



Luxembourg for Tourism

Theme profile

CITY BREAKS (as a main holiday type)

2023



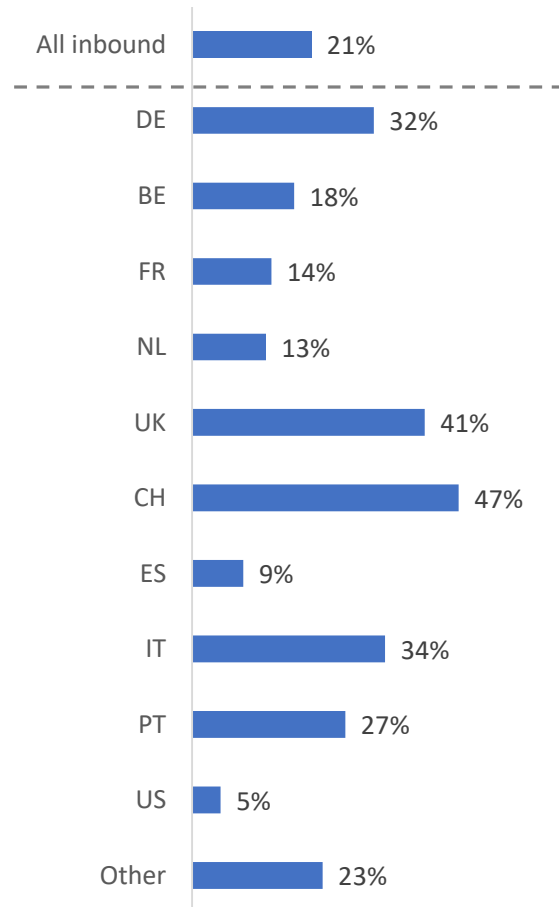
Market size of City breaks segment

Volume of leisure visitors with City breaks as a main holiday type

Overnight trips



Share of visitors with City Breaks as a main holiday type by source markets



Number of overnight trips to Luxembourg (estimate 2023)

274.000
(21%
of inbound
overnight
leisure trips to
Luxembourg)

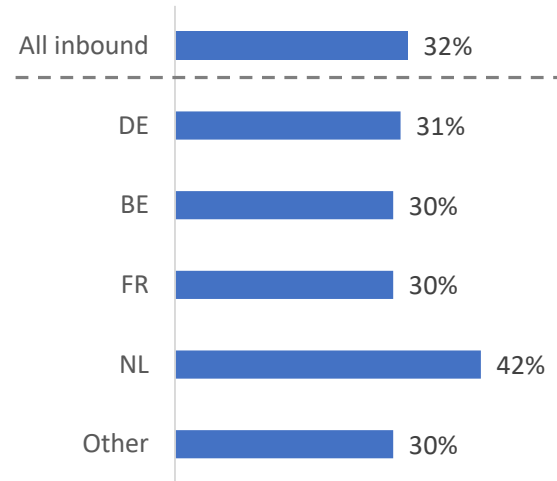
	Overnight trips
DE	61.000
BE	41.000
FR	18.000
NL	43.000
Other	111.000

Volume of leisure visitors with City breaks as a main excursion type

Same-day trips



Share of visitors with City Breaks as a main excursion type by source markets



Number of trips / excursions to Luxembourg (estimate 2023)

895.000
(32%
of inbound
same-day
leisure trips to
Luxembourg)

	Same-day trips
DE	190.000
BE	181.000
FR	201.000
NL	173.000
Other	150.000



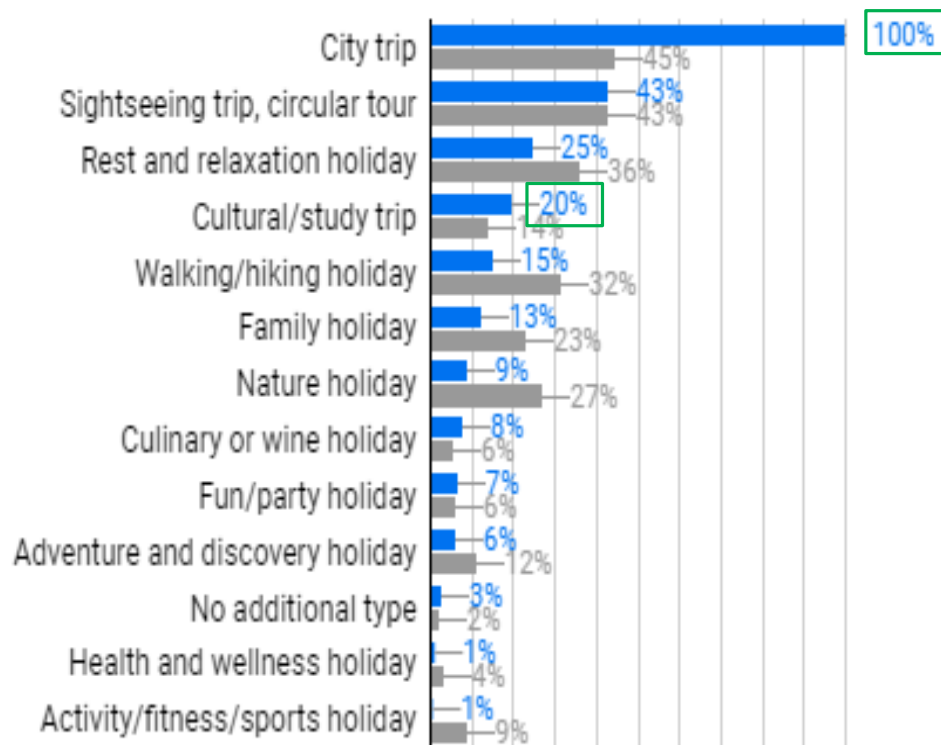
**Travel behaviour of leisure visitors with
City breaks as a main holiday or
excursion type in Luxembourg**

Holiday types

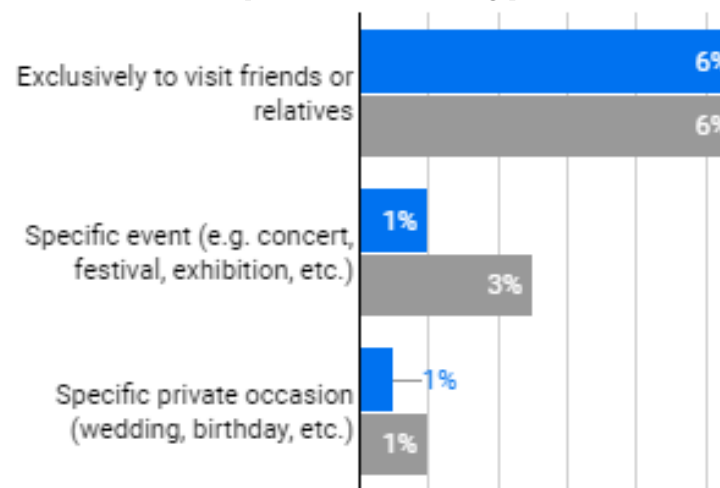
Inbound leisure visitors with overnight, 2020-2023



Additional holiday types



Main purpose of overnight trip (if not holiday)



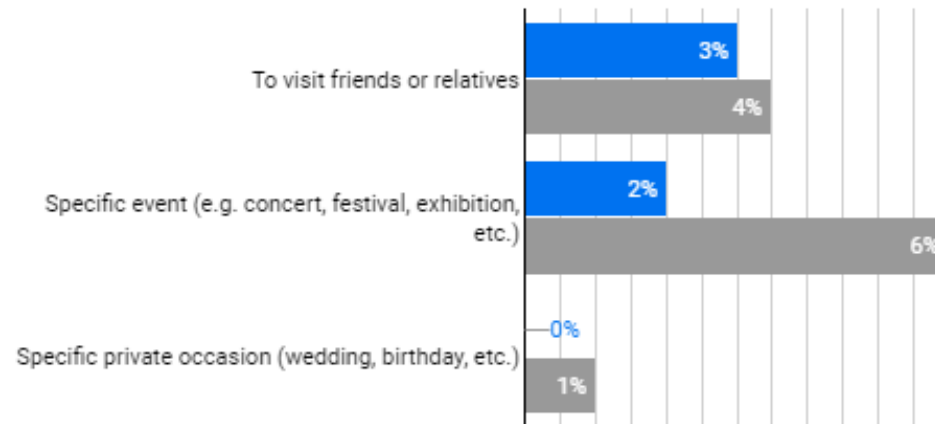
Types of excursions

Inbound leisure same-day visitors, 2020-2023



- City breaks (as main excursion type)
- All visitors

Main purpose of same-day trip (if not excursion)



Key decision criteria for choosing Luxembourg (*)

Inbound leisure visitors, 2020-2023

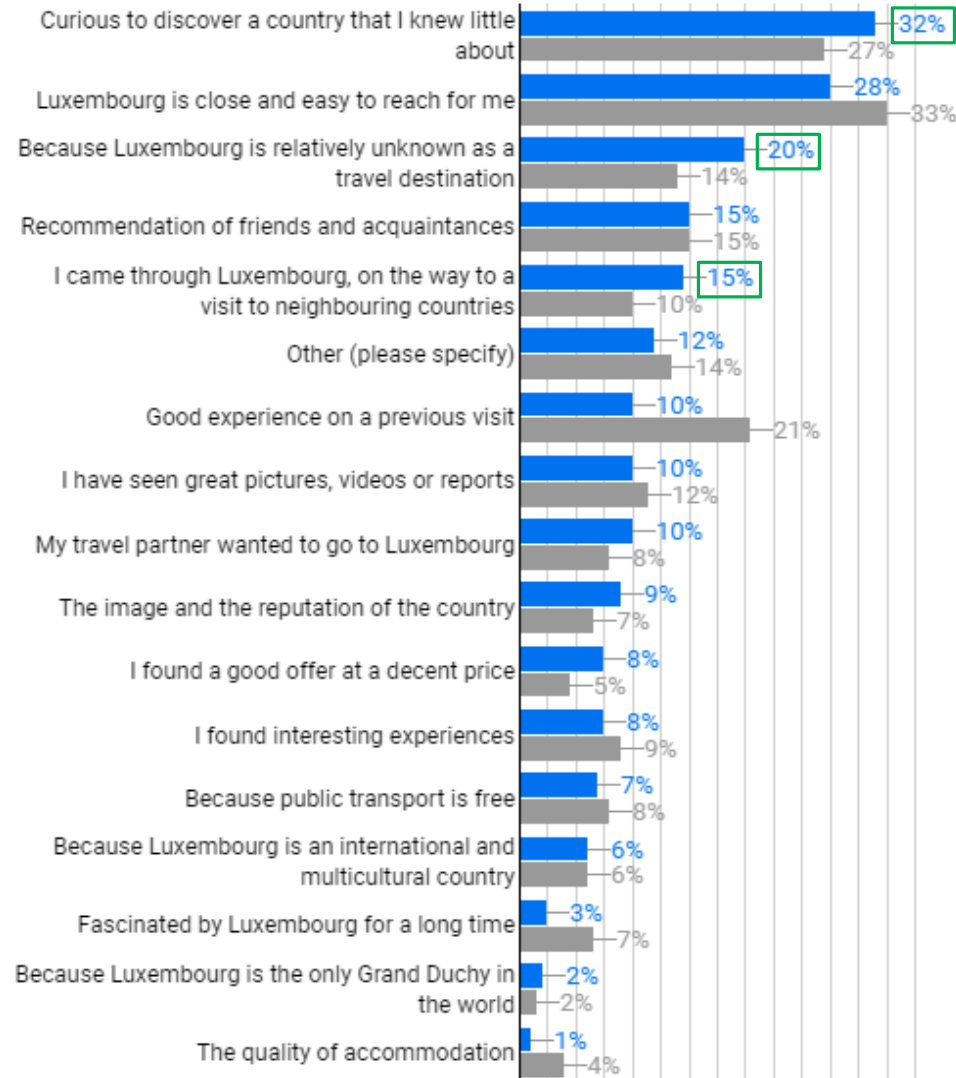


City breaks (as main holiday/excurs. type)

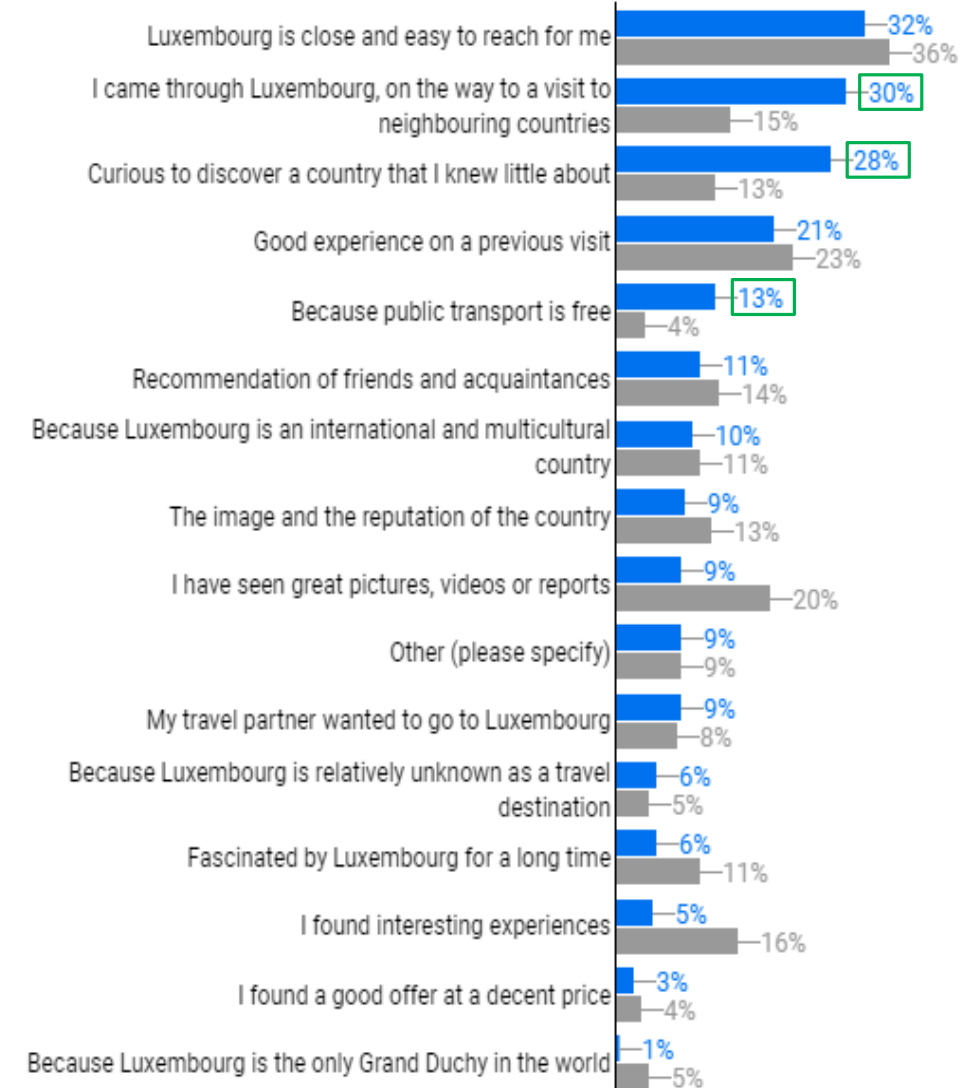
All visitors

Significantly higher than average

Visitors with overnight



Day visitors



Source: LFT/Ilres Visitor Survey, 2020-2023.

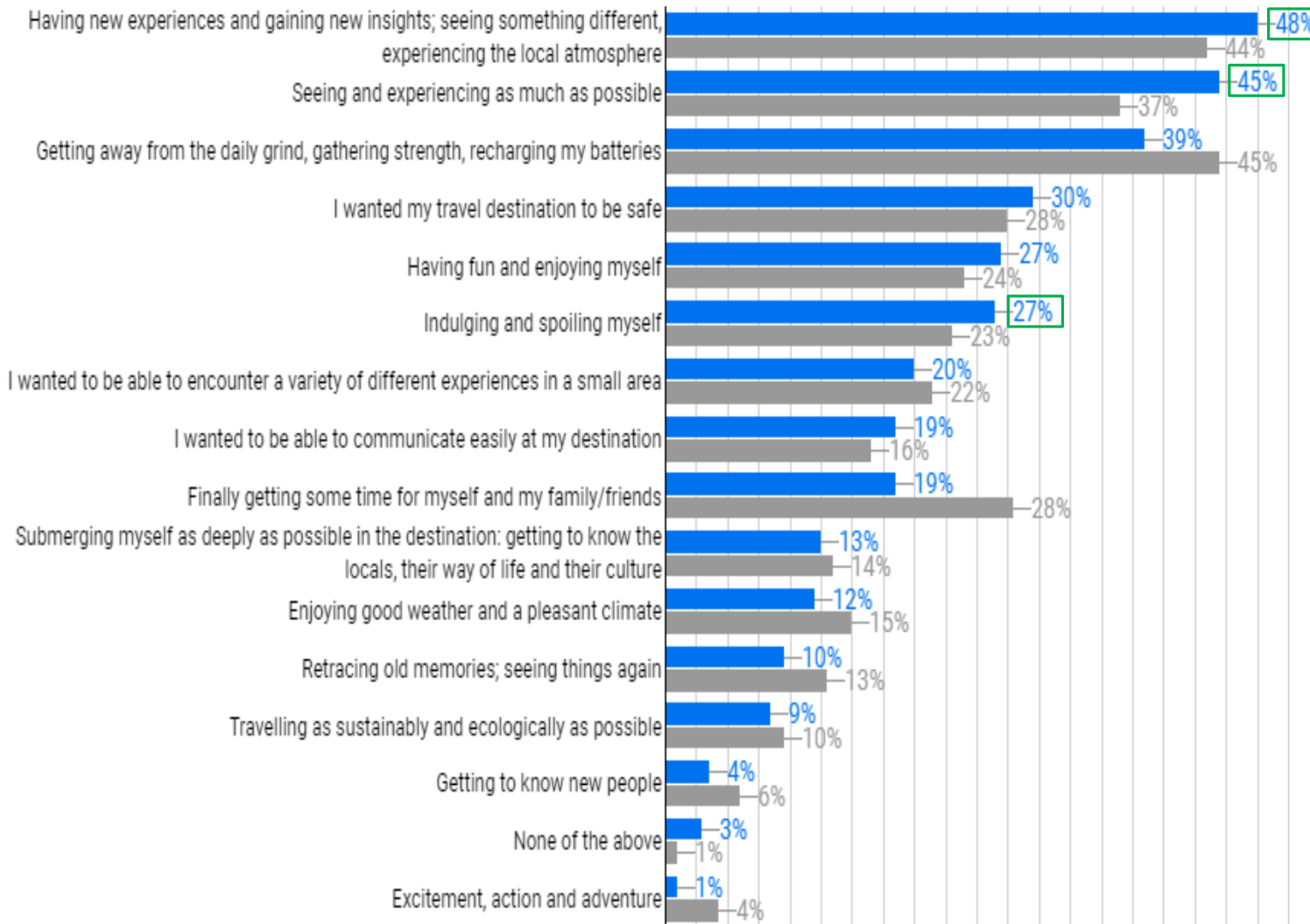
(*) Maximum 3 answers possible.

Key travel motives and emotions

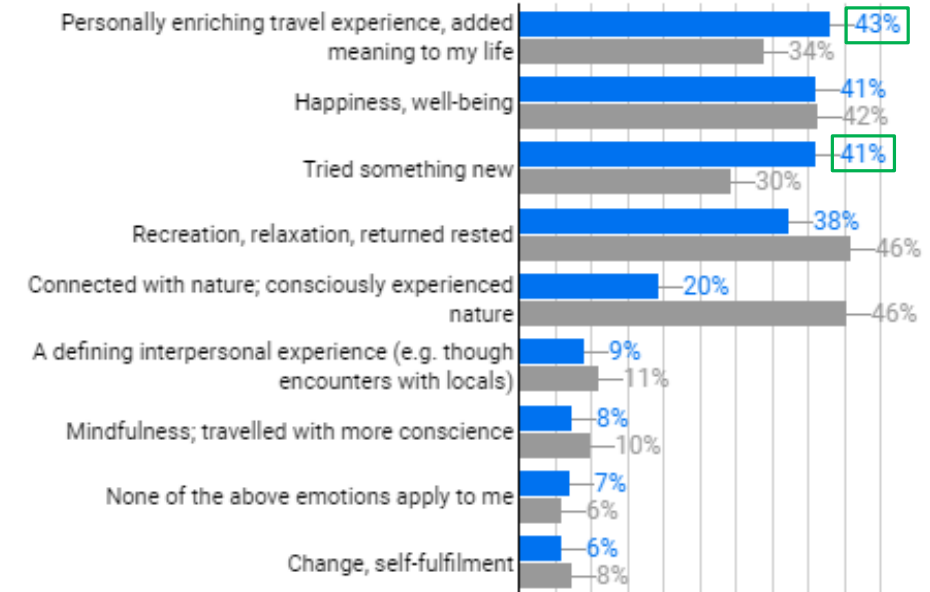
Inbound leisure visitors with overnight, 2020-2023



Travel motives



Emotions experienced during stay



■ City breaks (as main holiday type)

■ All visitors

 Significantly higher than average

Inspiration sources

Inbound leisure visitors, 2020-2023

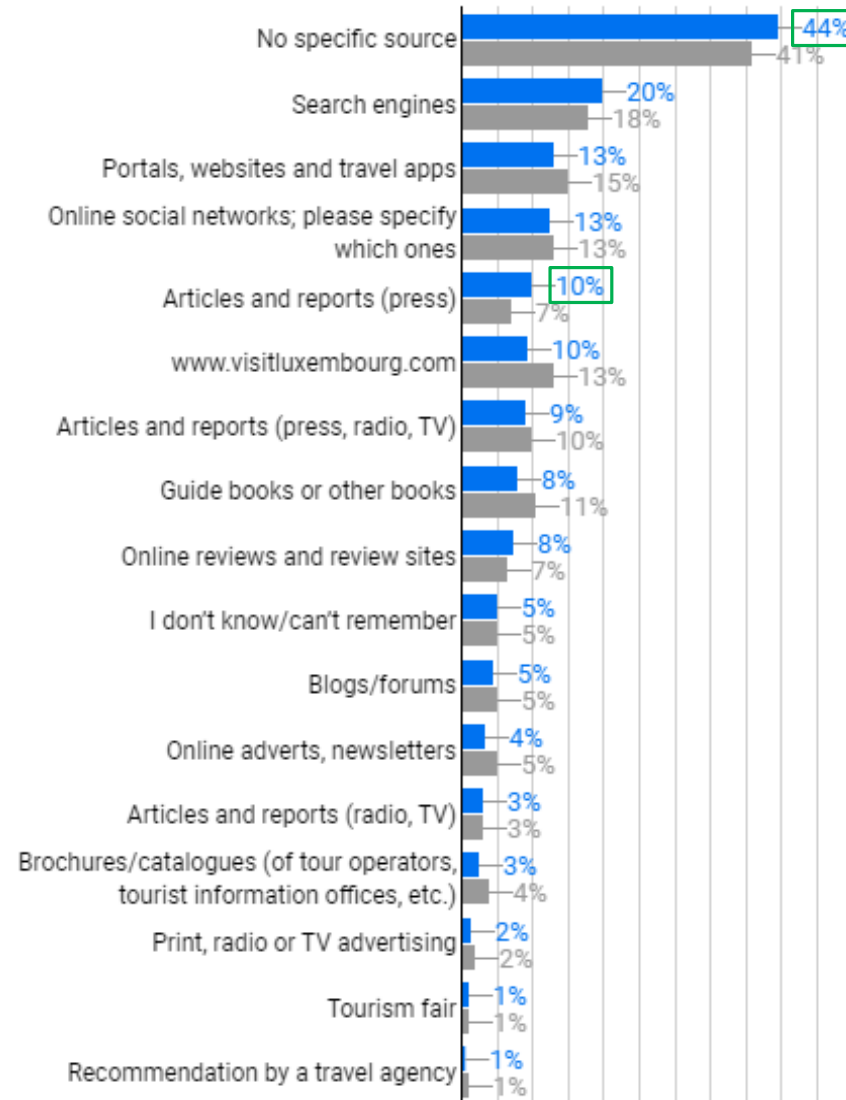


City breaks (as main holiday /excurs. type)

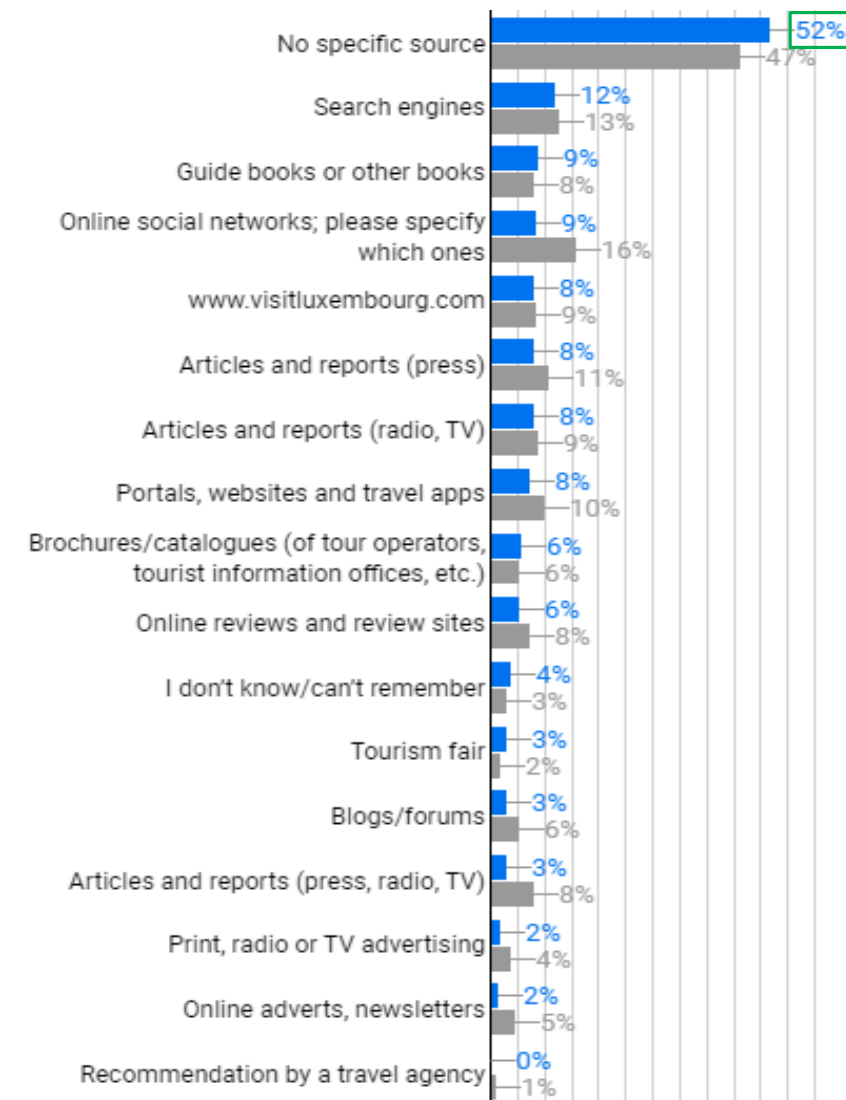
All visitors

Significantly higher than average

Visitors with overnight



Day visitors



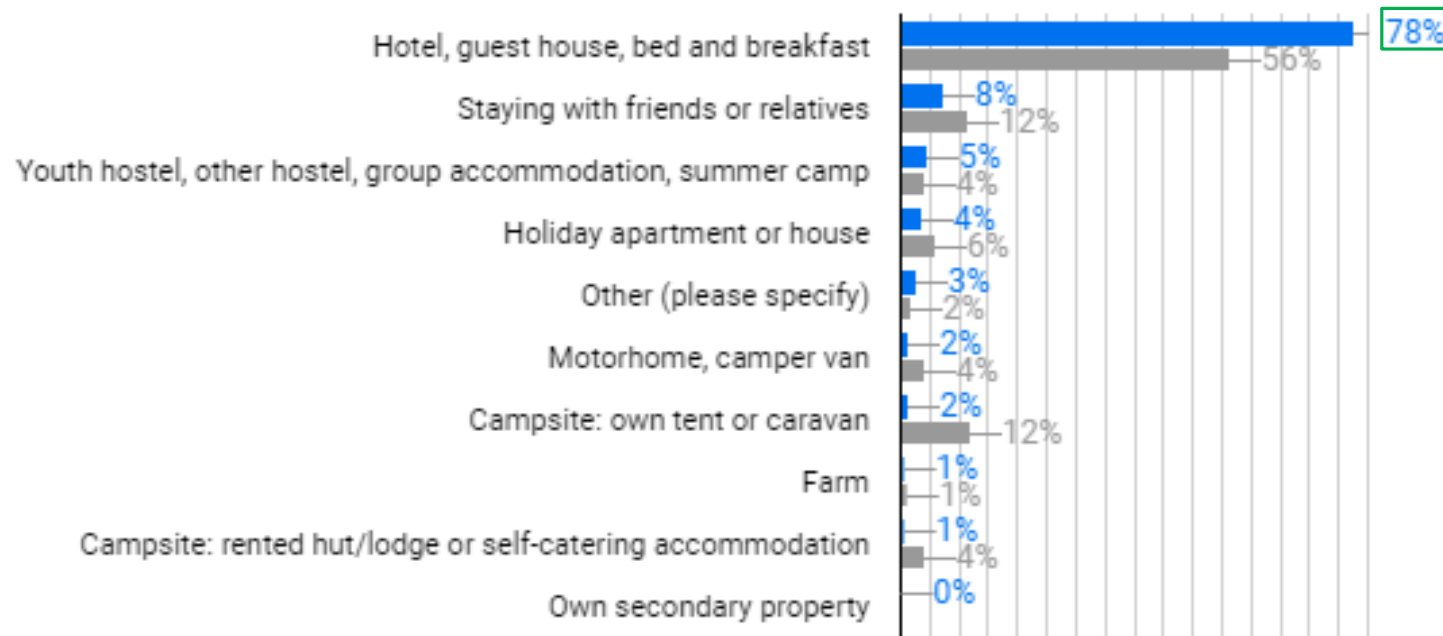
Type of accommodation, destination regions

Inbound leisure visitors with overnight, 2020-2023

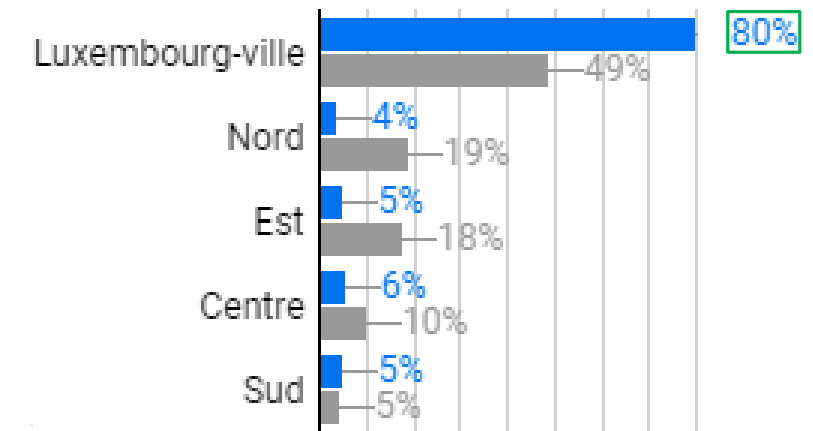


■ City breaks (as main holiday type)
■ All visitors

Type of accommodation



Destination region



 Significantly higher than average



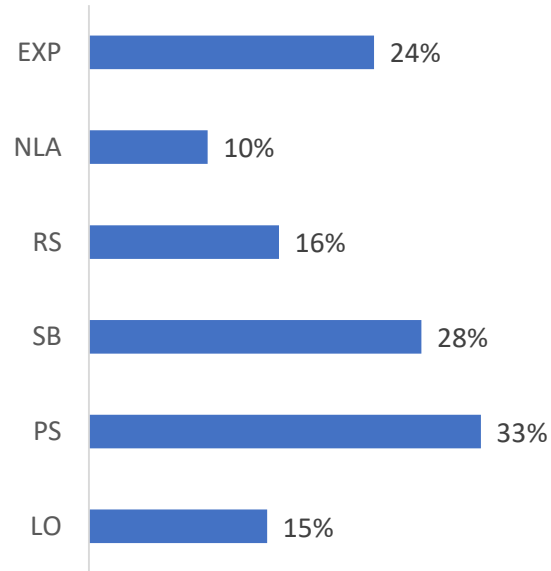
Target segments

Inbound leisure visitors, 2020-2023

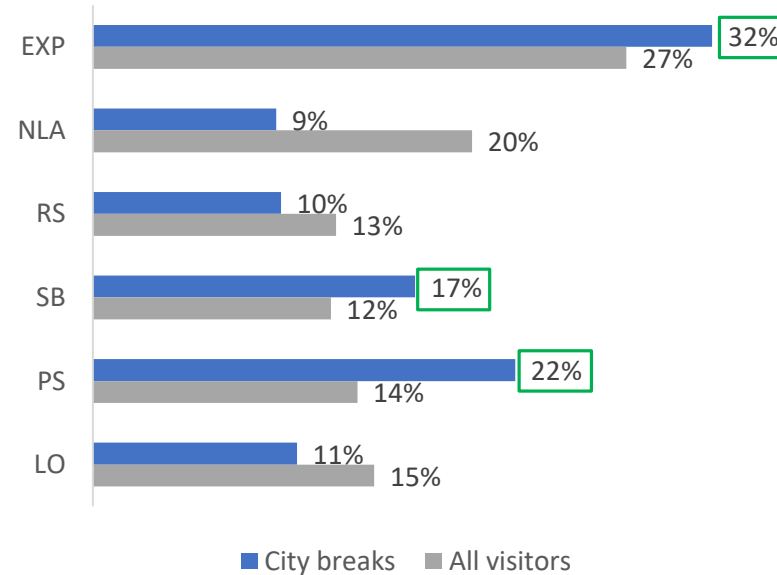
EXP – Explorers
NLA – Nature-Loving Actives
RS – Relaxation Seekers
SB – Short Breakers
PS – Perfection Seekers
LO – Leisure Oriented

 Significantly higher than average

Visitors with overnight

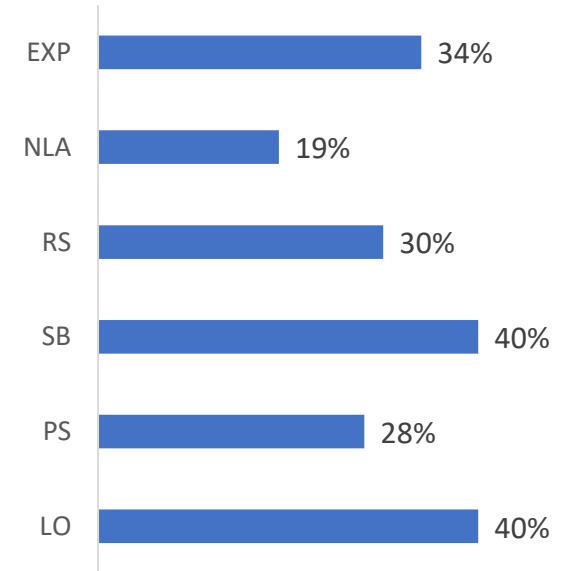


Reading example: 24% of Explorers are city breakers



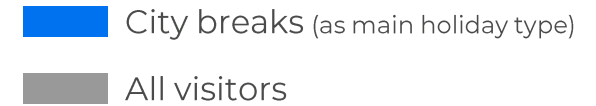
Reading example: 32% of city breakers are Explorers

Day visitors

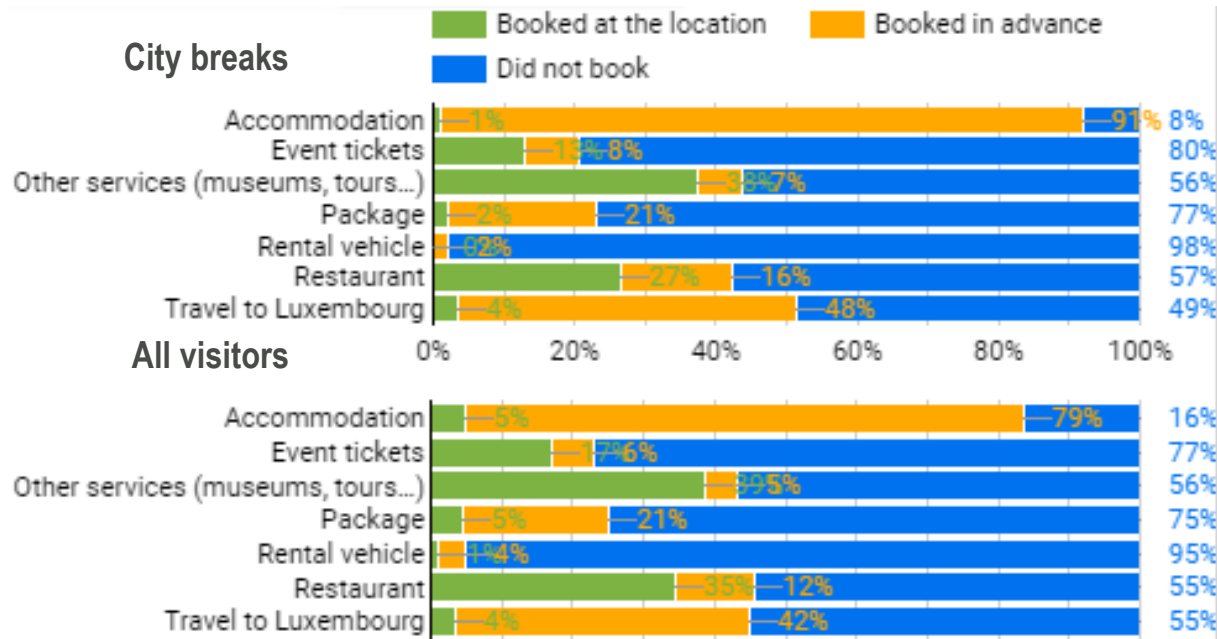


Booking behaviour

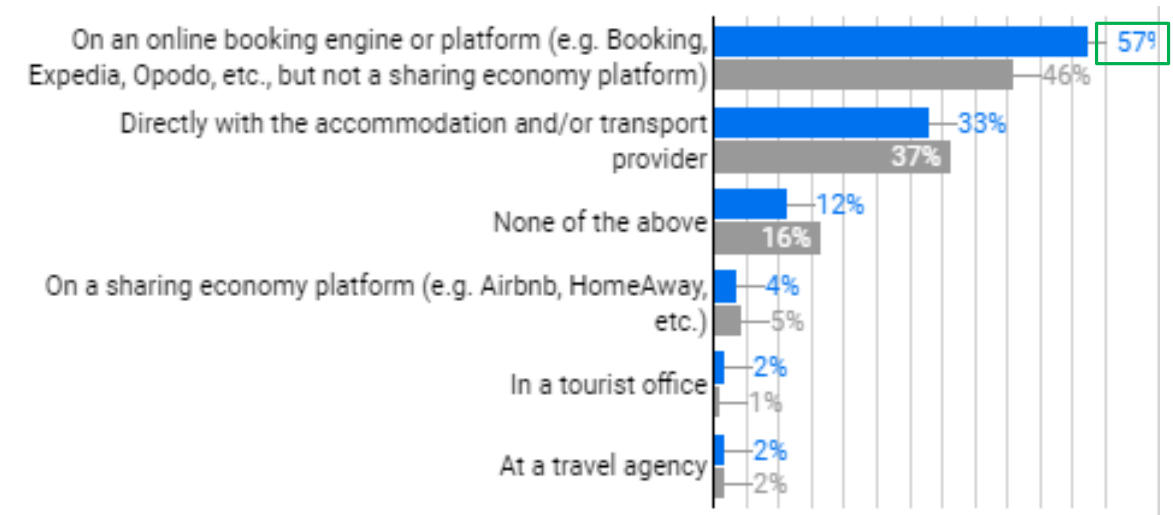
Inbound leisure visitors with overnight, 2020-2023



Booking of travel items



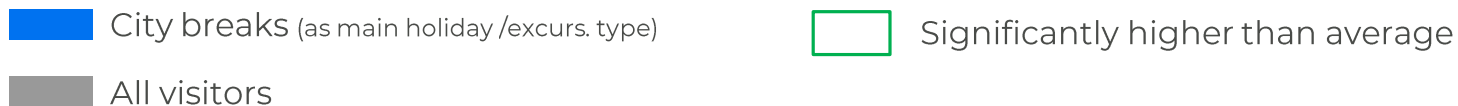
Booking channels



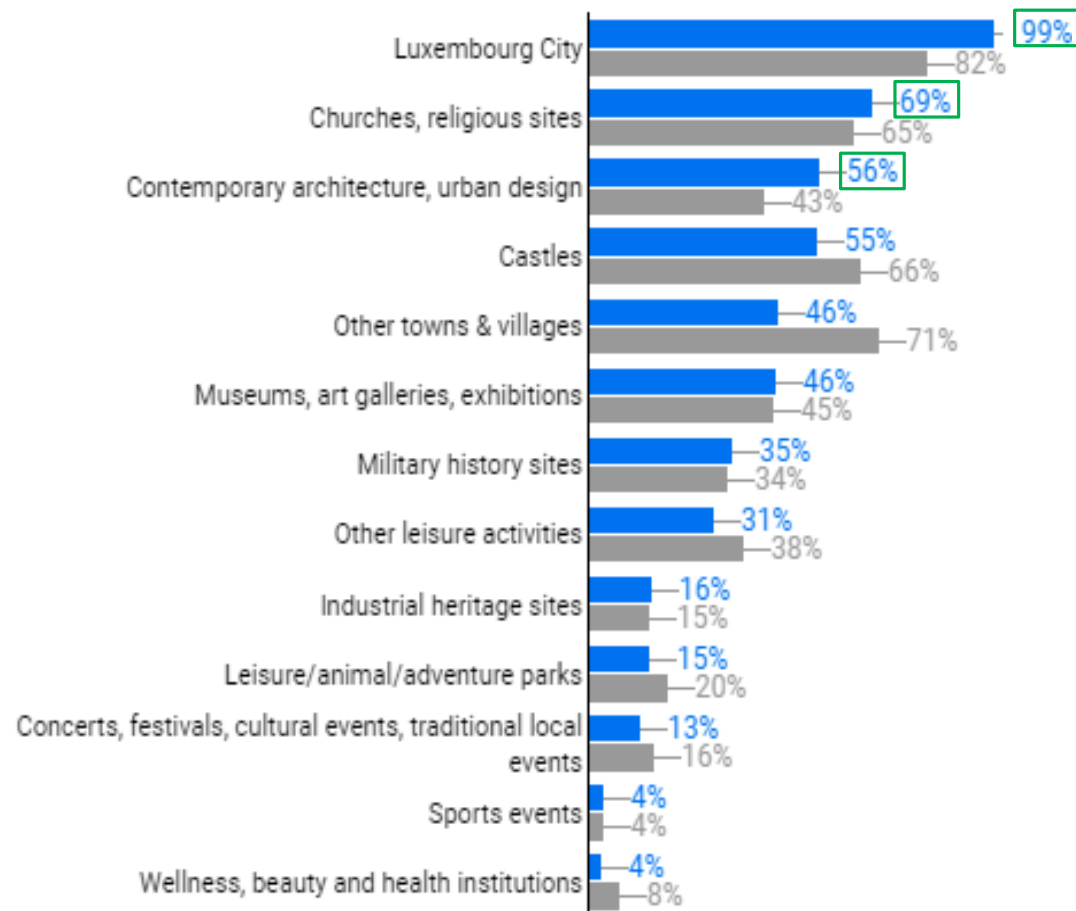
57% Significantly higher than average

Places visited during leisure stays

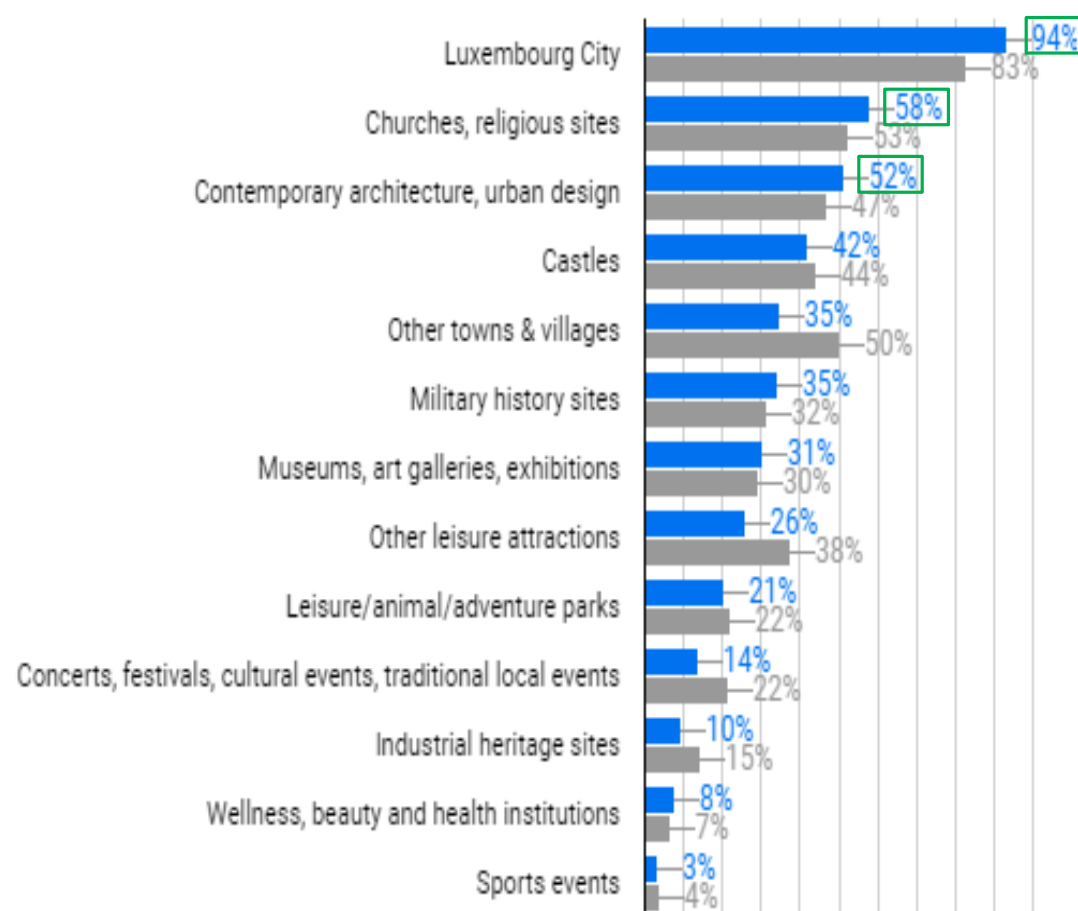
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors

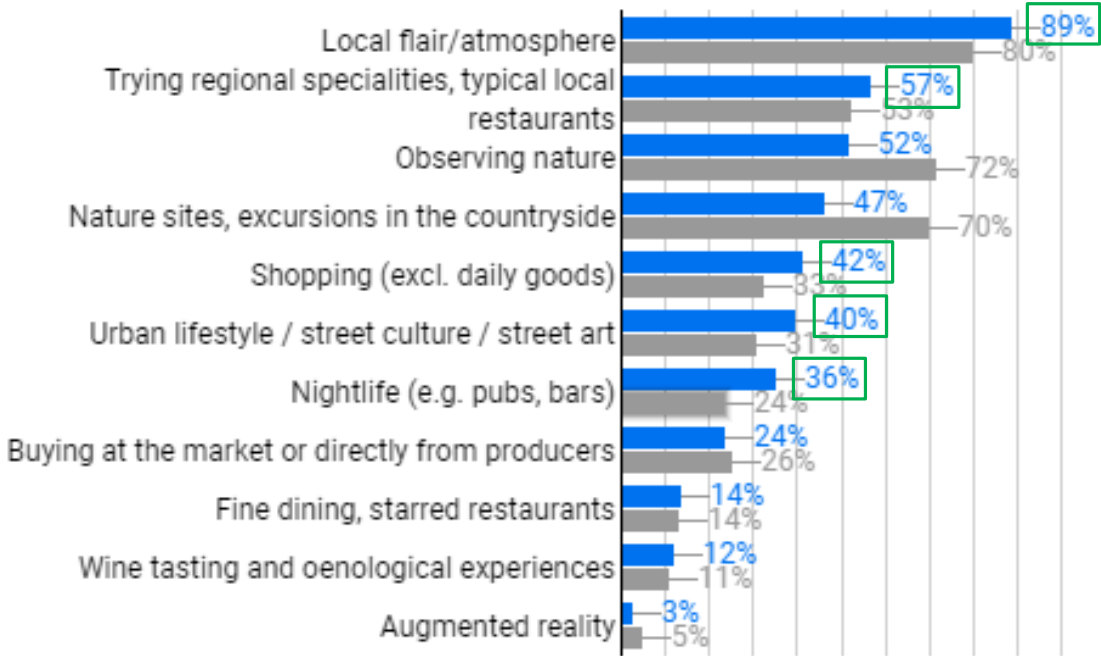


Non-sporting activities undertaken during leisure stays

Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



Sporting activities undertaken during leisure stays

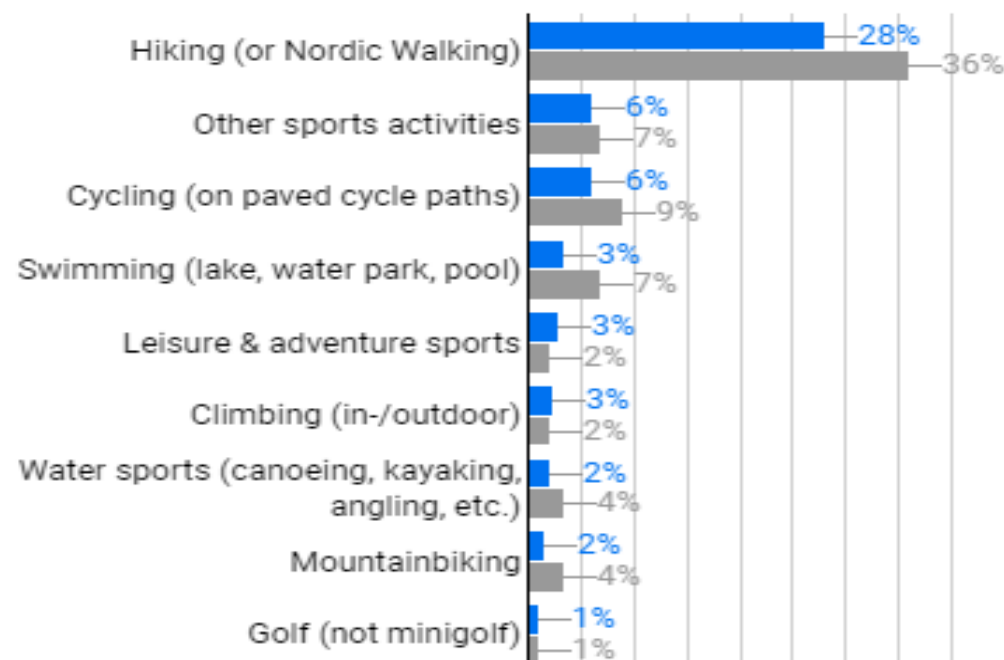
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors





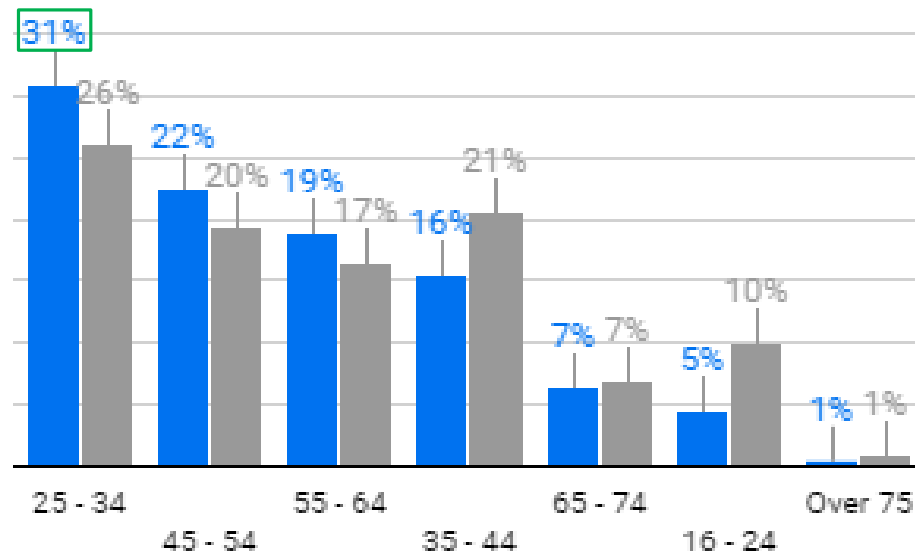
Age groups

Inbound leisure visitors, 2020-2023

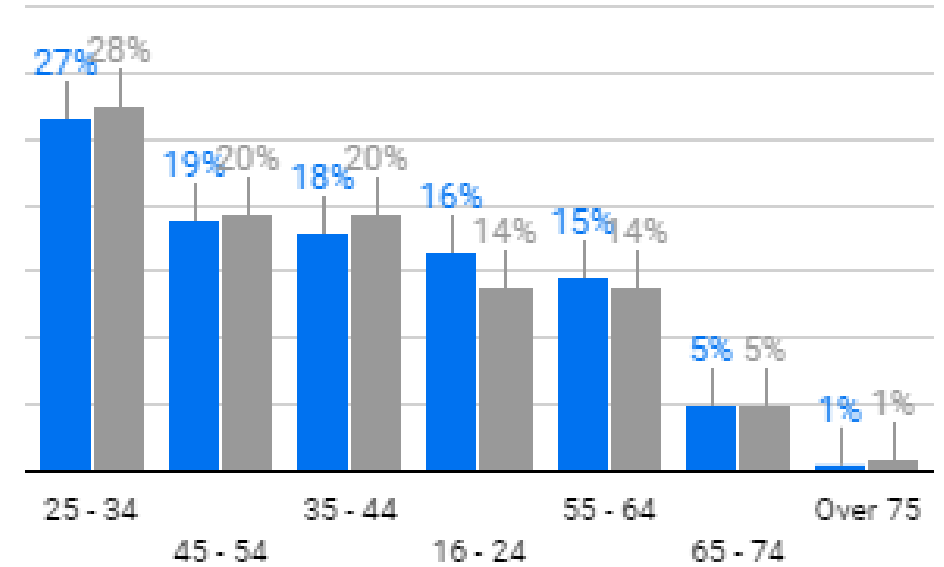
City breaks (as main holiday /excurs. type)

All visitors

Visitors with overnight



Day visitors



Significantly higher than average

Transport (to and in destination)

Inbound leisure visitors, 2020-2023



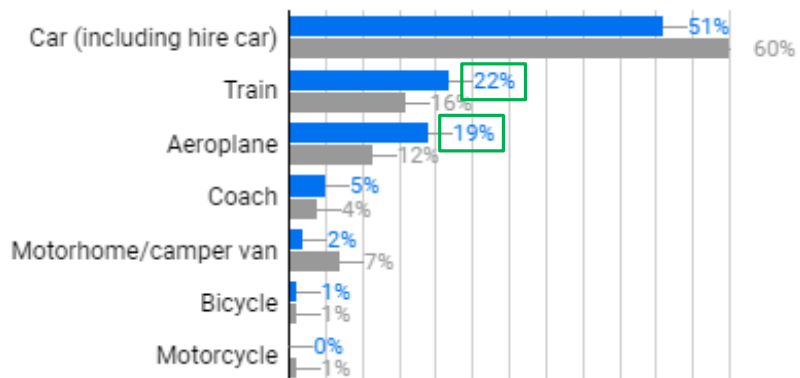
City breaks (as main holiday/excurs. type)

Significantly higher than average

All visitors

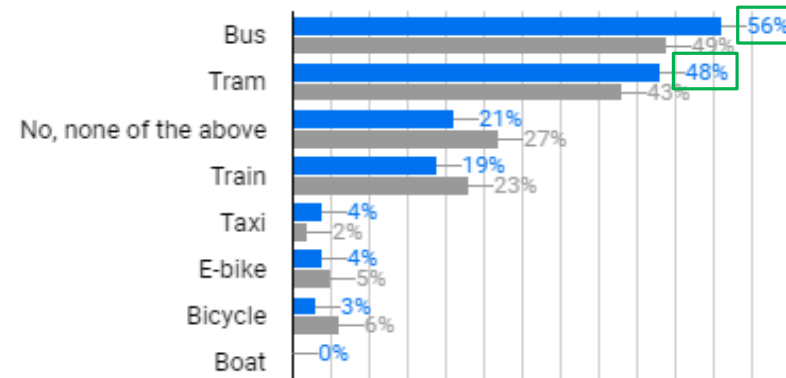
Transport to destination

Visitors with overnight

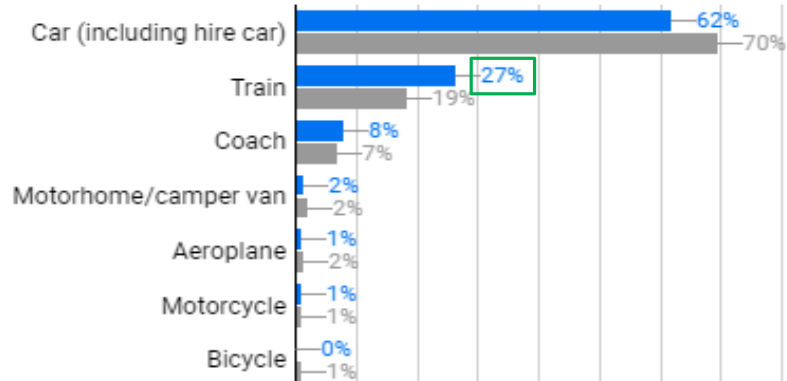


Transport in destination

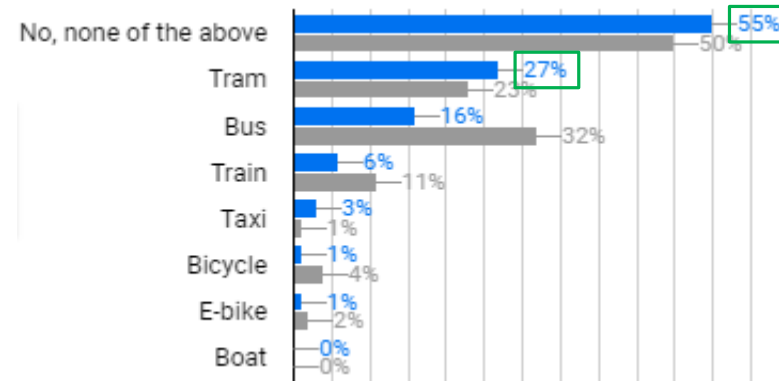
Visitors with overnight



Day visitors



Day visitors



Travel party, repeat visits and cross-border trips

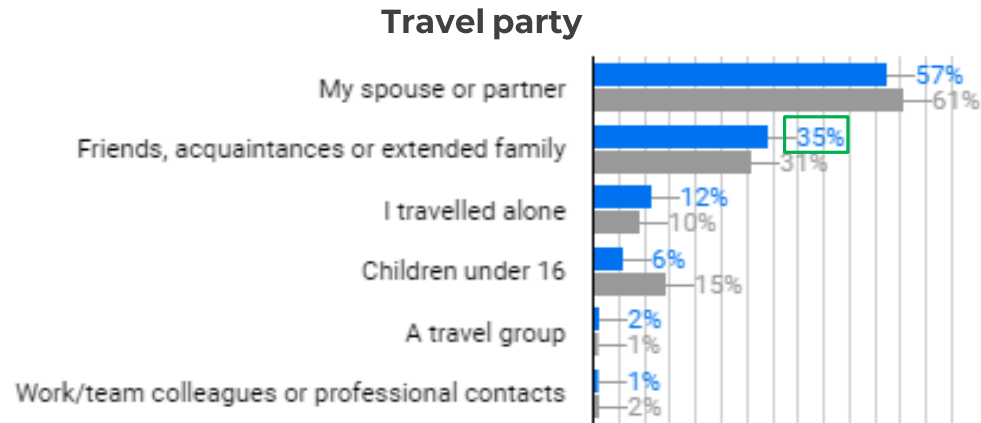
Inbound leisure visitors with overnight, 2020-2023



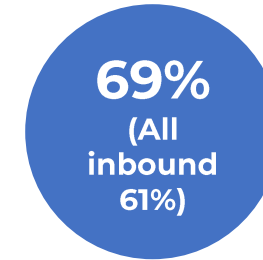
■ City breaks (as main holiday type)

■ All visitors

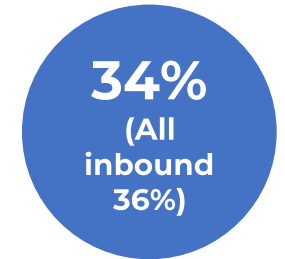
 Significantly higher than average



First-time visitors



Visitors spending nights in Luxembourg and abroad during same trip



Travel party and repeat visits

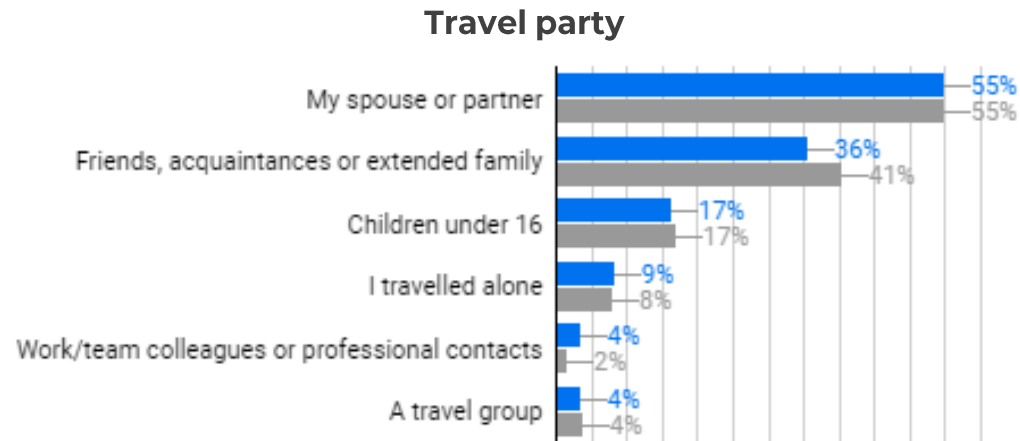
Inbound leisure same-day visitors, 2020-2023



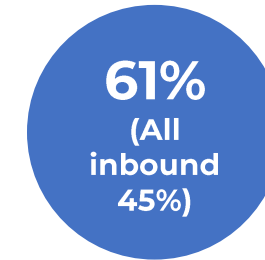
City breaks (as main excursion type)

All visitors

Significantly higher than average



First-time visitors



Expenditure, length of stay and quality vs price orientation

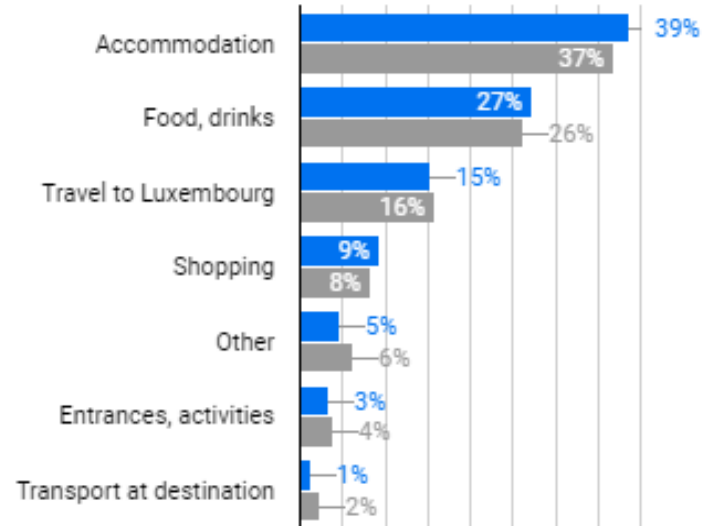
Inbound leisure visitors with overnight, 2020-2023



City breaks (as main holiday type)

All visitors

Breakdown of expenditure by categories



Length of stay



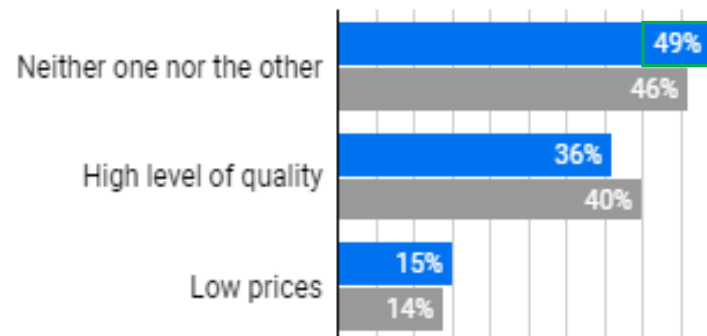
Spend/pers./trip



Spend/pers./day



Quality vs. price orientation



Significantly higher than average

Expenditure

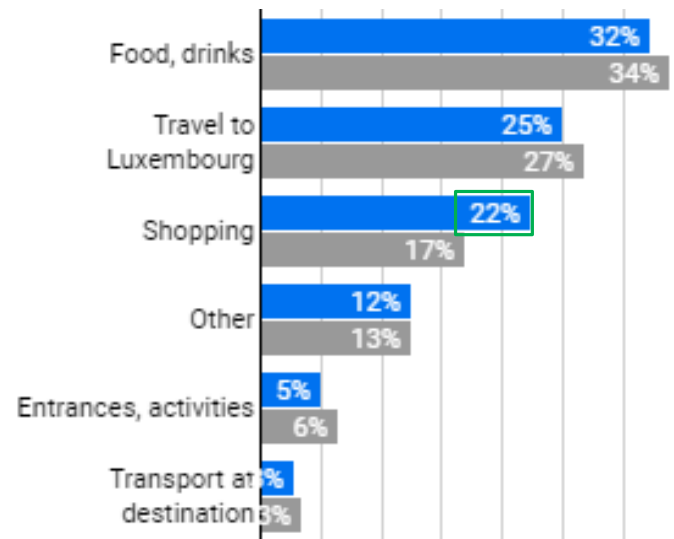
Inbound leisure same-day visitors, 2020-2023



City breaks (as main excursion type)

All visitors

Breakdown of expenditure by categories



Significantly higher than average

Spend/pers./day trip



Actions during stay (sustainable and services)

Inbound leisure visitors, 2020-2023



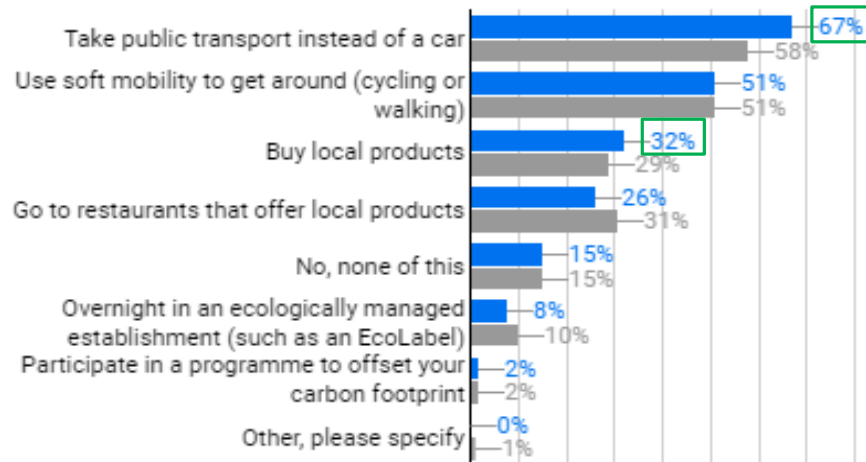
City breaks (as main holiday /excurs. type)

All visitors

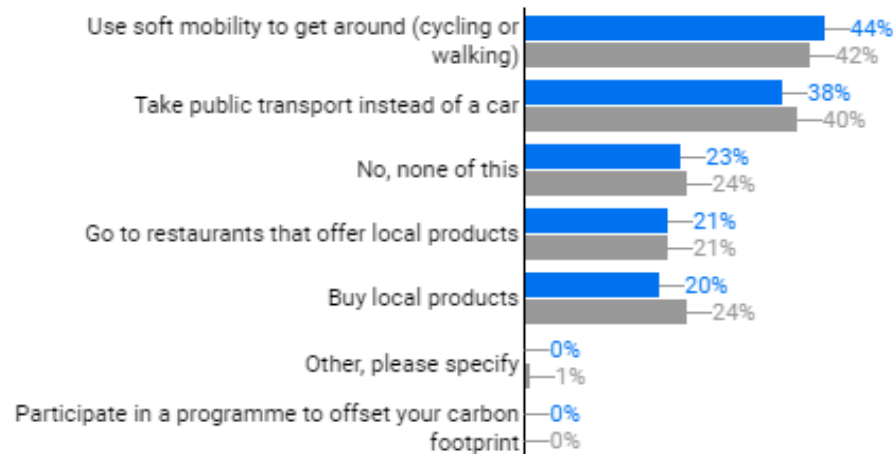
Significantly higher than average

Sustainable actions during stay

Visitors with overnight

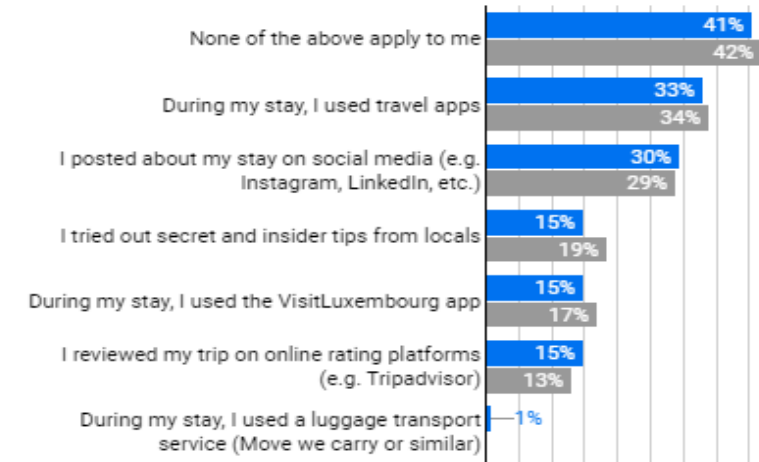


Day visitors

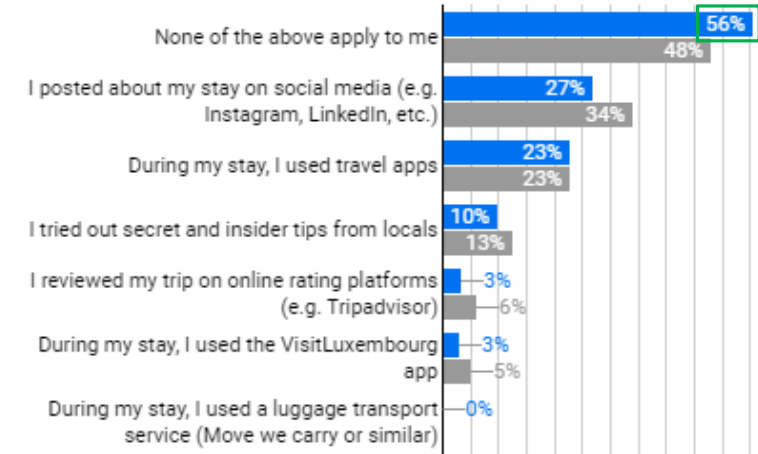


Services used during stay

Visitors with overnight



Day visitors

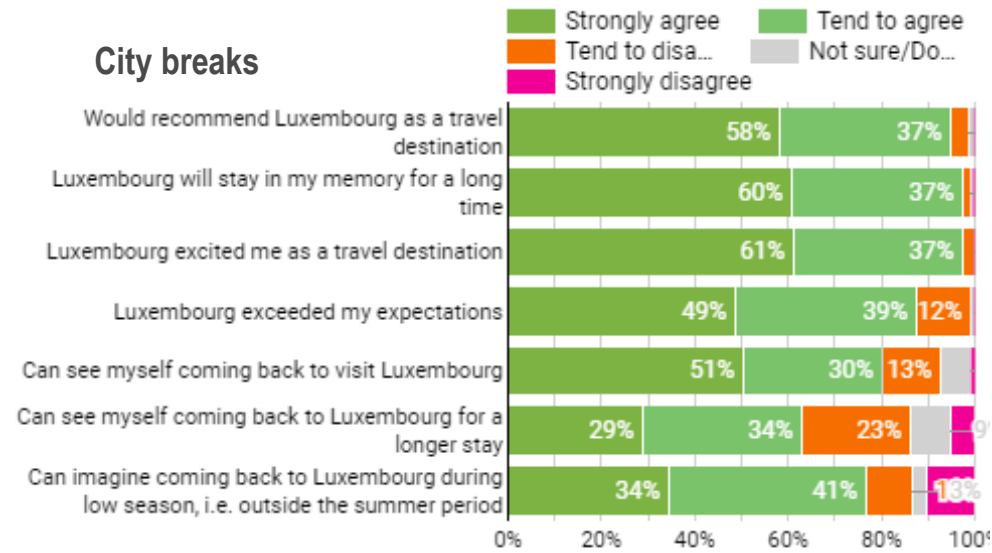


Visitor satisfaction and recommendation

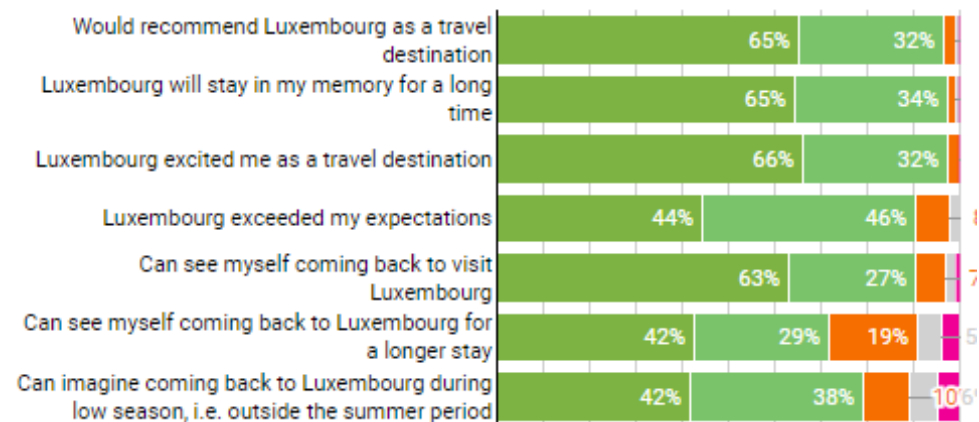
Inbound leisure visitors, 2020-2023



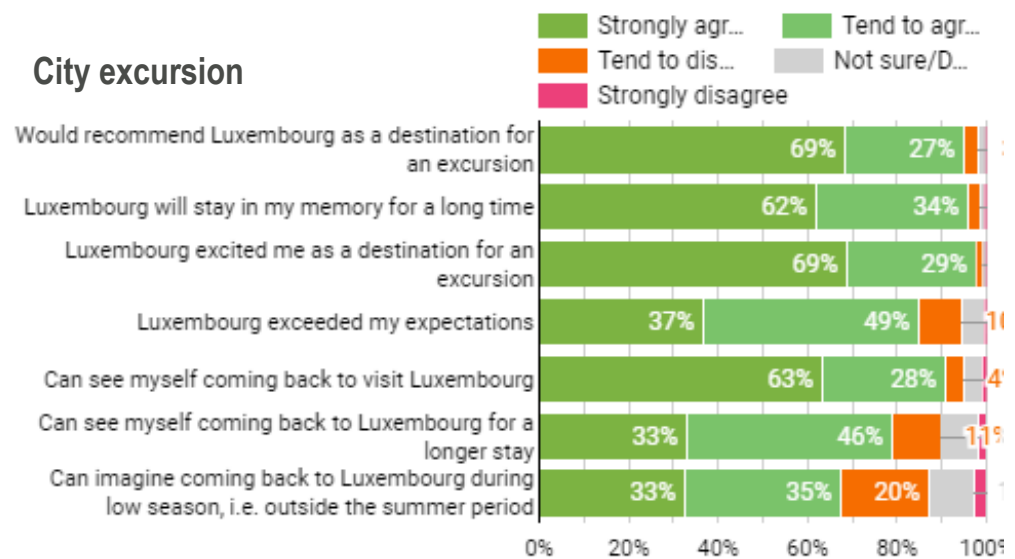
Visitors with overnight



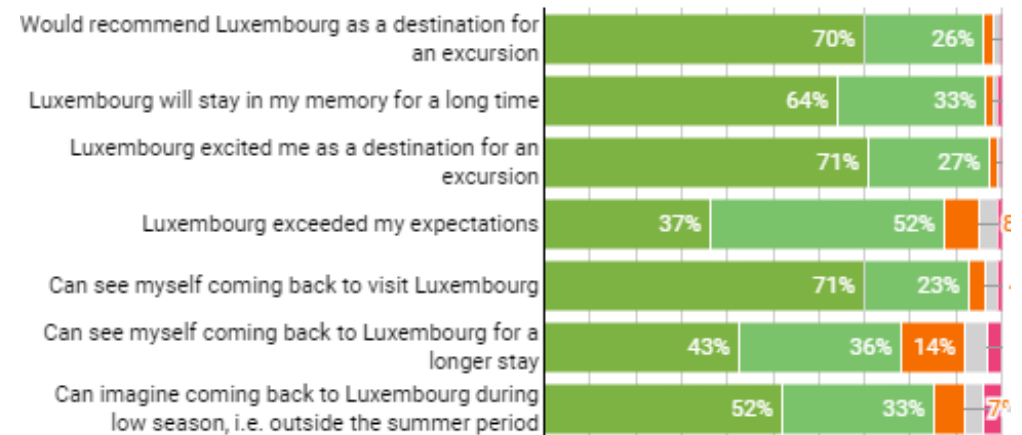
All visitors



Day visitors



All visitors

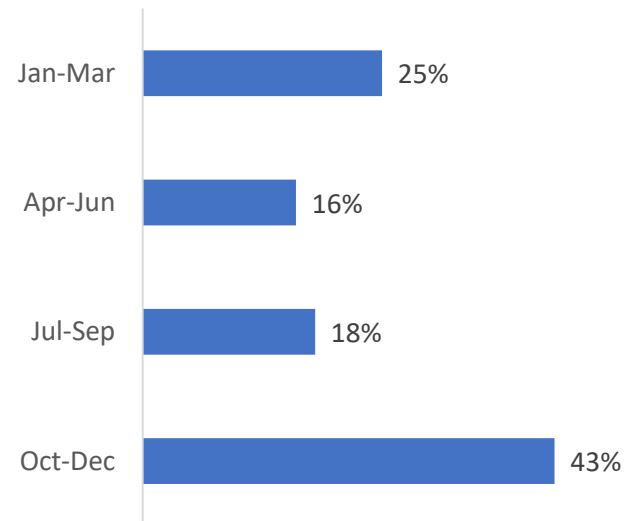


Trip seasonality

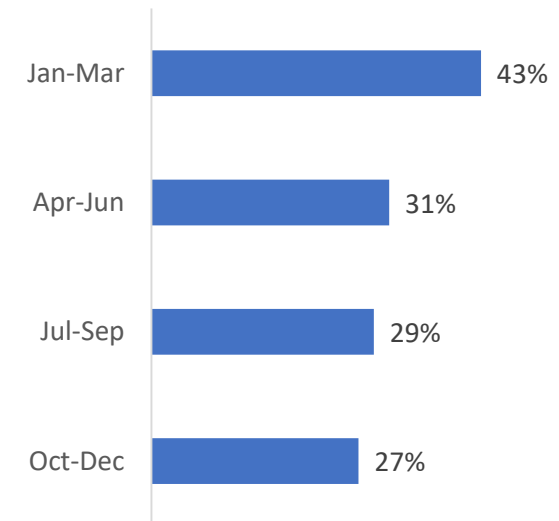
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



















Destination *Awareness* & Growth Potential for *City Trips* segment

General theme interest - City Trips











	Rank (*)	Total themes in survey	% „very interested“	% „interested“	% „interested“, Ø all themes	„Interested“, population, mn (**)
Average Europe	5	33	-	68%	54%	-
	7	33	39%	64%	52%	38,4
	6	33	36%	62%	53%	7,9
	6	33	38%	66%	54%	4,4
	6	33	42%	67%	53%	4,4
	9	33	31%	62%	51%	5,1
	15	33	30%	60%	55%	28,3
	7	33	38%	67%	53%	32,4
	1	20	49%	80%	40%	34,1
	1	20	41%	79%	44%	27,3
	2	21	39%	71%	47%	19,9
	3	24	45%	70%	54%	2,5
	5	24	35%	65%	51%	2,7
	4	24	28%	64%	52%	4,6
	9	24	37%	71%	60%	5,3

(*) Rank among all surveyed themes in respective source market.
Based on % “interested” in theme.
(**) Aged 18-74.

Luxembourg's perceived theme competence – City Trips



	Rank (*)	Total themes in survey	% „very suitable“	% „very suitable“, Ø all themes	„very suitable“, population, mn (**)
Average Europe	1	26	37%	24%	-
	1	26	42%	23%	25,2
	9	26	29%	26%	3,7
	1	26	40%	22%	2,7
	2	26	41%	23%	2,7
	7	26	29%	25%	2,4
	1	26	35%	22%	16,2
	2	26	38%	22%	18,3
	1	15	34%	21%	14,5
	2	15	35%	25%	12,1
	1	10	42%	27%	11,8
	1	20	48%	27%	1,7
	1	20	37%	24%	1,6
	2	20	31%	21%	2,2
	8	20	38%	33%	2,9

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

(*) Rank among all surveyed themes in respective source market. Based on % “suitable” for theme.
(**) Aged 18-74.

n.b. : Further information on theme interest and Luxembourg's theme competence, e.g. for past visitors and new potential visitors can be found in LFT's Brand & Potential Study report.

General theme interest vs. Luxembourg's theme competence



– City Trips (Ø DE-NL-CH-AT-BE-FR-UK)

LFT target segments

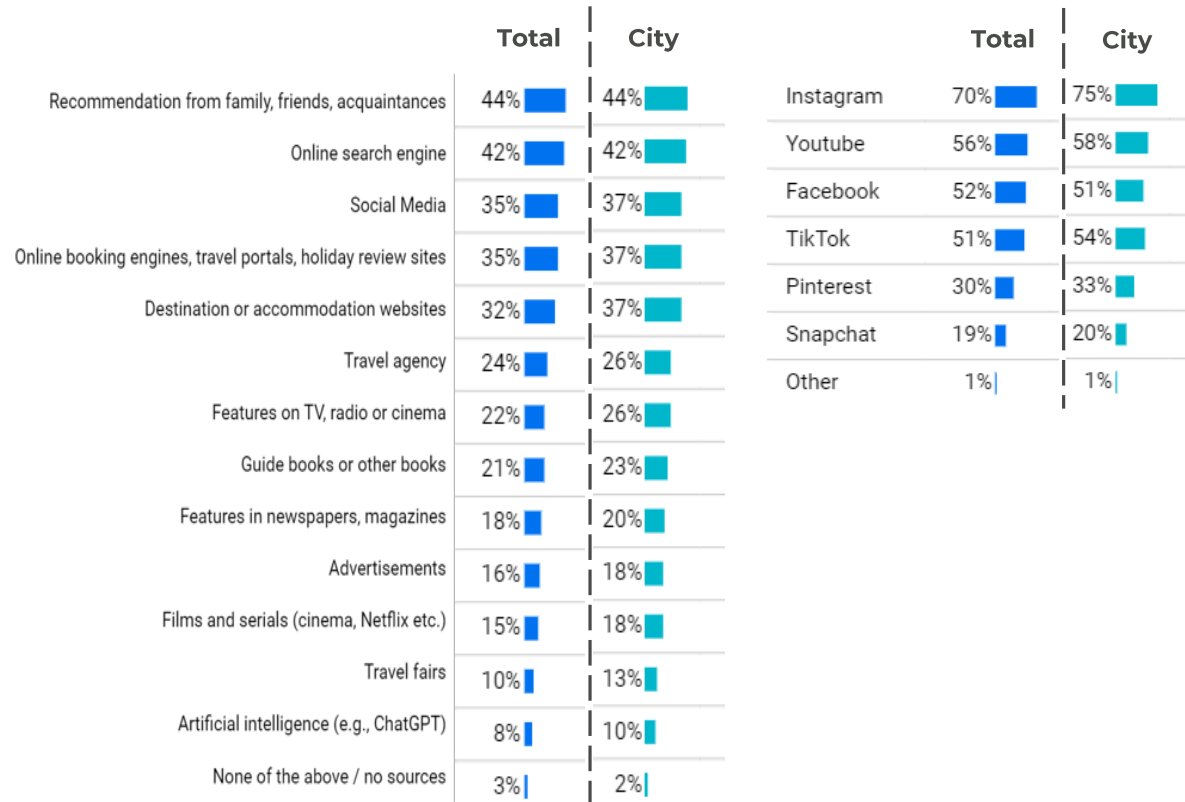
	„Interested“, Rank	<i>Total themes in survey</i>	„Very suitable“, Rank	<i>Total themes in survey</i>
EXP	4	26	1	26
NLA	11	26	2	26
RS	6	26	2	26
SB	5	26	1	26
PS	6	26	2	26
LO	6	26	1	26

Trip organisation and preferences (1) (*)

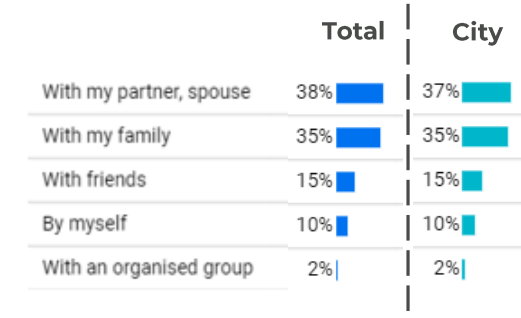
— Average **European source markets**, total vs. travellers interested in city breaks



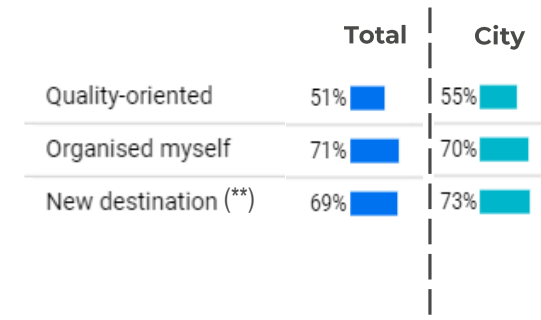
Preferred sources of travel inspiration



Travel party



Quality orientation, self-organisation, new destination



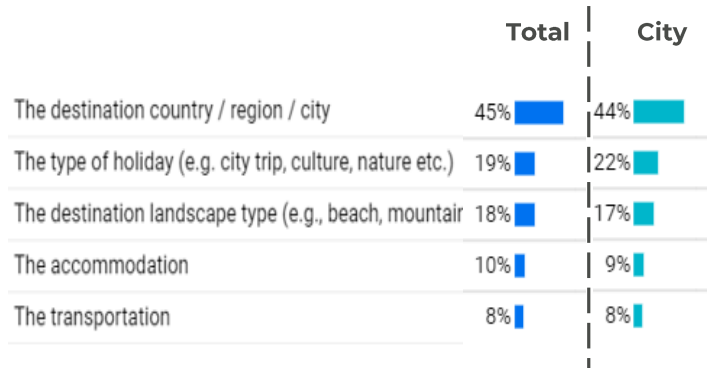
(*) During last outbound holiday trip.
 (**) Travelled to a destination never visited before.

Trip organisation and preferences (2) (*)

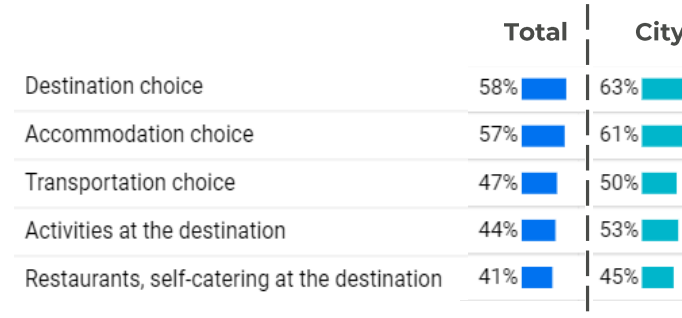
— Average **European source markets**, total vs. travellers interested in city breaks



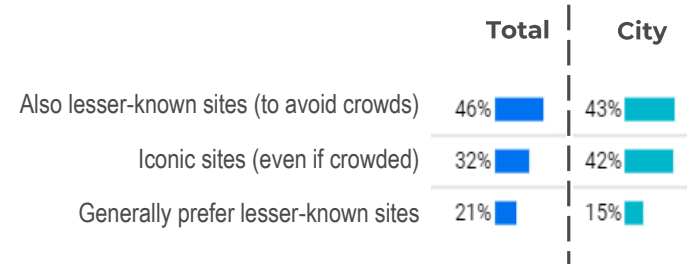
Aspects of trip first decided



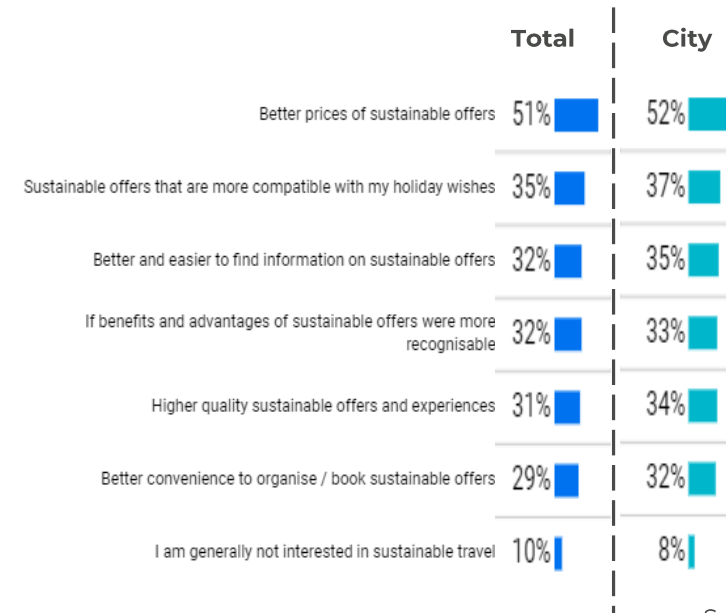
Importance of sustainability for choice of trip components



General preference for visiting iconic vs. lesser-known sites



Aspects that could convince travellers to pay more attention to sustainability at future travellings



(*) During last outbound holiday trip.



Your contact

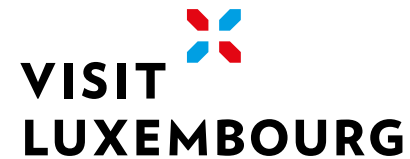


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