



Summary Sheet, Poland



Nights and arrivals in paid accommodation

Nights

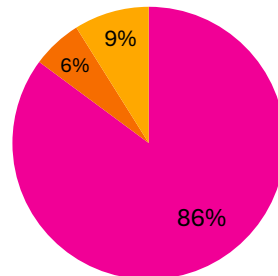
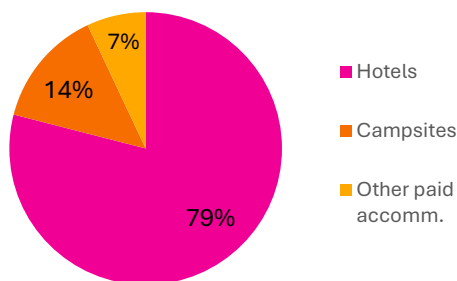
Total
21.786 nights

Arrivals

Total
10.219 arrivals

Nights in paid accommodation from Poland fell by **7%**, whilst inbound arrivals rose by **6%** compared to 2024. The **average length of stay** in 2025 is **2.13** nights (-0.29 vs. 2024).

Per Accommodation

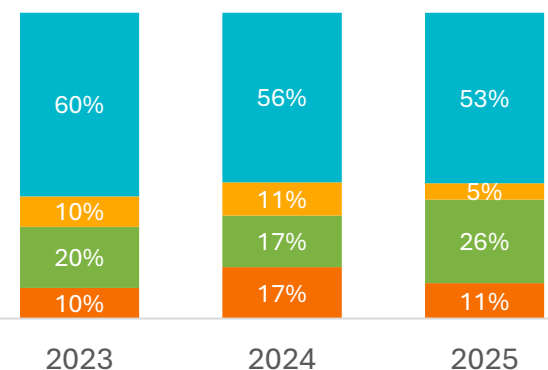


Per Region, Top 3

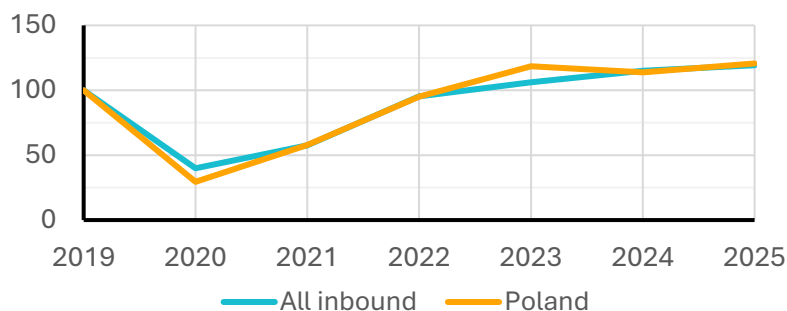
Lux-City (excl. camping)	54%	Lux-City (excl. camping)	62%
Guttland (excl. camping)	16%	Guttland (excl. camping)	18%
South	12%	South	10%

Purpose of visit

Traditional business MICE VFR Holiday



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



Source: Statoc

Comparison for 2025

	From Poland	From Europe
Holiday	53%	62%
VFR	5%	12%
MICE	26%	17%
Traditional business	11%	8%

Source: World Travel Monitor/IPK International

Travel expenditure

Average expenditure/pers/day All trips to Luxembourg

	Poland	All inbound
	171€	196€

Source: World Travel Monitor/IPK International



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Summary Sheet, Poland



Market Potential⁽²⁰²²⁾

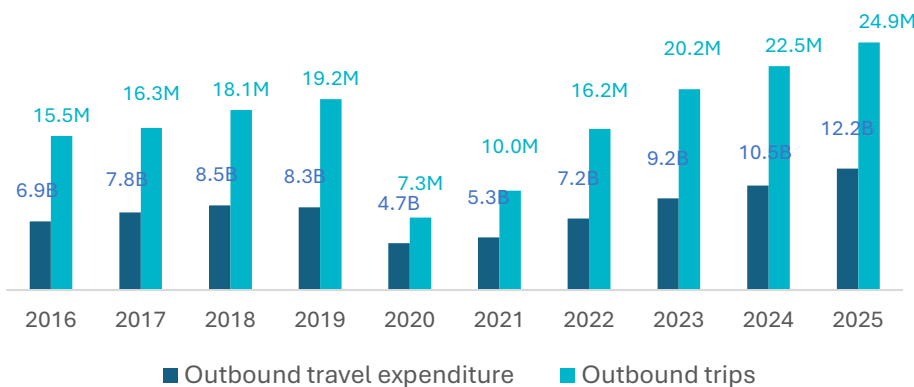
7% of Poles have **already visited Luxembourg in the past**, which is significantly below the European average. Total travel intent from Poles is also below the European average, given **27%** of Poles **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Poland reaches **9%**, which translates into a **potential of around 2.4 million visitors** for this market.

Theme interest, perceived suitability of Luxembourg and brand value ratings⁽²⁰²²⁾

Theme interest		Perceived suitability of Luxembourg, Top 5
Top 1-5	Top 6-10	
Resting/Relaxation	History/Unesco	City
Nature	Hiking	Castles
City	Culture	Culture
Castles	Wine	Shopping
Culinary	Sustainability	Culinary

Source: Destination Brand/Inspektour.

General outbound travel behaviour



In 2025, Poland recorded a **16%** increase in outbound travel expenditure and a **10%** rise in the number of outbound trips compared to 2024.

Leisure travel represented **85%** of all outbound trips.

20% of trips had a **duration of one to three nights.** ⁽²⁰²⁴⁾

Source: Oxford Economics

