Luxembourg for Tourism

Market profile

UNITED KINGDOM & IRELAND

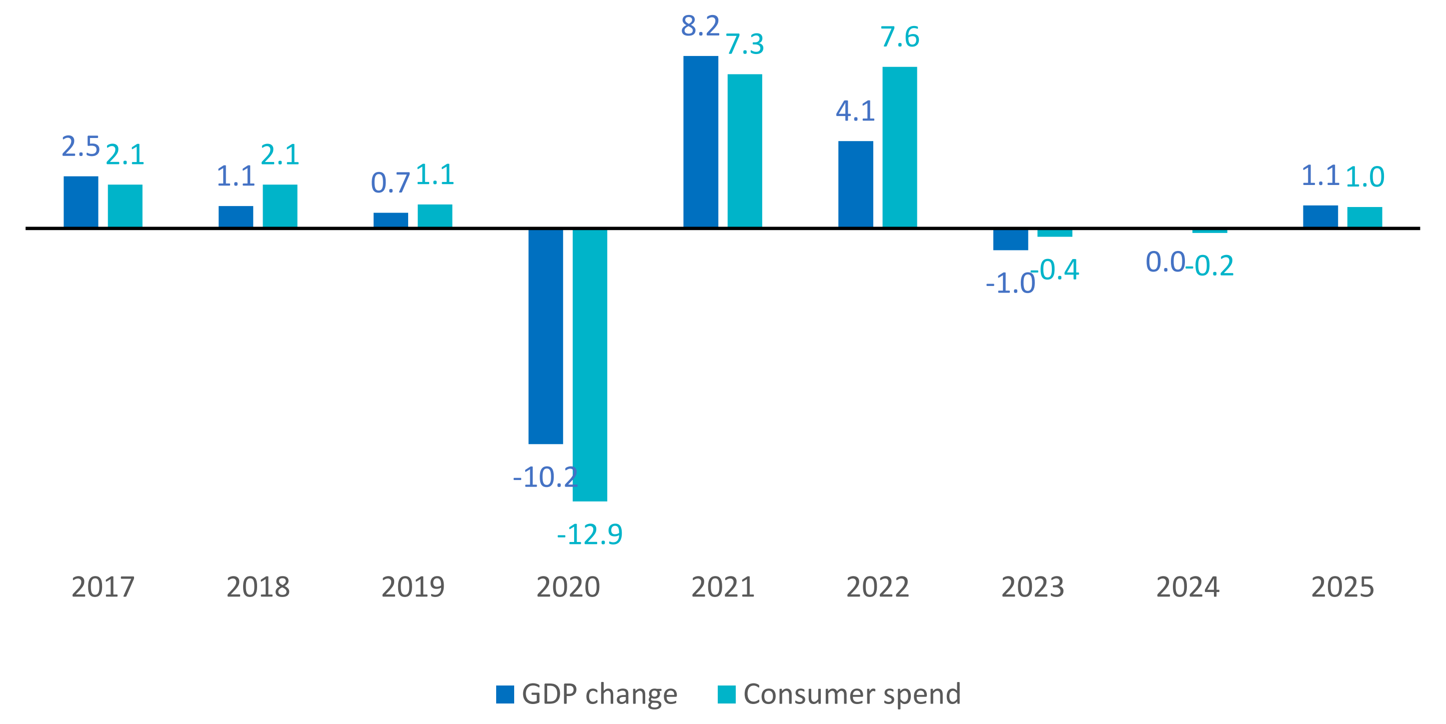
2025

©Photo by Yulian Alexeyev on Unsplash

Economic indicators & General Travel Demand

Economic indicators – General travel demand

GDP and consumer spending, % annual change



Economy & population

GDP (PPP, $) per capita
53,993

Unemployment (%)
4.8

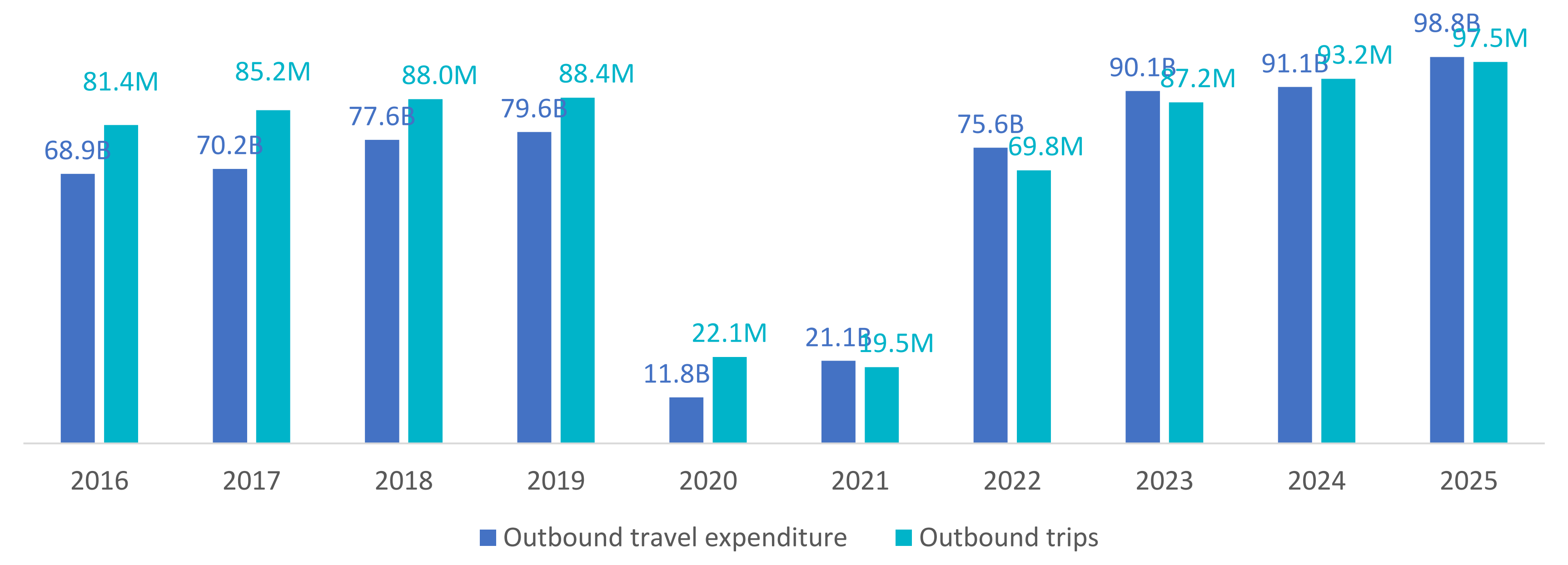
Inflation(%)
3.4

Population
69,551,332

Sources: Oxford Economics, United Nations, World Bank.

Economic indicators – General travel demand

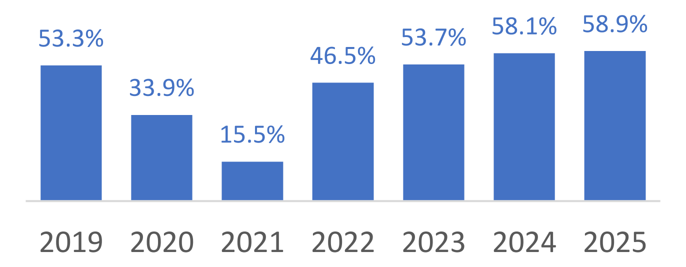
Outbound trips and travel expenditure



Outbound travel intensity
1.40 trips
per inhabitant (2025)

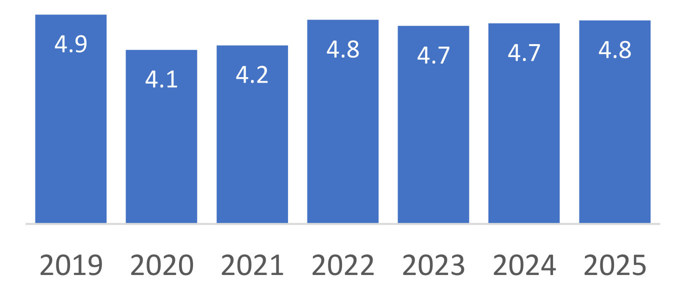
Average spend
per outbound trip (2025)
1,013 $

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2025)
88%

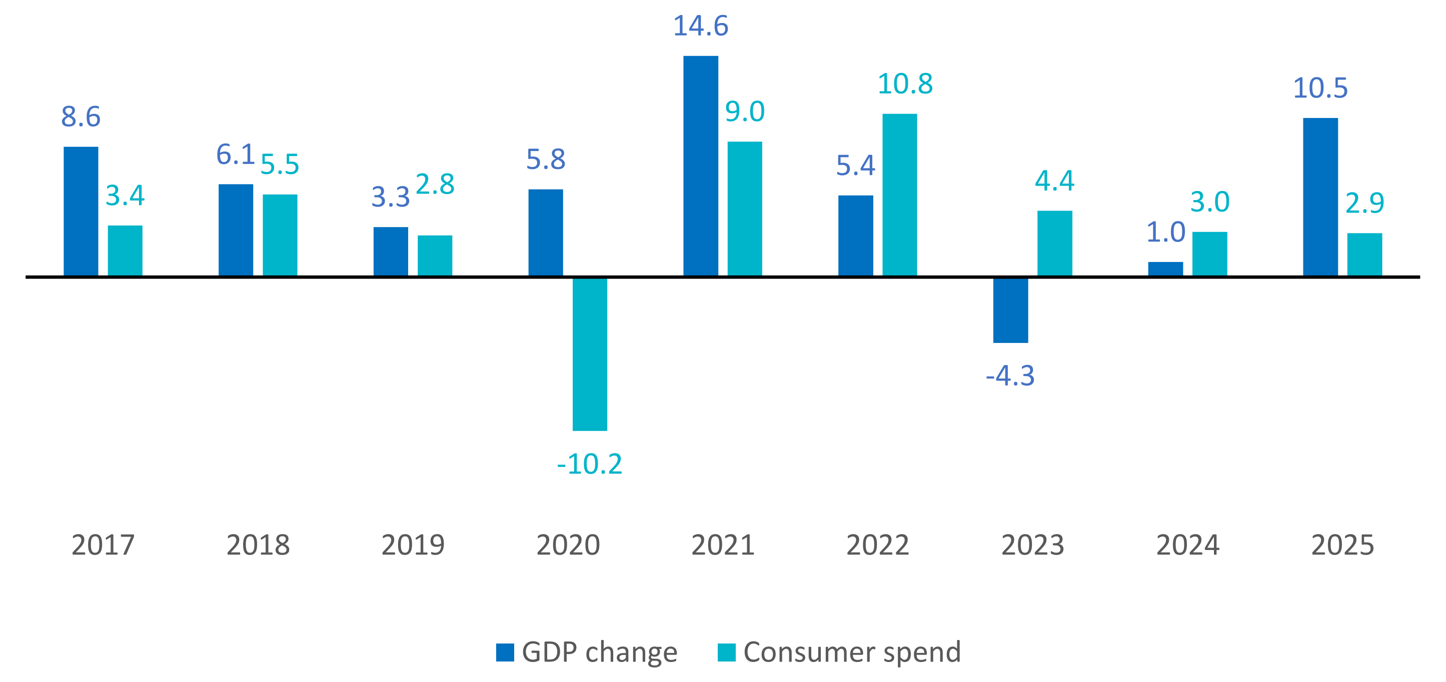
Average length of stay, nights, all outbound trips



Sources: Oxford Economics.

Economic indicators – General travel demand

GDP and consumer spending, % annual change



Economy & population

GDP (PPP, $) per capita*
131,338

Unemployment (%)
4.7

Inflation(%)
2.2

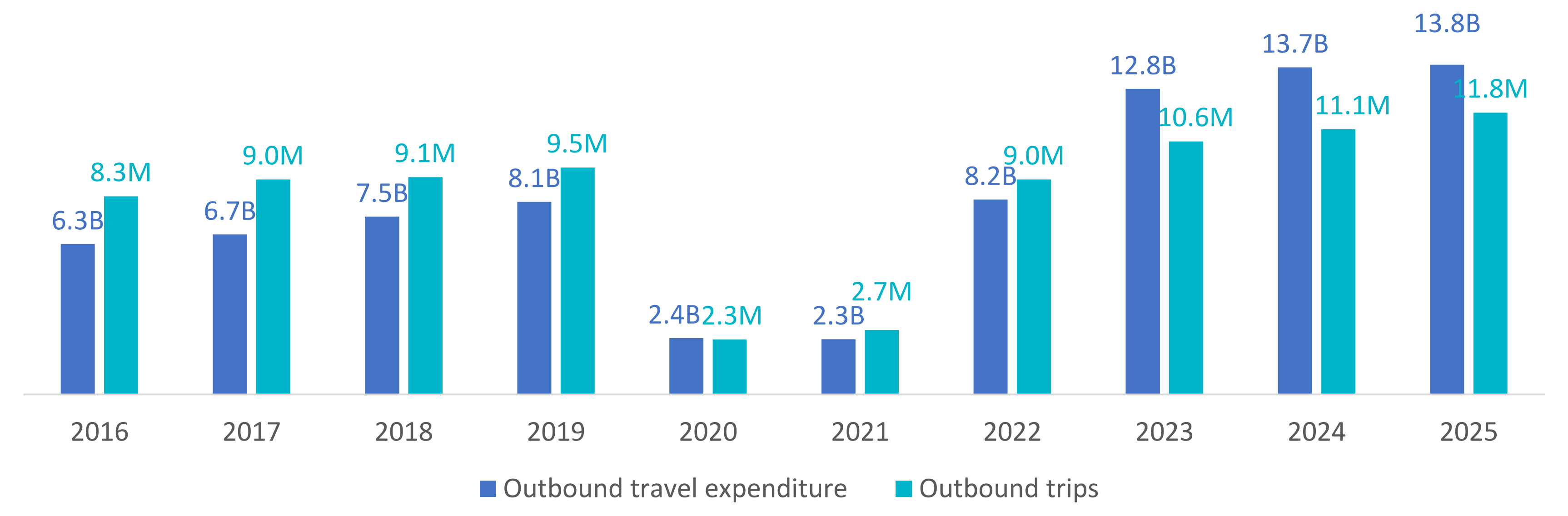
Population
5,308,039

*Ireland's GDP is inflated by multinational corporations' activities and does not fully reflect the domestic economy. Therefore, GNI is often used as a more representative measure of Irish economic performance
Irelands GNI per capita in 2025 was approximately 63,425$
(Sources: CSO, UN)

Sources: Oxford Economics, United Nations, World Bank.

Economic indicators – General travel demand

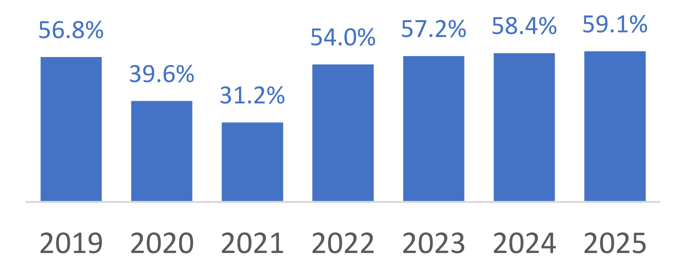
Outbound trips and travel expenditure



Outbound travel intensity
2.22 trips
per inhabitant (2025)

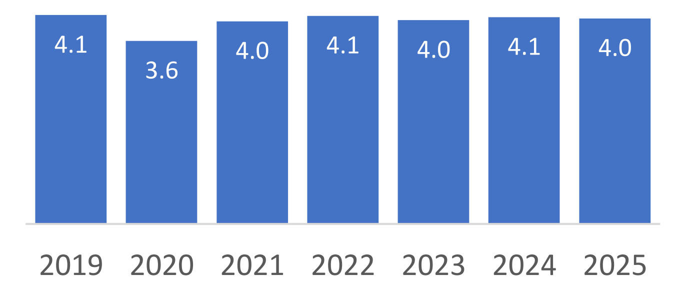
Average spend
per outbound trip (2025)
1,169 $

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2025)
87%

Average length of stay, nights, all outbound trips



Sources: Oxford Economics.

Arrivals & nights in paid accommodation

Nights in paid accommodation

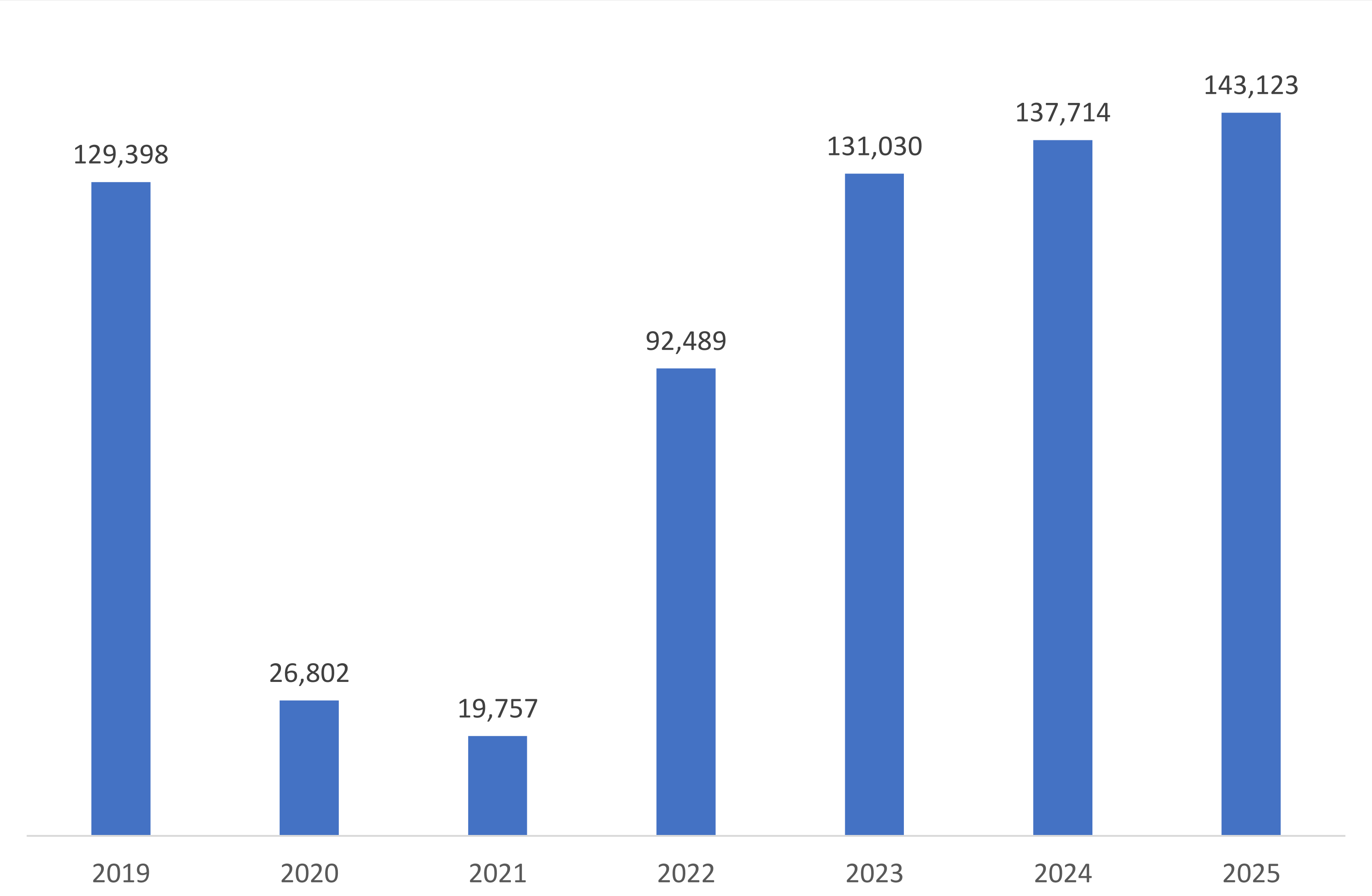
2025 and 2019-2025

**Nights,
paid accommodation, 2025**

143.123

+4% (vs. 2024)

+11% (vs. 2019)



Source: Statec

Arrivals in paid accommodation

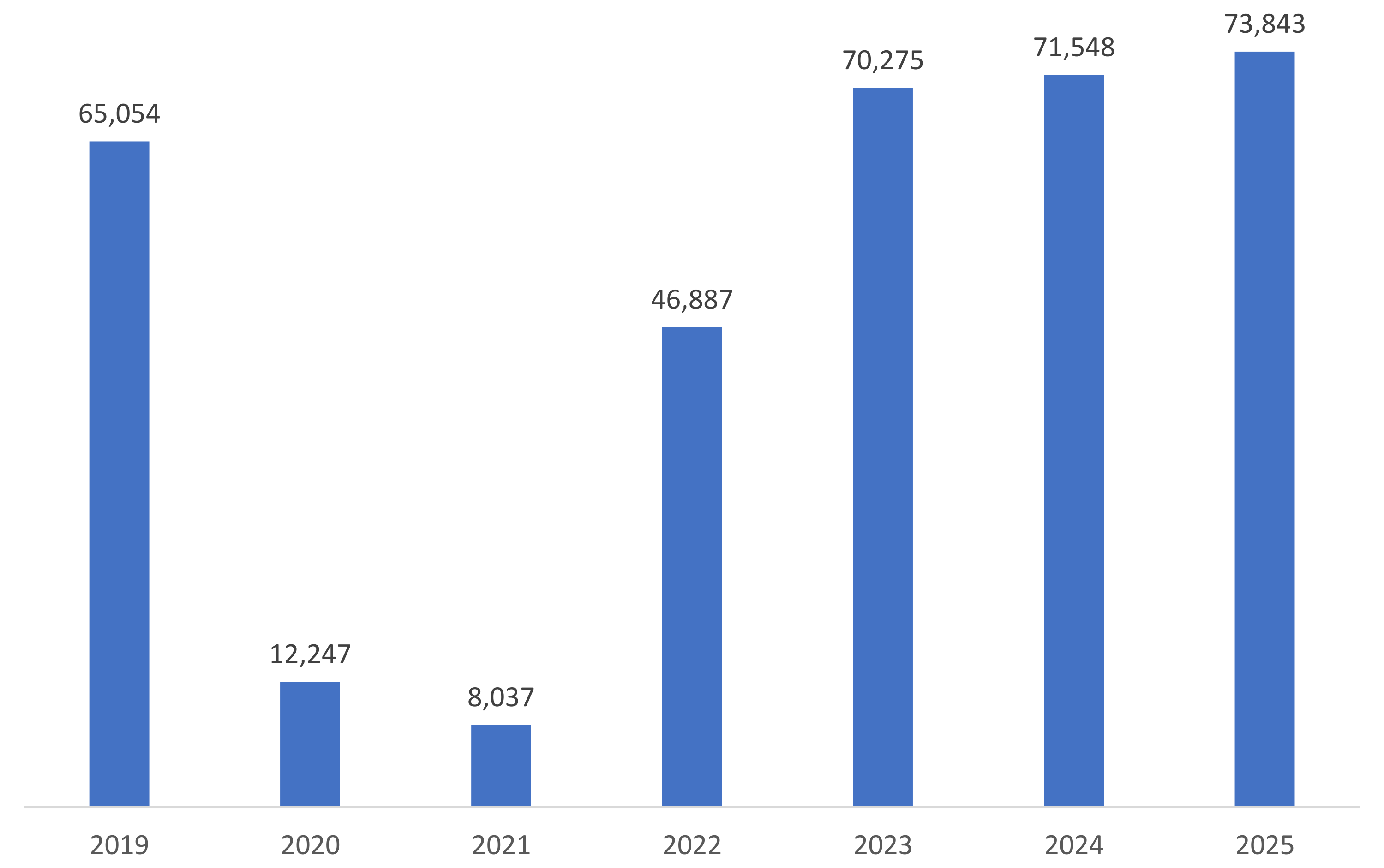
2025 and 2019-2025

**Arrivals,
paid accommodation, 2025**

73.843

+3% (vs. 2024)

+14% (vs. 2019)



Source: Statec

Length of stay, paid accommodation

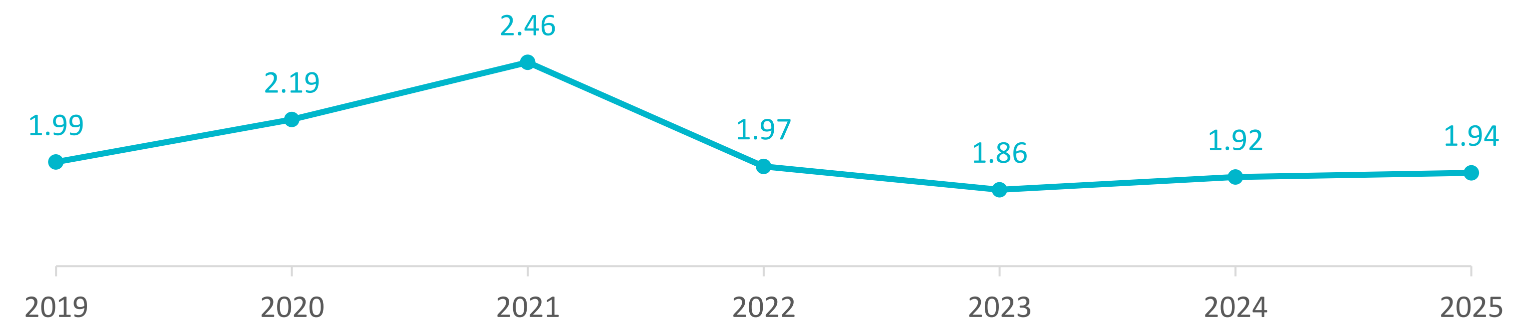
2025 and 2019-2025

Average length of stay, paid accommodation, 2025

1.94 nights

+0.02 nights (vs. 2024)

-0.05 nights (vs. 2019)

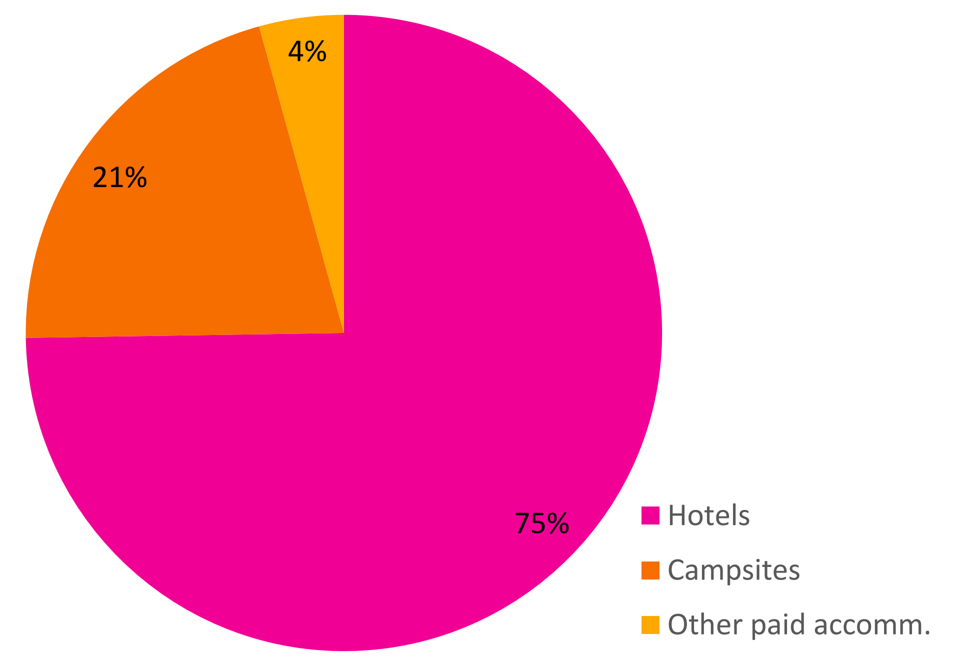


Source: Statec

Nights & arrivals in paid accommodation

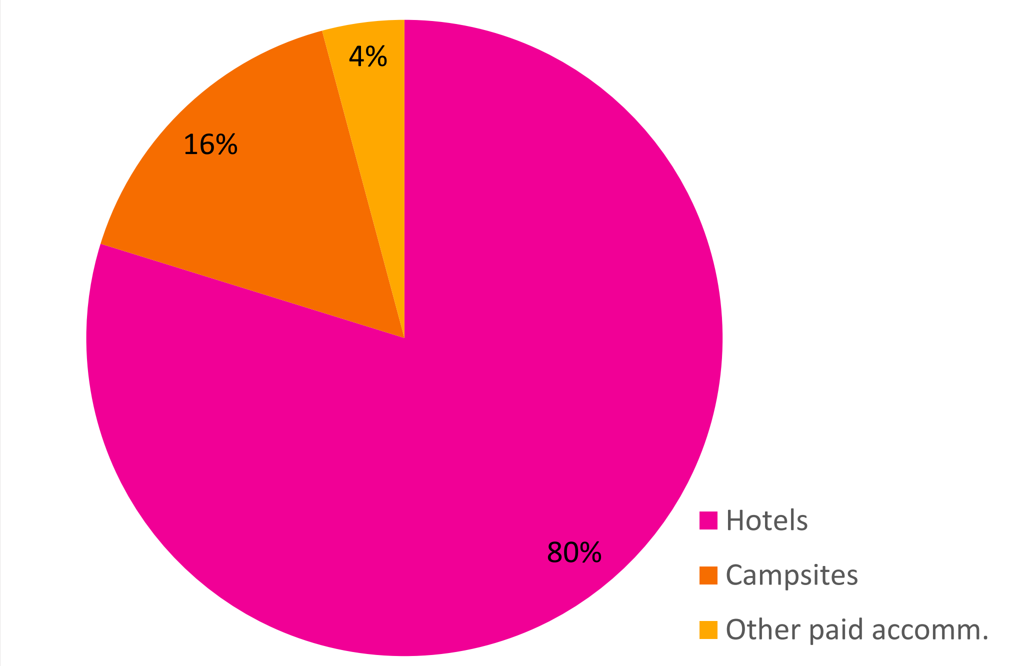
Type of accommodation, 2025

Nights, paid accommodation, 2025



Hotels	**106.992**	+7% (vs. 2024)	-1% (vs. 2019)
Campsites	**29.980**	-8% (vs. 2024)	+133% (vs. 2019)
Other paid accomm.	**6.151**	+24% (vs. 2024)	-25% (vs. 2019)

Arrivals, paid accommodation, 2025



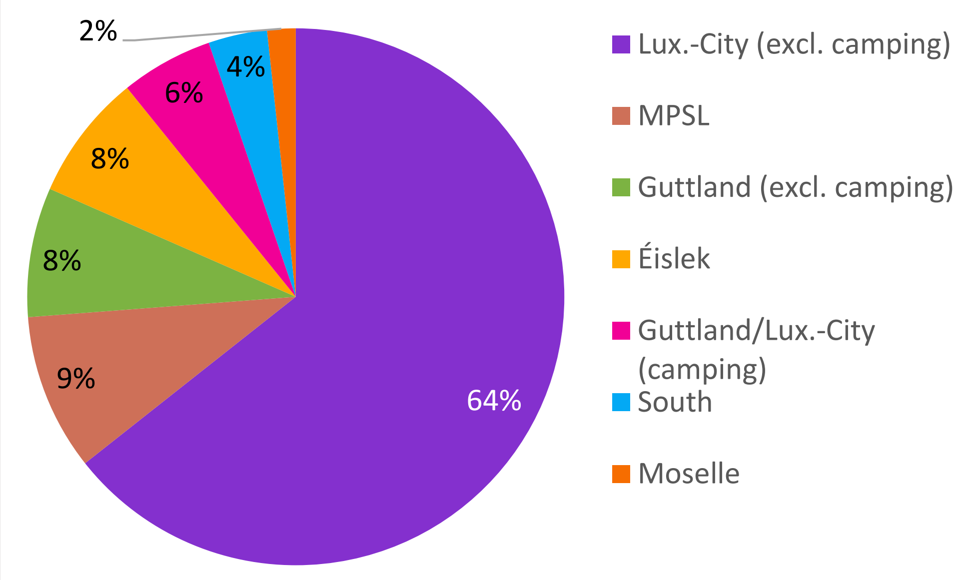
Hotels	**58.915**	+3% (vs. 2024)	+3% (vs. 2019)
Campsites	**11.850**	+1% (vs. 2024)	+133% (vs. 2019)
Other paid accomm.	**3.078**	+23% (vs. 2024)	+18% (vs. 2019)

Source: Statec

Nights & arrivals in paid accommodation

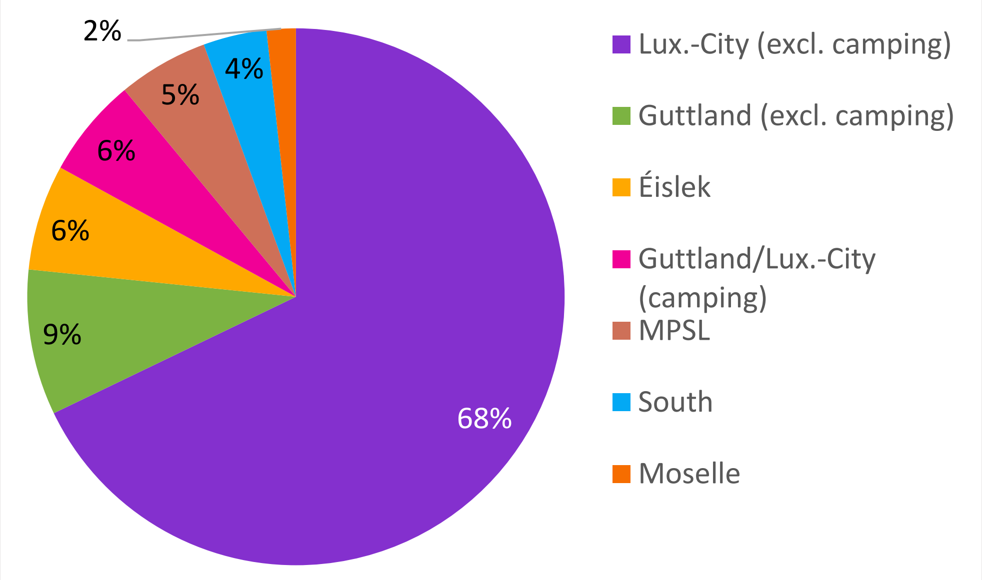
Regions, 2025

Nights, paid accommodation, 2025



Lux.-City (excl. camping)	**92.105**	+17% (vs. 2024)	+25% (vs. 2019)
MPSL	**13.504**	-21% (vs. 2024)	+93% (vs. 2019)
Guttland (excl. camping)	**11.155**	-17% (vs. 2024)	-39% (vs. 2019)
Éislek	**10.888**	+12% (vs. 2024)	-33% (vs. 2019)
Guttland/Lux.-City (camping)	**7.955**	-4% (vs. 2024)	+220% (vs. 2019)
South	**5.065**	-36% (vs. 2024)	-36% (vs. 2019)
Moselle	**2.451**	+10% (vs. 2024)	-32% (vs. 2019)

Arrivals, paid accommodation, 2025



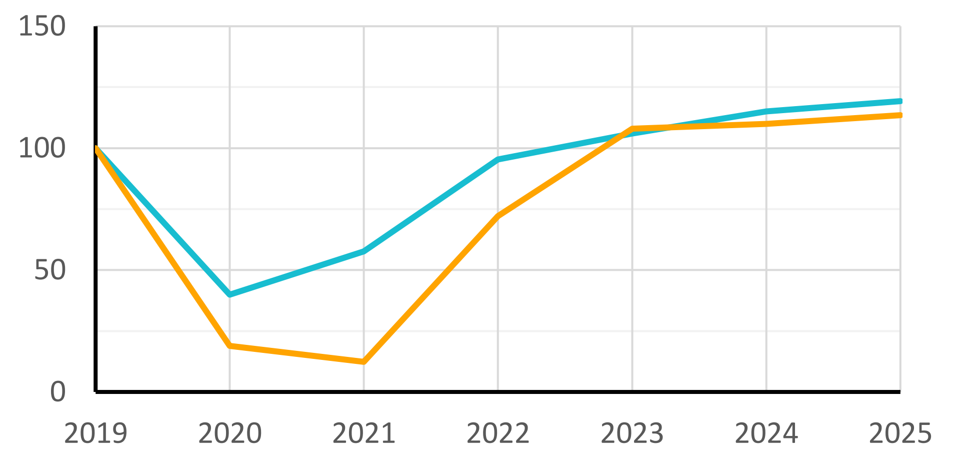
Lux.-City (excl. camping)	**50.110**	+13% (vs. 2024)	+27% (vs. 2019)
Guttland (excl. camping)	**6.473**	-19% (vs. 2024)	-27% (vs. 2019)
Éislek	**4.701**	+9% (vs. 2024)	-19% (vs. 2019)
Guttland/Lux.-City (camping)	**4.430**	-1% (vs. 2024)	+176% (vs. 2019)
MPSL	**4.015**	-11% (vs. 2024)	+65% (vs. 2019)
South	**2.821**	-38% (vs. 2024)	-42% (vs. 2019)
Moselle	**1.293**	+7% (vs. 2024)	-33% (vs. 2019)

Source: Statec

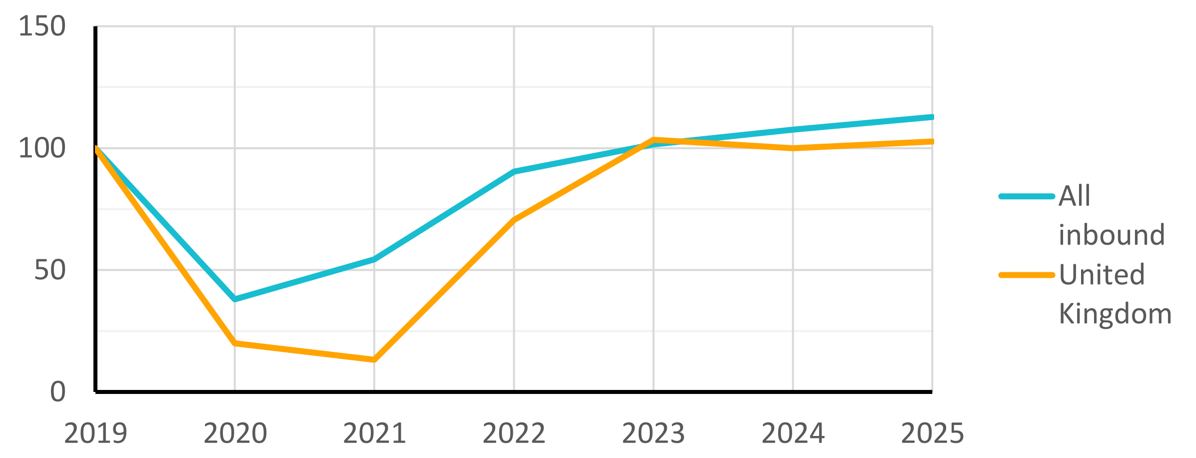
Arrivals in paid accommodation

Trends 2019-2025

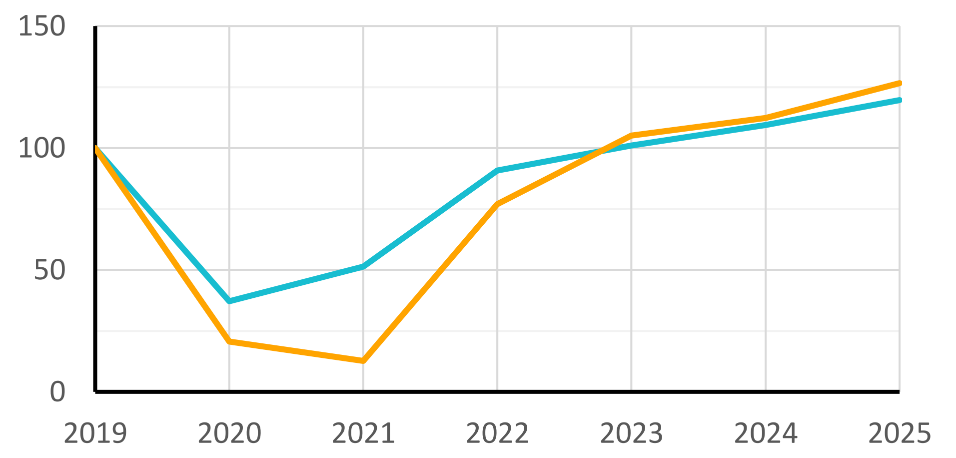
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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

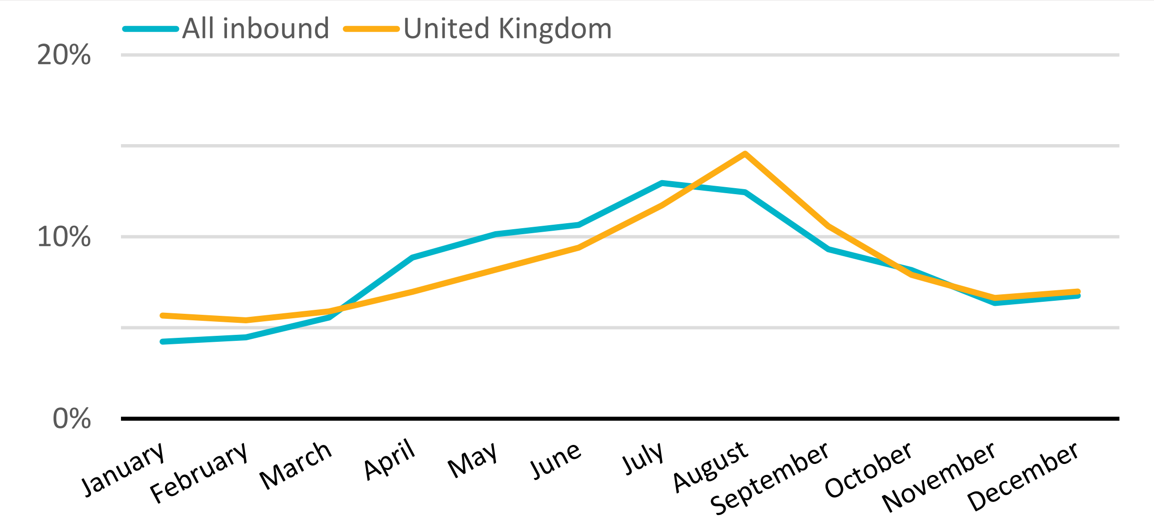


(*) excluding camping.
Source: Statec

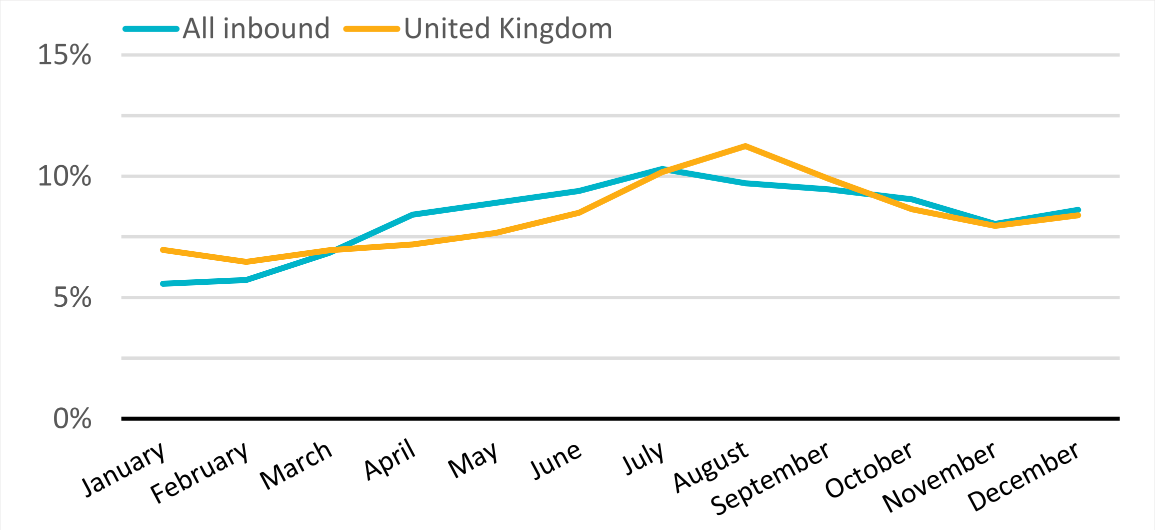
Arrivals in paid accommodation

Seasonality

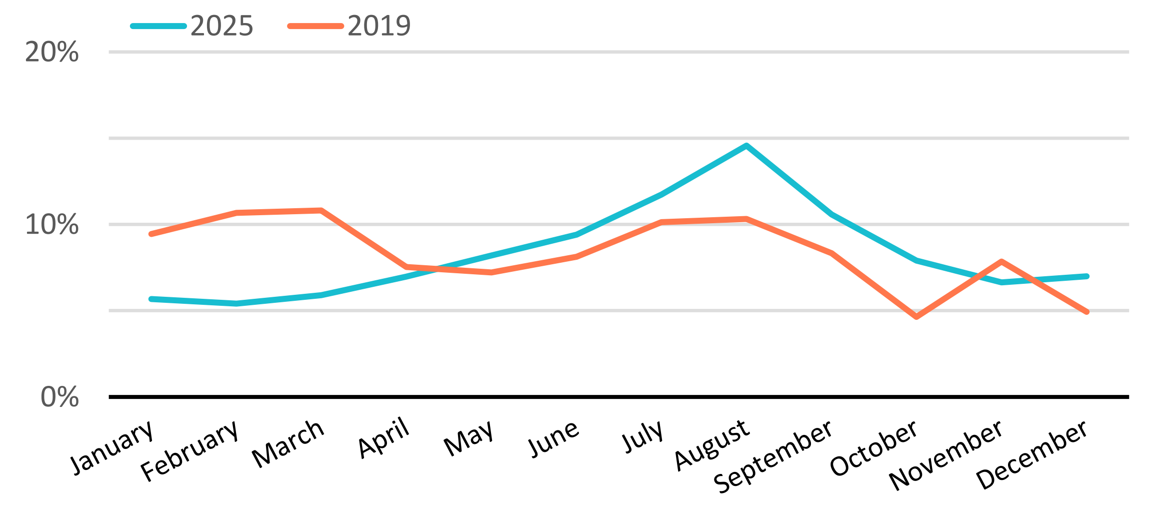
All paid accommodation, 2025



Hotels, 2025



All paid accommodation, arrivals from the United Kingdom



Source: Statec

Short-term rentals

2025 and 2019-2025

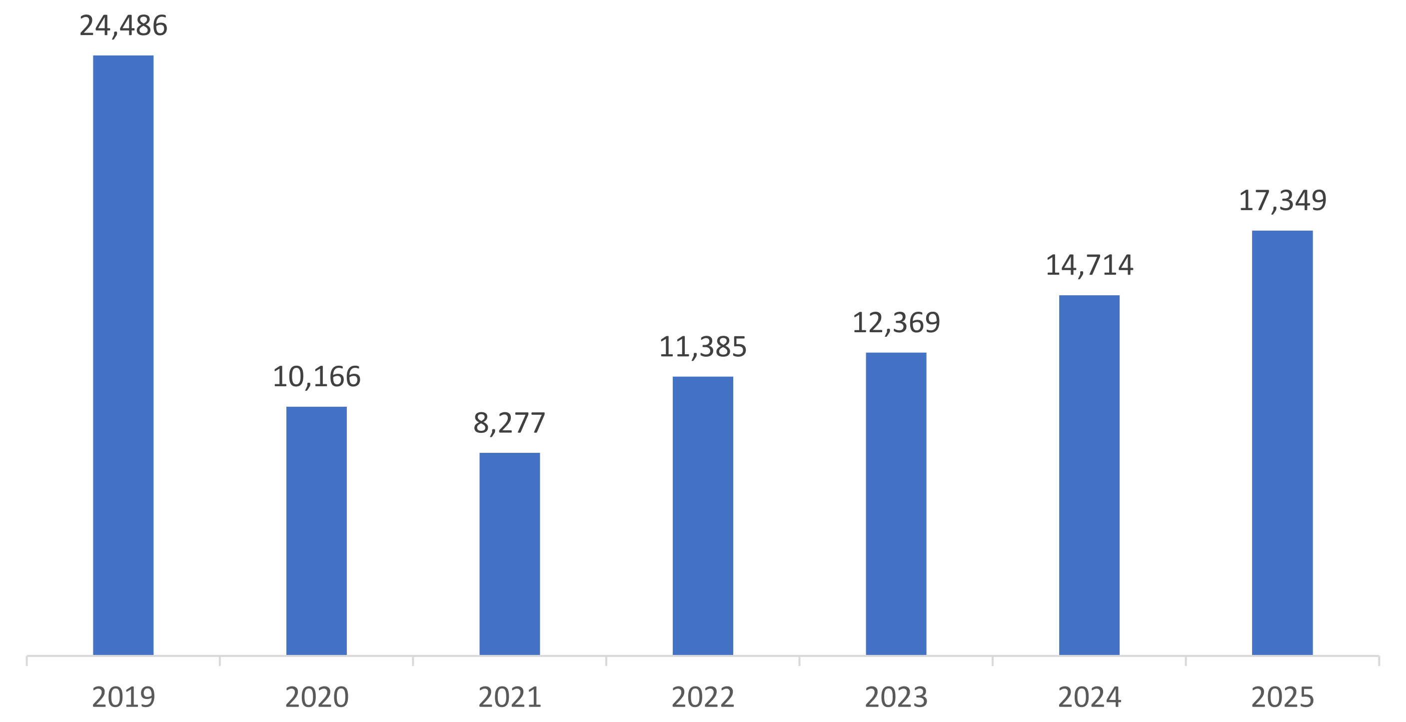
Nights,
Short-term rentals, 2025

17.349

+18% (vs. 2024)

-29% (vs. 2019)

Nights,
Short-term rentals, 2019-2025



Source: Eurostat (experimental statistics).

Nights in paid accommodation

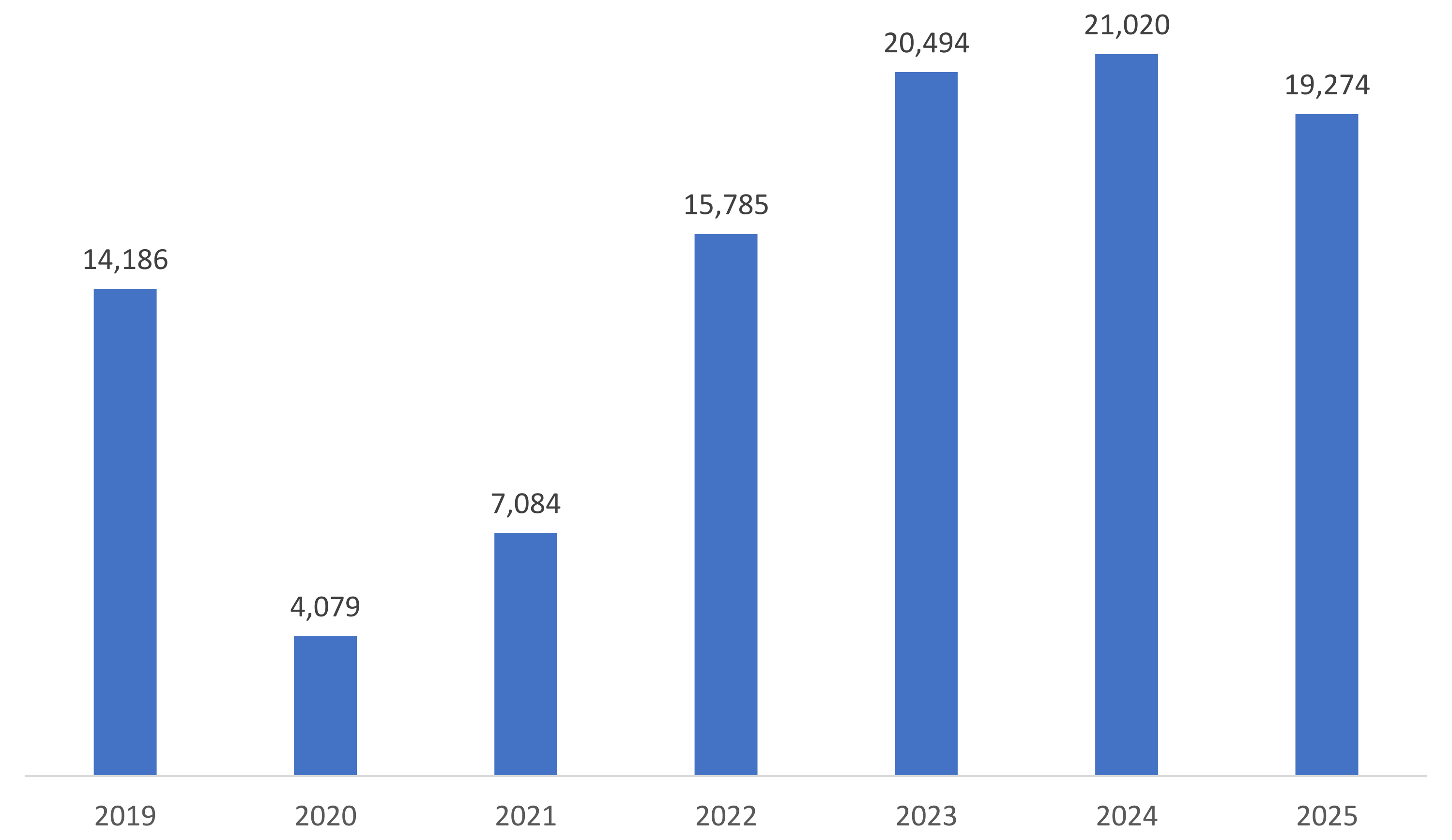
2025 and 2019-2025

**Nights,
paid accommodation, 2025**

19.274

-8% **(vs. 2024)**

+36% **(vs. 2019)**



Source: Statec

Arrivals in paid accommodation

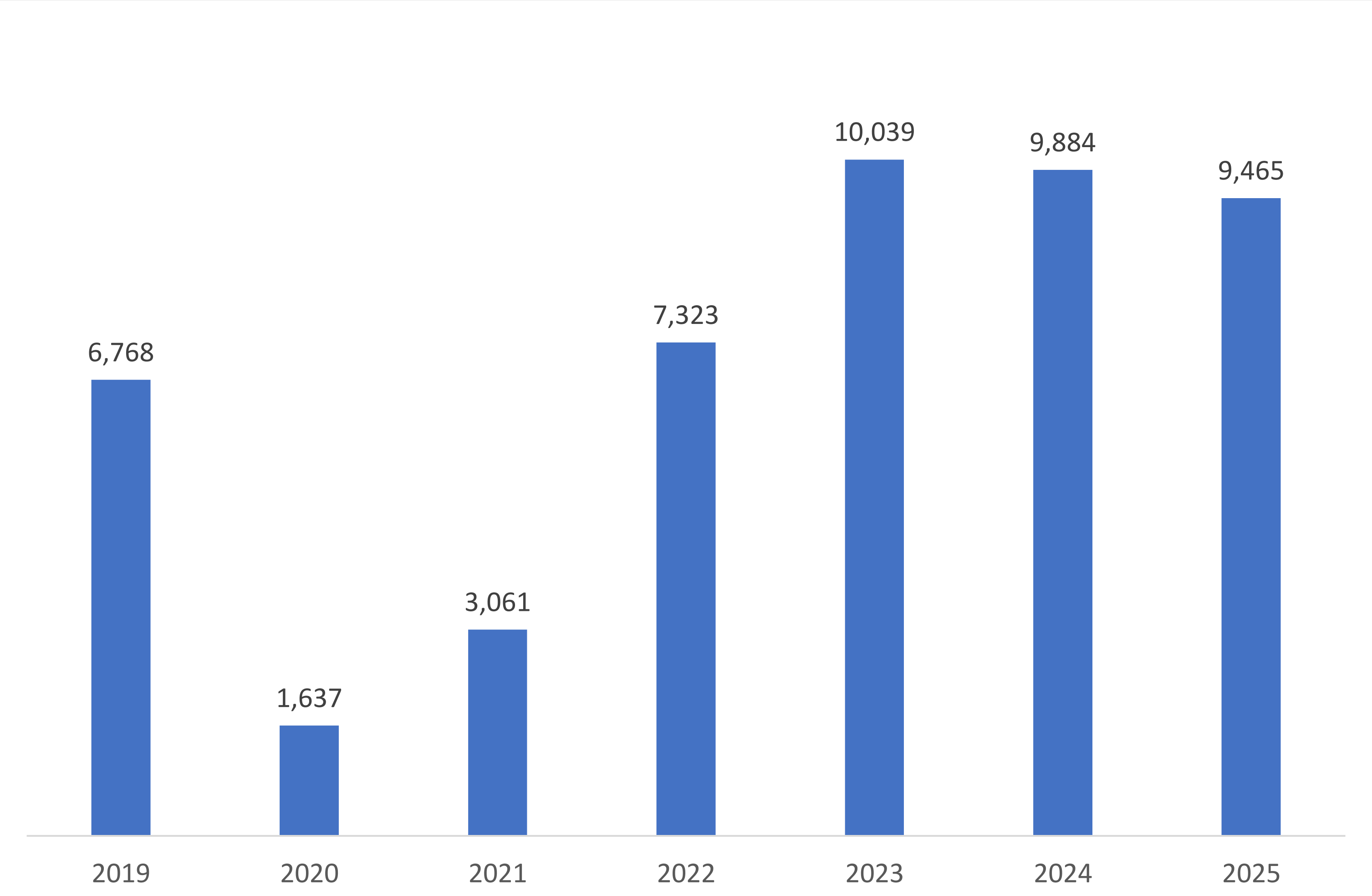
2025 and 2019-2025

Arrivals, paid accommodation, 2025

9.465

-4% (vs. 2024)

+40% (vs. 2019)



Source: Statec

Length of stay, paid accommodation

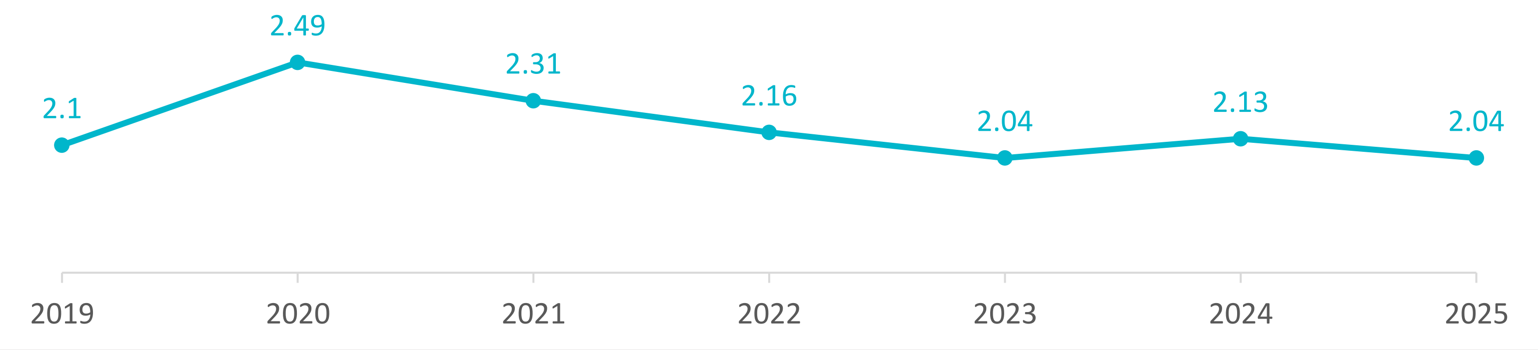
2025 and 2019-2025

Average length of stay, paid accommodation, 2025

2.04 nights

-0.09 nights (vs. 2024)

-0.06 nights (vs. 2019)

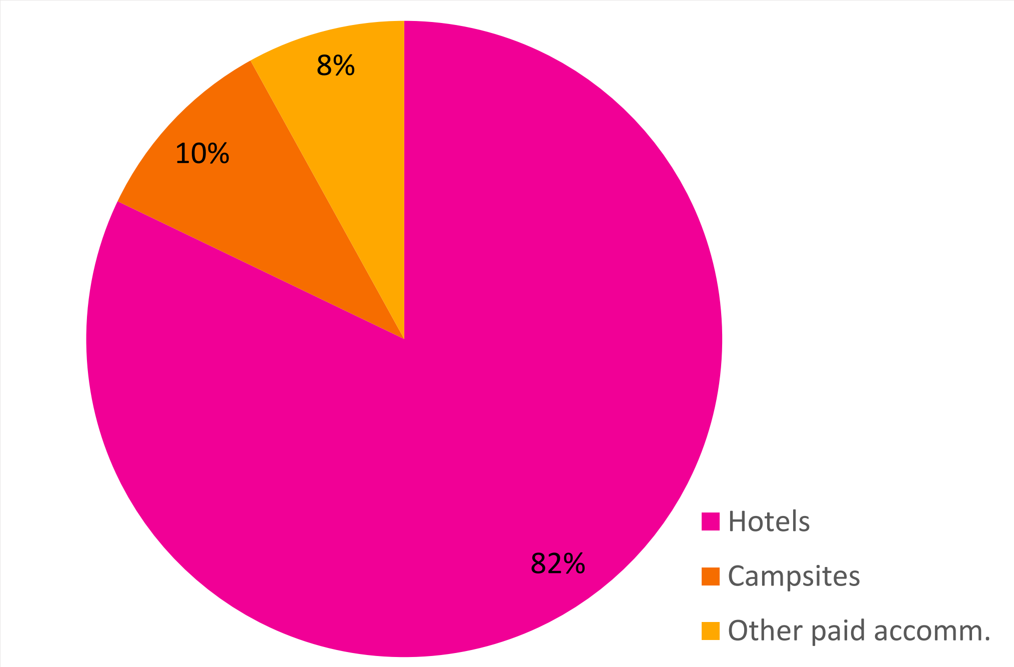


Source: Statec

Nights & arrivals in paid accommodation

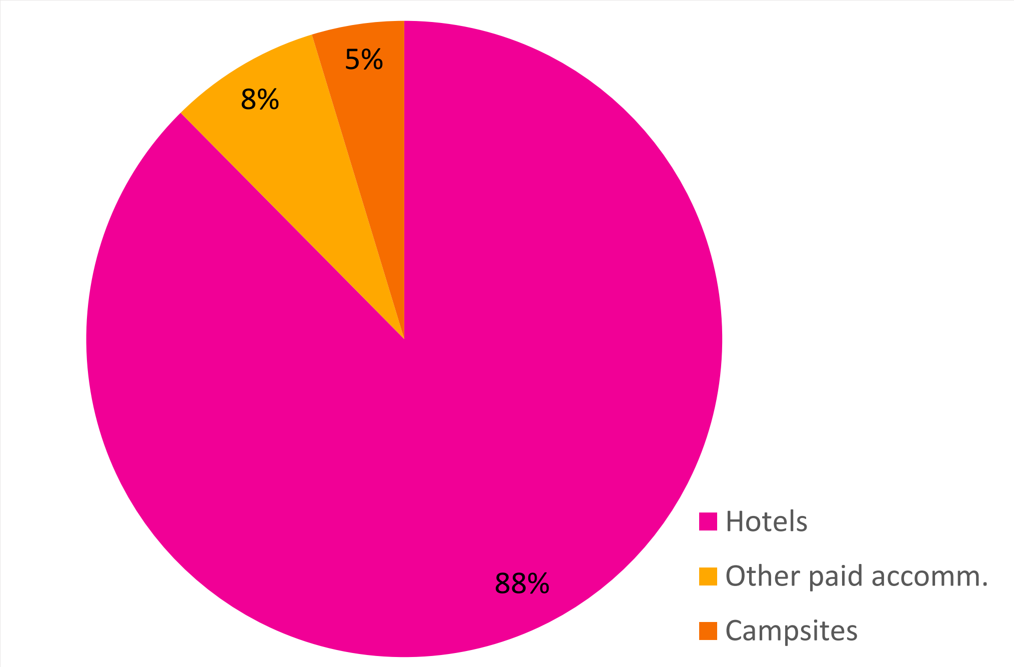
Type of accommodation, 2025

Nights, paid accommodation, 2025



Hotels	**15.829**	-6% (vs. 2024)	+27% (vs. 2019)
Campsites	**1.897**	-17% (vs. 2024)	+402% (vs. 2019)
Other paid accomm.	**1.548**	-18% (vs. 2024)	+13% (vs. 2019)

Arrivals, paid accommodation, 2025



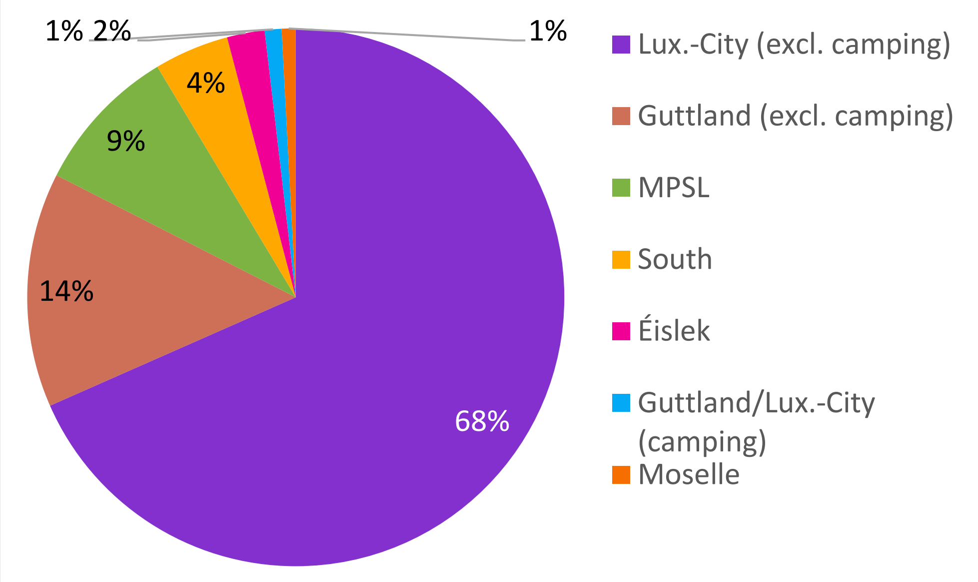
Hotels	**8.290**	-2% (vs. 2024)	+39% (vs. 2019)
Other paid accomm.	**731**	-18% (vs. 2024)	+14% (vs. 2019)
Campsites	**444**	-22% (vs. 2024)	+188% (vs. 2019)

Source: Statec

Nights & arrivals in paid accommodation

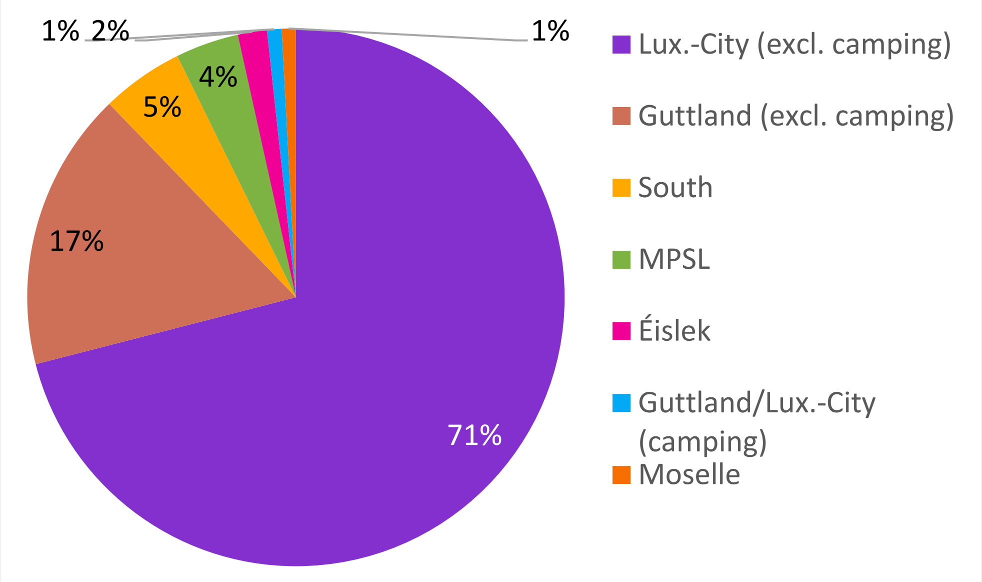
Regions, 2025

Nights, paid accommodation, 2025



Lux.-City (excl. camping)	**13.183**	-4% (vs. 2024)	+32% (vs. 2019)
Guttland (excl. camping)	**2.718**	-16% (vs. 2024)	+15% (vs. 2019)
MPSL	**1.712**	-15% (vs. 2024)	+335% (vs. 2019)
South	**867**	-11% (vs. 2024)	-5% (vs. 2019)
Éislek	**437**	-28% (vs. 2024)	+60% (vs. 2019)
Guttland/Lux.-City (camping)	**195**	+9% (vs. 2024)	+119% (vs. 2019)
Moselle	**162**	-26% (vs. 2024)	-5% (vs. 2019)

Arrivals, paid accommodation, 2025



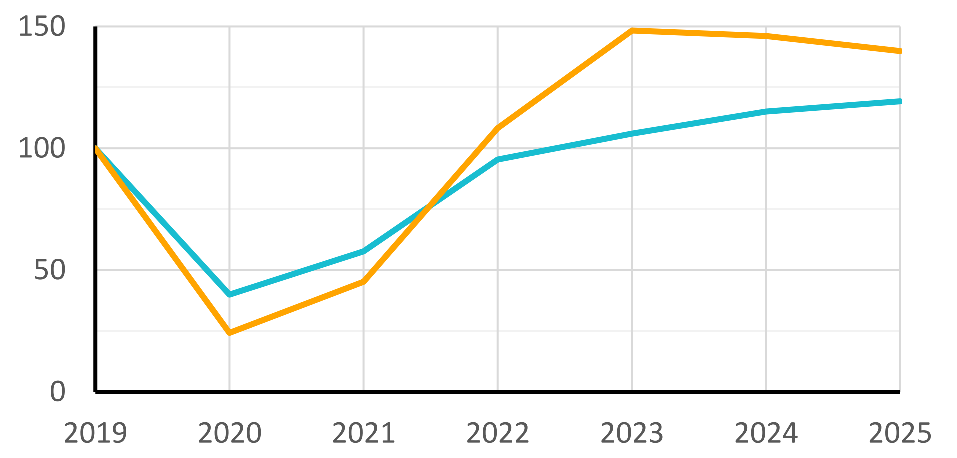
Lux.-City (excl. camping)	**6.720**	+0% (vs. 2024)	+40% (vs. 2019)
Guttland (excl. camping)	**1.588**	-10% (vs. 2024)	+66% (vs. 2019)
South	**468**	-12% (vs. 2024)	-18% (vs. 2019)
MPSL	**360**	-17% (vs. 2024)	+152% (vs. 2019)
Éislek	**166**	-22% (vs. 2024)	+16% (vs. 2019)
Guttland/Lux.-City (camping)	**83**	-26% (vs. 2024)	+28% (vs. 2019)
Moselle	**80**	-33% (vs. 2024)	-6% (vs. 2019)

Source: Statec

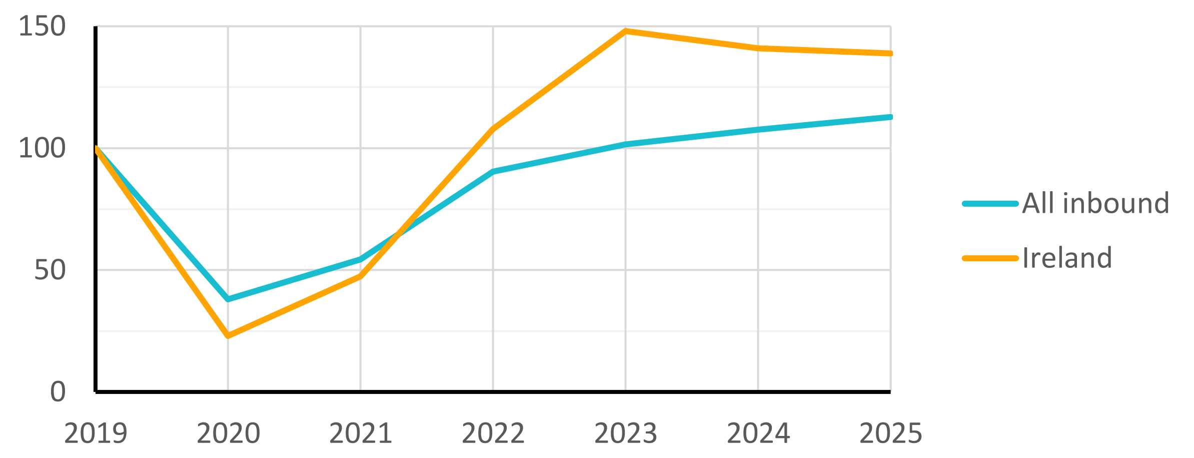
Arrivals in paid accommodation

Trends 2019-2025

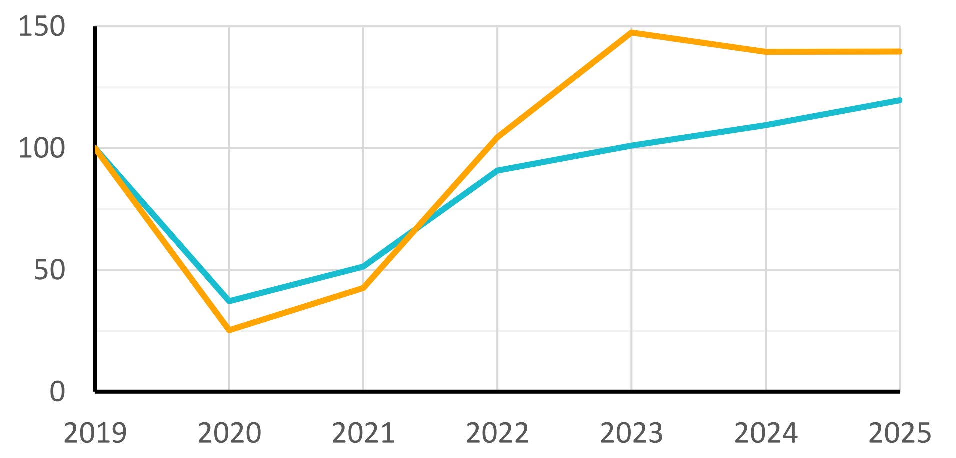
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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



(*) excluding camping.
Source: Statec

Short-term rentals

2025 and 2019-2025

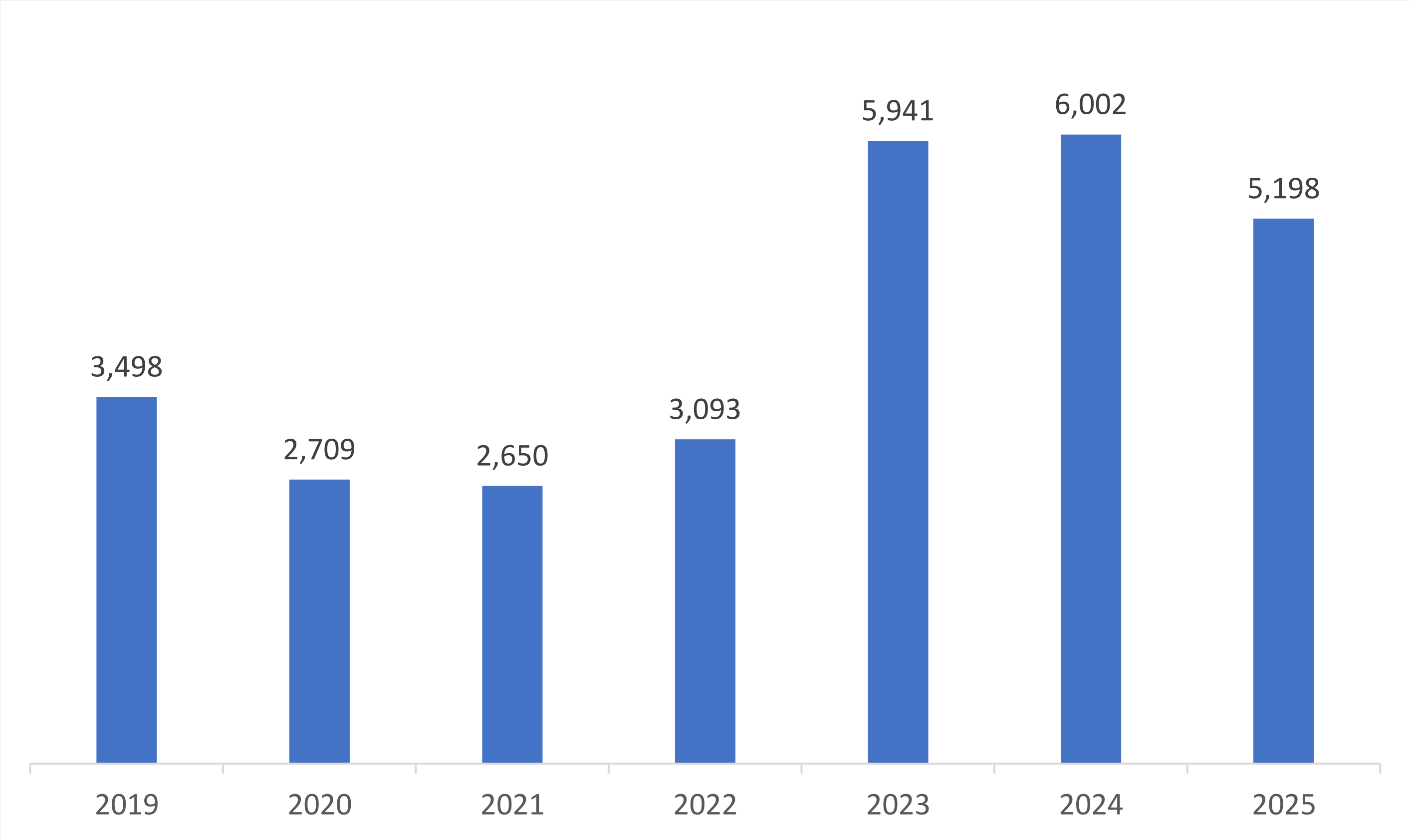
**Nights,
Short-term rentals, 2025**

5.198

-13% (vs. 2024)

+49% (vs. 2019)

**Nights,
Short-term rentals, 2019-2025**



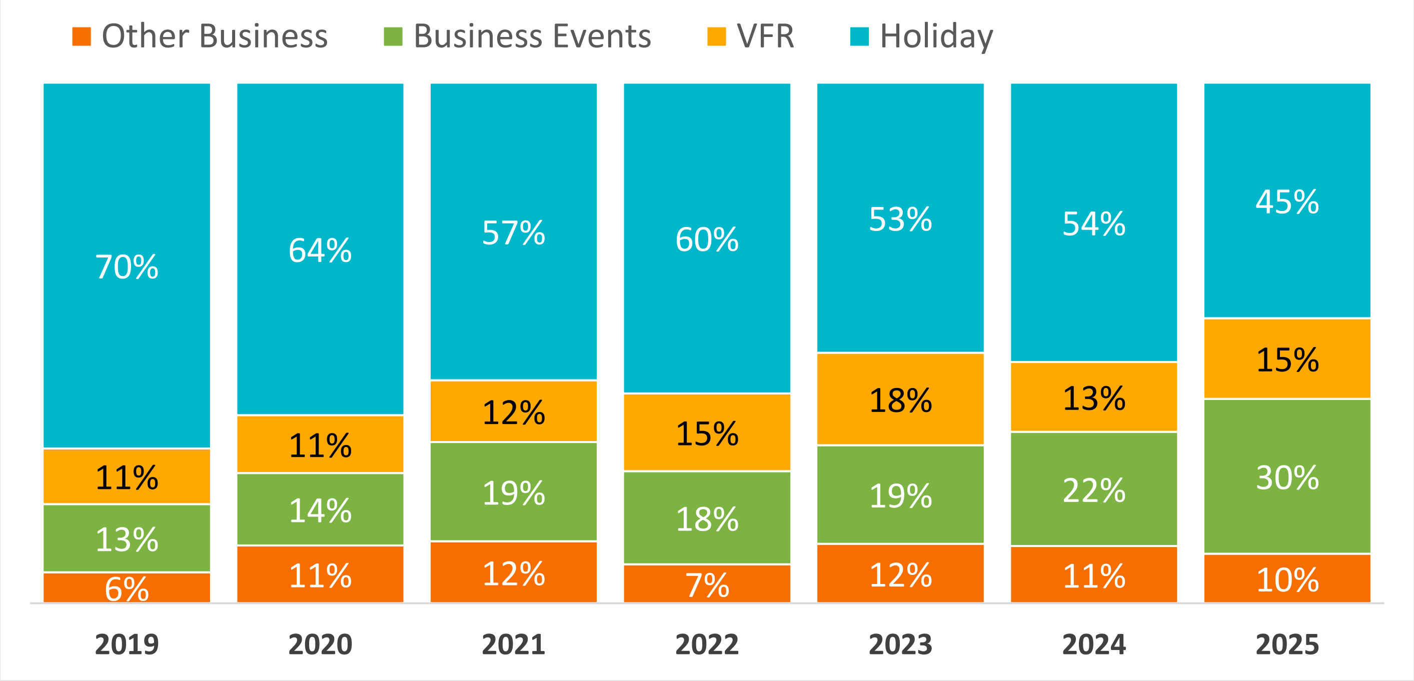
Source: Eurostat (experimental statistics).

Characteristics of inbound trips

British trips to Luxembourg with overnight (all accommodation)

Purpose of visit, 2019-2025

British trips to Luxembourg, 2019-2025



2025

	United Kingdom to	**Europe to**
	Luxembourg	
Holiday	45%	62%
VFR	15%	12%
Business Events	30%	17%
Other Business	10%	8%

Source: World Travel Monitor/IPK International.

Inbound same-day trips to Luxembourg

2025

Number of inbound same-day trips, 2025 (estimate)

97.000

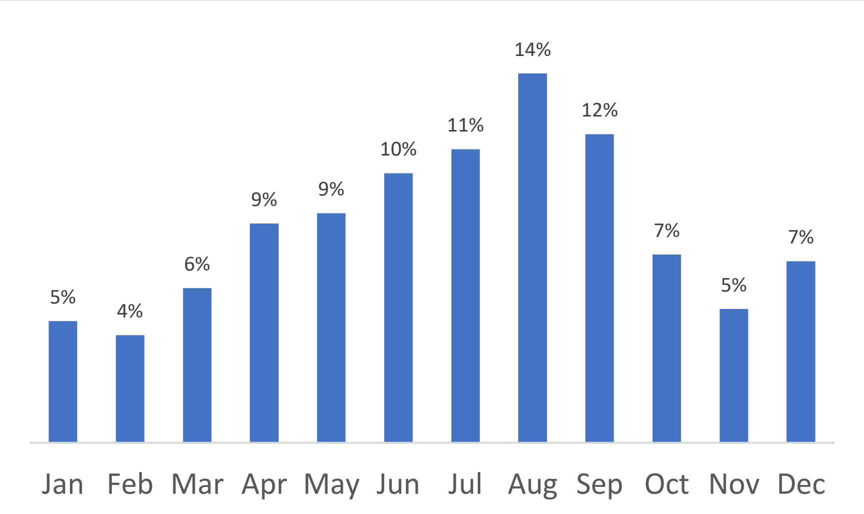
+5% (vs. 2024)

Average length of same-day trips

8,6 h

+0,4 h (vs. 2024)

Seasonality
% of same-day trips



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

Inbound same-day trips to Luxembourg

2025

Number of inbound same-day trips, 2025 (estimate)

9.000

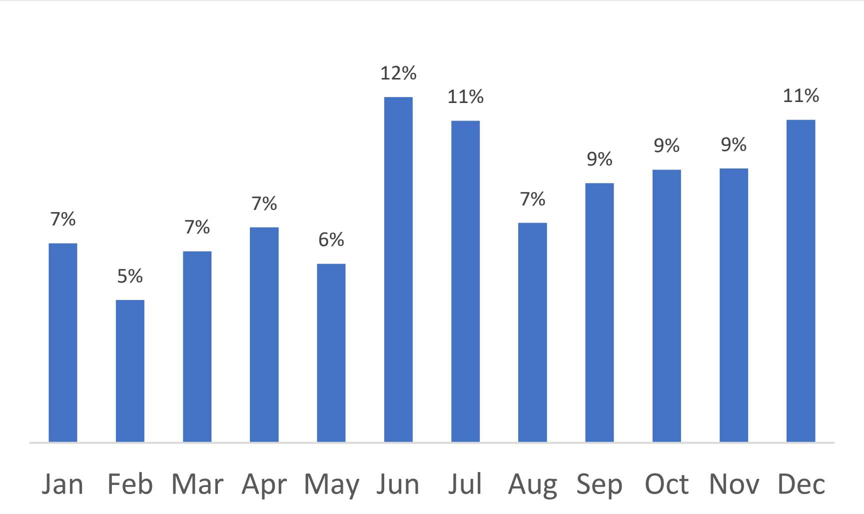
+13% (vs. 2024)

Average length of same-day trips

8,3 h

+0,2 h (vs. 2024)

Seasonality % of same-day trips

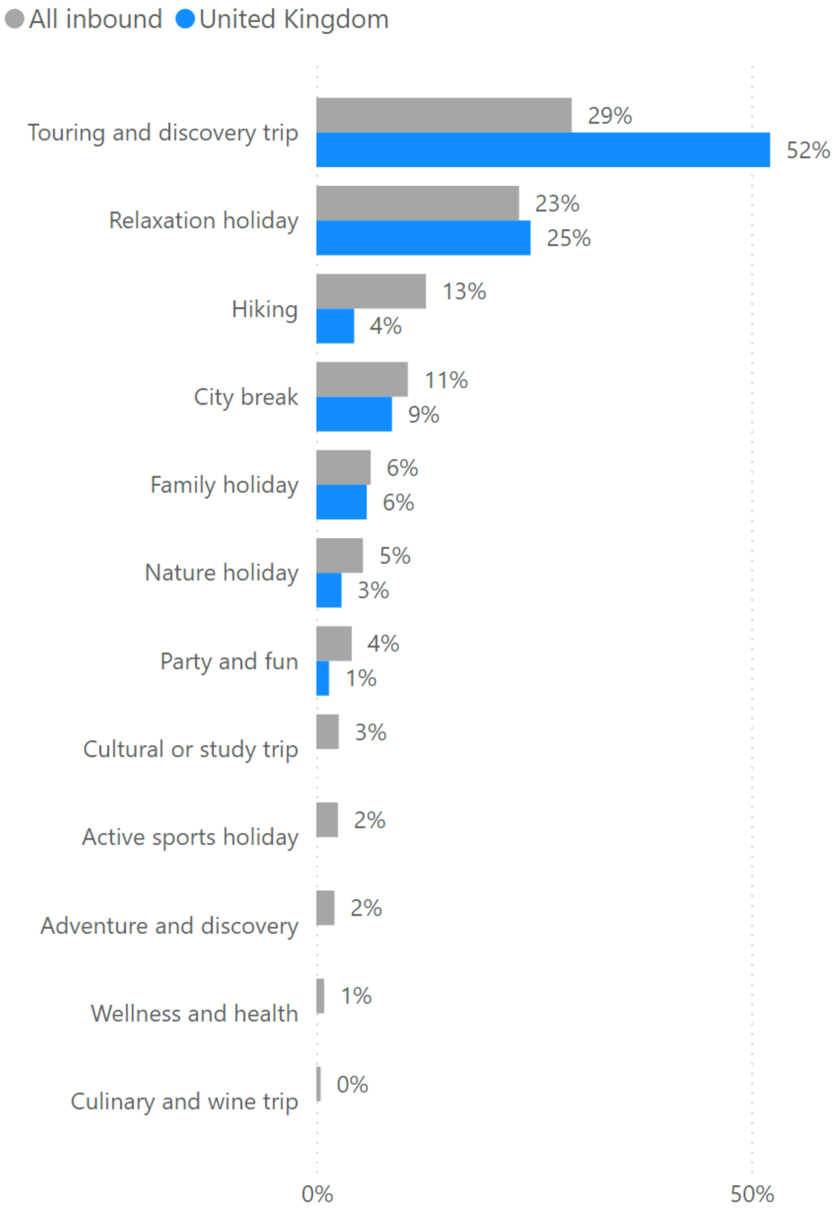


Sources: LFT estimates, Mobile phone data (Editus/LFT), LFT/Ilres Visitor Survey.

Travel behaviour of inbound leisure visitors

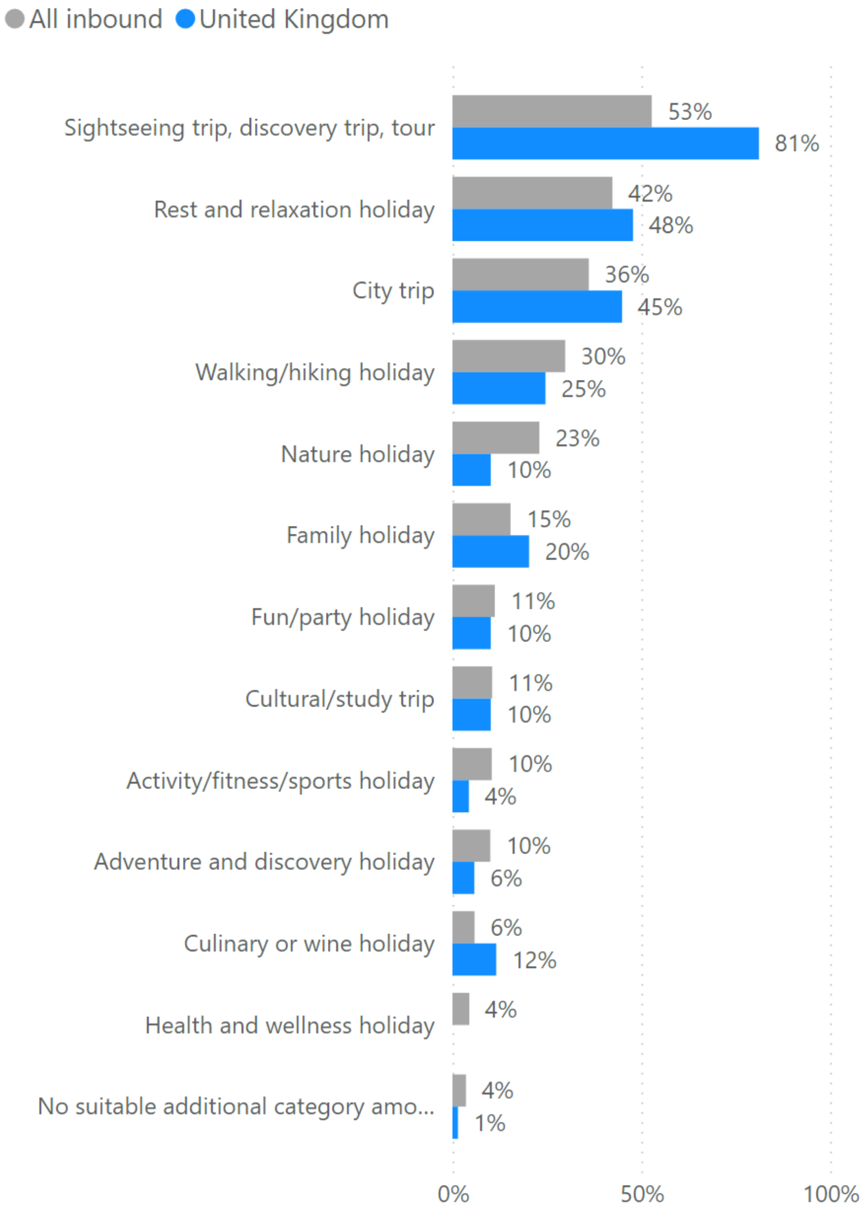
Main holiday types

Leisure overnight visitors, 2025



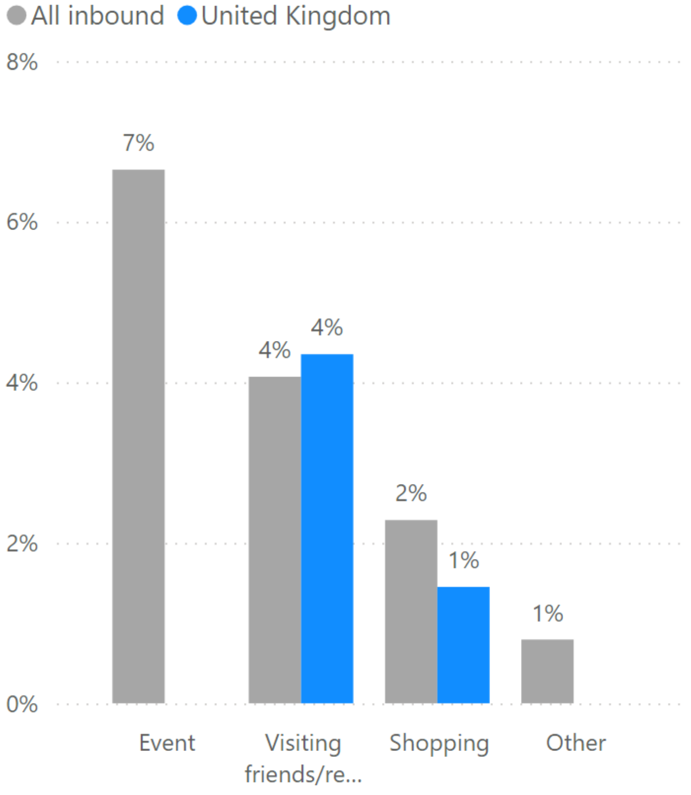
All holiday types

Leisure overnight visitors, 2025



Main purpose of overnight trip (if not holiday)

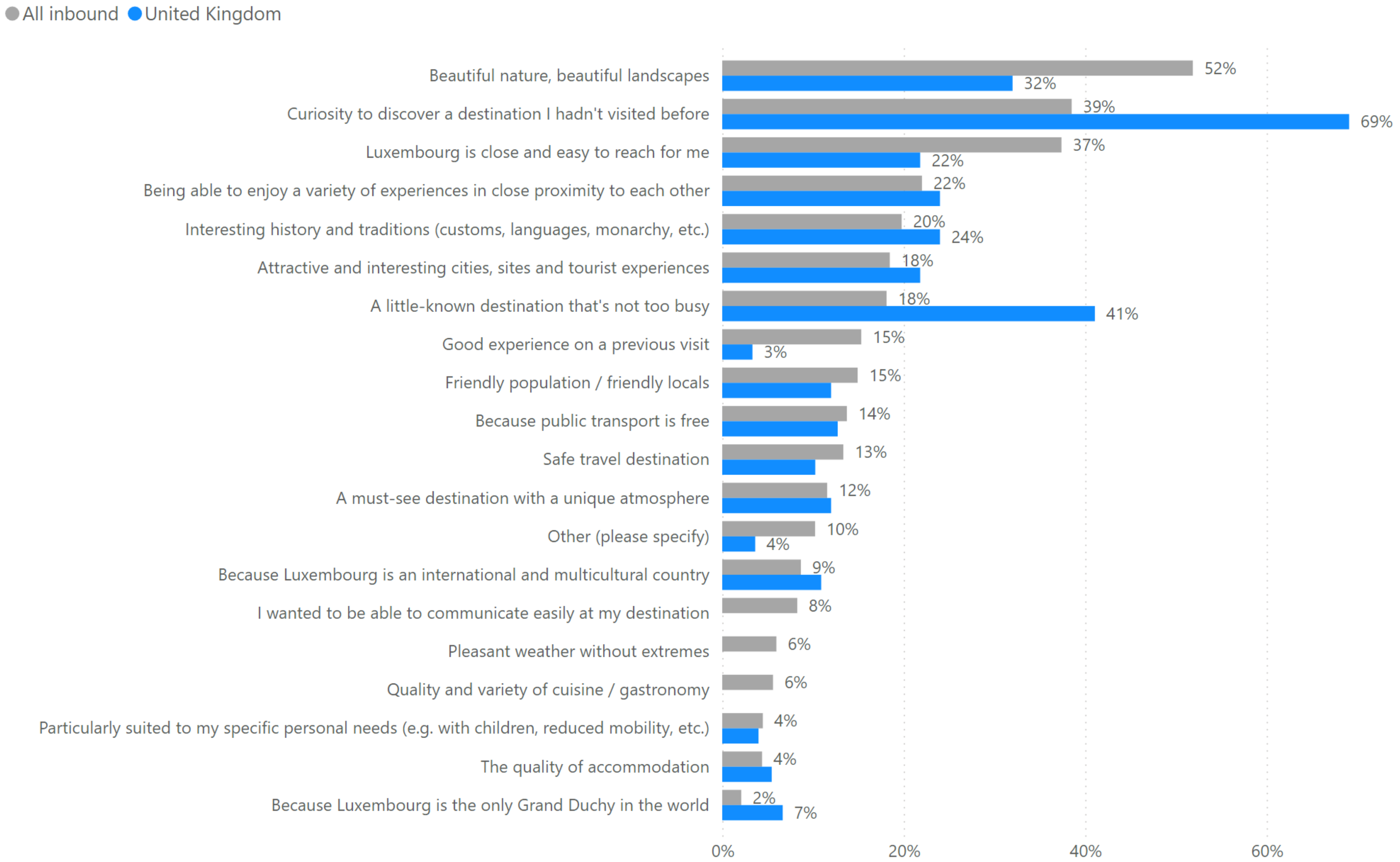
Leisure overnight visitors, 2025



Source: LFT/Ilres Visitor Survey.

Reasons for choosing Luxembourg

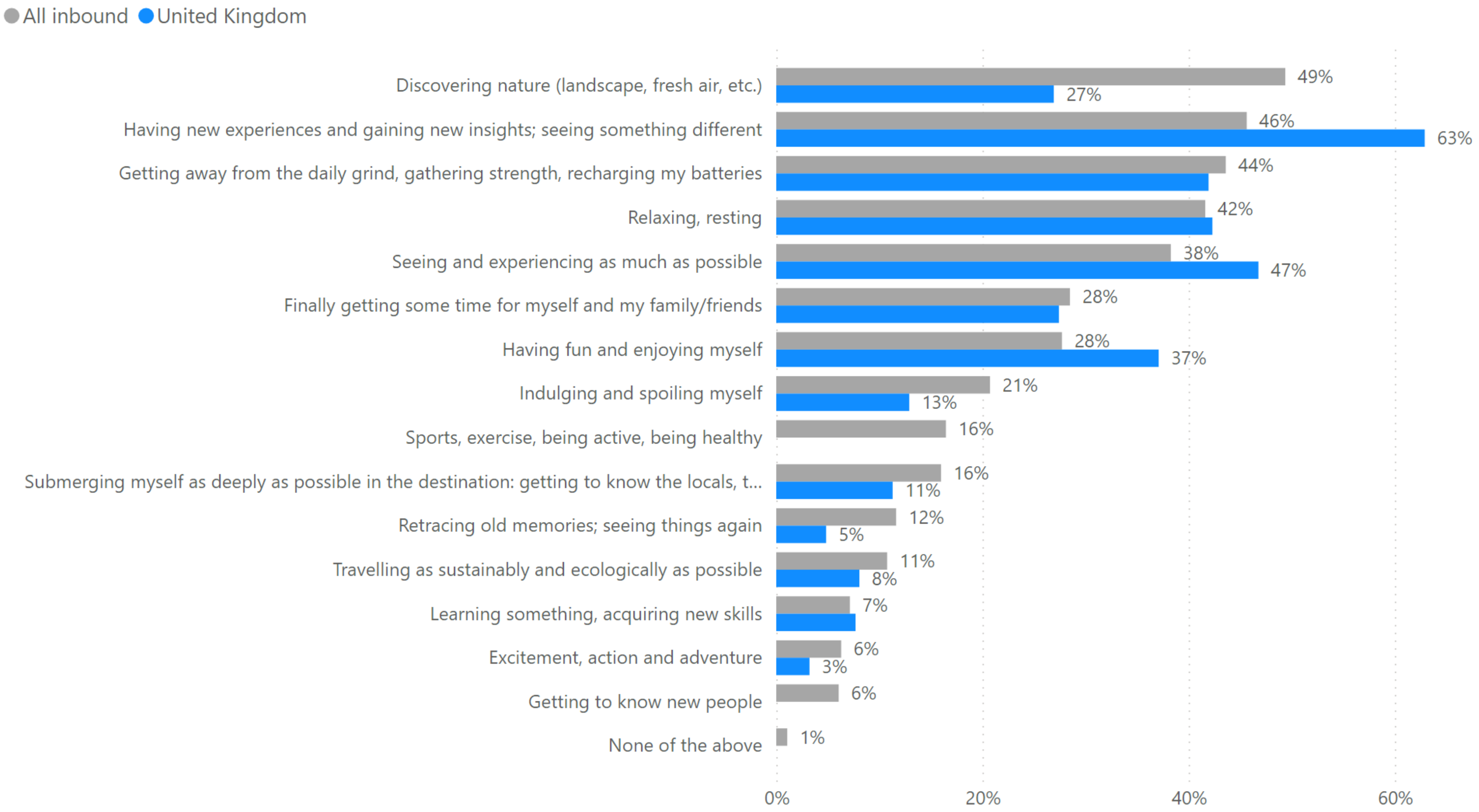
Leisure overnight visitors, 2023–2025



Source: LFT/Ilres Visitor Survey.

Travel Motives

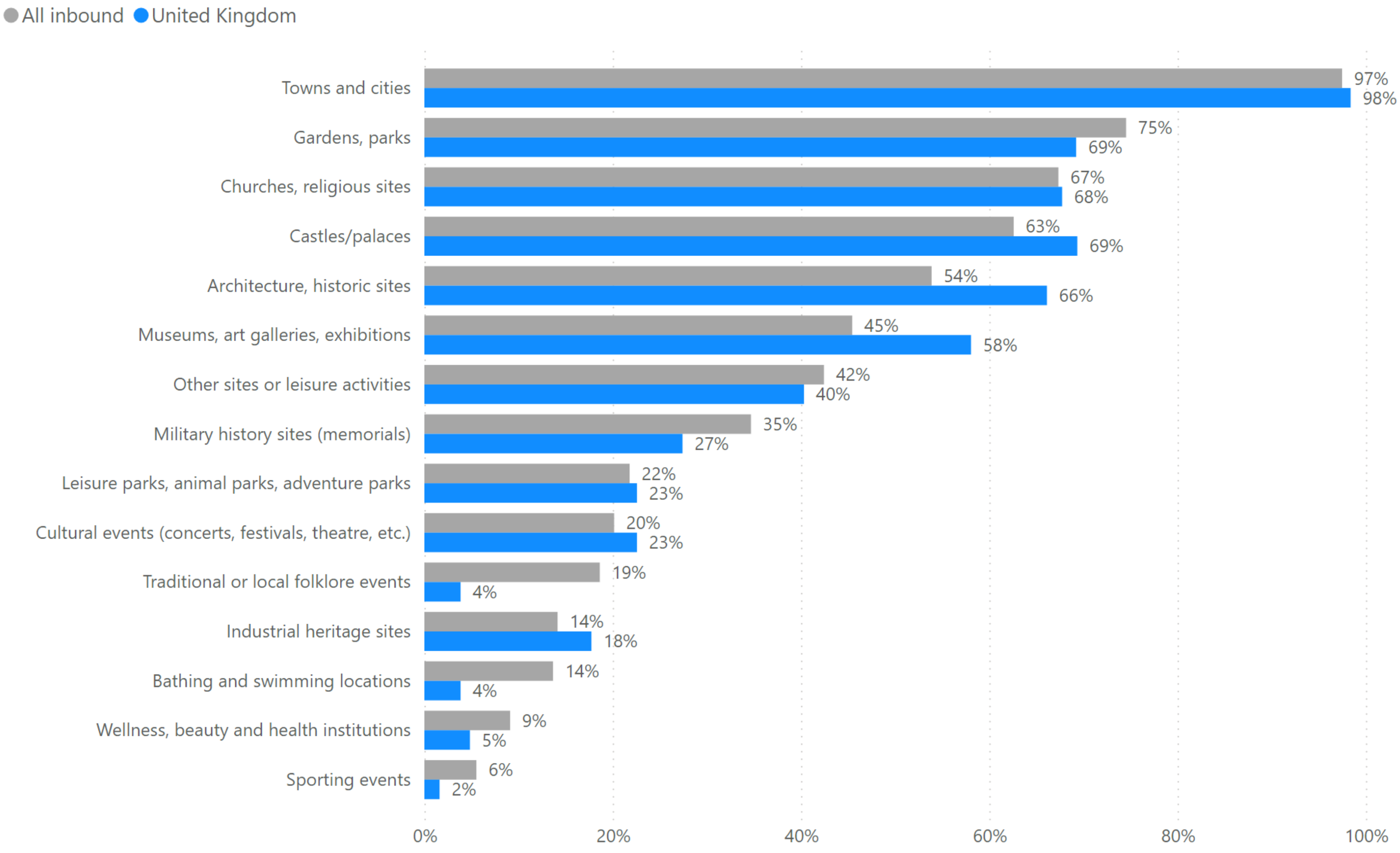
Leisure overnight visitors, 2023–2025



Source: LFT/Ilres Visitor Survey.

Places visited

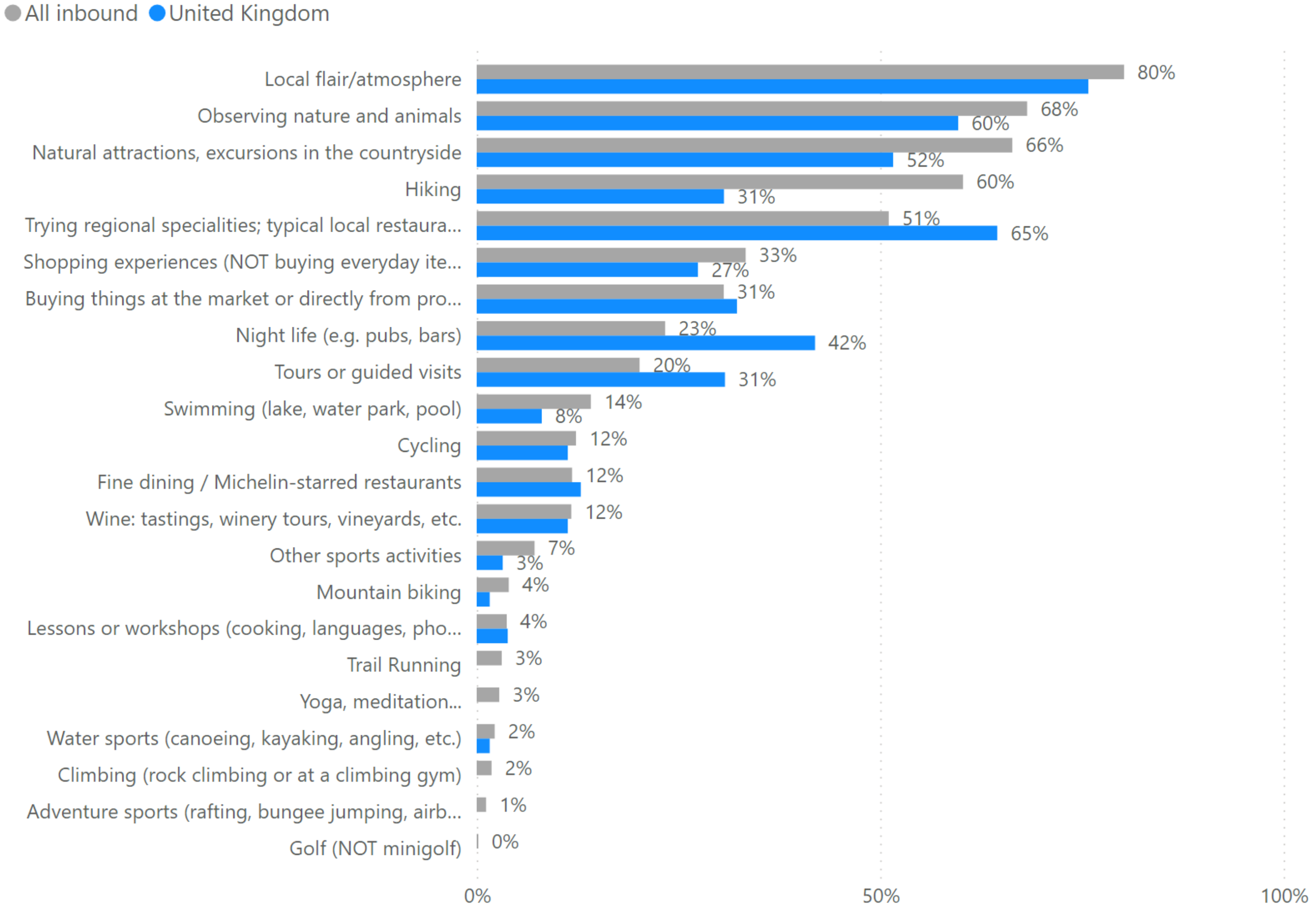
Leisure overnight visitors, 2023–2025



Source: LFT/Ilres Visitor Survey.

Acitivities (sporting and non-sporting)

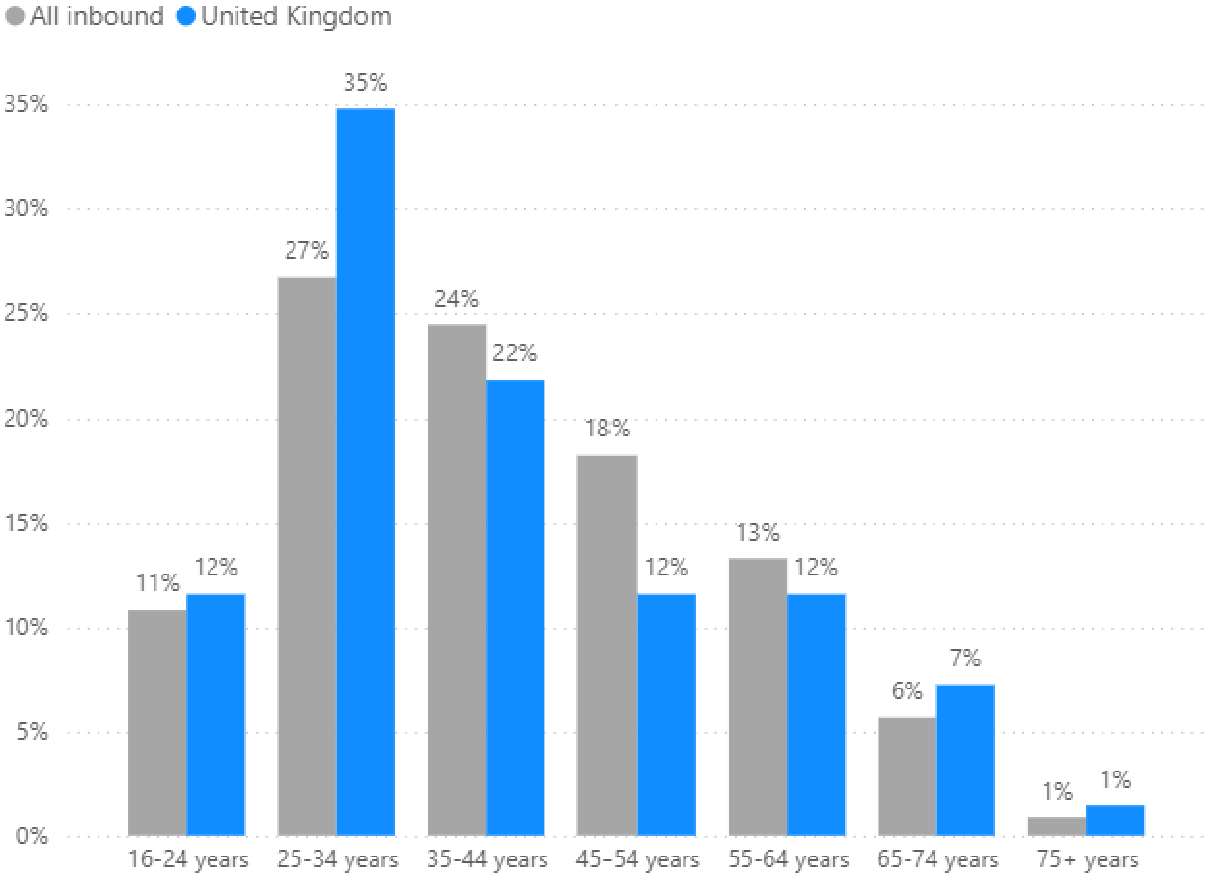
Leisure overnight visitors, 2023–2025



Source: LFT/Ilres Visitor Survey.

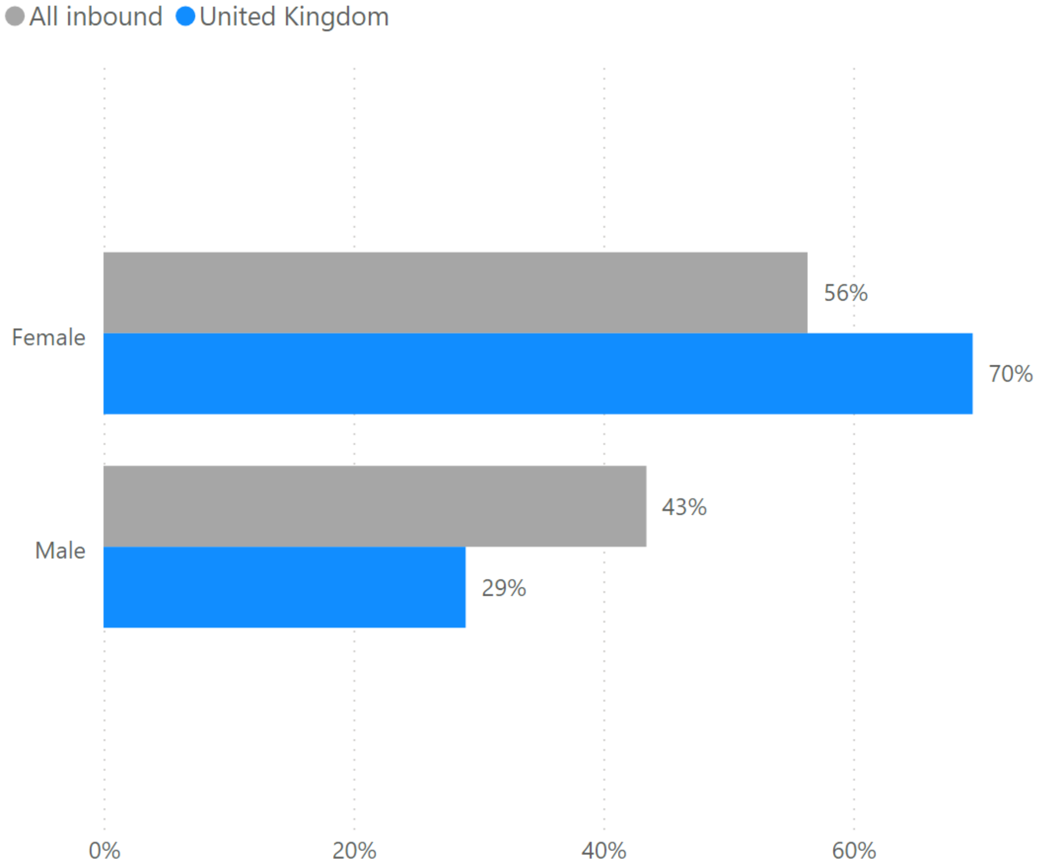
Age

Leisure overnight visitors, 2025



Gender

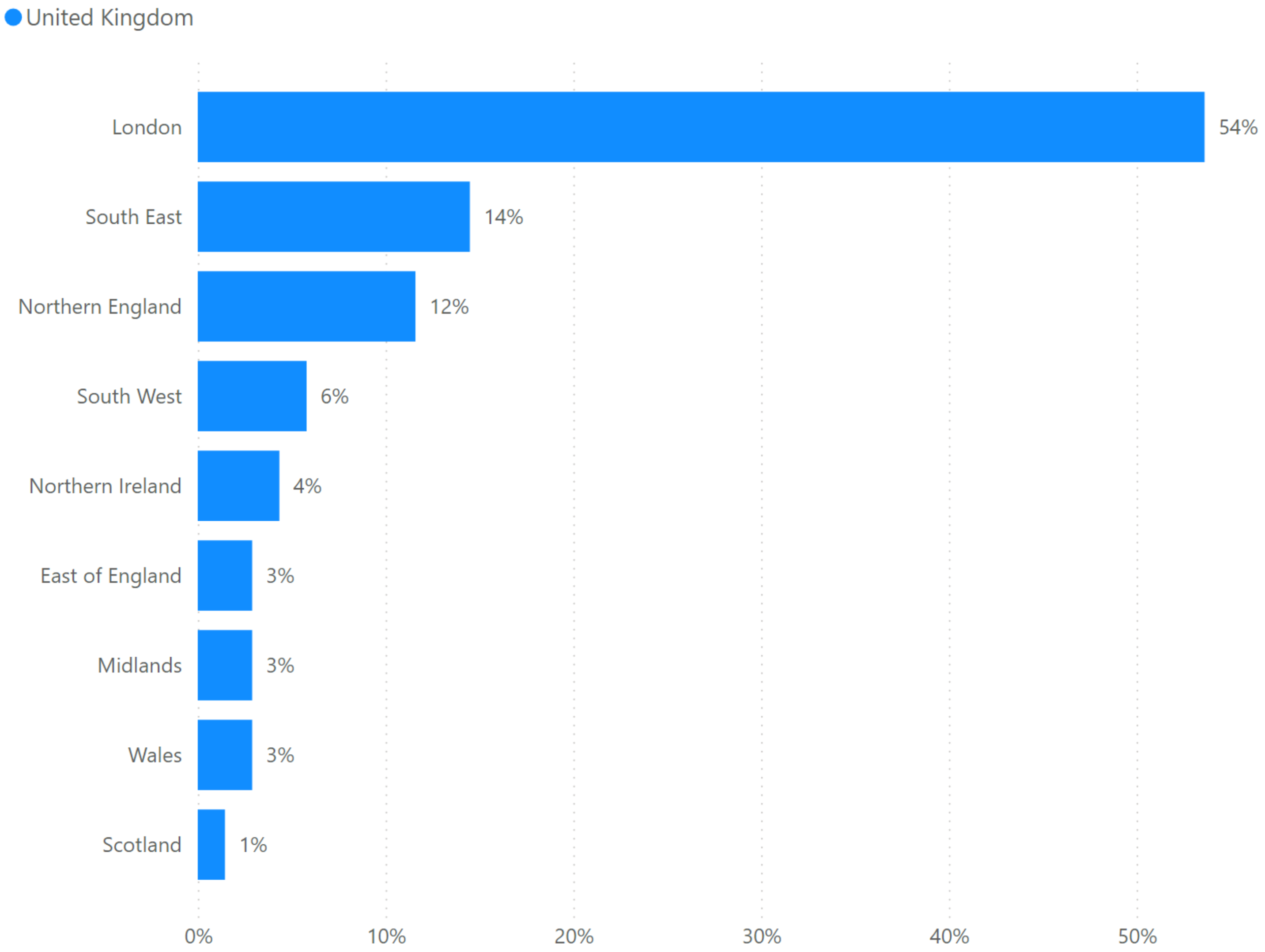
Leisure overnight visitors, 2025



Source: LFT/Ilres Visitor Survey.

Region of origin

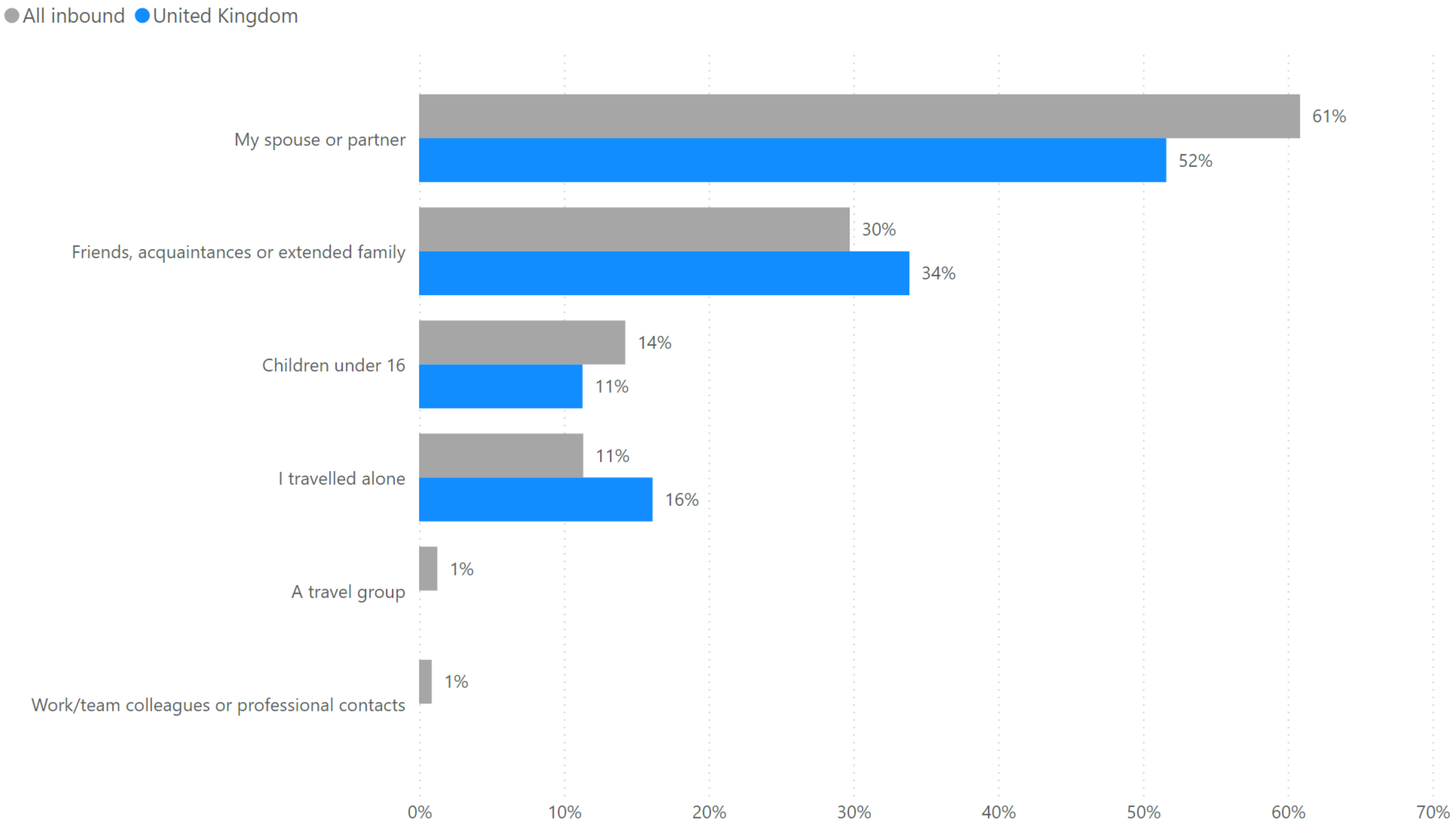
Leisure overnight visitors, 2025



Source: LFT/Ilres Visitor Survey.

Travel party

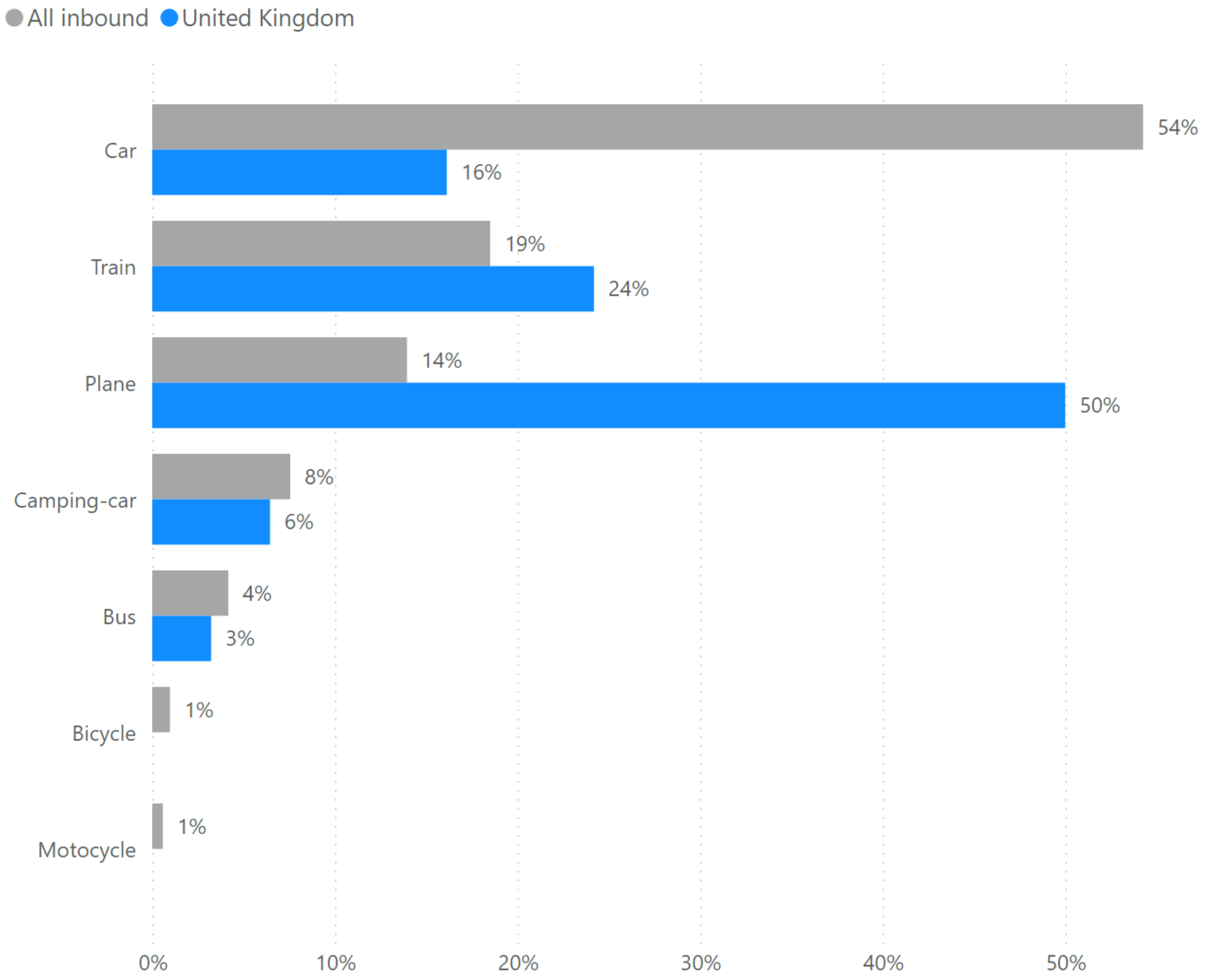
Leisure overnight visitors, 2023–2025



Source: LFT/Ilres Visitor Survey.

Transport to destination

Leisure overnight visitors, 2023–2025



First-time visitors

Leisure overnight visitors, 2025

60%

All inbound

83%

United Kingdom

Visitors spending nights in Luxembourg and abroad during same trip

Leisure overnight visitors, 2025

37%

All inbound

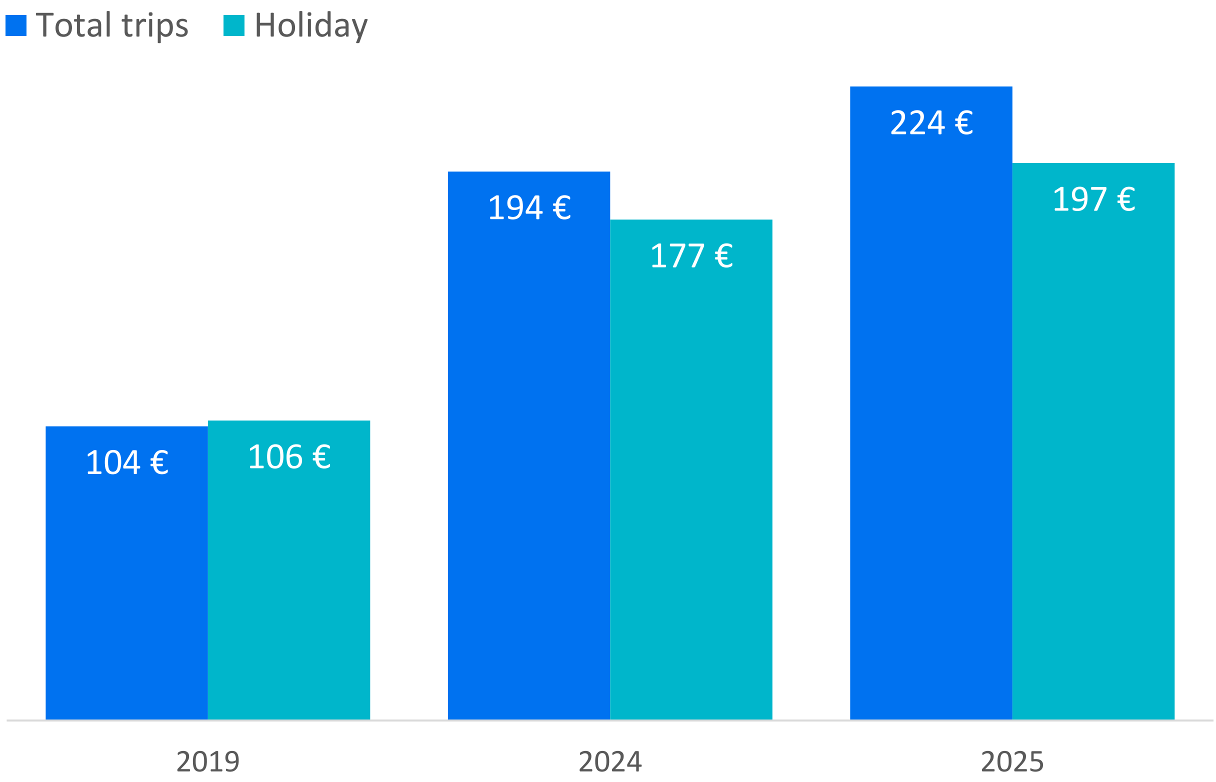
32%

United Kingdom

Source: LFT/Ilres Visitor Survey.

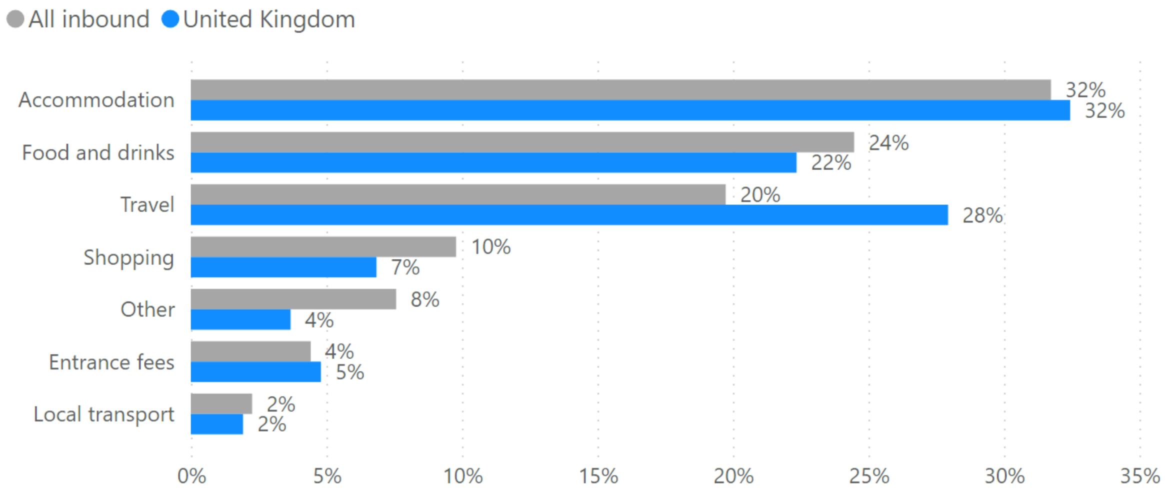
Average expenditure/pers./day

Inbound trips to Luxembourg with overnight (all accommodation)



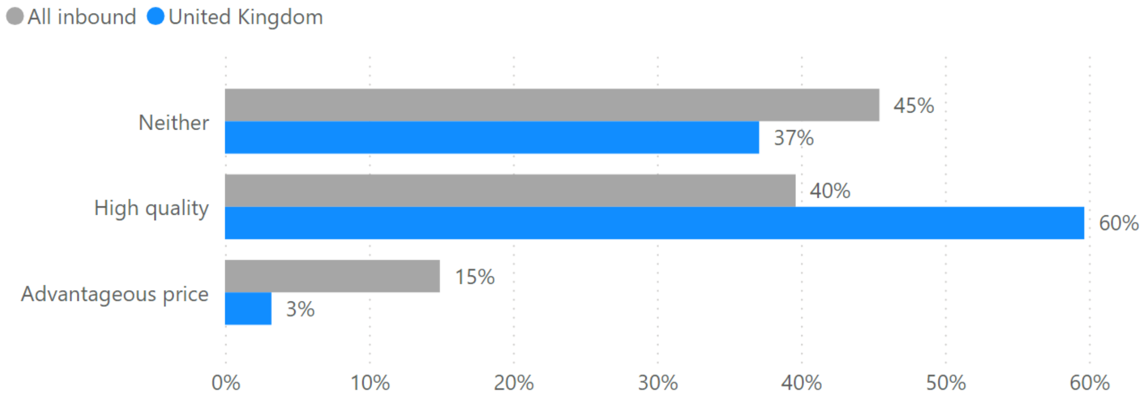
Spending categories

Leisure overnight visitors, 2023–2025



Quality vs. price orientation

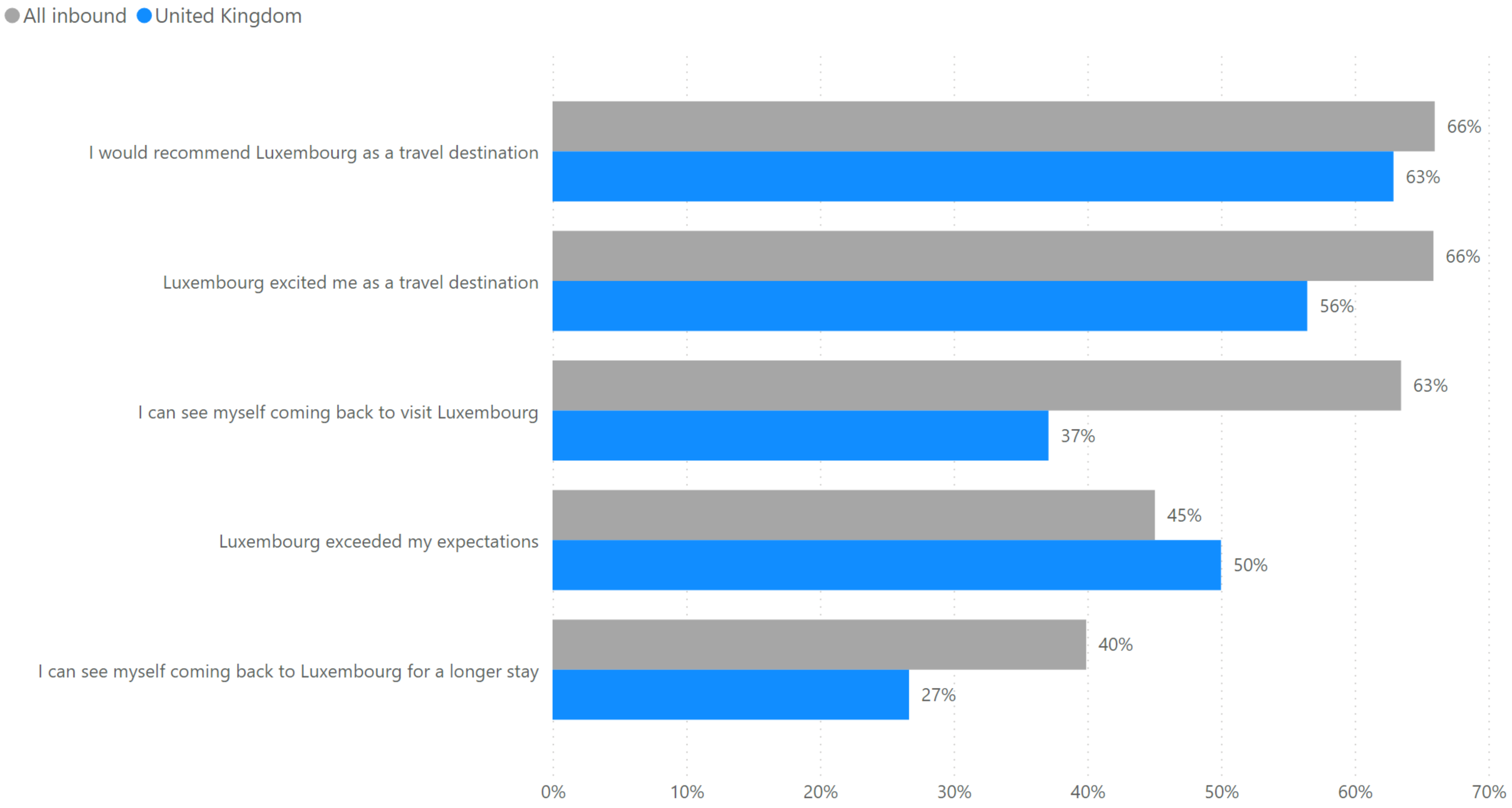
Leisure overnight visitors, 2023–2025



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

Overall satisfaction - % "strongly agree"

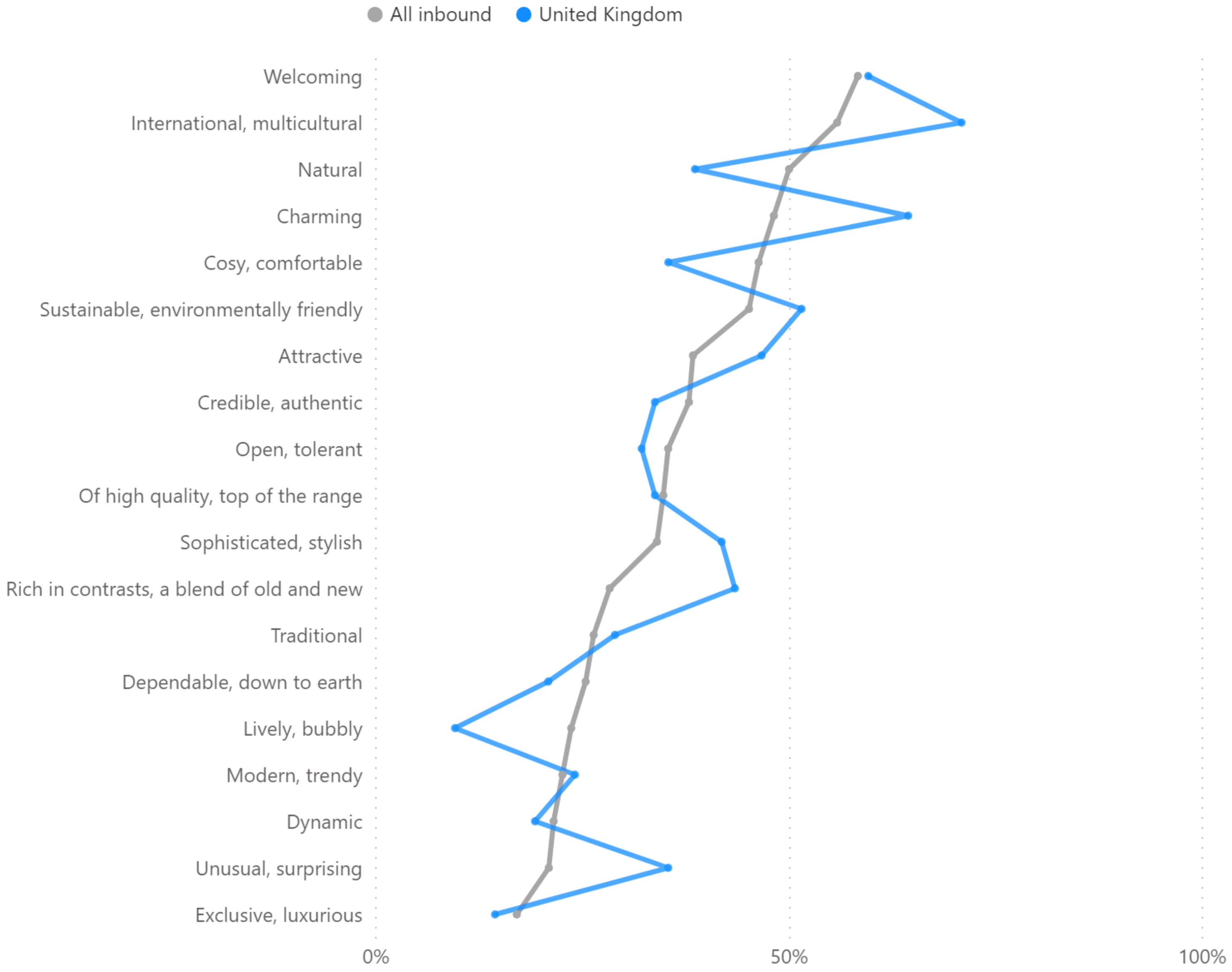
Leisure overnight visitors, 2023–2025



Source: LFT/Ilres Visitor Survey.

Brand features

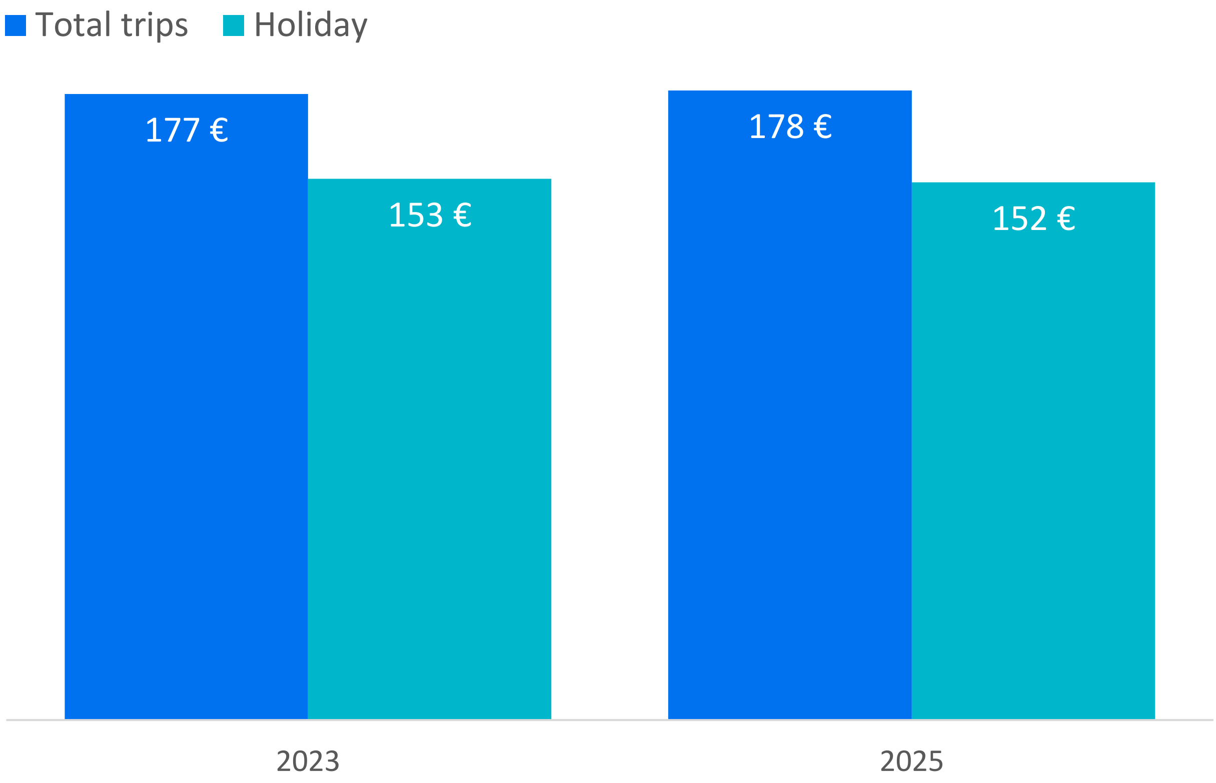
Leisure overnight visitors, 2023–2025



Source: LFT/Ilres Visitor Survey.

Expenditure

Inbound trips to Luxembourg with overnight (all accommodation)



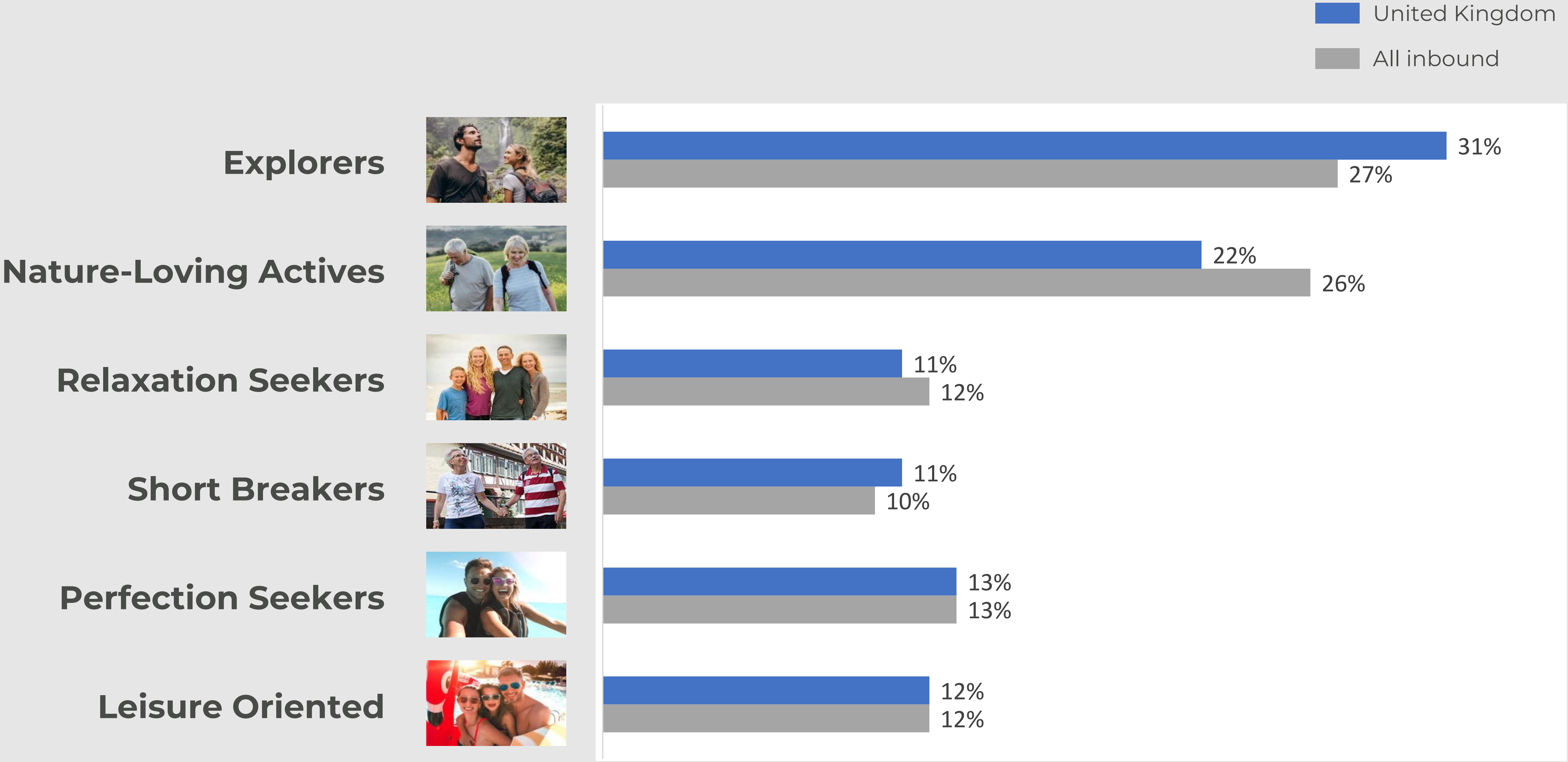
2025

	Ireland to	All inbound to
	Luxembourg	
Spend/day/pers. on **all** trips	178€	196€
Spend/day/pers. on **holiday** trips	152€	175€

Sources: World Travel Monitor/IPK International

Target segments,
Brand & Growth Potential

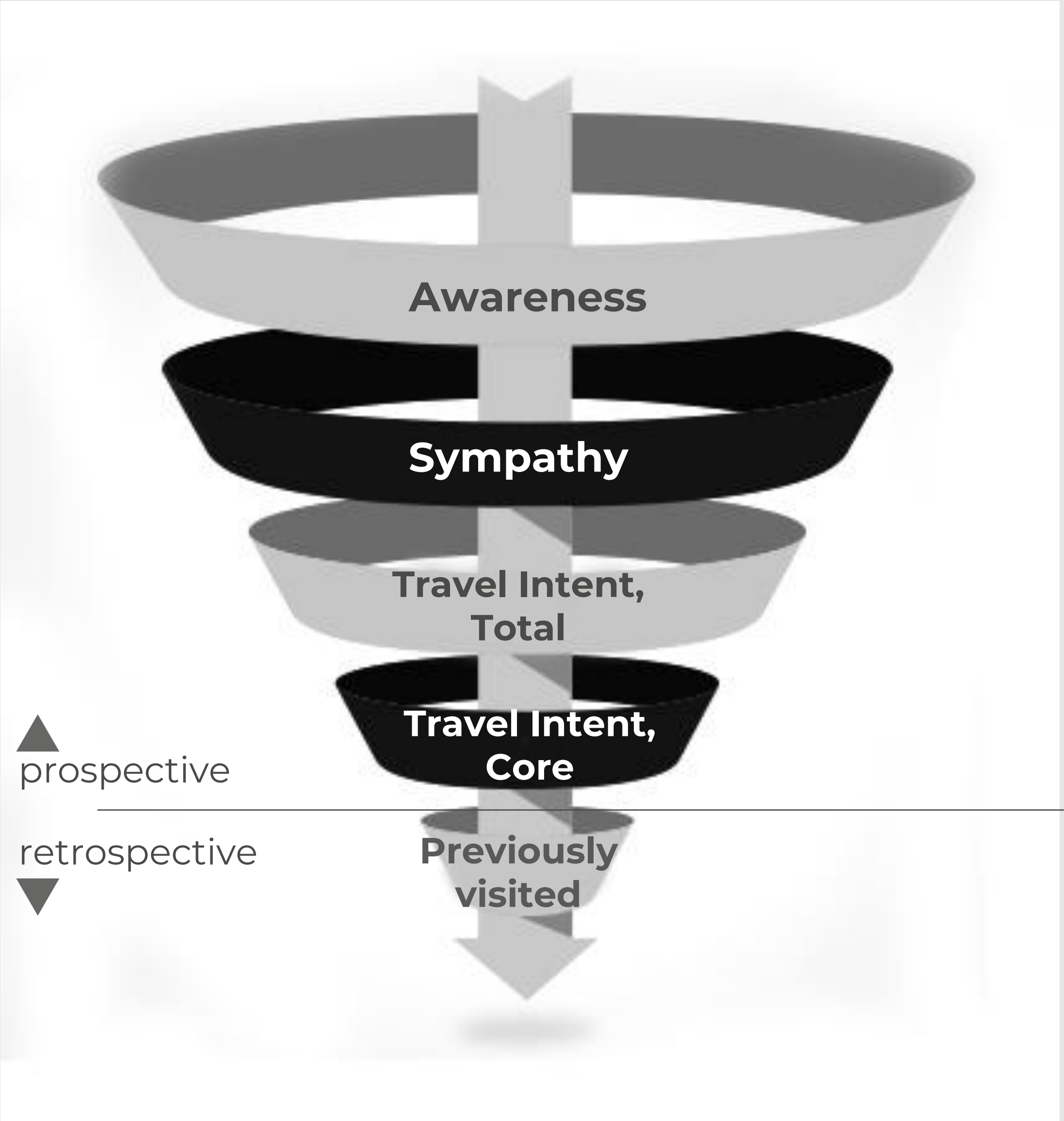
LFT Target Segments



Source: LFT (estimate).

Destination Luxembourg - Brand Funnel 2024

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

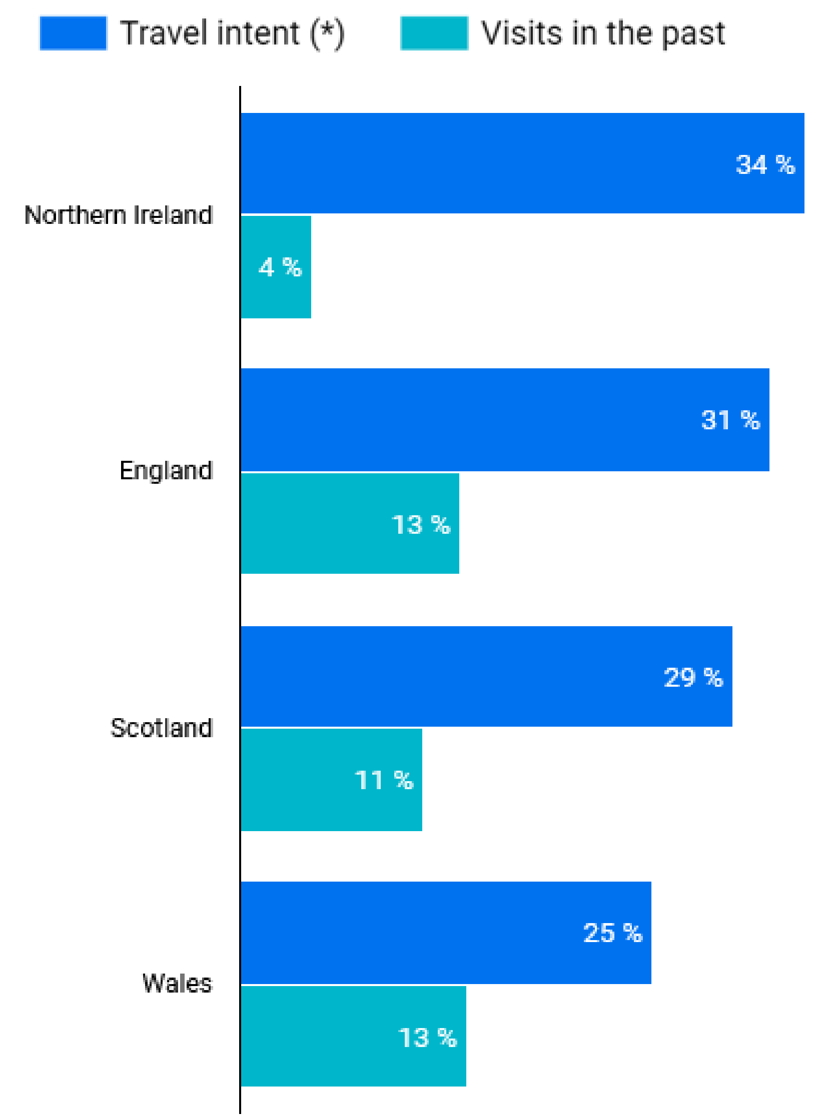


	🇬🇧		🇪🇺	
Awareness	84%		83%	
		62%		70%
Sympathy	52%		58%	
		60%		64%
Travel Intent, Total	31%	23%	37%	28%
Travel Intent, Core	12%		16%	
Previously visited	11%		19%	

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.

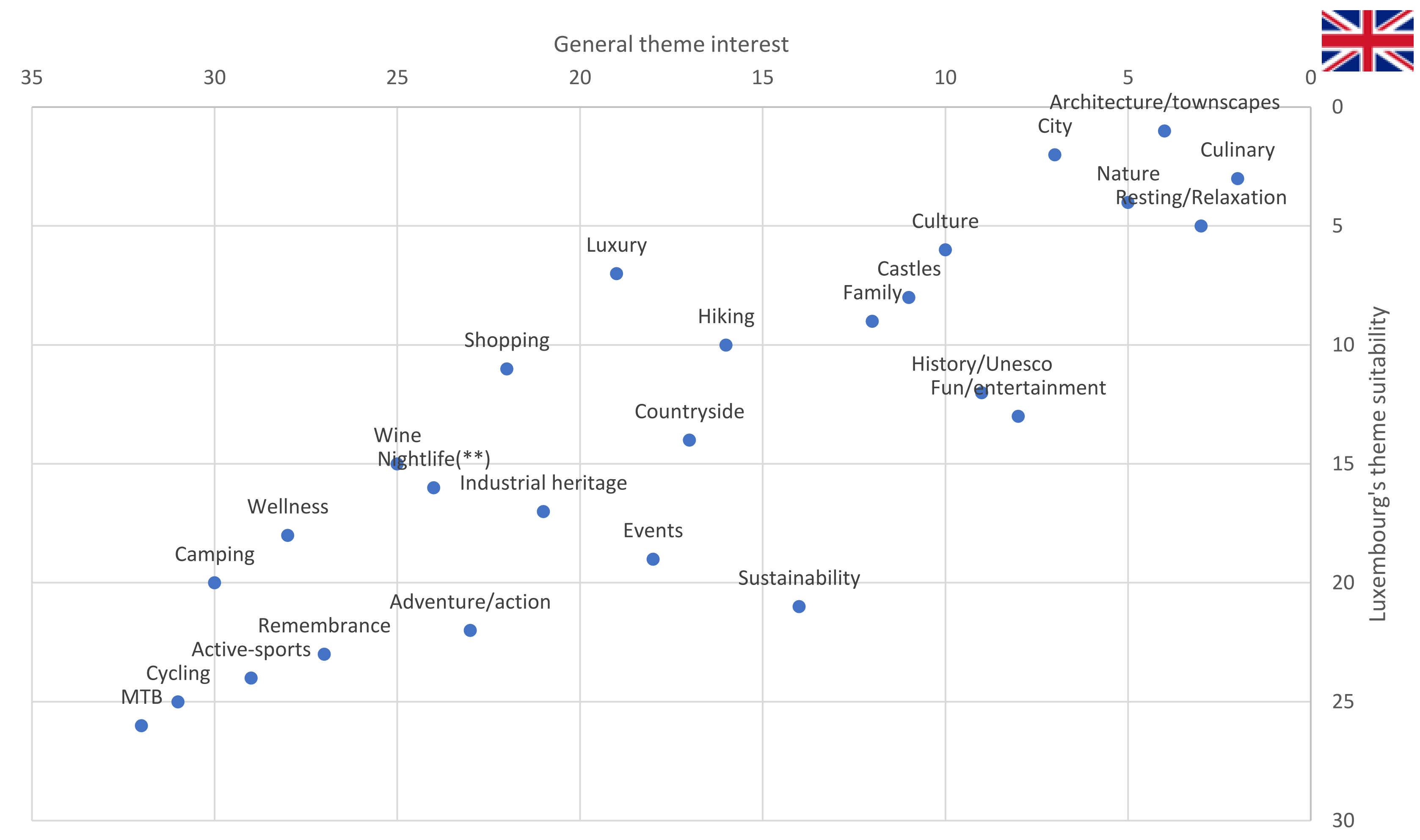
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) 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.

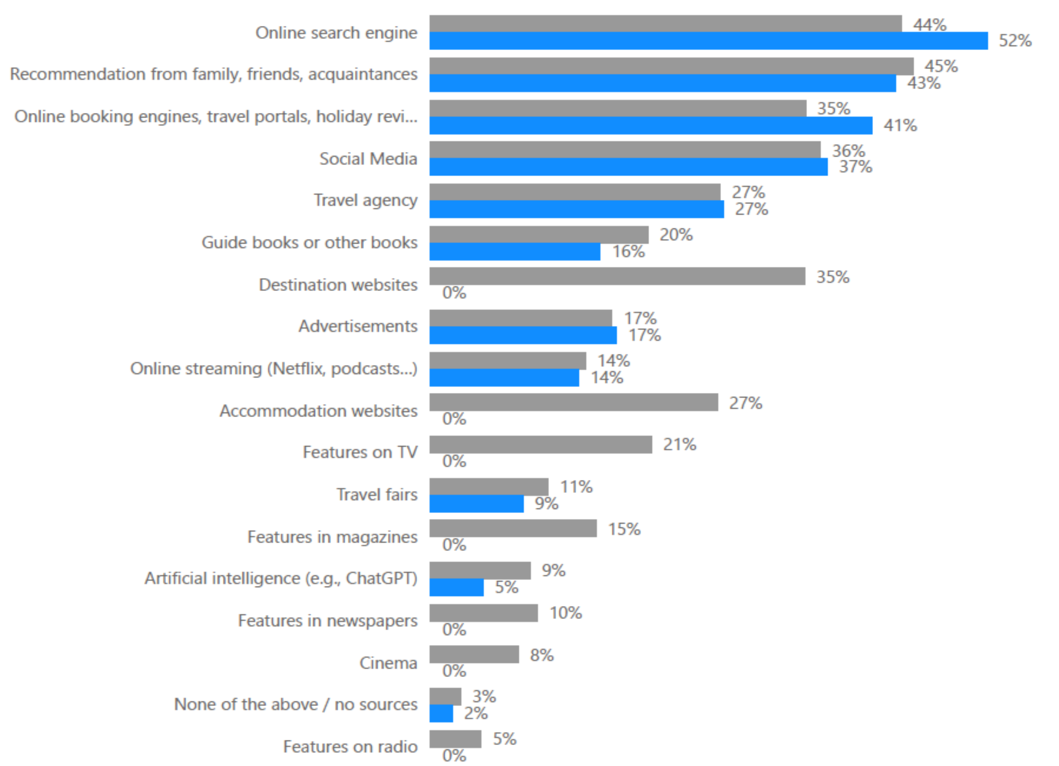
Trip organisation and preferences (1)

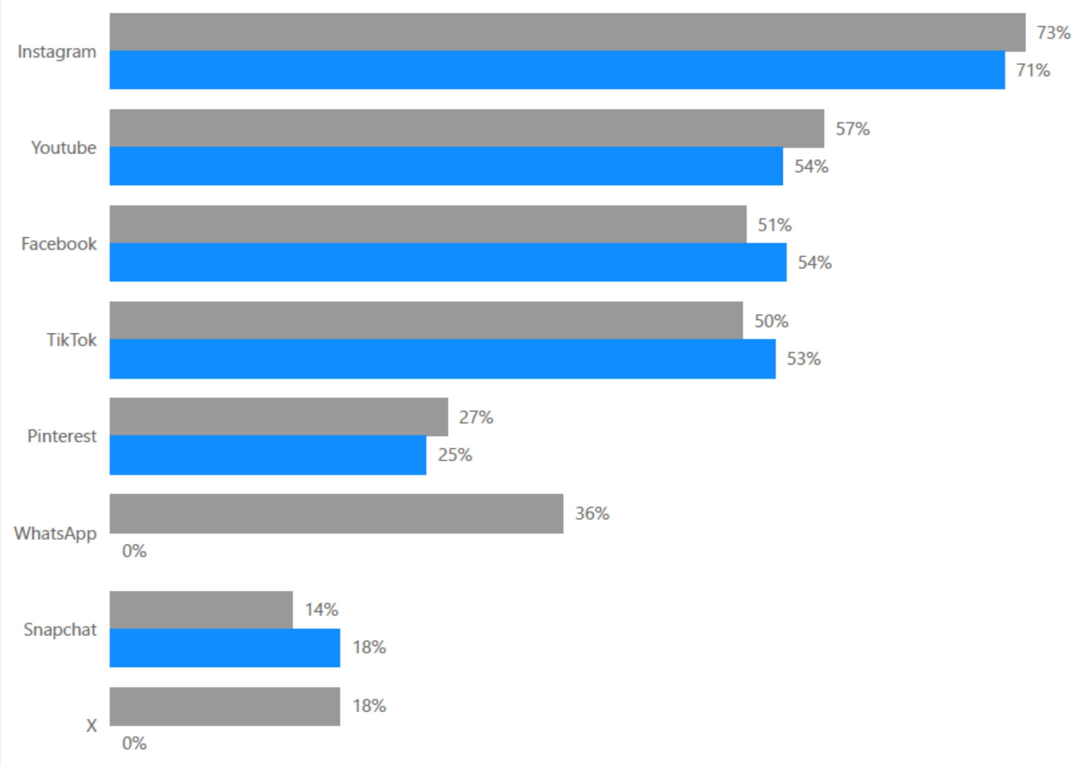
— Average **European source markets**, total vs. United Kingdom

🟦 United Kingdom

▨ All inbound

Preferred sources of travel inspiration





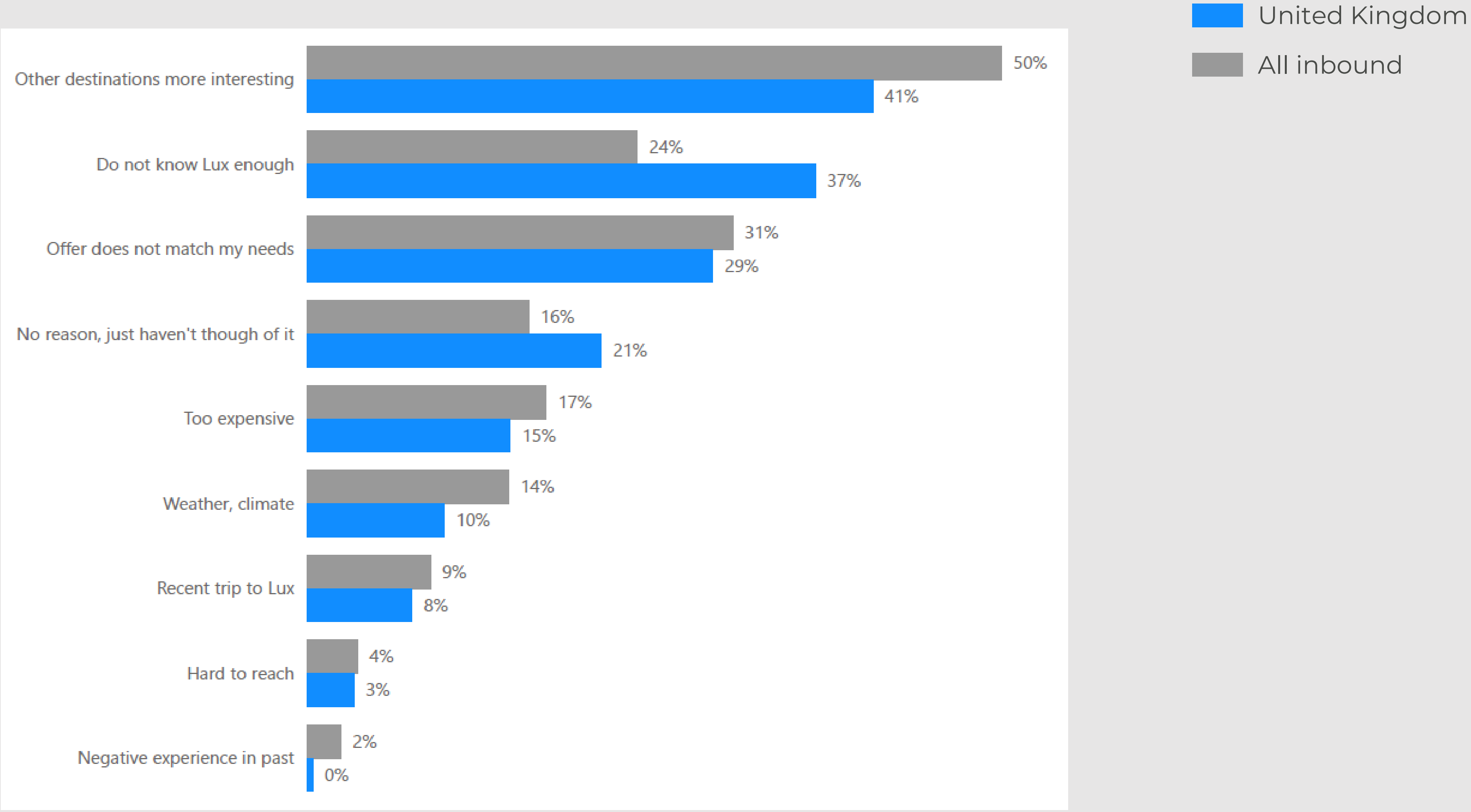
Interest for longer stays and cross-border stays to Luxembourg (in case of general travel intent to Luxembourg)

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

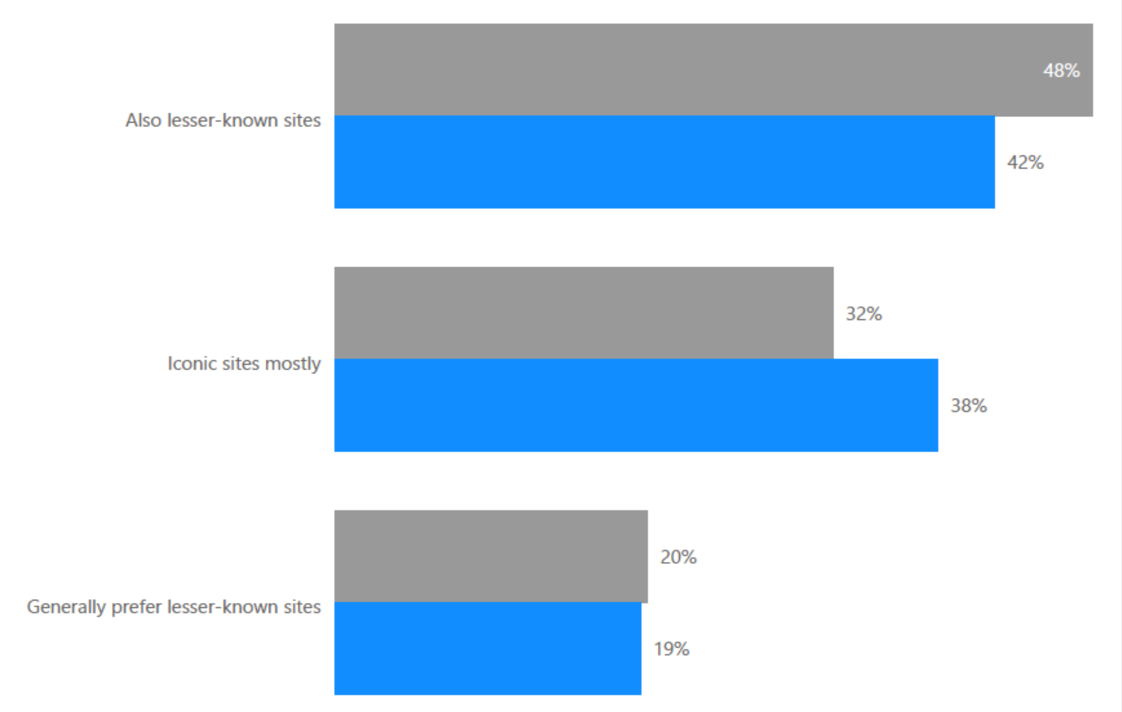


Source: LFT Brand & Potential Study, 2024.

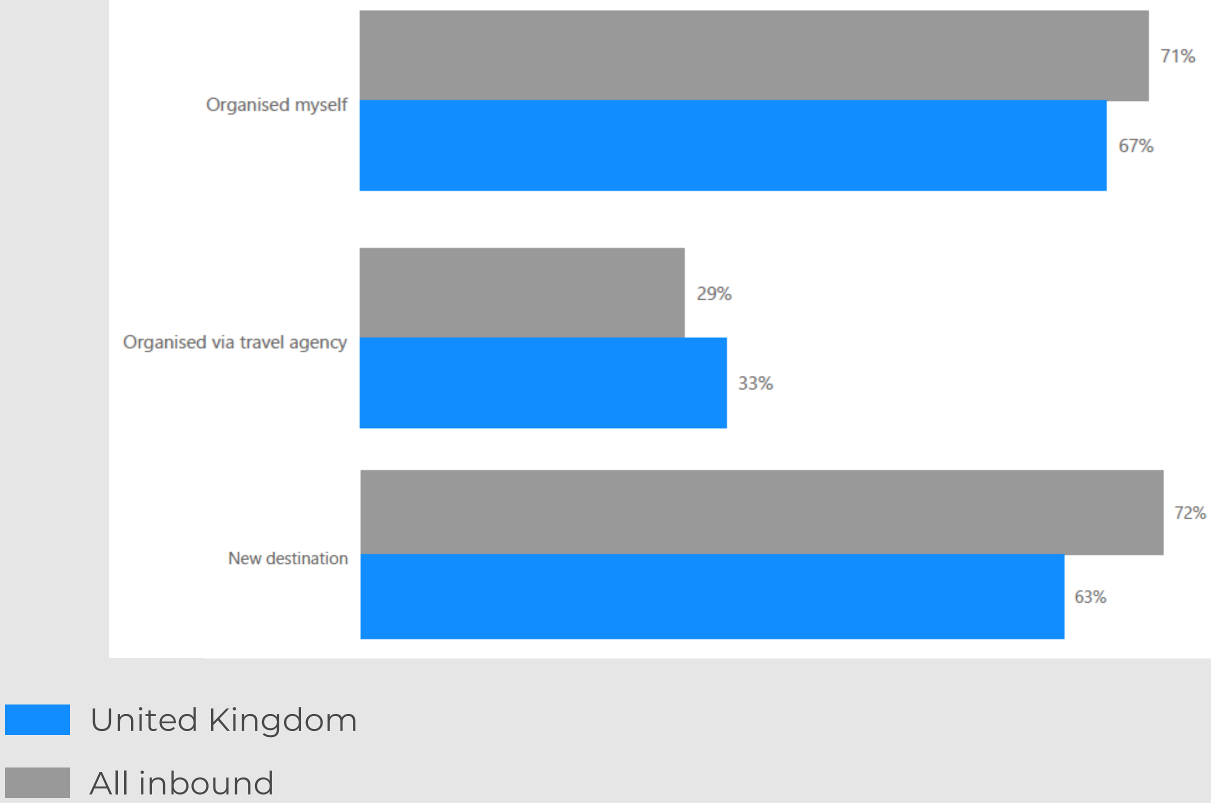
Trip organisation and preference (3)

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

General preference for visiting iconic vs. lesser-known sites



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

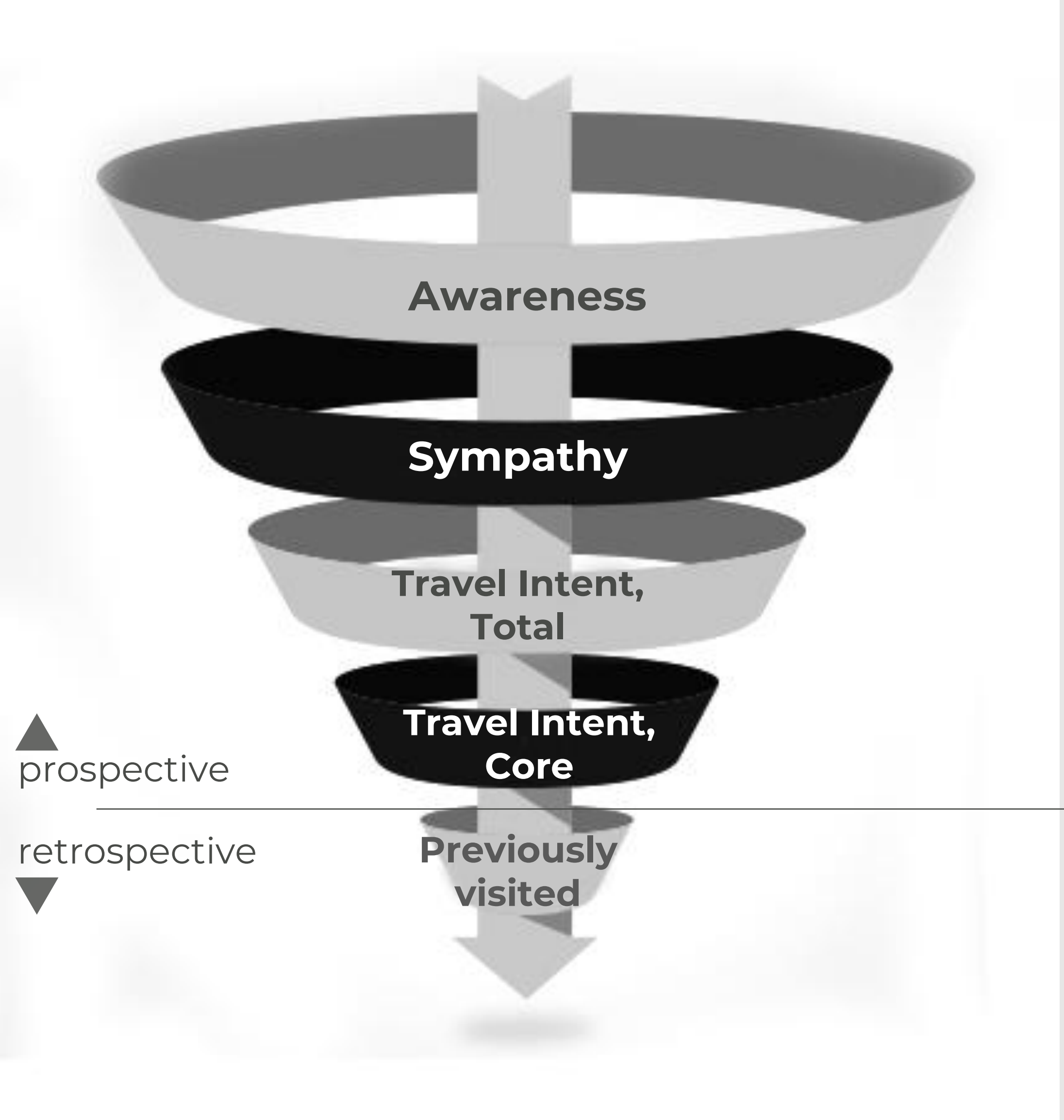


(*) During last outbound holiday trip .

Source: LFT Brand & Potential Study, 2024.

Destination Luxembourg - Brand Funnel 2024

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

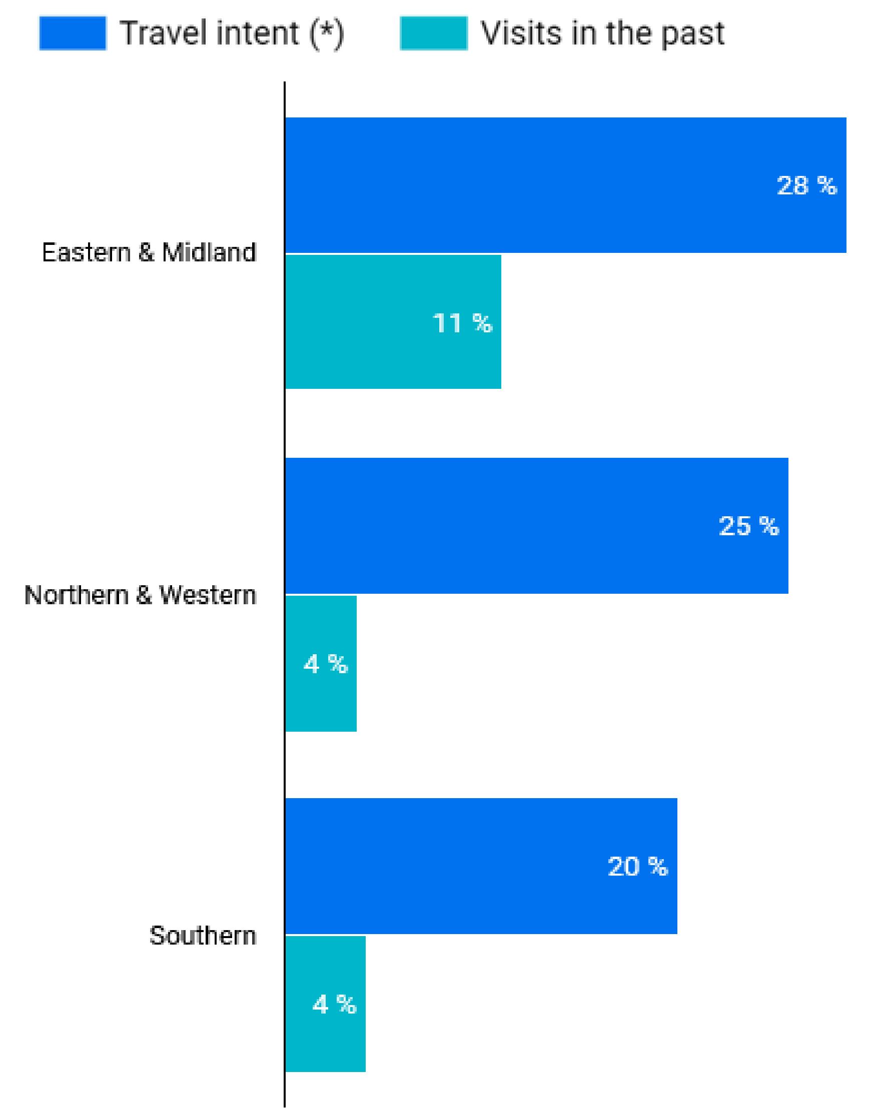


Awareness	91%		83%	
	58%		70%	
Sympathy	53%		58%	
	49%	21%	64%	28%
Travel Intent, Total	26%		37%	
Travel Intent, Core	11%		16%	
Previously visited	8%		19%	

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.

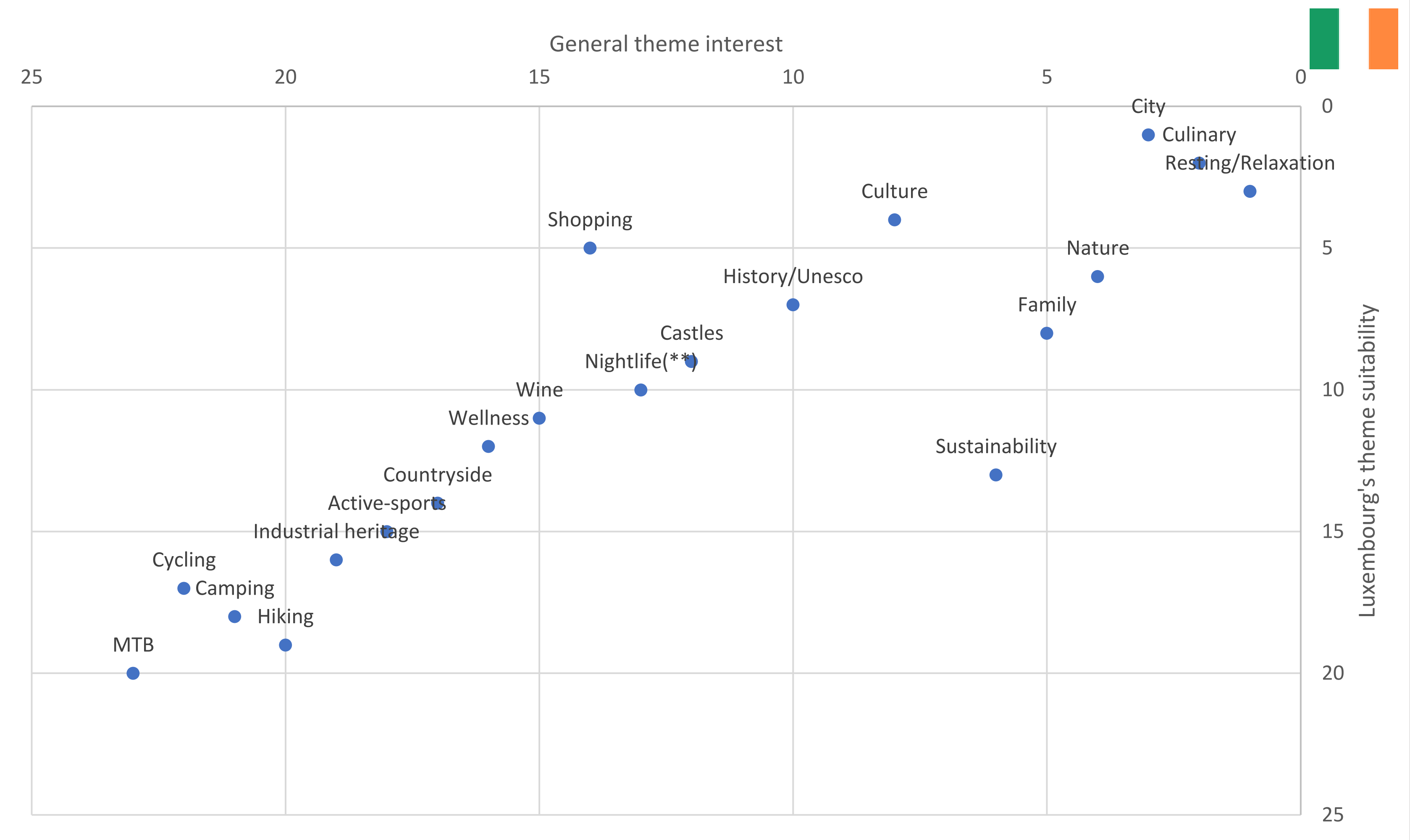
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) 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 (*)

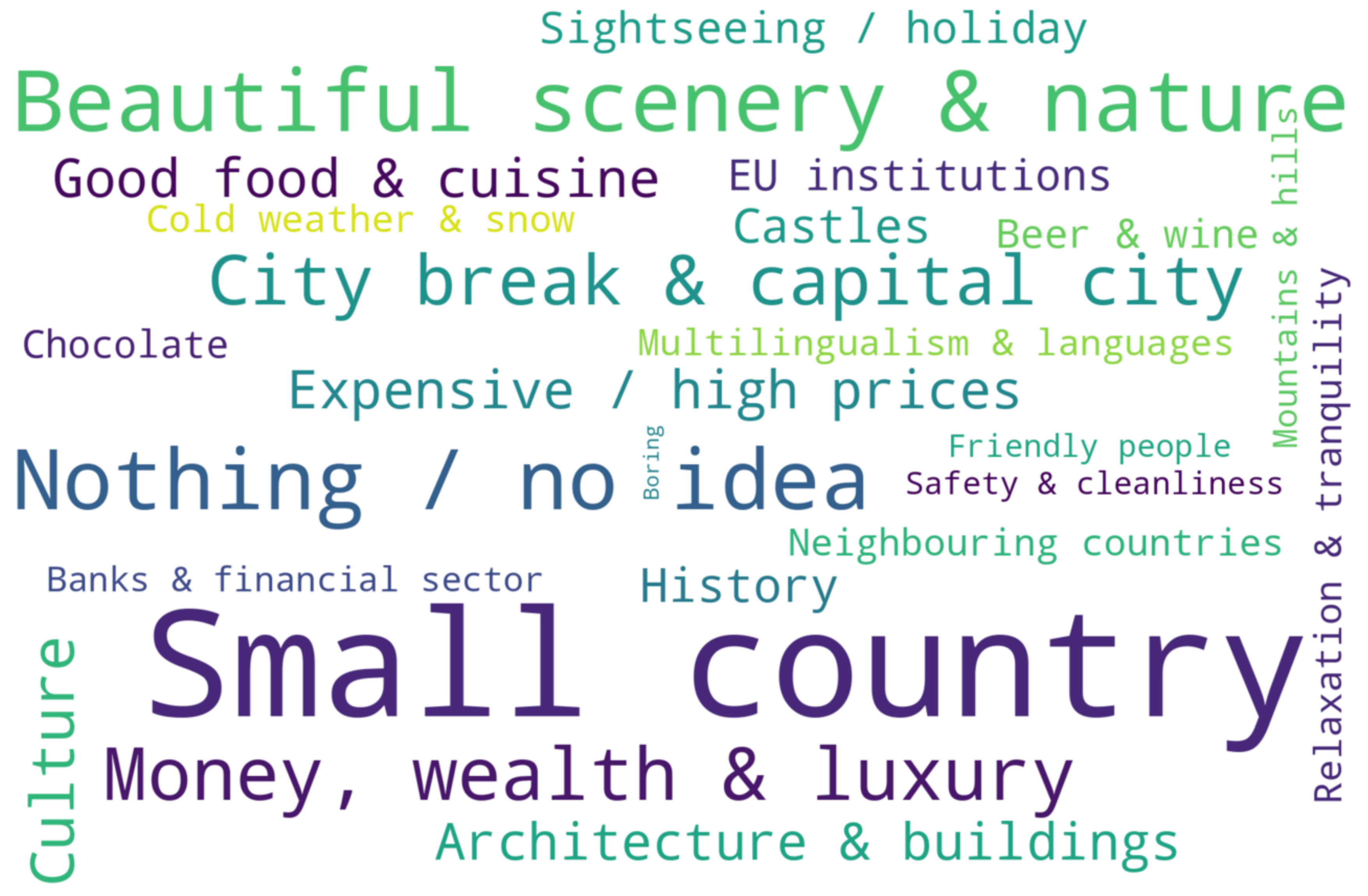
Feature	🇪🇺	🇮🇪	🇮🇪
	Rank	**Rank**	% agreeing
of high quality	2	**1**	42%
safe	1	**2**	41%
attractive, appealing	6	**3**	41%
welcoming, hospitable	3	**4**	40%
exclusive, luxurious	7	**5**	37%
authentic, real	4	**6**	37%
open-minded, tolerant, international	5	**7**	36%
lively, trendy	12	**8**	32%
dynamic,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

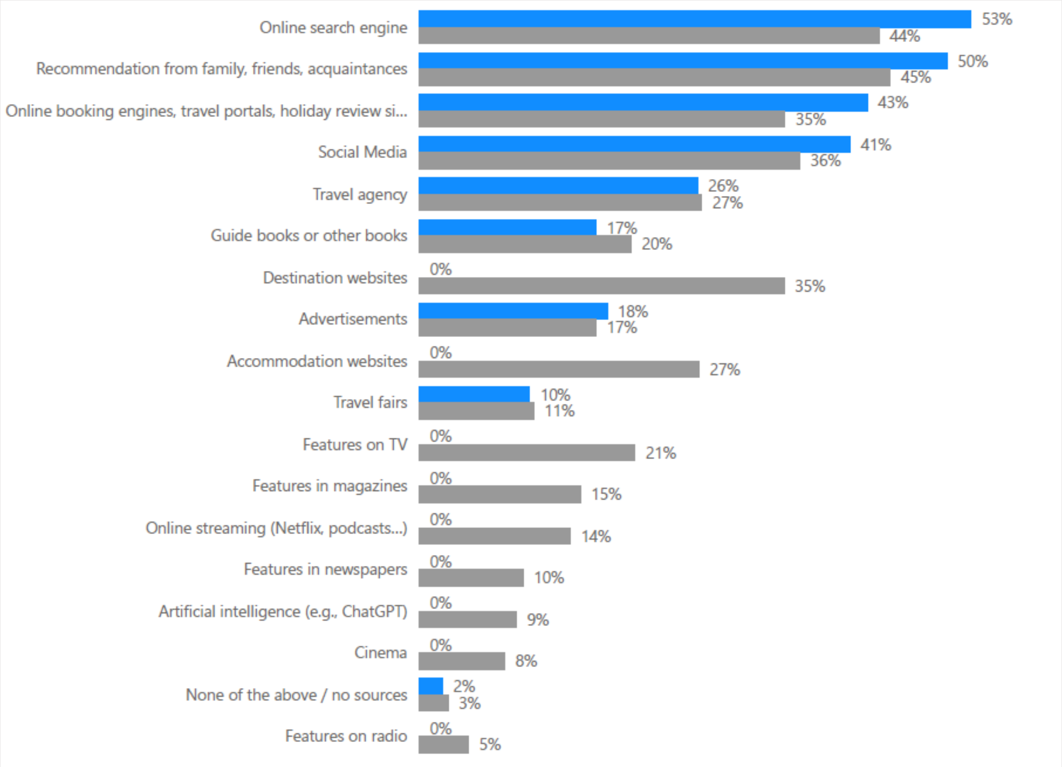
Trip organisation and preferences (1)

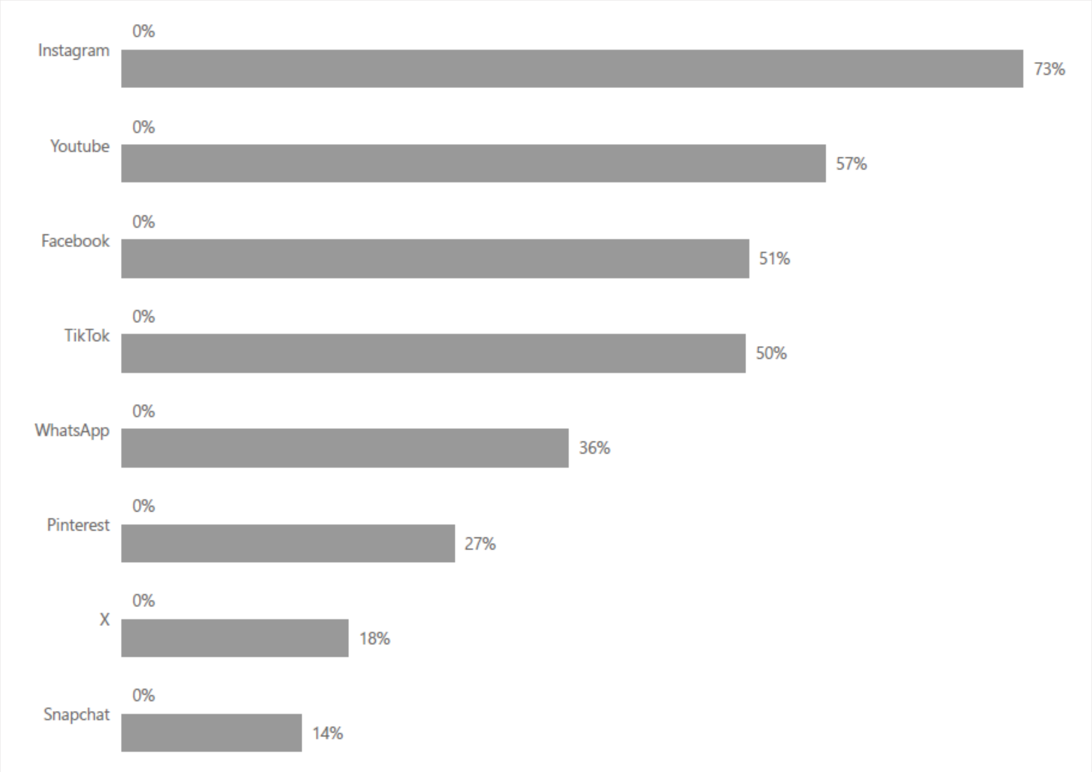
— Average **European source markets**, total vs. Ireland

🟦 Ireland

⬛ All inbound

Preferred sources of travel inspiration





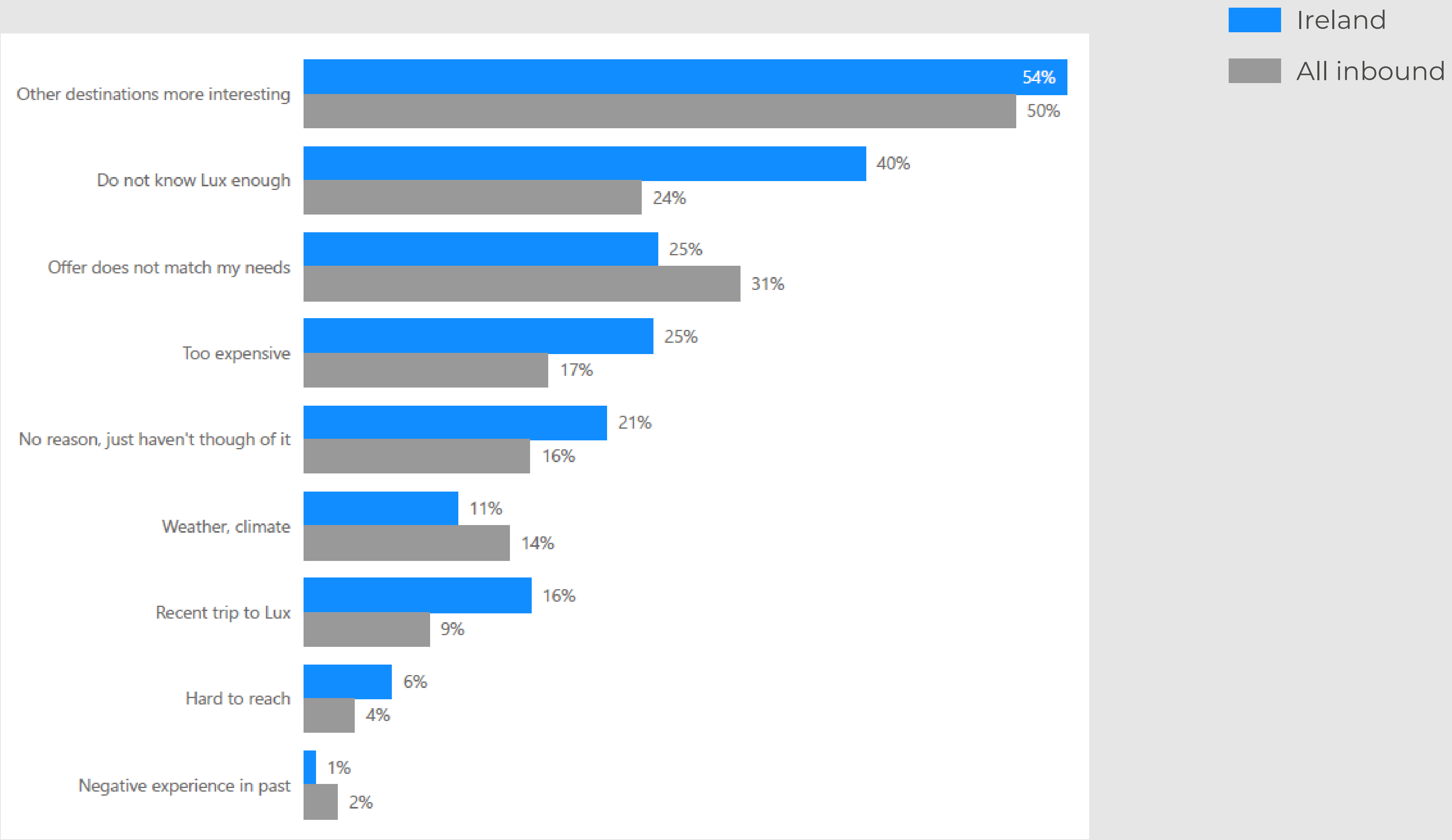
Interest for longer stays to Luxembourg (in case of general travel intent to Luxembourg)

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

Alain Krier
Head of Insights & Strategy
T. +352 42 82 82 36
alain.krier@LfT.lu

VISIT
LUXEMBOURG

Luxembourg for Tourism GIE
6, rue Antoine de Saint-Exupéry
L-1432 Luxembourg-Kirchberg
www.visitluxembourg.com