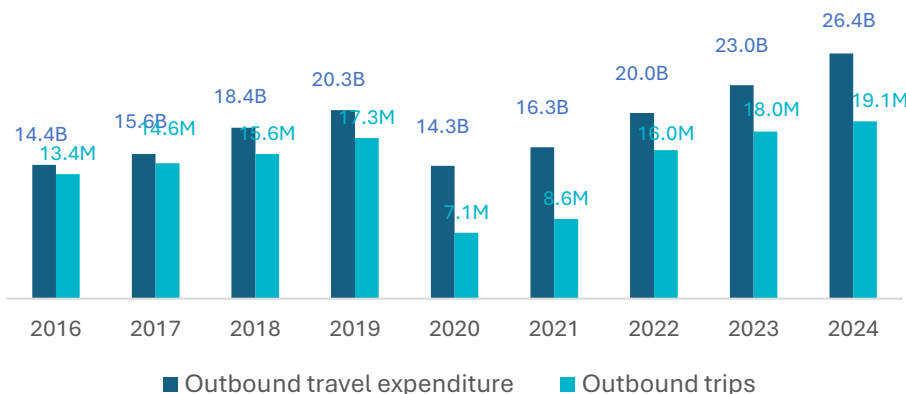




Summary Sheet, Belgium, 2024



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

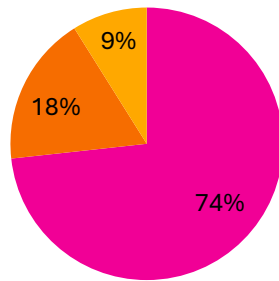
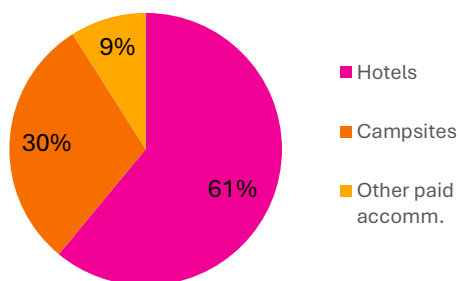
Nights

Total
507.110 nights

Arrivals

Total
242.921 arrivals

Per Accommodation

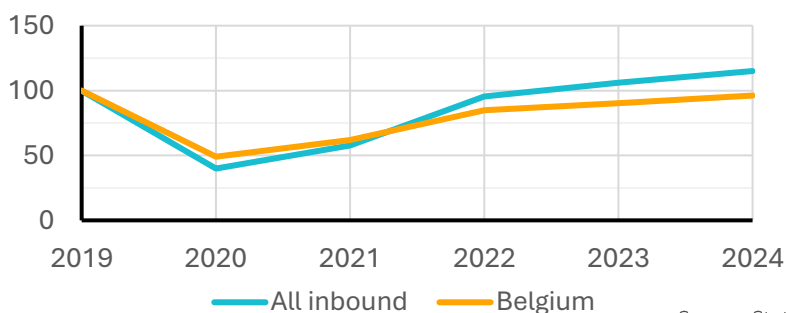


Nights in paid accommodation from Belgium increased by **7%**, in line with the **7%** rise in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **2.09** nights (+0.02 vs. 2023).

Per Region, Top 3

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

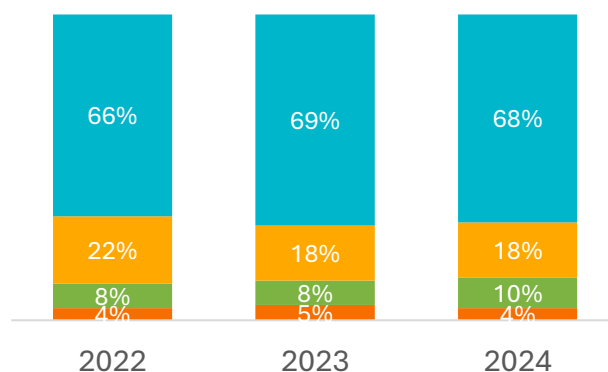
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statoc

Purpose of visit

Traditional business MICE VFR Holiday



Comparison for 2024

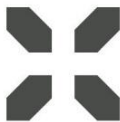
	Belgium	Europe
Holiday	68%	61%
VFR	18%	15%
MICE	10%	15%
Traditional business	4%	8%

Source: World Travel Monitor/IPK International



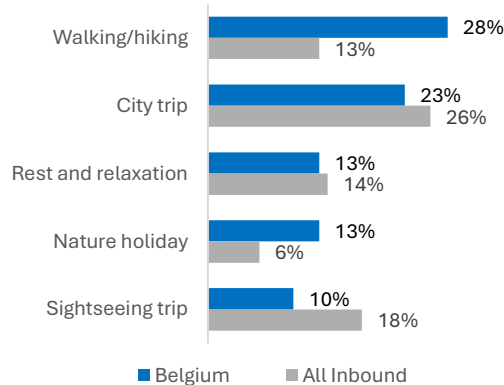


Summary Sheet, Belgium, 2024



Travel behaviour

Holiday type, Top 5



Visited places, Top 5

Other towns	70%
Lux-City	60%
Castles/Palaces	52%
Churches	50%
Museums	30%

Activities, Top 5

Observing nature	75%
Hiking	75%
Natural attractions	70%
Local flair	64%
Trying regional specialities	42%

Region of origin, Top 5

Brussels	15%
Liège	13%
Hainaut	12%
East Flanders	10%
West Flanders	10%

Source: LFT/Iires Visitor Survey

About the visitors

First-time visitors

Belgium	All inbound
44%	63%

Age (average)

Belgium	All inbound
44.8 years	42.3 years

Average expenditure/pers/day All trips to Luxembourg ¹

Belgium	All inbound
159€	189€

Gender

Belgium	All inbound
42%	46%
58%	54%

Travel party

	Belgium	All inbound
Spouse or partner	69%	60%
Friends	29%	29%
Children under 16	11%	13%
Travelled alone	6%	13%

Target segments, Top 3

Nature-Loving Actives
Explorers
Relaxation Seekers

Source: LFT/Iires Visitor Survey
except ¹: World Travel Monitor/IPK International

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

Top 1-5

Nature
Resting/Relaxation
Culinary
Sightseeing
Family

Top 6-10

Fun/entertainment
Architecture/townscapes
Immersive travel
City
Hiking

Perceived suitability of Luxembourg, Top 5

Nature
Hiking
Resting/Relaxation
Family
Castles

Luxembourg's Brand Value Ratings, Top 5

clean
safe
welcoming, hospitable
authentic, real
of high quality

Source: LFT Brand & Potential Studies 2023-2024

