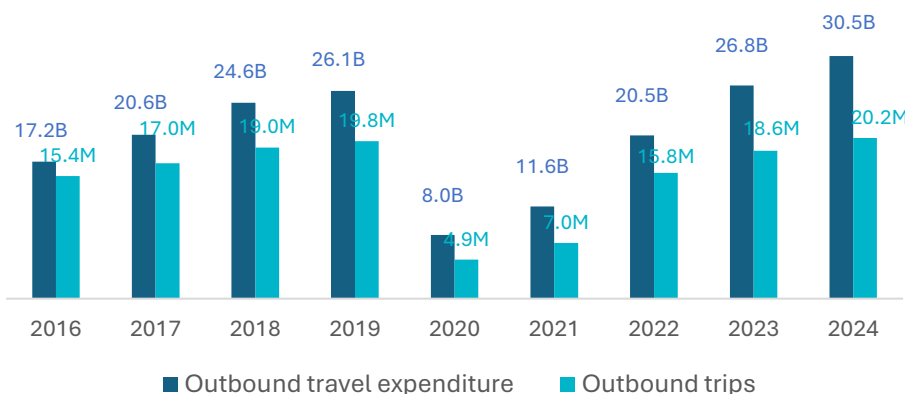




Summary Sheet, Spain, 2024



Outbound trips and travel expenditure



In 2024, Spain recorded a **14%** 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 **34%** of trips had a **duration of one to three nights**.

Source: Oxford Economics

Nights and arrivals in paid accommodation

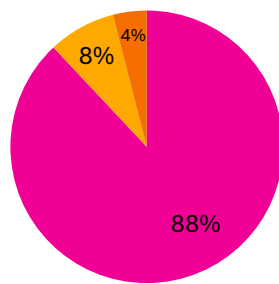
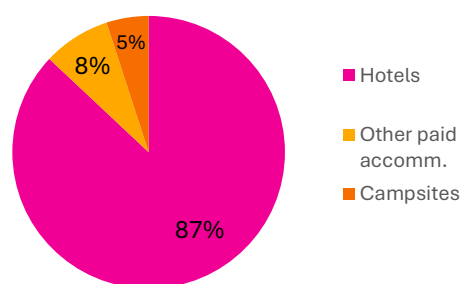
Nights

Total
55.346 nights

Arrivals

Total
26.971 arrivals

Per Accommodation

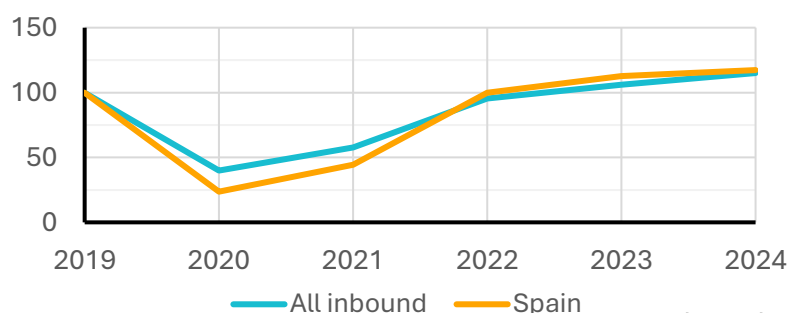


Nights in paid accommodation from Spain increased by **7%**, alongside a **4%** rise in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **2.05** nights (+0.05 vs. 2023).

Per Region, Top 3

Lux-City (excl. camping)	63%	Lux-City (excl. camping)	62%
Gutland (excl. camping)	17%	Gutland (excl. camping)	20%
South	12%	South	12%

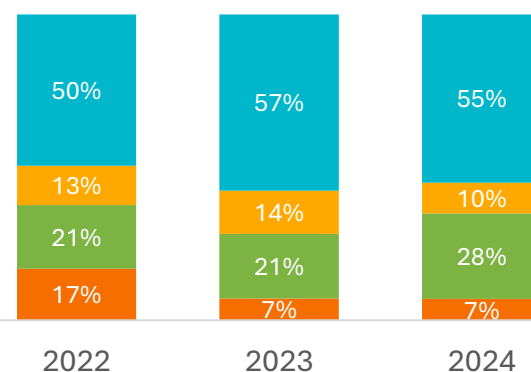
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statoc

Purpose of visit

Traditional business MICE VFR Holiday



Comparison for 2024

	Spain	Europe
Holiday	55%	61%
VFR	10%	15%
MICE	28%	15%
Traditional business	7%	8%

Source: World Travel Monitor/IPK International

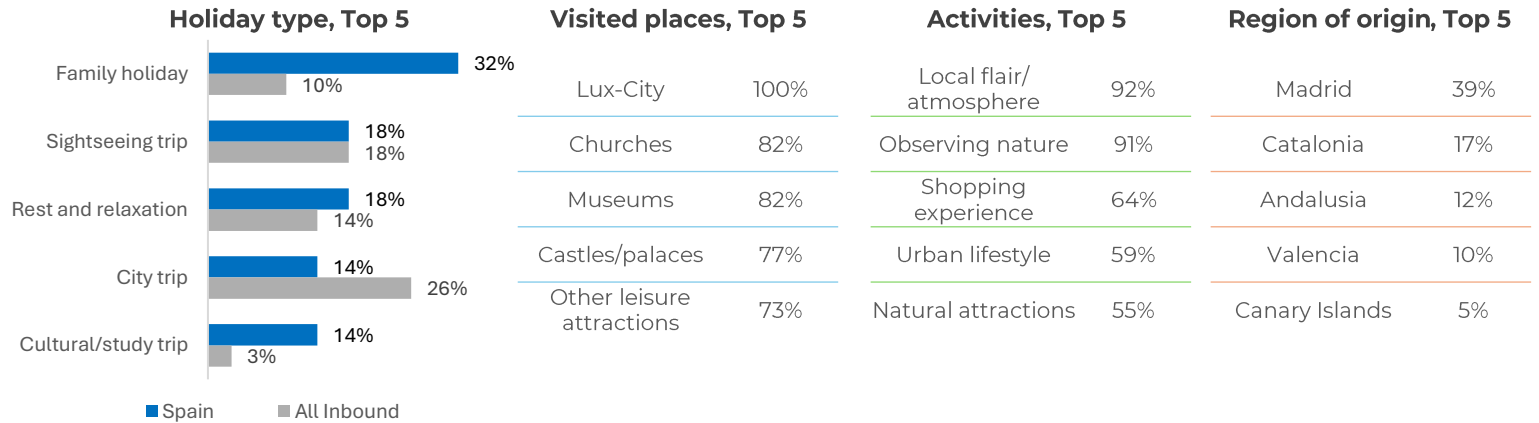




Summary Sheet, Spain, 2024



Travel behaviour



About the visitors

First-time visitors

Spain	All inbound
83%	63%

Age (average)

Spain	All inbound
37.2 years	42.3 years

Average expenditure/pers/day All trips to Luxembourg¹

Spain	All inbound
172€	189€

Gender

Spain	All inbound
39%	46%
61%	54%

Travel party

	Spain	All inbound
Spouse or partner	45%	60%
Friends	32%	29%
Children under 16	18%	13%
Travelled alone	14%	13%

Target segments, Top 3

Explorers
Nature-Loving Actives
Leisure Oriented

Source: LFT/Iires Visitor Survey
except ¹: World Travel Monitor/IPK International

Market Potential

18% of Spanish people have **already visited Luxembourg in the past**, which is comparable to the European average. Total travel intent from Spanish people is above average, given **42%** of Spanish people **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Spain reaches **21%**, which translates into a **potential of around 5.0 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		
Culinary	Resting/Relaxation	City	safe
Sightseeing	History/Unesco	Culture	clean
City	Immersive travel	Castles	of high quality
Architecture/townscapes	Culture	Resting/Relaxation	attractive, appealing
Nature	Castles	Architecture/townscapes	open-minded, tolerant

Source: LFT Brand & Potential Studies 2023-2024

