



Summary Sheet, Austria



Nights and arrivals in paid accommodation

Nights

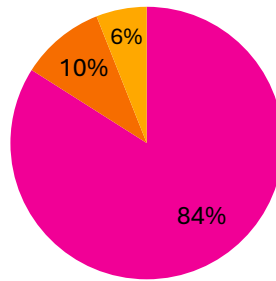
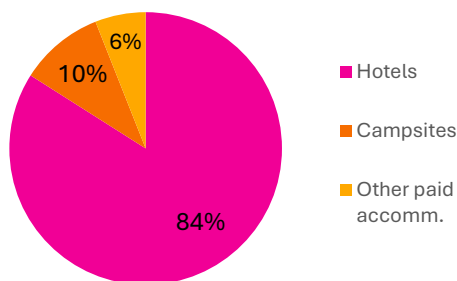
Total
13.285 nights

Arrivals

Total
6.896 arrivals

Nights in paid accommodation from Austria rose by **7%** alongside a **10%** rise in inbound arrivals compared to 2024. The **average length of stay** in 2025 is **1.93** nights (-0.05 vs. 2024).

Per Accommodation

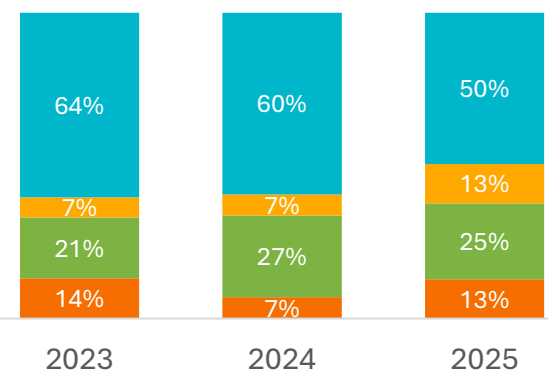


Per Region, Top 3

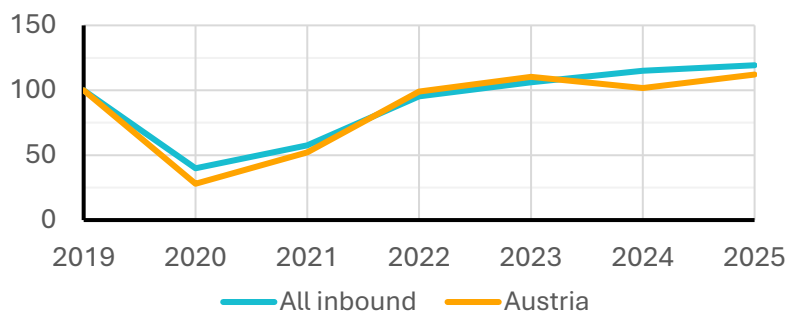
Lux-City (excl. camping)	59%	Lux-City (excl. camping)	62%
Guttland (excl. camping)	14%	Guttland (excl. camping)	14%
South	9%	South	8%

Purpose of visit

Traditional business MICE VFR Holiday



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



Source: Statoc

Comparison for 2025

	From Austria	From Europe
Holiday	50%	62%
VFR	13%	12%
MICE	25%	17%
Traditional business	13%	8%

Source: World Travel Monitor/IPK International

Travel expenditure

Average expenditure/pers/day All trips to Luxembourg

	Austria	All inbound
	176€	196€

Source: World Travel Monitor/IPK International



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Summary Sheet, Austria



Market Potential⁽²⁰²⁴⁾

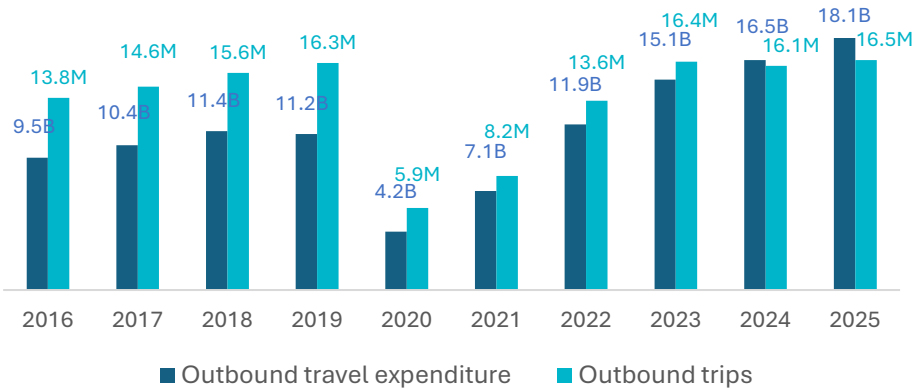
13% of Austrians have **already visited Luxembourg in the past**, which is below the European average. Total travel intent from Austrians is comparable to the European average, given **36%** of Austrians **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Austria reaches **17%**, which translates into a **potential of around 0.8 million visitors** for this market.

Theme interest, perceived suitability of Luxembourg and brand value ratings⁽²⁰²⁴⁾

Theme interest		Perceived suitability of Luxembourg, Top 5	Luxembourg's Brand Value Ratings, Top 5
Top 1-5	Top 6-10		
Culinary	City	Culinary	safe
Nature	Architecture/townscapes	City	of high quality
Resting/Relaxation	Fun/entertainment	Architecture/townscapes	clean
Sightseeing	Family	Culture	welcoming, hospitable
Immersive travel	Exchanging with locals	Castles	open-minded, tolerant

Source: LFT Brand & Potential Studies 2023-2024

General outbound travel behaviour



In 2025, Austria recorded a **10%** increase in outbound travel expenditure as well as a **2%** rise in the number of outbound trips compared to 2024.

Leisure travel represented **87%** of all outbound trips.

38% of trips had a **duration of one to three nights.** ⁽²⁰²⁴⁾

Source: Oxford Economics

