



Summary Sheet, Germany

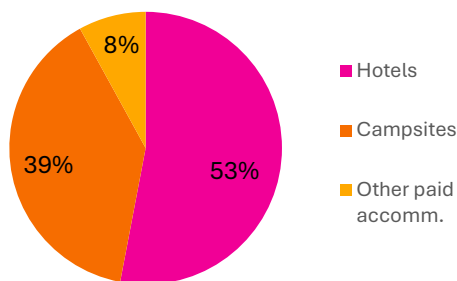


Nights and arrivals in paid accommodation

Nights

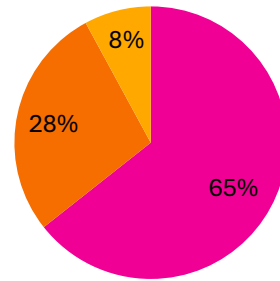
Total
508.512 nights

Per Accommodation



Arrivals

Total
240.493 arrivals

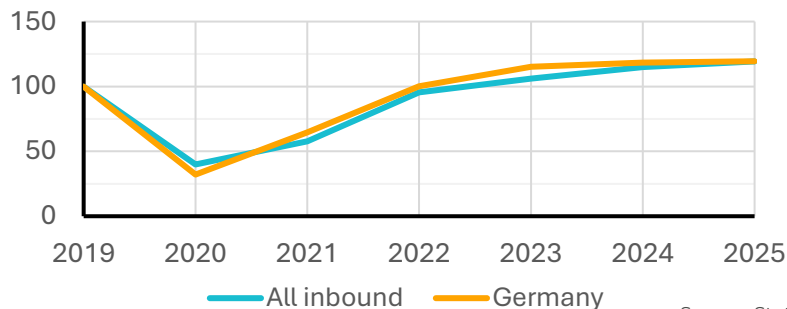


Nights in paid accommodation from Germany have declined by **2%** whereas inbound arrivals have risen by **1%** when compared to 2024. The **average length of stay** in 2025 is **2.12** nights (-0.05 vs. 2024).

Per Region, Top 3

Lux-City (excl. camping)	32%	Lux-City (excl. camping)	39%
MPSL	22%	Éislek	15%
Éislek	20%	MPSL	15%

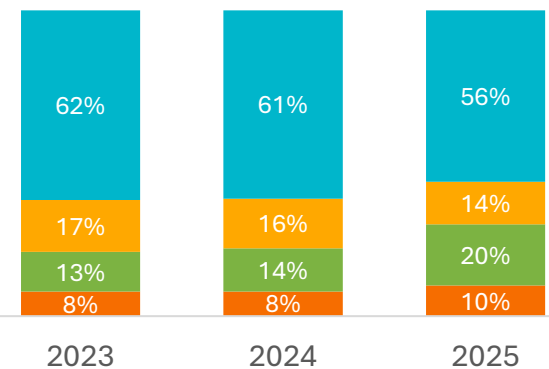
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statoc

Purpose of visit

Traditional business MICE VFR Holiday



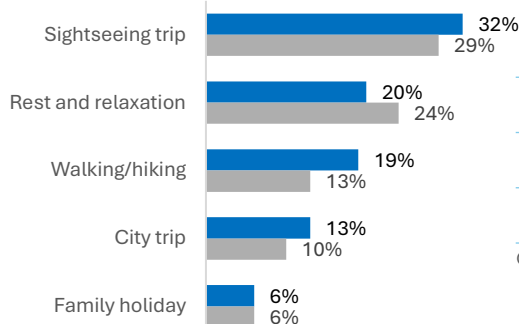
Comparison for 2025

	From Germany	From Europe
Holiday	56%	62%
VFR	14%	12%
MICE	20%	17%
Traditional business	10%	8%

Source: World Travel Monitor/IPK International

Travel behaviour

Holiday type, Top 5



Germany All Inbound

Visited places, Top 5

Towns and cities	95%
Architecture, historic sites	81%
Gardens, parks	75%
Castles/palaces	69%
Churches, religious sites	64%

Activities, Top 5

Local flair/atmosphere	88%
Hiking	64%
Natural attractions	62%
Observing nature	52%
Trying regional specialties	45%

Region of origin, Top 5

North-Rhine-Westphalia	34%
Baden-Württemberg	19%
Rhineland-Palatinate	15%
Bavaria	12%
Hessen	9%

Source: LFT/Ilres Visitor Survey



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Summary Sheet, Germany



About the visitors

First-time visitors

Germany	All inbound
63%	60%

Age (average)

Germany	All inbound
42.1 years	41.3 years

Average expenditure/pers/day All trips to Luxembourg ¹

Germany	All inbound
160€	196€

Gender

Germany	All inbound
44%	43%
56%	57%



Travel party

	Germany	All inbound
Spouse or partner	67%	62%
Friends	38%	32%
Children under 16	8%	18%
Travelled alone	6%	9%

Target segments, Top 3

Explorers
Relaxation Seekers
Nature-Loving Actives

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

Market Potential⁽²⁰²⁴⁾

18% of Germans have **already visited Luxembourg in the past**, which is comparable to the European average. Total travel intent from Germans is slightly above average, given **40%** of Germans **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Germany reaches **20%**, which translates into a **potential of around 7.7 million visitors** for this market.

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

Theme interest

Top 1-5

Culinary
Resting/Relaxation
Nature
Immersive travel
Sightseeing

Top 6-10

Architecture/townscapes
City
Fun/entertainment
Culture
Castles

Perceived suitability of Luxembourg, Top 5

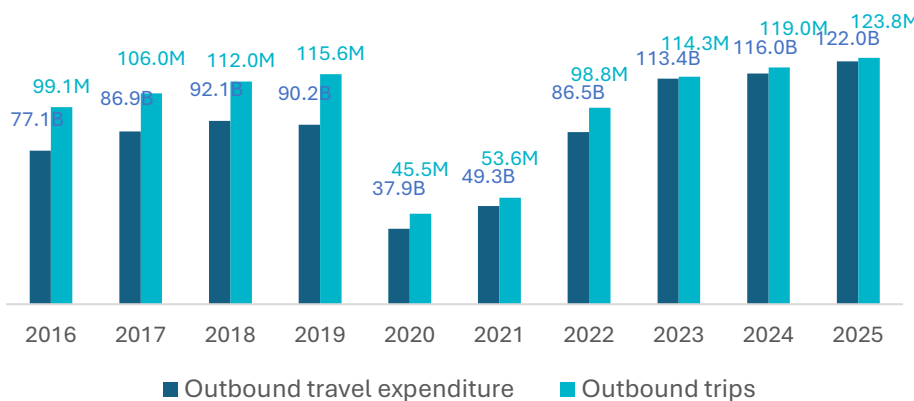
City
Culinary
Architecture/townscapes
Nature
Resting/Relaxation

Luxembourg's Brand Value Ratings, Top 5

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

Source: LFT Brand & Potential Studies 2023-2024

General outbound travel behaviour



In 2025, Germany recorded a **5%** increase in outbound travel expenditure and a **4%** rise in the number of outbound trips compared to 2024.

Leisure travel represented **84%** of all outbound trips.

22% of trips had a **duration of one to three nights.** ⁽²⁰²⁴⁾

Source: Oxford Economics

