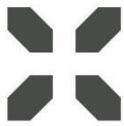
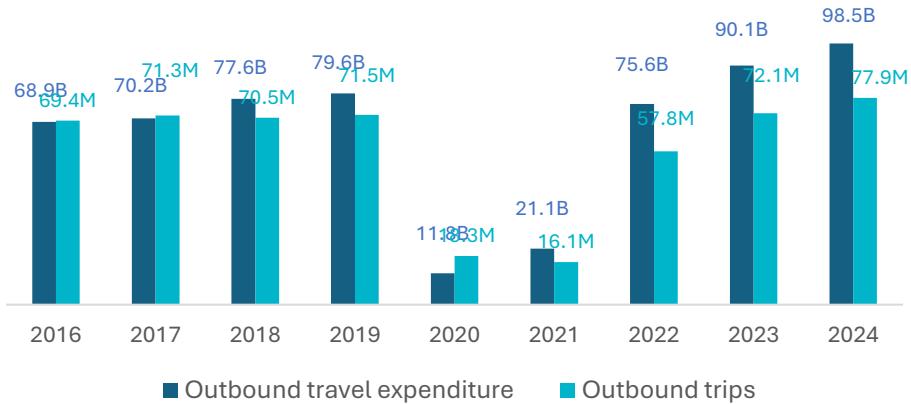




Summary Sheet, United Kingdom, 2024



Outbound trips and travel expenditure



In 2024, the United Kingdom recorded a **9%** increase in outbound travel expenditure and an **8%** rise in the number of outbound trips compared to 2023.

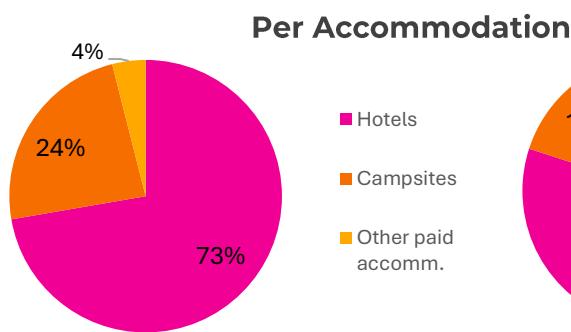
Nearly **87%** of all outbound trips were **leisure** trips.

Source: Oxford Economics

Nights and arrivals in paid accommodation

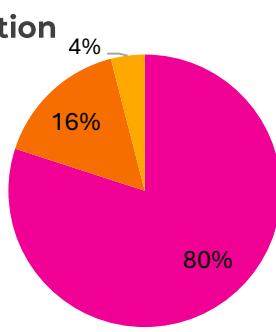
Nights

Total
137.714 nights



Arrivals

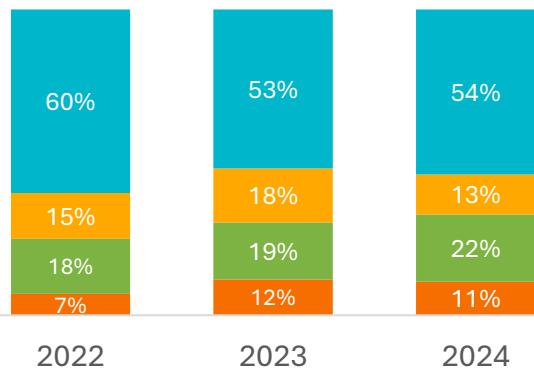
Total
71.548 arrivals



Nights in paid accommodation from the United Kingdom increased by **5%**, alongside a **2%** rise in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **1.92** nights (+0.06 vs. 2023).

Purpose of visit

Legend: Traditional business (Orange), MICE (Green), VFR (Yellow), Holiday (Blue)



Comparison for 2024

United Kingdom

	United Kingdom
Holiday	54%
VFR	13%
MICE	22%
Traditional business	11%

Europe

Source: World Travel Monitor/IPK International



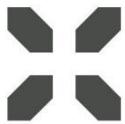
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Summary Sheet, United Kingdom, 2024



Travel behaviour



Source: LFT/Iires Visitor Survey

About the visitors

First-time visitors		Age (average)		Average expenditure/pers/day All trips to Luxembourg ¹	
United Kingdom	All inbound	United Kingdom	All inbound	United Kingdom	All inbound
86%	63%	42.5 years	42.3 years	194€	189€
Gender		Travel party		Target segments, Top 3	
United Kingdom	All inbound	United Kingdom	All inbound	Explorers	
█ 49% █ 51%	46% 54%	Spouse or partner Friends Travelled alone Children under 16	50% 25% 22% 11%	60% 29% 13% 13%	Nature-Loving Actives Relaxation Seekers

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

Market Potential

11% of British people have **already visited Luxembourg in the past**, which is below the European average. Total travel intent from British people is also below the average, given 31% of British people **intent to visit Luxembourg** in the next three years. **The core potential** for visits from the United Kingdom reaches 12%, which translates into a **potential of around 3.6 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	Architecture/townscapes	City	clean	
Sightseeing	Immersive travel	Architecture/townscapes	City	safe	
Culinary	City	Culinary	Nature	authentic, real	
Resting/Relaxation	Fun/entertainment	Nature	Resting/Relaxation	of high quality	
Architecture/townscapes	History/Unesco			attractive, appealing	
Nature	Culture				

Source: LFT Brand & Potential Studies 2023-2024



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