Luxembourg for Tourism

Market profile
SPAIN

2024

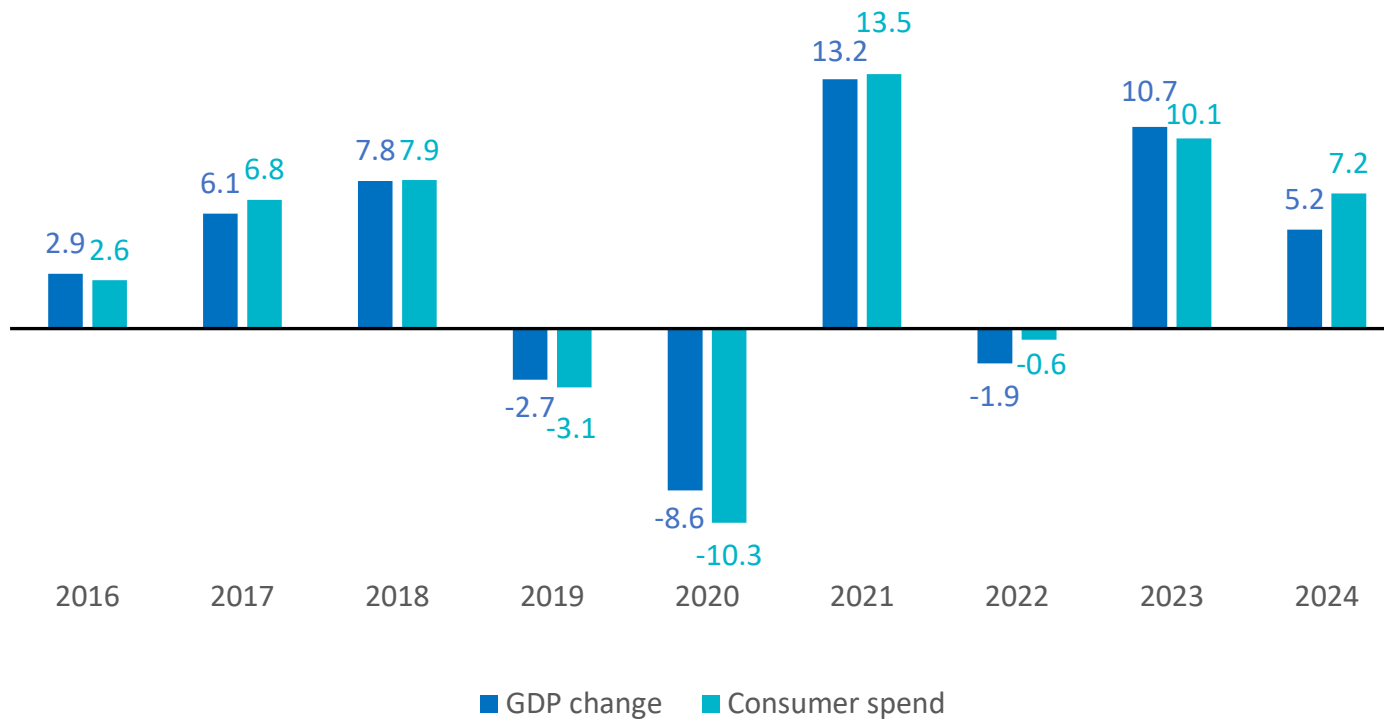# Economic indicators & General Travel Demand

Economic indicators – General travel demand

GDP and consumer spending, % annual change

Year	GDP change	Consumer spend
2016	2.9	2.6
2017	6.1	6.8
2018	7.8	7.9
2019	-2.7	-3.1
2020	-8.6	-10.3
2021	13.2	13.5
2022	-1.9	-0.6
2023	10.7	10.1
2024	5.2	7.2

■ GDP change ■ Consumer spend

Economy & population

GDP ($) per capita
35,214.30

Unemployment (%)
11.35

Inflation(%)
2.77

Population
48,915,740

Sources: Oxford Economics.

Economic indicators – General travel demand

Outbound trips and travel expenditure

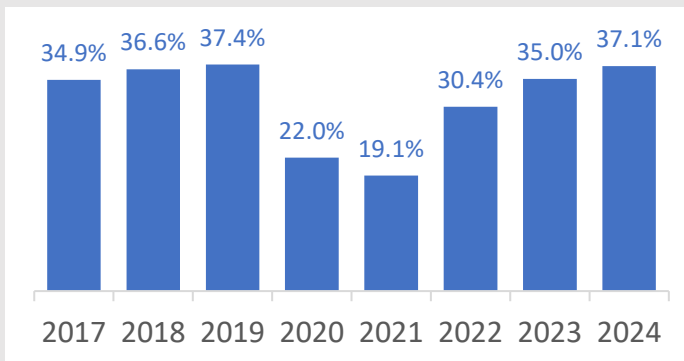| Year	Outbound travel expenditure	Outbound trips
2016	17.2B	15.4M
2017	20.6B	17.0M
2018	24.6B	19.0M
2019	26.1B	19.8M
2020	8.0B	4.9M
2021	11.6B	7.0M
2022	20.5B	15.8M
2023	26.8B	18.6M
2024	30.5B	20.2M

■ Outbound travel expenditure ■ Outbound trips
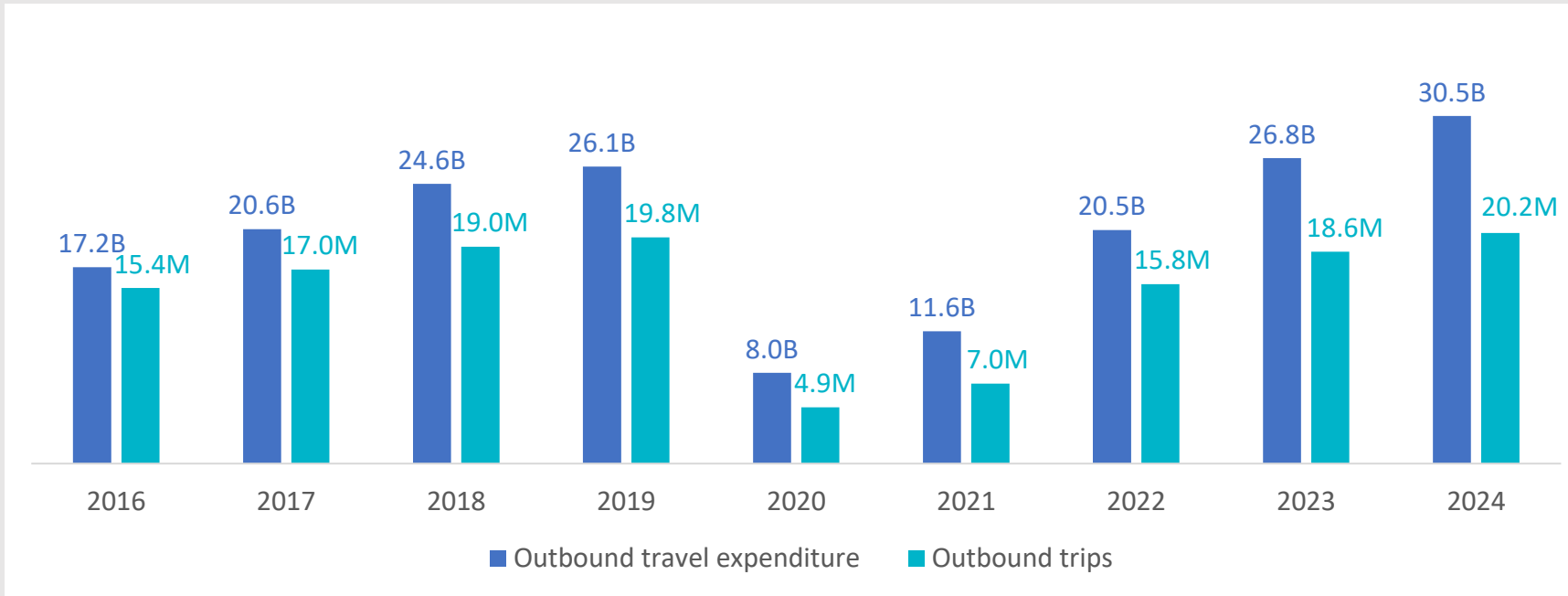
**Outbound travel intensity
0.41 trips
per inhabitant (2024)**

**Average spend
per outbound trip (2024)
1,507 $**

Share of outbound travel, % all nights

Year	% all nights
2017	34.9%
2018	36.6%
2019	37.4%
2020	22.0%
2021	19.1%
2022	30.4%
2023	35.0%
2024	37.1%

**Share of leisure,
% all outbound trips
(2024)
87.5%**

Average length of stay, nights, all outbound trips

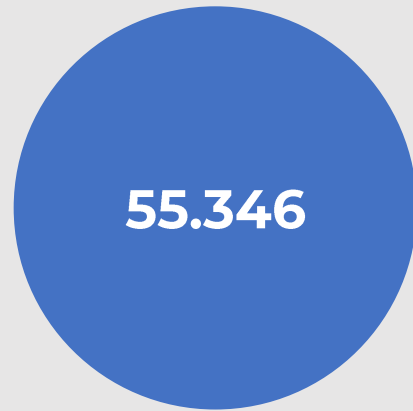| Year	Nights
2017	7.8
2018	7.5
2019	7.0
2020	8.2
2021	9.3
2022	8.5
2023	8.0
2024	7.9
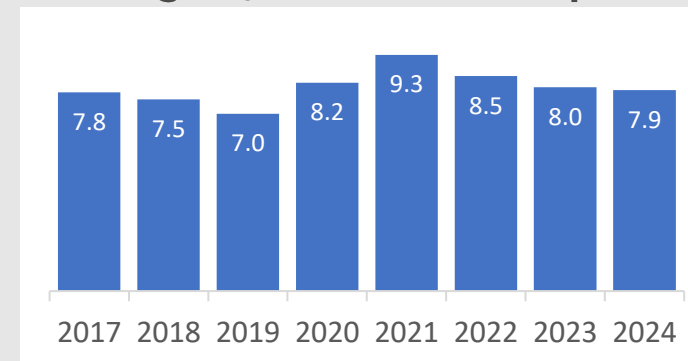
**Share of short trips
(1-3 nights),
% all outbound
trips (2024)
33.8%**

Arrivals & nights
in paid accommodation
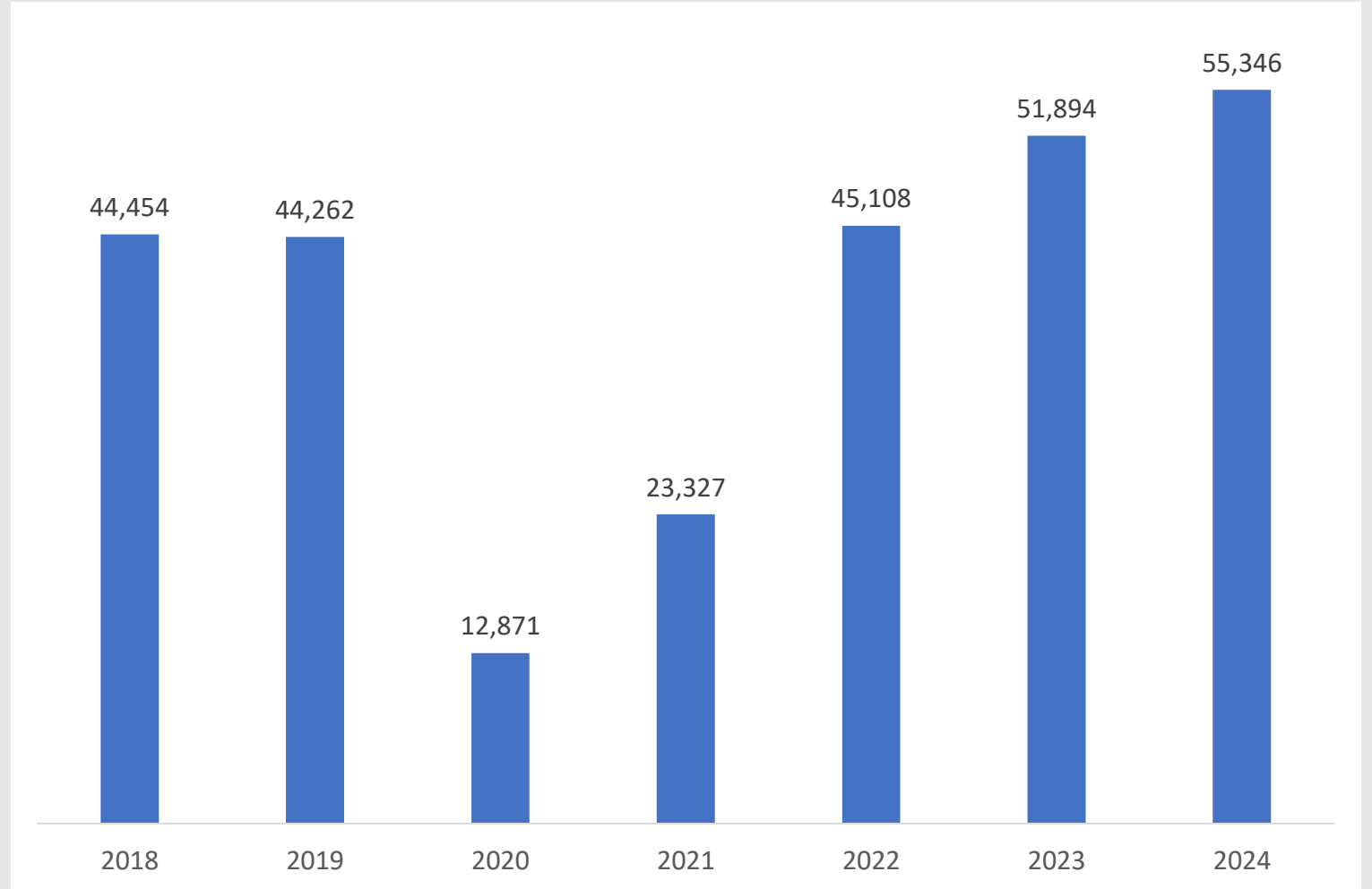
Nights in paid accommodation
2024 and 2018-2024

**Nights,
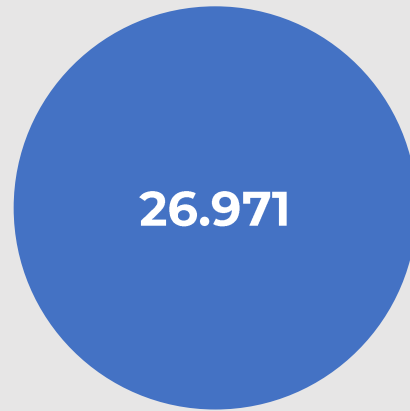paid accommodation, 2024**

55.346

+7% (vs. 2023)

+25% (vs. 2019)

Year	Nights
2018	44,454
2019	44,262
2020	12,871
2021	23,327
2022	45,108
2023	51,894
2024	55,346

Arrivals in paid accommodation
2024 and 2018-2024

**Arrivals,
paid accommodation, 2024**

26.971

+4% (vs. 2023)

+17% (vs. 2019)

23,201	22,987	5,437	10,212	22,945	25,908	26,971
2018	2019	2020	2021	2022	2023	2024
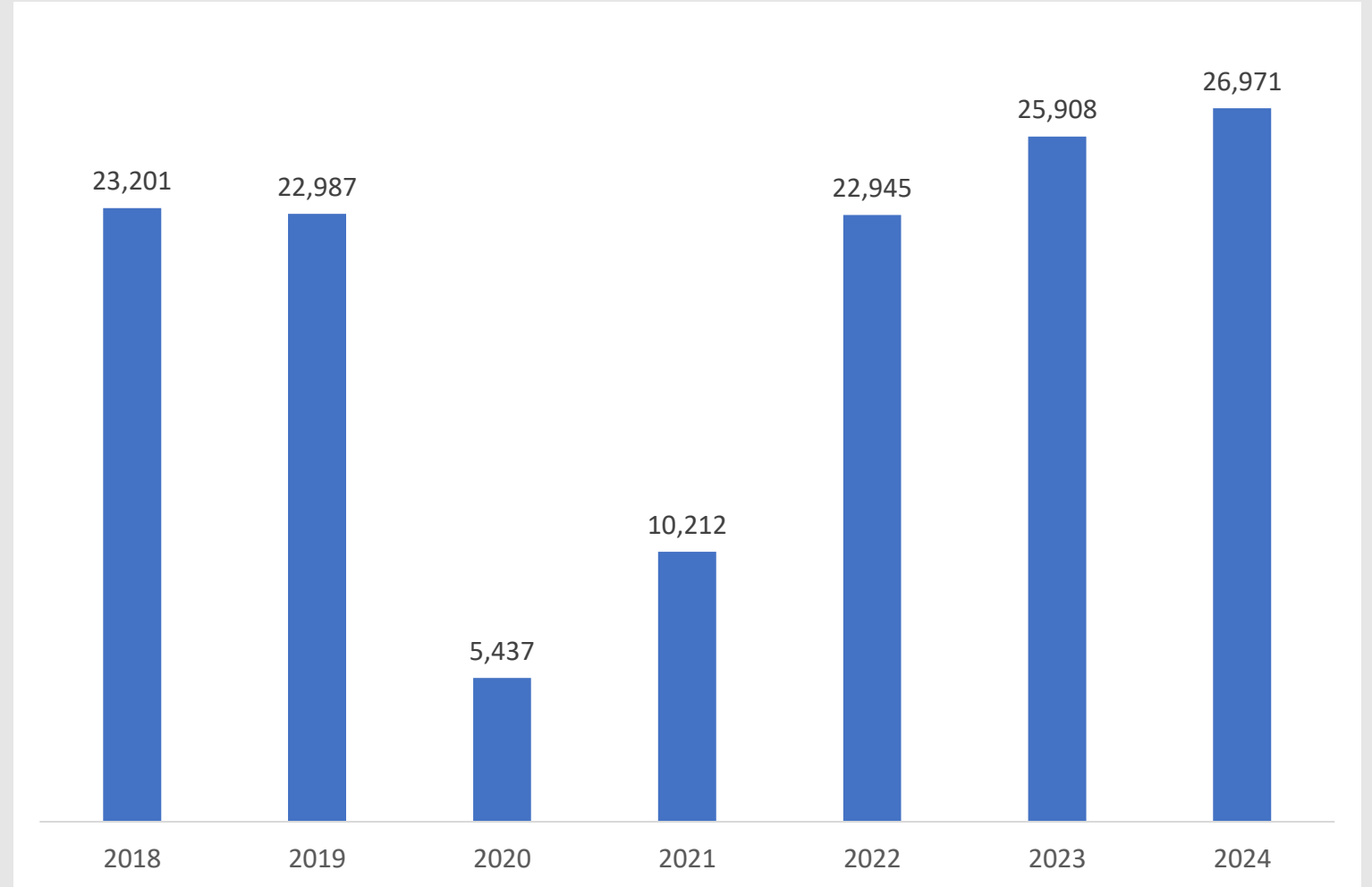
Length of stay, paid accommodation
2024 and 2018-2024

Average length of stay, paid accommodation, 2024

2.05 nights
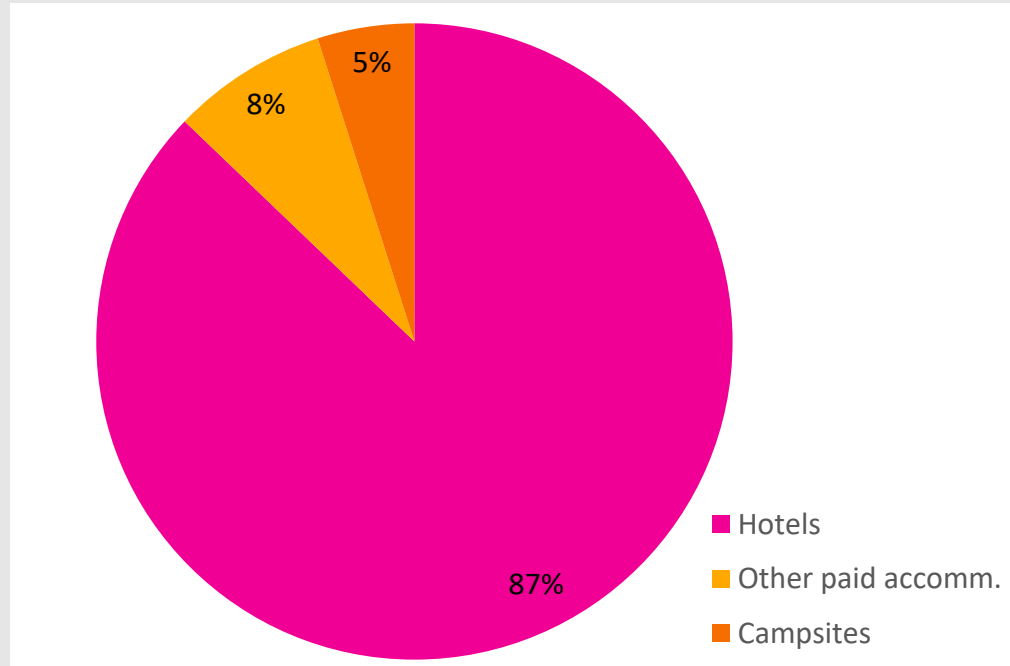
+0.05 nights (vs. 2023)

+0.12 nights (vs. 2019)

2018	2019	2020	2021	2022	2023	2024
1.92	1.93	2.37	2.28	1.97	2	2.05
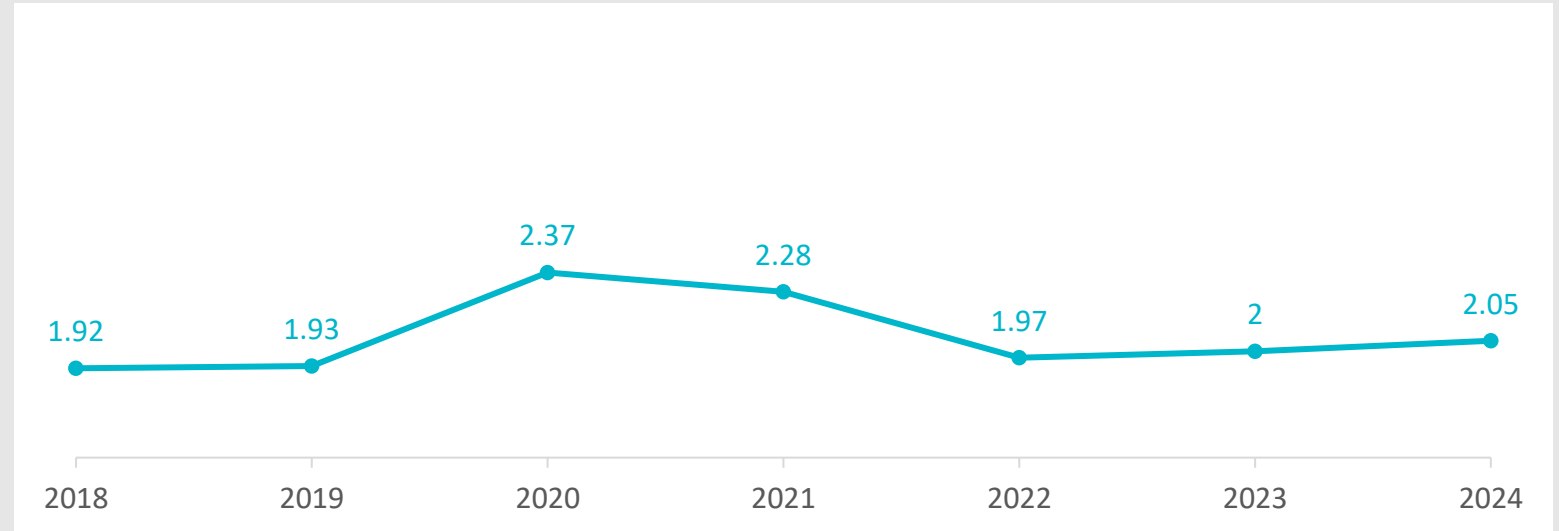
Nights & arrivals in paid accommodation
Type of accommodation, 2024

Nights,
paid accommodation, 2024

- Hotels — 87%
- Other paid accomm. — 8%
- Campsites — 5%

Arrivals,
paid accommodation, 2024

- Hotels — 88%
- Other paid accomm. — 8%
- Campsites — 4%

	Nights		
Hotels	48.238	+3% (vs. 2023)	+34% (vs. 2019)
Other paid accomm.	4.385	+41% (vs. 2023)	-21% (vs. 2019)
Campsites	2.723	+28% (vs. 2023)	+1% (vs. 2019)
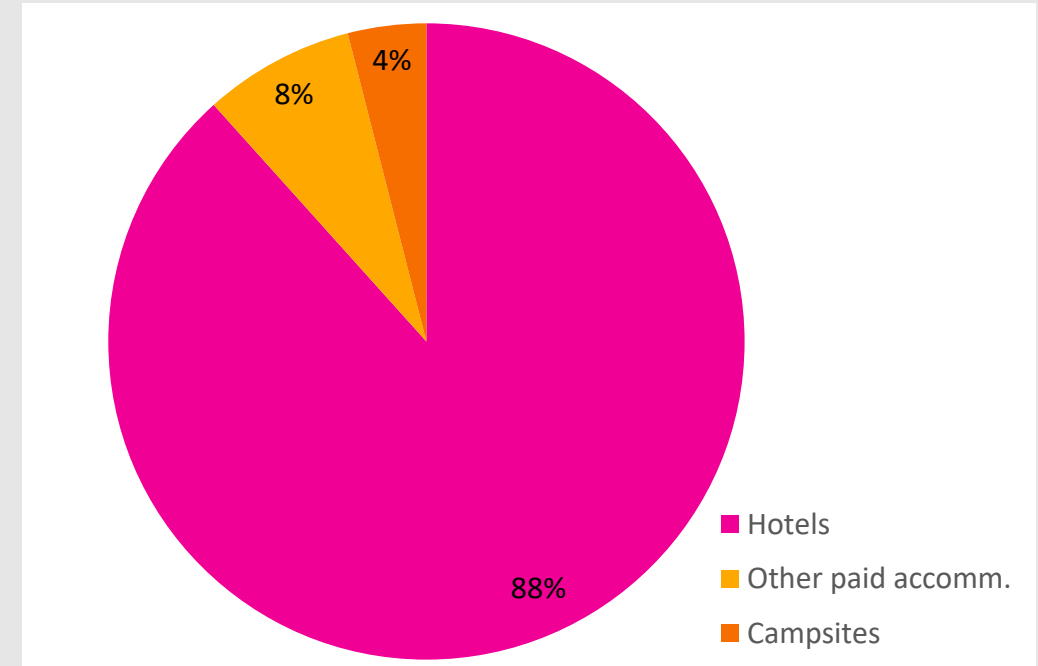
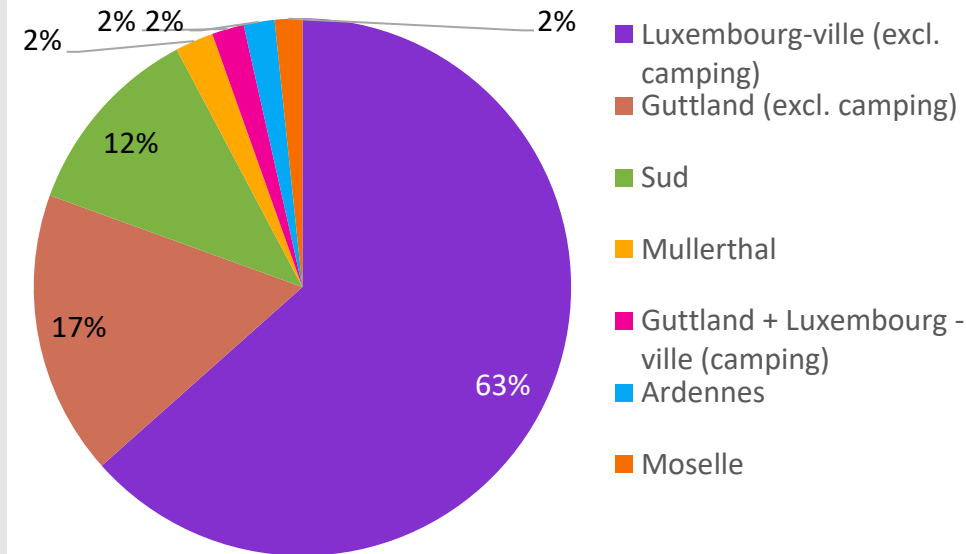|	Arrivals		
Hotels	23.828	+2% (vs. 2023)	+23% (vs. 2019)
Other paid accomm.	2.069	+34% (vs. 2023)	-22% (vs. 2019)
Campsites	1.074	+17% (vs. 2023)	+8% (vs. 2019)

Source: Statec

Nights & arrivals in paid accommodation

Regions, 2024

Nights, paid accommodation, 2024

Legend:
- Luxembourg-ville (excl. camping) — 63%
- Guttland (excl. camping) — 17%
- Sud — 12%
- Mullerthal — 2%
- Guttland + Luxembourg - ville (camping) — 2%
- Ardennes — 2%
- Moselle — 2%

Arrivals, paid accommodation, 2024

Legend:
- Luxembourg-ville (excl. camping) — 62%
- Guttland (excl. camping) — 20%
- Sud — 12%
- Ardennes — 2%
- Guttland + Luxembourg - ville (camping) — 2%
- Mullerthal — 2%
- Moselle — 1%
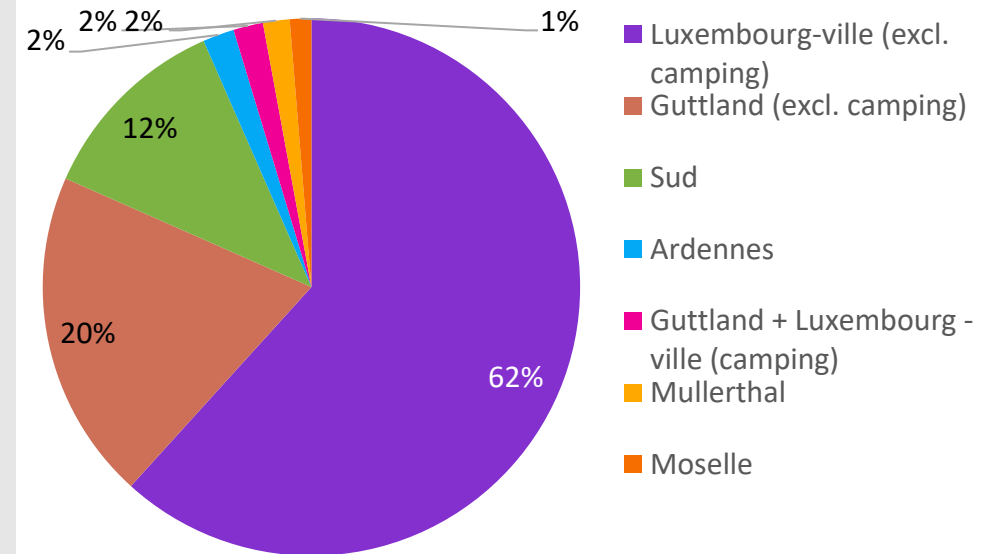
Region	Nights	vs. 2023	vs. 2019
Lux.-City (excl. camping)	35.102	+10% (vs. 2023)	+27% (vs. 2019)
Guttland (excl. camping)	9.472	+2% (vs. 2023)	+65% (vs. 2019)
South	6.483	-6% (vs. 2023)	+0% (vs. 2019)
MPSL	1.276	+101% (vs. 2023)	+49% (vs. 2019)
Guttland/Lux.-City (camping)	1.068	-24% (vs. 2023)	-2% (vs. 2019)
Eislek	1.028	+5% (vs. 2023)	-31% (vs. 2019)
Moselle	917	+34% (vs. 2023)	-11% (vs. 2019)

Region	Arrivals	vs. 2023	vs. 2019
Lux.-City (excl. camping)	16.647	+10% (vs. 2023)	+15% (vs. 2019)
Guttland (excl. camping)	5.366	+4% (vs. 2023)	+80% (vs. 2019)
South	3.185	-18% (vs. 2023)	-11% (vs. 2019)
Eislek	510	+1% (vs. 2023)	+7% (vs. 2019)
Guttland/Lux.-City (camping)	483	-22% (vs. 2023)	-32% (vs. 2019)
MPSL	432	+61% (vs. 2023)	+39% (vs. 2019)
Moselle	348	+10% (vs. 2023)	-17% (vs. 2019)

Arrivals in paid accommodation
Trends 2019-2024

All paid accommodation, national (2019 = Index 100)
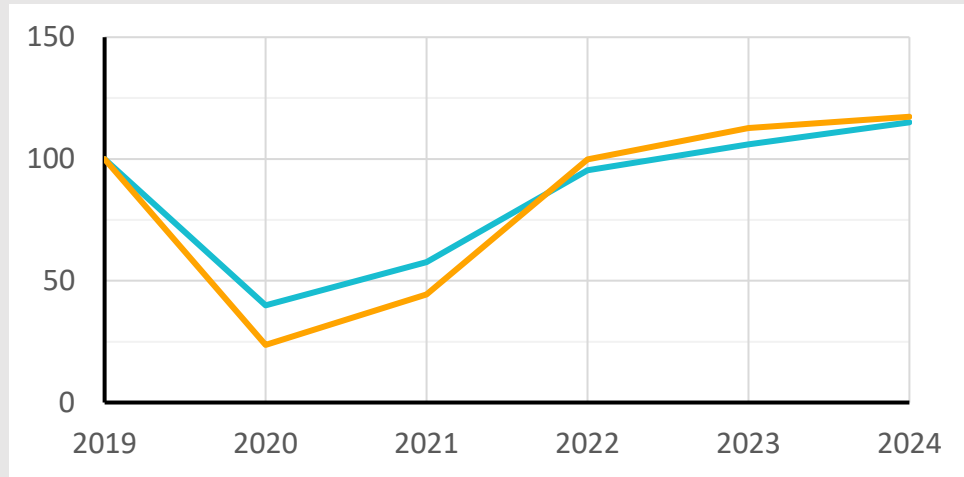
Hotels, national (2019 = Index 100)

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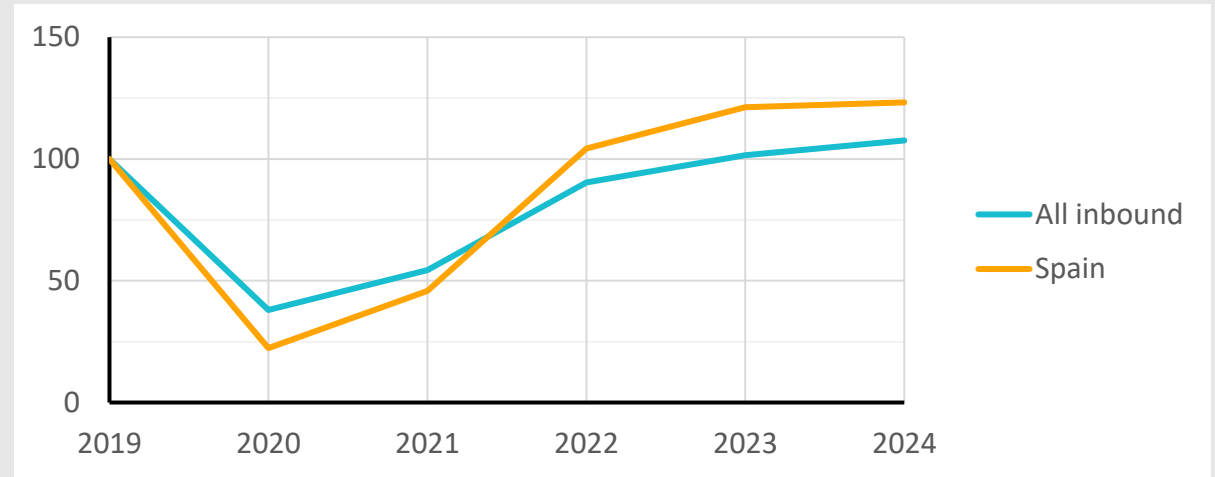
All paid accommodation (*), Luxembourg City (2019 = Index 100)

(*) excluding camping.
Source: Statec
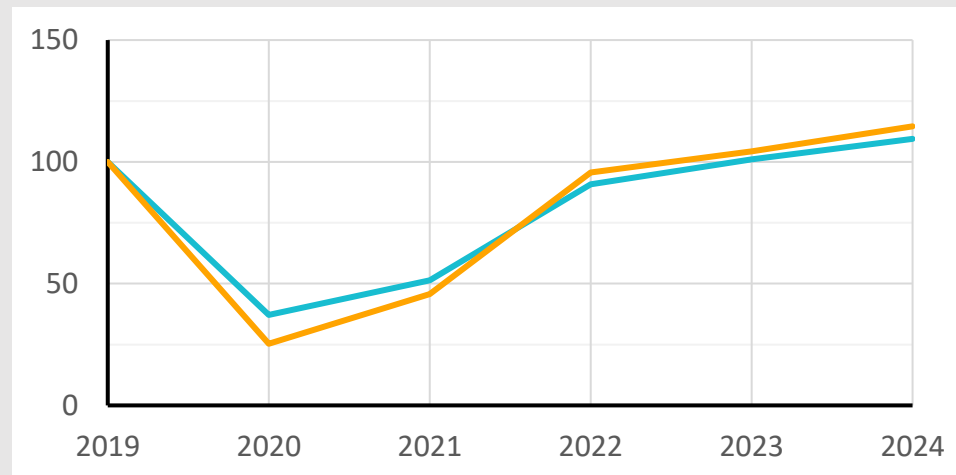
Arrivals in paid accommodation
Seasonality

All paid accommodation, 2024

Legend: All inbound, Spain

Hotels, 2024

Legend: All inbound, Spain
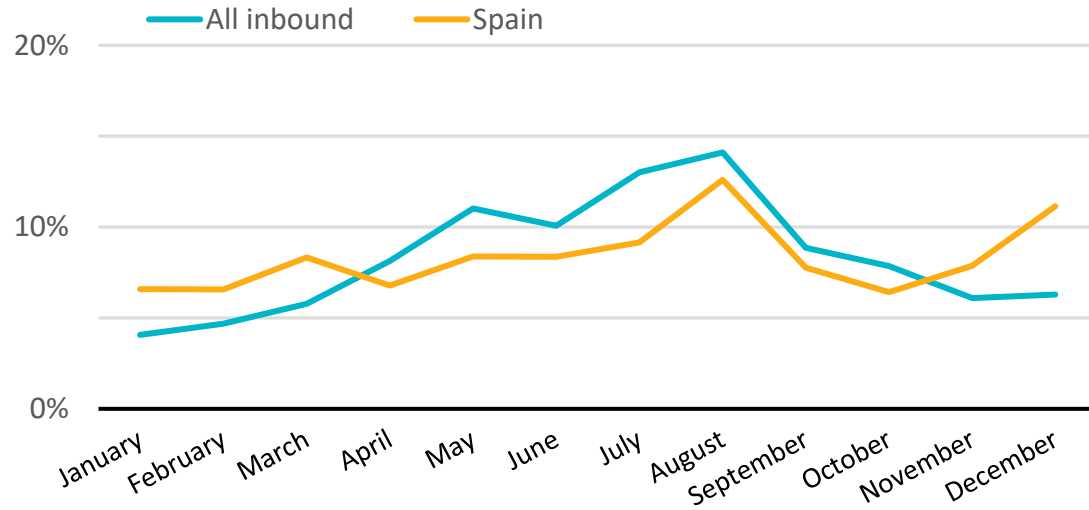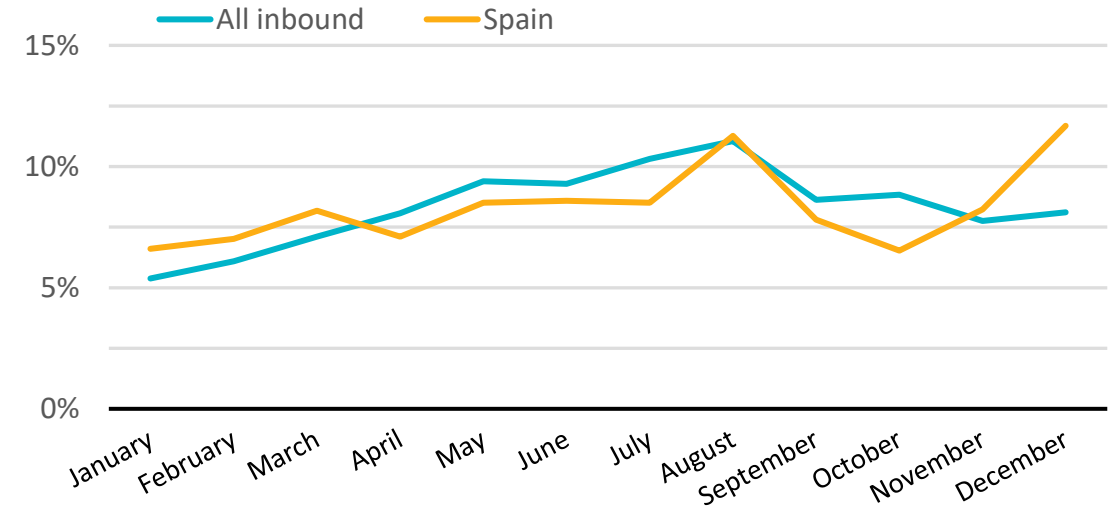
All paid accommodation, arrivals from Spain

Legend: 2024, 2019

Source: Statec
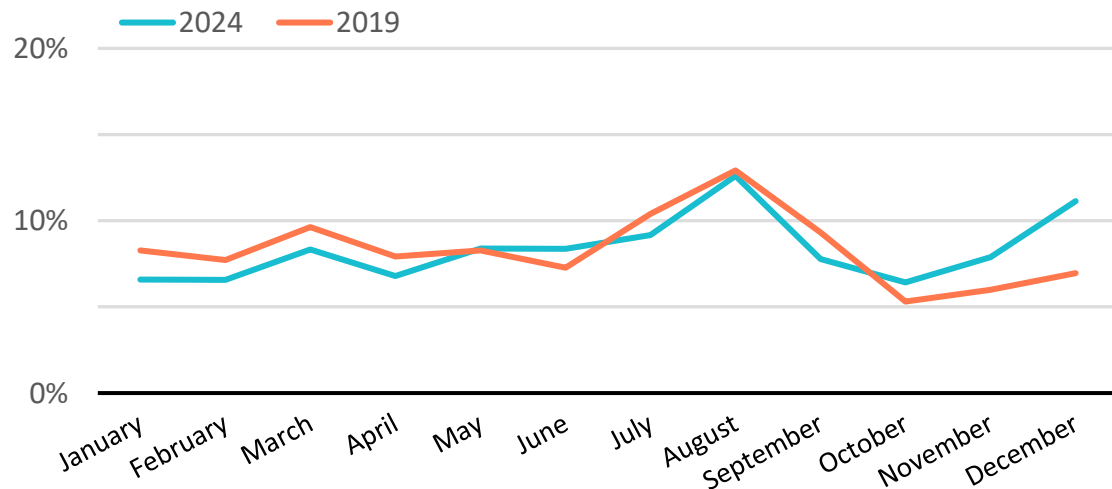
Short-term rentals
2024 and 2018-2024

**Nights,
Short-term rentals, 2024**

22.106

15% (vs. 2023)

77% (vs. 2019)

**Nights,
Short-term rentals, 2018-2024**

Year	Nights
2018	8,489
2019	12,472
2020	6,823
2021	11,025
2022	14,308
2023	19,254
2024	22,106
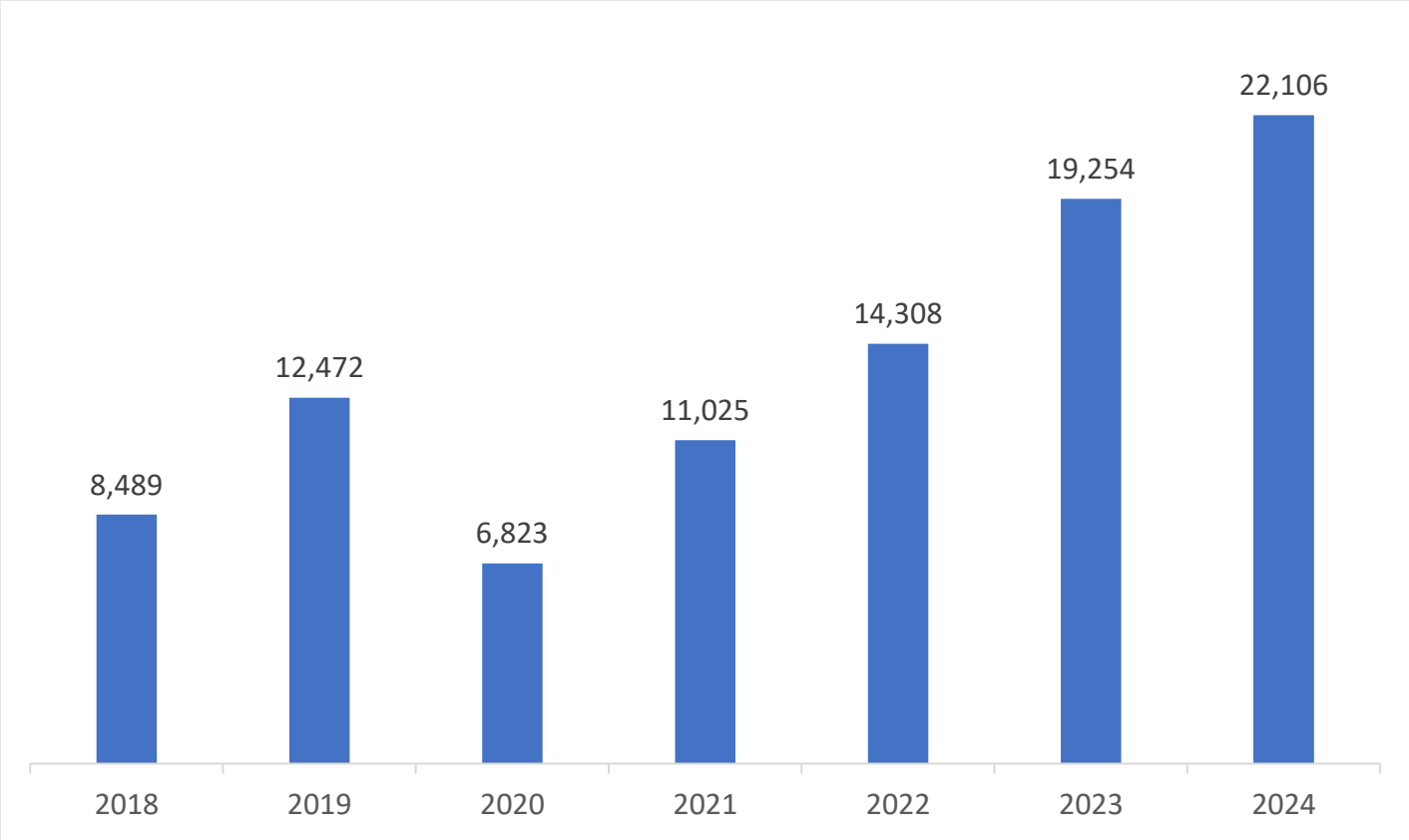
Characteristics of inbound trips

Spanish trips to Luxembourg with overnight (all accommodation)

Purpose of visit, 2018-2024

Spanish trips to Luxembourg, 2018-2024

Legend: Traditional business | MICE | VFR | Holiday

Year	Traditional business	MICE	VFR	Holiday
2018	23 %	23 %	13 %	41 %
2019	18 %	18 %	10 %	55 %
2020	25 %	13 %	13 %	50 %
2021	16 %	21 %	11 %	53 %
2022	17 %	21 %	13 %	50 %
2023	7 %	21 %	14 %	57 %
2024	7 %	28 %	10 %	55 %
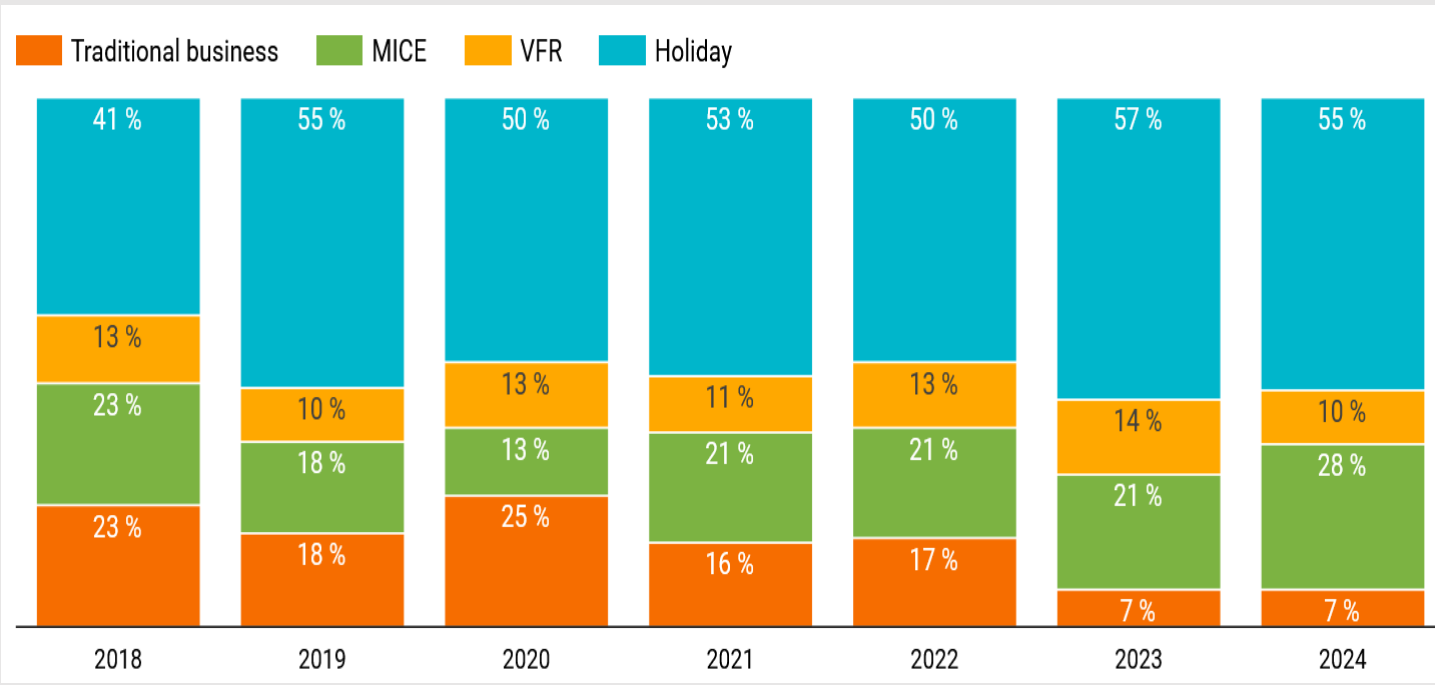
2024

	Spain to Luxembourg	Europe to Luxembourg
Holiday	55%	61%
VFR	10%	15%
MICE	28%	15%
Traditional Business	7%	8%

Inbound <u>same-day</u> trips to Luxembourg
2024

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

47.000

+14% (vs. 2023)

**Average length
of same-day trips**

7,8 h

-0,2 h (vs. 2023)

**Seasonality
% of same-day trips**

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
6%	5%	6%	7%	7%	8%	11%	10%	12%	8%	8%	11%

Travel behaviour of inbound leisure visitors

Main holiday types
Visitors with overnight

● All Inbound ● Spain

Holiday type	All Inbound	Spain
Main - City trip	26%	14%
Main - Sightseeing trip, circular tour	18%	18%
Main - Rest and relaxation holiday	14%	18%
Main - Walking/hiking holiday	13%	0%
Main - Family holiday	10%	32%
Main - Nature holiday	6%	0%
Main - Activity/fitness/sports holiday	3%	0%
Main - Adventure and discovery holiday	3%	0%
Main - Cultural/study trip	3%	14%
Main - Fun/party holiday	2%	5%
Main - Culinary or wine holiday	1%	0%
Main - Health and wellness holiday	1%	0%

All holiday types
Visitors with overnight

● All Inbound ● Spain

Holiday type	All Inbound	Spain
City trip	52%	55%
Sightseeing trip, circular tour	45%	55%
Rest and relaxation holiday	34%	41%
Walking/hiking holiday	31%	9%
Nature holiday	25%	18%
Family holiday	21%	50%
Cultural/study trip	15%	18%
Adventure and discovery holiday	12%	0%
Activity/fitness/sports holiday	8%	5%
Fun/party holiday	6%	5%
Culinary or wine holiday	5%	5%
Health and wellness holiday	4%	5%

Main purpose of overnight trip
(if not holiday)

● All Inbound ● Spain

Purpose	All Inbound	Spain
Exclus... to visit friends or relativ...	7%	8%
Specific event (e.g. conce... festival, exhibi... etc.)	3%	2%
Specific private occasi... (wed... birthd... etc.)	2%	1%
Shop... trip	1%	2%
Lang... holiday	1%	1%
Other purpo...	1%	0%
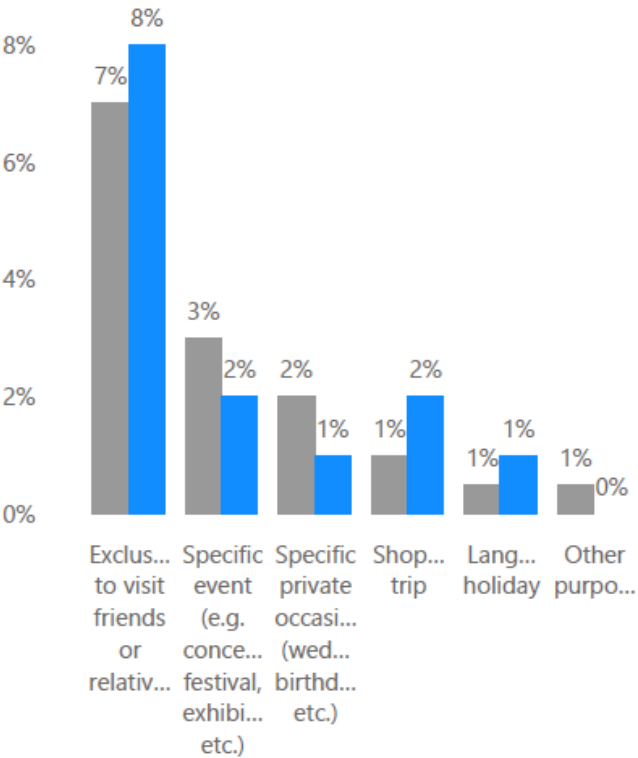
Key decision criteria for choosing Luxembourg
Inbound leisure visitors with overnight (*), 2023-2024

All inbound

Spain

Criteria	All inbound	Spain
Luxembourg is close and easy to reach for me	38%	15%
Curious to discover a country that I knew little about	37%	54%
Because Luxembourg is relatively unknown as a travel destination	17%	38%
Good experience on a previous visit	17%	0%
Recommendation of friends and acquaintances	14%	38%
I have seen great pictures, videos or reports	12%	23%
Because public transport is free	10%	15%
I found interesting experiences	10%	0%
Because Luxembourg is an international and multicultural country	8%	23%
My travel partner wanted to go to Luxembourg	7%	0%
The image and the reputation of the country	7%	8%
I came through Luxembourg, on the way to a visit to neighbouring countries	5%	8%
I found a good offer at a decent price	5%	8%
Fascinated by Luxembourg for a long time	4%	8%
I wanted to be able to communicate easily at my destination	3%	0%
The quality of accommodation	3%	0%
Because Luxembourg is the only Grand Duchy in the world	2%	0%
I wanted my travel destination to be safe	2%	0%

Source: LFT/Ilres Visitor Survey.
(*) Maximum 3 answers possible.

Key travel motives
Inbound leisure visitors with overnight, 2023-2024

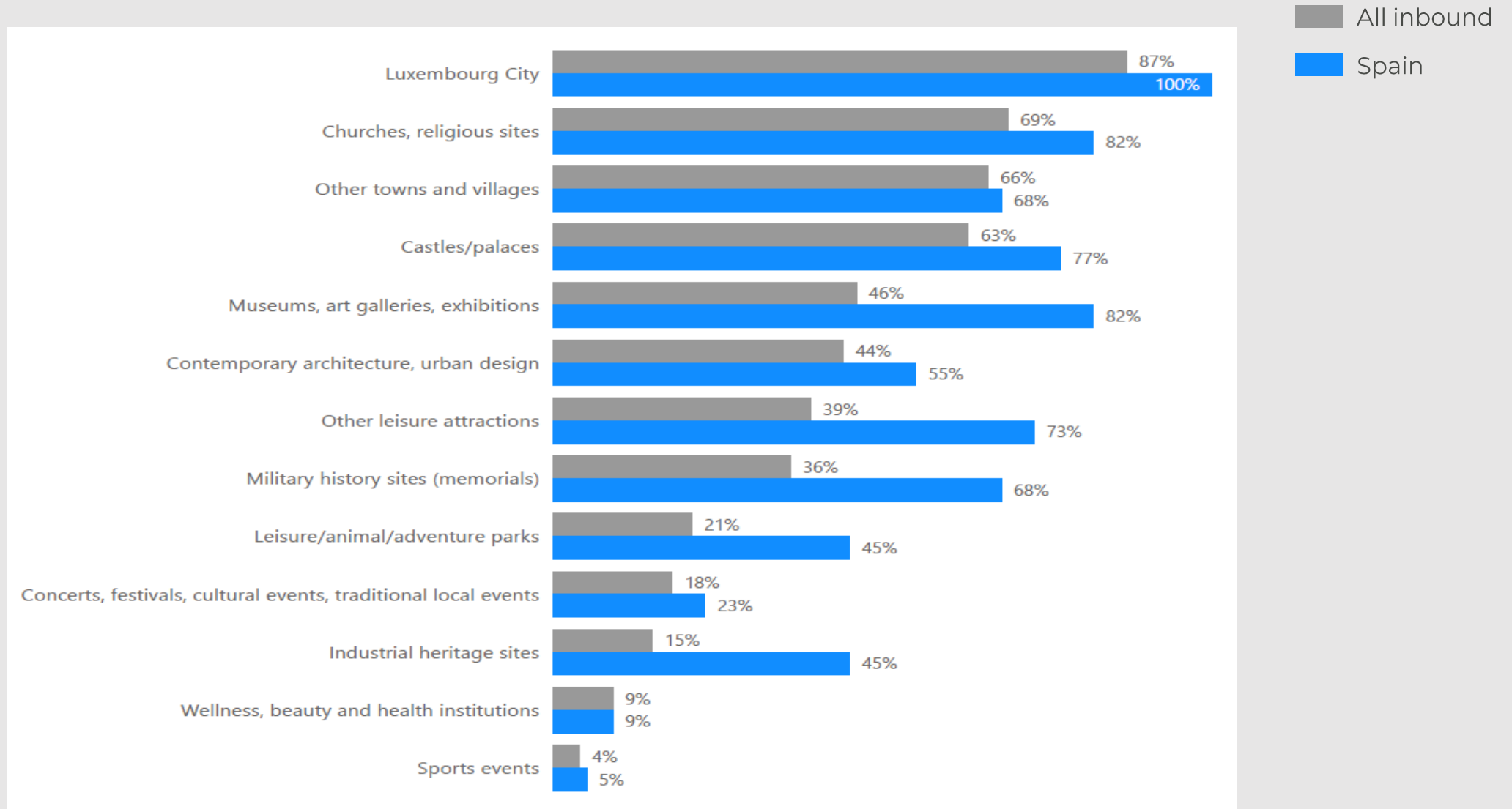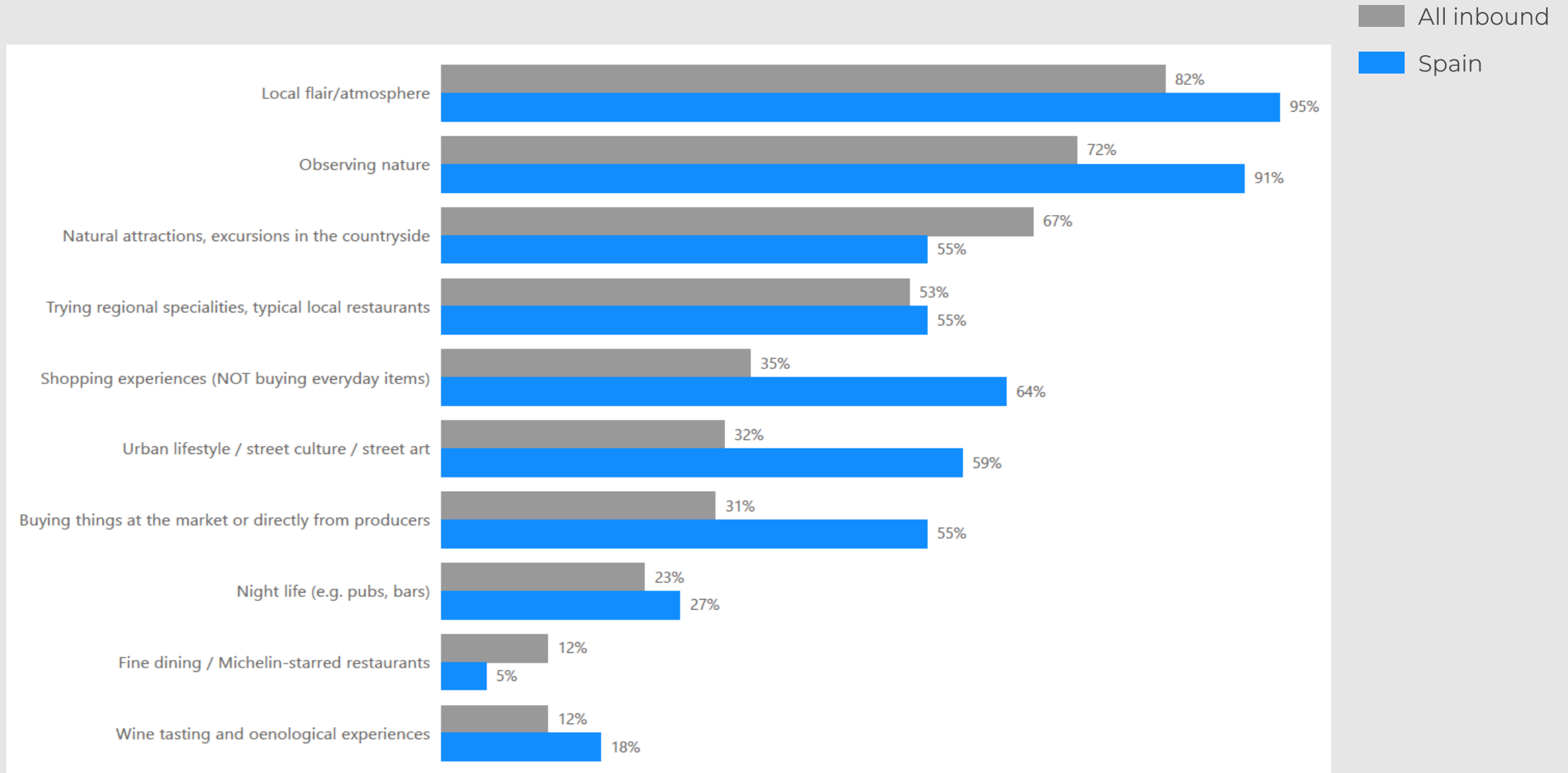Legend: All inbound (grey) — Spain (blue)

Motive	All inbound	Spain
Having new experiences, gaining new insights; seeing sth. different, experiencing local atmosphere	45%	45%
Getting away from the daily grind, gathering strength, recharging my batteries	43%	41%
Seeing and experiencing as much as possible	38%	18%
Finally getting some time for myself and my family/friends	27%	50%
Having fun and enjoying myself	25%	27%
I wanted to be able to encounter a variety of different experiences in a small area	22%	18%
Indulging and spoiling myself	21%	5%
I wanted my travel destination to be safe	15%	32%
Submerging as deeply as possible in the destination: getting to know locals, their way of life & culture	15%	32%
Enjoying good weather and a pleasant climate	13%	18%
Retracing old memories; seeing things again	12%	5%
Travelling as sustainably and ecologically as possible	10%	9%
I wanted to be able to communicate easily at my destination	9%	9%
Excitement, action and adventure	6%	0%
Getting to know new people	6%	9%
None of the above	1%	0%

Type of places visited in Luxembourg
Inbound leisure visitors with overnight, 2023-2024

All inbound
Spain

Type of place	All inbound	Spain
Luxembourg City	87%	100%
Churches, religious sites	69%	82%
Other towns and villages	66%	68%
Castles/palaces	63%	77%
Museums, art galleries, exhibitions	46%	82%
Contemporary architecture, urban design	44%	55%
Other leisure attractions	39%	73%
Military history sites (memorials)	36%	68%
Leisure/animal/adventure parks	21%	45%
Concerts, festivals, cultural events, traditional local events	18%	23%
Industrial heritage sites	15%	45%
Wellness, beauty and health institutions	9%	9%
Sports events	4%	5%

Source: LFT/Ilres Visitor Survey.

Non-sporting activities undertaken in Luxembourg
Inbound leisure visitors with overnight, 2023-2024

Legend: ■ All inbound ■ Spain

Activity	All inbound	Spain
Local flair/atmosphere	82%	95%
Observing nature	72%	91%
Natural attractions, excursions in the countryside	67%	55%
Trying regional specialities, typical local restaurants	53%	55%
Shopping experiences (NOT buying everyday items)	35%	64%
Urban lifestyle / street culture / street art	32%	59%
Buying things at the market or directly from producers	31%	55%
Night life (e.g. pubs, bars)	23%	27%
Fine dining / Michelin-starred restaurants	12%	5%
Wine tasting and oenological experiences	12%	18%

Source: LFT/Ilres Visitor Survey.

Sporting activities undertaken in Luxembourg
Inbound leisure visitors with overnight, 2023-2024

Legend: ■ All inbound ■ Spain

Activity	All inbound	Spain
Hiking (more than 2 hours a day)	59%	27%
Cycling (on paved cycle paths)	12%	18%
Swimming (lake, water park, pool)	12%	5%
Other sports activities	8%	5%
Mountain biking	4%	0%
Climbing (rock climbing or at a climbing gym)	2%	5%
Water sports (canoeing, kayaking, angling, etc.)	2%	5%
Adventure & fun sports	1%	9%
Golf (NOT minigolf)	1%	0%

Age groups
Inbound leisure visitors with overnight, 2023-2024

Source: LFT/IIres Visitor Survey.

Region of origin

Inbound leisure visitors with overnight, 2023-2024

Region	Percentage
Madrid	39%
Catalonia	17%
Andalusia	11%
Valencia	10%
Canary Islands	5%
Galicia	5%
Aragon	4%
Asturias	2%
Castile and Leon	2%
Balearic Islands	1%
Cantabria	1%
Castile-La Mancha	1%
Murcia	1%
Navarre	1%
Basque Country	0%
Ceuta	0%
Extremadura	0%
Melilla	0%
Rioja	0%

Travel party
Inbound leisure visitors with overnight, 2023-2024

Legend:
- All inbound (grey)
- Spain (blue)

My spouse or partner
- All inbound: 60%
- Spain: 45%

Friends, acquaintances or extended family
- All inbound: 29%
- Spain: 32%

Children under 16
- All inbound: 13%
- Spain: 18%

I travelled alone
- All inbound: 13%
- Spain: 14%

A travel group
- All inbound: 1%
- Spain: 14%

Work/team colleagues or professional contacts
- All inbound: 1%
- Spain: 0%

Source: LFT/IIres Visitor Survey.
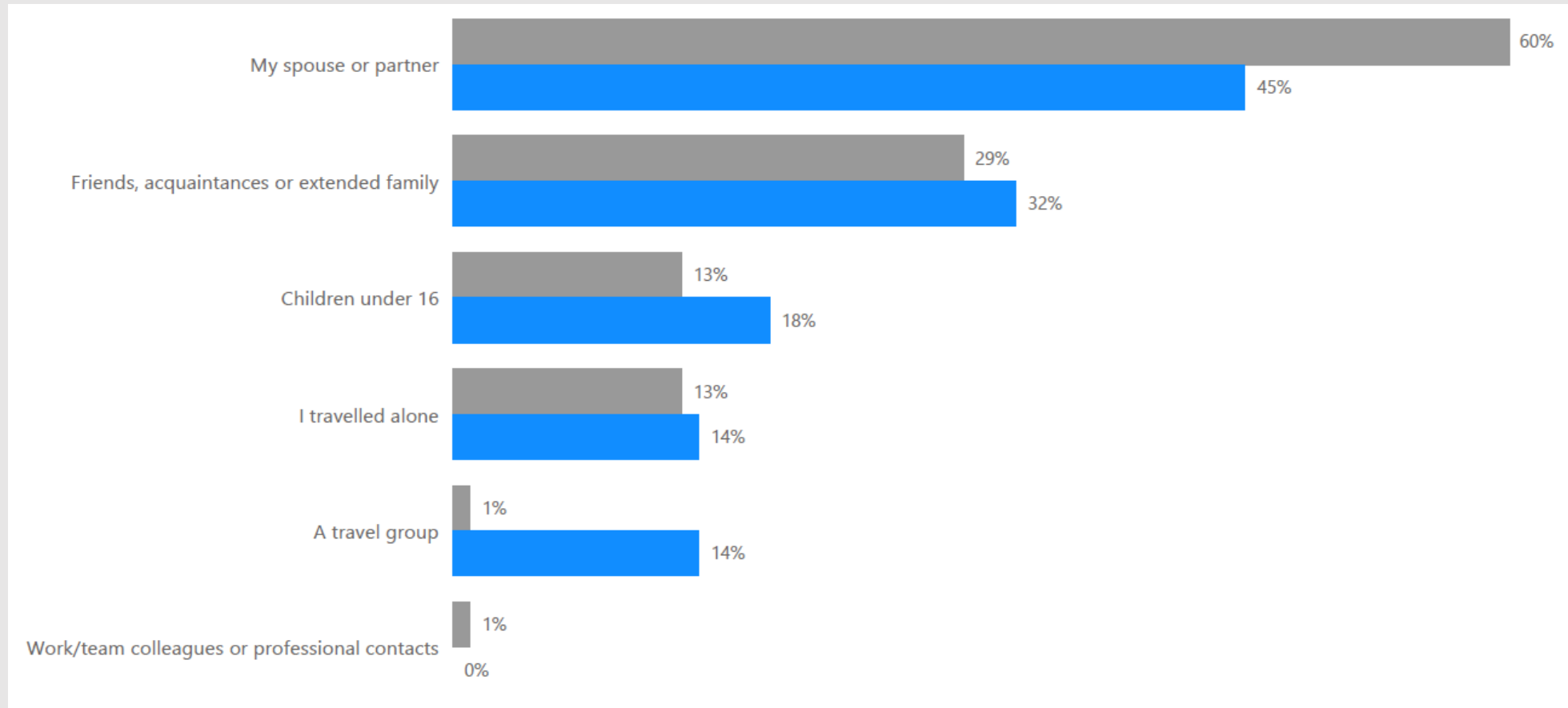
Transport, new visitors and cross-border trips
Inbound leisure visitors with overnight, 2023-2024

All inbound
Spain

Mode of transport to access Luxembourg

- Car (including hire car): 51% (All inbound), 14% (Spain)
- Train: 19% (All inbound), 9% (Spain)
- Aeroplane: 15% (All inbound), 59% (Spain)
- Motorhome/camper van: 8% (All inbound), 5% (Spain)
- Coach: 5% (All inbound), 14% (Spain)
- Bicycle: 1% (All inbound), 0% (Spain)
- Motorcycle: 1% (All inbound), 0% (Spain)
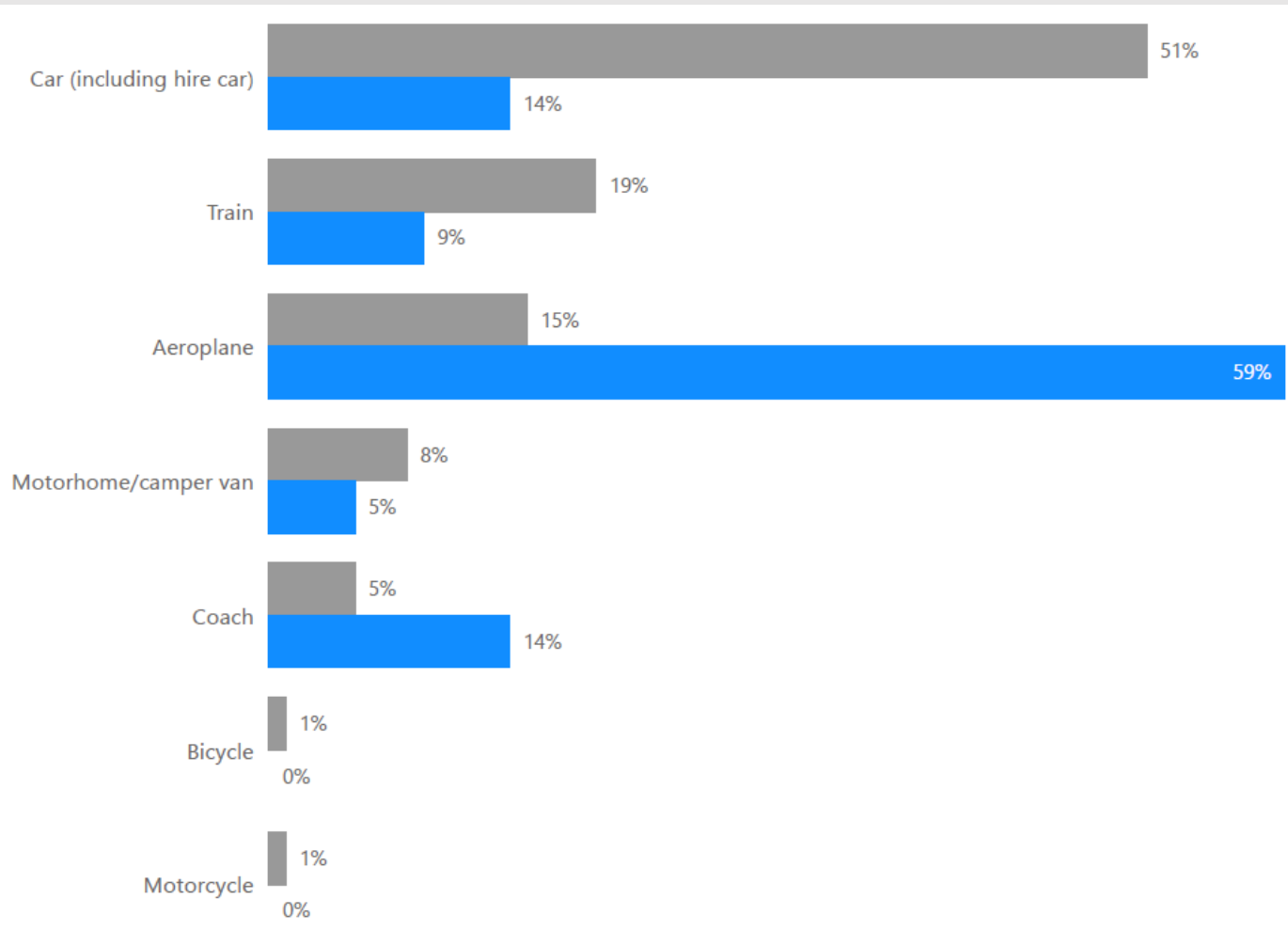
First-time visitors
Visitors with overnight

63%
All Inbound

83%
Spain

Visitors spending nights in Luxembourg and abroad during same trip
Visitors with overnight

39%
All Inbound

46%
Spain

Source: LFT/Ilres Visitor Survey.

Expenditure

Inbound trips to Luxembourg with overnight (all accommodation)

All inbound
Spain

Average expenditure/pers./day

Total trips **Holiday**

Year	Total trips	Holiday
2019	105 €	98 €
2023	192 €	178 €
2024	172 €	176 €
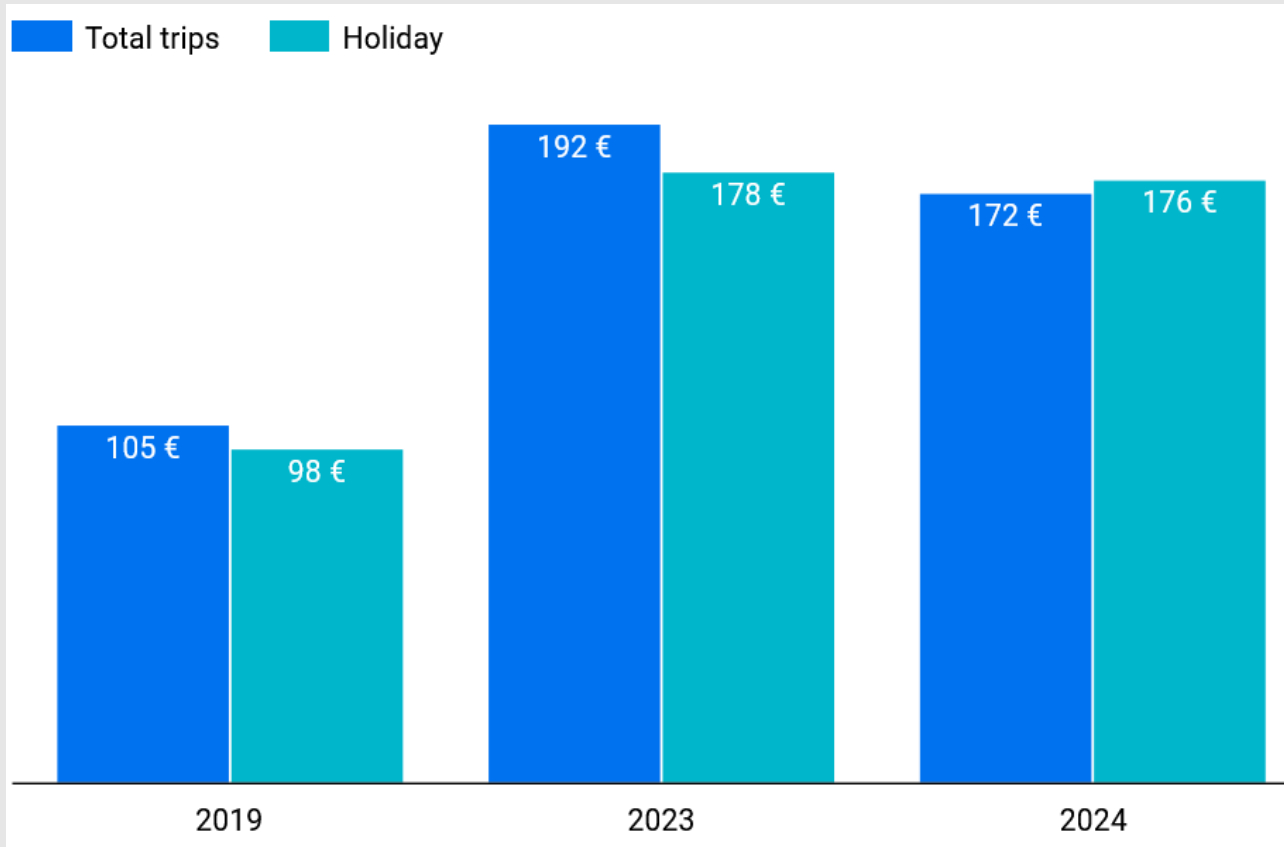
Expenditure of leisure inbound visitors by categories, 2023-2024

Category	All inbound	Spain
Accommodation	31%	26%
Food & drinks	25%	24%
Transport to	21%	22%
Shopping	10%	11%
Other	7%	8%
Entrances & excursions	4%	6%
Local transport	2%	3%
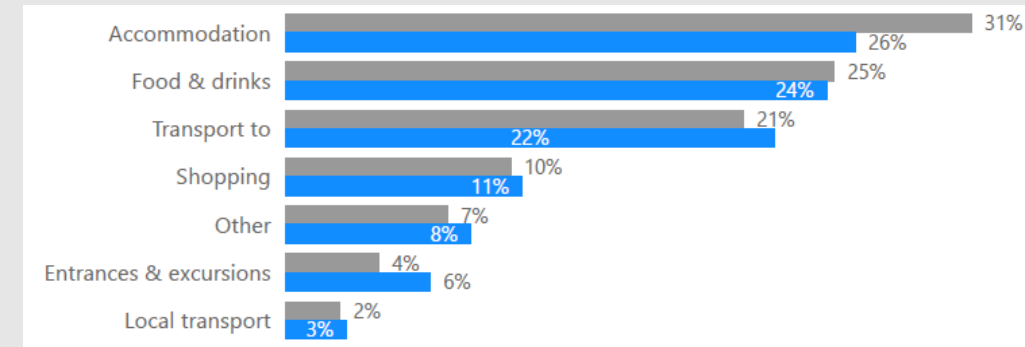
Quality vs. price-orientation of leisure inbound visitors, 2023-2024

Category	All inbound	Spain
Neither one nor the other	43%	55%
Low prices	15%	5%
High level of quality	42%	41%
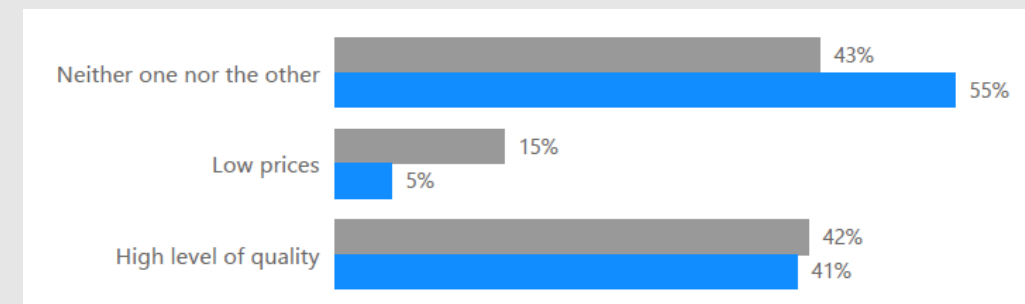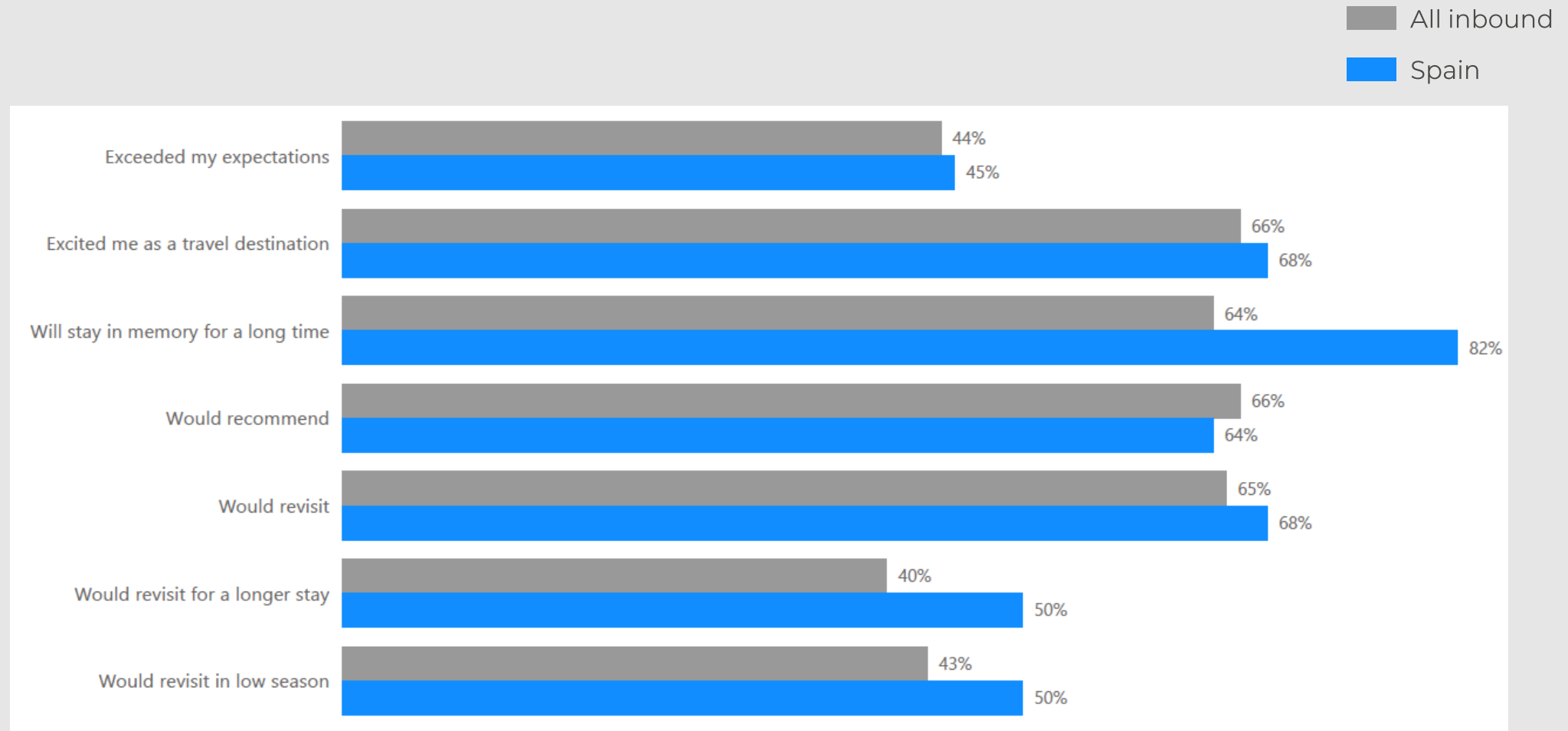
Brand features perception
Inbound leisure visitors with overnights, 2023-2024

Brand features

Visitors with overnight

	All inbound	Spain

0% · 20% · 40% · 60% · 80%

- Welcoming
- International, multicultural
- Natural
- Charming
- Cosy, comfortable
- Sustainable, environmentally friendly
- Credible, authentic
- A must-see
- Attractive
- Open, tolerant
- Sophisticated, stylish
- Qualitative, high-end
- Traditional
- Dependable, down to earth
- Modern, trendy
- Service-oriented
- Dynamic
- Lively, bubbly
- Rich in contrasts
- Unusual, surprising
- Exclusive, luxurious
- Enthralling, exciting
- Innovative
- None of the above apply
- Overcrowded

LFT Target Segments

Explorers
- Spain: 29%
- All inbound: 26%

Nature-Loving Actives
- Spain: 21%
- All inbound: 27%

Relaxation Seekers
- Spain: 16%
- All inbound: 13%

Short Breakers
- Spain: 10%
- All inbound: 10%

Perfection Seekers
- Spain: 7%
- All inbound: 11%

Leisure Oriented
- Spain: 17%
- All inbound: 13%

Source: LFT (estimate).
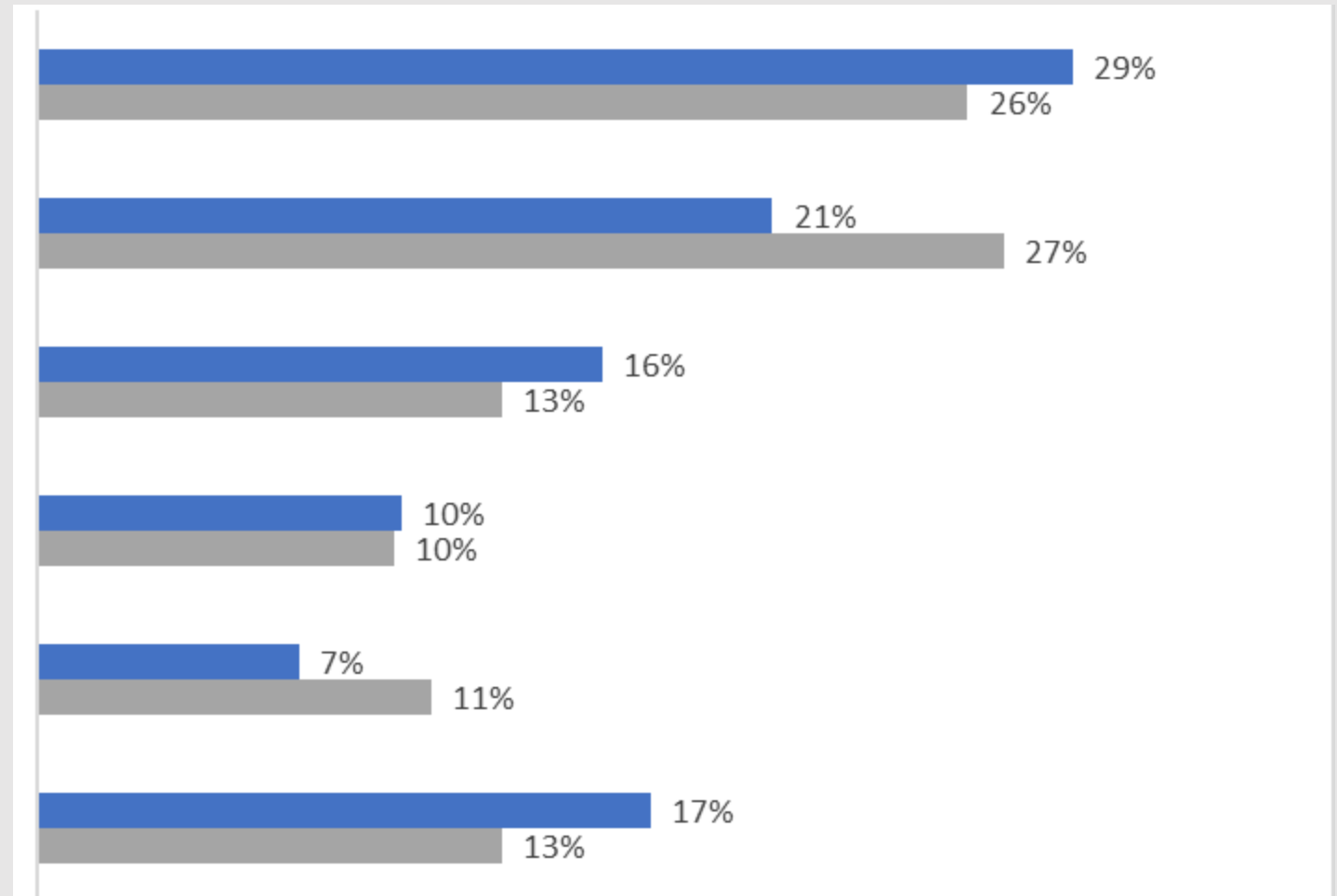
Target segments,
Brand & Growth Potential

Destination Luxembourg – Brand Funnel 2024
Assessing Luxembourg's **brand strength** as a destination

	🇪🇸	🇪🇺
Awareness	78%	82%
	49%	67%
Sympathy	38%	55%
	68%	62%
Travel Intent, Total	26%	34%
	27%	27%
Travel Intent, Core	9%	15%
Previously visited	12%	20%

prospective ▲
retrospective ▼
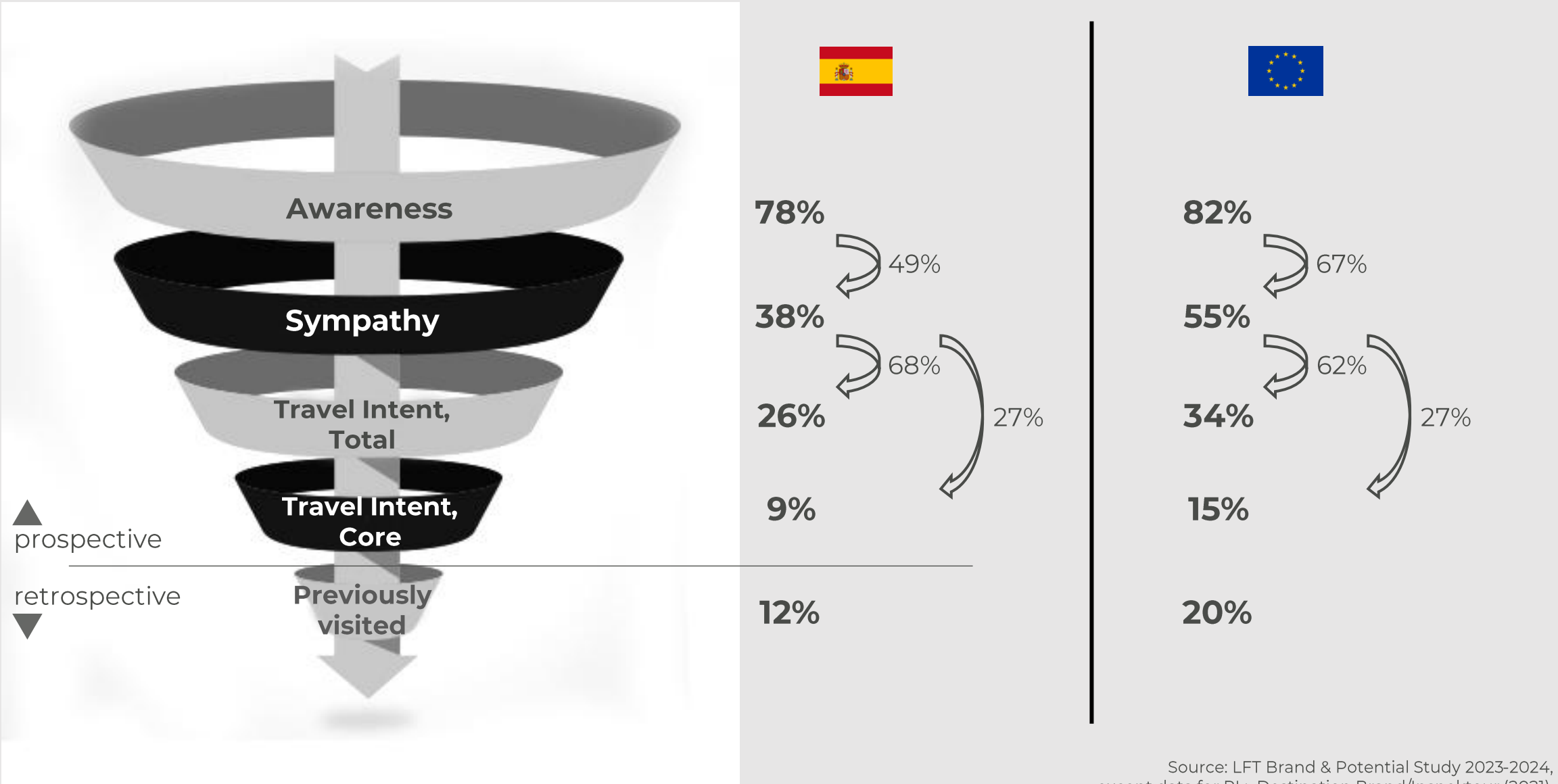
Regional origin 2024
Past visitors and future potential

Travel intent (*) | **Visits in the past**

Region	Travel intent	Visits in the past
Baleares	49	18 %
País Vasco	47 %	13 %
Aragón	47 %	30 %
Canarias	45 %	10 %
Murcia	44 %	15 %
Andalucía	44 %	17 %
Asturias	44 %	13 %
La Rioja	43 %	0 %
Cantabria	43 %	0 %
Cataluña	43 %	24 %
Madrid	32 %	18 %
Galicia	42 %	18 %
Navarra	41 %	0 %
Castilla-León	40 %	15 %
Valencia	37 %	16 %
Castilla-La Mancha	37 %	18 %
Extremadura	35 %	8 %
South	32 %	11 %
North West	31 %	8 %
North East	30 %	14 %

General theme interest (*)

Theme	EU Rank	ES Rank	ES % interested	Theme (continued)	EU Rank	ES Rank	ES % interested
Culinary	2	1	74%	Nightlife (**)	20	20	59%
Sightseeing	4	2	74%	Exchanging with locals	13	21	59%
City	5	3	74%	Events	16	22	56%
Architecture/townscapes	7	4	73%	Hiking	17	23	55%
Nature	3	5	73%	Countryside	22	24	53%
Resting/Relaxation	1	6	72%	Wine	21	25	49%
History/Unesco	10	7	72%	Shopping	23	26	48%
Immersive travel	6	8	72%	Active-sports	27	27	48%
Culture	11	9	71%	Adventure/action	19	28	47%
Castles	9	10	71%	Film locations	30	29	46%
Family	12	11	70%	Wellness	25	30	44%
Gardens/parks		12	69%	Remembrance	26	31	44%
Fun/entertainment	8	13	67%	Luxury	24	32	42%
Trad./folk festivals/mkts		14	65%	Industrial heritage	28	33	41%
Bathing (in lakes, waters)		15	65%	Camping	29	34	39%
Learning/new skills	14	16	63%	Water sports		35	37%
Travelling by train	18	17	62%	MTB	32	36	31%
Sustainability	15	18	60%	Motorcycling	33	37	27%
Road trips, scenic drives		19	60%	Cycling	31	38	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).

Note: Some themes are only surveyed for Italy and Spain (n= 38) and thus have no ranking for Europe (n= 33).

Luxembourg's Theme Competence (*)

Theme	🇪🇺 Rank	🇪🇸 Rank	🇪🇸 % agreeing
City	1	1	42%
Culture	6	2	39%
Castles	7	3	37%
Resting/Relaxation	2	4	37%
Architecture/townscapes	4	5	36%
Nature	5	6	36%
Family	8	7	36%
Culinary	3	8	34%
Gardens, parks		9	33%
History/Unesco	12	10	32%
Luxury	9	11	30%
Nightlife (**)	14	12	28%
Events, cultural		13	27%
Fun/entertainment	13	14	26%
Shopping	10	15	26%
Road trips, scenic drives		16	25%
Bathing in lakes, waters		17	25%
Sustainability	18	18	22%
Wine	15	19	21%
Countryside	17	20	20%
Action, adventure	22	21	20%
Remembrance	26	22	20%
Hiking	11	23	20%
Wellness	16	24	19%
Industrial heritage	24	25	18%
Active-sports	21	26	17%
Camping	19	27	17%
MTB	25	28	16%
Events, sport		29	13%
Water sports		30	13%
Cycling	20	31	13%

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

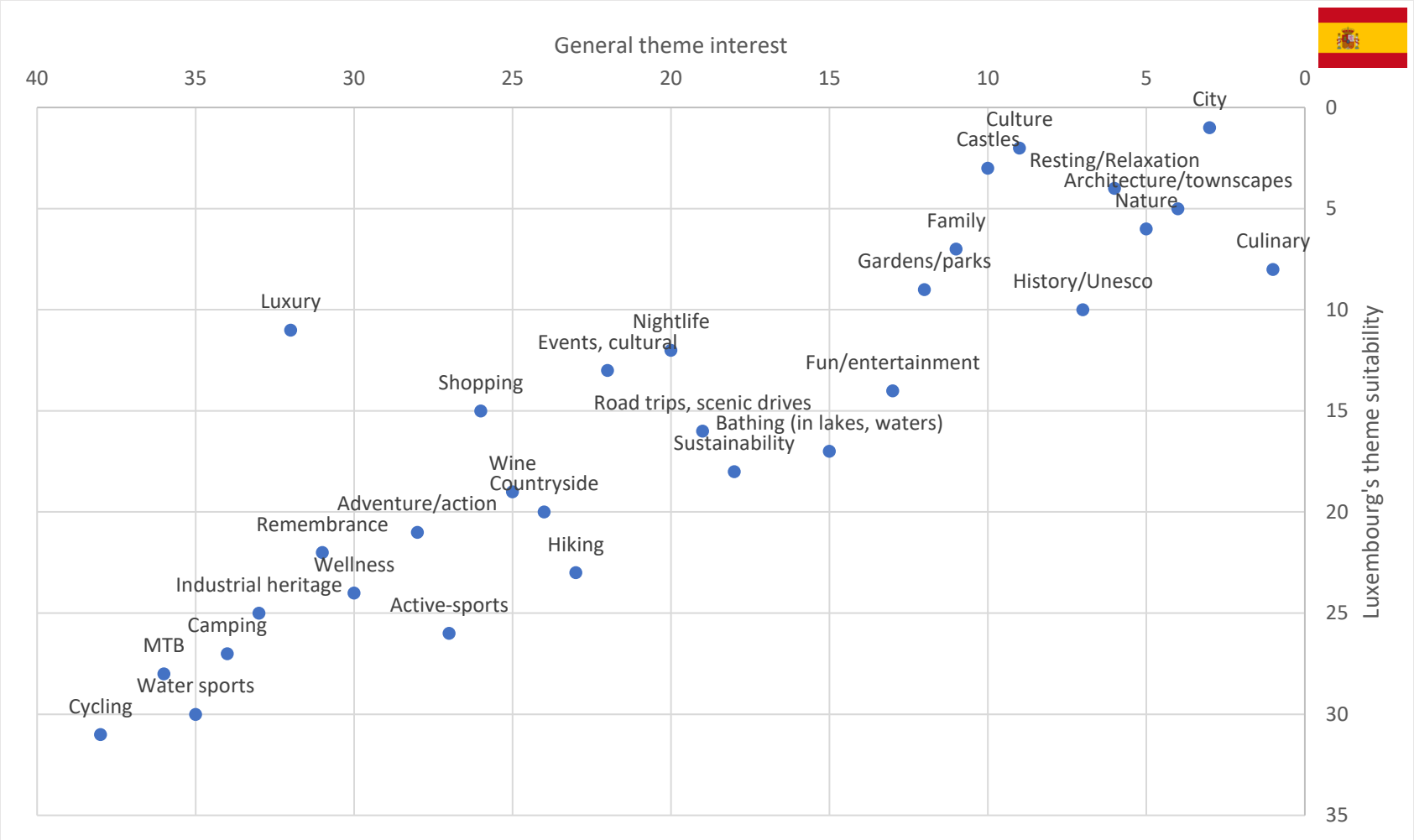Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

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

Note: Some themes are only surveyed for Italy and Spain (n= 31) and thus have no ranking for Europe (n= 26).
.

Theme interest & Luxembourg's Theme Competence (*)

Theme ranking by source market interest and Luxembourg's perceived suitability

General theme interest

40   35   30   25   20   15   10   5   0

Luxembourg's theme suitability

City
Culture
Castles
Resting/Relaxation
Architecture/townscapes
Nature
Family
Gardens/parks
Culinary
History/Unesco
Luxury
Nightlife
Events, cultural
Fun/entertainment
Shopping
Road trips, scenic drives
Bathing (in lakes, waters)
Sustainability
Wine
Countryside
Adventure/action
Hiking
Remembrance
Wellness
Industrial heritage
Active-sports
Camping
MTB
Water sports
Cycling

(*) 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	🇪🇺 Rank	🇪🇸 Rank	🇪🇸 % agreeing
safe	1	**1**	47%
clean	2	**2**	45%
of high quality	3	**3**	42%
attractive, appealing	7	**4**	38%
open-minded, tolerant, international	6	**5**	34%
authentic, real	5	**6**	34%
exclusive, luxurious	8	**7**	32%
surprising	11	**8**	31%
welcoming, hospitable	4	**9**	31%
dynamic, modern	9	**10**	29%
unique		**11**	29%
varied, diversified	12	**12**	27%
lively, trendy	13	**13**	26%
sustainable	15	**14**	25%
not overcrowded / insider tip	14	**15**	25%
service oriented	10	**16**	22%
affordable	16	**17**	16%

(*) 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.

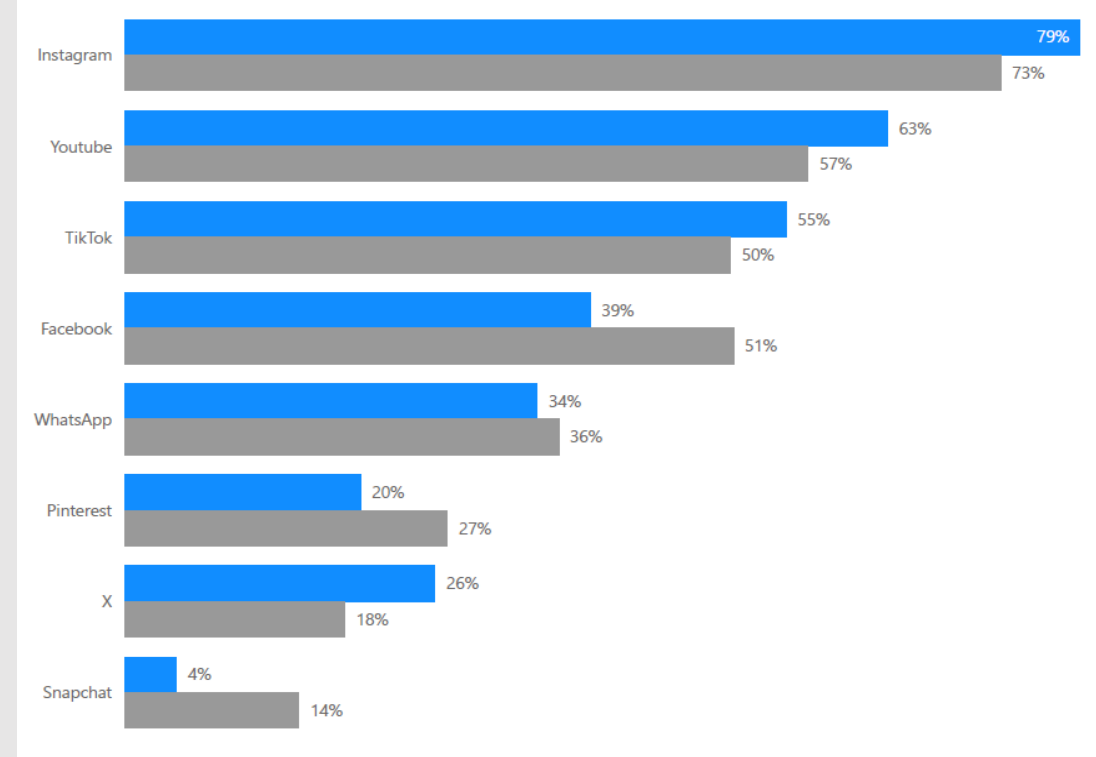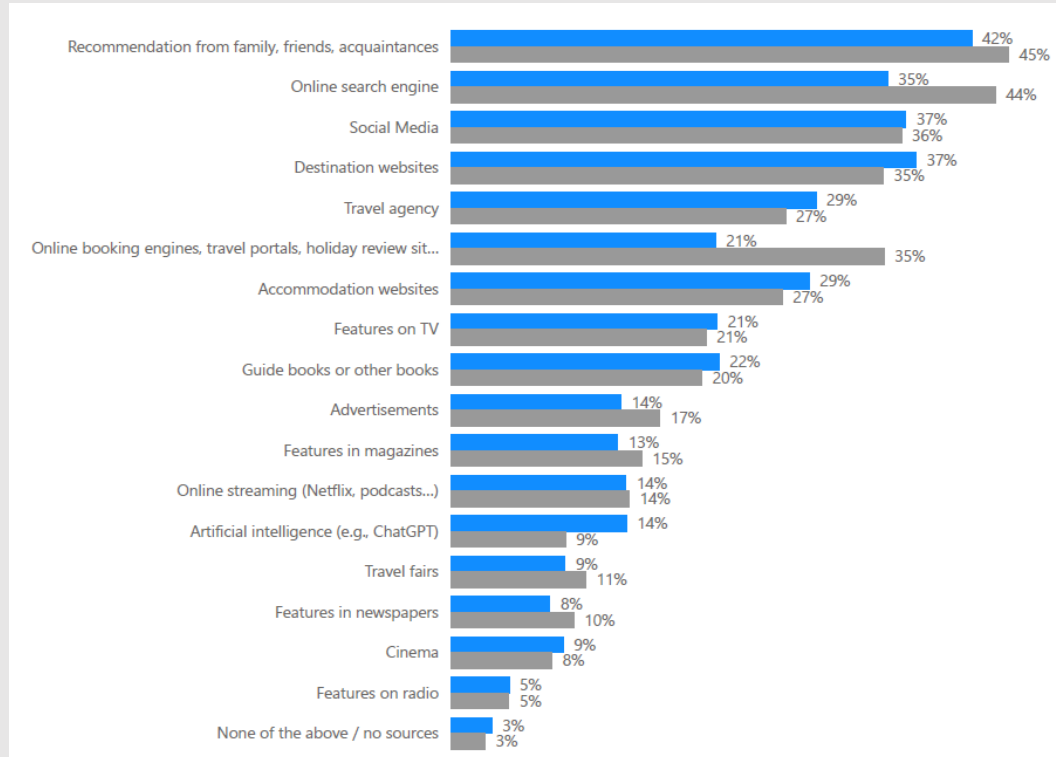The brand value „unique" is only surveyed for Italy and Spain and thus has no average for Europe

Spontaneous associations with Luxembourg

Trip organisation and preferences (1)
— Average **European source markets**, total vs. Spain

Spain
All inbound

Preferred sources of travel inspiration

Source	Spain	All inbound
Recommendation from family, friends, acquaintances	42%	45%
Online search engine	35%	44%
Social Media	37%	36%
Destination websites	37%	35%
Travel agency	29%	27%
Online booking engines, travel portals, holiday review sit...	21%	35%
Accommodation websites	29%	27%
Features on TV	21%	21%
Guide books or other books	22%	20%
Advertisements	14%	17%
Features in magazines	13%	15%
Online streaming (Netflix, podcasts...)	14%	14%
Artificial intelligence (e.g., ChatGPT)	14%	9%
Travel fairs	9%	11%
Features in newspapers	8%	10%
Cinema	9%	8%
Features on radio	5%	5%
None of the above / no sources	3%	3%

Platform	Spain	All inbound
Instagram	79%	73%
Youtube	63%	57%
TikTok	55%	50%
Facebook	39%	51%
WhatsApp	34%	36%
Pinterest	20%	27%
X	26%	18%
Snapchat	4%	14%

Interest for longer stays and cross-border stays to Luxembourg (in case of general travel intent to Luxembourg)

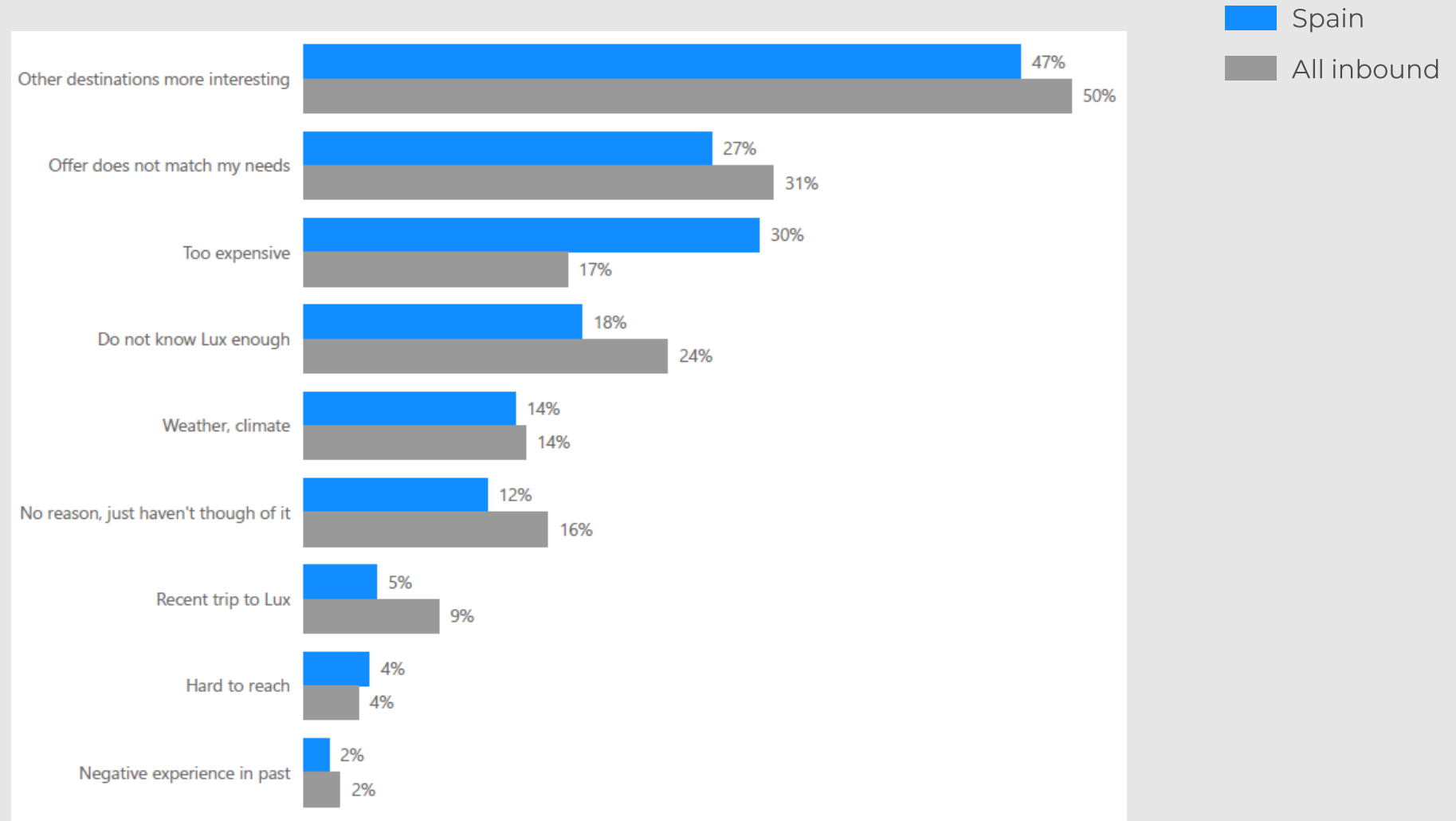|	Spain	All inbound
Longer trip	41%	32%
Cross-border	53%	48%

Source: LFT Brand & Potential Study, 2024.
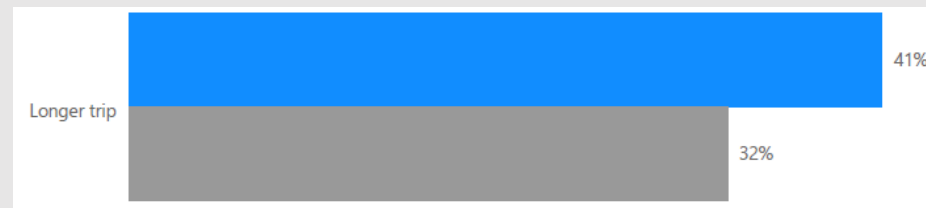
Trip organisation and preferences (2)
— Average **European source markets**, total vs. Spain

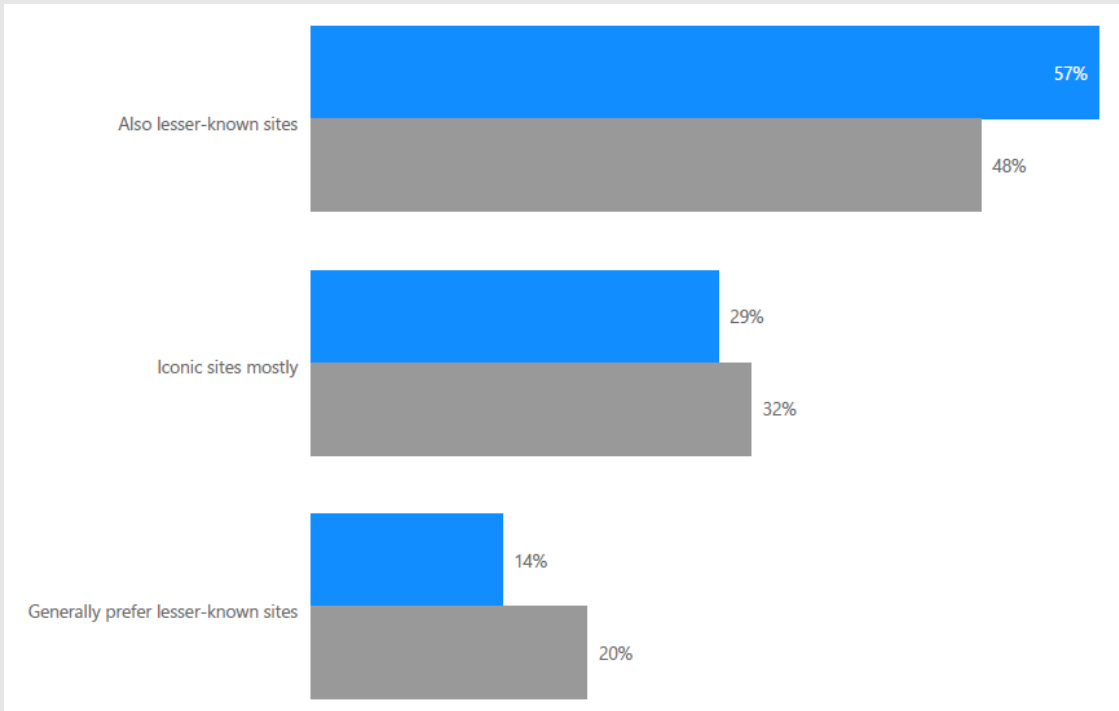**Reasons for not considering Luxembourg as a destination**

Legend: Spain, All inbound

Reason	Spain	All inbound
Other destinations more interesting	47%	50%
Offer does not match my needs	27%	31%
Too expensive	30%	17%
Do not know Lux enough	18%	24%
Weather, climate	14%	14%
No reason, just haven't though of it	12%	16%
Recent trip to Lux	5%	9%
Hard to reach	4%	4%
Negative experience in past	2%	2%

Source: LFT Brand & Potential Study, 2024.

Trip organisation and preference (3)
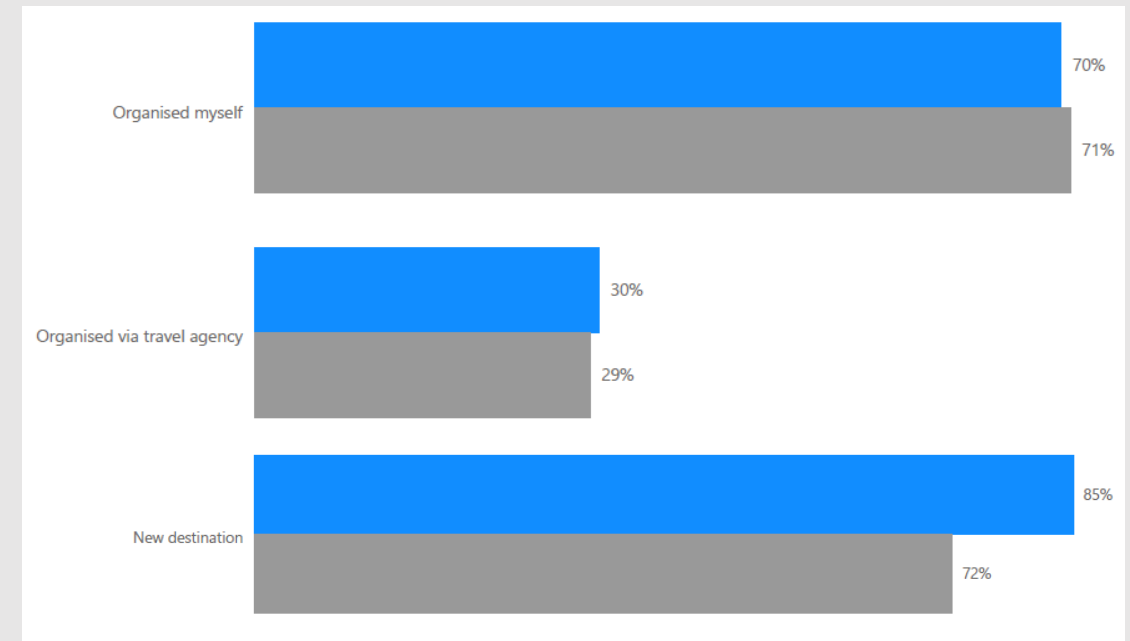## — Average **European source markets**, total vs. Spain

General preference for visiting iconic vs. lesser-known sites

Also lesser-known sites
- 57%
- 48%

Iconic sites mostly
- 29%
- 32%

Generally prefer lesser-known sites
- 14%
- 20%

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

Organised myself
- 70%
- 71%

Organised via travel agency
- 30%
- 29%

New destination
- 85%
- 72%

Spain

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