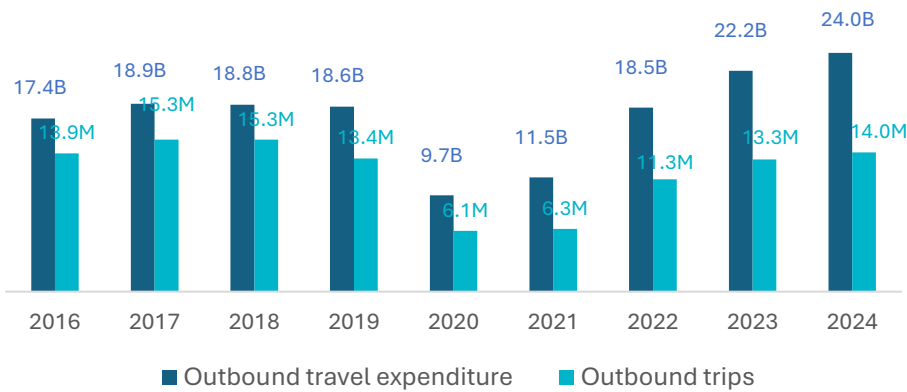




Outbound trips and travel expenditure



In 2024, Switzerland recorded an **8%** increase in outbound travel expenditure and a **5%** rise in the number of outbound trips compared to 2023.

Nearly **86%** of all outbound trips were **leisure** trips.

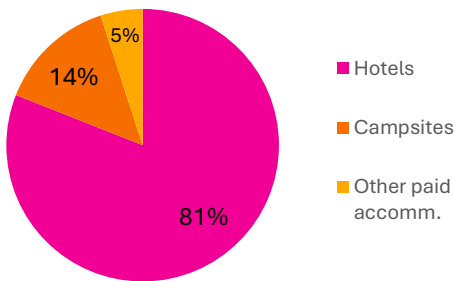
Source: Oxford Economics

Nights and arrivals in paid accommodation

Nights

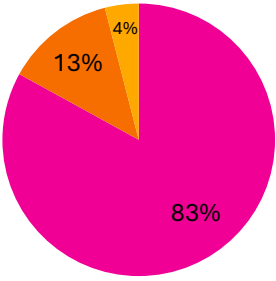
Total
48.984 nights

Per Accommodation



Arrivals

Total
28.241 arrivals

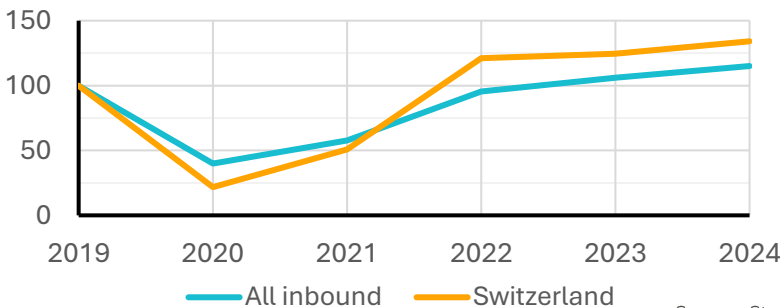


Nights in paid accommodation from Switzerland increased by **10%**, alongside an **8%** rise in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **1.73** nights (+0.02 vs. 2023).

Per Region, Top 3

Lux-City (excl. camping)	62%	Lux-City (excl. camping)	64%
South	9%	Guttland (excl. camping)	9%
Guttland (excl. camping)	8%	South	8%

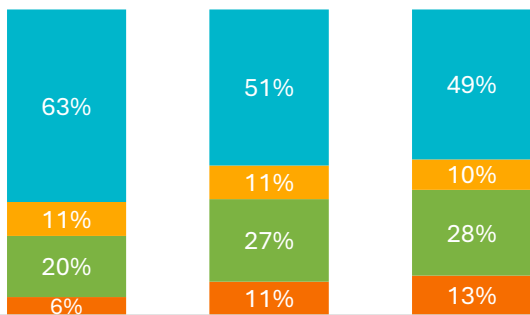
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statoc

Purpose of visit

Traditional business MICE VFR Holiday

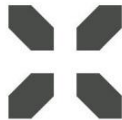


Comparison for 2024

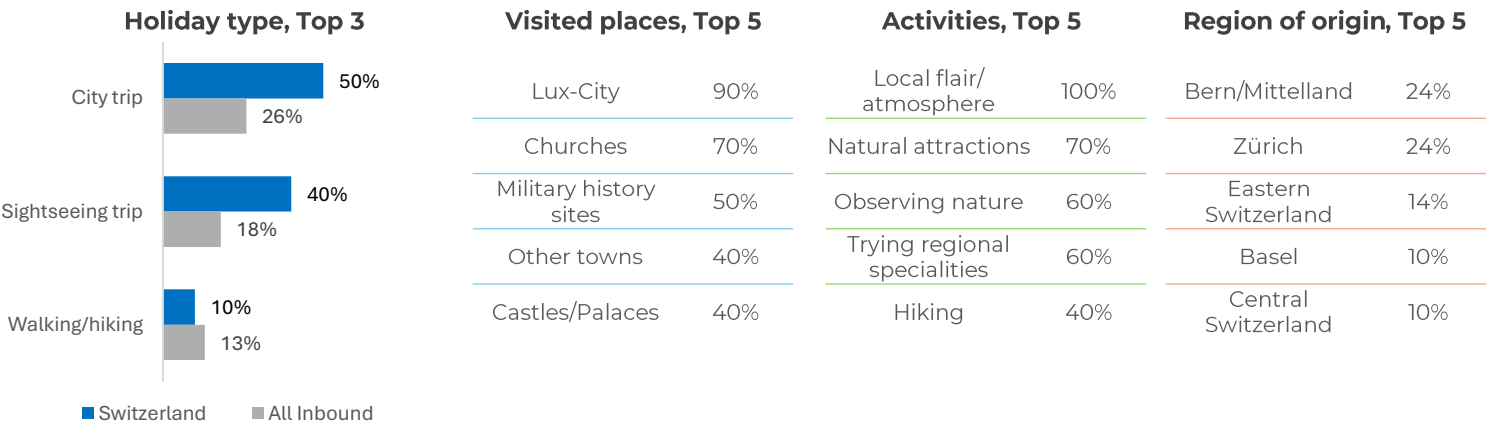
	Switzerland	Europe
Holiday	49%	61%
VFR	10%	15%
MICE	28%	15%
Traditional business	13%	8%

Source: World Travel Monitor/IPK International

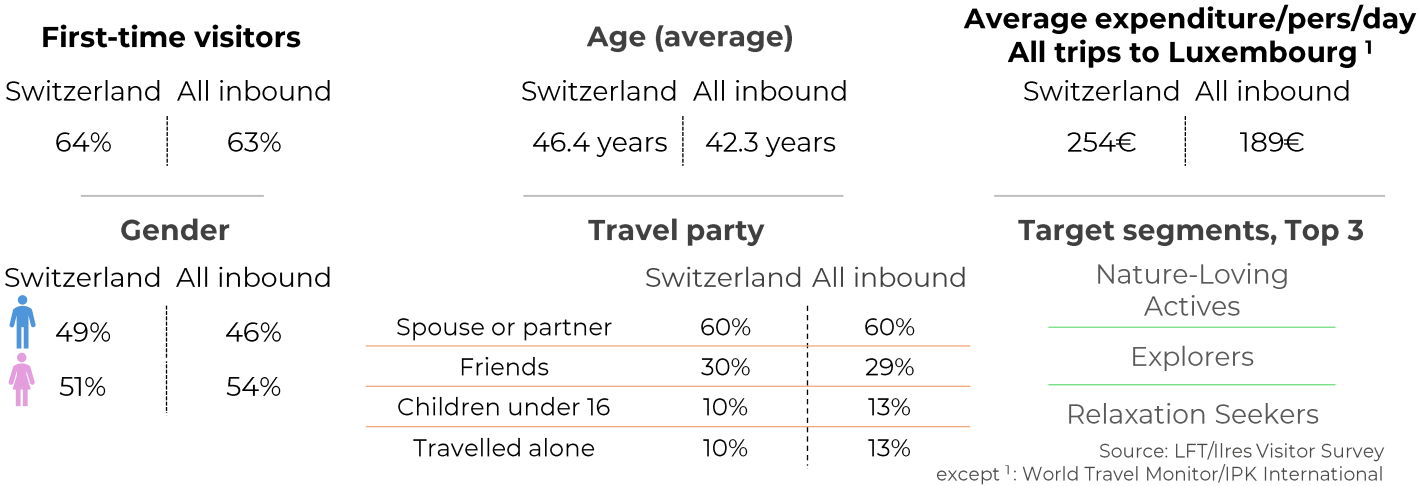




Travel behaviour



About the visitors



Market Potential

20% of Swiss people have **already visited Luxembourg in the past**, which is comparable to the European average. Total travel intent from Swiss people is in line with the average, given **37%** of Swiss people **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Switzerland reaches **16%**, which translates into a **potential of around 0.9 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		
Nature	City	City	safe
Culinary	Architecture/townscapes	Resting/Relaxation	clean
Resting/Relaxation	Fun/entertainment	Culinary	of high quality
Immersive travel	Learning/new skills	Architecture/townscapes	open-minded, tolerant
Sightseeing	Culture	Nature	authentic, real

Source: LFT Brand & Potential Studies 2023-2024

