



Summary Sheet, Switzerland



Nights and arrivals in paid accommodation

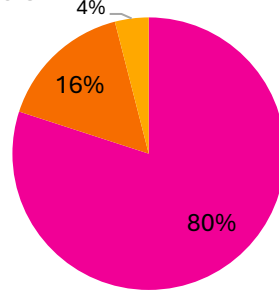
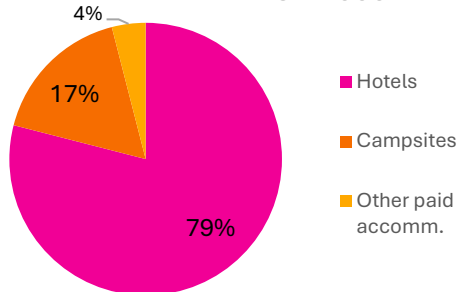
Nights

Total
46.360 nights

Arrivals

Total
25.964 arrivals

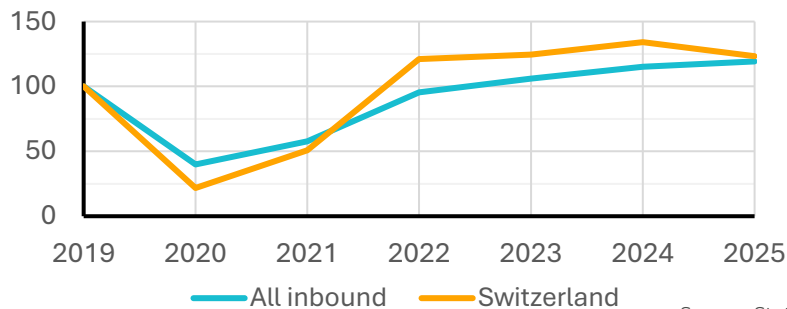
Per Accommodation



Per Region, Top 3

Lux-City (excl. camping)	62%	Lux-City (excl. camping)	63%
Guttland + Lux City (camping)	9%	Guttland + Lux-City (camping)	9%
South	8%	Guttland (excl. camping)	8%

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

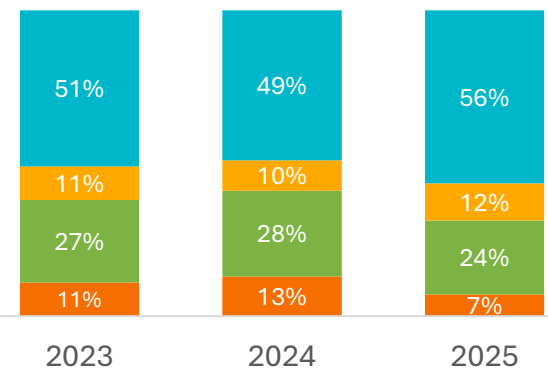


Source: Statec

Nights in paid accommodation from Switzerland decreased by **5%**, alongside an **8%** decline in inbound arrivals compared to 2024. The **average length of stay** in 2025 is **1.79** nights (+0.06 vs. 2024).

Purpose of visit

Traditional business MICE VFR Holiday



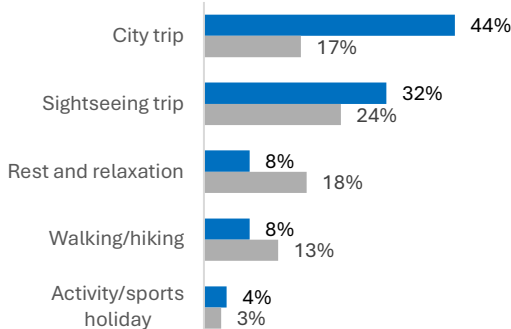
Comparison for 2025

	From Switzerland	From Europe
Holiday	56%	62%
VFR	12%	12%
MICE	24%	17%
Traditional business	7%	8%

Source: World Travel Monitor/IPK International

Travel behaviour

Holiday type, Top 5*



■ Switzerland ■ All Inbound

* Cumulated data for 2022-2025 due to low sample size for 2025.

Visited places, Top 5*

Towns and cities	94%
Churches, religious sites	65%
Architecture, historic sites	65%
Military history sites	41%
Museums	41%

Activities, Top 5*

Local flair/atmosphere	100%
Trying regional specialities	71%
Natural attractions	53%
Observing nature	47%
Night life	35%

Region of origin, Top 5*

Zürich	27%
Bern/Mittelland	20%
Eastern Switzerland	16%
Aargau	8%
Central Switzerland	8%

Source: LFT/Ilres Visitor Survey



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Summary Sheet, Switzerland



About the visitors

First-time visitors*

Switzerland	All inbound
69%	62%

Age (average)*

Switzerland	All inbound
47.6 years	42.5 years

Average expenditure/pers/day All trips to Luxembourg ¹

Switzerland	All inbound
268€	196€

Gender*

Switzerland	All inbound
49%	46%
51%	54%

Travel party*

	Switzerland All inbound	
Spouse or partner	59%	60%
Friends	41%	31%
Travelled alone	12%	11%
Children under 16	6%	14%

Target segments, Top 3*

Explorers

Nature-Loving
Actives

Short Breakers

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

* Cumulated data for 2022-2025 due to low sample size for 2025.

Market Potential⁽²⁰²⁴⁾

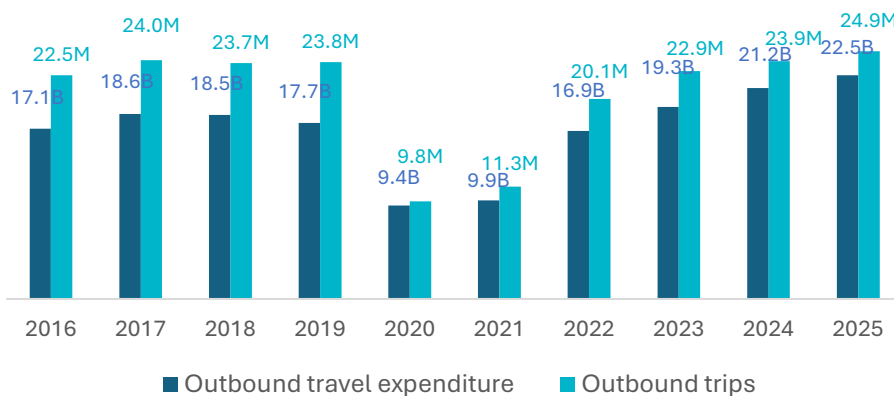
20% of Swiss people have **already visited Luxembourg in the past**, which is comparable to the European average. Total travel intent from Swiss people is in line with the average, given **37%** of Swiss people **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Switzerland reaches **16%**, which translates into a **potential of around 0.9 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		
Nature	City	City	safe
Culinary	Architecture/townscapes	Resting/Relaxation	clean
Resting/Relaxation	Fun/entertainment	Culinary	of high quality
Immersive travel	Learning/new skills	Architecture/townscapes	open-minded, tolerant
Sightseeing	Culture	Nature	authentic, real

Source: LFT Brand & Potential Studies 2023-2024

General outbound travel behaviour



In 2025, Switzerland recorded a **6%** increase in outbound travel expenditure and a **4%** rise in the number of outbound trips compared to 2024.

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

Source: Oxford Economics

