



Summary Sheet, Italy



Nights and arrivals in paid accommodation

Nights

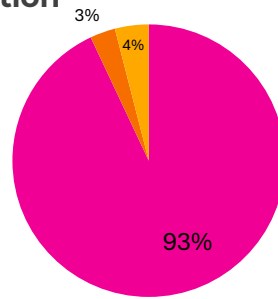
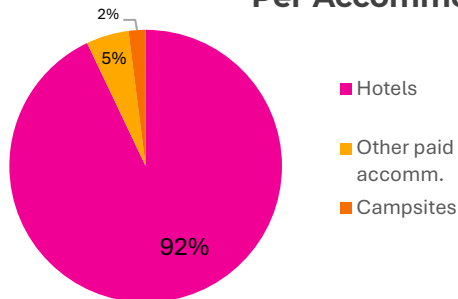
Total
68.040 nights

Arrivals

Total
36.658 arrivals

Nights in paid accommodation from Italy increased by **15%**, alongside a **30%** rise in inbound arrivals compared to 2024. The **average length of stay** in 2025 is **1.86** nights (-0.24 vs. 2024).

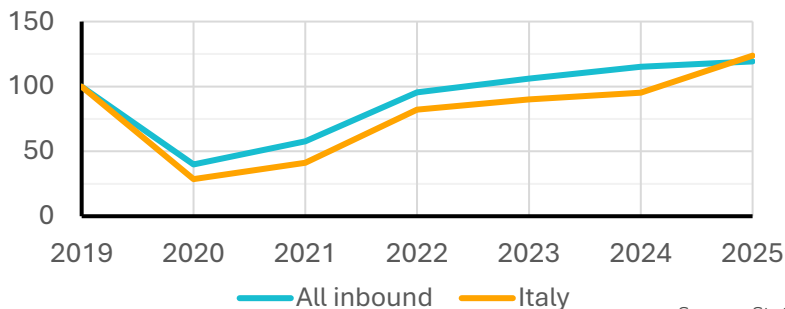
Per Accommodation



Per Region, Top 3

Lux-City (excl. camping)	70%	Lux-City (excl. camping)	72%
Guttland (excl. camping)	17%	Guttland (excl. camping)	18%
South	8%	South	7%

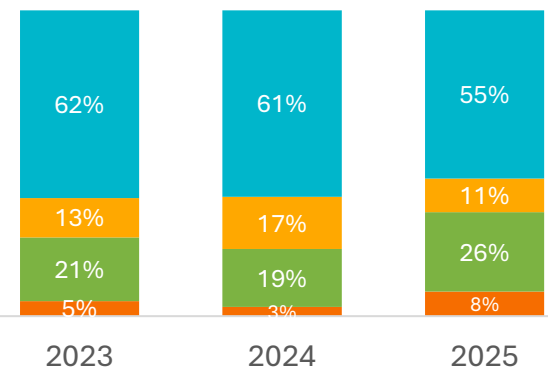
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statoc

Purpose of visit

Traditional business MICE VFR Holiday



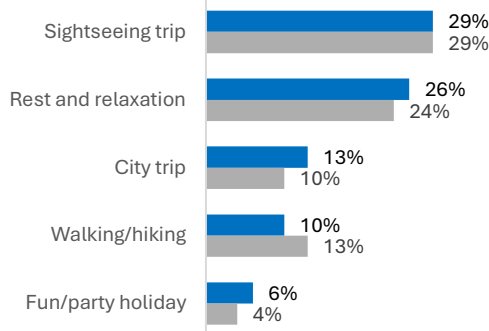
Comparison for 2025

	From Italy	From Europe
Holiday	55%	62%
VFR	11%	12%
MICE	26%	17%
Traditional business	8%	8%

Source: World Travel Monitor/IPK International

Travel behaviour

Holiday type, Top 5



Italy All Inbound

* Cumulated data for 2023-2025 due to low sample size for 2025.

Visited places, Top 5*

Towns and cities	100%
Churches, religious sites	76%
Architecture, historic sites	68%
Other sites or leisure activities	56%
Military history sites	52%

Activities, Top 5*

Local flair/atmosphere	72%
Hiking	72%
Trying regional specialties	64%
Observing nature	60%
Natural attractions	56%

Region of origin, Top 5

Lombardy	29%
Piedmont	13%
Tuscany	10%
Apulia	10%
Trentino-South Tyrol	6%

Source: LFT/Ilres Visitor Survey



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Summary Sheet, Italy



About the visitors

First-time visitors

Italy	All inbound
84%	60%

Age (average)

Italy	All inbound
35.8 years	41.3 years

Average expenditure/pers/day All trips to Luxembourg ¹

Italy	All inbound
201€	196€

Gender

Italy	All inbound
52%	43%
48%	57%



Travel party*

	Italy	All inbound
Spouse or partner	52%	61%
Friends	32%	30%
Travelled alone	20%	11%
Children under 16	8%	14%

Target segments, Top 3

Explorers
Leisure Oriented
Nature-Loving
Actives

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

* Cumulated data for 2023-2025 due to low sample size for 2025.

Market Potential⁽²⁰²⁴⁾

16% of Italians have **already visited Luxembourg in the past**, which is below the European average. Total travel intent from Italians is slightly above average, given **39%** of Italians **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Italy reaches **16%**, which translates into a **potential of around 4.6 million visitors** for this market.

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

Theme interest

Top 1-5

Sightseeing
Culinary
Nature
History/Unesco
Immersive travel

Top 6-10

Architecture/townscapes
City
Castles
Culture
Learning/new skills

Perceived suitability of Luxembourg, Top 5

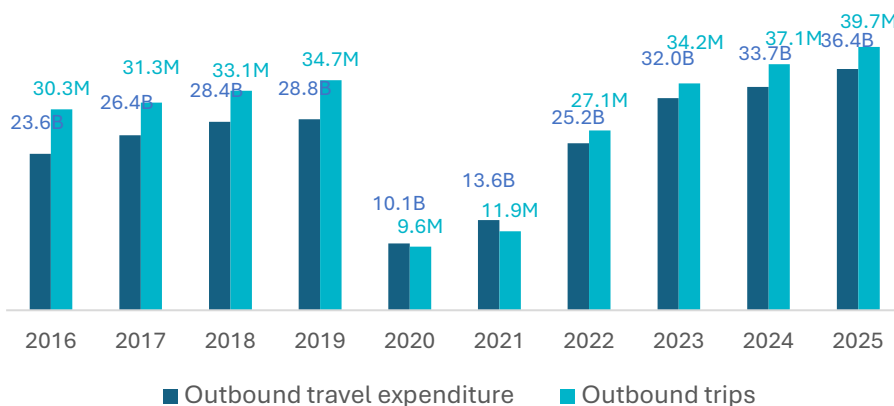
Castles
City
Culture
Nature
Gardens, parks

Luxembourg's Brand Value Ratings, Top 5

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

Source: LFT Brand & Potential Study

General outbound travel behaviour



In 2025, Italy recorded an **8%** increase in outbound travel expenditure and a **7%** rise in the number of outbound trips compared to 2024.

Leisure travel represented **88%** of all outbound trips.

24% of trips had a **duration of one to three nights.** ⁽²⁰²⁴⁾

Source: Oxford Economics

