



Luxembourg for Tourism
**Theme profile
NATURE 2024**



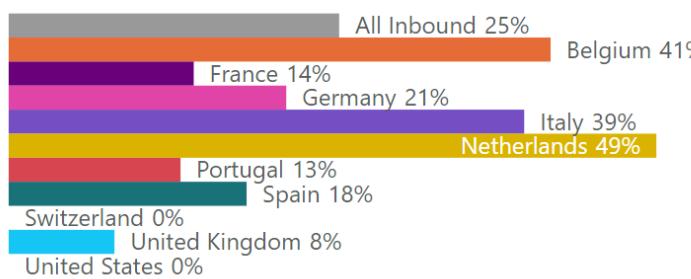
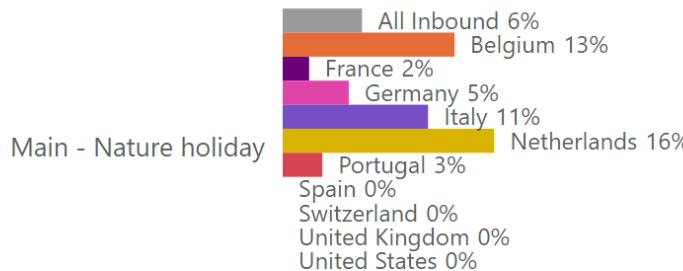


Market size of Nature segment

Please note: Due to small sample sizes for nature related same-day visitors, results in the overall theme profile referring to this group may only be seen as indicative but not as generalizable.

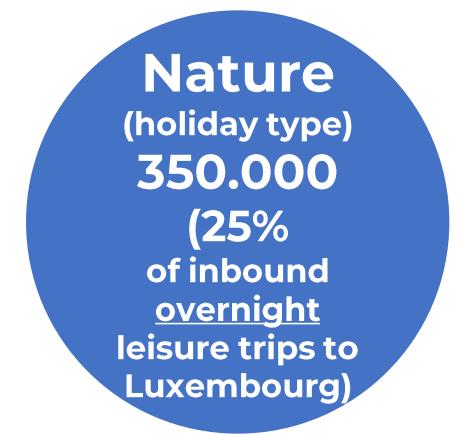
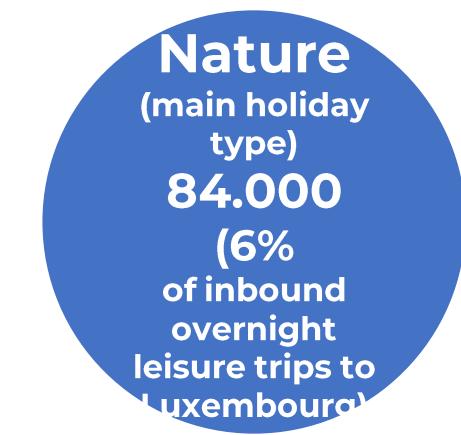
Shares by country of origin

Visitors with overnight



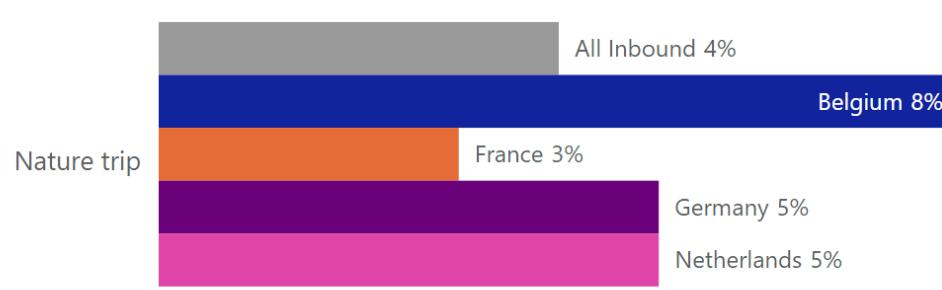
0% 20% 40%

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

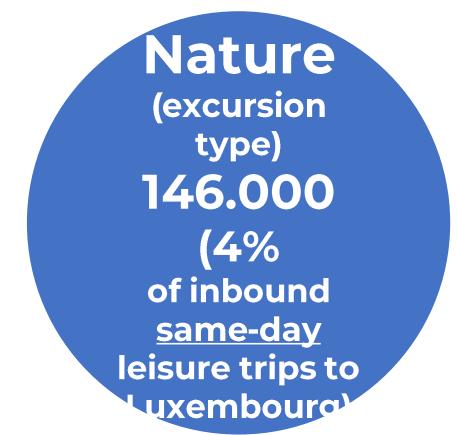


- The Netherlands, Belgium and Italy show the highest share of visitors related to nature – either as main purpose of the holiday or as being related to an activity during the holiday.

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



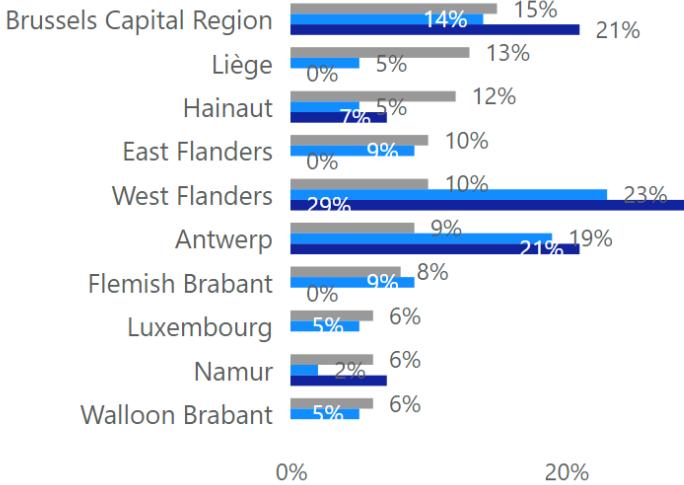
Number of same-day leisure trip to Luxembourg (estimate, yearly average 2023/2024)



Region of origin (BE)

Visitors with overnight

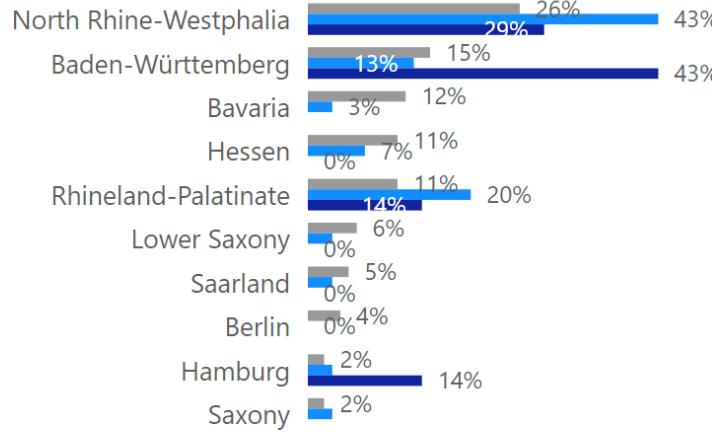
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Region of origin (DE)

Visitors with overnight

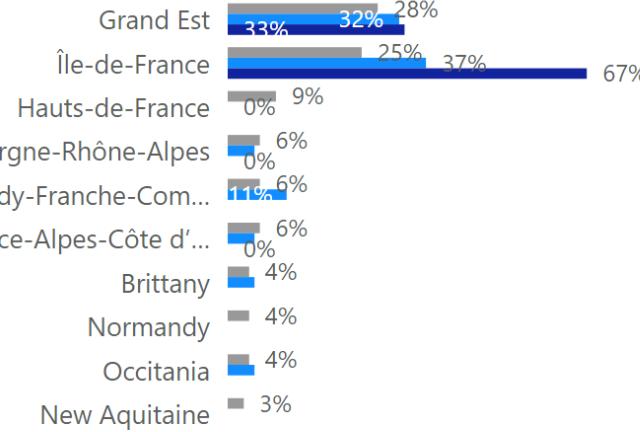
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Region of origin (FR)

Visitors with overnight

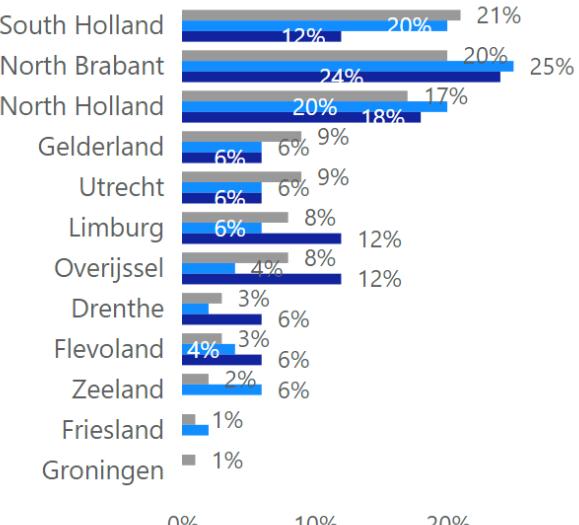
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Region of origin (NL)

Visitors with overnight

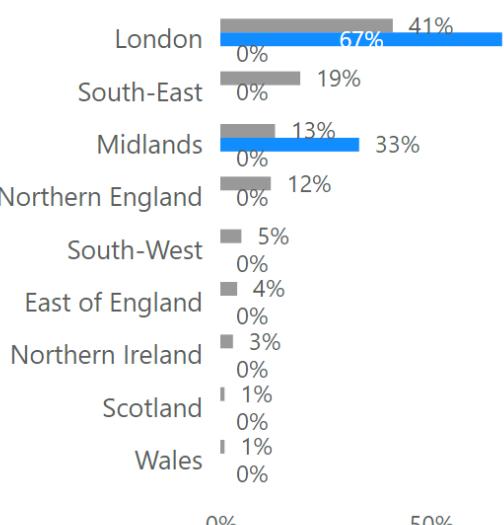
● All Inbound ● Nature (holiday ... ● Nature (mai...



Region of origin (UK)

Visitors with overnight

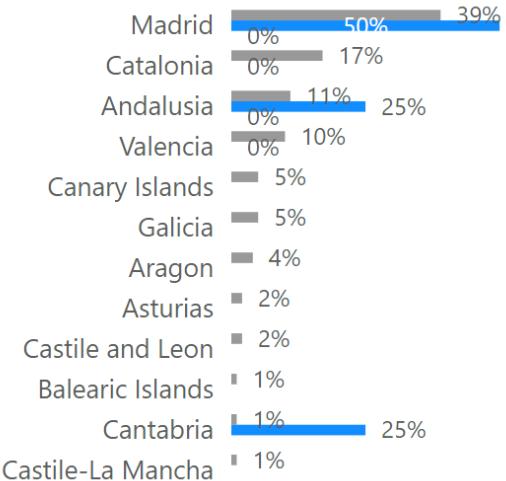
● All Inbound ● Nature (holida... ● Nature (mai...



Region of origin (ES)

Visitors with overnight

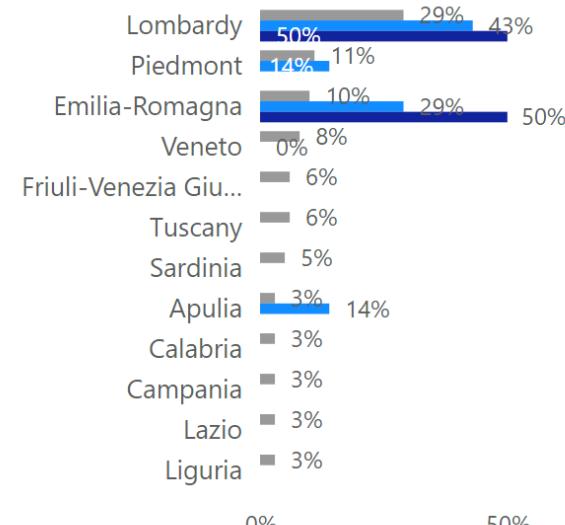
● All Inbound ● Nature (holiday... ● Nature (mai...



Region of origin (IT)

Visitors with overnight

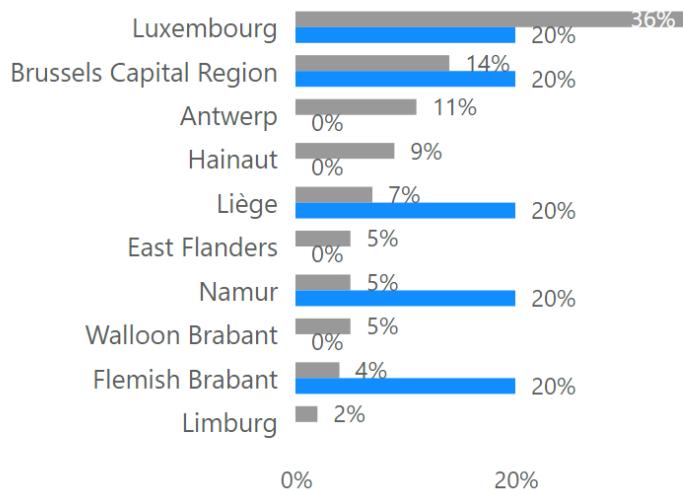
● All Inbound ● Nature (holida... ● Nature (mai...



Region of origin (BE)

Same-day visitors

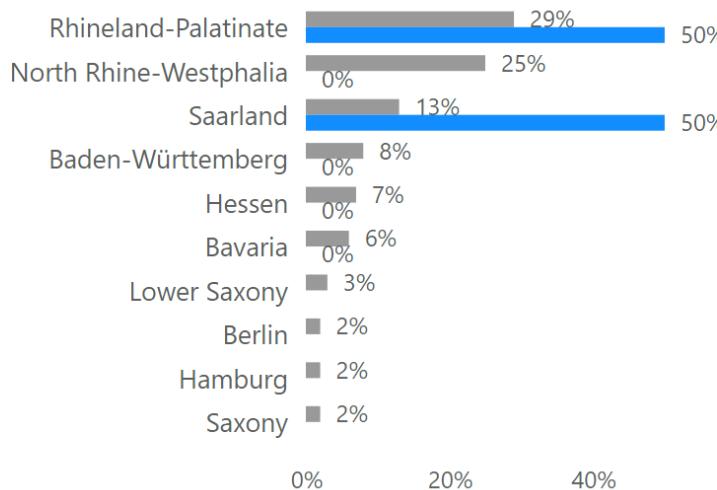
● All Inbound ● Nature (excursion type)



Region of origin (DE)

Same-day visitors

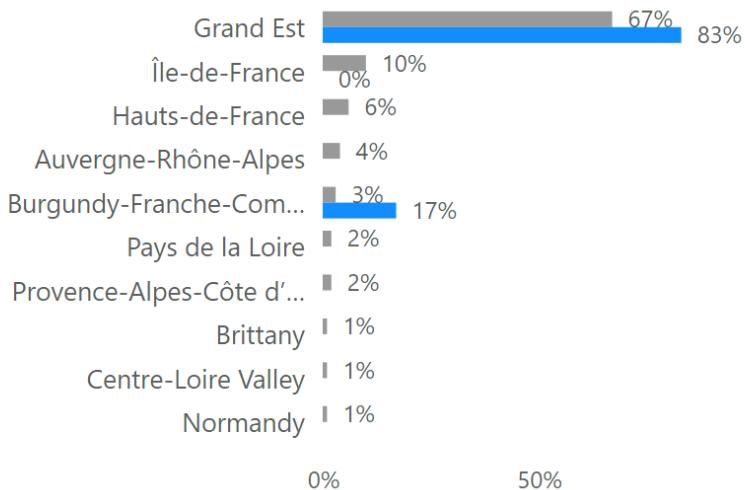
● All Inbound ● Nature (excursion type)



Region of origin (FR)

Same-day visitors

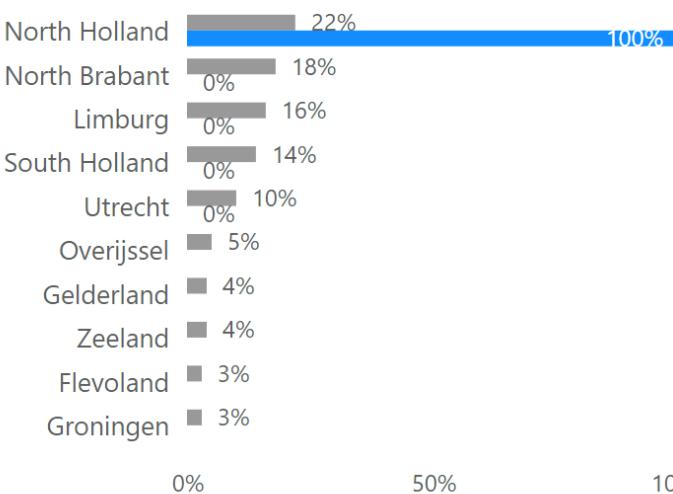
● All Inbound ● Nature (excursion type)



Region of origin (NL)

Same-day visitors

● All Inbound ● Nature (excursion type)



- There exist large regional differences for the different countries regarding visitors with overnights (see previous slight).
- For visitors with overnights Baden-Württemberg (DE), Île-de-France (FR) and Emilia-Romagna (IT) show especially high shares of visitor with nature as main holiday type in comparison to overall visitors.

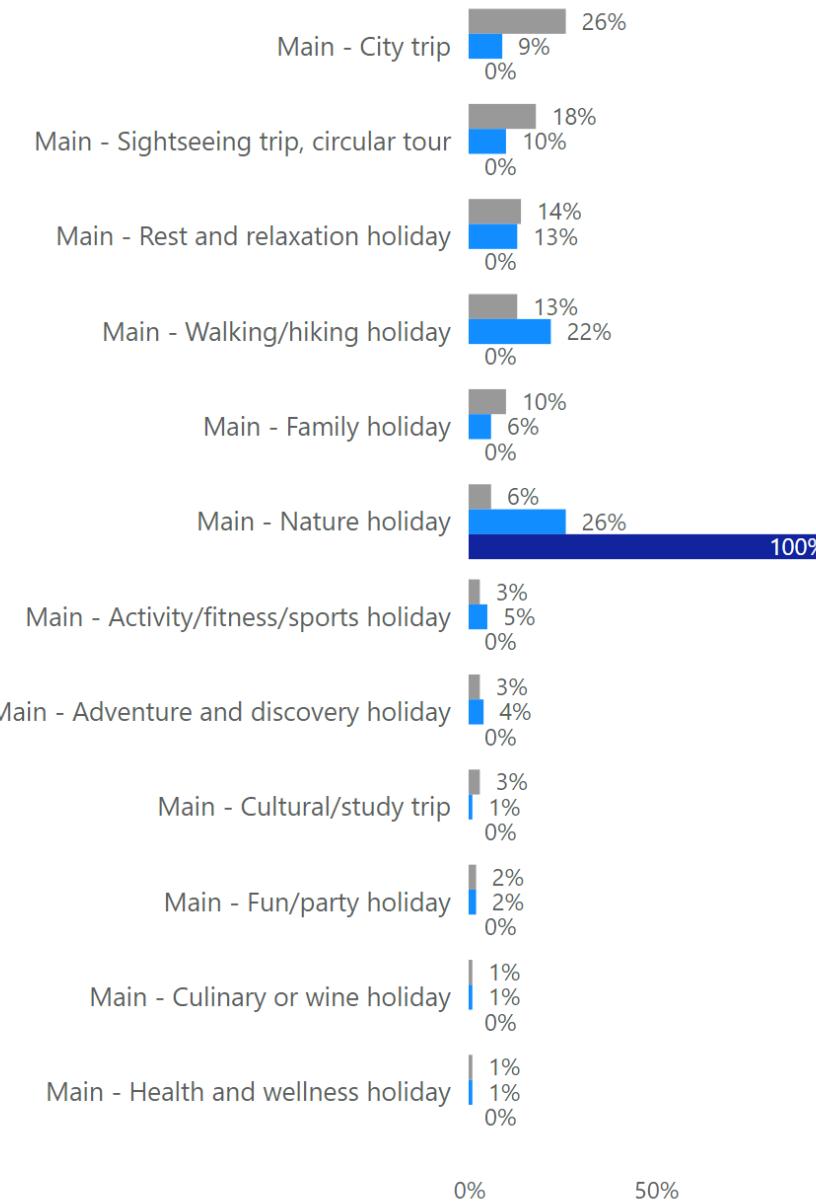


Travel behaviour of leisure visitors with Nature as a holiday / excursion type in Luxembourg

Main holiday types

Visitors with overnight

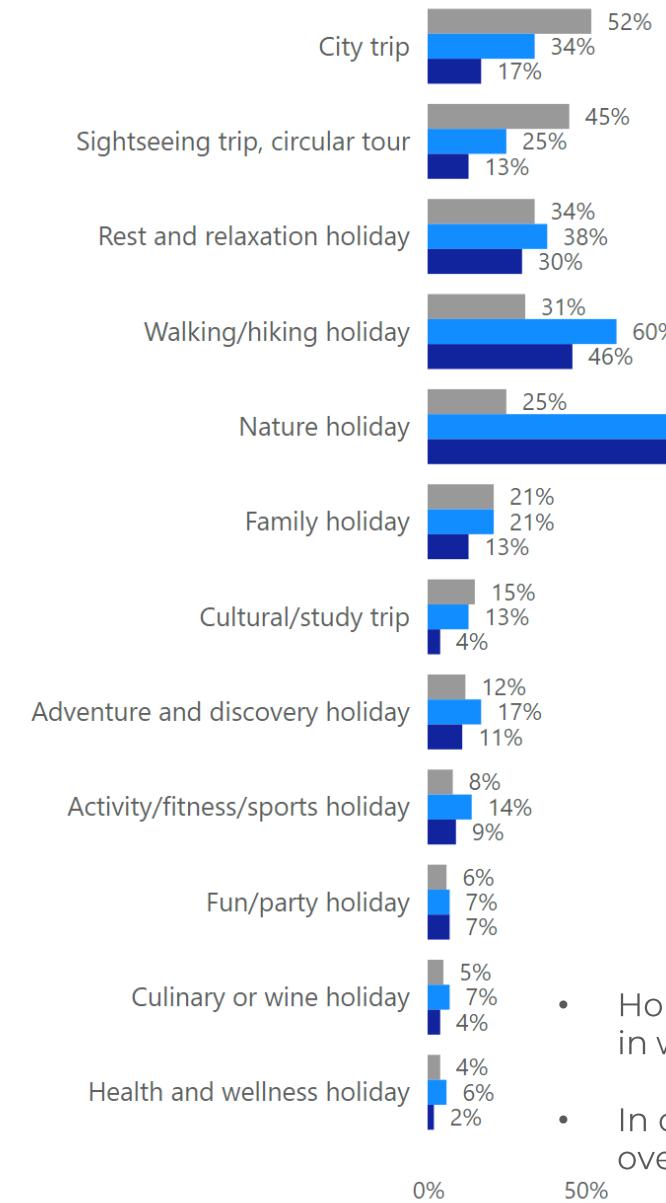
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



All holiday types

Visitors with overnight

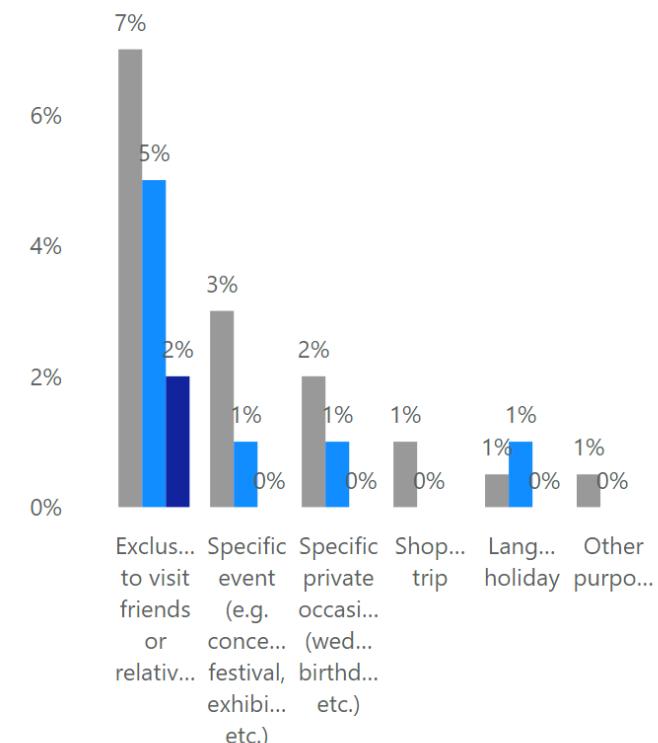
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Main purpose of overnight trip

(if not holiday)

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

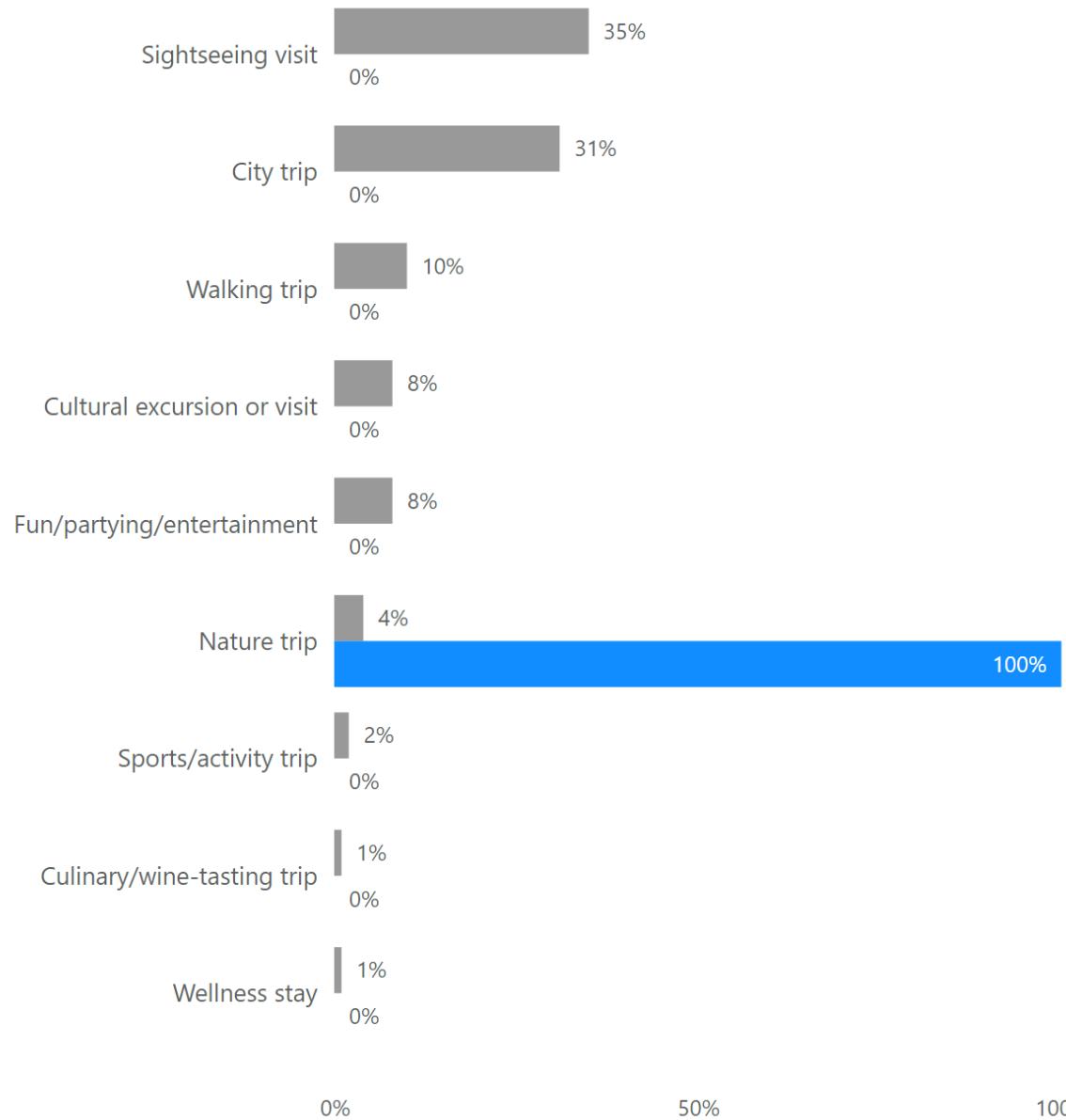


- Holiday trips related to nature are more often included in walking/hiking holidays.
- In contrast: City trips and sightseeing are less often than overall combined with nature in the same holiday.

Type of excursion

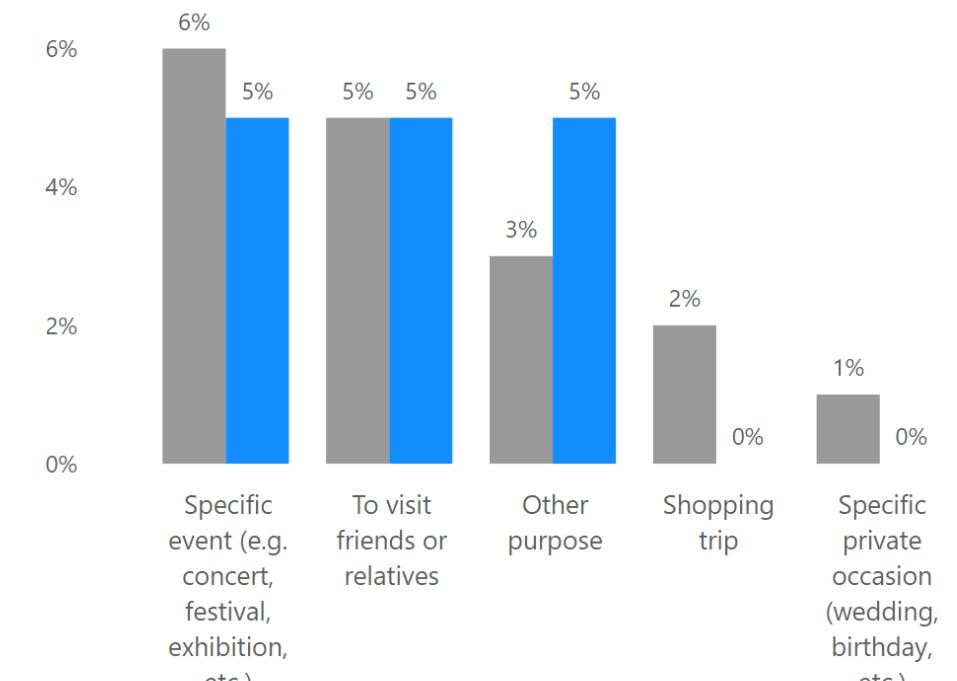
Same-day visitors

● All Inbound ● Nature (excursion type)



Main purpose of excursion (if not day trip)

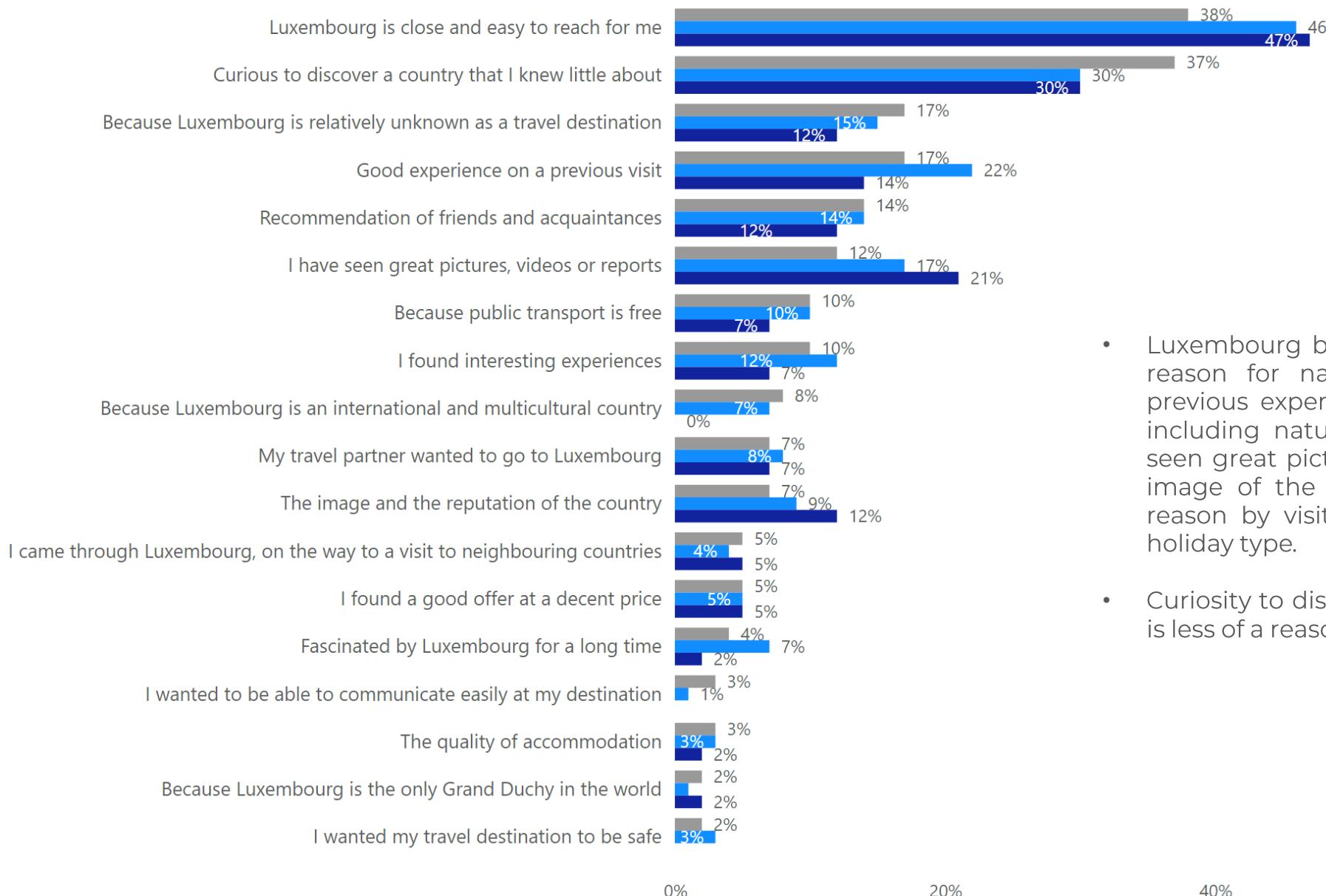
● All Inbound ● Nature (excursion type)



Reasons for choosing Luxembourg

Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

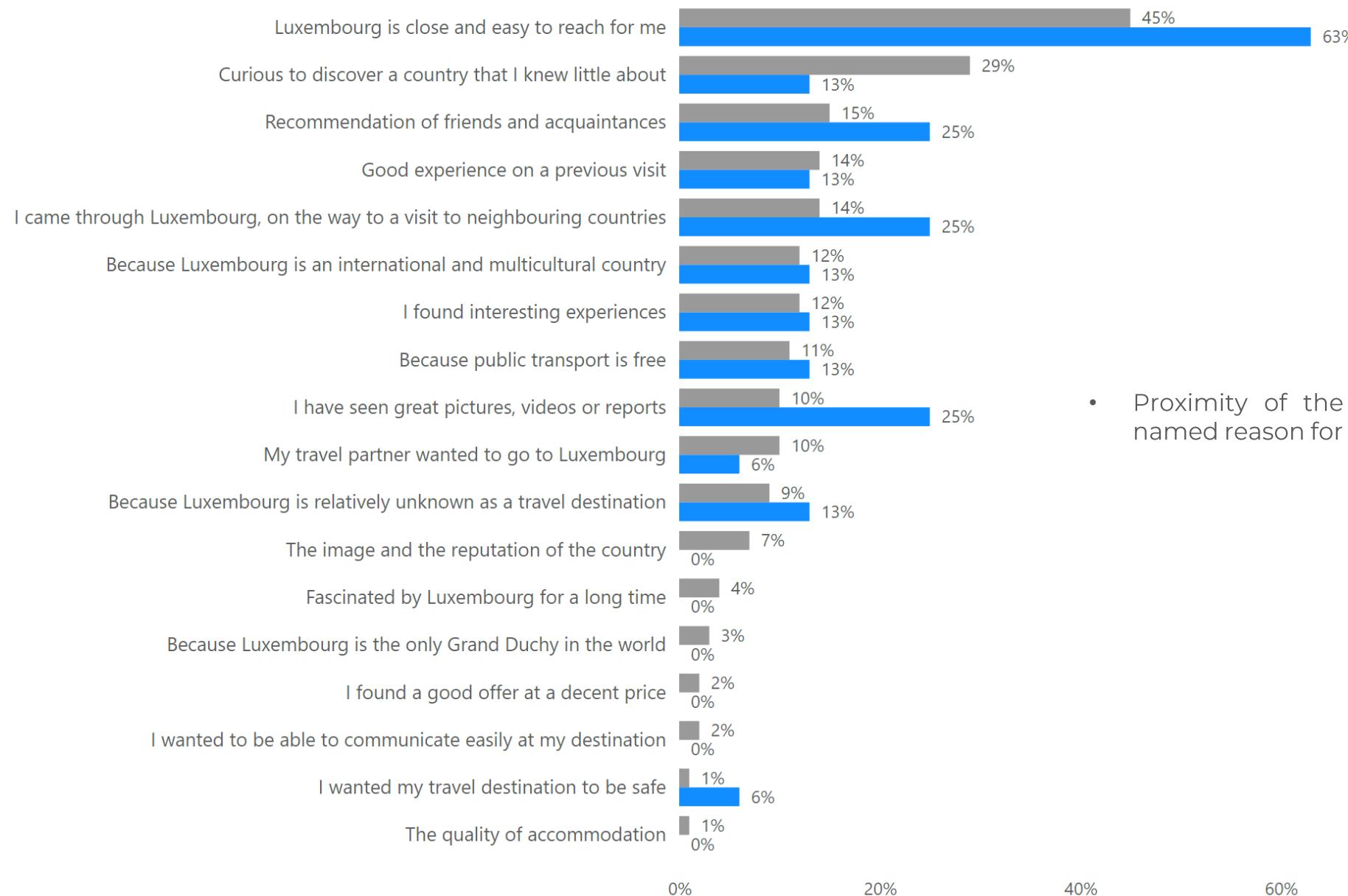


- Luxembourg being close is a more often indicated reason for nature visitors. Furthermore, a good previous experience is more of a reason for visitor including nature in their holidays whereas having seen great pictures, videos or reports as well as the image of the country is more often named as a reason by visitors indicating nature as their main holiday type.
- Curiosity to discover a country one knew little about is less of a reason for both types of nature visitors.

Reasons for choosing Luxembourg

Same-day visitors

● All Inbound ● Nature (excursion type)

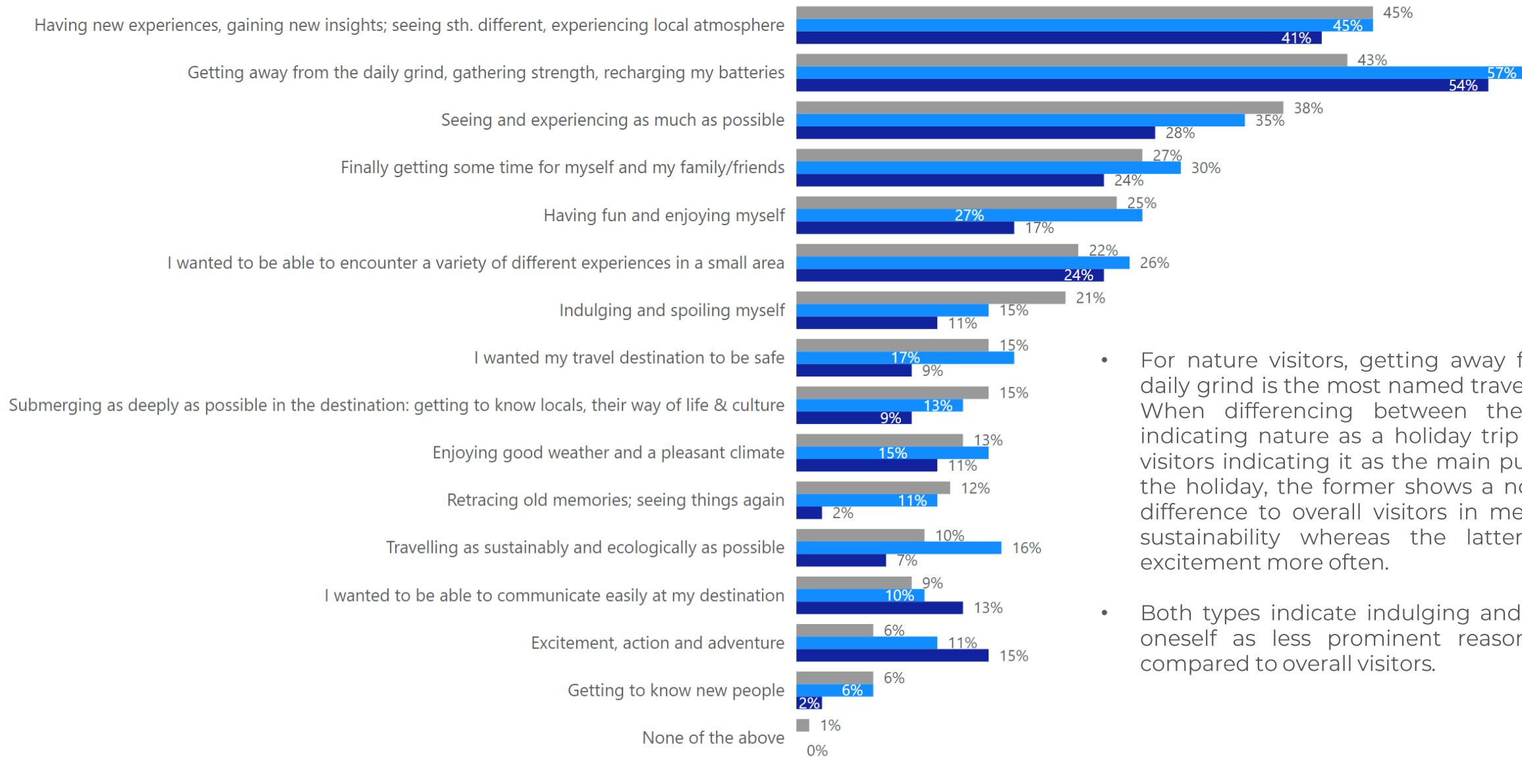


- Proximity of the country is the most commonly named reason for same-day nature visitors.

Travel motives

Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

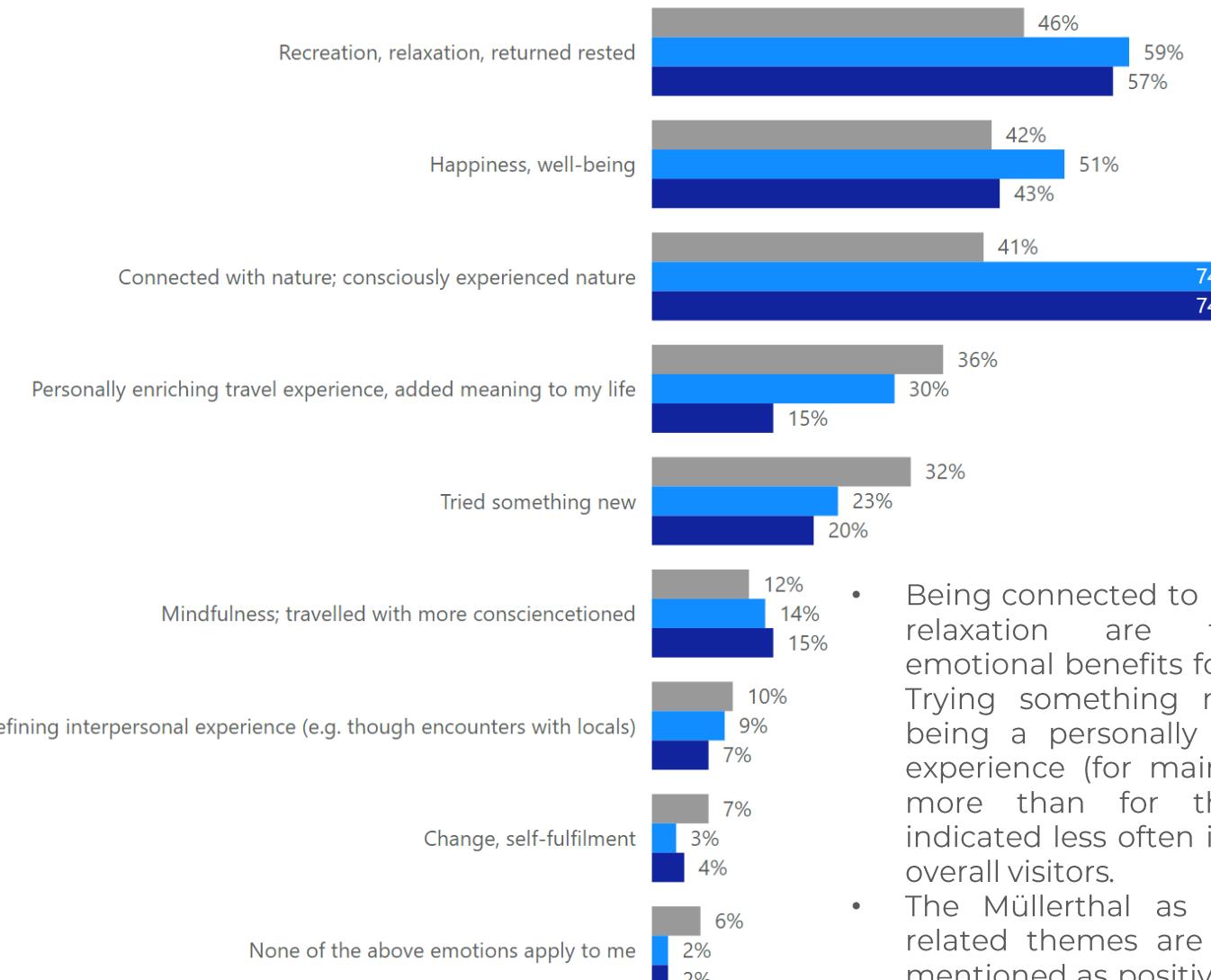


- For nature visitors, getting away from the daily grind is the most named travel motive. When differencing between the visitors indicating nature as a holiday trip and the visitors indicating it as the main purpose of the holiday, the former shows a noticeable difference to overall visitors in mentioning sustainability whereas the latter names excitement more often.
- Both types indicate indulging and spoiling oneself as less prominent reasons when compared to overall visitors.

Emotional benefits experienced during stay

Visitors with overnight

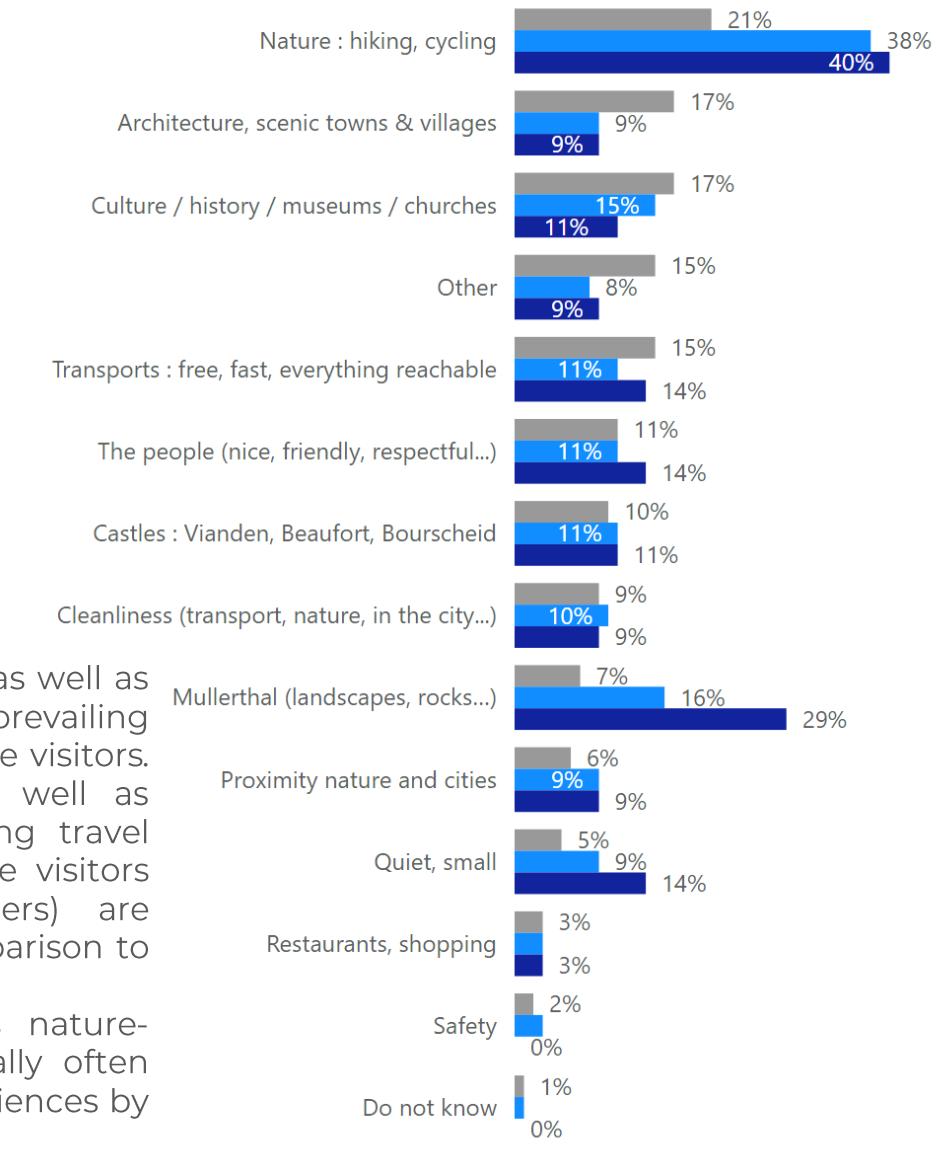
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Particularly positive experience during stay (open question)

Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

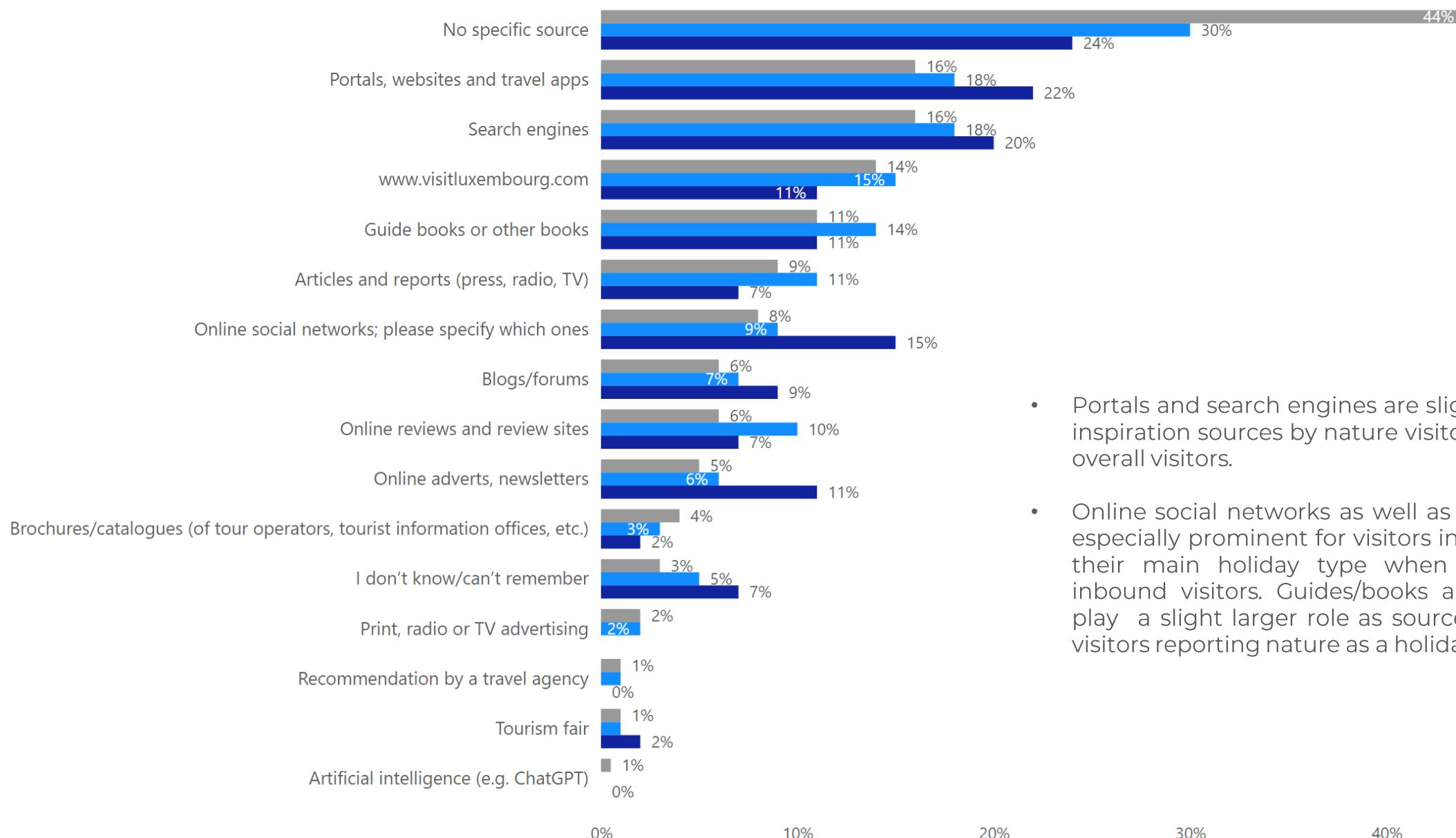


- Being connected to nature as well as relaxation are the prevailing emotional benefits for nature visitors. Trying something new as well as being a personally enriching travel experience (for main nature visitors more than for the others) are indicated less often in comparison to overall visitors.
- The Müllerthal as well as nature-related themes are especially often mentioned as positive experiences by nature visitors.

Inspiration sources

Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

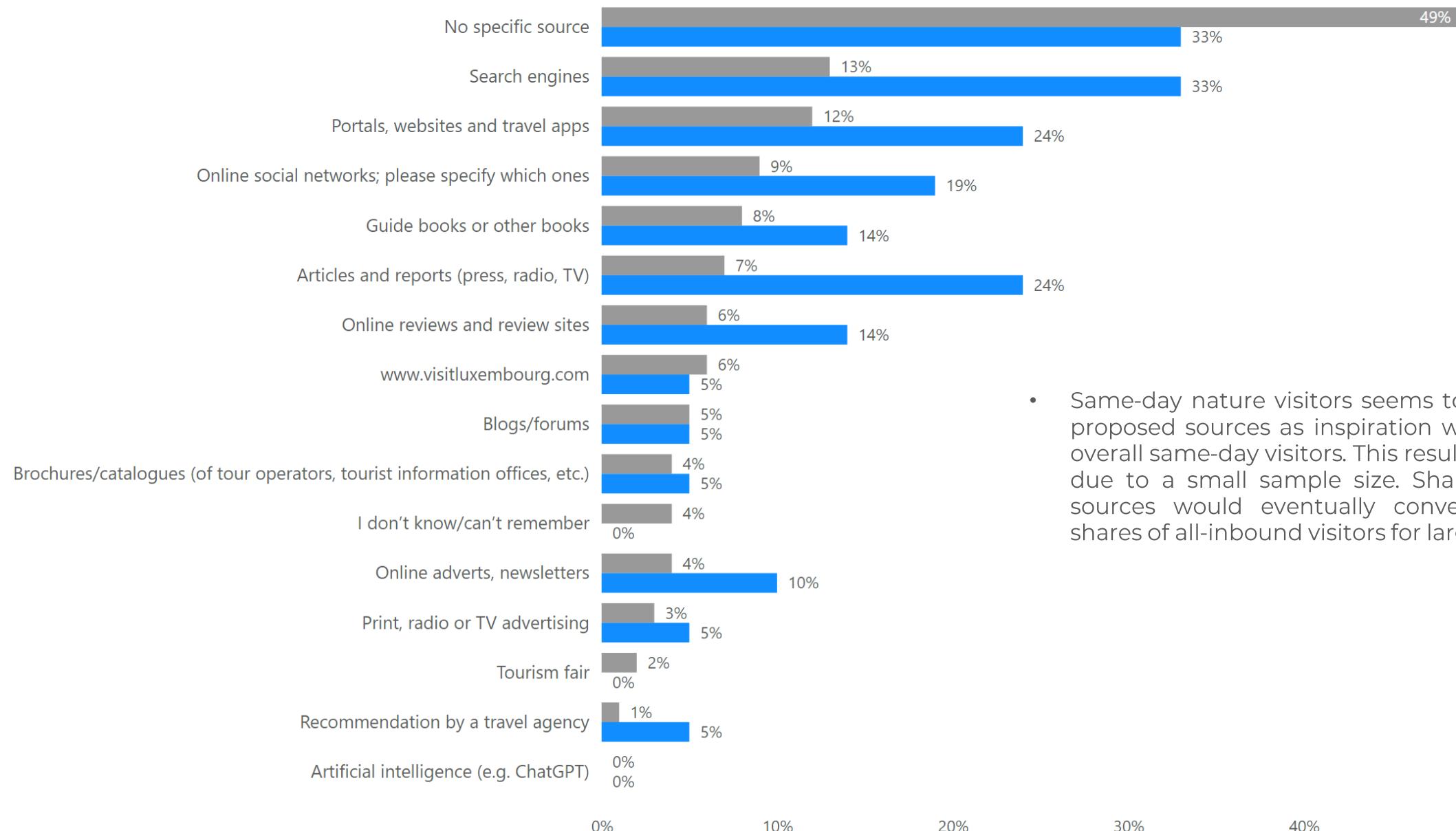


- Portals and search engines are slightly more used as inspiration sources by nature visitors as compared to overall visitors.
- Online social networks as well as online adverts are especially prominent for visitors indicating nature as their main holiday type when compared to all inbound visitors. Guides/books and online reviews play a slight larger role as source of inspiration for visitors reporting nature as a holiday trip.

Inspiration sources

Same-day visitors

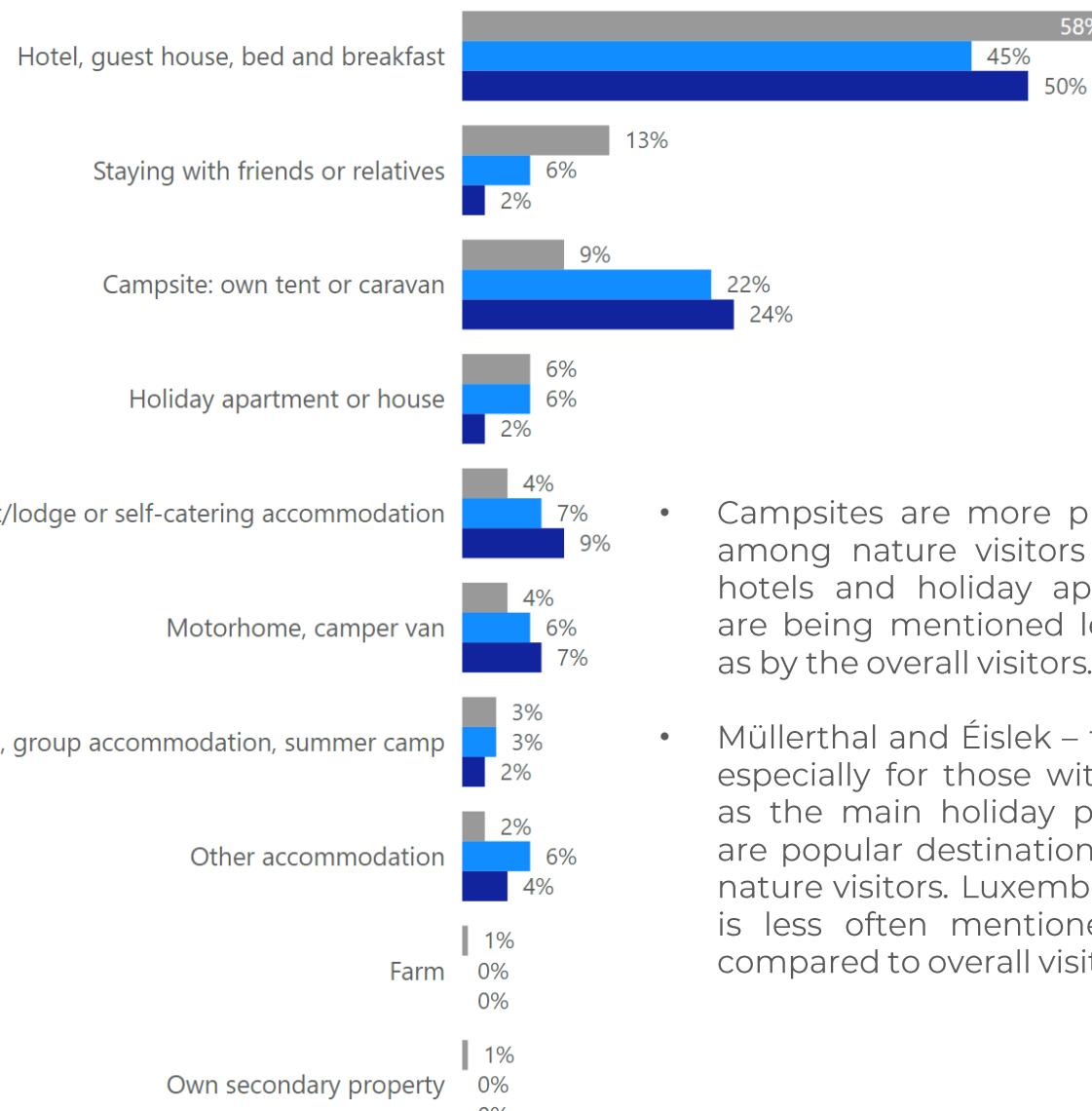
● All Inbound ● Nature (excursion type)



- Same-day nature visitors seems to use more of the proposed sources as inspiration when compared to overall same-day visitors. This results can however be due to a small sample size. Shares for inspiration sources would eventually converge towards the shares of all-inbound visitors for larger sample sizes.

Type of accommodation

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

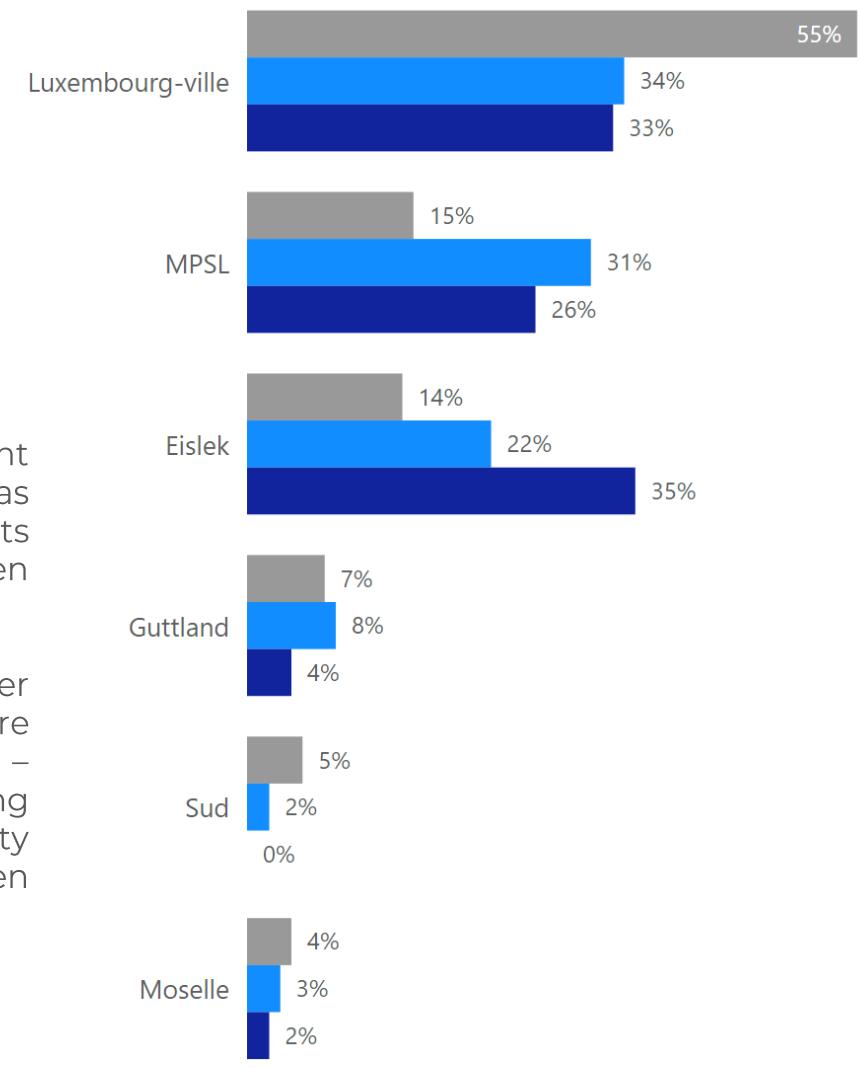


- Campsites are more prominent among nature visitors whereas hotels and holiday apartments are being mentioned less often as by the overall visitors.
- Müllerthal and Éislek – the latter especially for those with nature as the main holiday purpose – are popular destinations among nature visitors. Luxembourg City is less often mentioned when compared to overall visitors.

Destination region

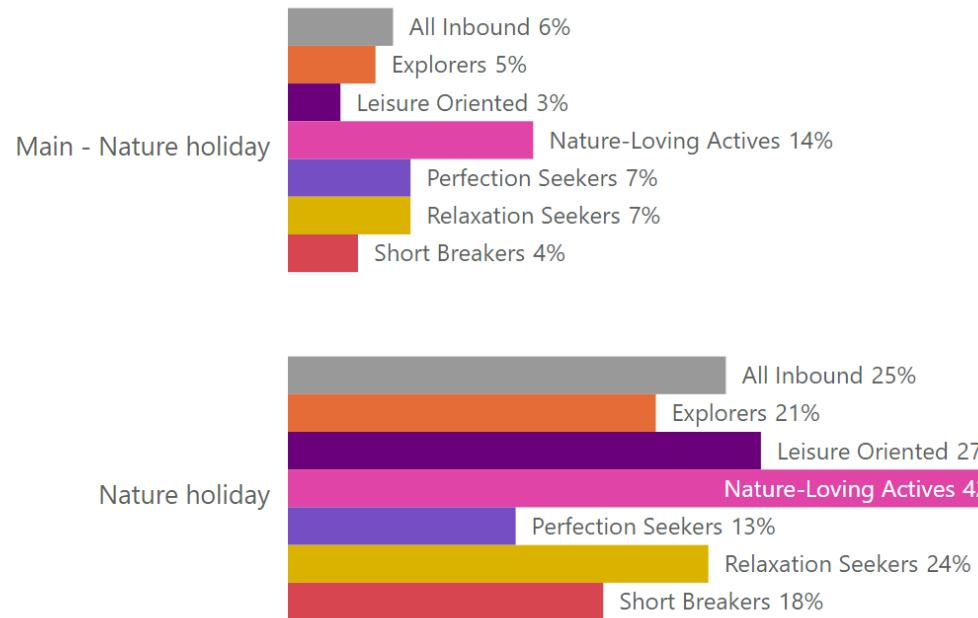
Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



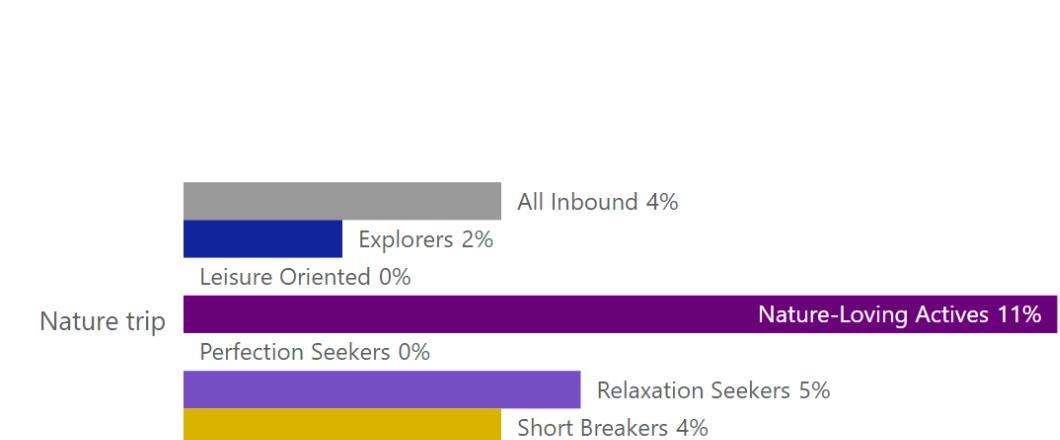
Shares by target segments

Visitors with overnight



Shares by target segments

Same-day visitors



- Nature-Loving Actives are the most common target segment for nature related holidays as well as trips. Perfection seekers indicate the lowest share of nature being a part of their holiday.

0% 10% 20% 30% 40%

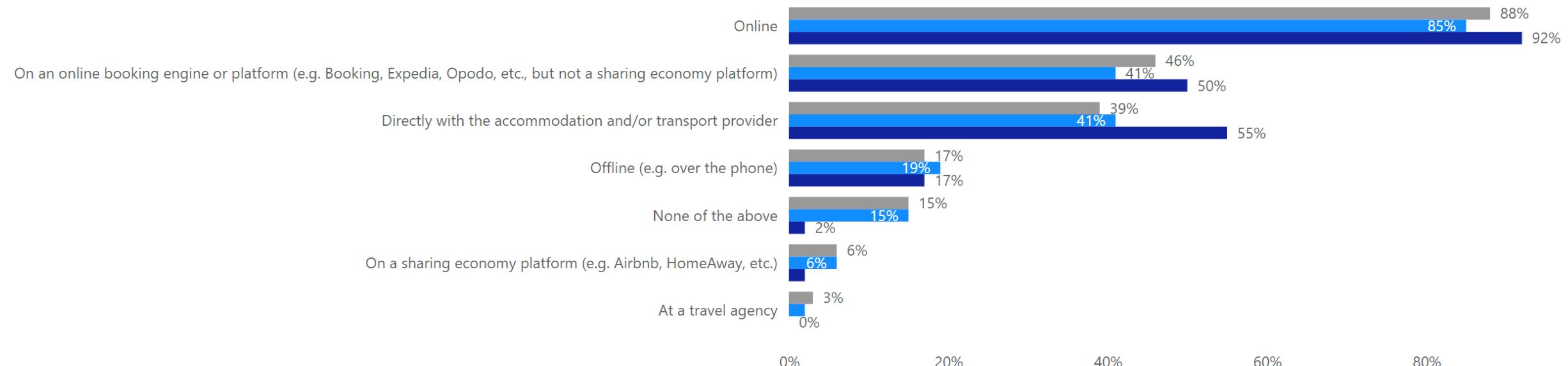
0% 5% 10%

Source: LFT/Ires Visitor Survey, 2023-2024.

Booking channels

Visitors with overnight

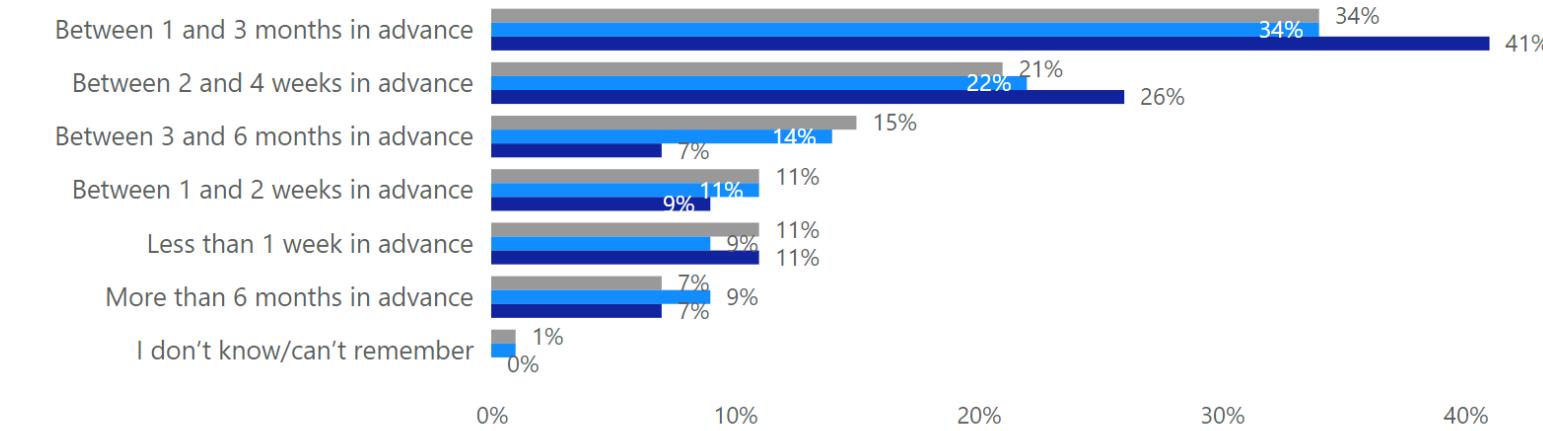
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Decision moment

Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

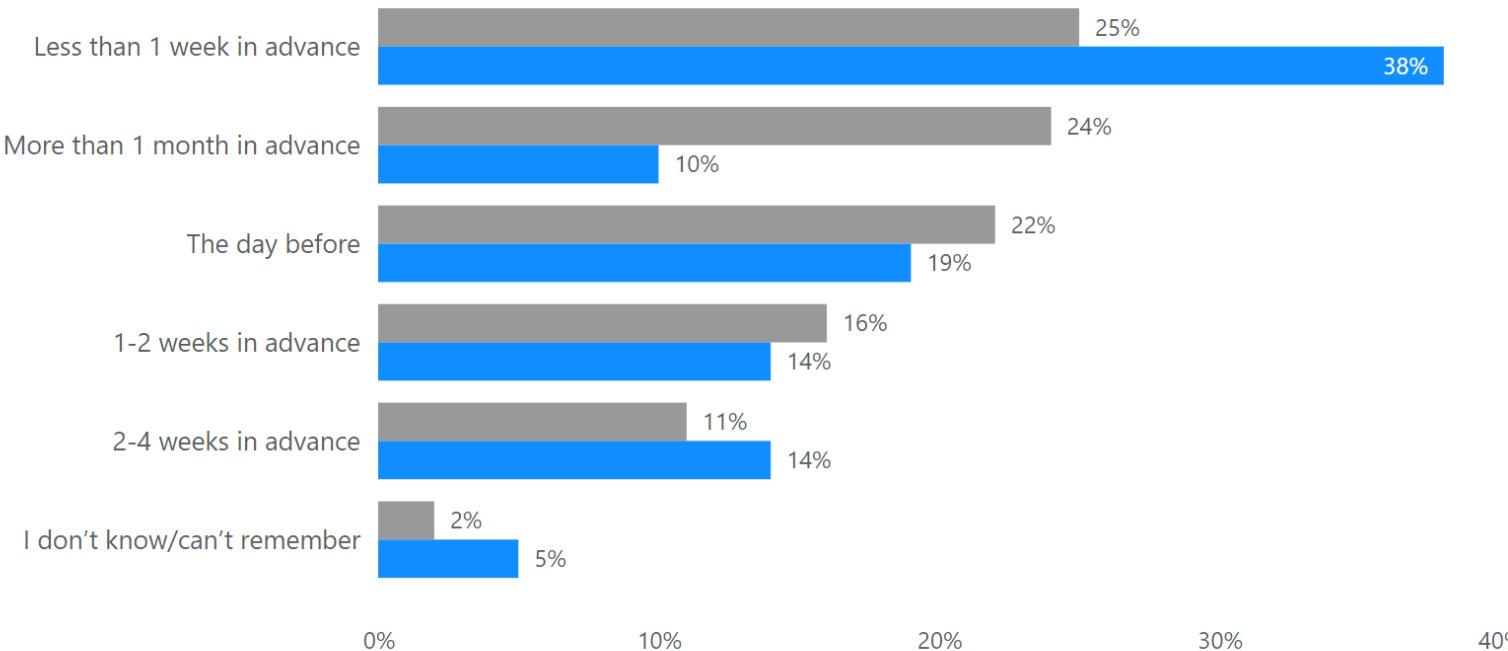


- Online booking is the dominant form for nature visitors although a large share of visitors reporting nature as the main holiday type book directly with the accommodation.
- Over 50% of nature-related travels (main purpose or holiday trip) are booked between 2 weeks and 3 months in advance.

Decision moment

Same-day visitors

● All Inbound ● Nature (excursion type)

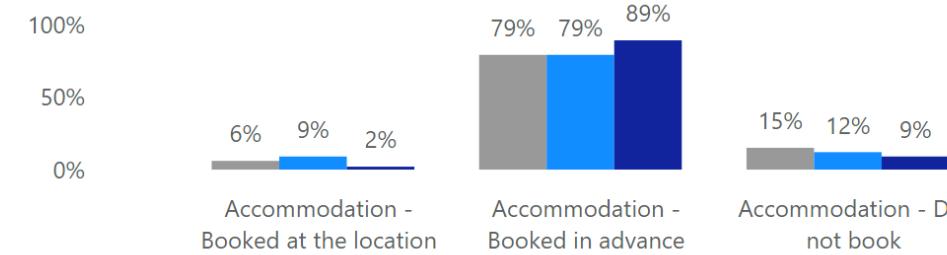


- Nature related excursions seem to be planned more often less than one week in advance for same-day visitors.

Booking of travel items

Accommodation

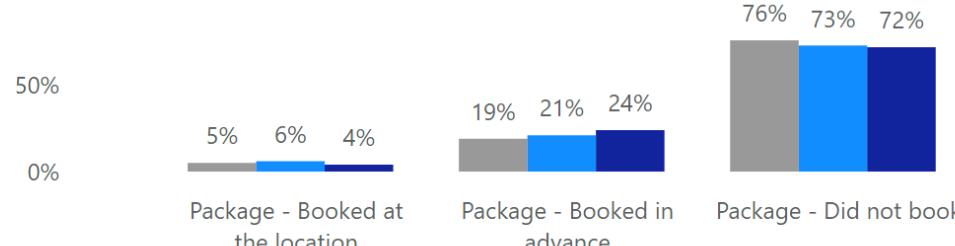
Attribut ● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Booking of travel items

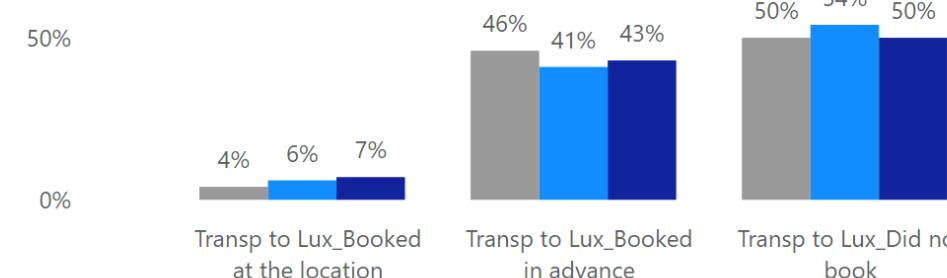
Package

Attribut ● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



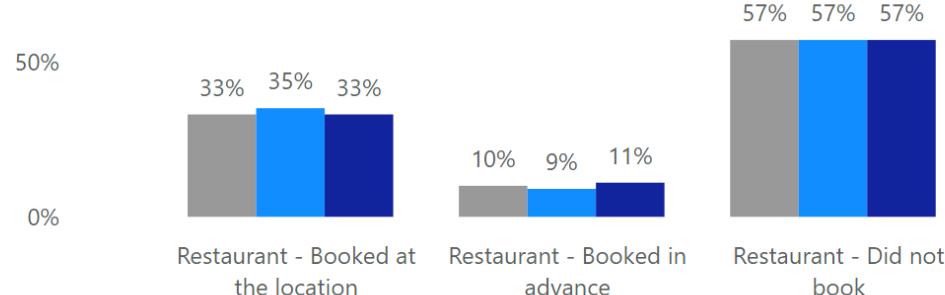
Transport to Luxembourg

Attribut ● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



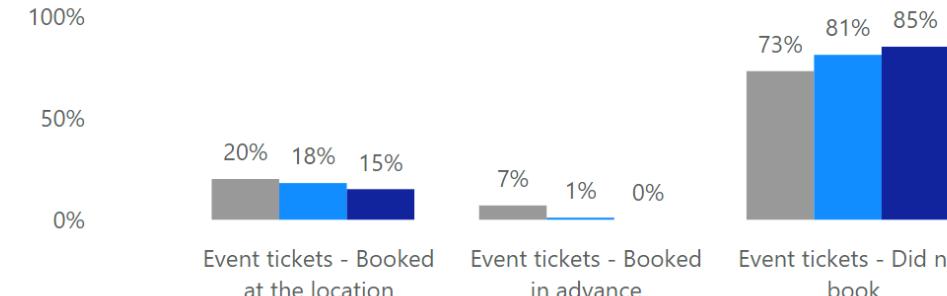
Restaurant

Attribut ● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



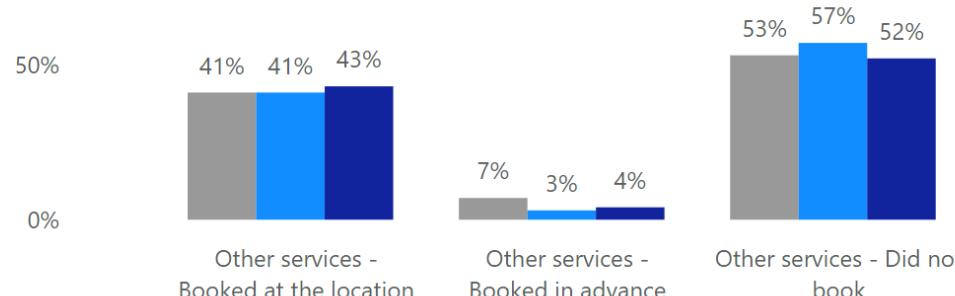
Event tickets

Attribut ● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Other services

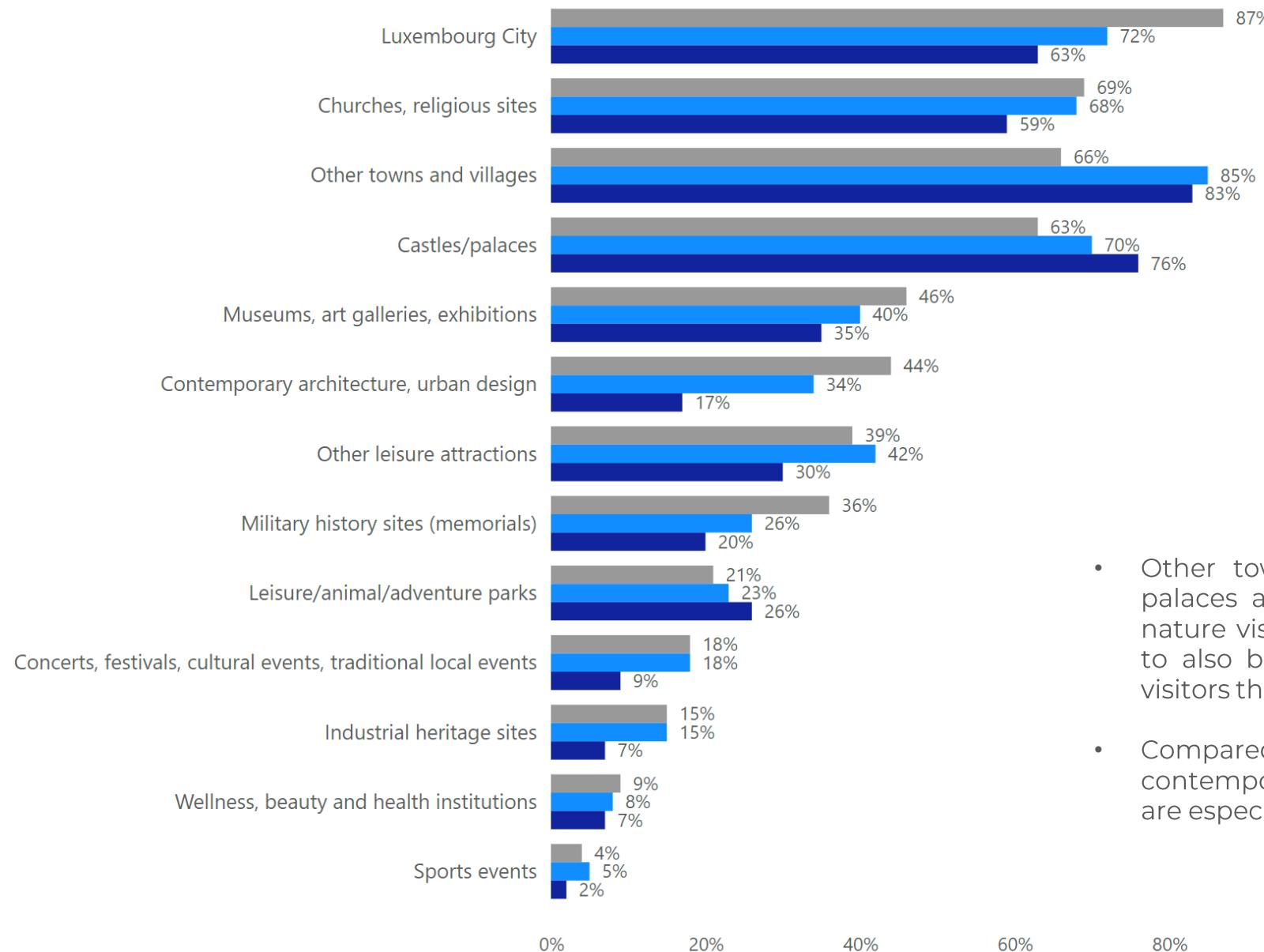
Attribut ● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Places visited

Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

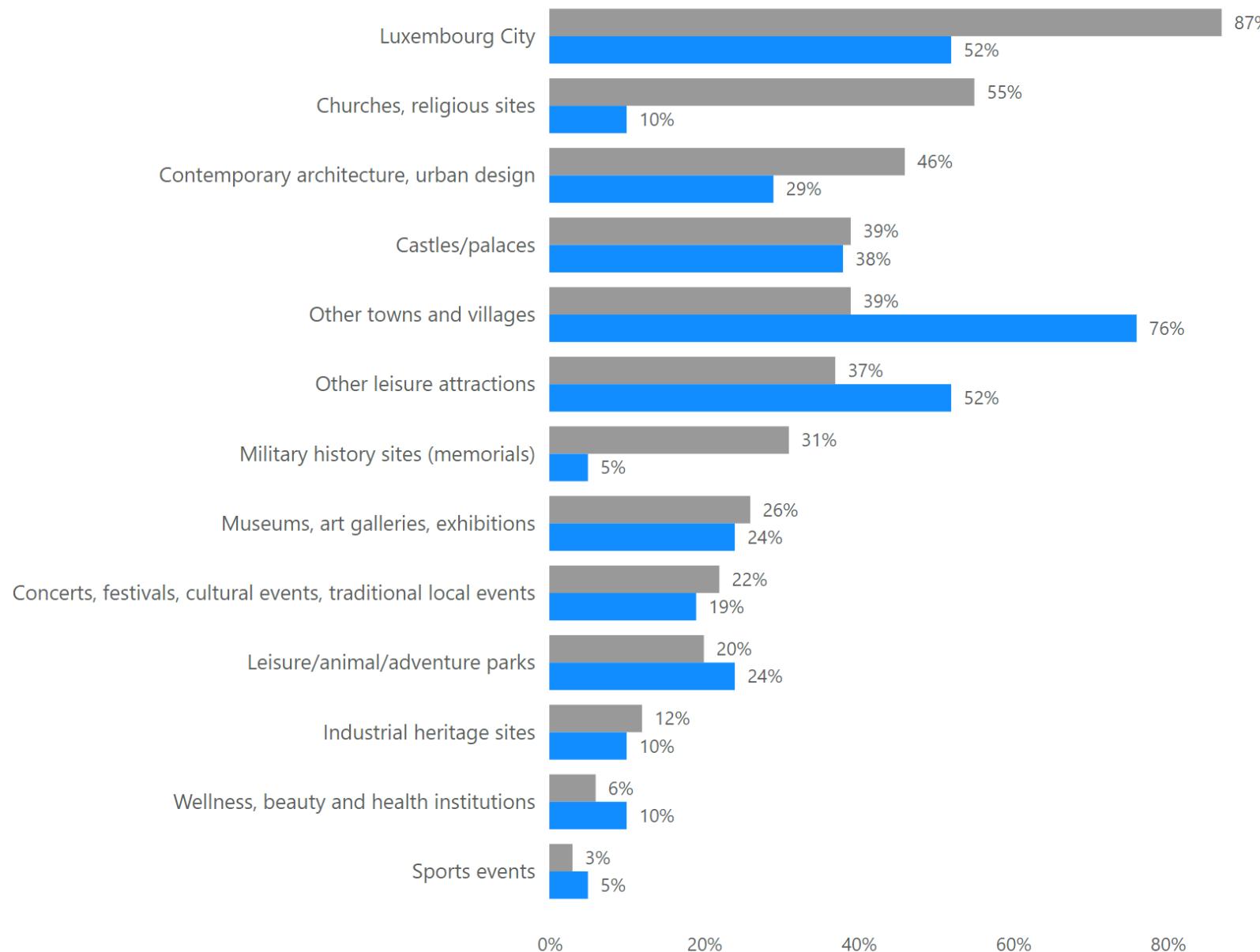


- Other towns and villages as well as castles and palaces are the most prominent places visited by nature visitors. Leisure/animal/adventure parks tend to also be a slightly more often visited by nature visitors than by all inbound travellers.
- Compared to overall visitors, Luxembourg City, contemporary architecture and military history sites are especially less popular.

Places visited

Same-day visitors

● All Inbound ● Nature (excursion type)



Non-sporting activities

Visitors with overnight

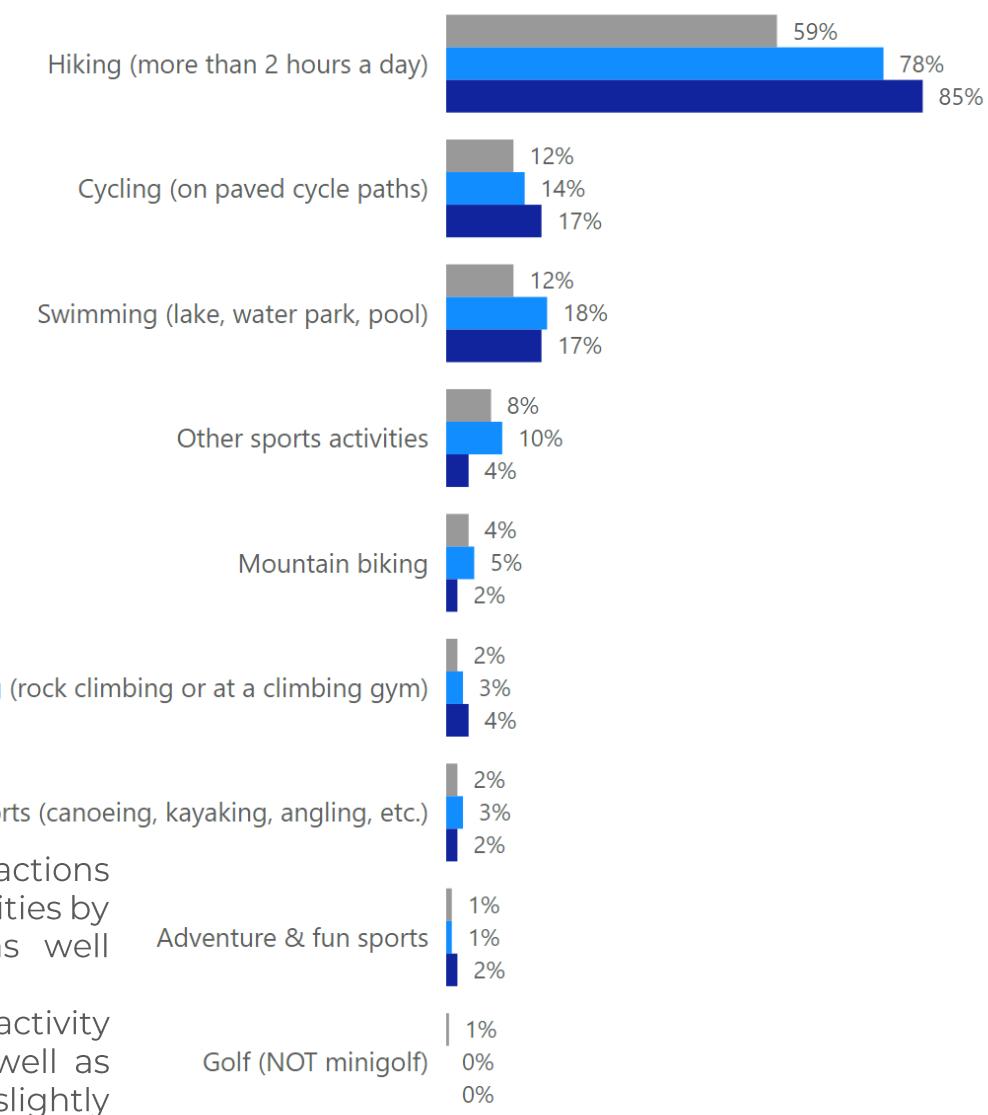
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Sporting activities

Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

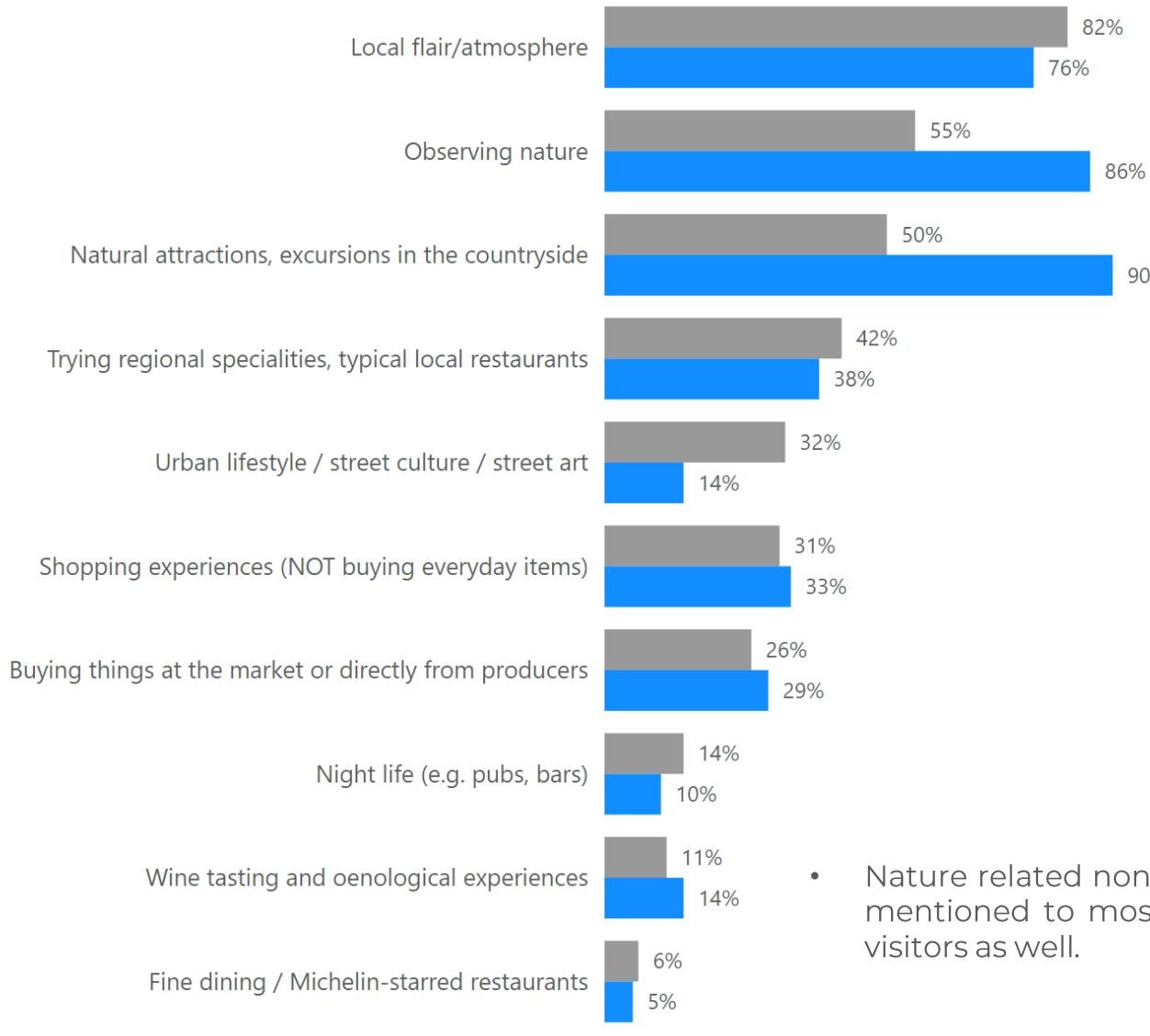


- Observing nature and natural attractions are especially often named as activities by nature visitors. Urban lifestyle as well as night life are less popular activities.
- Hiking is the main sporting activity mentioned by nature visitors as well as cycling and swimming being slightly more common

Non-sporting activities

Same-day visitors

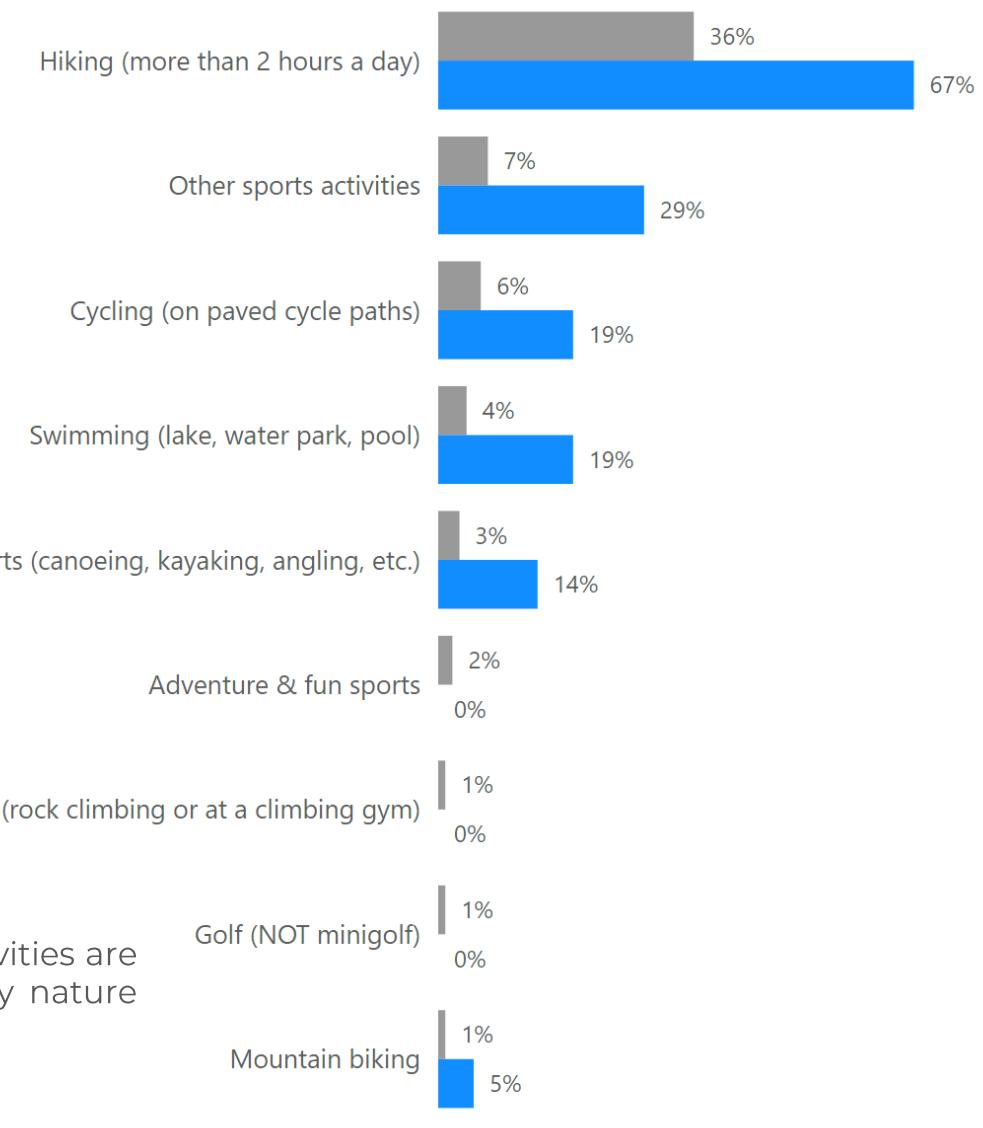
● All Inbound ● Nature (excursion type)



Sporting activities

Same-day visitors

● All Inbound ● Nature (excursion type)

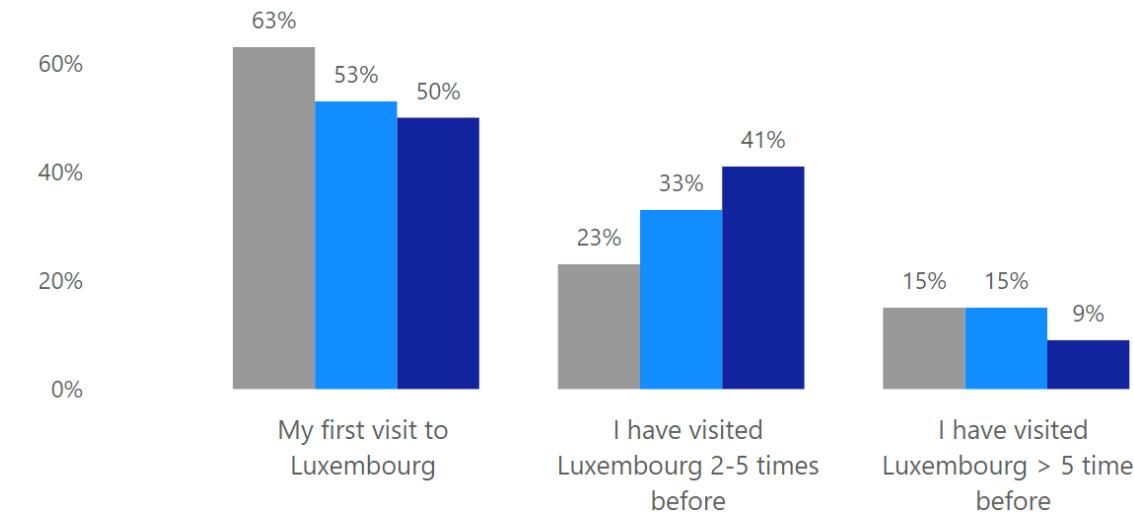


- Nature related non-sporting activities are mentioned to most by same-day nature visitors as well.

Frequency of visit

Visitors with overnight

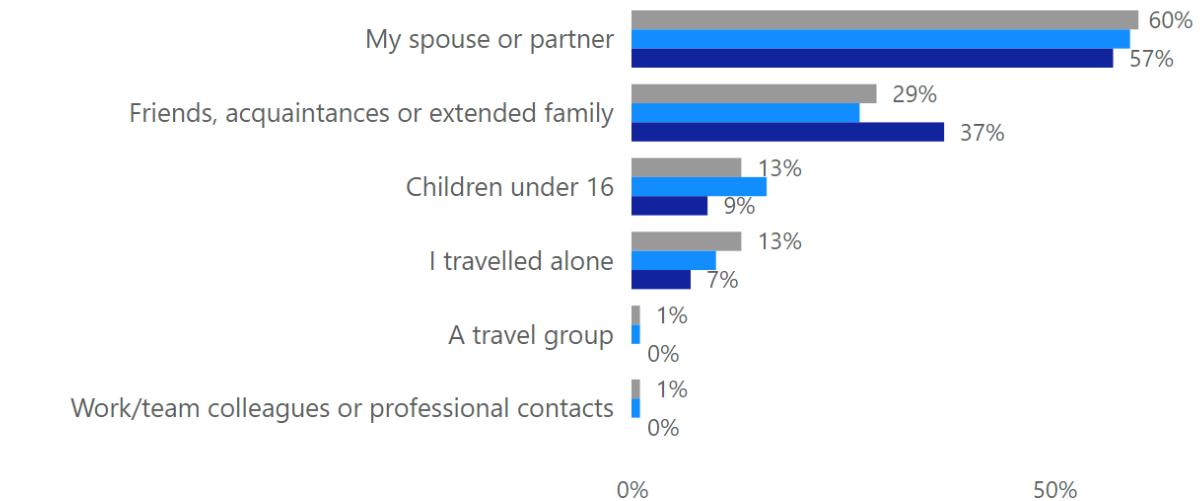
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Travel party

Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



First-time visitors

Visitors with overnight

50%

Nature (main holiday ty...)

53%

Nature (holiday type)

63%

All Inbound

- Nature visitors have especially often visited Luxembourg between 2 and 5 times. First-time visitors are less represented in comparison to overall visitors.
- Spending night in Luxembourg and abroad is less common for nature visitors.

Visitors spending nights in Luxembourg and abroad during same trip

Visitors with overnight

29%

Nature (main holiday type)

32%

Nature (holiday type)

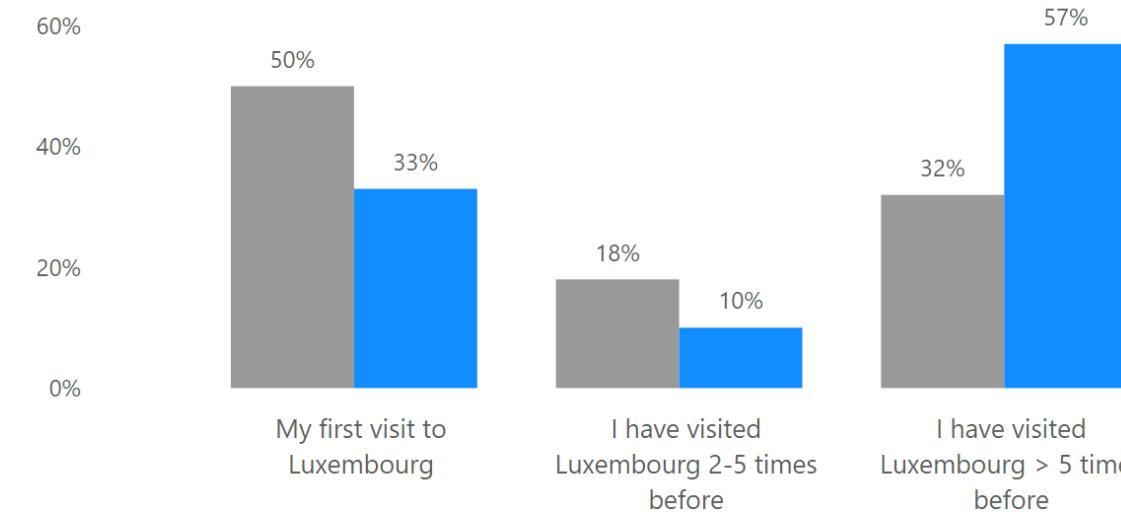
39%

All Inbound

Frequency of visit

Same-day visitors

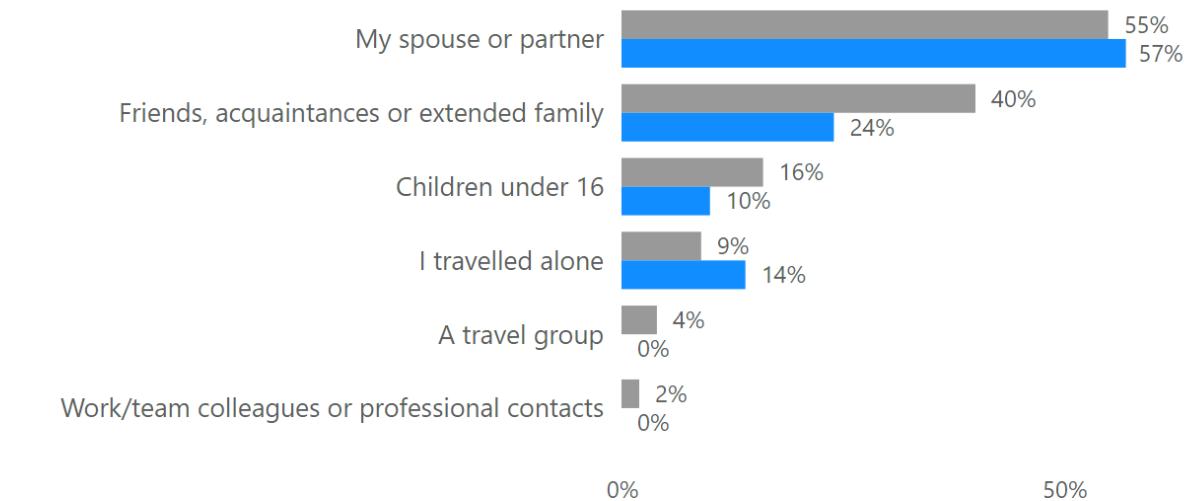
● All Inbound ● Nature (excursion type)



Travel party

Same-day visitors

● All Inbound ● Nature (excursion type)



First-time visitors

Same-day visitors

33%

Nature (excursion type)

50%

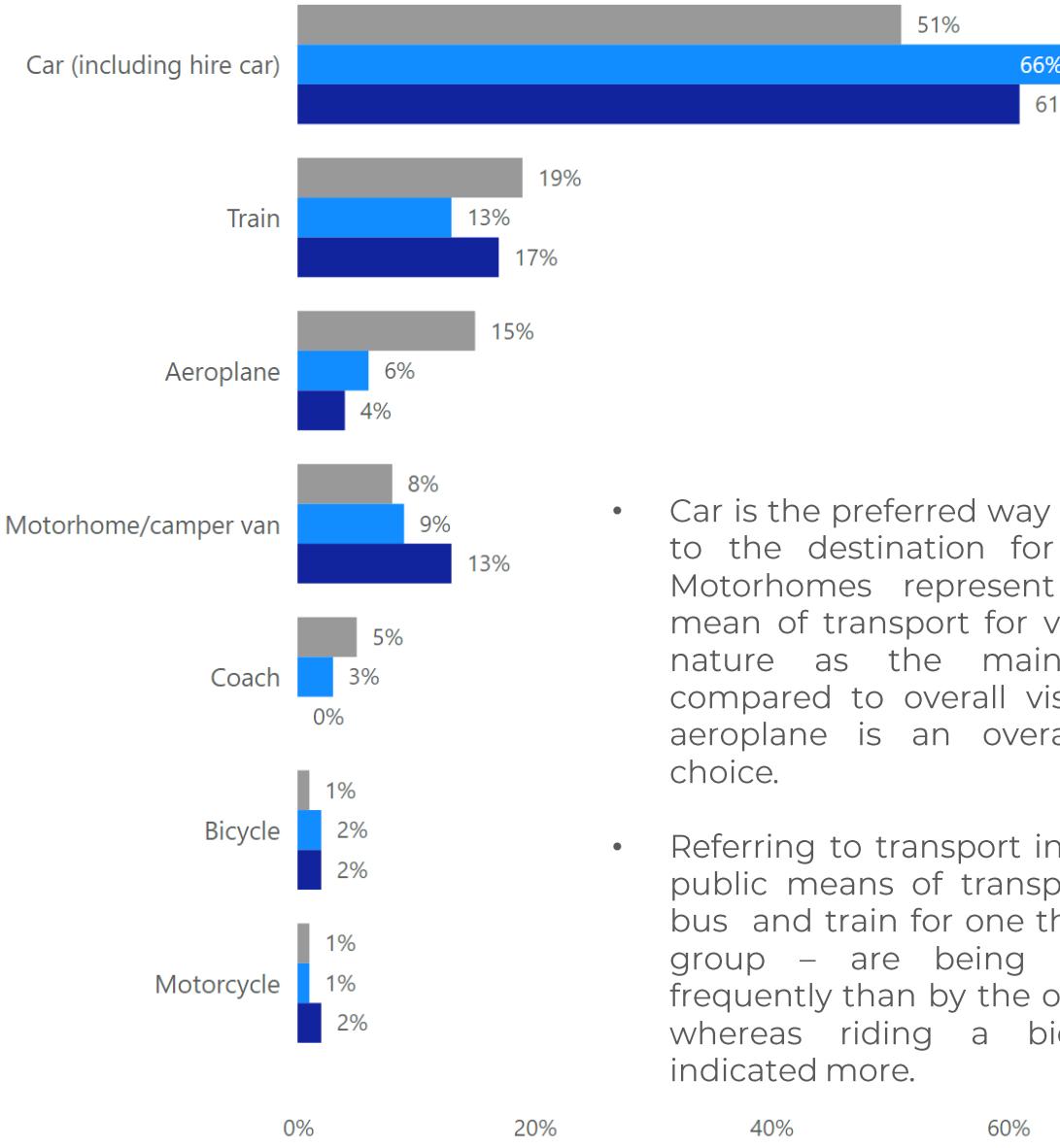
All Inbound

- Same-day nature visitors tend to have visited Luxembourg more than 5 times.
- They seem to travel most with their spouse or partner.

Transport to destination

Visitors with overnight

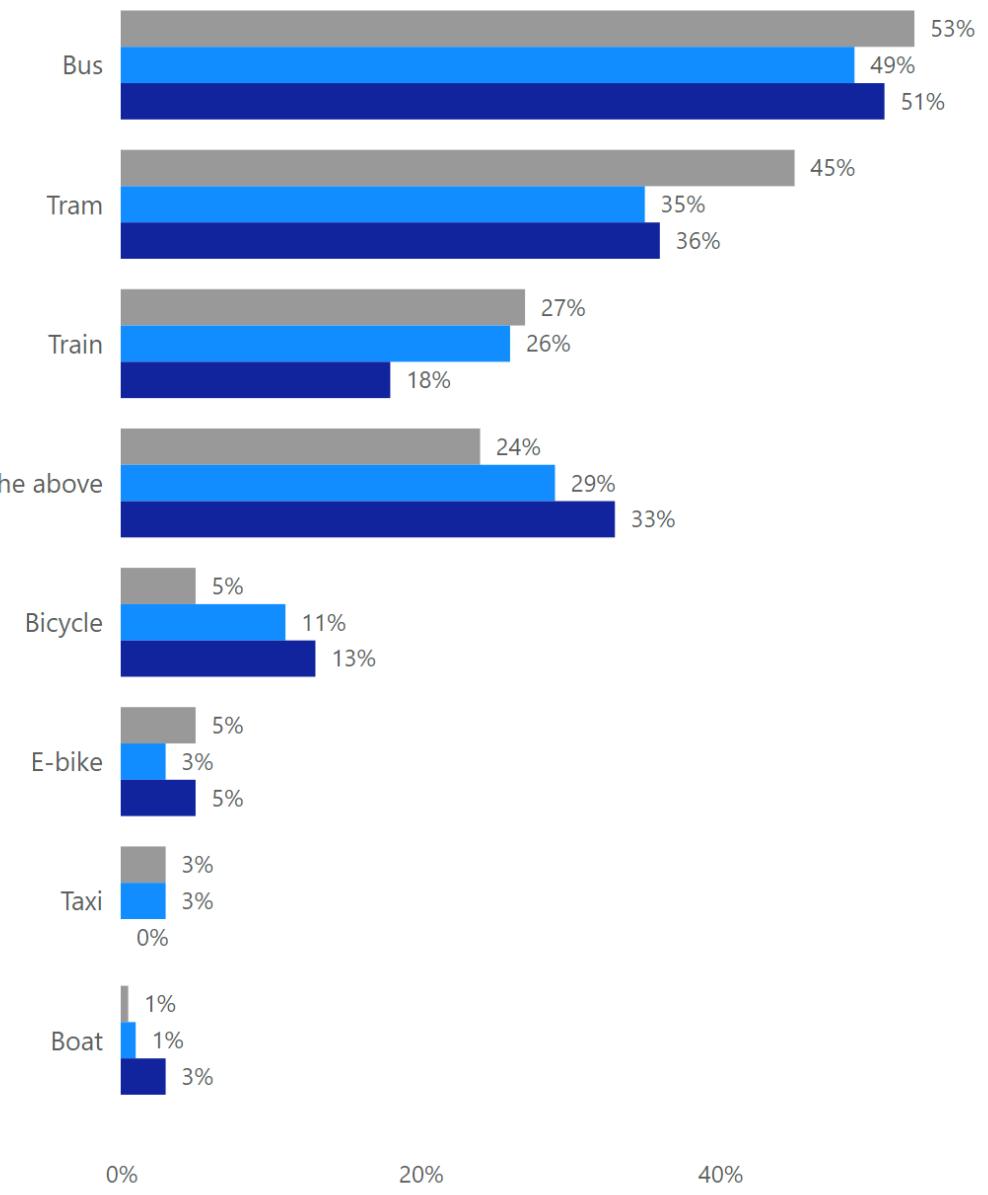
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Transport in destination

Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

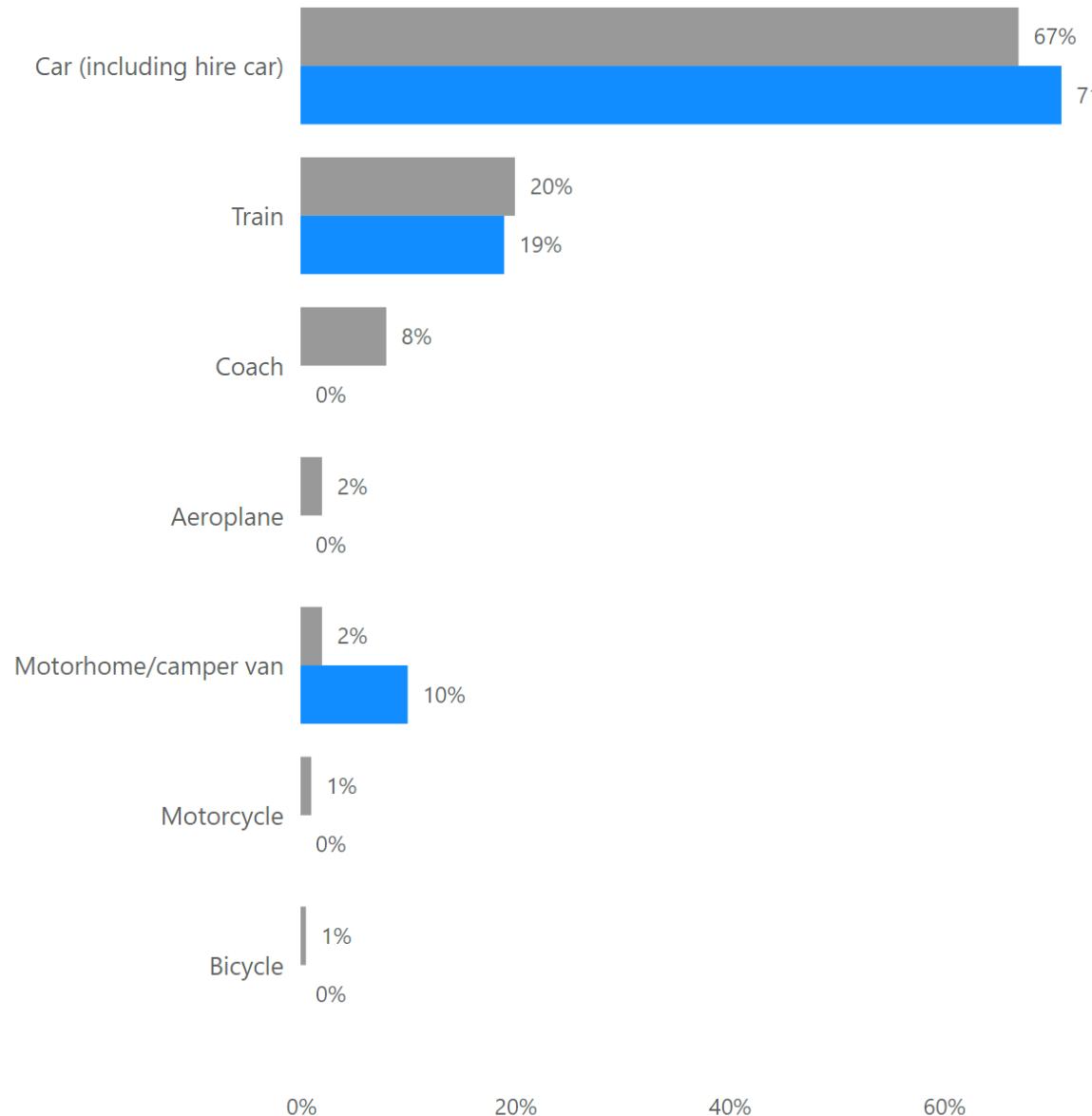


- Car is the preferred way of transportation to the destination for nature visitors. Motorhomes represent a more used mean of transport for visitors indicating nature as the main holiday type compared to overall visitors. Taking an aeroplane is an overall less popular choice.
- Referring to transport in the destination, public means of transport – except for bus and train for one the nature visitors group – are being mentioned less frequently than by the overall population whereas riding a bicycle is being indicated more.

Transport to destination

Same-day visitors

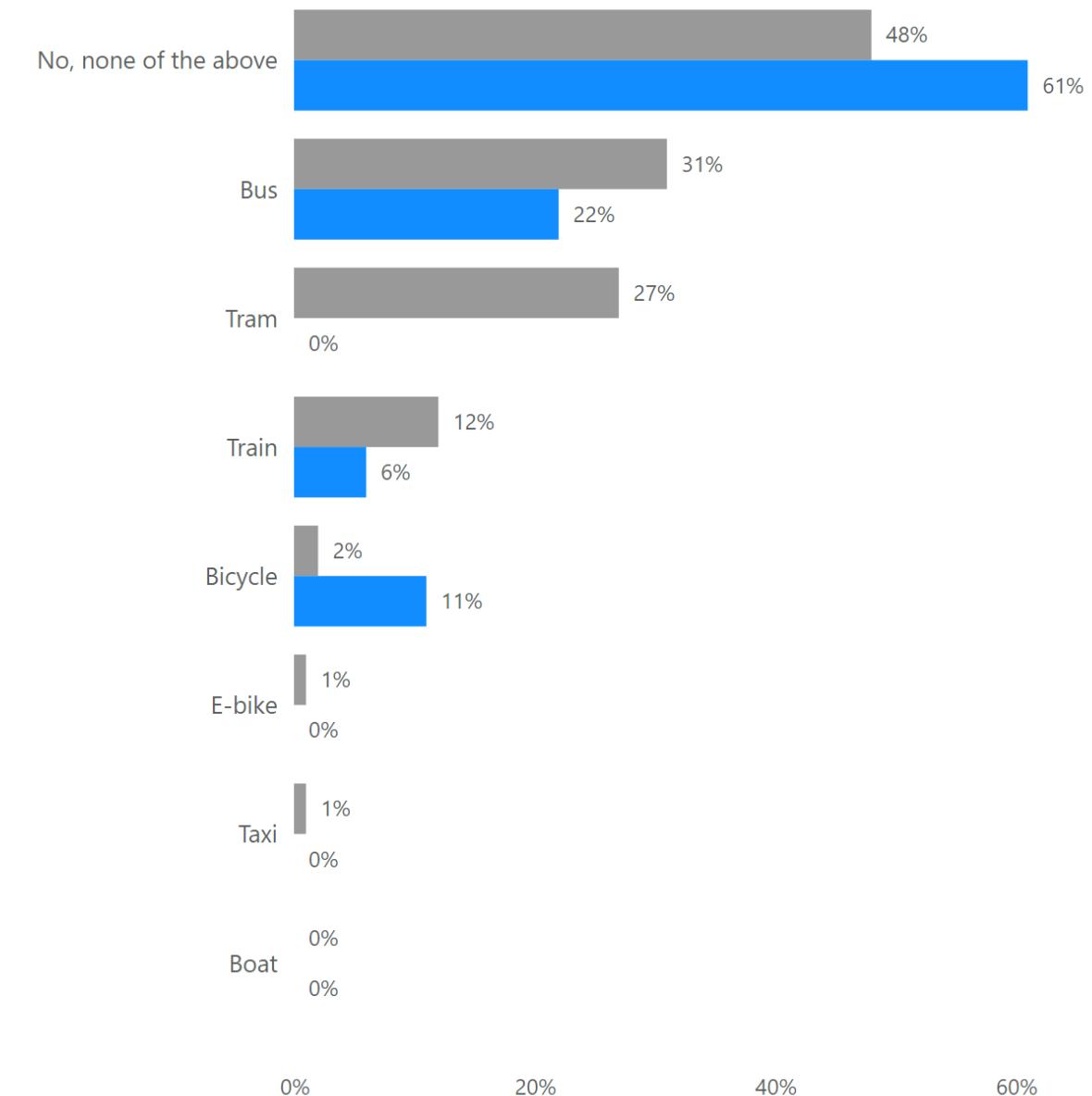
● All Inbound ● Nature (excursion type)



Transport in destination

Same-day visitors

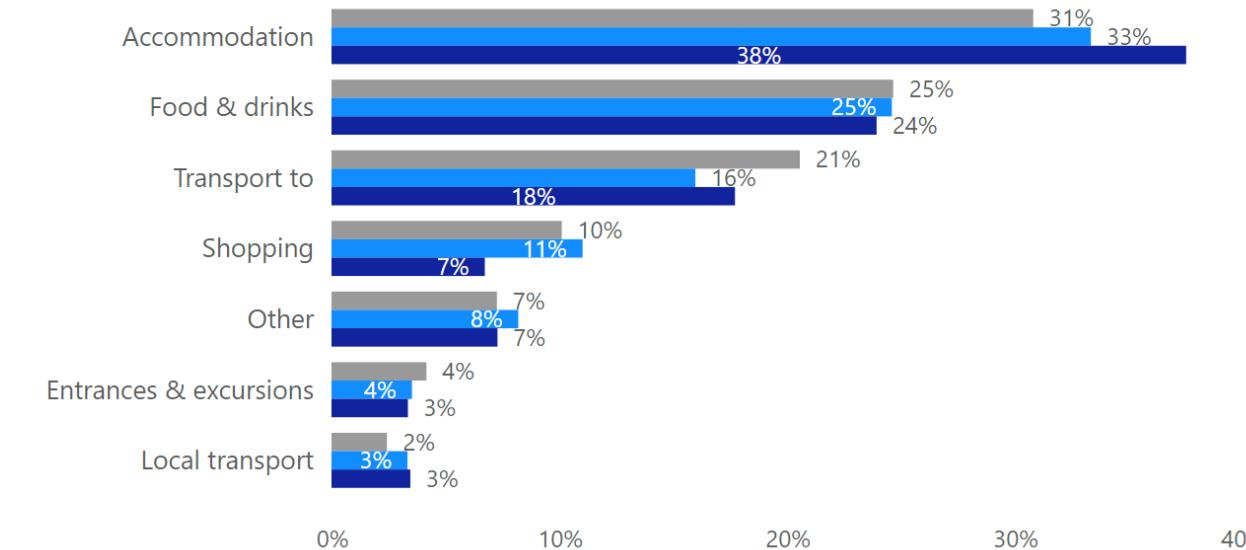
● All Inbound ● Nature (excursion type)



Spending categories

Visitors with overnight

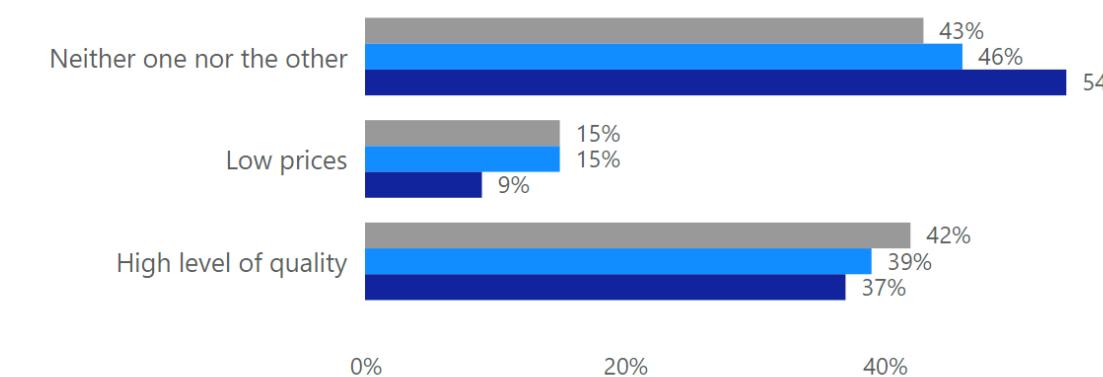
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Quality vs. price orientation

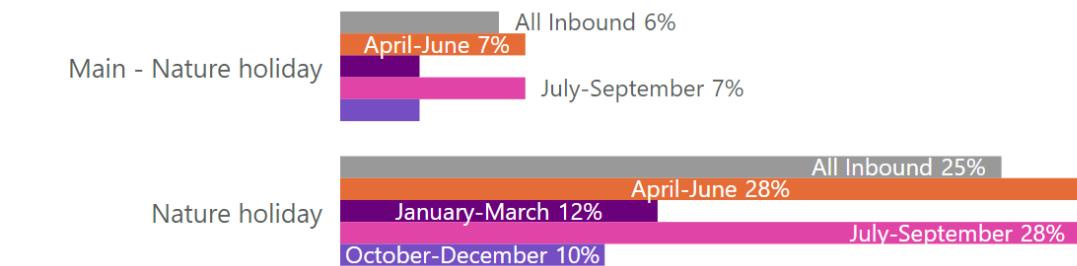
Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Shares by arrival months

Visitors with overnight



- Spending habits of nature visitors do not differ much from those of all visitors with expenses for accommodation being slightly higher and expenses for transport slightly lower.
- The months from April to September are most common for nature-related travels.

Spend/pers./trip

Visitors with overnight

421 €

Nature (main holiday ty...)

Spend/pers./night

Visitors with overnight

105 €

Nature (main holiday ty...)

Length of stay (nights)

Visitors with overnight

4,0

Nature (main holiday type)

592 €

Nature (holiday type)

130 €

Nature (holiday type)

4,5

Nature (holiday type)

619 €

All Inbound

160 €

All Inbound

3,9

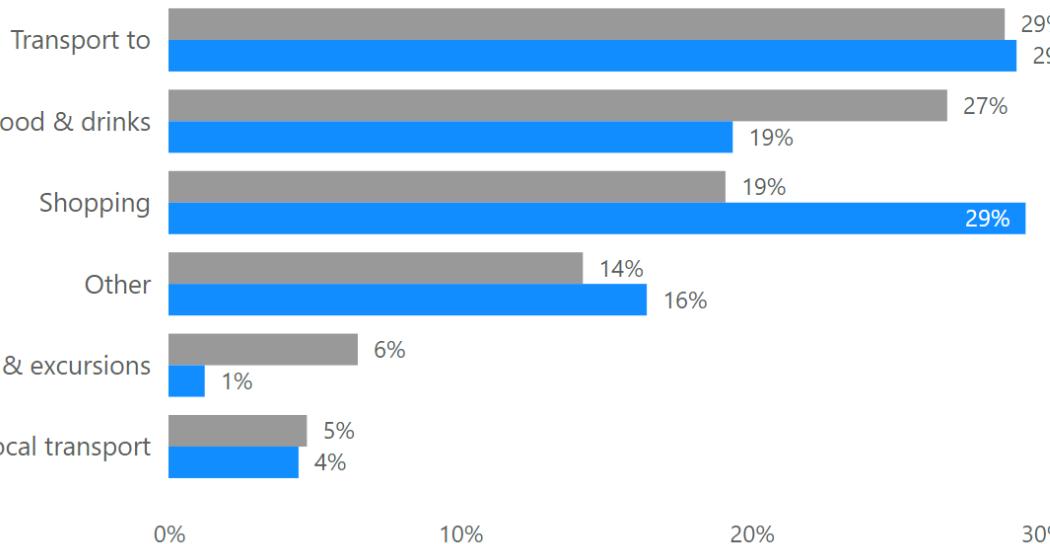
All Inbound

Source: LFT/Iires Visitor Survey, 2023-2024.

Spending categories

Same-day visitors

● All Inbound ● Nature (excursion type)



Spend/pers./excurs.

Same-day visitors

176 €

Nature (excursion type)

140 €

All Inbound

Shares by arrival months

Same-day visitors

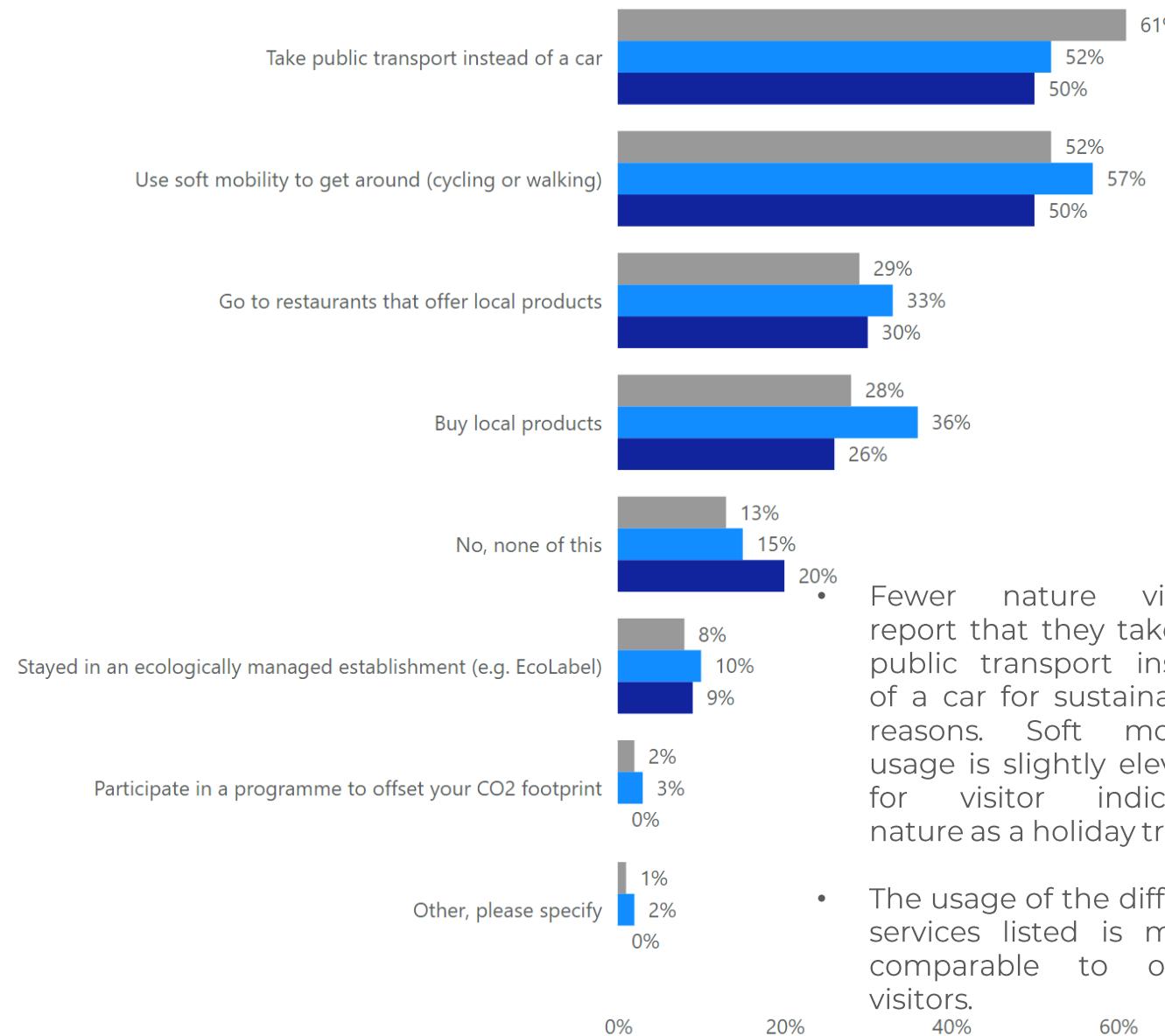


6%

Sustainable actions during stay

Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

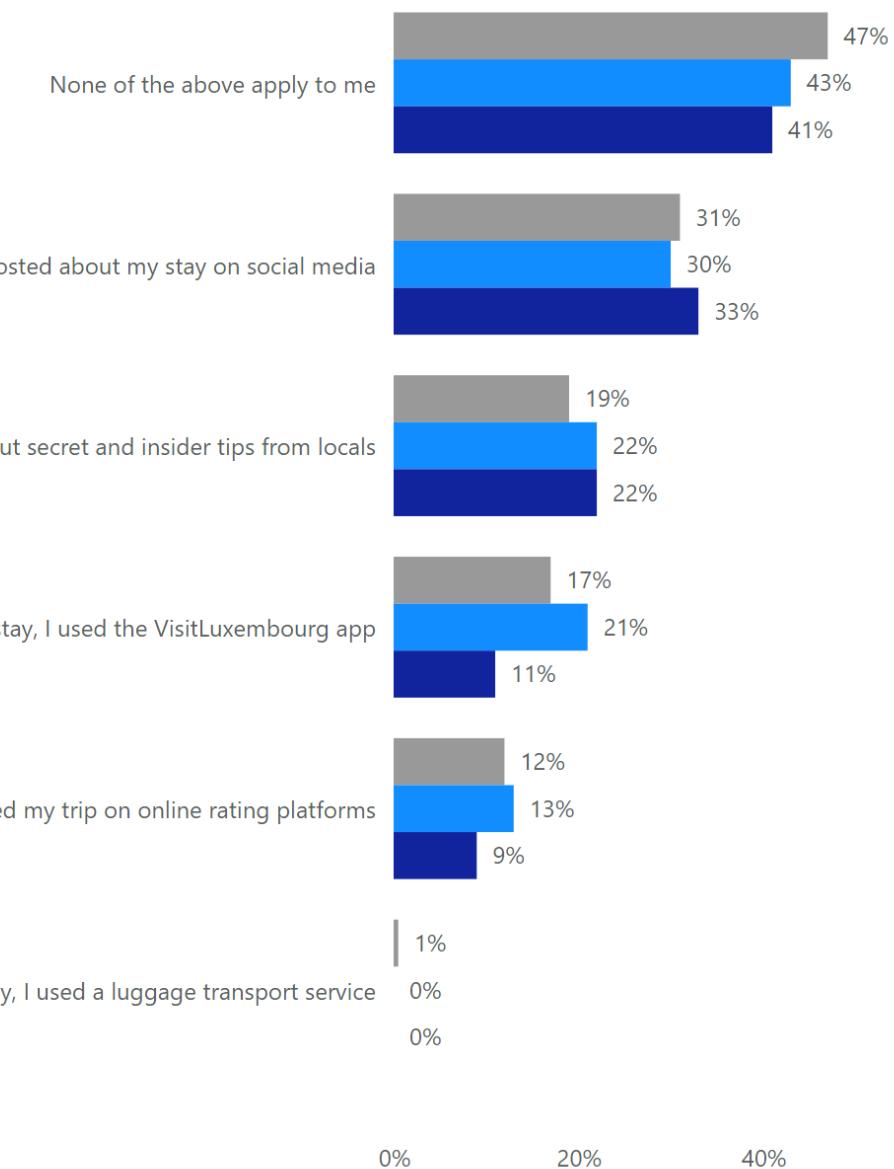


- Fewer nature visitors report that they take the public transport instead of a car for sustainability reasons. Soft mobility usage is slightly elevated for visitor indicating nature as a holiday trip.
- The usage of the different services listed is mostly comparable to overall visitors.

Services used during stay

Visitors with overnight

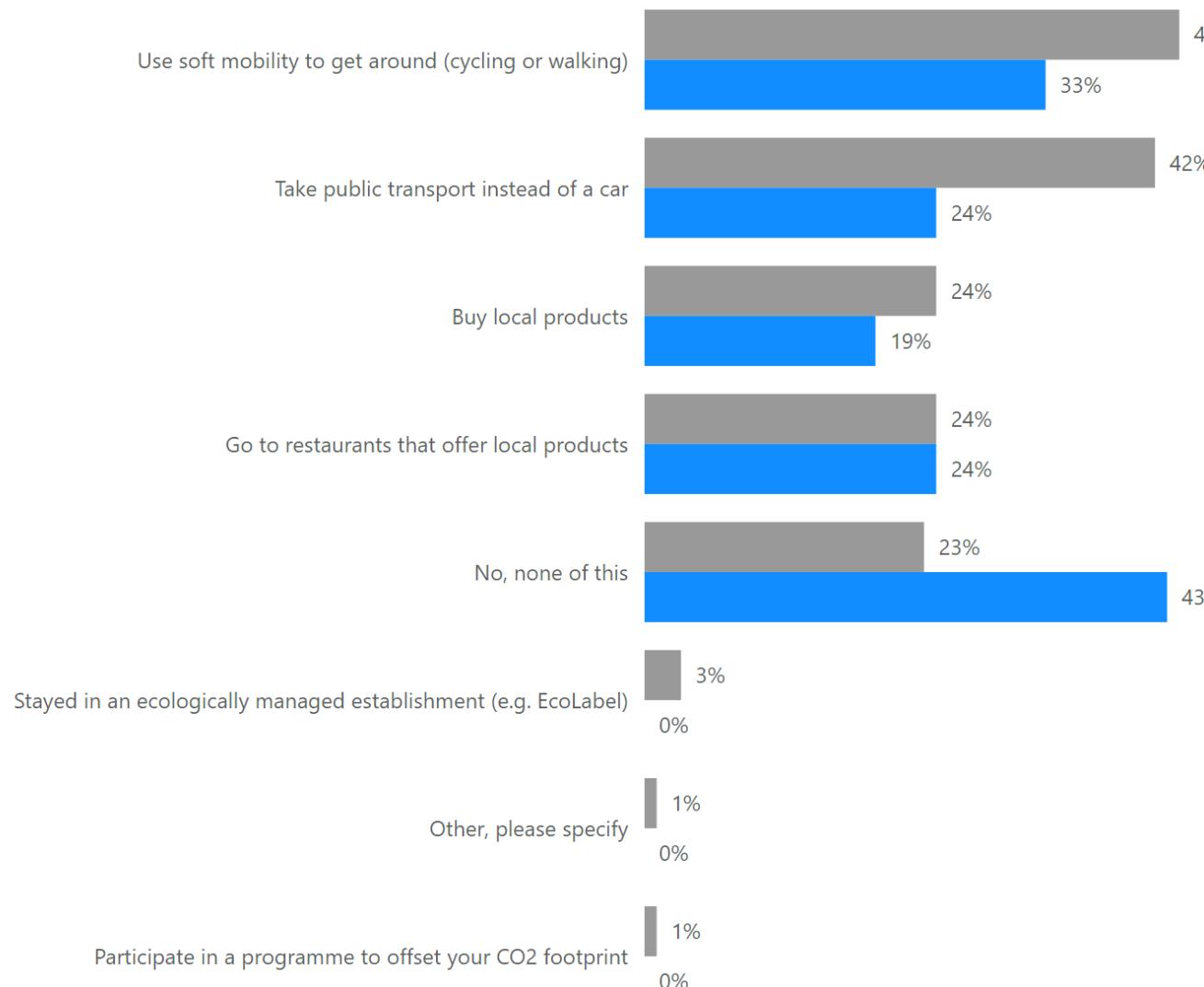
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Sustainable actions during stay

Same-day visitors

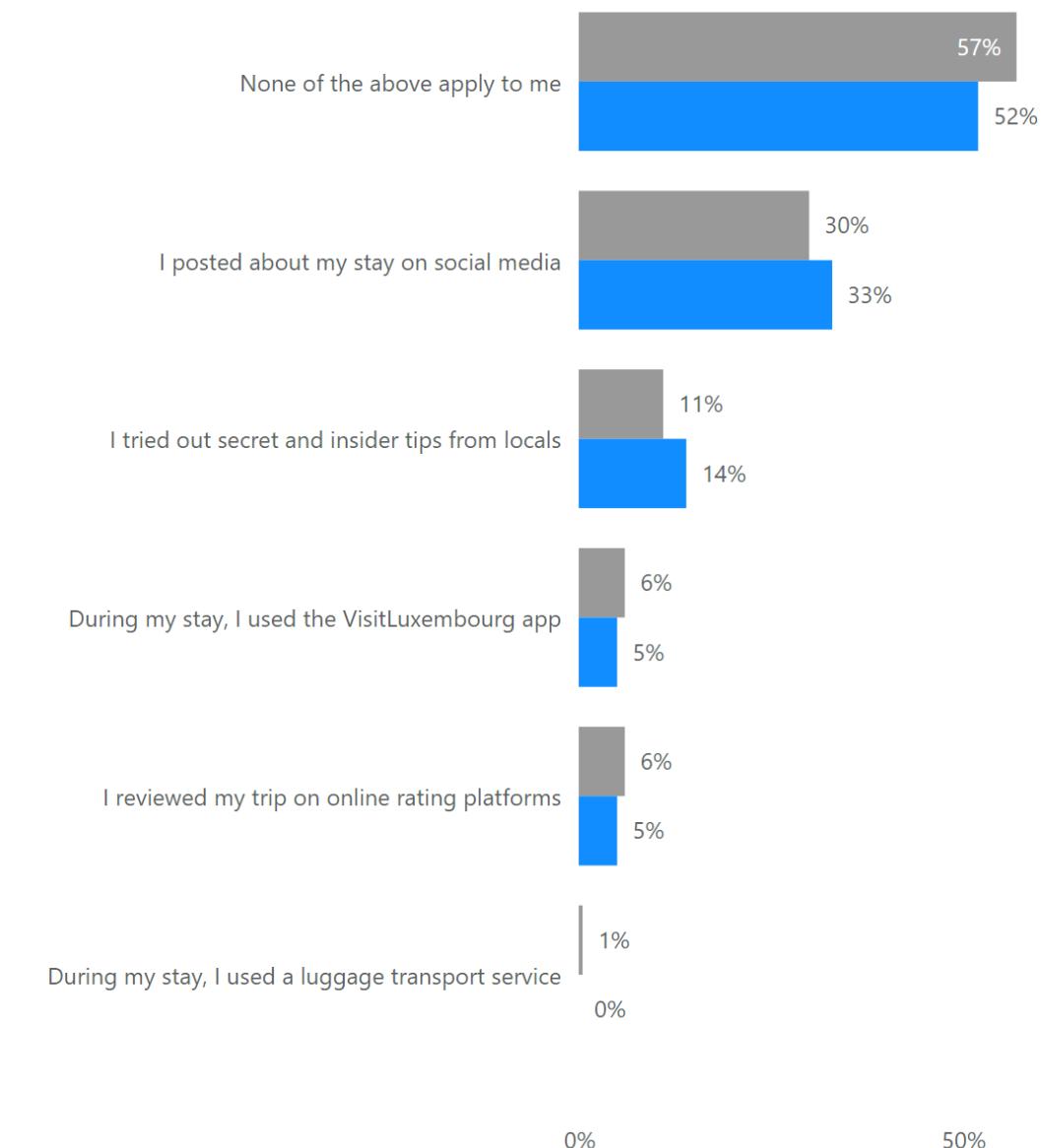
● All Inbound ● Nature (excursion type)



Services used during stay

Same-day visitors

● All Inbound ● Nature (excursion type)

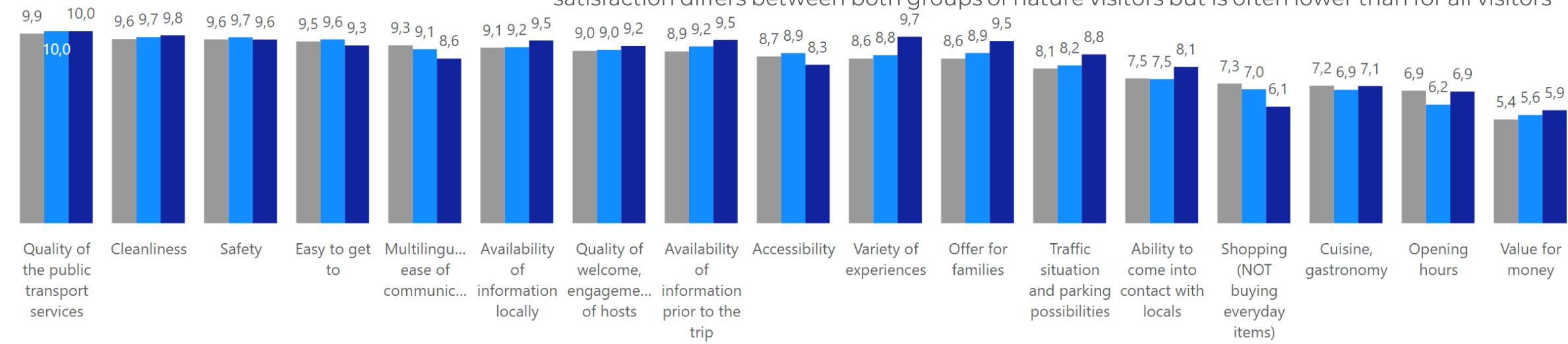


Satisfaction items

Visitors with overnight

Attribut ● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

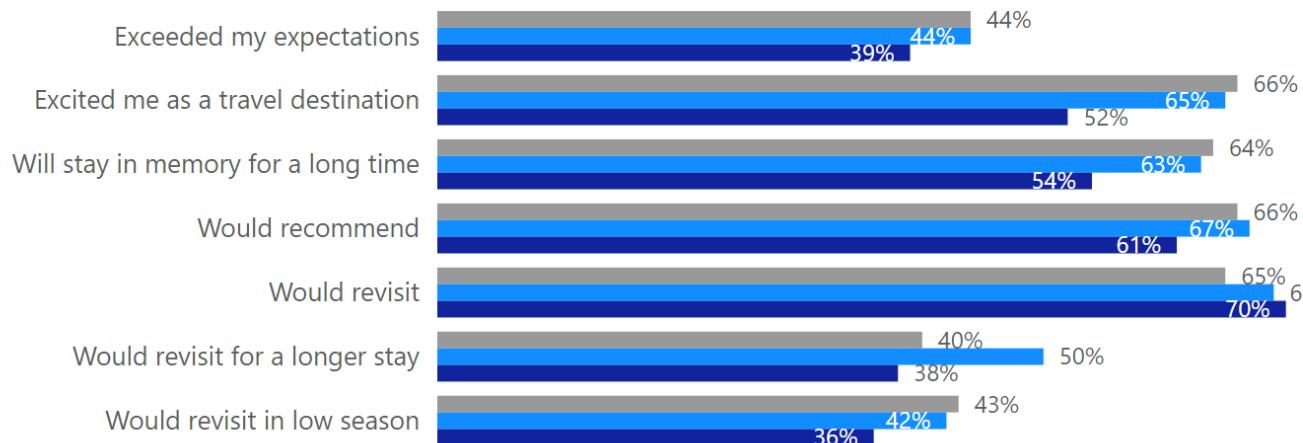
- Satisfaction with - among other things - the variety of experience and the offers for families is especially high for nature visitors. In contrast, satisfaction with shopping is rated significantly lower in addition to shopping being a more pronounced reason for poor value-for-money. Overall satisfaction differs between both groups of nature visitors but is often lower than for all visitors



Overall satisfaction - % "strongly agree"

Visitors with overnight

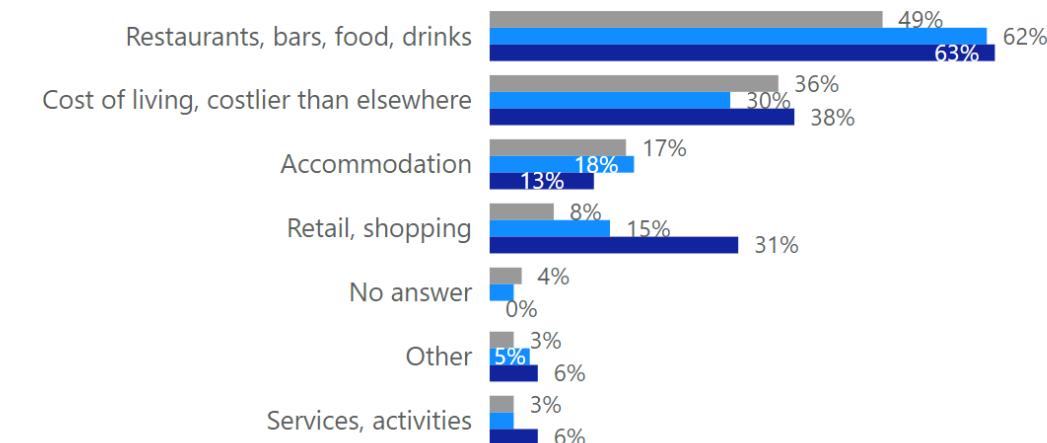
Attribut ● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Reasons for poor value-for-money

Visitors with overnight

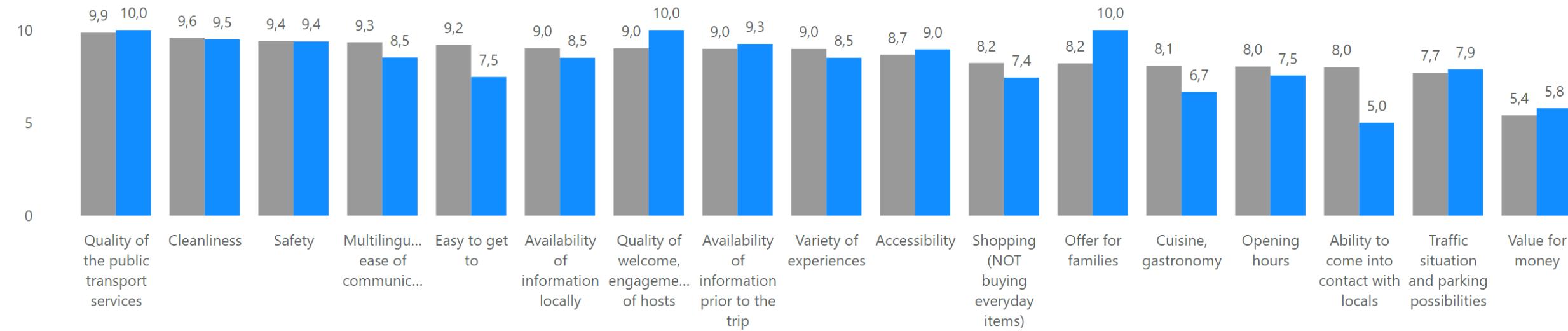
Attribut ● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Satisfaction items

Same-day visitors

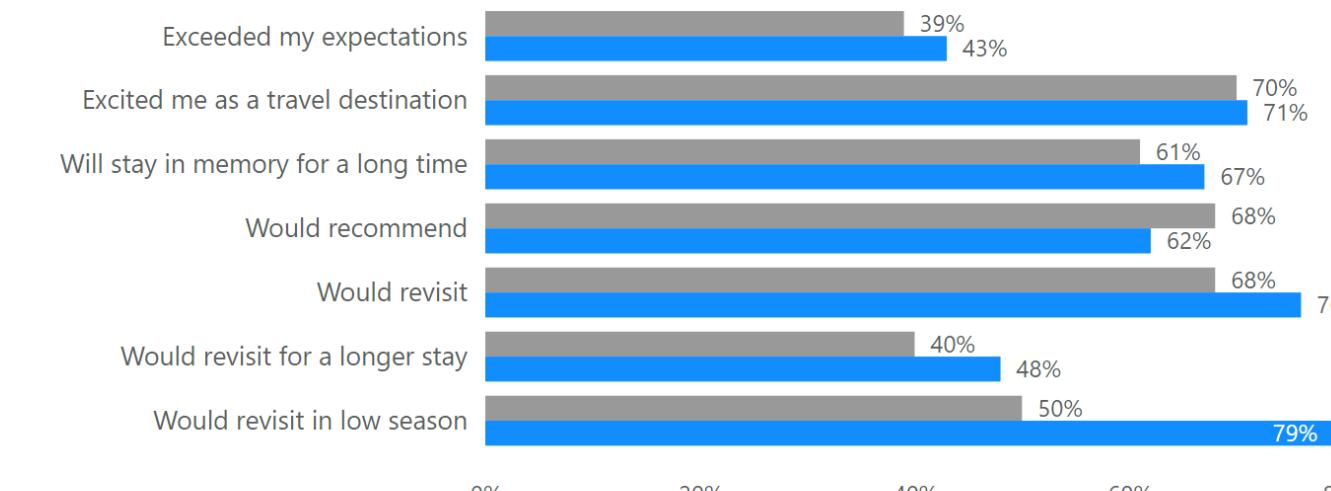
Attribut ● All Inbound ● Nature (excursion type)



Overall satisfaction - % "strongly agree"

Same-day visitors

Attribut ● All Inbound ● Nature (excursion type)



Reasons for poor value-for-money

Same-day visitors

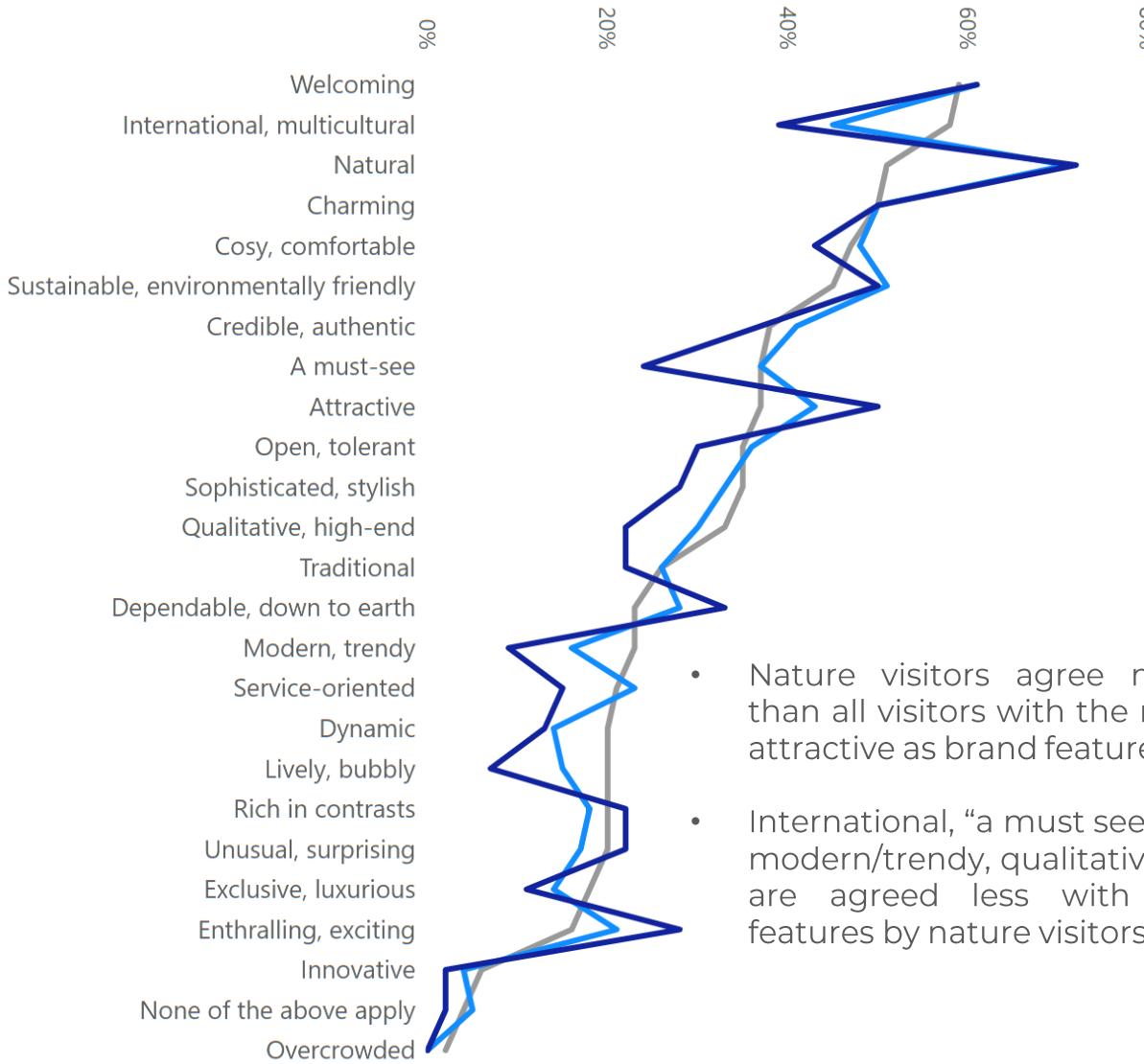
Attribut ● All Inbound ● Nature (excursion type)



Brand features

Visitors with overnight

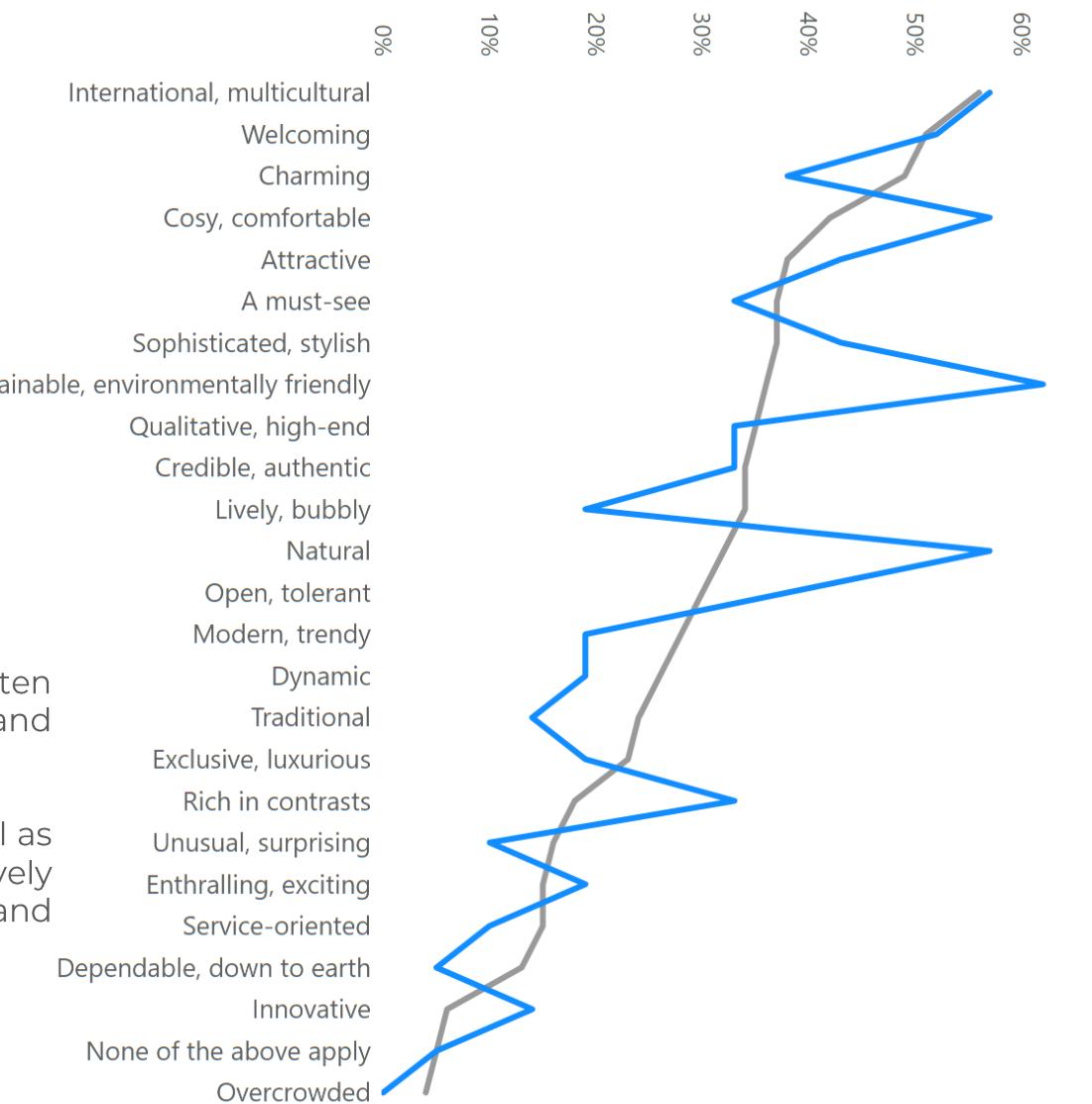
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Brand features

Same-day visitors

● All Inbound ● Nature (excursion type)

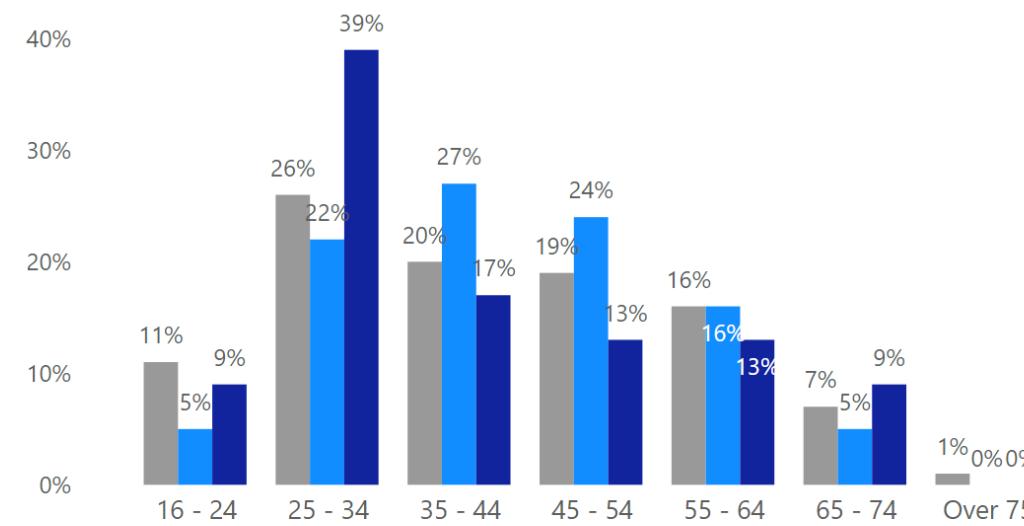


- Nature visitors agree more often than all visitors with the natural and attractive as brand features.
- International, “a must see”, as well as modern/trendy, qualitative and lively are agreed less with as brand features by nature visitors.

Age

Visitors with overnight

● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)

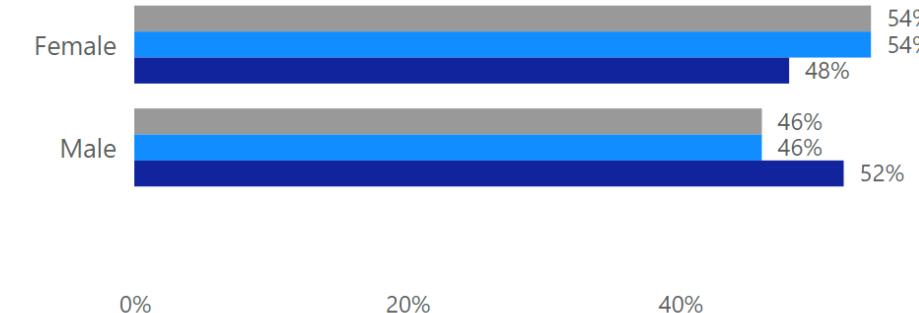


- 69% resp. 73% of nature visitors are aged between 25 and 54 compared to 65% of overall visitors. Gender, education (except for Bachelor's/Master's degree) and employment distributions of nature visitors are mostly similar to overall visitors

Gender

Visitors with overnight

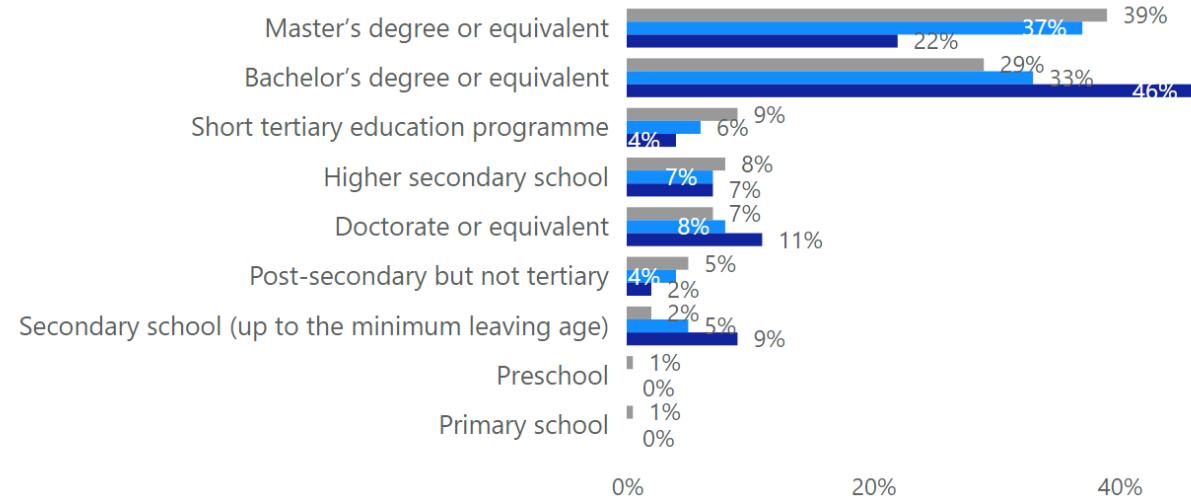
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Education

Visitors with overnight

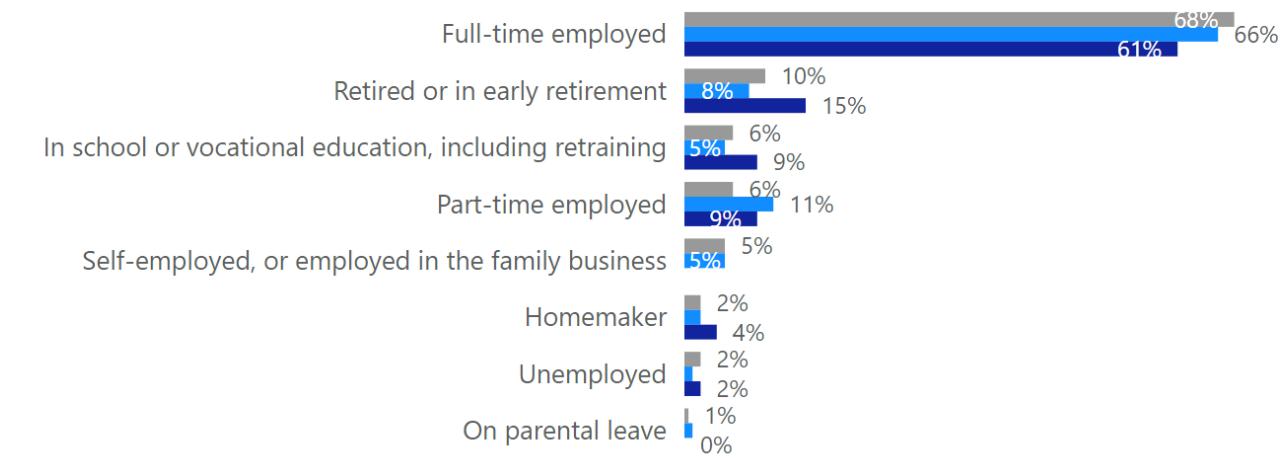
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Employment

Visitors with overnight

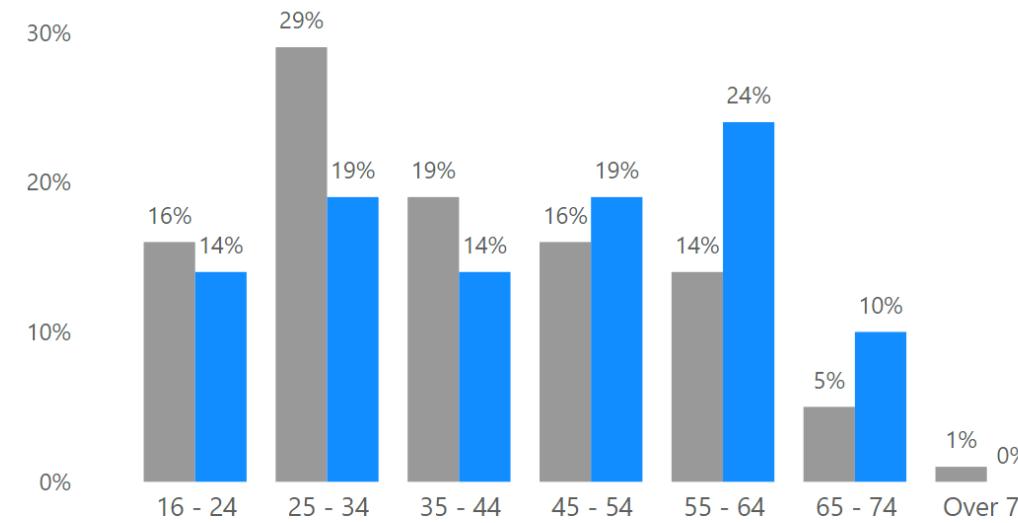
● All Inbound ● Nature (holiday trip) ● Nature (main holiday type)



Age

Same-day visitors

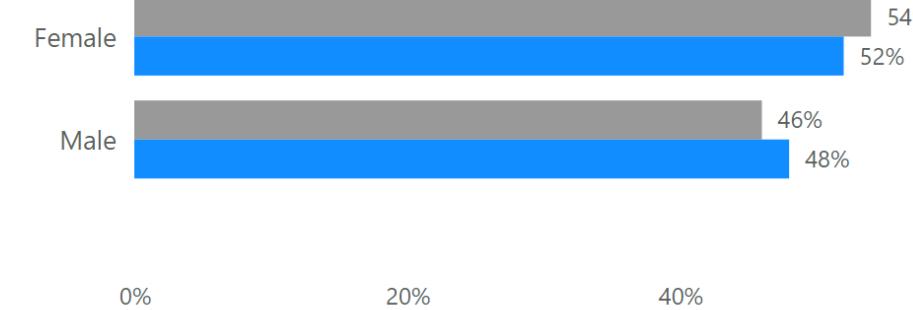
● All Inbound ● Nature (excursion type)



Gender

Same-day visitors

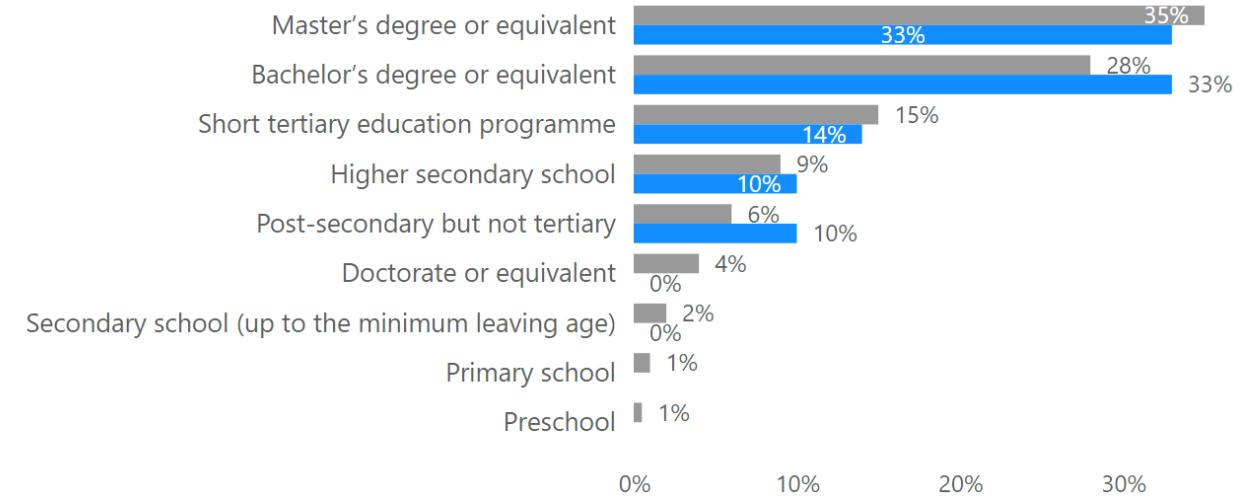
● All Inbound ● Nature (excursion type)



Education

Same-day visitors

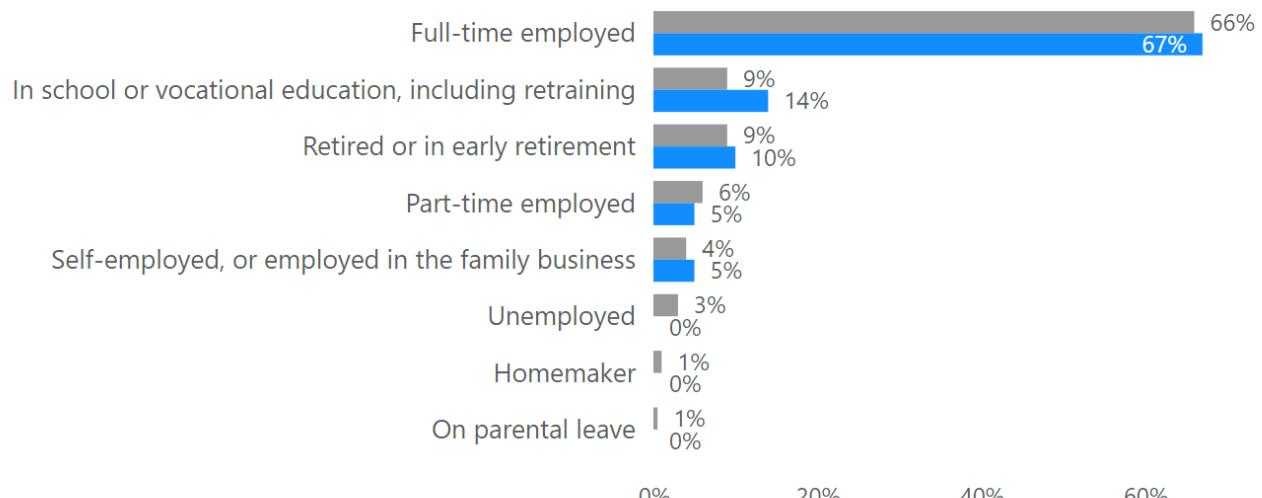
● All Inbound ● Nature (excursion type)



Employment

Same-day visitors

● All Inbound ● Nature (excursion type)





Destination Awareness & Growth Potential for Nature & Countryside segments

General theme interest – Nature



	Rank (*)	Number of themes surveyed	% „very interested“ in theme	% „interested“ in theme	% „interested“, Ø all themes	„Interested“ in theme, pop., mn (**)
Average Europe	3	33	-	71%	54%	-
	3	33	50%	70%	52%	42,2
	2	33	49%	68%	53%	8,7
	1	33	49%	71%	54%	4,7
	2	33	51%	71%	53%	4,7
	1	33	53%	73%	51%	6,0
	4	33	47%	69%	55%	32,3
	5	33	43%	70%	53%	33,8
	2	38	53%	74%	57%	31,7
	5	38	47%	73%	57%	25,1
	2	21	37%	71%	47%	19,9
	4	24	40%	68%	54%	2,4
	3	24	44%	69%	51%	2,9
	3	24	35%	67%	52%	4,8
	4	24	64%	77%	60%	5,8

- Nature is overall ranked very high as a theme of interest across all surveyed source markets with being ranked first for the Switzerland and Belgium.

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 - Nature



	Rank (*)	Number of themes surveyed	% „Luxembourg very suitable“	% „Lux. very suitable“, Ø all themes	„Luxembourg very suitable“, pop., mn (**)
Average Europe	5	26	32%	24%	-
	4	26	32%	23%	19,4
	1	26	54%	26%	6,9
	5	26	29%	22%	1,9
	7	26	31%	23%	2,0
	1	26	56%	25%	4,6
	9	26	27%	22%	12,7
	4	26	31%	22%	14,8
	4	31	34%	23%	14,5
	6	31	36%	26%	12,4
	8	10	21%	27%	5,9
	6	20	29%	27%	1,0
	6	20	28%	24%	1,2
	11	20	20%	21%	1,5
	7	20	42%	33%	3,2

• Luxembourg's perceived theme competence in nature is ranked first in both the Netherlands and Belgium. Sweden and Poland show the lowest rating when taking the overall number of surveyed themes into account.

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

Nature



(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	1	26	5	26
NLA	1	26	1	26
RS	3	26	4	26
SB	3	26	2	26
PS	3	26	5	26
LO	3	26	4	26

- Nature is overall ranked very high as a theme of interest across all target segments. Explorers as well as Nature-Loving Actives indicate the highest ranking.
- Suitability is also ranked very good by all target segments with Nature-Loving Actives having the best rating.

General theme interest – Countryside



	Rank (*)	Number of themes surveyed	% „very interested“ in theme	% „interested“ in theme	% „interested“, Ø all themes	„Interested“ in theme, pop., mn (**)
Average Europe	22	33	-	48%	54%	-
	25	33	22%	45%	52%	26,8
	24	33	21%	46%	53%	5,9
	27	33	17%	43%	54%	2,9
	24	33	20%	44%	53%	2,9
	20	33	19%	46%	51%	3,8
	25	33	22%	48%	55%	22,3
	17	33	25%	54%	53%	25,9
	23	38	24%	54%	57%	23,1
	24	38	22%	53%	57%	18,4
	12	21	-	47%	47%	13,2
	17	24	25%	50%	54%	1,8
	16	24	22%	49%	51%	2,0
	13	24	22%	52%	52%	3,8
	12	24	32%	62%	60%	4,7

- Overall ranking of interest for countryside are on the lower half with Switzerland having the lowest and Portugal having the best ranking.

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 - Countryside



	Rank (*)	Number of themes surveyed	% „Luxembourg very suitable“	% „Lux. very suitable“, Ø all themes	„Luxembourg very suitable“, pop., mn (**)
Average Europe	17	26	19%	24%	-
	20	26	17%	23%	10,2
	15	26	22%	26%	2,8
	21	26	15%	22%	1,0
	23	26	15%	23%	1,0
	14	26	23%	25%	1,9
	24	26	15%	22%	7,1
	14	26	20%	22%	9,8
	20	31	20%	23%	8,6
	20	31	20%	26%	7,0
	14	20	21%	27%	0,8
	15	20	19%	24%	0,8
	12	20	19%	21%	1,3
	14	20	26%	33%	2,0

• Luxembourg's perceived theme competence in countryside is also ranked considerably low across all surveyed source markets with Austria and France having the lowest ranking.

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

Countryside



(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	16	26	17	26
NLA	13	26	11	26
RS	19	26	18	26
SB	14	26	20	26
PS	22	26	21	26
LO	16	26	15	26

- Contrary to nature, interest in countryside is overall ranked rather low across all target segments, performing best for Nature-Loving Actives and Leisure Oriented travellers.
- Suitability follows a near similar pattern with Short Breakers ranking it considerably lower than the interest in the subject.



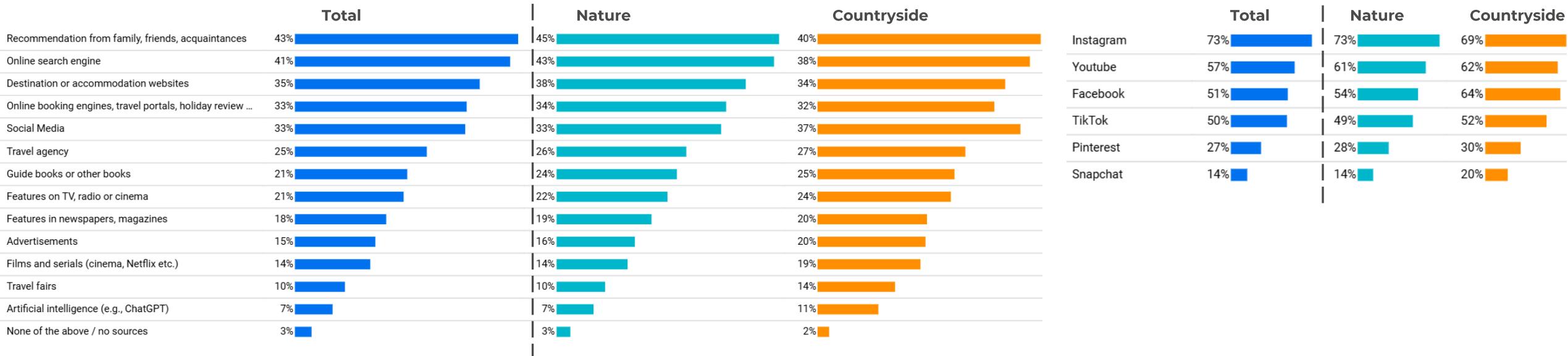
Trip organisation and preferences of Nature & Countryside segments

Trip organisation and preferences (1)

— Average European source markets, total vs. travellers interested in nature & countryside

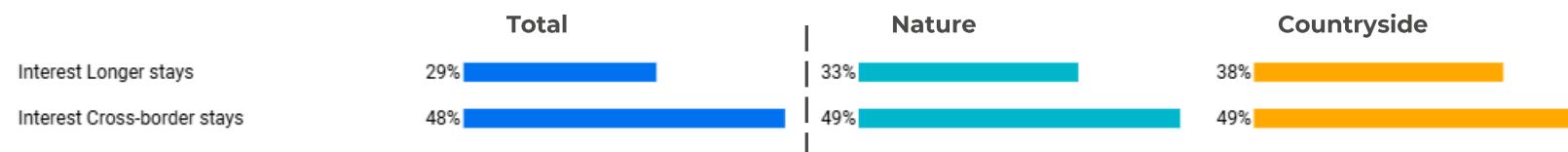


Preferred sources of travel inspiration



- Shares for preferred source of travel inspiration are close in numbers for overall travellers and travellers interested in nature. Travellers interested in countryside tend to prefer AI, films, advertisement and social media slightly more often as source of inspiration.
- Facebook as well as Snapchat (for travellers interested in countryside) and YouTube (for both groups) are used more often as a social media source. Instagram is used slightly less in both groups.
- Travellers interested in countryside are significantly more interested in longer stays compared to overall travellers.

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

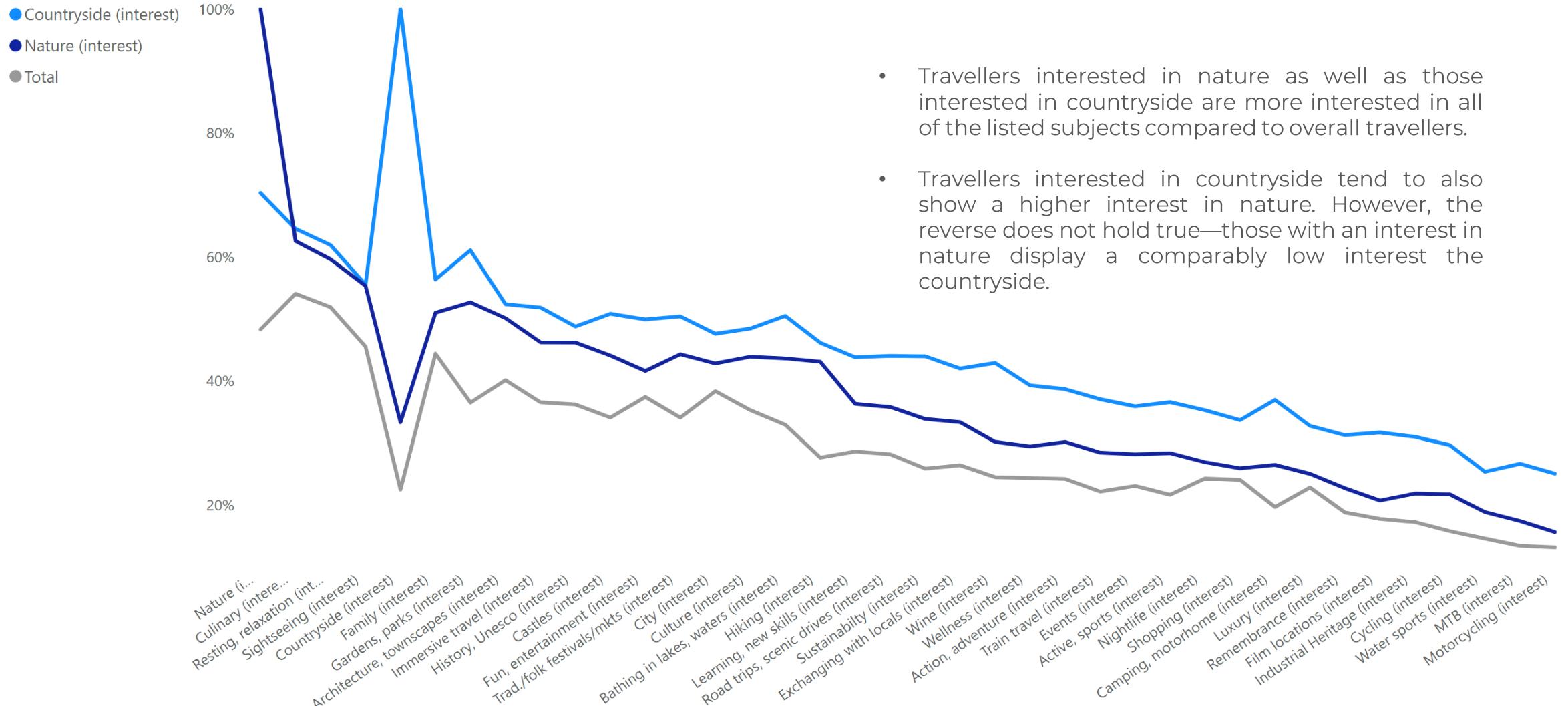


Trip organisation and preferences (2a)

— Average European source markets, total vs. travellers interested in nature & countryside



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



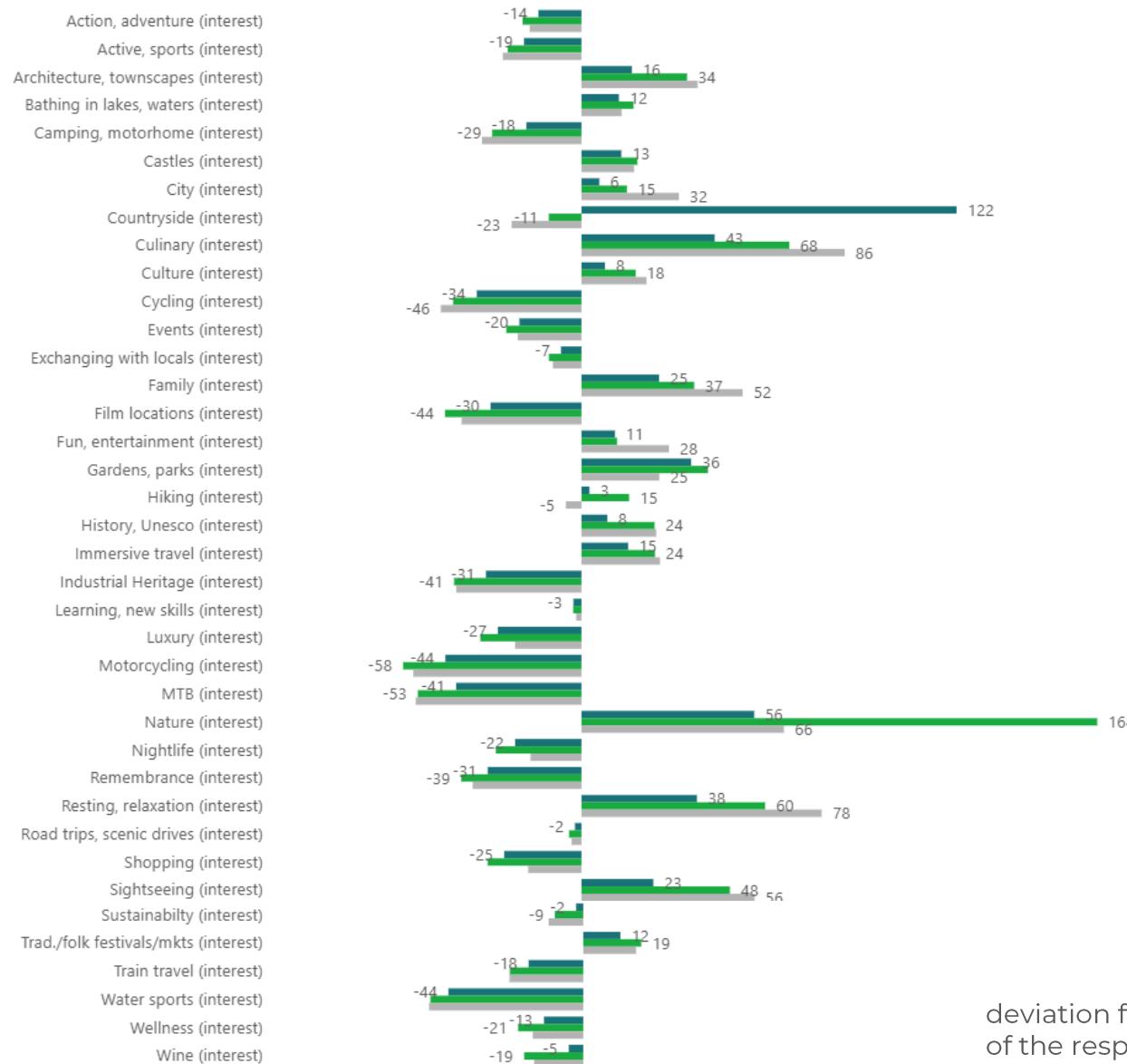
Trip organisation and preferences (2b)

— Average European source markets, total vs. travellers interested in nature & countryside

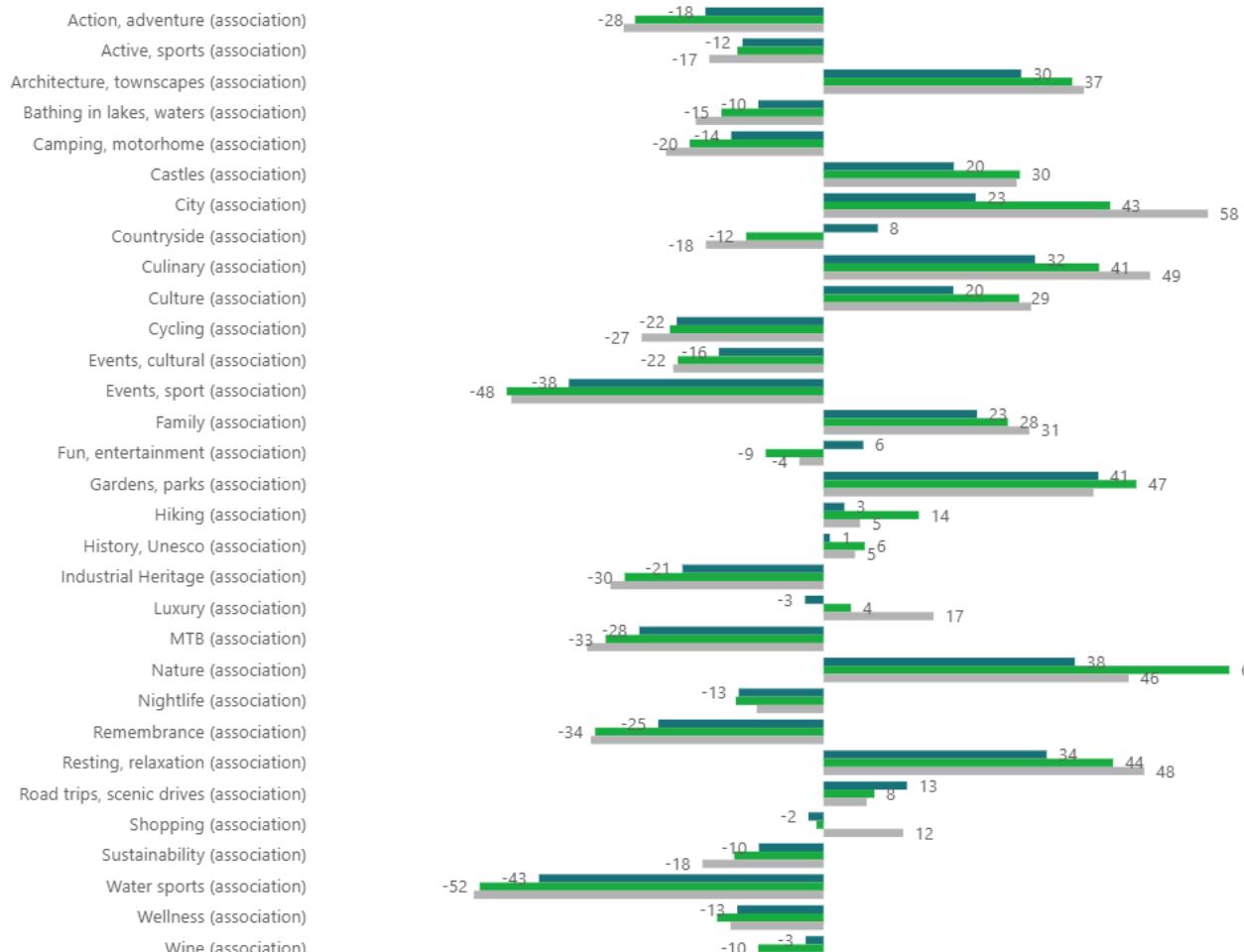


- Countryside (interest)
- Nature (interest)
- Total

General theme interest (when going on a holiday)



Luxembourg's perceived theme suitability



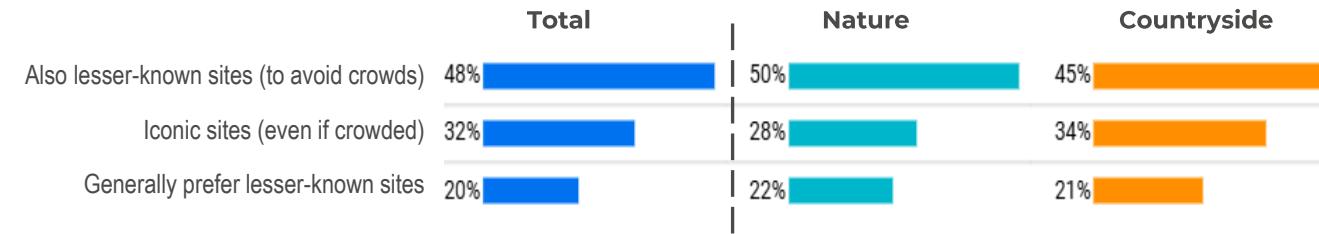
deviation from the mean value
of the respective category

Trip organisation and preferences (3)

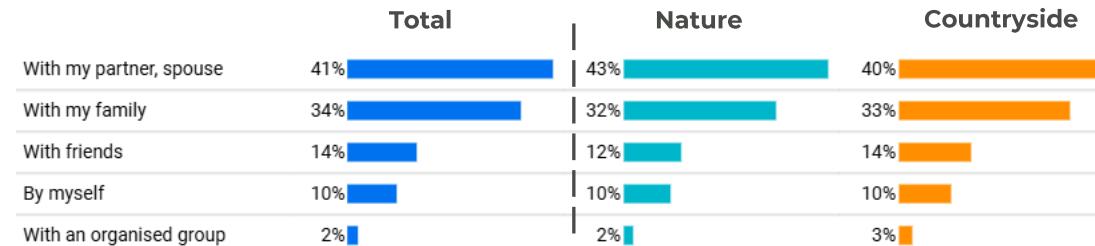
— Average European source markets, total vs. travellers interested in nature & countryside



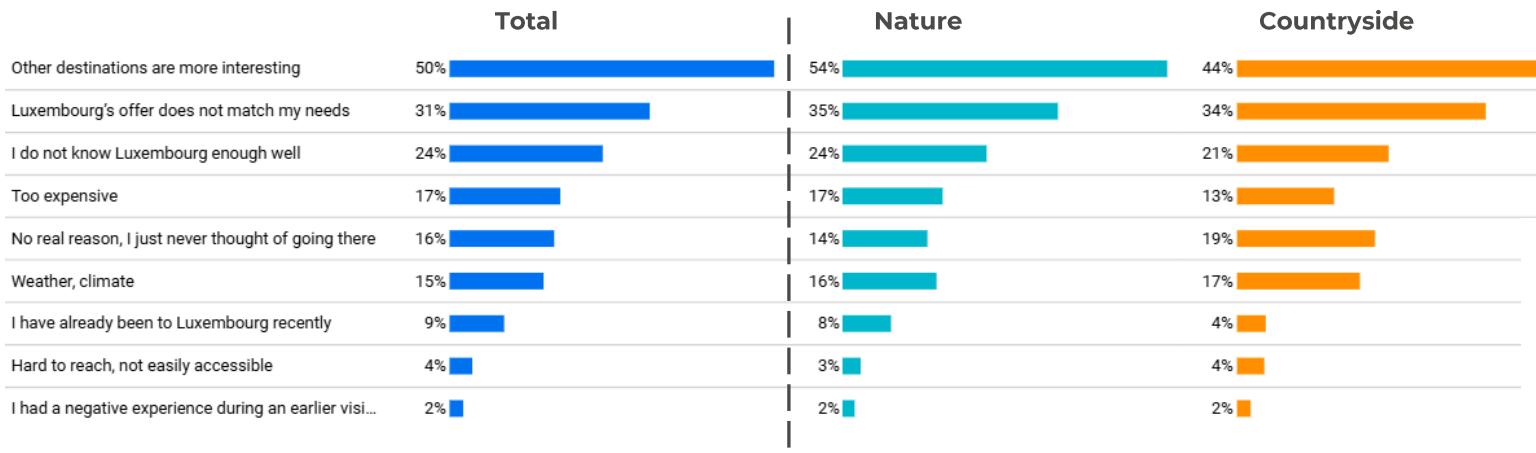
General preference for visiting iconic vs. lesser-known sites



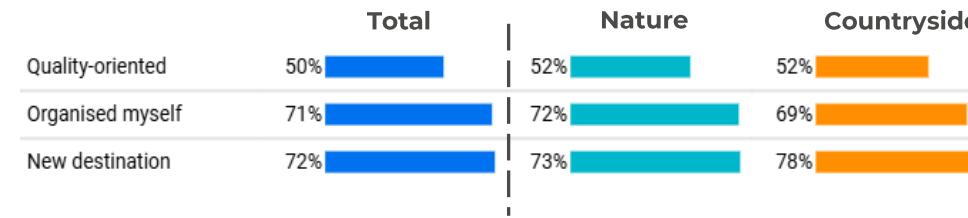
Travel party (*)



Reasons for not considering Luxembourg as a destination



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



- Nature-interested travellers show a slightly lower preference for visiting iconic sites as well as naming other destinations being more interesting slightly more often to be a reason not to consider Luxembourg as a destination.
- Visitors interested in countryside indicate to a smaller extent that other destinations being more interesting to be a reason for not considering Luxembourg. Additionally, they are more likely to have travelled 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

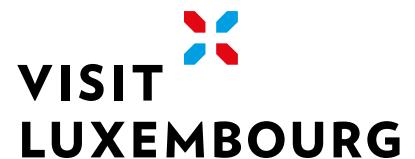


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