



Luxembourg for Tourism

Market profile

LUXEMBOURG (Domestic)

2025



Arrivals & nights in paid accommodation

Nights in paid accommodation

2025 and 2019-2025

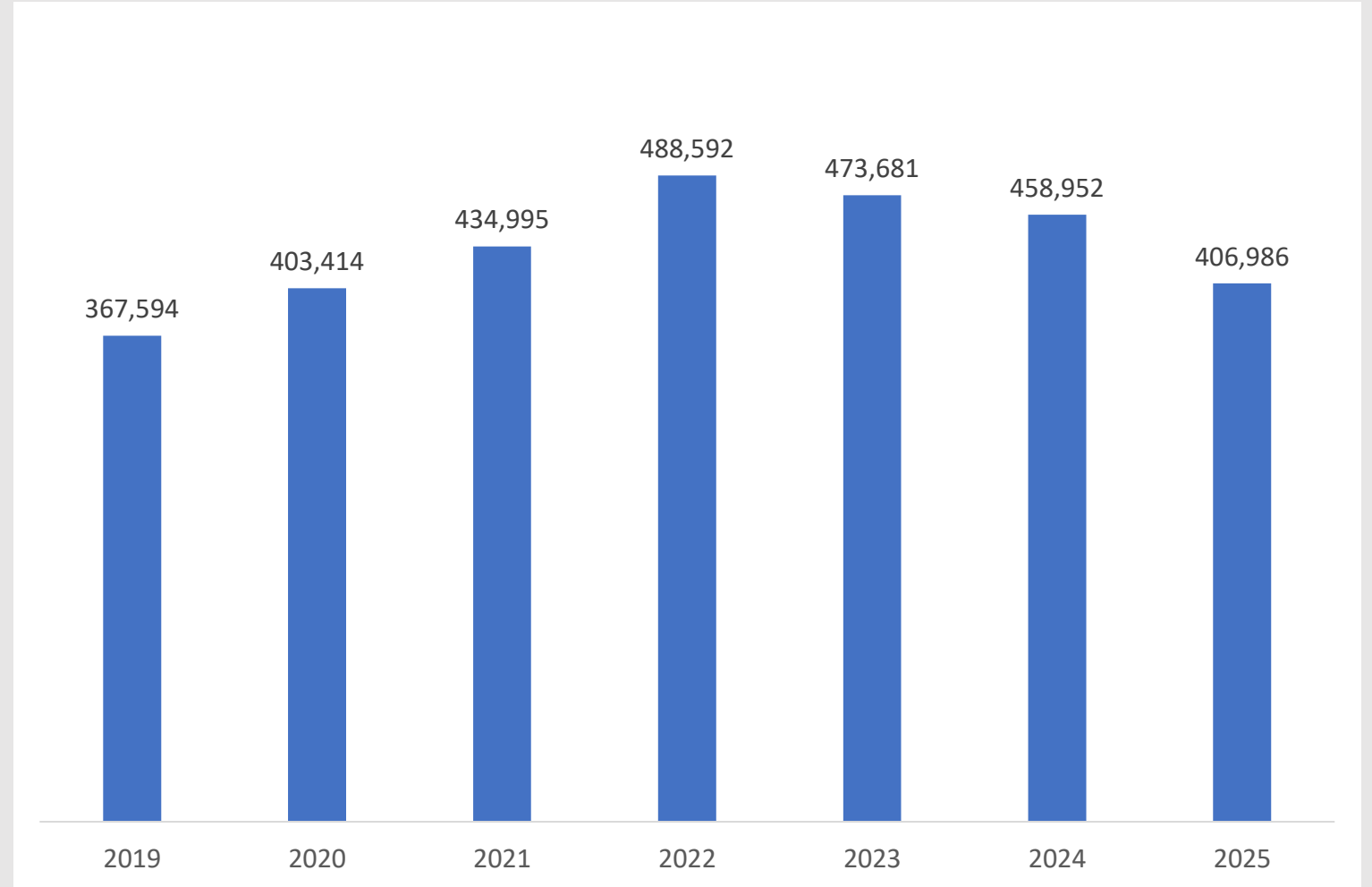


Nights,
paid accommodation, 2025



-11% (vs. 2024)

+11% (vs. 2019)

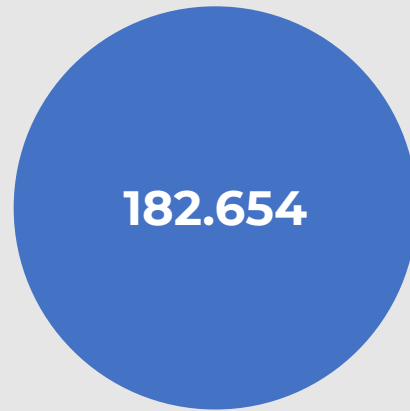


Arrivals in paid accommodation

2025 and 2019-2025

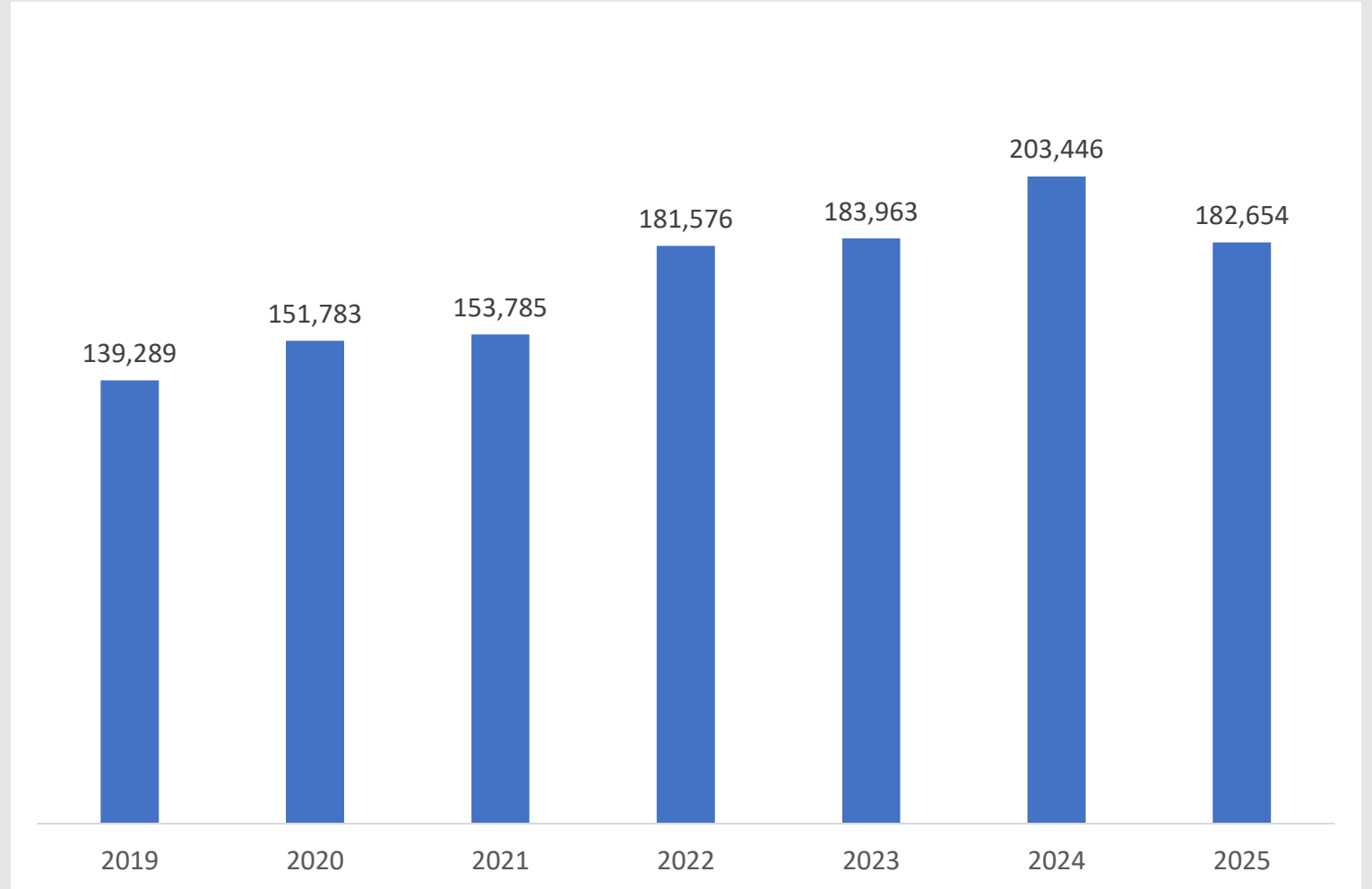


Arrivals,
paid accommodation, 2025



-10% (vs. 2024)

+31% (vs. 2019)



Length of stay, paid accommodation

2025 and 2019-2025

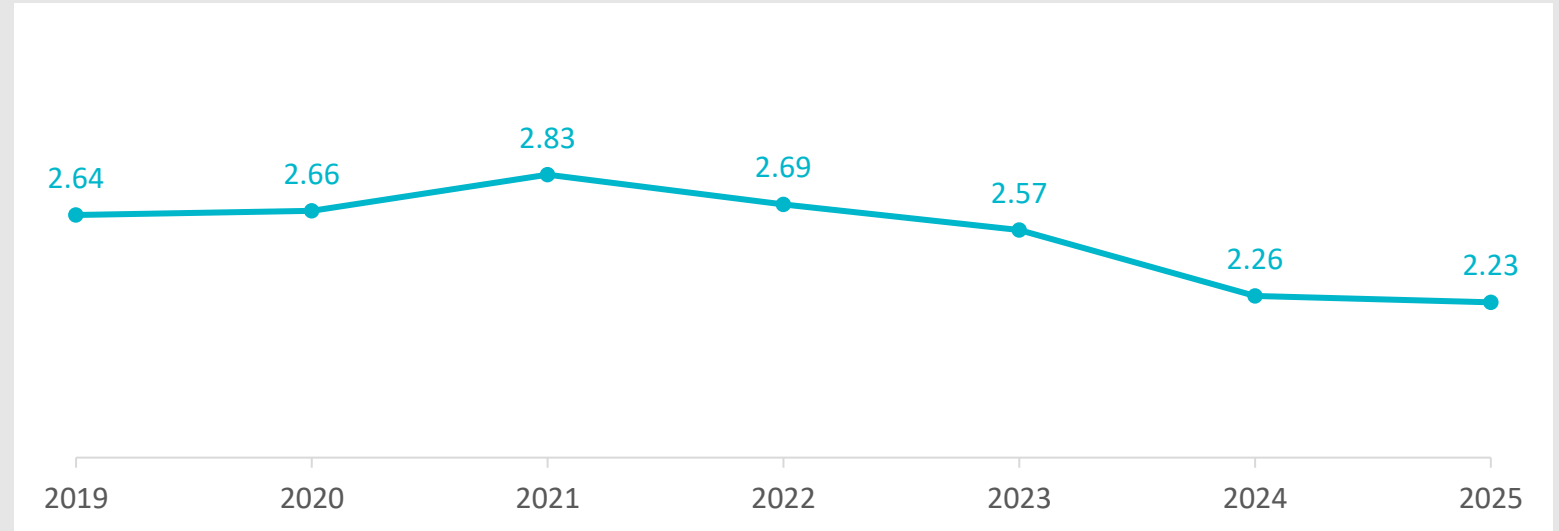


Average length of stay,
paid accommodation, 2025



-0.03 nights (vs. 2024)

-0.41 nights (vs. 2019)

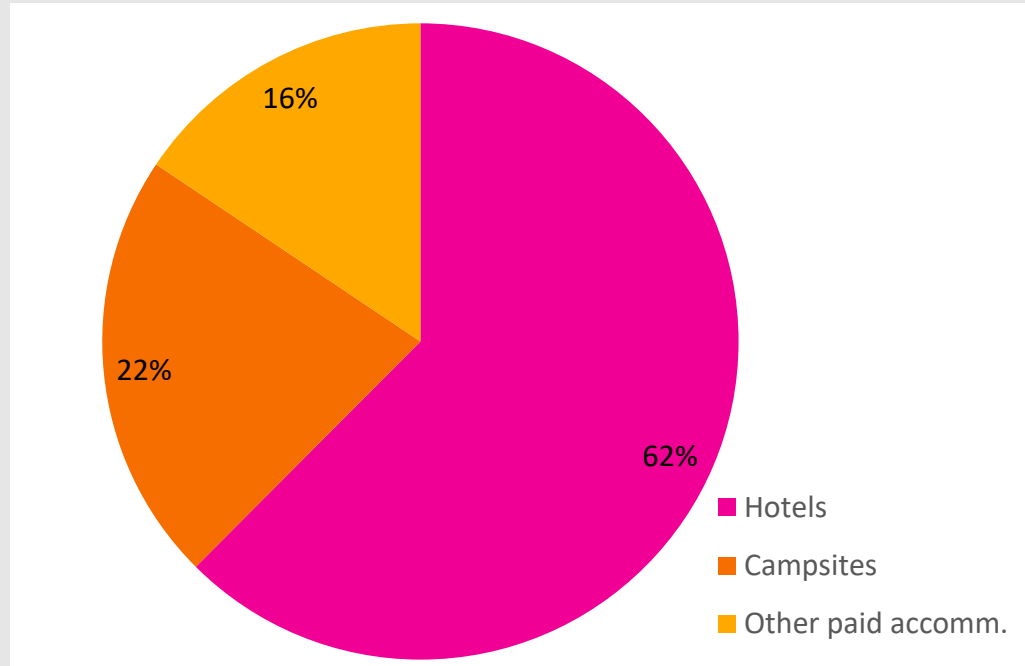


Nights & arrivals in paid accommodation

Type of accommodation, 2025

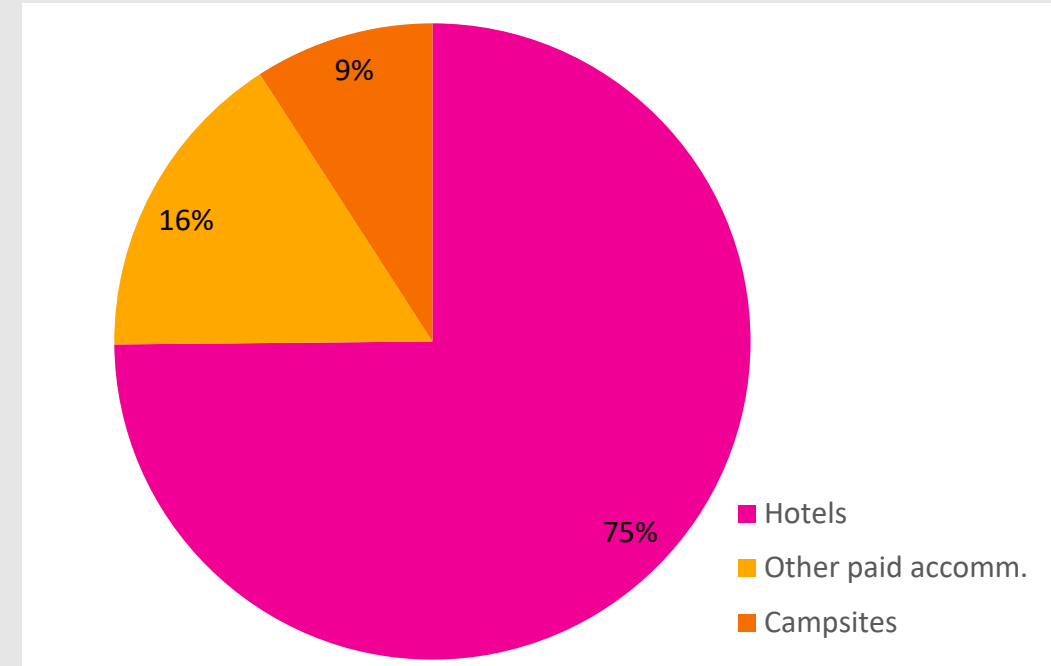


Nights,
paid accommodation, 2025



Hotels	254.260	-15% (vs. 2024)	+27% (vs. 2019)
Campsites	89.220	-0% (vs. 2024)	+3% (vs. 2019)
Other paid accomm.	63.506	-8% (vs. 2024)	-22% (vs. 2019)

Arrivals,
paid accommodation, 2025



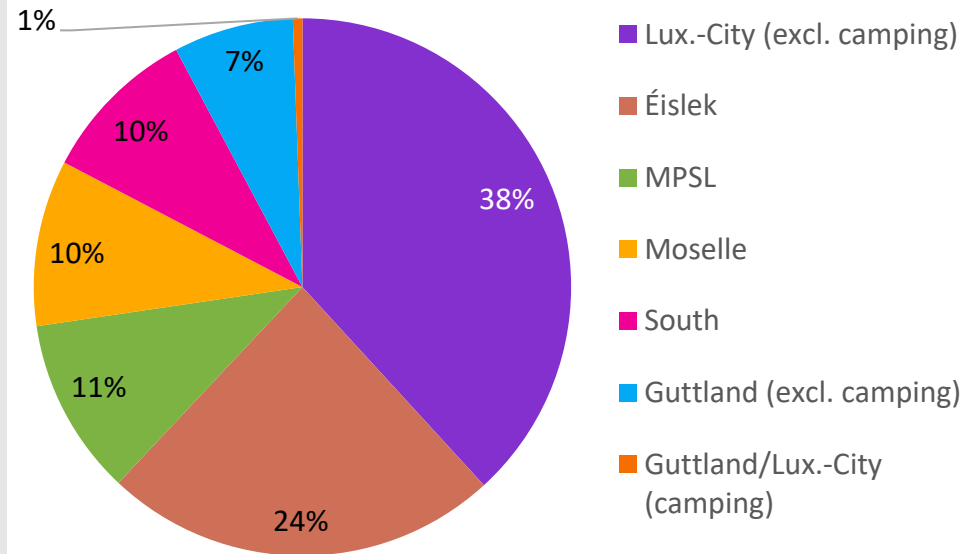
Hotels	136.721	-12% (vs. 2024)	+38% (vs. 2019)
Other paid accomm.	29.264	-5% (vs. 2024)	-6% (vs. 2019)
Campsites	16.669	-1% (vs. 2024)	+78% (vs. 2019)

Nights & arrivals in paid accommodation

Regions, 2025

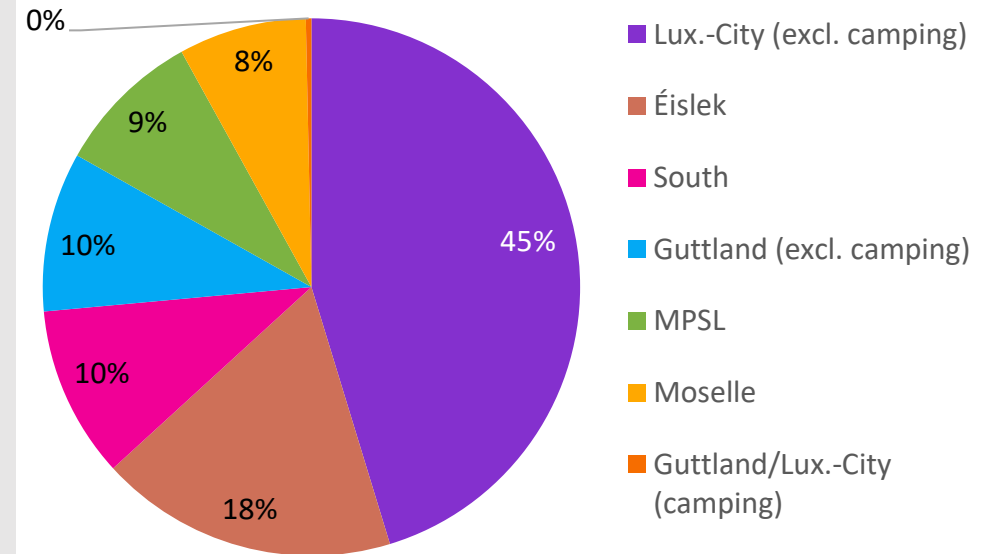


Nights, paid accommodation, 2025



Lux.-City (excl. camping)	155.453	-16% (vs. 2024)	+38% (vs. 2019)
Éislek	96.894	-6% (vs. 2024)	+14% (vs. 2019)
MPSL	43.410	+12% (vs. 2024)	+13% (vs. 2019)
Moselle	40.705	+2% (vs. 2024)	-30% (vs. 2019)
South	38.835	-31% (vs. 2024)	+5% (vs. 2019)
Guttland (excl. camping)	29.358	-9% (vs. 2024)	-14% (vs. 2019)
Guttland/Lux.-City (camping)	2.331	-14% (vs. 2024)	+24% (vs. 2019)

Arrivals, paid accommodation, 2025



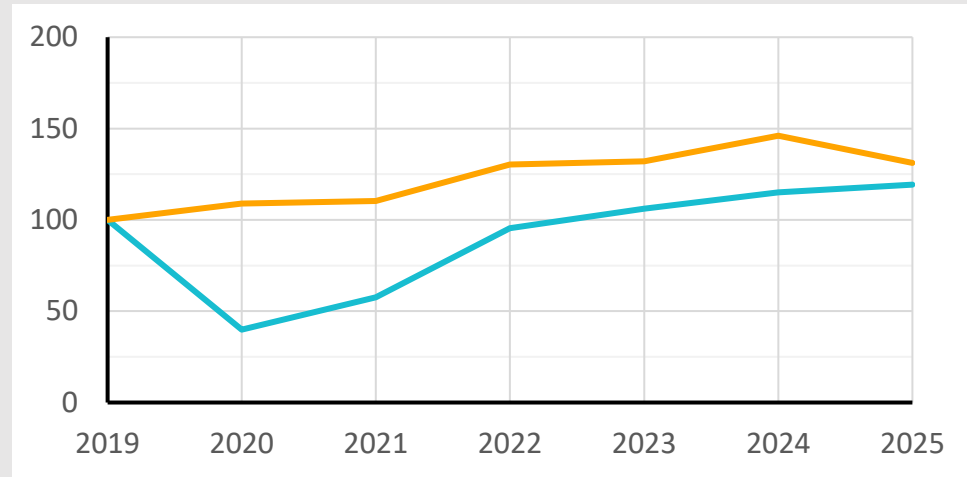
Lux.-City (excl. camping)	82.703	-11% (vs. 2024)	+47% (vs. 2019)
Éislek	32.760	-11% (vs. 2024)	+15% (vs. 2019)
South	18.876	-30% (vs. 2024)	+31% (vs. 2019)
Guttland (excl. camping)	17.528	+1% (vs. 2024)	+17% (vs. 2019)
MPSL	16.121	+9% (vs. 2024)	+33% (vs. 2019)
Moselle	14.058	+3% (vs. 2024)	+11% (vs. 2019)
Guttland/Lux.-City (camping)	608	-24% (vs. 2024)	+35% (vs. 2019)

Arrivals in paid accommodation

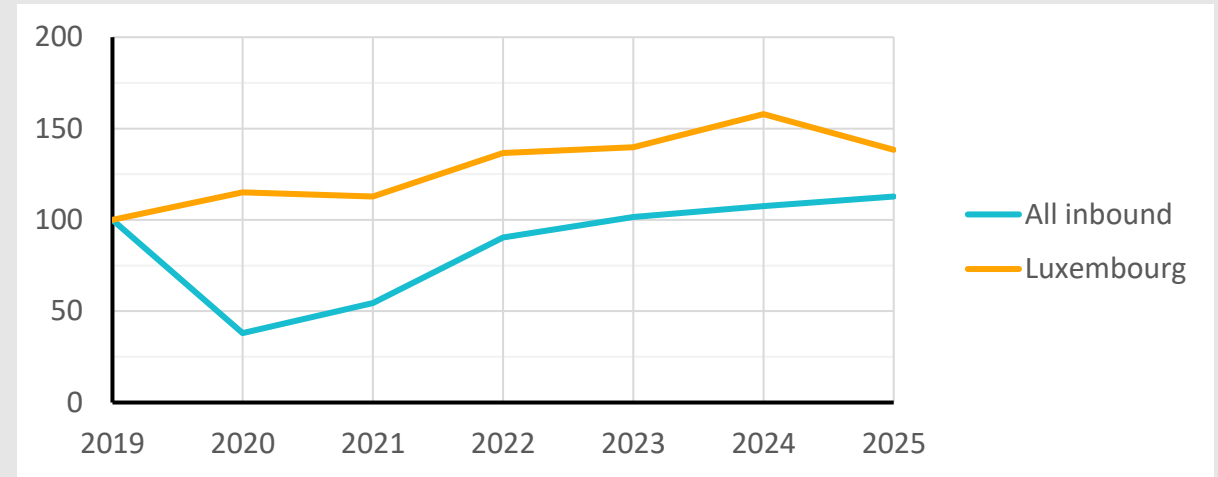
Trends 2019-2025



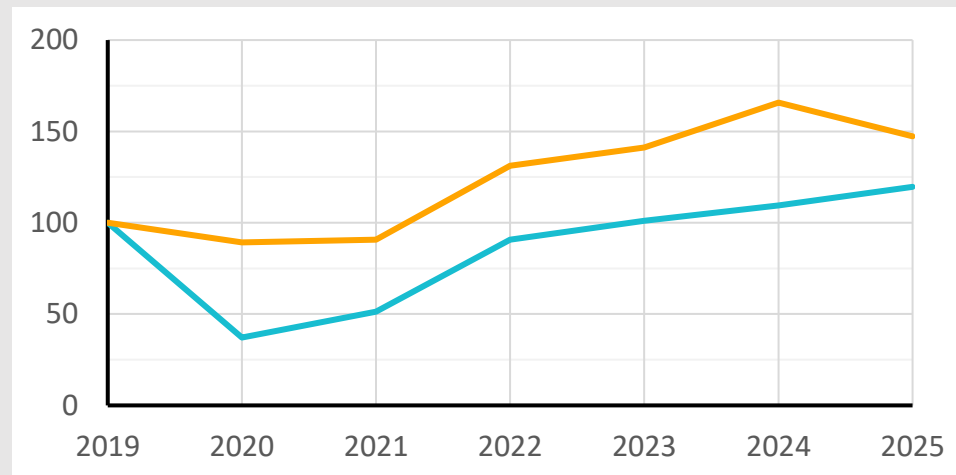
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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

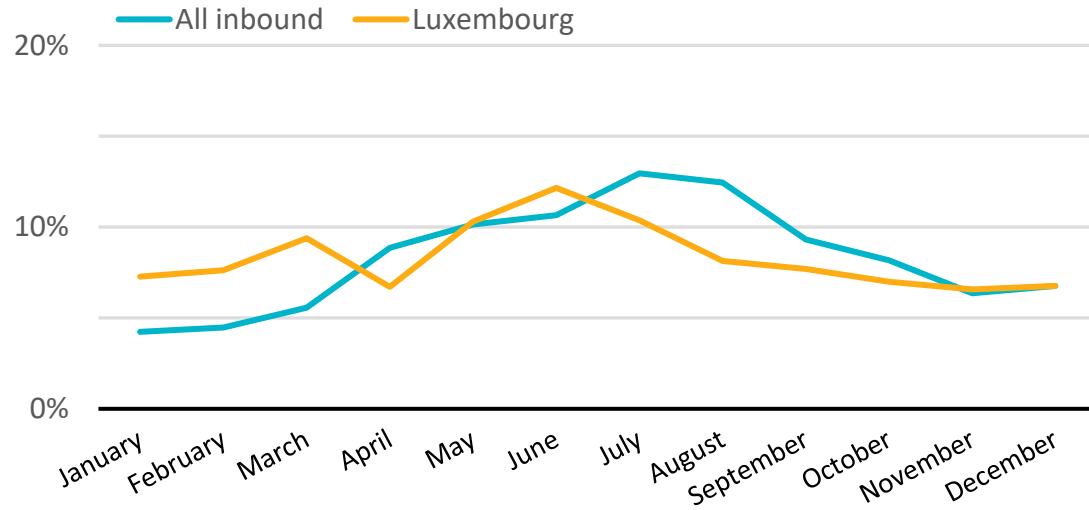


Arrivals in paid accommodation

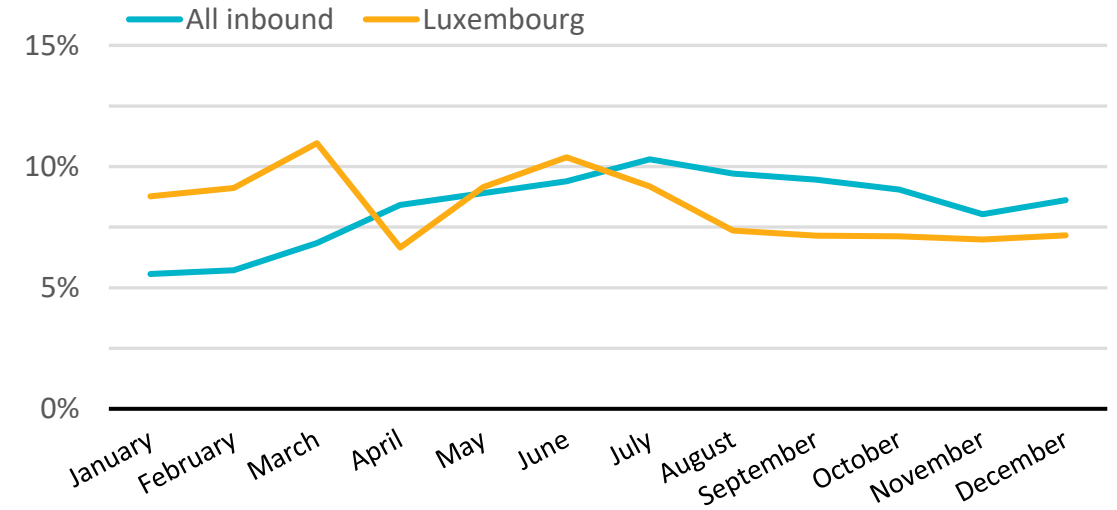
Seasonality



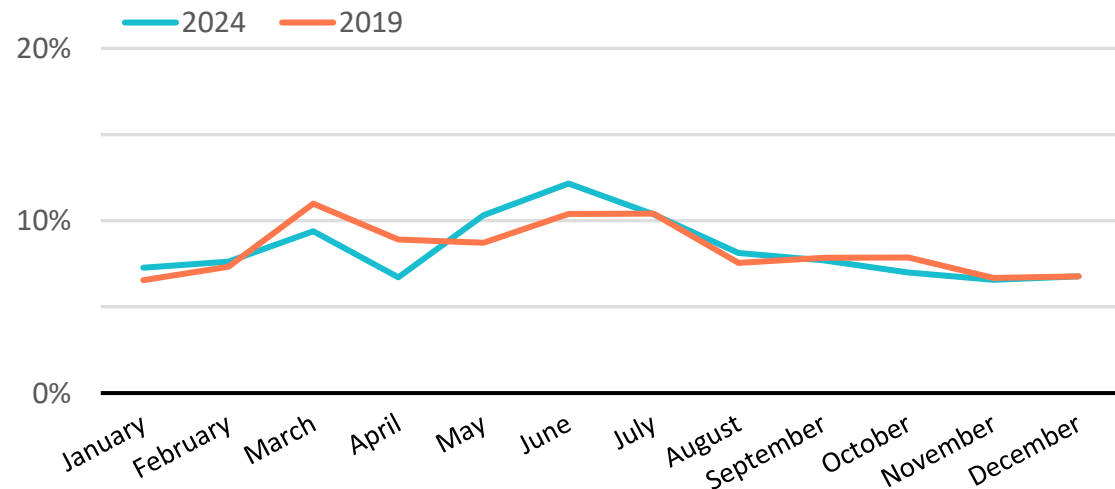
All paid accommodation, 2025



Hotels, 2025



All paid accommodation, arrivals from Luxembourg



Short-term rentals

2025 and 2019-2025



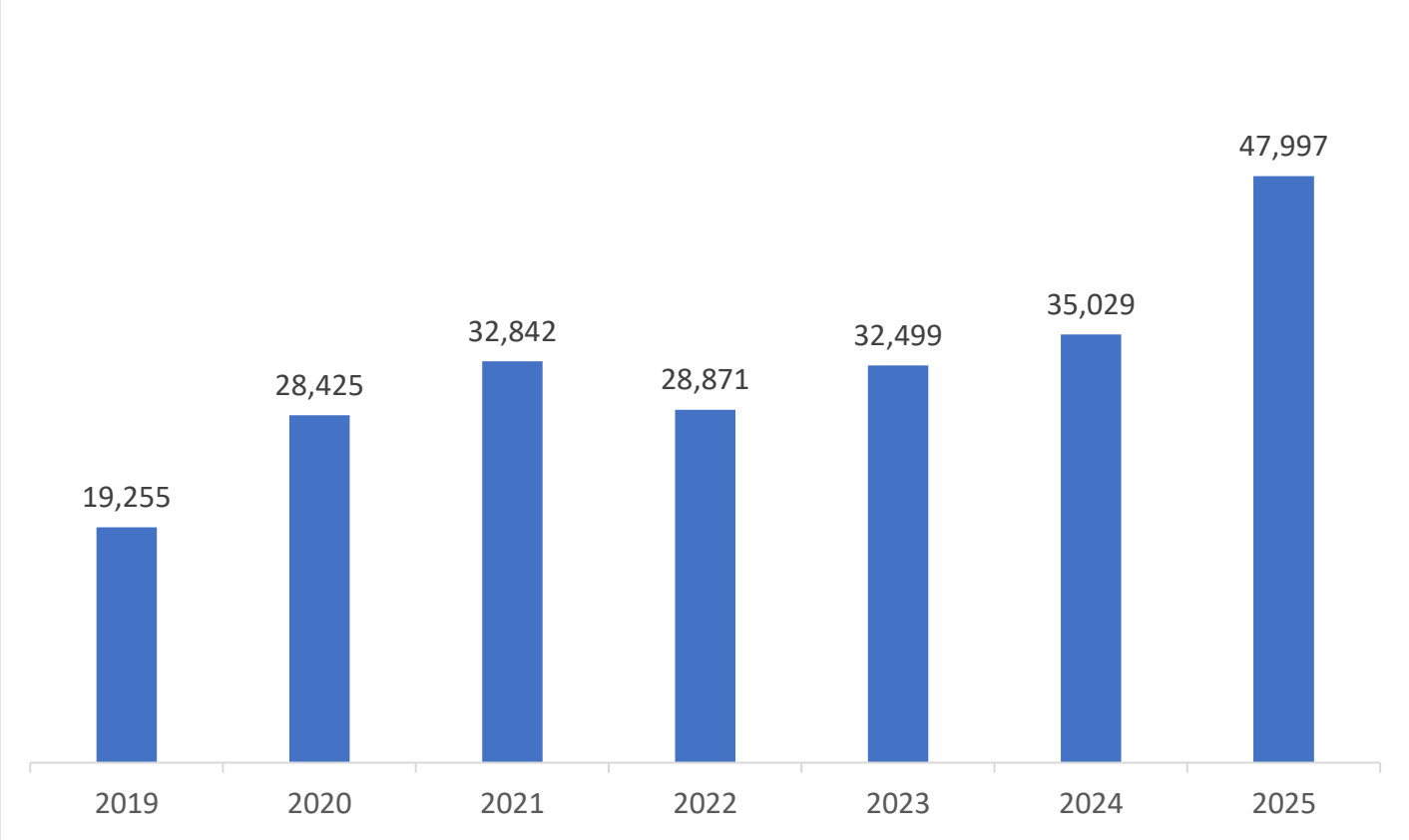
Nights,
Short-term rentals, 2025



37% (vs. 2024)

149% (vs. 2019)

Nights,
Short-term rentals, 2019-2025





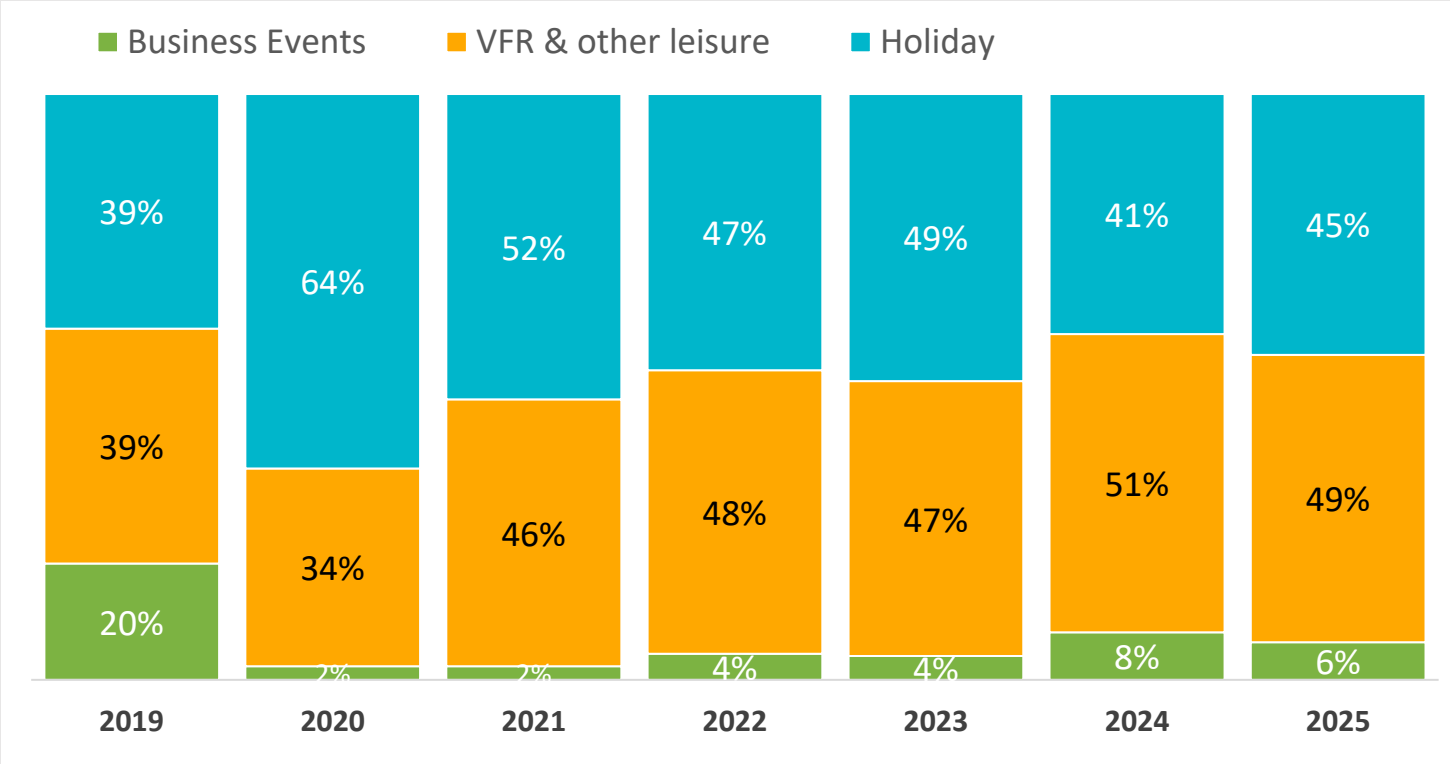
Characteristics of domestic trips

Domestic trips with overnight (all accommodation)



Purpose of visit and seasonality

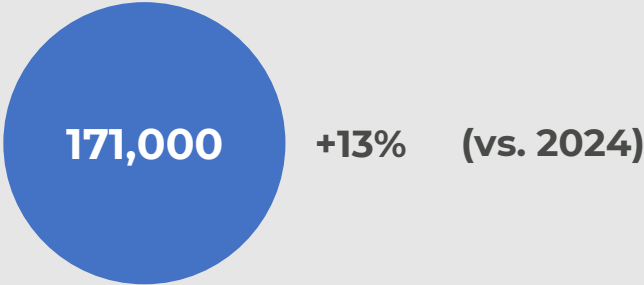
Domestic trips with overnight, 2019-2025



Seasonality of domestic trips, 2025

	Domestic, Total	Domestic, Leisure
January-March	22%	19%
April-June	28%	29%
July-September	29%	30%
October-December	21%	22%

Number of domestic
overnight trips, 2025 (estimate)

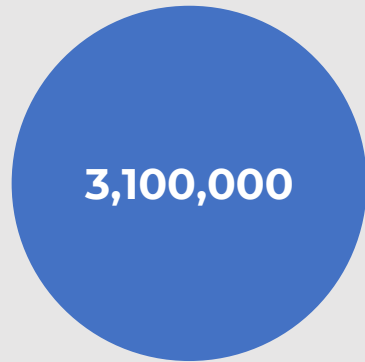


Domestic same-day trips to Luxembourg

2025



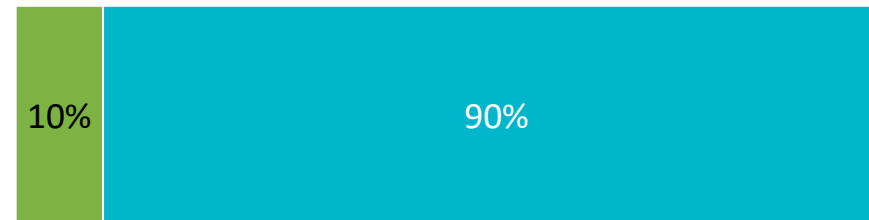
Number of domestic
same-day trips, 2025 (estimate)



+4% (vs. 2024)

Purpose of domestic same-day trips, 2025

■ Business ■ Holiday

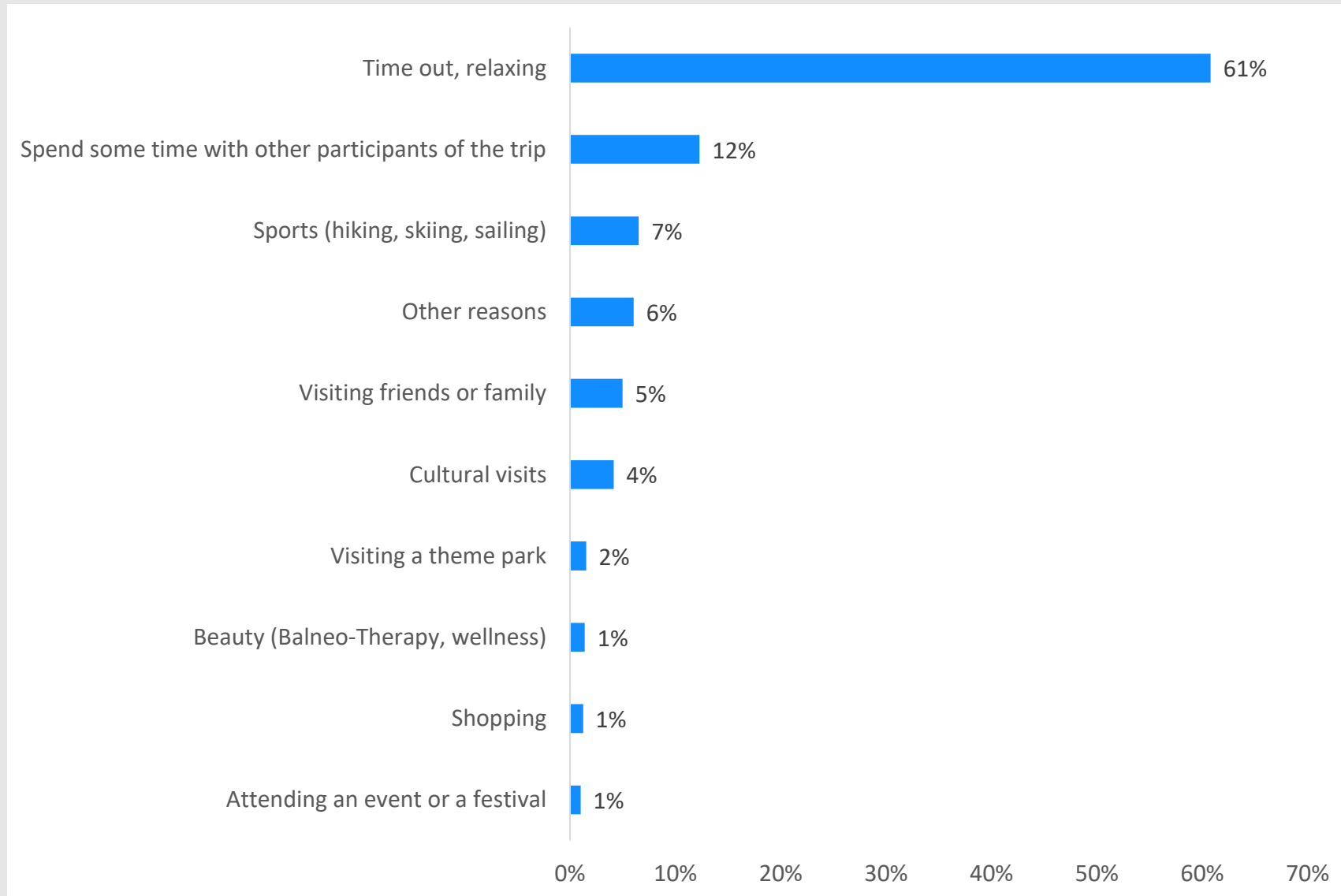




Travel behaviour of domestic holiday visitors

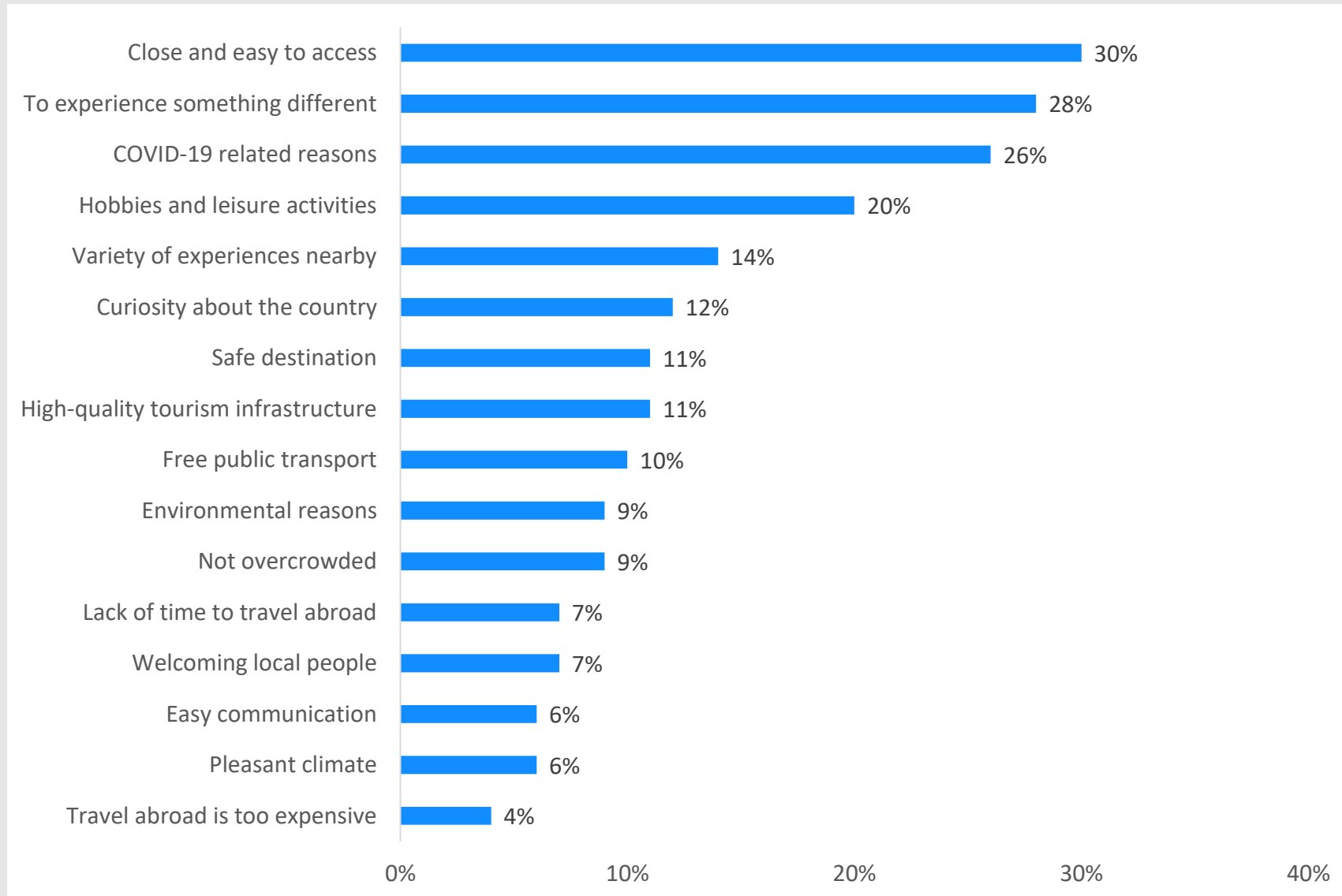
Main activity during domestic holiday trip

Domestic holiday visitors with overnight, 2025



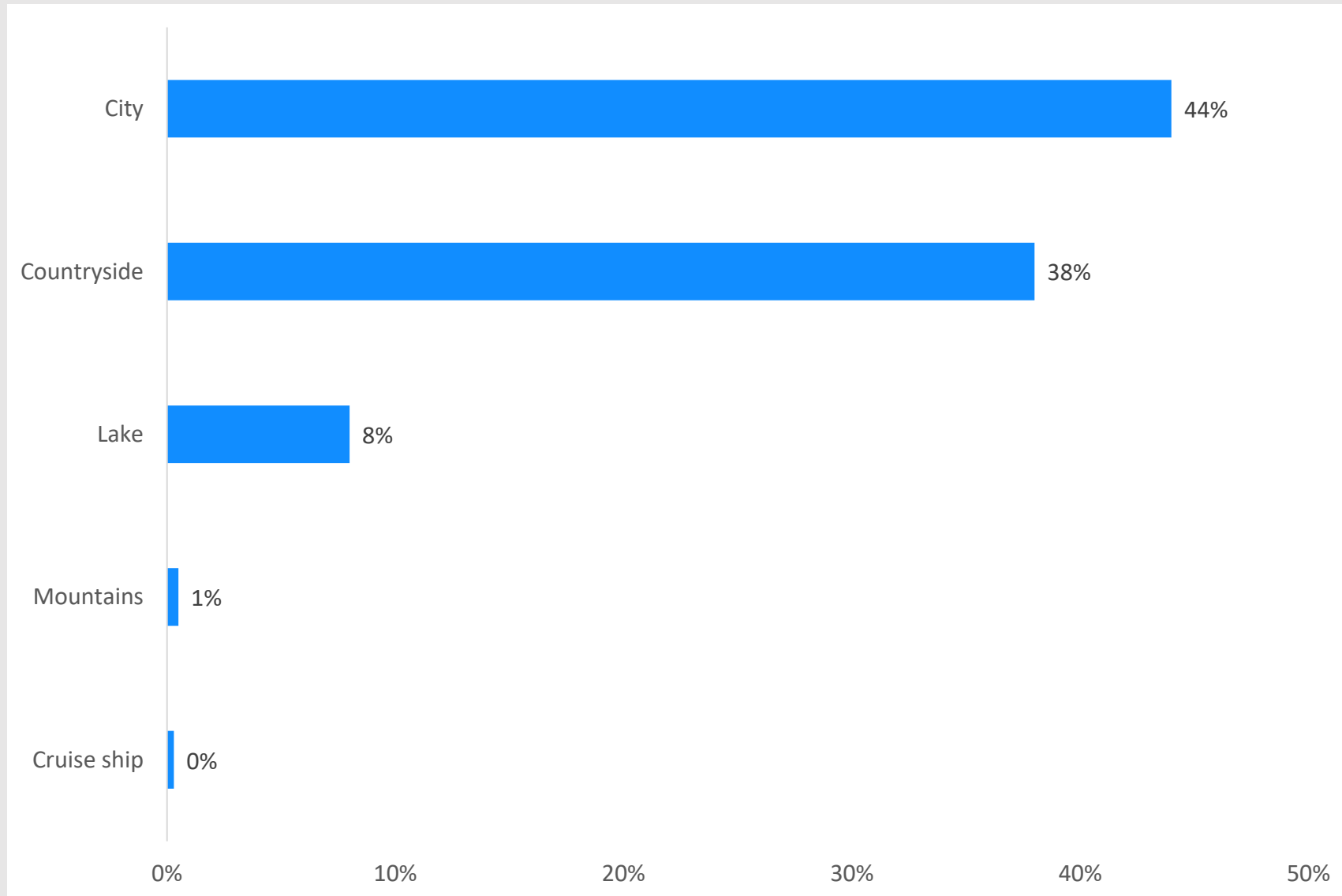
Reasons for choosing Luxembourg

Residents having intended to take a domestic trip in 2025



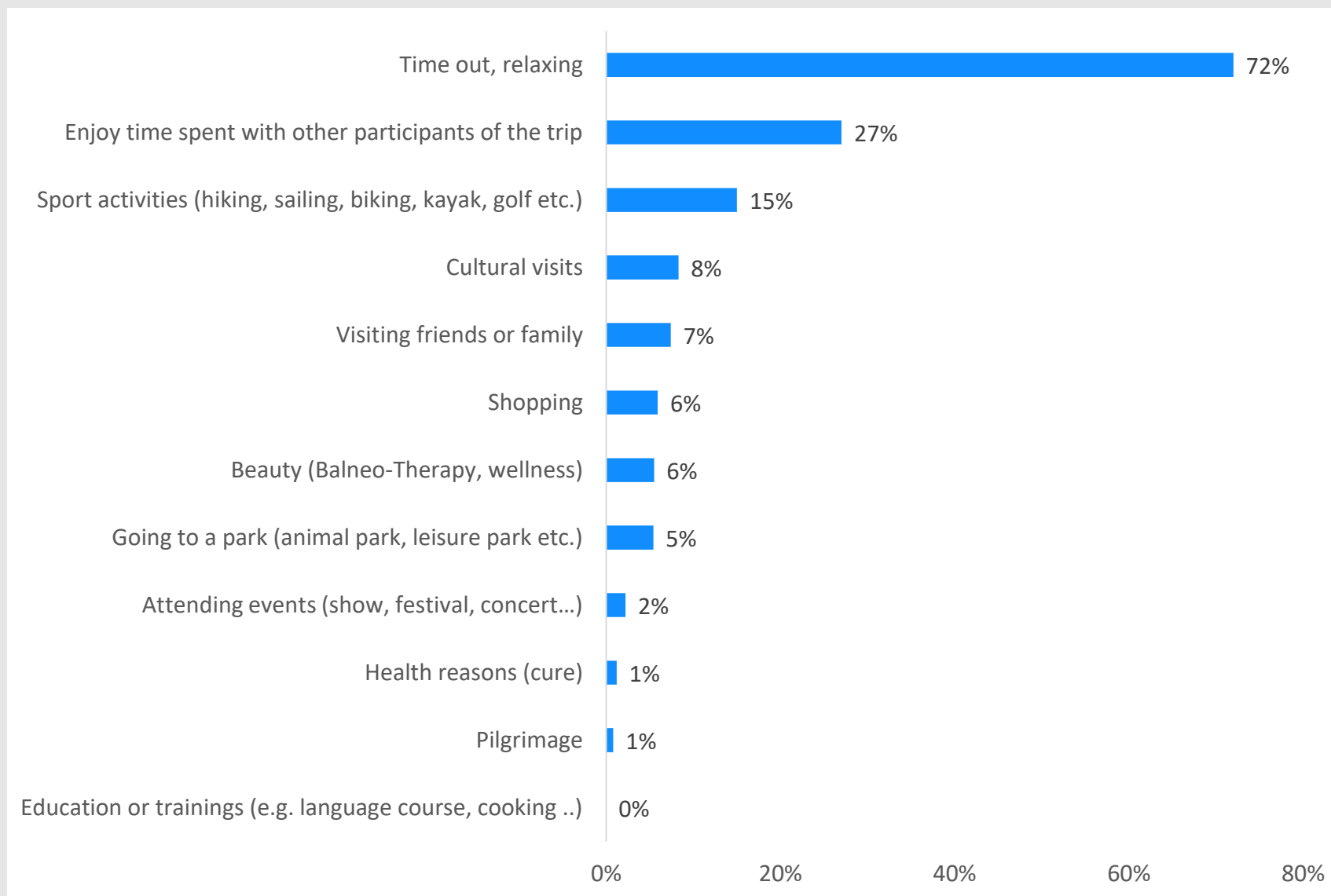
Typology of visited areas during domestic trip

Domestic holiday visitors with overnight, 2025



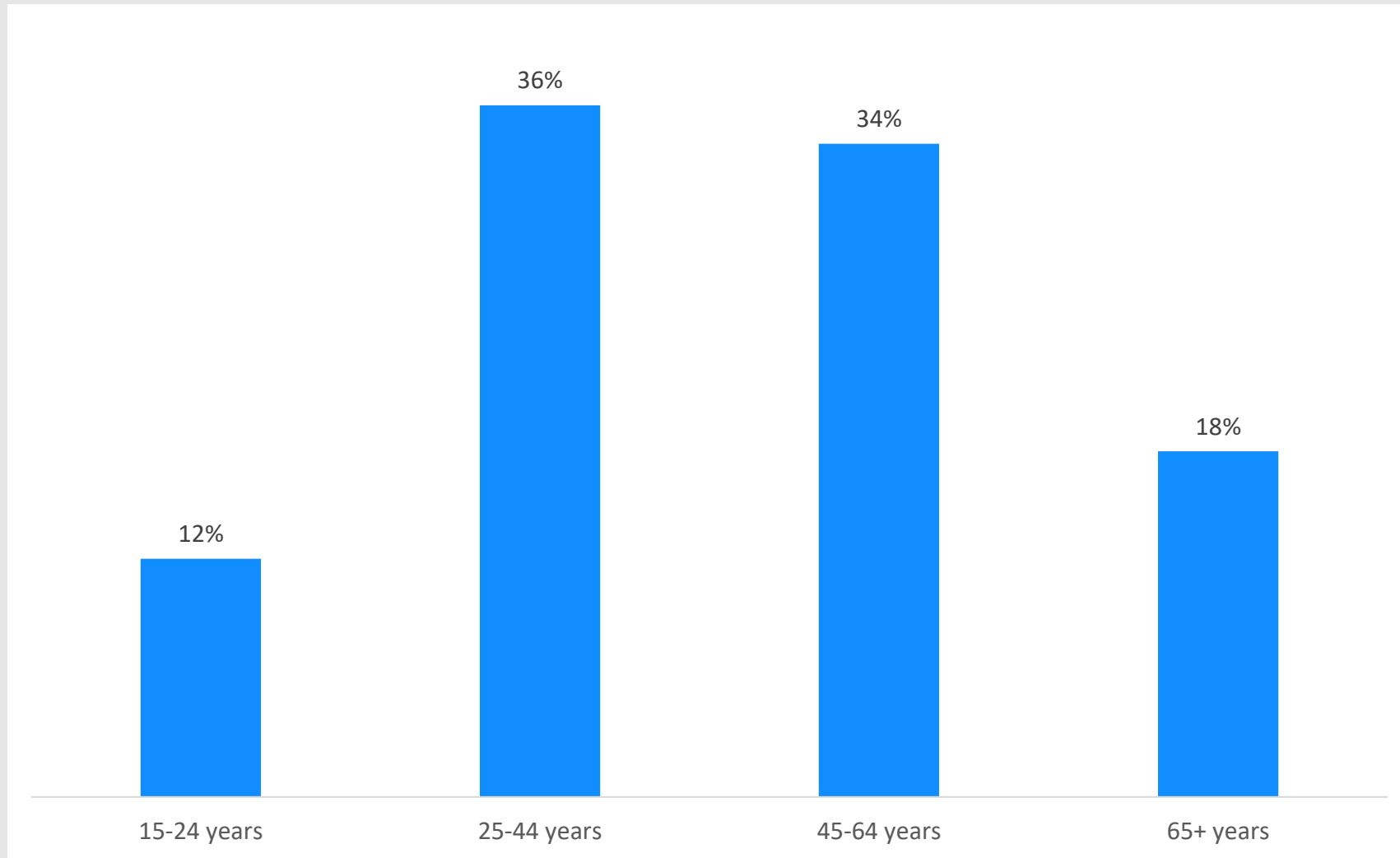
Activities undertaken during domestic trip

Domestic holiday visitors with overnight, 2025



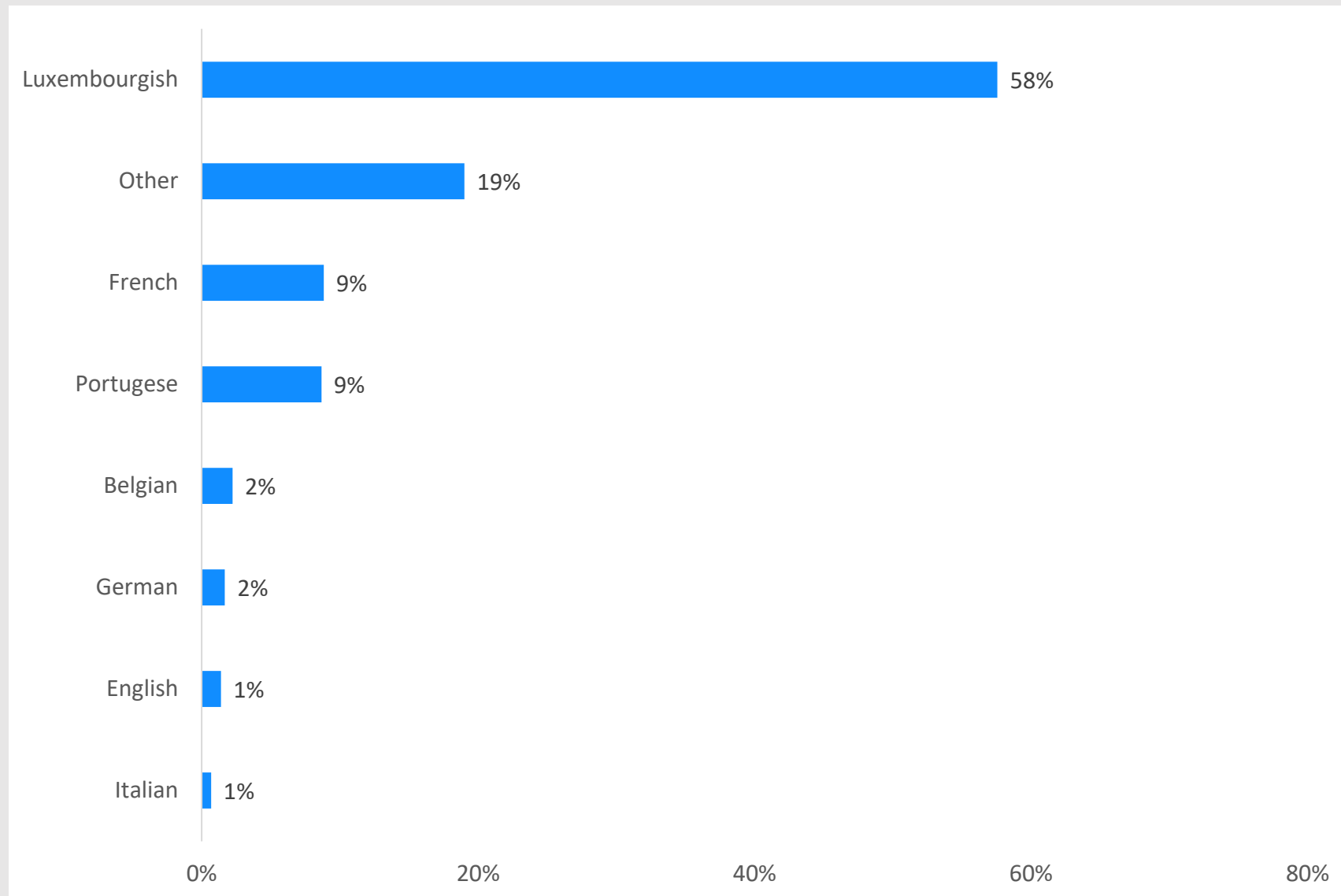
Age groups of residents

Domestic holiday visitors with overnight, 2025



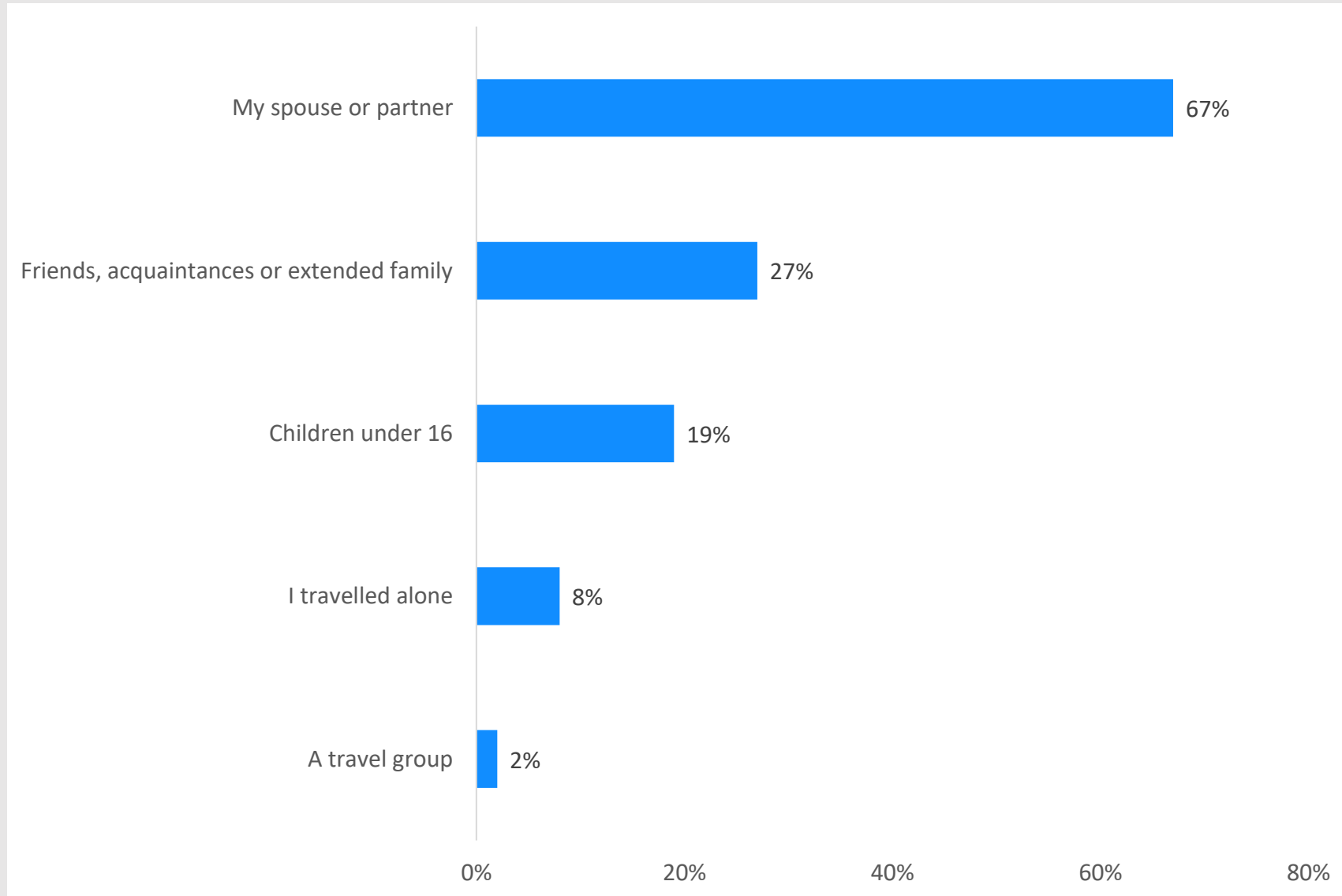
Nationality of residents

Domestic holiday visitors with overnight, 2025



Travel party on domestic trip

Residents having intended to take a domestic trip in 2025

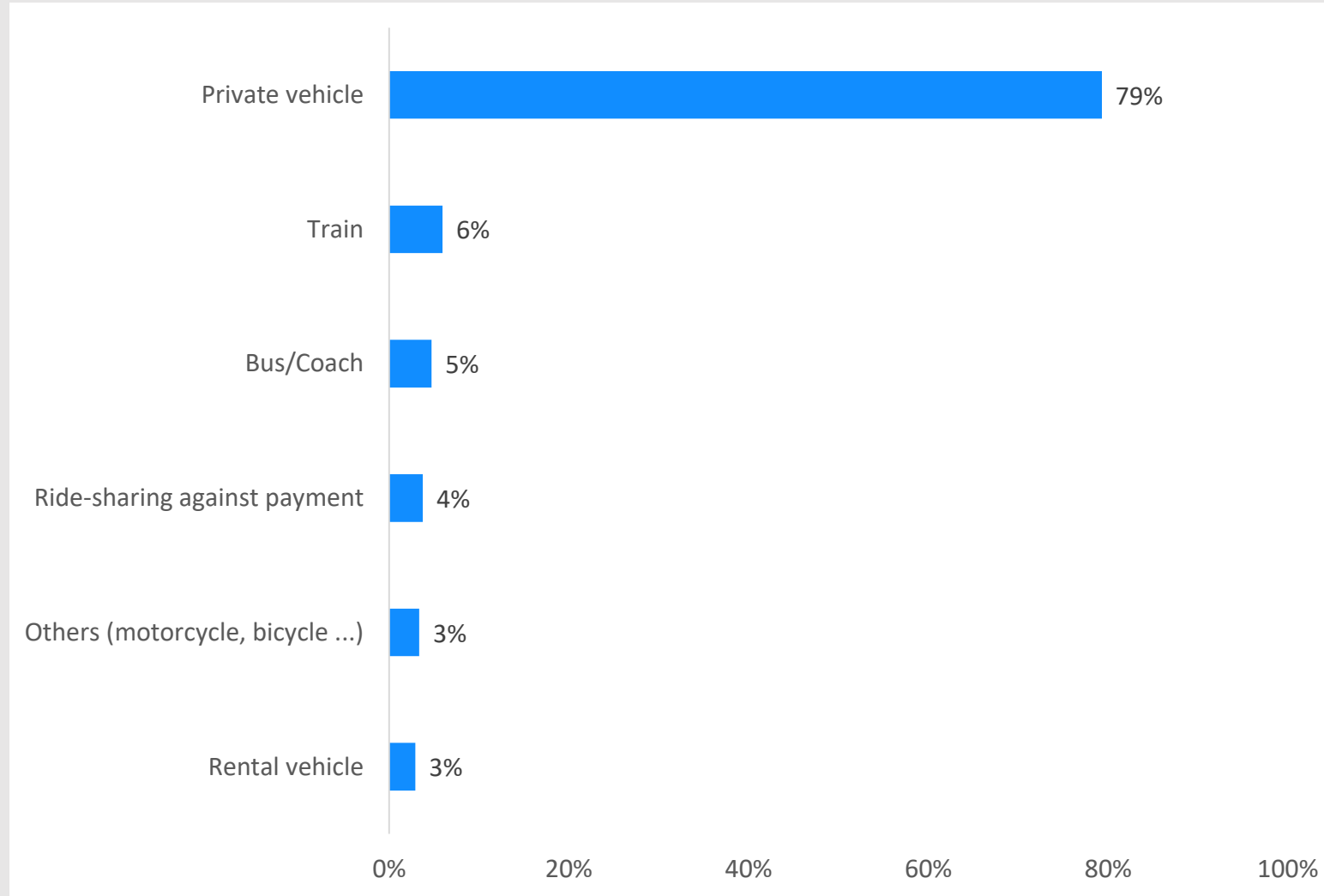


Transport on domestic trip

Domestic holiday visitors with overnight, 2025



Mode of transport to access Luxembourg



Expenditure on domestic trip

Domestic holiday visitors with overnight, 2025

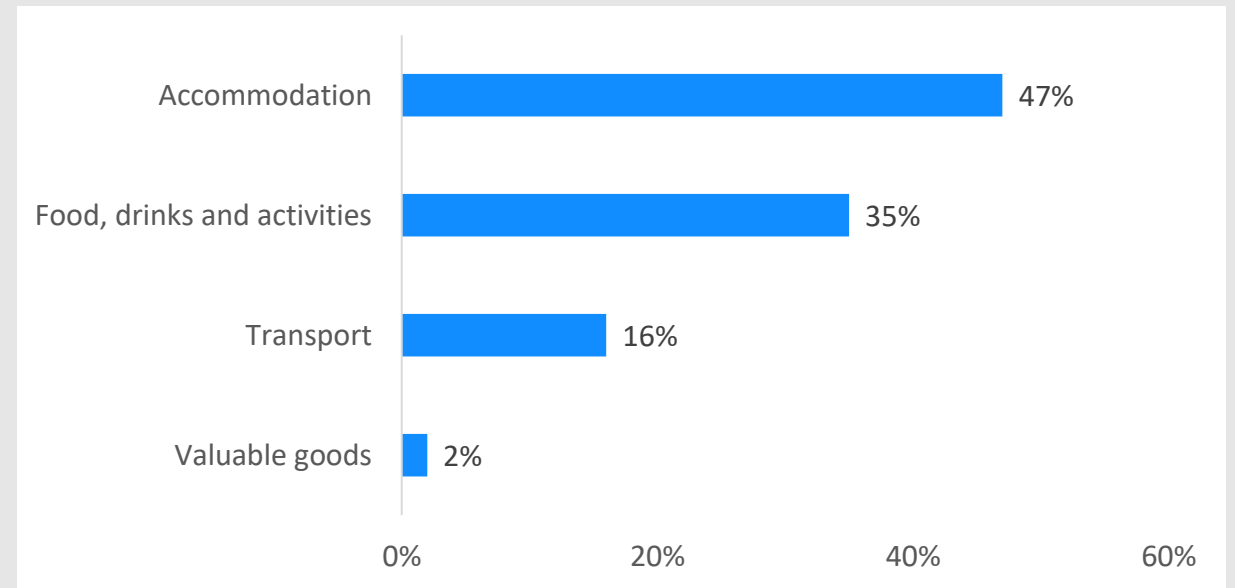


Average expenditure/pers./day



+10€ (vs. 2024)

Expenditure of domestic visitors by categories



Expenditure on domestic excursion

Domestic same-day leisure visitors, 2025



Average expenditure/pers./day



+11€ (vs. 2024)



Target segments, Brand & Growth Potential

Luxembourg's Theme Competence (*)



Theme		
	Rank	% agreeing
Luxembourg City	1	67%
Nature and Landscapes	2	65%
Castles	3	65%
Hiking	4	54%
Architecture and Historic Heritage	5	43%
Wine	6	42%
Other Towns and Villages	7	42%
Culinary	8	39%
Culture (Museums, Exhibitions, etc.)	9	37%
Leisure Attractions (Gardens, Parks, Boating, Swimming, etc.)	10	33%
Cycling/MTB	11	28%
Cultural and Sporting Events	12	27%
Accommodation (Hotels, Campsites, etc.)	13	27%
Churches and Religious Heritage	14	20%
Industrial and Military Heritage	15	19%

(*) Based on the percentage of residents who answered “Definitely” to the question: “Would you recommend the following offers in Luxembourg to a foreign non-resident visitor?”

Luxembourg's Net Promoter Score(*)



Net promoter score by sub-categories, 2025

By age

16-34 years	16%
35-54 years	31%
55+ years	56%

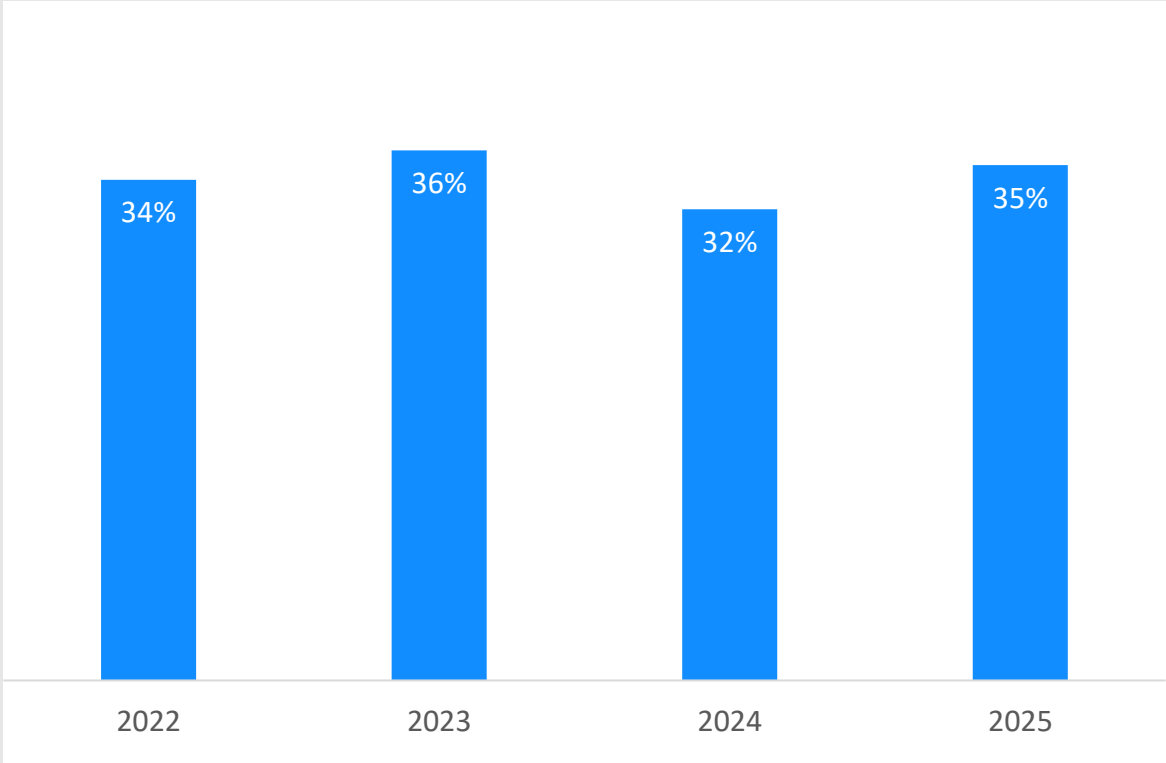
By nationality

Luxembourgish	37%
Portugese	31%
Other	34%

By region

Luxembourg City	36%
Centre	39%
South	31%
North	31%
East	46%

Overall net promoter score, 2022-2025

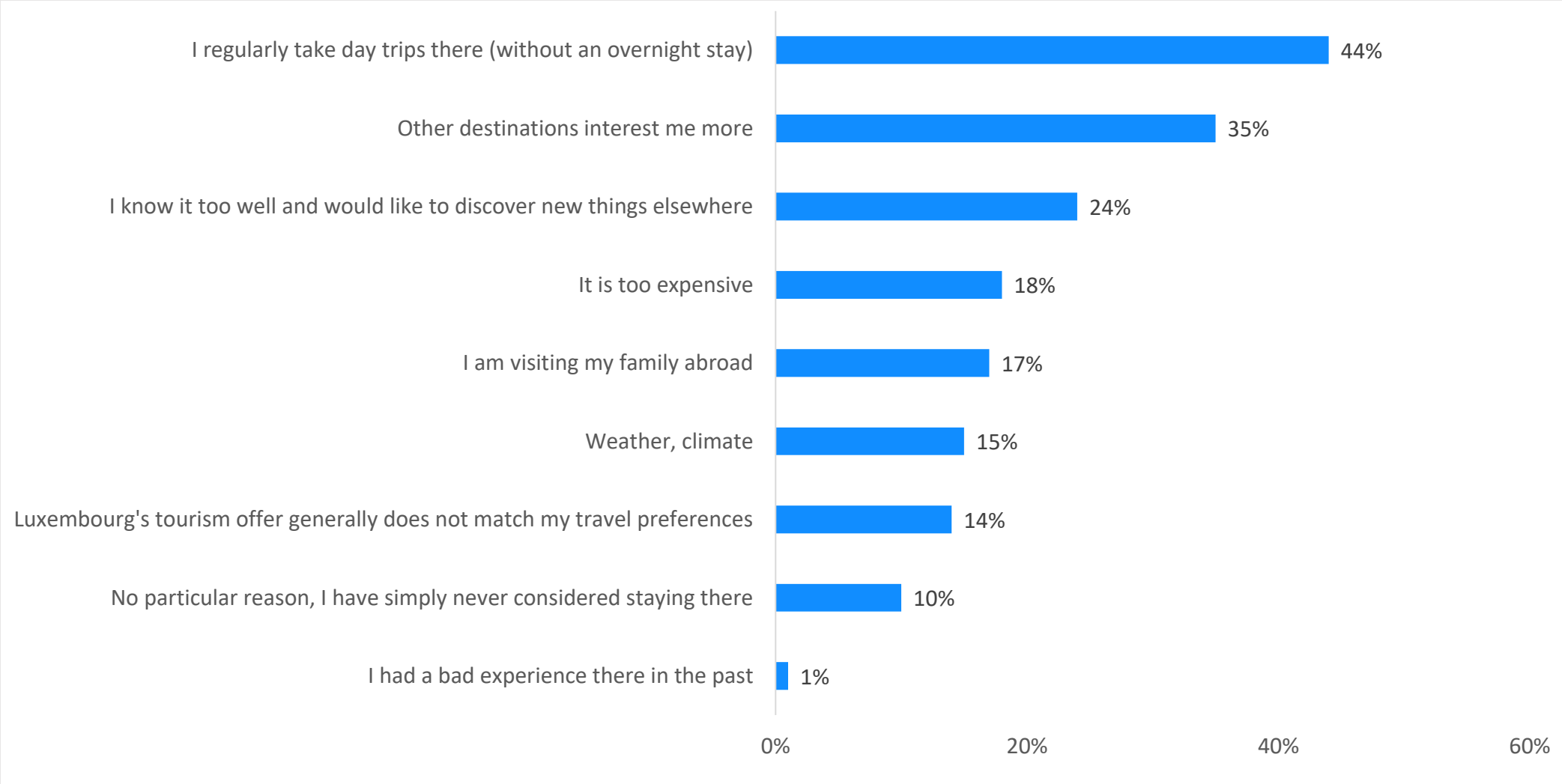


(*) Share of residents recommending Luxembourg as a travel destination, 9-10 on a scale from 1-10.

Reasons for not considering Luxembourg as a destination



Residents who had no intention to take a domestic trip in 2025



Residents' attitudes towards tourism in Luxembourg

2025



% residents who 'support tourism and want it to remain important and even to grow in importance'

79%
(2024:
80%)

% of residents who say that 'the positive benefits of tourism outweigh the negative effects'

69%
(2024:
69%)

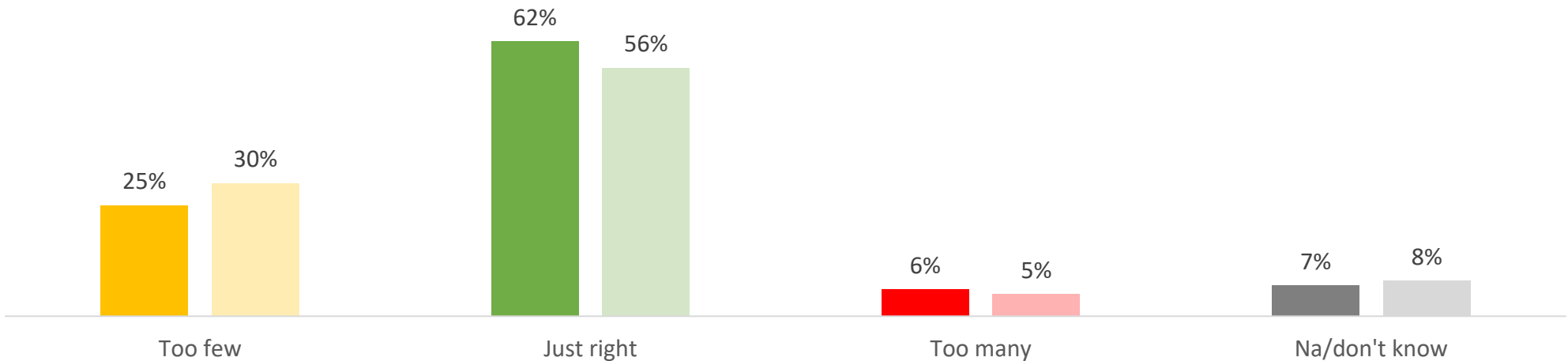
Residents' attitudes towards tourism in Luxembourg

2025

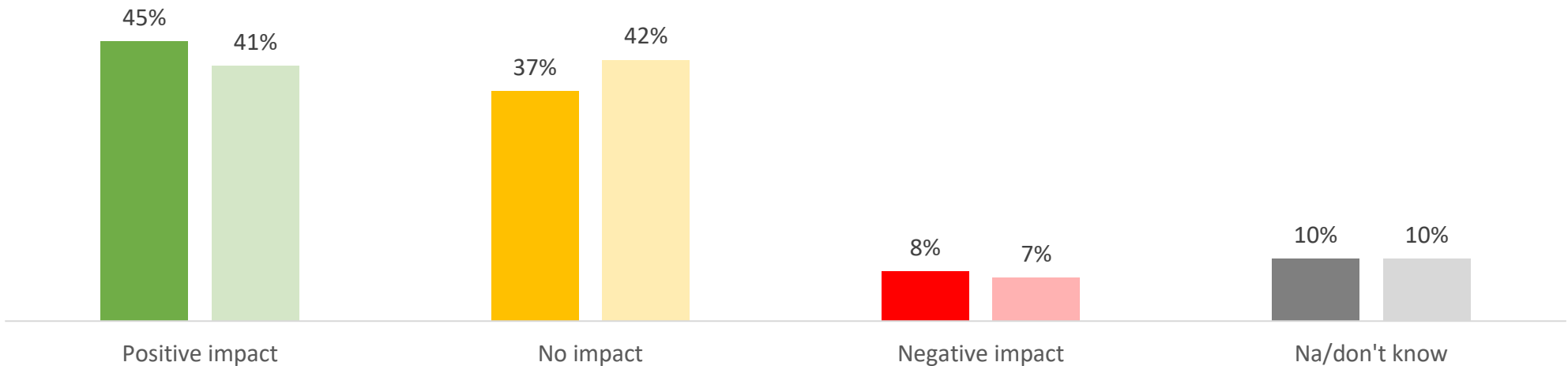


Perception of the number of visitors in Luxembourg

Dark bars refer to 2025,
light bars to 2024 values



Perception of tourism's impact on the quality of life in Luxembourg





Your contact



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