



Luxembourg for Tourism

# Latest travel insights

Quarterly Report – March 2026



# Contents

Executive Summary **03**

Recent Performance Data **08**

LFT Hotel Survey **16**

Search & Booking Data (Hotels/Flights/Campsites/Travel Themes) **19**

E-Reputation **26**

Short-term travel intent surveys **29**

Economic and travel Forecasts **37**



# **Executive Summary**

# Executive Summary (1/4)



## Performance 2025, vs. 2024 (provisional figures)

- Luxembourg, arrivals: total paid +2%, hotels +3%, campsites -0%, youth hostels -1%, other paid +17%.
- Luxembourg, arrivals, source markets with strongest growth: IT +31%, IN +19%, FR +18%, US +13%, PT +11%. All inbound +4%.
- Luxembourg, hotels: occupancy rate 75% (+1%), ADR 154€ (+1%), RevPAR 115€ (+2%).
- Luxembourg, visitors: tourist infos -5% (Lux-City), +5% (other) ; castles +0% ; museums +1% ; leisure sites +8%.
- Luxembourg, same-day inbound trips (estimate): +11%.
- International tourist arrivals grew by 4% in 2025, supported by strong demand, ongoing recovery in Asia-Pacific, better air connectivity and visa facilitation. Europe also recorded a 4% increase.
- Price sensitivity remained high as more Europeans opted for more affordable destinations, shorter stays and off-peak travel. The latter two were also observed in Luxembourg, where growth in shoulder seasons exceeded the European average.
- Travel spending in Europe rising +10%, outpacing arrivals growth, esp. in destinations with high shares of long-haul travel and large events.
- Travel demand growth to Europe remained led by short-and mid-haul, with long-haul catching up. Chinese travel to Europe showed mixed results, with a weak yuan/euro exchange rate but demand shifts from the US to Europe, a factor that also explains strong growth from Canada.
- Despite uncertainty in US trade and foreign policy, US visits to Europe were up 5%, rising even faster in some smaller destinations incl. Luxembourg.
- Air passenger traffic grew 7% worldwide and 6% in Europe with record-high load factors due to tight capacity management and strong demand.
- Global hotel RevPAR gains in 2025 were largely driven by occupancy rates growth. This was also the case for Northern & Western Europe where price competition is high. By contrast, prices in Eastern & Southern Europe kept rising with demand growth in the luxury leisure segment.

## Performance Jan 2026, vs. Jan 2025 (provisional figures)

- LFT estimate: hotels ca. -4% to -5%, campsites ca. -4%, youth hostels -10%, all inbound trips (paid + non-paid) -6%, same-day inbound trips -10%.
- Luxembourg, hotels: occupancy rate 56% (-2%), ADR 139€ (-0%), RevPAR 78€ (-2%).

# Executive Summary (2/4)



## LFT Hotel Survey

- Hotel occupancy rate forecast: 61% (Feb, stable), 66% (Mar, -1 pts), 67% (Apr, -1 pts). Strong regional differences: decline in North & East, stabilization in South & Guttland, growth in Luxembourg City.
- Business travel demand growth is likely to outperform leisure demand during coming months, a pattern mostly observed in Luxembourg City.
- Guests' reluctance to spend on-site (70%; +2 pts) but also hotels' propensity to raise room rates next months (60%; +4 pts) are increasing vs. 2025.
- 58% of respondents are optimistic with regard to the season 2026 (+4 pts vs. 2025), with much higher optimism in North & East regions.
- Hotels rate high business costs as the biggest challenge for the industry, followed by red tape, staff shortages, economy and geopolitics.
- Key opportunities identified include leisure events, developing new segments and themes, improving hotel infrastructure and stronger marketing.

## Current search & booking data

- Hotel searches +15%, bookings +2% vs. last year. Search growth for business exceeds that for leisure, a pattern not currently seen at booking levels.
- Flight searches +9%, bookings +10% vs. last year, more driven by business travel. 10% growth in seat capacities for travel until July.
- Strong year-on-year demand growth for future hotel stays from FR, DE, NL, ES, CH, US, and for future air travel from ES, IT, UK, IE, DK, FI (new servicing).
- Camping bookings +11% vs. last year, with double-digit demand growth from BE, DE.
- Strong on-the-book growth for arrivals in Q2 and Q3 for hotels (but Easter still -7%) and campsites; strong growth for arrivals in Q1 and Q4 for air travel.
- Strong growth in travel-related searches on Google in all source markets; for Luxembourg, growth is mostly limited to city-trip-related searches. (notably from FR, ES, IT, AT). General gain in search interest on Google for hiking, youth hostels and holiday homes.

# Executive Summary (3/4)



## Luxembourg's E-Reputation

- Luxembourg's online reputation, as measured by its Net Sentiment Index, reached +83 in January, driven by events and culture.
- Satisfaction ratings of Luxembourg's offer on online rating platforms decreased in January across all sub-segments (accommodation, attractions, restaurants). While sustainable travel sentiment also dropped, perception of value for money remained stable, yet below the European benchmark.

## Short-term travel intent surveys

- European markets :
  - 88% of Europeans plan go at least once on holiday this year (2025: 90%). Travel intent remains stable in NL, DE, ES and drops in BE, UK, US.
  - 51% of Europeans avoid certain holiday destinations due to negative reports about overtourism. 50% adjust their holiday behaviour due to rising prices (2025: 47%), choosing cheaper accommodation or destinations, shorter trips, more nearby destinations or going on holiday less often.
  - Germany: strong interest in new destinations and rising luxury orientation. Total German outbound travel should remain stable at high level.
  - 45% of Dutch indicate they have an extra need for holidays due to the unrest in the world. Global events are also influencing booking behaviour: 20% are booking later or are more likely to opt for a last-minute holiday.
  - Half of Dutch aged 18-29 use AI as a tool for planning their holidays (inspiration, itineraries, activities), compared to 14% of those aged 65+.
- Long-haul markets :
  - Global long-haul travel intent drops to 59% (-5 pts) and to 42% for travel to Europe, except from CA, KR, JP. Luxembourg may be more frequently included on European trips this year. 74% are planning to visit more than one European country on their trip (+3 pts).
  - Safety remains the top criteria for choosing a destination, and high travel costs the main barrier.
  - Preferred experiences on a trip to Europe are culture/history, culinary and city life. Compared to 2025, gain in interest for culture, nature, slow travel and business travel.
  - Strong openness to shoulder-season travel, both to avoid high prices and crowding.

# Executive Summary (4/4)



## Economic and travel forecasts

- Consumer confidence continues to improve in the euro area while business confidence dropped in February, but still exceeds the 2025 average.
- Recent industry indicators in Europe show a more upbeat picture while global investment has rebounded in 2025 driven by AI and defense. Coupled with expansionary fiscal policy and looser monetary policy, this should further boost GDP in 2026, esp. in the US, but also, e.g. in China and Germany.
- Robust GDP growth in 2026 despite geopolitical shocks and persisting trade policy risks: global +3%, US +2%, Euro area +1%.
- High state debt, recent development in the Middle East and tariff-related uncertainty weighs on exports and may lead to more volatility in financial (esp. bond) markets, despite the recent US Supreme Court ruling on the unlawfulness of US tariffs.
- Inflation (including core inflation) is expected to ease further, esp. in the euro area.
- As a result, rising real incomes should boost private consumption and travel demand in 2026, although travel product prices remain comparatively elevated even if now more in line with service inflation, and labour markets are increasingly coming under pressure in advanced economies.
- Travel demand is however expected to still outpace GDP growth, with +8% in global arrivals and +6% in arrivals to Europe forecast for 2026, driven by rising affluence in emerging markets, better connectivity and consumers' prioritisation of travel.
- Further opportunities include offering greater value-for-money and diversification in destinations, infrastructure improvements.
- In 2026, a larger contribution to growth in European arrivals is expected from long-haul markets (+9% growth), particularly from Asia-Pacific, although short- and mid-haul travel remains vital and is also forecast to grow faster than last year (+6%).
- Risk factors include the war in the Middle East which may push up energy prices in coming months, other geopolitical factors, currency volatility, climate change, high travel costs and potential disruptions caused by the new EU Entry/Exit System
- 2026 forecast for Luxembourg: inbound arrivals +2% (holiday +1%, business +3% ; long-haul +4%, short-haul +2%), inbound spending +6%. Above-average growth from BE, DE, IT. 2027 forecast for Luxembourg: inbound arrivals +3%.



# Recent Performance Data

# Hotels & Campsites

## Nights & Arrivals



<b>HOTELS (Statec data)</b>	<b>2025</b>	<b>vs. 2024</b>
Nights	2.022.228	-0%
Arrivals	1.141.716	+3%

Source: Statec, provisional figures.

<b>YOUTH HOSTELS</b>	<b>2025</b>	<b>vs. 2024</b>
Nights	157.592	-3%
Arrivals	84.667	-1%

Source: CAJL.

<b>TOTAL PAID<sup>1</sup> (Statec data)</b>	<b>2025</b>	<b>vs. 2024</b>
Nights	3.594.047	-2%
Arrivals	1.602.412	+2%

Source: Statec, provisional figures.

<b>CAMPSITES (Statec data)</b>	<b>2025</b>	<b>vs. 2024</b>
Nights	1.267.204	-7%
Arrivals	333.759	-0%

Source: Statec, provisional figures.

<b>RENTALS (Statec data)</b>	<b>2025</b>	<b>vs. 2024</b>
Nights	147.023	+10%
Arrivals	42.270	+17%

Source: Statec, provisional figures.

<b>LFT estimate</b>	<b>Jan 2026 vs. Jan 2025</b>
Hotels <sup>1</sup>	ca. -4% to -5%
Campsites <sup>2</sup>	ca. -4%
Youth Hostels <sup>3</sup>	-10%

<sup>1</sup> Based on LFT survey & MKG Hospitality (occupancy rate), and Sojern booking data

<sup>2</sup> Based on LFT survey & Tommybookingsupport booking data

<sup>3</sup> Actual data as reported by CAJL, arrivals

# Inbound overnight & same-day trips



Arrivals in paid accommodation (Statec data)	2025 vs. 2024
<b>Total inbound</b>	<b>+4%</b>
NL	-5%
BE	+4%
DE	+1%
FR	+18%
UK	+4%
US	+13%
IT	+31%
ES	+4%
CH	-8%
PT	+11%
IN	+19%
LU	-9%

Overnight trips (Mobile phone data)	2025 vs. 2024	Jan 2026 vs. Jan 2025
<b>Total inbound</b>	<b>+17%</b>	<b>-6%</b>

Same-day trips (Mobile phone data)	2025 vs. 2024	Jan 2026 vs. Jan 2025
<b>Total inbound</b>	<b>+11%</b>	<b>-10%</b>

Same-day trips : origin country (Mobile phone data)	2025 vs. 2024
DE	+25%
BE	+11%
FR	+1%
NL	+1%
Others	+15%

Top 10 municipalities visited during overnight & same-day trips <sup>1</sup> (Mobile phone data)	2025 vs. 2024
Total country	+16%
1. Luxembourg <sup>2</sup>	+19%
2. Esch-sur-Alzette	+13%
3. Berdorf	+22%
4. Vianden	+23%
5. Echternach	+22%
6. Clervaux	+8%
7. Schengen	+15%
8. Consdorf	+16%
9. Beaufort	+20%
10. Winseler	+29%

<sup>1</sup> Includes all cities with at least 1 hour of visit.

Overnight includes all short-term rentals and all non-paid accommodation and includes city where night is spent.

<sup>2</sup> Urban area (i.e. incl. Niederanven, Walferdange, Hesperange, Sandweiler, Leudelange, Mamer, Strassen & Bertrange).

# Hotels & Short-term Rentals



<b>HOTELS Luxembourg City (MKG data)</b>	<b>2025</b>	<b>vs. 2024</b>
Occupancy rate	74,8%	+1,5%
ADR	153,9 €	+0,8%
RevPAR	115,1 €	+2,3%

Source: MKG Hospitality.

<b>HOTELS Luxembourg City (MKG data)</b>	<b>Jan 2026</b>	<b>vs. Jan 2025</b>
Occupancy rate	56,2%	-1,7%
ADR	138,8 €	-0,4%
RevPAR	78,0 €	-2,1%

Source: MKG Hospitality.

<b>SHORT-TERM RENTALS (Sharing Economy) (*)</b>	<b>2025</b>	<b>vs. 2024</b>
Occupancy rate	51,9%	+17,3%
Supply (capacity <sup>1</sup> )	8.371	+8,2%
Nights <sup>2</sup>	401.800	+7%

(\*) Data refers to short-term rentals on Airbnb, HomeAway, VRBO  
Sources: Lighthouse/ETC (occupancy rate & supply), Eurostat (nights)

<sup>1</sup> As of December 2025

<sup>2</sup> January-September

# Tourist Info & Attractions

## Visitors



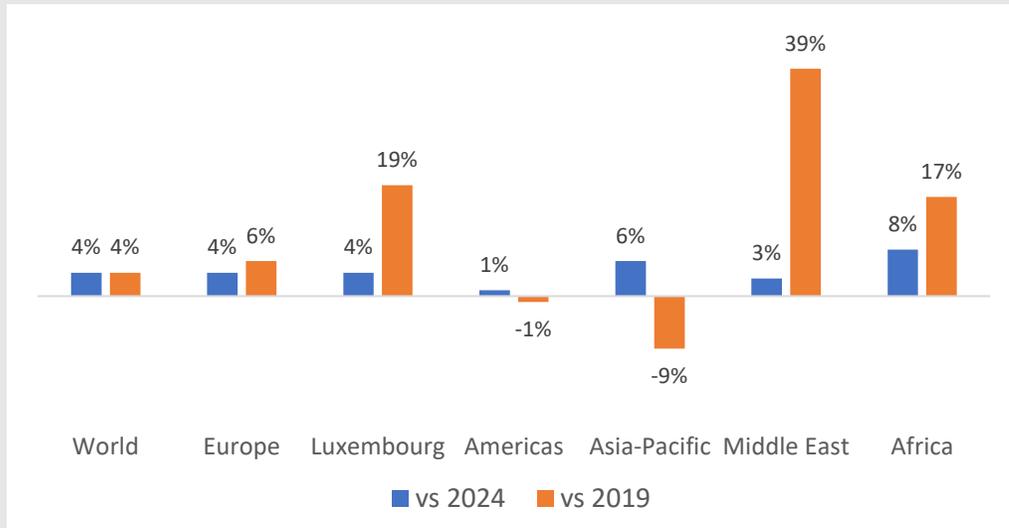
<b>Tourist Infos</b>	<b>2025 vs. 2024</b>
Luxembourg City	-5%
Other regions	+5%

<b>Tourist Attractions</b>	<b>2025 vs. 2024</b>
Castles	+0%
Museums	+1%
Leisure sites	+8%
Guided tours	+10% (City) / -10% (ORT)

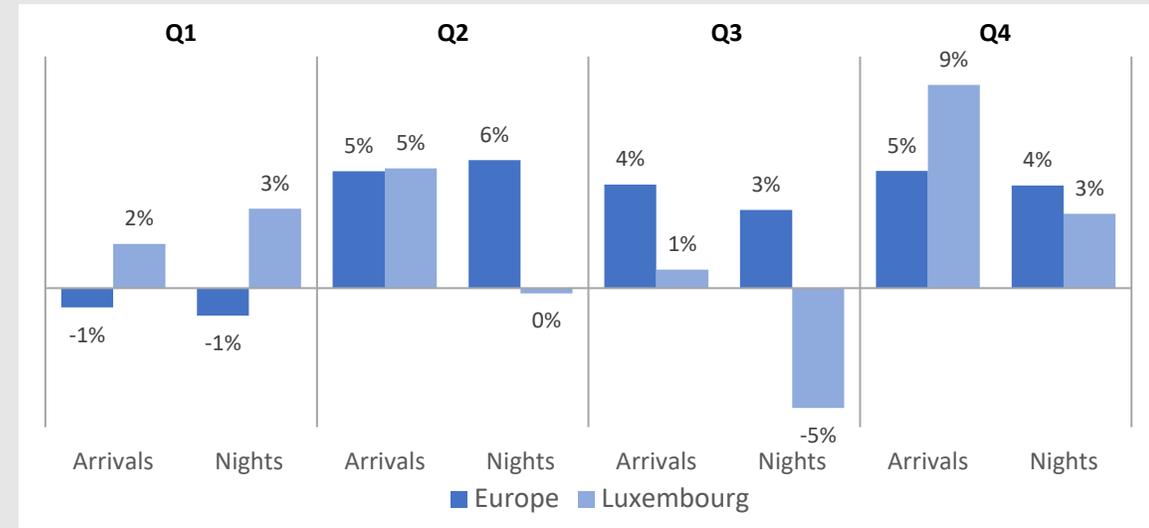
# International travel in 2025 (I)



Inbound arrivals by destinations, 2025, % change



Inbound arrivals to Europe and Luxembourg, 2025, % change vs. 2024



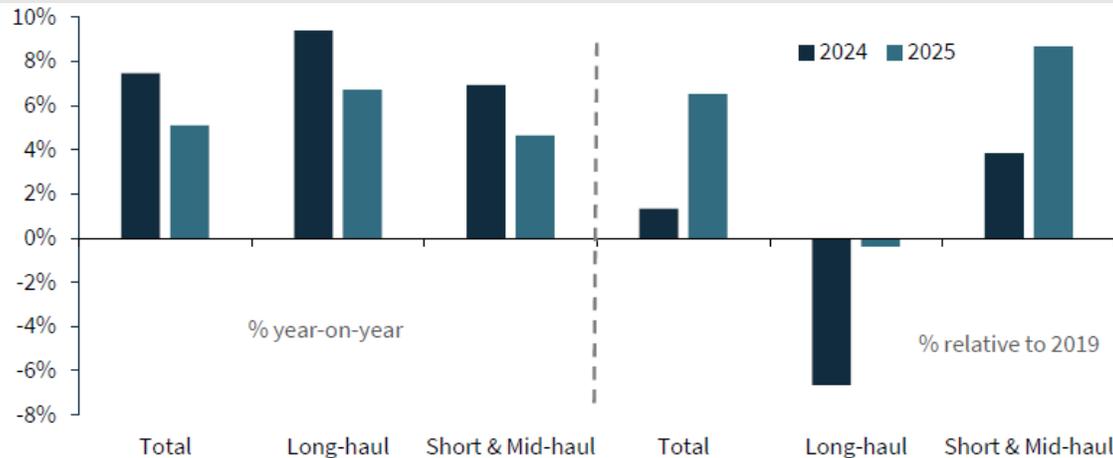
**International tourist arrivals grew by 4% in 2025**, according to UN Tourism, reaching an estimated 1.52 billion international tourists globally. These numbers reflect a return to pre-pandemic growth trends, closer to the 5% average annual increase recorded between 2009 and 2019. Strong demand, ongoing recovery of destinations in Asia-Pacific, increased air connectivity and enhanced visa facilitation supported international travel in 2025. **Europe also recorded a 4% increase** vs. 2024 (and 6% more than in 2019). Year-on-year performance across individual European destinations was more mixed. Latest available data seems to indicate a **demand shift to shoulder seasons in some destinations** as off-peak travel appeals to those seeking greater value-for-money. Indeed, **price sensitivity** remained high across key European source markets in 2025 as more Europeans also opted for **shorter stays**, a pattern seen in many Southern European destinations. **Luxembourg** also recorded **shorter length of stay** in 2025, across all accommodation types and from all major source markets (except the UK). In contrast, several Nordic destinations reported longer stays and strong growth in summer. **Luxembourg outperformed the European average in shoulder seasons** (see right chart), and also Germany, Spain, Portugal and several Eastern European destinations saw stronger demand in Q4, helped by improved air connectivity in that period as well as a more general interest in off-the-beaten-track destinations.

Travel **spending in Europe is expected to have risen by 10%** in 2025 vs. 2024, still outpacing arrivals growth in most destinations. Countries like Spain, France or Greece recorded strong growth in inbound spending due to high shares of long-haul visitors (typically spending more per trip) but also higher prices for accommodation and package holidays. Another key **driver for growth** in spending (and arrivals) is **events** which maintained strong momentum in 2025. Sports events, business events and festivals/concerts accounted for 41%, 32% and 25% respectively of event-related tourism spending, according to data by Mabrian, a research company.

# International travel in 2025 (II)



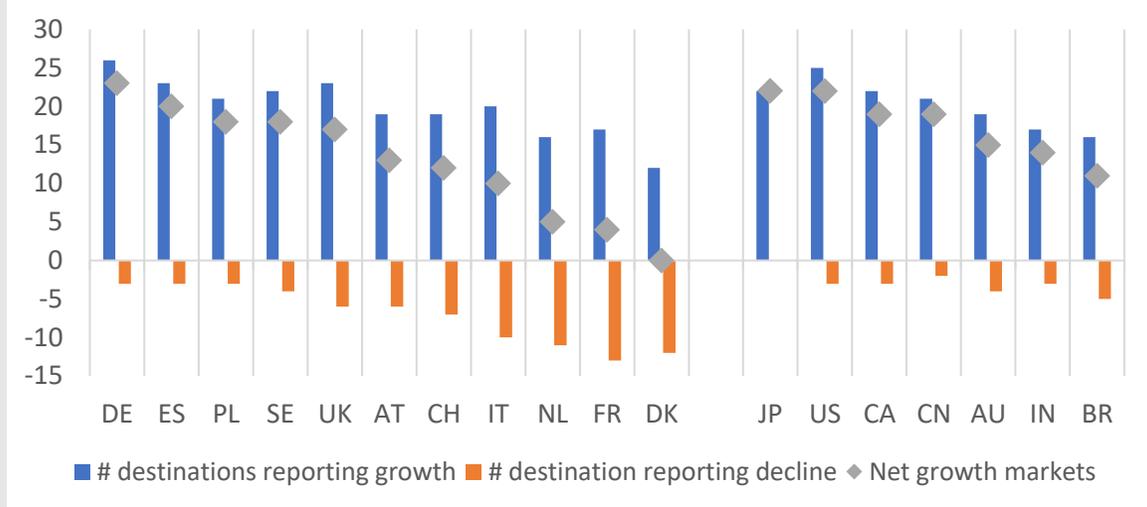
International arrivals to Europe by source region, % change



Source: Tourism Economics

Please note these data differ from those on the left chart on previous page which were UN Tourism estimates.

Source market demand to European destinations, 2025 (\*) vs. 2024



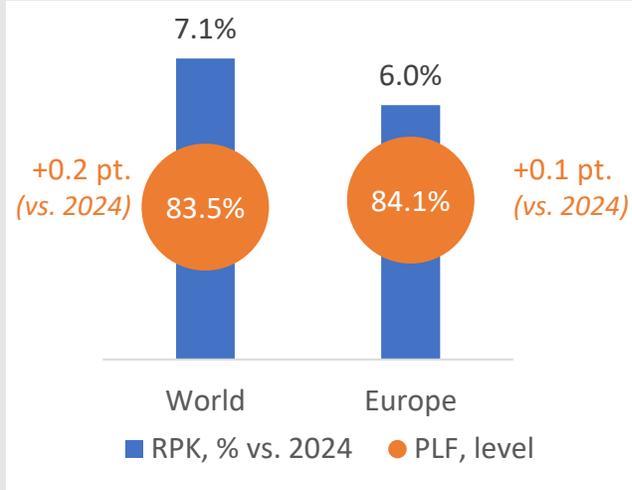
In 2025, travel **demand growth to Europe remains led by short-and mid-haul, with long-haul catching up** (see left chart). A key growth factor to many destinations is **improved air connectivity** as many new connections were launched in 2025, both direct or via better links through major hubs. **German and British** have travelled in larger numbers than previously to Eastern European countries seeking **more affordable** options for both winter trips and city breaks. Especially **German, Dutch and Italian** travellers also appear to have opted for **shorter stays** more frequently in 2025. **Luxembourg** was the European destination having recorded the **strongest year-on-year growth from France** in 2025. Northern and Eastern European destinations welcomed substantially more visitors from France, too, at the expense of Mediterranean destinations. **Luxembourg** was furthermore in the top 3 European destinations enjoying **strongest growth from Italy** in 2025, while growth in Italian arrivals to many of the largest European destinations softened. Most reporting destinations showed growth from the **UK**, with especially **city breaks** in high demand. **Dutch** arrivals to the DACH area as well as Luxembourg were flat or below 2024 levels, even though they kept rising in many other destinations.

Full pre-pandemic recovery remains on the horizon for **Asia-Pacific**, but **Chinese** demand is more subdued than in earlier decades as the market matures, and a weaker Chinese yuan and Japanese yen limited long-haul demand from these source markets. Europe nevertheless has accounted for a growing share of long-haul travel as an alternative to the US among Chinese travellers. Despite uncertainty in US trade and foreign policy, **American** visits to Europe were up 5% in 2025 (following +10% the previous year), though performance varies by destination (notably, US visits to Germany were down). US travel grew even more so to some smaller destinations, including Luxembourg (+13%). Arrivals from **Canada** to Europe were up by 10%, supported by improved air connectivity and the fact that some Canadians likely opted to visit Europe instead of the US.

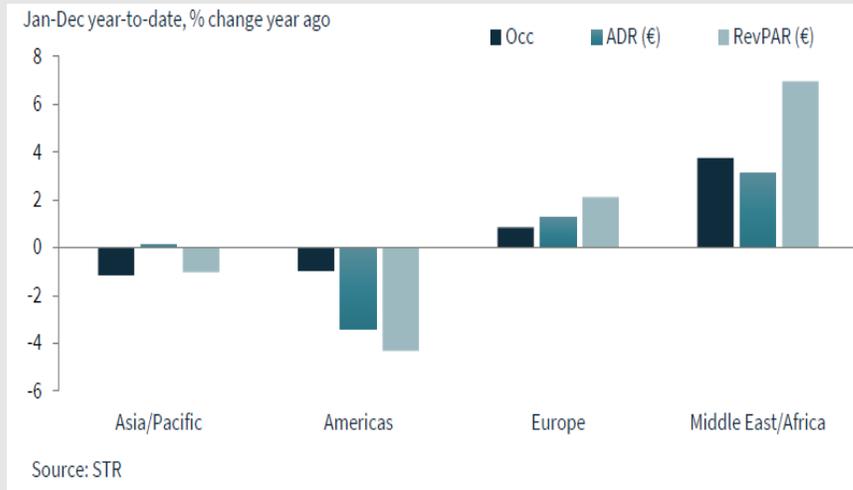
# Air travel, hotels & short-term rentals performance



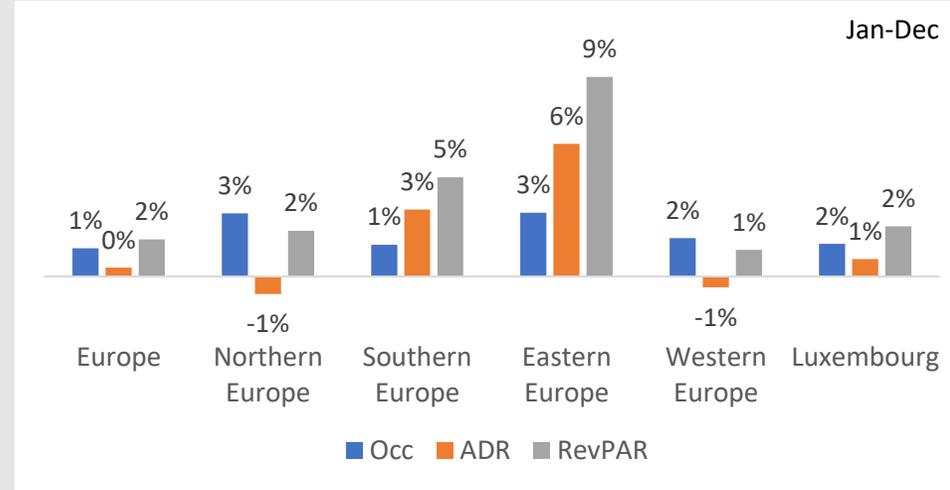
RPKs<sup>1</sup> and PLF<sup>2</sup>, international air travel, Jan-Dec 2025



Global hotel performance, 2025 vs. 2024



European hotel performance, 2025 vs. 2024



**Global air passenger traffic has increased by 7%** in 2025, above the long-term historical average of 5%. Global PLF<sup>1</sup> peaked at 86% in August 2025, the highest monthly figure on record. For the full year, the PLF averaged 83.5%, marginally above 2024 levels. This performance is supported by **tight capacity management and strong demand. European RPK<sup>2</sup> growth has slowed in 2025 (+6%) compared to 2024 (+10%)**. European PLF in 2025 exceeded 2024 levels in most months, possibly indicating a need for airlines to add more capacity to meet future demand growth. As data shows, for Luxembourg, this is the case in 2026 (see page 23).

In the **hotel industry, global RevPAR** gains in 2025 were largely **driven by occupancy rates growth**. In **Asia-Pacific**, occupancy was down 1%, partly due to softer international demand, especially from China, while ADR remained flat. Hotel performance across the **Americas** continued to soften, with RevPAR down 4%. Hotels in the **Middle East & Africa** outperformed other regions in terms of growth. **In Europe, RevPAR rose 2%, with growth driven by both occupancy and ADR**. Prices in Eastern Europe grew significantly faster than elsewhere, albeit from a lower base. The 4% RevPAR growth in Southern Europe was mainly driven by ADR, confirming hotels' ability to raise rates while maintaining occupancy as leisure demand remains strong and some uplift is seen in the luxury segment. RevPAR growth in **Northern and Western Europe** was driven by a **rise in occupancy as ADR dropped** below 2024 levels. **Higher price competition** explains this trend as consumers have become more value-focused (the absence of events such as the Olympics and the UEFA Euro in 2024 also explains part of the rate slump in Western Europe).

**Short-term rental supply in Europe increased by 4%** year-on-year despite recent regulations imposing restrictions on short-term rentals in various destinations across Europe. ADR for short-term rentals declined over the final quarter of 2025, by 2%.



# LFT Hotel Survey

# LFT Hotel Survey

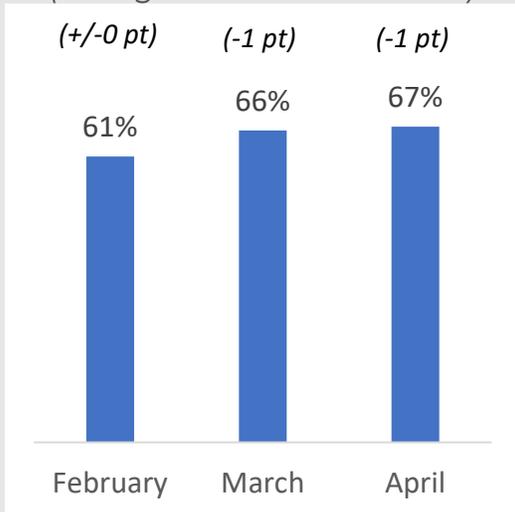


4 – 23 February 2026 : 48 hotels

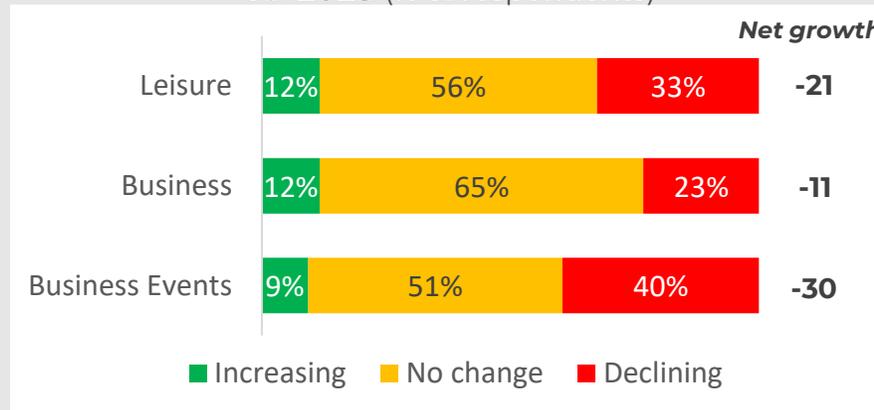
Respondents to LFT's latest hotel survey are expecting an **occupancy rate** of 61% for **February**, similar to last year's rate. For **March** and **April**, a 1-point decline vs. 2025 is currently forecast, as occupancy rate is expected to reach 66% and 67%, respectively. The globally stable picture in terms of year-on-year growth masks significant **regional differences**: prospects for **North & East** regions are clearly in more negative territory for all 3 months (-5 pts. for February and April, -10 pts for March). In **South & Guttland** regions, we are expecting occupancy rates to stabilize until April, while growth in **Luxembourg City** appears to largely outperform all other regions: occupancy is forecast to rise by 5-6 pts each month, reaching 63% in February, and 70% in both March and April. Although a larger share of respondents is expecting declines across all sub-segments, reflecting the overall slight downward trend, total **business travel demand** (but not business events) is likely to **outperform total leisure demand** during coming months, based on current booking trends. This pattern is mostly observed in Luxembourg City, while no significant difference between leisure and business growth is currently recorded across the other regions.

70% of surveyed hotels are experiencing further **reluctance by their guests to spend** on additional on-site offerings (+2 pts vs. 2025), and 60% are planning to **raise room rates** further during coming months (+4 pts vs. 2025), more so in North & East than in the other regions. The rate increases may however often remain rather marginal, in a context of elevated price sensitivity. With regard to the **season 2026**, 58% of respondents have expressed **optimism**, up 4 pts on last year – but there is much higher optimism in North & East (92%) than across other regions (44%), despite current demand metrics being comparatively weaker there.

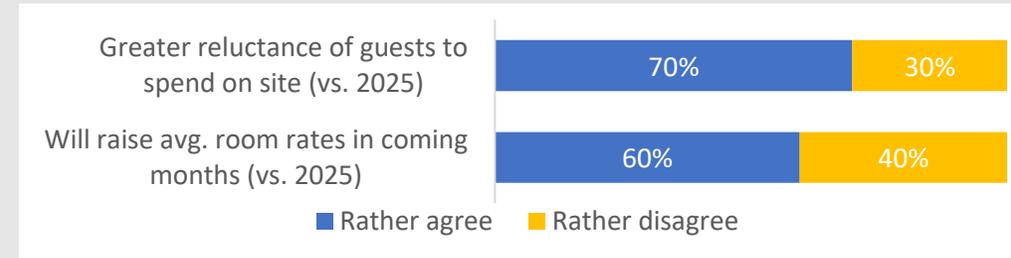
**Occupancy rate forecast**  
(change vs. 2025 in brackets)



**Share of bookings, trend next months 2026, vs. 2025** (% of respondents)



**Economic statements** (% of respondents)



**Optimistic regarding season 2026**



# LFT Hotel Survey

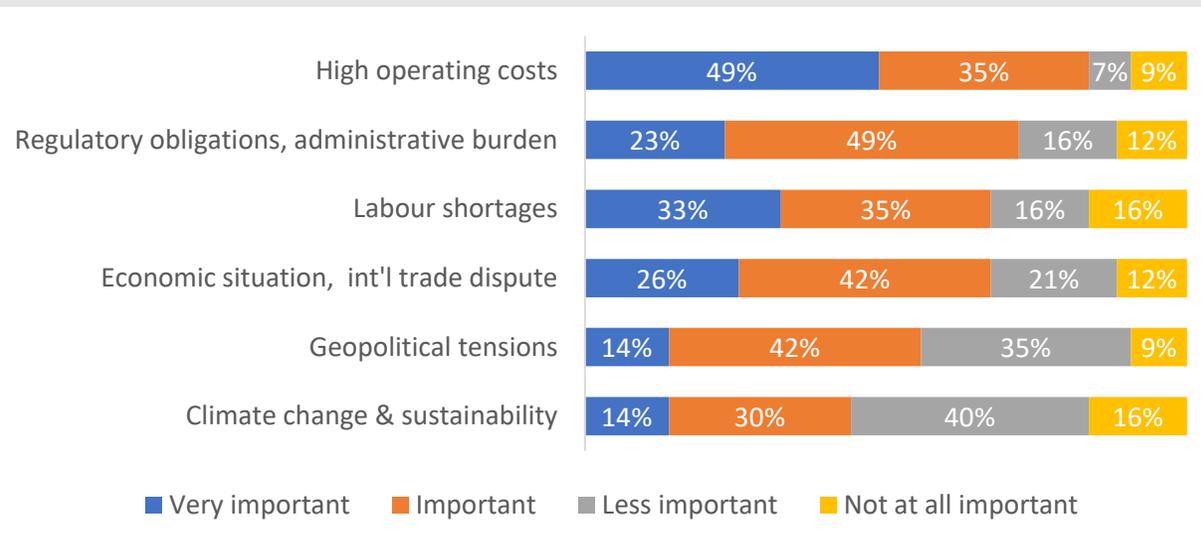
## 4 – 23 February 2026 : 48 hotels



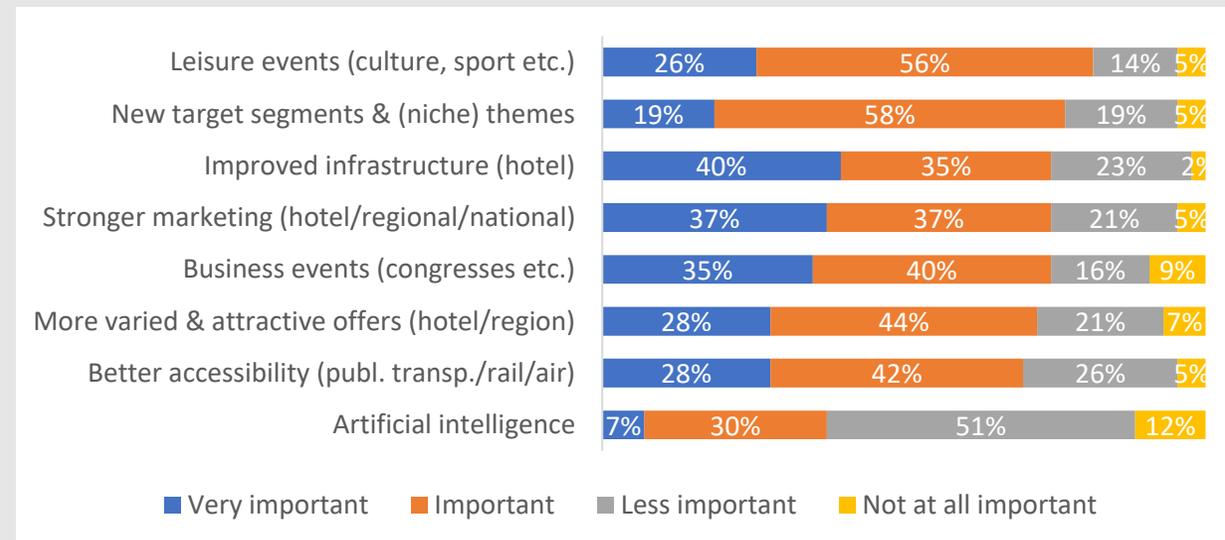
In line with international survey findings, hotels in Luxembourg still rate **high business costs** as the biggest **challenge for the industry**, followed by red tape (particularly highlighted in North & East regions), staff shortages, economy and geopolitics. The latter two have been more frequently mentioned by respondents in Luxembourg City, whereas climate change & sustainability ranks lowest overall but is comparatively often cited by hotels in South & Guttland. **Compared to one year ago**, the general economic situation and labour shortages have been less frequently identified as key challenges.

This time, we also asked for **key opportunities** for Luxembourg's hotel industry, and it appears that **leisure events** are considered the biggest potential driver, with over 80% of respondents agreeing, ranking first in all regions. Developing new segments and themes, improving hotel infrastructure and stronger marketing follow next, while artificial intelligence ranks last, identified by 37% as an opportunity. Some notable **regional differences** can be observed: business events and stronger marketing efforts more often highlighted by hotels in the capital city and surroundings, while more varied & attractive offers and better accessibility have been more frequently raised as potential opportunities by hotels in South & Guttland regions.

**Relevance of challenges for hotels** (% of respondents)



**Relevance of opportunities for hotels** (% of respondents)





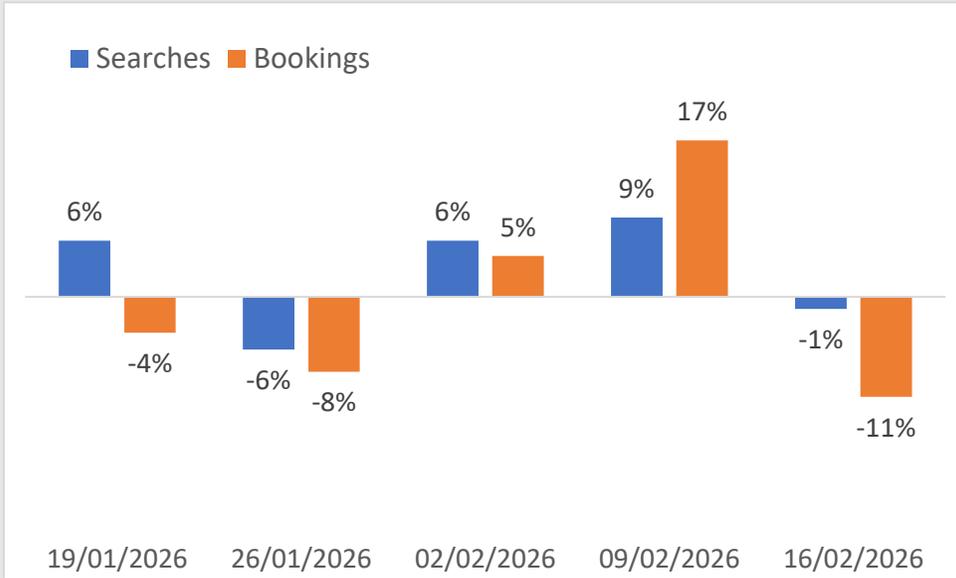
**Search & Booking Data**  
**(Hotels / Flights / Campsites / Travel Themes)**

# Hotel Searches & Bookings

## Luxembourg

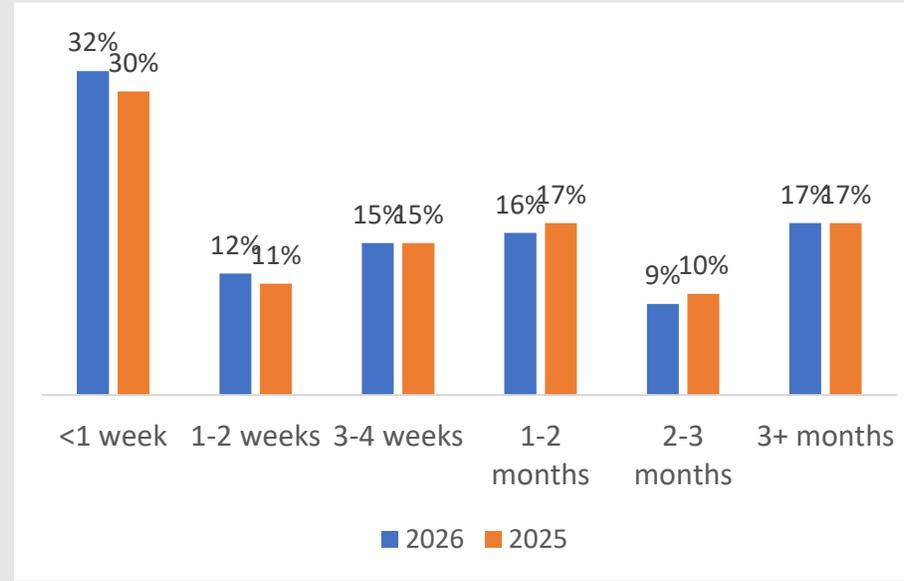


Hotel searches and bookings, all future arrivals, % week-on-week change



Dates on the chart refer to the starting day of the respective week.

Lead times for inbound hotel searches to Luxembourg made between 26.1.-24.2.



Hotel searches for all future arrivals, % change vs. 2025



Since the start of the year, **hotel searches** for future stays have gradually picked up almost every week, improving by an average **5% week-over-week**. This indicates growing interest for hotel stays during coming months – even though **lead times are again shortening** compared with last year, with 44% of past-30-days searches relating to stays within the next 2 weeks (+3% vs. 2025). Highlighting stronger interest for hotel stays, aggregated **year-on-year searches are currently 15% up** on 2025. Broken down by purpose, **search growth for business travel (+20%)** exceeds that for **leisure (+11%)**.

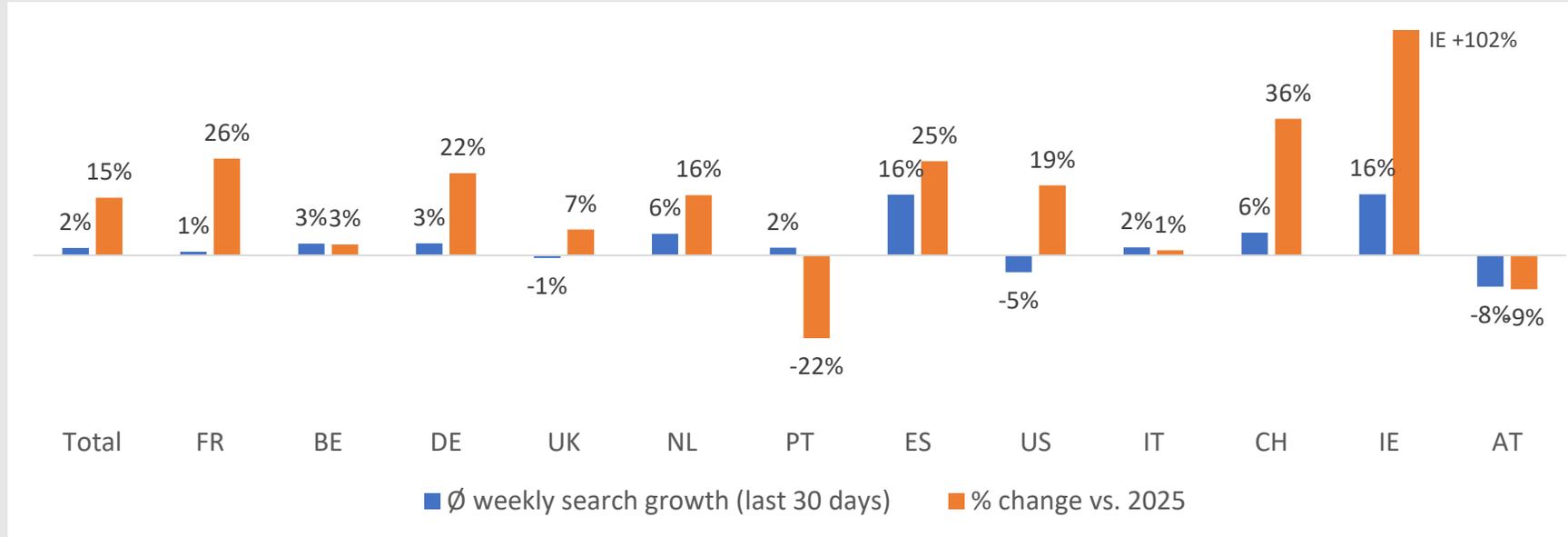
Current **on-the-book levels are not keeping up** with these positive trends yet: following a strong peak after Christmas, **week-on-week** pick up is moderate and more volatile yet still in positive territory. **Compared with last year** at this date, **bookings** for future stays are **merely 2% higher** (+1% for business, +3% for leisure), indicating **substantial untapped growth potential for new bookings** in upcoming weeks. This is especially true for the **business travel** segment as it currently yields higher search growth. Another data source<sup>1</sup> indicates that current hotel **booking levels** are slightly **up** for travel in **April, June** and, especially, **July and September**, while they are **down** for **March and May**. According to the same source, **bookings for Easter are currently still 7% down** on last year. Luxembourg is currently in line with the Western European benchmark in terms of recent hotel search and booking trends.

# Hotel Searches & Bookings

## Luxembourg



Hotel demand for all future arrivals by top source markets, % change week-on-week & vs. 2025



Hotel searches, % market shares by source market

France	22%
Belgium	16%
Germany	13%
United Kingdom	10%
Netherlands	7%
Portugal	5%
Spain	4%
United States	4%
Italy	2%
Switzerland	2%
Ireland	1%
Austria	1%

Over the past 30 days, overall **weekly growth of hotel searches** to Luxembourg reached +2%, and most key source markets also followed that trend, with only **Spain and Ireland** showing stronger momentum. More importantly, **year-on-year searches** (up 15% in total) have **increased** substantially compared to one year ago in some major markets, including **France, Germany, Netherlands, Spain, Switzerland and the US**. Only Portugal and Austria show a negative year-on-year trend. Growth is more **leisure-driven** from Spain, and more **business-driven** from France, Switzerland, the US and the Netherlands, while it is equally **business- and leisure-driven** from Germany. The decrease from Portugal is more leisure-driven. **Origin regions or cities** that gained a **greater share of demand** for Luxembourg in their respective source markets compared to the same time last year are Berlin, Hambourg, Torino, Zurich, Bern and London.

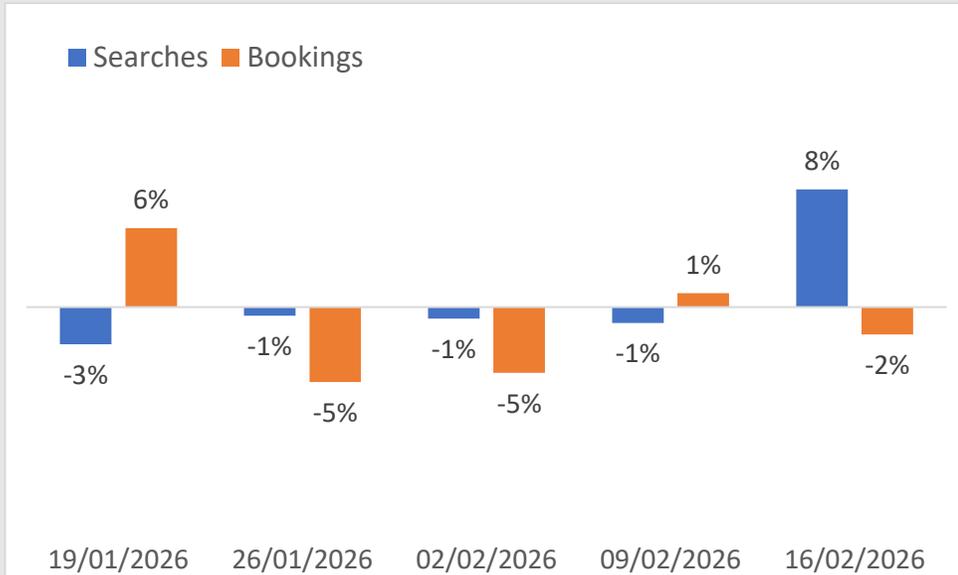
An alternative data source for hotel searches<sup>1</sup> also reveals that average **length of stay**, based on current forward bookings, is **down 6%** on last year, as the demand share for the 1-night-stay bracket increased from 41% to 49%.

# Flight Searches & Bookings

## Luxembourg

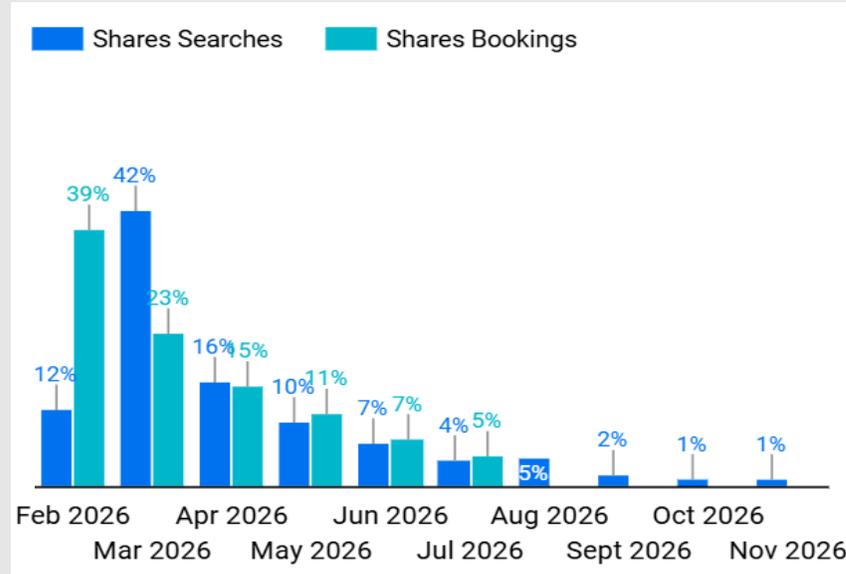


Flight searches and bookings, all future arrivals, % week-on-week change



Dates on the chart refer to the starting day of the respective week.

Flight searches and new bookings (\*), % shares by month of future arrival



(\*) Searches made 10.2.-23.2., bookings last 6 months for travel until Jul 26.

Flight bookings for all future arrivals, % change vs. 2025



After peaking during the first half of January 2026, **weekly new searches and bookings** recorded for future **flights** to Luxembourg have since then gradually slowed until mid-February when searches again picked up. Aggregate **searches** for all future **air travel** currently remain **9% above** 2025 levels, indicating ongoing sustained interest for air travel to Luxembourg. **Forward bookings are also 10% higher than last year. Business-travel-related flight bookings (+17%) currently outperform leisure-travel-driven air reservations (+9%)** for future trips and across all months of arrivals until the end of the year.

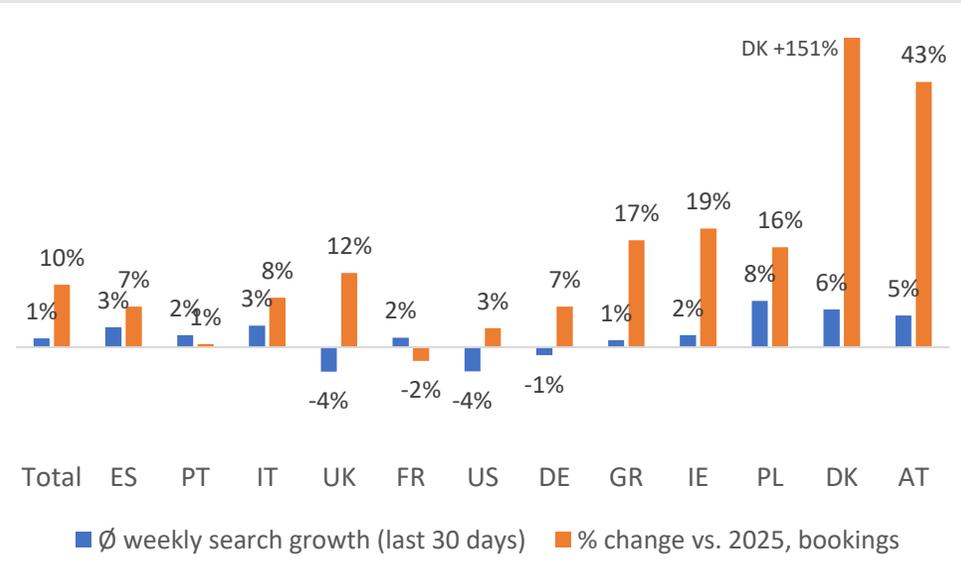
In terms of **arrival months** of future air travel, **year-on-year growth** for on-the-book air reservations is particularly strong for **March (+23%)**, driven by trips ahead of the Easter weekend, as well as for **October-November (+11%)**, while it hovers around +6% for the period April to June. **Stronger growth in searches than in bookings is currently recorded for May and July, indicating untapped growth potential** for new bookings over the coming weeks relating to travel in those months.

# Flight Searches & Capacities



## Luxembourg

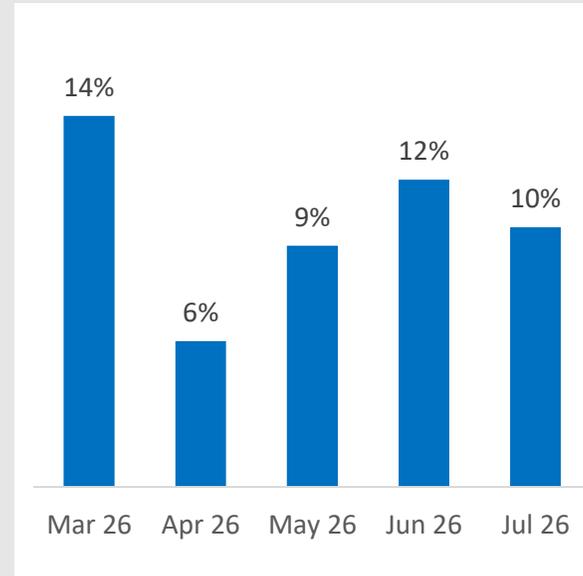
**Flight demand for arrivals next 6 months by top source markets, % change searches week-on-week & bookings vs. 2025**



**Flight searches, % market shares by source market**

Spain	20%
Portugal	17%
Italy	13%
United Kingdom	11%
France	9%
United States	7%
Germany	5%
Greece	4%
Ireland	3%
Poland	3%
Denmark	2%
Austria	2%

**Seat capacities to Luxembourg by arrival months, % change vs. 2025**



**Flight connectivity to Luxembourg**

	Mar 2026-Jul 2026	Change year-on-year
Countries connected	33	=
Avg weekly flights	602	+54
Seats	1.613.173	+10%
Airlines	18	+2
Top 5 origins, seats (% year-on-year): 1. ES (+7%), 2. PT (+4%), 3. IT (+5%), 4. DE (+7%), 5. UK (+15%)		

Since the end of January, **weekly search growth** for future **air travel** has marginally **improved from most source markets**, with the exception of Germany, the UK and the US. When **comparing with one year ago**, forward air **bookings** to Luxembourg are **increasing** rather significantly from major markets such as **Spain, Italy, the UK & Ireland and Denmark** where the launch of SAS to Copenhagen has led to over a doubling of inbound reservations on that route for 2026. Only demand from Portugal and France is flat or slightly down on last year. Demand growth from the UK and Germany is more **business-driven**, and is equally **leisure- and business-driven** from Spain, Italy, Ireland and Denmark. The decline from France is driven by a drop in leisure air travel demand. **Cities and airports** that have significantly contributed to recent search growth for air travel to Luxembourg include Toulouse, Frankfurt, Sevilla and Zurich.

The healthy demand is also mirrored in a 10% expansion of available **seat capacities** for the period March-July compared with last year. Major **airports with disproportionate capacity growth** to Luxembourg are Valencia, Manchester, Thessaloniki, Stockholm and Krakow (Luxair), Naples (Easyjet), Copenhagen (Luxair and SAS) and Helsinki (Finnair and Luxair).

# Campsites Bookings

## Luxembourg

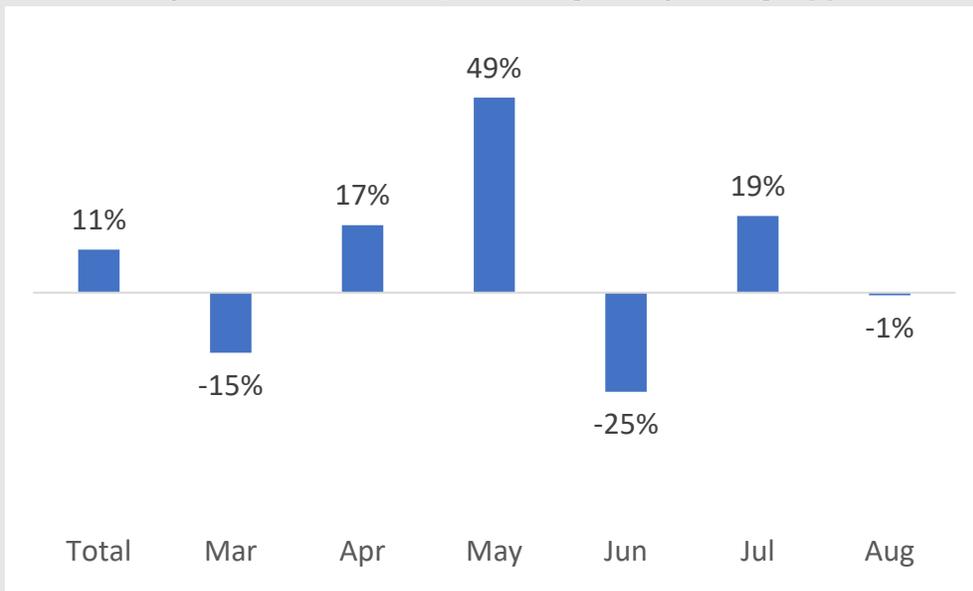


**Year-to-date bookings** recorded for the first two months on Luxembourg's **campsites** have increased by 2% compared to 2025, but it should be noted that many campsites are closed in that period which traditionally is off-season for this type of accommodation.

Current **on-the-book figures for future stays** in the camping sector, as reported through our data provider, are **11% higher** than last year at this date, indicating strong interest again in camping holidays in 2026. Forecast arrival growth rates by month (left chart) are skewed due to calendar effects related to public holidays. When regrouping by bi-monthly periods, we are currently seeing **+7% booking growth for March-April, +13% for May-June, and +11% for July-August.**

Strong growth is recorded from all major **source markets** including the domestic one (right chart). Among the largest source markets for Luxembourg's camping industry, **double-digit growth** can currently be observed from **Belgium and Germany.**

**Campsite bookings for arrivals March-August 2026 by month of arrival, % change vs. year ago (\*)**



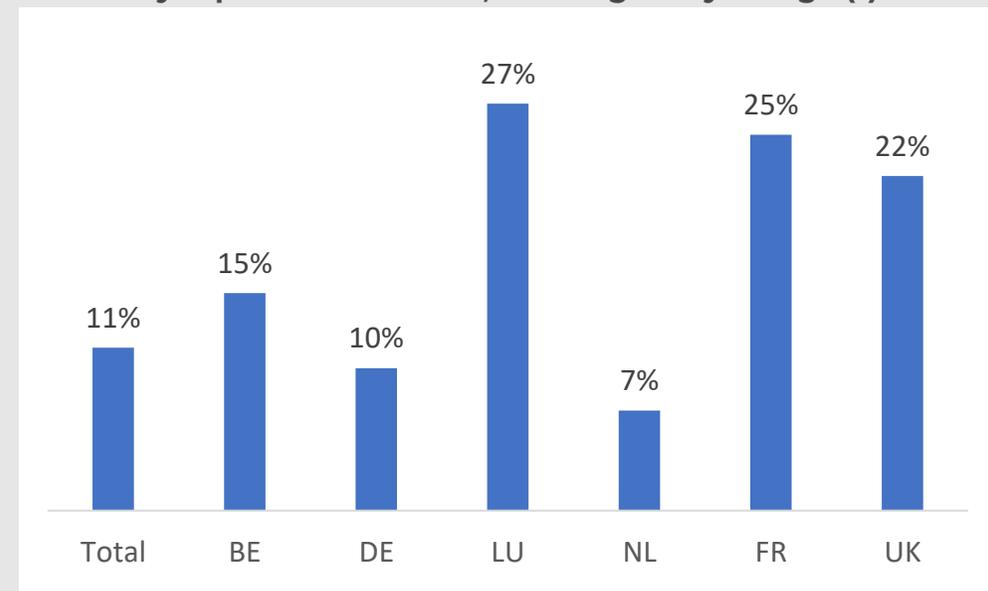
**Campsite bookings for arrivals March-August 2026, % change vs. year ago**



**Campsite bookings for arrivals January-February 2026, % change vs. year ago**



**Campsite bookings for arrivals March-August 2026 by top source markets, % change vs. year ago (\*)**



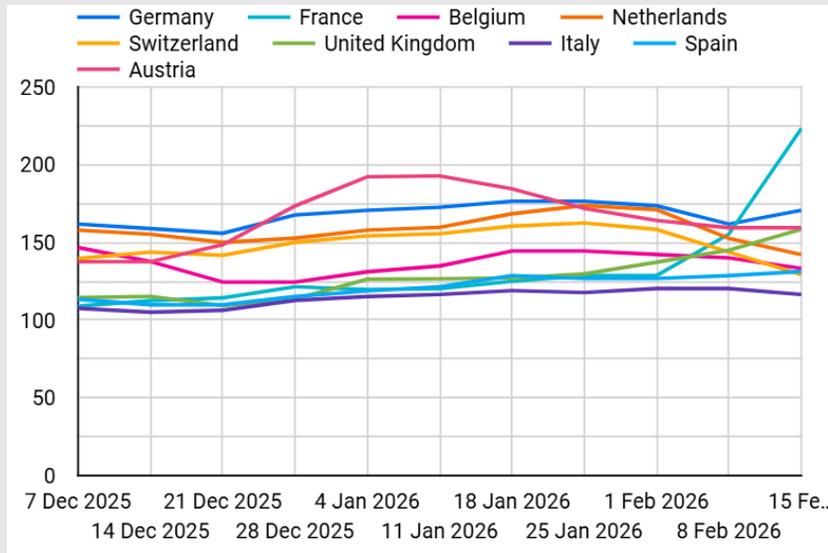
(\*) as of 2.3.2026.

# Travel Themes on Google



## Evolution of relative search interest on Google in main source markets

ALL travel-related searches (23.2.2025 = index 100)

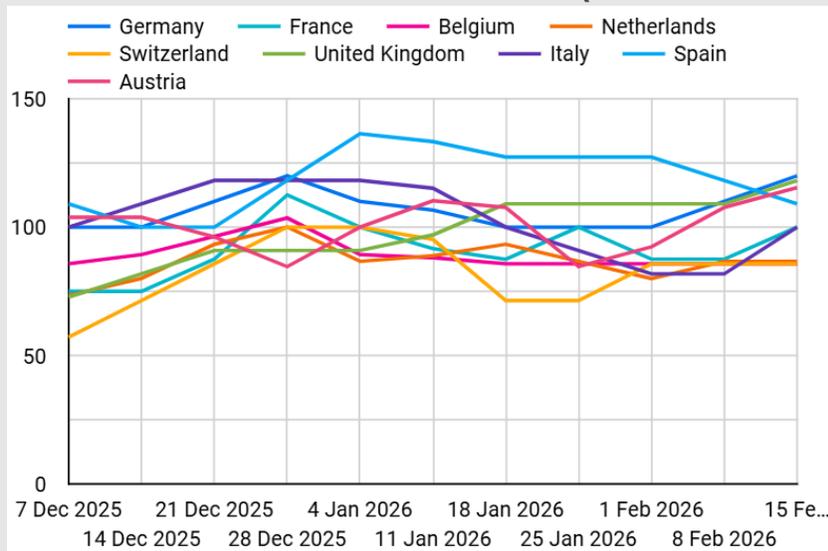


**Travel-related search volumes on Google** have, on average, stabilized since the start of the year, albeit with diverging growth trends across individual source markets. When **comparing with the same period last year**, however, **searches are substantially higher in all source markets**. Growth is particularly strong in Germany, France, the Netherlands and the UK. Travel-related Google **searches for destination Luxembourg are less upbeat**, with a year-on-year decline observed in some markets, but with **growth** recorded from **Germany, the UK, Spain and Austria**.

**Search interest for hiking has picked up** since the start of February and is **higher than last year in most markets**. Substantial growth in this segment is being recorded among British, Spanish and Italian users. Interest for **youth hostels**, based on Google searches, is also **higher than last year**, especially in Belgium, France, Italy and the UK. **Similar growth trends** (including those by source markets) can also be observed with regard to **holiday homes**.

Belgian, British and Italians are more frequently searching for **city trips** on Google than one year ago, although search has slowed in recent weeks in most markets. Regarding **city trip-related searches for Luxembourg**, **search levels are higher than last year in most markets** – in contrast to general travel searches. They have particularly strongly increased among **Austrians, Italians, Spanish and French** users.

LUXEMBOURG travel-related searches (23.2.2025 = index 100)





# **E-Reputation**

# E-Reputation Luxembourg

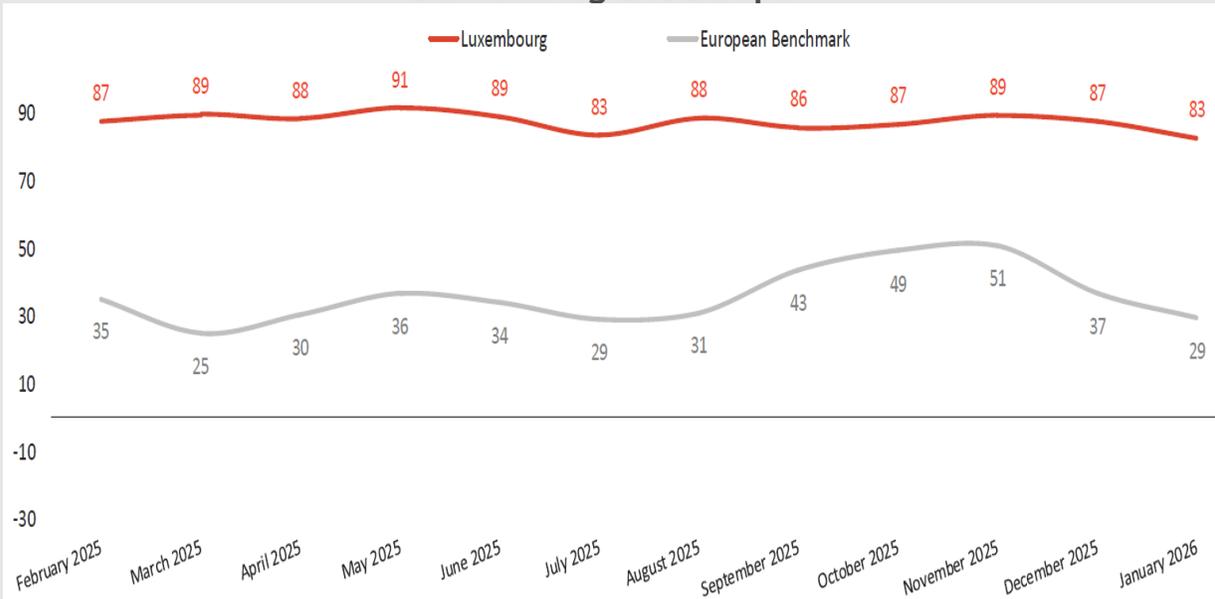
## Conversations on Social Media



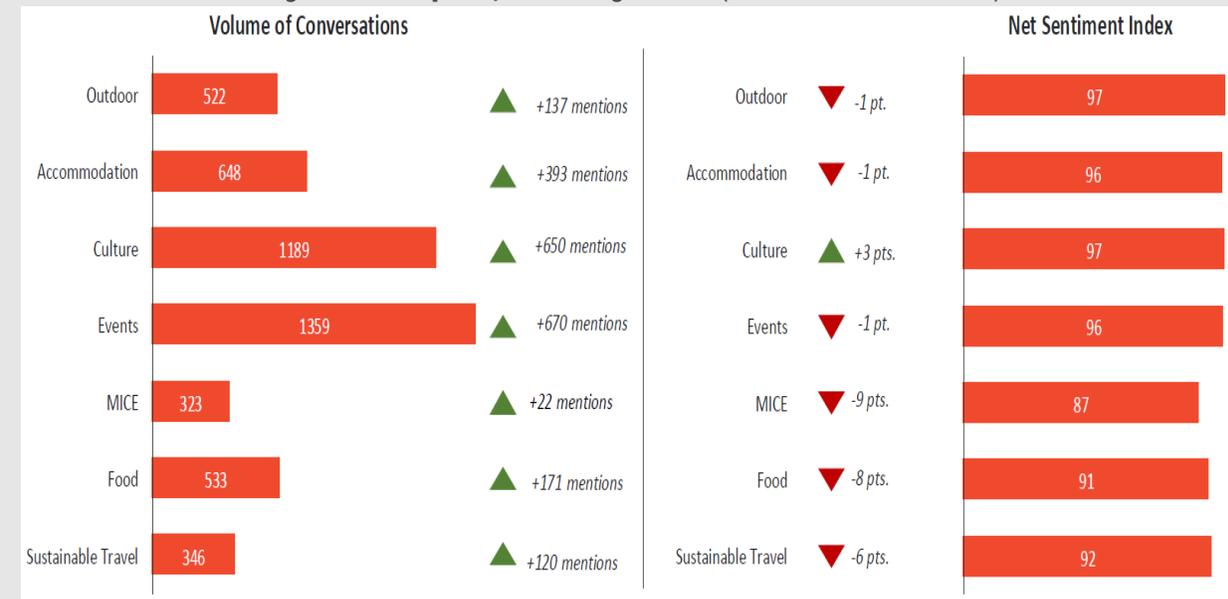
In January 2026, **Luxembourg's Net Sentiment Index** slightly declined, reaching its lowest level since mid-2025. It remains well **above the European benchmark** which also decreased. Conversations featured fewer positive references to festive or winter-related experiences, resulting in a more neutral tone. That said, Luxembourg continues to benefit from a **structurally positive reputation**, although sentiment dropped substantially in Belgium, partly linked to strike-related transport disruptions affecting cross-border connections. This also affected places in Northern Luxembourg such as Clervaux.

In January 2026, **events** continued to generate the highest **volume of online discussions**, followed by **culture**, reflecting sustained interest despite the post-holiday period. **Culture** furthermore stood out as the only topic showing a **positive sentiment increase** (+3 pts), while MICE experienced the sharpest decline (-9 pts) although discussion volumes were rather low. Looking more in depth at **positive e-reputation drivers** in January, we can see **niche topics** such as organic and biodynamic farm life, niche Asian cuisines, affordable accommodation, immersive wine events and industrial heritage emerging, whereas calm and contemplative urban moments, free public transport and cycling were more **mainstream topics** that shaped positive brand mentions.

**Net Sentiment Index of Luxembourg and Europe**



**Volume of mentions and Net Sentiment Index of Luxembourg by main topics, January 2026 (vs. December 2025)**



# E-Reputation Luxembourg

## Visitor Experience

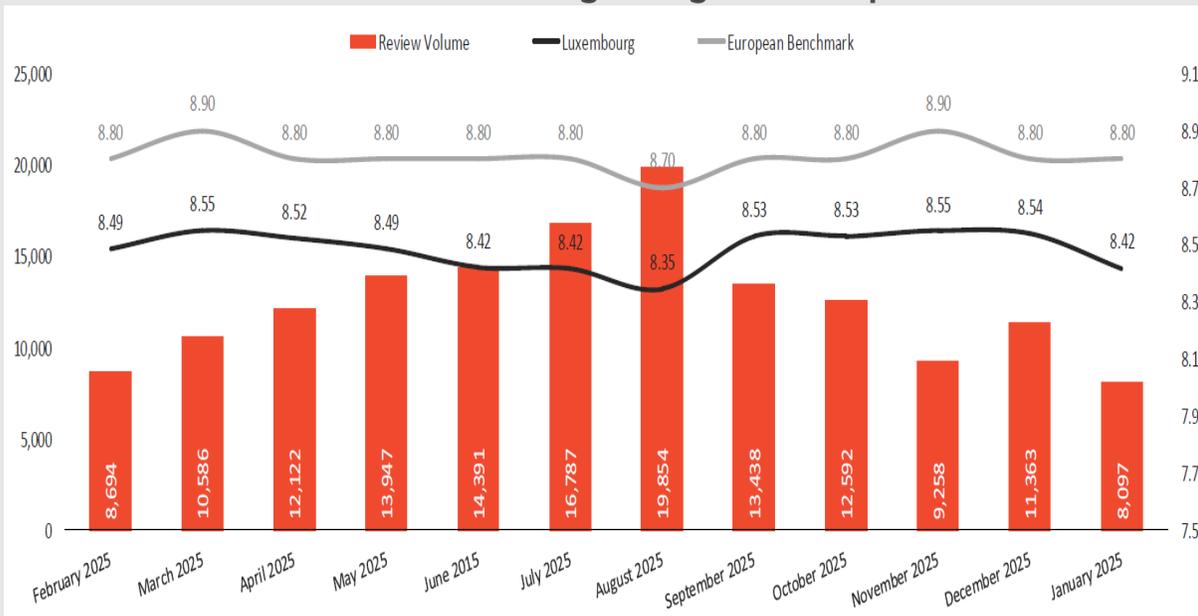


In January, **review volumes** and overall **ratings** for destination Luxembourg as expressed on **online review platforms** (Trip Advisor, Google etc.) **declined**, reaching levels similar to or slightly below those observed during the same period last year. Luxembourg's overall rating declined more noticeably than in previous months, reinforcing the gap with the European benchmark, which remained broadly stable.

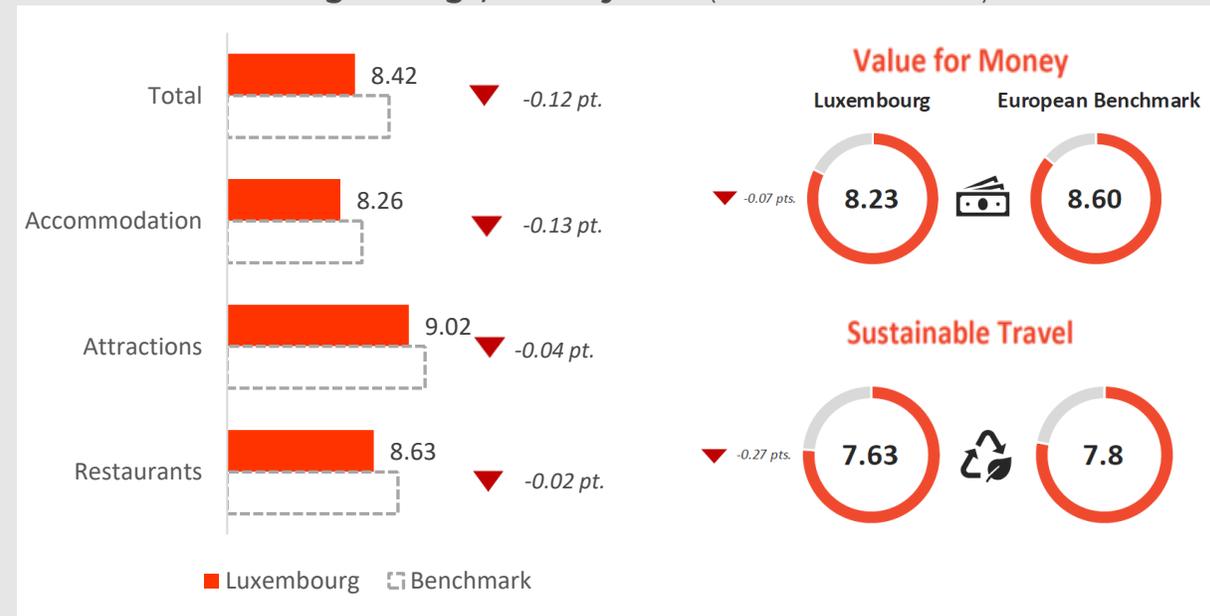
**Accommodation** ratings in Luxembourg decreased by 0.13 pts, with the sharpest drops observed for youth hostels. **Attractions** maintained a strong reputation overall, despite a slight downward trend. Outdoor and nature-based experiences continued to underpin positive perceptions, while Museums, Events and Other sports/wellness saw declines. **Restaurant** ratings continued the gradual decline observed since the end of 2025 while the European benchmark remained stable.

Perceived **value for money** remained broadly stable but continued to lag behind European benchmarks. Attractions stood out as offering the strongest value perceptions. **Sustainable travel** sentiment also weakened in January, and Luxembourg is now underperforming the European benchmark for this topic. However results should be approached with caution since review volumes were insufficient in January to support a robust sustainability sentiment analysis.

Volume of reviews and avg. rating on online platforms



Average ratings, January 2026 (vs. December 2025)





# Short-term travel intent surveys

# Travel Intent of Europeans for 2026

## NBTC international survey



A new update of the European Travel Commission's regular survey of Europeans' travel intentions is due to be released in April. Meanwhile, we will present some recent results from **national travel intent surveys** on the following pages, as well as a few insights from a **European survey** recently conducted by our colleagues of the **Dutch National Tourist Board** (NBTC). This survey was carried out online in December 2025 among 6,000 respondents from the Netherlands, Belgium, Germany, the UK, the US and Spain.

- On average, 88% of European respondents intend to go on holiday in 2026 (90% one year ago). Shares remained stable among Dutch, Germans and Spaniards, and have slightly dropped among Belgians, British and American respondents.
- Holiday planners across the six surveyed markets are considering to take 2.6 trips on average in 2026, similar to last year but higher among Americans (2.9). Among our key nearby source markets, intended travel frequency is expected to reach 2.4 trips.
- As last year, one third of respondents intending to travel have already booked their next trip, the large majority among which stating their next trip will take place in the first half of the year and within Europe. 55% of respondents are planning to go on holiday but have not booked yet. Among the latter, those that are already actively searching for trips are mostly focusing on May and July as preferred travel periods.
- No significant changes compared to last year can be observed with regard to planned destination countries across the six markets, and air travel remains the preferred means of transport for outbound trips, although a higher share of Germans than in 2025 are considering train travel.
- On average, 51% of those surveyed avoid certain holiday destinations due to negative reports about overtourism. This is most prevalent among Spaniards and is lowest among Dutch and American respondents.
- 50% of respondents indicate that they adjust their holiday behaviour as a result of rising prices, up from 47% last year. The most popular cost-saving measures are choosing cheaper accommodation and/or going on holiday less often. More Belgians and Germans are also choosing to save money at the destination itself e.g. by eating out less often.

# Travel Intent of Europeans for 2026

## National surveys



### Germany (Deutsche Reiseanalyse)

- 24% of Germans (previous year: 22%) expect their personal economic situation to improve in a year's time; 30% (previous year: 34%) fear it will deteriorate. The remaining 46% expect no change.
- The desire to go on holiday is high at 59%; this also applies to the time factor (69%). A majority (60%) are also certain that they will have the necessary financial means for holidays in 2026.
- When asked about specific travel plans, 67% of the population are already intending to undertake one or more holidays; only 9% have no travel plans whatsoever. Compared to the previous year, however, fewer respondents have specific holiday plans for 2026.
- More and more Germans (2025: 22%, 2013: 13%) want to enjoy real luxury on holiday and are willing to spend a lot to do so. 48% plan to visit a destination they have not been to before, which again underlines the high level of curiosity and multi-optionality of travellers.
- Changes in information technology are primarily influencing information strategies and booking processes, but without making travel agencies or tour operators redundant.
- The total volume of travel is expected to remain stable at a high level in 2026. There are long-term challenges and uncertainties in the social environment due to current crises that may affect tourism. On the demand side, however, concerns about the future are not fundamentally an obstacle to holiday travel.

# Travel Intent of Europeans for 2026

## National surveys



### Netherlands (ANWB survey) (\*)

- The annual ANWB Holiday Monitor shows that 85% of Dutch people plan to go on holiday in 2026. Almost 15% expect to stay at home, with financial reasons being most frequently cited. On average, Dutch people expect to be on holiday for 23.5 days in 2026. Despite rising prices and geopolitical uncertainty, the prospect of holidays remains strong.
- Almost half of Dutch people (45%) indicate that they have an extra need for holidays due to the unrest in the world. Global events are also influencing booking behaviour: around one in five Dutch people are booking later or are more likely to opt for a last-minute holiday. In addition, 8% are even unsure whether their planned holiday in 2026 will go ahead.
- Europe will remain by far the most popular holiday destination in 2026: nine out of ten Dutch people expect to spend their holidays there. Nevertheless, Asia in particular is gaining ground, with almost 14% considering countries such as Thailand, Japan, Indonesia and Vietnam. These destinations are especially popular among young people up to the age of 29. Interest in the United States, on the other hand, has fallen to 5%.
- More than a third of people with a limited budget feel the pressure of inflation, compared to one in five with higher budgets. Those who adjust their holidays due to inflation often opt for cheaper destinations, shorter trips or locations closer to home. Nevertheless, almost a third of Dutch people say that rising prices have no influence whatsoever on their holiday plans.
- More than 55% of Dutch people take extreme weather conditions caused by climate change into account when choosing a holiday destination, preferring destinations with a more stable climate.
- The summer holiday will remain the most important holiday for Dutch people in 2026: 42% say this period is the most important. At the same time, the May holiday is again seen as an important holiday this year; for 39%, it is just as important as the summer holiday.
- City breaks dominate shorter holidays (45%). Young people aged 18-29 are more likely to choose to fly, both for long and short holidays, than holidaymakers aged 30 and over.
- More and more Dutch people are using AI tools when planning their holidays. Tools such as ChatGPT, Gemini and Copilot are not only used to gain inspiration, but also to put together itineraries, find a suitable destination and plan activities, both before and during the trip. Young people in particular are leading the way: half of 18- to 29-year-olds use AI as a tool for their holidays, compared to 14% of those aged 65 and over.

(\*) *The ANWB survey is a representative, quantitative survey of 2,046 Dutch people aged 18-80 held in December 2025.*

# Travel Intent of Europeans for 2026

## National surveys



### UK (Visit Britain Consumer Tracker) (\*)

- 65% are intending to take at least one outbound overnight trip at any point within the next 12 months (2025: 66%).
- 32% of UK adults are more likely to choose UK trips (2025: 33%), while 28% prefer outbound travel (2025: 30%). Top **reasons** for preferring **outbound trips** include better weather (48%; -5 pts. vs. 2025) and wanting to visit new places/experience new cultures (36%; -5 pts.). Other reasons include cheaper overseas holidays, prioritising overseas trips after missing out, and visiting friends/relatives.
- 8% of respondents are planning to go on their next outbound trip in **February-March** (equal to 2025), 25% between **April and June** (-2 points) and 35% would rather do so in **July-September** (-2 points).
- In February 2026, 47% of UK adults stated that 'the worst is still to come' regarding the **cost-of-living crisis** (2025: 51%) and many perceive the rising cost of living **as a barrier** to both domestic and outbound travel.

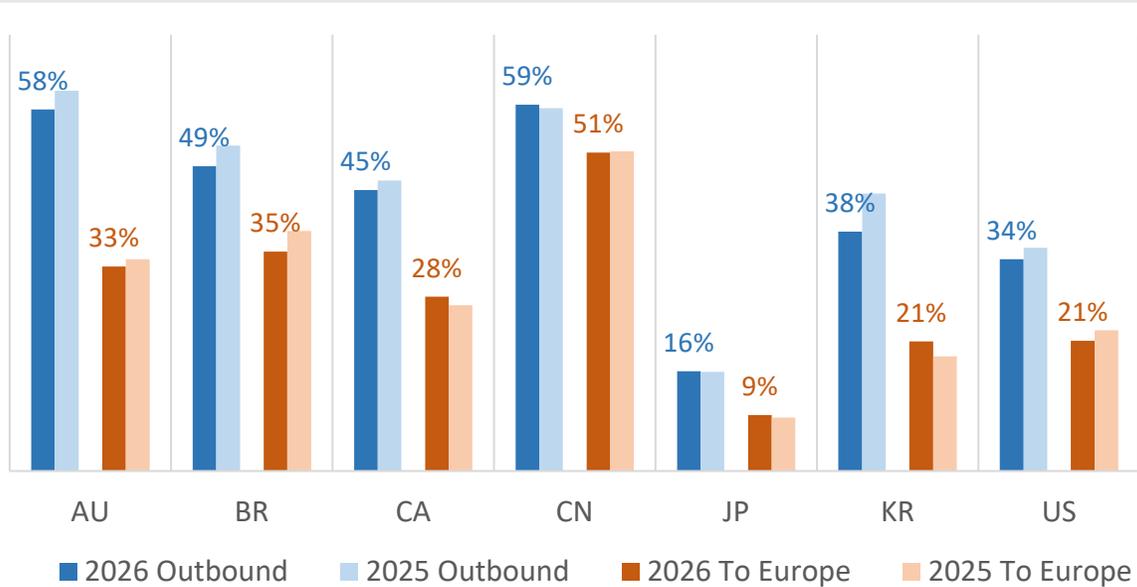
*(\*) Online survey based on a UK nationally representative sample of 1,750 adults aged 16+. Fieldwork was conducted between 2-8 February 2026.*

# Travel Intent of Long-Haul Travellers

## To Europe in 2026



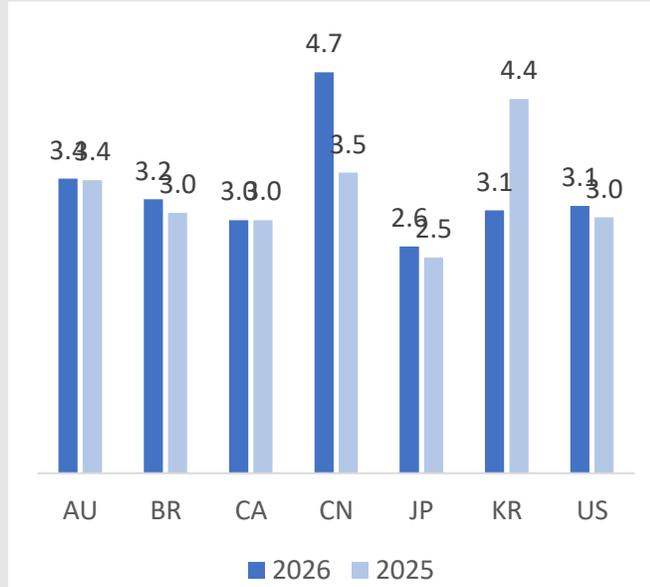
Intention to travel long-haul and to Europe in 2025-2026, % of respondents with concrete plans to travel overseas (\*)



Travel intent to Luxembourg, % travelers planning to visit Europe in 2026

	Planning to visit Luxembourg	% pts change vs. 2025, Luxembourg	% pts change vs. 2025, ∅ all destinations
CN	6.9%	+4	+3
KR	1.9%	+0	-4
BR	3.6%	+1	+1
US	2.6%	+2	+0
JP	0.8%	-0	-1
AU	2.2%	+0	+0
CA	2.1%	-1	+0

Avg. number of countries planned to be visited during trip in Europe, 2025-2026



(\*) >70% certainty to travel overseas. Please note that survey results relate to attitudes and are not intended to quantify demand levels.

According to the European Travel Commission's latest survey on **long-haul travel intentions** in key overseas markets, overall **intent for long-haul outbound travel** this year has significantly decreased from 64% to 59% between 2025 and 2026 (left chart). It is falling across all surveyed markets except China. **Travel intent to Europe** has also dropped, to 42% - although intentions to travel to Europe in 2026 are improving among Canadians, Koreans and Japanese (the latter however from a low overall base).

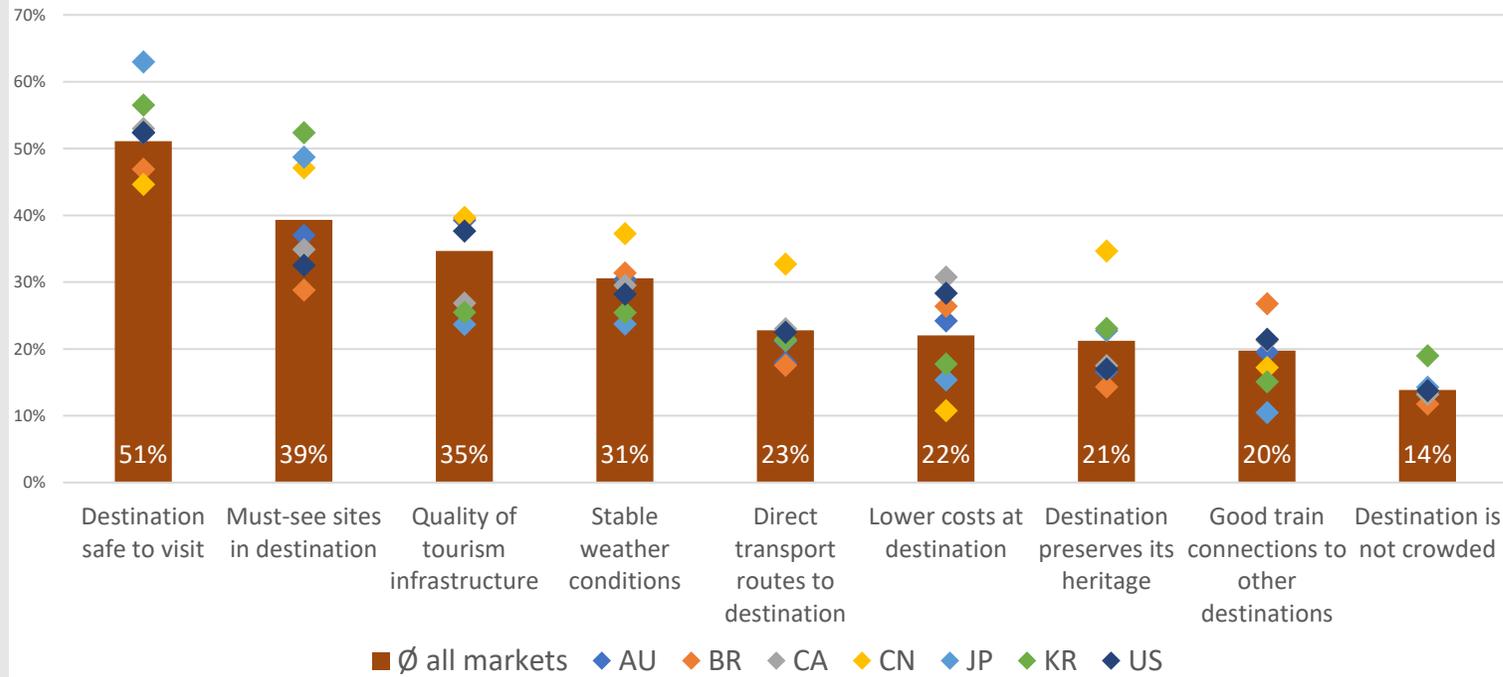
Prospects appear slightly better for destination **Luxembourg** which may be **more frequently included on European trips** this year by travellers from all surveyed markets except Canada (middle chart). Travel intentions to Luxembourg among Chinese and Koreans, in particular, picked up compared to last year. Whereas with regard to **Chinese** travellers, this may be related to their propensity to include a **larger number of countries** on their European itineraries in 2026, this is not the case for **Koreans** who actually are planning to visit **fewer different European countries** this year (right chart). 74% of respondents across all 7 markets, on average, are planning to **visit more than one European country** on their trip, up 3 points vs. 2025. Over a third of Europe considerers in long-haul markets have already booked their trip to the "old continent" for 2026, down 3 points vs. 2025, with especially Chinese and Koreans more hesitant to book.

# Travel intent of Long-Haul Travellers

## To Europe in 2026



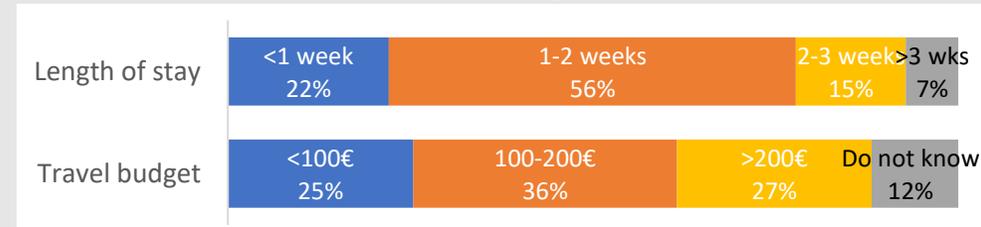
Most important criteria for choosing a holiday destination in Europe, 2026



Barriers to travel to Europe, 2026



Intended length of stay and travel budget on trips to Europe in 2026, % of respondents



**Safety** remains the most important **criteria** for long-haul visitors when **choosing a destination** in Europe, followed by iconic, must-see sites and quality of tourism infrastructures. Compared to last year, safety as a decision criteria has gained in importance among Canadian, Korean and Chinese travellers. Low crime rates, clean and well-maintained tourist establishments and visible security are key aspects contributing to high **destination safety perception** according to long-haul travellers, who furthermore have rated Europe as the safest world region for travel.

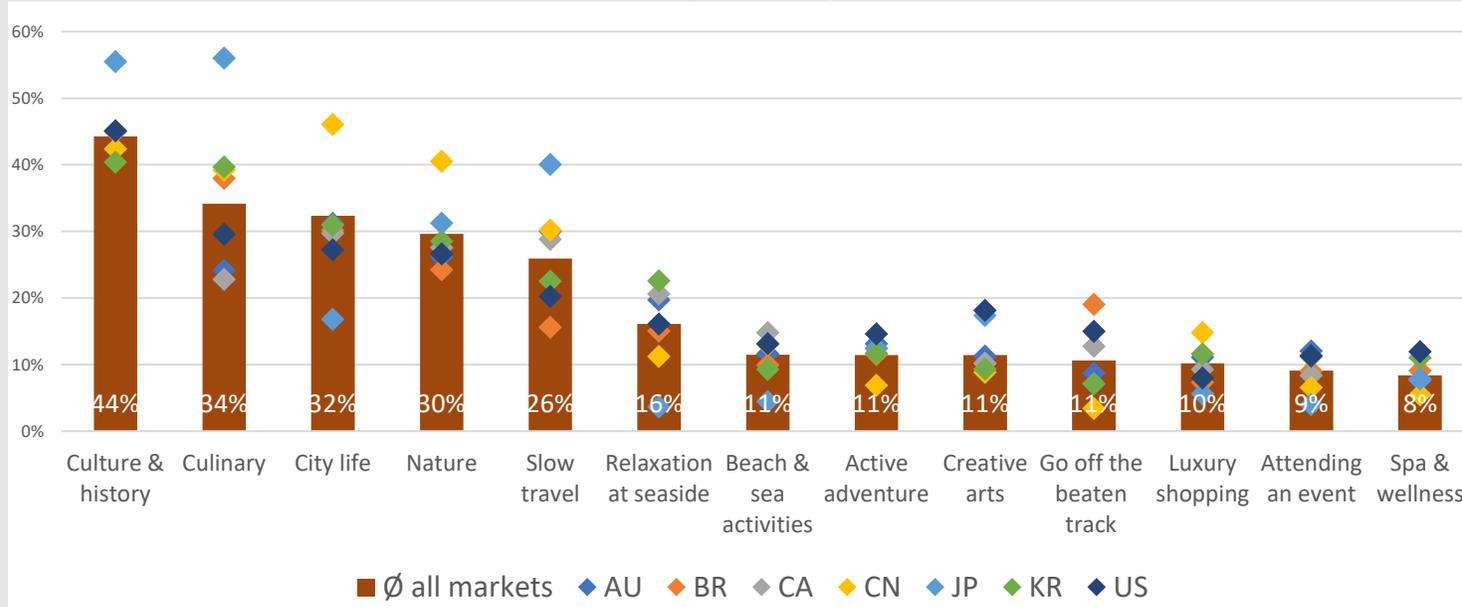
**High travel costs** are again considered the biggest **barrier to travel to Europe** in 2026, mentioned by 43% of respondents (-3 pts. vs. 2025). Preference for other parts of the World (esp. among older travellers) and limited vacation time follow next. With the yen and, increasingly also the US dollar, weak against the Euro, unfavourable currency exchange rates have been mentioned by 6% of respondents as a barrier to travel to Europe this year. The preferred **length of stay** for a trip to Europe remains 1-2 weeks, and no major differences with last year can neither be observed regarding planned **travel budgets**. Food & drinks, activities and shopping remain the top 3 **spending categories** when travelling in Europe, although Chinese travellers are expected to spend less on shopping than in previous years.

# Travel intent of Long-Haul Travellers

## To Europe in 2026



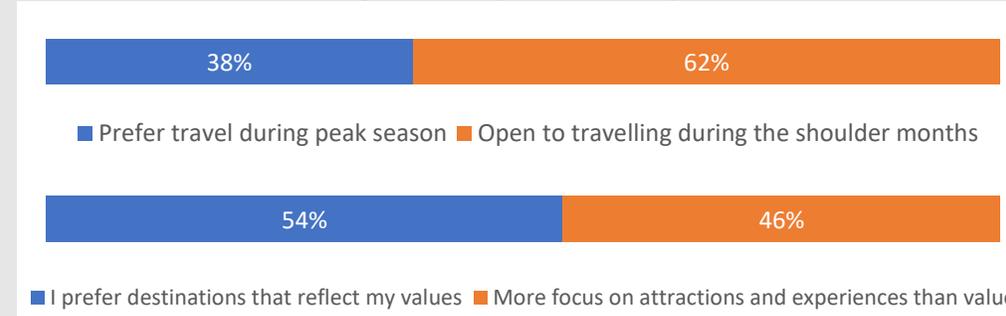
Preferred holiday experiences on trips to Europe in 2026, % of respondents



Main travel purpose when travelling to Europe in 2026, % of respondents



Attitudes towards responsible travel choices in the context of travelling to Europe, % of respondents



Most-preferred **holiday experiences** for long-haul travellers to Europe in 2026 include **culture & history** (mentioned by 44% of respondents), **culinary, city life and nature**. Interest for both nature and culture has picked up by 3 points compared to last year, and culture is the top experience across all surveyed source markets except China, where it is city life. Another topic that has gained momentum is slow travel (+4 pts.), notably cherished among Japanese travellers. That said, big **crowds do not seem to deter** many long-haul travellers in their general destination choices, as 27% would still visit those iconic places in 2026 – although the propensity to do so notably dropped among the Chinese. Rather, visitors would return to most crowded spots at quieter periods, while a quarter would also visit less-crowded areas. Over 60% of long-haul visitors are also open to travelling to Europe during **shoulder months**, with price considerations likely playing as much of a role than crowd levels. By contrast, South Koreans and Chinese are comparatively keener on visiting Europe during peak season. A majority of travellers also prefer **destinations that reflect their values**, e.g. with regard to sustainability, inclusivity or equality, rather than choosing destinations purely because of their experiences and sites to visit, a trend that is even more pronounced among Chinese and Koreans.

Three quarter of respondents in long-haul markets would travel to Europe for leisure **purposes** in 2026, followed by visiting friends & relatives and business, the intentions for business travel having picked up significantly by 3 points over last year.



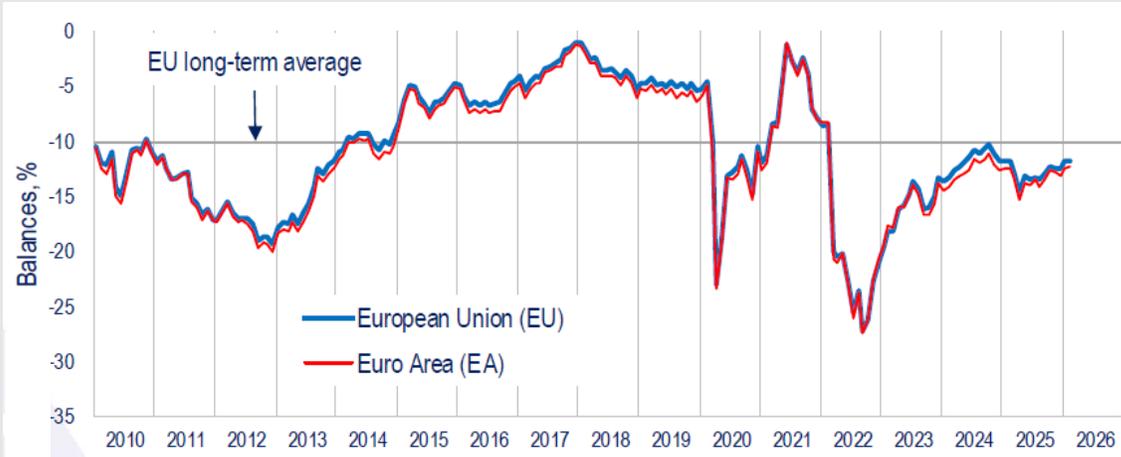
# Economic and travel forecasts

*(Please note that all forecasts and most analysis in this section was carried out before the recent start of the war in the Middle East)*

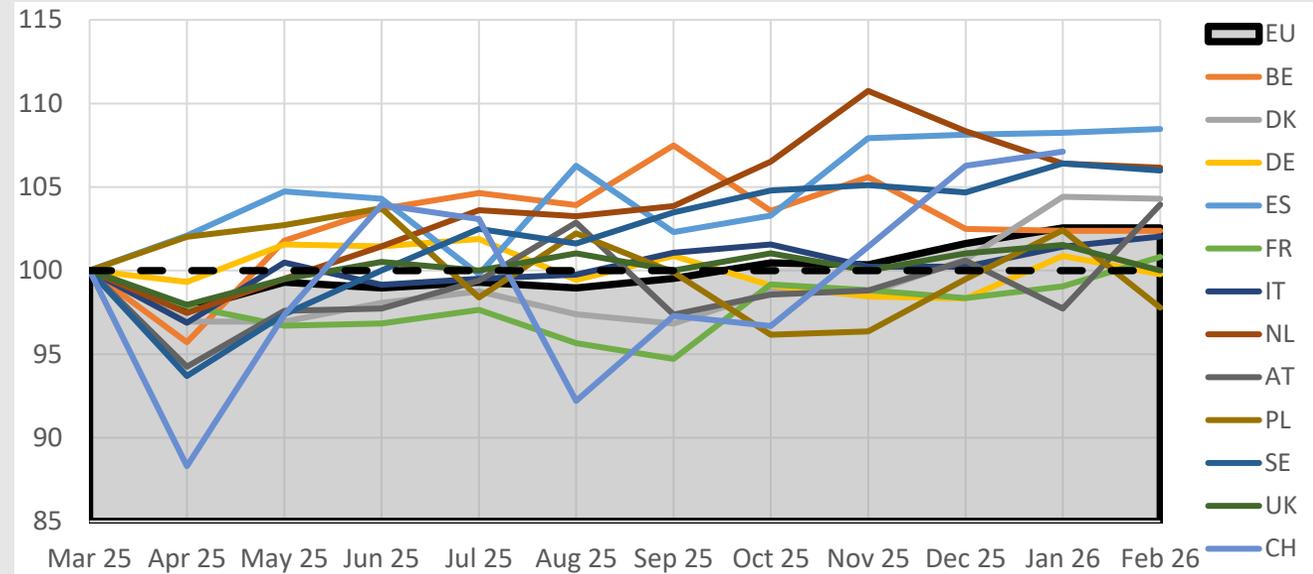
# Consumer and business sentiment in Europe



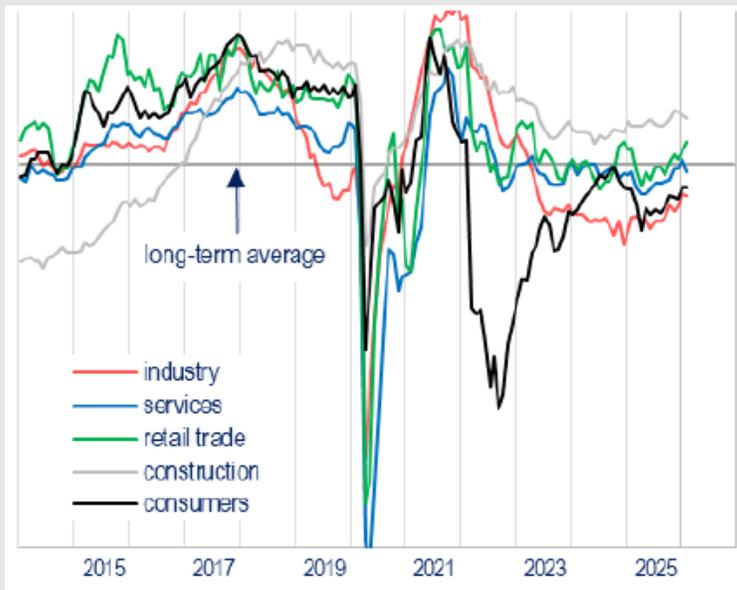
EC Consumer Confidence Index



Consumer Confidence indexes, monthly evolution (March 2025 = 100)



EC Confidence indicators



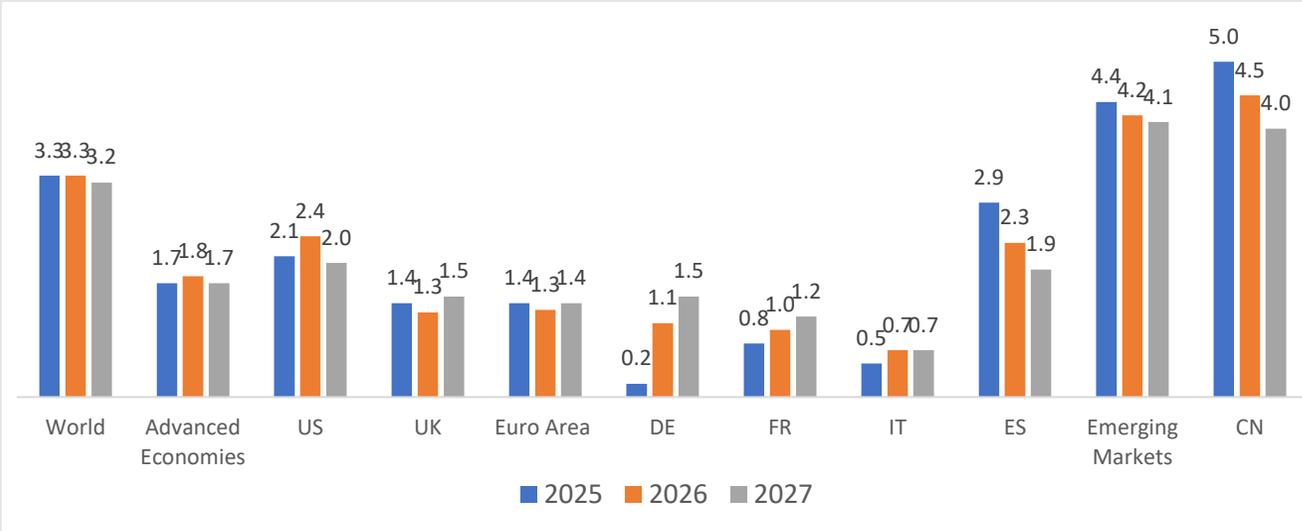
**Consumer confidence** in the EU, as measured by the EC index, marginally improved in the euro area (+0.2 pts vs. January), and remained stable in the EU in February. It exceeds levels one year ago by nearly 3% even though it remains below the long-term average. In February, confidence improved most over the previous month in Austria, France and Ireland, whereas, when comparing with March 2025, growth was strongest in Spain, Sweden and Netherlands. **Consumers' perception** about their own financial situation remained unchanged in February while their intentions to make major purchases next 12 months decreased compared to January.

By contrast, the **Economic Sentiment Indicator** (ESI), measuring broader business confidence, decreased by 1 point in both the EU and the euro area in February, although it still remains above the 2025 average. The decline was largely driven by lower confidence in the **services sector**. Industry confidence remained stable, and retail recorded an improvement. By far the largest decline of the ESI in February was recorded in France (-2.8 pts).

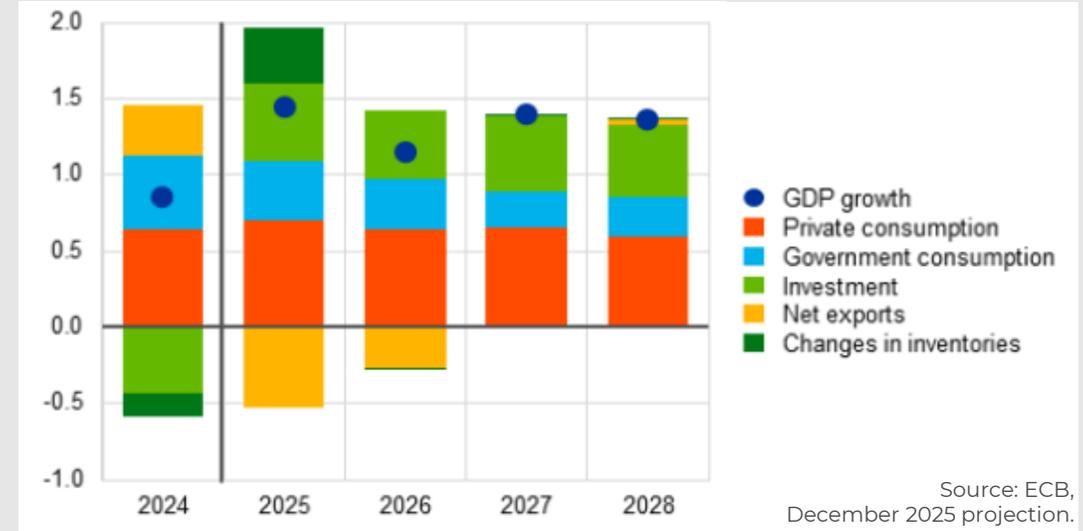
# GDP forecast



Real GDP growth (annual % change)



Contributions to Euro area real GDP growth (%pts. contributions)



Source: ECB, December 2025 projection.

According to the IMF's latest outlook, **global GDP** grew by 3.3% in 2025 and a similar growth rate is forecast for 2026. Global GDP growth thus appears robust despite geopolitical shocks and persisting trade policy risks. According to a recent McKinsey study, global **industry investments** are rebounding after two years of decline, having gained 32% in value in 2025, largely due to AI, tech, pharma and defense. In the **Eurozone**, the PMI<sup>1</sup> for February points to the fastest **rise in business activity** in three months reaching 51.9, driven by the manufacturing and services sector. Expansionary fiscal and looser monetary policy are providing tailwinds for an economic upturn, particularly in China, Japan, the US and Germany. However, short-term Euro area growth will likely stay subdued as weak global demand and high uncertainty weigh on **exports**. **Household spending** should remain the main driver, but high saving rates may keep growth moderate, and weaker **labour growth** will become a more important economic factor this year.

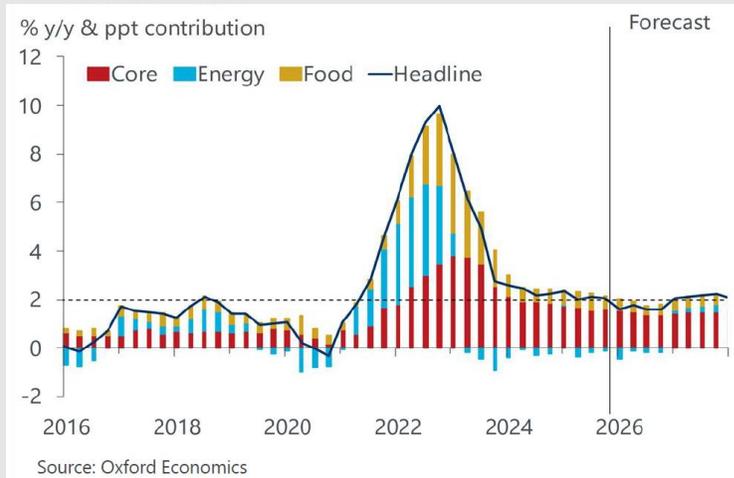
In the **UK**, business survey data largely supports the expectation of a **slow near-term growth**, albeit likely dampened by tighter fiscal policy. In the **US**, **fiscal policy and ongoing AI-related investment** are expected to further support activity, but strong productivity gains, rapid technological change, and higher policy uncertainty may affect labour markets. The recent **Supreme Court ruling on the unlawfulness of US tariffs** should be good news for global trade even though the Trump Administration is already considering other ways to reintroduce tariffs, but these are unlikely to pass Congress ahead of midterm elections. Still, volatility in **financial markets** will likely stay elevated for some time as it is unclear how long the newly announced tariffs will stay in place and whether there will be any tariff refunds. The US deficit will likely increase which may impact the dollar and bond markets. The **recent developments in the Middle East** are another factor of uncertainty weighing on the economy and on financial markets in 2026.

Sources: Tourism Economics/ETC, IMF, S&P Global. <sup>1</sup>Purchasing Managers Index: >50 indicates business activity expansion, <50 represents contraction, data is preliminary.

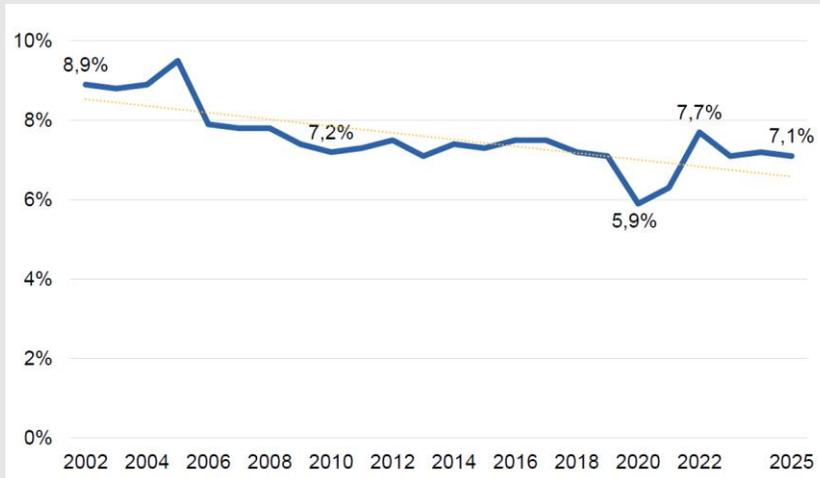
# Inflation forecast & travel prices



## Euro area inflation



## Leisure travel spend, German resident population (\*), % share of net household income



(\* ) Having made at least one holiday 5+ nights in previous year, either outbound or domestically.

## Travel product prices, 2025, euro area, % change one year ago



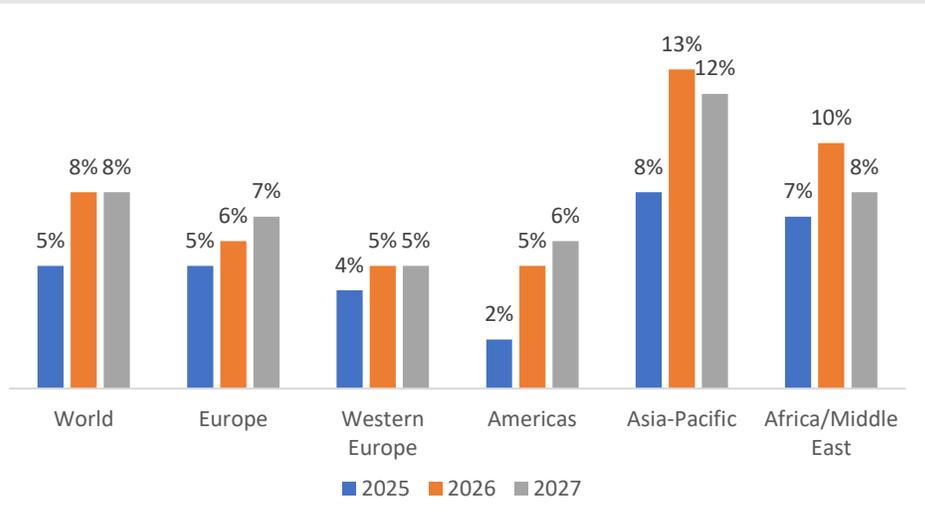
**Euro area inflation** is forecast to slow further to about 1.5% in the first half of 2026, before nudging back to the ECB's long-term target of 2% by the end of the year. Most of the total inflation will be driven by **core inflation** (i.e., excluding energy and food), notably services, but which is also expected to continue its recent easing until at least the second half of 2026. In the **UK** as well, consumers should benefit as inflation is set to ease during 2026 although **services inflation** will remain sticky as firms continue to deal with high growth in labour costs. Consumer price inflation is also no longer accelerating in the **US** and real disposable incomes will improve. Larger tax refunds in the US in Q1/26 will give a temporary boost to consumer spending, esp. helping lower-income households. The current inflation forecasts, however, were made before the start of the **war between US/Israel and Iran**, which will severely push up **energy prices** in the coming months.

**Easing inflation** should be good news for **tourism**, and even more so that **tourism-related prices** now more closely track those of services (3% average in 2025) in the euro zone. Nevertheless, prices were pacing up again in the last quarter of 2025, following up disproportionately high growth in previous years, therefore keeping travel product prices **comparatively elevated**. This has diverging effects on travellers' behaviour: on one hand, it has spurred them to seek value through **off-season travel or off-the-beaten-track** destinations; on the other hand, it can lead to **shorter stays**. Unsurprisingly thus, professionals are seeing **financial and economic factors** as the **greatest challenge** facing the industry, ranking first in both Tourism Economics' Travel Industry Monitor and UN Tourism's Panel of Experts recent industry surveys.

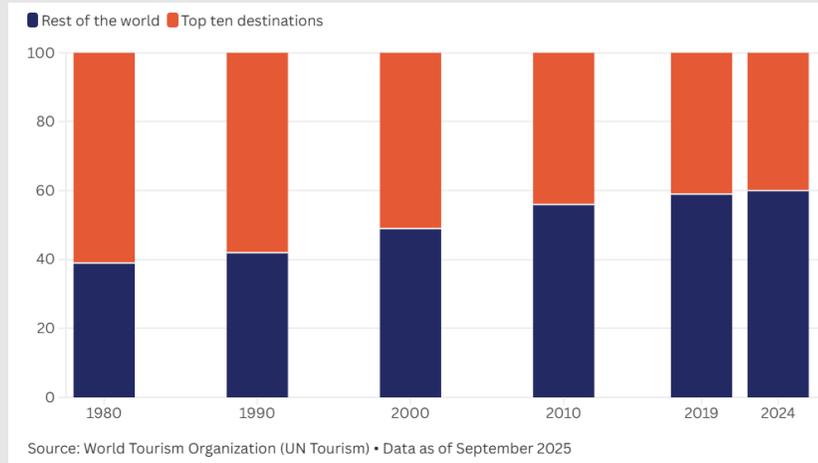
# Travel forecasts 2025-2027 (I)



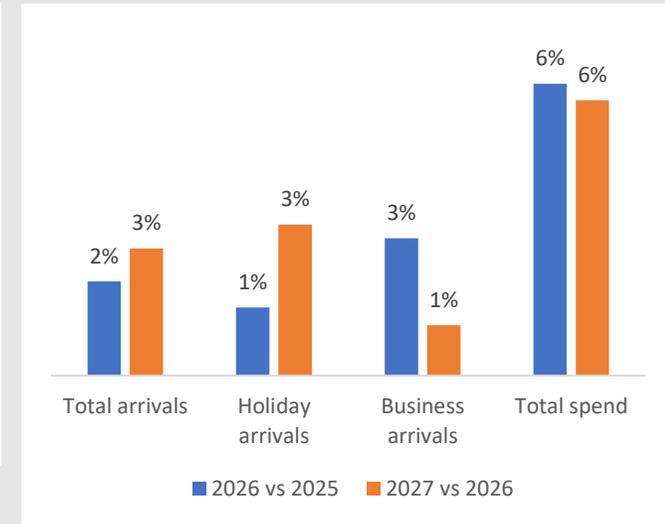
**Inbound arrivals by destination region, % year-on-year change**



**% Share of international tourist arrivals by destinations**



**Inbound arrivals and spend to Luxembourg, % year-on-year change**



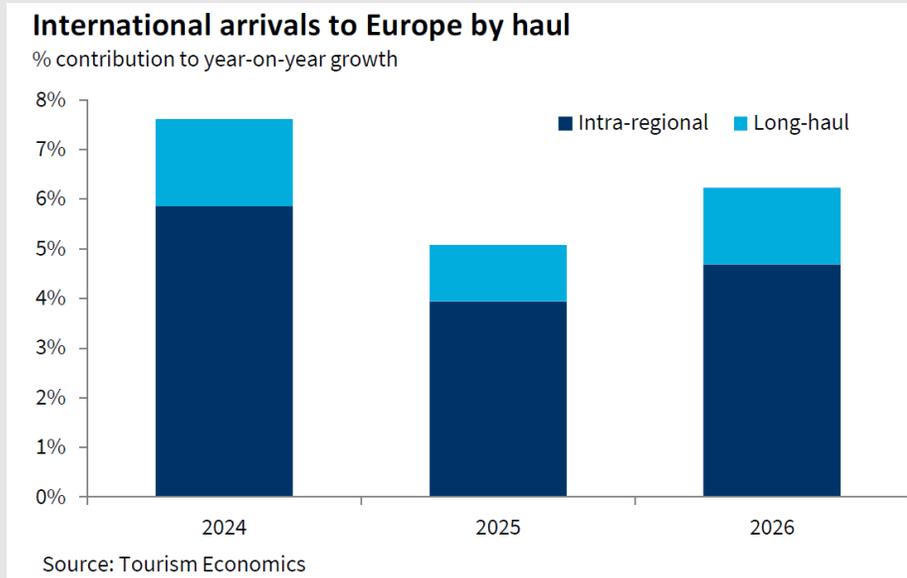
First projections for **2026** by Oxford Economics indicate an **8% increase in global international travel**. This would exceed the long-term 5% yearly average growth seen as the most likely growth trend until 2030, meaning that international arrivals could reach 2 billion by then. **Tourism growth continues to exceed GDP growth** due to rising affluence in emerging markets (notably Asia-Pacific), better connectivity and consumers' prioritisation of travel. Latest industry surveys point to **growing optimism**: 50% of European respondents in UN Tourism's Panel of Experts believe tourism in 2026 will outperform 2025, as opposed to only 12% expressing negative prospects for 2026. **Growth of international arrivals in Europe is forecast to reach 6%** this year; **2% growth is expected for Luxembourg in 2026, and +3% in 2027**, in line with expectations for France and Germany. **Business travel** growth is expected to outperform **leisure** in Luxembourg this year, while the opposite trend is forecast for 2027. As in previous years, **travel spend** growth to Luxembourg is expected to outpace arrivals again this year (right chart).

Key **growth opportunities** for tourism in 2026 could arise from destinations and businesses offering consumers greater affordability and perceived **value-for-money**, e.g. by promoting lesser-known towns and cities. **Greater diversification in destinations** is anyway not a new trend as travellers have become increasingly multioptional: data by UN Tourism shows that the top 10 destinations accounted for 40% of global inbound arrivals in 2024; that share was 50% in 2010 and over 60% in 1980 (see middle chart). Another commonly cited opportunity is **infrastructure improvements** that would make it easier for tourists to travel beyond major transport hubs, further facilitating better regional spread of tourism flows. **Rising real incomes** due to easing inflation, fuelling private consumption, should also help boosting travel demand further in 2026. With air fares also lower than in previous years, IATA forecasts **global passenger traffic to grow by 5%** in 2026 (+4% in Europe) while airlines continue to face aircraft shortages limiting seat supply.

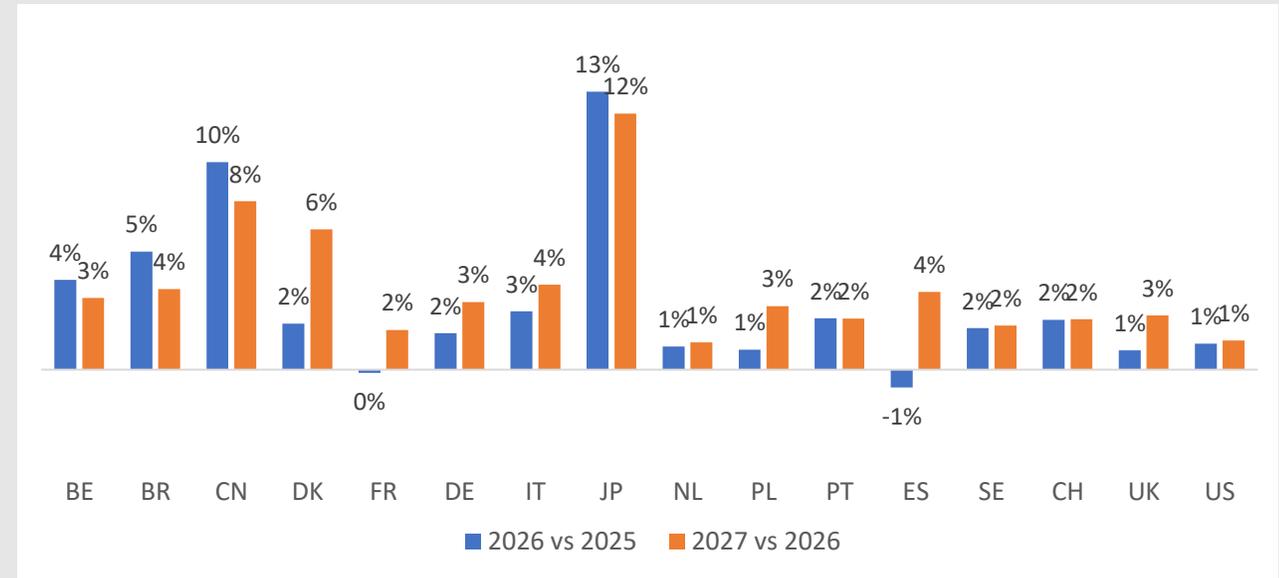
# Travel forecasts 2025-2027 (II)



## Source market contribution to growth of inbound arrivals to Europe



## Inbound arrivals to Luxembourg by source markets, % year-on-year change



International travel in **Europe** in 2026 is thus expected to grow, with a **larger contribution to growth** expected from **long-haul markets** (+9% growth in 2026). However, **short- and mid-haul** travel will remain vital for most European destinations, contributing by over  $\frac{3}{4}$  to total growth in 2026, and also forecast to **grow faster than last year** (+6% in 2026, vs. +5% in 2025). **For Luxembourg**, we are expecting healthy **growth from Belgium, Germany and Italy** whereas we are forecasting flat growth from the Netherlands and the UK and even a slight downturn from France, after a record-breaking increase last year. As across Europe, **long-haul travel growth** to Luxembourg (+4%) should outperform **short-haul** (+2%), with the exception of the US source market from where we forecast only +1% growth this year as trade and foreign-policy relations remain strained. Growth prospects to Luxembourg for 2027 are currently more upbeat than those for 2026 for the majority of key source markets (see right chart).

With regard to destination Europe, it remains to be seen whether the **EU Entry/Exit System**, launched in October 2025 and causing **delays at airports** - which had little impact on travel in Q4/2025 - will have any effects in 2026, e.g. in peak months and on short- or medium-haul leisure trips. Further potential headwinds include **currency volatility, geopolitics, climate change** and **elevated travel and energy costs**. Arrivals from **Asia-Pacific to Europe** are expected to rise faster than average (+17%), as air capacity is expanding, consumer sentiment and economic conditions are improving in many markets, and visa barriers continue to ease. Europe could also **benefit from travellers who choose European destinations over the US** when deciding to travel long-haul amid ongoing geopolitical tensions. The hosting of the FIFA World Cup in North America in 2026 may divert some potential travellers from the US or Canada away from European destinations.



# Your contact

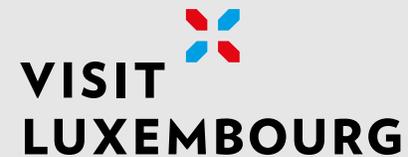


**Alain Krier**

*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)