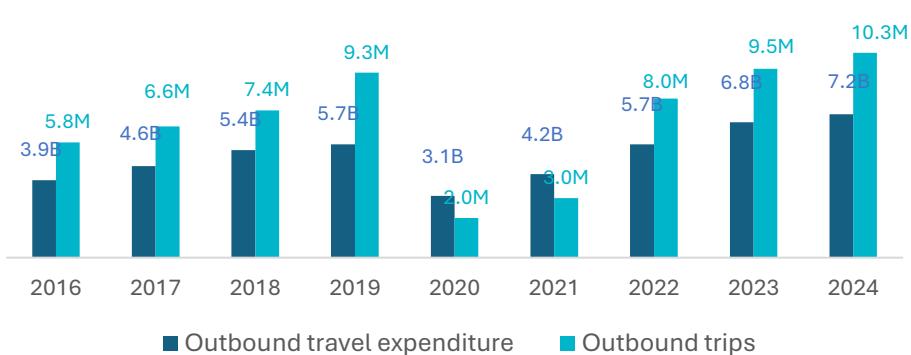




Summary Sheet, Portugal, 2024



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.

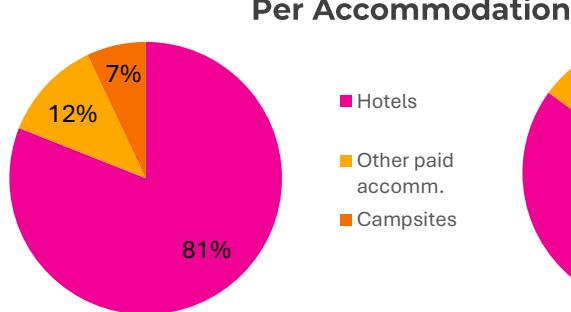
Around **83%** of all outbound trips were **leisure** trips and **30%** of trips had a **duration of one to three nights**.

Source: Oxford Economics

Nights and arrivals in paid accommodation

Nights

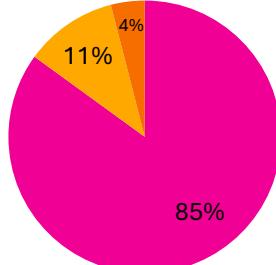
Total
38.647 nights



Arrivals

Total
17.911 arrivals

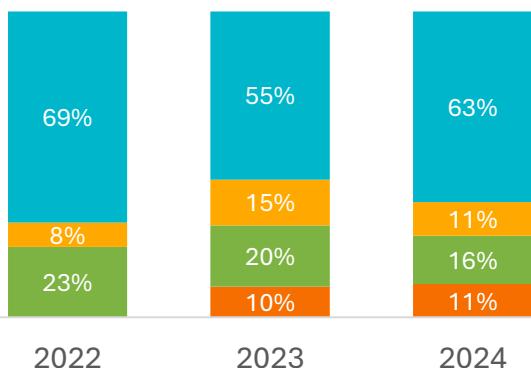
Per Accommodation



Nights in paid accommodation from Portugal have declined 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).

Purpose of visit

■ Traditional business ■ MICE ■ VFR ■ Holiday



Comparison for 2024

Portugal **Europe**

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

Source: World Travel Monitor/IPK International



Luxembourg for Tourism GIE · 6, rue Antoine de Saint-Exupéry, L-1432 Luxembourg · BP 1001, L-1010 Luxembourg

(+352) 42 82 821 · info@visitluxembourg.com · www.visitluxembourg.com

[VisitLuxembourg](#) [visit_luxembourg](#) [@luxembourginfo](#)



Summary Sheet, Portugal, 2024



Travel behaviour



Source: LFT/Igres Visitor Survey

About the visitors

First-time visitors		Age (average)		Average expenditure/pers/day All trips to Luxembourg ¹	
Portugal	All inbound	Portugal	All inbound	Portugal	All inbound
70%	63%	41.1 years	42.3 years	157€	189€
Gender		Travel party		Target segments, Top 3	
Portugal	All inbound	Portugal	All inbound	Explorers	
43%	46%	Spouse or partner	53%	Nature-Loving Actives	
57%	54%	Travelled alone	27%	Relaxation Seekers	
		Friends	23%	Source: LFT/Igres Visitor Survey except ¹ : World Travel Monitor/IPK International	
		Children under 16	7%		

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

Theme interest		Perceived suitability of Luxembourg, Top 5		Luxembourg's Brand Value Ratings, Top 5	
Top 1-5	Top 6-10	Family	Resting/Relaxation	safe	
Culinary	Wellness			of high quality	
Resting/Relaxation	History/Unesco			welcoming, hospitable	
Family	Sustainability			open-minded, tolerant	
Nature	City			authentic, real	
Culture	Castles				

Source: LFT Brand & Potential Studies 2023-2024



Luxembourg for Tourism GIE · 6, rue Antoine de Saint-Exupéry, L-1432 Luxembourg · BP 1001, L-1010 Luxembourg

(+352) 42 82 821 · info@visitluxembourg.com · www.visitluxembourg.com

[VisitLuxembourg](https://www.visitluxembourg.com) [visit_luxembourg](https://www.visit_luxembourg.com) [@luxembourginfo](https://www.luxembourginfo.com)