Luxembourg for Tourism

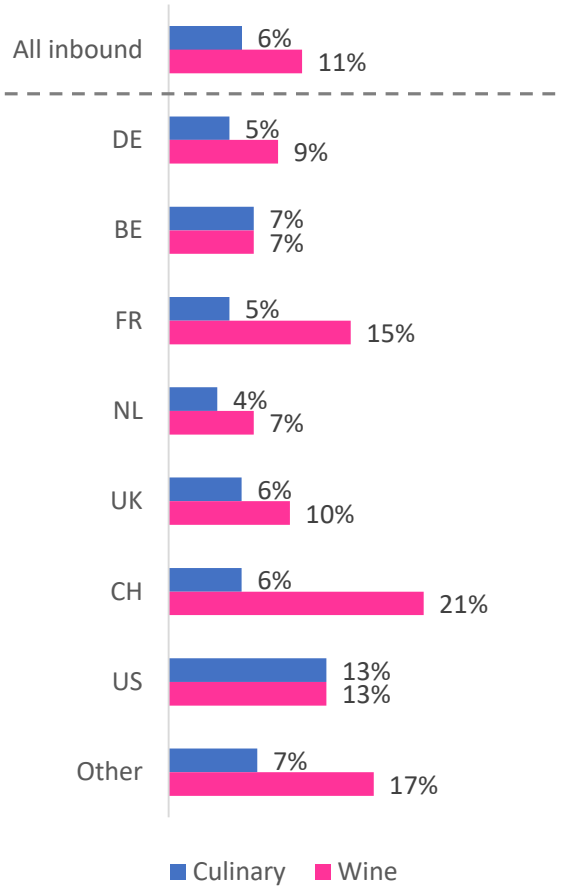
Theme profile CULINARY & WINE 2023

Market size of Culinary & Wine segments

Volume of leisure visitors with Culinary as a holiday type or with Wine Tourism as a holiday activity

Overnight trips

Share of visitors with Culinary as a holiday type or Wine as a holiday activity, by source markets



Number of overnight trips to Luxembourg (estimate, 2023)

Culinary
(holiday type)
78.000
(6%
of inbound
overnight
leisure trips to Luxembourg)

Wine
(holiday activity)
143.000
(11%
of inbound
overnight
leisure trips to Luxembourg)

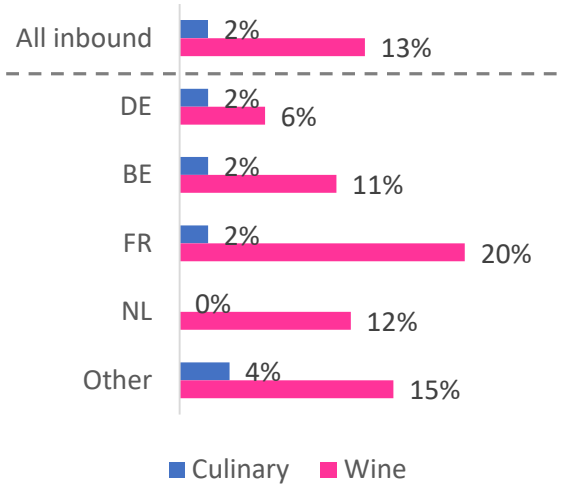
	Overnight trips: Culinary (holiday type)	Overnight trips: Wine (activity)
DE	10.000	17.000
BE	16.000	16.000
FR	7.000	20.000
NL	13.000	23.000
Other	32.000	67.000

Sources: LFT/Ilres Visitor Survey, 2020-2023; trip volumes are estimates based on World Travel Monitor/IPK International & Editus/LFT mobile phone data).

Volume of leisure visitors with Culinary as an excursion type or with Wine Tourism as an excursion activity

Same-day trips

Share of visitors with Culinary as an excursion type or Wine as an excursion activity, by source markets



Number of trips / excursions to Luxembourg (estimate, 2023)

Culinary (excursion type) 55.000 (2% of inbound same-day leisure trips to Luxembourg)

Wine (excursion activity) 362.000 (13% of inbound same-day leisure trips to Luxembourg)

	Same-day trips: Culinary (holiday type)	Same-day trips: Wine (activity)
DE	12.000	37.000
BE	12.000	66.000
FR	13.000	134.000
NL	0	49.000
Other	18.000	76.000

Sources: LFT/Ilres Visitor Survey, 2020-2023; trip volumes are estimates based on Editus/LFT mobile phone data).

Travel behaviour of leisure visitors with Culinary as a holiday / excursion type & Wine as a holiday / excursion activity in Luxembourg

Holiday types

Inbound leisure visitors with overnight, 2020-2023

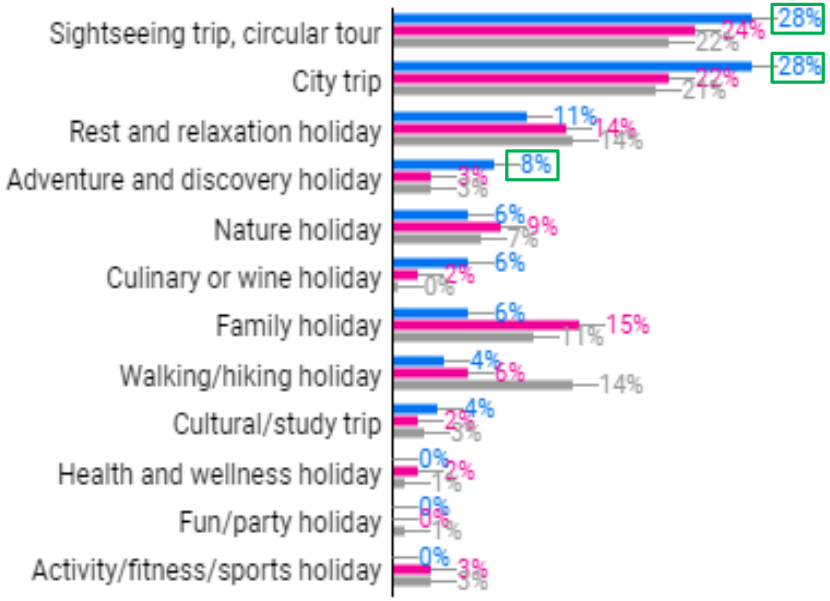
Culinary as a holiday type

Wine tourism as an activity

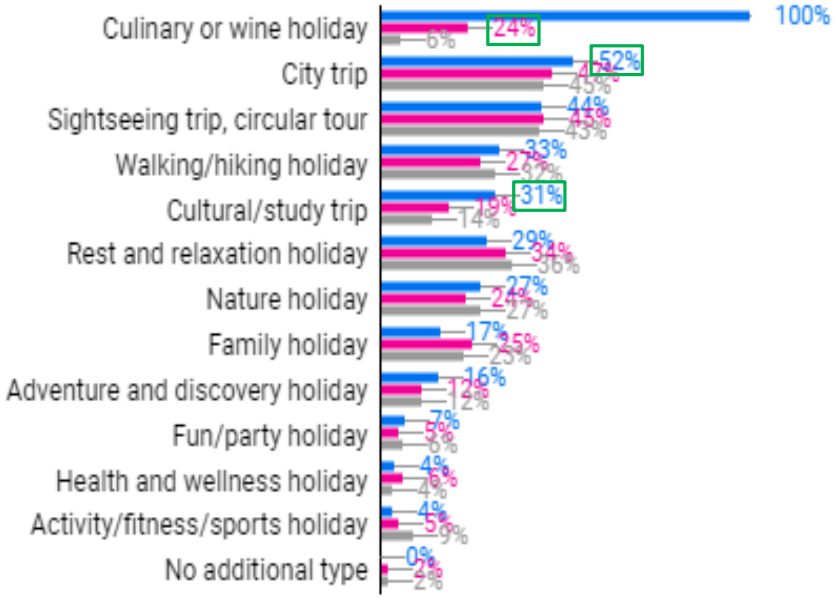
All visitors

Significantly higher than average

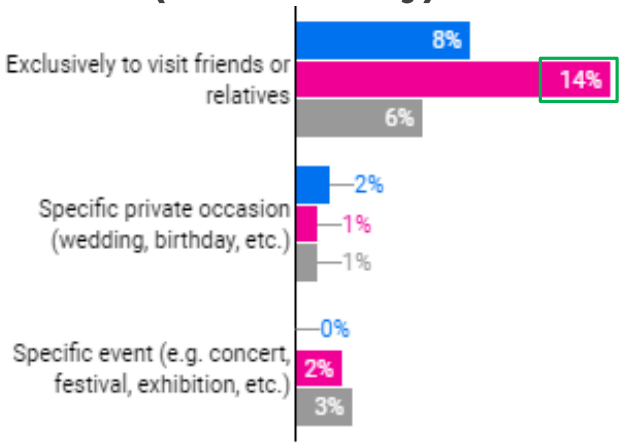
Main holiday types



Additional holiday types



Main purpose of overnight trip (if not holiday)



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

Types of excursions

Inbound leisure same-day visitors, 2020-2023

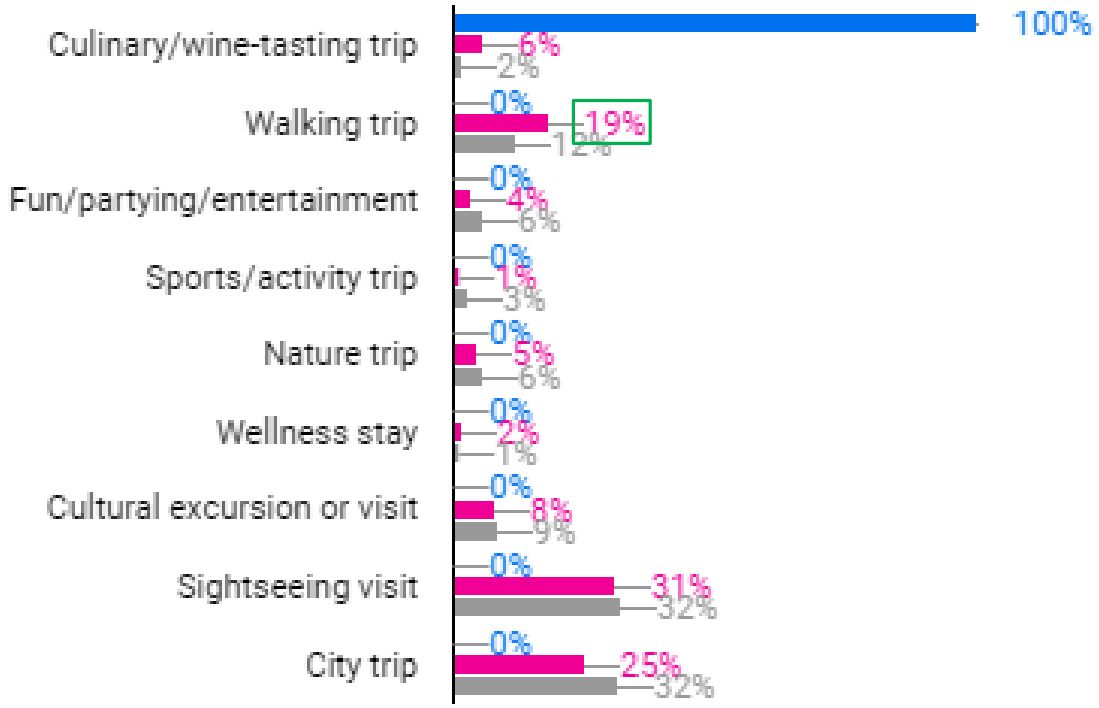
Culinary as an excursion type

Wine tourism as an activity

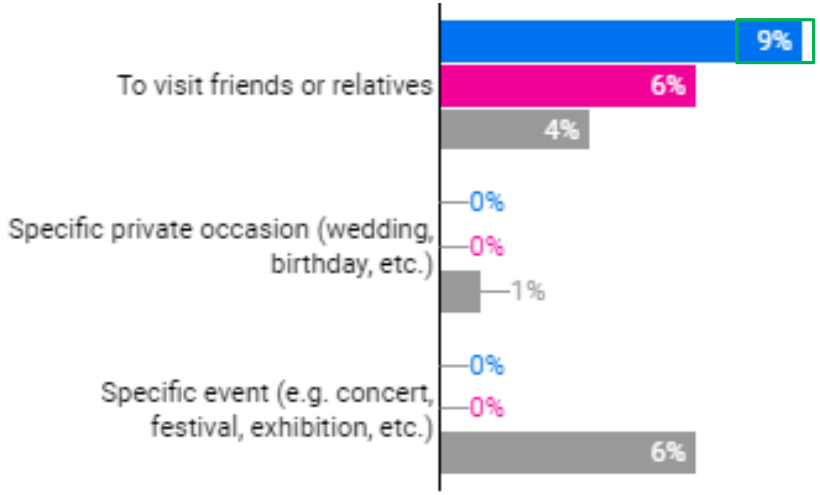
All visitors

Significantly higher than average

Main excursion type



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



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

Key decision criteria for choosing Luxembourg (*)

Inbound leisure visitors, 2020-2023

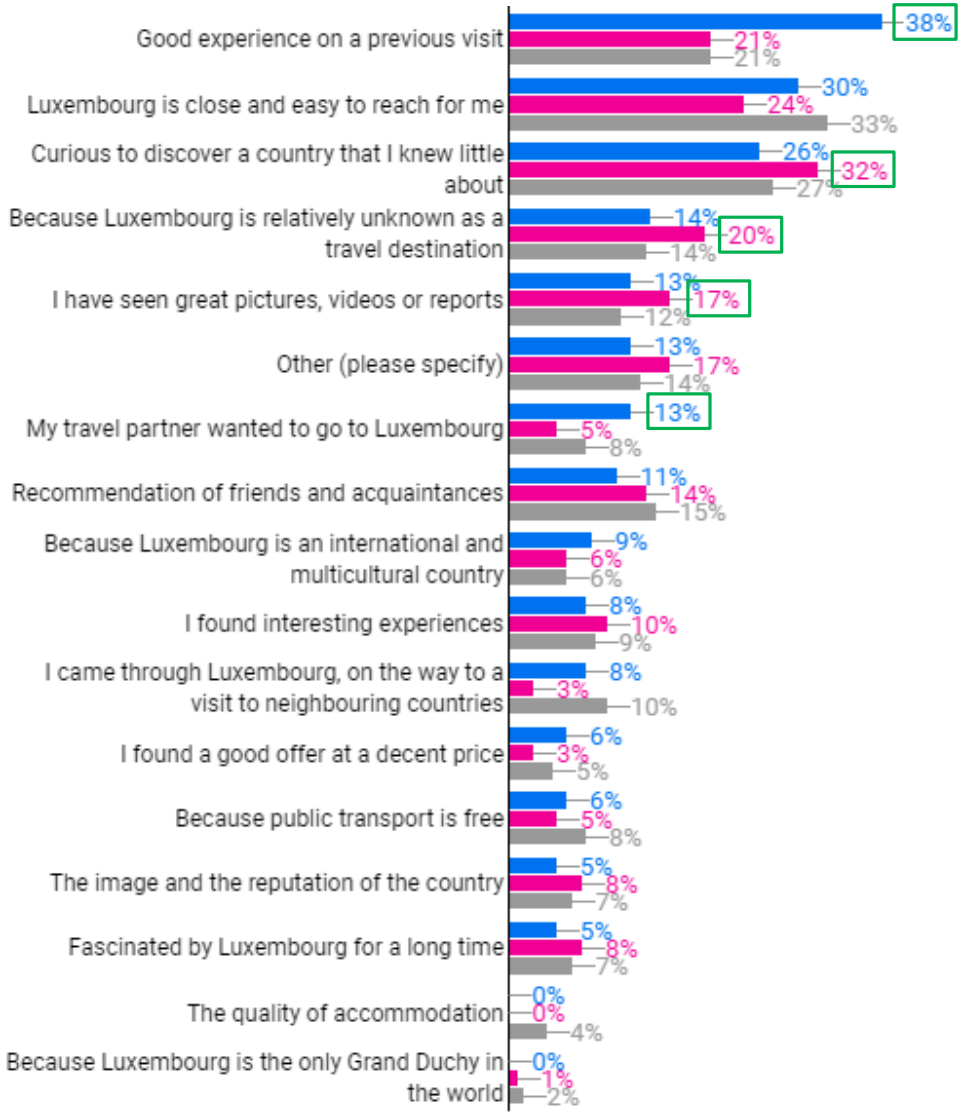
Culinary as a holiday type

Wine tourism as an activity

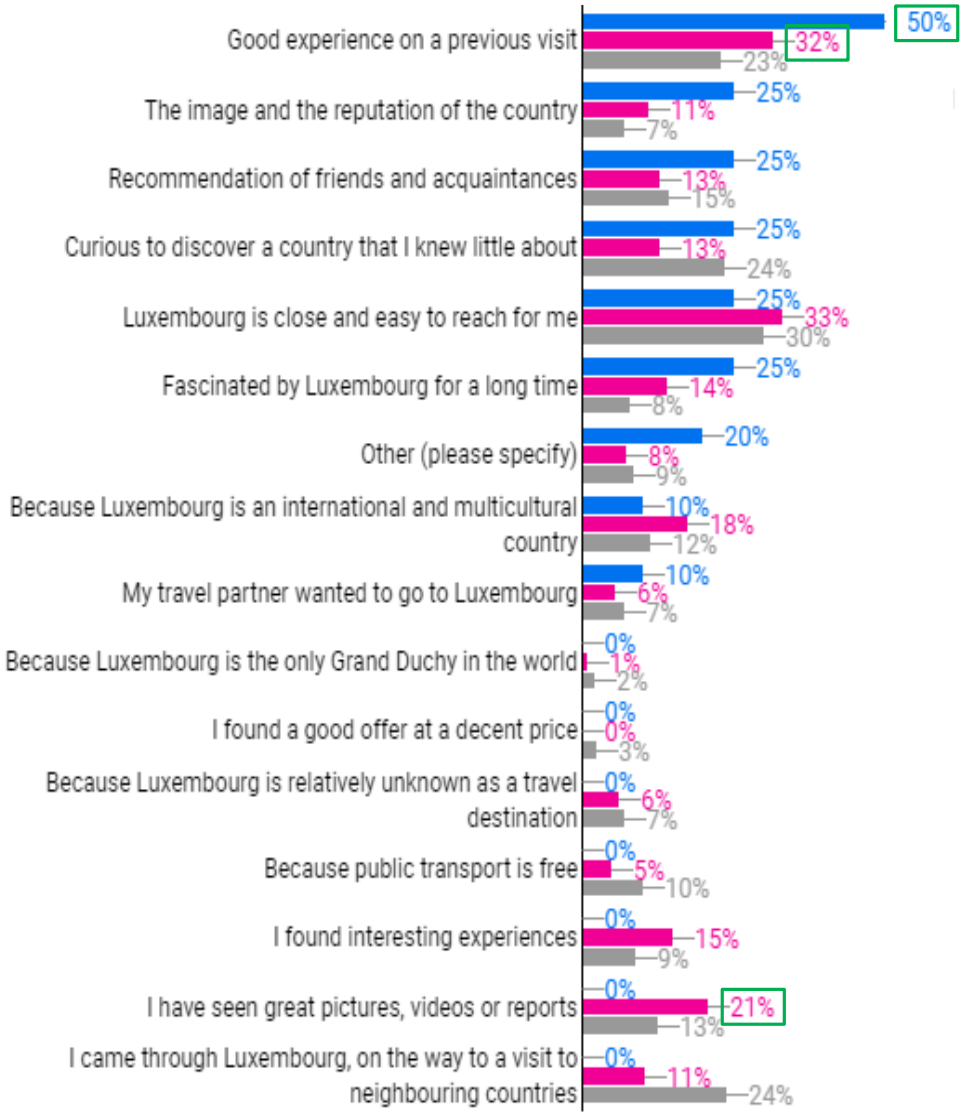
All visitors

Significantly higher than average

Visitors with overnight



Day visitors

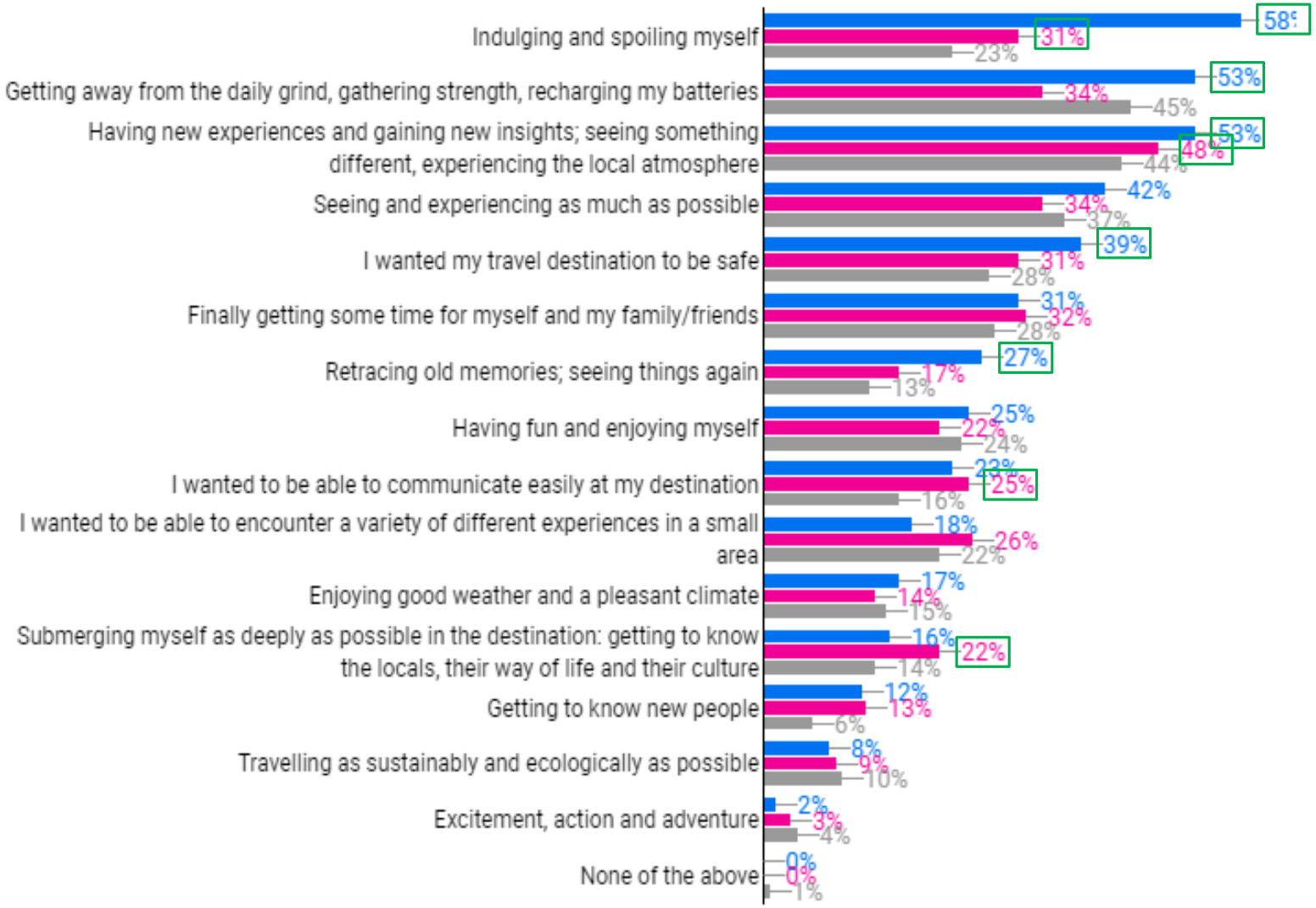


Source: LFT/Ilres Visitor Survey, 2020-2023.
(*) Maximum 3 answers possible.

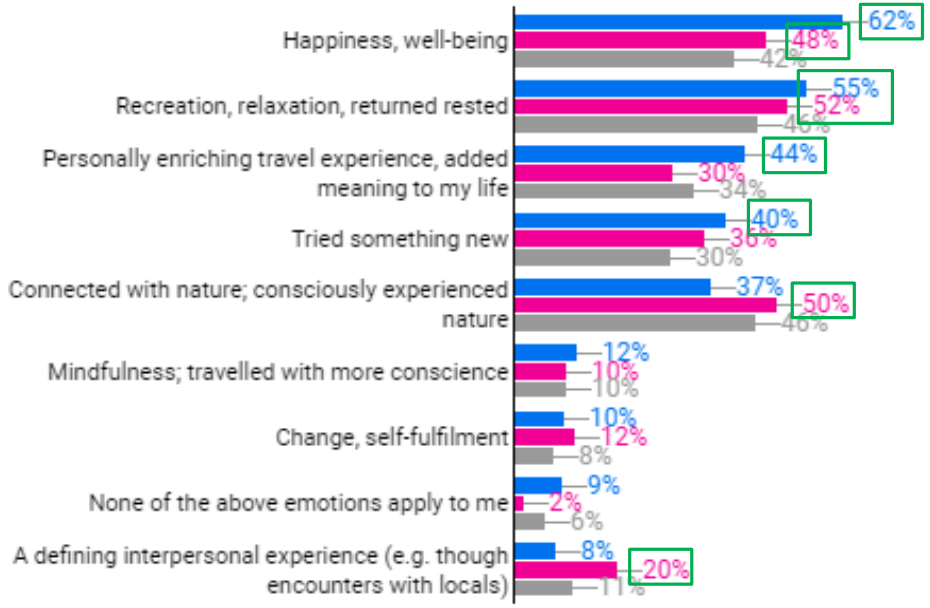
Key travel motives and emotions

Inbound leisure visitors with overnight, 2020-2023

Travel motives



Emotions experienced during stay



Culinary as a holiday type

Wine tourism as an activity

All visitors

Significantly higher than average

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

Inspiration sources

Inbound leisure visitors, 2020-2023

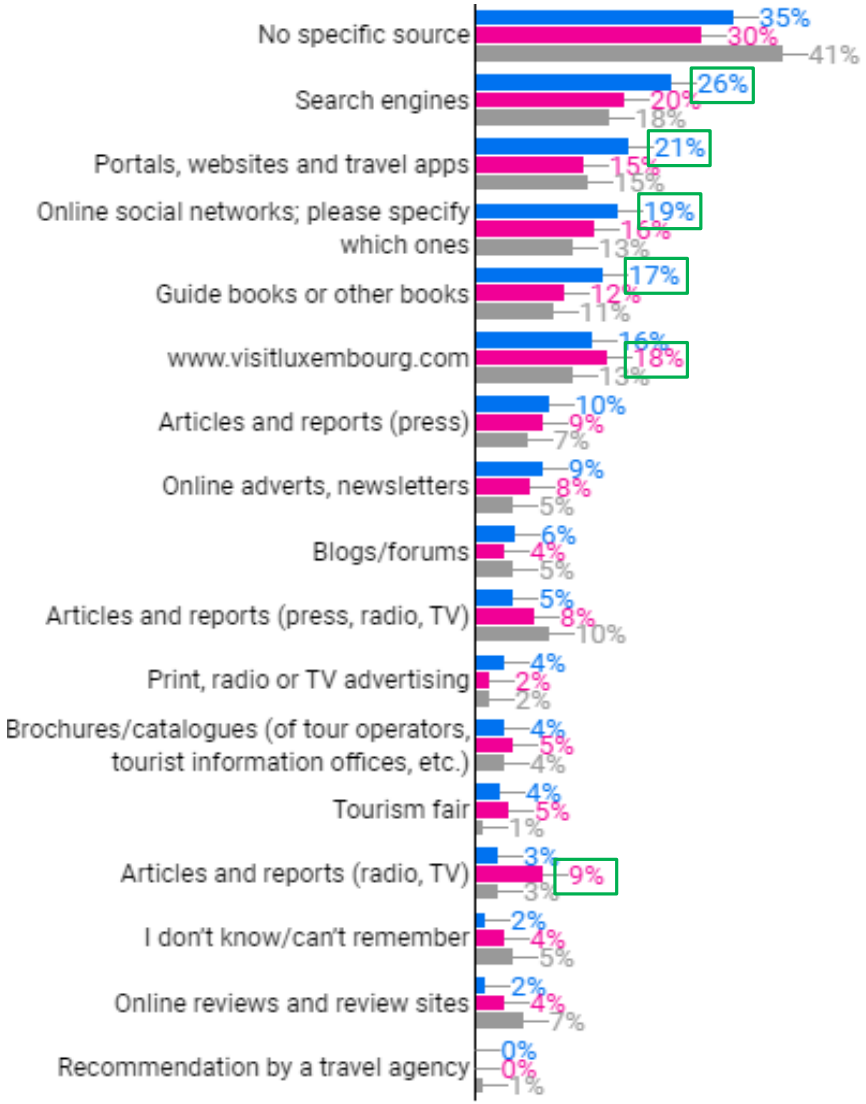
Culinary as a holiday/excurs. type

Wine tourism as an activity

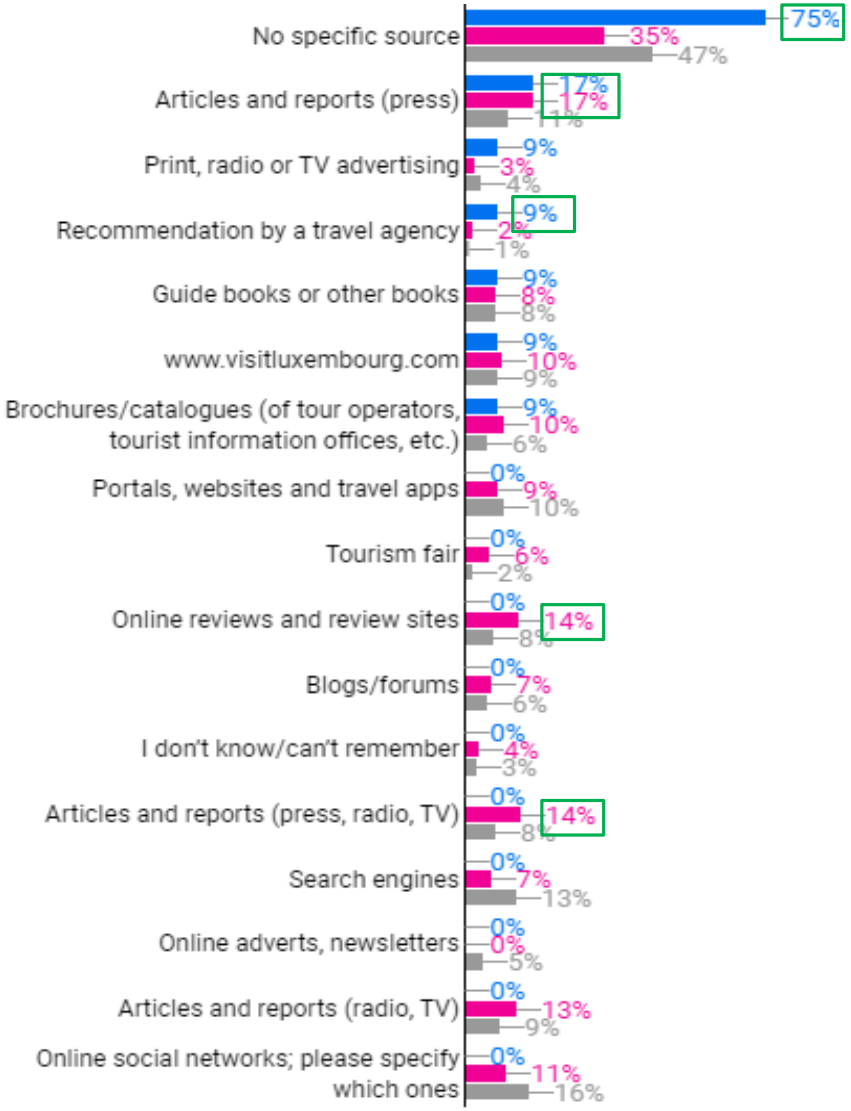
All visitors

Significantly higher than average

Visitors with overnight



Day visitors



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

Type of accommodation, destination regions

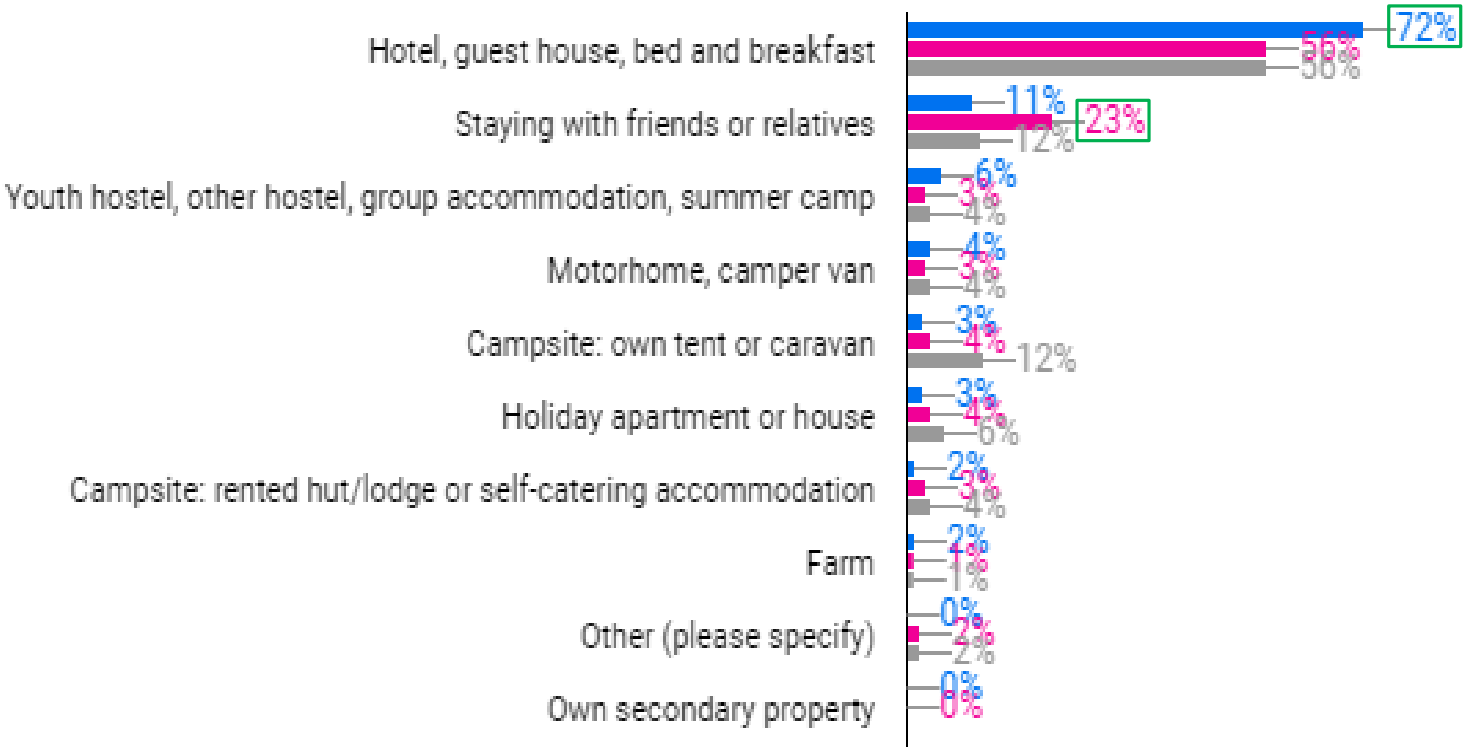
Inbound leisure visitors with overnight, 2020-2023

Culinary as a holiday type

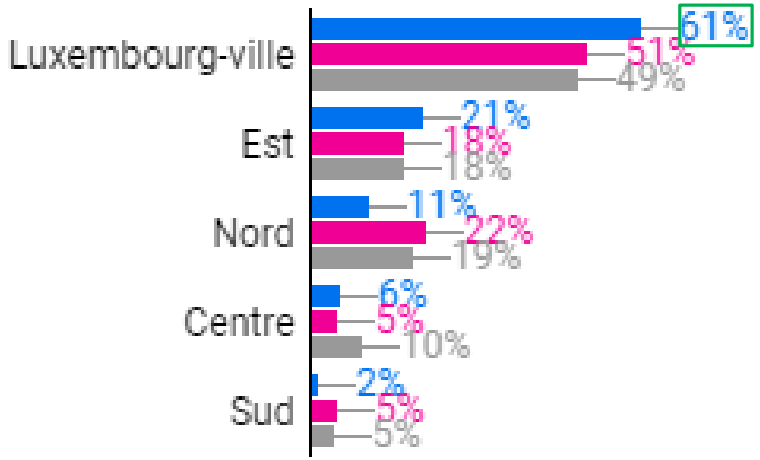
Wine tourism as an activity

All visitors

Type of accommodation



Destination region



Significantly higher than average

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

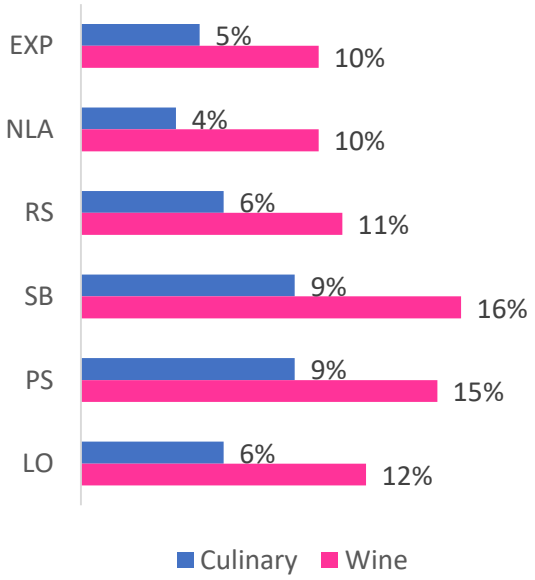
Target segments

Inbound leisure visitors, 2020-2023

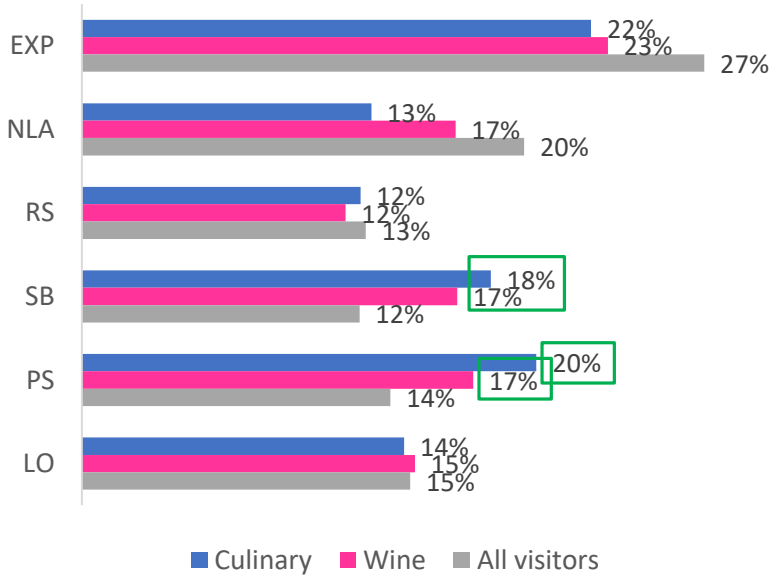
EXP – Explorers
NLA – Nature-Loving Actives
RS – Relaxation Seekers
SB – Short Breakers
PS – Perfection Seekers
LO – Leisure Oriented

Significantly higher than average

Visitors with overnight

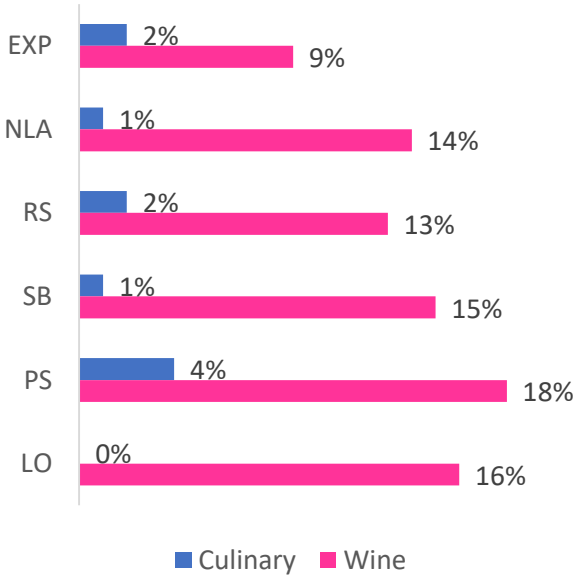


Reading example: 5% of Explorers have culinary as a holiday type



Reading example: 21% of visitors with culinary as a holiday type are Explorers

Day visitors

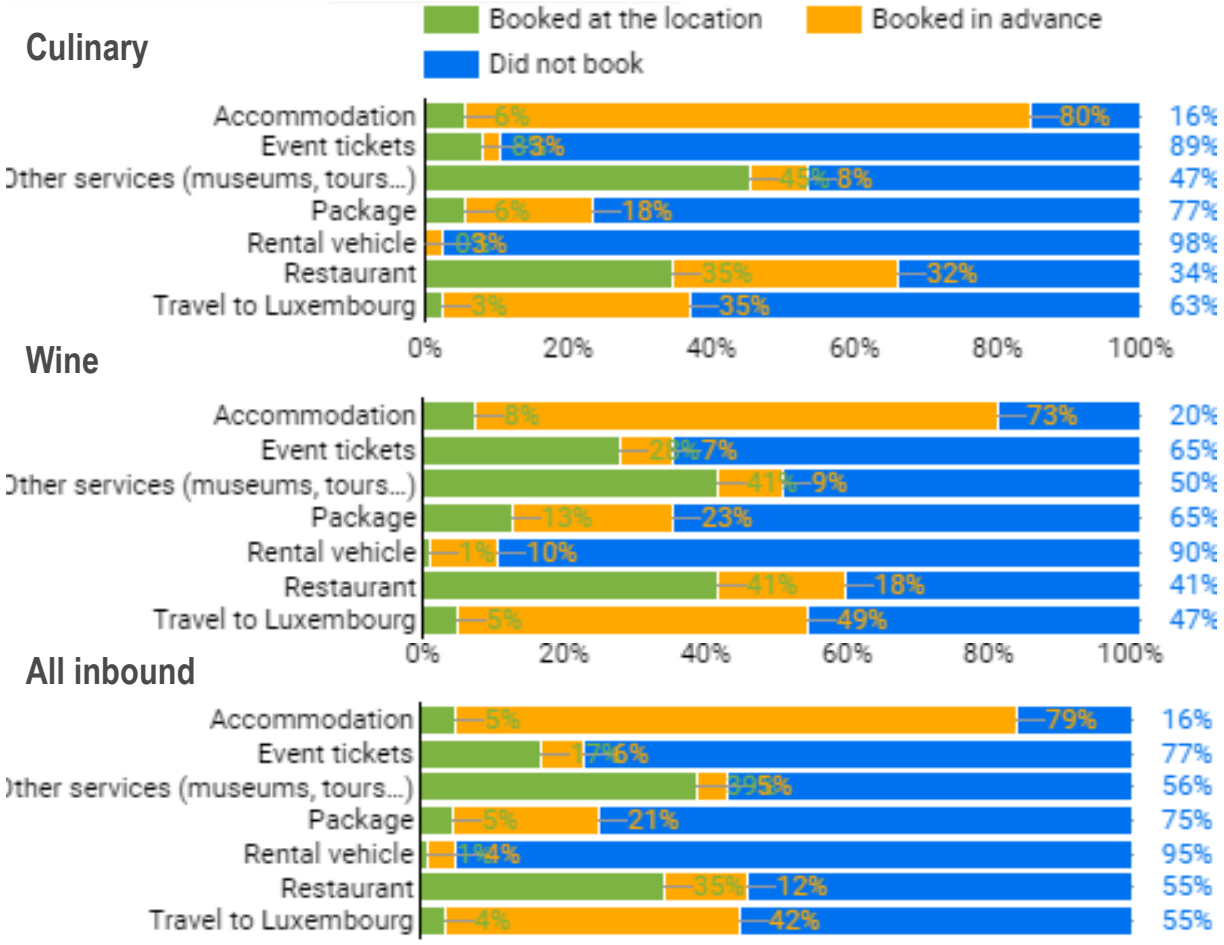


Source: LFT/Ilres Visitor Survey, 2020-2023.

Booking behaviour

Inbound leisure visitors with overnight, 2020-2023

Booking of travel items

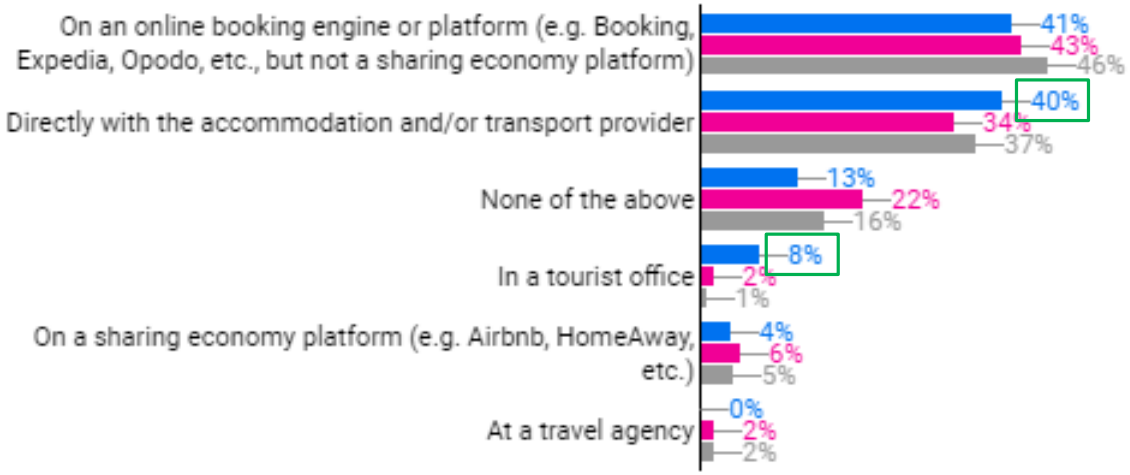


Culinary as a holiday type

Wine tourism as an activity

All visitors

Booking channels



Significantly higher than average

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

Places visited during leisure stays

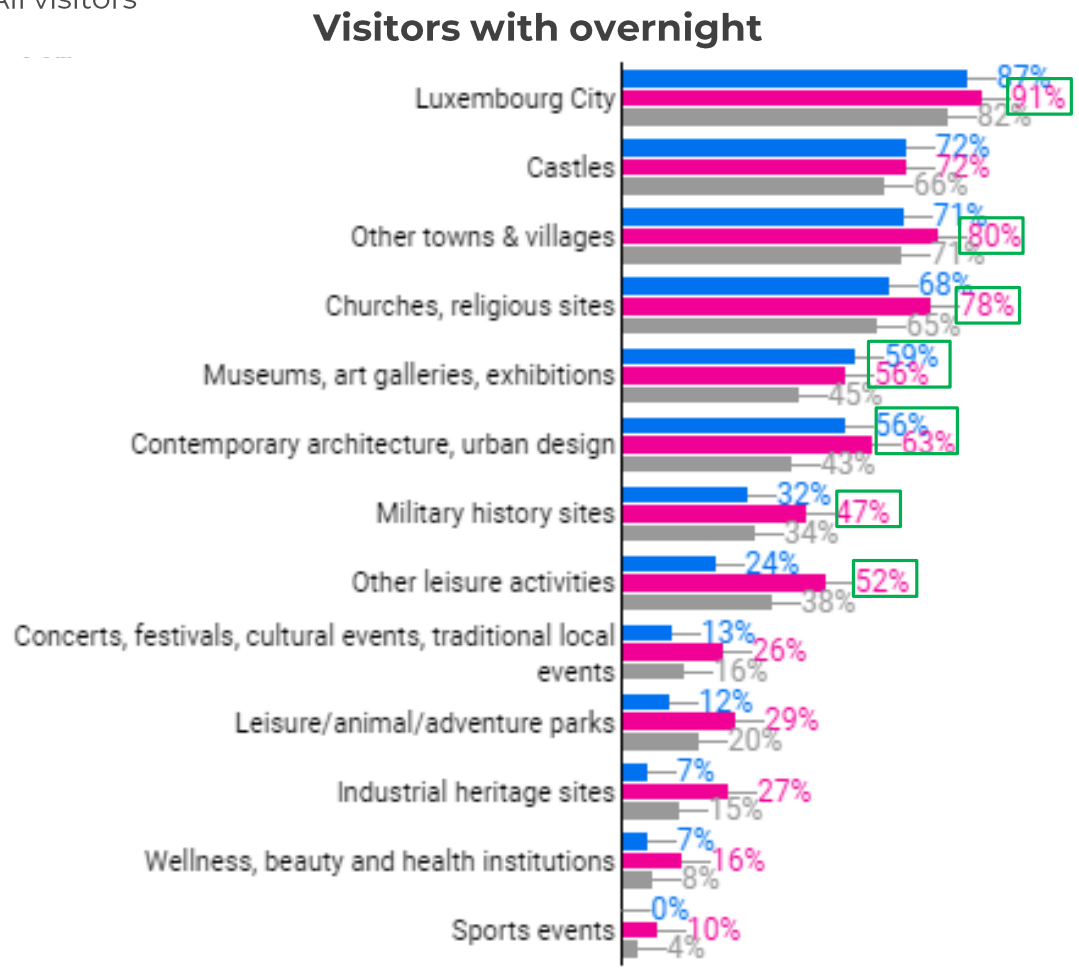
Inbound leisure visitors, 2020-2023

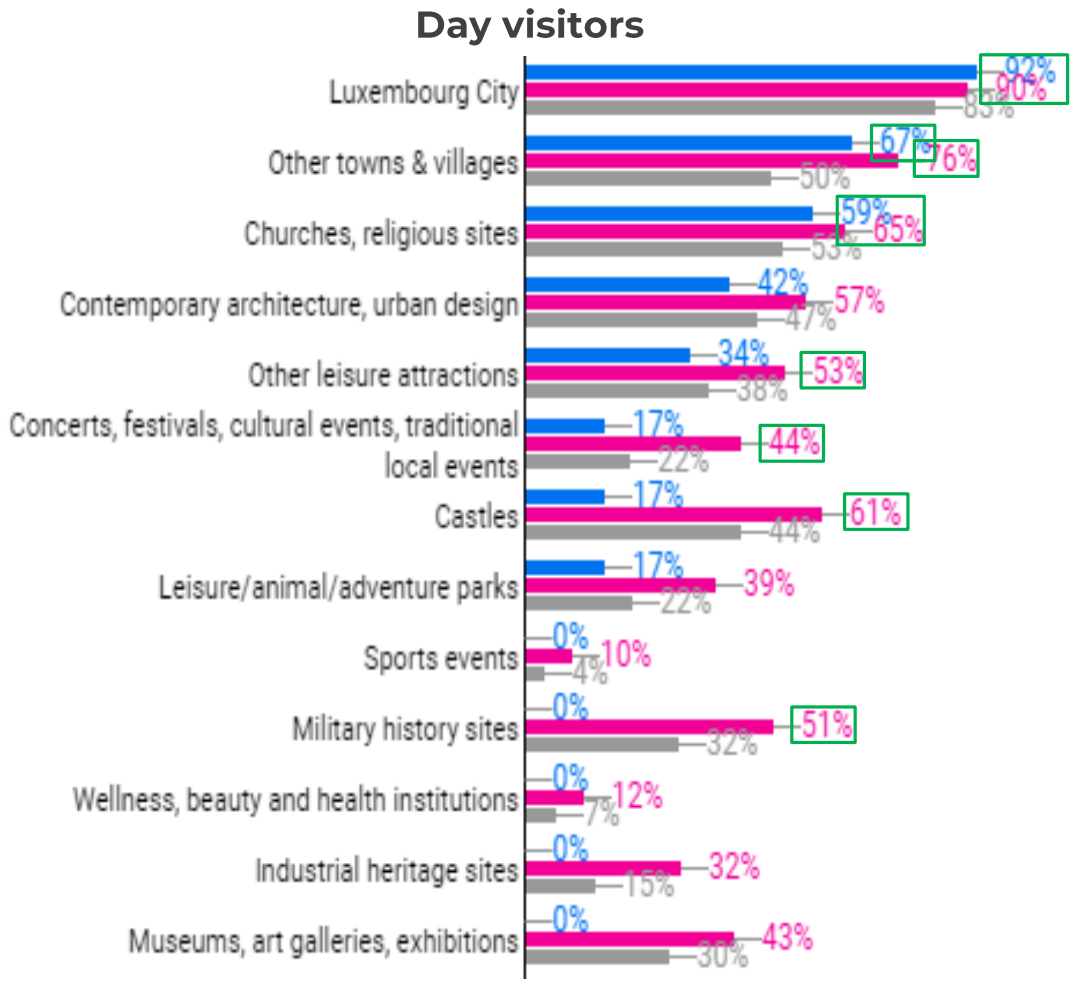
Culinary as a holiday/excurs. type

Wine tourism as as an activity

All visitors

Significantly higher than average





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

Non-sporting activities undertaken during leisure stays

Inbound leisure visitors, 2020-2023

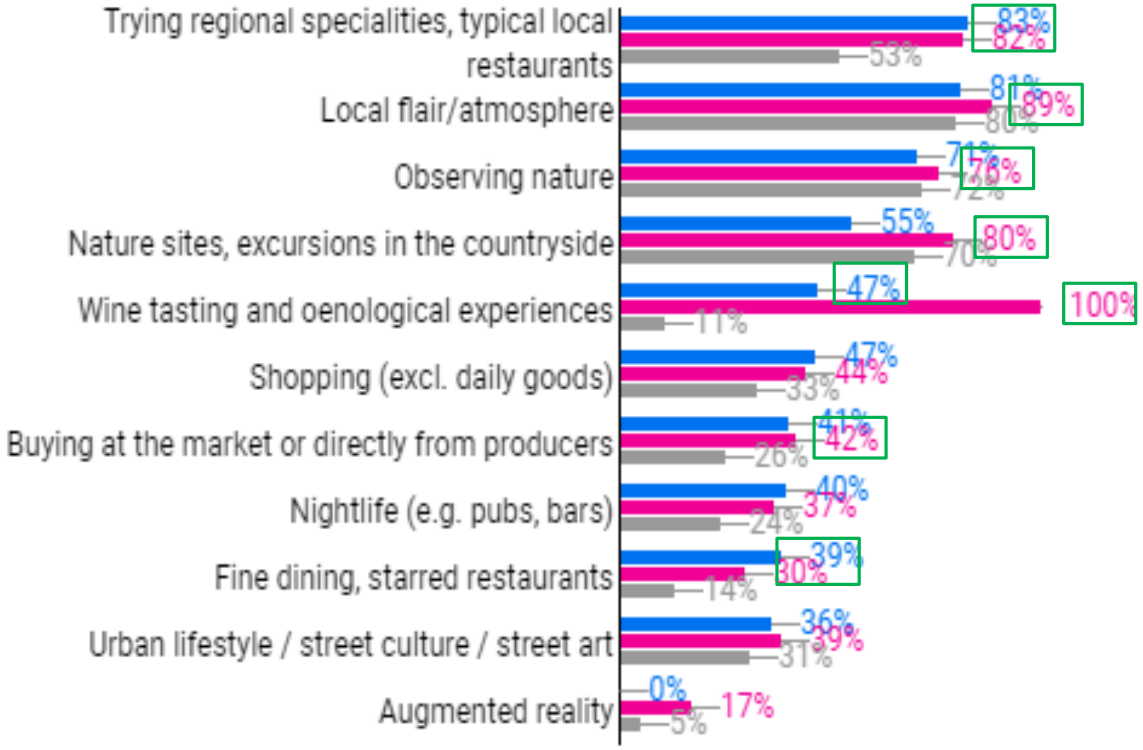
Culinary as a holiday/excurs. type

Wine tourism as an activity

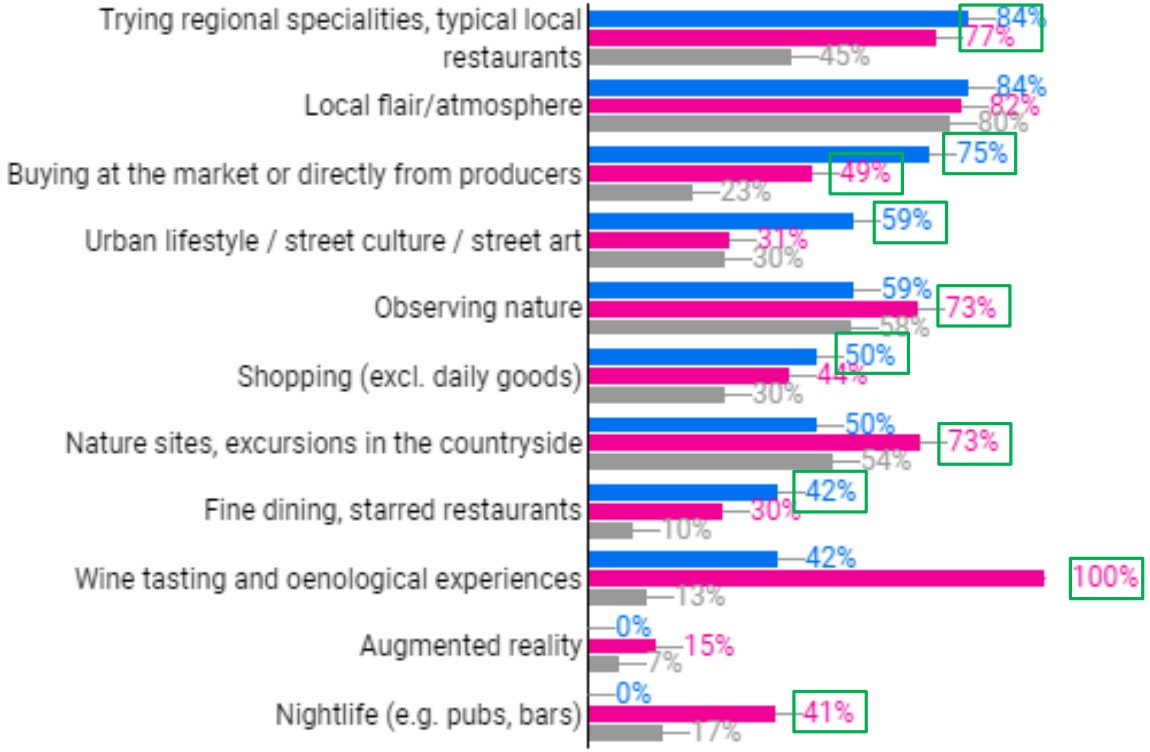
All visitors

Significantly higher than average

Visitors with overnight



Day visitors



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

Sporting activities undertaken during leisure stays

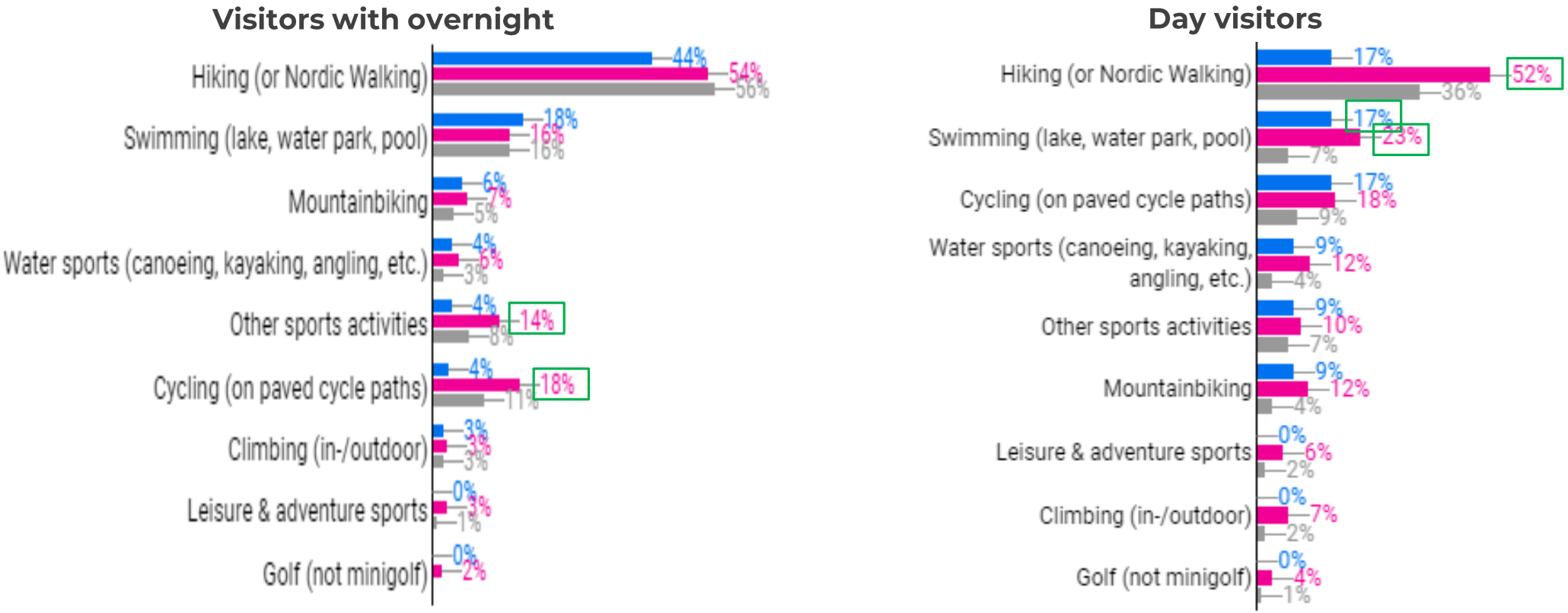
Inbound leisure visitors, 2020-2023

Culinary as a holiday/excurs. type

Wine tourism as an activity

All visitors

Significantly higher than average



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

Age groups

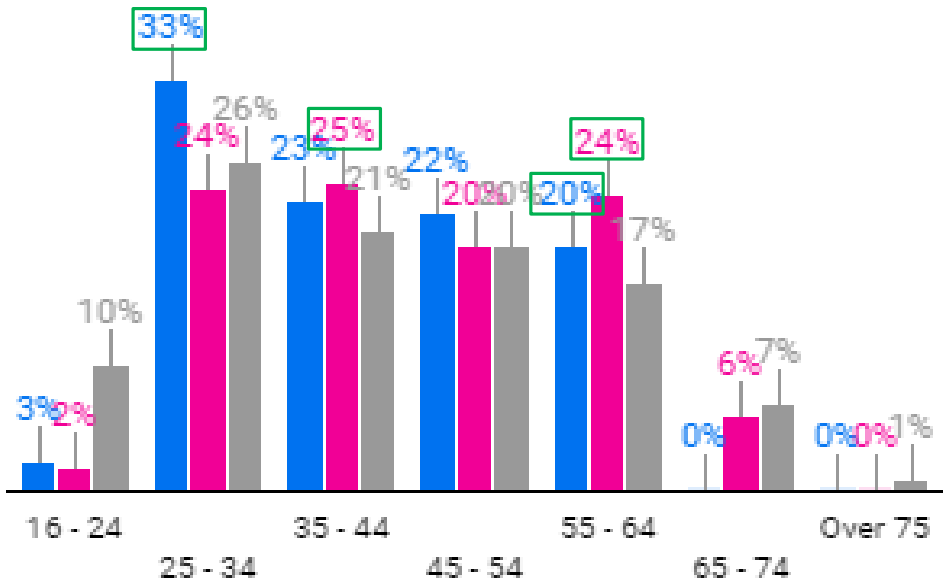
Inbound leisure visitors, 2020-2023

Culinary as a holiday/excurs. type

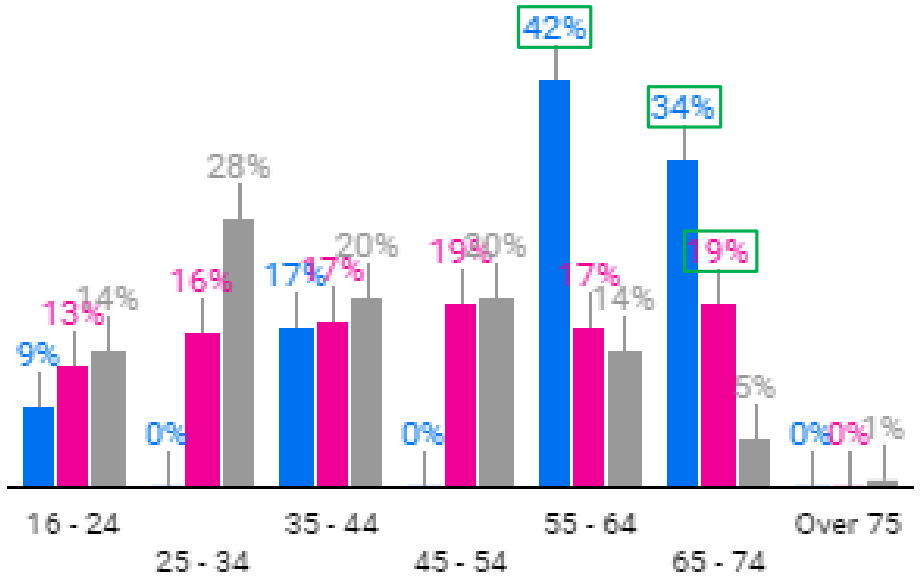
Wine tourism as an activity

All visitors

Visitors with overnight



Day visitors



Significantly higher than average

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

Transport (to and in destination)

Inbound leisure visitors, 2020-2023

Culinary as a holiday/excurs. type

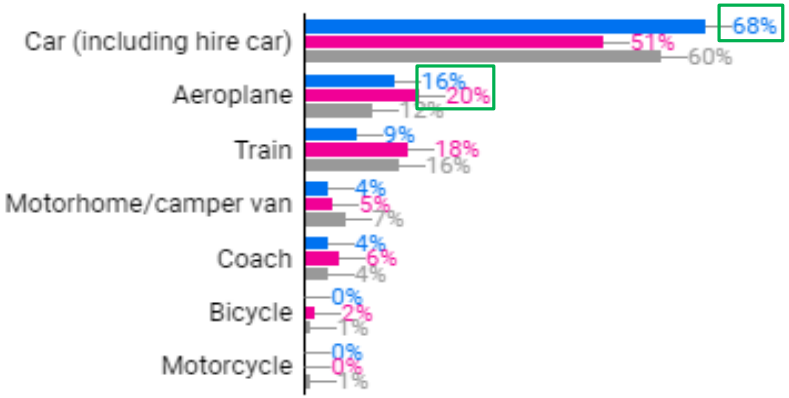
Wine tourism as an activity

All visitors

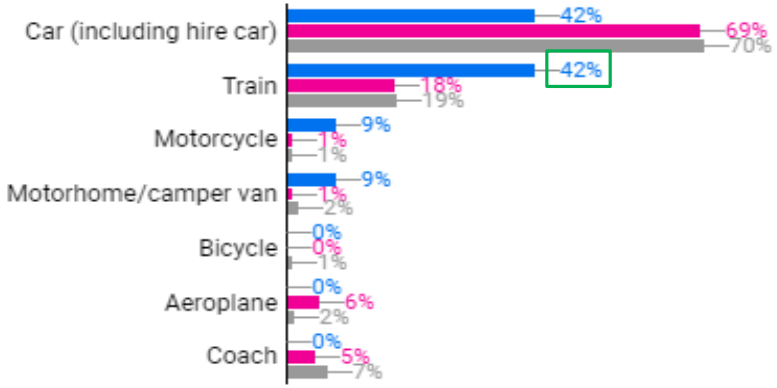
Significantly higher than average

Transport to destination

Visitors with overnight

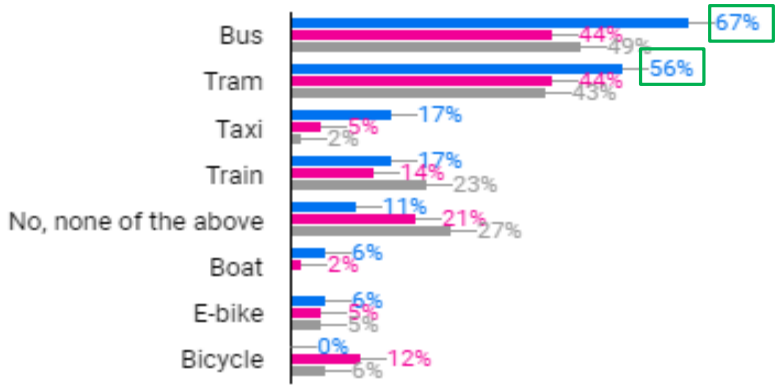


Day visitors

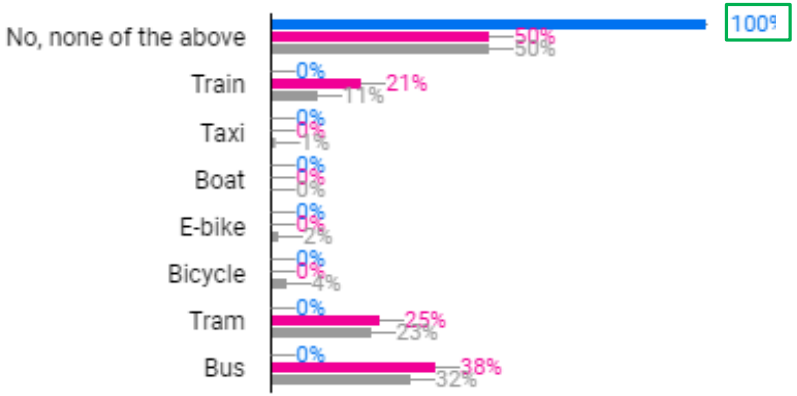


Transport in destination

Visitors with overnight



Day visitors



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

Travel party, repeat visits and cross-border trips

Inbound leisure visitors with overnight, 2020-2023

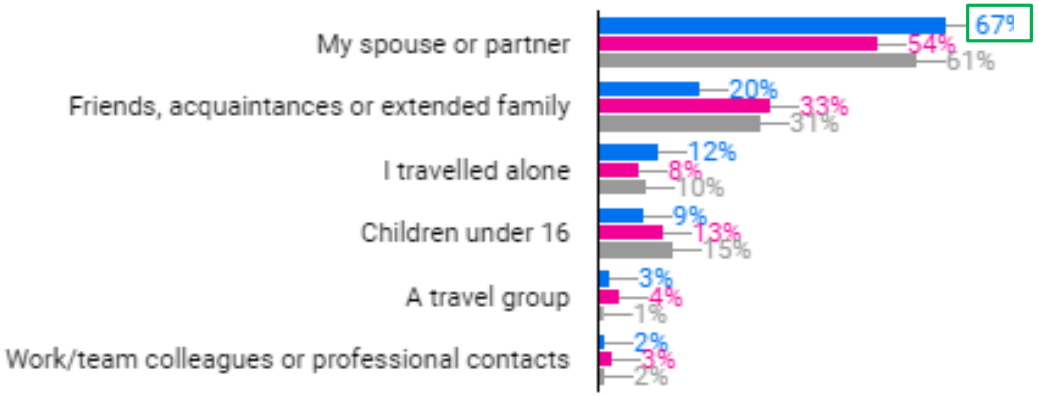
Culinary as a holiday type

Wine tourism as an activity

All visitors

Significantly higher than average

Travel party



First-time visitors

Culinary
52%
(All inbound 61%)

Wine
54%
(All inbound 61%)

Visitors spending nights in Luxembourg and abroad during same trip

Culinary
38%
(All inbound 36%)

Wine
47%
(All inbound 36%)

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

Travel party and repeat visits

Inbound leisure same-day visitors, 2020-2023

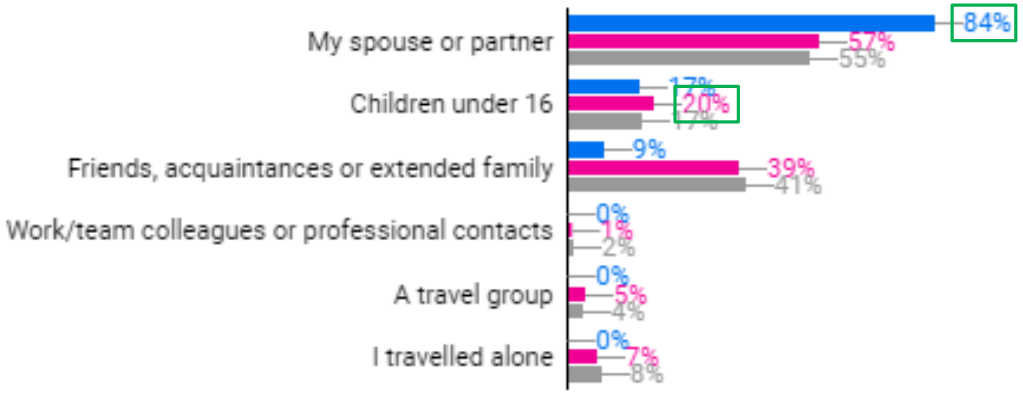
Culinary as an excursion type

Wine tourism as an activity

All visitors

Significantly higher than average

Travel party



First-time visitors

Culinary
0%
(All inbound 45%)

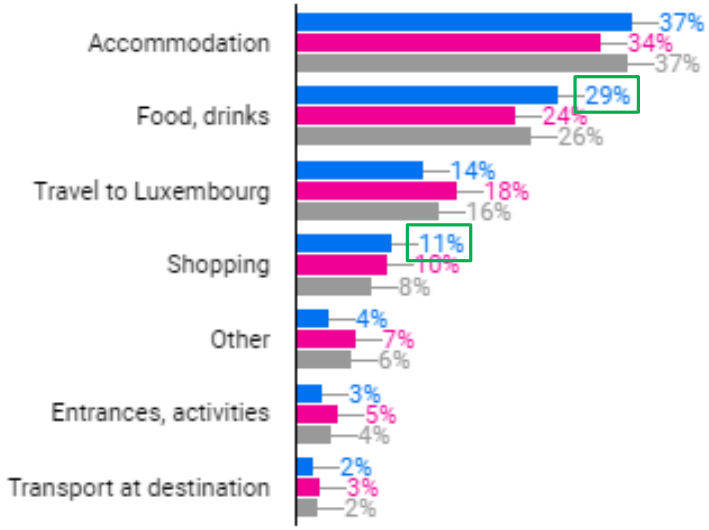
Wine
32%
(All inbound 45%)

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

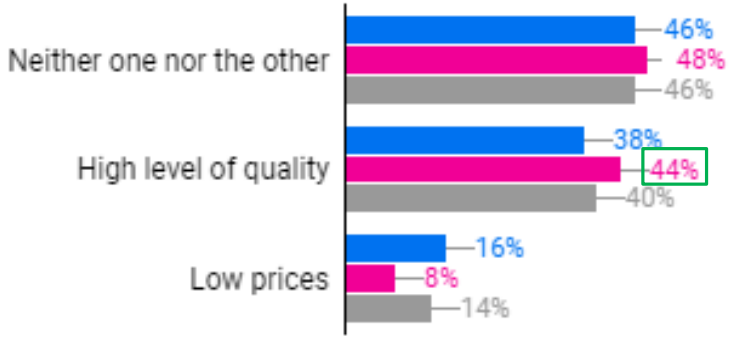
Expenditure, length of stay and quality vs price orientation

Inbound leisure visitors with overnight, 2020-2023

Breakdown of expenditure by categories



Quality vs. price orientation



Culinary as a holiday type

Wine tourism as an activity

All visitors

Significantly higher than average

Length of stay

Culinary
3.9
nights
(All inbound 3.8)

Wine
3.6
nights
(All inbound 3.8)

Spend/pers./trip

Culinary
658€
(All inbound 486€)

Wine
739€
(All inbound 486€)

Spend/pers./day

Culinary
171€
(All inbound 130€)

Wine
205€
(All inbound 130€)

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

Expenditure

Inbound leisure same-day visitors, 2020-2023

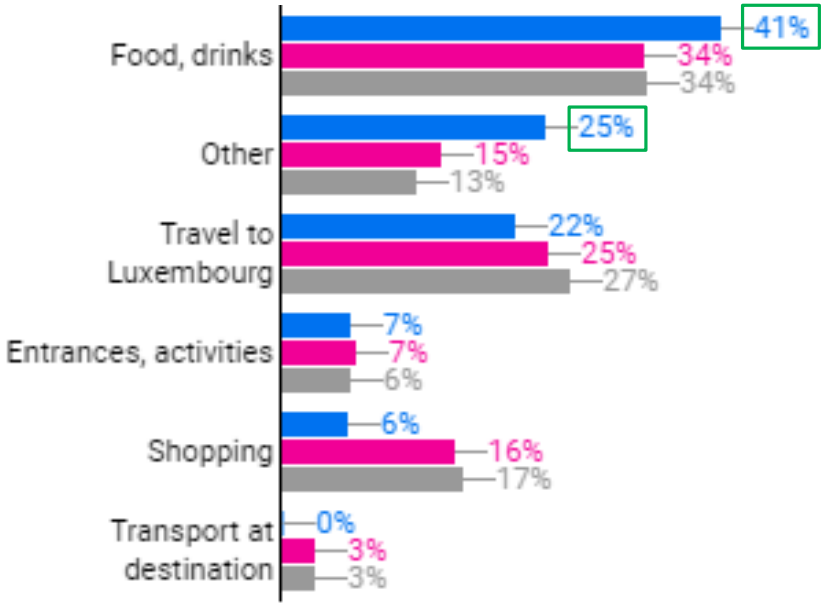
Culinary as an excursion type

Wine tourism as as an activity

All visitors

Significantly higher than average

Breakdown of expenditure by categories



Spend/pers./day trip

Culinary
156€
(All inbound 126€)

Wine
262€
(All inbound 126€)

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

Actions during stay (sustainable and services)

Inbound leisure visitors, 2020-2023

Culinary as a holiday/excurs. type

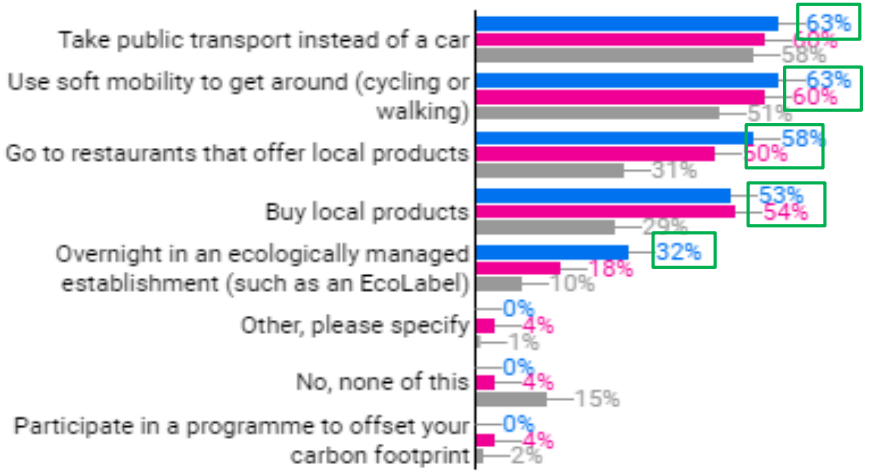
Wine tourism as an activity

All visitors

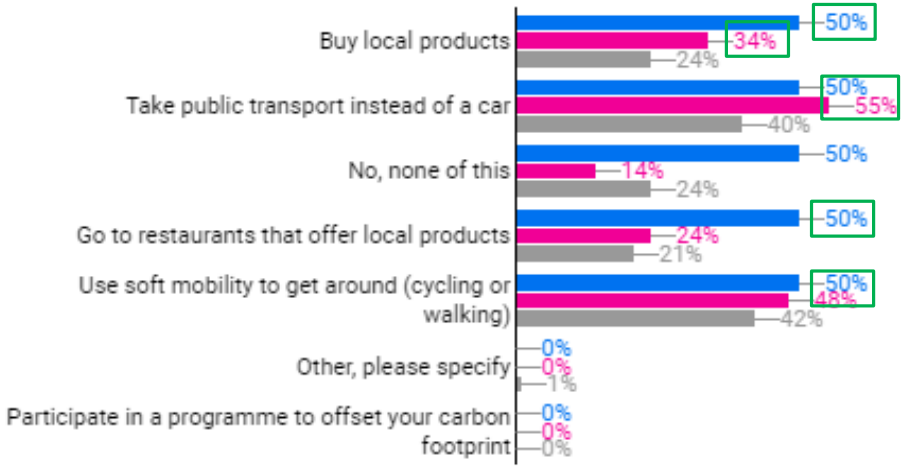
Significantly higher than average

Sustainable actions during stay

Visitors with overnight

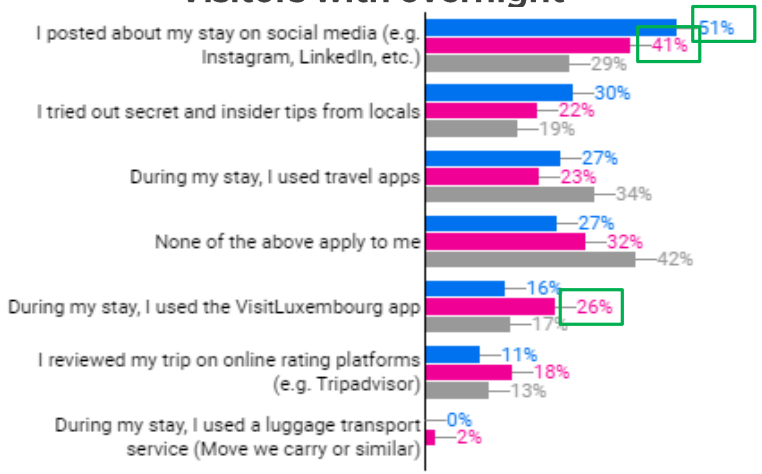


Day visitors

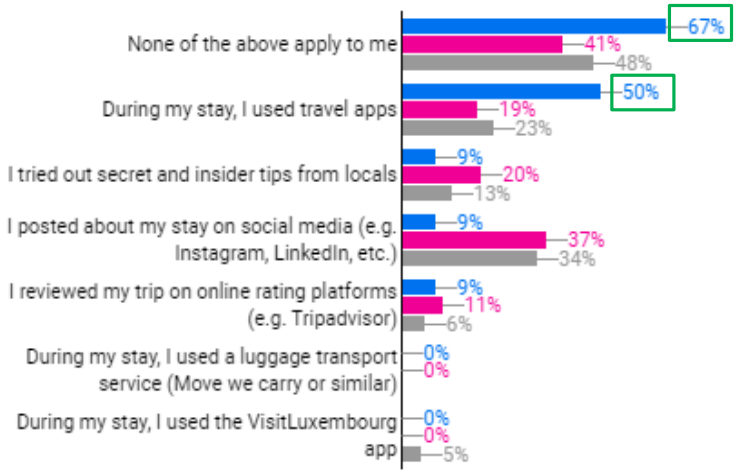


Services used during stay

Visitors with overnight



Day visitors

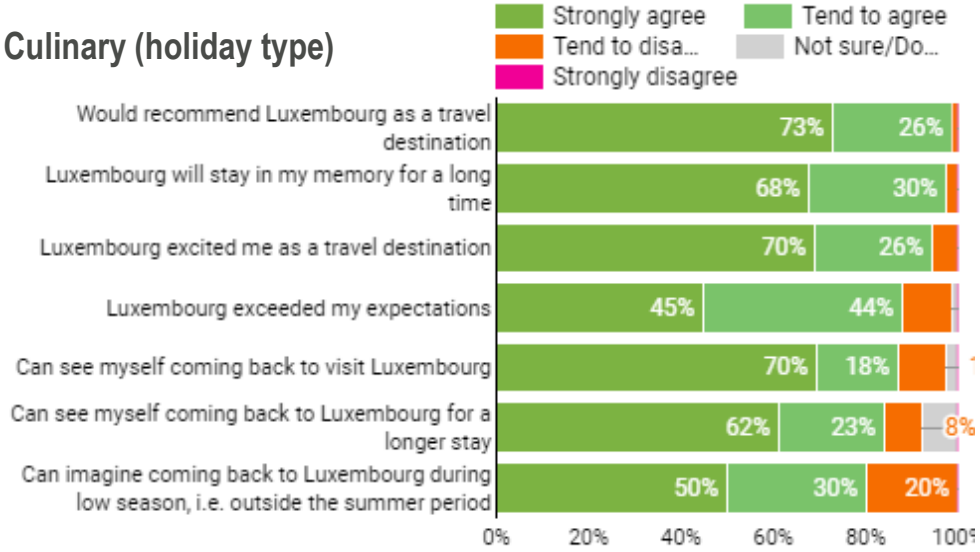


Source: LFT/Ilres Visitor Survey, 2020-2023.

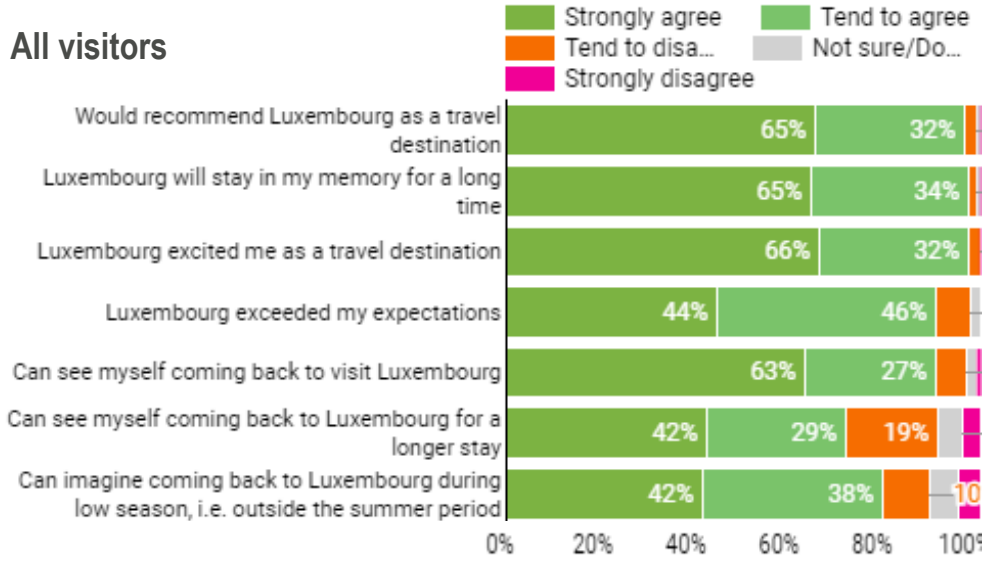
Visitor satisfaction and recommendation

Inbound leisure visitors with overnight, 2020-2023

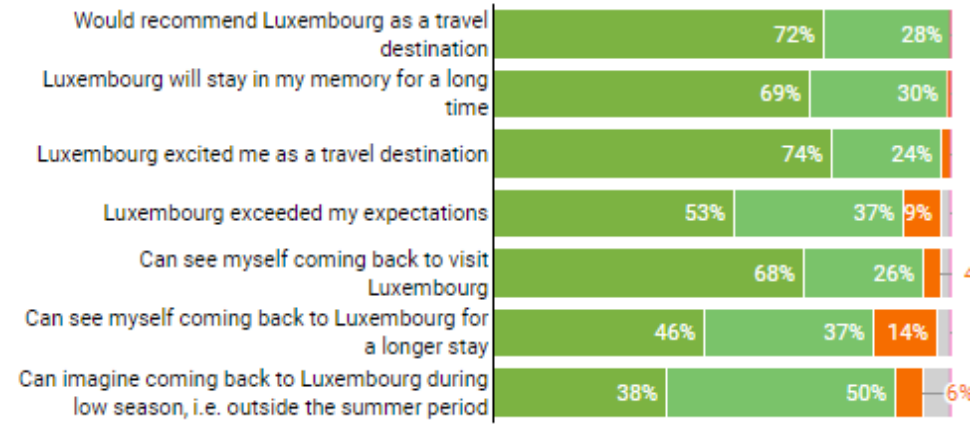
Culinary (holiday type)



All visitors



Wine (activity)

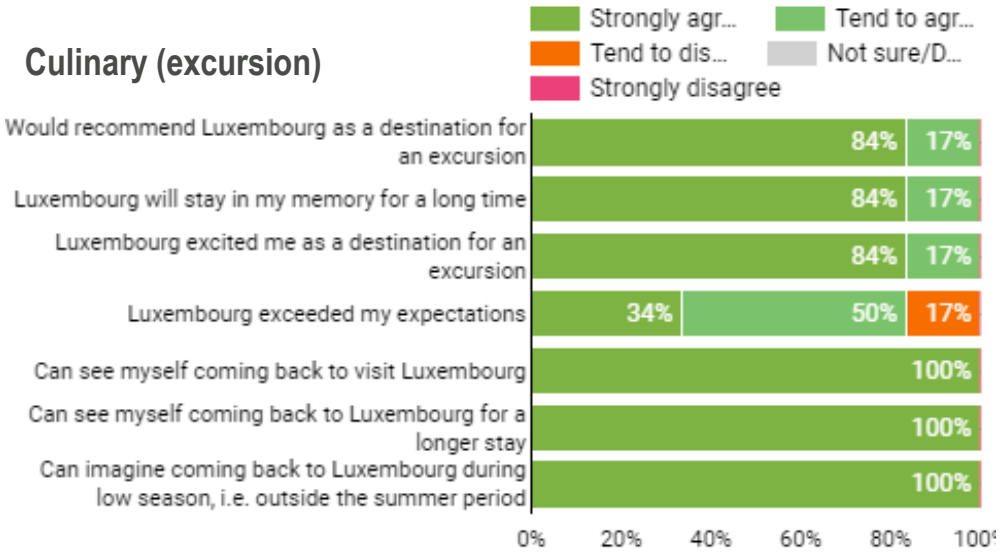


Source: LFT/Ilres Visitor Survey, 2020-2023.

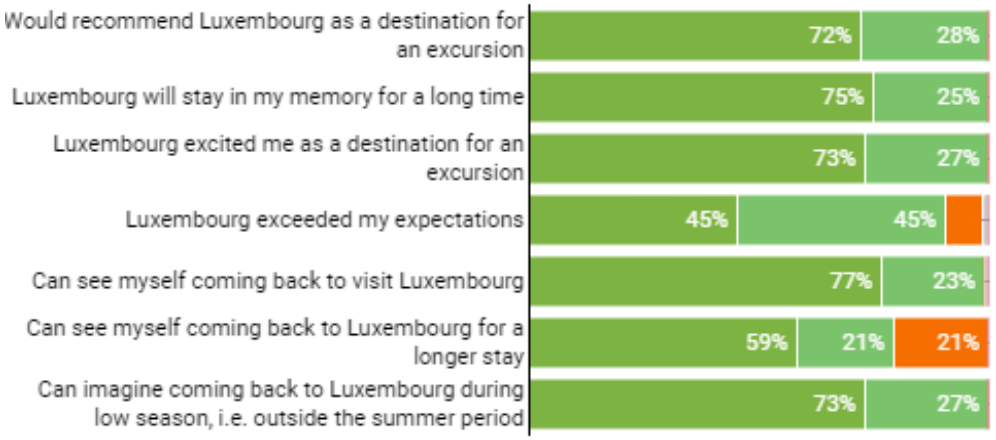
Visitor satisfaction and recommendation

Inbound leisure same-day visitors, 2020-2023

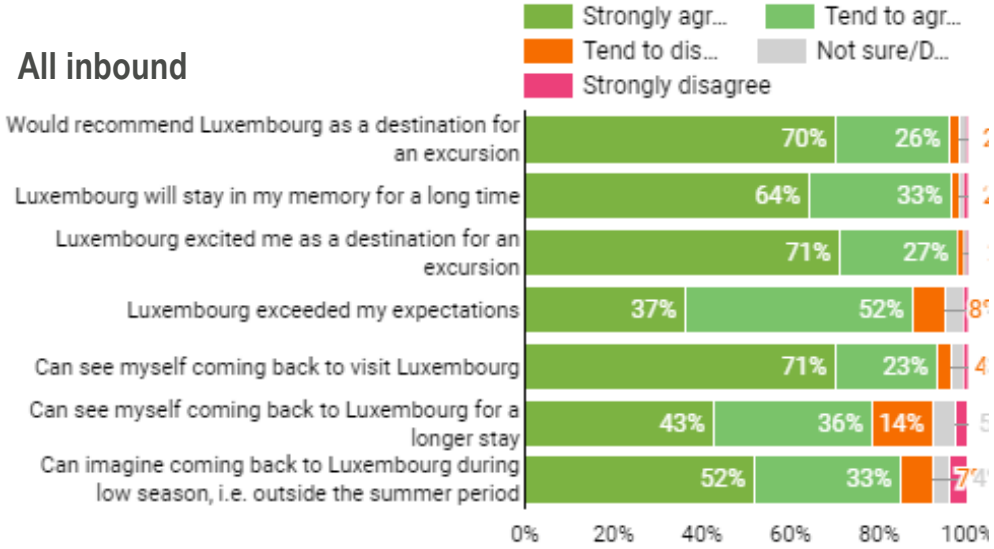
Culinary (excursion)



Wine (activity)



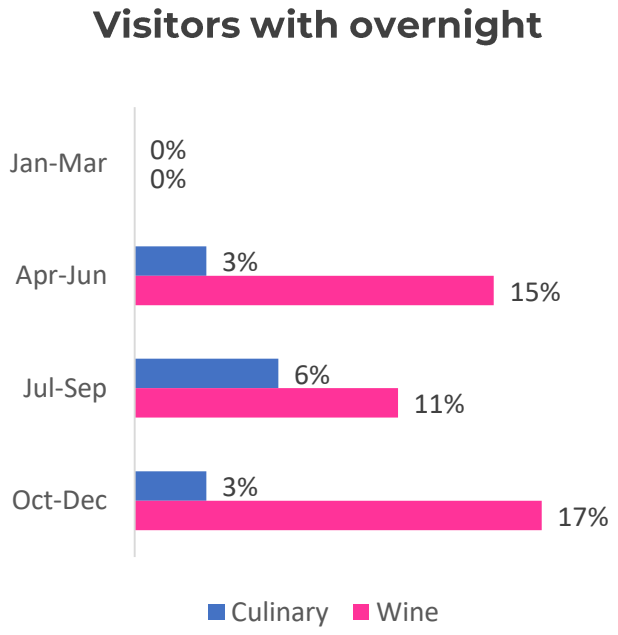
All inbound

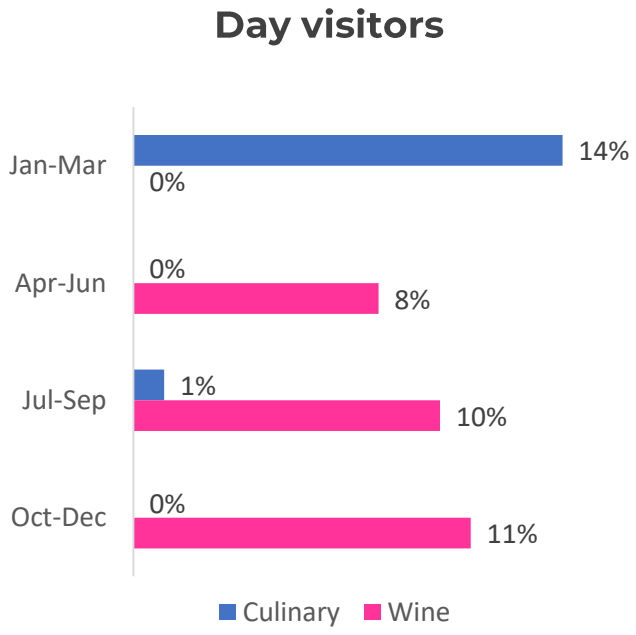


Source: LFT/Ilres Visitor Survey, 2020-2023.

Trip seasonality

Inbound leisure visitors, 2020-2023





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

Destination Awareness & Growth Potential for Culinary & Wine holiday segments

General theme interest – Culinary

	Rank (*)	*Total themes in survey*	% „very interested“	% „interested“	*% „interested“, Ø all themes*	„Interested“, population, mn (**)
Average Europe	**2**	*33*	-	**72%**	*54%*	**-**
	1	*33*	54%	**72%**	*52%*	**43,0**
	3	*33*	45%	**68%**	*53%*	**8,7**
	2	*33*	54%	**71%**	*54%*	**4,7**
	1	*33*	58%	**74%**	*53%*	**4,8**
	3	*33*	49%	**71%**	*51%*	**5,8**
	1	*33*	49%	**71%**	*55%*	**33,4**
	2	*33*	49%	**72%**	*53%*	**34,4**
	3	*20*	38%	**72%**	*40%*	**30,7**
	2	*20*	34%	**74%**	*44%*	**25,6**
	5	*21*	38%	**69%**	*47%*	**19,3**
	2	*24*	59%	**73%**	*54%*	**2,6**
	2	*24*	50%	**70%**	*51%*	**2,9**
	2	*24*	53%	**71%**	*52%*	**5,1**
	1	*24*	73%	**77%**	*60%*	**5,8**

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

Sources: LFT Brand & Potential Studies, except IT-ES-PL: Destination Brand/Inspektour.

General theme interest – Wine

	Rank (*)	*Total themes in survey*	% „very interested“	% „interested“	*% „interested“, Ø all themes*	„Interested“, population, mn (**)
Average Europe	**21**	*33*	-	**49%**	*54%*	**-**
	21	*33*	25%	**47%**	*52%*	**28,0**
	25	*33*	23%	**46%**	*53%*	**5,8**
	24	*33*	22%	**49%**	*54%*	**3,2**
	23	*33*	26%	**47%**	*53%*	**3,1**
	21	*33*	20%	**44%**	*51%*	**3,6**
	24	*33*	23%	**48%**	*55%*	**22,3**
	25	*33*	24%	**47%**	*53%*	**22,8**
	9	*21*	-	**58%**	*47%*	**16,2**
	15	*24*	29%	**52%**	*54%*	**1,8**
	17	*24*	23%	**47%**	*51%*	**2,0**
	15	*24*	24%	**51%**	*52%*	**3,7**
	16	*24*	32%	**55%**	*60%*	**4,1**

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

Source: LFT Brand & Potential Studies.

Luxembourg's perceived theme competence – Culinary

	Rank (*)	*Total themes in survey*	% „very suitable“	*% „very suitable“, Ø all themes*	„very suitable“, population, mn (**)
Average Europe	3	26	34%	24%	-
	2	26	41%	23%	24,8
	8	26	30%	26%	3,8
	3	26	32%	22%	2,1
	1	26	41%	23%	2,7
	6	26	34%	25%	2,8
	8	26	27%	22%	12,8
	3	26	34%	22%	16,5
	9	15	18%	21%	7,7
	7	15	25%	25%	8,6
	5	10	30%	27%	8,4
	2	20	43%	27%	1,5
	3	20	33%	24%	1,4
	1	20	36%	21%	2,6
	4	20	44%	33%	3,3

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.

Sources: LFT Brand & Potential Studies, except IT-ES-PL: Destination Brand/Inspektour.

Luxembourg's perceived theme competence – Wine

	Rank (*)	*Total themes in survey*	% „very suitable“	*% „very suitable“, Ø all themes*	„very suitable“, population, mn (**)
Average Europe	15	*26*	21%	*24%*	-
	12	*26*	23%	*23%*	13,6
	20	*26*	19%	*26%*	2,4
	15	*26*	18%	*22%*	1,2
	14	*26*	20%	*23%*	1,3
	13	*26*	24%	*25%*	2,0
	19	*26*	17%	*22%*	7,8
	15	*26*	20%	*22%*	9,7
	11	*20*	25%	*27%*	0,9
	11	*20*	21%	*24%*	0,9
	10	*20*	21%	*21%*	1,5
	15	*20*	26%	*33%*	1,9

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.

Source: LFT Brand & Potential Studies.

General theme interest vs. Luxembourg's theme competence – Culinary (Ø DE-NL-CH-AT-BE-FR-UK)

LFT target segments

	„Interested“, Rank	*Total themes in survey*	„Very suitable“, Rank	*Total themes in survey*
EXP	**2**	*26*	**5**	*26*
NLA	**2**	*26*	**6**	*26*
RS	**2**	*26*	**3**	*26*
SB	**2**	*26*	**3**	*26*
PS	**2**	*26*	**3**	*26*
LO	**2**	*26*	**3**	*26*

Source: LFT Brand & Potential Studies.

General theme interest vs. Luxembourg's theme competence – Wine (Ø DE-NL-CH-AT-BE-FR-UK)

LFT target segments

	„Interested“, Rank	*Total themes in survey*	„Very suitable“, Rank	*Total themes in survey*
EXP	**16**	*26*	**15**	*26*
NLA	**19**	*26*	**12**	*26*
RS	**19**	*26*	**15**	*26*
SB	**16**	*26*	**13**	*26*
PS	**20**	*26*	**15**	*26*
LO	**19**	*26*	**16**	*26*

Source: LFT Brand & Potential Studies.

Trip organisation and preferences (1) (*)

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

Preferred sources of travel inspiration

	Total	Culinary
Recommendation from family, friends, acquaintances	44%	47%
Online search engine	42%	44%
Social Media	35%	36%
Online booking engines, travel portals, holiday review sites	35%	36%
Destination or accommodation websites	32%	36%
Travel agency	24%	26%
Features on TV, radio or cinema	22%	23%
Guide books or other books	21%	22%
Features in newspapers, magazines	18%	19%
Advertisements	16%	17%
Films and serials (cinema, Netflix etc.)	15%	16%
Travel fairs	10%	10%
Artificial intelligence (e.g., ChatGPT)	8%	7%
None of the above / no sources	3%	3%

	Total	Culinary
Instagram	70%	72%
Youtube	56%	57%
Facebook	52%	51%
TikTok	51%	53%
Pinterest	30%	29%
Snapchat	19%	18%
Other	1%	1%

Travel party

	Total	Culinary
With my partner, spouse	38%	39%
With my family	35%	35%
With friends	15%	14%
By myself	10%	10%
With an organised group	2%	2%

Quality orientation, self-organisation, new destination

	Total	Culinary
Quality-oriented	51%	56%
Organised myself	71%	71%
New destination (**)	69%	69%

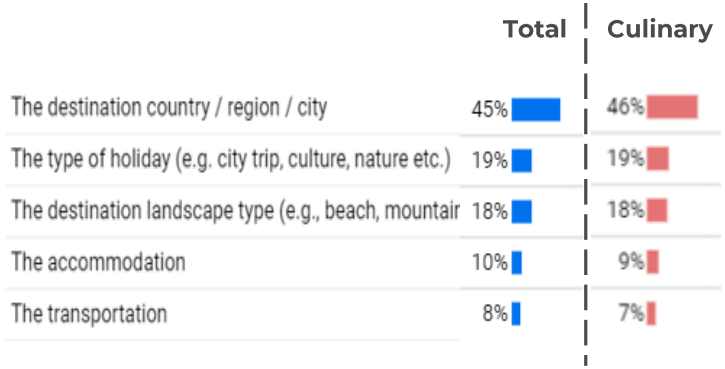
(*) During last outbound holiday trip .
(**) Travelled to a destination never visited before.

Source: LFT Brand & Potential Studies.

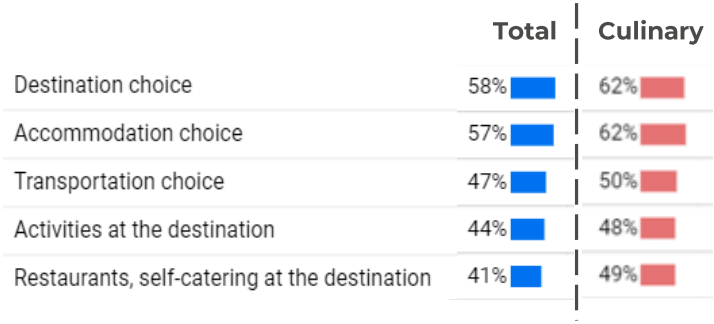
Trip organisation and preferences (2) (*)

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

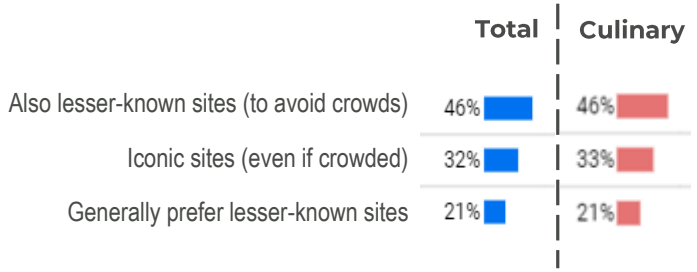
Aspects of trip first decided



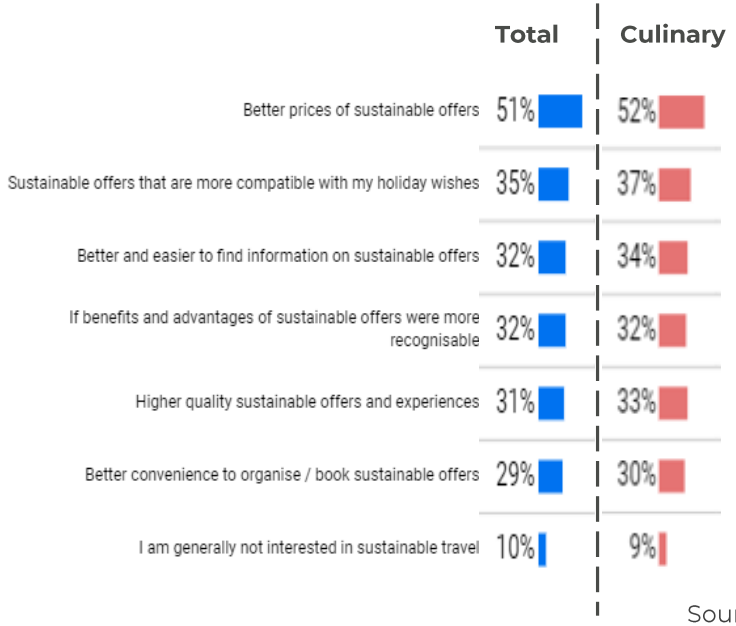
Importance of sustainability for choice of trip components



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 .

Source: LFT Brand & Potential Studies.

Trip organisation and preferences (1) (*)

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

Preferred sources of travel inspiration

	Total	Wine
Recommendation from family, friends, acquaintances	44%	44%
Online search engine	42%	40%
Social Media	35%	36%
Online booking engines, travel portals, holiday review sites	35%	37%
Destination or accommodation websites	32%	34%
Travel agency	24%	28%
Features on TV, radio or cinema	22%	27%
Guide books or other books	21%	25%
Features in newspapers, magazines	18%	23%
Advertisements	16%	20%
Films and serials (cinema, Netflix etc.)	15%	19%
Travel fairs	10%	15%
Artificial intelligence (e.g., ChatGPT)	8%	13%
None of the above / no sources	3%	2%

	Total	Wine
Instagram	70%	68%
Youtube	56%	61%
Facebook	52%	60%
TikTok	51%	51%
Pinterest	30%	36%
Snapchat	19%	23%
Other	1%	2%

Travel party

	Total	Wine
With my partner, spouse	38%	41%
With my family	35%	30%
With friends	15%	16%
By myself	10%	10%
With an organised group	2%	3%

Quality orientation, self-organisation, new destination

	Total	Wine
Quality-oriented	51%	57%
Organised myself	71%	67%
New destination (**)	69%	76%

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

Source: LFT Brand & Potential Studies.

Trip organisation and preferences (2) (*)

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

Aspects of trip first decided

	Total	Wine
The destination country / region / city	45%	39%
The type of holiday (e.g. city trip, culture, nature etc.)	19%	22%
The destination landscape type (e.g., beach, mountair	18%	21%
The accommodation	10%	10%
The transportation	8%	9%

Importance of sustainability for choice of trip components

	Total	Wine
Destination choice	58%	66%
Accommodation choice	57%	61%
Transportation choice	47%	51%
Activities at the destination	44%	52%
Restaurants, self-catering at the destination	41%	51%

General preference for visiting iconic vs. lesser-known sites

	Total	Wine
Also lesser-known sites (to avoid crowds)	46%	45%
Iconic sites (even if crowded)	32%	36%
Generally prefer lesser-known sites	21%	20%

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

	Total	Wine
Better prices of sustainable offers	51%	48%
Sustainable offers that are more compatible with my holiday wishes	35%	37%
Better and easier to find information on sustainable offers	32%	35%
If benefits and advantages of sustainable offers were more recognisable	32%	35%
Higher quality sustainable offers and experiences	31%	35%
Better convenience to organise / book sustainable offers	29%	32%
I am generally not interested in sustainable travel	10%	7%

(*) During last outbound holiday trip .

Source: LFT Brand & Potential Studies.

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