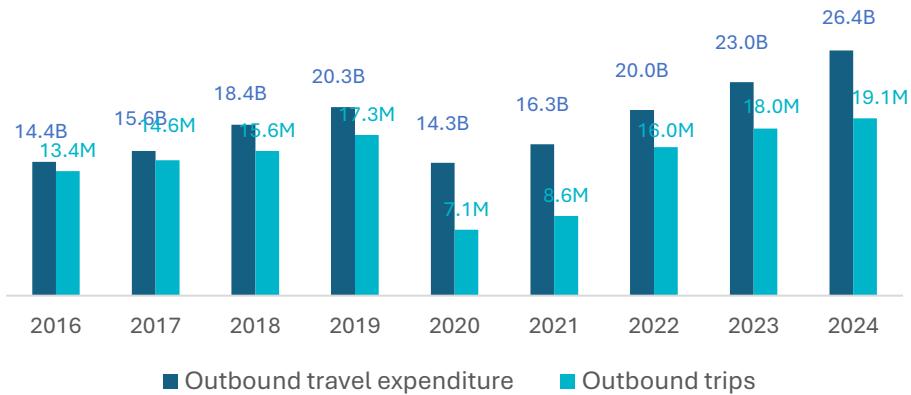




# Summary Sheet, Belgium, 2024



## Outbound trips and travel expenditure



In 2024, Belgium recorded a **15%** increase in outbound travel expenditure and a **6%** rise in the number of outbound trips compared to 2023.

Nearly **87%** of all outbound trips were **leisure** trips and **29%** of trips had a **duration of one to three nights**.

Source: Oxford Economics

## Nights and arrivals in paid accommodation

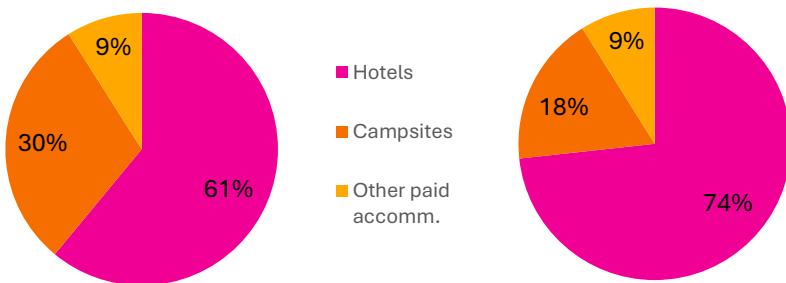
### Nights

**Total**  
507.110 nights

### Arrivals

**Total**  
242.921 arrivals

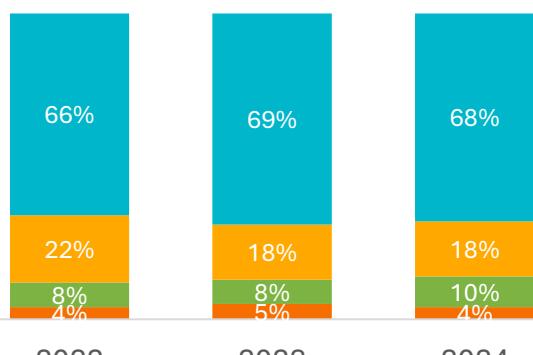
#### Per Accommodation



Nights in paid accommodation from Belgium increased by **7%**, in line with the **7%** rise in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **2.09** nights (+0.02 vs. 2023).

## Purpose of visit

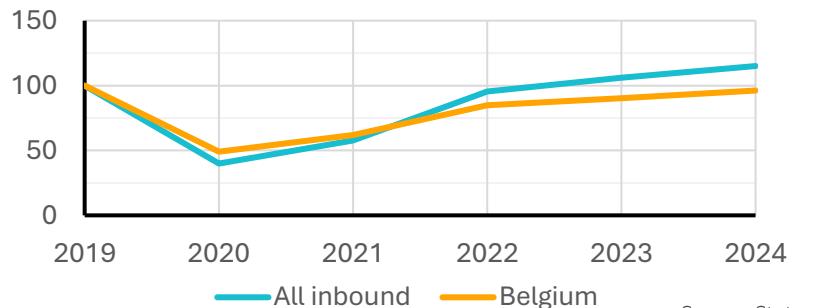
■ Traditional business ■ MICE ■ VFR ■ Holiday



#### Per Region, Top 3

Eislek	28%	Lux-City (excl. camping)	34%
Lux-City (excl. camping)	27%	Eislek	21%
MPSL	22%	MPSL	17%

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



## Comparison for 2024

### Belgium

### Europe

Holiday	68%	61%
VFR	18%	15%
MICE	10%	15%
Traditional business	4%	8%

Source: World Travel Monitor/IPK International



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# Summary Sheet, Belgium, 2024



## Travel behaviour



## About the visitors

First-time visitors		Age (average)		Average expenditure/pers/day All trips to Luxembourg <sup>1</sup>	
Belgium	All inbound	Belgium	All inbound	Belgium	All inbound
44%	63%	44.8 years	42.3 years	159€	189€

Gender		Travel party		Target segments, Top 3	
Belgium	All inbound	Belgium	All inbound	Nature-Loving Actives	Explorers
42%	46%	Spouse or partner	69%	60%	Relaxation Seekers
58%	54%	Friends	29%	29%	Source: LFT/Igres Visitor Survey
		Children under 16	11%	13%	except <sup>1</sup> : World Travel Monitor/IPK International
		Travelled alone	6%	13%	

## Market Potential

41% of Belgians have **already visited Luxembourg in the past**, which is considerably above the European average. Total travel intent from Belgians is also above average, given 46% of Belgians **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Belgium reaches 20%, which translates into a **potential of around 1.6 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				
Nature	Fun/entertainment			clean	
Resting/Relaxation	Architecture/townscapes			safe	
Culinary	Immersive travel			welcoming, hospitable	
Sightseeing	City			authentic, real	
Family	Hiking			of high quality	

Source: LFT Brand & Potential Studies 2023-2024



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