

Summary Sheet, France, 2024



Outbound trips and travel expenditure



In 2024, France recorded a **7%** increase in outbound travel expenditure and a **10%** rise in the number of outbound trips compared to 2023.

Nearly **86%** of all outbound trips were **leisure** trips and **36%** of trips had a **duration of one to three nights**.

Source: Oxford Economics

Nights and arrivals in paid accommodation

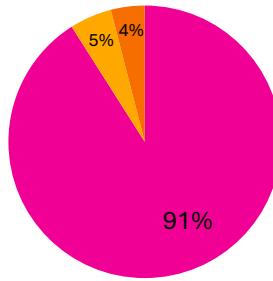
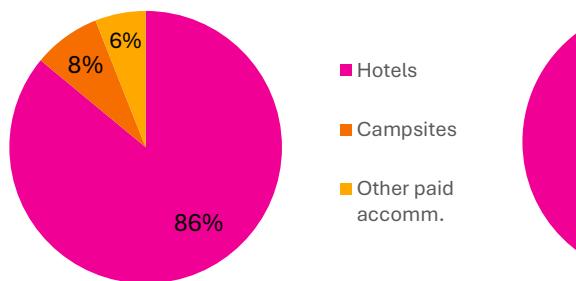
Nights

Total
305.947 nights

Arrivals

Total
179.447 arrivals

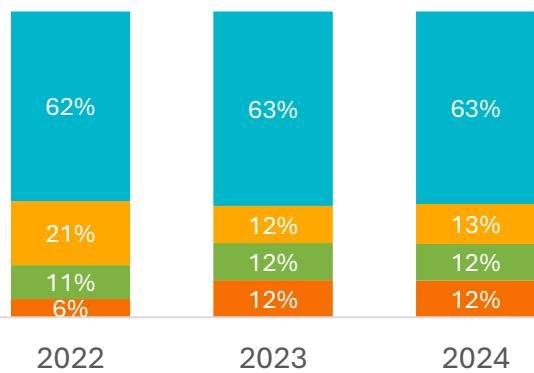
Per Accommodation



Nights in paid accommodation from France increased by **7%**, alongside a **10%** rise in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **1.7** nights (-0.09 vs. 2023).

Purpose of visit

■ Traditional business ■ MICE ■ VFR ■ Holiday



Comparison for 2024

France **Europe**

Holiday	63%	61%
VFR	13%	15%
MICE	12%	15%
Traditional business	12%	8%

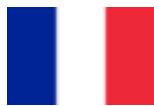
Source: World Travel Monitor/IPK International



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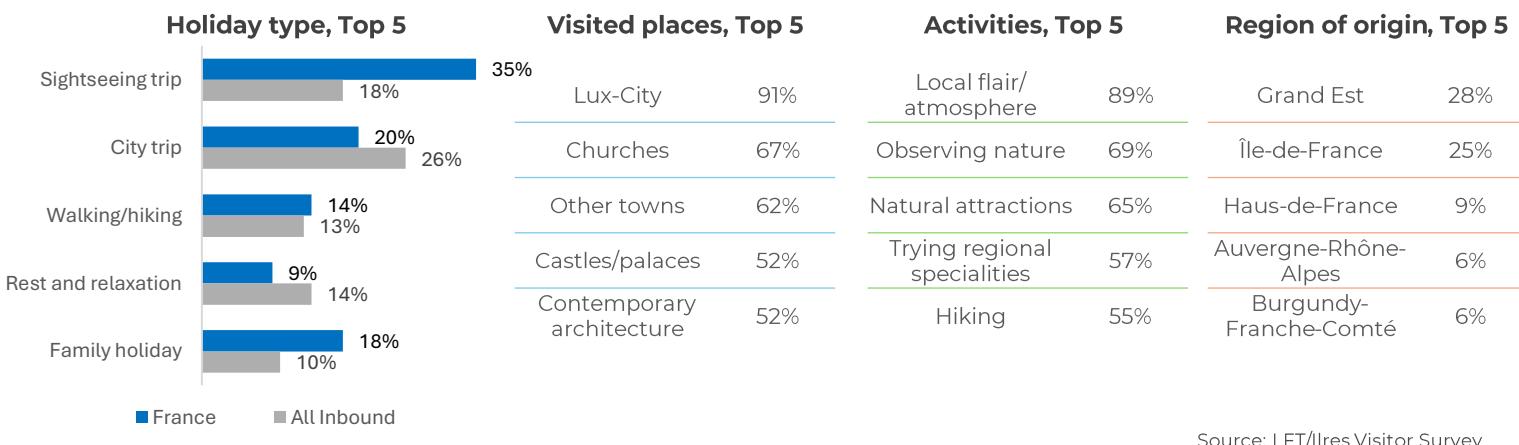
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Travel behaviour



About the visitors

First-time visitors		Age (average)		Average expenditure/pers/day All trips to Luxembourg ¹	
France	All inbound	France	All inbound	France	All inbound
53%	63%	44.1 years	42.3 years	187€	189€
Gender		Travel party		Target segments, Top 3	
France	All inbound	France	All inbound	Nature-Loving Actives	
█ 41%	46%	Spouse or partner	61%	Explorers	
█ 59%	54%	Friends	36%	Leisure Oriented	
		Children under 16	10%	Source: LFT/Ilres Visitor Survey except ¹ : World Travel Monitor/IPK International	
		Travelled alone	8%		

Market Potential

17% of French people have **already visited Luxembourg in the past**, which is slightly below the European average. Total travel intent from French people is above average, given 43% of French people **intent to visit Luxembourg** in the next three years. **The core potential** for visits from France reaches 18%, which translates into a **potential of around 4.7 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	City	Family	Clean	Safe
Culinary	Architecture/townscapes	City	Family	Clean	Safe
Sightseeing	Family	Family	Luxury	Of high quality	Open-minded, tolerant
Immersive travel	Learning/new skills	Luxury	Resting/Relaxation	Welcoming, hospitable	
Nature	Exchanging with locals	Resting/Relaxation	Architecture/townscapes		
Resting/Relaxation	Fun/entertainment	Architecture/townscapes			

Source: LFT Brand & Potential Studies 2023-2024



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