



Luxembourg for Tourism

Market profile

POLAND

2025

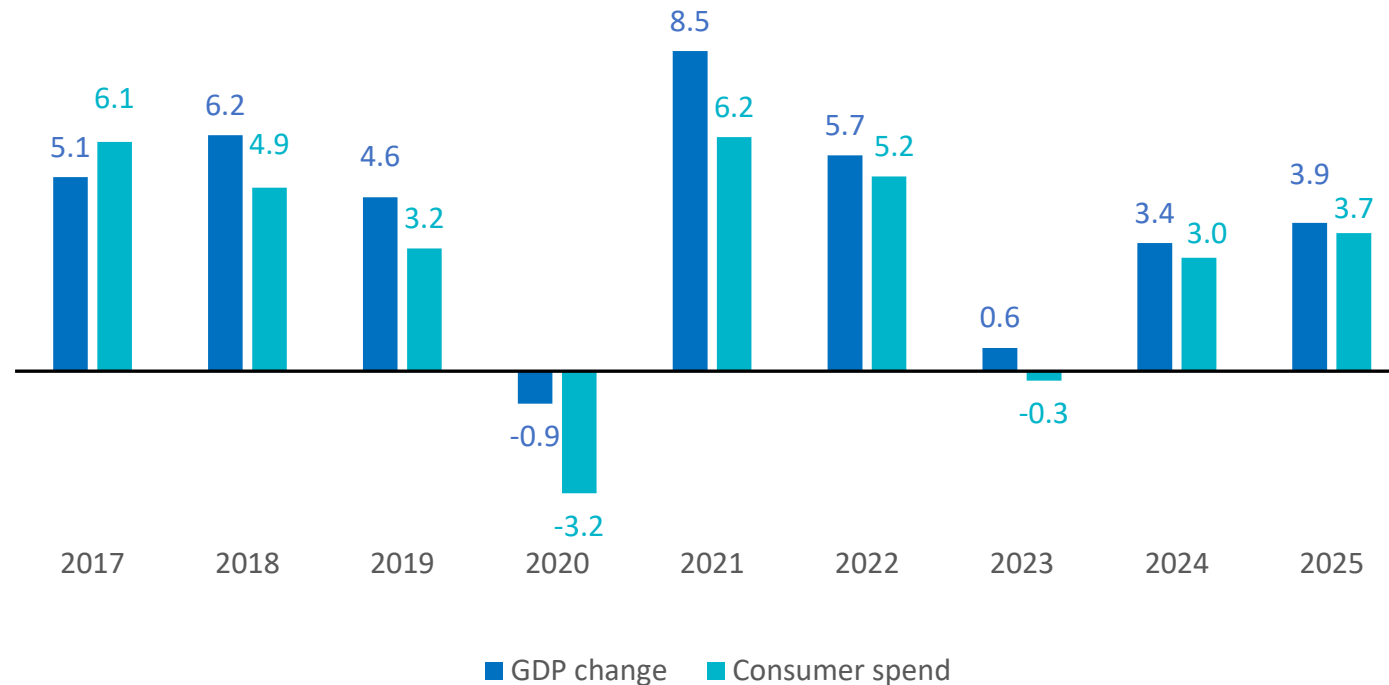


Economic indicators & General Travel Demand

Economic indicators – General travel demand



GDP and consumer spending, % annual change



Economy & population

GDP (PPP, \$) per capita
46,925

Unemployment (%)
5.4

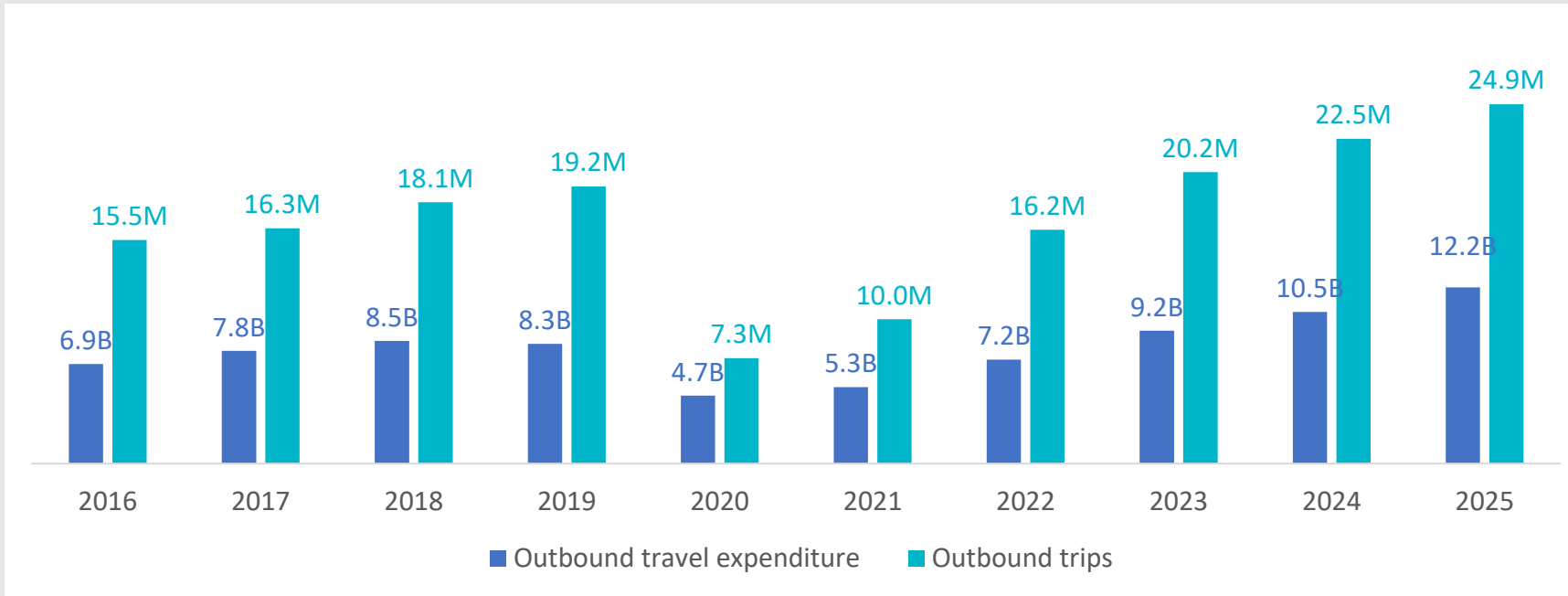
Inflation(%)
3.8

Population
38,140,910

Economic indicators – General travel demand



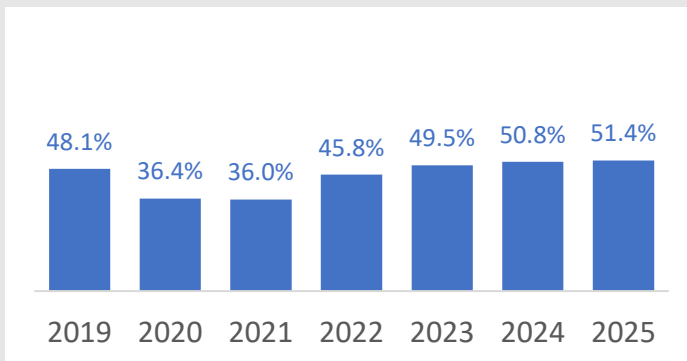
Outbound trips and travel expenditure



Outbound travel intensity
0.65 trips
per inhabitant (2025)

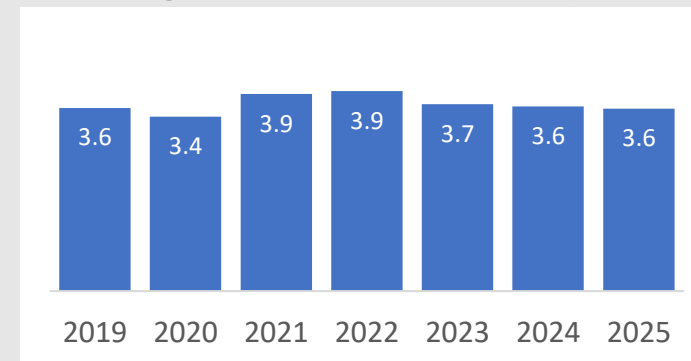
Average spend
per outbound trip (2025)
490 \$

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2025)
85%

Average length of stay, nights, all outbound trips





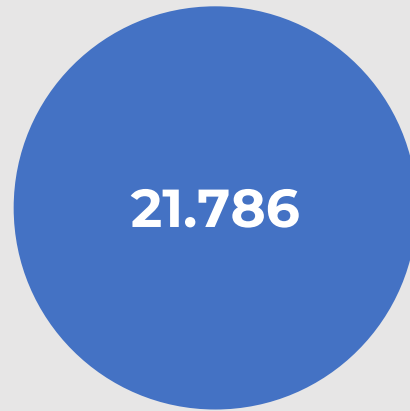
Arrivals & nights in paid accommodation

Nights in paid accommodation

2025 and 2019-2025

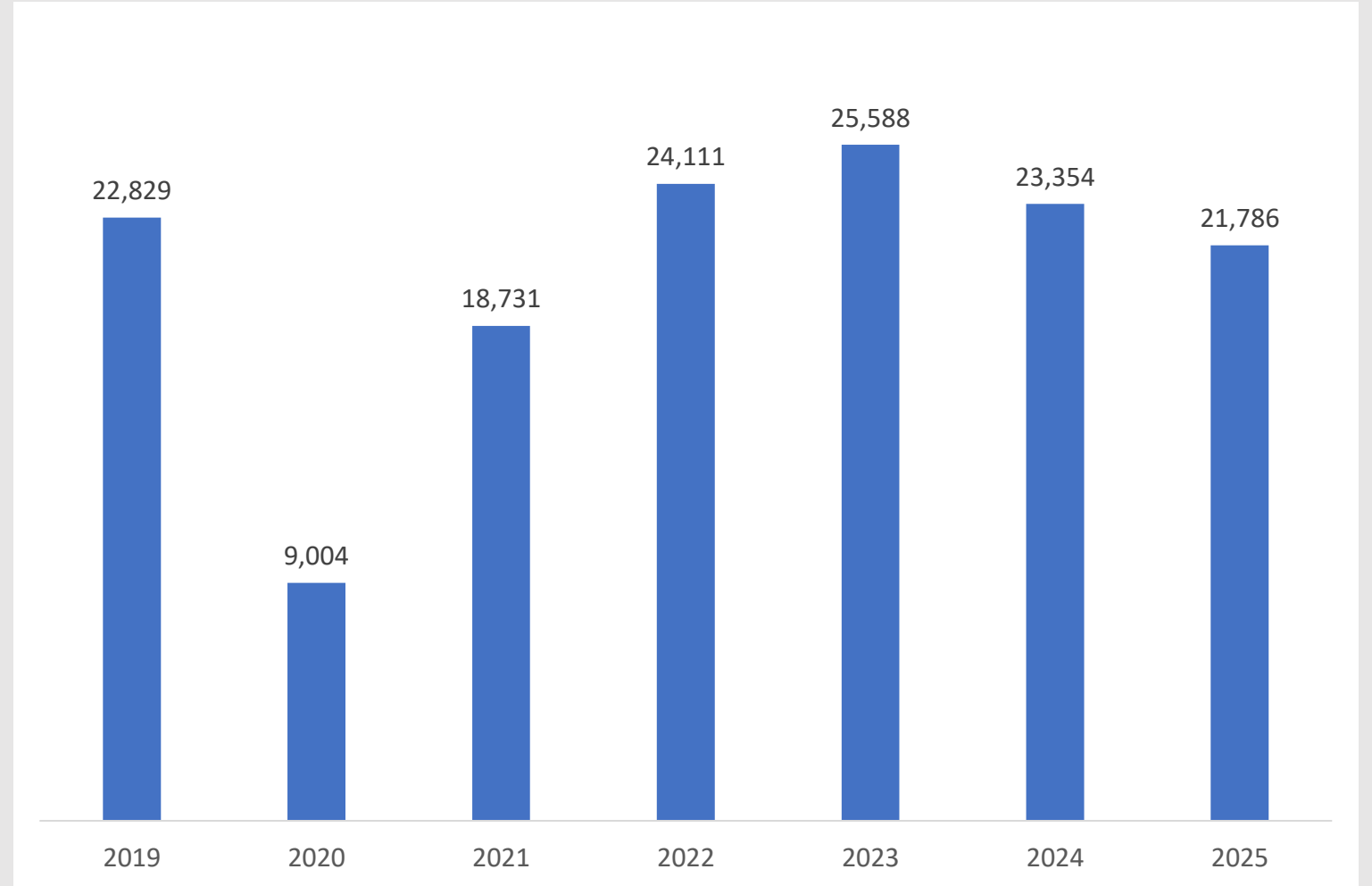


**Nights,
paid accommodation, 2025**



-7% (vs. 2024)

-5% (vs. 2019)



Arrivals in paid accommodation

2025 and 2019-2025

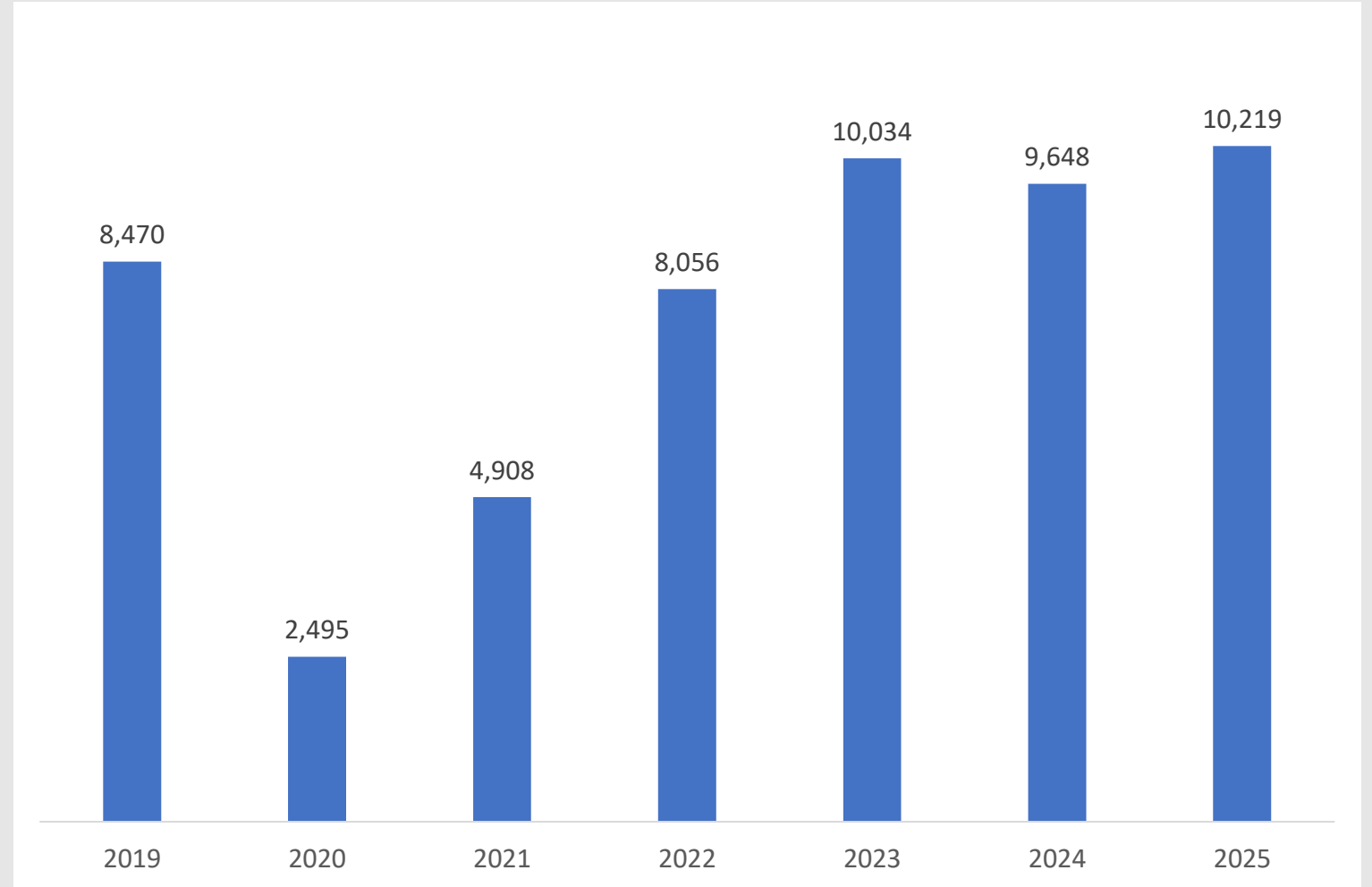


Arrivals,
paid accommodation, 2025



+6% (vs. 2024)

+21% (vs. 2019)



Length of stay, paid accommodation

2025 and 2019-2025

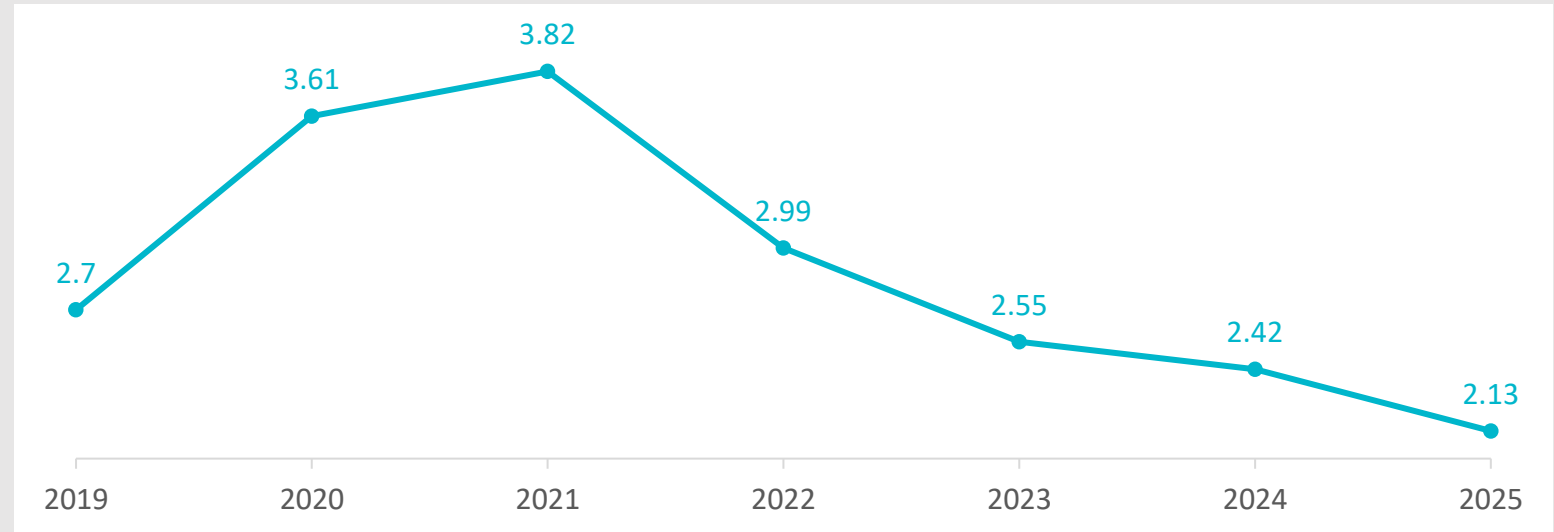


Average length of stay,
paid accommodation, 2025



-0.29 nights (vs. 2024)

-0.57 nights (vs. 2019)

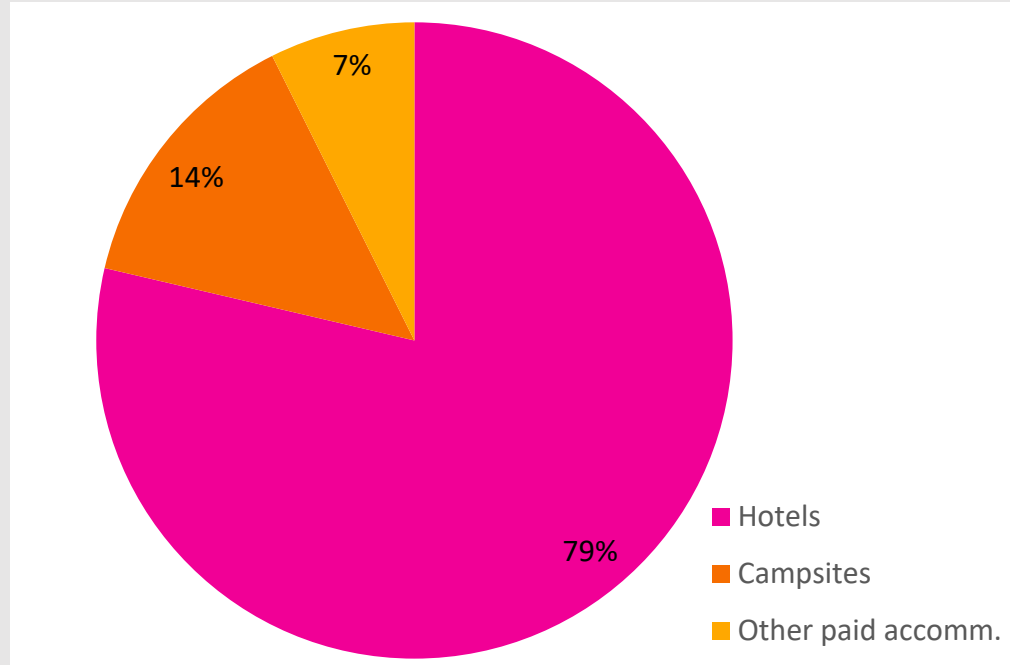


Nights & arrivals in paid accommodation

Type of accommodation, 2025

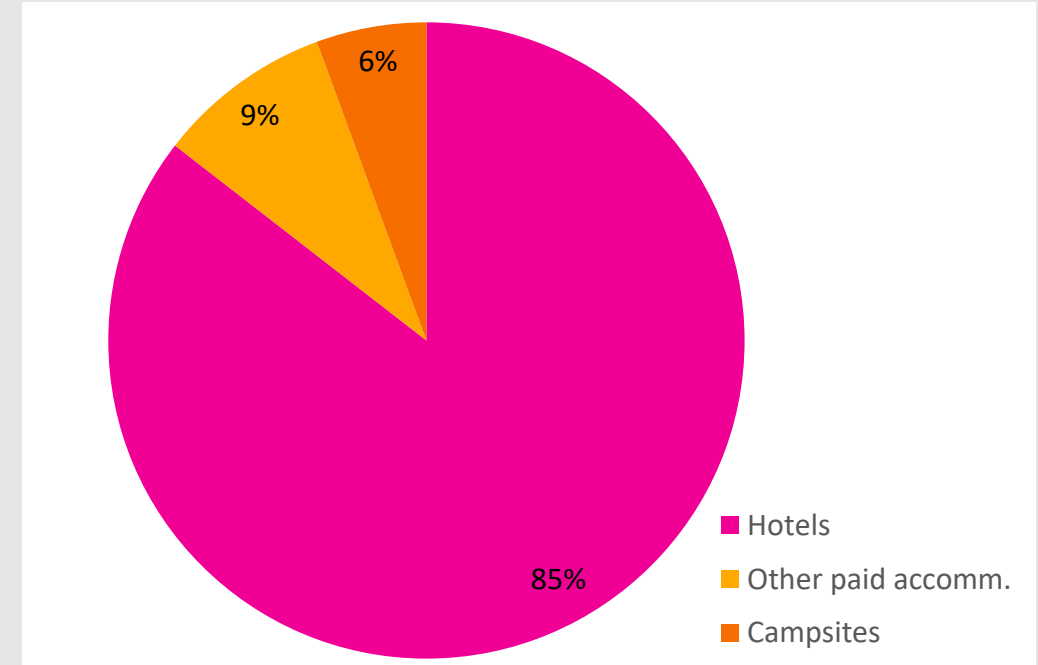


Nights,
paid accommodation, 2025



Hotels	17.136	-7% (vs. 2024)	-0% (vs. 2019)
Campsites	3.043	-21% (vs. 2024)	+20% (vs. 2019)
Other paid accomm.	1.607	+53% (vs. 2024)	-48% (vs. 2019)

Arrivals,
paid accommodation, 2025



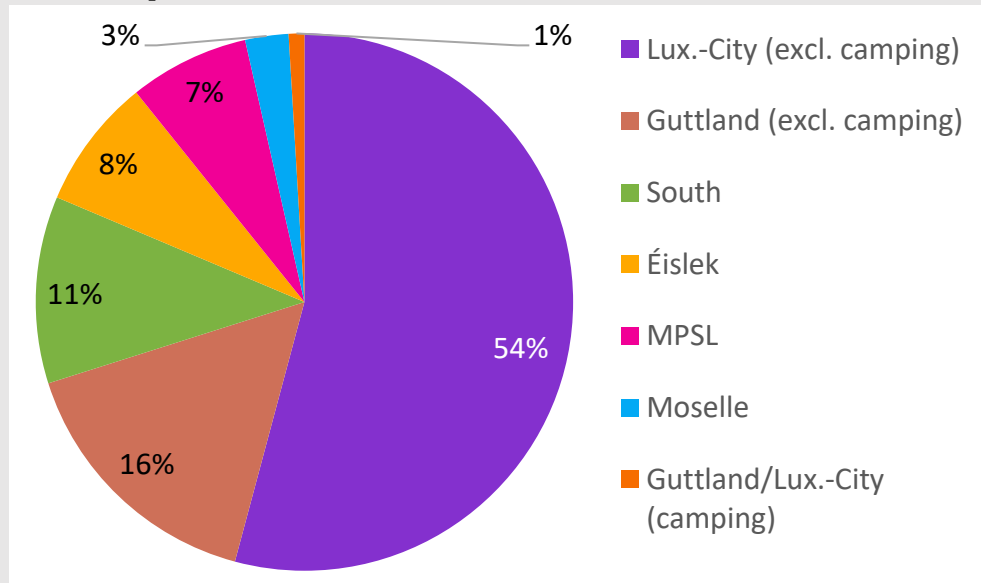
Hotels	8.737	+7% (vs. 2024)	+20% (vs. 2019)
Other paid accomm.	910	+50% (vs. 2024)	+4% (vs. 2019)
Campsites	572	-32% (vs. 2024)	+86% (vs. 2019)

Nights & arrivals in paid accommodation

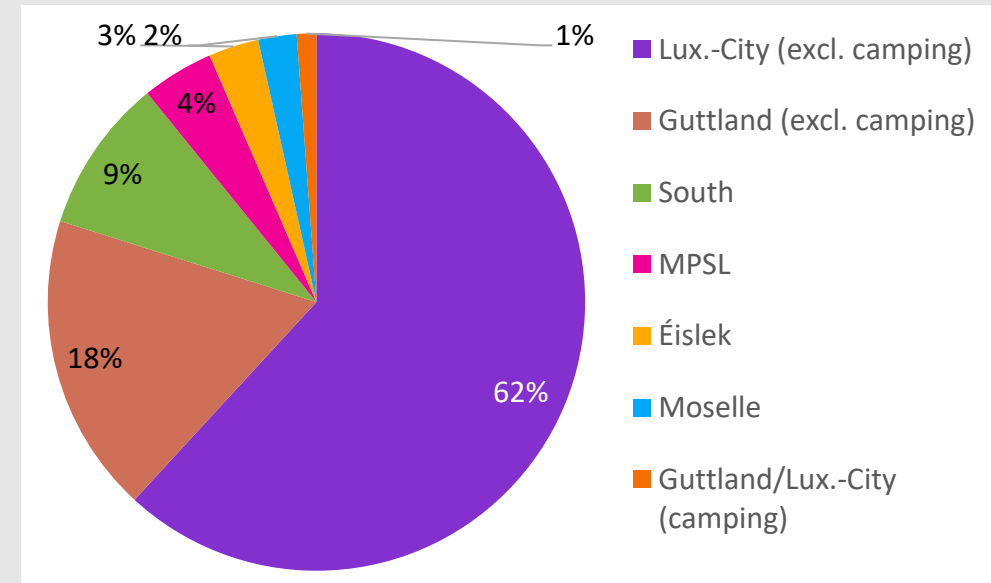
Regions, 2025



Nights, paid accommodation, 2025



Arrivals, paid accommodation, 2025



Lux.-City (excl. camping)	11.801	-4% (vs. 2024)	+14% (vs. 2019)
Guttland (excl. camping)	3.473	+1% (vs. 2024)	-17% (vs. 2019)
South	2.453	-14% (vs. 2024)	-19% (vs. 2019)
Éislek	1.714	-18% (vs. 2024)	-56% (vs. 2019)
MPSL	1.572	-24% (vs. 2024)	+162% (vs. 2019)
Moselle	568	+71% (vs. 2024)	-9% (vs. 2019)
Guttland/Lux.-City (camping)	205	-14% (vs. 2024)	+90% (vs. 2019)

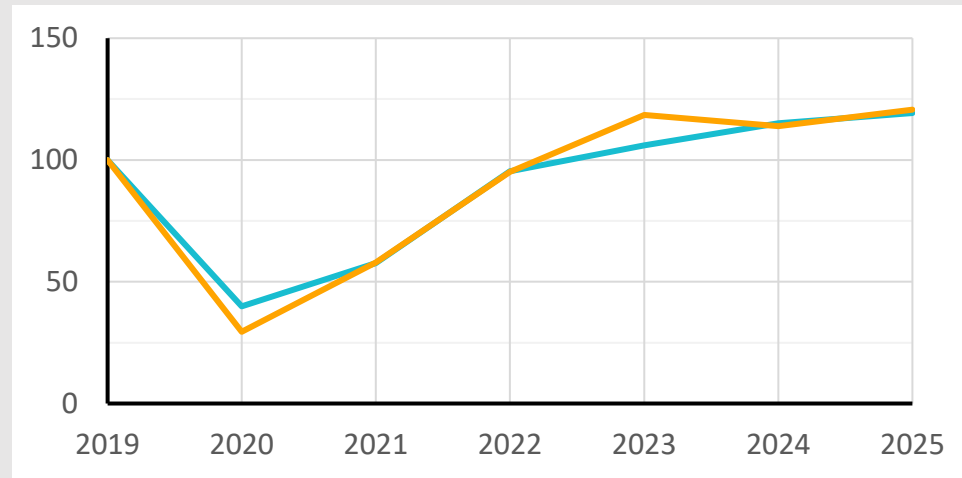
Lux.-City (excl. camping)	6.319	+15% (vs. 2024)	+38% (vs. 2019)
Guttland (excl. camping)	1.843	-4% (vs. 2024)	+14% (vs. 2019)
South	950	-4% (vs. 2024)	-24% (vs. 2019)
MPSL	442	-26% (vs. 2024)	+76% (vs. 2019)
Éislek	309	-11% (vs. 2024)	-28% (vs. 2019)
Moselle	236	+33% (vs. 2024)	-2% (vs. 2019)
Guttland/Lux.-City (camping)	120	-17% (vs. 2024)	+48% (vs. 2019)

Arrivals in paid accommodation

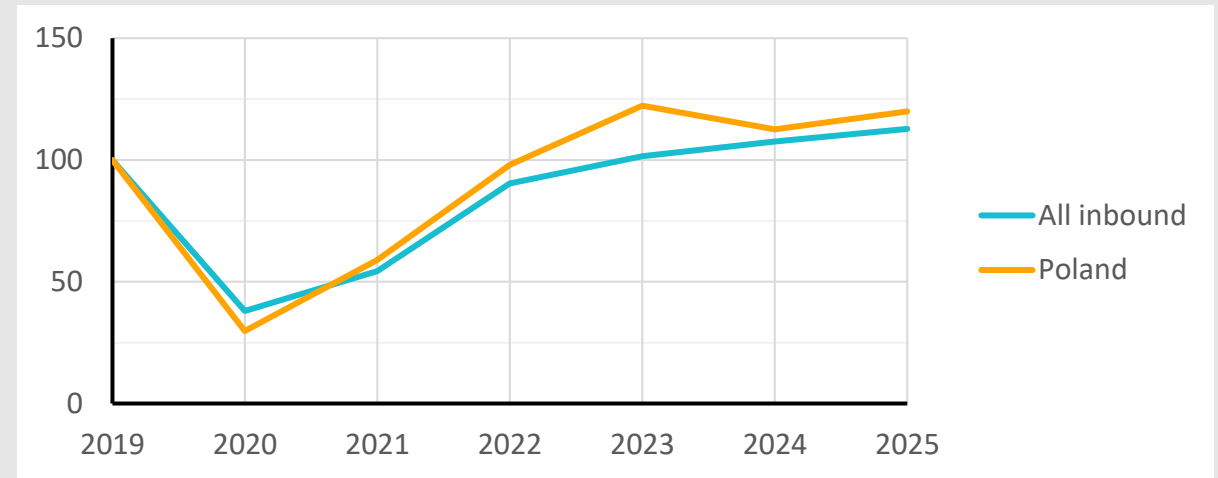
Trends 2019-2025



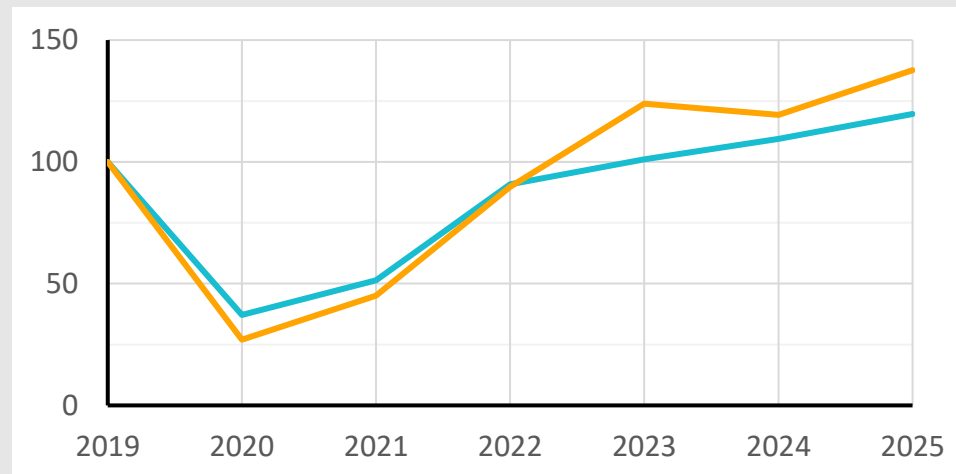
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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



Short-term rentals

2025 and 2019-2025



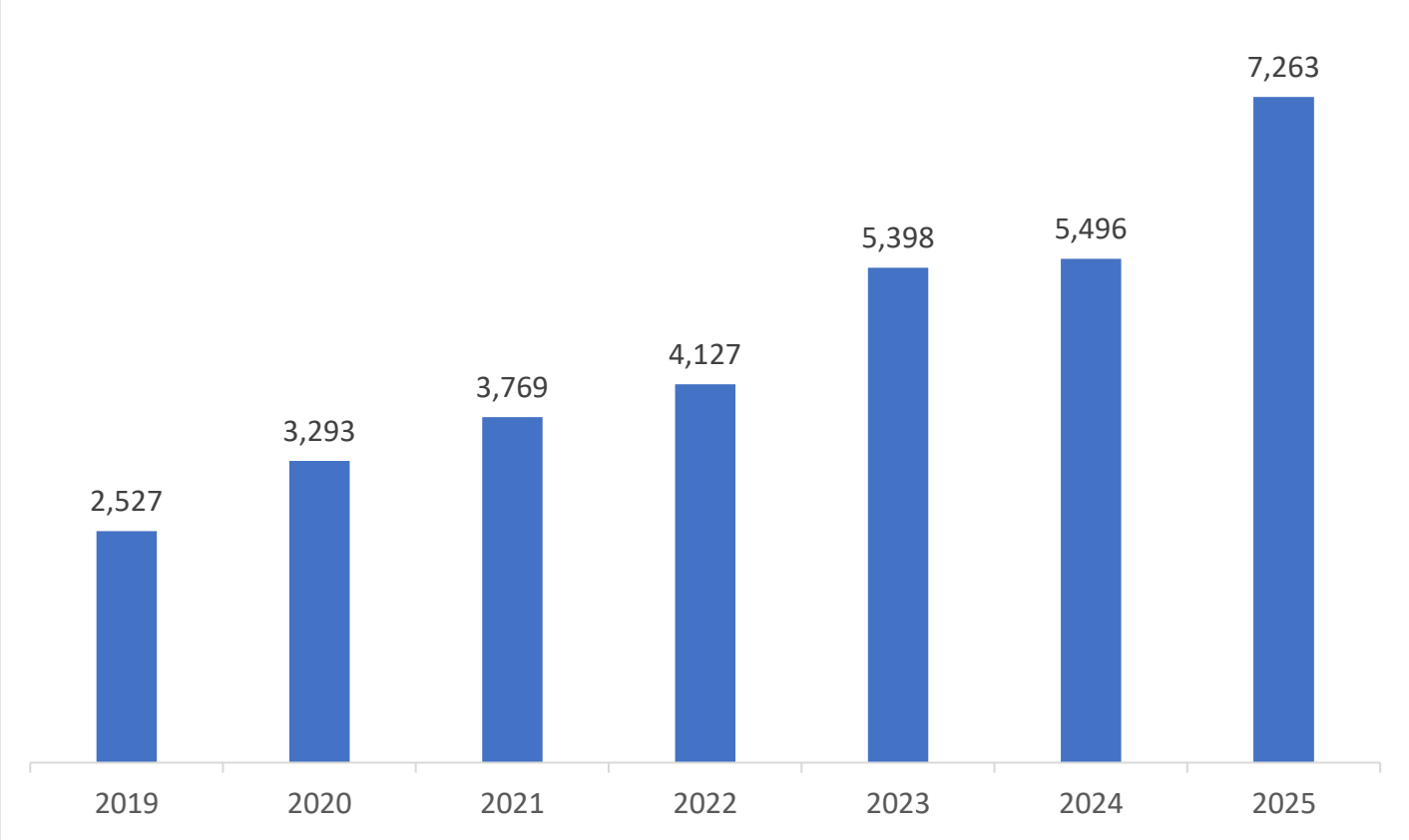
Nights,
Short-term rentals, 2025



+32% (vs. 2024)

+187% (vs. 2019)

Nights,
Short-term rentals, 2019-2025





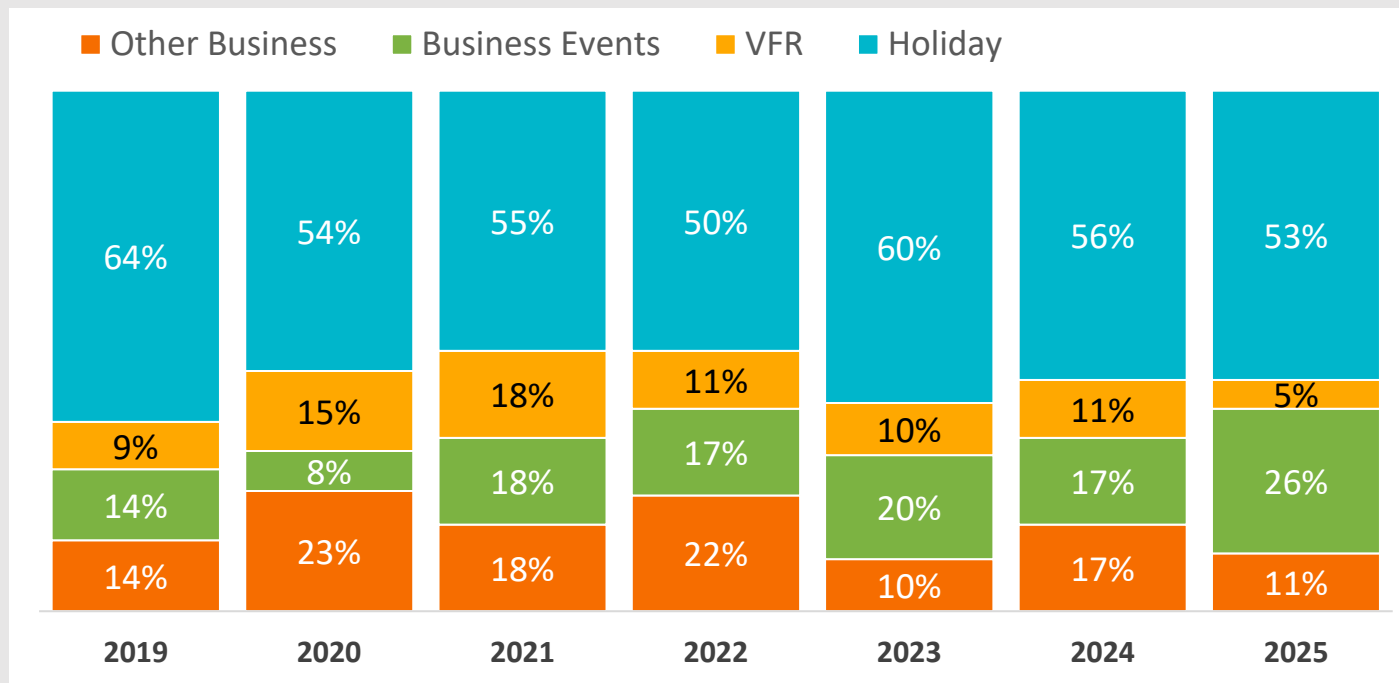
Characteristics of inbound trips

Polish trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2019-2025

Polish trips to Luxembourg, 2019-2025



2025

Poland to
Luxembourg

Europe to
Luxembourg

Holiday	53%	62%
VFR	5%	12%
Business Events	26%	17%
Other Business	11%	8%

Inbound same-day trips to Luxembourg

2025



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



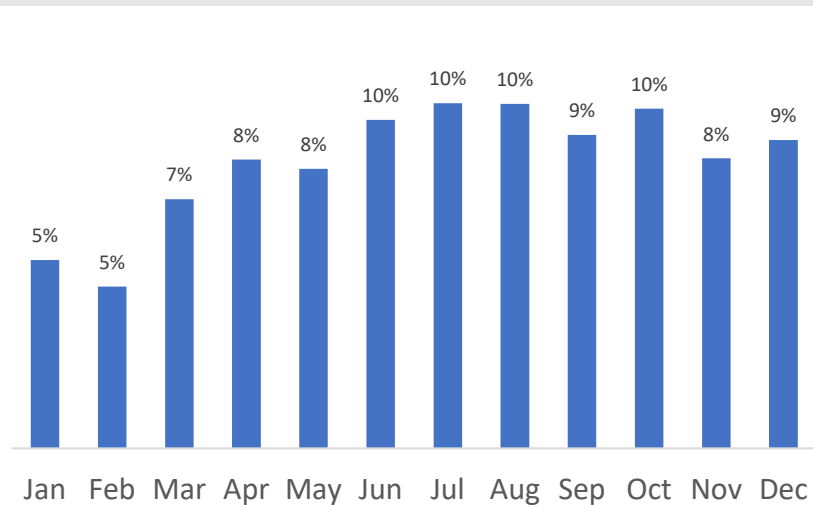
-9% (vs. 2024)

**Average length
of same-day trips**



+0,6 h (vs. 2024)

**Seasonality
% of same-day trips**



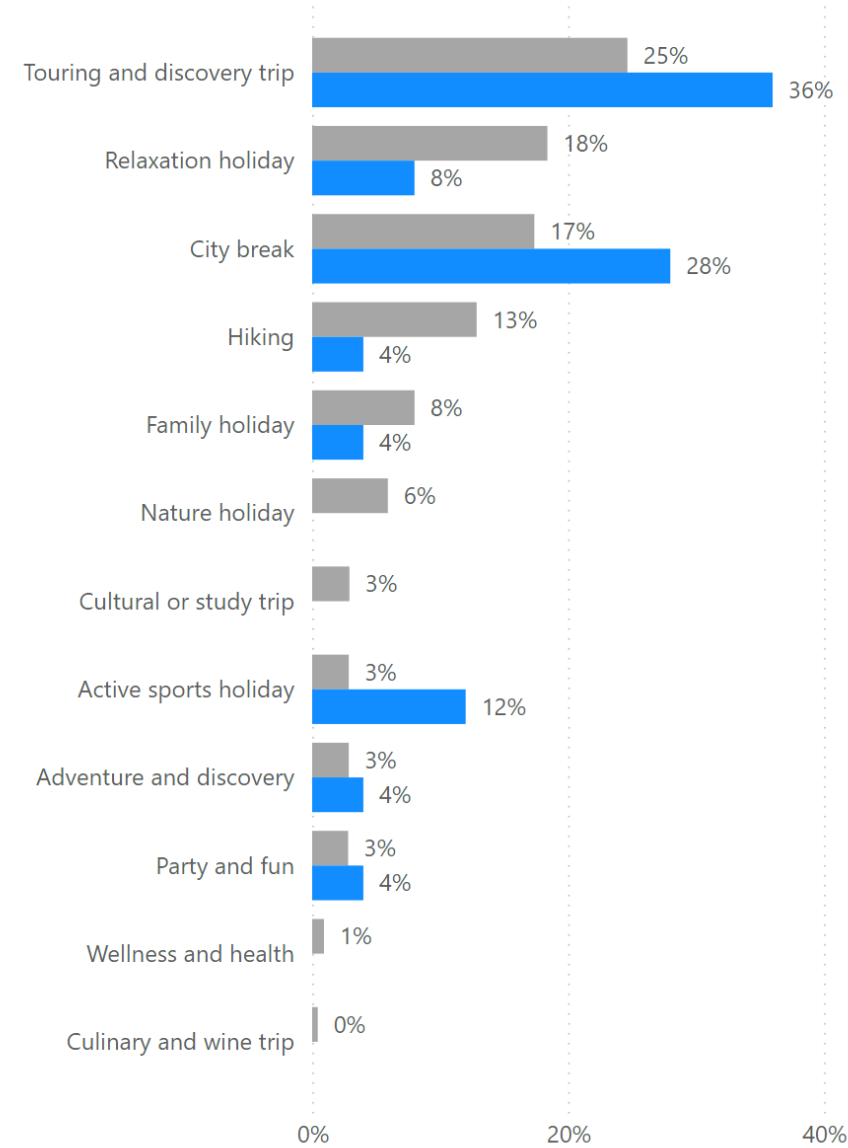


Travel behaviour of inbound leisure visitors

Main holiday types

Leisure overnight visitors, 2022–2025

● All inbound ● Poland

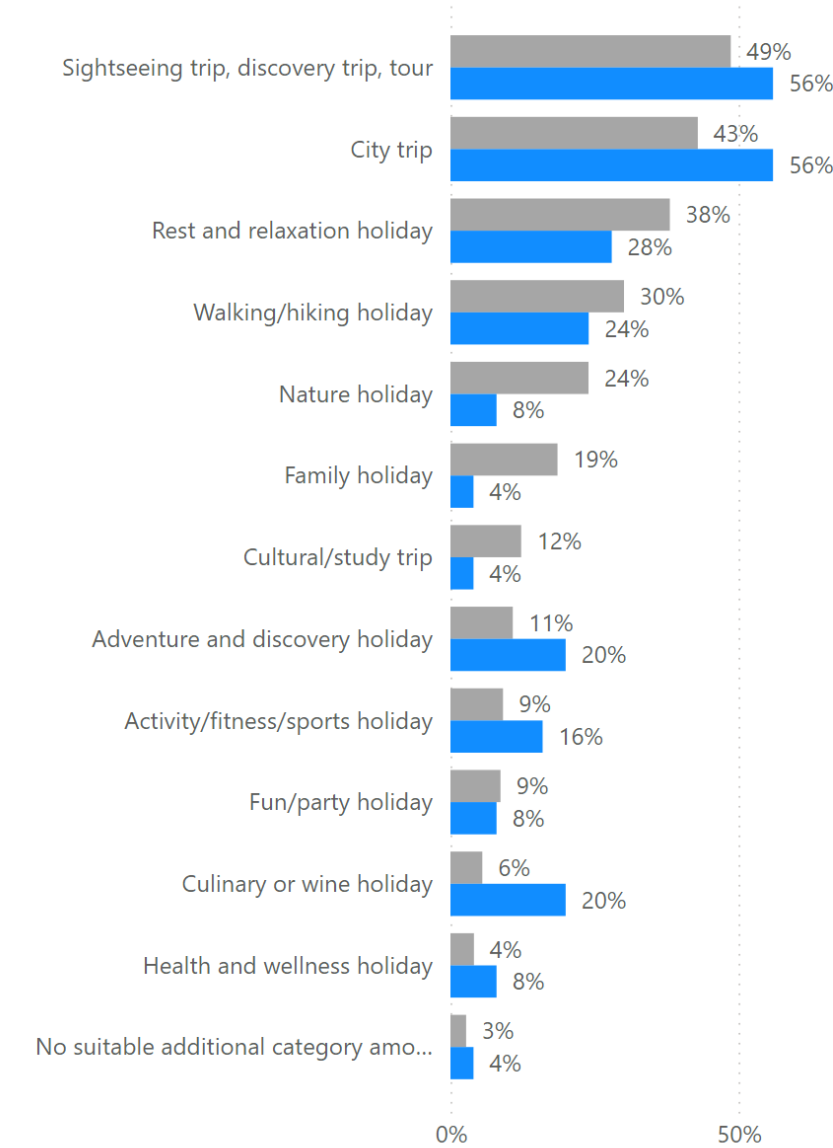


Low N for this question for segment(s): Poland (N=25)

All holiday types

Leisure overnight visitors, 2022–2025

● All inbound ● Poland

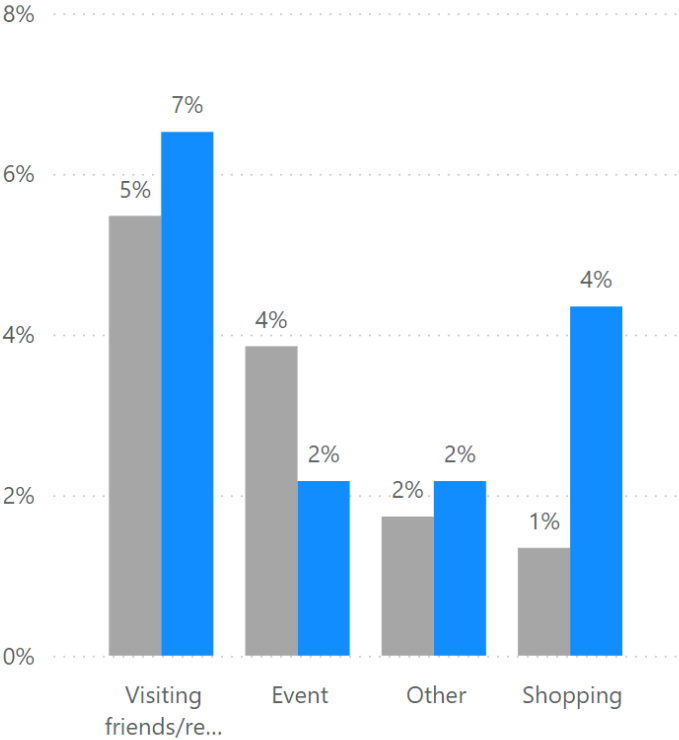


Low N for this question for segment(s): Poland (N=25)

Main purpose of overnight trip (if not holiday)

Leisure overnight visitors, 2022–2025

● All inbound ● Poland

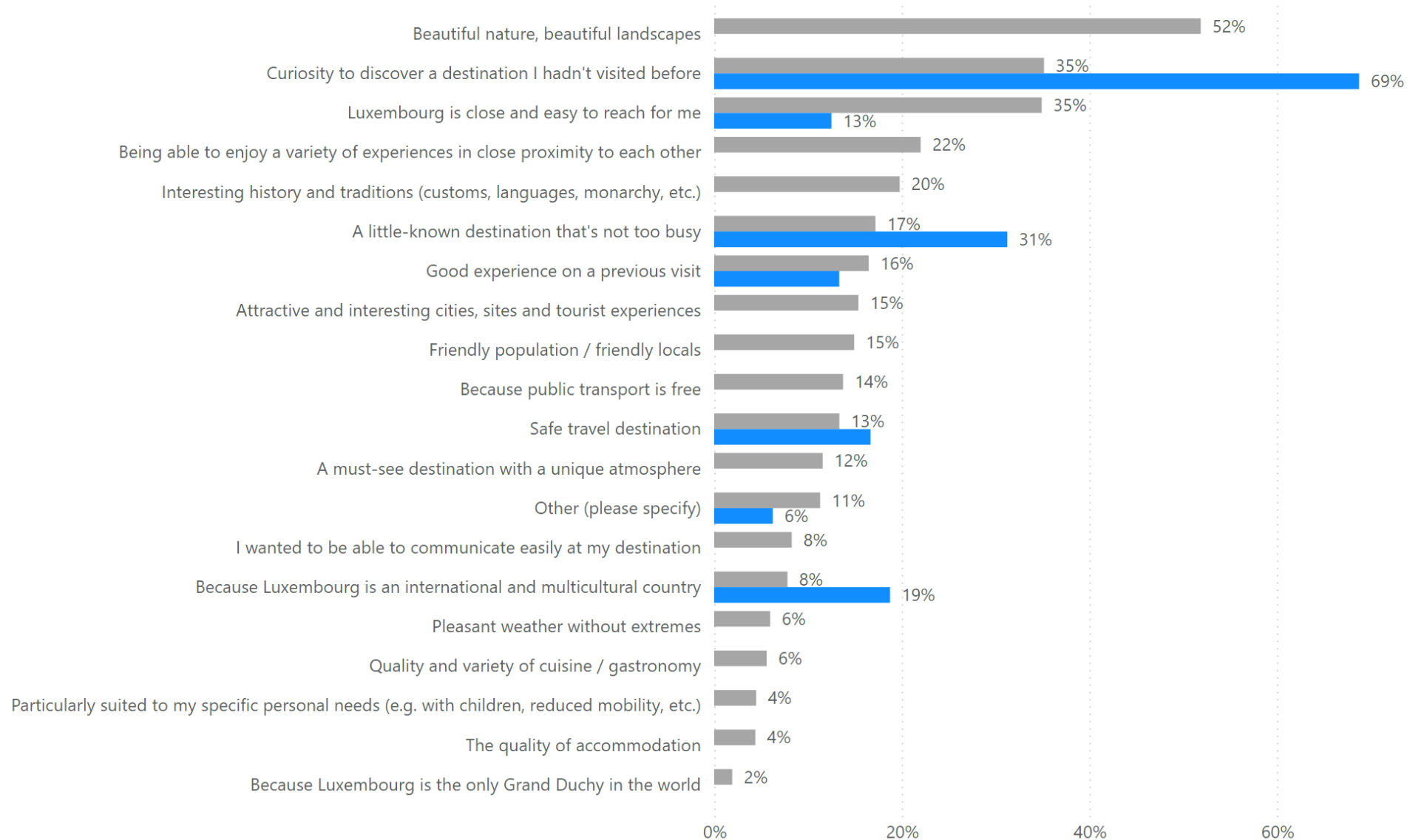


Low N for this question for segment(s): Poland (N=46)

Reasons for choosing Luxembourg

Leisure overnight visitors, 2022–2025

● All inbound ● Poland



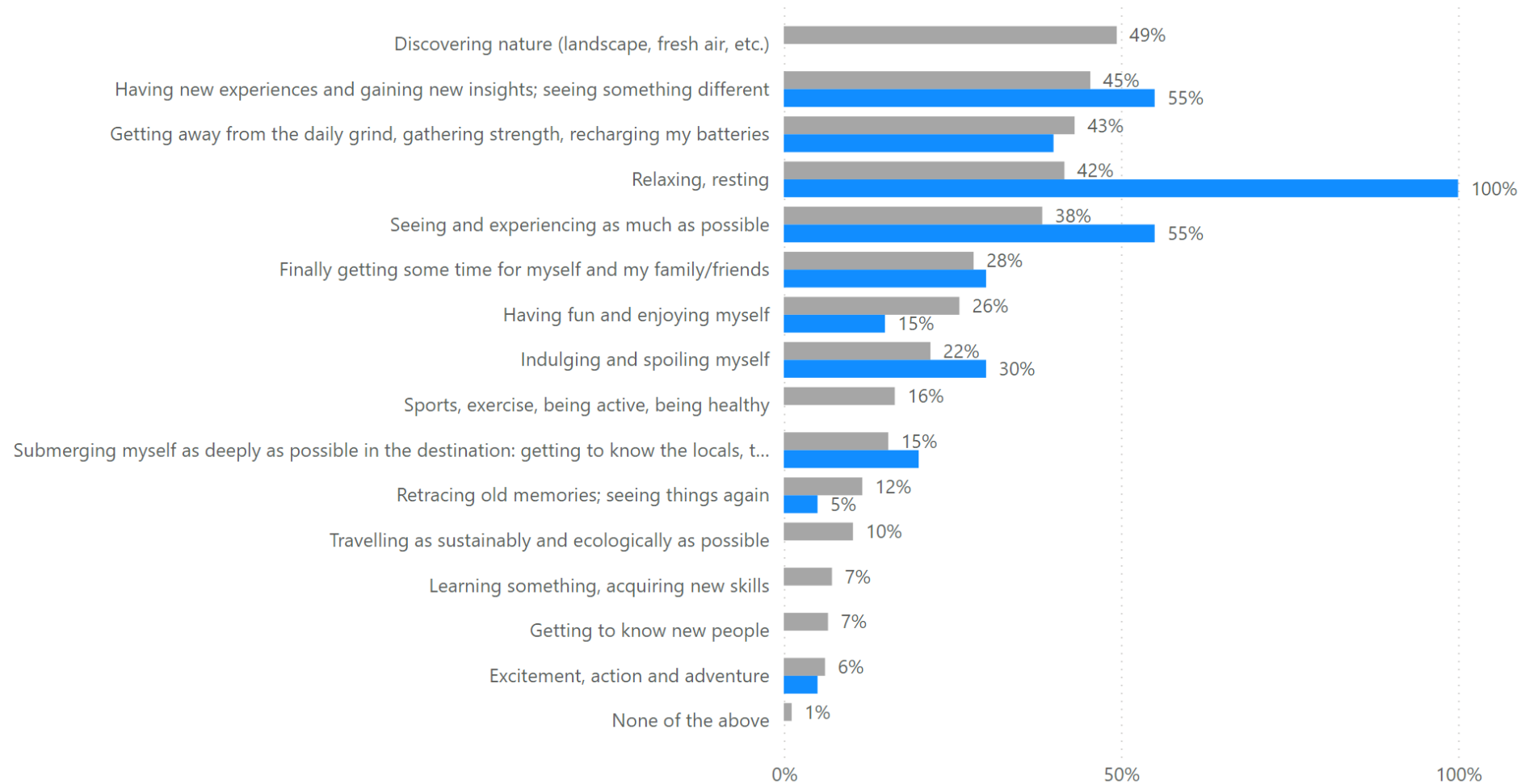
Low N for this question for segment(s): Poland (N=16)



Travel Motives

Leisure overnight visitors, 2022–2025

● All inbound ● Poland

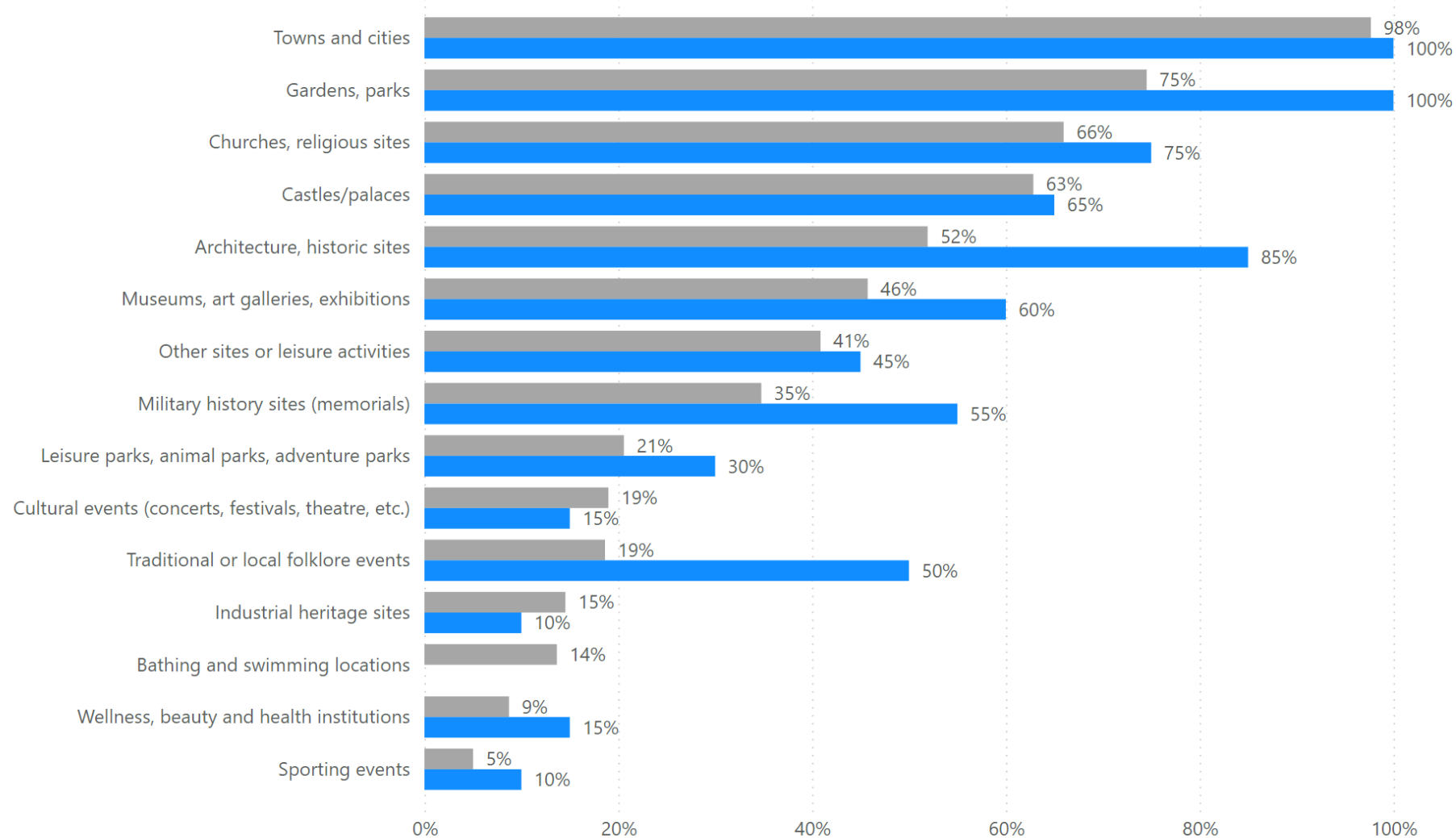


Low N for this question for segment(s): Poland (N=20)

Places visited

Leisure overnight visitors, 2022–2025

● All inbound ● Poland

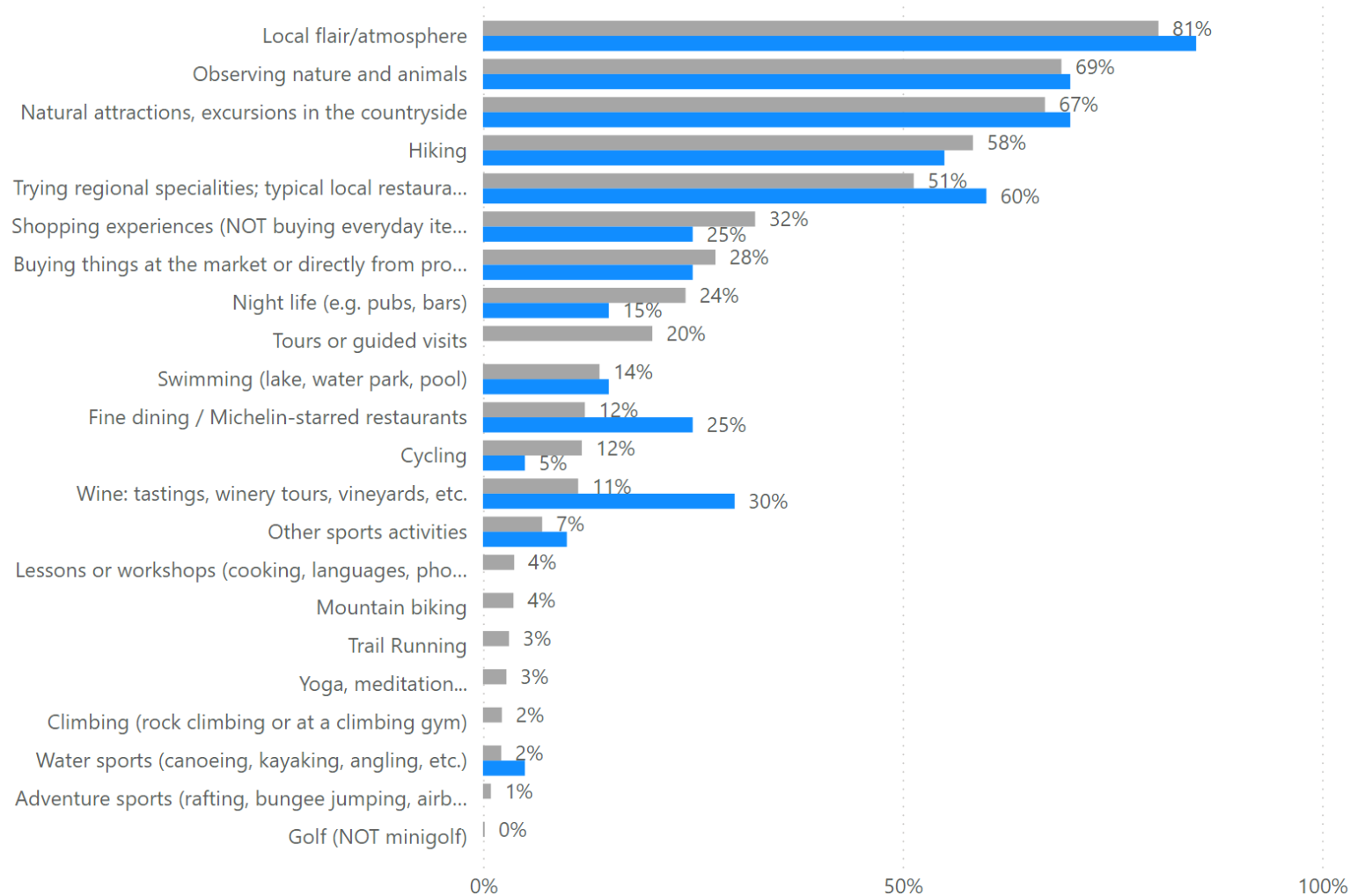


Low N for this question for segment(s): Poland (N=20)

Activities (sporting and non-sporting)

Leisure overnight visitors, 2022–2025

● All inbound ● Poland



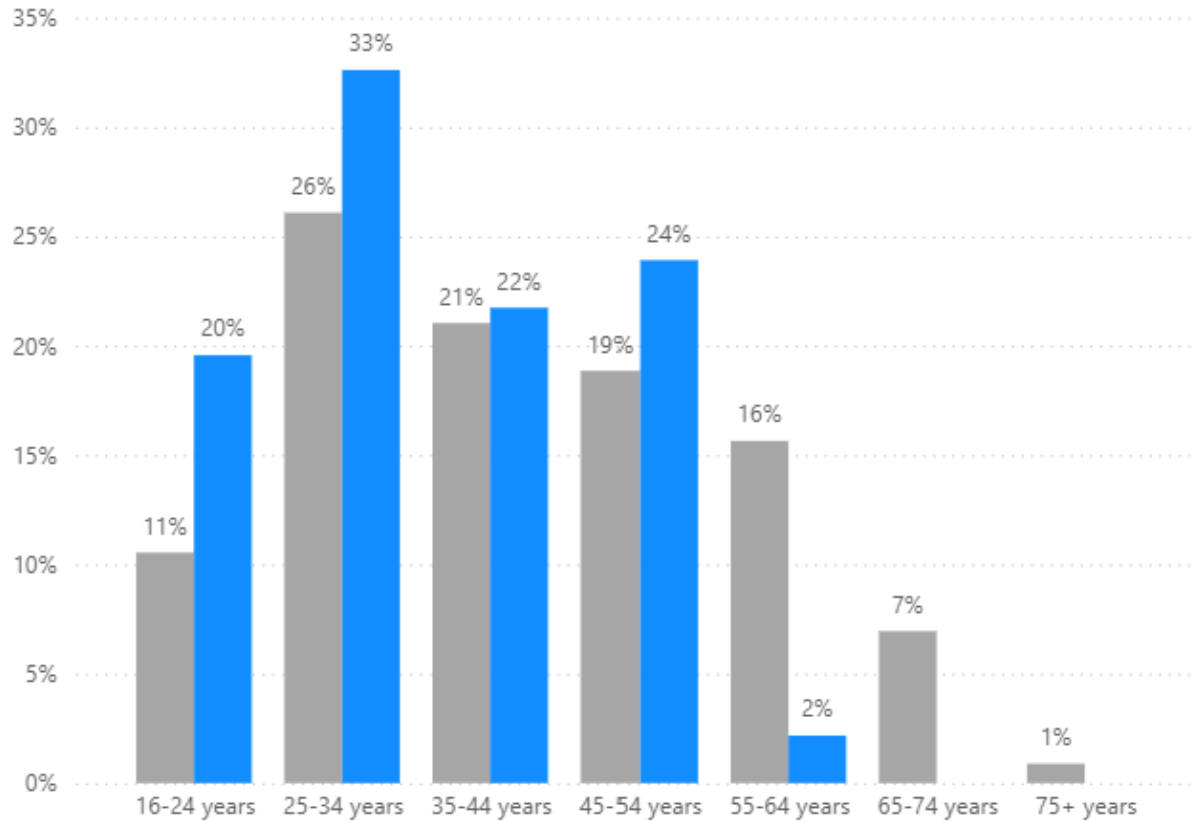
Low N for this question for segment(s): Poland (N=20)



Age

Leisure overnight visitors, 2022–2025

● All inbound ● Poland

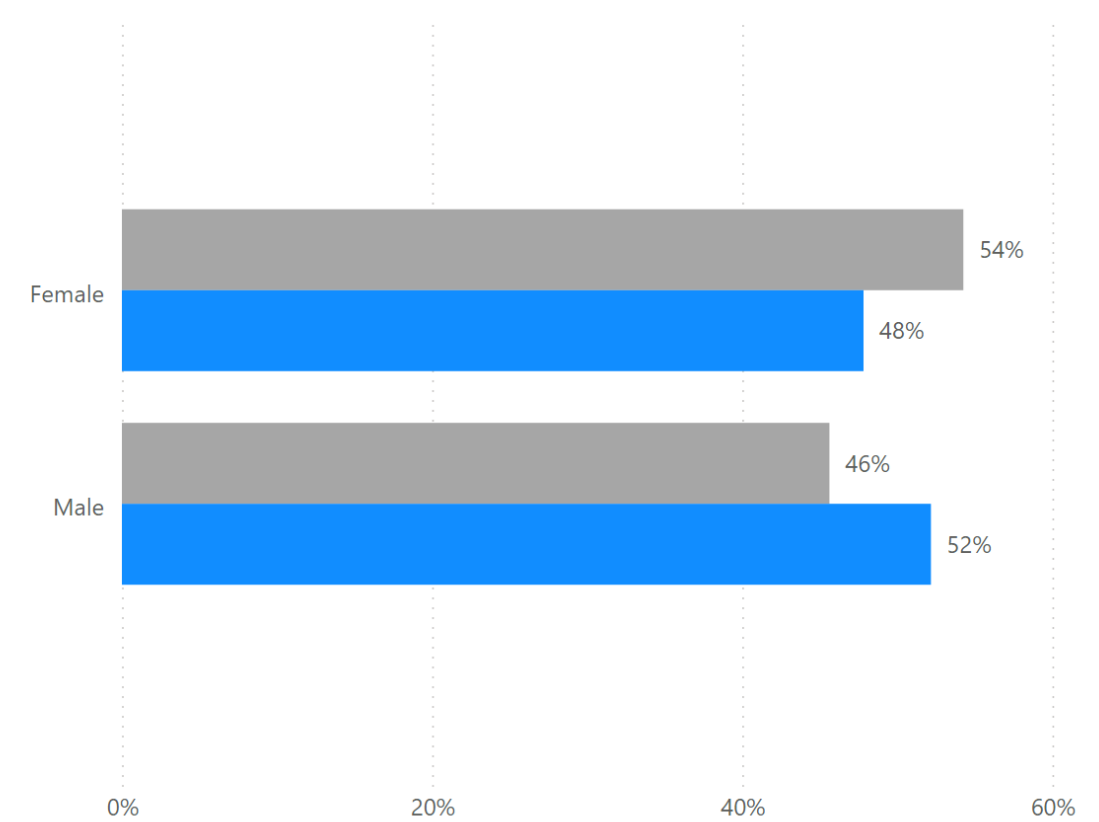


Low N for this question for segment(s): Poland (N=46)

Gender

Leisure overnight visitors, 2022–2025

● All inbound ● Poland

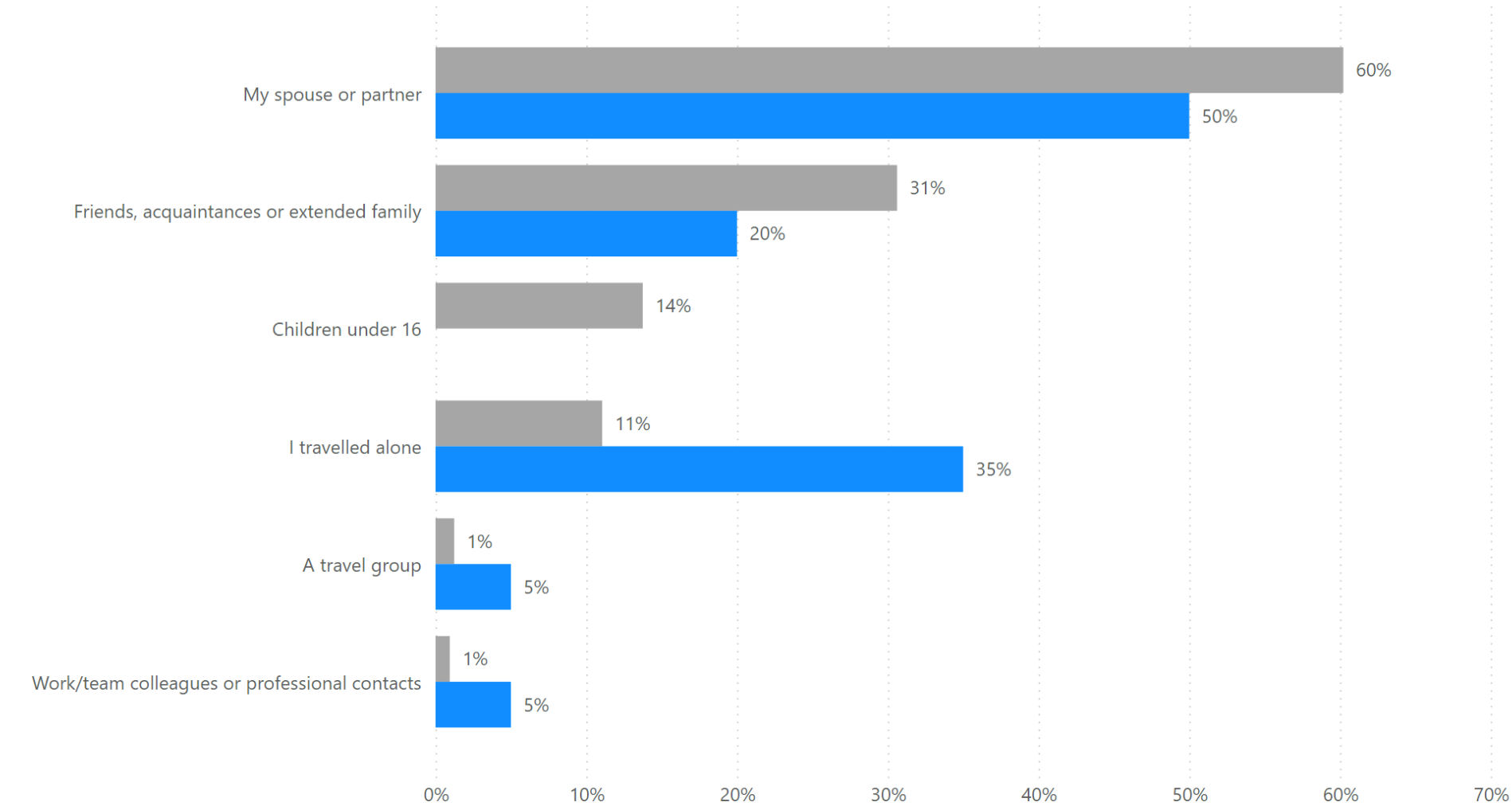


Low N for this question for segment(s): Poland (N=46)



Travel party
Leisure overnight visitors, 2022–2025

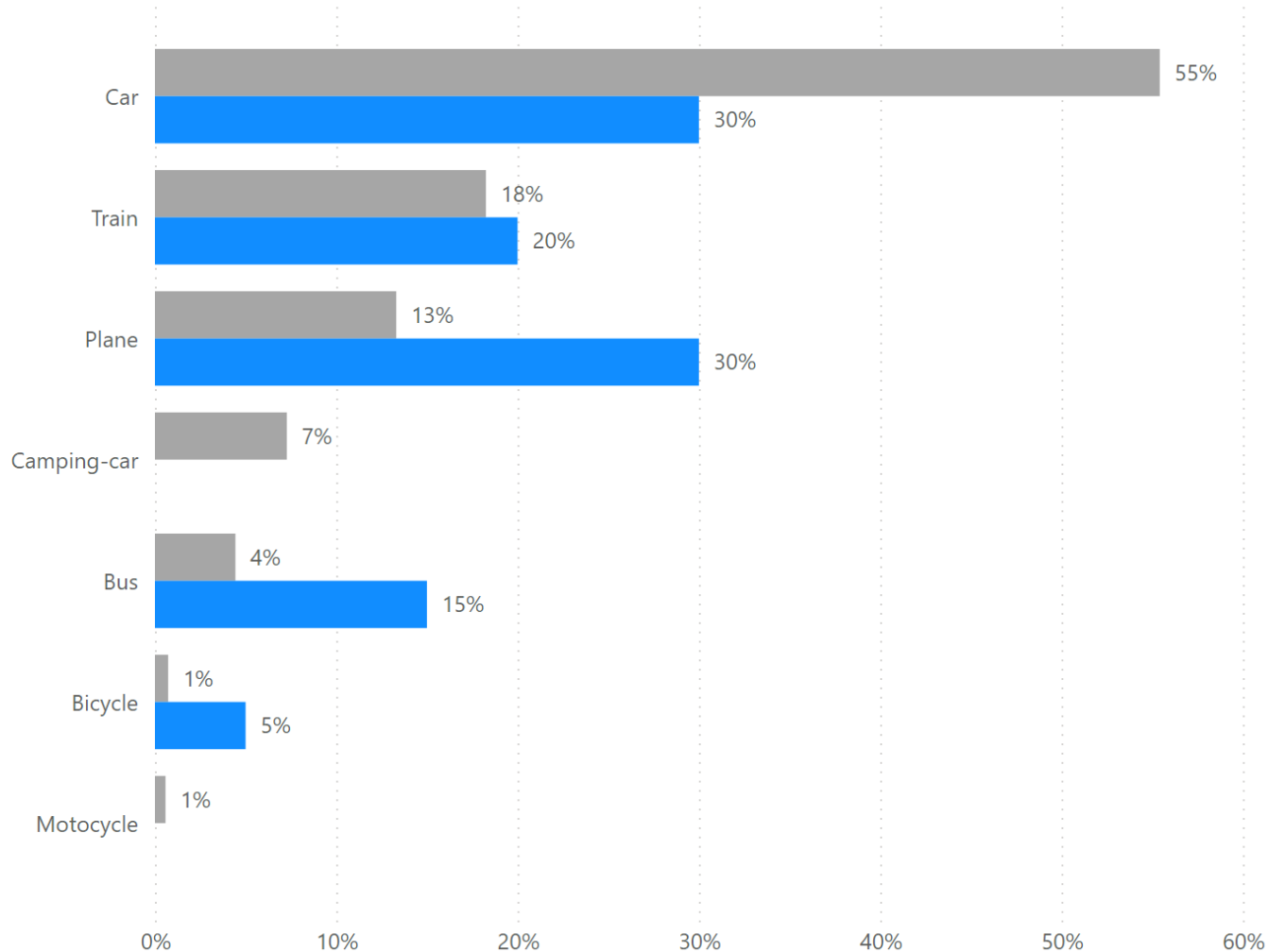
● All inbound ● Poland



Low N for this question for segment(s): Poland (N=20)

Transport to destination
Leisure overnight visitors, 2022–2025

● All inbound ● Poland



Low N for this question for segment(s): Poland (N=20)

First-time visitors
Leisure overnight visitors, 2022–2025

62%

All inbound

70%

Poland

Low N for this question for segment(s): Poland (N=46)

Visitors spending nights in
Luxembourg and abroad
during same trip

Leisure overnight visitors, 2022–2025

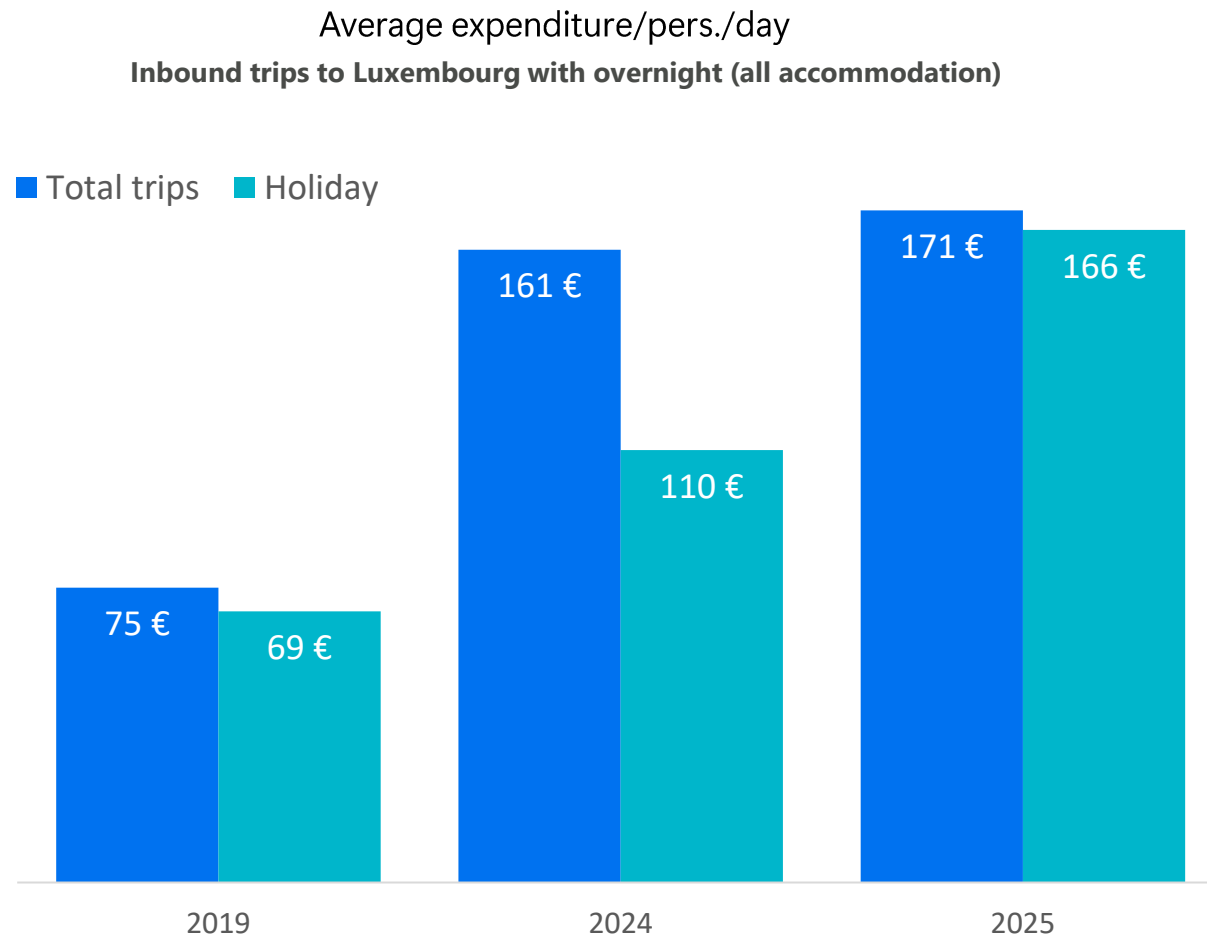
38%

All inbound

60%

Poland

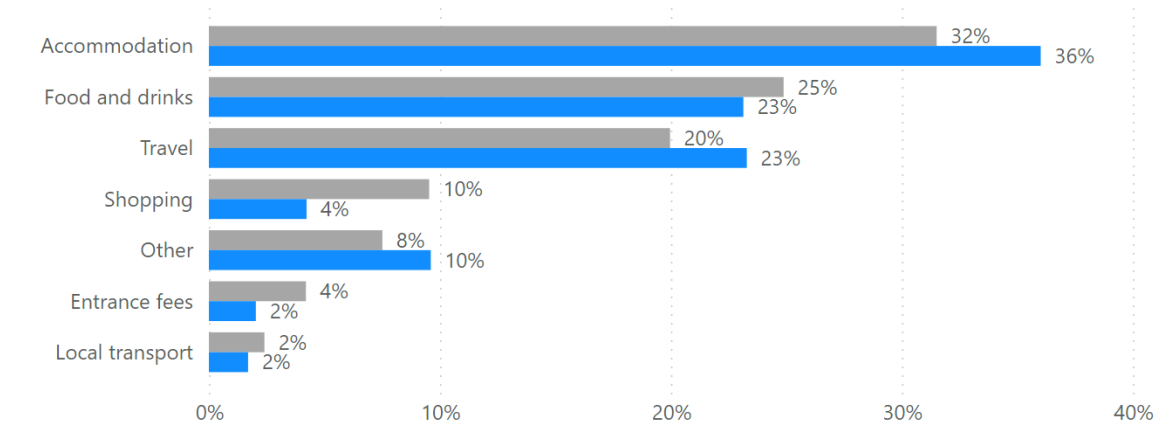
Low N for this question for segment(s): Poland (N=20)



Spending categories

Leisure overnight visitors, 2022–2025

● All inbound ● Poland

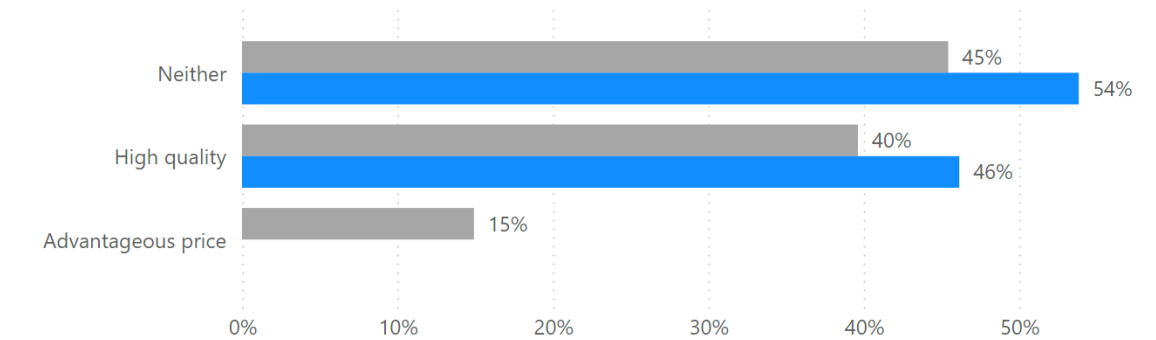


Low N for this question for segment(s): Poland (N=13)

Quality vs. price orientation

Leisure overnight visitors, 2023–2025

● All inbound ● Poland



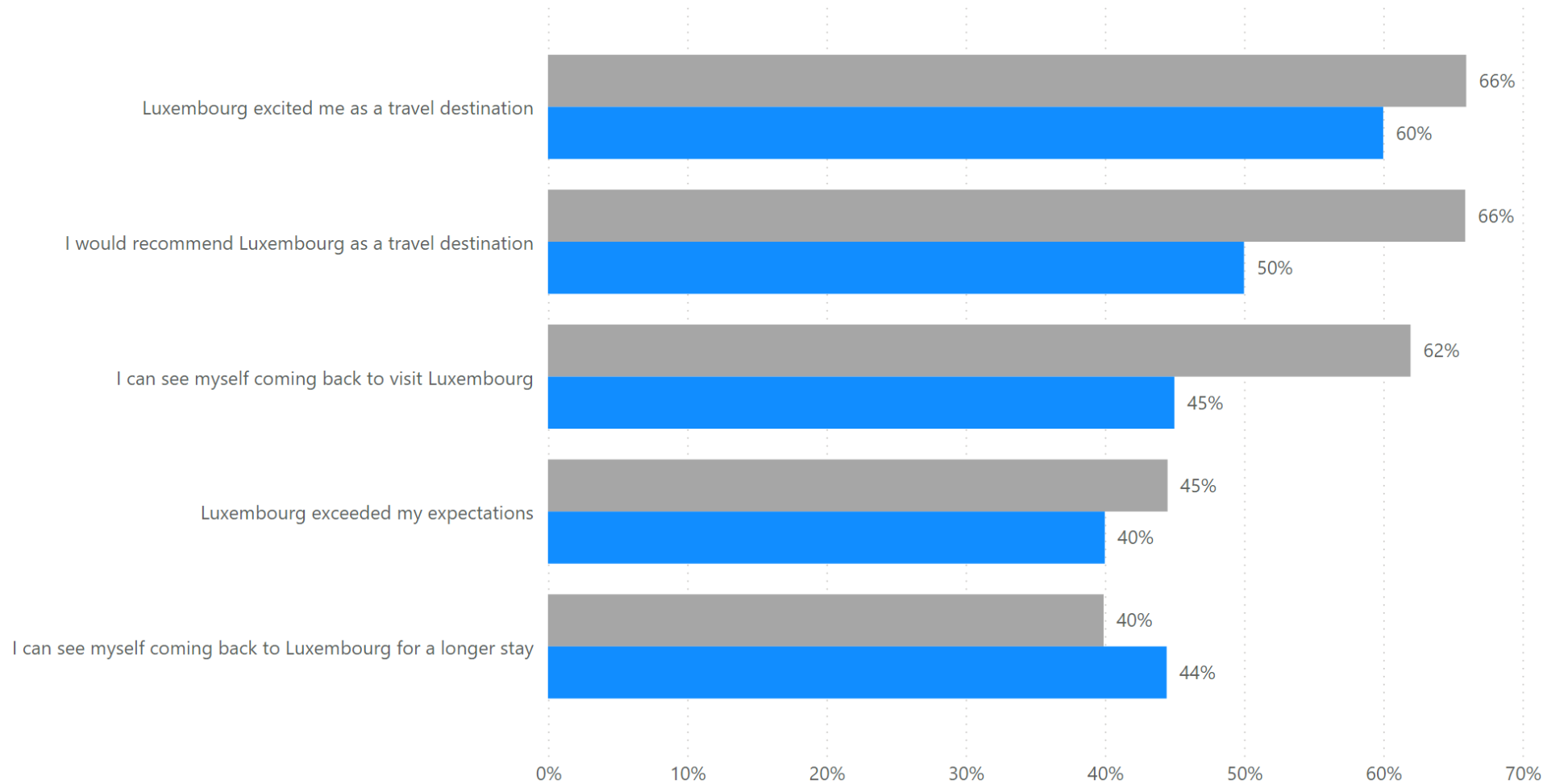
Low N for this question for segment(s): Poland (N=13)



Overall satisfaction - % "strongly agree"

Leisure overnight visitors, 2022–2025

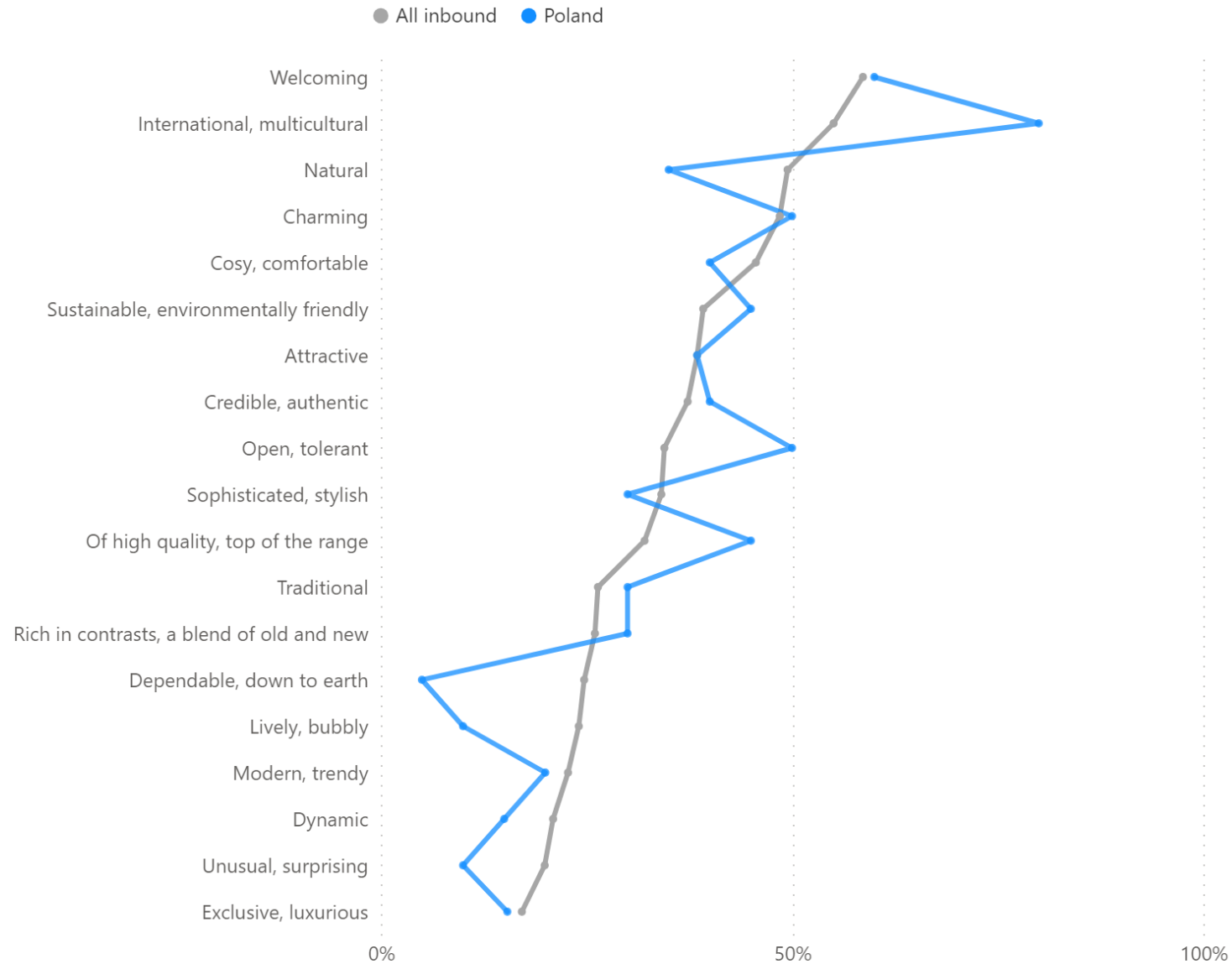
● All inbound ● Poland



Low N for this question for segment(s): Poland (N=20)

Brand features

Leisure overnight visitors, 2022–2025



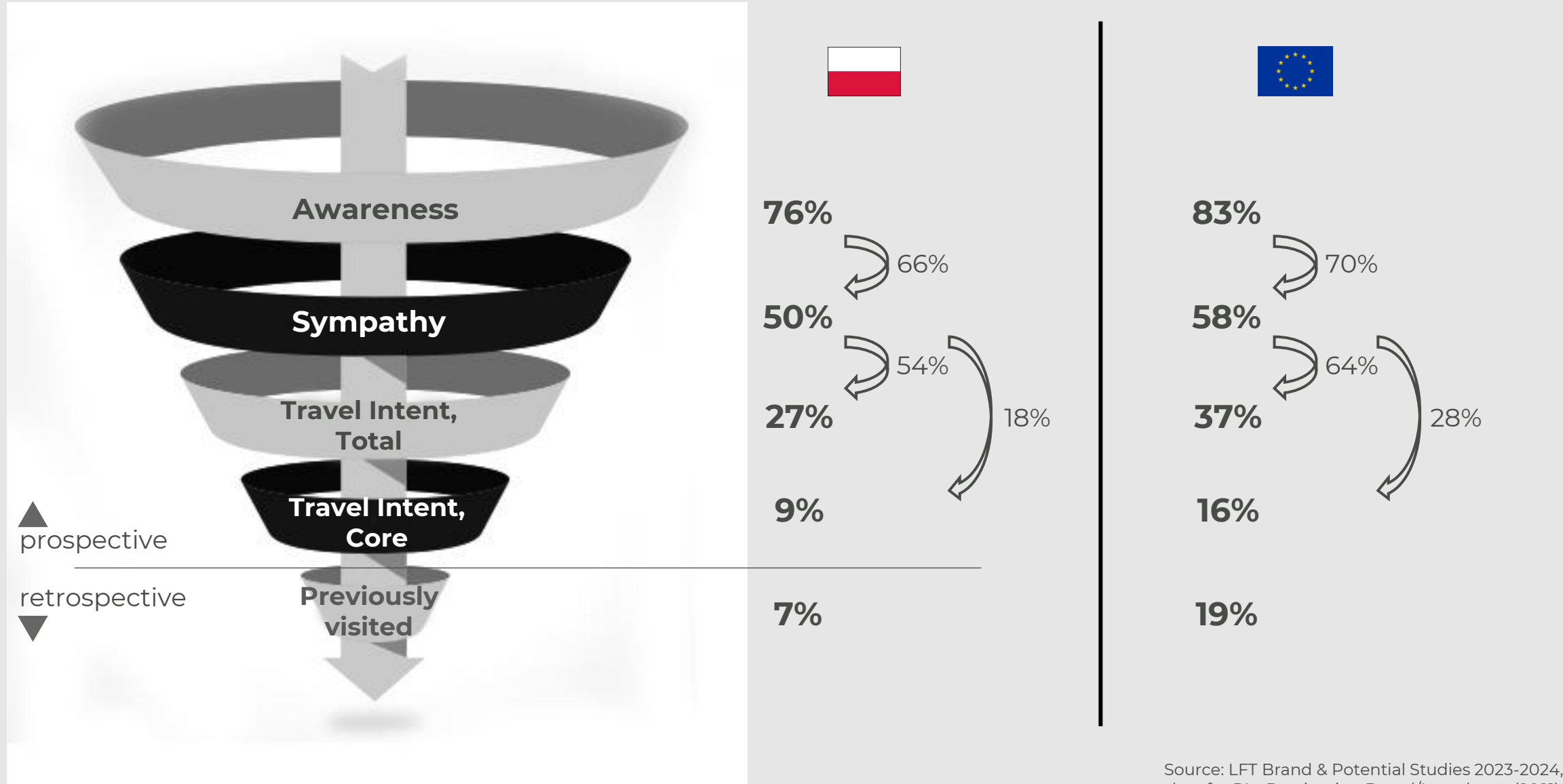
Low N for this question for segment(s): Poland (N=20)



Target segments, Brand & Growth Potential

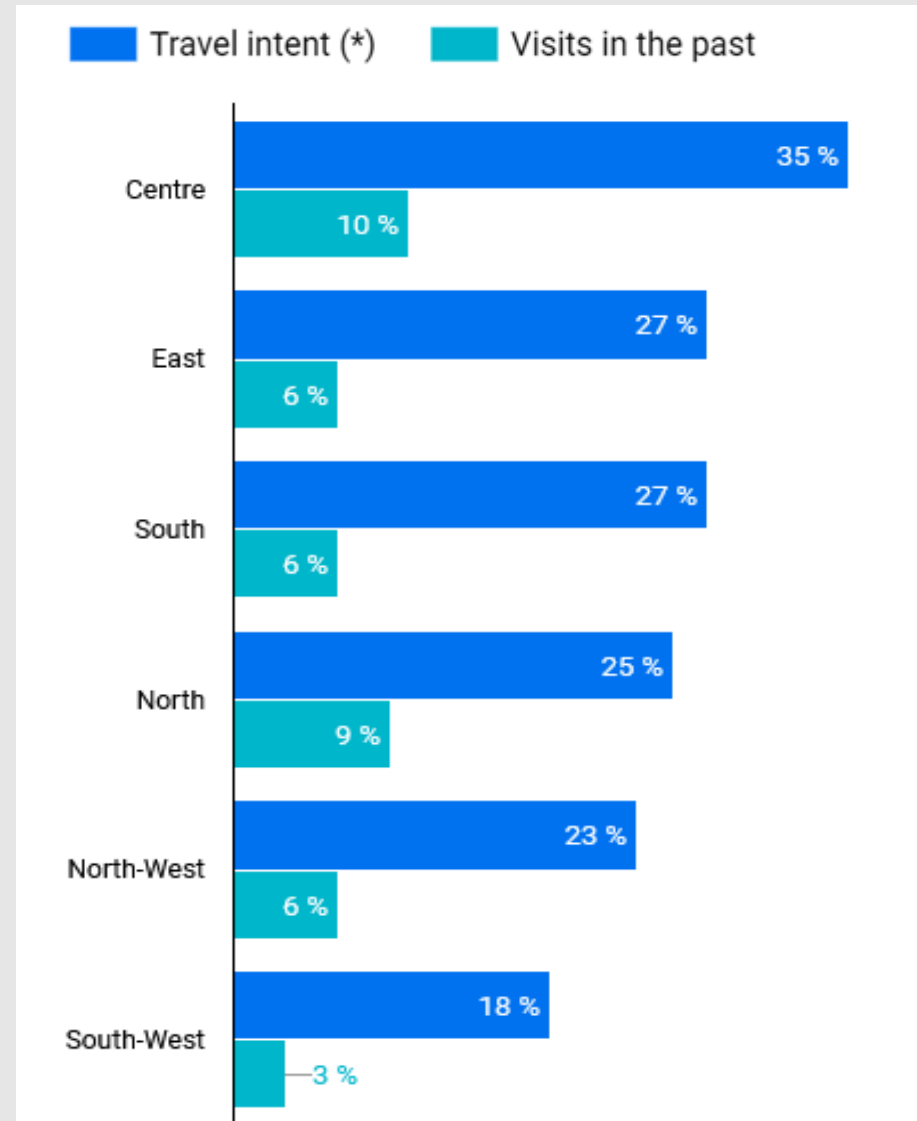
Destination Luxembourg - Brand Funnel 2024

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.

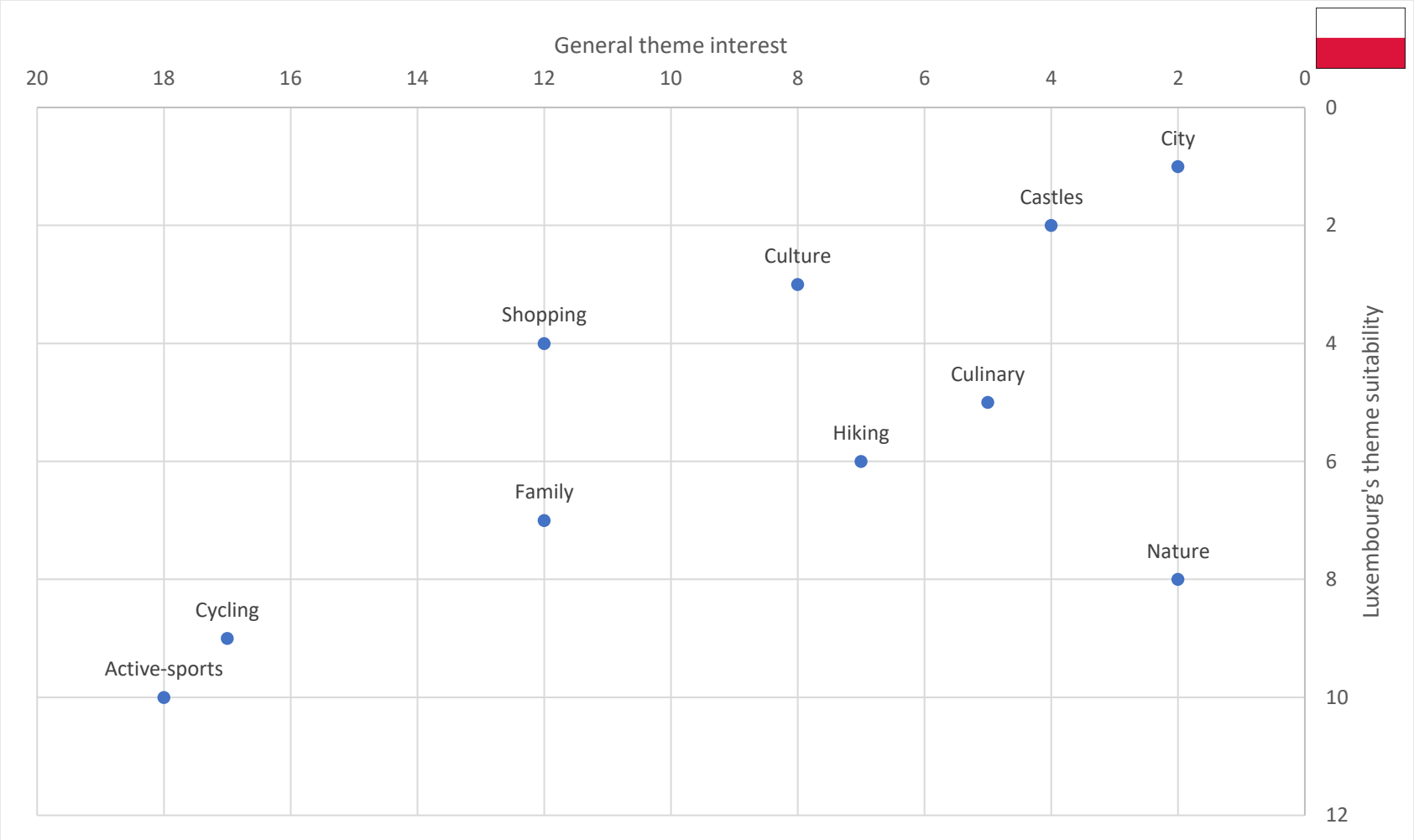
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

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.



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