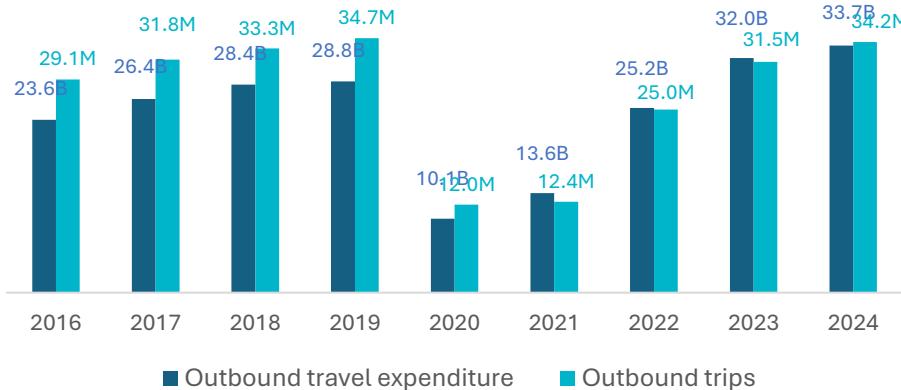




# Summary Sheet, Italy, 2024



## Outbound trips and travel expenditure



In 2024, Italy recorded a **5%** increase in outbound travel expenditure and a **9%** rise in the number of outbound trips compared to 2023.

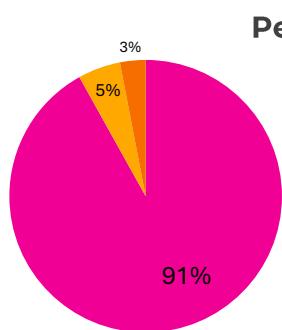
Around **88%** of all outbound trips were **leisure** trips and **24%** of trips had a **duration of one to three nights**.

Source: Oxford Economics

## Nights and arrivals in paid accommodation

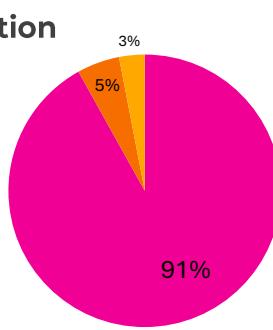
### Nights

**Total**  
59.261 nights



### Arrivals

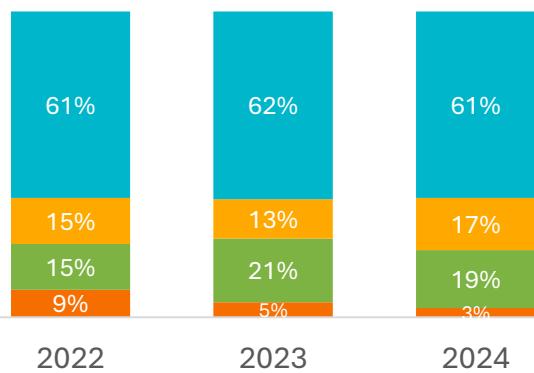
**Total**  
28.227 arrivals



Nights in paid accommodation from Italy increased by **2%**, alongside a **6%** rise in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **2.1** nights (-0.08 vs. 2023).

## Purpose of visit

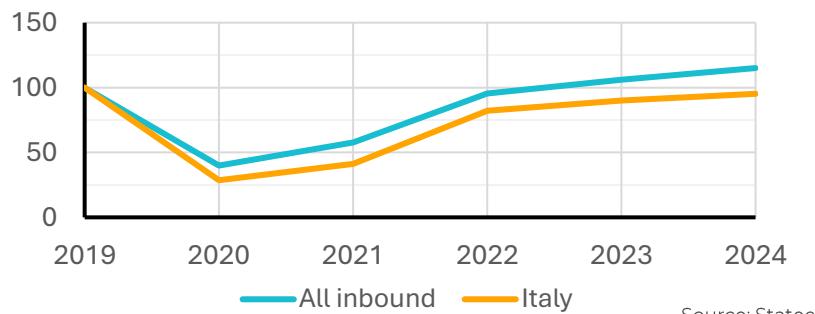
■ Traditional business ■ MICE ■ VFR ■ Holiday



### Per Region, Top 3

Lux-City (excl. camping)	64%	Lux-City (excl. camping)	63%
Guttlанд (excl. camping)	18%	Guttlанд (excl. camping)	22%
South	10%	South	9%

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



## Comparison for 2024

### Italy

### Europe

Holiday	61%	61%
VFR	17%	15%
MICE	19%	15%
Traditional business	3%	8%

Source: World Travel Monitor/IPK International



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# Summary Sheet, Italy, 2024



## Travel behaviour



## About the visitors

First-time visitors		Age (average)		Average expenditure/pers/day All trips to Luxembourg <sup>1</sup>	
Italy	All inbound	Italy	All inbound	Italy	All inbound
71%	63%	40.4 years	42.3 years	175€	189€
Gender		Travel party		Target segments, Top 3	
Italy	All inbound	Italy	All inbound	Nature-Loving Actives	
52%	46%	Spouse or partner	56%	Explorers	
48%	54%	Friends	39%	Leisure Oriented	
		Children under 16	11%	Source: LFT/Ilres Visitor Survey	
		Travelled alone	11%	except <sup>1</sup> : World Travel Monitor/IPK International	

## Market Potential

16% of Italians have **already visited Luxembourg in the past**, which is below the European average. Total travel intent from Italians is slightly above average, given **39% of Italians intent to visit Luxembourg** in the next three years. **The core potential** for visits from Italy reaches **16%**, which translates into a **potential of around 4.6 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	Castles	City	Clean	Safe
Sightseeing	Architecture/townscapes	Castles	City	Clean	Safe
Culinary	City	City	Culture	of high quality	open-minded, tolerant
Nature	Castles	Culture	Nature	welcoming, hospitable	
History/Unesco	Culture	Gardens, parks			
Immersive travel	Learning/new skills				

Source: LFT Brand & Potential Study



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