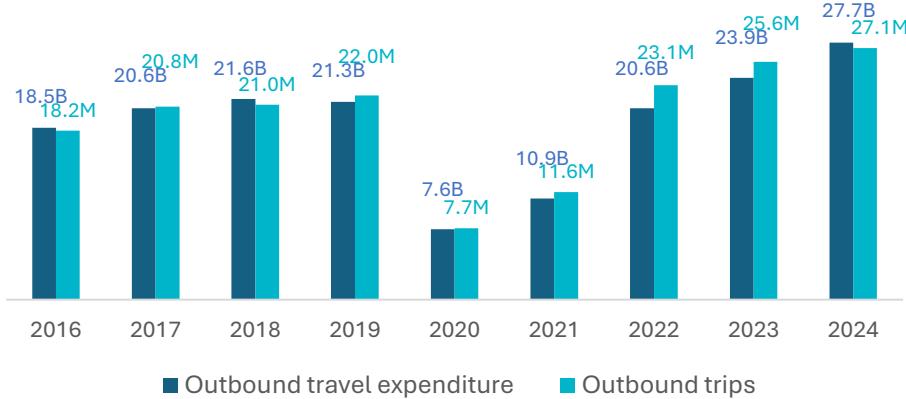


# Summary Sheet, Netherlands, 2024



## Outbound trips and travel expenditure



In 2024, the Netherlands recorded a **16%** increase in outbound travel expenditure and a **6%** rise in the number of outbound trips compared to 2023.

Nearly **84%** of all outbound trips were **leisure** trips and **27%** of trips had a **duration of one to three nights**.

Source: Oxford Economics

## Nights and arrivals in paid accommodation

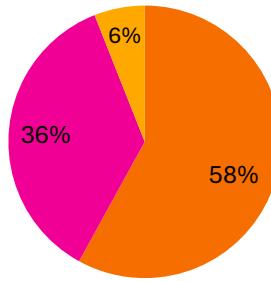
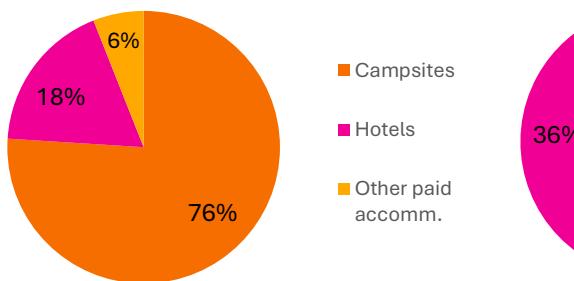
### Nights

**Total**  
**1.100.418 nights**

### Arrivals

**Total**  
**314.180 arrivals**

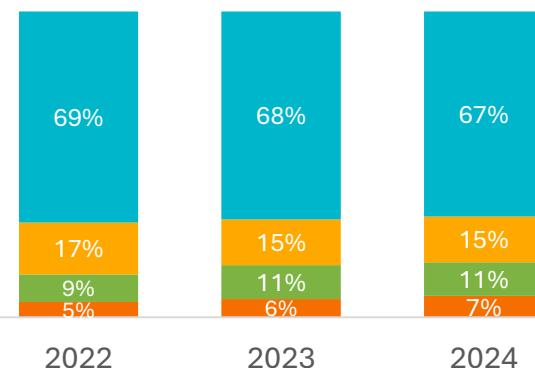
#### Per Accommodation



Nights in paid accommodation from the Netherlands increased by **11%**, alongside a **16%** rise in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **3.5** nights (-0.14 vs. 2023).

## Purpose of visit

Traditional business   MICE   VFR   Holiday



## Comparison for 2024

**Netherlands   Europe**

Holiday	67%	61%
VFR	15%	15%
MICE	11%	15%
Traditional business	7%	8%

Source: World Travel Monitor/IPK International

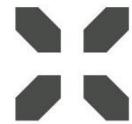


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# Summary Sheet, Netherlands, 2024



## Travel behaviour



Source: LFT/Igres Visitor Survey

## About the visitors

### First-time visitors

Netherlands	All inbound
50%	63%

### Age (average)

Netherlands	All inbound
45.0 years	42.3 years

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

Netherlands	All inbound
157€	189€

### Gender

Netherlands	All inbound
51%	46%
49%	54%

### Travel party

	Netherlands	All inbound
Spouse or partner	65%	60%
Children under 16	21%	13%
Friends	19%	29%
Travelled alone	7%	13%

### Target segments, Top 3

- Nature-Loving
- Actives
- Explorers
- Leisure Oriented

Source: LFT/Igres Visitor Survey  
except <sup>1</sup>: World Travel Monitor/IPK International

## Market Potential

41% of Dutch people have **already visited Luxembourg in the past**, which is significantly above the European average. Total travel intent from Dutch people is slightly below the average, given 35% of Dutch people **intent to visit Luxembourg** in the next three years. The **core potential** for visits from Netherlands reaches 17%, which translates into a **potential of around 1.8 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				
Resting/Relaxation	City		Nature		safe
Nature	Fun/entertainment		Hiking		clean
Culinary	Family		Resting/Relaxation		welcoming, hospitable
Sightseeing	Hiking		Family		authentic, real
Architecture/townscapes	Immersive travel		Castles		of high quality

Source: LFT Brand & Potential Studies 2023-2024



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