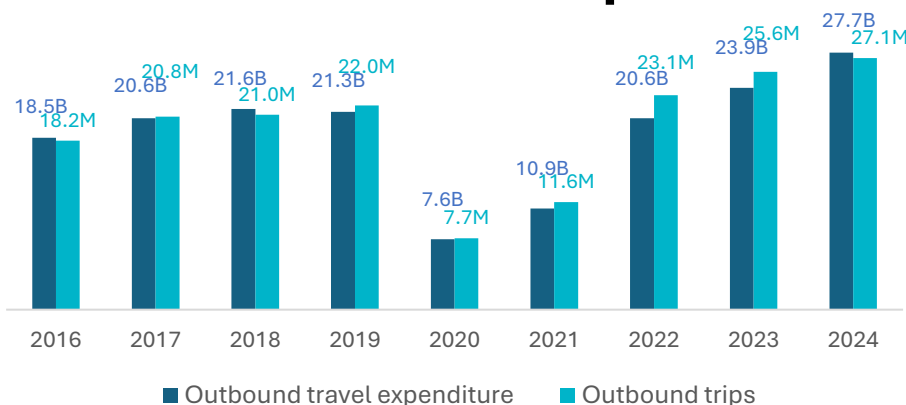




Summary Sheet, Netherlands, 2024



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

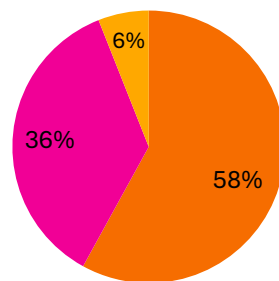
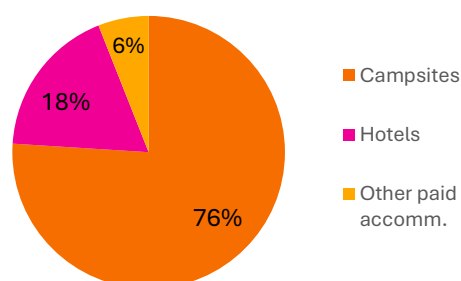
Nights

Total
1.100.418 nights

Arrivals

Total
314.180 arrivals

Per Accommodation

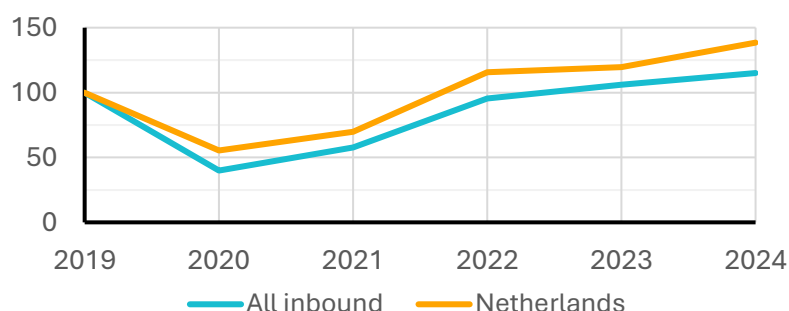


Nights in paid accommodation from the Netherlands increased by **11%**, alongside a **16%** rise in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **3.5** nights (-0.14 vs. 2023).

Per Region, Top 3

MPSL	46%	Eislek	31%
Eislek	34%	MPSL	30%
Lux-City (excl. camping)	9%	Lux-City (excl. camping)	18%

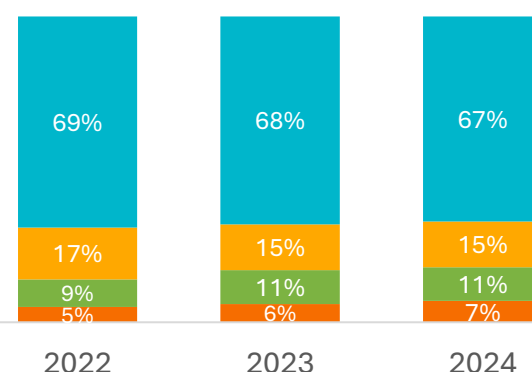
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statoc

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



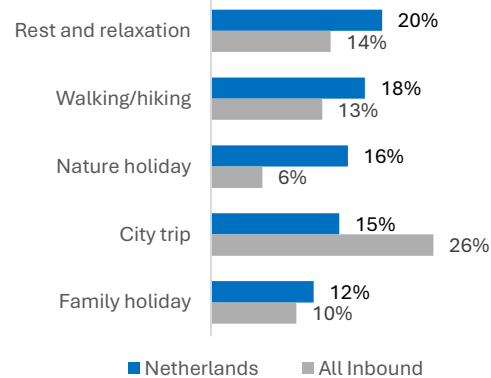


Summary Sheet, Netherlands, 2024



Travel behaviour

Holiday type, Top 5



Visited places, Top 5

Lux-City	80%
Other towns	79%
Castles/Palaces	77%
Churches	73%
Museums	41%

Activities, Top 5

Observing nature	80%
Natural attractions	78%
Local flair/ atmosphere	71%
Shopping	44%
Trying regional specialities	38%

Region of origin, Top 5

South Holland	21%
North Brabant	20%
North Holland	17%
Gelderland	9%
Utrecht	9%

Source: LFT/Iires 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 ¹

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/Iires Visitor Survey
except ¹: 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

Top 1-5

Resting/Relaxation
Nature
Culinary
Sightseeing
Architecture/townscapes

Top 6-10

City
Fun/entertainment
Family
Hiking
Immersive travel

Perceived suitability of Luxembourg, Top 5

Nature
Hiking
Resting/Relaxation
Family
Castles

Luxembourg's Brand Value Ratings, Top 5

safe
clean
welcoming, hospitable
authentic, real
of high quality

Source: LFT Brand & Potential Studies 2023-2024

