



Luxembourg for Tourism
Market profile
SWITZERLAND

2024



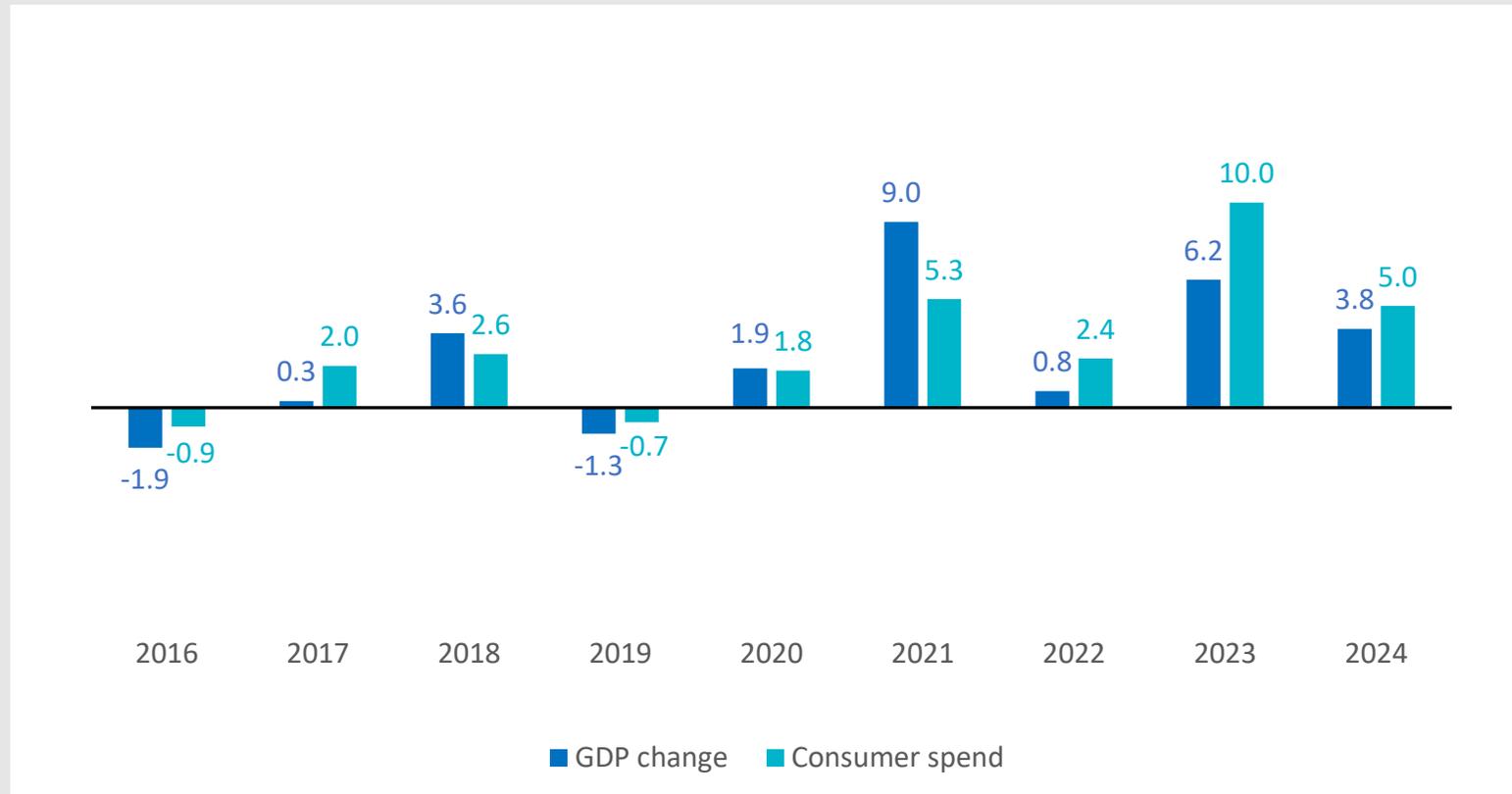
Economic indicators & General Travel Demand

Economic indicators – General travel demand



GDP and consumer spending, % annual change

Economy & population



GDP (\$) per capita
103,676.70

Unemployment (%)
2.39

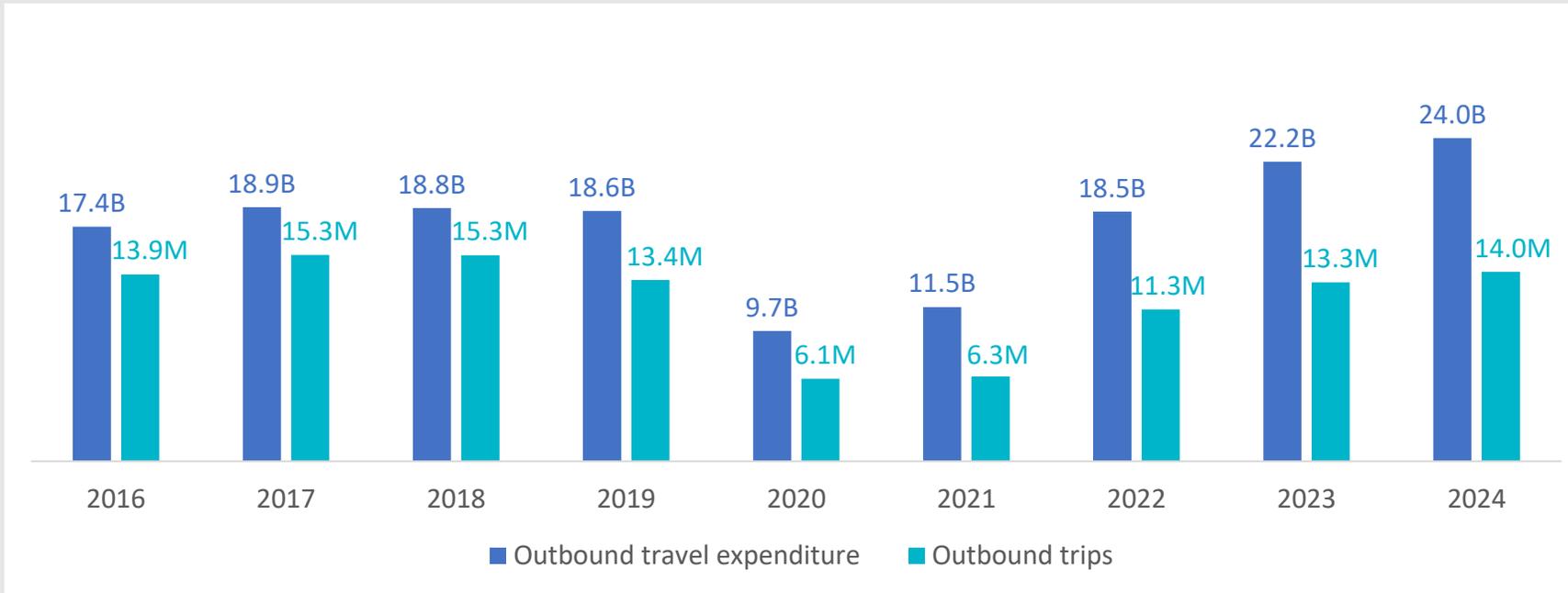
Inflation(%)
1.06

Population
9,048,910

Economic indicators – General travel demand



Outbound trips and travel expenditure



Outbound travel intensity
1.55 trips
per inhabitant (2024)

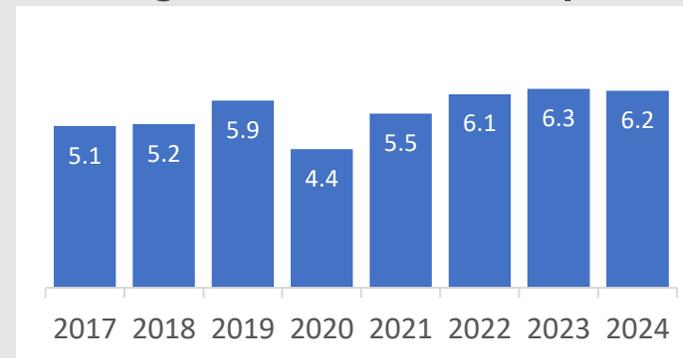
Average spend
per outbound trip (2024)
1,706 \$

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2024)
86.6%

Average length of stay, nights, all outbound trips





Arrivals & nights in paid accommodation

Nights in paid accommodation

2024 and 2018-2024

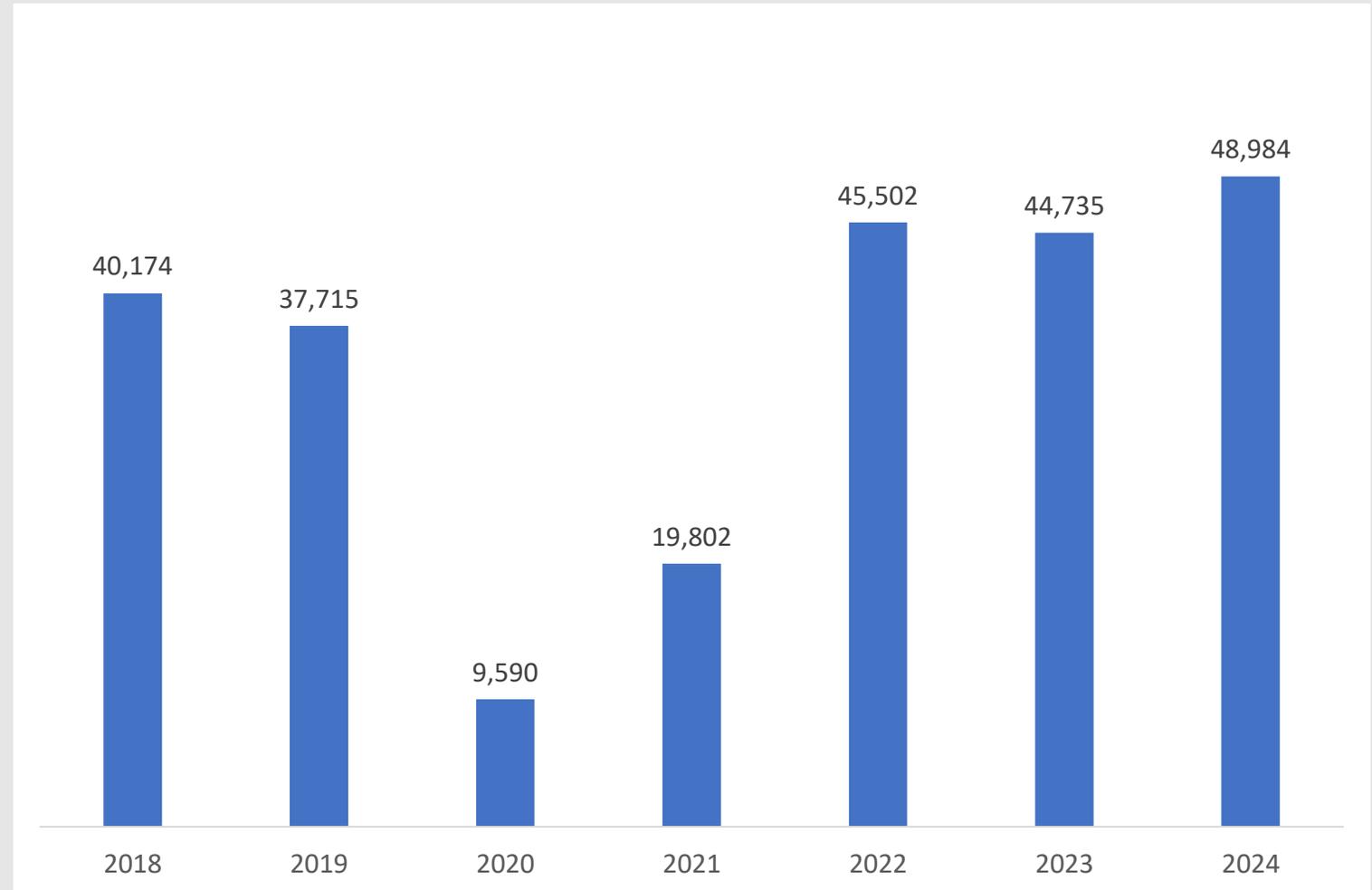


**Nights,
paid accommodation, 2024**



+9% (vs. 2023)

+30% (vs. 2019)



Arrivals in paid accommodation

2024 and 2018-2024

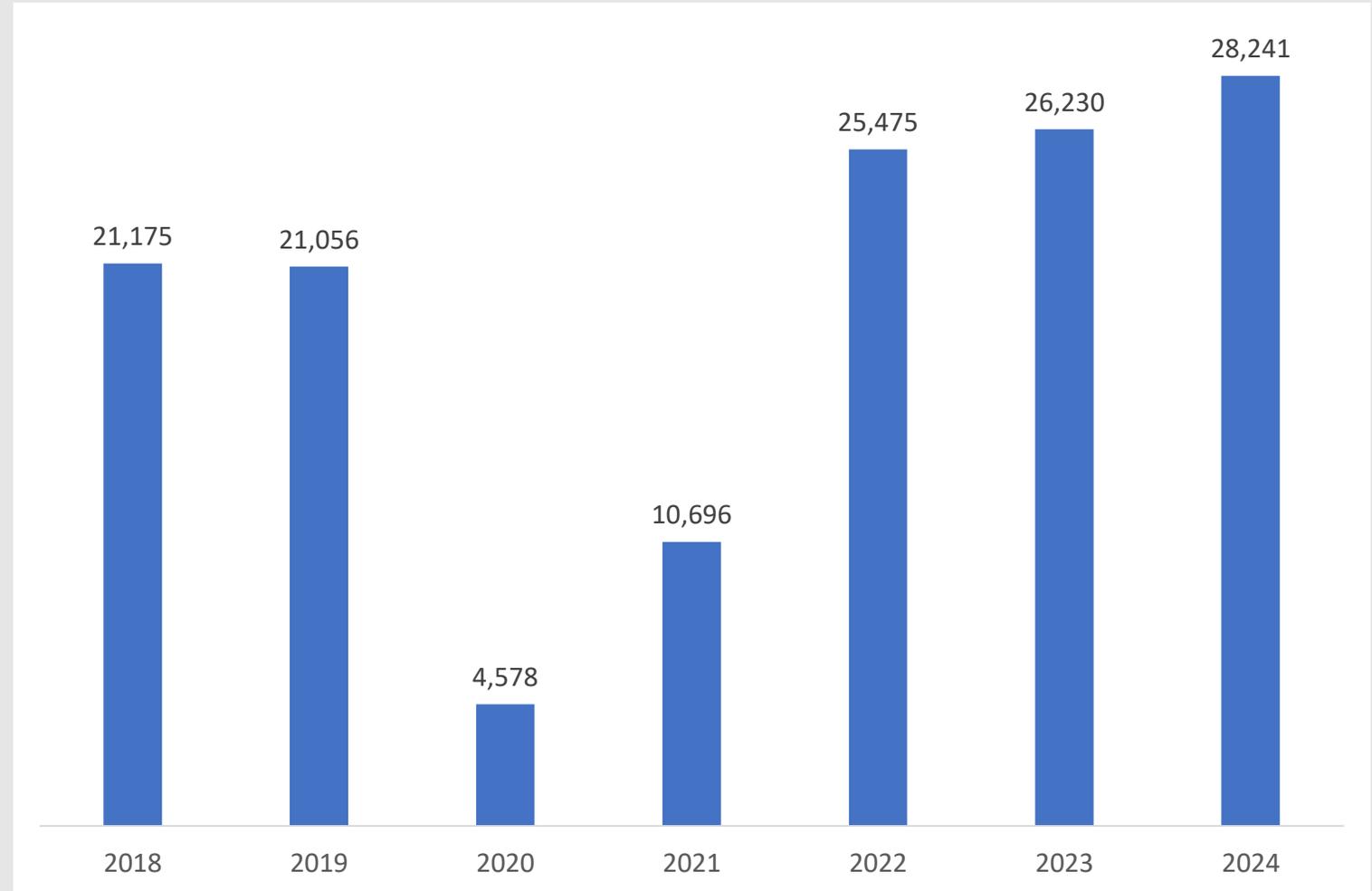


Arrivals,
paid accommodation, 2024



+8% (vs. 2023)

+34% (vs. 2019)



Length of stay, paid accommodation

2024 and 2018-2024

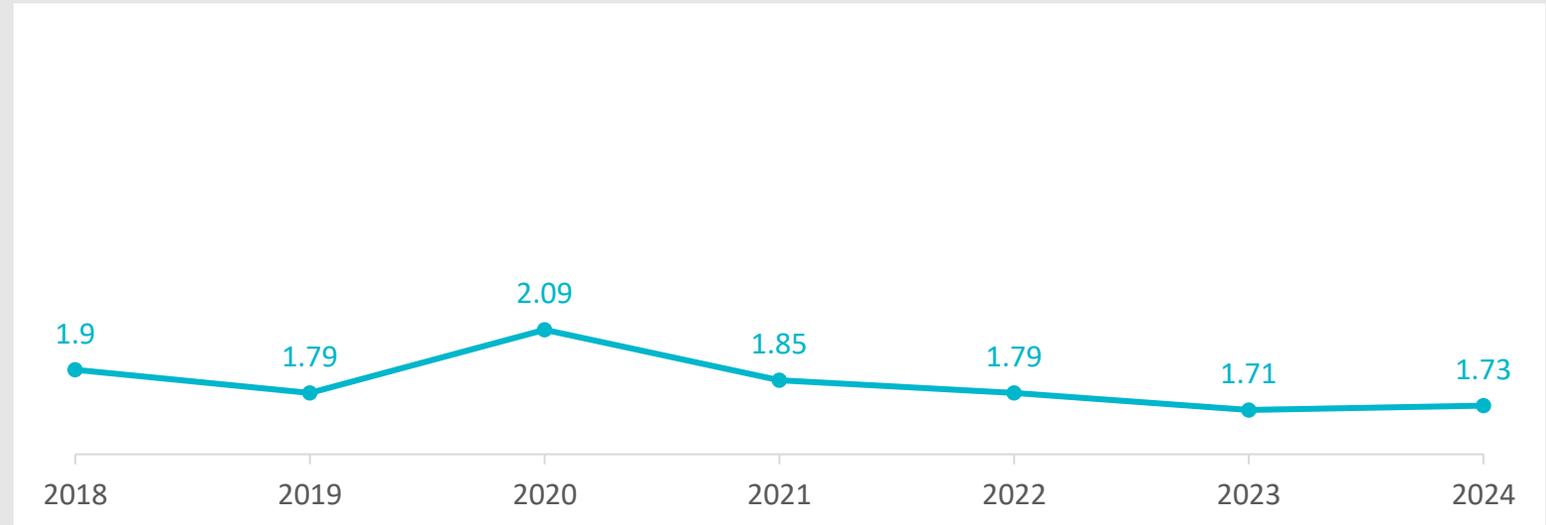


Average length of stay,
paid accommodation, 2024



+0.02 nights (vs. 2023)

-0.06 nights (vs. 2019)

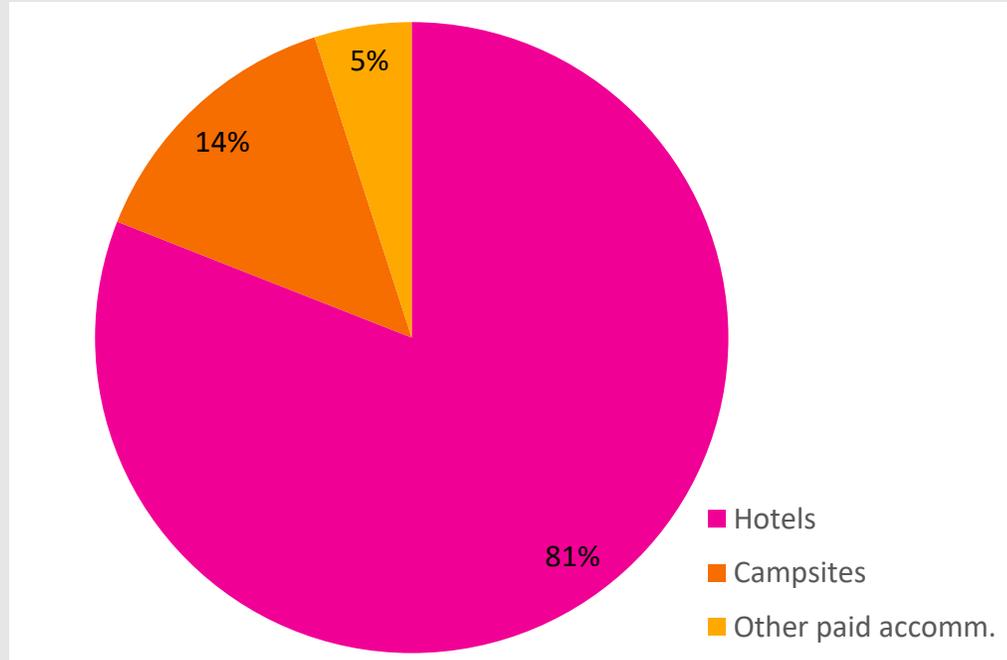


Nights & arrivals in paid accommodation

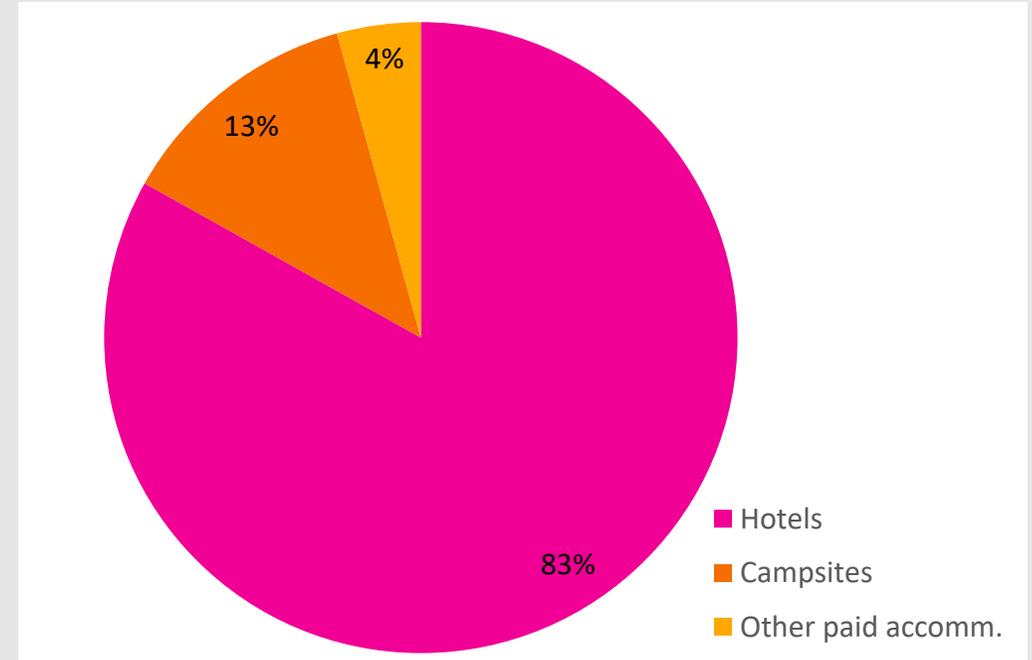
Type of accommodation, 2024



Nights, paid accommodation, 2024



Arrivals, paid accommodation, 2024



Hotels	39.671	+10% (vs. 2023)	+27% (vs. 2019)
Campsites	6.883	-3% (vs. 2023)	+73% (vs. 2019)
Other paid accomm.	2.430	+44% (vs. 2023)	+1% (vs. 2019)

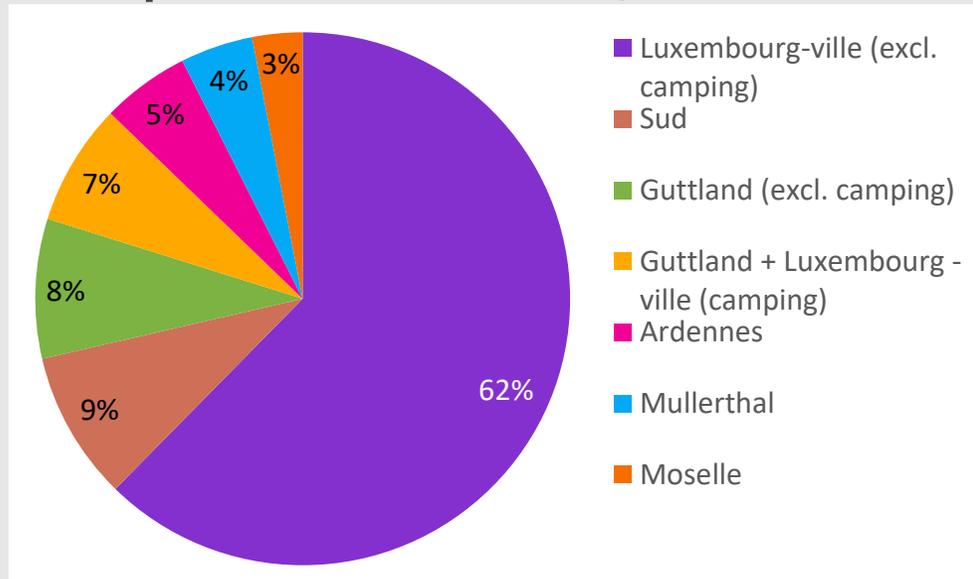
Hotels	23.478	+9% (vs. 2023)	+32% (vs. 2019)
Campsites	3.557	-5% (vs. 2023)	+60% (vs. 2019)
Other paid accomm.	1.206	+22% (vs. 2023)	+21% (vs. 2019)

Nights & arrivals in paid accommodation

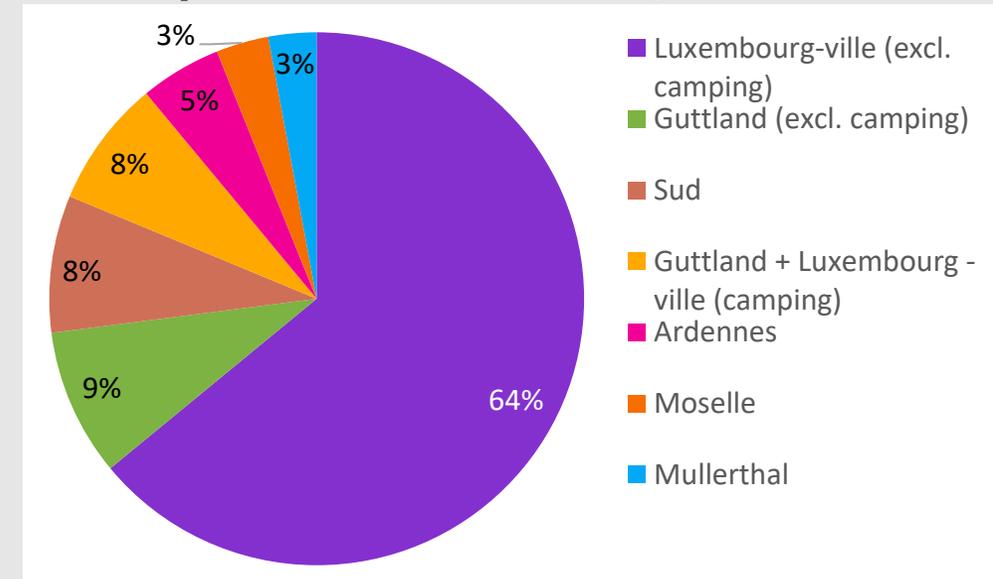
Regions, 2024



Nights, paid accommodation, 2024



Arrivals, paid accommodation, 2024



Lux.-City (excl. camping)	30.539	+13% (vs. 2023)	+36% (vs. 2019)
South	4.425	+5% (vs. 2023)	+24% (vs. 2019)
Guttland (excl. camping)	4.149	+16% (vs. 2023)	+13% (vs. 2019)
Guttland/Lux.-City (camping)	3.623	-17% (vs. 2023)	+80% (vs. 2019)
Eislek	2.609	+12% (vs. 2023)	+5% (vs. 2019)
MPSL	2.153	+21% (vs. 2023)	+15% (vs. 2019)
Moselle	1.486	-3% (vs. 2023)	-9% (vs. 2019)

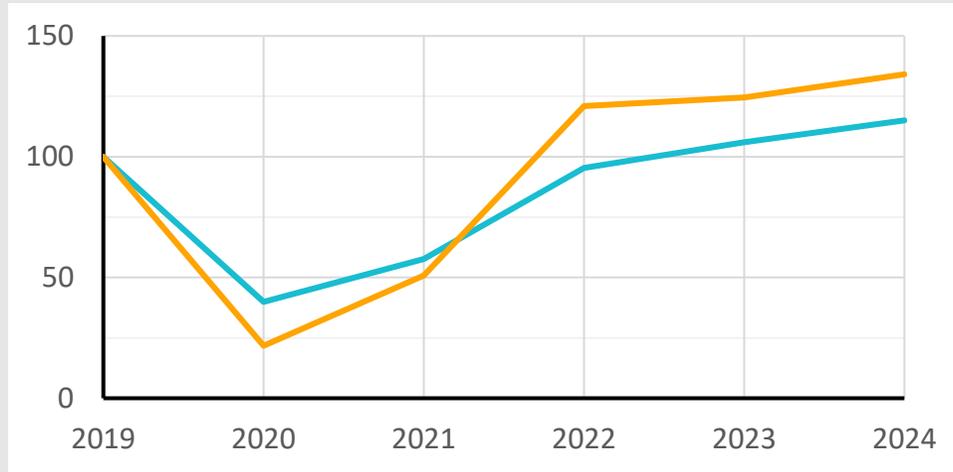
Lux.-City (excl. camping)	18.080	+11% (vs. 2023)	+41% (vs. 2019)
Guttland (excl. camping)	2.523	+16% (vs. 2023)	+21% (vs. 2019)
South	2.350	+2% (vs. 2023)	+14% (vs. 2019)
Guttland/Lux.-City (camping)	2.181	-16% (vs. 2023)	+64% (vs. 2019)
Eislek	1.389	+20% (vs. 2023)	+20% (vs. 2019)
Moselle	897	+5% (vs. 2023)	+4% (vs. 2019)
MPSL	821	+5% (vs. 2023)	+7% (vs. 2019)

Arrivals in paid accommodation

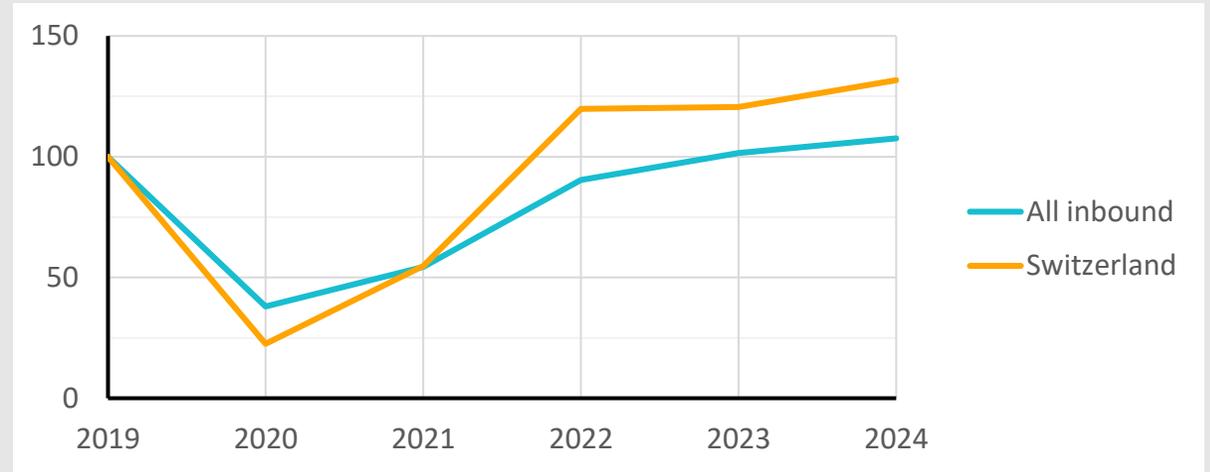
Trends 2019-2024



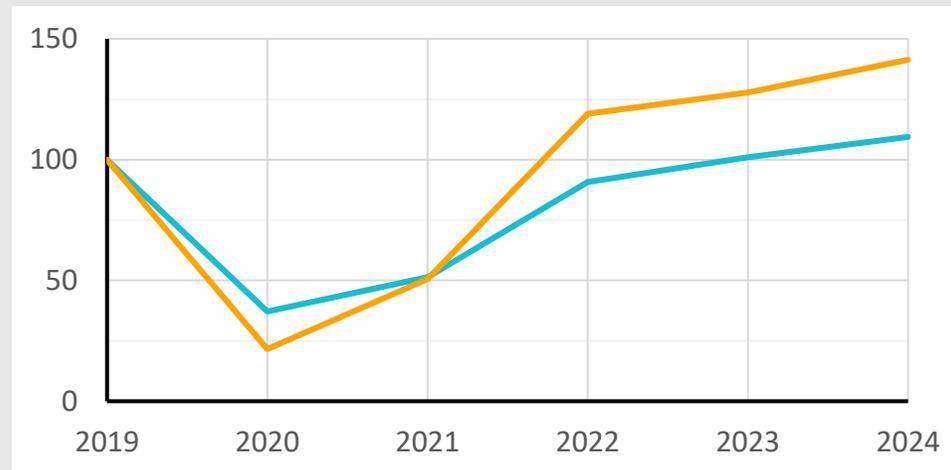
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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



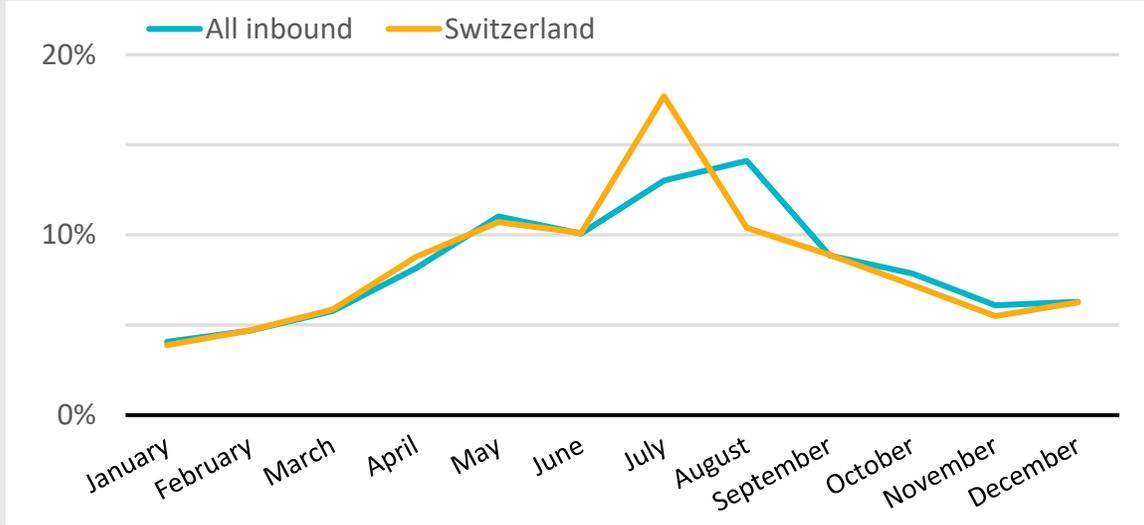
(*), excluding camping.
Source: Statec

Arrivals in paid accommodation

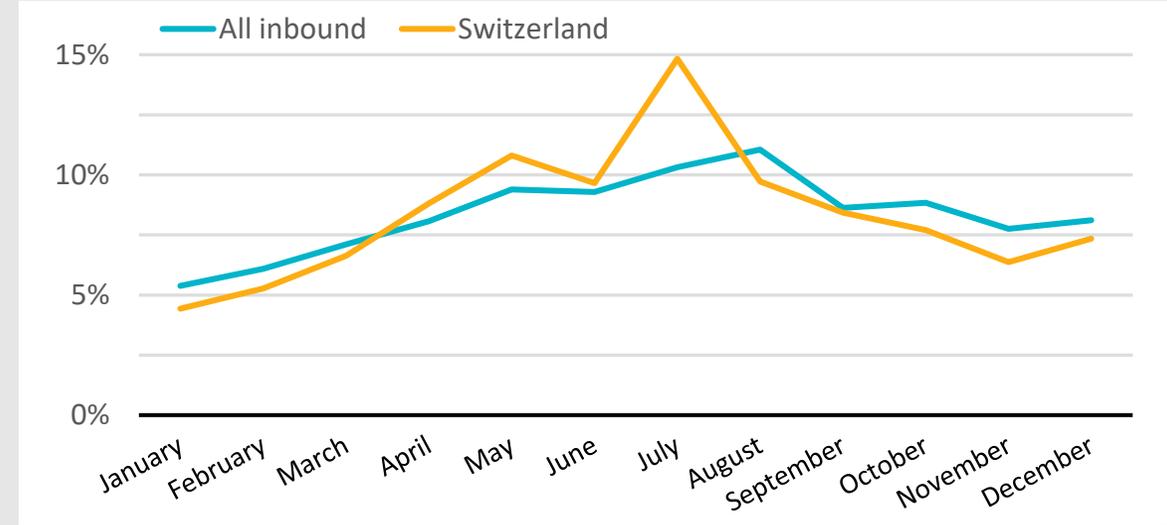
Seasonality



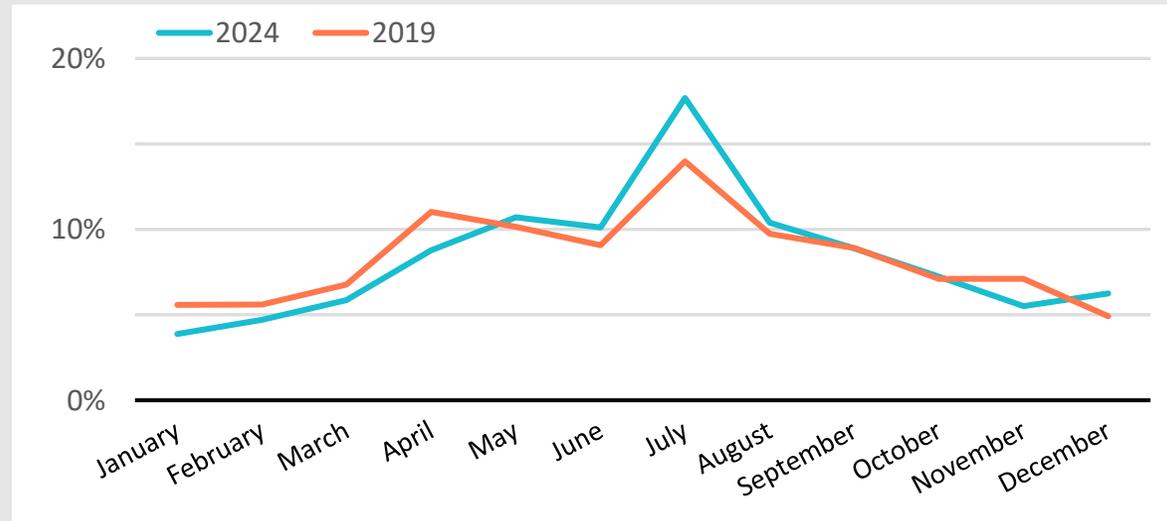
All paid accommodation, 2024



Hotels, 2024



All paid accommodation, arrivals from Switzerland

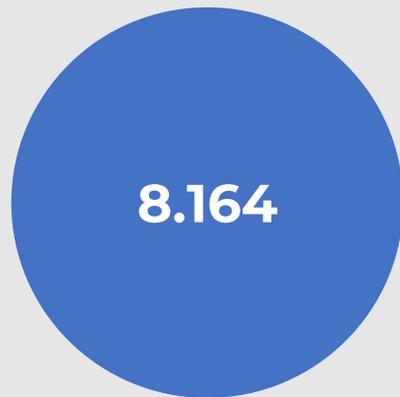


Short-term rentals

2024 and 2018-2024



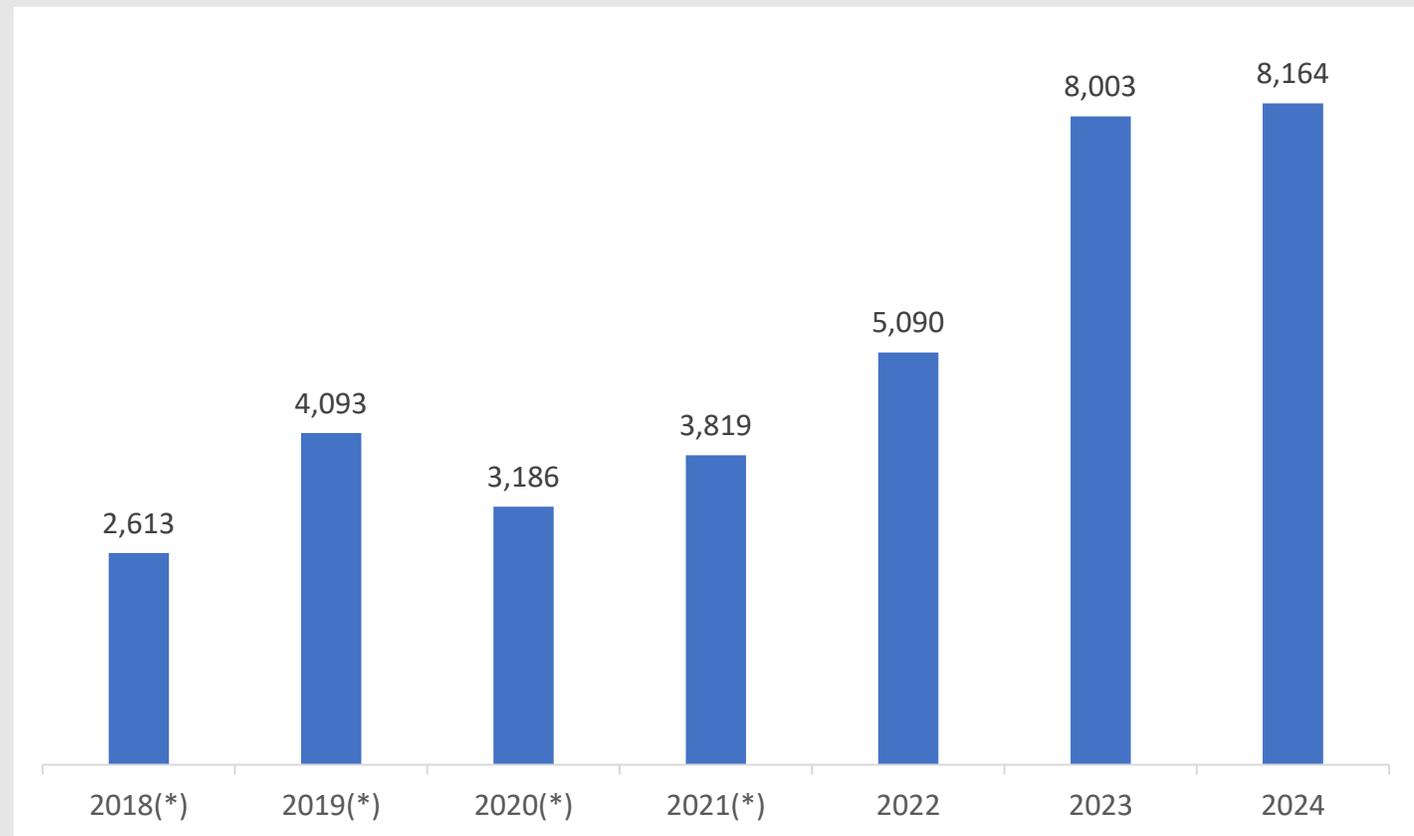
**Nights,
Short-term rentals, 2024**



2% (vs. 2023)

99% (vs. 2019)

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



(*) Nights are only available for Switzerland + Lichtenstein.

Nights available for Lichtenstein only:

-2022: 3

-2023: 24

-2024: 19



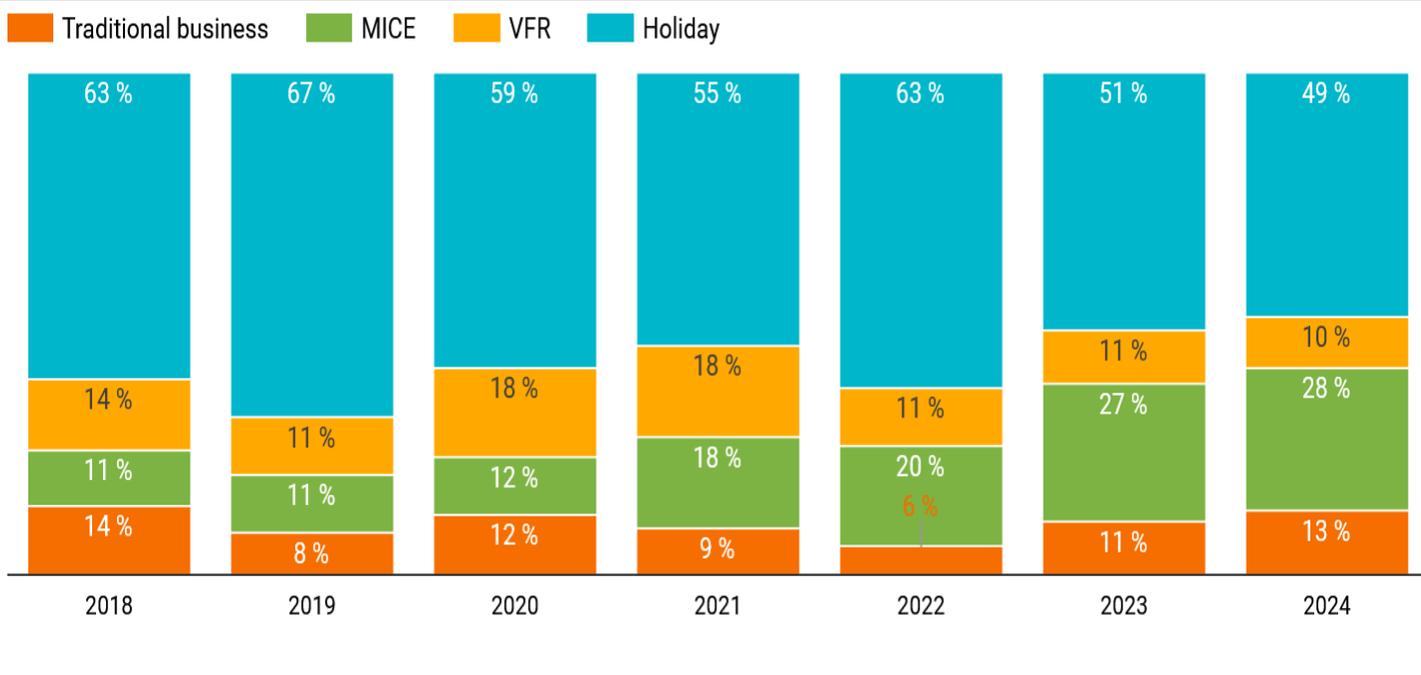
Characteristics of inbound trips

Swiss trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2018-2024

Swiss trips to Luxembourg, 2018-2024



2024

Switzerland to Luxembourg Europe to Luxembourg

Holiday	49%	61%
VFR	10%	15%
MICE	28%	15%
Traditional Business	13%	8%

Source: World Travel Monitor/IPK International.

Inbound same-day trips to Luxembourg

2024



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



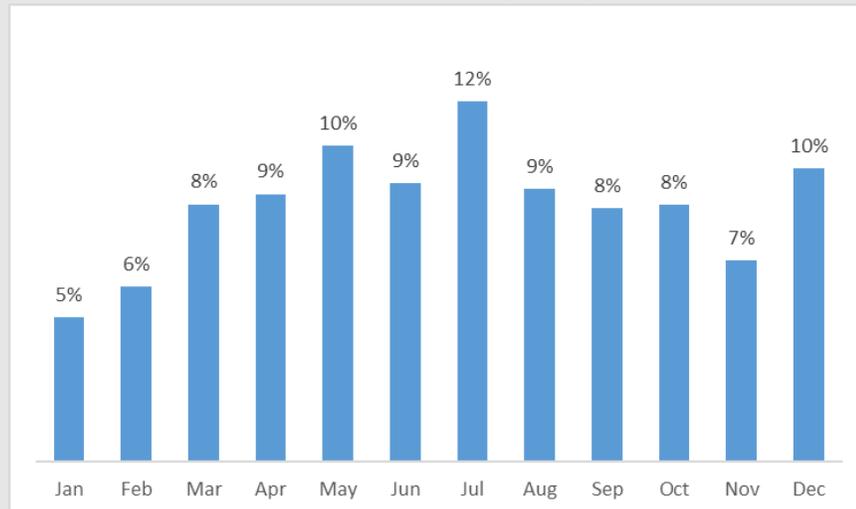
+16% (vs. 2023)

Average length of same-day trips



-0,3 h (vs. 2023)

Seasonality
% of same-day trips



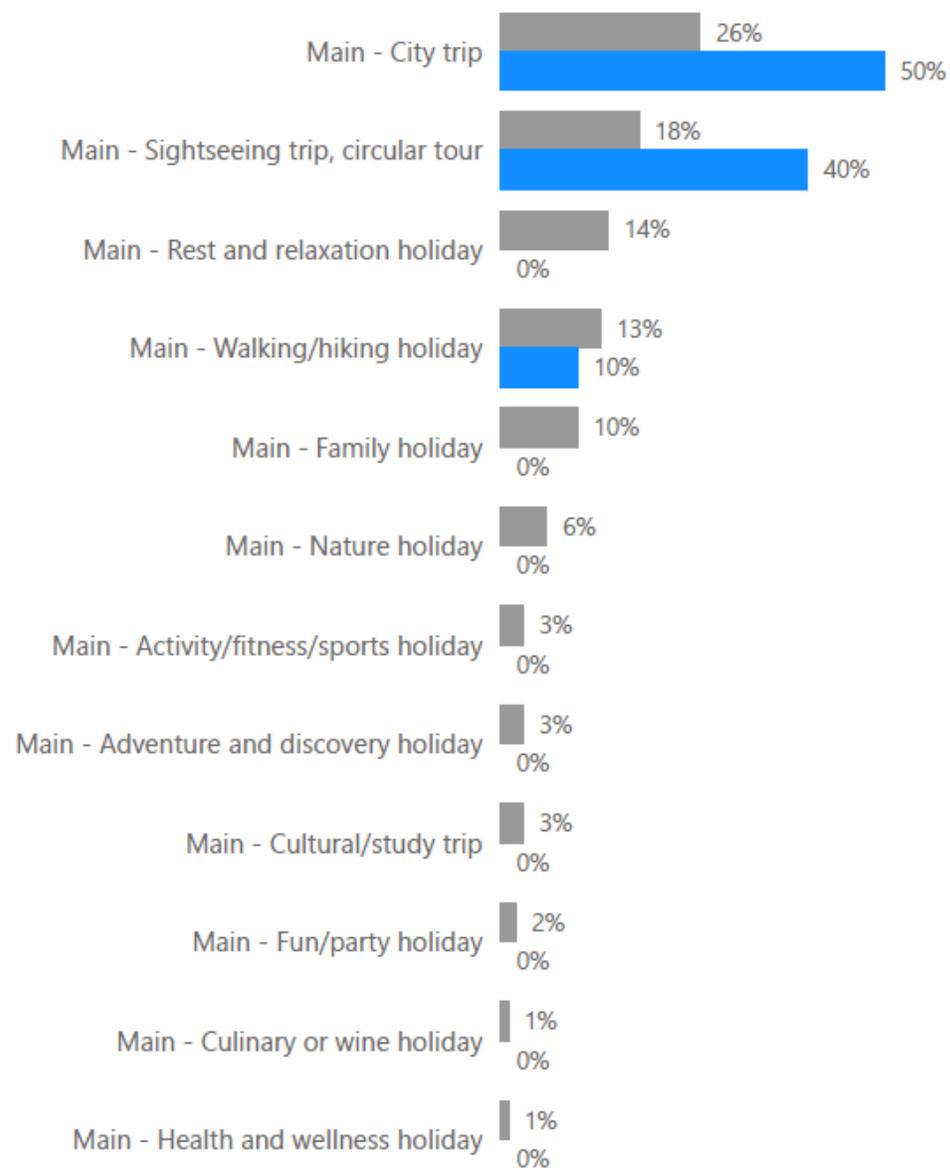


Travel behaviour of inbound leisure visitors

Main holiday types

Visitors with overnight

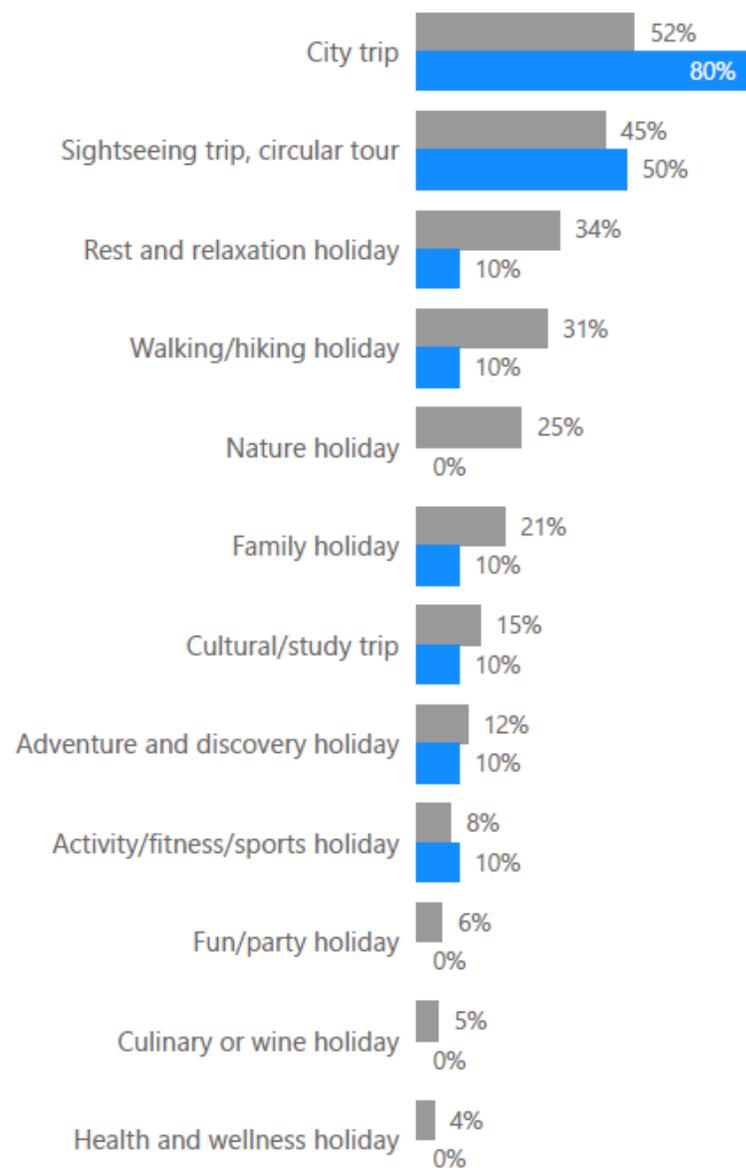
● All Inbound ● Switzerland



All holiday types

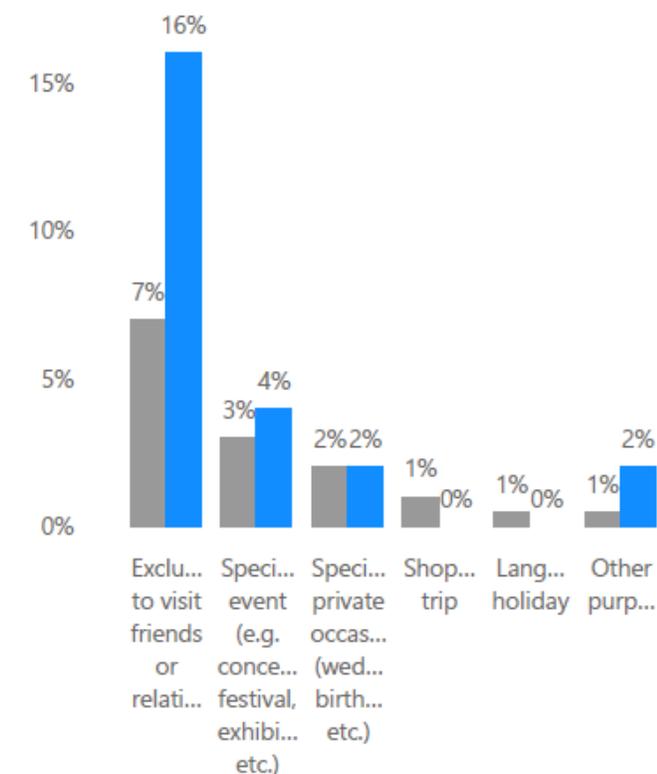
Visitors with overnight

● All Inbound ● Switzerland



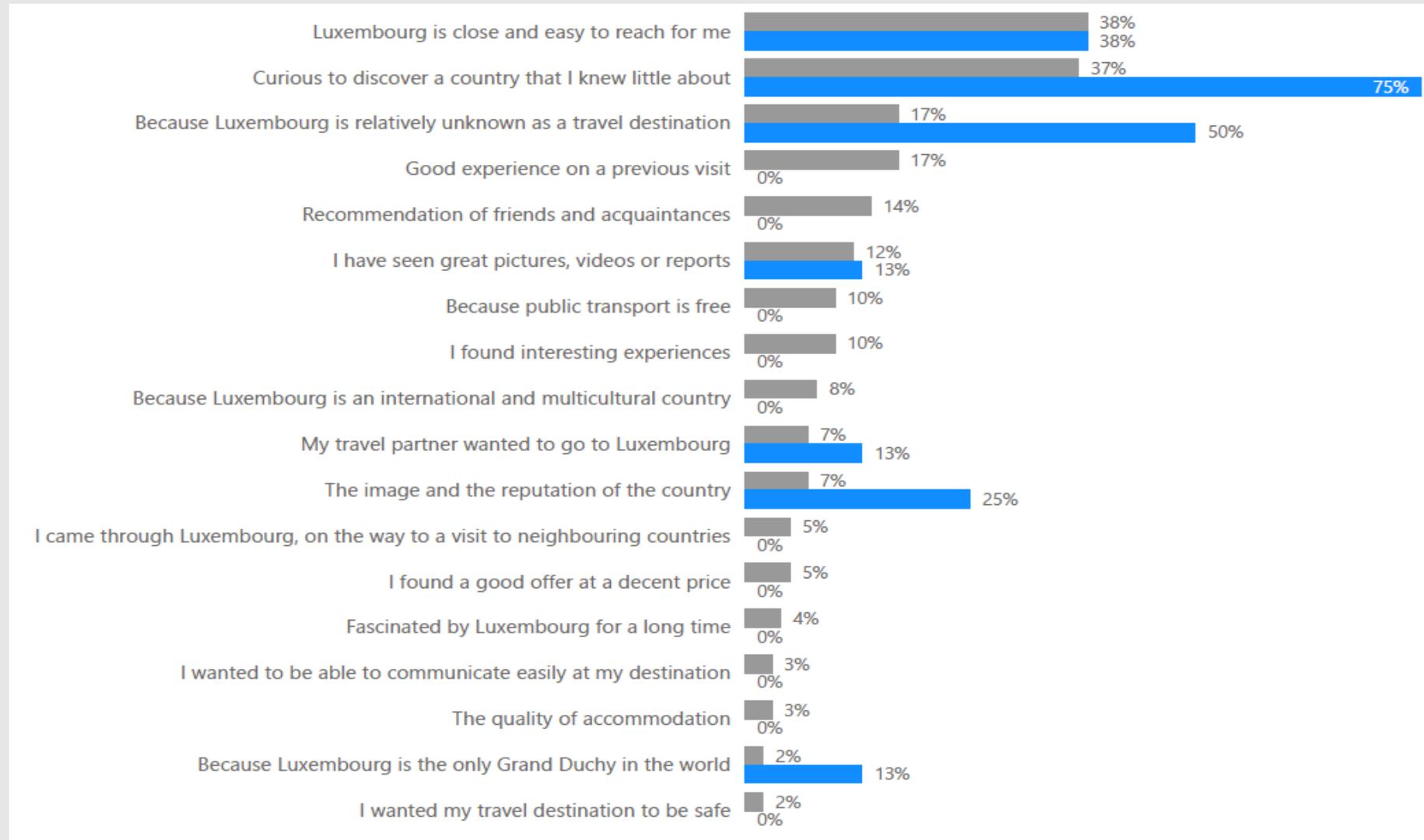
Main purpose of overnight trip (if not holiday)

● All Inbound ● Switzerland



Key decision criteria for choosing Luxembourg

Inbound leisure visitors with overnight (*), 2023-2024



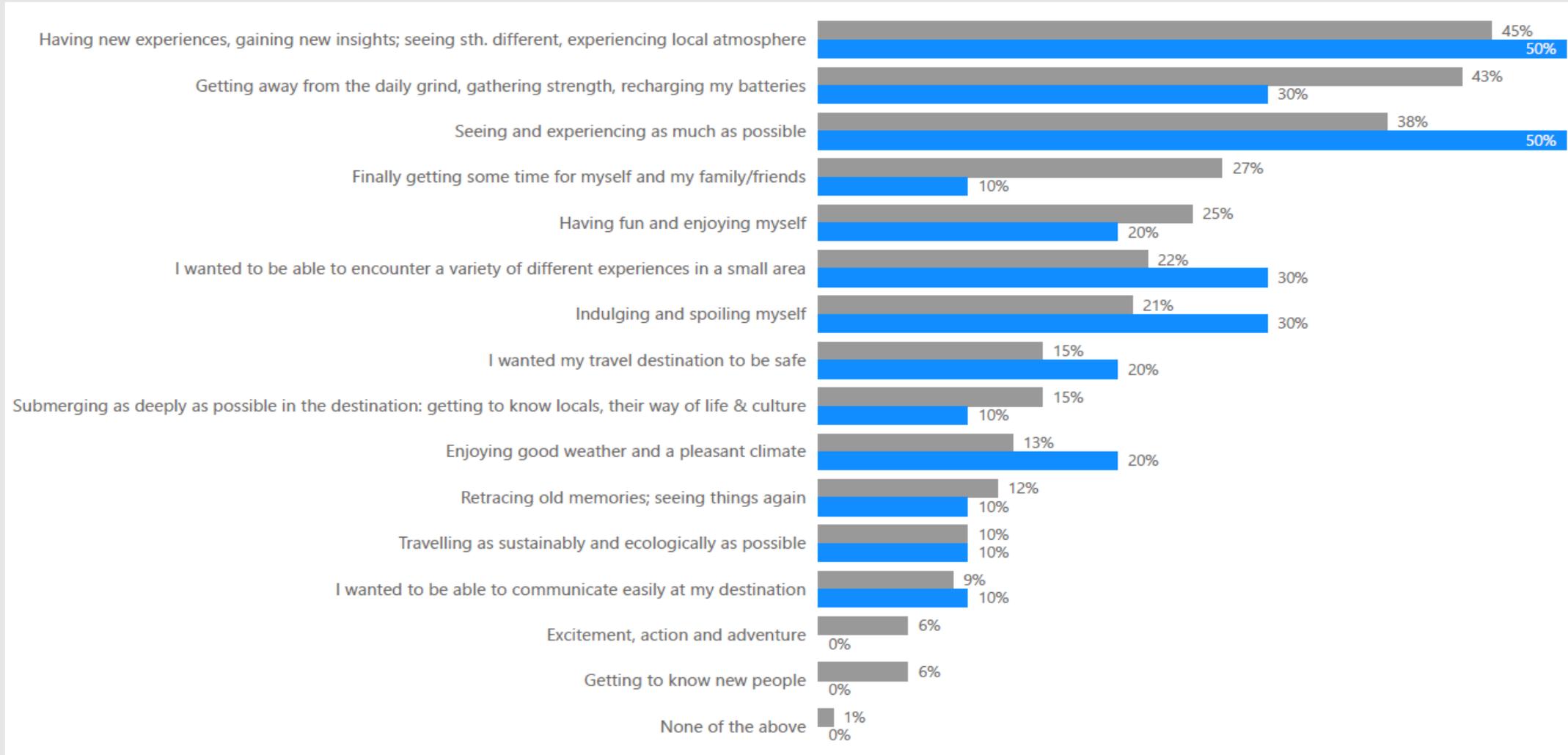
■ All inbound
■ Switzerland

Key travel motives

Inbound leisure visitors with overnight, 2023-2024

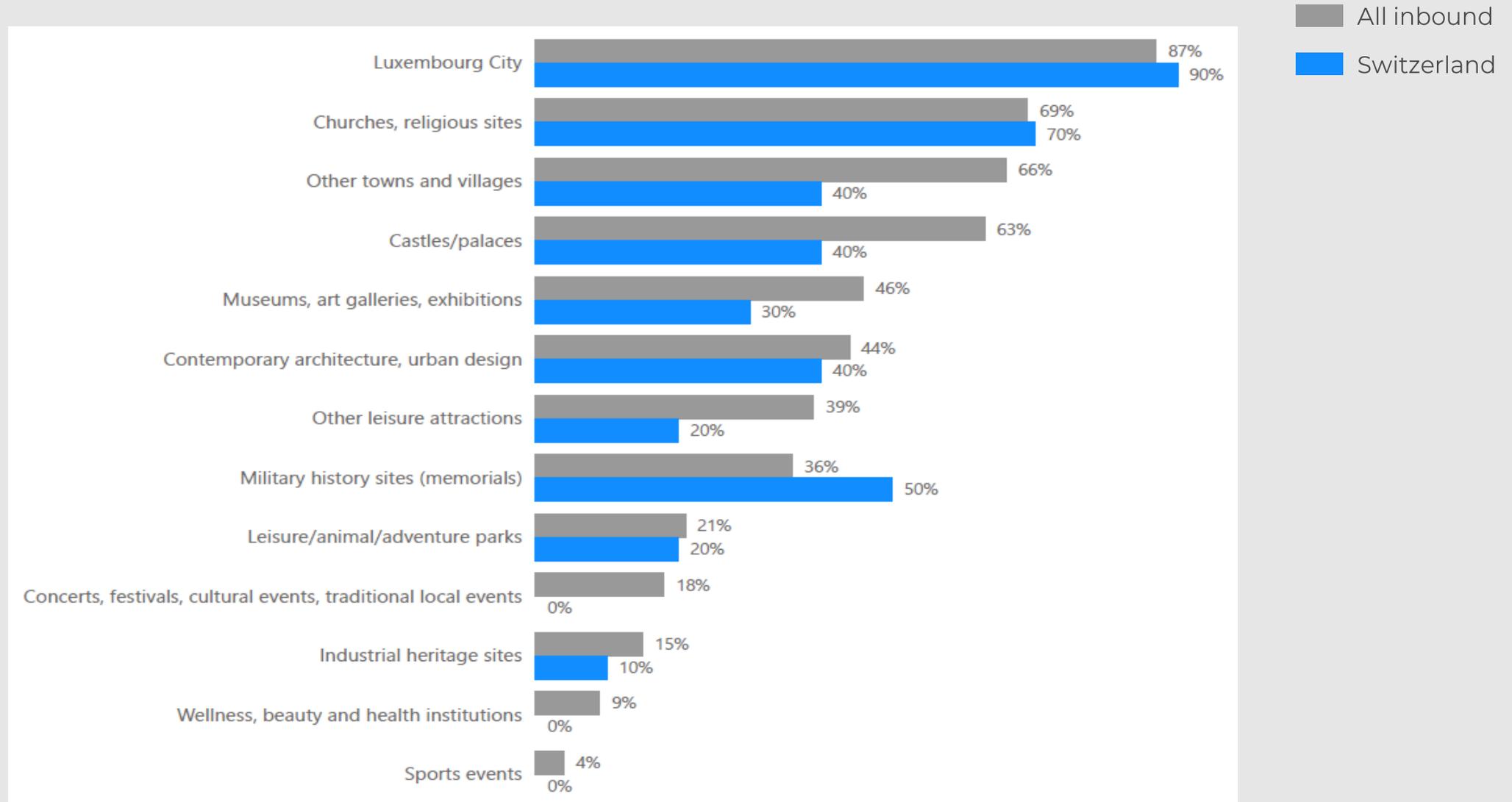


■ All inbound
■ Switzerland



Type of places visited in Luxembourg

Inbound leisure visitors with overnight, 2023-2024

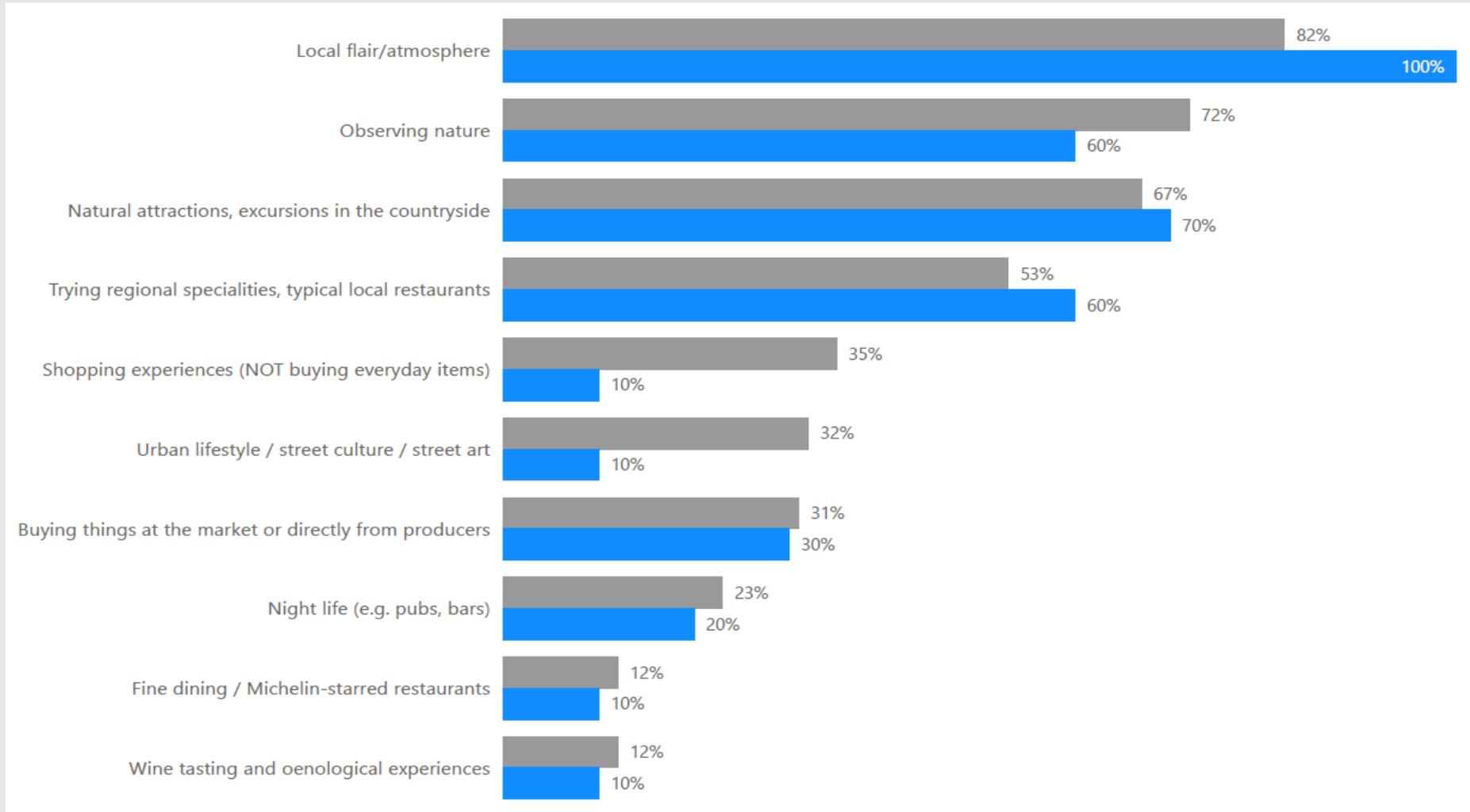


Non-sporting activities undertaken in Luxembourg

Inbound leisure visitors with overnight, 2023-2024



■ All inbound
■ Switzerland

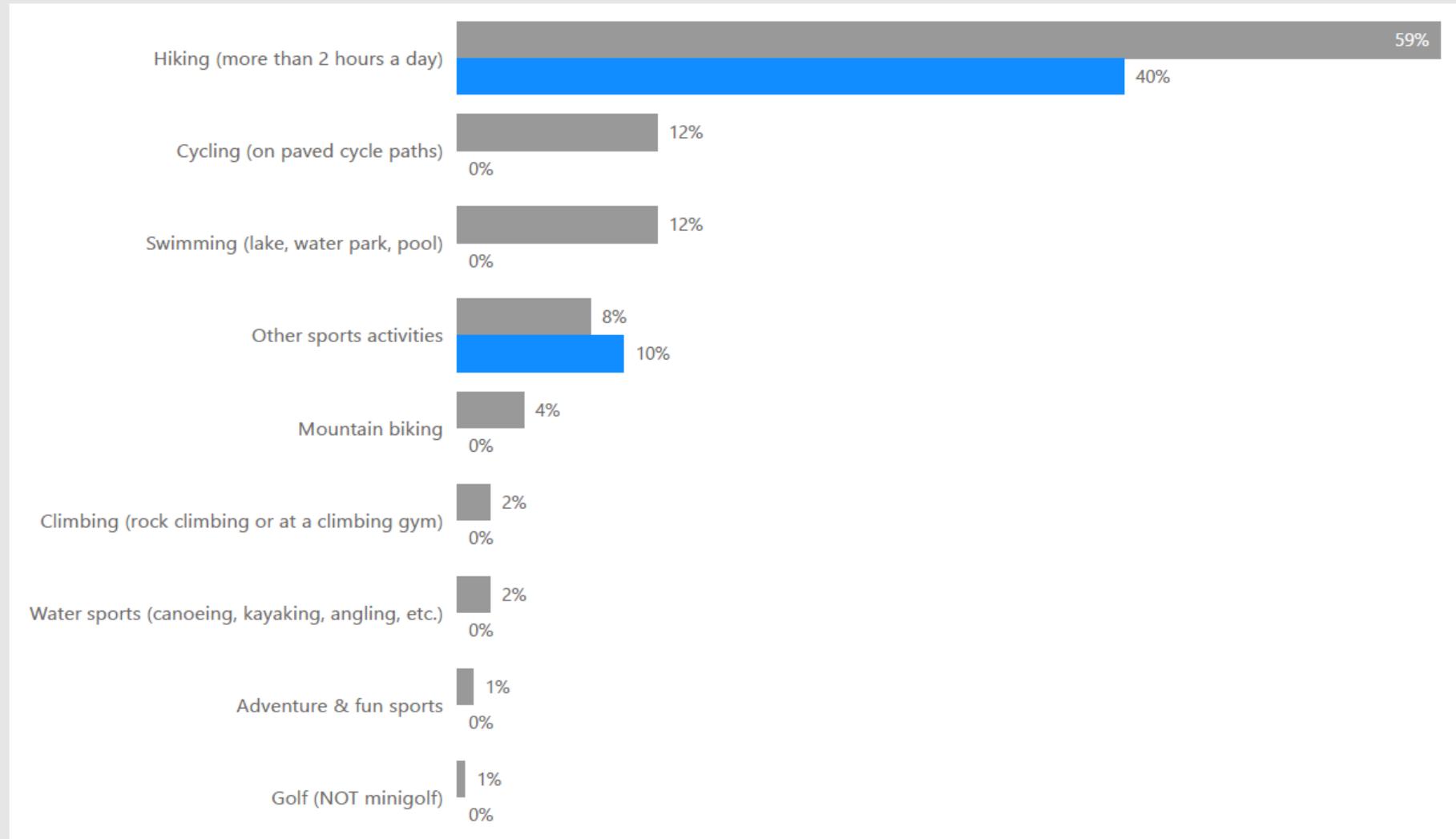


Sporting activities undertaken in Luxembourg

Inbound leisure visitors with overnight, 2023-2024



■ All inbound
■ Switzerland



Age groups

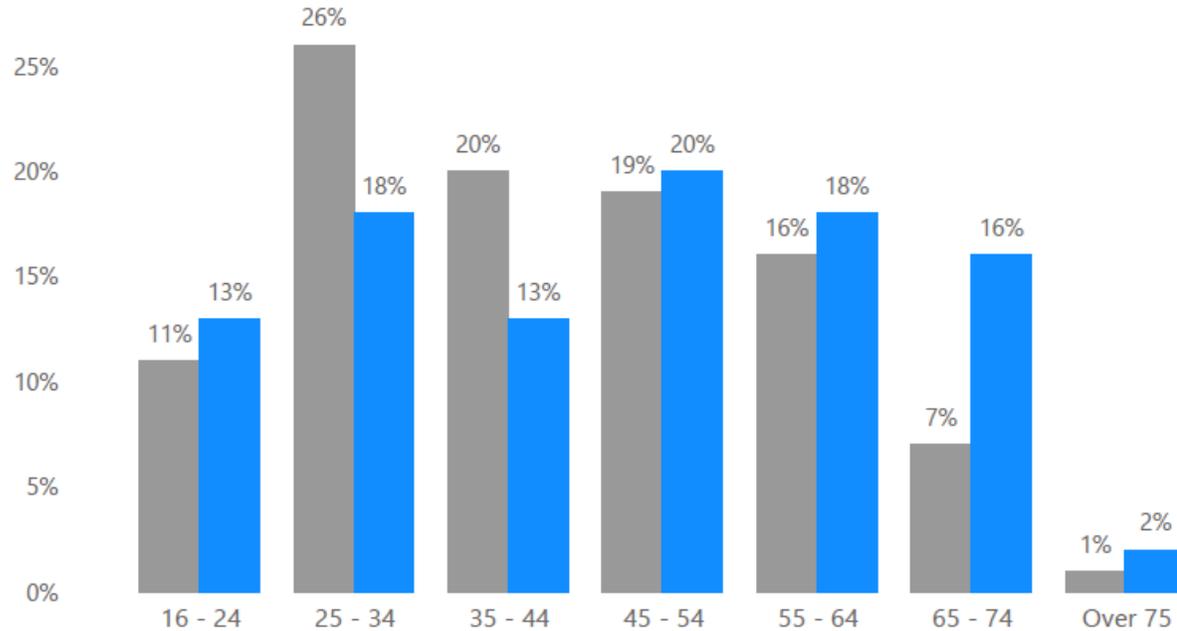
Inbound leisure visitors with overnight, 2023-2024



■ All inbound
■ Switzerland

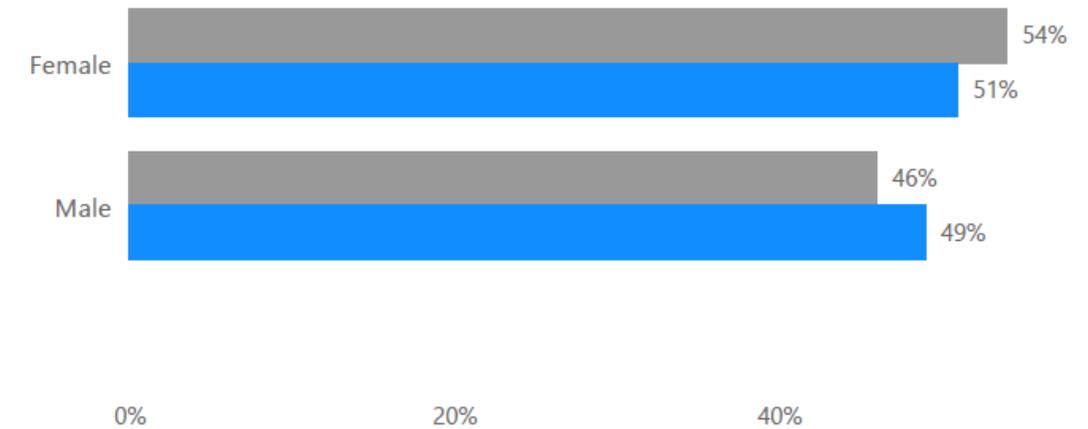
Age

Visitors with overnight



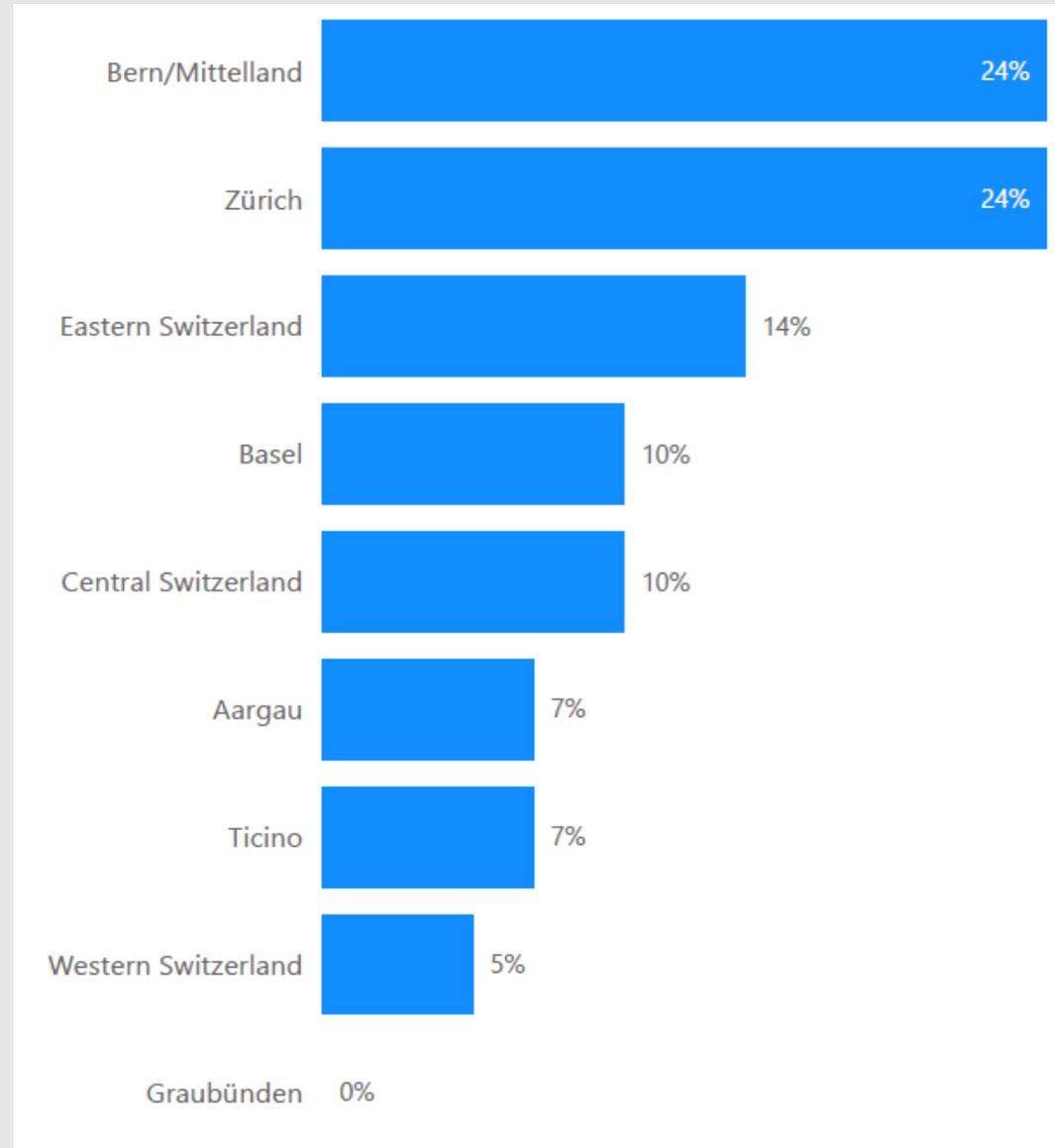
Gender

Visitors with overnight



Region of origin

Inbound leisure visitors with overnight, 2023-2024

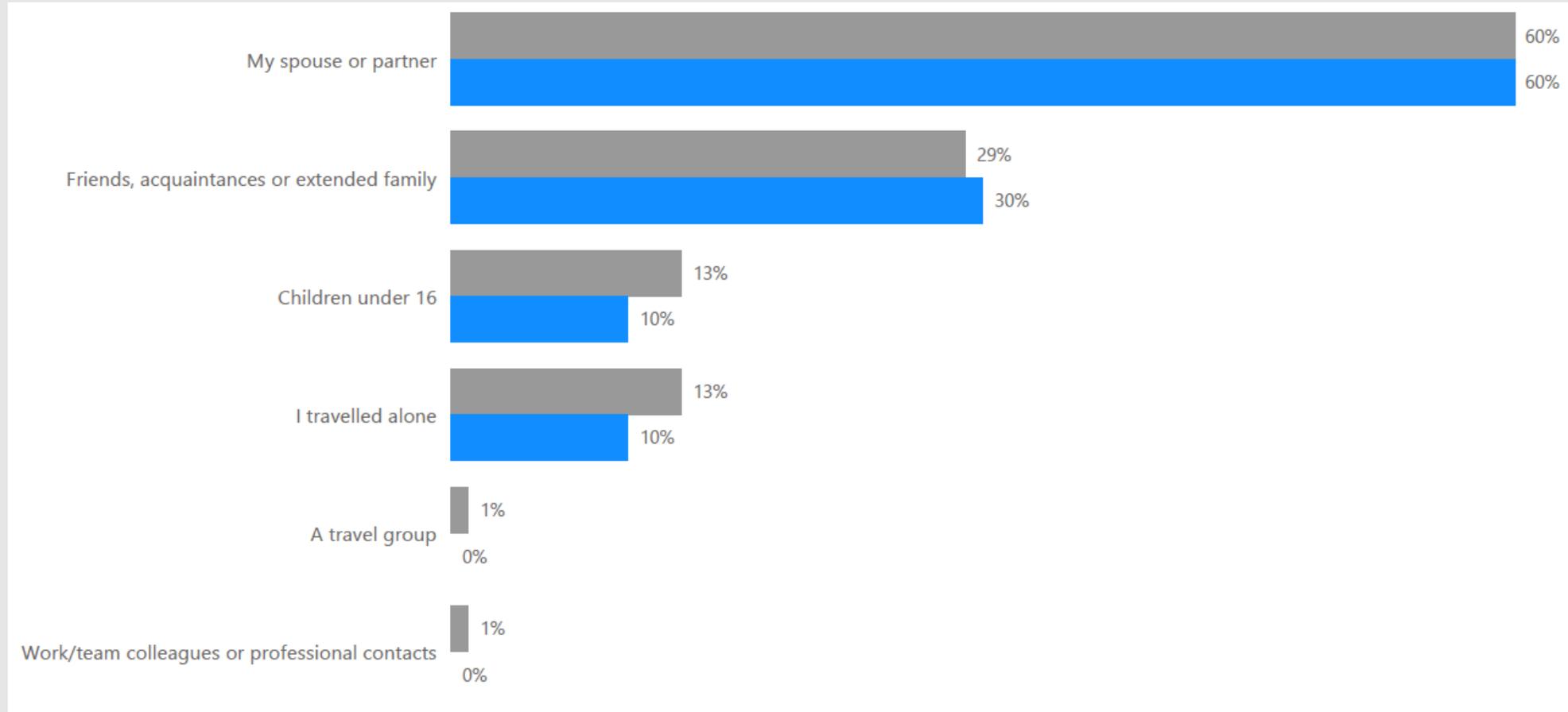


Travel party

Inbound leisure visitors with overnight, 2023-2024



■ All inbound
■ Switzerland



Transport, new visitors and cross-border trips

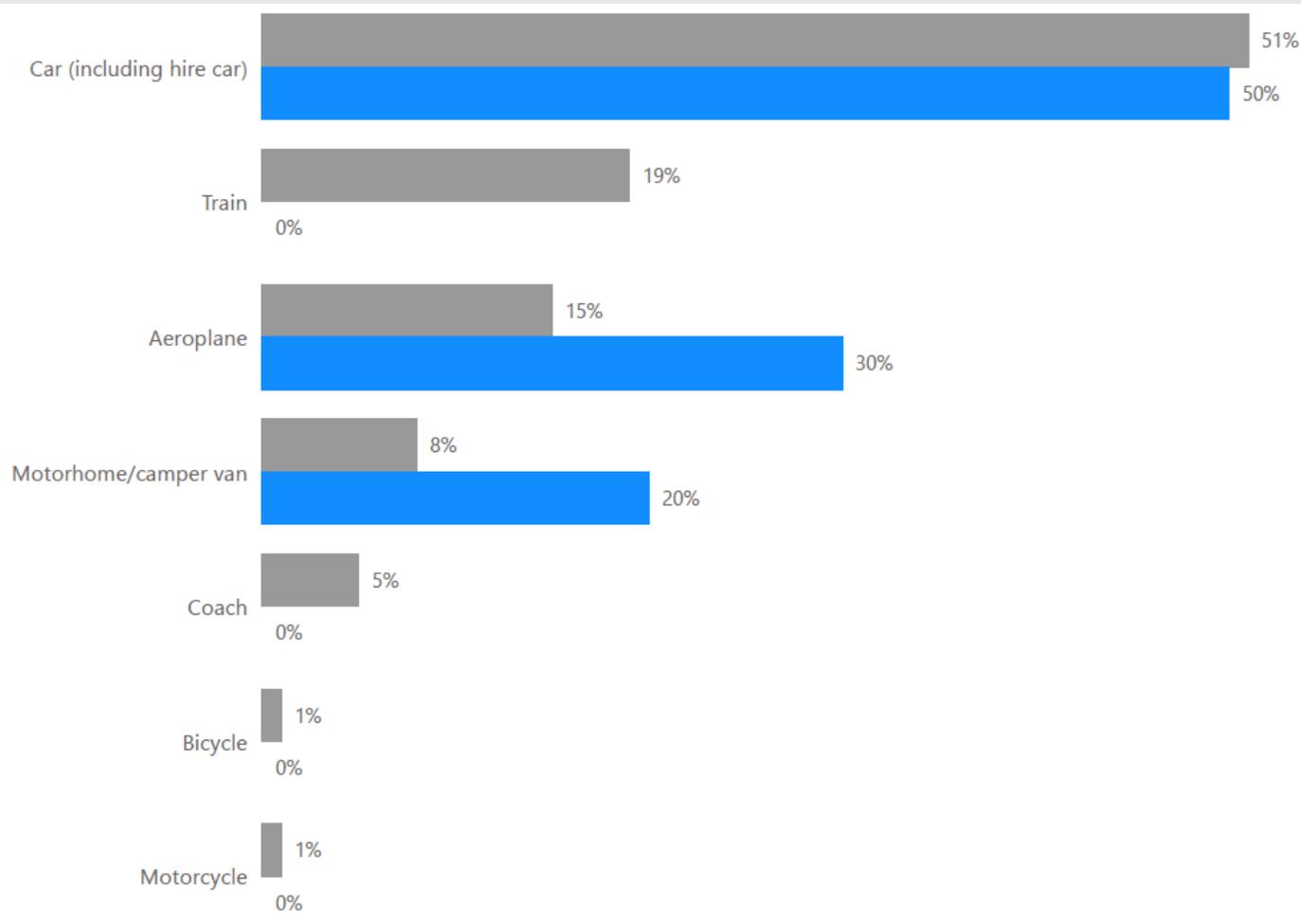
Inbound leisure visitors with overnight, 2023-2024



Mode of transport to access Luxembourg

■ All inbound

■ Switzerland



First-time visitors

Visitors with overnight

63%

All Inbound

64%

Switzerland

Visitors spending nights in Luxembourg and abroad during same trip

Visitors with overnight

39%

All Inbound

70%

Switzerland

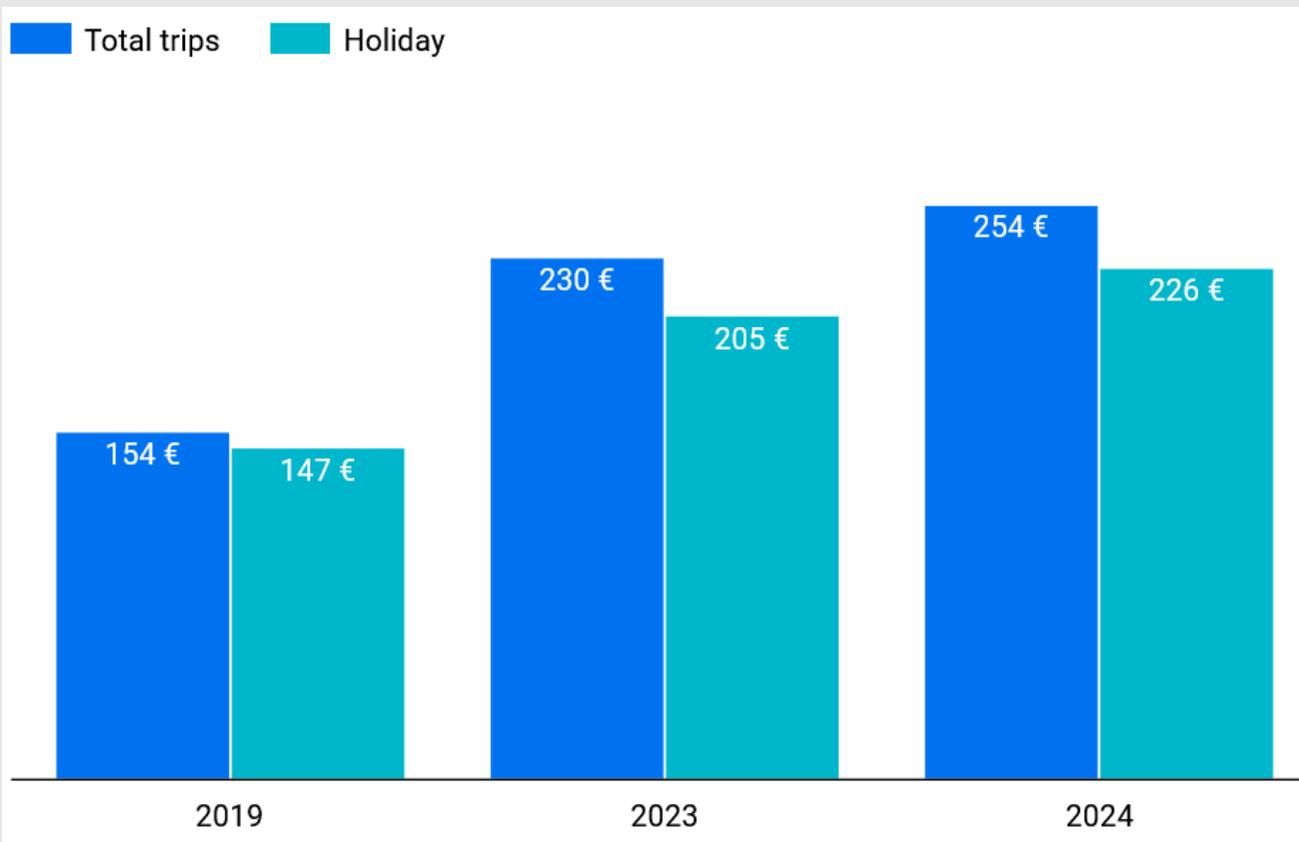
Expenditure

Inbound trips to Luxembourg with overnight (all accommodation)

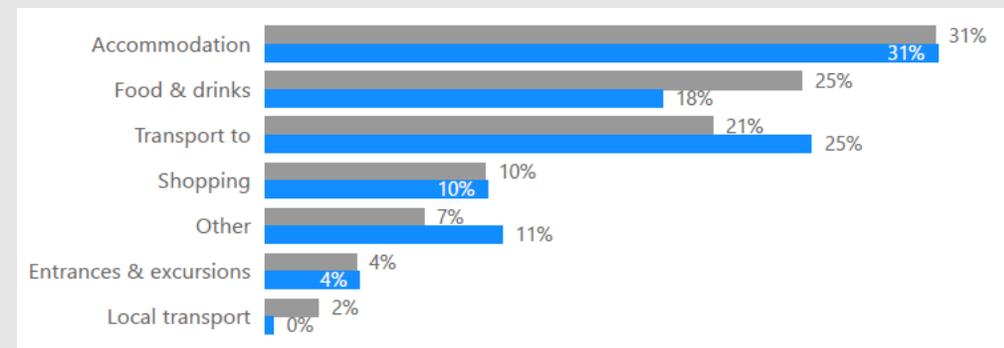


■ All inbound
■ Switzerland

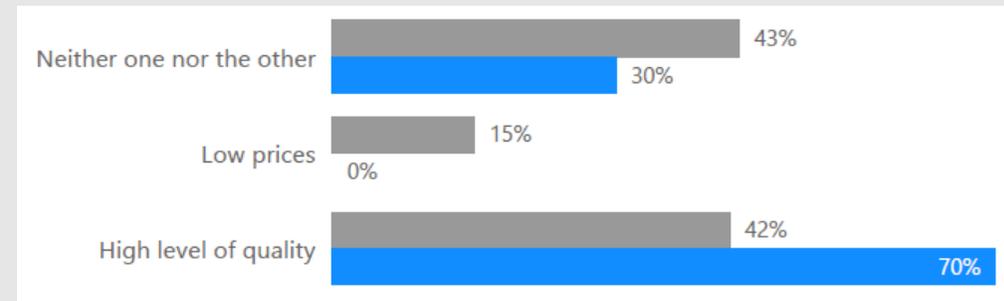
Average expenditure/pers./day



Expenditure of leisure inbound visitors by categories, 2023-2024



Quality vs. price-orientation of leisure inbound visitors, 2023-2024

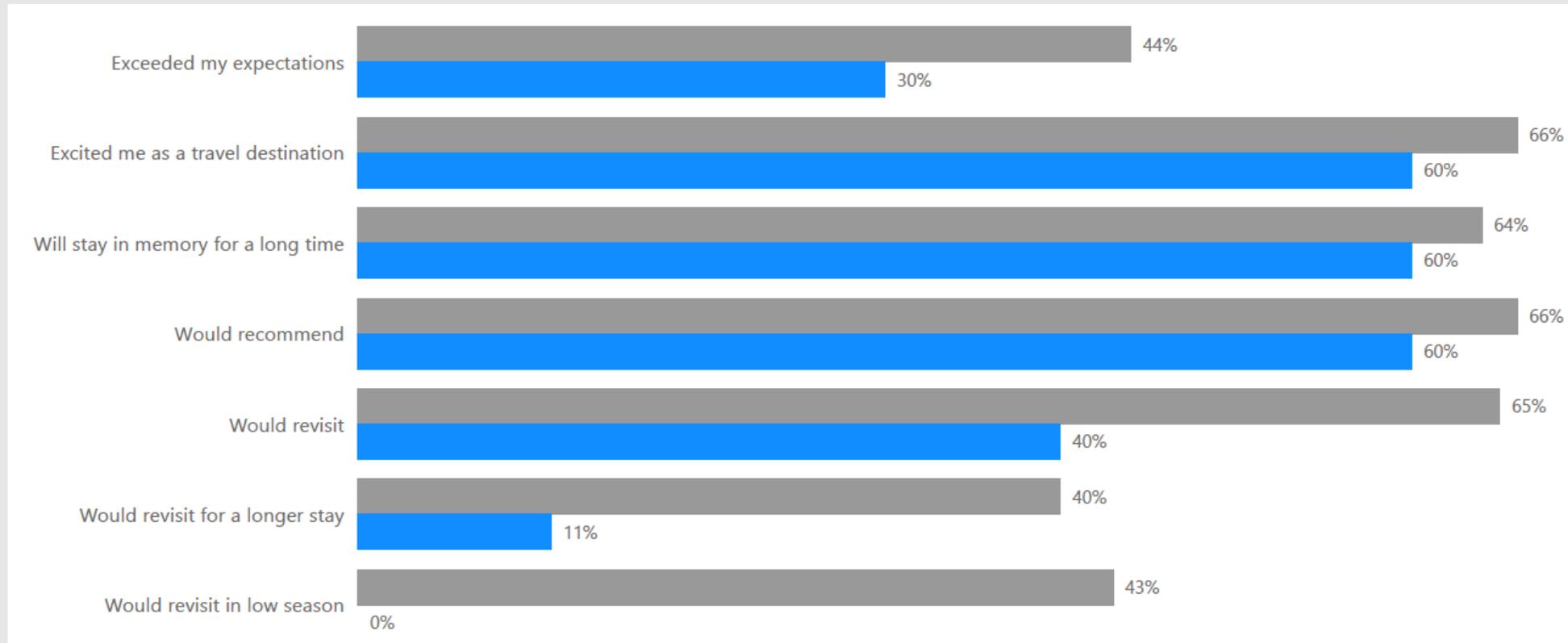


Visitor satisfaction and recommendation

Inbound leisure visitors, 2023-2024

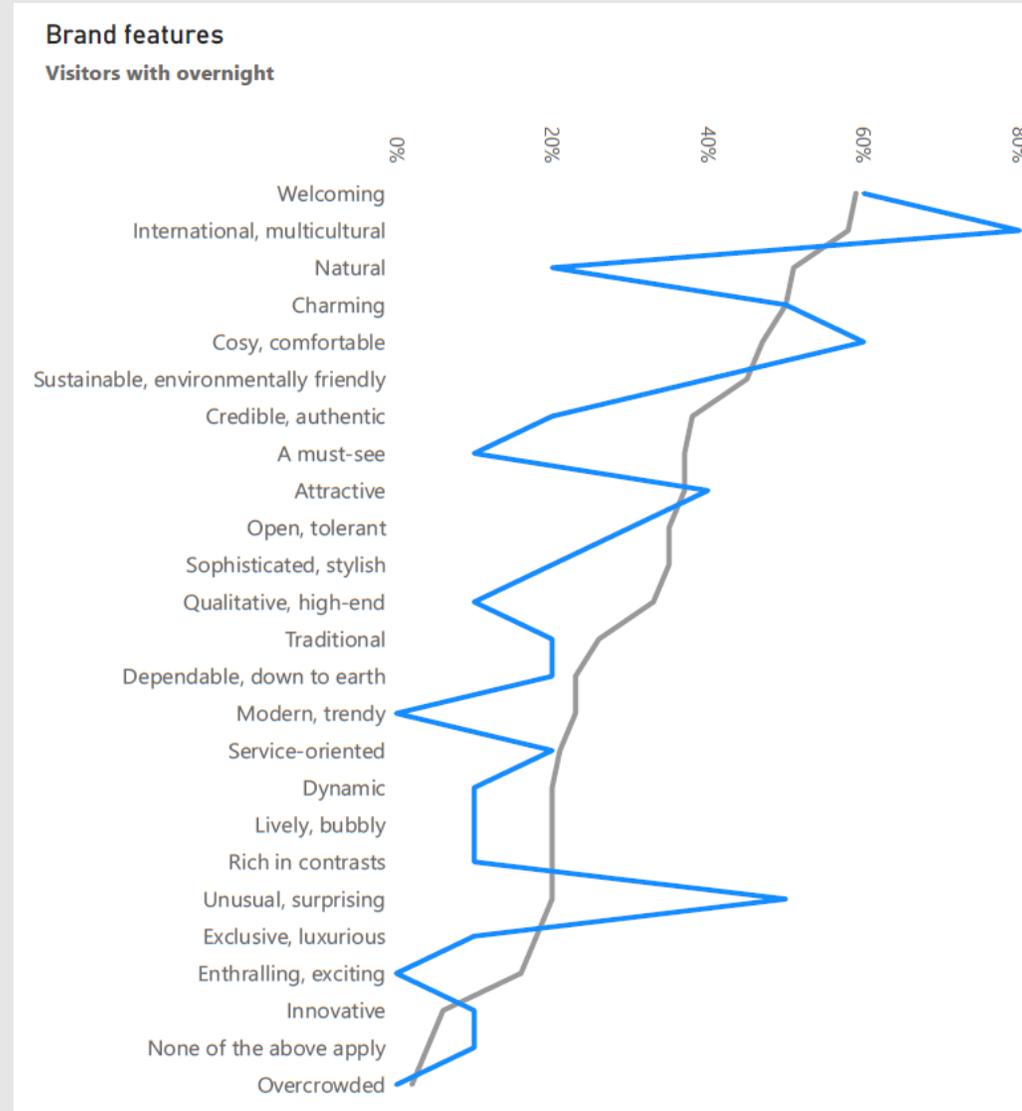


■ All inbound
■ Switzerland



Brand features perception

Inbound leisure visitors with overnights, 2023-2024

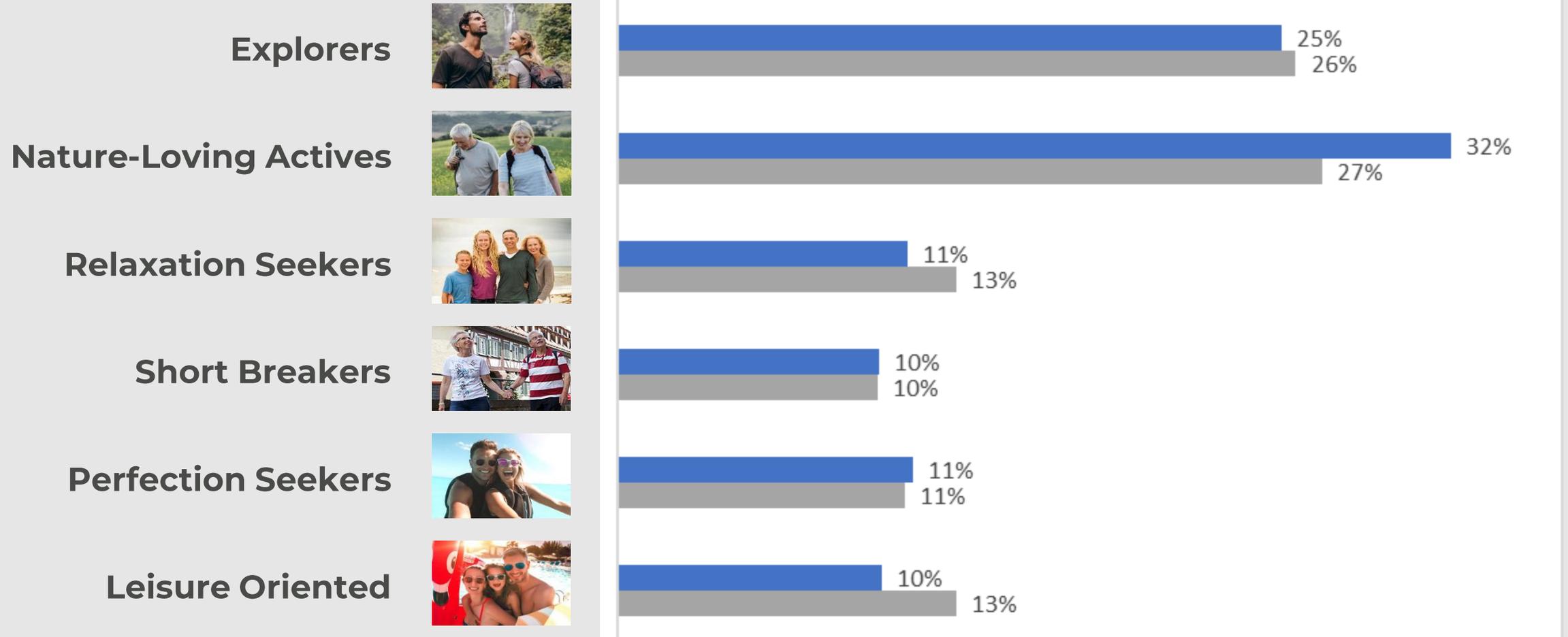


■ All inbound
■ Switzerland

LFT Target Segments



Switzerland
All inbound

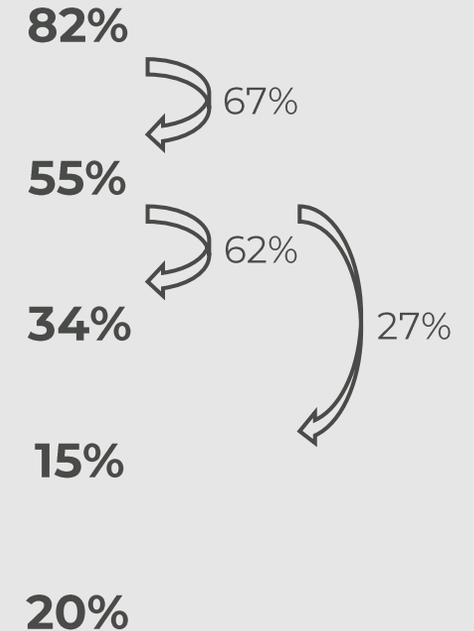
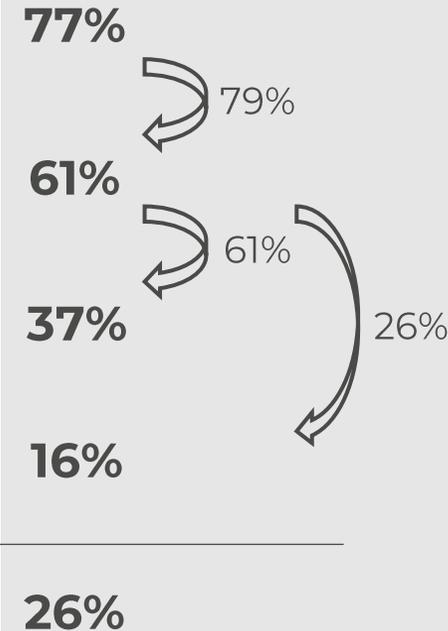
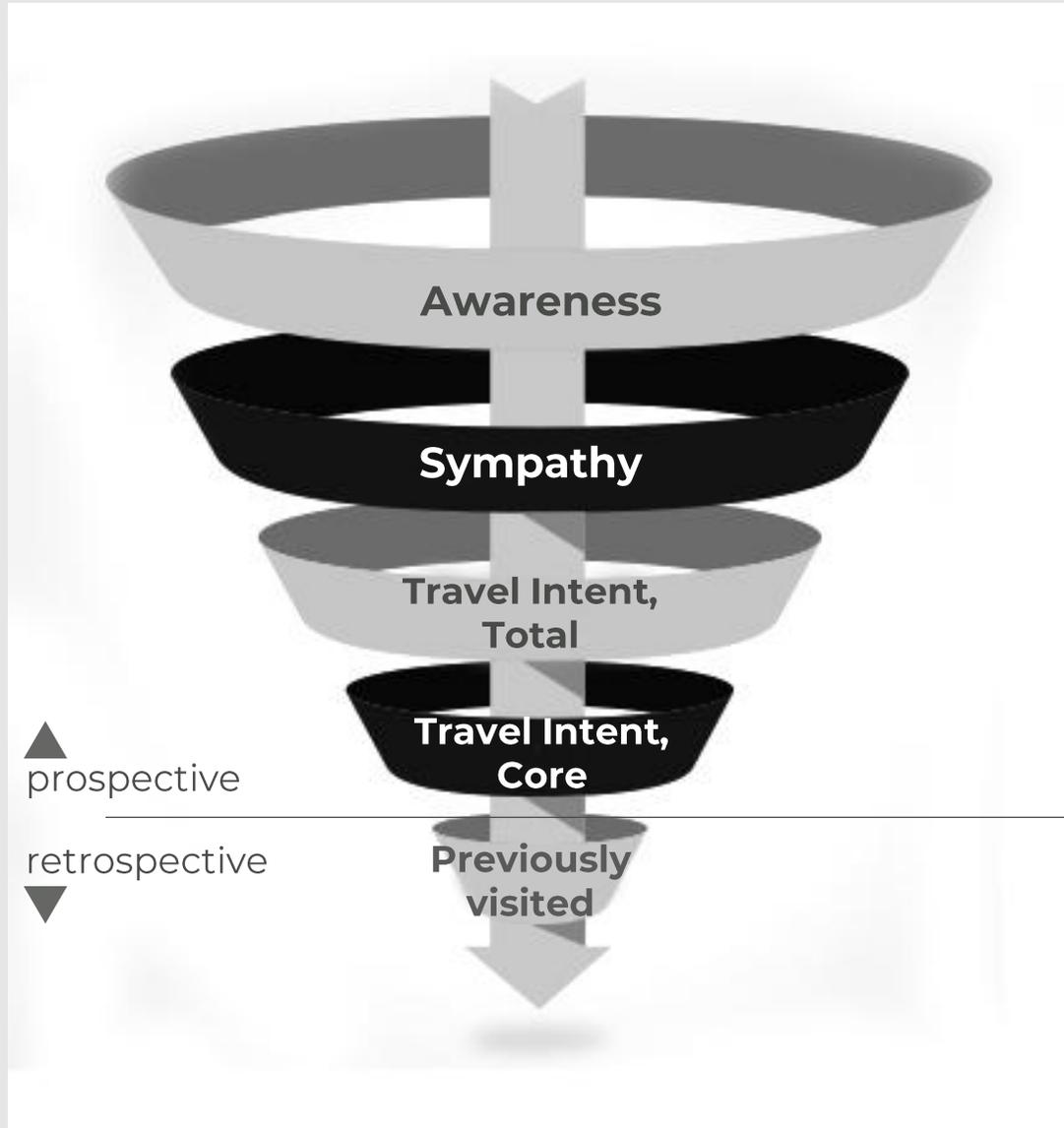




Target segments, Brand & Growth Potential

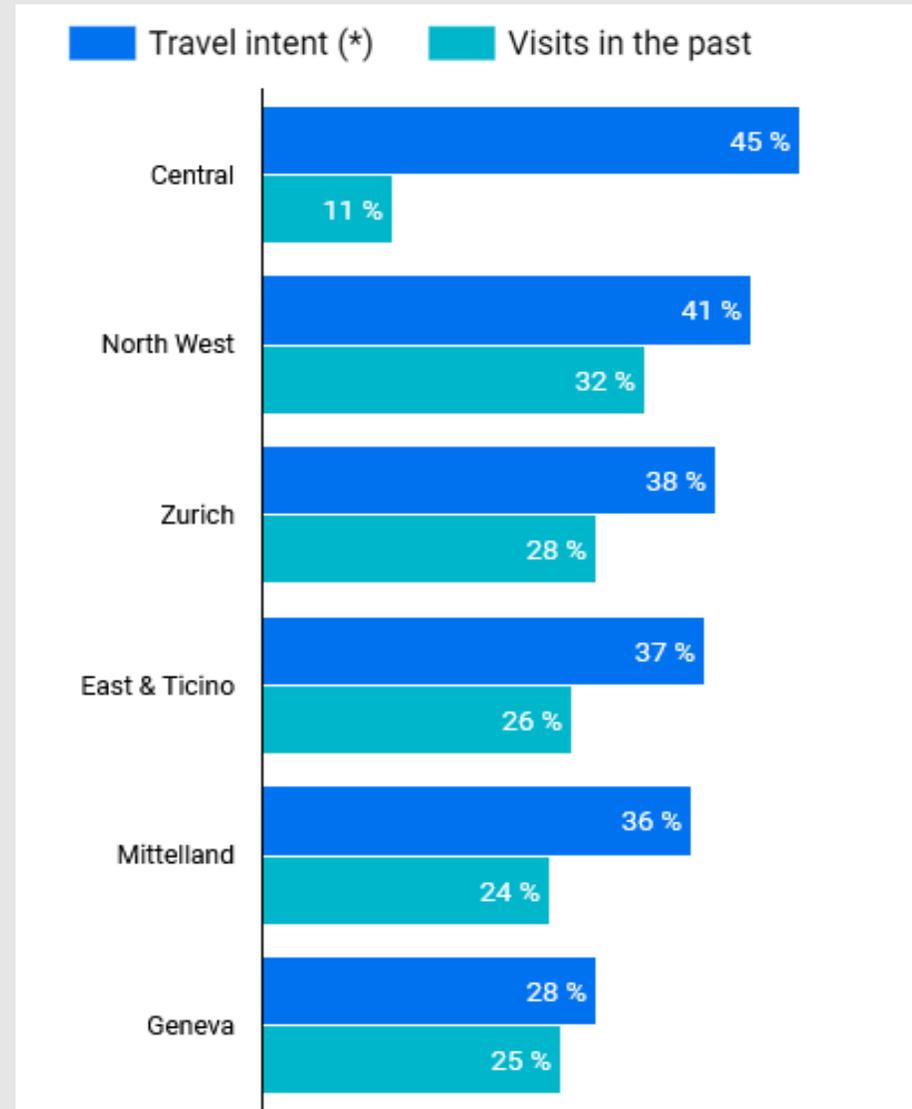
Destination Luxembourg - Brand Funnel 2024

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



Regional origin 2024

Past visitors and future potential



General theme interest (*)



Theme			
	Rank	Rank	% interested
Nature	3	1	71%
Culinary	2	2	71%
Resting/Relaxation	1	3	70%
Immersive travel	6	4	68%
Sightseeing	4	5	67%
City	5	6	66%
Architecture/townscapes	7	7	66%
Fun/entertainment	8	8	62%
Learning/new skills	14	9	61%
Culture	11	10	60%
Exchanging with locals	13	11	60%
Castles	9	12	59%
Events	16	13	59%
History/Unesco	10	14	58%
Family	12	15	57%
Travelling by train	18	16	57%
Hiking	17	17	55%
Sustainability	15	18	55%
Nightlife (**)	20	19	53%
Adventure/action	19	20	53%
Shopping	23	21	50%
Active-sports	27	22	49%
Wellness	25	23	49%
Wine	21	24	49%
Luxury	24	25	45%
Industrial heritage	28	26	44%
Countryside	22	27	43%
Remembrance	26	28	43%
Cycling	31	29	43%
Camping	29	30	42%
Film locations	30	31	42%
MTB	32	32	35%
Motorcycling	33	33	32%

(*) 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	41%
Resting/Relaxation	2	2	36%
Culinary	3	3	33%
Architecture/townscapes	4	4	30%
Nature	5	5	30%
Luxury	9	6	29%
Culture	6	7	29%
Castles	7	8	29%
Family	8	9	28%
Shopping	10	10	28%
Fun/entertainment	13	11	25%
Nightlife (**)	14	12	21%
History/Unesco	12	13	21%
Events	23	14	20%
Wine	15	15	19%
Active-sports	21	16	18%
Wellness	16	17	18%
Remembrance	26	18	18%
Hiking	11	19	17%
Industrial heritage	24	20	17%
Countryside	17	21	16%
Camping	19	22	16%
Sustainability	18	23	16%
Cycling	20	24	16%
Adventure/action	22	25	15%
MTB	25	26	13%

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

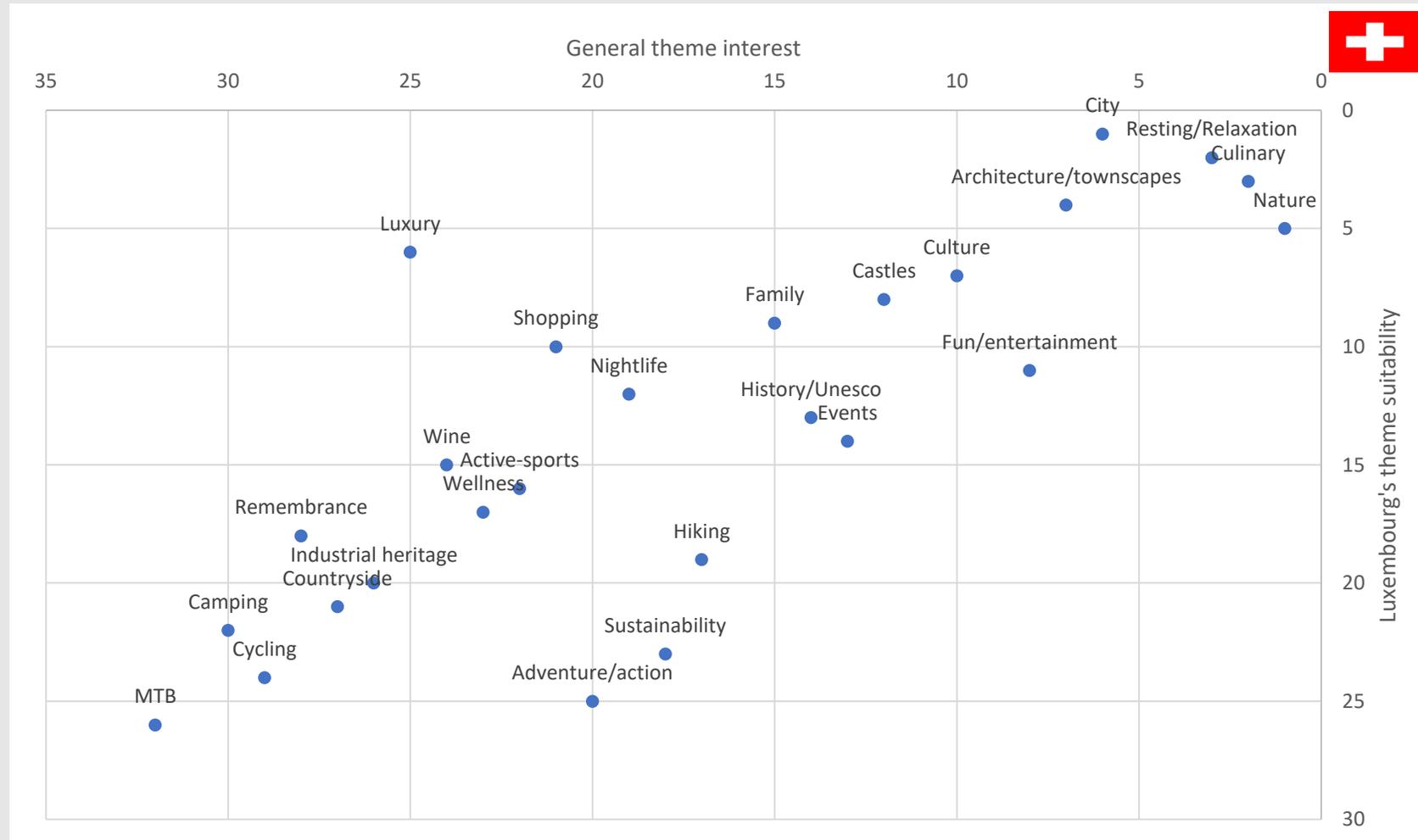
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) 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
safe	1	1	43%
clean	2	2	41%
of high quality	3	3	36%
open-minded, tolerant, international	6	4	30%
authentic, real	5	5	30%
welcoming, hospitable	4	6	30%
exclusive, luxurious	8	7	28%
attractive, appealing	7	8	25%
dynamic, modern	9	9	23%
service oriented	10	10	21%
varied, diversified	12	11	21%
surprising	11	12	21%
lively, trendy	13	13	20%
not overcrowded / insider tip	14	14	18%
sustainable	15	15	17%
affordable	16	16	15%

(*) 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.

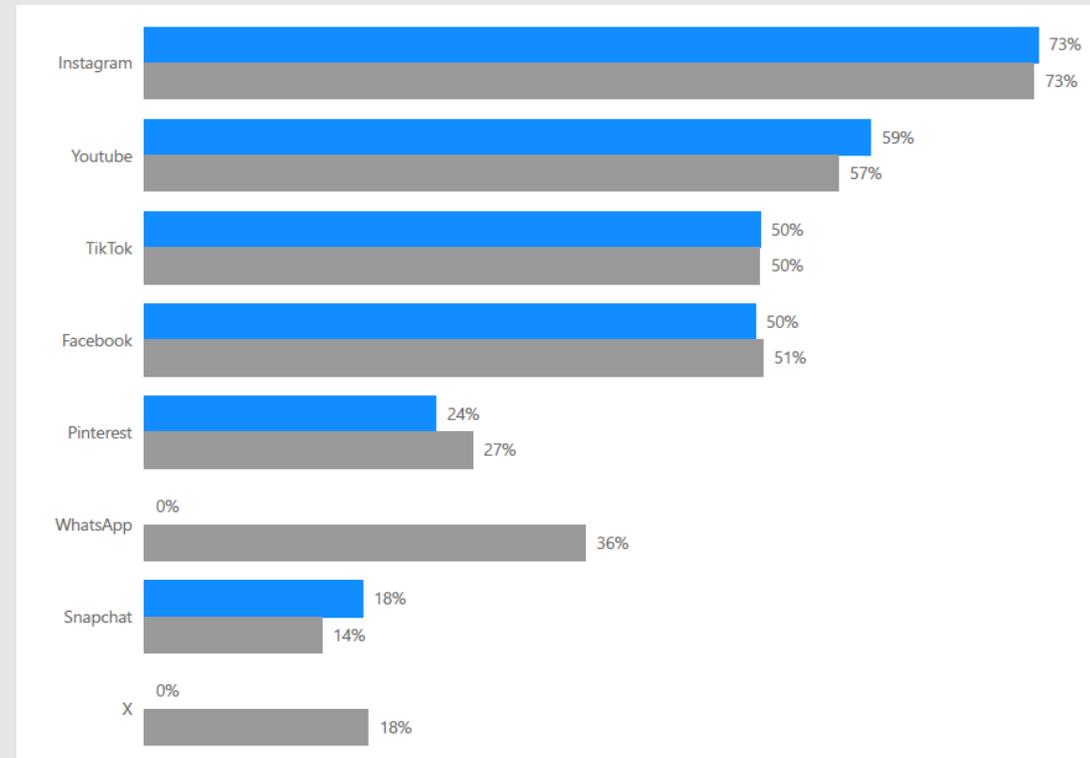
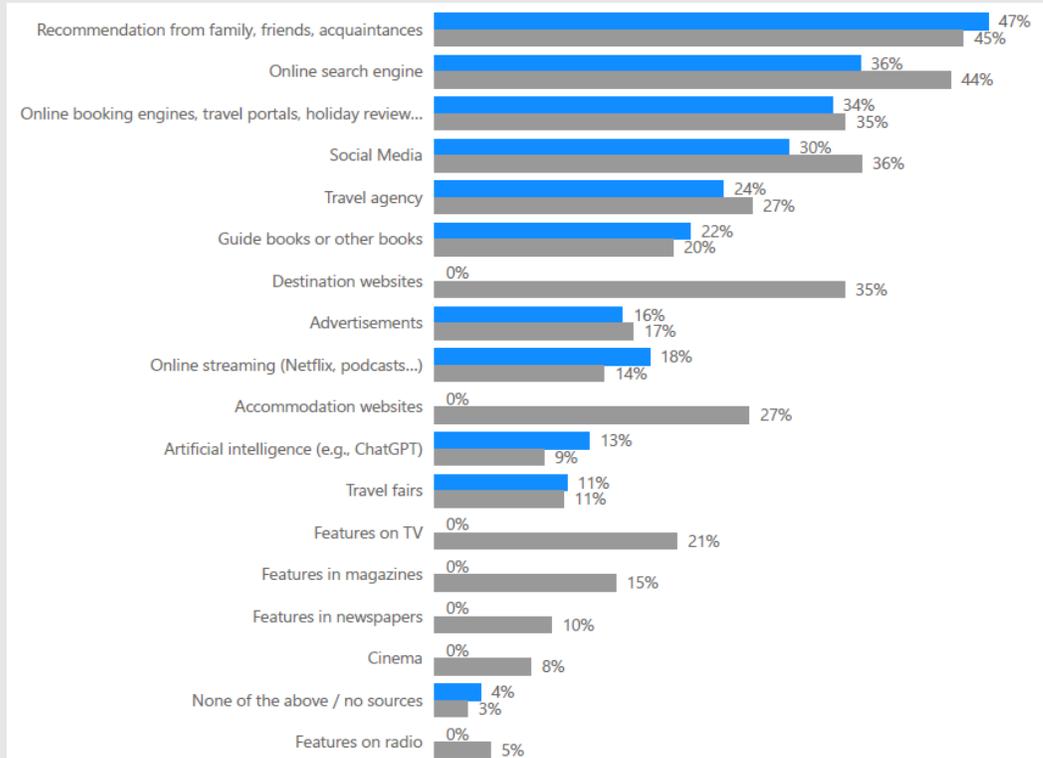
Trip organisation and preferences (1)

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



Switzerland
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)

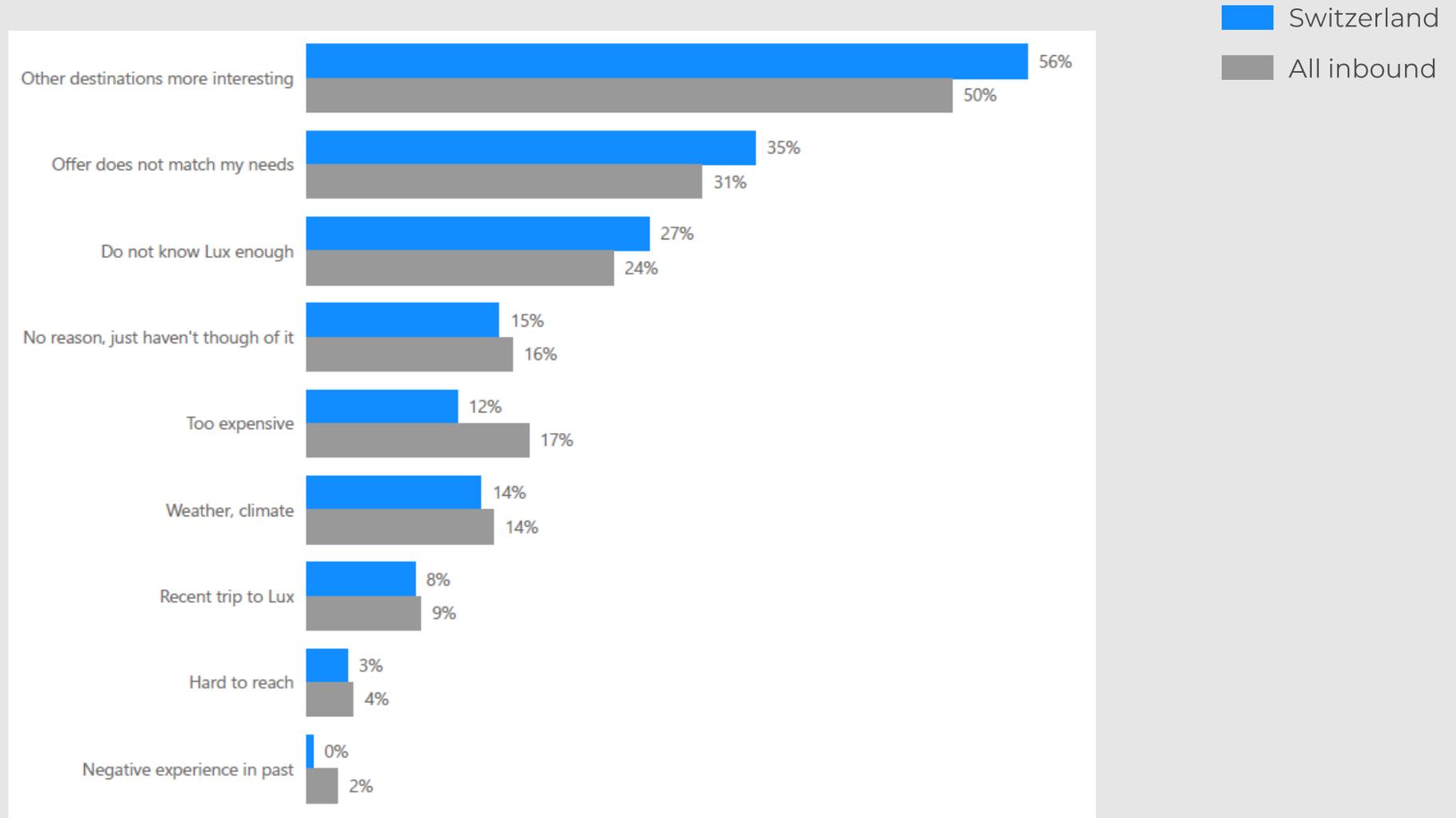


Trip organisation and preferences (2)

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



Reasons for not considering Luxembourg as a destination

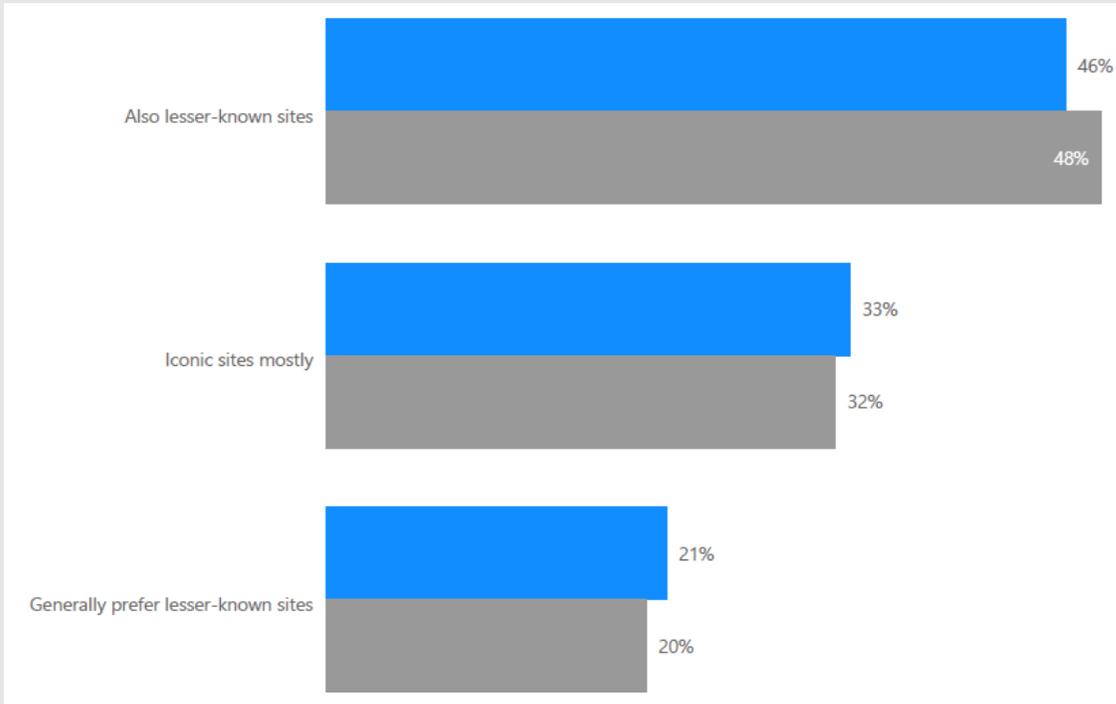


Trip organisation and preference (3)

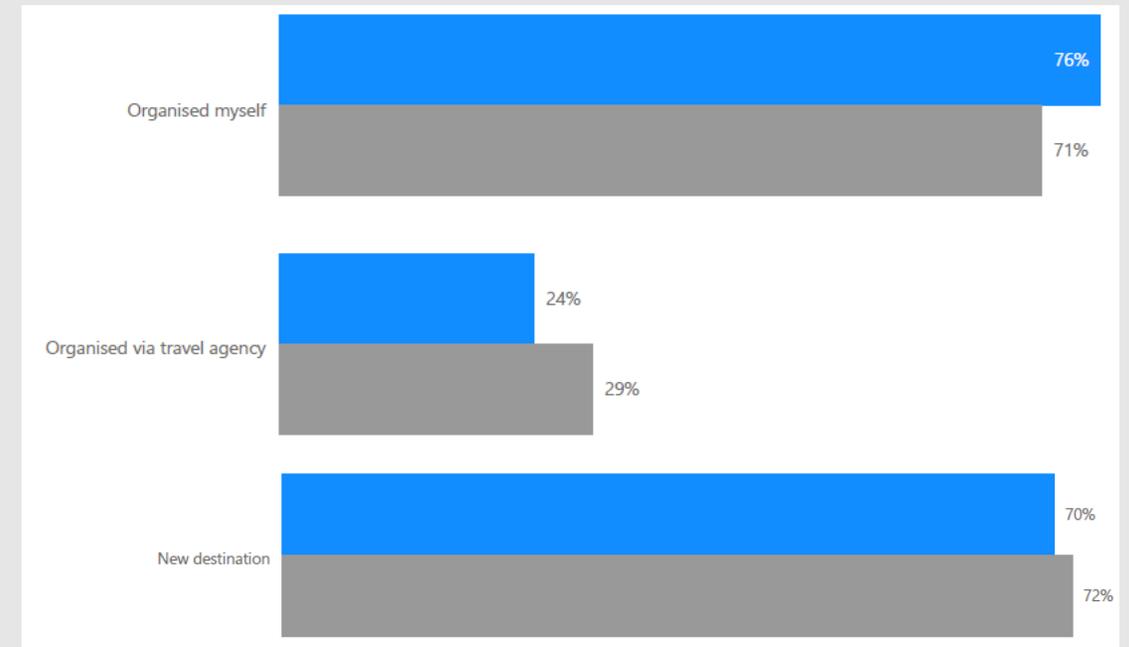
— Average European source markets, total vs. Switzerland



General preference for visiting iconic vs. lesser-known sites



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



Switzerland
All inbound

(*) During last outbound holiday trip .



Your contact

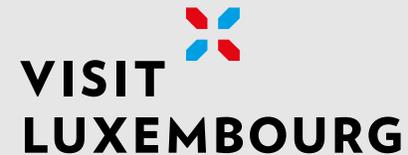


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