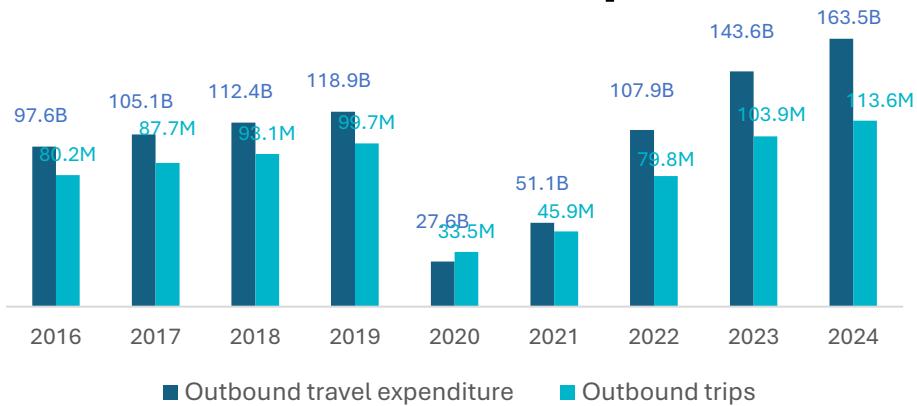




Summary Sheet, United States, 2024



Outbound trips and travel expenditure



In 2024, the United States recorded a **14%** increase in outbound travel expenditure and a **9%** rise in the number of outbound trips compared to 2023.

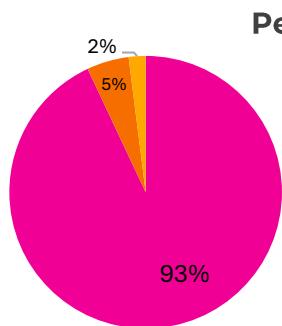
Around **89%** of all outbound trips were **leisure** trips.

Source: Oxford Economics

Nights and arrivals in paid accommodation

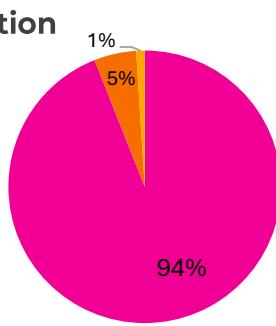
Nights

Total
77.590 nights



Arrivals

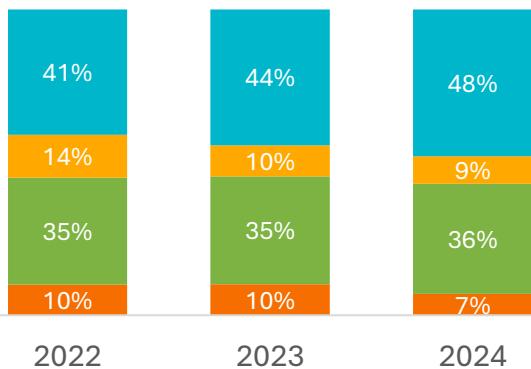
Total
39.290 arrivals



Nights in paid accommodation from the United States increased by **21%**, in line with the **21%** rise in inbound arrivals compared to 2023. The **average length of stay** in 2024 is **1.97** nights (-0.01 vs. 2023).

Purpose of visit

■ Traditional business ■ MICE ■ VFR ■ Holiday



Comparison for 2024

United States **Non-Europe**

Holiday	48%	41%
VFR	9%	11%
MICE	36%	36%
Traditional business	7%	13%

Source: World Travel Monitor/IPK International



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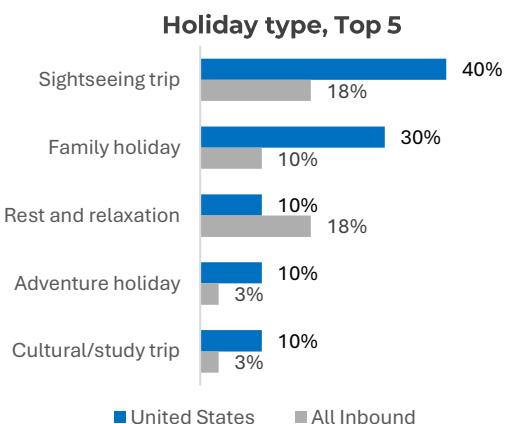
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Summary Sheet, United States, 2024



Travel behaviour



Visited places, Top 5

Lux-City	100%
Chuches	100%
Museums	100%
Other towns	80%
Military history sites	70%

Activities, Top 5

Local flair	80%
Trying regional specialities	80%
Observing nature	70%
Natural attractions	60%
Urban lifestyle	50%

■ United States ■ All Inbound

Source: LFT/Iires Visitor Survey

About the visitors

First-time visitors

United States	All inbound
83%	63%

Age (average)

United States	All inbound
46.5 years	42.3 years

Average expenditure/pers/day All trips to Luxembourg¹

United States	All inbound
412€	189€

Gender

United States	All inbound
37%	46%
63%	54%

Travel party

United States	All inbound
Spouse or partner	70%
Friends	20%
Travelled alone	10%
Children under 16	0%
	60%
	29%
	13%
	13%

Target segments, Top 3

Explorers

Nature-Loving
Actives

Leisure Oriented

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



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