



Summary Sheet, Belgium



Nights and arrivals in paid accommodation

Nights

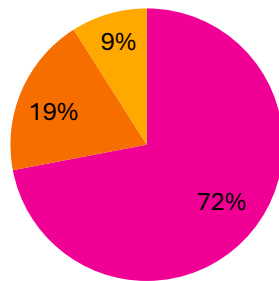
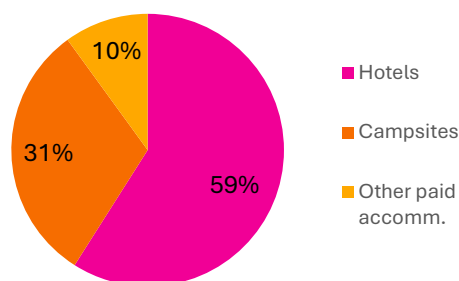
Total
515.549 nights

Arrivals

Total
253.327 arrivals

Nights in paid accommodation from Belgium increased by **2%** alongside a **4%** rise in inbound arrivals compared to 2024. The **average length of stay** in 2025 is **2.04** nights (-0.05 vs. 2024).

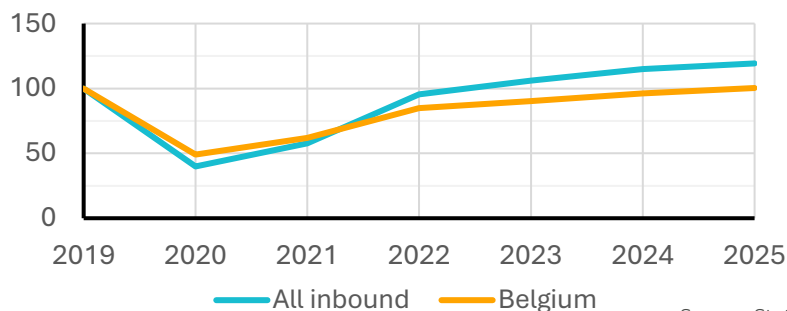
Per Accommodation



Per Region, Top 3

Éislek	27%	Lux-City (excl. camping)	32%
Lux-City (excl. camping)	25%	Éislek	20%
MPSL	23%	MPSL	18%

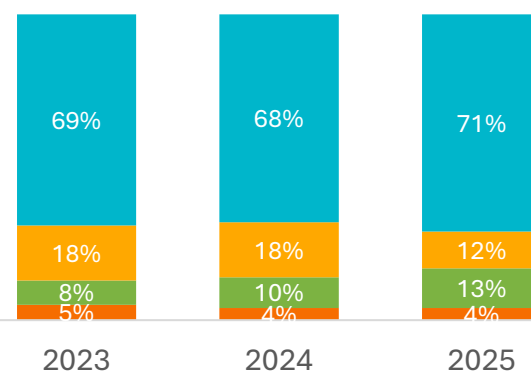
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statoc

Purpose of visit

Traditional business MICE VFR Holiday



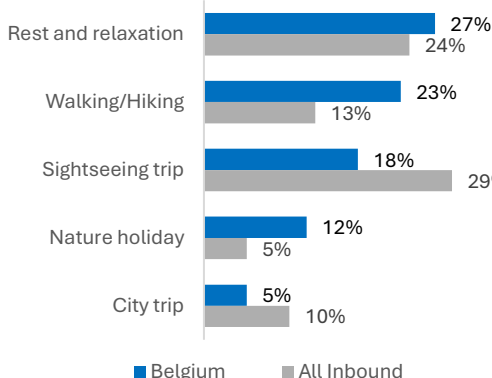
Comparison for 2025

	From Belgium	From Europe
Holiday	72%	62%
VFR	12%	12%
MICE	13%	17%
Traditional business	4%	8%

Source: World Travel Monitor/IPK International

Travel behaviour

Holiday type, Top 5



Visited places, Top 5

Towns and cities	91%
Gardens, parks	74%
Architecture, historic sites	64%
Castles/palaces	57%
Churches, religious sites	51%

Activities, Top 5

Local flair	79%
Hiking	79%
Natural attractions	74%
Observing nature	60%
Trying regional specialties	55%

Region of origin, Top 5

East Flanders	16%
Antwerp	12%
Brussels	12%
Luxembourg	10%
Flemish Brabant	9%

Source: LFT/Iires Visitor Survey





Summary Sheet, Belgium



About the visitors

First-time visitors

Belgium	All inbound
41%	60%

Age (average)

Belgium	All inbound
42.1 years	41.3 years

Average expenditure/pers/day All trips to Luxembourg ¹

Belgium	All inbound
169€	196€

Gender

Belgium	All inbound
48%	43%
52%	57%

Travel party

	Belgium	All inbound
Spouse or partner	66%	62%
Friends	49%	32%
Children under 16	13%	18%
Travelled alone	2%	9%

Target segments, Top 3

Explorers

Nature-Loving
Actives

Short Breakers

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

Market Potential⁽²⁰²⁴⁾

41% of Belgians have **already visited Luxembourg in the past**, which is considerably above the European average. Total travel intent from Belgians is also above average, given **46%** of Belgians **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Belgium reaches **20%**, which translates into a **potential of around 1.6 million visitors** for this market.

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

Theme interest

Top 1-5

Nature
Resting/Relaxation
Culinary
Sightseeing
Family

Top 6-10

Fun/entertainment
Architecture/townscapes
Immersive travel
City
Hiking

Perceived suitability of Luxembourg, Top 5

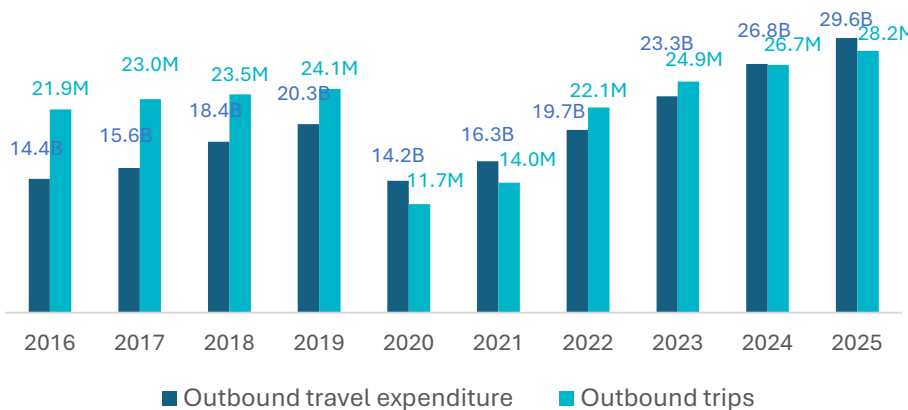
Nature
Hiking
Resting/Relaxation
Family
Castles

Luxembourg's Brand Value Ratings, Top 5

clean
safe
welcoming, hospitable
authentic, real
of high quality

Source: LFT Brand & Potential Studies 2023-2024

General outbound travel behaviour



In 2025, Belgium recorded a **10%** increase in outbound travel expenditure and a **6%** rise in the number of outbound trips compared to 2024.

Leisure travel represented **86%** of all outbound trips.

29% of trips had a **duration of one to three nights.** ⁽²⁰²⁴⁾

Source: Oxford Economics

