



Luxembourg for Tourism
Market profile
CHINA
2023



Economic indicators & General Travel Demand

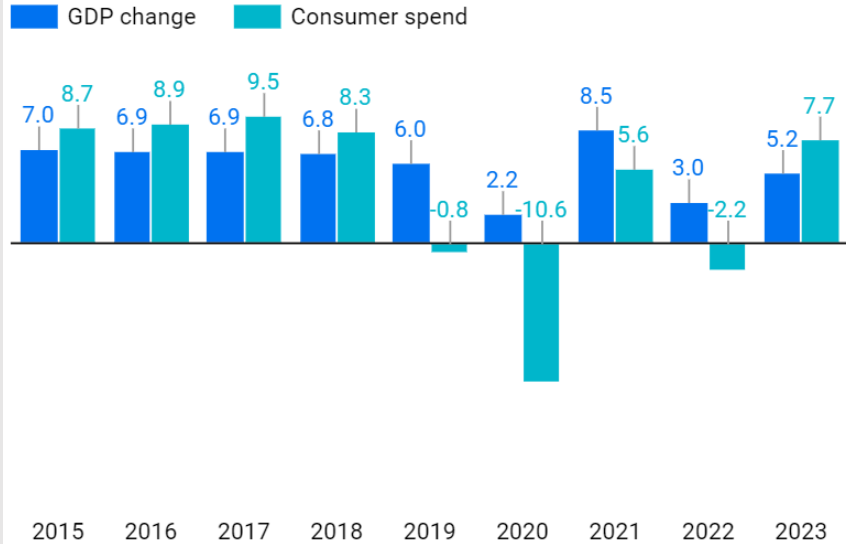
Economic indicators - General travel demand



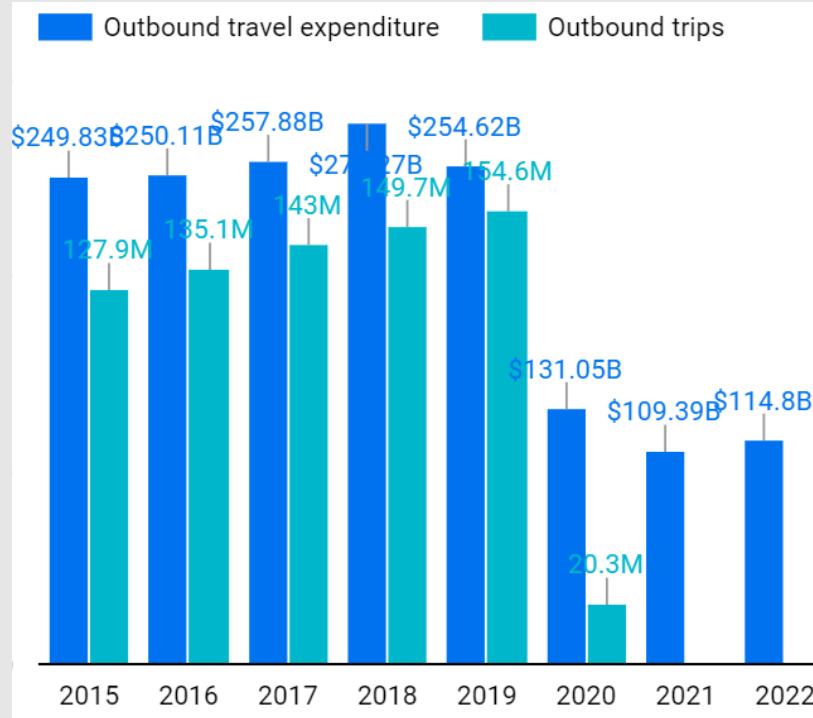
Economy & population

GDP (\$) per capita: 12,514
 Unemployment (%): 5.2
 Population (mn): 1.4K
 Inflation (%): 0.2

GDP and Consumer spending, % annual change



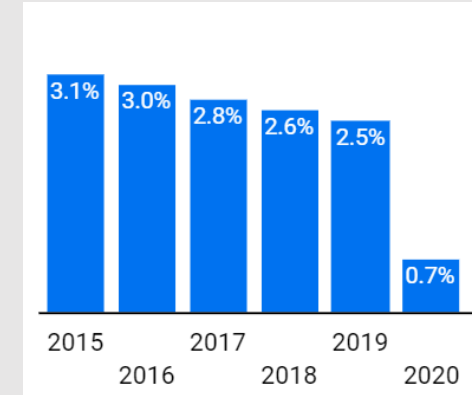
Outbound trips and travel expenditure



Average spend
 per outbound trip (2019)
1.647 \$

Outbound travel intensity
0.11 trips
 per inhabitant (2019)

Share of outbound travel, % all trips





Arrivals & nights in paid accommodation in Luxembourg

Nights, arrivals & length of stay in paid accommodation 2023

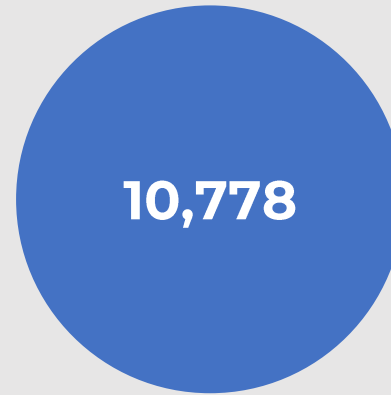


**Nights,
paid accommodation, 2023**



+131% (vs. 2022)
-45% (vs. 2019)

**Arrivals,
paid accommodation, 2023**



+215% (vs. 2022)
-43% (vs. 2019)

**Average length of stay,
paid accommodation, 2023**



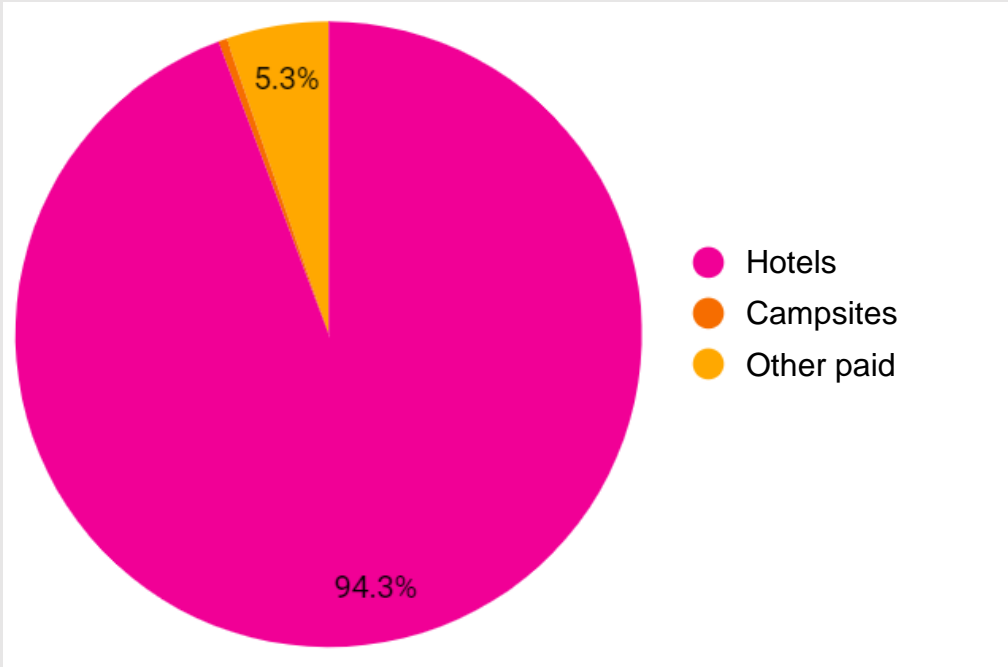
-0.53 days (vs. 2022)
-0.03 days (vs. 2019)

Nights & arrivals in paid accommodation

Type of accommodation, 2023

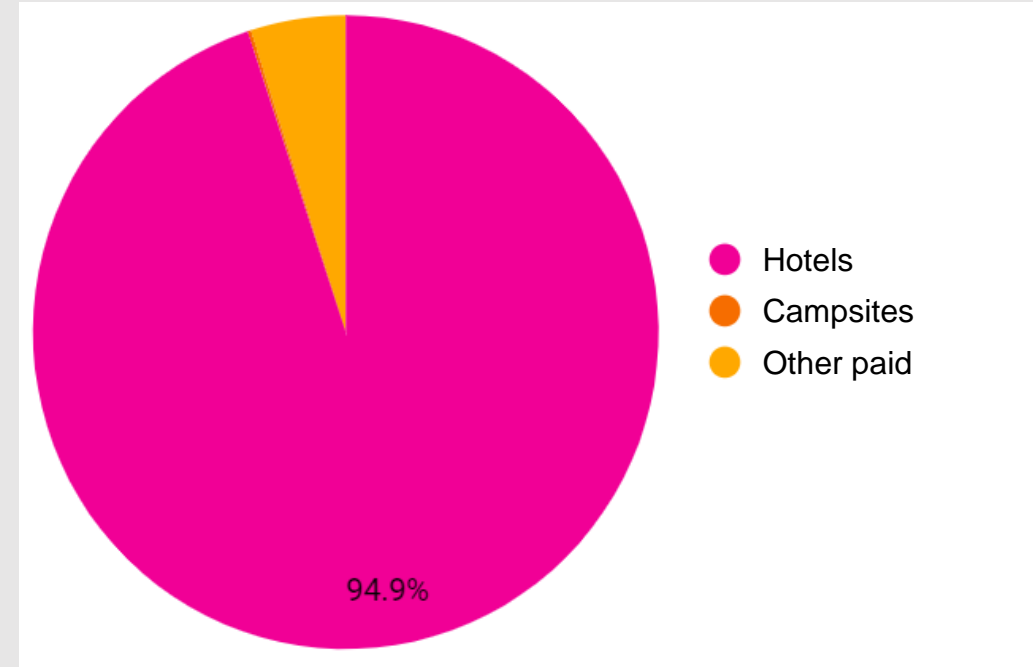


Nights, paid accommodation, 2023



Hotels	14.707	+158% (vs. 2022)-41% (vs. 2019)
Other paid accomm.	825	-20% (vs. 2022)-73% (vs. 2019)
Campsites	69	+165% (vs. 2022)+11% (vs. 2019)

Arrivals, paid accommodation, 2023



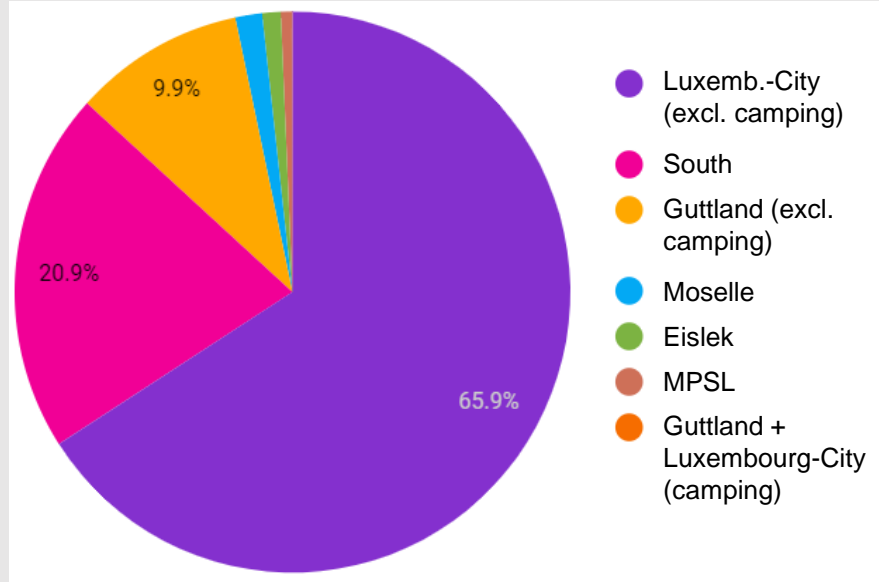
Hotels	10.231	+276% (vs. 2022) -41% (vs. 2019)
Other paid accomm.	530	-23% (vs. 2022) -65% (vs. 2019)
Campsites	17	+113% (vs. 2022) -71% (vs. 2019)

Nights & arrivals in paid accommodation

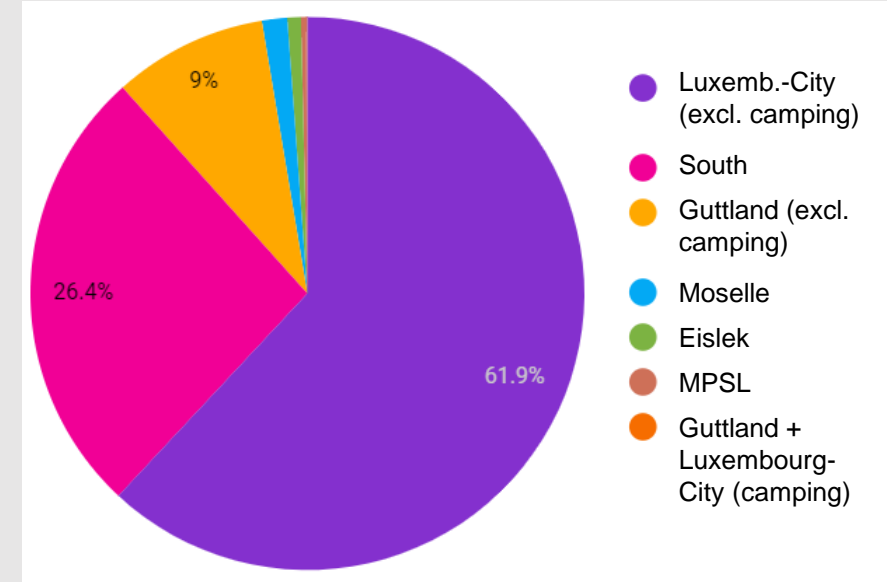
Regions, 2023



Nights, paid accommodation, 2023



Arrivals, paid accommodation, 2023



Lux.-City (excl. camping)	10,280	+117% (vs. 2022) -42% (vs. 2019)
South	3,254	+292% (vs. 2022) -41% (vs. 2019)
Guttland (excl. camping)	1,551	+55% (vs. 2022) -51% (vs. 2019)
Moselle	243	+176% (vs. 2022) -64% (vs. 2019)
Eislek	168	+265% (vs. 2022) -84% (vs. 2019)
MPSL	98	+89% (vs. 2022) -55% (vs. 2019)
Guttland/Lux.-City (camping)	7	- (vs. 2022) -88% (vs. 2019)

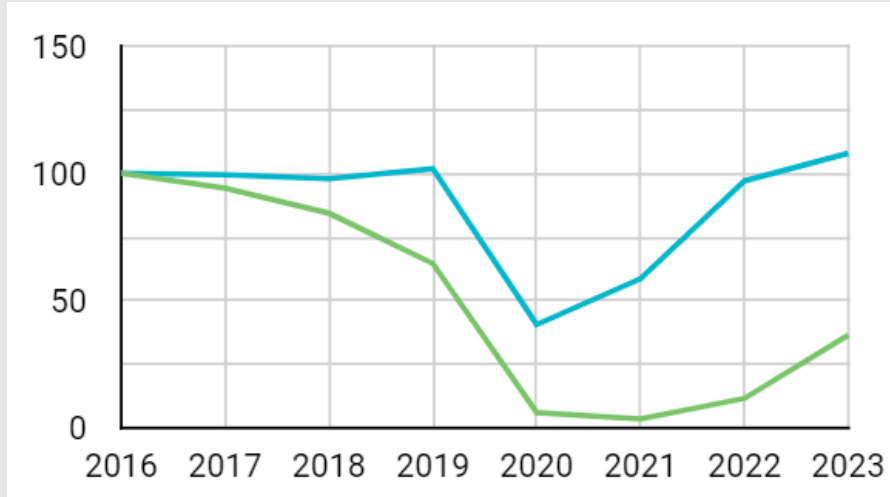
Lux.-City (excl. camping)	6,676	+180% (vs. 2022) -41% (vs. 2019)
South	2,849	+477% (vs. 2022) -38% (vs. 2019)
Guttland (excl. camping)	969	+132% (vs. 2022) -31% (vs. 2019)
Moselle	159	+157% (vs. 2022) -67% (vs. 2019)
Eislek	85	+130% (vs. 2022) -91% (vs. 2019)
MPSL	33	+14% (vs. 2022) -78% (vs. 2019)
Guttland/Lux.-City (camping)	7	- (vs. 2022) -87% (vs. 2019)

Arrivals in paid accommodation

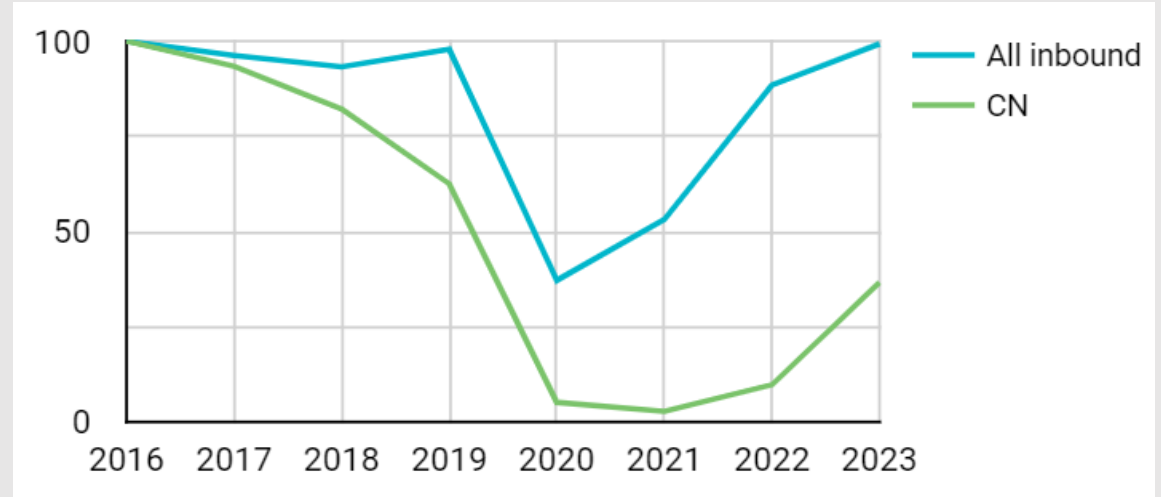
Trends 2016-2023



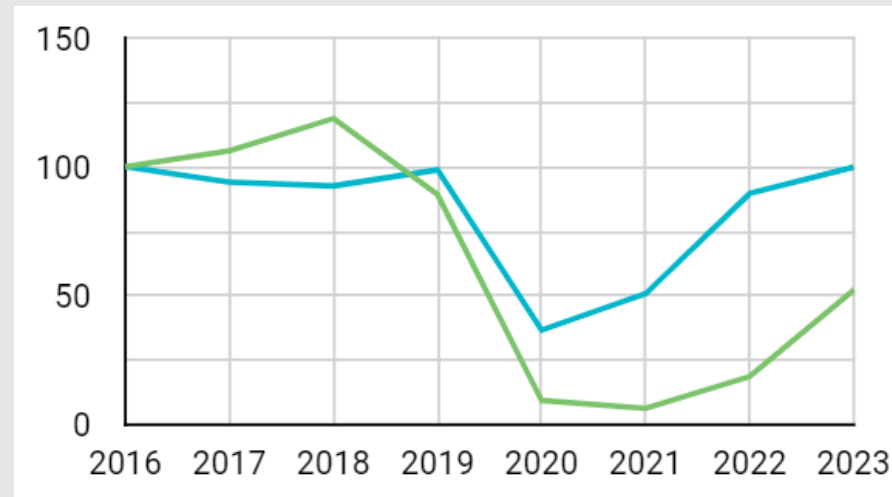
All paid accommodation, national (2016 = Index 100)



Hotels, national (2016 = Index 100)



All paid accommodation (*), Luxembourg City (2016 = Index 100)



(*) excluding camping.
Source: Statec

Short-term rentals

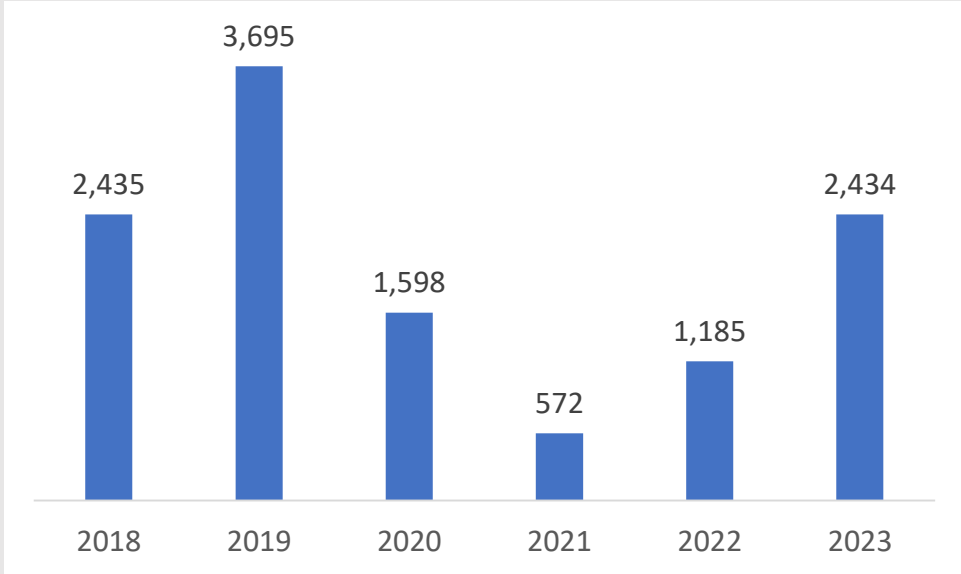


**Nights,
Short-term rentals, 2023**



+105% (vs. 2022)
-34% (vs. 2019)

**Nights,
Short-term rentals, 2018-2023**





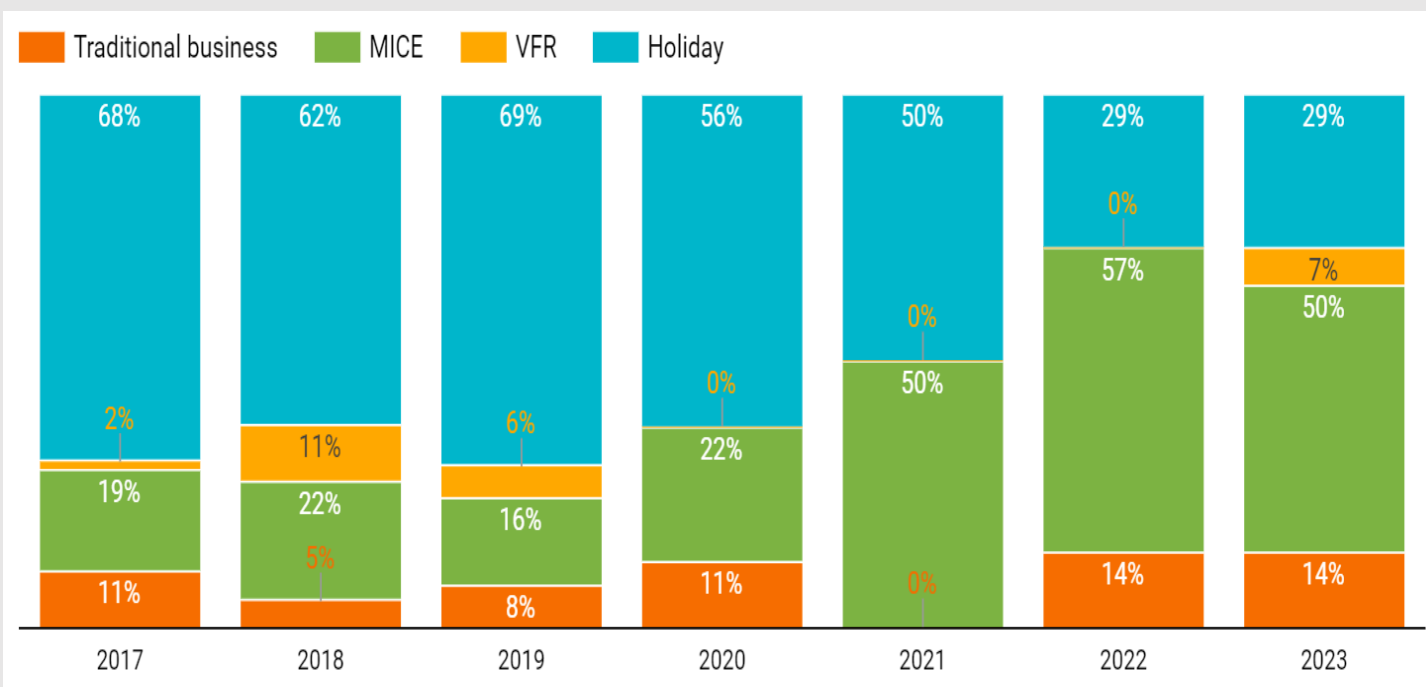
Characteristics of Chinese inbound trips to Luxembourg and Europe

Chinese trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2017-2023

Chinese trips to Luxembourg, 2017-2023



2023

China to Luxembourg vs All Non-Europe to Luxembourg

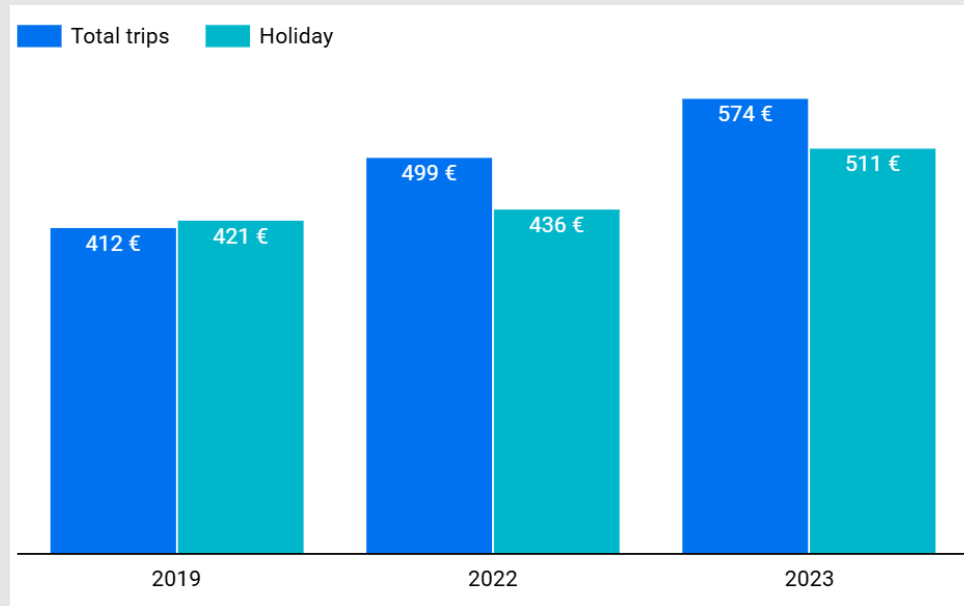
	China to Luxembourg	All Non-Europe to Luxembourg
Holiday	29%	56%
VFR	7%	8%
MICE	50%	32%
Traditional Business	14%	5%

Expenditure

Inbound trips to Luxembourg with overnight



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



2023

	China to Luxembourg	Non-Europe to Luxembourg
Spend/day/pers. on all trips	574 €	369 €
Spend/day/pers. on holiday trips	511 €	286 €

Growth potential & outbound travel demand trends

Chinese travel to Europe



For long-haul markets, LFT primarily relies on market research carried out by our partners at European Travel Commission (ETC).

For further insights on current demand trends and potential of the Chinese market, we therefore invite you to check :

- The Long-Haul Travel Intent Barometer, covering 7 key source markets including China
⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-1-2025/>

Further reports of the Chinese outbound travel market were released before 2020:

- ⇒ <https://etc-corporate.org/reports/etc-ec-research-snapshot-on-the-chinese-travel-market/>
- ⇒ <https://etc-corporate.org/reports/study-on-chinese-media-consumption-patterns/>
- ⇒ <https://etc-corporate.org/reports/visa-policy-and-chinese-travel-to-europe/>



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