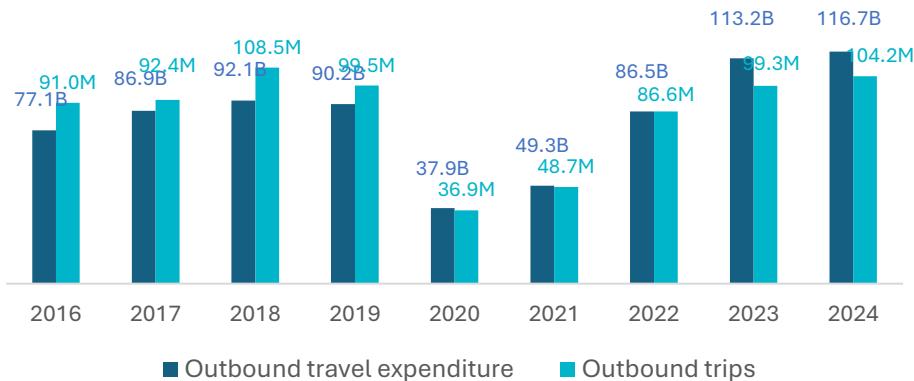




Summary Sheet, Germany, 2024



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

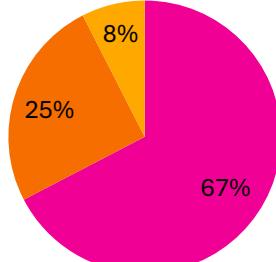
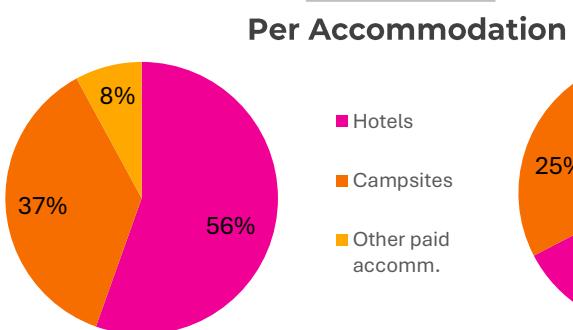
Nights and arrivals in paid accommodation

Nights

Total
517.875 nights

Arrivals

Total
238.235 arrivals



Lux-City (excl. camping)

Per Region, Top 3

29%

Lux-City (excl. camping)

37%

MPSL

22%

MPSL

14%

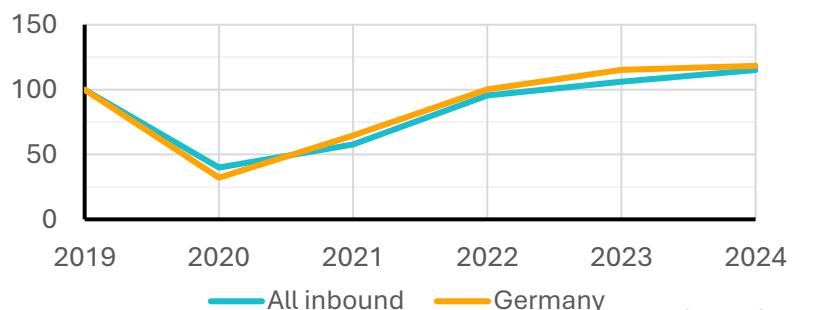
Eislek

17%

Eislek

14%

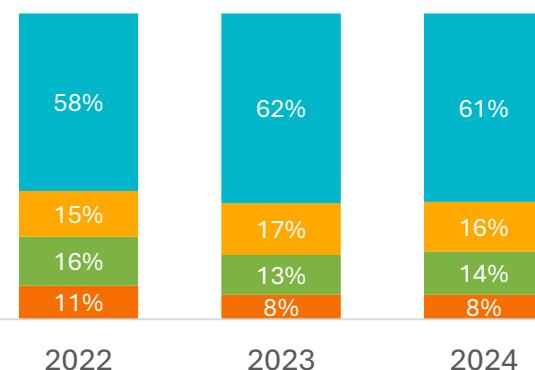
Arrivals in all paid accommodation, national
(2019 = Index 100)



Nights in paid accommodation from Germany have declined 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



Comparison for 2024

Germany **Europe**

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

Source: World Travel Monitor/IPK International



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Summary Sheet, Germany, 2024



Travel behaviour



Source: LFT/Igres 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/Igres 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		Perceived suitability of Luxembourg, Top 5		Luxembourg's Brand Value Ratings, Top 5	
Top 1-5	Top 6-10				
Culinary	Architecture/townscapes			safe	
Resting/Relaxation	City			clean	
Nature	Fun/entertainment			welcoming, hospitable	
Immersive travel	Culture			open-minded, tolerant	
Sightseeing	Castles			of high quality	

Source: LFT Brand & Potential Studies 2023-2024



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