X

Luxembourg for Tourism Theme profile CULTURE & EVENTS 2023

TERRAL CONTRACTOR

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)

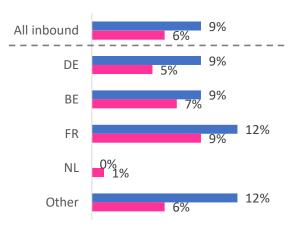


Culture Events

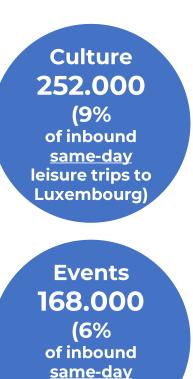
Sources: LFT/Ilres Visitor Survey, 2020-2023; trip volumes are estimates based on World Travel Monitor/IPK International & Editus/LFT mobile phone data).

Volume of leisure visitors with 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)







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

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

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

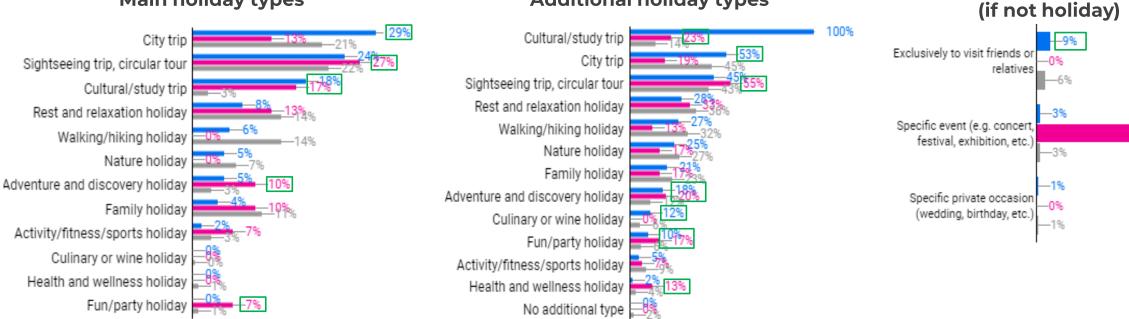
Culture as holiday type

Significantly higher than average

Visiting Events as travel purpose

Main holiday types

All visitors



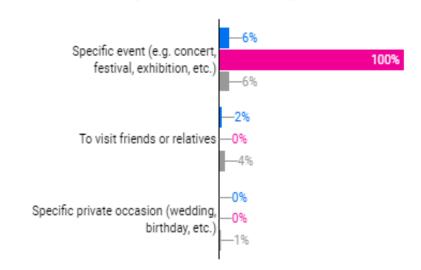
Additional holiday types Main purpose of overnight trip

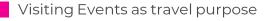
100%

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



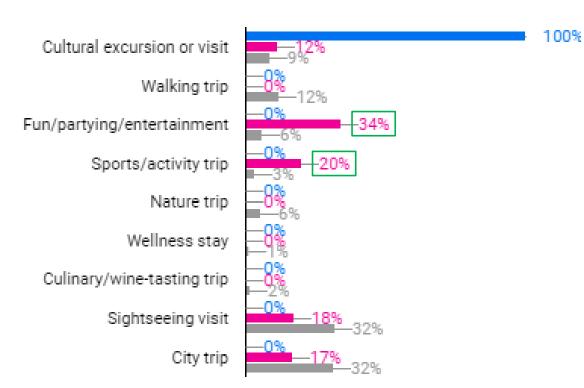
Main purpose of same-day trip (if not excursion)



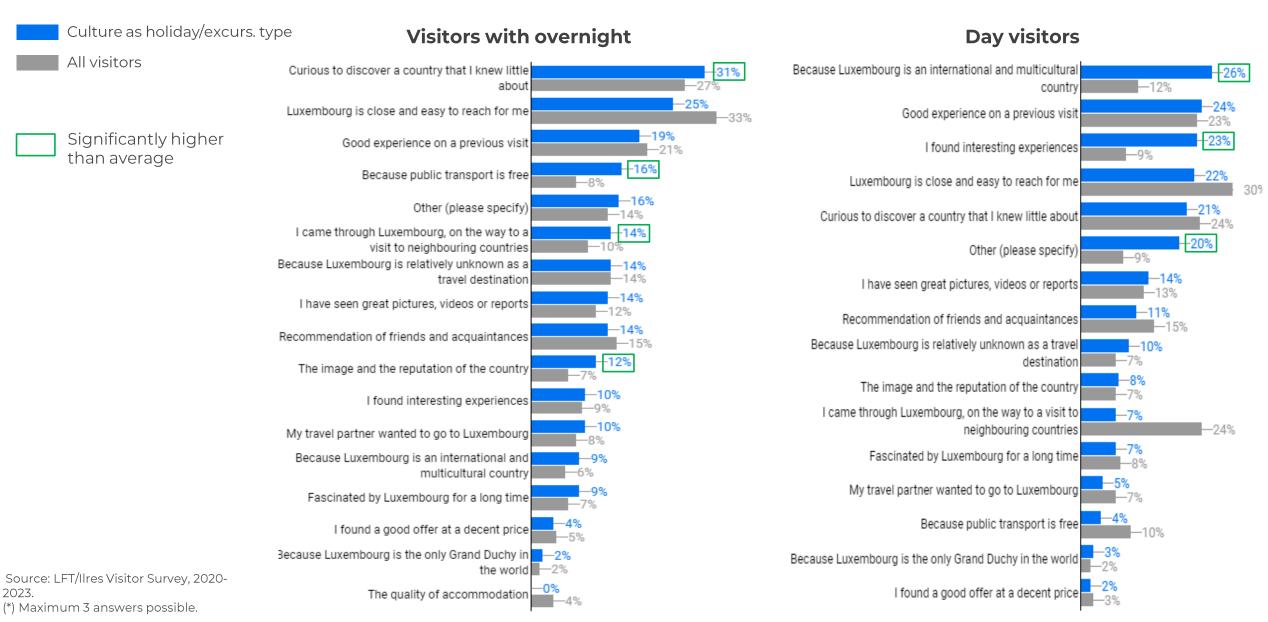


Culture as excursion type

All visitors



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



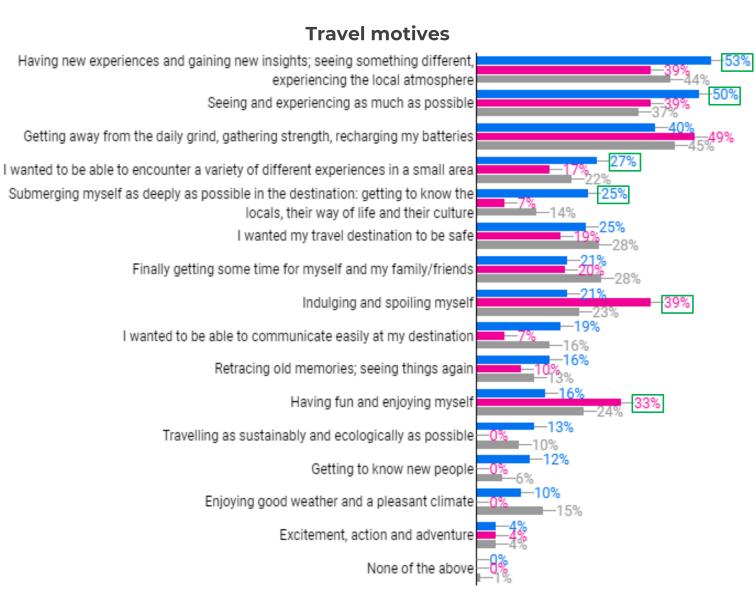
Key travel motives and emotions Inbound leisure visitors with overnight, 2020-2023

Personally enriching travel experience, added meaning to my life Recreation, relaxation, returned rested Happiness, well-being Connected with nature; consciously experienced natur Tried something new A defining interpersonal experience (e.g. though encounters with locals) Mindfulness; travelled with more conscience Change, self-fulfilment None of the above emotions apply to Culture as holiday type Visiting Events as travel purpose All visitors

Significantly higher

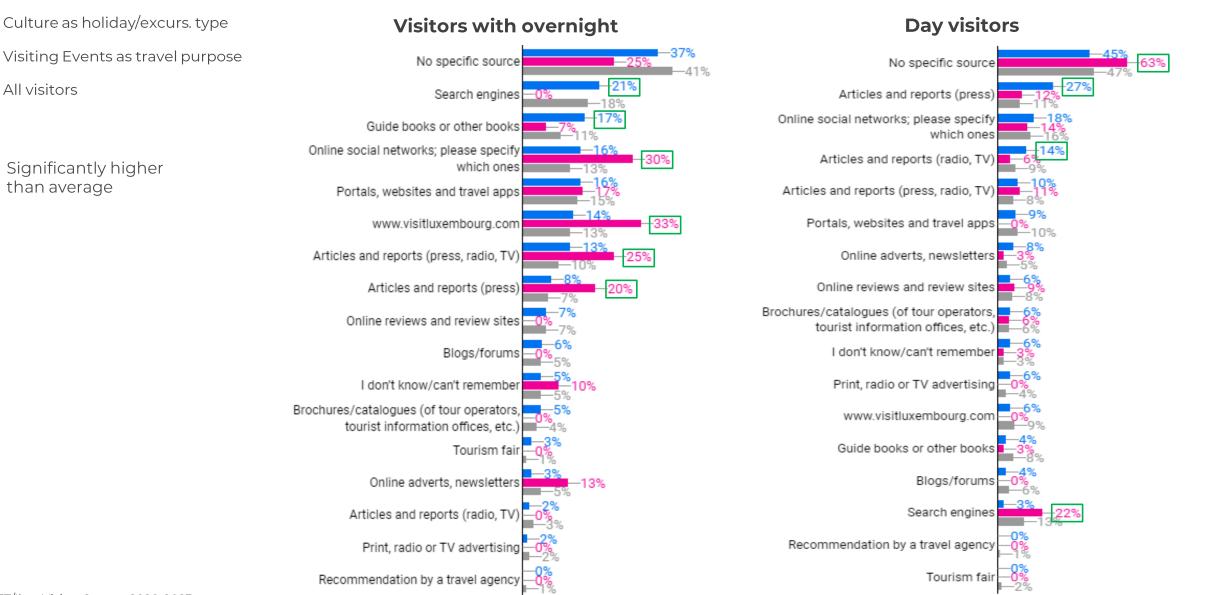
than average

Emotions experienced during stay



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

Inspiration sources Inbound leisure visitors, 2020-2023



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



Visiting Events as travel purpose

All visitors **Destination region** Type of accommodation 59% Hotel, guest house, bed and breakfast Luxembourg-ville Staying with friends or relatives Nord Campsite: own tent or caravan Est Holiday apartment or house Centre Youth hostel, other hostel, group accommodation, summer camp Sud Motorhome, camper van Campsite: rented hut/lodge or self-catering accommodation Significantly higher Other (please specify) than average Own secondary property

Farm

Target segments Inbound leisure visitors, 2020-2023



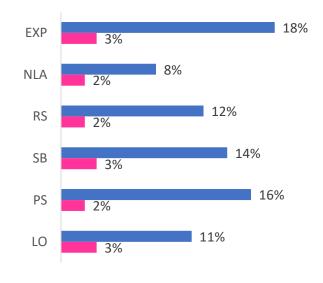
EXP – Explorers NLA – Nature-Loving Actives RS – Relaxation Seekers SB – Short Breakers PS – Perfection Seekers

LO – Leisure Oriented

Visitors with overnight

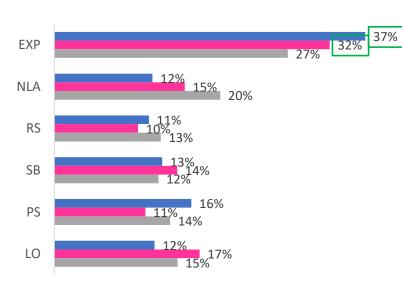
than average

Significantly higher



Culture Events

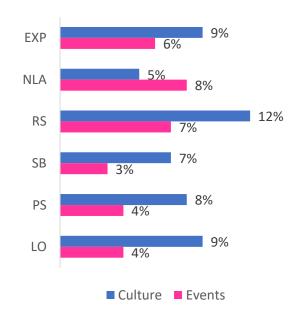
Reading example: 18% of Explorers have culture as a holiday type



Culture Events All visitors

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

Day visitors





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

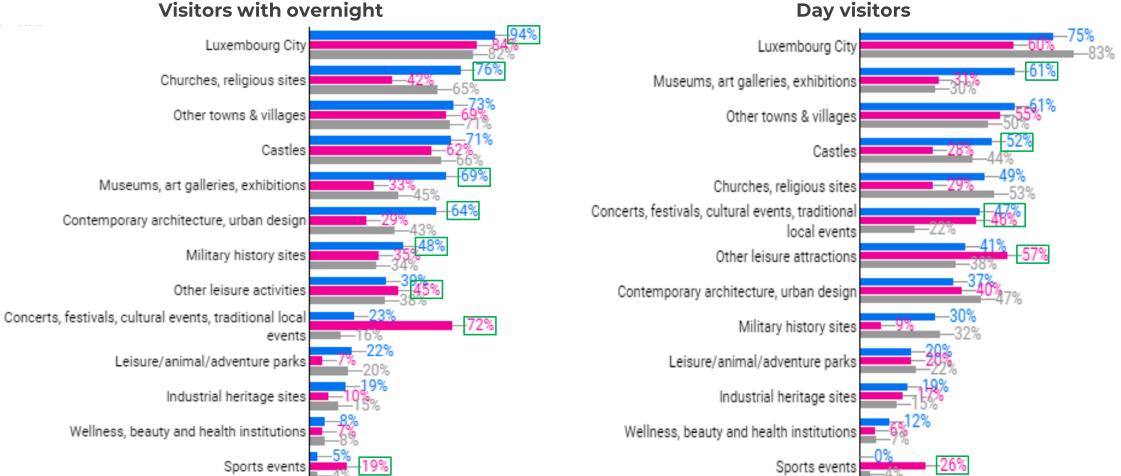
Culture as holiday/excurs. type

Sigr

Significantly higher than average

Visiting Events as travel purpose

All visitors



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

Non-sporting activities undertaken during leisure stays Inbound leisure visitors, 2020-2023

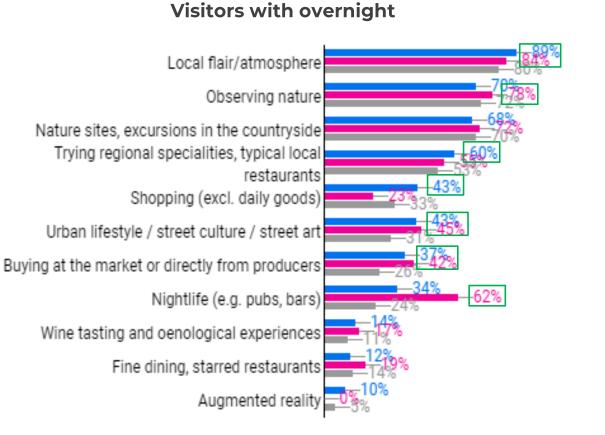
Culture as holiday/excurs. type

Signi

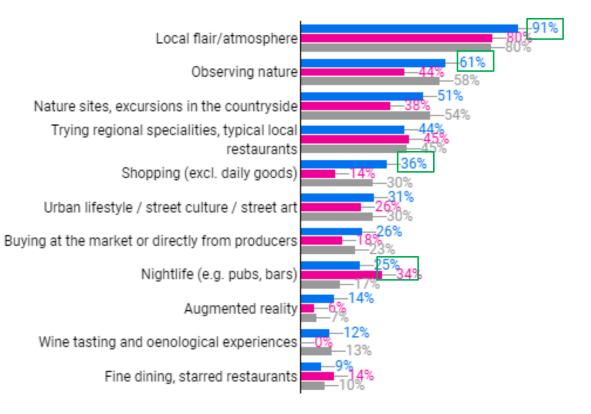
Significantly higher than average

Visiting Events as travel purpose

All visitors







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

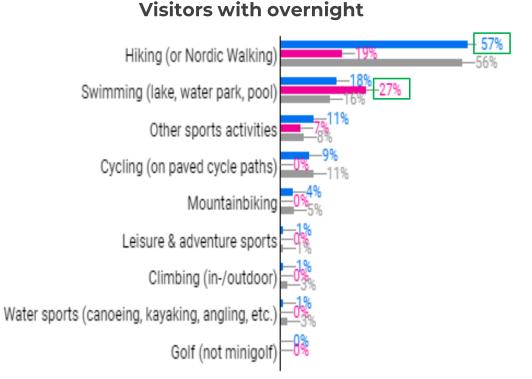
Culture as holiday/excurs. type

Signif

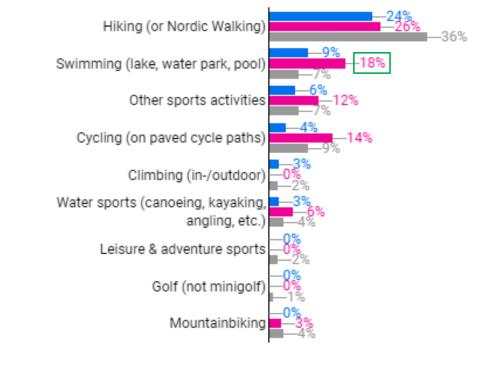
Significantly higher than average

Visiting Events as travel purpose

All visitors



Day visitors

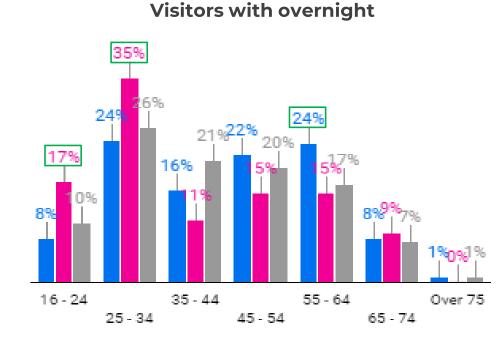


Age groups Inbound leisure visitors, 2020-2023

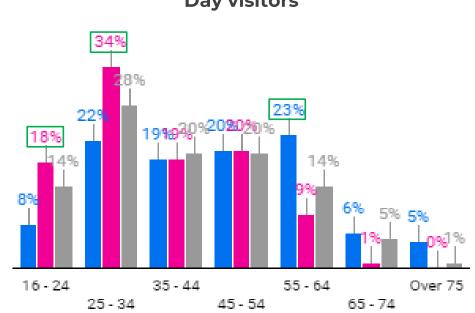


Visiting Events as travel purpose

All visitors



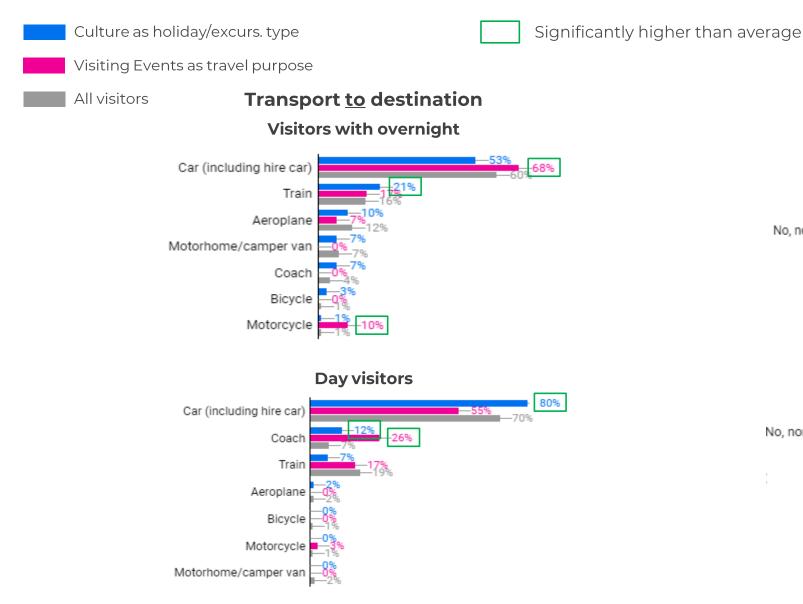
Significantly higher than average



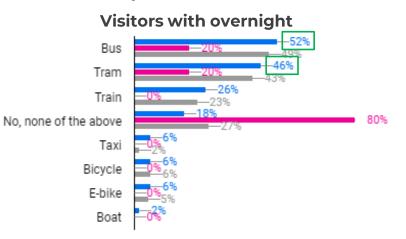
Day visitors

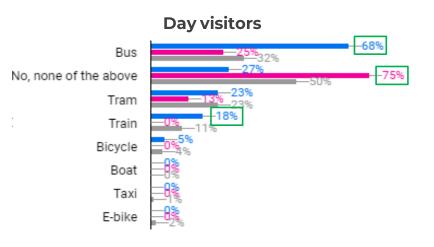
Source: LFT/Ilres Visitor Survey, 2020-2023.

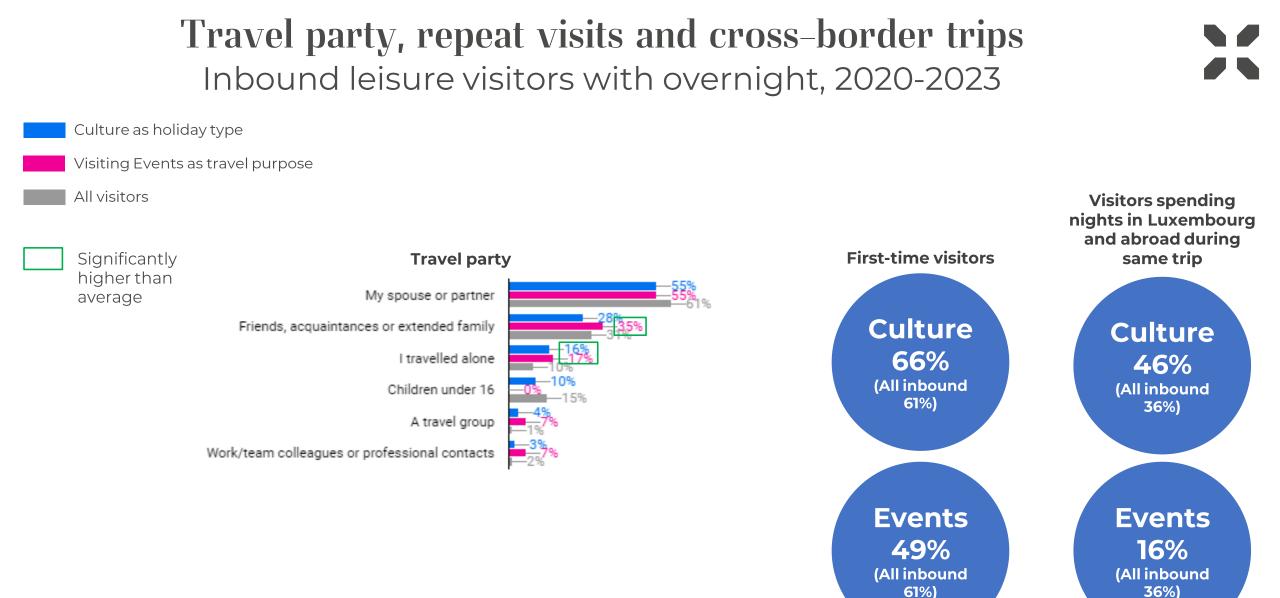
Transport (to and in destination) Inbound leisure visitors, 2020-2023

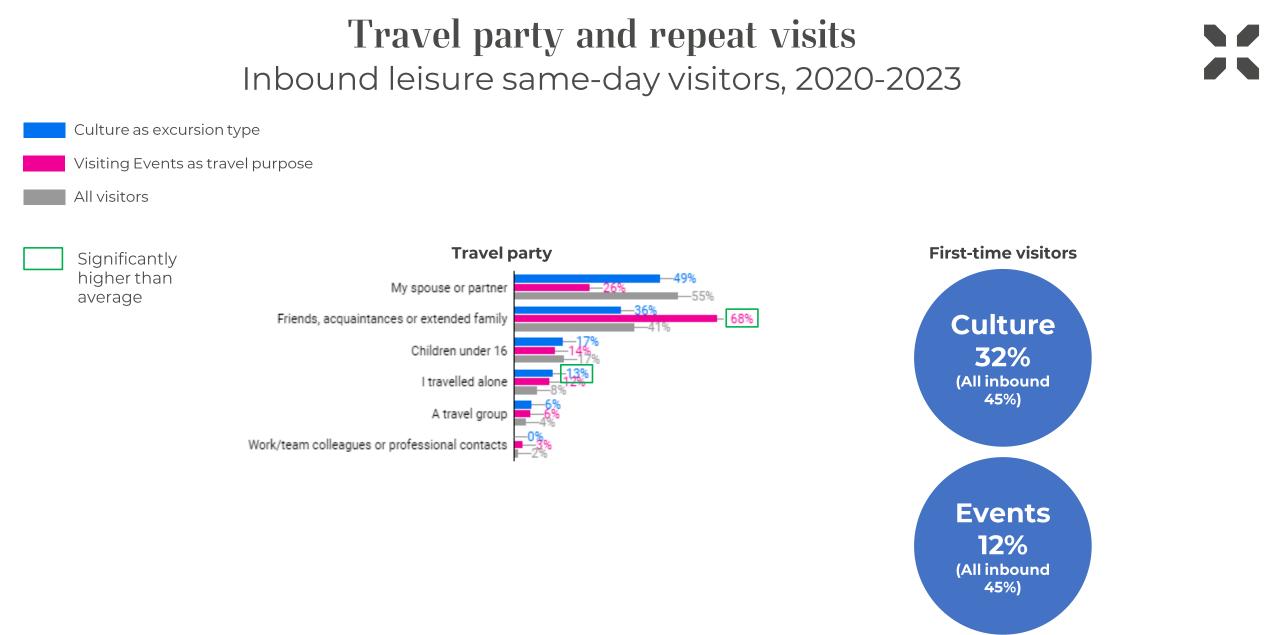


Transport in destination

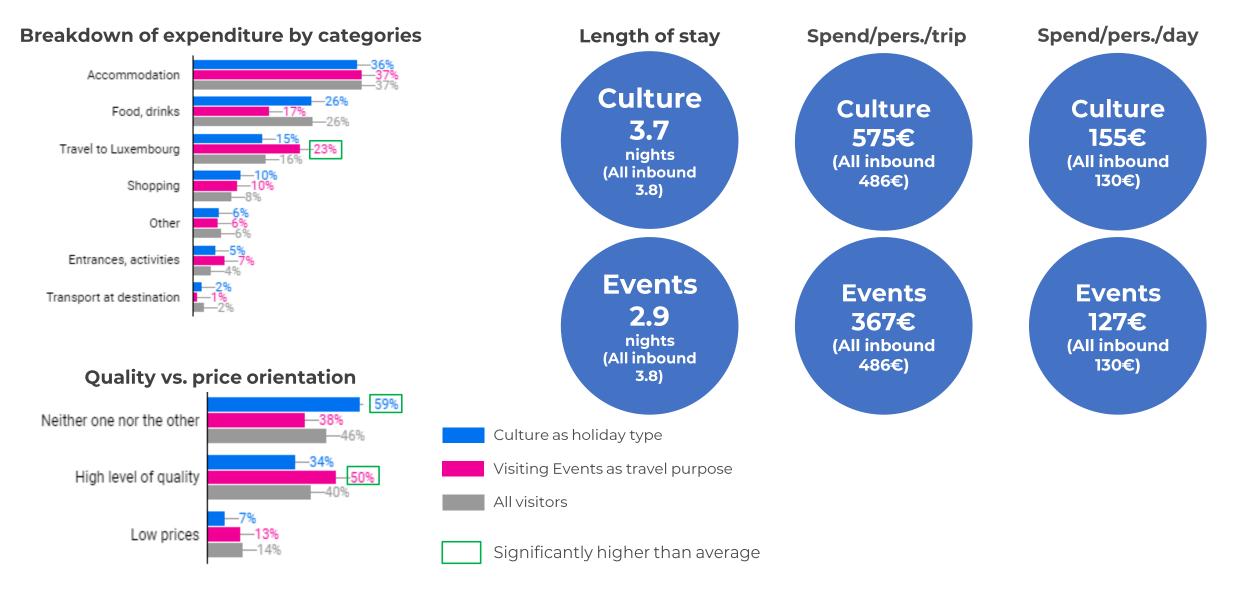








Expenditure, length of stay and quality vs price orientation Inbound leisure visitors with overnight, 2020-2023

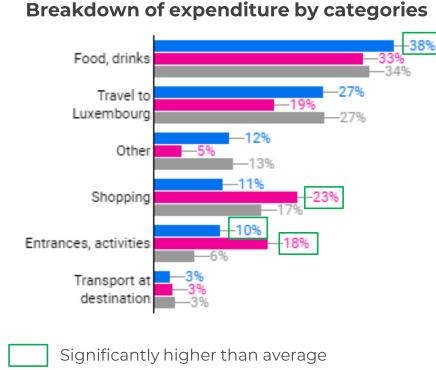


Expenditure Inbound leisure same-day visitors, 2020-2023

Culture as excursion type

Visiting Events as travel purpose

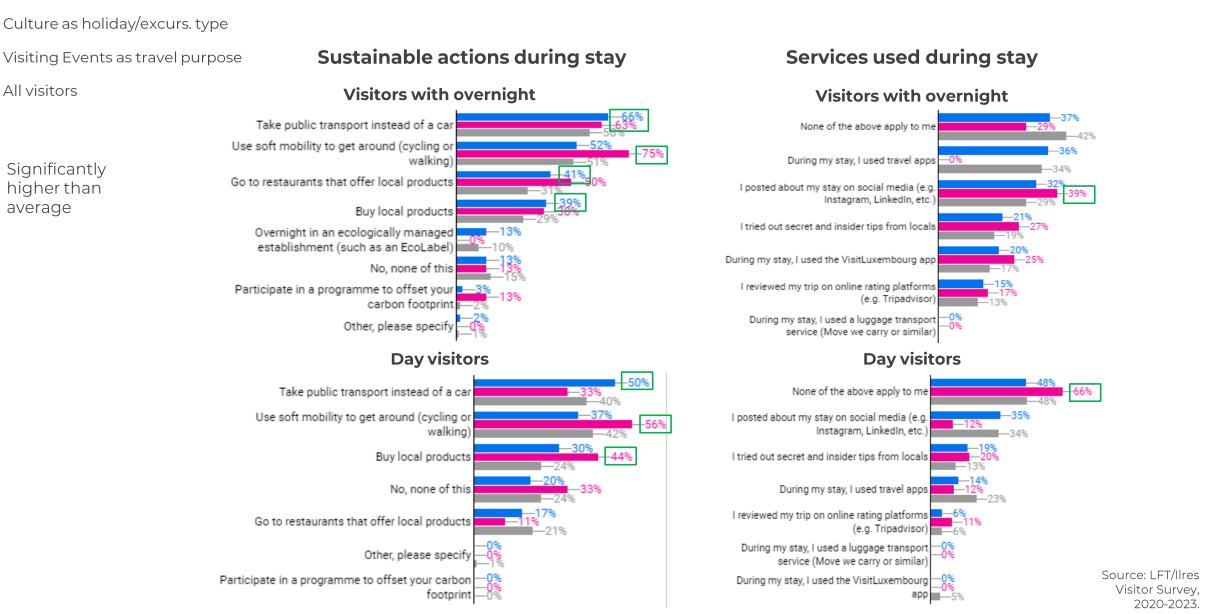
All visitors



Spend/pers./day trip



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

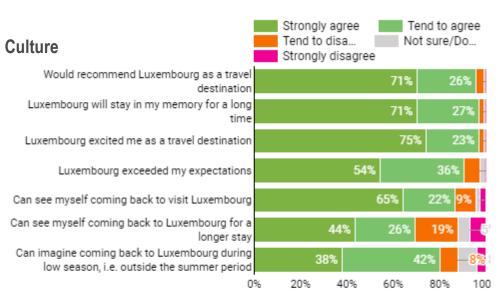


Significantly higher than average

All visitors

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

All visitors		Tend t	gly agree to disa gly disagr		Tend t Not su	-	
Would recommend Luxembourg as a travel destination				65%		32	%
Luxembourg will stay in my memory for a long time				65%		34	1%
Luxembourg excited me as a travel destination				66%		32	2%
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	9%	19%	
Can imagine coming back to Luxembourg during low season, i.e. outside the summer period			42%		38%		-10
09	6	20%	40%	60%	809	6	1009

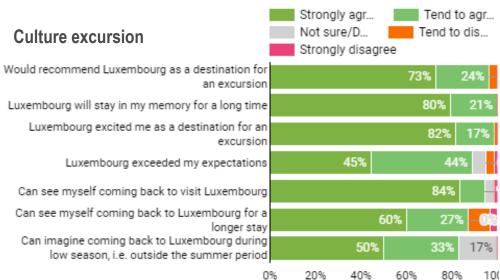


Visiting Events

Would recommend Luxembourg as a travel destination		8	2% 13%
Luxembourg will stay in my memory for a long time		8	2% 13%
Luxembourg excited me as a travel destination		72%	23% —0
Luxembourg exceeded my expectations	39%		52% —0%
Can see myself coming back to visit Luxembourg		75%	i 13% <mark>13%</mark>
Can see myself coming back to Luxembourg for a longer stay	17%	33%	50%
Can imagine coming back to Luxembourg during low season, i.e. outside the summer period	0%		100%

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

All inbound		Strongly Tend to d Strongly	lis	N	end to a ot sure/D	-
Would recommend Luxembourg as a destination for an excursion				70%	269	% - 1
Luxembourg will stay in my memory for a long time				64%	33	% 1
Luxembourg excited me as a destination for an excursion				71%	27	'% -
Luxembourg exceeded my expectations		37%			52%	-85
Can see myself coming back to visit Luxembourg				71%	23%	- 4
Can see myself coming back to Luxembourg for a longer stay		43	3%	3	6% <mark>14%</mark>	- 5
Can imagine coming back to Luxembourg during low season, i.e. outside the summer period			52%		33%	-7 %
0	%	20%	40%	60%	80%	100%



Culture excursion

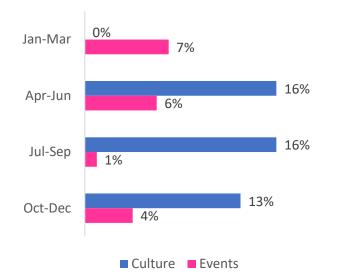
an execution
Luxembourg will stay in my memory for a long time
Luxembourg excited me as a destination for an excursion
Luxembourg exceeded my expectations
Can see myself coming back to visit Luxembourg
Can see myself coming back to Luxembourg for a longer stay
Can imagine coming back to Luxembourg during

Visiting Events (travel purpose)

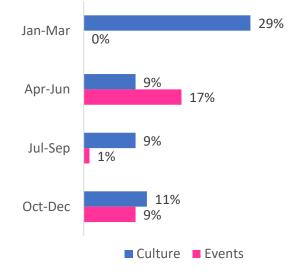
Would recommend Luxembourg as a destination for an excursion		57%	40%
Luxembourg will stay in my memory for a long time	45%		52% -
Luxembourg excited me as a destination for an excursion			86% 12%
Luxembourg exceeded my expectations	17%		66% <mark>11%</mark>
Can see myself coming back to visit Luxembourg		66%	26% <mark>- (</mark>
Can see myself coming back to Luxembourg for a longer stay	11%	56%	33%
Can imagine coming back to Luxembourg during low season, i.e. outside the summer period	0%		

Trip seasonality Inbound leisure visitors, 2020-2023

Visitors with overnight



Day visitors



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

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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
in the second	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
œ	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	Themes for which Luxembourg is considered most suitable as a holiday
	3	10	32%	27%	9,0	destination, % of respondents agreeing.
	4	20	34 %	27%	1,2	(*) Rank among all surveyed themes in respective source market. Based on % "suitable" for theme. (**) Aged 18-74.
	6	20	28%	24%	1,2	n.b. : Further information on theme interest and
	5	20	26 %	21%	1,9	Luxembourg's theme competence, e.g. for past visitors and new potential visitors can be found in LFT's Brand &
(D	3	20	48 %	33%	3,6	Potential Study report.

Luxembourg's perceived theme competence – Historical & Unesco heritage

Potential Study report.

	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	Themes for whi							Themes for which Luxembourg is considered most suitable as a holid
	7	20	28 %	27%	1,0	(*) Rank a		(*) Rank among all surveyed themes in re	(*) Rank among all surveyed themes in respective sou	(*) Rank among all surveyed themes in respective source	(*) Rank among all surveyed themes in respective source m	(*) Rank among all surveyed themes in respective source ma	destination, % of respondents agreeir (*) Rank among all surveyed themes in respective source mark
	9	20	25%	24%	1,0	· · ·	.,	Based or	Based on % "suitable	Based on % "suitable" for	Based on % "suitable" for th	Based on % "suitable" for the	Based on % "suitable" for them (**) Aged 18-7
	9	20	21%	21%	1,5		n.b. : Fur	n.b. : Further informatio	n.b. : Further information on theme	n.b. : Further information on theme inte	n.b. : Further information on theme intere	n.b. : Further information on theme interest	n.b. : Further information on theme interest ar
(B)	6	20	42 %	33%	3,2	Luxe	Luxembourg's them	Luxembourg's theme competence,	Luxembourg's theme competence, e.g. for past new potential visitors can be found in Lf	Luxembourg's theme competence, e.g. for past visit new potential visitors can be found in LFT's f	Luxembourg's theme competence, e.g. for past visitor new potential visitors can be found in LFT's Bra	Luxembourg's theme competence, e.g. for past visitors new potential visitors can be found in LFT's Brar	Luxembourg's theme competence, e.g. for past visitors ar new potential visitors can be found in LFT's Brand Potential Study repo

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.

Source: LFT Brand & Potential Studies.

General theme interest vs. Luxembourg's theme competence – Culture (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	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	Total themes in survey	"Very suitable", Rank	Total themes in survey
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

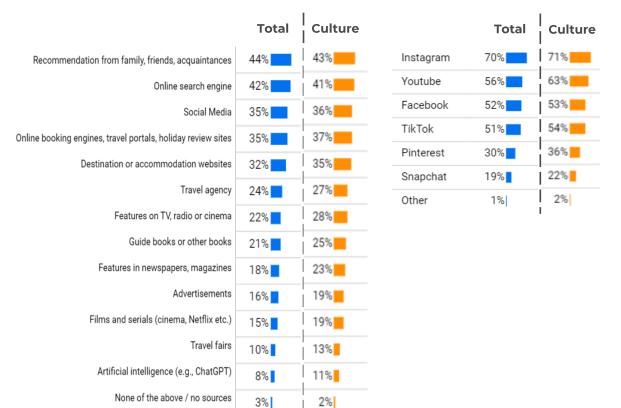
- Visiting Events (ø de-nl-ch-at-be-fr-uk)

LFT target segments

	"Interested", Rank	Total themes in survey	"Very suitable", Rank	Total themes in survey
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

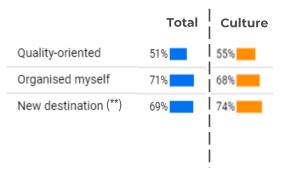


Preferred sources of travel inspiration

Travel party

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

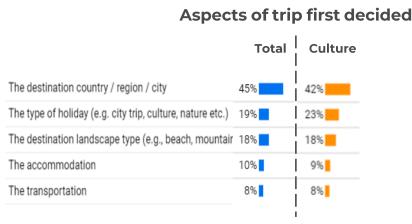
Quality orientation, self-organisation, new destination



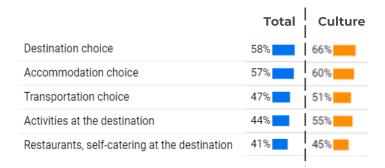
(*) During last outbound holiday trip . (**) Travelled to a destination never visited before.

Trip organisation and preferences (2) (*)

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



Importance of sustainability for choice of trip components



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



General preference for visiting iconic vs. lesser-known sites



Source: LFT Brand & Potential Studies.

(*) During last outbound holiday trip.

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Your contact



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VISIT LUXEMBOURG

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