



Luxembourg for Tourism

Theme profile

CULTURE & EVENTS

2023



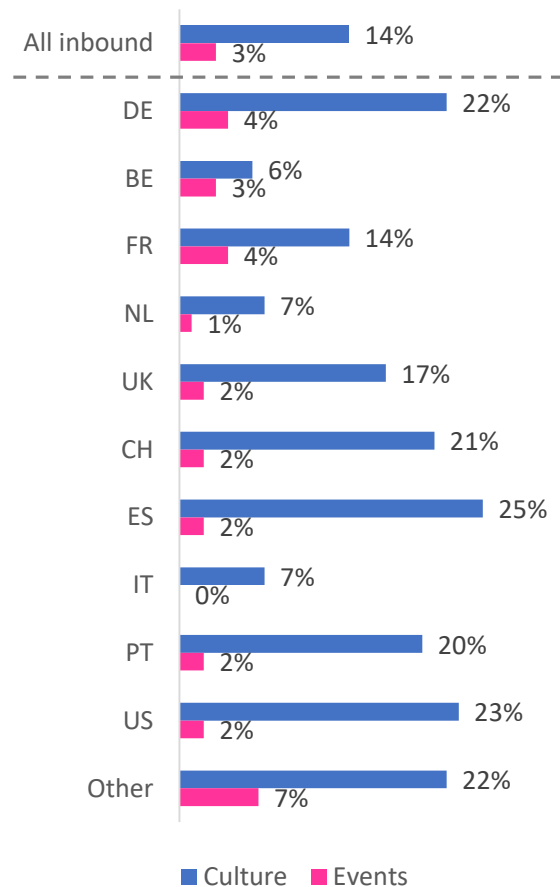
Market size of Culture & Events segments

Volume of leisure visitors with Culture as a holiday type or Visiting Events as a main travel purpose



Overnight trips

Share of visitors with Culture as a holiday type or Visiting Events as a travel purpose by source markets



Number of overnight trips to Luxembourg (estimate 2023)

Culture
182.000
(14% of inbound overnight leisure trips to Luxembourg)

Events
39.000
(3% of inbound overnight leisure trips to Luxembourg)

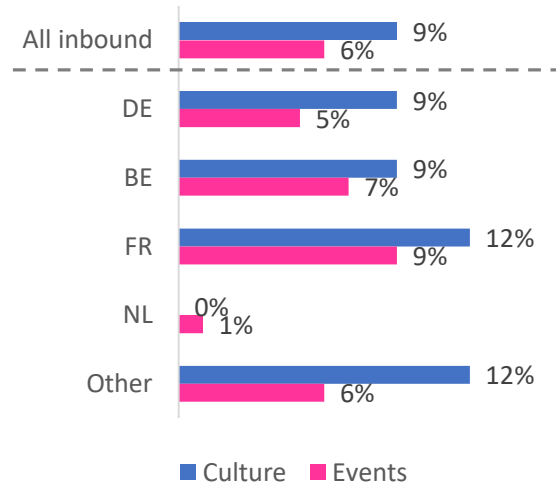
	Overnight trips: Culture	Overnight trips: Events
DE	42.000	8.000
BE	14.000	7.000
FR	18.000	5.000
NL	23.000	3.000
Other	85.000	16.000



Volume of leisure visitors with Culture as an excursion type or Visiting Events as a main travel purpose

Same-day trips

Share of visitors with Culture as an excursion type or Visiting Events as a travel purpose by source markets



Number of excursions to Luxembourg (estimate 2023)

Culture
252.000
(9% of inbound same-day leisure trips to Luxembourg)

Events
168.000
(6% of inbound same-day leisure trips to Luxembourg)

	Same-day trips: Culture	Same-day trips: Events
DE	55.000	31.000
BE	54.000	42.000
FR	80.000	60.000
NL	0	4.000
Other	60.000	30.000



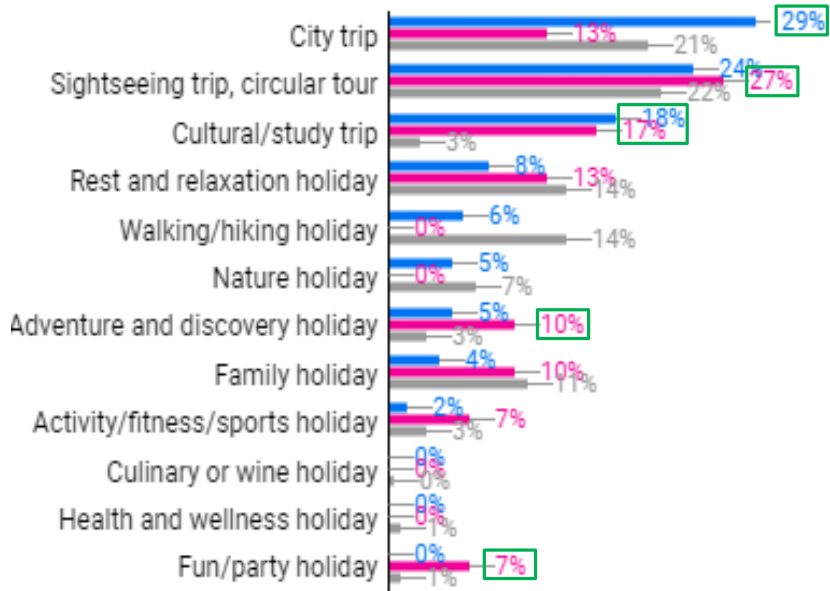
**Travel behaviour of leisure visitors with
Culture as a holiday / excursion type or
Visiting Events as a travel purpose
in Luxembourg**

Holiday types

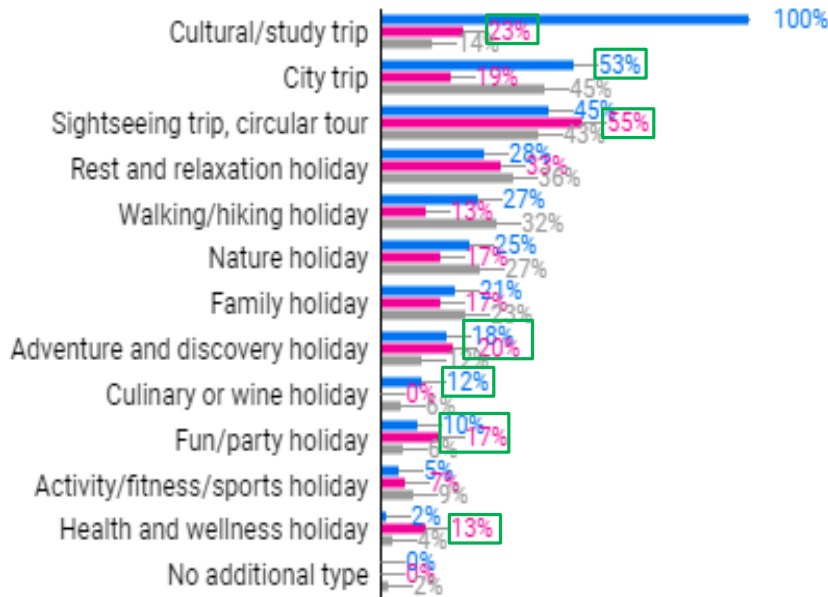
Inbound leisure visitors with overnight, 2020-2023



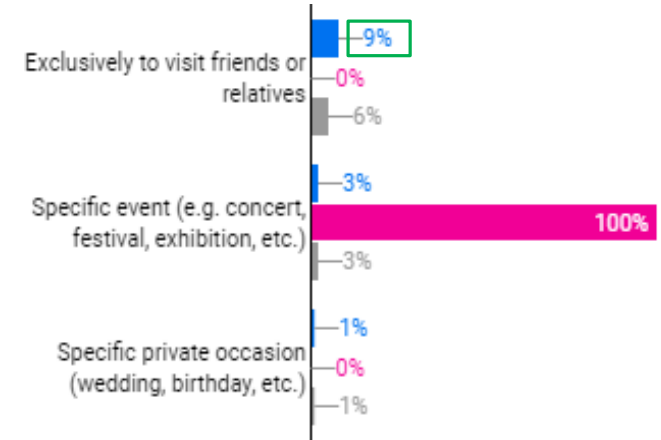
Main holiday types



Additional holiday types



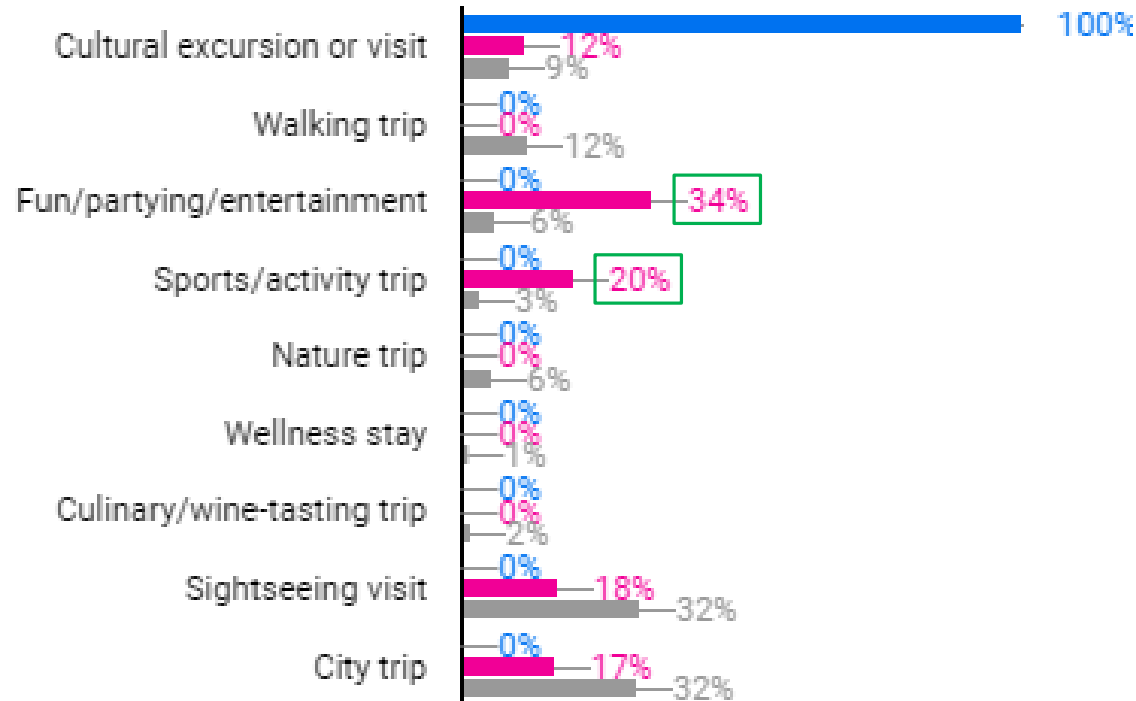
Main purpose of overnight trip (if not holiday)



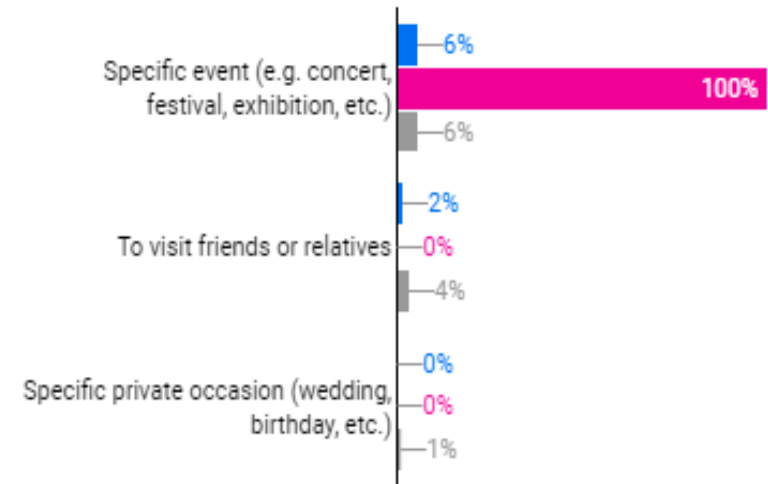


Types of excursions

Inbound leisure same-day visitors, 2020-2023



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



Key decision criteria for choosing Luxembourg (*)

Inbound leisure visitors, 2020-2023

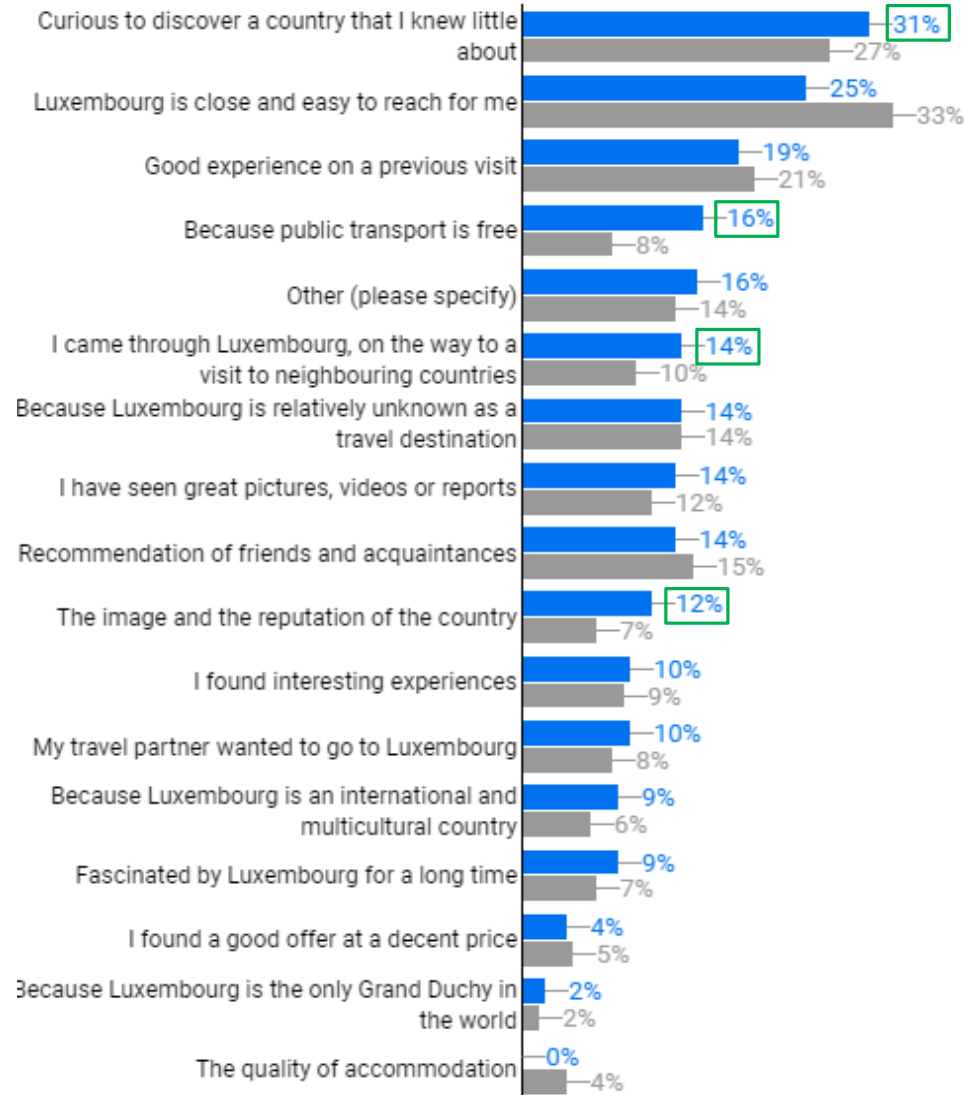


■ Culture as holiday/excurs. type

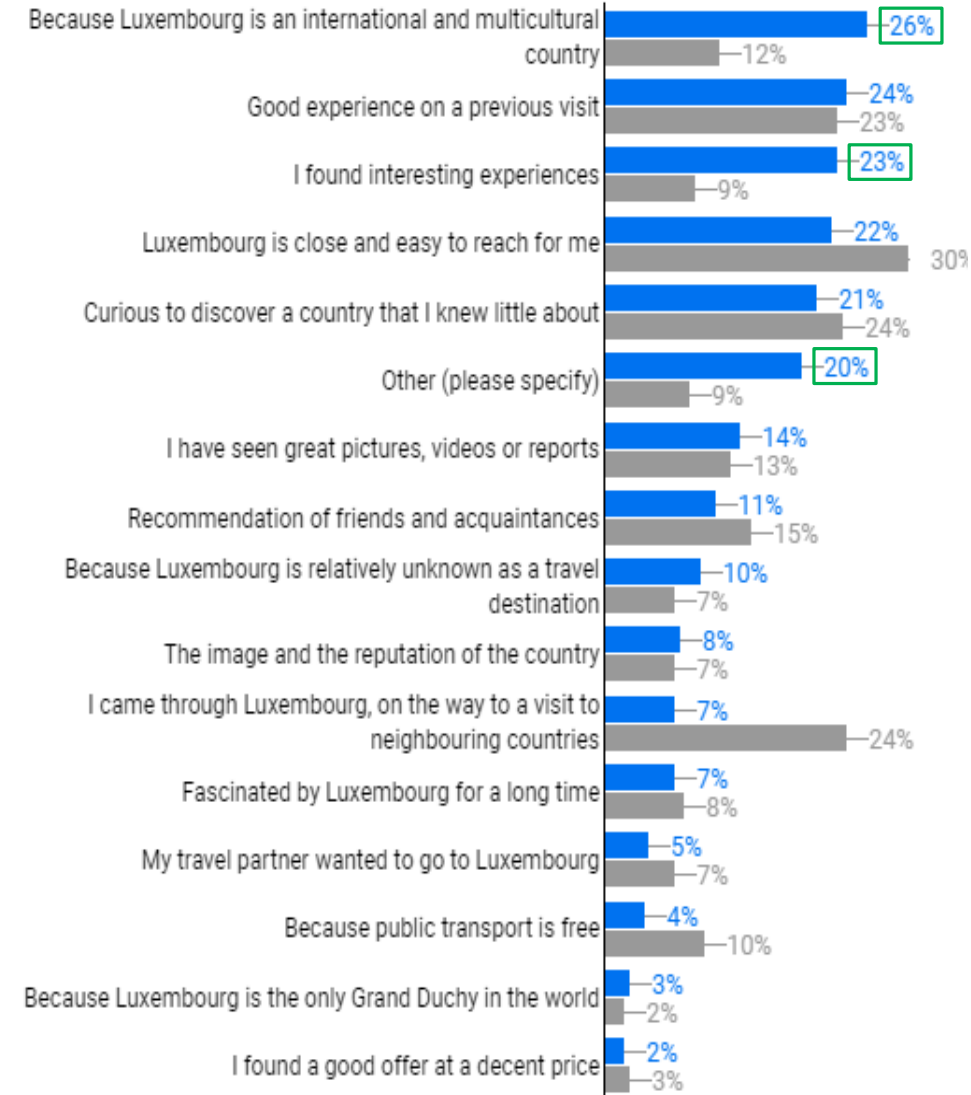
■ All visitors

 Significantly higher than average

Visitors with overnight



Day visitors



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

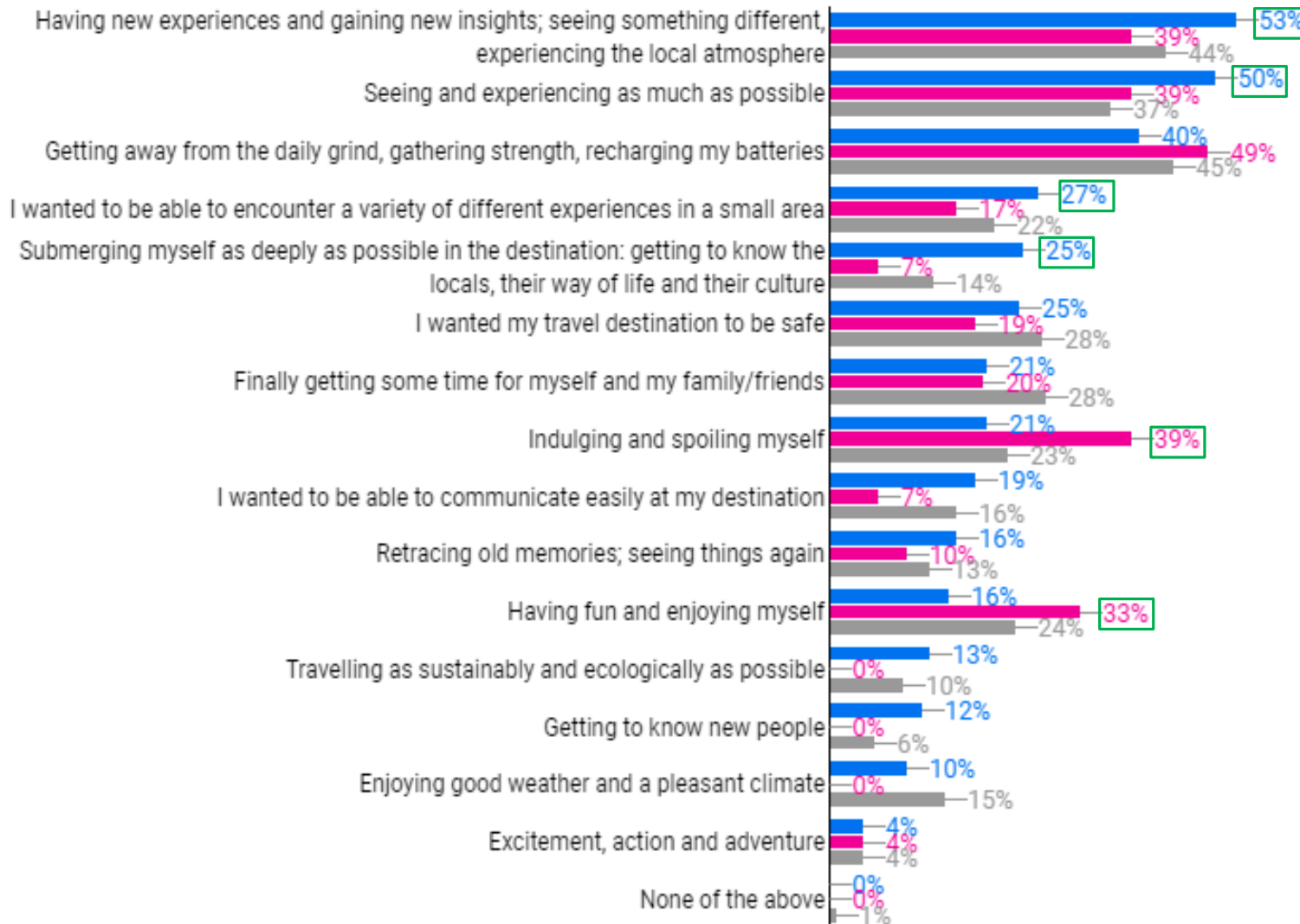
(*) Maximum 3 answers possible.

Key travel motives and emotions

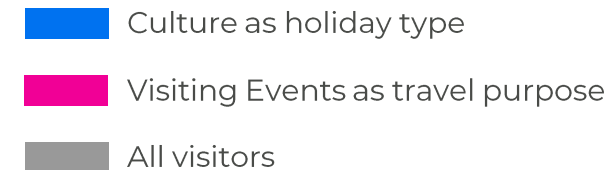
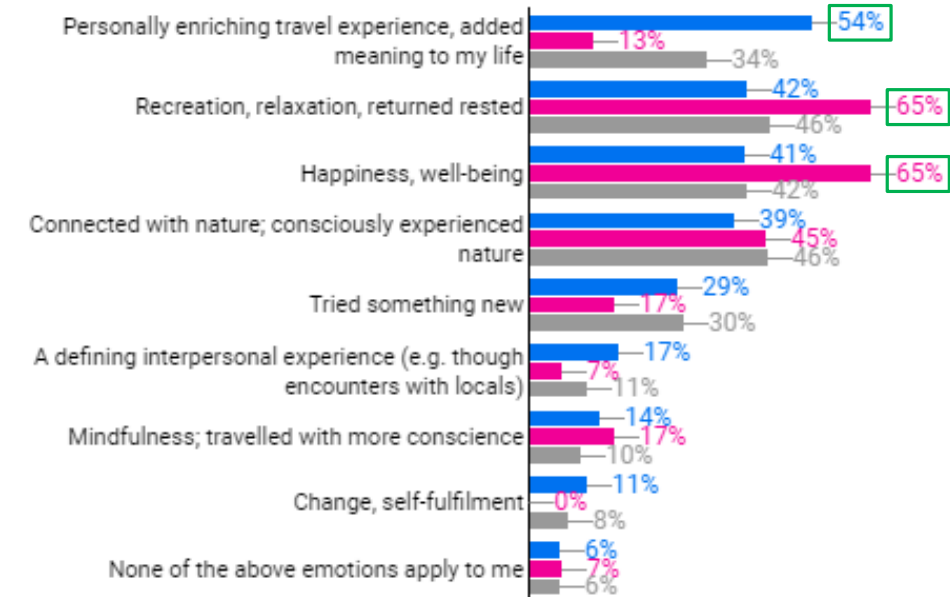
Inbound leisure visitors with overnight, 2020-2023



Travel motives

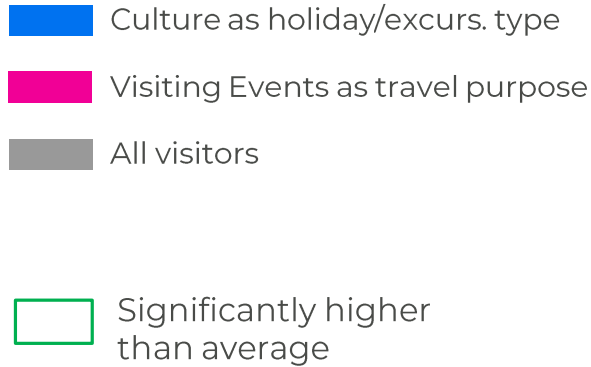


Emotions experienced during stay

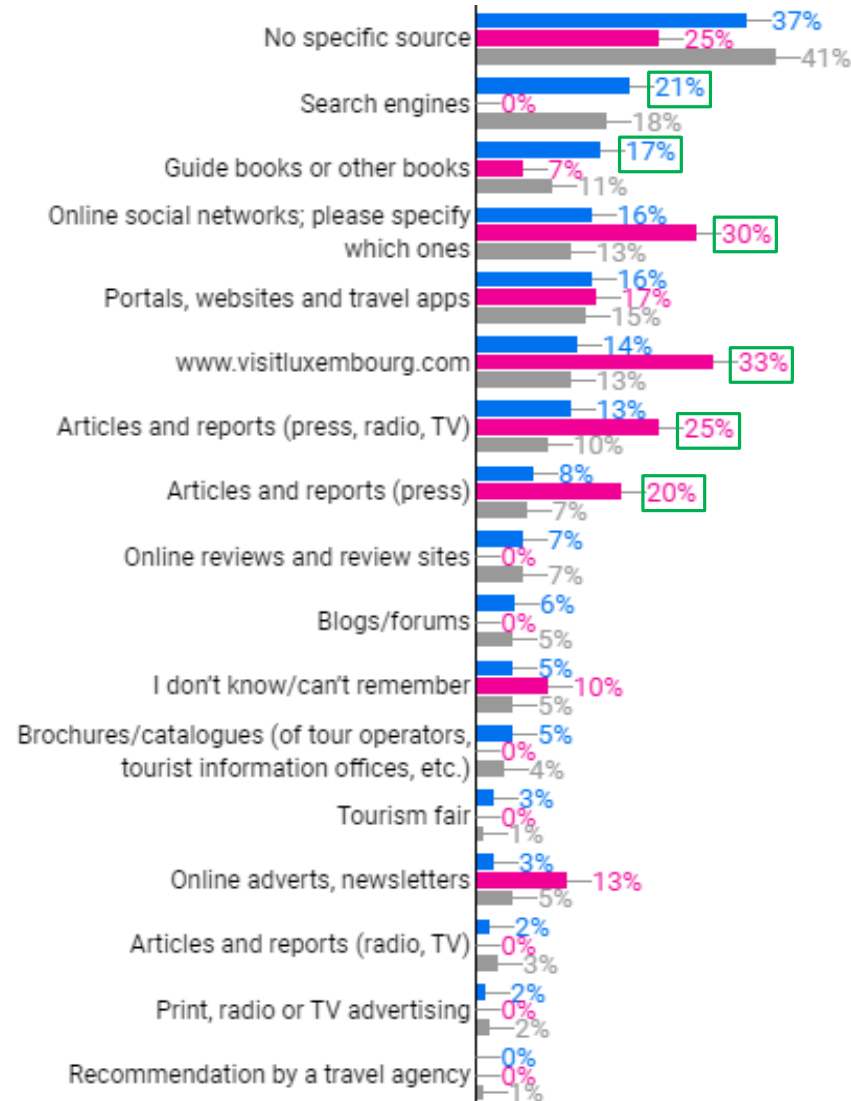


Inspiration sources

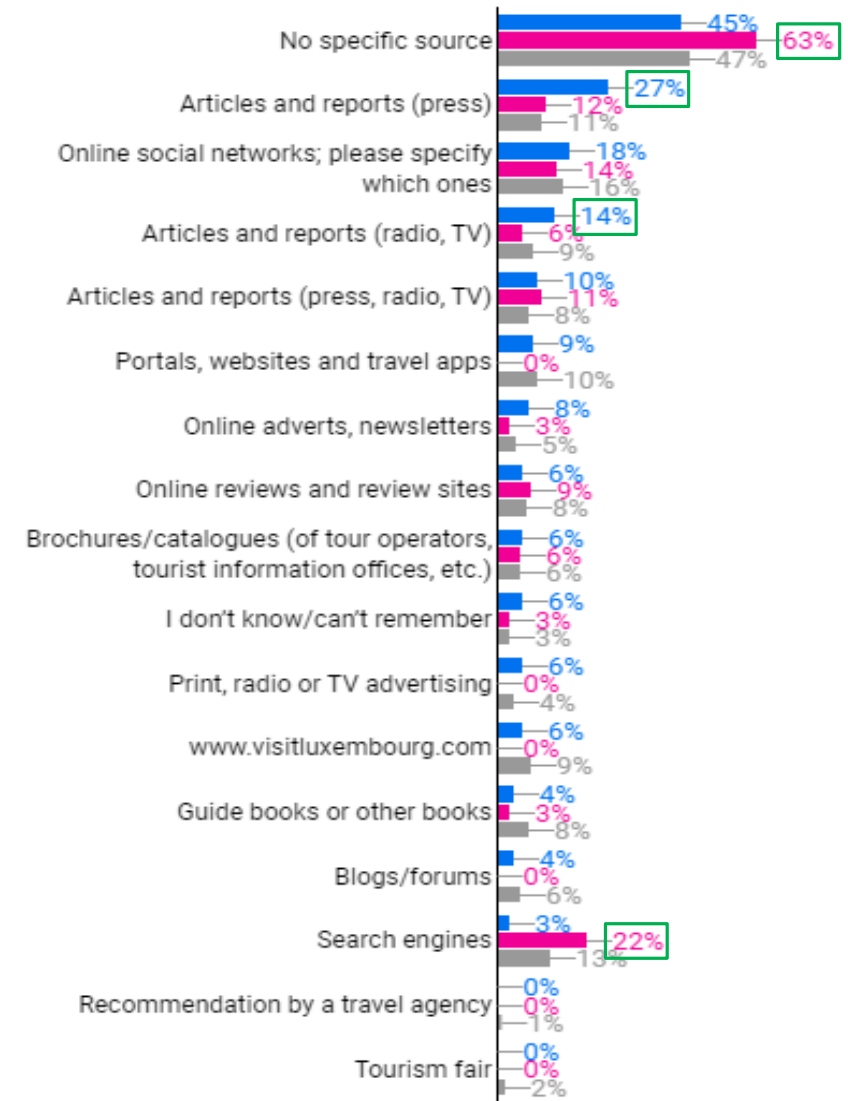
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



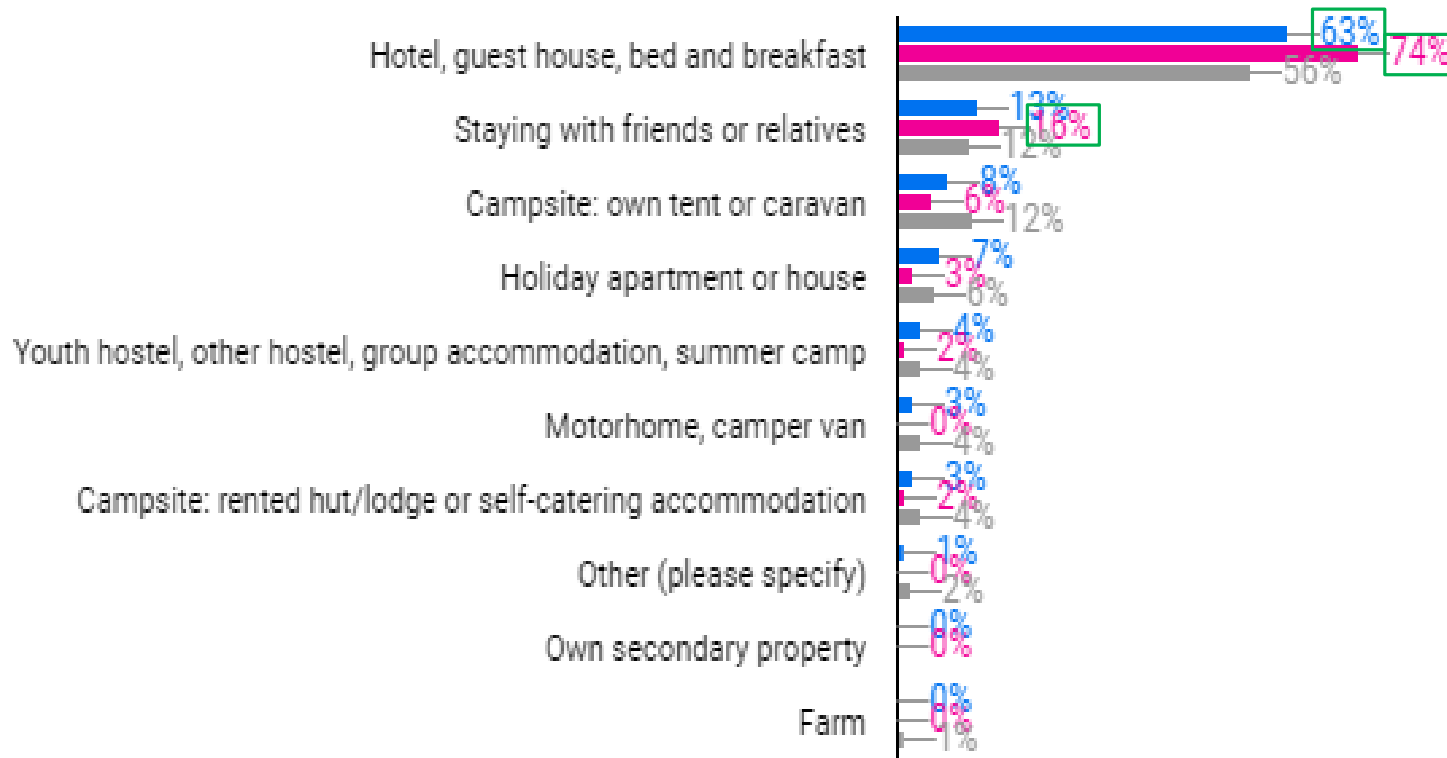
Type of accommodation, destination regions

Inbound leisure visitors with overnight, 2020-2023

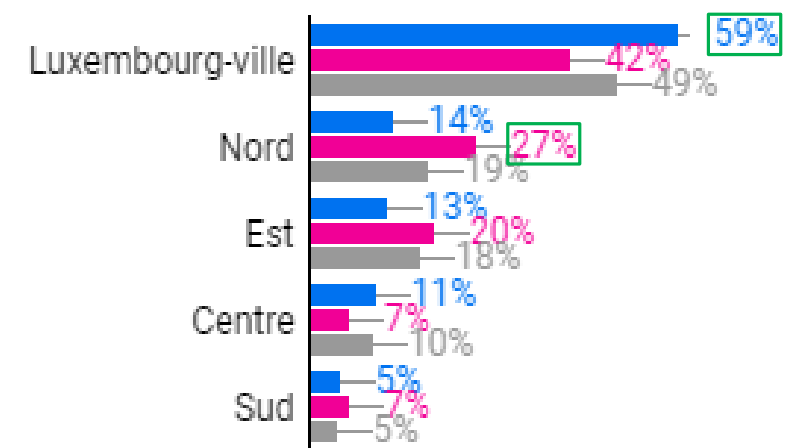


- Culture as holiday type
- Visiting Events as travel purpose
- All visitors

Type of accommodation



Destination region



 Significantly higher than average



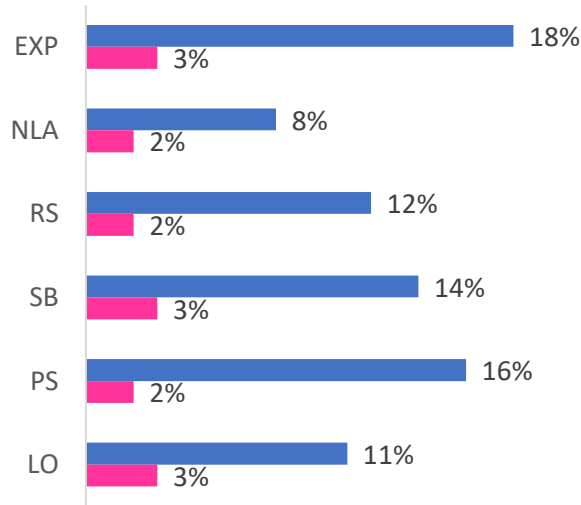
Target segments

Inbound leisure visitors, 2020-2023

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

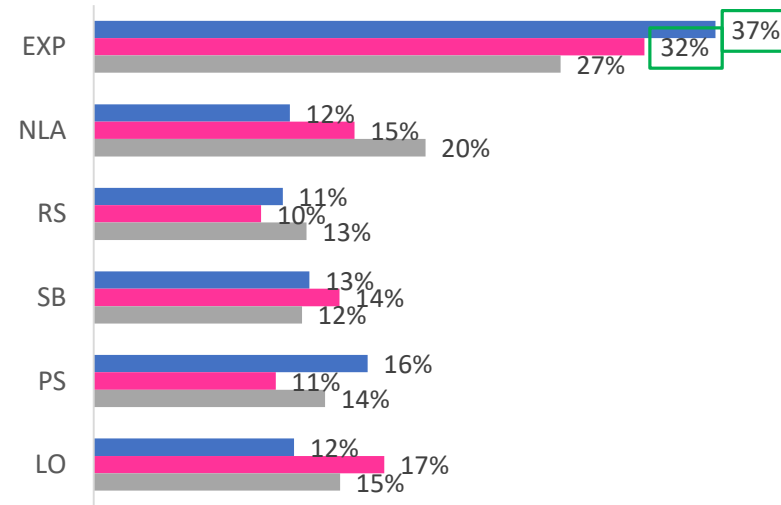
 Significantly higher than average

Visitors with overnight



■ Culture ■ Events

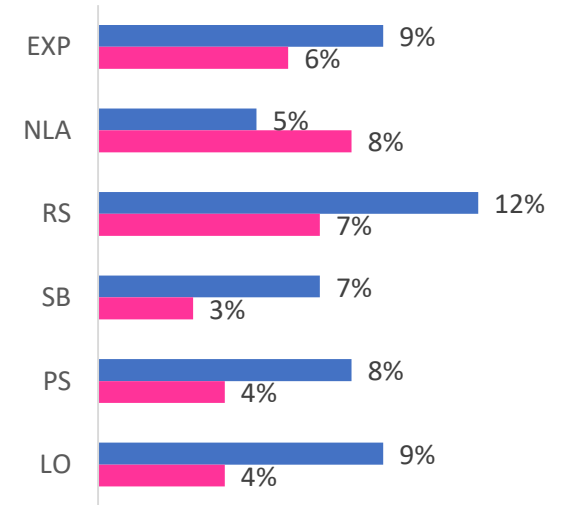
Reading example: 18% of Explorers have culture as a holiday type



■ Culture ■ Events ■ All visitors

Reading example: 37% of visitors with culture as a holiday type are Explorers

Day visitors



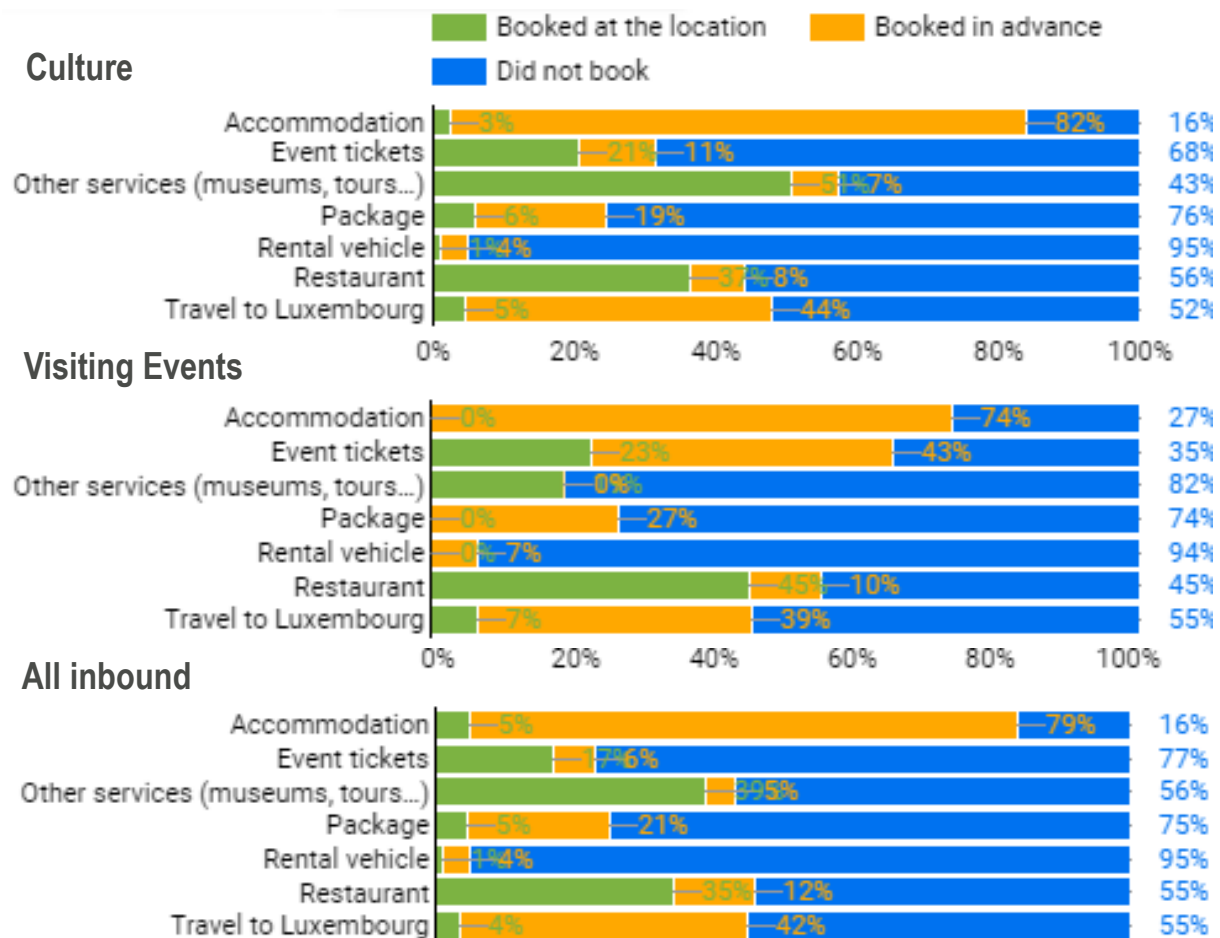
■ Culture ■ Events

Booking behaviour

Inbound leisure visitors with overnight, 2020-2023

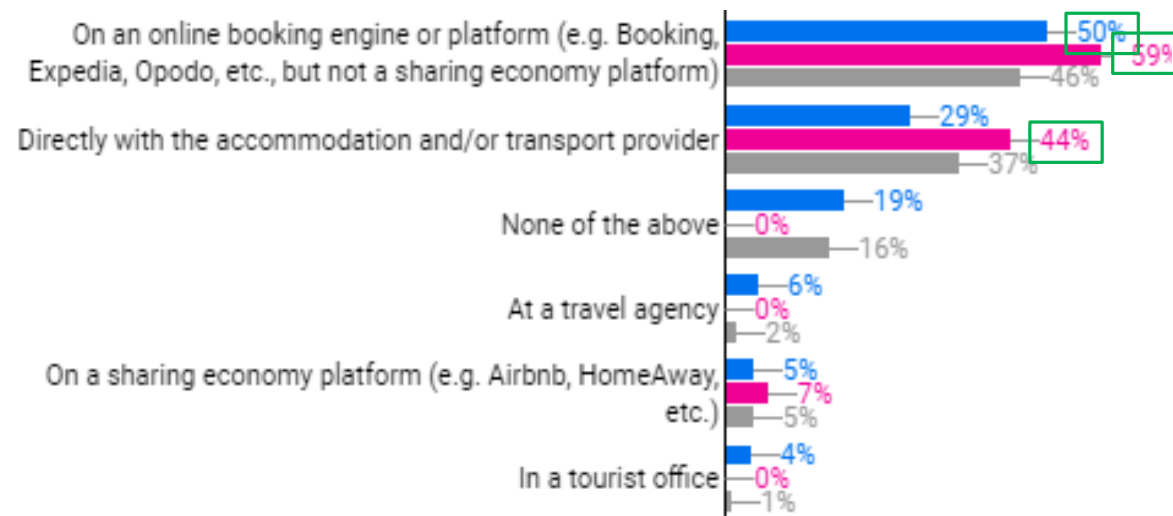


Booking of travel items



- Culture as holiday type
- Visiting Events as travel purpose
- All visitors

Booking channels



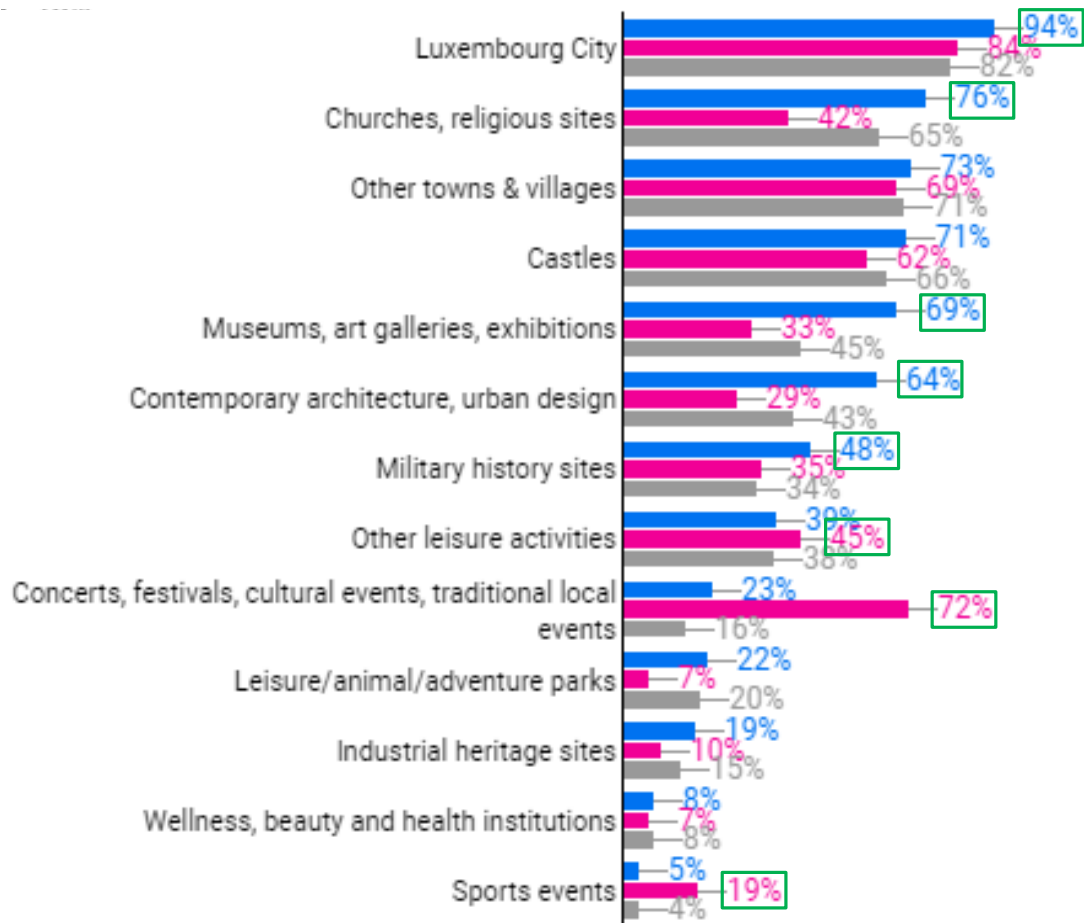
 Significantly higher than average

Places visited during leisure stays

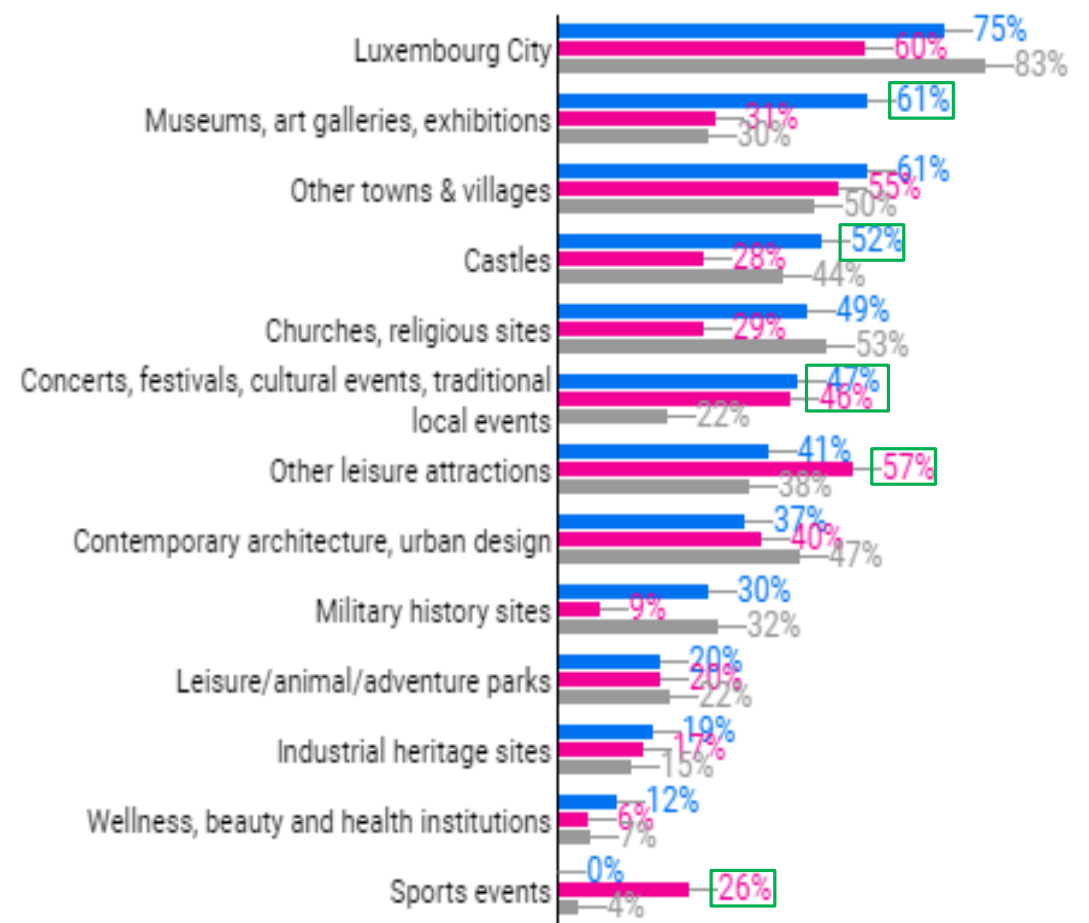
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors

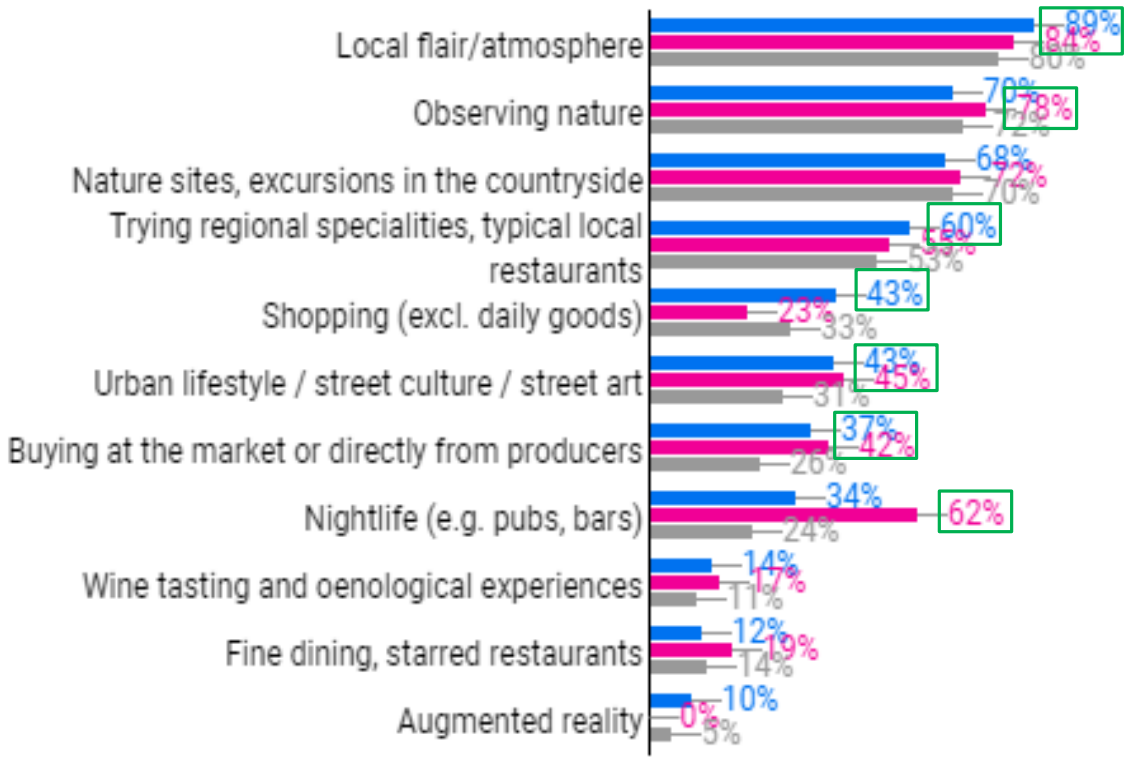


Non-sporting activities undertaken during leisure stays

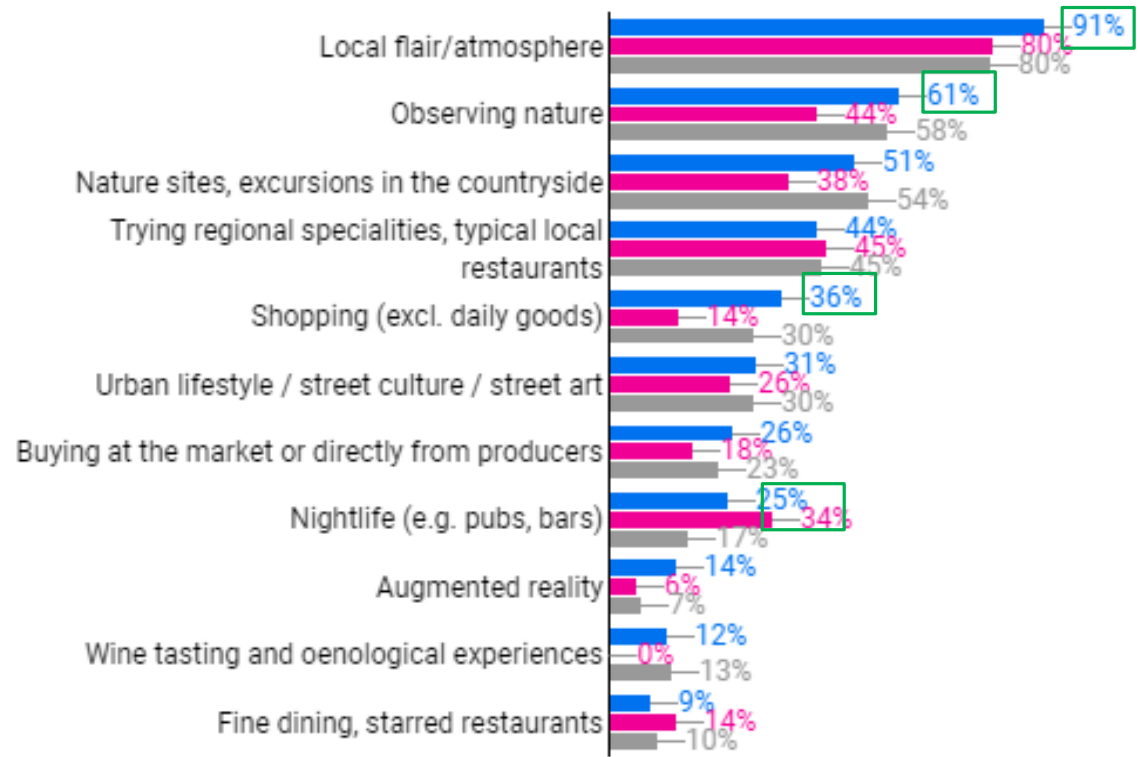
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



Sporting activities undertaken during leisure stays

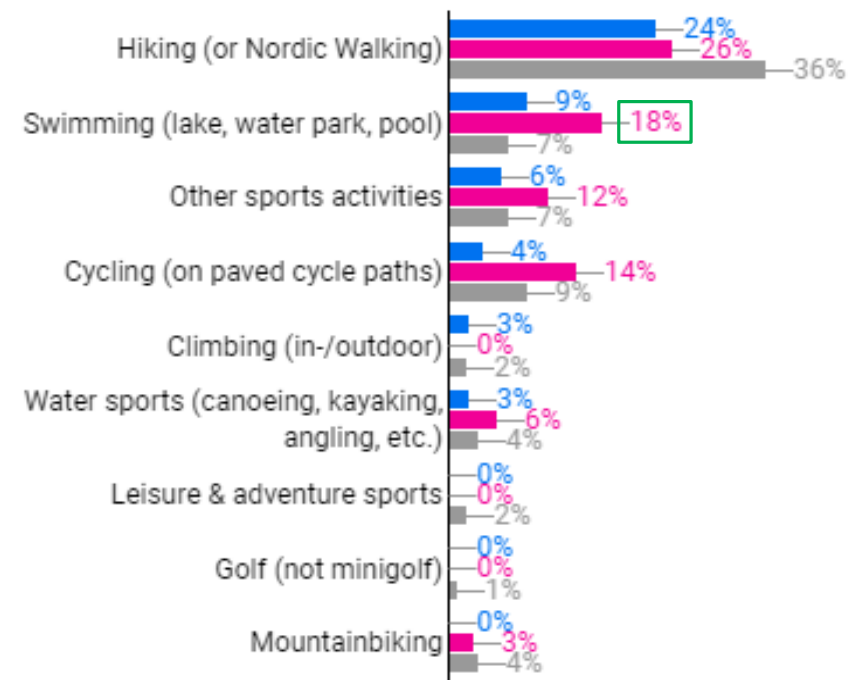
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



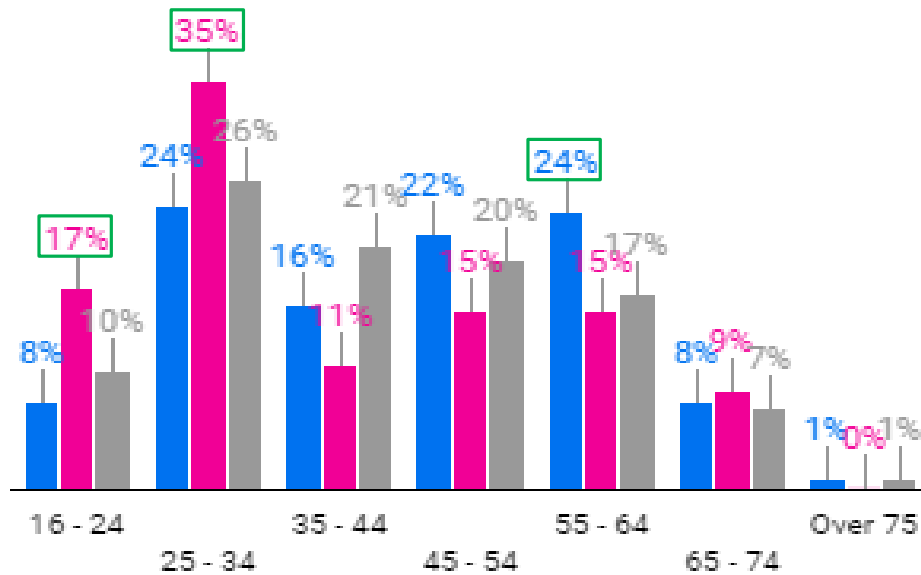


Age groups

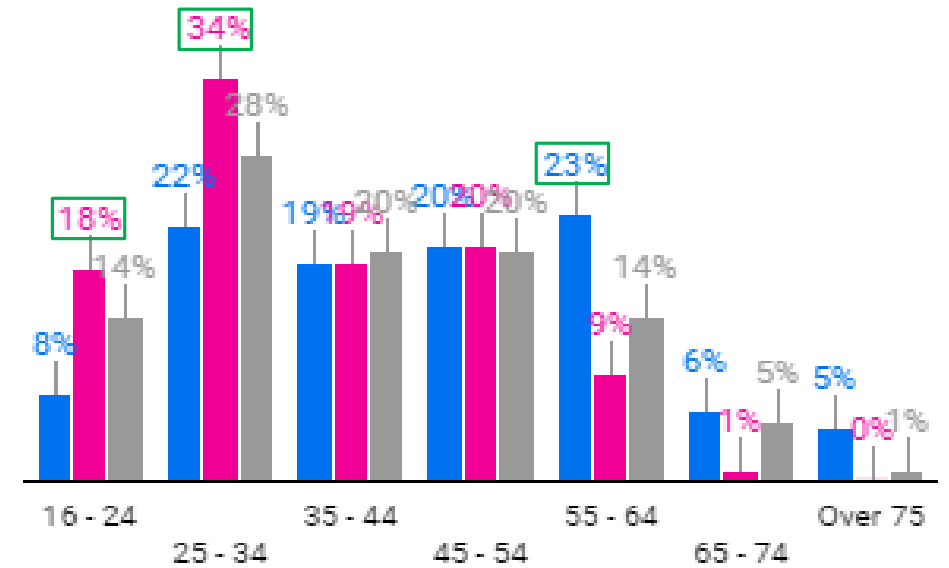
Inbound leisure visitors, 2020-2023

- Culture as holiday/excurs. type
- Visiting Events as travel purpose
- All visitors

Visitors with overnight



Day visitors



Significantly higher than average

Transport (to and in destination)

Inbound leisure visitors, 2020-2023



■ Culture as holiday/excurs. type

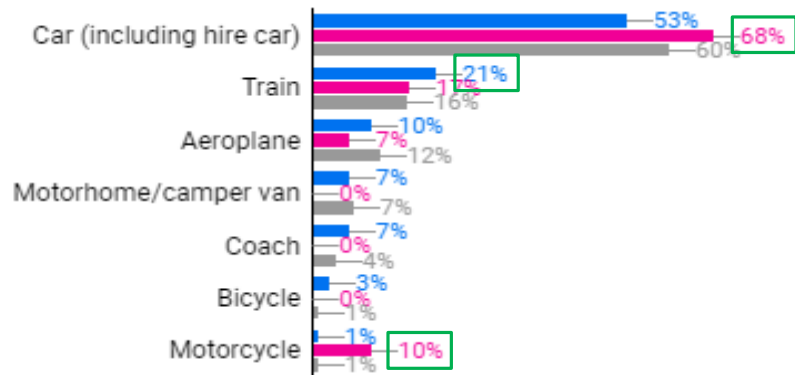
■ Visiting Events as travel purpose

■ All visitors

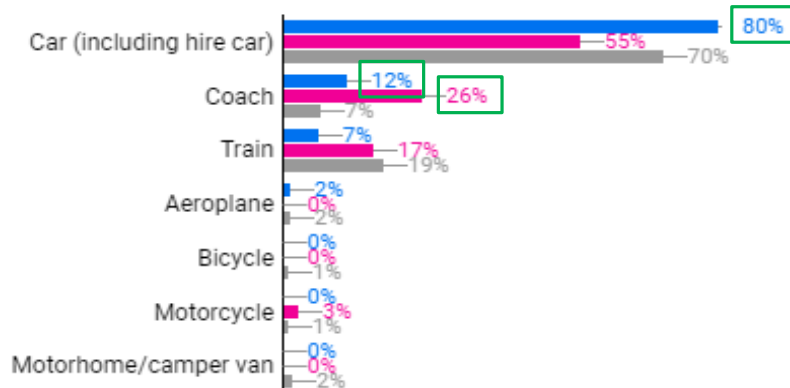
 Significantly higher than average

Transport to destination

Visitors with overnight

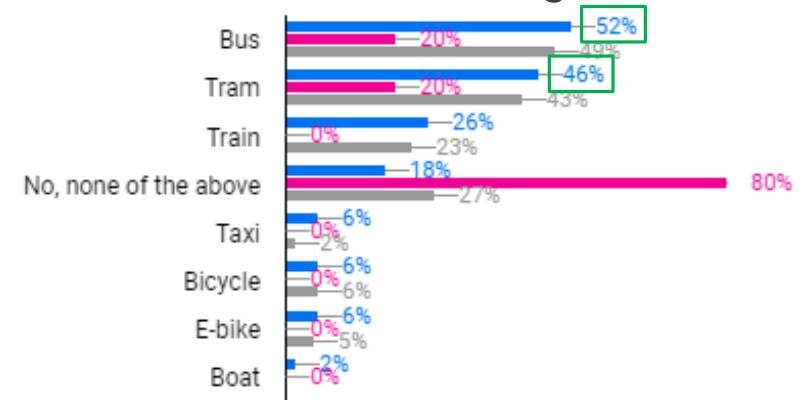


Day visitors

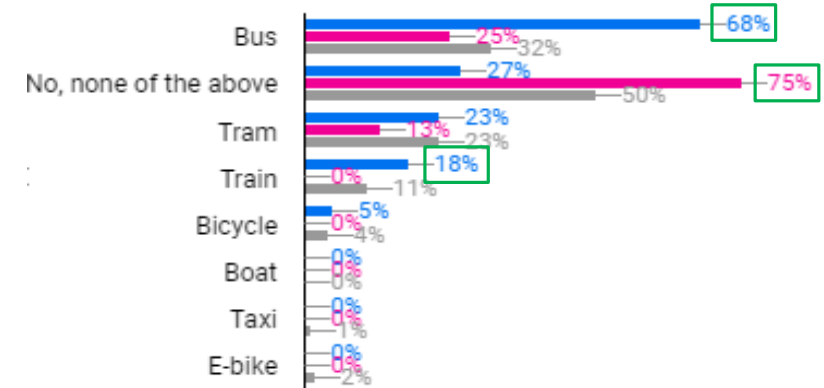


Transport in destination

Visitors with overnight



Day visitors



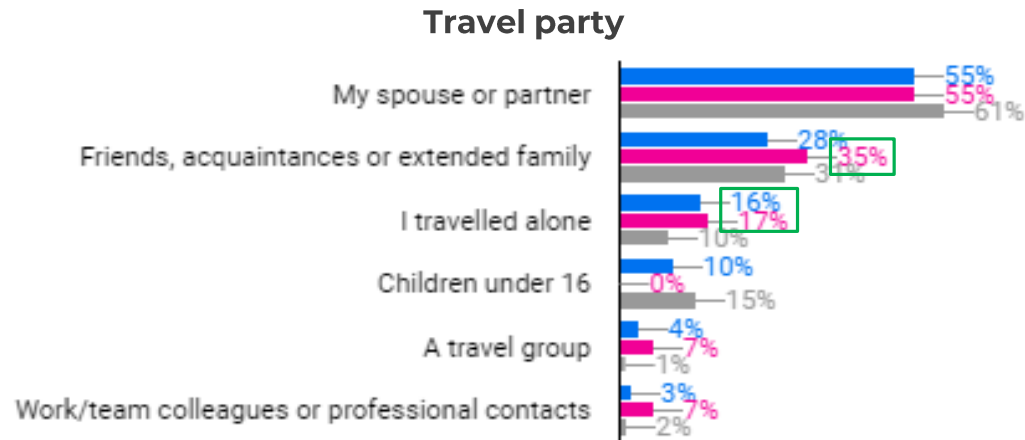
Travel party, repeat visits and cross-border trips

Inbound leisure visitors with overnight, 2020-2023

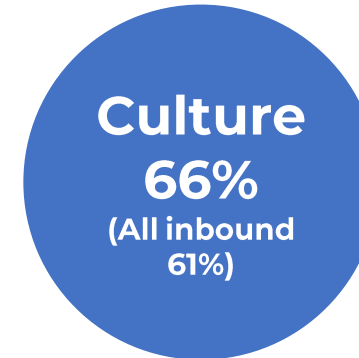


- Culture as holiday type
- Visiting Events as travel purpose
- All visitors

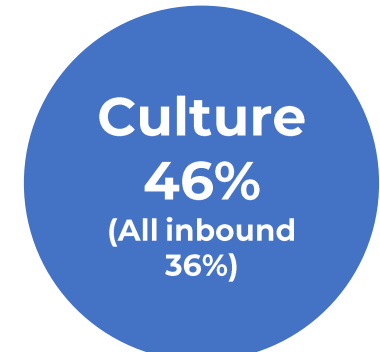
Significantly higher than average



First-time visitors



Visitors spending nights in Luxembourg and abroad during same trip



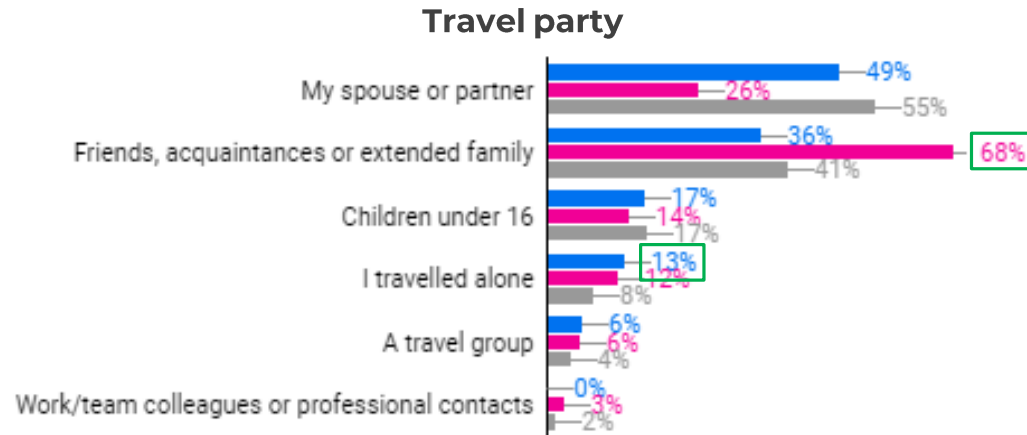
Travel party and repeat visits

Inbound leisure same-day visitors, 2020-2023

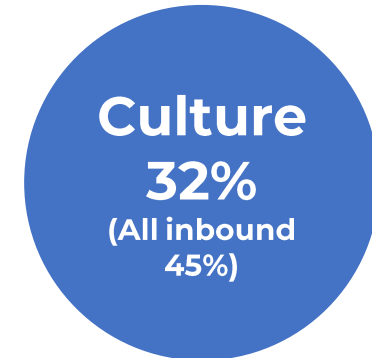


- Culture as excursion type
- Visiting Events as travel purpose
- All visitors

Significantly higher than average



First-time visitors

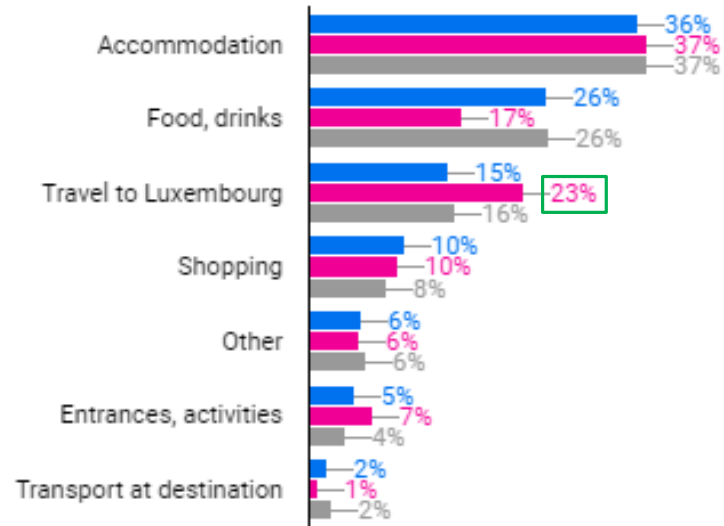


Expenditure, length of stay and quality vs price orientation

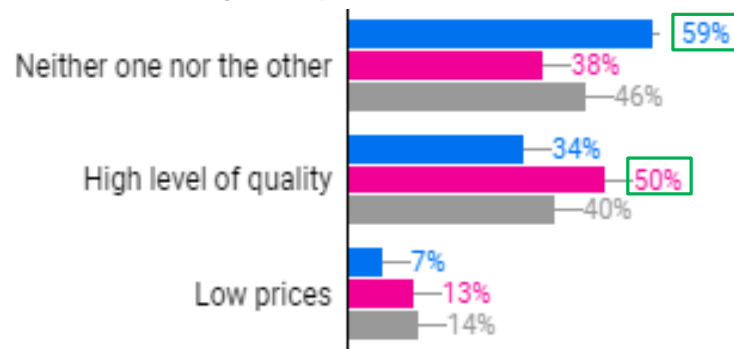


Inbound leisure visitors with overnight, 2020-2023

Breakdown of expenditure by categories

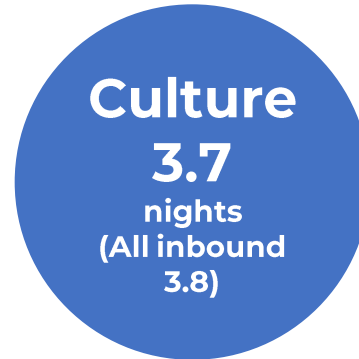


Quality vs. price orientation



- Culture as holiday type
- Visiting Events as travel purpose
- All visitors
- Significantly higher than average

Length of stay



Spend/pers./trip



Spend/pers./day



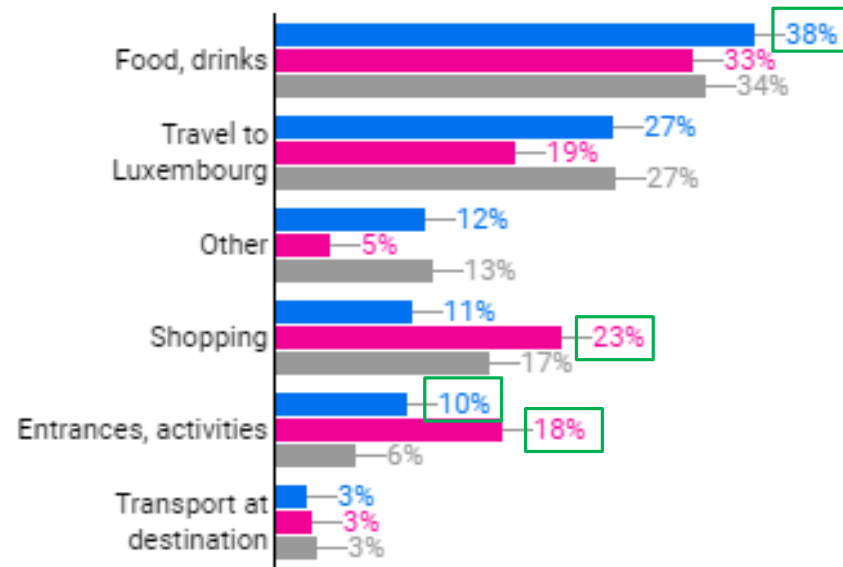
Expenditure

Inbound leisure same-day visitors, 2020-2023



- Culture as excursion type
- Visiting Events as travel purpose
- 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

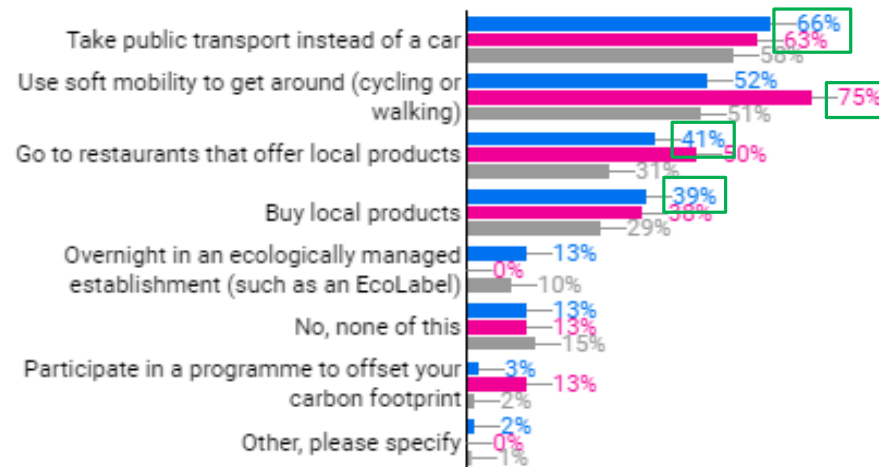


- Culture as holiday/excurs. type
- Visiting Events as travel purpose
- All visitors

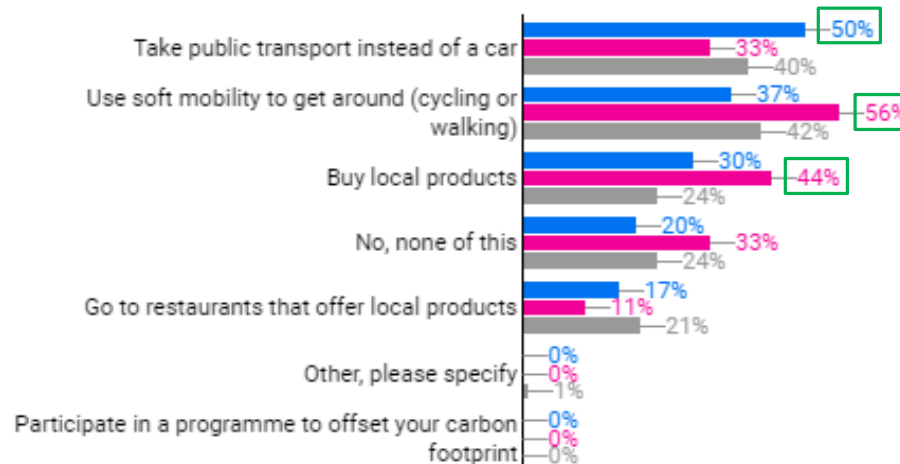
 Significantly higher than average

Sustainable actions during stay

Visitors with overnight

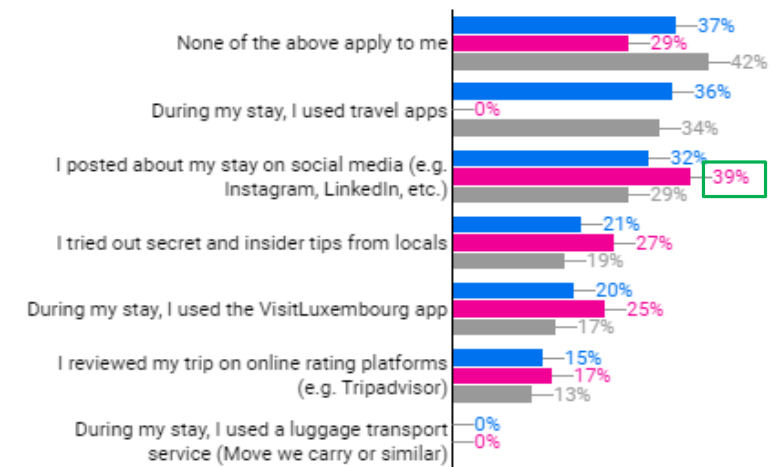


Day visitors

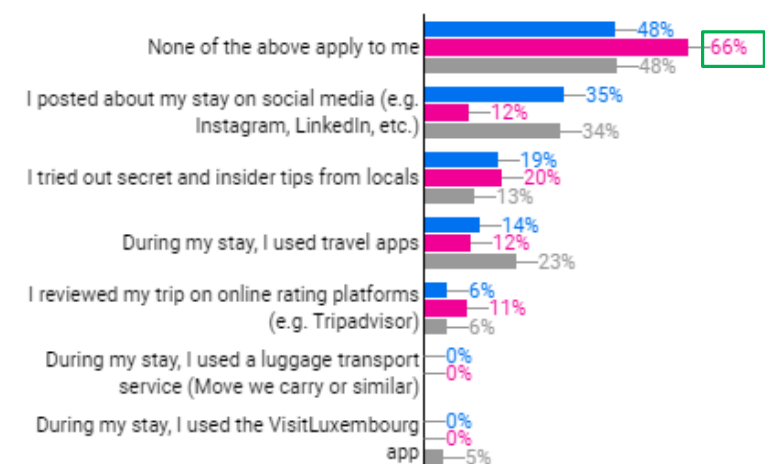


Services used during stay

Visitors with overnight

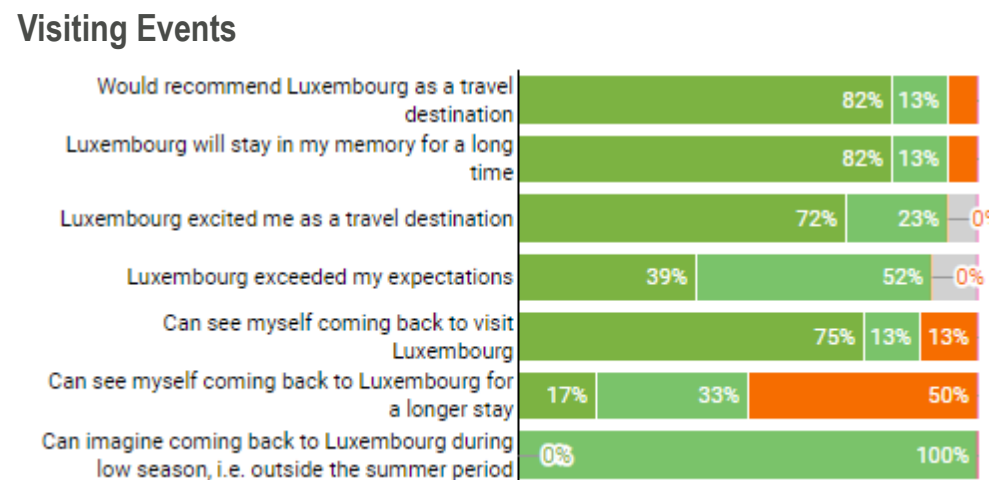
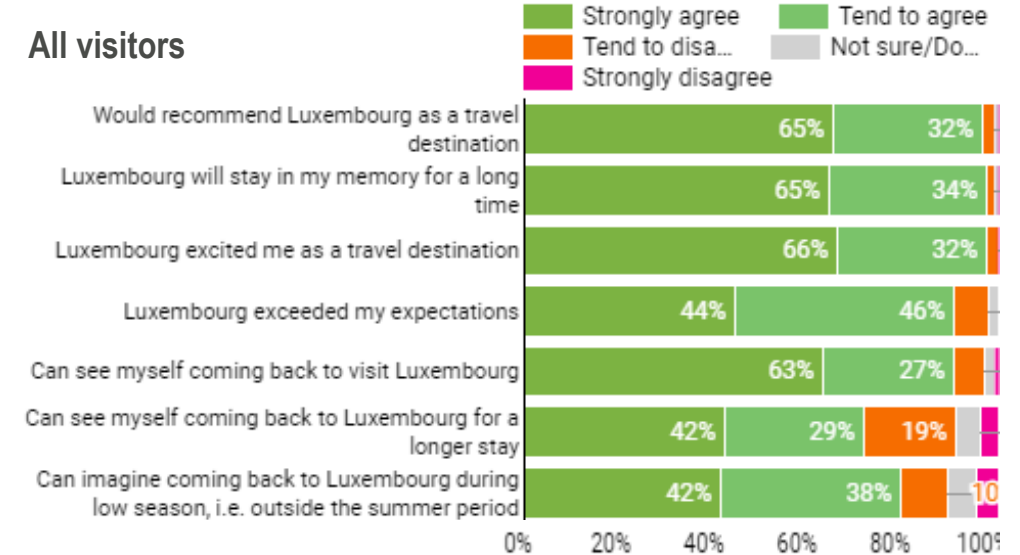
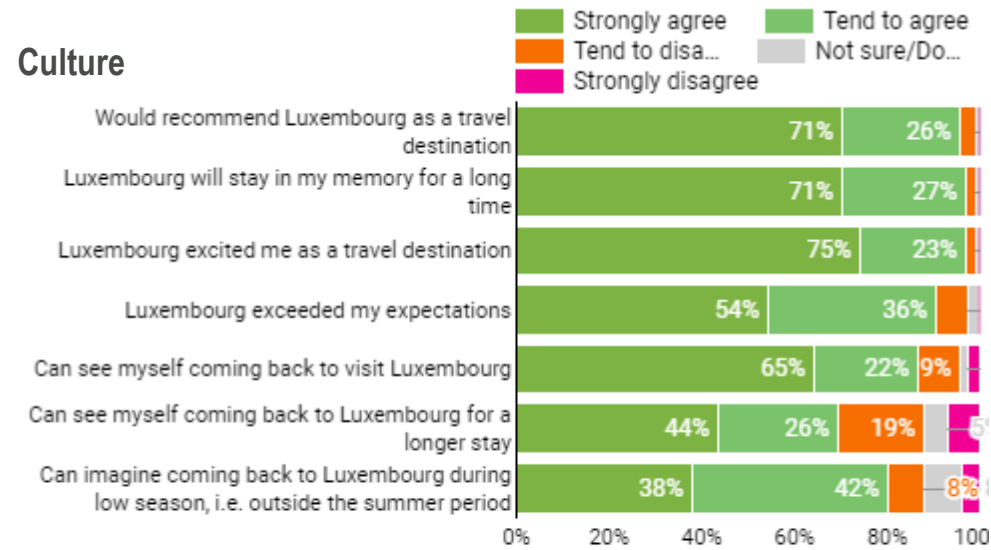


Day visitors



Visitor satisfaction and recommendation

Inbound leisure visitors with overnight, 2020-2023

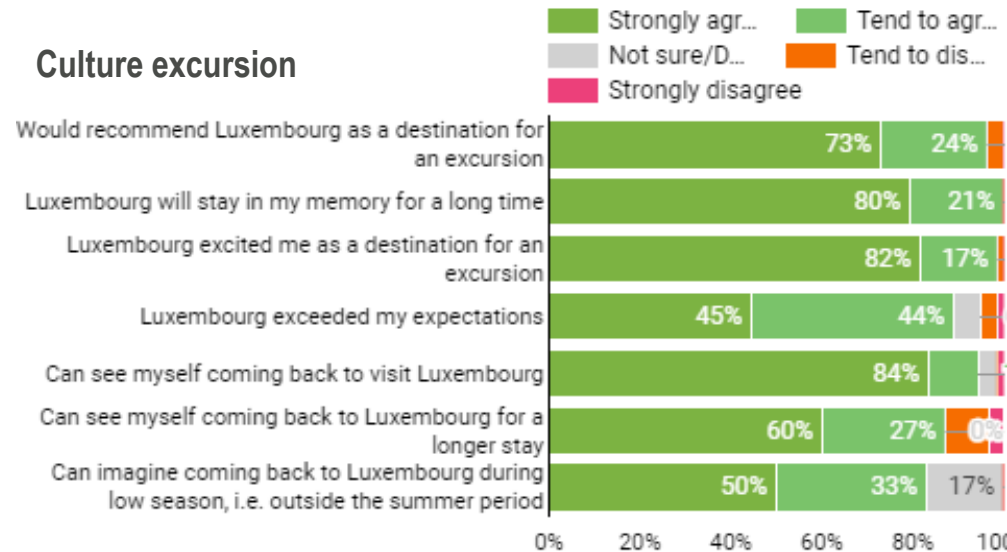


Visitor satisfaction and recommendation

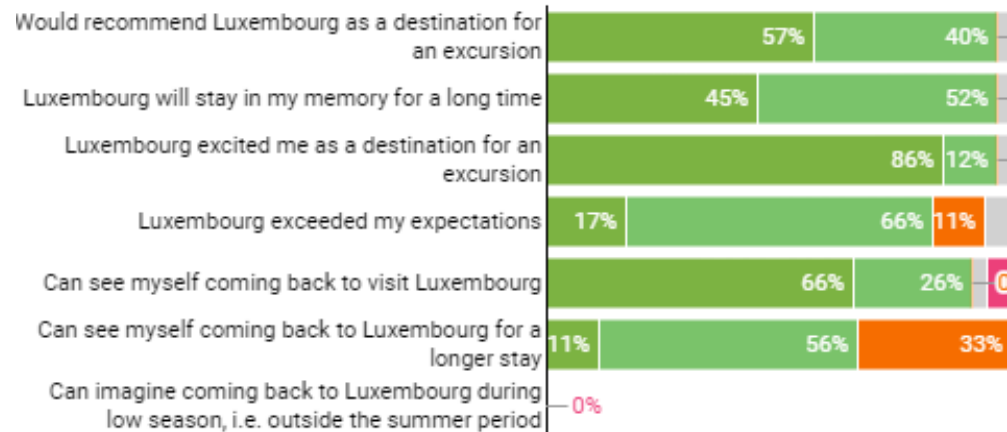
Inbound leisure same-day visitors, 2020-2023



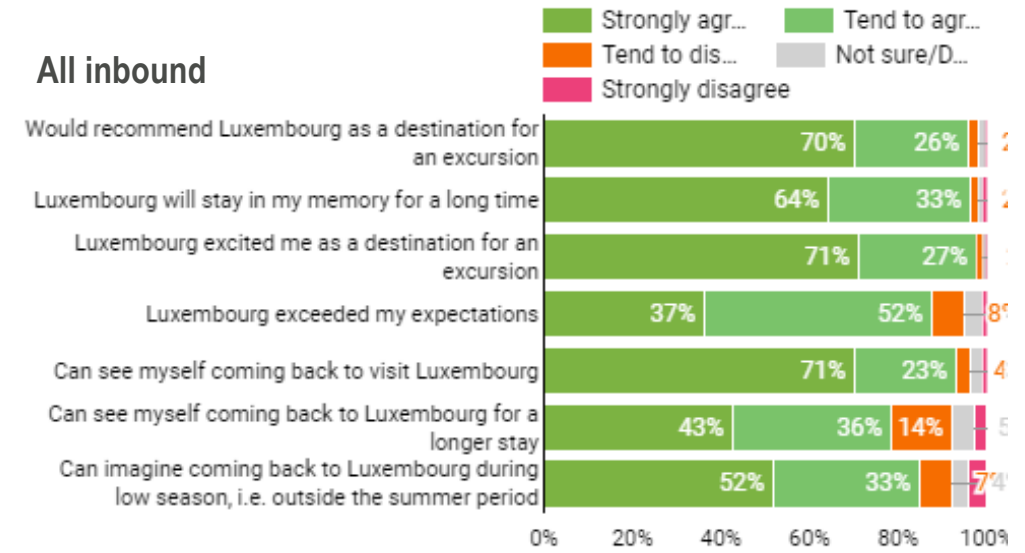
Culture excursion



Visiting Events (travel purpose)



All inbound

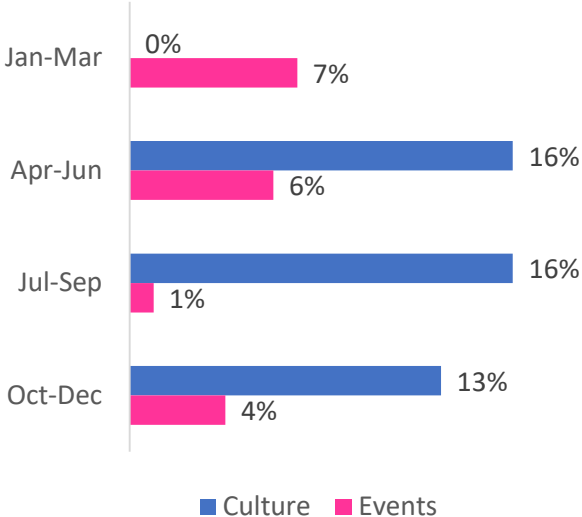


Trip seasonality

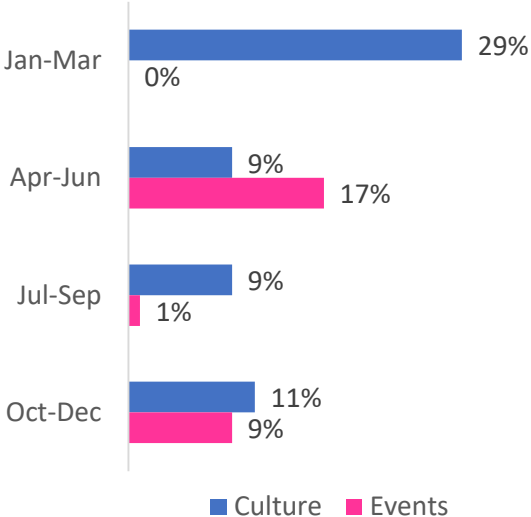
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors














**Destination Awareness &
Growth Potential for
Culture & Events segments**

General theme interest – Culture













	Rank (*)	Total themes in survey	% „very interested“	% „interested“	% „interested“, Ø all themes	„Interested“, population, mn (**)
Average Europe	11	33	-	61%	54%	-
	9	33	33%	60%	52%	36,2
	12	33	27%	57%	53%	7,2
	10	33	32%	60%	54%	4,0
	13	33	33%	59%	53%	3,9
	15	33	27%	54%	51%	4,5
	12	33	33%	61%	55%	28,7
	10	33	35%	63%	53%	30,5
	7	20	26%	61%	40%	26,0
	6	20	30%	68%	44%	23,5
	8	21	28%	60%	47%	16,8
	8	24	33%	60%	54%	2,1
	6	24	29%	56%	51%	2,3
	8	24	26%	56%	52%	4,0
	5	24	55%	74%	60%	5,6

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

General theme interest - Historical & Unesco heritage











	Rank (*)	Total themes in survey	% „very interested“	% „interested“	% „interested“, Ø all themes	„Interested“, population, mn (**)
Average Europe	10	33	-	61%	54%	-
	13	33	33%	58%	52%	34,9
	13	33	30%	56%	53%	7,2
	14	33	29%	58%	54%	3,8
	12	33	35%	59%	53%	3,9
	12	33	27%	57%	51%	4,7
	11	33	35%	64%	55%	29,7
	9	33	36%	63%	53%	30,5
	6	20	34%	65%	40%	27,7
	5	20	33%	69%	44%	23,8
	6	21	-	63%	47%	17,7
	10	24	34%	59%	54%	2,1
	9	24	28%	55%	51%	2,3
	7	24	28%	58%	52%	4,2
	7	24	53%	72%	60%	5,4

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

General theme interest - Visiting Events











	Rank (*)	Total themes in survey	% „very interested“	% „interested“	% „interested“, Ø all themes	„Interested“, population, mn (**)
Average Europe	16	33	-	54%	54%	-
	15	33	24%	55%	52%	23,8
	20	33	23%	48%	53%	6,1
	13	33	24%	59%	54%	3,9
	15	33	25%	55%	53%	3,6
	17	33	17%	50%	51%	4,1
	13	33	27%	61%	55%	28,7
	18	33	21%	53%	53%	25,7
	11	20	-	46%	40%	19,6
	14	20	-	44%	44%	15,2
	11	21	-	48%	47%	13,5
	11	24	29%	59%	54%	2,1
	7	24	20%	55%	51%	2,3
	9	24	55%	55%	52%	4,0
	14	24	28%	61%	60%	4,6

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

Luxembourg's perceived theme competence – Culture



	Rank (*)	Total themes in survey	% „very suitable“	% „very suitable“, Ø all themes	„very suitable“, population, mn (**)
Average Europe	6	26	30%	24%	-
	8	26	29%	23%	17,1
	13	26	22%	26%	2,9
	7	26	28%	22%	1,9
	4	26	33%	23%	2,2
	11	26	24%	25%	2,0
	7	26	27%	22%	12,8
	6	26	30%	22%	14,5
	3	15	27%	21%	11,5
	3	15	33%	25%	11,4
	3	10	32%	27%	9,0
	4	20	34%	27%	1,2
	6	20	28%	24%	1,2
	5	20	26%	21%	1,9
	3	20	48%	33%	3,6











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 – Historical & Unesco heritage



	Rank (*)	Total themes in survey	% „very suitable“	% „very suitable“, Ø all themes	„very suitable“, population, mn (**)
Average Europe	12	26	25%	24%	-
	11	26	24%	23%	14,2
	18	26	21%	26%	2,7
	13	26	20%	22%	1,3
	11	26	23%	23%	1,5
	17	26	22%	25%	1,8
	13	26	23%	22%	10,6
	12	26	23%	22%	10,9
	6	15	22%	21%	9,4
	6	15	27%	25%	9,3
	7	20	28%	27%	1,0
	9	20	25%	24%	1,0
	9	20	21%	21%	1,5
	6	20	42%	33%	3,2








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 – Visiting Events



	Rank (*)	Total themes in survey	% „very suitable“	% „very suitable“, Ø all themes	„very suitable“, population, mn (**)
Average Europe	23	26	16%	24%	-
	22	26	17%	23%	10,1
	26	26	10%	26%	1,3
	14	26	20%	22%	1,3
	17	26	19%	23%	1,2
	26	26	11%	25%	0,9
	14	26	20%	22%	9,5
	19	26	16%	22%	7,5

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



– Culture (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	7	26	3	26
NLA	13	26	7	26
RS	8	26	6	26
SB	8	26	7	26
PS	10	26	11	26
LO	9	26	7	26

General theme interest vs. Luxembourg's theme competence



– Historical & Unesco heritage (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	6	26	8	26
NLA	9	26	10	26
RS	9	26	12	26
SB	7	26	12	26
PS	14	26	12	26
LO	8	26	12	26

General theme interest vs. Luxembourg's theme competence



– Visiting Events (Ø DE-NL-CH-AT-BE-FR-UK)

LFT target segments

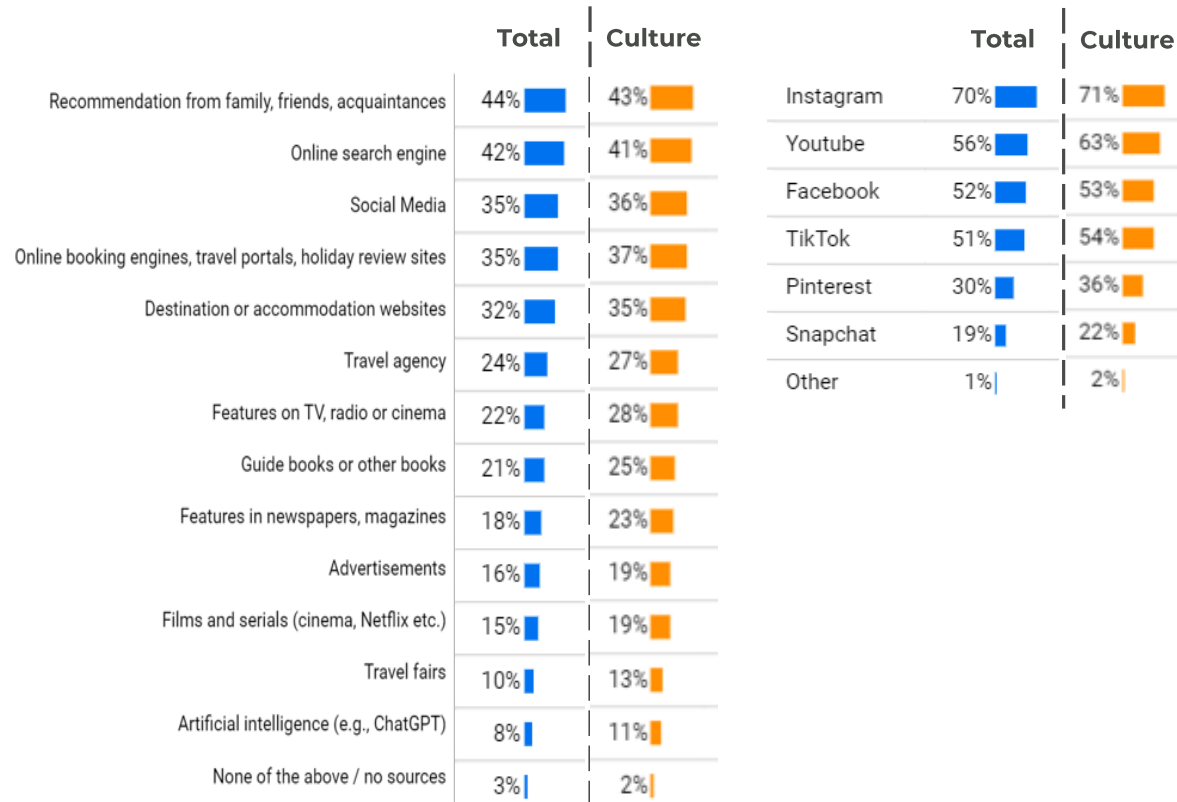
	„Interested“, Rank	<i>Total themes in survey</i>	„Very suitable“, Rank	<i>Total themes in survey</i>
EXP	12	26	23	26
NLA	15	26	25	26
RS	12	26	23	26
SB	13	26	21	26
PS	9	26	17	26
LO	12	26	25	26

Trip organisation and preferences (1) (*)

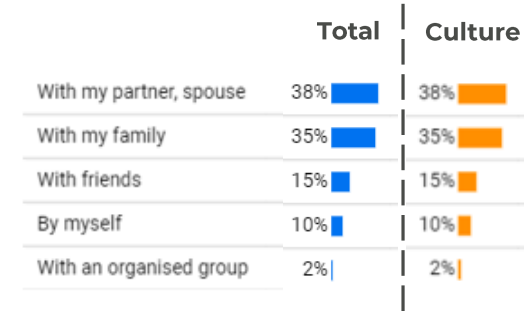
— Average **European source markets**, total vs. travellers interested in culture



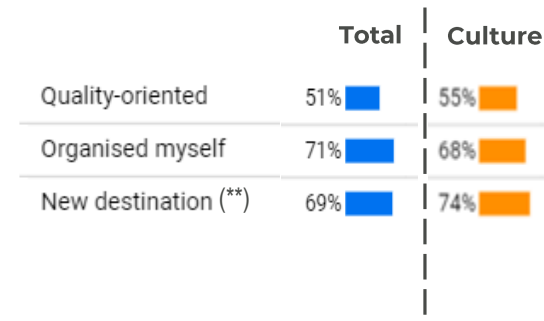
Preferred sources of travel inspiration



Travel party



Quality orientation, self-organisation, new destination



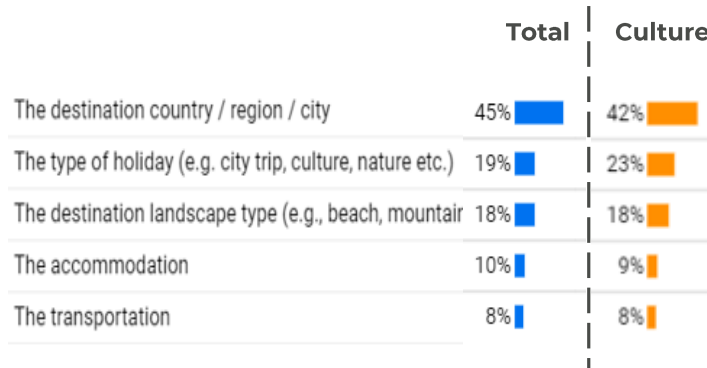
(*) During last outbound holiday trip.
 (**) Travelled to a destination never visited before.

Trip organisation and preferences (2) (*)

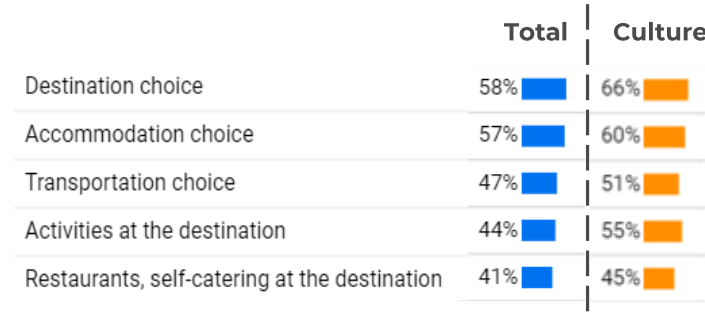
— Average **European source markets**, total vs. travellers interested in culture



Aspects of trip first decided



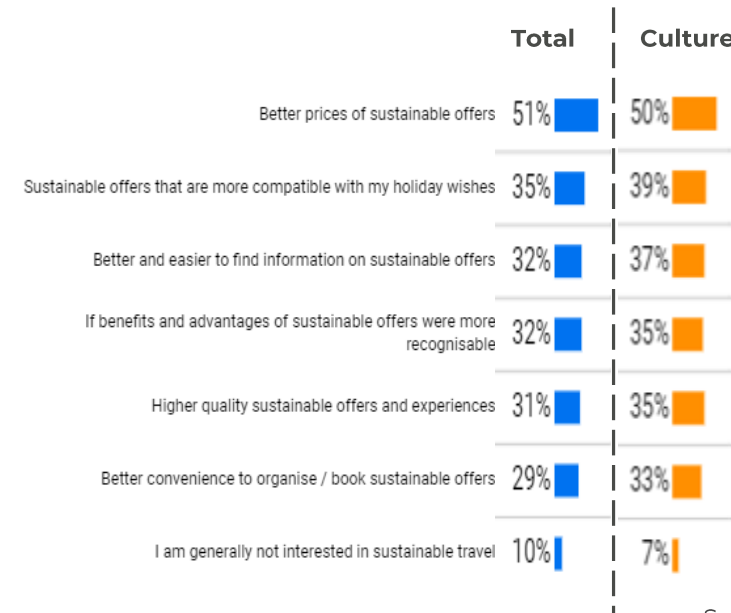
Importance of sustainability for choice of trip components



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



Alain Krier

Head of Insights & Strategy

T. +352 42 82 82 36

alain.krier@LfT.lu



Luxembourg for Tourism GIE
6, rue Antoine de Saint-Exupéry
L-1432 Luxembourg-Kirchberg
www.visitluxembourg.com