

# Summary Sheet of Key Figures, 2024



## Paid accommodation

### Total

#### Nights

**3.684.469**

+6% (vs. 2023)  
+16% (vs. 2019)

#### Arrivals

**1.568.299**

+9% (vs. 2023)  
+18% (vs. 2019)

Source: Statec

### Per region

**Guttland\***  
8%  
11%

**Eislek**  
21%  
16%

**MPSL**  
22%  
13%

**Guttland + Lux City \*\***  
3%  
4%

**Luxembourg City\***  
33%  
41%

**Moselle**  
4%  
5%

**South**  
8%  
10%

### Per Source market (Top 10)

1.100.418	NL	314.180
517.875	DE	238.235
507.110	BE	242.921
458.952	LU	203.446
305.947	FR	179.447
137.714	UK	71.548
77.590	US	39.290
59.261	IT	28.227
55.346	ES	26.971
48.894	CH	28.241

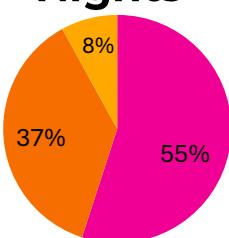
■ Nights

■ Arrivals

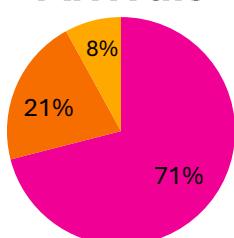
Source: Statec

### Per Accommodation type

#### Nights



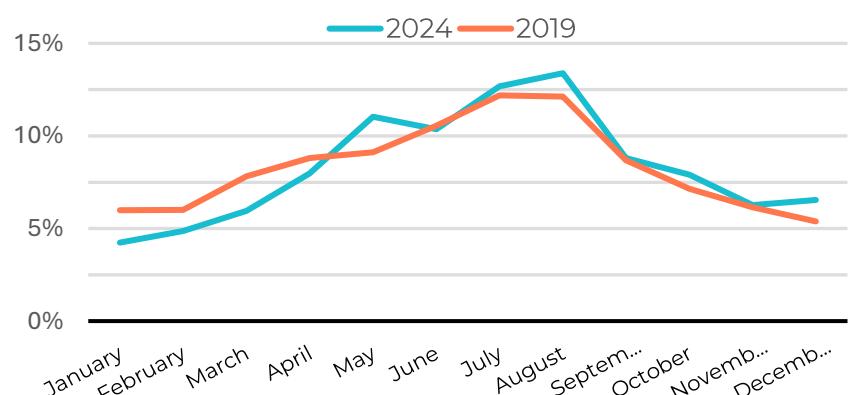
#### Arrivals



■ Hotels  
■ Campsites  
■ Other paid accomm.

Source: Statec

### Seasonality



Source: Statec

### Short-term rentals

(not included in "Total" figures above)

#### Nights

**495.891**

+16% (vs. 2023)  
+77% (vs. 2019)

#### Arrivals

**127.400**

+19% (vs. 2023)  
+58% (vs. 2019)

Source: Eurostat

### Infrastructure

#### Hotels

Number	199	Bedspaces	15.814
Occupancy rate	73,6%	RevPAR	115 €

#### Campsites

Number	67	Bedspaces	37.621
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#### Youth hostels

Number of hostels	8	Bedspaces	957
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Sources: Statec ; MGK Hopsitality

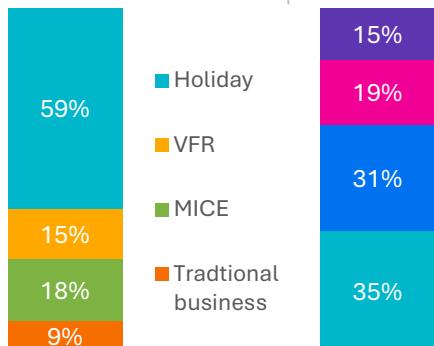


# Summary Sheet of Key Figures, 2024



## Characteristics of inbound overnight trips and travel behaviour

### Purpose of visit | Type of holiday



63% were first-time visitors

Sources: World Travel Monitor/IPK International; LFT/Iires Visitor Survey.

### Travel details

#### Visited places, Top 5

Lux-City	87%
Churches	69%
Other towns	66%
Castles/Palaces	63%
Museums	46%

#### Travel party

Spouse or partner	60%
Friends	29%
Children under 16	13%
Travelled alone	13%

#### Activities, Top 5

Local flair	82%
Observing nature	72%
Natural attractions	67%
Hiking	59%
Trying regional specialities	53%

#### Spend/pers./day

Total	189€
Holiday	169€
MICE	289€

Sources: World Travel Monitor/IPK International; LFT/Iires Visitor Survey

## Visitor satisfaction and recommendation (%) "agree strongly")



were excited by Luxembourg as a travel destination



would revisit Luxembourg



would recommend Luxembourg

Source: LFT/Iires Visitor Survey

## Target Segments



Explorers

26%



Leisure-Oriented

13%



Nature-Loving Actives

27%



Perfection Seekers

11%



Relaxation Seekers

13%



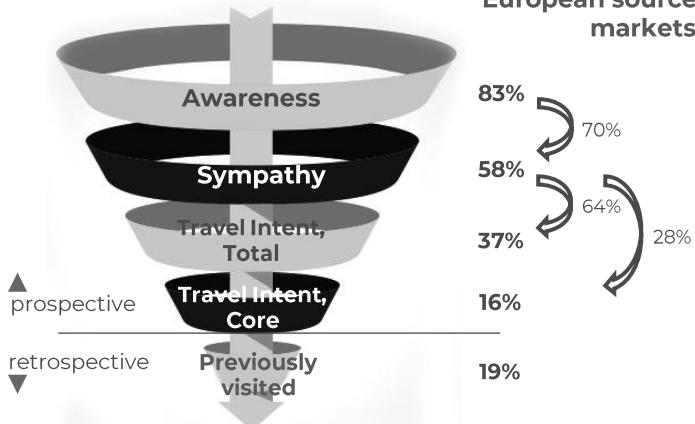
Short Breakers

10%

Source: LFT

## Brand Funnel

— Average 13 European source markets



Source: LFT Brand & Potential Study

## Residents' attitudes towards tourism in Luxembourg



80% of residents who 'support tourism and want it to remain important and even to grow in importance'



69% of residents who say that 'the positive benefits of tourism outweigh the negative effects'

Sources: LFT/Iires Resident Survey

**VISIT  
LUXEMBOURG**

Luxembourg for Tourism GIE · 6, rue Antoine de Saint-Exupéry, L-1432 Luxembourg · BP 1001, L-1010 Luxembourg

(+352) 42 82 821 · info@visitluxembourg.com · www.visitluxembourg.com

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