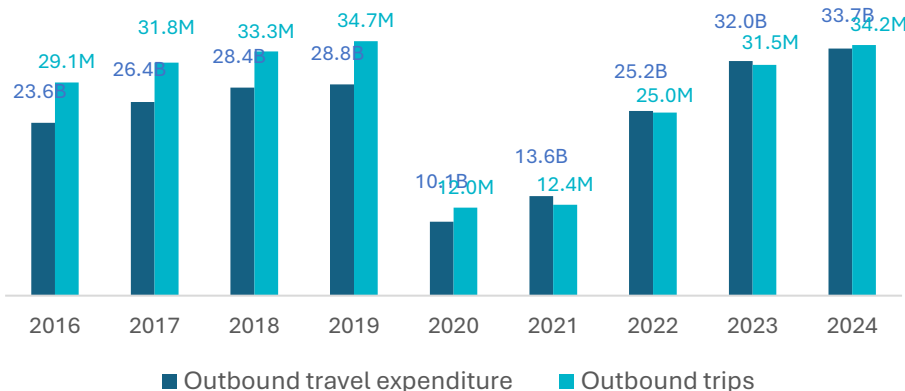




# Summary Sheet, Italy, 2024



## 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

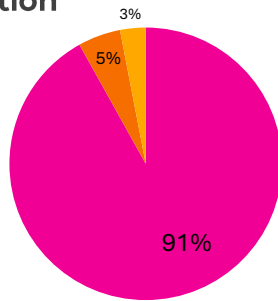
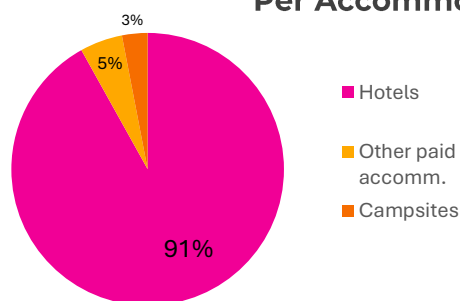
### Nights

**Total**  
**59.261 nights**

### Arrivals

**Total**  
**28.227 arrivals**

#### Per Accommodation



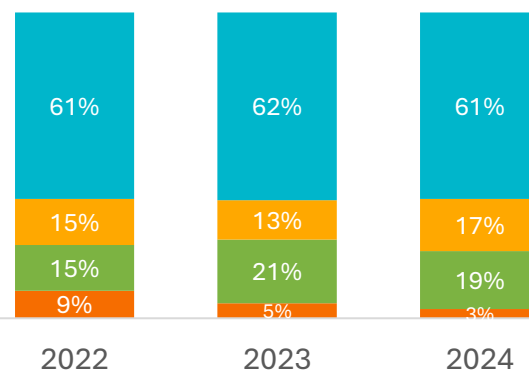
#### Per Region, Top 3

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

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

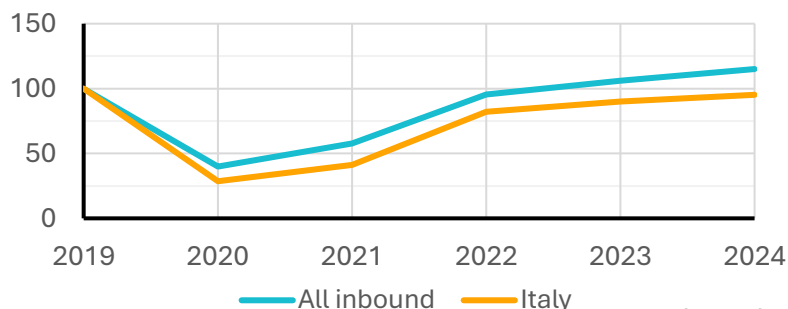


## Comparison for 2024

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

Source: World Travel Monitor/IPK International

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



Source: Statoc

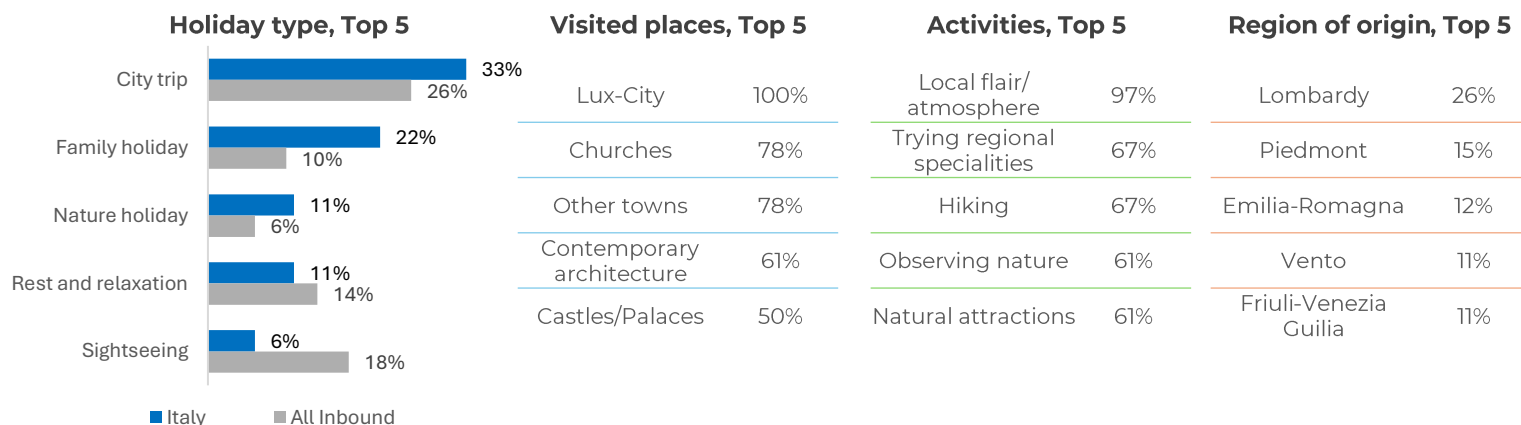




# Summary Sheet, Italy, 2024



## Travel behaviour



## About the visitors

### First-time visitors

Italy	All inbound
71%	63%

### Age (average)

Italy	All inbound
40.4 years	42.3 years

### Average expenditure/pers/day All trips to Luxembourg<sup>1</sup>

Italy	All inbound
175€	189€

### Gender

Italy	All inbound
52%	46%
48%	54%

### Travel party

	Italy	All inbound
Spouse or partner	56%	60%
Friends	39%	29%
Children under 16	11%	13%
Travelled alone	11%	13%

### Target segments, Top 3

Nature-Loving Actives
Explorers
Leisure Oriented

Source: LFT/Iires Visitor Survey  
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		
Sightseeing	Architecture/townscapes	Castles	clean
Culinary	City	City	safe
Nature	Castles	Culture	of high quality
History/Unesco	Culture	Nature	open-minded, tolerant
Immersive travel	Learning/new skills	Gardens, parks	welcoming, hospitable

Source: LFT Brand & Potential Study

