Luxembourg for Tourism
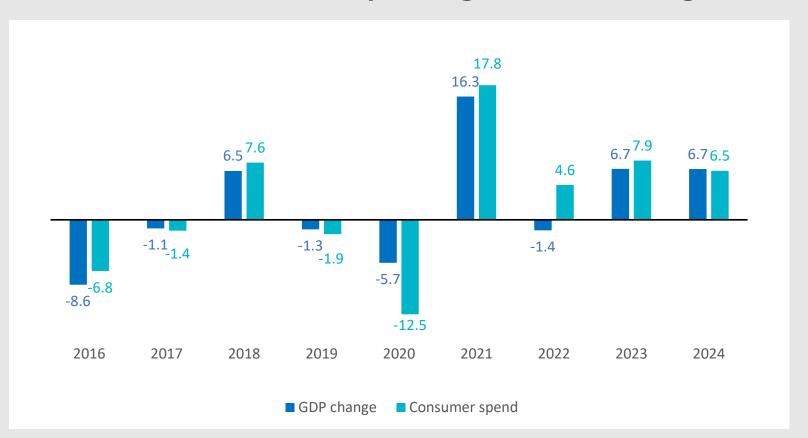
Market profile
UNITED KINGDOM & IRELAND
2024

Economic indicators & General Travel Demand

Economic indicators – General travel demand

GDP and consumer spending, % annual change

Legend: GDP change, Consumer spend

Data by year:
- 2016: GDP change -8.6, Consumer spend -6.8
- 2017: GDP change -1.1, Consumer spend -1.4
- 2018: GDP change 6.5, Consumer spend 7.6
- 2019: GDP change -1.3, Consumer spend -1.9
- 2020: GDP change -5.7, Consumer spend -12.5
- 2021: GDP change 16.3, Consumer spend 17.8
- 2022: GDP change -1.4, Consumer spend 4.6
- 2023: GDP change 6.7, Consumer spend 7.9
- 2024: GDP change 6.7, Consumer spend 6.5

Economy & population

GDP ($) per capita
52,604.63

Unemployment (%)
4.30

Inflation(%)
2.54
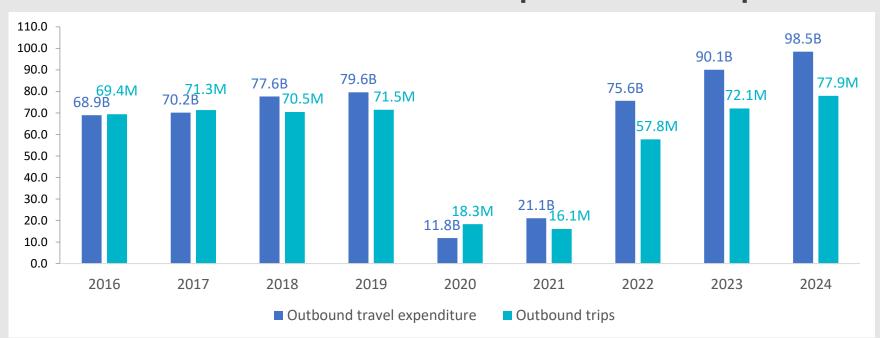
Population
69,259,120

Economic indicators – General travel demand

Outbound trips and travel expenditure

Year	Outbound travel expenditure	Outbound trips
2016	68.9B	69.4M
2017	70.2B	71.3M
2018	77.6B	70.5M
2019	79.6B	71.5M
2020	11.8B	18.3M
2021	21.1B	16.1M
2022	75.6B	57.8M
2023	90.1B	72.1M
2024	98.5B	77.9M

■ Outbound travel expenditure ■ Outbound trips
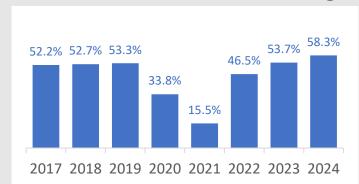
Outbound travel intensity
1.13 trips
per inhabitant (2024)
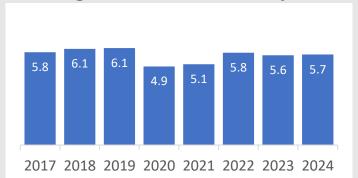
Average spend
per outbound trip (2024)
1,397 $

Share of outbound travel, % all nights
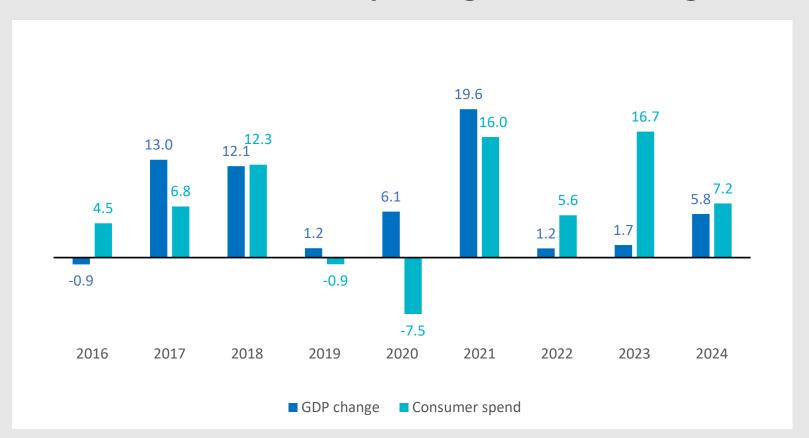
Year	%
2017	52.2%
2018	52.7%
2019	53.3%
2020	33.8%
2021	15.5%
2022	46.5%
2023	53.7%
2024	58.3%

Share of leisure,
% all outbound trips
(2024)
87.2%

Average length of stay, nights, all outbound trips

Year	Nights
2017	5.8
2018	6.1
2019	6.1
2020	4.9
2021	5.1
2022	5.8
2023	5.6
2024	5.7

Economic indicators – General travel demand

GDP and consumer spending, % annual change

GDP change | **Consumer spend**

Year	GDP change	Consumer spend
2016	-0.9	4.5
2017	13.0	6.8
2018	12.1	12.3
2019	1.2	-0.9
2020	6.1	-7.5
2021	19.6	16.0
2022	1.2	5.6
2023	1.7	16.7
2024	5.8	7.2

Economy & population

GDP ($) per capita
112,821.90

Unemployment (%)
4.30

Inflation(%)
2.12
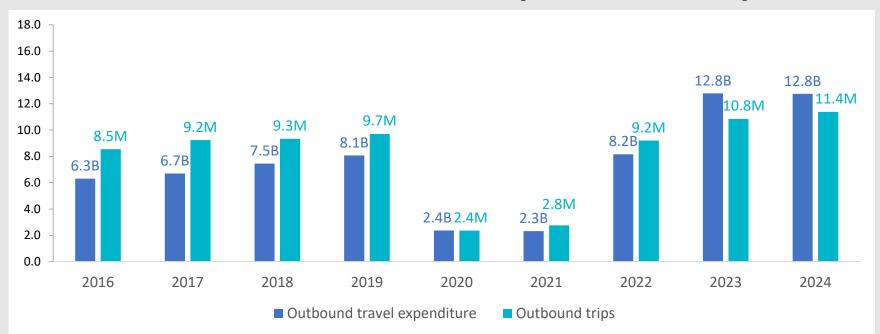
Population
5,393,310

Economic indicators – General travel demand

Outbound trips and travel expenditure

- 2016: 6.3B / 8.5M
- 2017: 6.7B / 9.2M
- 2018: 7.5B / 9.3M
- 2019: 8.1B / 9.7M
- 2020: 2.4B / 2.4M
- 2021: 2.3B / 2.8M
- 2022: 8.2B / 9.2M
- 2023: 12.8B / 10.8M
- 2024: 12.8B / 11.4M

■ Outbound travel expenditure ■ Outbound trips

Outbound travel intensity
2,11 trips
per inhabitant (2024)
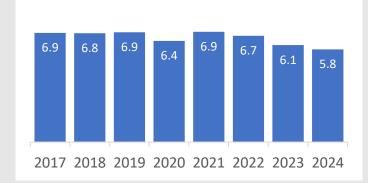
**Average spend
per outbound trip (2024)
1,121 $**

Share of outbound travel, % all nights

- 2017: 58.4%
- 2018: 56.2%
- 2019: 56.8%
- 2020: 39.5%
- 2021: 31.2%
- 2022: 53.9%
- 2023: 57.2%
- 2024: 58.0%

**Share of leisure,
% all outbound trips
(2024)
84.8%**

Average length of stay, nights, all outbound trips

- 2017: 6.9
- 2018: 6.8
- 2019: 6.9
- 2020: 6.4
- 2021: 6.9
- 2022: 6.7
- 2023: 6.1
- 2024: 5.8

**Share of short trips
(1-3 nights),
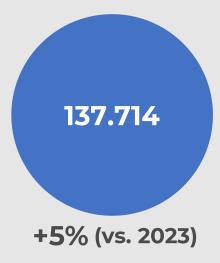% all outbound
trips (2024)
37.3%**

Arrivals & nights
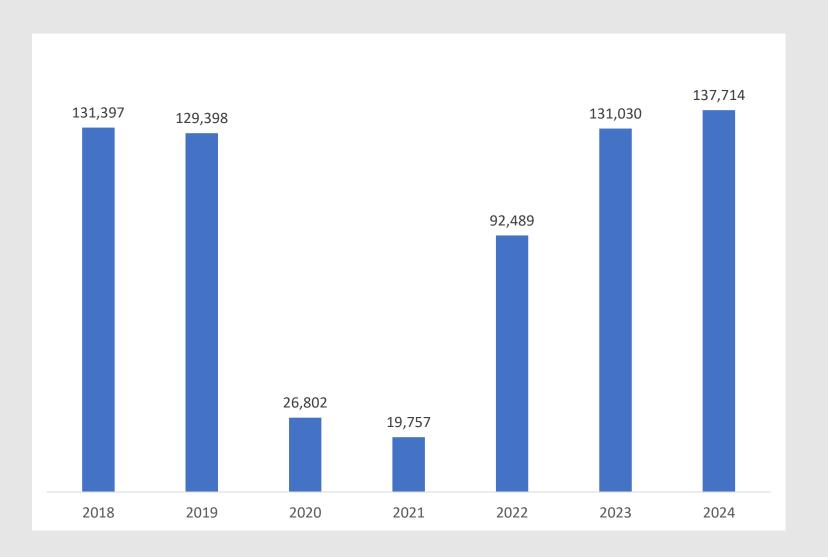in paid accommodation

Nights in paid accommodation
2024 and 2018-2024
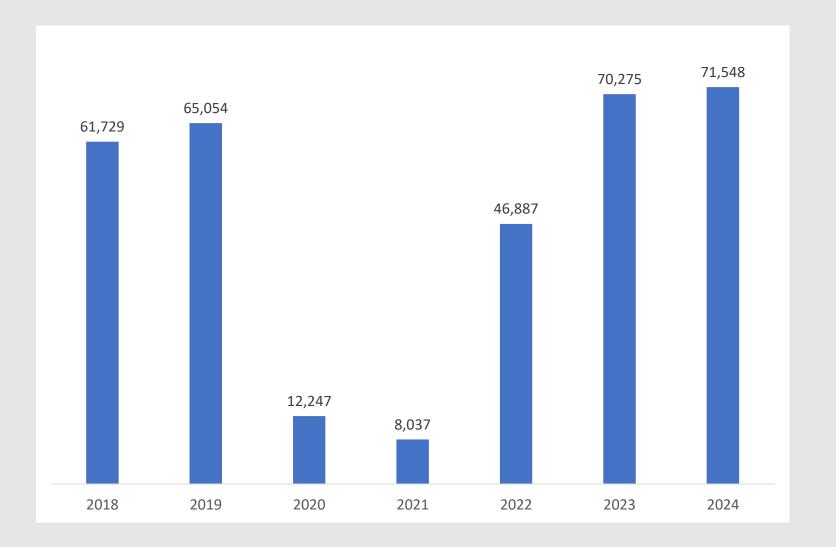
**Nights,
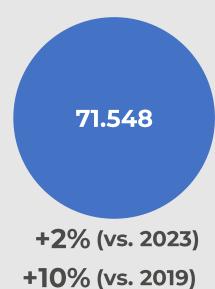paid accommodation, 2024**

137.714

+5% (vs. 2023)

+6% (vs. 2019)

Year	Nights
2018	131,397
2019	129,398
2020	26,802
2021	19,757
2022	92,489
2023	131,030
2024	137,714

Arrivals in paid accommodation
2024 and 2018-2024

**Arrivals,
paid accommodation, 2024**

71.548

+2% (vs. 2023)

+10% (vs. 2019)

Year	Value
2018	61,729
2019	65,054
2020	12,247
2021	8,037
2022	46,887
2023	70,275
2024	71,548

Length of stay, paid accommodation
2024 and 2018-2024

Average length of stay, paid accommodation, 2024

1.92 nights
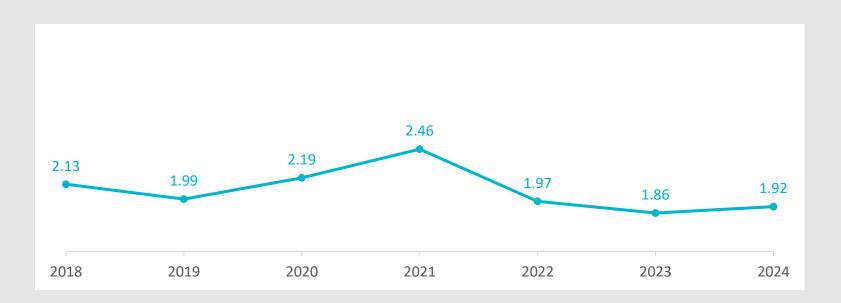
+0.06 nights (vs. 2023)

-0.07 nights (vs. 2019)
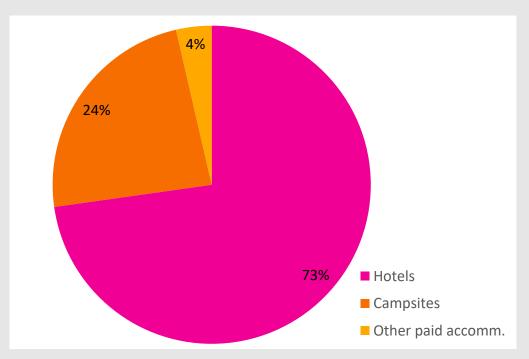
2018 — 2.13
2019 — 1.99
2020 — 2.19
2021 — 2.46
2022 — 1.97
2023 — 1.86
2024 — 1.92

Nights & arrivals in paid accommodation
Type of accommodation, 2024

Nights, paid accommodation, 2024

- 4% Other paid accomm.
- 24% Campsites
- 73% Hotels
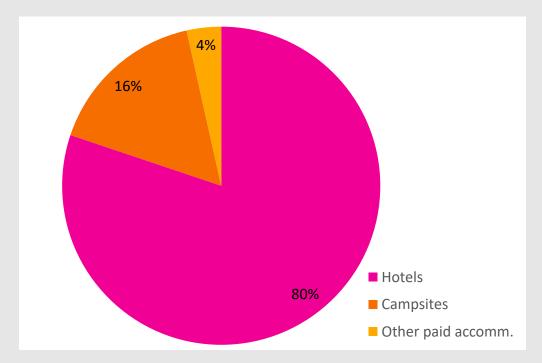
Hotels	100.214	-3% (vs. 2023)	-8% (vs. 2019)
Campsites	32.530	+42% (vs. 2023)	+153% (vs. 2019)
Other paid accomm.	4.970	+6% (vs. 2023)	-39% (vs. 2019)

Arrivals, paid accommodation, 2024

- 4% Other paid accomm.
- 16% Campsites
- 80% Hotels

Hotels	57.354	-3% (vs. 2023)	+0% (vs. 2019)
Campsites	11.686	+34% (vs. 2023)	+129% (vs. 2019)
Other paid accomm.	2.508	+11% (vs. 2023)	-4% (vs. 2019)
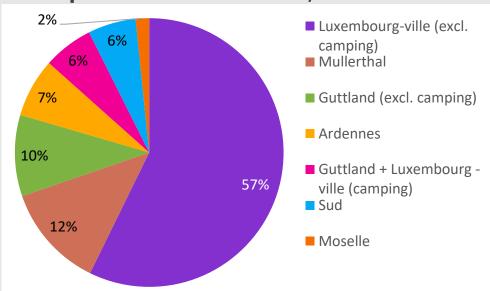
Source: Statec

Nights & arrivals in paid accommodation
Regions, 2024

Nights, paid accommodation, 2024

Legend:
- Luxembourg-ville (excl. camping) — 57%
- Mullerthal — 12%
- Guttland (excl. camping) — 10%
- Ardennes — 7%
- Guttland + Luxembourg -ville (camping) — 6%
- Sud — 6%
- Moselle — 2%

Arrivals, paid accommodation, 2024

Legend:
- Luxembourg-ville (excl. camping) — 62%
- Guttland (excl. camping) — 11%
- Sud — 6%
- Mullerthal — 6%
- Guttland + Luxembourg -ville (camping) — 6%
- Ardennes — 6%
- Moselle — 2%
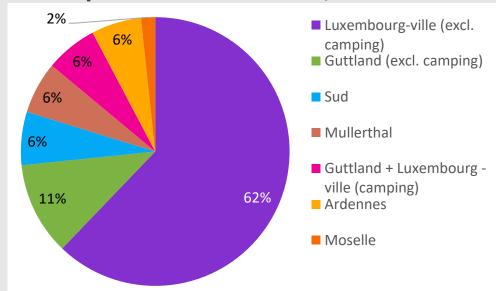
Region	Nights	vs. 2023	vs. 2019
Lux.-City (excl. camping)	78.852	+7% (vs. 2023)	+7% (vs. 2019)
MPSL	17.182	+70% (vs. 2023)	+145% (vs. 2019)
Guttland (excl. camping)	13.461	-18% (vs. 2023)	-26% (vs. 2019)
Eislek	9.763	+6% (vs. 2023)	-40% (vs. 2019)
Guttland/Lux.-City (camping)	8.271	+17% (vs. 2023)	+233% (vs. 2019)
South	7.954	-33% (vs. 2023)	+0% (vs. 2019)
Moselle	2.231	-23% (vs. 2023)	-38% (vs. 2019)

Region	Arrivals	vs. 2023	vs. 2019
Lux.-City (excl. camping)	44.480	+7% (vs. 2023)	+12% (vs. 2019)
Guttland (excl. camping)	8.009	-19% (vs. 2023)	-10% (vs. 2019)
South	4.586	-31% (vs. 2023)	-5% (vs. 2019)
MPSL	4.487	+53% (vs. 2023)	+84% (vs. 2019)
Guttland/Lux.-City (camping)	4.461	+11% (vs. 2023)	+178% (vs. 2019)
Eislek	4.312	+14% (vs. 2023)	-26% (vs. 2019)
Moselle	1.213	-14% (vs. 2023)	-37% (vs. 2019)
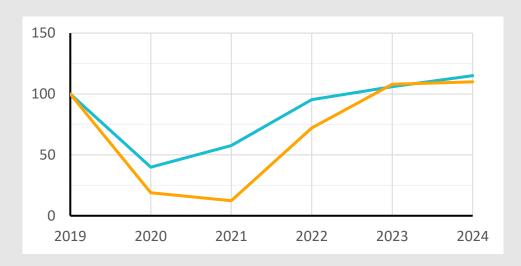
Arrivals in paid accommodation
Trends 2019-2024
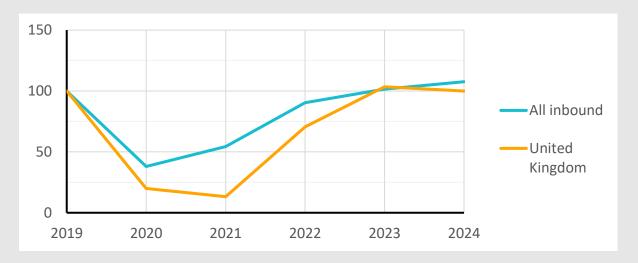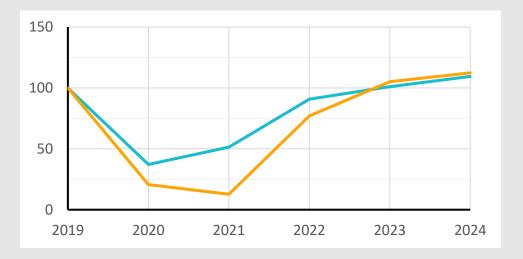
All paid accommodation, national (2019 = Index 100)

Hotels, national (2019 = Index 100)

— All inbound

— United Kingdom

All paid accommodation (*), Luxembourg City (2019 = Index 100)

(*) excluding camping.
Source: Statec
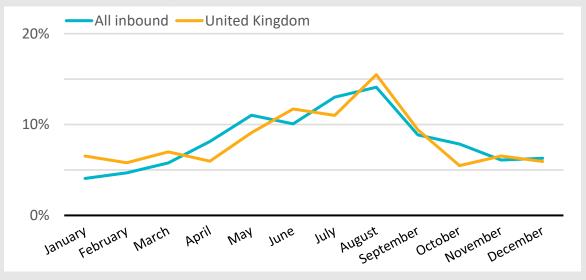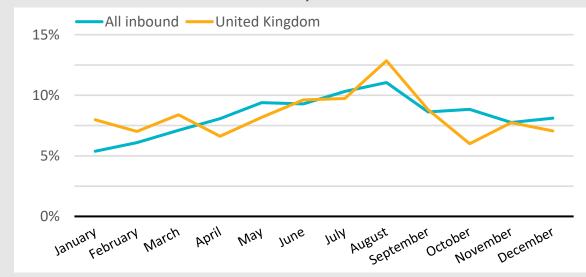
Arrivals in paid accommodation
Seasonality
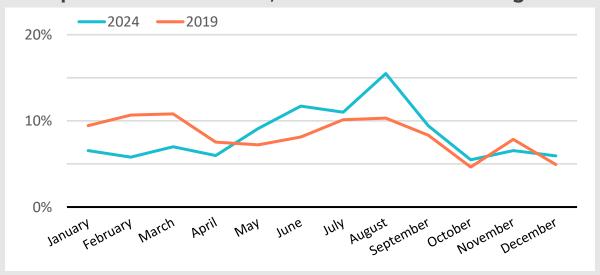
All paid accommodation, 2024

Hotels, 2024

All paid accommodation, arrivals from United Kingdom

Source: Statec

Short-term rentals
2024 and 2018-2024
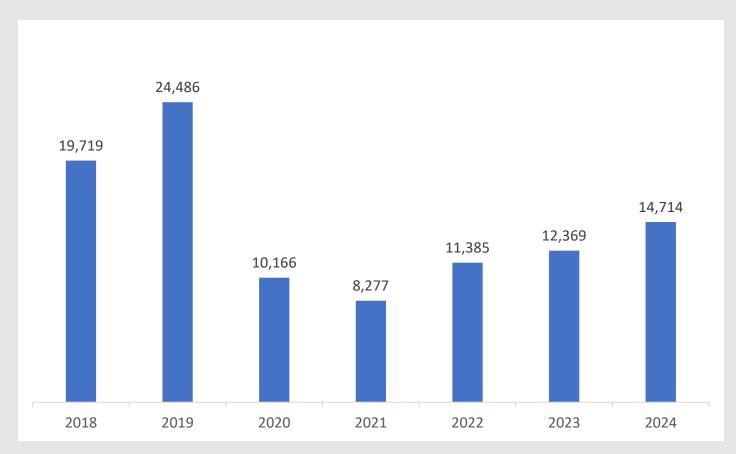
Nights,
Short-term rentals, 2024

14.714

19% (vs. 2023)

-40% (vs. 2019)

Nights,
Short-term rentals, 2018-2024
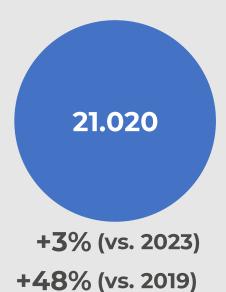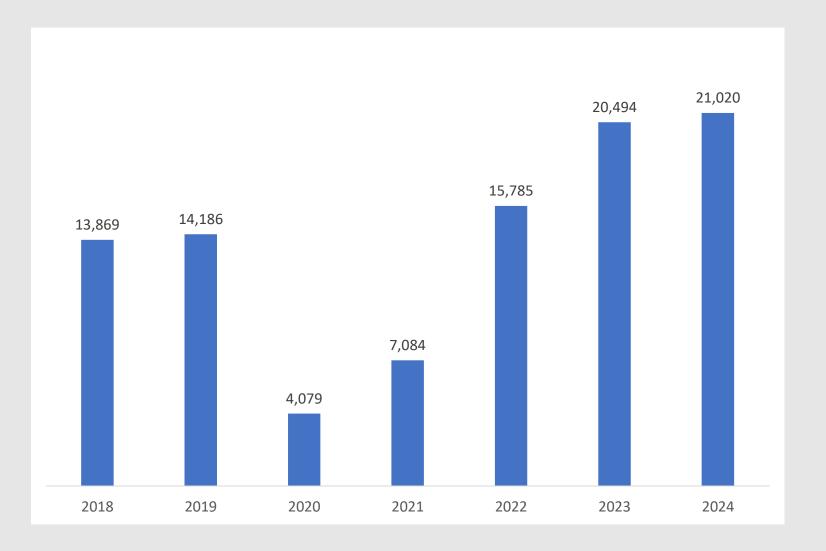
Year	Nights
2018	19,719
2019	24,486
2020	10,166
2021	8,277
2022	11,385
2023	12,369
2024	14,714

Nights in paid accommodation
2024 and 2018-2024

Nights, paid accommodation, 2024

21.020

+3% (vs. 2023)

+48% (vs. 2019)

Year	Value
2018	13,869
2019	14,186
2020	4,079
2021	7,084
2022	15,785
2023	20,494
2024	21,020

Arrivals in paid accommodation
2024 and 2018-2024

**Arrivals,
paid accommodation, 2024**

9.884

-2% (vs. 2023)

+46% (vs. 2019)

Year	Value
2018	6,278
2019	6,768
2020	1,637
2021	3,061
2022	7,323
2023	10,039
2024	9,884

Source: Statec

Length of stay, paid accommodation
2024 and 2018-2024

**Average length of stay,
paid accommodation, 2024**

**2.13
nights**
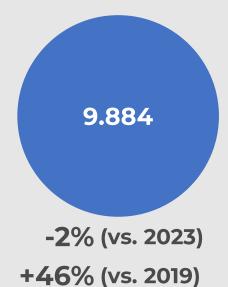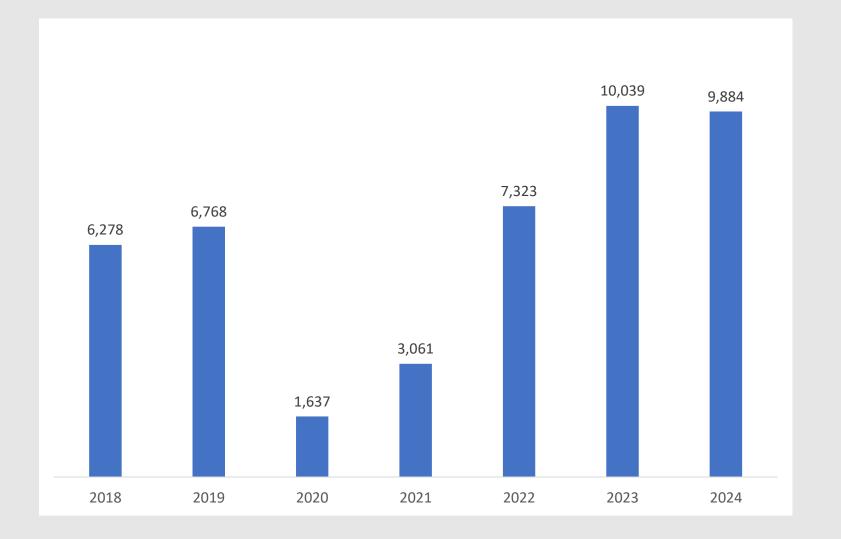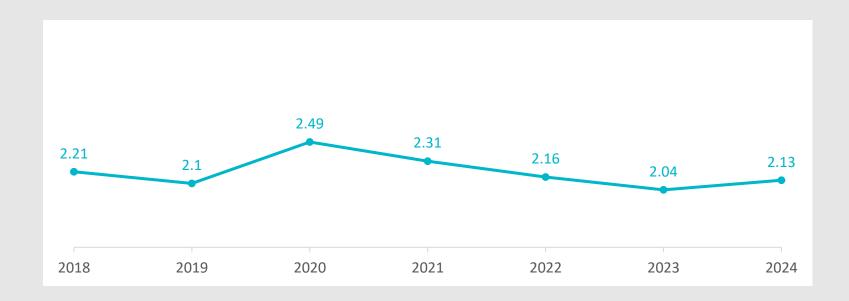
+0.09 nights (vs. 2023)

+0.03 nights (vs. 2019)
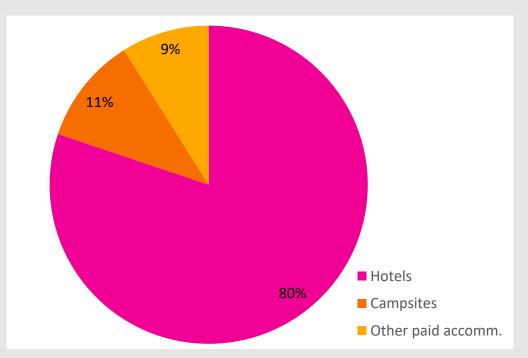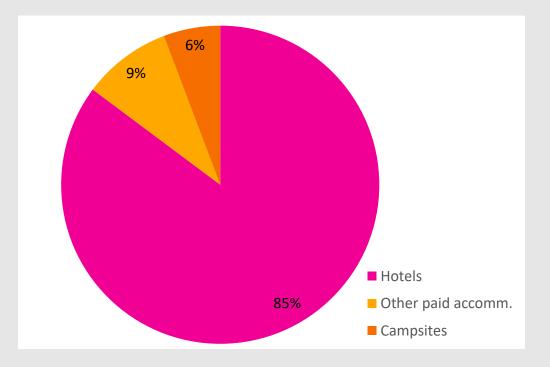
2018	2019	2020	2021	2022	2023	2024
2.21	2.1	2.49	2.31	2.16	2.04	2.13

Source: Statec

Nights & arrivals in paid accommodation
Type of accommodation, 2024

Nights, paid accommodation, 2024

- Hotels: 80%
- Campsites: 11%
- Other paid accomm.: 9%

Arrivals, paid accommodation, 2024

- Hotels: 85%
- Other paid accomm.: 9%
- Campsites: 6%
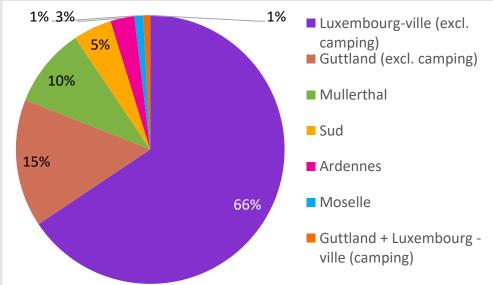
Hotels	16.851	-5% (vs. 2023)	+35% (vs. 2019)	Hotels	8.422	-5% (vs. 2023)	+41% (vs. 2019)
Campsites	2.289	+104% (vs. 2023)	+506% (vs. 2019)	Other paid accomm.	893	+0% (vs. 2023)	+39% (vs. 2019)
Other paid accomm.	1.880	+15% (vs. 2023)	+37% (vs. 2019)	Campsites	569	+85% (vs. 2023)	+269% (vs. 2019)

Source: Statec

Nights & arrivals in paid accommodation
Regions, 2024

Nights, paid accommodation, 2024

- Luxembourg-ville (excl. camping)
- Guttland (excl. camping)
- Mullerthal
- Sud
- Ardennes
- Moselle
- Guttland + Luxembourg - ville (camping)

66%, 15%, 10%, 5%, 3%, 1%, 1%
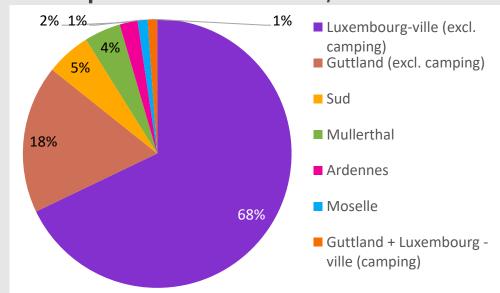
Lux.-City (excl. camping)	13.792	-6% (vs. 2023)	+38% (vs. 2019)
Guttland (excl. camping)	3.237	+5% (vs. 2023)	+37% (vs. 2019)
MPSL	2.009	+134% (vs. 2023)	+410% (vs. 2019)
South	979	+1% (vs. 2023)	+7% (vs. 2019)
Eislek	605	+56% (vs. 2023)	+122% (vs. 2019)
Moselle	219	+6% (vs. 2023)	+29% (vs. 2019)
Guttland/Lux.-City (camping)	179	-31% (vs. 2023)	+101% (vs. 2019)

Arrivals, paid accommodation, 2024

- Luxembourg-ville (excl. camping)
- Guttland (excl. camping)
- Sud
- Mullerthal
- Ardennes
- Moselle
- Guttland + Luxembourg - ville (camping)

68%, 18%, 5%, 4%, 2%, 1%, 1%

Lux.-City (excl. camping)	6.710	-5% (vs. 2023)	+40% (vs. 2019)
Guttland (excl. camping)	1.762	+4% (vs. 2023)	+85% (vs. 2019)
South	533	-9% (vs. 2023)	-6% (vs. 2019)
MPSL	434	+68% (vs. 2023)	+203% (vs. 2019)
Eislek	213	+6% (vs. 2023)	+49% (vs. 2019)
Moselle	120	+4% (vs. 2023)	+41% (vs. 2019)
Guttland/Lux.-City (camping)	112	+19% (vs. 2023)	+72% (vs. 2019)
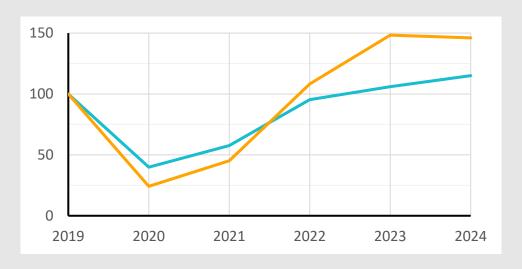
Arrivals in paid accommodation
Trends 2019-2024
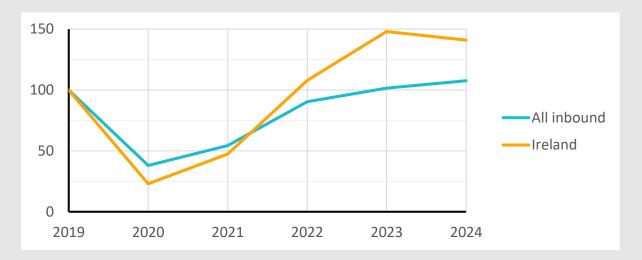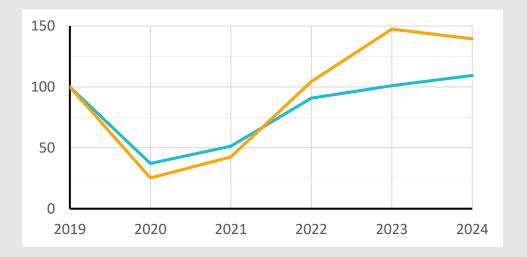
All paid accommodation, national (2019 = Index 100)

Hotels, national (2019 = Index 100)

All inbound
Ireland

All paid accommodation (*), Luxembourg City (2019 = Index 100)

(*) excluding camping.
Source: Statec

Short-term rentals
2024 and 2018-2024

**Nights,
Short-term rentals, 2024**

6.002
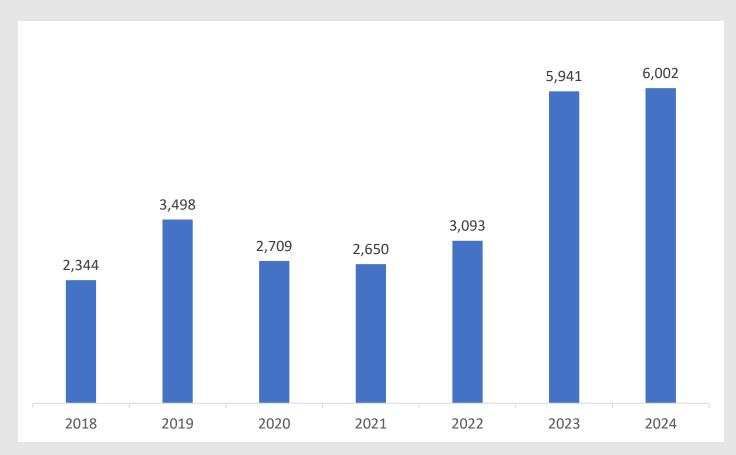
1% (vs. 2023)

72% (vs. 2019)

**Nights,
Short-term rentals, 2018-2024**

Year	Value
2018	2,344
2019	3,498
2020	2,709
2021	2,650
2022	3,093
2023	5,941
2024	6,002

Characteristics of inbound trips
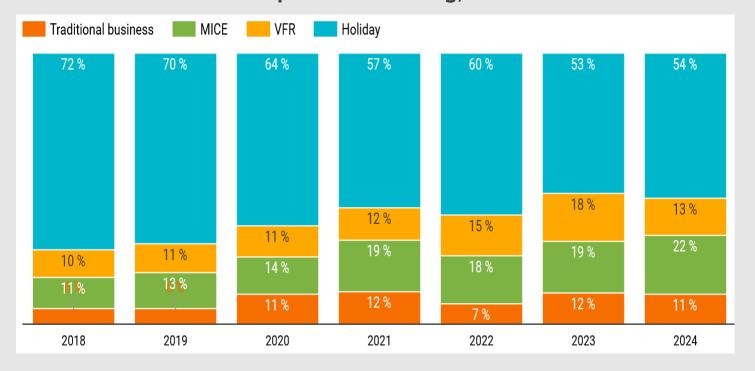
British trips to Luxembourg with overnight (all accommodation)

Purpose of visit, 2018-2024

British trips to Luxembourg, 2018-2024

Legend: Traditional business | MICE | VFR | Holiday

	2018	2019	2020	2021	2022	2023	2024
Holiday	72 %	70 %	64 %	57 %	60 %	53 %	54 %
VFR	10 %	11 %	11 %	12 %	15 %	18 %	13 %
MICE	11 %	13 %	14 %	19 %	18 %	19 %	22 %
Traditional business			11 %	12 %	7 %	12 %	11 %

2024

	United Kingdom to Luxembourg	Europe to Luxembourg
Holiday	54%	61%
VFR	13%	15%
MICE	22%	15%
Traditional Business	11%	8%
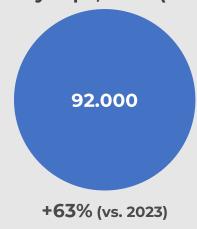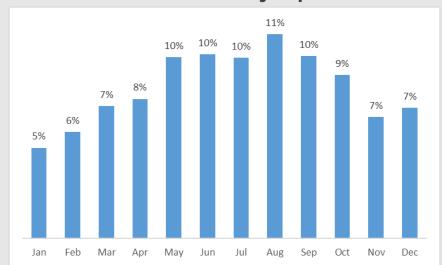
Source: World Travel Monitor/IPK International.

Inbound <u>same-day</u> trips to Luxembourg
2024

Number of inbound same-day trips, 2024 (estimate)

92.000

+63% (vs. 2023)

Average length of same-day trips

8,2 h

-0,1 h (vs. 2023)

Seasonality
% of same-day trips

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
5%	6%	7%	8%	10%	10%	10%	11%	10%	9%	7%	7%

Inbound <u>same-day</u> trips to Luxembourg
2024

Number of inbound same-day trips, 2024 (estimate)

8.000

+35% (vs. 2023)

Average length of same-day trips

8,1 h

-0,5 h (vs. 2023)

Seasonality
% of same-day trips

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
6%	7%	8%	9%	6%	10%	9%	9%	11%	9%	9%	9%
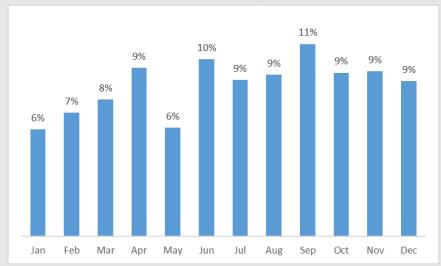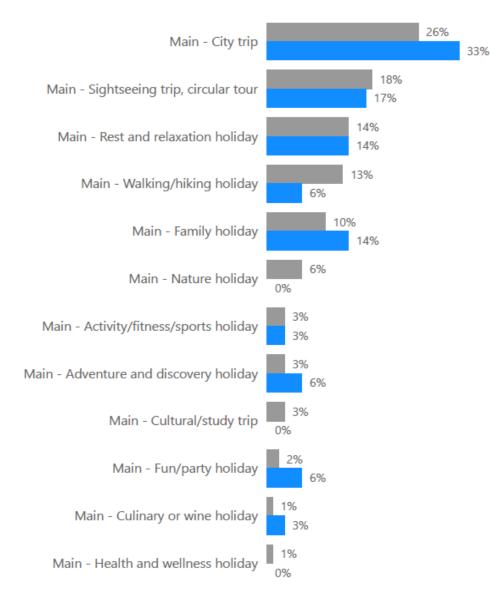
Travel behaviour of inbound leisure visitors

Main holiday types
Visitors with overnight

● All Inbound ● United Kingdom

Holiday type	All Inbound	United Kingdom
Main - City trip	26%	33%
Main - Sightseeing trip, circular tour	18%	17%
Main - Rest and relaxation holiday	14%	14%
Main - Walking/hiking holiday	13%	6%
Main - Family holiday	10%	14%
Main - Nature holiday	6%	0%
Main - Activity/fitness/sports holiday	3%	3%
Main - Adventure and discovery holiday	3%	6%
Main - Cultural/study trip	3%	0%
Main - Fun/party holiday	2%	6%
Main - Culinary or wine holiday	1%	3%
Main - Health and wellness holiday	1%	0%

All holiday types
Visitors with overnight

● All Inbound ● United Kingdom

Holiday type	All Inbound	United Kingdom
City trip	52%	47%
Sightseeing trip, circular tour	45%	61%
Rest and relaxation holiday	34%	28%
Walking/hiking holiday	31%	25%
Nature holiday	25%	8%
Family holiday	21%	19%
Cultural/study trip	15%	6%
Adventure and discovery holiday	12%	11%
Activity/fitness/sports holiday	8%	6%
Fun/party holiday	6%	6%
Culinary or wine holiday	5%	6%
Health and wellness holiday	4%	3%

Main purpose of overnight trip
(if not holiday)

● All Inbound ● United Kingdom

Purpose	All Inbound	United Kingdom
Exclus... to visit friends or relativ...	7%	5%
Specific event (e.g. conce... festival, exhibi... etc.)	3%	2%
Specific private occasi... (wed... birthd... etc.)	2%	4%
Shop... trip	1%	0%
Lang... holiday	1%	1%
Other purpo...	1%	0%

Key decision criteria for choosing Luxembourg
Inbound leisure visitors with overnight (*), 2023-2024

Legend:
- **All inbound** (grey)
- **United Kingdom** (blue)

Criteria	All inbound	United Kingdom
Luxembourg is close and easy to reach for me	38%	21%
Curious to discover a country that I knew little about	37%	76%
Because Luxembourg is relatively unknown as a travel destination	17%	31%
Good experience on a previous visit	17%	3%
Recommendation of friends and acquaintances	14%	10%
I have seen great pictures, videos or reports	12%	10%
Because public transport is free	10%	7%
I found interesting experiences	10%	7%
Because Luxembourg is an international and multicultural country	8%	14%
My travel partner wanted to go to Luxembourg	7%	3%
The image and the reputation of the country	7%	10%
I came through Luxembourg, on the way to a visit to neighbouring countries	5%	7%
I found a good offer at a decent price	5%	3%
Fascinated by Luxembourg for a long time	4%	7%
I wanted to be able to communicate easily at my destination	3%	0%
The quality of accommodation	3%	3%
Because Luxembourg is the only Grand Duchy in the world	2%	7%
I wanted my travel destination to be safe	2%	3%

Key travel motives
Inbound leisure visitors with overnight, 2023-2024

Legend: All inbound (grey) · United Kingdom (blue)

Motive	All inbound	United Kingdom
Having new experiences, gaining new insights; seeing sth. different, experiencing local atmosphere	45%	61%
Getting away from the daily grind, gathering strength, recharging my batteries	43%	39%
Seeing and experiencing as much as possible	38%	42%
Finally getting some time for myself and my family/friends	27%	28%
Having fun and enjoying myself	25%	36%
I wanted to be able to encounter a variety of different experiences in a small area	22%	28%
Indulging and spoiling myself	21%	14%
I wanted my travel destination to be safe	15%	17%
Submerging as deeply as possible in the destination: getting to know locals, their way of life & culture	15%	14%
Enjoying good weather and a pleasant climate	13%	14%
Retracing old memories; seeing things again	12%	3%
Travelling as sustainably and ecologically as possible	10%	8%
I wanted to be able to communicate easily at my destination	9%	6%
Excitement, action and adventure	6%	6%
Getting to know new people	6%	0%
None of the above	1%	0%

Type of places visited in Luxembourg
Inbound leisure visitors with overnight, 2023-2024

All inbound
United Kingdom

Luxembourg City — 87% / 97%
Churches, religious sites — 69% / 72%
Other towns and villages — 66% / 69%
Castles/palaces — 63% / 72%
Museums, art galleries, exhibitions — 46% / 64%
Contemporary architecture, urban design — 44% / 56%
Other leisure attractions — 39% / 44%
Military history sites (memorials) — 36% / 28%
Leisure/animal/adventure parks — 21% / 17%
Concerts, festivals, cultural events, traditional local events — 18% / 19%
Industrial heritage sites — 15% / 19%
Wellness, beauty and health institutions — 9% / 8%
Sports events — 4% / 3%

Source: LFT/IIres Visitor Survey.

Non-sporting activities undertaken in Luxembourg
Inbound leisure visitors with overnight, 2023-2024

Legend:
- **All inbound** (grey)
- **United Kingdom** (blue)

Activity	All inbound	United Kingdom
Local flair/atmosphere	82%	78%
Observing nature	72%	67%
Natural attractions, excursions in the countryside	67%	61%
Trying regional specialities, typical local restaurants	53%	69%
Shopping experiences (NOT buying everyday items)	35%	25%
Urban lifestyle / street culture / street art	32%	44%
Buying things at the market or directly from producers	31%	33%
Night life (e.g. pubs, bars)	23%	33%
Fine dining / Michelin-starred restaurants	12%	14%
Wine tasting and oenological experiences	12%	14%

Sporting activities undertaken in Luxembourg
Inbound leisure visitors with overnight, 2023-2024

All inbound
United Kingdom

Hiking (more than 2 hours a day)
- All inbound: 59%
- United Kingdom: 33%

Cycling (on paved cycle paths)
- All inbound: 12%
- United Kingdom: 11%

Swimming (lake, water park, pool)
- All inbound: 12%
- United Kingdom: 6%

Other sports activities
- All inbound: 8%
- United Kingdom: 6%

Mountain biking
- All inbound: 4%
- United Kingdom: 0%

Climbing (rock climbing or at a climbing gym)
- All inbound: 2%
- United Kingdom: 0%

Water sports (canoeing, kayaking, angling, etc.)
- All inbound: 2%
- United Kingdom: 0%

Adventure & fun sports
- All inbound: 1%
- United Kingdom: 0%

Golf (NOT minigolf)
- All inbound: 1%
- United Kingdom: 0%

Age groups
Inbound leisure visitors with overnight, 2023-2024

Legend:
- All inbound (grey)
- United Kingdom (blue)

Age
Visitors with overnight

Age group	All inbound	United Kingdom
16 - 24	11%	10%
25 - 34	26%	31%
35 - 44	20%	18%
45 - 54	19%	17%
55 - 64	16%	17%
65 - 74	7%	7%
Over 75	1%	1%

Gender
Visitors with overnight

Gender	All inbound	United Kingdom
Female	54%	51%
Male	46%	49%

Source: LFT/IIres Visitor Survey.

Region of origin
Inbound leisure visitors with overnight, 2023-2024

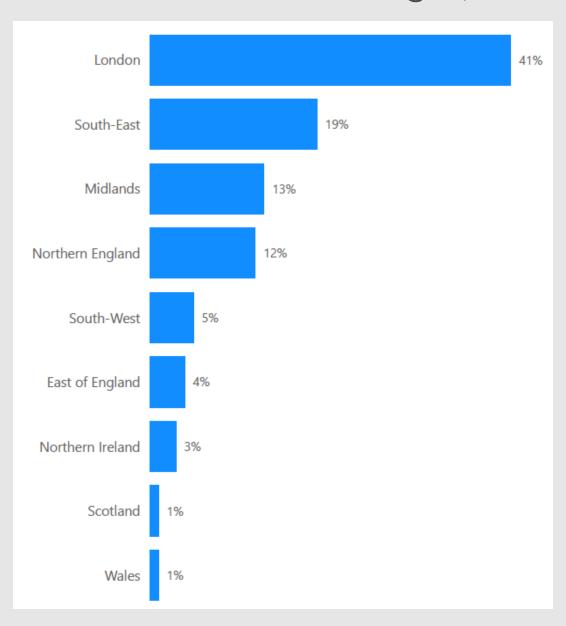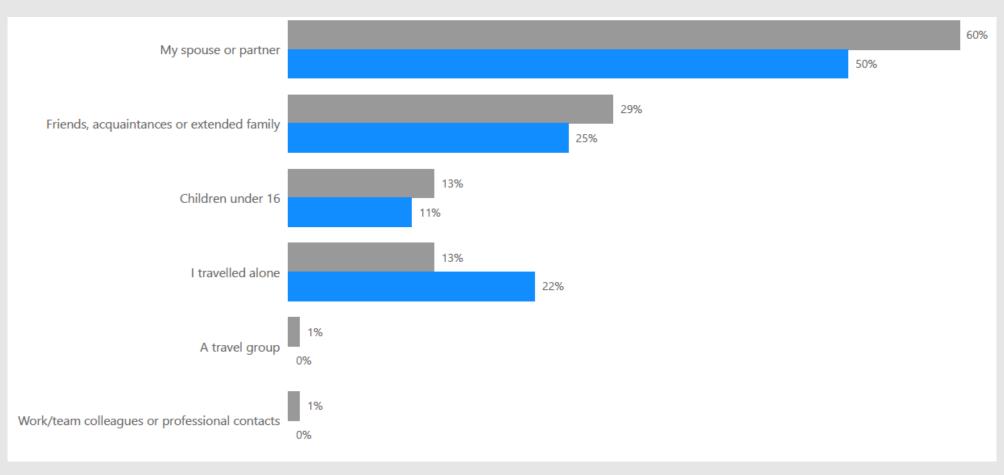| Region	Percentage
London	41%
South-East	19%
Midlands	13%
Northern England	12%
South-West	5%
East of England	4%
Northern Ireland	3%
Scotland	1%
Wales	1%

Transport, new visitors and cross-border trips
Inbound leisure visitors with overnight, 2023-2024

All inbound

United Kingdom

Mode of transport to access Luxembourg

Car (including hire car)
- All inbound: 51%
- United Kingdom: 17%

Train
- All inbound: 19%
- United Kingdom: 22%

Aeroplane
- All inbound: 15%
- United Kingdom: 53%

Motorhome/camper van
- All inbound: 8%
- United Kingdom: 6%

Coach
- All inbound: 5%
- United Kingdom: 3%

Bicycle
- All inbound: 1%
- United Kingdom: 0%

Motorcycle
- All inbound: 1%
- United Kingdom: 0%

First-time visitors
Visitors with overnight

63%
All Inbound

86%
United Kingdom

Visitors spending nights in Luxembourg and abroad during same trip
Visitors with overnight

39%
All Inbound

36%
United Kingdom

Source: LFT/Ilres Visitor Survey.

Expenditure
Inbound trips to Luxembourg with overnight (all accommodation)

All inbound
United Kingdom
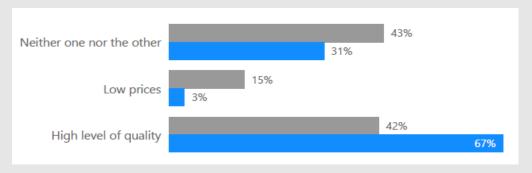
Average expenditure/pers./day

Total trips   Holiday

2019
104 €   106 €

2023
195 €   180 €

2024
194 €   177 €

Expenditure of leisure inbound visitors by categories, 2023-2024

Category	All inbound	United Kingdom
Accommodation	31%	34%
Food & drinks	25%	21%
Transport to	21%	25%
Shopping	10%	8%
Other	7%	5%
Entrances & excursions	4%	5%
Local transport	2%	3%

Quality vs. price-orientation of leisure inbound visitors, 2023-2024

	All inbound	United Kingdom
Neither one nor the other	43%	31%
Low prices	15%	3%
High level of quality	42%	67%
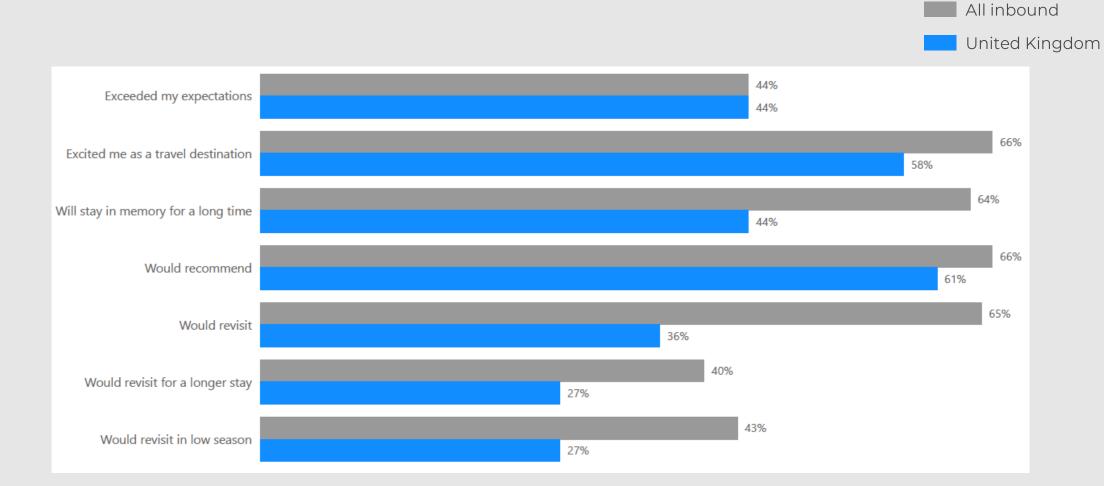
Visitor satisfaction and recommendation
Inbound leisure visitors, 2023-2024
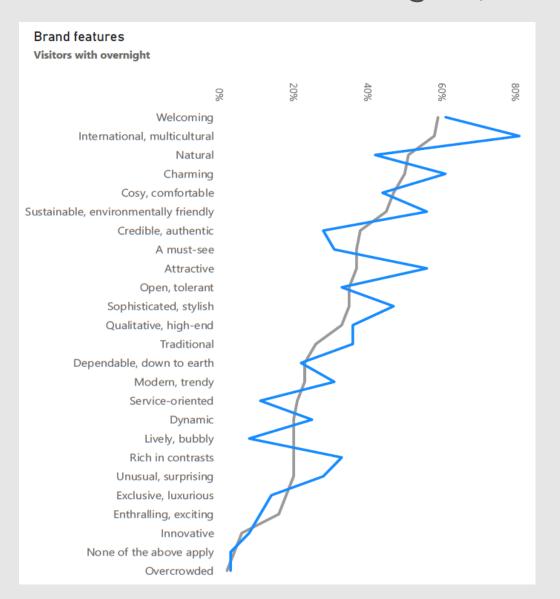
All inbound
United Kingdom

	All inbound	United Kingdom
Exceeded my expectations	44%	44%
Excited me as a travel destination	66%	58%
Will stay in memory for a long time	64%	44%
Would recommend	66%	61%
Would revisit	65%	36%
Would revisit for a longer stay	40%	27%
Would revisit in low season	43%	27%

Brand features perception
Inbound leisure visitors with overnights, 2023-2024

LFT Target Segments

United Kingdom
All inbound
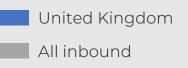
Segment	United Kingdom	All inbound
Explorers	27%	26%
Nature-Loving Actives	25%	27%
Relaxation Seekers	14%	13%
Short Breakers	9%	10%
Perfection Seekers	11%	11%
Leisure Oriented	14%	13%

Source: LFT (estimate).
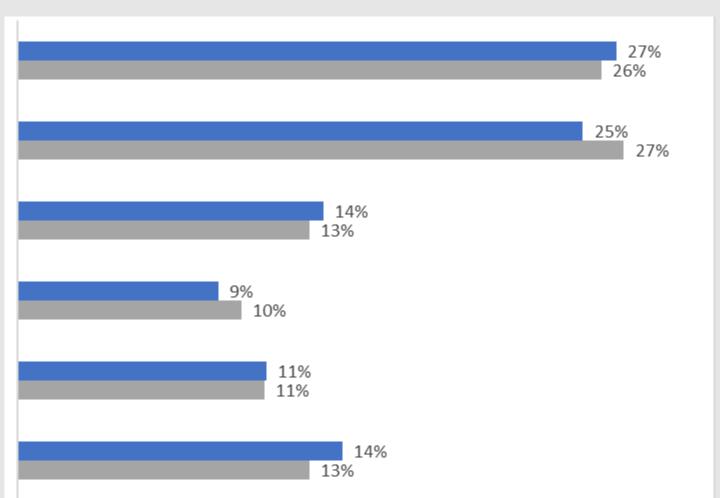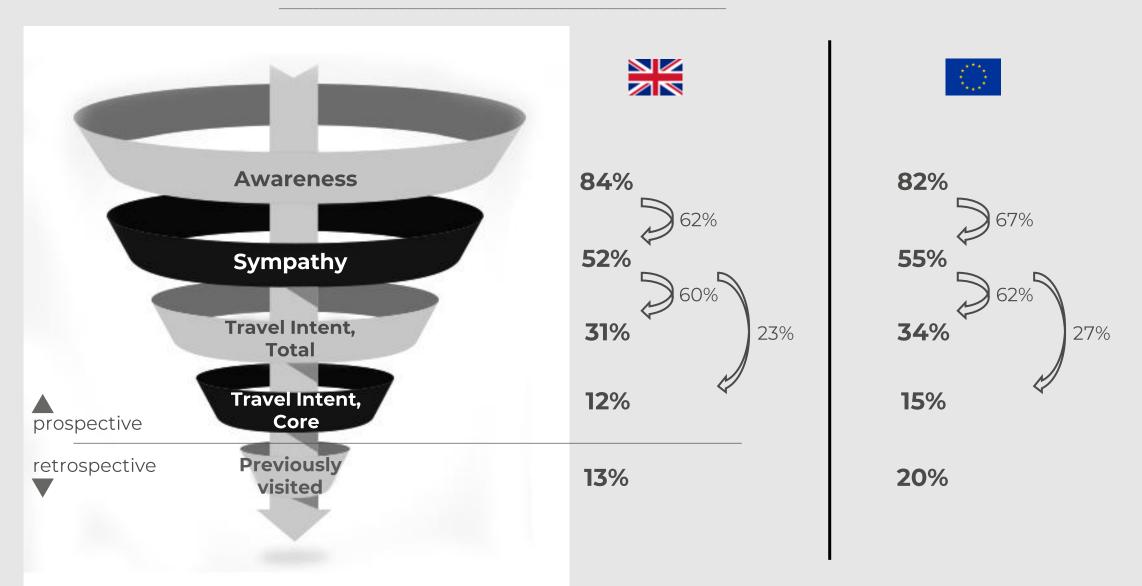
Target segments,
Brand & Growth Potential

Destination Luxembourg – Brand Funnel 2024
Assessing Luxembourg's **brand strength** as a destination

	🇬🇧	🇪🇺
Awareness	**84%**	**82%**
	62%	67%
Sympathy	**52%**	**55%**
	60%	62%
Travel Intent, Total	**31%**	**34%**
	23%	27%
Travel Intent, Core	**12%**	**15%**
▲ prospective		
▼ retrospective		
Previously visited	**13%**	**20%**
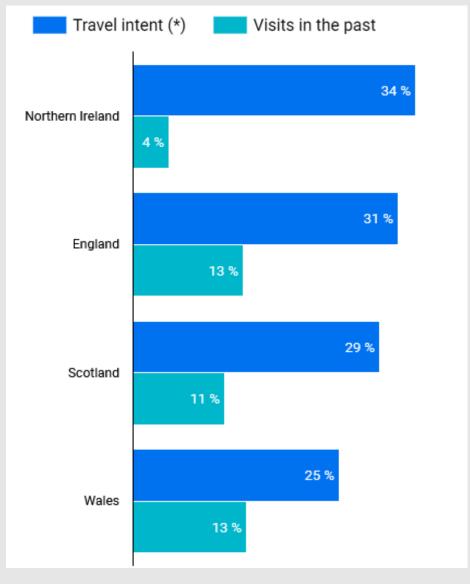
Regional origin 2024
Past visitors and future potential

Travel intent (*) | Visits in the past

Northern Ireland
- 34 %
- 4 %

England
- 31 %
- 13 %

Scotland
- 29 %
- 11 %

Wales
- 25 %
- 13 %

General theme interest (*)

Theme	Rank	Rank	% interested
Sightseeing	4	1	73%
Culinary	2	2	72%
Resting/Relaxation	1	3	71%
Architecture/townscapes	7	4	70%
Nature	3	5	70%
Immersive travel	6	6	68%
City	5	7	67%
Fun/entertainment	8	8	65%
History/Unesco	10	9	63%
Culture	11	10	63%
Castles	9	11	59%
Family	12	12	58%
Exchanging with locals	13	13	57%
Sustainability	15	14	56%
Travelling by train	18	15	56%
Hiking	17	16	54%
Countryside	22	17	54%
Events	16	18	53%
Luxury	24	19	53%
Learning/new skills	14	20	52%
Industrial heritage	28	21	50%
Shopping	23	22	49%
Adventure/action	19	23	49%
Nightlife (**)	20	24	48%
Wine	21	25	47%
Film locations	30	26	44%
Remembrance	26	27	43%
Wellness	25	28	40%
Active-sports	27	29	38%
Camping	29	30	36%
Cycling	31	31	28%
MTB	32	32	24%
Motorcycling	33	33	20%

(*) Interest in themes with regard to holiday trips with overnight (regardless of specific destinations).

Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Source: LFT Brand & Potential Study.

Luxembourg's Theme Competence (*)

Theme	Rank (EU)	Rank (UK)	% agreeing
Architecture/townscapes	4	1	39%
City	1	2	38%
Culinary	3	3	34%
Nature	5	4	31%
Resting/Relaxation	2	5	31%
Culture	6	6	30%
Luxury	9	7	27%
Castles	7	8	26%
Family	8	9	24%
Hiking	11	10	24%
Shopping	10	11	23%
History/Unesco	12	12	23%
Fun/entertainment	13	13	22%
Countryside	17	14	20%
Wine	15	15	20%
Nightlife (**)	14	16	19%
Industrial heritage	24	17	17%
Wellness	16	18	16%
Events	23	19	16%
Camping	19	20	16%
Sustainability	18	21	15%
Adventure/action	22	22	15%
Remembrance	26	23	14%
Active-sports	21	24	14%
Cycling	20	25	13%
MTB	25	26	11%

(*) Themes for which Luxembourg is considered most suitable as a holiday destination, % of respondents agreeing.

Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

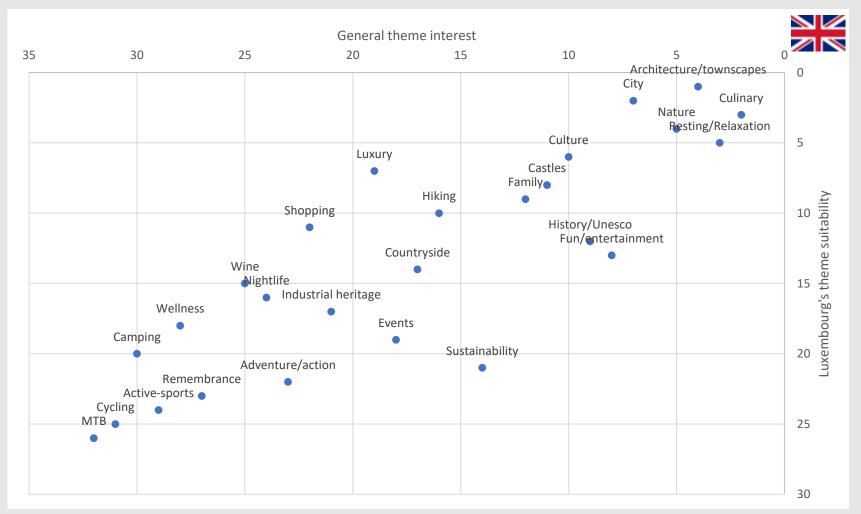(**) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Source: LFT Brand & Potential Study.

Theme interest & Luxembourg's Theme Competence (*)

Theme ranking by source market interest and Luxembourg's perceived suitability

General theme interest

Architecture/townscapes
City
Culinary
Nature
Resting/Relaxation
Culture
Luxury
Castles
Family
Hiking
Shopping
History/Unesco
Fun/entertainment
Countryside
Wine
Nightlife
Industrial heritage
Wellness
Events
Camping
Sustainability
Adventure/action
Remembrance
Active-sports
Cycling
MTB

Luxembourg's theme suitability

(*) Themes for which Luxembourg is considered most suitable as a holiday destination, % of respondents agreeing.

(**) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Source: LFT Brand & Potential Studies

Luxembourg's Brand Value Ratings (*)

Feature	Rank	Rank	% agreeing
clean	2	**1**	41%
safe	1	**2**	40%
authentic, real	5	**3**	34%
of high quality	3	**4**	34%
attractive, appealing	7	**5**	37%
welcoming, hospitable	4	**6**	33%
open-minded, tolerant, international	6	**7**	28%
exclusive, luxurious	8	**8**	27%
surprising	11	**9**	21%
lively, trendy	13	**10**	21%
not overcrowded / insider tip	14	**11**	21%
varied, diversified	12	**12**	20%
dynamic, modern	9	**13**	20%
sustainable	15	**14**	18%
affordable	16	**15**	17%
service oriented	10	**16**	17%

Spontaneous associations with Luxembourg

United Kingdom
All inbound

Preferred sources of travel inspiration

Source	All inbound	United Kingdom
Online search engine	44%	52%
Recommendation from family, friends, acquaintances	45%	43%
Online booking engines, travel portals, holiday revi…	35%	41%
Social Media	36%	37%
Travel agency	27%	27%
Guide books or other books	20%	16%
Destination websites	35%	0%
Advertisements	17%	17%
Online streaming (Netflix, podcasts…)	14%	14%
Accommodation websites	27%	0%
Features on TV	21%	0%
Travel fairs	11%	9%
Features in magazines	15%	0%
Artificial intelligence (e.g., ChatGPT)	9%	5%
Features in newspapers	10%	0%
Cinema	8%	0%
None of the above / no sources	3%	2%
Features on radio	5%	0%

Source	All inbound	United Kingdom
Instagram	73%	71%
Youtube	57%	54%
Facebook	51%	54%
TikTok	50%	53%
Pinterest	27%	25%
WhatsApp	36%	0%
Snapchat	14%	18%
X	18%	0%

Interest for longer stays and cross-border stays to Luxembourg (in case of general travel intent to Luxembourg)

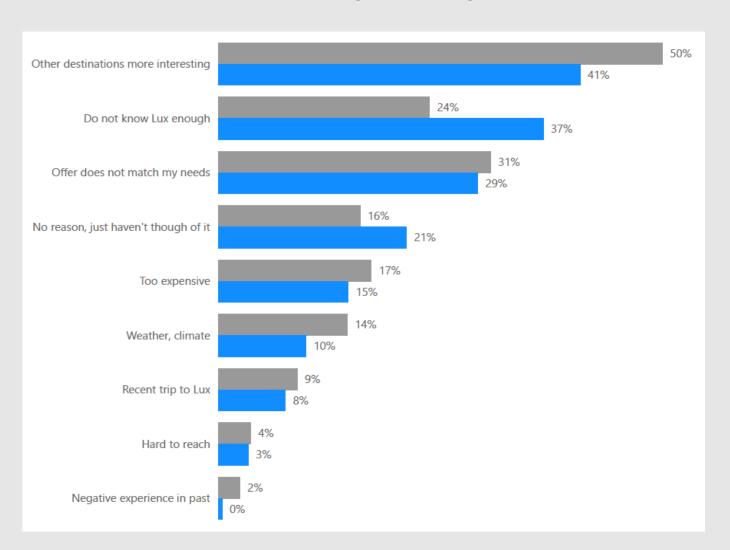|	All inbound	United Kingdom
Longer trip	32%	28%
Cross-border	48%	43%

Source: LFT Brand & Potential Study, 2024.

Trip organisation and preferences (2)
— Average **European source markets**, total vs. United Kingdom

Reasons for not considering Luxembourg as a destination

Legend: United Kingdom (blue), All inbound (grey)

Reason	All inbound	United Kingdom
Other destinations more interesting	50%	41%
Do not know Lux enough	24%	37%
Offer does not match my needs	31%	29%
No reason, just haven't though of it	16%	21%
Too expensive	17%	15%
Weather, climate	14%	10%
Recent trip to Lux	9%	8%
Hard to reach	4%	3%
Negative experience in past	2%	0%
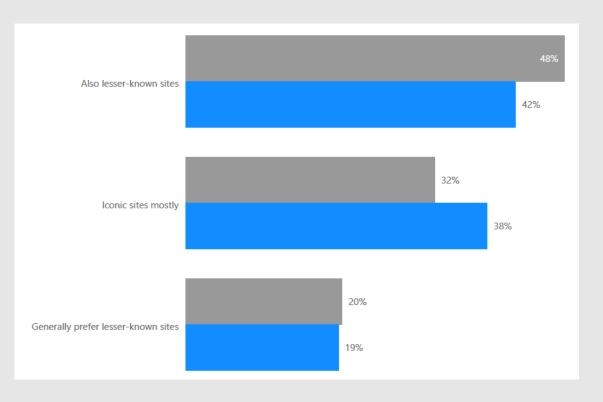
General preference for visiting iconic vs. lesser-known sites

Also lesser-known sites
- All inbound: 48%
- United Kingdom: 42%

Iconic sites mostly
- All inbound: 32%
- United Kingdom: 38%

Generally prefer lesser-known sites
- All inbound: 20%
- United Kingdom: 19%

Self-organisation (*), new destination (**)
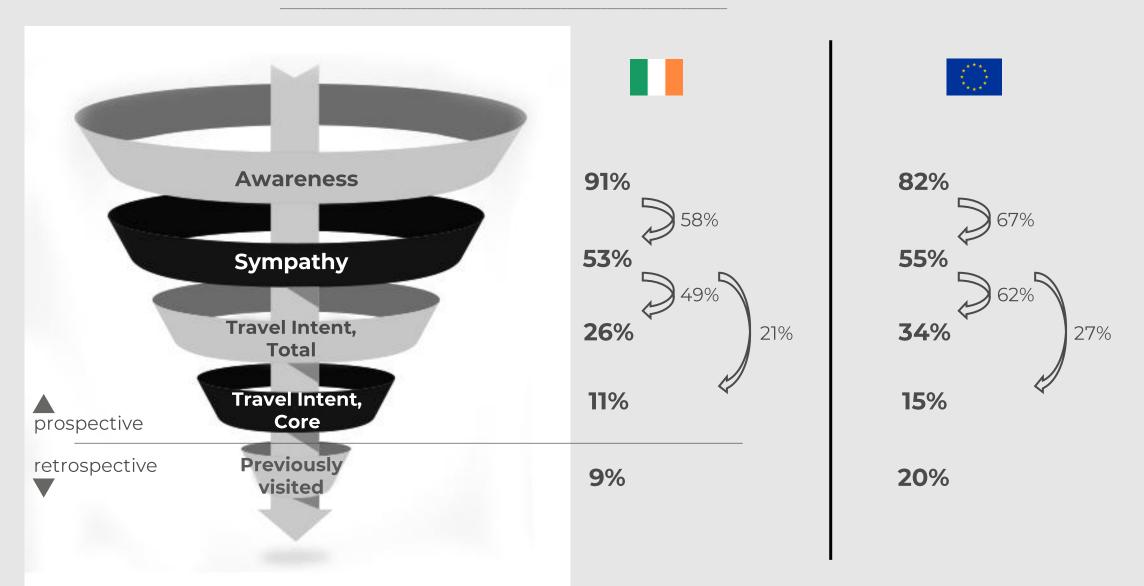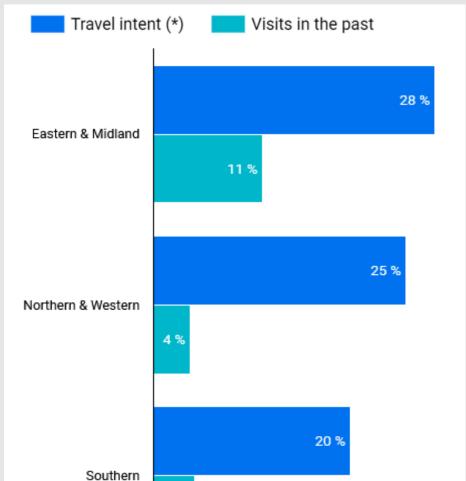
Organised myself
- All inbound: 71%
- United Kingdom: 67%

Organised via travel agency
- All inbound: 29%
- United Kingdom: 33%

New destination
- All inbound: 72%
- United Kingdom: 63%

Legend:
- United Kingdom
- All inbound

(*) During last outbound holiday trip .

General theme interest (*)

Theme	Rank	Rank	% interested
Resting/Relaxation	1	1	76%
Culinary	2	2	73%
City	5	3	70%
Nature	3	4	69%
Family	12	5	65%
Sustainability	15	6	65%
Luxury	24	7	60%
Culture	11	8	60%
Travelling by train	18	9	60%
History/Unesco	10	10	60%
Events	16	11	59%
Castles	9	12	59%
Nightlife (**)	20	13	57%
Shopping	23	14	54%
Wine	21	15	52%
Wellness	25	16	52%
Countryside	22	17	50%
Active-sports	27	18	47%
Industrial heritage	28	19	43%
Hiking	17	20	41%
Camping	29	21	40%
Cycling	31	22	35%
MTB	32	23	26%
Motorcycling	33	24	23%

(*) Interest in themes with regard to holiday trips with overnight (regardless of specific destinations).

Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Luxembourg's Theme Competence (*)

Theme	Rank	Rank	% agreeing
City	1	1	48%
Culinary	3	2	43%
Resting/Relaxation	2	3	38%
Culture	5	4	34%
Shopping	8	5	34%
Nature	4	6	29%
History/Unesco	10	7	28%
Family	7	8	28%
Castles	6	9	28%
Nightlife (**)	11	10	27%
Wine	12	11	25%
Wellness	13	12	25%
Sustainability	15	13	23%
Countryside	14	14	22%
Active-sports	18	15	21%
Industrial heritage	19	16	19%
Cycling	17	17	18%
Camping	16	18	18%
Hiking	9	19	17%
MTB	20	20	14%

(*) Themes for which Luxembourg is considered most suitable as a holiday destination, % of respondents agreeing.
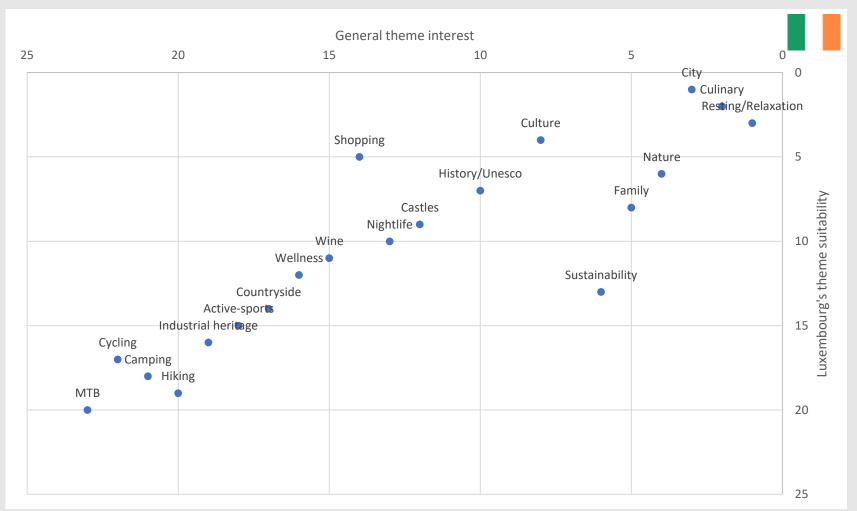
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Source: LFT Brand & Potential Study., 2024.

Theme interest & Luxembourg's Theme Competence (*)

Theme ranking by source market interest and Luxembourg's perceived suitability

General theme interest

25   20   15   10   5   0

Luxembourg's theme suitability

0   5   10   15   20   25

- City
- Culinary
- Resting/Relaxation
- Culture
- Shopping
- Nature
- History/Unesco
- Family
- Castles
- Nightlife
- Wine
- Wellness
- Sustainability
- Countryside
- Active-sports
- Industrial heritage
- Cycling
- Camping
- Hiking
- MTB

(*) Themes for which Luxembourg is considered most suitable as a holiday destination, % of respondents agreeing.

(**) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Source: LFT Brand & Potential Study, 2024.

Luxembourg's Brand Value Ratings (*)

Feature	Rank	Rank	% agreeing
of high quality	2	**1**	42%
safe	1	**2**	41%
attractive, appealing	6	**3**	41%
welcoming, hospitable	3	**4**	40%
exclusive, luxurious	7	**5**	37%
authentic, real	4	**6**	37%
open-minded, tolerant, international	5	**7**	36%
lively, trendy	12	**8**	32%
dynamic, modern	8	**9**	31%
varied, diversified	11	**10**	31%
service oriented	9	**11**	28%
surprising	10	**12**	28%
not overcrowded / insider tip	13	**13**	26%
sustainable	14	**14**	25%
of high quality	2	**1**	42%
safe	1	**2**	41%

(*) Brand feature associated with destination Luxembourg,
% of respondents agreeing.

Europe : average rank for source markets
DE-BE-NL-FR-UK-CH-AT-IT-ES-IE-DK-SE-PT.

Source: LFT Brand & Potential Study, 2024.
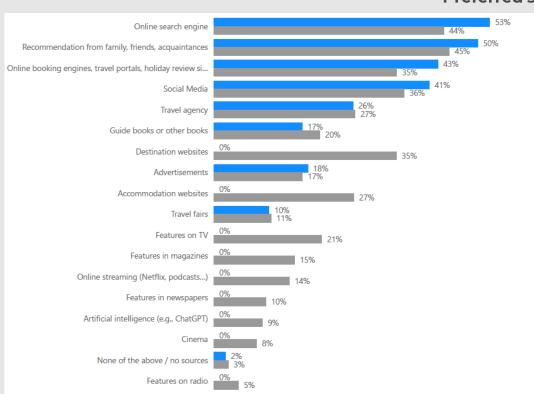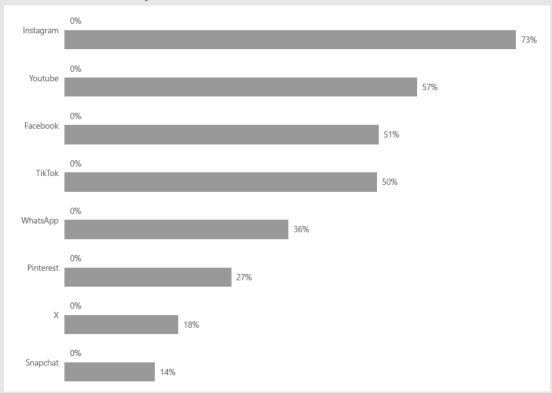
Spontaneous associations with Luxembourg

Trip organisation and preferences (1)
— Average **European source markets**, total vs. Ireland

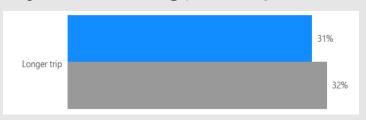## Preferred sources of travel inspiration

Source	Ireland	All inbound
Online search engine	53%	44%
Recommendation from family, friends, acquaintances	50%	45%
Online booking engines, travel portals, holiday review si...	43%	35%
Social Media	41%	36%
Travel agency	26%	27%
Guide books or other books	17%	20%
Destination websites	0%	35%
Advertisements	18%	17%
Accommodation websites	0%	27%
Travel fairs	10%	11%
Features on TV	0%	21%
Features in magazines	0%	15%
Online streaming (Netflix, podcasts...)	0%	14%
Features in newspapers	0%	10%
Artificial intelligence (e.g., ChatGPT)	0%	9%
Cinema	0%	8%
None of the above / no sources	2%	3%
Features on radio	0%	5%

Platform	Ireland	All inbound
Instagram	0%	73%
Youtube	0%	57%
Facebook	0%	51%
TikTok	0%	50%
WhatsApp	0%	36%
Pinterest	0%	27%
X	0%	18%
Snapchat	0%	14%

Interest for longer stays to Luxembourg (in case of general travel intent to Luxembourg)
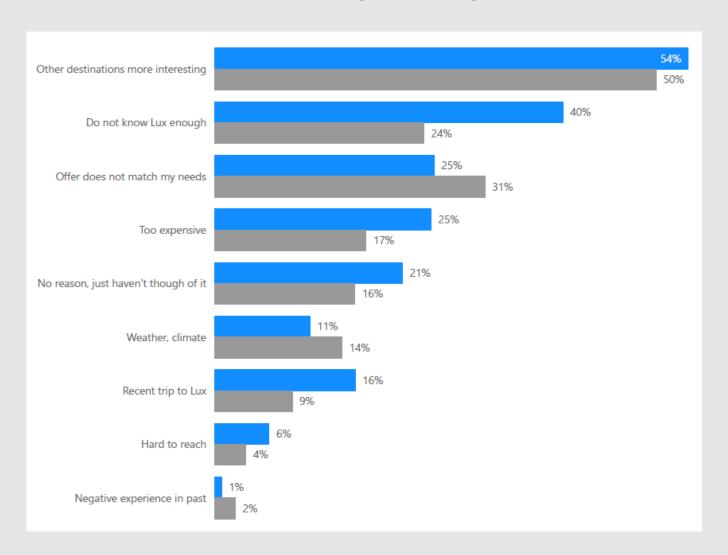
	Ireland	All inbound
Longer trip	31%	32%

Trip organisation and preferences (2)
— Average **European source markets**, total vs. Ireland

Reasons for not considering Luxembourg as a destination

Ireland
All inbound

Reason	Ireland	All inbound
Other destinations more interesting	54%	50%
Do not know Lux enough	40%	24%
Offer does not match my needs	25%	31%
Too expensive	25%	17%
No reason, just haven't though of it	21%	16%
Weather, climate	11%	14%
Recent trip to Lux	16%	9%
Hard to reach	6%	4%
Negative experience in past	1%	2%

Source: LFT Brand & Potential Study, 2024.

Your contact

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