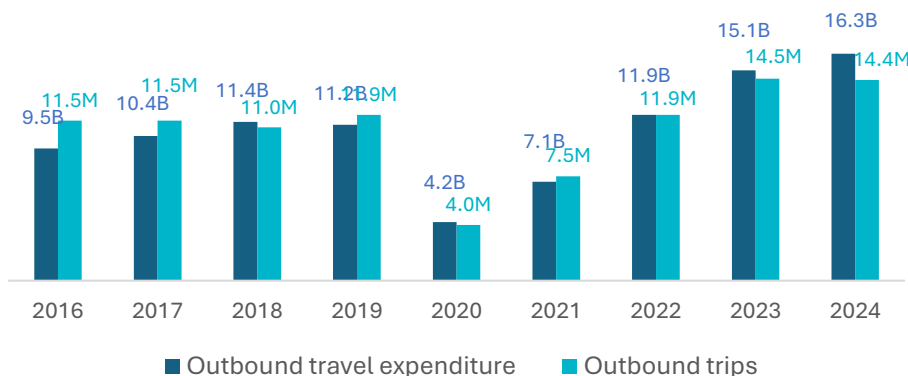




Summary Sheet, Austria, 2024



Outbound trips and travel expenditure



In 2024, Austria recorded an **8%** increase in outbound travel expenditure despite a **1%** decline in the number of outbound trips compared to 2023.

Nearly **85%** of all outbound trips were **leisure** trips and **38%** of trips had a **duration of one to three nights**.

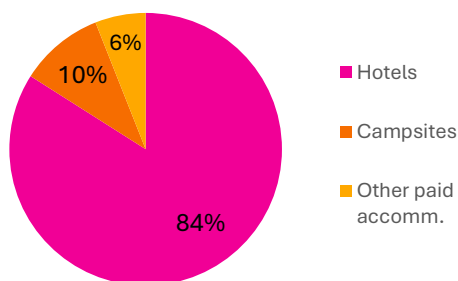
Source: Oxford Economics

Nights and arrivals in paid accommodation

Nights

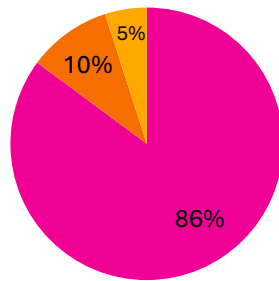
Total
12.380 nights

Per Accommodation



Arrivals

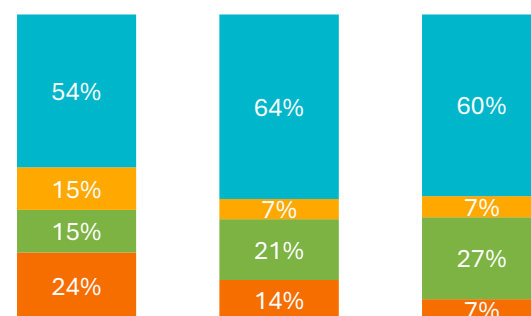
Total
6.250 arrivals



Nights in paid accommodation from Austria fell by **10%** alongside an **8%** decline in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **1.98** nights (-0.05 vs. 2023).

Purpose of visit

Traditional business MICE VFR Holiday



Comparison for 2024

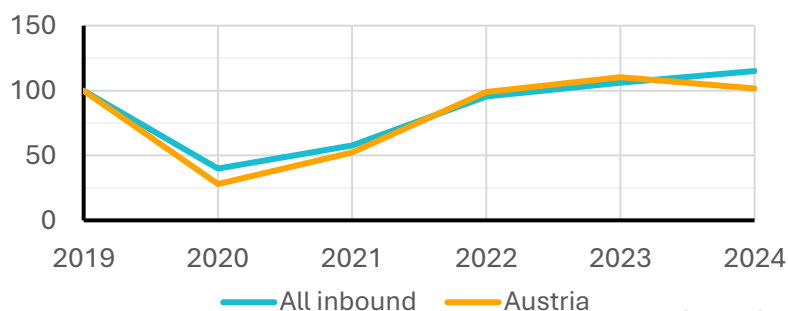
	Austria	Europe
Holiday	60%	61%
VFR	7%	15%
MICE	27%	15%
Traditional business	7%	8%

Source: World Travel Monitor/IPK International

Per Region, Top 3

Lux-City (excl. camping)	52%	Lux-City (excl. camping)	54%
Guttlund (excl. camping)	16%	Guttlund (excl. camping)	17%
South	12%	South	10%

Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statoc



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Travel expenditures

Average expenditure/pers/day
All trips to Luxembourg

Austria	All inbound
178€	189€

Source: World Travel Monitor/IPK International

Market Potential

13% of Austrians have **already visited Luxembourg in the past**, which is below the European average. Total travel intent from Austrians is comparable to the European average, given **36%** of Austrians **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Austria reaches **17%**, which translates into a **potential of around 0.8 million visitors** for this market.

Theme interest, perceived suitability of Luxembourg and brand value ratings

Theme interest		Perceived suitability of Luxembourg, Top 5	Luxembourg's Brand Value Ratings, Top 5
Top 1-5	Top 6-10		
Culinary	City	Culinary	safe
Nature	Architecture/townscapes	City	of high quality
Resting/Relaxation	Fun/entertainment	Architecture/townscapes	clean
Sightseeing	Family	Culture	welcoming, hospitable
Immersive travel	Exchanging with locals	Castles	open-minded, tolerant

Source: LFT Brand & Potential Studies 2023-2024

