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Luxembourg for Tourism
Theme profile TRAIN
**(transport means to access Luxembourg)**

Market size of
# Leisure visitors travelling by train to Luxembourg

Shares by country of origin
Visitors with overnight

All Inbound 19%
Belgium 14%
France 26%
Germany 24%
Italy 17%
Netherlands 9%
Other Europe 16%
Other Non-Europe 32%
Portugal 13%
Spain 9%
Switzerland 0%
United Kingdom 22%
United States 20%

Train

Shares by country of origin
Same-day visitors

All Inbound 20%
Belgium 25%
France 14%
Germany 20%
Italy 0%
Netherlands 14%
Other Europe 30%
Other Non-Europe 41%
Portugal 0%
Spain 33%
Switzerland 0%
United Kingdom 27%
United States 22%

Train

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

Train
(Transport mean to access Lux.)
266.000
(19% of inbound <u>overnight</u> leisure trips to Luxembourg)
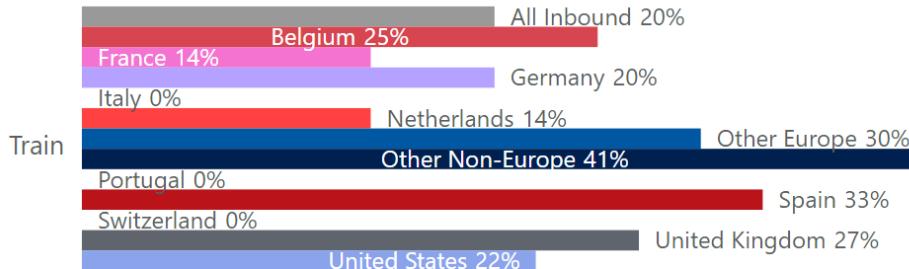
Number of same-day leisure trips to Luxembourg (estimate, yearly average 2023/2024)

Train
(Transport mean to access Lux.)
733.000
(20% of inbound <u>same-day</u> leisure trips to Luxembourg)
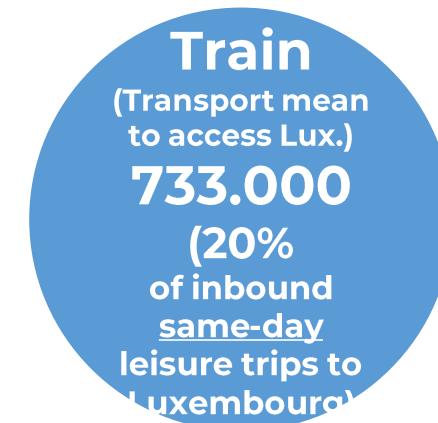
Region of origin (BE)
Visitors with overnight

● All Inbound ● Train

Region	All Inbound	Train
Brussels Capital Region	15%	33%
Liège	13%	0%
Hainaut	12%	13%
East Flanders	10%	13%
West Flanders	10%	7%
Antwerp	9%	7%
Flemish Brabant	8%	7%
Luxembourg	6%	13%
Namur	6%	0%
Walloon Brabant	6%	7%
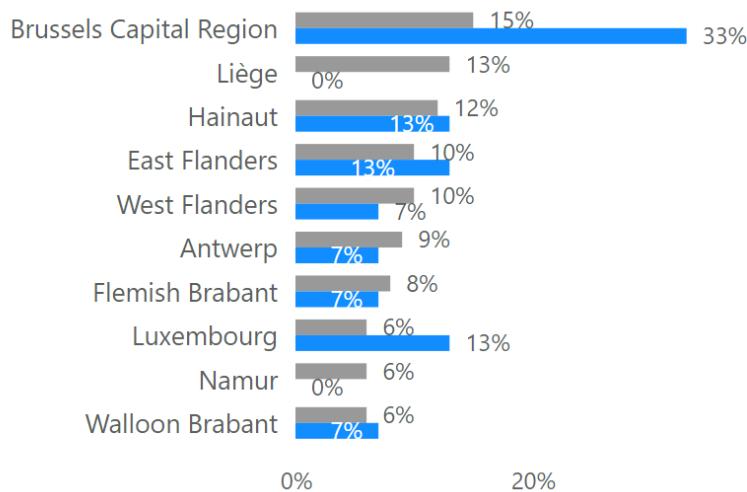
Region of origin (DE)
Visitors with overnight

● All Inbound ● Train

Region	All Inbound	Train
North Rhine-Westphalia	26%	20%
Baden-Württemberg	15%	17%
Bavaria	12%	9%
Hessen	11%	17%
Rhineland-Palatinate	11%	11%
Lower Saxony	6%	9%
Saarland	5%	3%
Berlin	4%	6%
Hamburg	2%	—
Saxony	2%	3%
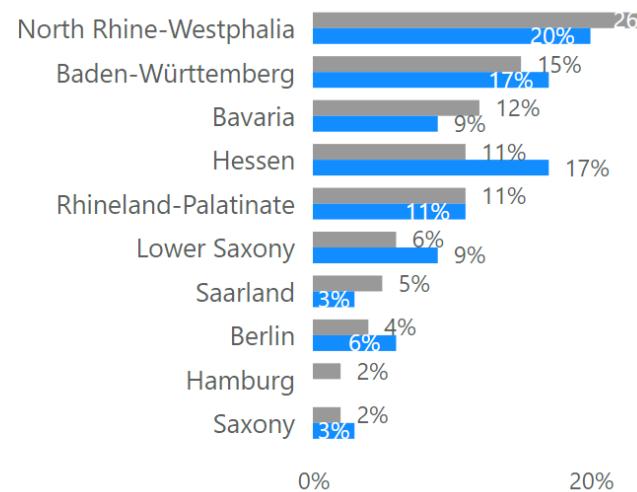
Region of origin (FR)
Visitors with overnight

● All Inbound ● Train

Region	All Inbound	Train
Grand Est	28%	9%
Île-de-France	25%	59%
Hauts-de-France	9%	3%
Auvergne-Rhône-Alpes	6%	—
Burgundy-Franche-Com…	6%	—
Provence-Alpes-Côte d'…	6%	0%
Brittany	4%	—
Normandy	4%	—
Occitania	4%	6%
New Aquitaine	3%	6%
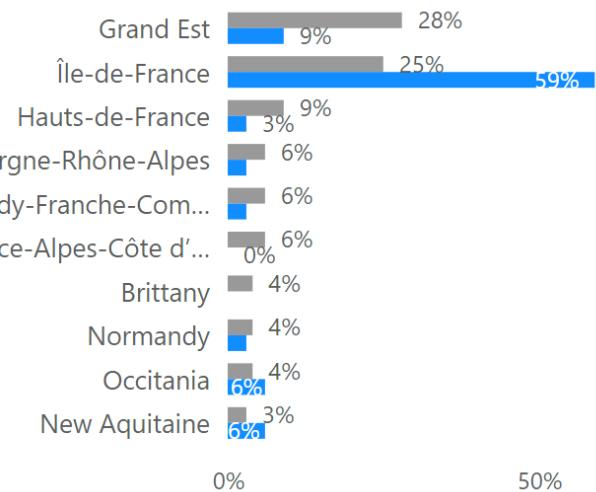
Region of origin (NL)
Visitors with overnight

● All Inbound ● Train

Region	All Inbound	Train
South Holland	21%	33%
North Brabant	20%	0%
North Holland	17%	22%
Gelderland	9%	0%
Utrecht	9%	33%
Limburg	8%	0%
Overijssel	8%	11%
Drenthe	3%	—
Flevoland	3%	—
Zeeland	2%	—
Friesland	1%	—
Groningen	1%	—
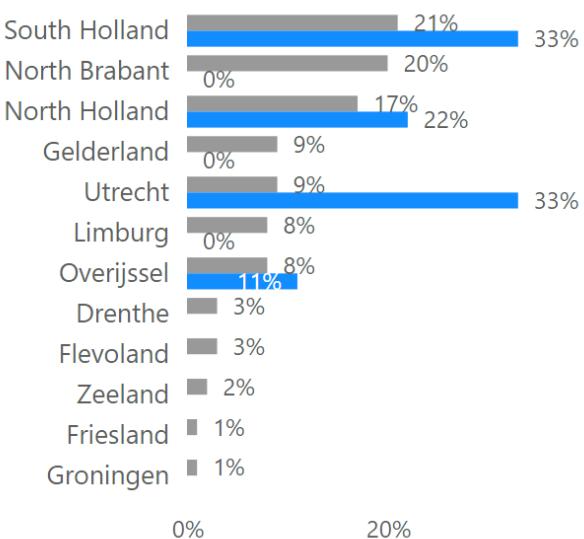
Region of origin (UK)
Visitors with overnight

● All Inbound ● Train

Region	All Inbound	Train
London	41%	25%
South-East	19%	0%
Midlands	13%	38%
Northern England	12%	13%
South-West	5%	25%
East of England	4%	—
Northern Ireland	3%	—
Scotland	1%	—
Wales	1%	—
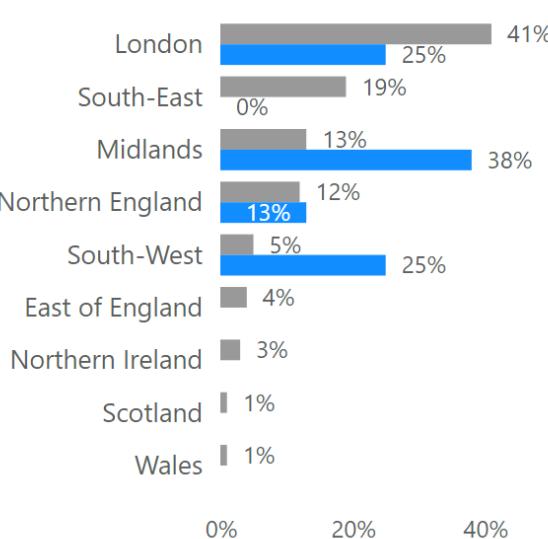
Region of origin (BE)

Same-day visitors

● All Inbound ● Train

Region	All Inbound	Train
Luxembourg	36%	25%
Brussels Capital Region	14%	38%
Antwerp	11%	6%
Hainaut	9%	6%
Liège	7%	6%
East Flanders	5%	0%
Namur	5%	6%
Walloon Brabant	5%	6%
Flemish Brabant	4%	6%
Limburg	2%	
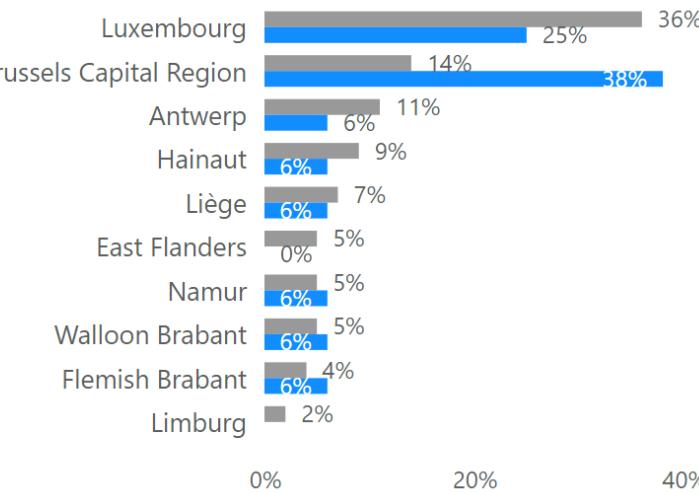
Region of origin (DE)

Same-day visitors

● All Inbound ● Train

Region	All Inbound	Train
Rhineland-Palatinate	29%	24%
North Rhine-Westphalia	25%	36%
Saarland	13%	0%
Baden-Württemberg	8%	4%
Hessen	7%	4%
Bavaria	6%	20%
Lower Saxony	3%	8%
Berlin	2%	4%
Hamburg	2%	
Saxony	2%	
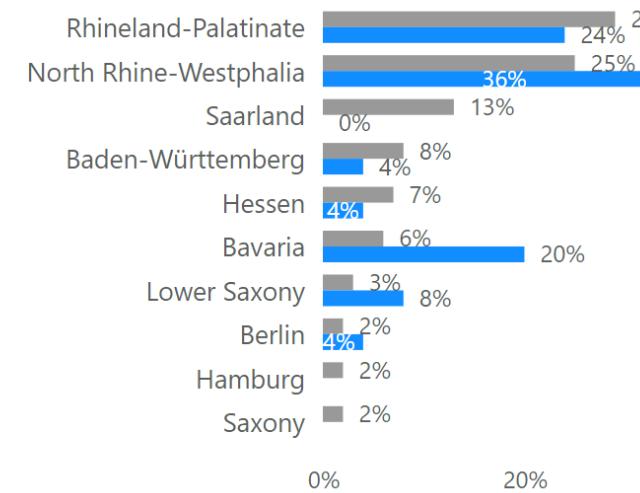
Region of origin (FR)

Same-day visitors

● All Inbound ● Train

Region	All Inbound	Train
Grand Est	67%	39%
Île-de-France	10%	25%
Hauts-de-France	6%	
Auvergne-Rhône-Alpes	4%	
Burgundy-Franche-Com…	3%	
Pays de la Loire	2%	
Provence-Alpes-Côte d'…	2%	
Brittany	1%	
Centre-Loire Valley	1%	7%
Normandy	1%	
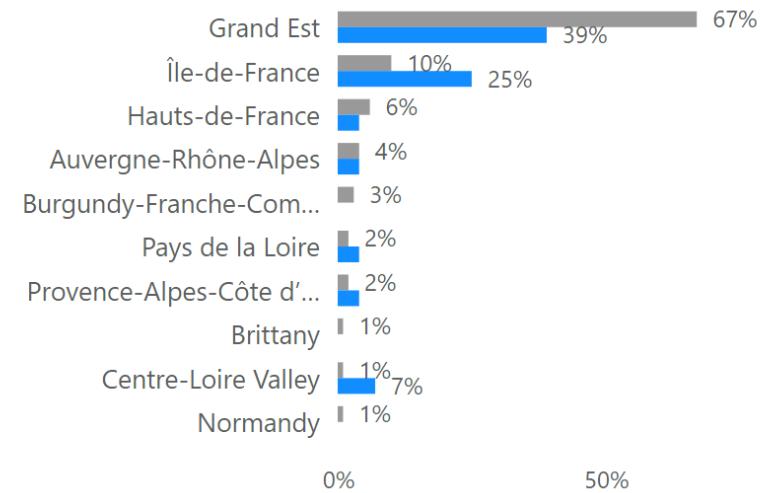
Travel behaviour of leisure visitors travelling by train to Luxembourg

Main holiday types

Visitors with overnight

● All Inbound ● Train

	All Inbound	Train
Main - City trip	26%	34%
Main - Sightseeing trip, circular tour	18%	18%
Main - Rest and relaxation holiday	14%	10%
Main - Walking/hiking holiday	13%	11%
Main - Family holiday	10%	6%
Main - Nature holiday	6%	6%
Main - Activity/fitness/sports holiday	3%	1%
Main - Adventure and discovery holiday	3%	5%
Main - Cultural/study trip	3%	4%
Main - Fun/party holiday	2%	3%
Main - Culinary or wine holiday	1%	1%
Main - Health and wellness holiday	1%	0%

All holiday types

Visitors with overnight

● All Inbound ● Train

|	All Inbound	Train
City trip	52%	63%
Sightseeing trip, circular tour	45%	46%
Rest and relaxation holiday	34%	25%
Walking/hiking holiday	31%	22%
Nature holiday	25%	17%
Family holiday	21%	16%
Cultural/study trip	15%	14%
Adventure and discovery holiday	12%	16%
Activity/fitness/sports holiday	8%	2%
Fun/party holiday	6%	9%
Culinary or wine holiday	5%	3%
Health and wellness holiday	4%	4%

Main purpose of overnight trip

(if not holiday)

● All Inbound ● Train

	All Inbound	Train
Exclus... to visit friends or relativ...	7%	5%
Specific event (e.g. conce... festival, exhibi... etc.)	3%	2%
Specific private occasi... (wed... birthd... etc.)	2%	1%
Shop... trip	1%	2%
Lang... holiday	1%	1%
Other purpo...	1%	1%

Type of excursion

Same-day visitors

● All Inbound ● Train

Type	All Inbound	Train
Sightseeing visit	35%	32%
City trip	31%	36%
Walking trip	10%	12%
Cultural excursion or visit	8%	6%
Fun/partying/entertainment	8%	5%
Nature trip	4%	4%
Sports/activity trip	2%	1%
Culinary/wine-tasting trip	1%	2%
Wellness stay	1%	2%

0% 10% 20% 30%

Main purpose of excursion

(if not day trip)

● All Inbound ● Train

Purpose	All Inbound	Train
Specific event (e.g. concert, festival, exhibition, etc.)	6%	4%
To visit friends or relatives	5%	2%
Other purpose	3%	3%
Shopping trip	2%	2%
Specific private occasion (wedding, birthday, etc.)	1%	1%

Reasons for choosing Luxembourg

Visitors with overnight

● All Inbound ● Train

Reason	All Inbound	Train
Luxembourg is close and easy to reach for me	38%	33%
Curious to discover a country that I knew little about	37%	46%
Because Luxembourg is relatively unknown as a travel destination	17%	15%
Good experience on a previous visit	17%	11%
Recommendation of friends and acquaintances	14%	15%
I have seen great pictures, videos or reports	12%	15%
Because public transport is free	10%	13%
I found interesting experiences	10%	12%
Because Luxembourg is an international and multicultural country	8%	13%
My travel partner wanted to go to Luxembourg	7%	5%
The image and the reputation of the country	7%	6%
I came through Luxembourg, on the way to a visit to neighbouring countries	5%	2%
I found a good offer at a decent price	5%	5%
Fascinated by Luxembourg for a long time	4%	4%
I wanted to be able to communicate easily at my destination	3%	1%
The quality of accommodation	3%	0%
Because Luxembourg is the only Grand Duchy in the world	2%	2%
I wanted my travel destination to be safe	2%	1%

0%   10%   20%   30%   40%

Reasons for choosing Luxembourg

Same-day visitors

● All Inbound ● Train

	All Inbound	Train
Luxembourg is close and easy to reach for me	45%	47%
Curious to discover a country that I knew little about	29%	41%
Recommendation of friends and acquaintances	15%	8%
Good experience on a previous visit	14%	11%
I came through Luxembourg, on the way to a visit to neighbouring countries	14%	11%
Because Luxembourg is an international and multicultural country	12%	13%
I found interesting experiences	12%	12%
Because public transport is free	11%	24%
I have seen great pictures, videos or reports	10%	11%
My travel partner wanted to go to Luxembourg	10%	12%
Because Luxembourg is relatively unknown as a travel destination	9%	9%
The image and the reputation of the country	7%	11%
Fascinated by Luxembourg for a long time	4%	4%
Because Luxembourg is the only Grand Duchy in the world	3%	3%
I found a good offer at a decent price	2%	1%
I wanted to be able to communicate easily at my destination	2%	1%
I wanted my travel destination to be safe	1%	1%
The quality of accommodation	1%	0%

Travel motives

Visitors with overnight

● All Inbound ● Train

Motive	All Inbound	Train
Having new experiences, gaining new insights; seeing sth. different, experiencing local atmosphere	45%	46%
Getting away from the daily grind, gathering strength, recharging my batteries	43%	34%
Seeing and experiencing as much as possible	38%	37%
Finally getting some time for myself and my family/friends	27%	17%
Having fun and enjoying myself	25%	22%
I wanted to be able to encounter a variety of different experiences in a small area	22%	18%
Indulging and spoiling myself	21%	19%
I wanted my travel destination to be safe	15%	13%
Submerging as deeply as possible in the destination: getting to know locals, their way of life & culture	15%	20%
Enjoying good weather and a pleasant climate	13%	13%
Retracing old memories; seeing things again	12%	9%
Travelling as sustainably and ecologically as possible	10%	24%
I wanted to be able to communicate easily at my destination	9%	5%
Excitement, action and adventure	6%	5%
Getting to know new people	6%	7%
None of the above	1%	2%

Emotional benefits experienced during stay

Visitors with overnight

● All Inbound ● Train

Emotional benefit	All Inbound	Train
Recreation, relaxation, returned rested	46%	36%
Happiness, well-being	42%	43%
Connected with nature; consciously experienced nature	41%	34%
Personally enriching travel experience, added meaning to my life	36%	37%
Tried something new	32%	42%
Mindfulness; travelled with more consciencetioned	12%	17%
A defining interpersonal experience (e.g. though encounters with locals)	10%	10%
Change, self-fulfilment	7%	10%
None of the above emotions apply to me	6%	7%

Particularly positive experience during stay (open question)

Visitors with overnight

● All Inbound ● Train

Experience	All Inbound	Train
Nature : hiking, cycling	21%	11%
Architecture, scenic towns & villages	17%	20%
Culture / history / museums / churches	17%	19%
Other	15%	17%
Transports : free, fast, everything reachable	15%	10%
The people (nice, friendly, respectful...)	11%	9%
Castles : Vianden, Beaufort, Bourscheid	10%	7%
Cleanliness (transport, nature, in the city...)	9%	9%
Mullerthal (landscapes, rocks...)	7%	3%
Proximity nature and cities	6%	8%
Quiet, small	5%	6%
Restaurants, shopping	3%	7%
Safety	2%	1%
Do not know	1%	1%

Inspiration sources

Visitors with overnight

● All Inbound ● Train

Source	All Inbound	Train
No specific source	44%	51%
Portals, websites and travel apps	16%	19%
Search engines	16%	16%
www.visitluxembourg.com	14%	12%
Guide books or other books	11%	7%
Articles and reports (press, radio, TV)	9%	3%
Online social networks; please specify which ones	8%	7%
Blogs/forums	6%	5%
Online reviews and review sites	6%	7%
Online adverts, newsletters	5%	2%
Brochures/catalogues (of tour operators, tourist information offices, etc.)	4%	1%
I don't know/can't remember	3%	2%
Print, radio or TV advertising	2%	1%
Recommendation by a travel agency	1%	1%
Tourism fair	1%	1%
Artificial intelligence (e.g. ChatGPT)	1%	0%

Inspiration sources

Same-day visitors

● All Inbound ● Train

Source	All Inbound	Train
No specific source	49%	44%
Search engines	13%	15%
Portals, websites and travel apps	12%	14%
Online social networks; please specify which ones	9%	12%
Guide books or other books	8%	9%
Articles and reports (press, radio, TV)	7%	7%
Online reviews and review sites	6%	8%
www.visitluxembourg.com	6%	10%
Blogs/forums	5%	5%
Brochures/catalogues (of tour operators, tourist information offices, etc.)	4%	3%
I don't know/can't remember	4%	5%
Online adverts, newsletters	4%	5%
Print, radio or TV advertising	3%	2%
Tourism fair	2%	1%
Recommendation by a travel agency	1%	2%
Artificial intelligence (e.g. ChatGPT)	0%	0%

Type of accommodation

● All Inbound ● Train

Type	All Inbound	Train
Hotel, guest house, bed and breakfast	58%	65%
Staying with friends or relatives	13%	13%
Campsite: own tent or caravan	9%	4%
Holiday apartment or house	6%	6%
Campsite: rented hut/lodge or self-catering accommodation	4%	1%
Motorhome, camper van	4%	0%
Youth hostel, other hostel, group accommodation, summer camp	3%	6%
Other accommodation	2%	4%
Farm	1%	0%
Own secondary property	1%	0%

0%   20%   40%   60%

Shares by destination region

Visitors with overnight

Train

- All Inbound 19%
- Eislek (region of accommodation) 17%
- Guttland (region of accommodation) 12%
- Luxembourg City (region of accommodation) 25%
- Moselle (region of accommodation) 11%
- MPSL (region of accommodation) 4%
- Sud (region of accommodation) 13%

0%   10%   20%

Shares by target segments
Visitors with overnight

Train

- All Inbound 19%
- Explorers 19%
- Leisure Oriented 22%
- Nature-Loving Actives 16%
- Perfection Seekers 40%
- Relaxation Seekers 14%
- Short Breakers 21%

0% | 10% | 20% | 30% | 40%

Shares by target segments
Same-day visitors

Train

- All Inbound 20%
- Explorers 21%
- Leisure Oriented 15%
- Nature-Loving Actives 14%
- Perfection Seekers 16%
- Relaxation Seekers 13%
- Short Breakers 30%

0% | 5% | 10% | 15% | 20% | 25% | 30%

Booking channels

Visitors with overnight

● All Inbound ● Train

	All Inbound	Train
Online	88%	88%
On an online booking engine or platform (e.g. Booking, Expedia, Opodo, etc., but not a sharing economy platform)	46%	55%
Directly with the accommodation and/or transport provider	39%	33%
Offline (e.g. over the phone)	17%	16%
None of the above	15%	17%
On a sharing economy platform (e.g. Airbnb, HomeAway, etc.)	6%	8%
At a travel agency	3%	2%

Decision moment

Visitors with overnight

● All Inbound ● Train

	All Inbound	Train
Between 1 and 3 months in advance	34%	35%
Between 2 and 4 weeks in advance	21%	19%
Between 3 and 6 months in advance	15%	10%
Between 1 and 2 weeks in advance	11%	13%
Less than 1 week in advance	11%	15%
More than 6 months in advance	7%	6%
I don't know/can't remember	1%	1%

Decision moment

Same-day visitors

● All Inbound ● Train

	All Inbound	Train
Less than 1 week in advance	25%	25%
More than 1 month in advance	24%	25%
The day before	22%	14%
1-2 weeks in advance	16%	20%
2-4 weeks in advance	11%	16%
I don't know/can't remember	2%	1%

0%   5%   10%   15%   20%   25%

Booking of travel items

Accommodation

● All Inbound ● Train

Accommodation - Booked at the location	Accommodation - Booked in advance	Accommodation - Did not book
6% / 4%	79% / 82%	15% / 13%
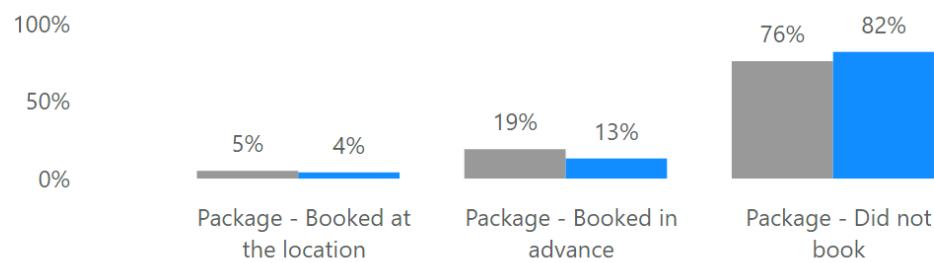
Transport to Luxembourg

● All Inbound ● Train

Transp to Lux_Booked at the location	Transp to Lux_Booked in advance	Transp to Lux_Did not book
4% / 10%	46% / 75%	50% / 15%

Event tickets

● All Inbound ● Train

Event tickets - Booked at the location	Event tickets - Booked in advance	Event tickets - Did not book
20% / 22%	7% / 8%	73% / 69%

Booking of travel items

Package

● All Inbound ● Train

Package - Booked at the location	Package - Booked in advance	Package - Did not book
5% / 4%	19% / 13%	76% / 82%

Restaurant

● All Inbound ● Train

Restaurant - Booked at the location	Restaurant - Booked in advance	Restaurant - Did not book
33% / 29%	10% / 7%	57% / 63%

Other services

● All Inbound ● Train

Other services - Booked at the location	Other services - Booked in advance	Other services - Did not book
41% / 53%	7% / 6%	53% / 41%

Places visited

Visitors with overnight

● All Inbound ● Train

Place	All Inbound	Train
Luxembourg City	87%	97%
Churches, religious sites	69%	72%
Other towns and villages	66%	50%
Castles/palaces	63%	57%
Museums, art galleries, exhibitions	46%	53%
Contemporary architecture, urban design	44%	55%
Other leisure attractions	39%	39%
Military history sites (memorials)	36%	37%
Leisure/animal/adventure parks	21%	25%
Concerts, festivals, cultural events, traditional local events	18%	28%
Industrial heritage sites	15%	16%
Wellness, beauty and health institutions	9%	11%
Sports events	4%	5%

Places visited

Same-day visitors

● All Inbound ● Train

Place	All Inbound	Train
Luxembourg City	87%	97%
Churches, religious sites	55%	71%
Contemporary architecture, urban design	46%	51%
Castles/palaces	39%	43%
Other towns and villages	39%	30%
Other leisure attractions	37%	37%
Military history sites (memorials)	31%	33%
Museums, art galleries, exhibitions	26%	33%
Concerts, festivals, cultural events, traditional local events	22%	19%
Leisure/animal/adventure parks	20%	23%
Industrial heritage sites	12%	10%
Wellness, beauty and health institutions	6%	6%
Sports events	3%	3%

0%   50%   100%

Non-sporting activities
Visitors with overnight

● All Inbound ● Train

Activity	All Inbound	Train
Local flair/atmosphere	82%	88%
Observing nature	72%	70%
Natural attractions, excursions in the countryside	67%	65%
Trying regional specialities, typical local restaurants	53%	54%
Shopping experiences (NOT buying everyday items)	35%	33%
Urban lifestyle / street culture / street art	32%	46%
Buying things at the market or directly from producers	31%	36%
Night life (e.g. pubs, bars)	23%	22%
Fine dining / Michelin-starred restaurants	12%	9%
Wine tasting and oenological experiences	12%	8%

Sporting activities
Visitors with overnight

● All Inbound ● Train

Activity	All Inbound	Train
Hiking (more than 2 hours a day)	59%	52%
Cycling (on paved cycle paths)	12%	9%
Swimming (lake, water park, pool)	12%	9%
Other sports activities	8%	7%
Mountain biking	4%	2%
Climbing (rock climbing or at a climbing gym)	2%	3%
Water sports (canoeing, kayaking, angling, etc.)	2%	1%
Adventure & fun sports	1%	2%
Golf (NOT minigolf)	1%	1%

Non-sporting activities

Same-day visitors

● All Inbound ● Train

Activity	All Inbound	Train
Local flair/atmosphere	82%	82%
Observing nature	55%	55%
Natural attractions, excursions in the countryside	50%	45%
Trying regional specialities, typical local restaurants	42%	42%
Urban lifestyle / street culture / street art	32%	35%
Shopping experiences (NOT buying everyday items)	31%	24%
Buying things at the market or directly from producers	26%	26%
Night life (e.g. pubs, bars)	14%	18%
Wine tasting and oenological experiences	11%	6%
Fine dining / Michelin-starred restaurants	6%	7%

Sporting activities

Same-day visitors

● All Inbound ● Train

Activity	All Inbound	Train
Hiking (more than 2 hours a day)	36%	33%
Other sports activities	7%	6%
Cycling (on paved cycle paths)	6%	5%
Swimming (lake, water park, pool)	4%	2%
Water sports (canoeing, kayaking, angling, etc.)	3%	1%
Adventure & fun sports	2%	1%
Climbing (rock climbing or at a climbing gym)	1%	0%
Golf (NOT minigolf)	1%	0%
Mountain biking	1%	0%

Frequency of visit
Visitors with overnight

● All Inbound ● Train

	My first visit to Luxembourg	I have visited Luxembourg 2-5 times before	I have visited Luxembourg > 5 times before
All Inbound	63%	23%	15%
Train	76%	14%	10%
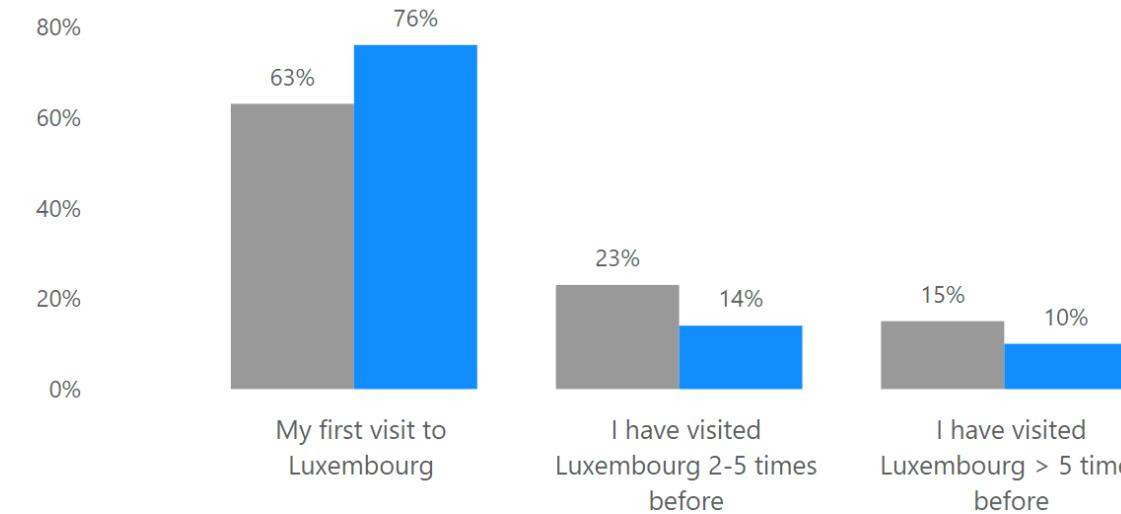
Travel party
Visitors with overnight

● All Inbound ● Train

	All Inbound	Train
My spouse or partner	60%	45%
Friends, acquaintances or extended family	29%	26%
Children under 16	13%	8%
I travelled alone	13%	30%
A travel group	1%	0%
Work/team colleagues or professional contacts	1%	1%
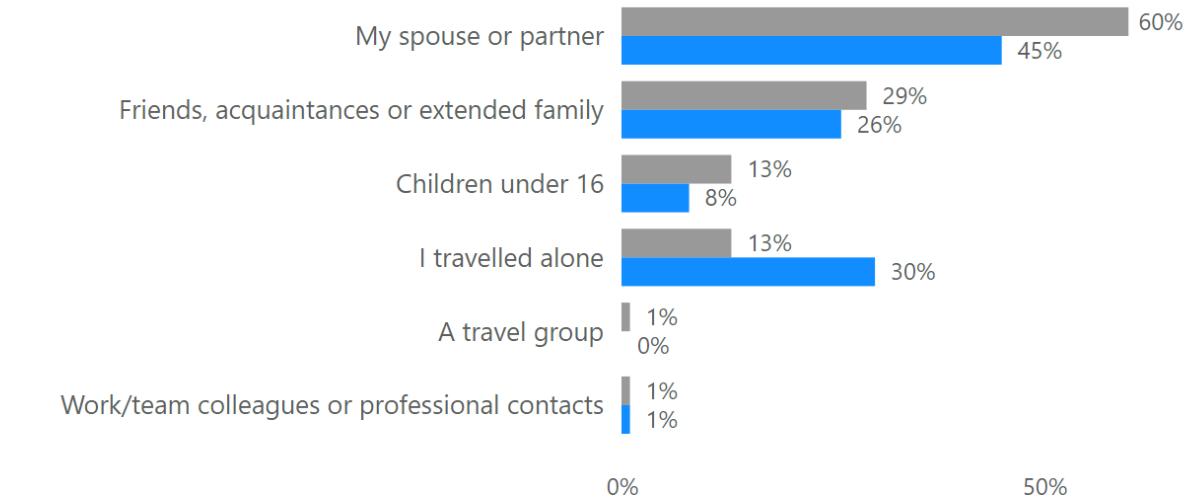
First-time visitors
Visitors with overnight

76%
Train

63%
All Inbound

Visitors spending nights in Luxembourg and abroad during same trip
Visitors with overnight

36%
Train

39%
All Inbound

Frequency of visit

Same-day visitors

● All Inbound ● Train

	My first visit to Luxembourg	I have visited Luxembourg 2-5 times before	I have visited Luxembourg > 5 times before
All Inbound	50%	18%	32%
Train	71%	12%	18%
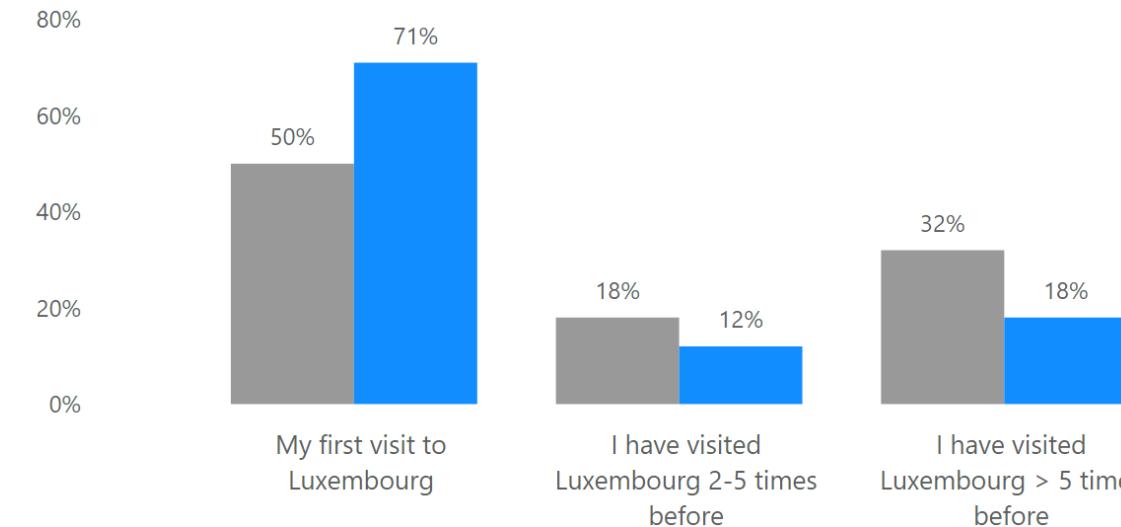
Travel party

Same-day visitors

● All Inbound ● Train

	All Inbound	Train
My spouse or partner	55%	41%
Friends, acquaintances or extended family	40%	40%
Children under 16	16%	9%
I travelled alone	9%	22%
A travel group	4%	2%
Work/team colleagues or professional contacts	2%	4%
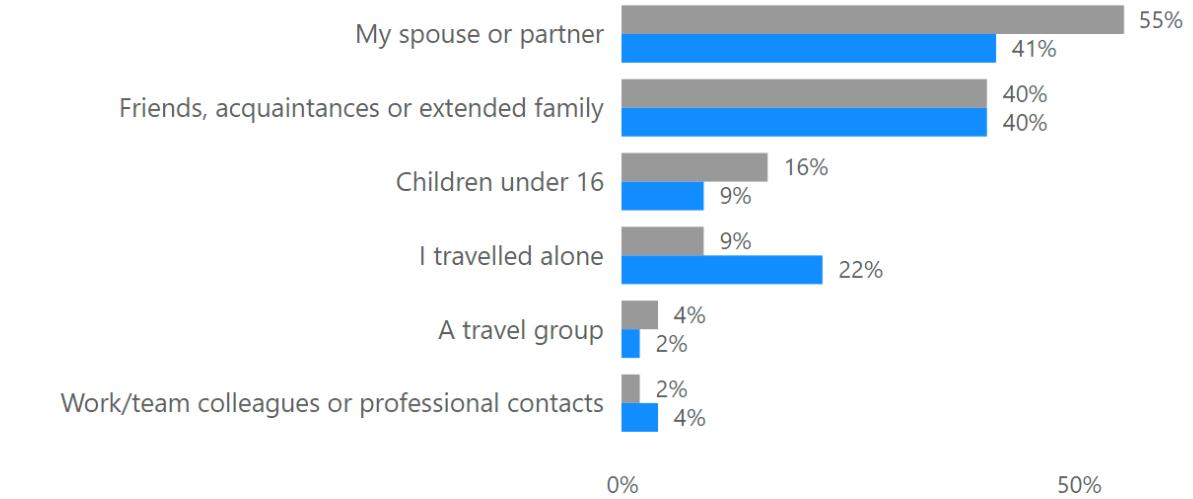
First-time visitors

Same-day visitors

71%

Train

50%

All Inbound

Transport to destination
Visitors with overnight

● All Inbound ● Train

Car (including hire car)	51% / 0%
Train	19% / 100%
Aeroplane	15% / 0%
Motorhome/camper van	8% / 0%
Coach	5% / 0%
Bicycle	1% / 0%
Motorcycle	1% / 0%

Transport in destination
Visitors with overnight

● All Inbound ● Train

Bus	53% / 65%
Tram	45% / 57%
Train	27% / 45%
No, none of the above	24% / 5%
Bicycle	5% / 3%
E-bike	5% / 3%
Taxi	3% / 2%
Boat	1% / 0%

Transport to destination
Same-day visitors

● All Inbound ● Train

Car (including hire car)	All Inbound: 67%, Train: 0%
Train	All Inbound: 20%, Train: 100%
Coach	All Inbound: 8%, Train: 0%
Aeroplane	All Inbound: 2%, Train: 0%
Motorhome/camper van	All Inbound: 2%, Train: 0%
Motorcycle	All Inbound: 1%, Train: 0%
Bicycle	All Inbound: 1%, Train: 0%

Transport in destination
Same-day visitors

● All Inbound ● Train

No, none of the above	All Inbound: 48%, Train: 15%
Bus	All Inbound: 31%, Train: 44%
Tram	All Inbound: 27%, Train: 56%
Train	All Inbound: 12%, Train: 31%
Bicycle	All Inbound: 2%, Train: 0%
E-bike	All Inbound: 1%, Train: 1%
Taxi	All Inbound: 1%, Train: 3%
Boat	All Inbound: 0%, Train: 0%

Spending categories
Visitors with overnight

● All Inbound ● Train

Category	All Inbound	Train
Accommodation	31%	33%
Food & drinks	25%	22%
Transport to	21%	20%
Shopping	10%	11%
Other	7%	8%
Entrances & excursions	4%	5%
Local transport	2%	1%
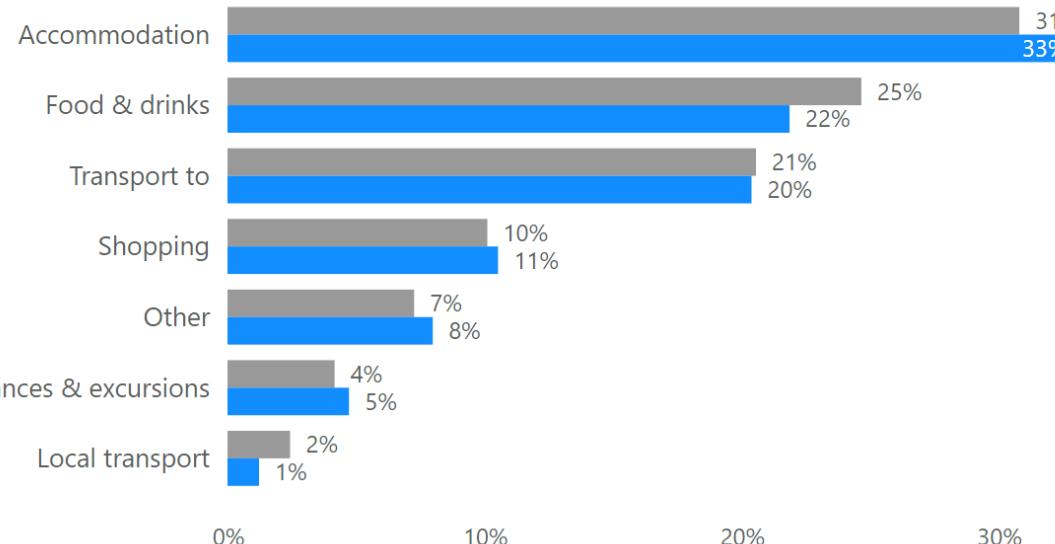
Shares by arrival months
Visitors with overnight

Train
- All Inbound 19%
- April-June 20%
- January-March 27%
- July-September 16%
- October-December 24%
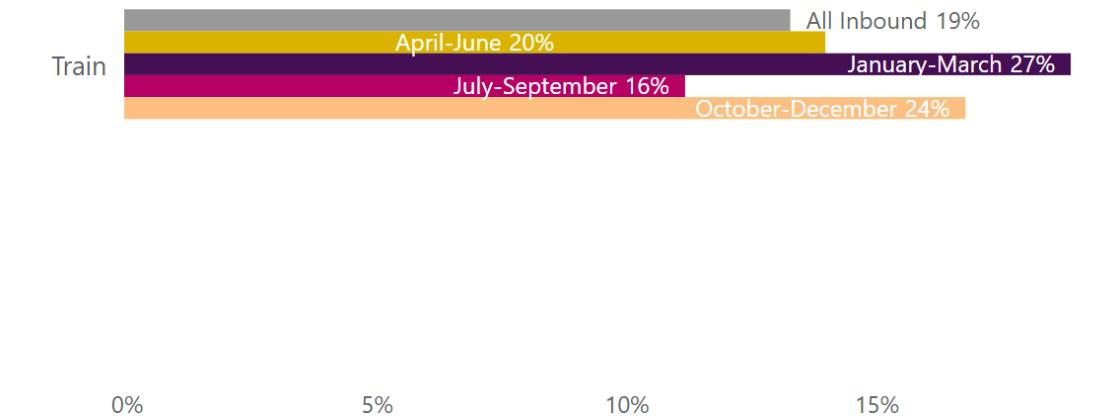
Quality vs. price orientation
Visitors with overnight

● All Inbound ● Train

Category	All Inbound	Train
Neither one nor the other	43%	34%
Low prices	15%	22%
High level of quality	42%	44%
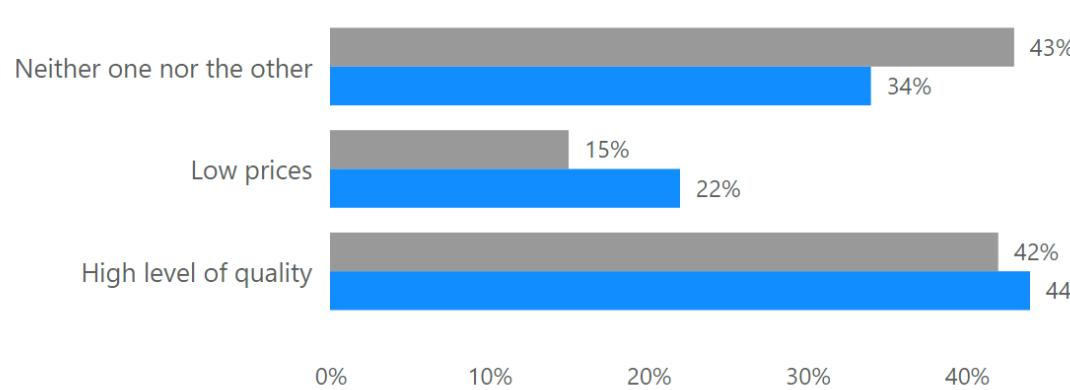
Spend/pers./trip
Visitors with overnight

609 €
Train

619 €
All Inbound

Spend/pers./night
Visitors with overnight

167 €
Train

160 €
All Inbound

Length of stay (nights)
Visitors with overnight

3,6
Train

3,9
All Inbound

Spending categories

Same-day visitors

● All Inbound ● Train

Category	All Inbound	Train
Transport to	29%	32%
Food & drinks	27%	24%
Shopping	19%	18%
Other	14%	14%
Entrances & excursions	6%	7%
Local transport	5%	5%
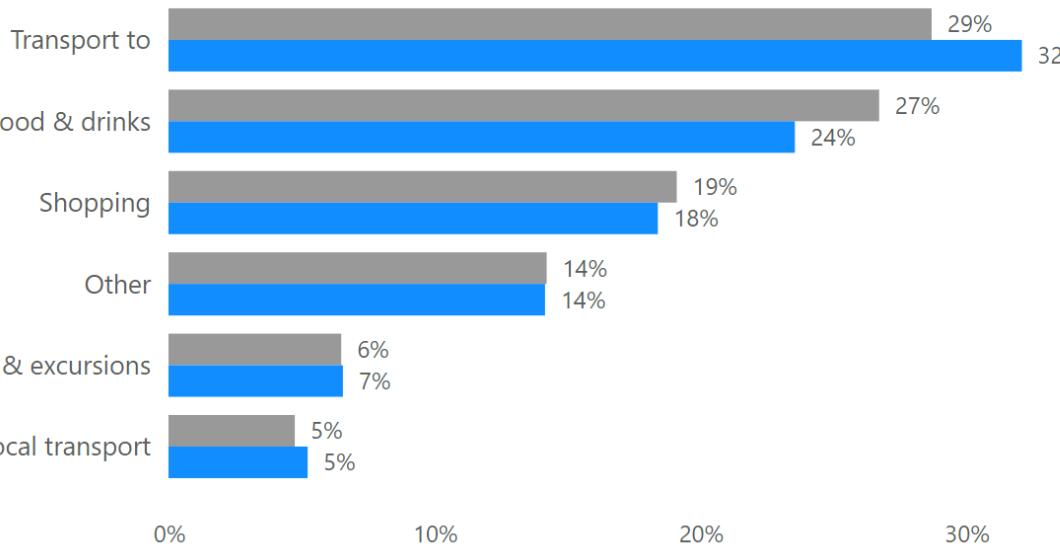
Spend/pers./excurs.

Same-day visitors

113 €

Train

140 €

All Inbound

Shares by arrival months

Same-day visitors

Train

All Inbound 20%
April-June 25%
January-March 27%
July-September 17%
October-December 20%

Sustainable actions during stay
Visitors with overnight

- ● All Inbound ● Train

Action	All Inbound	Train
Take public transport instead of a car	61%	79%
Use soft mobility to get around (cycling or walking)	52%	60%
Go to restaurants that offer local products	29%	28%
Buy local products	28%	25%
No, none of this	13%	7%
Stayed in an ecologically managed establishment (e.g. EcoLabel)	8%	11%
Participate in a programme to offset your CO2 footprint	2%	4%
Other, please specify	1%	1%
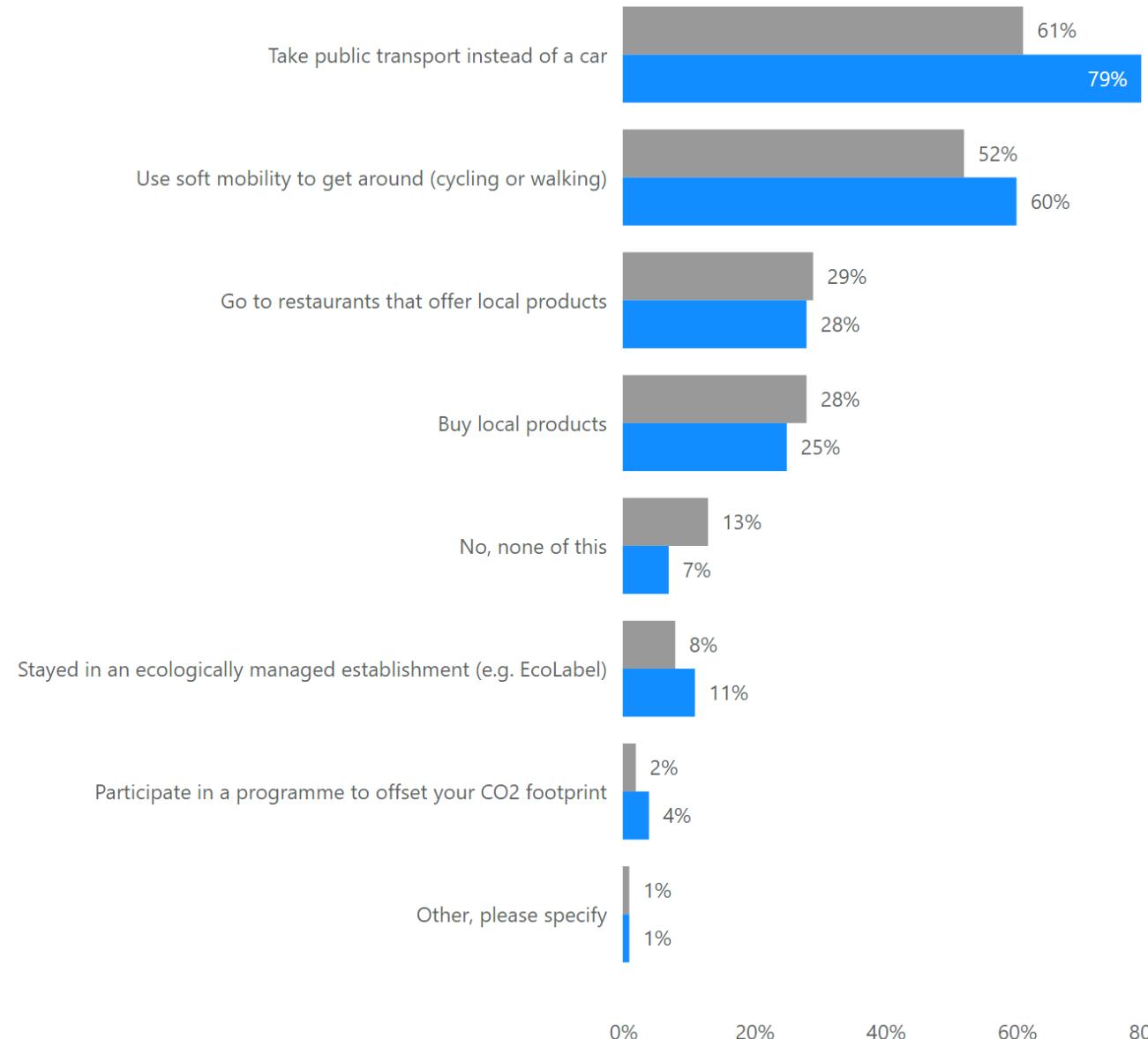
Services used during stay
Visitors with overnight

- ● All Inbound ● Train

Service	All Inbound	Train
None of the above apply to me	47%	44%
I posted about my stay on social media	31%	33%
I tried out secret and insider tips from locals	19%	17%
During my stay, I used the VisitLuxembourg app	17%	22%
I reviewed my trip on online rating platforms	12%	11%
During my stay, I used a luggage transport service	1%	1%

Sustainable actions during stay

Same-day visitors

● All Inbound ● Train

	All Inbound	Train
Use soft mobility to get around (cycling or walking)	44%	60%
Take public transport instead of a car	42%	75%
Buy local products	24%	18%
Go to restaurants that offer local products	24%	19%
No, none of this	23%	6%
Stayed in an ecologically managed establishment (e.g. EcoLabel)	3%	0%
Other, please specify	1%	1%
Participate in a programme to offset your CO_2 footprint	1%	0%

Services used during stay

Same-day visitors

● All Inbound ● Train

	All Inbound	Train
None of the above apply to me	57%	50%
I posted about my stay on social media	30%	37%
I tried out secret and insider tips from locals	11%	10%
During my stay, I used the VisitLuxembourg app	6%	5%
I reviewed my trip on online rating platforms	6%	7%
During my stay, I used a luggage transport service	1%	1%

Satisfaction items
Visitors with overnight

● All Inbound ● Train

Item	All Inbound	Train
Quality of the public transport services	9,9	9,9
Cleanliness	9,6	9,2
Safety	9,6	8,9
Easy to get to	9,5	9,3
Multilingu... ease of communic...	9,3	9,3
Availability of information locally	9,1	9,0
Quality of welcome, engageme... of hosts	9,0	9,2
Availability of information prior to the trip	8,9	9,1
Accessibility	8,7	9,0
Variety of experiences	8,6	8,5
Offer for families	8,6	8,5
Traffic situation and parking possibilities	8,1	9,2
Ability to come into contact with locals	7,5	7,7
Shopping (NOT buying everyday items)	7,3	7,7
Cuisine, gastronomy	7,2	6,3
Opening hours	6,9	6,3
Value for money	5,4	4,8

Overall satisfaction - % "strongly agree"
Visitors with overnight

● All Inbound ● Train

	All Inbound	Train
Exceeded my expectations	44%	49%
Excited me as a travel destination	66%	58%
Will stay in memory for a long time	64%	61%
Would recommend	66%	60%
Would revisit	65%	57%
Would revisit for a longer stay	40%	34%
Would revisit in low season	43%	38%

Reasons for poor value-for-money
Visitors with overnight

● All Inbound ● Train

	All Inbound	Train
Restaurants, bars, food, drinks	49%	39%
Cost of living, costlier than elsewhere	36%	46%
Accommodation	17%	19%
Retail, shopping	8%	7%
No answer	4%	2%
Other	3%	2%
Services, activities	3%	0%

Satisfaction items

Same-day visitors

● All Inbound ● Train

Item	All Inbound	Train
Quality of the public transport services	9,9	9,9
Cleanliness	9,6	9,7
Safety	9,4	9,4
Multilingu... ease of communic...	9,3	9,2
Easy to get to	9,2	9,6
Availability of information locally	9,0	9,5
Quality of welcome, engageme... of hosts	9,0	8,8
Availability of information prior to the trip	9,0	9,3
Variety of experiences	9,0	8,5
Accessibility	8,7	8,8
Shopping (NOT buying everyday items)	8,2	7,0
Offer for families	8,2	7,8
Cuisine, gastronomy	8,1	7,7
Opening hours	8,0	7,9
Ability to come into contact with locals	8,0	7,8
Traffic situation and parking possibilities	7,7	8,5
Value for money	5,4	5,2

Overall satisfaction - % "strongly agree"

Same-day visitors

● All Inbound ● Train

	All Inbound	Train
Exceeded my expectations	39%	42%
Excited me as a travel destination	70%	64%
Will stay in memory for a long time	61%	56%
Would recommend	68%	61%
Would revisit	68%	64%
Would revisit for a longer stay	40%	30%
Would revisit in low season	50%	39%
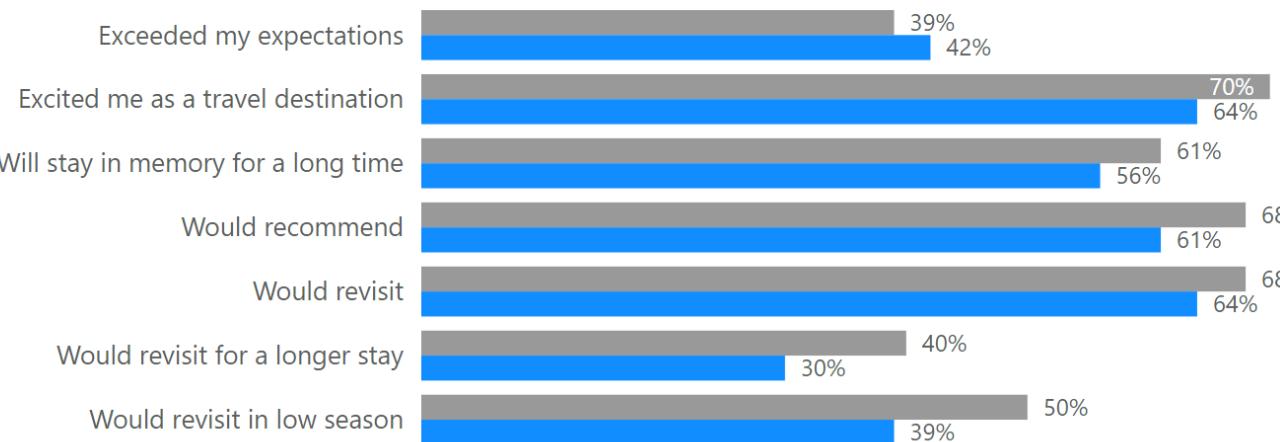
Reasons for poor value-for-money

Same-day visitors

● All Inbound ● Train

	All Inbound	Train
Restaurants, bars, food, drinks	50%	51%
Cost of living, costlier than elsewhere	37%	38%
Retail, shopping	9%	8%
Accommodation	6%	8%
Other	6%	3%
Services, activities	5%	8%
No answer	4%	3%

Brand features

Visitors with overnight

● All Inbound ● Train

	0%	10%	20%	30%	40%	50%	60%	70%

Welcoming
International, multicultural
Natural
Charming
Cosy, comfortable
Sustainable, environmentally friendly
Credible, authentic
A must-see
Attractive
Open, tolerant
Sophisticated, stylish
Qualitative, high-end
Traditional
Dependable, down to earth
Modern, trendy
Service-oriented
Dynamic
Lively, bubbly
Rich in contrasts
Unusual, surprising
Exclusive, luxurious
Enthralling, exciting
Innovative
None of the above apply
Overcrowded

Brand features

Same-day visitors

● All Inbound ● Train

	0%	10%	20%	30%	40%	50%	60%

International, multicultural
Welcoming
Charming
Cosy, comfortable
Attractive
A must-see
Sophisticated, stylish
Sustainable, environmentally friendly
Qualitative, high-end
Credible, authentic
Lively, bubbly
Natural
Open, tolerant
Modern, trendy
Dynamic
Traditional
Exclusive, luxurious
Rich in contrasts
Unusual, surprising
Enthralling, exciting
Service-oriented
Dependable, down to earth
Innovative
None of the above apply
Overcrowded

Age

Visitors with overnight

● All Inbound ● Train

Age	All Inbound	Train
16 - 24	11%	10%
25 - 34	26%	37%
35 - 44	20%	24%
45 - 54	19%	18%
55 - 64	16%	6%
65 - 74	7%	4%
Over 75	1%	1%

Education

Visitors with overnight

● All Inbound ● Train

Education	All Inbound	Train
Master's degree or equivalent	39%	47%
Bachelor's degree or equivalent	29%	27%
Short tertiary education programme	9%	3%
Higher secondary school	8%	7%
Doctorate or equivalent	7%	13%
Post-secondary but not tertiary	5%	3%
Secondary school (up to the minimum leaving age)	2%	2%
Preschool	1%	1%
Primary school		1%

Gender

Visitors with overnight

● All Inbound ● Train

Gender	All Inbound	Train
Female	54%	65%
Male	46%	35%

Employment

Visitors with overnight

● All Inbound ● Train

Employment	All Inbound	Train
Full-time employed	68%	65%
Retired or in early retirement	10%	4%
In school or vocational education, including retraining	6%	10%
Part-time employed	6%	8%
Self-employed, or employed in the family business	5%	4%
Homemaker	2%	1%
Unemployed	2%	5%
On parental leave	1%	0%

Age

Same-day visitors

● All Inbound ● Train

Age	All Inbound	Train
16 - 24	16%	25%
25 - 34	29%	33%
35 - 44	19%	16%
45 - 54	16%	10%
55 - 64	14%	6%
65 - 74	5%	10%
Over 75	1%	1%

Gender

Same-day visitors

● All Inbound ● Train

Gender	All Inbound	Train
Female	54%	50%
Male	46%	50%

Education

Same-day visitors

● All Inbound ● Train

Education	All Inbound	Train
Master's degree or equivalent	35%	43%
Bachelor's degree or equivalent	28%	25%
Short tertiary education programme	15%	10%
Higher secondary school	9%	9%
Post-secondary but not tertiary	6%	8%
Doctorate or equivalent	4%	4%
Secondary school (up to the minimum leaving age)	2%	
Primary school	1%	
Preschool		1%

Employment

Same-day visitors

● All Inbound ● Train

Employment	All Inbound	Train
Full-time employed	66%	56%
In school or vocational education, including retraining	9%	18%
Retired or in early retirement	9%	11%
Part-time employed	6%	2%
Self-employed, or employed in the family business	4%	3%
Unemployed	3%	7%
Homemaker	1%	2%
On parental leave	1%	1%

Destination Awareness & Growth Potential for Train travellers

General theme interest : source markets

Items	Austria	Belgium	Denmark	France	Germany	Ireland	Italy	Netherlands	Portugal	Spain	Sweden	Switzerland	United Kingdom	Gesamt
Culinary (interest)	58%	51%	50%	49%	54%	59%	54%	49%	72%	51%	52%	54%	49%	54%
Resting, relaxation (interest)	55%	58%	47%	45%	54%	56%	47%	59%	68%	46%	45%	48%	49%	52%
Nature (interest)	51%	53%	43%	47%	50%	40%	53%	53%	64%	47%	35%	48%	43%	48%
Family (interest)	39%	50%	41%	47%	39%	47%	39%	46%	71%	46%	37%	37%	40%	44%
City (interest)	42%	34%	36%	30%	39%	45%	48%	37%	36%	48%	28%	38%	38%	38%
History, Unesco (interest)	34%	29%	28%	35%	33%	34%	54%	31%	53%	45%	29%	30%	36%	36%
Culture (interest)	33%	28%	29%	33%	33%	33%	51%	27%	55%	45%	26%	33%	35%	35%
Castles (interest)	36%	29%	26%	31%	36%	31%	51%	30%	46%	43%	23%	30%	30%	34%
Sightseeing (interest)	47%	42%	0%	46%	44%	0%	54%	44%	0%	46%	0%	40%	47%	32%
Architecture, townscapes (interest)	41%	34%	0%	40%	39%	0%	50%	35%	0%	44%	0%	37%	43%	28%
Hiking (interest)	27%	37%	24%	26%	28%	18%	38%	39%	30%	25%	18%	25%	25%	28%
Fun, entertainment (interest)	39%	43%	0%	38%	37%	0%	30%	41%	0%	34%	0%	35%	39%	26%
Sustainabilty (interest)	23%	19%	21%	24%	24%	34%	29%	19%	47%	23%	24%	24%	24%	26%
Immersive travel (interest)	42%	29%	0%	38%	40%	0%	45%	28%	0%	37%	0%	38%	32%	25%
Wine (interest)	26%	21%	23%	23%	25%	28%	26%	22%	32%	21%	24%	24%	24%	24%
Wellness (interest)	25%	19%	25%	21%	26%	22%	22%	21%	55%	21%	14%	26%	19%	24%
Nightlife (interest)	23%	19%	26%	23%	24%	31%	25%	23%	31%	28%	19%	24%	21%	24%
Shopping (interest)	21%	22%	29%	22%	25%	31%	21%	26%	21%	20%	25%	26%	25%	24%
Events (interest)	25%	17%	20%	27%	24%	28%	24%	22%	28%	21%	19%	24%	21%	23%
Luxury (interest)	21%	18%	32%	19%	22%	34%	15%	27%	22%	18%	23%	20%	24%	23%
Countryside (interest)	20%	18%	23%	22%	22%	25%	24%	21%	31%	22%	23%	18%	25%	23%
Train travel (interest)	22%	16%	19%	21%	22%	25%	22%	18%	31%	24%	20%	26%	22%	22%
Active, sports (interest)	24%	18%	20%	21%	25%	23%	21%	23%	25%	20%	18%	25%	19%	22%
Learning, new skills (interest)	26%	23%	0%	35%	27%	0%	41%	23%	0%	28%	0%	31%	23%	20%
Camping, motorhome (interest)	21%	16%	22%	19%	22%	20%	15%	23%	23%	17%	20%	21%	17%	20%
Exchanging with locals (interest)	29%	20%	0%	33%	30%	0%	28%	24%	0%	23%	0%	29%	22%	18%
Industrial Heritage (interest)	17%	12%	14%	19%	19%	20%	16%	17%	23%	14%	15%	19%	20%	17%
Action, adventure (interest)	27%	23%	0%	24%	27%	0%	21%	28%	0%	21%	0%	26%	22%	17%
Cycling (interest)	19%	20%	12%	18%	23%	17%	10%	23%	10%	10%	11%	19%	12%	16%
MTB (interest)	16%	11%	14%	14%	16%	13%	11%	17%	13%	11%	11%	16%	11%	13%
Motorcycling (interest)	17%	10%	14%	12%	16%	12%	11%	17%	11%	10%	14%	18%	10%	13%

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

Source: LFT Brand & Potential Study, 2024.

General theme interest : LFT target segments
(Ø 13 European source markets)

Items	Explorers	Leisure Oriented	Nature-Loving Actives	Perfection Seekers	Relaxation Seekers	Short Breakers	**Gesamt**
Culinary (interest)	57%	50%	45%	54%	58%	49%	**52%**
Nature (interest)	55%	44%	62%	49%	44%	45%	**50%**
Resting, relaxation (interest)	41%	50%	47%	47%	68%	43%	**49%**
Sightseeing (interest)	59%	40%	41%	47%	38%	45%	**45%**
Family (interest)	41%	50%	38%	44%	46%	40%	**43%**
Architecture, townscapes (interest)	51%	35%	36%	46%	33%	42%	**40%**
City (interest)	47%	35%	32%	41%	33%	41%	**38%**
Gardens, parks (interest)	38%	31%	42%	38%	35%	38%	**37%**
Fun, entertainment (interest)	37%	37%	33%	43%	40%	32%	**37%**
History, Unesco (interest)	48%	31%	37%	39%	28%	36%	**37%**
Immersive travel (interest)	49%	30%	34%	41%	29%	34%	**36%**
Culture (interest)	47%	30%	36%	39%	27%	35%	**36%**
Castles (interest)	41%	32%	35%	38%	28%	35%	**35%**
Bathing in lakes, waters (interest)	32%	30%	37%	38%	34%	32%	**34%**
Trad./folk festivals/mkts (interest)	40%	28%	33%	33%	30%	31%	**33%**
Hiking (interest)	29%	24%	53%	32%	21%	28%	**31%**
Learning, new skills (interest)	38%	22%	27%	35%	23%	28%	**29%**
Road trips, scenic drives (interest)	30%	26%	28%	32%	27%	27%	**28%**
Sustainabilty (interest)	26%	26%	32%	33%	22%	27%	**28%**
Exchanging with locals (interest)	34%	22%	29%	35%	20%	26%	**27%**
Action, adventure (interest)	26%	22%	31%	36%	20%	22%	**26%**
Wellness (interest)	21%	23%	29%	34%	25%	24%	**26%**
Wine (interest)	26%	21%	29%	34%	22%	25%	**26%**
Nightlife (interest)	27%	22%	24%	34%	22%	23%	**25%**
Active, sports (interest)	21%	18%	40%	31%	18%	23%	**25%**
Countryside (interest)	22%	22%	35%	26%	19%	24%	**25%**
Shopping (interest)	21%	23%	22%	33%	26%	23%	**25%**
Events (interest)	26%	20%	26%	34%	19%	23%	**25%**
Train travel (interest)	24%	21%	27%	31%	17%	26%	**24%**
Luxury (interest)	20%	19%	24%	36%	25%	21%	**24%**
Camping, motorhome (interest)	20%	19%	29%	28%	15%	20%	**22%**

Source: LFT Brand & Potential Study, 2024.

Trip organisation and preferences of Train travellers

Trip organisation and preferences (1)
## — Average **European source markets**, total vs. train travellers

Preferred sources of travel inspiration

Items	Total	Train travel (interest)
Recommendation from family, friends, acquaintances	45%	43%
Online search engine	44%	41%
Social Media	36%	39%
Destination or accommodation websites	36%	36%
Destination websites	35%	36%
Online booking engines, travel portals, holiday review sites	35%	35%
Accommodation websites	27%	30%
Travel agency	27%	28%
Features on TV, radio or cinema	21%	25%
Guide books or other books	20%	26%
Features on TV	21%	24%
Features in newspapers, magazines	18%	22%
Advertisements	17%	20%
Online streaming (Netflix, podcasts...)	14%	20%
Features in magazines	15%	17%
Travel fairs	11%	16%
Features in newspapers	10%	14%
Artificial intelligence (e.g., ChatGPT)	9%	13%
Cinema	8%	11%
Features on radio	5%	6%
None of the above / no sources	3%	2%

Total / **Train travel (interest)**

Platform	Total	Train travel (interest)
Instagram	73%	74%
Youtube	57%	65%
Facebook	51%	54%
TikTok	50%	53%
WhatsApp	36%	41%
Pinterest	27%	32%
X	18%	22%
Snapchat	14%	19%
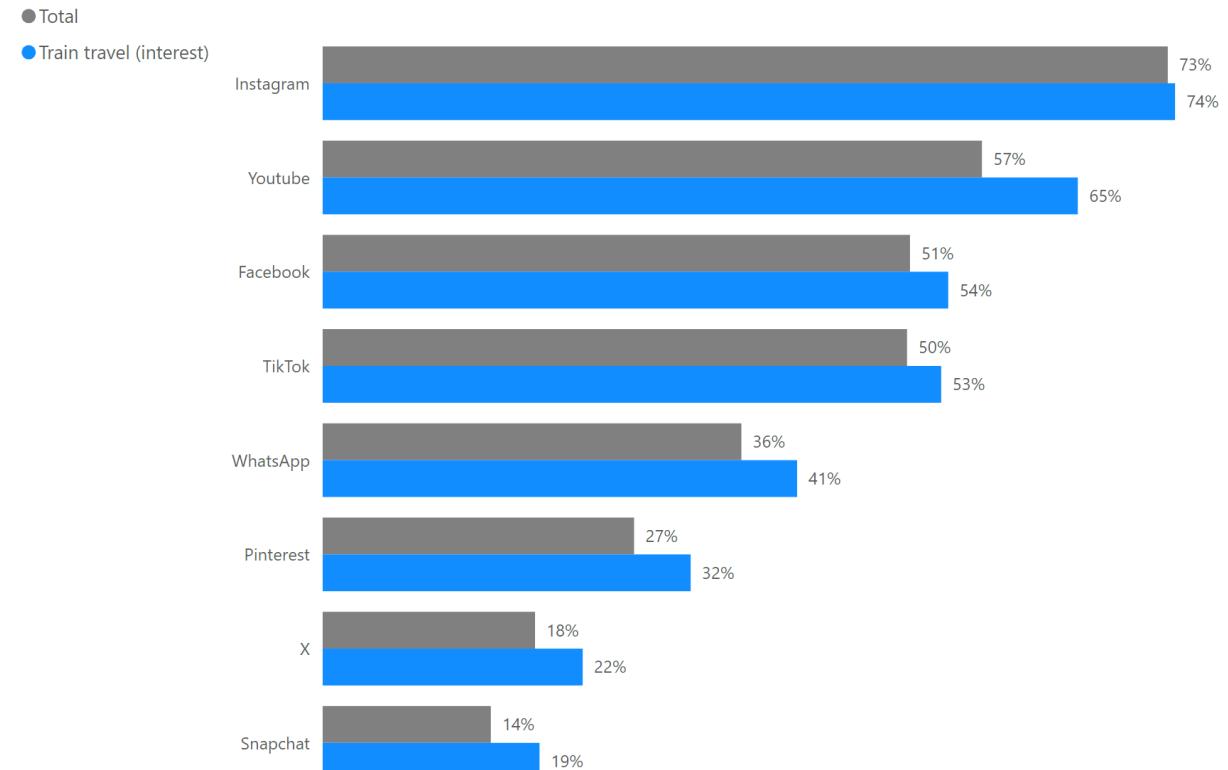
Interest for longer stays and cross-border stays to Luxembourg (in case of general travel intent)

Total / **Train travel (interest)**

	Total	Train travel (interest)
Longer trip	32%	40%
Cross-border	48%	49%

Trip organisation and preferences (2a)
— Average **European source markets**, total vs. train travellers

General theme interest (when going on a holiday)

Items	Total	Train travel (interest)
Train travel (interest)	22%	100%
Culinary (interest)	54%	62%
Nature (interest)	48%	61%
Resting, relaxation (interest)	52%	57%
Sightseeing (interest)	46%	58%
Architecture, townscapes (interest)	40%	57%
Family (interest)	44%	53%
City (interest)	38%	56%
Gardens, parks (interest)	37%	55%
History, Unesco (interest)	36%	52%
Culture (interest)	35%	52%
Immersive travel (interest)	37%	51%
Castles (interest)	34%	52%
Fun, entertainment (interest)	37%	48%
Trad./folk festivals/mkts (interest)	34%	51%
Bathing in lakes, waters (interest)	33%	48%
Road trips, scenic drives (interest)	28%	46%
Learning, new skills (interest)	29%	44%
Hiking (interest)	28%	43%
Sustainabilty (interest)	26%	43%
Exchanging with locals (interest)	26%	40%
Events (interest)	23%	41%
Nightlife (interest)	24%	39%
Wine (interest)	24%	38%
Wellness (interest)	24%	37%
Action, adventure (interest)	24%	37%
Shopping (interest)	24%	36%
Countryside (interest)	23%	38%
Active, sports (interest)	22%	36%
Luxury (interest)	23%	33%
Camping, motorhome (interest)	20%	34%
Remembrance (interest)	19%	32%
Industrial Heritage (interest)	17%	33%
Film locations (interest)	18%	32%
Cycling (interest)	16%	29%
MTB (interest)	13%	26%
Water sports (interest)	15%	23%
Motorcycling (interest)	13%	24%

Luxembourg's perceived theme suitability

| Items	Total	Train travel (interest)
City (association)	38%	53%
Culinary (association)	36%	51%
Resting, relaxation (association)	35%	51%
Nature (association)	35%	51%
Gardens, parks (association)	33%	51%
Architecture, townscapes (association)	33%	50%
Culture (association)	31%	48%
Castles (association)	31%	47%
Family (association)	31%	46%
Luxury (association)	28%	41%
Road trips, scenic drives (association)	25%	41%
Shopping (association)	27%	40%
History, Unesco (association)	25%	40%
Hiking (association)	25%	39%
Fun, entertainment (association)	23%	37%
Nightlife (association)	21%	36%
Wine (association)	21%	35%
Wellness (association)	20%	35%
Sustainability (association)	19%	35%
Active, sports (association)	20%	33%
Countryside (association)	20%	33%
Events, cultural (association)	18%	33%
Bathing in lakes, waters (association)	19%	32%
Camping, motorhome (association)	18%	31%
Industrial Heritage (association)	16%	30%
Cycling (association)	17%	29%
Action, adventure (association)	17%	29%
Remembrance (association)	15%	28%
MTB (association)	15%	26%
Events, sport (association)	13%	24%
Water sports (association)	11%	19%

Trip organisation and preferences (2b)
— Average **European source markets**, total vs. train travellers

### General theme interest (when going on a holiday)

● Total
● Train travel (interest)

Theme	Total	Train travel
Action, adventure (i...	-17	
Active, sports (inter...	-26	
Architecture, towns...		38
Bathing in lakes, w...		13
Camping, motorho...	-32	
Castles (interest)		17
City (interest)		32
Countryside (intere...	-23	
Culinary (interest)	86	38
Culture (interest)		21
Cycling (interest)	-46	
Events (interest)	-21	-9
Exchanging with lo...	-9	
Family (interest)	52	18
Film locations (inte...	-39	
Fun, entertainment...	28	7
Gardens, parks (int...		25
Hiking (interest)	-5	
History, Unesco (int...	24	
Immersive travel (i...	26	
Industrial Heritage ...	-41	
Learning, new skills...	-2	
Luxury (interest)	-22	
Motorcycling (inter...	-55	
MTB (interest)	-54	
Nature (interest)	66	37
Nightlife (interest)	-17	
Remembrance (inte...	-35	
Resting, relaxation ...	78	29
Road trips, scenic d...	-3	3
Shopping (interest)	-17	
Sightseeing (interest)	56	29
Trad./folk festivals/...	17	
Train travel (interest)	-24	124
Water sports (inter...	-50	
Wellness (interest)	-16	
Wine (interest)	-16	

deviation from the mean value of the respective category

Luxembourg's perceived theme suitability

| Theme	Total	Train travel
Action, adventure (...	-30	
Active, sports (asso...	-17	
Architecture, towns...	39	32
Bathing in lakes, w...	-19	
Camping, motorho...	-24	
Castles (association)		29
City (association)	58	40
Countryside (associ...	-18	
Culinary (associatio...	49	35
Culture (association)		31
Cycling (association)	-27	
Events, cultural (ass...	-23	
Events, sport (asso...	-47	-36
Family (association)	31	20
Fun, entertainment...	-4	
Gardens, parks (ass...	41	
Hiking (association)	5	2
History, Unesco (as...	5	
Industrial Heritage ...	-32	-20
Luxury (association)	17	8
MTB (association)	-36	
Nature (association)	46	34
Nightlife (associati...	-10	
Remembrance (ass...	-35	
Resting, relaxation ...	48	34
Road trips, scenic d...	6	
Shopping (associati...	12	5
Sustainability (asso...	-18	-7
Water sports (asso...	-53	
Wellness (associati...	-14	-8
Wine (association)	-11	

Trip organisation and preferences (3)
— Average **European source markets**, total vs. train travellers

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

● Total
● Train travel (interest)

Also lesser-known sites
- Total: 48%
- Train travel (interest): 44%

Iconic sites mostly
- Total: 32%
- Train travel (interest): 37%

Generally prefer lesser-known sites
- Total: 20%
- Train travel (interest): 19%
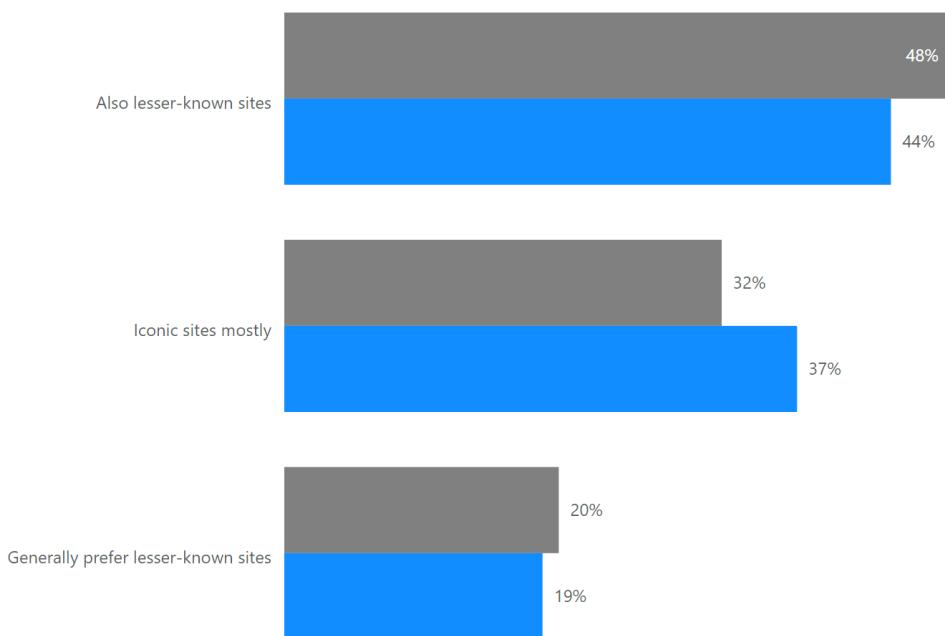
Travel party (*)

● Total
● Train travel (interest)

Couple
- Total: 38%
- Train travel (interest): 35%

Family
- Total: 38%
- Train travel (interest): 35%

Friends
- Total: 13%
- Train travel (interest): 14%

Alone
- Total: 9%
- Train travel (interest): 13%

Group
- Total: 2%
- Train travel (interest): 2%
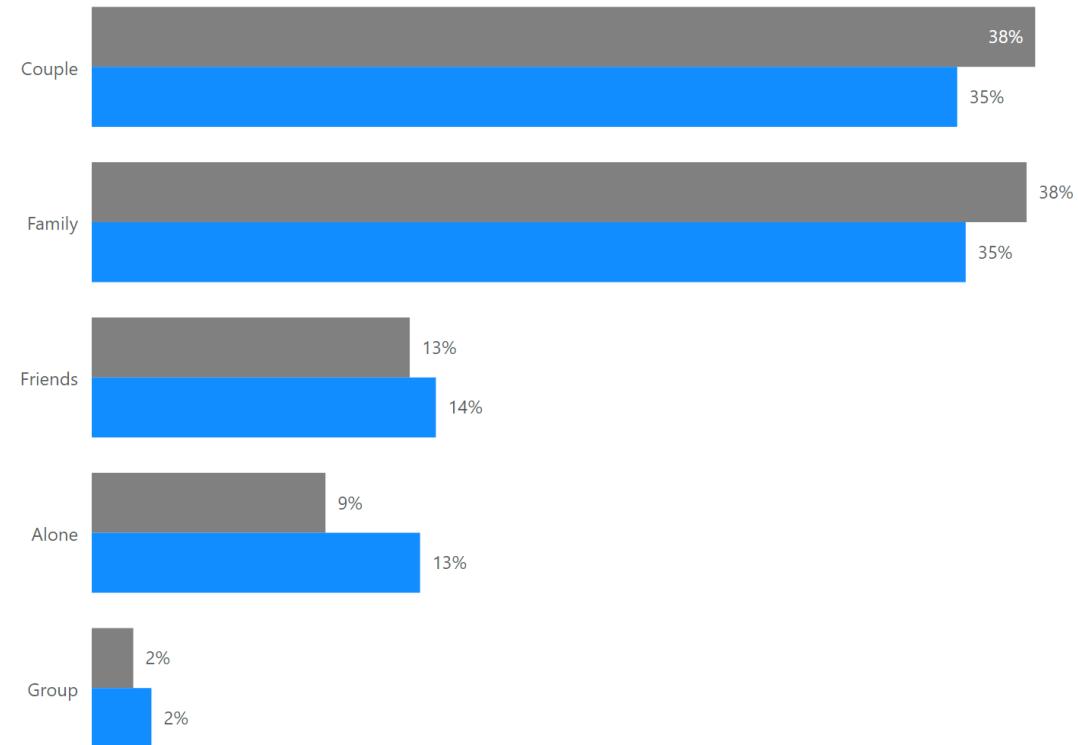
(*) During last outbound holiday trip .

Source: LFT Brand & Potential Study, 2024.

Trip organisation and preferences (4)
— Average **European source markets**, total vs. train travellers

Reasons for not considering Luxembourg as a destination

● Total
● Train travel (interest)

Reason	Total	Train travel (interest)
Other destinations more interesting	50%	39%
Offer does not match my needs	31%	29%
Do not know Lux enough	24%	21%
No reason, just haven't though of it	16%	20%
Too expensive	17%	19%
Weather, climate	14%	12%
Recent trip to Lux	9%	11%
Hard to reach	4%	3%
Negative experience in past	2%	3%
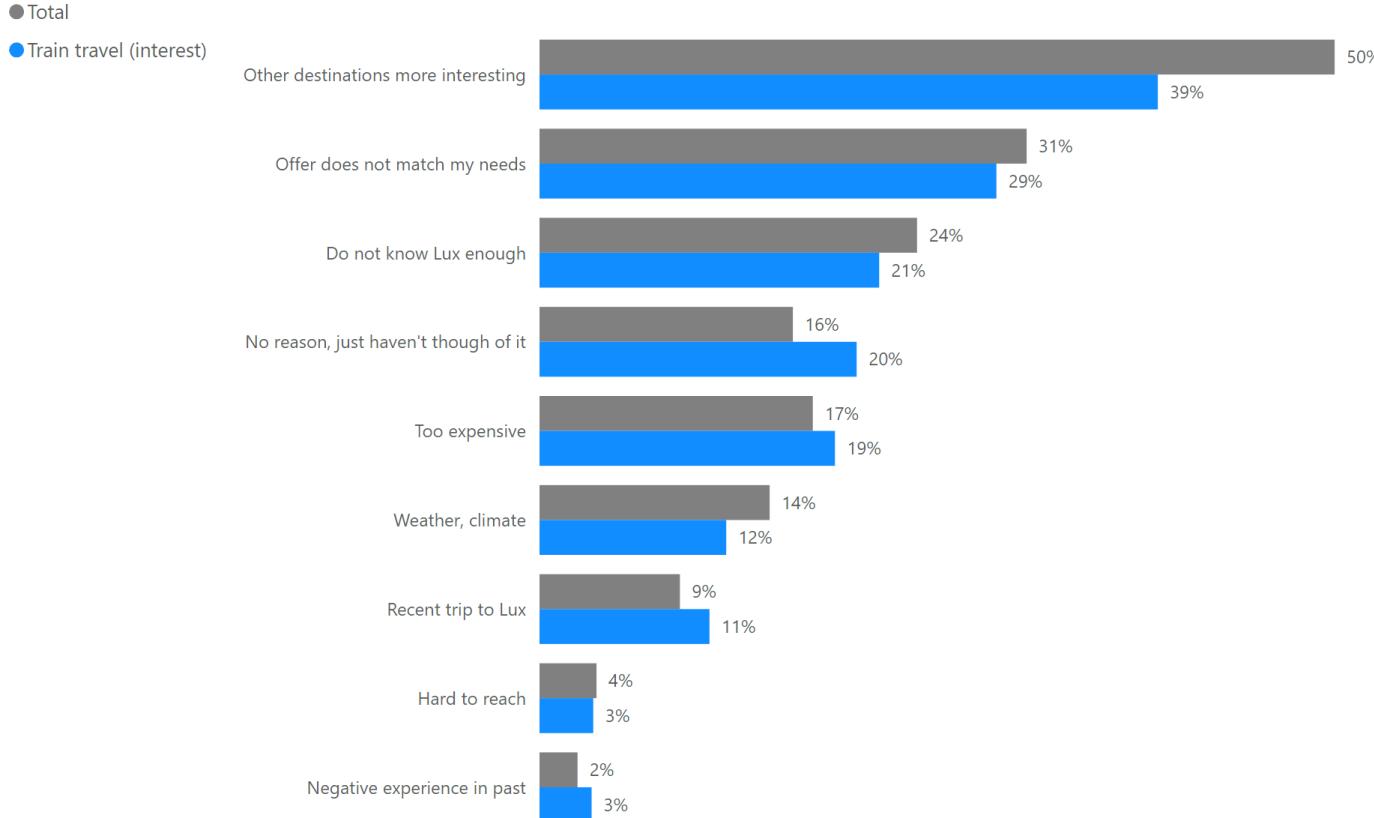
Self-organisation (*), new destination (**), quality-oriented

● Total
● Train travel (interest)

	Total	Train travel (interest)
Organised myself	71%	69%
New destination	72%	78%
Quality-oriented	50%	53%
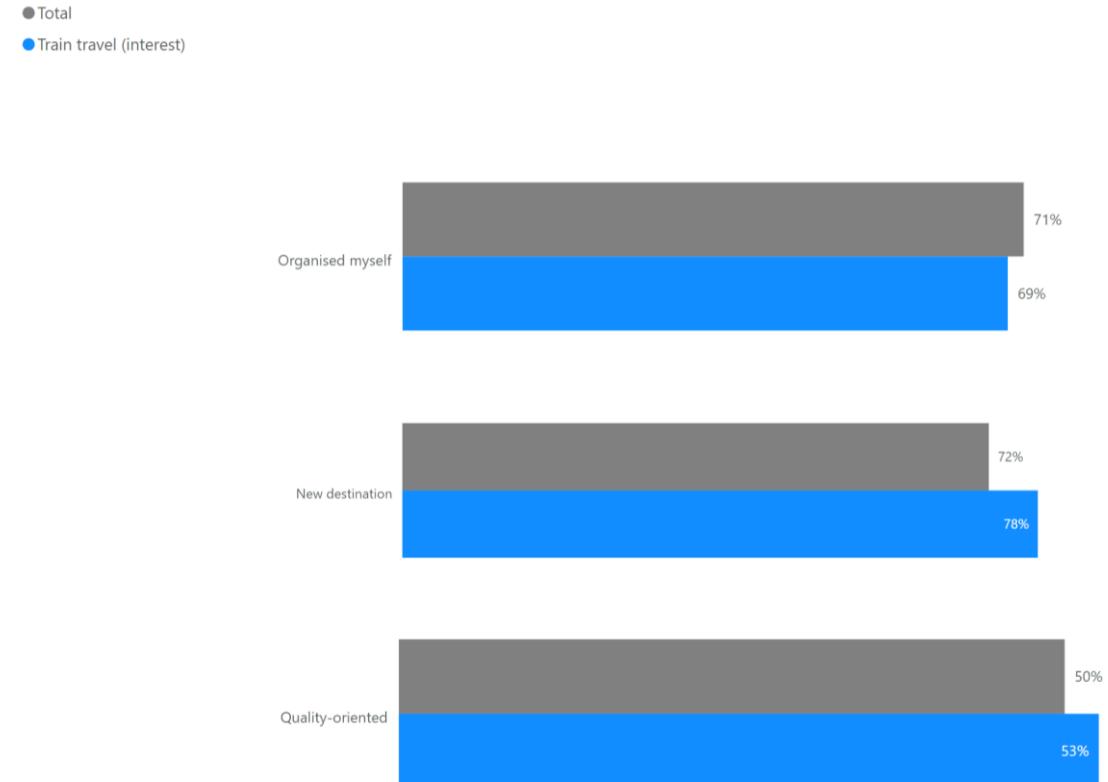
(*) During last outbound holiday trip .
(**) During last outbound holiday trip: had travelled to a destination never visited before.

Source: LFT Brand & Potential Study, 2024.

Your contact

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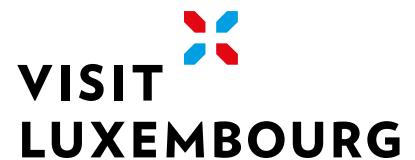
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