



Luxembourg for Tourism  
Market profile  
**UNITED STATES**  
2022



# **Economic indicators & General Travel Demand**

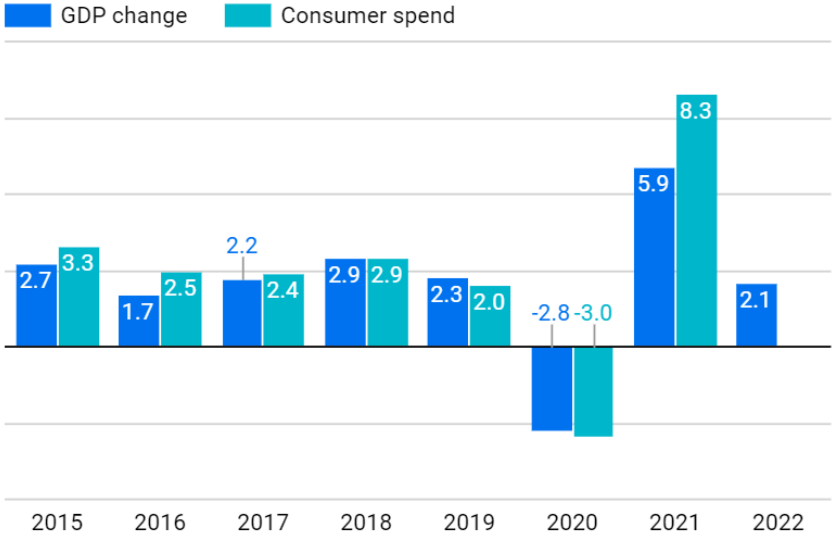
# Economic indicators – General travel demand



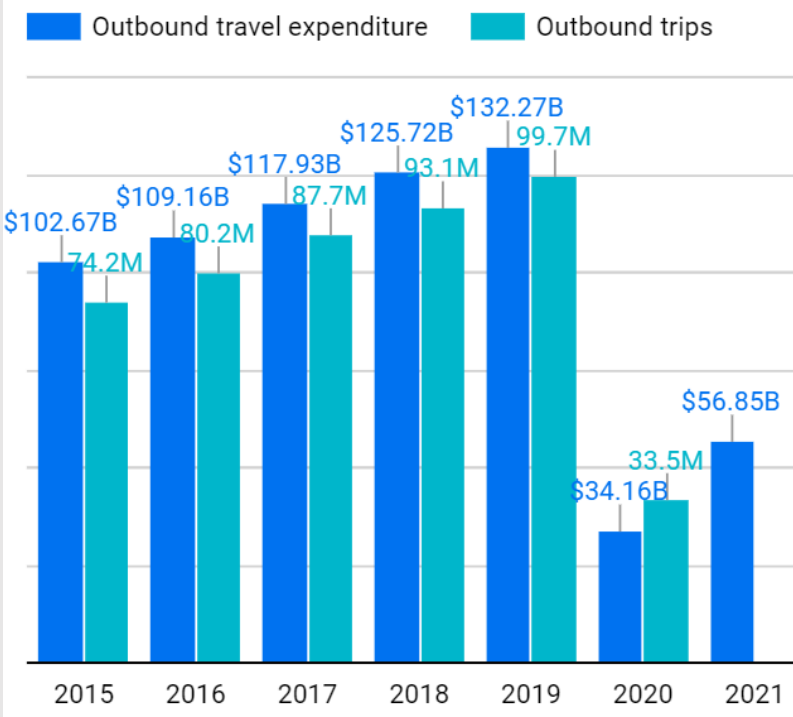
## Economy & population

GDP (PPP) per capita    Unemployment (%)    Population (mn)    Inflation (%)  
**\$64,122**            **4.5**            **332.9**            **8.0**

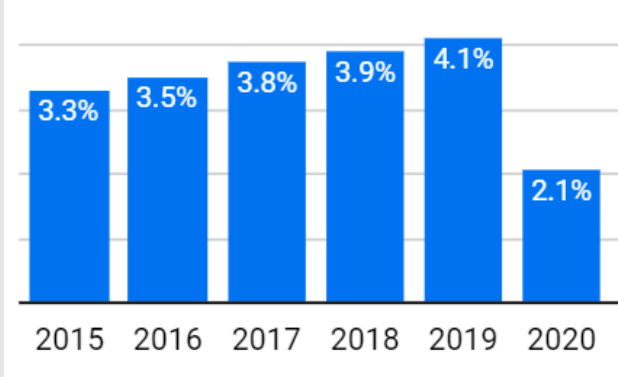
### GDP and Consumer spending, % annual change



## Outbound trips and travel expenditure



## Share of outbound travel, % all trips



**Average spend  
per outbound trip (2019)  
1.326 \$**

**Outbound travel intensity  
0.30 trips  
per inhabitant (2019)**



# **Arrivals & nights in paid accommodation in Luxembourg**

# Nights, arrivals & length of stay in paid accommodation 2022



**Nights,  
paid accommodation, 2022**



**+165% (vs. 2021)**  
**-6% (vs. 2019)**

**Arrivals,  
paid accommodation, 2022**



**+183% (vs. 2021)**  
**-3% (vs. 2019)**

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



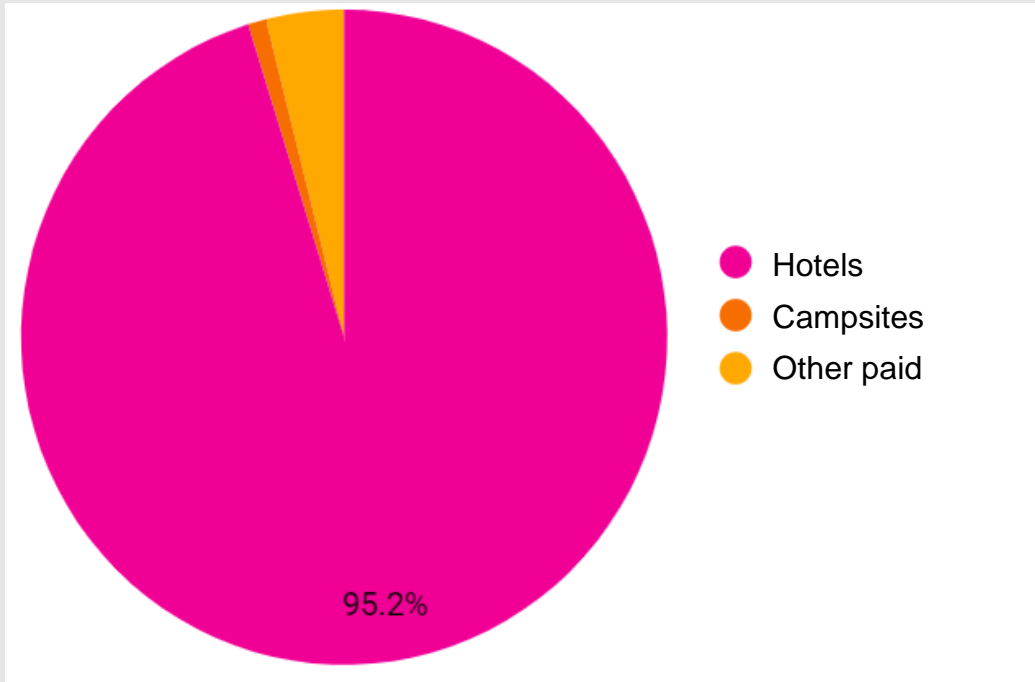
**-0.14 days (vs. 2021)**  
**-0.06 days (vs. 2019)**

# Nights & arrivals in paid accommodation

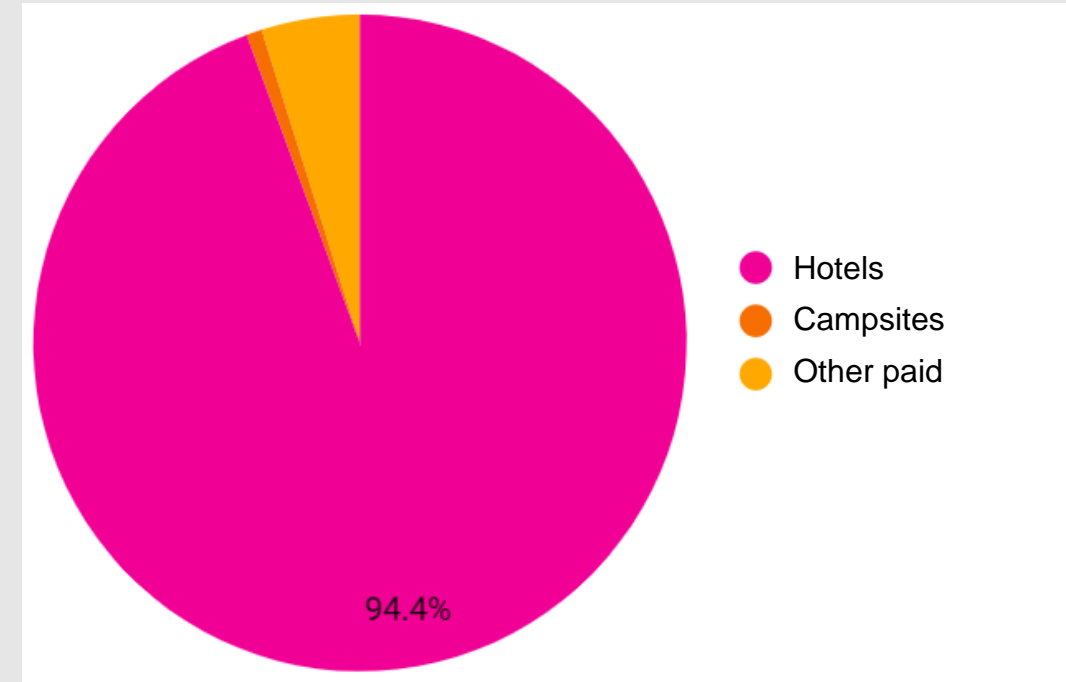
## Type of accommodation, 2022



### Nights, paid accommodation



### Arrivals, paid accommodation



Hotels	56.224	-4% (vs. 2019)
Campsites	534	+279% (vs. 2019)
Other paid	2.300	-42% (vs. 2019)

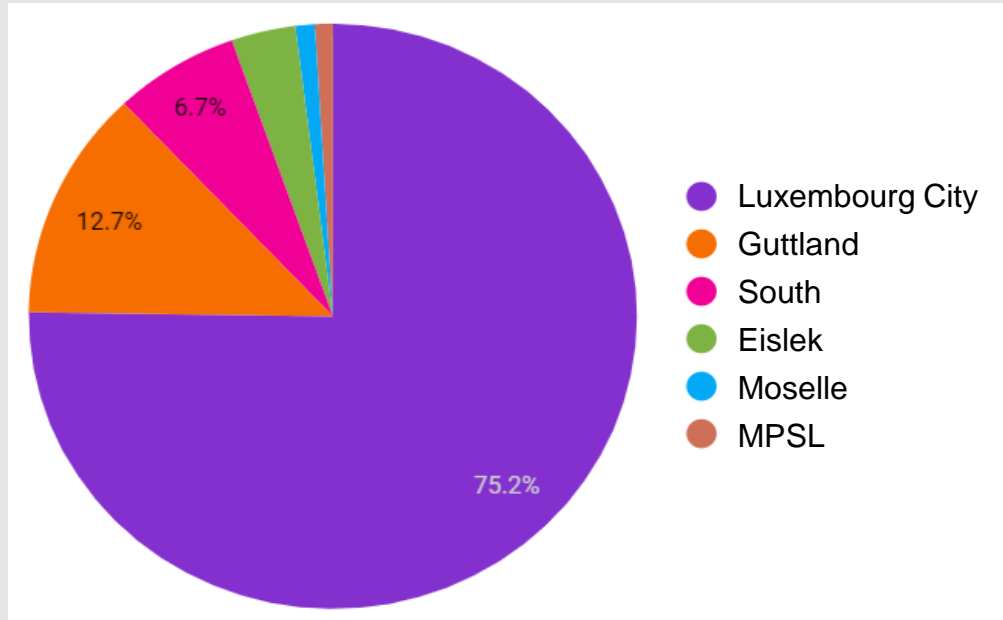
Hotels	27.357	-4% (vs. 2019)
Campsites	220	+193% (vs. 2019)
Other paid	1.413	-1% (vs. 2019)

# Nights & arrivals in paid accommodation

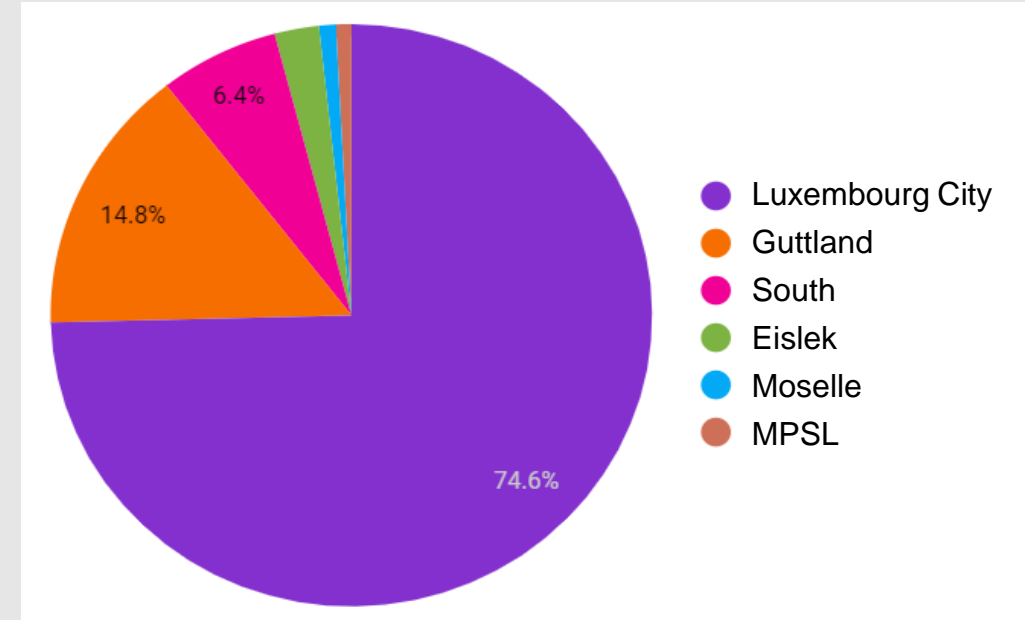
## Regions, 2022



**Nights,  
paid accommodation**



**Arrivals,  
paid accommodation**



<b>Luxembourg City</b>	<b>44.424</b>	<b>-12%</b> (vs. 2019)
<b>Guttland</b>	<b>7.518</b>	<b>+52%</b> (vs. 2019)
<b>South</b>	<b>3.929</b>	<b>+16%</b> (vs. 2019)
<b>Eislek</b>	<b>2.018</b>	<b>+48%</b> (vs. 2019)
<b>Moselle</b>	<b>606</b>	<b>-63%</b> (vs. 2019)
<b>MPSL</b>	<b>563</b>	<b>-41%</b> (vs. 2019)

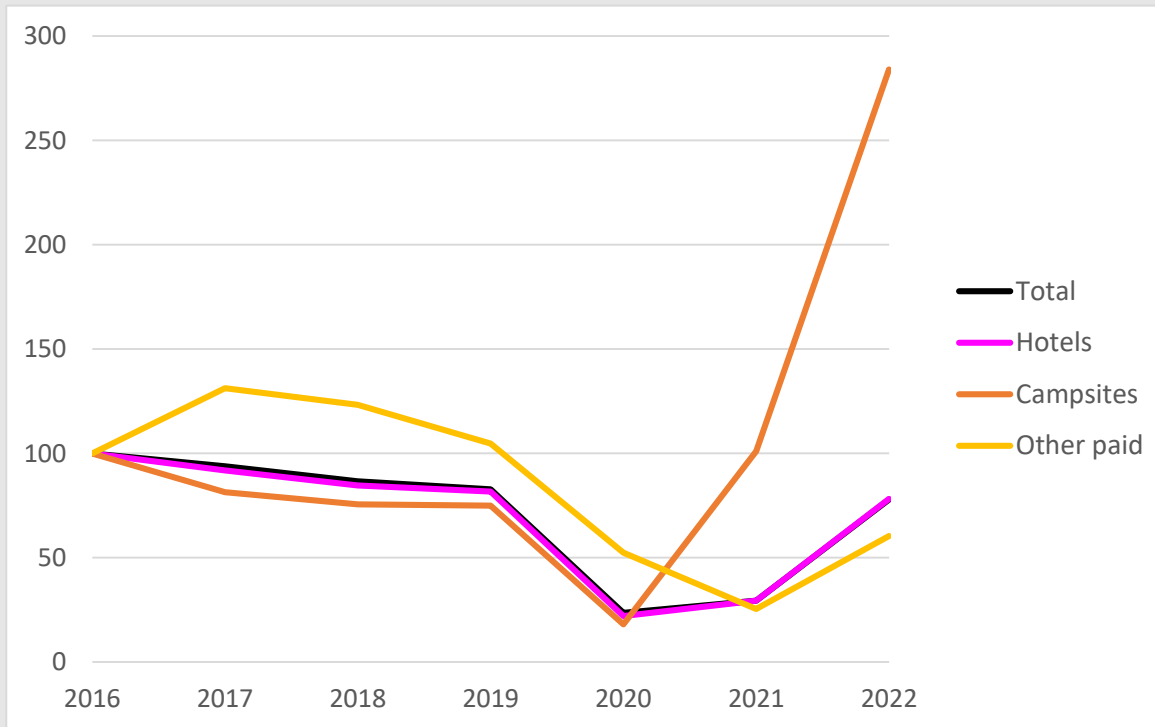
<b>Luxembourg City</b>	<b>21.630</b>	<b>-13%</b> (vs. 2019)
<b>Guttland</b>	<b>4.305</b>	<b>+75%</b> (vs. 2019)
<b>MPSL</b>	<b>1.861</b>	<b>+44%</b> (vs. 2019)
<b>Eislek</b>	<b>692</b>	<b>+25%</b> (vs. 2019)
<b>South</b>	<b>262</b>	<b>-44%</b> (vs. 2019)
<b>Moselle</b>	<b>240</b>	<b>-42%</b> (vs. 2019)

# Nights in paid accommodation

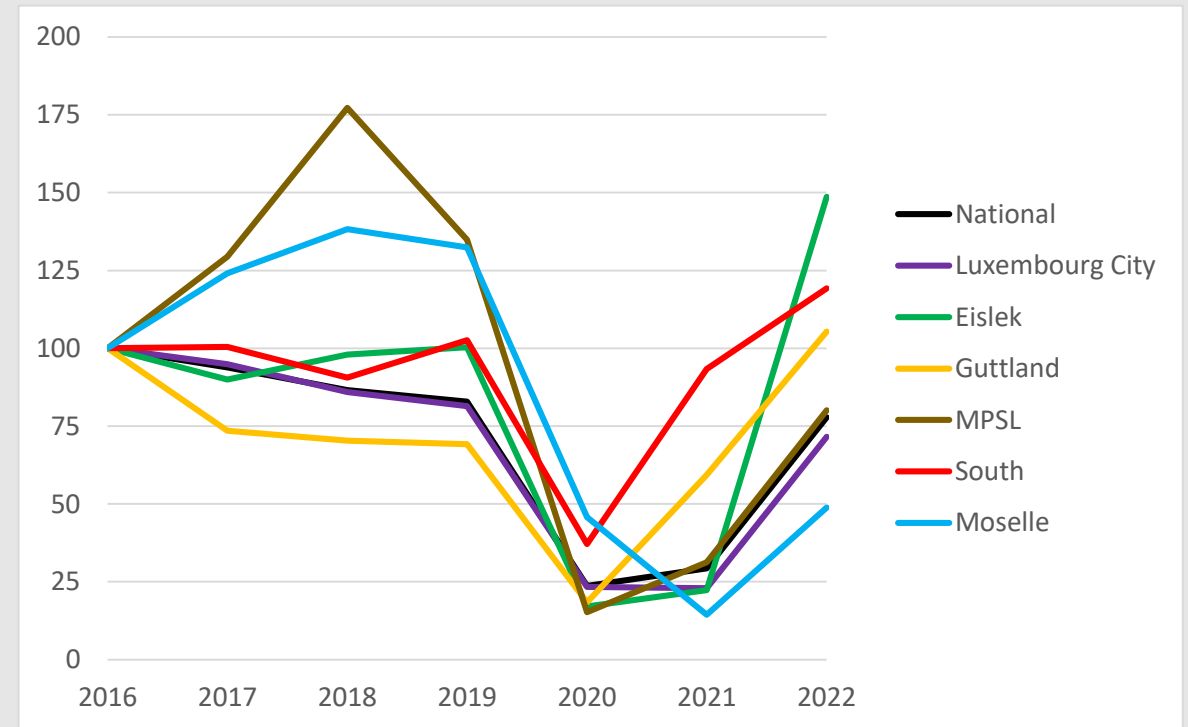
Total, Type of accommodation & Regions : Trends 2016-2022



2016 = Index 100



2016 = Index 100



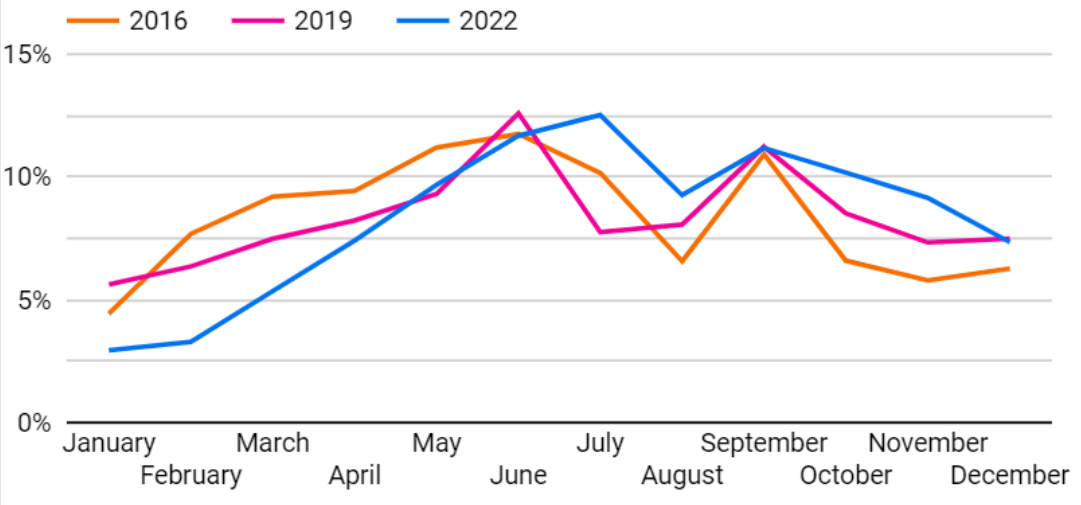


# Nights in paid accommodation

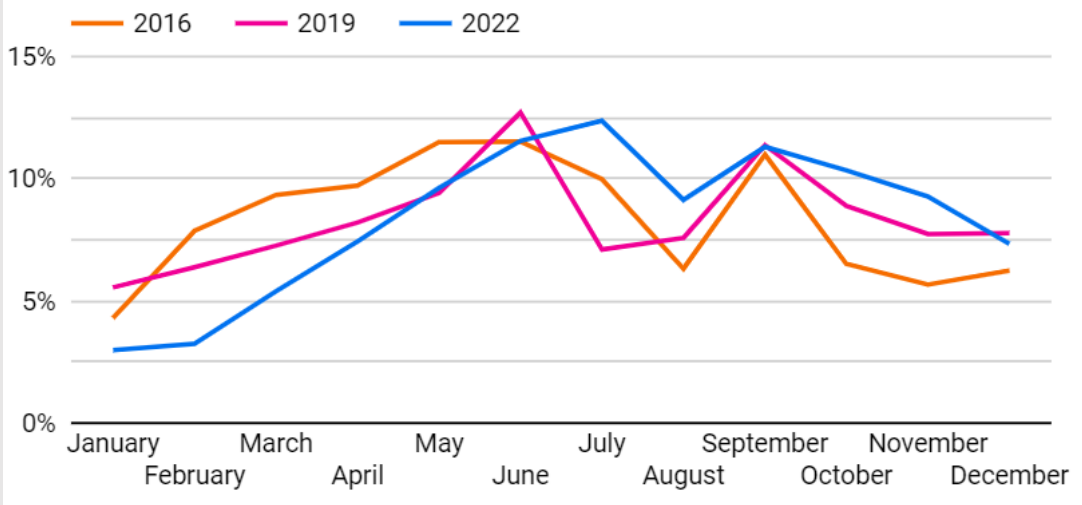
## Seasonality



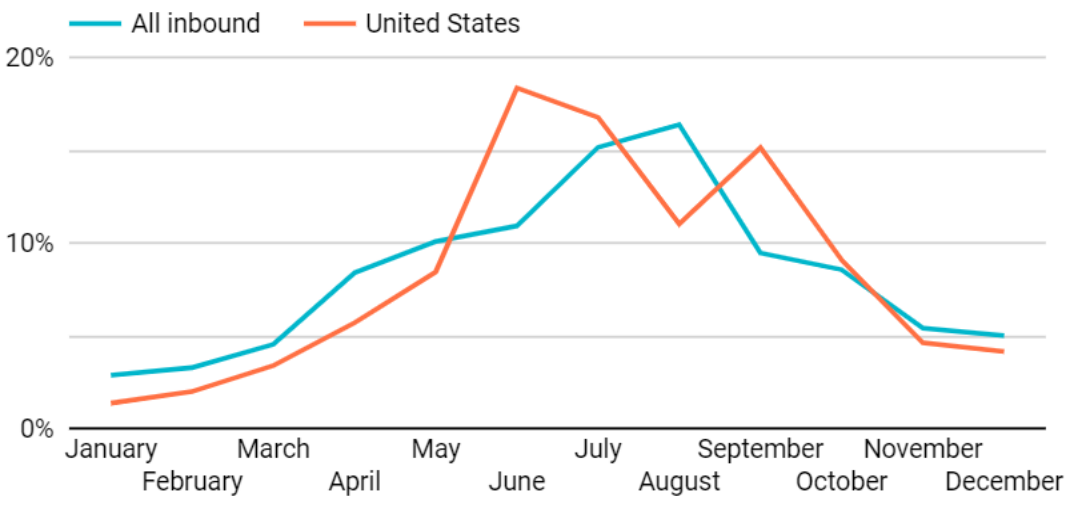
**US nights, all paid accommodation**



**US nights, hotels**



**Nights, all paid accommodation, 2022**

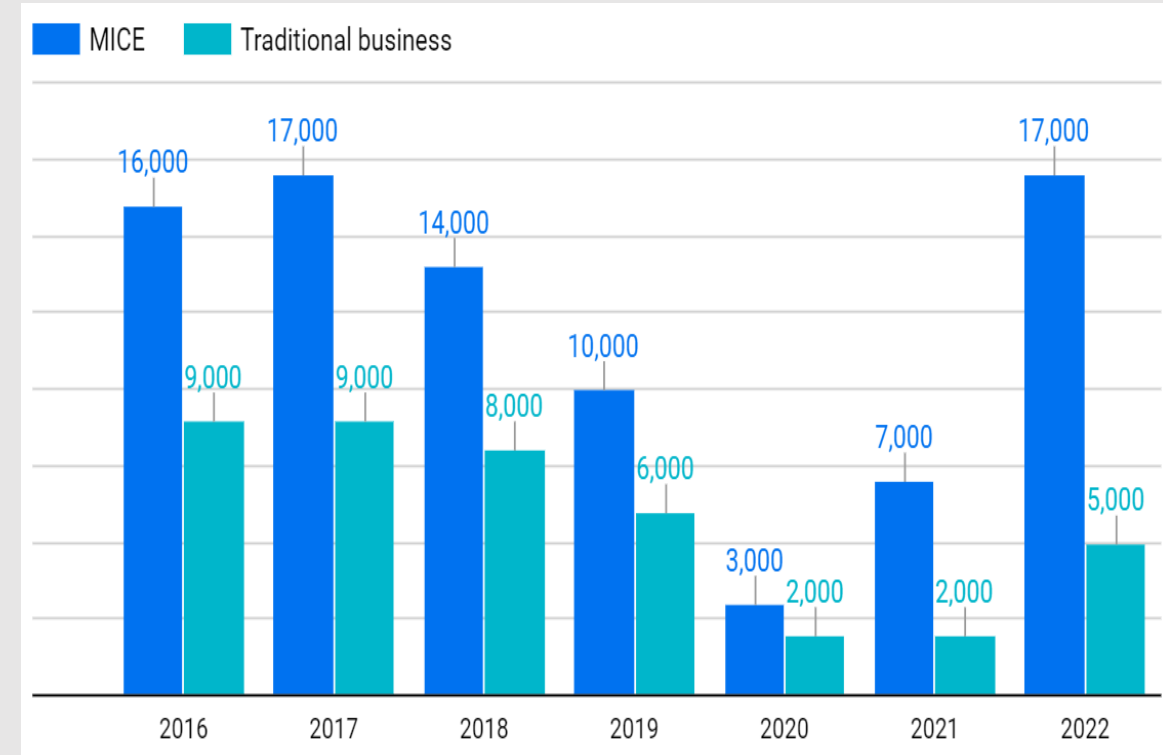
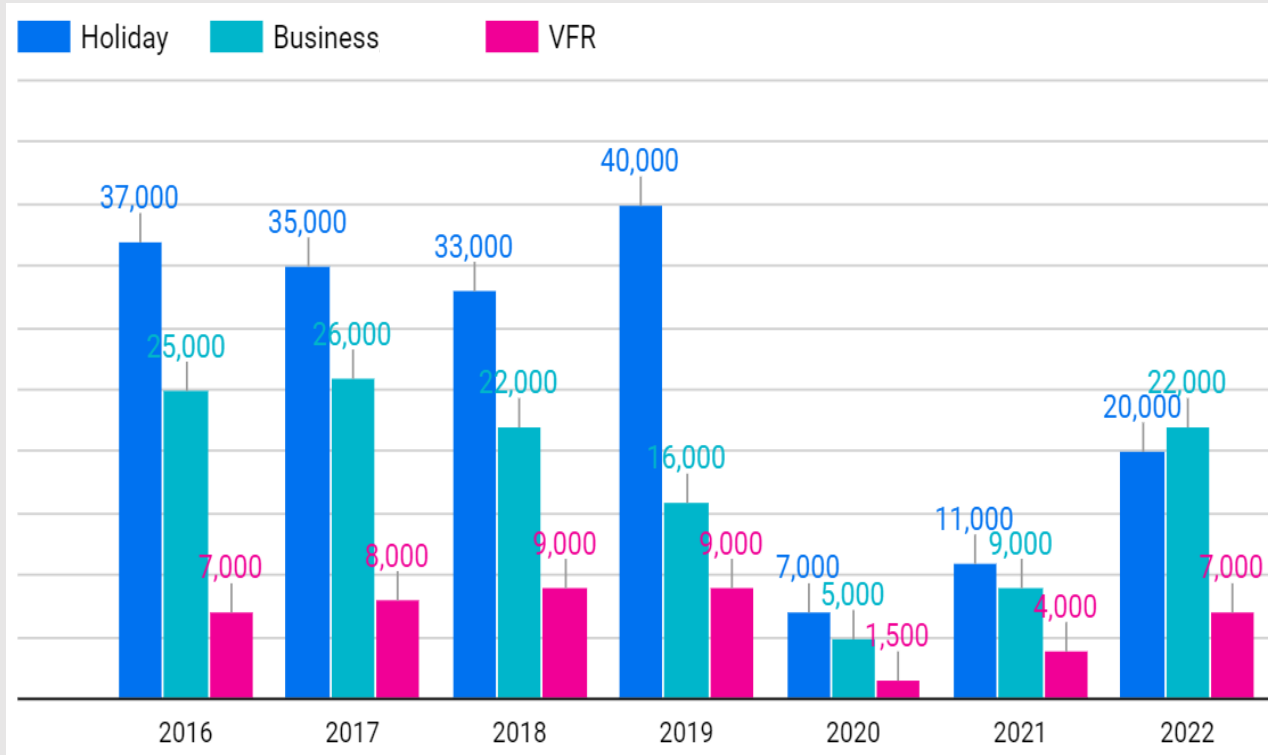




# Characteristics of US inbound trips to Luxembourg

# US trips to Luxembourg with overnight (all accommodation)

## Purpose of visit, 2016-2022

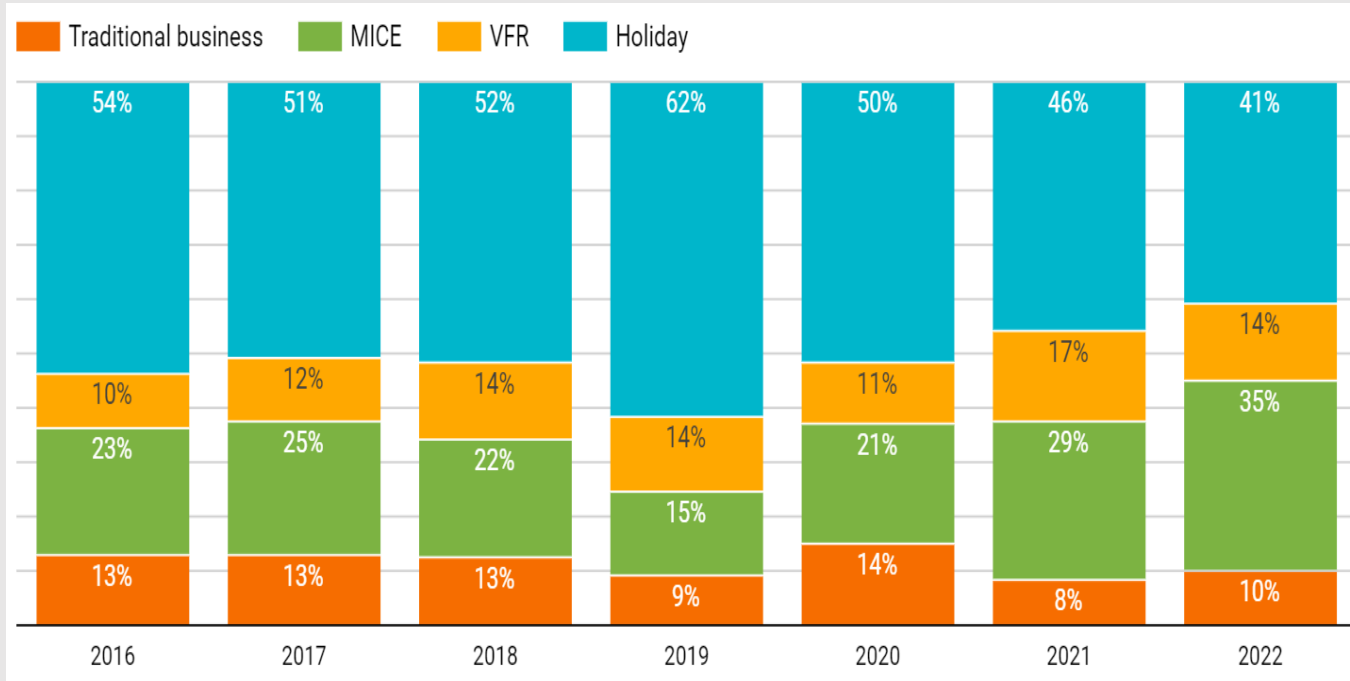


# US trips to Luxembourg with overnight (all accommodation)



## Purpose of visit, 2016-2022

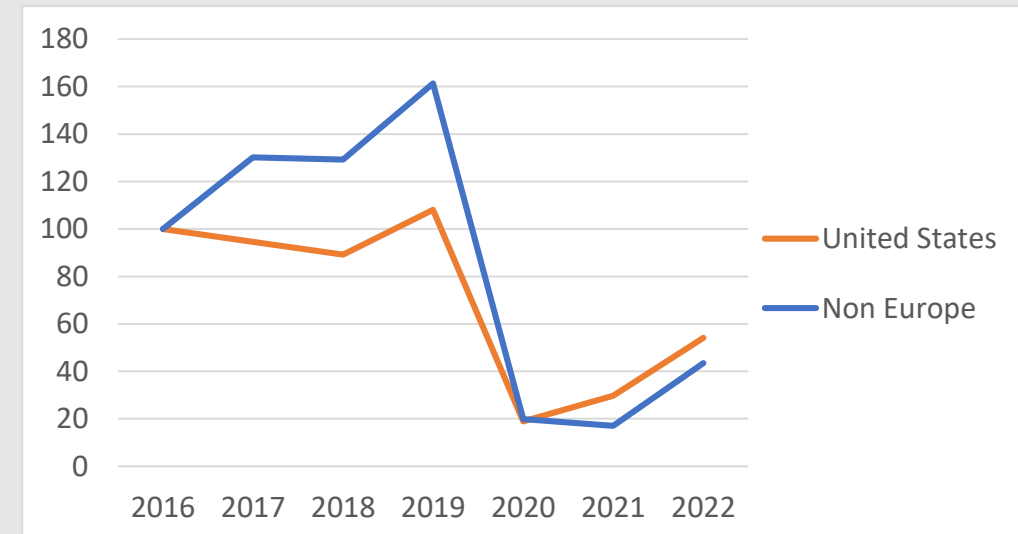
US trips to Luxembourg, 2016-2022



2022

	US to Luxembourg	All Non-Europe to Luxembourg
Holiday	41%	43%
VFR	14%	9%
MICE	35%	25%
Traditional Business	10%	22%

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

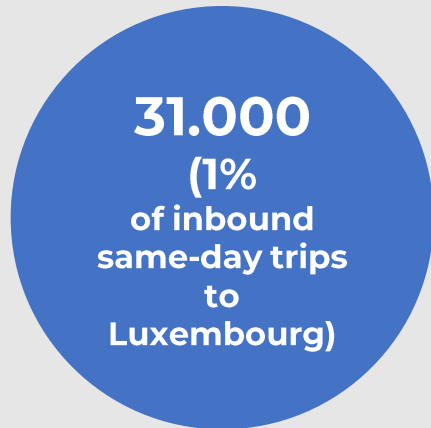


# US same-day trips to Luxembourg

## 2022

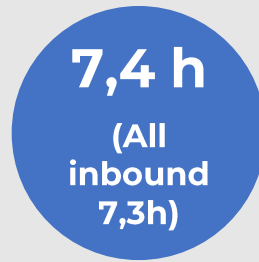


### Number of US same-day trips to Luxembourg

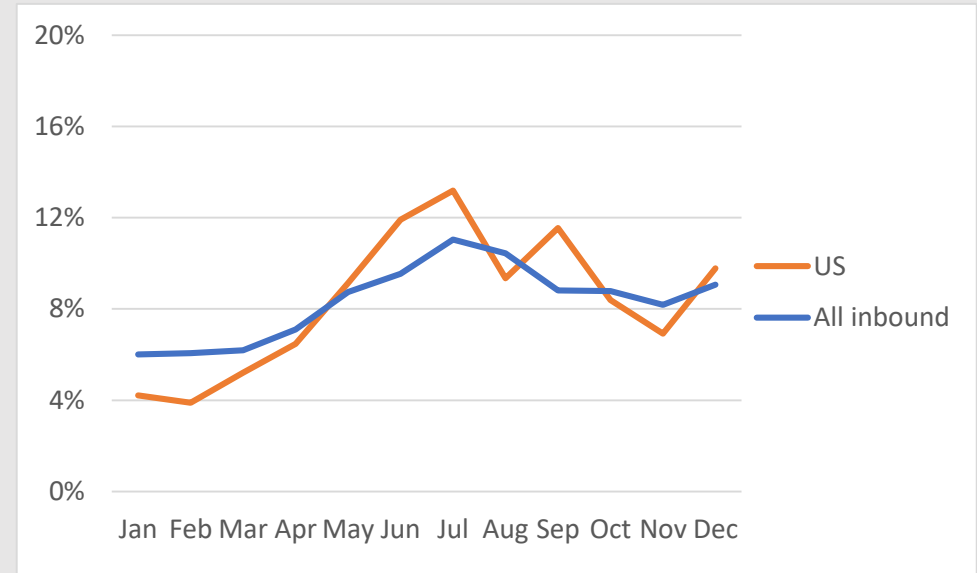


**+117%** (vs. 2021)

### Average length of same-day trips



### Seasonality of same-day trips, % monthly share





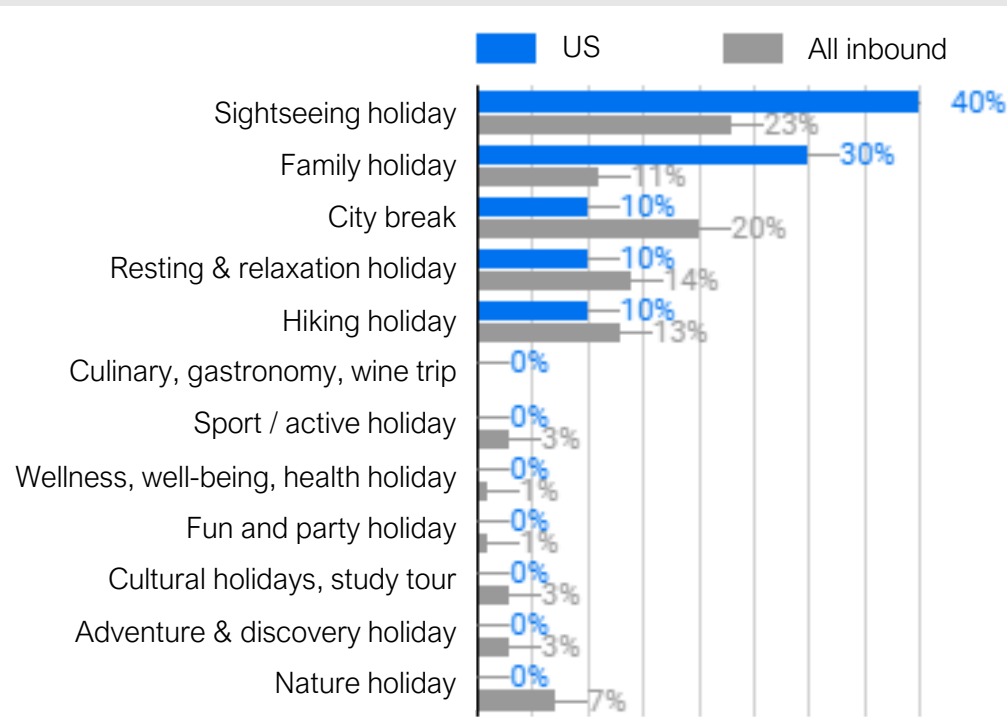
# **Travel behaviour of US leisure visitors in Luxembourg**

# Holiday types

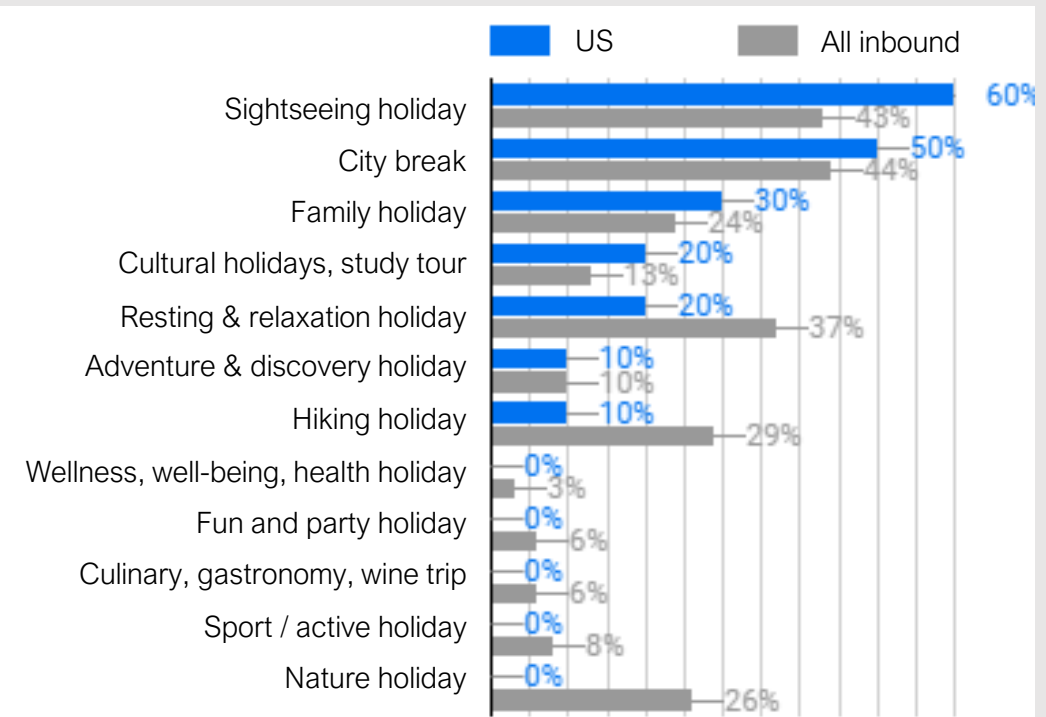
## Inbound leisure visitors with overnight, 2020-2022



### Main holiday types

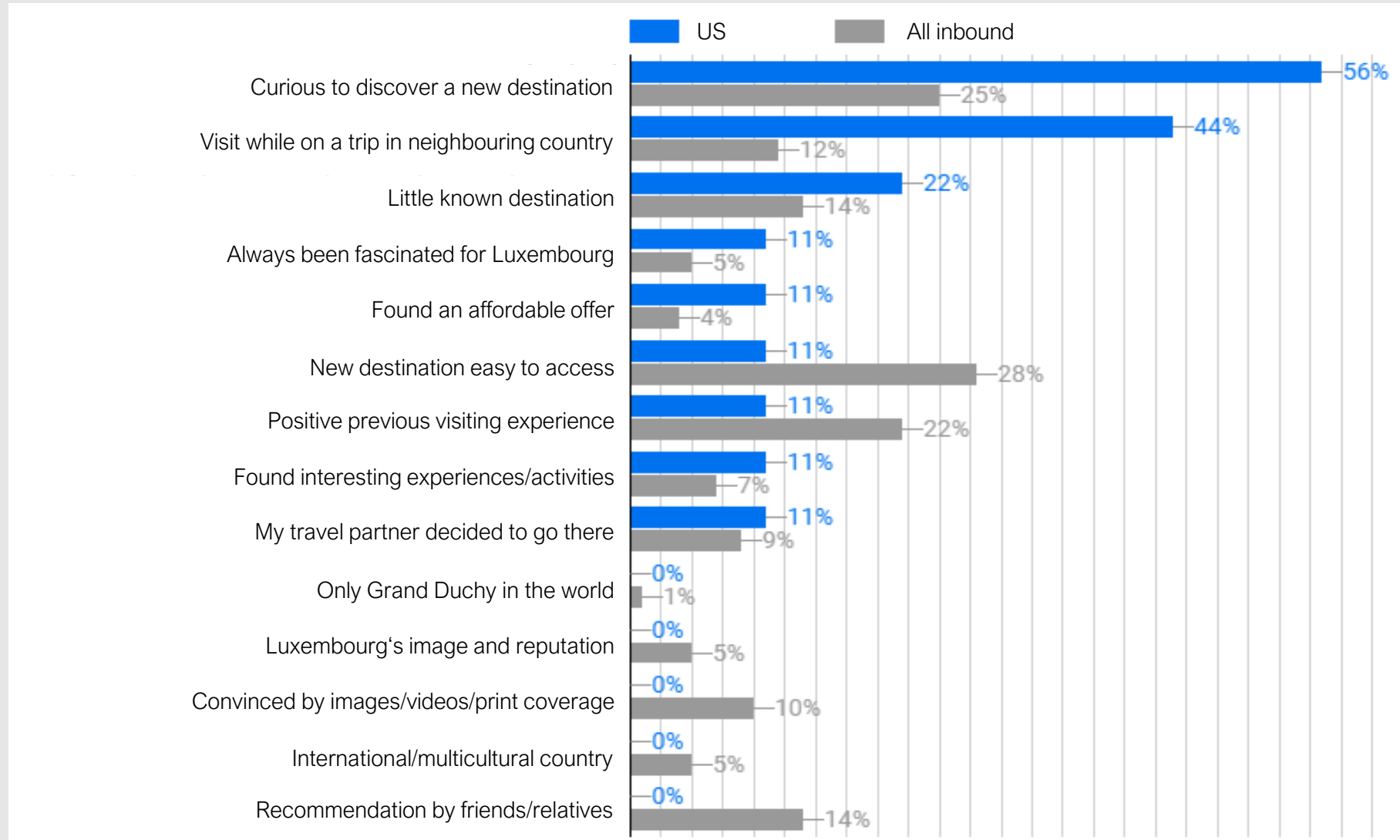


### Additional holiday types



# Key decision criteria for choosing Luxembourg

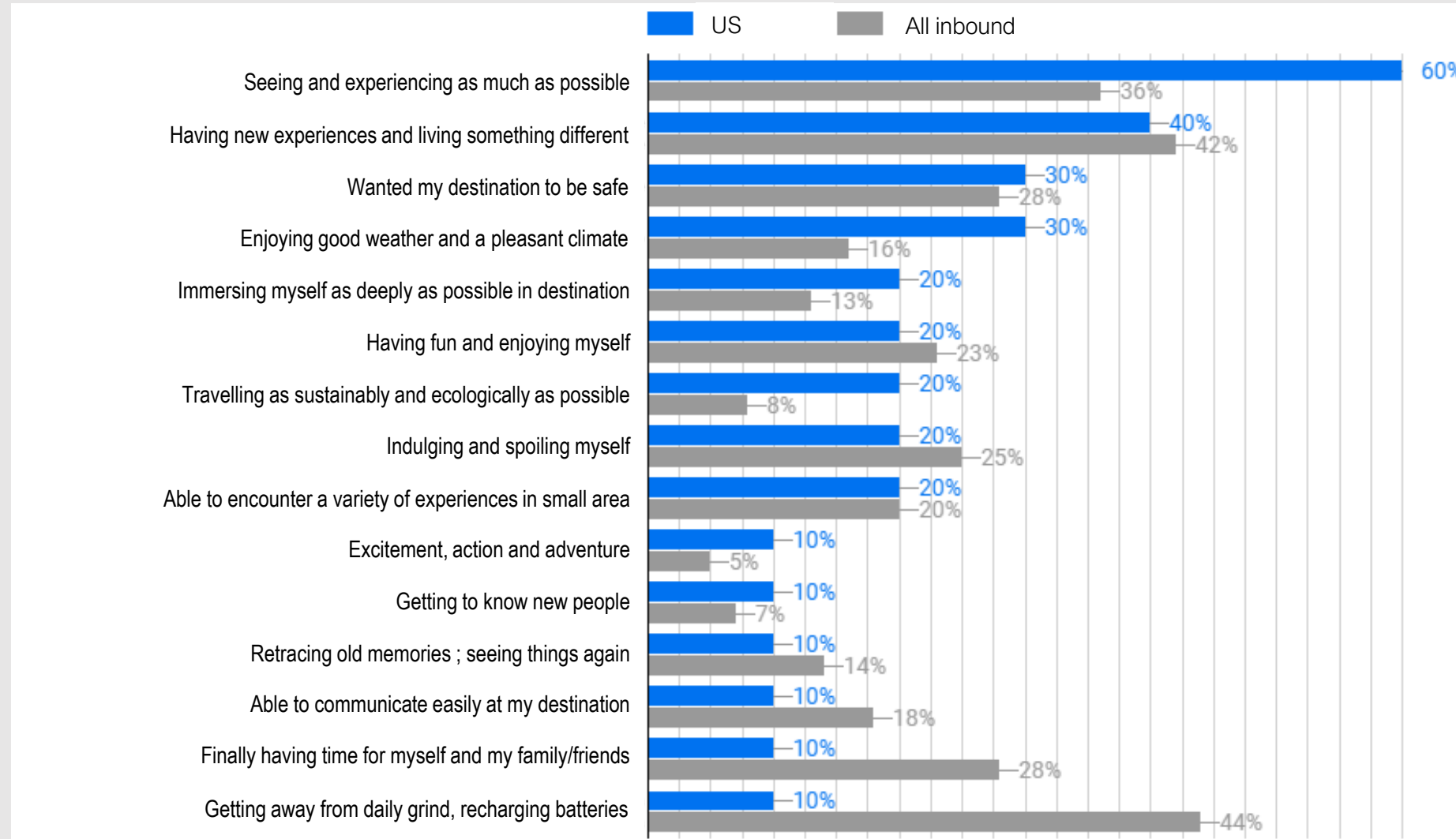
## Inbound leisure visitors with overnight (\*), 2020-2022





# Key travel motivations

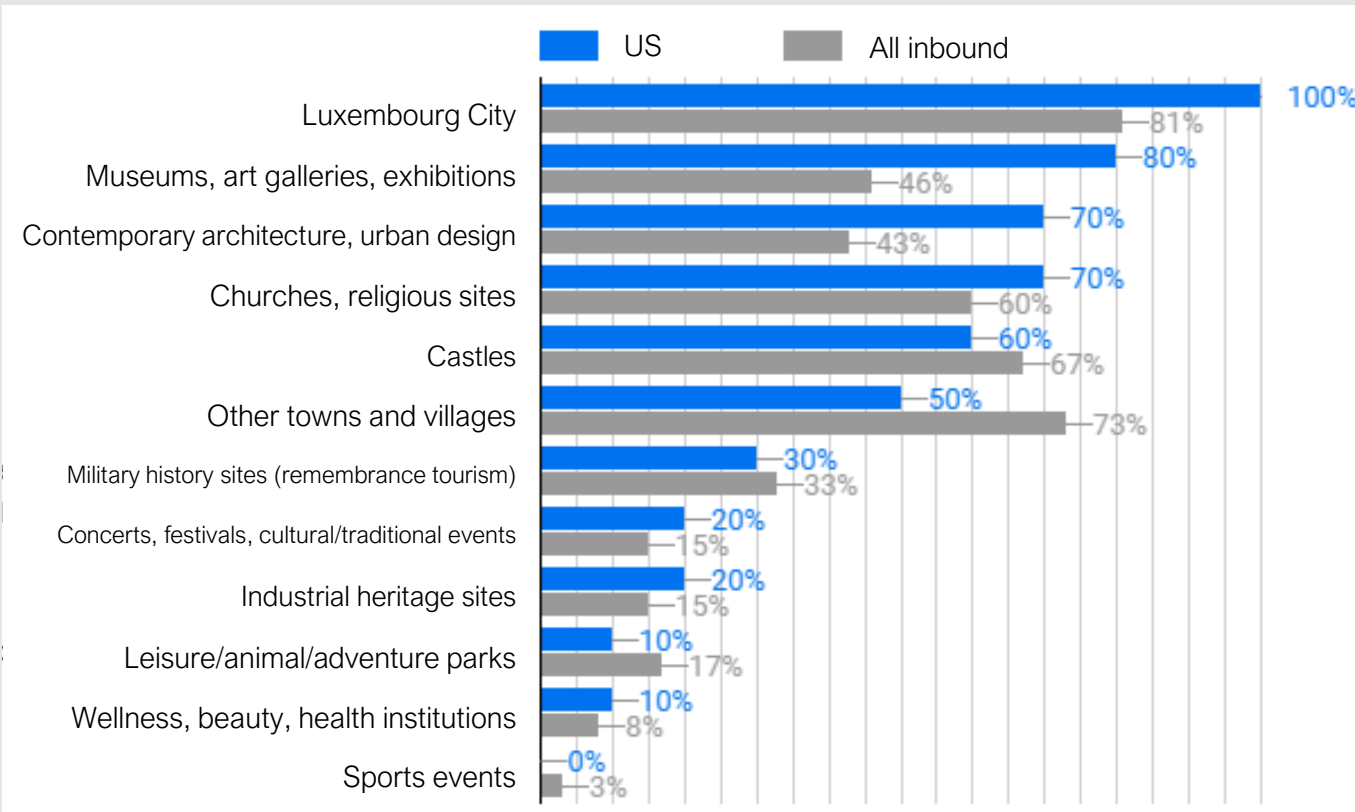
Inbound leisure visitors with overnight, 2020-2022



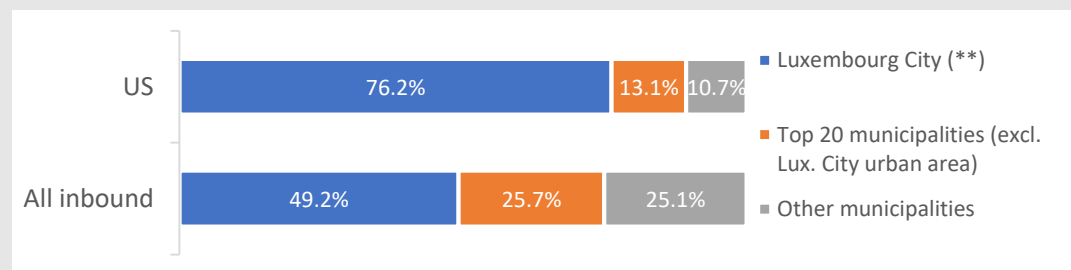
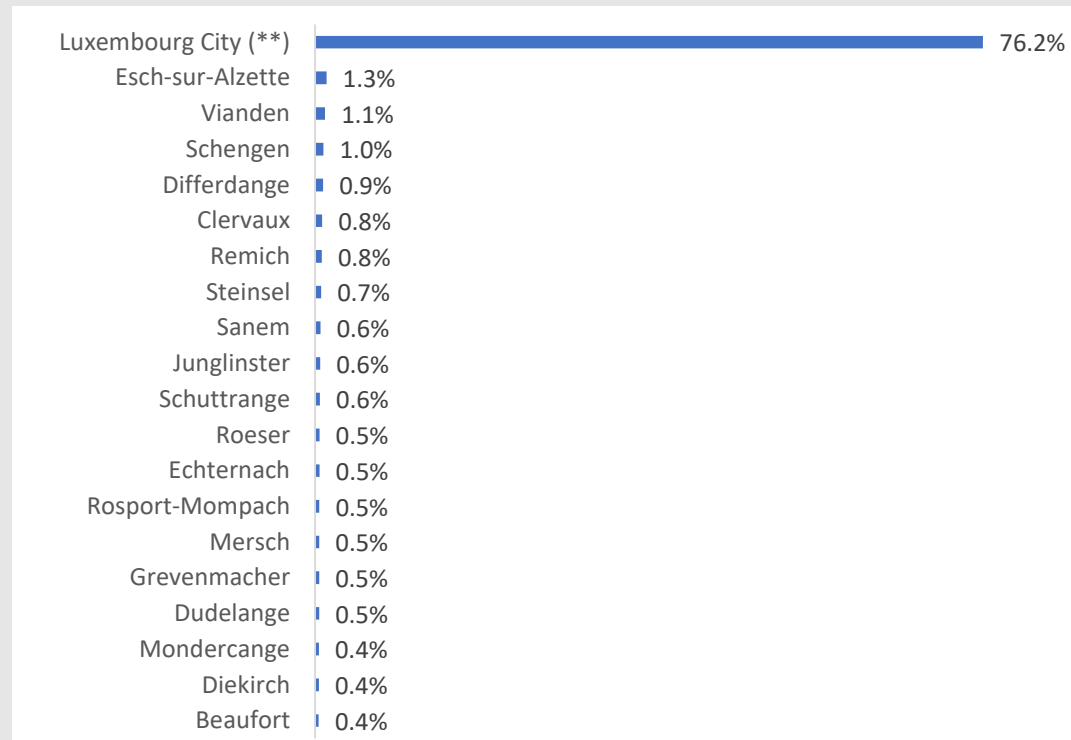
# Type of places and cities visited in Luxembourg



## Places visited during leisure overnight stays<sup>1</sup>



## Top cities visited during US overnight and same-day trips<sup>2</sup> (\*), 2022



Sources: <sup>1</sup>LFT/Ilres Visitor Survey, 2020-2022, <sup>2</sup>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.

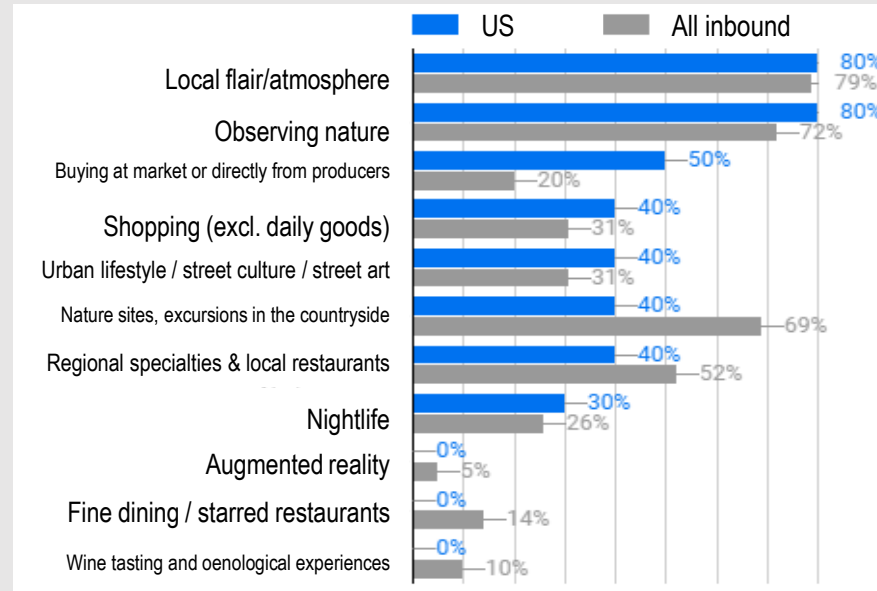
(\*\*) Urban area, incl. Niederanven, Welferding, Heppendorf, Sandweiler, Lourdelaing, Mamer, Strassen, Bertrange

# Activities undertaken in Luxembourg

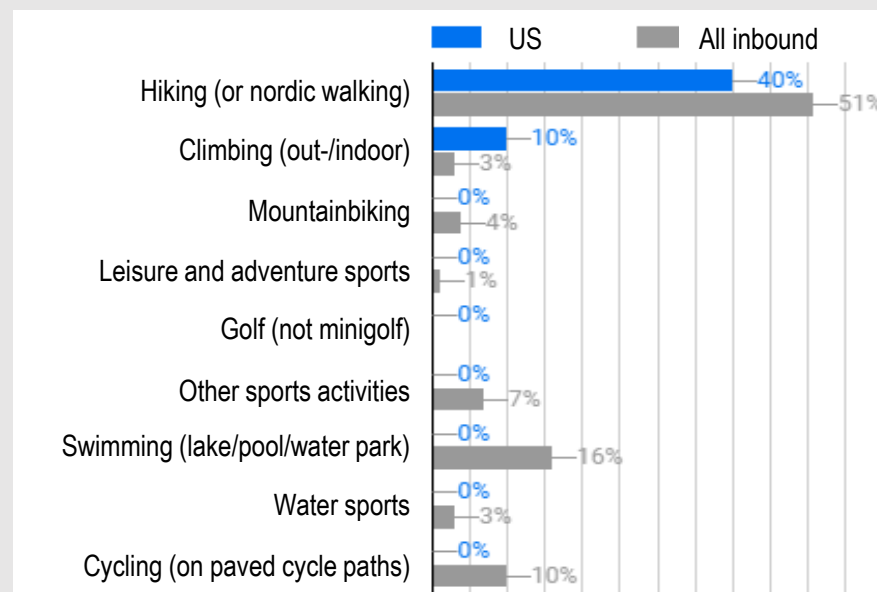
## Inbound leisure visitors with overnight, 2020-2022



### Non-sporting activities



### Sporting activities

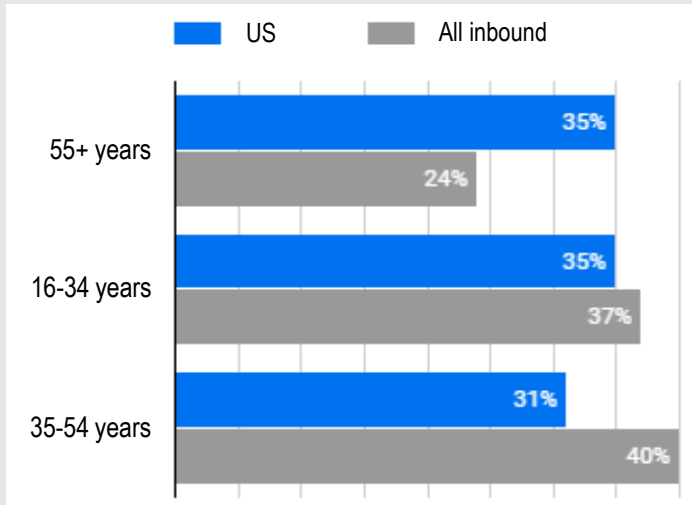


# Transport, travel party, age, repeat visits and cross-border trips

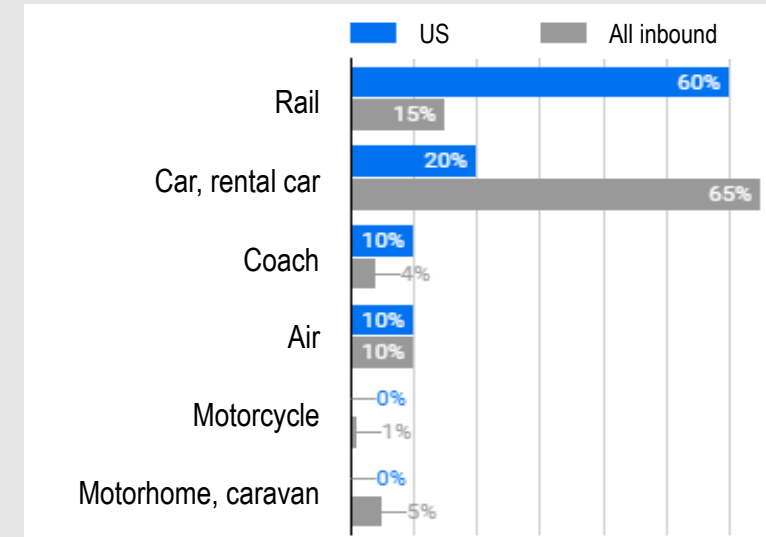
## Inbound leisure visitors with overnight, 2020-2022



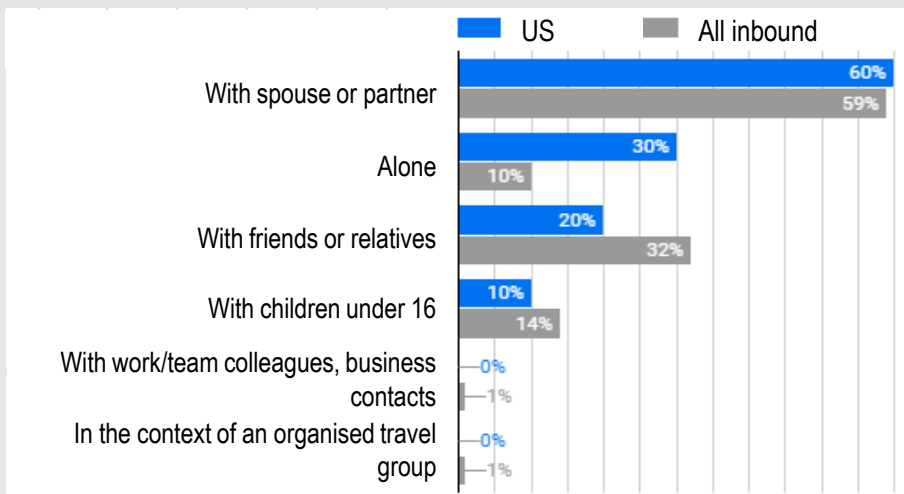
### Age groups



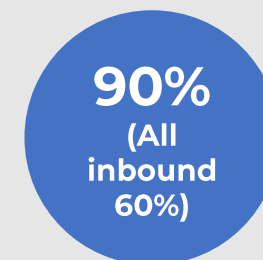
### Mode of transport to access Luxembourg



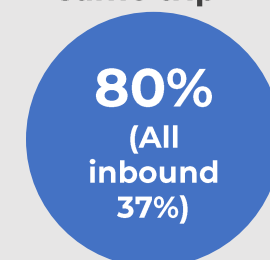
### Travel party



### First-time visitors



### Visitors spending nights in Luxembourg and abroad during same trip

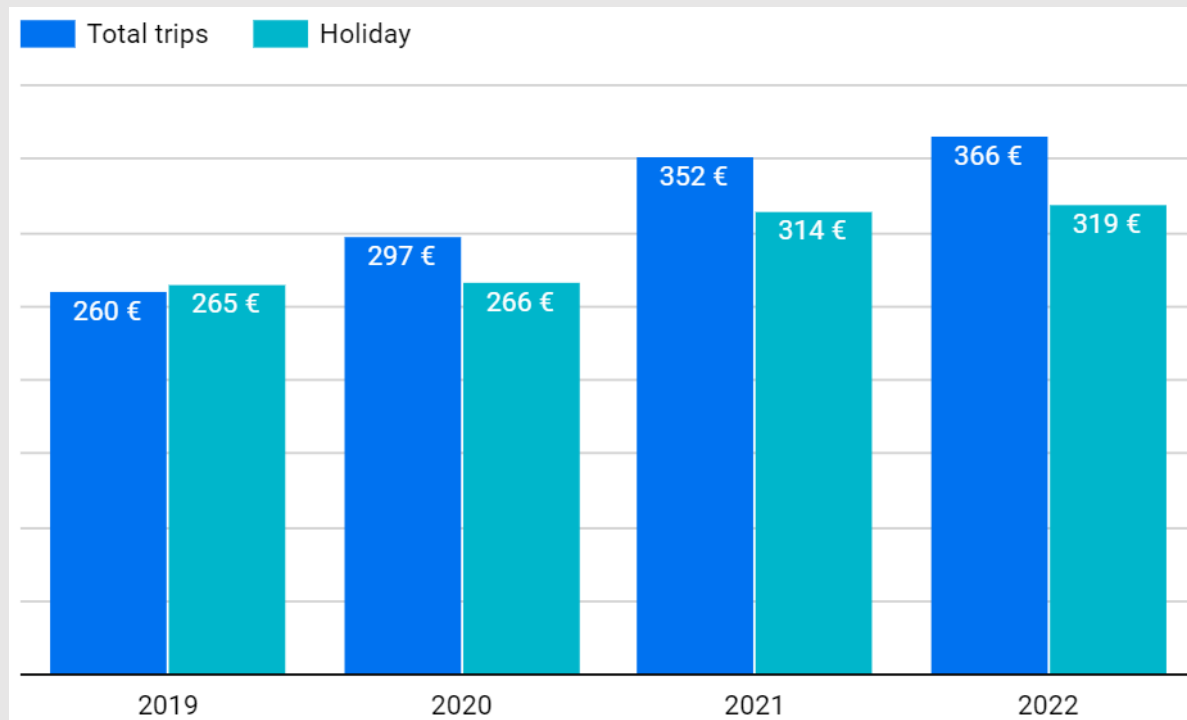


# Expenditure



Inbound trips to Luxembourg with overnight (all accommodation)

## US trips to Luxembourg : average spend per pers. per day

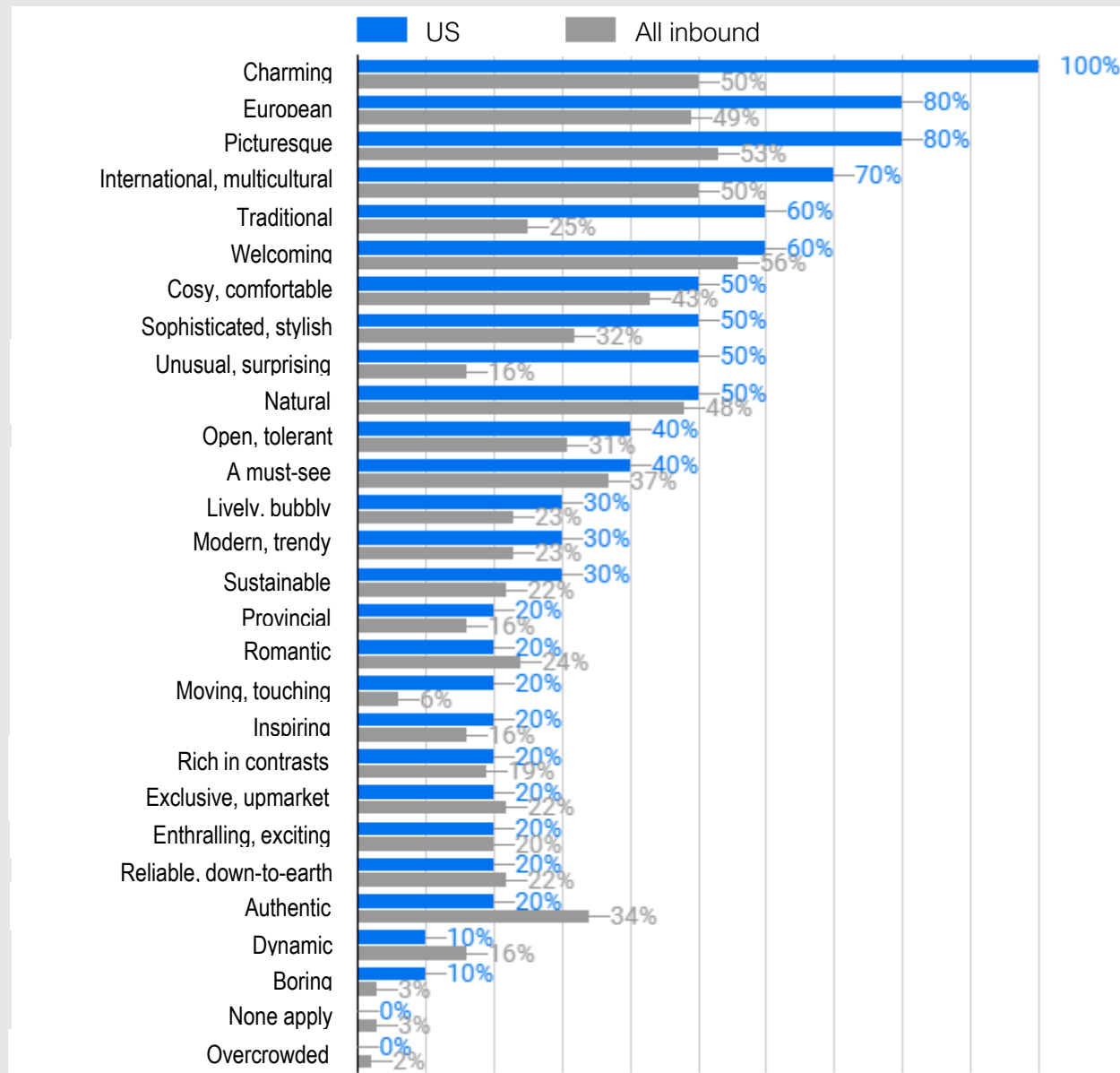


2022

	US to Luxembourg	All inbound to Luxembourg
Spend/day/pers. on <b>all</b> trips	366 €	144 €
Spend/day/pers. on <b>holiday</b> trips	319 €	137 €

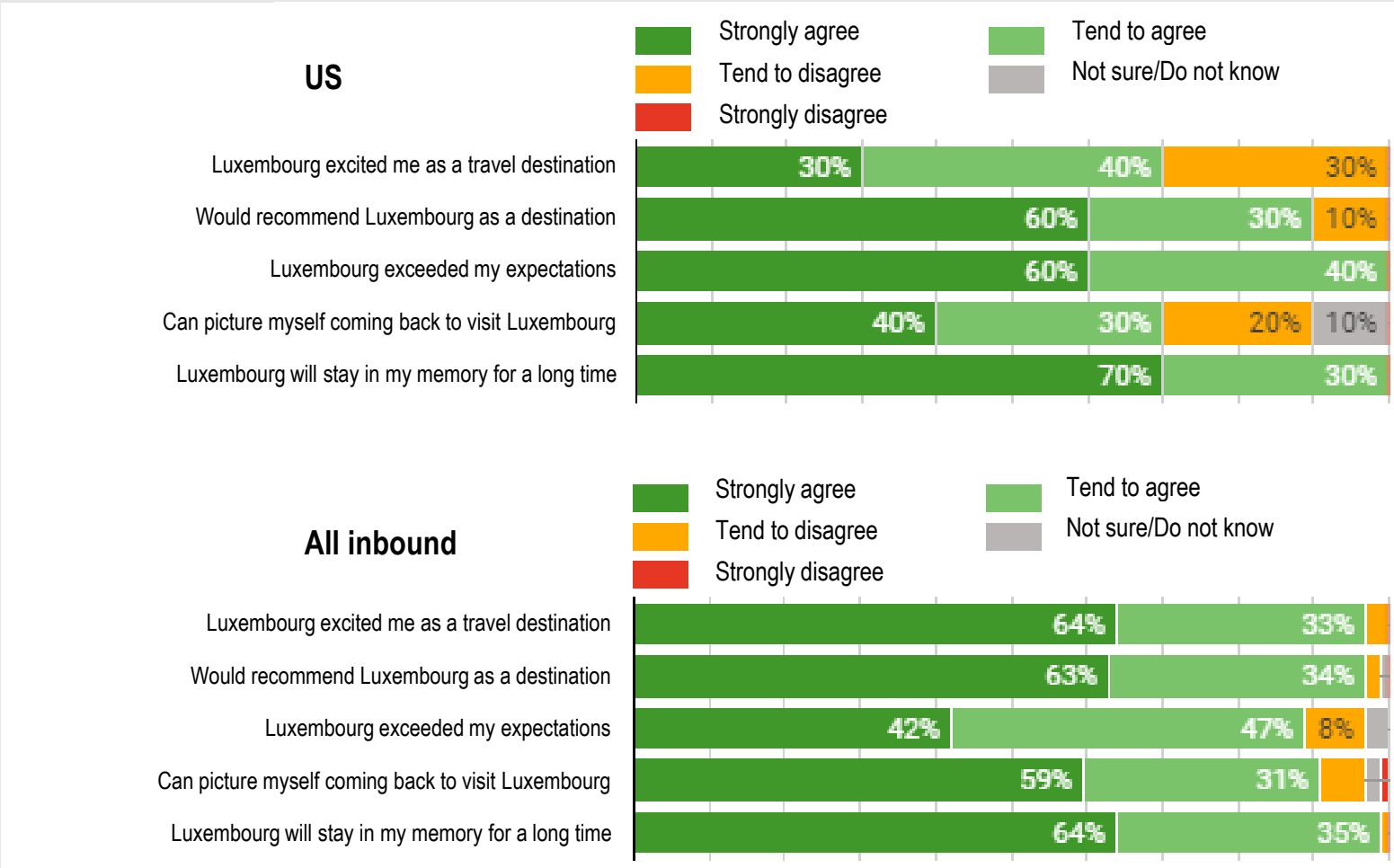
# Image perception of Luxembourg

## Leisure overnight visitors



# Visitor satisfaction and recommendation

## Inbound leisure visitors, 2020-2022



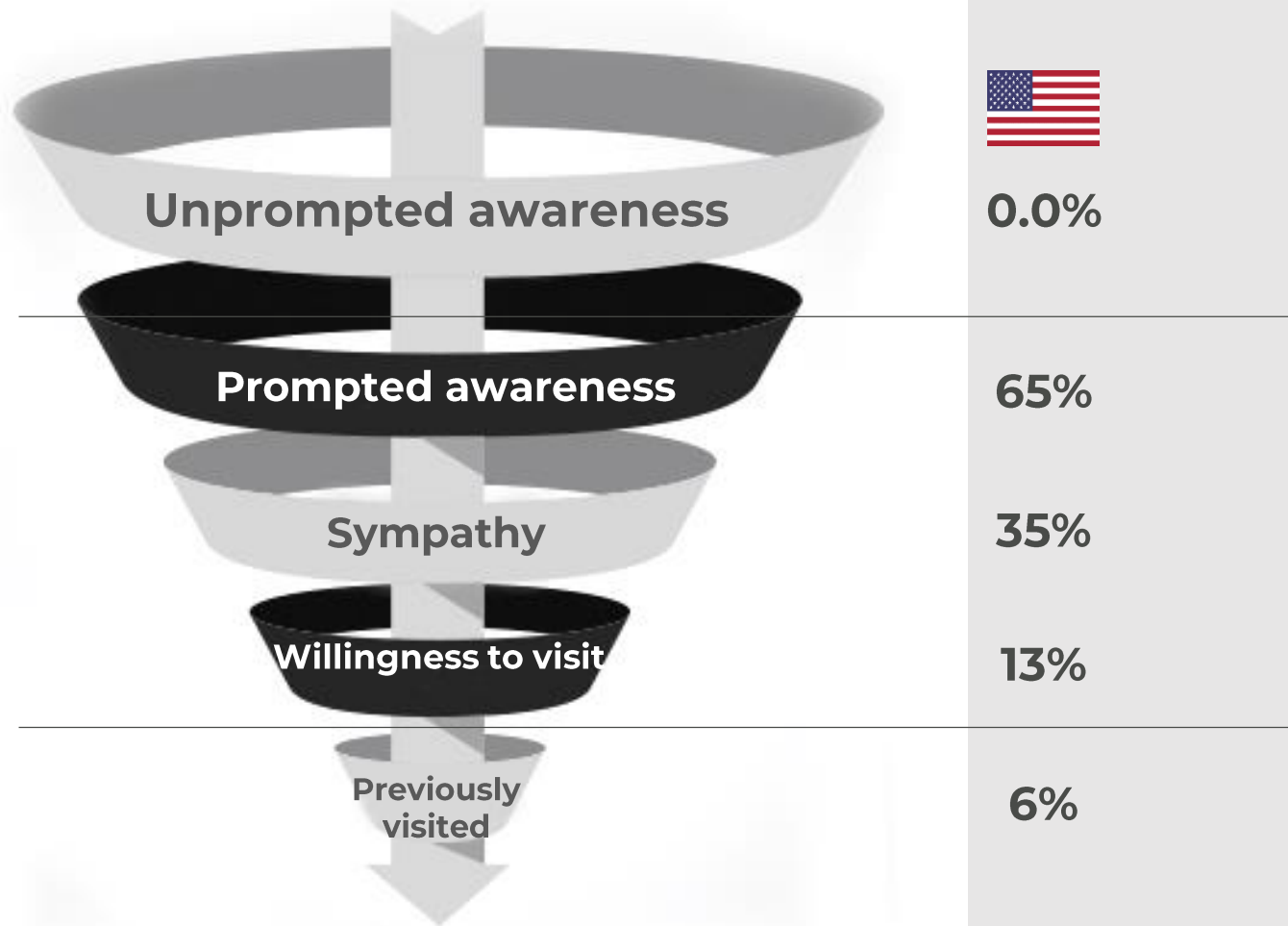


# **Brand & Growth Potential**



# Brand Funnel 2021

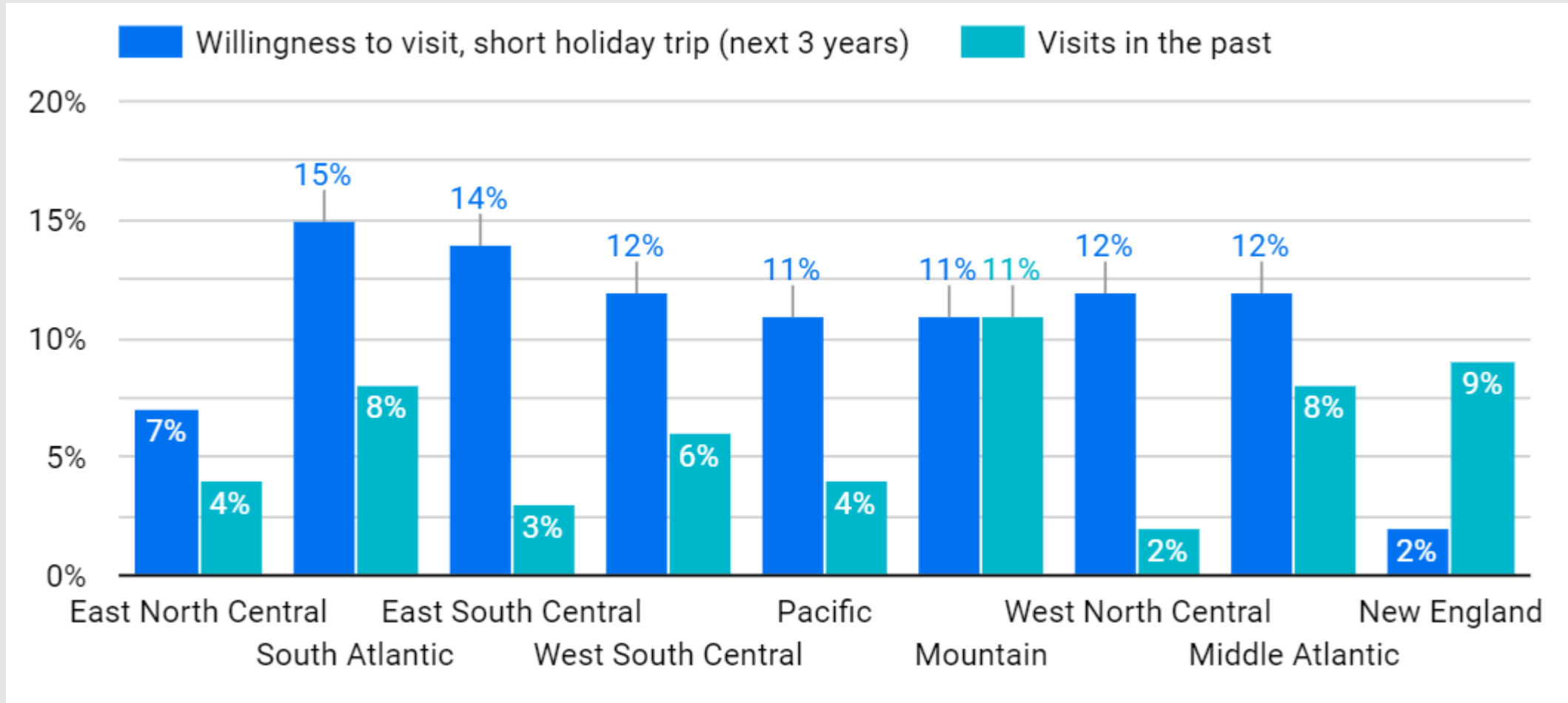
Assessing Luxembourg's brand strength as a destination



**Total future visitor potential  
from the US (\*)**  
31.9 million

# Regional origin

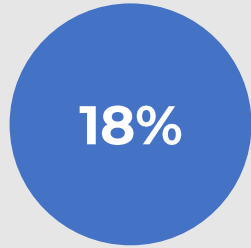
Past visitors and future potential for US travel to Luxembourg



# US visitors with travel intent to Europe, 2023-2024



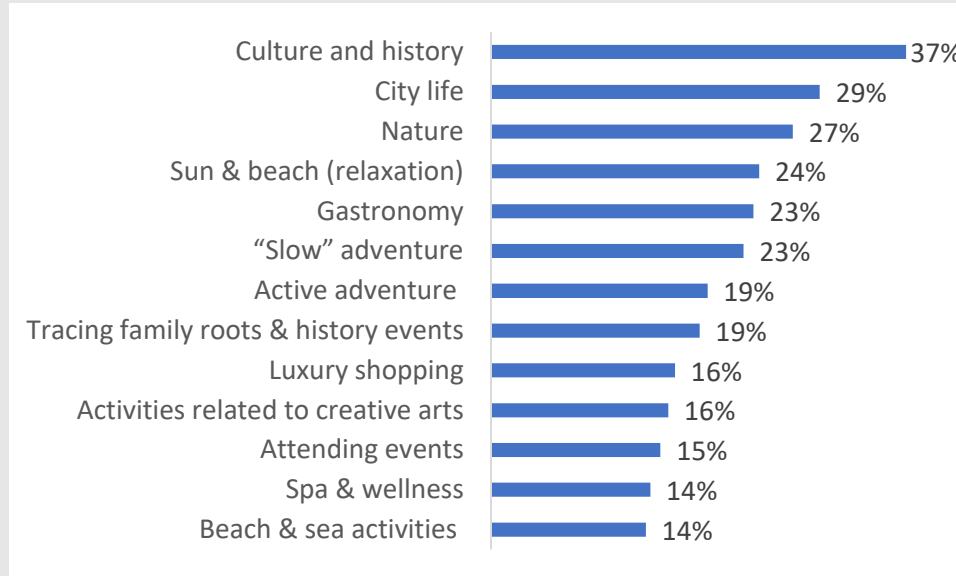
US respondents intending to visit Europe between Sep 2023 – Dec 2024 (\*)



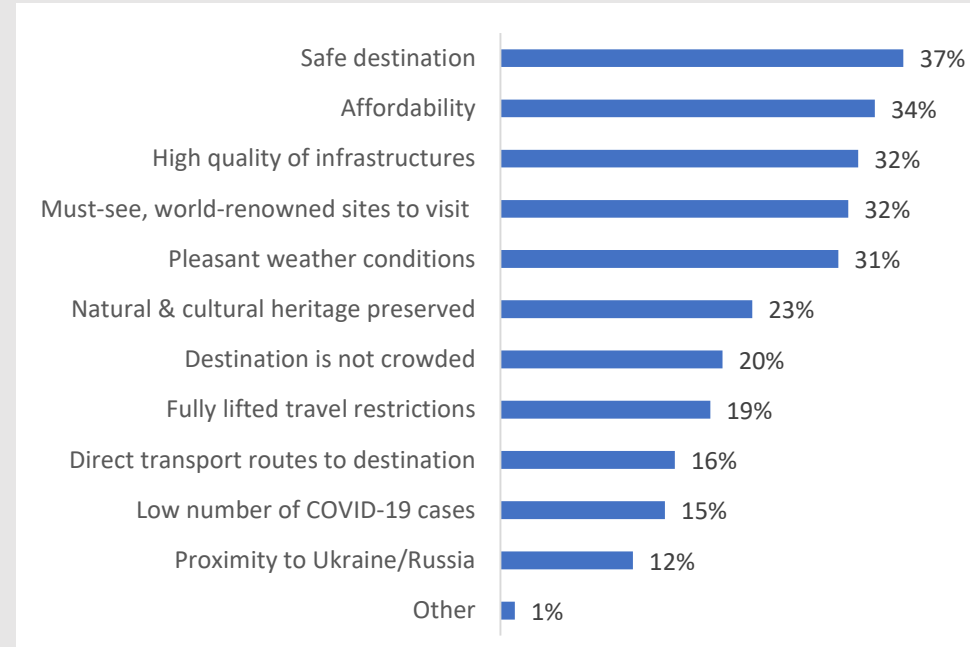
First-time visitors to Europe, next intended trip



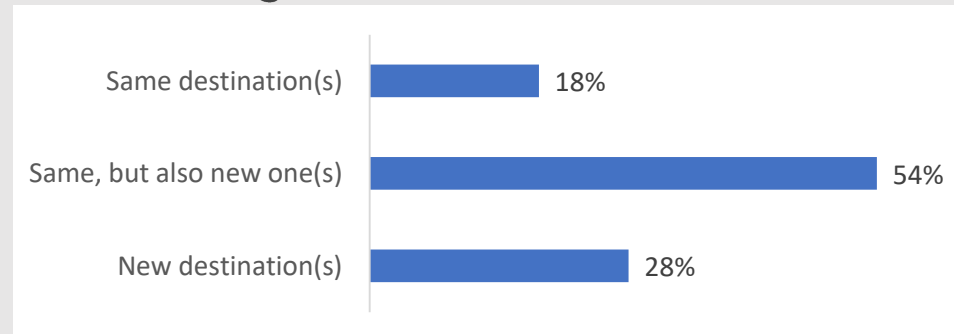
## Preferred type of activities



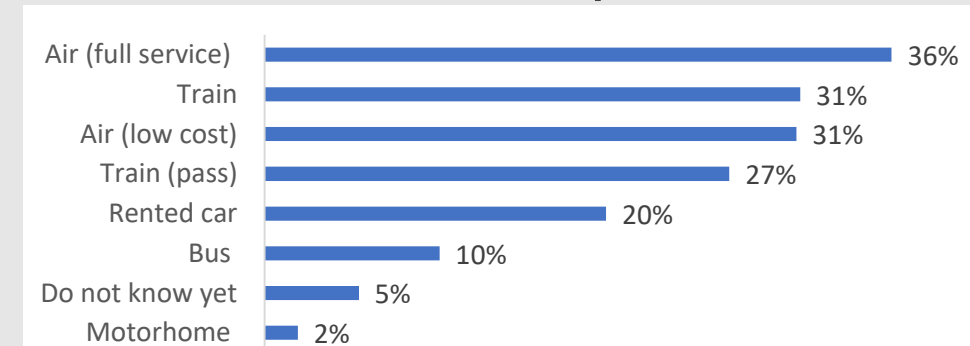
## Key decision criteria for destination choice



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



## Preferred transport mode for travelling within Europe



(\*) 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.



## Your contact



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