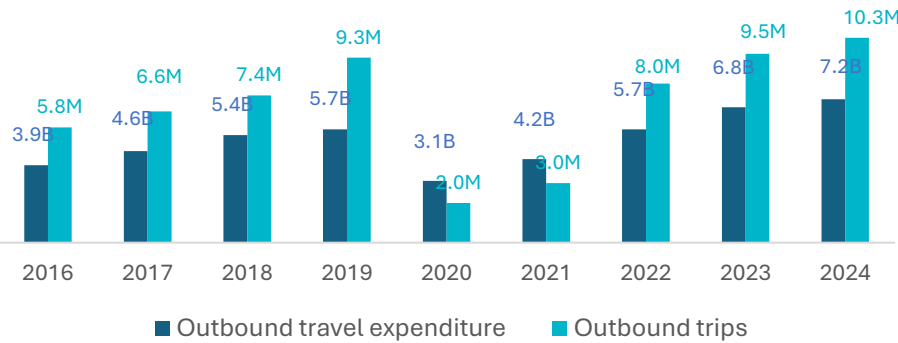




Summary Sheet, Portugal, 2024



Outbound trips and travel expenditure



In 2024, Portugal recorded an **8%** increase in outbound travel expenditure and a **6%** rise in the number of outbound trips compared to 2023.

Around **83%** of all outbound trips were **leisure** trips and **30%** of trips had a **duration of one to three nights**.

Source: Oxford Economics

Nights and arrivals in paid accommodation

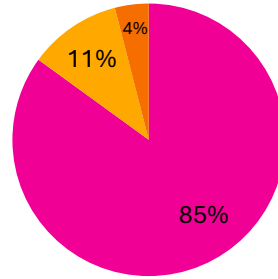
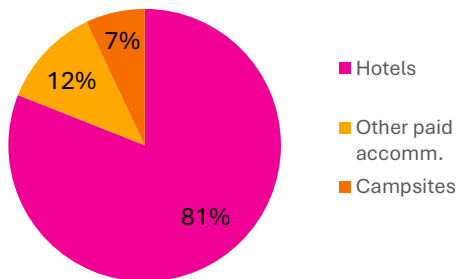
Nights

Total
38.647 nights

Arrivals

Total
17.911 arrivals

Per Accommodation



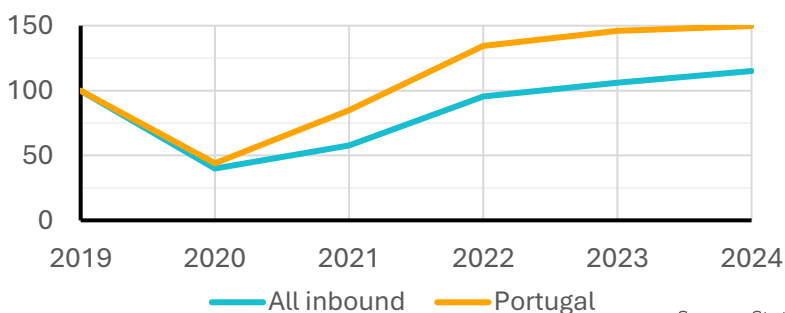
Nights in paid accommodation from Portugal have decline by **1%** whereas inbound arrivals have risen by **2%** when compared to 2023. The **average length of stay** in 2024 is **2.16** nights (-0.06 vs. 2023).

Per Region, Top 3

Lux-City (excl. camping)	48%
Guttlund (excl. camping)	23%
South	20%

Lux-City (excl. camping)	50%
Guttlund (excl. camping)	26%
South	16%

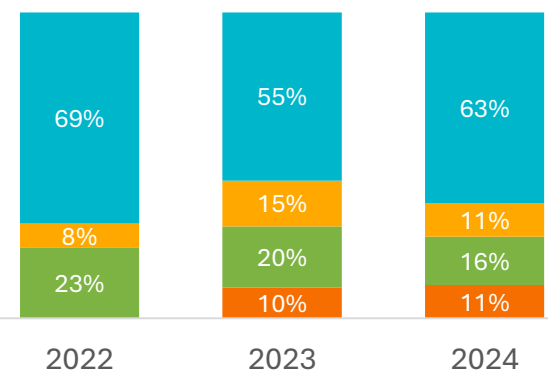
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statoc

Purpose of visit

Traditional business MICE VFR Holiday



Comparison for 2024

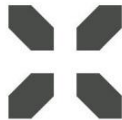
	Portugal	Europe
Holiday	63%	61%
VFR	11%	15%
MICE	16%	15%
Traditional business	11%	8%

Source: World Travel Monitor/IPK International

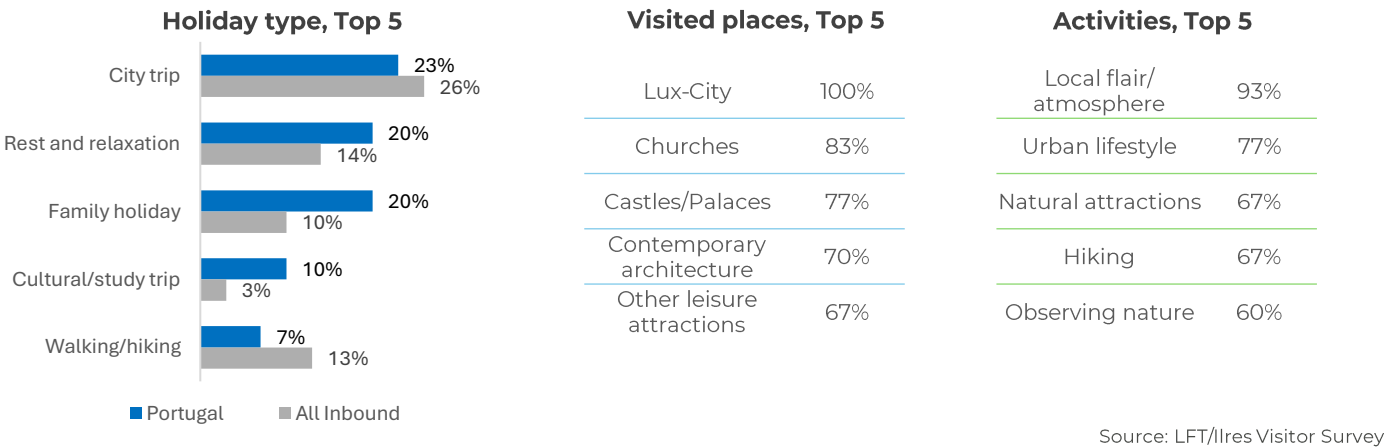




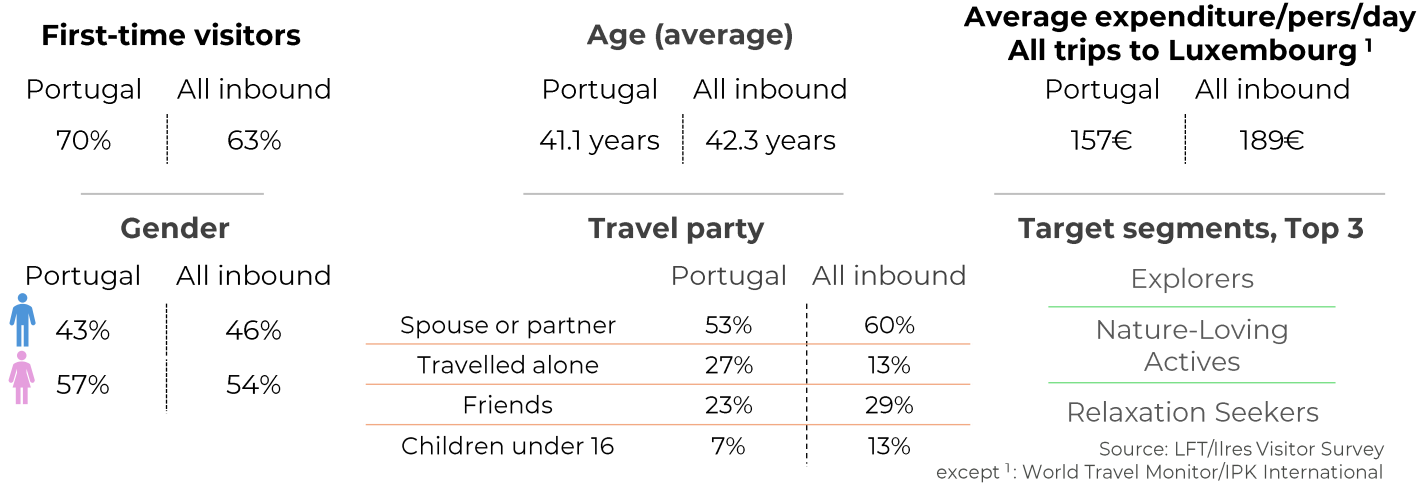
Summary Sheet, Portugal, 2024



Travel behaviour



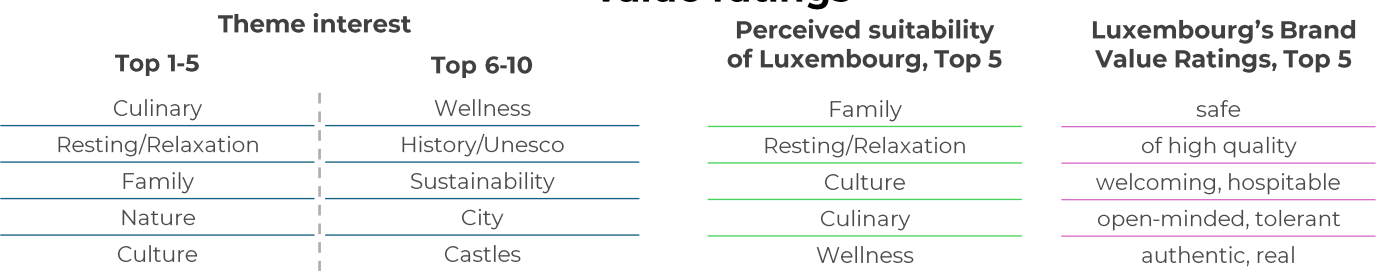
About the visitors



Market Potential

8% of Portuguese people have **already visited Luxembourg in the past**, which is notably below the European average. Total travel intent from Portuguese people is above average, given **41%** of Portuguese people **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Portugal reaches **22%**, which translates into a **potential of around 1.2 million visitors** for this market.

Theme interest, perceived suitability of Luxembourg and brand value ratings



Source: LFT Brand & Potential Studies 2023-2024

