Luxembourg for Tourism

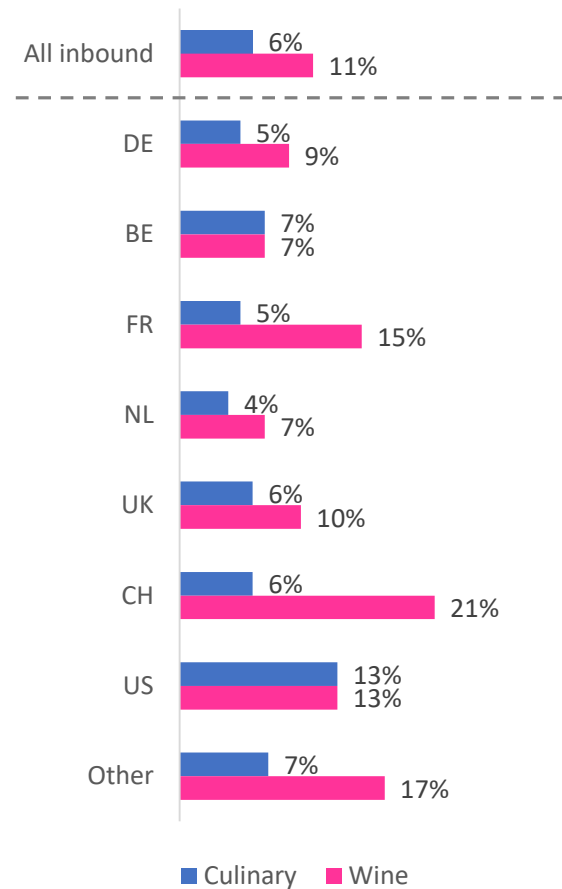# Theme profile
CULINARY & WINE
2023

Market size of Culinary & Wine segments

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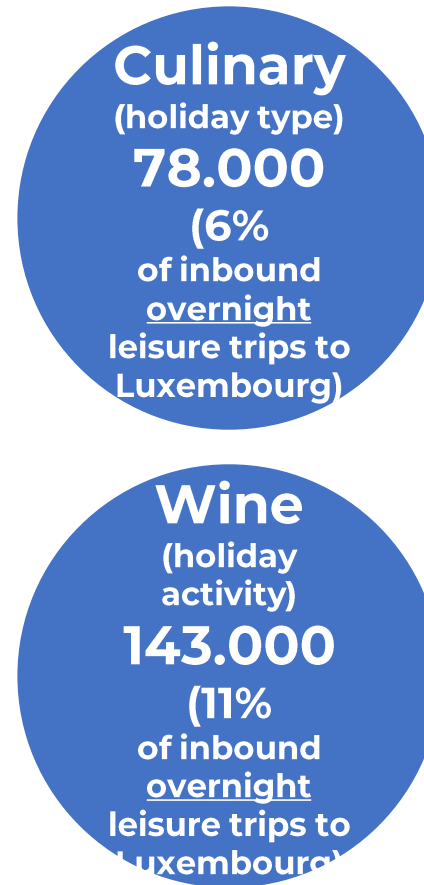## Overnight trips

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

All inbound
- Culinary: 6%
- Wine: 11%

DE
- Culinary: 5%
- Wine: 9%

BE
- Culinary: 7%
- Wine: 7%

FR
- Culinary: 5%
- Wine: 15%

NL
- Culinary: 4%
- Wine: 7%

UK
- Culinary: 6%
- Wine: 10%

CH
- Culinary: 6%
- Wine: 21%

US
- Culinary: 13%
- Wine: 13%

Other
- Culinary: 7%
- Wine: 17%

■ Culinary ■ Wine

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

All inbound: Culinary 2%, Wine 13%
DE: Culinary 2%, Wine 6%
BE: Culinary 2%, Wine 11%
FR: Culinary 2%, Wine 20%
NL: Culinary 0%, Wine 12%
Other: Culinary 4%, Wine 15%
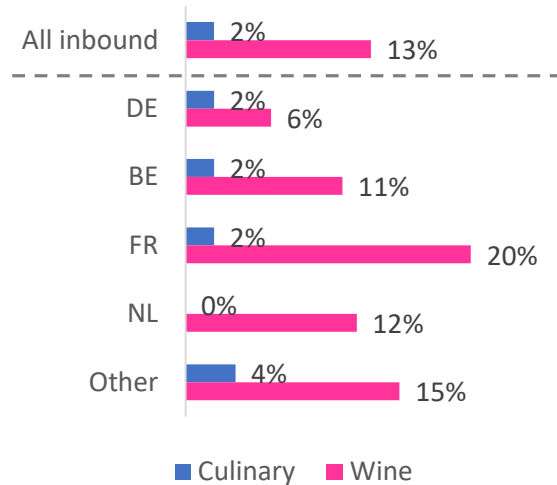
■ Culinary ■ Wine

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

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

Holiday types
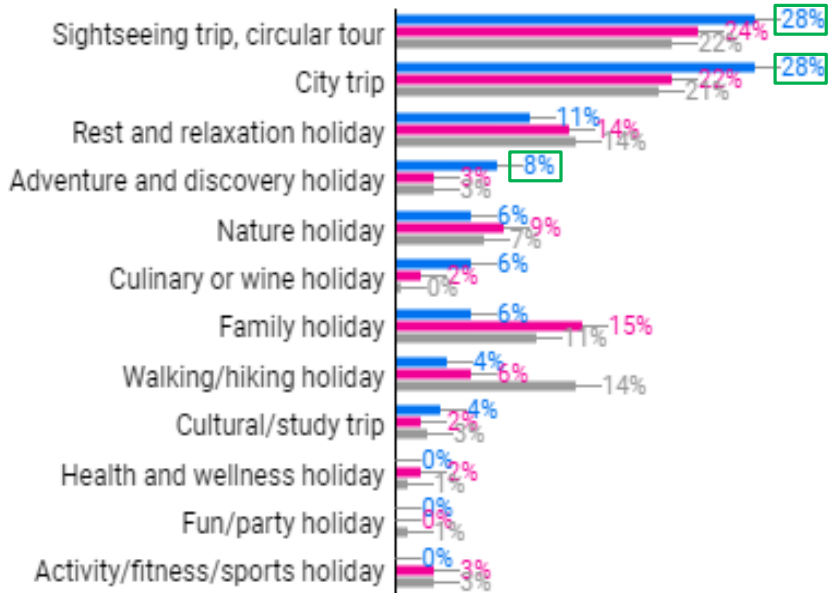## Inbound leisure visitors with overnight, 2020-2023

Legend:
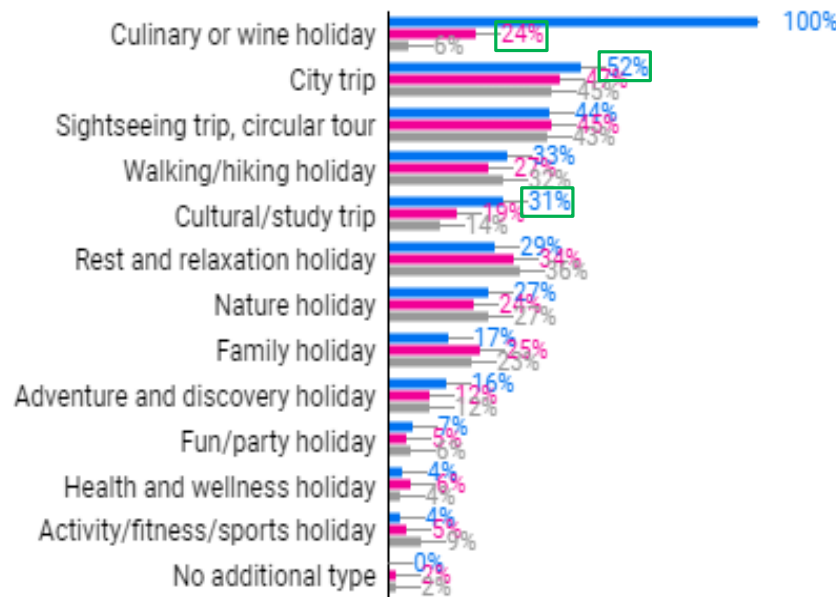- Culinary as a holiday type
- Wine tourism as an activity
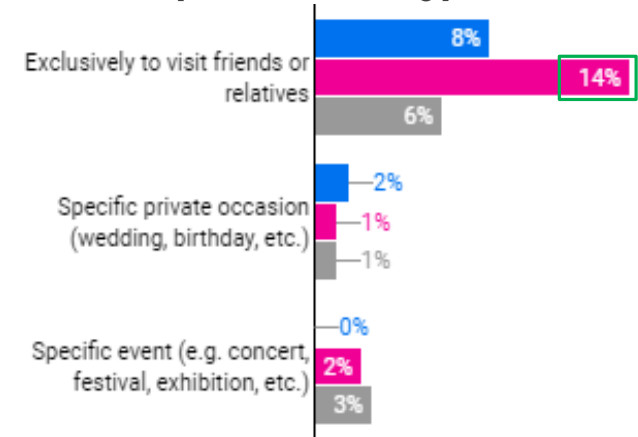- All visitors
- Significantly higher than average

Main holiday types

Holiday type	Culinary	Wine tourism	All visitors
Sightseeing trip, circular tour	28%	24%	22%
City trip	28%	22%	21%
Rest and relaxation holiday	11%	14%	14%
Adventure and discovery holiday	8%	3%	3%
Nature holiday	6%	9%	7%
Culinary or wine holiday	2%	6%	0%
Family holiday	6%	15%	11%
Walking/hiking holiday	4%	6%	14%
Cultural/study trip	4%	2%	3%
Health and wellness holiday	0%	2%	1%
Fun/party holiday	0%	0%	1%
Activity/fitness/sports holiday	0%	3%	3%

Additional holiday types

Holiday type	Culinary	Wine tourism	All visitors
Culinary or wine holiday	100%	24%	6%
City trip	52%	47%	45%
Sightseeing trip, circular tour	44%	44%	43%
Walking/hiking holiday	33%	26%	27%
Cultural/study trip	31%	19%	14%
Rest and relaxation holiday	29%	34%	36%
Nature holiday	24%	24%	27%
Family holiday	17%	25%	23%
Adventure and discovery holiday	16%	12%	12%
Fun/party holiday	7%	5%	6%
Health and wellness holiday	4%	6%	4%
Activity/fitness/sports holiday	4%	5%	9%
No additional type	0%	1%	2%

Main purpose of overnight trip (if not holiday)

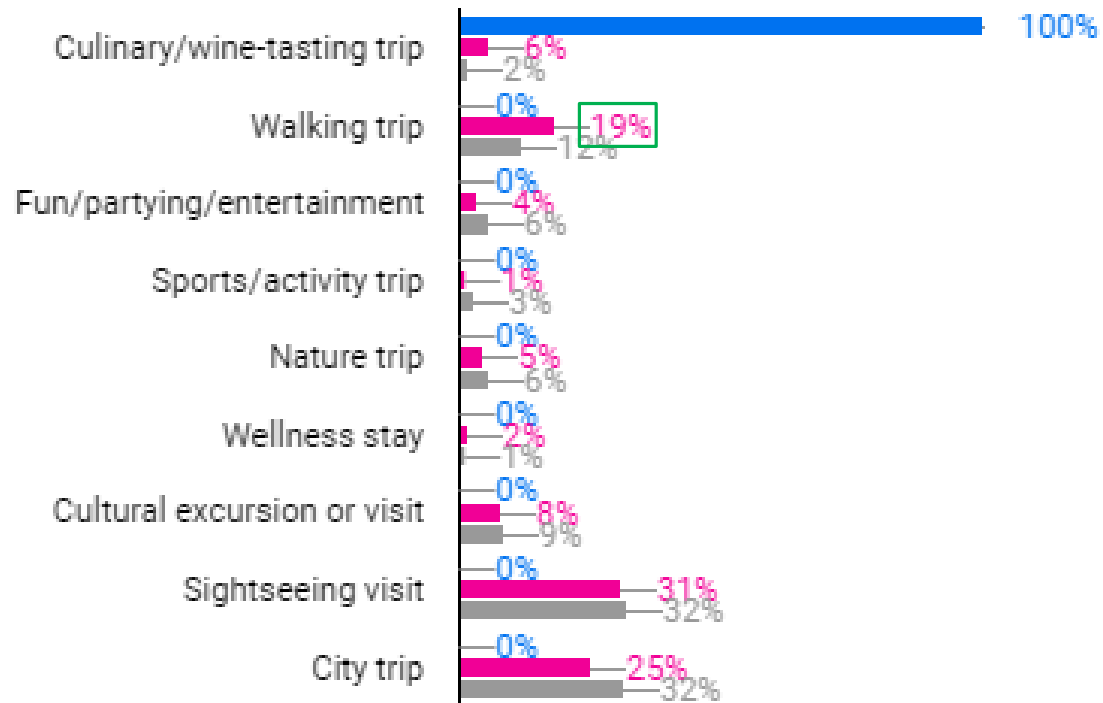| Purpose	Culinary	Wine tourism	All visitors
Exclusively to visit friends or relatives	8%	14%	6%
Specific private occasion (wedding, birthday, etc.)	2%	1%	1%
Specific event (e.g. concert, festival, exhibition, etc.)	0%	2%	3%

Types of excursions
Inbound leisure same-day visitors, 2020-2023

■ Culinary as an excursion type   ▢ Significantly higher than average

■ Wine tourism as an activity

■ All visitors

Main excursion type

Culinary/wine-tasting trip
- 100%
- 6%
- 2%

Walking trip
- 0%
- 19%
- 12%

Fun/partying/entertainment
- 0%
- 4%
- 6%

Sports/activity trip
- 0%
- 1%
- 3%

Nature trip
- 0%
- 5%
- 6%

Wellness stay
- 0%
- 2%
- 1%

Cultural excursion or visit
- 0%
- 8%
- 9%

Sightseeing visit
- 0%
- 31%
- 32%

City trip
- 0%
- 25%
- 32%

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

To visit friends or relatives
- 9%
- 6%
- 4%

Specific private occasion (wedding, birthday, etc.)
- 0%
- 0%
- 1%

Specific event (e.g. concert, festival, exhibition, etc.)
- 0%
- 0%
- 6%

Key decision criteria for choosing Luxembourg (*)
Inbound leisure visitors, 2020-2023

Legend:
- Culinary as a holiday type (blue)
- Wine tourism as an activity (pink)
- All visitors (grey)
- Significantly higher than average (green outline)

Visitors with overnight

Criteria	Culinary	Wine tourism	All visitors
Good experience on a previous visit	38%	21%	21%
Luxembourg is close and easy to reach for me	30%	24%	33%
Curious to discover a country that I knew little about	26%	32%	27%
Because Luxembourg is relatively unknown as a travel destination	14%	20%	14%
I have seen great pictures, videos or reports	13%	17%	12%
Other (please specify)	13%	17%	14%
My travel partner wanted to go to Luxembourg	13%	5%	8%
Recommendation of friends and acquaintances	11%	14%	15%
Because Luxembourg is an international and multicultural country	9%	6%	6%
I found interesting experiences	8%	10%	9%
I came through Luxembourg, on the way to a visit to neighbouring countries	8%	3%	10%
I found a good offer at a decent price	6%	3%	5%
Because public transport is free	6%	5%	8%
The image and the reputation of the country	5%	8%	7%
Fascinated by Luxembourg for a long time	5%	8%	7%
The quality of accommodation	0%	0%	4%
Because Luxembourg is the only Grand Duchy in the world	0%	1%	2%

Day visitors

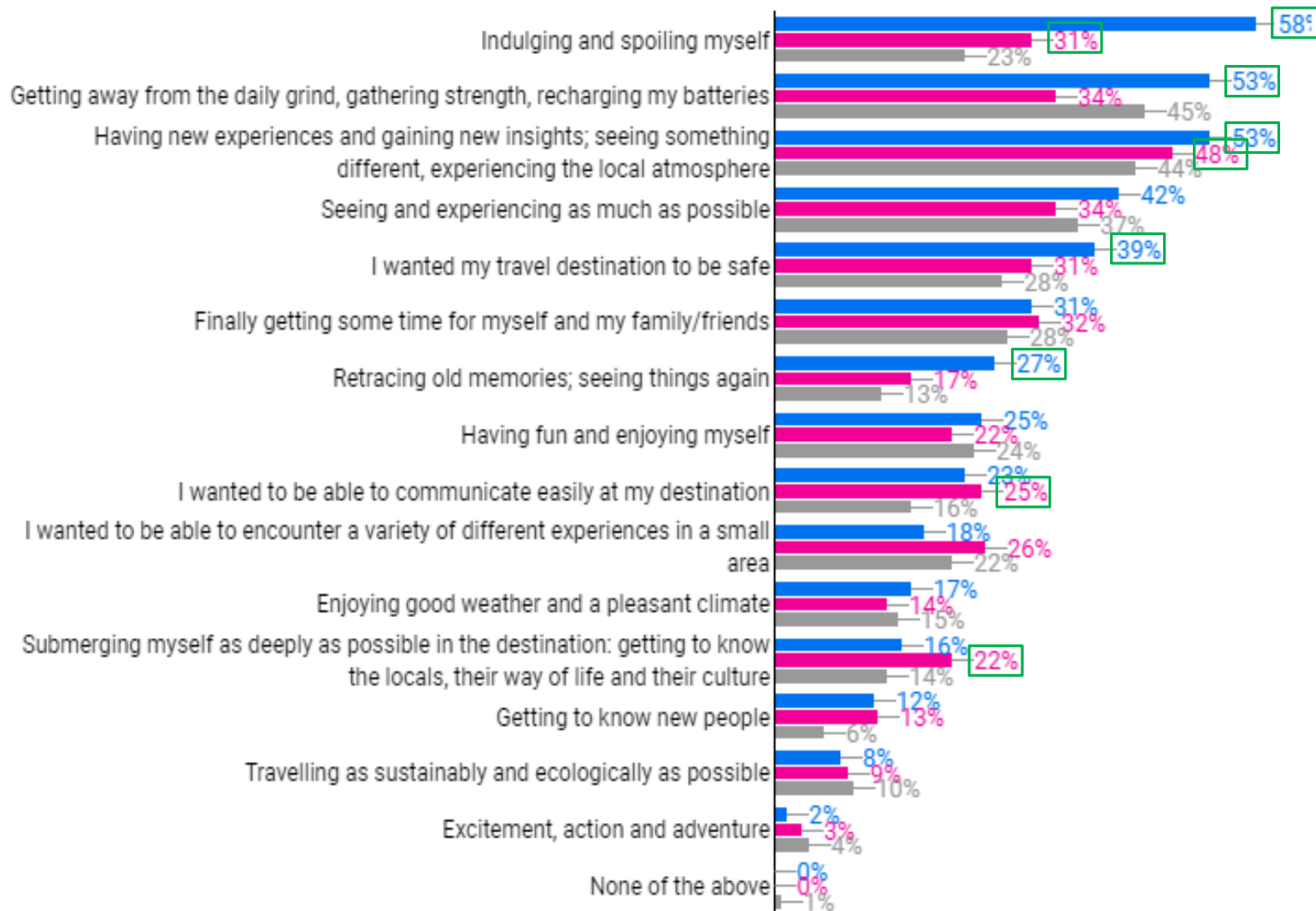| Criteria	Culinary	Wine tourism	All visitors
Good experience on a previous visit	50%	32%	23%
The image and the reputation of the country	25%	11%	7%
Recommendation of friends and acquaintances	25%	13%	15%
Curious to discover a country that I knew little about	25%	13%	24%
Luxembourg is close and easy to reach for me	25%	33%	30%
Fascinated by Luxembourg for a long time	25%	14%	8%
Other (please specify)	20%	8%	9%
Because Luxembourg is an international and multicultural country	10%	18%	12%
My travel partner wanted to go to Luxembourg	10%	6%	7%
Because Luxembourg is the only Grand Duchy in the world	0%	1%	2%
I found a good offer at a decent price	0%	0%	3%
Because Luxembourg is relatively unknown as a travel destination	0%	6%	7%
Because public transport is free	0%	5%	10%
I found interesting experiences	0%	15%	9%
I have seen great pictures, videos or reports	0%	21%	13%
I came through Luxembourg, on the way to a visit to neighbouring countries	0%	11%	24%

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

Motive	Culinary	Wine tourism	All visitors
Indulging and spoiling myself	58%	31%	23%
Getting away from the daily grind, gathering strength, recharging my batteries	53%	34%	45%
Having new experiences and gaining new insights; seeing something different, experiencing the local atmosphere	53%	48%	44%
Seeing and experiencing as much as possible	42%	34%	37%
I wanted my travel destination to be safe	39%	31%	28%
Finally getting some time for myself and my family/friends	31%	32%	28%
Retracing old memories; seeing things again	27%	17%	13%
Having fun and enjoying myself	25%	22%	24%
I wanted to be able to communicate easily at my destination	22%	25%	16%
I wanted to be able to encounter a variety of different experiences in a small area	18%	26%	22%
Enjoying good weather and a pleasant climate	17%	14%	15%
Submerging myself as deeply as possible in the destination: getting to know the locals, their way of life and their culture	16%	22%	14%
Getting to know new people	12%	13%	6%
Travelling as sustainably and ecologically as possible	8%	9%	10%
Excitement, action and adventure	2%	3%	4%
None of the above	0%	0%	1%

Emotions experienced during stay

Emotion	Culinary	Wine tourism	All visitors
Happiness, well-being	62%	48%	42%
Recreation, relaxation, returned rested	55%	52%	46%
Personally enriching travel experience, added meaning to my life	44%	30%	34%
Tried something new	40%	36%	30%
Connected with nature; consciously experienced nature	37%	50%	46%
Mindfulness; travelled with more conscience	12%	10%	10%
Change, self-fulfilment	10%	12%	8%
None of the above emotions apply to me	9%	2%	6%
A defining interpersonal experience (e.g. though encounters with locals)	8%	20%	11%

Legend:
- Culinary as a holiday type
- Wine tourism as an activity
- All visitors
- Significantly higher than average

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

Inspiration sources
Inbound leisure visitors, 2020-2023

Legend:
- Culinary as a holiday/excurs. type
- Wine tourism as an activity
- All visitors
- Significantly higher than average

Visitors with overnight

Source	Culinary	Wine tourism	All visitors
No specific source	35%	30%	41%
Search engines	26%	20%	18%
Portals, websites and travel apps	21%	15%	15%
Online social networks; please specify which ones	19%	16%	13%
Guide books or other books	17%	12%	11%
www.visitluxembourg.com	16%	18%	13%
Articles and reports (press)	10%	9%	7%
Online adverts, newsletters	9%	8%	5%
Blogs/forums	6%	4%	5%
Articles and reports (press, radio, TV)	5%	8%	10%
Print, radio or TV advertising	4%	2%	2%
Brochures/catalogues (of tour operators, tourist information offices, etc.)	4%	5%	4%
Tourism fair	4%	5%	1%
Articles and reports (radio, TV)	3%	9%	3%
I don't know/can't remember	2%	4%	5%
Online reviews and review sites	2%	4%	7%
Recommendation by a travel agency	0%	0%	1%

Day visitors

Source	Culinary	Wine tourism	All visitors
No specific source	75%	35%	47%
Articles and reports (press)	17%	17%	11%
Print, radio or TV advertising	9%	3%	4%
Recommendation by a travel agency	9%	2%	1%
Guide books or other books	9%	8%	8%
www.visitluxembourg.com	9%	10%	9%
Brochures/catalogues (of tour operators, tourist information offices, etc.)	9%	10%	6%
Portals, websites and travel apps	0%	9%	10%
Tourism fair	0%	6%	2%
Online reviews and review sites	0%	14%	8%
Blogs/forums	0%	7%	6%
I don't know/can't remember	0%	4%	3%
Articles and reports (press, radio, TV)	0%	14%	8%
Search engines	0%	7%	13%
Online adverts, newsletters	0%	0%	5%
Articles and reports (radio, TV)	0%	13%	9%
Online social networks; please specify which ones	0%	11%	16%

Type of accommodation, destination regions
Inbound leisure visitors with overnight, 2020-2023

- **Culinary as a holiday type** (blue)
- **Wine tourism as an activity** (magenta)
- **All visitors** (gray)

Type of accommodation

Accommodation	Culinary	Wine tourism	All visitors
Hotel, guest house, bed and breakfast	72%	56%	50%
Staying with friends or relatives	11%	23%	12%
Youth hostel, other hostel, group accommodation, summer camp	6%	3%	4%
Motorhome, camper van	4%	3%	4%
Campsite: own tent or caravan	3%	4%	12%
Holiday apartment or house	3%	4%	6%
Campsite: rented hut/lodge or self-catering accommodation	2%	3%	4%
Farm	2%	1%	1%
Other (please specify)	0%	2%	2%
Own secondary property	0%	0%	

Destination region

Region	Culinary	Wine tourism	All visitors
Luxembourg-ville	61%	51%	49%
Est	21%	18%	18%
Nord	11%	22%	19%
Centre	6%	5%	10%
Sud	2%	5%	5%

☐ 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

	Culinary	Wine
EXP	5%	10%
NLA	4%	10%
RS	6%	11%
SB	9%	16%
PS	9%	15%
LO	6%	12%

	Culinary	Wine	All visitors
EXP	22%	23%	27%
NLA	13%	17%	20%
RS	12%	12%	13%
SB	18%	17%	12%
PS	20%	17%	14%
LO	14%	15%	15%

Day visitors

	Culinary	Wine
EXP	2%	9%
NLA	1%	14%
RS	2%	13%
SB	1%	15%
PS	4%	18%
LO	0%	16%
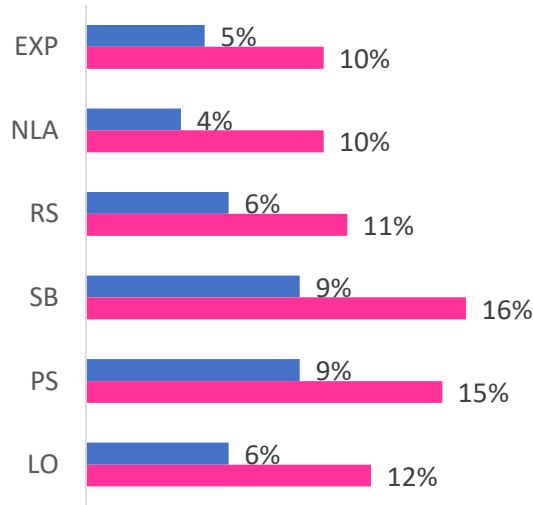
Reading example: 5% of Explorers have culinary as a holiday type

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

Source: LFT/IIres Visitor Survey, 2020-2023.
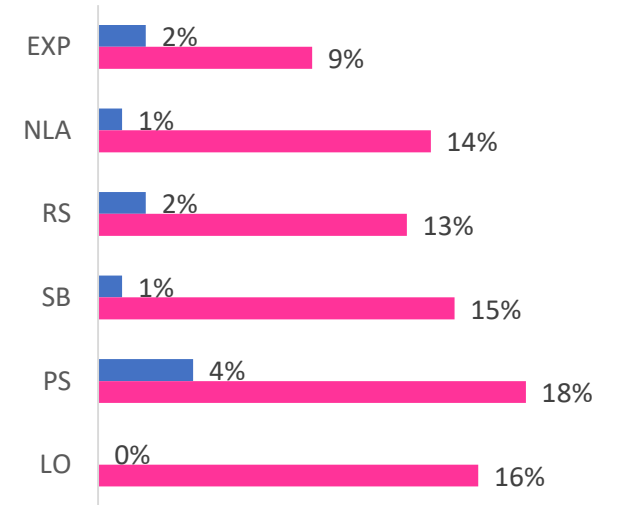
Booking behaviour
Inbound leisure visitors with overnight, 2020-2023

Booking of travel items

Booked at the location   Booked in advance
Did not book

Culinary

Accommodation	6% — 80%	16%
Event tickets	8 3%	89%
Other services (museums, tours…)	45% 8%	47%
Package	6% — 18%	77%
Rental vehicle	3%	98%
Restaurant	35% — 32%	34%
Travel to Luxembourg	3% — 35%	63%

0%   20%   40%   60%   80%   100%

Wine

Accommodation	8% — 73%	20%
Event tickets	28% 7%	65%
Other services (museums, tours…)	41% 9%	50%
Package	13% — 23%	65%
Rental vehicle	1% — 10%	90%
Restaurant	41% — 18%	41%
Travel to Luxembourg	5% — 49%	47%

0%   20%   40%   60%   80%   100%

All inbound

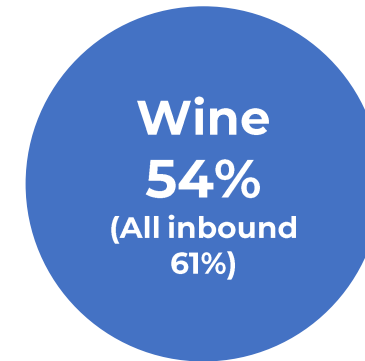|		
Accommodation	5% — 79%	16%
Event tickets	17% 6%	77%
Other services (museums, tours…)	39 5%	56%
Package	5% — 21%	75%
Rental vehicle	1 4%	95%
Restaurant	35% — 12%	55%
Travel to Luxembourg	4% — 42%	55%

■ Culinary as a holiday type

■ Wine tourism as an activity

■ All visitors

Booking channels

On an online booking engine or platform (e.g. Booking, Expedia, Opodo, etc., but not a sharing economy platform)	41%, 43%, 46%
Directly with the accommodation and/or transport provider	40%, 34%, 37%
None of the above	13%, 22%, 16%
In a tourist office	8%, 2%, 1%
On a sharing economy platform (e.g. Airbnb, HomeAway, etc.)	4%, 6%, 5%
At a travel agency	0%, 2%, 2%
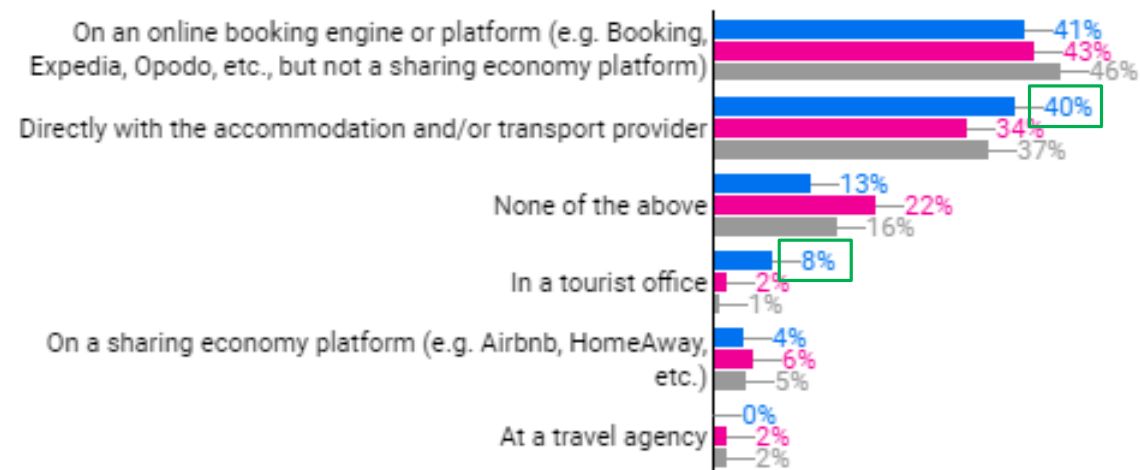
☐ Significantly higher than average

Places visited during leisure stays
Inbound leisure visitors, 2020-2023

Legend:
- ▬ Culinary as a holiday/excurs. type
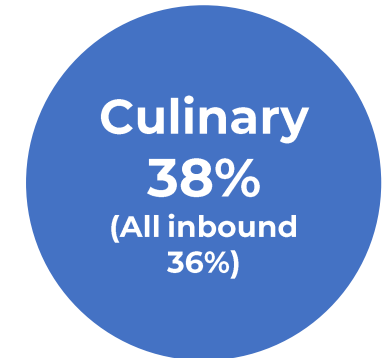- ▬ Wine tourism as an activity
- ▬ All visitors
- ▭ Significantly higher than average

Visitors with overnight

Place	Culinary	Wine tourism	All visitors
Luxembourg City	87%	91%	82%
Castles	72%	72%	66%
Other towns & villages	71%	80%	71%
Churches, religious sites	68%	78%	65%
Museums, art galleries, exhibitions	59%	56%	45%
Contemporary architecture, urban design	56%	63%	43%
Military history sites	32%	47%	34%
Other leisure activities	24%	52%	38%
Concerts, festivals, cultural events, traditional local events	13%	26%	16%
Leisure/animal/adventure parks	12%	29%	20%
Industrial heritage sites	7%	27%	15%
Wellness, beauty and health institutions	7%	16%	8%
Sports events	0%	10%	4%

Day visitors

Place	Culinary	Wine tourism	All visitors
Luxembourg City	92%	90%	83%
Other towns & villages	67%	76%	50%
Churches, religious sites	59%	65%	53%
Contemporary architecture, urban design	42%	57%	47%
Other leisure attractions	34%	53%	38%
Concerts, festivals, cultural events, traditional local events	17%	44%	22%
Castles	17%	61%	44%
Leisure/animal/adventure parks	17%	39%	22%
Sports events	0%	10%	4%
Military history sites	0%	51%	32%
Wellness, beauty and health institutions	0%	12%	7%
Industrial heritage sites	0%	32%	15%
Museums, art galleries, exhibitions	0%	43%	30%

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
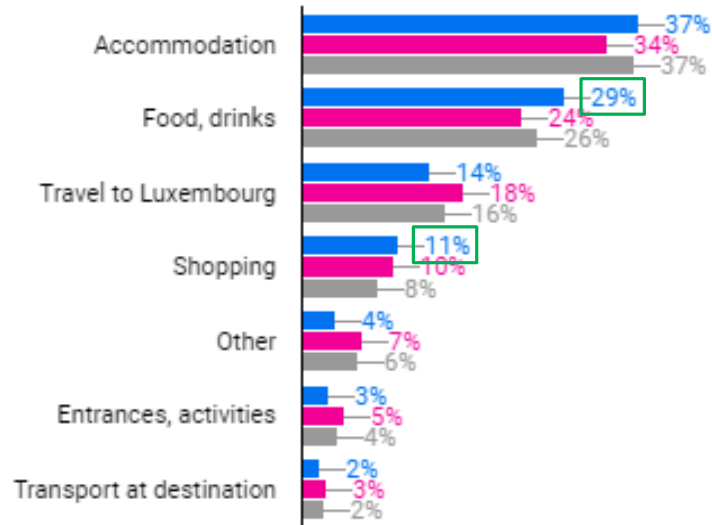
Trying regional specialities, typical local restaurants
- 83%
- 82%
- 53%

Local flair/atmosphere
- 81%
- 89%
- 80%

Observing nature
- 71%
- 76%
- 72%

Nature sites, excursions in the countryside
- 55%
- 80%
- 70%

Wine tasting and oenological experiences
- 47%
- 100%
- 11%

Shopping (excl. daily goods)
- 47%
- 44%
- 33%

Buying at the market or directly from producers
- 41%
- 42%
- 26%

Nightlife (e.g. pubs, bars)
- 40%
- 37%
- 24%

Fine dining, starred restaurants
- 39%
- 30%
- 14%

Urban lifestyle / street culture / street art
- 36%
- 39%
- 31%

Augmented reality
- 0%
- 17%
- 5%

Day visitors

Trying regional specialities, typical local restaurants
- 84%
- 77%
- 45%

Local flair/atmosphere
- 84%
- 82%
- 80%

Buying at the market or directly from producers
- 75%
- 49%
- 23%

Urban lifestyle / street culture / street art
- 59%
- 31%
- 30%

Observing nature
- 59%
- 73%
- 58%

Shopping (excl. daily goods)
- 50%
- 44%
- 30%

Nature sites, excursions in the countryside
- 50%
- 73%
- 54%

Fine dining, starred restaurants
- 42%
- 30%
- 10%

Wine tasting and oenological experiences
- 42%
- 100%
- 13%

Augmented reality
- 0%
- 15%
- 7%

Nightlife (e.g. pubs, bars)
- 0%
- 41%
- 17%

Sporting activities undertaken during leisure stays
Inbound leisure visitors, 2020-2023

Legend:
- Culinary as a holiday/excurs. type (blue)
- Wine tourism as an activity (pink)
- All visitors (grey)
- Significantly higher than average (green outline)

Visitors with overnight

Activity	Culinary	Wine tourism	All visitors
Hiking (or Nordic Walking)	44%	54%	56%
Swimming (lake, water park, pool)	18%	16%	16%
Mountainbiking	6%	7%	5%
Water sports (canoeing, kayaking, angling, etc.)	4%	6%	3%
Other sports activities	4%	14%	8%
Cycling (on paved cycle paths)	4%	18%	11%
Climbing (in-/outdoor)	3%	3%	3%
Leisure & adventure sports	0%	3%	1%
Golf (not minigolf)	0%	2%	

Day visitors

Activity	Culinary	Wine tourism	All visitors
Hiking (or Nordic Walking)	17%	52%	36%
Swimming (lake, water park, pool)	17%	23%	7%
Cycling (on paved cycle paths)	17%	18%	9%
Water sports (canoeing, kayaking, angling, etc.)	9%	12%	4%
Other sports activities	9%	10%	7%
Mountainbiking	9%	12%	4%
Leisure & adventure sports	0%	6%	2%
Climbing (in-/outdoor)	0%	7%	2%
Golf (not minigolf)	0%	4%	1%

Age groups
Inbound leisure visitors, 2020-2023

Legend:
- Culinary as a holiday/excurs. type
- Wine tourism as an activity
- All visitors

Visitors with overnight

Age group	Culinary	Wine tourism	All visitors
16 - 24	3%	2%	10%
25 - 34	33%	24%	26%
35 - 44	23%	25%	21%
45 - 54	22%	20%	20%
55 - 64	20%	24%	17%
65 - 74	0%	6%	7%
Over 75	0%	0%	1%

Day visitors

Age group	Culinary	Wine tourism	All visitors
16 - 24	9%	13%	14%
25 - 34	0%	16%	28%
35 - 44	17%	17%	20%
45 - 54	0%	19%	20%
55 - 64	42%	17%	14%
65 - 74	34%	19%	5%
Over 75	0%	0%	1%

☐ Significantly higher than average

Transport (to and in destination)
Inbound leisure visitors, 2020-2023

- **Culinary as a holiday/excurs. type** (blue)
- **Wine tourism as an activity** (magenta)
- **All visitors** (grey)

□ Significantly higher than average

Transport to destination

Visitors with overnight

Mode	Culinary	Wine	All
Car (including hire car)	68%	51%	60%
Aeroplane	16%	20%	12%
Train	9%	18%	16%
Motorhome/camper van	4%	5%	7%
Coach	4%	6%	4%
Bicycle	0%	2%	1%
Motorcycle	0%	0%	1%

Day visitors

Mode	Culinary	Wine	All
Car (including hire car)	42%	69%	70%
Train	42%	18%	19%
Motorcycle	9%	1%	1%
Motorhome/camper van	9%	1%	2%
Bicycle	0%	0%	1%
Aeroplane	0%	6%	2%
Coach	0%	5%	7%
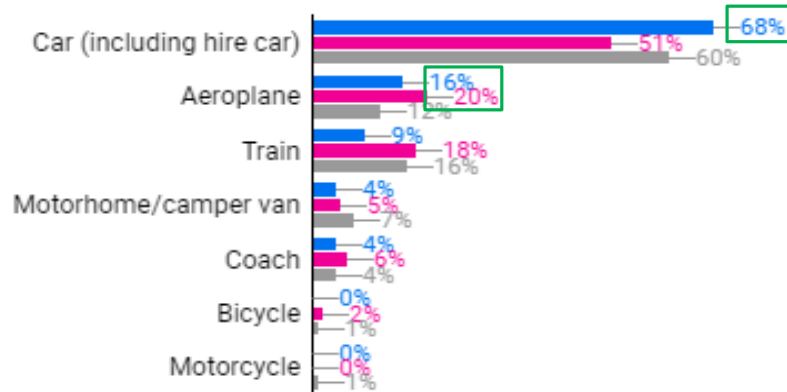
Transport in destination

Visitors with overnight

Mode	Culinary	Wine	All
Bus	67%	44%	49%
Tram	56%	44%	43%
Taxi	17%	5%	2%
Train	17%	14%	23%
No, none of the above	11%	21%	27%
Boat	6%	2%	
E-bike	6%	5%	
Bicycle	0%	12%	6%

Day visitors

Mode	Culinary	Wine	All
No, none of the above	100%	50%	50%
Train	0%	21%	11%
Taxi	0%	0%	1%
Boat	0%	0%	0%
E-bike	0%	0%	2%
Bicycle	0%	0%	4%
Tram	0%	25%	23%
Bus	0%	38%	32%
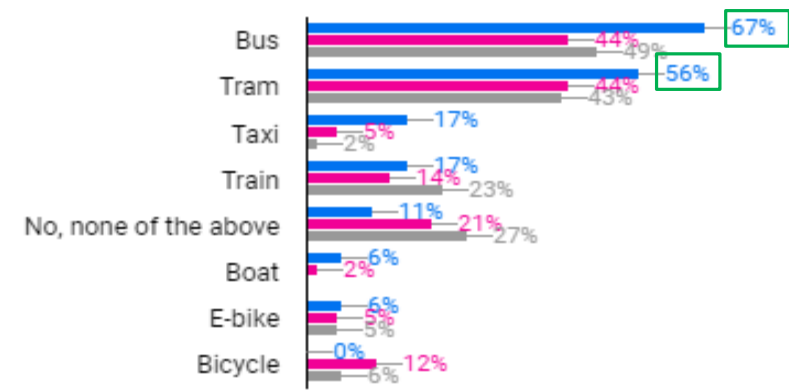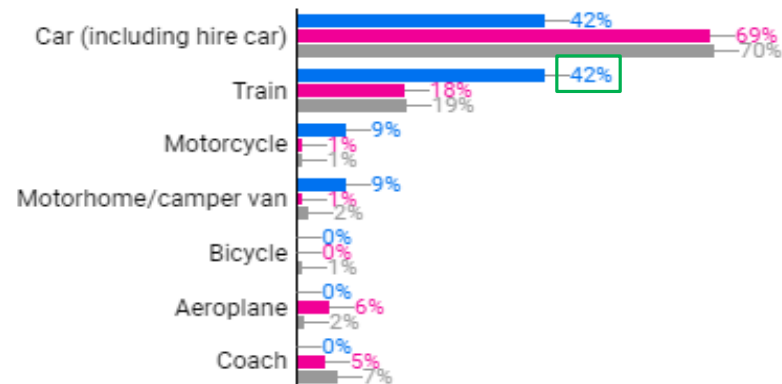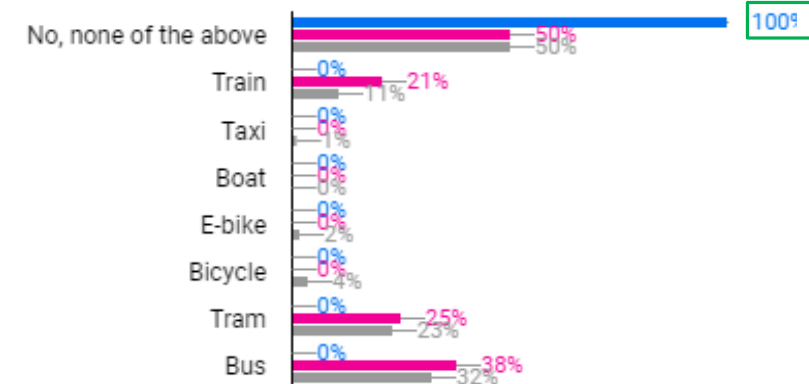
Travel party, repeat visits and cross–border trips
Inbound leisure visitors with overnight, 2020-2023

Legend:
- Culinary as a holiday type (blue)
- Wine tourism as an activity (magenta)
- All visitors (grey)
- Significantly higher than average (green outline)

Travel party

Travel party	Culinary	Wine tourism	All visitors
My spouse or partner	67%	54%	61%
Friends, acquaintances or extended family	20%	33%	31%
I travelled alone	12%	8%	10%
Children under 16	9%	13%	15%
A travel group	3%	4%	1%
Work/team colleagues or professional contacts	2%	3%	2%

First-time visitors

Culinary
52%
(All inbound 61%)
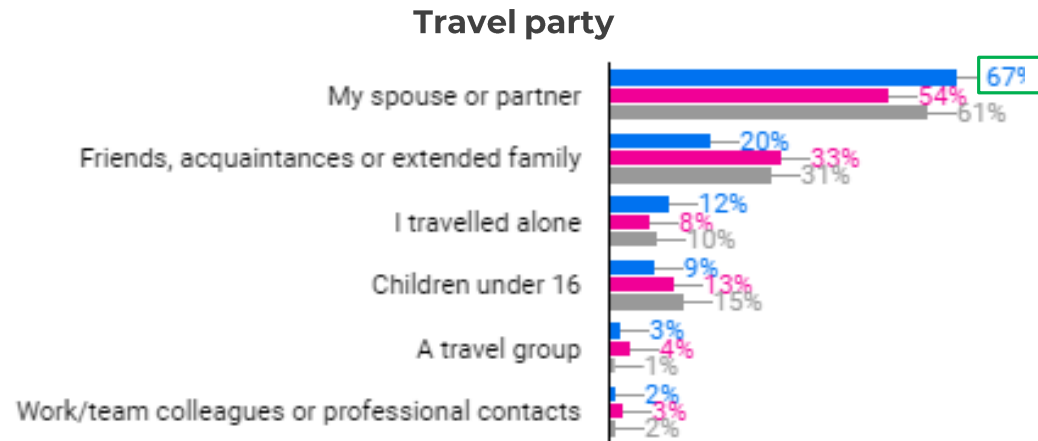
Wine
54%
(All inbound 61%)
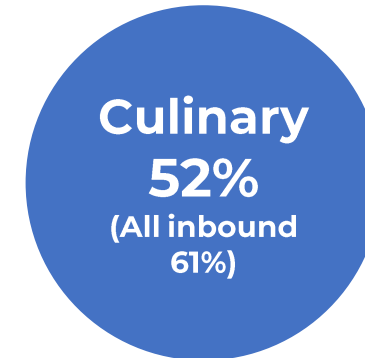
Visitors spending nights in Luxembourg and abroad during same trip

Culinary
38%
(All inbound 36%)

Wine
47%
(All inbound 36%)
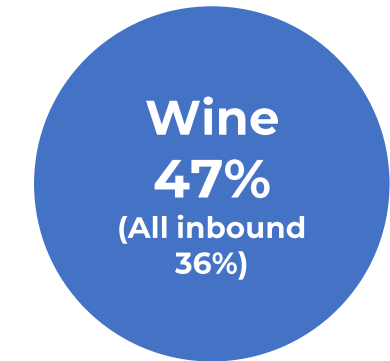
Travel party and repeat visits
Inbound leisure same-day visitors, 2020-2023

- Culinary as an excursion type (blue)
- Wine tourism as an activity (magenta)
- All visitors (grey)

Significantly higher than average (green outline)

Travel party

My spouse or partner
- 84%
- 57%
- 55%

Children under 16
- 17%
- 20%
- 17%

Friends, acquaintances or extended family
- 9%
- 39%
- 41%

Work/team colleagues or professional contacts
- 0%
- 1%
- 2%

A travel group
- 0%
- 5%
- 4%

I travelled alone
- 0%
- 7%
- 8%

First-time visitors

Culinary
0%
(All inbound 45%)

Wine
32%
(All inbound 45%)

Expenditure, length of stay and quality vs price orientation
Inbound leisure visitors with overnight, 2020-2023

Breakdown of expenditure by categories
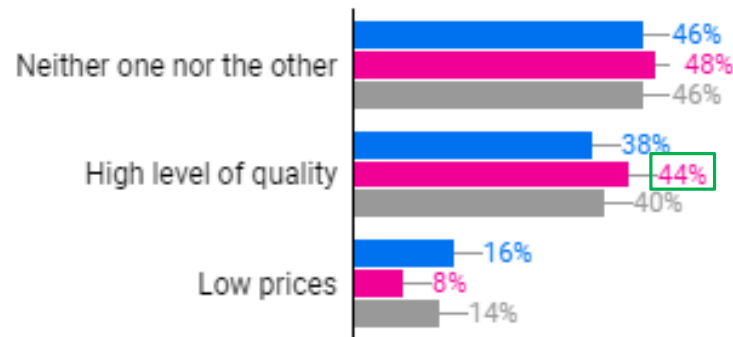
Accommodation
- 37%
- 34%
- 37%

Food, drinks
- 29%
- 24%
- 26%

Travel to Luxembourg
- 14%
- 18%
- 16%

Shopping
- 11%
- 10%
- 8%

Other
- 4%
- 7%
- 6%

Entrances, activities
- 3%
- 5%
- 4%

Transport at destination
- 2%
- 3%
- 2%

Quality vs. price orientation

Neither one nor the other
- 46%
- 48%
- 46%

High level of quality
- 38%
- 44%
- 40%

Low prices
- 16%
- 8%
- 14%

Legend:
- 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€)

Expenditure
Inbound leisure same-day visitors, 2020-2023

Culinary as an excursion type

Wine tourism as an activity

All visitors

Significantly higher than average

Breakdown of expenditure by categories

Food, drinks
- 41%
- 34%
- 34%

Other
- 25%
- 15%
- 13%

Travel to Luxembourg
- 22%
- 25%
- 27%

Entrances, activities
- 7%
- 7%
- 6%

Shopping
- 6%
- 16%
- 17%

Transport at destination
- 0%
- 3%
- 3%

Spend/pers./day trip

Culinary
156€
(All inbound 126€)
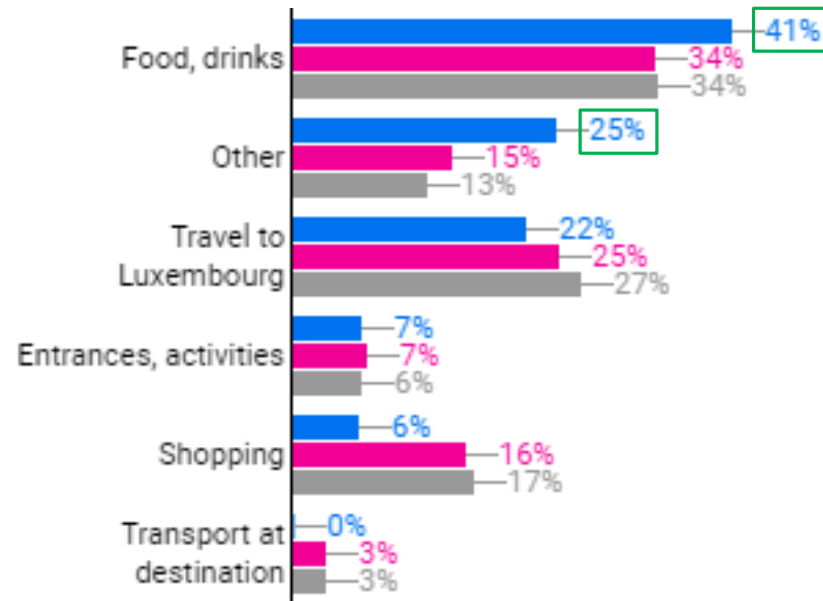
Wine
262€
(All inbound 126€)

Actions during stay (sustainable and services)
Inbound leisure visitors, 2020-2023

Legend:
- Culinary as a holiday/excurs. type (blue)
- Wine tourism as an activity (magenta)
- All visitors (grey)
- Significantly higher than average (green box)

Sustainable actions during stay

Visitors with overnight

Take public transport instead of a car
- 63%
- 60% (approx)
- 58%

Use soft mobility to get around (cycling or walking)
- 63%
- 60%
- 51%

Go to restaurants that offer local products
- 58%
- 50%
- 31%

Buy local products
- 53%
- 54%
- 29%

Overnight in an ecologically managed establishment (such as an EcoLabel)
- 32%
- 18%
- 10%

Other, please specify
- 0%
- 4%
- 1%

No, none of this
- 0%
- 4%
- 15%

Participate in a programme to offset your carbon footprint
- 0%
- 4%
- 2%

Day visitors

Buy local products
- 50%
- 34%
- 24%

Take public transport instead of a car
- 50%
- 55%
- 40%

No, none of this
- 50%
- 14%
- 24%

Go to restaurants that offer local products
- 50%
- 24%
- 21%

Use soft mobility to get around (cycling or walking)
- 50%
- 48%
- 42%

Other, please specify
- 0%
- 0%
- 1%

Participate in a programme to offset your carbon footprint
- 0%
- 0%
- 0%

Services used during stay

Visitors with overnight

I posted about my stay on social media (e.g. Instagram, LinkedIn, etc.)
- 51%
- 41%
- 29%

I tried out secret and insider tips from locals
- 30%
- 22%
- 19%

During my stay, I used travel apps
- 27%
- 23%
- 34%

None of the above apply to me
- 27%
- 32%
- 42%

During my stay, I used the VisitLuxembourg app
- 16%
- 26%
- 17%

I reviewed my trip on online rating platforms (e.g. Tripadvisor)
- 11%
- 18%
- 13%

During my stay, I used a luggage transport service (Move we carry or similar)
- 0%
- 2%

Day visitors

None of the above apply to me
- 67%
- 41%
- 48%

During my stay, I used travel apps
- 50%
- 19%
- 23%

I tried out secret and insider tips from locals
- 9%
- 20%
- 13%

I posted about my stay on social media (e.g. Instagram, LinkedIn, etc.)
- 9%
- 37%
- 34%

I reviewed my trip on online rating platforms (e.g. Tripadvisor)
- 9%
- 11%
- 6%

During my stay, I used a luggage transport service (Move we carry or similar)
- 0%
- 0%

During my stay, I used the VisitLuxembourg app
- 0%
- 0%
- 5%

Visitor satisfaction and recommendation
Inbound leisure visitors with overnight, 2020-2023

Culinary (holiday type)

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

Statement	Strongly agree	Tend to agree	Tend to disagree
Would recommend Luxembourg as a travel destination	73%	26%	
Luxembourg will stay in my memory for a long time	68%	30%	
Luxembourg excited me as a travel destination	70%	26%	
Luxembourg exceeded my expectations	45%	44%	
Can see myself coming back to visit Luxembourg	70%	18%	1
Can see myself coming back to Luxembourg for a longer stay	62%	23%	8%
Can imagine coming back to Luxembourg during low season, i.e. outside the summer period	50%	30%	20%

All visitors

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

Statement	Strongly agree	Tend to agree	Tend to disagree
Would recommend Luxembourg as a travel destination	65%	32%	
Luxembourg will stay in my memory for a long time	65%	34%	
Luxembourg excited me as a travel destination	66%	32%	
Luxembourg exceeded my expectations	44%	46%	
Can see myself coming back to visit Luxembourg	63%	27%	
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

Wine (activity)

Statement	Strongly agree	Tend to agree	Tend to disagree
Would recommend Luxembourg as a travel destination	72%	28%	
Luxembourg will stay in my memory for a long time	69%	30%	
Luxembourg excited me as a travel destination	74%	24%	
Luxembourg exceeded my expectations	53%	37%	9%
Can see myself coming back to visit Luxembourg	68%	26%	4
Can see myself coming back to Luxembourg for a longer stay	46%	37%	14%
Can imagine coming back to Luxembourg during low season, i.e. outside the summer period	38%	50%	6%

Visitor satisfaction and recommendation
Inbound leisure same-day visitors, 2020-2023

Culinary (excursion)

Legend: Strongly agr… | Tend to agr… | Tend to dis… | Not sure/D… | Strongly disagree

Statement	Strongly agree	Tend to agree	Tend to disagree
Would recommend Luxembourg as a destination for an excursion	84%	17%	
Luxembourg will stay in my memory for a long time	84%	17%	
Luxembourg excited me as a destination for an excursion	84%	17%	
Luxembourg exceeded my expectations	34%	50%	17%
Can see myself coming back to visit Luxembourg	100%		
Can see myself coming back to Luxembourg for a longer stay	100%		
Can imagine coming back to Luxembourg during low season, i.e. outside the summer period	100%		

All inbound

Legend: Strongly agr… | Tend to agr… | Tend to dis… | Not sure/D… | Strongly disagree

Statement	Strongly agree	Tend to agree	Tend to disagree	Not sure	Strongly disagree
Would recommend Luxembourg as a destination for an excursion	70%	26%			
Luxembourg will stay in my memory for a long time	64%	33%			
Luxembourg excited me as a destination for an excursion	71%	27%			
Luxembourg exceeded my expectations	37%	52%		8%	
Can see myself coming back to visit Luxembourg	71%	23%			
Can see myself coming back to Luxembourg for a longer stay	43%	36%	14%		
Can imagine coming back to Luxembourg during low season, i.e. outside the summer period	52%	33%	7%		

Wine (activity)

Statement	Strongly agree	Tend to agree	Tend to disagree
Would recommend Luxembourg as a destination for an excursion	72%	28%	
Luxembourg will stay in my memory for a long time	75%	25%	
Luxembourg excited me as a destination for an excursion	73%	27%	
Luxembourg exceeded my expectations	45%	45%	
Can see myself coming back to visit Luxembourg	77%	23%	
Can see myself coming back to Luxembourg for a longer stay	59%	21%	21%
Can imagine coming back to Luxembourg during low season, i.e. outside the summer period	73%	27%	

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

Trip seasonality
Inbound leisure visitors, 2020-2023

Visitors with overnight

Season	Culinary	Wine
Jan-Mar	0%	0%
Apr-Jun	3%	15%
Jul-Sep	6%	11%
Oct-Dec	3%	17%

■ Culinary ■ Wine

Day visitors

Season	Culinary	Wine
Jan-Mar	14%	0%
Apr-Jun	0%	8%
Jul-Sep	1%	10%
Oct-Dec	0%	11%

■ Culinary ■ Wine

Source: LFT/IIres Visitor Survey, 2020-2023.
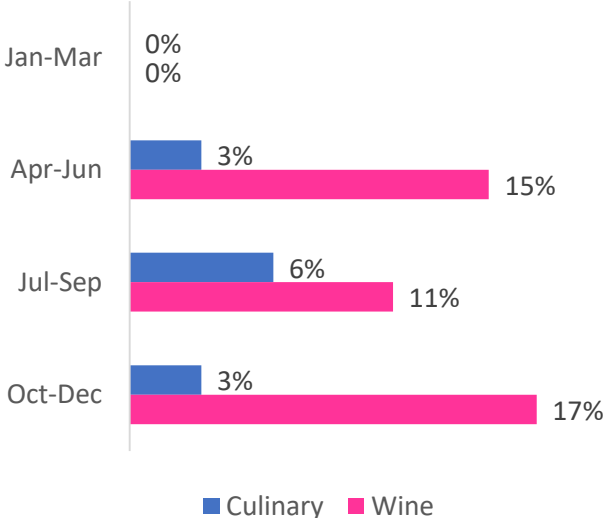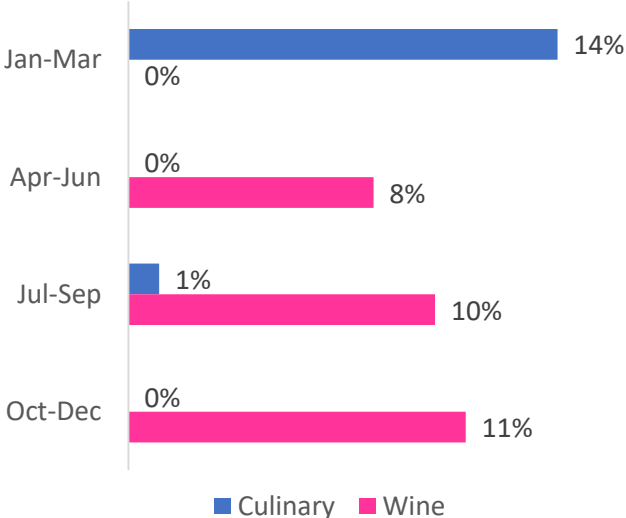
Destination Awareness & Growth Potential for Culinary & Wine holiday segments

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.

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.

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.

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.

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

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

Trip organisation and preferences (**1**) (*)
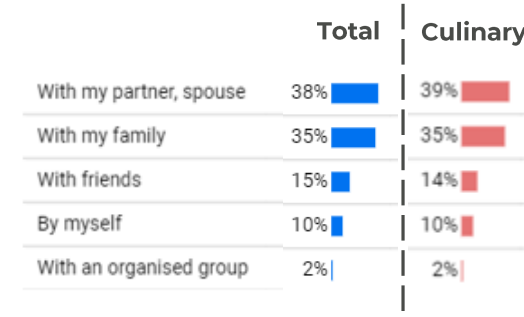## — Average **European source markets**, total vs. travellers interested in culinary

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.

Trip organisation and preferences (2) (*)
— Average **European source markets**, total vs. travellers interested in culinary

Aspects of trip first decided
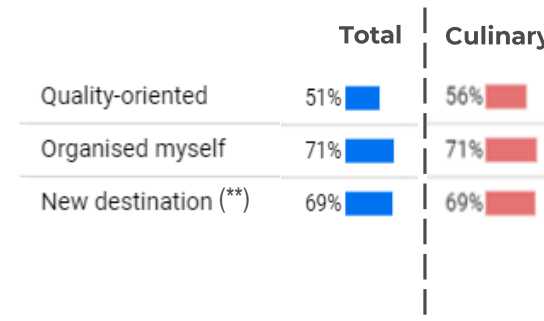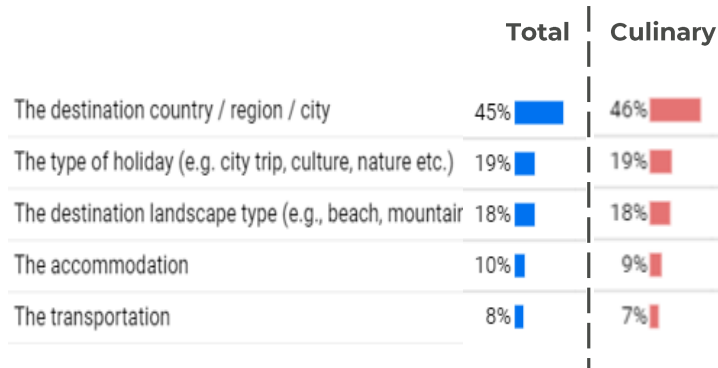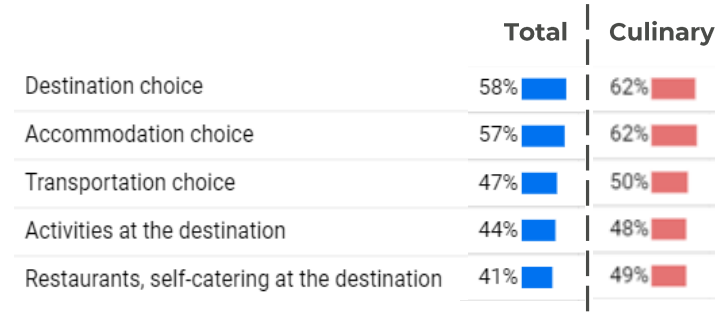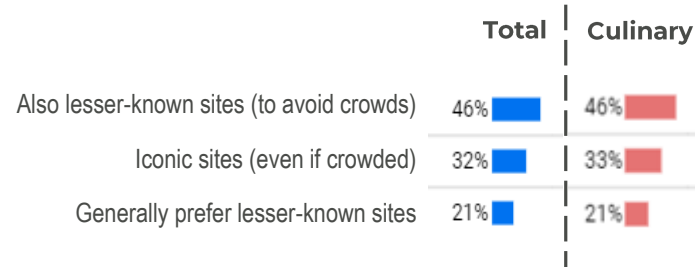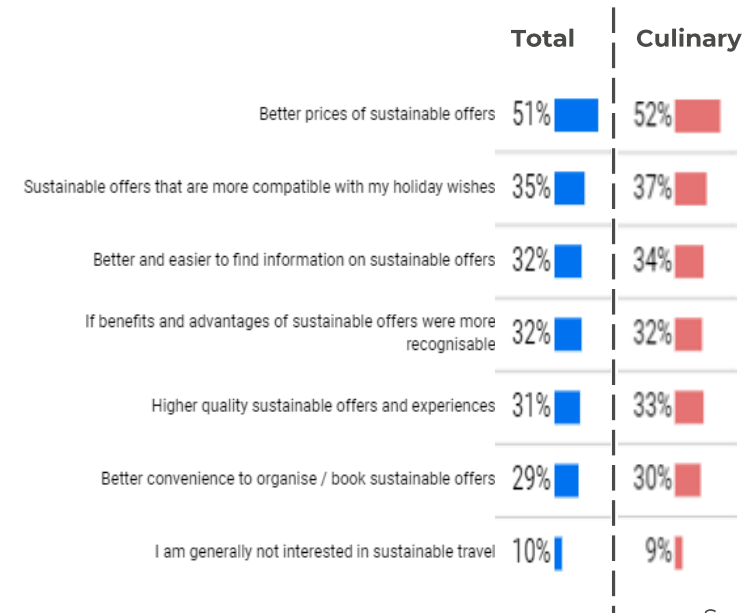
	Total	Culinary
The destination country / region / city	45%	46%
The type of holiday (e.g. city trip, culture, nature etc.)	19%	19%
The destination landscape type (e.g., beach, mountain)	18%	18%
The accommodation	10%	9%
The transportation	8%	7%

Importance of sustainability for choice of trip components

	Total	Culinary
Destination choice	58%	62%
Accommodation choice	57%	62%
Transportation choice	47%	50%
Activities at the destination	44%	48%
Restaurants, self-catering at the destination	41%	49%

General preference for visiting iconic vs. lesser-known sites

	Total	Culinary
Also lesser-known sites (to avoid crowds)	46%	46%
Iconic sites (even if crowded)	32%	33%
Generally prefer lesser-known sites	21%	21%

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

	Total	Culinary
Better prices of sustainable offers	51%	52%
Sustainable offers that are more compatible with my holiday wishes	35%	37%
Better and easier to find information on sustainable offers	32%	34%
If benefits and advantages of sustainable offers were more recognisable	32%	32%
Higher quality sustainable offers and experiences	31%	33%
Better convenience to organise / book sustainable offers	29%	30%
I am generally not interested in sustainable travel	10%	9%

(*) During last outbound holiday trip .

Source: LFT Brand & Potential Studies.
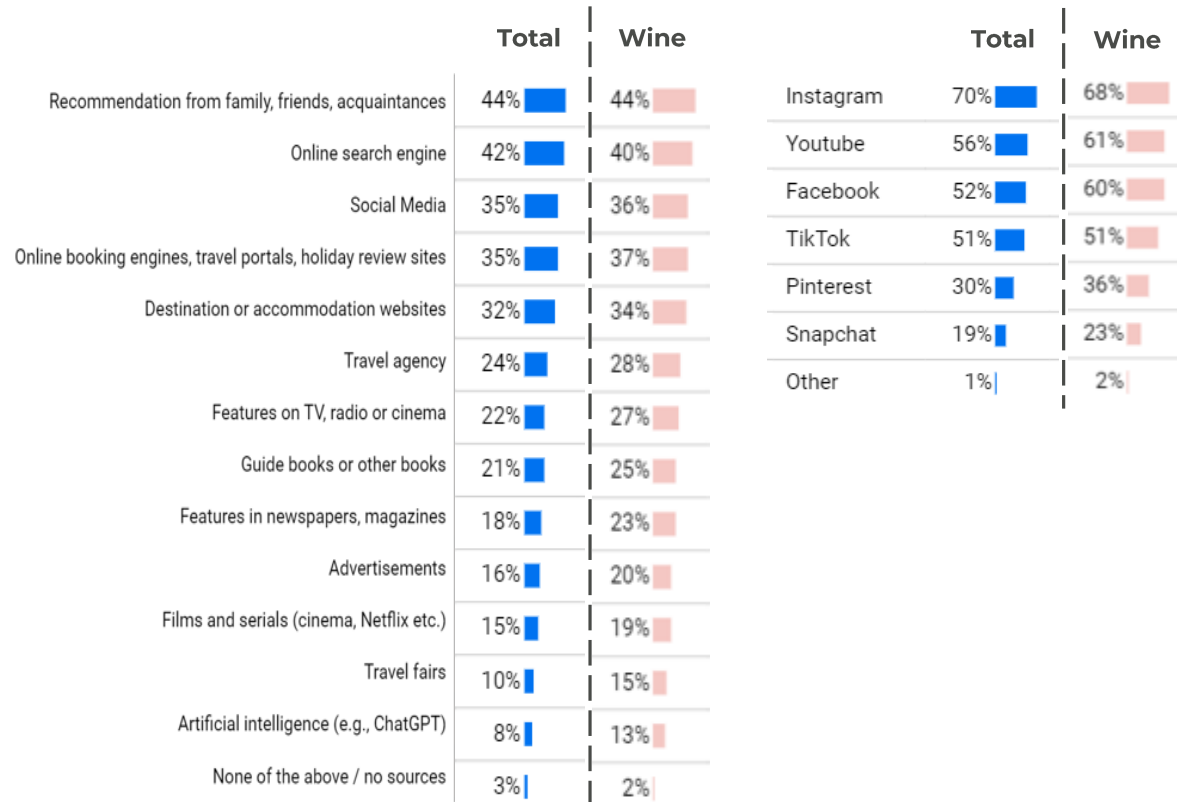
Trip organisation and preferences (1) (*)
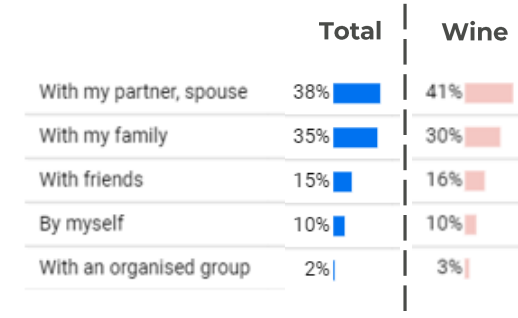## — Average **European source markets**, total vs. travellers interested in wine

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.

Trip organisation and preferences (2) (*)
— Average **European source markets**, total vs. travellers interested in wine
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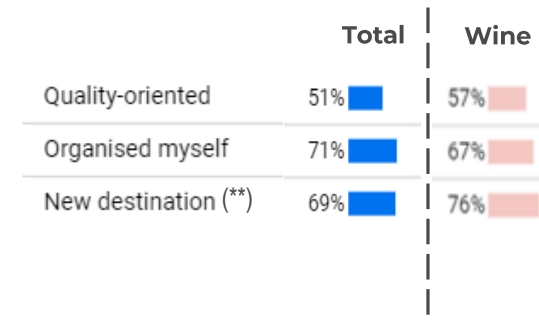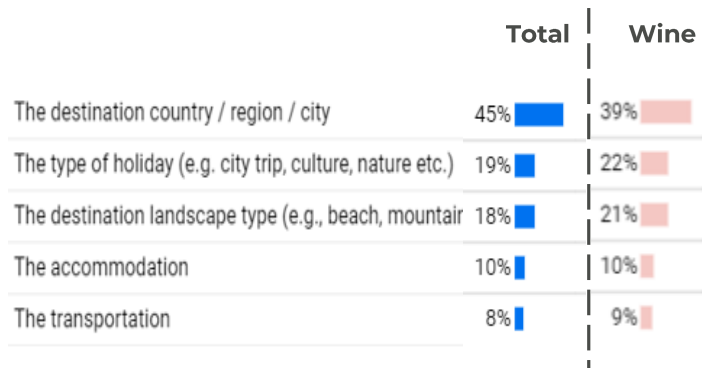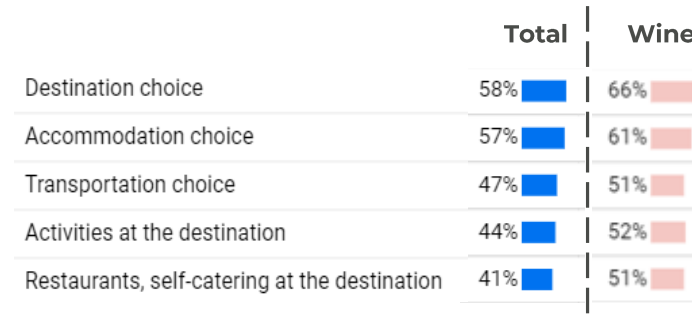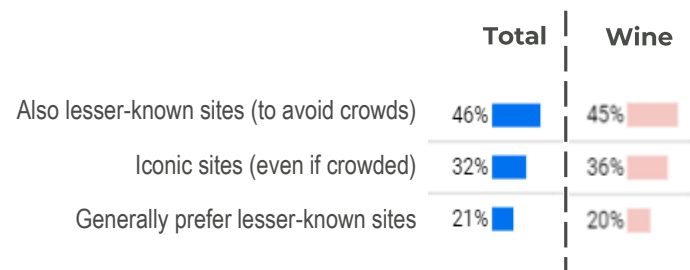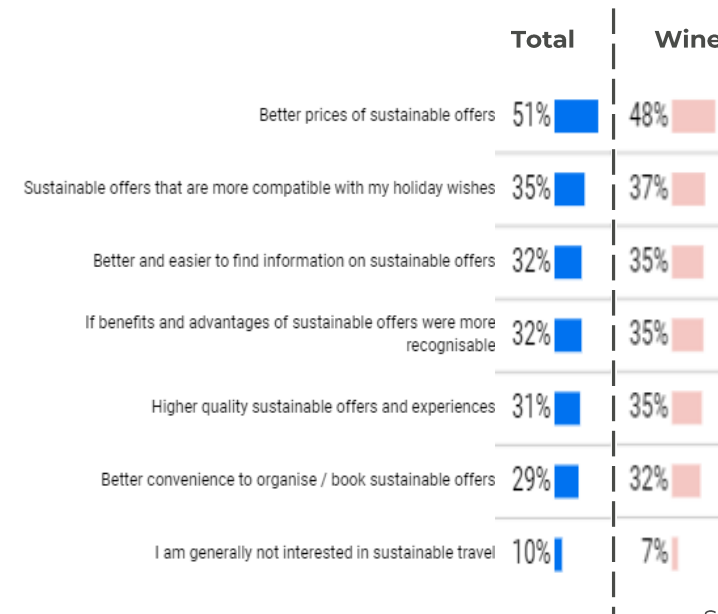### Aspects of trip first decided

	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, mountain	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.
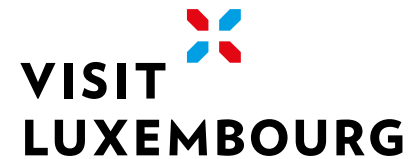
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