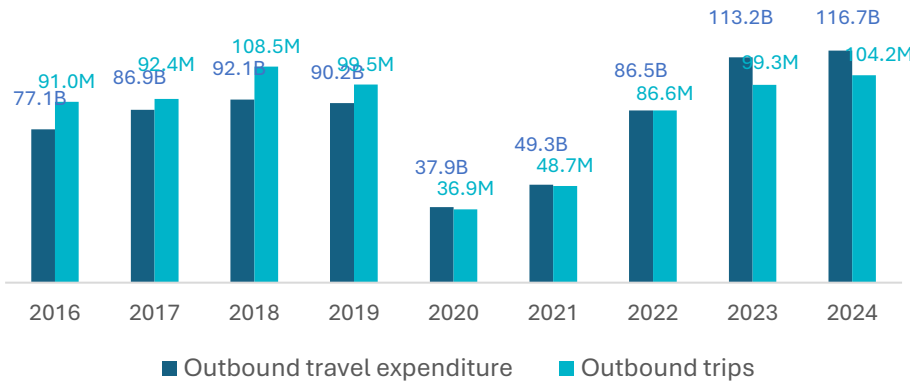




Summary Sheet, Germany, 2024



Outbound trips and travel expenditure



In 2024, Germany recorded a **3%** increase in outbound travel expenditure and a **5%** rise in the number of outbound trips compared to 2023.

Nearly **83%** of all outbound trips were **leisure** trips and **22%** of trips had a **duration of one to three nights**.

Source: Oxford Economics

Nights and arrivals in paid accommodation

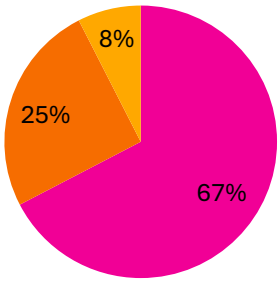
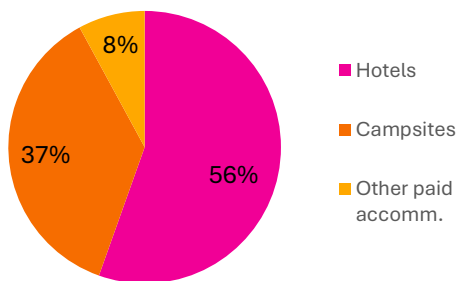
Nights

Total
517.875 nights

Arrivals

Total
238.235 arrivals

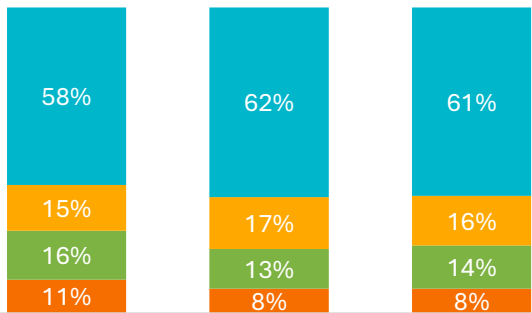
Per Accommodation



Nights in paid accommodation from Germany have decline by **1%** whereas inbound arrivals have risen by **3%** when compared to 2023. The **average length of stay** in 2024 is **2.17** nights (-0.08 vs. 2023).

Purpose of visit

Traditional business MICE VFR Holiday



2022 2023 2024

Comparison for 2024

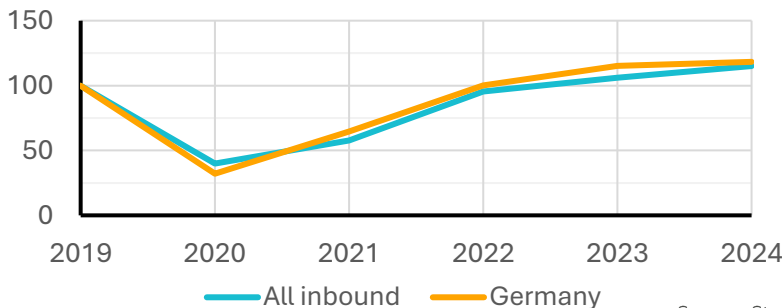
	Germany	Europe
Holiday	61%	61%
VFR	16%	15%
MICE	14%	15%
Traditional business	8%	8%

Source: World Travel Monitor/IPK International

Per Region, Top 3

Lux-City (excl. camping)	29%	Lux-City (excl. camping)	37%
MPSL	22%	MPSL	14%
Eislek	17%	Eislek	14%

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



Source: Statoc





Summary Sheet, Germany, 2024



Travel behaviour

Holiday type, Top 5



Visited places, Top 5

Lux-City	88%
Other towns	68%
Castles/Palaces	65%
Churches	60%
Contemporary architecture	43%

Activities, Top 5

Local flair/atmosphere	92%
Natural attractions	65%
Observing nature	62%
Trying regional specialities	56%
Hiking	54%

Region of origin, Top 5

North-Rhine-Westphalia	26%
Baden-Württemberg	15%
Bavaria	12%
Hessen	11%
Rhineland-Paltinate	11%

Source: LFT/Ilres Visitor Survey

About the visitors

First-time visitors

Germany	All inbound
65%	63%

Age (average)

Germany	All inbound
43.1 years	42.3 years

Average expenditure/pers/day All trips to Luxembourg¹

Germany	All inbound
158€	189€

Gender

Germany	All inbound
51%	46%
49%	54%

Travel party

	Germany	All inbound
Spouse or partner	65%	60%
Friends	31%	29%
Children under 16	14%	13%
Travelled alone	9%	13%

Target segments, Top 3

Nature-Loving Actives
Explorers
Relaxation Seekers

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

Market Potential

18% of Germans have **already visited Luxembourg in the past**, which is comparable to the European average. Total travel intent from Germans is slightly above average, given **40%** of Germans **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Germany reaches **20%**, which translates into a **potential of around 7.7 million visitors** for this market.

Theme interest, perceived suitability of Luxembourg and brand value ratings

Theme interest

Top 1-5

Culinary
Resting/Relaxation
Nature
Immersive travel
Sightseeing

Top 6-10

Architecture/townscapes
City
Fun/entertainment
Culture
Castles

Perceived suitability of Luxembourg, Top 5

City
Culinary
Architecture/townscapes
Nature
Resting/Relaxation

Luxembourg's Brand Value Ratings, Top 5

safe
clean
welcoming, hospitable
open-minded, tolerant
of high quality

Source: LFT Brand & Potential Studies 2023-2024

