



Luxembourg for Tourism

Market profile

SWITZERLAND

2025

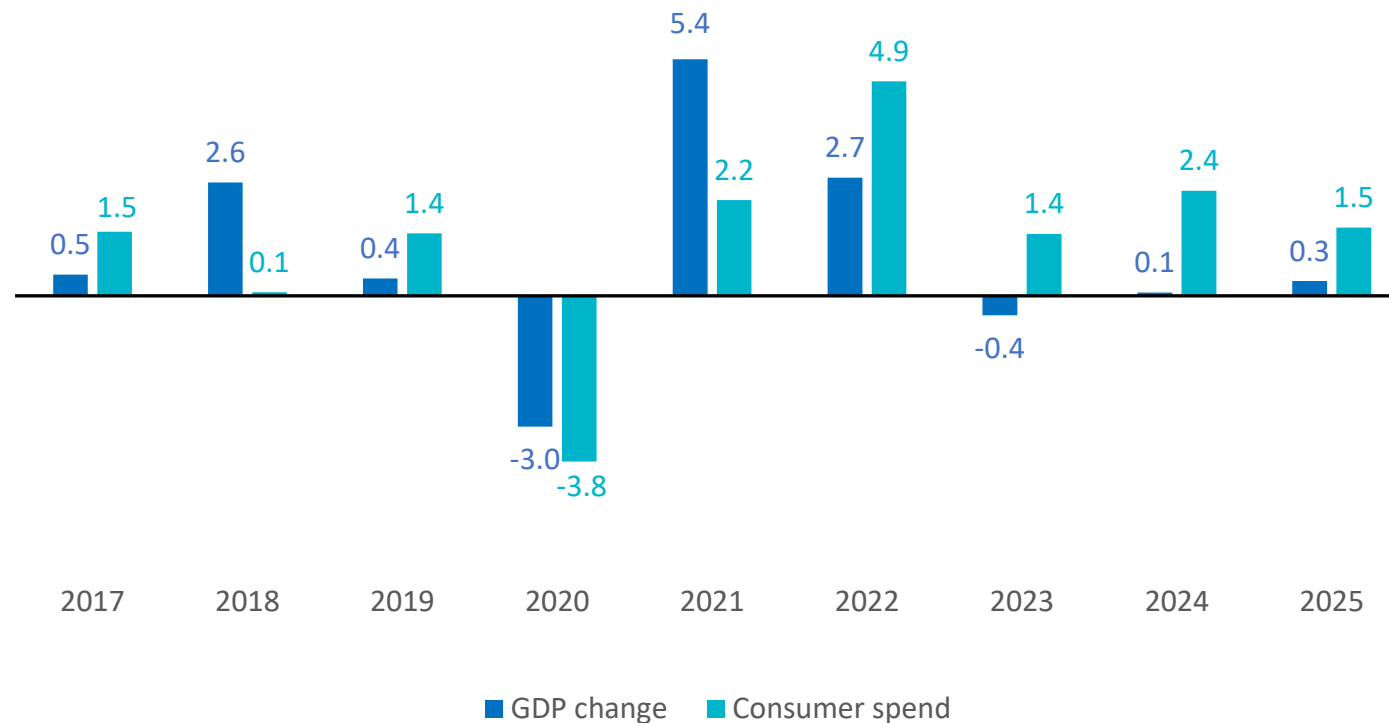


Economic indicators & General Travel Demand

Economic indicators – General travel demand



GDP and consumer spending, % annual change



Economy & population

GDP (PPP, \$) per capita
85,732

Unemployment (%)
2.8

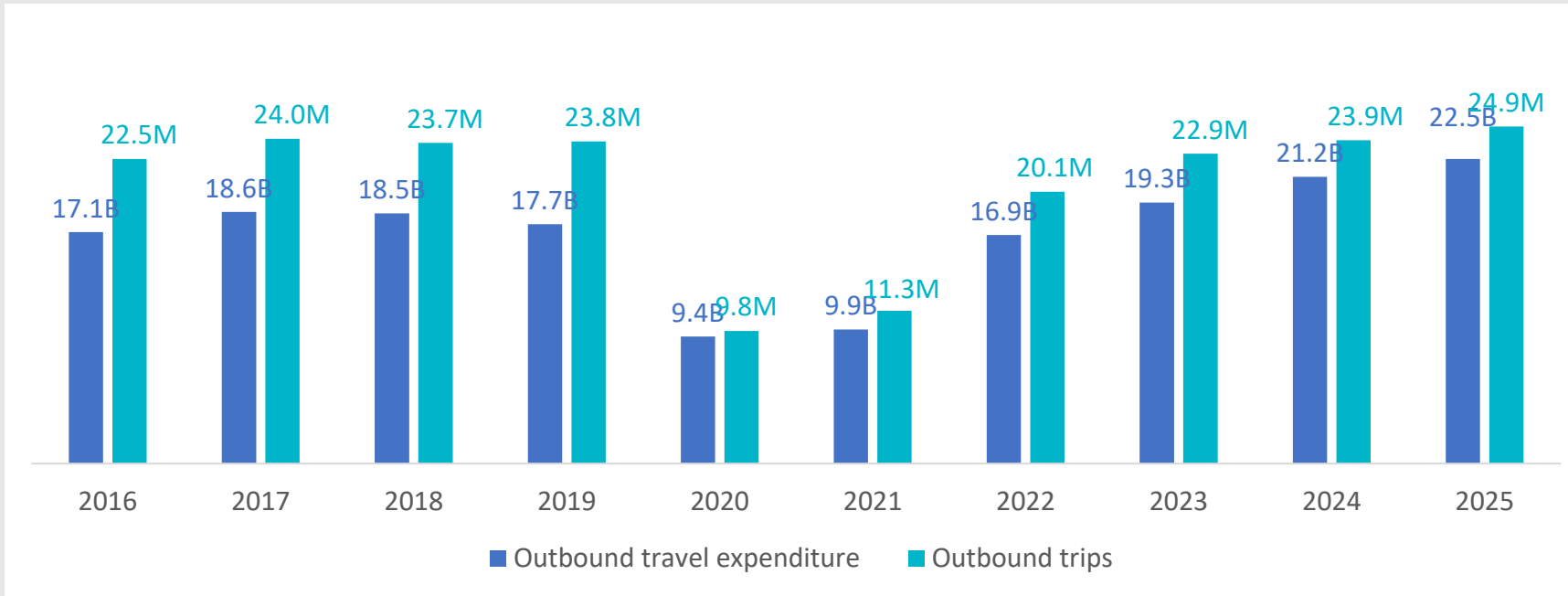
Inflation(%)
0.2

Population
8,967,408

Economic indicators – General travel demand



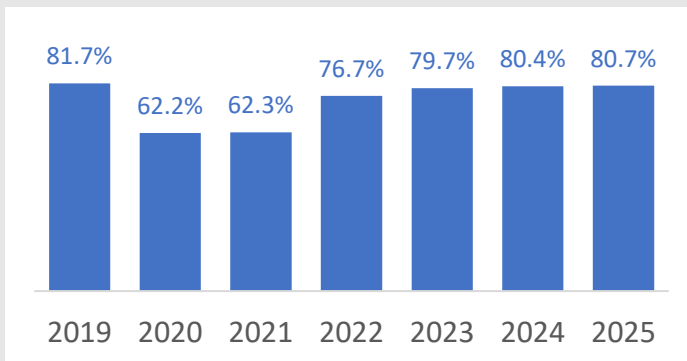
Outbound trips and travel expenditure



Outbound travel intensity
2.78 trips
per inhabitant (2025)

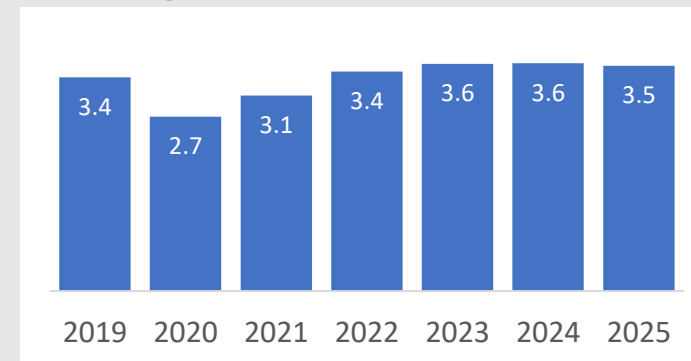
Average spend
per outbound trip (2025)
904 \$

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2025)
87%

Average length of stay, nights, all outbound trips





Arrivals & nights in paid accommodation

Nights in paid accommodation

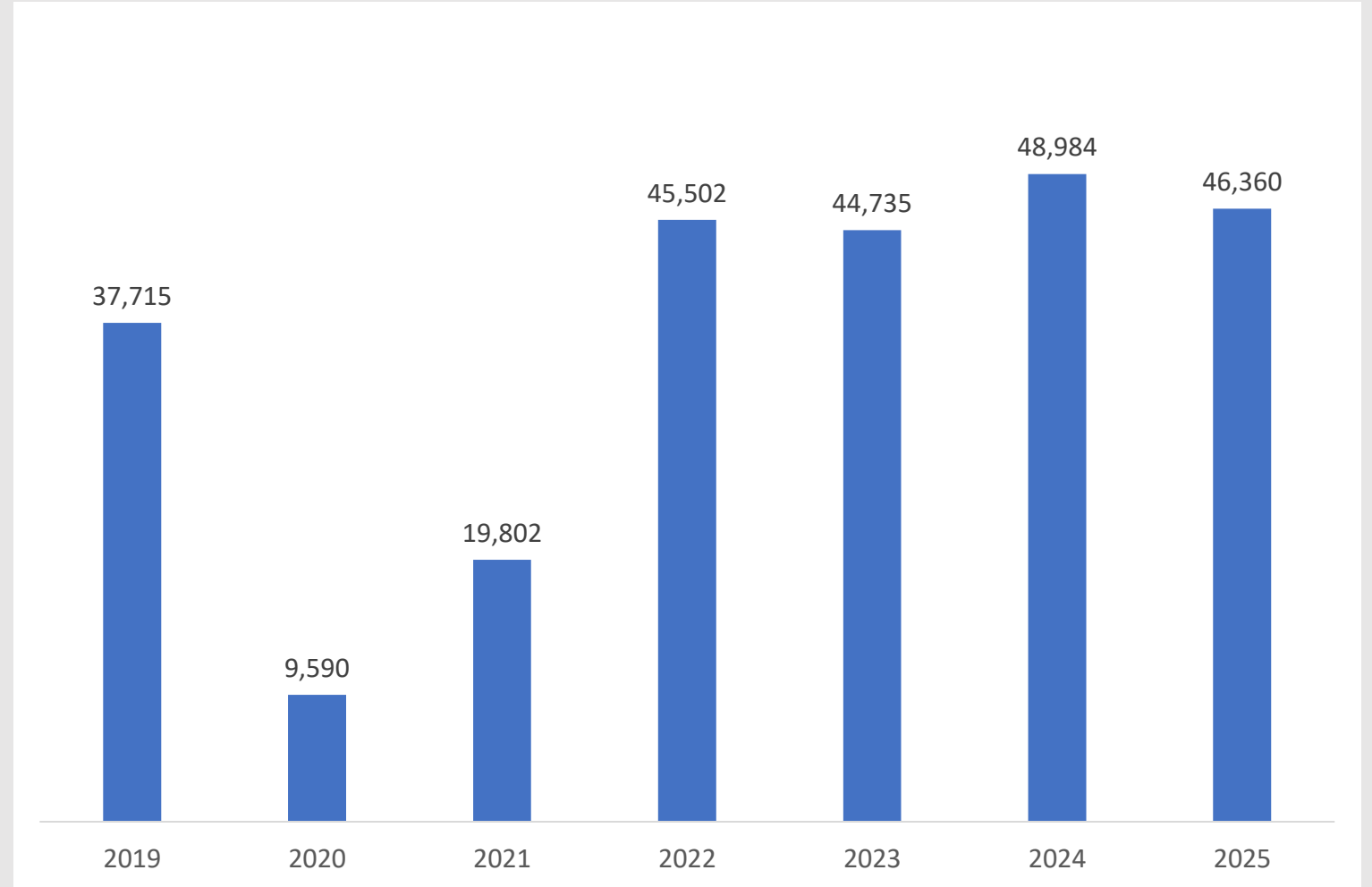
2025 and 2019-2025



Nights,
paid accommodation, 2025



-5% (vs. 2024)
+23% (vs. 2019)

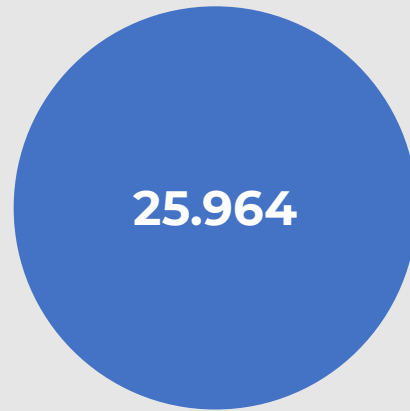


Arrivals in paid accommodation

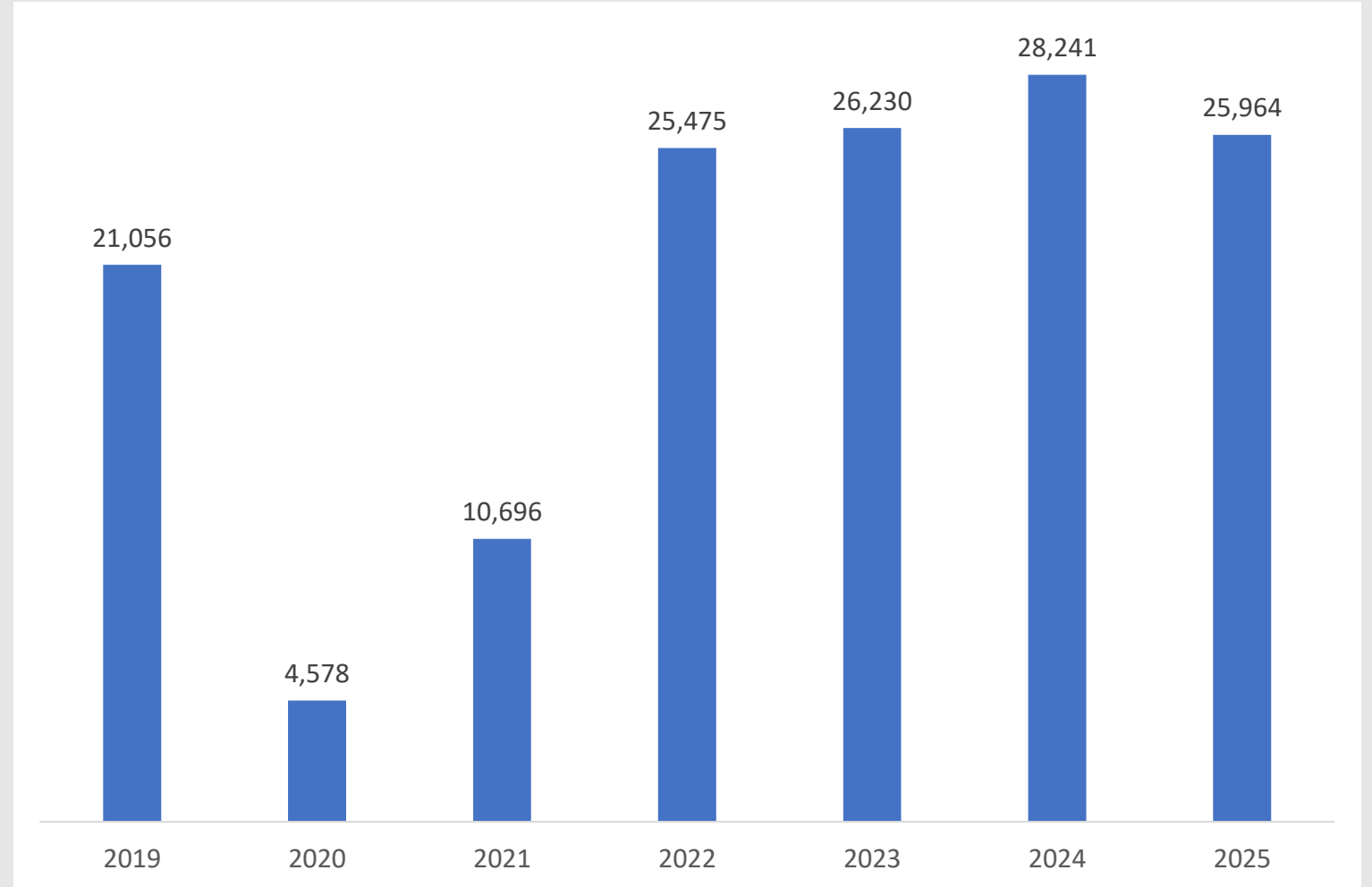
2025 and 2019-2025



Arrivals,
paid accommodation, 2025



-8% (vs. 2024)
+23% (vs. 2019)



Length of stay, paid accommodation

2025 and 2019-2025

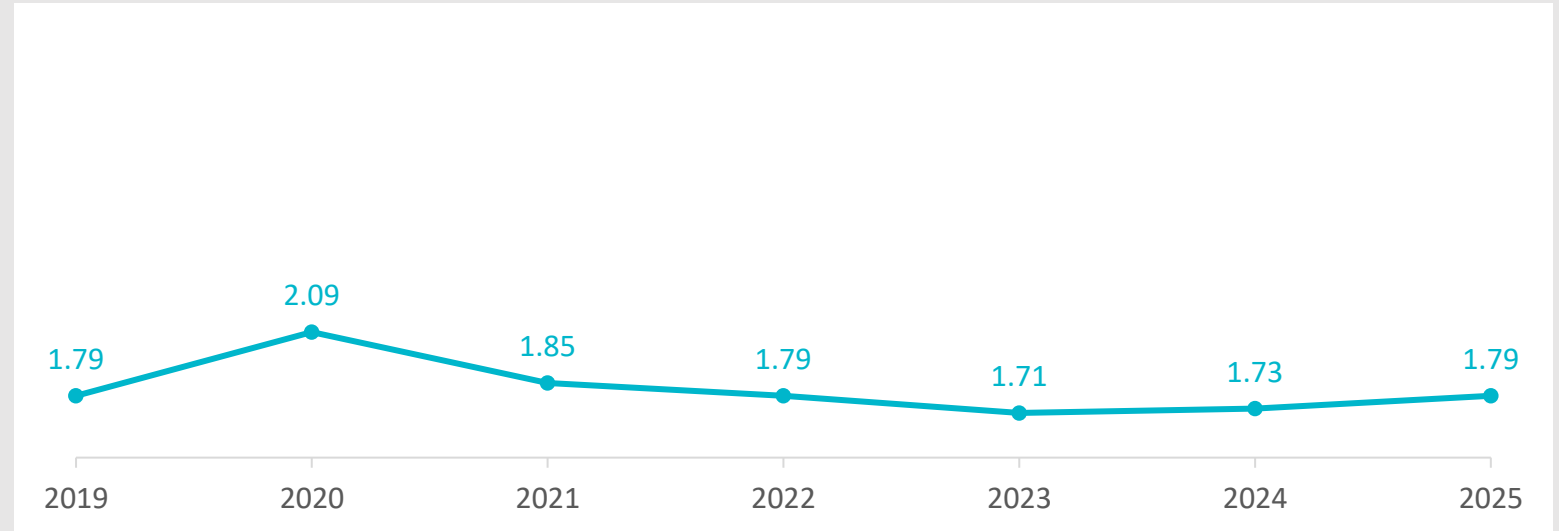


Average length of stay,
paid accommodation, 2025



+0.06 nights (vs. 2024)

+0.00 nights (vs. 2019)

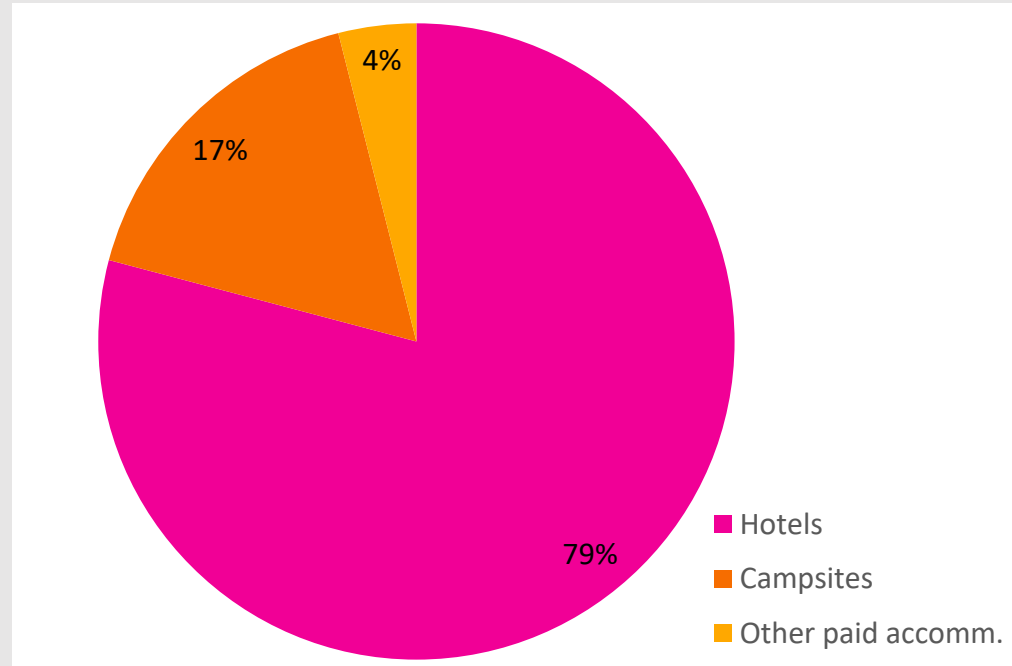


Nights & arrivals in paid accommodation

Type of accommodation, 2025

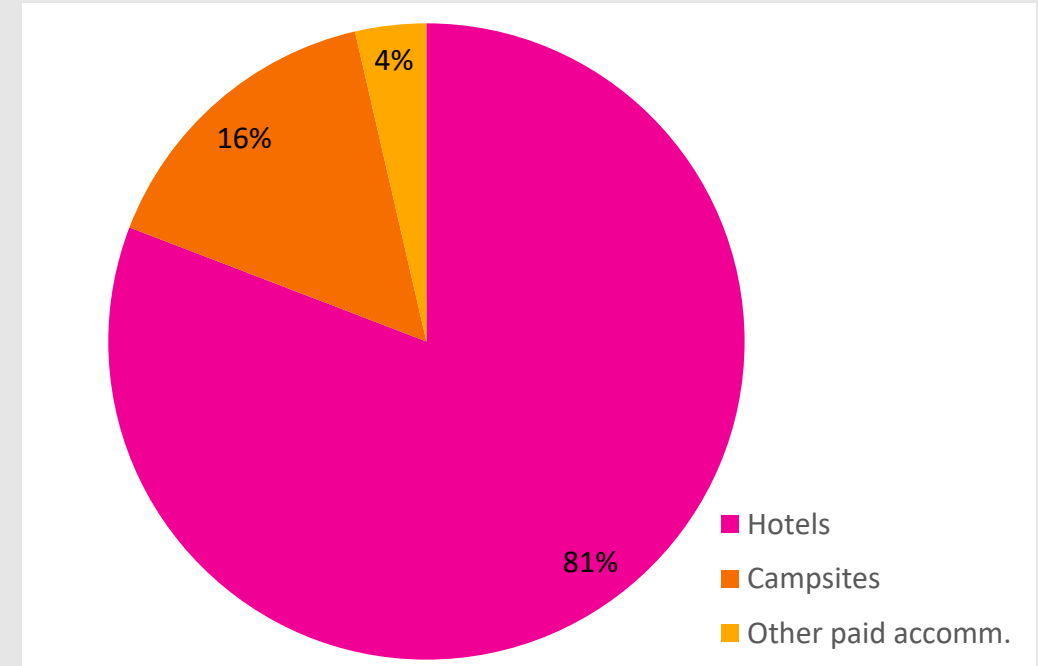


Nights,
paid accommodation, 2025



Hotels	36.680	-8% (vs. 2024)	+17% (vs. 2019)
Campsites	7.849	+14% (vs. 2024)	+97% (vs. 2019)
Other paid accomm.	1.831	-25% (vs. 2024)	-24% (vs. 2019)

Arrivals,
paid accommodation, 2025



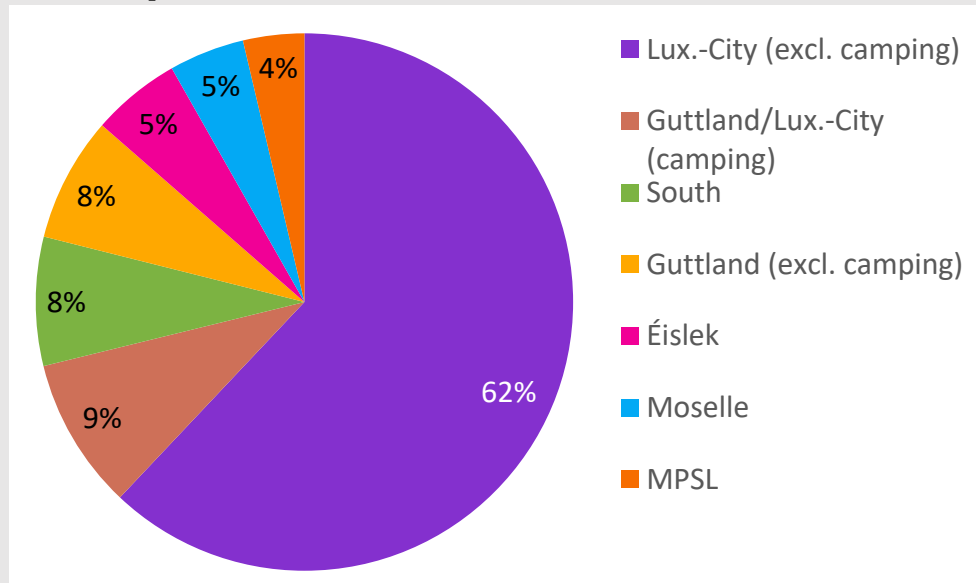
Hotels	20.988	-11% (vs. 2024)	+18% (vs. 2019)
Campsites	4.039	+14% (vs. 2024)	+81% (vs. 2019)
Other paid accomm.	937	-22% (vs. 2024)	-6% (vs. 2019)

Nights & arrivals in paid accommodation

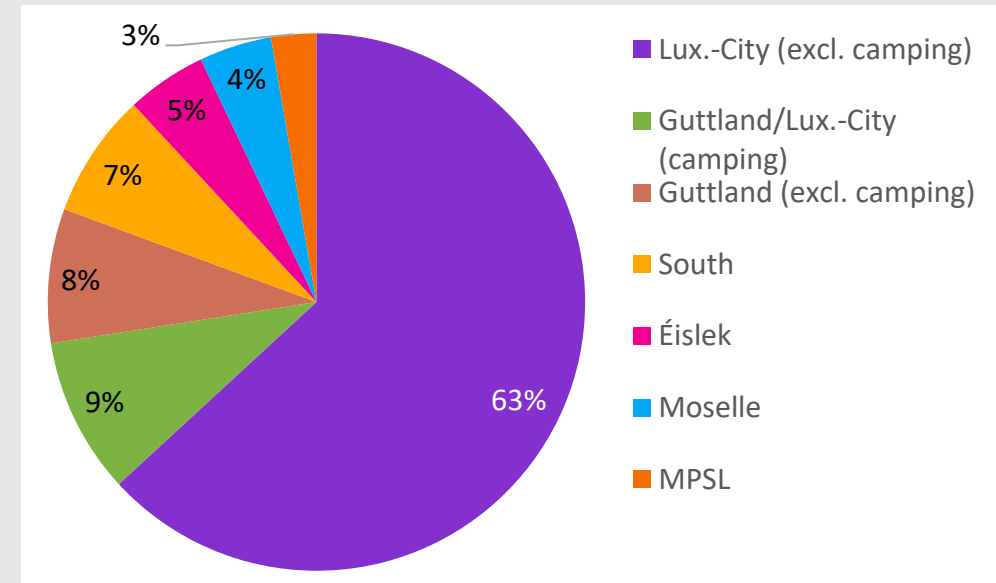
Regions, 2025



Nights, paid accommodation, 2025



Arrivals, paid accommodation, 2025



Lux.-City (excl. camping)	28.763	-6% (vs. 2024)	+28% (vs. 2019)
Guttland/Lux.-City (camping)	4.230	+17% (vs. 2024)	+110% (vs. 2019)
South	3.593	-19% (vs. 2024)	+1% (vs. 2019)
Guttland (excl. camping)	3.482	-16% (vs. 2024)	-5% (vs. 2019)
Éislek	2.483	-5% (vs. 2024)	+0% (vs. 2019)
Moselle	2.104	+42% (vs. 2024)	+29% (vs. 2019)
MPSL	1.705	-21% (vs. 2024)	-9% (vs. 2019)

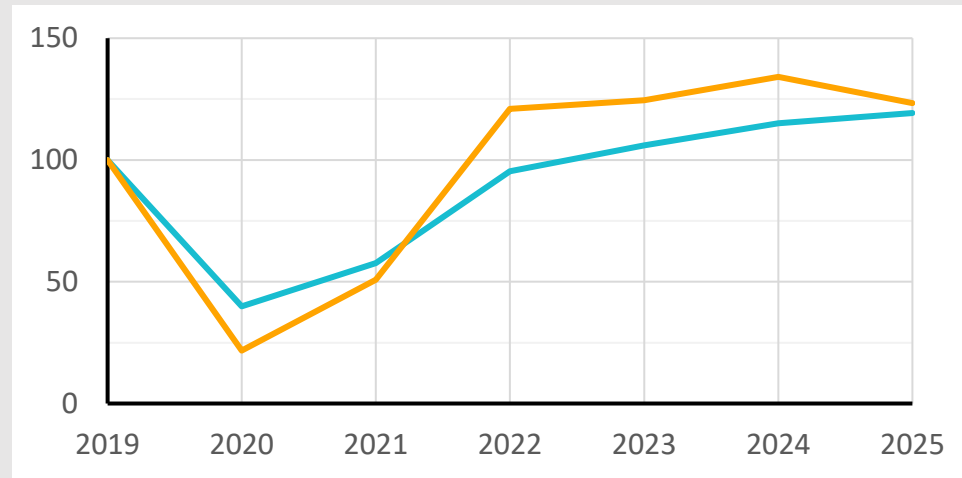
Lux.-City (excl. camping)	16.395	-9% (vs. 2024)	+28% (vs. 2019)
Guttland/Lux.-City (camping)	2.440	+12% (vs. 2024)	+84% (vs. 2019)
Guttland (excl. camping)	2.096	-17% (vs. 2024)	+0% (vs. 2019)
South	1.945	-17% (vs. 2024)	-6% (vs. 2019)
Éislek	1.251	-10% (vs. 2024)	+8% (vs. 2019)
Moselle	1.133	+26% (vs. 2024)	+32% (vs. 2019)
MPSL	704	-14% (vs. 2024)	-8% (vs. 2019)

Arrivals in paid accommodation

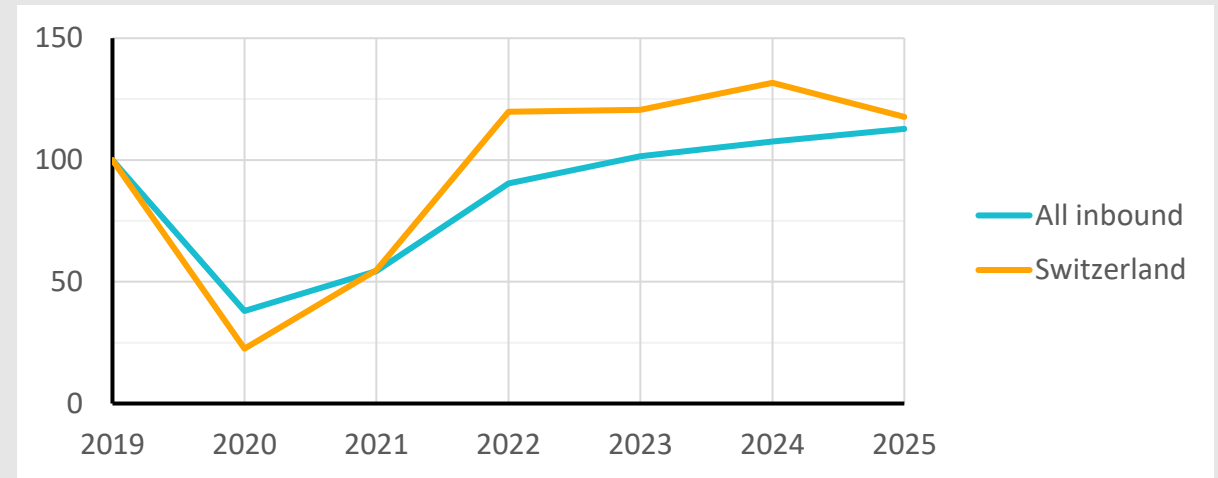
Trends 2019-2025



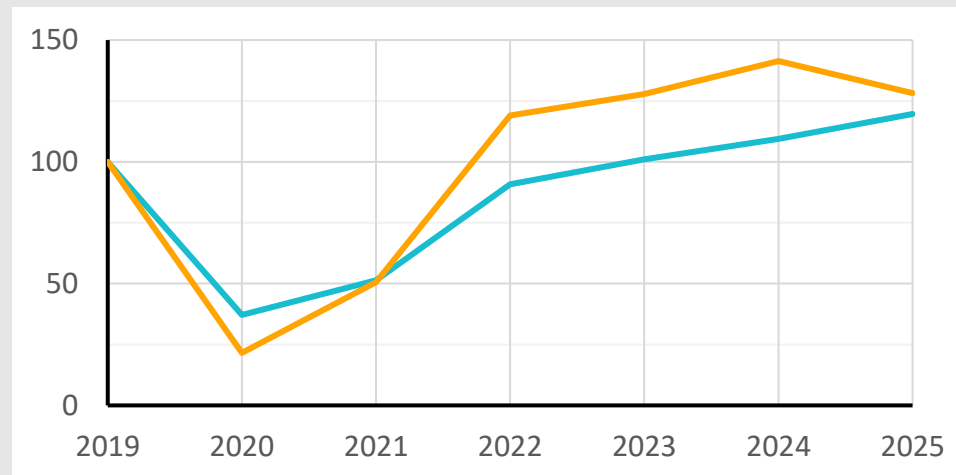
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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

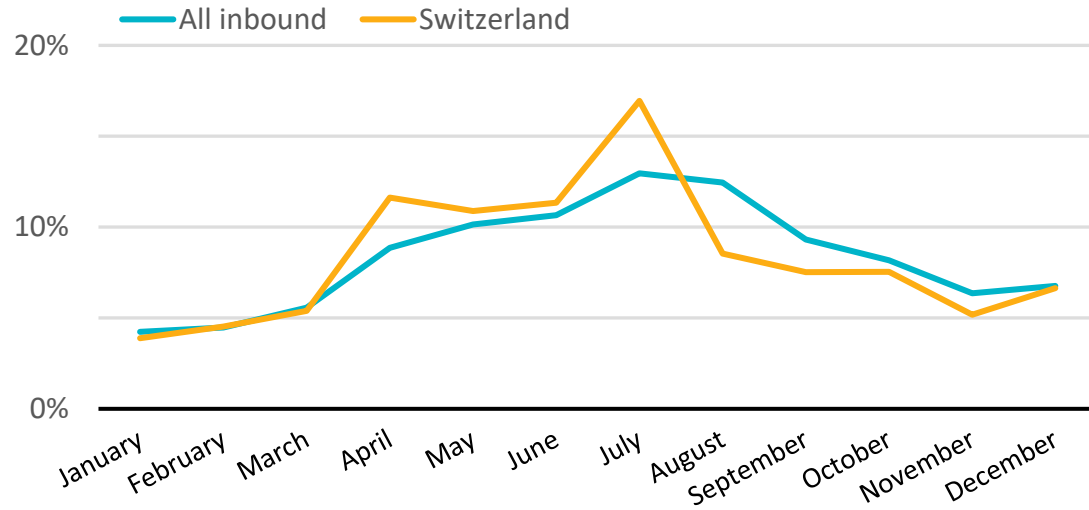


Arrivals in paid accommodation

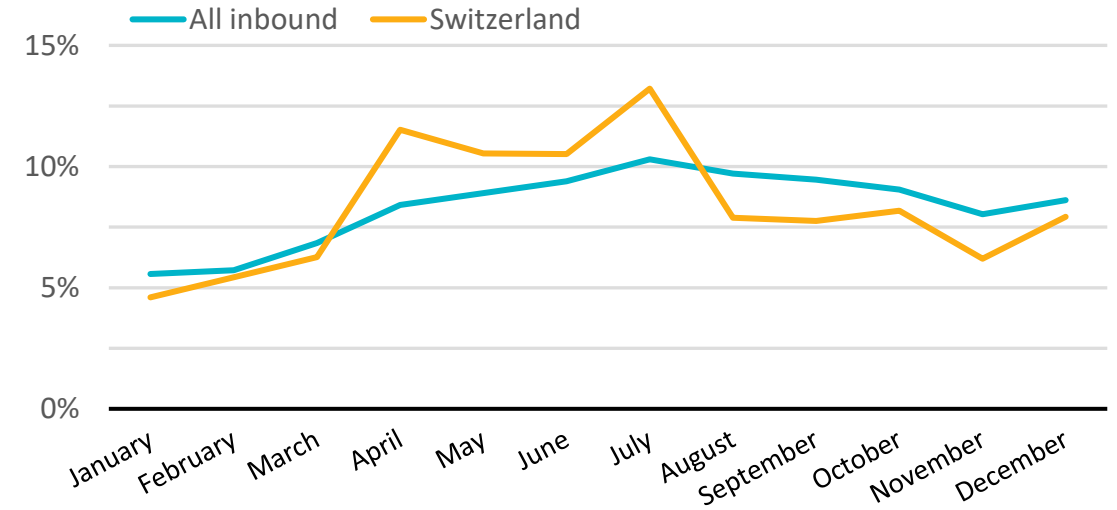
Seasonality



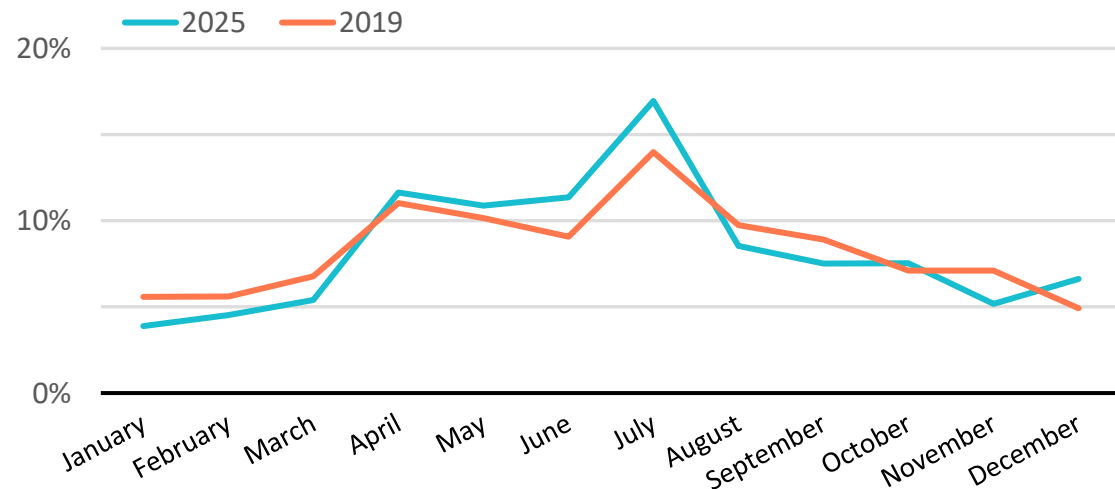
All paid accommodation, 2024



Hotels, 2024



All paid accommodation, arrivals from Switzerland



Short-term rentals

2025 and 2019-2025



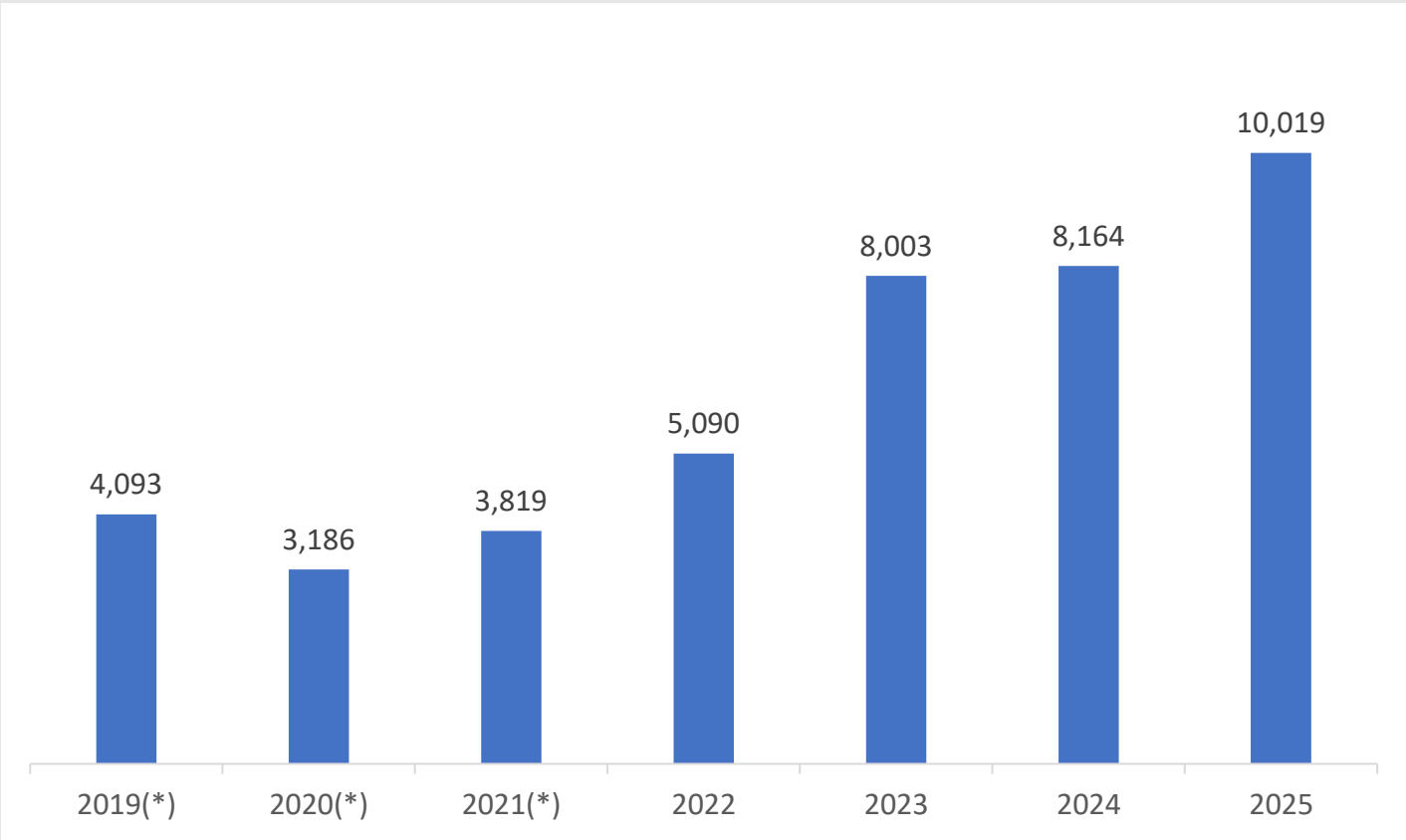
Nights,
Short-term rentals, 2025



+23% (vs. 2024)

+145% (vs. 2019)

Nights,
Short-term rentals, 2019-2025



(*) Nights are only available for Switzerland + Lichtenstein.
Nights available for Lichtenstein only:
-2022: 3
-2023: 24
-2024: 19
-2025: 17



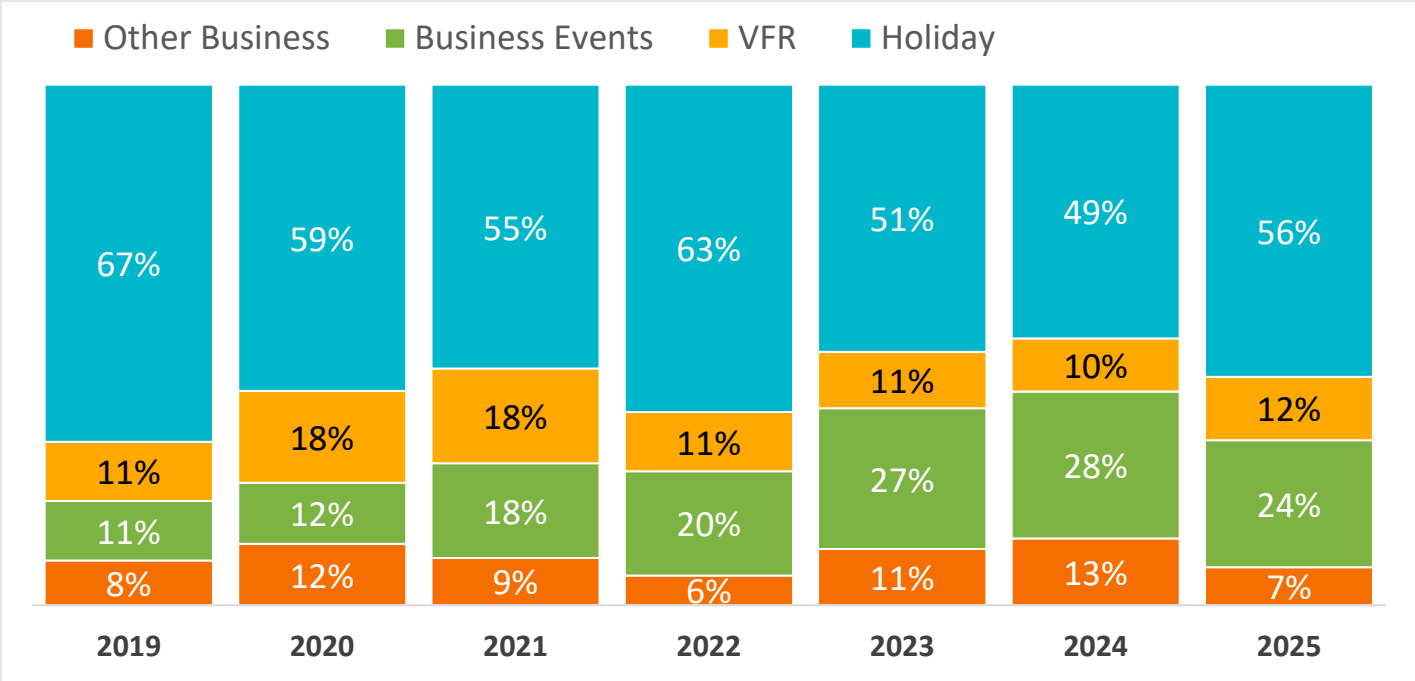
Characteristics of inbound trips

Swiss trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2019-2025

Swiss trips to Luxembourg, 2019-2025



2025

	Switzerland to Luxembourg	Europe to Luxembourg
Holiday	56%	62%
VFR	12%	12%
Business Events	24%	17%
Other Business	7%	8%

Inbound same-day trips to Luxembourg

2025



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



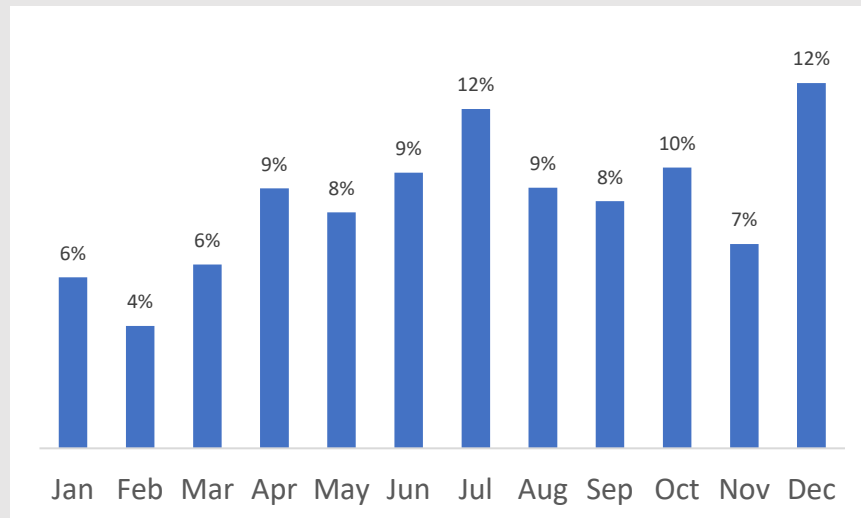
-7% (vs. 2024)

**Average length
of same-day trips**



+0,5 h (vs. 2024)

**Seasonality
% of same-day trips**



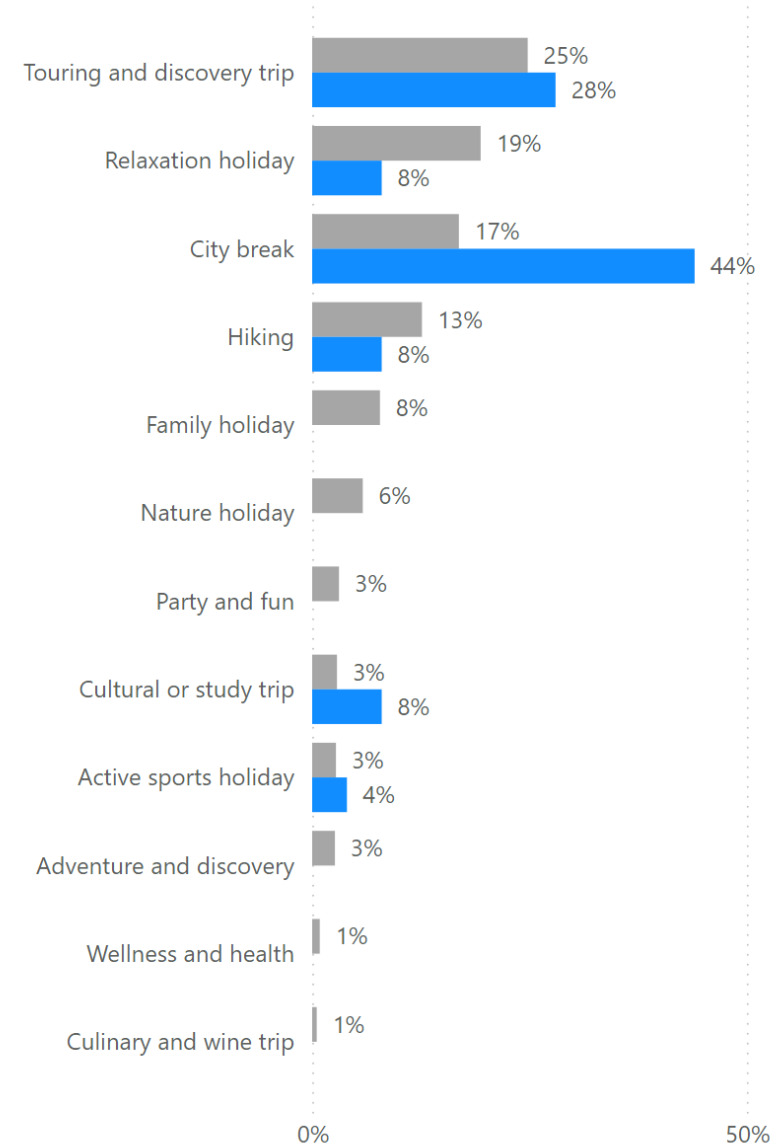


Travel behaviour of inbound leisure visitors

Main holiday types

Leisure overnight visitors, 2023–2025

● All inbound ● Switzerland

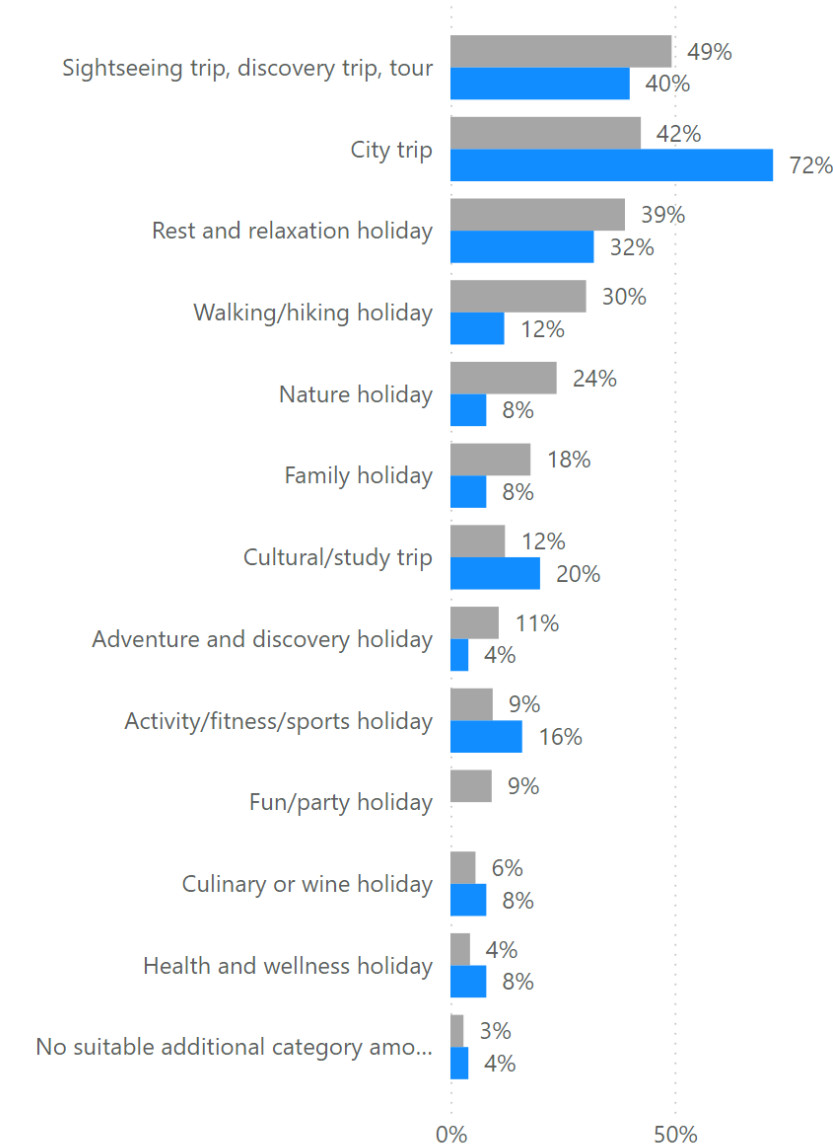


Low N for this question for segment(s): Switzerland (N=25)

All holiday types

Leisure overnight visitors, 2023–2025

● All inbound ● Switzerland

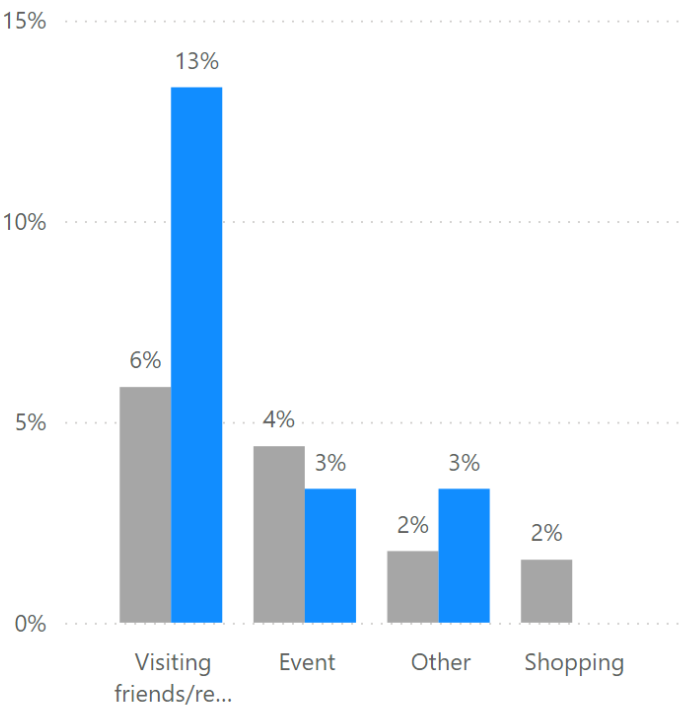


Low N for this question for segment(s): Switzerland (N=25)

Main purpose of overnight trip (if not holiday)

Leisure overnight visitors, 2023–2025

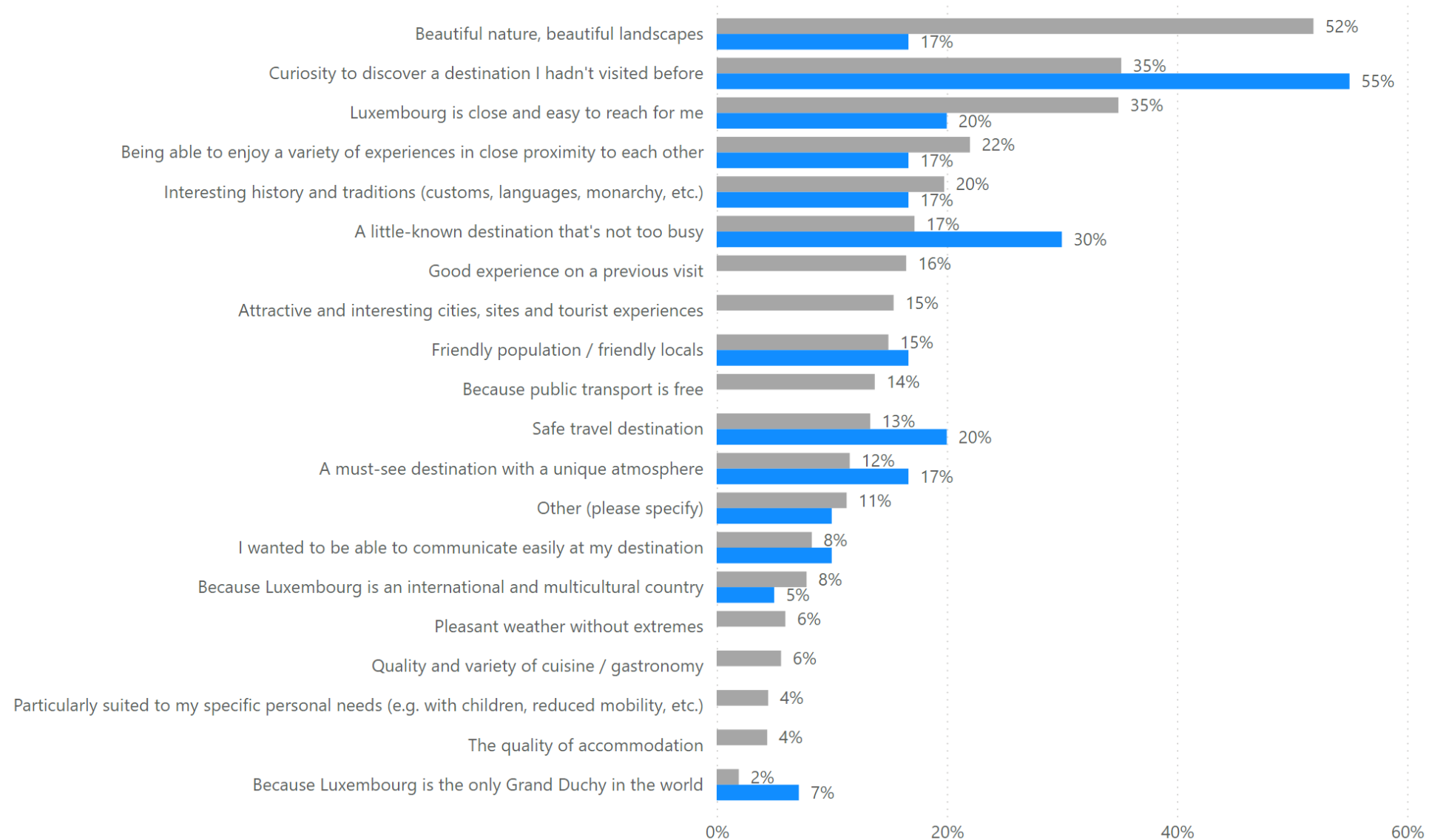
● All inbound ● Switzerland



Reasons for choosing Luxembourg

Leisure overnight visitors, 2022–2025

● All inbound ● Switzerland



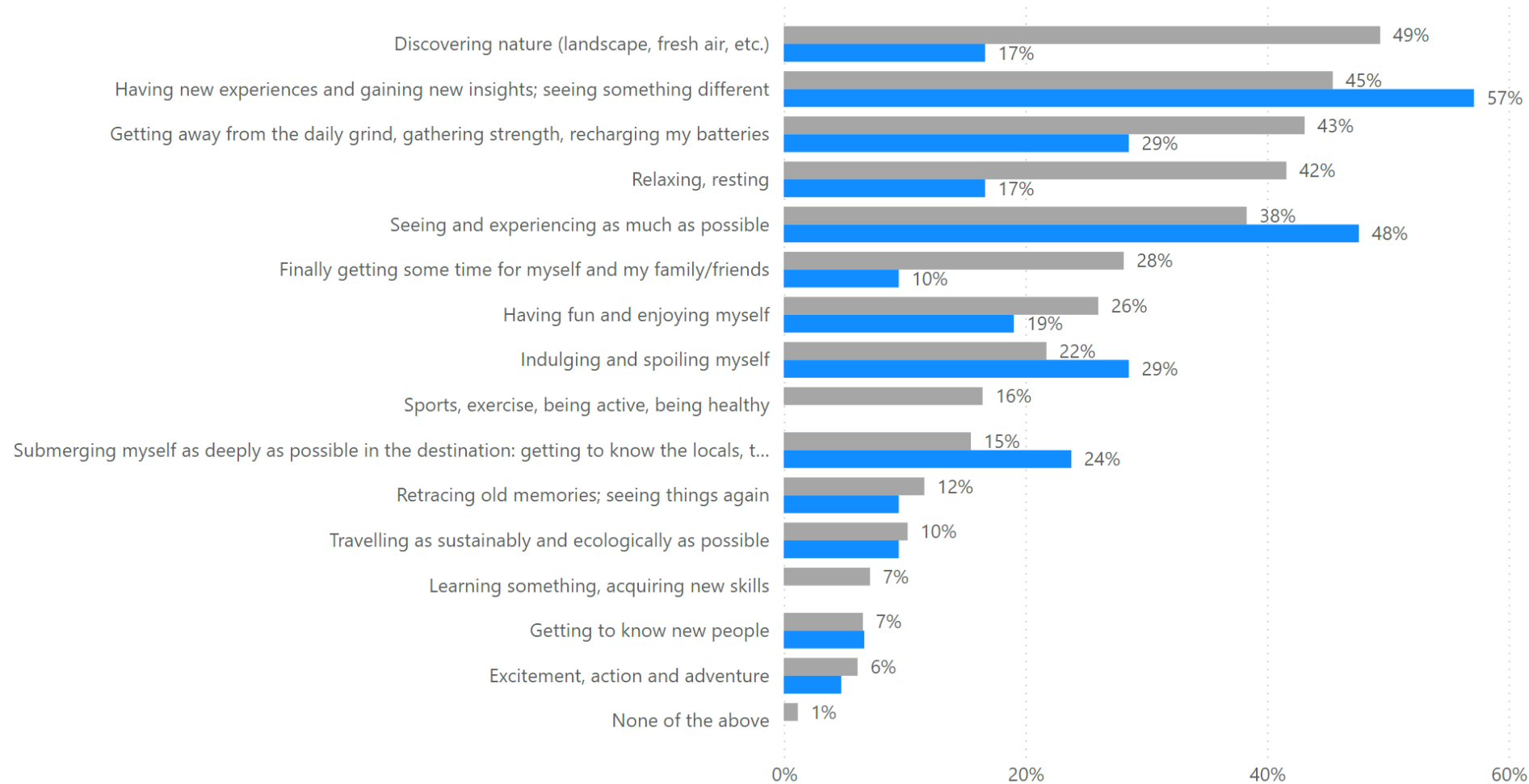
Low N for this question for segment(s): Switzerland (N=20)



Travel Motives

Leisure overnight visitors, 2022–2025

● All inbound ● Switzerland

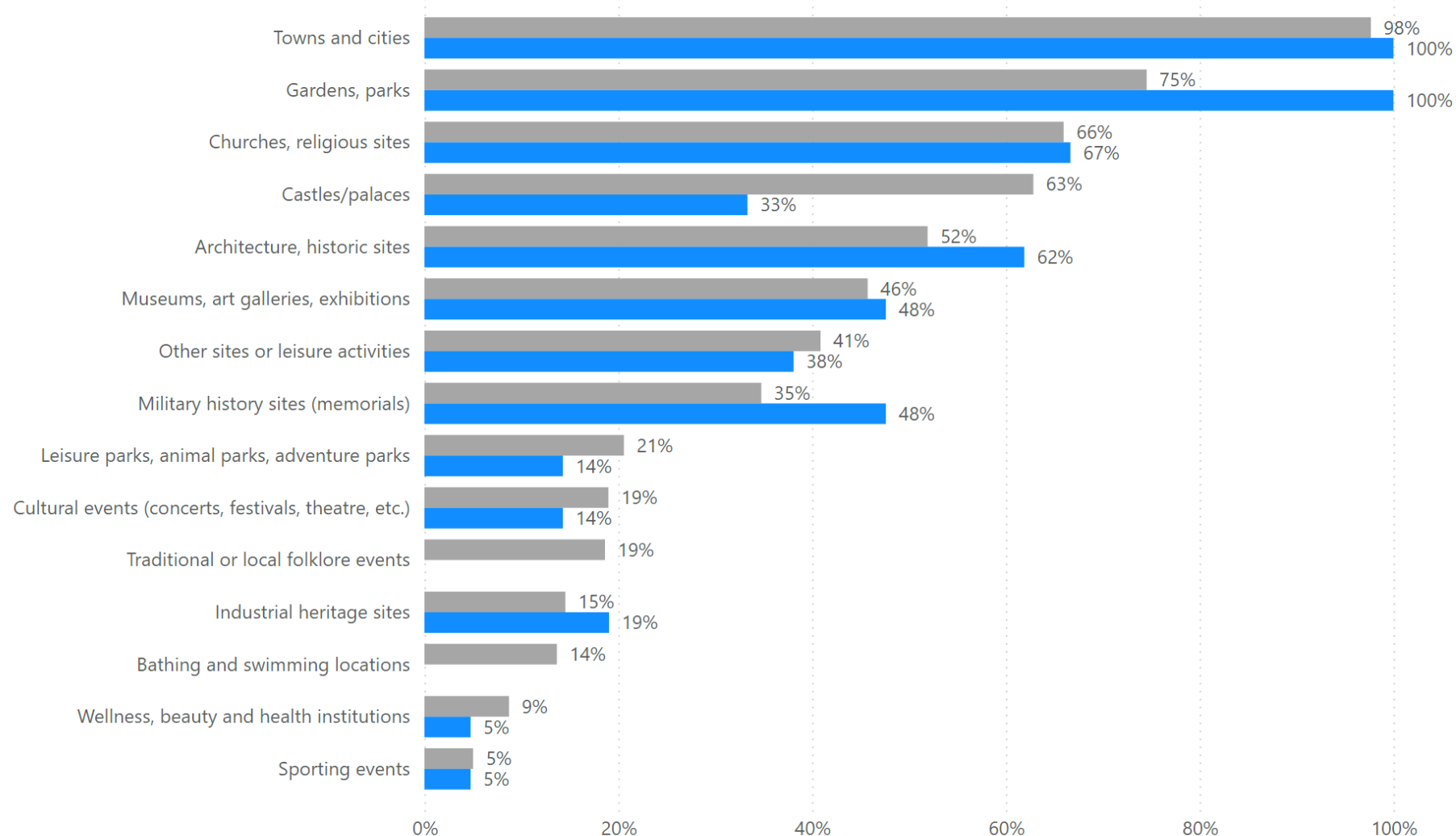


Low N for this question for segment(s): Switzerland (N=21)

Places visited

Leisure overnight visitors, 2022–2025

● All inbound ● Switzerland

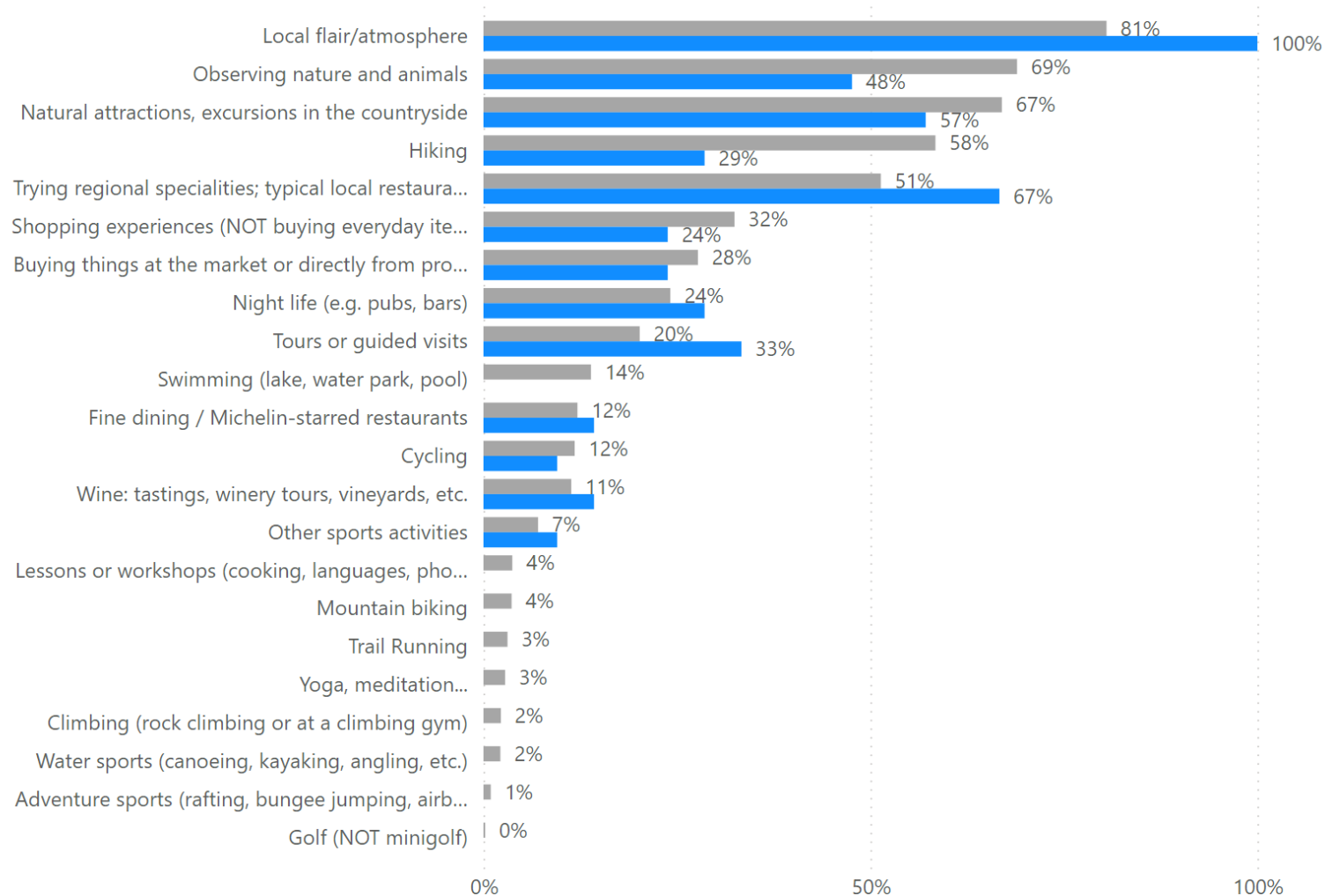


Low N for this question for segment(s): Switzerland (N=21)

Activities (sporting and non-sporting)

Leisure overnight visitors, 2022–2025

● All inbound ● Switzerland



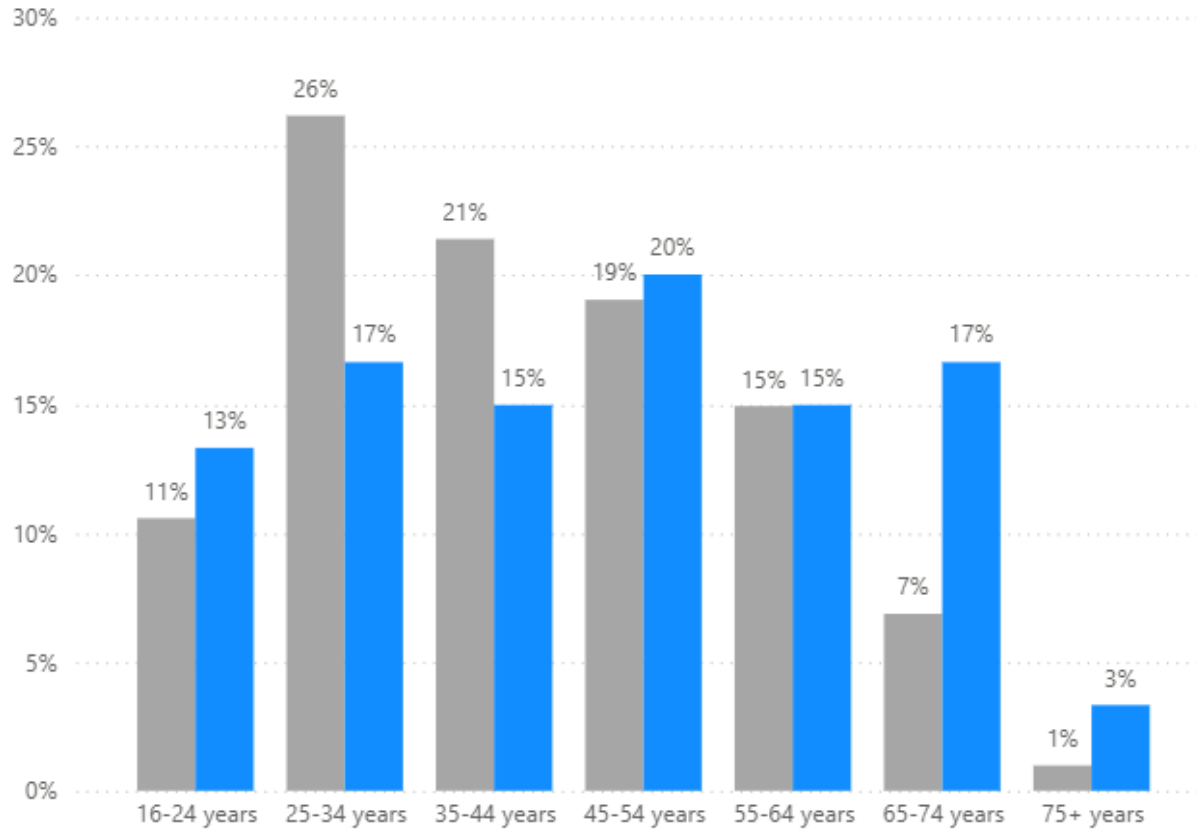
Low N for this question for segment(s): Switzerland (N=21)



Age

Leisure overnight visitors, 2023–2025

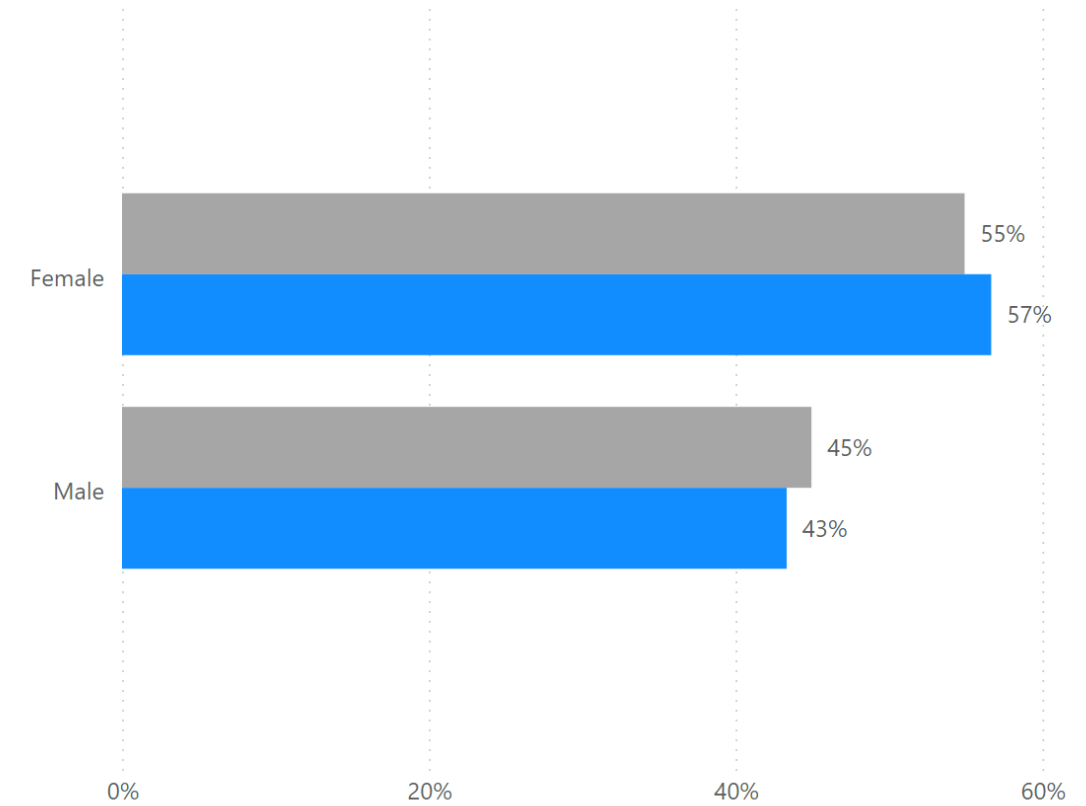
● All inbound ● Switzerland



Gender

Leisure overnight visitors, 2023–2025

● All inbound ● Switzerland

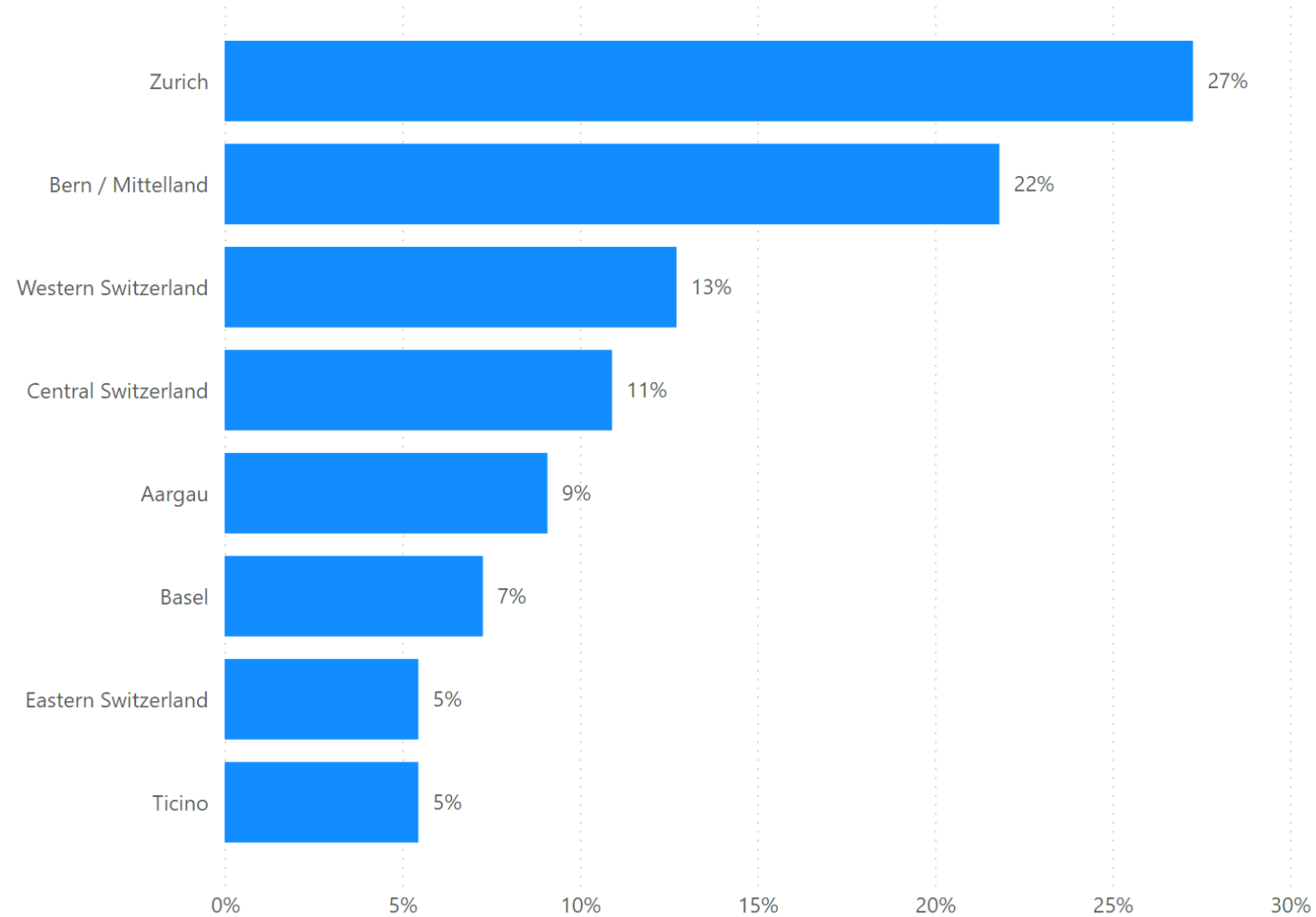




Region of origin

Leisure overnight visitors, 2023–2025

● Switzerland

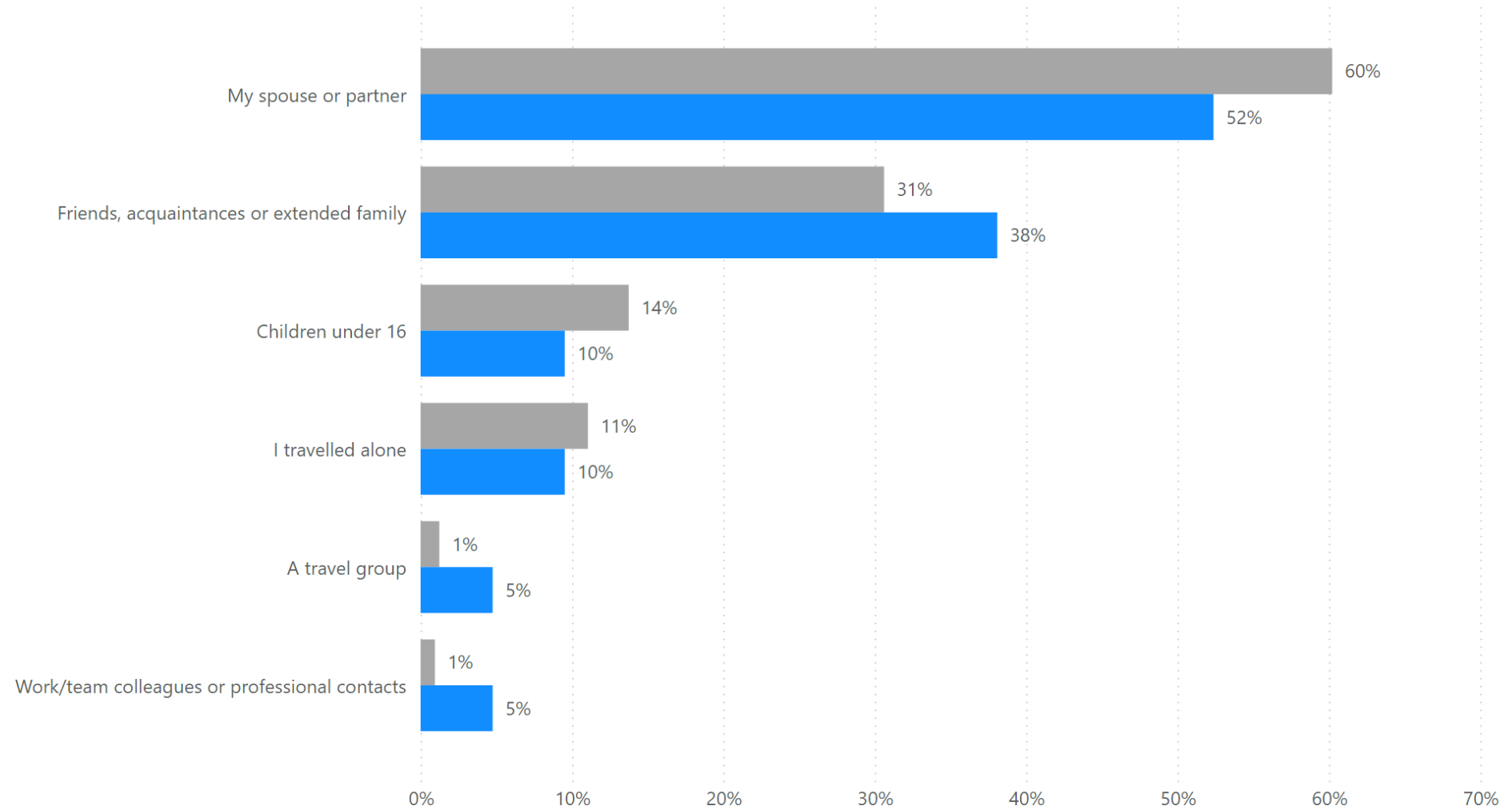




Travel party

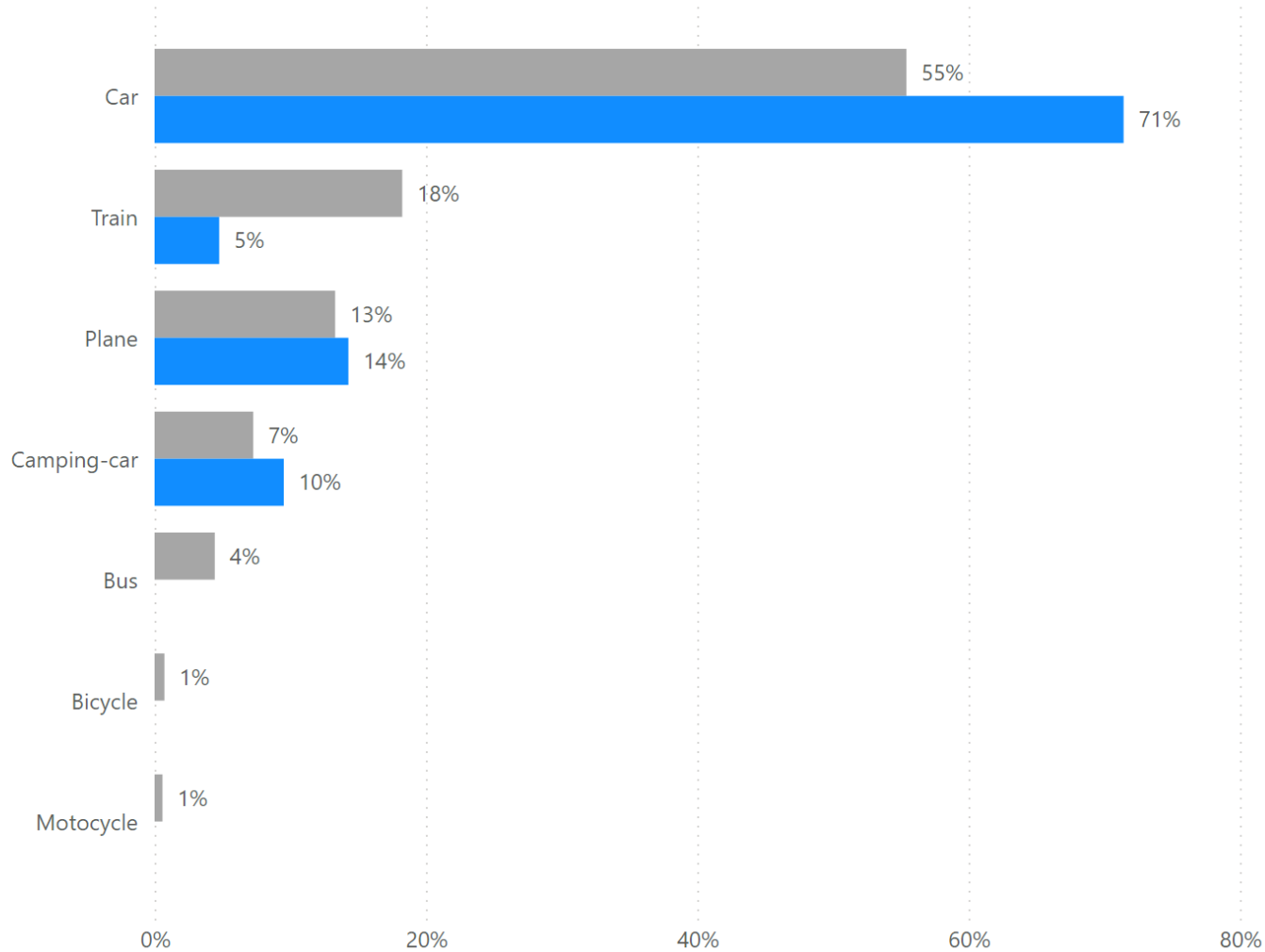
Leisure overnight visitors, 2022–2025

● All inbound ● Switzerland



Low N for this question for segment(s): Switzerland (N=21)

● All inbound ● Switzerland



Low N for this question for segment(s): Switzerland (N=21)

First-time visitors

Leisure overnight visitors, 2023–2025

62%

All inbound

67%

Switzerland

Visitors spending nights in Luxembourg and abroad during same trip

Leisure overnight visitors, 2023–2025

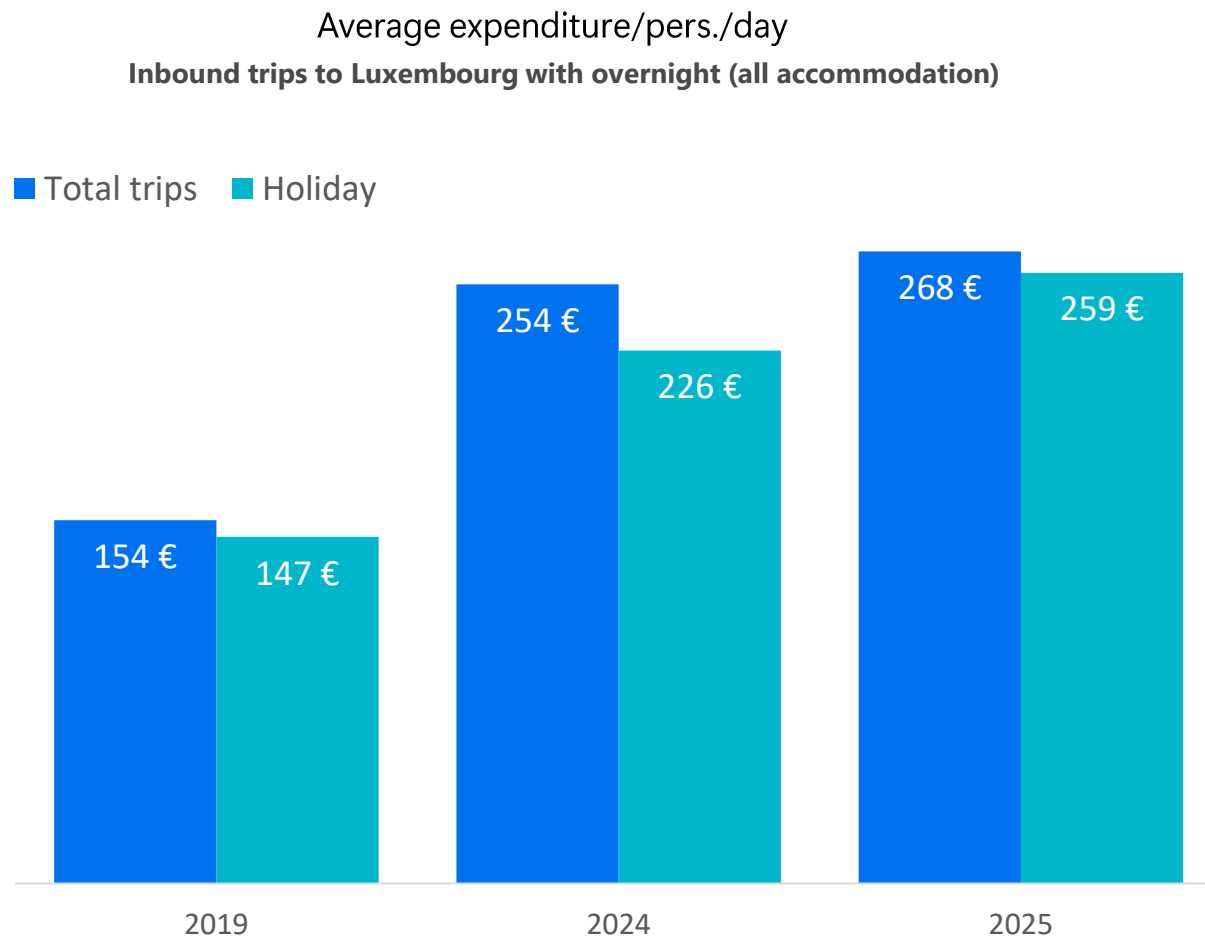
38%

All inbound

67%

Switzerland

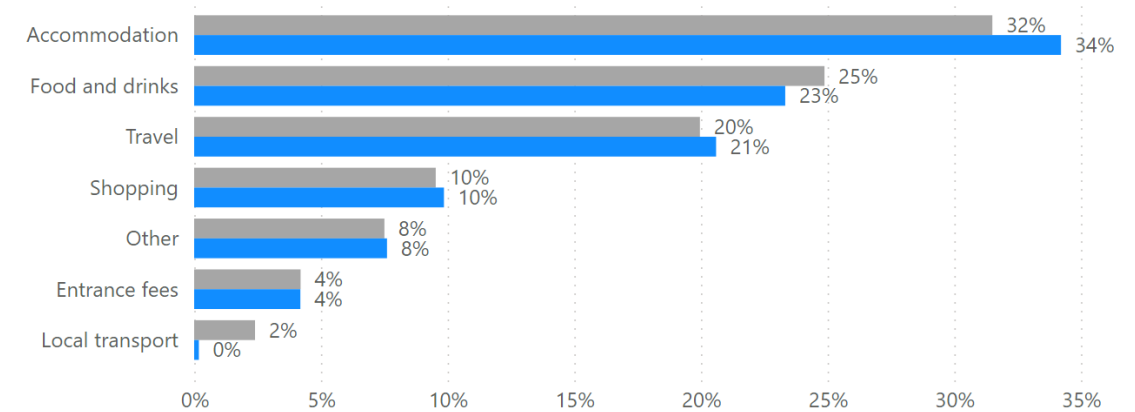
Low N for this question for segment(s): Switzerland (N=21)



Spending categories

Leisure overnight visitors, 2022–2025

● All inbound ● Switzerland

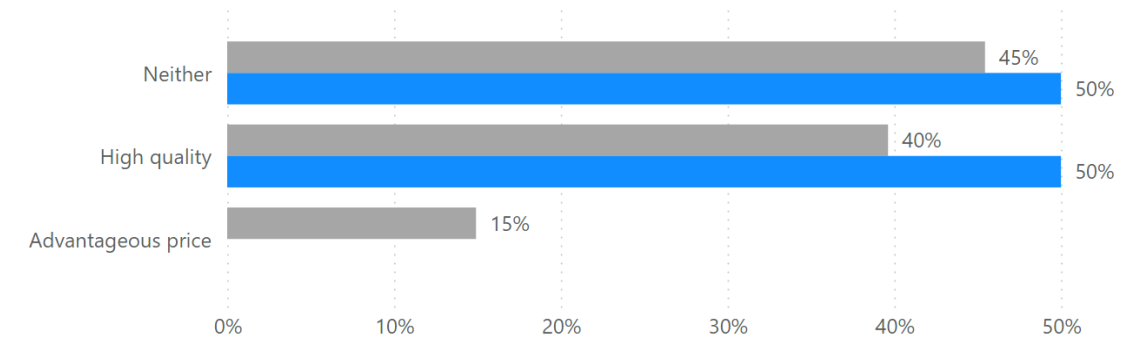


Low N for this question for segment(s): Switzerland (N=16)

Quality vs. price orientation

Leisure overnight visitors, 2023–2025

● All inbound ● Switzerland

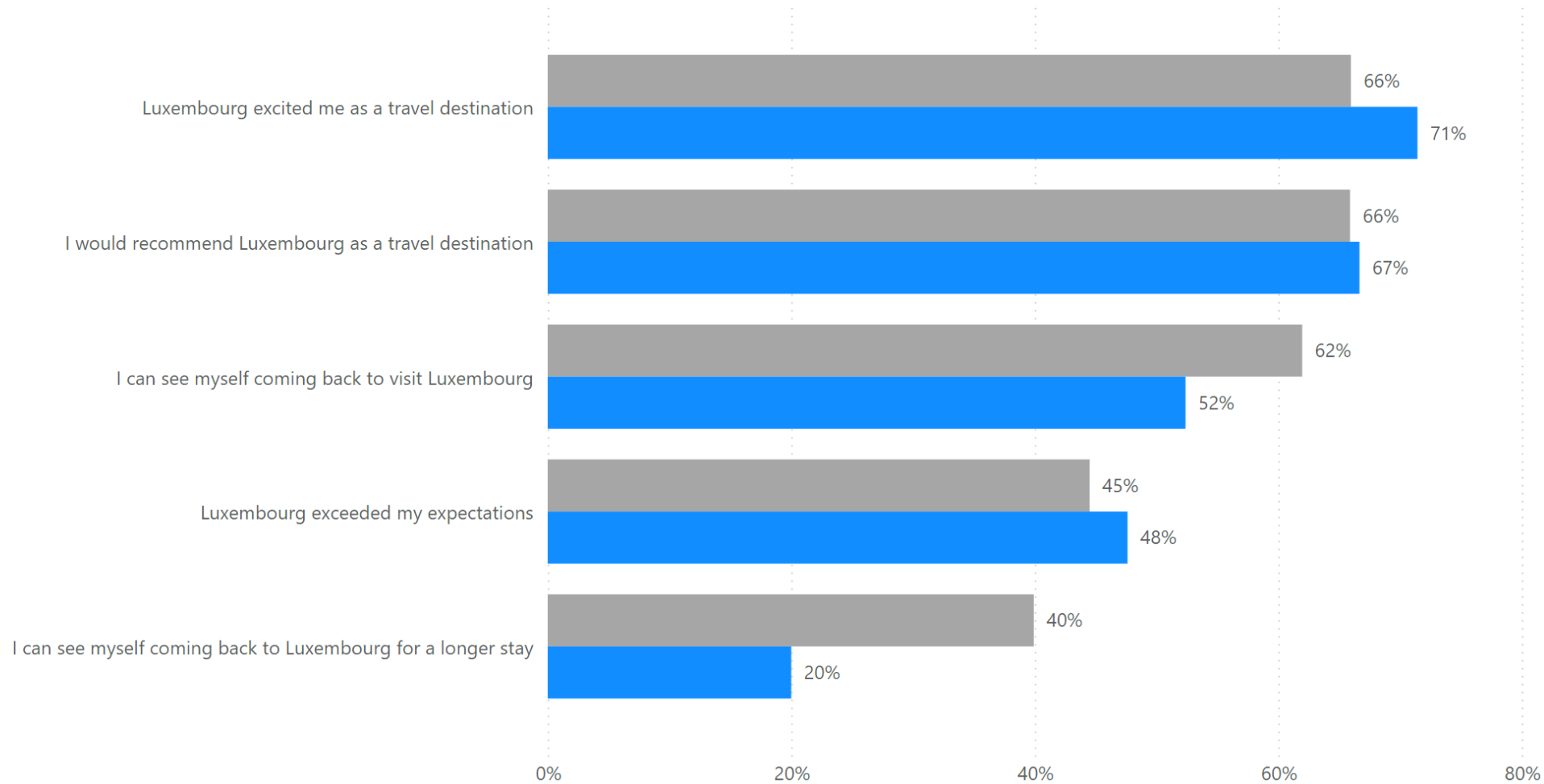


Low N for this question for segment(s): Switzerland (N=16)



Overall satisfaction - % "strongly agree"
Leisure overnight visitors, 2022–2025

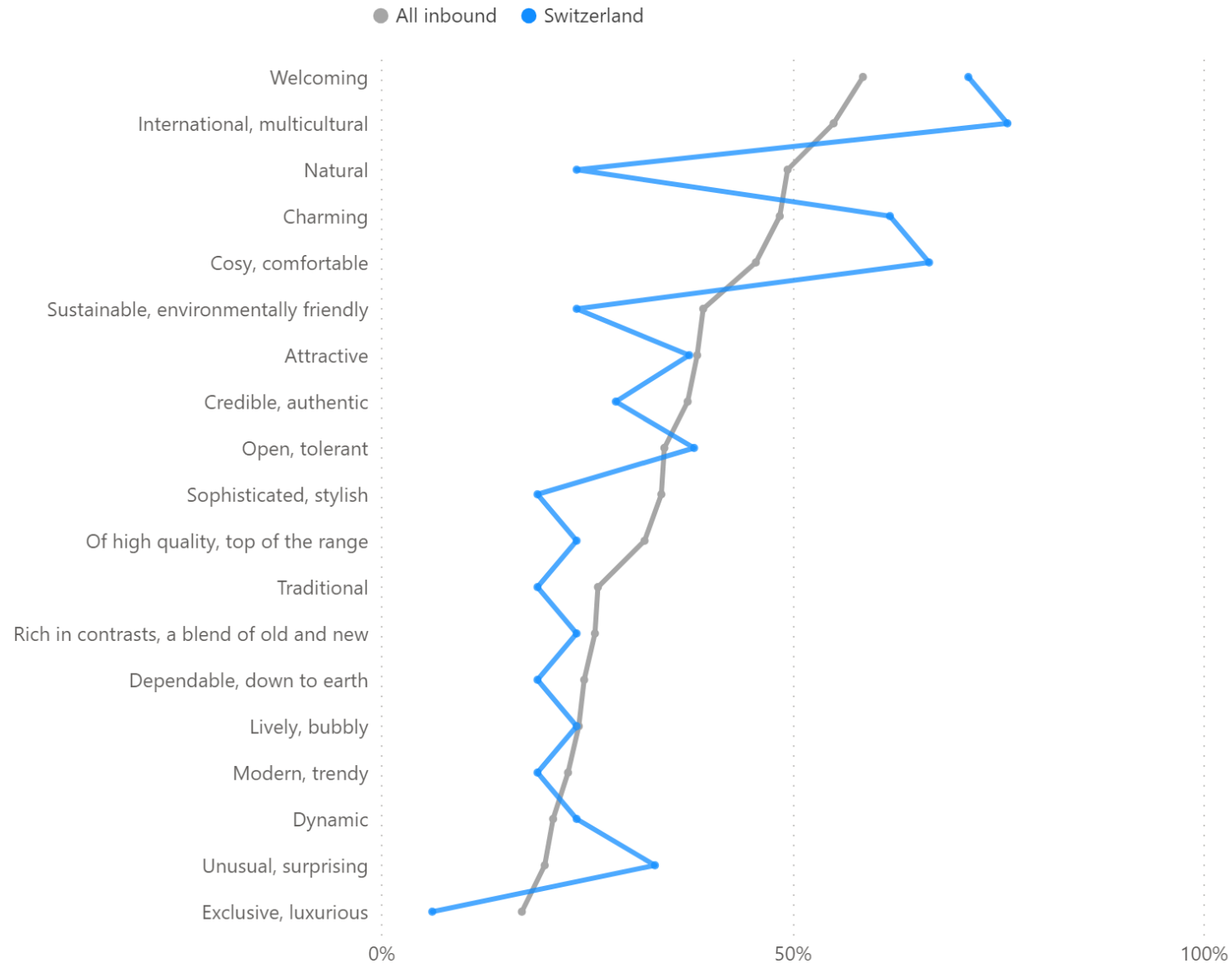
● All inbound ● Switzerland



Low N for this question for segment(s): Switzerland (N=21)

Brand features

Leisure overnight visitors, 2022–2025



Low N for this question for segment(s): Switzerland (N=21)



Target segments, Brand & Growth Potential

LFT Target Segments



Switzerland
All inbound

Explorers



Nature-Loving Actives



Relaxation Seekers



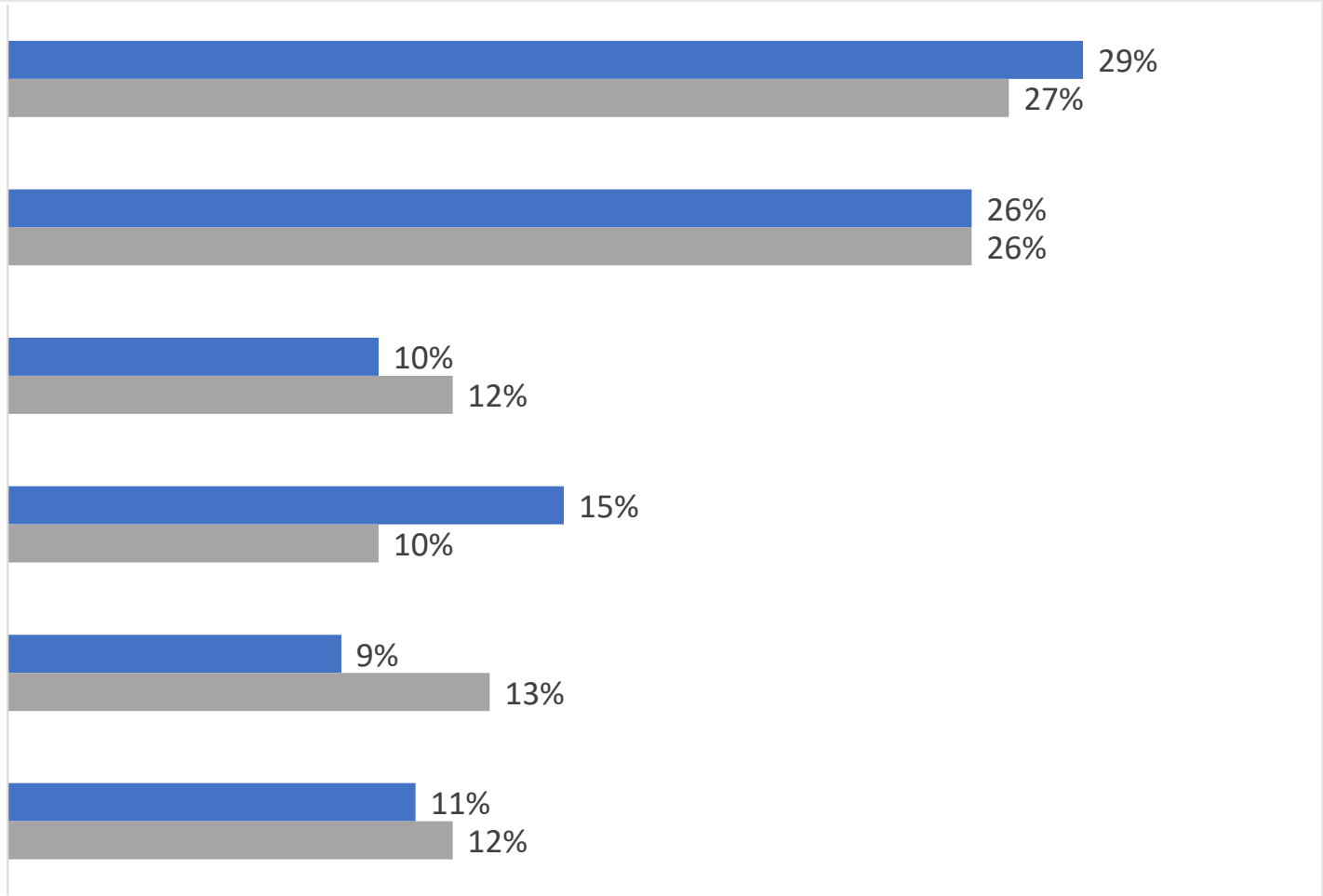
Short Breakers



Perfection Seekers

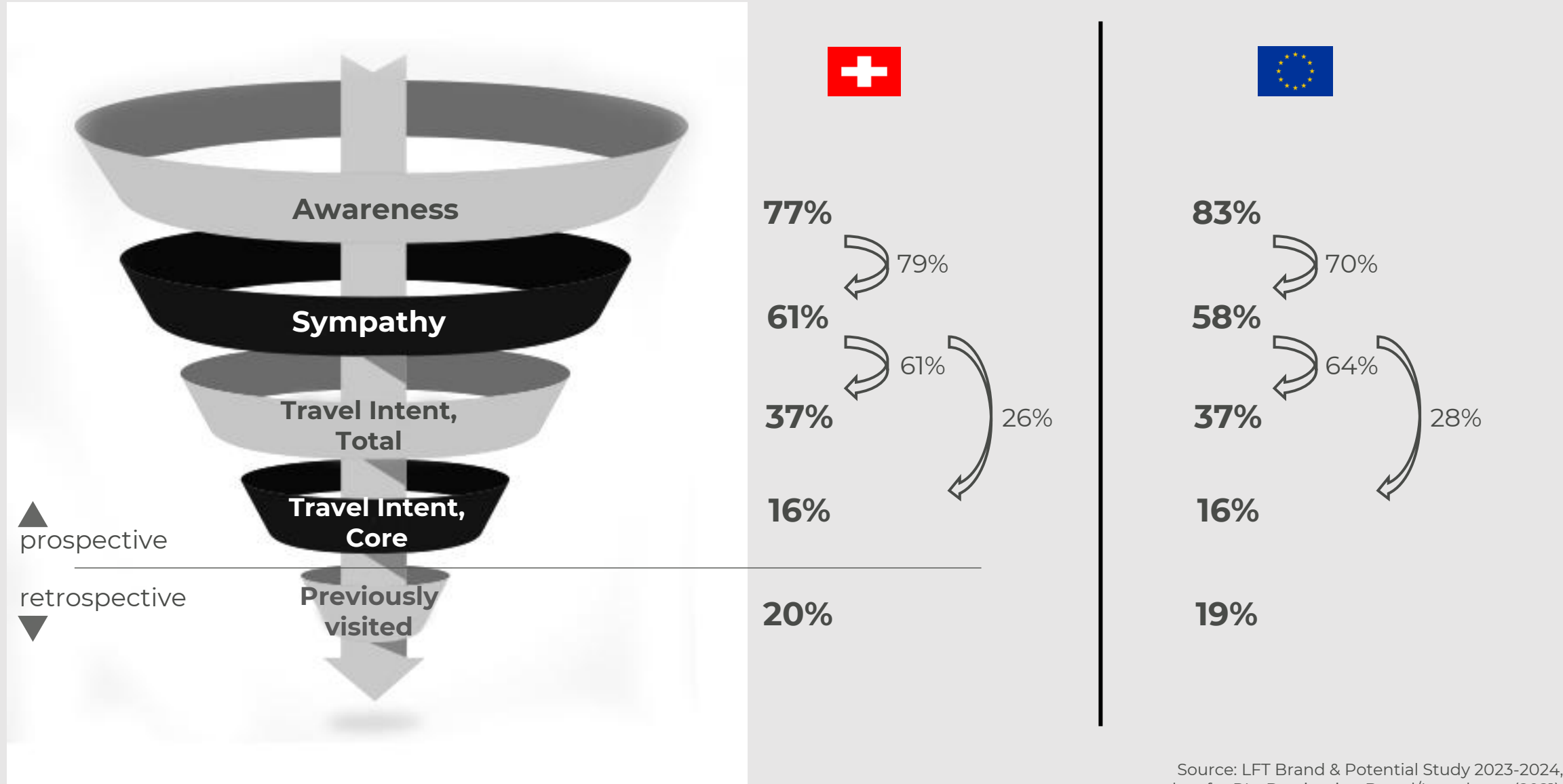


Leisure Oriented



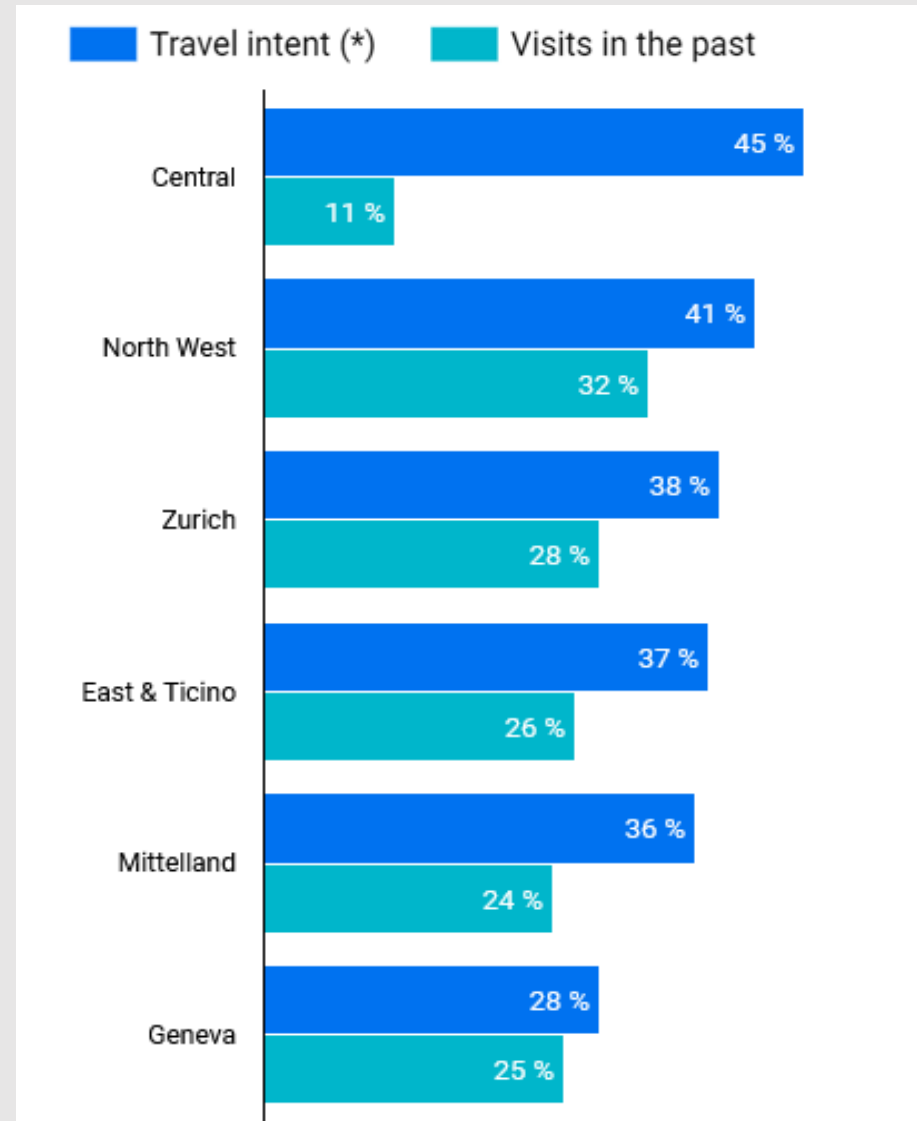
Destination Luxembourg - Brand Funnel 2024

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.

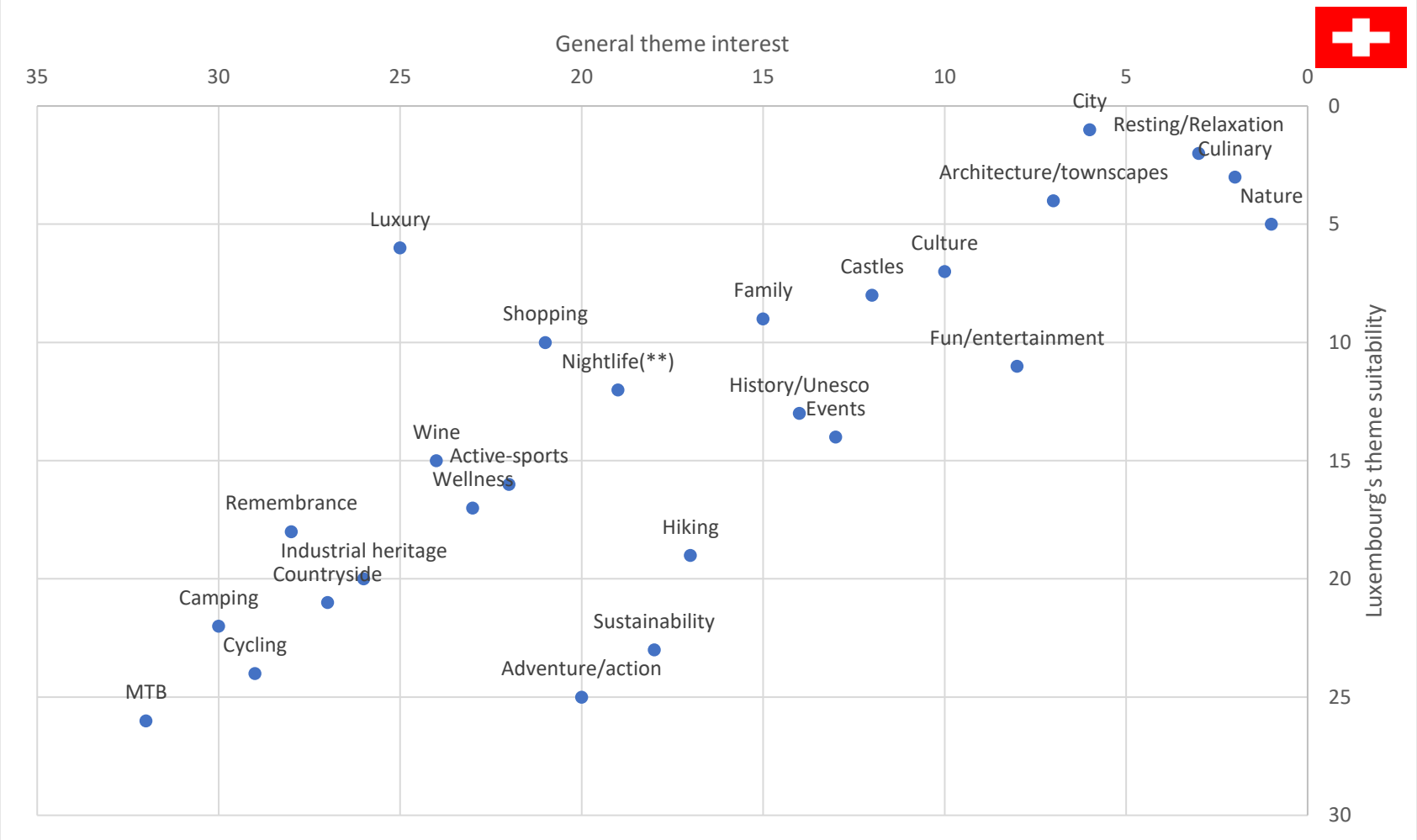
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) 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.

Spontaneous associations with Luxembourg



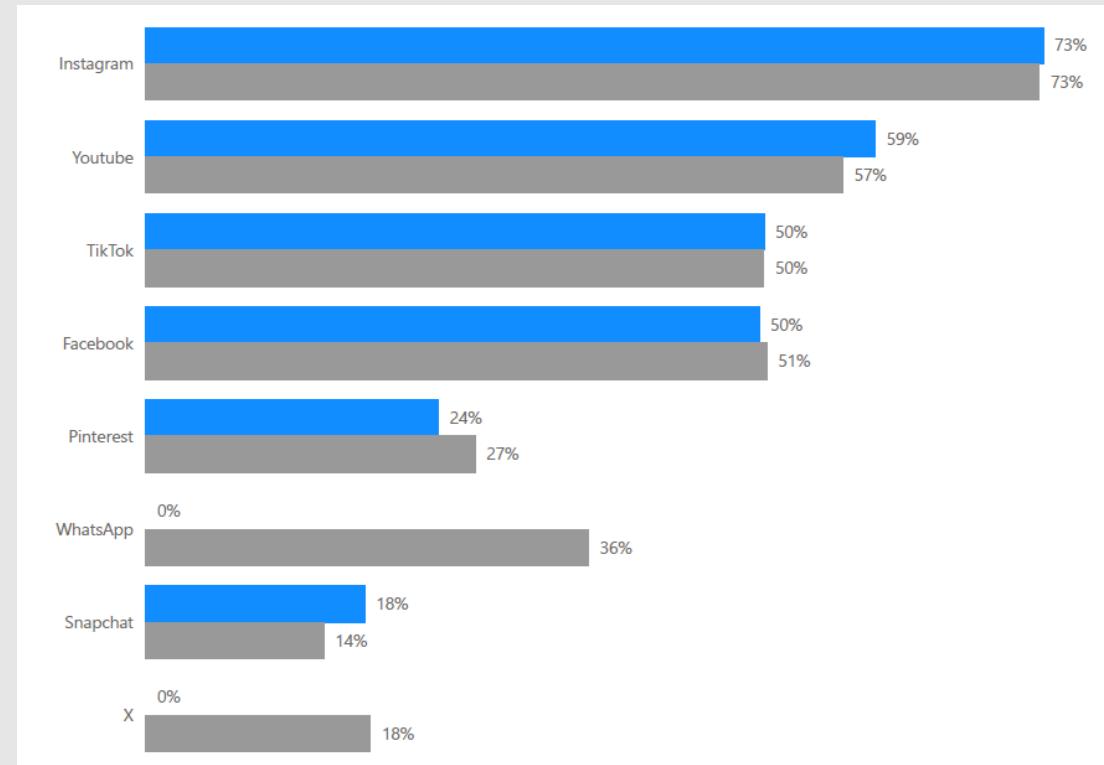
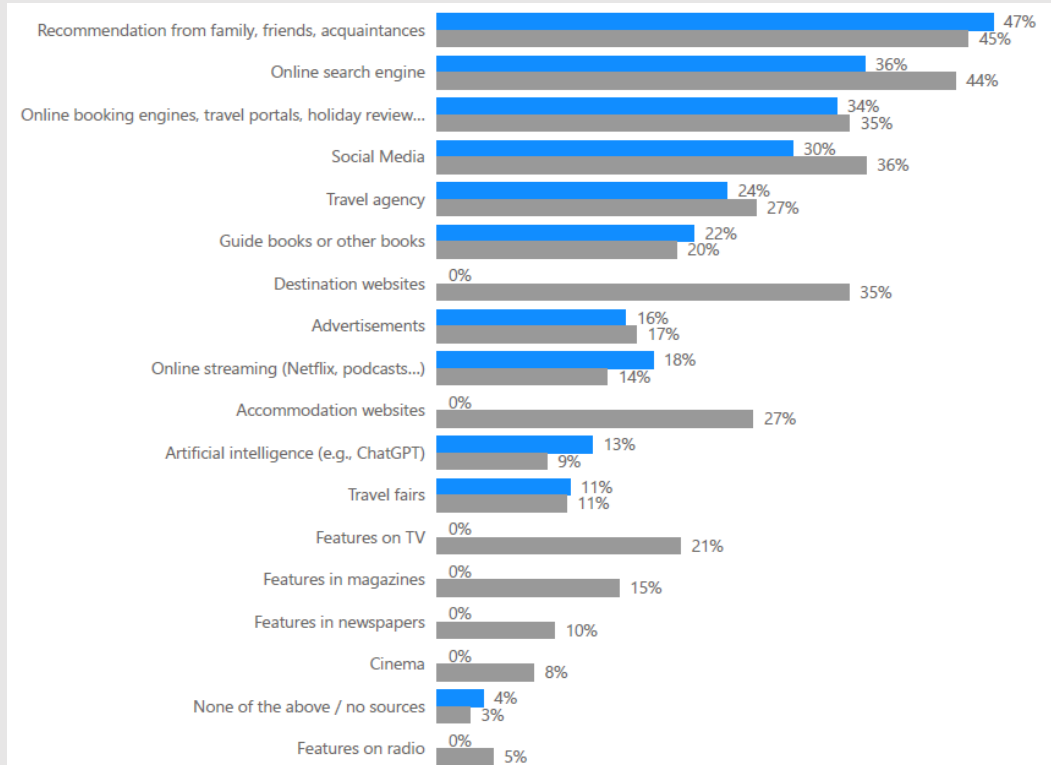
Trip organisation and preferences (1)

— 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)

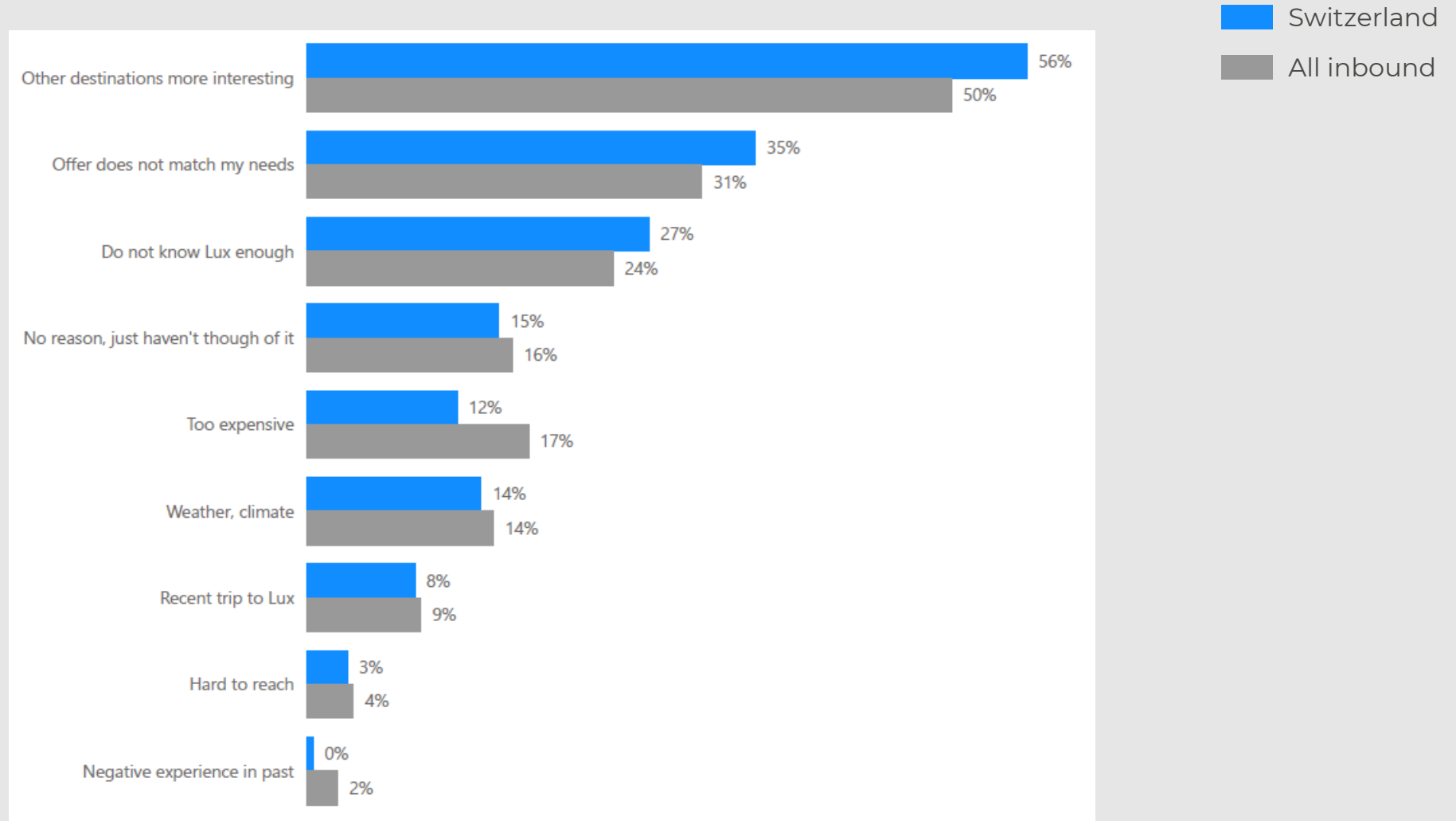


Trip organisation and preferences (2)

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



Reasons for not considering Luxembourg as a destination

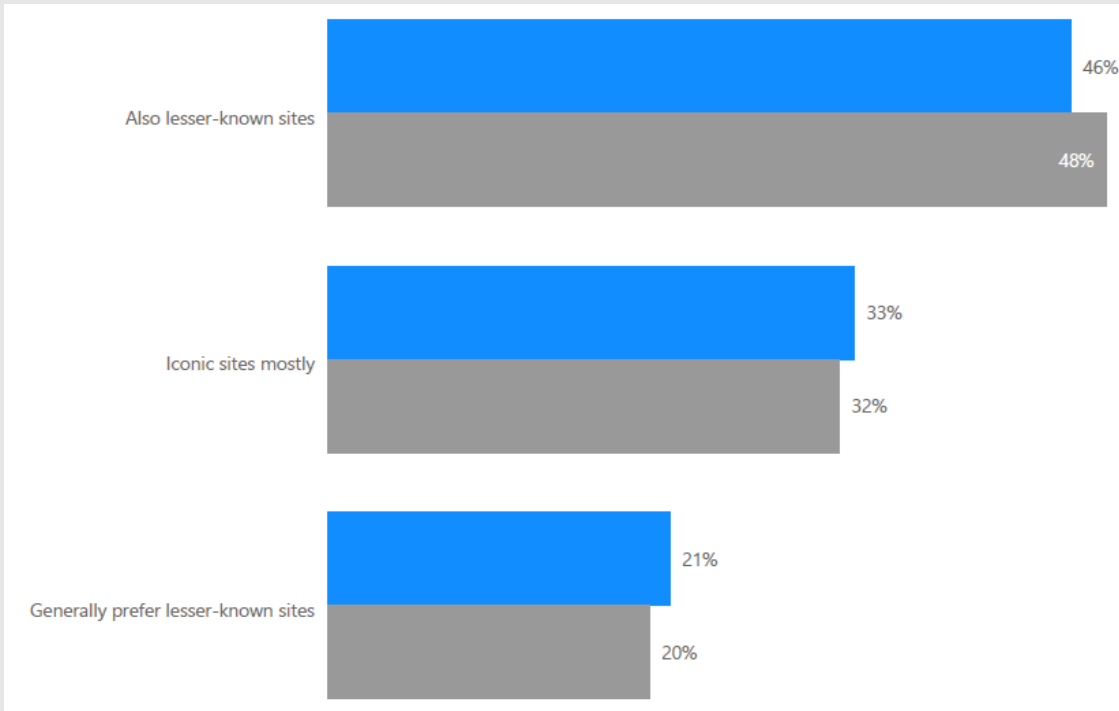


Trip organisation and preference (3)

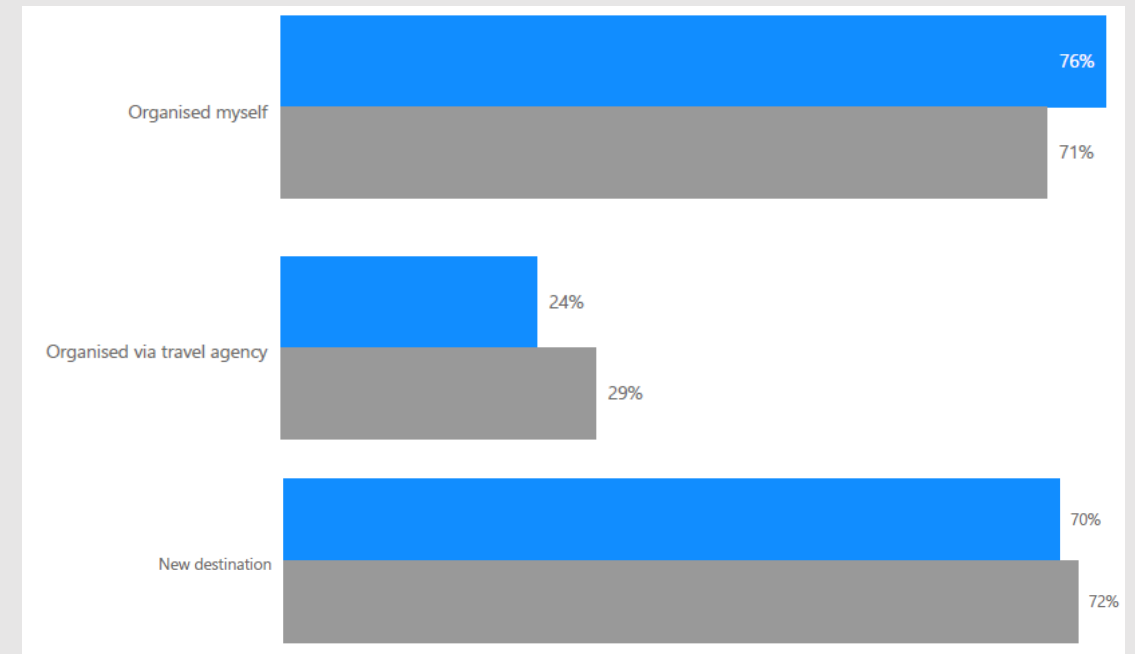
— Average **European source markets**, total vs. Switzerland



General preference for visiting iconic vs. lesser-known sites



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



Switzerland
All inbound

(*) During last outbound holiday trip .

Source: LFT Brand & Potential Study, 2024.



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