

Summary Sheet of Key Figures, 2024



Paid accommodation

Total

Nights

3.684.469

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

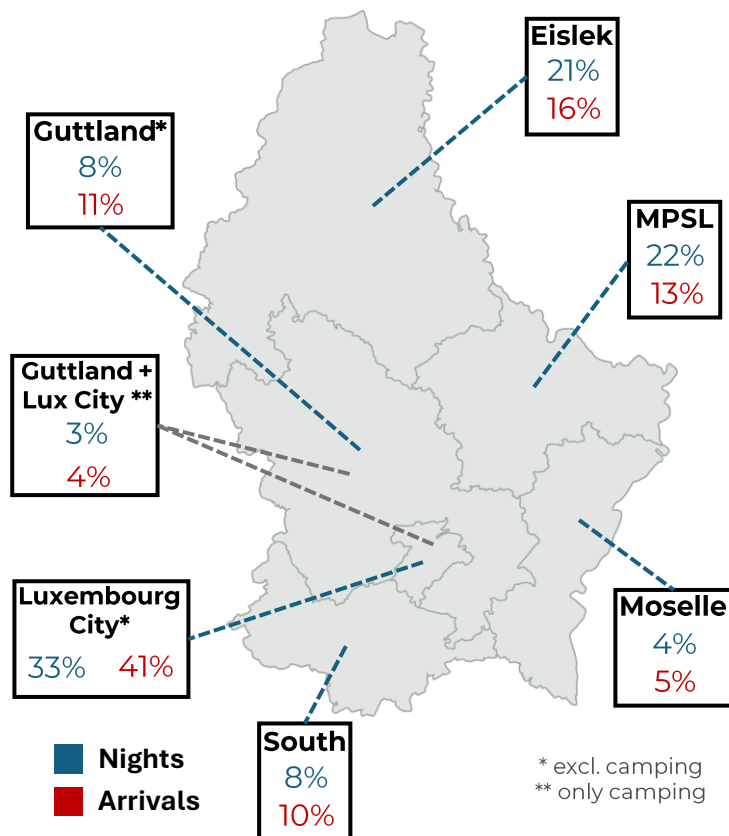
Arrivals

1.568.299

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

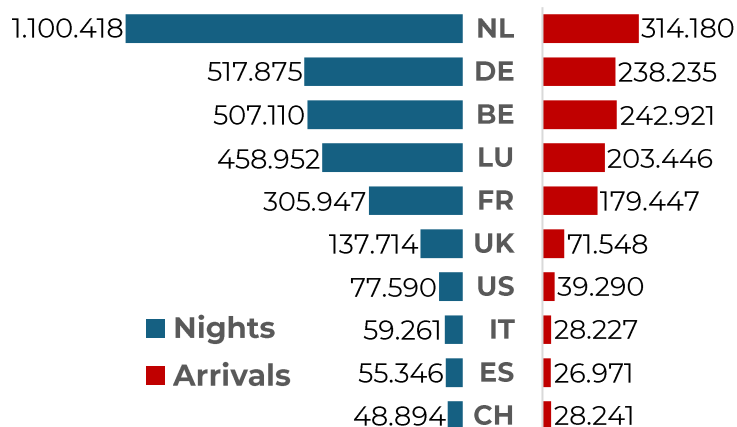
Source: Statec

Per region



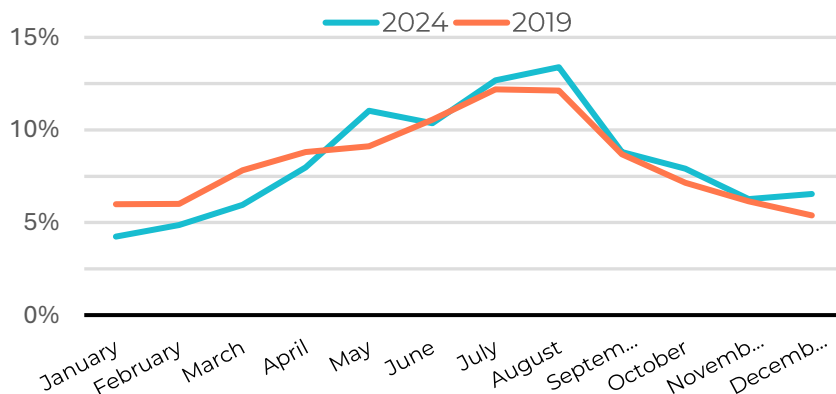
Source: Statec

Per Source market (Top 10)



Source: Statec

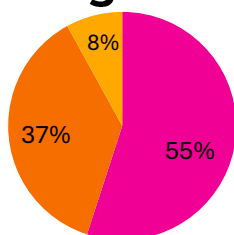
Seasonality



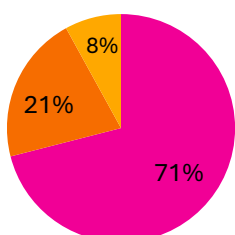
Source: Statec

Per Accommodation type

Nights



Arrivals



■ Hotels
■ Campsites
■ Other paid accomm.

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

Youth hostels

Number of hostels	8
Bedspaces	957

Sources: Statec ; MGK Hospitality



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

(+352) 42 82 82 1 · info@visitluxembourg.com · www.visitluxembourg.com

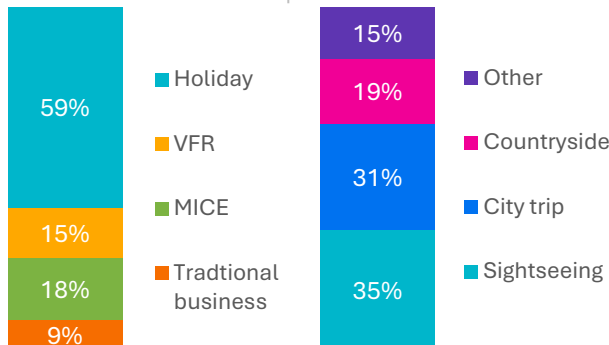
VisitLuxembourg visit_luxembourg @luxembourginfo

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/Ires 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 specialties	53%

Spend/pers./day

Total	189€
Holiday	169€
MICE	289€

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

Visitor satisfaction and recommendation (% "agree strongly")

66%

were excited by Luxembourg as a travel destination

65%

would revisit Luxembourg

65%

would recommend Luxembourg

Source: LFT/Ires Visitor Survey

Target Segments



Explorers

26%



Leisure-Oriented

13%



Nature-Loving Actives

27%



Perfection Seekers

11%



Relaxation Seekers

13%



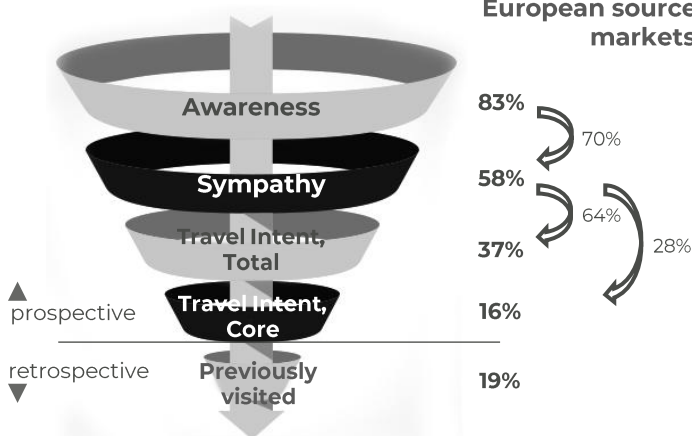
Short Breakers

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/Ires Resident Survey



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

(+352) 42 82 82 1 · info@visitluxembourg.com · www.visitluxembourg.com

VisitLuxembourg visit_luxembourg @luxembourginfo