



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

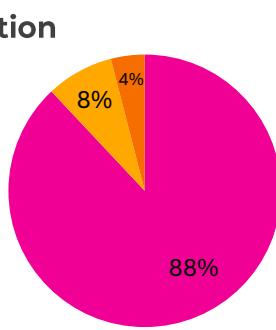
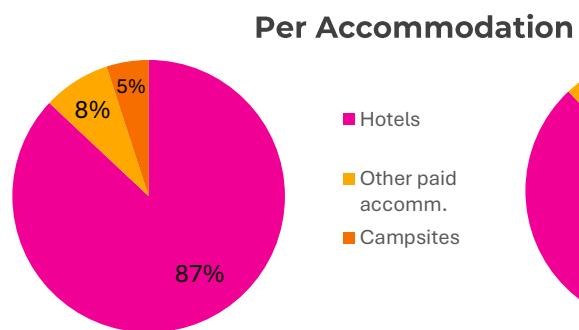
Nights and arrivals in paid accommodation

Nights

Total
55.346 nights

Arrivals

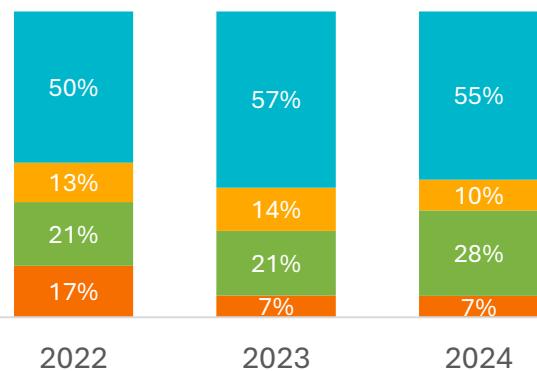
Total
26.971 arrivals



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).

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



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

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Travel behaviour



About the visitors

First-time visitors		Age (average)		Average expenditure/pers/day All trips to Luxembourg ¹	
Spain	All inbound	Spain	All inbound	Spain	All inbound
83%	63%	37.2 years	42.3 years	172€	189€
Gender					
Spain	All inbound	Spain	All inbound	Spain	All inbound
39%	46%	Spouse or partner	45%	60%	Explorers
61%	54%	Friends	32%	29%	Nature-Loving Actives
		Children under 16	18%	13%	Leisure Oriented
		Travelled alone	14%	13%	Source: LFT/Illres 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	City	Culture	safe	
Culinary	Resting/Relaxation				
Sightseeing	History/Unesco				
City	Immersive travel				
Architecture/townscapes	Culture				
Nature	Castles				

Source: LFT Brand & Potential Studies 2023-2024



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