Luxembourg for Tourism

Market profile

UNITED KINGDOM & IRELAND

2024

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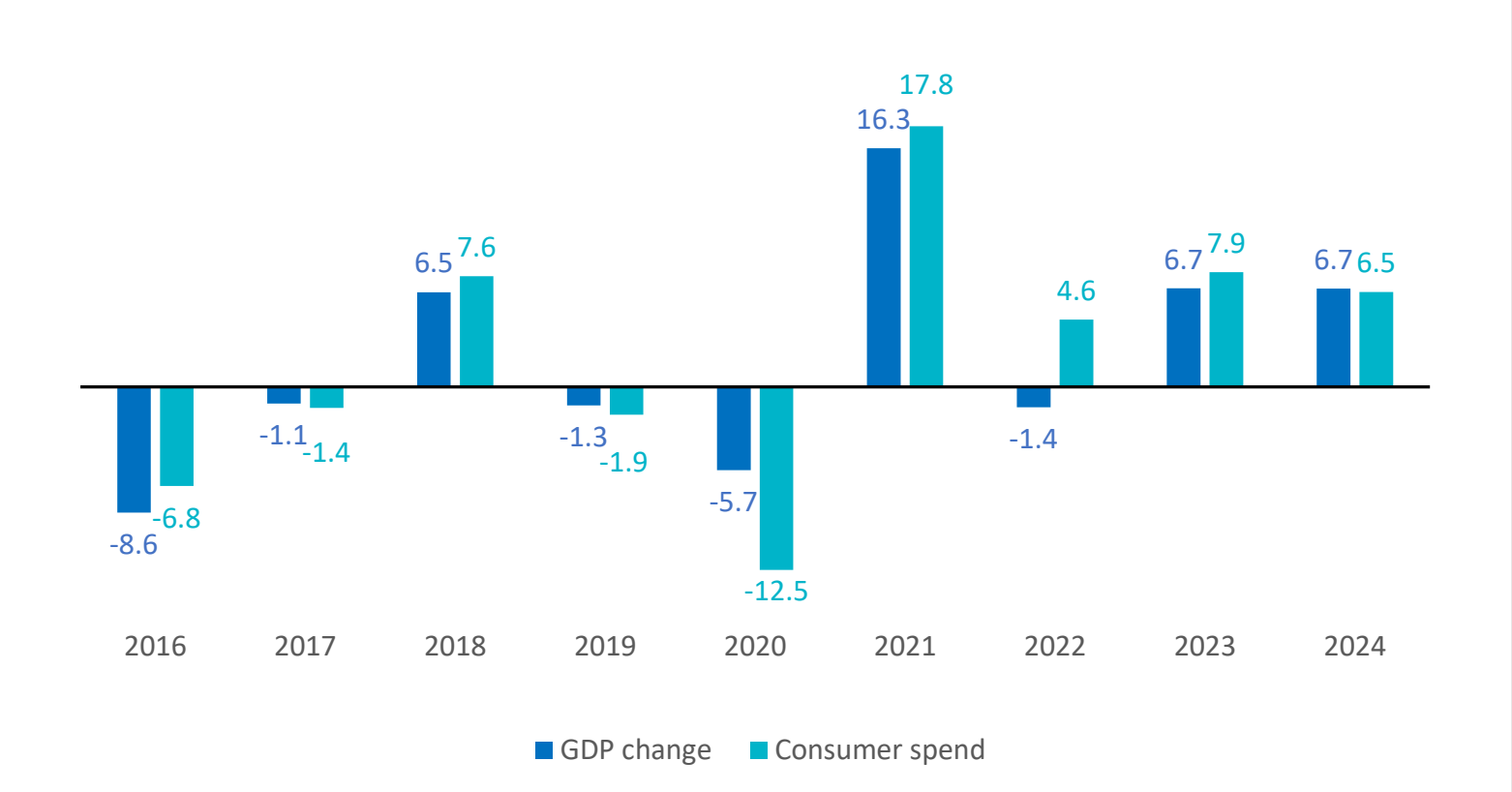
Economic indicators & General Travel Demand

Economic indicators – General travel demand

GDP and consumer spending, % annual change



Economy & population

GDP ($) per capita
52,604.63

Unemployment (%)
4.30

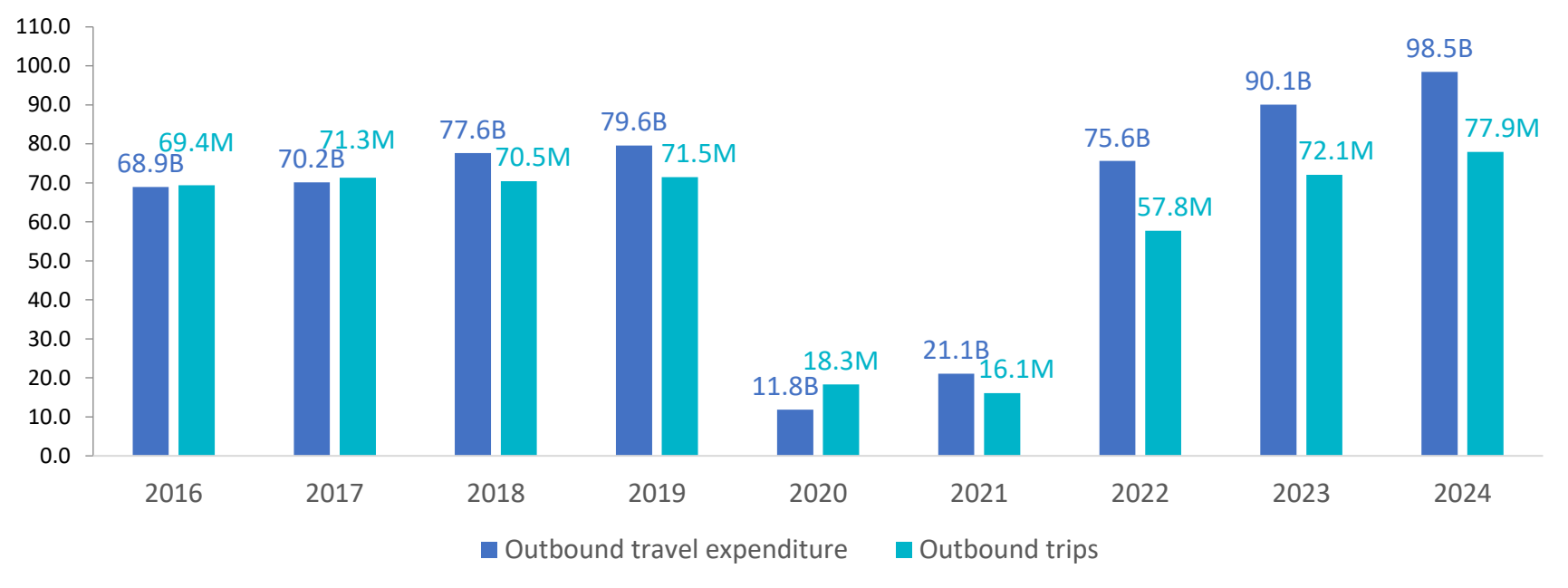
Inflation(%)
2.54

Population
69,259,120

Sources: Oxford Economics.

Economic indicators – General travel demand

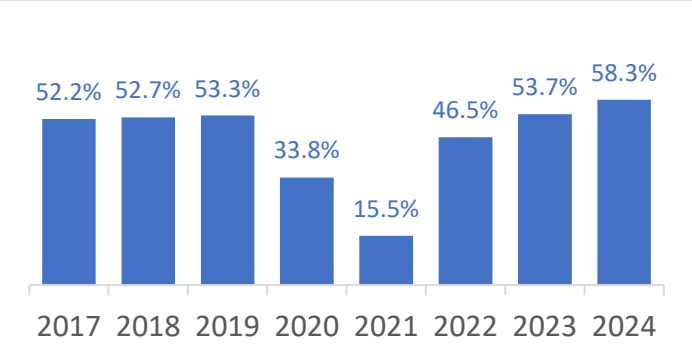
Outbound trips and travel expenditure



Outbound travel intensity
1.13 trips
per inhabitant (2024)

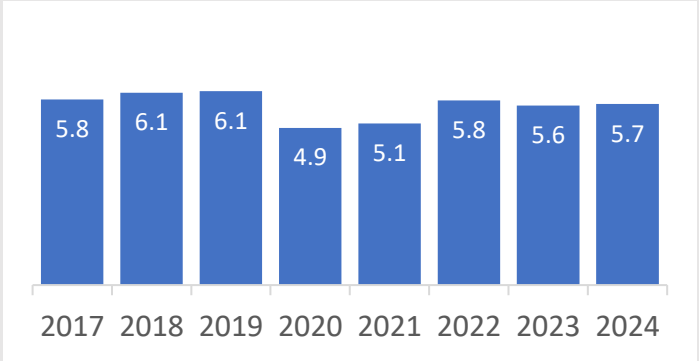
Average spend
per outbound trip (2024)
1,397 $

Share of outbound travel, % all nights



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

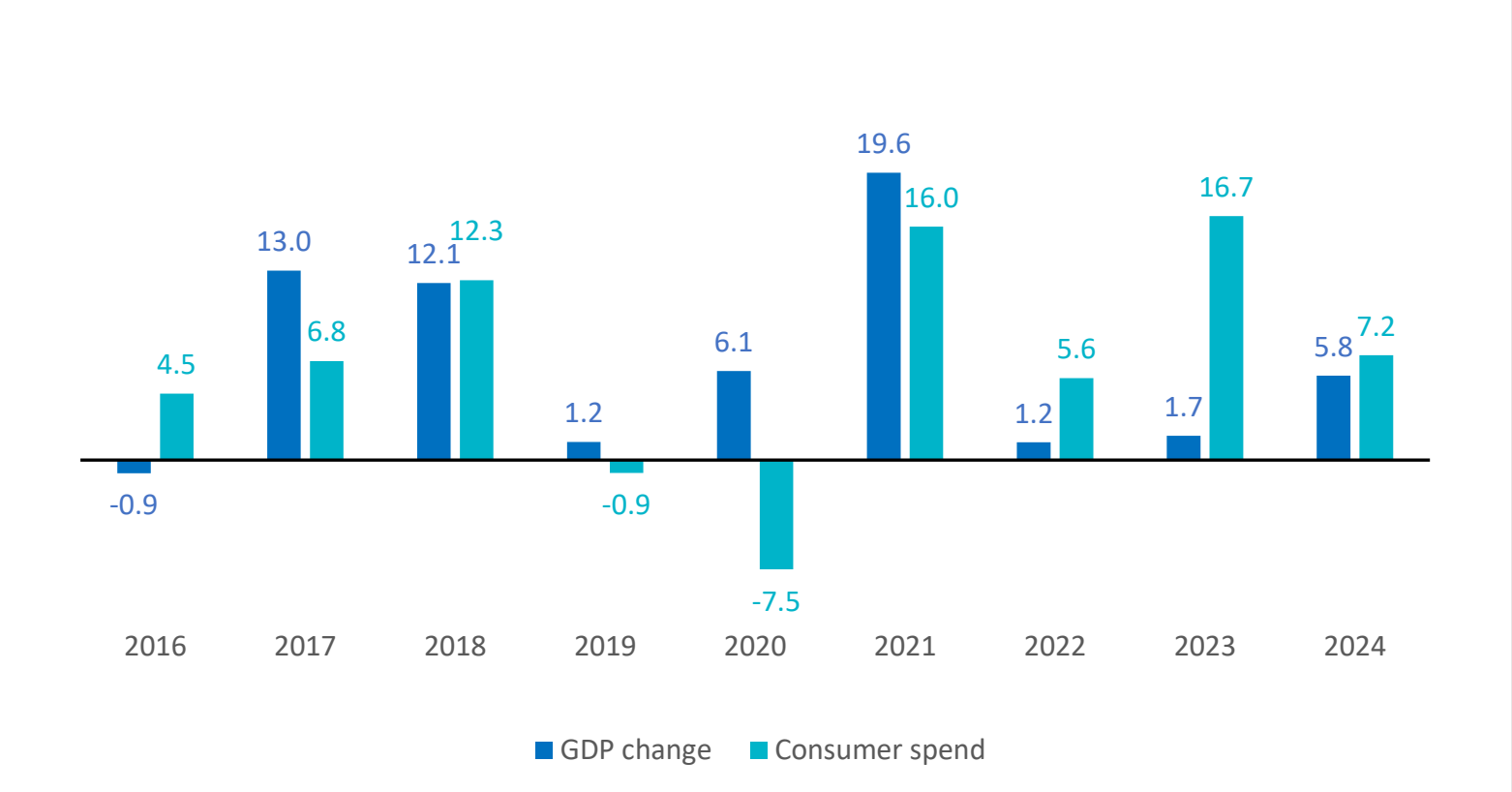
Average length of stay, nights, all outbound trips



Sources: Oxford Economics.

Economic indicators – General travel demand

GDP and consumer spending, % annual change



Economy & population

GDP ($) per capita
112,821.90

Unemployment (%)
4.30

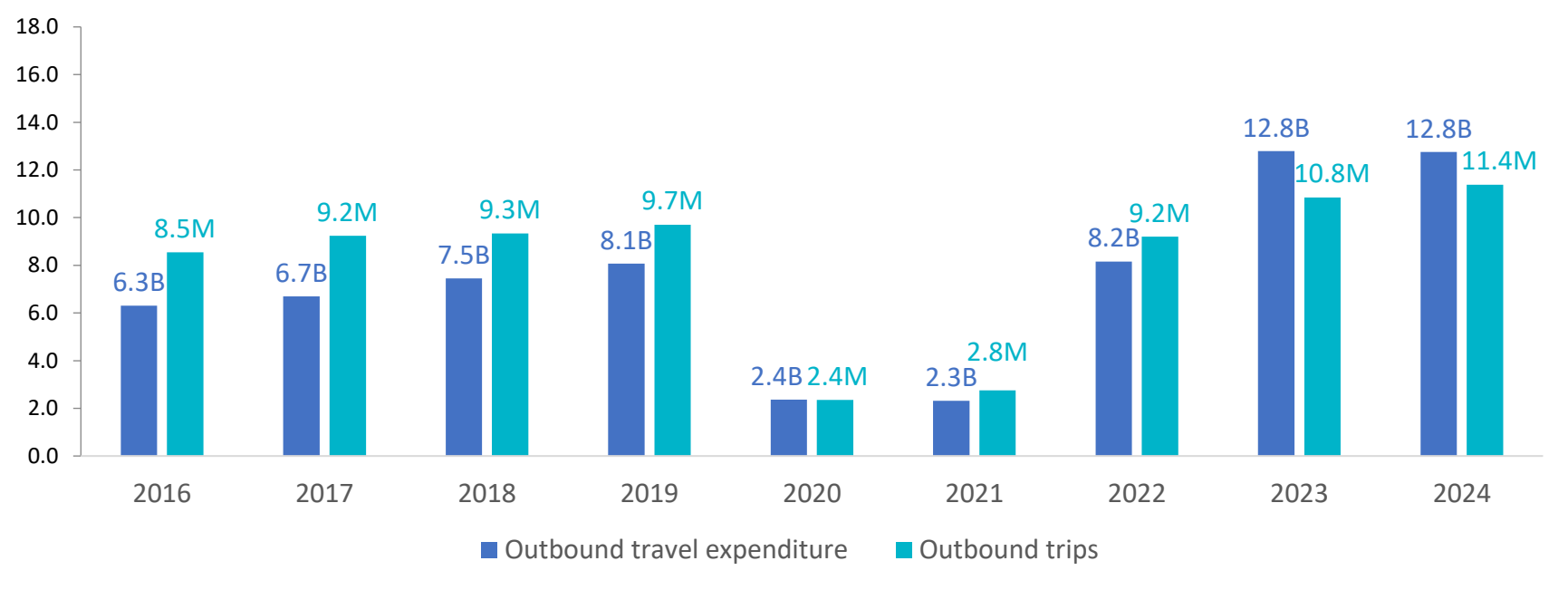
Inflation(%)
2.12

Population
5,393,310

Sources: Oxford Economics.

Economic indicators – General travel demand

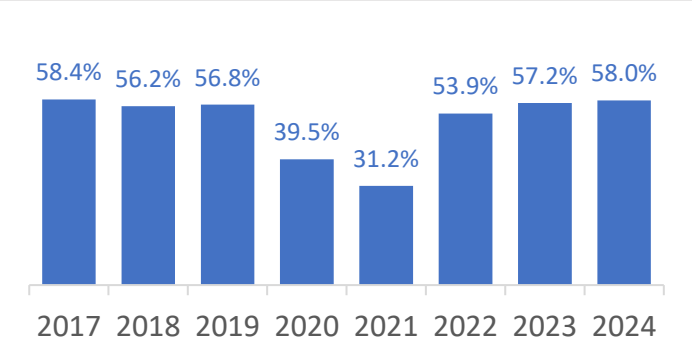
Outbound trips and travel expenditure



Outbound travel intensity
2,11 trips
per inhabitant (2024)

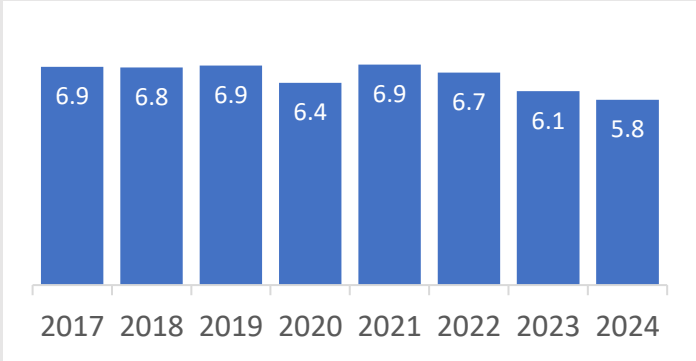
Average spend
per outbound trip (2024)
1,121 $

Share of outbound travel, % all nights



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

Average length of stay, nights, all outbound trips



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

Sources: Eurostat, Oxford Economics.

Arrivals & nights in paid accommodation

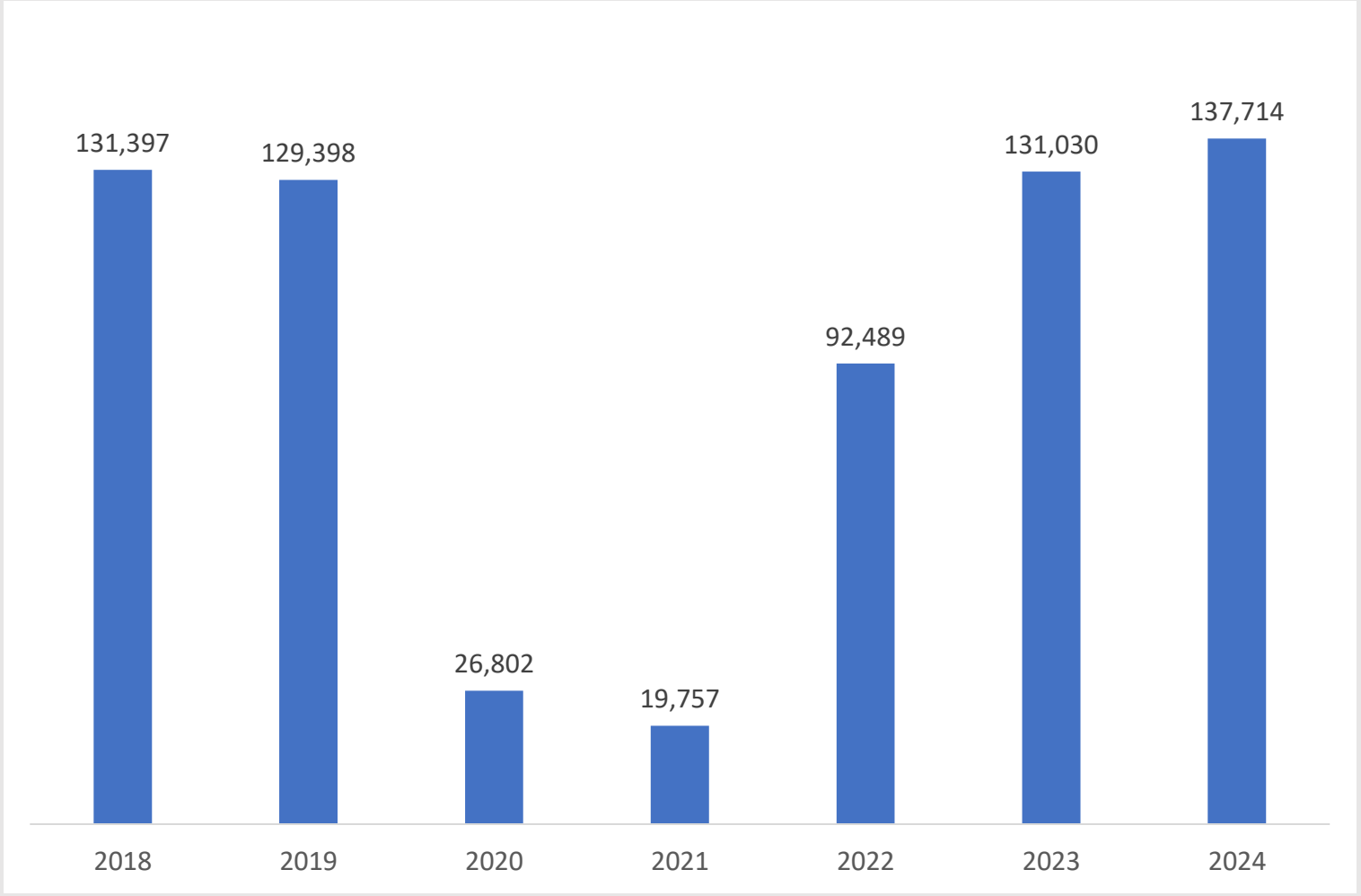
Nights in paid accommodation

2024 and 2018-2024

Nights,
paid accommodation, 2024

+5% (vs. 2023)

+6% (vs. 2019)



Source: Statec

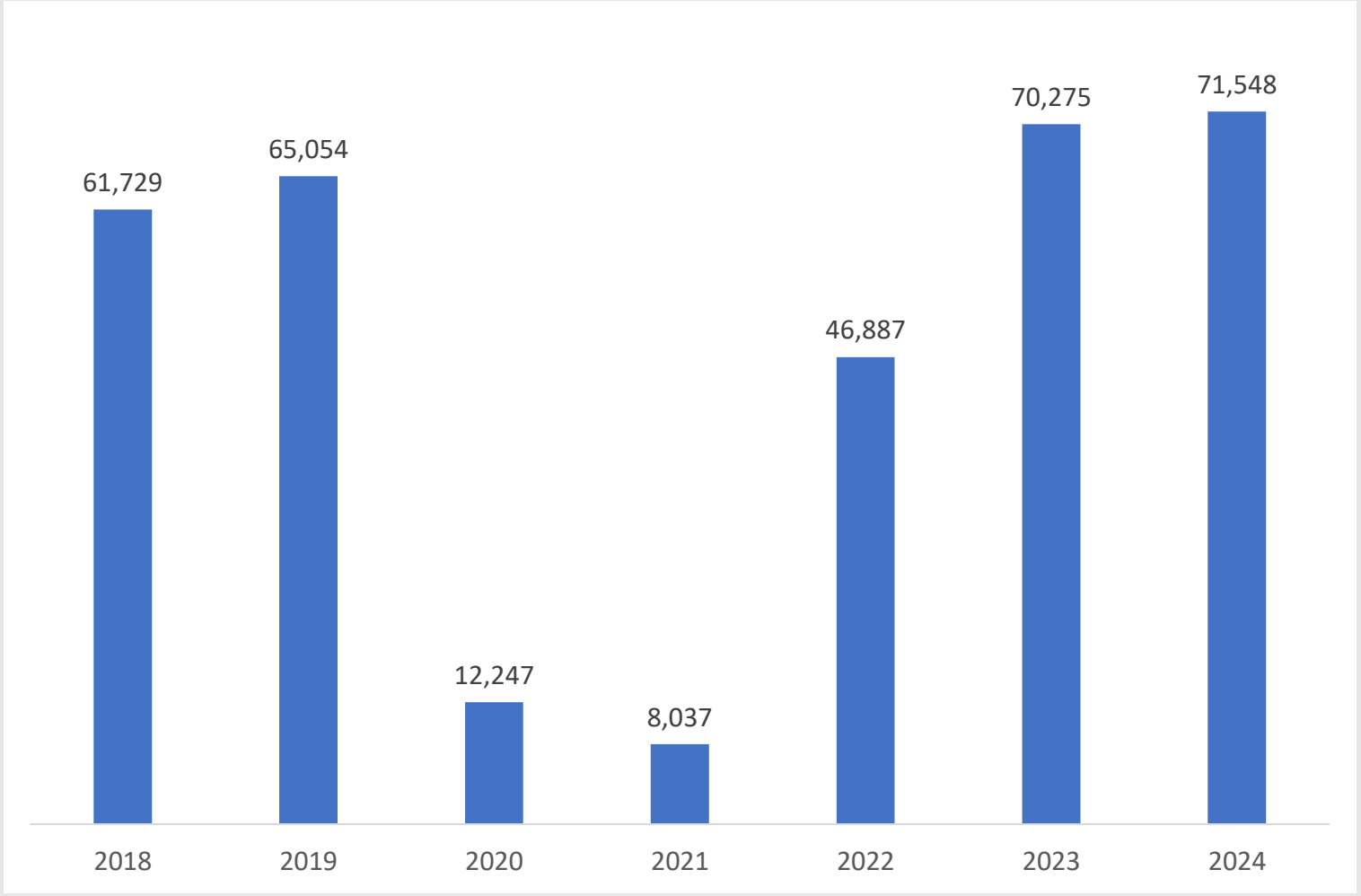
Arrivals in paid accommodation

2024 and 2018-2024

Arrivals,
paid accommodation, 2024

+2% (vs. 2023)

+10% (vs. 2019)



Source: Statec

Length of stay, paid accommodation

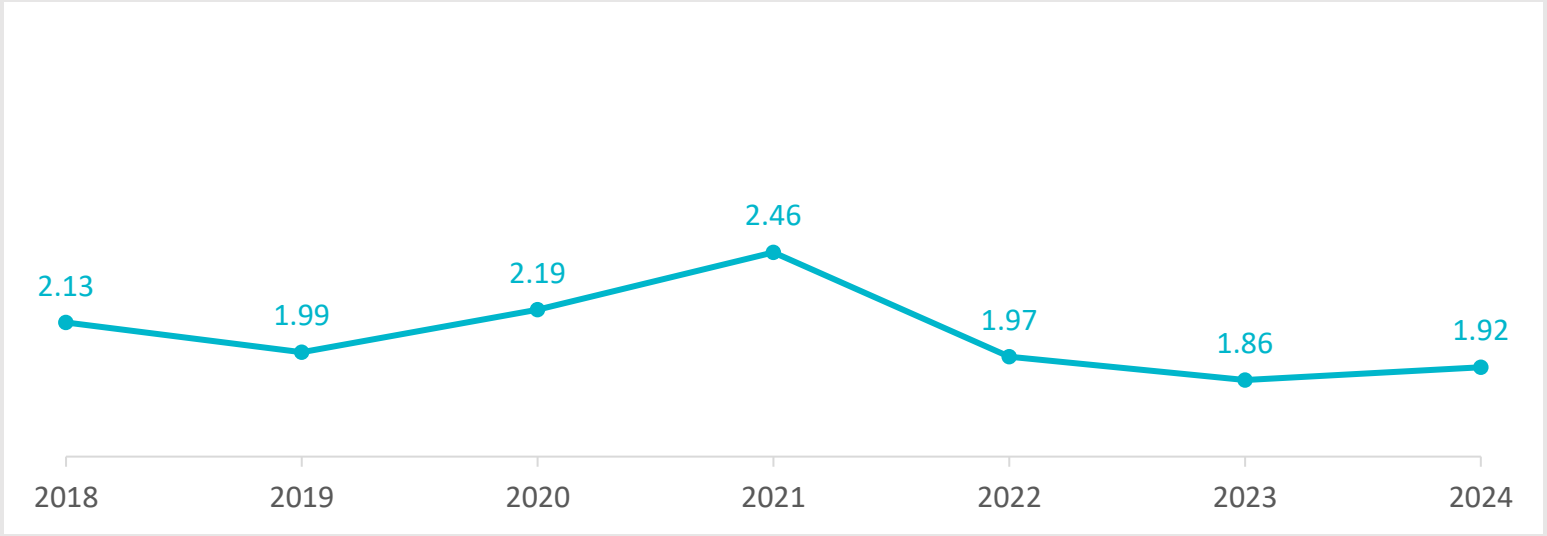
2024 and 2018-2024

Average length of stay, paid accommodation, 2024

1.92 nights

+0.06 nights (vs. 2023)

-0.07 nights (vs. 2019)

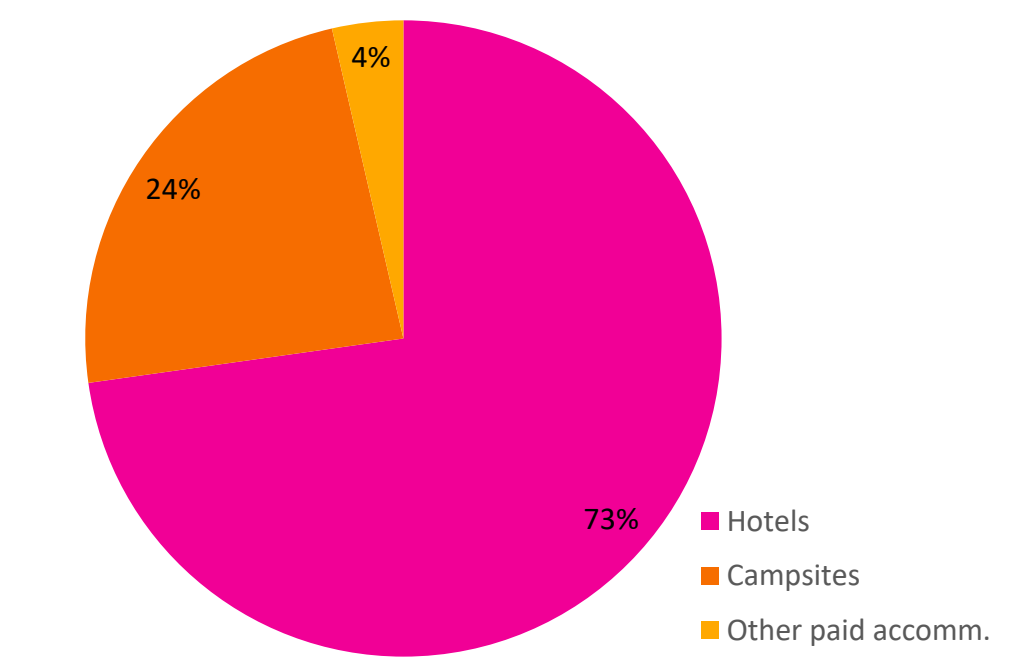


Source: Statec

Nights & arrivals in paid accommodation

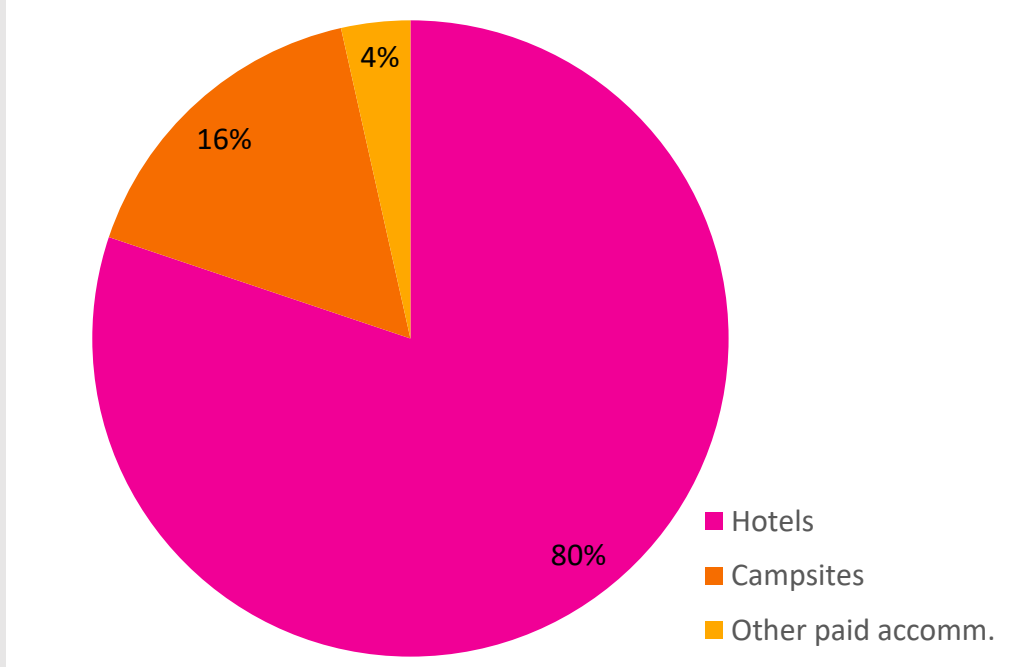
Type of accommodation, 2024

Nights, paid accommodation, 2024



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



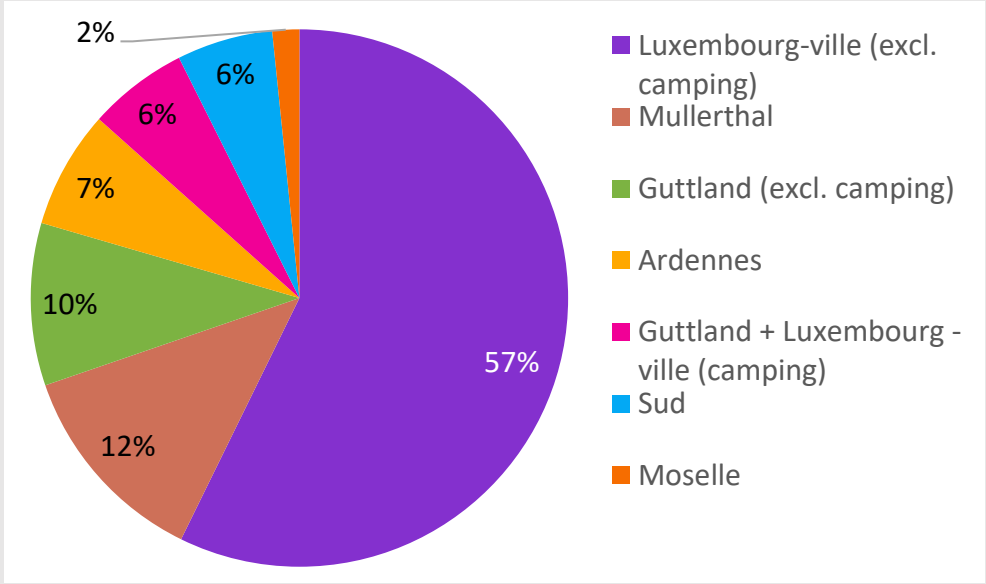
Hotels	57.354	-3% (vs. 2023)	+0% (vs. 2019)
Campsites	11.686	+34% (vs. 2023)	+129% (vs. 2019)
Other paid accomm.	2.508	+11% (vs. 2023)	-4% (vs. 2019)

Source: Statec

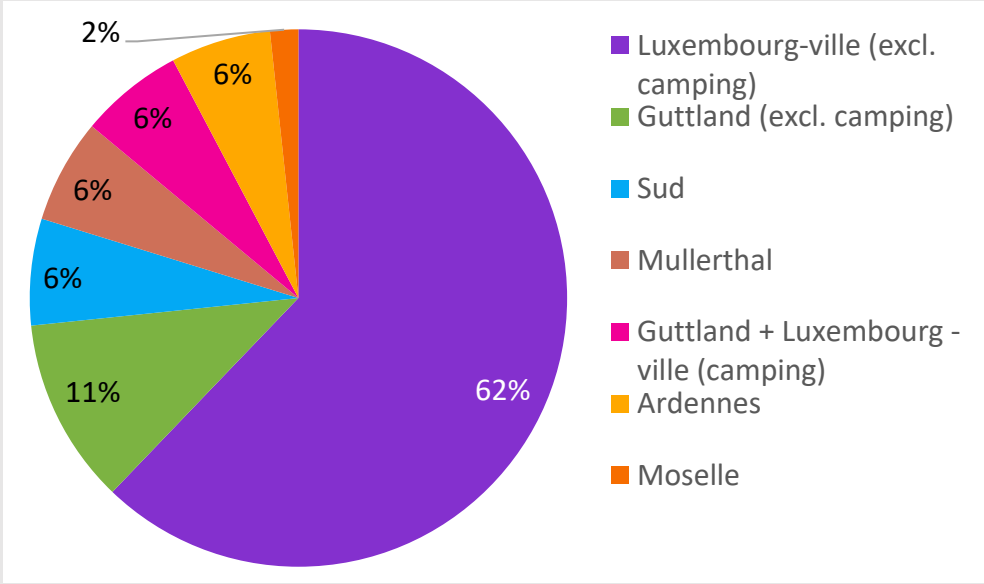
Nights & arrivals in paid accommodation

Regions, 2024

Nights, paid accommodation, 2024



Arrivals, paid accommodation, 2024



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)

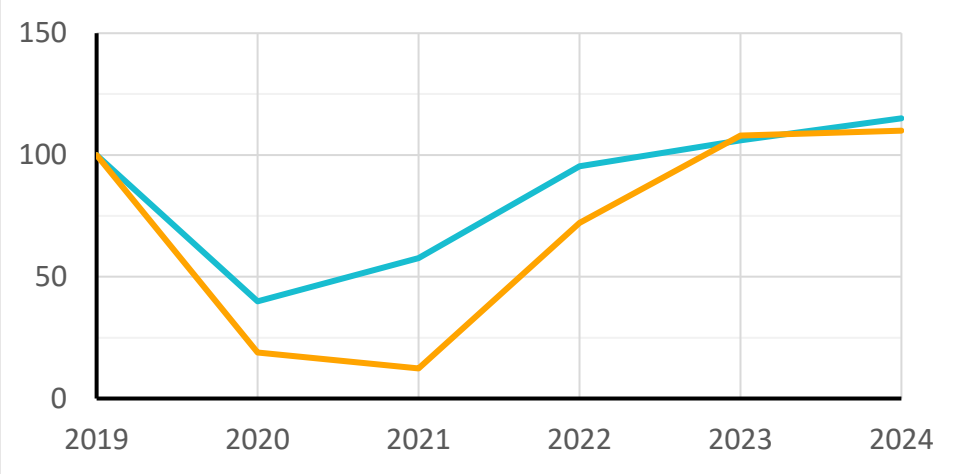
Lux.-City (excl. camping)	44.480	+7% (vs. 2023)	+12% (vs. 2019)
Guttland (excl. camping)	8.009	-19% (vs. 2023)	-10% (vs. 2019)
South	4.586	-31% (vs. 2023)	-5% (vs. 2019)
MPSL	4.487	+53% (vs. 2023)	+84% (vs. 2019)
Guttland/Lux.-City (camping)	4.461	+11% (vs. 2023)	+178% (vs. 2019)
Eislek	4.312	+14% (vs. 2023)	-26% (vs. 2019)
Moselle	1.213	-14% (vs. 2023)	-37% (vs. 2019)

Source: Statec

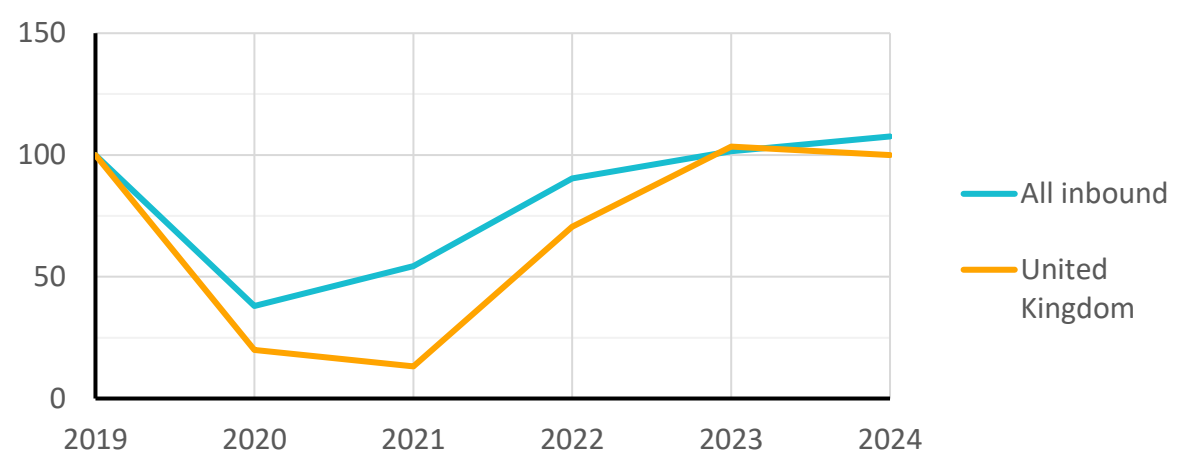
Arrivals in paid accommodation

Trends 2019-2024

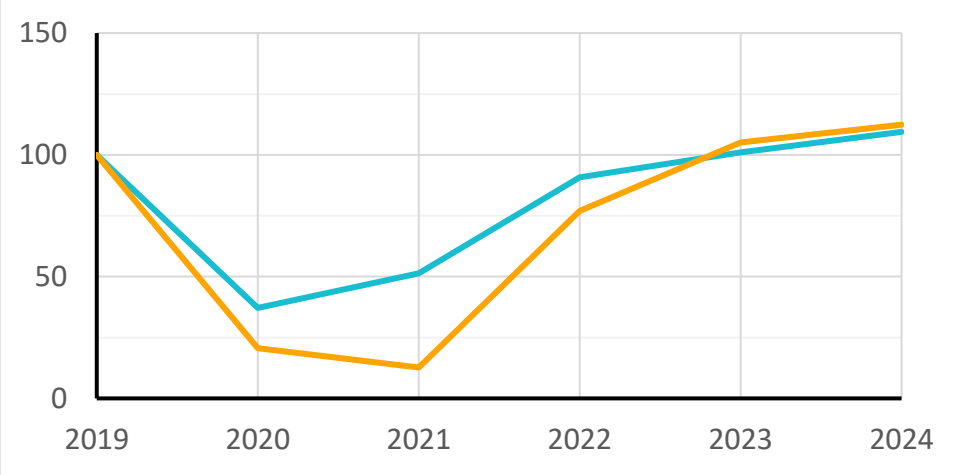
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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

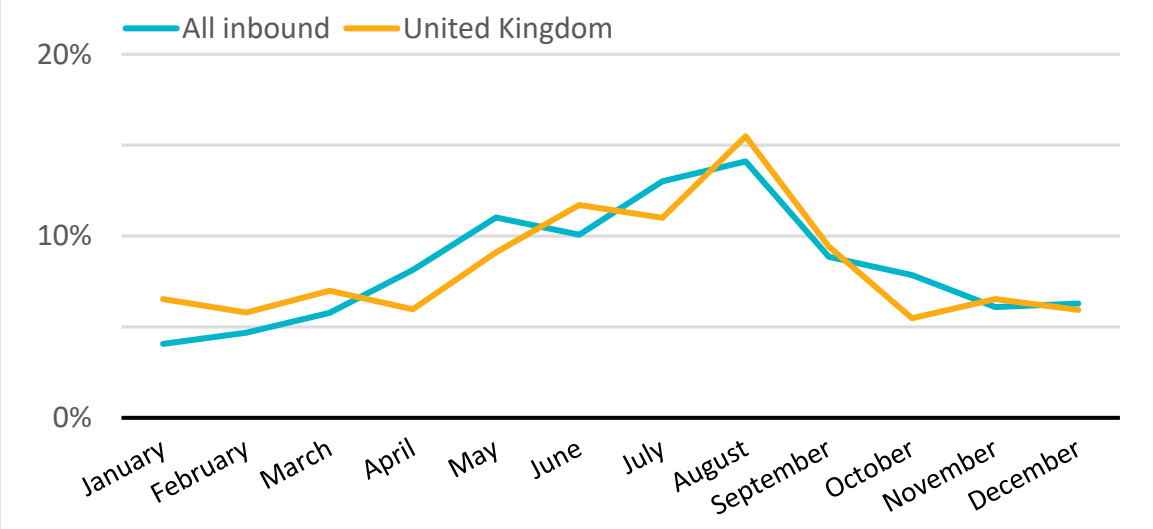


(*) excluding camping.
Source: Statec

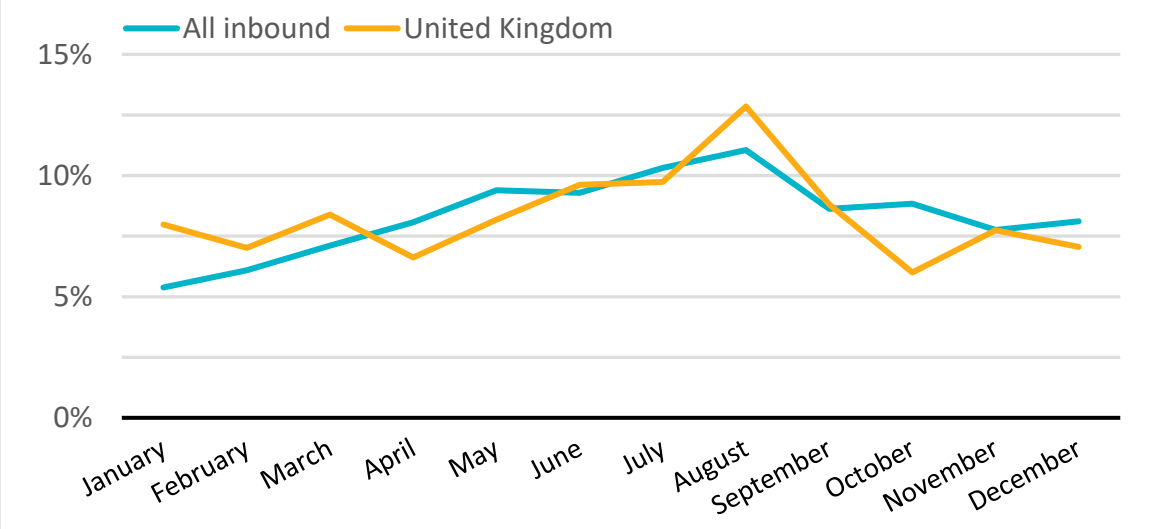
Arrivals in paid accommodation

Seasonality

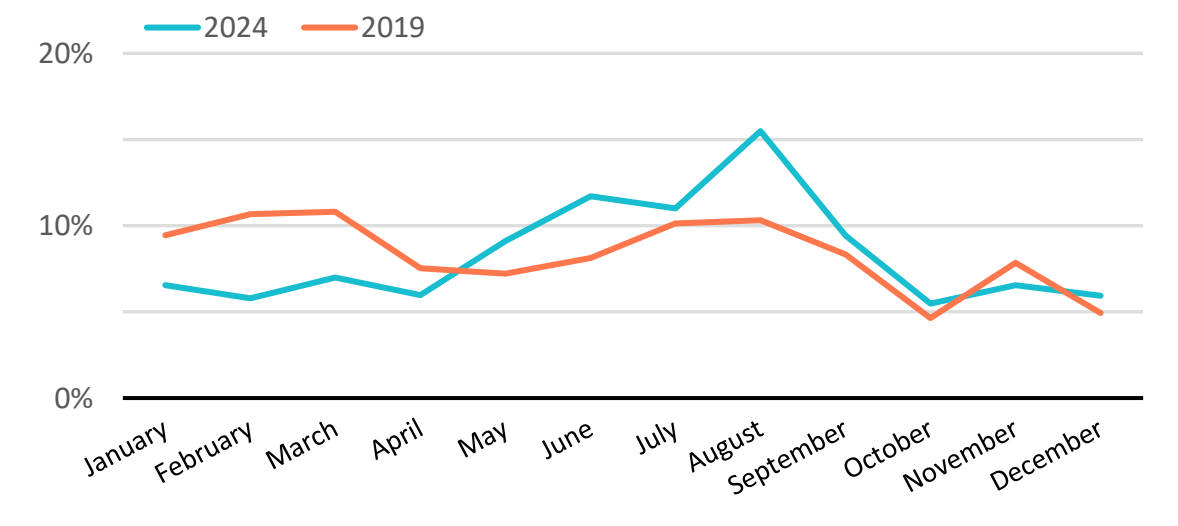
All paid accommodation, 2024



Hotels, 2024



All paid accommodation, arrivals from United Kingdom



Source: Statec

Short-term rentals

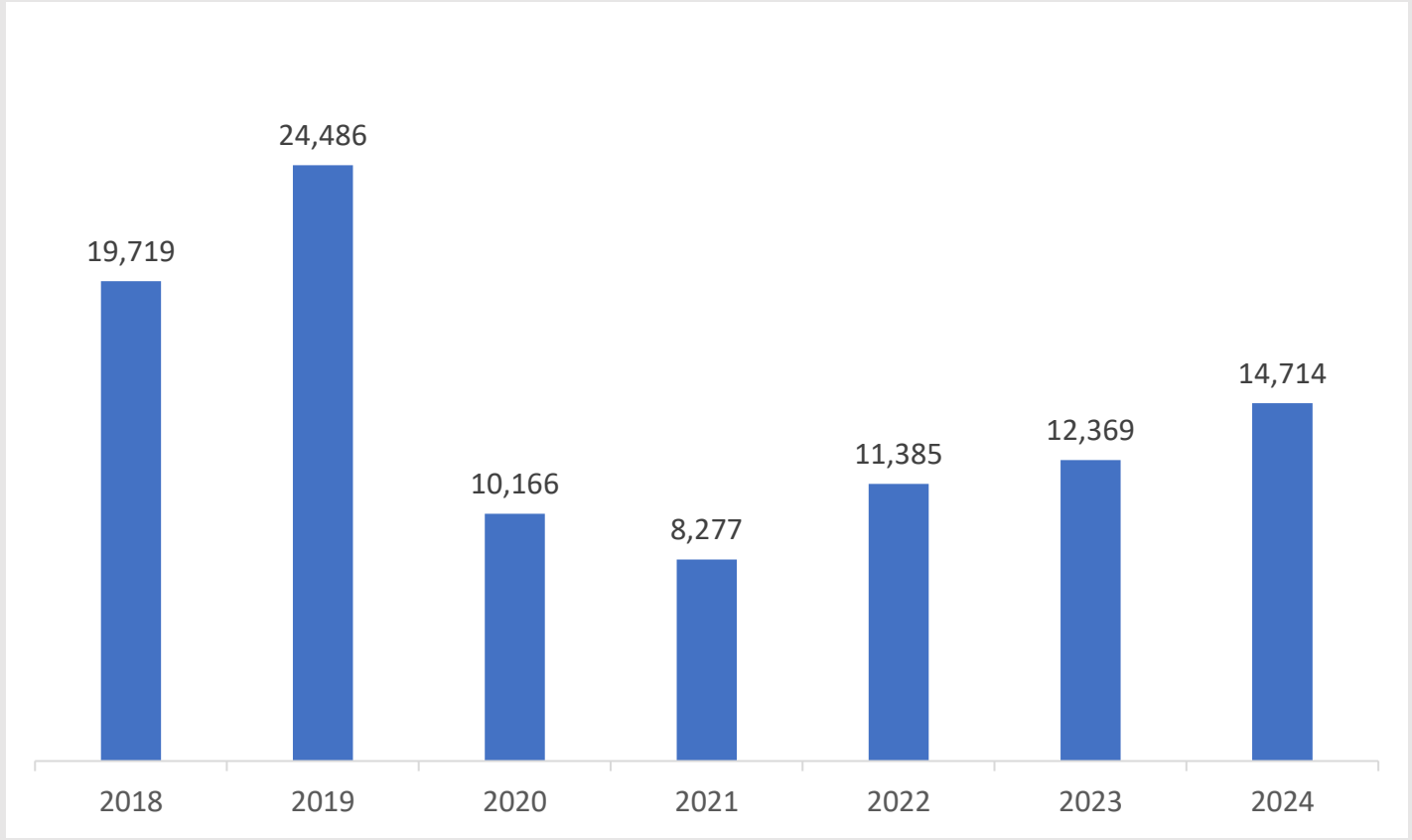
2024 and 2018-2024

Nights,
Short-term rentals, 2024

19% (vs. 2023)

-40% (vs. 2019)

Nights,
Short-term rentals, 2018-2024



Source: Eurostat (experimental statistics).

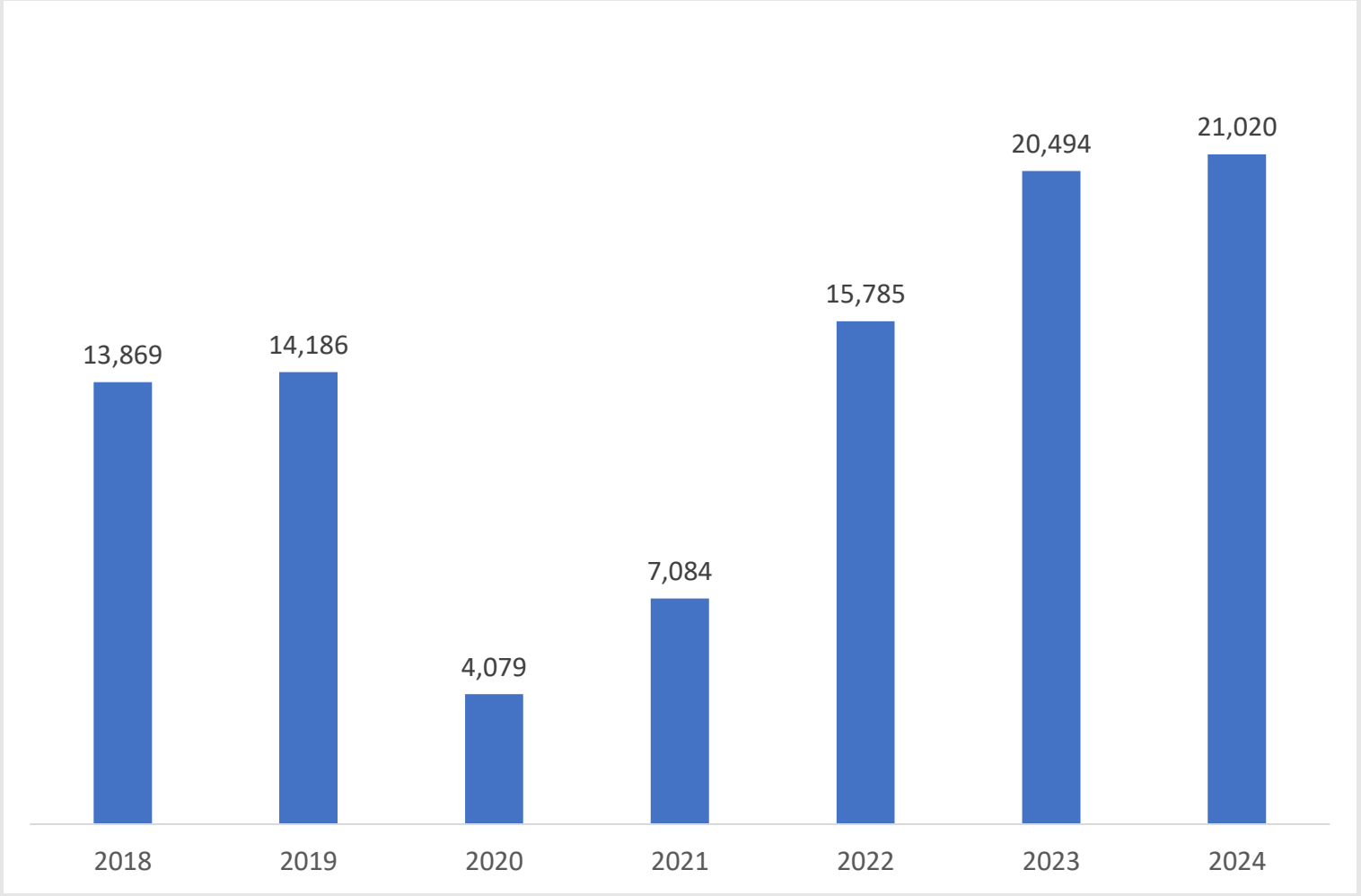
Nights in paid accommodation

2024 and 2018-2024

Nights, paid accommodation, 2024

+3% (vs. 2023)

+48% (vs. 2019)



Source: Statec

Arrivals in paid accommodation

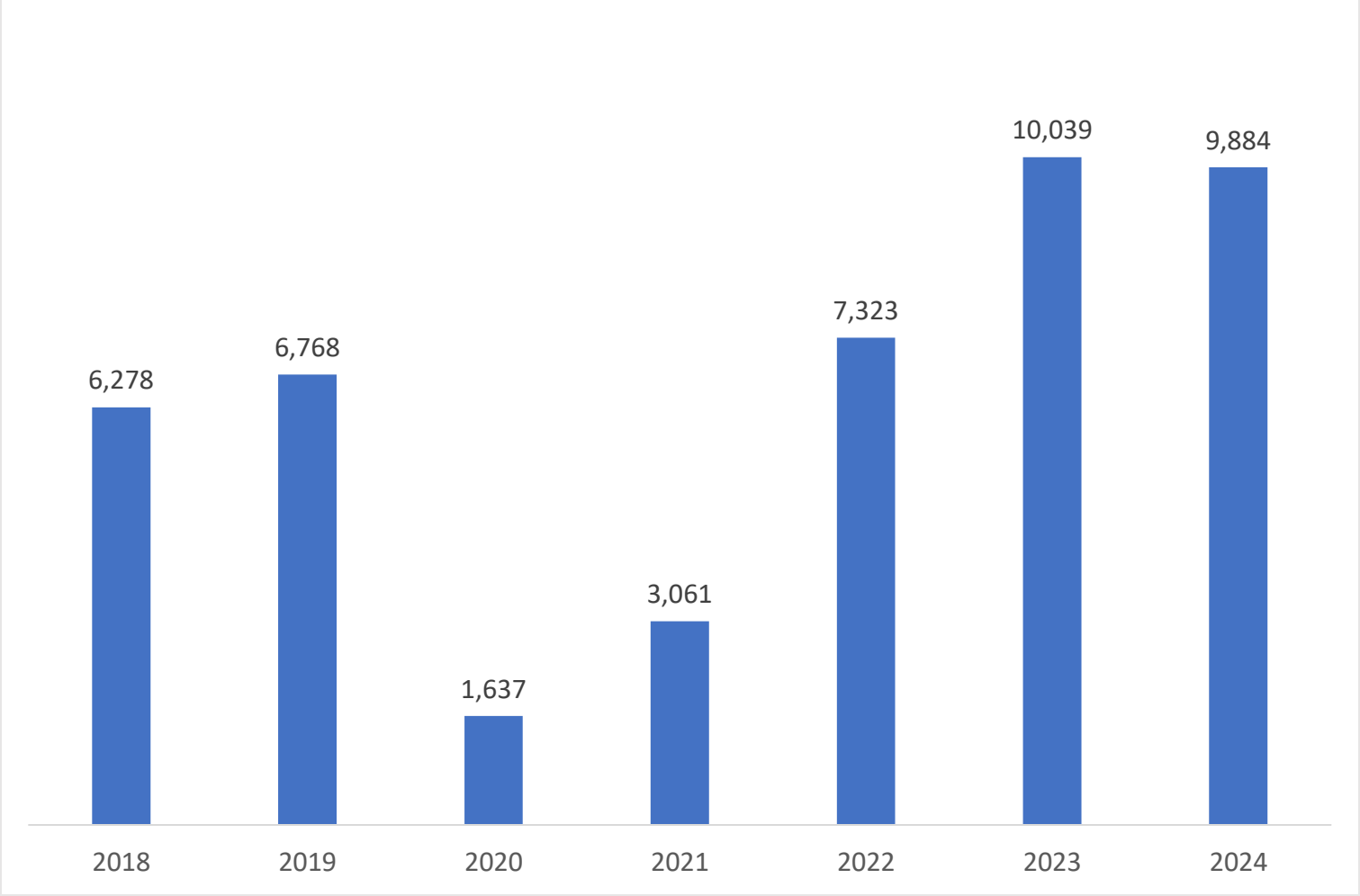
2024 and 2018-2024

Arrivals, paid accommodation, 2024

9.884

-2% (vs. 2023)

+46% (vs. 2019)



Source: Statec

Length of stay, paid accommodation

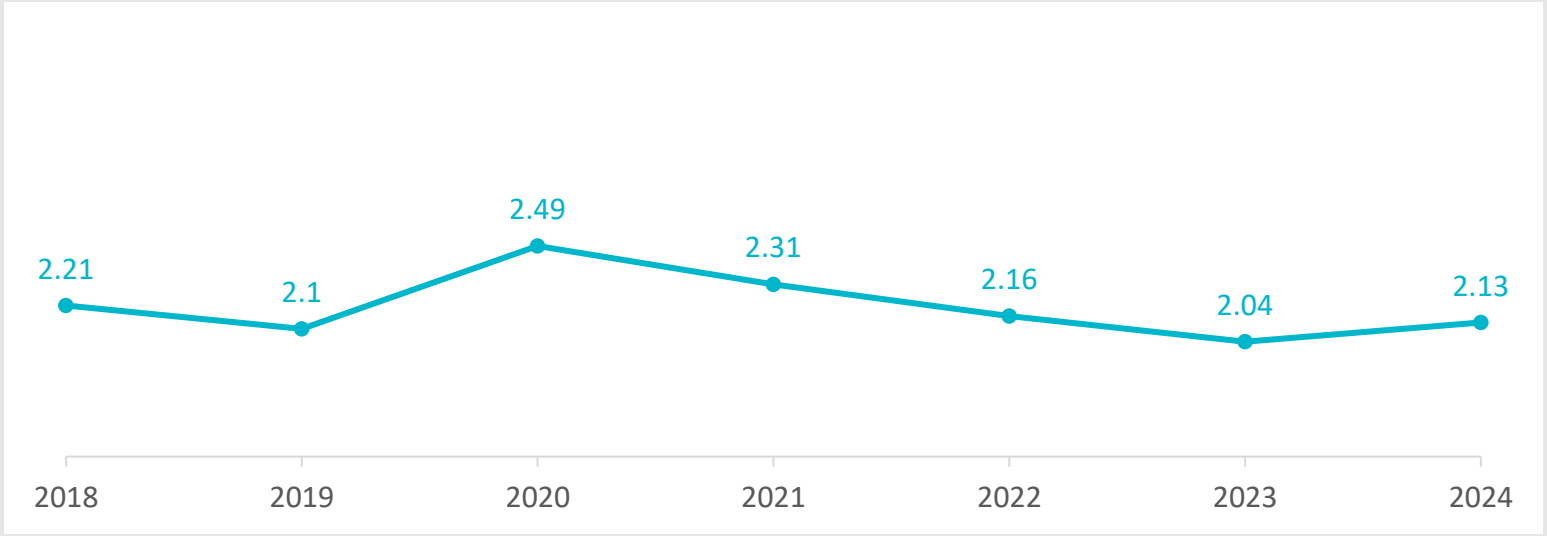
2024 and 2018-2024

Average length of stay, paid accommodation, 2024

2.13 nights

+0.09 nights (vs. 2023)

+0.03 nights (vs. 2019)

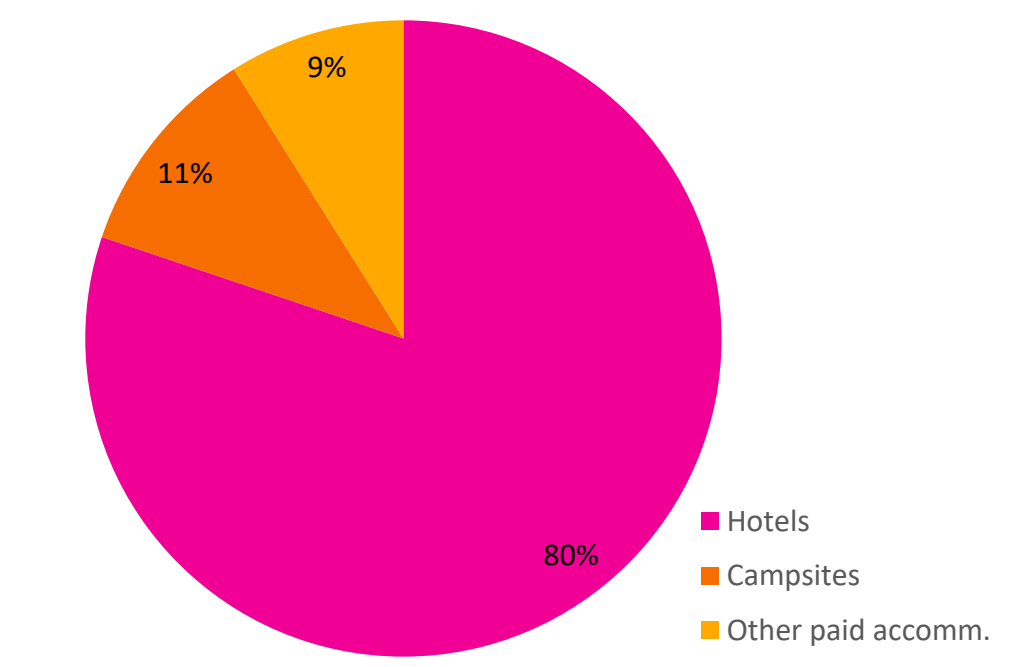


Source: Statec

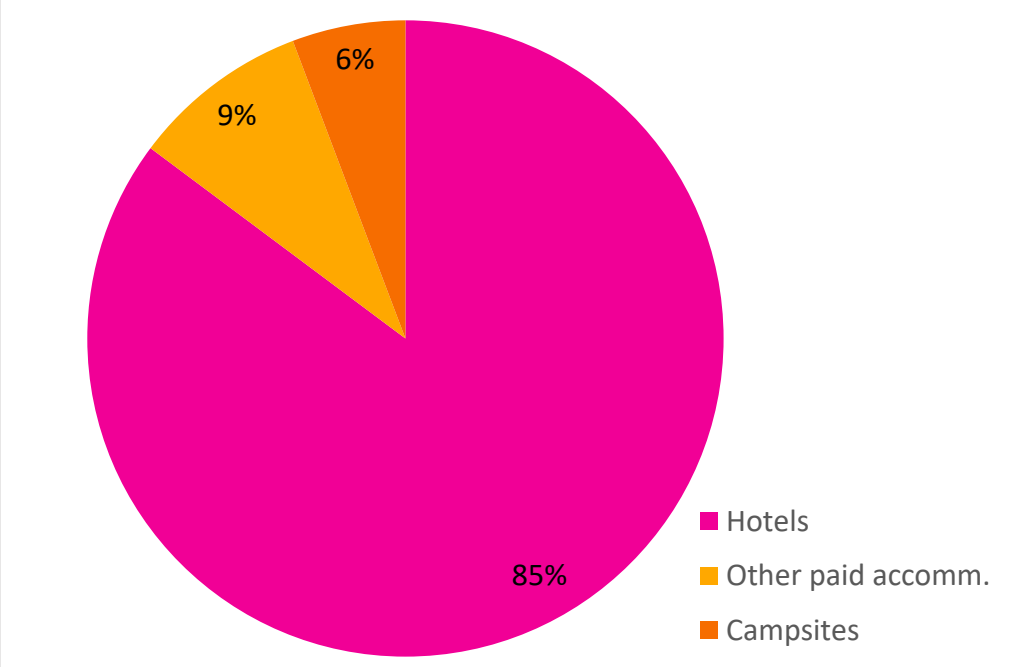
Nights & arrivals in paid accommodation

Type of accommodation, 2024

Nights, paid accommodation, 2024



Arrivals, paid accommodation, 2024



Hotels	**16.851**	**-5% (vs. 2023)**	**+35% (vs. 2019)**
Campsites	**2.289**	**+104% (vs. 2023)**	**+506% (vs. 2019)**
Other paid accomm.	**1.880**	**+15% (vs. 2023)**	**+37% (vs. 2019)**

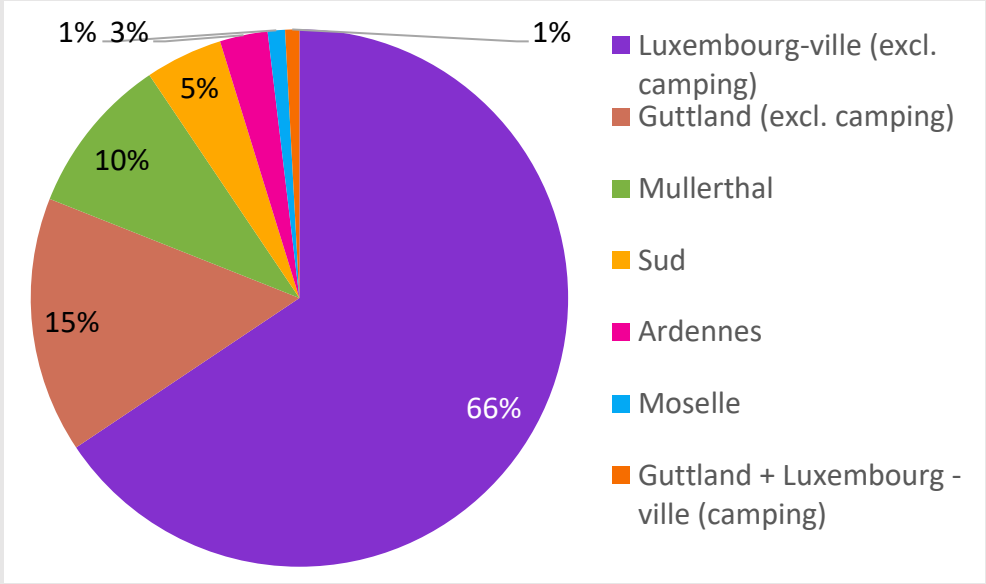
Hotels	**8.422**	**-5% (vs. 2023)**	**+41% (vs. 2019)**
Other paid accomm.	**893**	**+0% (vs. 2023)**	**+39% (vs. 2019)**
Campsites	**569**	**+85% (vs. 2023)**	**+269% (vs. 2019)**

Source: Statec

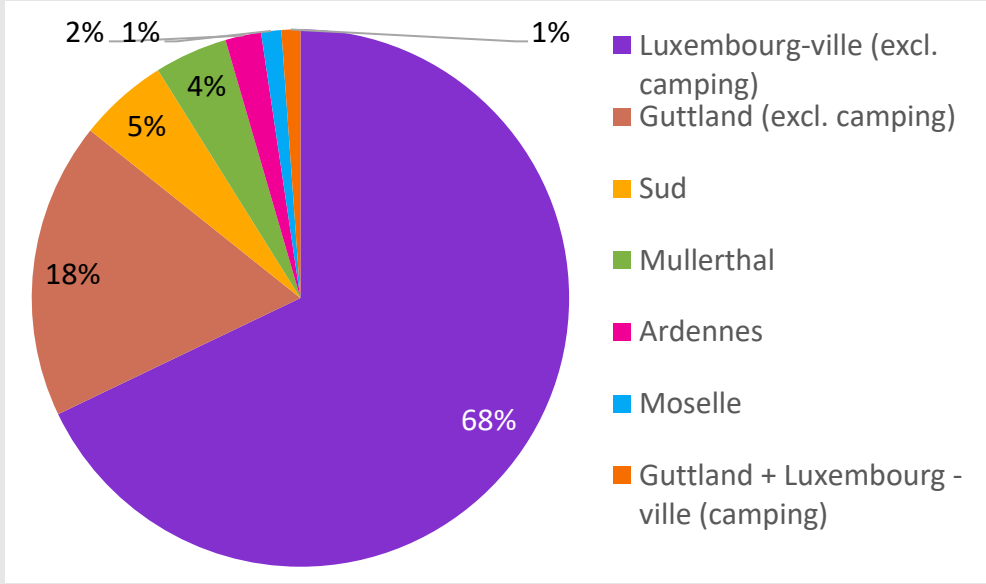
Nights & arrivals in paid accommodation

Regions, 2024

Nights, paid accommodation, 2024



Arrivals, paid accommodation, 2024



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)

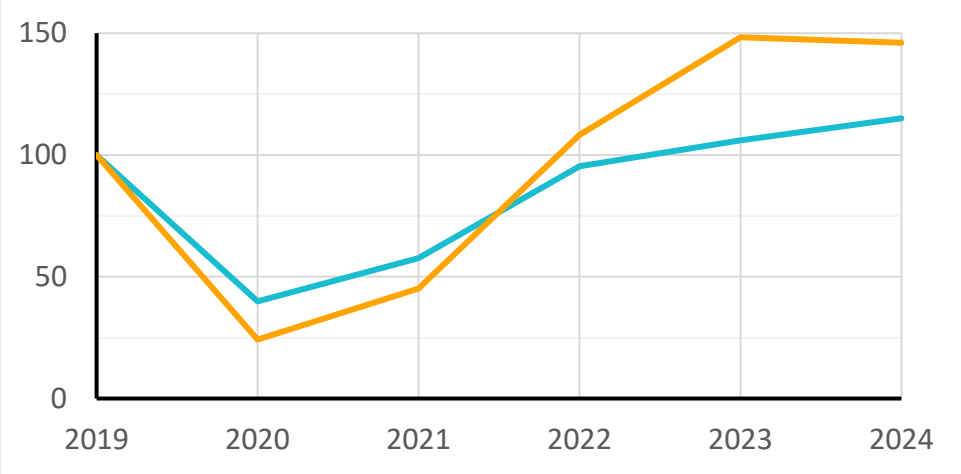
Lux.-City (excl. camping)	6.710	-5% (vs. 2023)	+40% (vs. 2019)
Guttland (excl. camping)	1.762	+4% (vs. 2023)	+85% (vs. 2019)
South	533	-9% (vs. 2023)	-6% (vs. 2019)
MPSL	434	+68% (vs. 2023)	+203 % (vs. 2019)
Eislek	213	+6% (vs. 2023)	+49% (vs. 2019)
Moselle	120	+4% (vs. 2023)	+41% (vs. 2019)
Guttland/Lux.-City (camping)	112	+19% (vs. 2023)	+72% (vs. 2019)

Source: Statec

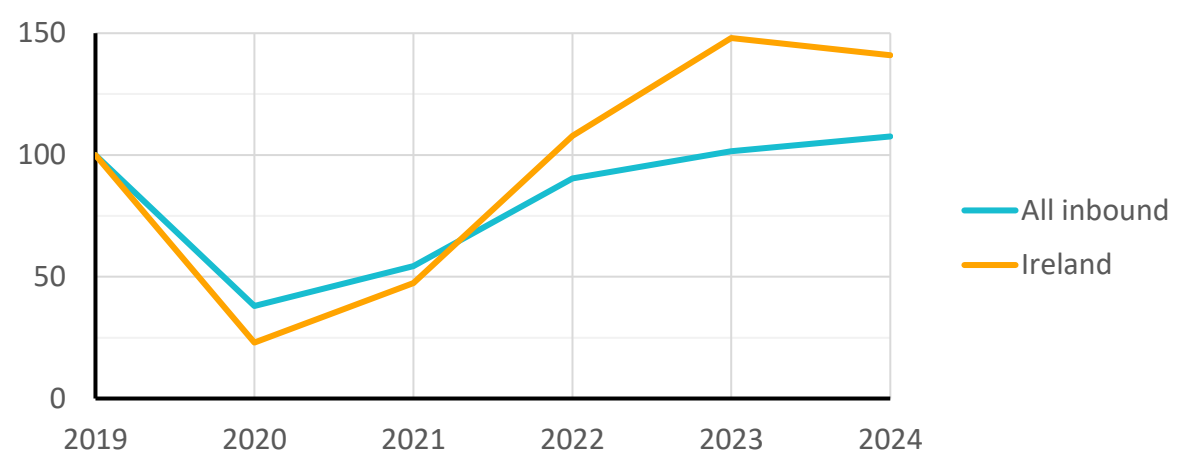
Arrivals in paid accommodation

Trends 2019-2024

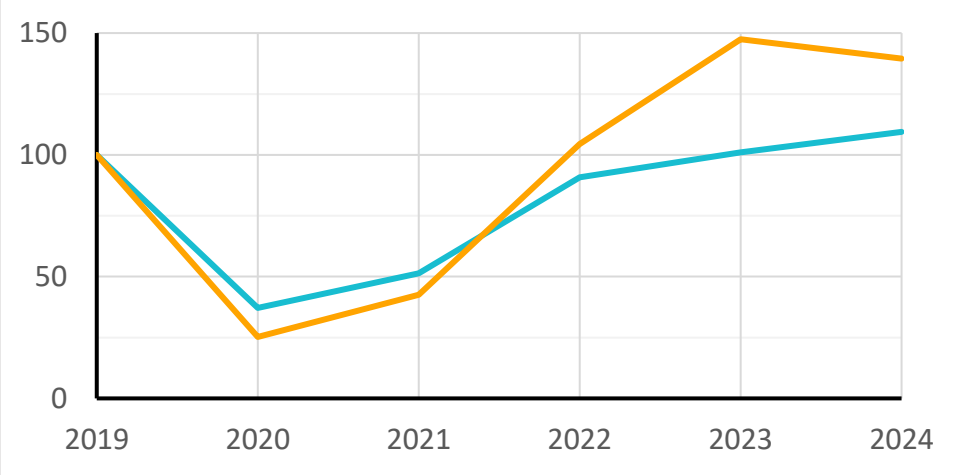
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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



(*) excluding camping.
Source: Statec

Short-term rentals

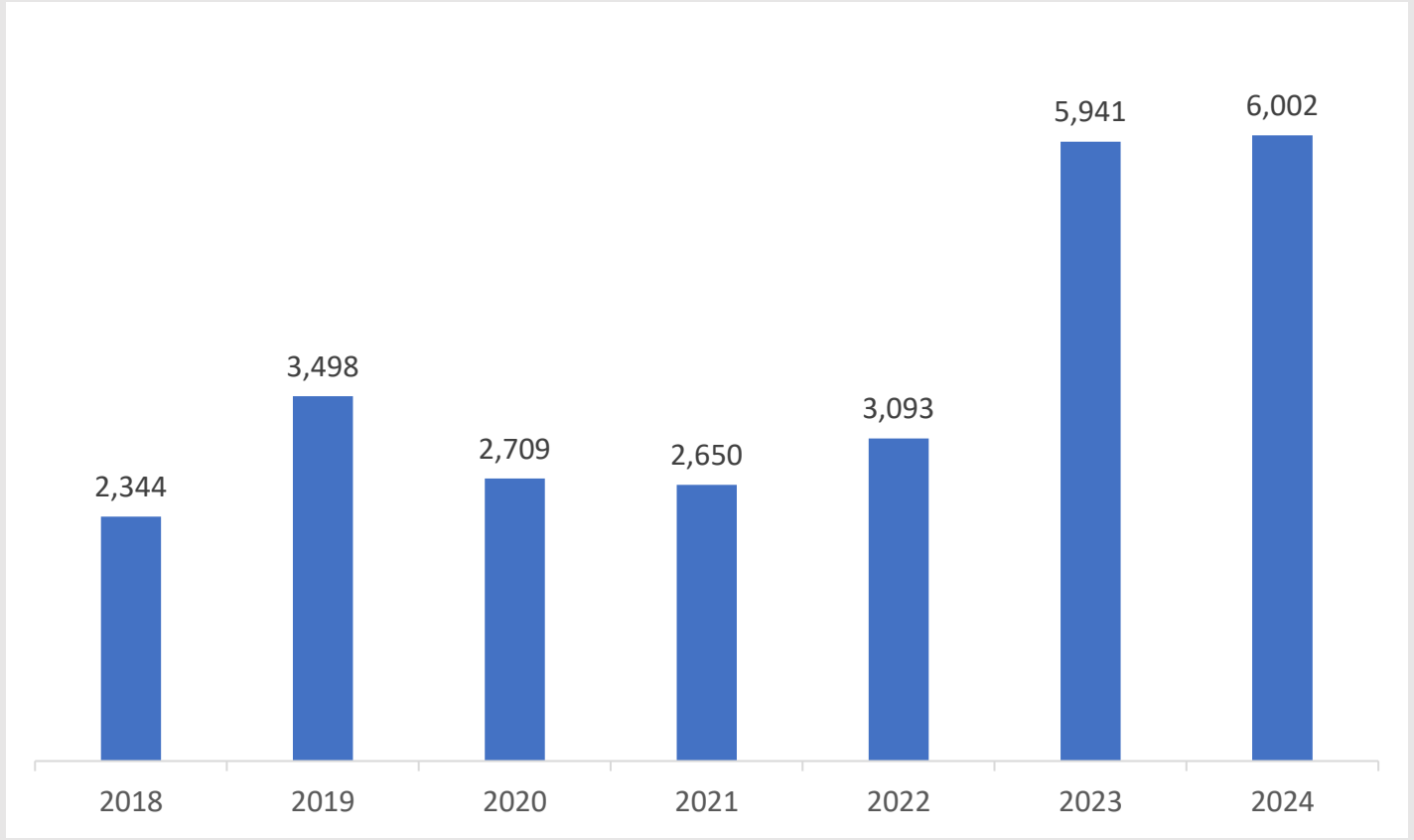
2024 and 2018-2024

Nights,
Short-term rentals, 2024

1% (vs. 2023)

72% (vs. 2019)

Nights,
Short-term rentals, 2018-2024



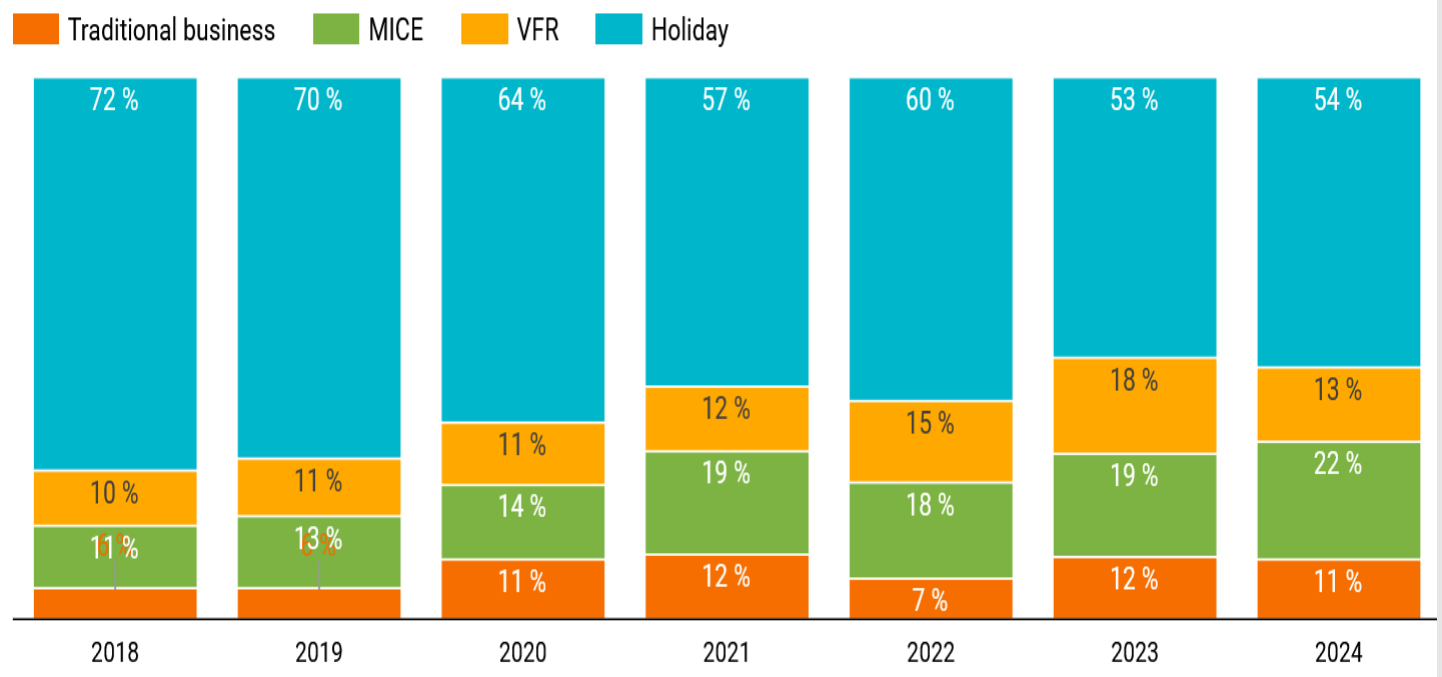
Source: Eurostat (experimental statistics).

Characteristics of inbound trips

British trips to Luxembourg with overnight (all accommodation)

Purpose of visit, 2018-2024

British trips to Luxembourg, 2018-2024



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 same-day trips to Luxembourg

2024

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

92.000

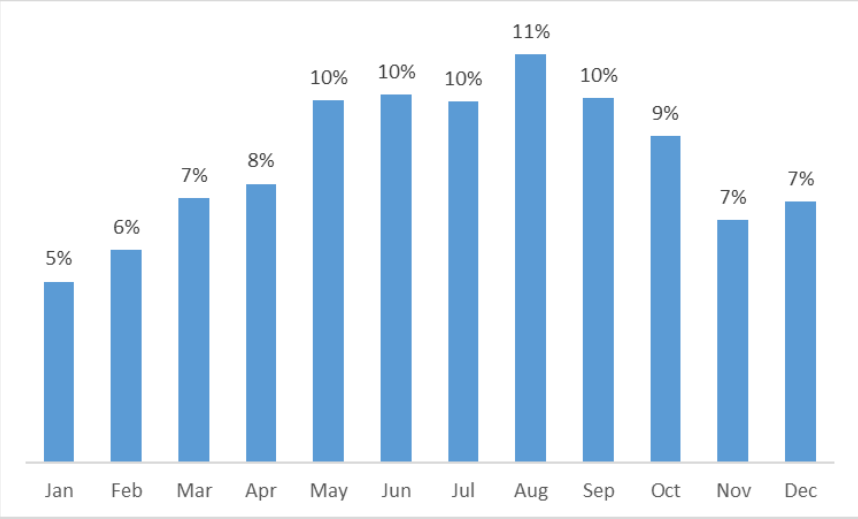
+63% (vs. 2023)

Average length of same-day trips

8,2 h

-0,1 h (vs. 2023)

Seasonality
% of same-day trips



Sources: LFT estimates, Mobile phone data (Editus/LFT), LFT/Ilres Visitor Survey.

Inbound same-day trips to Luxembourg

2024

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

8.000

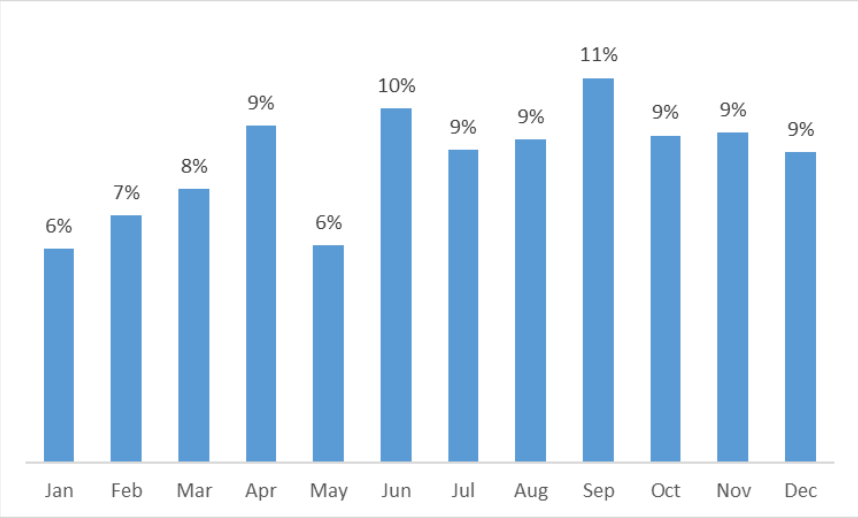
+35% (vs. 2023)

Average length of same-day trips

8,1 h

-0,5 h (vs. 2023)

Seasonality
% of same-day trips

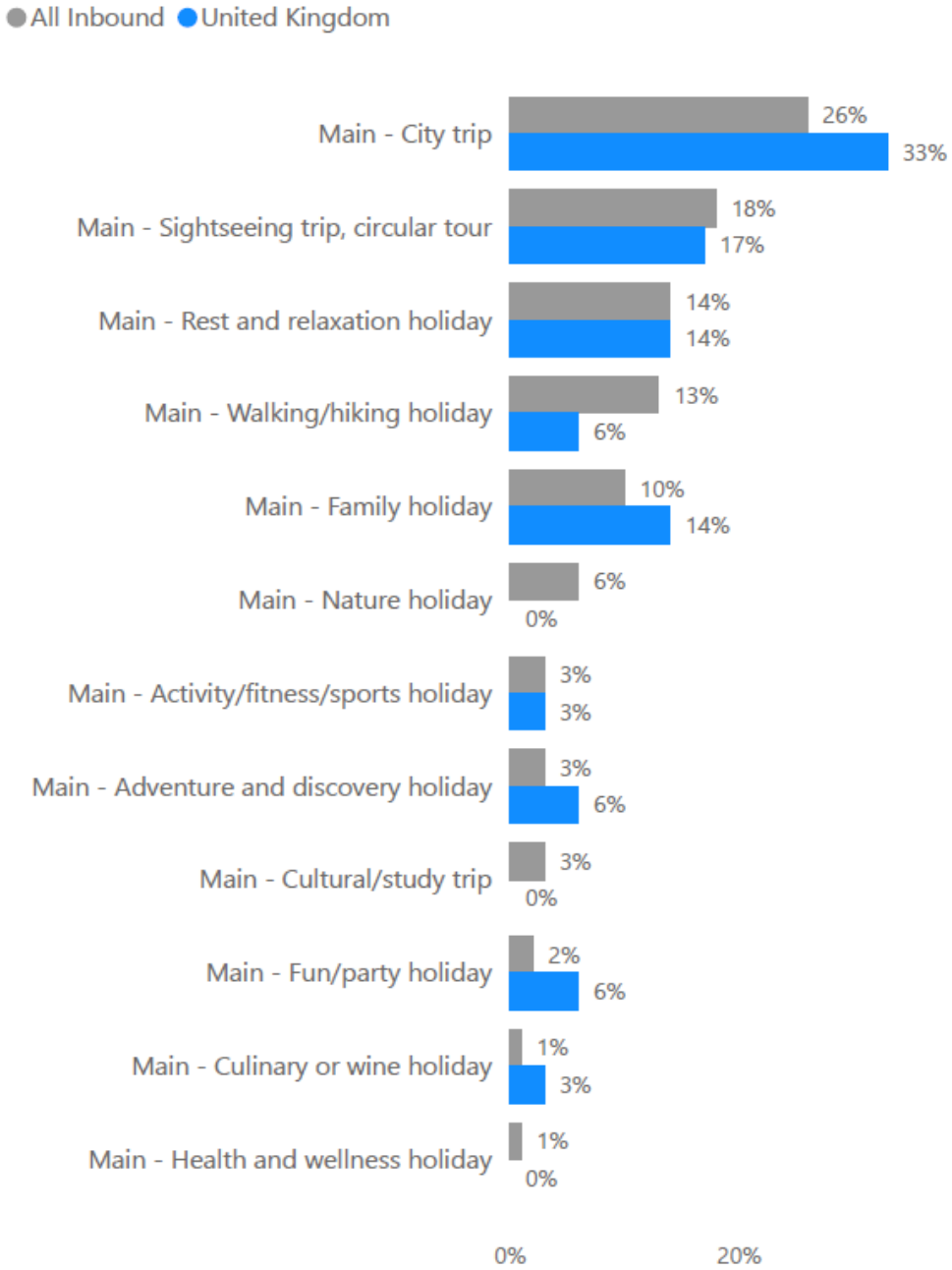


Sources: LFT estimates, Mobile phone data (Editus/LFT), LFT/Ilres Visitor Survey.

Travel behaviour of inbound leisure visitors

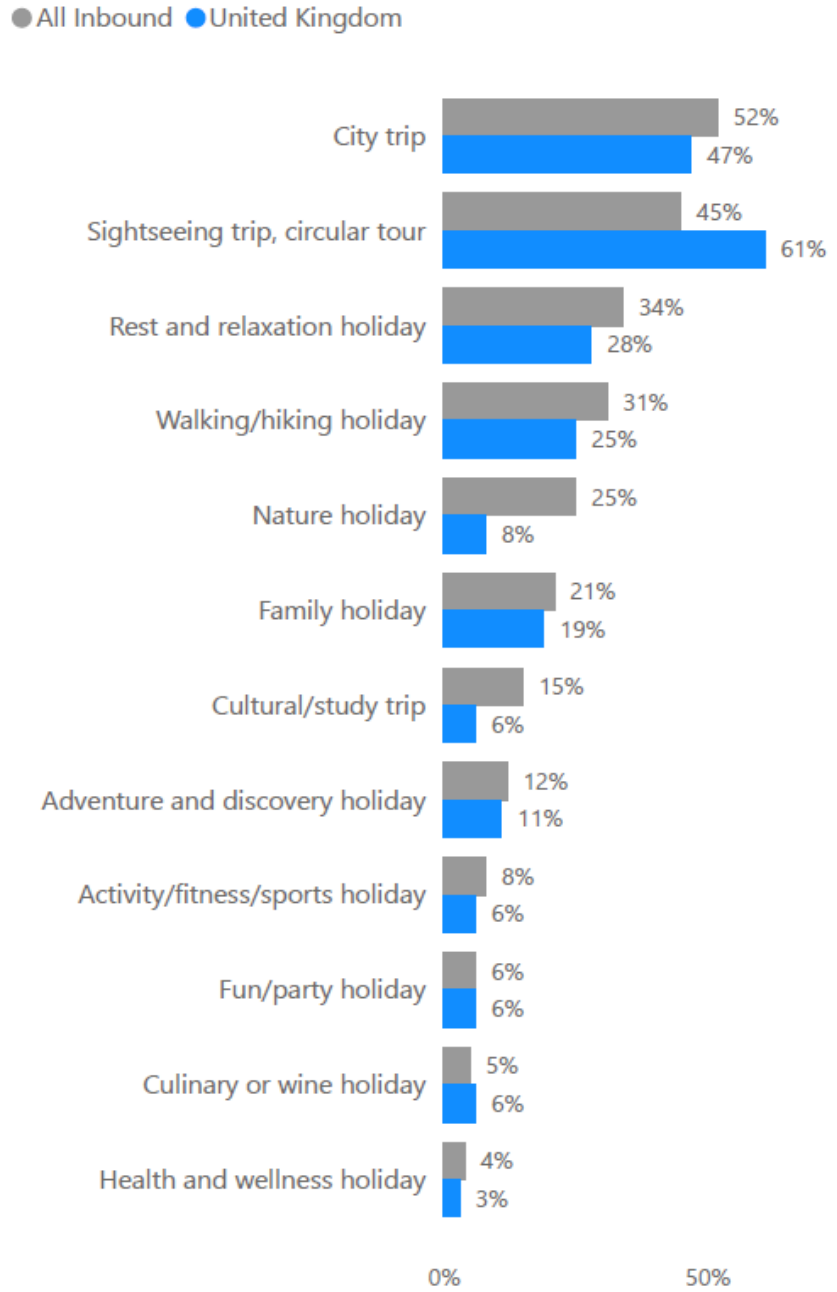
Main holiday types

Visitors with overnight



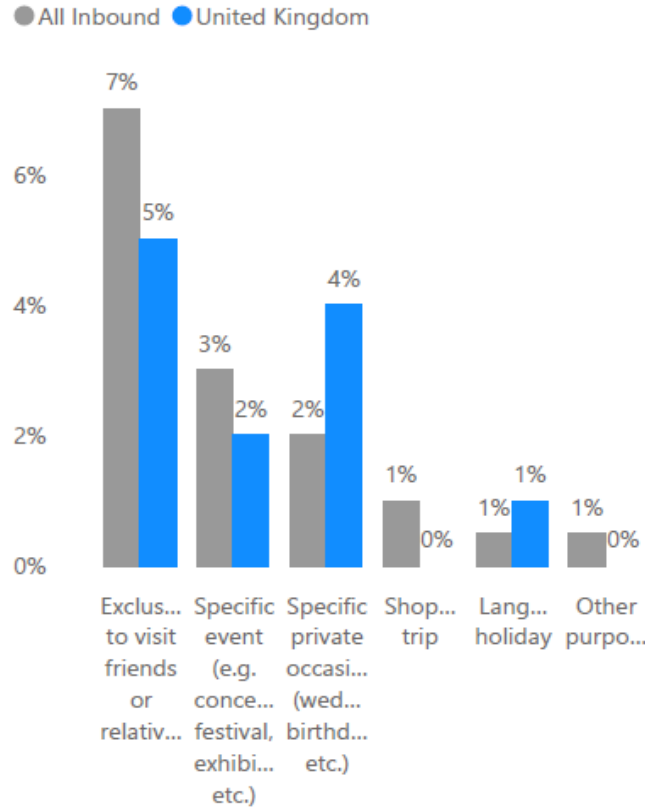
All holiday types

Visitors with overnight



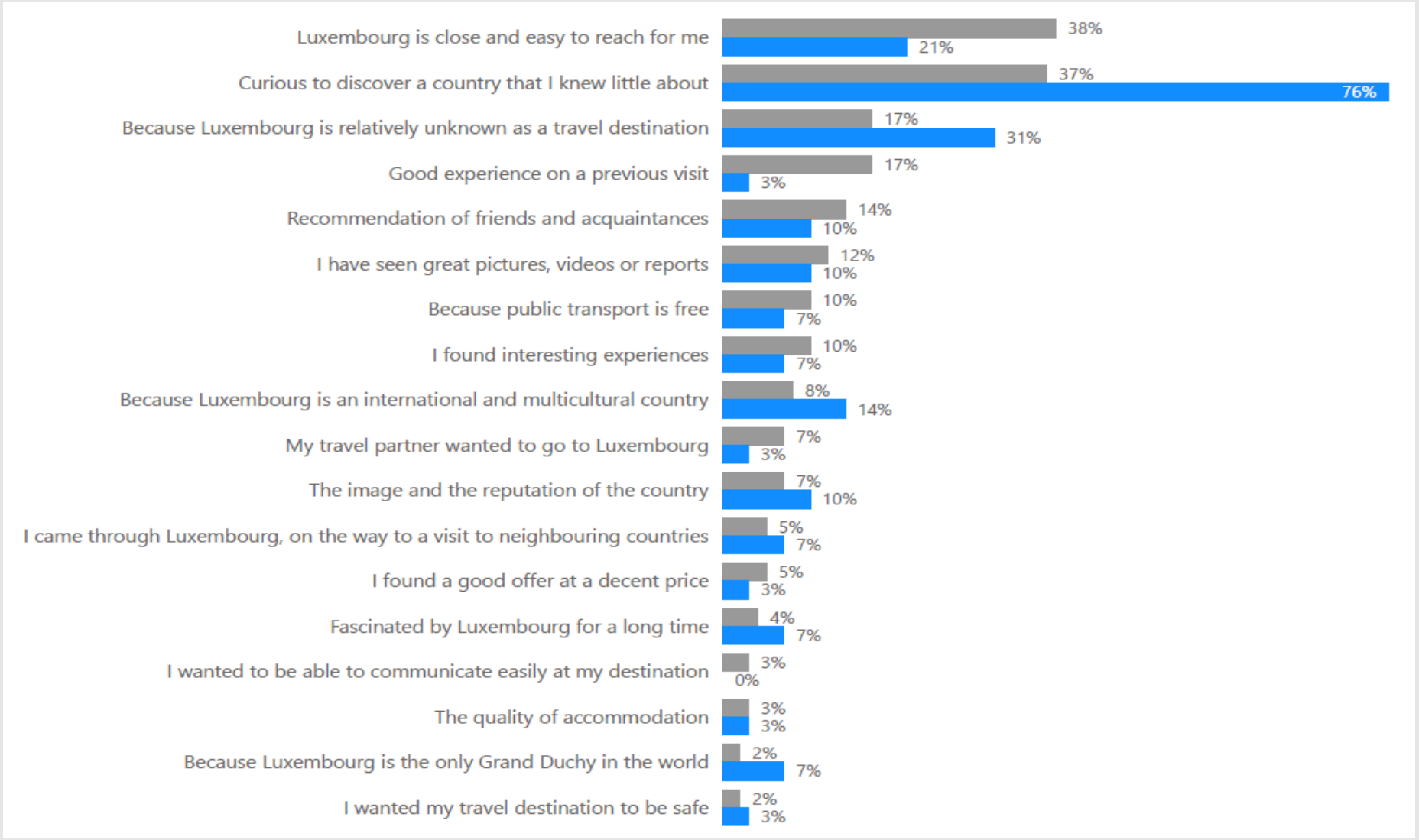
Main purpose of overnight trip

(if not holiday)



Key decision criteria for choosing Luxembourg

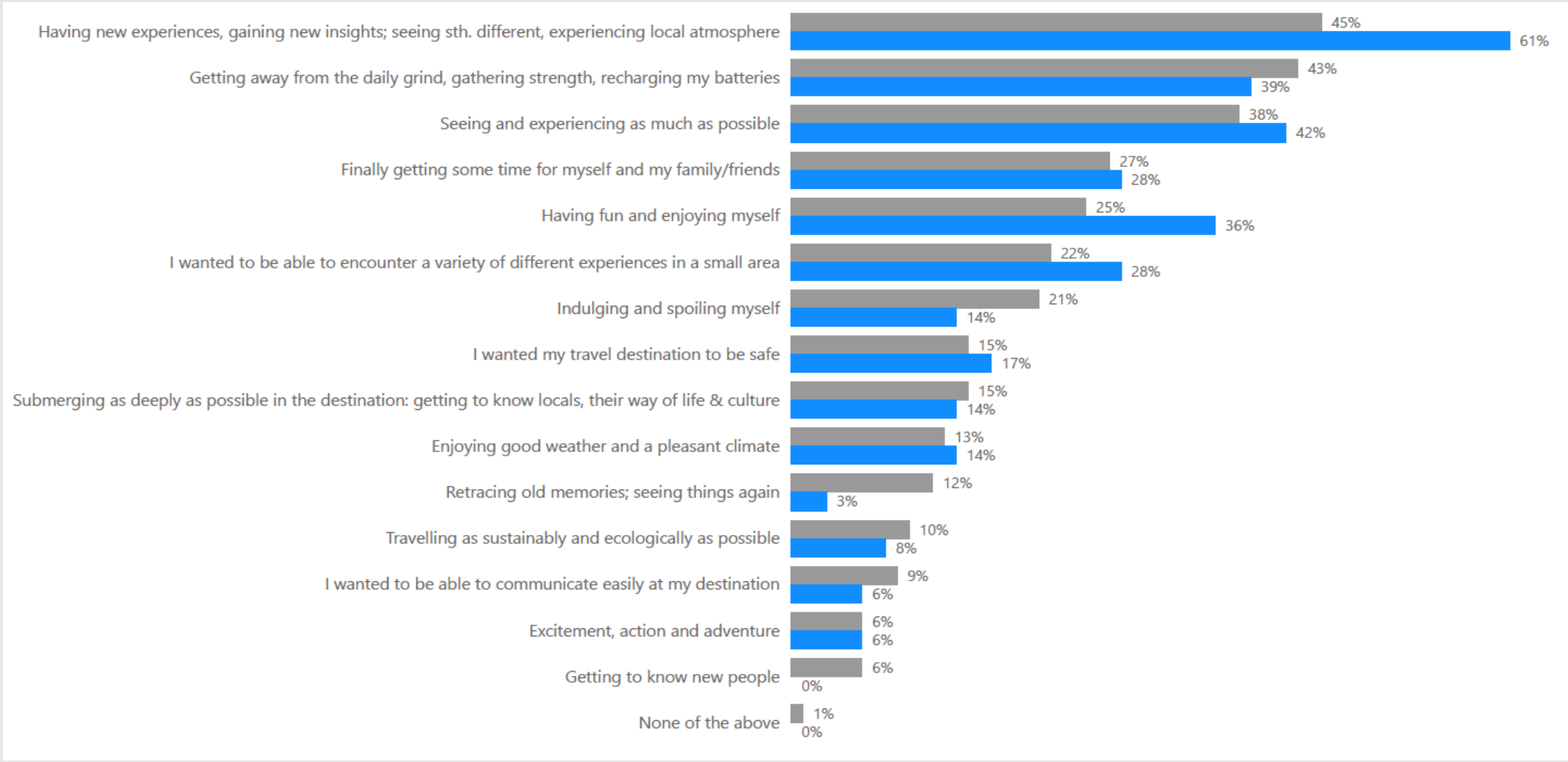
Inbound leisure visitors with overnight (*), 2023-2024



Source: LFT/Ilres Visitor Survey.
(*) Maximum 3 answers possible.

Key travel motives

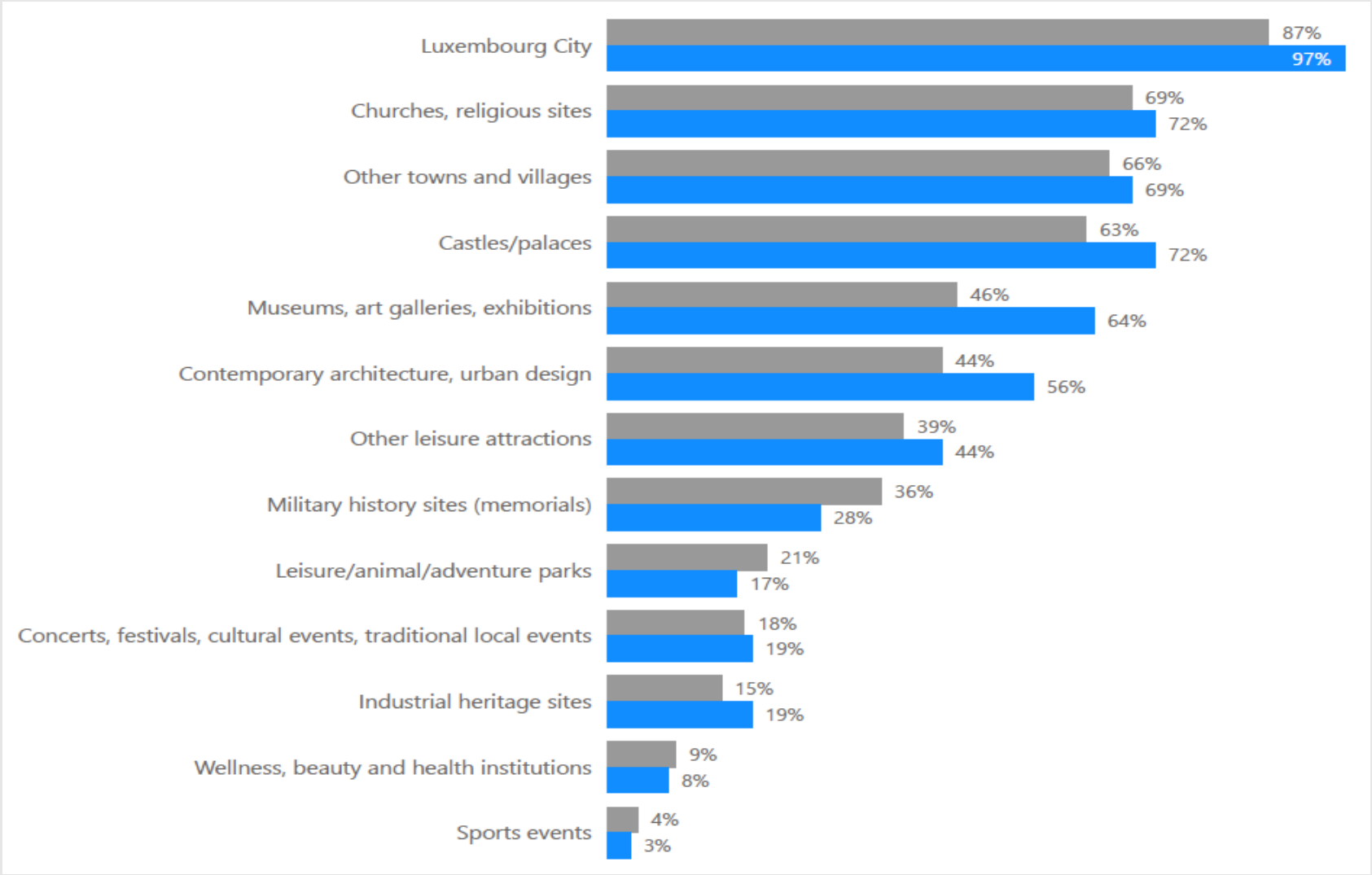
Inbound leisure visitors with overnight, 2023-2024



Source: LFT/Ilres Visitor Survey.

Type of places visited in Luxembourg

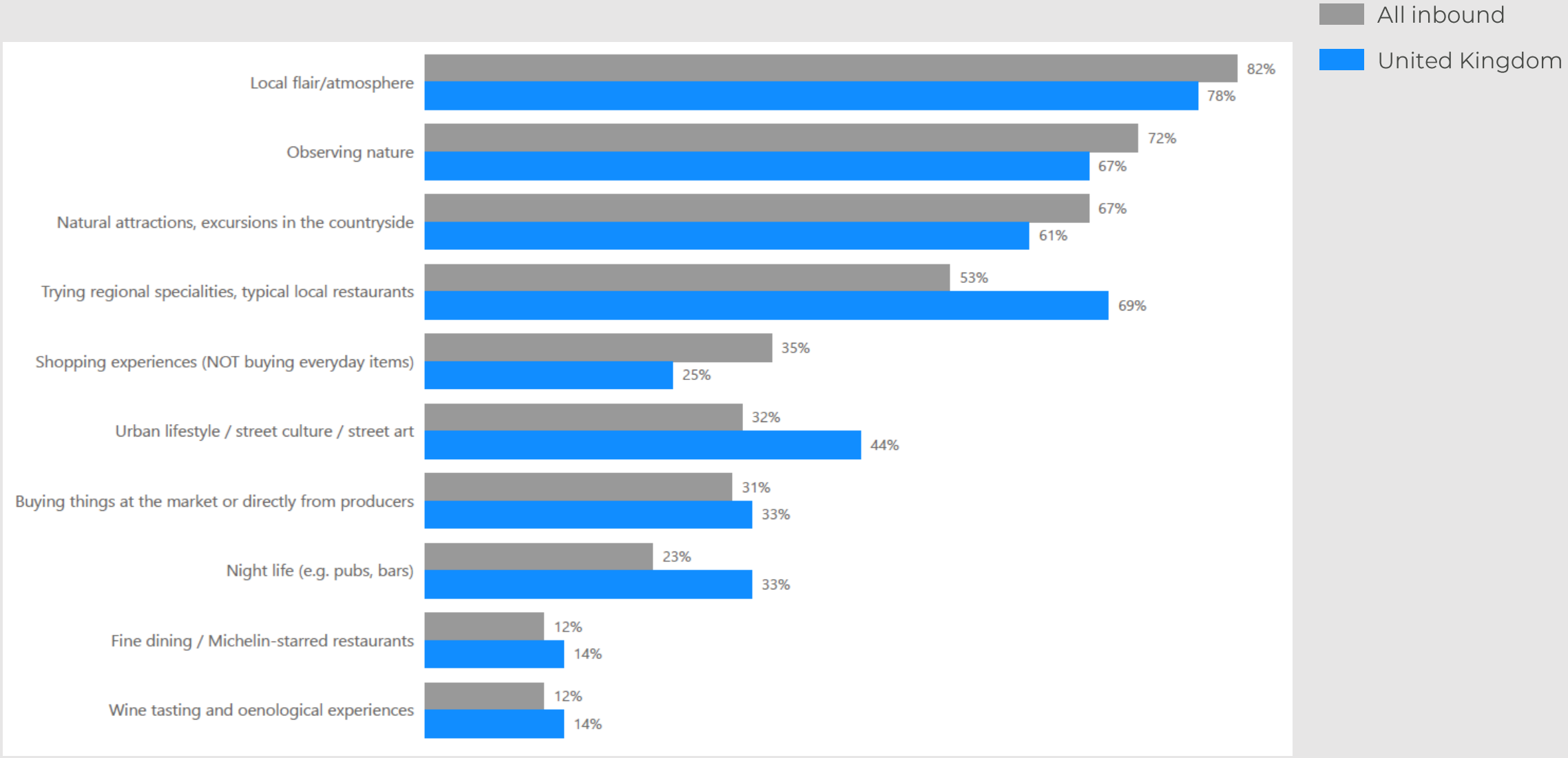
Inbound leisure visitors with overnight, 2023-2024



Source: LFT/Ilres Visitor Survey.

Non-sporting activities undertaken in Luxembourg

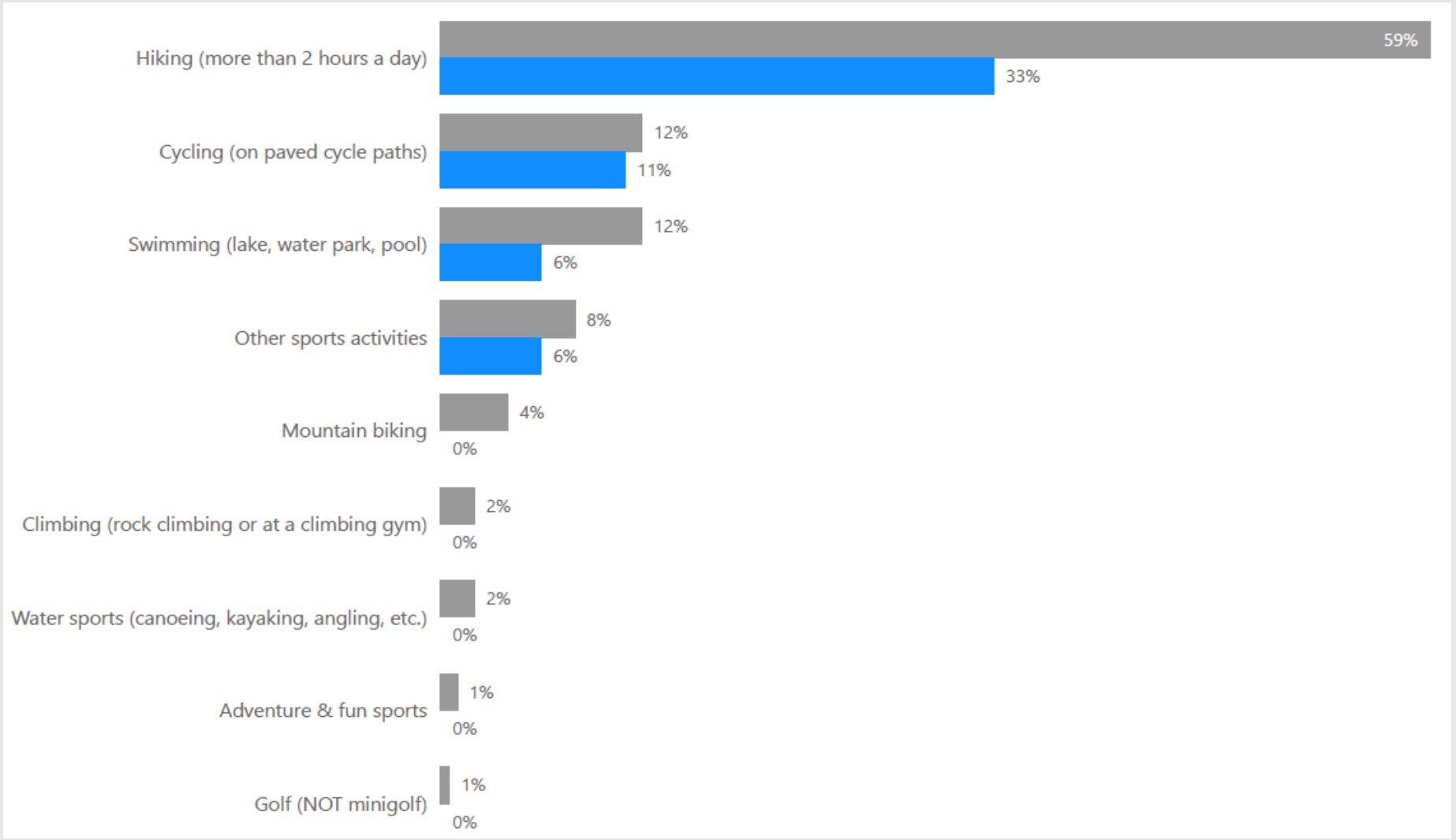
Inbound leisure visitors with overnight, 2023-2024



Source: LFT/Ilres Visitor Survey.

Sporting activities undertaken in Luxembourg

Inbound leisure visitors with overnight, 2023-2024



Source: LFT/Ilres Visitor Survey.

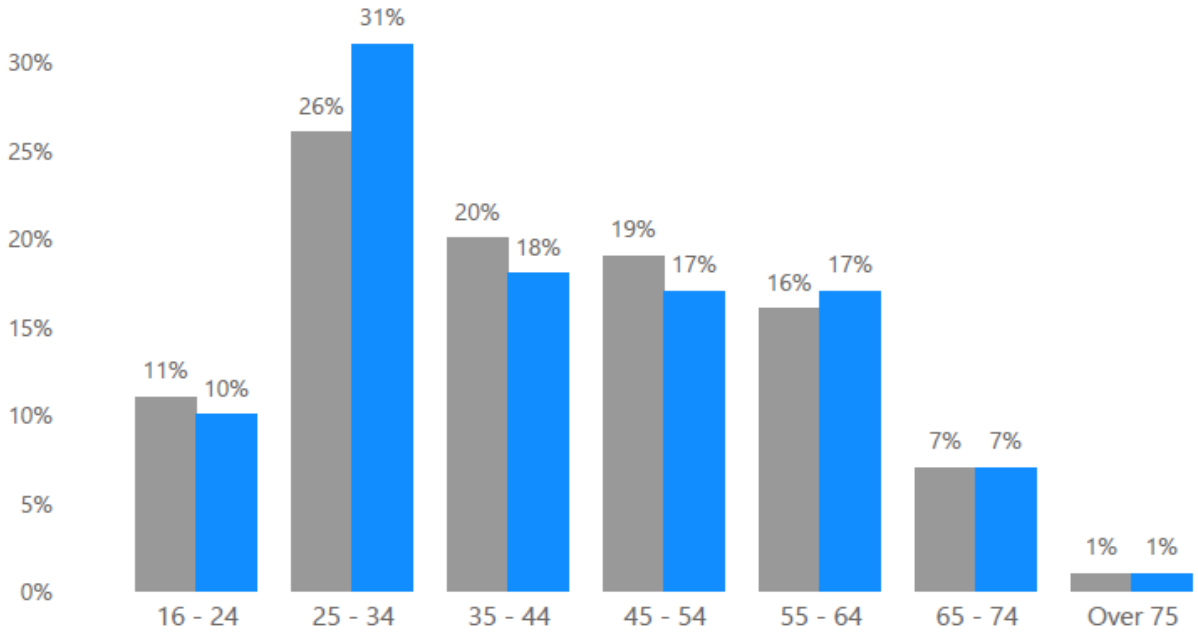
Age groups

Inbound leisure visitors with overnight, 2023-2024

All inbound
United Kingdom

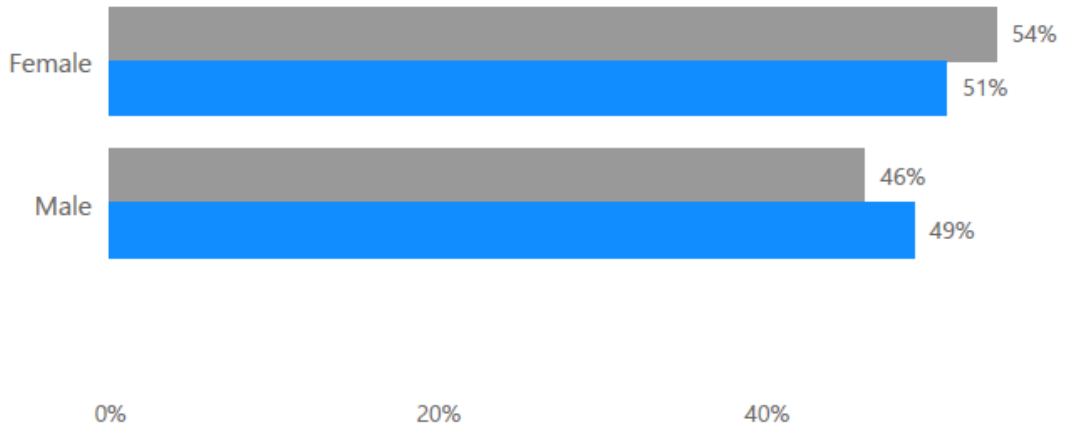
Age

Visitors with overnight



Gender

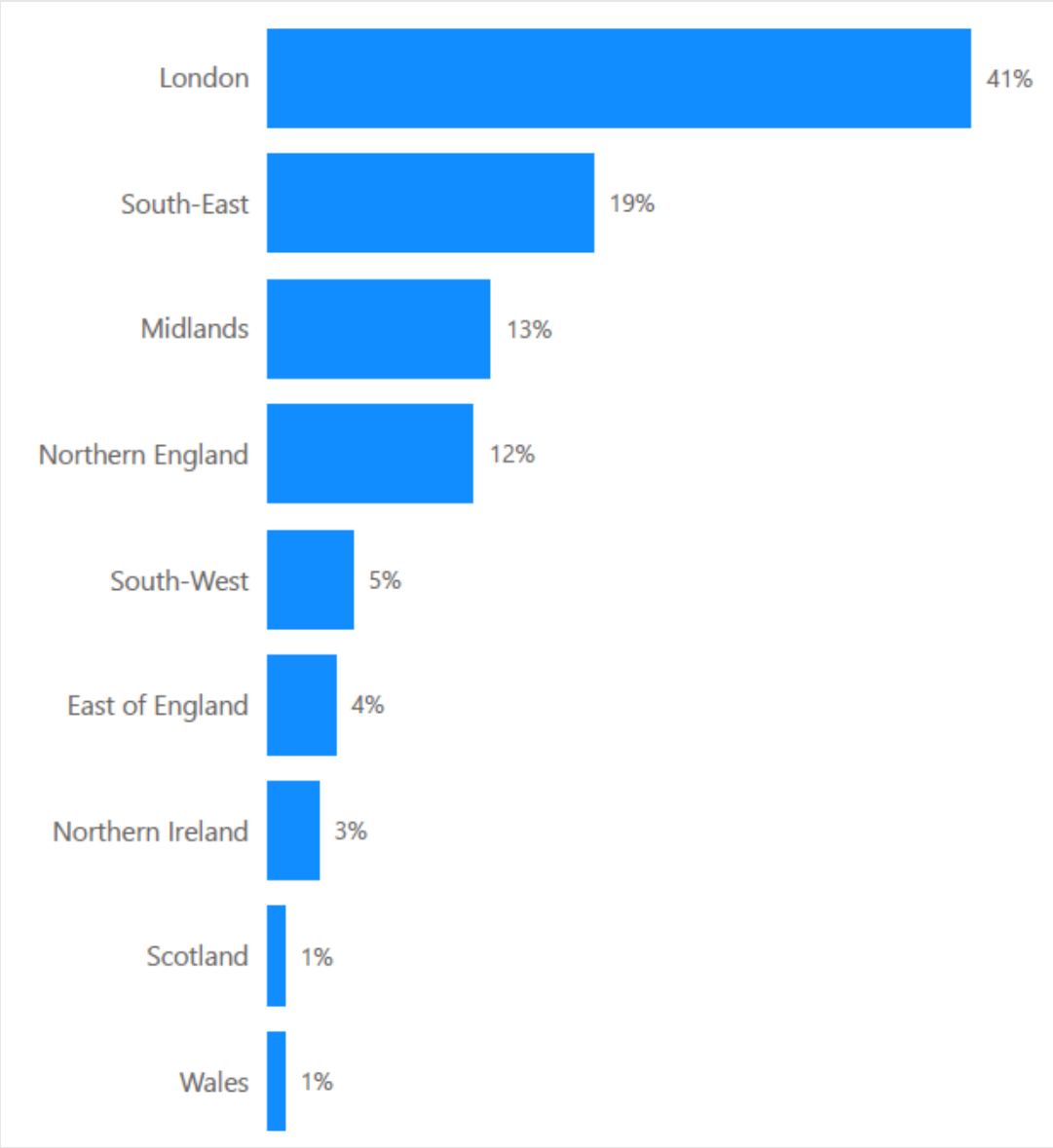
Visitors with overnight



Source: LFT/Ilres Visitor Survey.

Region of origin

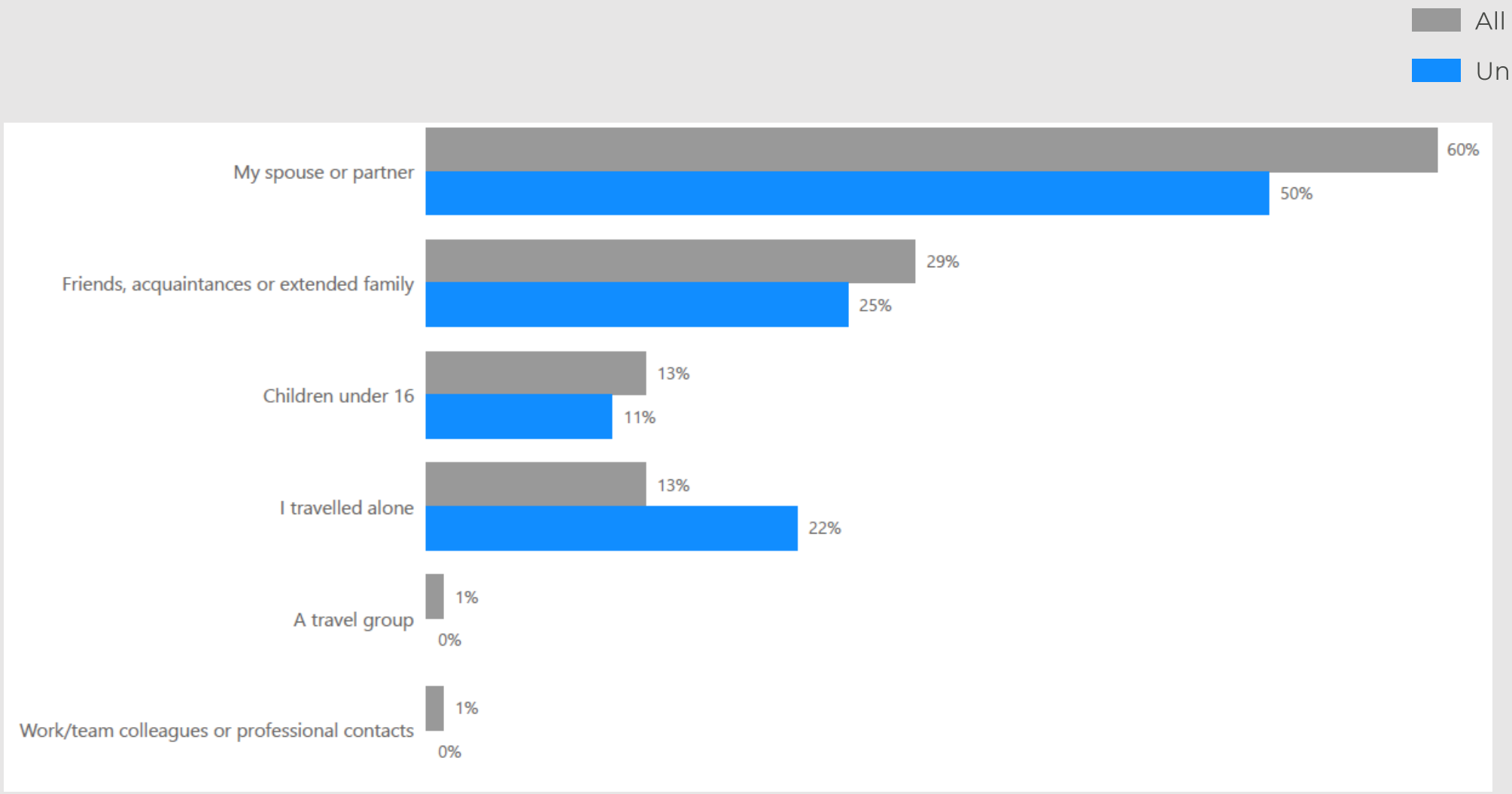
Inbound leisure visitors with overnight, 2023-2024



Source: LFT/Ilres Visitor Survey.

Travel party

Inbound leisure visitors with overnight, 2023-2024



Source: LFT/Ilres Visitor Survey.

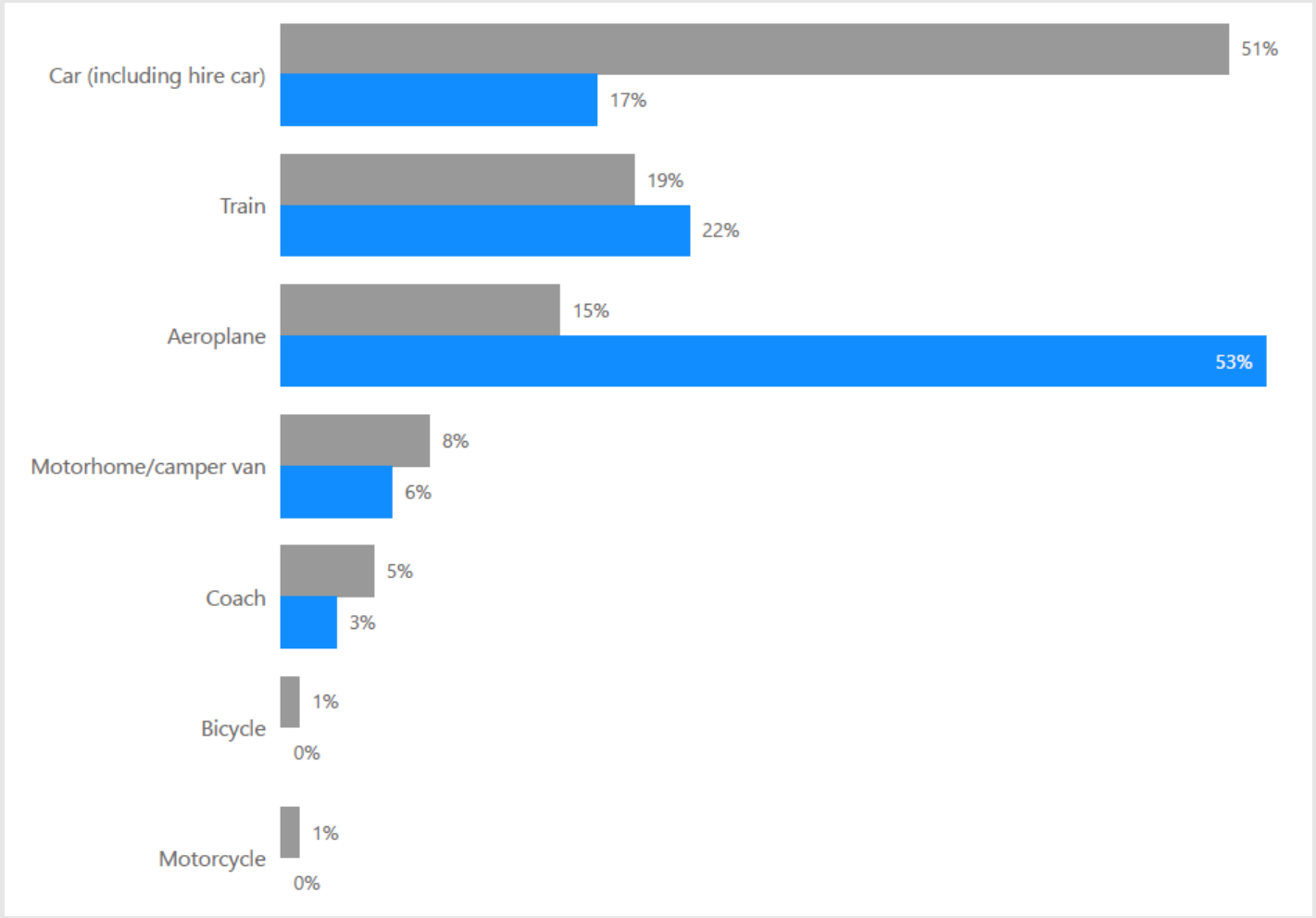
Transport, new visitors and cross-border trips

Inbound leisure visitors with overnight, 2023-2024

All inbound

United Kingdom

Mode of transport to access Luxembourg



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.

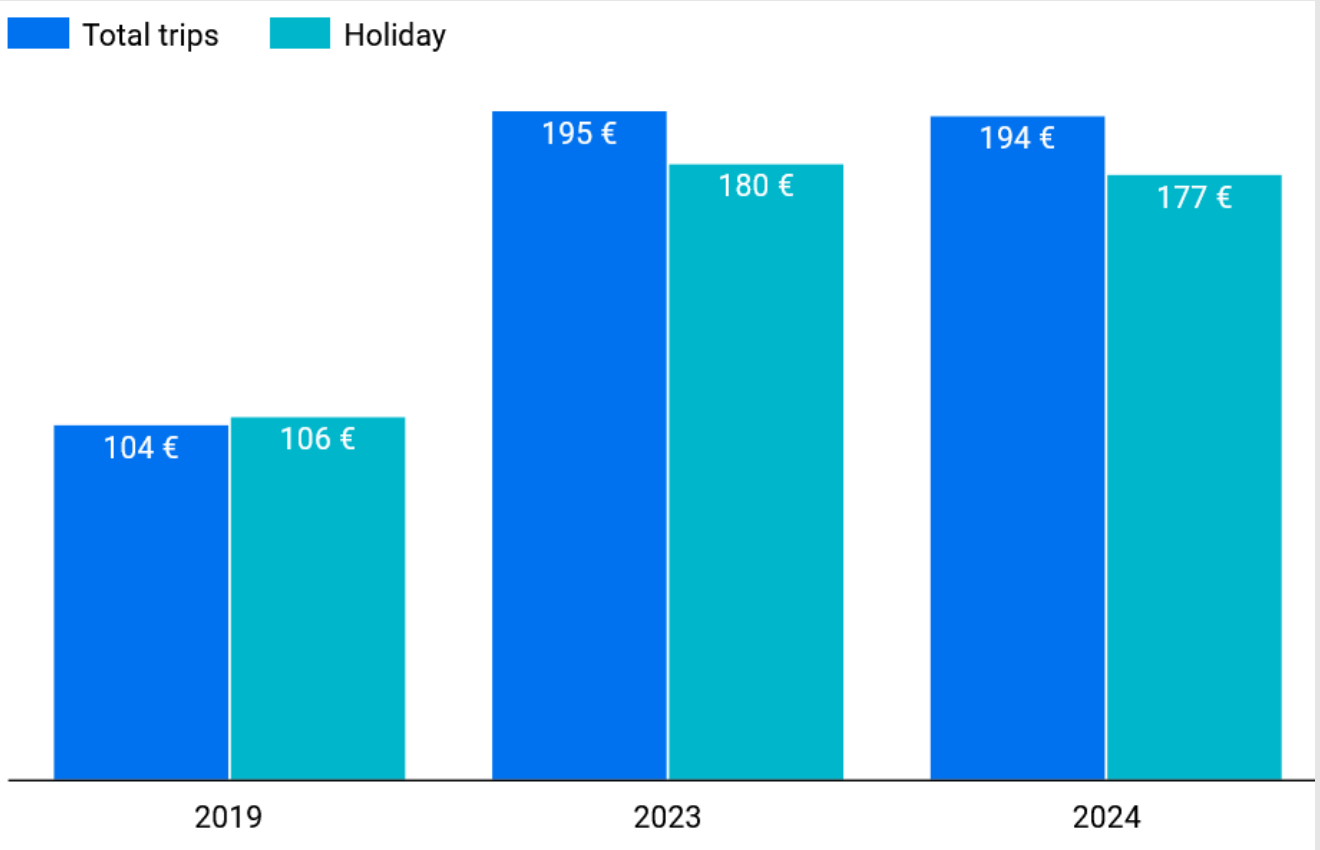
Expenditure

Inbound trips to Luxembourg with overnight (all accommodation)

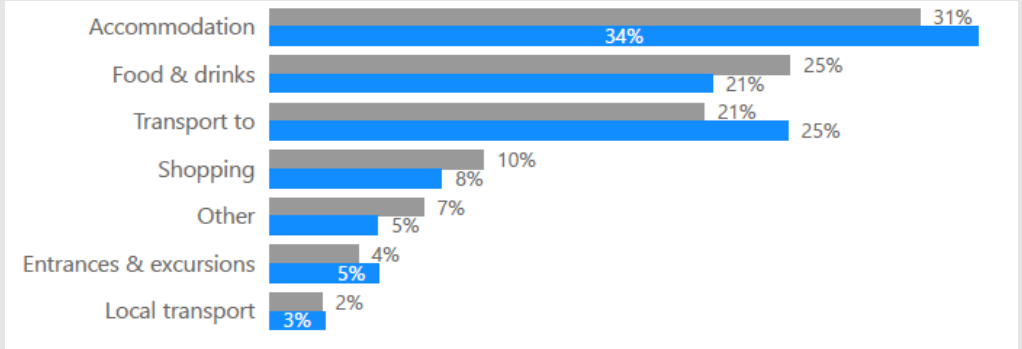
All inbound

United Kingdom

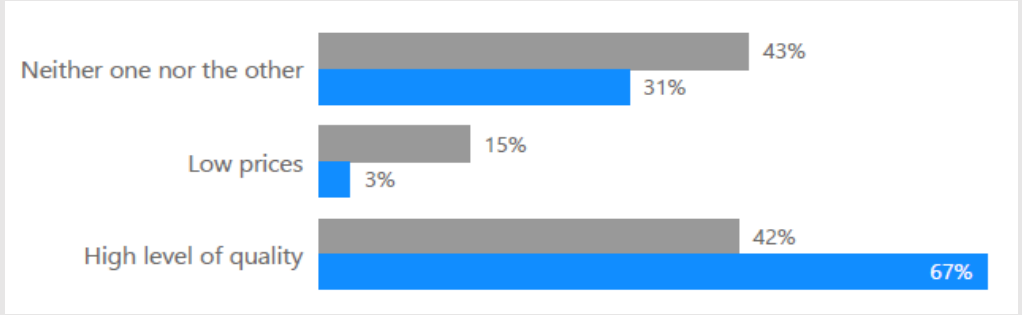
Average expenditure/pers./day



Expenditure of leisure inbound visitors by categories, 2023-2024



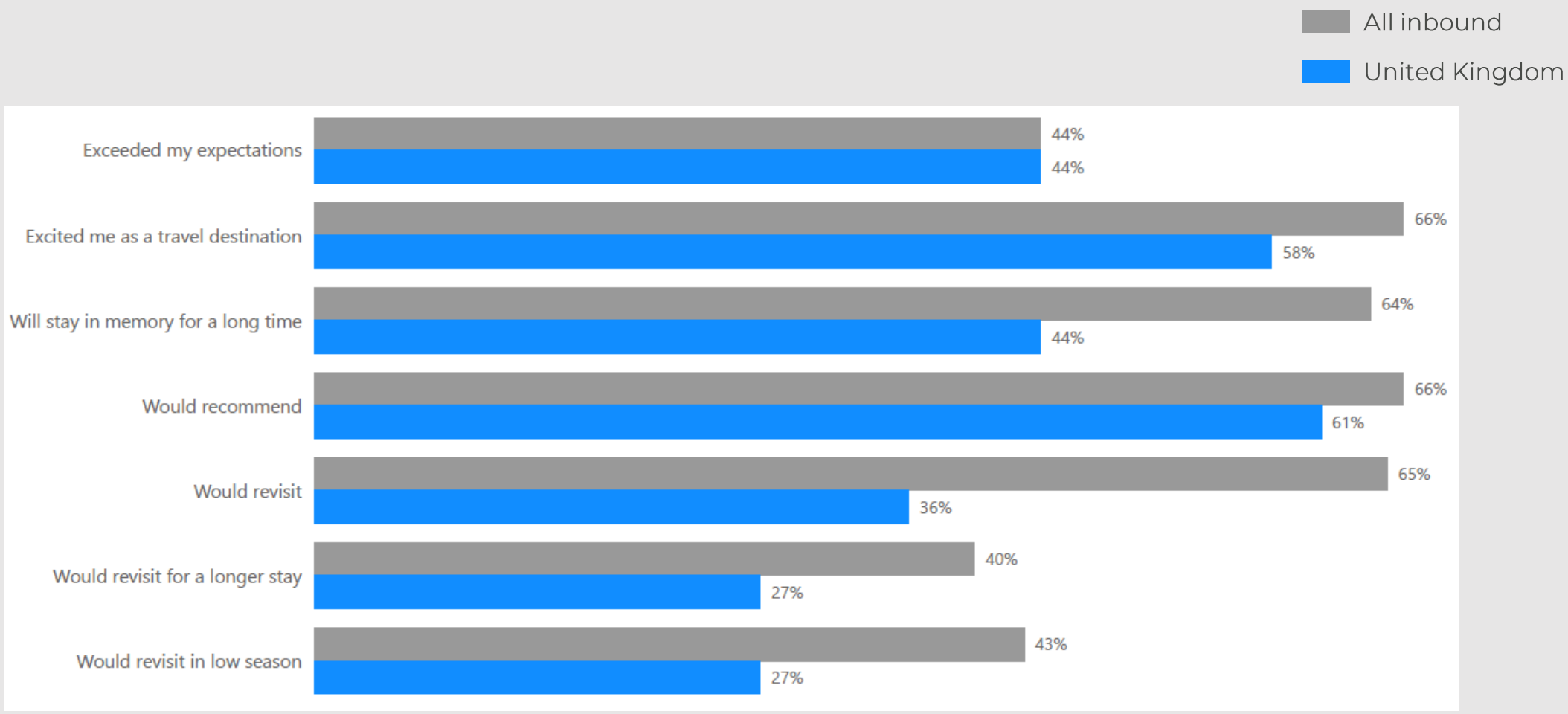
Quality vs. price-orientation of leisure inbound visitors, 2023-2024



Sources: World Travel Monitor/IPK International, LFT/Ilres Visitor Survey.

Visitor satisfaction and recommendation

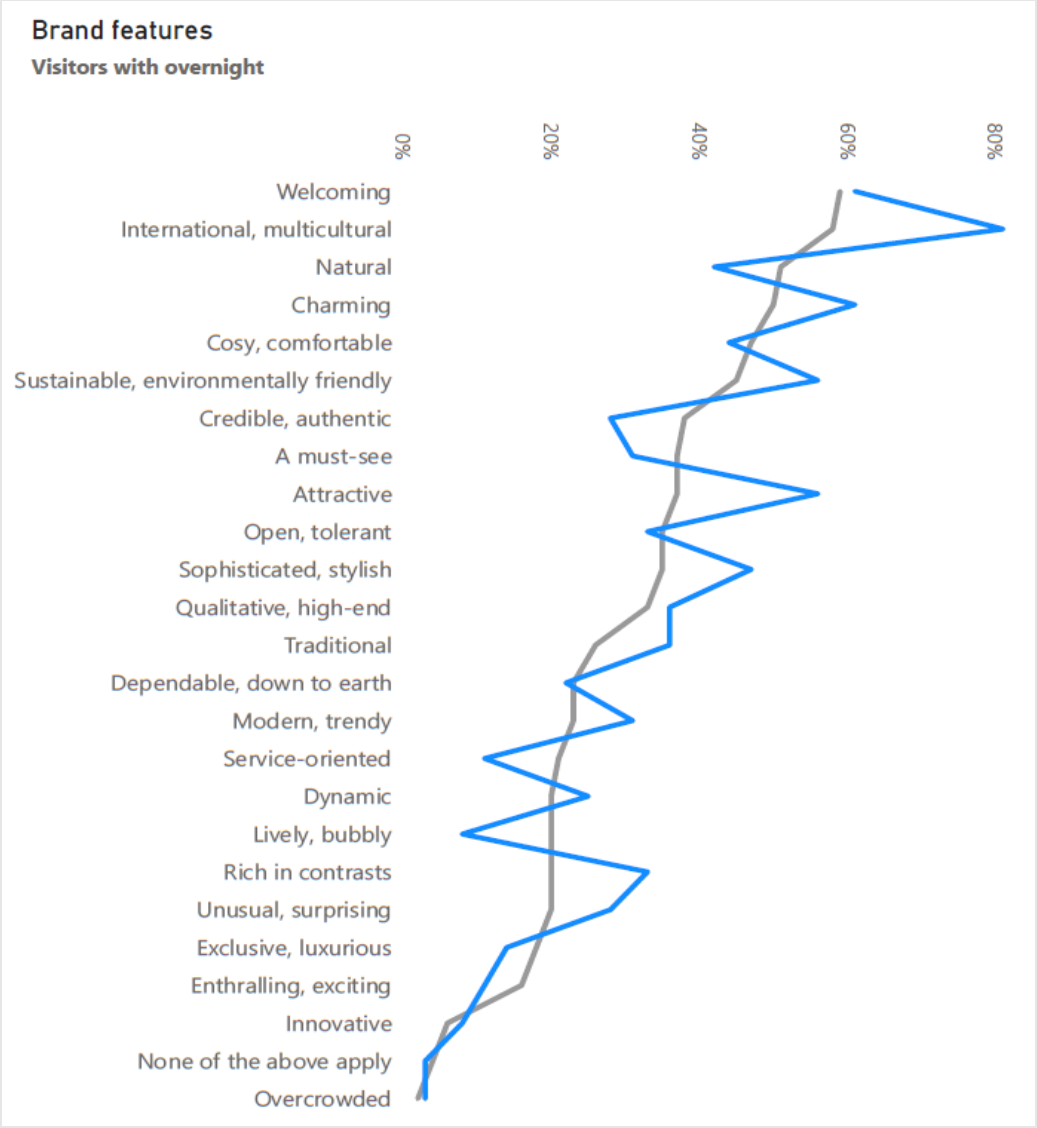
Inbound leisure visitors, 2023-2024



Source: LFT/Ilres Visitor Survey.

Brand features perception

Inbound leisure visitors with overnights, 2023-2024



Target segments,
Brand & Growth Potential

LFT Target Segments

Explorers

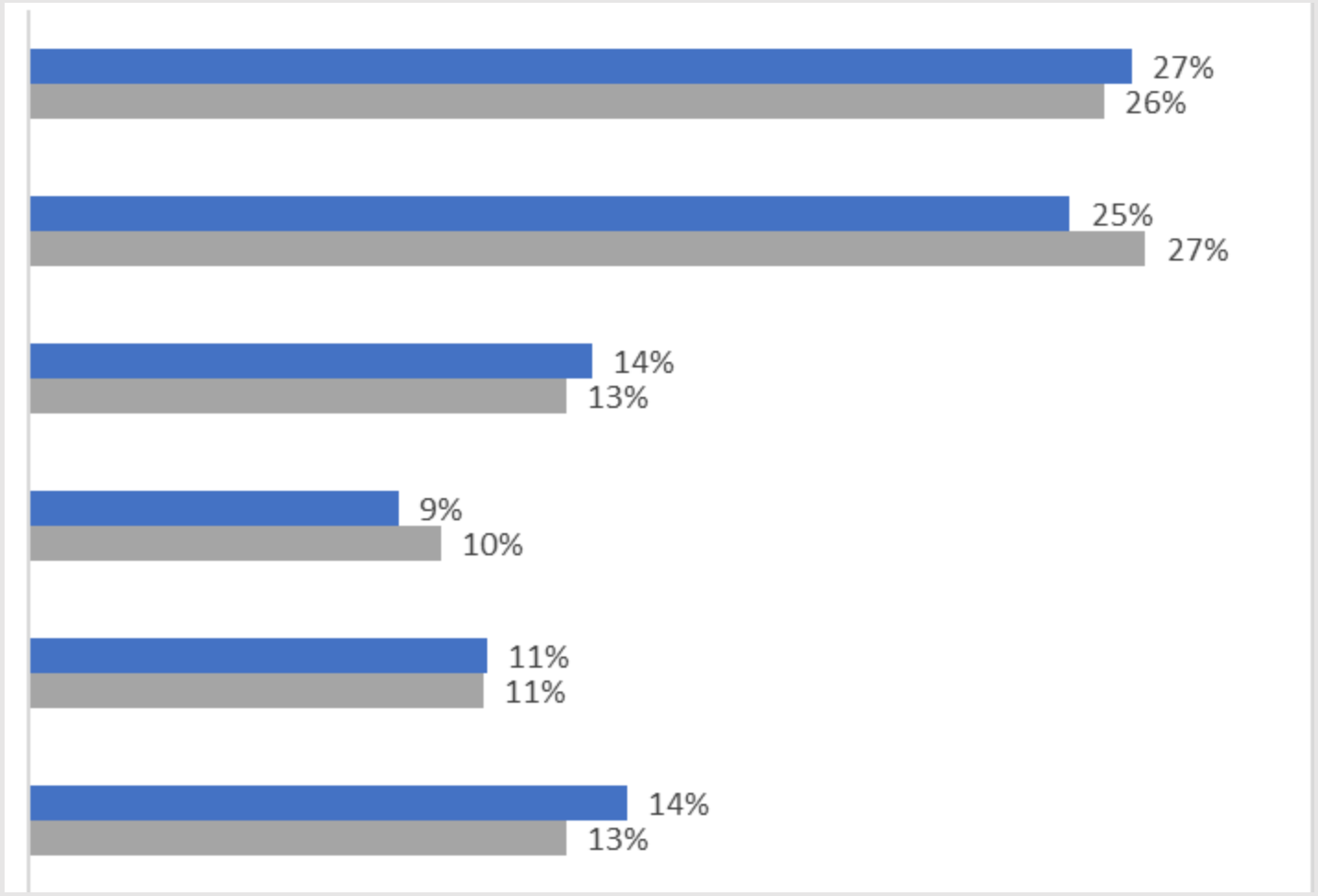
Nature-Loving Actives

Relaxation Seekers

Short Breakers

Perfection Seekers

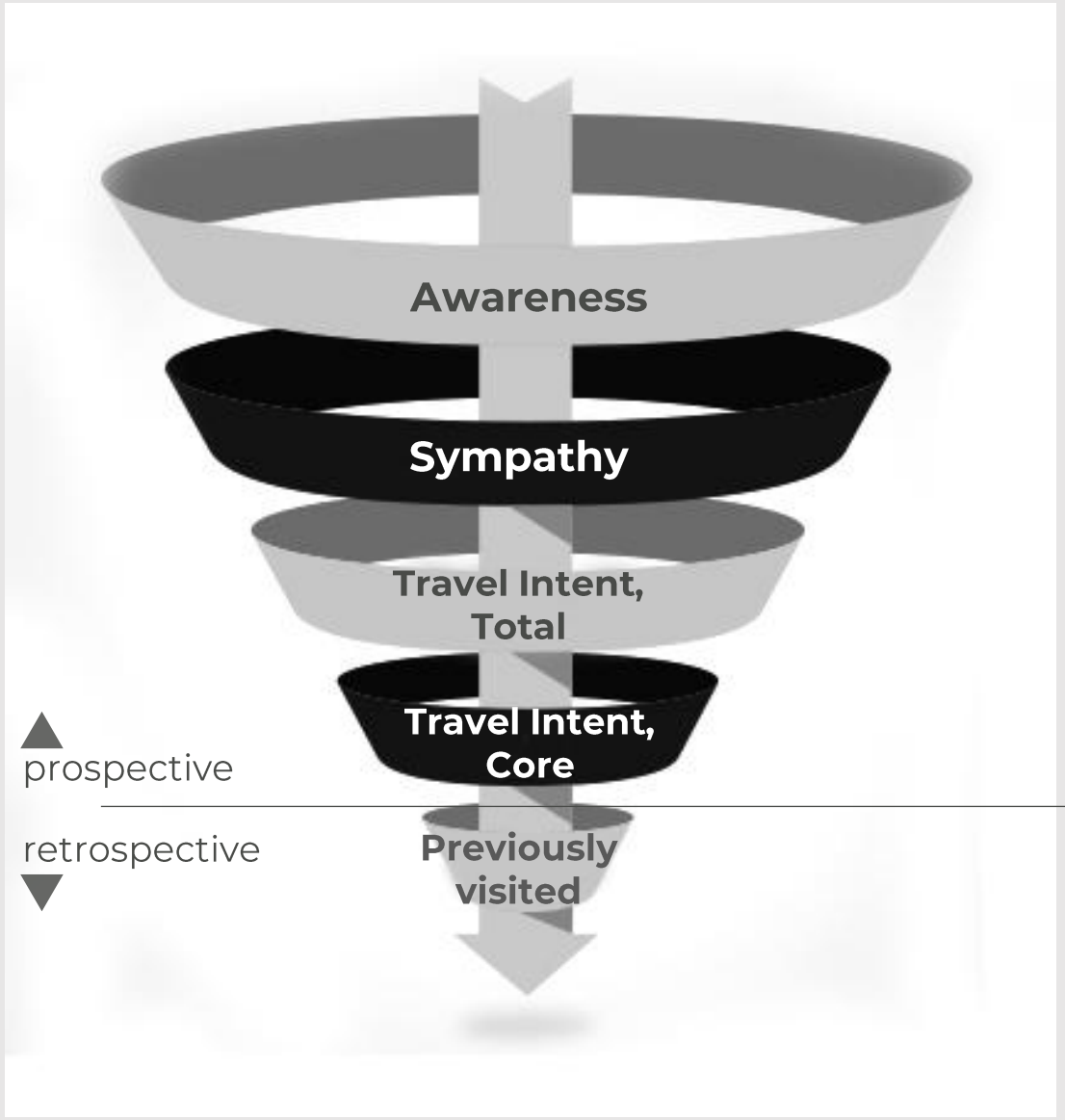
Leisure Oriented



Source: LFT (estimate).

Destination Luxembourg – Brand Funnel 2024

Assessing Luxembourg's **brand strength** as a destination

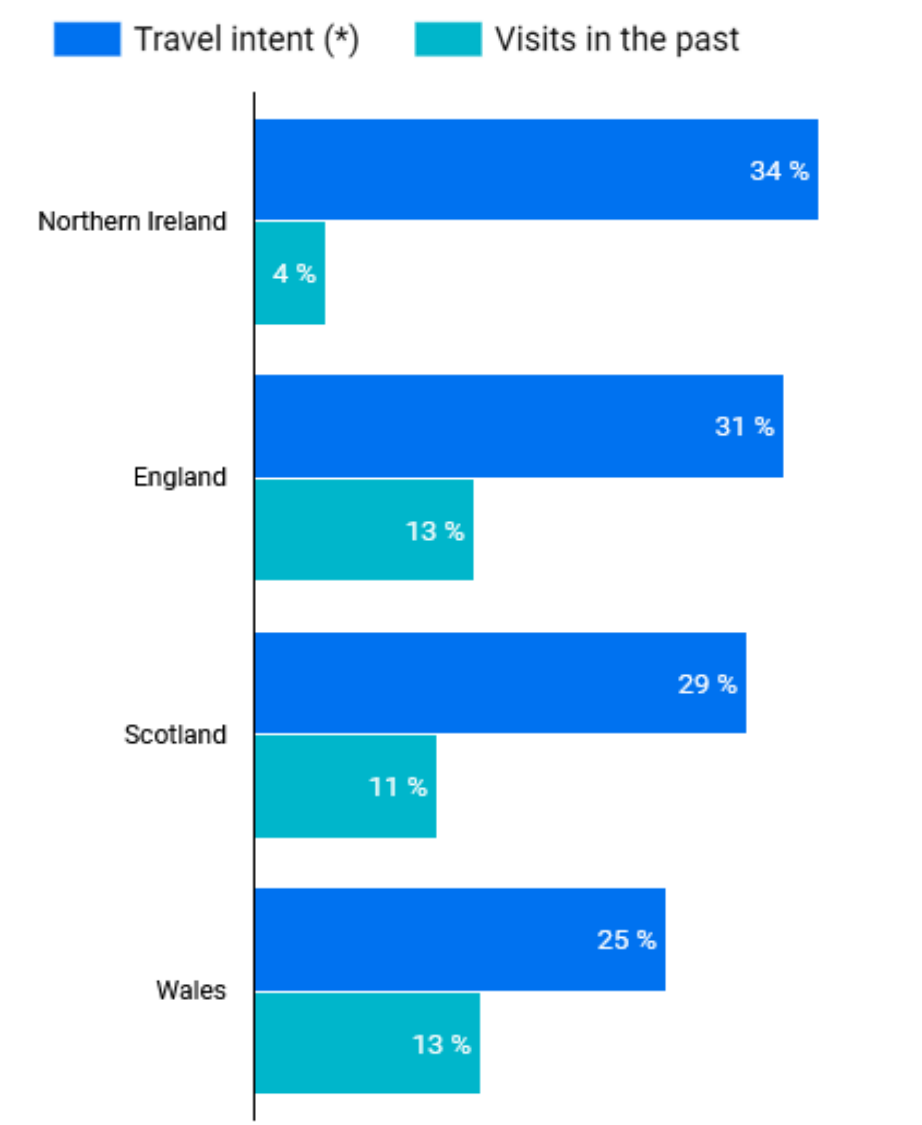


Awareness	84%	83%
	62%	70%
Sympathy	52%	58%
	60%	64%
Travel Intent, Total	31%	37%
	23%	28%
Travel Intent, Core	12%	16%
Previously visited	11%	19%

Source: LFT Brand & Potential Studies 2023-2024, except data for PL: Destination Brand/Inspektour (2021).

Regional origin 2024

Past visitors and future potential



Source: LFT Brand & Potential Study.

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	Rank	% 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.

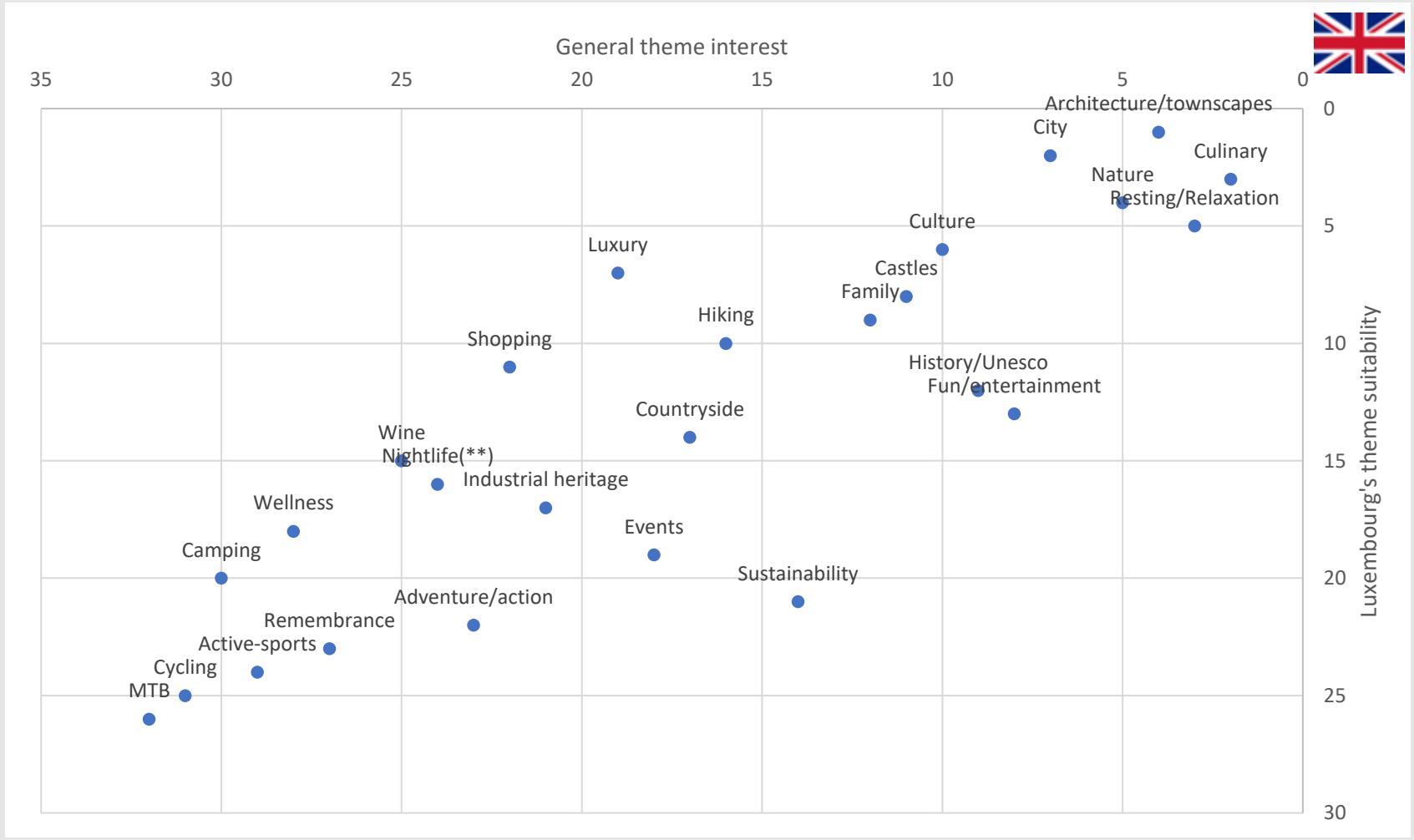
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) 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



(*) 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%

(*) 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.

Spontaneous associations with Luxembourg

Source: LFT Brand & Potential Study.

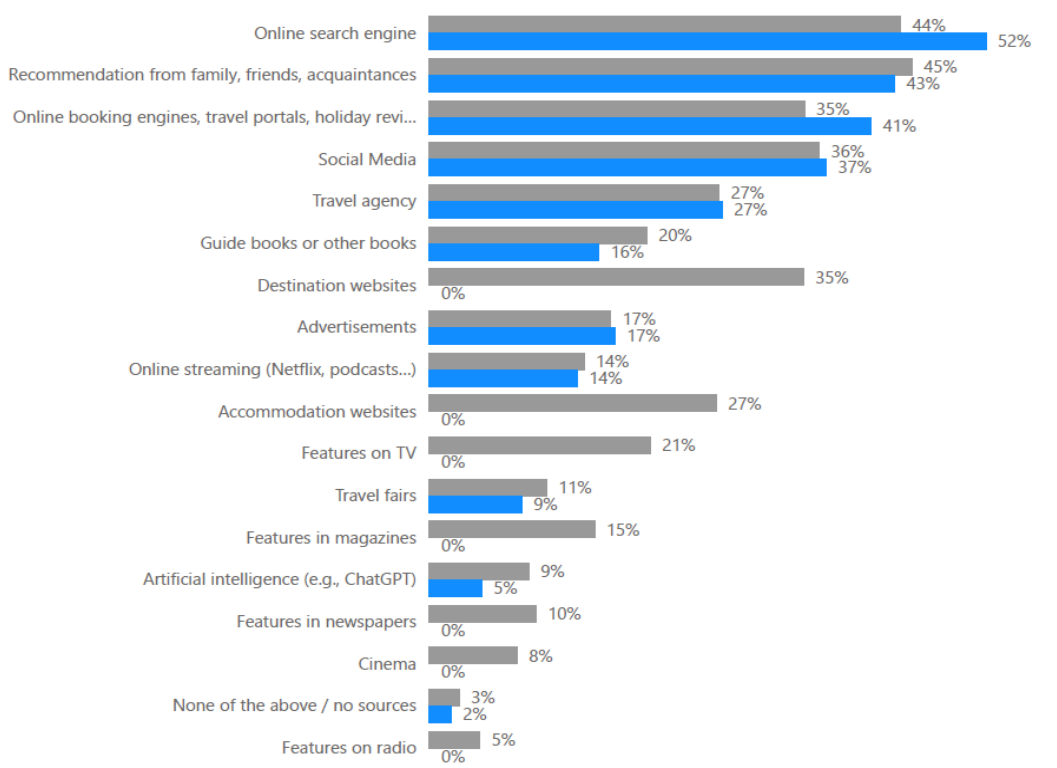
Trip organisation and preferences (1)

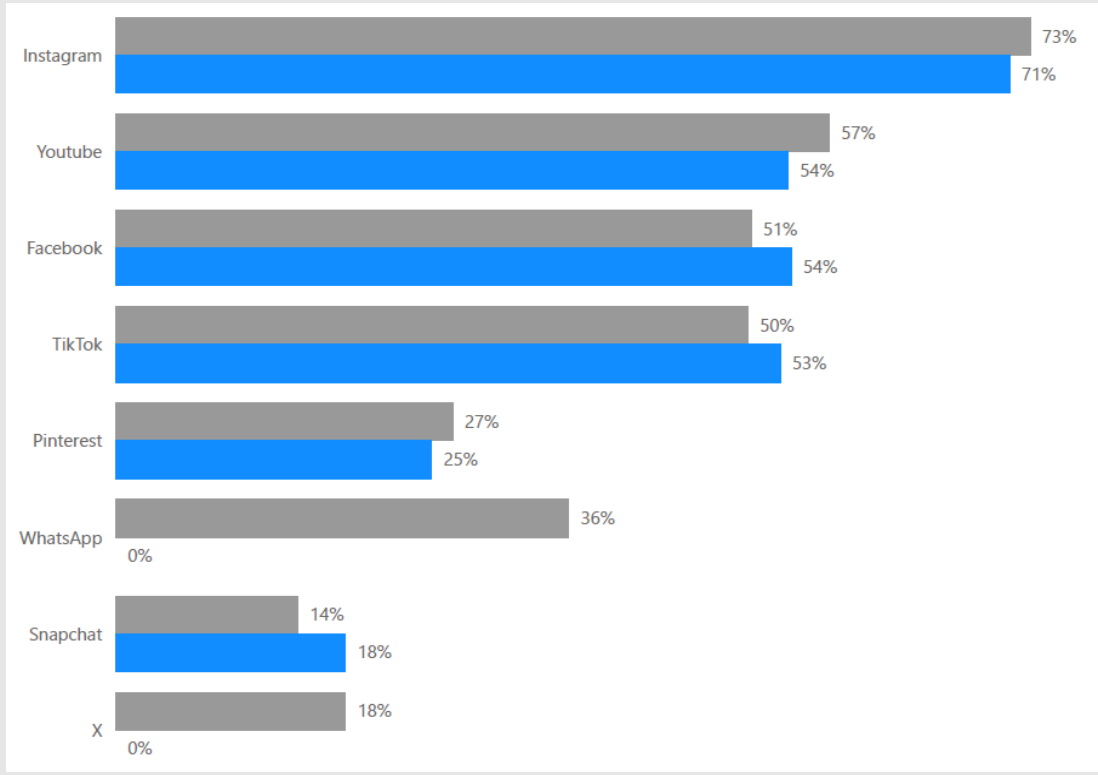
— Average **European source markets**, total vs. United Kingdom

United Kingdom

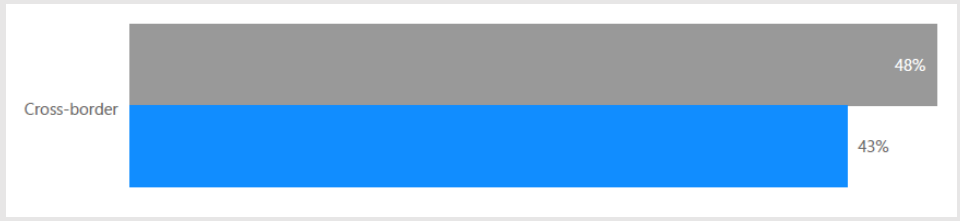
All inbound

Preferred sources of travel inspiration





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

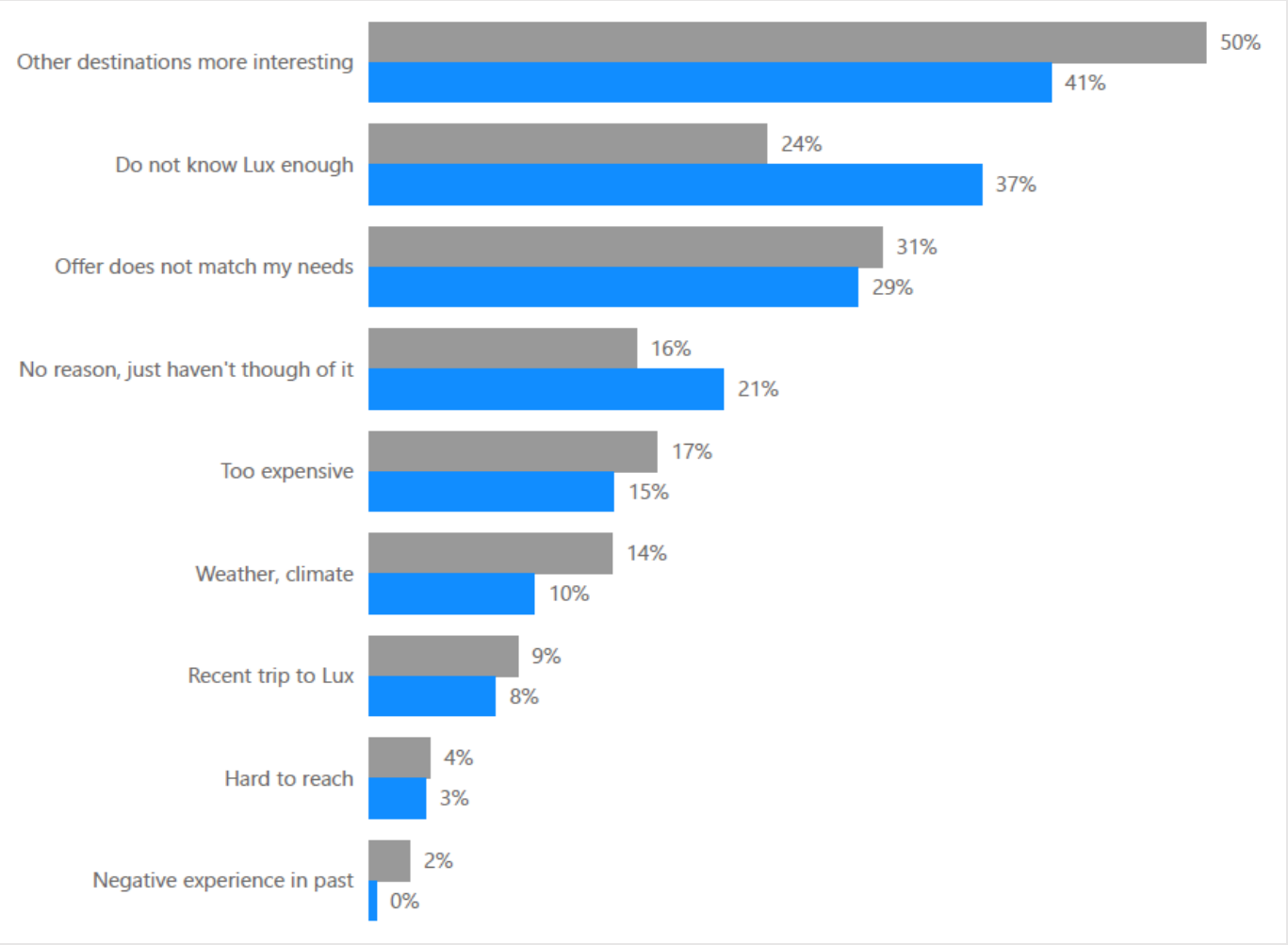


Source: LFT Brand & Potential Study, 2024.

Trip organisation and preferences (2)

— Average **European source markets**, total vs. United Kingdom

Reasons for not considering Luxembourg as a destination

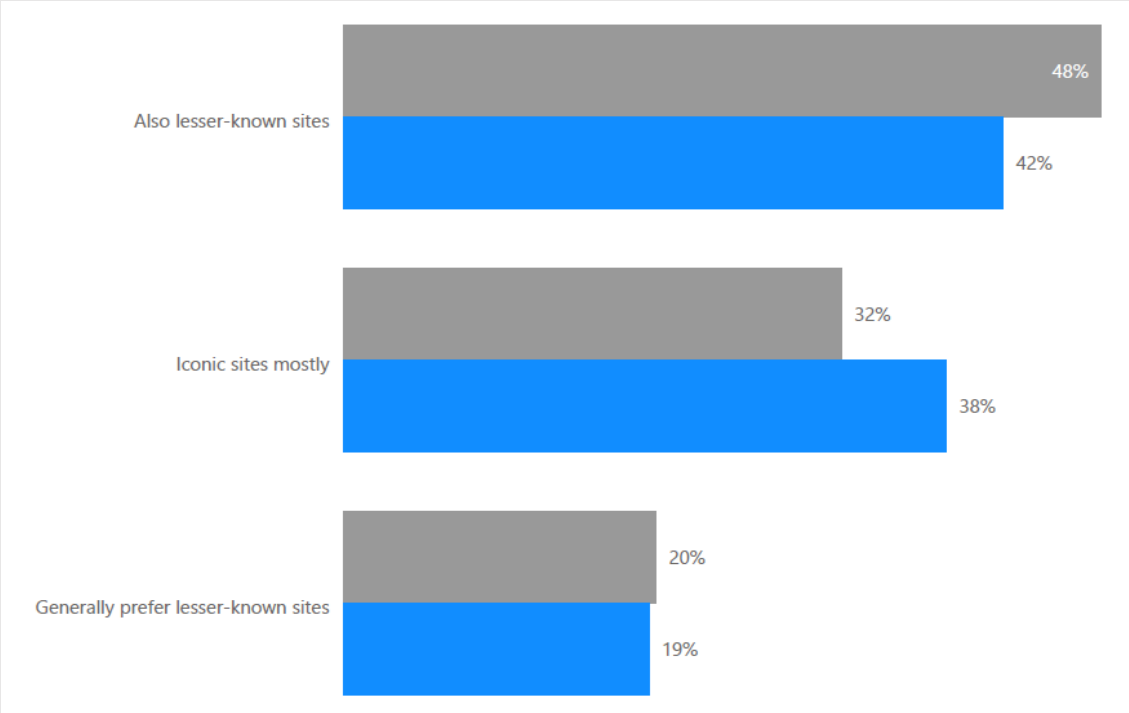


Source: LFT Brand & Potential Study, 2024.

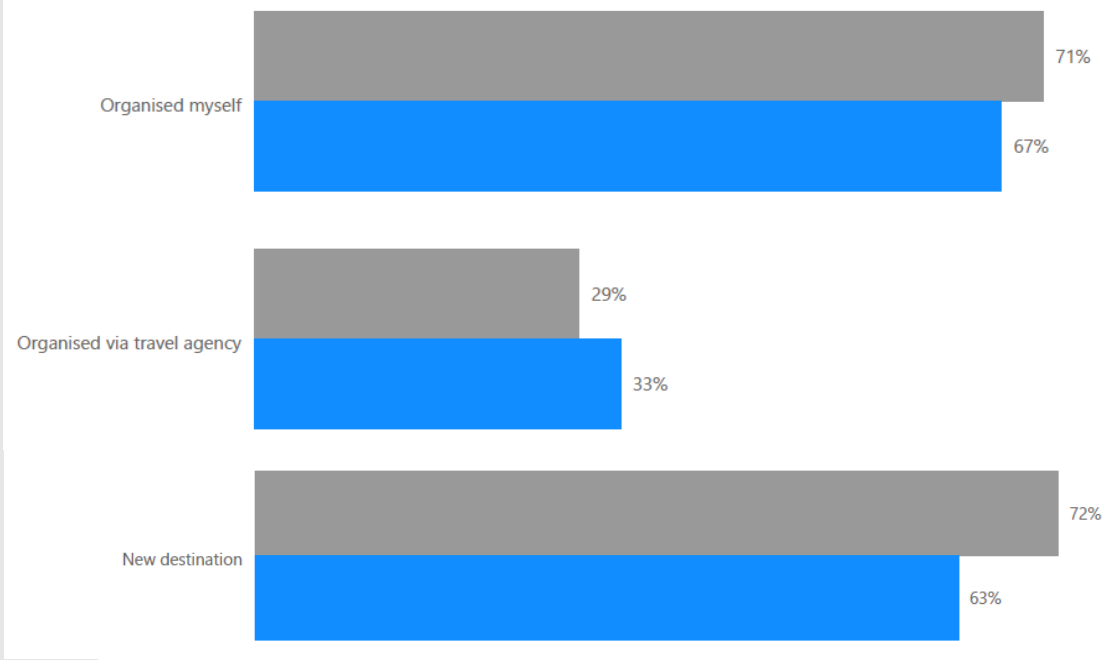
Trip organisation and preference (3)

— Average **European source markets**, total vs. United Kingdom

General preference for visiting iconic vs. lesser-known sites



Self-organisation (*), new destination (**)



United Kingdom

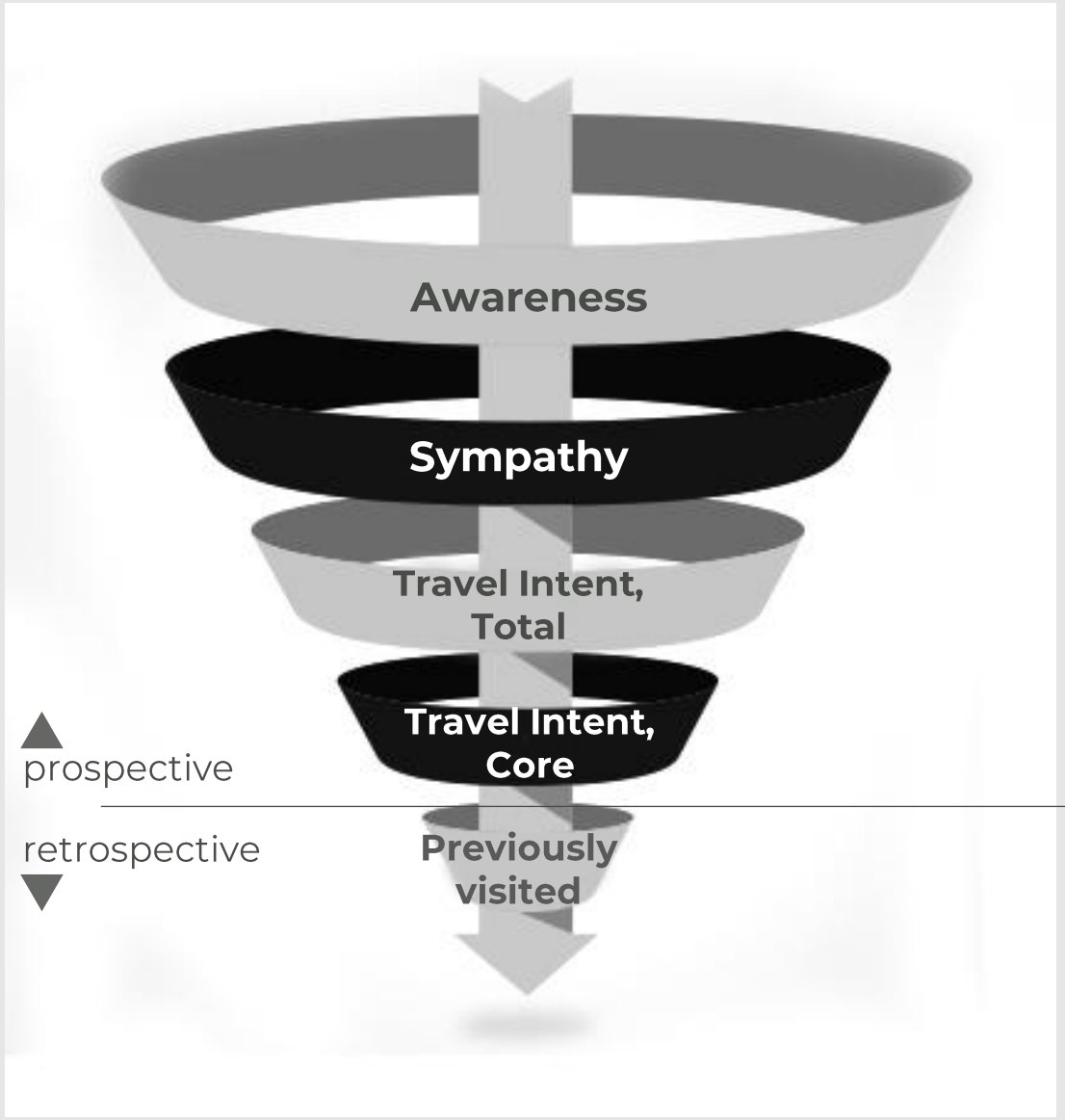
All inbound

(*) During last outbound holiday trip .

Source: LFT Brand & Potential Study, 2024.

Destination Luxembourg – Brand Funnel 2024

Assessing Luxembourg's **brand strength** as a destination

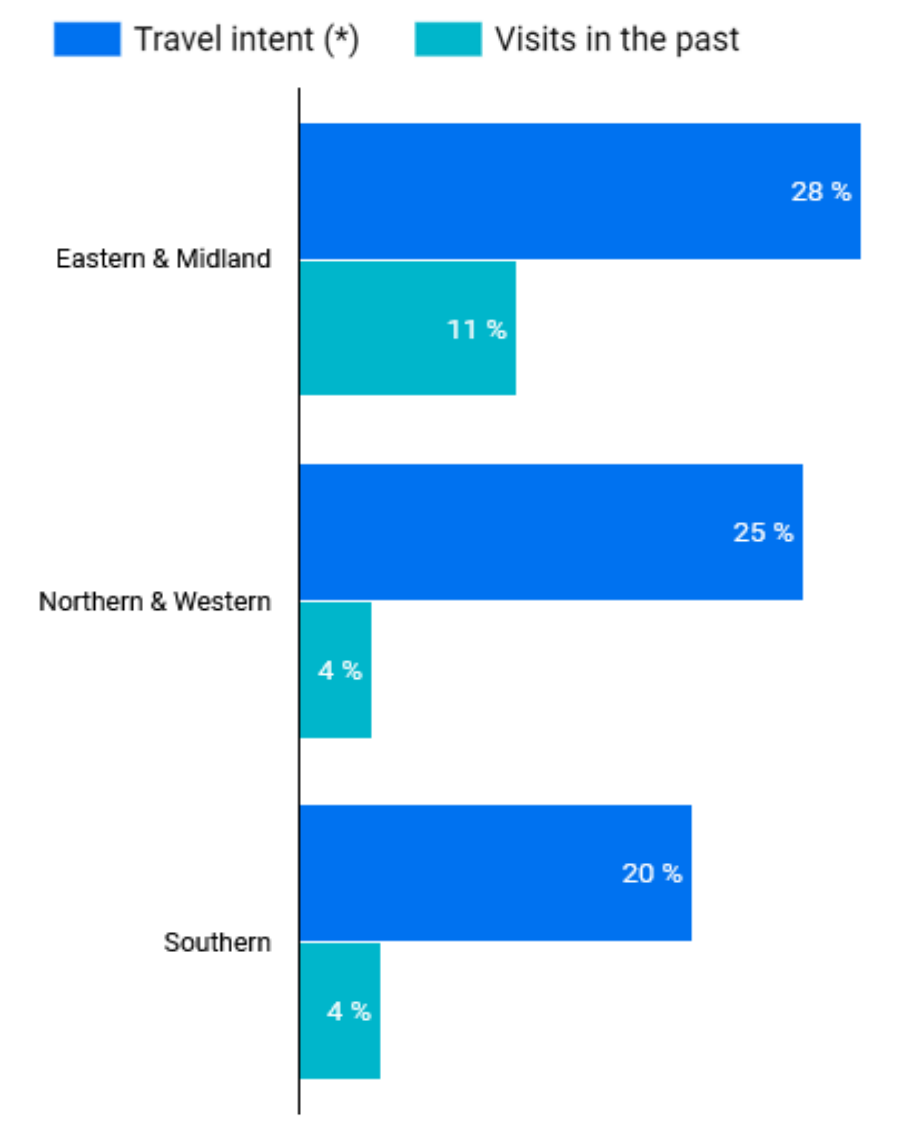


Awareness	91%	83%
	58%	70%
Sympathy	53%	58%
	49%	64%
Travel Intent, Total	26%	37%
	21%	28%
Travel Intent, Core	11%	16%
Previously visited	8%	19%

Source: LFT Brand & Potential Study 2023-2024, except data for PL: Destination Brand/Inspektour (2021).

Regional origin 2024

Past visitors and future potential



Source: LFT Brand & Potential Study, 2024.

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).

Source: LFT Brand & Potential Study, 2024.

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.

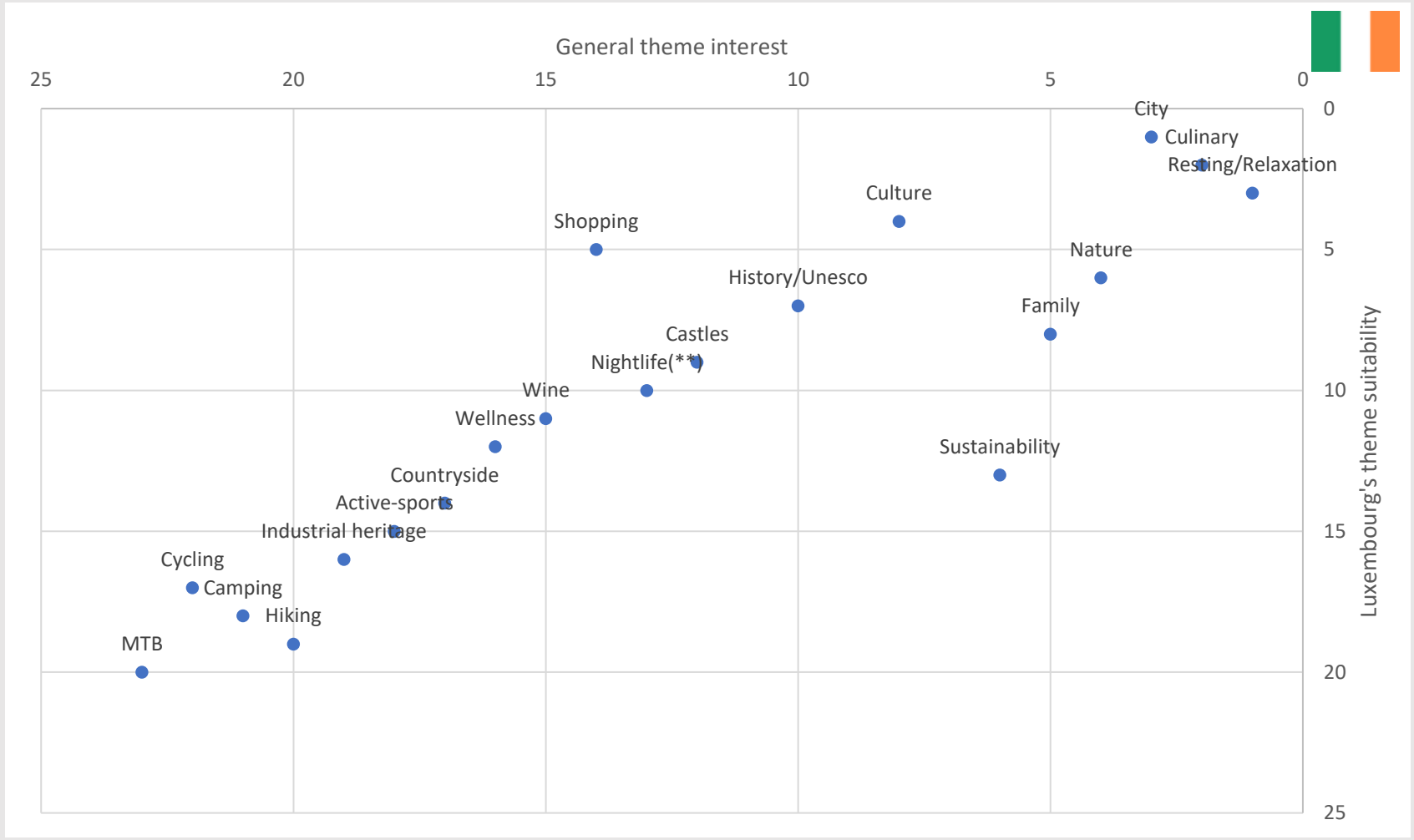
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) 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



(*) 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 (*)

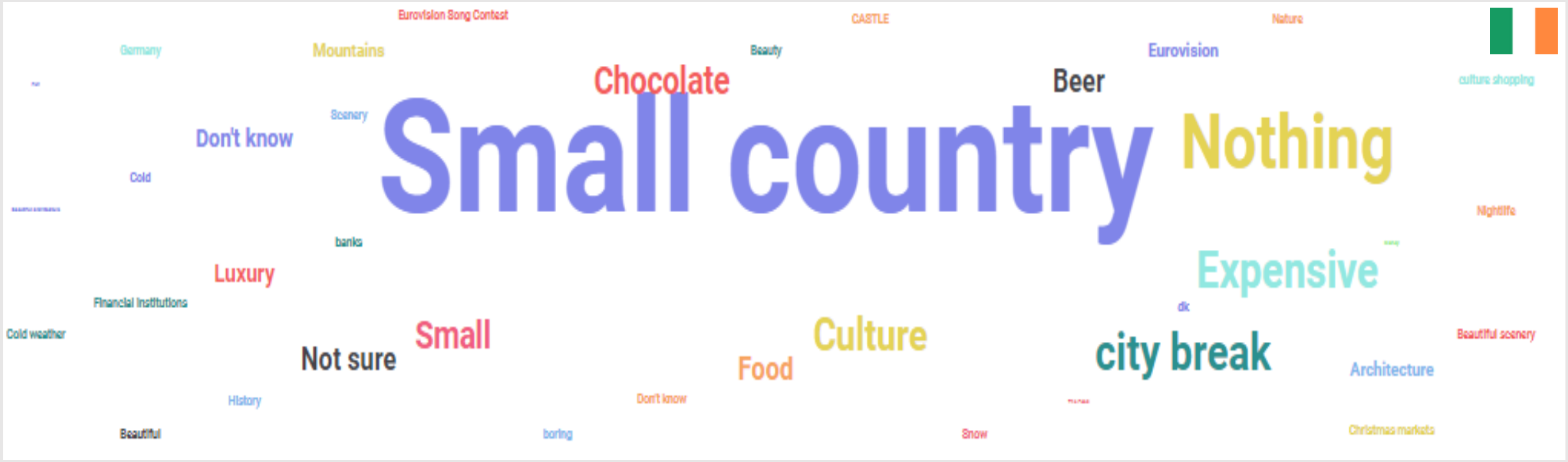
Feature			
	Rank	**Rank**	% agreeing
of high quality	2	**1**	42%
safe	1	**2**	41%
attractive, appealing	6	**3**	41%
welcoming, hospitable	3	**4**	40%
exclusive, luxurious	7	**5**	37%
authentic, real	4	**6**	37%
open-minded, tolerant, international	5	**7**	36%
lively, trendy	12	**8**	32%
dynamic, modern	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



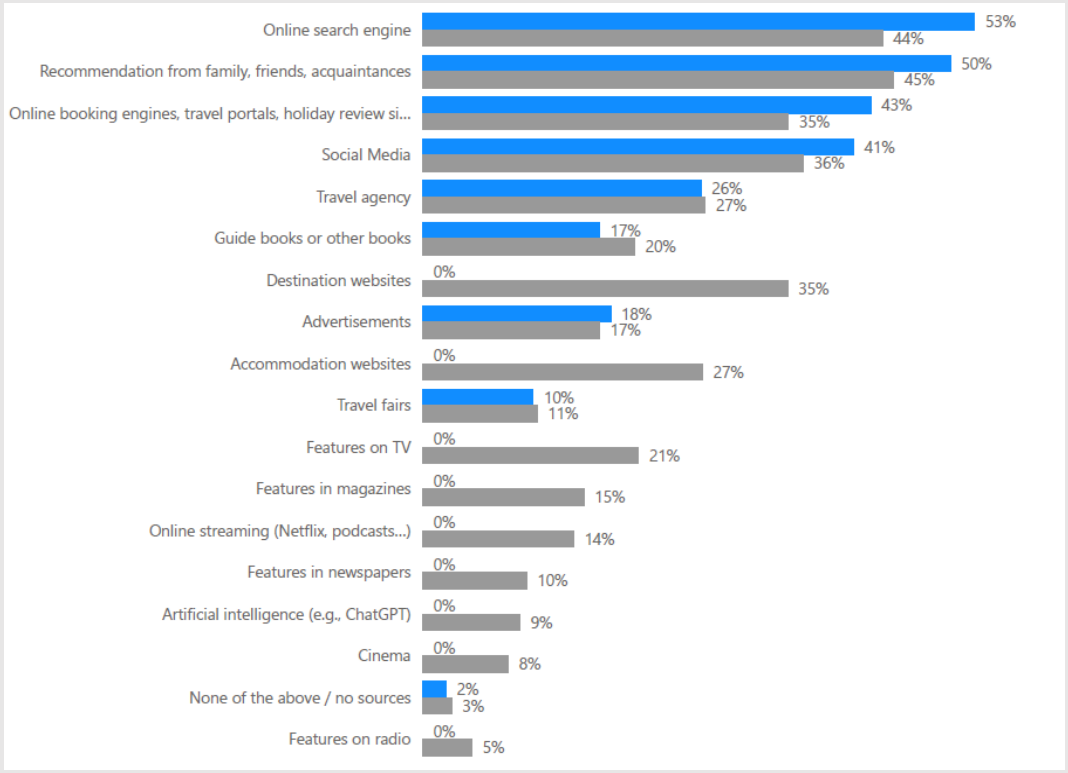
Source: LFT Brand & Potential Study, 2024.

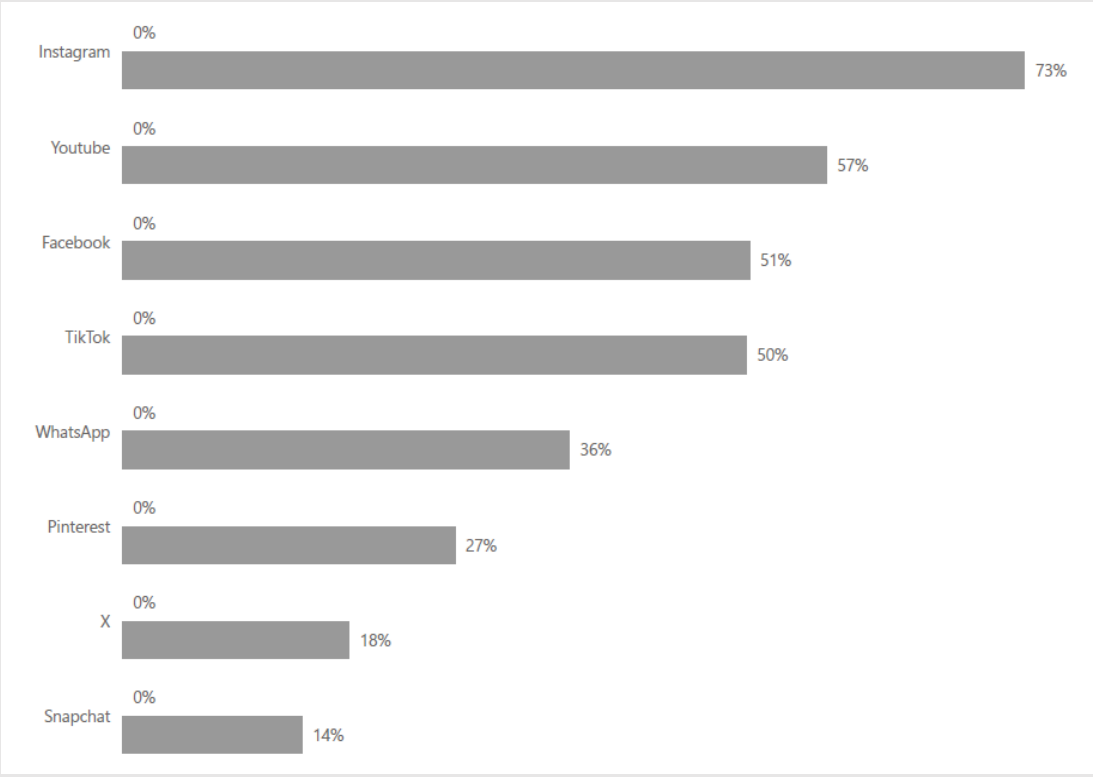
Trip organisation and preferences (1)

— Average **European source markets**, total vs. Ireland

Ireland
All inbound

Preferred sources of travel inspiration





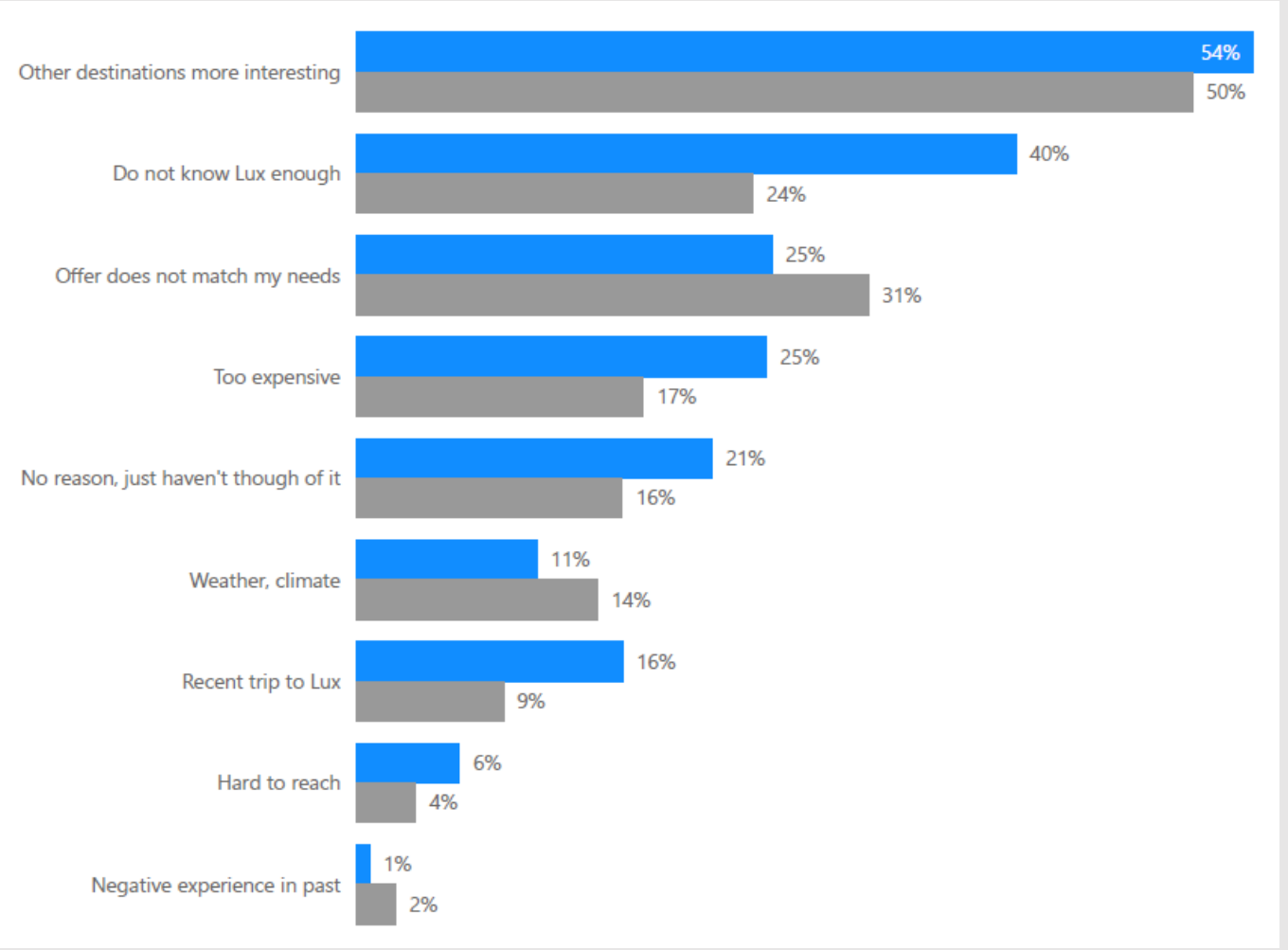
Interest for longer stays to Luxembourg (in case of general travel intent to Luxembourg)

Source: LFT Brand & Potential Study, 2024.

Trip organisation and preferences (2)

— Average **European source markets**, total vs. Ireland

Reasons for not considering Luxembourg as a destination



Source: LFT Brand & Potential Study, 2024.

Your contact

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