



Summary Sheet, Netherlands



Nights and arrivals in paid accommodation

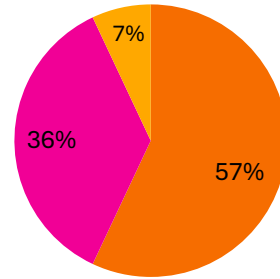
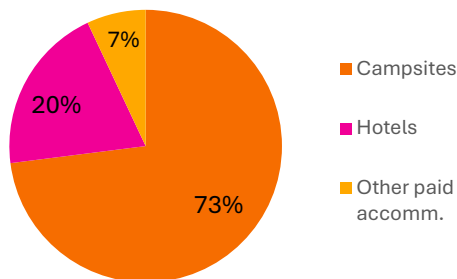
Nights

Total
986.168 nights

Arrivals

Total
297.601 arrivals

Per Accommodation

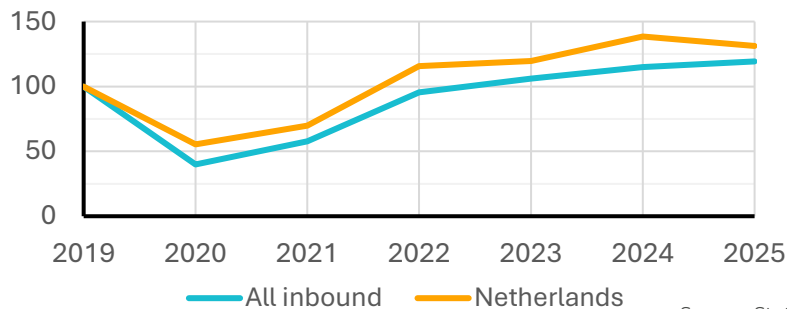


Nights in paid accommodation from the Netherlands decreased by **10%**, alongside a **5%** decline in inbound arrivals compared to 2024. The **average length of stay** in 2025 is **3.31** nights (-0.19 vs. 2024).

Per Region, Top 3

MPSL	44%	MPSL	31%
Éislek	34%	Éislek	30%
Lux-City (excl. camping)	11%	Lux-City (excl. camping)	20%

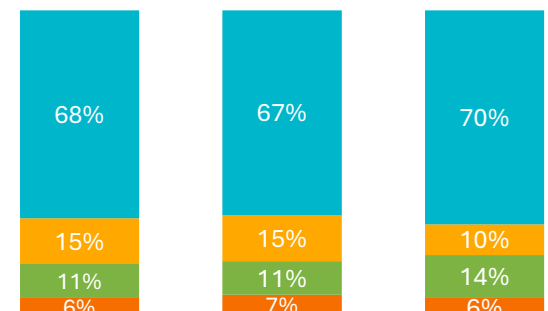
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statelc

Purpose of visit

Traditional business MICE VFR Holiday



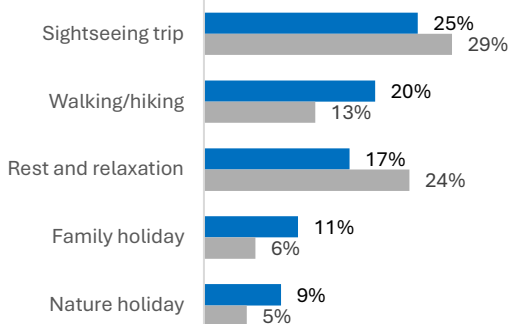
Comparison for 2025

	From the Netherlands	From Europe
Holiday	70%	62%
VFR	10%	12%
MICE	14%	17%
Traditional business	6%	8%

Source: World Travel Monitor/IPK International

Travel behaviour

Holiday type, Top 5



■ Netherlands ■ All Inbound

Visited places, Top 5

Towns and cities	95%
Architecture, historic sites	75%
Castles/Palaces	71%
Churches, religious sites	66%
Gardens, parks	62%

Activities, Top 5

Natural attractions	78%
Observing nature	78%
Hiking	78%
Local flair/atmosphere	56%
Trying regional specialities	33%

Region of origin, Top 5

North Brabant	22%
South Holland	18%
North Holland	13%
Limburg	9%
Utrecht	9%

Source: LFT/Ilres Visitor Survey



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Summary Sheet, Netherlands



About the visitors

First-time visitors		Age (average)		Average expenditure/pers/day All trips to Luxembourg ¹	
Netherlands	All inbound	Netherlands	All inbound	Netherlands	All inbound
58%	60%	41.7 years	41.3 years	161€	196€
Gender		Travel party		Target segments, Top 3	
Netherlands	All inbound	Netherlands	All inbound	Explorers	
49%	43%	Spouse or partner	60%	Nature-Loving	
51%	57%	Children under 16	34%	Actives	
		Friends	21%	Relaxation Seekers	
		Travelled alone	4%	Source: LFT/Ilres Visitor Survey except ¹ : World Travel Monitor/IPK International	

Market Potential⁽²⁰²⁴⁾

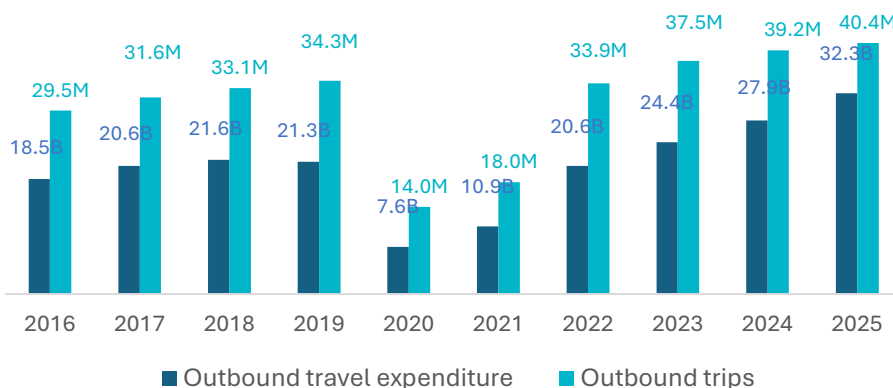
41% of Dutch people have **already visited Luxembourg in the past**, which is significantly above the European average. Total travel intent from Dutch people is slightly below the average, given **35%** of Dutch people **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Netherlands reaches **17%**, which translates into a **potential of around 1.8 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	City	Nature	safe
Nature	Fun/entertainment	Hiking	clean
Culinary	Family	Resting/Relaxation	welcoming, hospitable
Sightseeing	Hiking	Family	authentic, real
Architecture/townscapes	Immersive travel	Castles	of high quality

Source: LFT Brand & Potential Studies 2023-2024

General outbound travel behaviour



In 2025, the Netherlands recorded a **16%** increase in outbound travel expenditure and a **3%** rise in the number of outbound trips compared to 2024.

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

27% of trips had a **duration of one to three nights.** ⁽²⁰²⁴⁾

Source: Oxford Economics

