



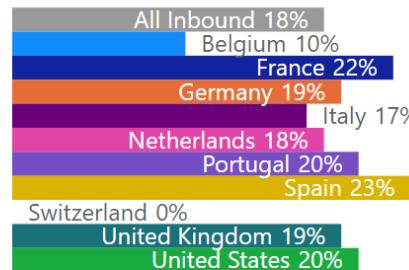
Luxembourg for Tourism
**Theme profile
EVENTS 2024**



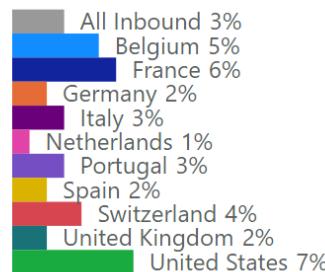
Market size of Events segment

Please note: Due to smaller visitors with trips dedicated to a specific event i.e. the event being the main purpose of the trip, the category is emitted for some visuals. This applies to visitors with overnight as well as same-day visitors. Numbers concerning these groups are rather indicative.

Concerts, festivals, cultural events, tradition...



Specific event (e.g. concert, festival, exhib...



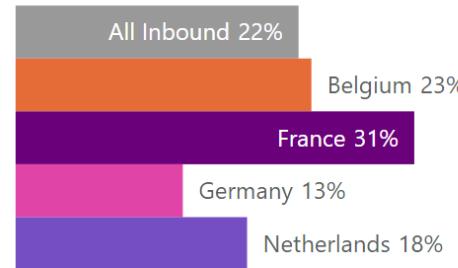
0% 10% 20%

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

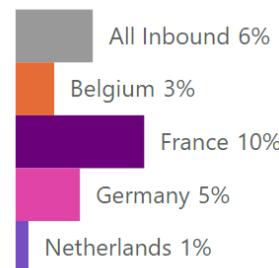


- Spain and France show the highest share of visitors with concerts and festivals being a part of their holiday.
- Regarding events as purpose of the trip, the US show the highest percentage.

Concerts, festivals, cultural events, traditi...



Specific event (e.g. concert, festival, exhibi...



0%

20%

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

**Concerts,
festivals
(excurs. activity)**
806.000
**(22%
of inbound
same-day
leisure trips to
Luxembourg)**

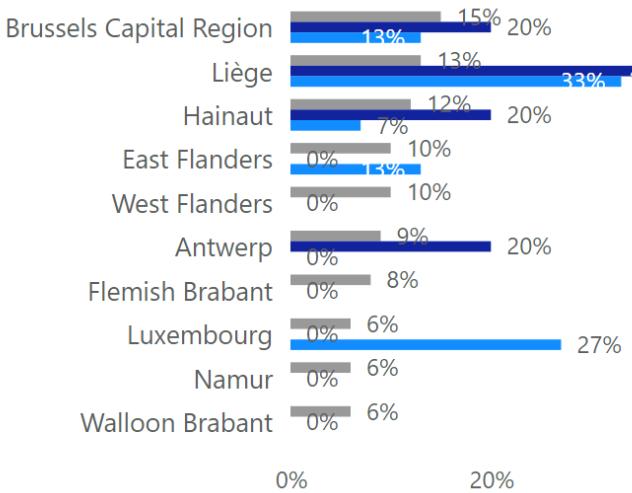
**Events
(trip purpose)**
220.000
**(6%
of inbound
same-day
leisure trips to
Luxembourg)**

- For same-day visitors, France has the highest share of event-related visits (either activity or main purpose).

Region of origin (BE)

Visitors with overnight

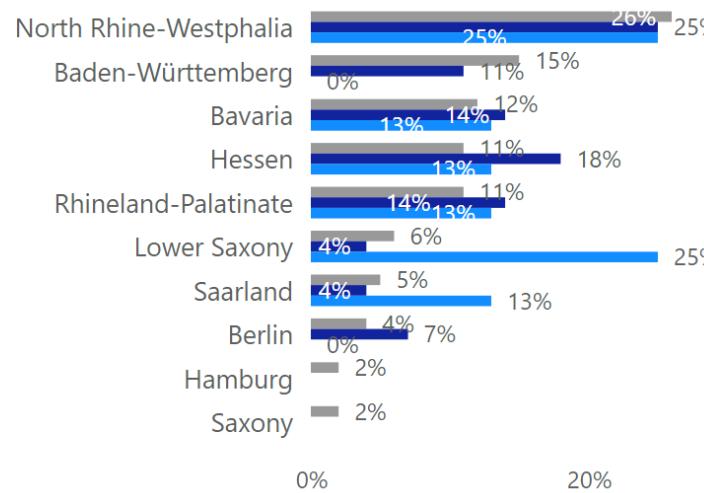
● All Inbound ● Concerts, festivals (activity) ● Special event (main...)



Region of origin (DE)

Visitors with overnight

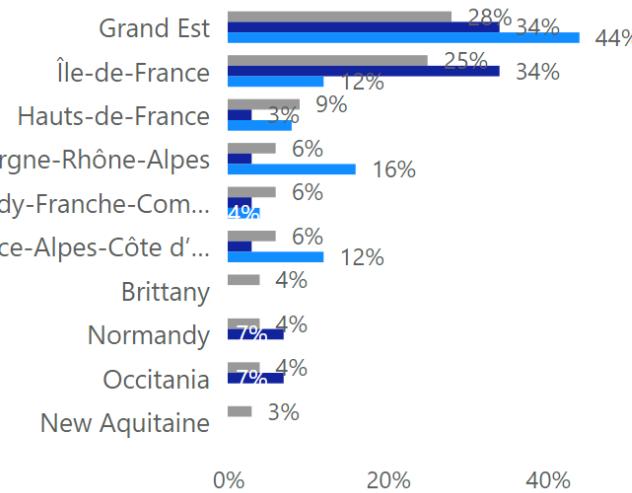
● All Inbound ● Concerts, festivals (activity) ● Special event (main...)



Region of origin (FR)

Visitors with overnight

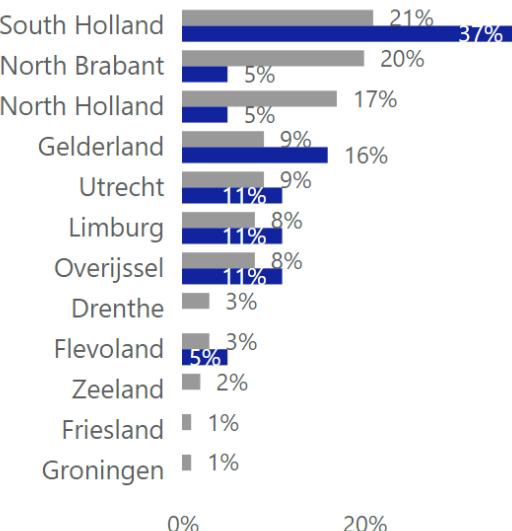
● All Inbound ● Concerts, festivals (activity) ● Special event (main...)



Region of origin (NL)

Visitors with overnight

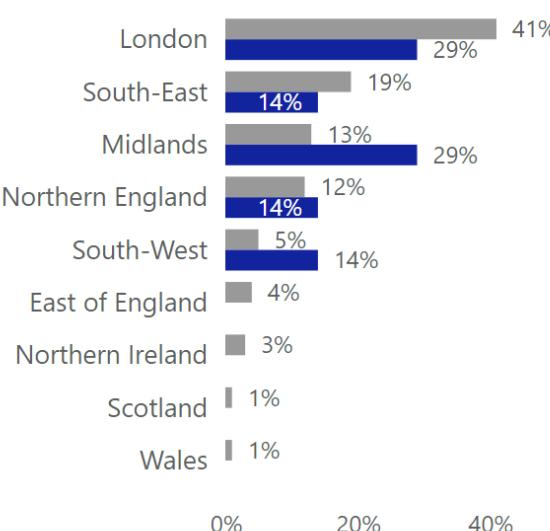
● All Inbound ● Concerts, festivals (activity)



Region of origin (UK)

Visitors with overnight

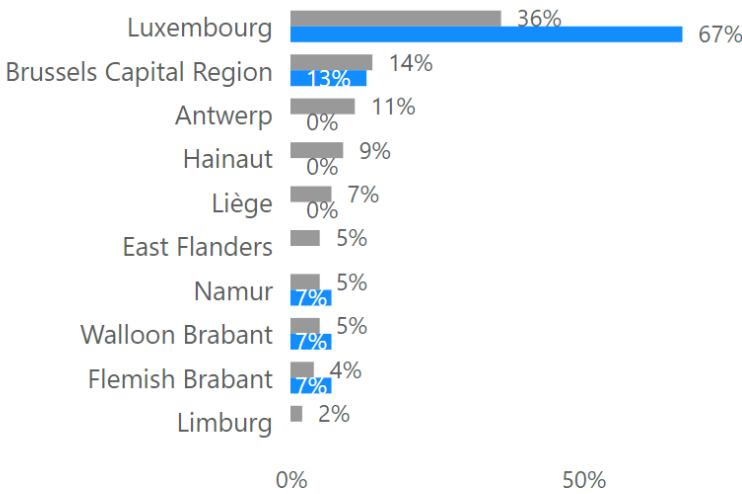
● All Inbound ● Concerts, festivals (activity)



Region of origin (BE)

Same-day visitors

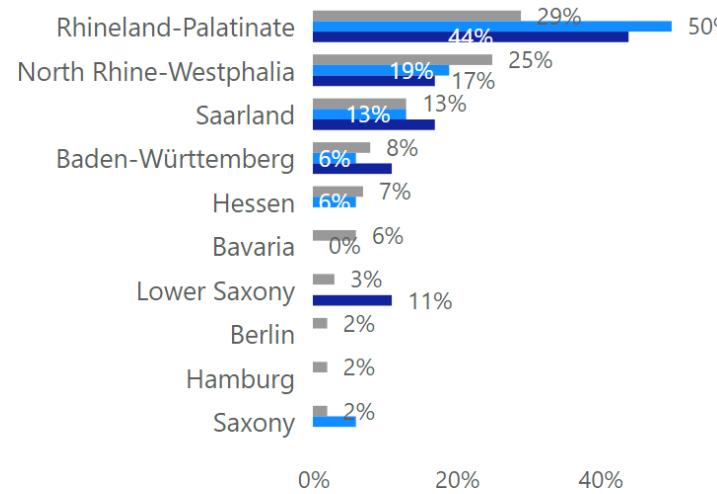
● All Inbound ● Concerts, festivals (activity)



Region of origin (DE)

Same-day visitors

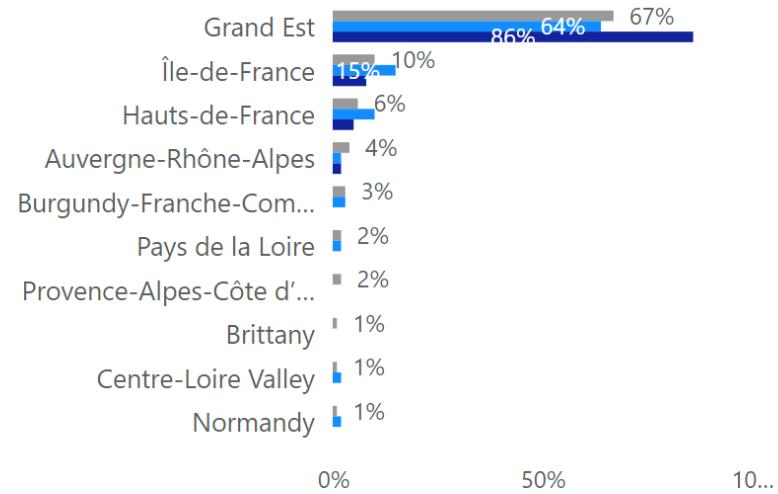
● All Inbound ● Concerts, festivals (activity) ● Special event (main...)



Region of origin (FR)

Same-day visitors

● All Inbound ● Concerts, festivals (activity) ● Special event (main...)



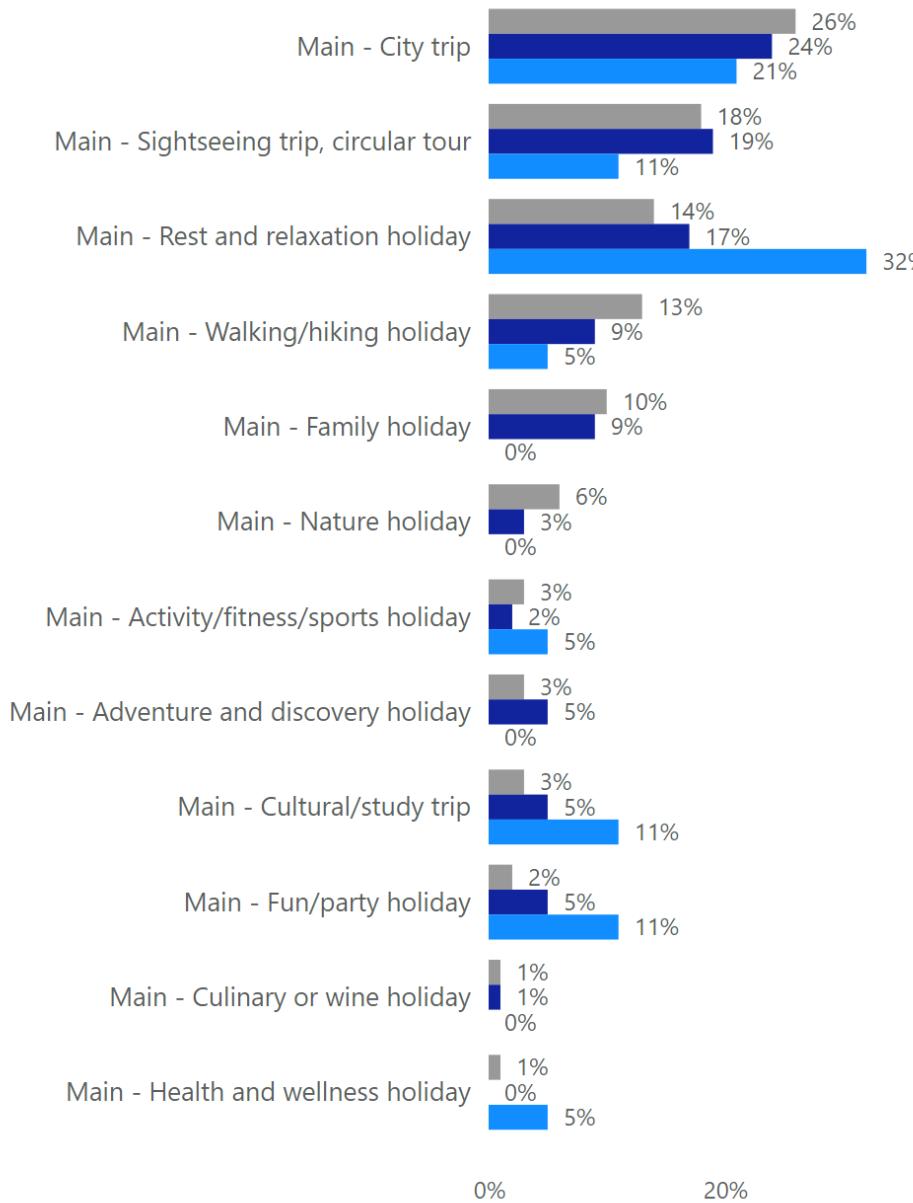


Travel behaviour of leisure visitors in Luxembourg with Concerts & festivals as a holiday activity and Special Events as travel purpose

Main holiday types

Visitors with overnight

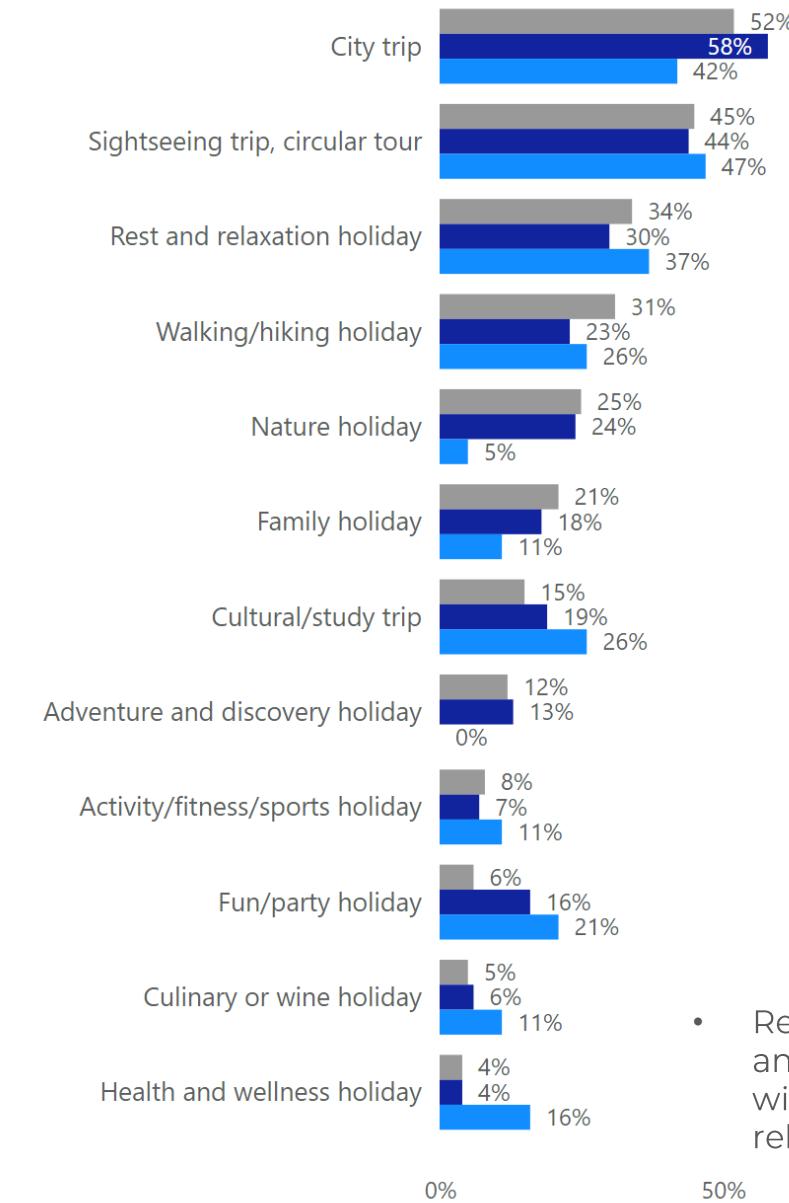
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



All holiday types

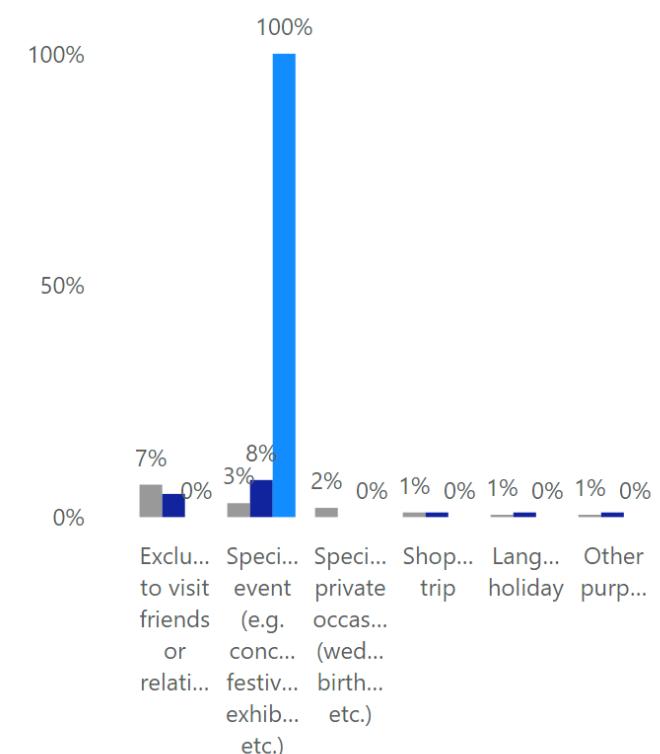
Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Main purpose of overnight trip (if not holiday)

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

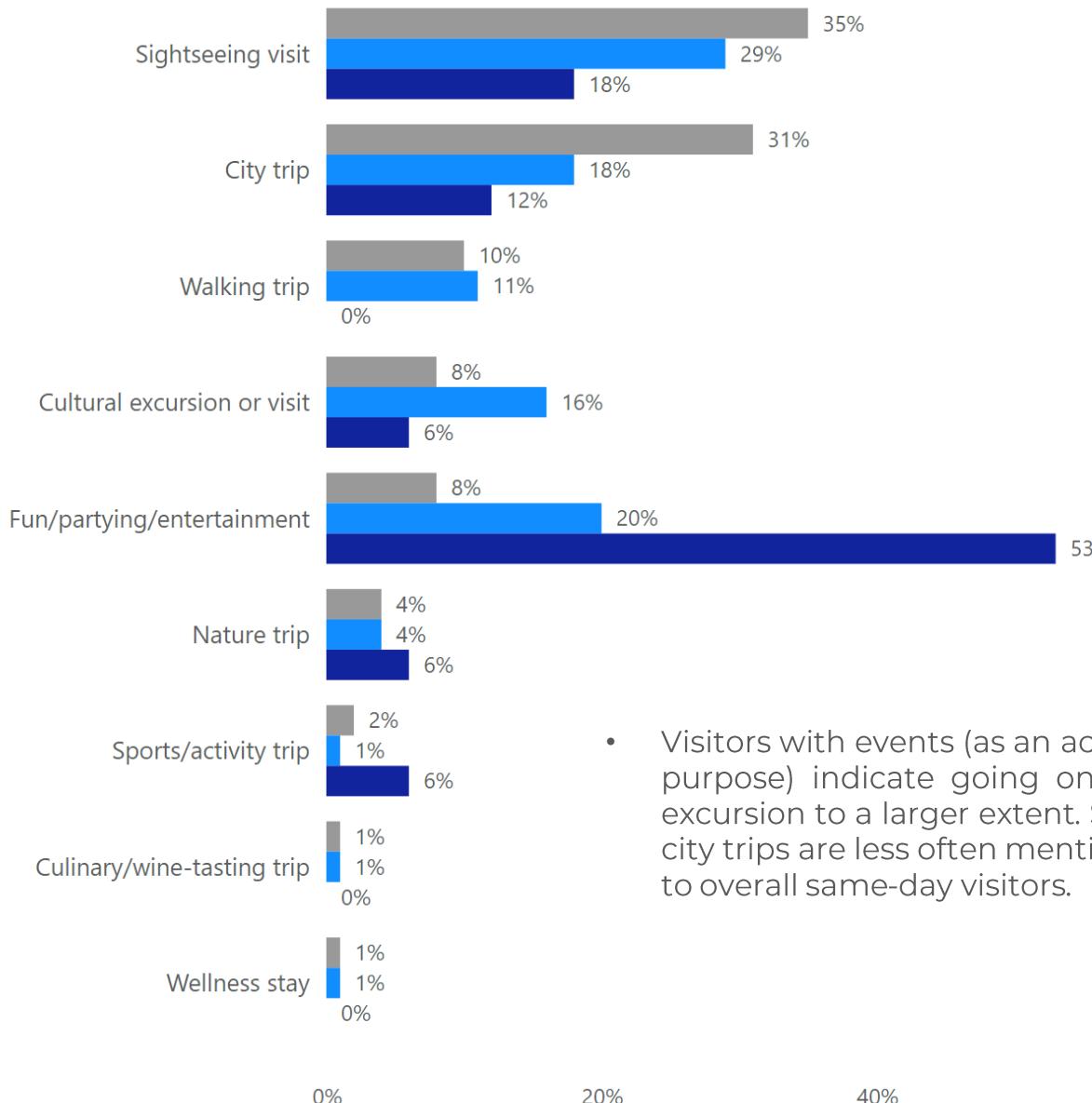


- Relaxation as well as fun/party and culture and wellness holidays are often paired with events. Nature, family and hiking-related vacations are less mentioned.

Type of excursion

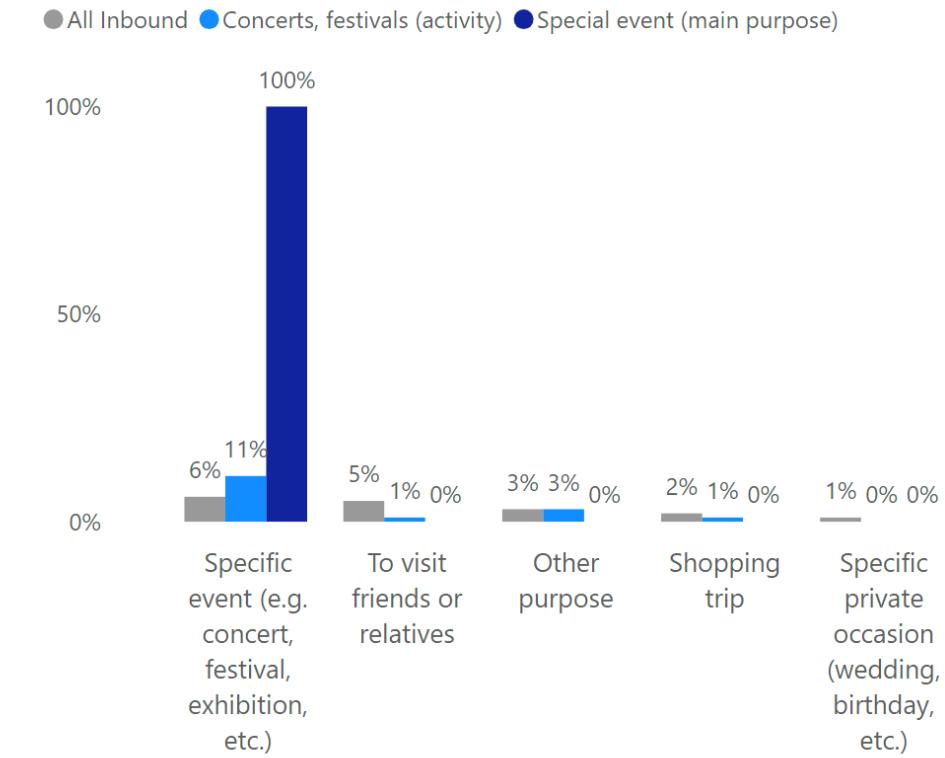
Same-day visitors

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



- Visitors with events (as an activity or as main purpose) indicate going on a fun/partying excursion to a larger extent. Sightseeing and city trips are less often mentioned compared to overall same-day visitors.

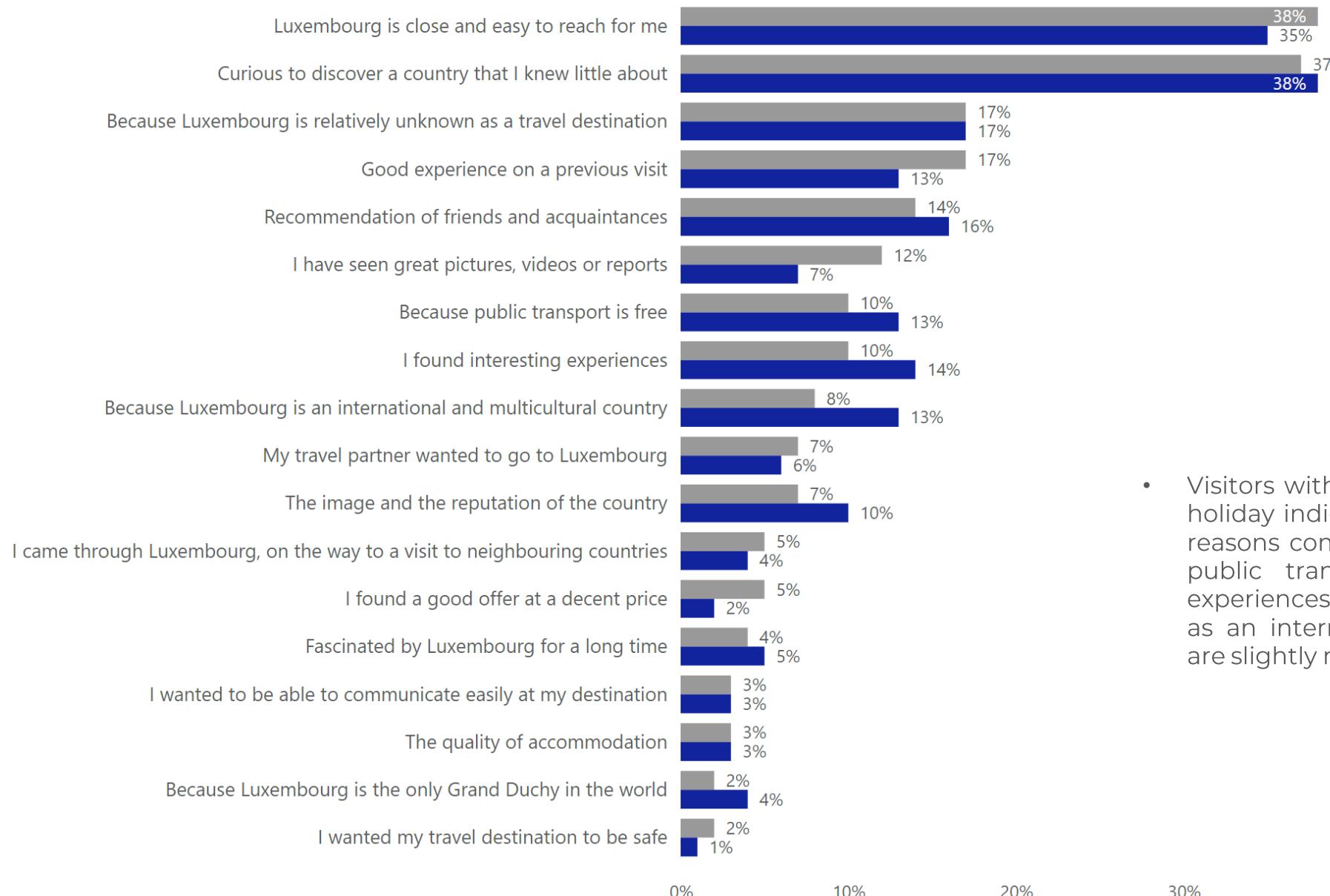
Main purpose of excursion (if not day trip)



Reasons for choosing Luxembourg

Visitors with overnight

● All Inbound ● Concerts, festivals (activity)

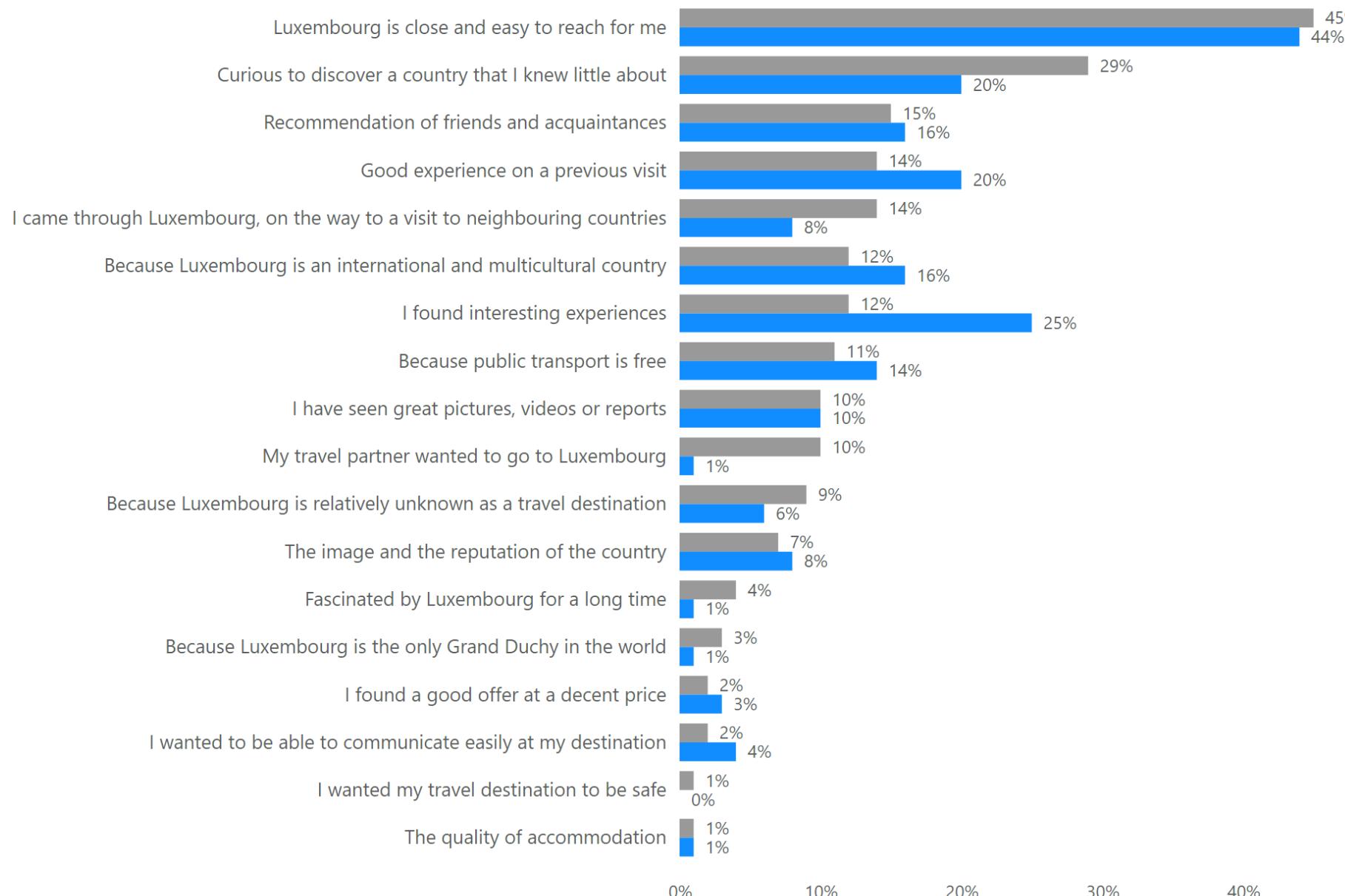


- Visitors with events as an activity during their holiday indicate similar shares for the different reasons compared to all inbound visitors. Free public transport, having found interesting experiences as well as perceiving Luxembourg as an international and multicultural country are slightly more often cited as reasons.

Reasons for choosing Luxembourg

Same-day visitors

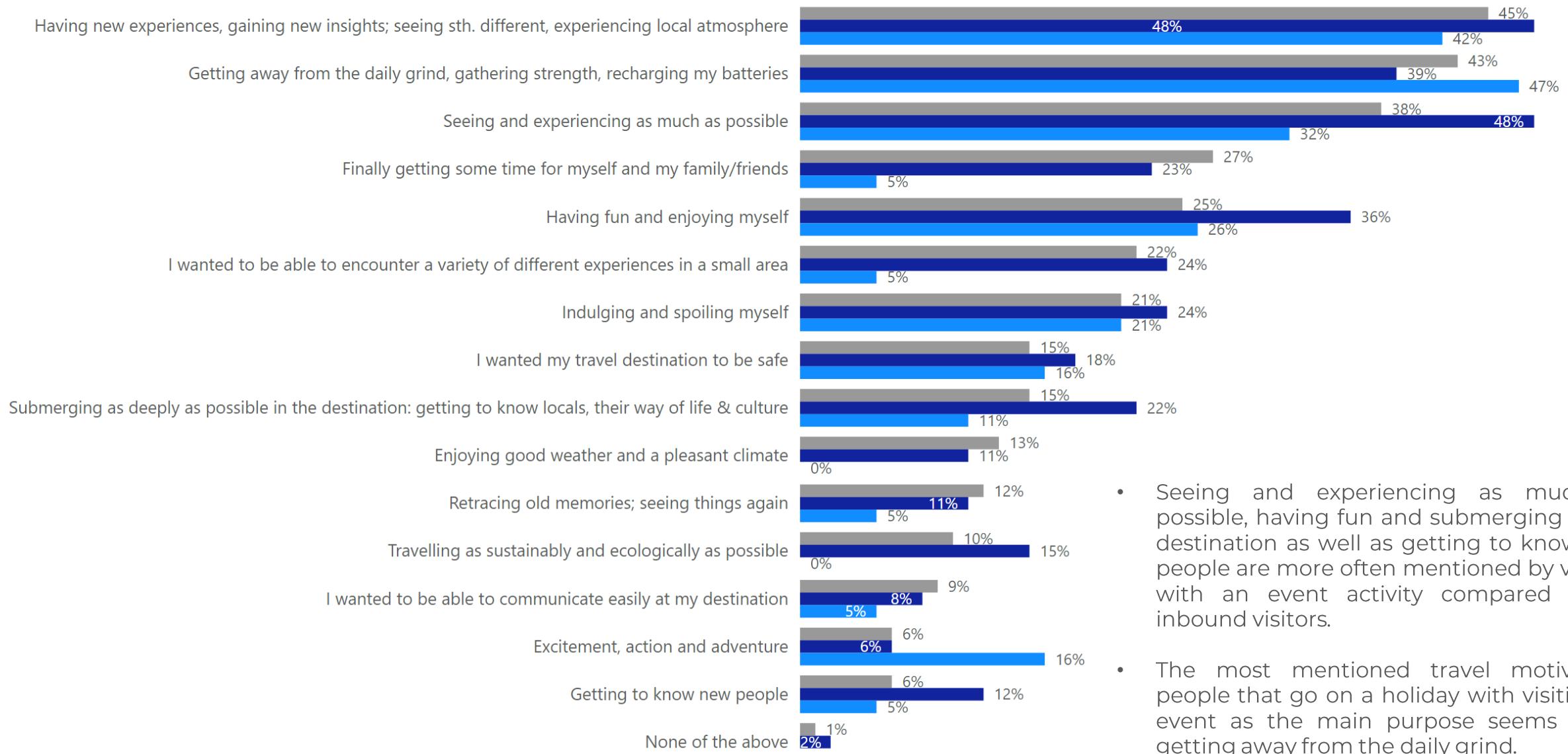
● All Inbound ● Concerts, festivals (activity)



Travel motives

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

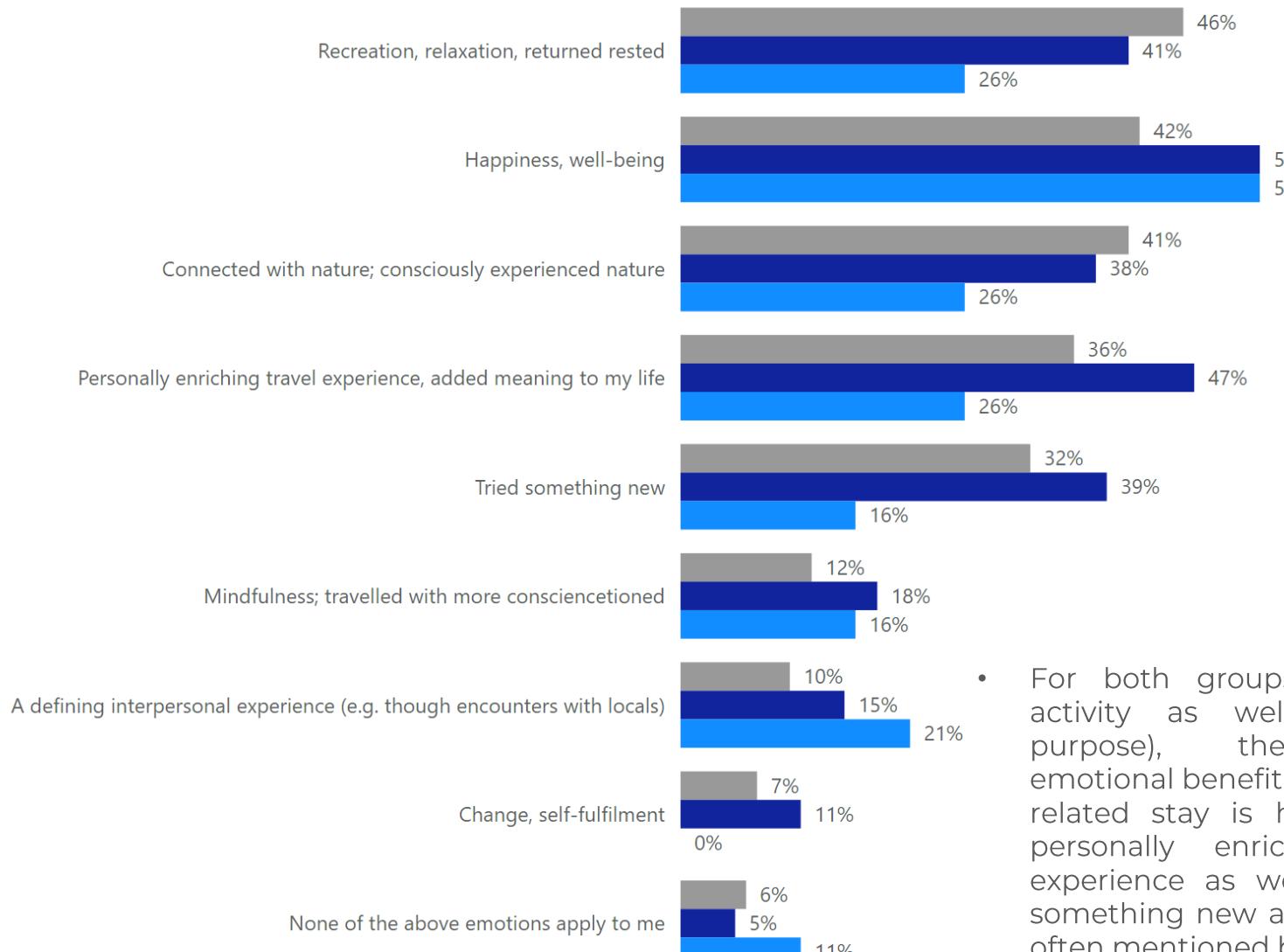


- Seeing and experiencing as much as possible, having fun and submerging in the destination as well as getting to know new people are more often mentioned by visitors with an event activity compared to all inbound visitors.
- The most mentioned travel motive for people that go on a holiday with visiting an event as the main purpose seems to be getting away from the daily grind.

Emotional benefits experienced during stay

Visitors with overnight

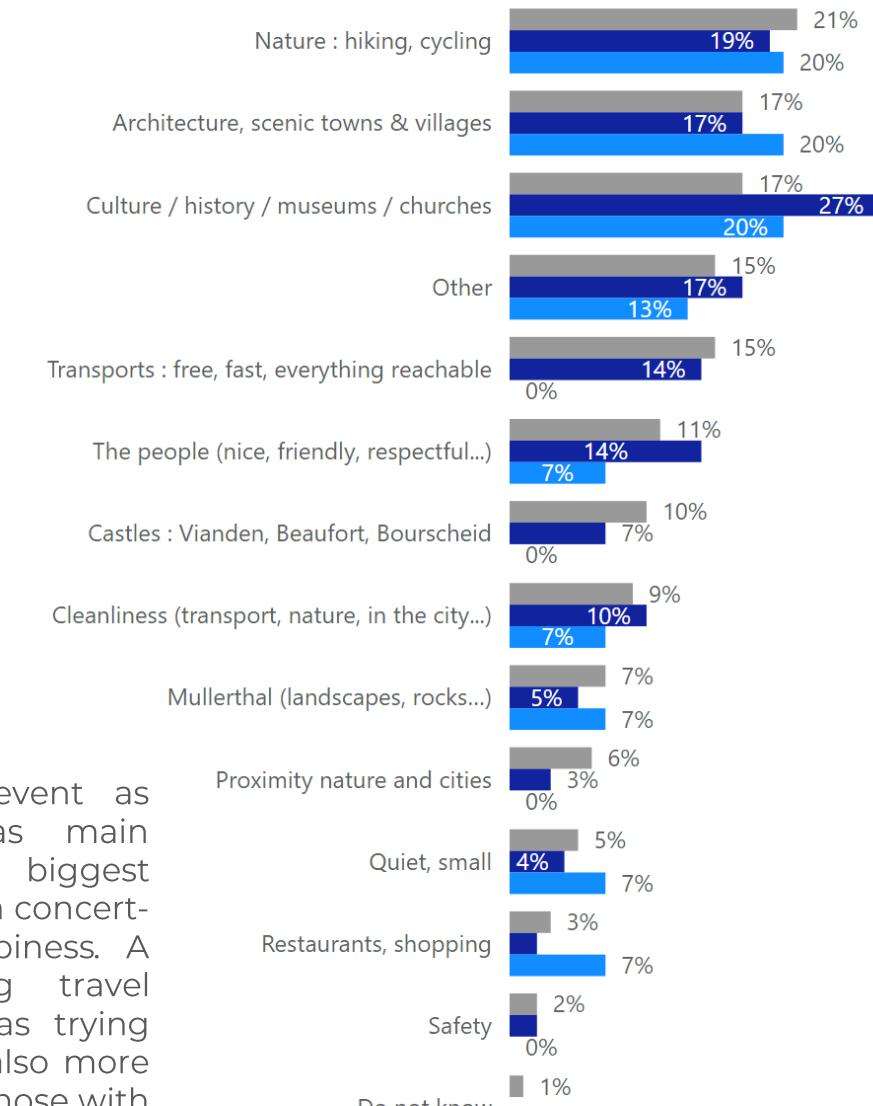
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Particularly positive experience during stay (open question)

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

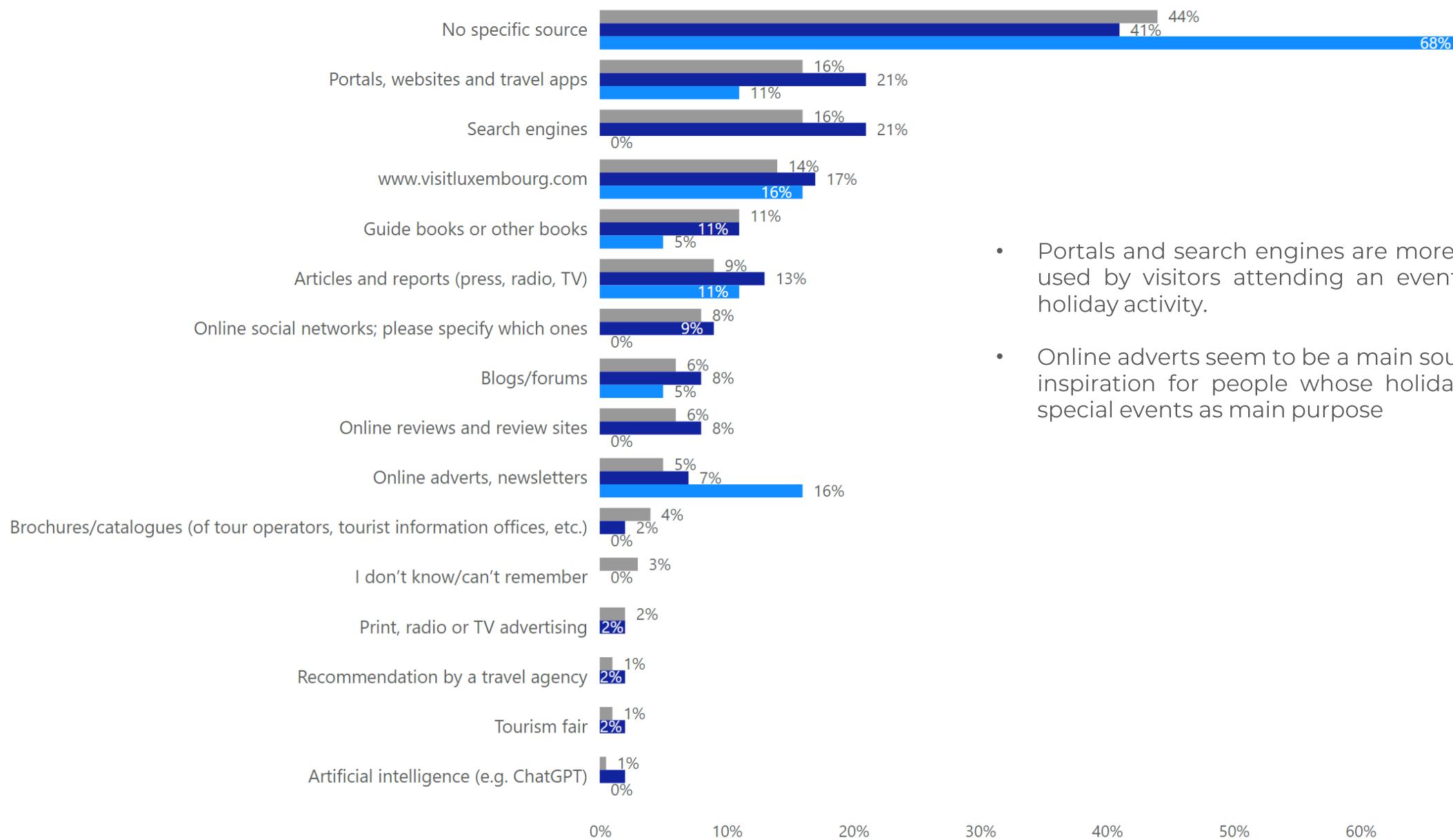


- For both groups (event as activity as well as main purpose), the biggest emotional benefit of a concert-related stay is happiness. A personally enriching travel experience as well as trying something new are also more often mentioned by those with events as an activity.

Inspiration sources

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

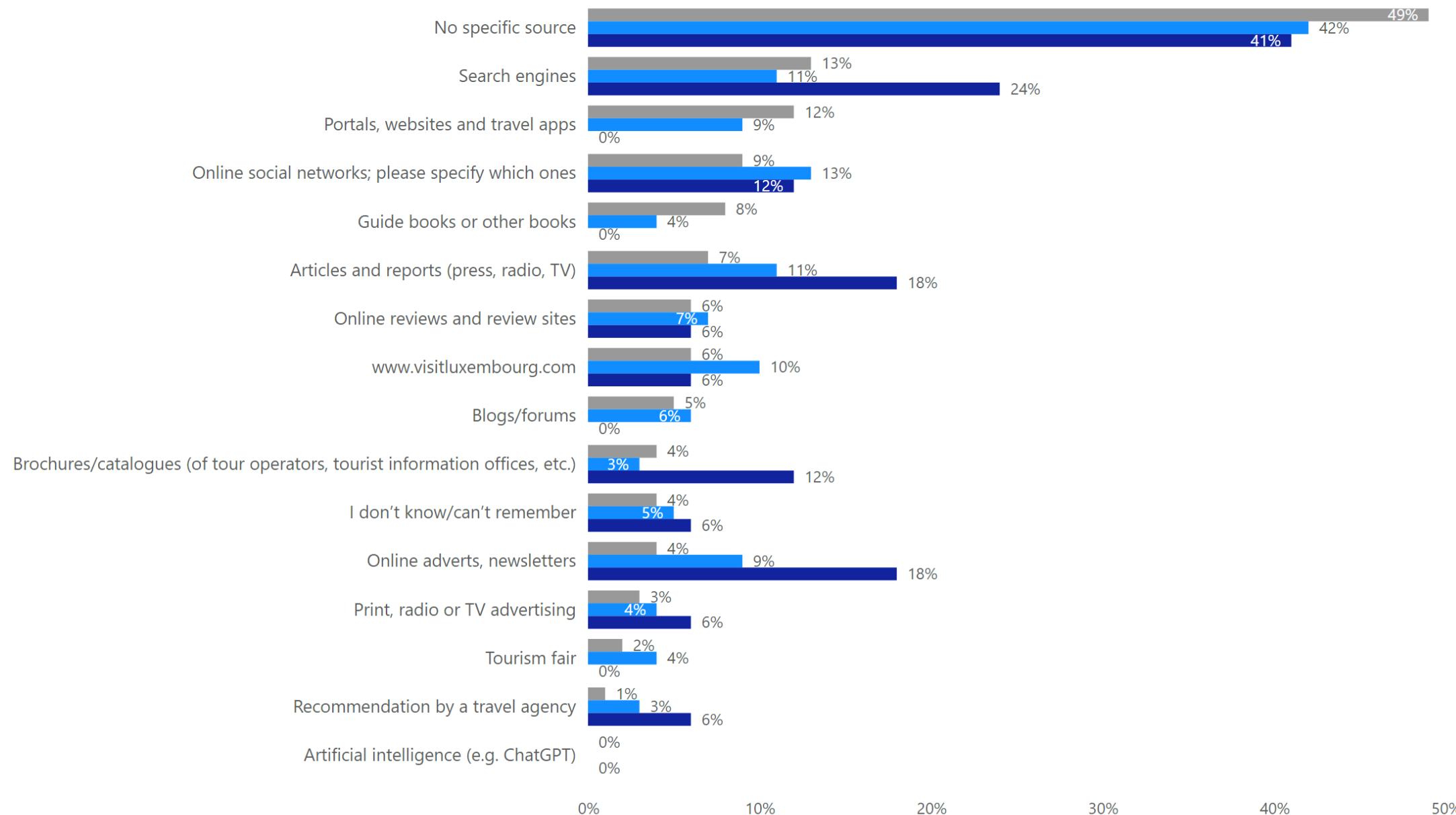


- Portals and search engines are more often used by visitors attending an event as a holiday activity.
- Online adverts seem to be a main source of inspiration for people whose holiday had special events as main purpose

Inspiration sources

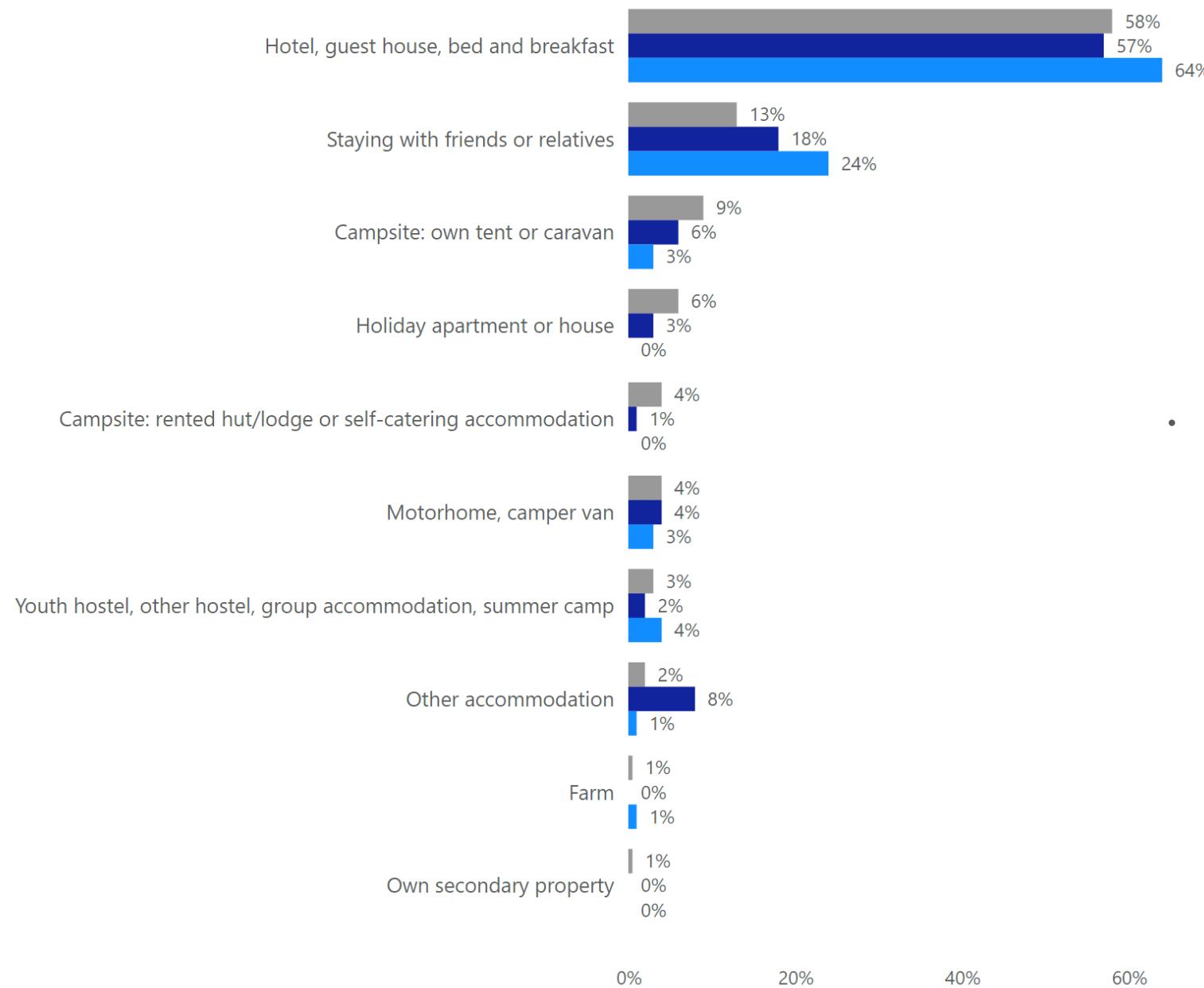
Same-day visitors

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Type of accommodation

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

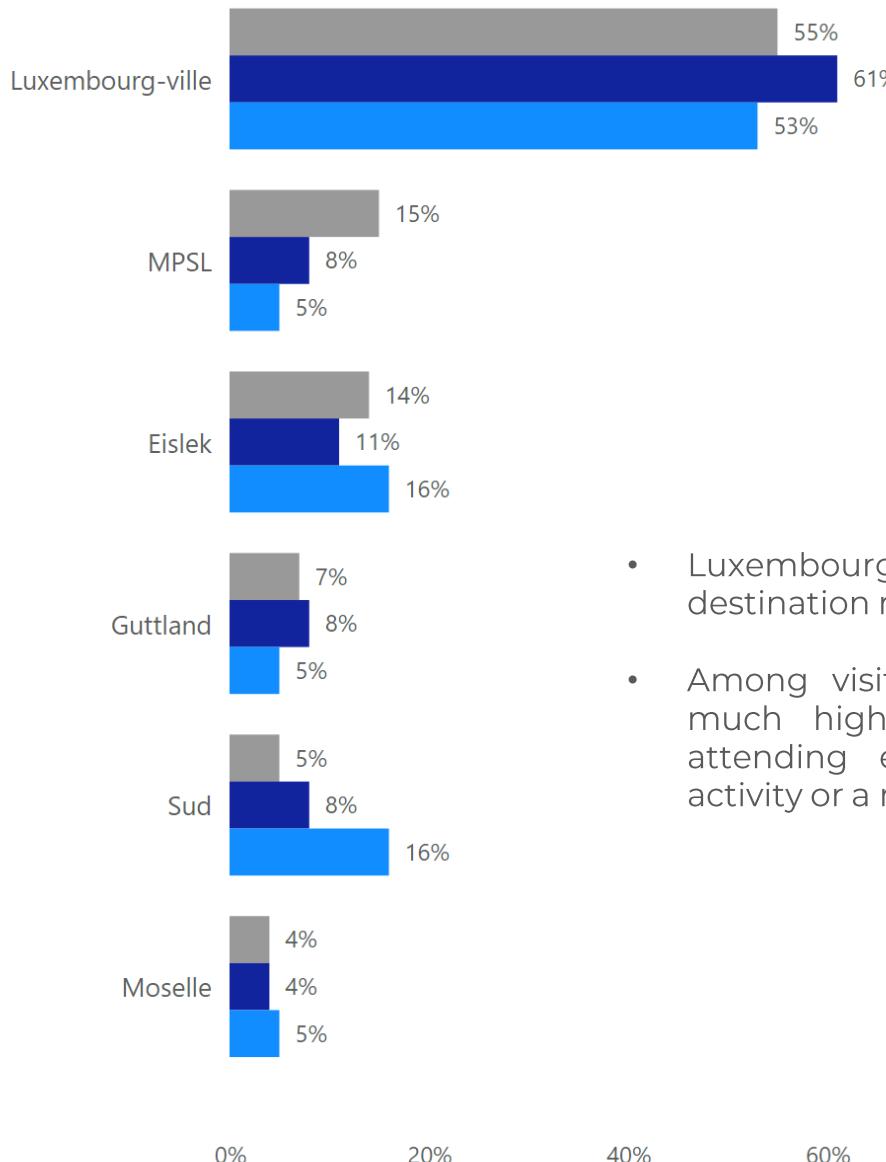


- Hotels are the most used accommodation type for overall event visitors. Staying with friends is also more often mentioned than by overall visitors.

Destination region

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

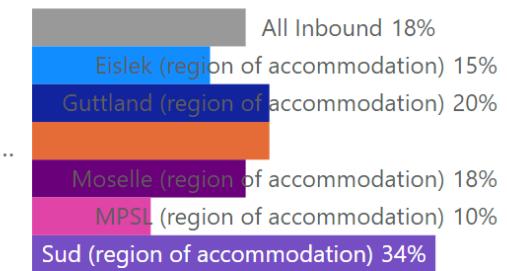


- Luxembourg City prevails as the main destination region for event visitors.
- Among visitors staying in the South, a much higher share than average are attending events (either as a holiday activity or a main purpose of the trip).

Shares by destination region

Visitors with overnight

Concerts, festivals, cultural events, tradition...



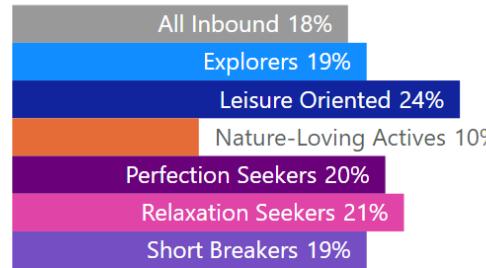
Specific event (e.g. concert, festival, exhib...



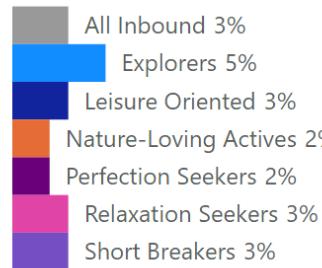
Shares by target segments

Visitors with overnight

Concerts, festivals, cultural events, traditional...



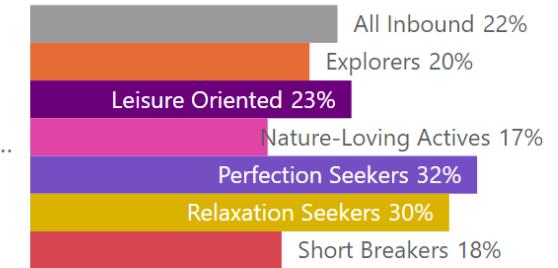
Specific event (e.g. concert, festival, exhibition)



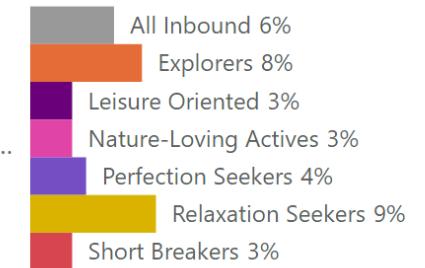
Shares by target segments

Same-day visitors

Concerts, festivals, cultural events, traditional...



Specific event (e.g. concert, festival, exhibition)



- Leisure Oriented (for concerts) and Explorers (for specific events) are most keen on attending events during their overnight stays in Luxembourg.
- Perfection Seekers as well as Relaxation Seekers show the highest shares of event visits among same-day visitors.

0%

10%

20%

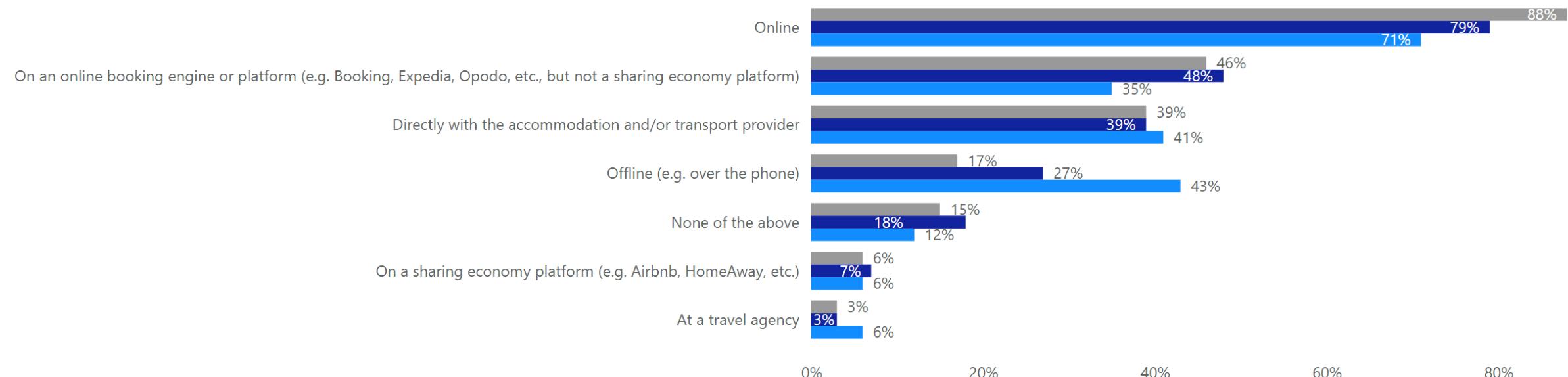
0%

20%

Booking channels

Visitors with overnight

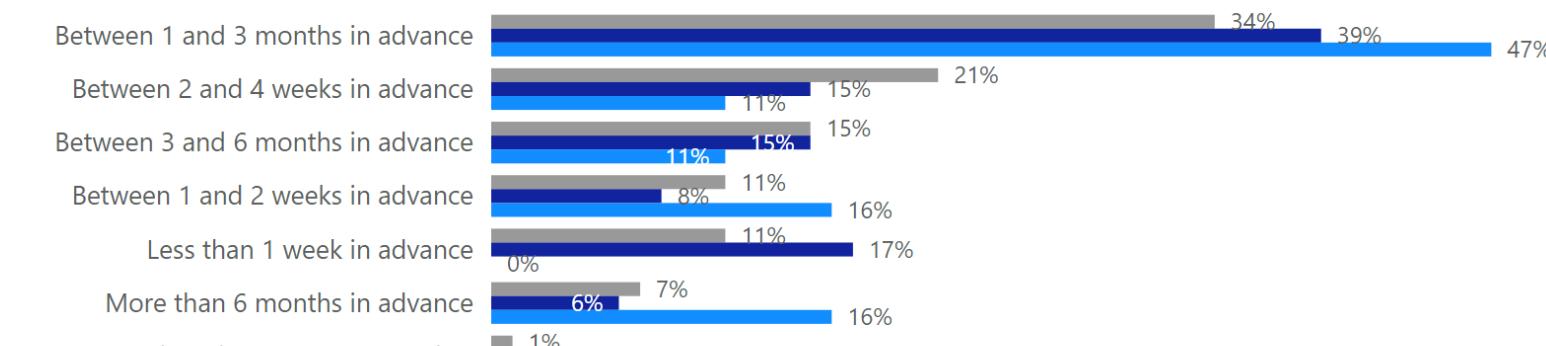
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Decision moment

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

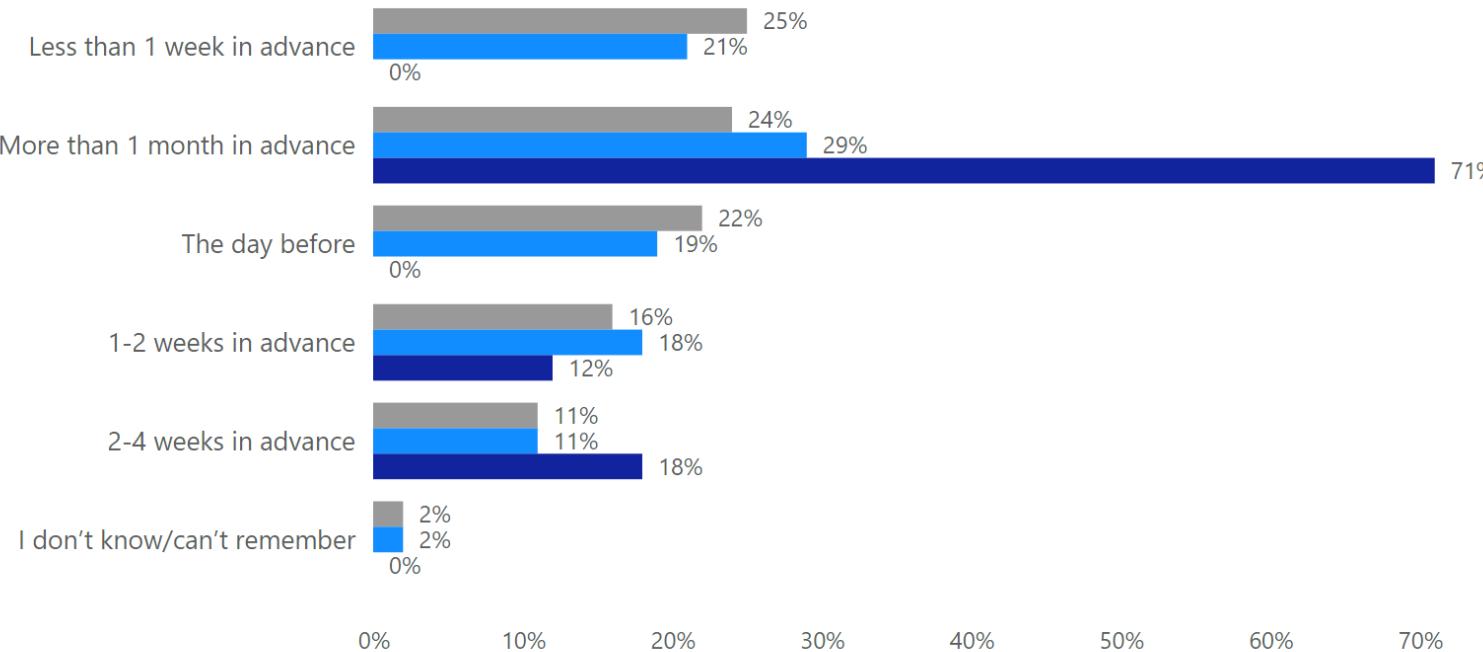


- Most event-related visitors book online, but the share is relatively lower than for overall visitors.
- For visitors attending a special event as the main purpose of their trip, the highest shares regarding the decision moment are seen between 1 and 3 months in advance.
- Those who include an event in their holiday also most often decide between 1 and 3 month prior but a relatively high number also decide last minute.

Decision moment

Same-day visitors

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

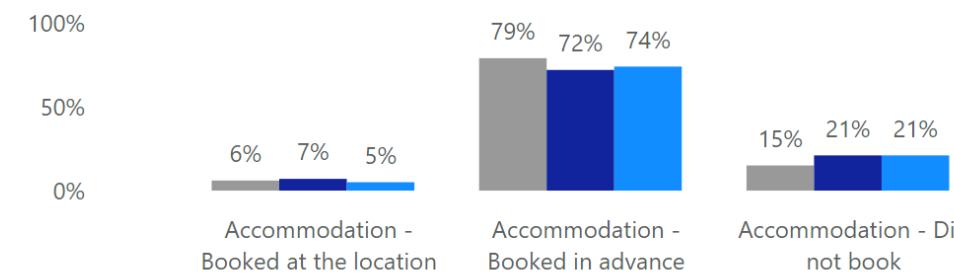


- If the main purpose of the excursion is a special event, most same-day visitors decide more than 1 month in advance. As for visitors with overnight, this may be attributed to the need to make a reservation for those special events. Excursions with a visits to concerts or festivals as an activity do not differ significantly from overall same-day visits in terms of decision moment.

Booking of travel items

Accommodation

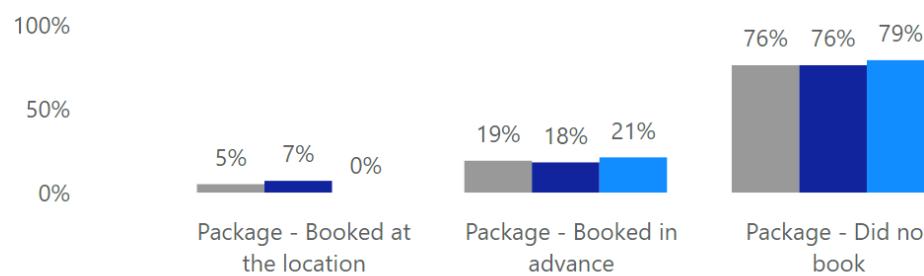
Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Booking of travel items

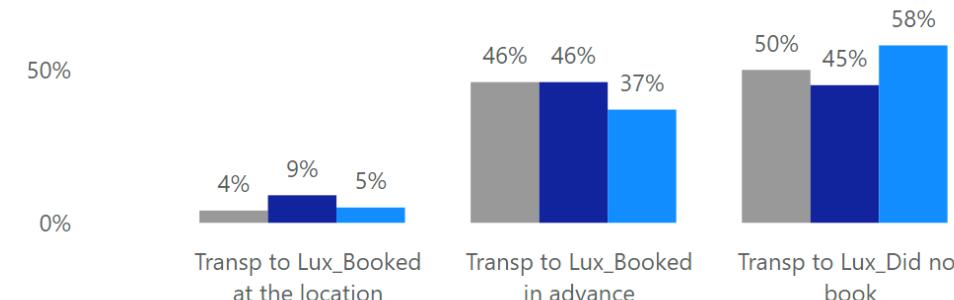
Package

Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



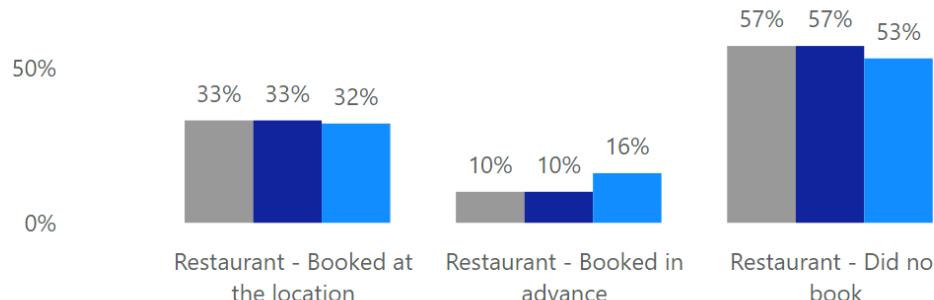
Transport to Luxembourg

Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



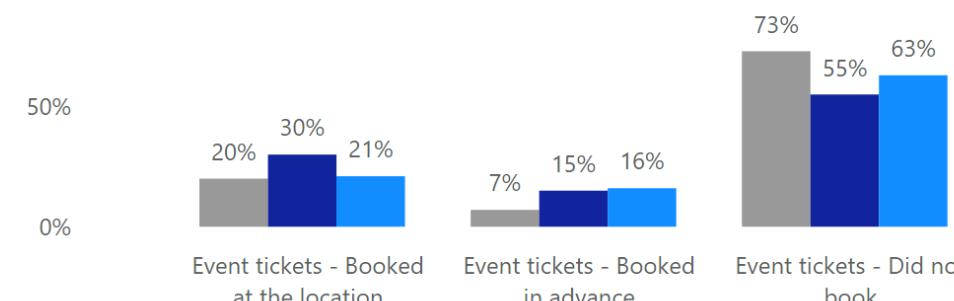
Restaurant

Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



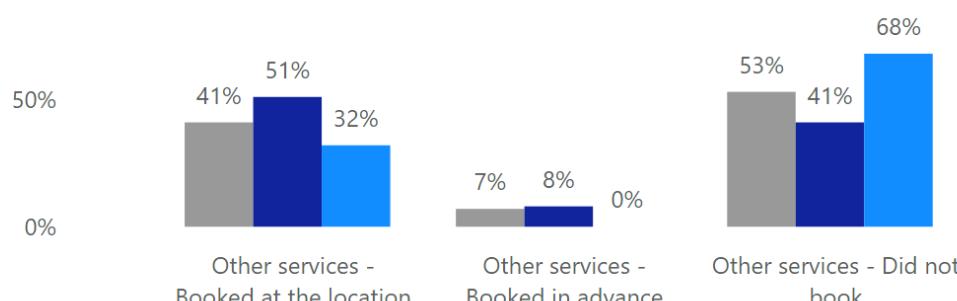
Event tickets

Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Other services

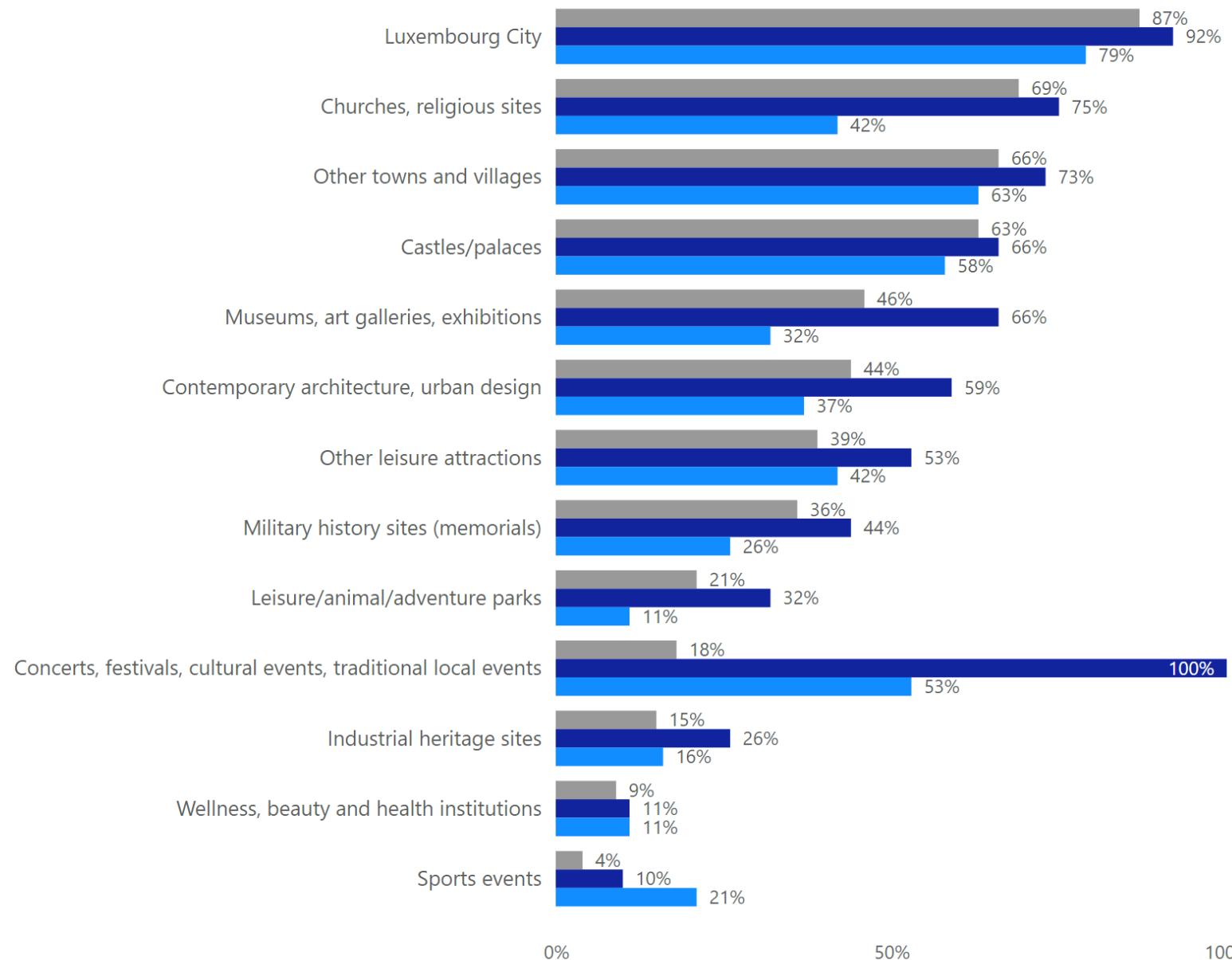
Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Places visited

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

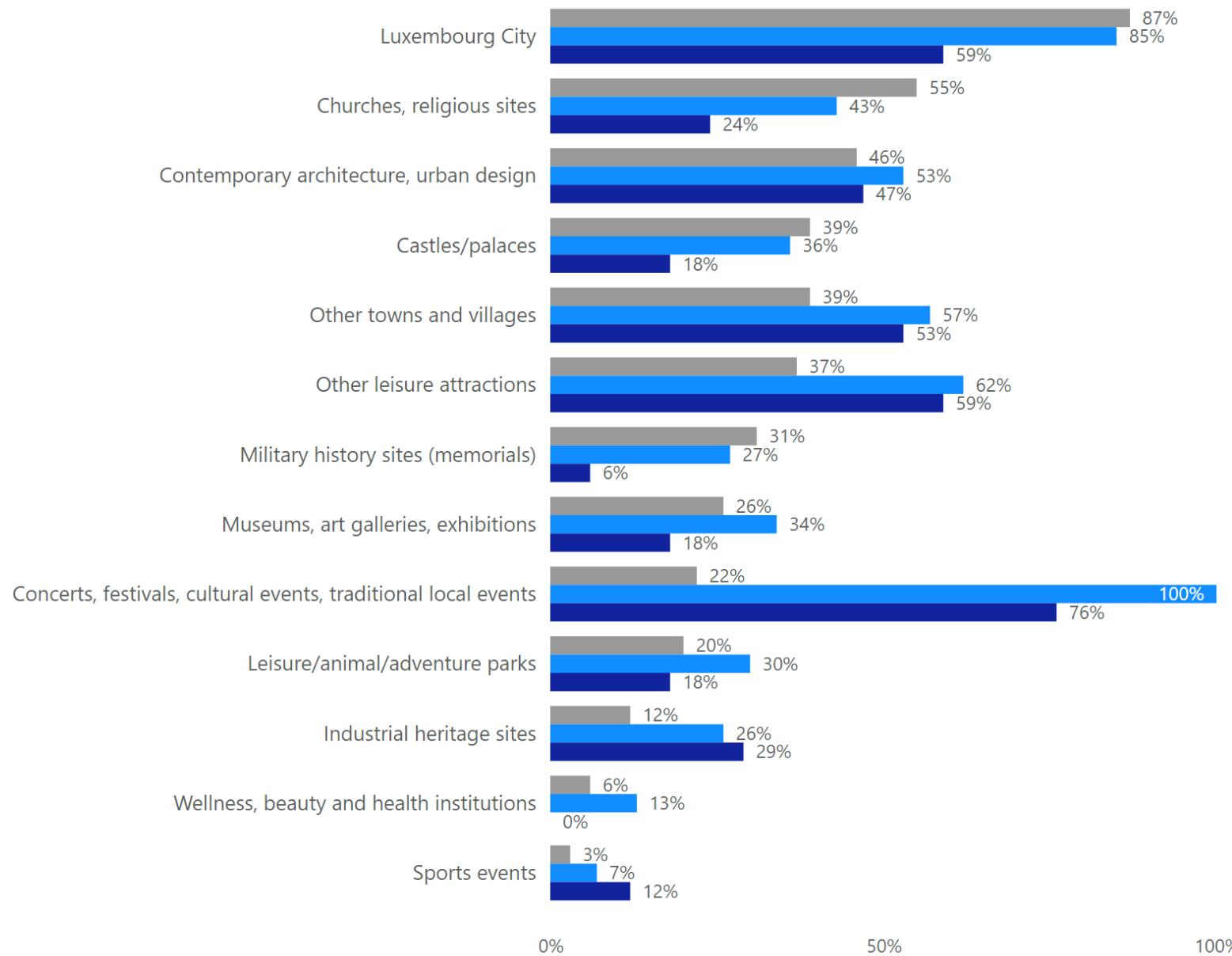


- Visitors attending concerts or festivals tend to visit more places overall, when compared to all inbound visitors. This is not the case for visitors whose main travel purpose was the visit of a special event. Visitors with concerts and festivals as an activity mostly visit Luxembourg City as well as churches and other towns. Museums, contemporary architecture as well as leisure-related places are disproportionately often visited.

Places visited

Same-day visitors

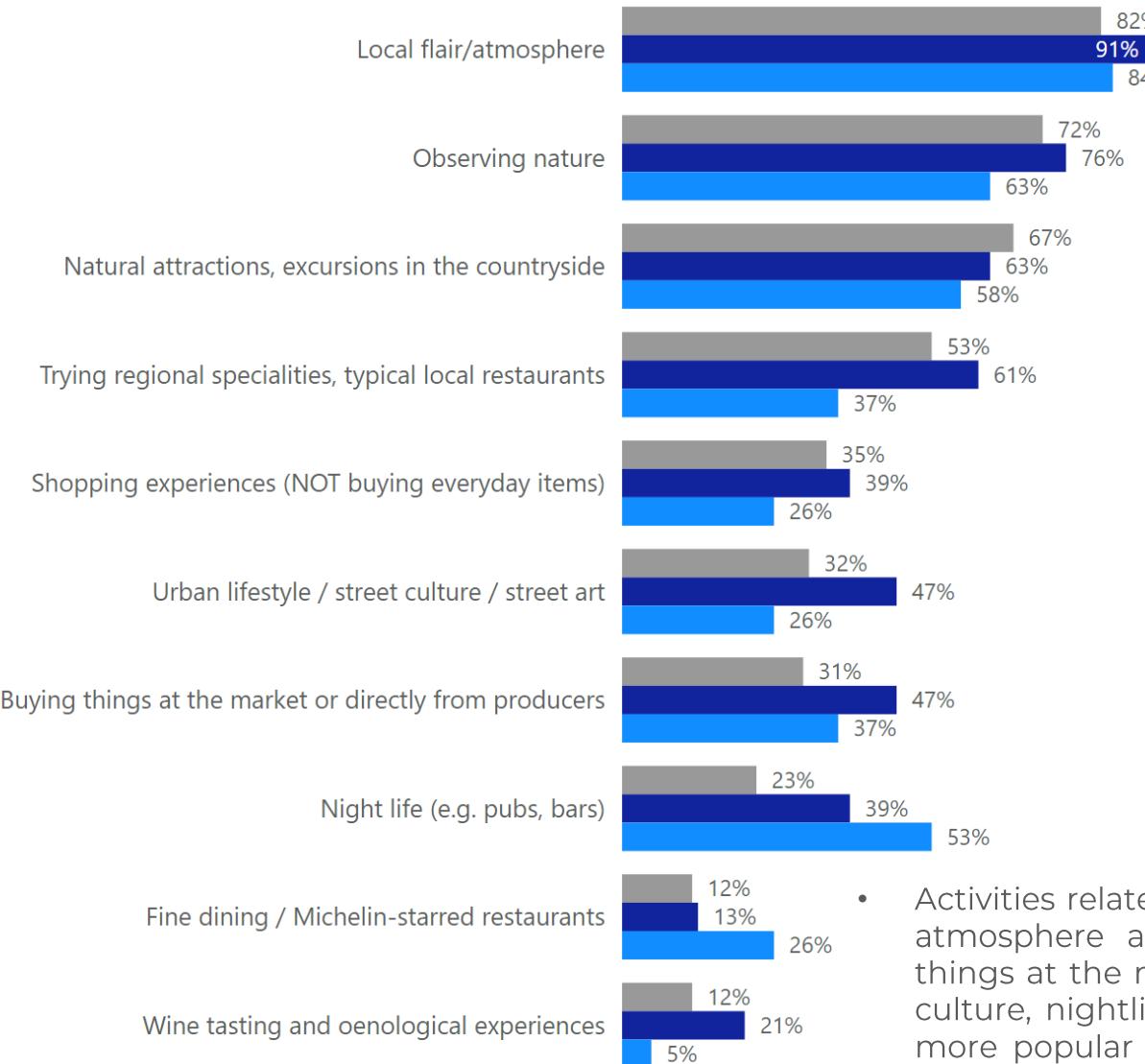
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Non-sporting activities

Visitors with overnight

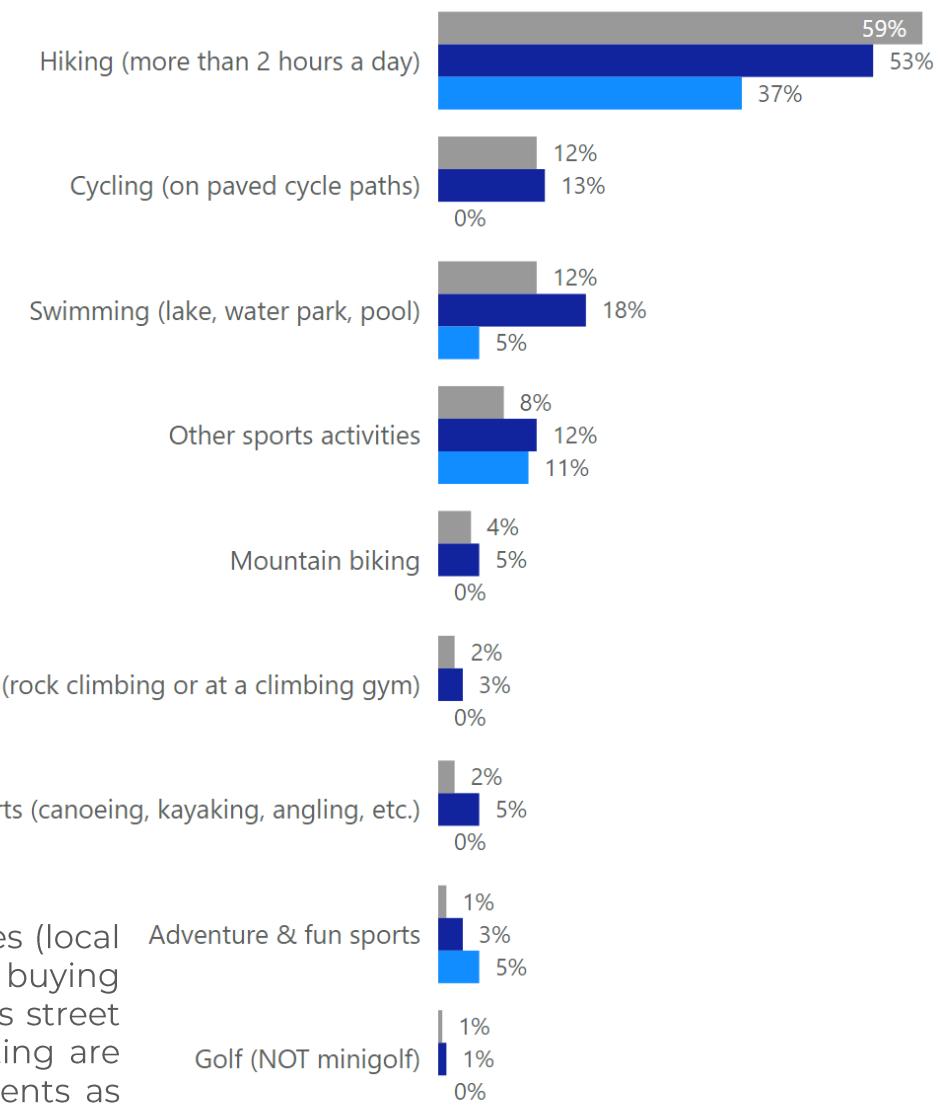
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Sporting activities

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

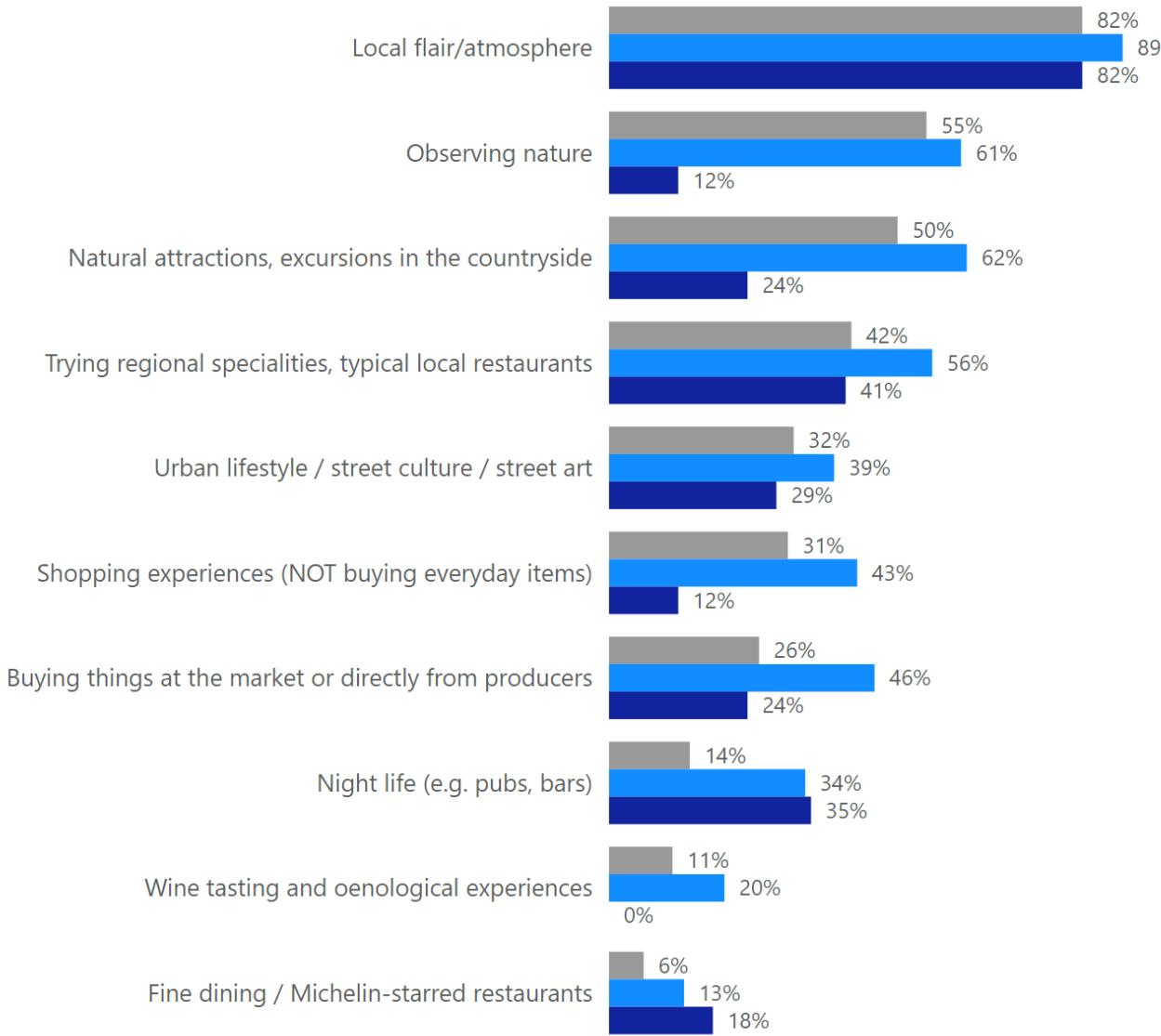


- Activities related to local themes (local atmosphere and restaurants, buying things at the market) as well as street culture, nightlife and wine tasting are more popular for visitors to events as part of their holiday.

Non-sporting activities

Same-day visitors

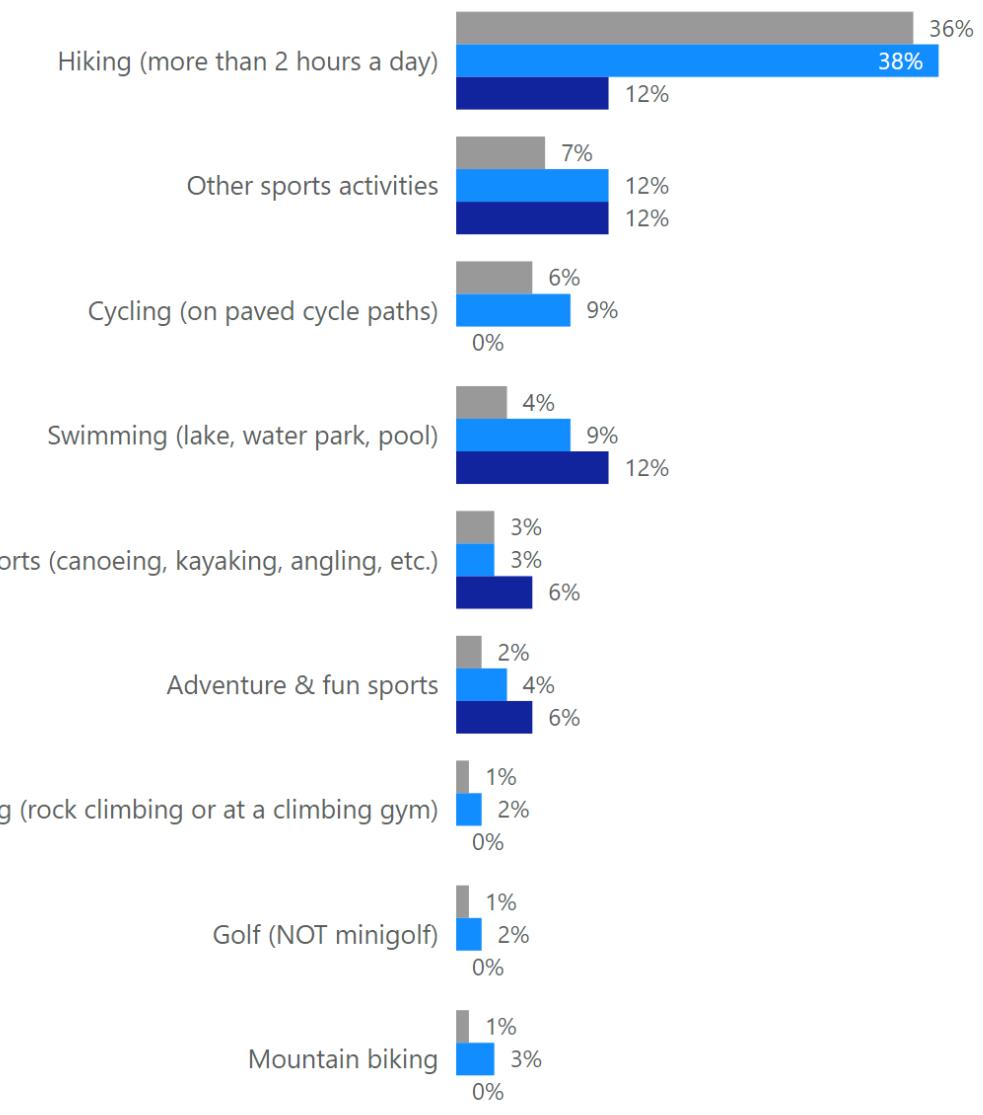
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Sporting activities

Same-day visitors

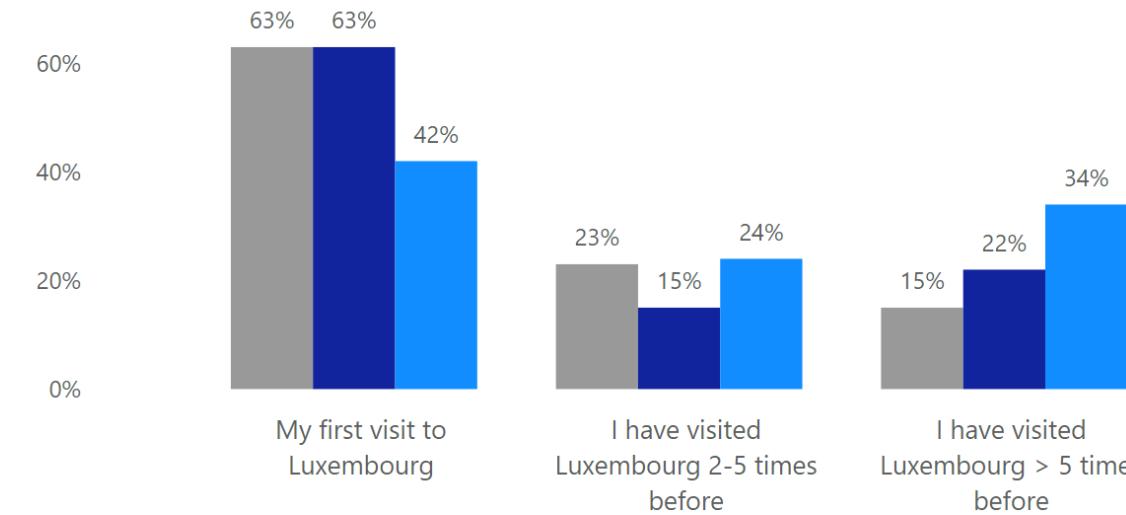
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Frequency of visit

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Travel party

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



First-time visitors

Visitors with overnight

63%

Concerts, festivals

42%

Special event

63%

All Inbound

- The frequency of visit differs between the different groups of visitors. Whereas those who include an event in their trip show an equal share of first-time visitors compared to all inbound visitors, those with a special event as main purpose seem to have visited Luxembourg more often previously (at least twice).

Visitors spending nights in Luxembourg and abroad during same trip

Visitors with overnight

43%

Concerts, festivals

27%

Special event

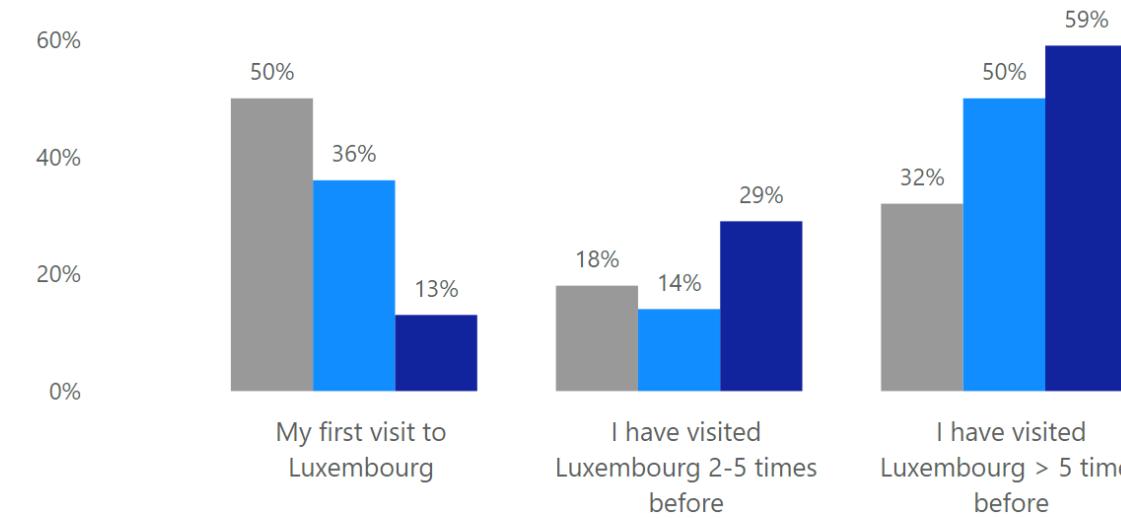
39%

All Inbound

Frequency of visit

Same-day visitors

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Travel party

Same-day visitors

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



First-time visitors

Same-day visitors

36%

Concerts, festivals (activi...)

13%

Special event (main purp...)

50%

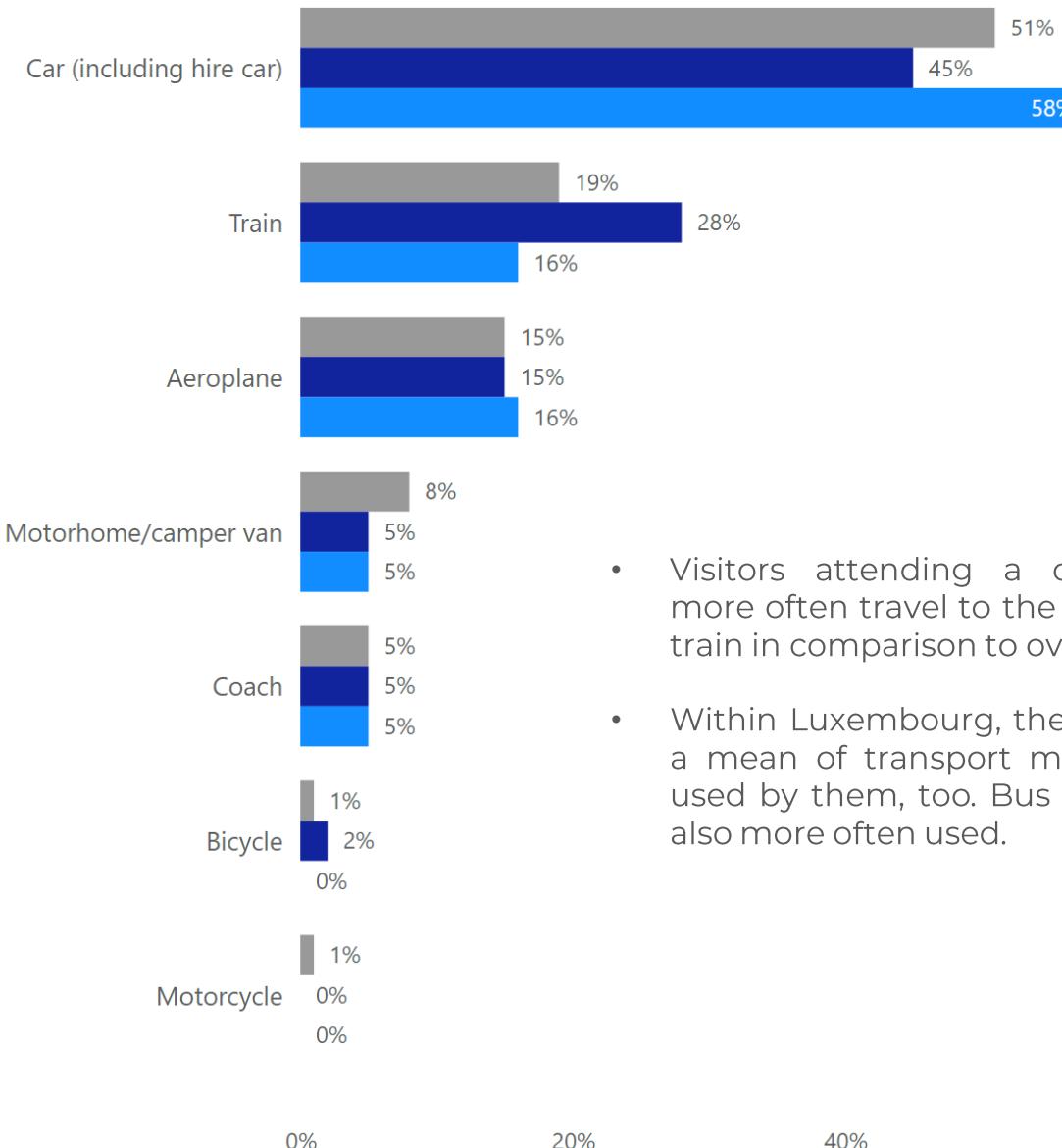
All Inbound

- For same-day visitors, event visitors tend to have already travelled to Luxembourg over 5 times in the past, i.e. much more often than all inbound same-day visitors.

Transport to destination

Visitors with overnight

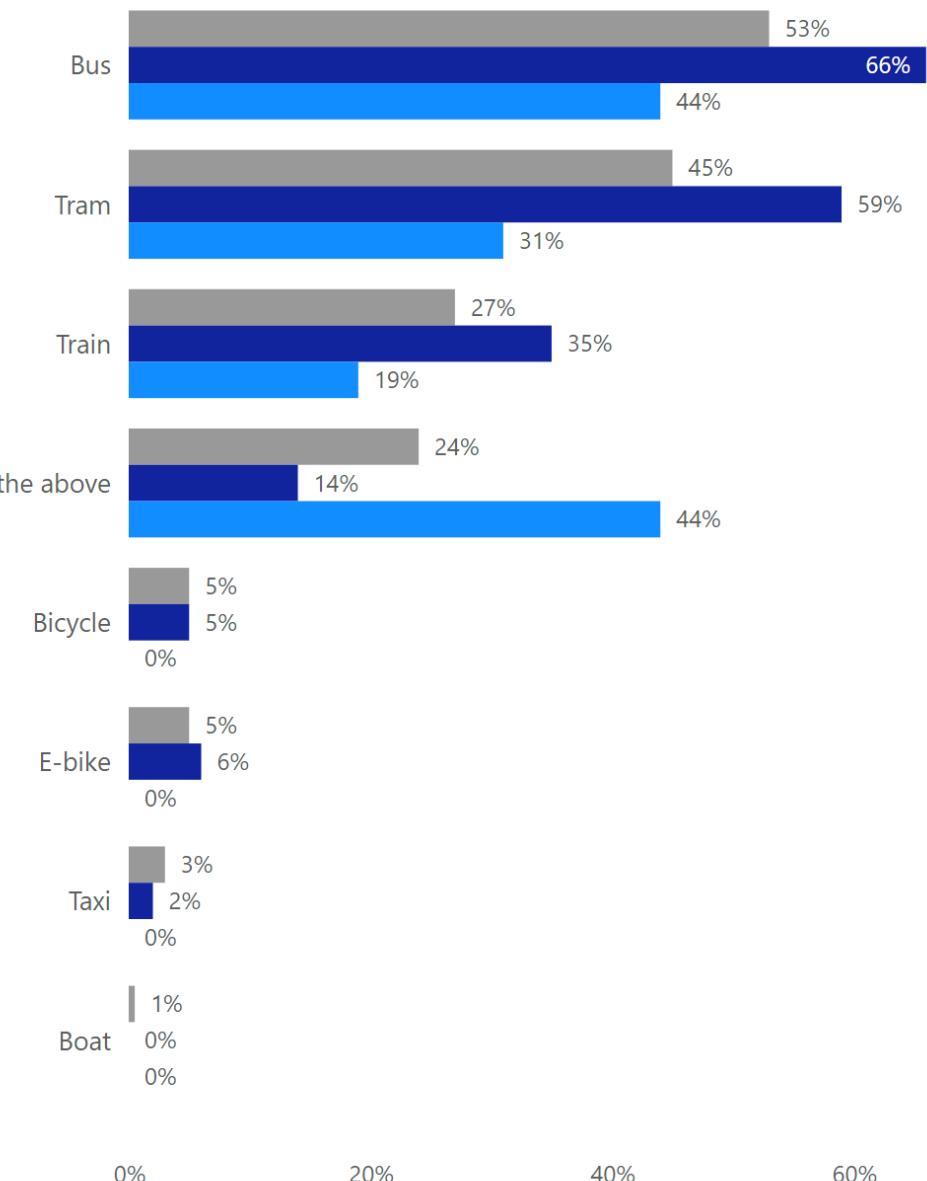
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Transport in destination

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

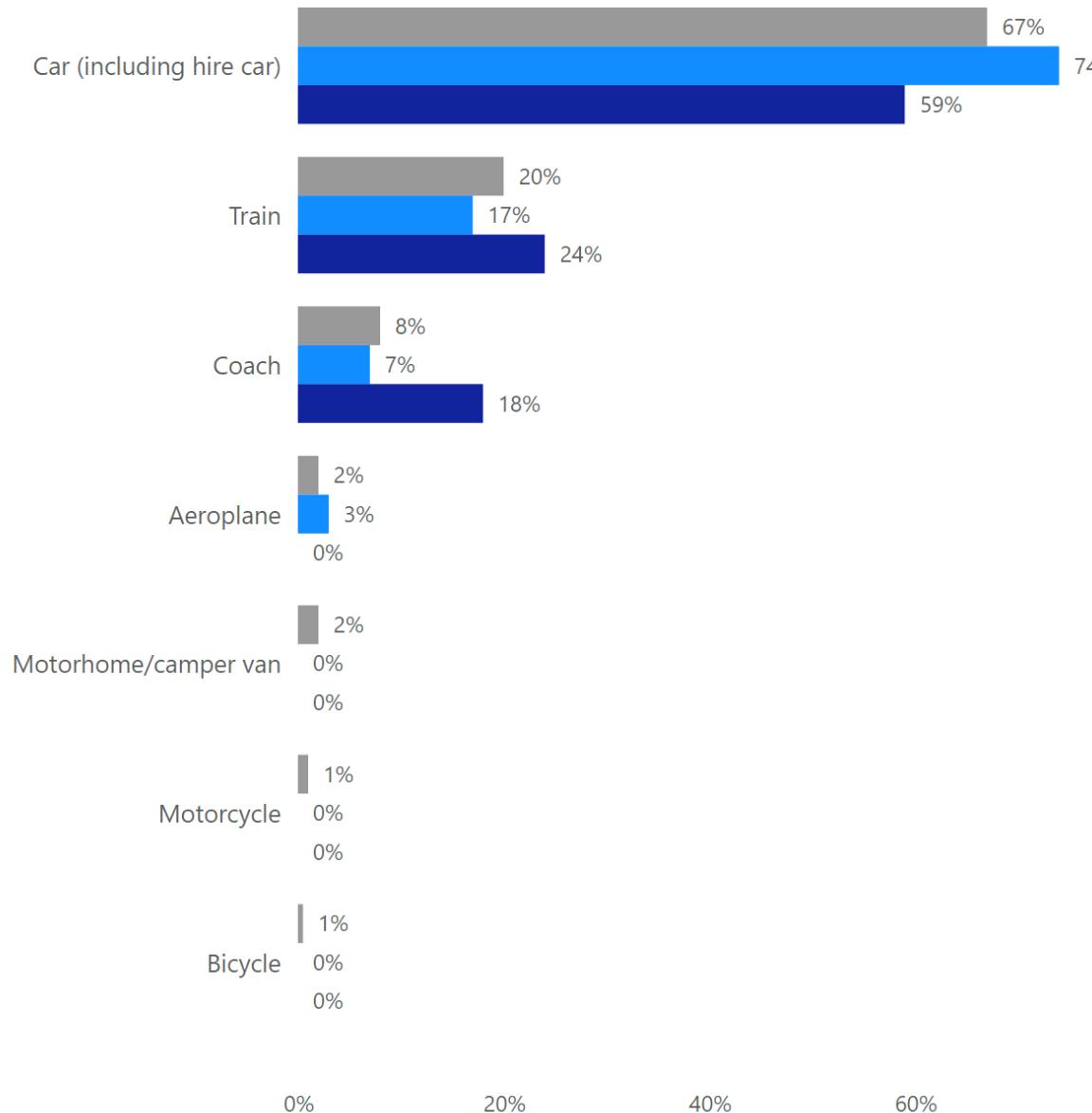


- Visitors attending a concert/festival more often travel to the destination by train in comparison to overall visitors.
- Within Luxembourg, the train remains a mean of transport more frequently used by them, too. Bus and trams are also more often used.

Transport to destination

Same-day visitors

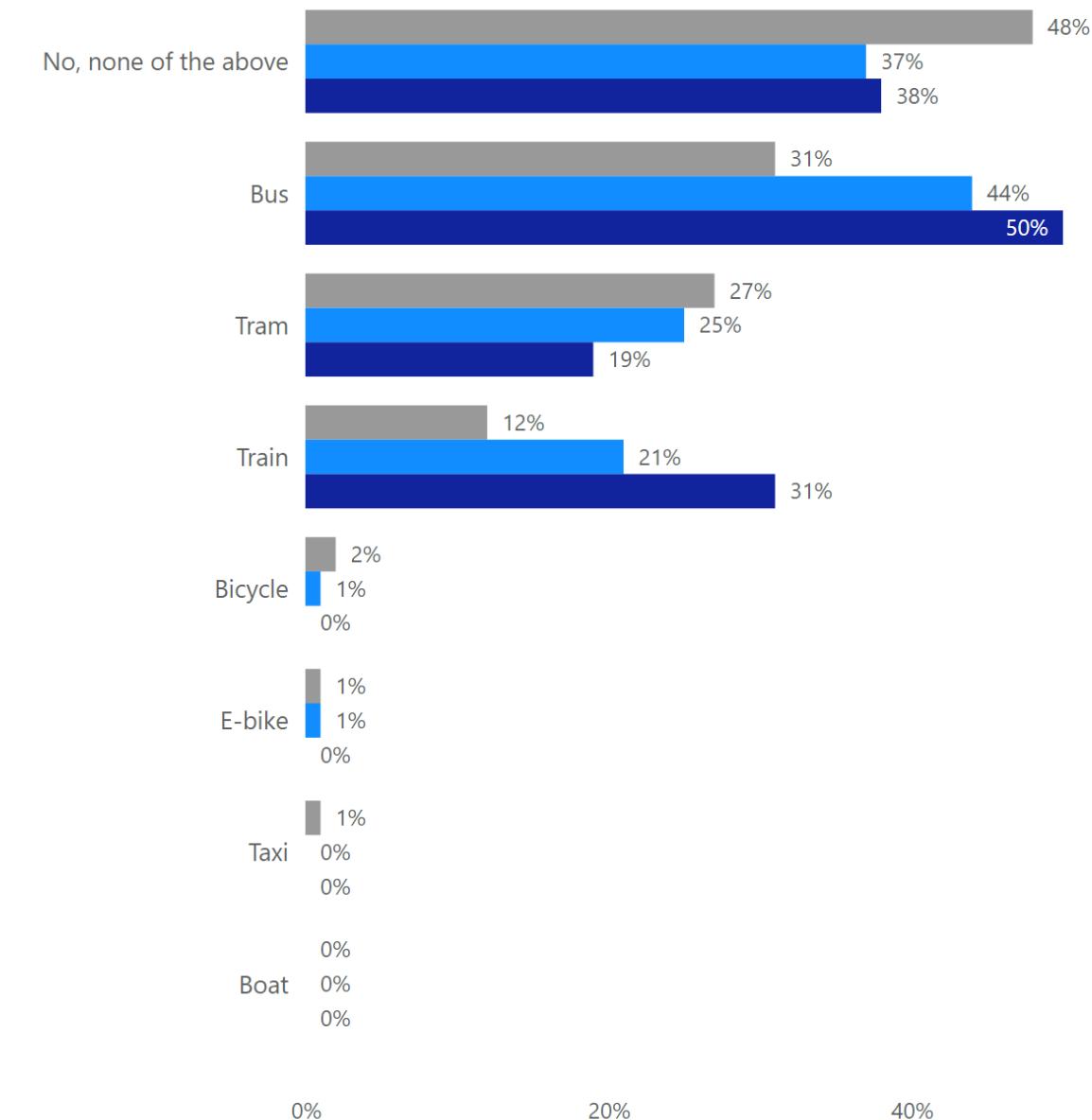
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Transport in destination

Same-day visitors

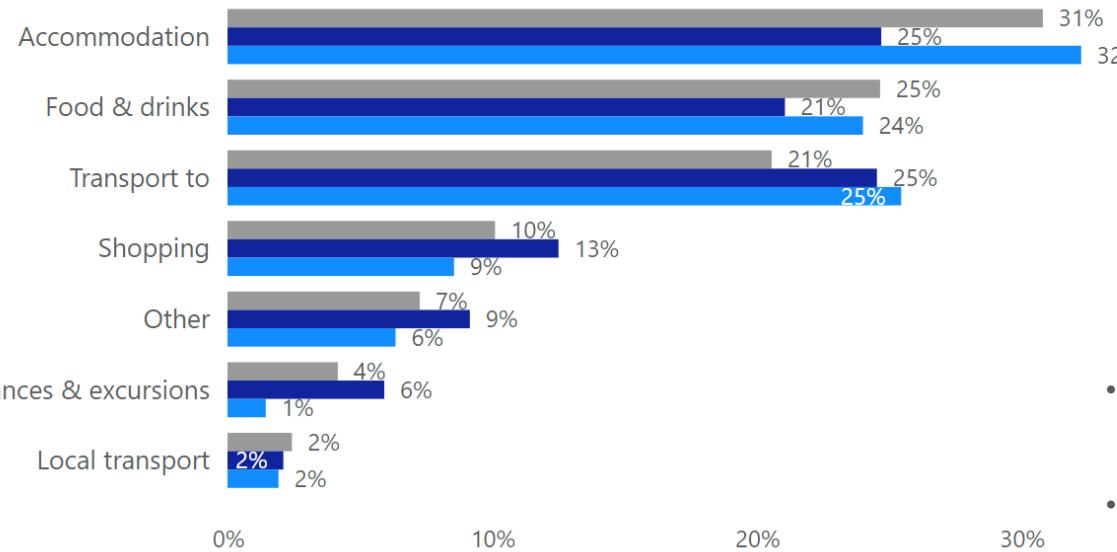
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Spending categories

Visitors with overnight

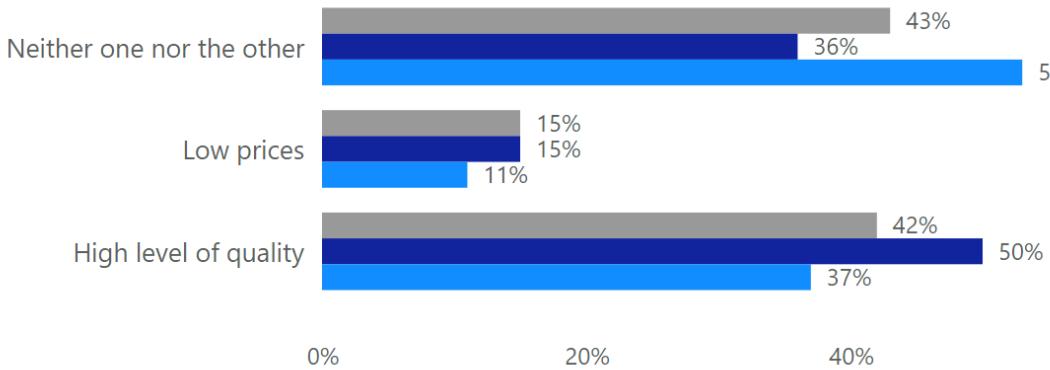
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Quality vs. price orientation

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Shares by arrival months

Visitors with overnight



- Spend per night appears to be higher for visitors to a special event compared to all visitors. Those who include an event in their holiday tend to stay a little longer while average spend per night is in line with all overnight guests.
- October to December seems to be a favored timespan for visitors including a concert/festival/cultural event in their holiday.

Spend/pers./trip

Visitors with overnight

696 €

Concerts, festivals

Spend/pers./night

Visitors with overnight

162 €

Concerts, festivals

Length of stay (nights)

Visitors with overnight

4,3

Concerts, festivals

657 €

Special event

190 €

Special event

3,5

Special event

619 €

All Inbound

160 €

All Inbound

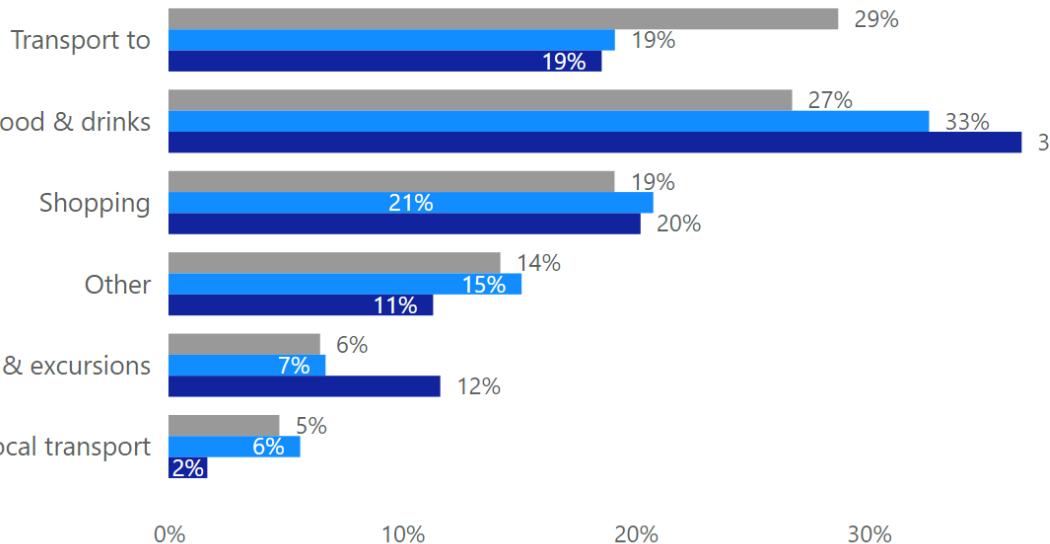
3,9

All Inbound

Spending categories

Same-day visitors

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Spend/pers./exc urs.

Same-day visitors

302 €

Concerts, festivals (activi...)

197 €

Special event (main purp...)

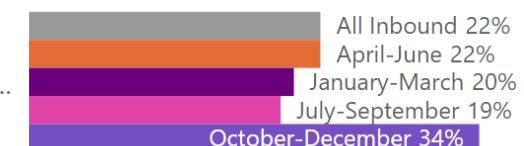
245 €

All Inbound

Shares by arrival months

Same-day visitors

Concerts, festivals, cultural events, traditional...
Specific event (e.g. concert, festival, exhibiti...

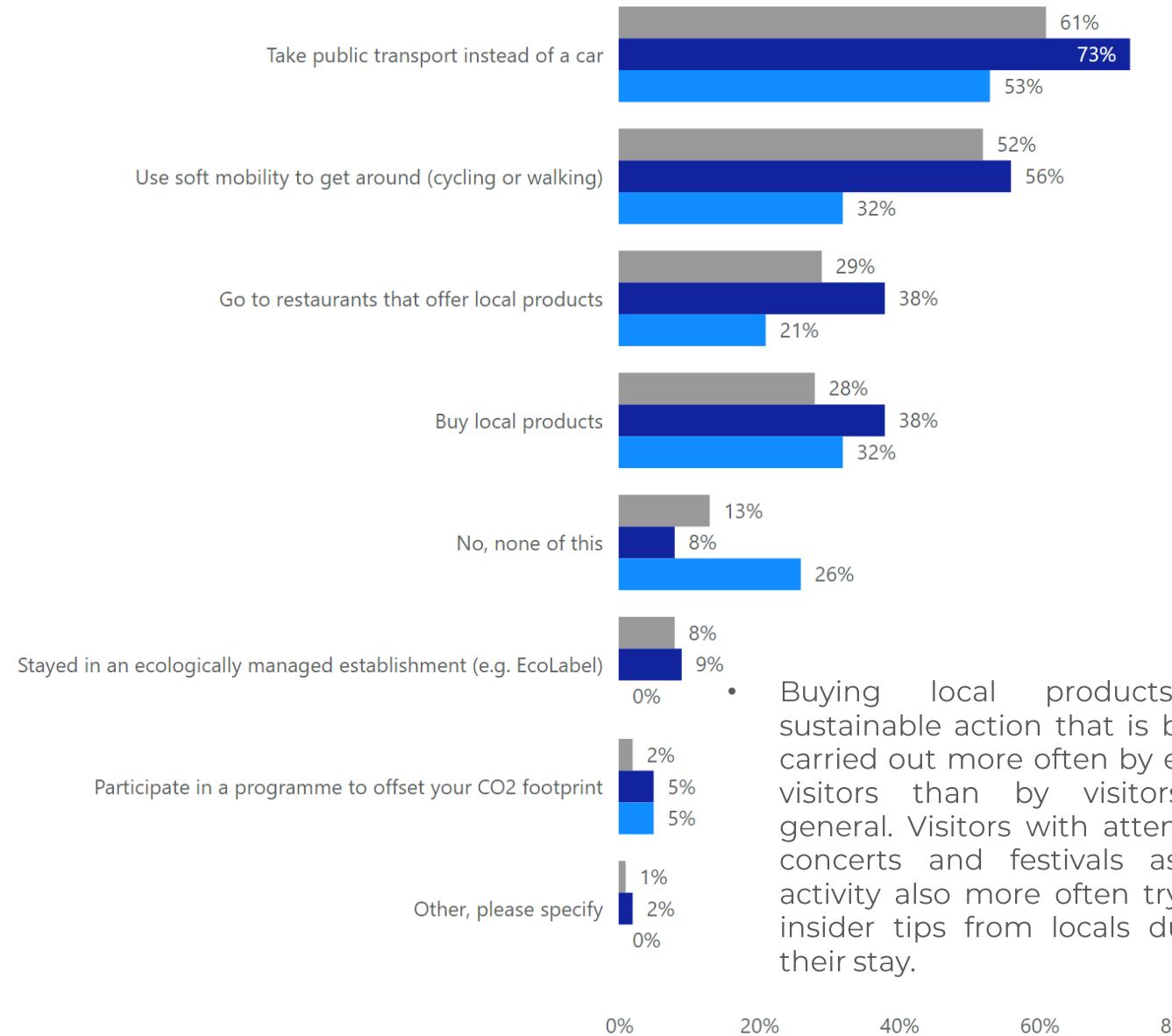


- Same-day event visitors spend a comparatively large share of their travel budget on food & drinks.
- As for visitors with overnight, a disproportionately high share of same-day visitors in October-December are visiting concerts and festivals, whereas a higher share among excursionists in April-June are travelling with the purpose of attending a specific event.
- The latter show higher daily expenditure than all same-day visitors.

Sustainable actions during stay

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

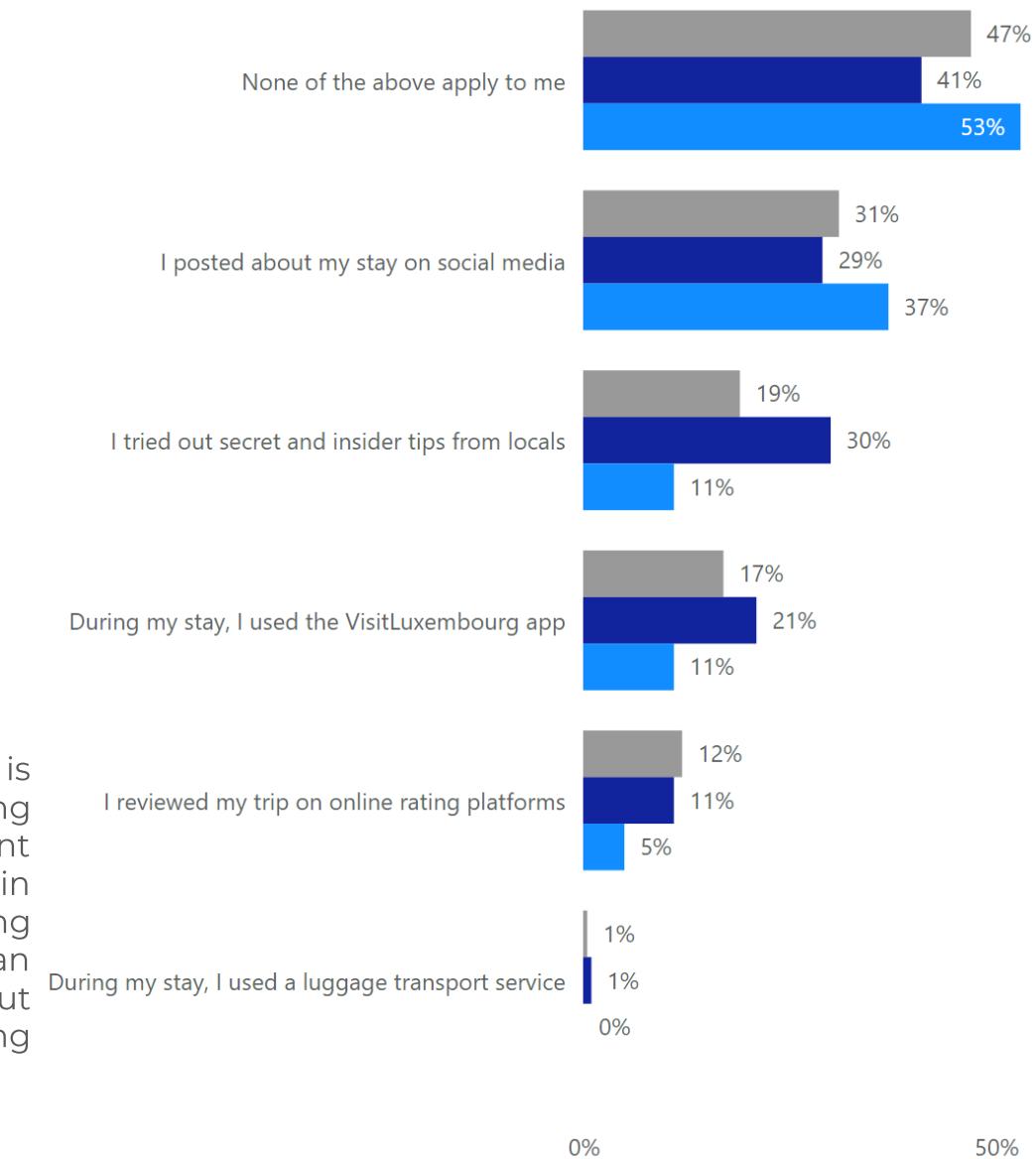


Buying local products is sustainable action that is being carried out more often by event visitors than by visitors in general. Visitors with attending concerts and festivals as an activity also more often try out insider tips from locals during their stay.

Services used during stay

Visitors with overnight

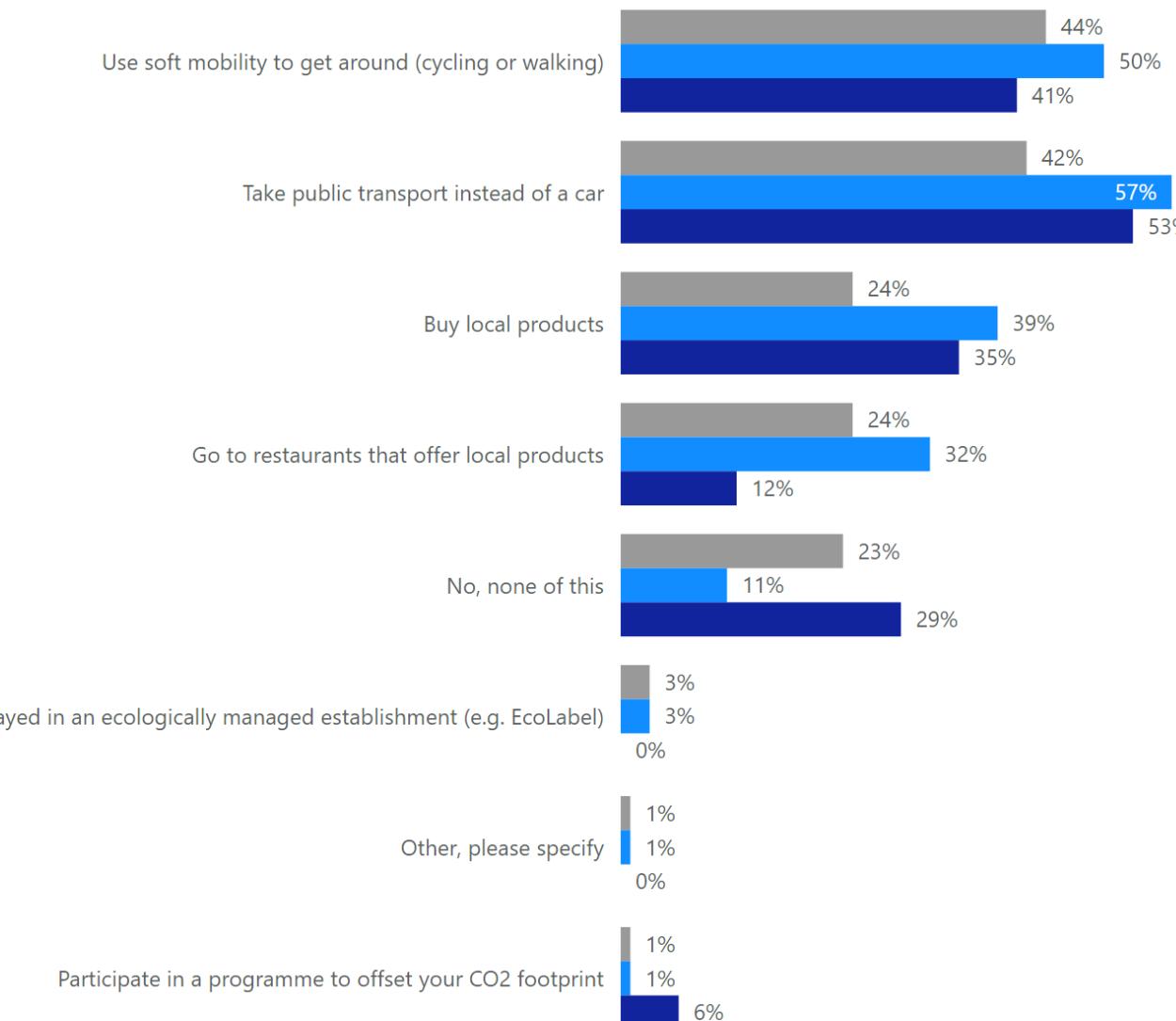
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Sustainable actions during stay

Same-day visitors

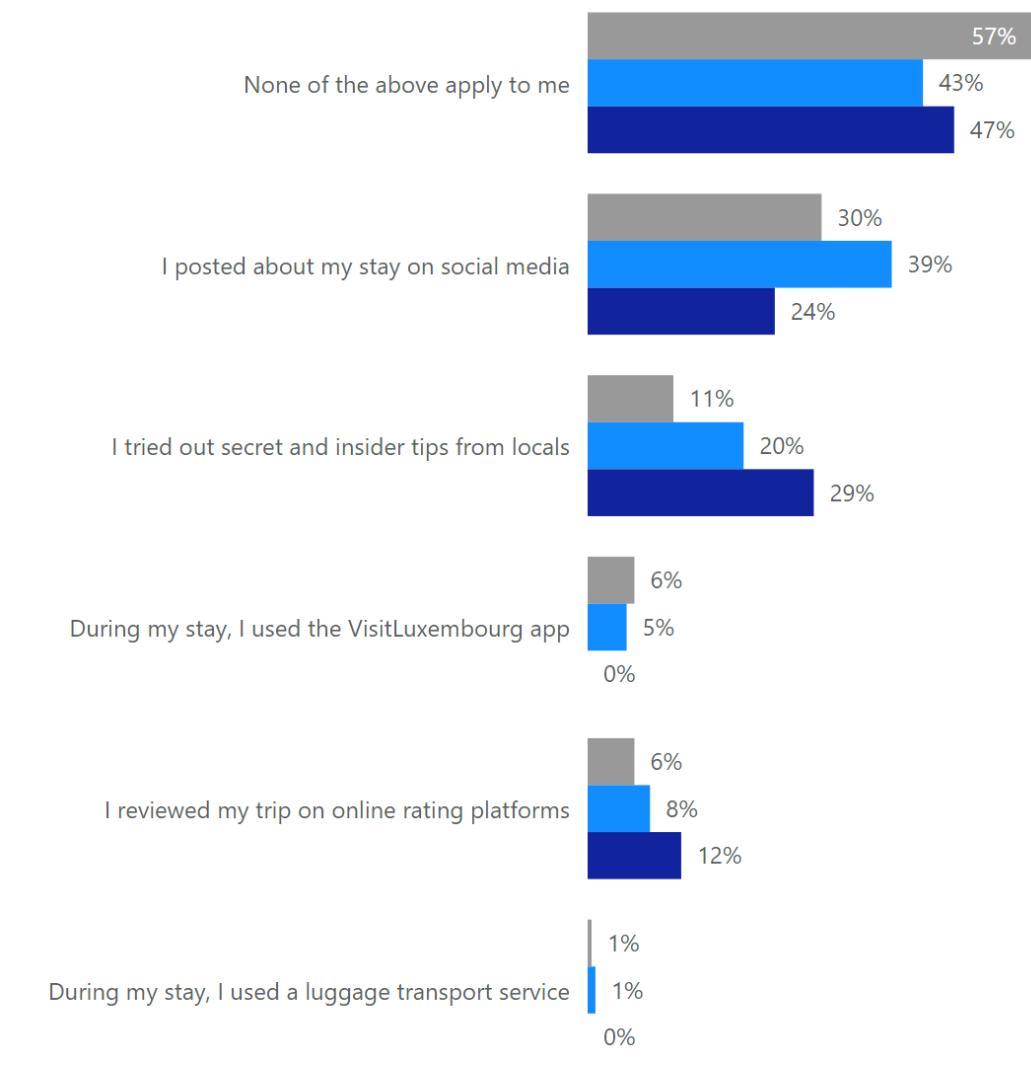
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Services used during stay

Same-day visitors

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

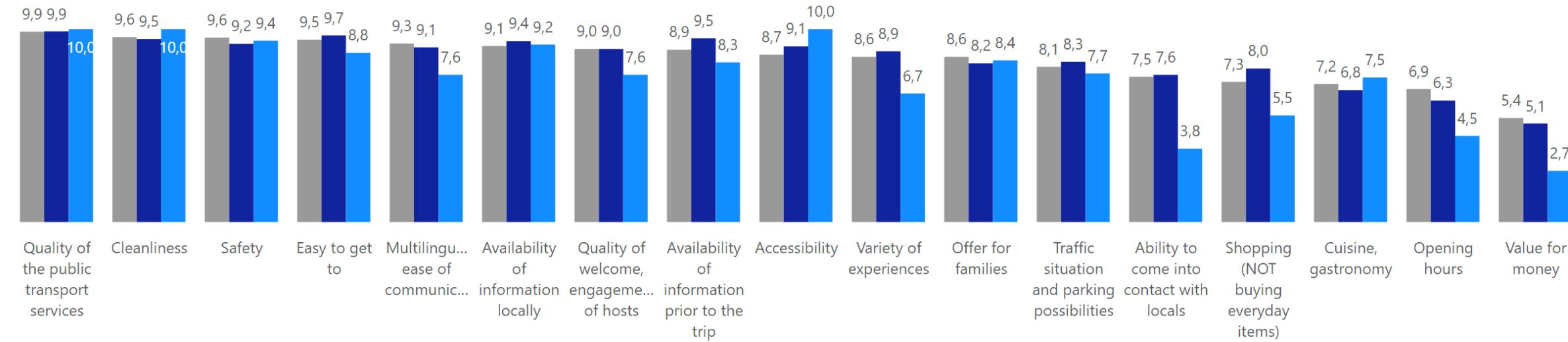


Satisfaction items

Visitors with overnight

Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

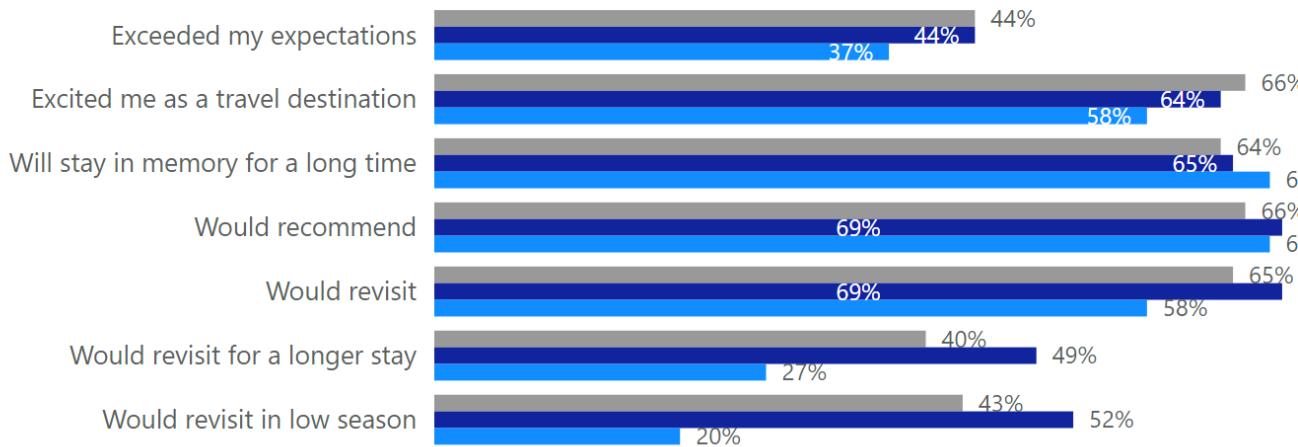
- Those who include an event during their trip show similar satisfaction levels to overall visitors but more frequently mention high cost of living as a reason for poor value-for-money perception of Luxembourg as a destination.



Overall satisfaction - % "strongly agree"

Visitors with overnight

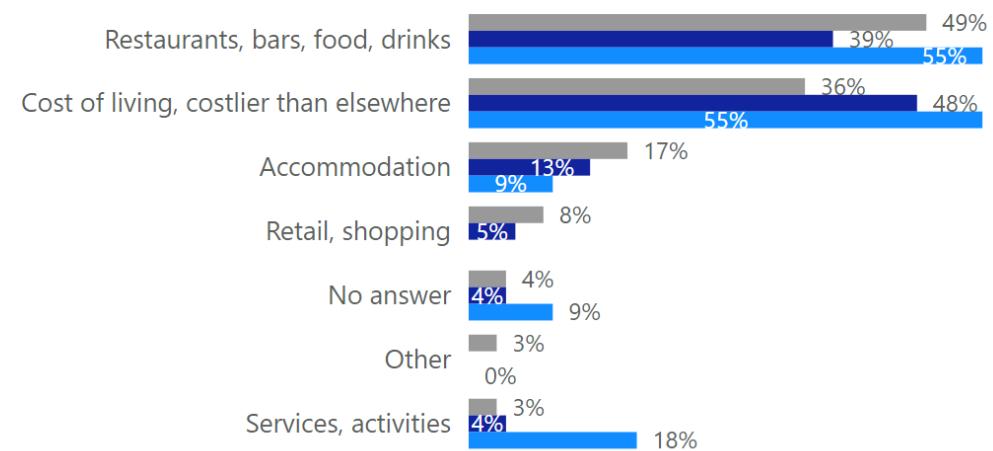
Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Reasons for poor value-for-money

Visitors with overnight

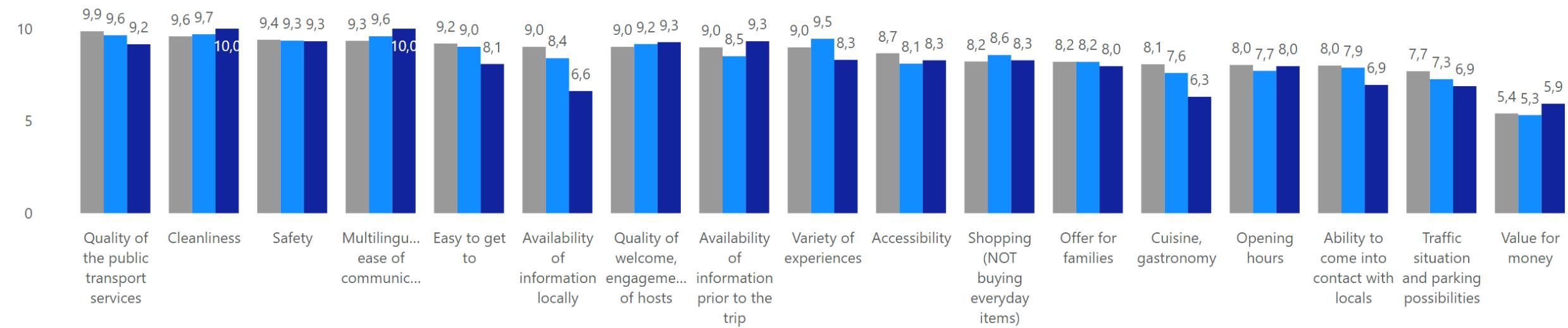
Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Satisfaction items

Same-day visitors

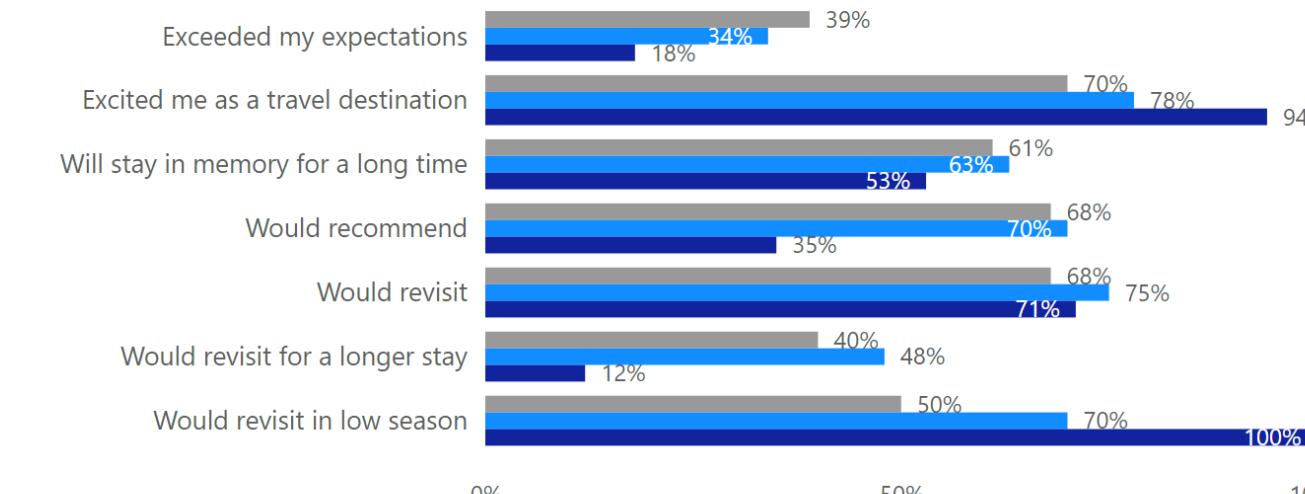
Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Overall satisfaction - % "strongly agree"

Same-day visitors

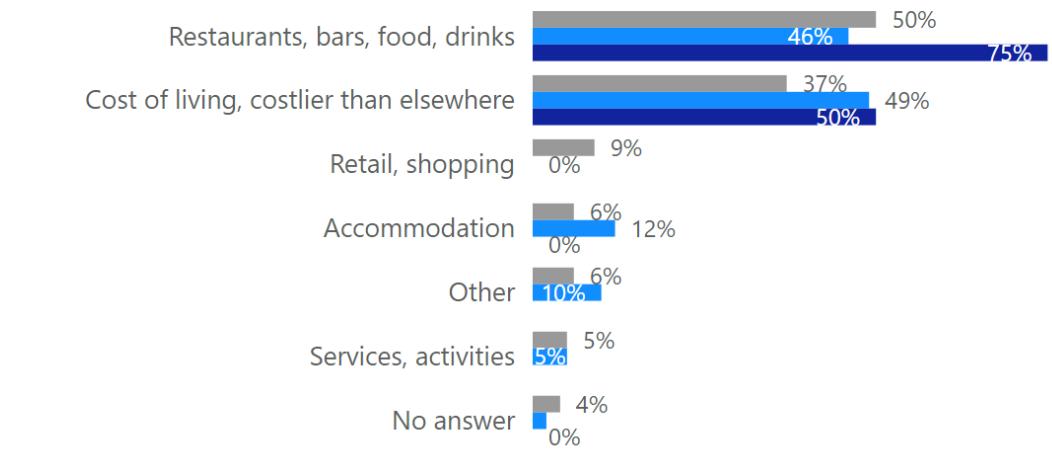
Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Reasons for poor value-for-money

Same-day visitors

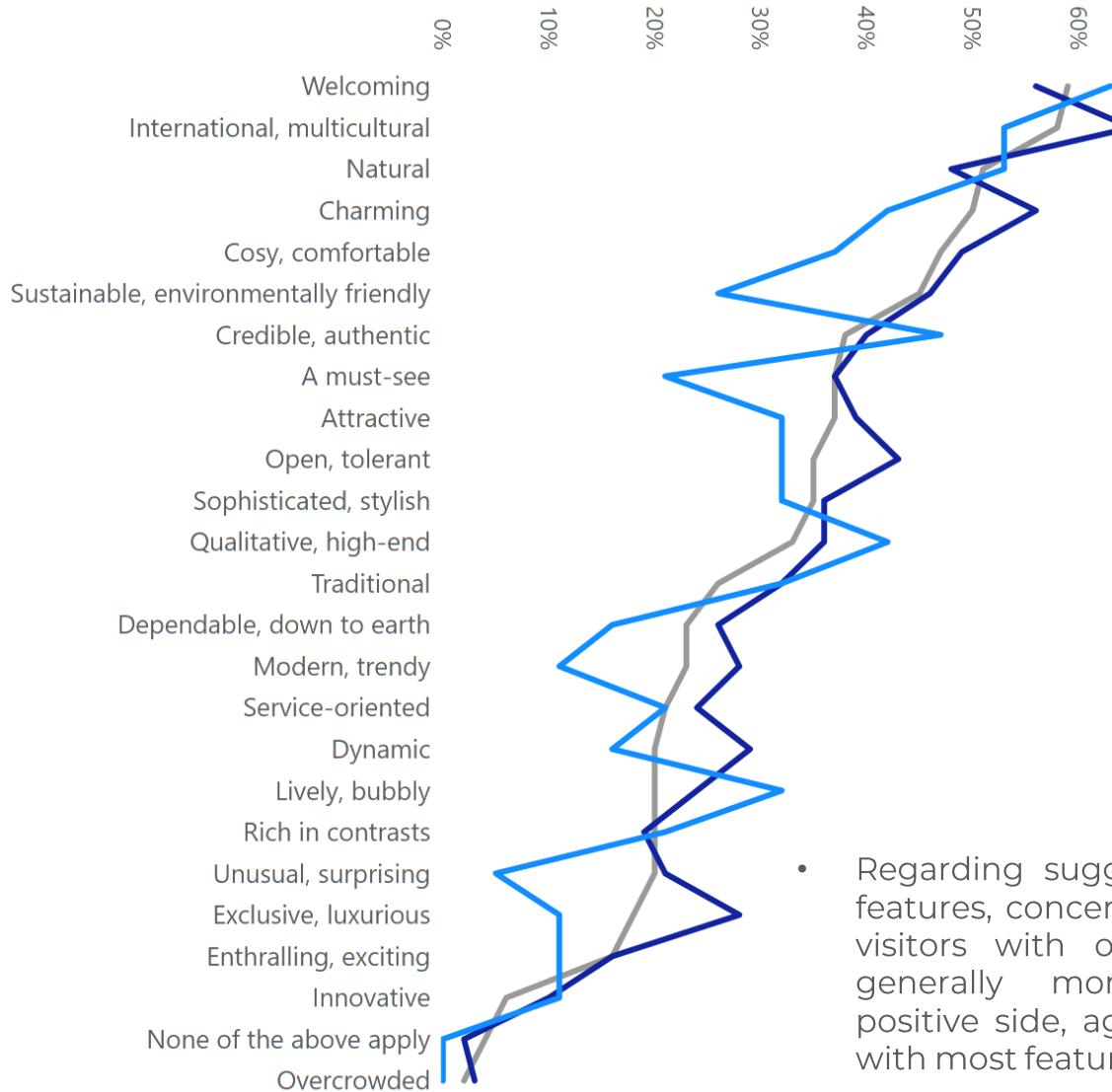
Attribut ● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Brand features

Visitors with overnight

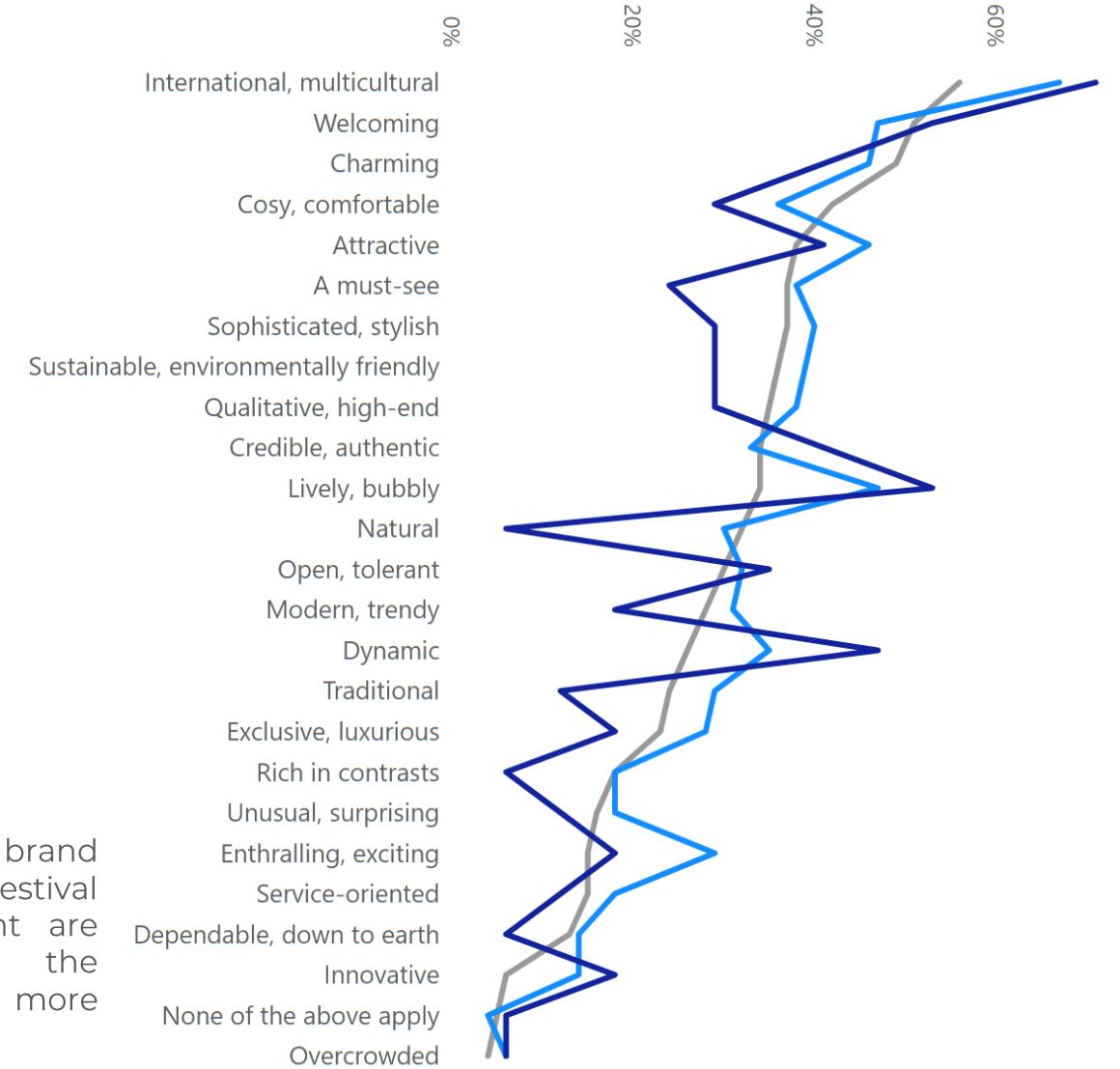
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Brand features

Same-day visitors

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

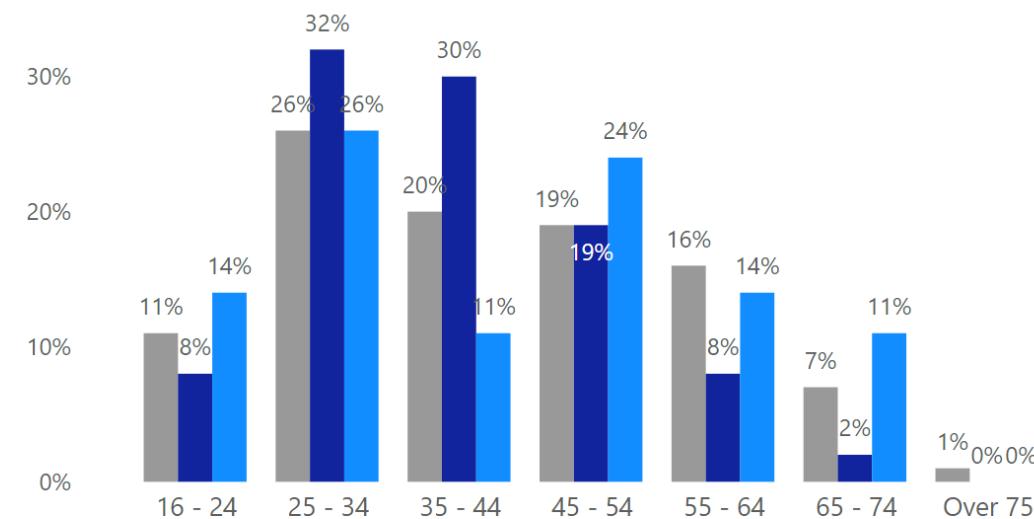


- Regarding suggested brand features, concert and festival visitors with overnight are generally more on the positive side, agreeing more with most features.

Age

Visitors with overnight

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)

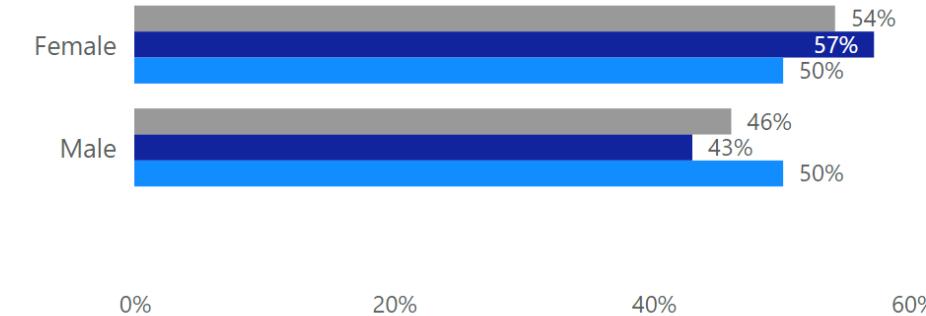


- Most event visitors tend to be more often aged between 25 and 44 years with special event visitors (main travel purpose) also frequently aged 55+.

Gender

Visitors with overnight

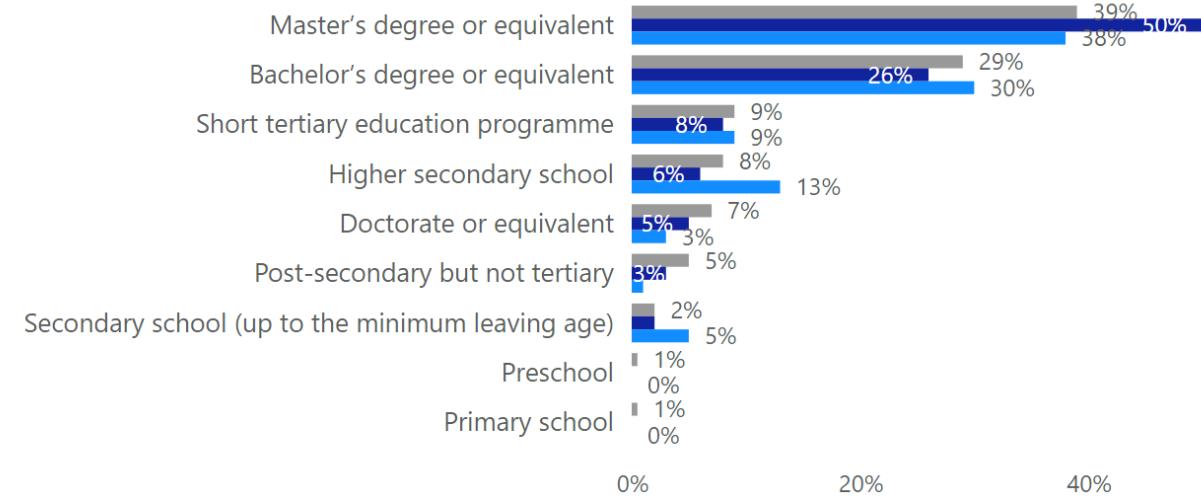
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Education

Visitors with overnight

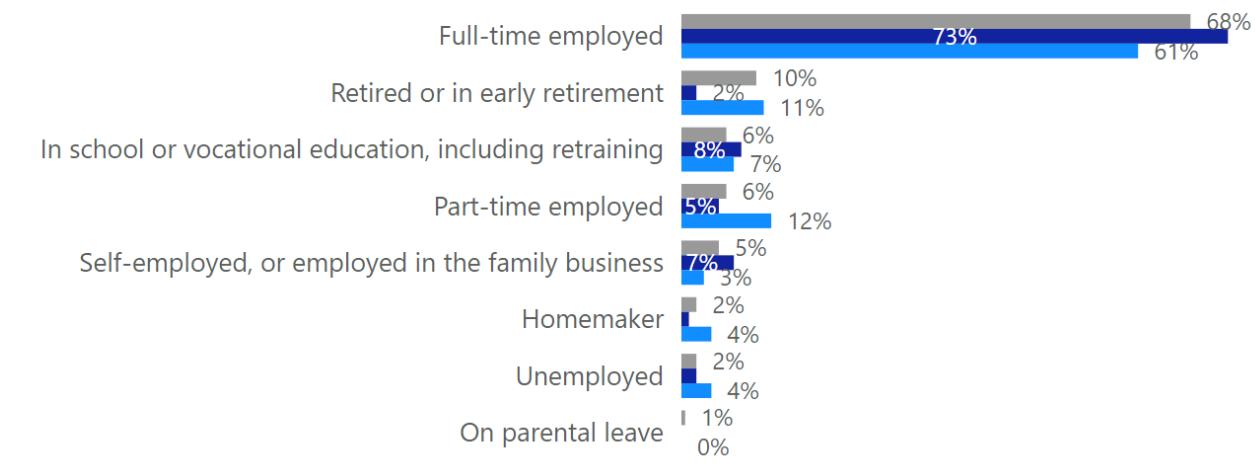
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Employment

Visitors with overnight

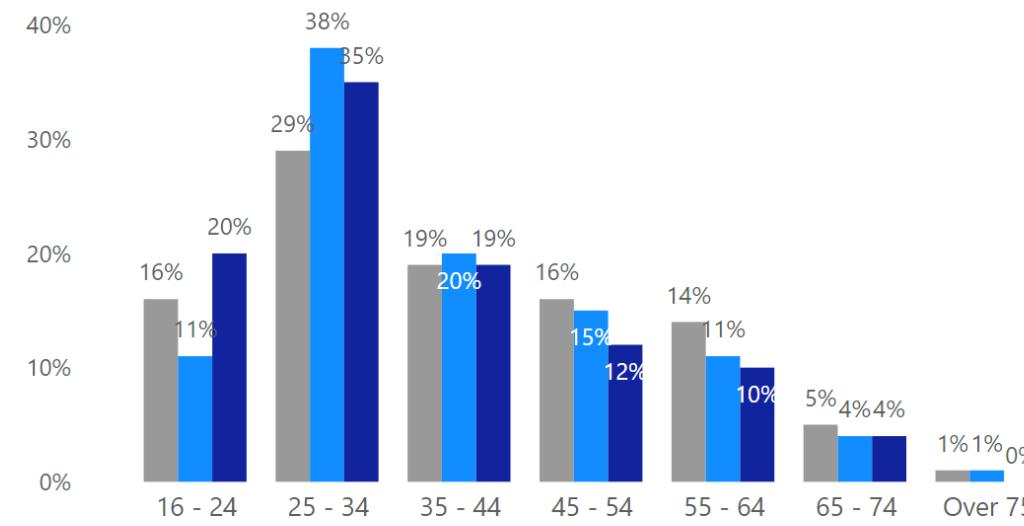
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Age

Same-day visitors

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Gender

Same-day visitors

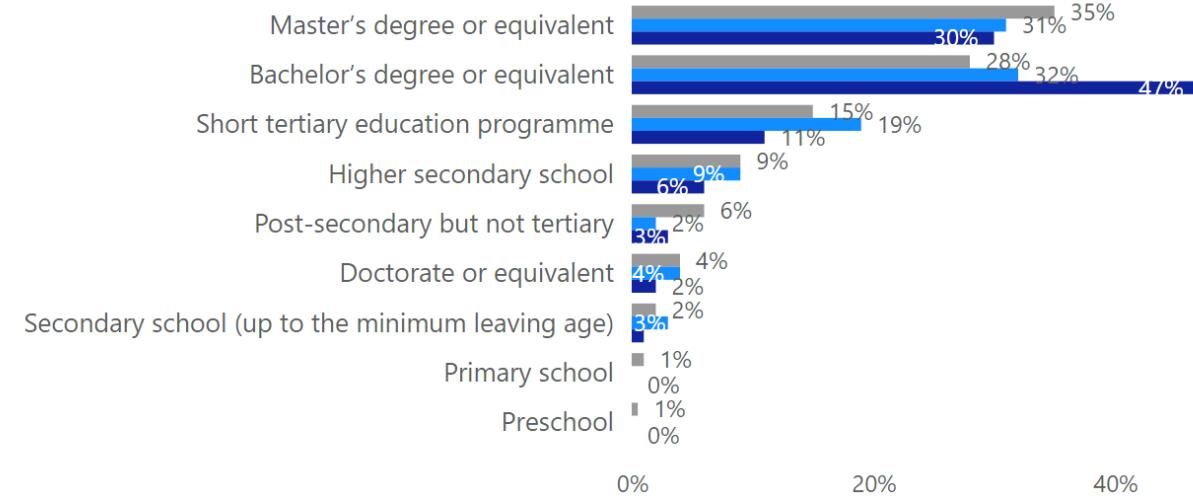
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Education

Same-day visitors

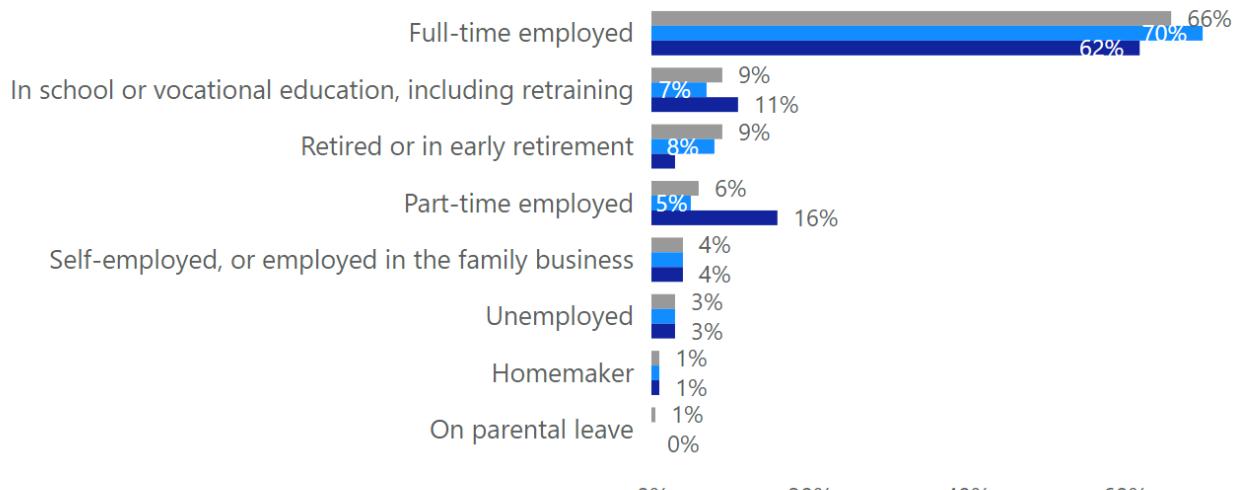
● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)



Employment

Same-day visitors

● All Inbound ● Concerts, festivals (activity) ● Special event (main purpose)





Destination Awareness & Growth Potential for Events segment

General theme interest – Attending Events



| | Rank (*) | Number of themes surveyed | % „very interested“ in theme | % „interested“ in theme | % „interested“, Ø all themes | „Interested“ in theme, pop., mn (**) |
|----------------|----------|---------------------------|------------------------------|-------------------------|------------------------------|--------------------------------------|
| Average Europe | 16 | 33 | 25% | 55% | 54% | - |
| | 15 | 33 | 24% | 55% | 52% | 23,8 |
| | 20 | 33 | 23% | 48% | 53% | 6,1 |
| | 13 | 33 | 24% | 59% | 54% | 3,9 |
| | 15 | 33 | 25% | 55% | 53% | 3,6 |
| | 17 | 33 | 17% | 50% | 51% | 4,1 |
| | 13 | 33 | 27% | 61% | 55% | 28,7 |
| | 18 | 33 | 21% | 53% | 53% | 25,7 |
| | 21 | 38 | 24% | 57% | 57% | 24,3 |
| | 22 | 38 | 21% | 56% | 57% | 19,3 |
| | 11 | 21 | - | 48% | 47% | 13,5 |
| | 11 | 24 | 29% | 59% | 54% | 2,1 |
| | 7 | 24 | 20% | 55% | 51% | 2,3 |
| | 9 | 24 | 19% | 55% | 52% | 4,0 |
| | 14 | 24 | 28% | 61% | 60% | 4,6 |

- France, Switzerland, Ireland and the Nordics are source markets that show higher-than-average interest for attending events when travelling.

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 - Attending Events



| | Rank (*) | Number of themes surveyed | % „Luxembourg very suitable“ | % „Lux. very suitable“, Ø all themes | „Luxembourg very suitable“, pop., mn (**) |
|----------------|-----------------|---------------------------|------------------------------|--------------------------------------|---|
| Average Europe | 24 | 26 | 16% | 24% | - |
| | 22 | 26 | 17% | 23% | 10,1 |
| | 26 | 26 | 10% | 26% | 1,3 |
| | 14 | 26 | 20% | 22% | 1,3 |
| | 17 | 26 | 19% | 23% | 1,2 |
| | 26 | 26 | 11% | 25% | 0,9 |
| | 14 | 26 | 20% | 22% | 9,5 |
| | 19 | 26 | 16% | 22% | 7,5 |
| | 14 (***) | 31 | 25% | 23% | 10,6 |
| | 13 (***) | 31 | 27% | 26% | 9,3 |

- The perceived theme competence of Luxembourg in regard to events is in the lower half of the ranking of all travel themes across most source markets. It is best-perceived among the French, Swiss and Spaniards.

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.

(***) Refers to cultural events. Sports events rank at 29 in Italy (12% "Luxembourg very suitable"), and at 29 in Spain (13% "Luxembourg very suitable").

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

Attending Events



(Ø 9 European source markets) - LFT target segments

| | „Interested in theme“, Rank | Number of themes surveyed | „Luxembourg very suitable“, Rank | Number of themes surveyed |
|-----|-----------------------------|---------------------------|----------------------------------|---------------------------|
| EXP | 12 | 26 | 21 | 26 |
| NLA | 15 | 26 | 26 | 26 |
| RS | 12 | 26 | 23 | 26 |
| SB | 13 | 26 | 21 | 26 |
| PS | 9 | 26 | 19 | 26 |
| LO | 12 | 26 | 26 | 26 |

- Interest to visit events when travelling is highest among Perfection Seekers.
- As seen, Luxembourg's theme suitability is rated low, with Perfection Seekers ranking it best, yet still only at 19 out of 26 across all themes.



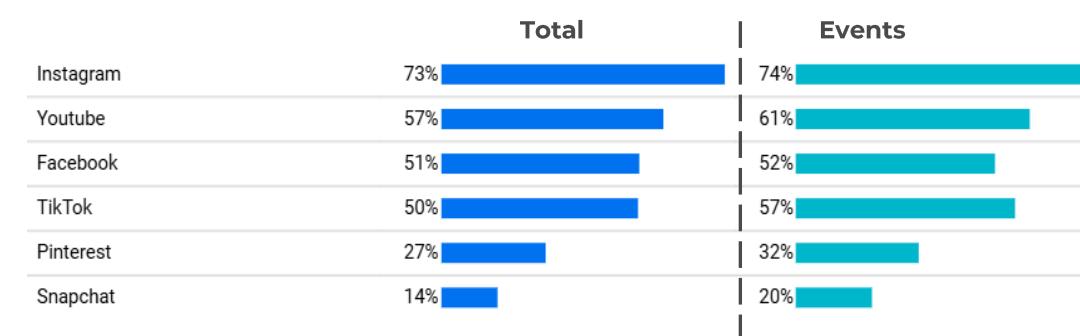
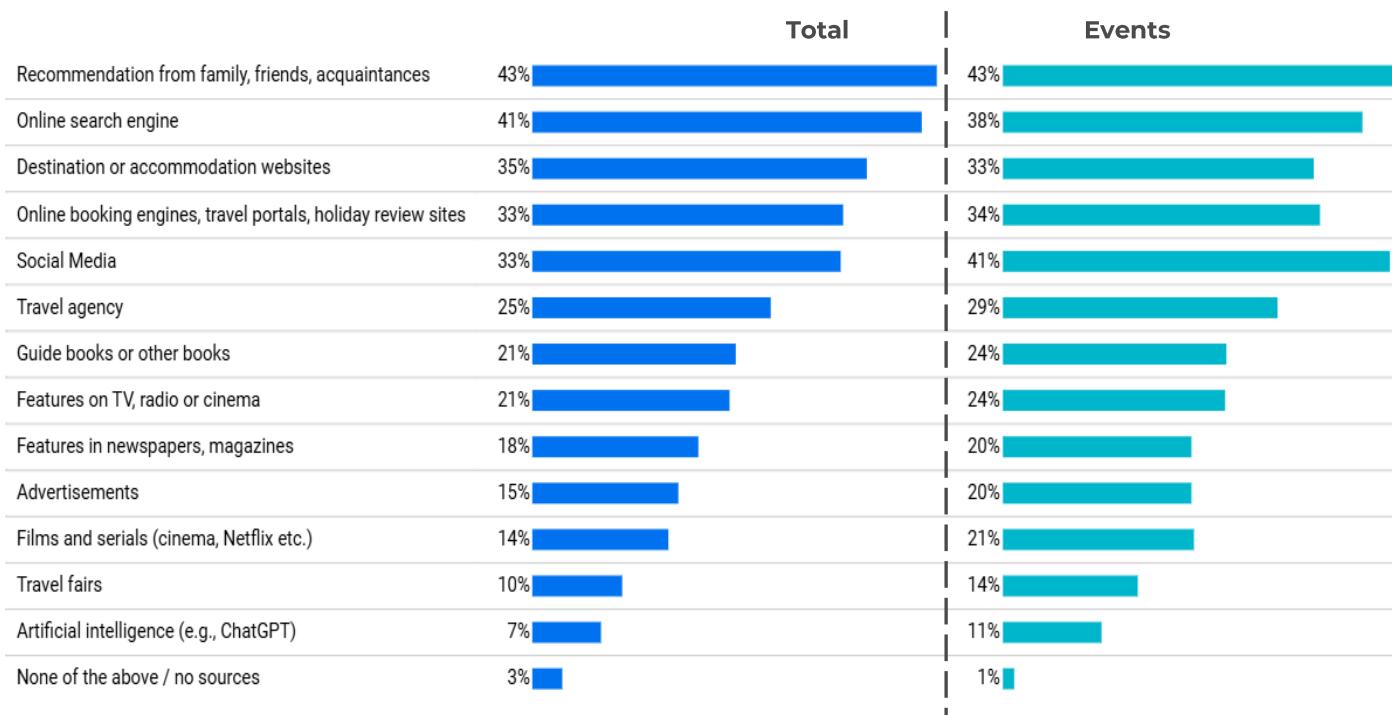
Trip organisation and preferences of Events segment



Trip organisation and preferences (1)

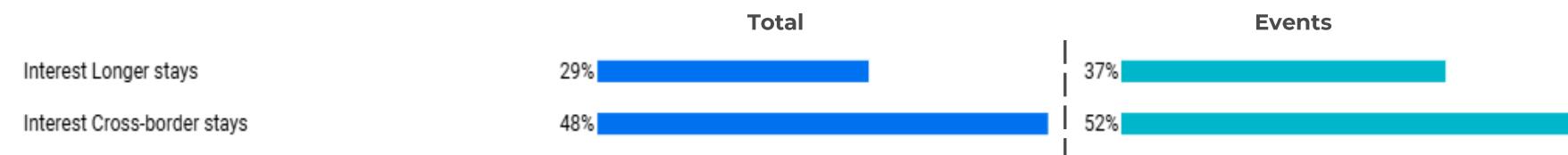
— Average European source markets, total vs. travellers interested in attending events

Preferred sources of travel inspiration



- Social Media (particularly TikTok and Pinterest), are more often preferred as a source of travel inspiration for event travellers, compared to all travellers.
- Advertisements and AI are also more often used as travel inspiration sources by event travellers.
- They are also more interested in longer stays and slightly more interested in cross-border stays when considering a trip to Luxembourg.

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

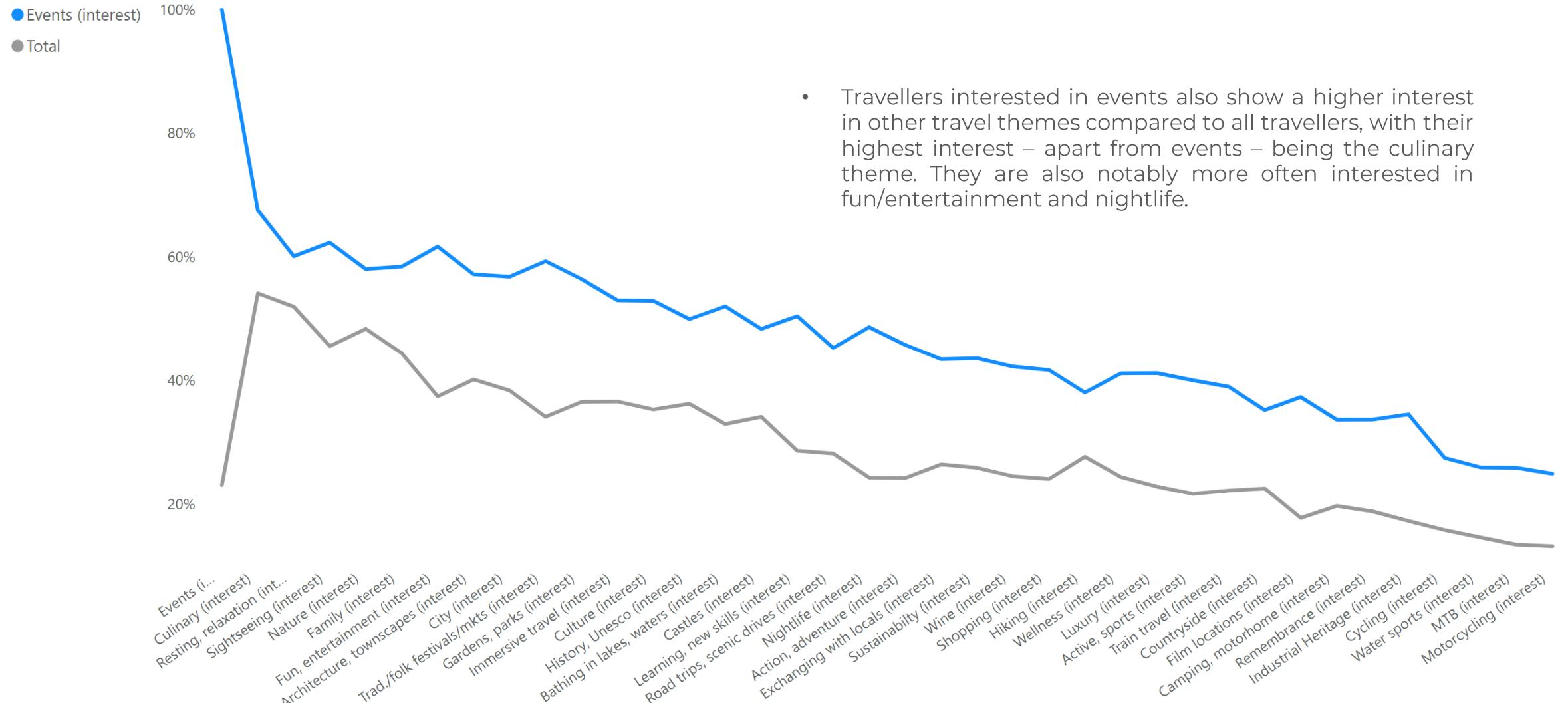


Trip organisation and preferences (2)

— Average European source markets, total vs. travellers interested in attending events



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

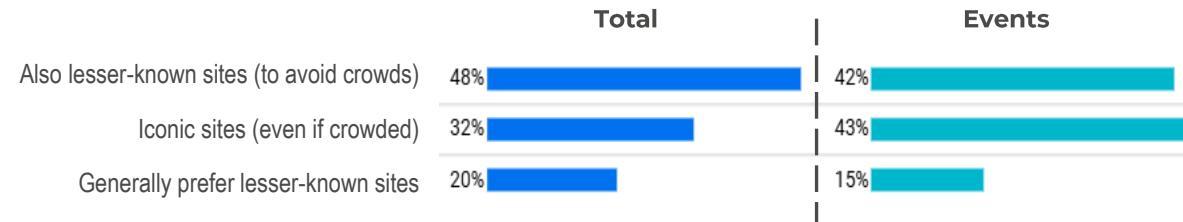


Trip organisation and preferences (3)

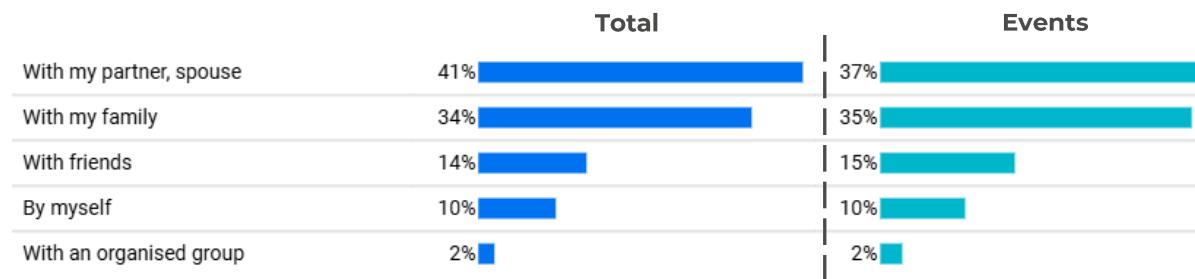


— Average European source markets, total vs. travellers interested in attending events

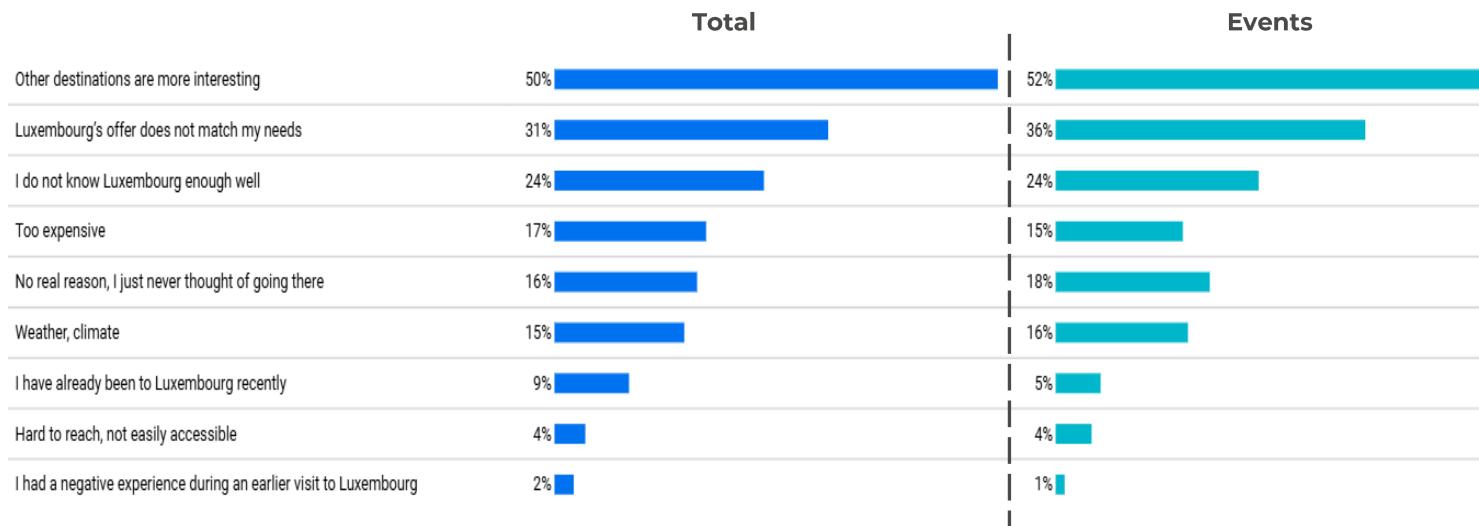
General preference for visiting iconic vs. lesser-known sites



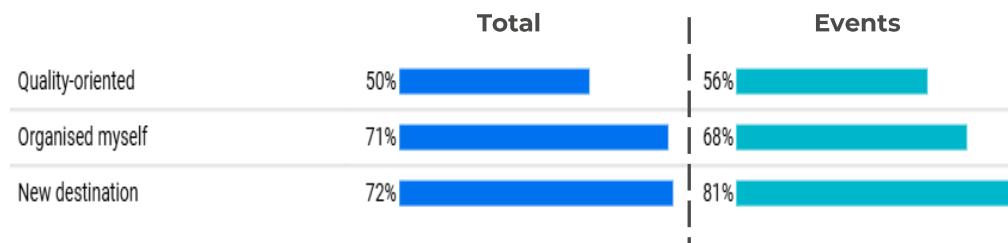
Travel party (*)



Reasons for not considering Luxembourg as a destination



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



- Event-interested tourists indicate a preference for iconic sites to a larger extent than all travellers.
- Regarding reasons for not considering Luxembourg as a destination they mention more often that Luxembourg does not match their needs.
- They are more often quality-oriented and have travelled more often to a new destination.

(*) During last outbound holiday trip .

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

(*) During last outbound holiday trip .

Source: LFT Brand & Potential Study, 2024.



Your contact

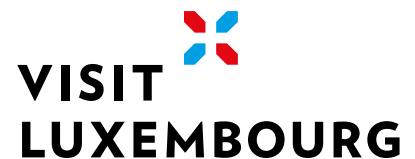


Alain Krier

Head of Insights & Strategy

T. +352 42 82 82 36

alain.krier@LfT.lu



Luxembourg for Tourism GIE

6, rue Antoine de Saint-Exupéry
L-1432 Luxembourg-Kirchberg
www.visitluxembourg.com