



Summary Sheet, France



Nights and arrivals in paid accommodation

Nights

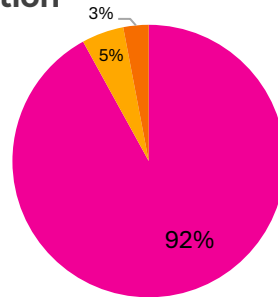
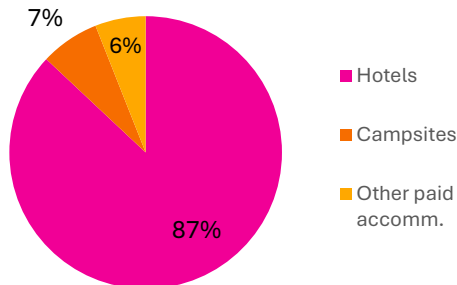
Total
361.712 nights

Arrivals

Total
212.210 arrivals

Nights in paid accommodation from France increased by **18%**, as well as inbound arrivals rising by **18%** compared to 2024. The **average length of stay** in 2025 is **1.71** nights (+0.01 vs. 2024).

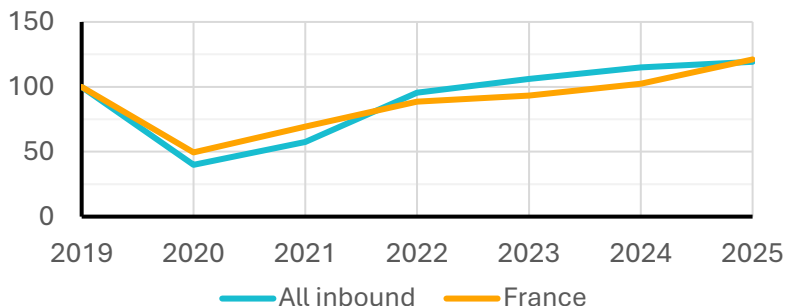
Per Accommodation



Per Region, Top 3

Lux-City (excl. camping)	43%	Lux-City (excl. camping)	45%
South	21%	Guttlund (excl. camping)	22%
Guttlund (excl. camping)	18%	South	17%

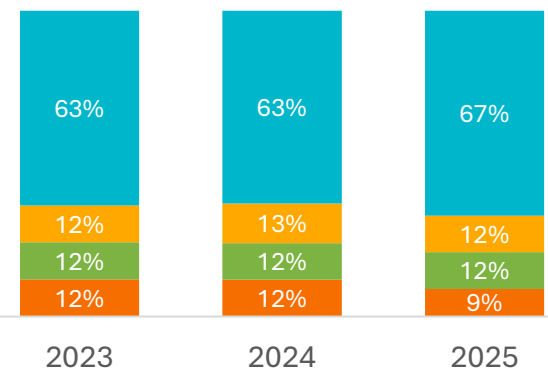
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statoc

Purpose of visit

Traditional business MICE VFR Holiday



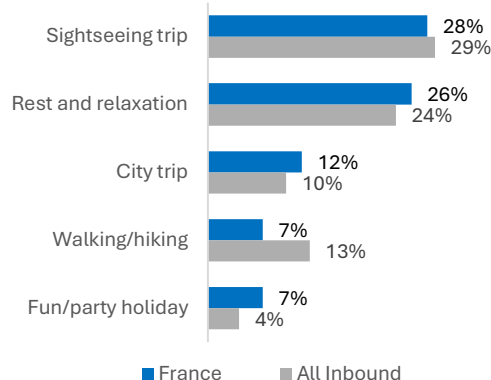
Comparison for 2025

	From France	From Europe
Holiday	67%	62%
VFR	12%	12%
MICE	12%	17%
Traditional business	9%	8%

Source: World Travel Monitor/IPK International

Travel behaviour

Holiday type, Top 5



Visited places, Top 5

Towns and cities	87%
Gardens, parks	77%
Architecture, historic sites	68%
Churches, religious sites	60%
Other sites or leisure activities	57%

Activities, Top 5

Local flair/ atmosphere	85%
Natural attractions	60%
Hiking	60%
Observing nature	49%
Trying regional specialties	47%

Region of origin, Top 5

Grand Est	46%
Île-de-France	22%
Auvergne-Rhône-Alpes	10%
Hauts-de-France	8%
Occitania	5%

Source: LFT/Ilres Visitor Survey





Summary Sheet, France



About the visitors

First-time visitors

France	All inbound
43%	60%

Age (average)

France	All inbound
42.2 years	41.3 years

Average expenditure/pers/day All trips to Luxembourg ¹

France	All inbound
188€	196€

Gender

France	All inbound
42%	43%
58%	57%



Travel party

	France	All inbound
Spouse or partner	58%	62%
Friends	23%	32%
Travelled alone	15%	9%
Children under 16	13%	18%

Target segments, Top 3

Explorers
Relaxation Seekers
Short Breakers

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

Market Potential⁽²⁰²⁴⁾

17% of French people have **already visited Luxembourg in the past**, which is slightly below the European average. Total travel intent from French people is above average, given **43%** of French people **intent to visit Luxembourg** in the next three years. **The core potential** for visits from France reaches **18%**, which translates into a **potential of around 4.7 million visitors** for this market.

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

Theme interest

Top 1-5

Culinary
Sightseeing
Immersive travel
Nature
Resting/Relaxation

Top 6-10

Architecture/townscapes
Family
Learning/new skills
Exchanging with locals
Fun/entertainment

Perceived suitability of Luxembourg, Top 5

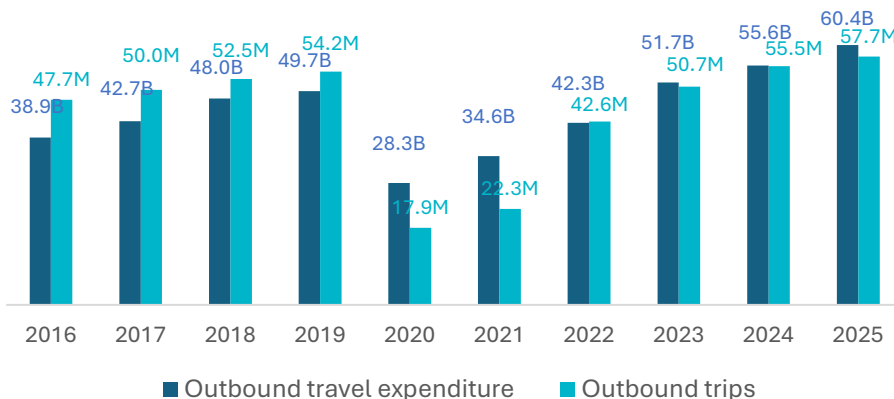
City
Family
Luxury
Resting/Relaxation
Architecture/townscapes

Luxembourg's Brand Value Ratings, Top 5

clean
safe
of high quality
open-minded, tolerant
welcoming, hospitable

Source: LFT Brand & Potential Studies 2023-2024

General outbound travel behaviour



In 2025, France recorded a **9%** increase in outbound travel expenditure and a **4%** rise in the number of outbound trips compared to 2024.

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

36% of trips had a **duration of one to three nights.** ⁽²⁰²⁴⁾

Source: Oxford Economics

