Luxembourg for Tourism

Market profile
UNITED KINGDOM & IRELAND
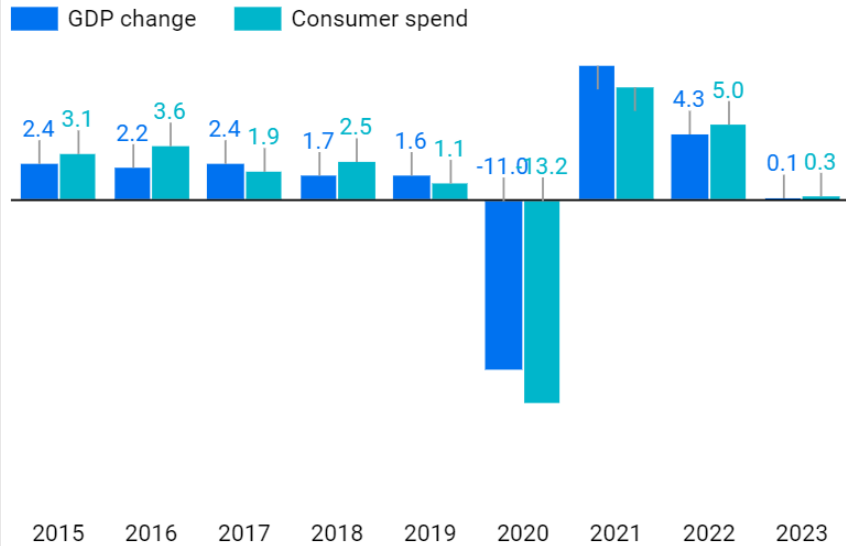### 2023

Economic indicators & General Travel Demand

Economic indicators - General travel demand
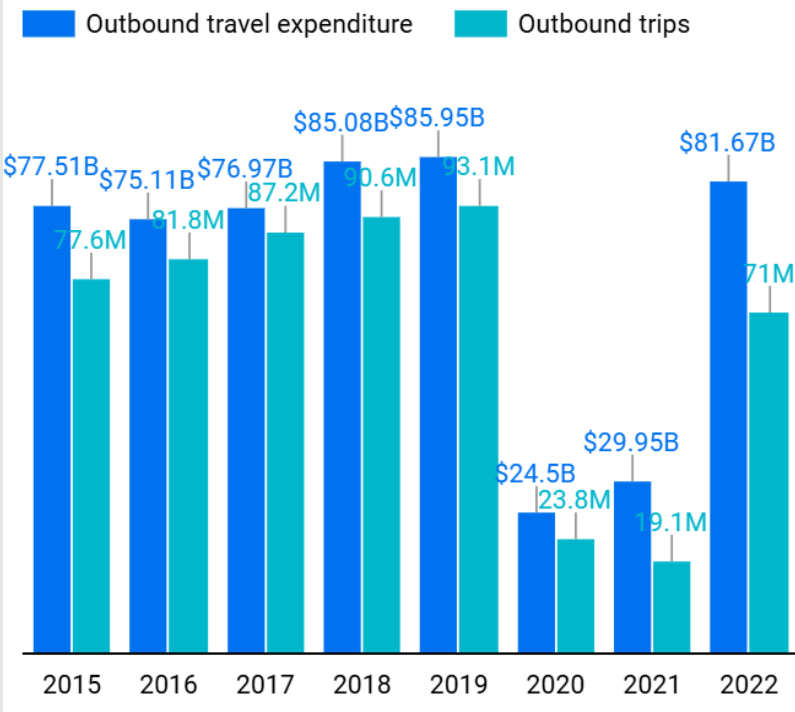
Economy & population

GDP ($) per capita	Unemployment (%)	Population (mn)	Inflation (%)
49,099	**4.0**	**68.1**	**7.3**

GDP and Consumer spending, % annual change

Legend: GDP change, Consumer spend

Year	GDP change	Consumer spend
2015	2.4	3.1
2016	2.2	3.6
2017	2.4	1.9
2018	1.7	2.5
2019	1.6	1.1
2020	-11.0	-13.2
2021		
2022	4.3	5.0
2023	0.1	0.3

Outbound trips and travel expenditure

Legend: Outbound travel expenditure, Outbound trips

Year	Outbound travel expenditure	Outbound trips
2015	$77.51B	77.6M
2016	$75.11B	81.8M
2017	$76.97B	87.2M
2018	$85.08B	90.6M
2019	$85.95B	93.1M
2020	$24.5B	23.8M
2021	$29.95B	19.1M
2022	$81.67B	71M

**Average spend
per outbound trip (2022)
1.151 $**

**Outbound travel intensity
1.05 trips
per inhabitant (2022)**

Share of outbound travel, % all trips

Year	%
2015	38.4%
2016	40.6%
2017	42.0%
2018	43.3%
2019	43.1%
2020	
2021	
2022	40.7%

Economic indicators - General travel demand

Economy & population

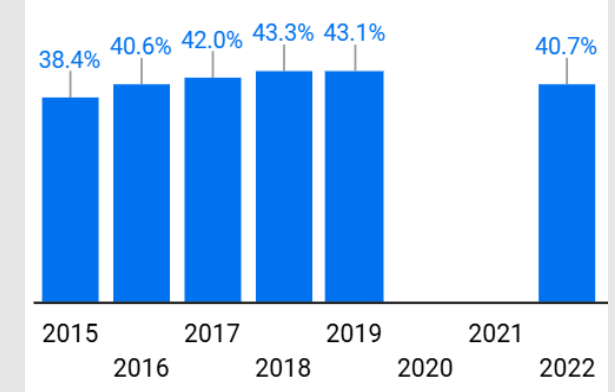| GDP ($) per capita	Unemployment (%)	Population (mn)	Inflation (%)
104,272	4.3	5.2	5.2

GDP and Consumer spending, % annual change

- GDP change
- Consumer spend

Year	GDP change	Consumer spend
2015	24.4	3.1
2016	2.0	4.6
2017	9.0	2.3
2018	8.5	3.7
2019	5.4	2.7
2020	6.2	10.5
2021	15.1	8.7
2022	9.4	10.9
2023	-3.2	4.3

Outbound trips and travel expenditure

- Outbound travel expenditure
- Outbound trips

Year	Outbound travel expenditure	Outbound trips
2015	$5.17B	6M
2016	$5.66B	6.5M
2017	$5.99B	7M
2018	$6.44B	7.3M
2019	$7.24B	8M
2020	$1.75B	2M
2021	$1.57B	2M
2022	$7.02B	7.5M

**Average spend
per outbound trip (2019)
904 $**

Share of outbound travel, % all trips

Year	Share
2015	46.3%
2016	47.1%
2017	48.0%
2018	46.1%
2019	46.8%
2020	25.1%
2021	31.1%
2022	41.5%

Average length of stay, nights, all outbound trips

Year	Nights
2015	7.3
2016	7.3
2017	6.9
2018	6.8
2019	6.9
2020	6.4
2021	6.9
2022	6.7

**Share of short trips (1-3 nights),
% all outbound trips (2022)
36.7%**
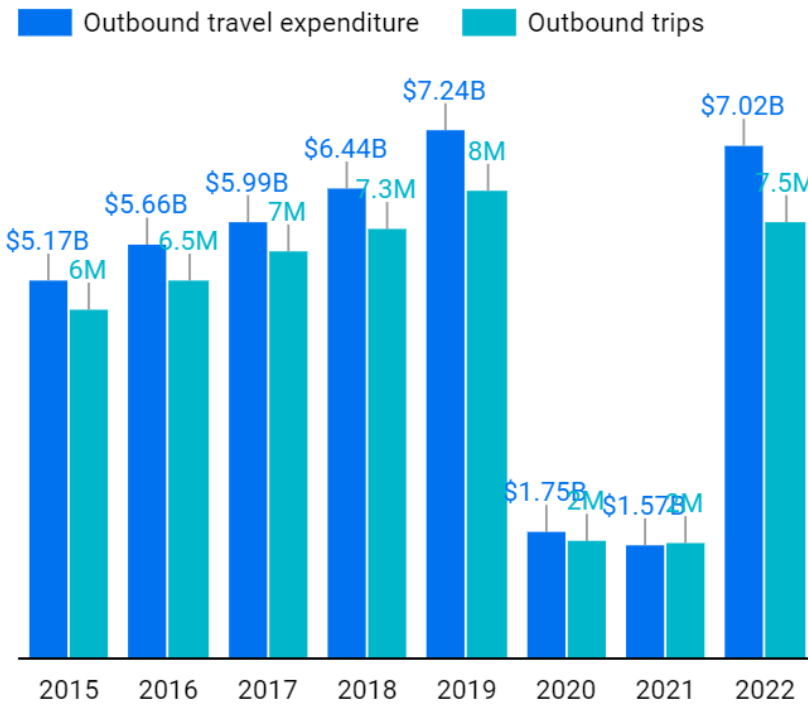
**Outbound travel intensity
1.62 trips
per inhabitant (2019)**
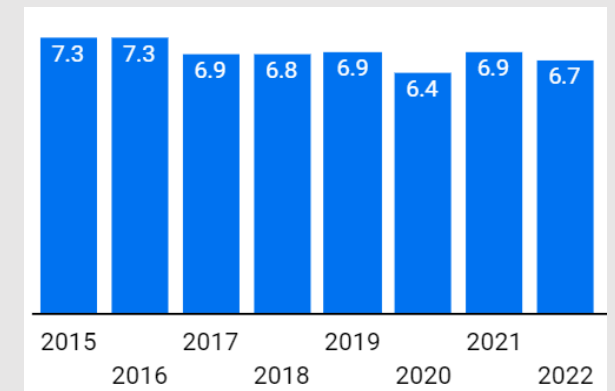
**Share of leisure,
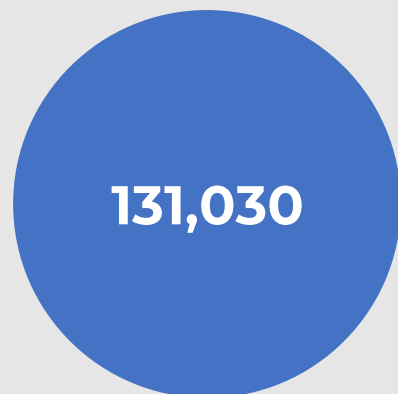% all outbound trips (2022)
93.4%**

Arrivals & nights in paid accommodation in Luxembourg

Nights, arrivals & length of stay in paid accommodation
2023

Nights, paid accommodation, 2023

131,030

+42% (vs. 2022)
+1% (vs. 2019)

Arrivals, paid accommodation, 2023

70,275

+50% (vs. 2022)
+8% (vs. 2019)

Average length of stay, paid accommodation, 2023

1.86 days

-0.11 days (vs. 2022)
-0.13 days (vs. 2019)
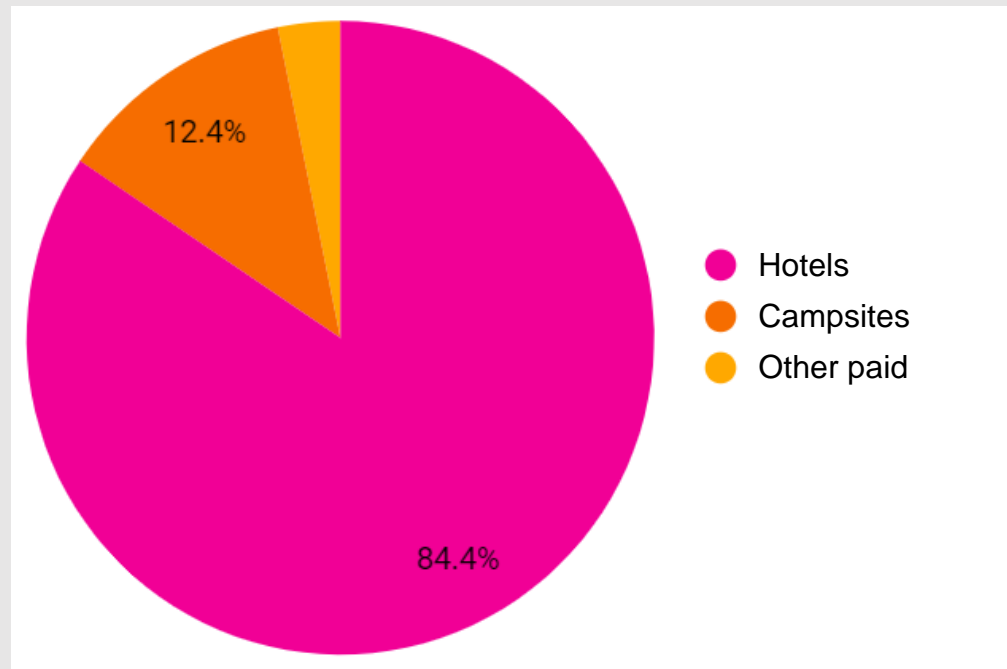
Nights & arrivals in paid accommodation
Type of accommodation, 2023

Nights, paid accommodation, 2023

Hotels 78.9%
Campsites 17.5%
Other paid
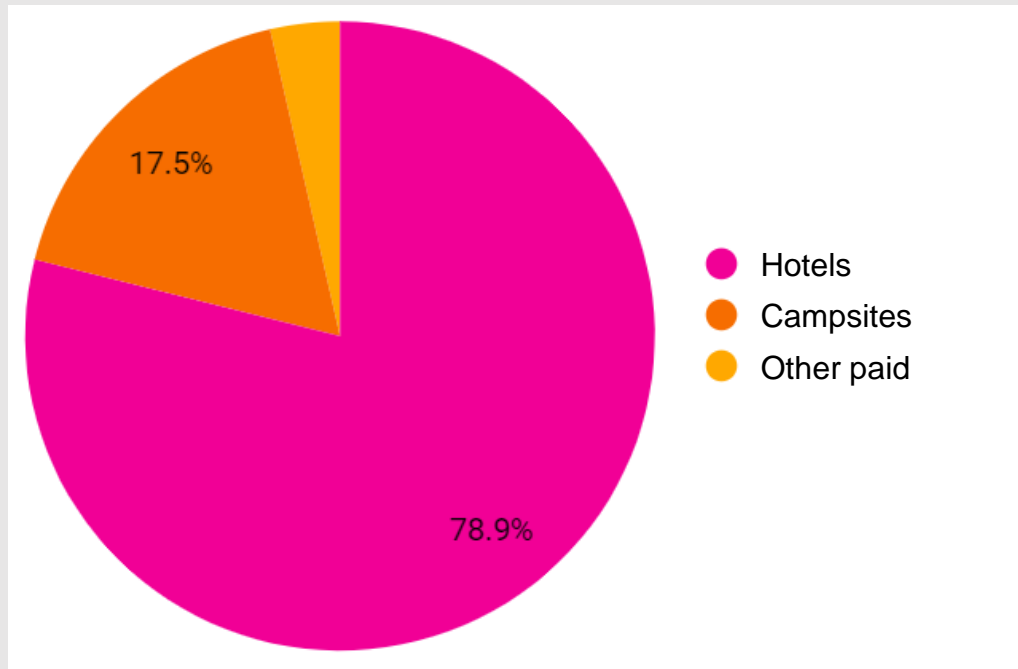
Hotels	103.394	+37% (vs. 2022)	-5% (vs. 2019)
Campsites	22.956	+68% (vs. 2022)	+78% (vs. 2019)
Other paid accomm.	4.680	+53% (vs. 2022)	-43% (vs. 2019)

Arrivals, paid accommodation, 2023

Hotels 84.4%
Campsites 12.4%
Other paid

Hotels	59.328	+47% (vs. 2022)	+3% (vs. 2019)
Campsites	8.697	+81% (vs. 2022)	+71% (vs. 2019)
Other paid accomm.	2.250	+35% (vs. 2022)	-14% (vs. 2019)

Nights & arrivals in paid accommodation
Regions, 2023

Nights, paid accommodation, 2023

- Luxemb.-City (excl. camping) — 56.1%
- Guttland (excl. camping) — 12.6%
- South — 9%
- MPSL — 7.7%
- Eislek — 7%
- Guttland + Luxembourg-City (camping) — 5.4%
- Moselle

Arrivals, paid accommodation, 2023

- Luxemb.-City (excl. camping) — 59.2%
- Guttland (excl. camping) — 14.1%
- South — 9.5%
- Guttland + Luxembourg-City (camping) — 5.7%
- Eislek — 5.4%
- MPSL
- Moselle
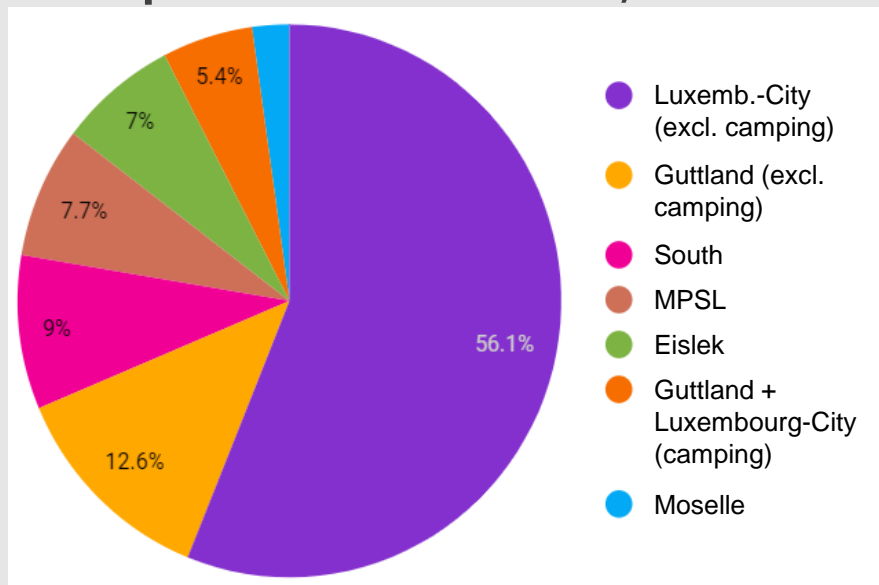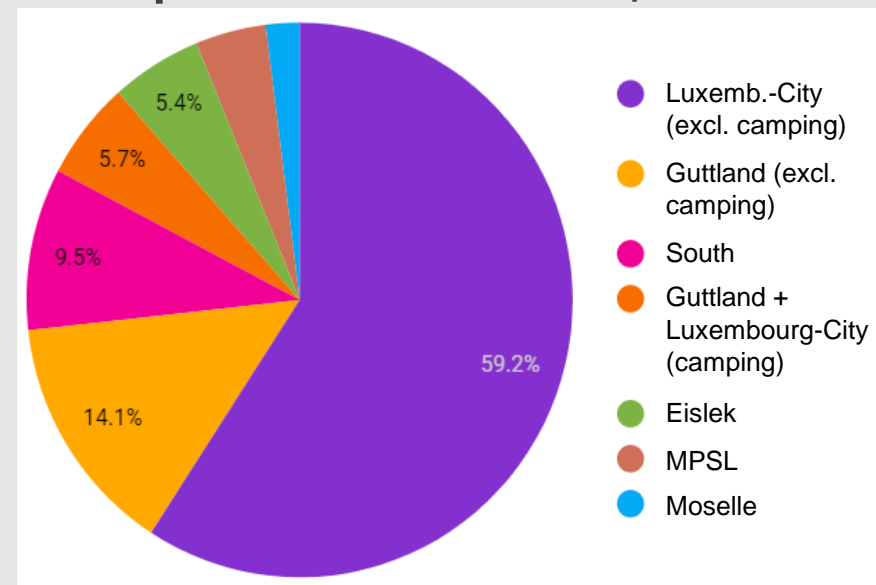
Lux.-City (excl. camping)	**73.511**	+30% (vs. 2022)	-0% (vs. 2019)
Guttland (excl. camping)	**16.451**	+46% (vs. 2022)	-10% (vs. 2019)
South	**11.794**	+91% (vs. 2022)	+48% (vs. 2019)
MPSL	**10.083**	+76% (vs. 2022)	+44% (vs. 2019)
Eislek	**9.231**	+29% (vs. 2022)	-43% (vs. 2019)
Guttland/Lux.-City (camping)	**7.066**	+119% (vs. 2022)	+185% (vs. 2019)
Moselle	**2.894**	+31% (vs. 2022)	-19% (vs. 2019)

Lux.-City (excl. camping)	**41.581**	+37% (vs. 2022)	+5% (vs. 2019)
Guttland (excl. camping)	**9.898**	+59% (vs. 2022)	+12% (vs. 2019)
South	**6.645**	+110% (vs. 2022)	+37% (vs. 2019)
Guttland/Lux.-City (camping)	**4.026**	+113% (vs. 2022)	+151% (vs. 2019)
Eislek	**3.783**	+54% (vs. 2022)	-35% (vs. 2019)
MPSL	**2.935**	+59% (vs. 2022)	+20% (vs. 2019)
Moselle	**1.407**	+69% (vs. 2022)	-27% (vs. 2019)

Source: Statec

Arrivals in paid accommodation
Trends 2016-2023

All paid accommodation, national (2016 = Index 100)

Hotels, national (2016 = Index 100)

Legend:
- All inbound
- UK
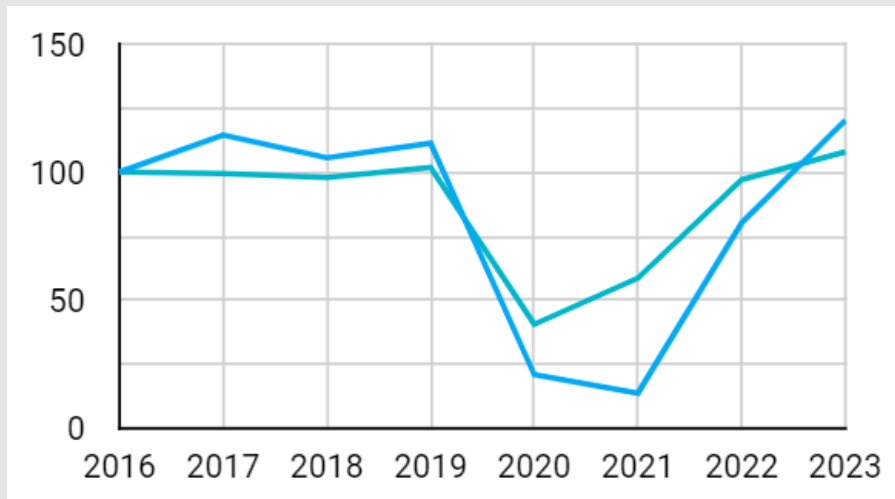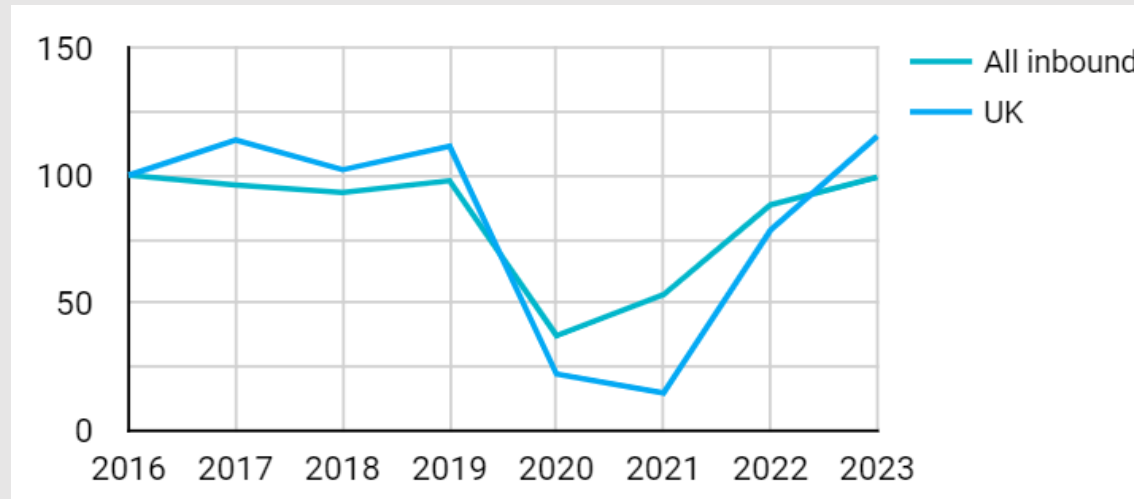
All paid accommodation (*), Luxembourg City (2016 = Index 100)
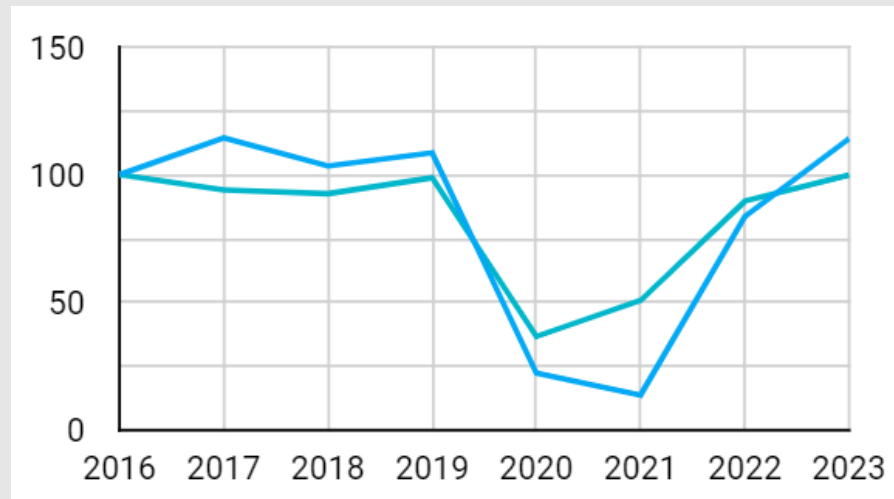
(*) excluding camping.
Source: Statec

Arrivals in paid accommodation
Seasonality

All paid accommodation, 2023
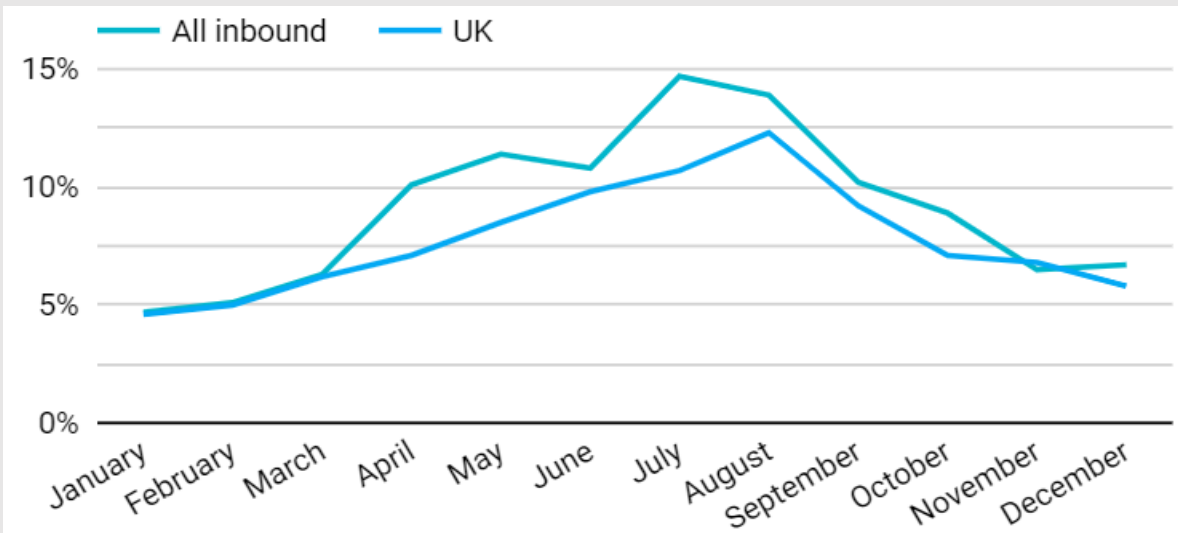
Hotels, 2023
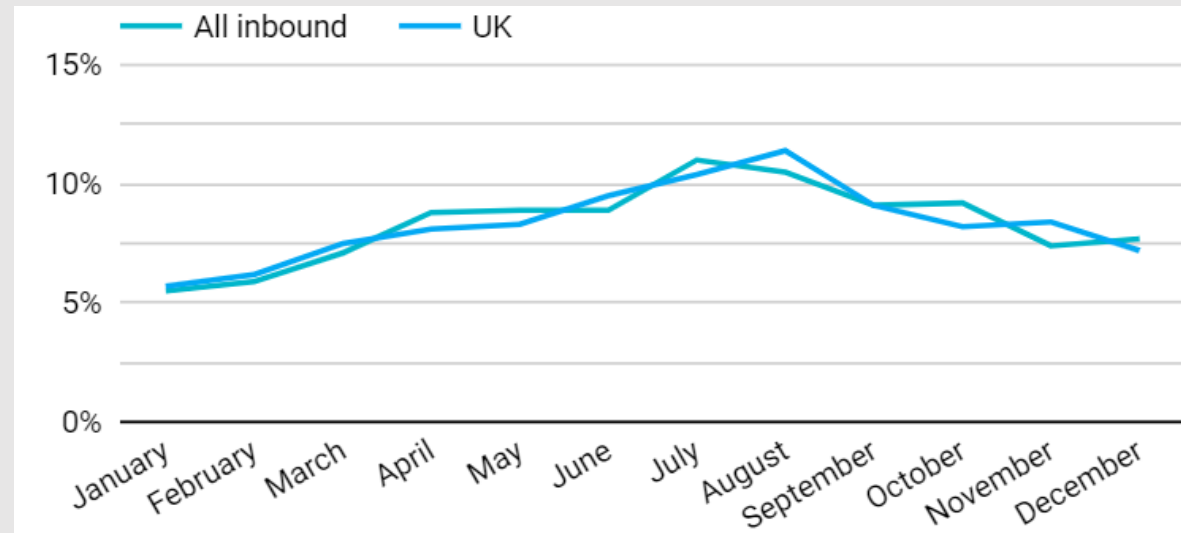
All paid accommodation, arrivals from the UK

Source: Statec

Short-term rentals

Nights, Short-term rentals, 2023

12.369
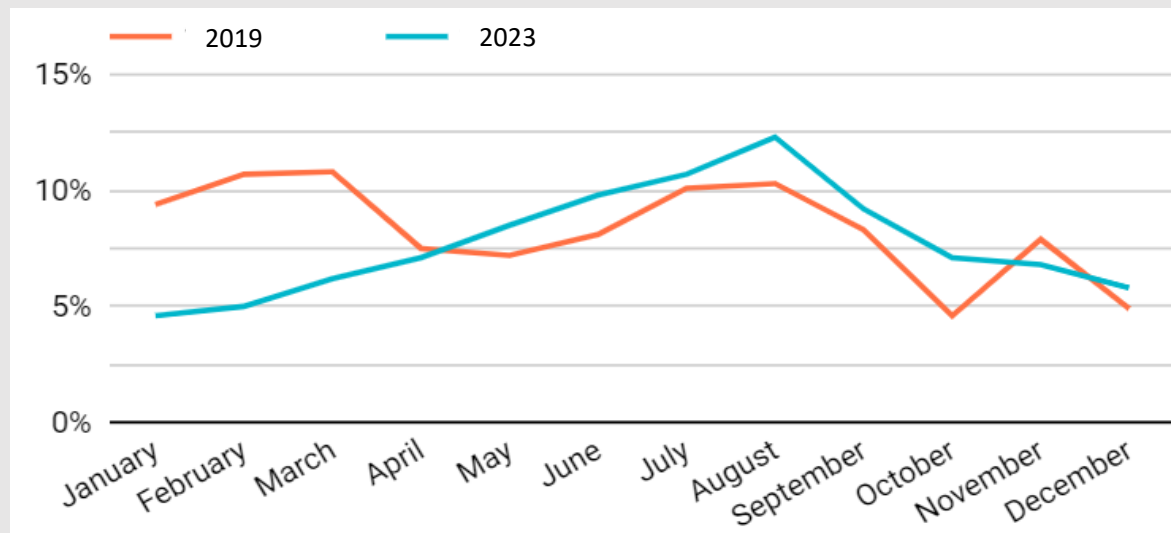
+9% (vs. 2022)
-49% (vs. 2019)

Nights, Short-term rentals, 2018-2023
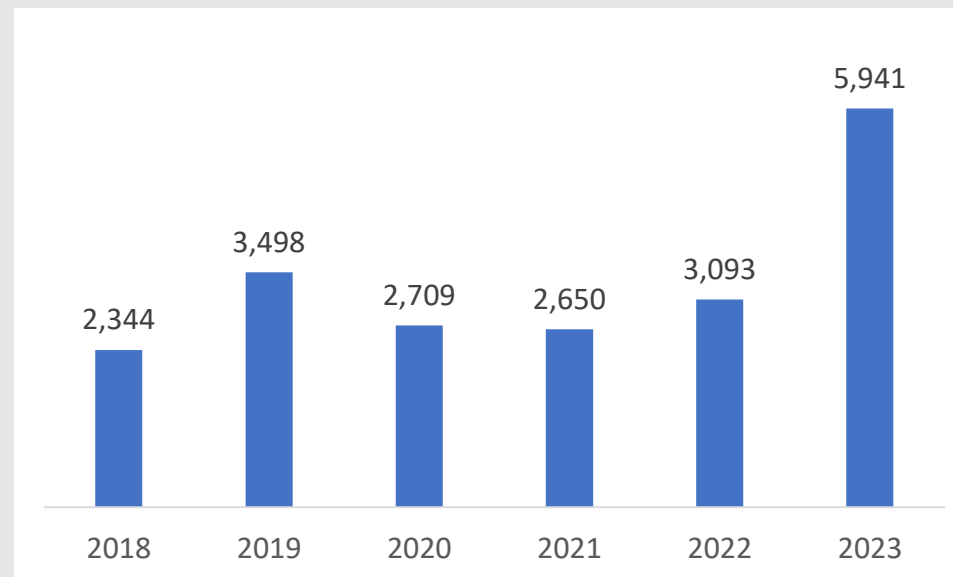
2018	2019	2020	2021	2022	2023
2,344	3,498	2,709	2,650	3,093	5,941

Nights, arrivals & length of stay in paid accommodation
2023

**Nights,
paid accommodation, 2023**

20,494

+30% (vs. 2022)
+45% (vs. 2019)

**Arrivals,
paid accommodation, 2023**

10,039

+37% (vs. 2022)
+48% (vs. 2019)

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

**2.04
days**

-0.12 days (vs. 2022)
-0.06 days (vs. 2019)

Nights & arrivals in paid accommodation
Type of accommodation, 2023

Nights, paid accommodation, 2023

- Hotels
- Campsites
- Other paid

7.9%
86.6%
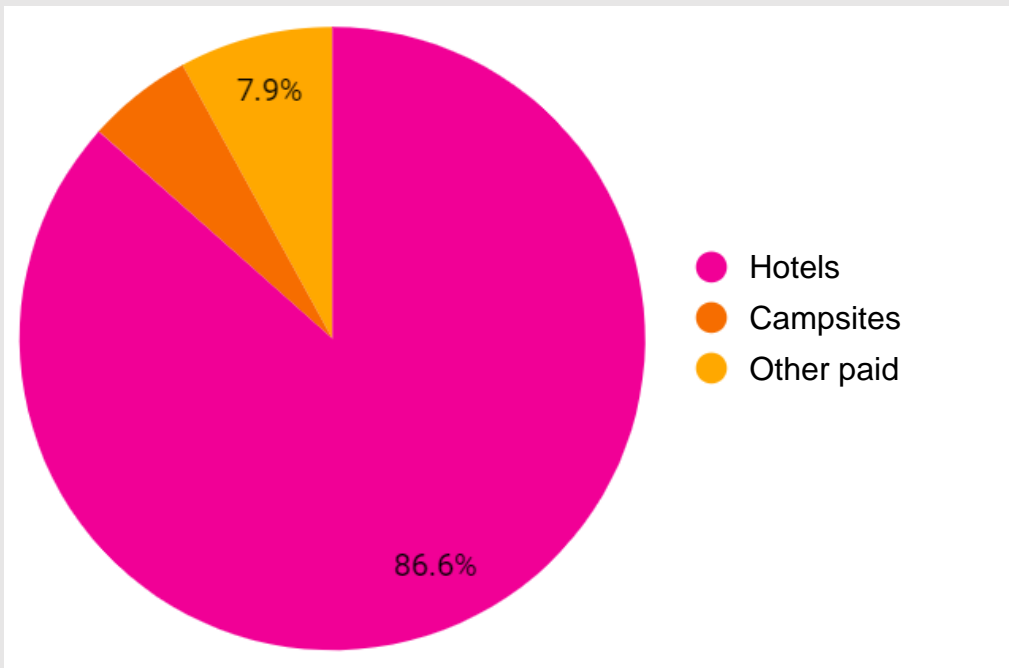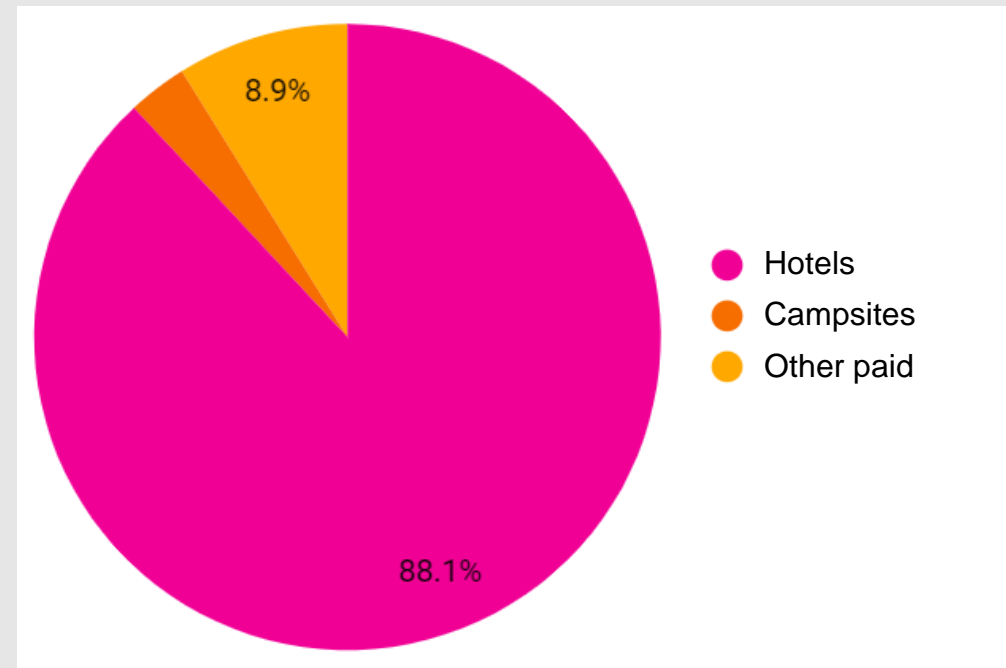
Hotels	17.745	+31% (vs. 2022) +43% (vs. 2019)
Other paid accomm.	1.629	+24% (vs. 2022)+19% (vs. 2019)
Campsites	1.120	+17% (vs. 2022) +196% (vs. 2019)

Arrivals, paid accommodation, 2023

- Hotels
- Campsites
- Other paid

8.9%
88.1%

Hotels	8.841	+37% (vs. 2022)+48% (vs. 2019)
Other paid accomm.	890	+58% (vs. 2022)+39% (vs. 2019)
Campsites	308	-3% (vs. 2022) +100% (vs. 2019)

Nights & arrivals in paid accommodation
Regions, 2023

Nights, paid accommodation, 2023

- Luxemb.-City (excl. camping)
- Guttland (excl. camping)
- South
- MPSL
- Eislek
- Guttland + Luxembourg-City (camping)
- Moselle

Pie chart values: 71.9%, 15%, 4.7%

Arrivals, paid accommodation, 2023

- Luxemb.-City (excl. camping)
- Guttland (excl. camping)
- South
- MPSL
- Eislek
- Moselle
- Guttland + Luxembourg-City (camping)

Pie chart values: 70.7%, 16.9%, 5.8%
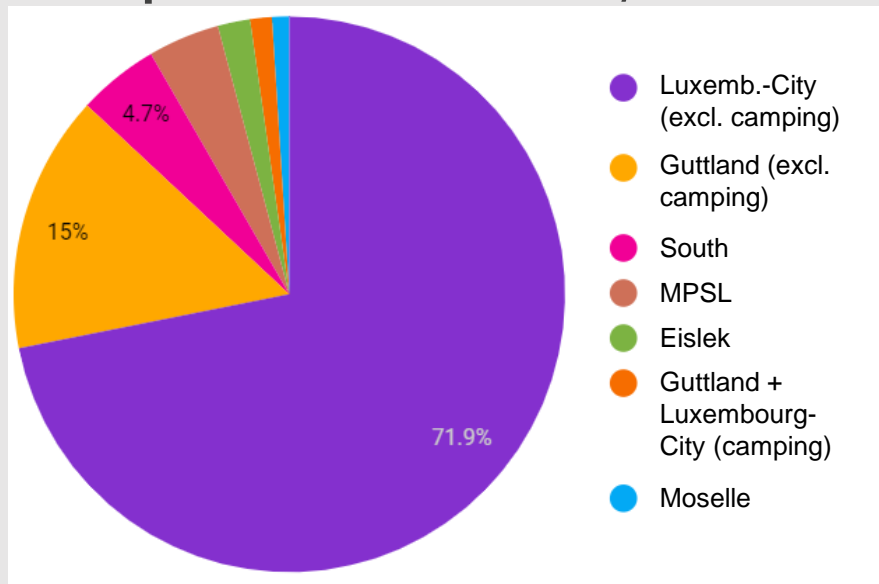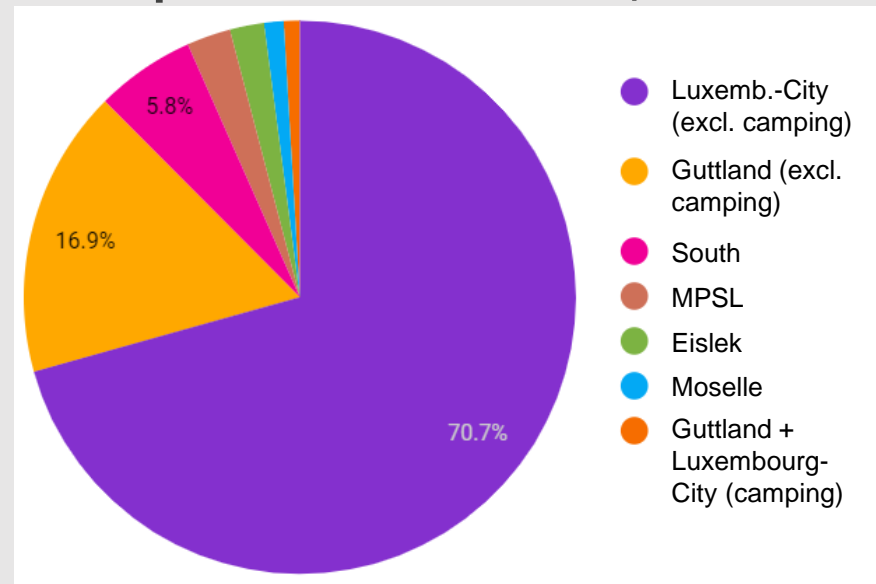
Nights	Value	vs. 2022	vs. 2019
Lux.-City (excl. camping)	14.732	+40% (vs. 2022)	+48% (vs. 2019)
Guttland (excl. camping)	3.076	+20% (vs. 2022)	+30% (vs. 2019)
South	970	-22% (vs. 2022)	+6% (vs. 2019)
MPSL	859	+19% (vs. 2022)	+118% (vs. 2019)
Eislek	389	+66% (vs. 2022)	+43% (vs. 2019)
Guttland/Lux.-City (camping)	261	+3% (vs. 2022)	+193% (vs. 2019)
Moselle	207	-11% (vs. 2022)	+22% (vs. 2019)

Arrivals	Value	vs. 2022	vs. 2019
Lux.-City (excl. camping)	7.093	+41% (vs. 2022)	+48% (vs. 2019)
Guttland (excl. camping)	1.693	+36% (vs. 2022)	+78% (vs. 2019)
South	585	+20% (vs. 2022)	+3% (vs. 2019)
MPSL	258	+21% (vs. 2022)	+80% (vs. 2019)
Eislek	201	+63% (vs. 2022)	+41% (vs. 2019)
Moselle	115	+3% (vs. 2022)	+35% (vs. 2019)
Guttland/Lux.-City (camping)	94	-15% (vs. 2022)	+44% (vs. 2019)

Source: Statec

Arrivals in paid accommodation
Trends 2016-2023

All paid accommodation, national (2016 = Index 100)
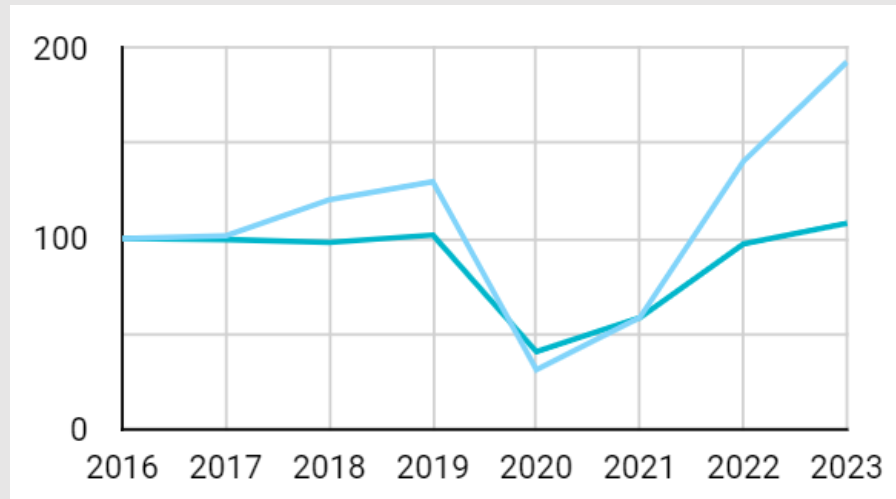
Hotels, national (2016 = Index 100)

All inbound
IE
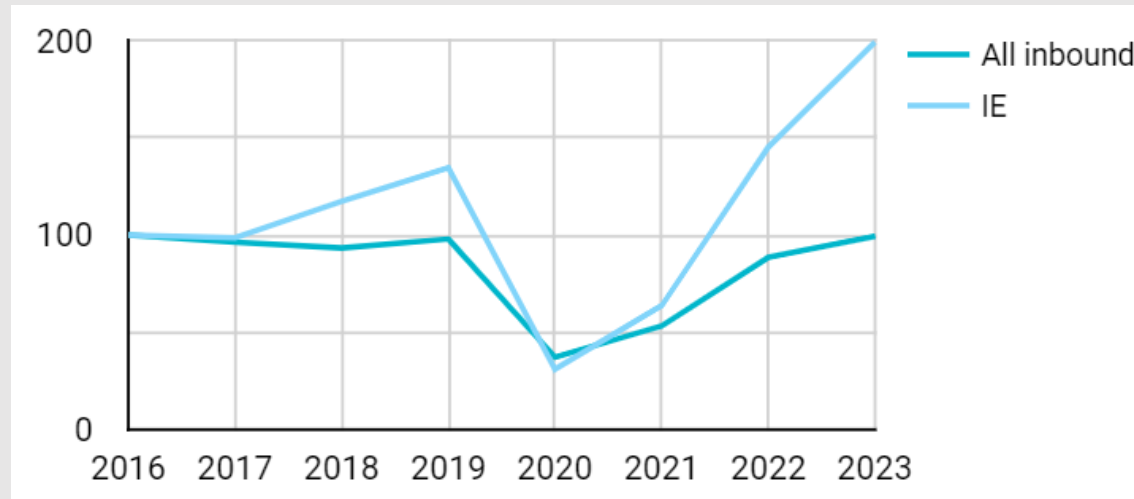
All paid accommodation (*), Luxembourg City (2016 = Index 100)
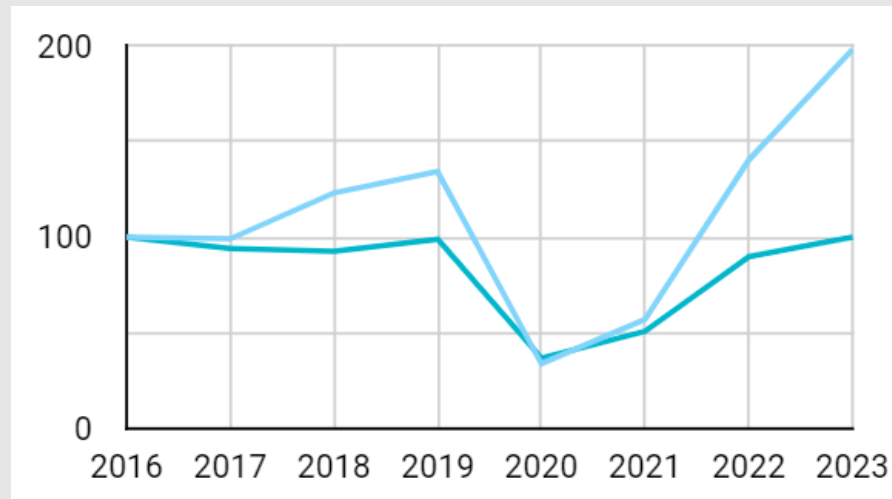
(*) excluding camping.
Source: Statec

Short–term rentals

Nights, Short-term rentals, 2023

5.941

5,941

+92% (vs. 2022)
+70% (vs. 2019)

Nights, Short-term rentals, 2018-2023

Year	Value
2018	2,344
2019	3,498
2020	2,709
2021	2,650
2022	3,093
2023	5,941
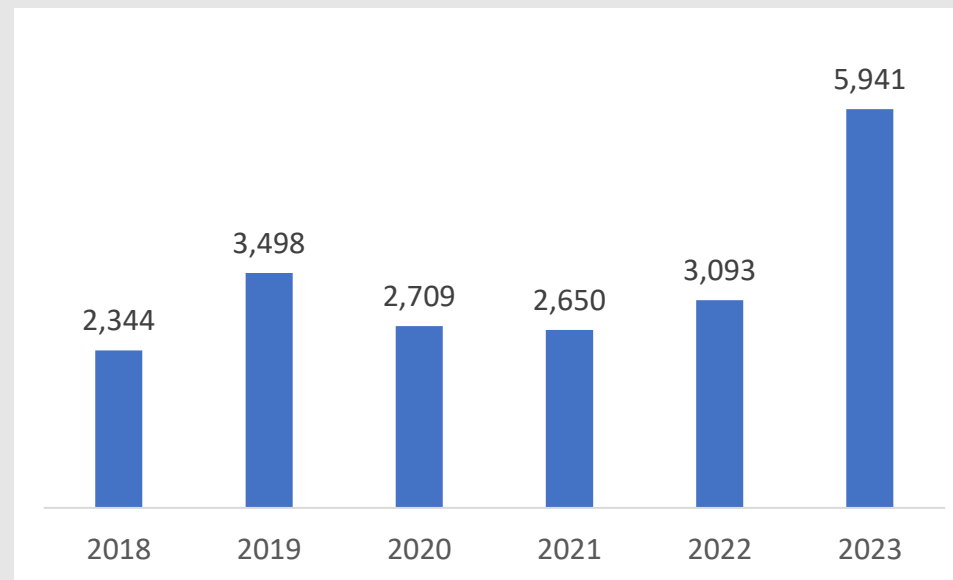
Characteristics of British & Irish inbound trips to Luxembourg

British trips to Luxembourg with overnight (all accommodation)

Purpose of visit, 2017-2023

British trips to Luxembourg, 2017-2023

Legend: Traditional business | MICE | VFR | Holiday

Year	Holiday	VFR	MICE	Traditional business
2017	74%	11%	11%	(see chart)
2018	72%	10%	11%	(see chart)
2019	70%	11%	13%	(see chart)
2020	64%	11%	14%	11%
2021	57%	12%	19%	12%
2022	60%	15%	18%	7%
2023	53%	18%	19%	12%
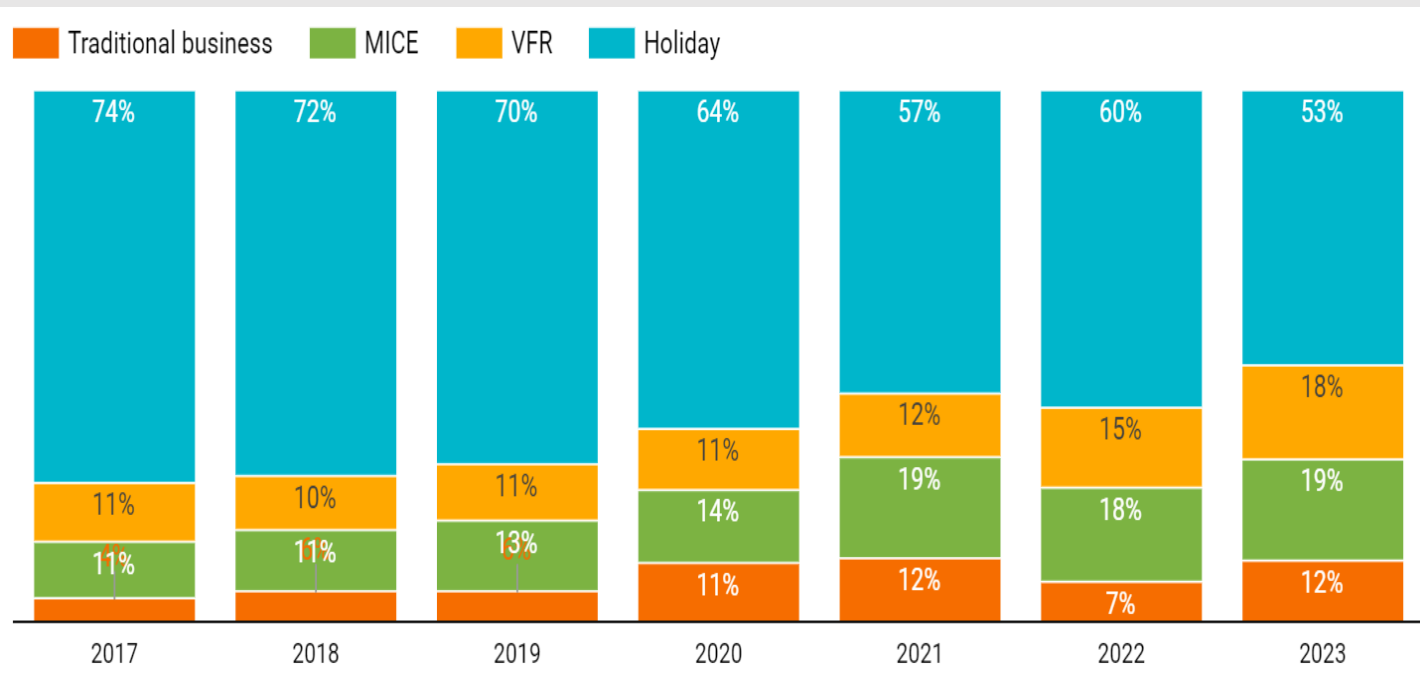
2023

	UK to Luxembourg	Europe to Luxembourg
Holiday	53%	62%
VFR	18%	15%
MICE	19%	14%
Traditional Business	12%	9%

Irish trips to Luxembourg with overnight (**all accommodation**)
Purpose of visit, 2021-2023

Irish trips to Luxembourg, 2021-2023

Legend: Traditional business | MICE | VFR | Holiday

2021
- Holiday: 55%
- VFR: 18%
- MICE: 18%
- Traditional business: 9%

2022
- Holiday: 50%
- VFR: 13%
- MICE: 13%
- Traditional business: 25%

2023
- Holiday: 50%
- VFR: 10%
- MICE: 20%
- Traditional business: 20%
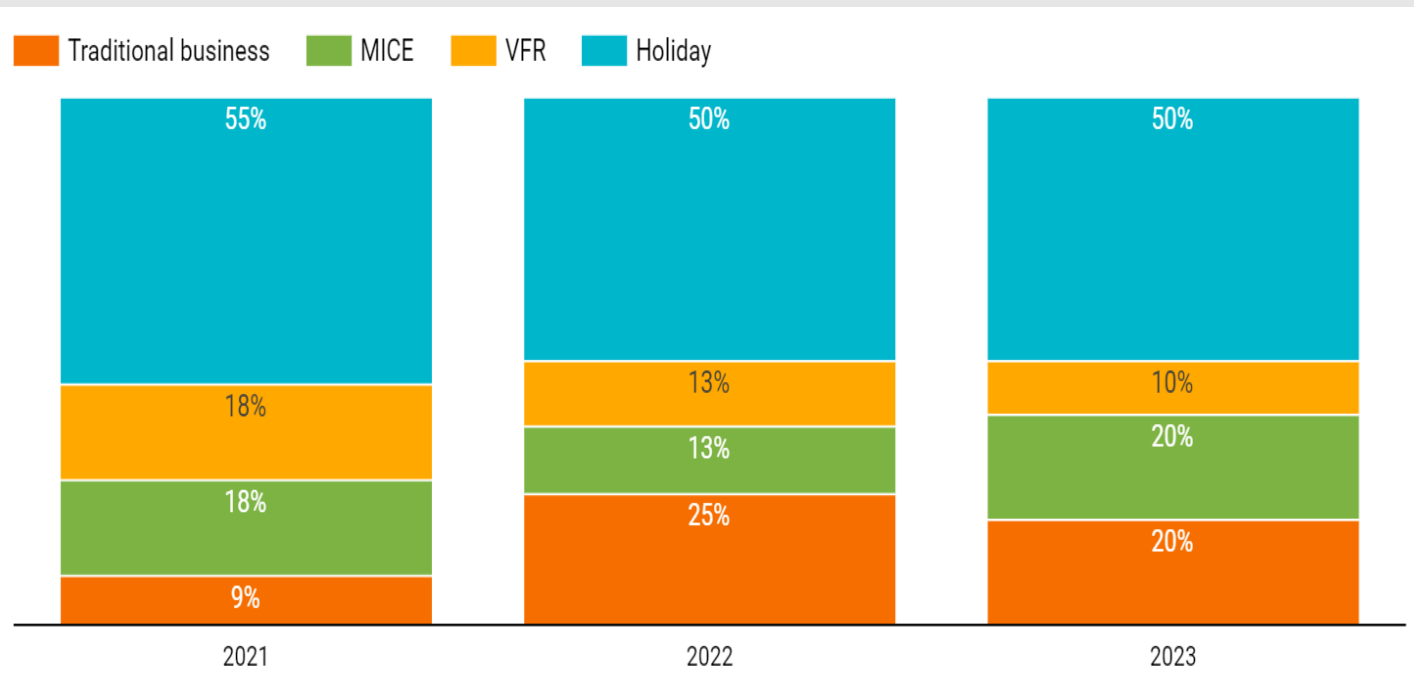
2023

	Ireland to Luxembourg	Europe to Luxembourg
Holiday	50%	62%
VFR	10%	15%
MICE	20%	14%
Traditional Business	20%	9%

Travel behaviour of British leisure visitors in Luxembourg

Holiday types
Inbound leisure visitors with overnight, 2023

■ UK   ■ All inbound

Main holiday types

Holiday type	UK	All inbound
City trip	35%	21%
Family holiday	20%	11%
Sightseeing trip, circular tour	15%	20%
Rest and relaxation holiday	15%	14%
Adventure and discovery holiday	10%	3%
Walking/hiking holiday	5%	15%
Culinary or wine holiday	0%	0%
Activity/fitness/sports holiday	0%	3%
Health and wellness holiday	0%	1%
Fun/party holiday	0%	1%
Cultural/study trip	0%	2%
Nature holiday	0%	7%

Additional holiday types

Holiday type	UK	All inbound
Sightseeing trip, circular tour	60%	43%
City trip	40%	45%
Family holiday	25%	22%
Rest and relaxation holiday	25%	35%
Walking/hiking holiday	25%	34%
Adventure and discovery holiday	15%	13%
Cultural/study trip	10%	15%
No additional type	5%	2%
Culinary or wine holiday	5%	5%
Activity/fitness/sports holiday	5%	10%
Health and wellness holiday	0%	4%
Fun/party holiday	0%	6%
Nature holiday	0%	28%

Key decision criteria for choosing Luxembourg
Inbound leisure visitors with overnight (*), 2023

UK

All inbound

Criteria	UK	All inbound
Curious to discover a country that I knew little about	73%	29%
The image and the reputation of the country	20%	8%
Luxembourg is close and easy to reach for me	20%	37%
Because Luxembourg is relatively unknown as a travel destination	13%	14%
Fascinated by Luxembourg for a long time	13%	8%
Because Luxembourg is the only Grand Duchy in the world	13%	2%
I came through Luxembourg, on the way to a visit to neighbouring countries	13%	8%
I found interesting experiences	7%	11%
My travel partner wanted to go to Luxembourg	7%	7%
Good experience on a previous visit	7%	19%
Because Luxembourg is an international and multicultural country	7%	7%
I found a good offer at a decent price	7%	5%
The quality of accommodation	7%	4%
Recommendation of friends and acquaintances	7%	16%
Other (please specify)	0%	11%
Because public transport is free	0%	8%
I have seen great pictures, videos or reports	0%	13%

Source: LFT/Ilres Visitor Survey. (*) Maximum 3 answers possible.

Key travel motivations
Inbound leisure visitors with overnight, 2023

UK   **All inbound**

Motivation	UK	All inbound
Having new experiences and gaining new insights; seeing something different, experiencing the local atmosphere	55%	45%
Seeing and experiencing as much as possible	50%	37%
I wanted to be able to encounter a variety of different experiences in a small area	35%	23%
Having fun and enjoying myself	30%	25%
I wanted my travel destination to be safe	30%	27%
Finally getting some time for myself and my family/friends	30%	28%
Getting away from the daily grind, gathering strength, recharging my batteries	30%	45%
Submerging myself as deeply as possible in the destination: getting to know the locals, their way of life and their culture	25%	14%
Enjoying good weather and a pleasant climate	15%	14%
Indulging and spoiling myself	15%	21%
I wanted to be able to communicate easily at my destination	10%	15%
Travelling as sustainably and ecologically as possible	5%	11%
Retracing old memories; seeing things again	5%	12%
Getting to know new people	0%	5%
None of the above	0%	1%
Excitement, action and adventure	0%	7%

Source: LFT/IIres Visitor Survey.

Activities undertaken in Luxembourg
Inbound leisure visitors with overnight, 2023

Non-sporting activities

Activity	UK	All inbound
Trying regional specialities, typical local restaurants	85%	53%
Local flair/atmosphere	75%	81%
Nature sites, excursions in the countryside	65%	71%
Observing nature	50%	72%
Urban lifestyle / street culture / street art	40%	31%
Nightlife (e.g. pubs, bars)	35%	22%
Buying at the market or directly from producers	25%	31%
Shopping (excl. daily goods)	20%	34%
Wine tasting and oenological experiences	20%	12%
Fine dining, starred restaurants	5%	13%

Sporting activities

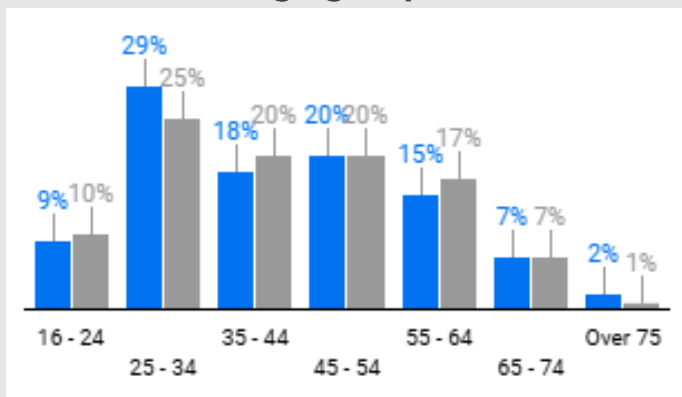| Activity	UK	All inbound
Hiking (or Nordic Walking)	35%	61%
Cycling (on paved cycle paths)	15%	11%
Swimming (lake, water park, pool)	10%	15%
Other sports activities	5%	8%
Leisure & adventure sports	0%	1%
Climbing (in-/outdoor)	0%	2%
Golf (not minigolf)	0%	
Water sports (canoeing, kayaking, angling, etc.)	0%	2%
Mountainbiking	0%	5%

Source: LFT/Ilres Visitor Survey.

Transport, travel party, age, repeat visits and cross–border trips
Inbound leisure visitors with overnight, 2023

Legend: ■ UK ■ All inbound
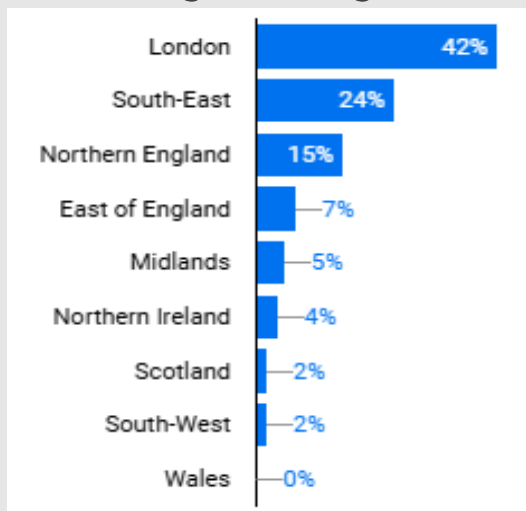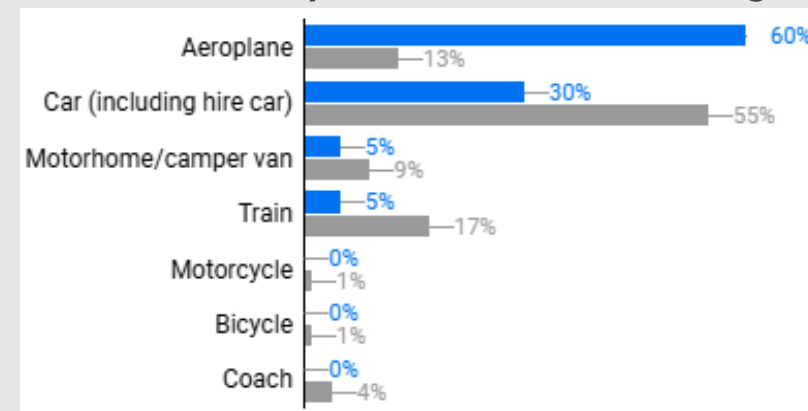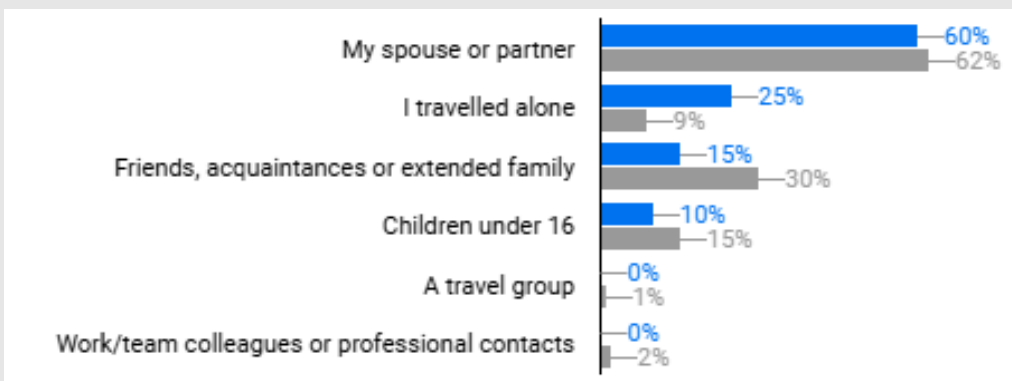
Age groups

Age group	UK	All inbound
16 - 24	9%	10%
25 - 34	29%	25%
35 - 44	18%	20%
45 - 54	20%	20%
55 - 64	15%	17%
65 - 74	7%	7%
Over 75	2%	1%

Region of origin

Region	UK
London	42%
South-East	24%
Northern England	15%
East of England	7%
Midlands	5%
Northern Ireland	4%
Scotland	2%
South-West	2%
Wales	0%

Mode of transport to access Luxembourg

Mode	UK	All inbound
Aeroplane	60%	13%
Car (including hire car)	30%	55%
Motorhome/camper van	5%	9%
Train	5%	17%
Motorcycle	0%	1%
Bicycle	0%	1%
Coach	0%	4%

Travel party

Travel party	UK	All inbound
My spouse or partner	60%	62%
I travelled alone	25%	9%
Friends, acquaintances or extended family	15%	30%
Children under 16	10%	15%
A travel group	0%	1%
Work/team colleagues or professional contacts	0%	2%

First-time visitors

85% (All inbound 61%)
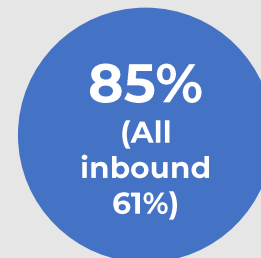
Visitors spending nights in Luxembourg and abroad during same trip
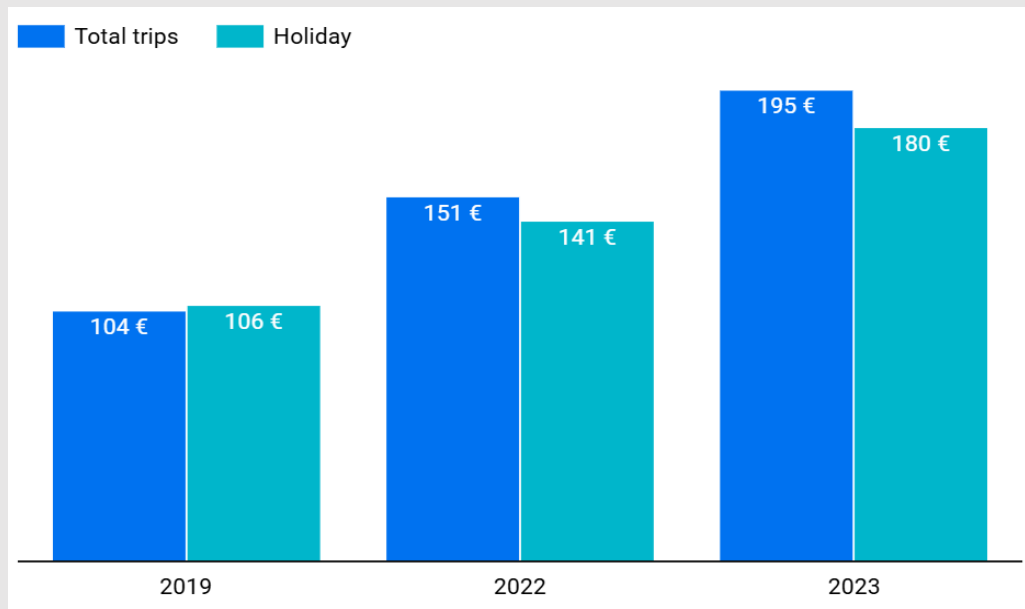
40% (All inbound 36%)

Source: LFT/IIres Visitor Survey.
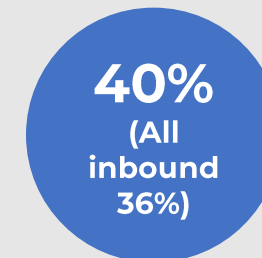
Expenditure
Inbound trips to Luxembourg with overnight

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

- **Total trips**
- **Holiday**

	2019	2022	2023
Total trips	104 €	151 €	195 €
Holiday	106 €	141 €	180 €

2023

	UK to Luxembourg	Europe to Luxembourg
Spend/day/pers. on **all** trips	195 €	152 €
Spend/day/pers. on **holiday** trips	180 €	144 €

Expenditure of leisure inbound overnight visitors by categories, 2023

- **UK**
- **All inbound**

	UK	All inbound
Accommodation	38%	37%
Food, drinks	24%	25%
Travel to Luxembourg	19%	16%
Shopping	6%	8%
Other	5%	6%
Entrances, activities	5%	4%
Transport at destination	3%	2%

Quality vs. price orientation

- **UK**
- **All inbound**

	UK	All inbound
High level of quality	65%	40%
Neither one nor the other	30%	46%
Low prices	5%	14%

Image perception of Luxembourg
Inbound leisure visitors with overnight, 2023

Legend:
- UK (blue)
- All inbound (grey)

Attribute	UK	All inbound
International, multicultural	80%	59%
Charming	70%	50%
Sustainable, environmentally friendly	50%	42%
Attractive	45%	37%
Sophisticated, stylish	45%	34%
Welcoming	45%	59%
Cosy, comfortable	45%	46%
Natural	40%	53%
Traditional	40%	26%
Qualitative, high-end	40%	33%
Open, tolerant	40%	39%
Rich in contrasts	35%	21%
Credible, authentic	35%	41%
Modern, trendy	30%	25%
A must-see	30%	37%
Unusual, surprising	30%	21%
Dynamic	30%	21%
Reliable, down to earth	20%	24%
Enthralling, exciting	15%	18%
Exclusive, luxurious	10%	17%
Service-oriented	10%	20%
Lively, bubbly	5%	21%
Overcrowded	5%	2%
None of the above apply	0%	4%

Visitor satisfaction and recommendation
Inbound leisure visitors with overnight, 2023

UK

Legend: Strongly agree | Tend to agree | Tend to disa… | Not sure/Do… | Strongly disagree

Statement	Strongly agree	Tend to agree	Tend to disagree	Not sure/Don't know	Strongly disagree
Would recommend Luxembourg as a travel destination	65%	30%			
Luxembourg will stay in my memory for a long time	65%	30%			
Luxembourg excited me as a travel destination	60%	30%			
Luxembourg exceeded my expectations	60%	35%			
Can see myself coming back to visit Luxembourg	45%	35%	15%		
Can see myself coming back to Luxembourg for a longer stay	43%	21%	21%	14%	
Can imagine coming back to Luxembourg during low season, i.e. outside the summer period	38%	38%	13%		13%

All inbound

Statement	Strongly agree	Tend to agree	Tend to disagree	Not sure/Don't know	Strongly disagree
Would recommend Luxembourg as a travel destination	67%	29%			
Luxembourg will stay in my memory for a long time	65%	32%			
Luxembourg excited me as a travel destination	68%	30%			
Luxembourg exceeded my expectations	46%	45%			
Can see myself coming back to visit Luxembourg	66%	23%			
Can see myself coming back to Luxembourg for a longer stay	42%	29%	19%		
Can imagine coming back to Luxembourg during low season, i.e. outside the summer period	42%	38%		10%	

Source: LFT/Ilres Visitor Survey.

LFT Target Segments

Explorers

Nature-Loving Actives

Relaxation Seekers

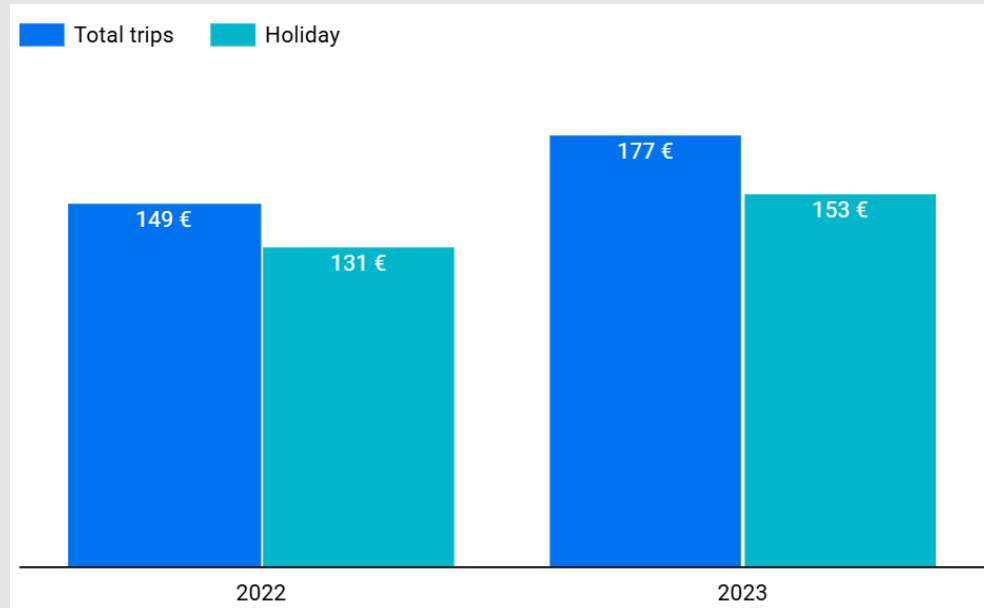**Short Breakers**

Perfection Seekers

Leisure-Oriented

Legend: UK / All inbound

Segment	UK	All inbound
EXP	28%	28%
NLA	17%	22%
RS	12%	13%
SB	14%	13%
PS	13%	11%
LO	15%	13%

Source: LFT (estimate).
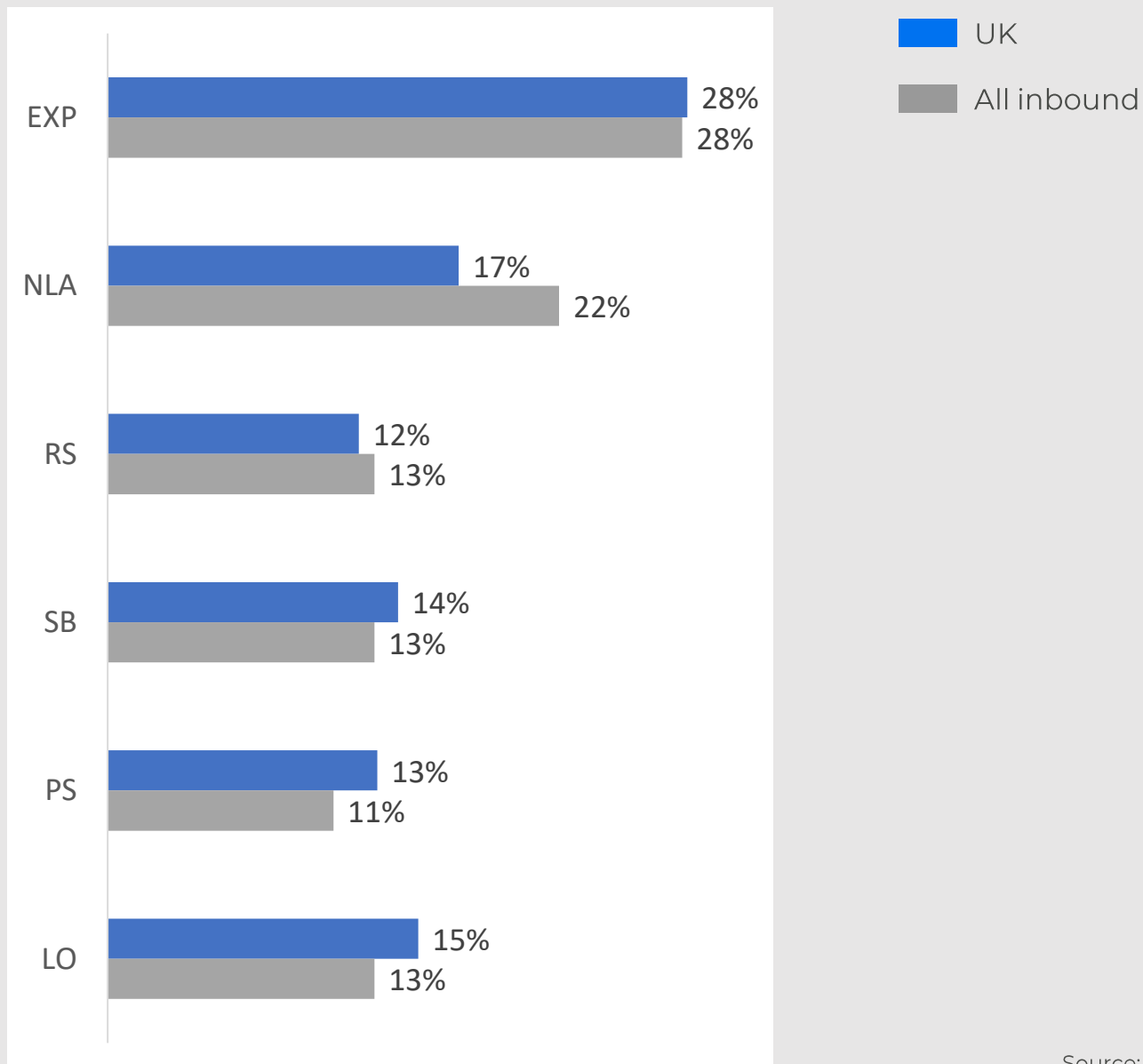
Expenditure
Inbound trips to Luxembourg with overnight

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

- Total trips
- Holiday

	2022	2023
Total trips	149 €	177 €
Holiday	131 €	153 €

2023

	Ireland to Luxembourg	Europe to Luxembourg
Spend/day/pers. on **all** trips	177 €	152 €
Spend/day/pers. on **holiday** trips	153 €	144 €

Brand strength & Growth potential

Brand Funnel 2024

Assessing Luxembourg's brand strength as a destination

	🇬🇧	🇪🇺
Unprompted awareness	0.3%	1.5%
Prompted awareness	84%	82%
Sympathy	52%	55%
Willingness to visit	12%	15%
Previously visited	13%	20%

Core future visitor potential from the UK (*)
5.8 million

Regional origin 2024

Past visitors and future potential

Legend: Travel intent (*) — Visits in the past

Northern Ireland: Travel intent 34%, Visits in the past 4%
England: Travel intent 31%, Visits in the past 13%
Scotland: Travel intent 29%, Visits in the past 11%
Wales: Travel intent 25%, Visits in the past 13%
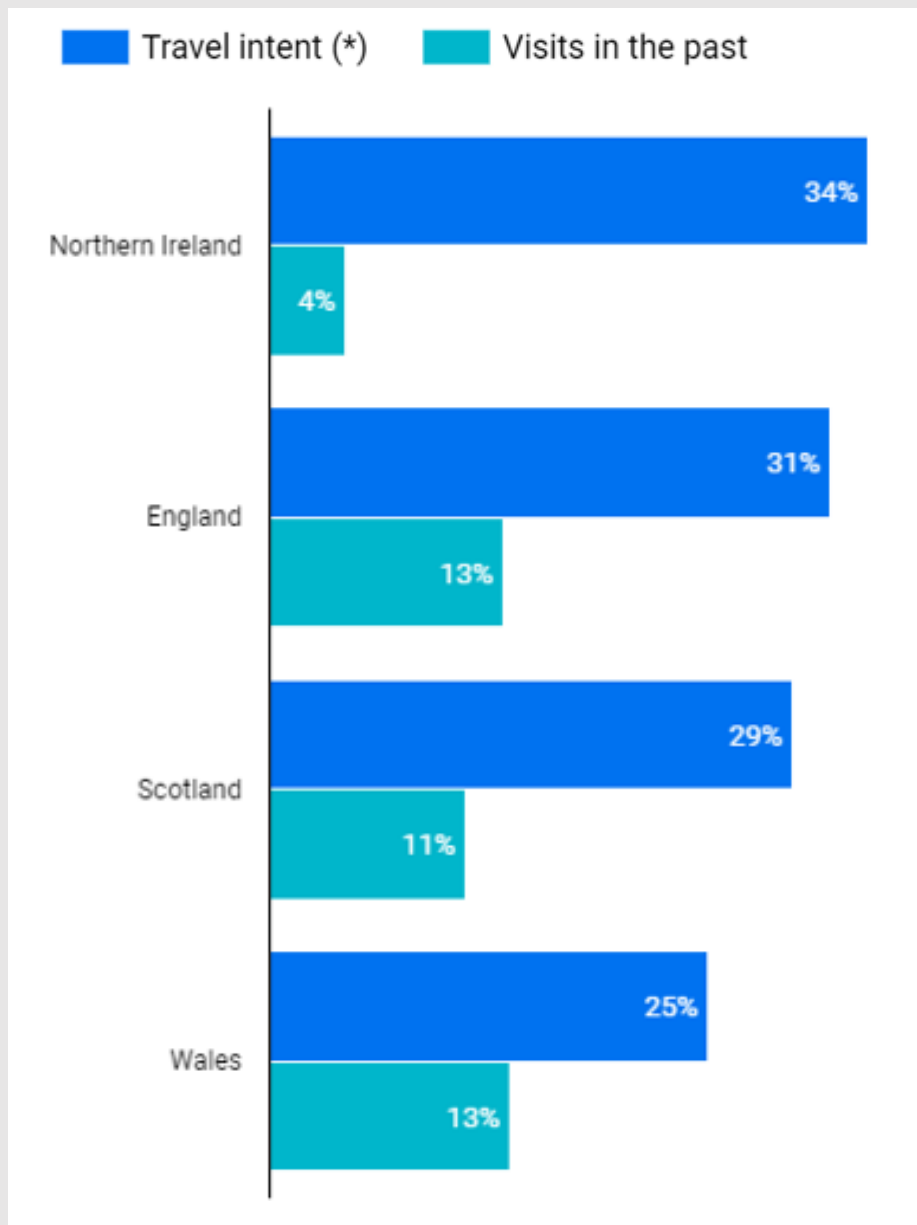
General theme interest (*)

Theme	🇪🇺 Rank	🇬🇧 Rank	🇬🇧 % interested
Sightseeing	4	1	73%
Culinary	2	2	72%
Resting/Relaxation	1	3	71%
Architecture/townscapes	7	4	70%
Nature	3	5	70%
Immersive travel	6	6	68%
City	5	7	67%
Fun/entertainment	8	8	65%
History/Unesco	10	9	63%
Culture	11	10	63%
Castles	9	11	59%
Family	12	12	58%
Exchanging with locals	13	13	57%
Sustainability	15	14	56%
Travelling by train	18	15	55%
Hiking	17	16	54%
Countryside	22	17	54%
Events	16	18	53%
Luxury	24	19	53%
Learning/new skills	14	20	52%
Industrial heritage	28	21	50%
Shopping	23	22	49%
Adventure/action	19	23	49%
Nightlife (**)	20	24	48%
Wine	21	25	47%
Film locations	30	26	44%
Remembrance	26	27	43%
Wellness	25	28	40%
Active-sports	27	29	38%
Camping	29	30	36%
Cycling	31	31	28%
MTB	32	32	24%
Motorcycling	33	33	20%

(*) Interest in themes with regard to holiday trips with overnight (regardless of specific destinations).
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Source: LFT Brand & Potential Study.

Luxembourg's Theme Competence (*)

Theme	🇪🇺 Rank	🇬🇧 Rank	🇬🇧 % agreeing
Architecture/townscapes	4	**1**	39%
City	1	**2**	38%
Culinary	3	**3**	34%
Nature	5	**4**	31%
Resting/Relaxation	2	**5**	31%
Culture	6	**6**	30%
Luxury	9	**7**	27%
Castles	7	**8**	26%
Family	8	**9**	24%
Hiking	11	**10**	23%
Shopping	10	**11**	23%
History/Unesco	12	**12**	23%
Fun/entertainment	13	**13**	22%
Countryside	17	**14**	20%
Wine	15	**15**	20%
Nightlife (***)	14	**16**	19%
Industrial heritage	24	**17**	17%
Wellness	16	**18**	16%
Events	23	**19**	16%
Camping	19	**20**	16%
Sustainability	18	**21**	15%
Adventure/action	22	**22**	15%
Remembrance	26	**23**	14%
Active-sports	21	**24**	14%
Cycling	20	**25**	13%
MTB	25	**26**	11%

Growth potential for themes (**)

- Culinary
- Resting/relaxation
- Fun/entertainment
- History/Unesco
- Sustainability
- Adventure/action
- Active-sports
- Cycling
- MTB

(*) 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 general theme interest in the source market, and to the theme suitability perception across other source markets (European average).

Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(***) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).
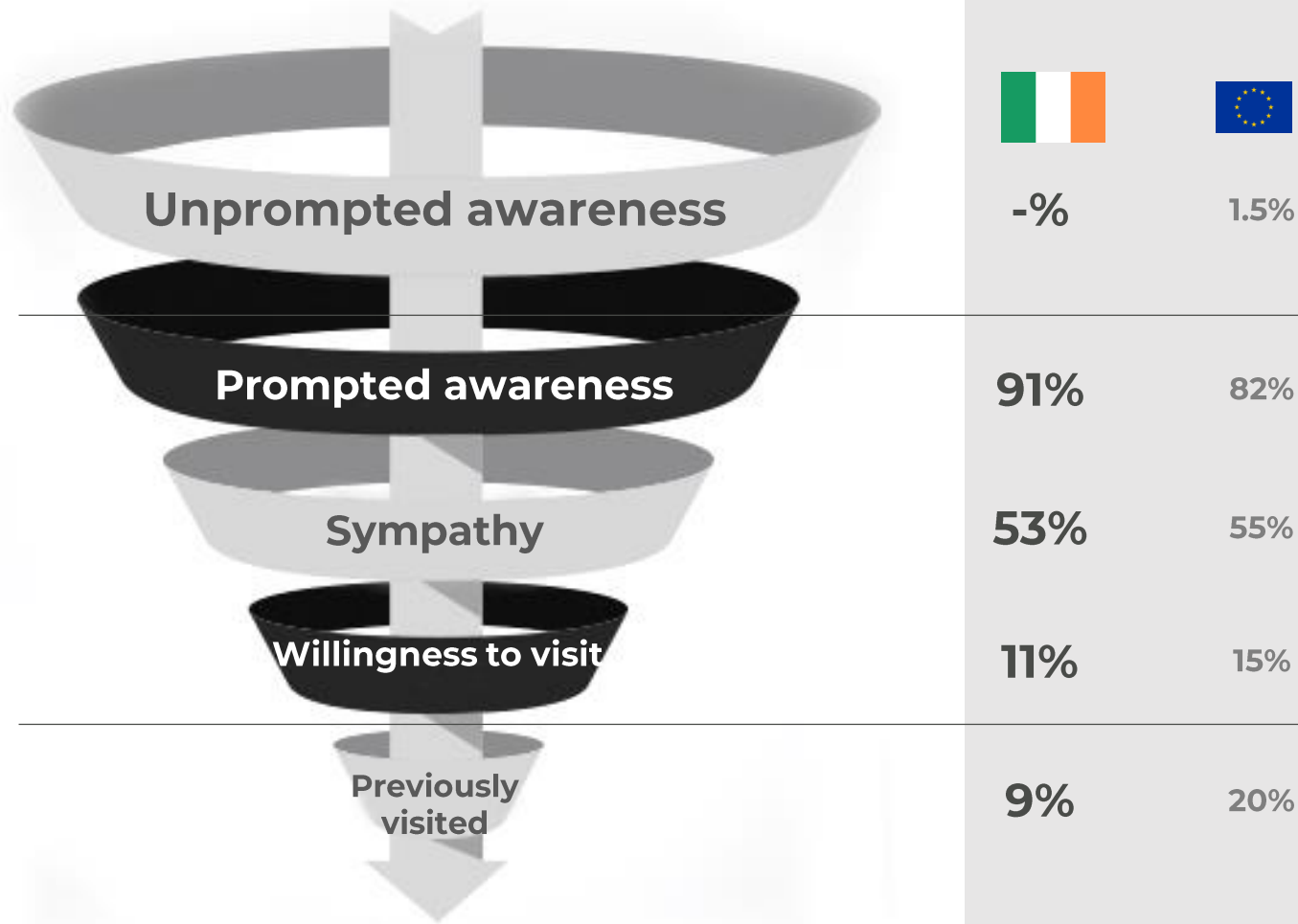
Source: LFT Brand & Potential Study.

Luxembourg's Brand Value Ratings (*)

Feature	🇪🇺 Rank	🇬🇧 Rank	🇬🇧 % agreeing
clean	2	**1**	41%
safe	1	**2**	40%
authentic, real	5	**3**	34%
of high quality	3	**4**	34%
attractive, appealing	7	**5**	34%
welcoming, hospitable	4	**6**	33%
open-minded, tolerant, international	6	**7**	28%
exclusive, luxurious	8	**8**	27%
surprising	11	**9**	21%
lively, trendy	13	**10**	21%
not overcrowded / insider tip	14	**11**	21%
varied, diversified	12	**12**	20%
dynamic, modern	9	**13**	20%
sustainable	15	**14**	18%
affordable	16	**15**	17%
service oriented	10	**16**	17%

(*) Brand feature associated with destination Luxembourg, % of respondents agreeing.

Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-IE-DK-SE-PT.

Spontaneous associations with Luxembourg

Brand Funnel 2024

Assessing Luxembourg's brand strength as a destination

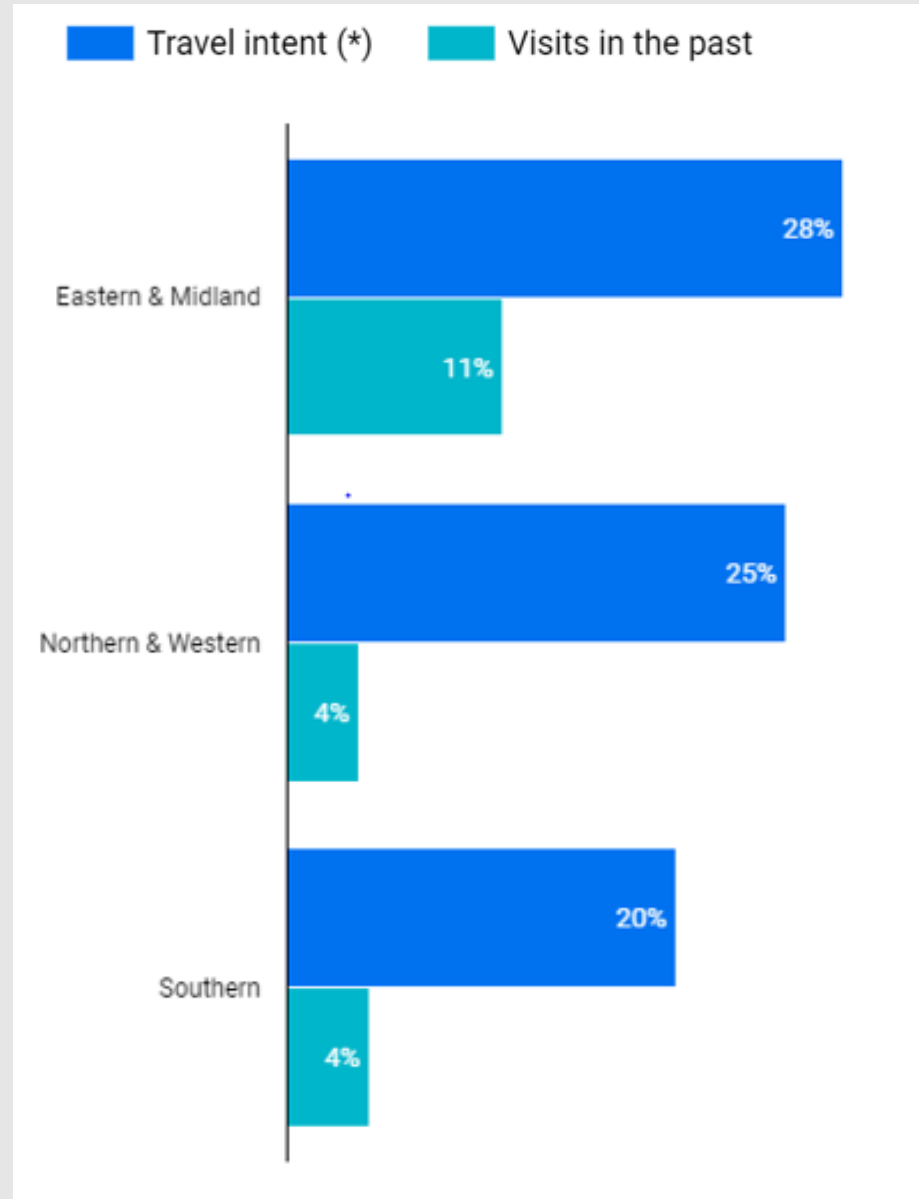|	🇮🇪	🇪🇺
Unprompted awareness	-%	1.5%
Prompted awareness	**91%**	82%
Sympathy	**53%**	55%
Willingness to visit	**11%**	15%
Previously visited	**9%**	20%

Core future visitor potential from Ireland (*)
0.4 million

Source: LFT Brand & Potential Study.
(*) Based on travel intent for next 3 years.

Regional origin 2024
Past visitors and future potential

Legend: Travel intent (*) | Visits in the past

Eastern & Midland: 28% (Travel intent), 11% (Visits in the past)

Northern & Western: 25% (Travel intent), 4% (Visits in the past)

Southern: 20% (Travel intent), 4% (Visits in the past)

Source: LFT Brand & Potential Study.

General theme interest (*)

Theme	Rank	Rank	% interested
Resting/Relaxation	1	1	75%
Culinary	2	2	73%
City	5	3	70%
Nature	3	4	68%
Family	12	5	65%
Sustainability	15	6	65%
Luxury	24	7	60%
Culture	11	8	60%
Travelling by train	18	9	60%
History/Unesco	10	10	59%
Events	16	11	59%
Castles	9	12	59%
Nightlife (**)	20	13	57%
Shopping	23	14	54%
Wine	21	15	52%
Wellness	25	16	52%
Countryside	22	17	50%
Active-sports	27	18	47%
Industrial heritage	28	19	43%
Hiking	17	20	41%
Camping	29	21	40%
Cycling	31	22	35%
MTB	32	23	26%
Motorcycling	33	24	23%

(*) Interest in themes with regard to holiday trips with overnight (regardless of specific destinations).
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(**) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Luxembourg's Theme Competence (*)

Theme	Rank	Rank	% agreeing
City	1	1	48%
Culinary	3	2	43%
Resting/Relaxation	2	3	38%
Culture	5	4	34%
Shopping	8	5	34%
Nature	4	6	29%
History/Unesco	10	7	28%
Family	7	8	28%
Castles	6	9	28%
Nightlife (***)	11	10	27%
Wine	12	11	25%
Wellness	13	12	25%
Sustainability	15	13	23%
Countryside	14	14	21%
Active-sports	18	15	21%
Industrial heritage	19	16	19%
Cycling	17	17	18%
Camping	16	18	18%
Hiking	9	19	17%
MTB	20	20	14%

Growth potential for themes (**)

- Resting/relaxation
- Nature
- Family
- Castles
- Hiking
- Camping

(*) 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 general theme interest in the source market, and to the theme suitability perception across other source markets (European average).

Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-PL-IE-DK-SE-PT.

(***) Nightlife (festivals & events), urban lifestyle, lively places (trendy or alternative quarters).

Source: LFT Brand & Potential Study.

Luxembourg's Brand Value Ratings (*)

Feature	🇪🇺 Rank	🇮🇪 Rank	🇮🇪 % agreeing
Of high quality	2	**1**	42%
Safe	1	**2**	41%
Attractive, appealing	6	**3**	41%
Welcoming, hospitable	3	**4**	40%
Exclusive, luxurious	7	**5**	37%
Authentic	4	**6**	37%
Open-minded, tolerant	5	**7**	36%
Lively, hip	12	**8**	32%
Dynamic, modern	8	**9**	31%
Lot of variety, diversified	11	**10**	31%
Service-oriented	9	**11**	28%
Surprising	10	**12**	28%
Not crowded, insider tip	13	**13**	26%
Sustainable	14	**14**	25%

(*) Brand feature associated with destination Luxembourg, % of respondents agreeing.
Europe : average rank for source markets DE-BE-NL-FR-UK-CH-AT-IT-ES-IE-DK-SE-PT.

Your contact

Alain Krier
Head of Insights & Strategy
T. +352 42 82 82 36
alain.krier@LfT.lu

VISIT LUXEMBOURG

Luxembourg for Tourism GIE
6, rue Antoine de Saint-Exupéry
L-1432 Luxembourg-Kirchberg
www.visitluxembourg.com