



Luxembourg for Tourism

# Market profile

# UNITED STATES

## 2024

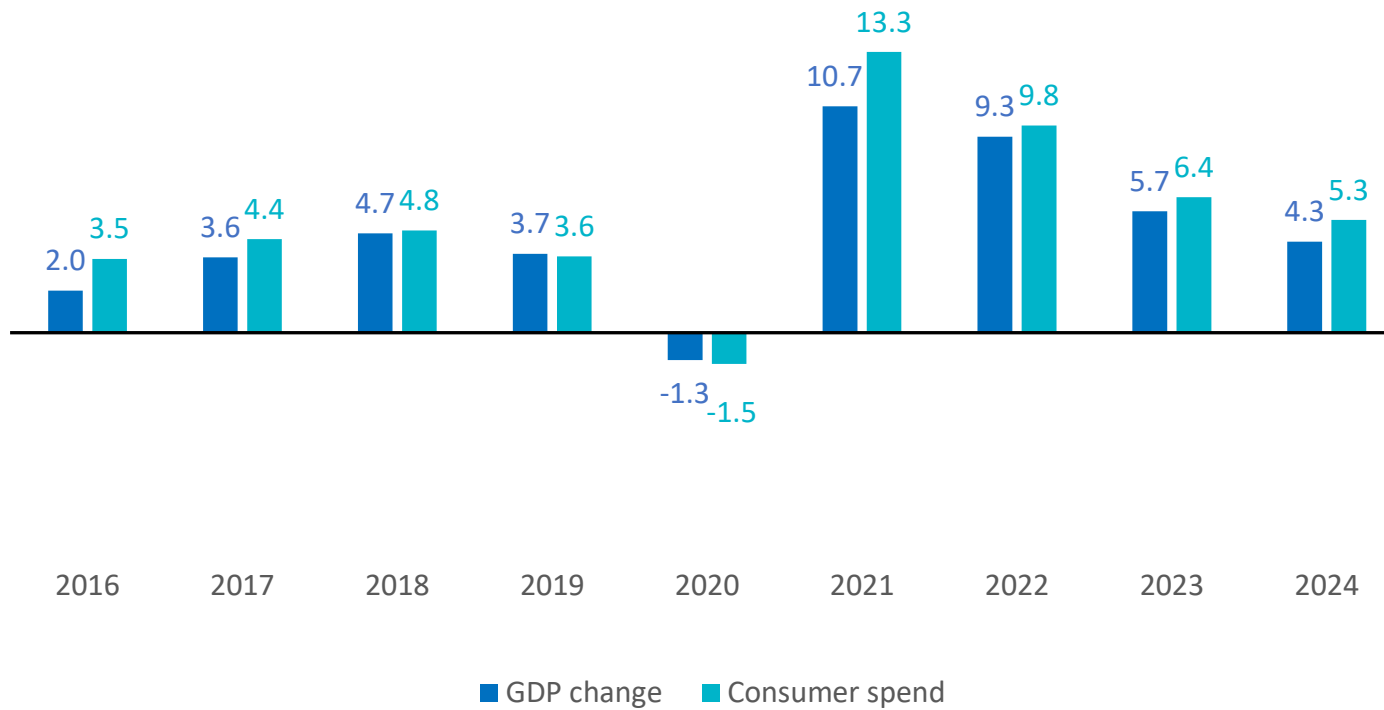


# **Economic indicators & General Travel Demand**

# Economic indicators – General travel demand



## GDP and consumer spending, % annual change



## Economy & population

**GDP (\$) per capita**  
**85,935**

**Unemployment (%)**  
**4.03**

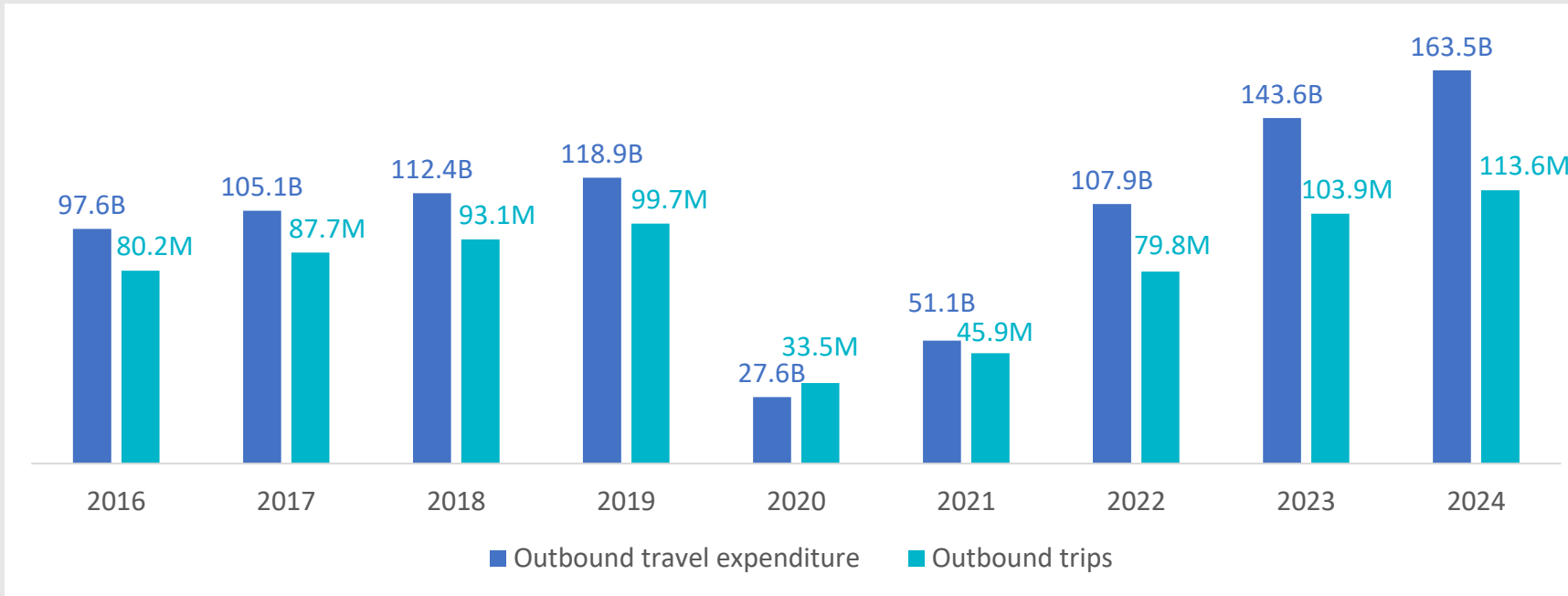
**Inflation(%)**  
**2.95**

**Population**  
**339,615,800**

# Economic indicators – General travel demand



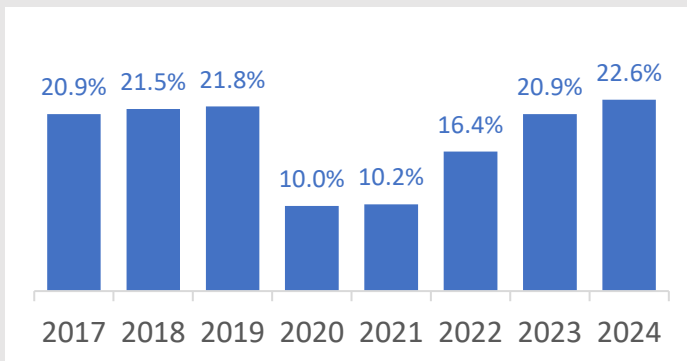
## Outbound trips and travel expenditure



**Outbound travel intensity**  
**0.33 trips**  
**per inhabitant (2024)**

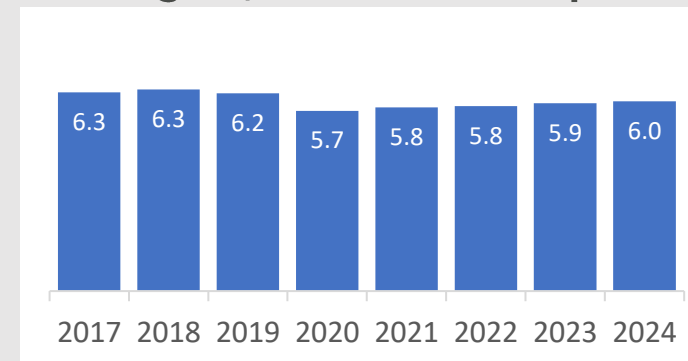
**Average spend**  
**per outbound trip (2024)**  
**1,438 \$**

## 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

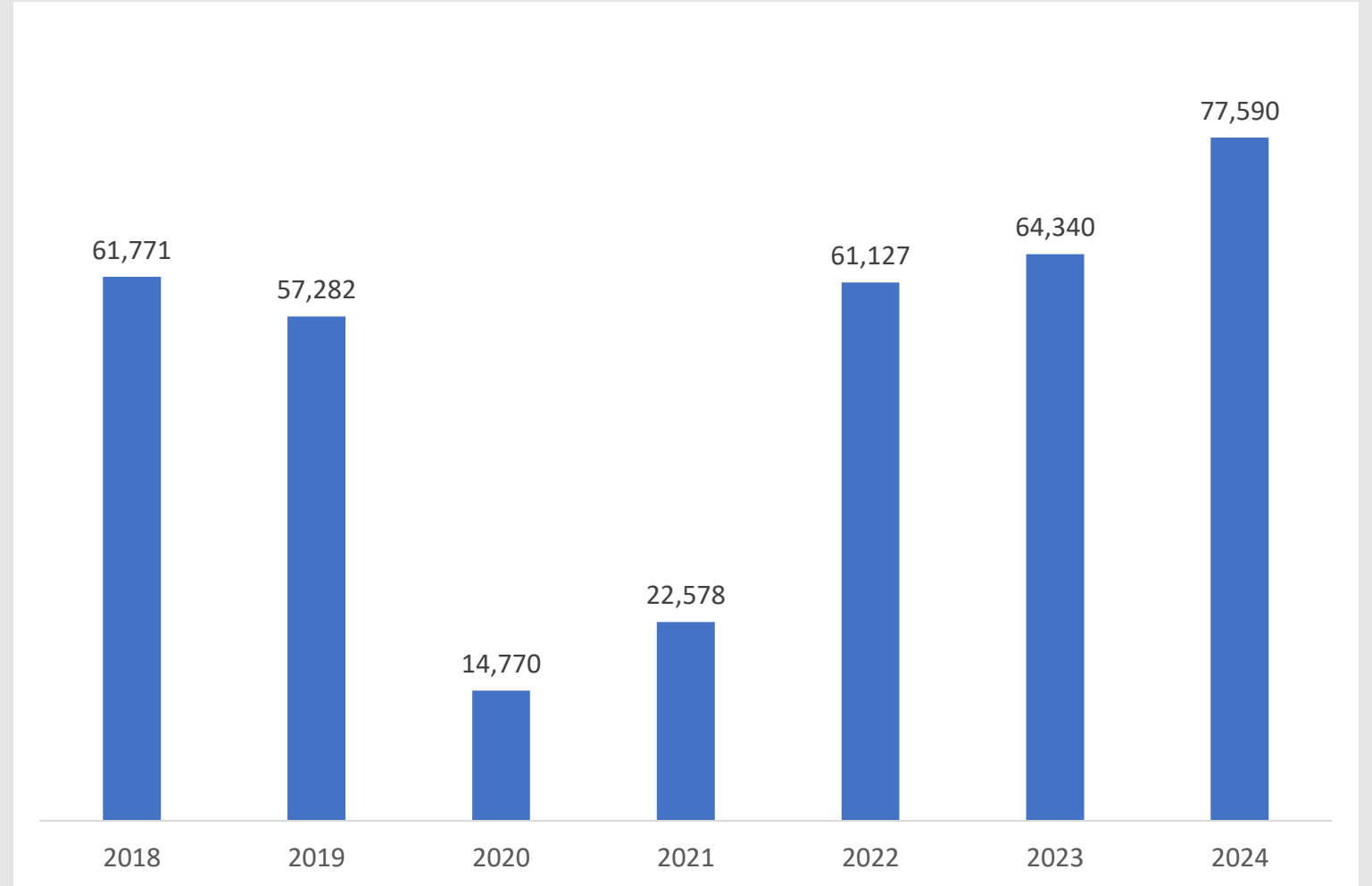


Nights,  
paid accommodation, 2024



**+21% (vs. 2023)**

**+35% (vs. 2019)**

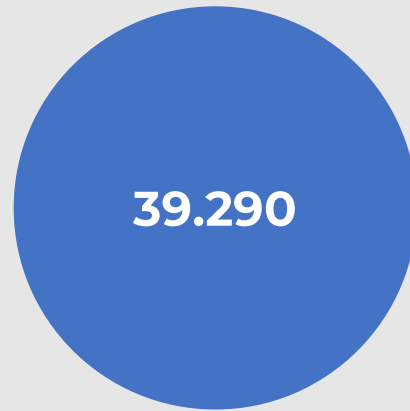


# Arrivals in paid accommodation

## 2024 and 2018-2024

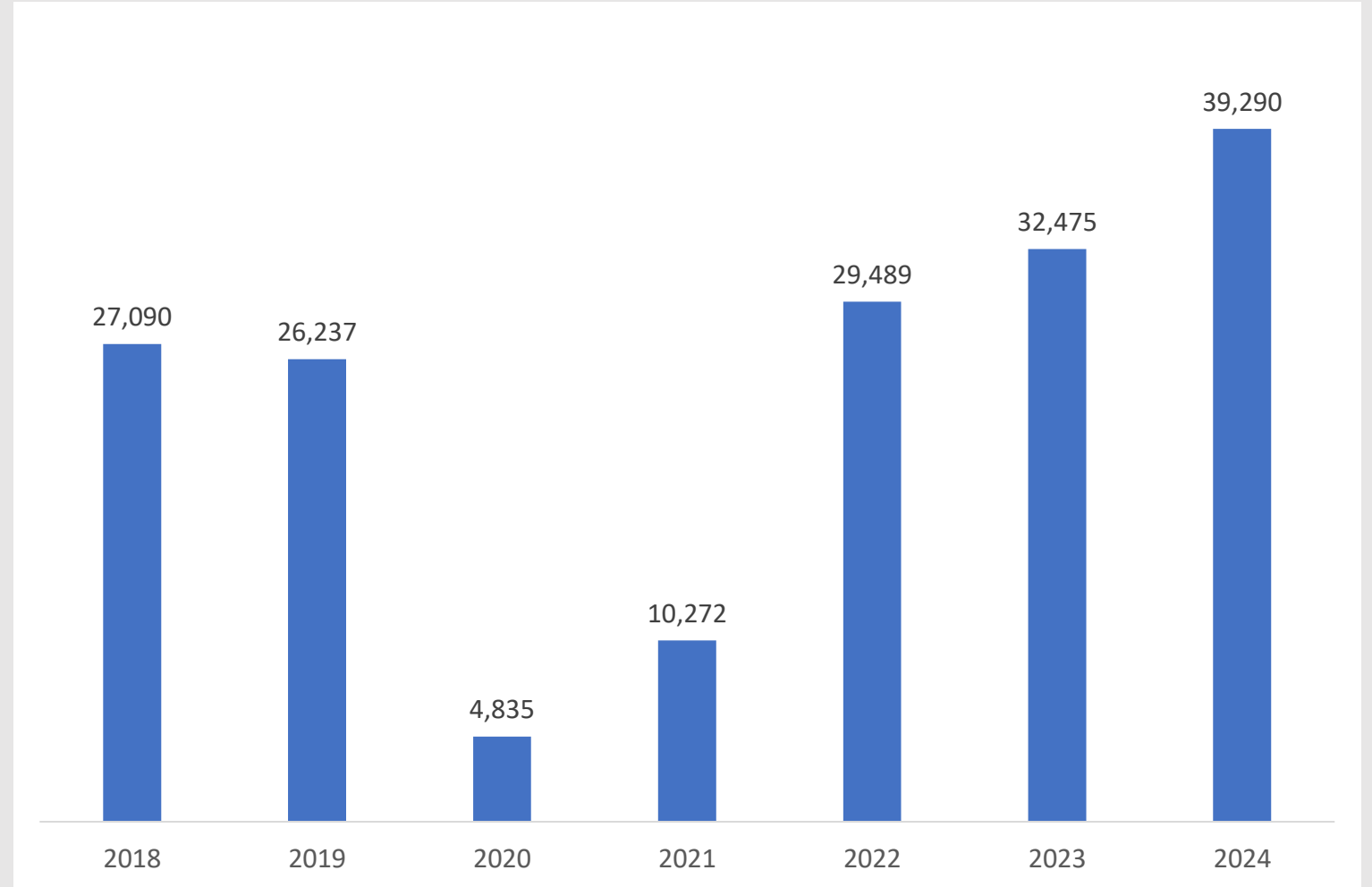


Arrivals,  
paid accommodation, 2024



**+21% (vs. 2023)**

**+50% (vs. 2019)**





# Length of stay, paid accommodation

## 2024 and 2018-2024

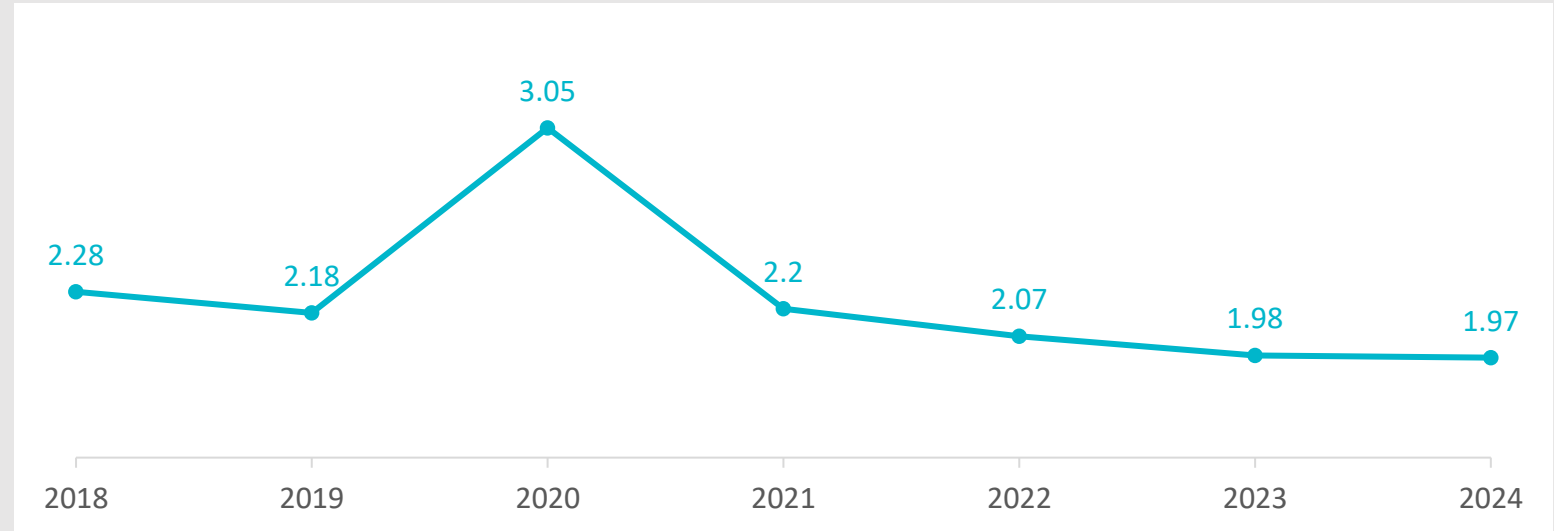


Average length of stay,  
paid accommodation, 2024



-0.01 nights (vs. 2023)

-0.21 nights (vs. 2019)



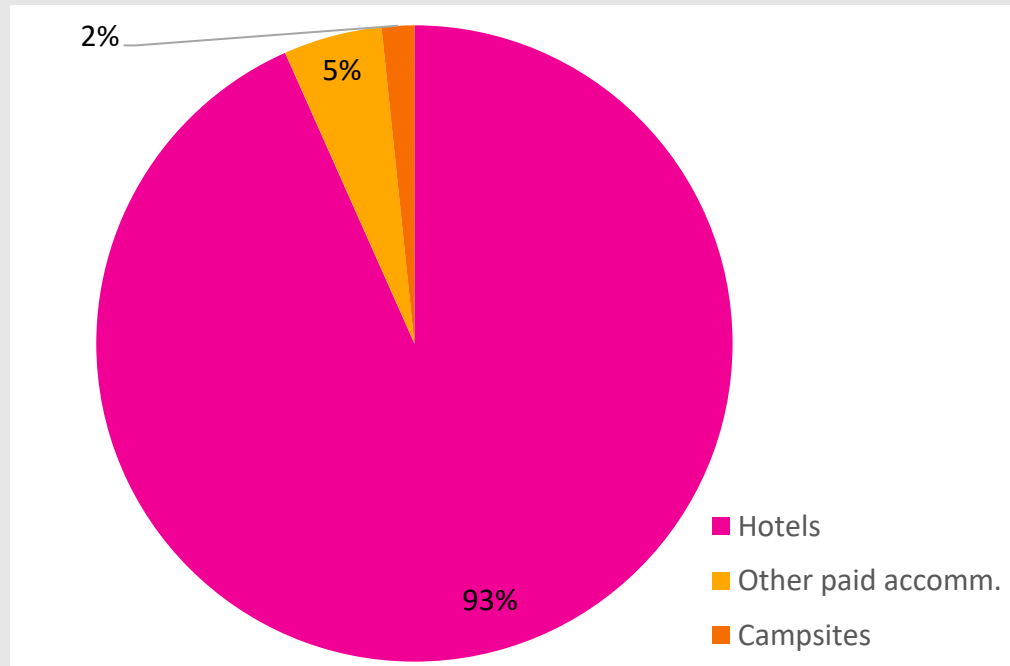


# Nights & arrivals in paid accommodation

Type of accommodation, 2024

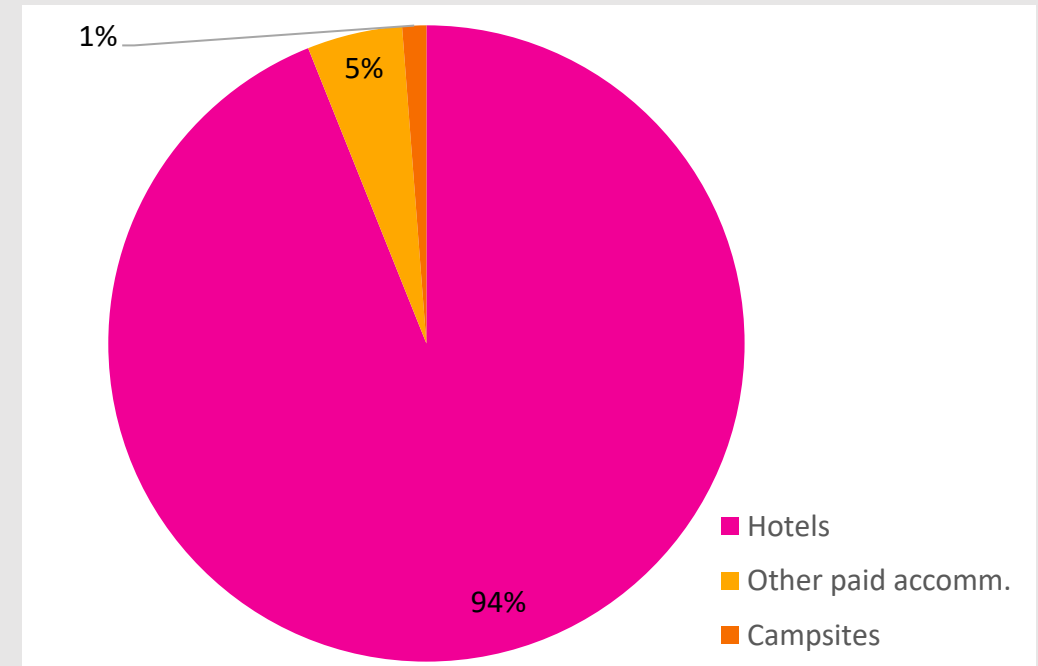


Nights,  
paid accommodation, 2024



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)

Arrivals,  
paid accommodation, 2024



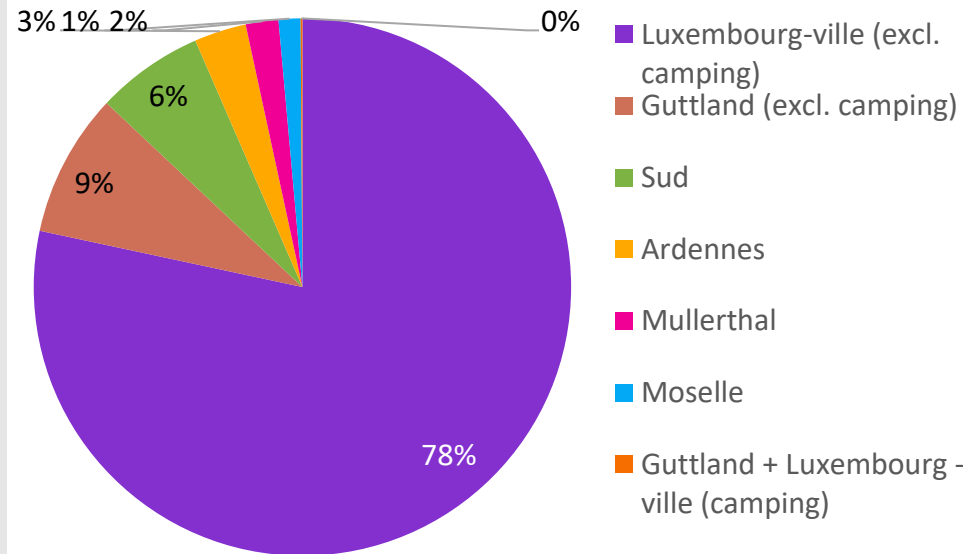
Hotels	36.908	+21% (vs. 2023)	+52% (vs. 2019)
Other paid accomm.	1.902	+15% (vs. 2023)	+10% (vs. 2019)
Campsites	480	+87% (vs. 2023)	+114% (vs. 2019)

# Nights & arrivals in paid accommodation

## Regions, 2024

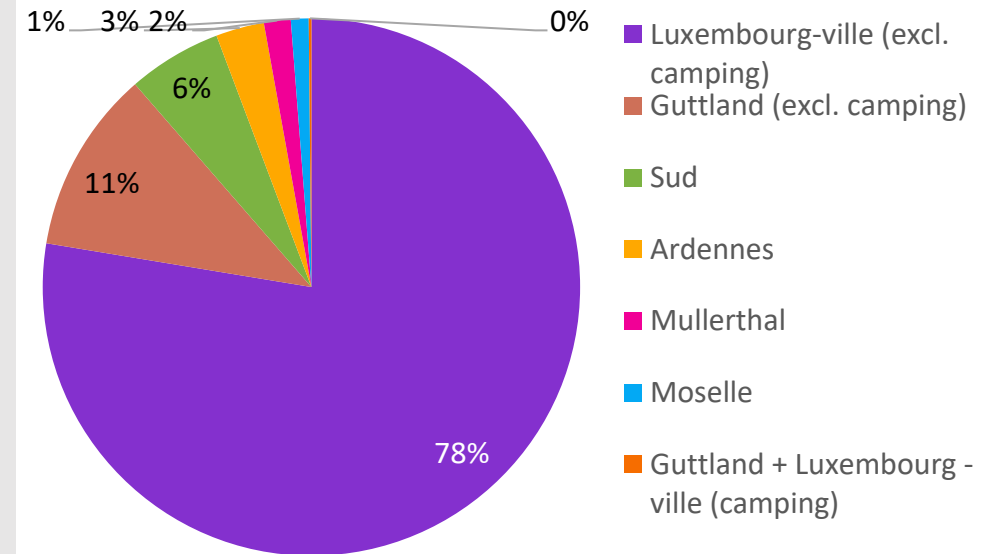


### Nights, paid accommodation, 2024



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)

### Arrivals, paid accommodation, 2024



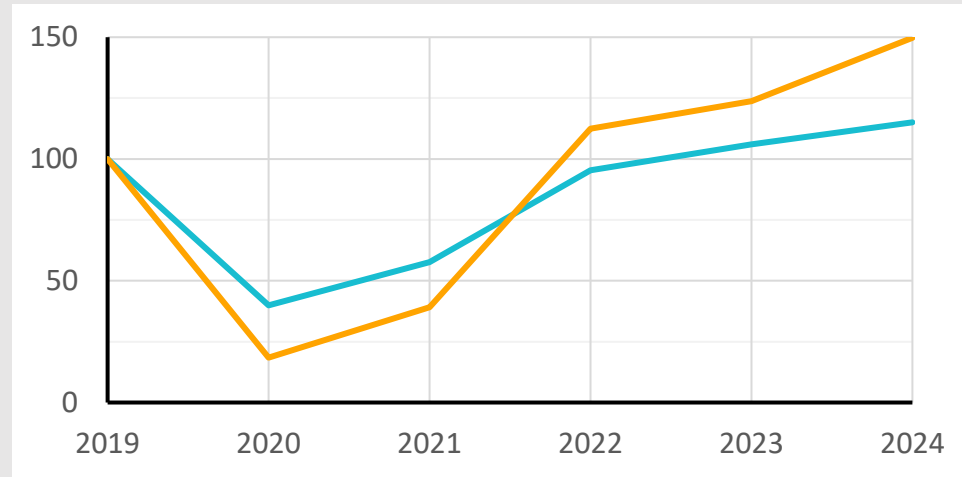
Lux.-City (excl. camping)	30.491	+16% (vs. 2023)	+59% (vs. 2019)
Guttland (excl. camping)	4.322	+40% (vs. 2023)	+73% (vs. 2019)
South	2.219	+125% (vs. 2023)	+22% (vs. 2019)
Eislek	1.143	-6% (vs. 2023)	-22% (vs. 2019)
MPSL	633	+24% (vs. 2023)	+15% (vs. 2019)
Moselle	419	+12% (vs. 2023)	-40% (vs. 2019)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

# Arrivals in paid accommodation

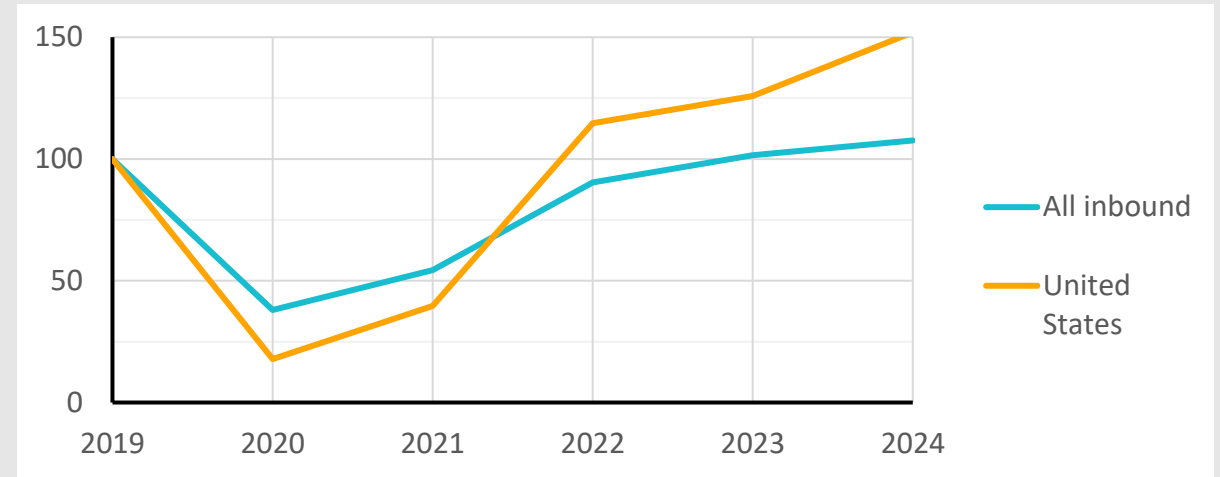
## Trends 2019-2024



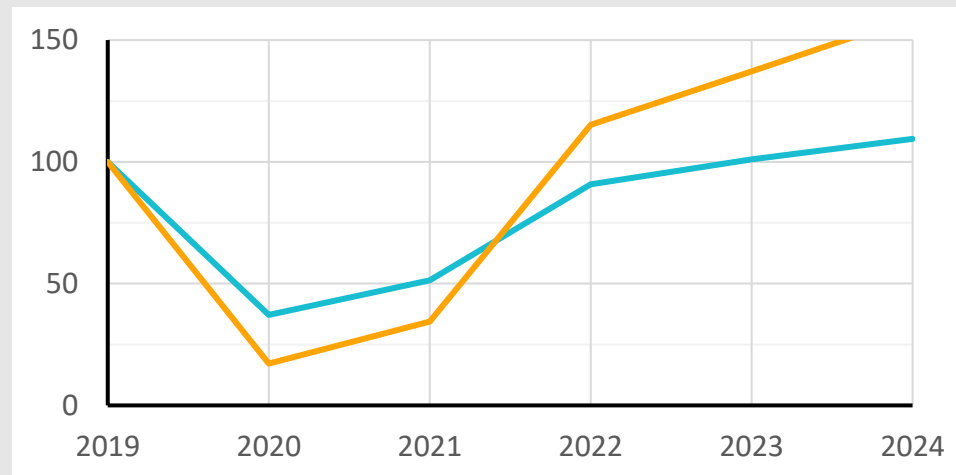
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



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

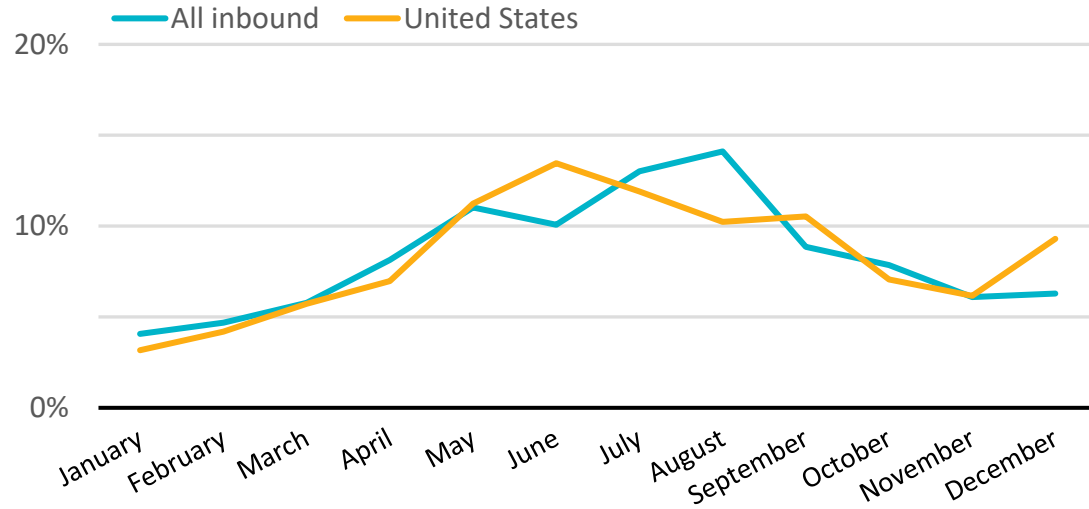


# Arrivals in paid accommodation

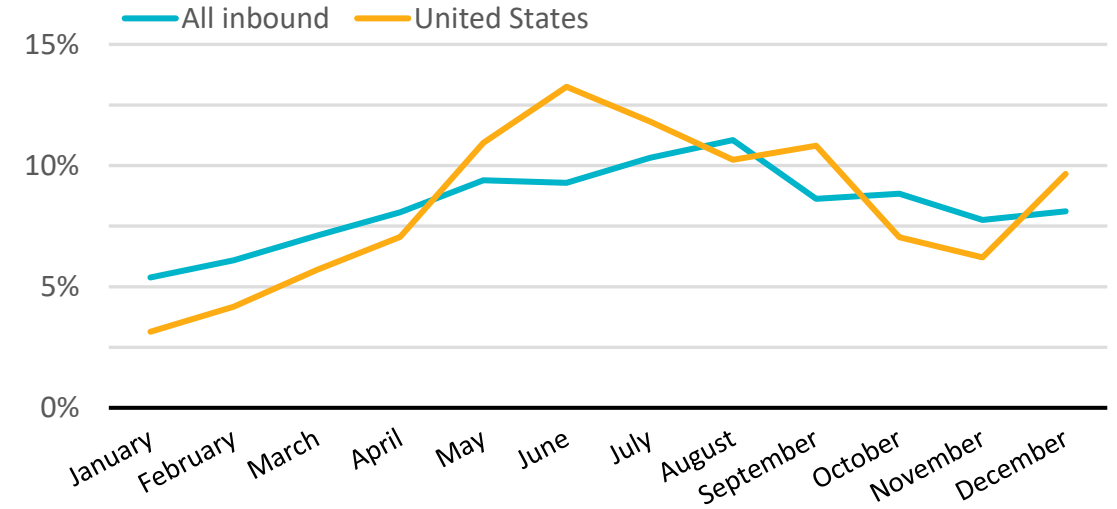
## Seasonality



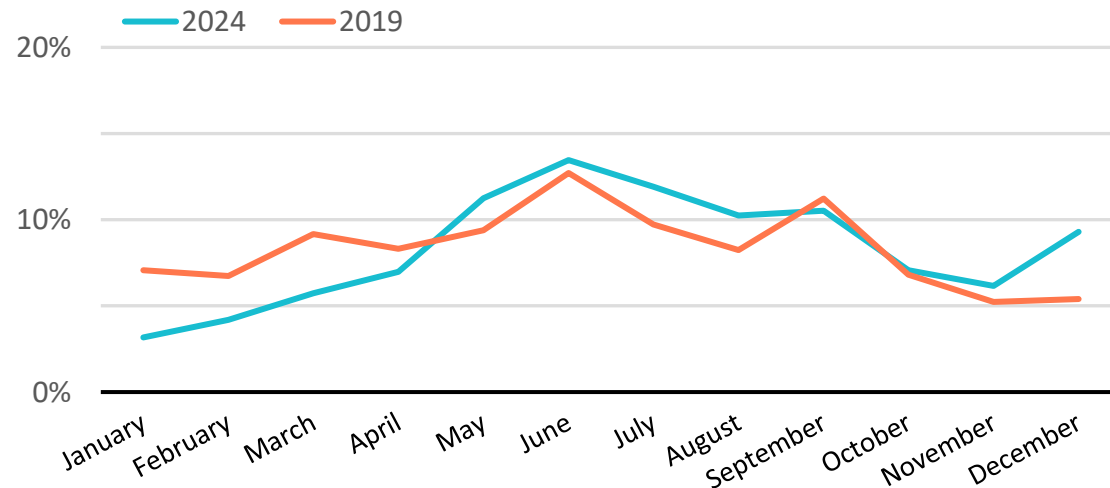
### All paid accommodation, 2024



### Hotels, 2024



### All paid accommodation, arrivals from United States

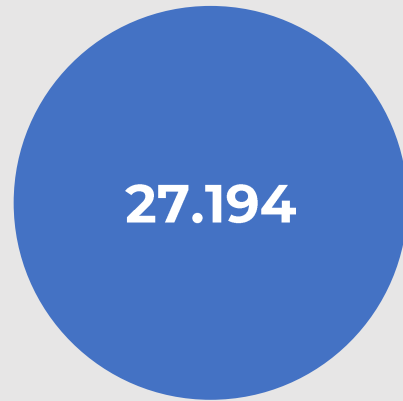


# Short-term rentals

## 2024 and 2018-2024



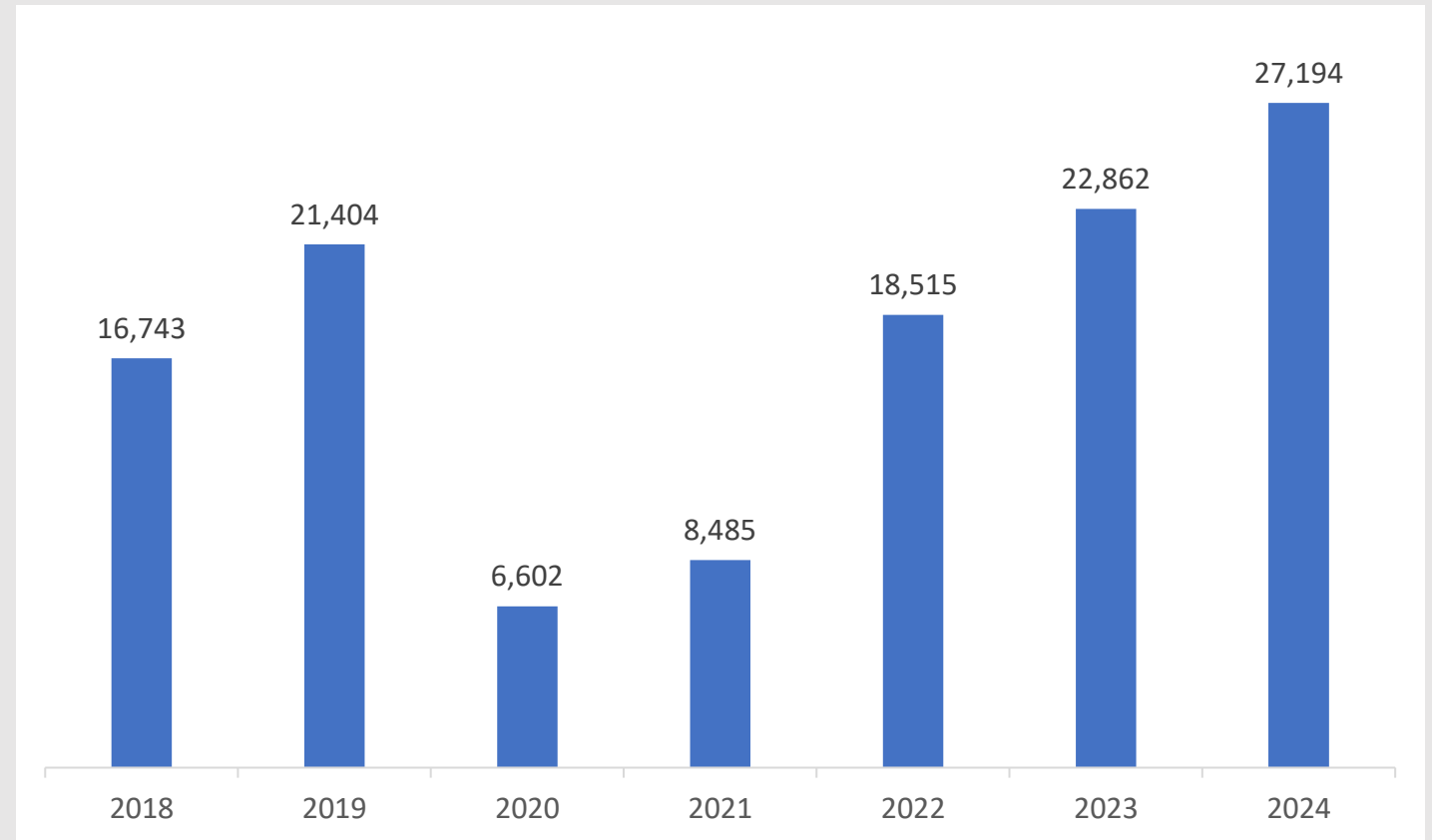
Nights,  
Short-term rentals, 2024



19% (vs. 2023)

27% (vs. 2019)

Nights,  
Short-term rentals, 2018-2024





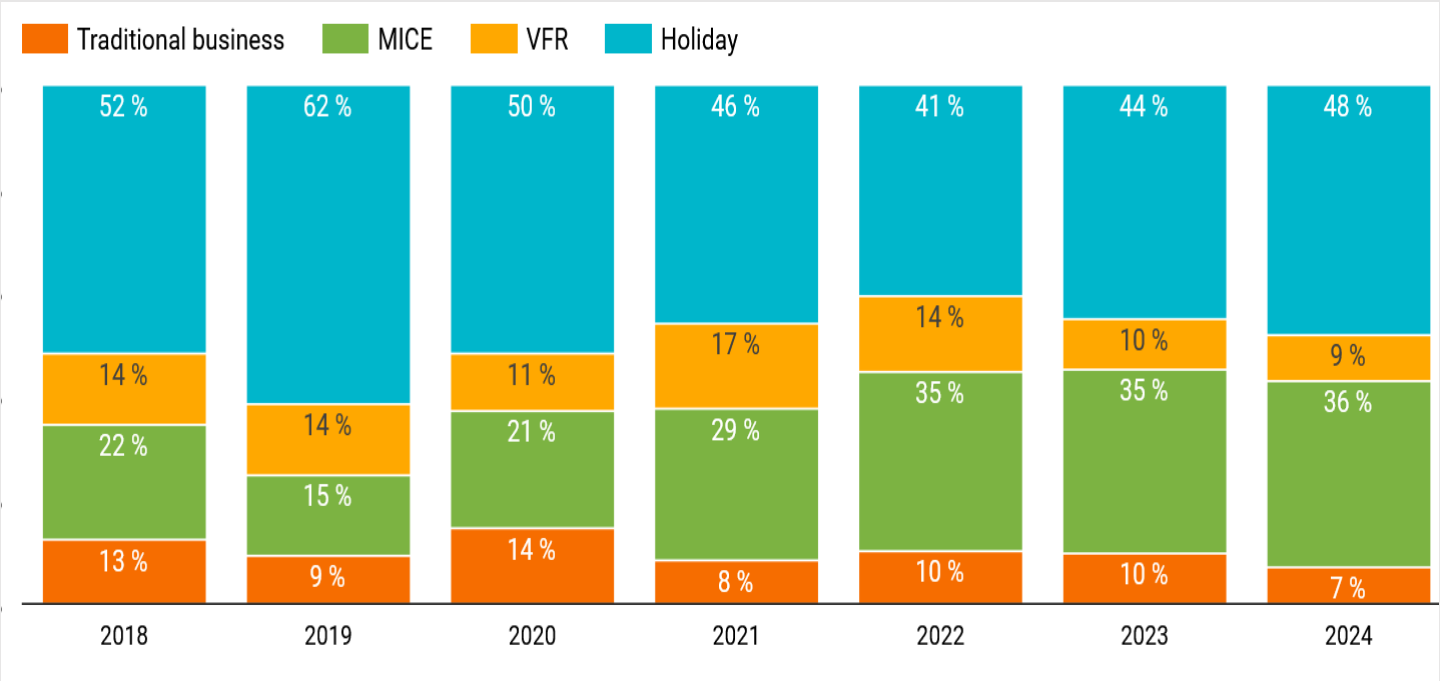
# **Characteristics of inbound trips**

# 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%

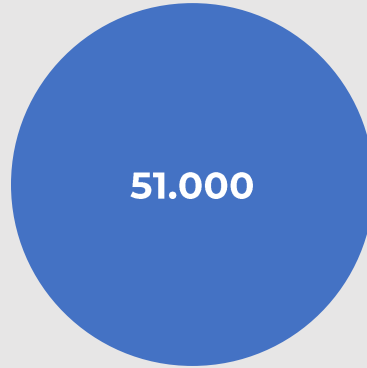


# Inbound same-day trips to Luxembourg

## 2024



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



+30% (vs. 2023)

Average length  
of same-day trips



-0,2 h (vs. 2023)

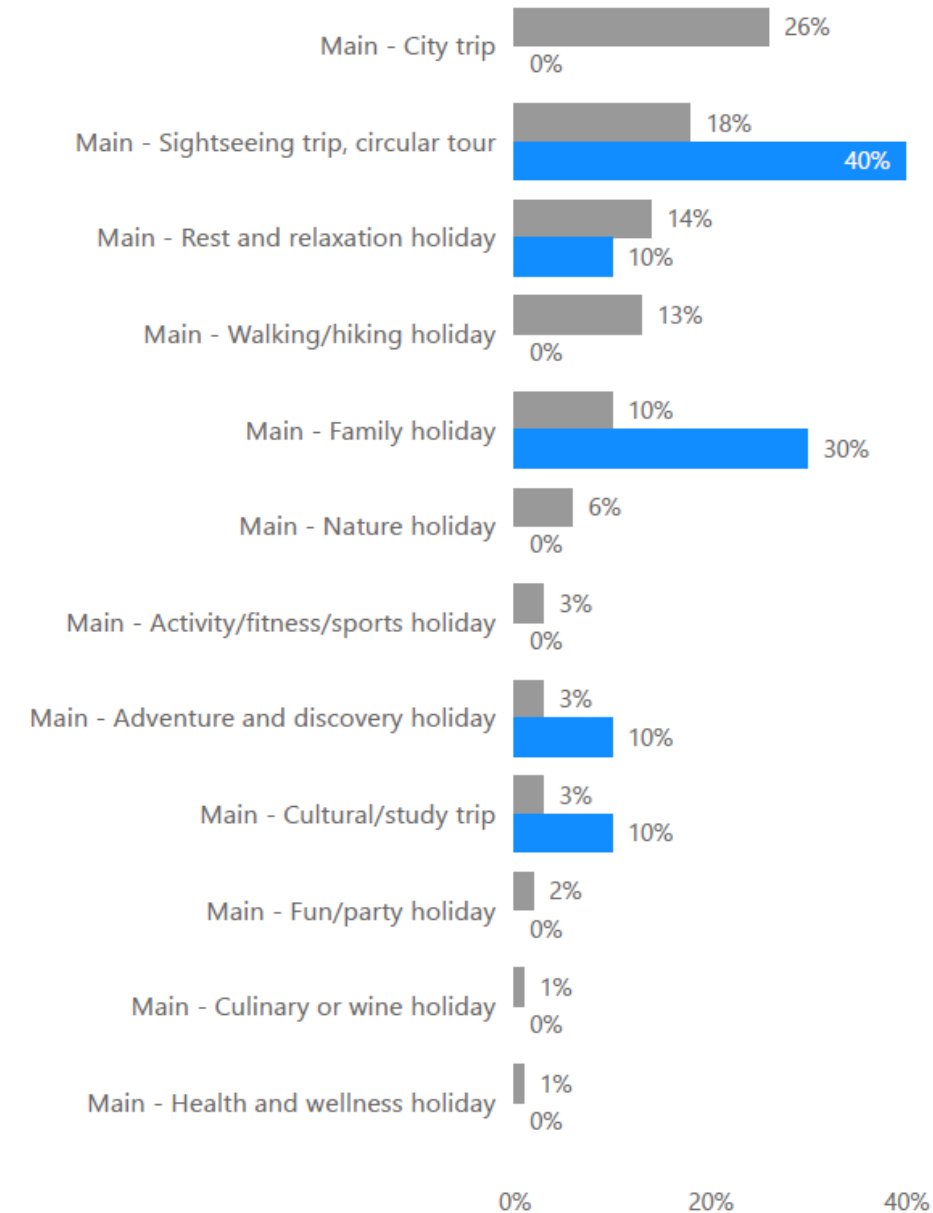


# **Travel behaviour of inbound leisure visitors**

Main holiday types

Visitors with overnight

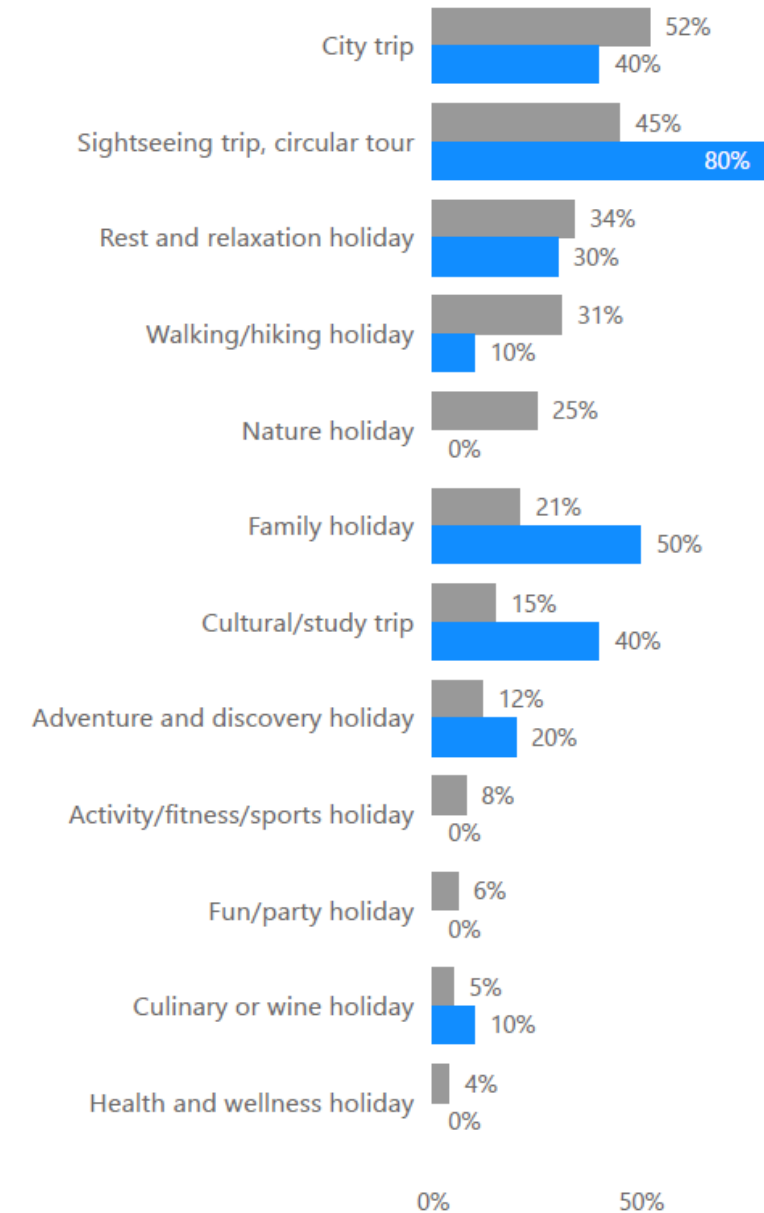
● All Inbound ● United States



All holiday types

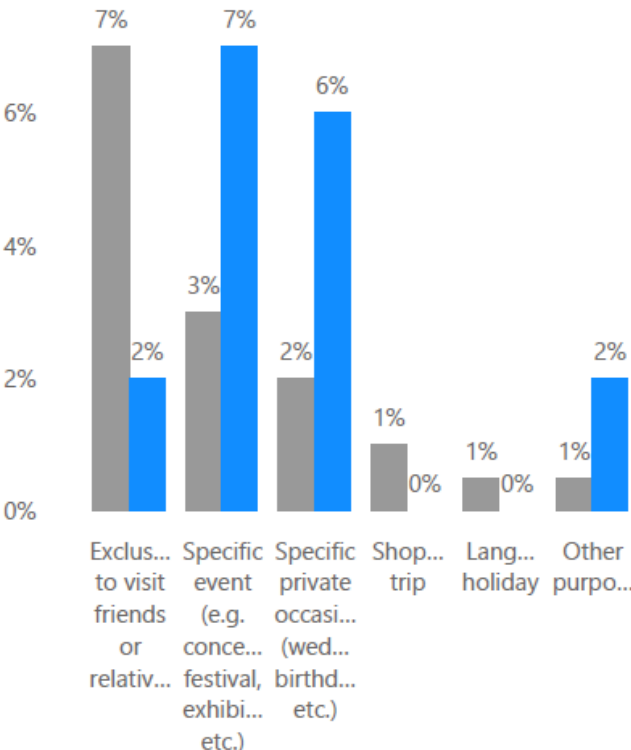
Visitors with overnight

● All Inbound ● United States



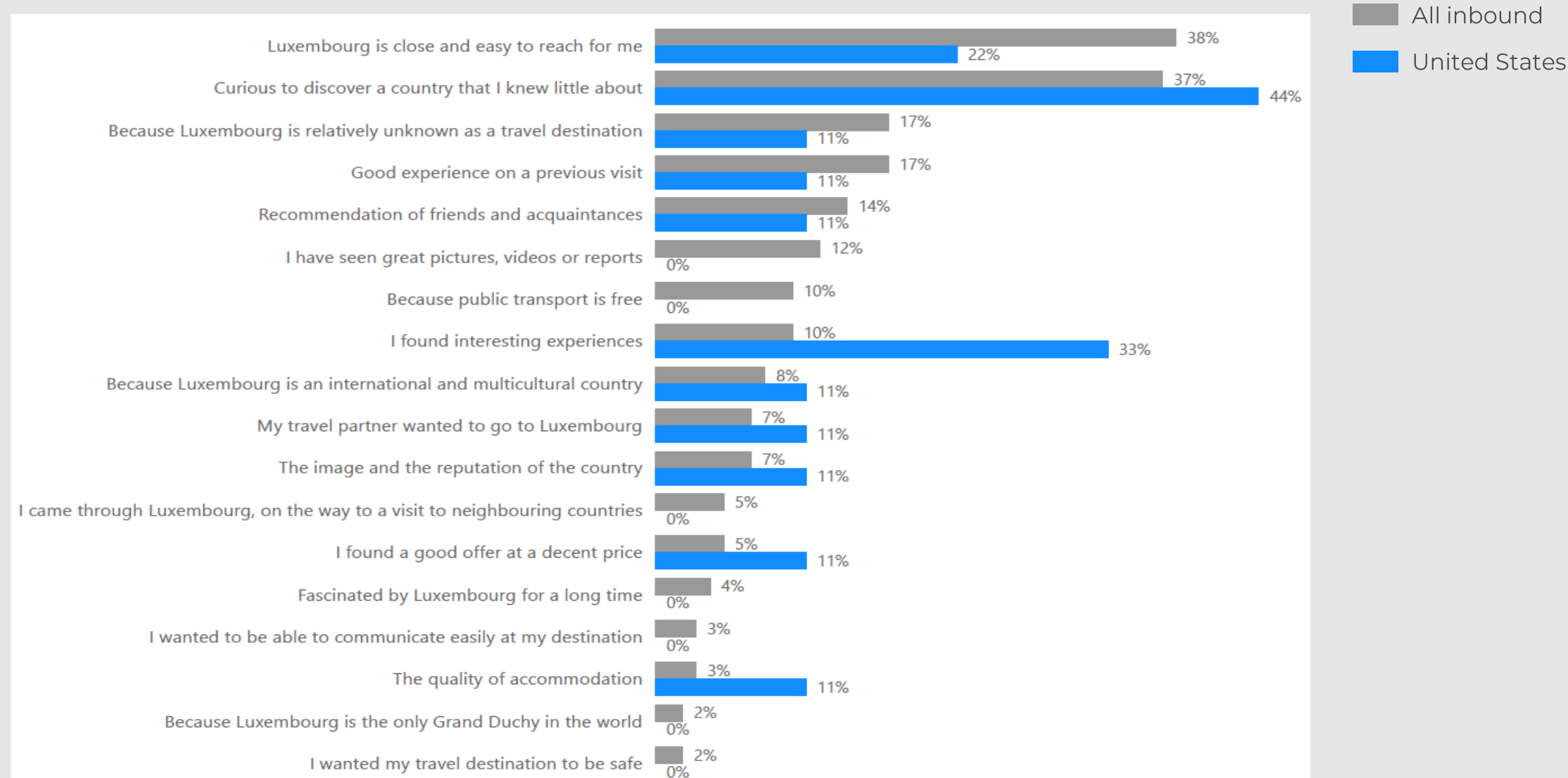
Main purpose of overnight trip (if not holiday)

● All Inbound ● United States



# Key decision criteria for choosing Luxembourg

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



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

# Key travel motives

## Inbound leisure visitors with overnight, 2023-2024

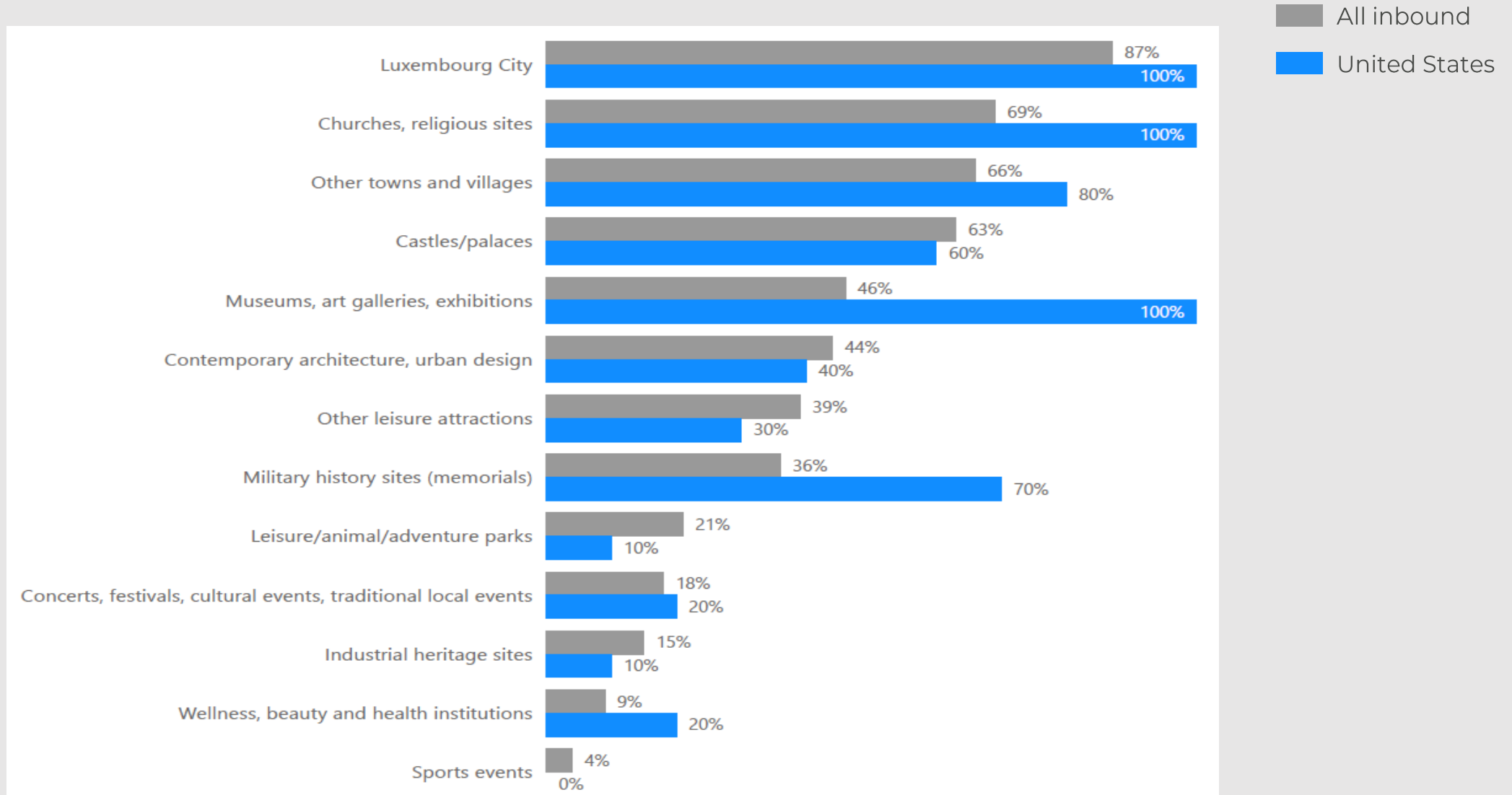


■ All inbound  
■ United States



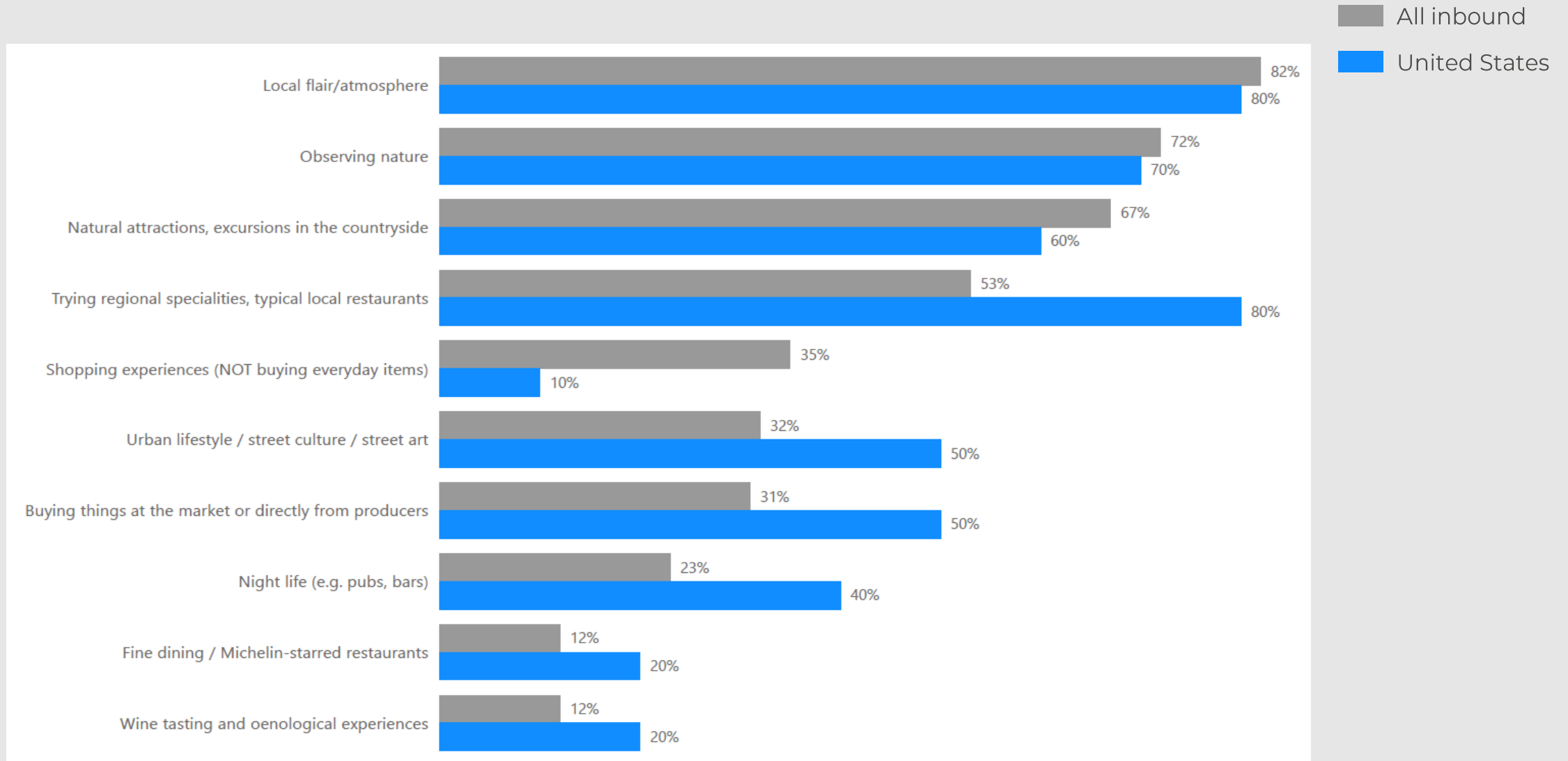
# Type of places visited in Luxembourg

## Inbound leisure visitors with overnight, 2023-2024



# Non-sporting activities undertaken in Luxembourg

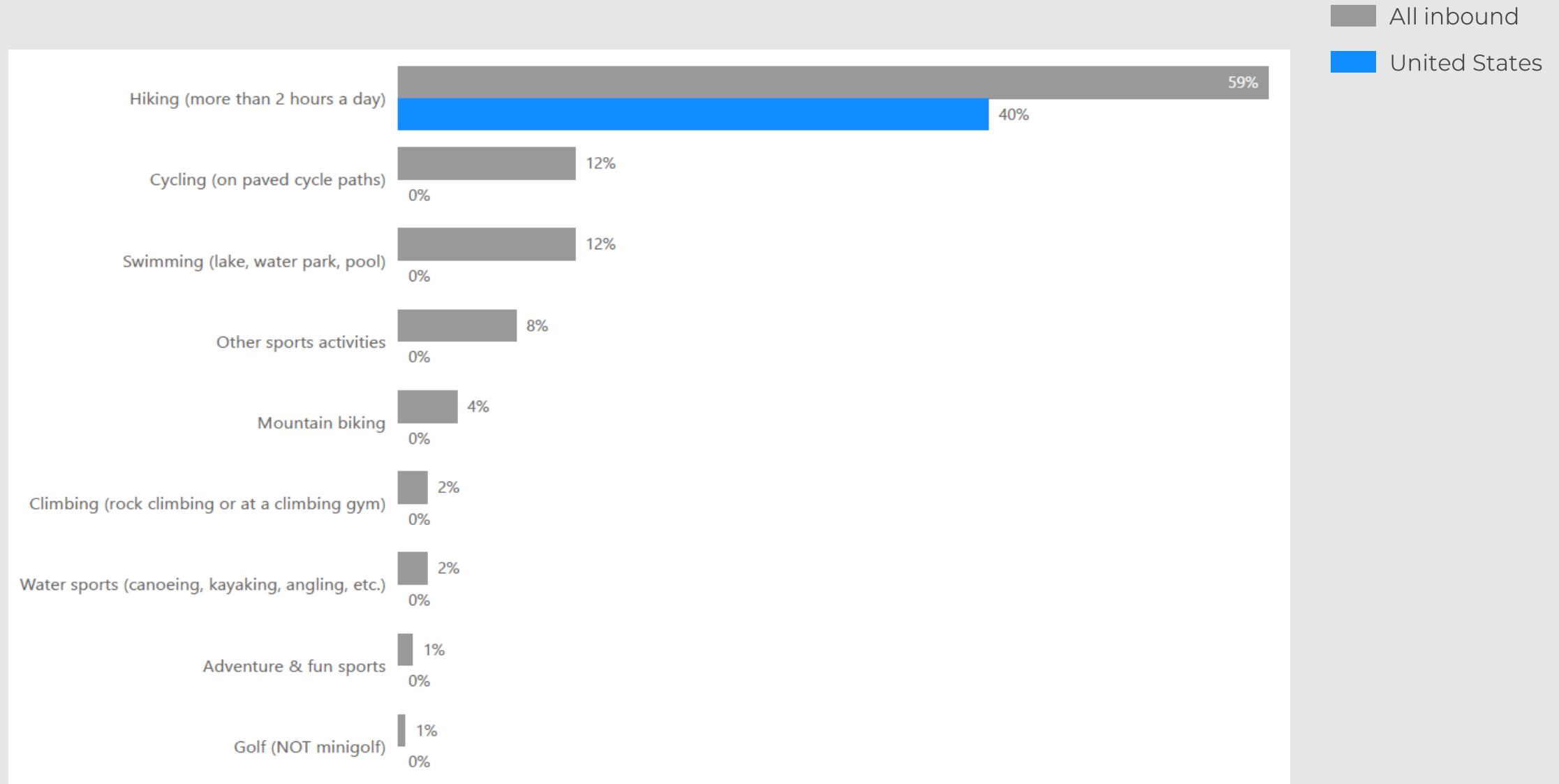
Inbound leisure visitors with overnight, 2023-2024





# Sporting activities undertaken in Luxembourg

Inbound leisure visitors with overnight, 2023-2024



# Age groups

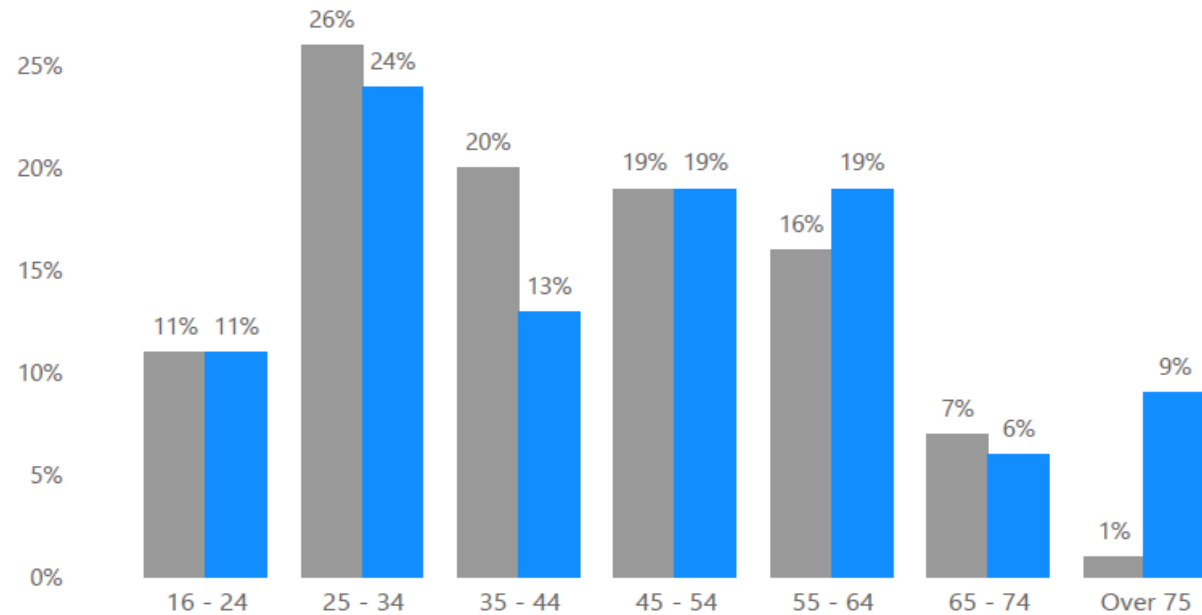
## Inbound leisure visitors with overnight, 2023-2024



■ All inbound  
■ United States

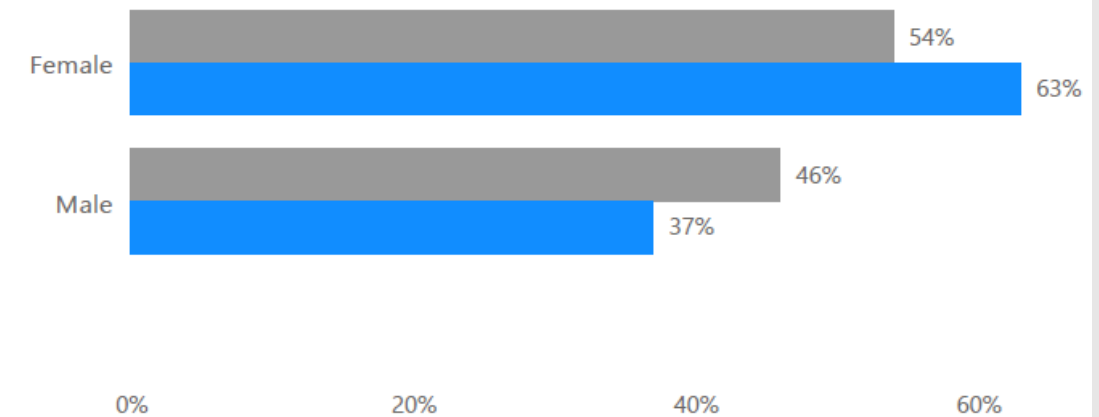
### Age

Visitors with overnight



### Gender

Visitors with overnight

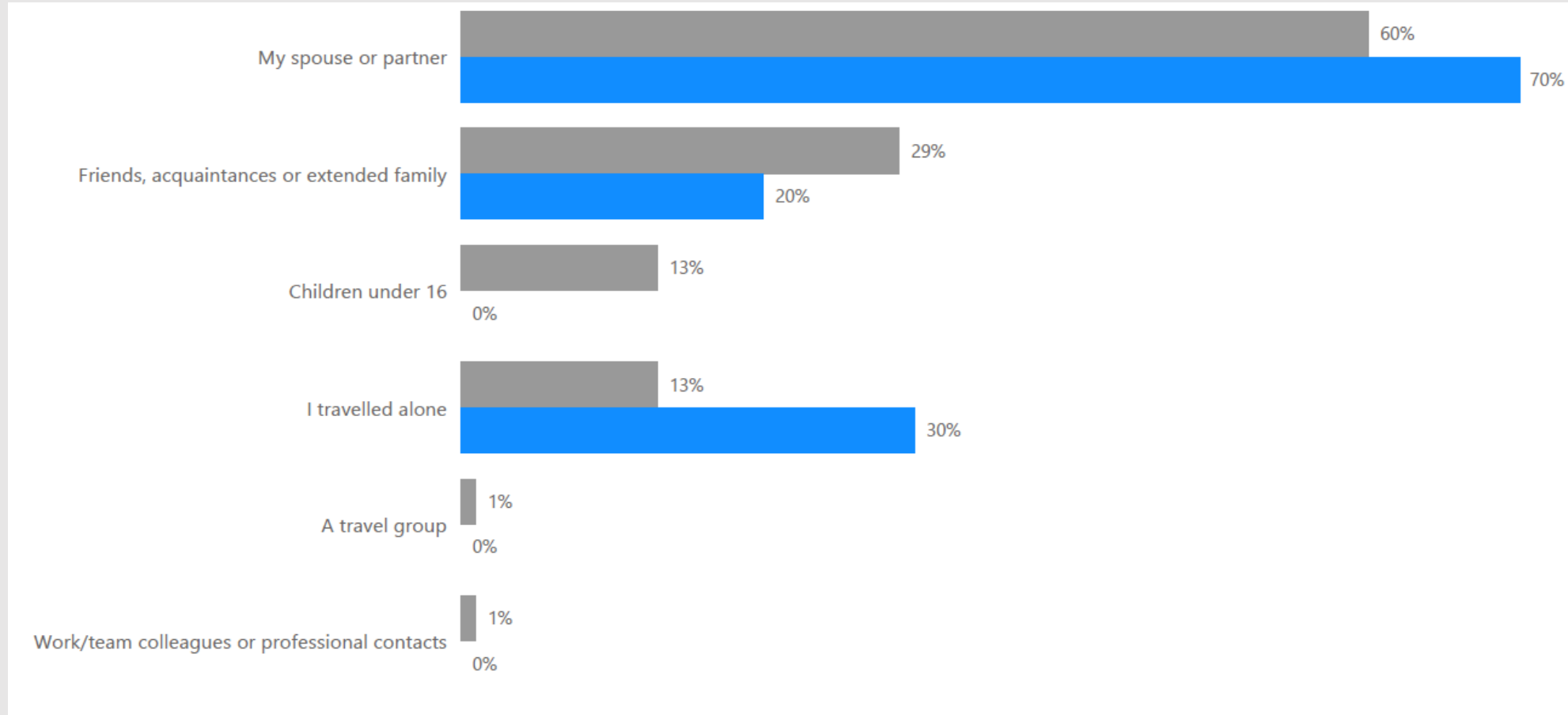


# Travel party

## Inbound leisure visitors with overnight, 2023-2024



■ All inbound  
■ United States



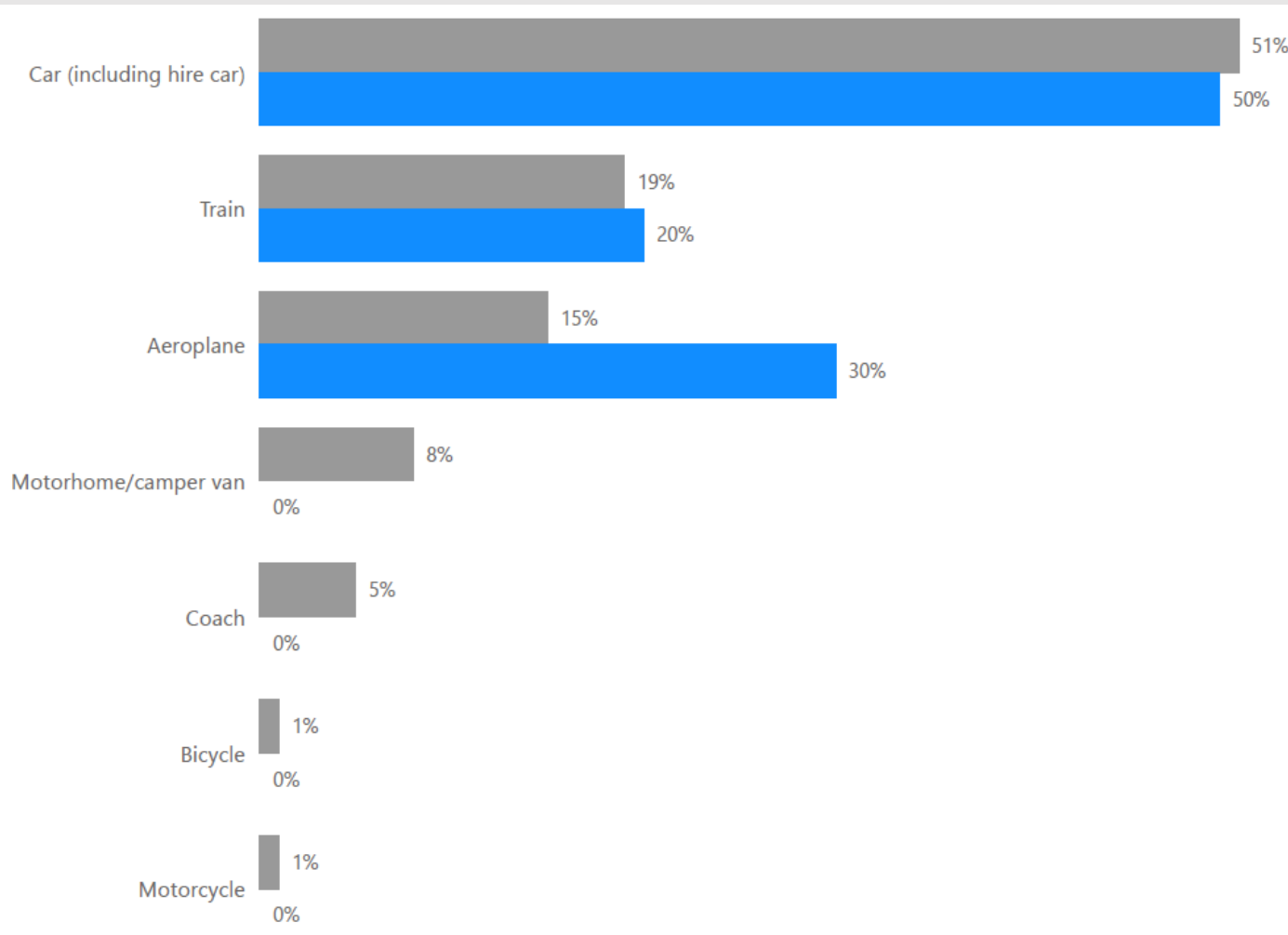
# Transport, new visitors and cross-border trips

Inbound leisure visitors with overnight, 2023-2024



## Mode of transport to access Luxembourg

■ All inbound  
■ United States



### 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

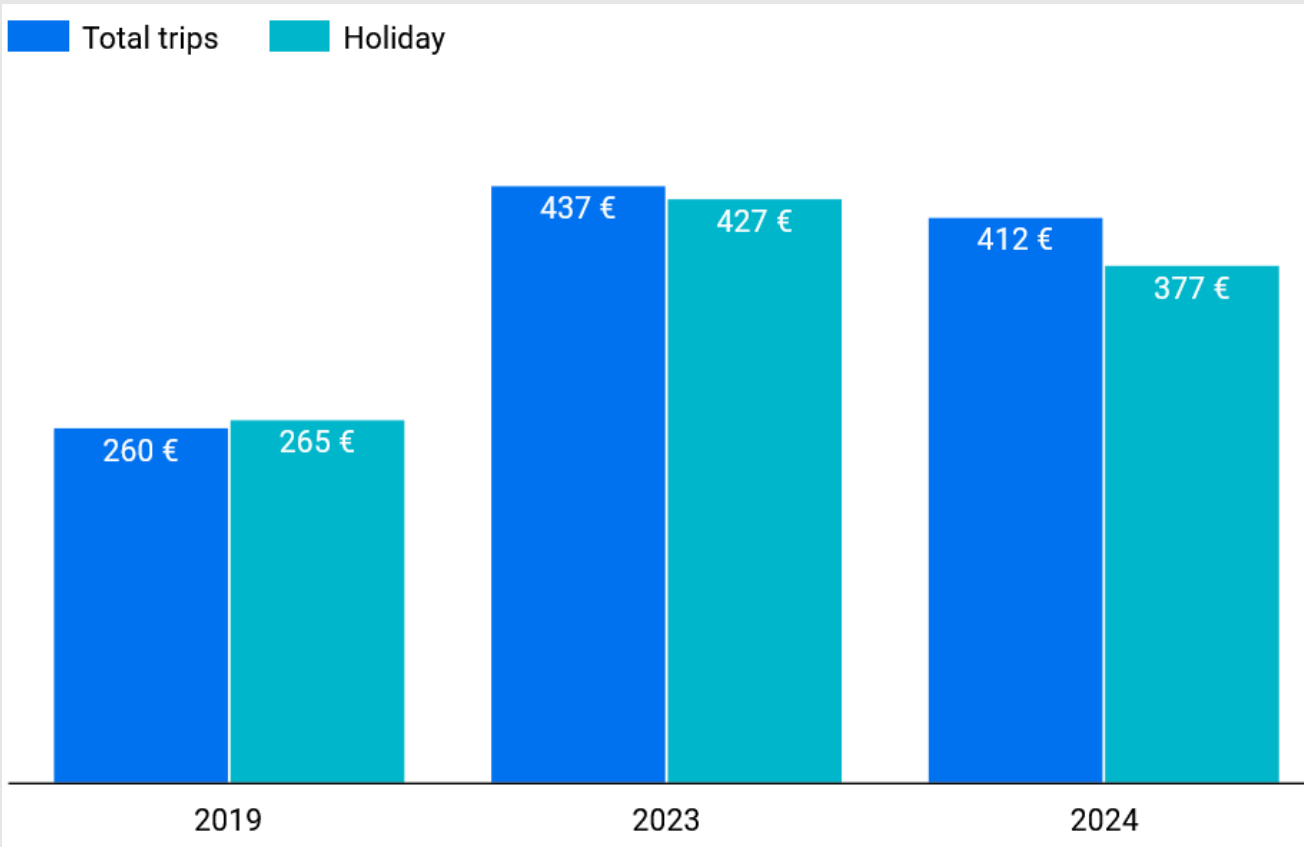
# Expenditure

Inbound trips to Luxembourg with overnight (all accommodation)

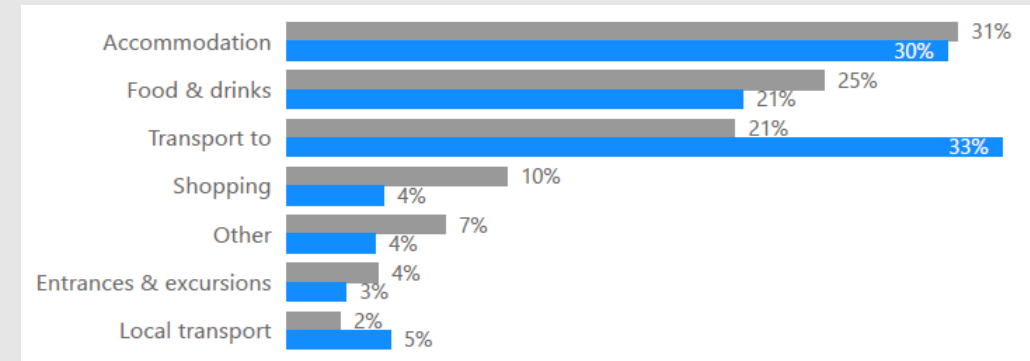


■ All inbound  
■ United States

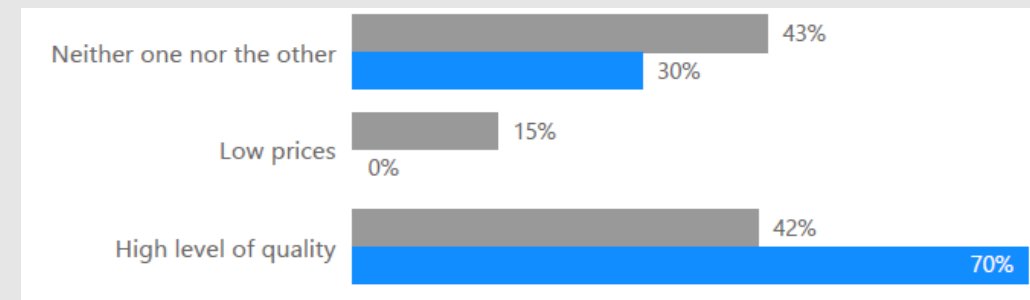
## Average expenditure/pers./day



## Expenditure of leisure inbound visitors by categories, 2023-2024

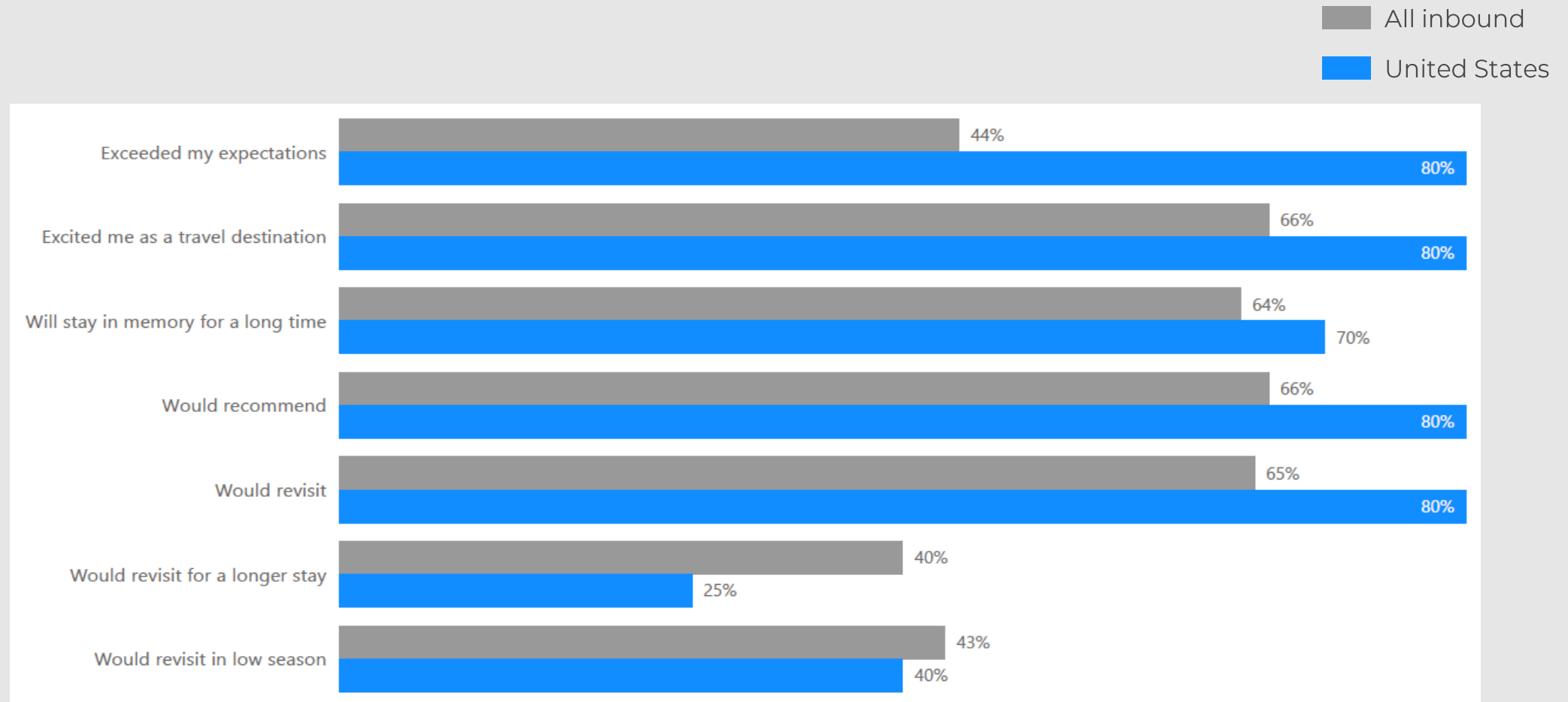


## Quality vs. price-orientation of leisure inbound visitors, 2023-2024



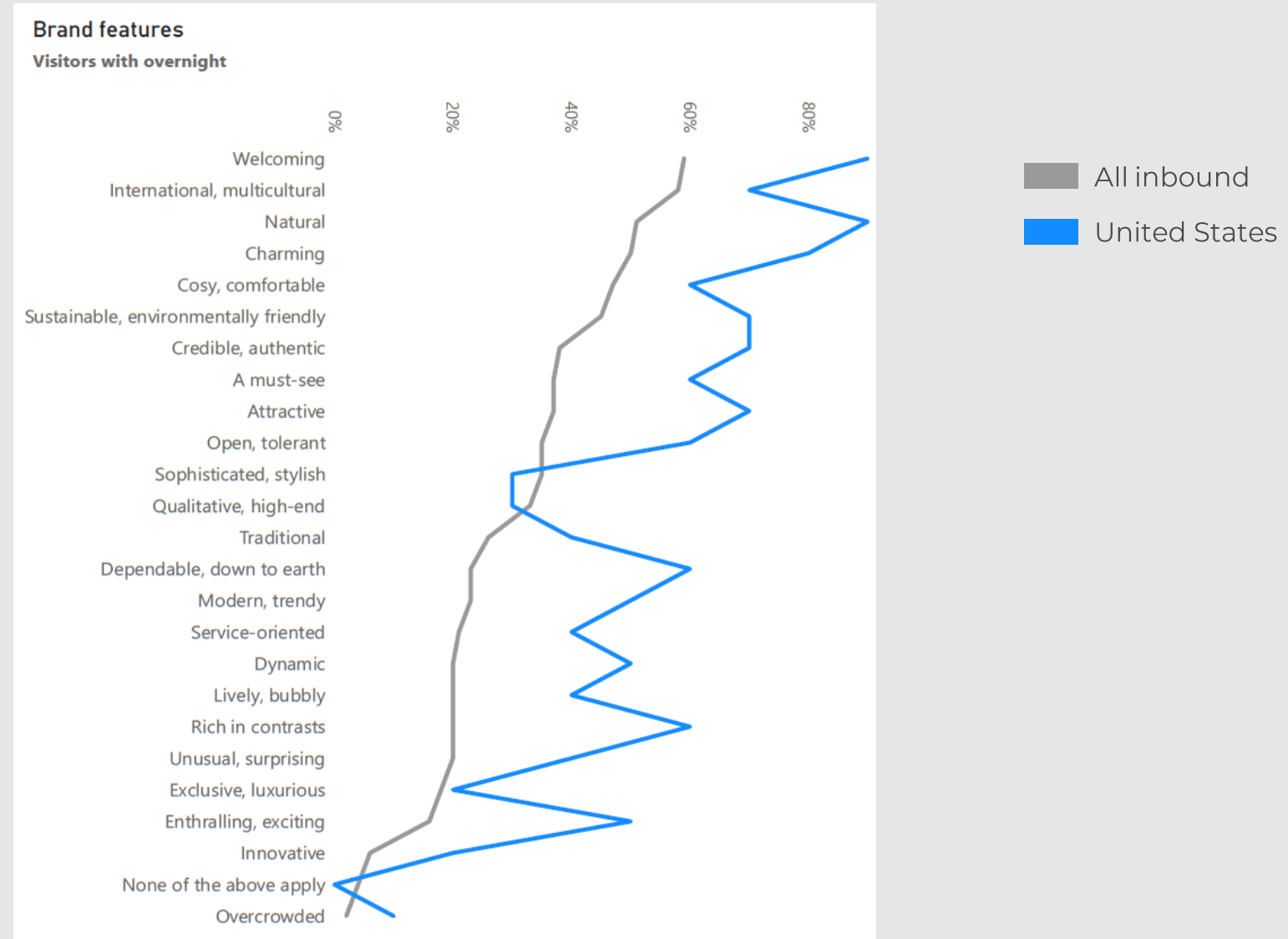
# Visitor satisfaction and recommendation

Inbound leisure visitors, 2023-2024



# Brand features perception

Inbound leisure visitors with overnights, 2023-2024





# LFT Target Segments



United States  
All inbound

## Explorers



## Nature-Loving Actives



## Relaxation Seekers



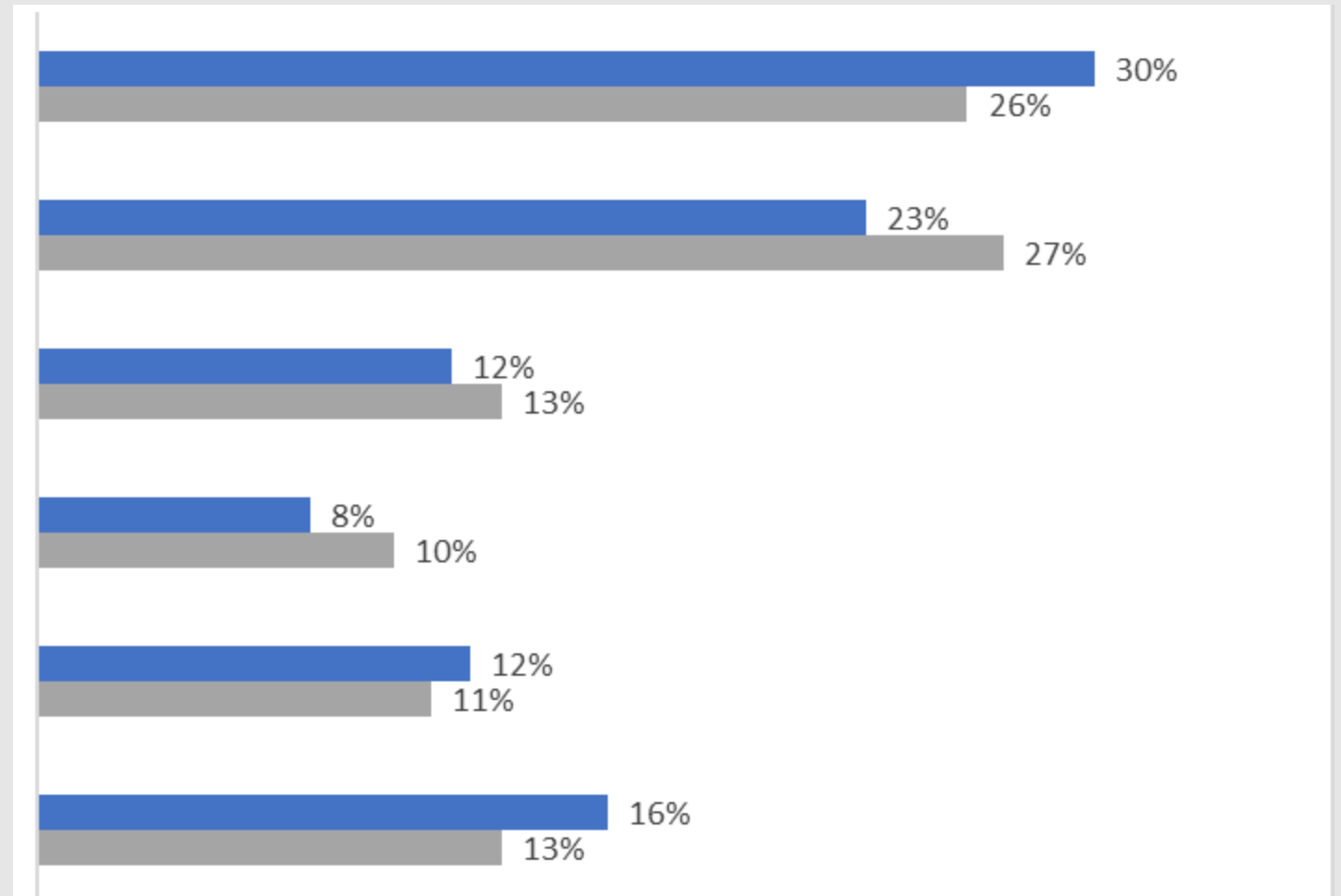
## Short Breakers



## Perfection Seekers



## Leisure Oriented

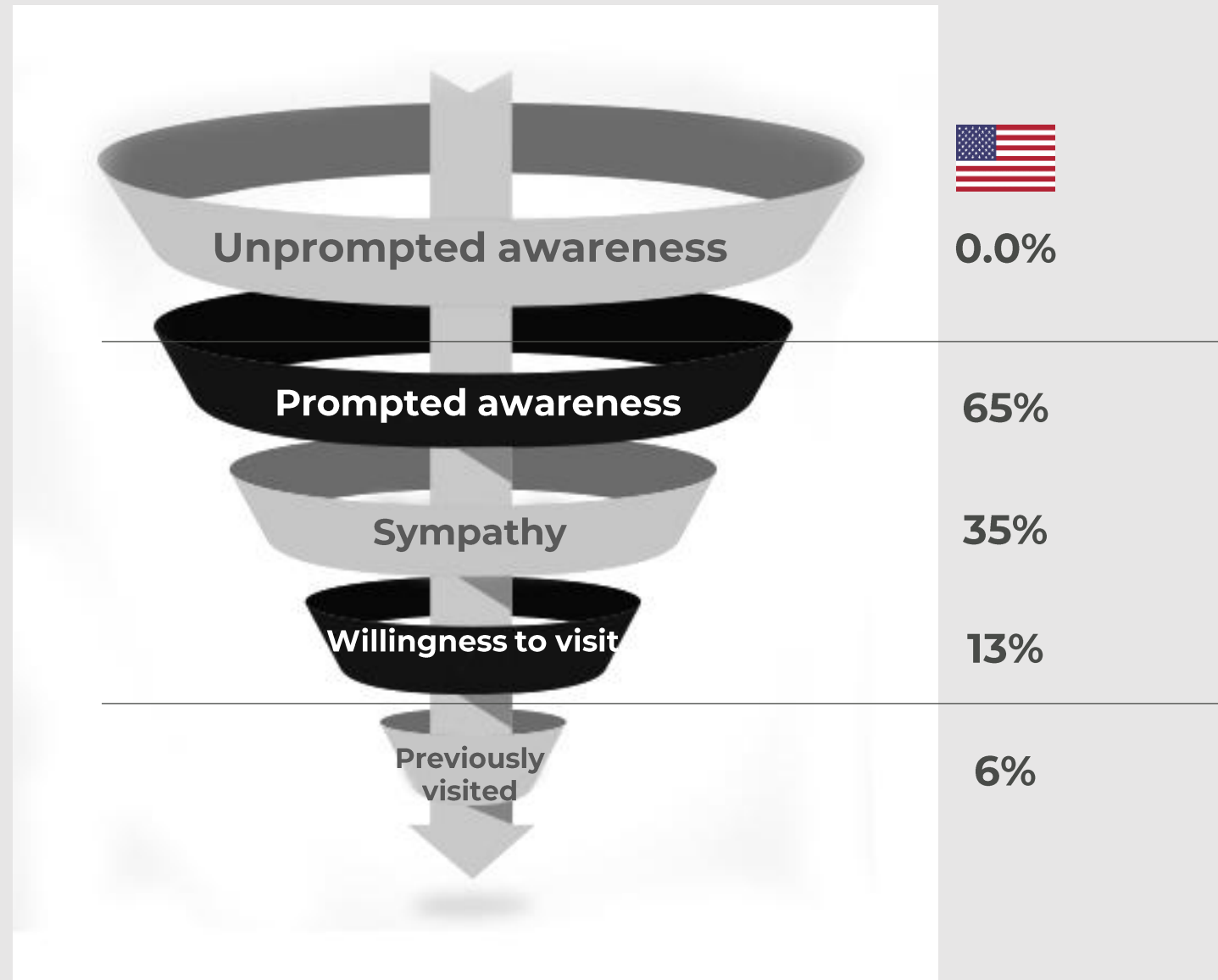




# **Target segments, Brand & Growth Potential**

# 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



**Alain Krier**

*Head of Insights & Strategy*

T. +352 42 82 82 36

[alain.krier@LfT.lu](mailto:alain.krier@LfT.lu)



**Luxembourg for Tourism GIE**

6, rue Antoine de Saint-Exupéry

L-1432 Luxembourg-Kirchberg

[www.visitluxembourg.com](http://www.visitluxembourg.com)