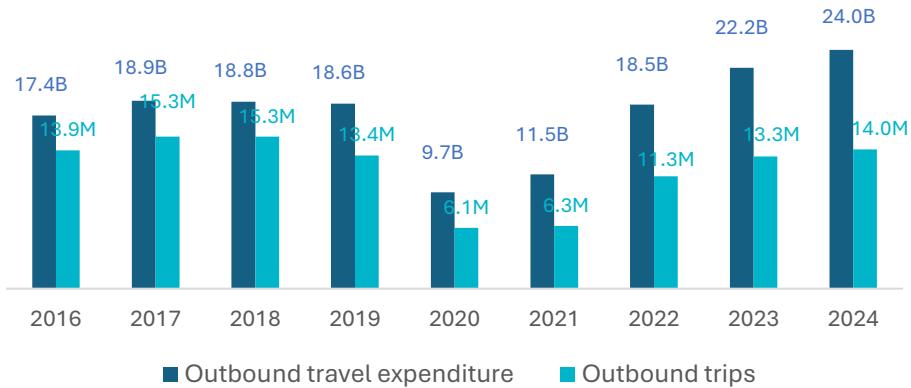




Summary Sheet, Switzerland, 2024



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.

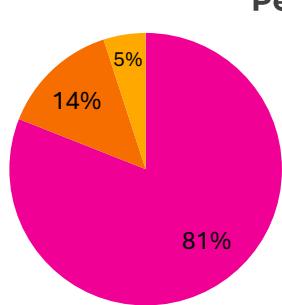
Nearly **86%** of all outbound trips were **leisure** trips.

Source: Oxford Economics

Nights and arrivals in paid accommodation

Nights

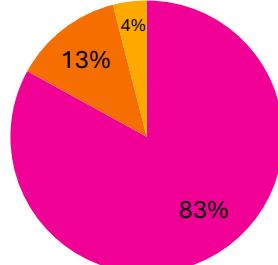
Total
48.984 nights



Arrivals

Total
28.241 arrivals

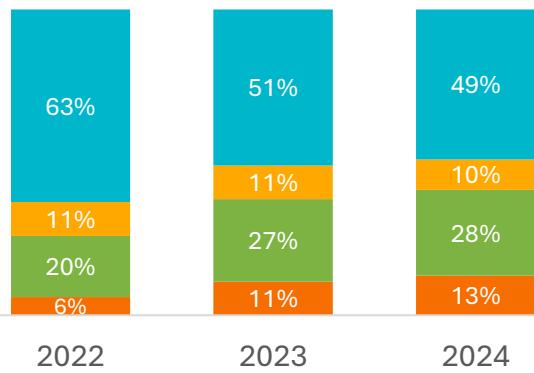
Per Accommodation



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).

Purpose of visit

■ Traditional business ■ MICE ■ VFR ■ Holiday



Comparison for 2024

■ Switzerland ■ Europe

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

Source: World Travel Monitor/IPK International



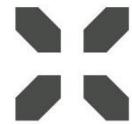
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Summary Sheet, Switzerland, 2024



Travel behaviour



Source: LFT/Igres Visitor Survey

About the visitors

First-time visitors

Switzerland	All inbound
64%	63%

Age (average)

Switzerland	All inbound
46.4 years	42.3 years

Average expenditure/pers/day All trips to Luxembourg¹

Switzerland	All inbound
254€	189€

Gender

Switzerland	All inbound
49%	46%
51%	54%

Travel party

Switzerland	All inbound
Spouse or partner	60%
Friends	30%
Children under 16	10%
Travelled alone	10%
	60%
	29%
	13%
	13%

Target segments, Top 3

Nature-Loving
Actives
Explorers
Relaxation Seekers

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

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			safe	
Culinary	Architecture/townscapes			clean	
Resting/Relaxation	Fun/entertainment			of high quality	
Immersive travel	Learning/new skills			open-minded, tolerant	
Sightseeing	Culture			authentic, real	

Source: LFT Brand & Potential Studies 2023-2024

