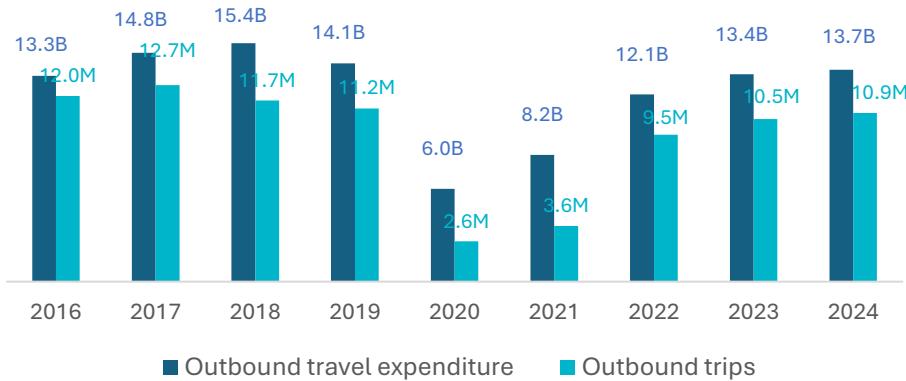




Summary Sheet, Sweden, 2024



Outbound trips and travel expenditure



In 2024, Sweden recorded a **2%** increase in outbound travel expenditure and a **4%** rise in the number of outbound trips compared to 2023.

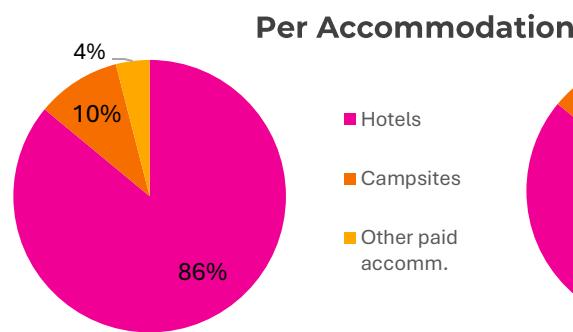
Nearly **85%** of all outbound trips were **leisure** trips and **32%** of trips had a **duration of one to three nights**.

Source: Oxford Economics

Nights and arrivals in paid accommodation

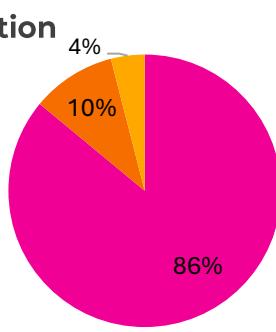
Nights

Total
12.633 nights



Arrivals

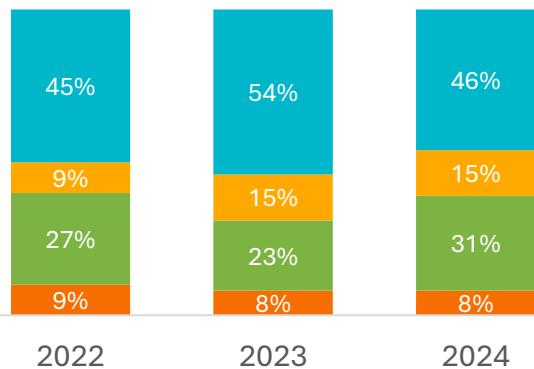
Total
6.813 arrivals



Nights in paid accommodation from Sweden increased by **9%**, alongside a **4%** rise in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **1.85** nights (+0.09 vs. 2023).

Purpose of visit

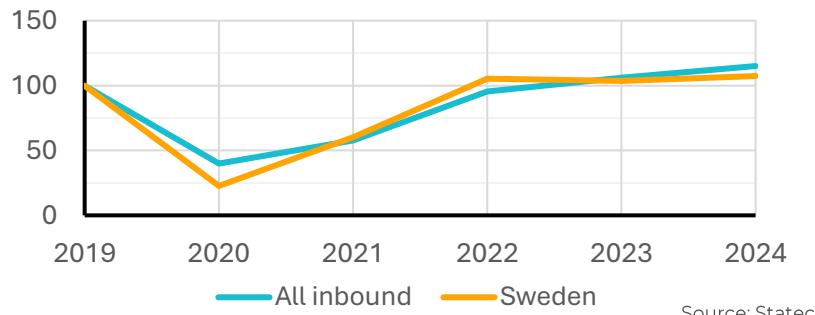
■ Traditional business ■ MICE ■ VFR ■ Holiday



Per Region, Top 3

Lux-City (excl. camping)	68%	Lux-City (excl. camping)	65%
Guttlанд (excl. camping)	14%	Guttlанд (excl. camping)	15%
MPSL	4%	South	5%

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



Comparison for 2024

Sweden **Europe**

Holiday	46%	61%
VFR	15%	15%
MICE	31%	15%
Traditional business	8%	8%

Source: World Travel Monitor/IPK International



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Summary Sheet, Sweden, 2024



Travel expenditures

Average expenditure/pers/day All trips to Luxembourg

Sweden	All inbound
199€	189€

Source: World Travel Monitor/IPK International

Market Potential

14% of Swedes have **already visited Luxembourg in the past**, which is below the European average. Total travel intent from Swedes is also below average, given **27%** of Swedes **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Sweden reaches **11%**, which translates into a **potential of around 0.6 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		
Resting/Relaxation	Family	Culinary	safe
Culinary	History/Unesco	City	welcoming, hospitable
Nature	Culture	Shopping	of high quality
City	Events	Resting/Relaxation	exclusive, luxurious
Sustainability	Travelling by train	Culture	attractive, appealing

Source: LFT Brand & Potential Studies 2023-2024



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