



Luxembourg for Tourism
Market profile
UNITED STATES
2023



Economic indicators & General Travel Demand

Economic indicators - General travel demand

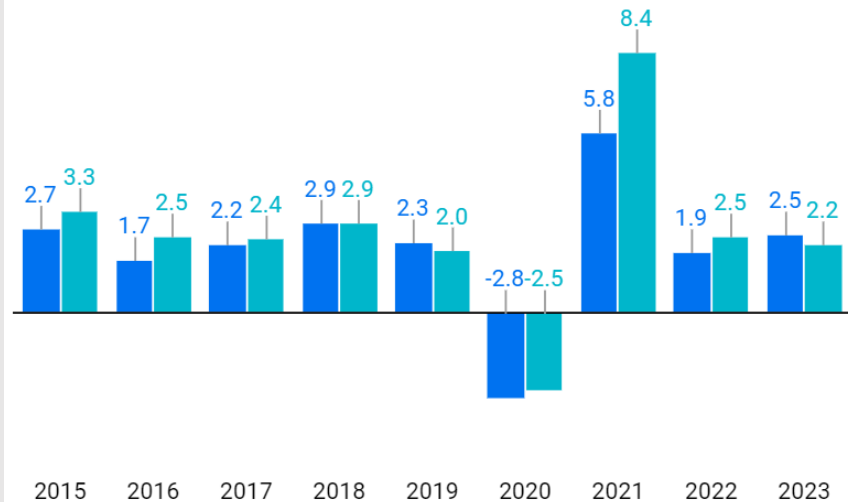


Economy & population

GDP (\$) per capita: 81,632
 Unemployment (%): 3.6
 Population (mn): 335.1
 Inflation (%): 4.1

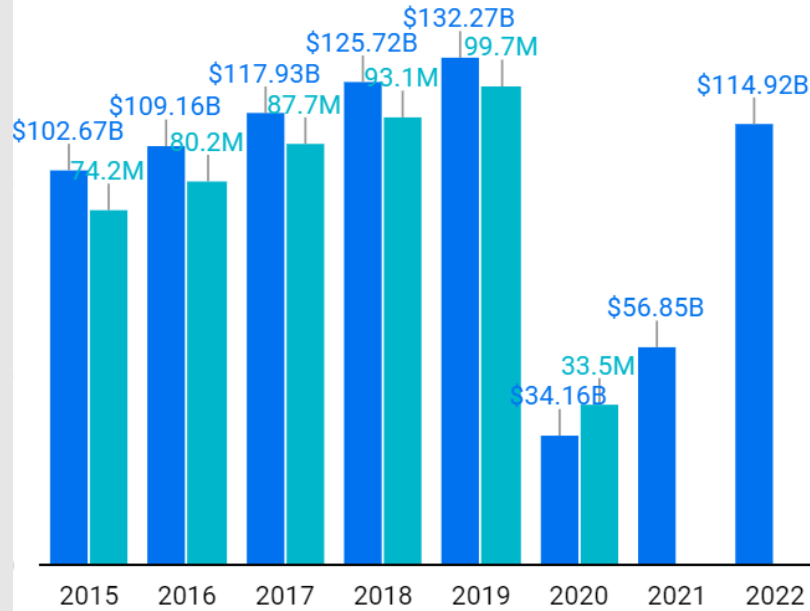
GDP and Consumer spending, % annual change

■ GDP change ■ Consumer spend



Outbound trips and travel expenditure

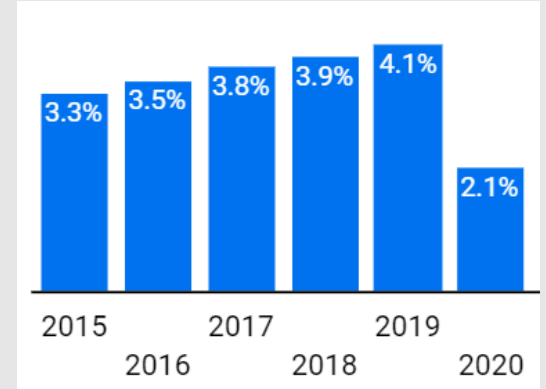
■ Outbound travel expenditure ■ Outbound trips



Average spend
 per outbound trip (2019)
1.326 \$

Outbound travel intensity
0.30 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

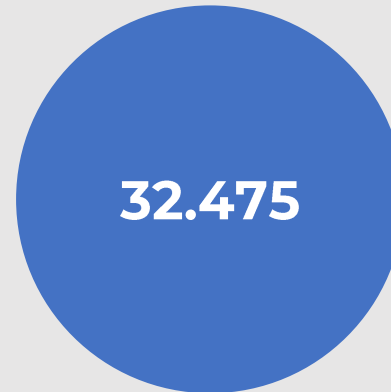


**Nights,
paid accommodation, 2023**



+5% (vs. 2022)
+12% (vs. 2019)

**Arrivals,
paid accommodation, 2023**



+10% (vs. 2022)
+24% (vs. 2019)

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



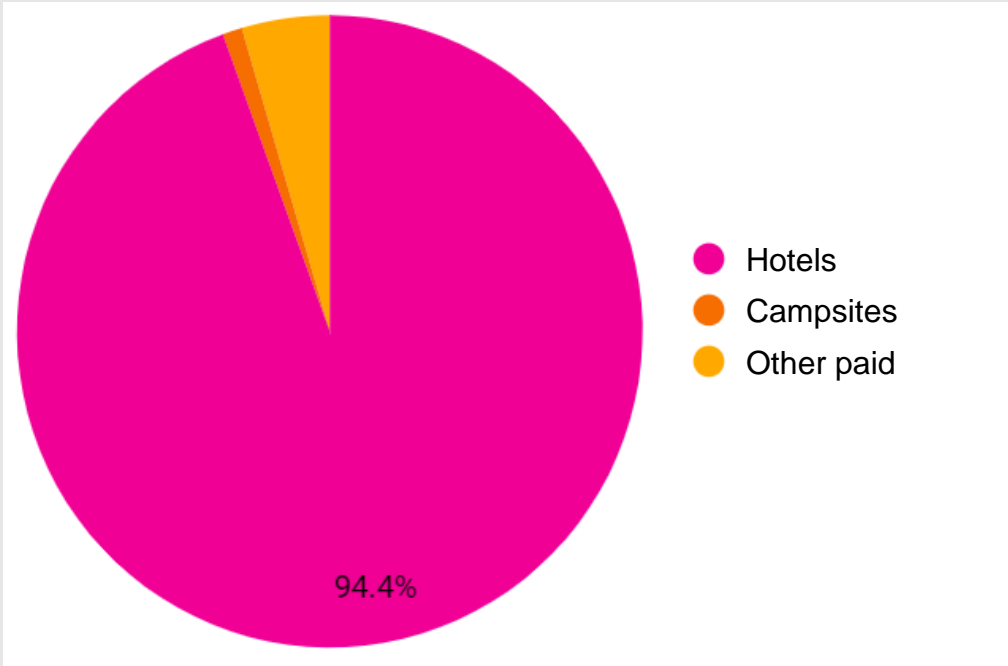
-0.09 days (vs. 2022)
-0.20 days (vs. 2019)

Nights & arrivals in paid accommodation

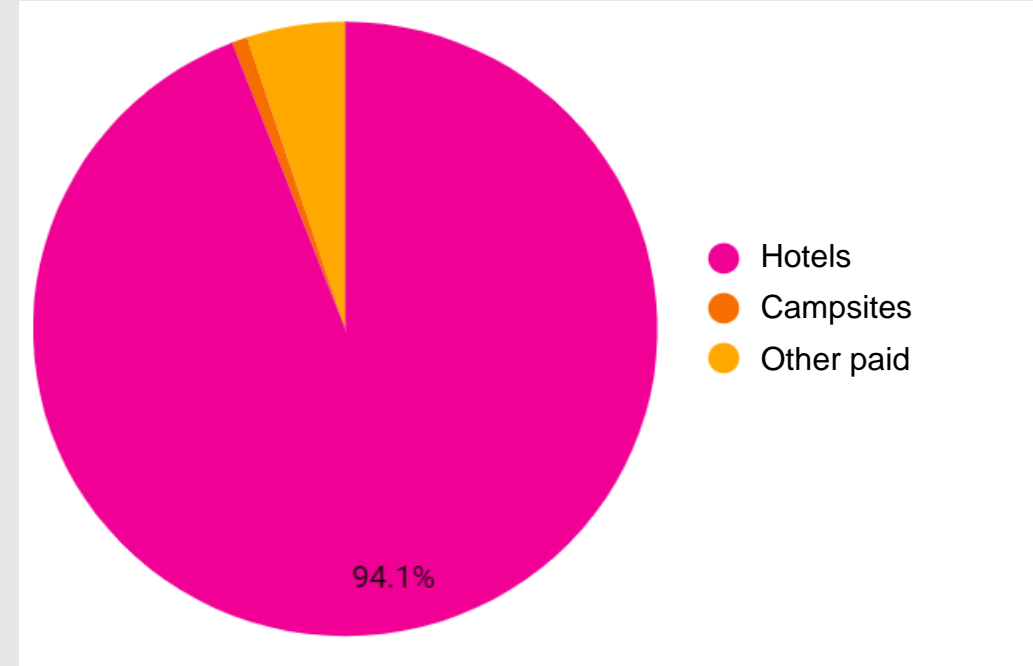
Type of accommodation, 2023



Nights, paid accommodation, 2023



Arrivals, paid accommodation, 2023



Hotels	60.764	+4% (vs. 2022) +23% (vs. 2019)
Other paid accomm.	2.921	+27% (vs. 2022)-60% (vs. 2019)
Campsites	655	+20% (vs. 2022)+86% (vs. 2019)

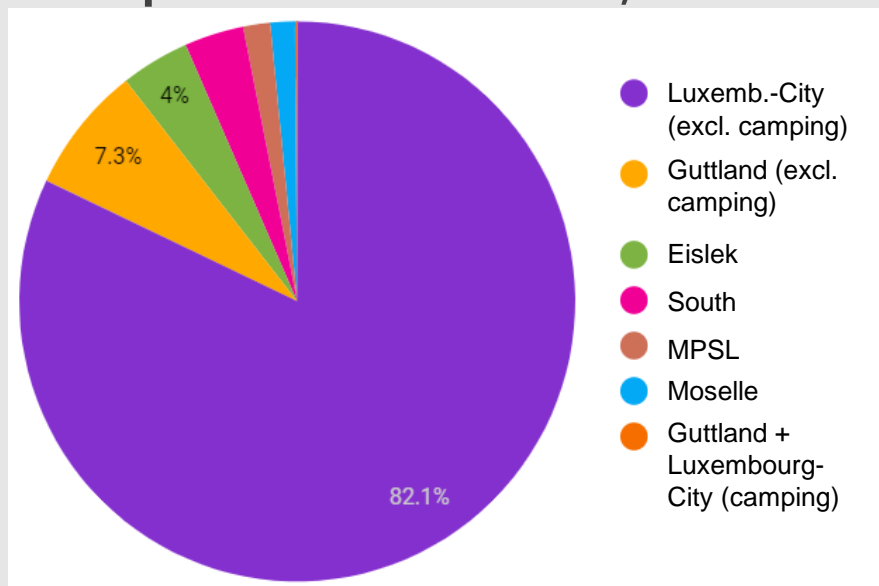
Hotels	60.764	+10% (vs. 2022)+26% (vs. 2019)
Other paid accomm.	1.659	+17% (vs. 2022)-4% (vs. 2019)
Campsites	257	+13% (vs. 2022)+15% (vs. 2019)

Nights & arrivals in paid accommodation

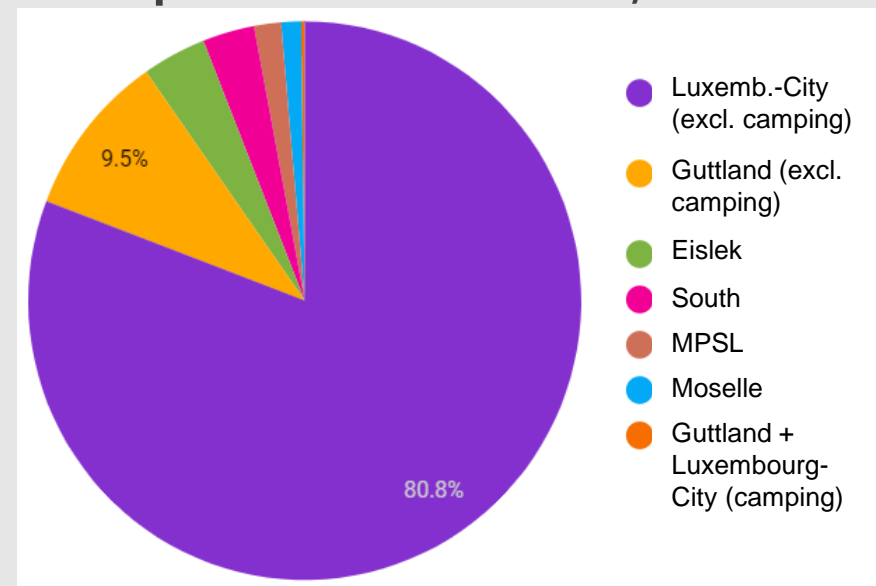
Regions, 2023



Nights, paid accommodation, 2023



Arrivals, paid accommodation, 2023



Lux.-City (excl. camping)	52.823	+14% (vs. 2022) +24% (vs. 2019)
Guttland (excl. camping)	4.715	-37% (vs. 2022) -7% (vs. 2019)
Eislek	2.569	+27% (vs. 2022) -13% (vs. 2019)
South	2.222	-45% (vs. 2022) -45% (vs. 2019)
MPSL	1.009	+76% (vs. 2022) +8% (vs. 2019)
Moselle	917	+48% (vs. 2022) -46% (vs. 2019)
Guttland/Lux.-City (camping)	85	-7% (vs. 2022) -18% (vs. 2019)

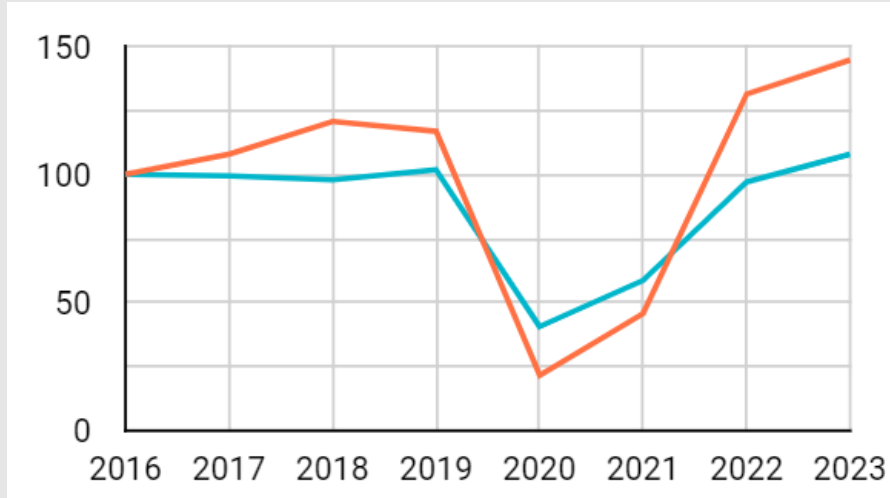
Lux.-City (excl. camping)	26.239	+19% (vs. 2022) +37% (vs. 2019)
Guttland (excl. camping)	3.079	-28% (vs. 2022) +23% (vs. 2019)
Eislek	1.217	+75% (vs. 2022) -17% (vs. 2019)
South	985	-49% (vs. 2022) -46% (vs. 2019)
MPSL	511	+107% (vs. 2022) -7% (vs. 2019)
Moselle	375	+48% (vs. 2022) -46% (vs. 2019)
Guttland/Lux.-City (camping)	69	+26% (vs. 2022) -14% (vs. 2019)

Arrivals in paid accommodation

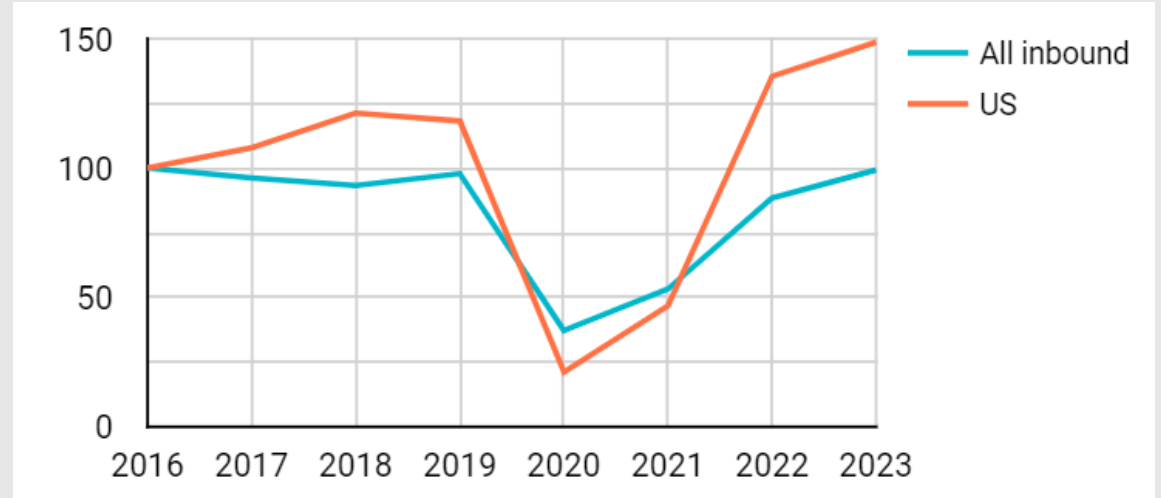
Trends 2016-2023



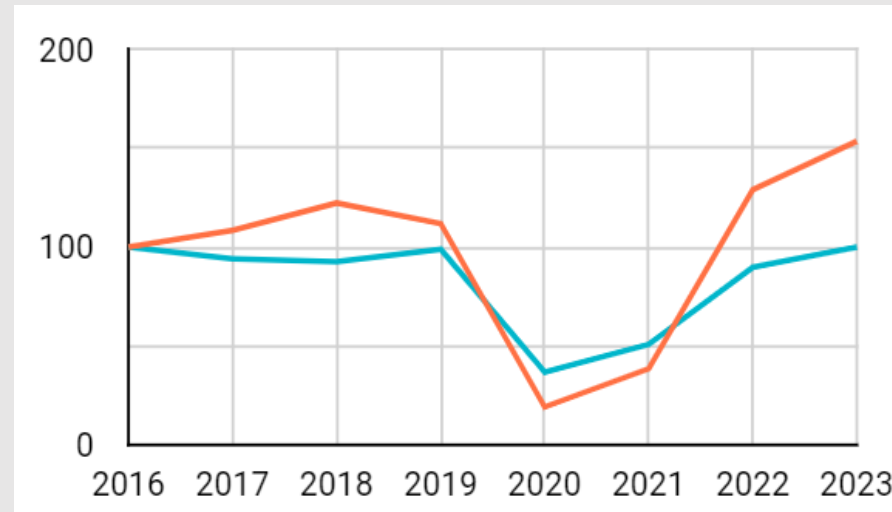
All paid accommodation, national (2016 = Index 100)



Hotels, national (2016 = Index 100)



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



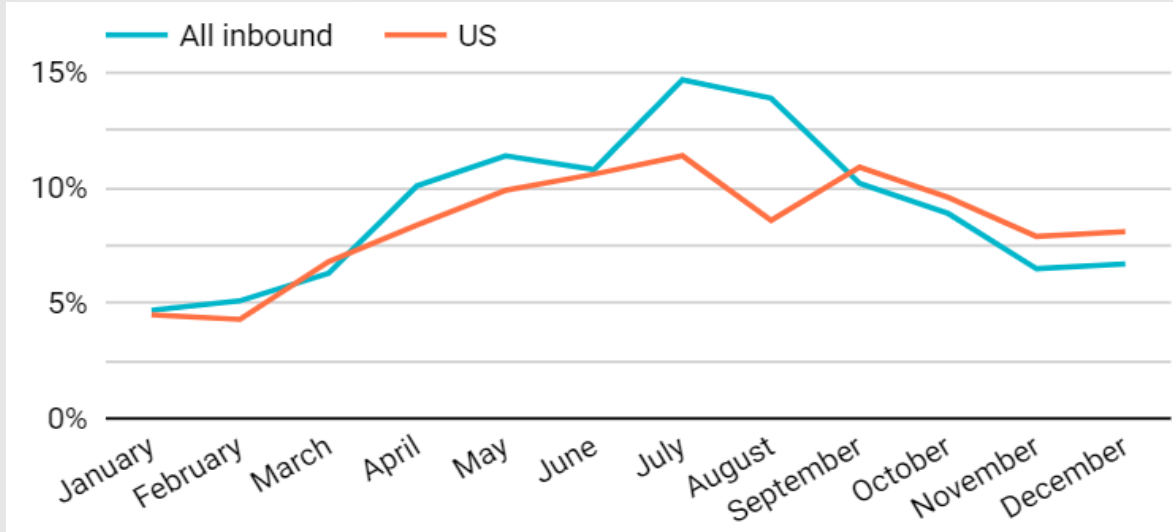
(*), excluding camping.
Source: Statec

Arrivals in paid accommodation

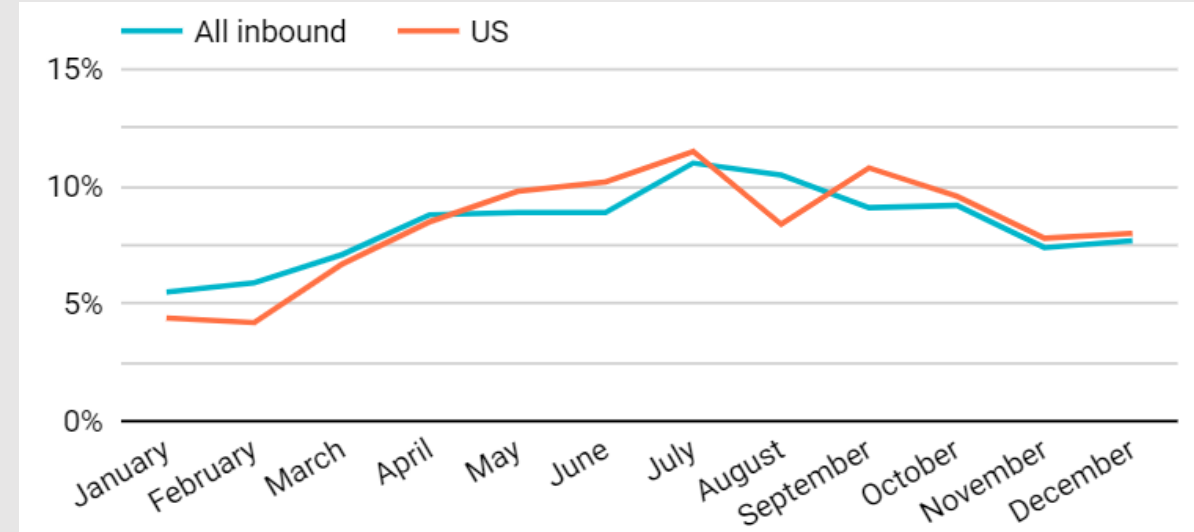
Seasonality



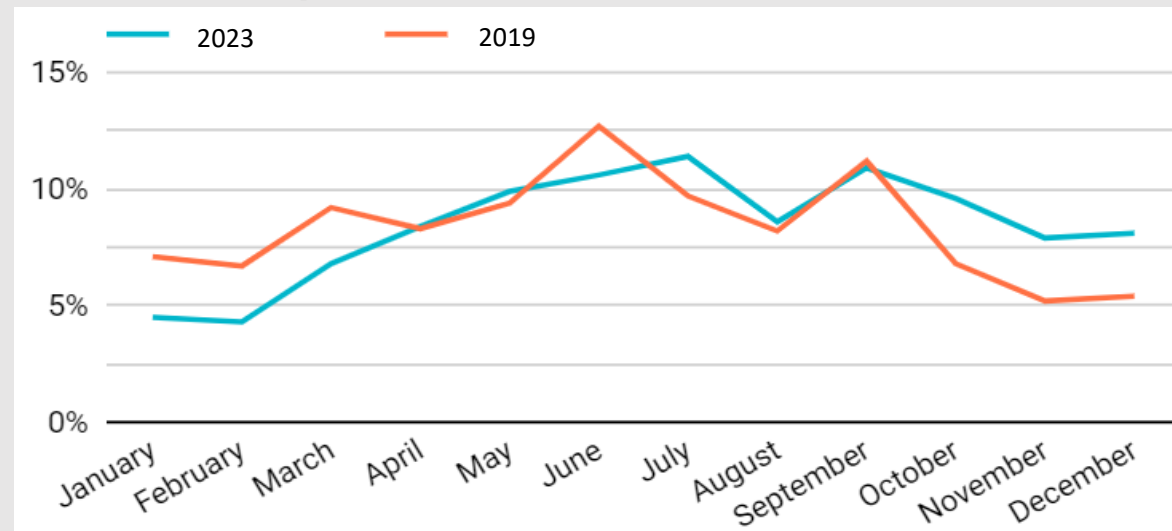
All paid accommodation, 2023



Hotels, 2023



All paid accommodation, arrivals from the US



Short-term rentals

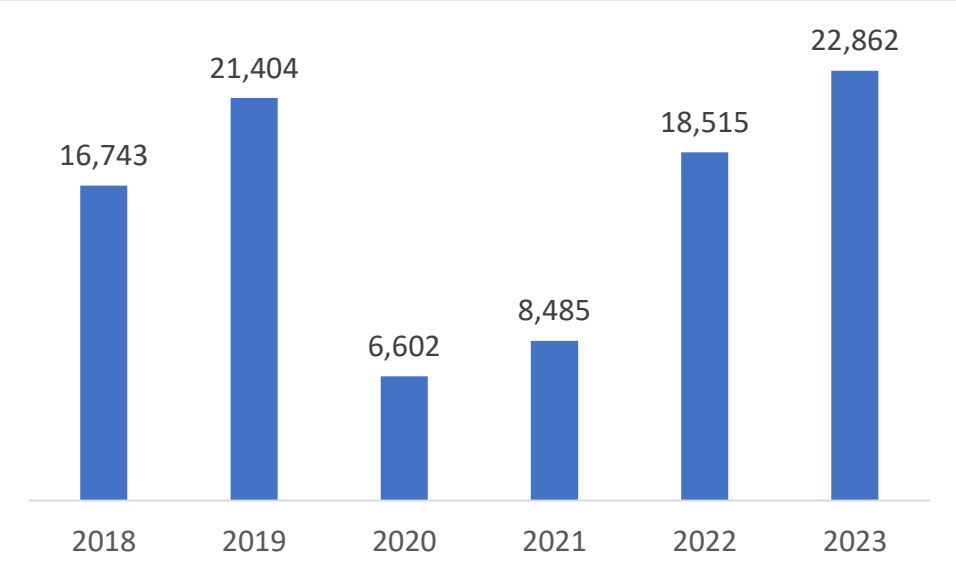


**Nights,
Short-term rentals, 2023**



+23% (vs. 2022)
+7% (vs. 2019)

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



Source: Eurostat (experimental statistics).



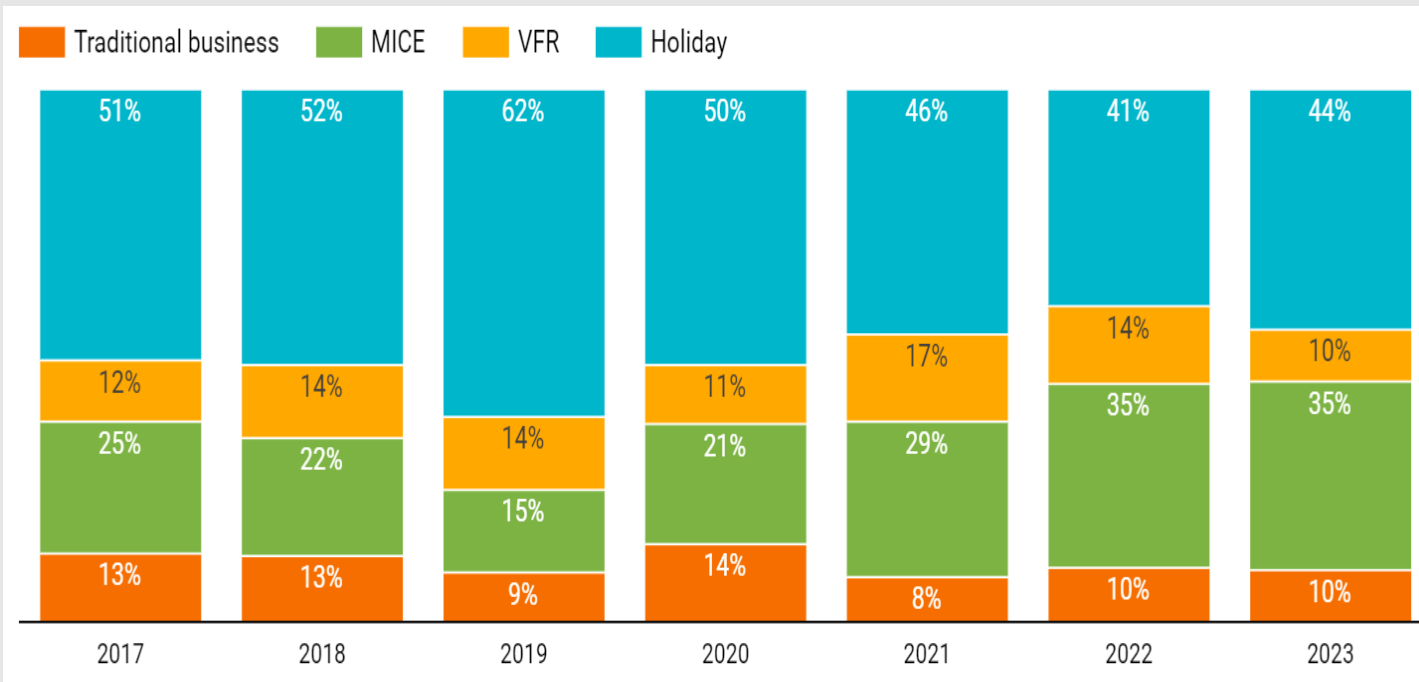
Characteristics of US inbound trips to Luxembourg

US trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2017-2023

US trips to Luxembourg, 2017-2023



2023

	US to Luxembourg	All Non-Europe to Luxembourg
Holiday	44%	56%
VFR	10%	8%
MICE	35%	32%
Traditional Business	10%	5%



Travel behaviour of US leisure visitors in Luxembourg

Holiday types

Inbound leisure visitors with overnight, 2022-2023

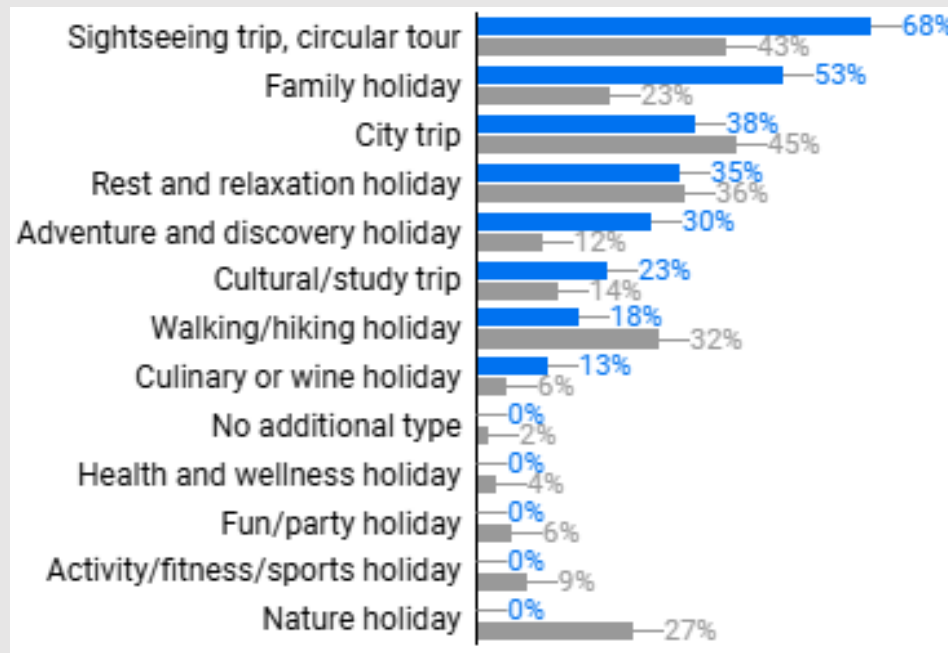


■ US
 ■ All inbound

Main holiday types

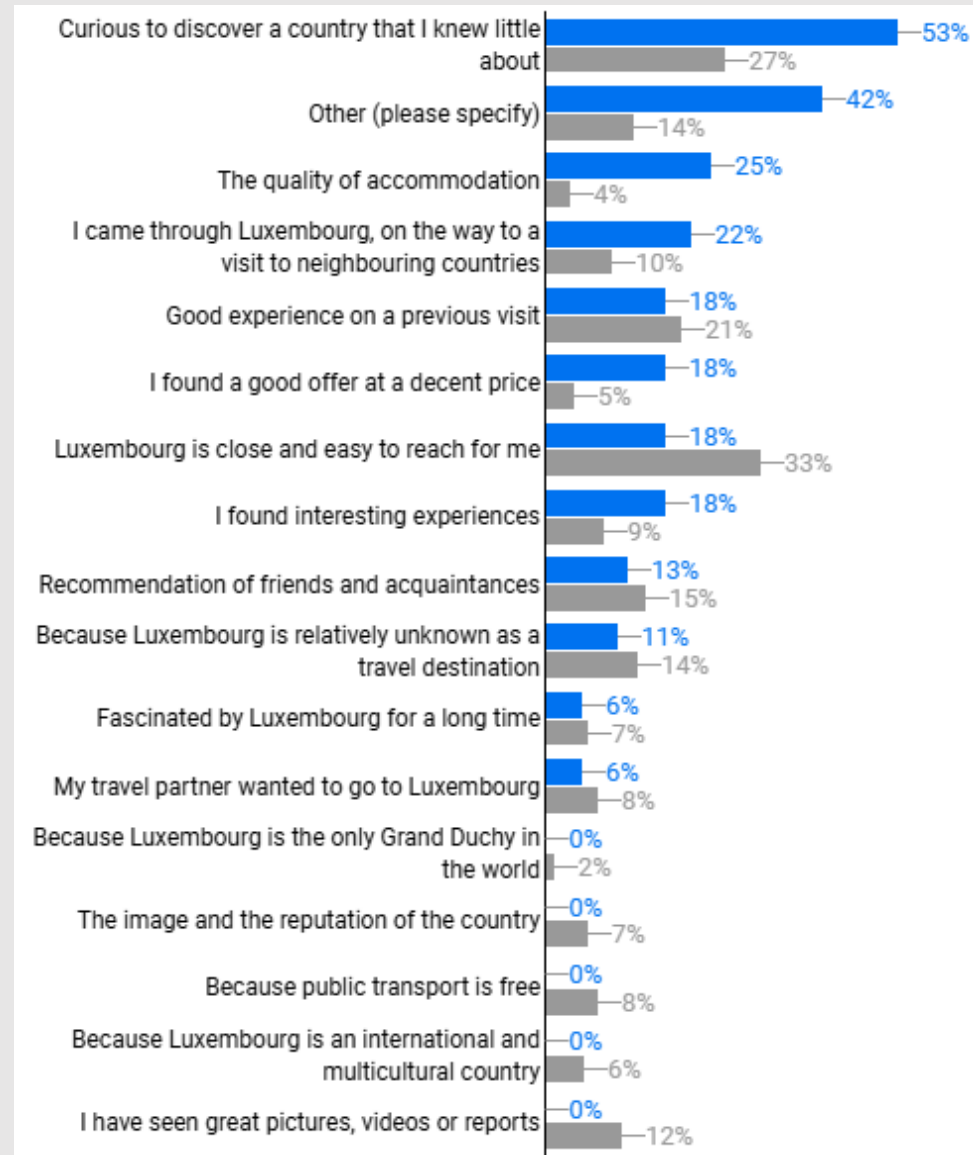
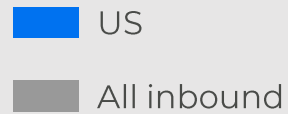


Additional holiday types



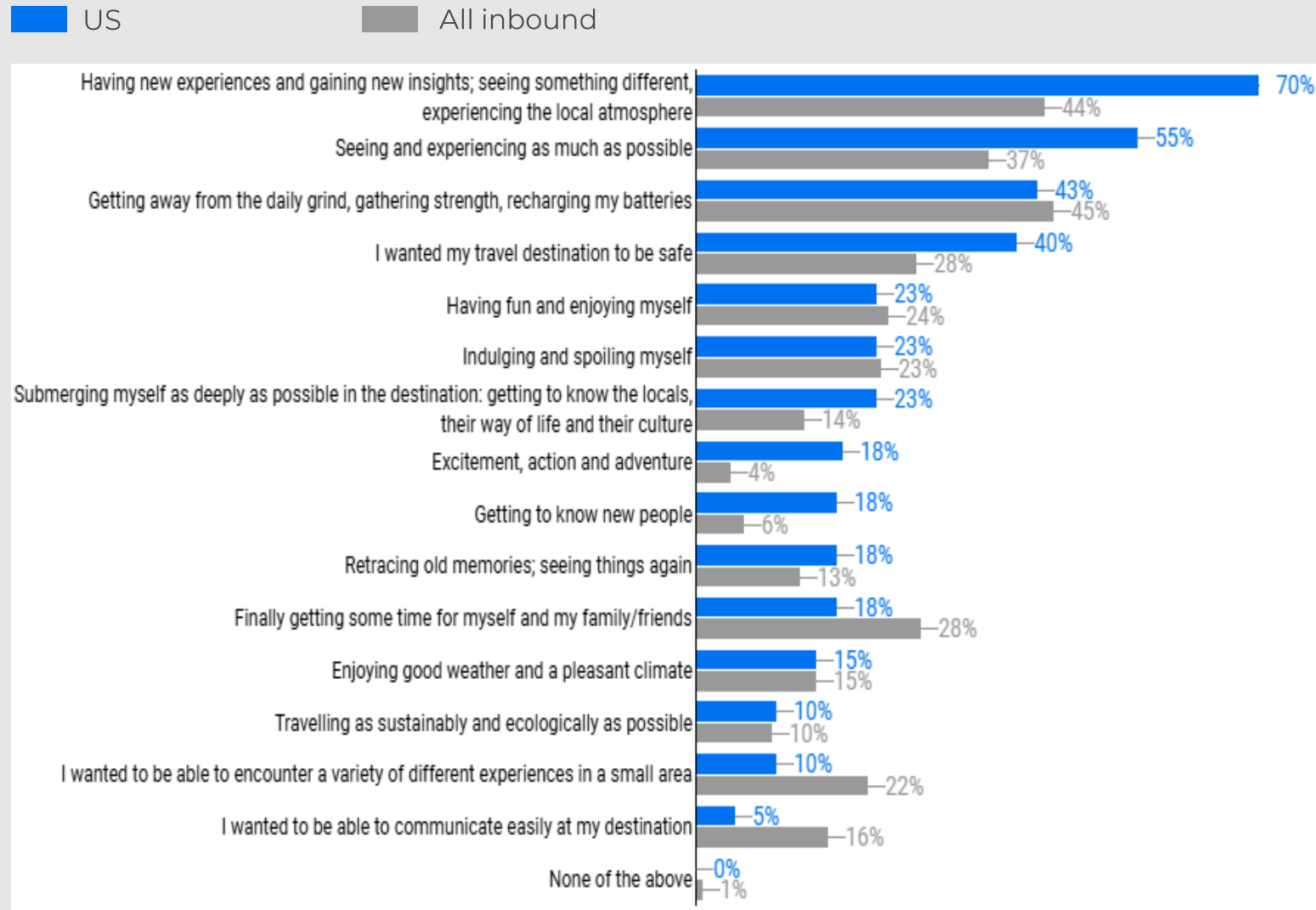
Key decision criteria for choosing Luxembourg

Inbound leisure visitors with overnight (*), 2022-2023



Key travel motivations

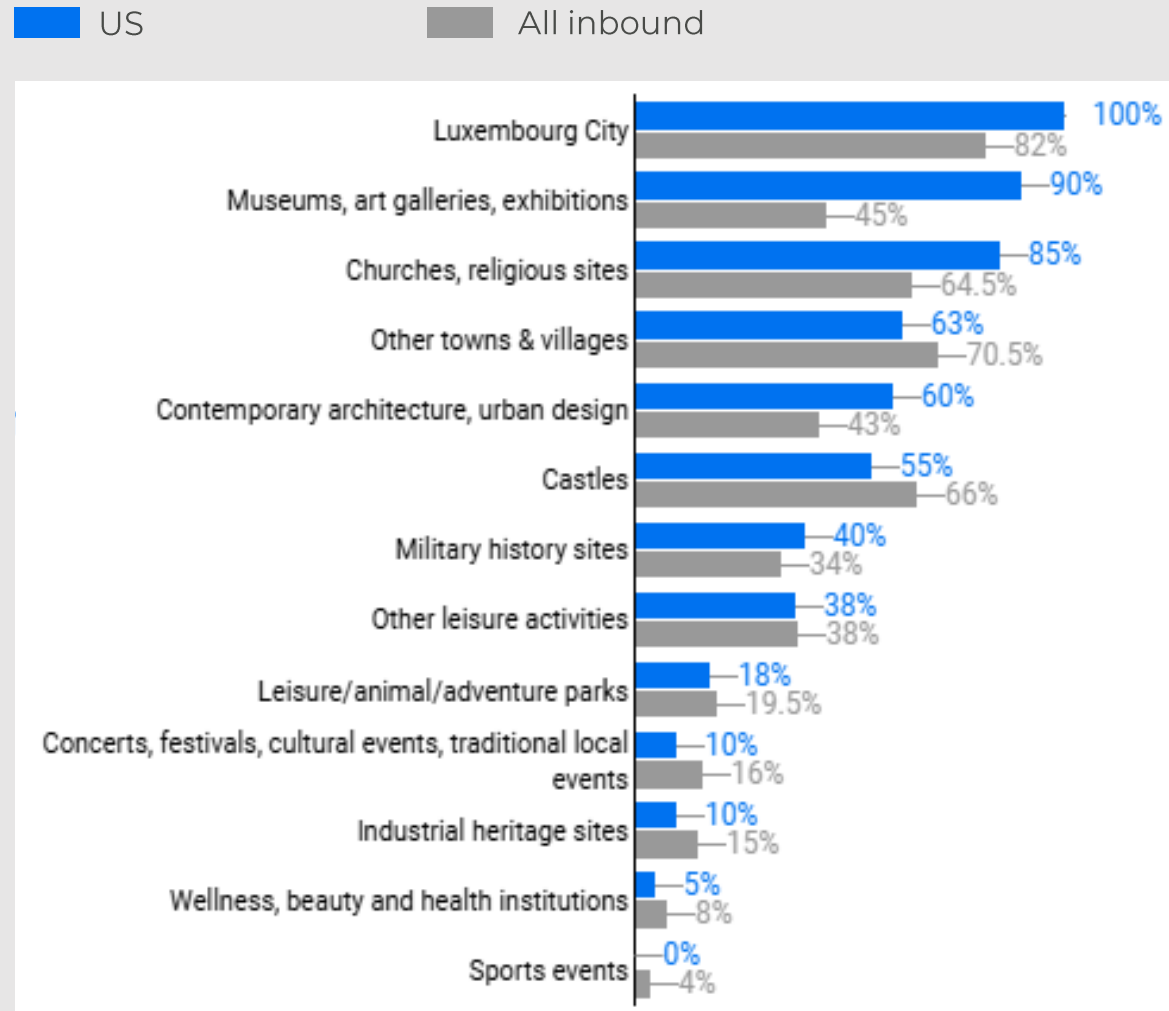
Inbound leisure visitors with overnight, 2022-2023





Type of places visited in Luxembourg

Inbound leisure visitors with overnight, 2022-2023

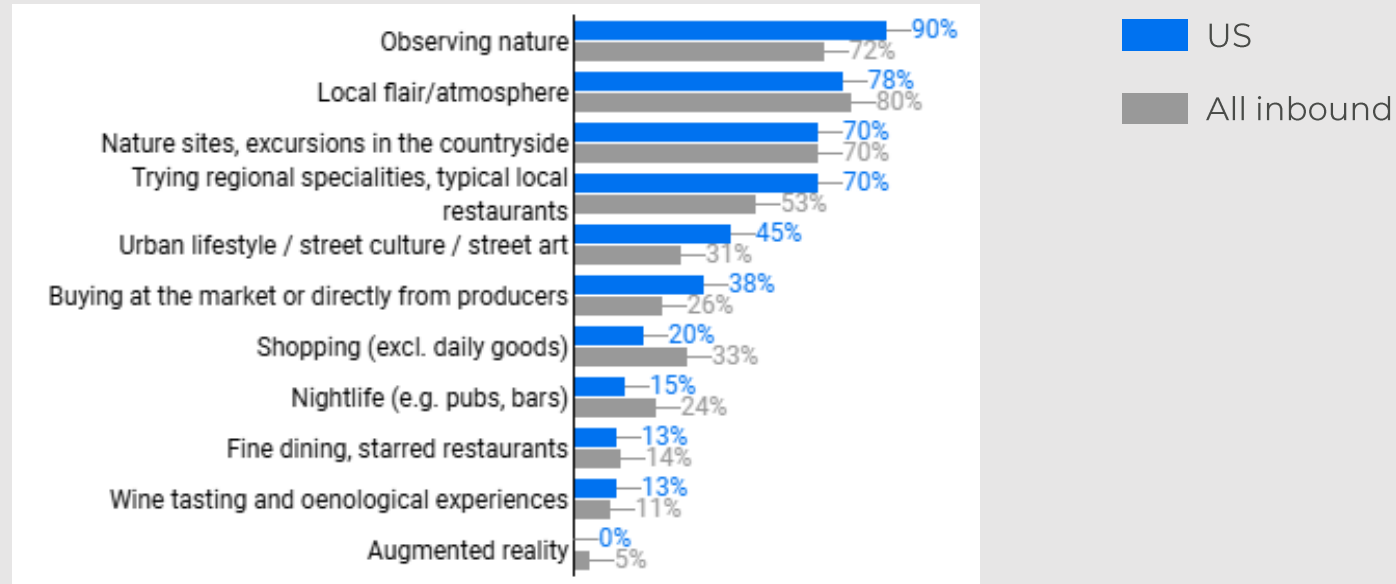


Activities undertaken in Luxembourg

Inbound leisure visitors with overnight, 2022-2023



Non-sporting activities



Sporting activities



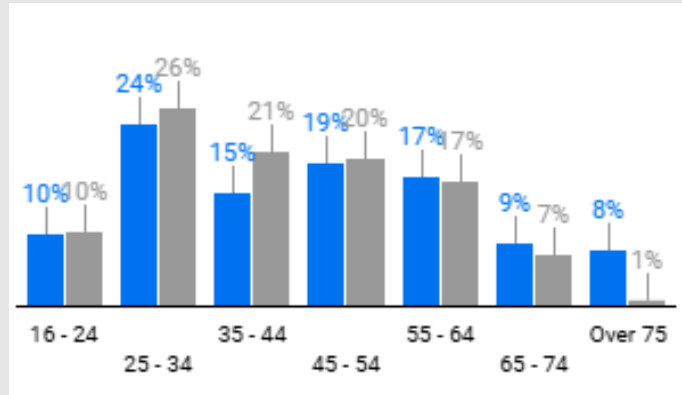
Transport, travel party, age, repeat visits and cross-border trips

Inbound leisure visitors with overnight, 2022-2023

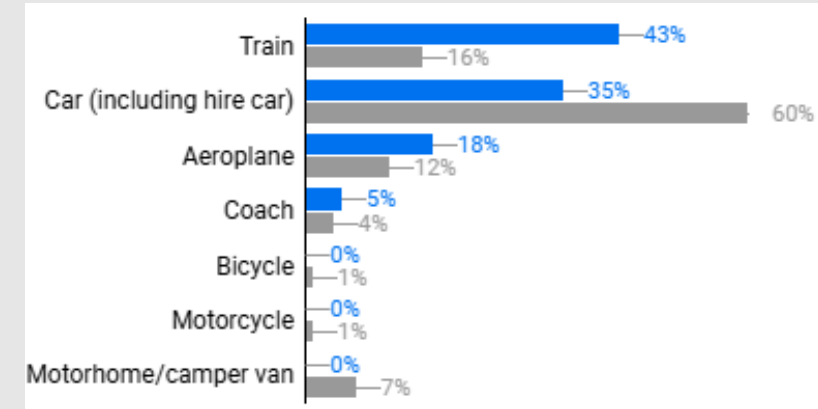


■ US ■ All inbound

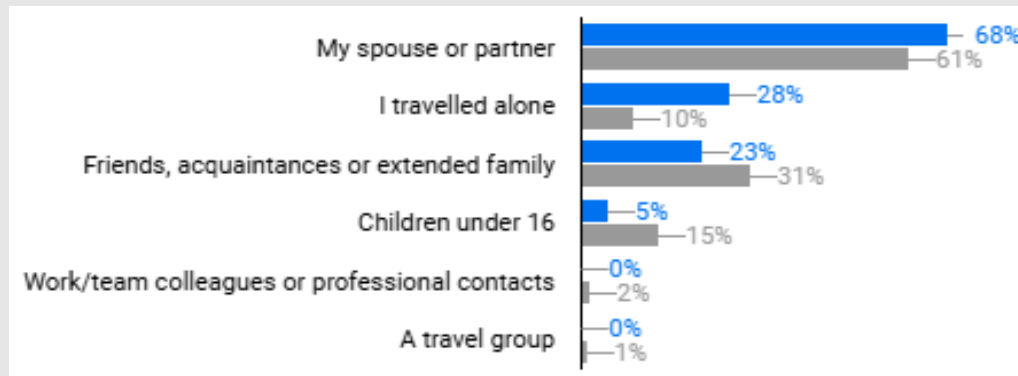
Age groups



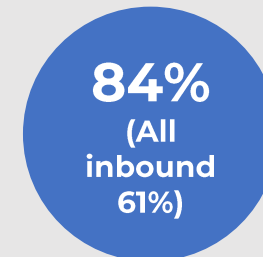
Mode of transport to access Luxembourg



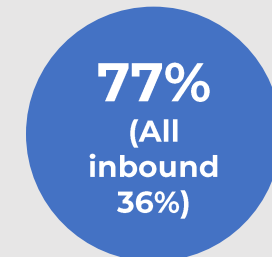
Travel party



First-time visitors



Visitors spending nights in Luxembourg and abroad during same trip

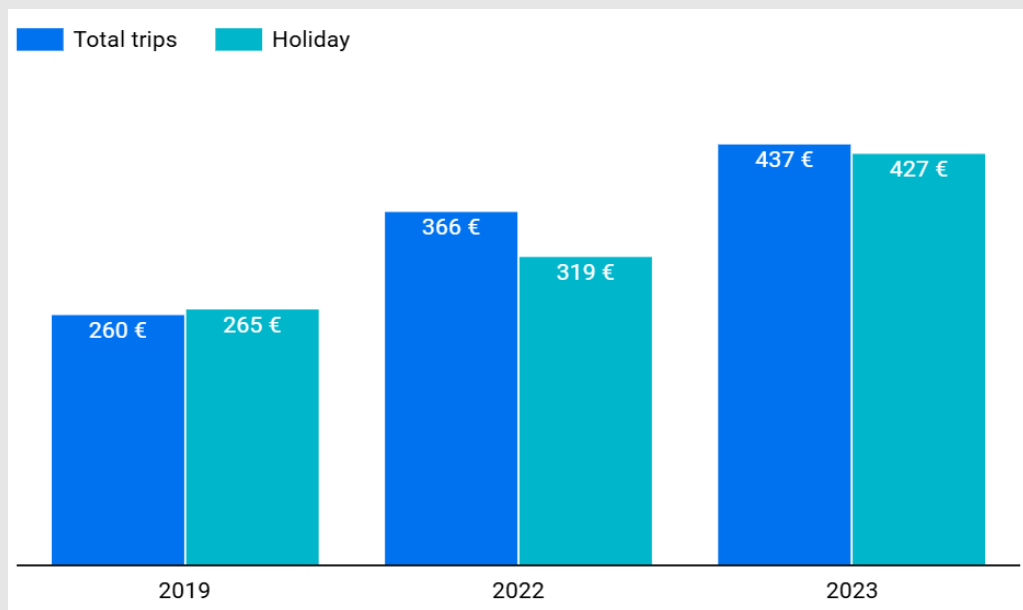


Expenditure

Inbound trips to Luxembourg with overnight



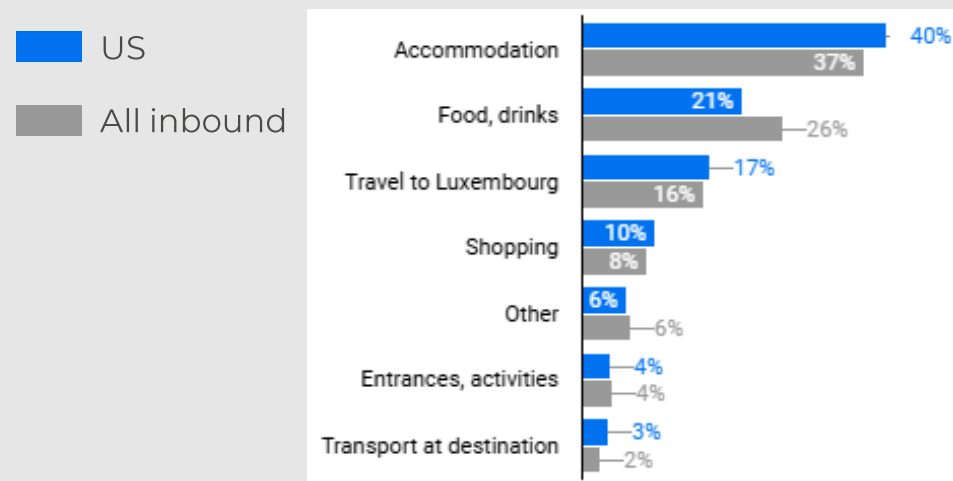
US trips to Luxembourg : average spend per pers. per day



2023

	US to Luxembourg	Non-Europe to Luxembourg
Spend/day/pers. on all trips	437 €	369 €
Spend/day/pers. on holiday trips	427 €	286 €

Expenditure of leisure inbound overnight visitors by categories, 2022-2023



Quality vs. price orientation

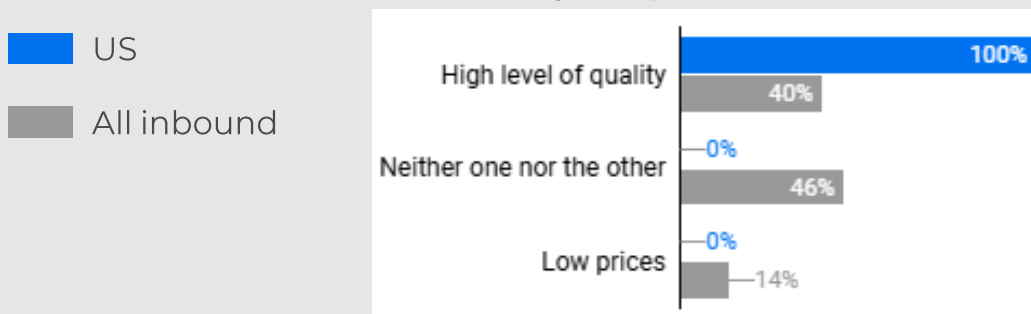
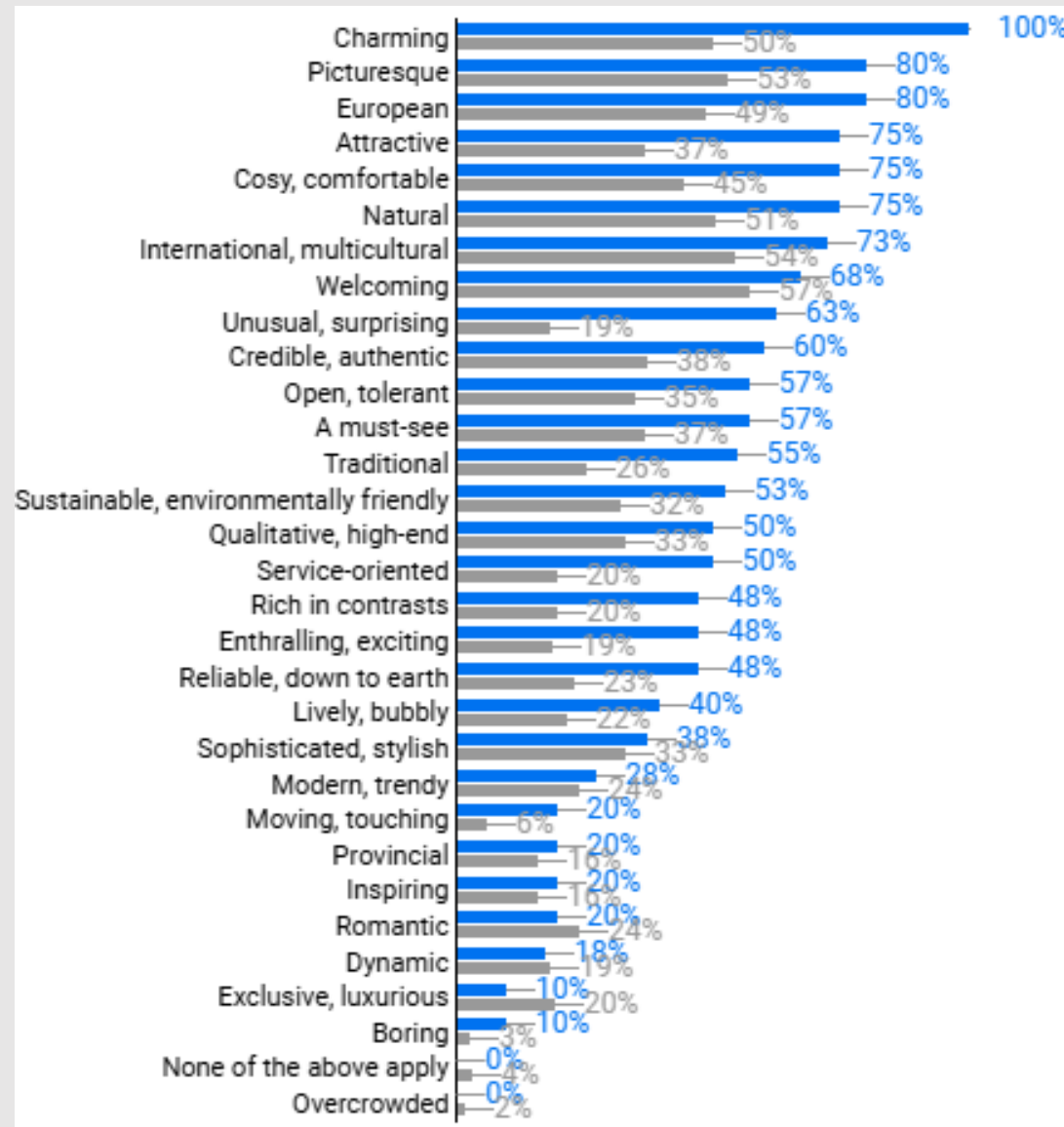
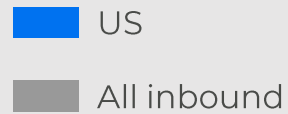


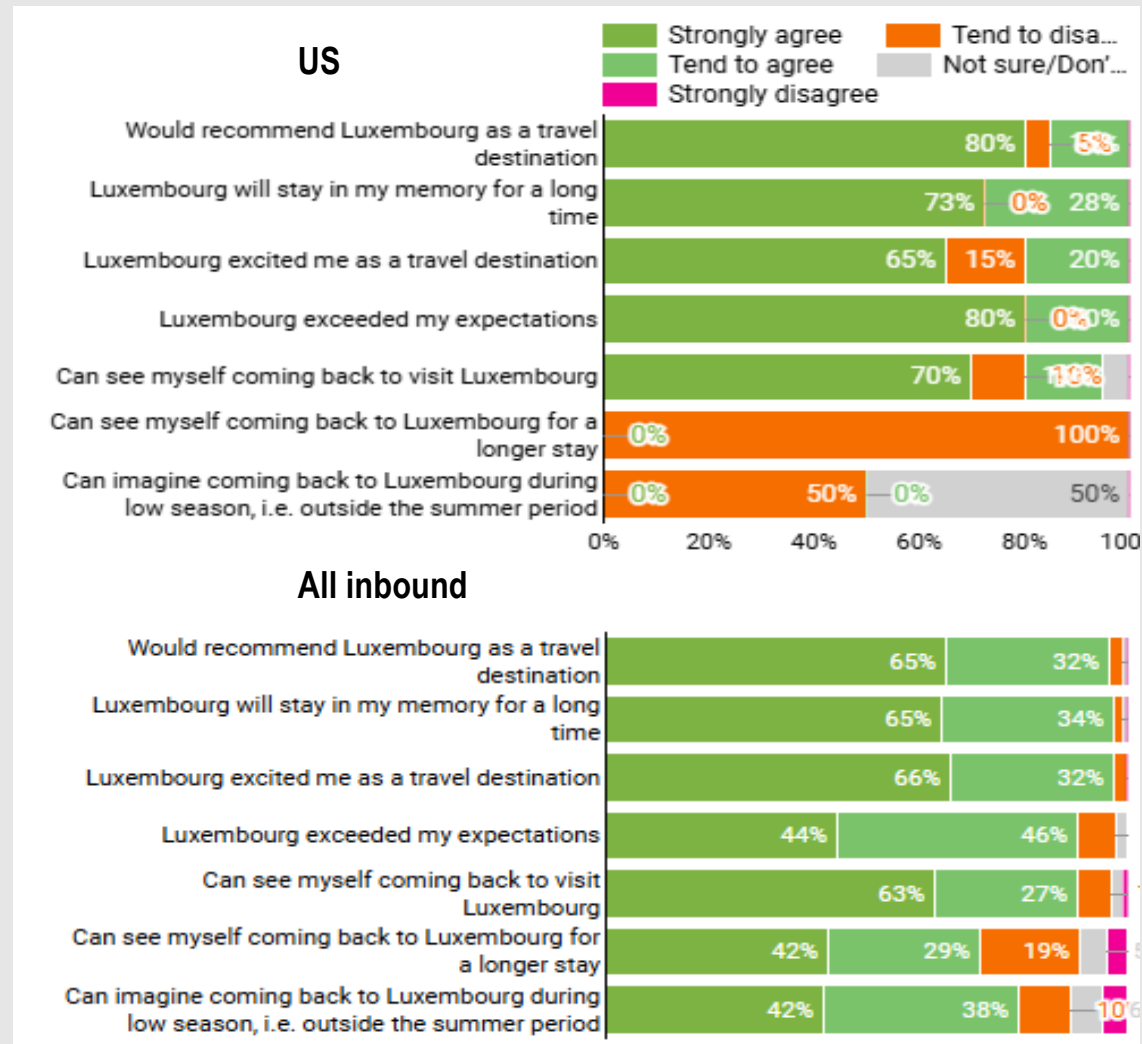
Image perception of Luxembourg

Inbound leisure visitors with overnight, 2022-2023



Visitor satisfaction and recommendation

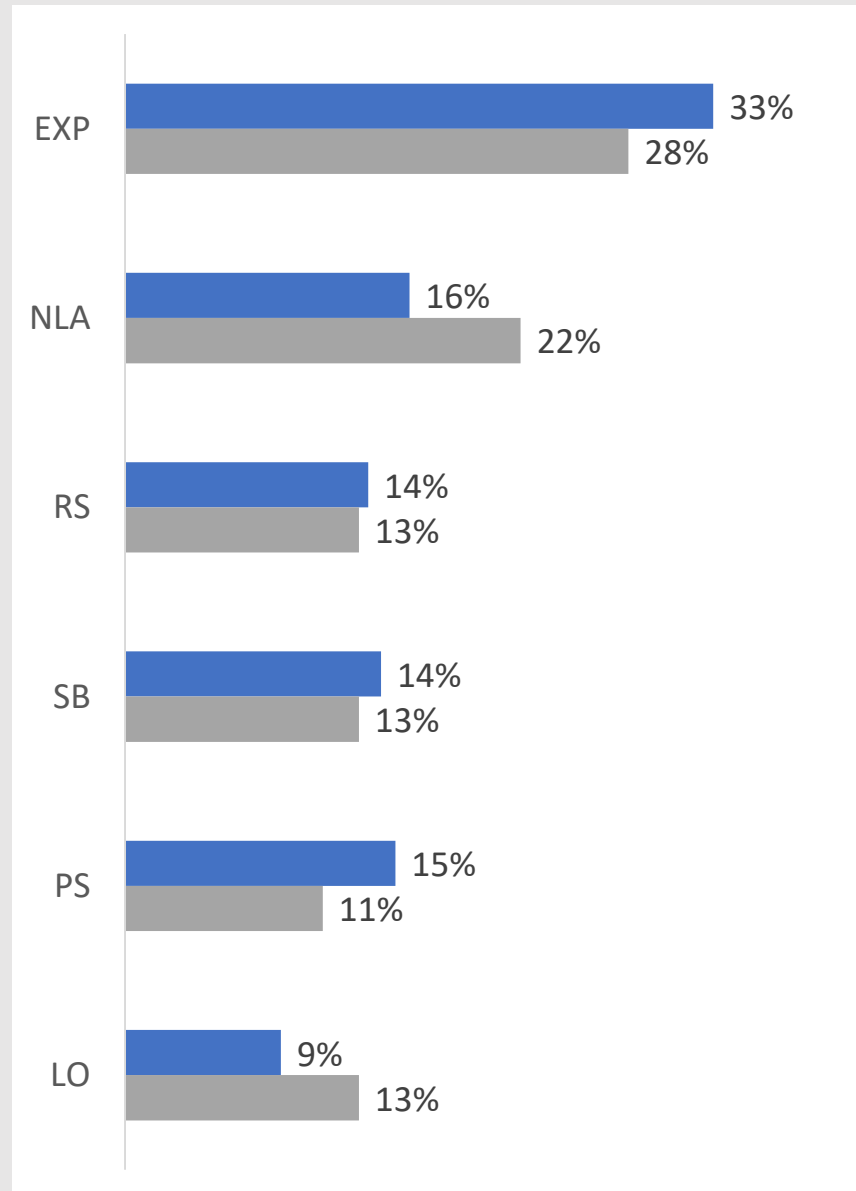
Inbound leisure visitors with overnight, 2022-2023



LFT Target Segments



- Explorers
- Nature-Loving Actives
- Relaxation Seekers
- Short Breakers
- Perfection Seekers
- Leisure-Oriented



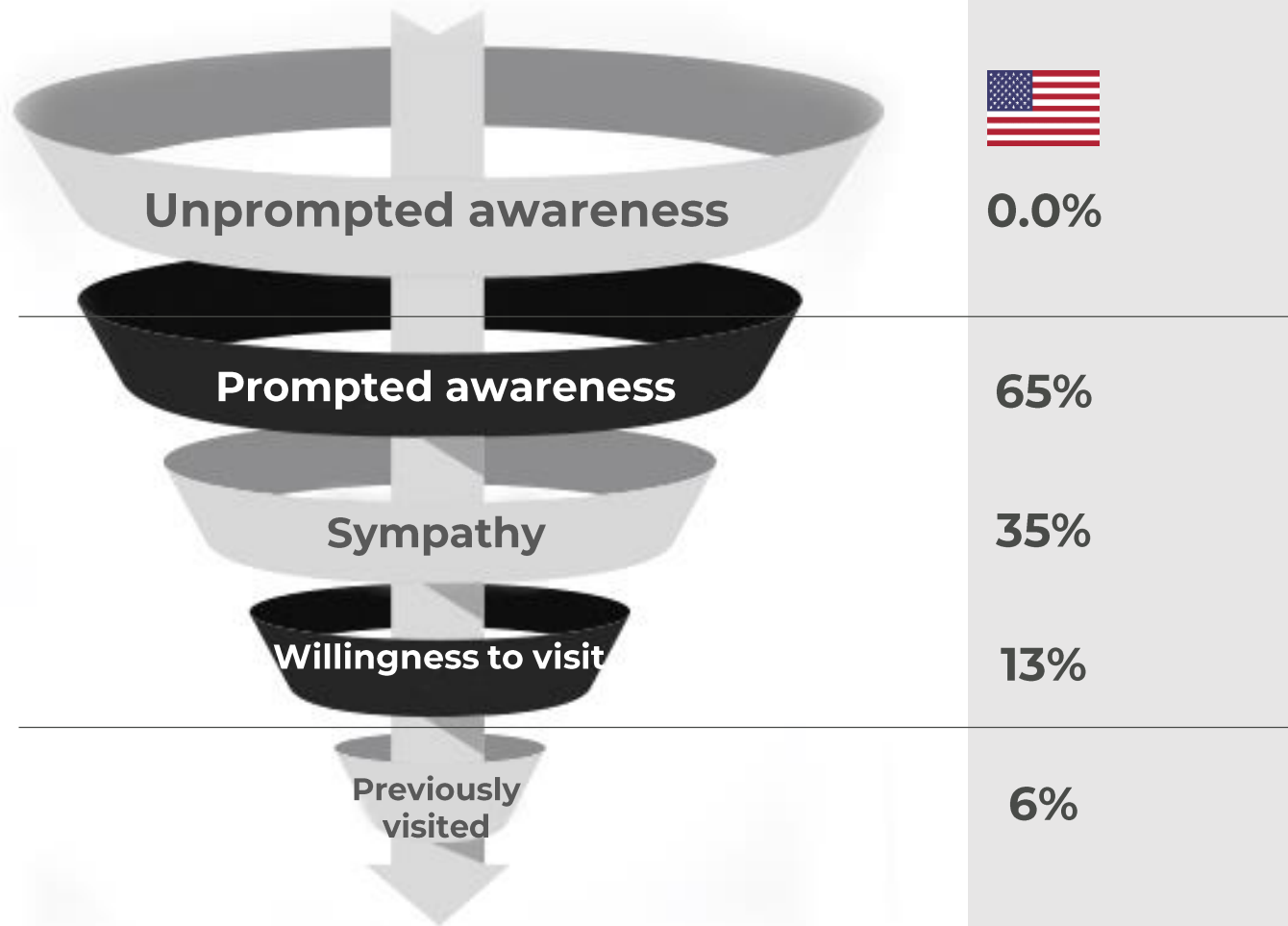
US
All inbound



Brand strength & Growth potential

Brand Funnel 2022

Assessing Luxembourg's brand strength as a destination

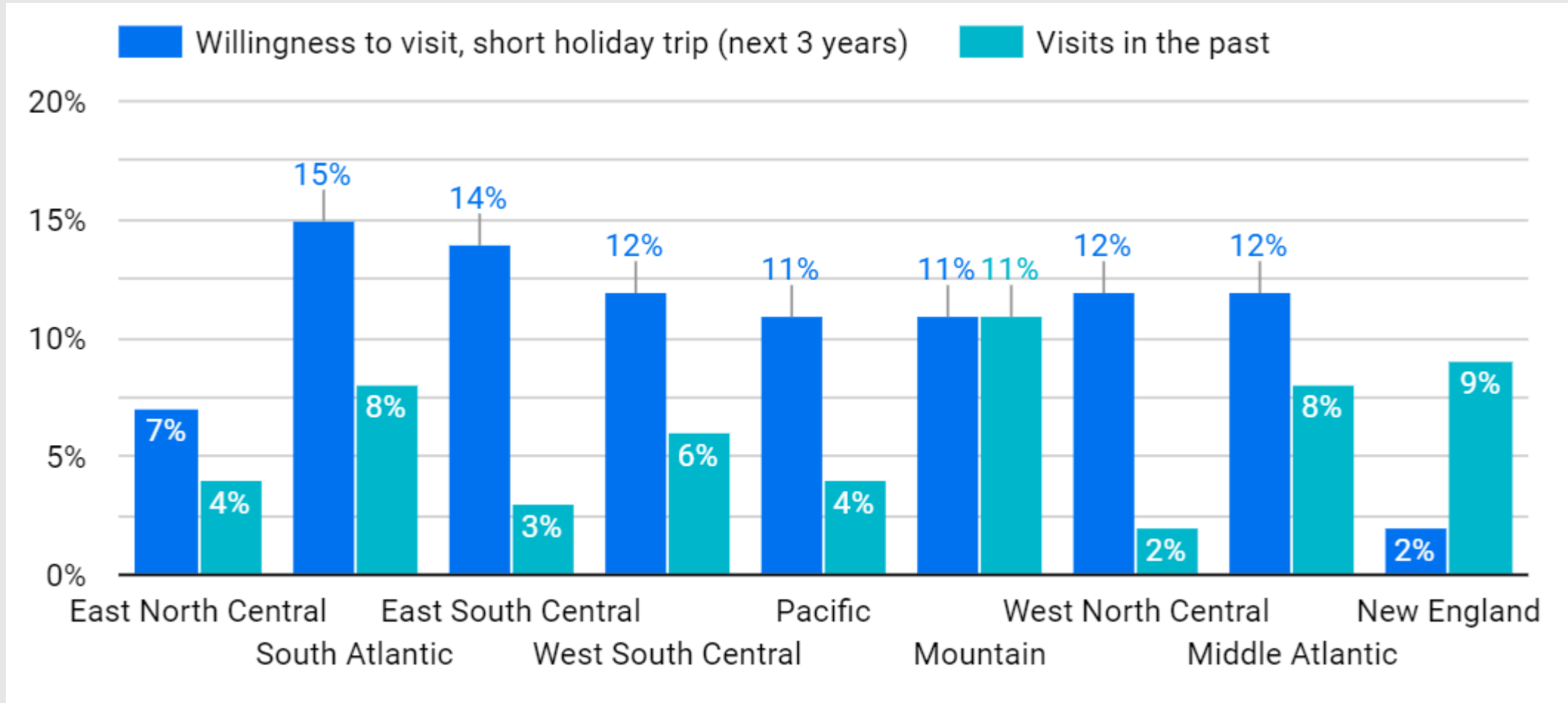


**Total future visitor potential
from the US (*)**
31.9 million

Source: Destination Brand/Inspektour.
(*) Based on travel intent for next 3 years.

Regional origin 2022

Past visitors and future potential for US travel to Luxembourg





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