



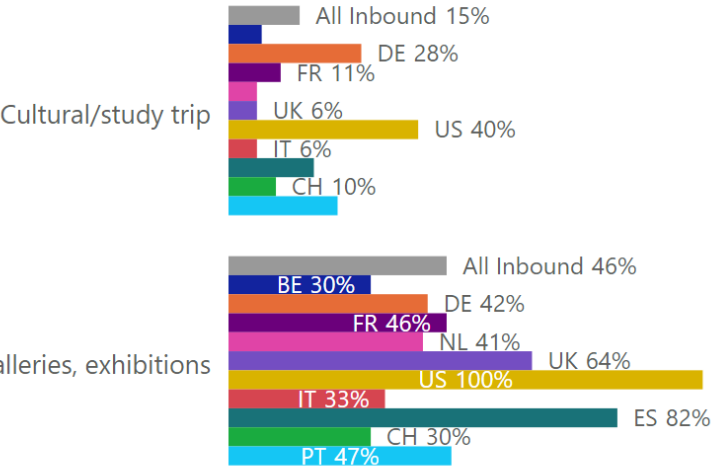
Luxembourg for Tourism  
**Theme profile**  
**CULTURE**



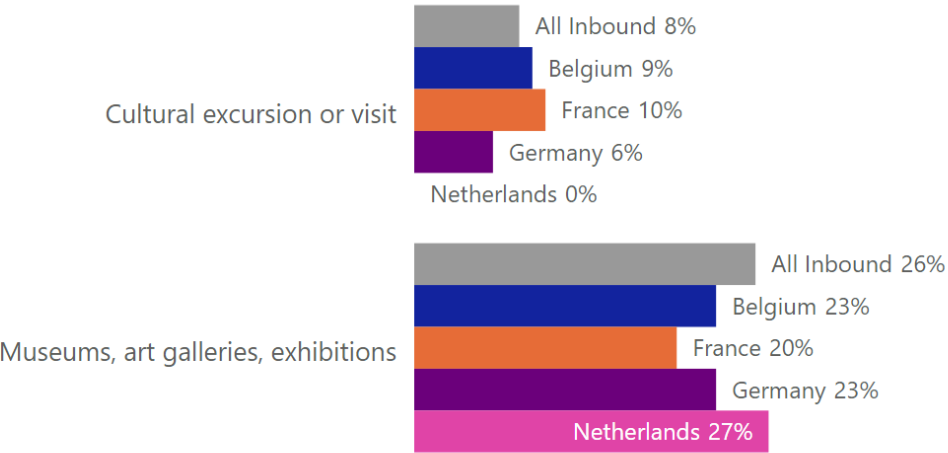


# **Market size of Culture segment**

Shares by country of origin  
Visitors with overnight



Shares by country of origin  
Same-day visitors



Number of overnight leisure trips to Luxembourg  
(estimate, yearly average 2023/2024)



Number of same-day leisure trips to Luxembourg  
(estimate, yearly average 2023/2024)



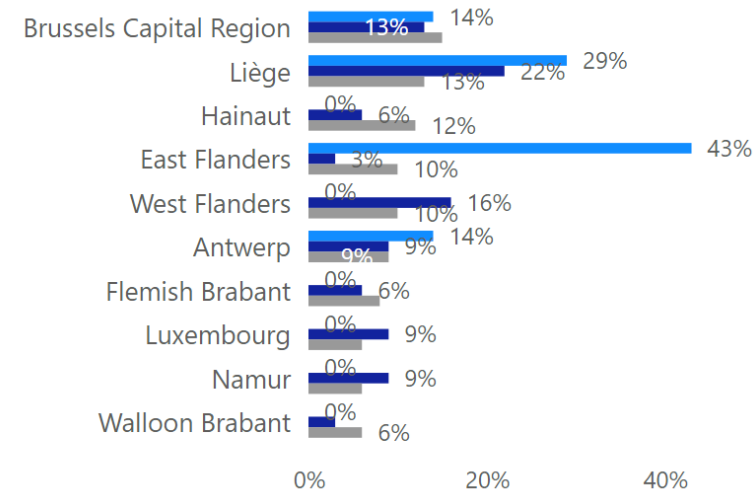
- Overnight trips: Germans and Americans are more often doing culture trips in Luxembourg, while British, Americans and Spaniards are disproportionally visiting museums & exhibitions
- Same-day trips: there is relatively little difference between source markets

Sources: LFT/Ilres Visitor Survey, 2023-2024; trip volumes are estimates based on World Travel Monitor/IPK International, LFT/Ilres Visitor Survey & Editus/LFT mobile phone data.

Region of origin (BE)

Visitors with overnight

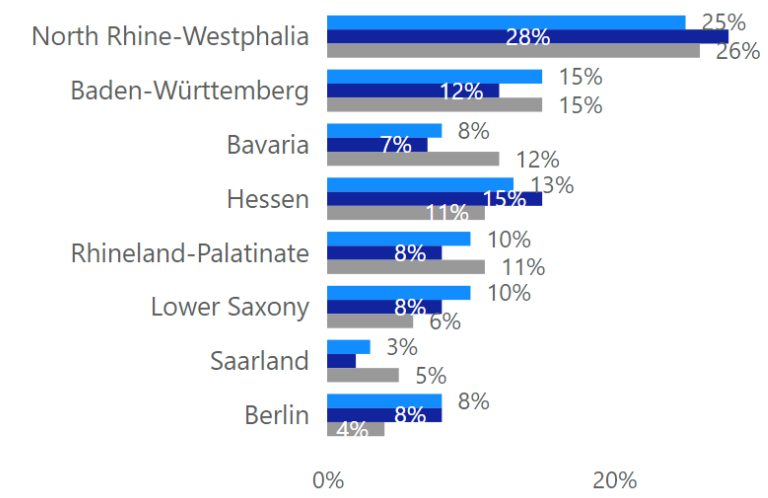
Culture (holiday type) Museums, exhibitions All Inbound



Region of origin (DE)

Visitors with overnight

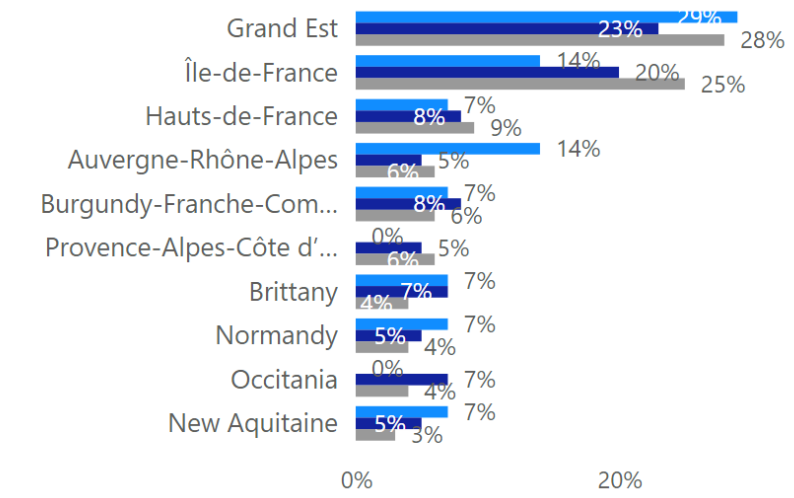
Culture (holiday type) Museums, exhibitions All Inbound



Region of origin (FR)

Visitors with overnight

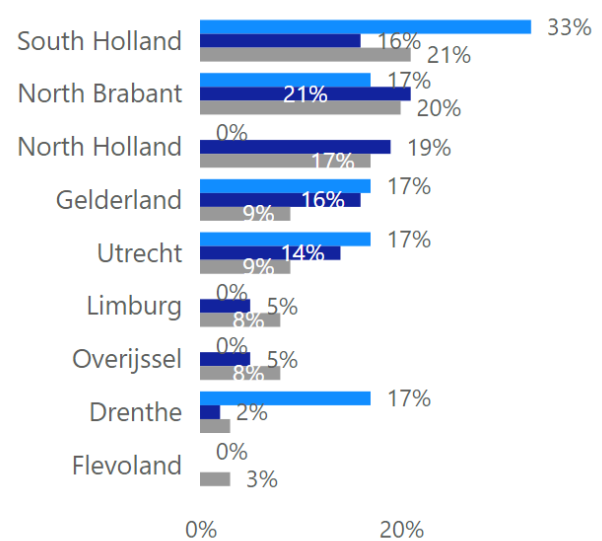
Culture (holiday type) Museums, exhibitions All Inbound



Region of origin (NL)

Visitors with overnight

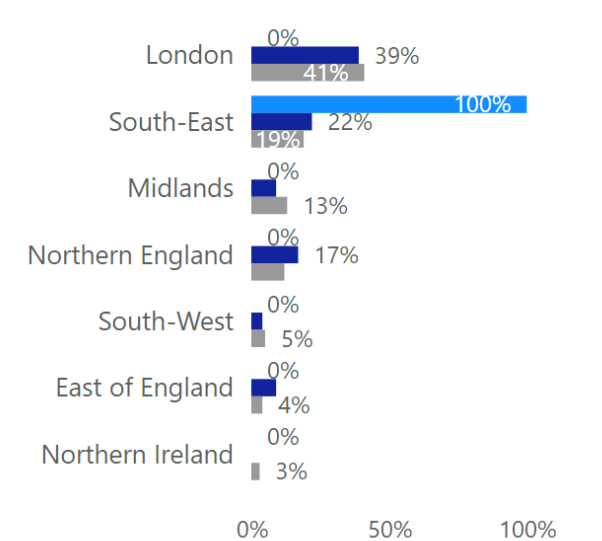
Culture (holiday type) Museums, exhibitions All Inbound



Region of origin (UK)

Visitors with overnight

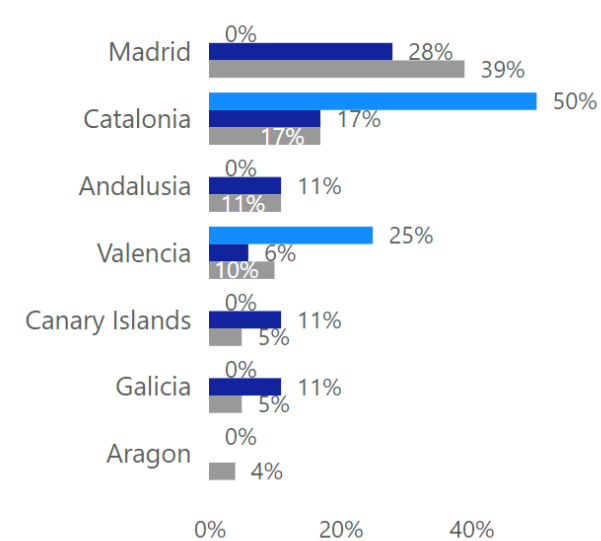
Culture (holiday type) Museums, exhibitions All Inbound



Region of origin (ES)

Visitors with overnight

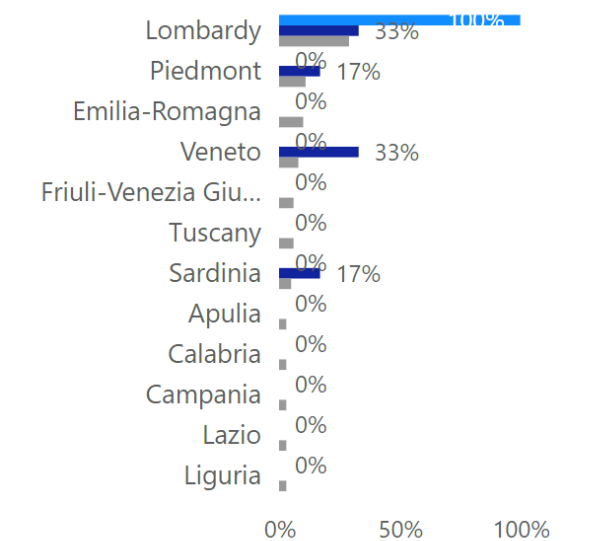
Culture (holiday type) Museums, exhibitions All Inbound



Region of origin (IT)

Visitors with overnight

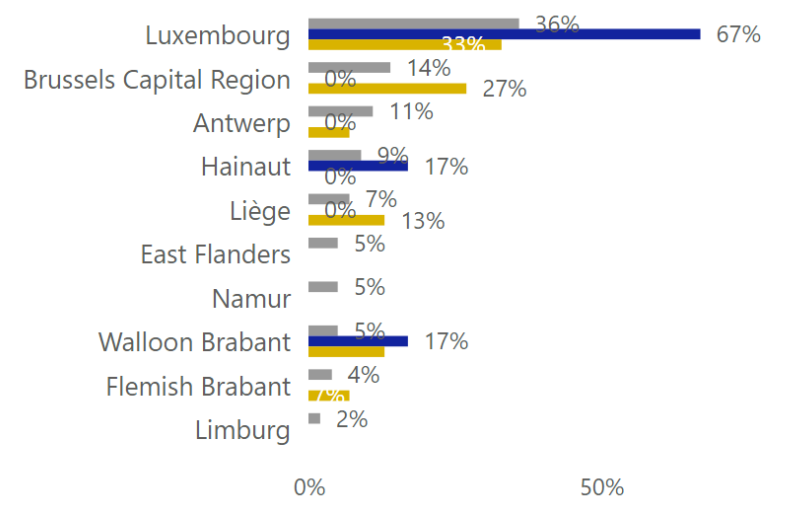
Culture (holiday type) Museums, exhibitions All Inbound



Region of origin (BE)

Same-day visitors

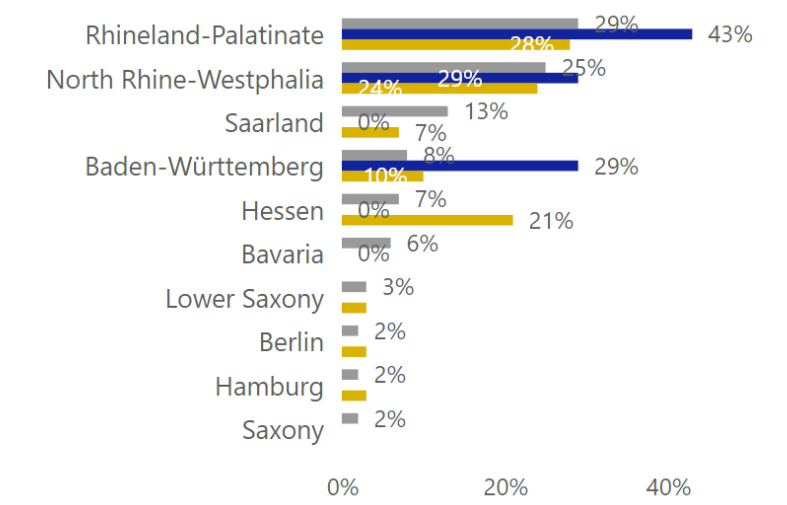
● All Inbound ● Culture (excursion type) ● Museums, exhibitions ...



Region of origin (DE)

Same-day visitors

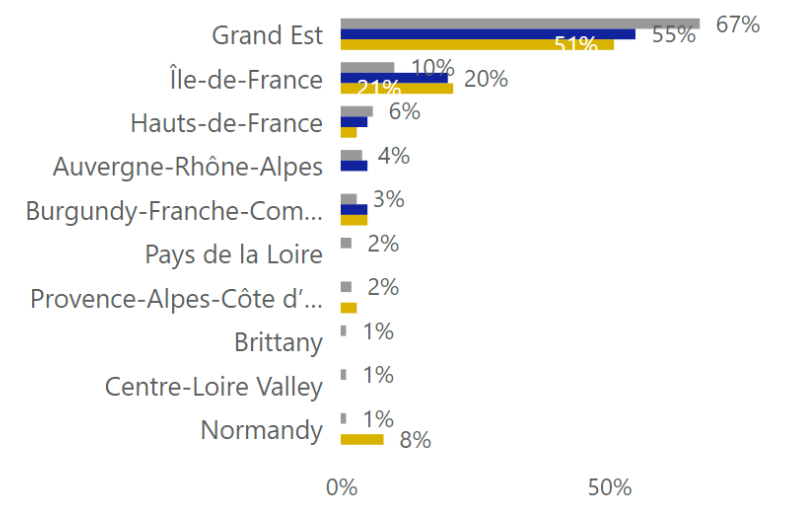
● All Inbound ● Culture (excursion type) ● Museums, exhibitions ...



Region of origin (FR)

Same-day visitors

● All Inbound ● Culture (excursion type) ● Museums, exhibitions ...



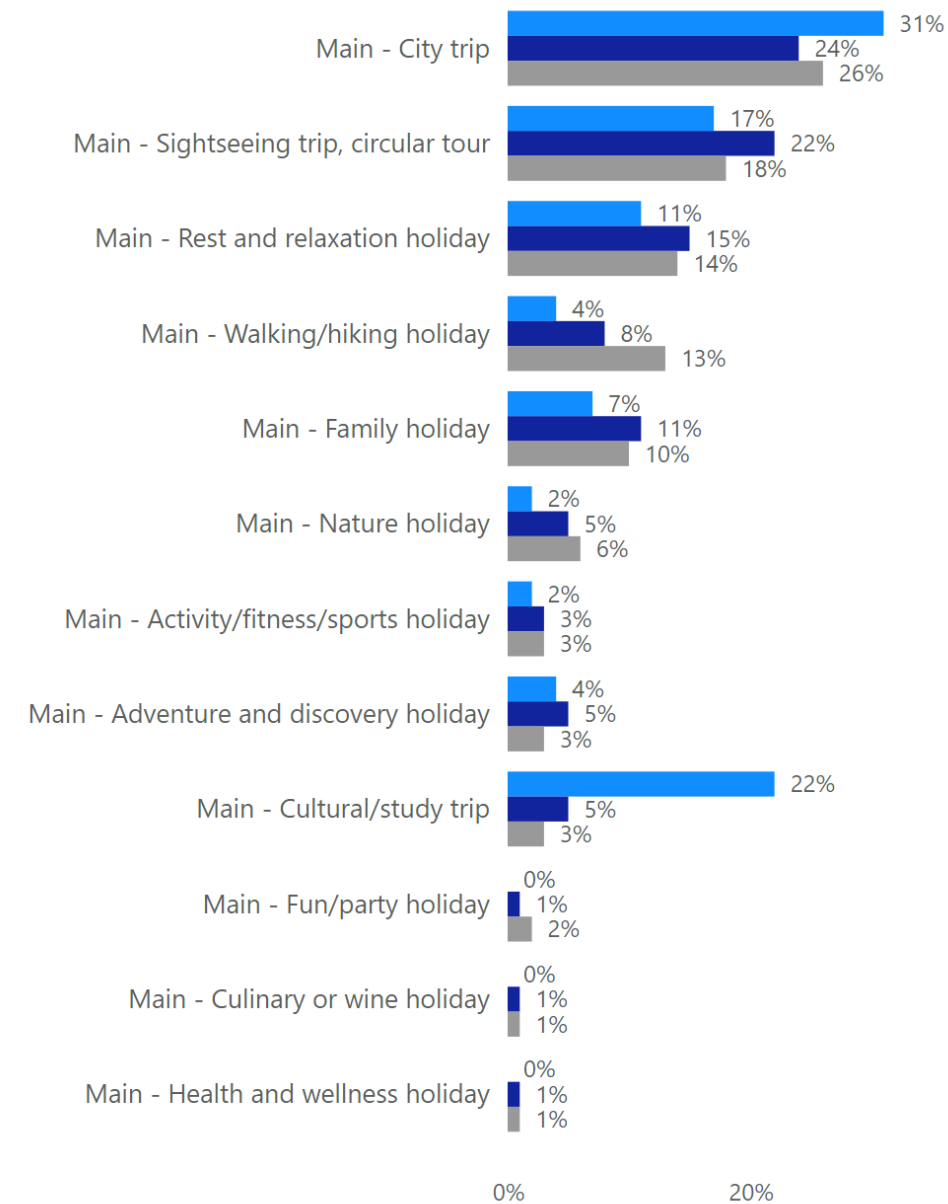


# **Travel behaviour of leisure visitors in Luxembourg with Culture as a holiday type and Cultural activities**

Main holiday types

Visitors with overnight

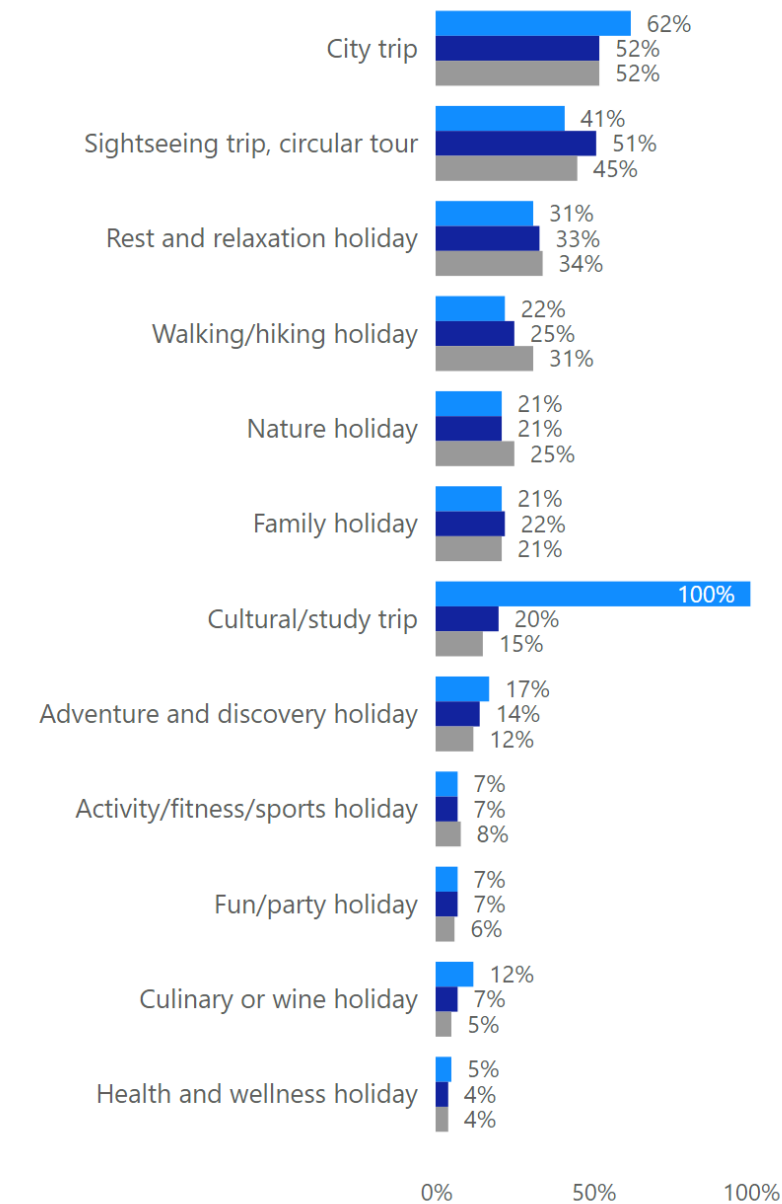
Culture (holiday type) Museums, exhibitions All Inbound



All holiday types

Visitors with overnight

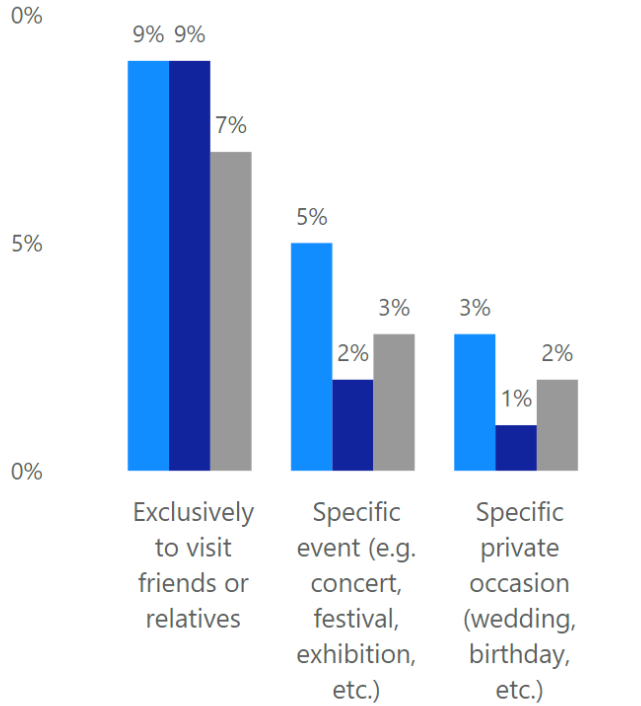
Culture (holiday type) Museums, exhibitions All Inbound



• Culture trips are often an additional holiday type: only 22% of them were also the main purpose of the trip. They are often combined with city trips as main holiday type but also culinary & wine as other additional holiday types. Visiting museums is more often than average an activity part of sightseeing overnight and same-day trips.

Main purpose of overnight trip (if not holiday)

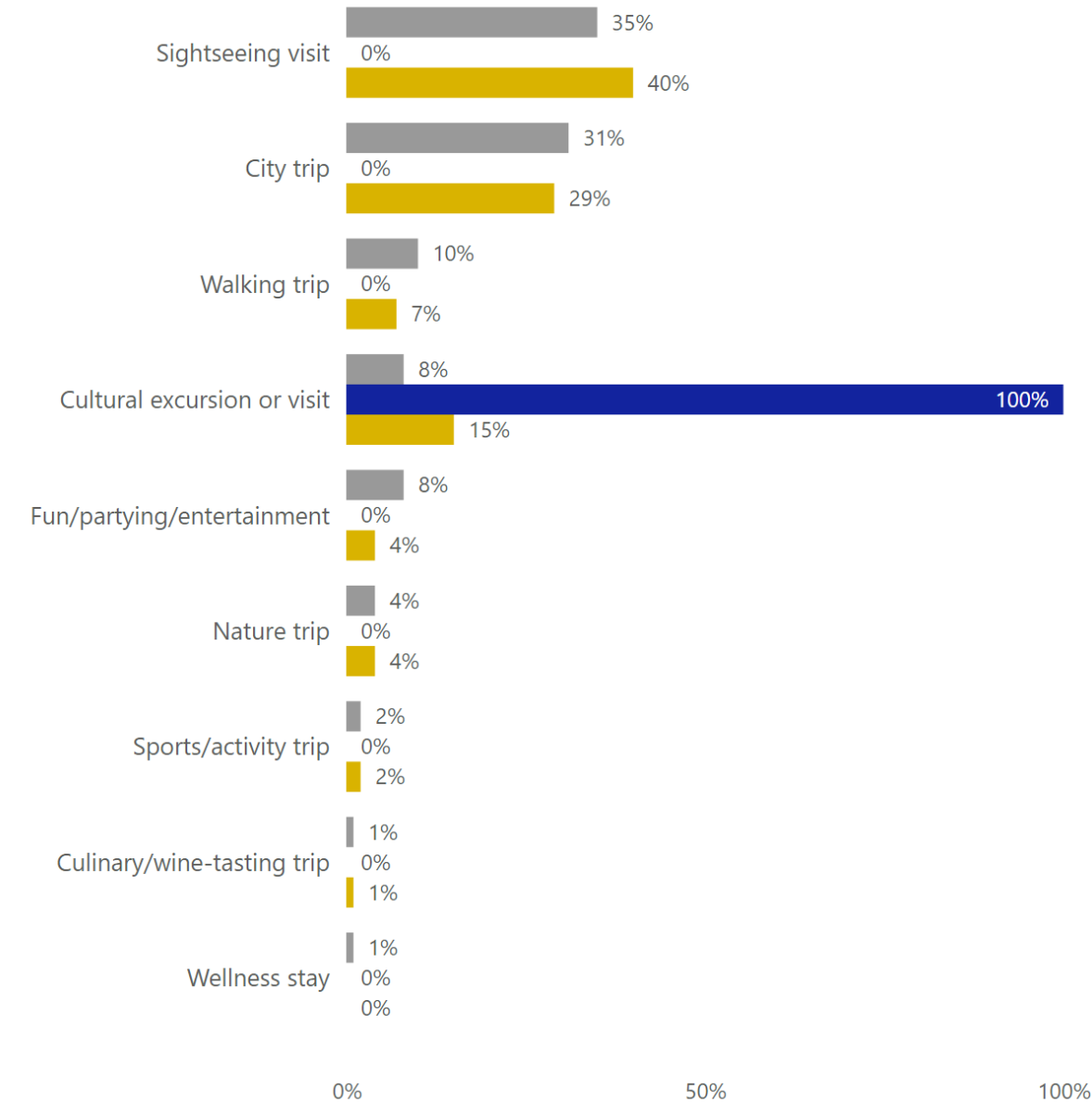
Culture (holiday type) Museums, exhibitions All Inbound



Type of excursion

Same-day visitors

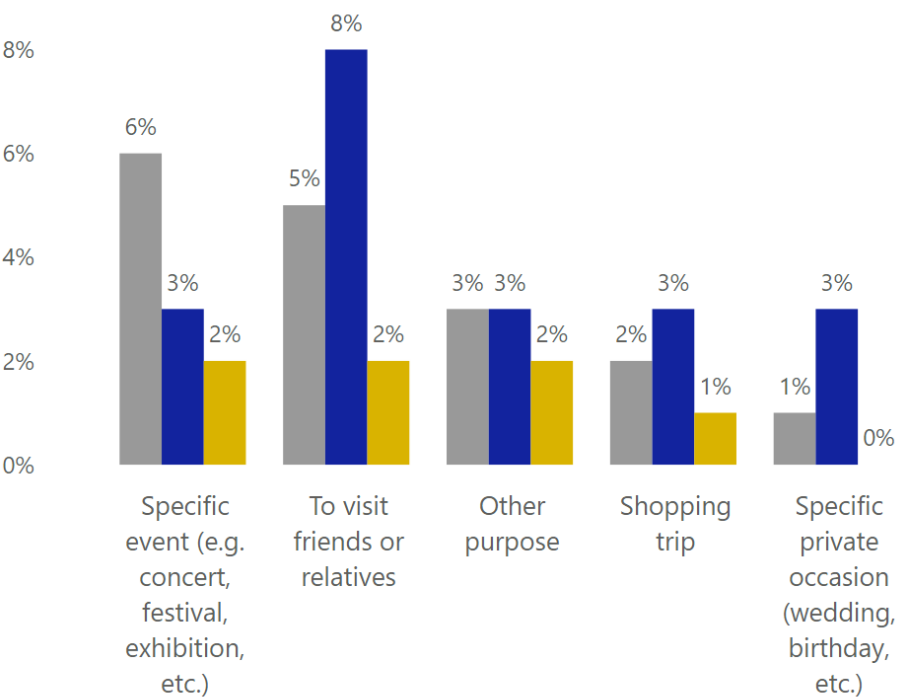
● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



Main purpose of excursion

(if not day trip)

● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)

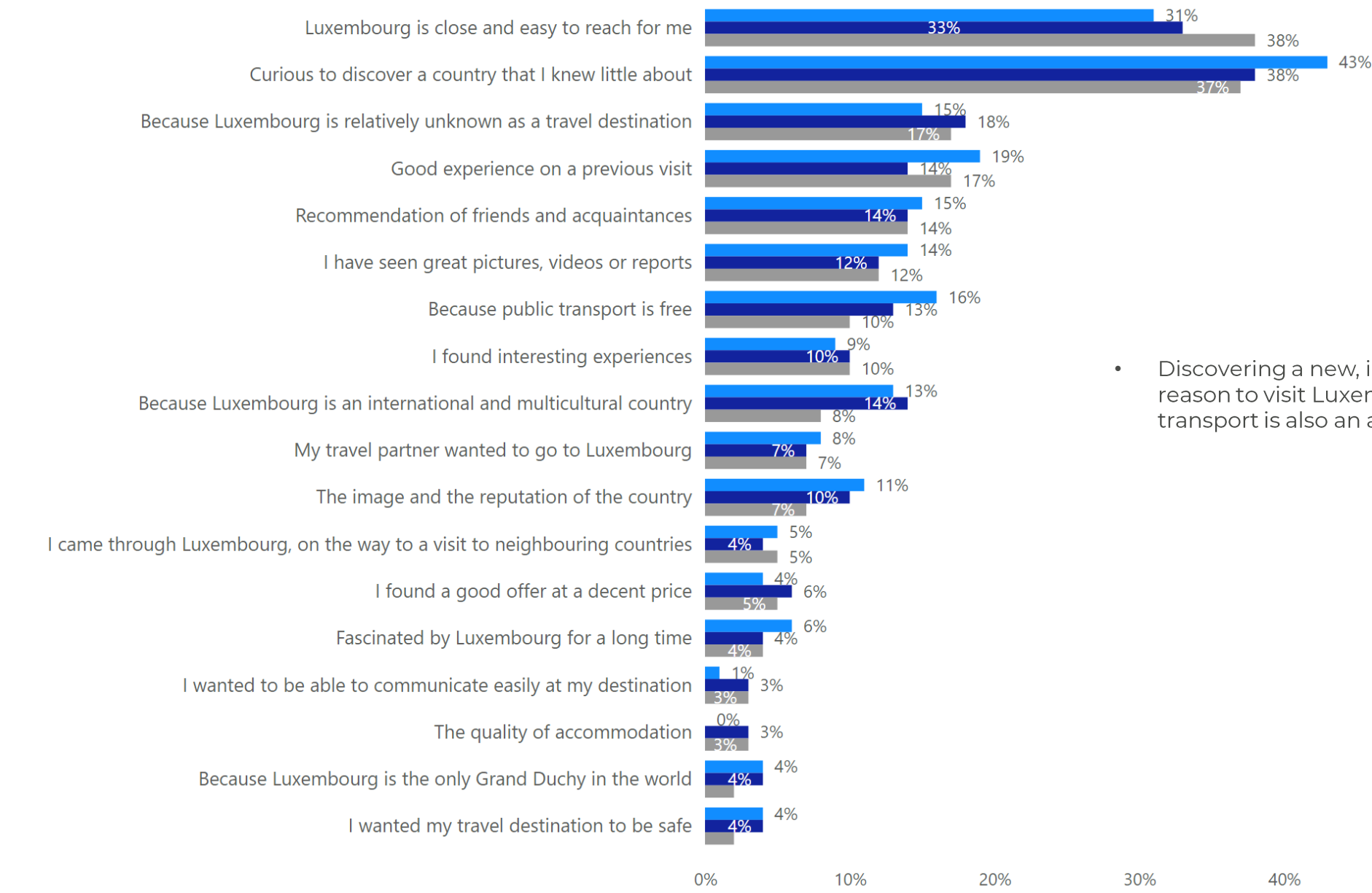




# Reasons for choosing Luxembourg

## Visitors with overnight

● Culture (holiday type) ● Museums, exhibitions ● All Inbound

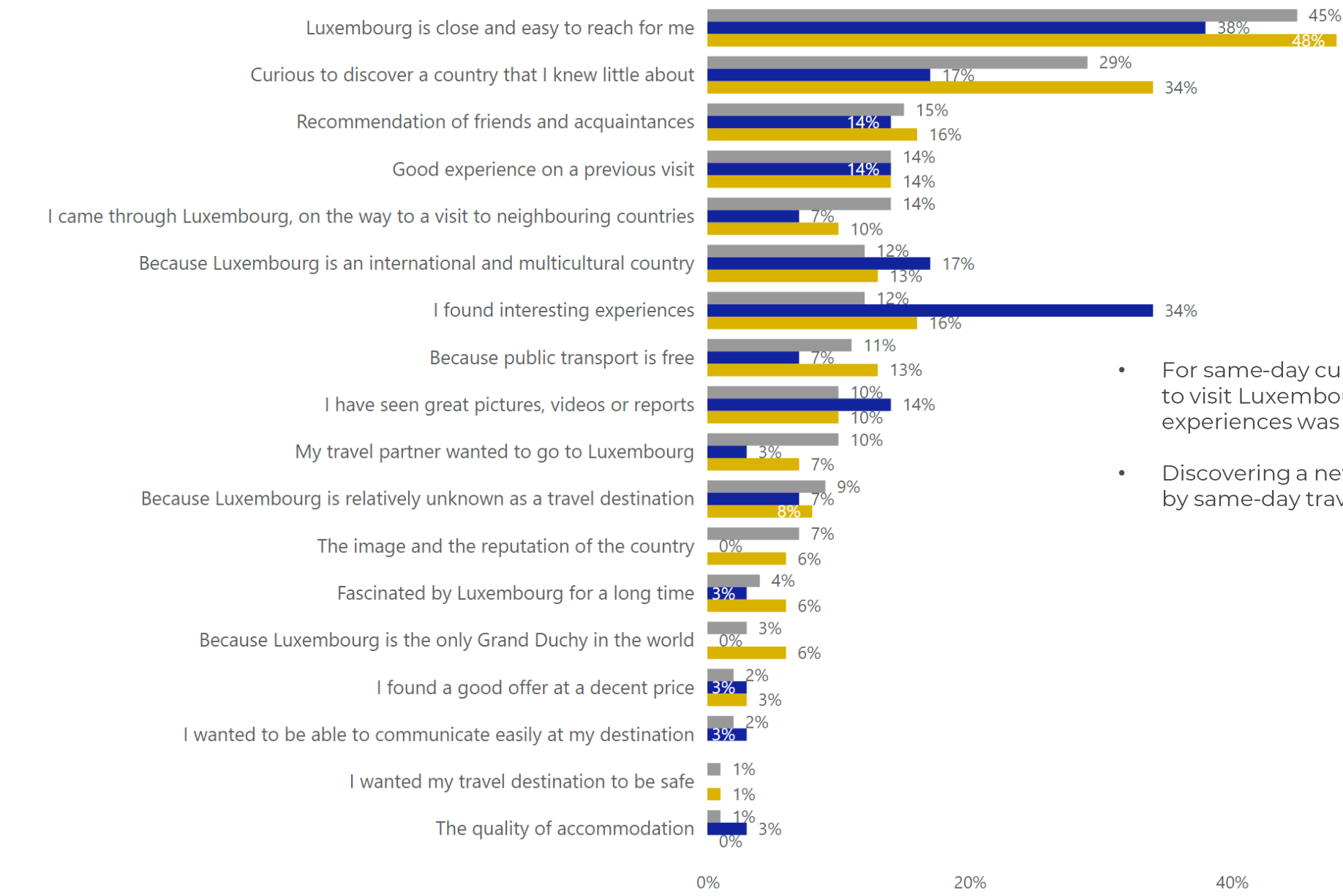


- Discovering a new, international destination is often a key reason to visit Luxembourg for cultural travellers. Free public transport is also an asset for these visitors.

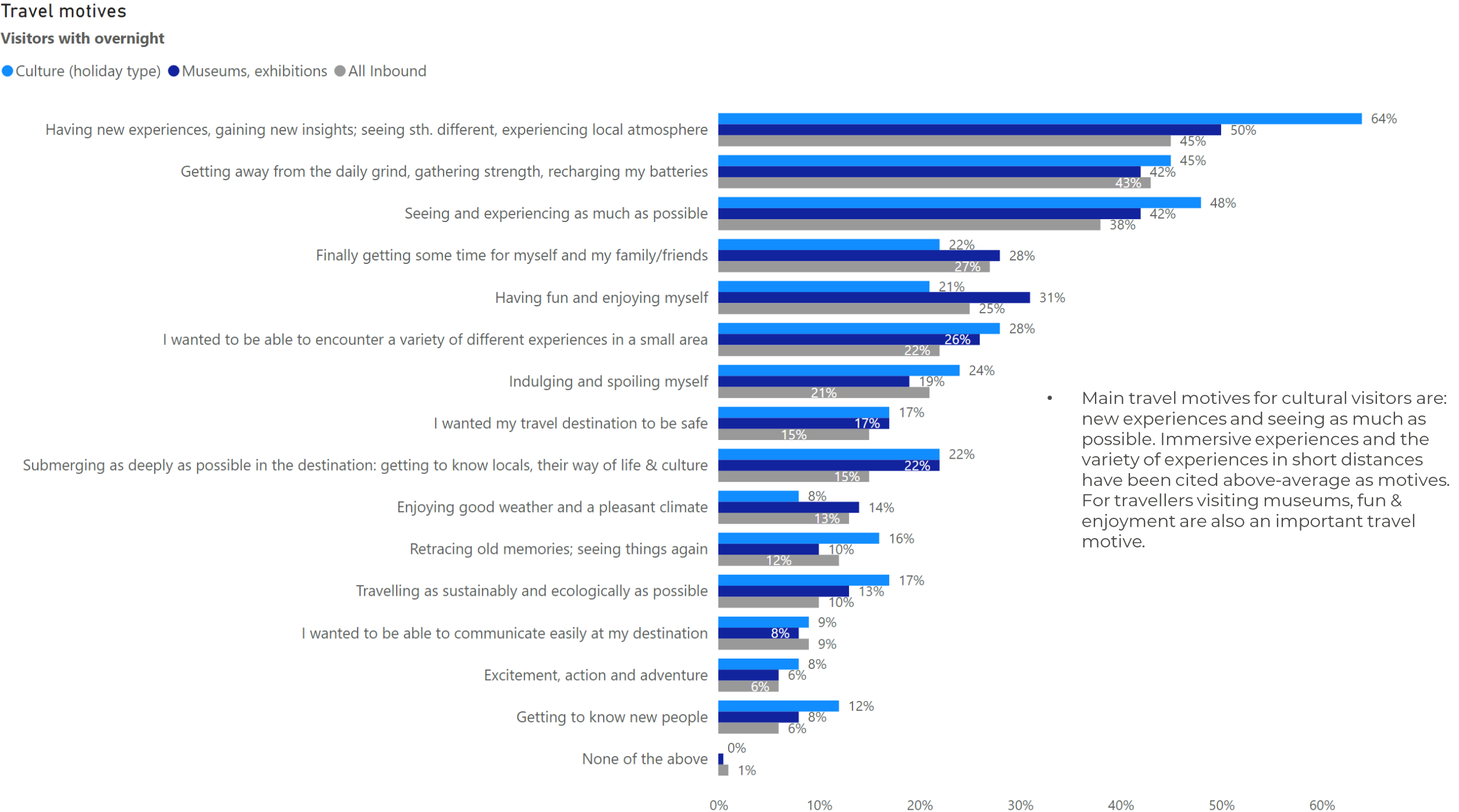
Reasons for choosing Luxembourg

Same-day visitors

● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



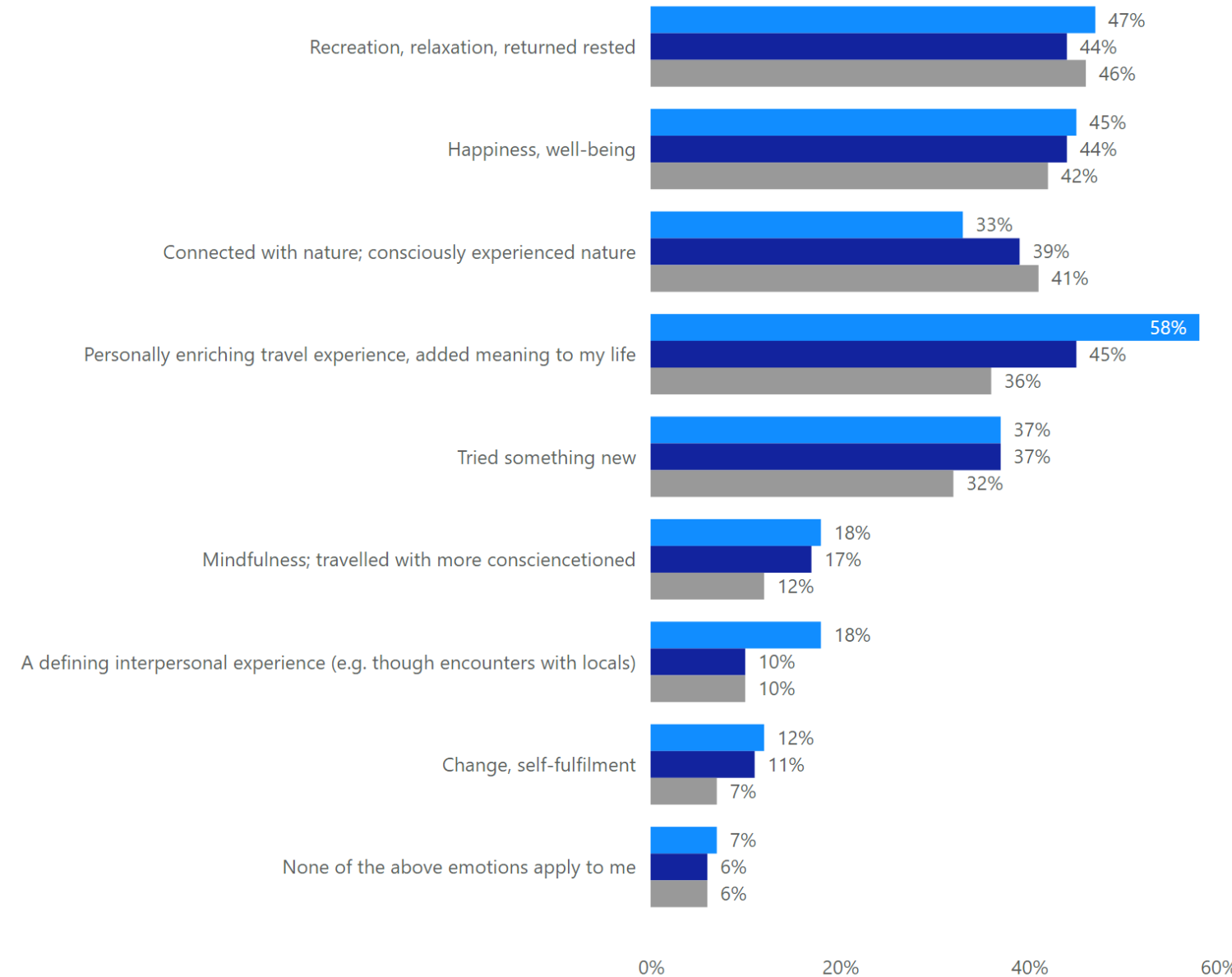
- For same-day cultural visitors, easy accessibility is a key driver to visit Luxembourg, whereas having found interesting experiences was disproportionally often cited as a reason, too.
- Discovering a new destination was often mentioned as a driver by same-day travellers visiting museums & exhibitions.



Emotional benefits experienced during stay

Visitors with overnight

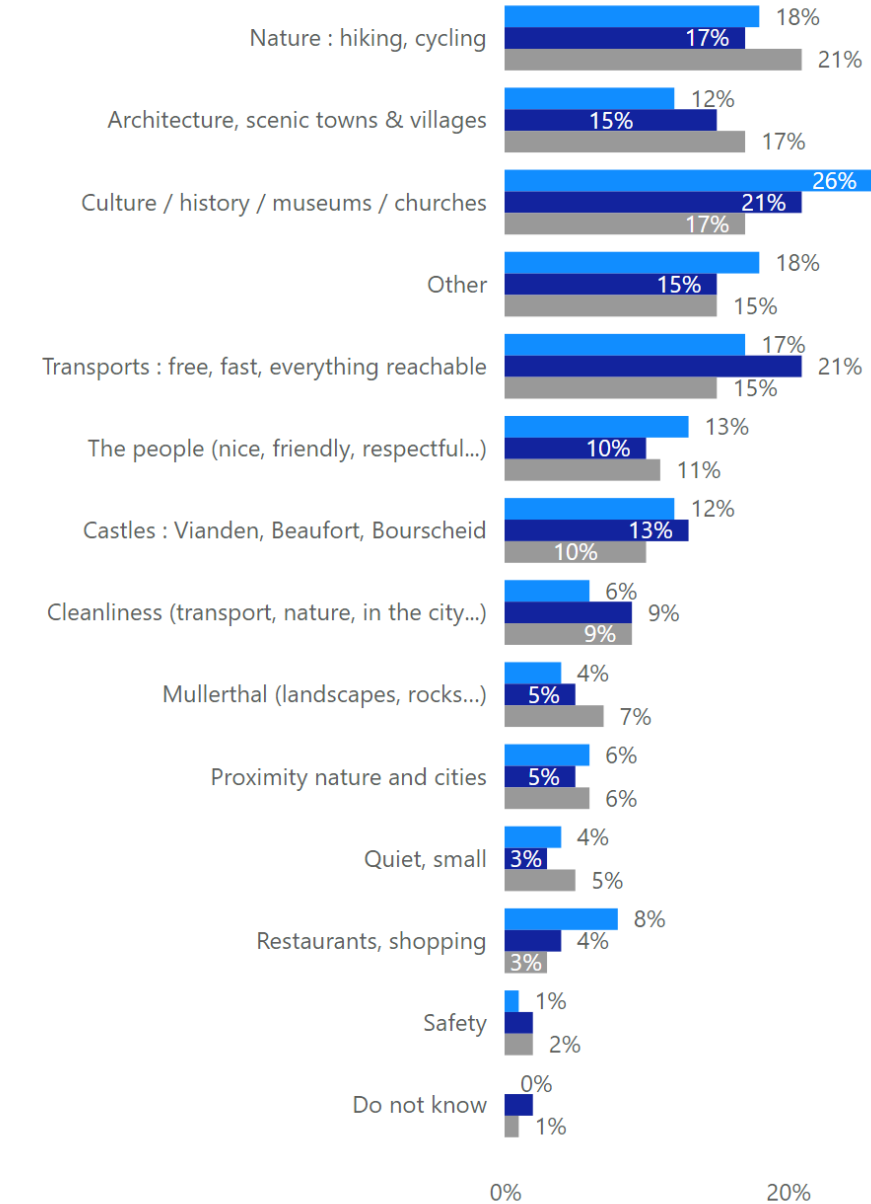
Culture (holiday type) Museums, exhibitions All Inbound



Particularly positive experience during stay (open question)

Visitors with overnight

Culture (holiday type) Museums, exhibitions All Inbound

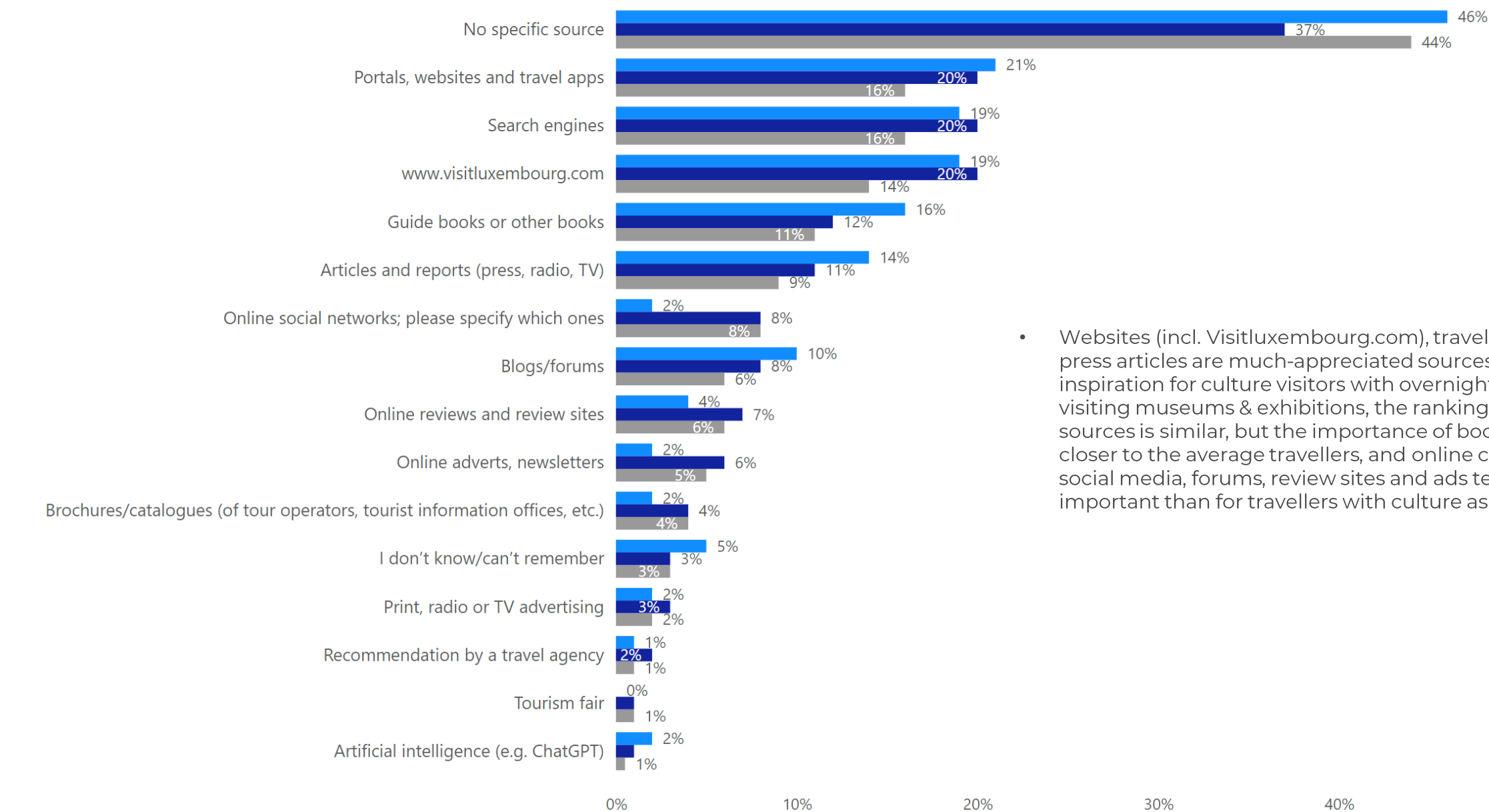




Inspiration sources

Visitors with overnight

● Culture (holiday type) ● Museums, exhibitions ● All Inbound

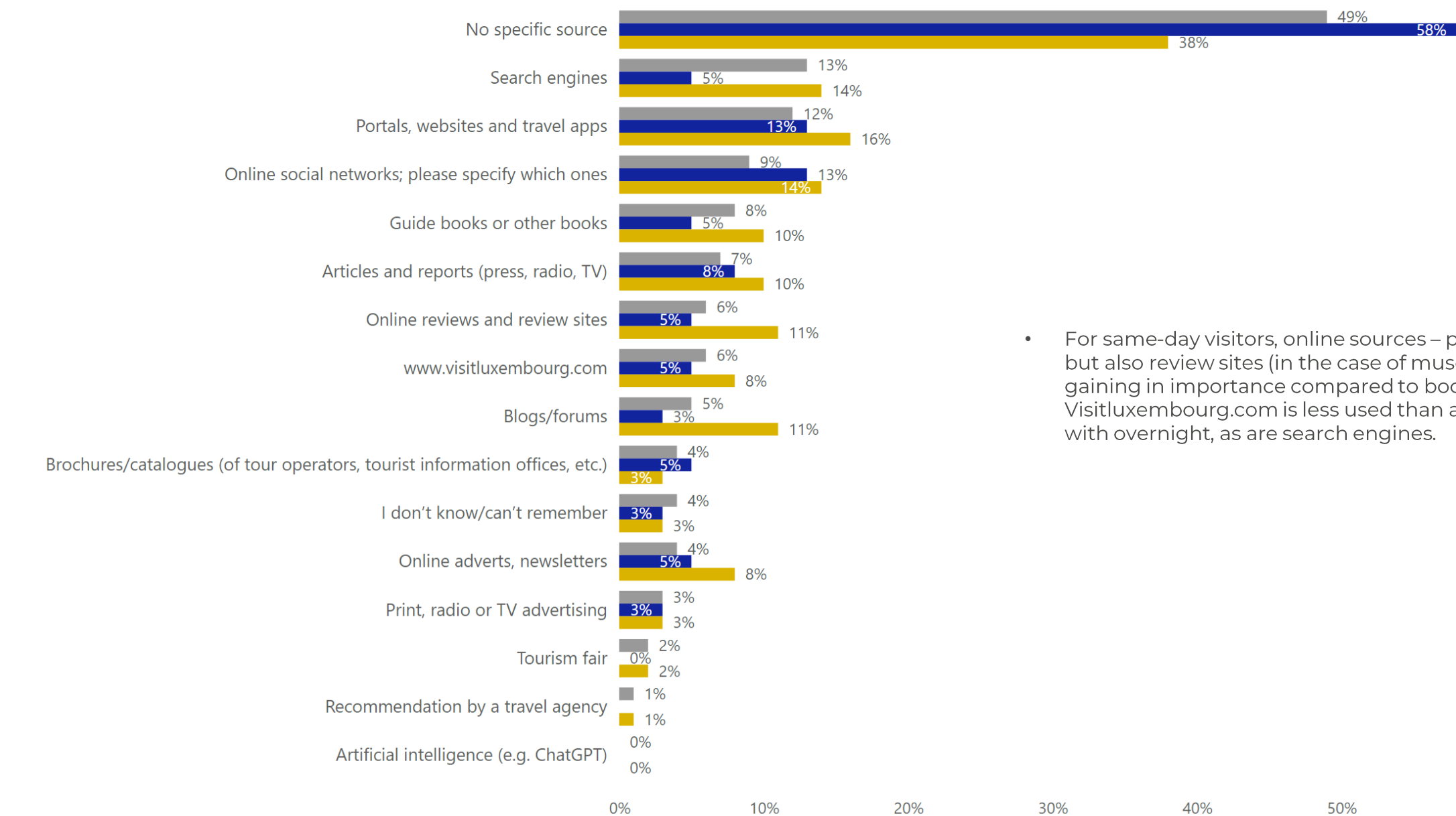


- Websites (incl. Visitluxembourg.com), travel apps, books and press articles are much-appreciated sources of travel inspiration for culture visitors with overnight. For travellers visiting museums & exhibitions, the ranking of preferred sources is similar, but the importance of books and articles is closer to the average travellers, and online channels such as social media, forums, review sites and ads tend to be more important than for travellers with culture as a holiday type.

Inspiration sources

Same-day visitors

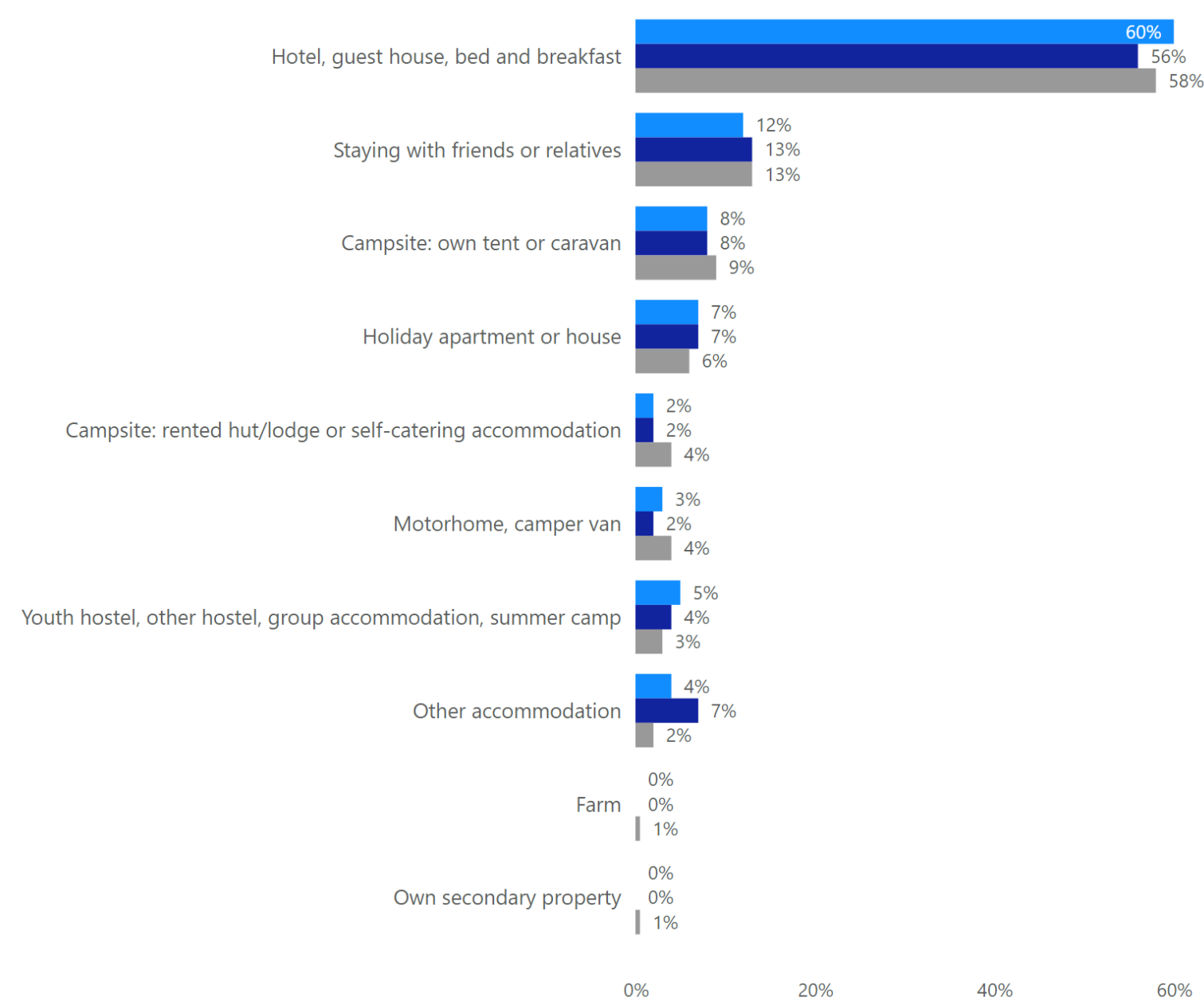
● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



- For same-day visitors, online sources – particularly social media but also review sites (in the case of museum visitors) – are gaining in importance compared to books. Visitluxembourg.com is less used than among culture visitors with overnight, as are search engines.

Type of accommodation

Culture (holiday type) Museums, exhibitions All Inbound

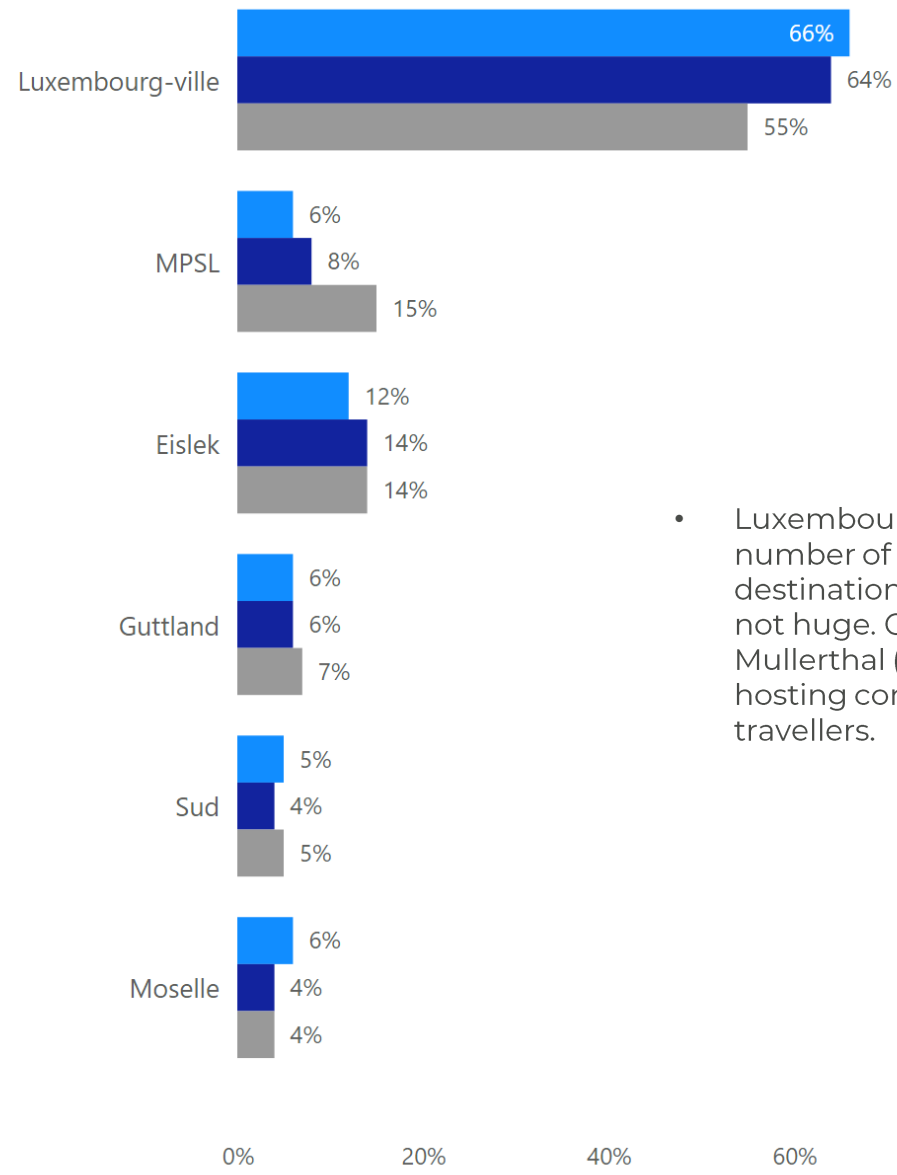


- There are no significant differences between culture and all visitors in terms of preferred accommodation types

Destination region

Visitors with overnight

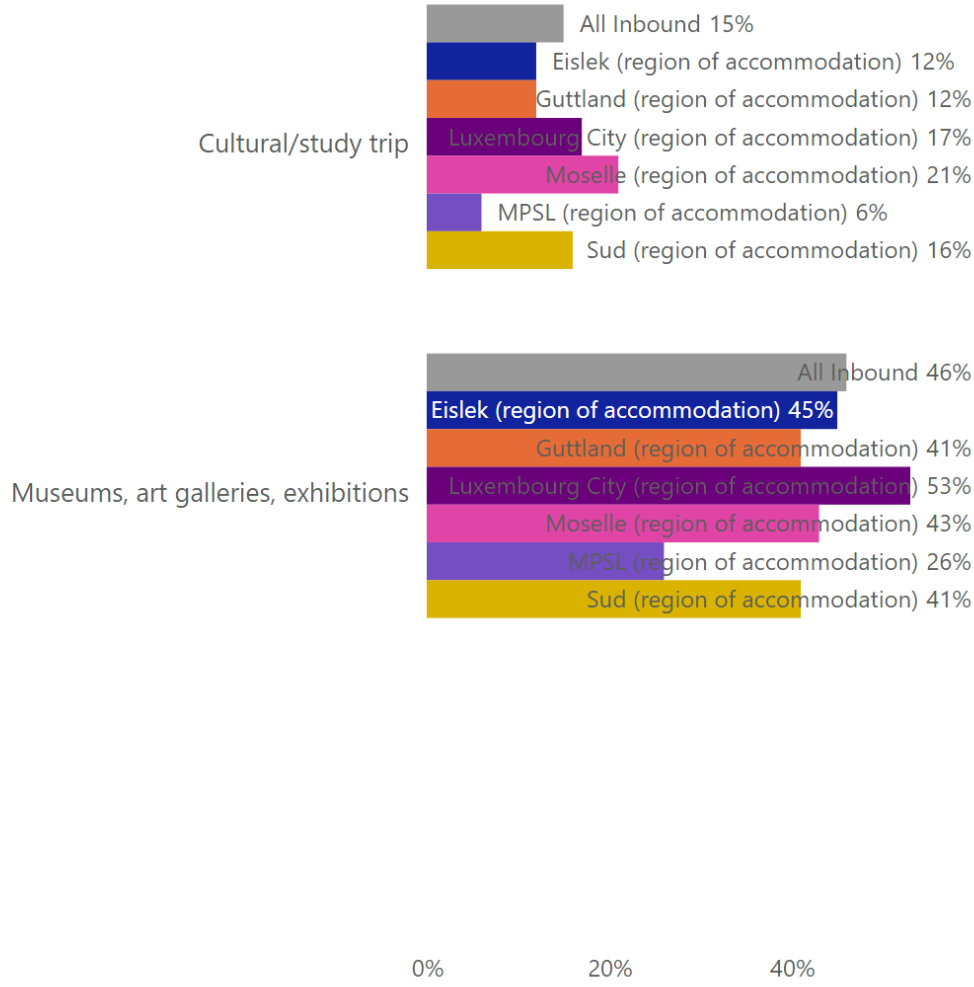
● Culture (holiday type) ● Museums, exhibitions ● All Inbound



• Luxembourg City concentrates a larger number of culture travellers as a destination region, but the difference is not huge. Outside the capital, only Mullerthal (MPSL) region stands out as hosting considerably fewer culture travellers.

Shares by destination region

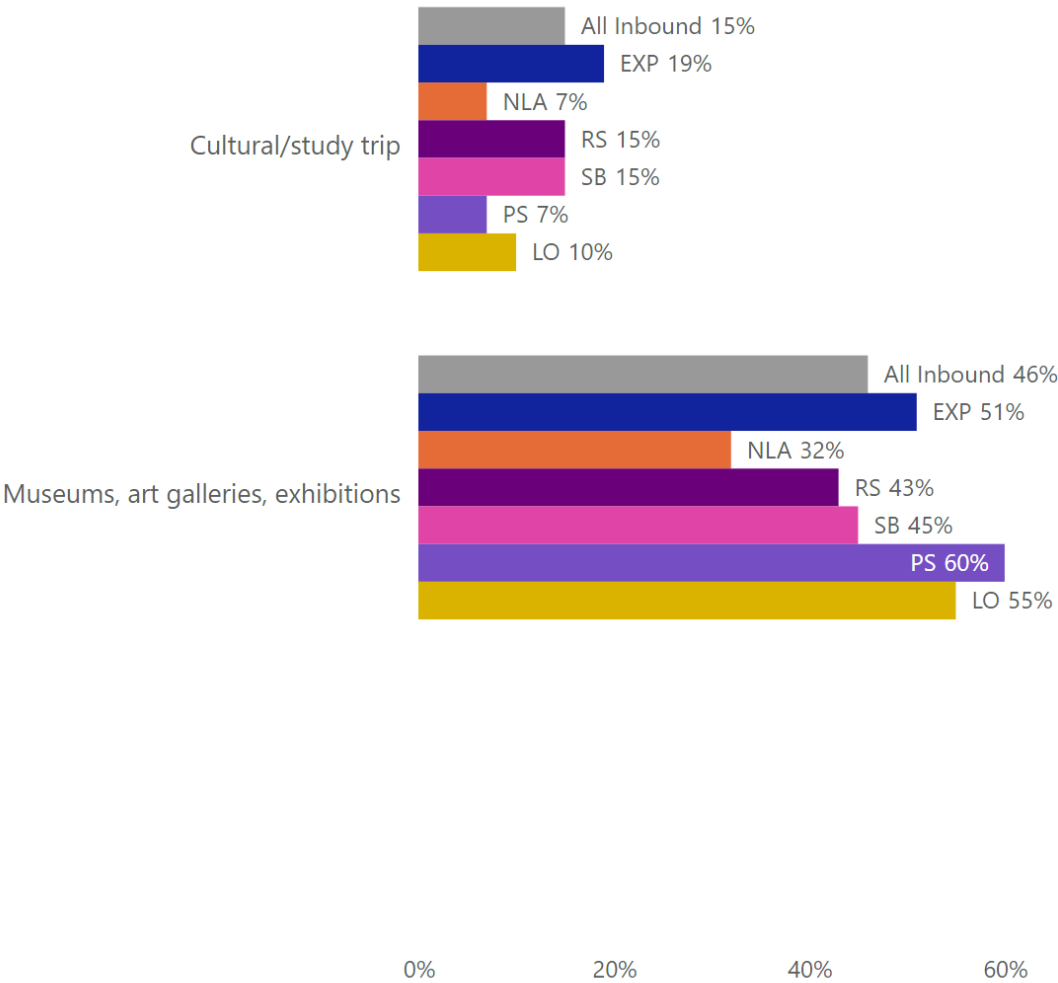
Visitors with overnight





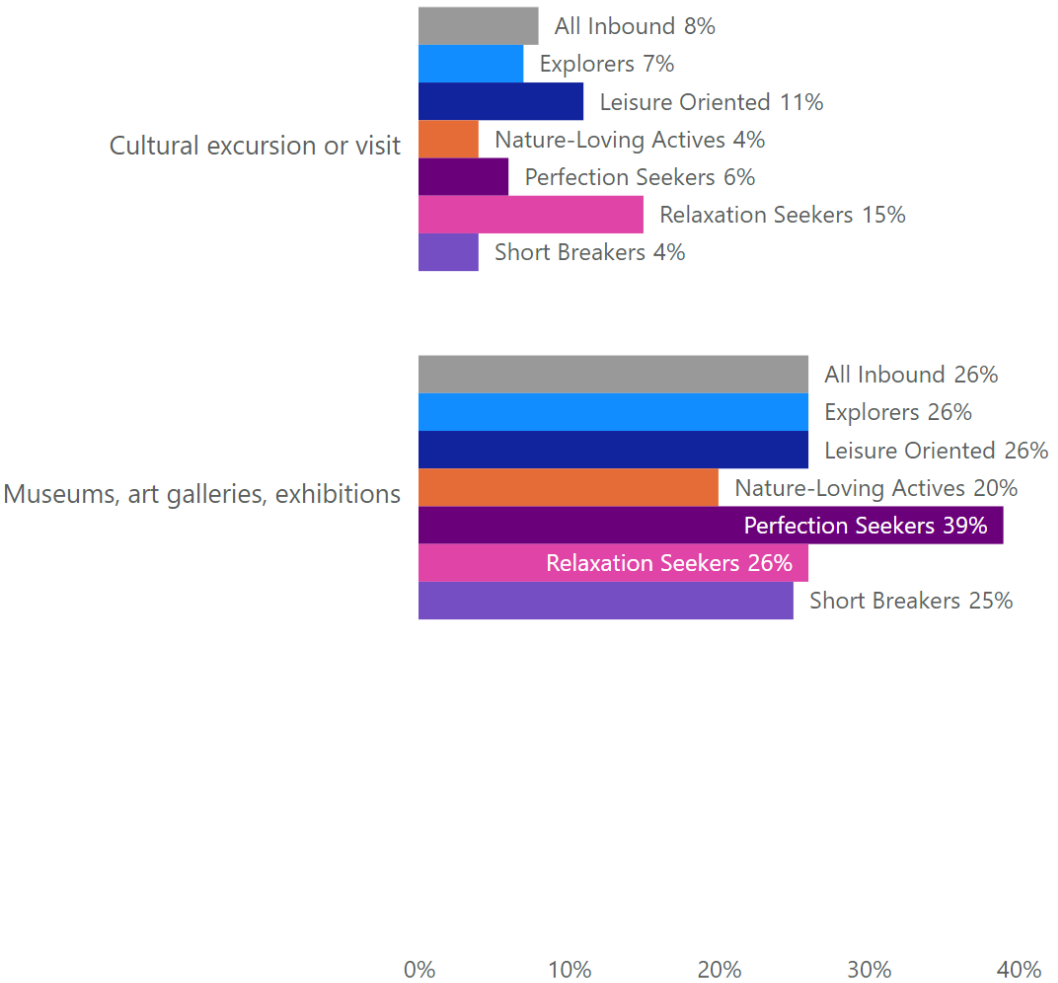
Shares by target segments

Visitors with overnight



Shares by target segments

Same-day visitors

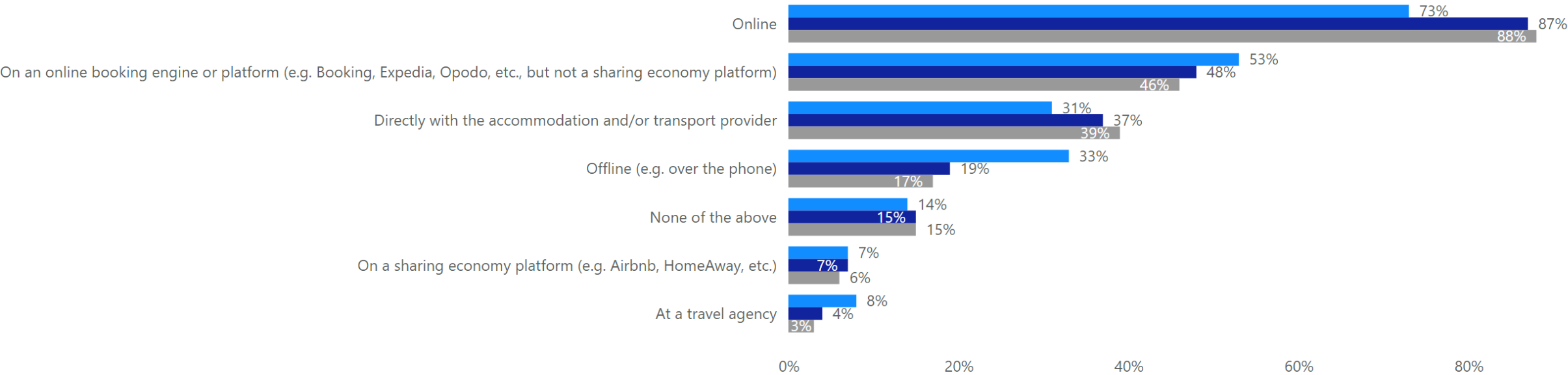


- Shares of visitors with culture as a holiday type are highest among the Explorers segment
- Visiting museums is more pursued as a holiday activity among Perfection Seekers and Leisure Oriented.

Booking channels

Visitors with overnight

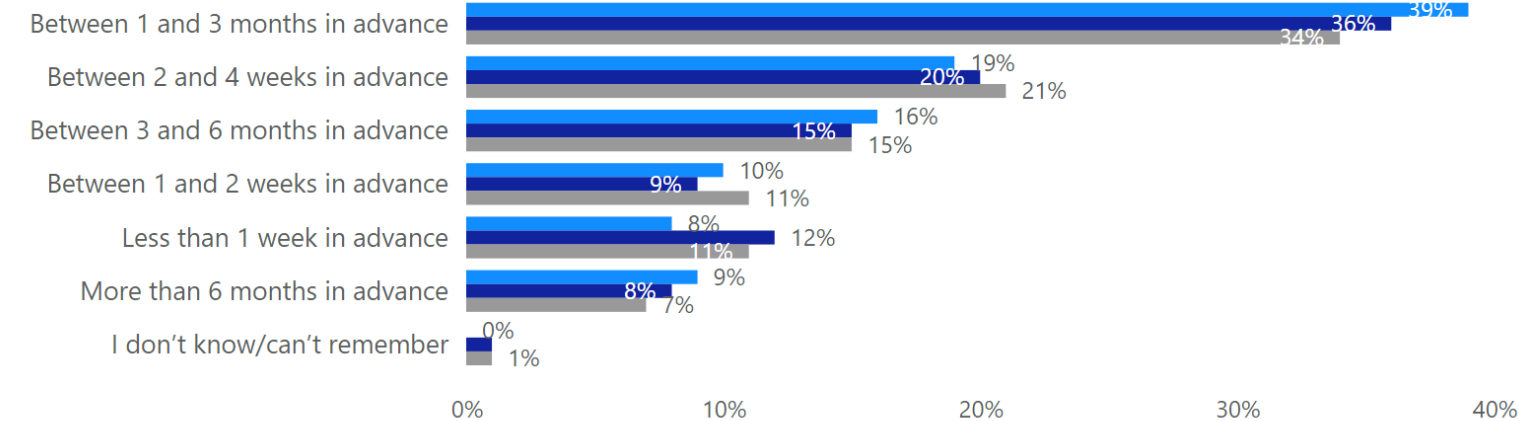
● Culture (holiday type) ● Museums, exhibitions ● All Inbound



Decision moment

Visitors with overnight

● Culture (holiday type) ● Museums, exhibitions ● All Inbound

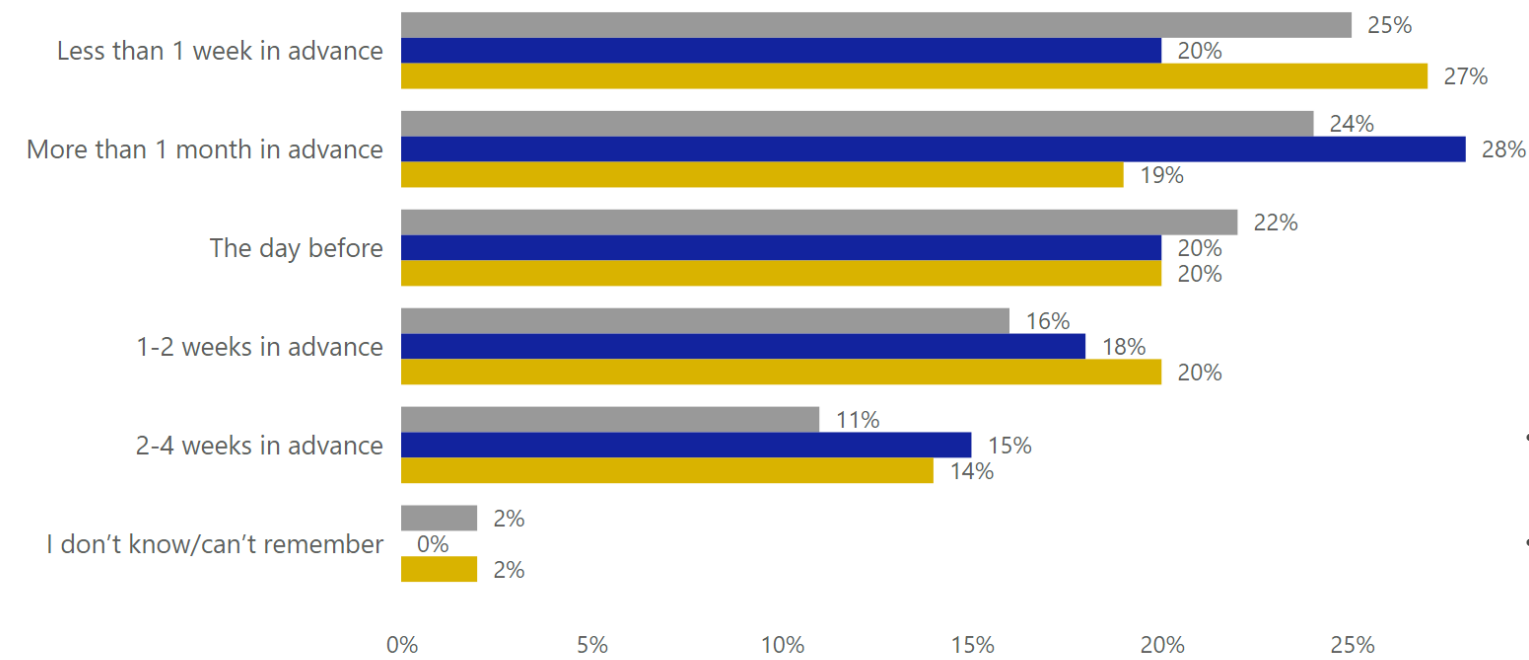


- While the large majority of culture travellers also book online, their share is lower than among all travellers

Decision moment

Same-day visitors

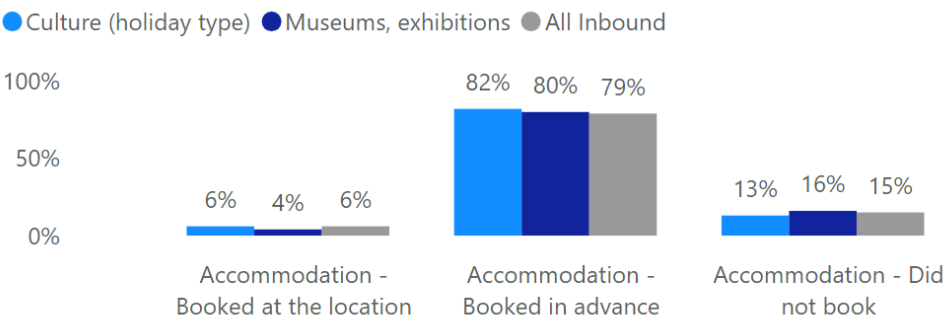
● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



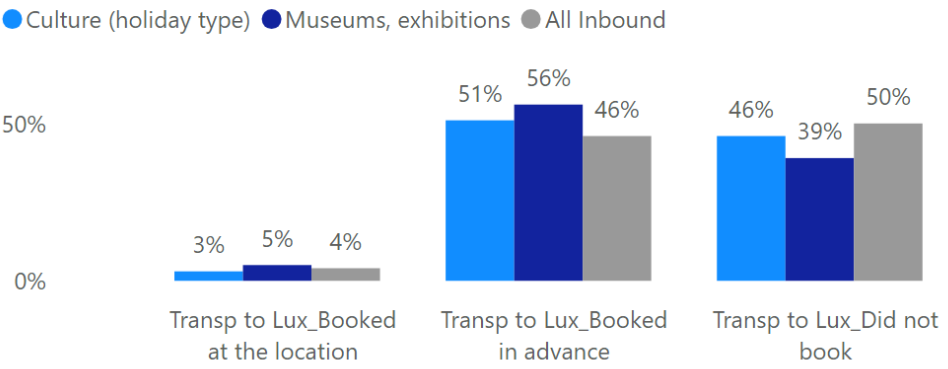
- Culture same-day travellers often decide more than a month prior to their visiting date.
- Excursionists visiting museums relatively often decide on their trips 1-4 weeks ahead.

Booking of travel items

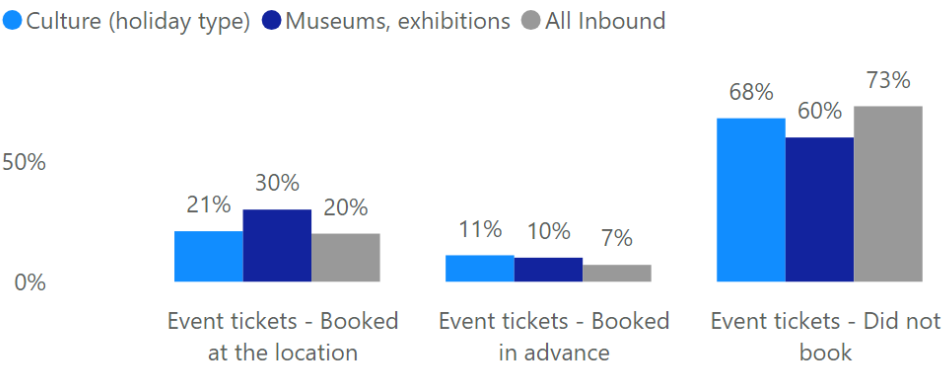
Accommodation



Transport to Luxembourg

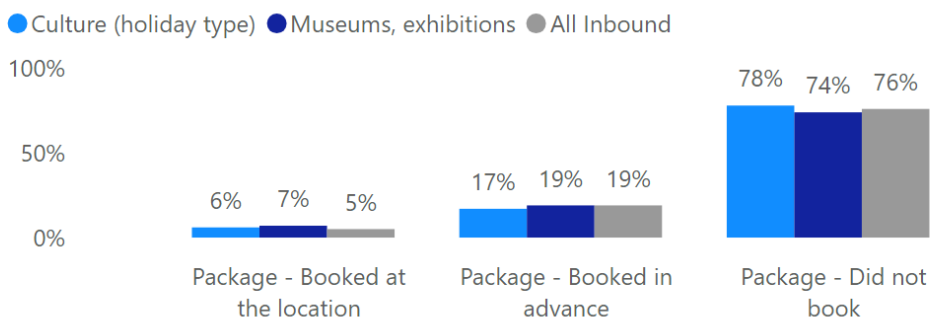


Event tickets

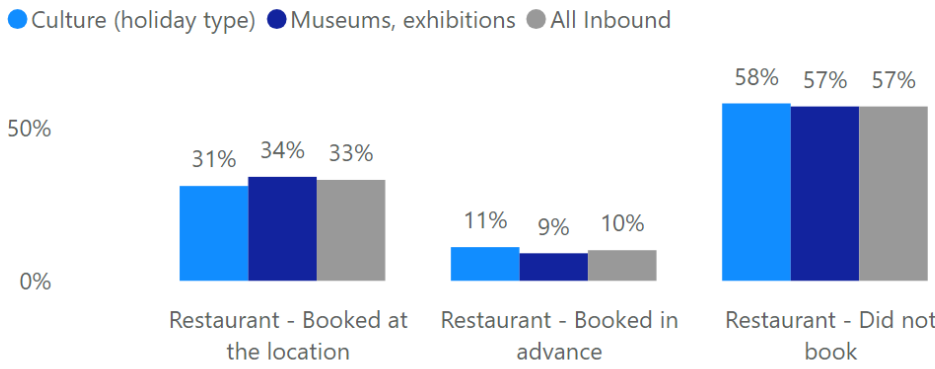


Booking of travel items

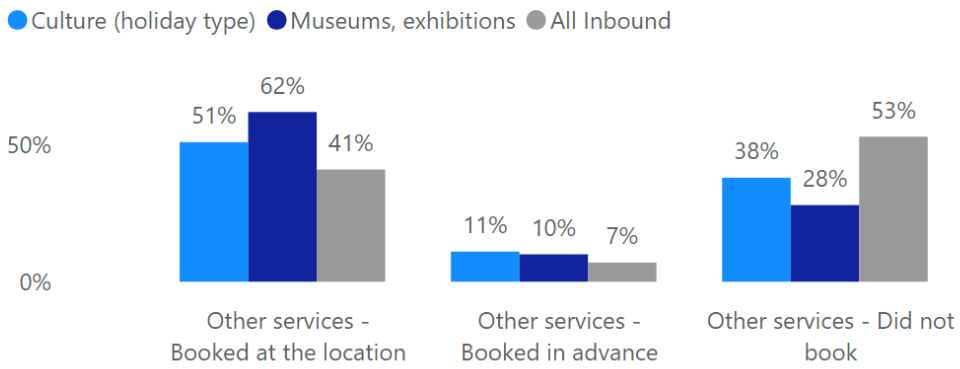
Package



Restaurant



Other services

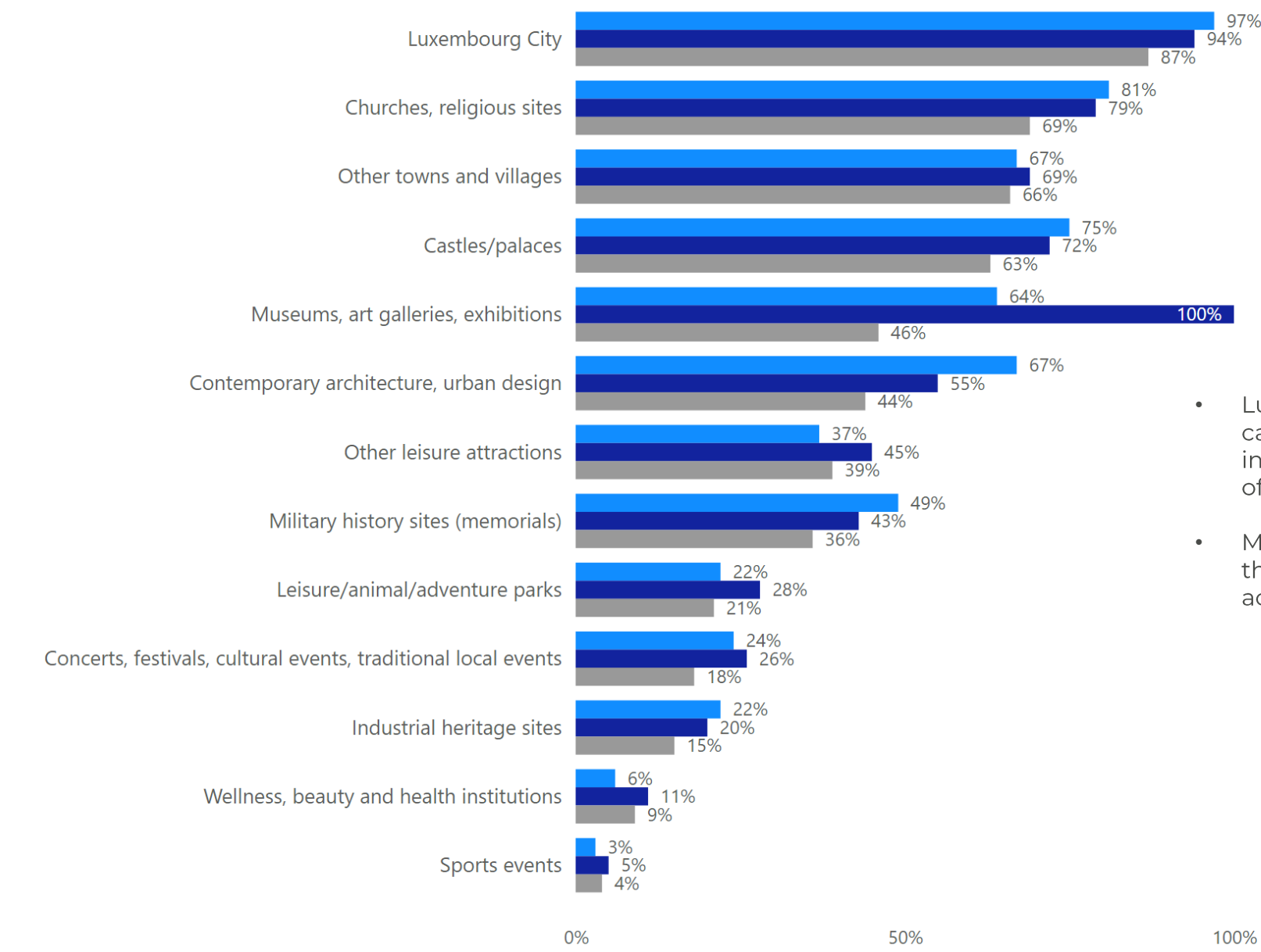




Places visited

Visitors with overnight

● Culture (holiday type) ● Museums, exhibitions ● All Inbound

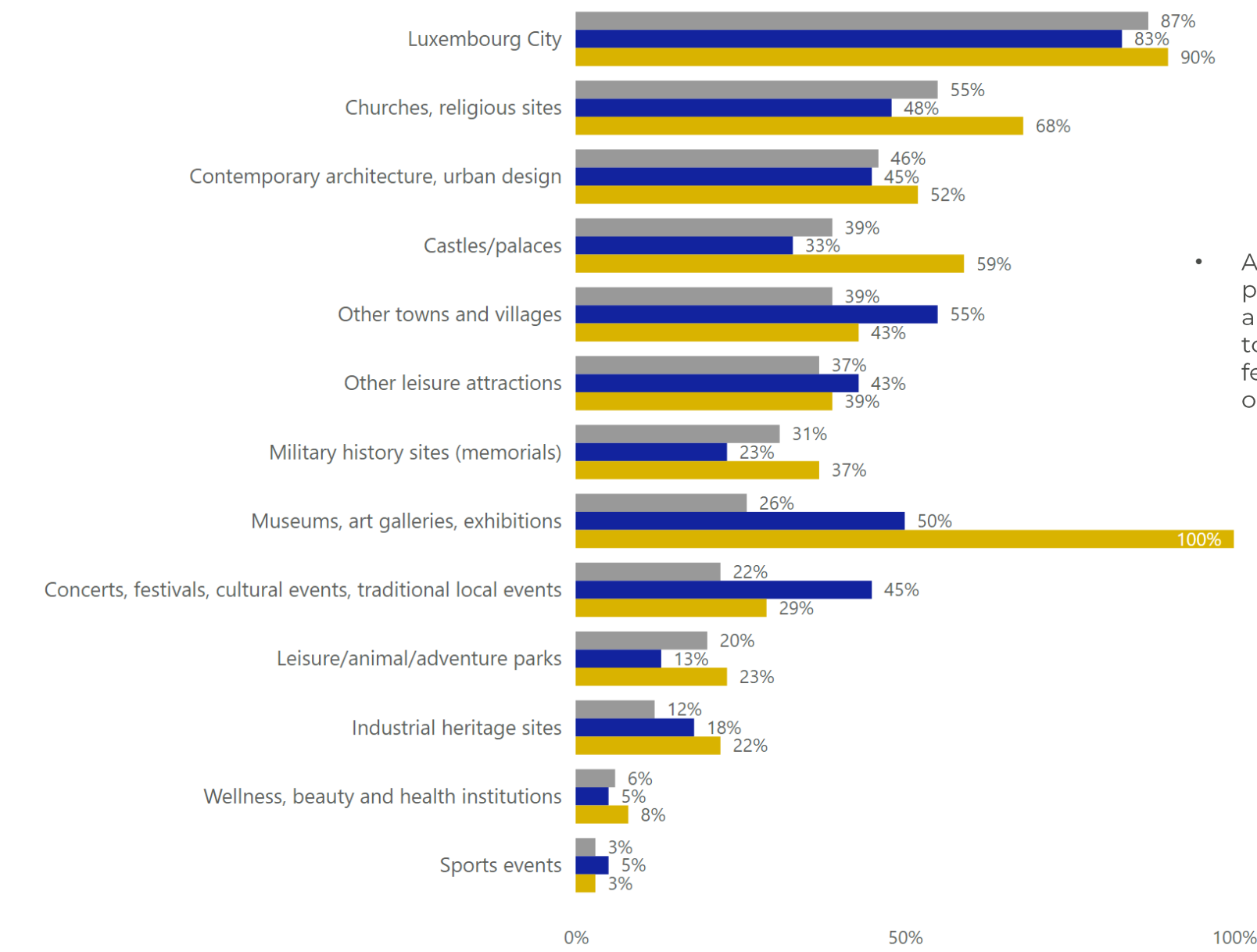


- Luxembourg City is a must-see for culture visitors. Churches, castles, contemporary architecture, concerts, festivals, industrial and remembrance heritage sites are also all more often visited than by the average traveller.
- Museum visitors also visit leisure sites and parks, meaning that their number of site visits exceeds that of the average traveller across all categories listed here.

Places visited

Same-day visitors

● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)

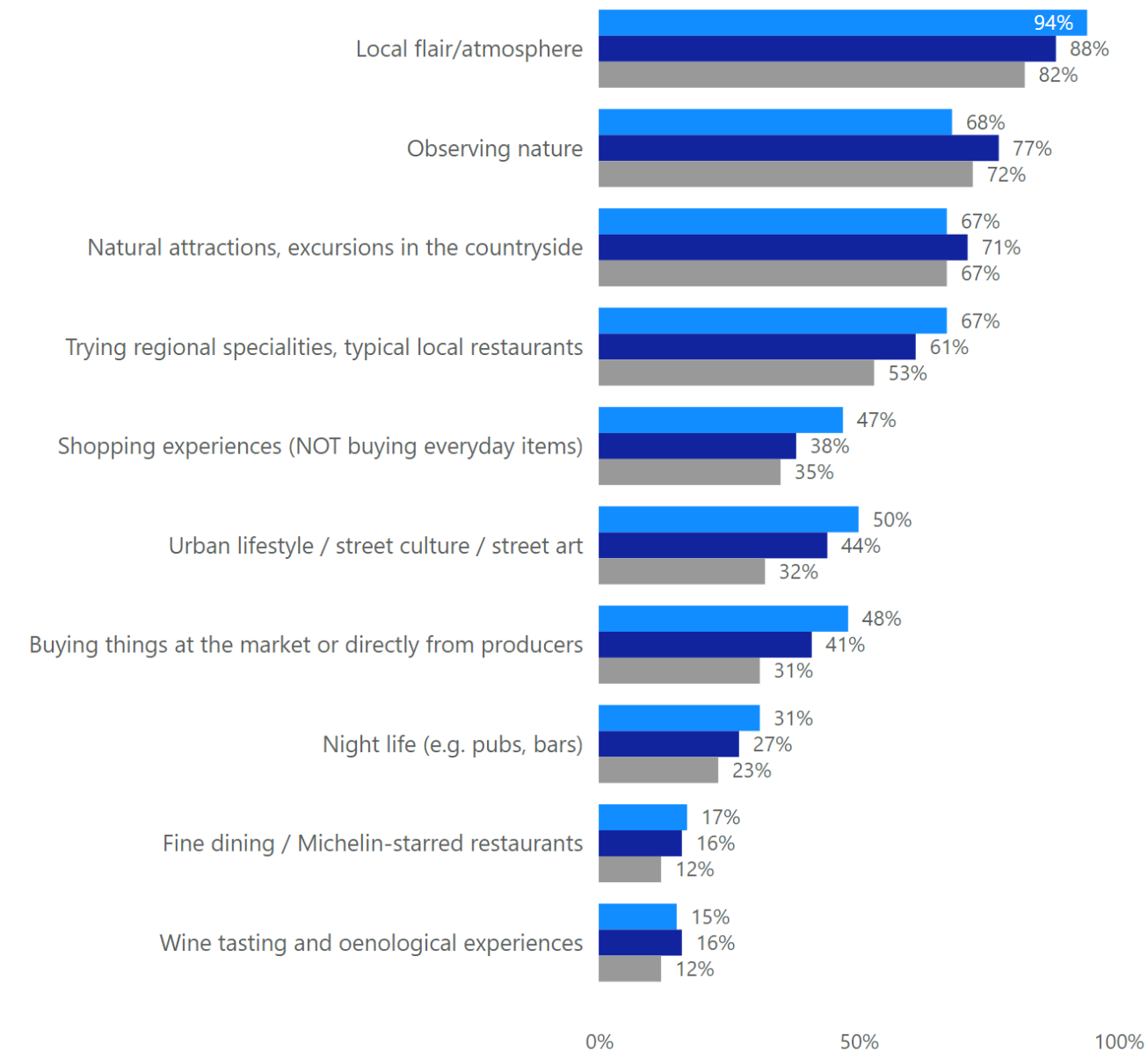


• Among same-day travellers, those with culture as a visiting purpose also often include Luxembourg City, but compared to all excursionists, they especially stand out with regard to visits to other towns & villages and events such as concerts or festivals. Visitors of museums also often go to churches, castles or military heritage sites during their day trip.

Non-sporting activities

Visitors with overnight

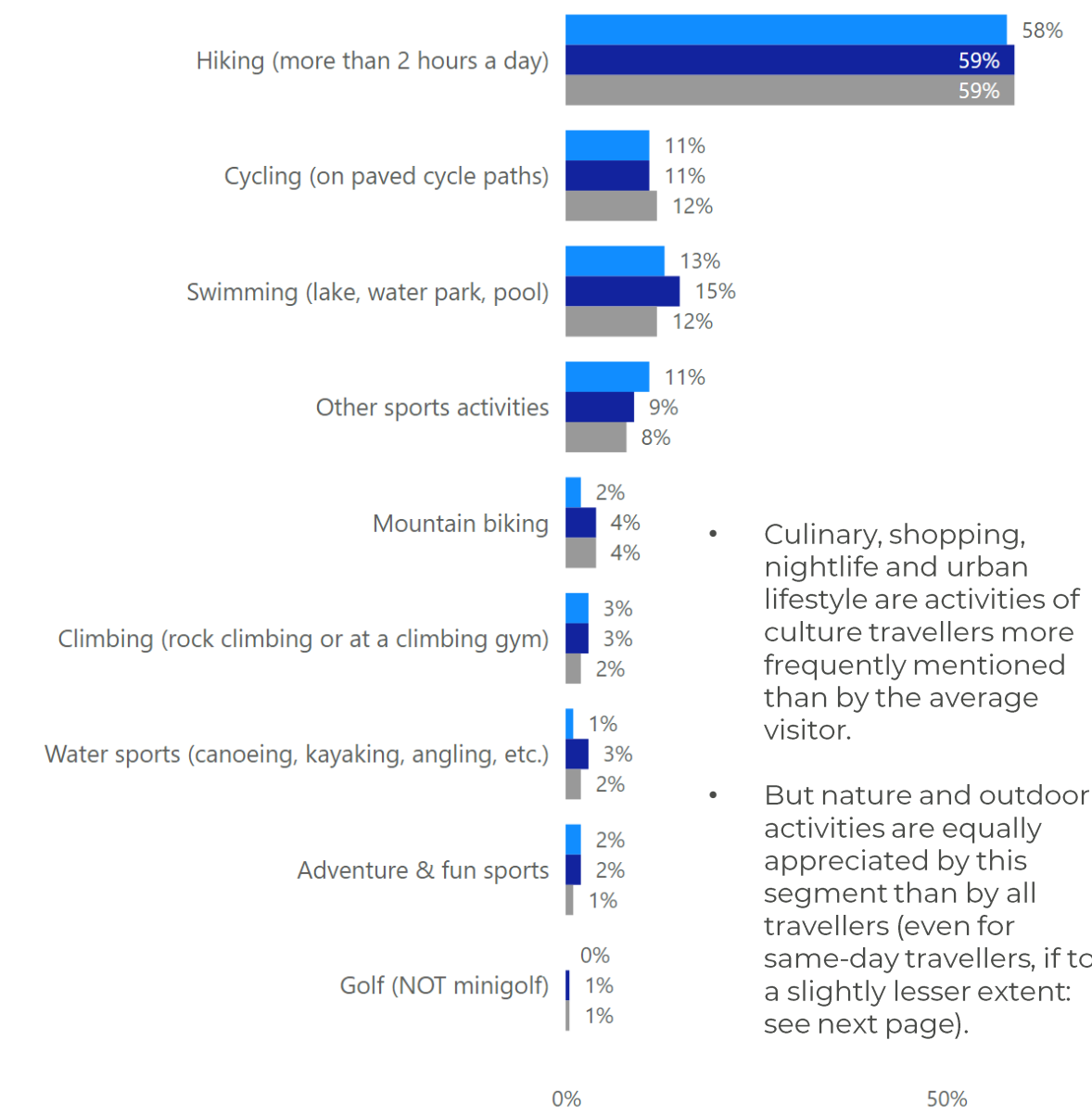
Culture (holiday type) Museums, exhibitions All Inbound



Sporting activities

Visitors with overnight

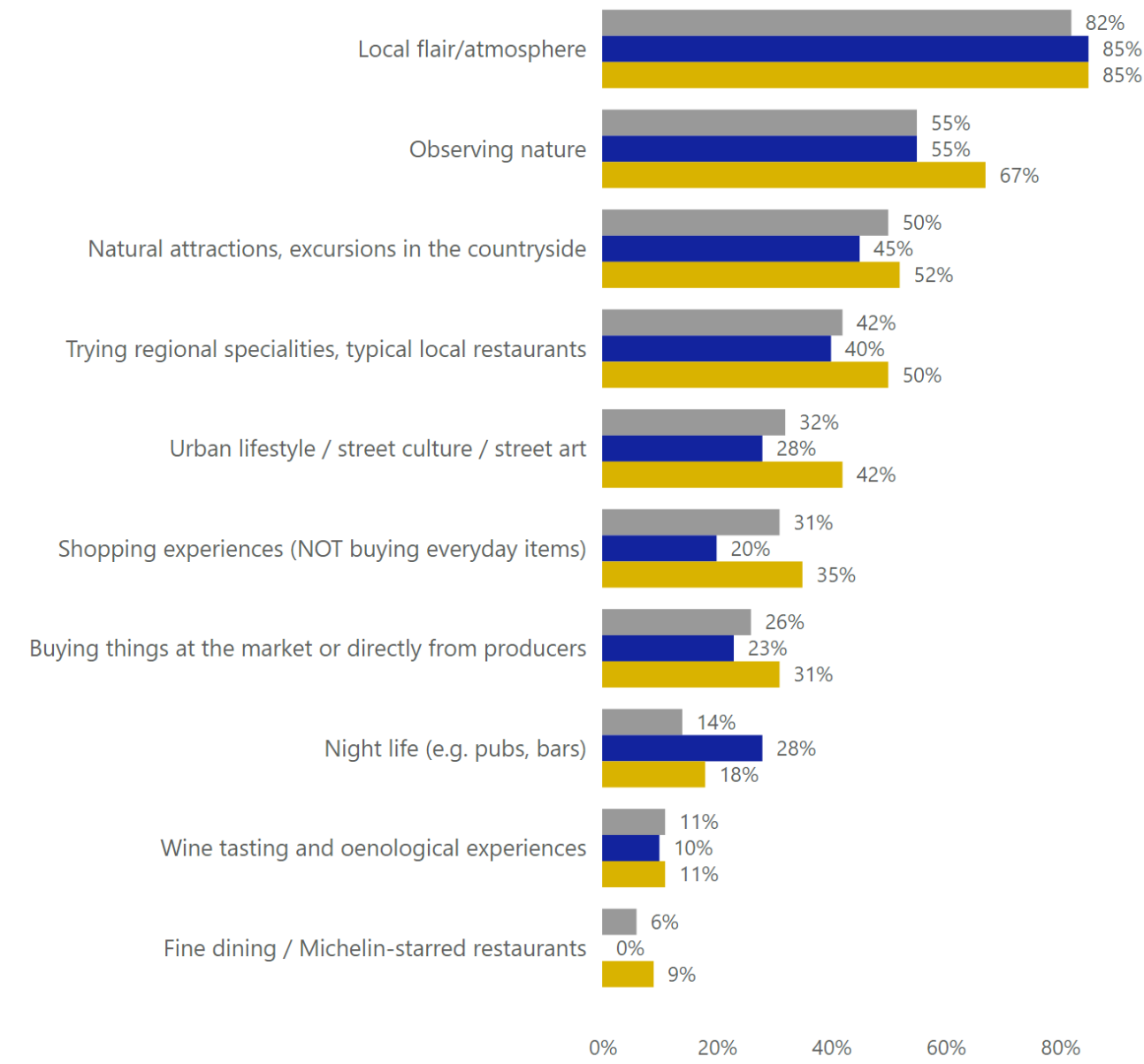
Culture (holiday type) Museums, exhibitions All Inbound



Non-sporting activities

Same-day visitors

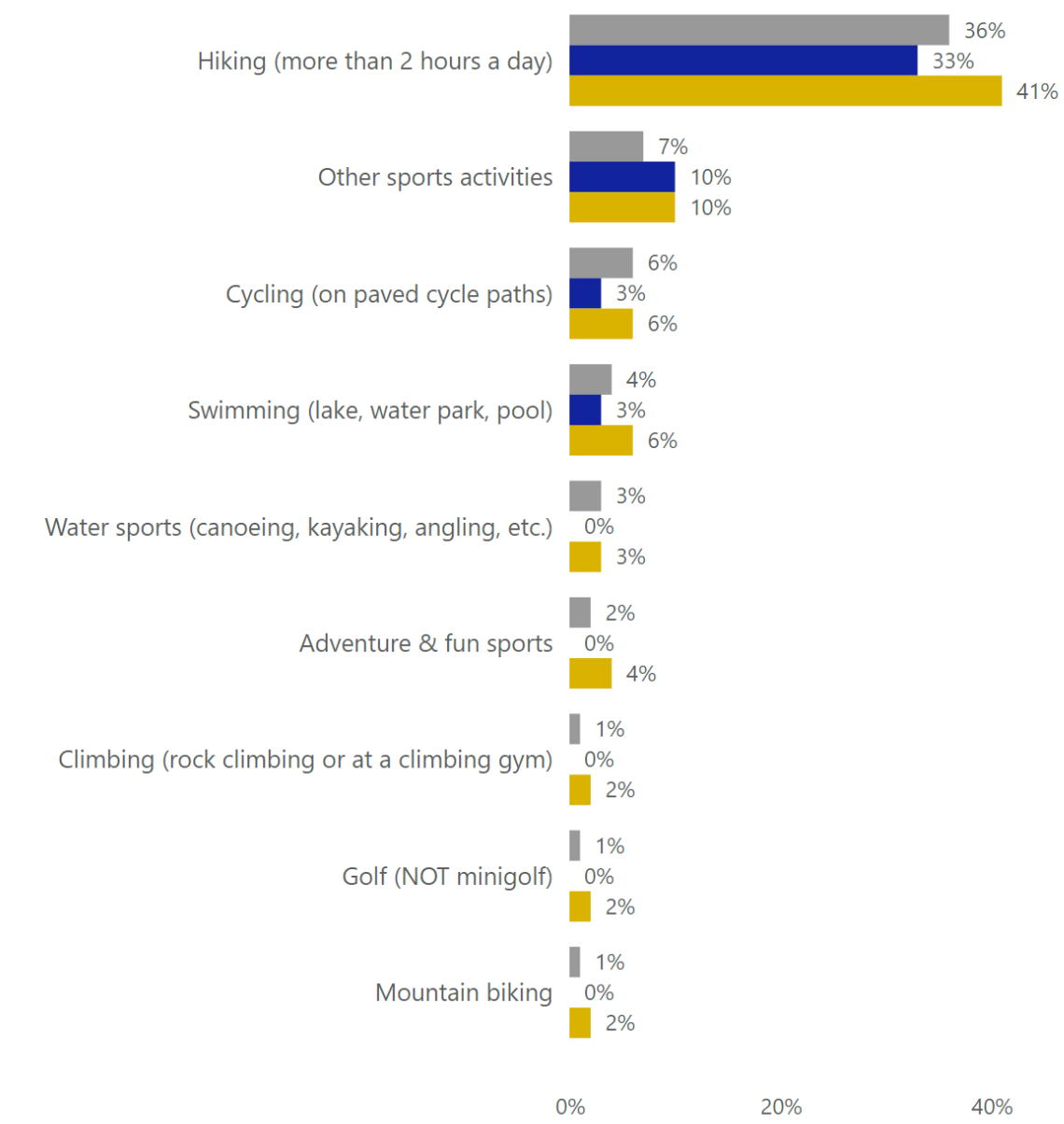
● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



Sporting activities

Same-day visitors

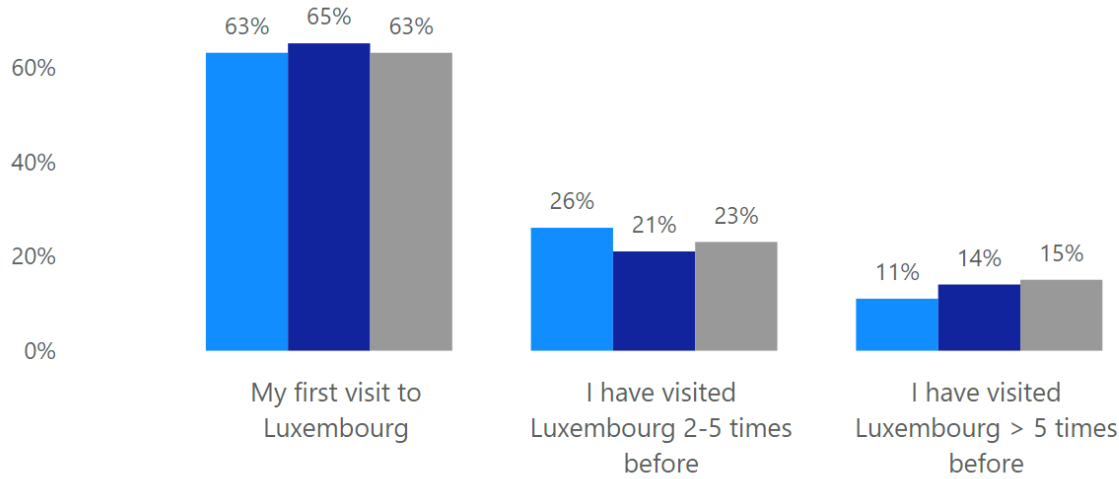
● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



Frequency of visit

Visitors with overnight

Culture (holiday type) Museums, exhibitions All Inbound



First-time visitors

Visitors with overnight

63%

Culture (holiday type)

65%

Museums, exhibitions

63%

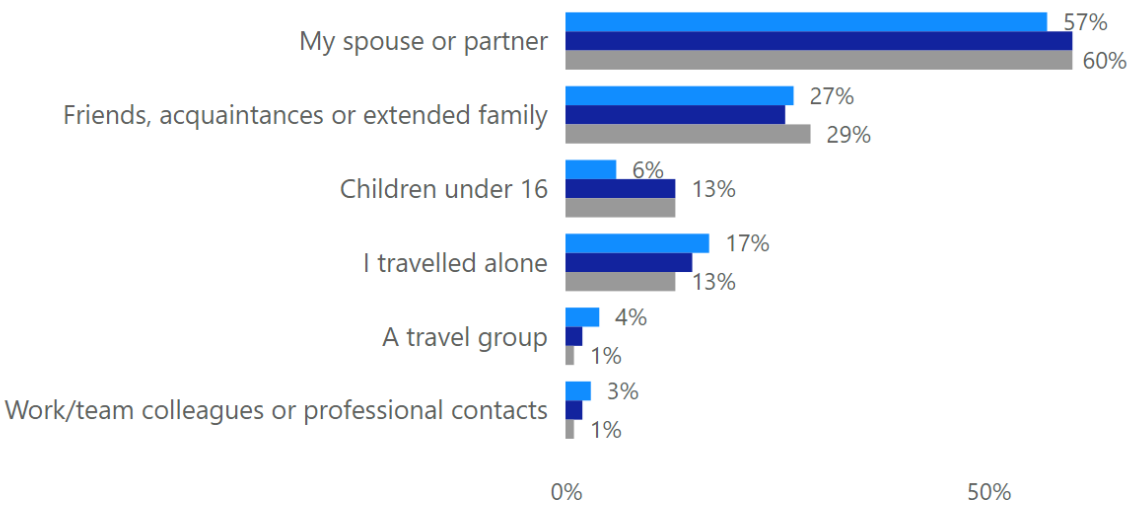
All Inbound

- The shares of new visitors and visitors combining Luxembourg with a destination abroad on their trip are nearly similar to that of all travellers among culture travellers.
- The same can be mostly said regarding travel party, with the exception of families with children with are less prominent among visitors with culture as a holiday type.

Travel party

Visitors with overnight

Culture (holiday type) Museums, exhibitions All Inbound



Visitors spending nights in Luxembourg and abroad during same trip

Visitors with overnight

37%

Culture (holiday type)

41%

Museums, exhibitions

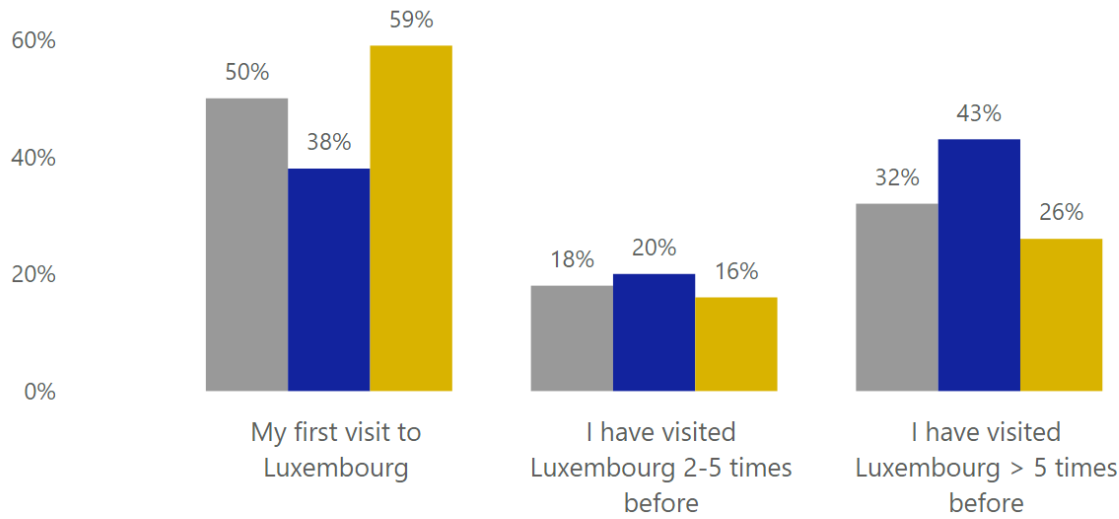
39%

All Inbound

Frequency of visit

Same-day visitors

● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



First-time visitors

Same-day visitors

38%

Culture (excursion type)

59%

Museums, exhib. (activity)

50%

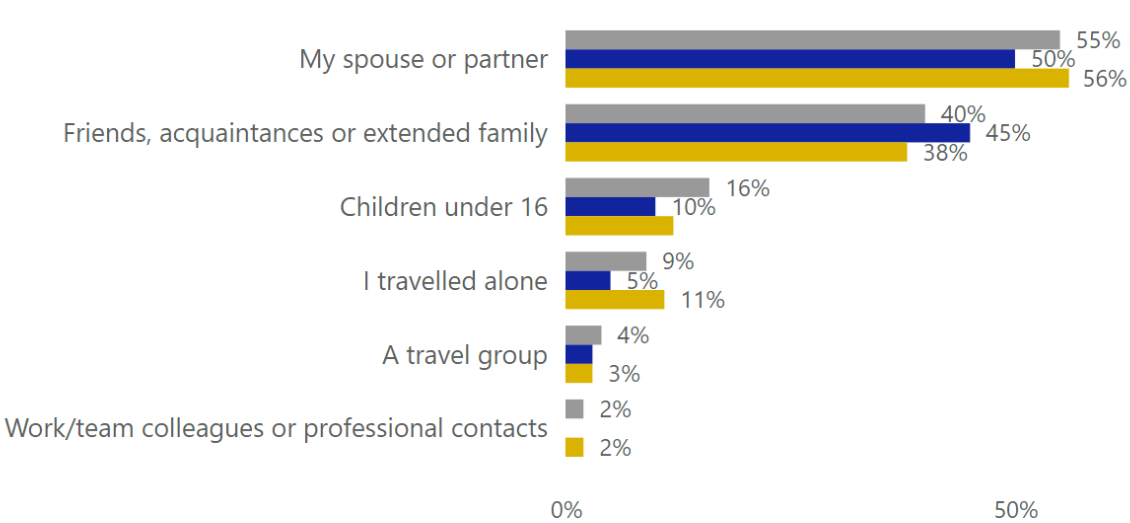
All Inbound

- The share of new visitors is less high among culture day-trippers, and above average among excursionists visiting museums & exhibitions.

Travel party

Same-day visitors

● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)

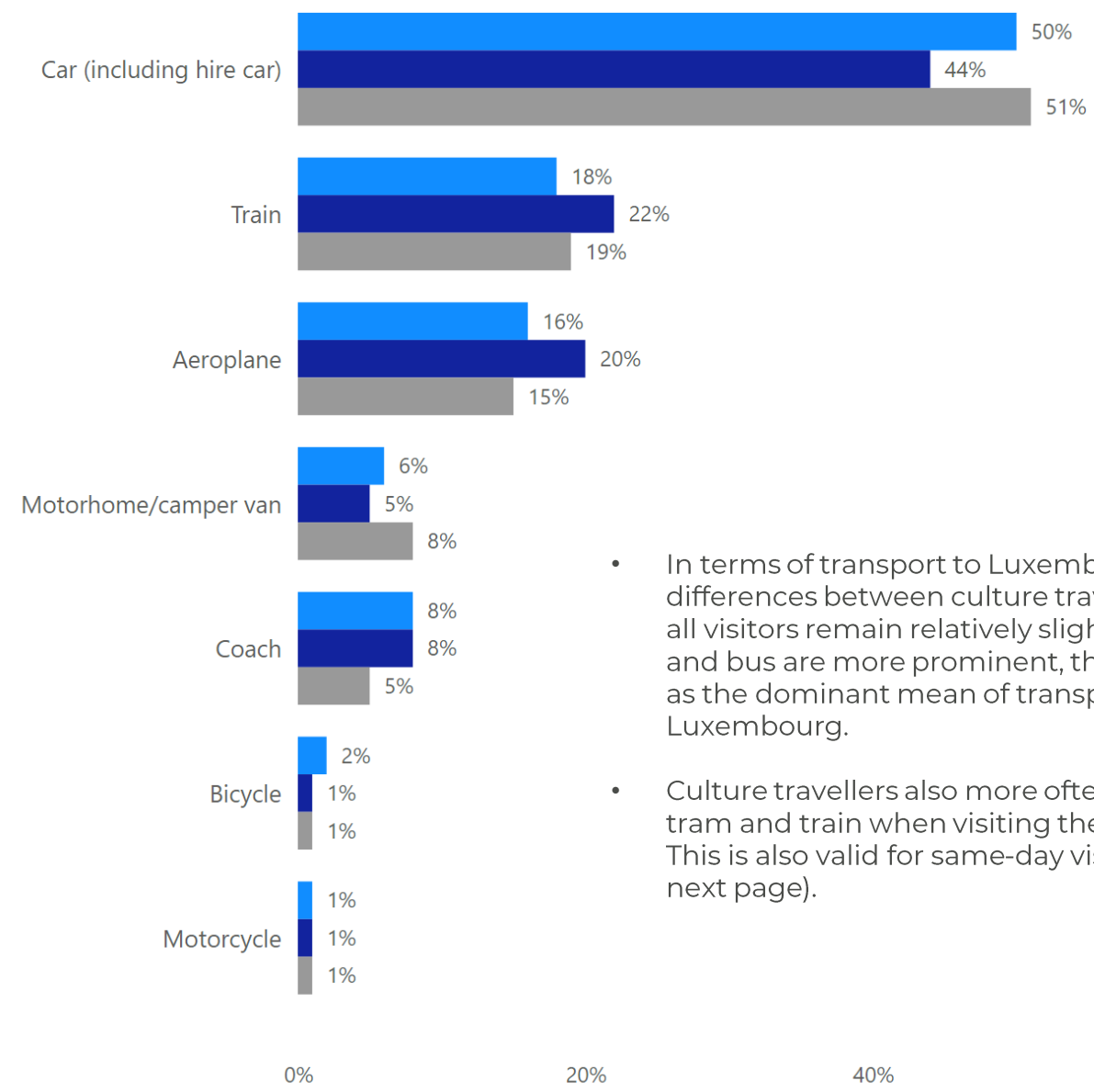




Transport to destination

Visitors with overnight

Culture (holiday type) Museums, exhibitions All Inbound

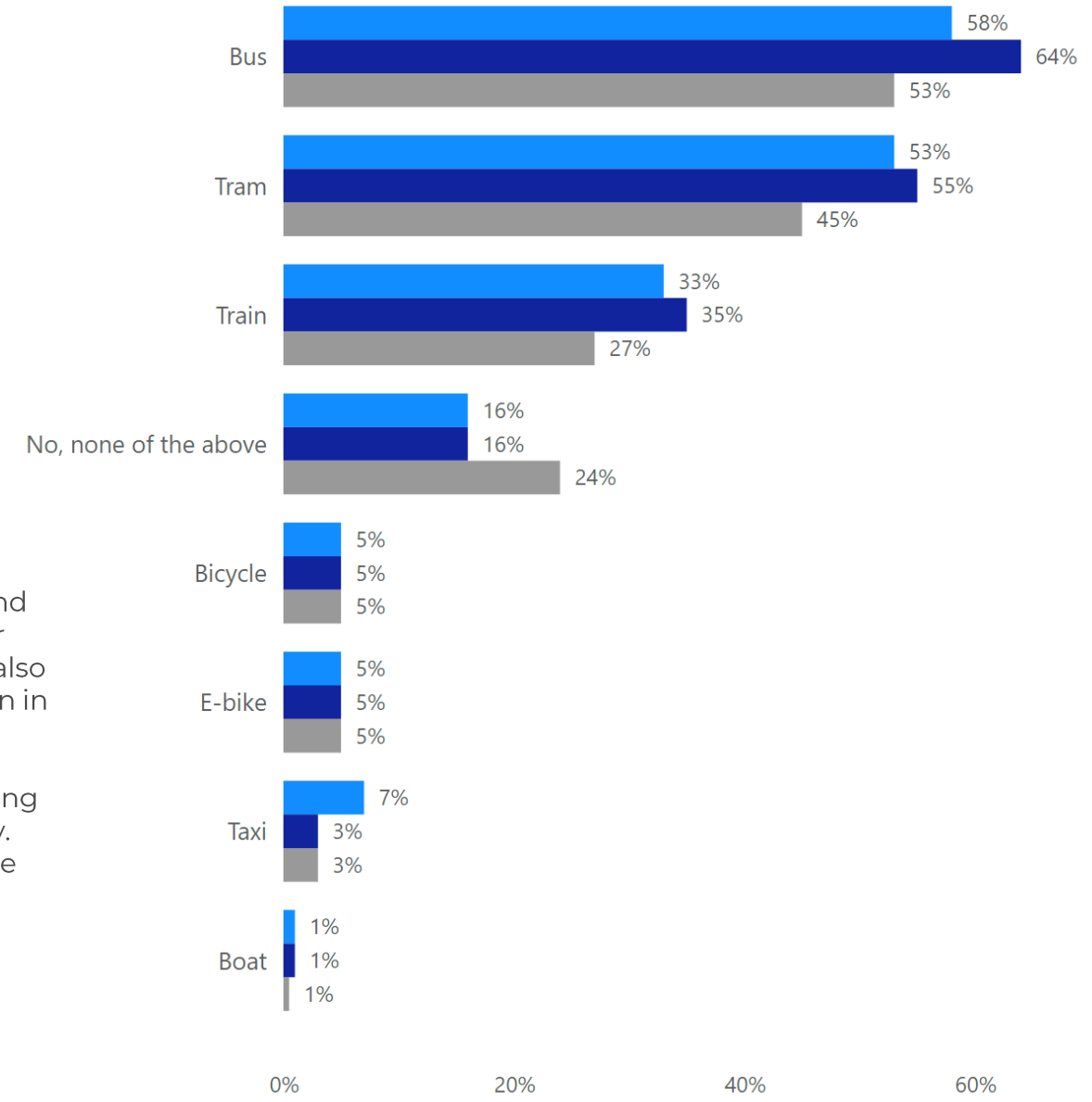


- In terms of transport to Luxembourg, differences between culture travellers and all visitors remain relatively slight, but air and bus are more prominent, the latter also as the dominant mean of transport when in Luxembourg.
- Culture travellers also more often are using tram and train when visiting the country. This is also valid for same-day visitors (see next page).

Transport in destination

Visitors with overnight

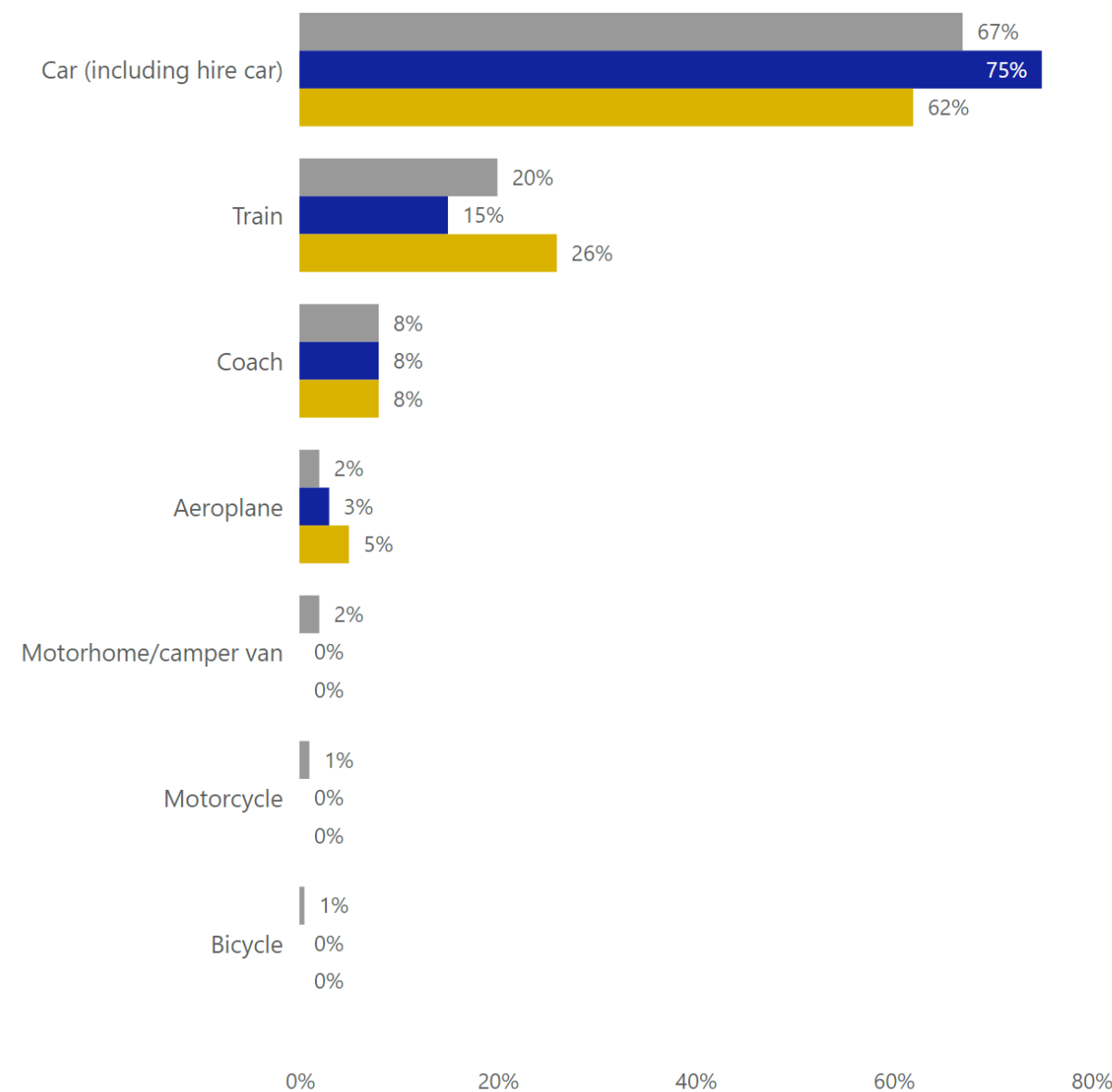
Culture (holiday type) Museums, exhibitions All Inbound



Transport to destination

Same-day visitors

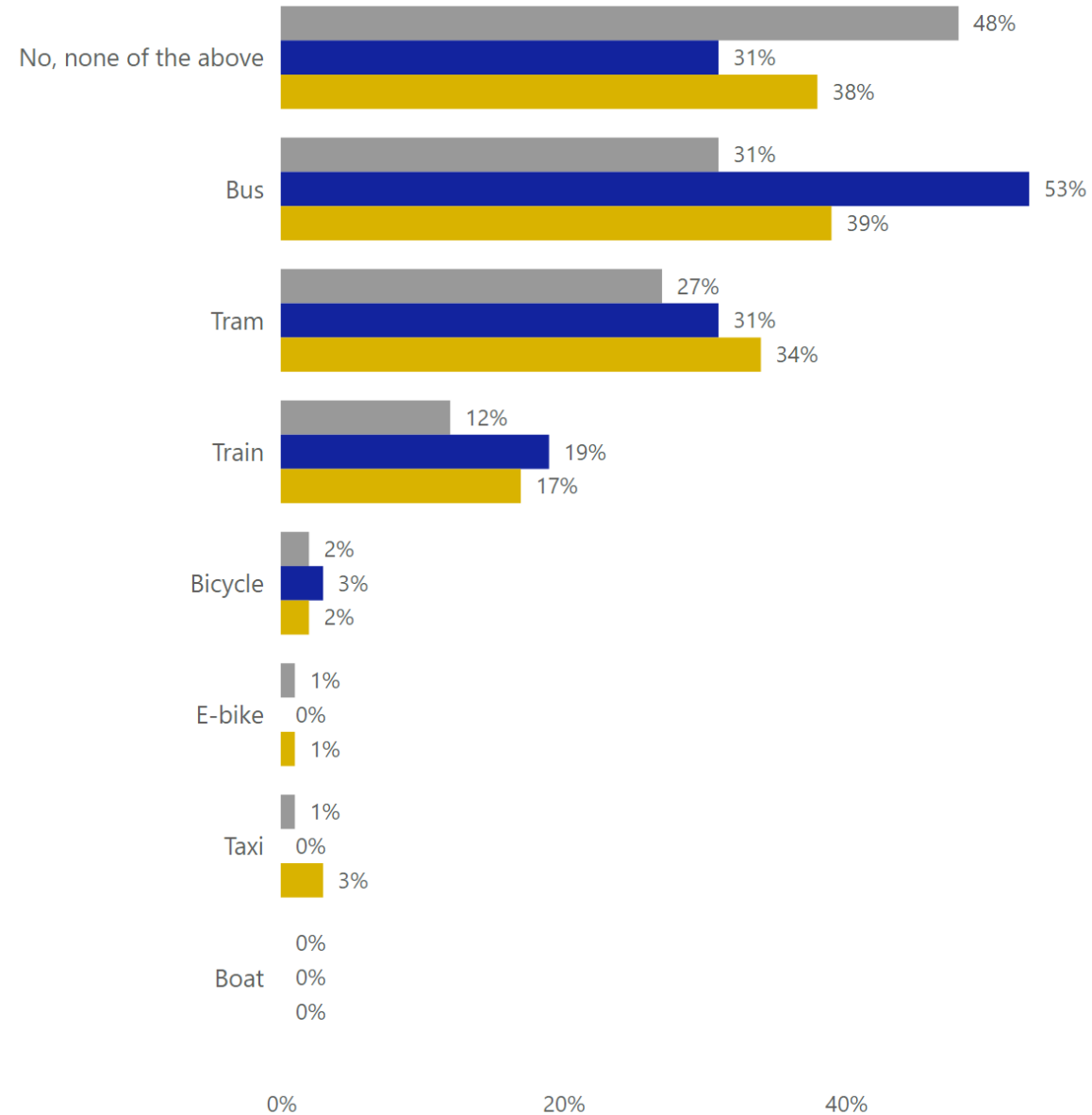
● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



Transport in destination

Same-day visitors

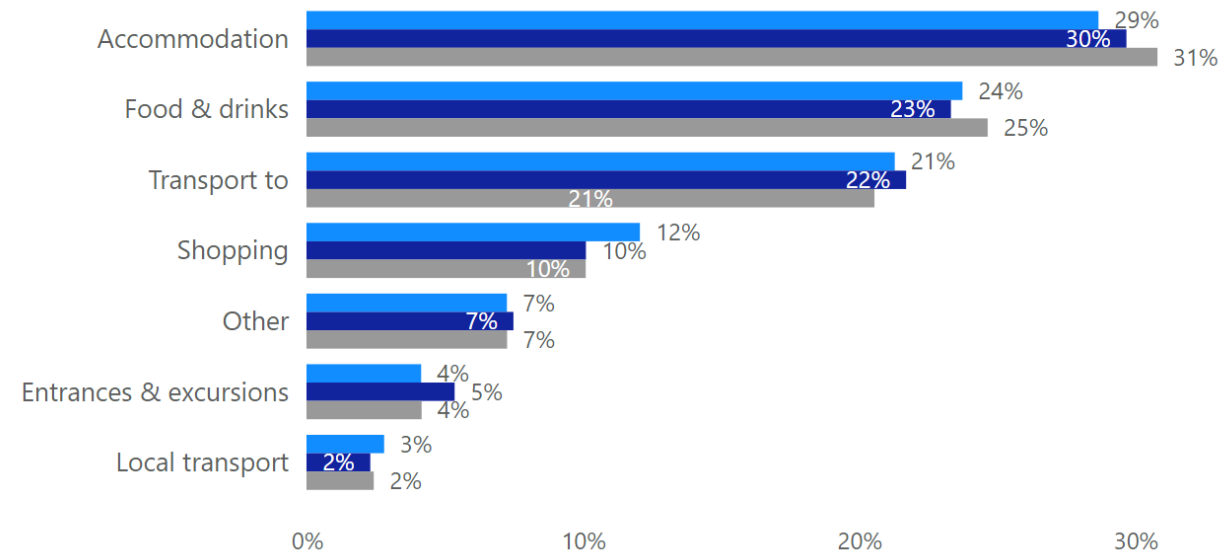
● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



Spending categories

Visitors with overnight

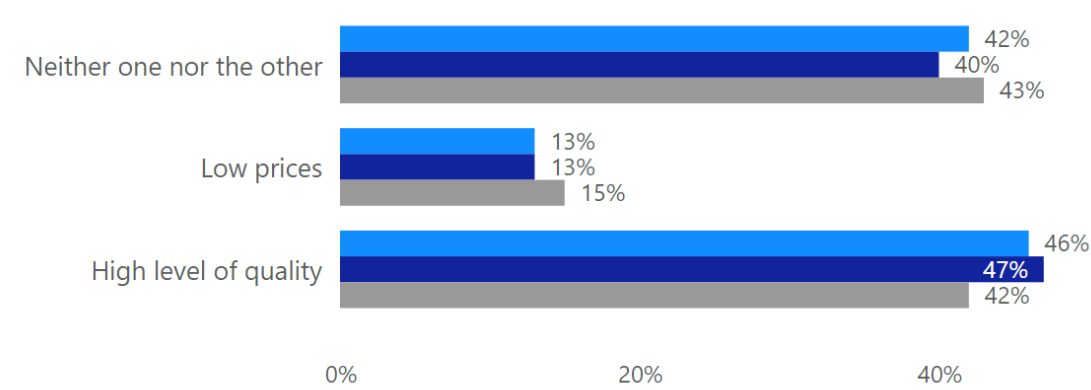
Culture (holiday type) Museums, exhibitions All Inbound



Quality vs. price orientation

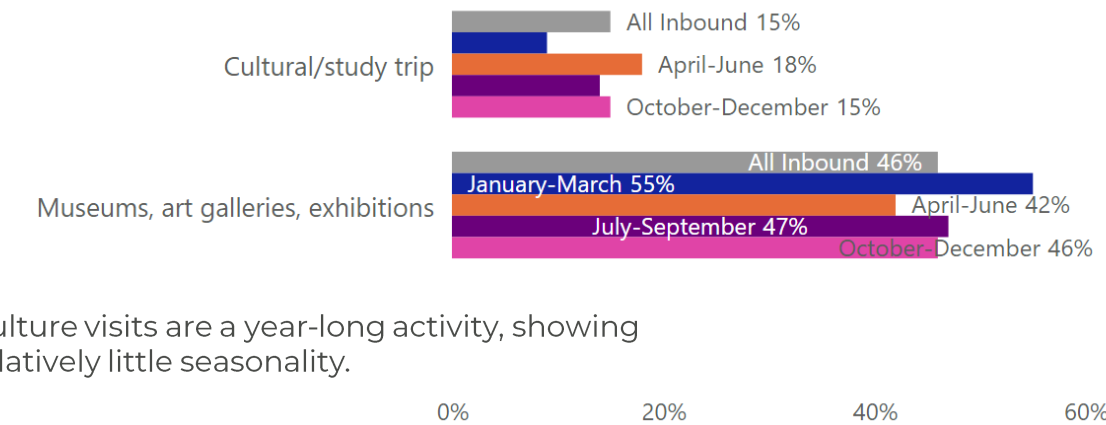
Visitors with overnight

Culture (holiday type) Museums, exhibitions All Inbound



Shares by arrival months

Visitors with overnight



- Culture visits are a year-long activity, showing relatively little seasonality.

Spend/pers./trip

Visitors with overnight

760 €

Culture (holiday type)

769 €

Museums, exhibitions

619 €

All Inbound

Spend/pers./night

Visitors with overnight

184 €

Culture (holiday type)

182 €

Museums, exhibitions

160 €

All Inbound

Length of stay (nights)

Visitors with overnight

4,1

Culture (holiday type)

4,2

Museums, exhibitions

3,9

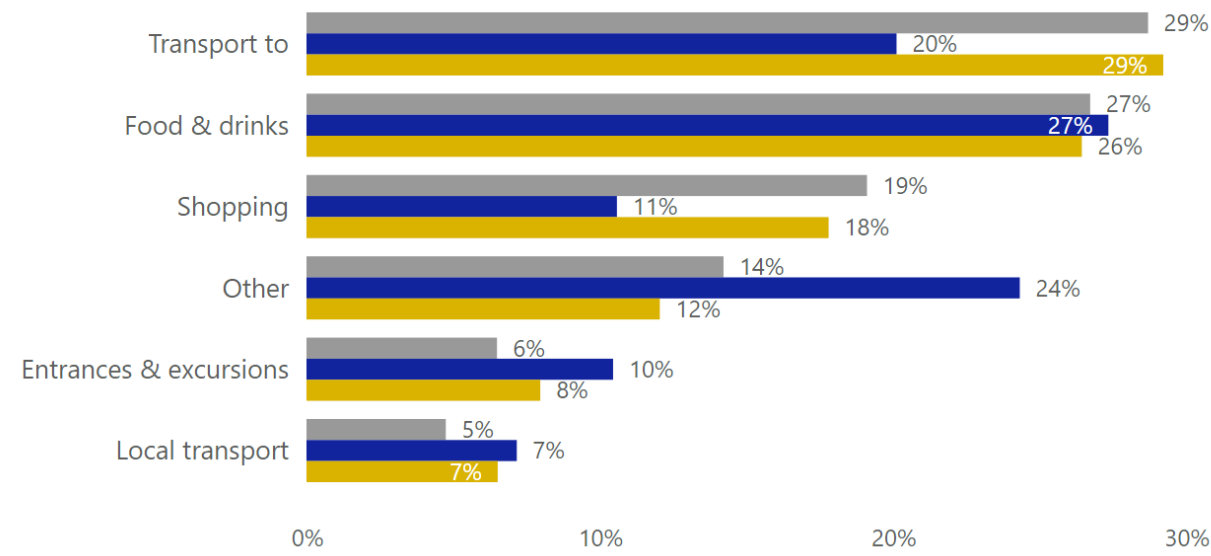
All Inbound

- Culture visitors tend to spend considerably more than the average on their trip, and also tend to stay slightly longer. Valuing quality over price is a feature of these travellers. The breakdown of expenditure by categories is however largely similar to that of all travellers.

Spending categories

Same-day visitors

● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



Spend/pers./exc  
urs.

Same-day visitors

263 €

Culture (excursion type)

281 €

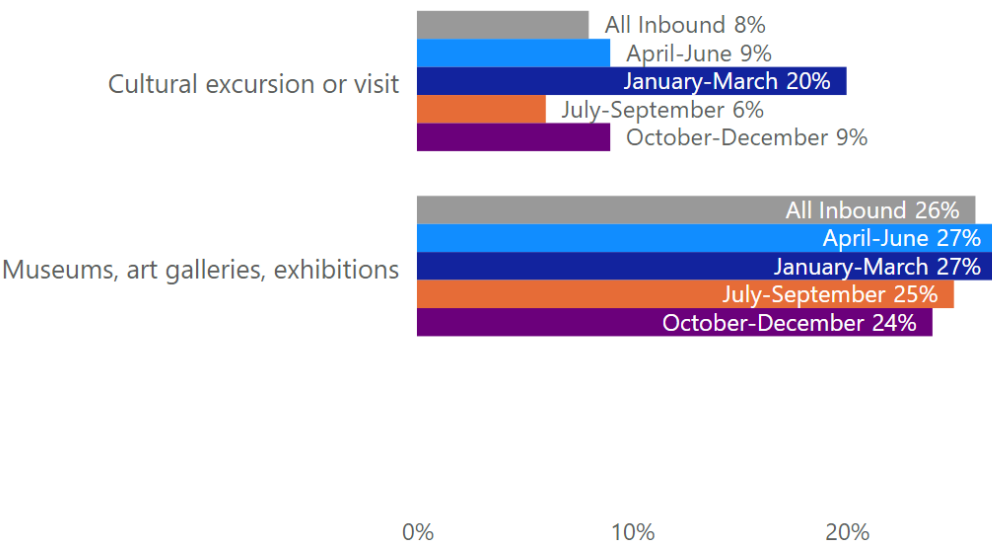
Museums, exhib. (activity)

245 €

All Inbound

Shares by arrival months

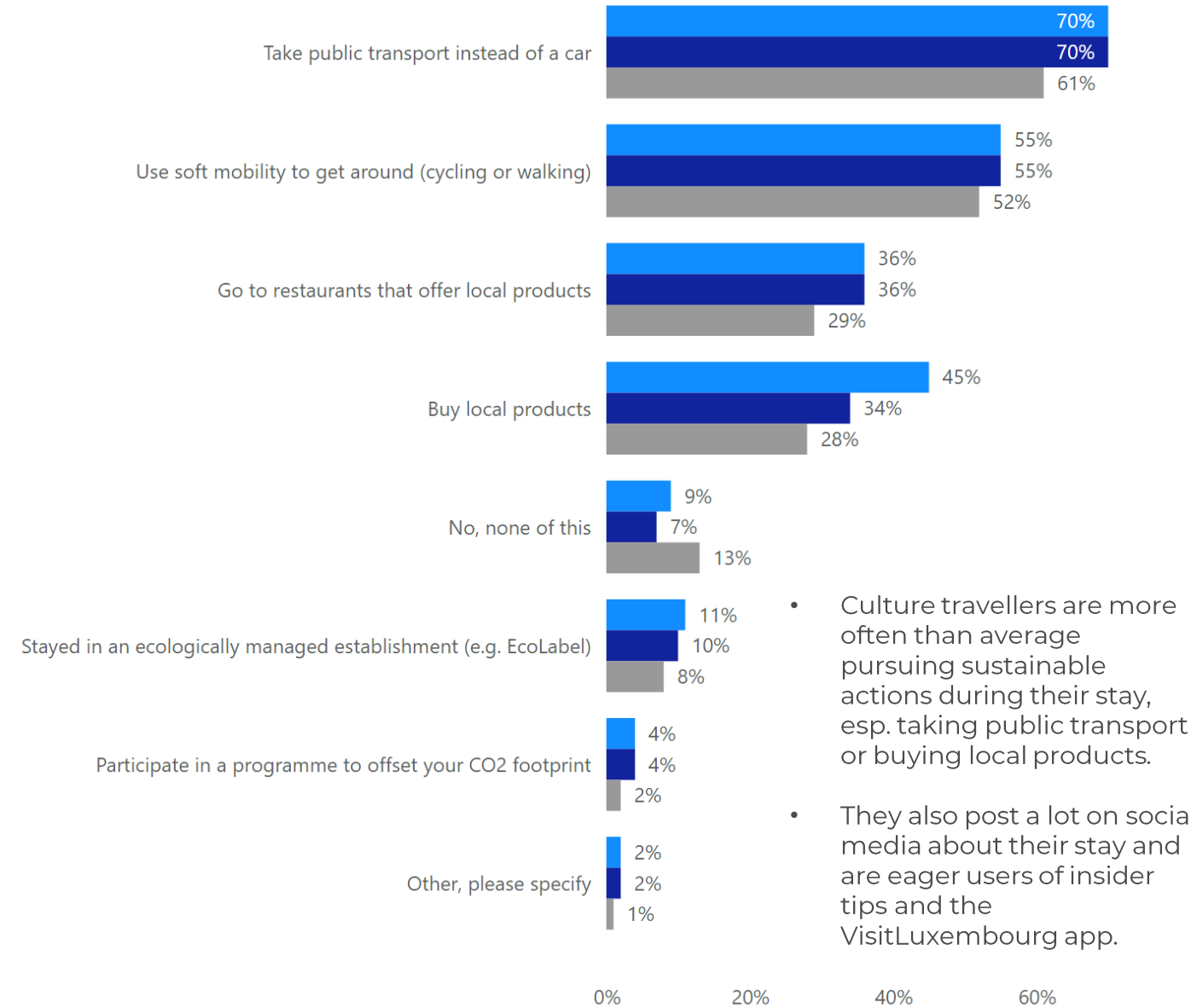
Same-day visitors



Sustainable actions during stay

Visitors with overnight

Culture (holiday type) Museums, exhibitions All Inbound

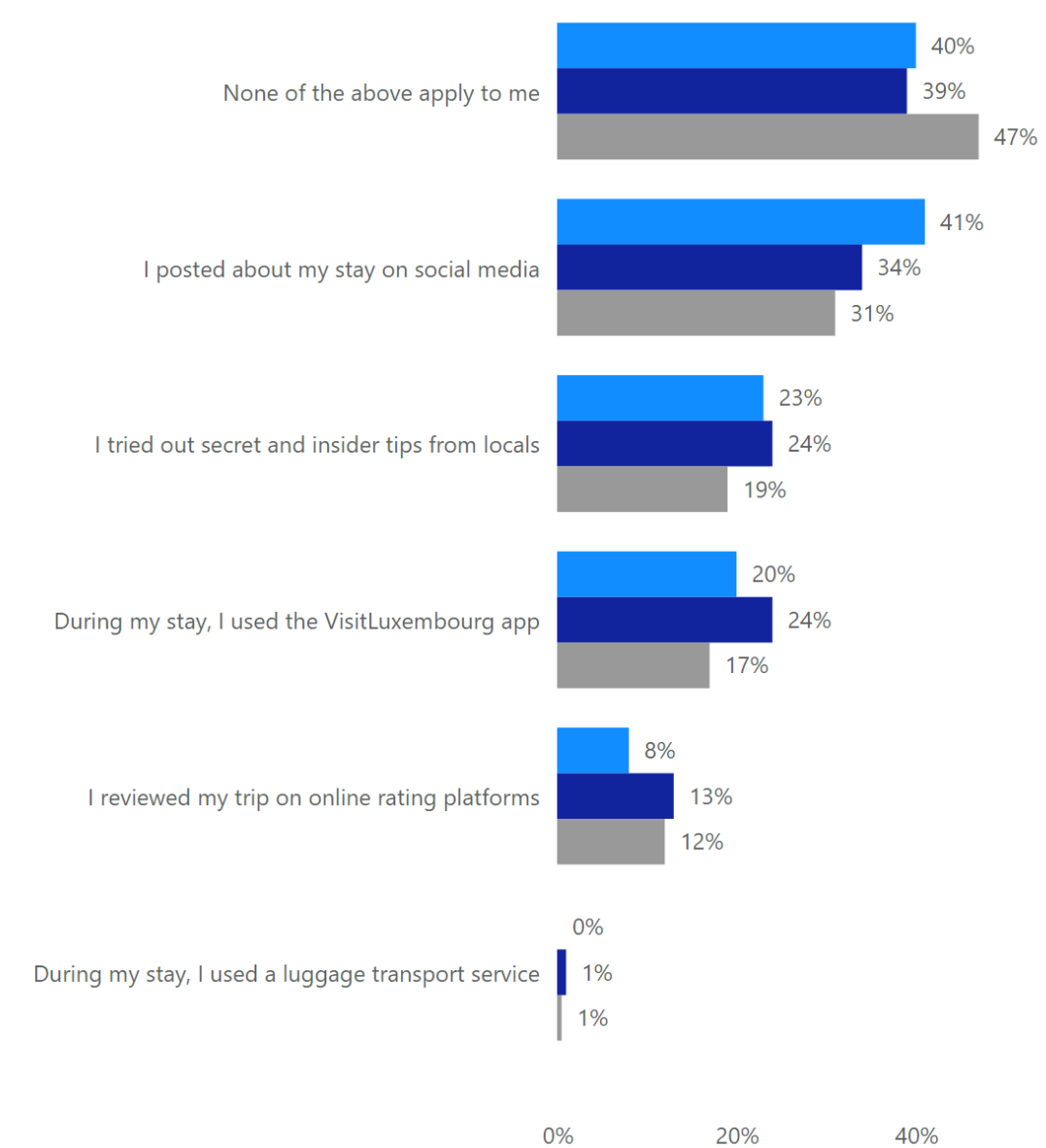


- Culture travellers are more often than average pursuing sustainable actions during their stay, esp. taking public transport or buying local products.
- They also post a lot on social media about their stay and are eager users of insider tips and the VisitLuxembourg app.

Services used during stay

Visitors with overnight

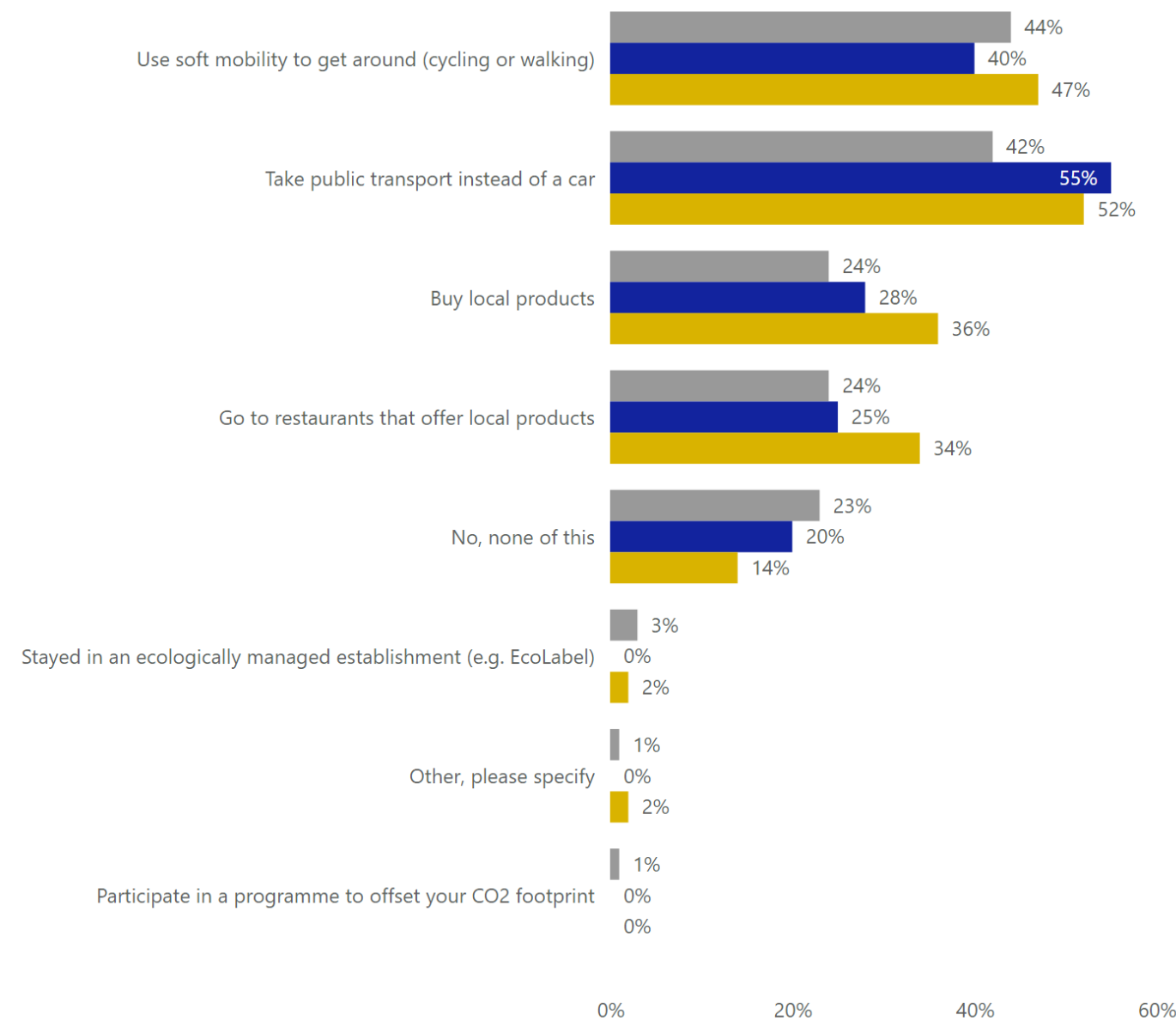
Culture (holiday type) Museums, exhibitions All Inbound



Sustainable actions during stay

Same-day visitors

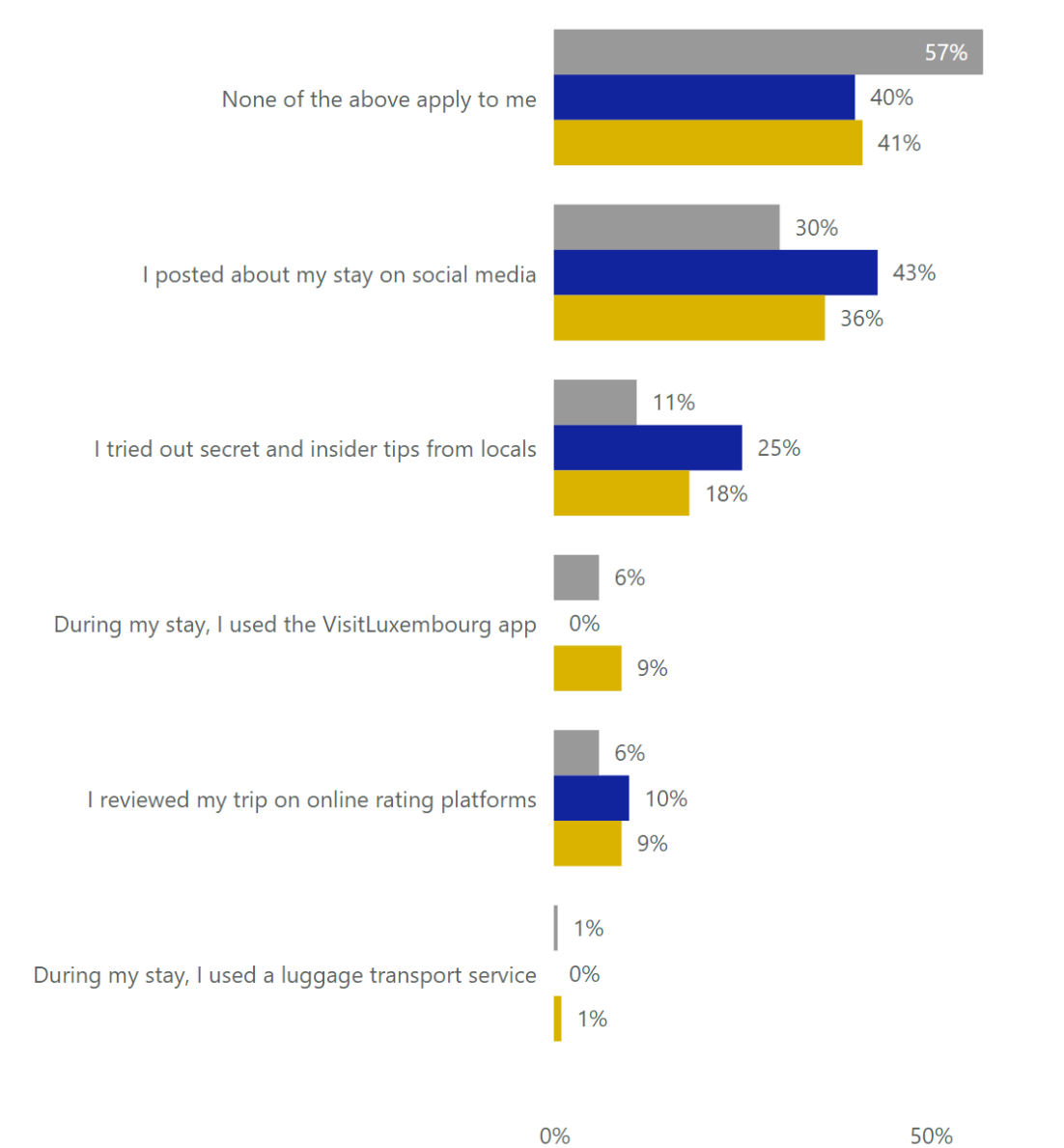
● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



Services used during stay

Same-day visitors

● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)

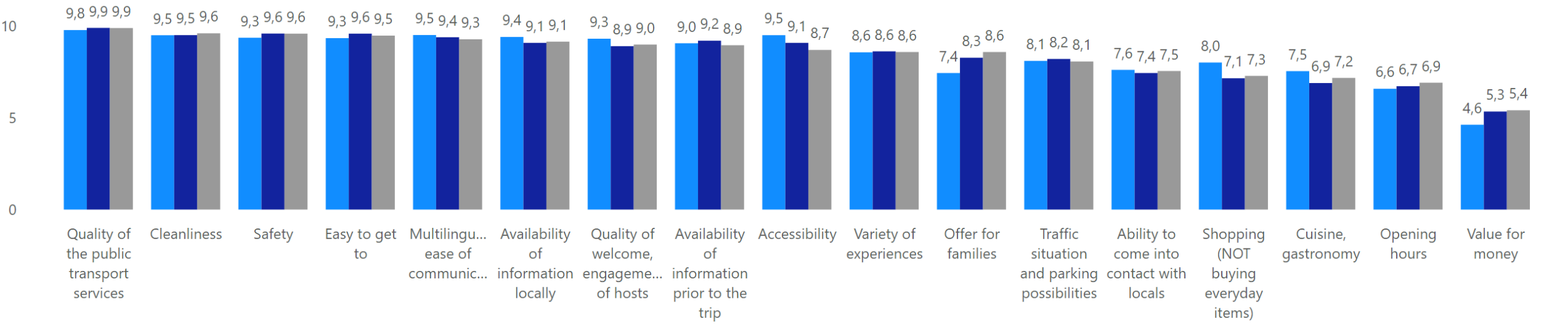




Satisfaction items

Visitors with overnight

Culture (holiday type) Museums, exhibitions All Inbound

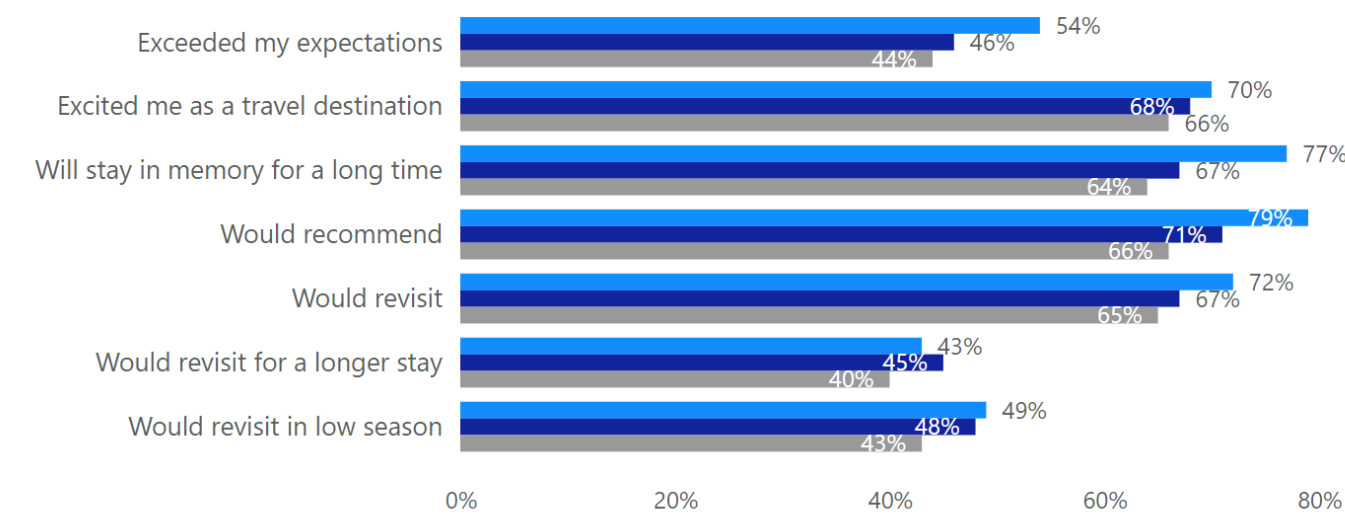


• Average satisfaction ratings by culture travellers are comparable across most categories, but they do rate site accessibility and shopping possibilities better, but offers for families and value-for-money worse (this is less the case for visitors of museums). Overall satisfaction, revisit and recommendation levels are higher across all metrics for culture visitors than for all travellers.

Overall satisfaction - % "strongly agree"

Visitors with overnight

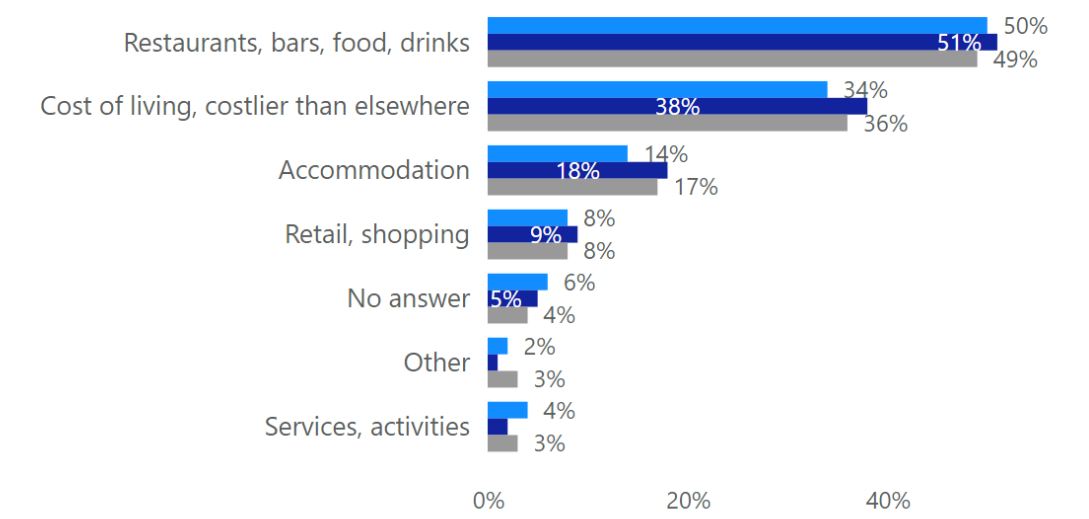
Culture (holiday type) Museums, exhibitions All Inbound



Reasons for poor value-for-money

Visitors with overnight

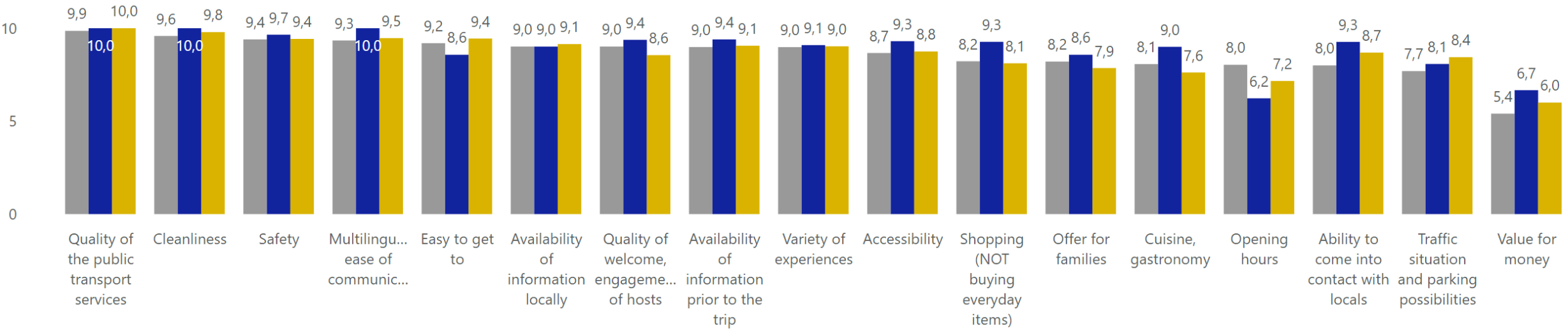
Culture (holiday type) Museums, exhibitions All Inbound



Satisfaction items

Same-day visitors

Attribut All Inbound Culture (excursion type) Museums, exhibitions (activity)

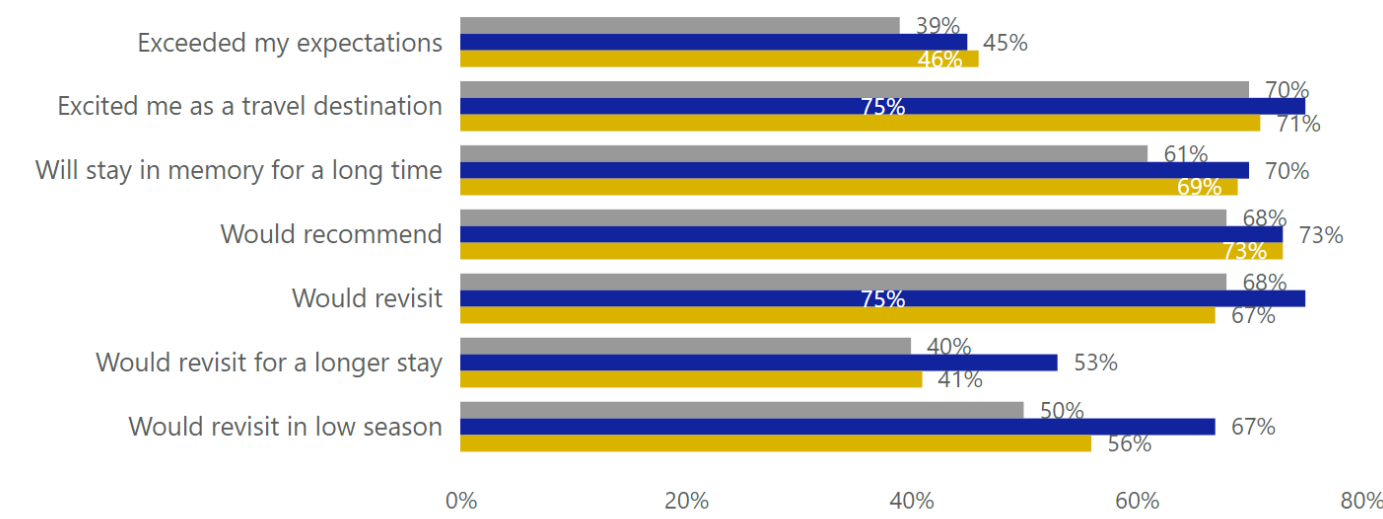


• Among same-day visitors with a culture purpose, findings are mostly identical, but value-for-money tends to be better rated than the average, whereas opening hours are rated substantially worse. Overall satisfaction is more in line with the average excursionist, but recommendation levels are higher.

Overall satisfaction - % "strongly agree"

Same-day visitors

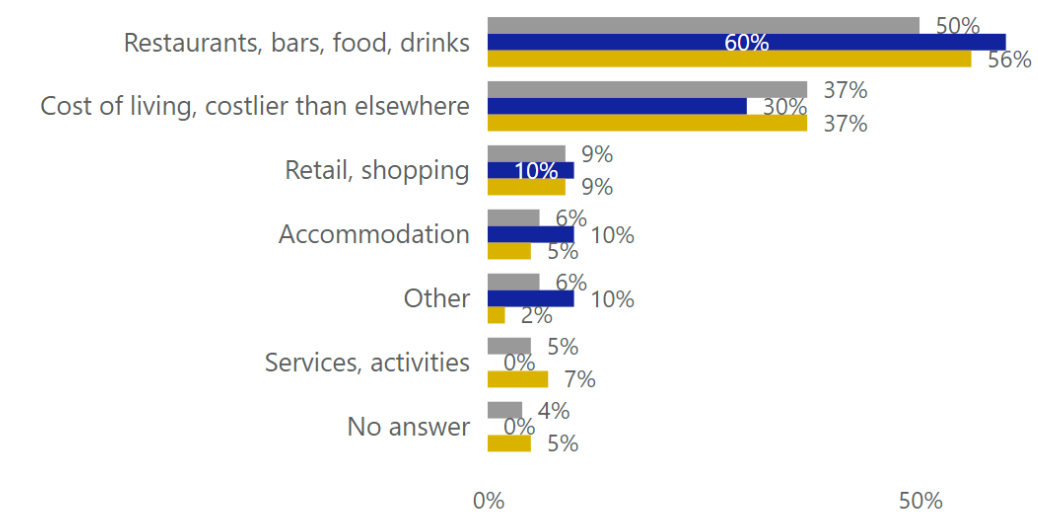
Attribut All Inbound Culture (excursion type) Museums, exhibitions (activity)



Reasons for poor value-for-money

Same-day visitors

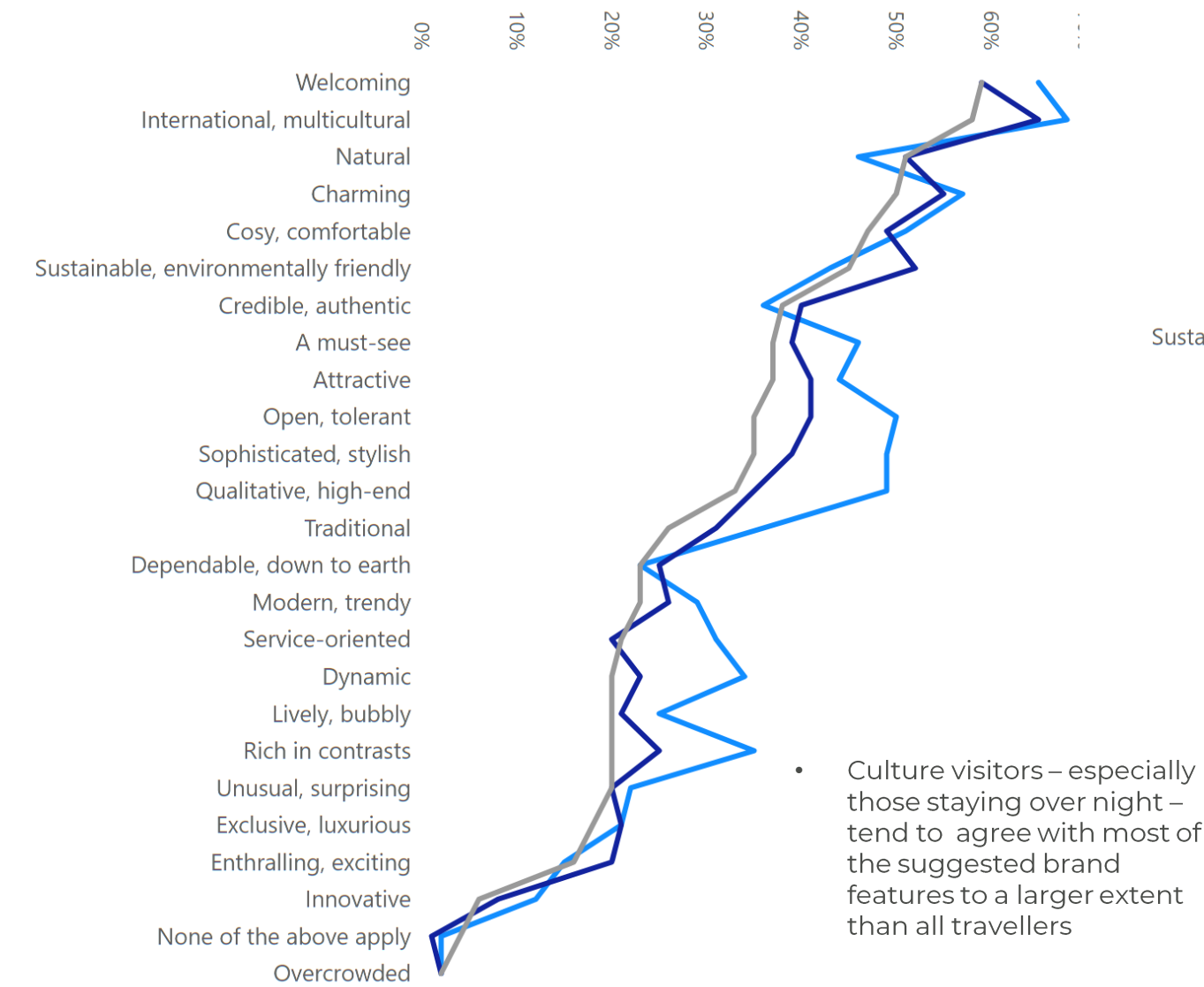
All Inbound Culture (excursion type) Museums, exhibitions (activity)



Brand features

Visitors with overnight

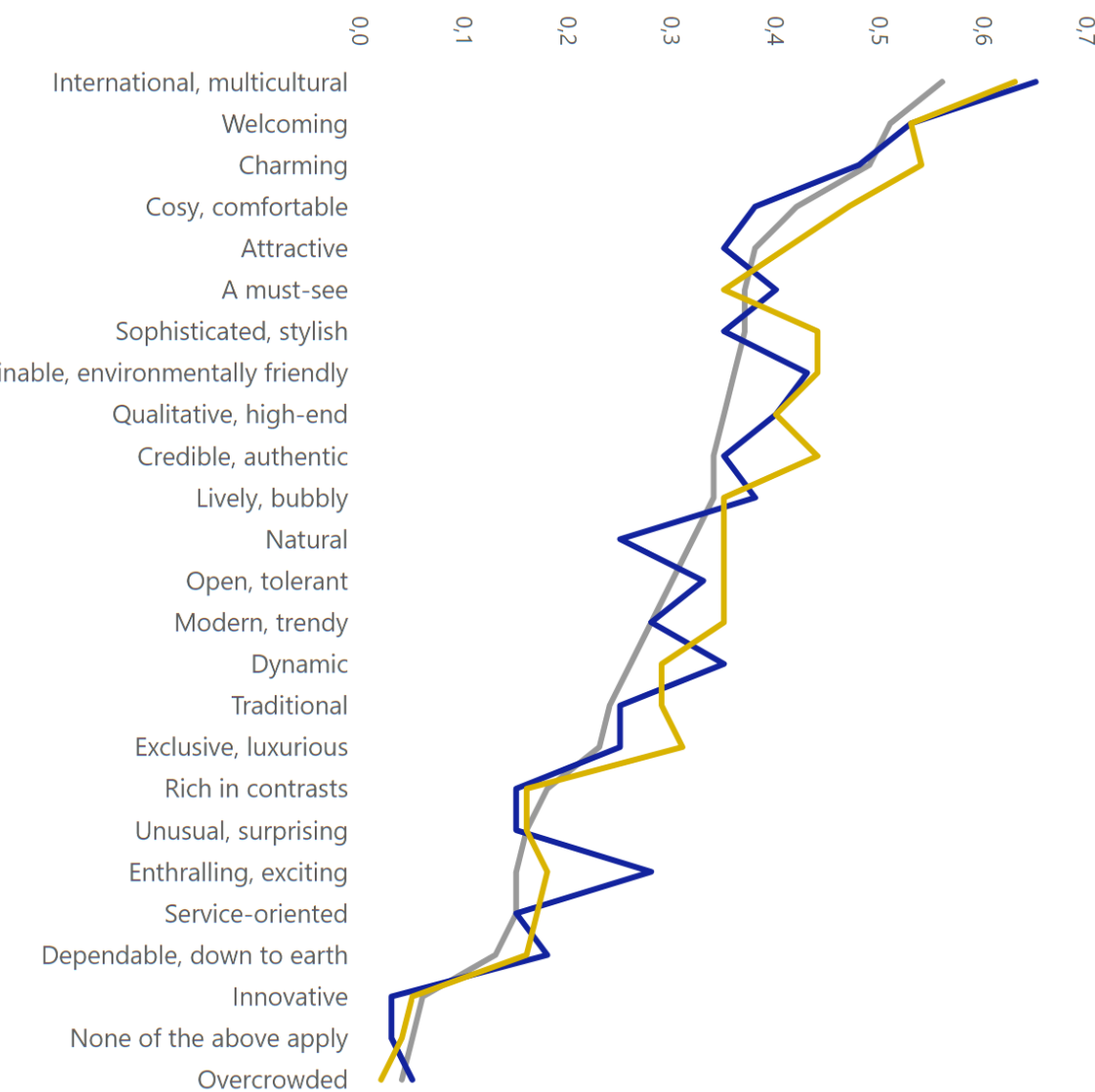
Culture (holiday type) Museums, exhibitions All Inbound



Brand features

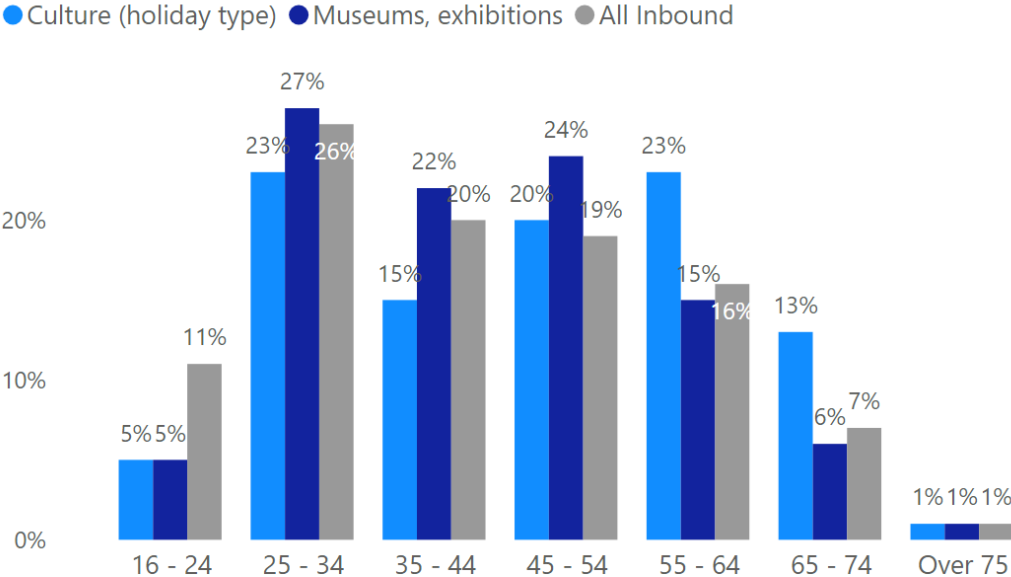
Same-day visitors

All Inbound Culture (excursion type) Museums, exhibitions (activity)



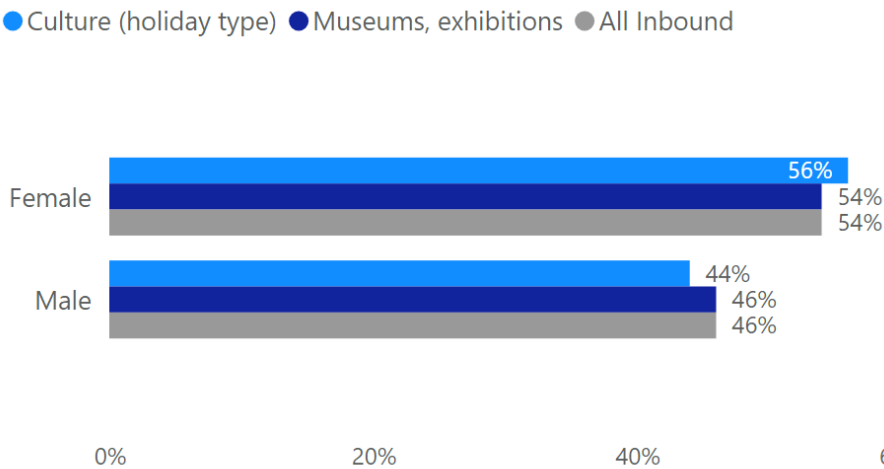
Age

Visitors with overnight



Gender

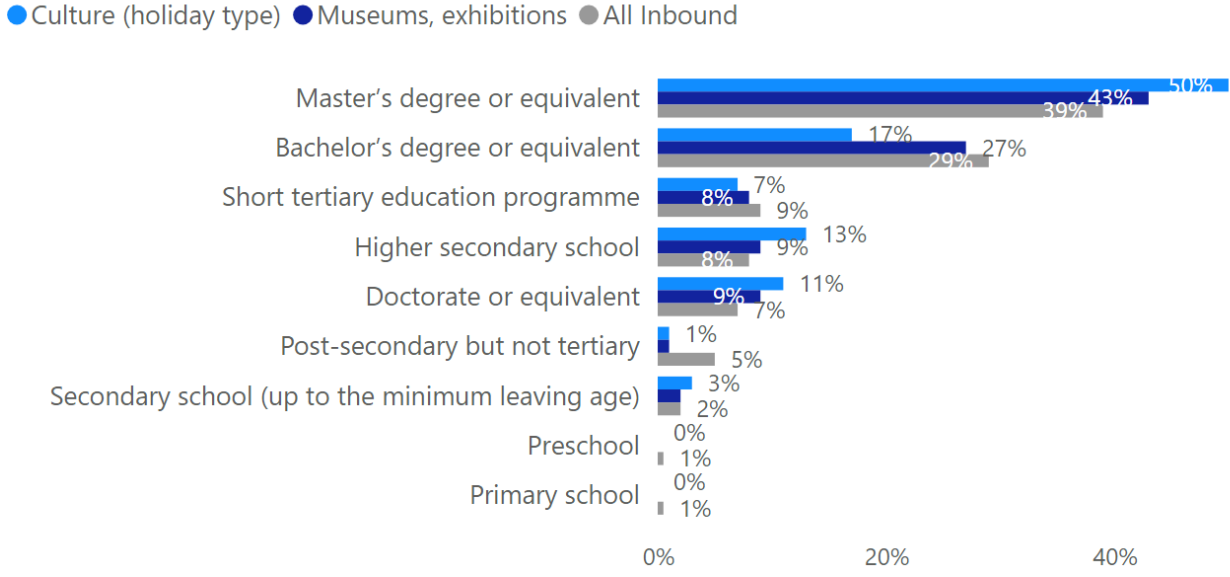
Visitors with overnight



- Travellers with culture as a holiday type are more often holders of a master's degree and are more often aged 55+. Socio-demographic differences are less marked with regard to visitors of museums.

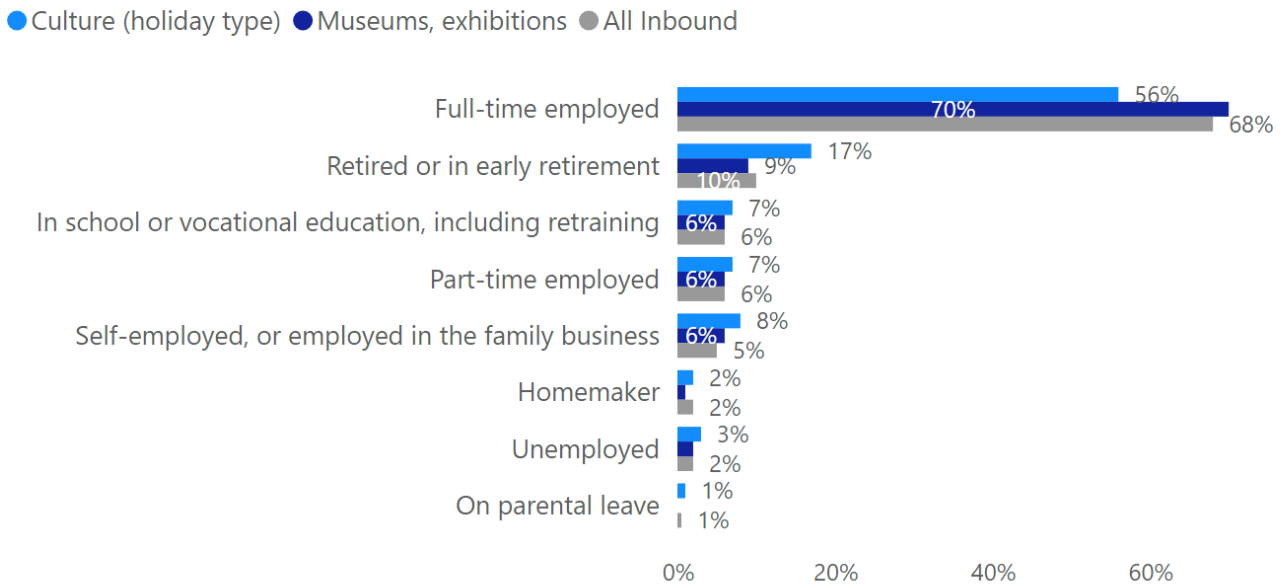
Education

Visitors with overnight



Employment

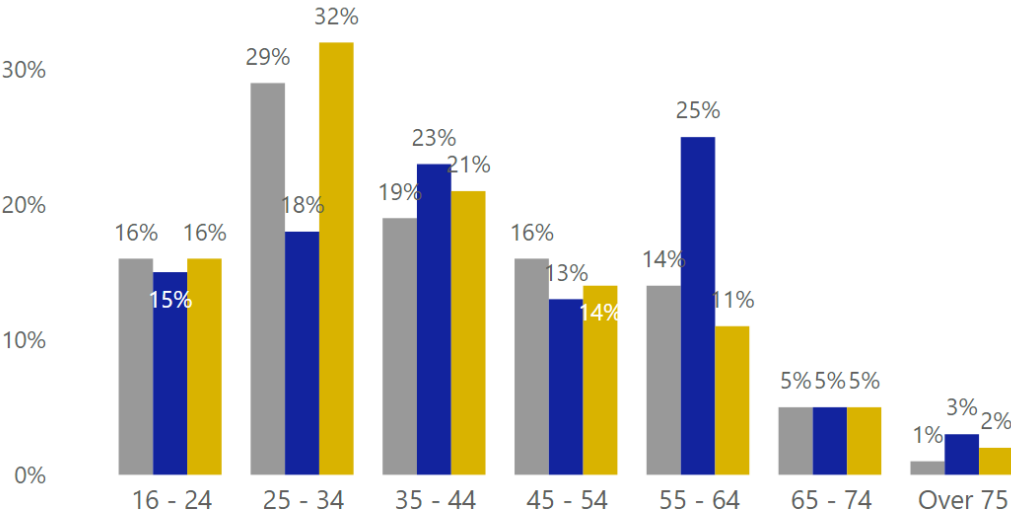
Visitors with overnight



Age

Same-day visitors

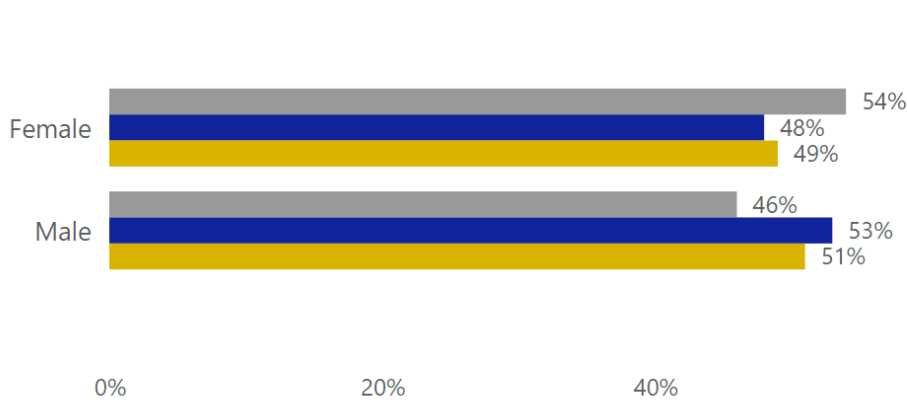
● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



Gender

Same-day visitors

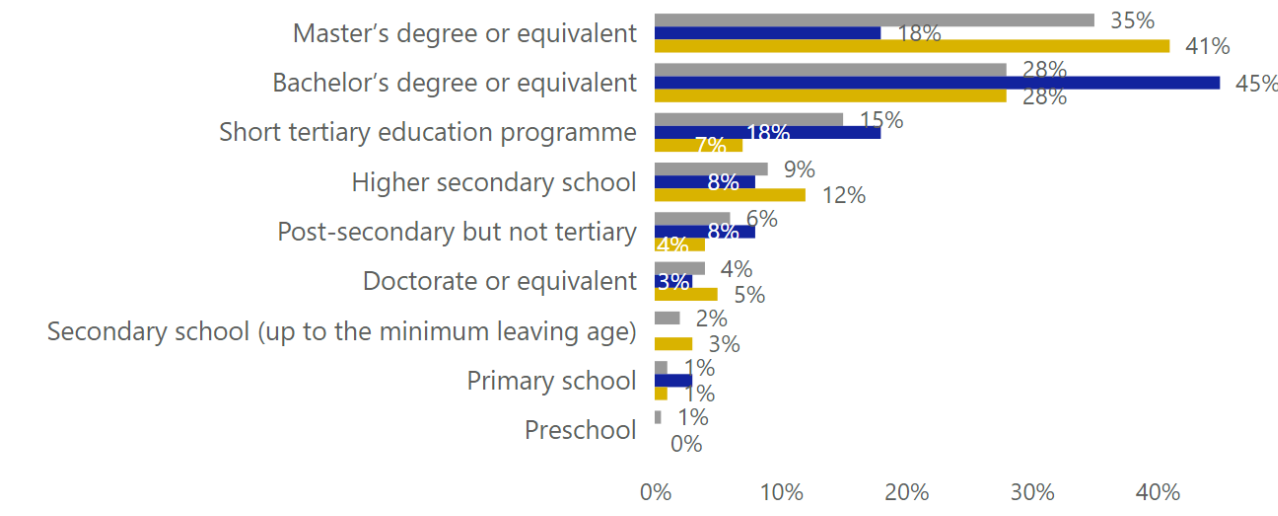
● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



Education

Same-day visitors

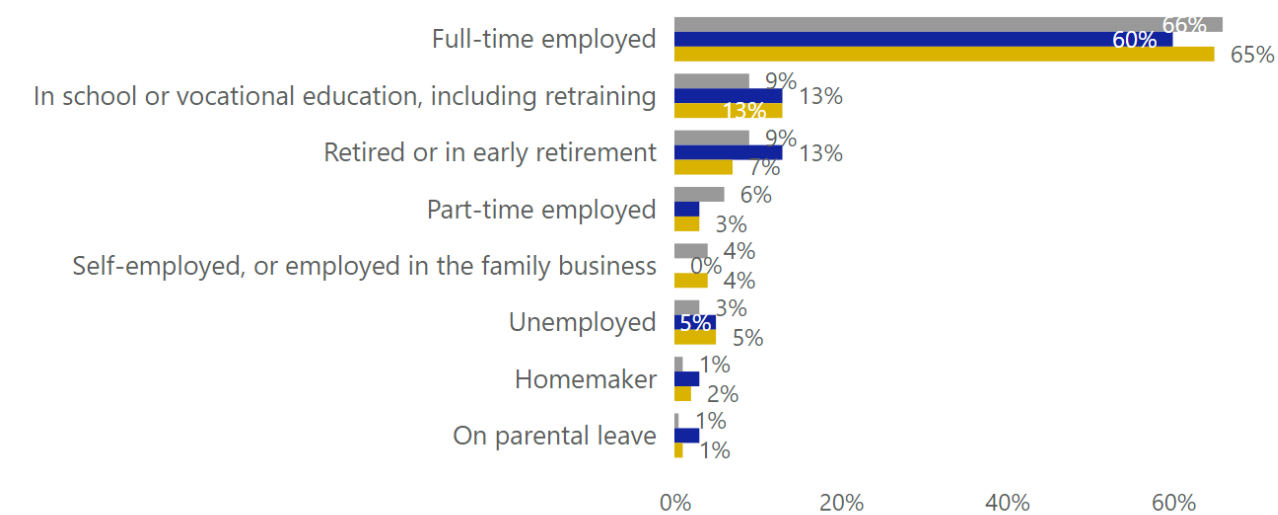
● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



Employment

Same-day visitors

● All Inbound ● Culture (excursion type) ● Museums, exhibitions (activity)



















# **Destination Awareness & Growth Potential for Culture & cultural activities segments**



# General theme interest - Culture











	Rank (*)	Number of themes surveyed	% „very interested“ in theme	% „interested“ in theme	% „interested“, Ø all themes	„Interested“ in theme, pop., mn (**)
Average Europe	11	33	37%	62%	54%	-
	9	33	33%	60%	52%	36,2
	12	33	27%	57%	53%	7,2
	10	33	32%	60%	54%	4,0
	13	33	33%	59%	53%	3,9
	15	33	27%	54%	51%	4,5
	12	33	33%	61%	55%	28,7
	10	33	35%	63%	53%	30,5
	9	38	51%	71%	57%	30,4
	9	38	45%	71%	57%	24,7
	8	21	28%	60%	47%	16,8
	8	24	33%	60%	54%	2,1
	6	24	29%	56%	51%	2,3
	8	24	26%	56%	52%	4,0
	5	24	55%	74%	60%	5,6

General interest in the respective themes when going on a holiday  
% of respondents agreeing.

(\*) Rank among all surveyed themes in respective source markets.  
(\*\*) Aged 18-75.

# Luxembourg's perceived theme competence - Culture



	Rank (*)	Number of themes surveyed	% „Luxembourg very suitable“	% „Lux. very suitable“, Ø all themes	„Luxembourg very suitable“, pop., mn (**)
Average Europe	6	26	31%	24%	-
	8	26	29%	23%	17,1
	13	26	22%	26%	2,9
	7	26	28%	22%	1,9
	4	26	33%	23%	2,2
	11	26	24%	25%	2,0
	7	26	27%	22%	12,8
	6	26	30%	22%	14,5
	3	31	36%	23%	15,4
	2	31	39%	26%	13,5
	3	10	32%	27%	9,0
	4	20	34%	27%	1,2
	6	20	28%	24%	1,2
	5	20	26%	21%	1,9
	3	20	48%	33%	3,6

Themes for which Luxembourg is considered most suitable as a holiday destination, % of respondents agreeing.

(\*) Rank among all surveyed themes in respective source markets.  
(\*\*) Aged 18-75.

*n.b. : Further information on theme interest and Luxembourg's theme competence, e.g. for past visitors and new potential visitors can be found in LFT's Brand & Potential Study report.*

General theme interest vs. Luxembourg's theme competence

Culture










(Ø 13 European source markets) - LFT target segments

	„Interested in theme“, Rank	Number of themes surveyed	„Luxembourg very suitable“, Rank	Number of themes surveyed
EXP	6	26	4	26
NLA	11	26	7	26
RS	8	26	7	26
SB	7	26	7	26
PS	8	26	10	26
LO	9	26	7	26

- Culture ranks moderately high in interest but Luxembourg's perceived competence is slightly higher. Interest for culture trips is comparatively strong in Switzerland, Germany, Denmark, UK, Spain, Italy. Luxembourg's perceived competence for culture trips is relatively strong in Austria, Italy, Spain. See previous pages for details.
- Segments like EXP and SB show strong alignment between interest and perceived suitability, with EXP ahead.

# General theme interest – Historical & Unesco heritage











	Rank (*)	Number of themes surveyed	% „very interested“ in theme	% „interested“ in theme	% „interested“, Ø all themes	„Interested“ in theme, pop., mn (**)
Average Europe	10	33	39%	62%	54%	-
	13	33	33%	58%	52%	34,9
	13	33	30%	56%	53%	7,2
	14	33	29%	58%	54%	3,8
	12	33	35%	59%	53%	3,9
	12	33	27%	57%	51%	4,7
	11	33	35%	64%	55%	29,7
	9	33	36%	63%	53%	30,5
	4	38	54%	74%	57%	31,5
	7	38	45%	72%	57%	24,9
	6	21	-	63%	47%	17,7
	10	24	34%	59%	54%	2,1
	9	24	28%	55%	51%	2,3
	7	24	28%	58%	52%	4,2
	7	24	53%	72%	60%	5,4

General interest in the respective themes when going on a holiday  
% of respondents agreeing.

(\*) Rank among all surveyed themes in respective source markets.  
(\*\*) Aged 18-75.

# Luxembourg's perceived theme competence - Historical & Unesco heritage



	Rank (*)	Number of themes surveyed	% „Luxembourg very suitable“	% „Lux. very suitable“, Ø all themes	„Luxembourg very suitable“, pop., mn (**)
Average Europe	11	26	26%	24%	-
	11	26	24%	23%	14,2
	18	26	21%	26%	2,7
	13	26	20%	22%	1,3
	11	26	23%	23%	1,5
	17	26	22%	25%	1,8
	13	26	23%	22%	10,6
	12	26	23%	22%	10,9
	11	31	27%	23%	11,7
	10	31	32%	26%	11,1
	7	20	28%	27%	1,0
	9	20	25%	24%	1,0
	9	20	21%	21%	1,5
	6	20	42%	33%	3,2

Themes for which Luxembourg is considered most suitable as a holiday destination, % of respondents agreeing.

(\*) Rank among all surveyed themes in respective source markets.  
(\*\*) Aged 18-75.

n.b. : Further information on theme interest and Luxembourg's theme competence, e.g. for past visitors and new potential visitors can be found in LFT's Brand & Potential Study report.

# General theme interest vs. Luxembourg's theme competence

## Historical & Unesco heritage



(Ø 13 European source markets) - LFT target segments

	„Interested in theme“, Rank	Number of themes surveyed	„Luxembourg very suitable“, Rank	Number of themes surveyed
EXP	5	26	8	26
NLA	9	26	10	26
RS	9	26	11	26
SB	6	26	12	26
PS	11	26	12	26
LO	8	26	12	26

- Historical & Unesco heritage ranks marginally higher in interest as a holiday type than culture overall, but Luxembourg's perceived competence is lower. Interest for Historical & Unesco heritage trips is comparatively strong in UK, Sweden, Italy. Luxembourg's perceived competence for Historical & Unesco heritage trips is relatively strong in Germany, Spain. See previous pages for details.
- There's a gap between interest and perceived suitability, especially among EXP and SB segments.





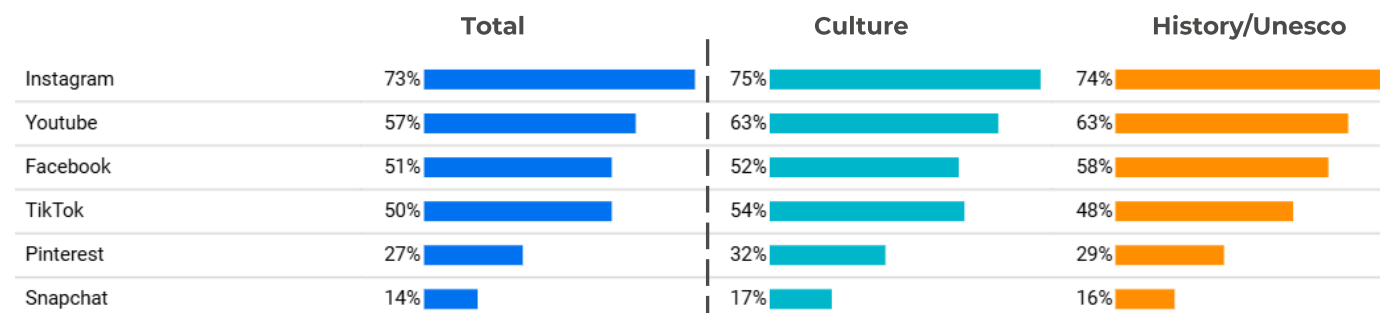
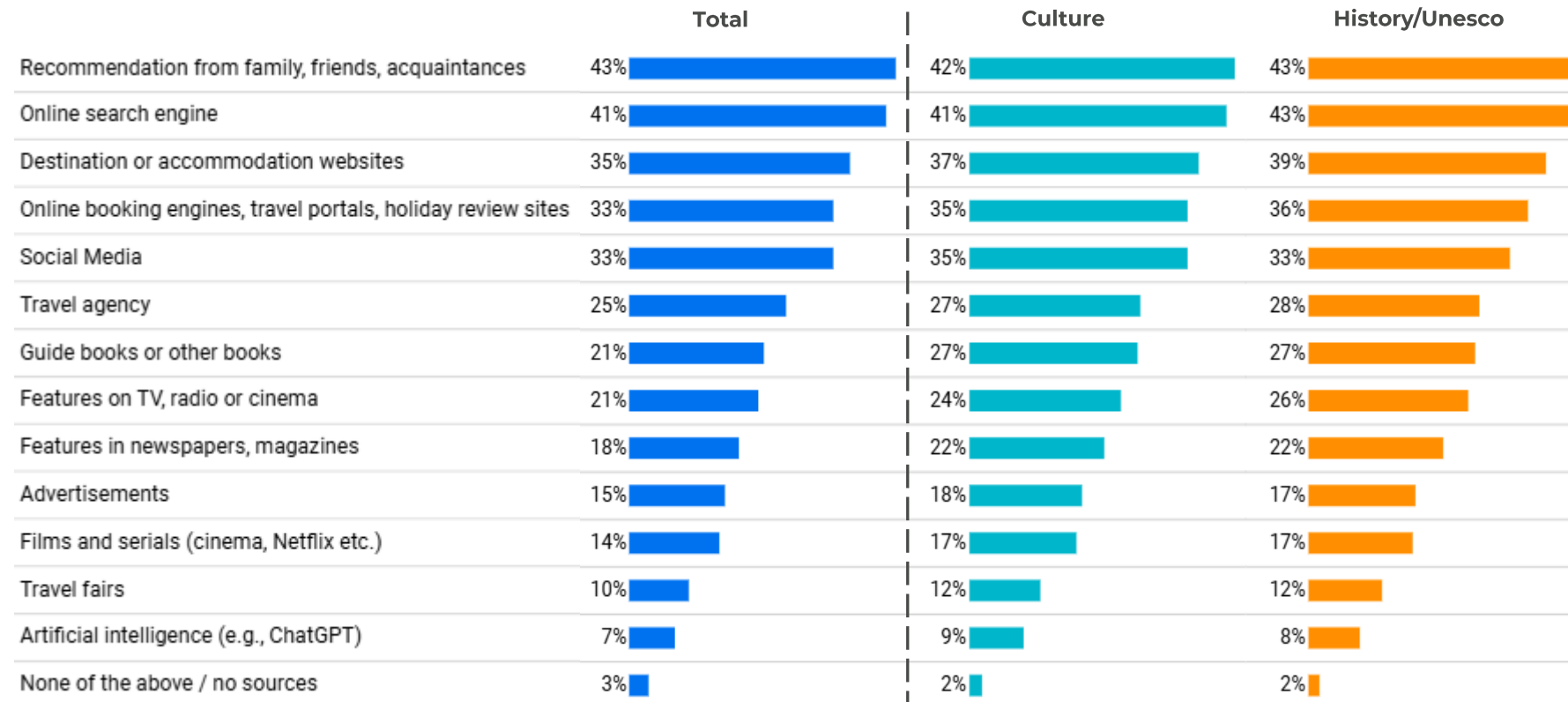
# **Trip organisation and preferences of Culture & cultural activities segments**

# Trip organisation and preferences (1)

— Average **European source markets**, total vs. cultural travellers



## Preferred sources of travel inspiration

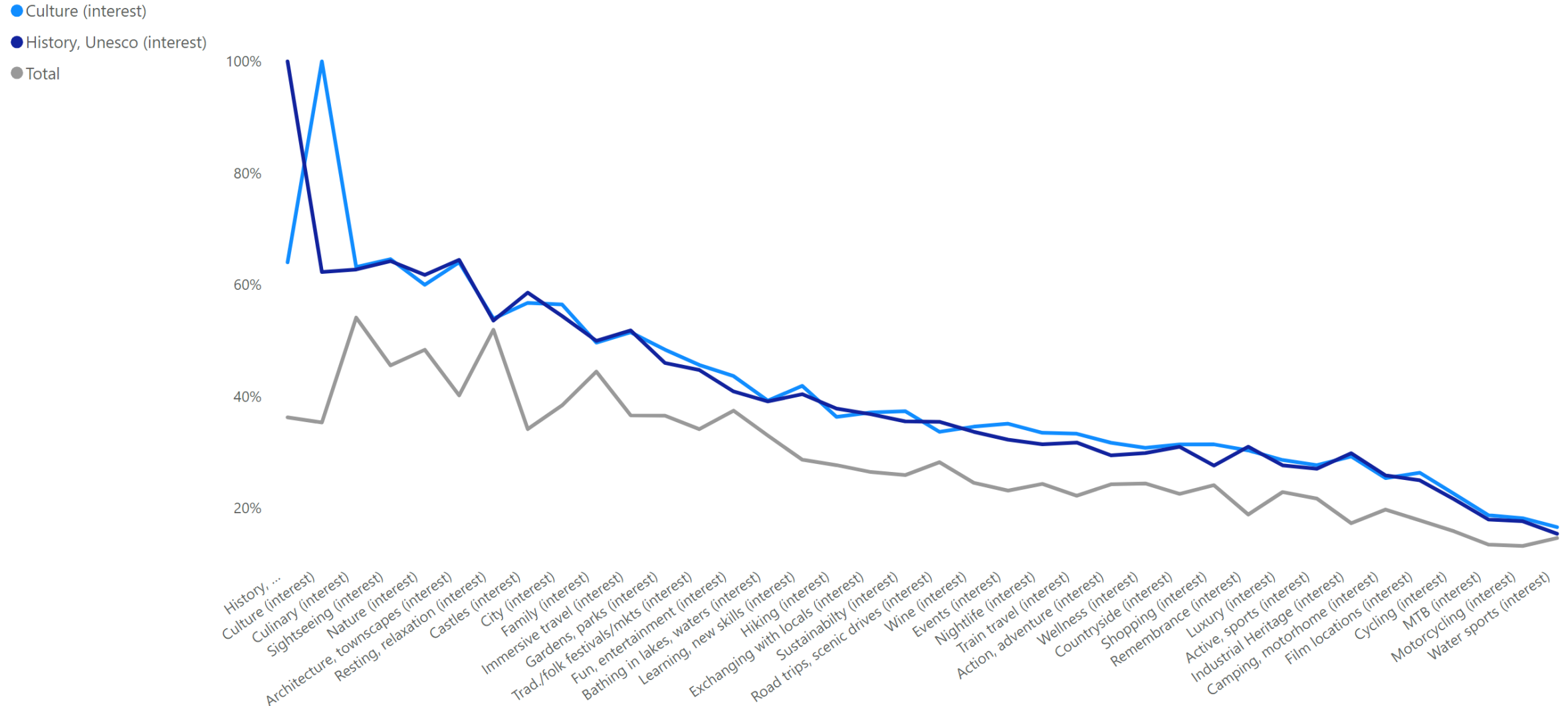


# Trip organisation and preferences (2)

— Average **European source markets**, total vs. cultural travellers



**General theme interest (when going on a holiday) :  
other themes that travellers interested in cultural travel are also interested in, vs. all travellers**

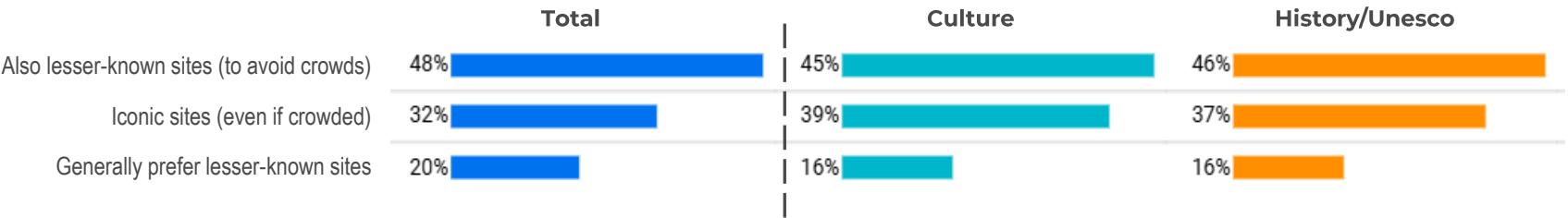


# Trip organisation and preferences (3)

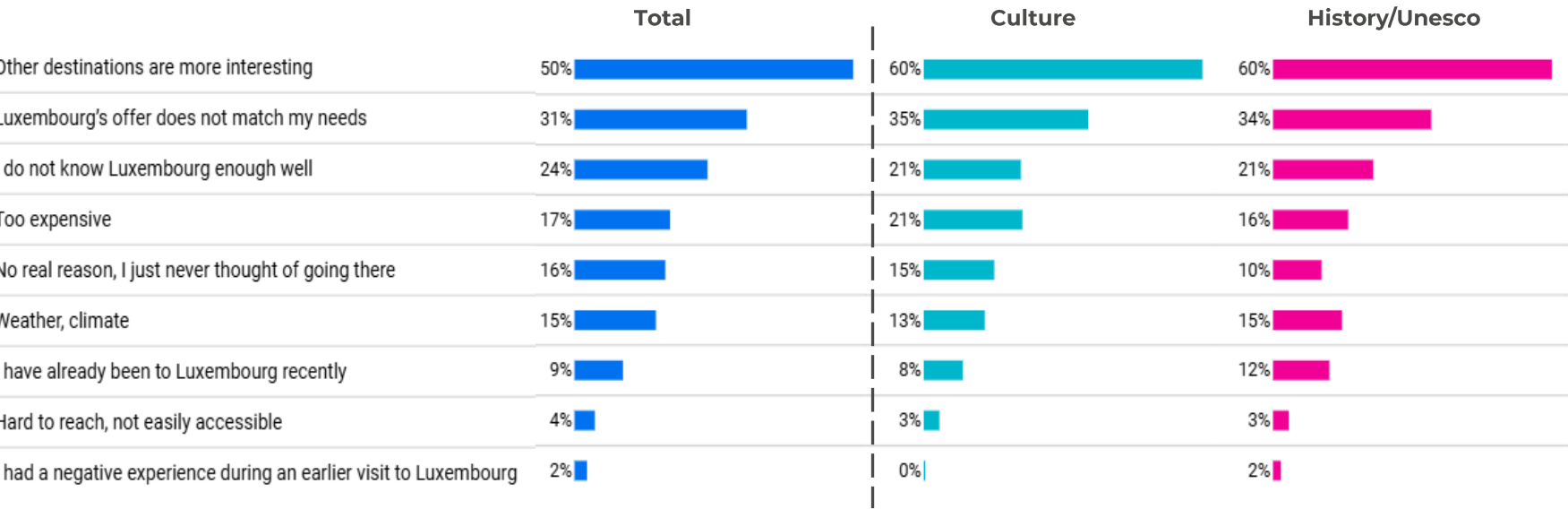
— Average **European source markets**, total vs. cultural travellers



## General preference for visiting iconic vs. lesser-known sites



## Reasons for not considering Luxembourg as a destination



(\*) During last outbound holiday trip .

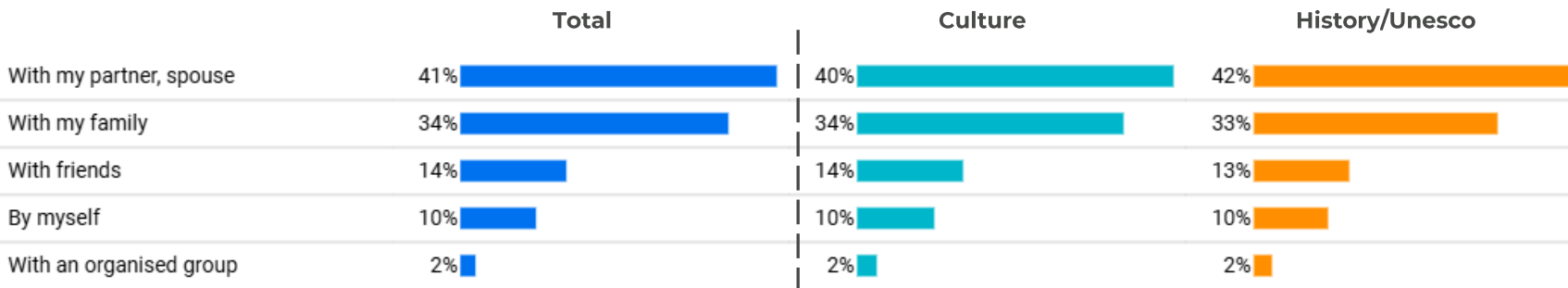
(\*) During last outbound holiday trip .  
(\*\*) During last outbound holiday trip: had travelled to a destination never visited before.

# Trip organisation and preferences (4)

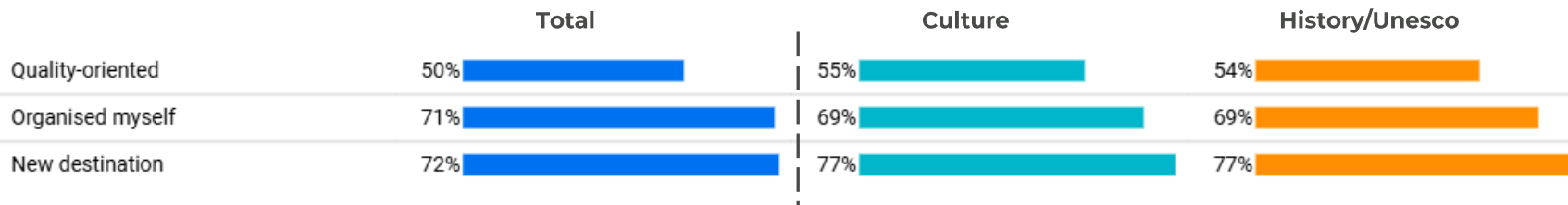
— Average **European source markets**, total vs. cultural travellers



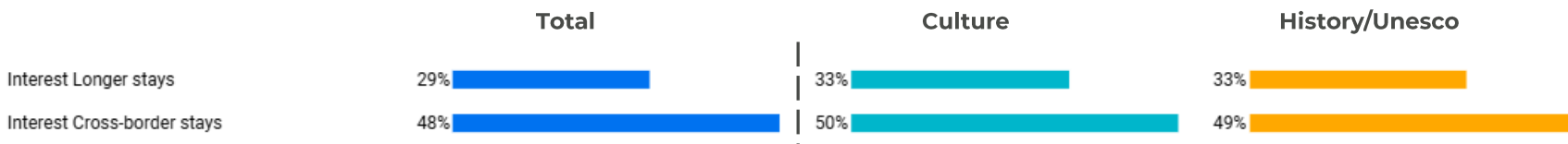
## Travel party (\*)



## Quality orientation, self-organisation (\*), new destination (\*\*)



## Interest for longer stays and cross-border stays to Luxembourg (in case of general travel intent)



(\*) During last outbound holiday trip .

(\*) During last outbound holiday trip .  
(\*\*) During last outbound holiday trip: had travelled to a destination never visited before.



## Your contact

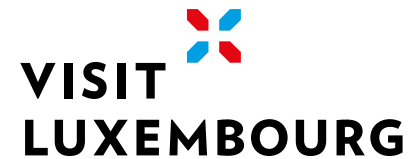


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