



Luxembourg for Tourism
Market profile
POLAND
2021

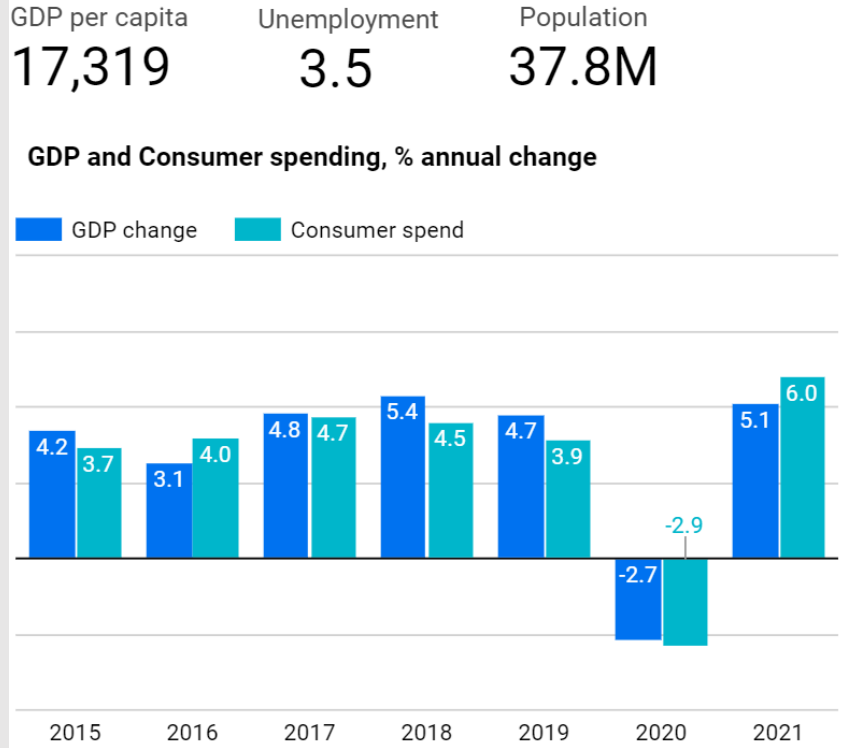


Economic indicators & General Travel Demand

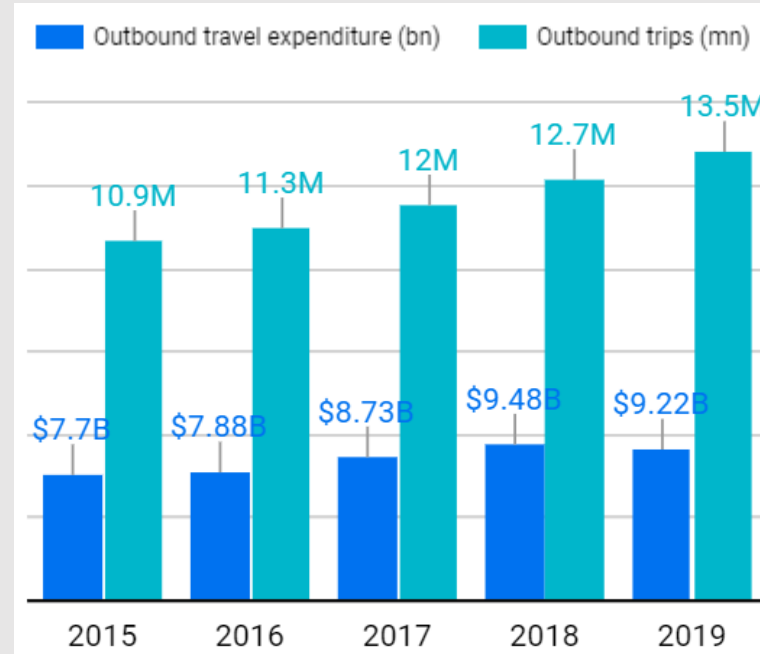
Economic indicators – General travel demand



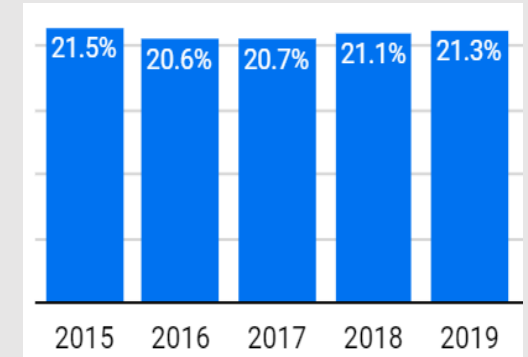
Economy & population



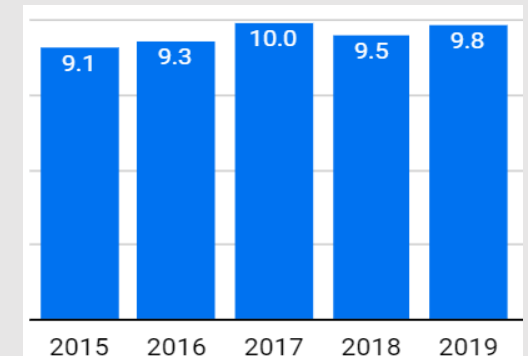
Outbound trips and travel expenditure



Share of outbound travel, % all trips



Average length of stay, nights, all outbound trips



Average spend per outbound trip
681 \$

Outbound travel intensity
0.36 trips per inhabitant

Share of leisure, % all outbound trips
91.1%

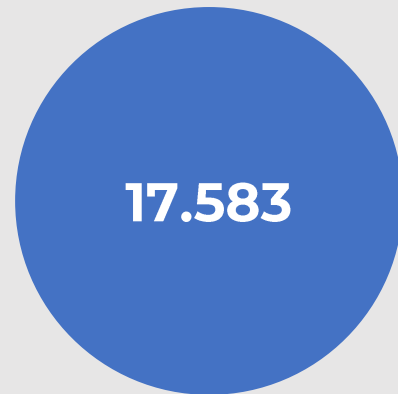


Arrivals & nights in paid accommodation in Luxembourg

Nights, arrivals & length of stay in paid accommodation 2021



**Nights,
paid accommodation, 2021**



+64% (vs. 2020)
-23% (vs. 2019)

**Arrivals,
paid accommodation, 2021**



+30% (vs. 2020)
-21% (vs. 2019)

**Average length of stay,
paid accommodation, 2021**



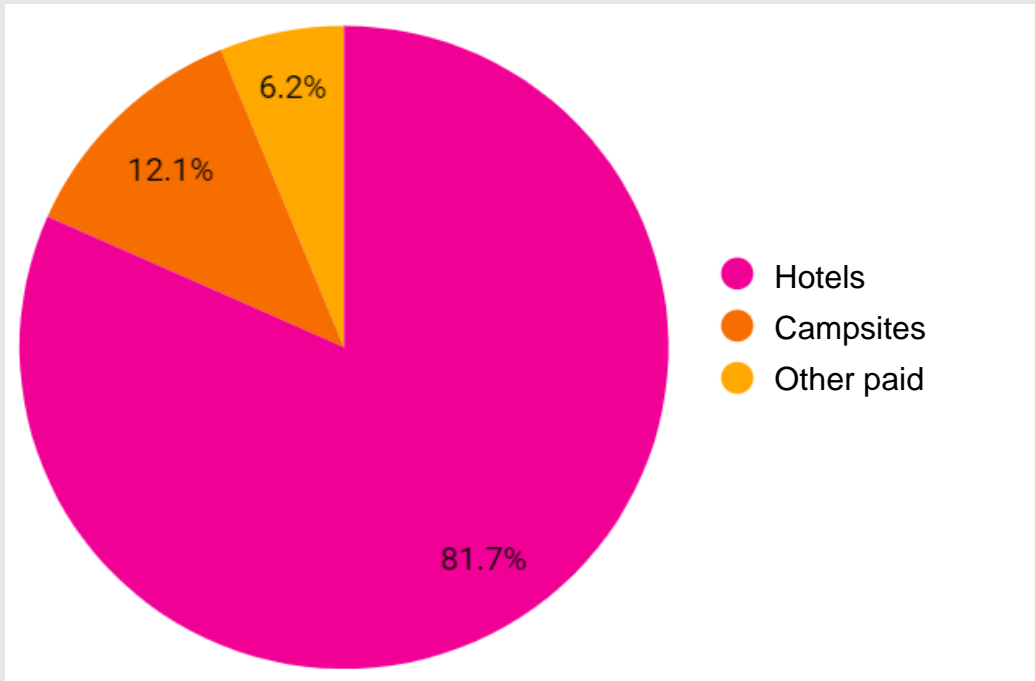
+0.52 days (vs. 2020)
-0.06 days (vs. 2019)

Nights & arrivals in paid accommodation

Type of accommodation, 2021

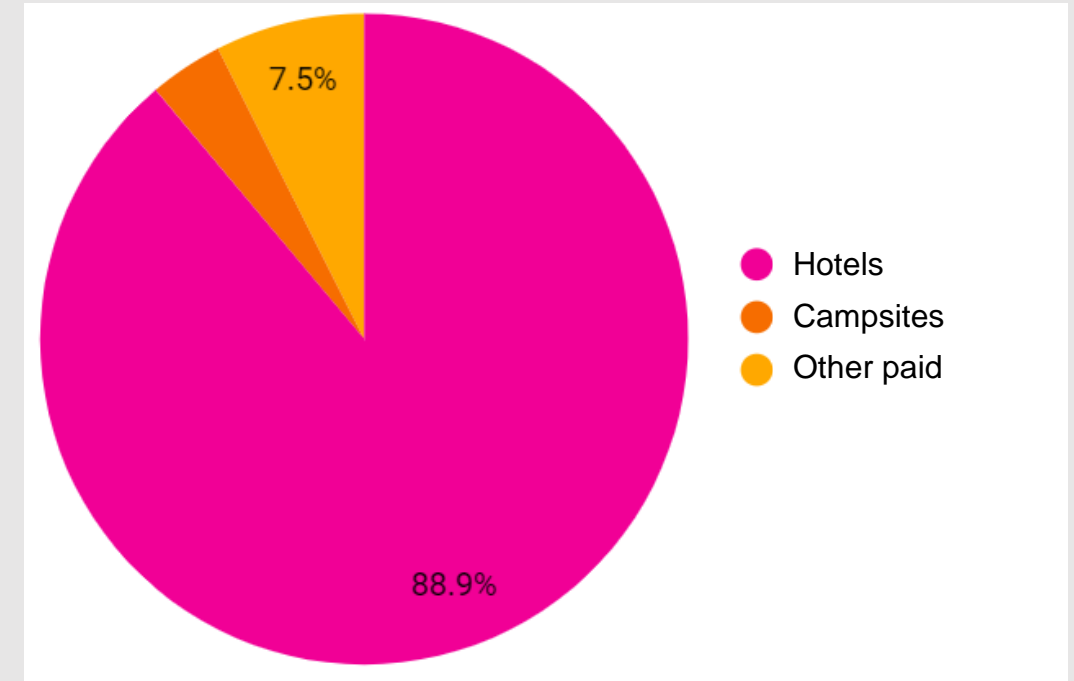


**Nights,
paid accommodation**



Hotels	14.362	-24% (vs. 2019)
Campsites	2.131	+13% (vs. 2019)
Other paid	1.090	-45% (vs. 2019)

**Arrivals,
paid accommodation**



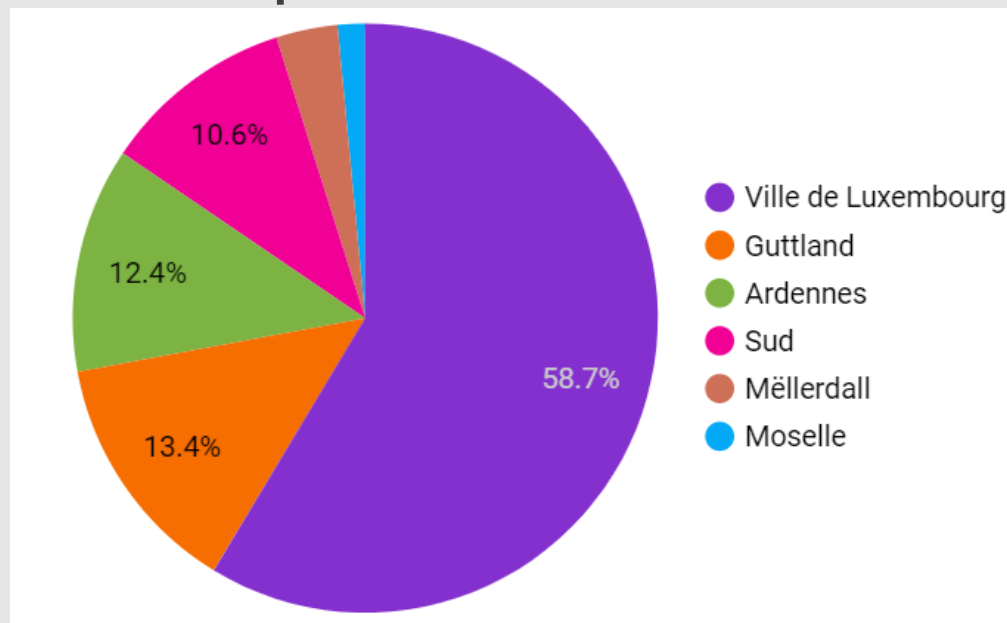
Hotels	6.178	-20% (vs. 2019)
Campsites	255	-14% (vs. 2019)
Other paid	518	-35% (vs. 2019)

Nights & arrivals in paid accommodation

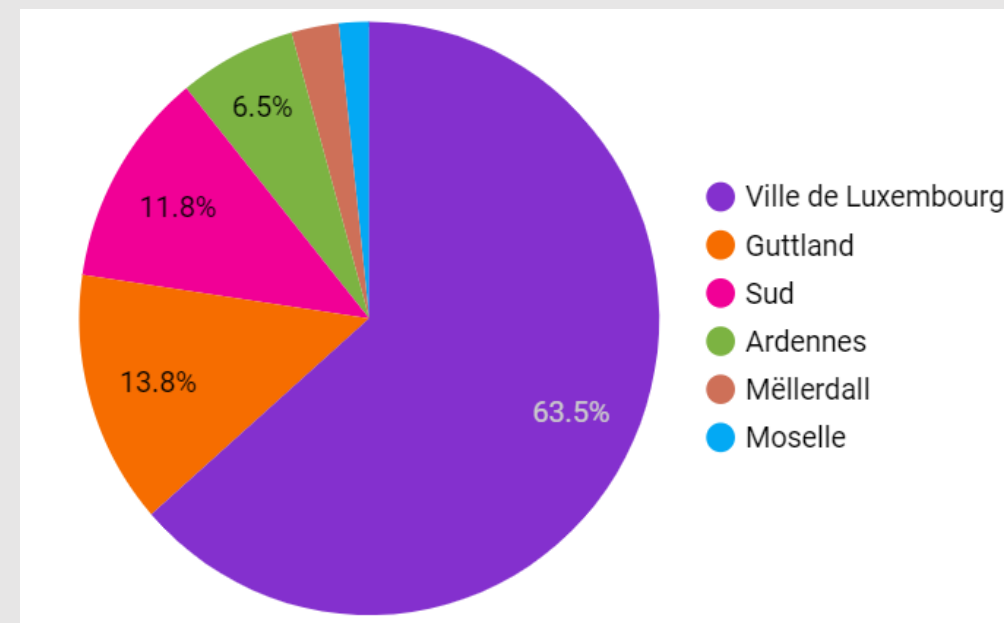
Regions, 2021



**Nights,
paid accommodation**



**Arrivals,
paid accommodation**



Ville de Luxembourg	10.315	-29% (vs. 2019)
Guttland	2.360	-29% (vs. 2019)
Ardennes	2.175	+58% (vs. 2019)
Sud	1.869	-22% (vs. 2019)
Mëllerdall	597	-24% (vs. 2019)
Moselle	267	-41% (vs. 2019)

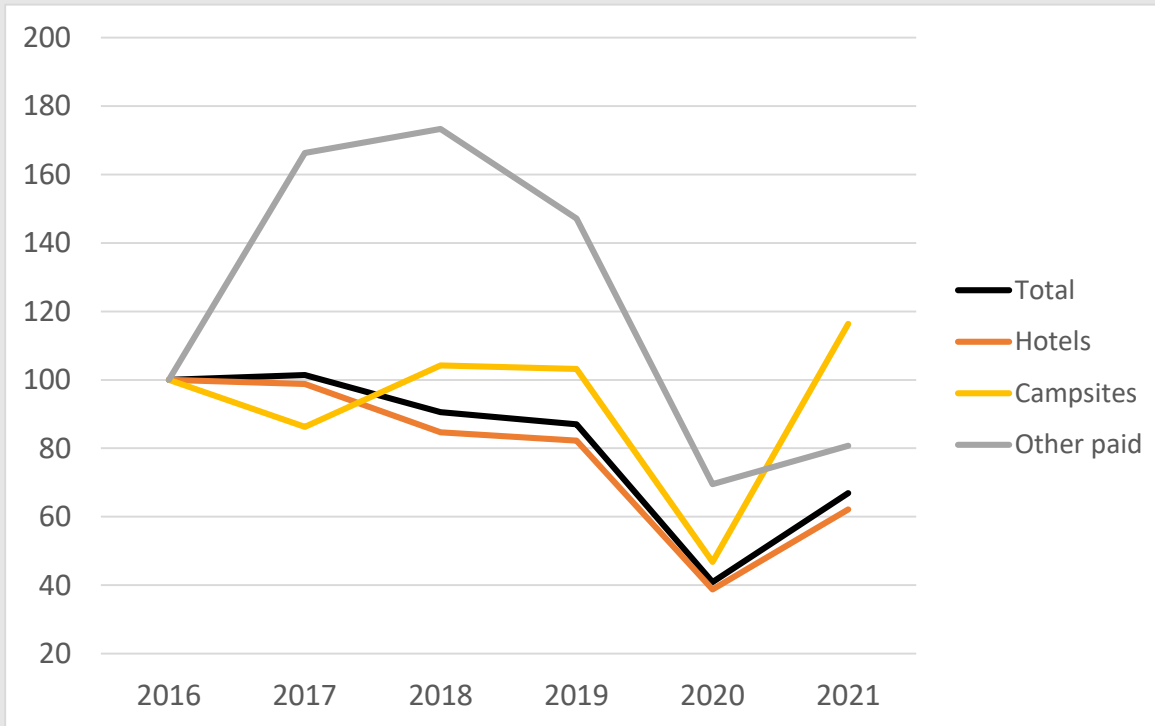
Ville de Luxembourg	4.416	-21% (vs. 2019)
Guttland	961	-36% (vs. 2019)
Sud	819	-22% (vs. 2019)
Ardennes	454	+42% (vs. 2019)
Mëllerdall	184	-25% (vs. 2019)
Moselle	117	-18% (vs. 2019)

Nights in paid accommodation

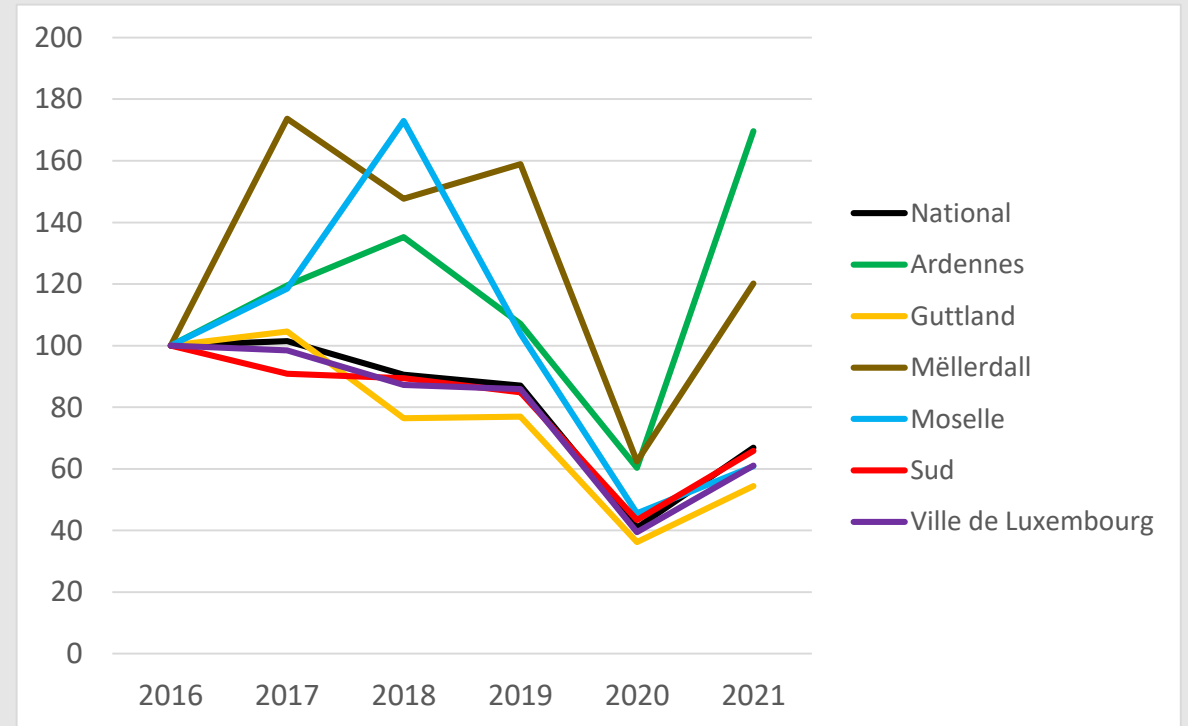
Total, Type of accommodation & Regions : Trends 2016-2021



2016 = Index 100



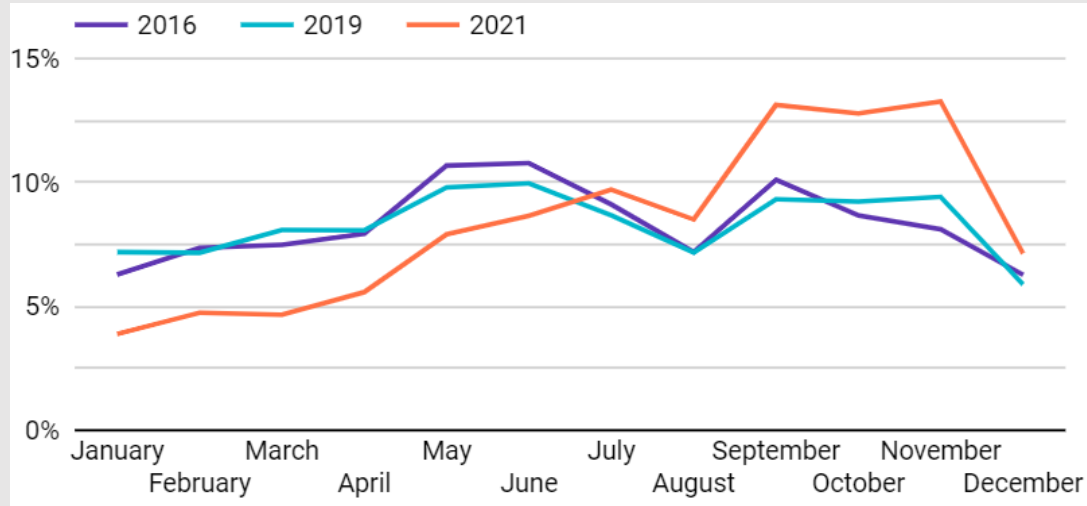
2016 = Index 100



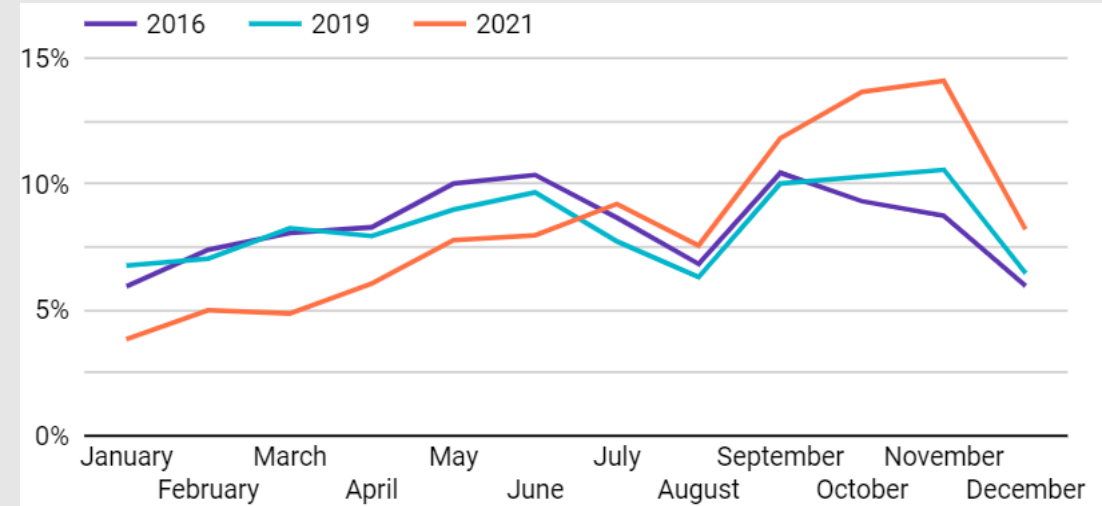
Nights in paid accommodation Seasonality



Grand Duchy of Luxembourg, all paid accommodation



Grand Duchy of Luxembourg, hotels



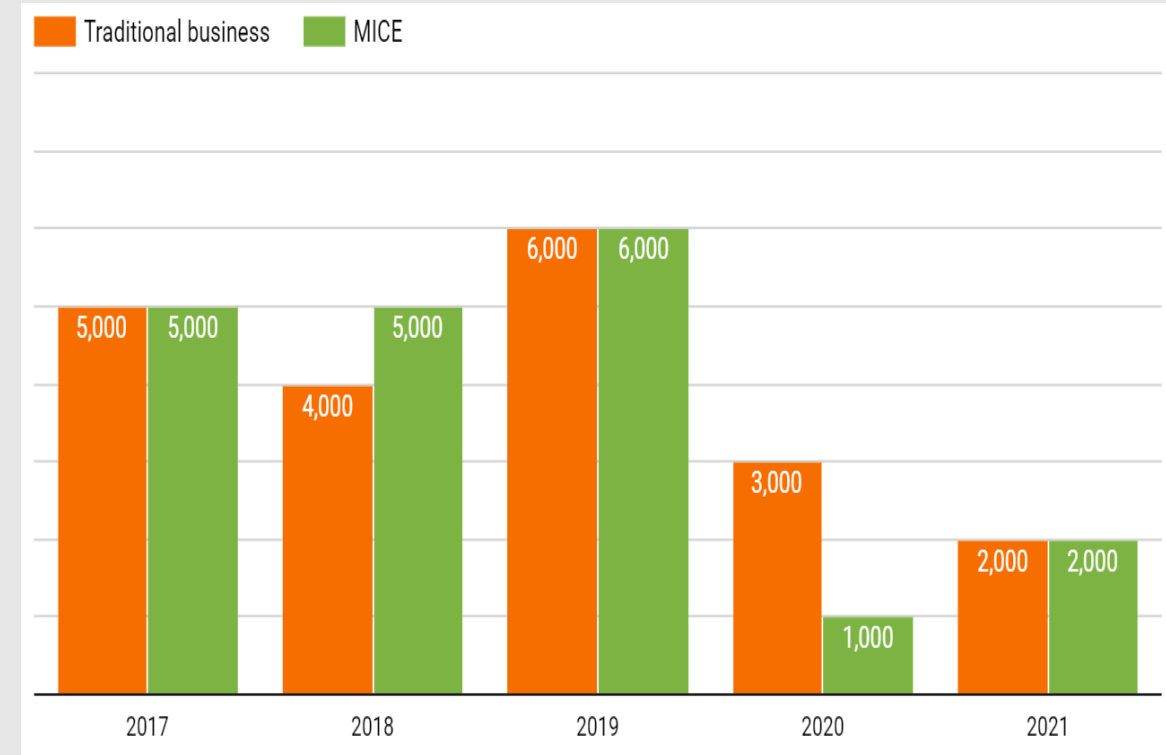
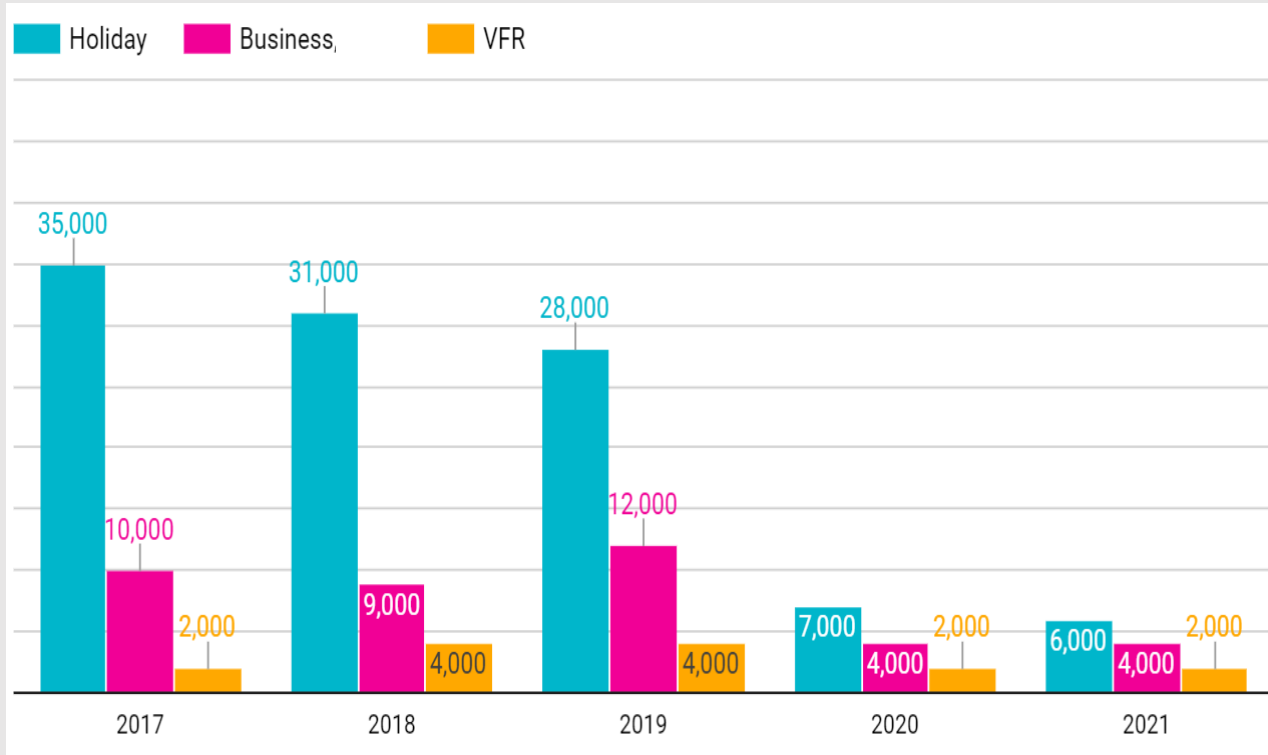


Characteristics of Polish inbound trips to Luxembourg

Polish trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2017-2021

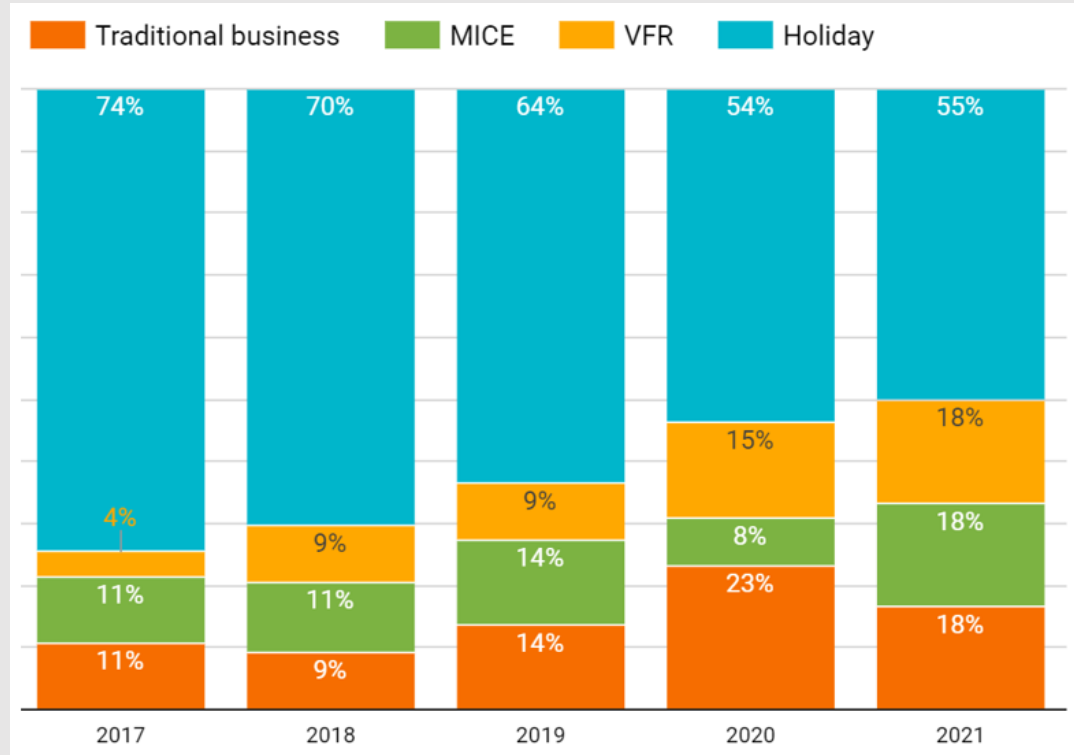


Polish trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2017-2021

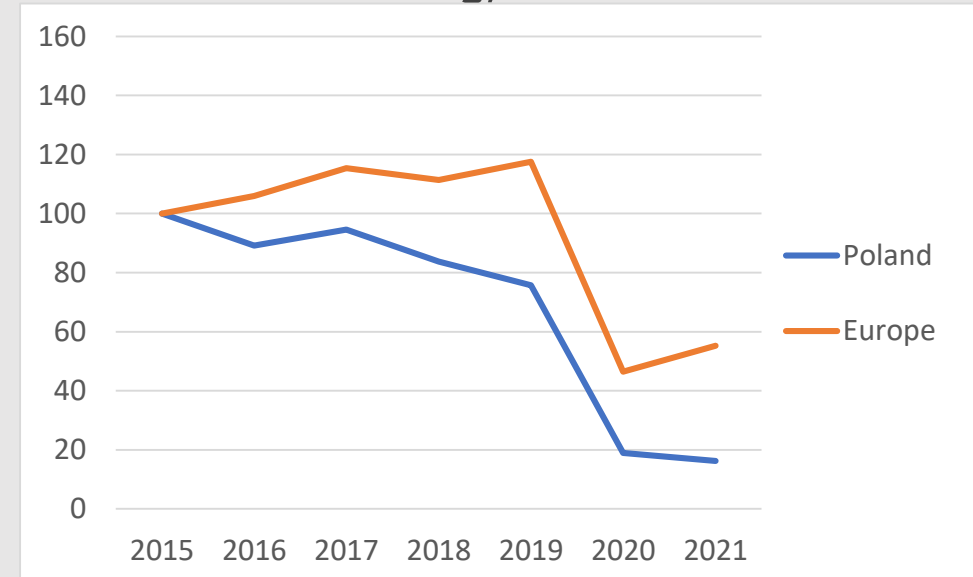
Polish trips to Luxembourg, 2017-2021



Purpose of trip, 2021

	Poland to Luxembourg	Europe to Luxembourg
Holiday	55%	61%
VFR	18%	17%
MICE	18%	13%
Traditional Business	18%	9%

Polish & European holiday trips to Luxembourg, 2015 = index 100



Polish same-day trips to Luxembourg

2021



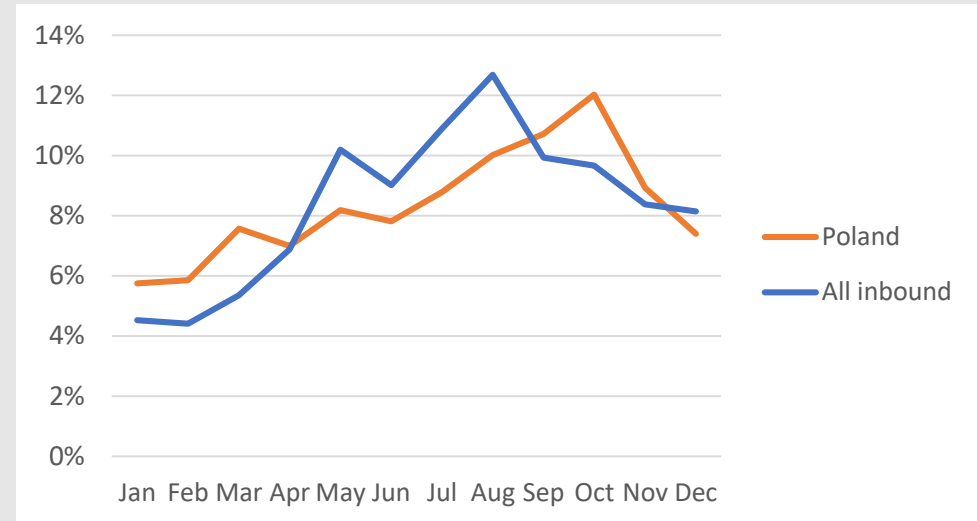
Number of Polish same-day trips to Luxembourg

11.000
(1%
of inbound
same-day trips
to
Luxembourg)

Average length of same-day trips

5,8 h
(National
5,8h)

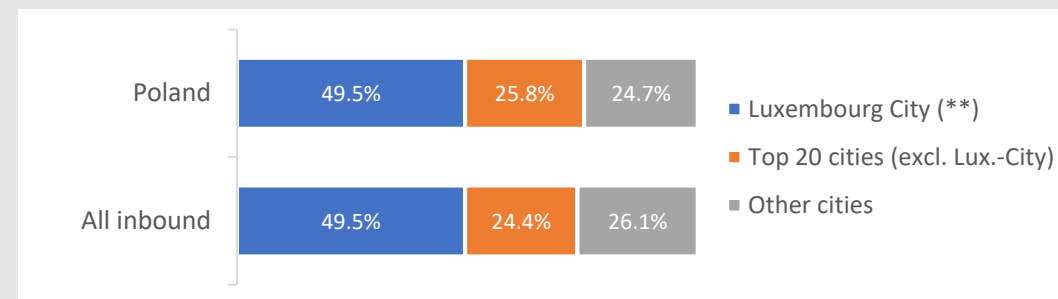
Seasonality of same-day trips, % monthly share



Cities visited in Luxembourg



Top cities visited during Polish overnight and same-day trips (*), 2021



Source: Mobile phone data (Editus/LFT).

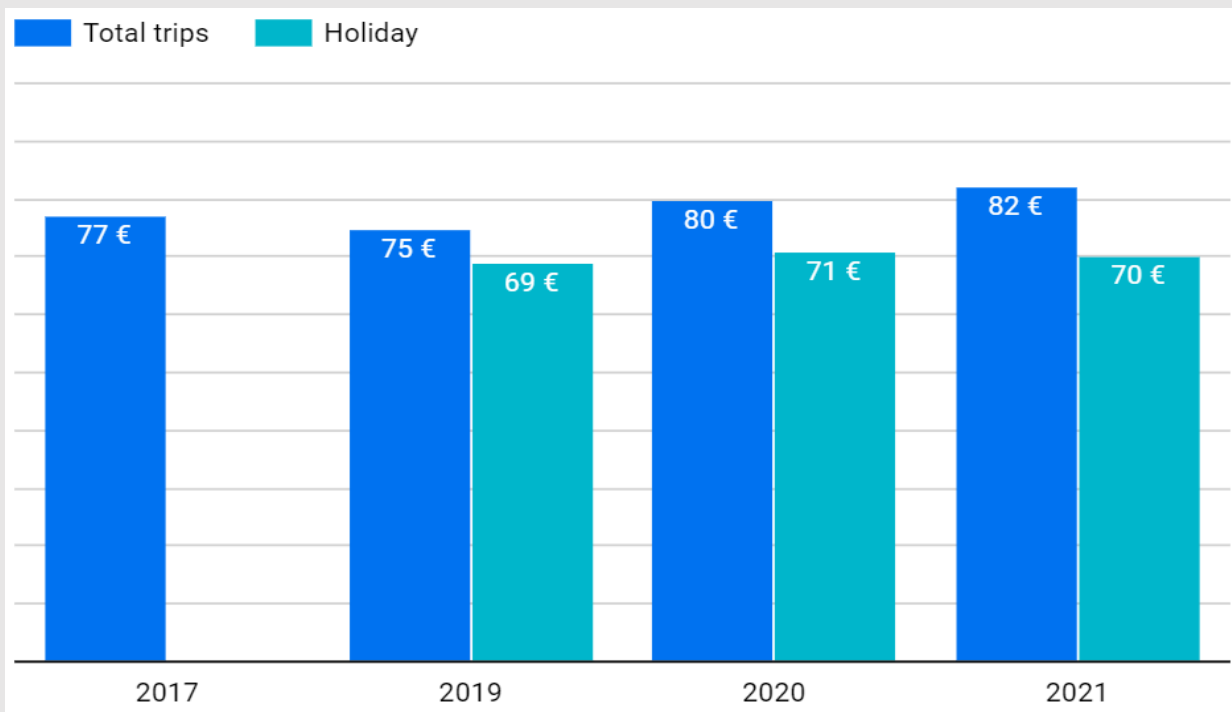
(*) Overnight trips : includes city where night is spent. Includes all cities with at least 1 h of visit. (**) Urban area (= incl. Niederanven, Walferdange, Hesperange, Sandweiler, Leudelange, Mamer, Strassen, Bertrange).

Expenditure



Inbound trips to Luxembourg with overnight (all accommodation)

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



N.b. : 2017 data only available for all trips, and not for holiday trips.

2021

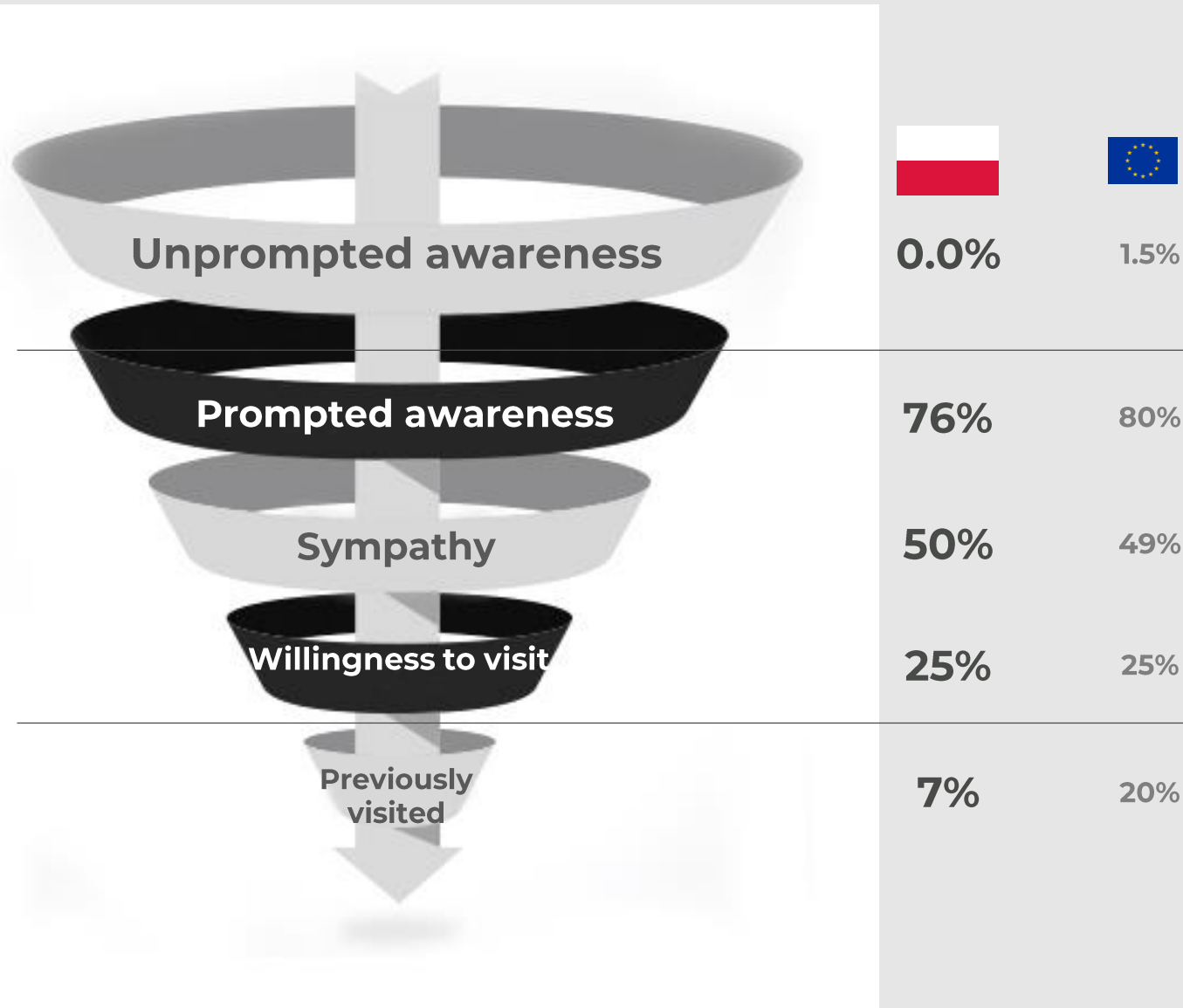
	Poland to Luxembourg	Europe to Luxembourg
Spend/day/pers. on all trips	82 €	104 €
Spend/day/pers. on holiday trips	70 €	97 €



Target segments, Brand & Growth Potential

Brand Funnel 2021

Assessing Luxembourg's brand strength as a destination



Total future visitor potential from Poland (*)

7.2 million

Highest future travel intent from Poland (**)

1. Perfection Seekers
2. Nature-Loving Actives
3. Leisure Oriented

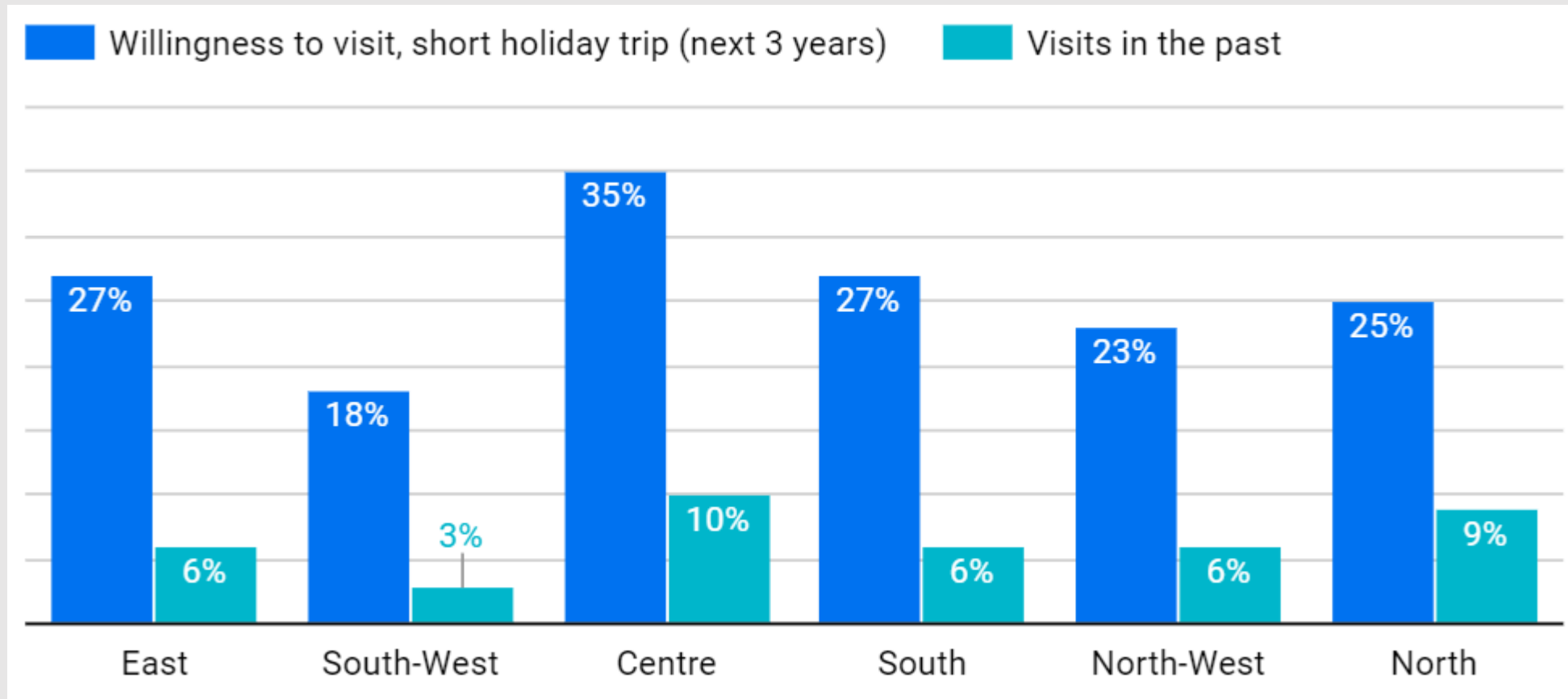
Source: Destination Brand/Inspektour.

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

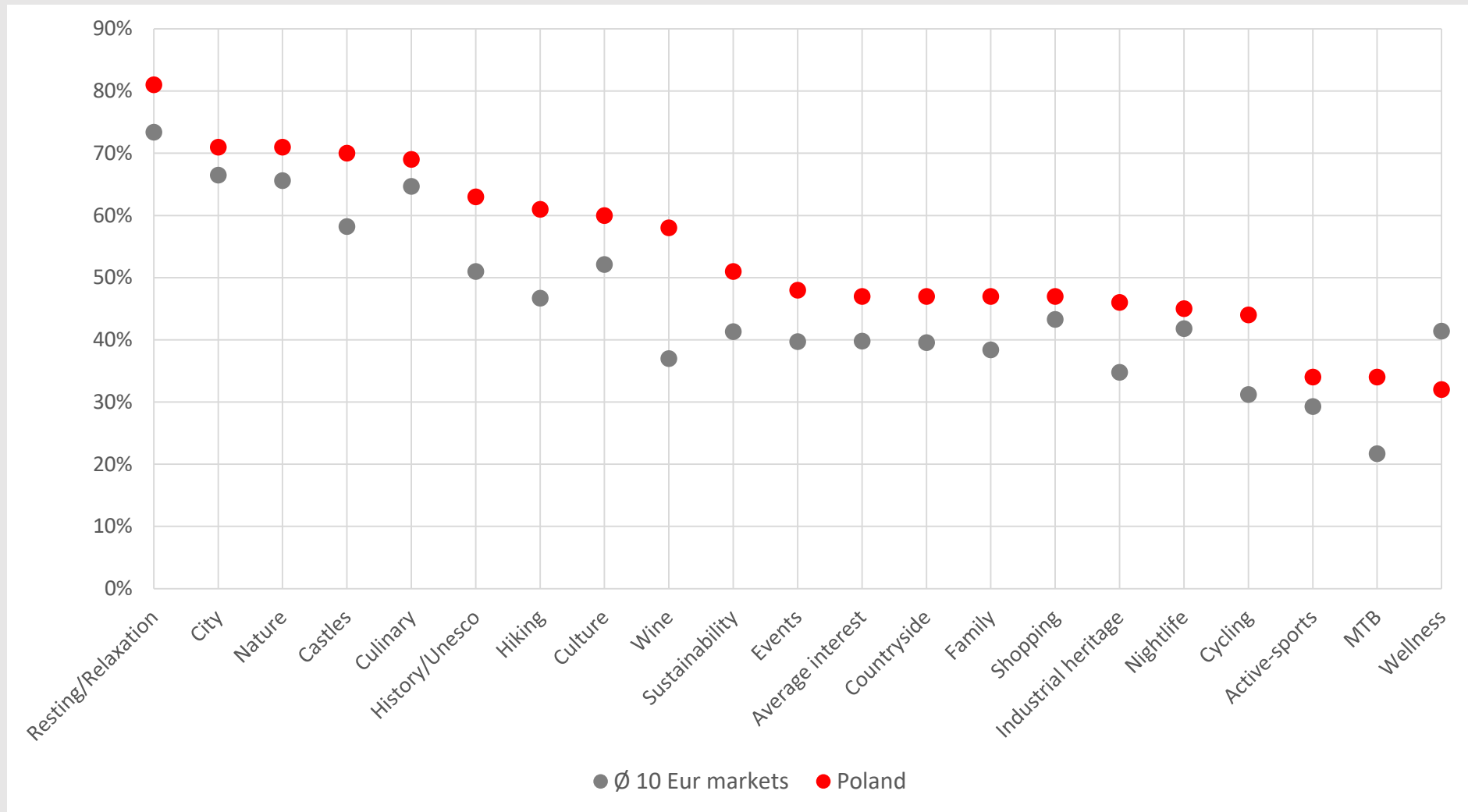
(**) Based on relative shares of travel intent for next 3 years.

Regional origin 2021

Past visitors and future potential



General theme interest (*)

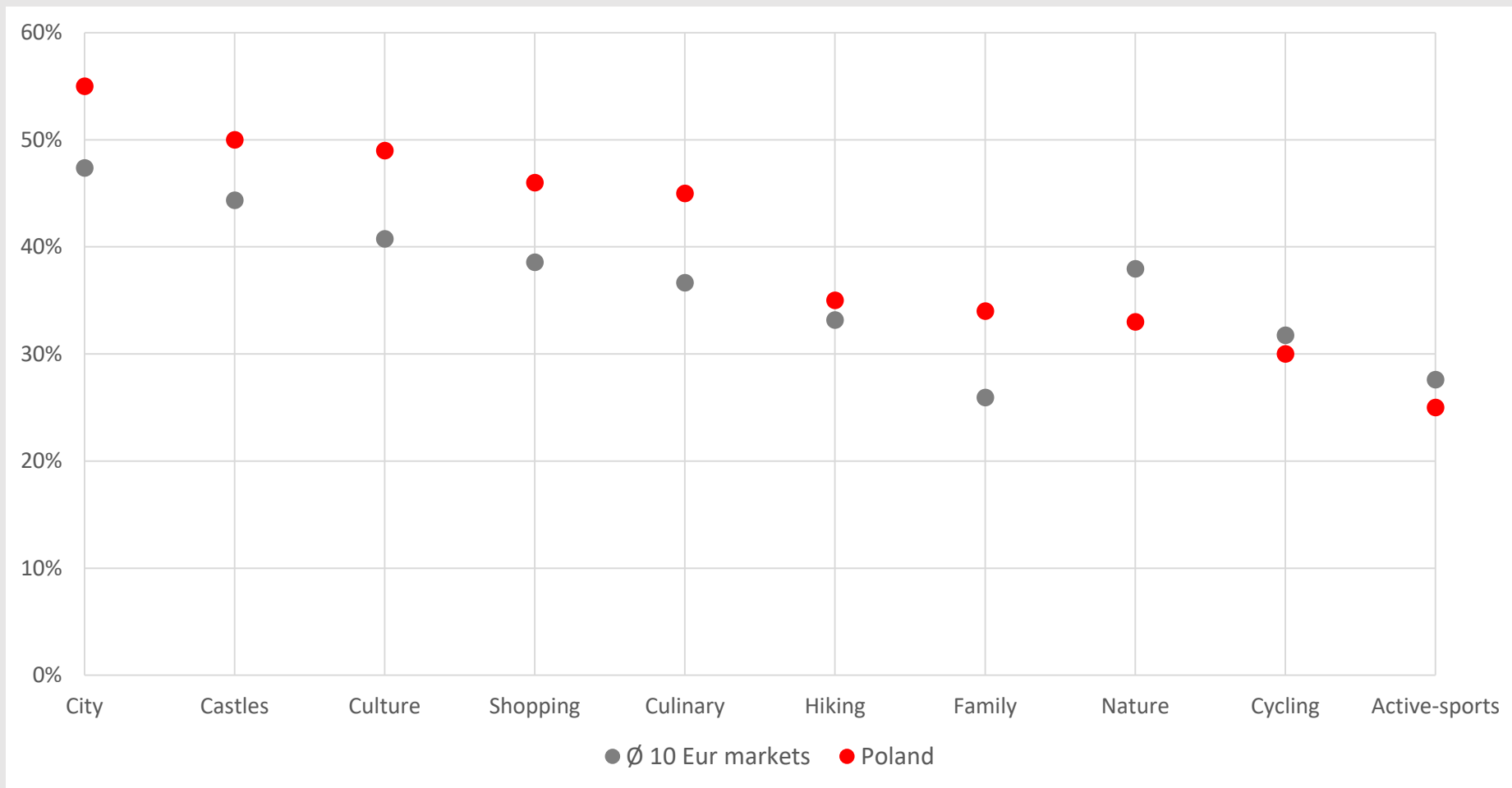


(*) Interest in themes with regard to holiday trips with overnight (regardless of specific destinations)

Ø 10 Eur markets : cumulated average values for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL.

Source: Destination Brand/Inspektour.

Luxembourg's Theme Competence (*)



Growth potential for themes (**)

- Culinary & Wine
- Castles
- Nature
- Hiking & Cycling






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

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

Ø 10 Eur markets : cumulated average values for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL.

LFT Target Segments



		2021	+/- %pt. vs. 2020
Explorers		12%	=
Nature-Loving Actives		20%	+2
Relaxation Seekers		13%	-1
Perfection Seekers		34%	-1
Leisure-Oriented		21%	=



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