



Luxembourg for Tourism
Market profile
UNITED STATES

2024

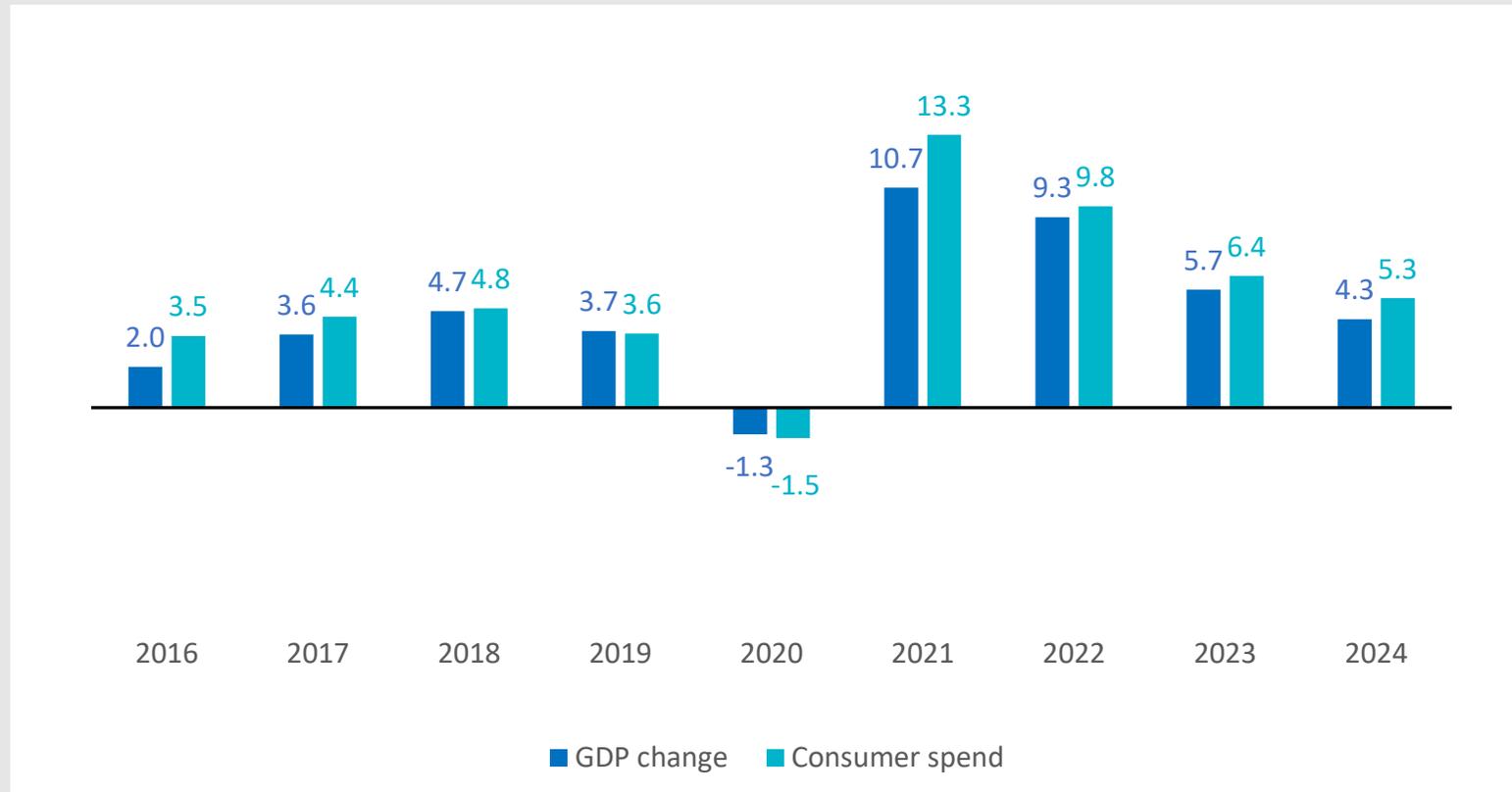


Economic indicators & General Travel Demand

Economic indicators – General travel demand



GDP and consumer spending, % annual change



Economy & population

GDP (\$) per capita
85,935

Unemployment (%)
4.03

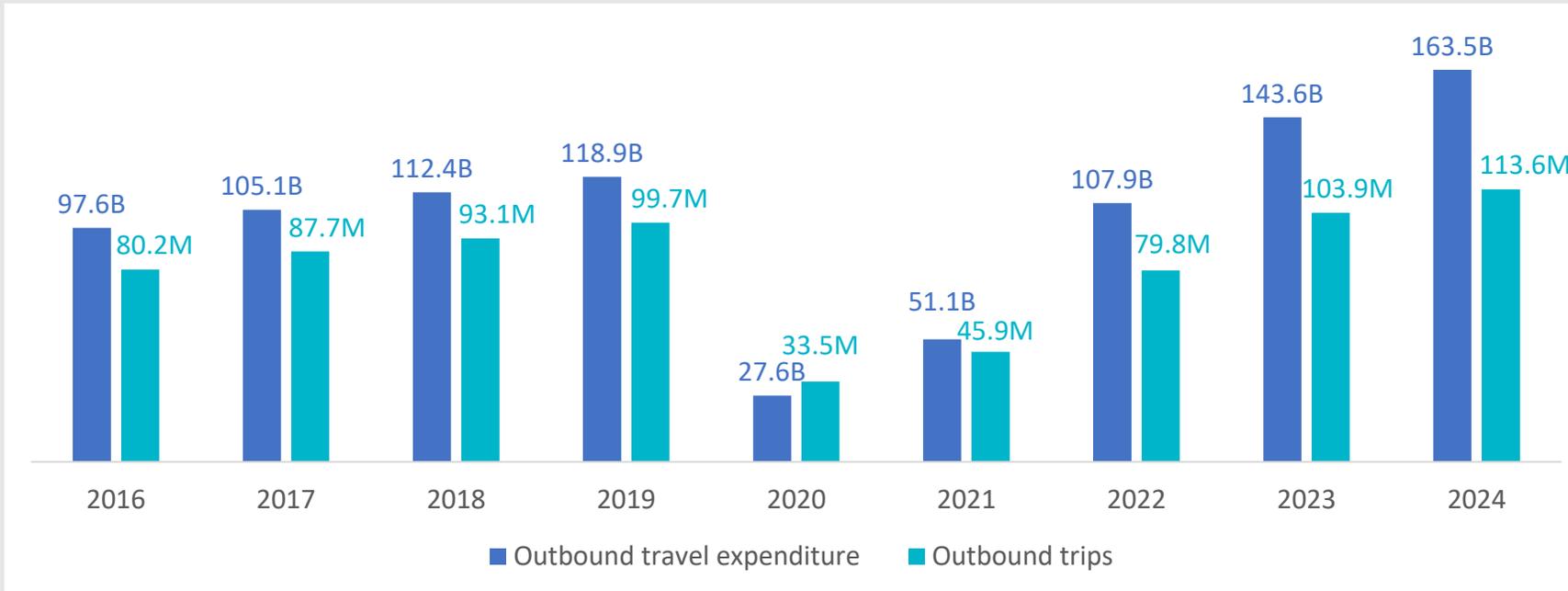
Inflation(%)
2.95

Population
339,615,800

Economic indicators – General travel demand



Outbound trips and travel expenditure



Outbound travel intensity
0.33 trips
per inhabitant (2024)

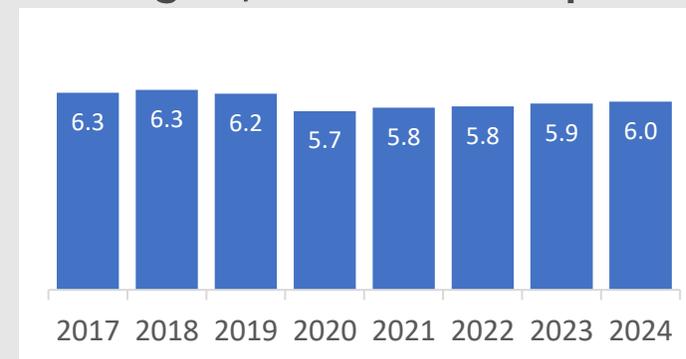
Average spend
per outbound trip (2024)
1,438 \$

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2024)
89.1%

Average length of stay, nights, all outbound trips





Arrivals & nights in paid accommodation

Nights in paid accommodation

2024 and 2018-2024

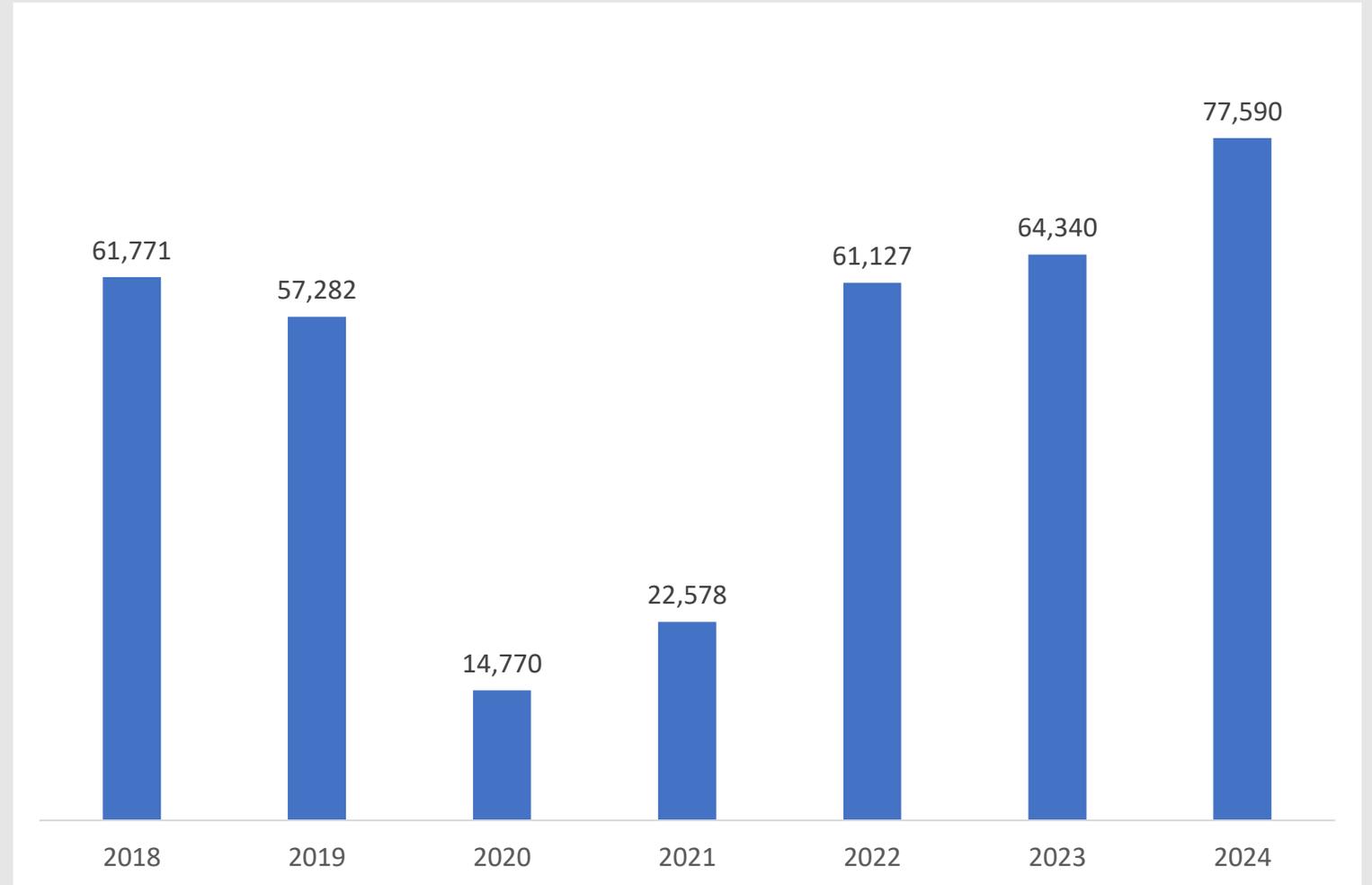


Nights,
paid accommodation, 2024



+21% (vs. 2023)

+35% (vs. 2019)



Arrivals in paid accommodation

2024 and 2018-2024

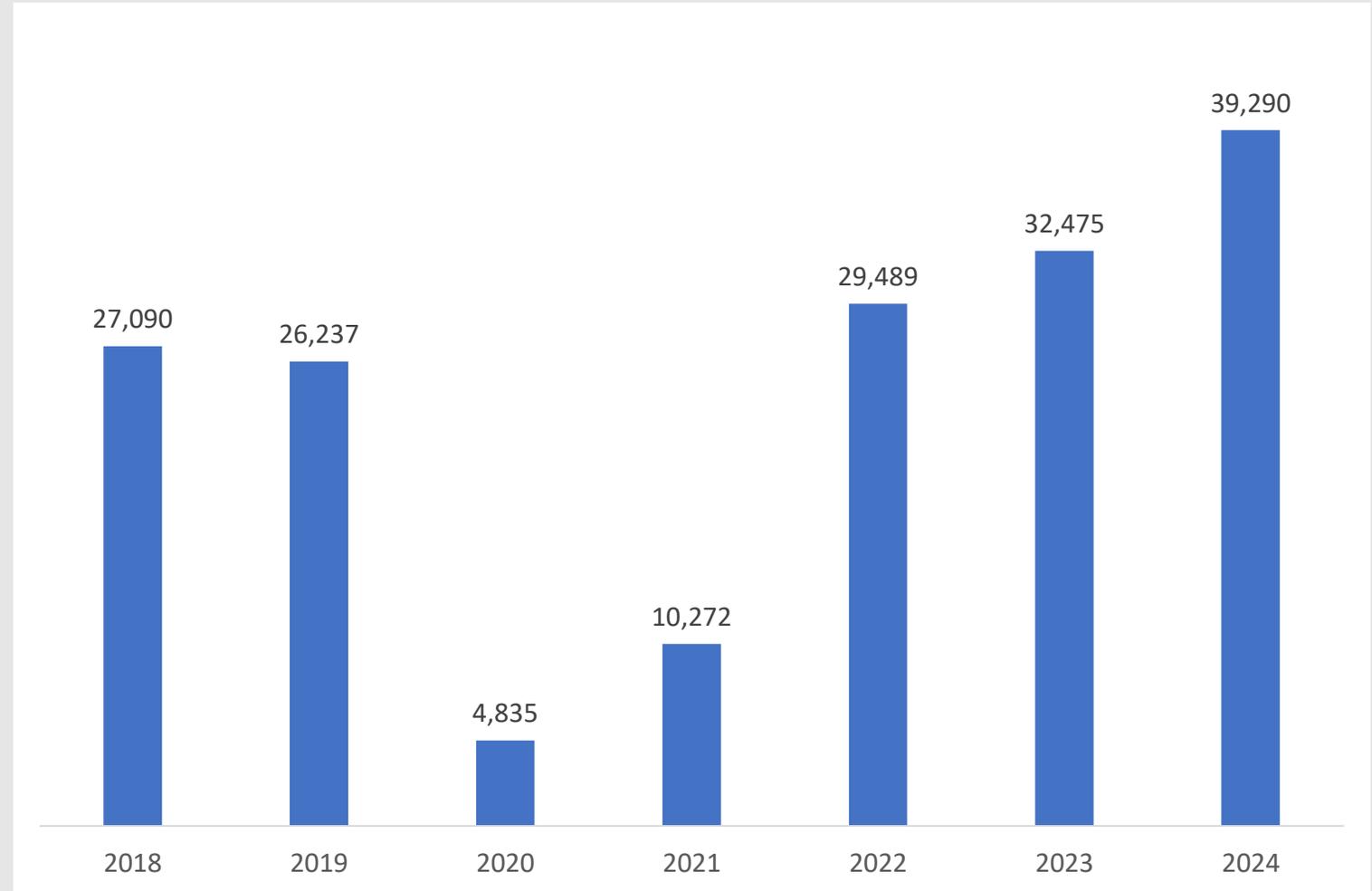


Arrivals,
paid accommodation, 2024



+21% (vs. 2023)

+50% (vs. 2019)



Length of stay, paid accommodation

2024 and 2018-2024

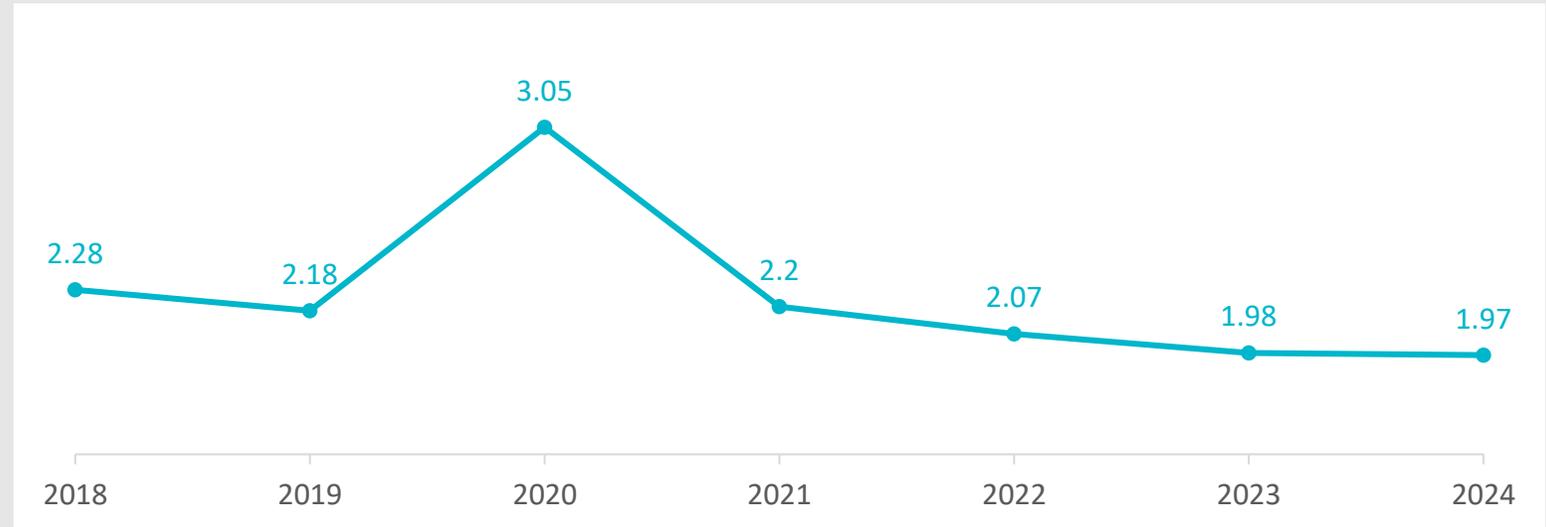


Average length of stay,
paid accommodation, 2024



-0.01 nights (vs. 2023)

-0.21 nights (vs. 2019)

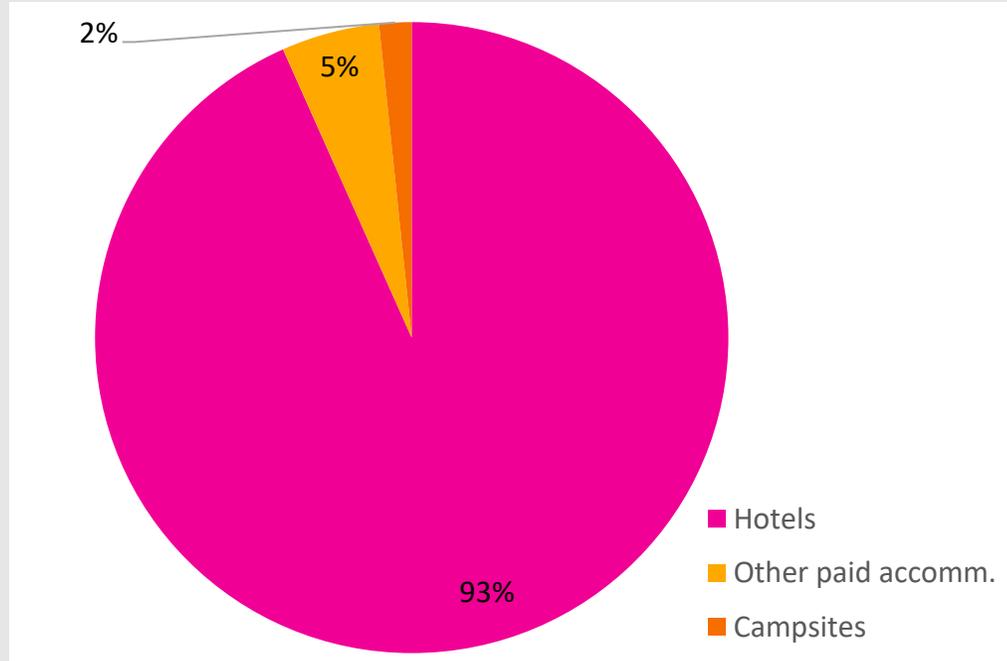


Nights & arrivals in paid accommodation

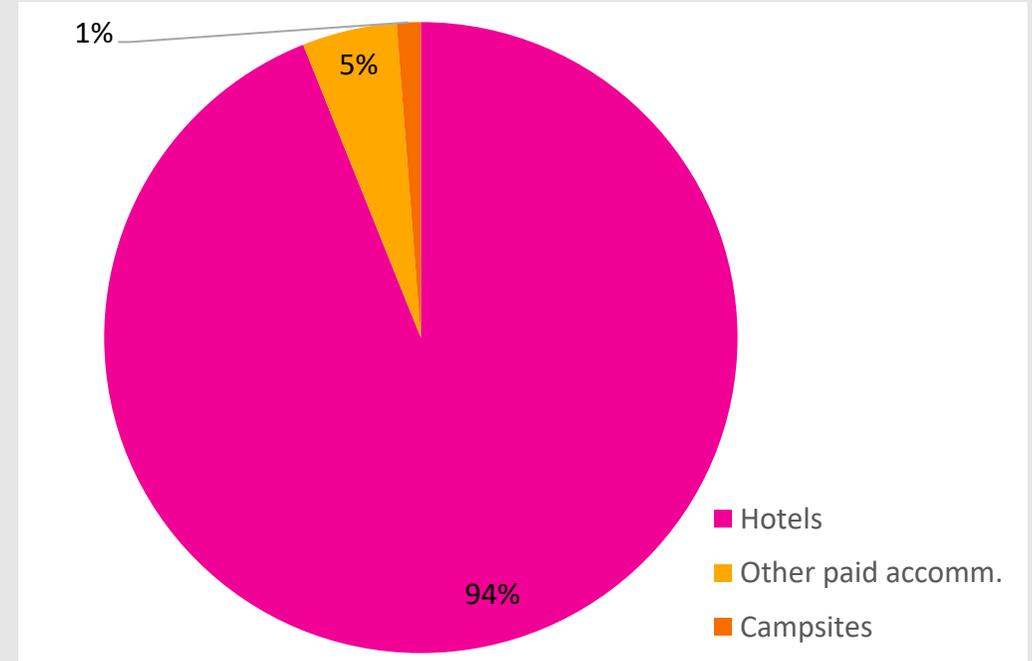
Type of accommodation, 2024



**Nights,
paid accommodation, 2024**



**Arrivals,
paid accommodation, 2024**



Hotels	72.420	+19% (vs. 2023)	+46% (vs. 2019)
Other paid accomm.	3.890	+33% (vs. 2023)	-47% (vs. 2019)
Campsites	1.280	+95% (vs. 2023)	+263% (vs. 2019)

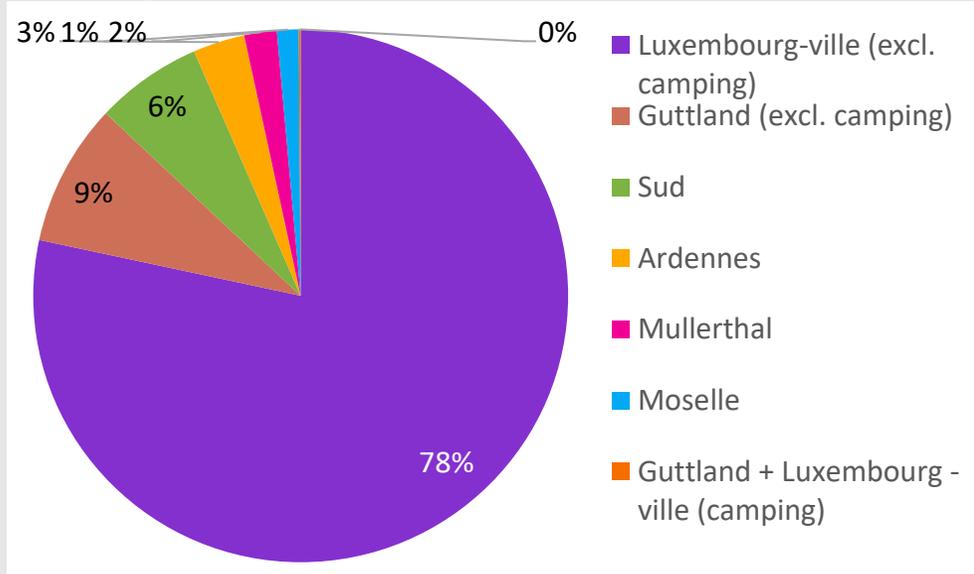
Hotels	36.908	+21% (vs. 2023)	+52% (vs. 2019)
Other paid accomm.	1.902	+15% (vs. 2023)	+10% (vs. 2019)
Campsites	480	+87% (vs. 2023)	+114% (vs. 2019)

Nights & arrivals in paid accommodation

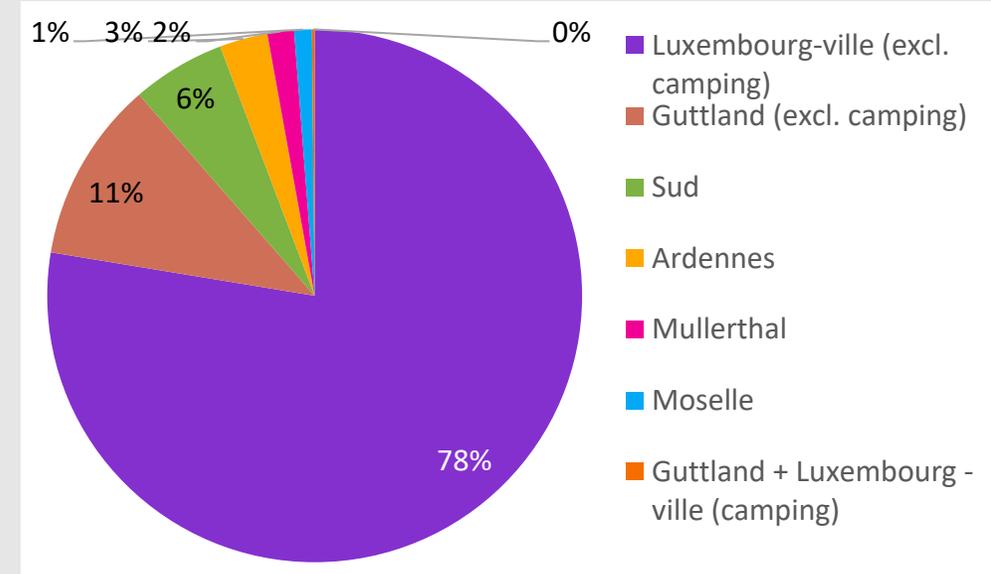
Regions, 2024



**Nights,
paid accommodation, 2024**



**Arrivals,
paid accommodation, 2024**



Lux.-City (excl. camping)	60.800	+15% (vs. 2023)	+43% (vs. 2019)
Guttland (excl. camping)	6.706	+42% (vs. 2023)	+32% (vs. 2019)
South	5.022	+126% (vs. 2023)	+24% (vs. 2019)
Eislek	2.429	-5% (vs. 2023)	-17% (vs. 2019)
MPSL	1.528	+51% (vs. 2023)	+64% (vs. 2019)
Moselle	1.020	+11% (vs. 2023)	-40% (vs. 2019)
Guttland/Lux.-City (camping)	85	+0% (vs. 2023)	-18% (vs. 2019)

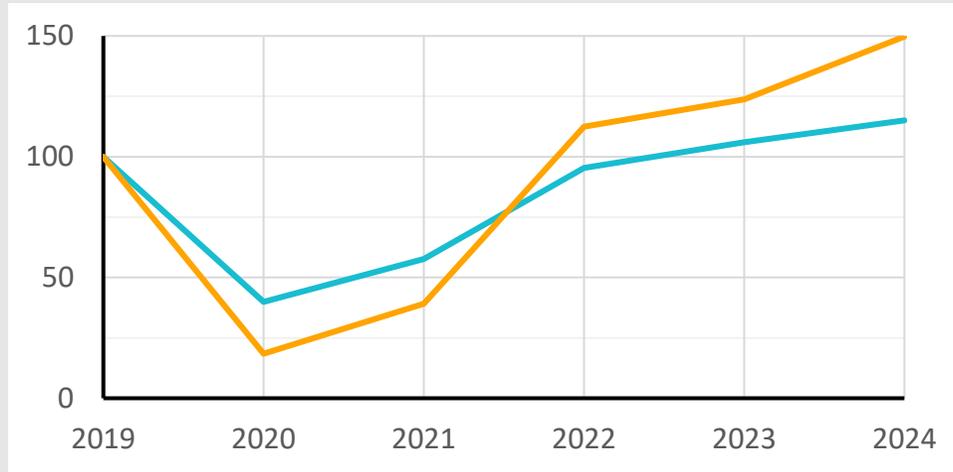
Lux.-City (excl. camping)	30.491	+16% (vs. 2023)	+59% (vs. 2019)
Guttland (excl. camping)	4.322	+40% (vs. 2023)	+73% (vs. 2019)
South	2.219	+125% (vs. 2023)	+22% (vs. 2019)
Eislek	1.143	-6% (vs. 2023)	-22% (vs. 2019)
MPSL	633	+24% (vs. 2023)	+15% (vs. 2019)
Moselle	419	+12% (vs. 2023)	-40% (vs. 2019)
Guttland/Lux.-City (camping)	63	-9% (vs. 2023)	-21% (vs. 2019)

Arrivals in paid accommodation

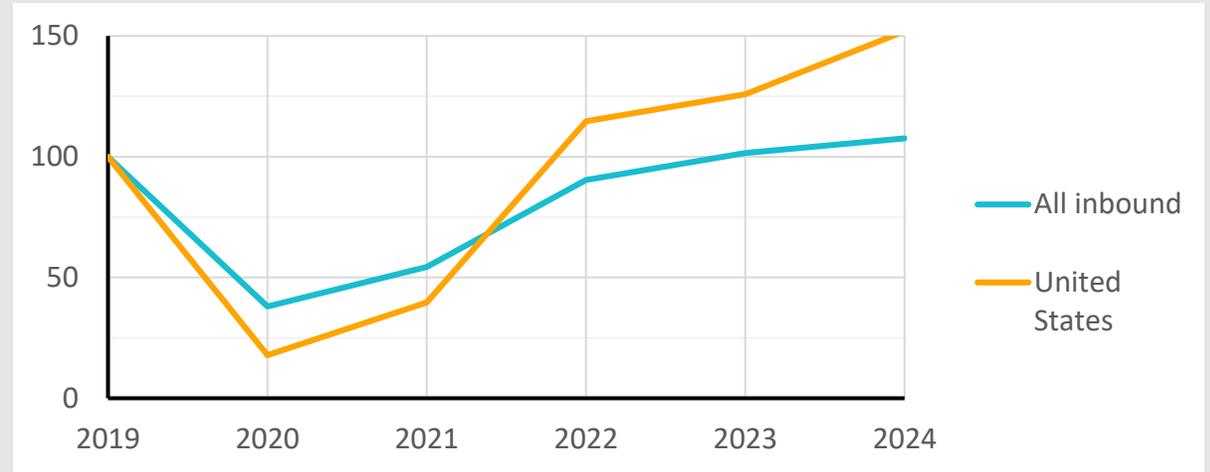
Trends 2019-2024



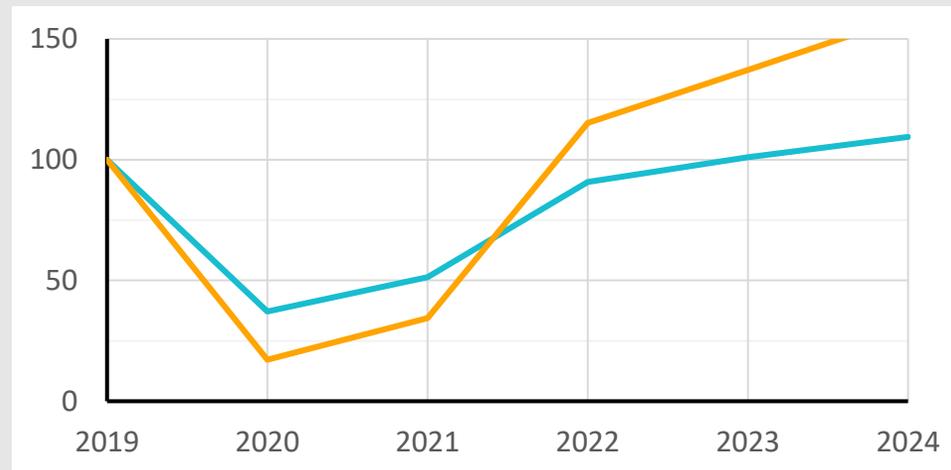
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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



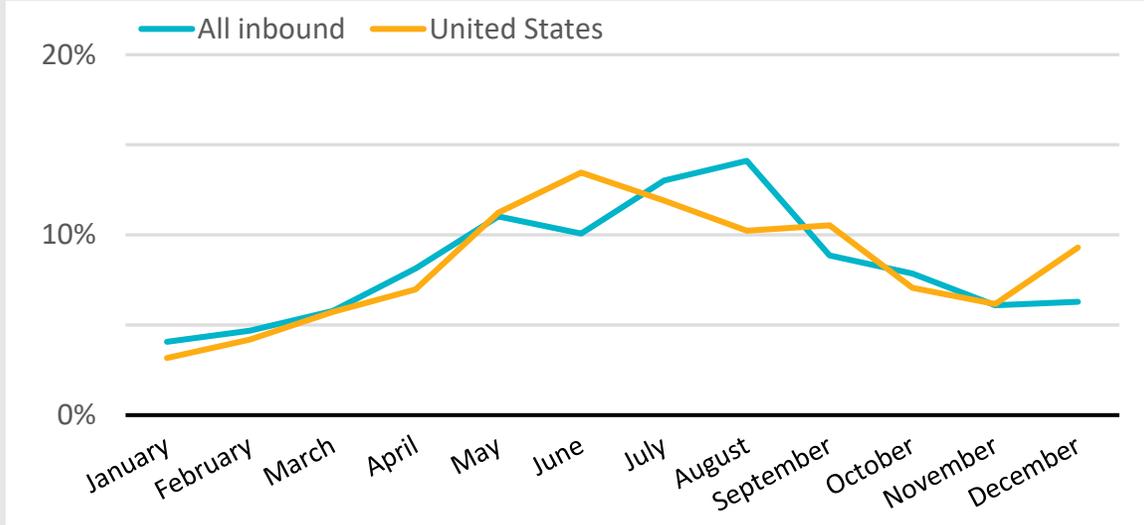
(*) excluding camping.
Source: Statec

Arrivals in paid accommodation

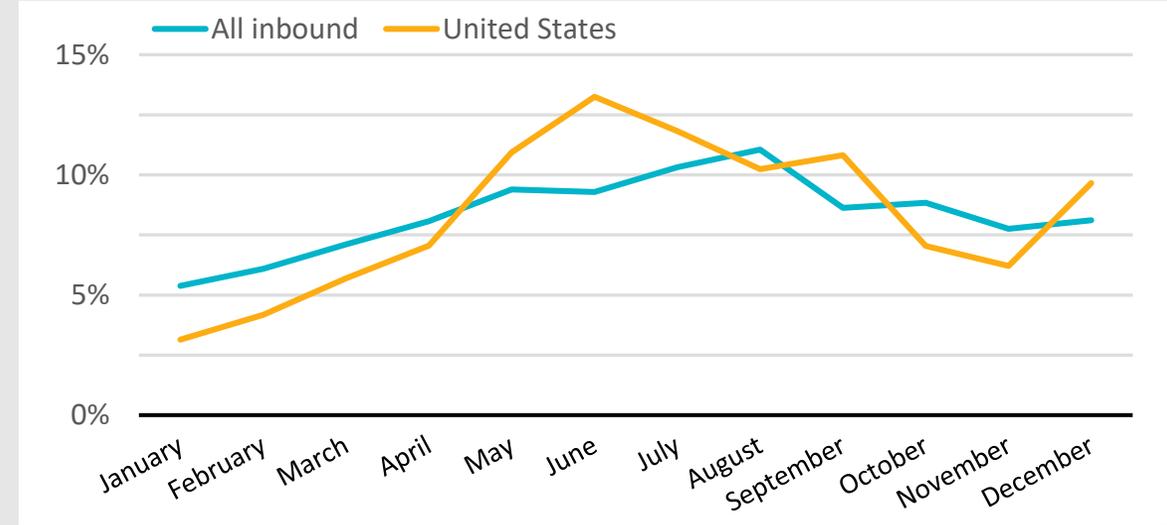
Seasonality



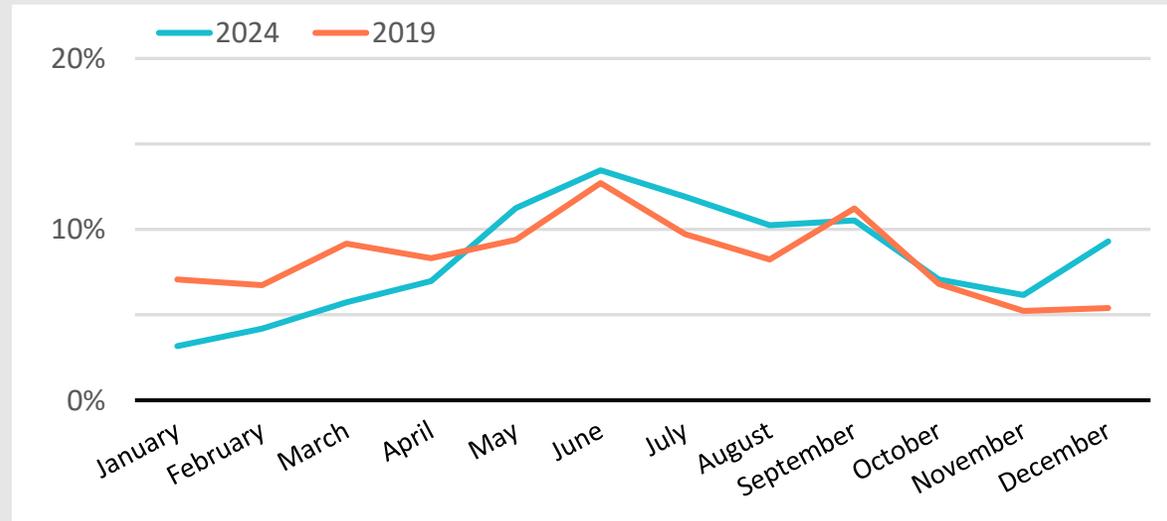
All paid accommodation, 2024



Hotels, 2024



All paid accommodation, arrivals from United States



Short-term rentals

2024 and 2018-2024



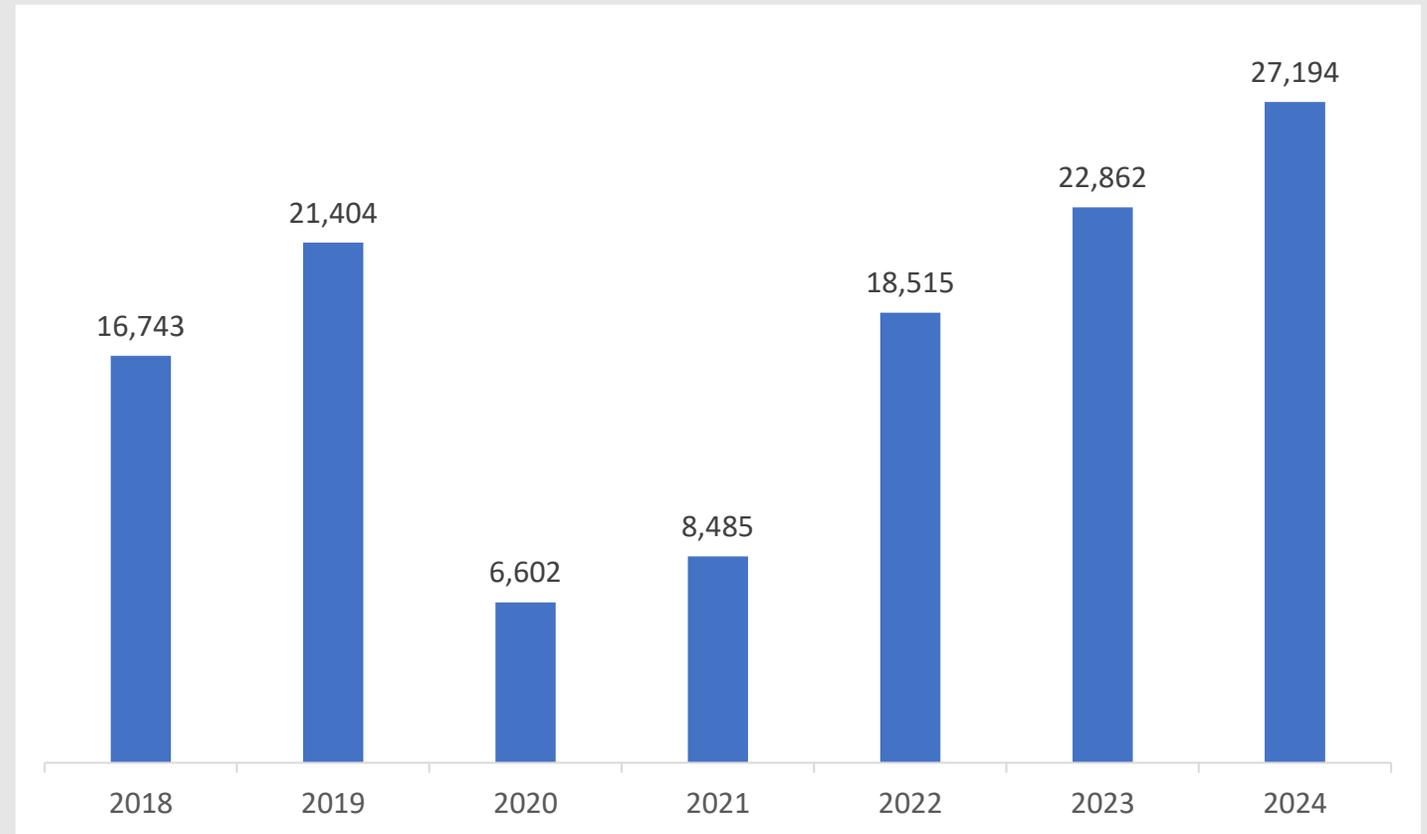
Nights,
Short-term rentals, 2024



19% (vs. 2023)

27% (vs. 2019)

Nights,
Short-term rentals, 2018-2024





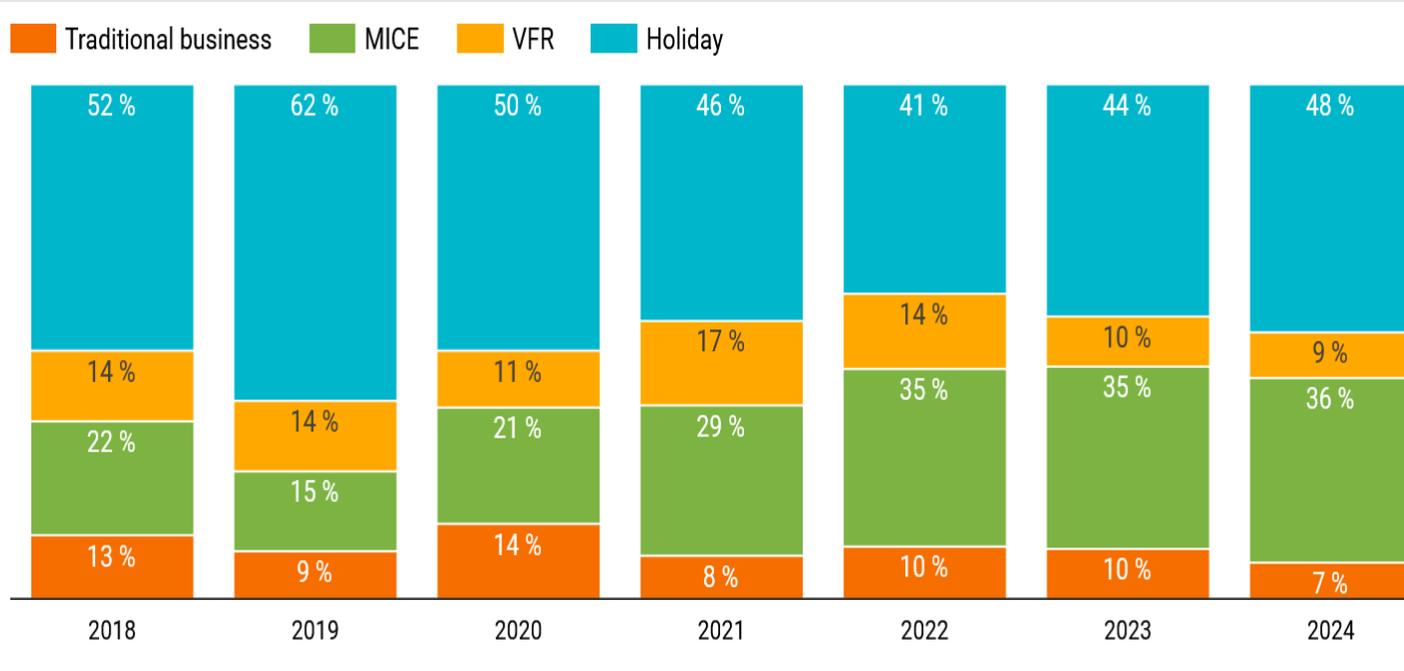
Characteristics of inbound trips

US trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2018-2024

US trips to Luxembourg, 2018-2024



2024

United States to Luxembourg
All Non-Europe to Luxembourg

Holiday	48%	41%
VFR	9%	11%
MICE	36%	36%
Traditional Business	7%	13%

Inbound same-day trips to Luxembourg

2024



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



+30% (vs. 2023)

Average length
of same-day trips



-0,2 h (vs. 2023)

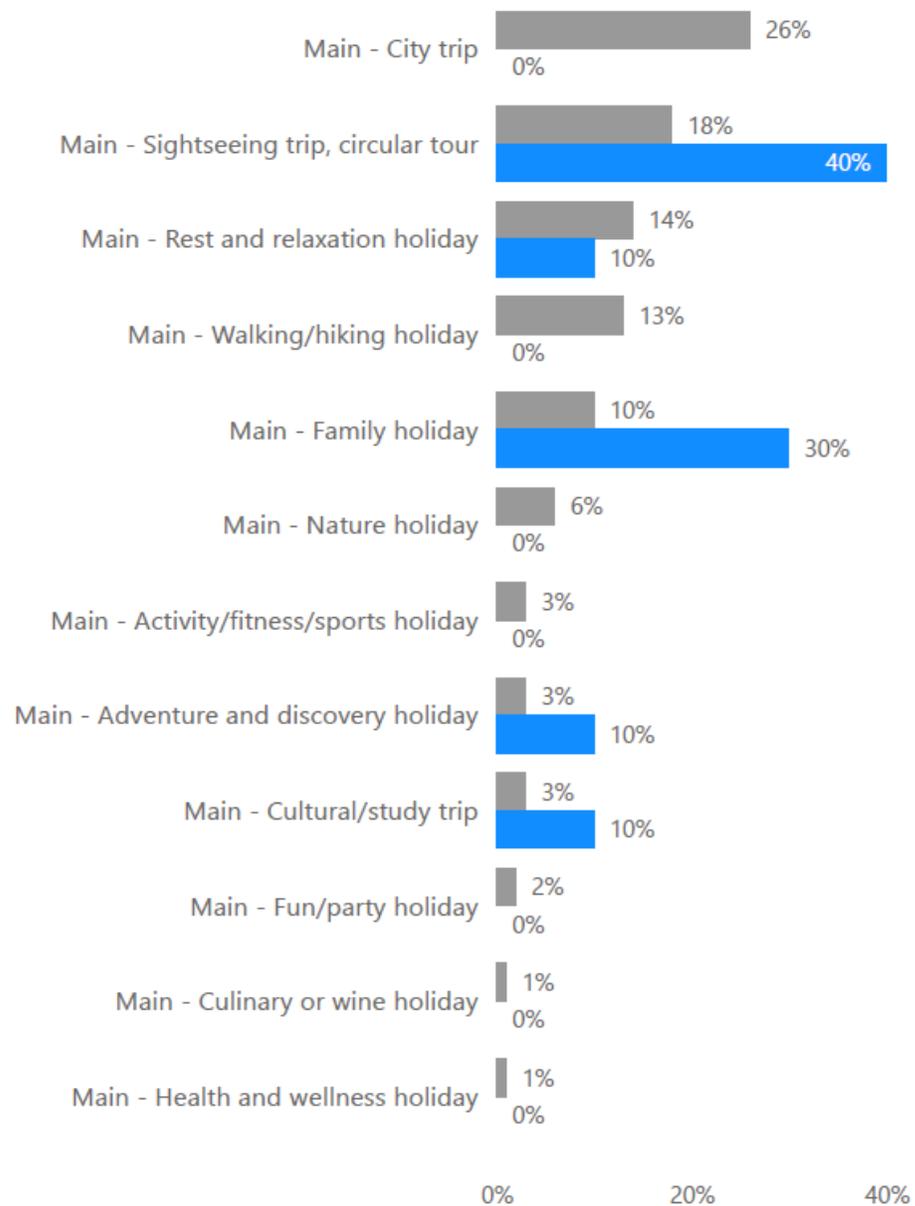


Travel behaviour of inbound leisure visitors

Main holiday types

Visitors with overnight

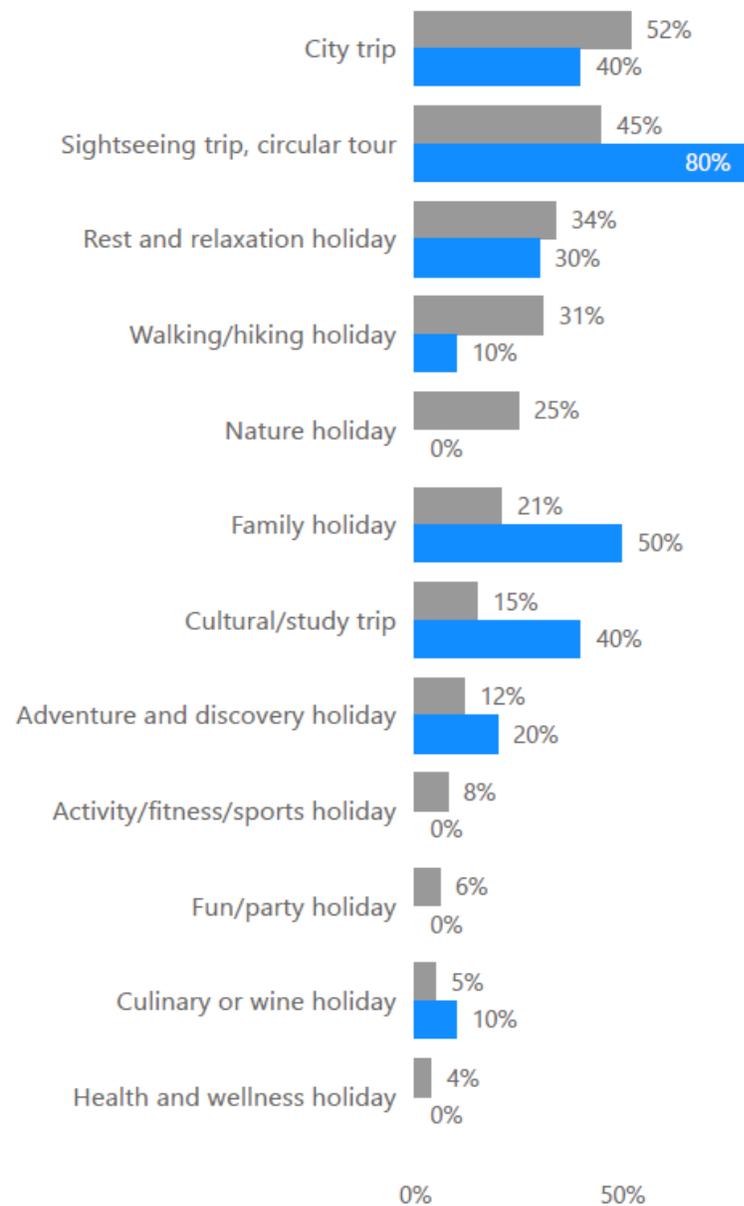
● All Inbound ● United States



All holiday types

Visitors with overnight

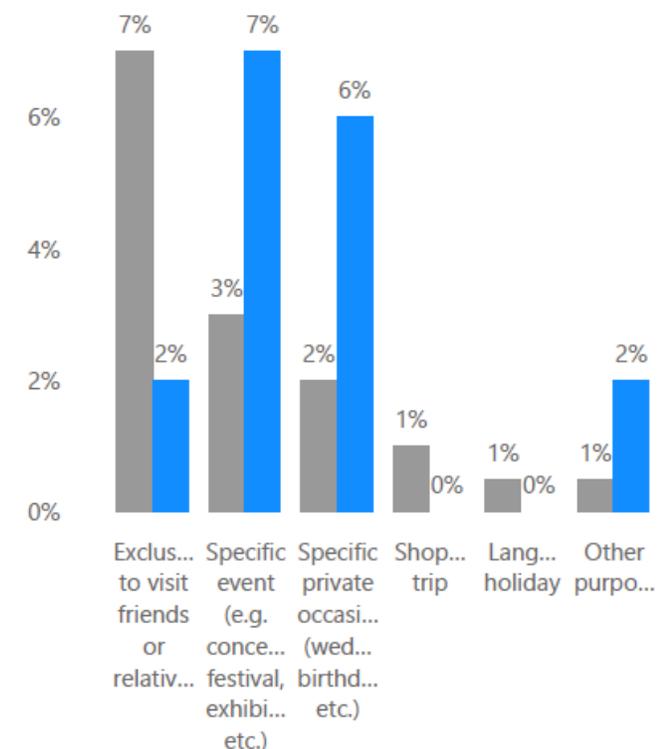
● All Inbound ● United States



Main purpose of overnight trip

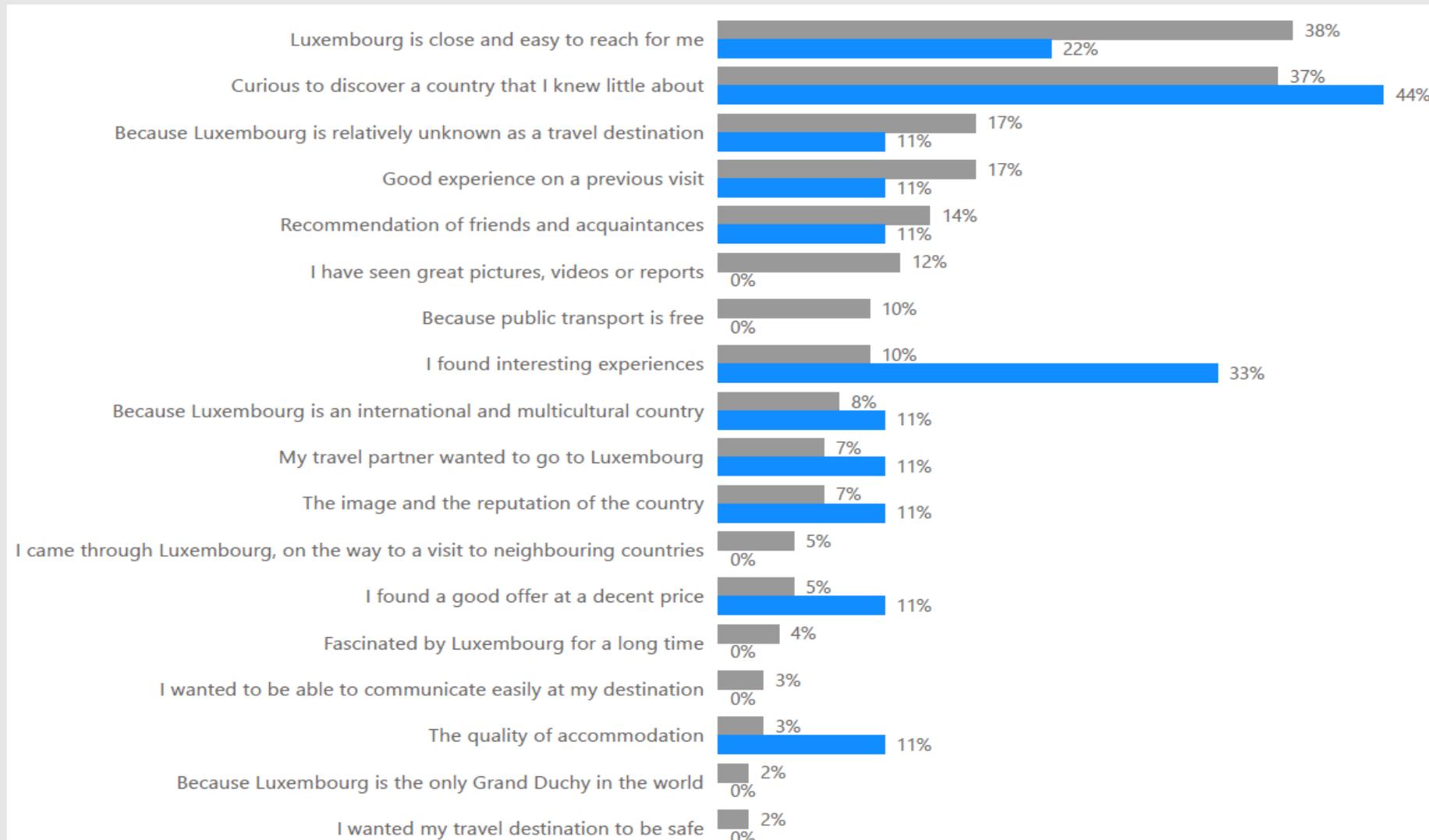
(if not holiday)

● All Inbound ● United States



Key decision criteria for choosing Luxembourg

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



■ All inbound
■ United States

Key travel motives

Inbound leisure visitors with overnight, 2023-2024

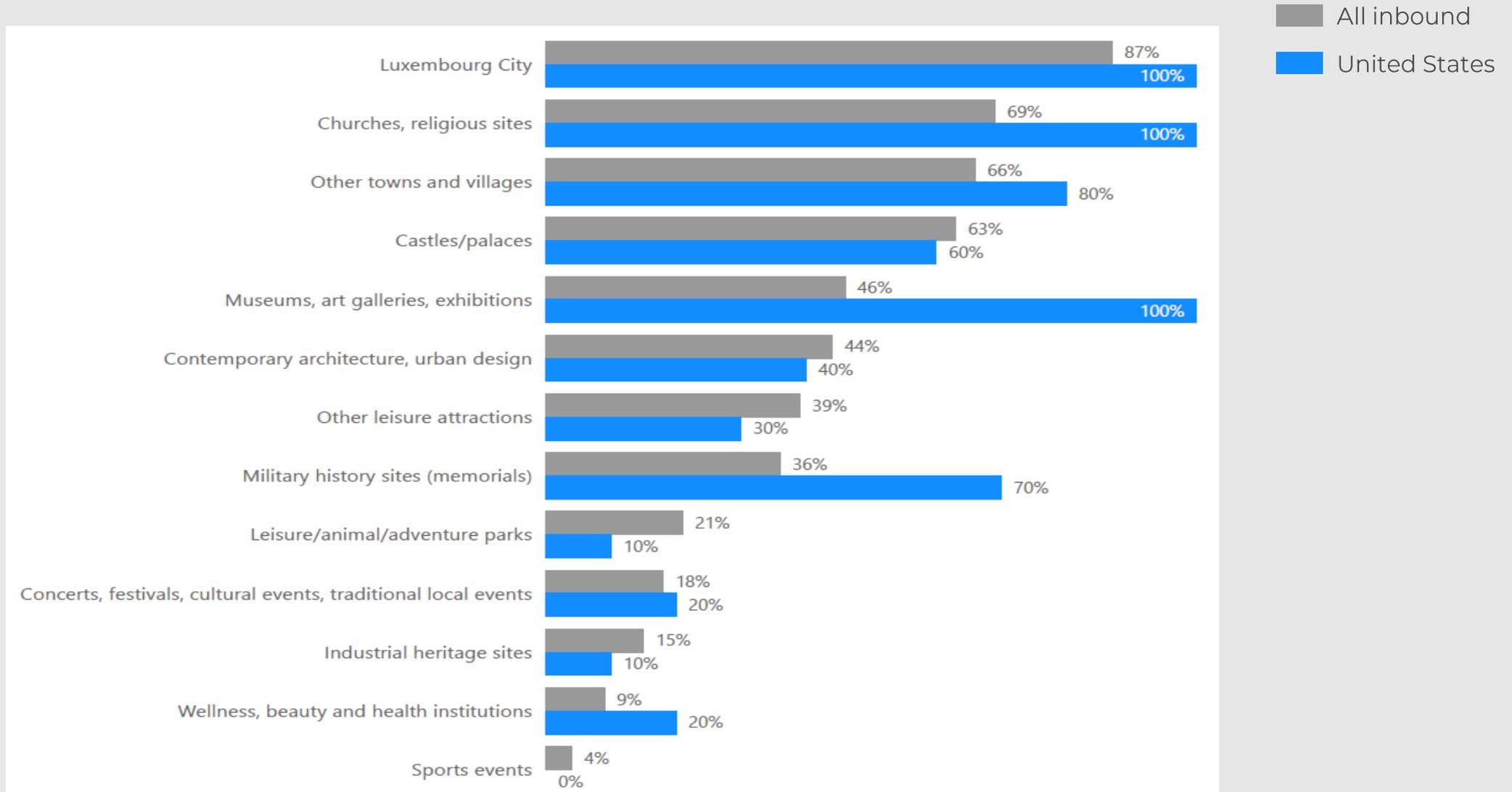


■ All inbound
■ United States



Type of places visited in Luxembourg

Inbound leisure visitors with overnight, 2023-2024

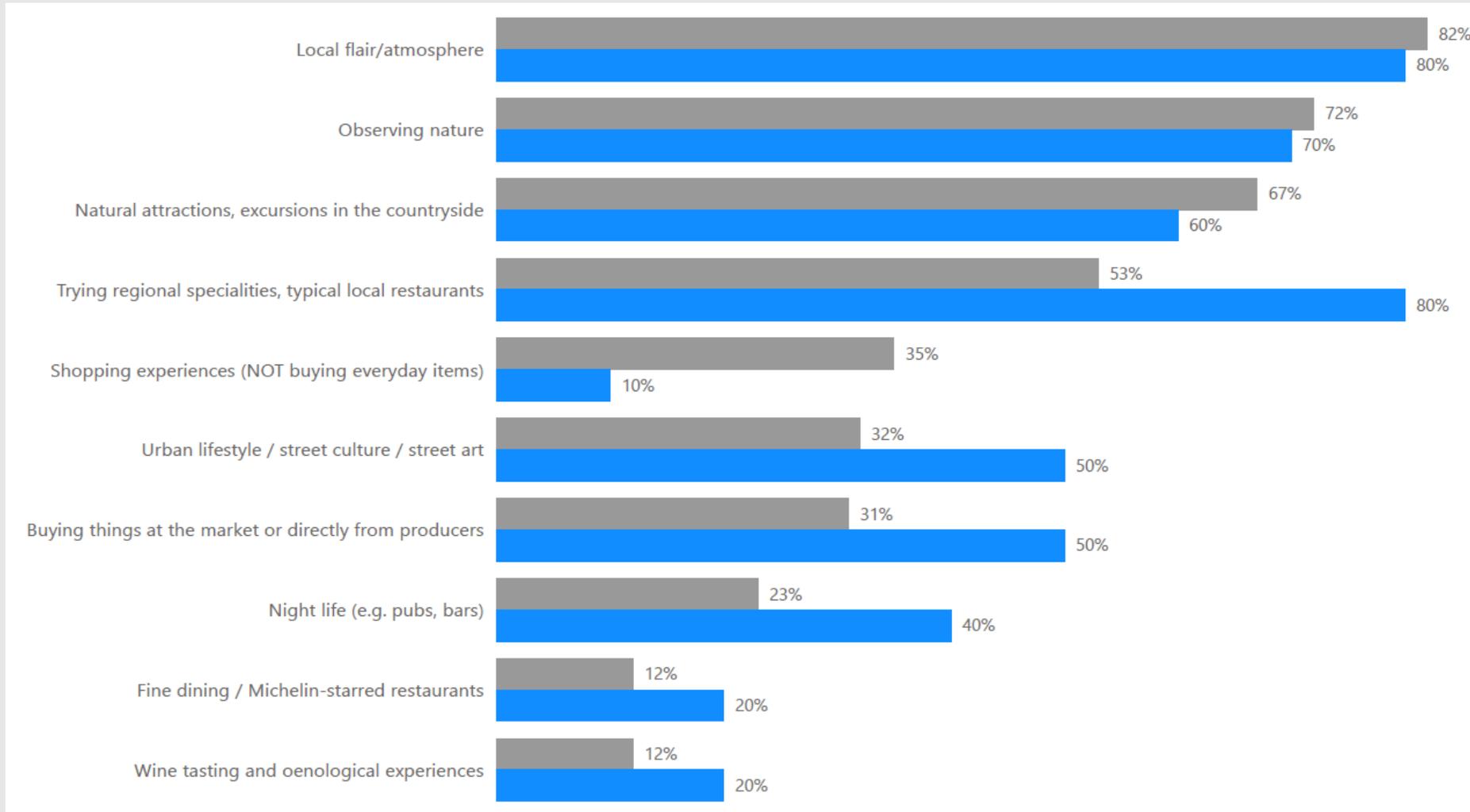


Non-sporting activities undertaken in Luxembourg

Inbound leisure visitors with overnight, 2023-2024



■ All inbound
■ United States

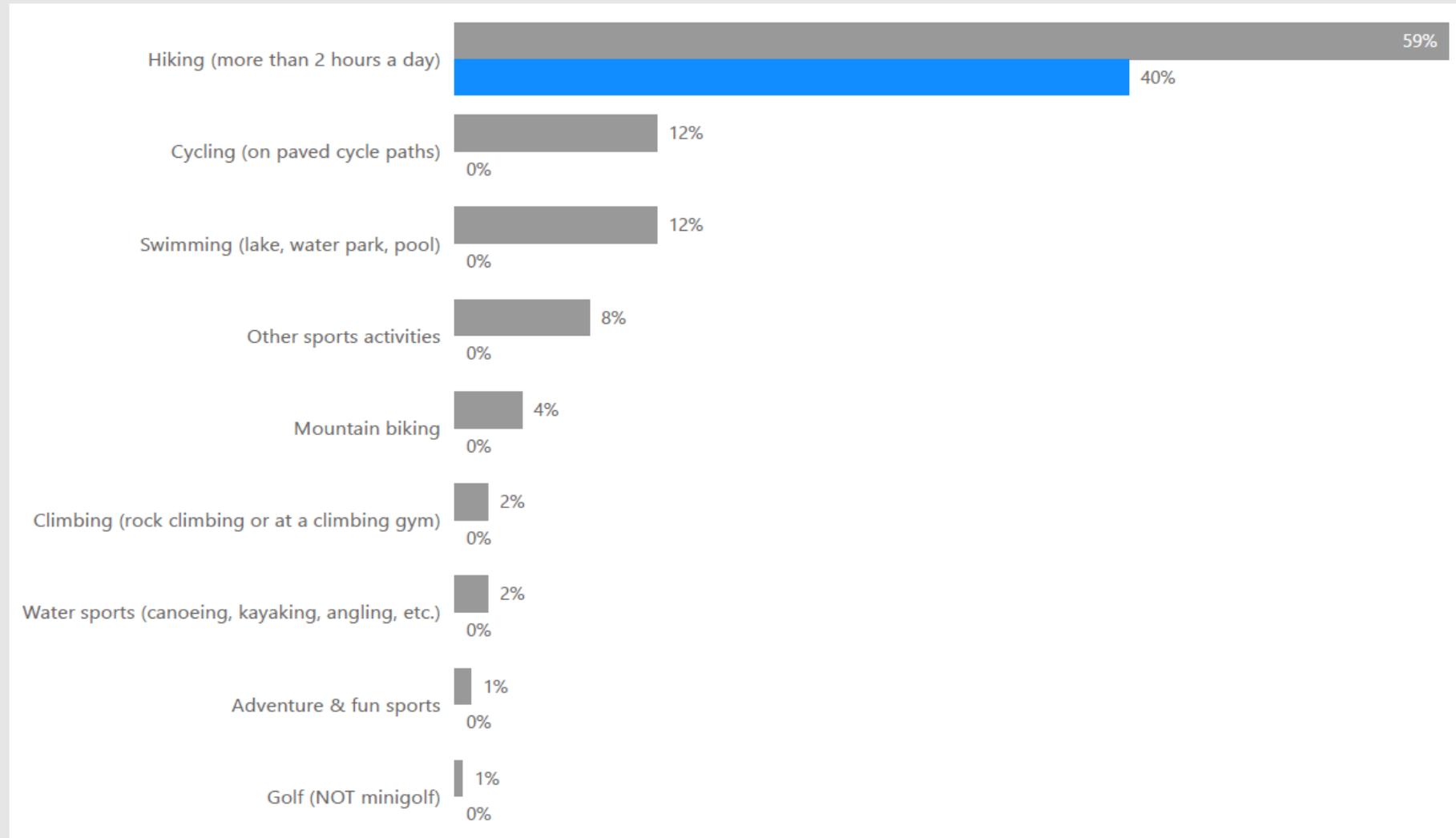


Sporting activities undertaken in Luxembourg

Inbound leisure visitors with overnight, 2023-2024



■ All inbound
■ United States



Age groups

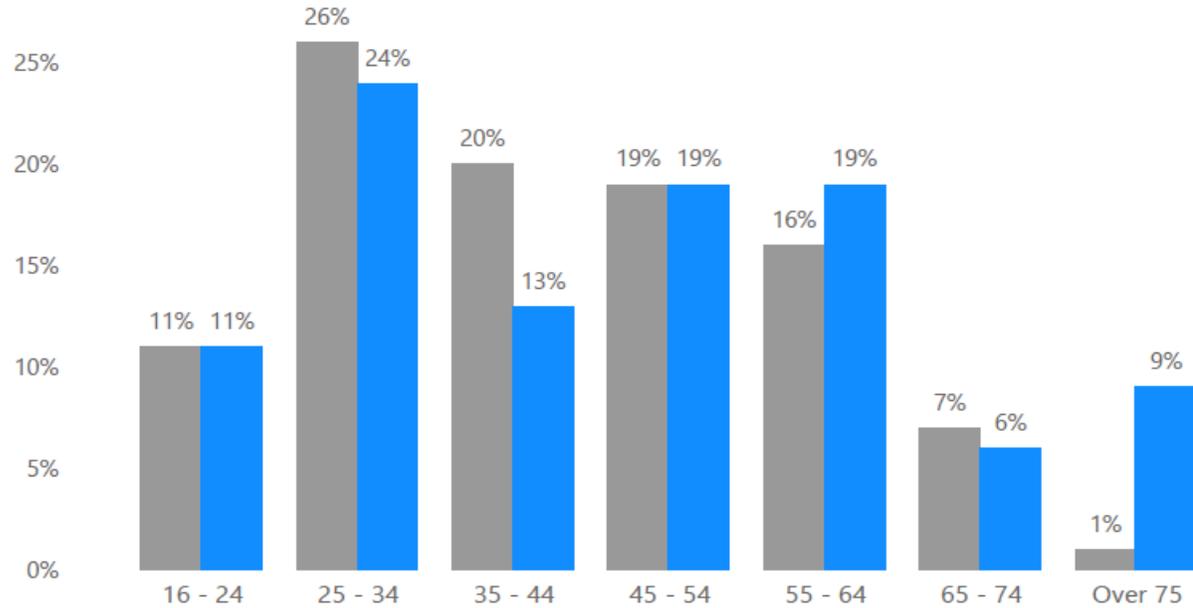
Inbound leisure visitors with overnight, 2023-2024



■ All inbound
■ United States

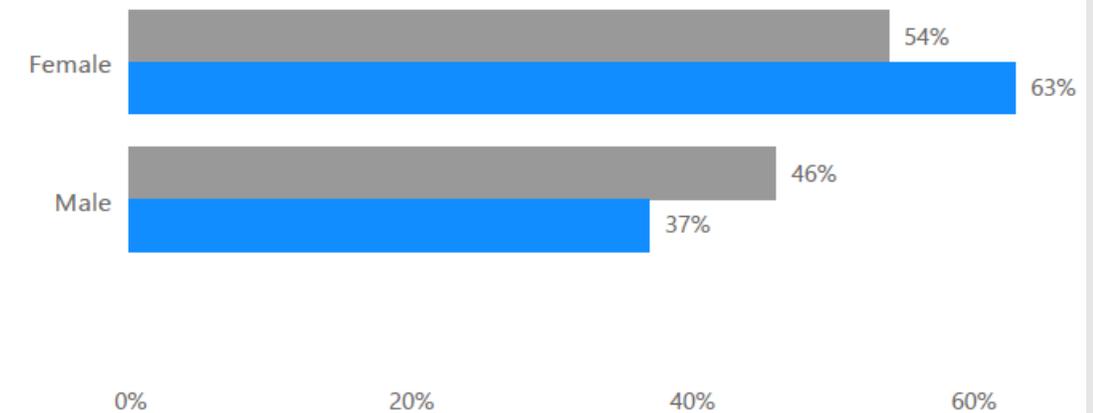
Age

Visitors with overnight



Gender

Visitors with overnight

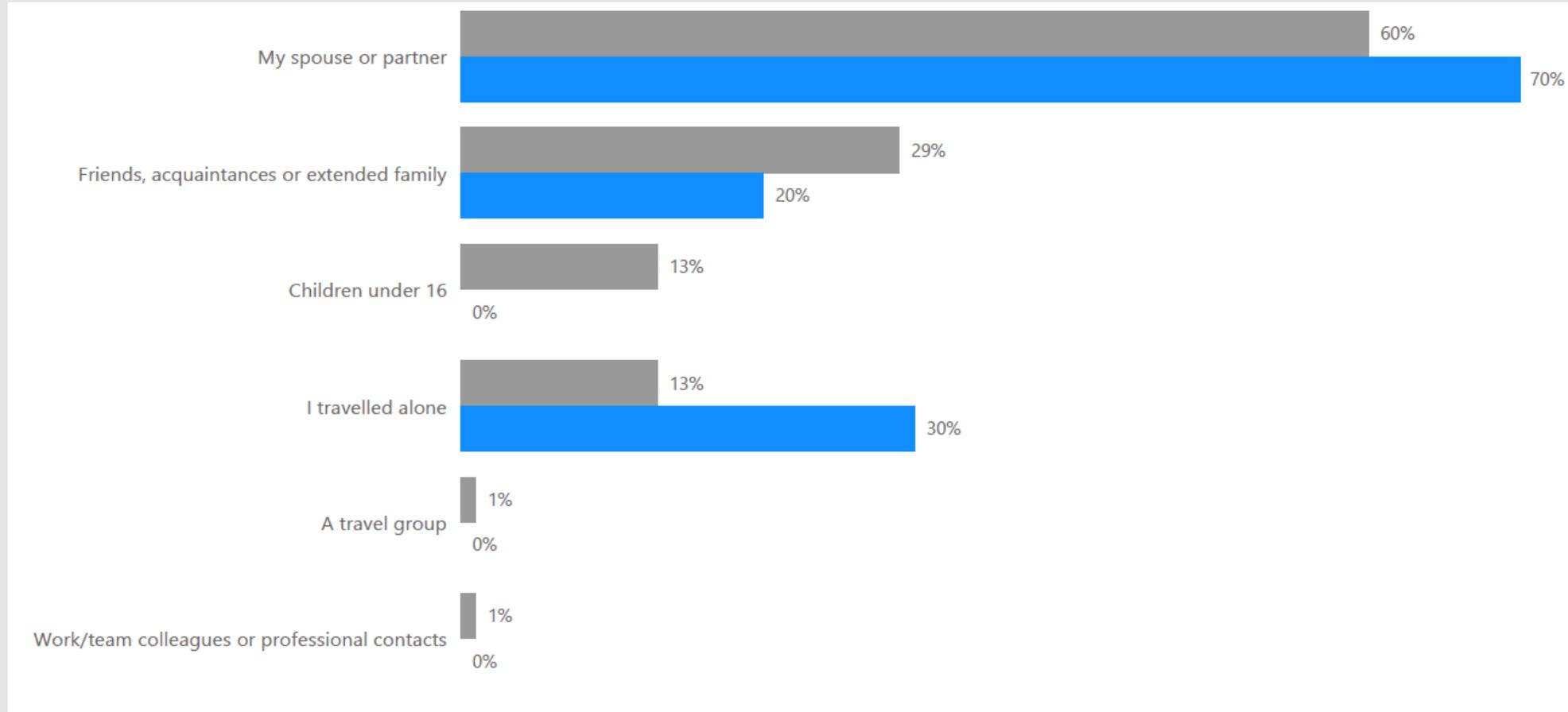


Travel party

Inbound leisure visitors with overnight, 2023-2024



■ All inbound
■ United States



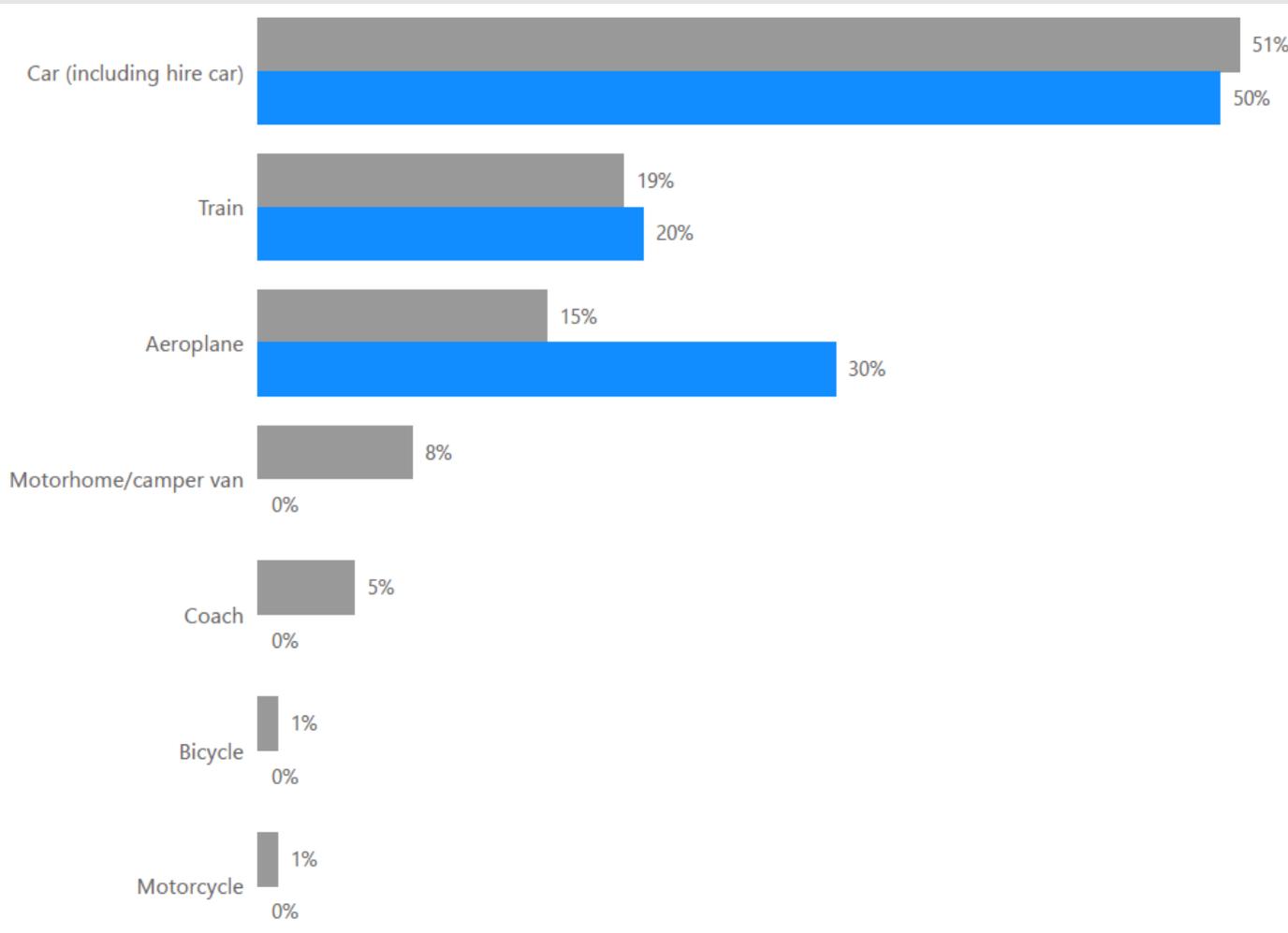
Transport, new visitors and cross-border trips

Inbound leisure visitors with overnight, 2023-2024



■ All inbound
■ United States

Mode of transport to access Luxembourg



First-time visitors

Visitors with overnight

63%

All Inbound

83%

United States

Visitors spending nights in Luxembourg and abroad during same trip

Visitors with overnight

39%

All Inbound

70%

United States

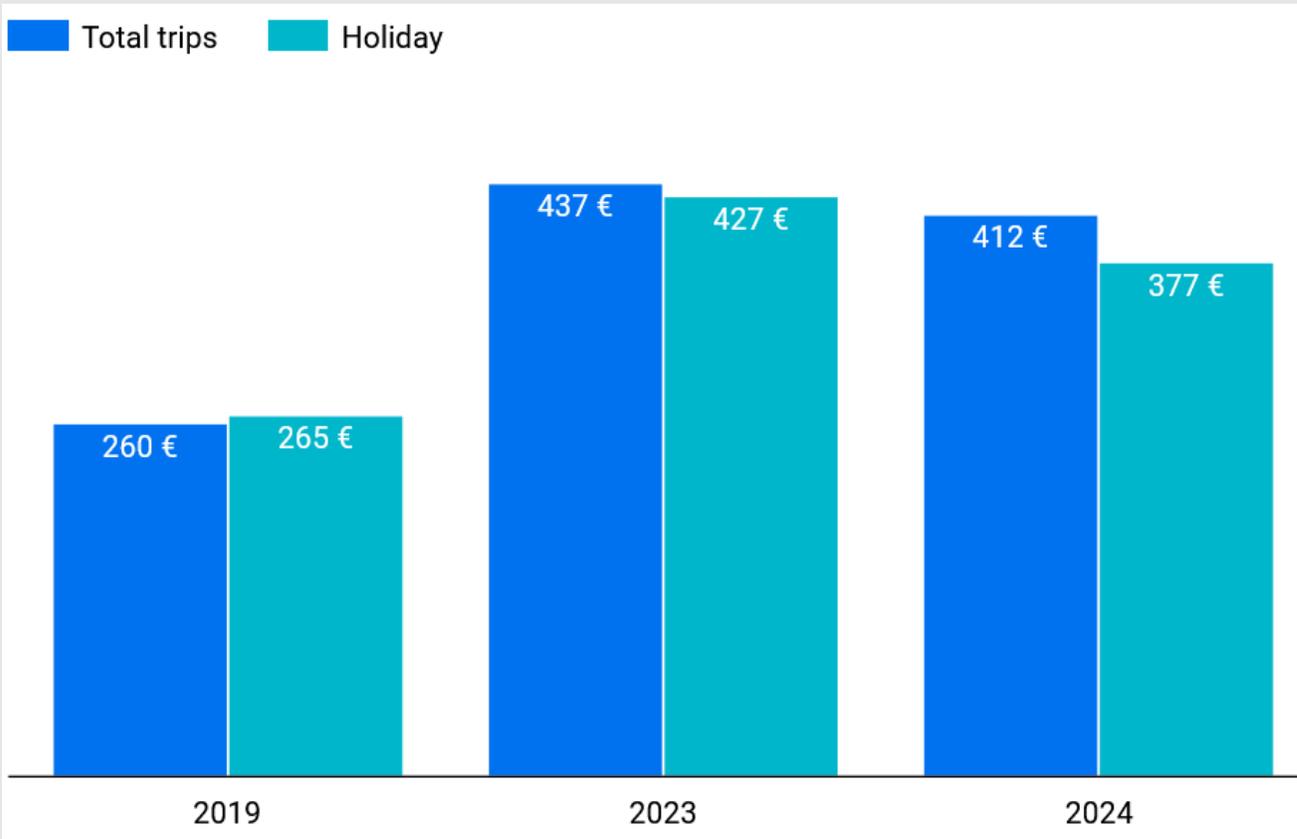
Expenditure

Inbound trips to Luxembourg with overnight (all accommodation)

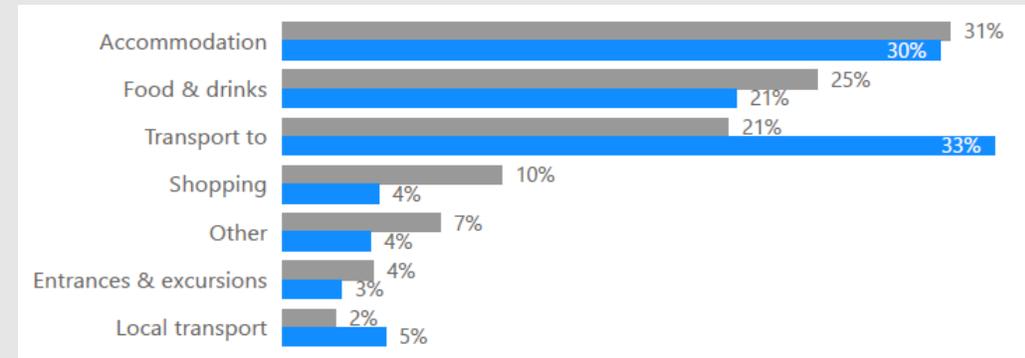


■ All inbound
■ United States

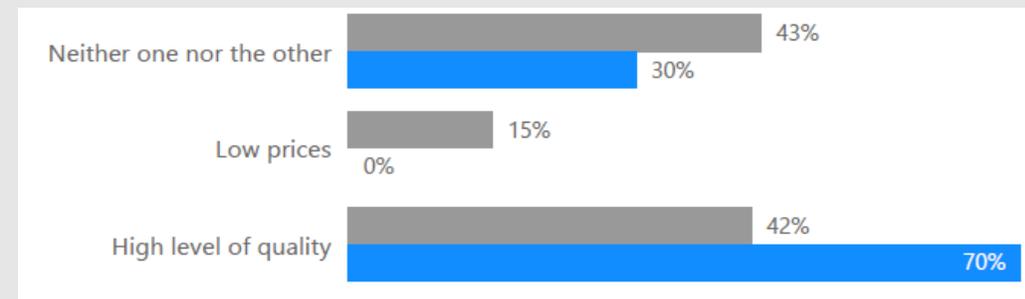
Average expenditure/pers./day



Expenditure of leisure inbound visitors by categories, 2023-2024



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

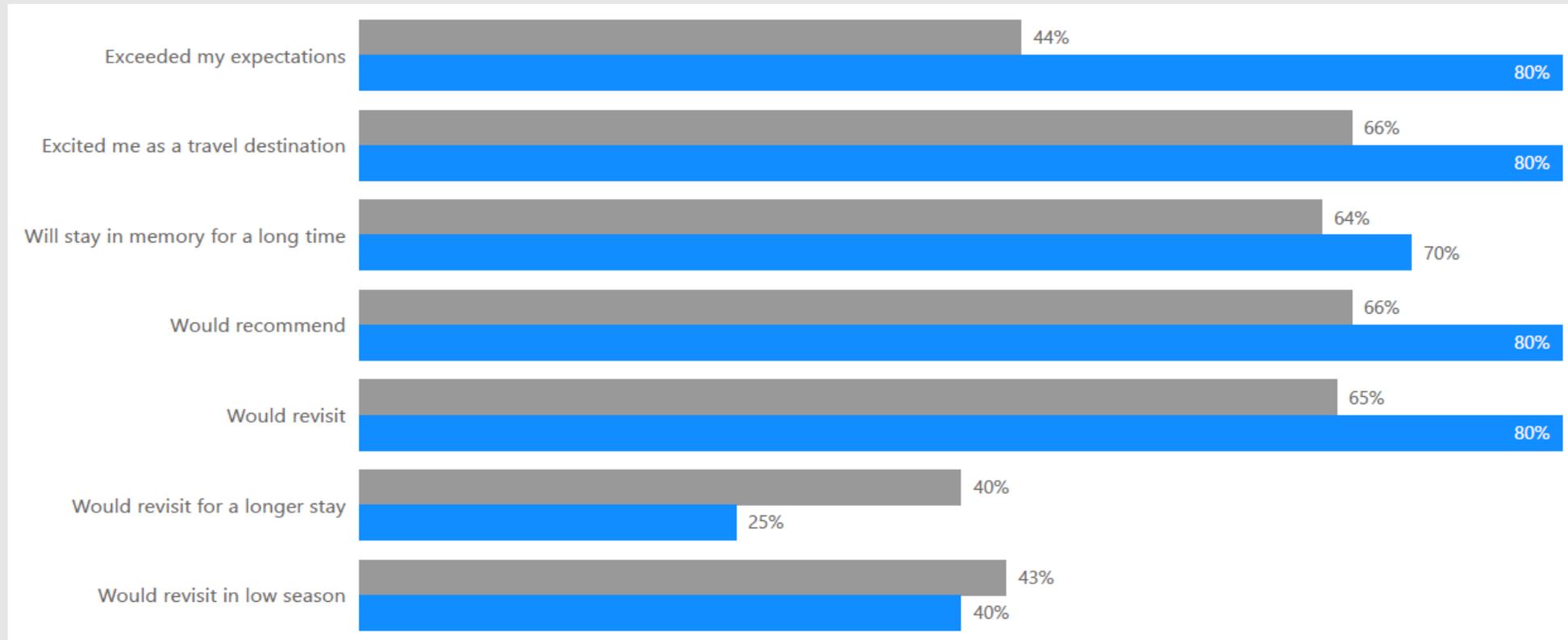


Visitor satisfaction and recommendation

Inbound leisure visitors, 2023-2024

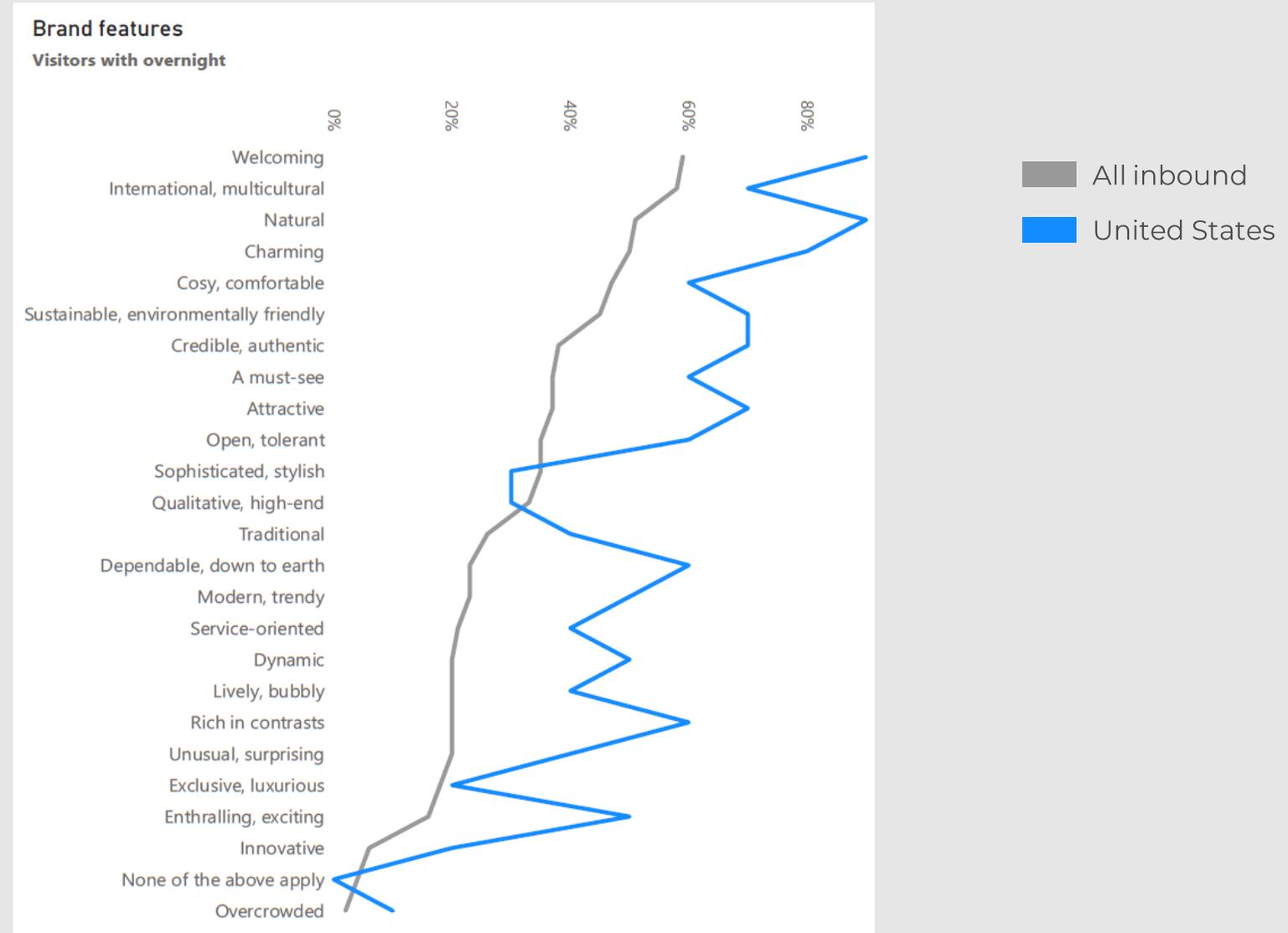


■ All inbound
■ United States



Brand features perception

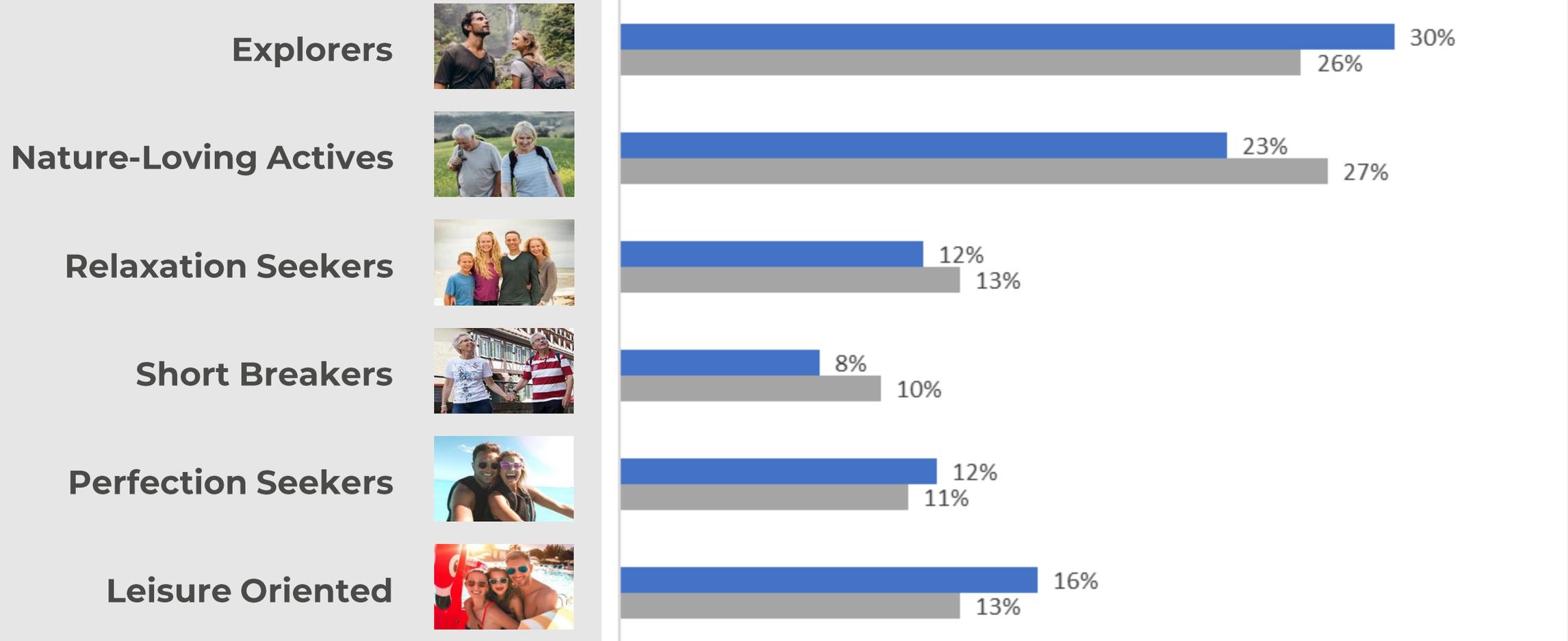
Inbound leisure visitors with overnights, 2023-2024



LFT Target Segments



United States
All inbound

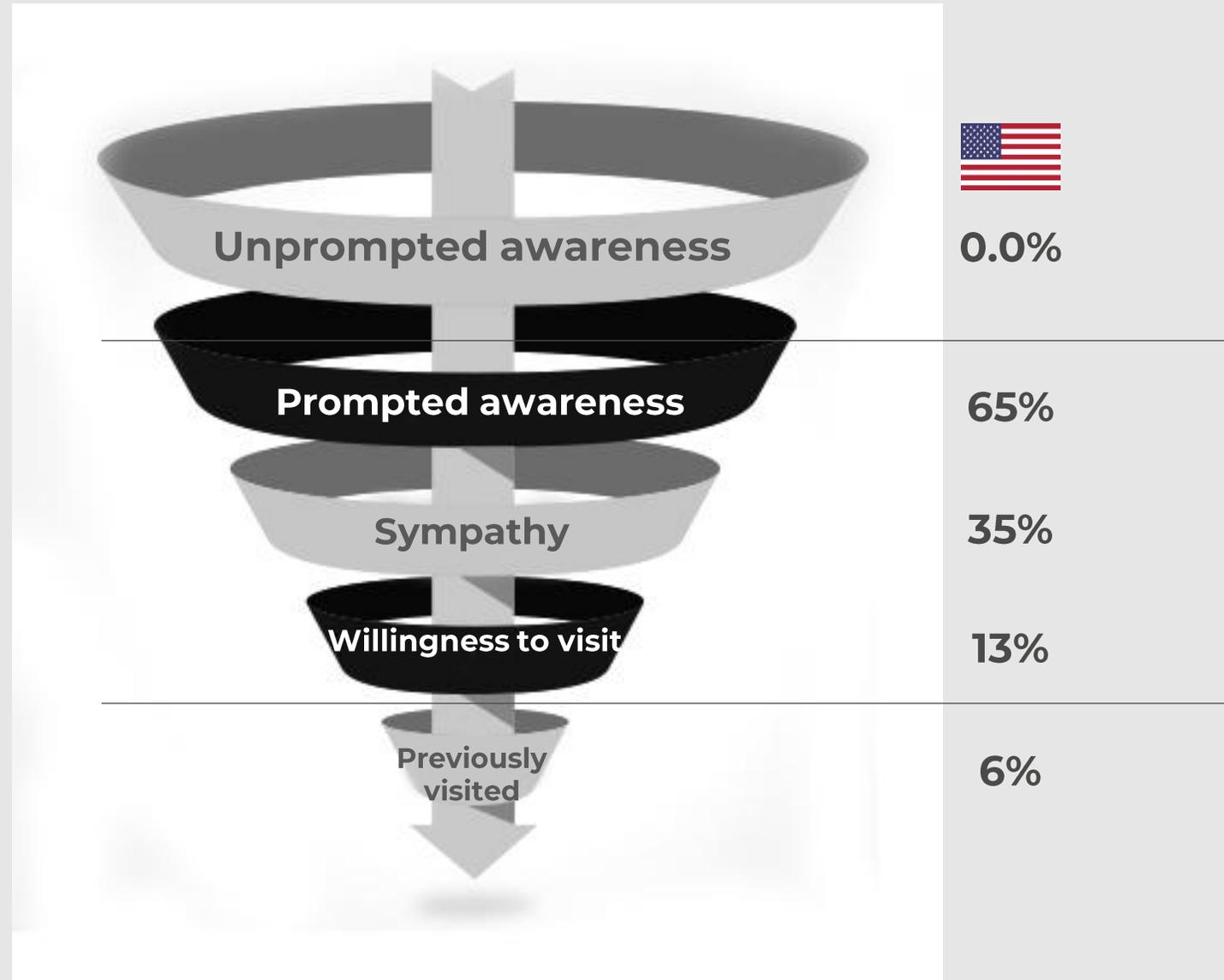




Target segments, Brand & Growth Potential

Brand Funnel 2022

Assessing Luxembourg's brand strength as a destination



Source: Destination Brand/Inspektour.
(* Based on travel intent for next 3 years.

Growth potential & outbound travel demand trends

US travel to Europe



For long-haul markets, LFT primarily relies on market research carried out by our partners at European Travel Commission (ETC).

For further insights on current demand trends and potential of the US market, we therefore invite you to check:

- The Long-Haul Travel Intent Barometer, covering 7 key source markets including the US
 - ⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-1-2025/>
 - ⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-2-2025/>
 - ⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-3-2025/>

A more detailed report of the US outbound travel market was also released in 2018:

- ⇒ <https://etc-corporate.org/reports/etc-ec-research-snapshot-on-the-us-travel-market/>



Your contact

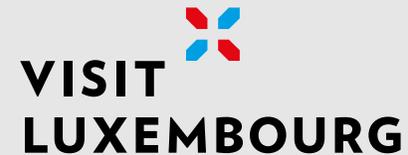


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