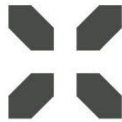




All figures refer to 2025 unless stated otherwise.

Summary Sheet, Denmark



Nights and arrivals in paid accommodation

Nights

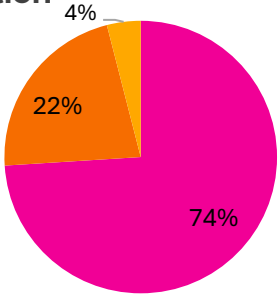
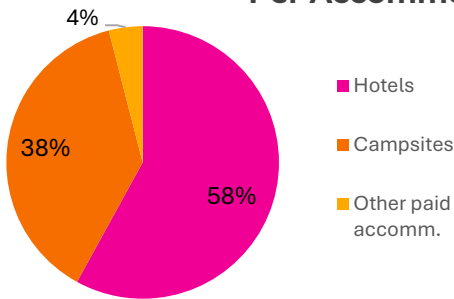
Total
16.315 nights

Arrivals

Total
7.714 arrivals

Nights in paid accommodation from Denmark decreased by **8%**, alongside a **7%** decrease in inbound arrivals compared to 2024. The **average length of stay** in 2025 is **2.29** nights (-0.05 vs. 2024).

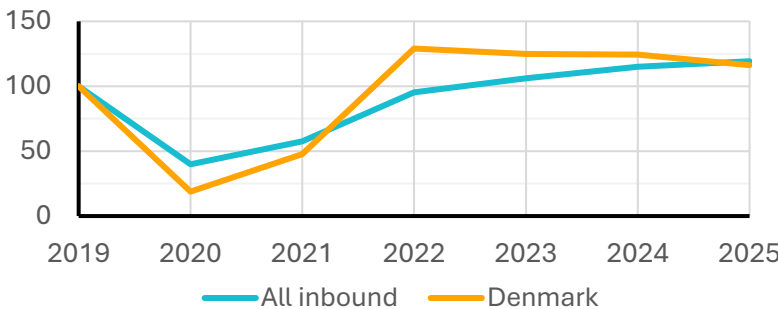
Per Accommodation



Per Region, Top 3

Lux-City (excl. camping)	44%	Lux-City (excl. camping)	55%
MPSL	25%	MPSL	12%
Éislek	10%	Guttlund (excl. camping)	11%

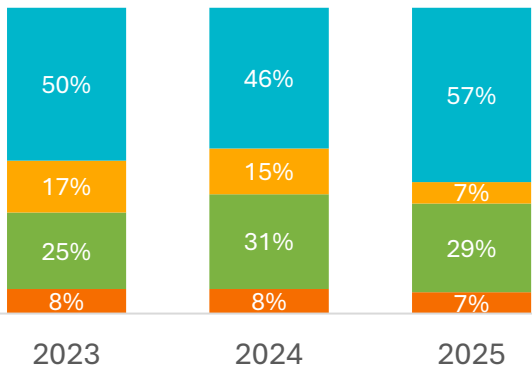
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statoc

Purpose of visit

Traditional business MICE VFR Holiday



Comparison for 2025

	From Denmark	From Europe
Holiday	46%	62%
VFR	15%	12%
MICE	31%	17%
Traditional business	8%	8%

Source: World Travel Monitor/IPK International

Travel expenditure

Average expenditure/pers/day
All trips to Luxembourg

Denmark	All inbound
196€	196€

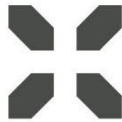
Source: World Travel Monitor/IPK International





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Summary Sheet, Denmark



Market Potential⁽²⁰²⁴⁾

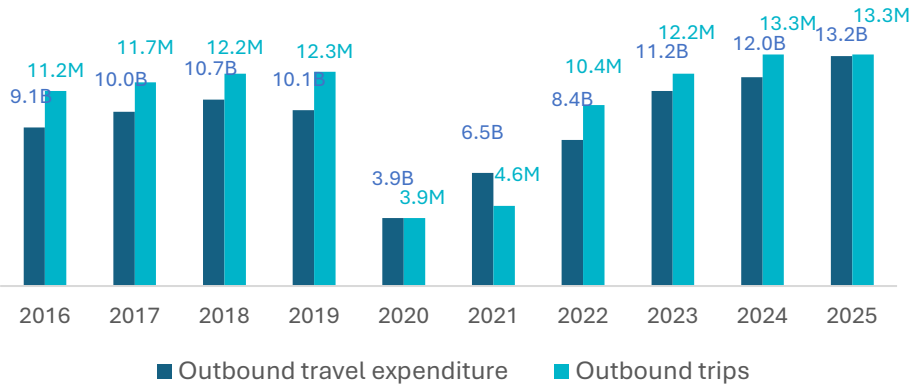
21% of Danes have **already visited Luxembourg in the past**, which is slightly above the European average. Conversely, the total travel intent from Danes is slightly below the European average, given **33%** of Danes **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Denmark reaches **13%**, which translates into a **potential of around 0.4 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		
Resting/Relaxation	Culture	City	of high quality
Culinary	Events	Resting/Relaxation	open-minded, tolerant
Nature	Luxury	Culinary	safe
Family	History/Unesco	Shopping	authentic, real
City	Shopping	Family	welcoming, hospitable

Source: LFT Brand & Potential Studies 2023-2024

General outbound travel behaviour



In 2025, Denmark recorded a **10%** increase in outbound travel expenditure, while the number of outbound trips remained **unchanged** compared to 2024.

Leisure travel represented **83%** of all outbound trips.

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

Source: Oxford Economics

