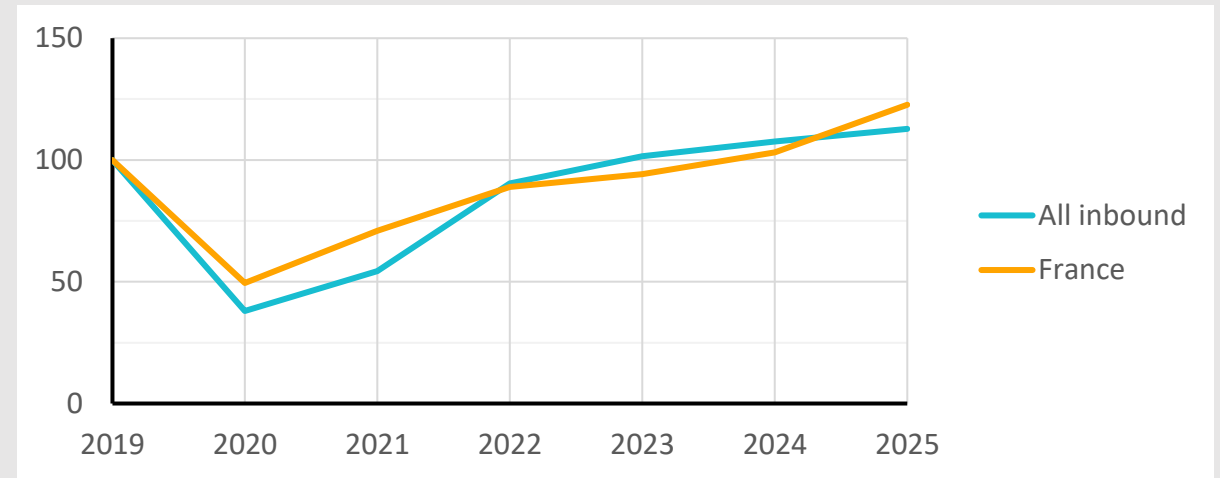
Trends 2019-2025



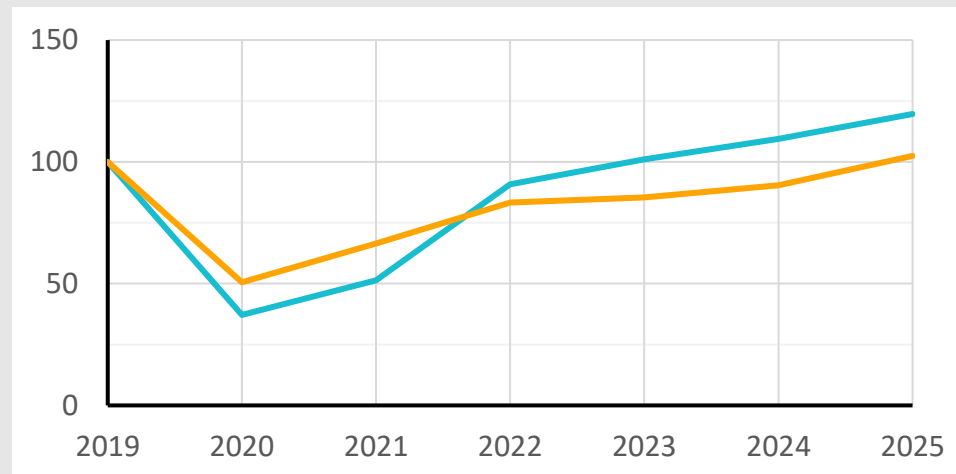
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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

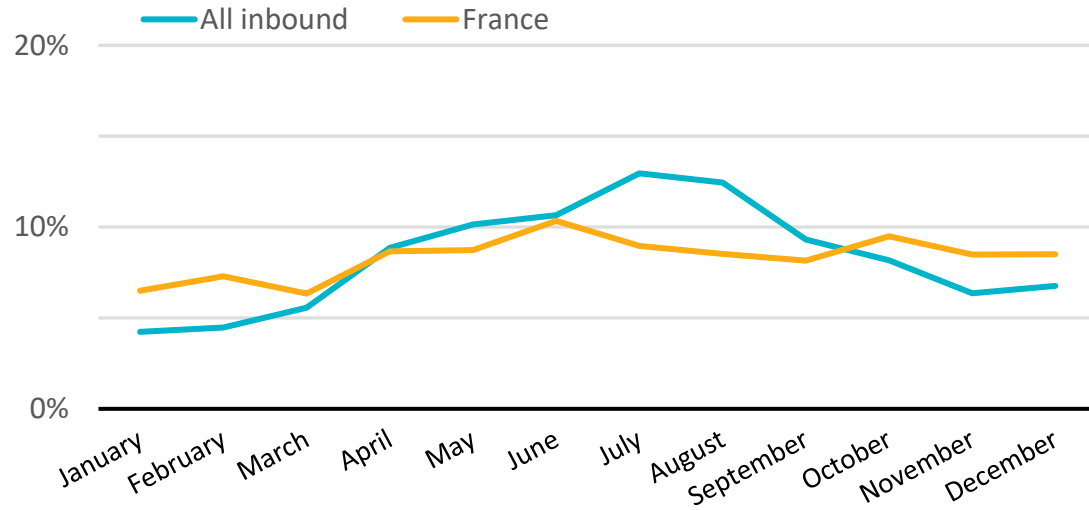


Arrivals in paid accommodation

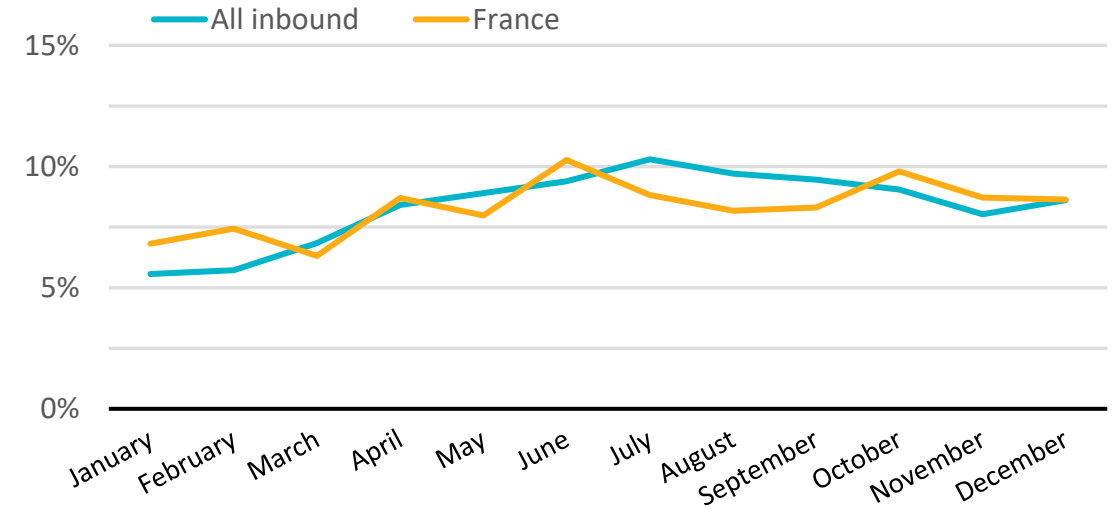
Seasonality



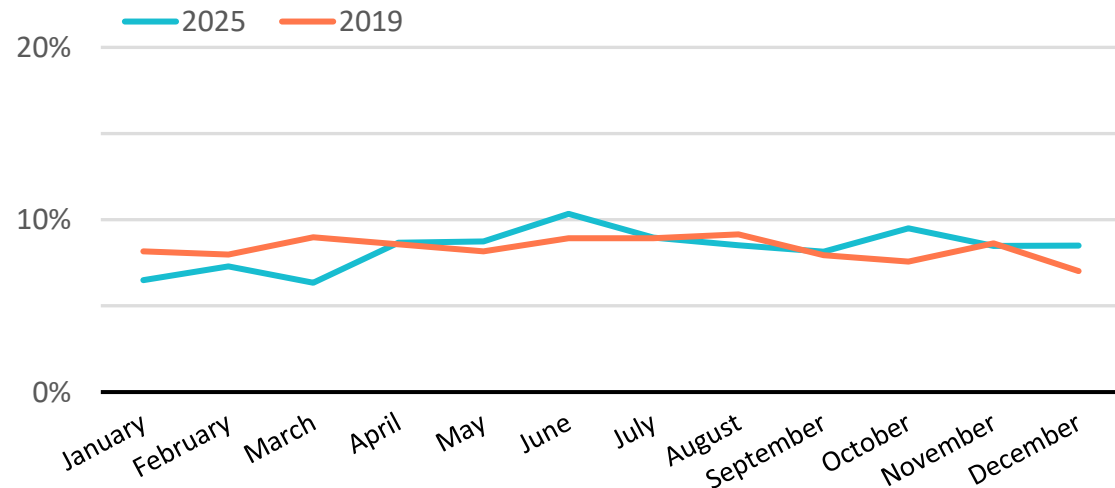
All paid accommodation, 2025



Hotels, 2025



All paid accommodation, arrivals from France



Short-term rentals

2025 and 2019-2025



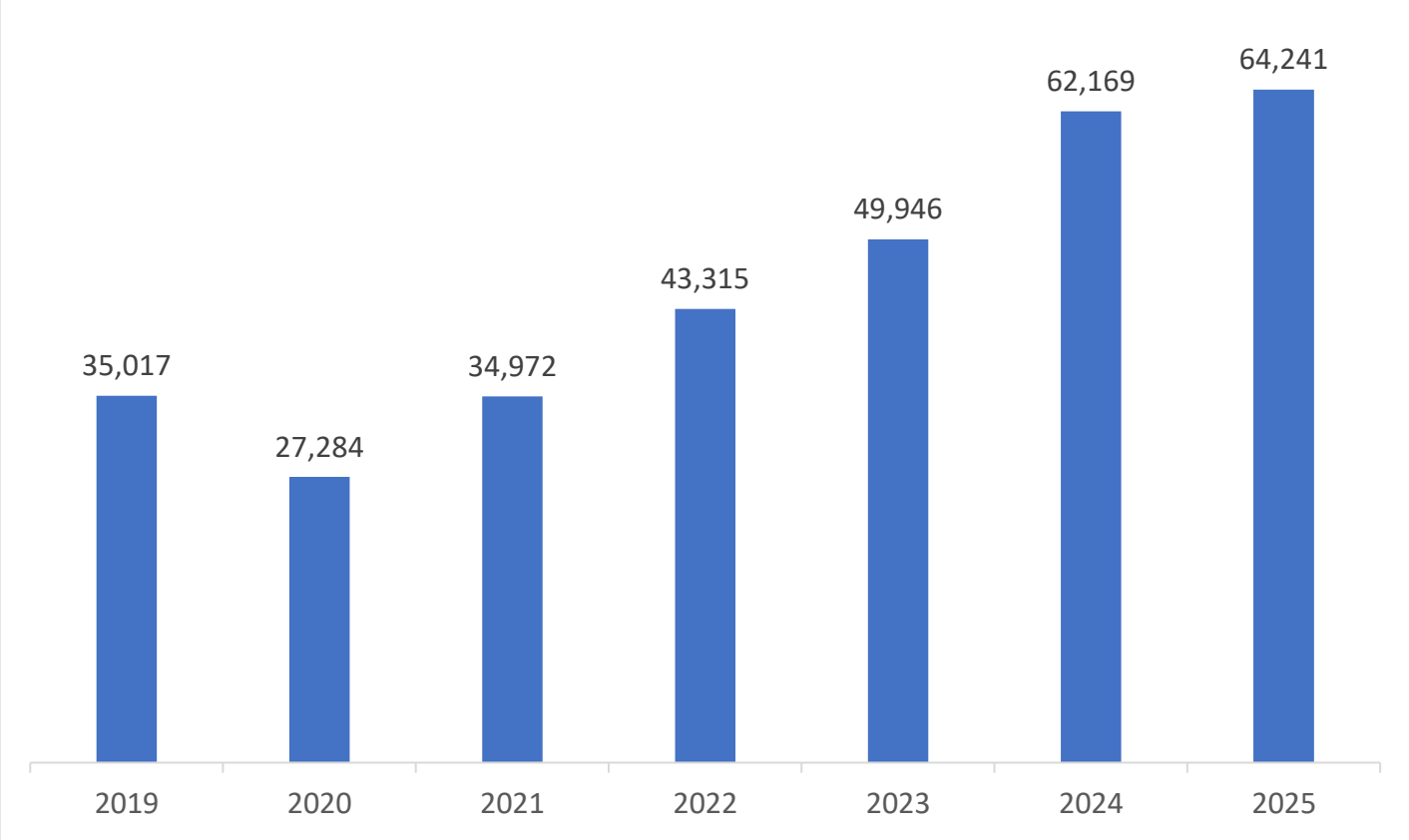
Nights,
Short-term rentals, 2025



+3% (vs. 2024)

+83% (vs. 2019)

Nights,
Short-term rentals, 2019-2025





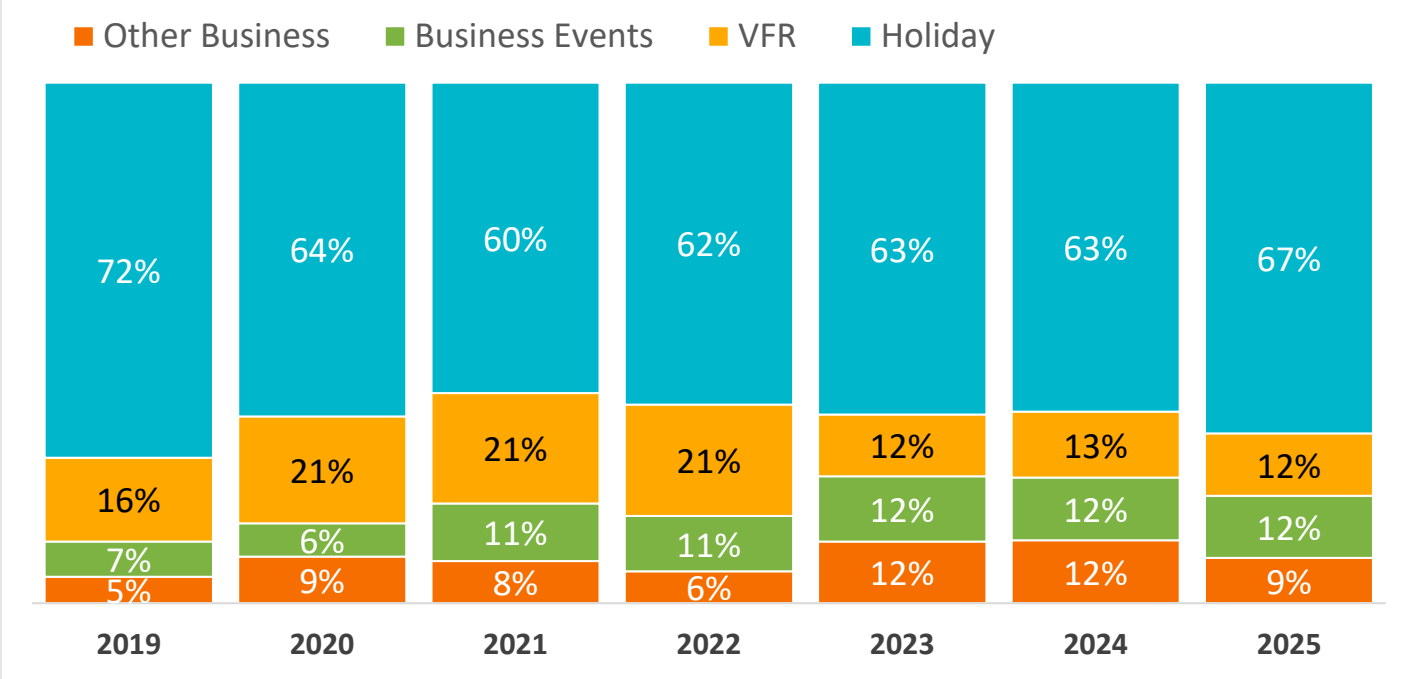
Characteristics of inbound trips

French trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2019-2025

French trips to Luxembourg, 2019-2025



2025

France to
Luxembourg

Europe to
Luxembourg

Holiday	67%	62%
VFR	12%	12%
Business Events	12%	17%
Other Business	9%	8%

Inbound same-day trips to Luxembourg

2025



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



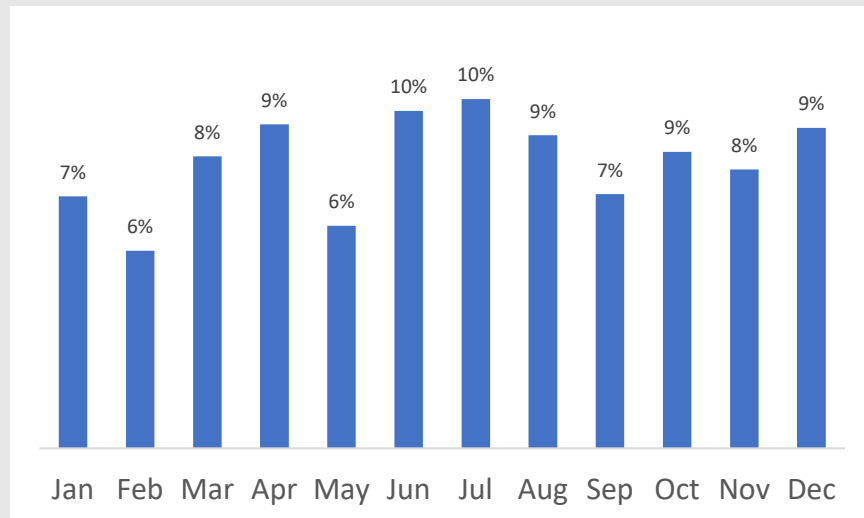
-8% (vs. 2024)

Average length
of same-day trips



+0,9 h (vs. 2024)

Seasonality
% of same-day trips

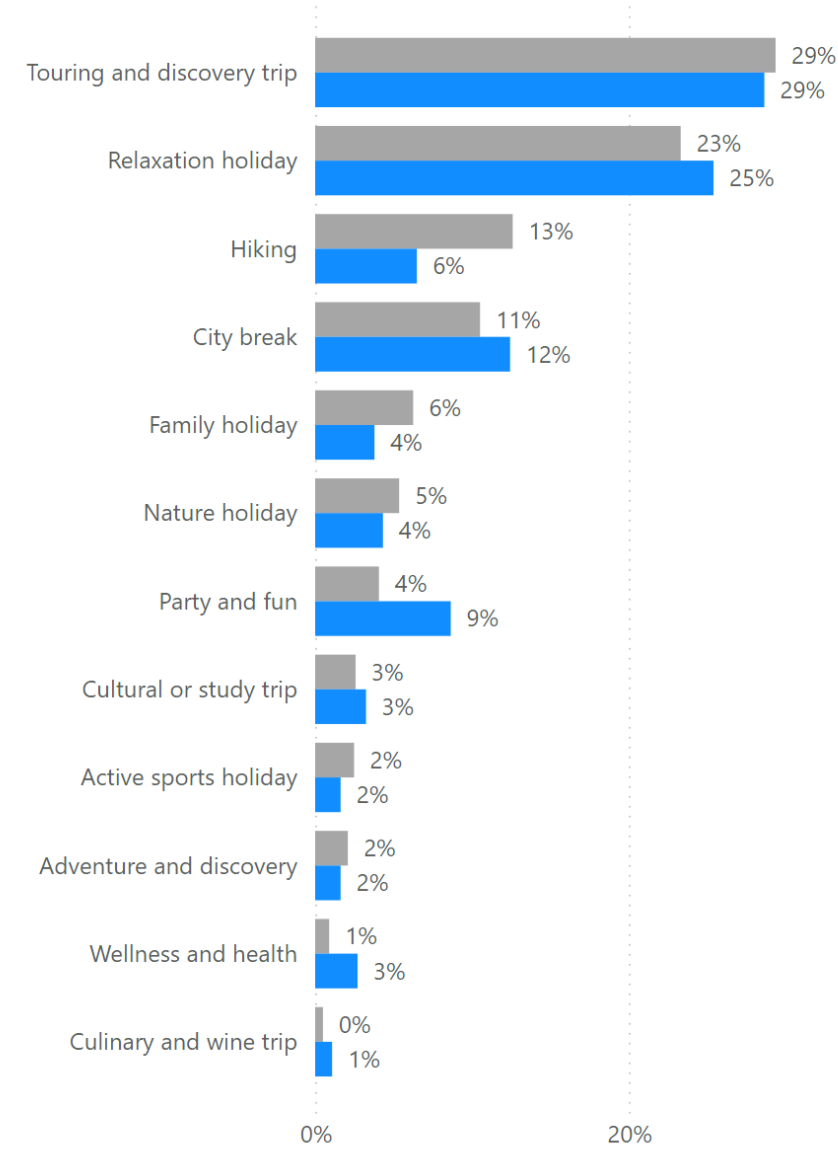




Travel behaviour of inbound leisure visitors

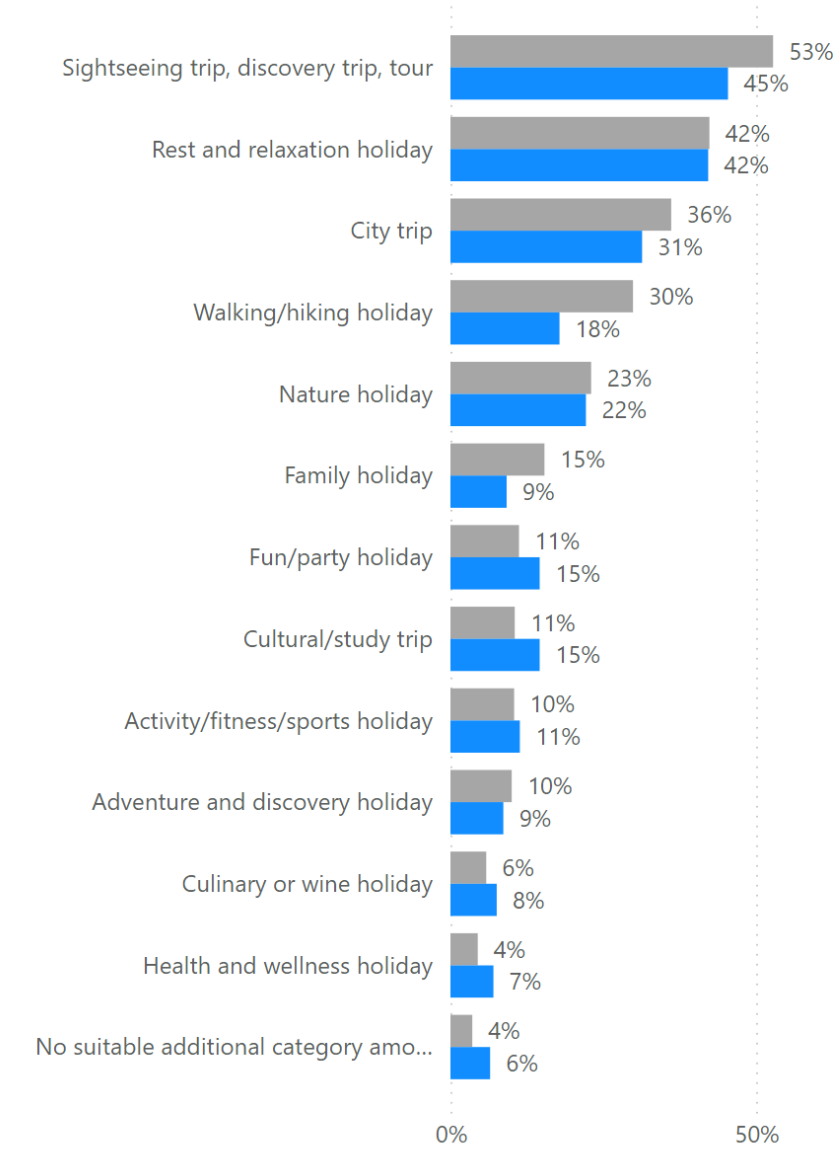
Main holiday types
Leisure overnight visitors, 2025

All inbound France



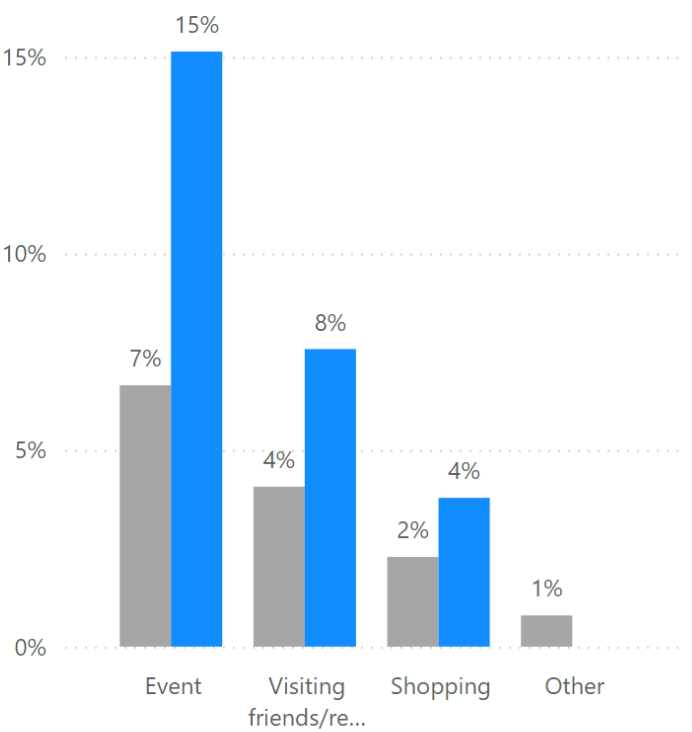
All holiday types
Leisure overnight visitors, 2025

All inbound France



Main purpose of overnight trip (if not holiday)
Leisure overnight visitors, 2025

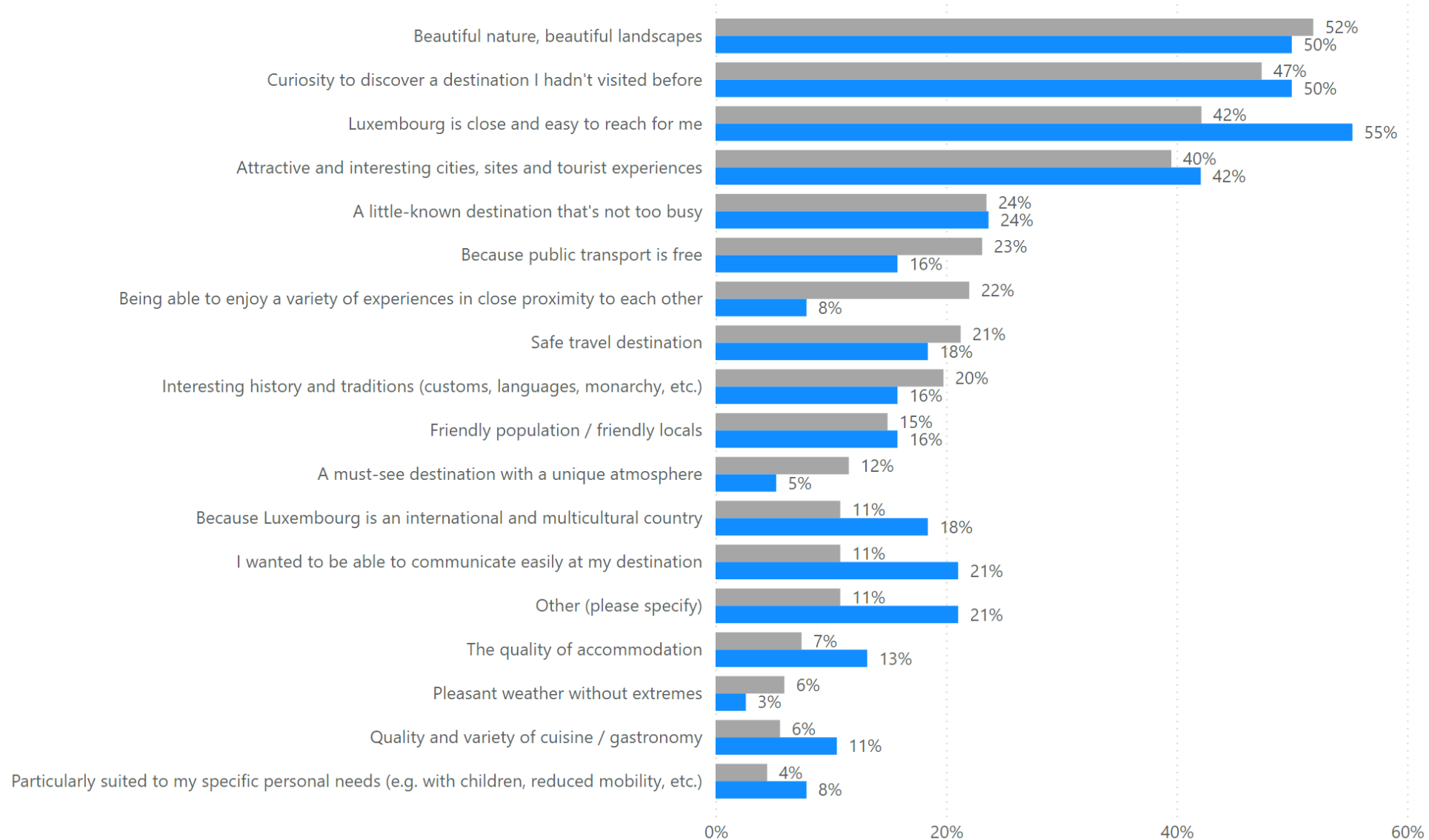
All inbound France



Reasons for choosing Luxembourg

Leisure overnight visitors, 2025

● All inbound ● France

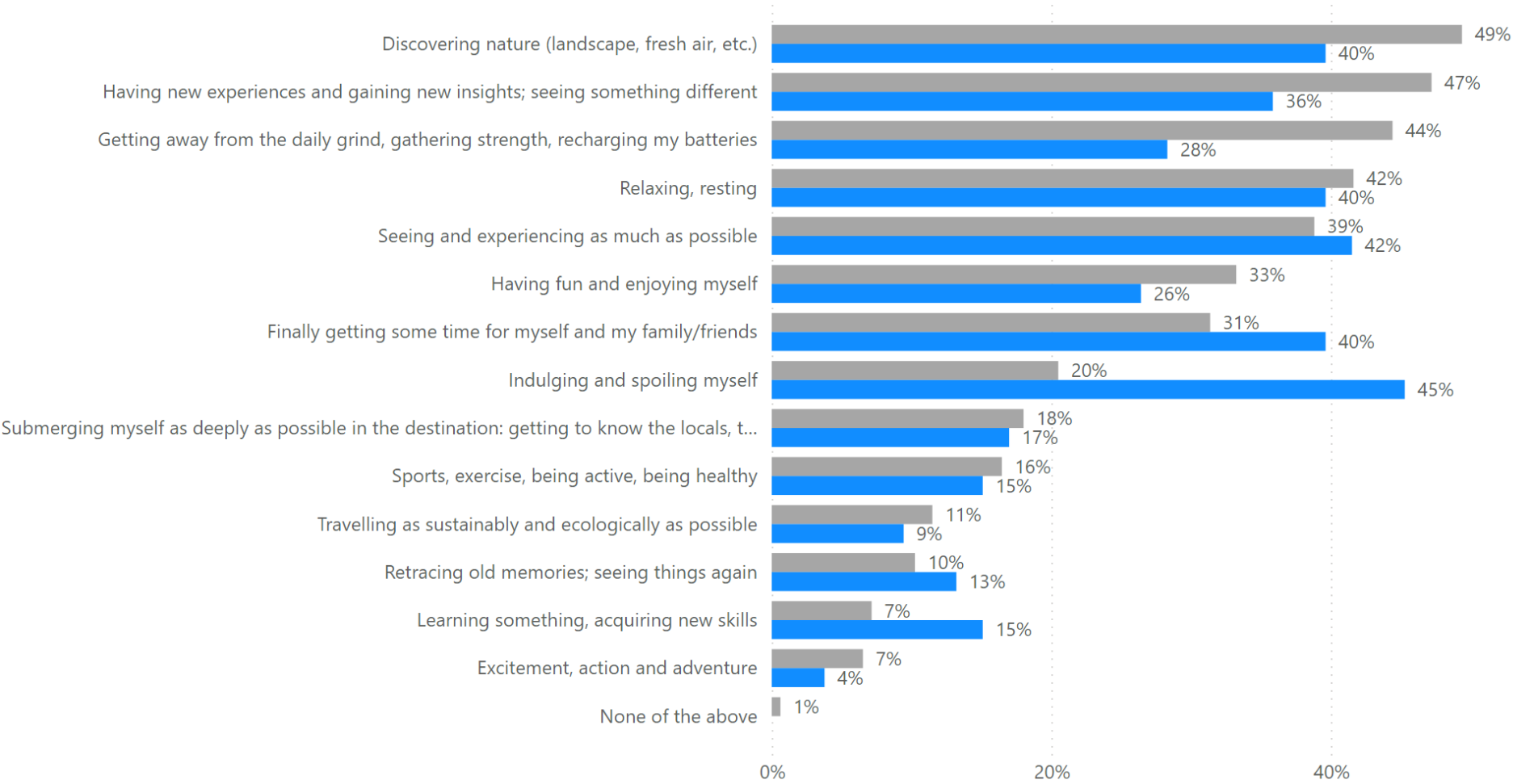


Low N for this question for segment(s): France (N=38)

Travel Motives

Leisure overnight visitors, 2025

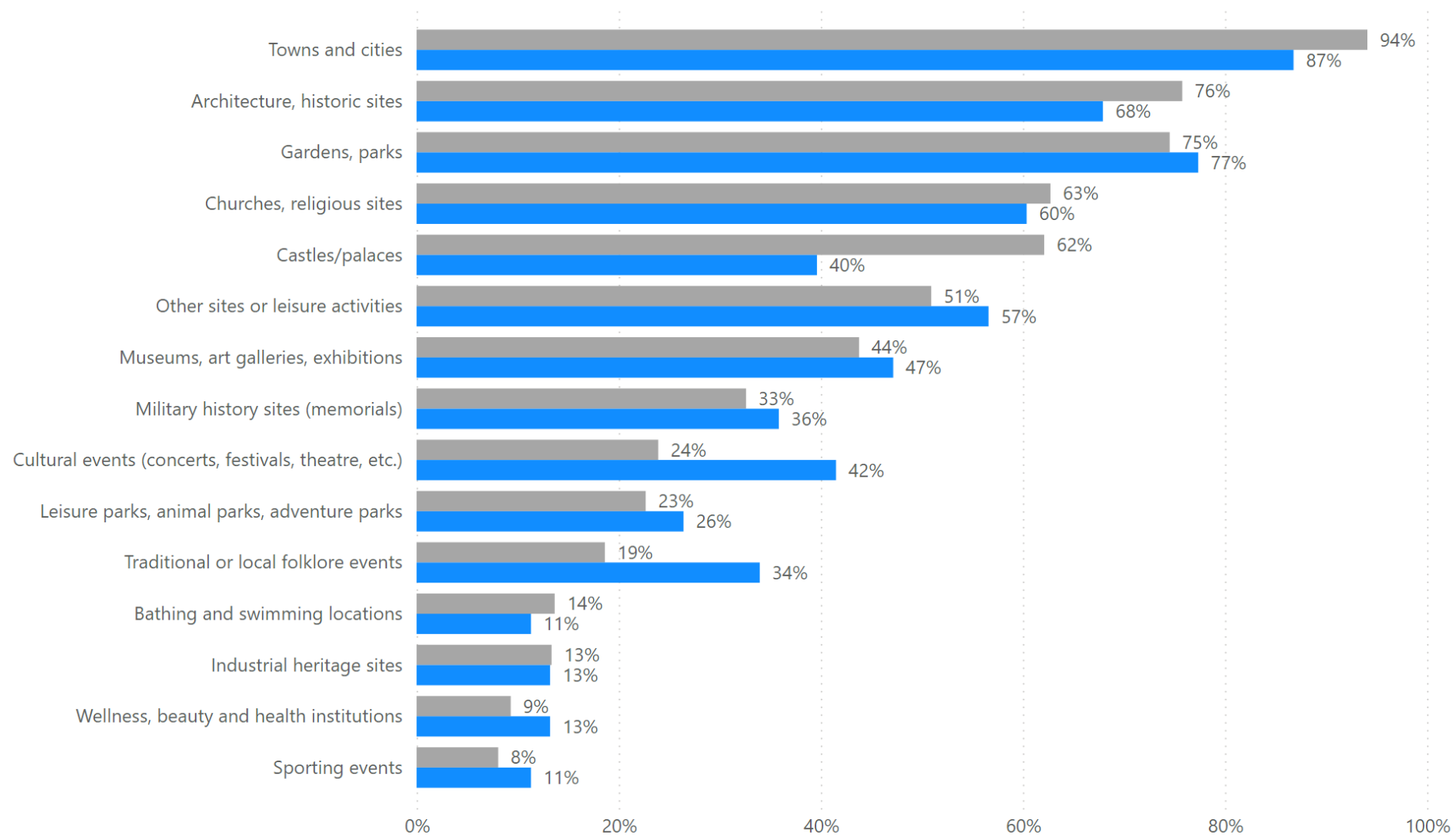
● All inbound ● France



Places visited

Leisure overnight visitors, 2025

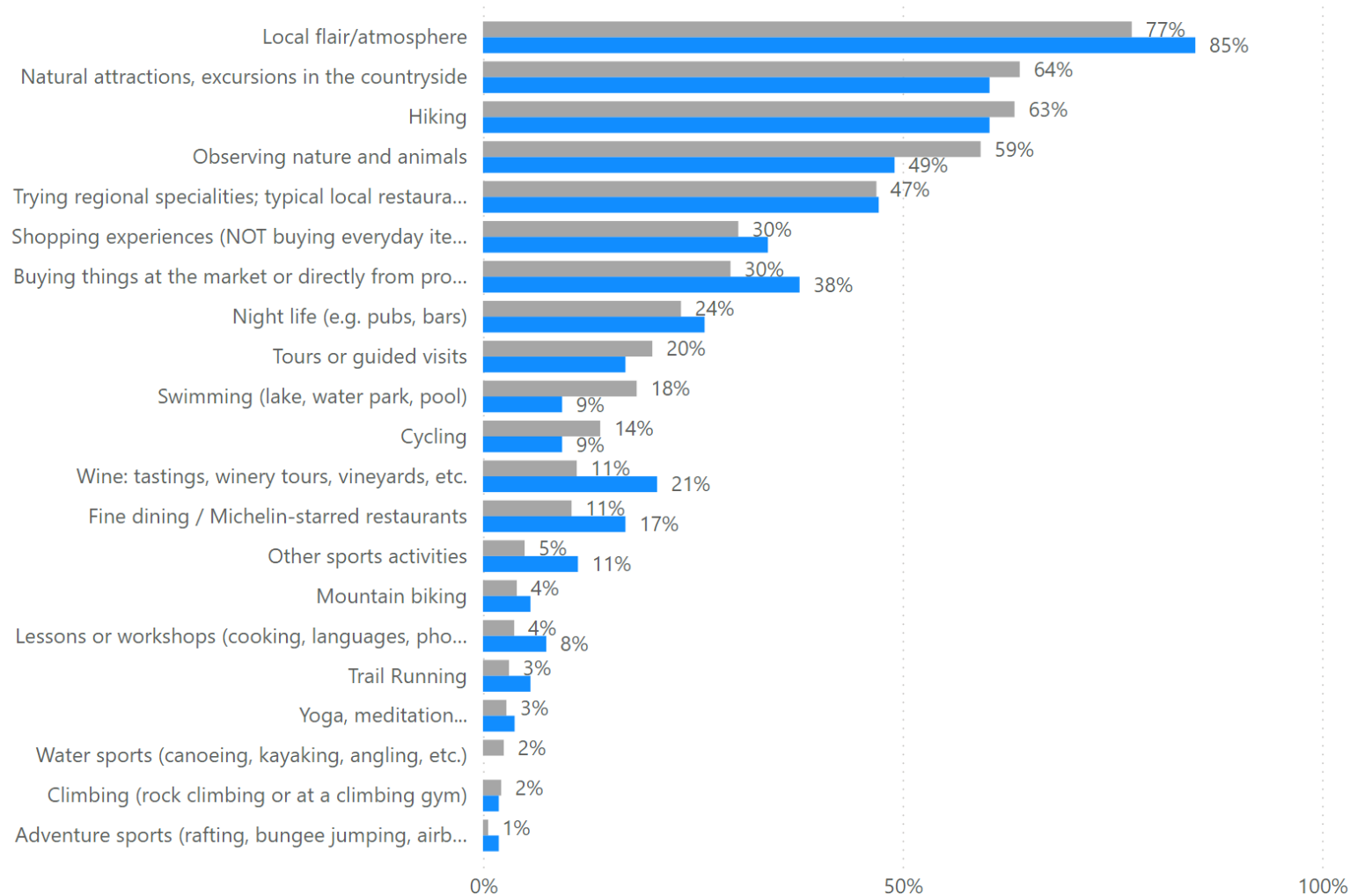
● All inbound ● France



Activities (sporting and non-sporting)

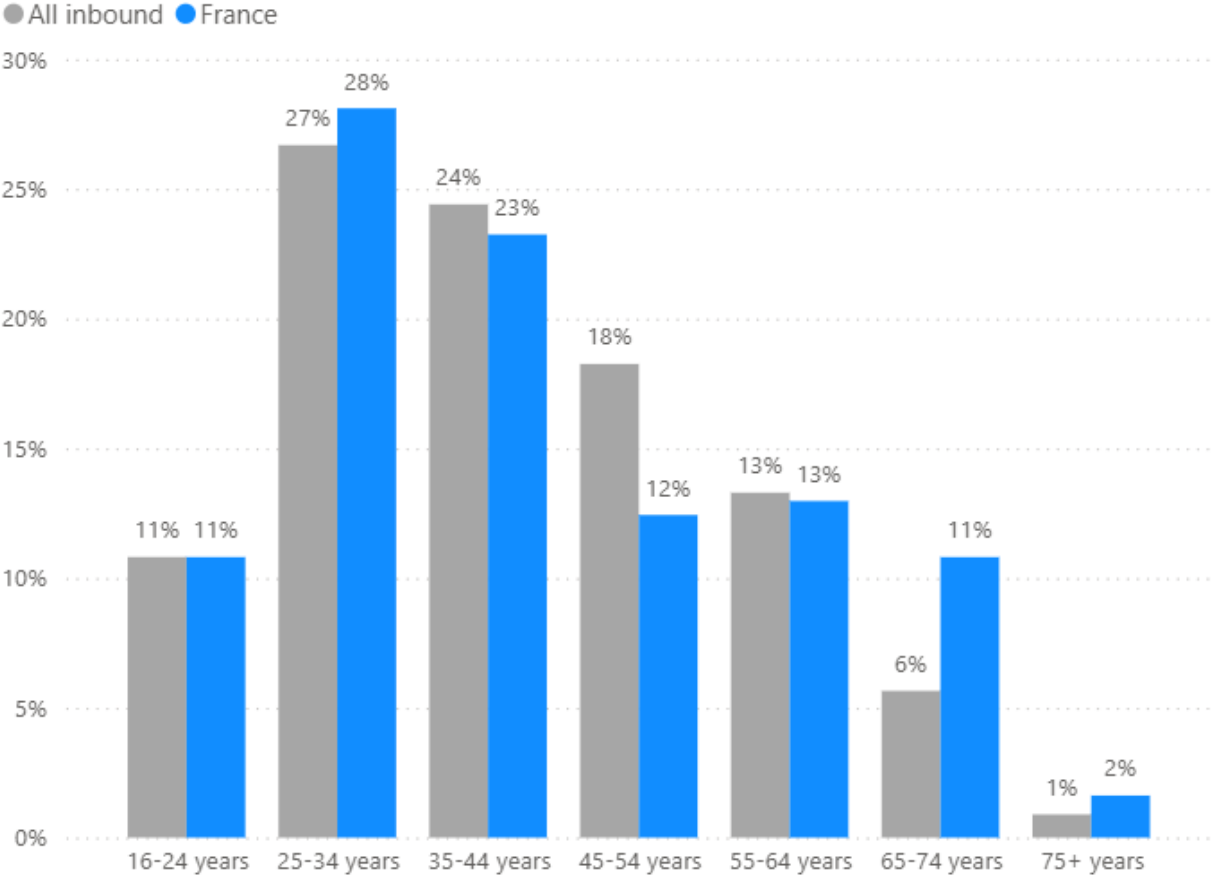
Leisure overnight visitors, 2025

● All inbound ● France

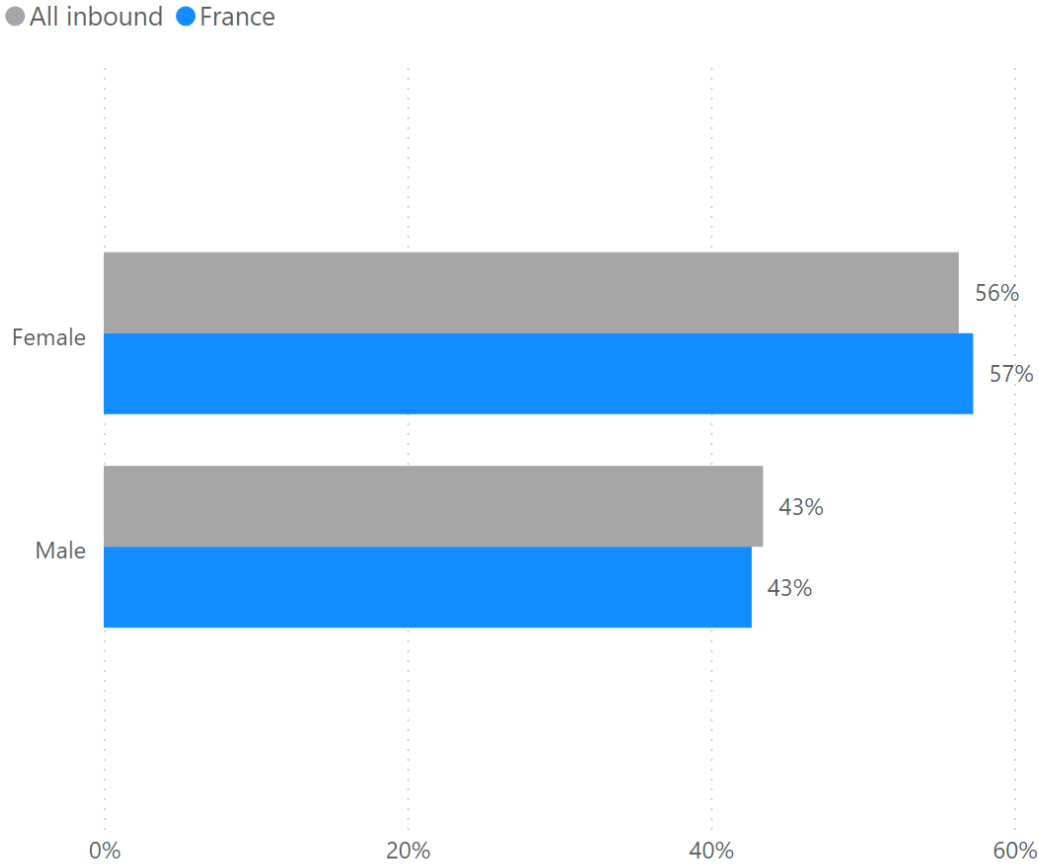




Age
Leisure overnight visitors, 2025



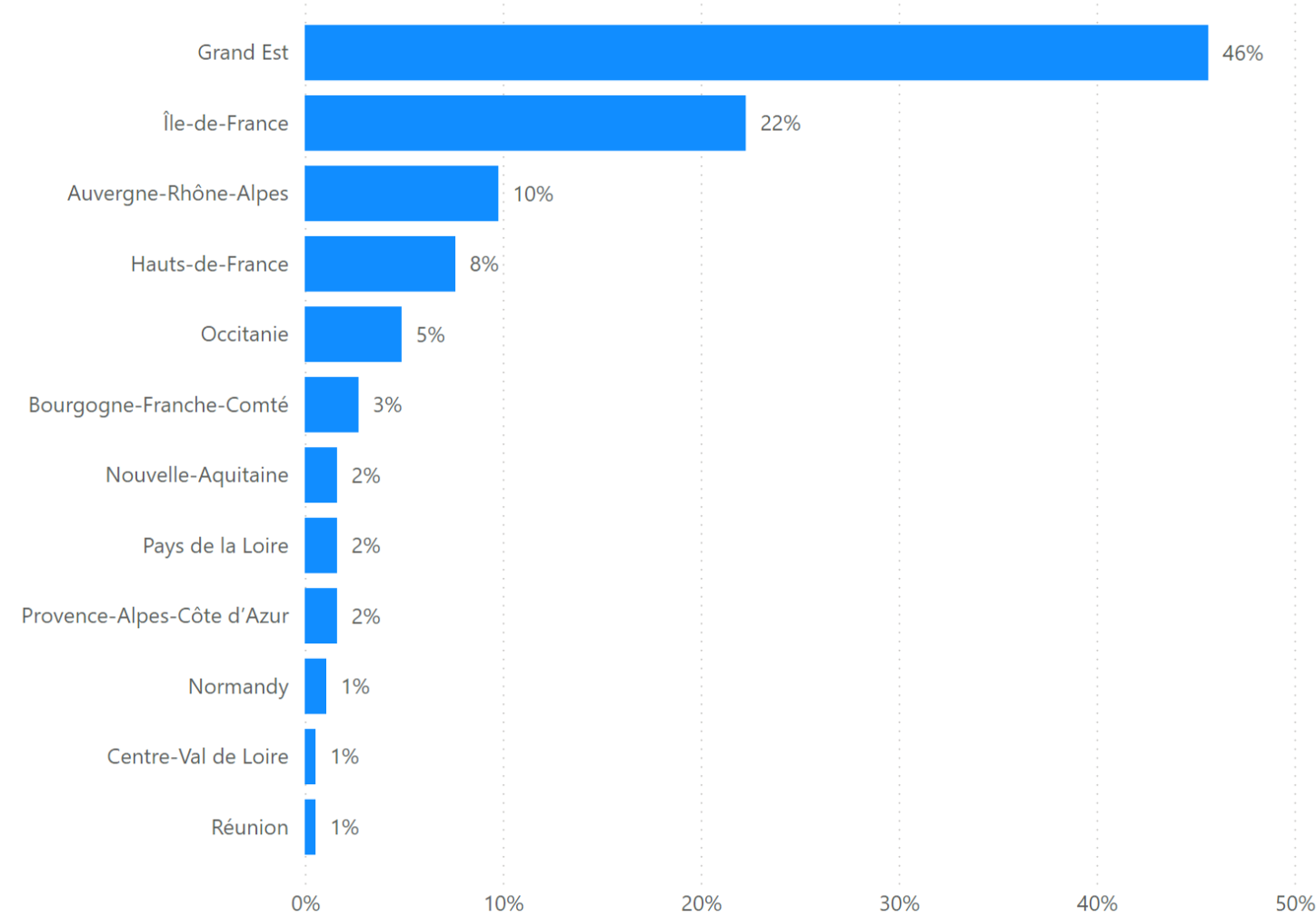
Gender
Leisure overnight visitors, 2025





Region of origin
Leisure overnight visitors, 2025

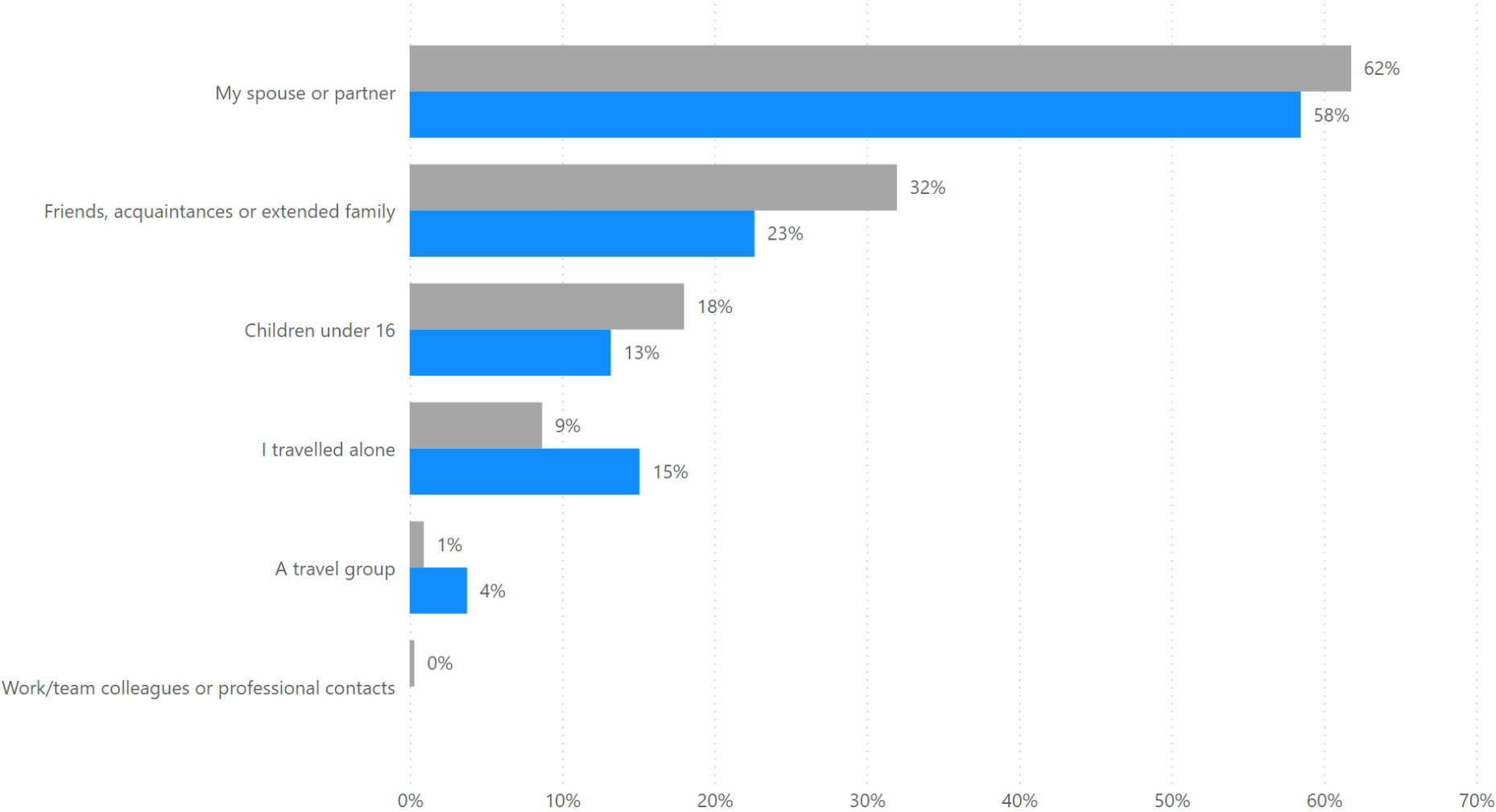
● France

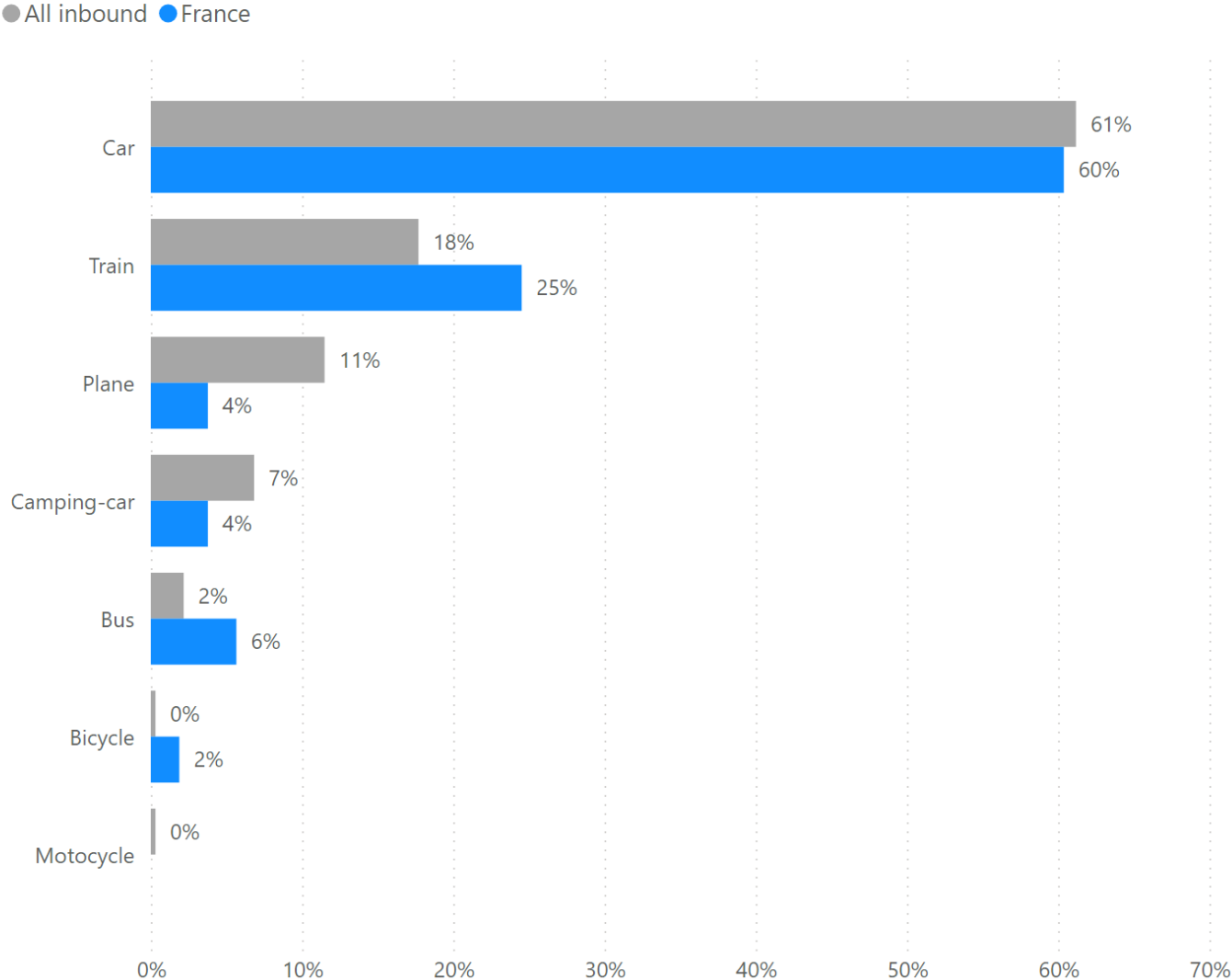




Travel party
Leisure overnight visitors, 2025

● All inbound ● France





First-time visitors
Leisure overnight visitors, 2025

60%

All inbound

43%

France

Visitors spending nights in
Luxembourg and abroad
during same trip

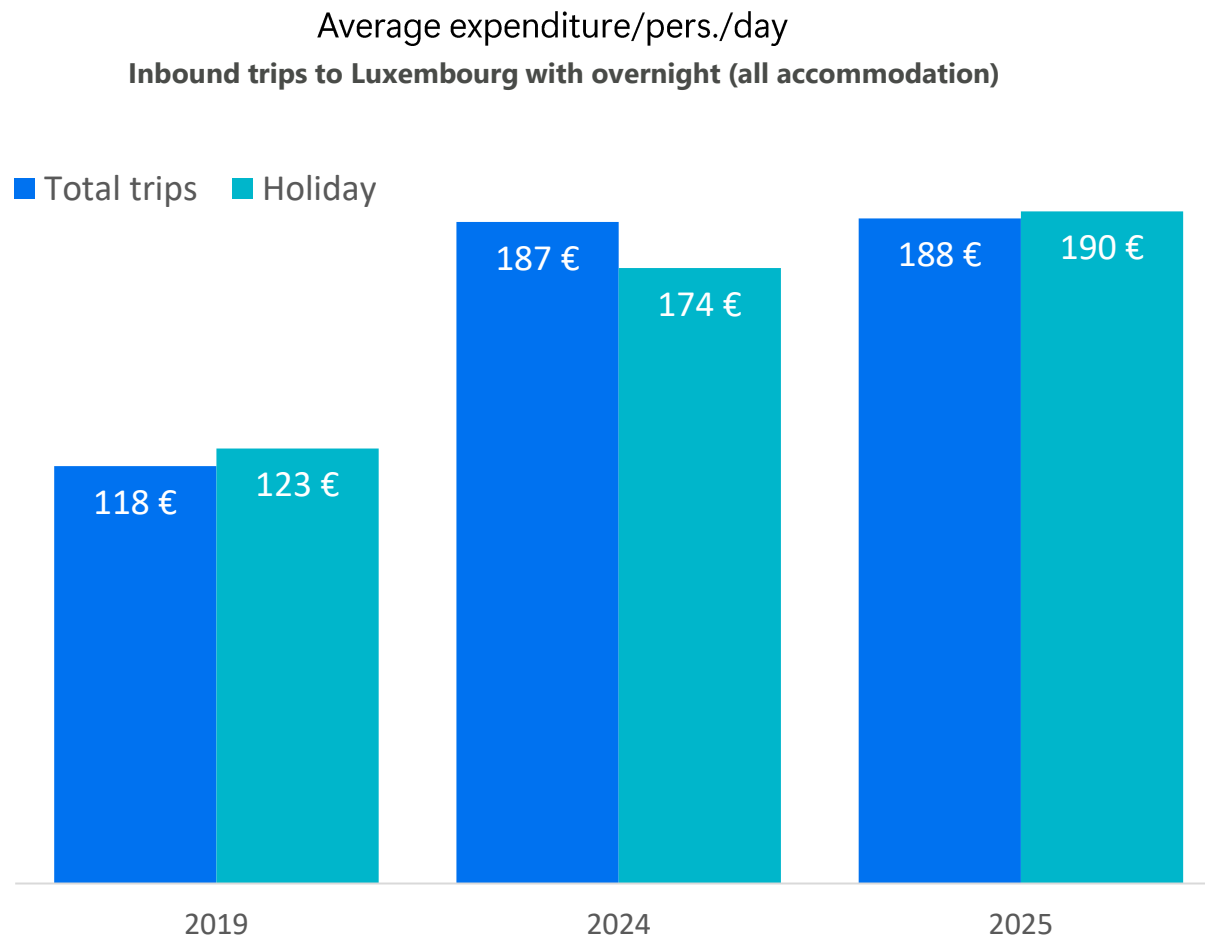
Leisure overnight visitors, 2025

33%

All inbound

43%

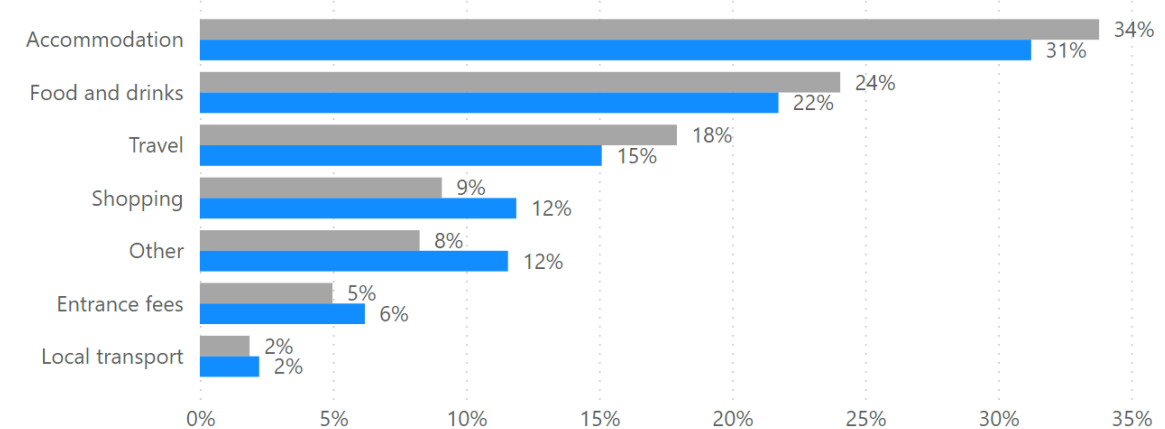
France



Spending categories

Leisure overnight visitors, 2025

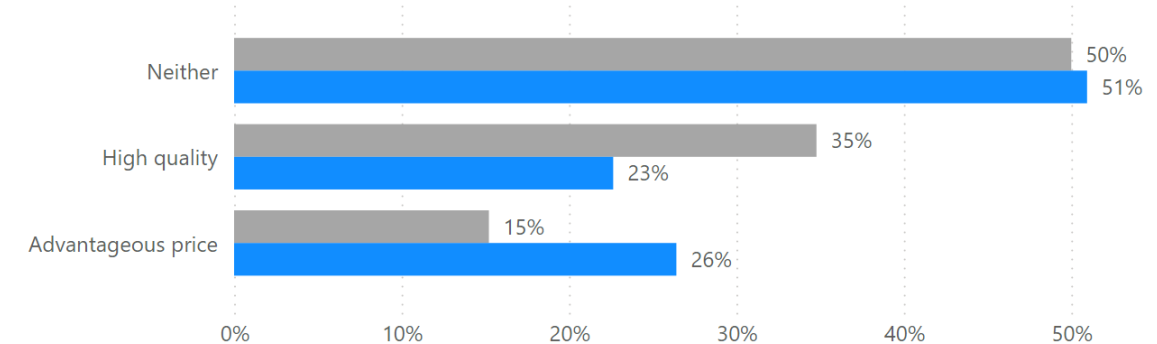
● All inbound ● France



Quality vs. price orientation

Leisure overnight visitors, 2025

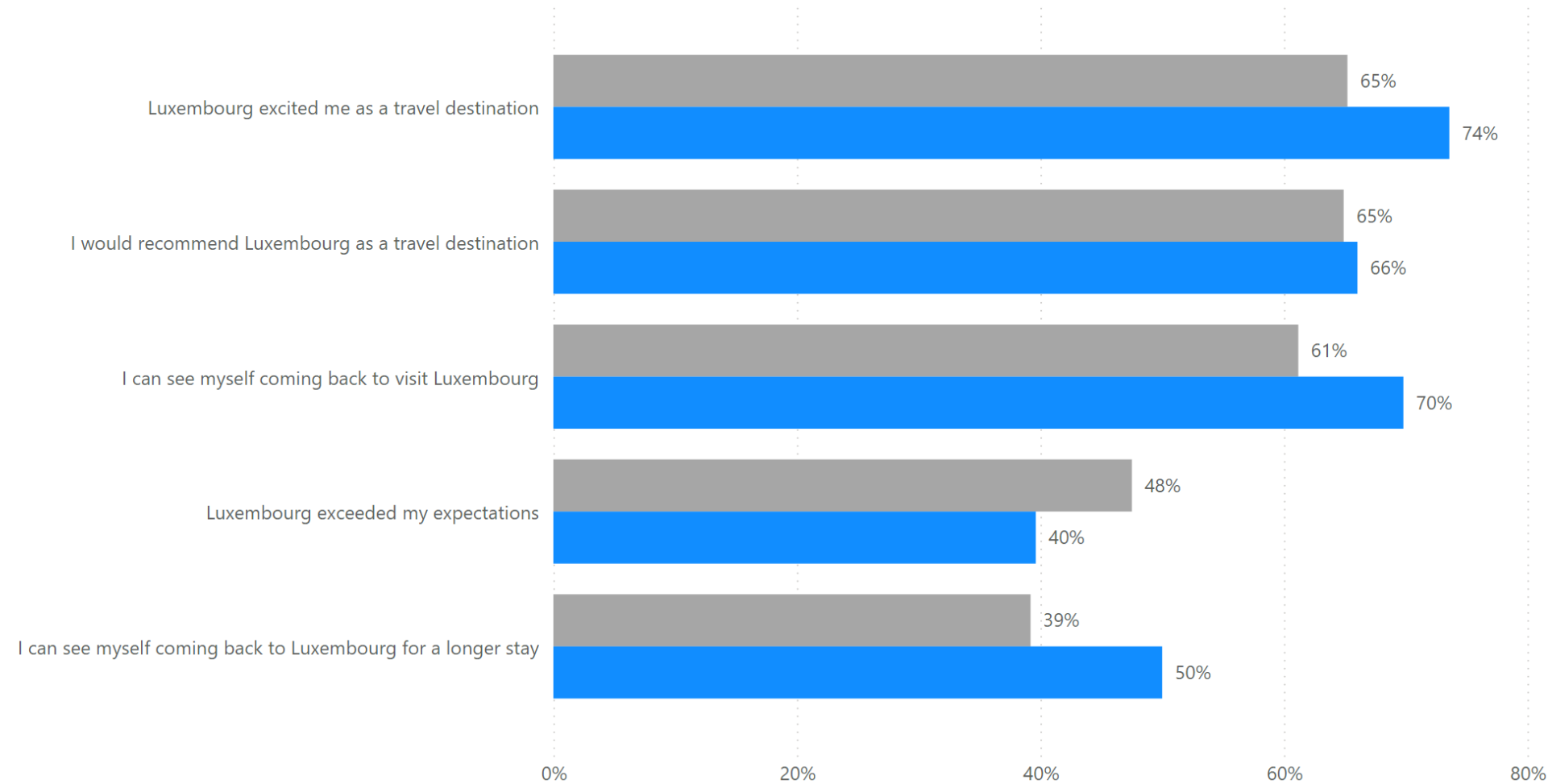
● All inbound ● France





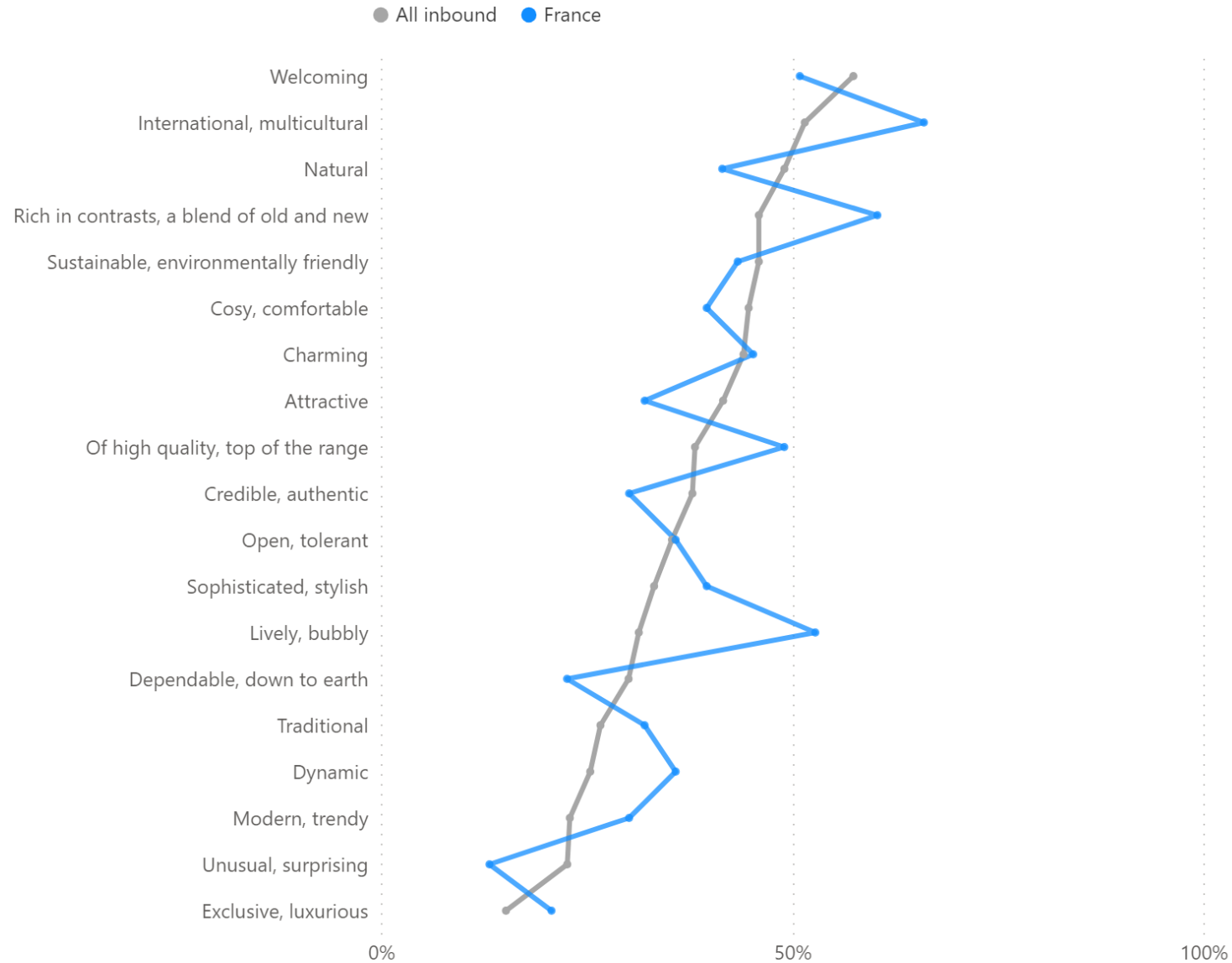
Overall satisfaction - % "strongly agree"
Leisure overnight visitors, 2025

● All inbound ● France



Brand features

Leisure overnight visitors, 2025





Target segments, Brand & Growth Potential

LFT Target Segments



France
All inbound

Explorers



Nature-Loving Actives



Relaxation Seekers



Short Breakers



Perfection Seekers

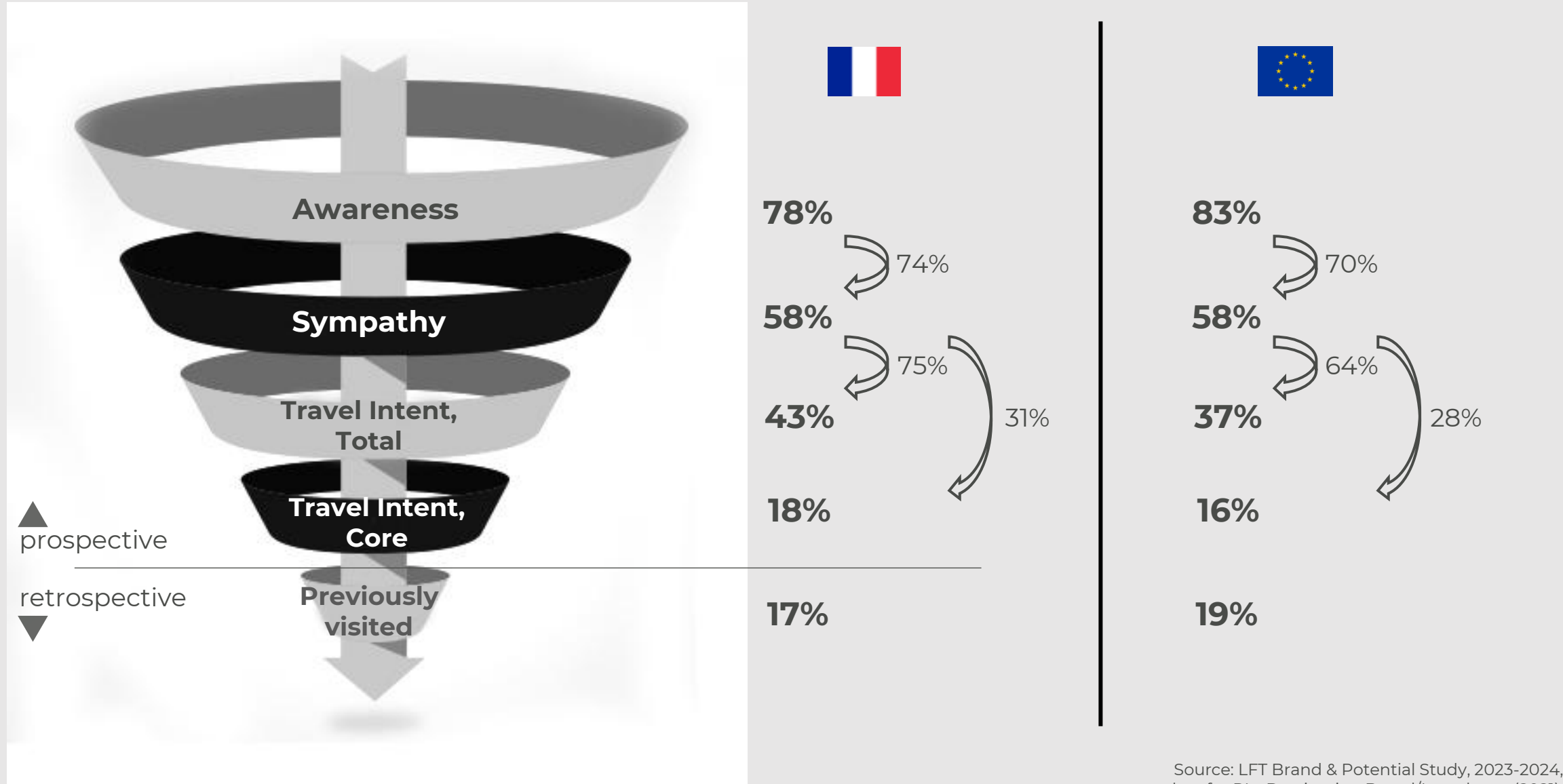


Leisure Oriented



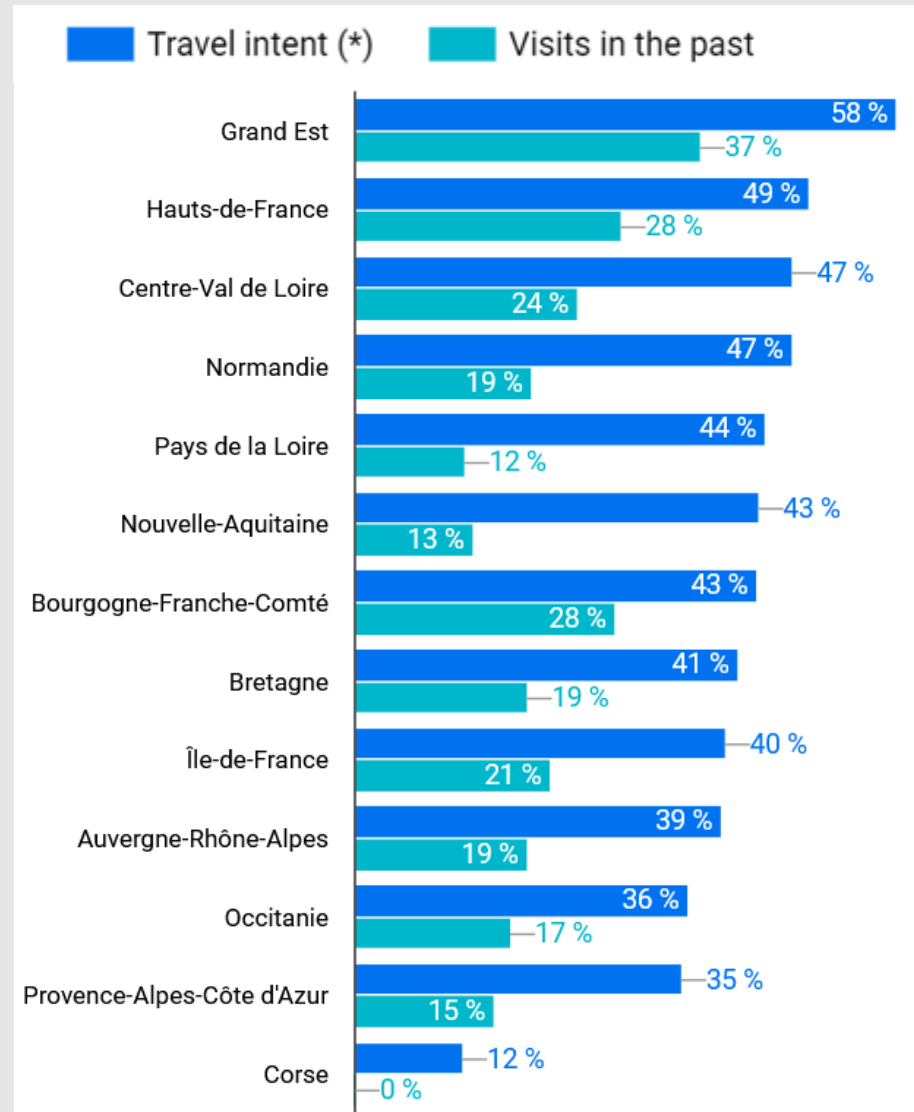
Destination Luxembourg - Brand Funnel 2024

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



Regional origin 2024

Past visitors and future potential



General theme interest (*)



Theme			
	Rank	Rank	% interested
Culinary	2	1	71%
Sightseeing	4	2	71%
Immersive travel	6	3	70%
Nature	3	4	69%
Resting/Relaxation	1	5	69%
Architecture/townscapes	7	6	68%
Family	12	7	67%
Learning/new skills	14	8	67%
Exchanging with locals	13	9	65%
Fun/entertainment	8	10	64%
History/Unesco	10	11	64%
Culture	11	12	61%
Events	16	13	61%
Sustainability	15	14	61%
City	5	15	60%
Castles	9	16	59%
Hiking	17	17	54%
Adventure/action	19	18	54%
Travelling by train	18	19	52%
Nightlife (**)	20	20	52%
Remembrance	26	21	51%
Shopping	23	22	49%
Active-sports	27	23	48%
Wine	21	24	48%
Countryside	22	25	48%
Industrial heritage	28	26	45%
Wellness	25	27	44%
Film locations	30	28	44%
Cycling	31	29	43%
Camping	29	30	40%
Luxury	24	31	37%
MTB	32	32	33%
Motorcycling	33	33	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
City	1	1	35%
Family	8	2	34%
Luxury	9	3	33%
Resting/Relaxation	2	4	32%
Architecture/townscapes	4	5	31%
Shopping	10	6	29%
Culture	6	7	27%
Culinary	3	8	28%
Nature	5	9	27%
Fun/entertainment	13	10	26%
Nightlife (**)	14	11	25%
Castles	7	12	24%
History/Unesco	12	13	23%
Events	23	14	20%
Hiking	11	15	18%
Cycling	20	16	18%
Wellness	16	17	17%
Active-sports	21	18	17%
Wine	15	19	17%
Sustainability	18	20	16%
Industrial heritage	24	21	6%
Remembrance	26	22	15%
Adventure/action	22	23	15%
Countryside	17	24	15%
Camping	19	25	13%
MTB	25	26	13%

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

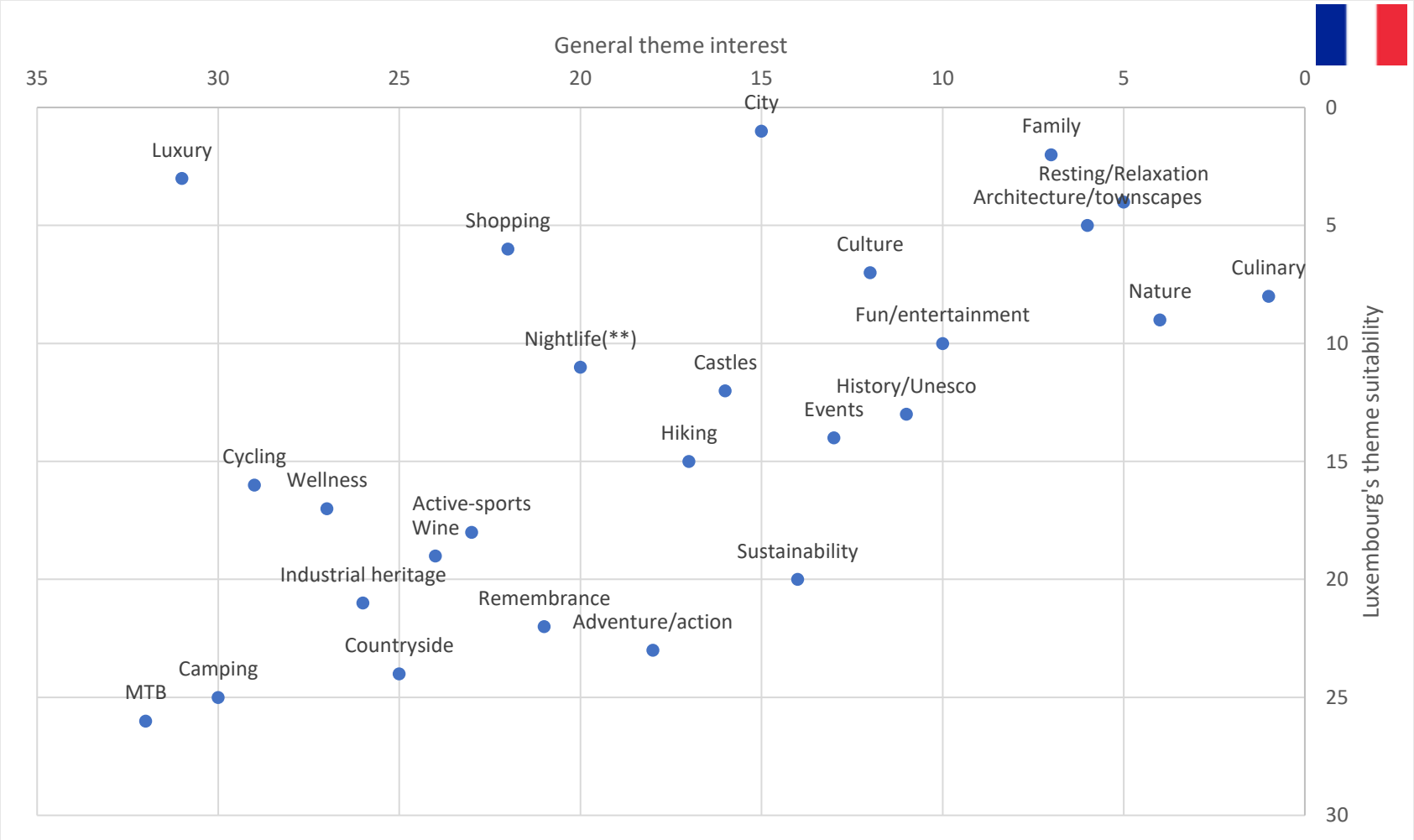
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) 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	44%
safe	1	2	37%
of high quality	3	3	33%
open-minded, tolerant, international	6	4	31%
welcoming, hospitable	4	5	30%
authentic, real	5	6	30%
exclusive, luxurious	8	7	29%
dynamic, modern	9	8	27%
attractive, appealing	7	9	25%
varied, diversified	12	10	23%
lively, trendy	13	11	21%
surprising	11	12	19%
service oriented	10	13	18%
affordable	16	14	17%
not overcrowded / insider tip	14	15	17%
sustainable	15	16	17%

(*) 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



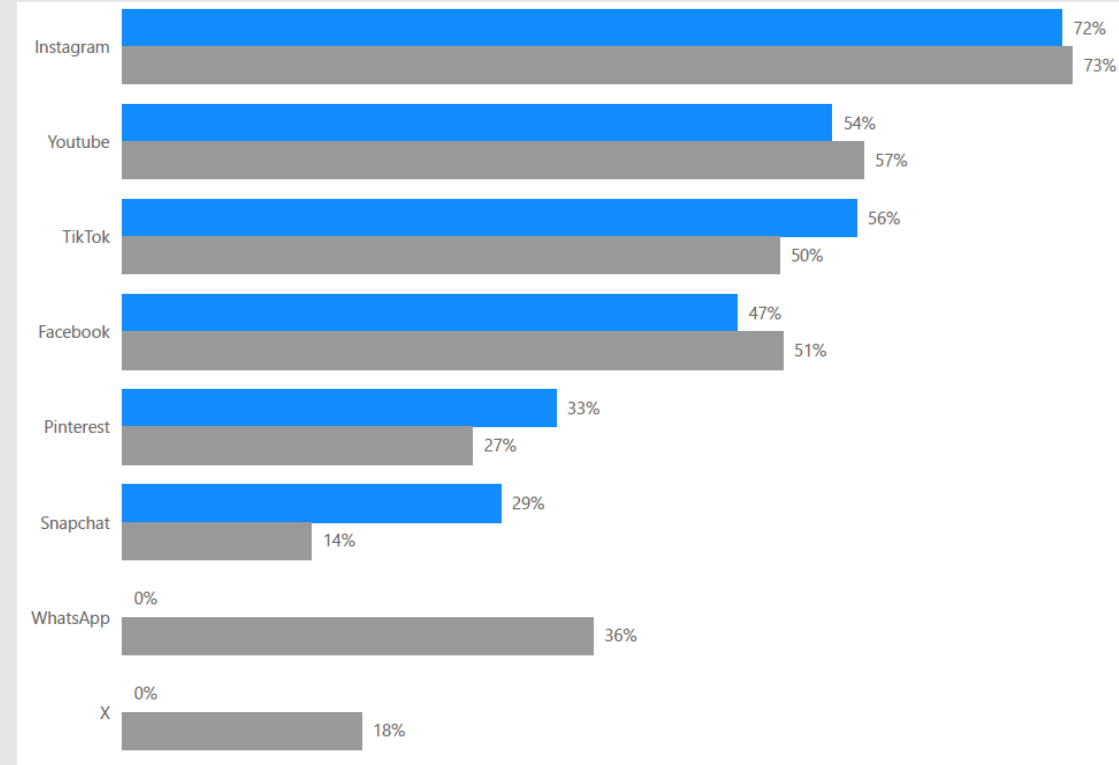
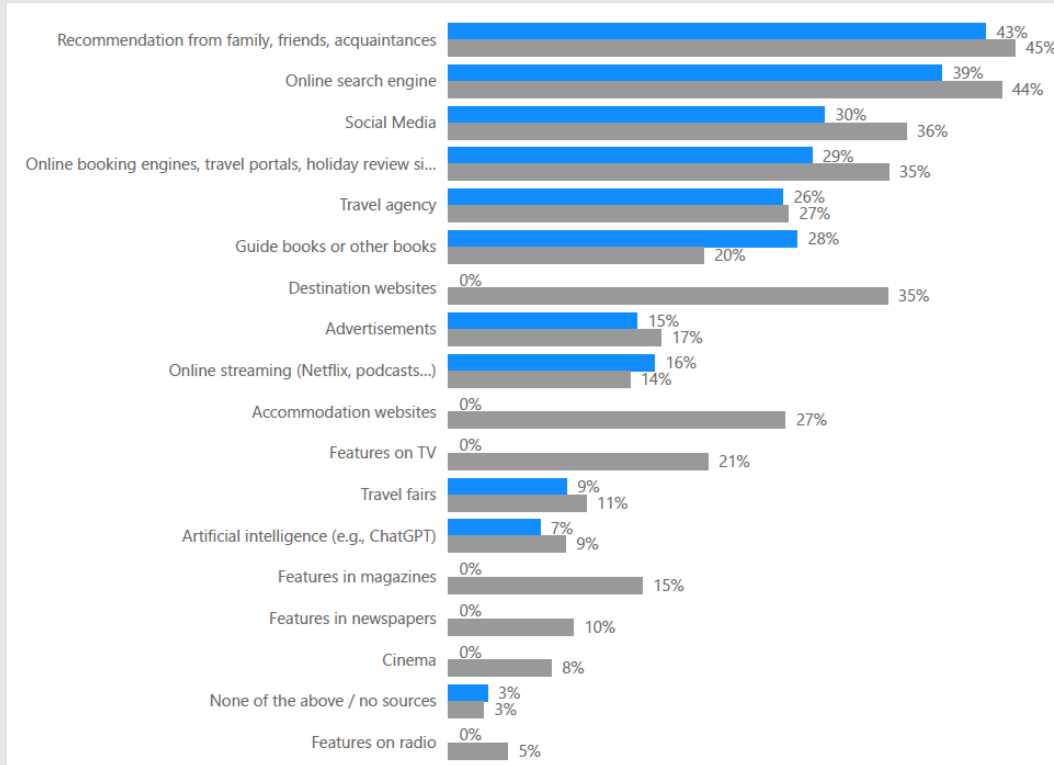
Trip organisation and preferences (1)

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



France
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)

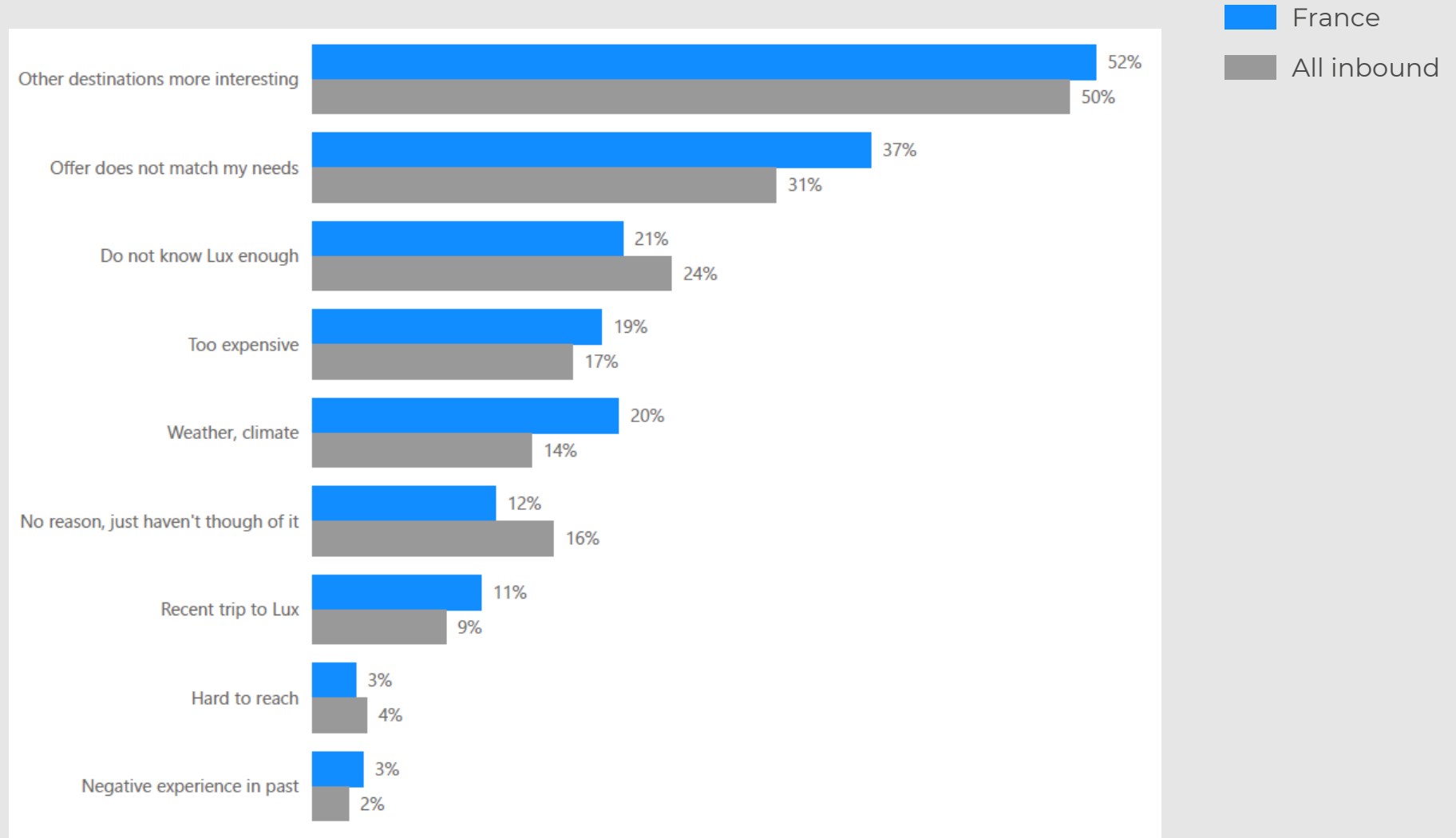


Trip organisation and preferences (2)

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



Reasons for not considering Luxembourg as a destination

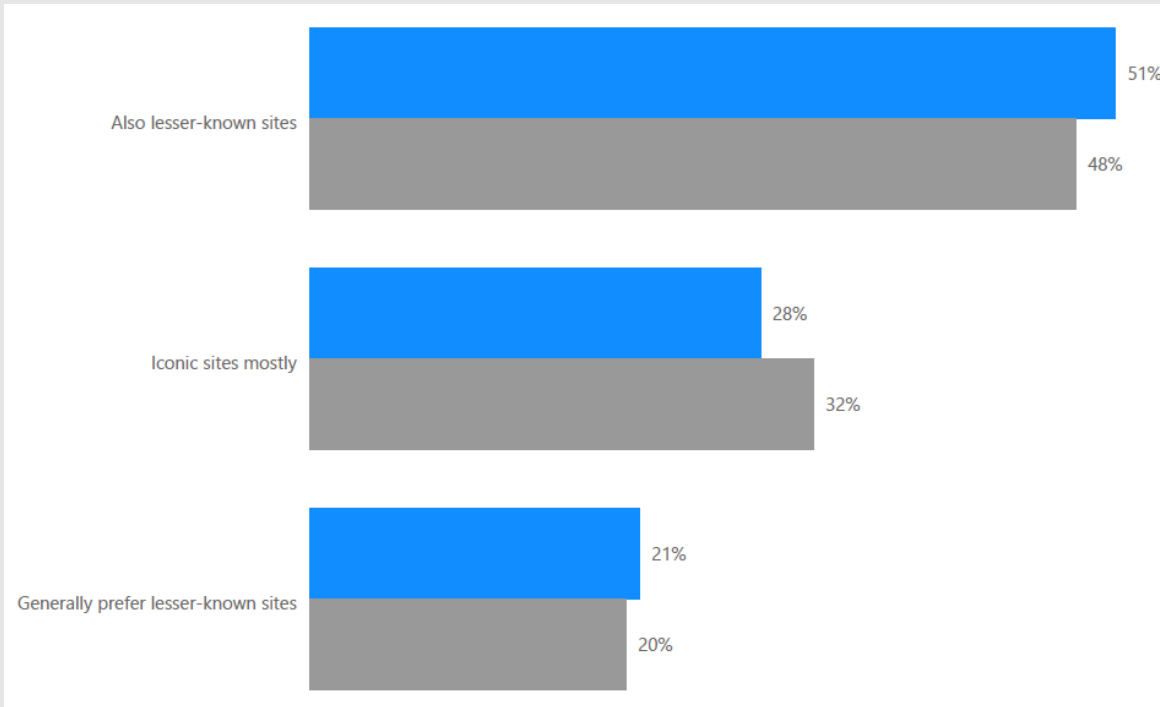


Trip organisation and preference (3)

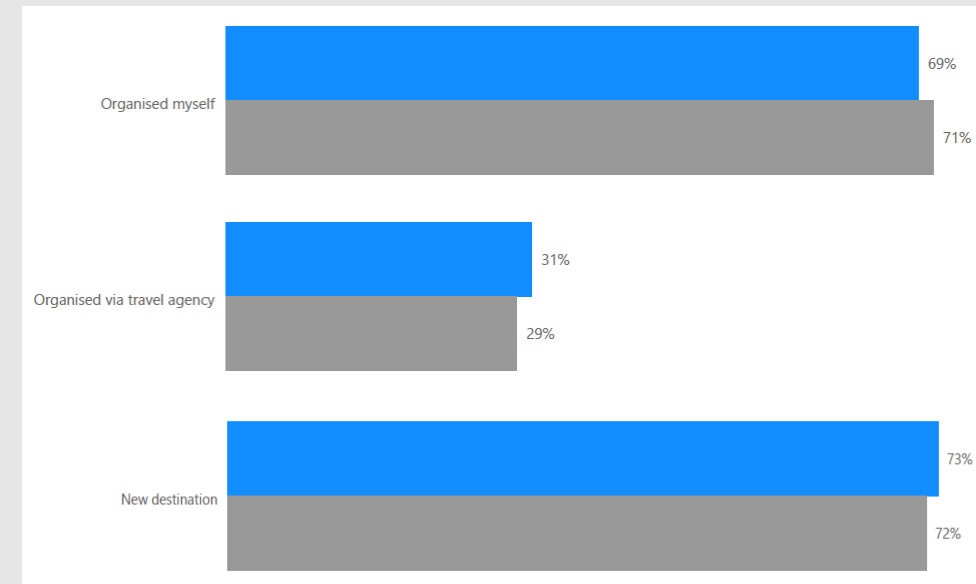
— Average **European source markets**, total vs. France



General preference for visiting iconic vs. lesser-known sites



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



France
All inbound

(*) During last outbound holiday trip .

Source: LFT Brand & Potential Study, 2024.



Your contact



Alain Krier

Head of Insights & Strategy

T. +352 42 82 82 36

alain.krier@LfT.lu



Luxembourg for Tourism GIE

6, rue Antoine de Saint-Exupéry

L-1432 Luxembourg-Kirchberg

www.visitluxembourg.com