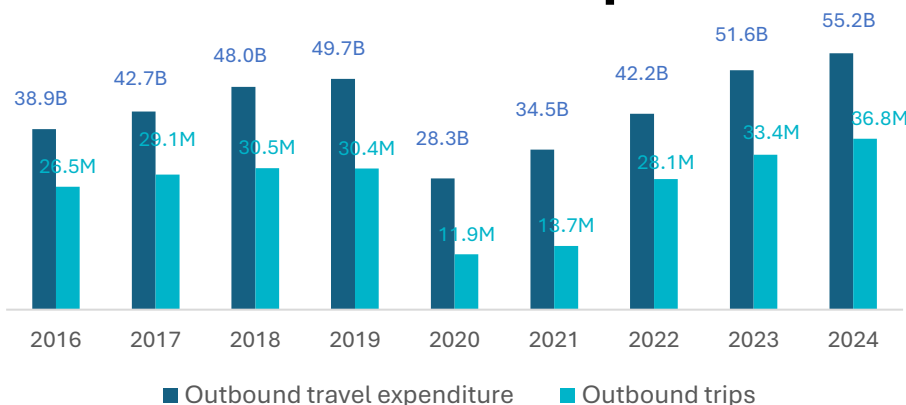




Summary Sheet, France, 2024



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

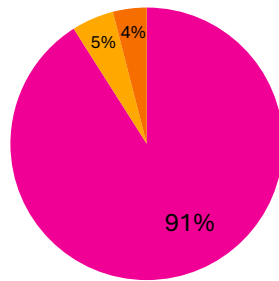
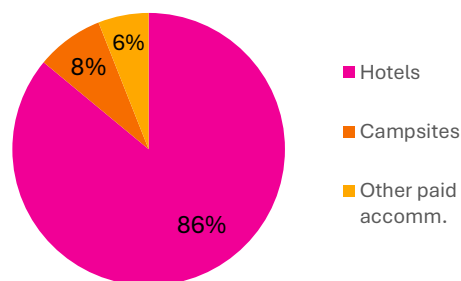
Nights

Total
305.947 nights

Arrivals

Total
179.447 arrivals

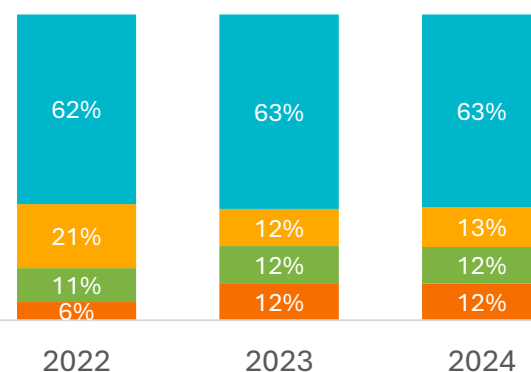
Per Accommodation



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

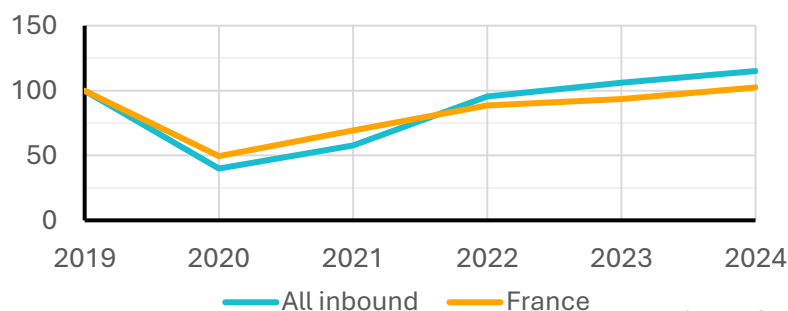
	France	Europe
Holiday	63%	61%
VFR	13%	15%
MICE	12%	15%
Traditional business	12%	8%

Source: World Travel Monitor/IPK International

Per Region, Top 3

Lux-City (excl. camping)	45%	Lux-City (excl. camping)	46%
South	19%	Guttland (excl. camping)	18%
Guttland (excl. camping)	16%	South	16%

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



Source: Statoc

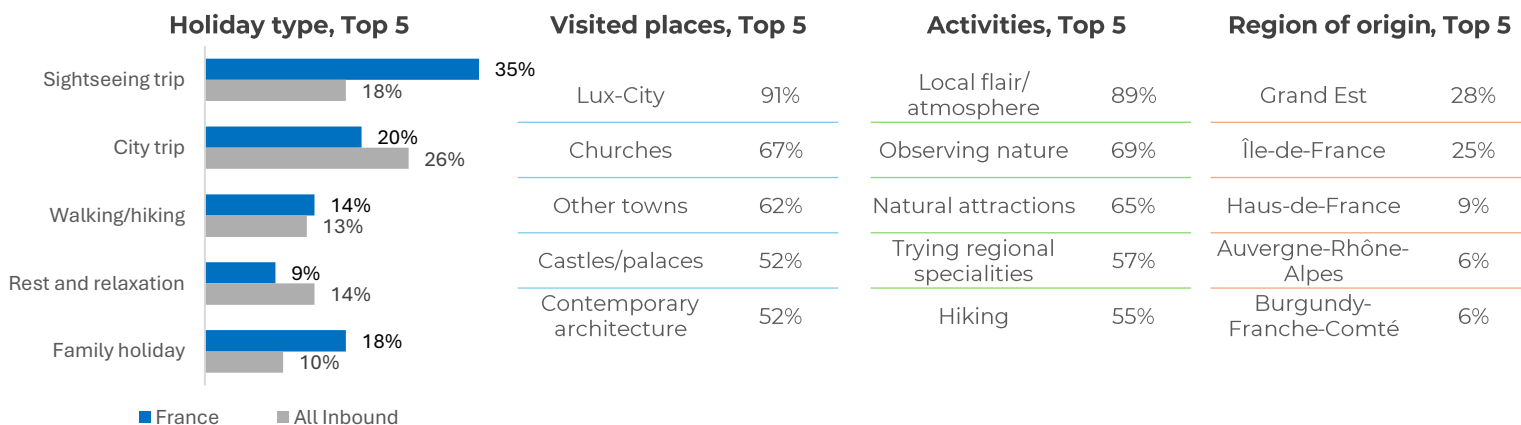




Summary Sheet, France, 2024



Travel behaviour



About the visitors

First-time visitors

France	All inbound
53%	63%

Age (average)

France	All inbound
44.1 years	42.3 years

Average expenditure/pers/day All trips to Luxembourg¹

France	All inbound
187€	189€

Gender

France	All inbound
41%	46%
59%	54%

Travel party

France	All inbound
Spouse or partner	61%
Friends	36%
Children under 16	10%
Travelled alone	8%

Target segments, Top 3

Nature-Loving Actives
Explorers
Leisure Oriented

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

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		
Culinary	Architecture/townscapes	City	clean
Sightseeing	Family	Family	safe
Immersive travel	Learning/new skills	Luxury	of high quality
Nature	Exchanging with locals	Resting/Relaxation	open-minded, tolerant
Resting/Relaxation	Fun/entertainment	Architecture/townscapes	welcoming, hospitable

Source: LFT Brand & Potential Studies 2023-2024

