



Luxembourg for Tourism
Key tourism figures
Luxembourg
2023



Arrivals & nights in paid accommodation

Nights in paid accommodation

2023 and 2015-2023

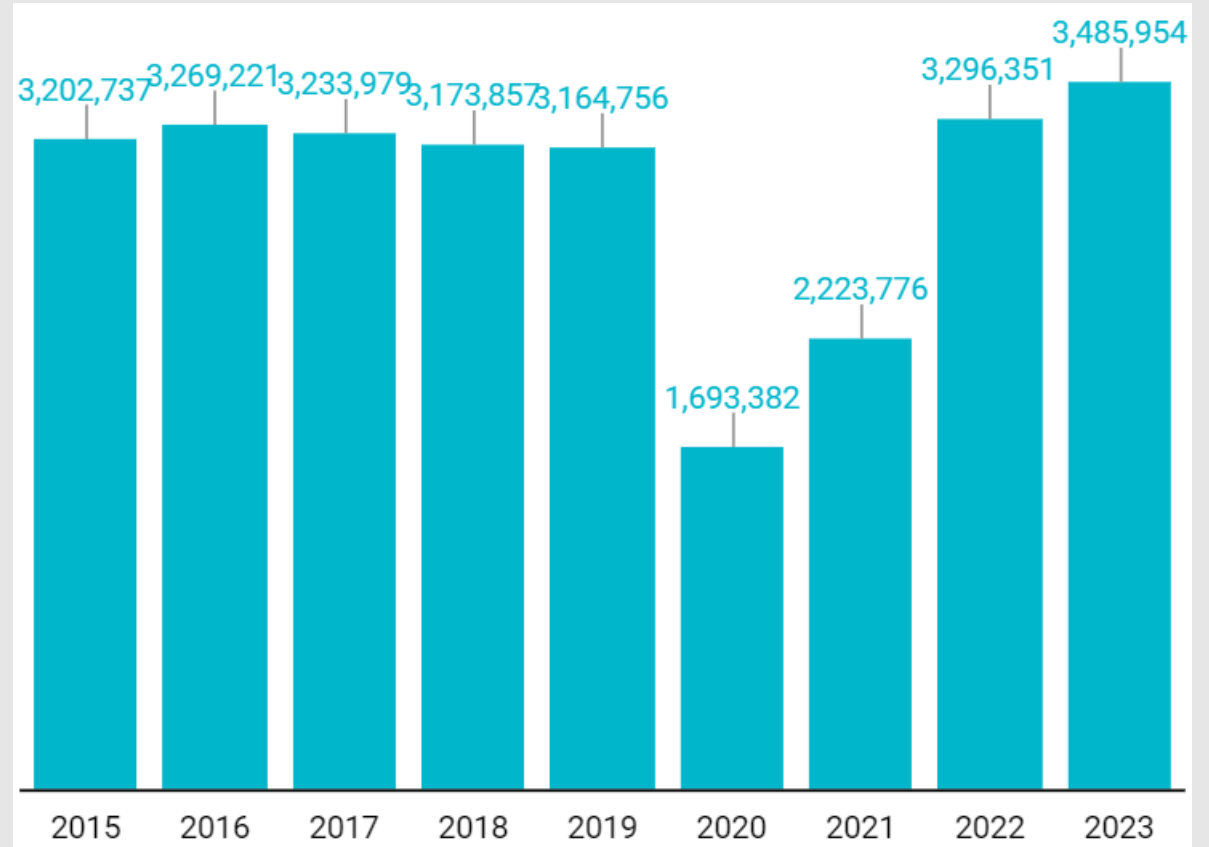


**Nights,
paid accommodation, 2023**



+6% (vs. 2022)

+10% (vs. 2019)



Arrivals in paid accommodation

2023 and 2015-2023

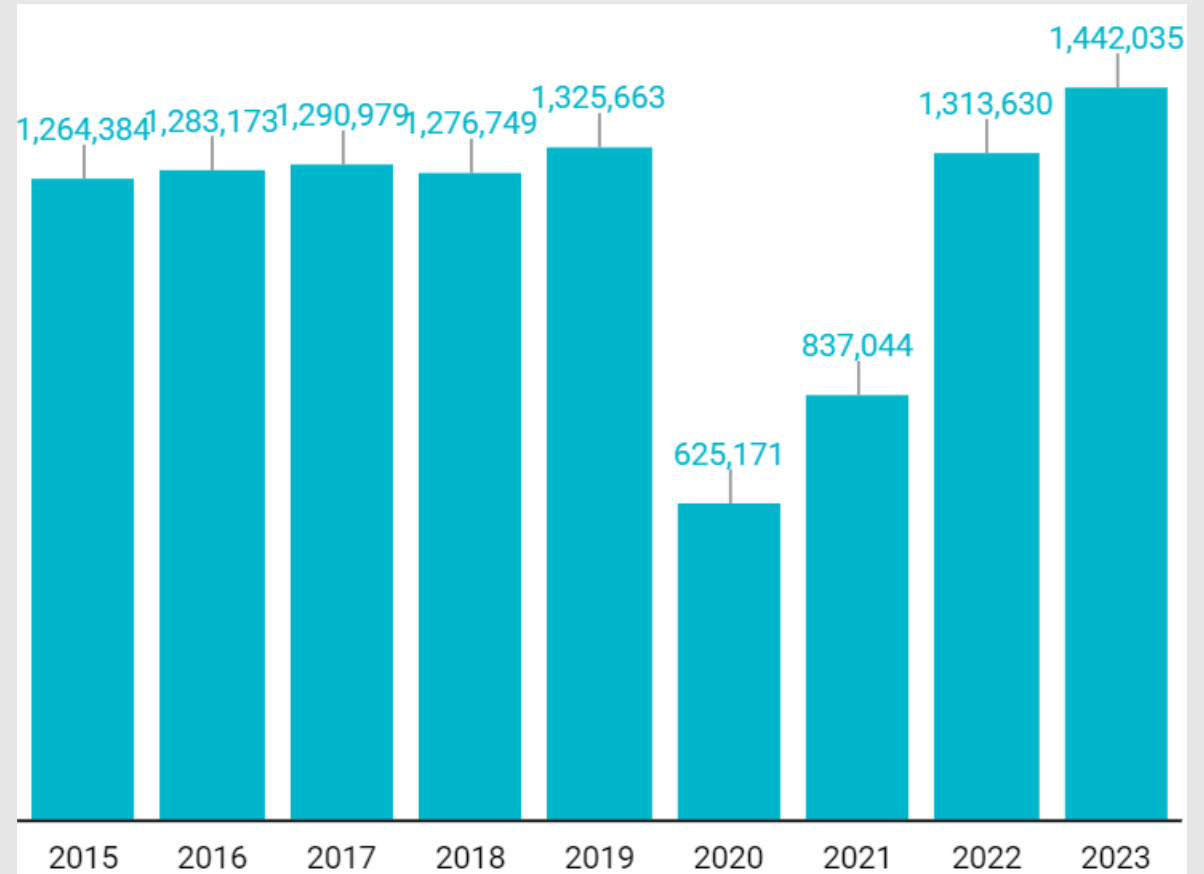


Arrivals, paid accommodation, 2023



+10% (vs. 2022)

+9% (vs. 2019)



Length of stay, paid accommodation

2023 and 2015-2023

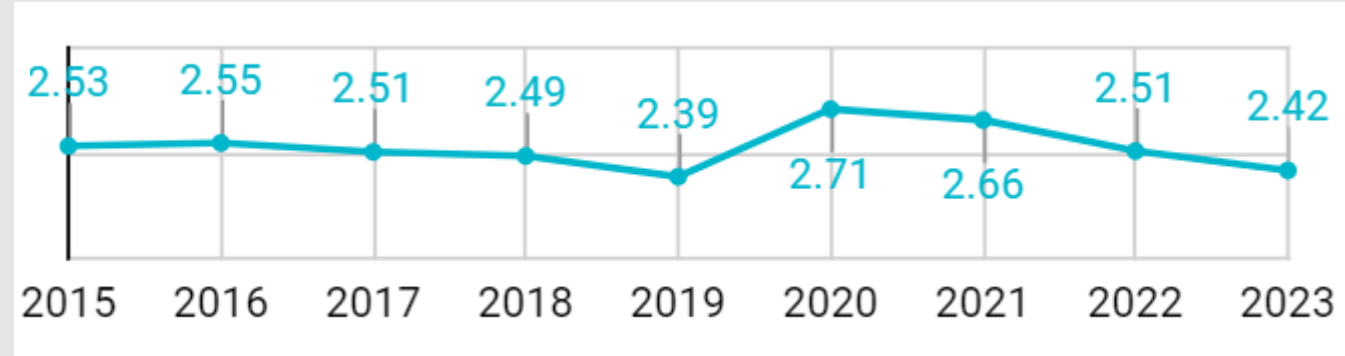


Average length of stay,
paid accommodation, 2023



-0.09 nights (vs. 2022)

+0.03 nights (vs. 2019)



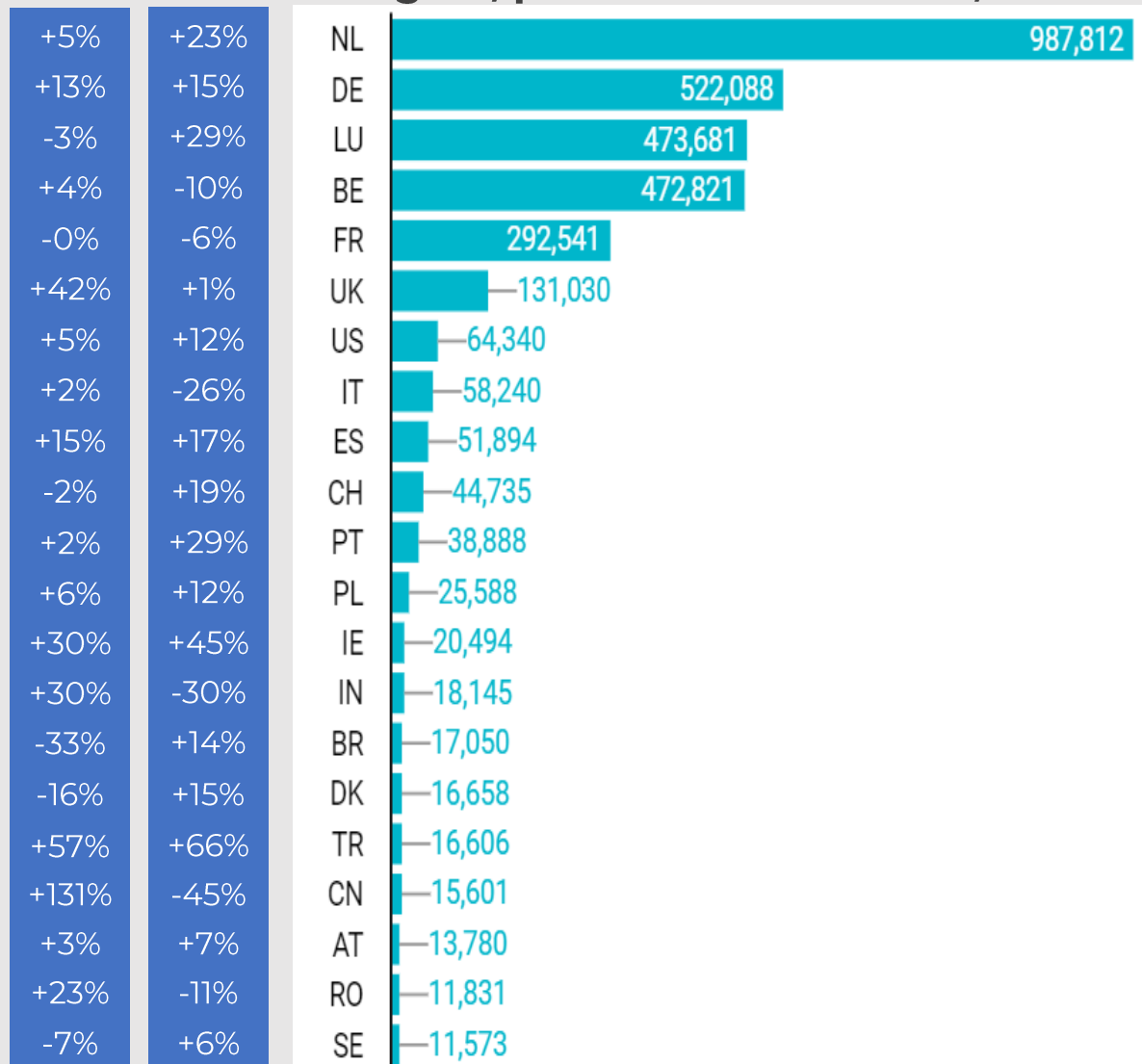
Nights & arrivals in paid accommodation

Countries of origin, 2023



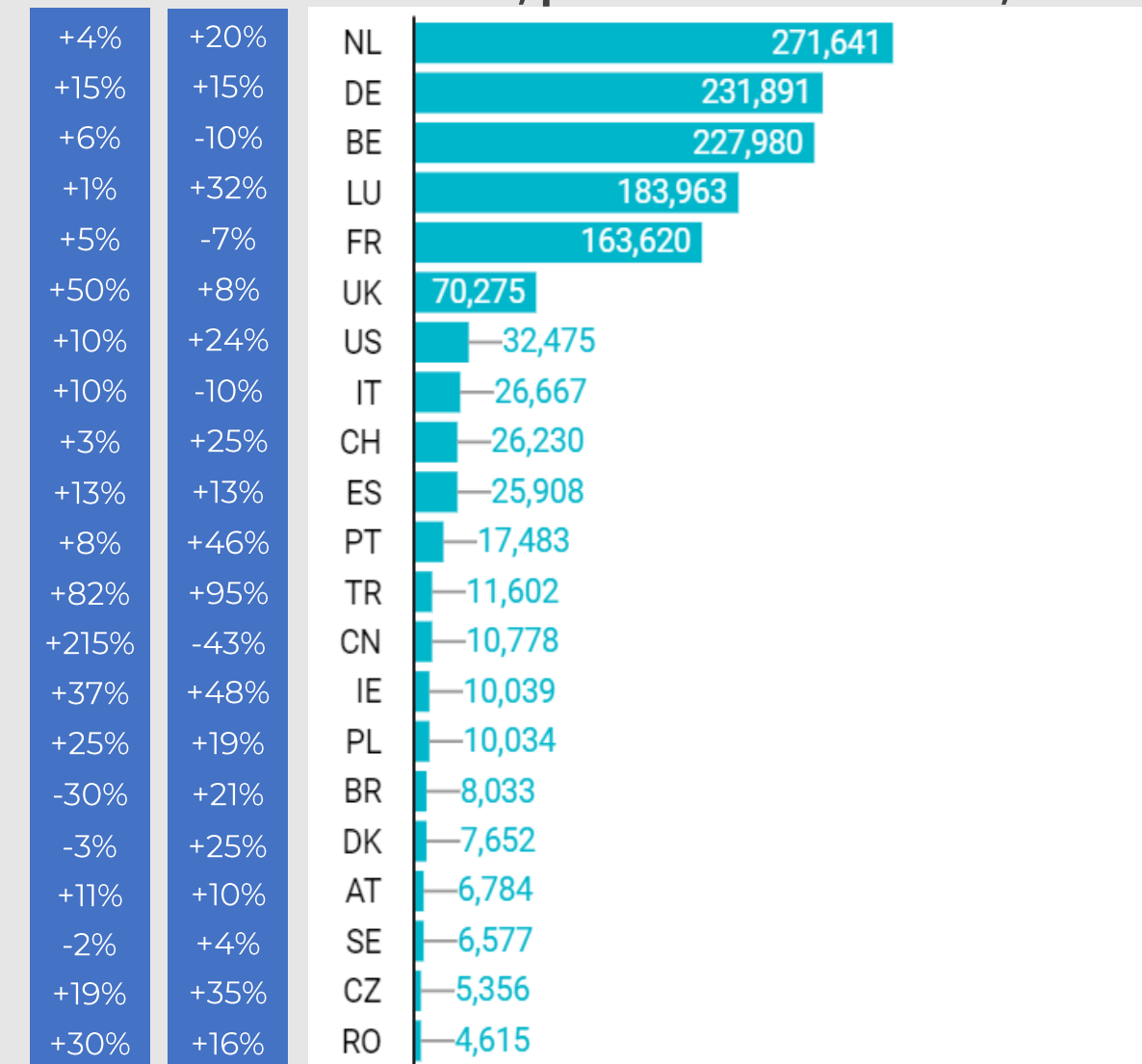
vs. 2022 vs. 2019

Nights, paid accommodation, 2023



vs. 2022 vs. 2019

Arrivals, paid accommodation, 2023

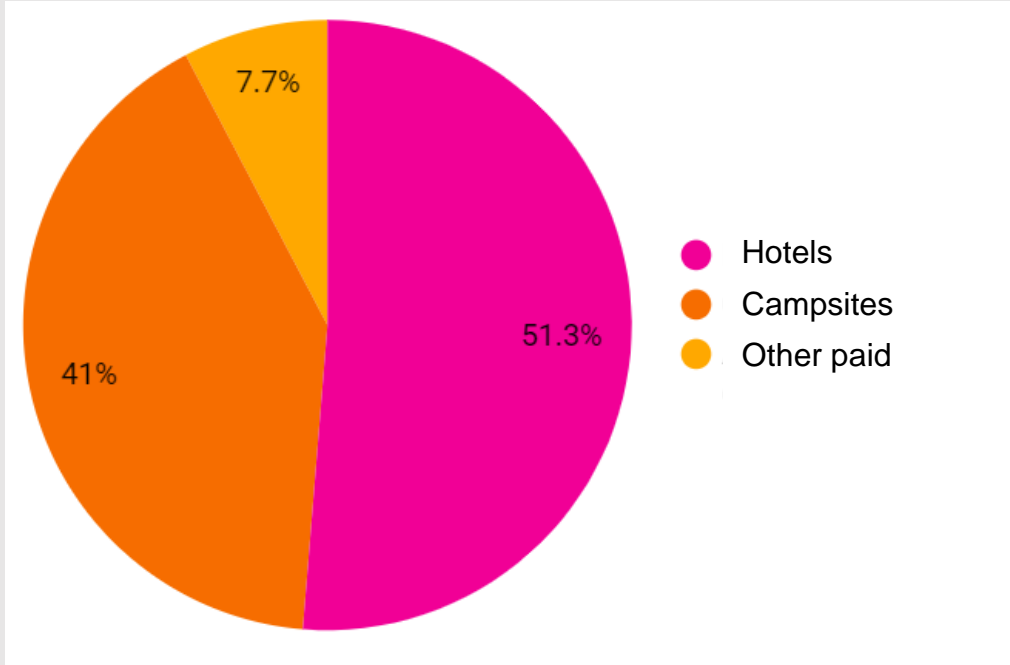


Nights & arrivals in paid accommodation

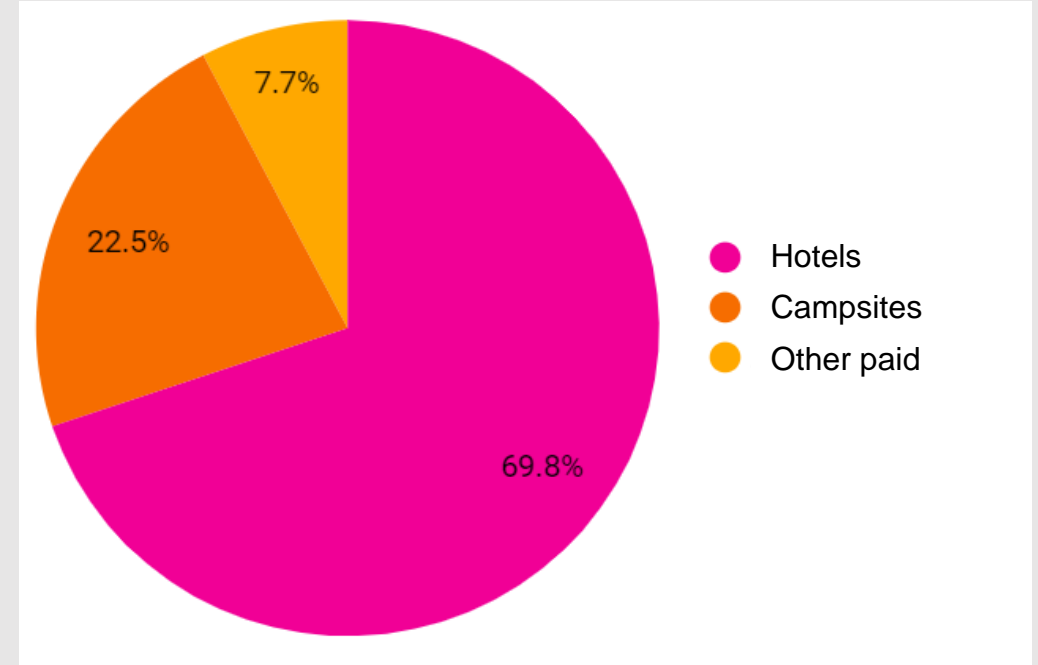
Type of accommodation, 2023



**Nights,
paid accommodation, 2023**



**Arrivals,
paid accommodation, 2023**



| | | |
|---------------------------|------------------|--------------------------------|
| Hotels | 1.899.246 | +6% (vs. 2022) +3% (vs. 2019) |
| Campsites | 1.301.117 | +8% (vs. 2022) +32% (vs. 2019) |
| Other paid accomm. | 285.591 | -2% (vs. 2022) -13% (vs. 2019) |

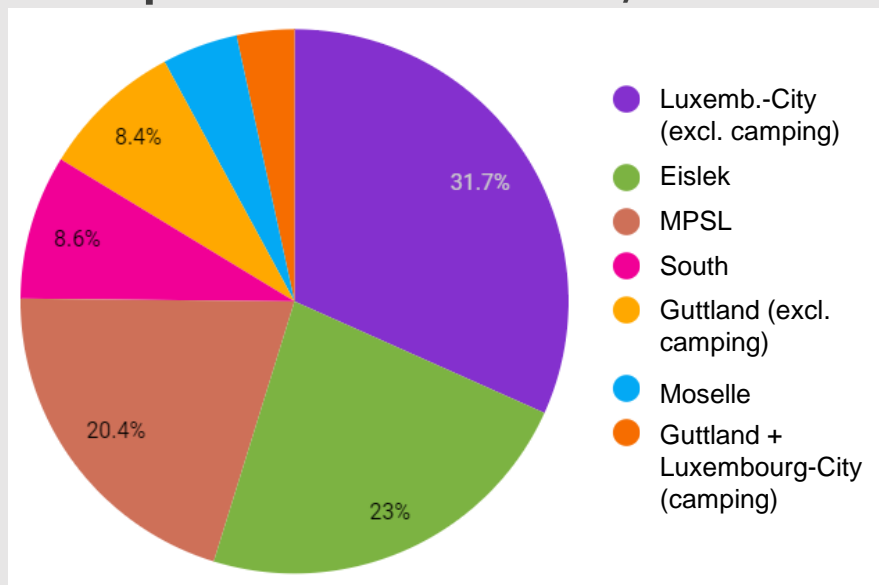
| | | |
|---------------------------|------------------|--------------------------------|
| Hotels | 1.040.447 | +11% (vs. 2022) +5% (vs. 2019) |
| Campsites | 287.363 | +8% (vs. 2022) +31% (vs. 2019) |
| Other paid accomm. | 114.225 | +4% (vs. 2022) -4% (vs. 2019) |

Nights & arrivals in paid accommodation

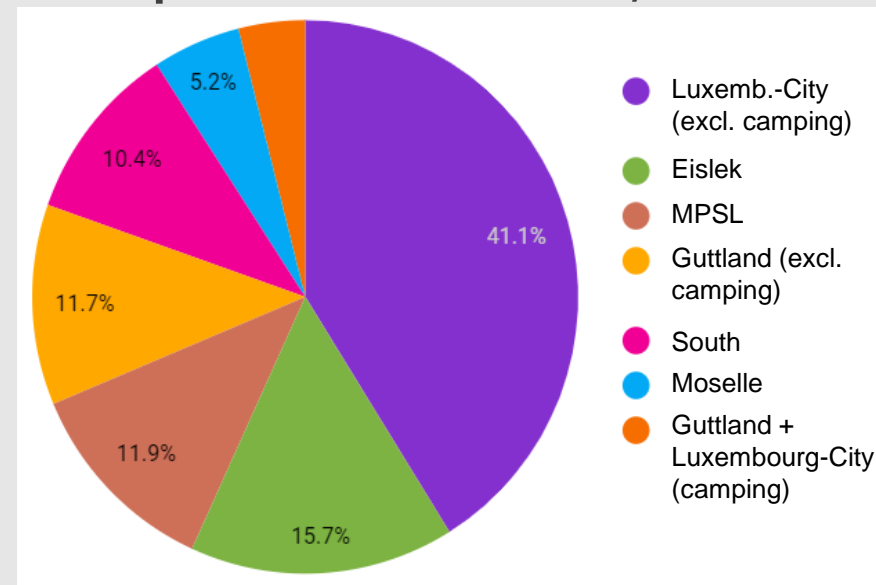
Regions, 2023



Nights, paid accommodation, 2023



Arrivals, paid accommodation, 2023



| | | |
|-------------------------------------|------------------|---|
| Lux.-City (excl. camping) | 1.105.787 | +9% (vs. 2022) +2% (vs. 2019) |
| Eislek | 803.184 | +3% (vs. 2022) +14% (vs. 2019) |
| MPSL | 711.257 | +11% (vs. 2022) +30% (vs. 2019) |
| South | 298.868 | -8% (vs. 2022) +11% (vs. 2019) |
| Guttland (excl. camping) | 292.709 | +8% (vs. 2022) +5% (vs. 2019) |
| Moselle | 155.556 | -2% (vs. 2022) -17% (vs. 2019) |
| Guttland/Lux.-City (camping) | 118.593 | +9% (vs. 2022) +24% (vs. 2019) |

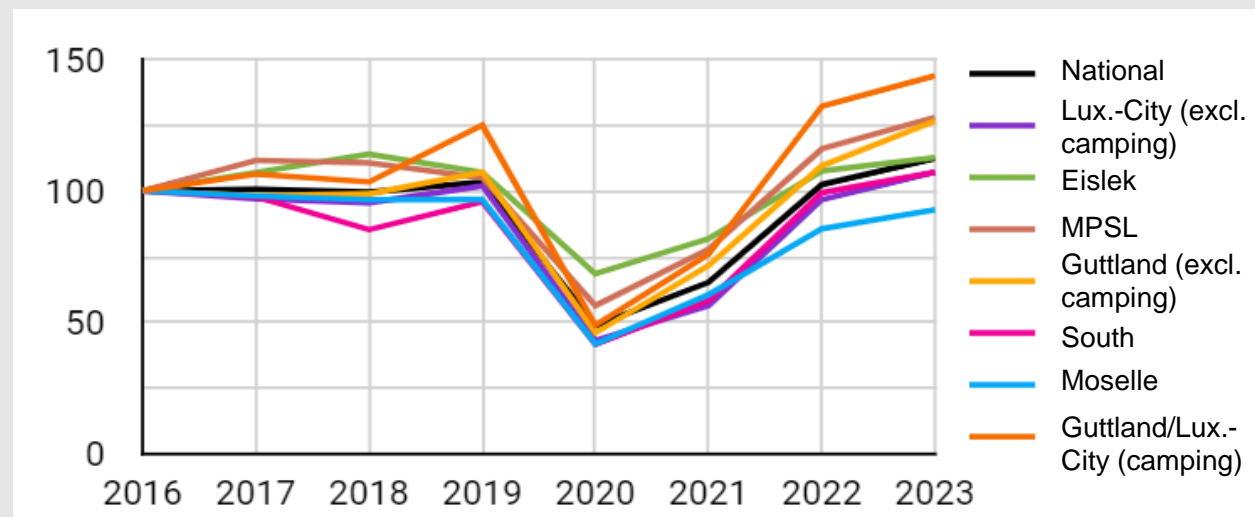
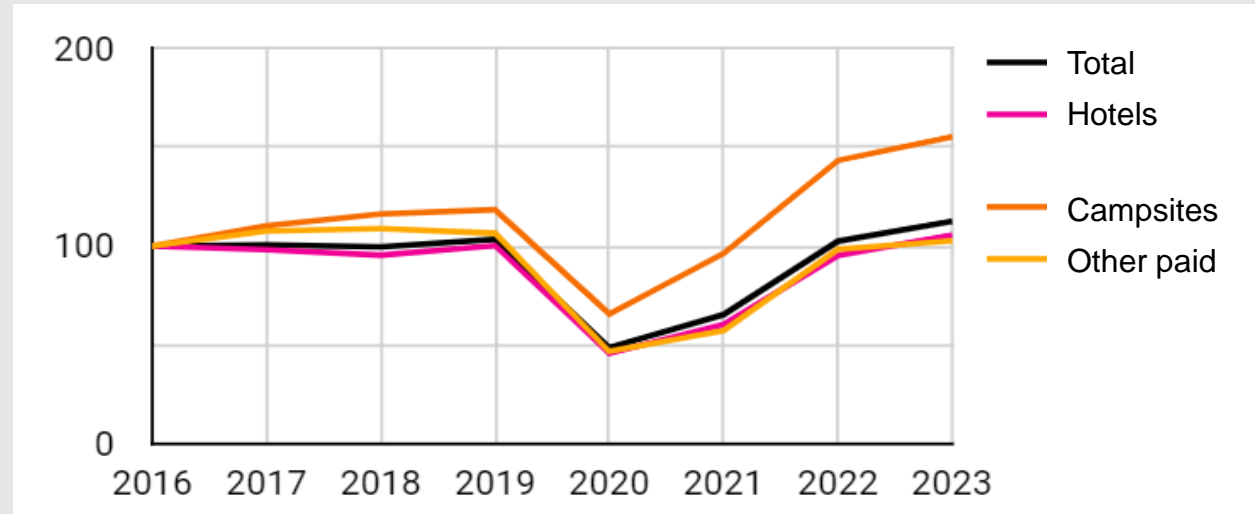
| | | |
|-------------------------------------|----------------|---|
| Lux.-City (excl. camping) | 593.287 | +11% (vs. 2022) +5% (vs. 2019) |
| Eislek | 225.848 | +5% (vs. 2022) +5% (vs. 2019) |
| MPSL | 171.248 | +10% (vs. 2022) +22% (vs. 2019) |
| Guttland (excl. camping) | 168.954 | +16% (vs. 2022) +18% (vs. 2019) |
| South | 150.617 | +8% (vs. 2022) +12% (vs. 2019) |
| Moselle | 75.168 | +8% (vs. 2022) -4% (vs. 2019) |
| Guttland/Lux.-City (camping) | 56.913 | +9% (vs. 2022) +15% (vs. 2019) |

Arrivals in paid accommodation

Type of accommodation & Regions : Trends 2016-2023



2016 = Index 100

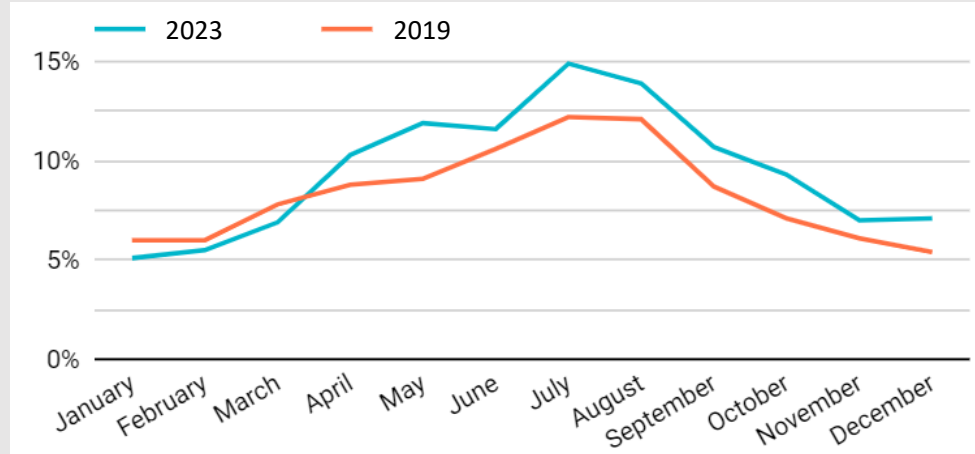


Arrivals in paid accommodation

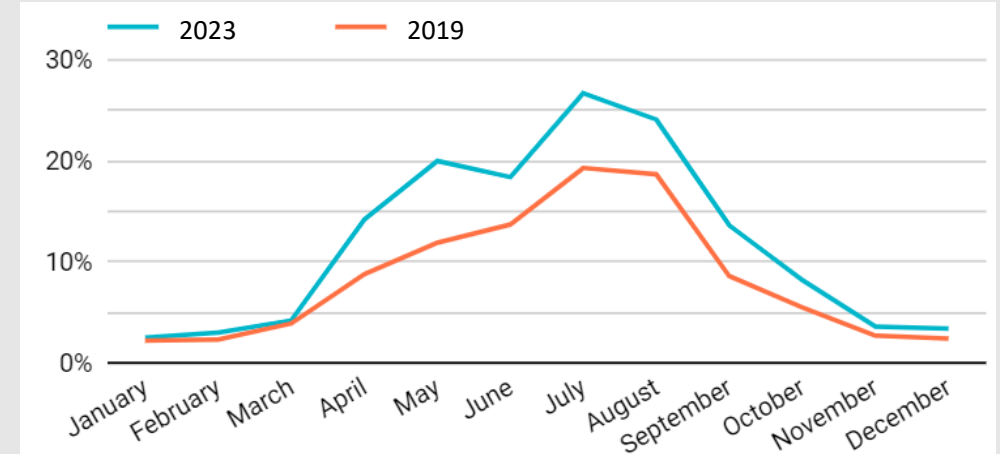
Seasonality



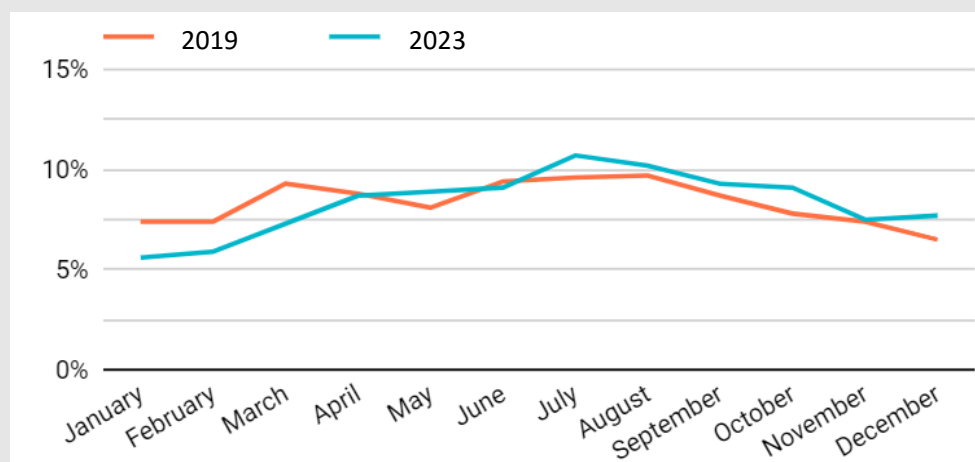
Grand Duchy of Luxembourg, all paid accommodation



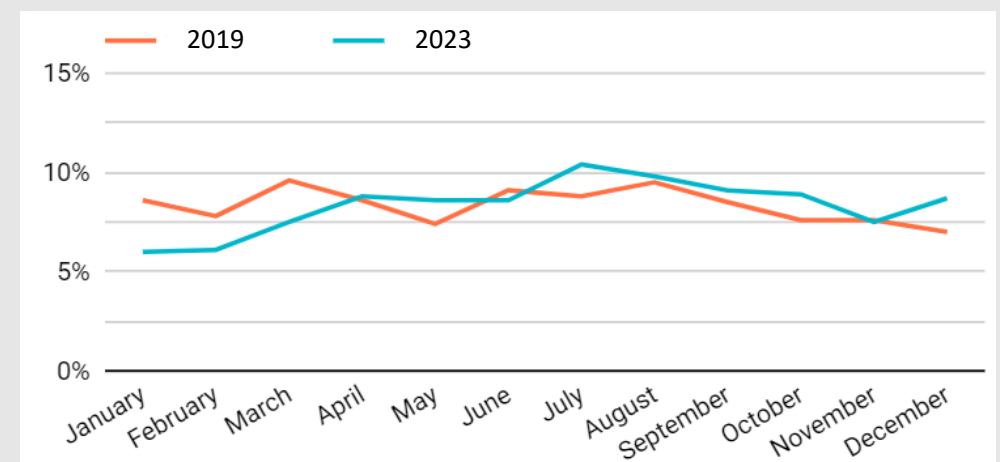
Grand Duchy of Luxembourg, Campsites & other paid accommodation



Grand Duchy of Luxembourg, hotels



Luxembourg City, hotels



Short-term rentals

2023 and 2018-2023



Nights, Short-term rentals, 2023



+6% (vs. 2022)
+10% (vs. 2019)

Average length of stay, Short-term rentals, 2023



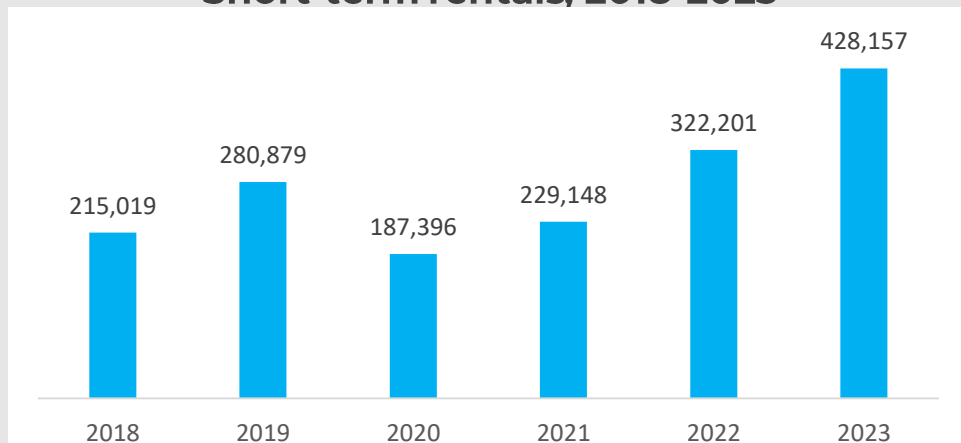
+6% (vs. 2022)
+10% (vs. 2019)

Arrivals, Short-term rentals, 2023

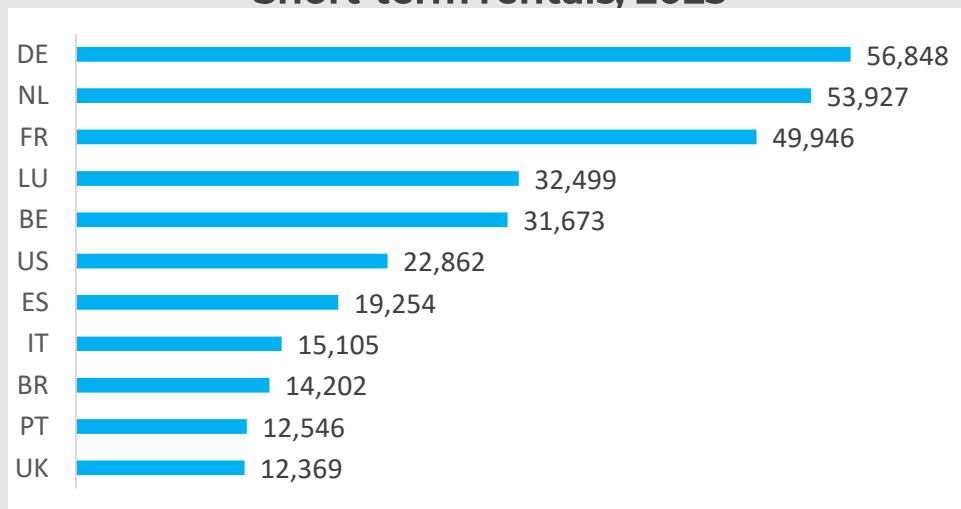


+6% (vs. 2022)
+10% (vs. 2019)

Nights, Short-term rentals, 2018-2023



Top source markets, nights, Short-term rentals, 2023



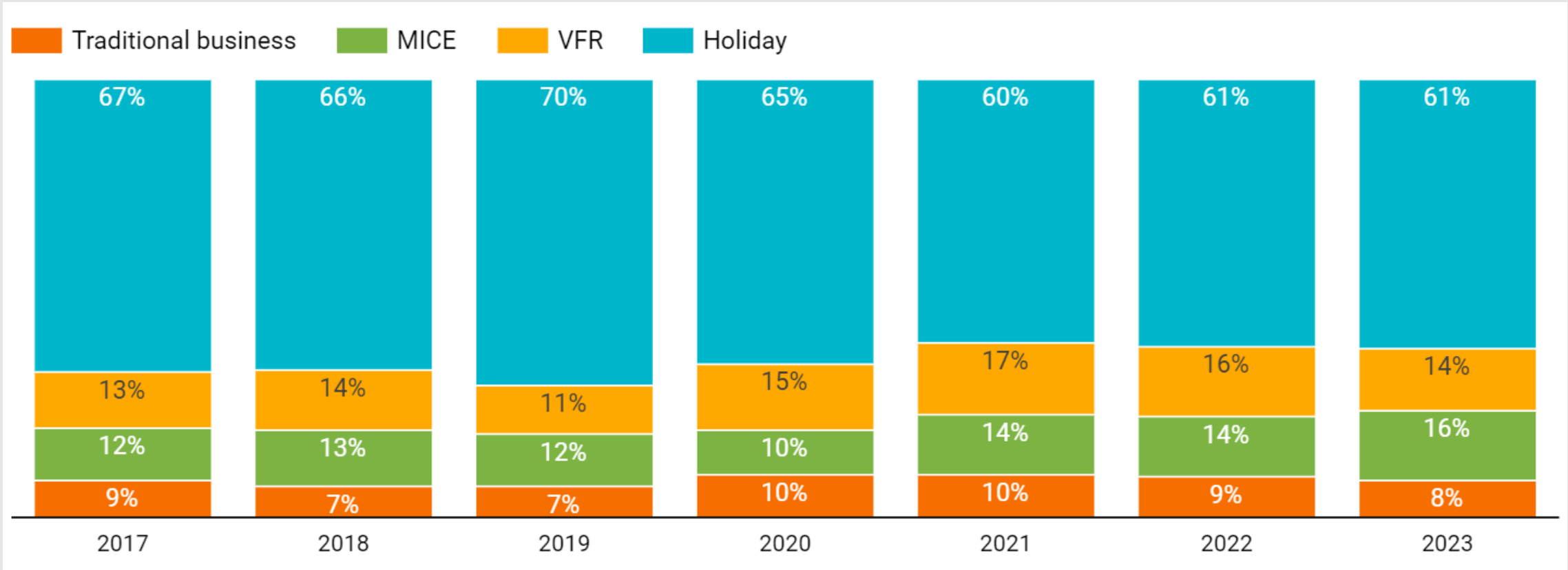


Characteristics of inbound trips

Inbound trips to Luxembourg with overnight (all accommodation)



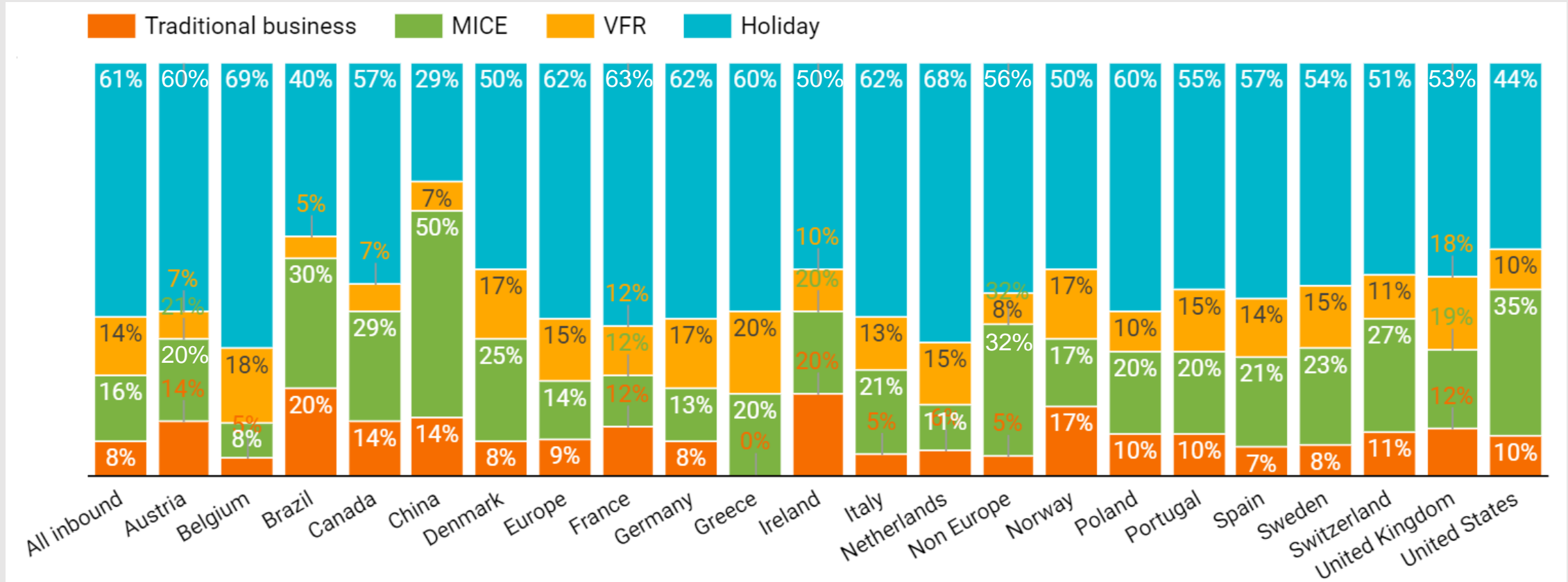
Purpose of visit, 2017-2023



Inbound trips to Luxembourg with overnight (all accommodation)



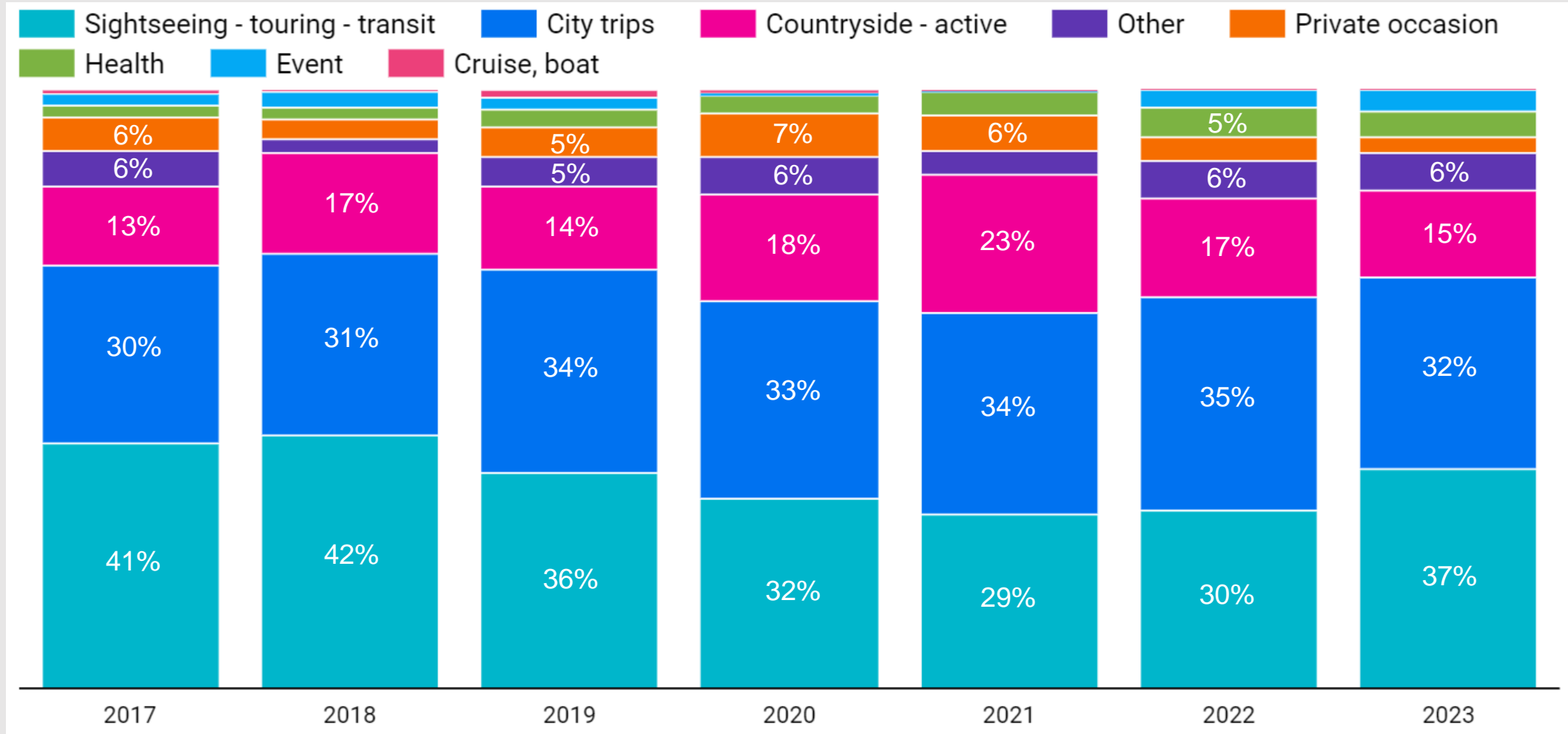
Purpose of visit by country of origin, 2023



Inbound trips to Luxembourg with overnight (all accommodation)



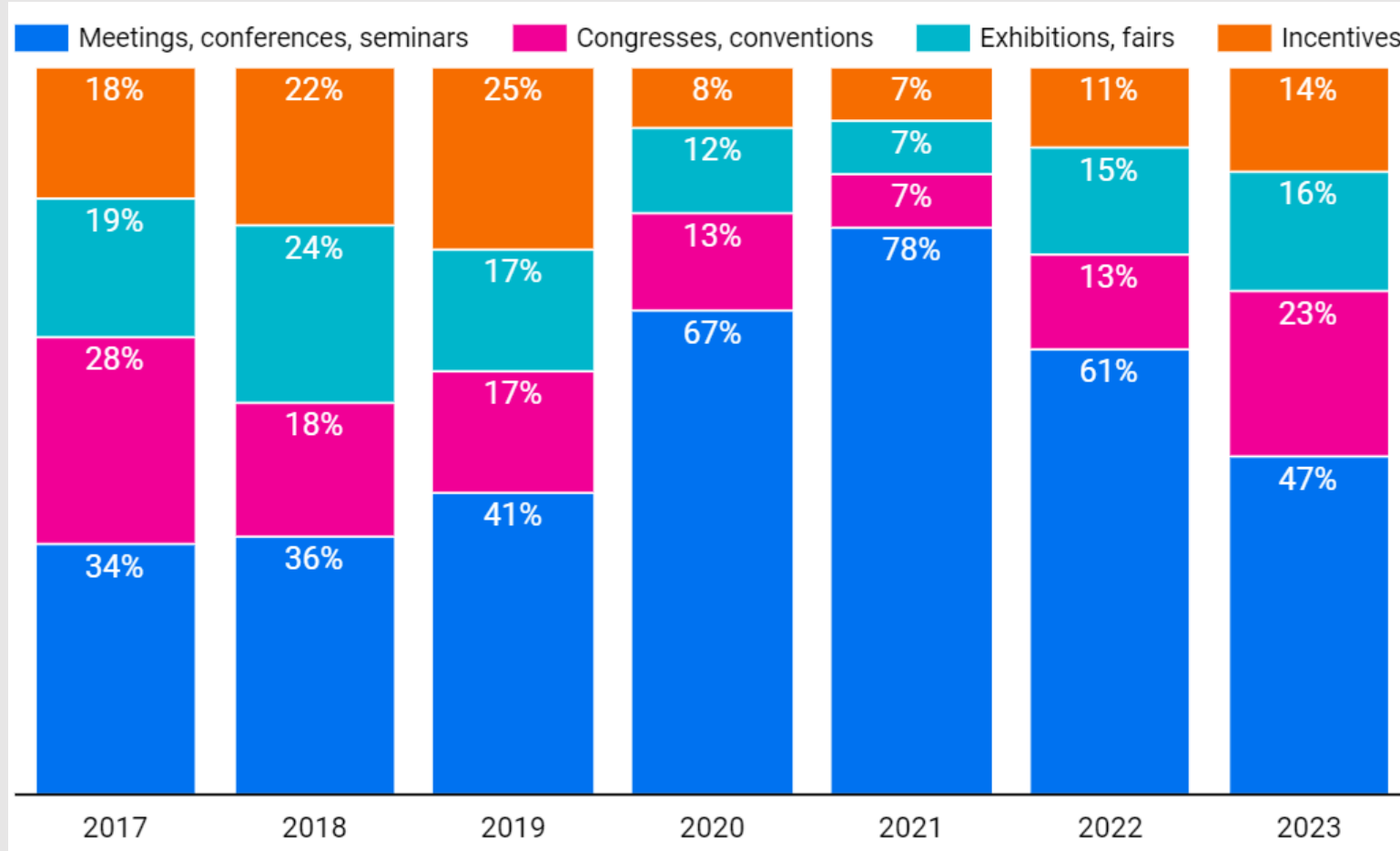
Holiday trips by type of holiday, 2017-2023



Inbound trips to Luxembourg with overnight (all accommodation)



MICE trips by type of MICE events, 2017-2023

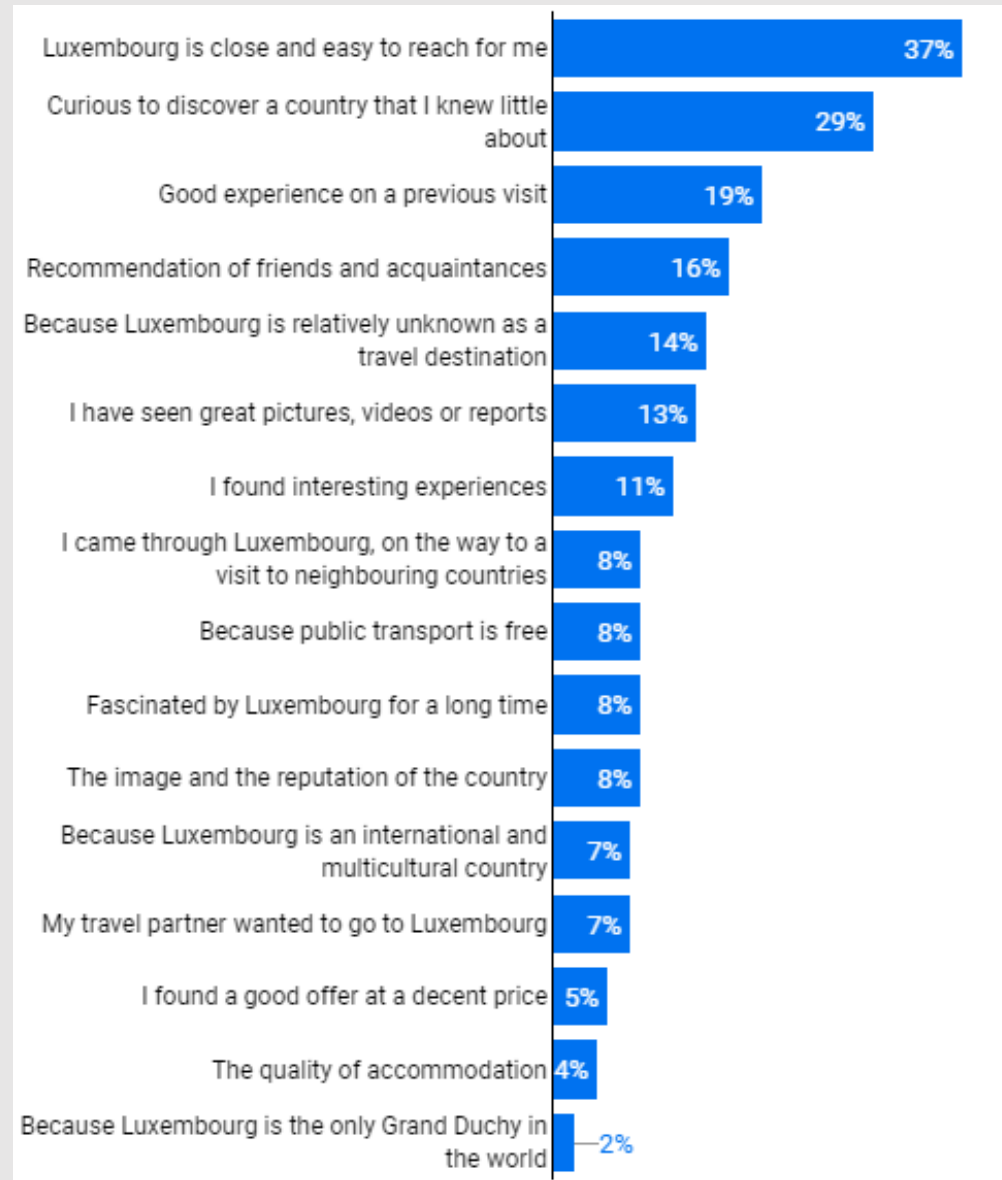




Travel behaviour of inbound leisure visitors

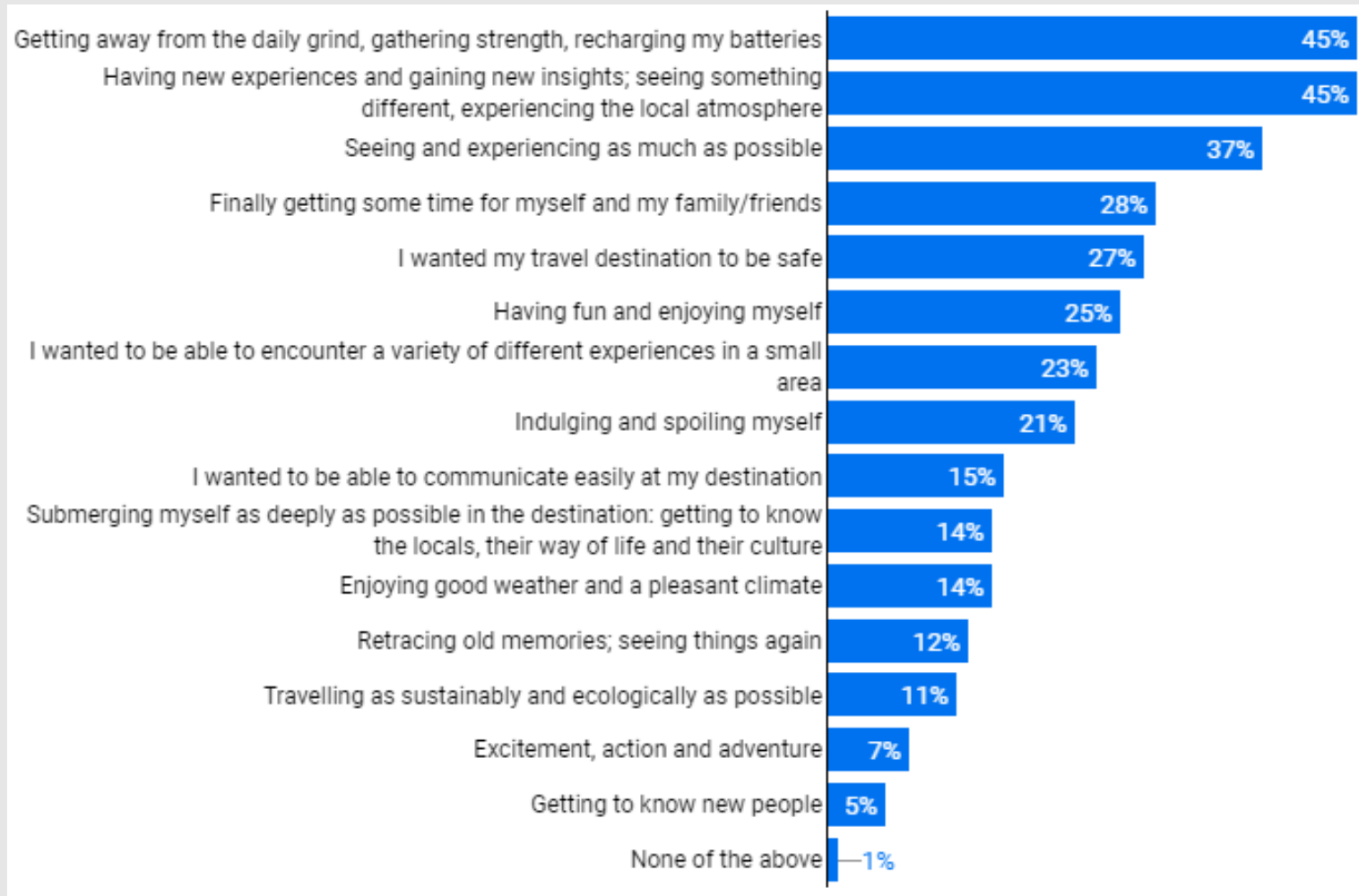
Key decision criteria for choosing Luxembourg

Inbound leisure visitors with overnight (*), 2023



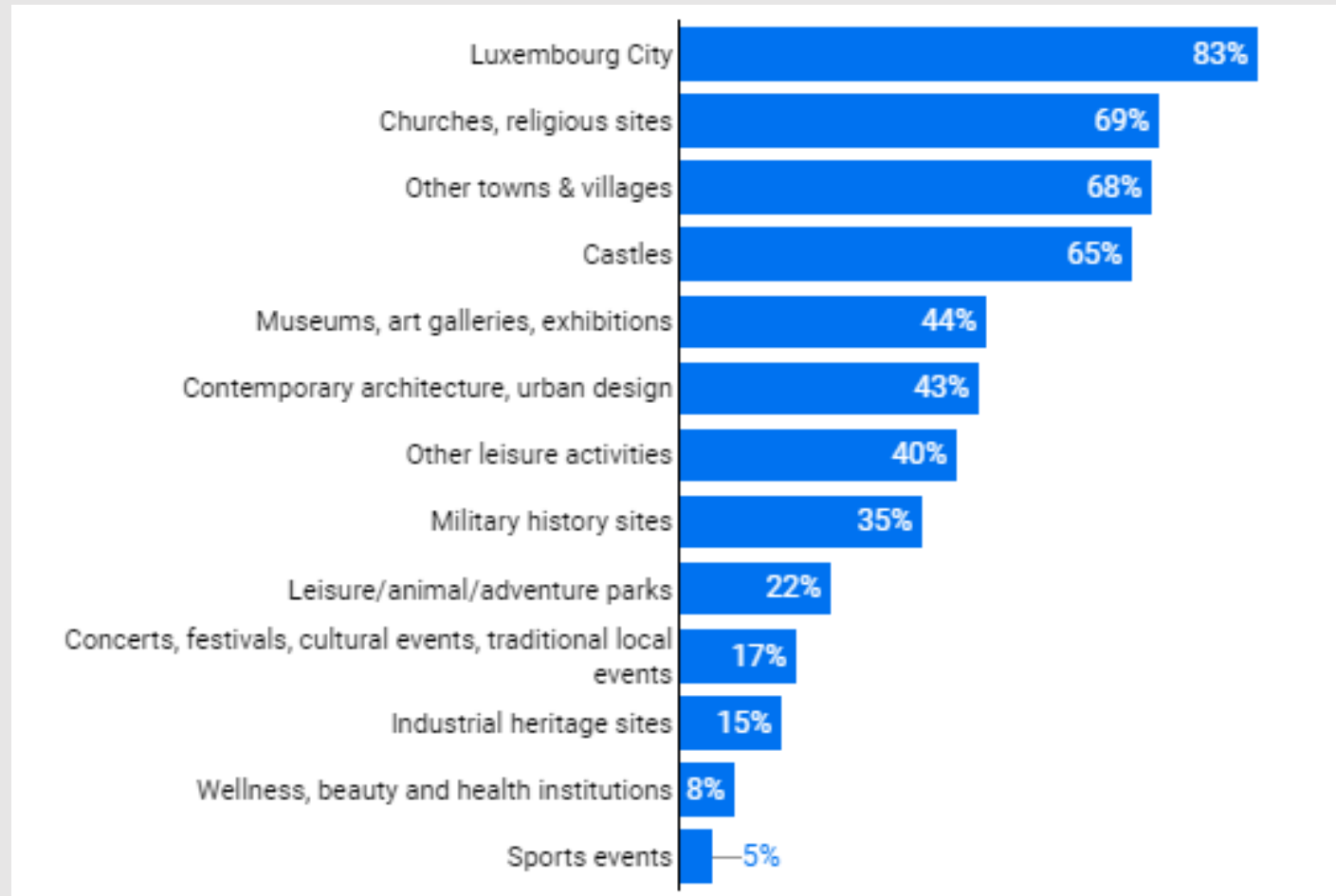
Key travel motivations

Inbound leisure visitors with overnight, 2023



Type of places visited in Luxembourg

Inbound leisure visitors with overnight, 2023

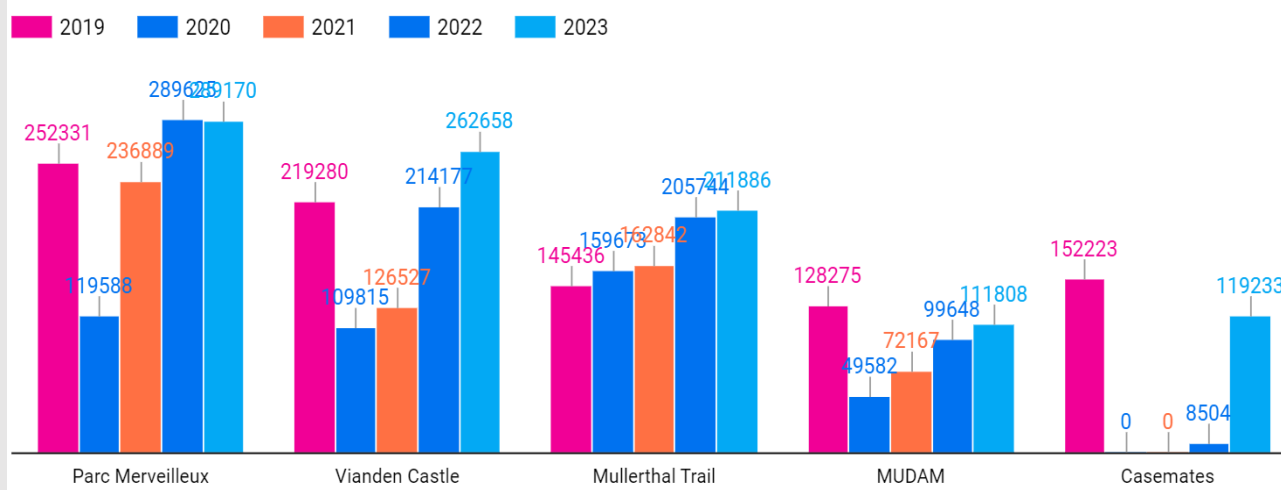
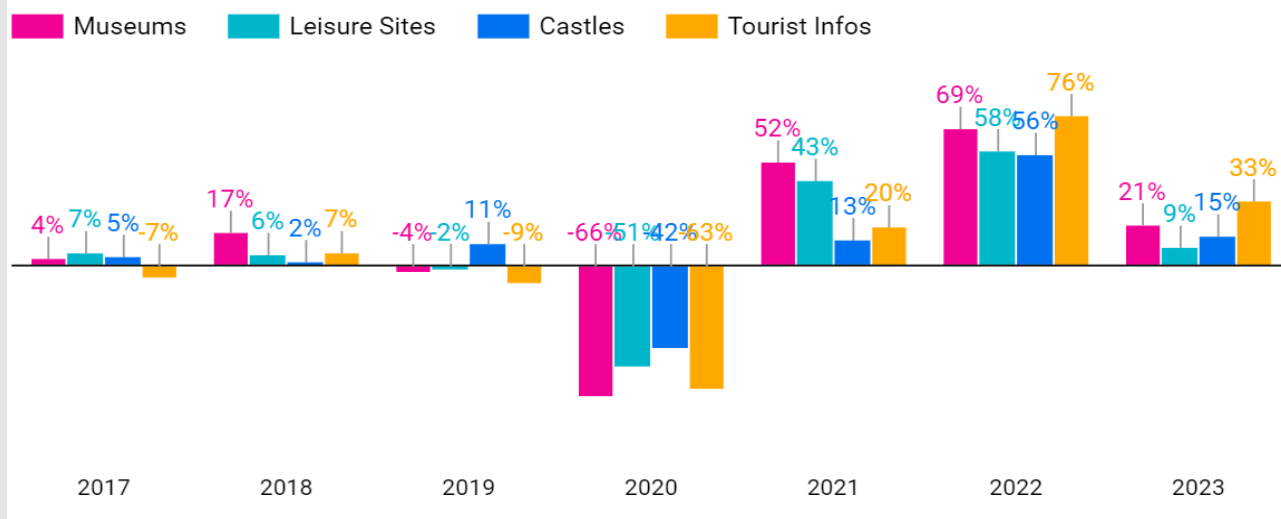


Visitors to Tourist Infos, Attractions & Cities

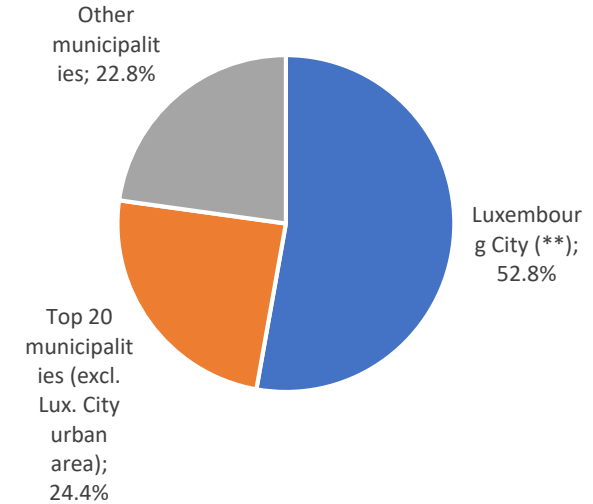
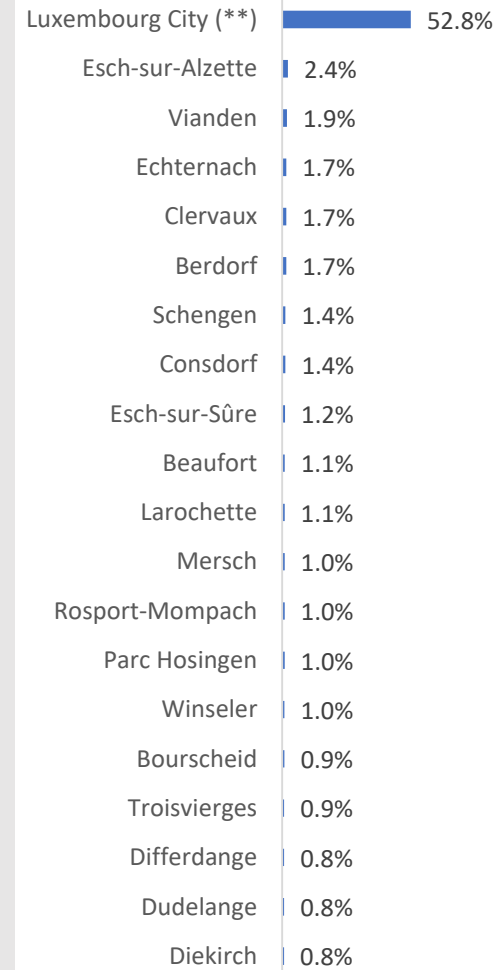
2017-2023



**Tourist Infos & Attractions,
% year-on-year change and top attractions**



**Top cities visited during overnight
and same-day inbound trips (*), 2023**



Sources: LFT survey, Mobile phone data (Editus/LFT).

(*) In the case of overnight trips : includes city where night is spent. Includes all cities with at least 1 hour of visit.

(**) Urban area, incl. Niederanven, Walferdange, Hesperange, Sandweiler, Leudelange, Mamer, Strassen, Bertrange).

Activities undertaken in Luxembourg

Inbound leisure visitors with overnight, 2023



Non-sporting activities



Sporting activities

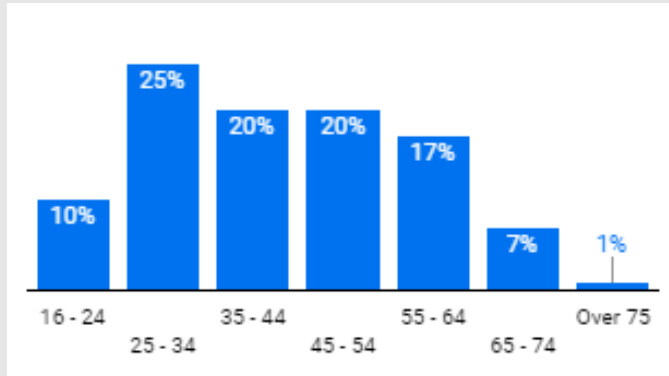


Transport, travel party, age, repeat visits and cross-border trips

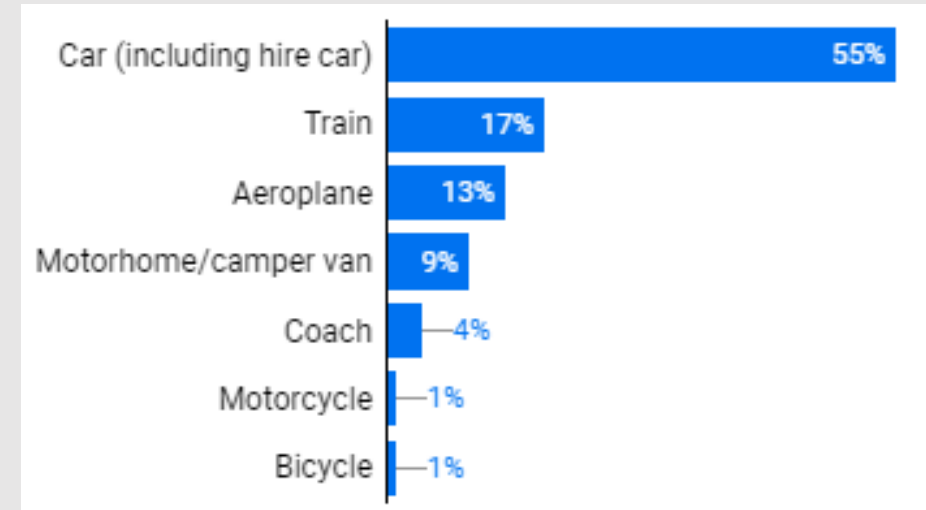
Inbound leisure visitors with overnight, 2023



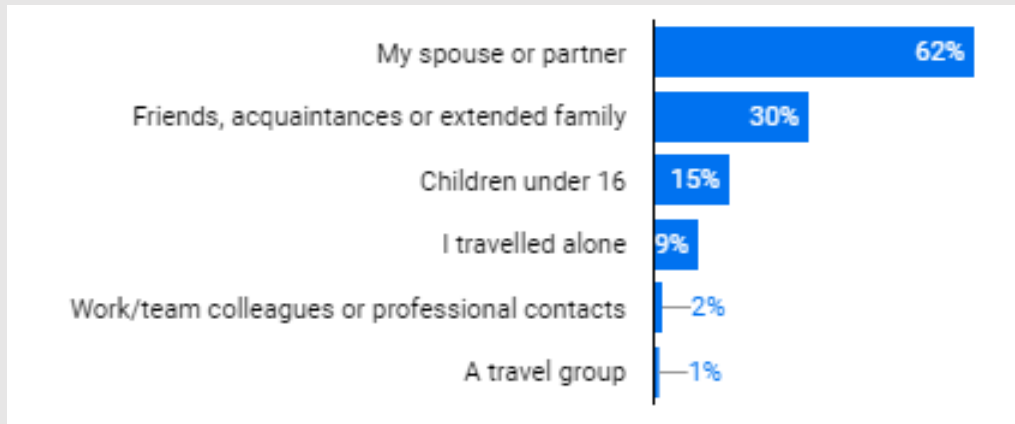
Age groups



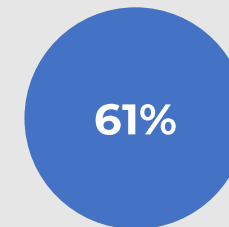
Mode of transport to access Luxembourg



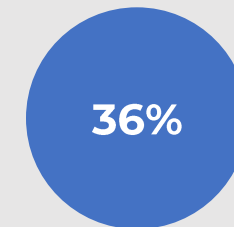
Travel party



First-time visitors



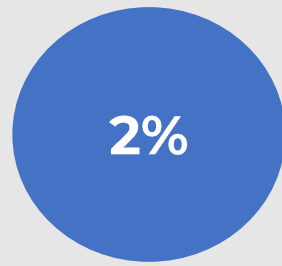
Visitors spending nights in Luxembourg and abroad during same trip



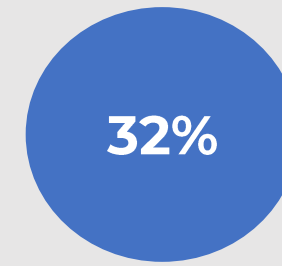
Perceptions of overtourism & sustainability - Tourism Intensity - Tourism Density



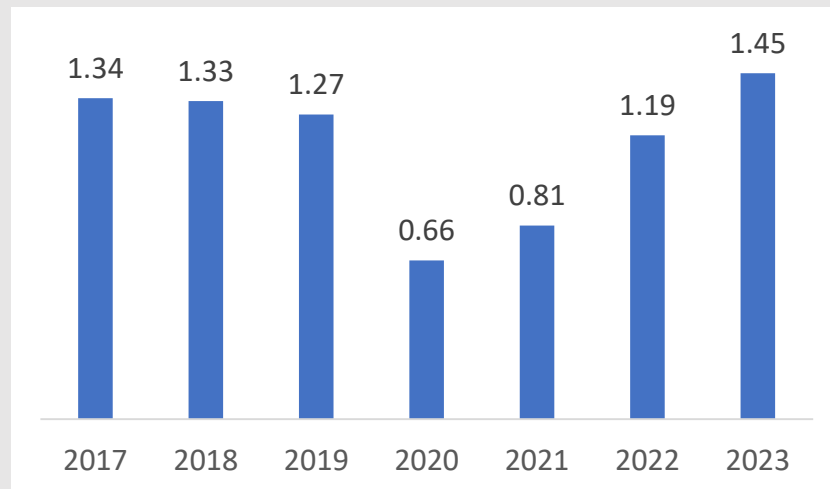
% of leisure overnight visitors considering Luxembourg to be „overcrowded / too many people“¹



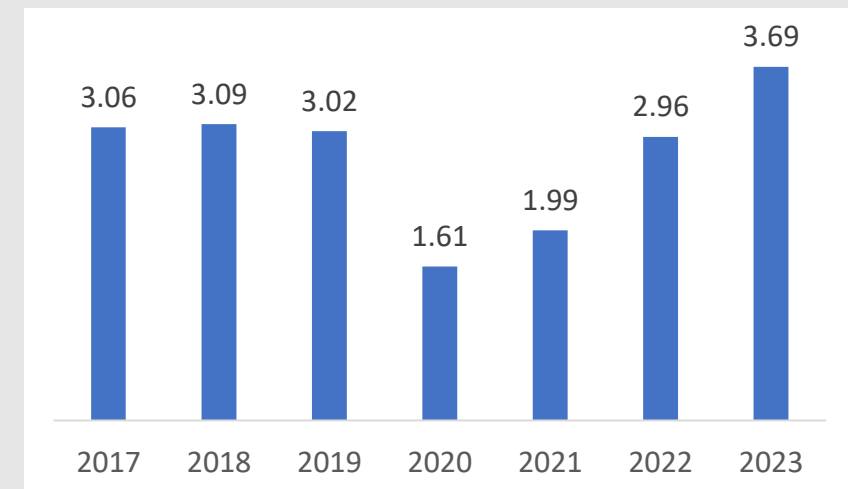
% of leisure overnight visitors considering Luxembourg to be a „sustainable destination“¹



Tourism Intensity (*)²



Tourism Density (**)²



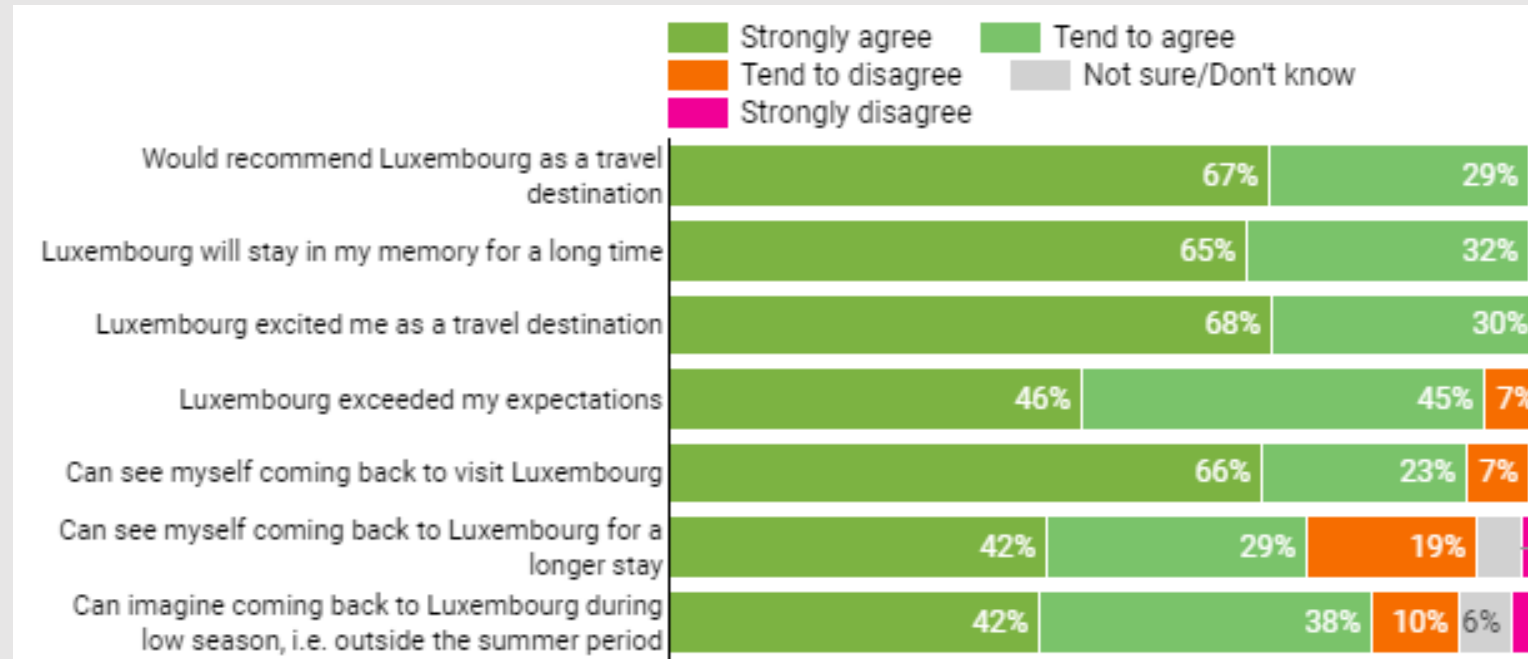
(*) Number of tourist overnight stays per 100 residents per day.

(**) Number of tourist overnight stays per day per km².

Sources: ¹LFT/Ilres Visitor Survey 2023, ²based on Statec data.

Visitor satisfaction and recommendation

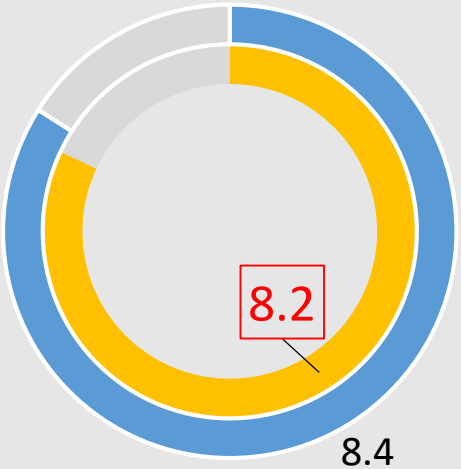
Inbound leisure visitors, 2023



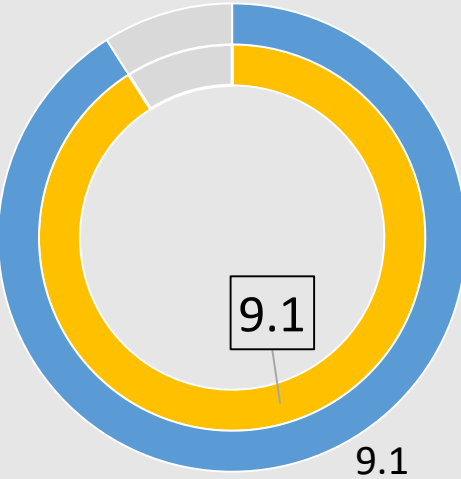
Online reviews: satisfaction ratings vary by segment



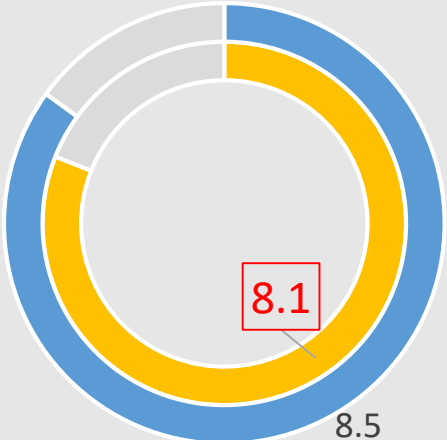
Accommodation



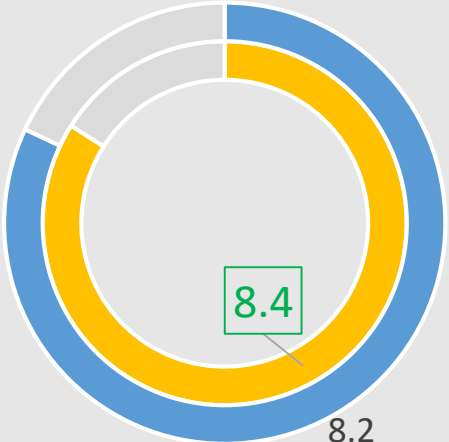
Attractions



Value-for-money perception



Sustainability perception



Average score on a scale of 1-10 of satisfaction ratings posted on online review sites (Trip Advisor, Google, etc.)



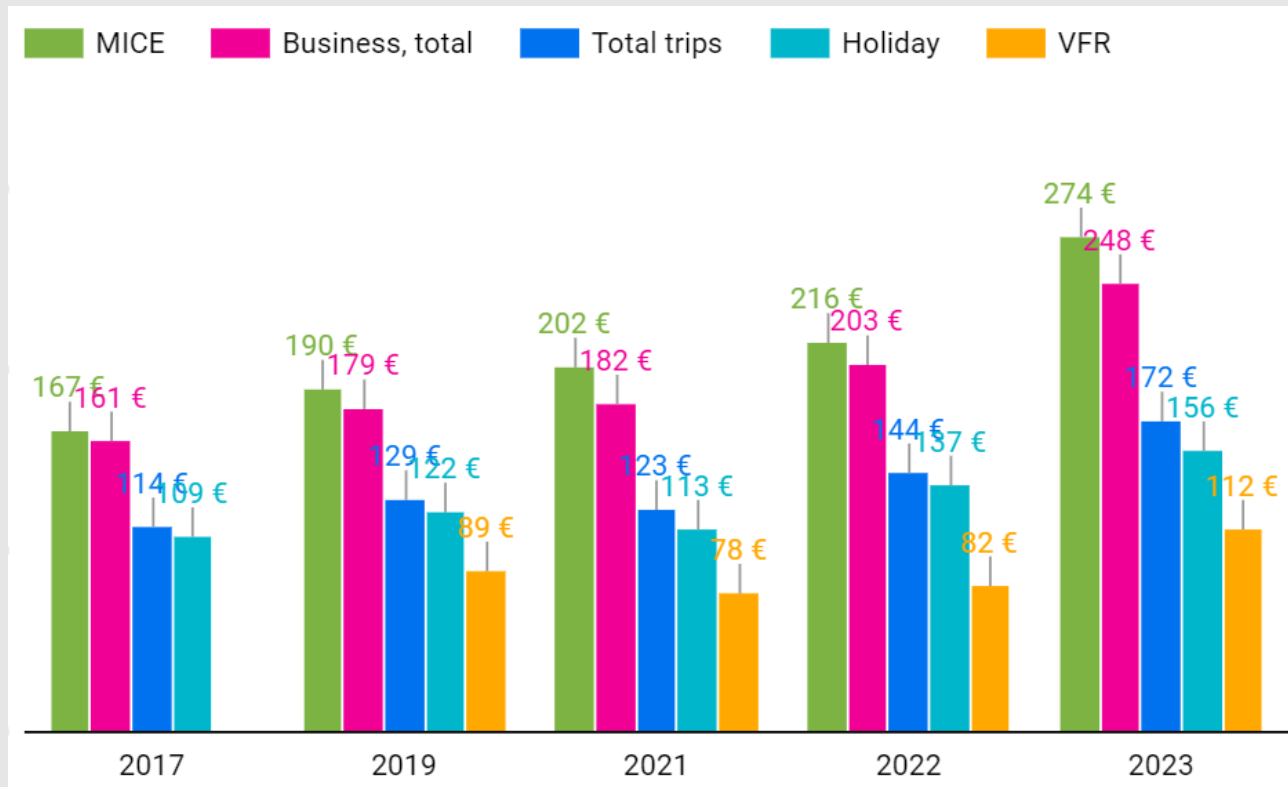
Tourism Economy & Infrastructure

Expenditure



Inbound trips to Luxembourg with overnight (all accommodation)

Average expenditure/pers./day



Expenditure of leisure inbound visitors by categories, 2023

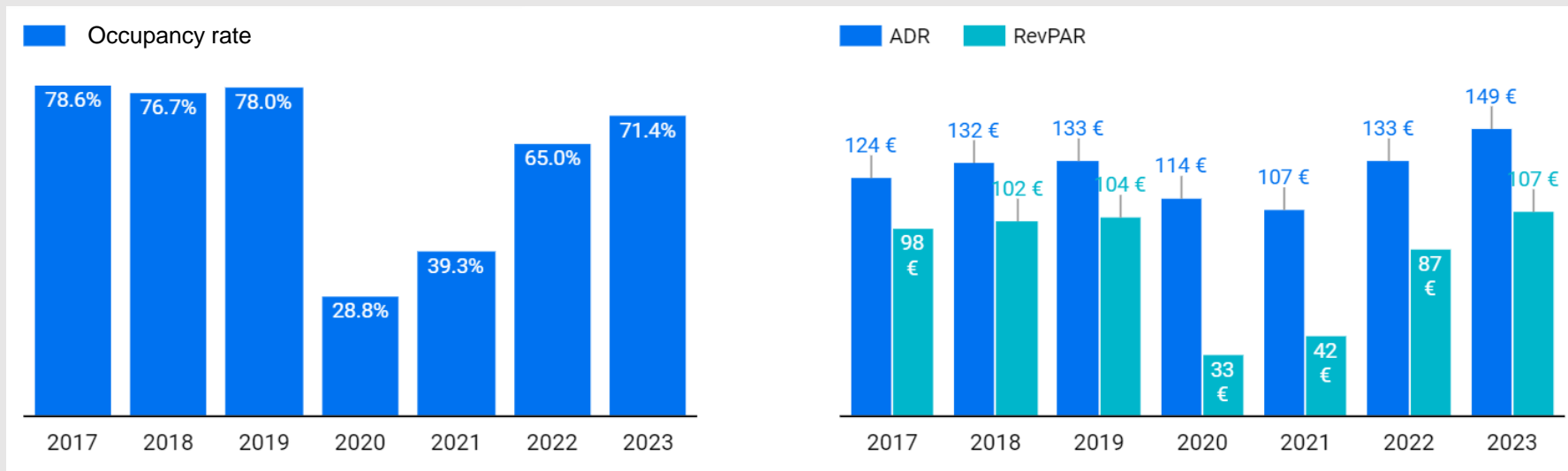


Occupancy rates, ADR and RevPAR

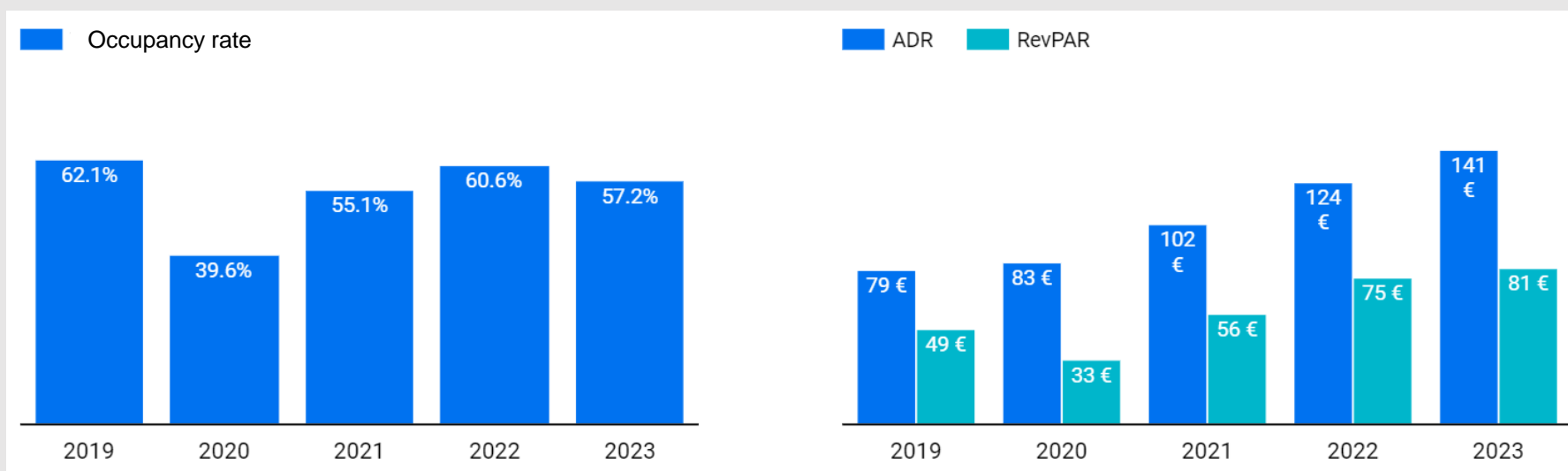
Hotels and short-term rentals



Hotels



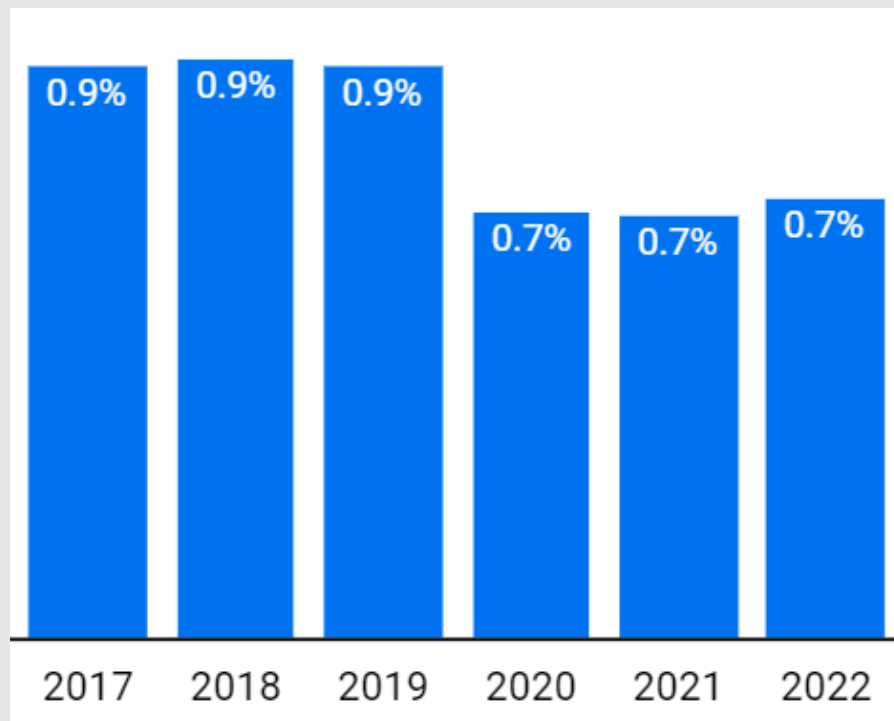
Short-term rentals



Economic contribution of tourism



Direct contribution to GDP



Inbound tourist expenditure, million €

| Inbound spend 2019 | Inbound spend 2022 |
|--------------------|--------------------|
| 3,459 € | 3,756 € |

Employment in tourism

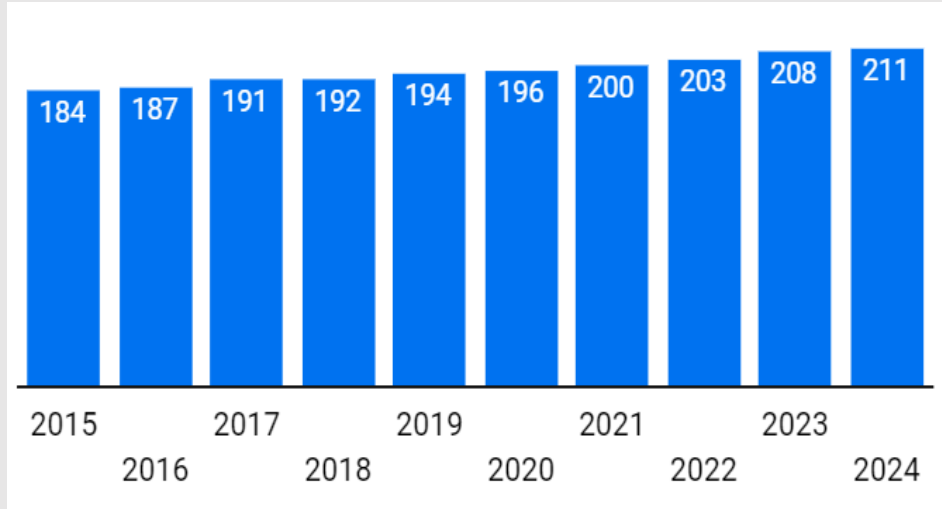
| Employment 2019 | Employment 2022 |
|-----------------|-----------------|
| 38,984 | 40,421 |

Hotel capacities

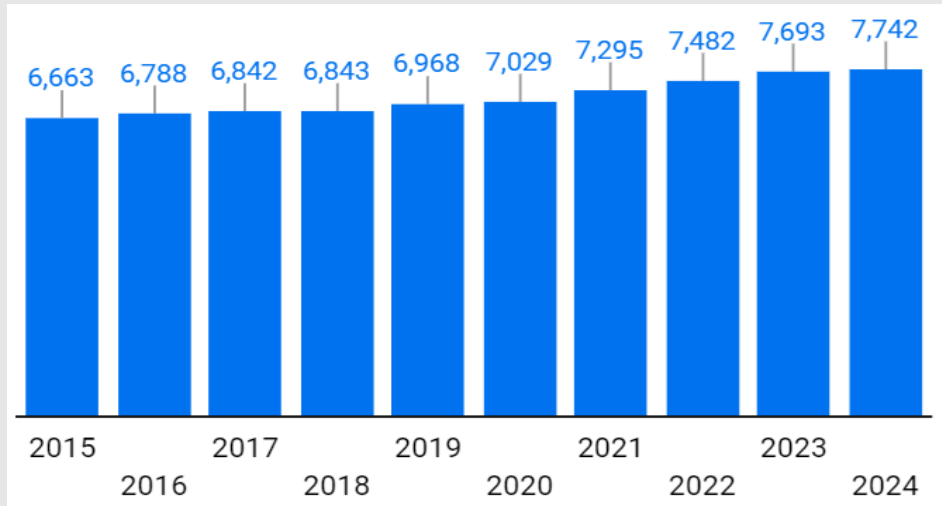
2015-2024



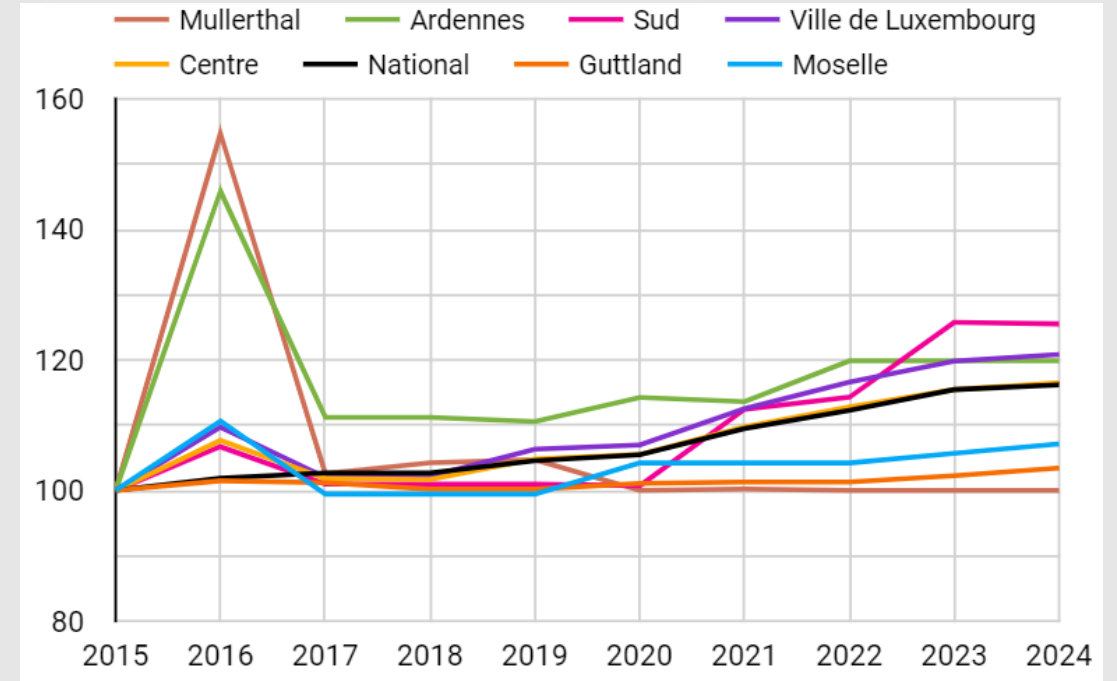
Number of hotels



Number of hotel rooms



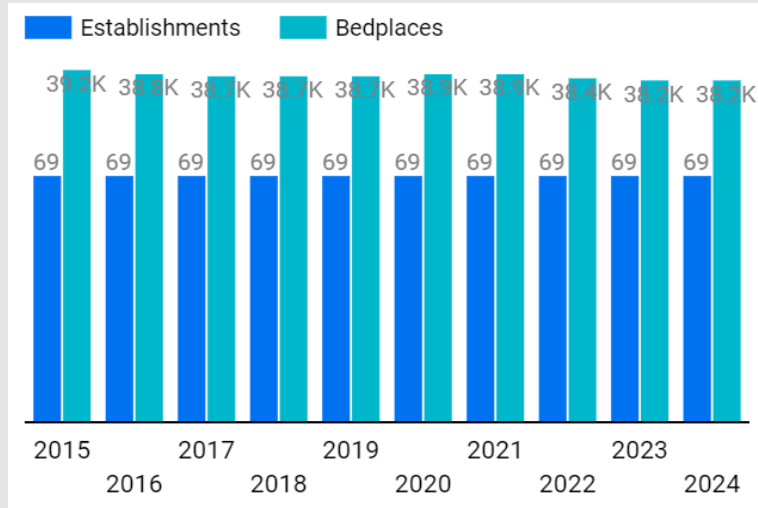
Hotel rooms, regional trend (2015 = index 100)



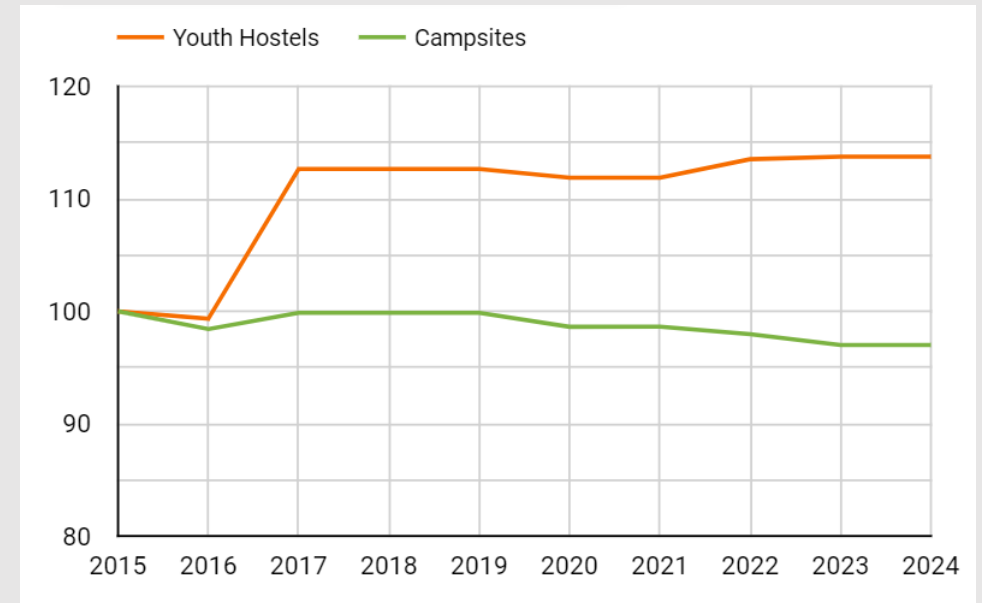
Campsites & Youth Hostels capacities 2015-2024



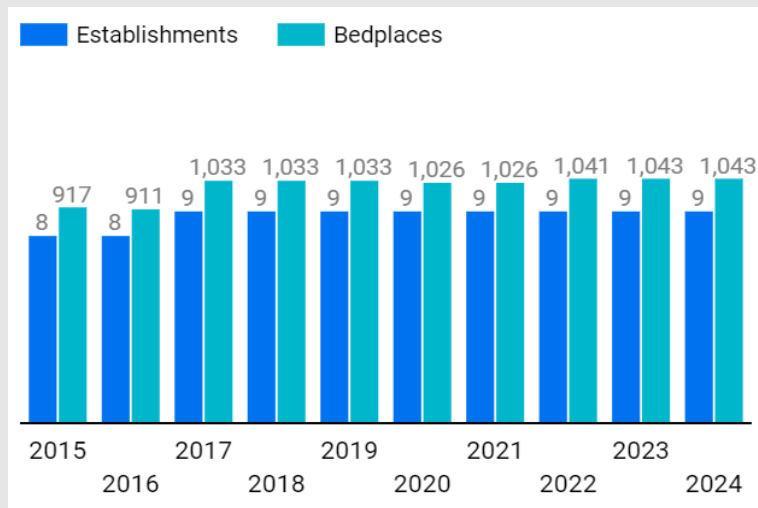
Number of campsites and campsite bedspaces



Campsite & youth hostel bedspaces, trend (2015 = index 100)



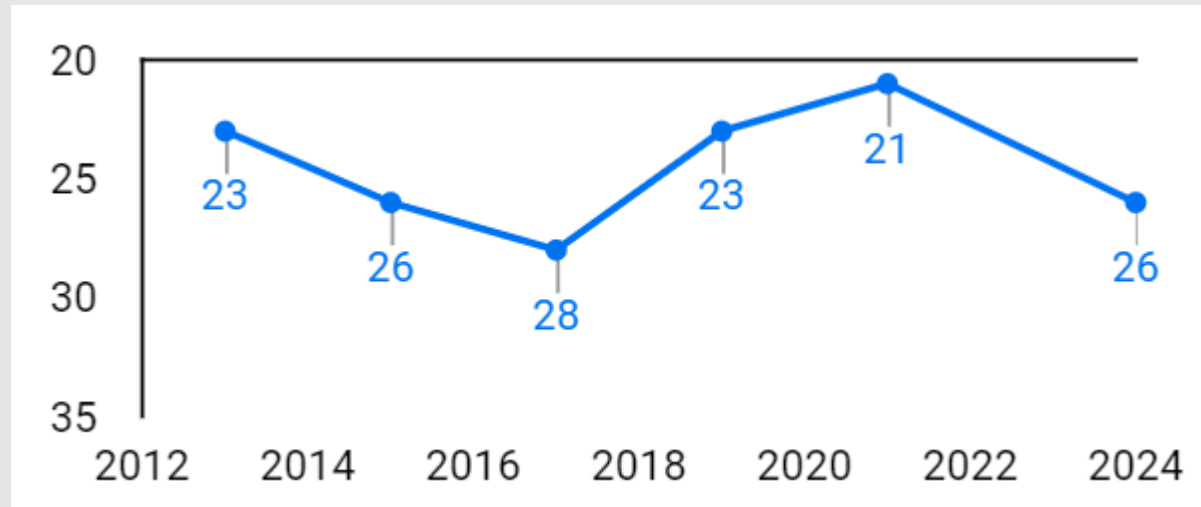
Number of youth hostels and youth hostel bedspaces



Quality of tourist infrastructure



Luxembourg's ranking in WEF Travel Competitiveness Report



Quality labels, number of certified accommodation, 2024

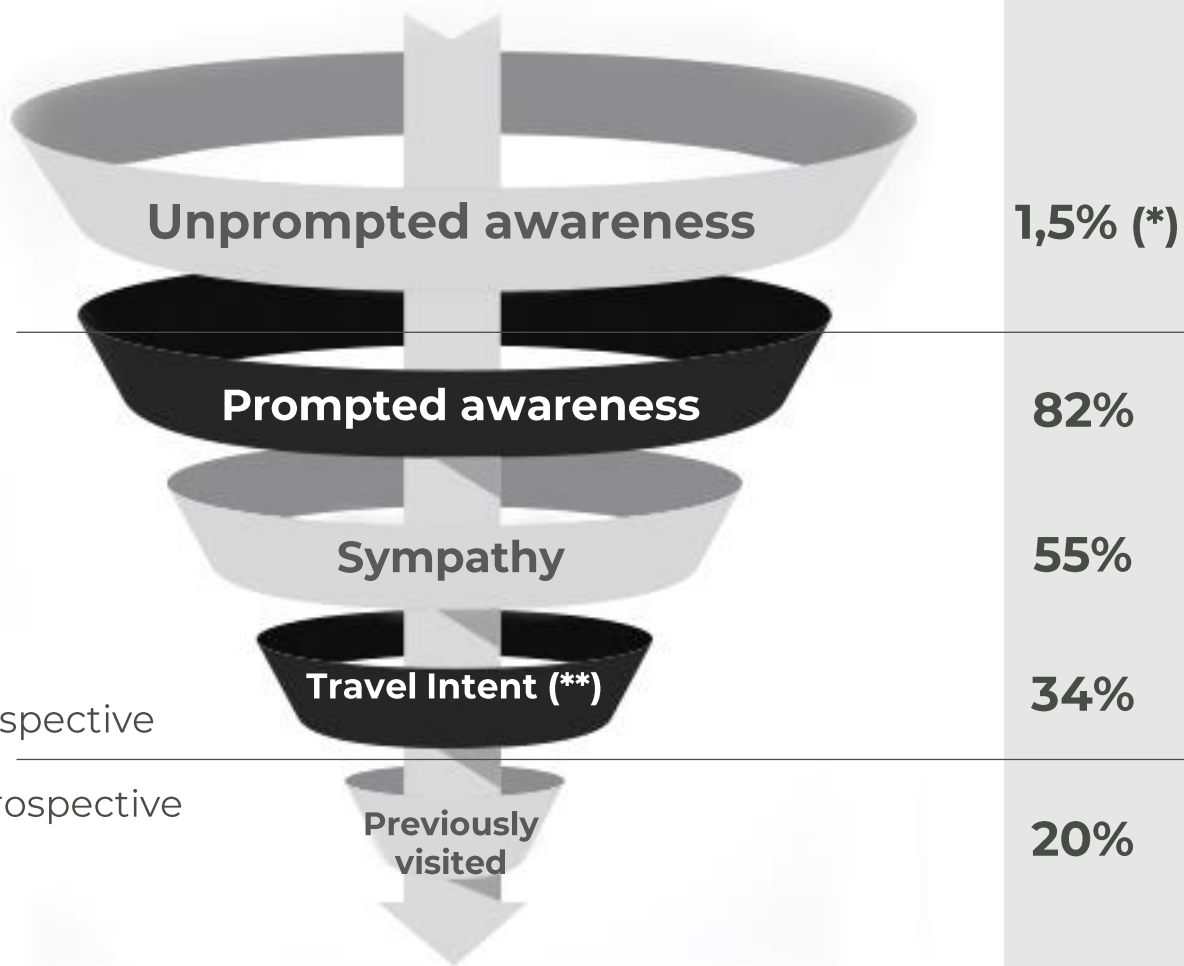
| Ecolabel | Bed & Bike | EureWelcome |
|----------|------------|-------------|
| 44 | 80 | 53 |



Target segments, Brand & Growth Potential

Brand Funnel

Assessing Luxembourg's **brand strength** as a destination



— Average **14 European source markets**

Highest sympathy for Luxembourg

1. Belgium (67%)
2. Netherlands (63%)
3. Portugal (63%)

Total future visitor potential (***)

1. Germany (11.8 M)
2. France (8.4 M)
3. UK (5.8 M)

Highest future travel intent (****)

1. Explorers
2. Short Breakers
3. Perfection Seekers

Sources: LFT Brand & Potential Studies ; Destination Brand/Inspektour.
Markets: DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

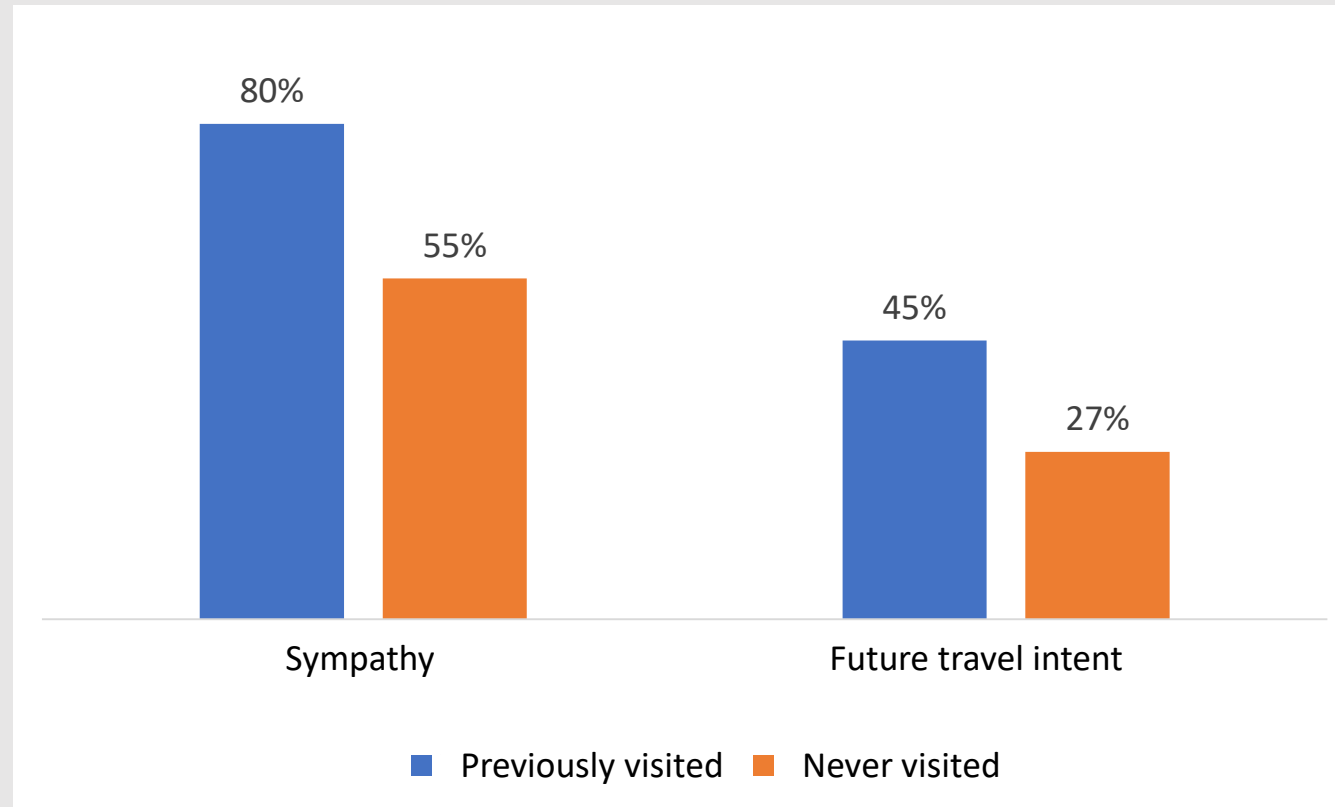
(**) Based on travel intent for next 3 years.

(****) Based on relative shares of travel intent for next 3 years.

(*) 10 markets (DE-NL-CH-AT-BE-FR-UK-IT-ES-PL)

(**) next 3 years

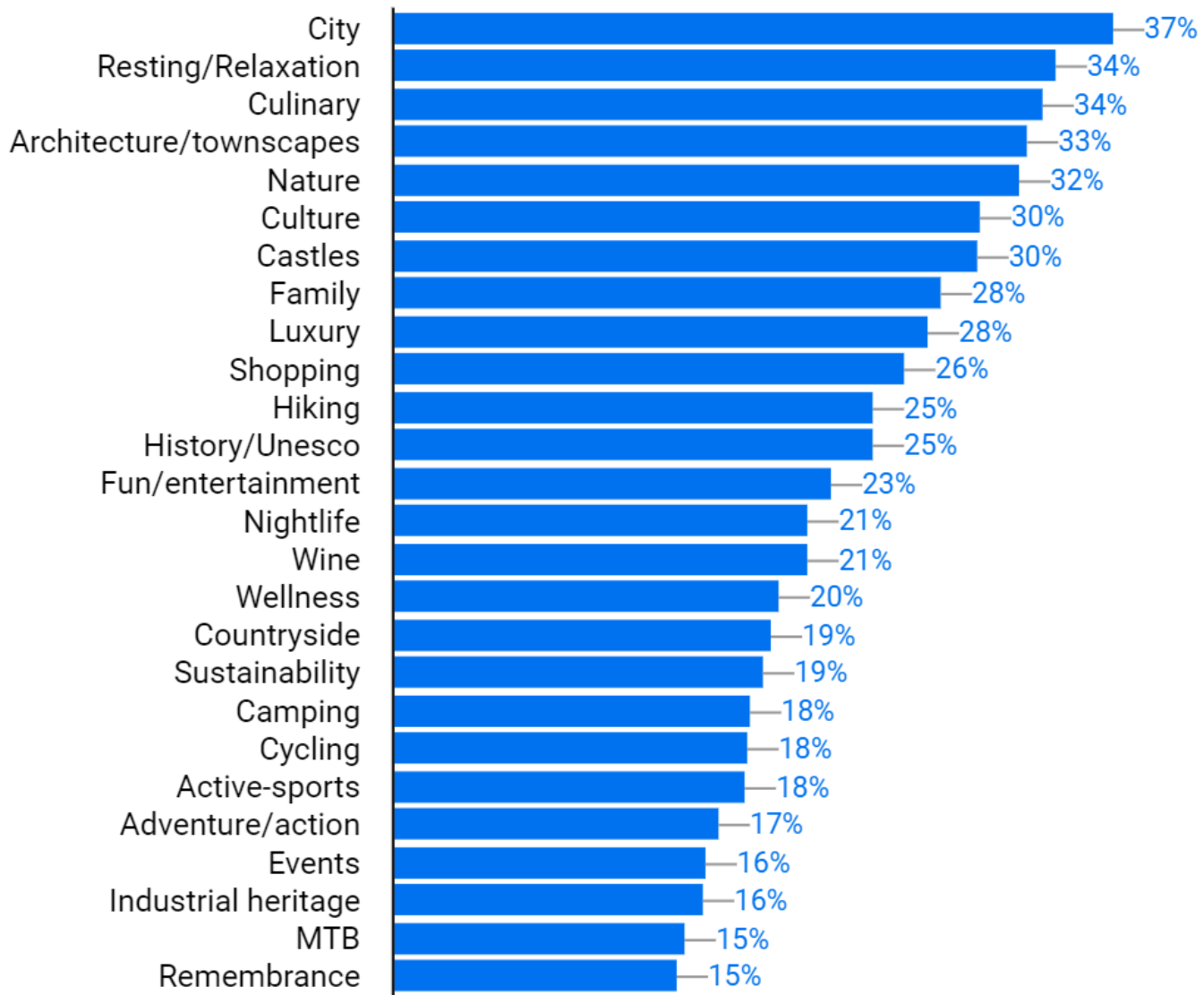
Tourism is a positive driver to Luxembourg's nation brand



Sympathy towards Luxembourg and future travel intent are both considerably higher among respondents having visited Luxembourg in the past.

Luxembourg's Theme Competence (*)

Average 14 European source markets (**)



Growth potential for themes (***)

- Nature
- History & Unesco
- Sustainability
- Events
- Remembrance Tourism
- (Culinary)

Best-ranked themes in each source market

- City : DK-FR-DE-IE-IT-PL-CH
- Nature : BE-NL
- Culinary : AT-SE
- Castles : ES
- Family : PT
- Architecture/townscapes : UK

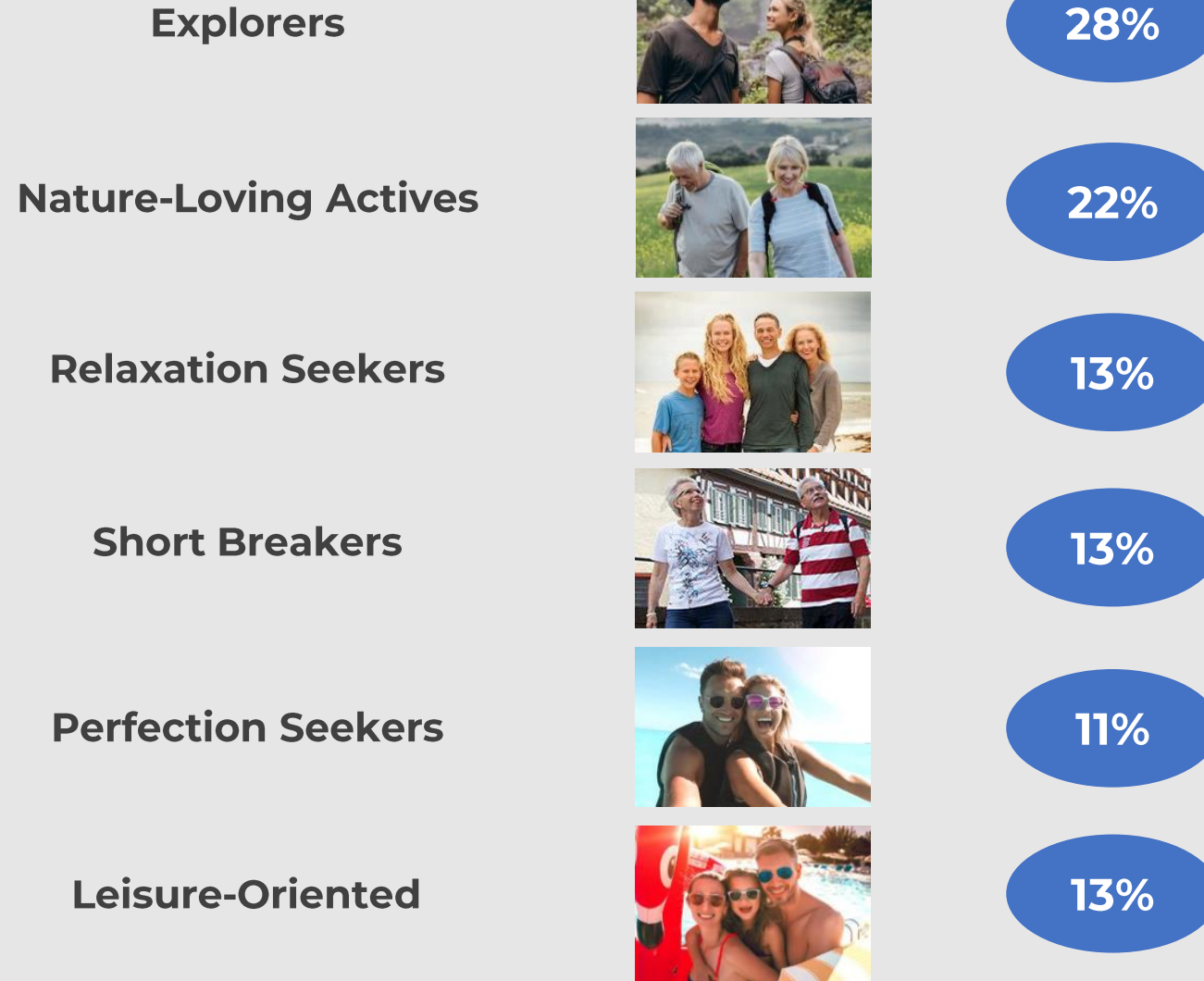
(*) Themes for which Luxembourg is considered most suitable as a holiday destination, % of respondents agreeing.

(**) DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(***) Themes for which Luxembourg's theme suitability is still relatively low, compared to the overall general theme interest.

LFT Target Segments

Inbound leisure visitors with overnight, 2023 (*)





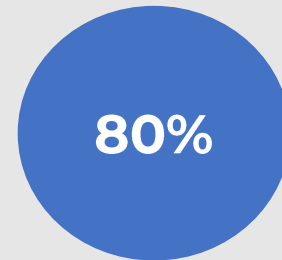
Residents' attitudes towards tourism

Residents' attitudes towards tourism in Luxembourg

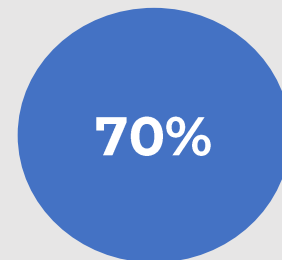
2023



% residents who 'support tourism and want it to remain important and even to grow in importance'



% of residents who say that 'the positive benefits of tourism outweigh the negative effects'

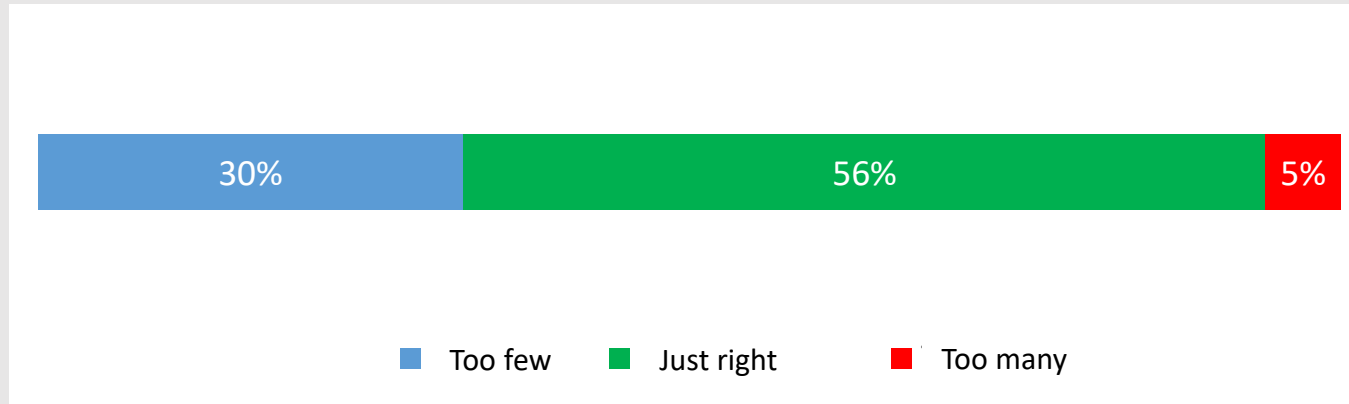


Residents' attitudes towards tourism in Luxembourg

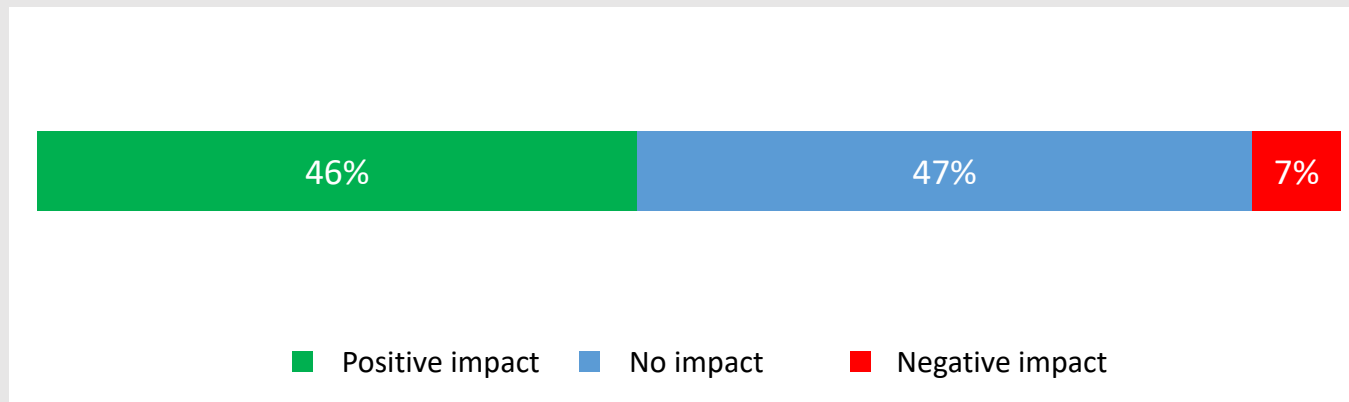
2023



Perception of the number of visitors in Luxembourg



Perception of tourism's impact on the quality of life in Luxembourg





Your contact



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