



Summary Sheet, Spain



Nights and arrivals in paid accommodation

Nights

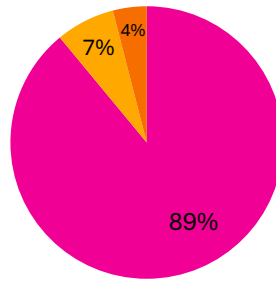
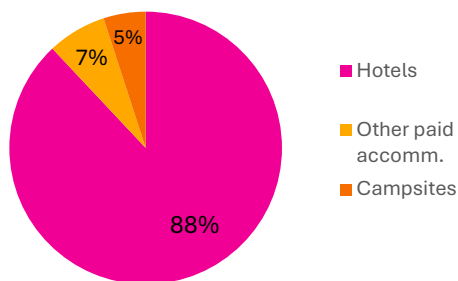
Total
55.101 nights

Arrivals

Total
27.931 arrivals

Nights in paid accommodation from Spain decreased by **less than 1%**, whilst inbound arrivals rose by **4%** compared to 2024. The **average length of stay** in 2025 is **1.97** nights (-0.08 vs. 2024).

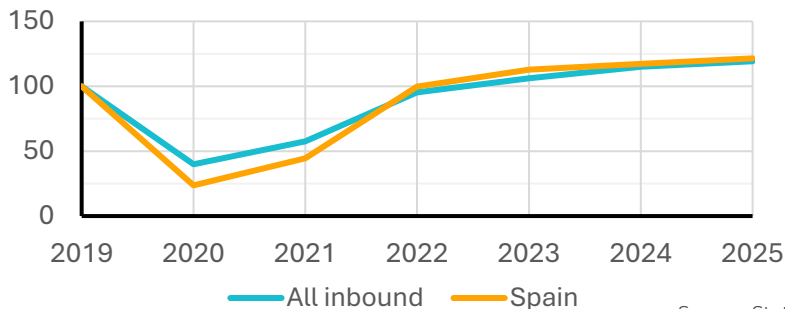
Per Accommodation



Per Region, Top 3

Lux-City (excl. camping)	67%	Lux-City (excl. camping)	68%
Guttland (excl. camping)	15%	Guttland (excl. camping)	16%
South	11%	South	10%

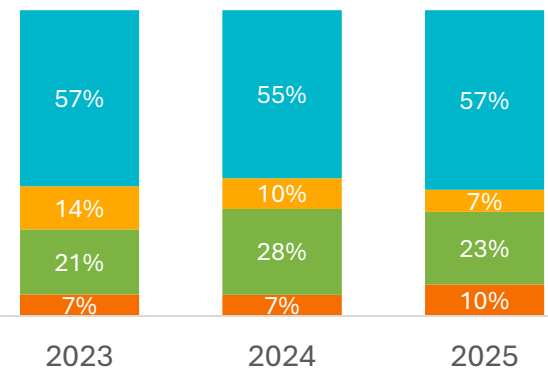
Arrivals in all paid accommodation, national (2019 = Index 100)



Source: Statist

Purpose of visit

Traditional business MICE VFR Holiday



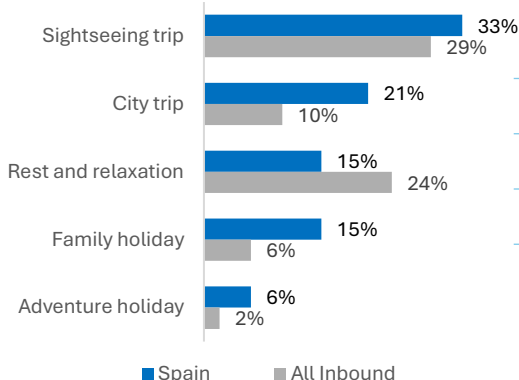
Comparison for 2025

	From Spain	From Europe
Holiday	57%	62%
VFR	7%	12%
MICE	23%	17%
Traditional business	10%	8%

Source: World Travel Monitor/IPK International

Travel behaviour

Holiday type, Top 5



Visited places, Top 5*

Towns and cities	100%
Churches, religious sites	83%
Castles/palaces	79%
Other sites or leisure activities	76%
Military history sites	72%

Activities, Top 5*

Local flair/atmosphere	97%
Observing nature	83%
Shopping experience	62%
Urban lifestyle	59%
Buying things at the market	55%

Region of origin, Top 5

Catalonia	24%
Galicia	18%
Madrid	15%
Andalusia	9%
Castile – La Mancha	9%

■ Spain ■ All Inbound

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

Source: LFT/Ilres Visitor Survey



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Summary Sheet, Spain



About the visitors

First-time visitors

Spain	All inbound
88%	60%

Age (average)

Spain	All inbound
38.6 years	41.3 years

Average expenditure/pers/day All trips to Luxembourg ¹

Spain	All inbound
162€	196€

Gender

Spain	All inbound
24%	43%
76%	57%

Travel party*

	Spain	All inbound
Spouse or partner	52%	61%
Friends	38%	30%
Children under 16	28%	14%
Travelled alone	10%	11%

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⁾

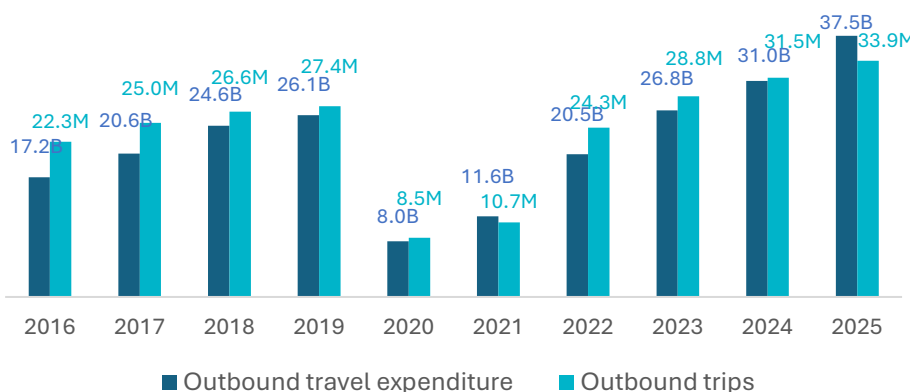
18% of Spanish people have **already visited Luxembourg in the past**, which is comparable to the European average. Total travel intent from Spanish people is above average, given **42%** of Spanish people **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Spain reaches **21%**, which translates into a **potential of around 5.0 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		
Culinary	Resting/Relaxation	City	safe
Sightseeing	History/Unesco	Culture	clean
City	Immersive travel	Castles	of high quality
Architecture/townscapes	Culture	Resting/Relaxation	attractive, appealing
Nature	Castles	Architecture/townscapes	open-minded, tolerant

Source: LFT Brand & Potential Studies 2023-2024

General outbound travel behaviour



In 2025, Spain recorded a **21%** increase in outbound travel expenditure and an **8%** rise in the number of outbound trips compared to 2024.

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

34% of trips had a **duration of one to three nights.** ⁽²⁰²⁴⁾

Source: Oxford Economics

