



Luxembourg for Tourism
Market profile
CHINA
2022



Economic indicators & General Travel Demand

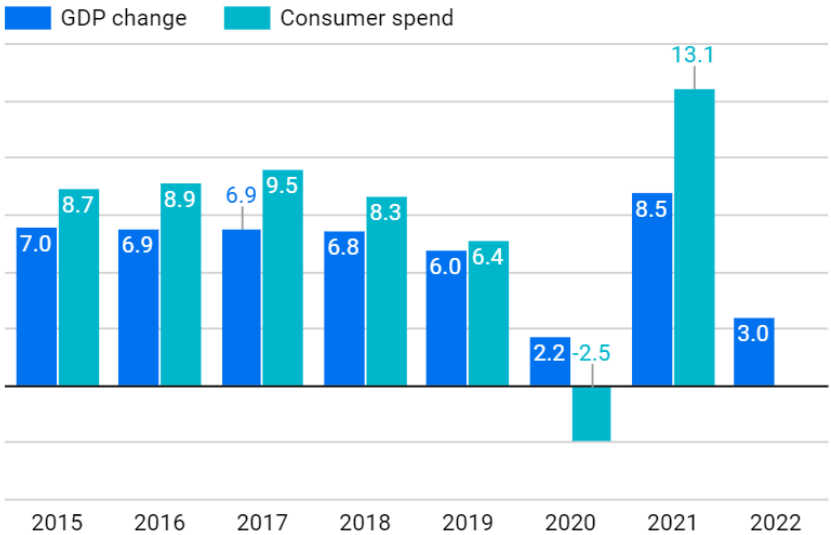
Economic indicators – General travel demand



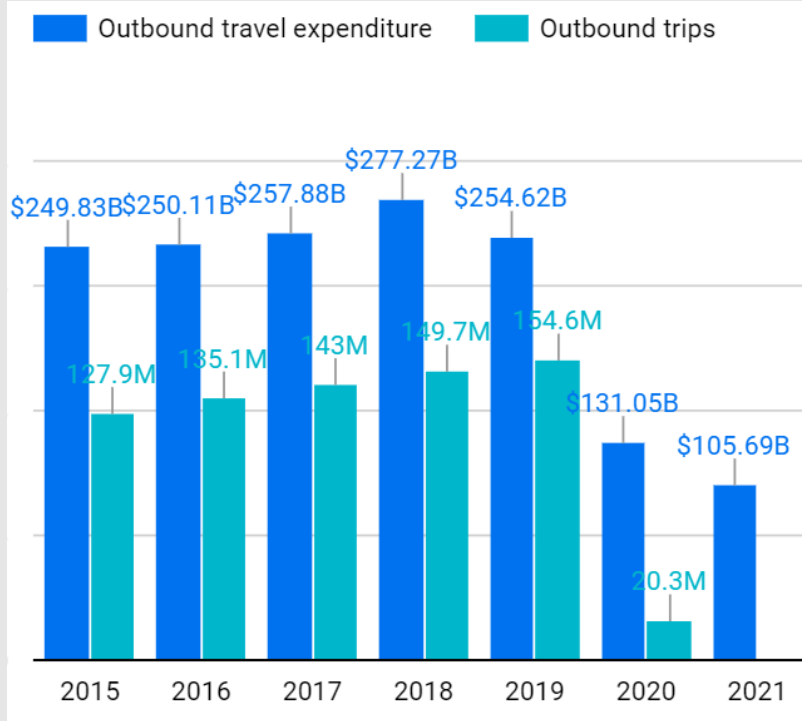
Economy & population

GDP (PPP) per capita: \$17,854
 Unemployment (%): 4.1
 Population (mn): 1.4K
 Inflation (%): 2.0

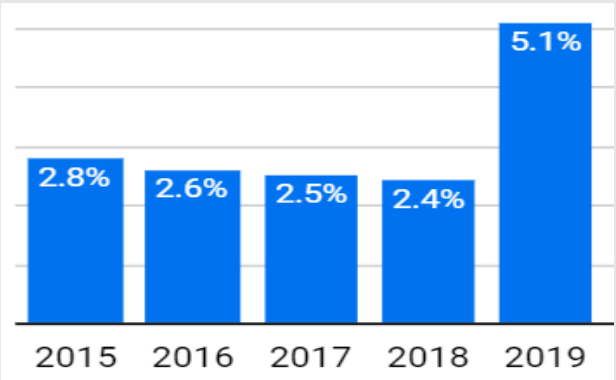
GDP and Consumer spending, % annual change



Outbound trips and travel expenditure



Share of outbound travel, % all trips



Average spend per outbound trip (2019)
1.647 \$

Outbound travel intensity
0.11 trips per inhabitant (2019)



Arrivals & nights in paid accommodation in Luxembourg

Nights, arrivals & length of stay in paid accommodation 2022



**Nights,
paid accommodation, 2022**



+233% (vs. 2021)
-85% (vs. 2019)

**Arrivals,
paid accommodation, 2022**



+240% (vs. 2021)
-90% (vs. 2019)

**Average length of stay,
paid accommodation, 2022**



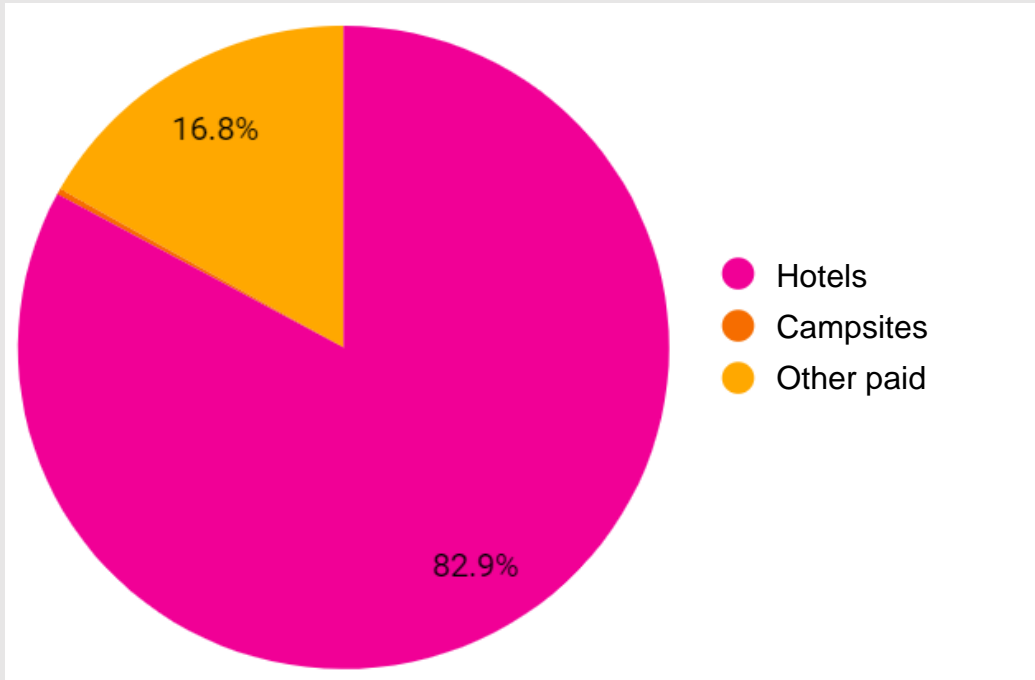
-0.04 days (vs. 2021)
+0.60 days (vs. 2019)

Nights & arrivals in paid accommodation

Type of accommodation, 2022

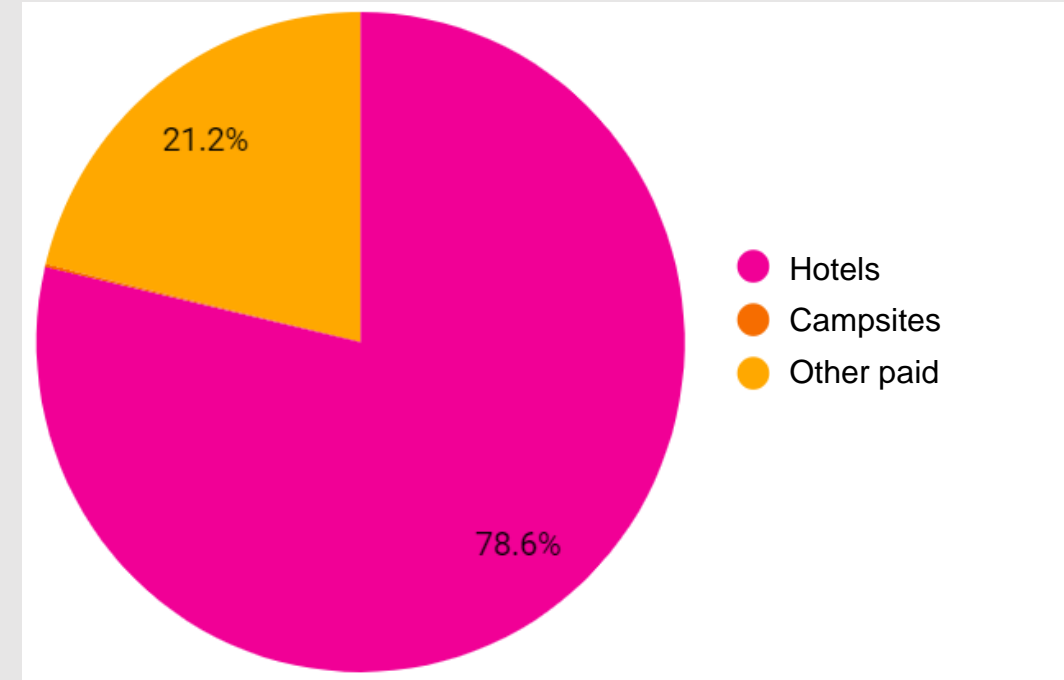


Nights, paid accommodation



Hotels	4.584	-87% (vs. 2019)
Campsites	16	-73% (vs. 2019)
Other paid	929	-56% (vs. 2019)

Arrivals, paid accommodation



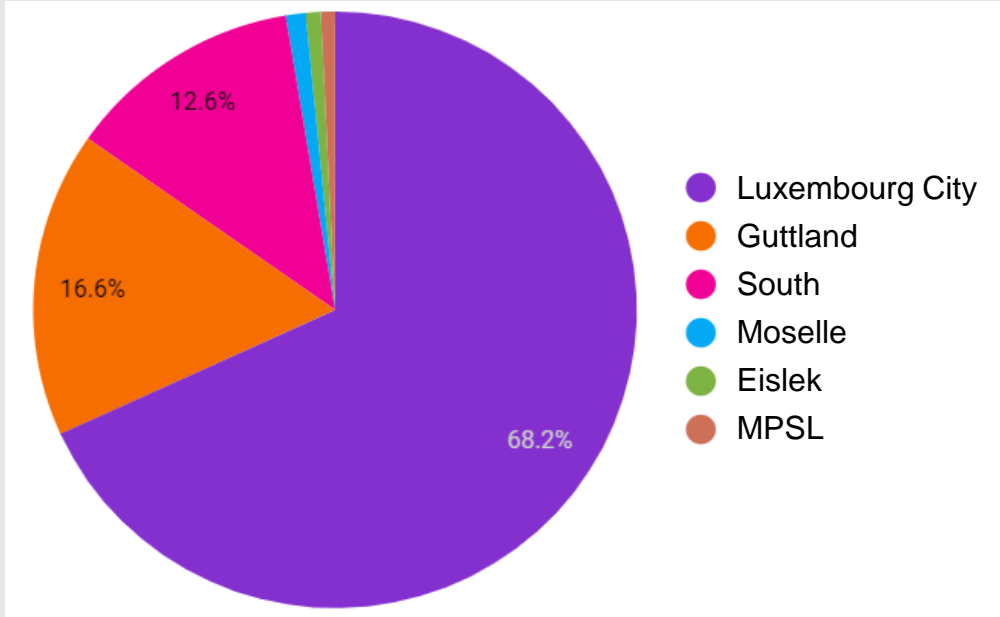
Hotels	2.324	-92% (vs. 2019)
Campsites	4	-93% (vs. 2019)
Other paid	627	-48% (vs. 2019)

Nights & arrivals in paid accommodation

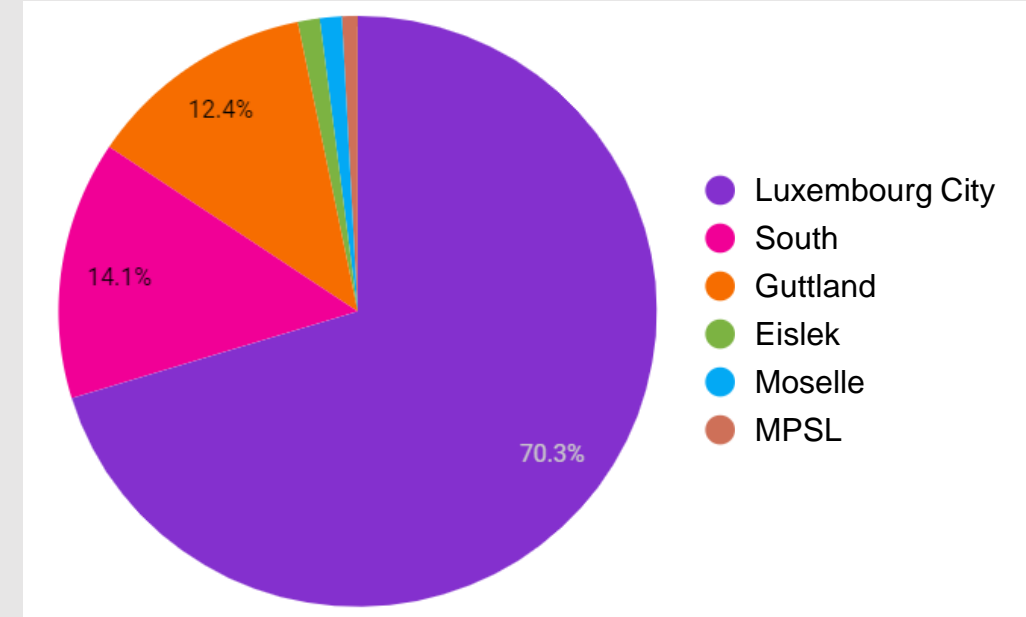
Regions, 2022



**Nights,
paid accommodation**



**Arrivals,
paid accommodation**



Luxembourg City	3.769	-85% (vs. 2019)
Guttland	916	-66% (vs. 2019)
South	699	-89% (vs. 2019)
Moselle	59	-96% (vs. 2019)
Eislek	44	-91% (vs. 2019)
MPSL	42	-84% (vs. 2019)

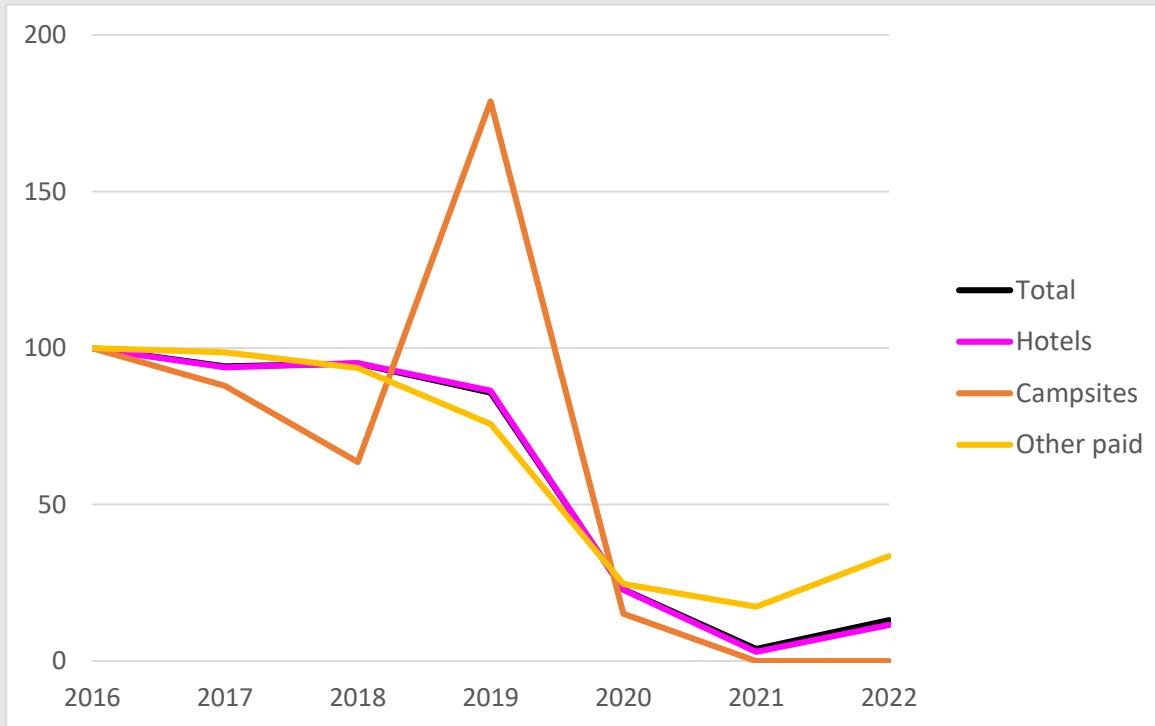
Luxembourg City	2.076	-90% (vs. 2019)
South	418	-92% (vs. 2019)
Guttland	366	-80% (vs. 2019)
Eislek	35	-50% (vs. 2019)
Moselle	35	-97% (vs. 2019)
MPSL	25	-84% (vs. 2019)

Nights in paid accommodation

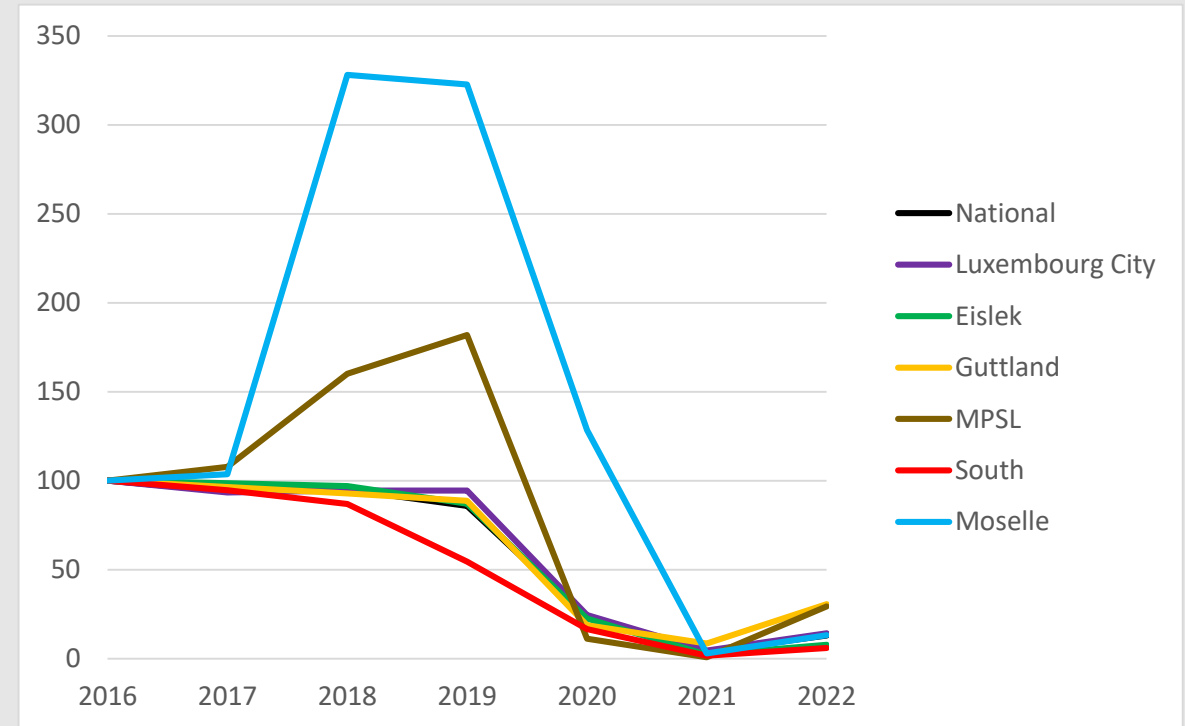
Total, Type of accommodation & Regions : Trends 2016-2022



2016 = Index 100



2016 = Index 100

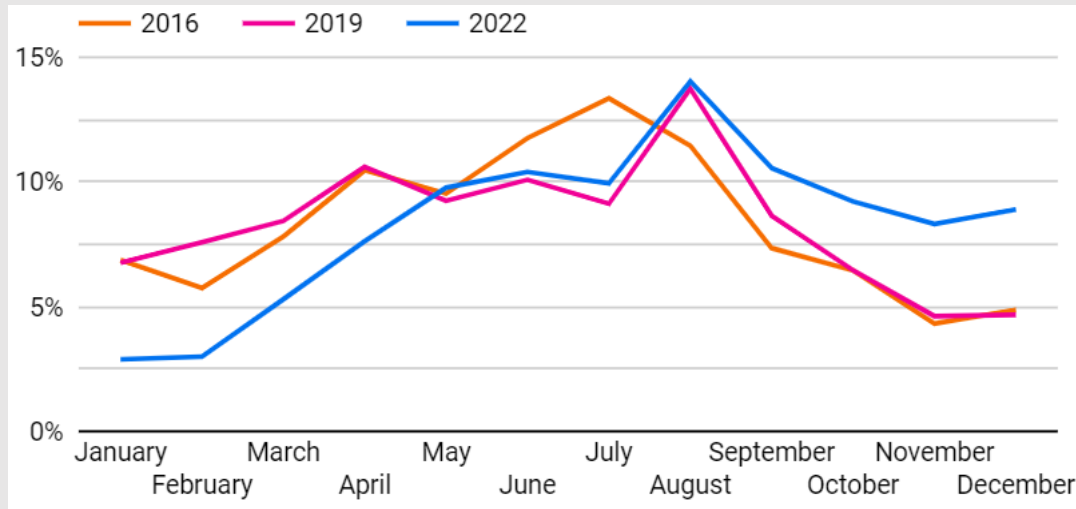


Nights in paid accommodation

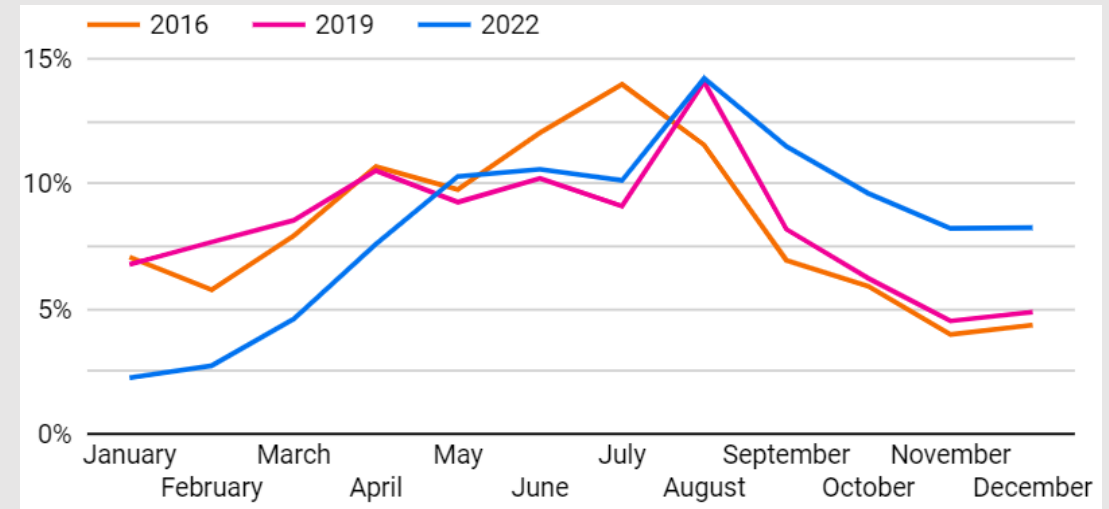
Seasonality



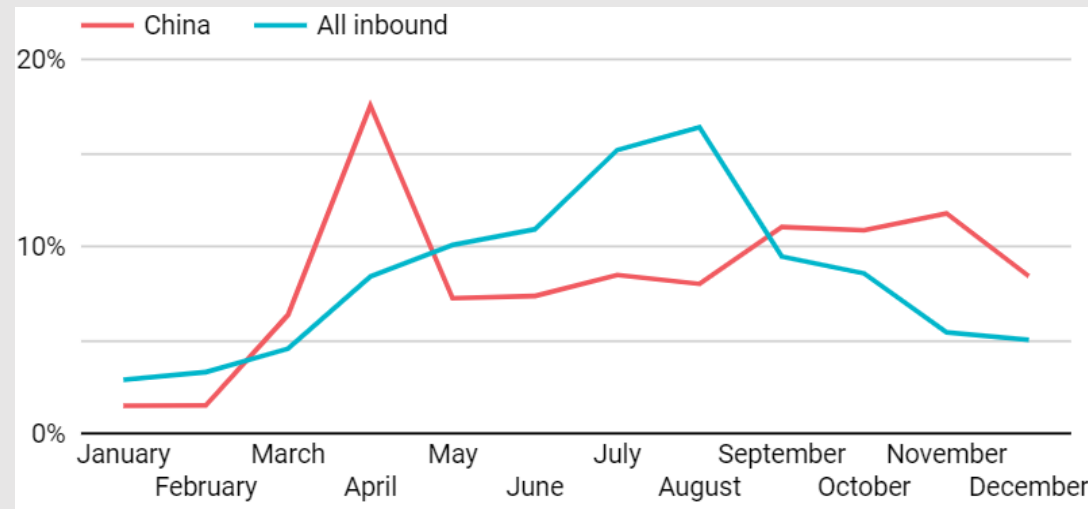
Chinese nights, all paid accommodation



Chinese nights, hotels



Nights, all paid accommodation, 2022

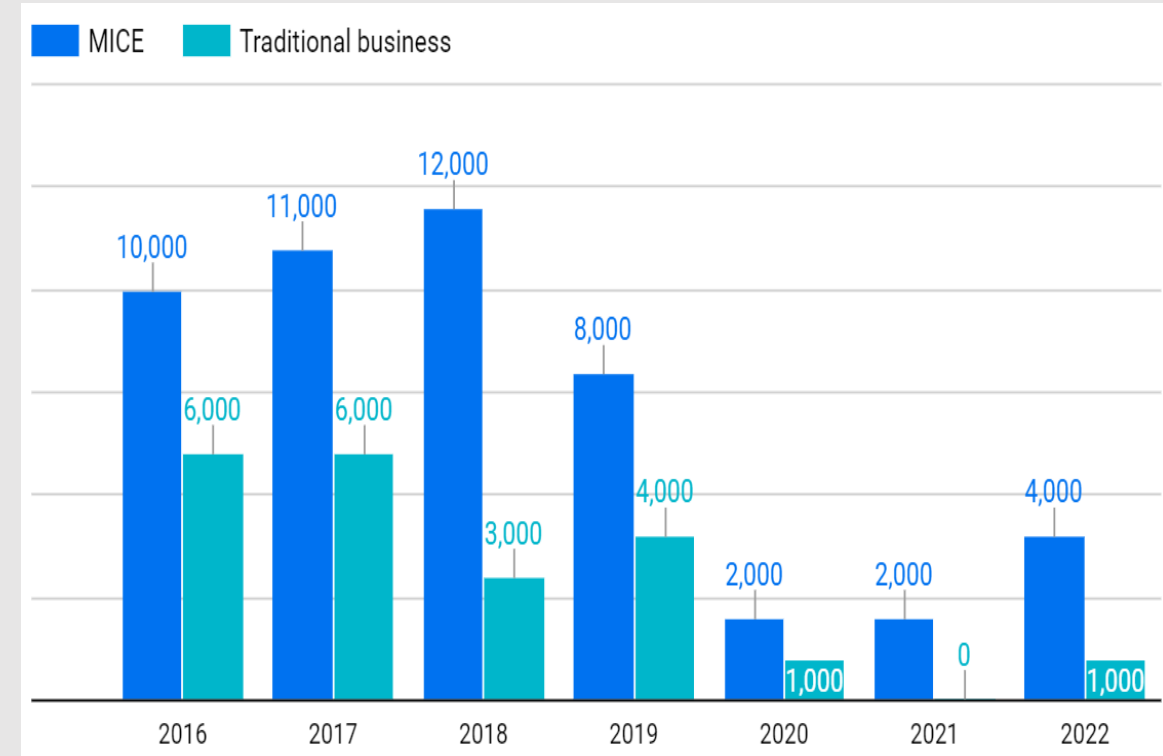
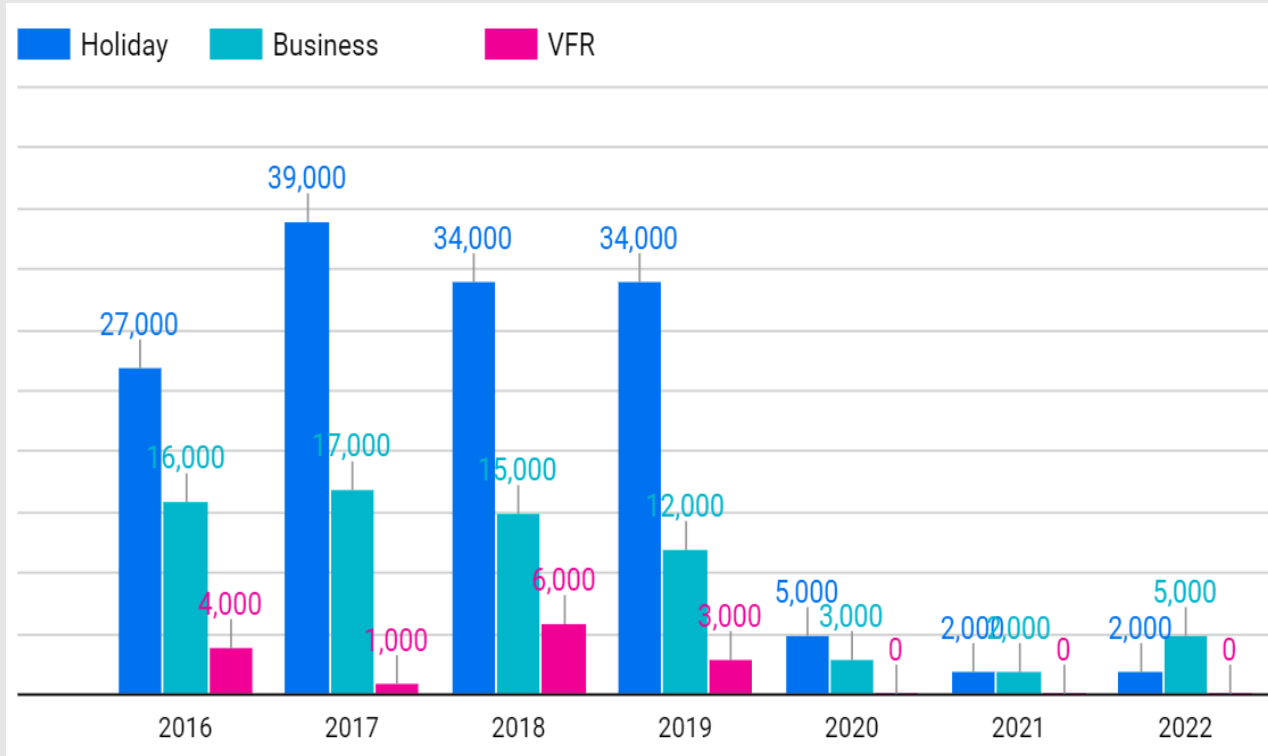




Characteristics of Chinese inbound trips to Luxembourg and Europe

Chinese trips to Luxembourg with overnight (all accommodation)

Purpose of visit, 2016-2022

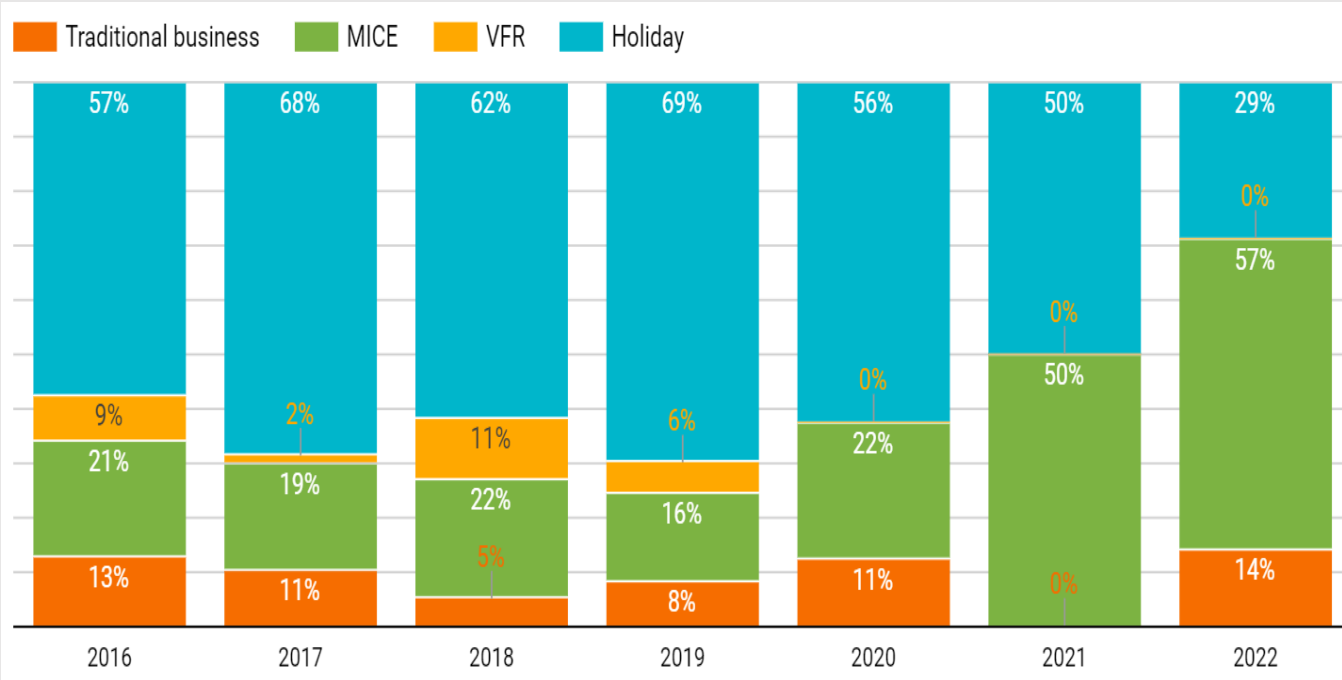


Chinese trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2016-2022

Chinese trips to Luxembourg, 2016-2022

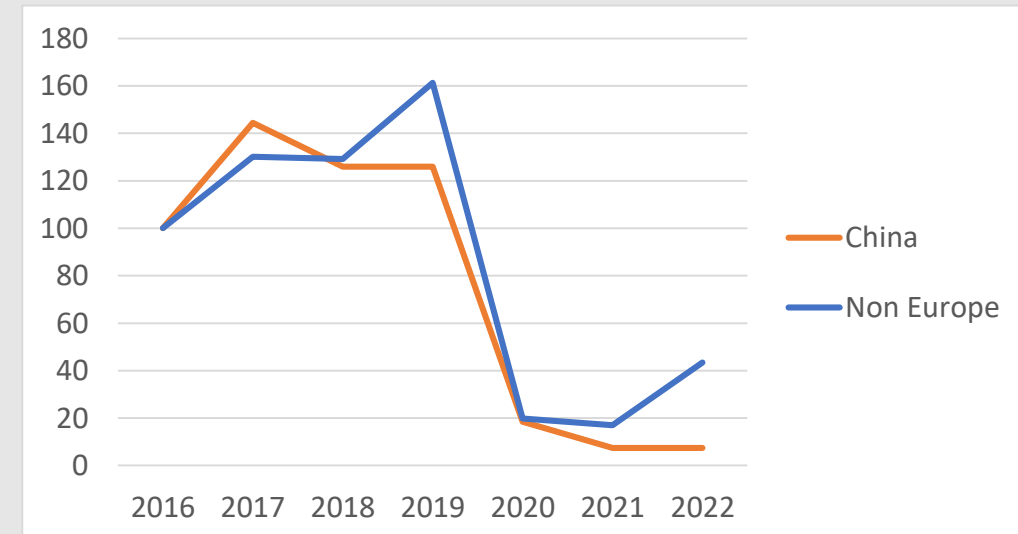


2022

China to Luxembourg vs All Non-Europe to Luxembourg

	China to Luxembourg	All Non-Europe to Luxembourg
Holiday	29%	43%
VFR	0%	9%
MICE	57%	25%
Traditional Business	14%	22%

Chinese & All Non-European holiday trips to Luxembourg, 2016 = index 100

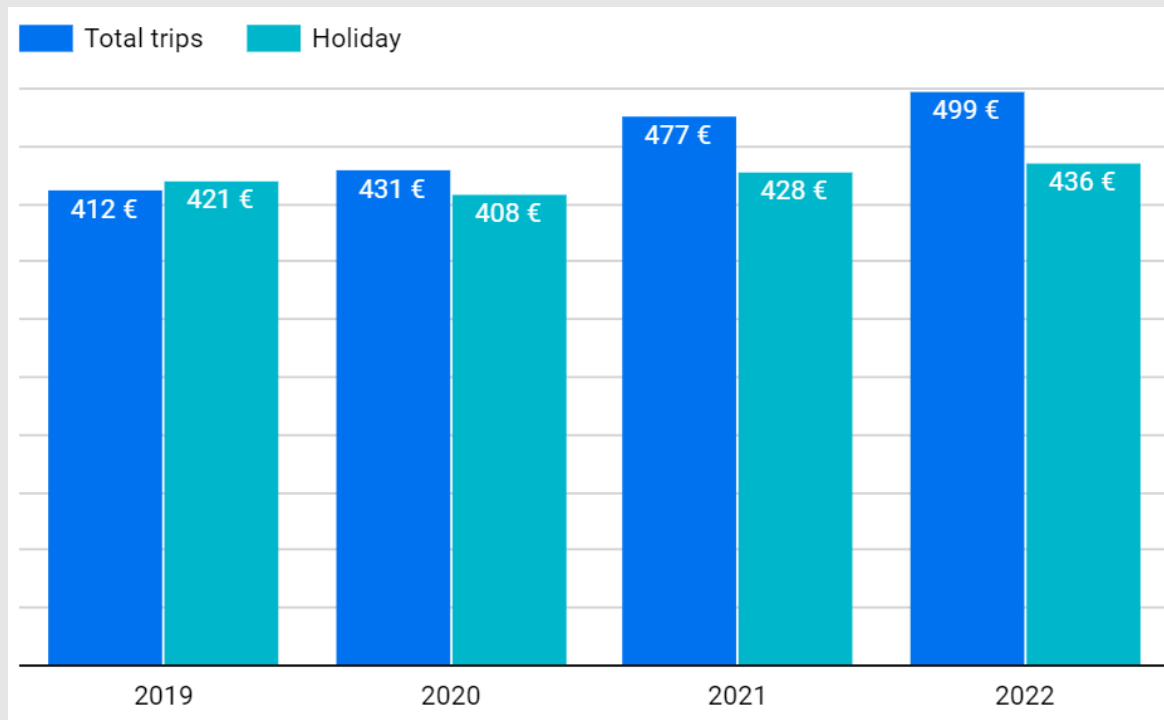


Expenditure



Inbound trips to Luxembourg with overnight (all accommodation)

Chinese trips to Luxembourg : average spend per pers. per day



2022

	China to Luxembourg	All inbound to Luxembourg
Spend/day/pers. on all trips	499 €	144 €
Spend/day/pers. on holiday trips	436 €	137 €

Chinese visitors with travel intent to Europe, 2023-2024



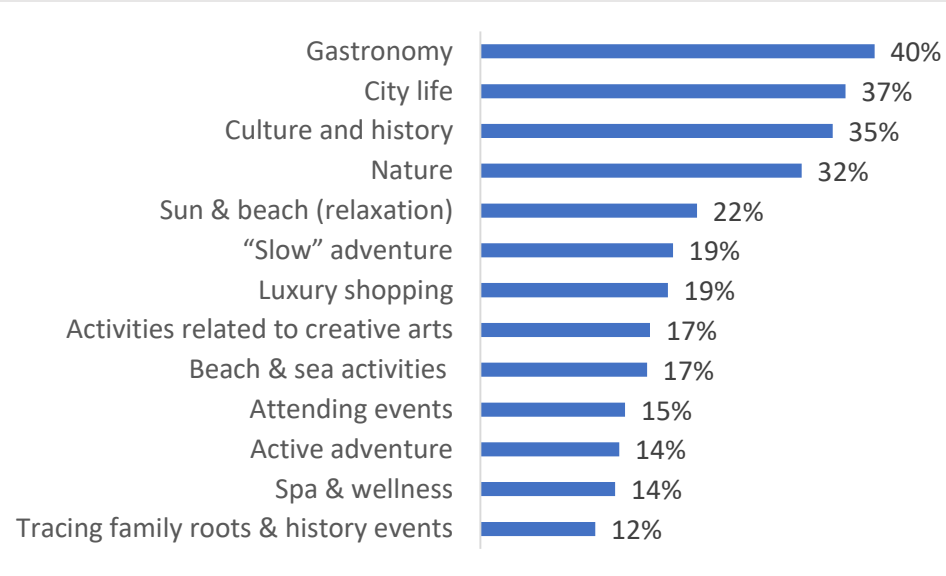
Chinese respondents intending to visit Europe between Sep 2023 – Dec 2024 (*)



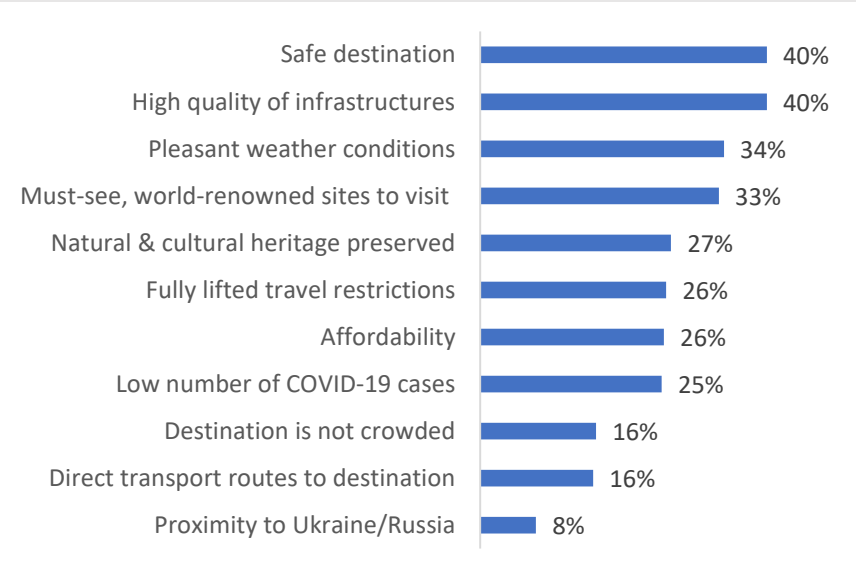
First-time visitors to Europe, next intended trip



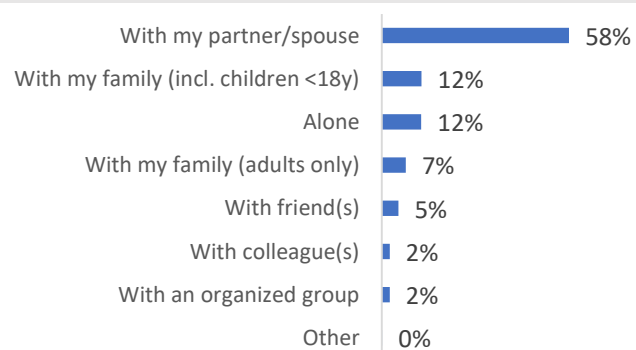
Preferred type of activities



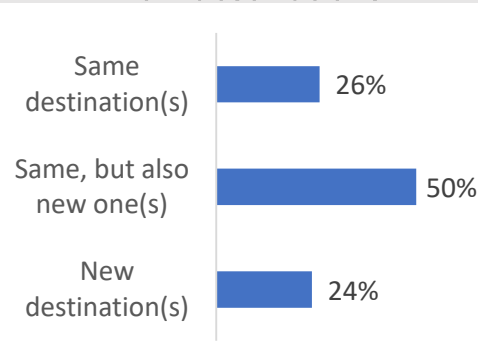
Key decision criteria for destination choice



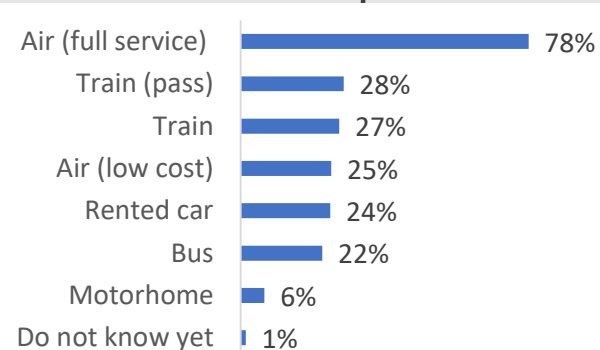
Travel party



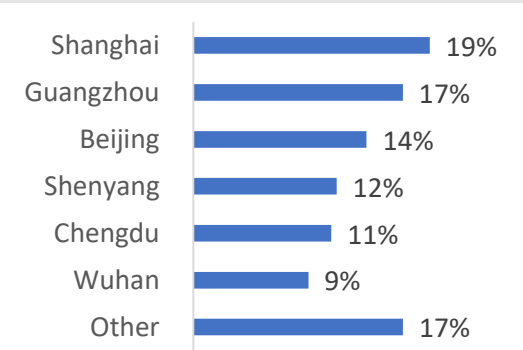
Repeat visitors to Europe : % intending to visit same or new destinations



Preferred transport mode for travelling within Europe



Regions of origin



(*) Either “high travel intent” for Sep-Dec 2023 (>80/100 for both outbound travel and travel to Europe intentions, or “likely to travel” to Europe in 2024, if travel intentions for Sep-Dec 2023 were below 80/100. Includes travel intentions for either leisure or business travel.
Source: Long-Haul Travel Barometer 1/2023 & 3/2023, European Travel Commission/MMGY TCI Research.



Your contact



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