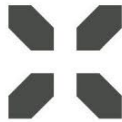




All figures refer to 2025 unless stated otherwise.

Summary Sheet, Sweden



Nights and arrivals in paid accommodation

Nights

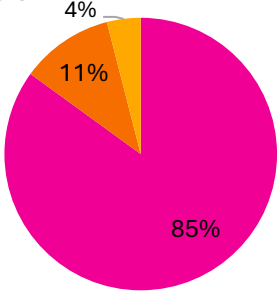
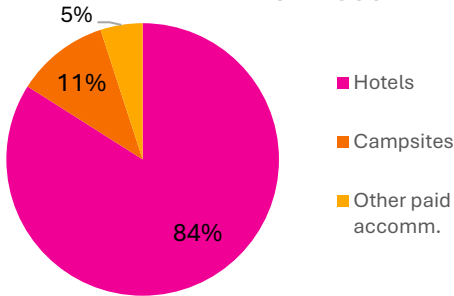
Total
11.913 nights

Arrivals

Total
6.822 arrivals

Nights in paid accommodation from Sweden decreased by **6%**, whilst inbound arrivals stayed nearly **the same** compared to 2024. The **average length of stay** in 2025 is **1.75** nights (-0.10 vs. 2024).

Per Accommodation

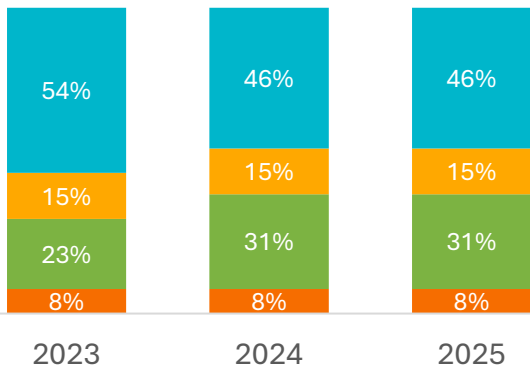


Per Region, Top 3

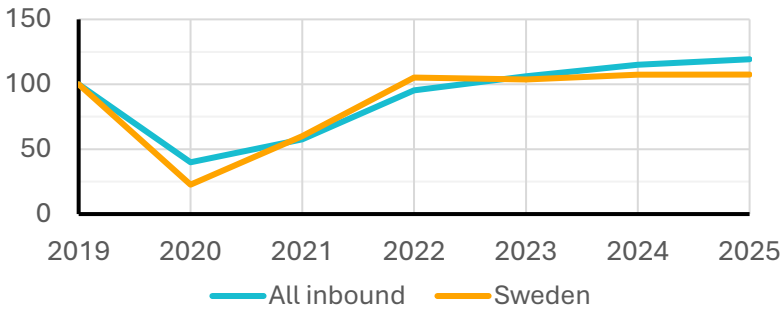
Lux-City (excl. camping)	69%	Lux-City (excl. camping)	67%
Guttland (excl. camping)	11%	Guttland (excl. camping)	13%
South	6%	South	6%

Purpose of visit

Traditional business MICE VFR Holiday



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



Source: Statec

Comparison for 2025

	From Sweden	From Europe
Holiday	46%	62%
VFR	15%	12%
MICE	31%	17%
Traditional business	8%	8%

Source: World Travel Monitor/IPK International

Travel expenditure

Average expenditure/pers/day All trips to Luxembourg

Sweden	All inbound
184€	196€

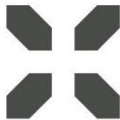
Source: World Travel Monitor/IPK International





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Summary Sheet, Sweden



Market Potential⁽²⁰²⁴⁾

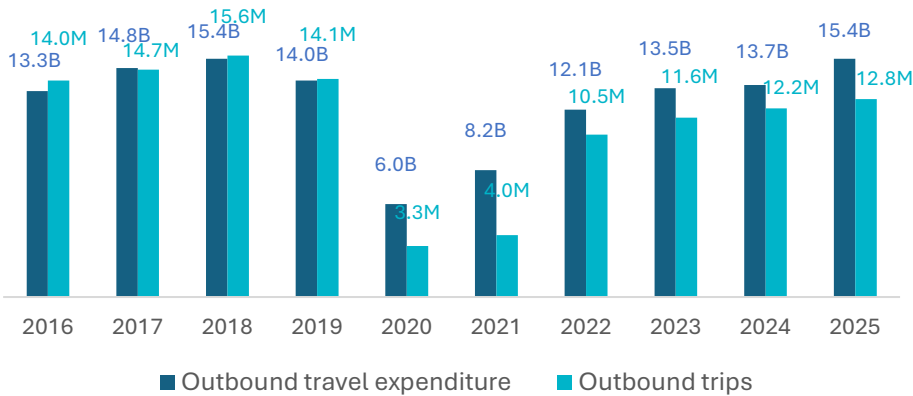
14% of Swedes have **already visited Luxembourg in the past**, which is below the European average. Total travel intent from Swedes is also below average, given **27%** of Swedes **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Sweden reaches **11%**, which translates into a **potential of around 0.6 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	Family	Culinary	safe
Culinary	History/Unesco	City	welcoming, hospitable
Nature	Culture	Shopping	of high quality
City	Events	Resting/Relaxation	exclusive, luxurious
Sustainability	Travelling by train	Culture	attractive, appealing

Source: LFT Brand & Potential Studies 2023-2024

General outbound travel behaviour



In 2025, Sweden recorded a **12%** increase in outbound travel expenditure and a **5%** rise in the number of outbound trips compared to 2024.

Leisure travel represented **87%** of all outbound trips.

32% of trips had a **duration of one to three nights.** ⁽²⁰²⁴⁾

Source: Oxford Economics

