



Luxembourg for Tourism
Market profile
POLAND

2024

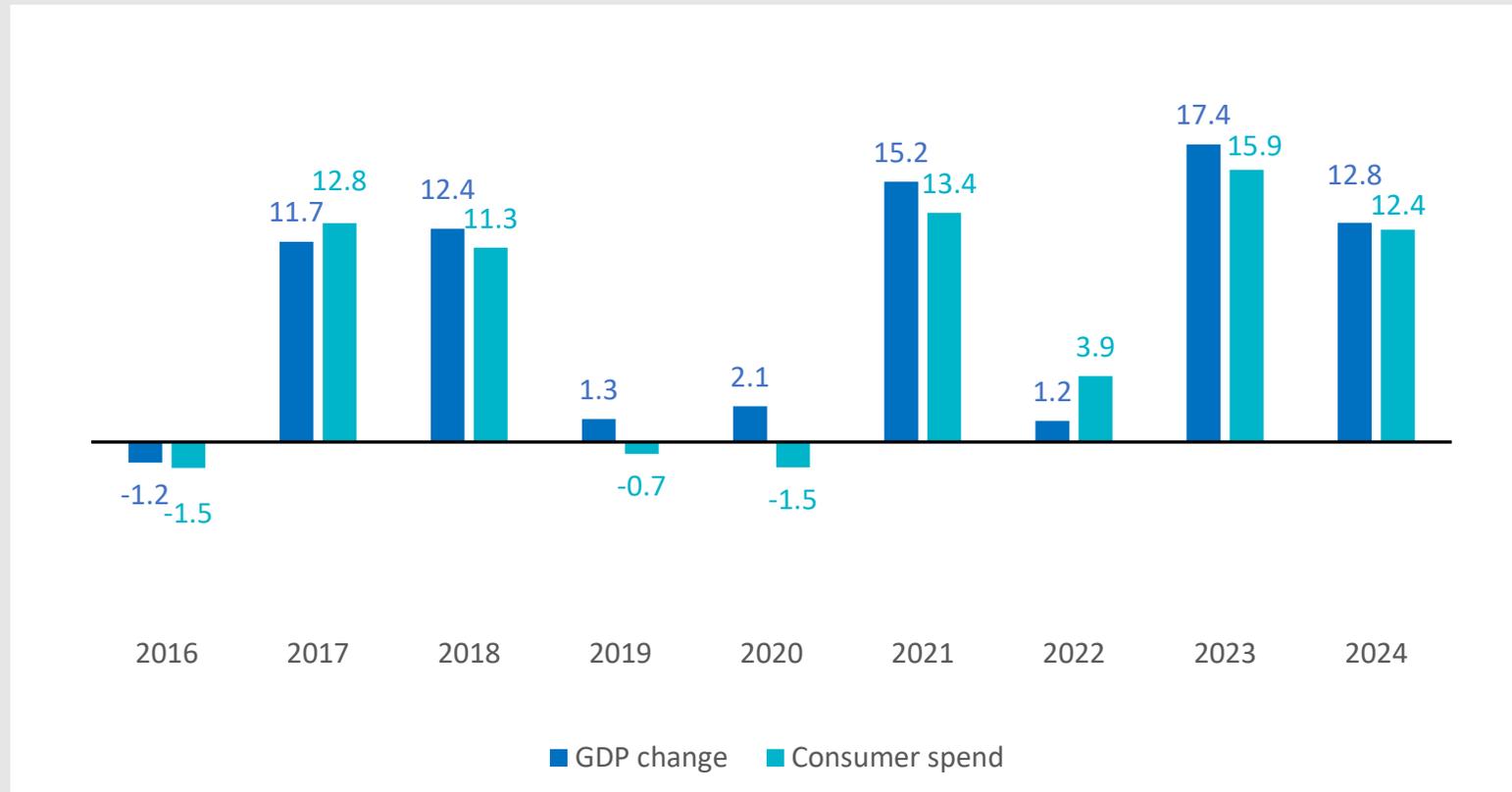


Economic indicators & General Travel Demand

Economic indicators – General travel demand



GDP and consumer spending, % annual change



Economy & population

GDP (\$) per capita
24,982.66

Unemployment (%)
5.09

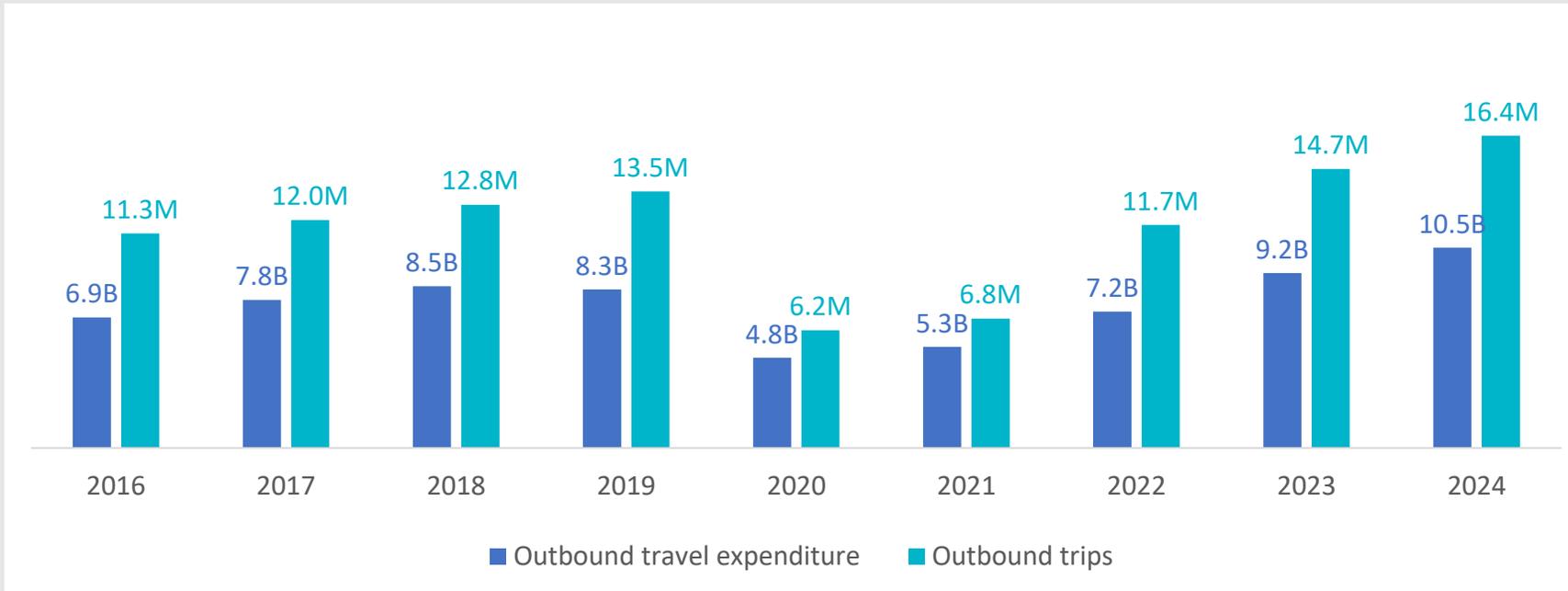
Inflation(%)
3.78

Population
36,536,700

Economic indicators – General travel demand



Outbound trips and travel expenditure



Outbound travel intensity
0.45 trips
per inhabitant (2024)

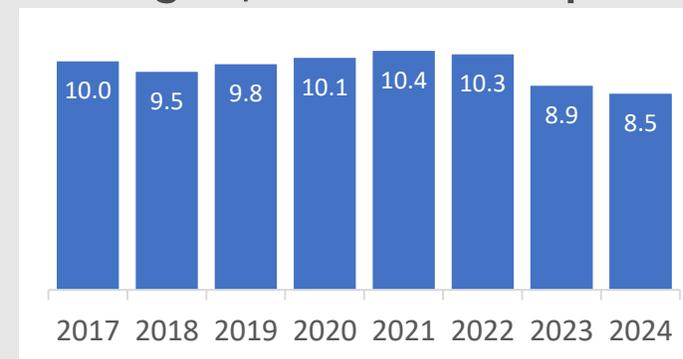
Average spend
per outbound trip (2024)
641 \$

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2024)
84.1%

Average length of stay, nights, all outbound trips



Share of short trips
(1-3 nights),
% all outbound
trips (2024)
20.4%



Arrivals & nights in paid accommodation

Nights in paid accommodation

2024 and 2018-2024

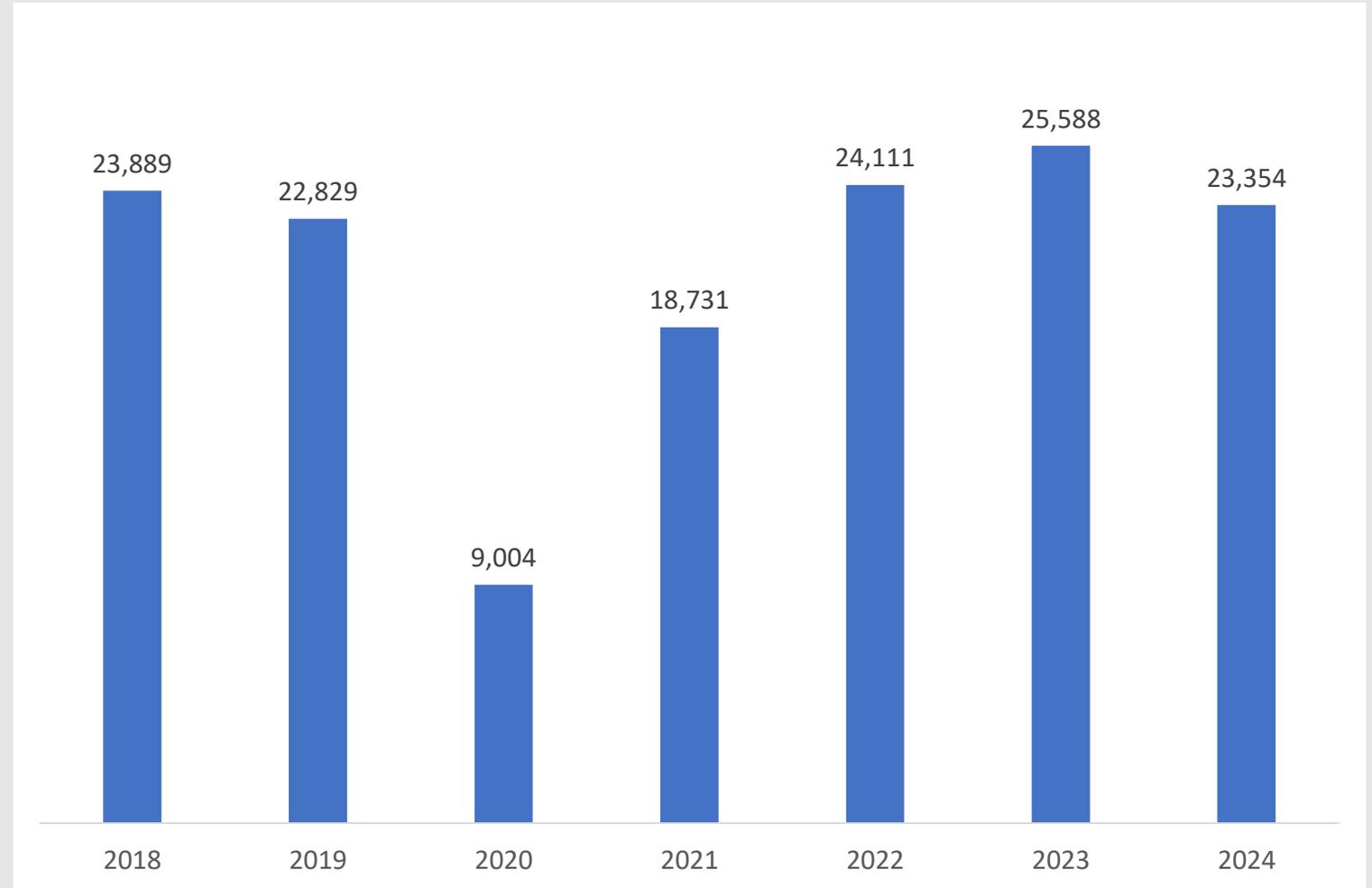


**Nights,
paid accommodation, 2024**



-9% (vs. 2023)

+2% (vs. 2019)



Arrivals in paid accommodation

2024 and 2018-2024

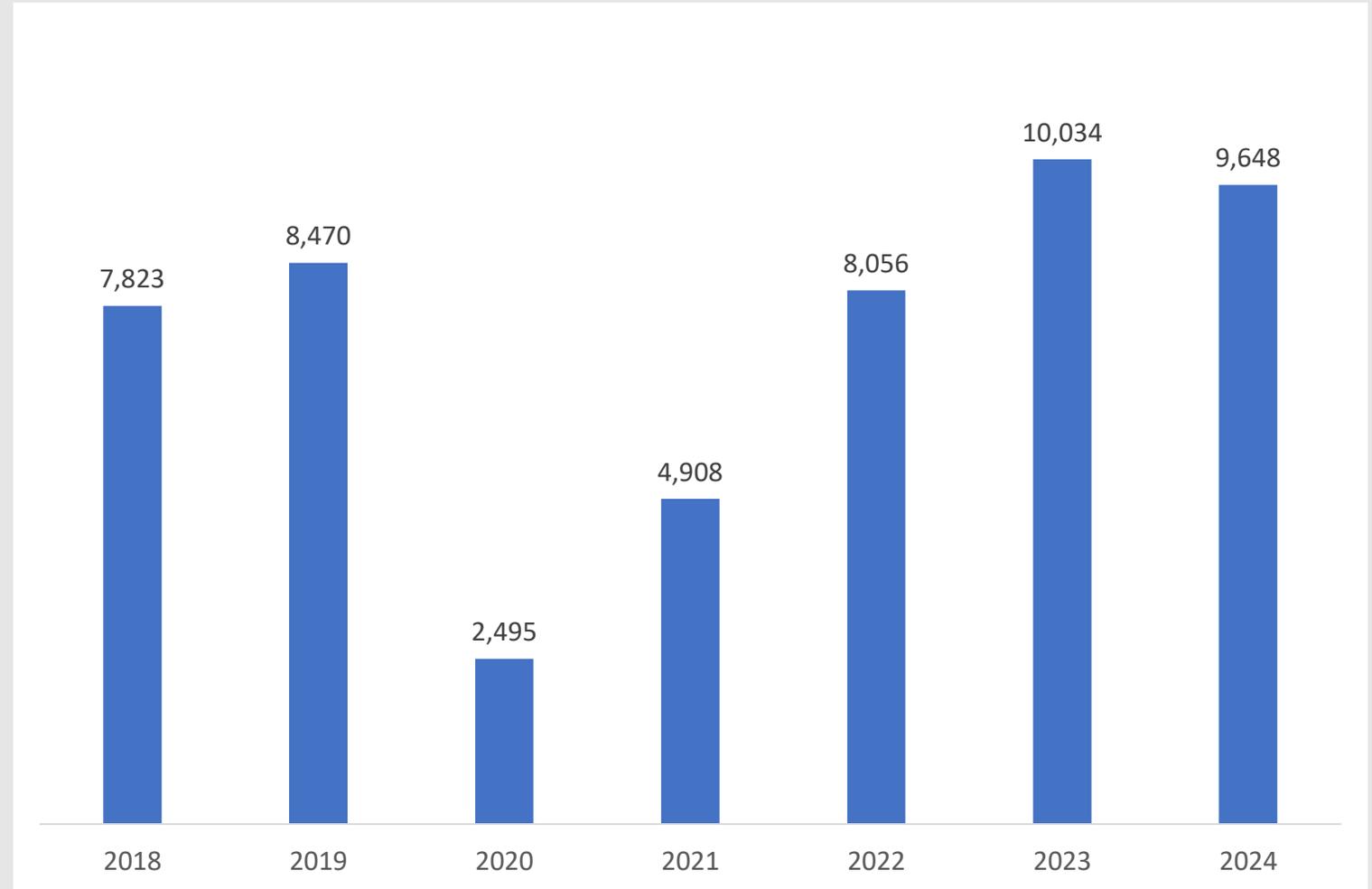


Arrivals,
paid accommodation, 2024



-4% (vs. 2023)

+14% (vs. 2019)



Length of stay, paid accommodation

2024 and 2018-2024

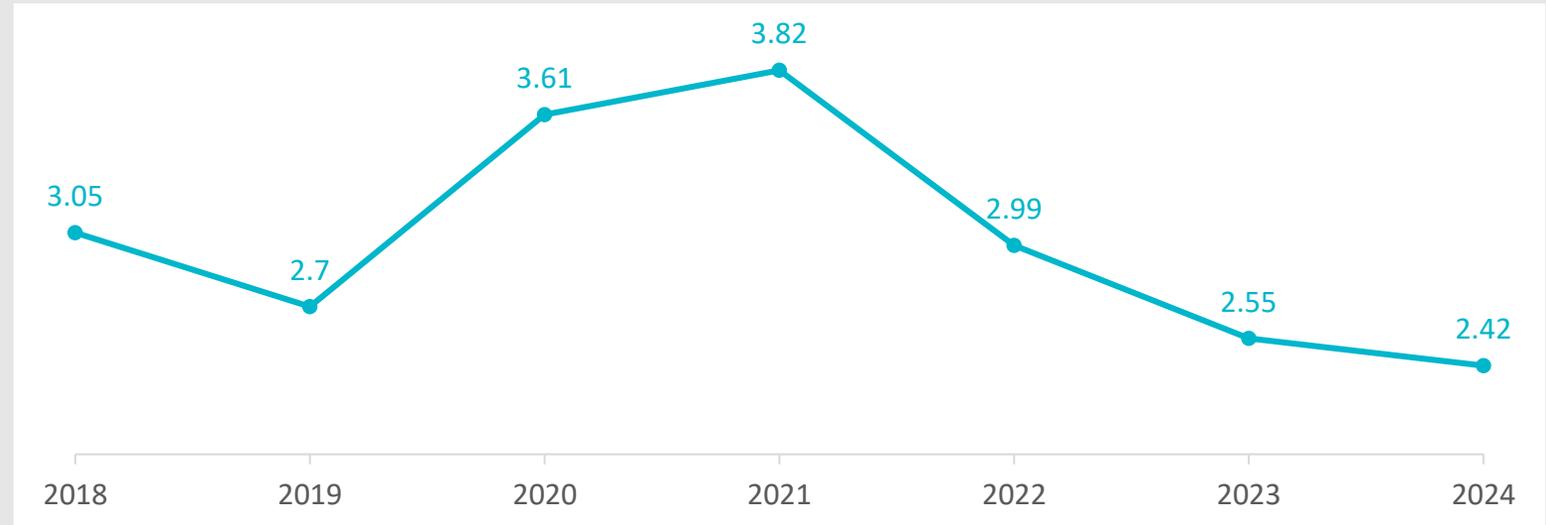


Average length of stay,
paid accommodation, 2024



-0.13 nights (vs. 2023)

-0.28 nights (vs. 2019)

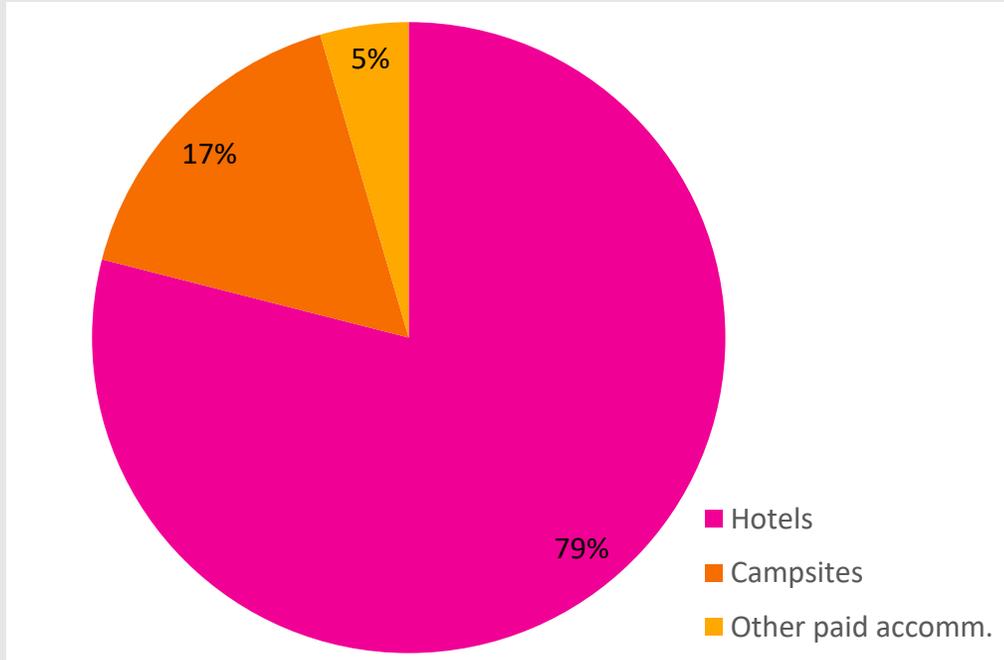


Nights & arrivals in paid accommodation

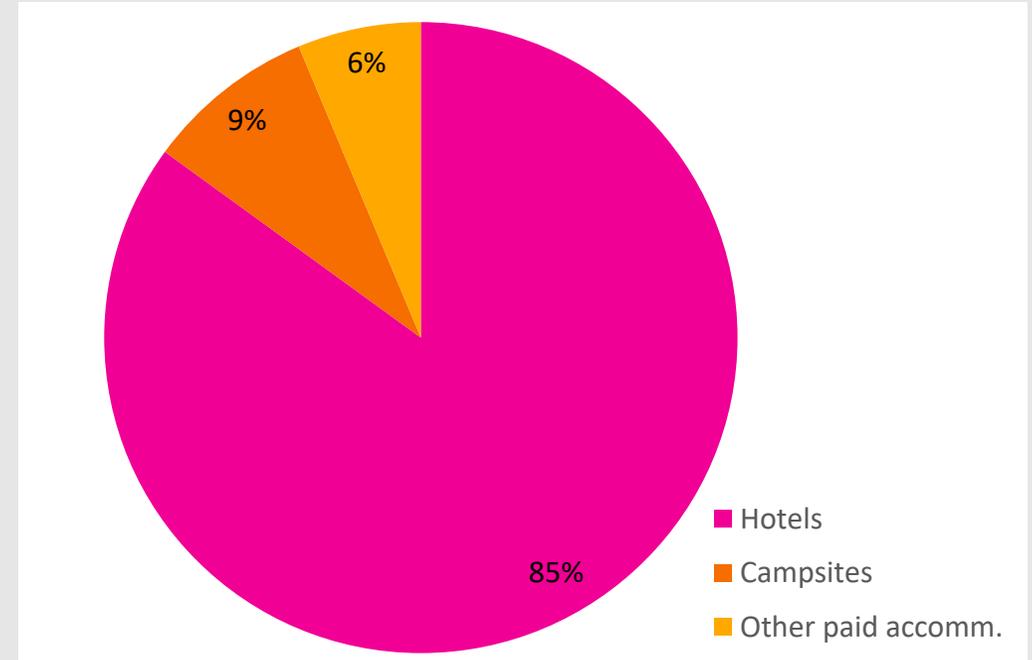
Type of accommodation, 2024



**Nights,
paid accommodation, 2024**



**Arrivals,
paid accommodation, 2024**



Hotels	18.447	-14% (vs. 2023)	+7% (vs. 2019)
Campsites	3.854	+25% (vs. 2023)	+52% (vs. 2019)
Other paid accomm.	1.053	+5% (vs. 2023)	-66% (vs. 2019)

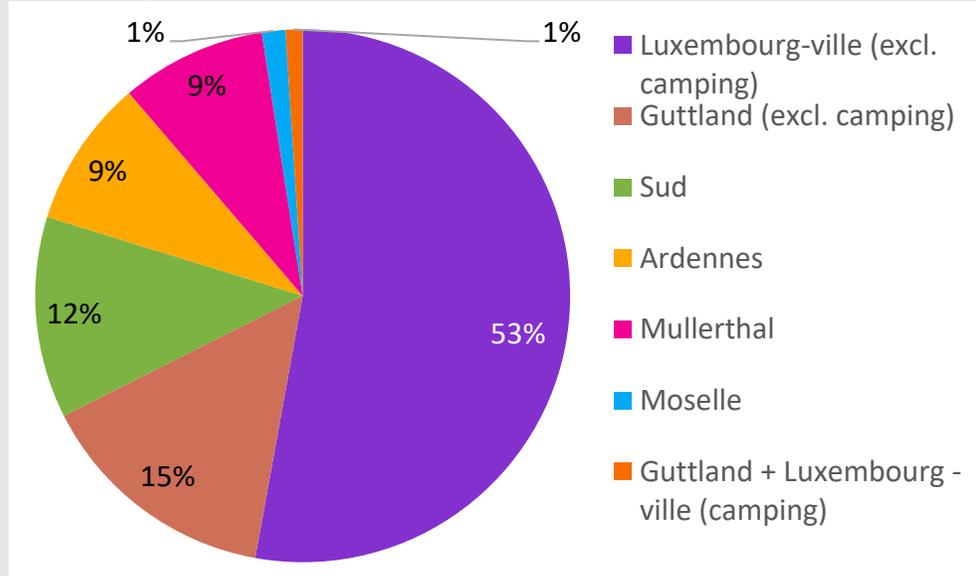
Hotels	8.203	-8% (vs. 2023)	+13% (vs. 2019)
Campsites	837	+56% (vs. 2023)	+172% (vs. 2019)
Other paid accomm.	608	+4% (vs. 2023)	-30% (vs. 2019)

Nights & arrivals in paid accommodation

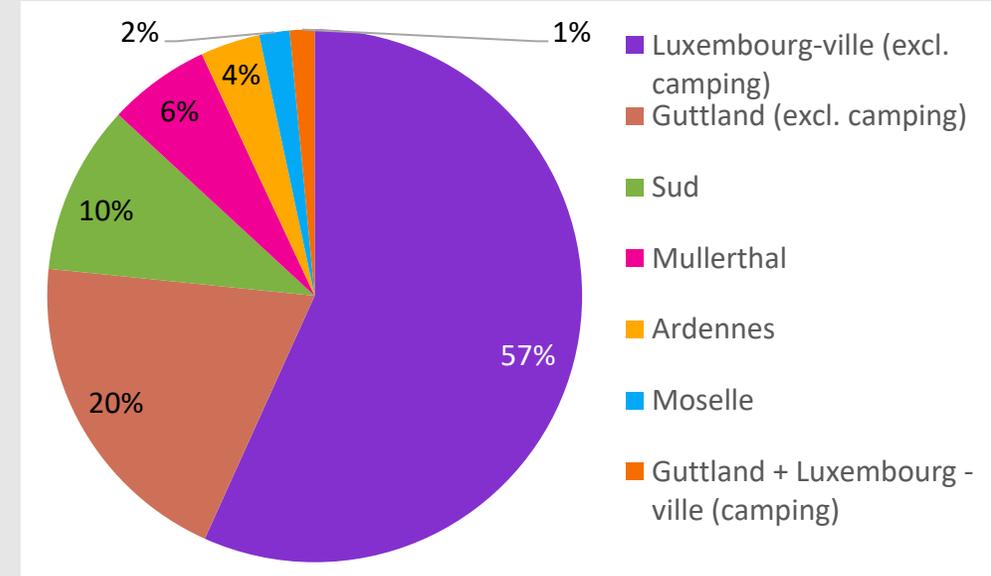
Regions, 2024



Nights, paid accommodation, 2024



Arrivals, paid accommodation, 2024



Lux.-City (excl. camping)	12.340	-7% (vs. 2023)	+19% (vs. 2019)
Guttland (excl. camping)	3.439	-13% (vs. 2023)	-18% (vs. 2019)
South	2.852	-23% (vs. 2023)	-6% (vs. 2019)
Eislek	2.096	-13% (vs. 2023)	-46% (vs. 2019)
MPSL	2.056	+50% (vs. 2023)	+242% (vs. 2019)
Moselle	332	-58% (vs. 2023)	-47% (vs. 2019)
Guttland/Lux.-City (camping)	239	+26% (vs. 2023)	+121% (vs. 2019)

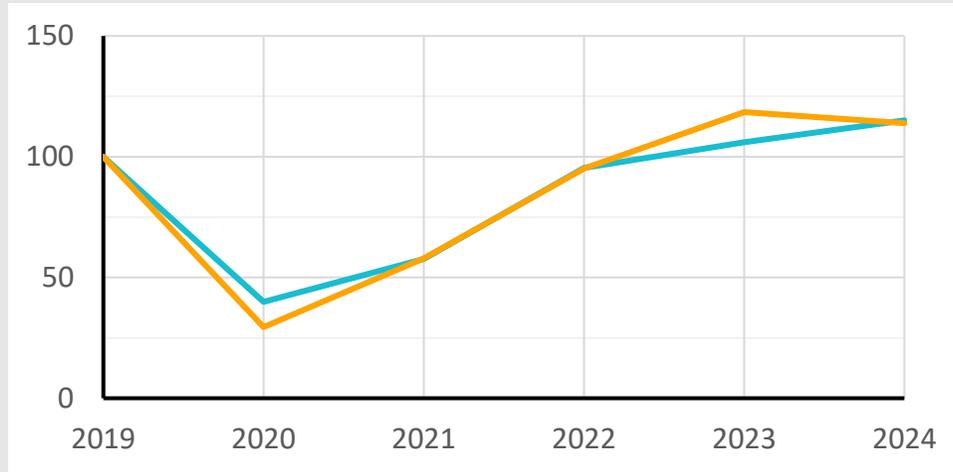
Lux.-City (excl. camping)	5.474	-4% (vs. 2023)	+19% (vs. 2019)
Guttland (excl. camping)	1.918	-5% (vs. 2023)	+18% (vs. 2019)
South	991	-14% (vs. 2023)	-21% (vs. 2019)
MPSL	596	+74% (vs. 2023)	+137% (vs. 2019)
Eislek	348	-11% (vs. 2023)	-19% (vs. 2019)
Moselle	177	-42% (vs. 2023)	-26% (vs. 2019)
Guttland/Lux.-City (camping)	144	+4% (vs. 2023)	+78% (vs. 2019)

Arrivals in paid accommodation

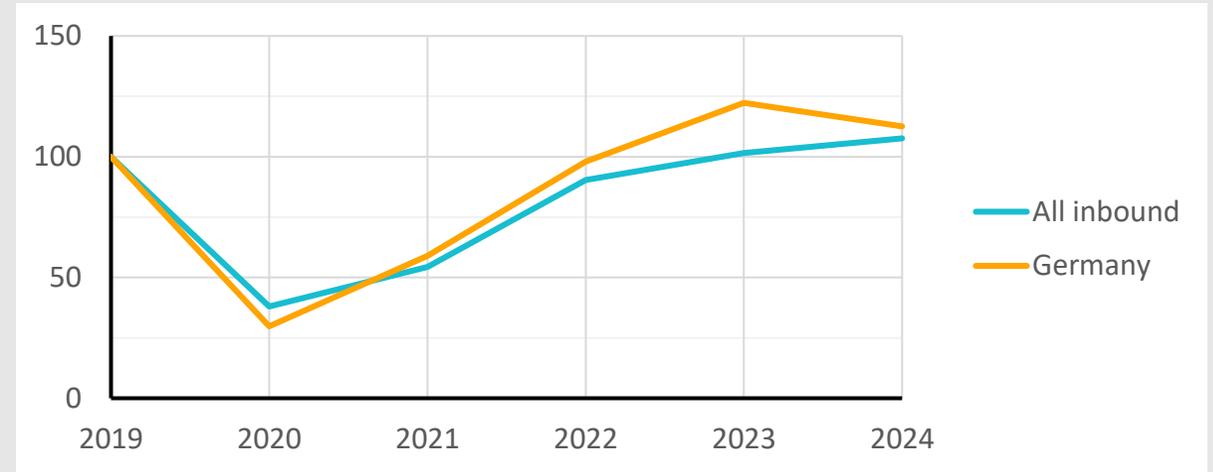
Trends 2019-2024



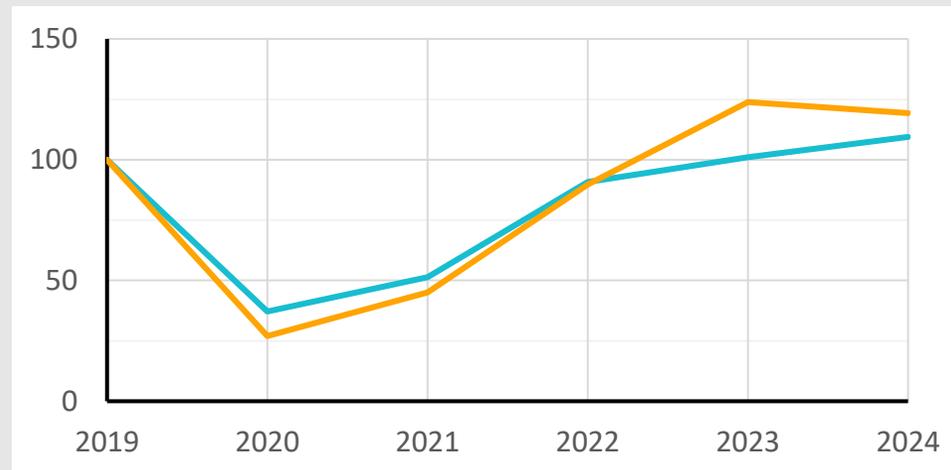
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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



(*) excluding camping.
Source: Statec

Short-term rentals

2024 and 2018-2024



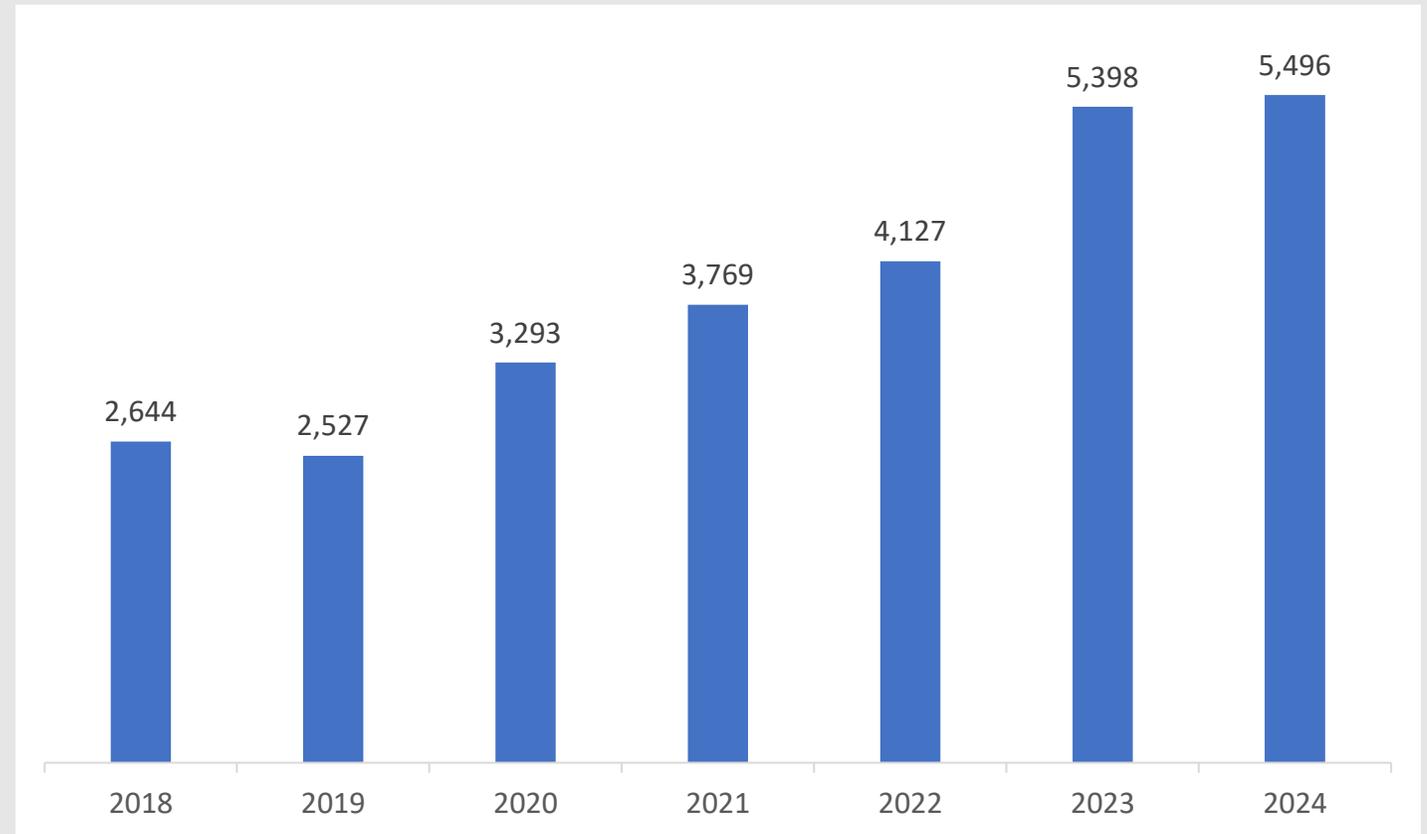
Nights,
Short-term rentals, 2024



2% (vs. 2023)

117% (vs. 2019)

Nights,
Short-term rentals, 2018-2024





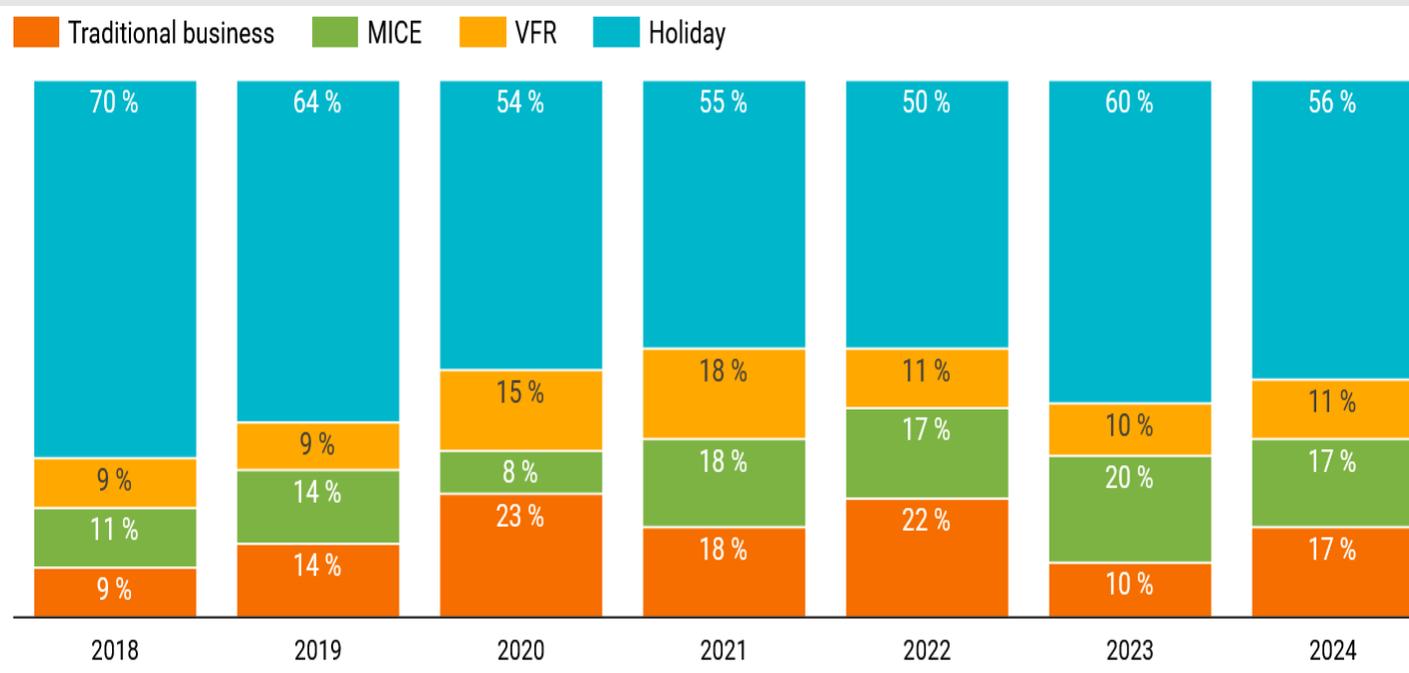
Characteristics of inbound trips

Polish trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2018-2024

Polish trips to Luxembourg, 2018-2024



2024

Poland to Luxembourg Europe to Luxembourg

Holiday	56%	61%
VFR	11%	15%
MICE	17%	15%
Traditional Business	17%	8%

Inbound same-day trips to Luxembourg

2024



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

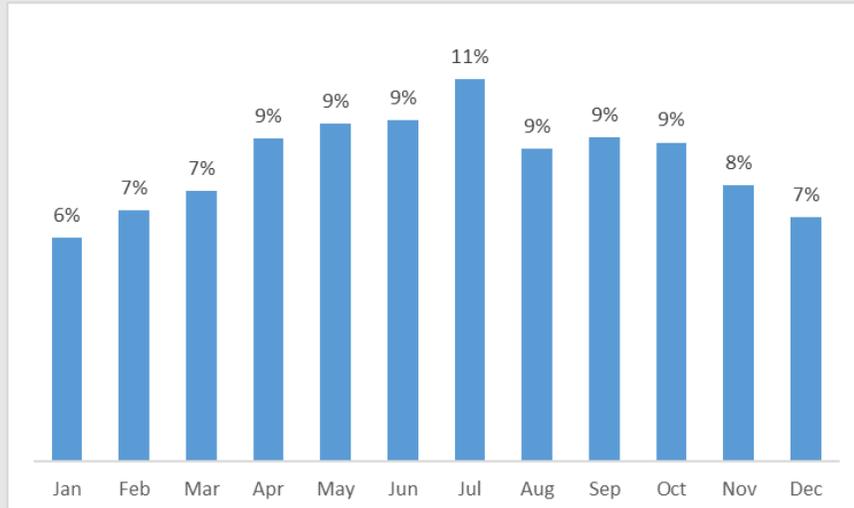


Average length of same-day trips



-0,3 h (vs. 2023)

Seasonality
% of same-day trips





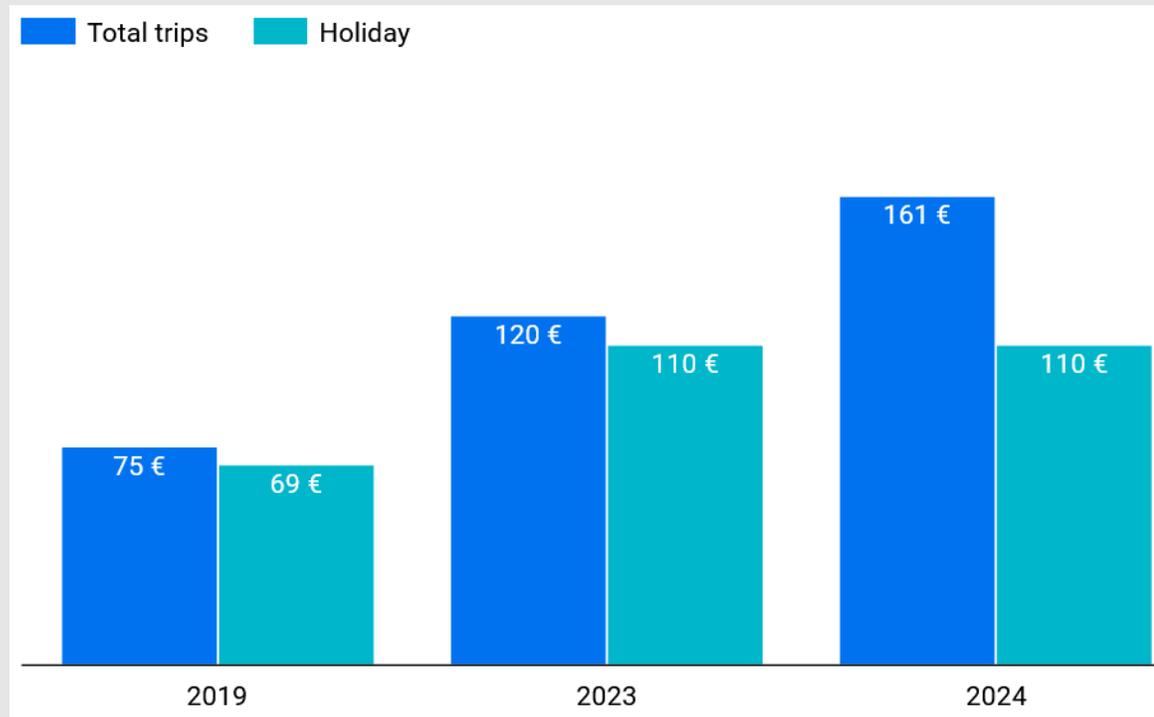
Travel behaviour of inbound leisure visitors

Expenditure



Inbound trips to Luxembourg with overnight (all accommodation)

Average expenditure/pers./day



2024

Poland to Luxembourg All inbound to Luxembourg

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

161€

189€

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

110€

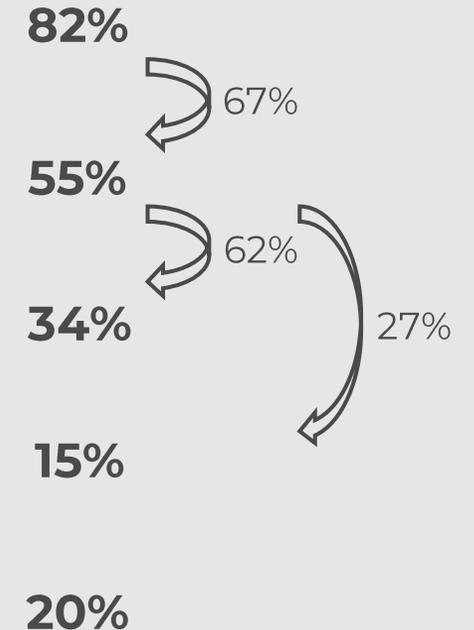
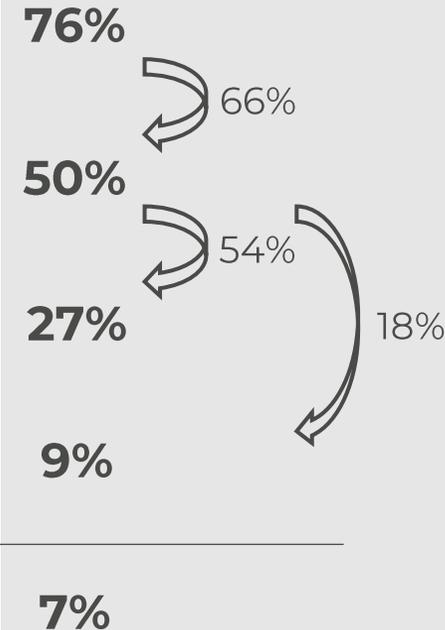
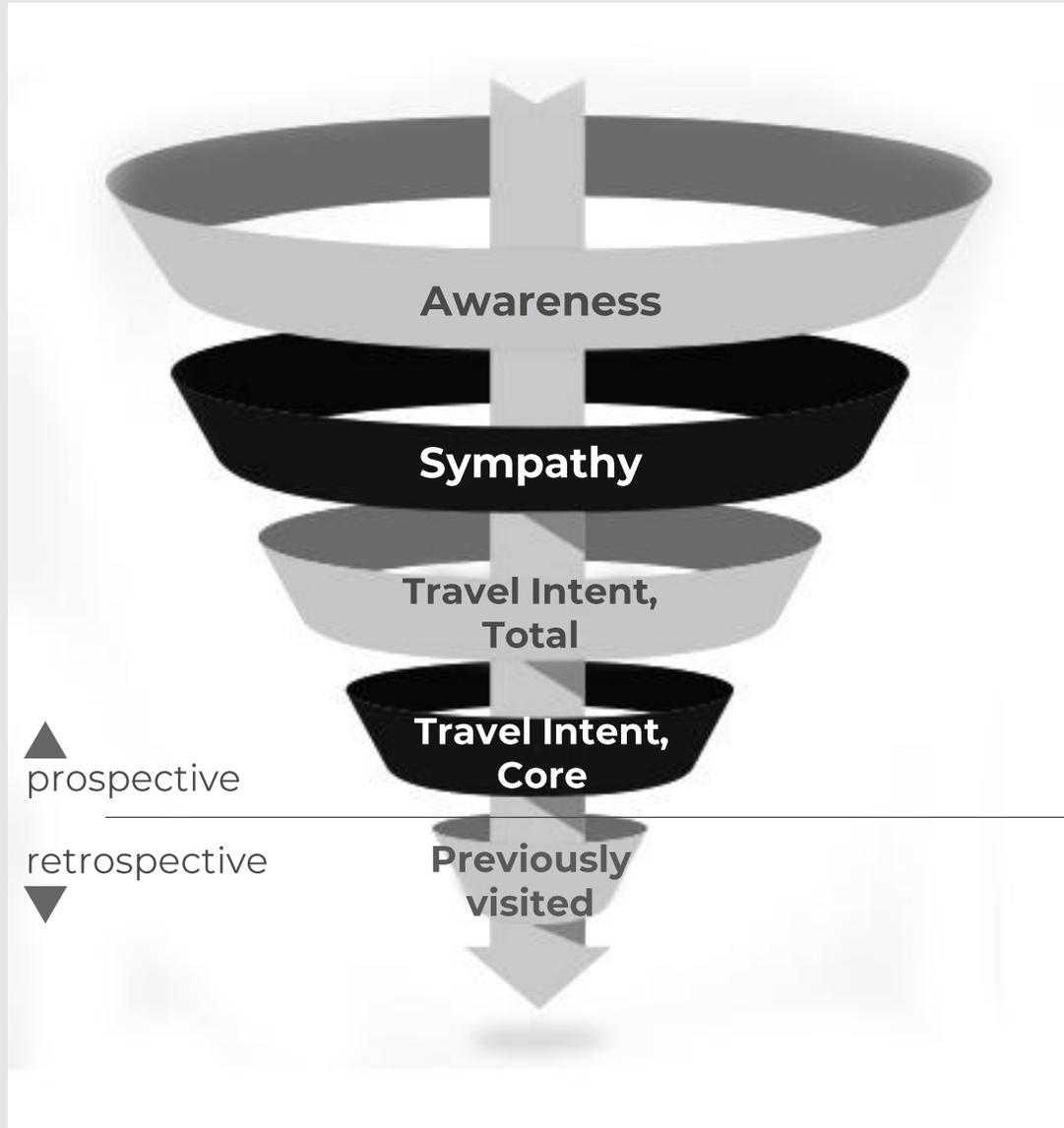
168€



Target segments, Brand & Growth Potential

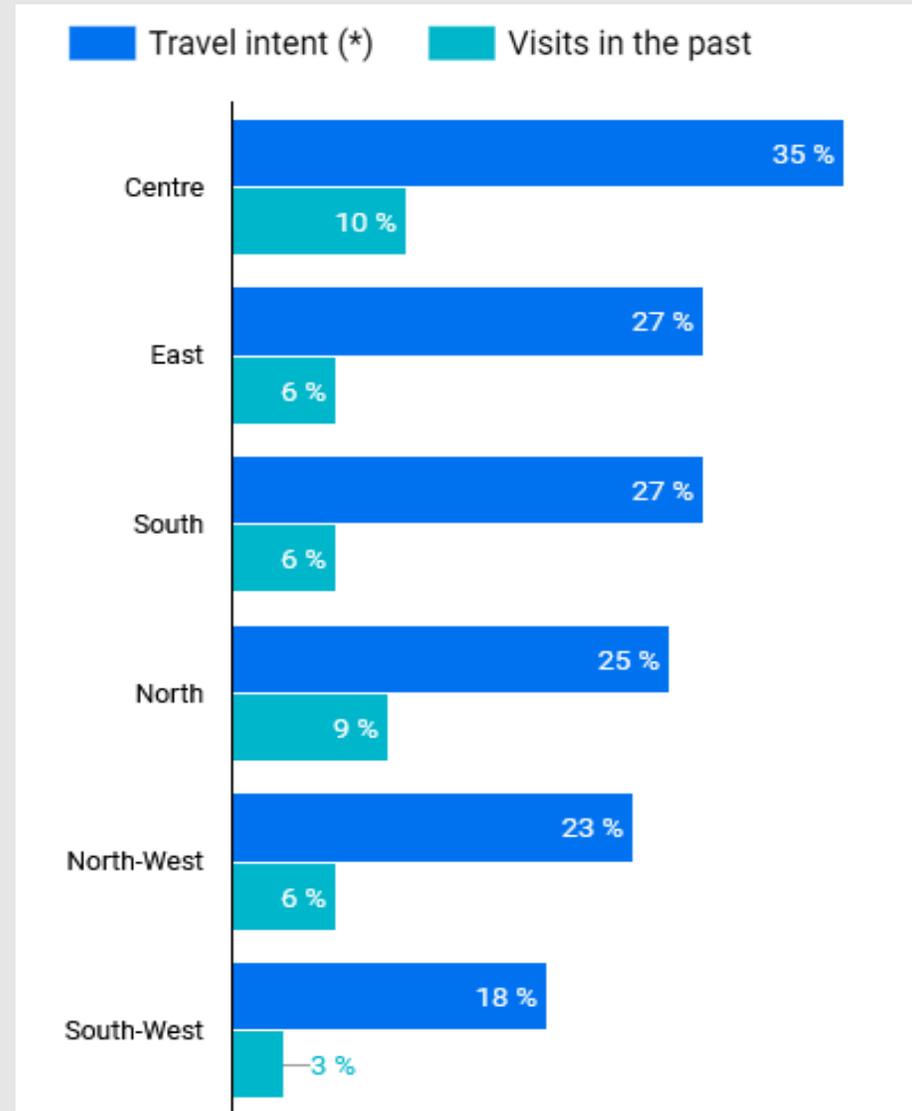
Destination Luxembourg - Brand Funnel 2024

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



Regional origin

Past visitors and future potential



General theme interest (*)



Theme			
	Rank	Rank	% interested
Resting/Relaxation	1	1	81%
Nature	3	2	71%
City	5	2	71%
Castles	9	4	70%
Culinary	2	5	69%
History/Unesco	10	6	63%
Hiking	17	7	61%
Culture	11	8	60%
Wine	21	9	58%
Sustainability	15	10	51%
Events	16	11	48%
Family	12	12	47%
Countryside	22	12	47%
Shopping	23	12	47%
Industrial heritage	28	15	46%
Nightlife (**)	20	16	45%
Cycling	31	17	44%
Active-sports	27	18	34%
MTB	32	18	34%
Wellness	25	20	32%
Motorcycling	33	21	22%

(*) 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	42%
Castles	5	2	34%
Culture	4	3	32%
Shopping	7	4	31%
Culinary	2	5	30%
Hiking	8	6	24%
Family	6	7	22%
Nature	3	8	21%
Cycling	9	9	18%
Active-sports	10	10	15%

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

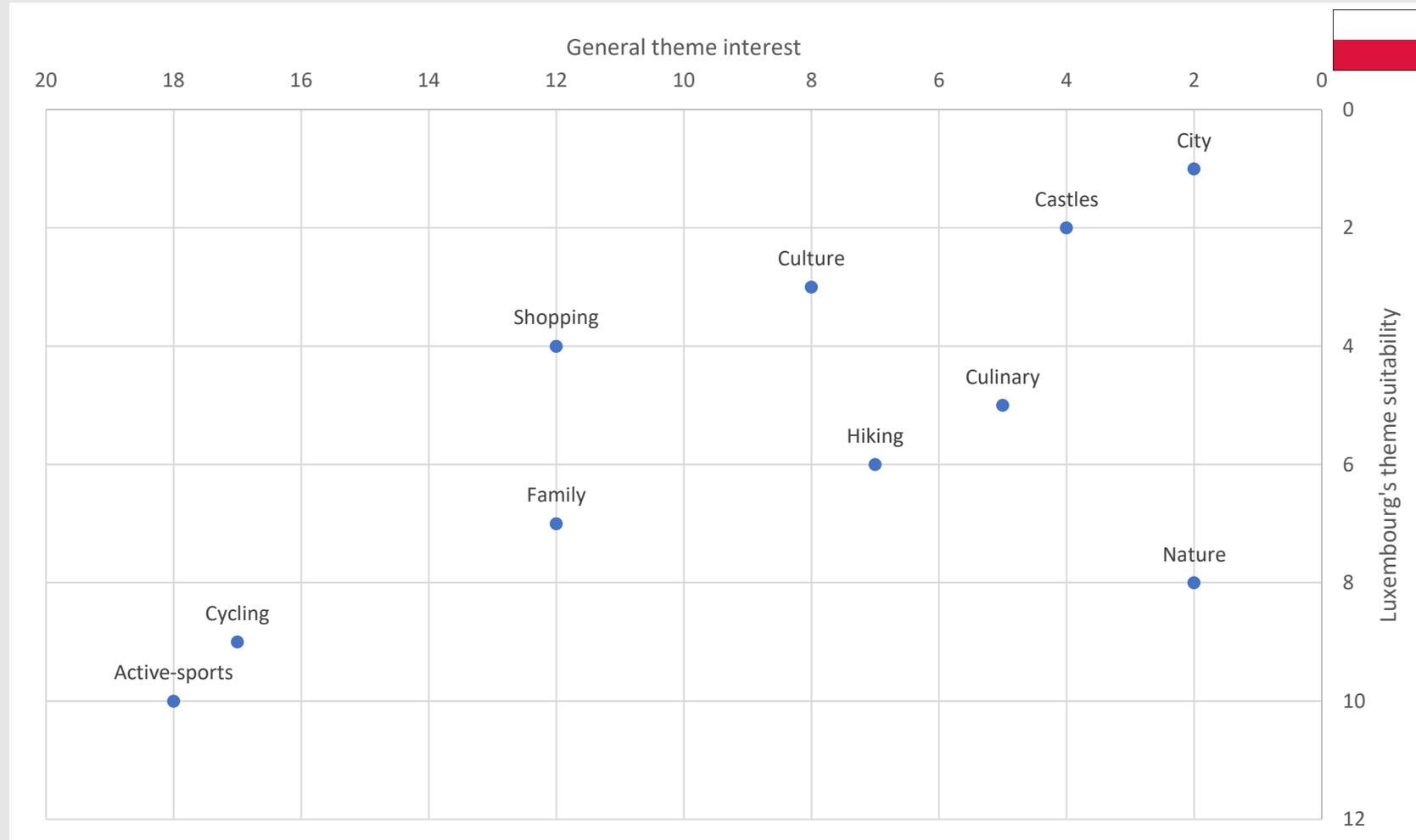
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

Source: Destination Brand/Inspektour (2021).

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.



Your contact

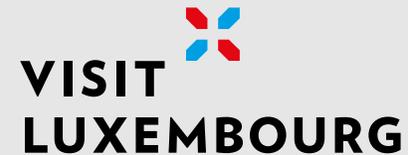


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