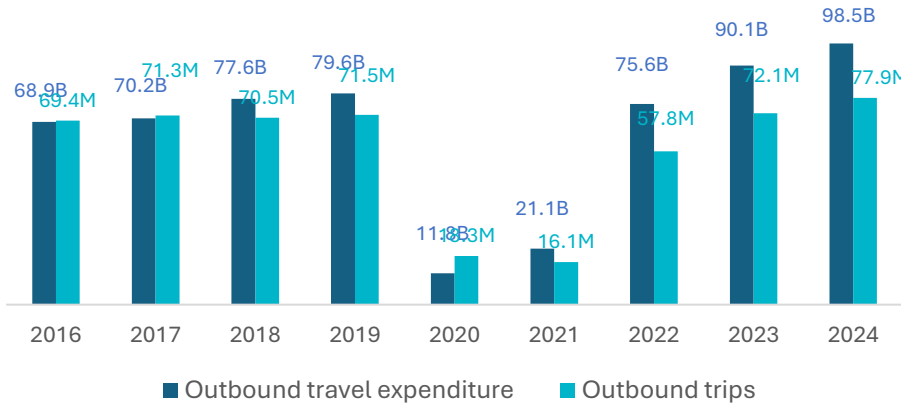




Summary Sheet, United Kingdom, 2024



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

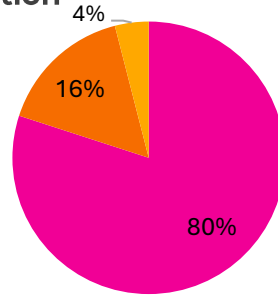
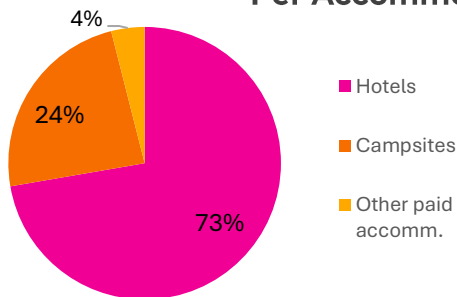
Nights

Total
137.714 nights

Arrivals

Total
71.548 arrivals

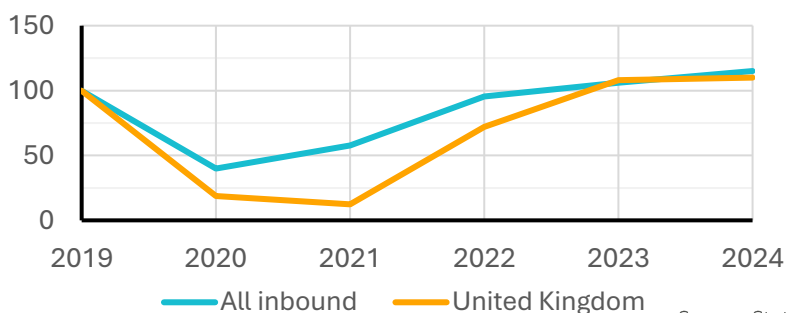
Per Accommodation



Per Region, Top 3

Lux-City (excl. camping)	57%	Lux-City (excl. camping)	62%
MPSL	12%	Guttlund (excl. camping)	11%
Guttlund (excl. camping)	10%	South	6%

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

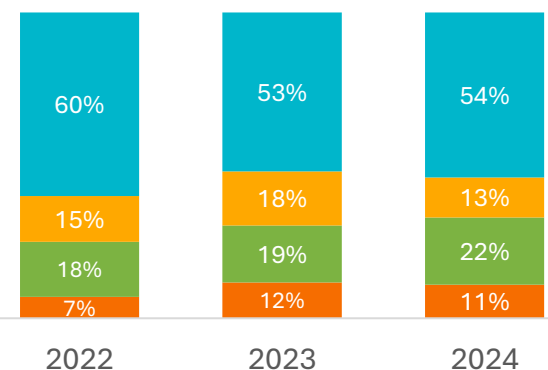


Source: Statoc

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

Traditional business MICE VFR Holiday



Comparison for 2024

	United Kingdom	Europe
Holiday	54%	61%
VFR	13%	15%
MICE	22%	15%
Traditional business	11%	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 82 1 · info@visitluxembourg.com · www.visitluxembourg.com

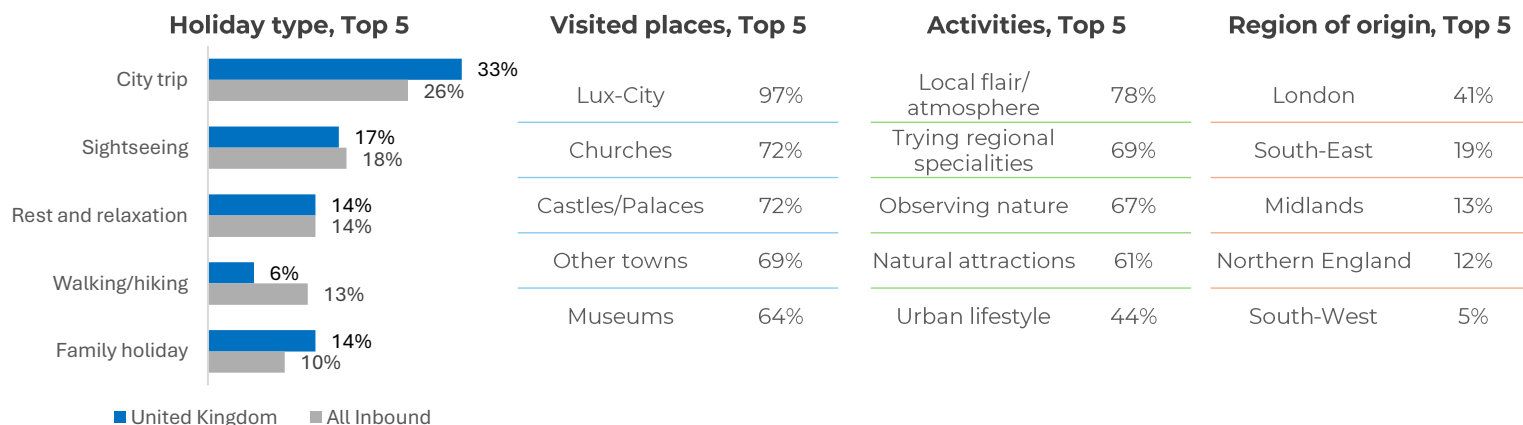
VisitLuxembourg visit_luxembourg @luxembourginfo



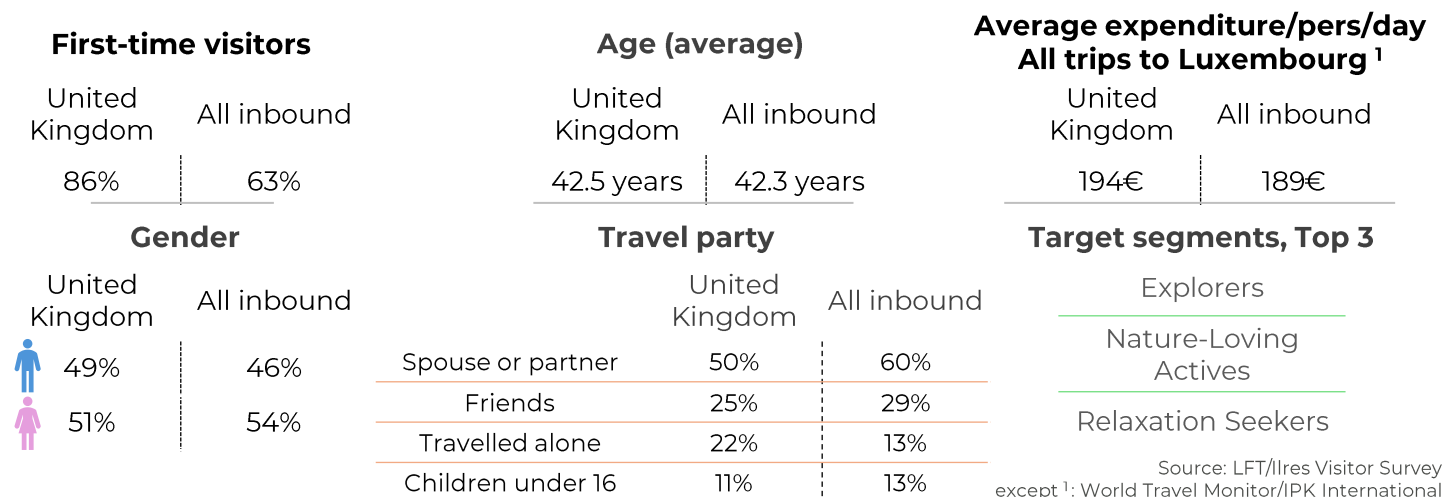
Summary Sheet, United Kingdom, 2024



Travel behaviour



About the visitors



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		
Sightseeing	Immersive travel	Architecture/townscapes	clean
Culinary	City	City	safe
Resting/Relaxation	Fun/entertainment	Culinary	authentic, real
Architecture/townscapes	History/Unesco	Nature	of high quality
Nature	Culture	Resting/Relaxation	attractive, appealing

Source: LFT Brand & Potential Studies 2023-2024

