



Luxembourg for Tourism
Theme profile
FREQUENT &
CROSS-BORDER TRAVEL
2023



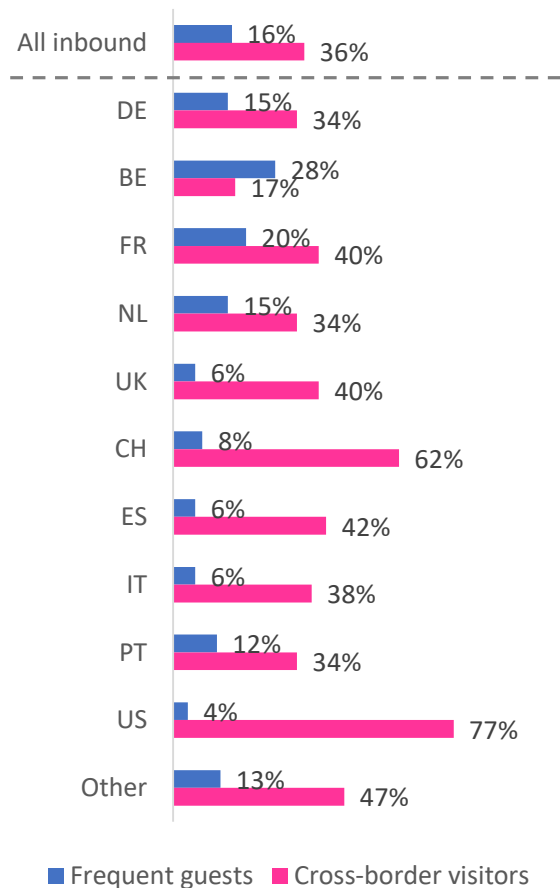
Market size of Frequent and Cross-border leisure visitors

Volume of frequent leisure visitors (>5 past visits) & leisure visitors with cross-border destination(s) on trip to Luxembourg

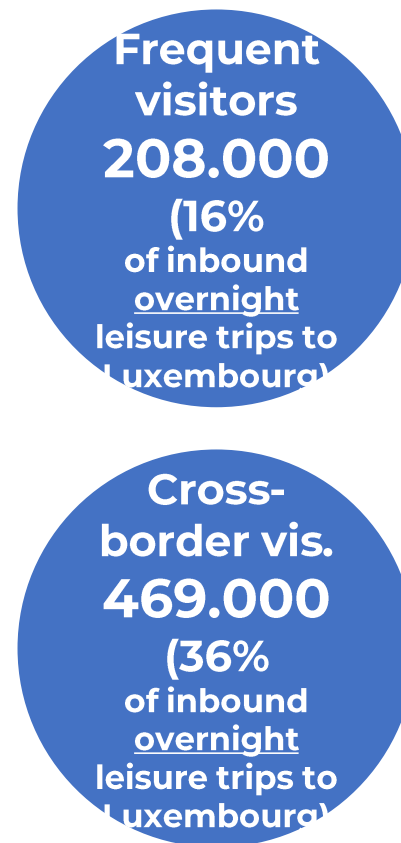
Overnight trips



Share of frequent and cross-border leisure visitors, by source markets



Number of overnight trips to Luxembourg (estimate 2023)



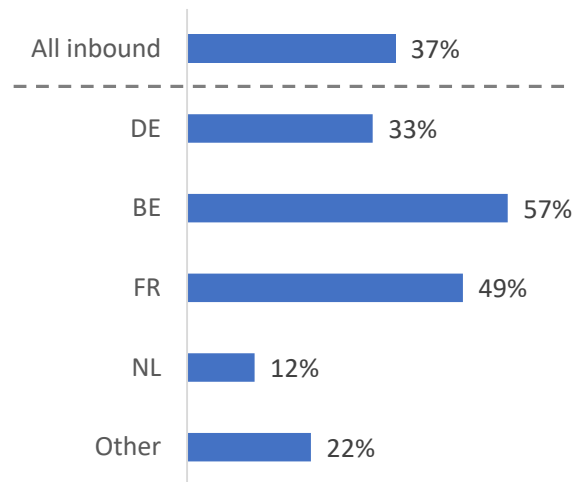
	Overnight trips: Frequent visitors	Overnight trips: Cross-border visitors
DE	29.000	65.000
BE	64.000	39.000
FR	26.000	52.000
NL	50.000	113.000
Other	39.000	200.000

Volume of frequent leisure visitors (>5 past visits) to Luxembourg

Same-day trips



Share of frequent leisure visitors, by source markets



Number of trips / excursions to Luxembourg (estimate 2023)

Frequent visitors
1.035.000
 (37% of inbound same-day leisure trips to Luxembourg)

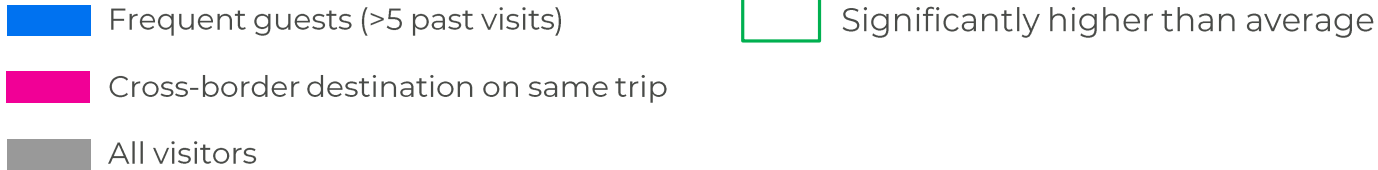
	Same-day trips: Frequent visitors
DE	202.000
BE	344.000
FR	328.000
NL	49.000
Other	110.000



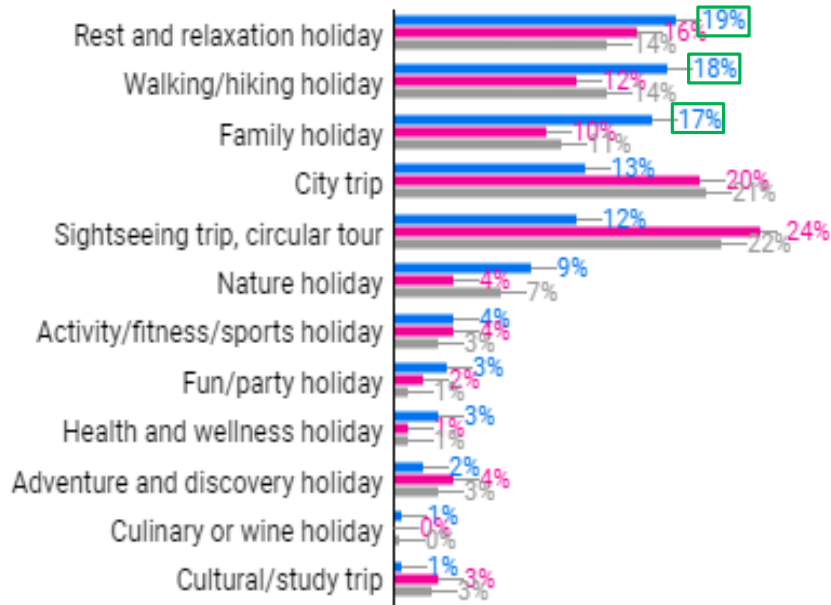
Travel behaviour of Frequent and Cross- border leisure visitors in Luxembourg

Holiday types

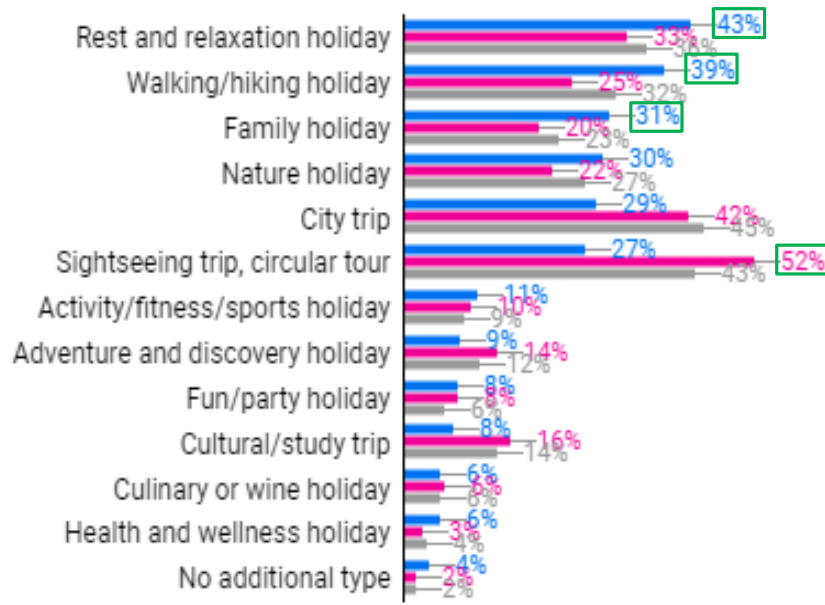
Inbound leisure visitors with overnight, 2020-2023



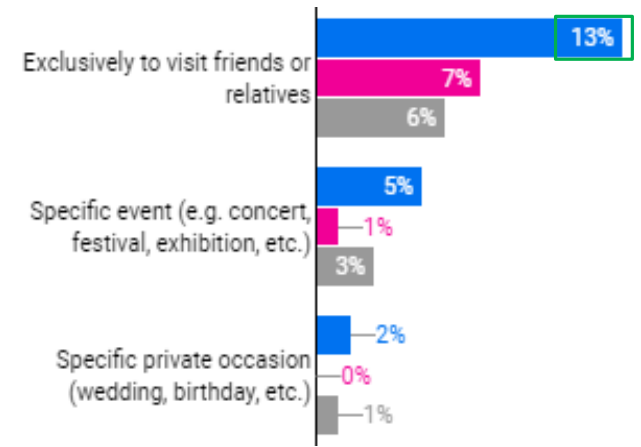
Main holiday types



Additional holiday types



Main purpose of overnight trip (if not holiday)



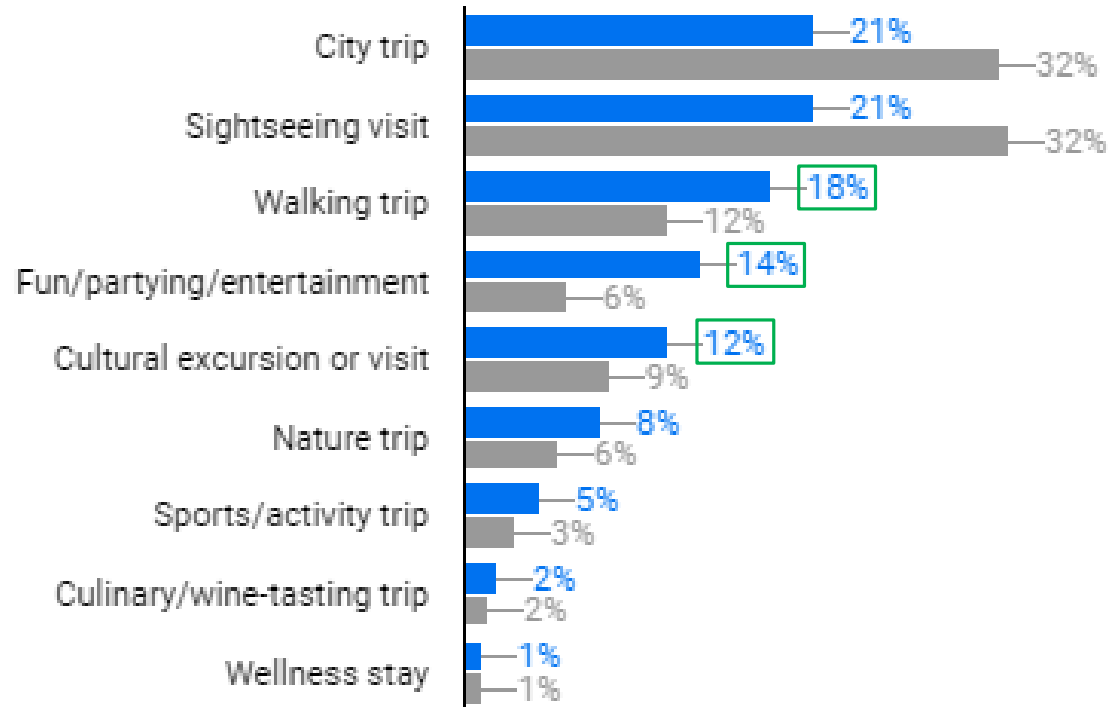


Types of excursions

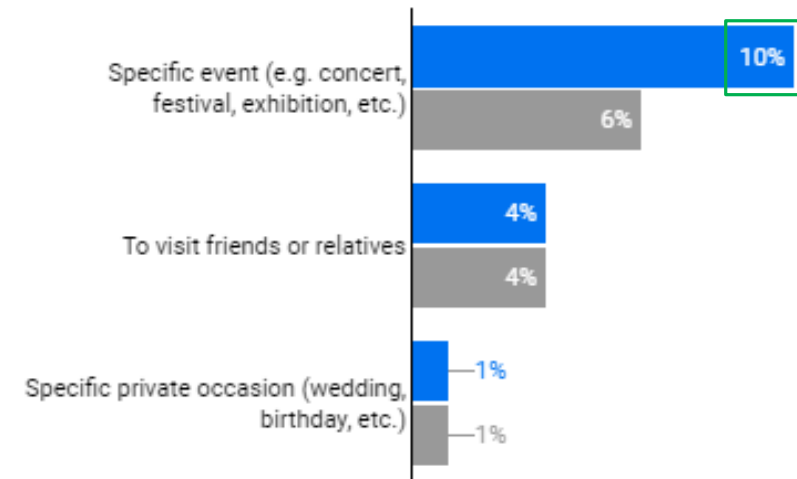
Inbound leisure same-day visitors, 2020-2023



Main excursion type



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



Key decision criteria for choosing Luxembourg (*)

Inbound leisure visitors, 2020-2023



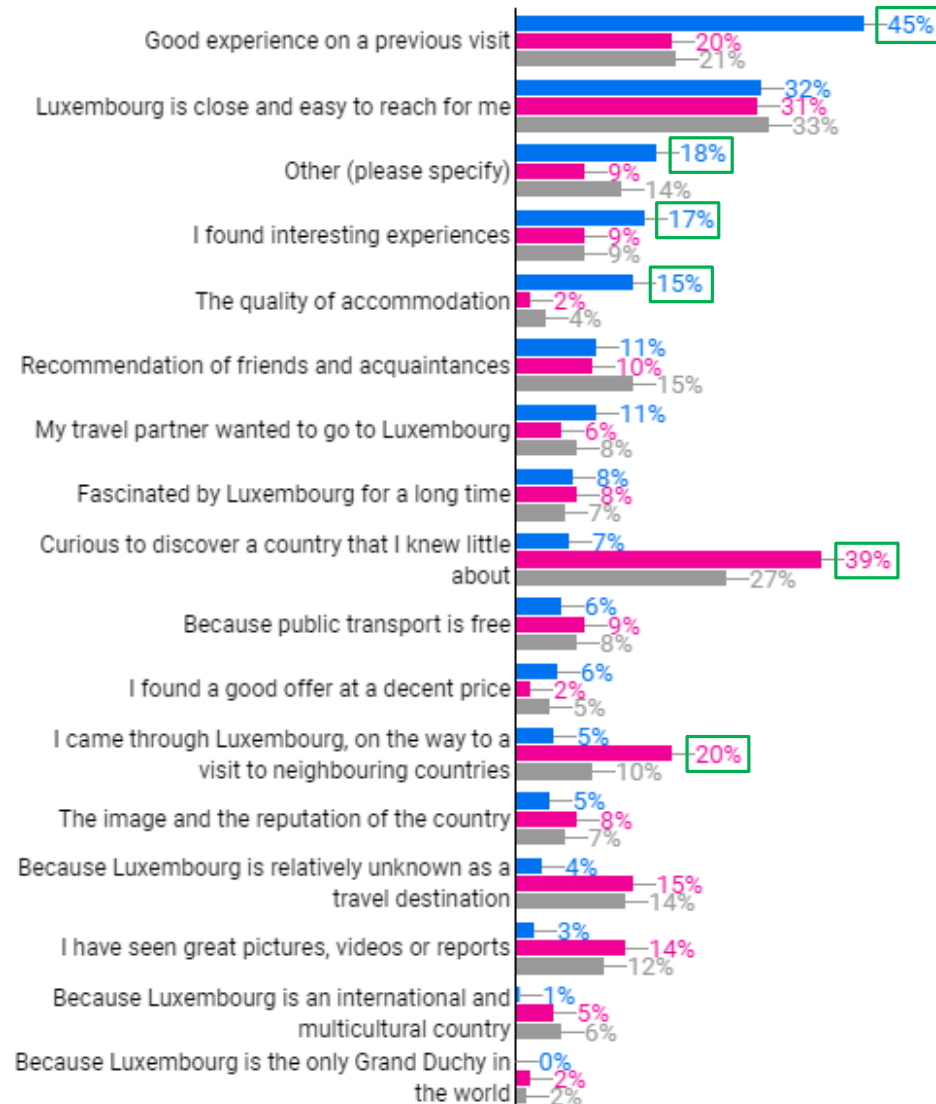
■ Frequent guests (>5 past visits)

■ Cross-border destination on same trip

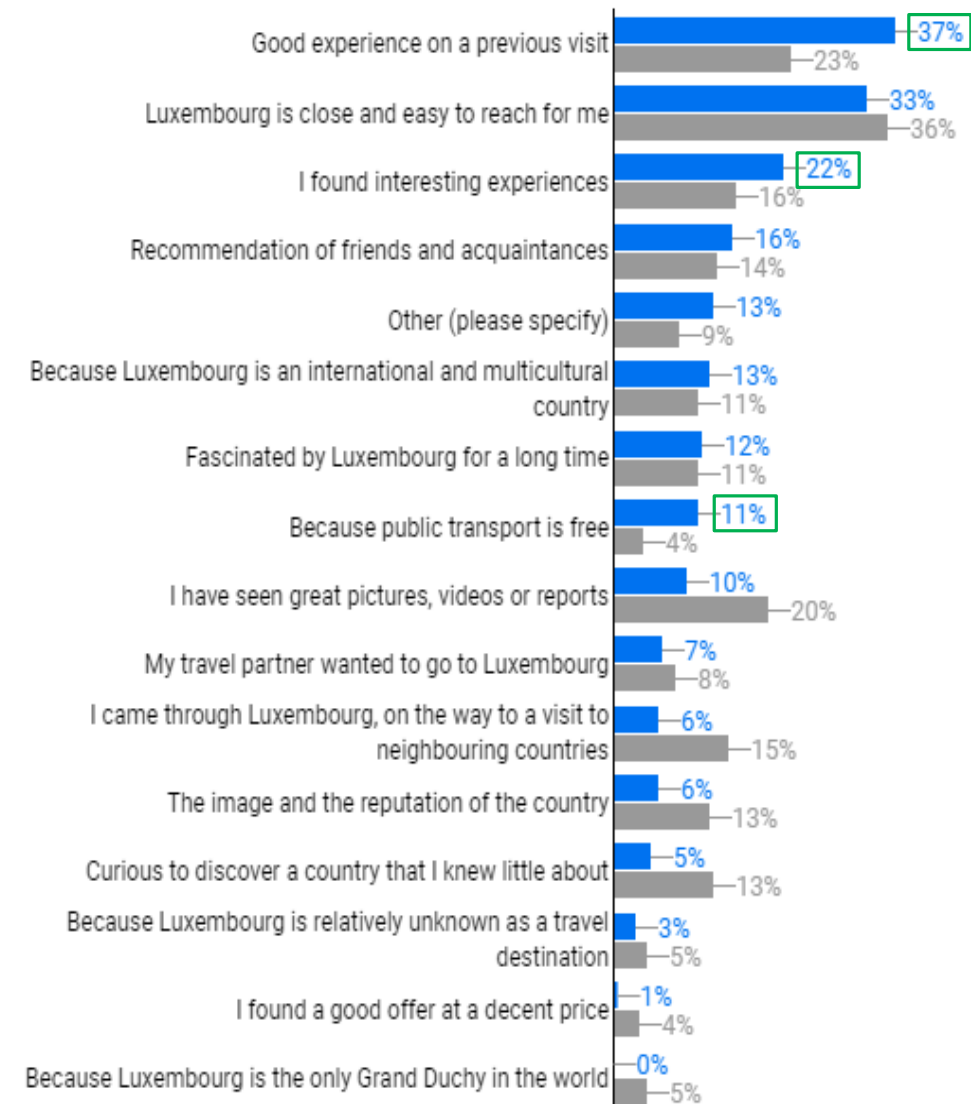
■ All visitors

 Significantly higher than average

Visitors with overnight



Day visitors



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

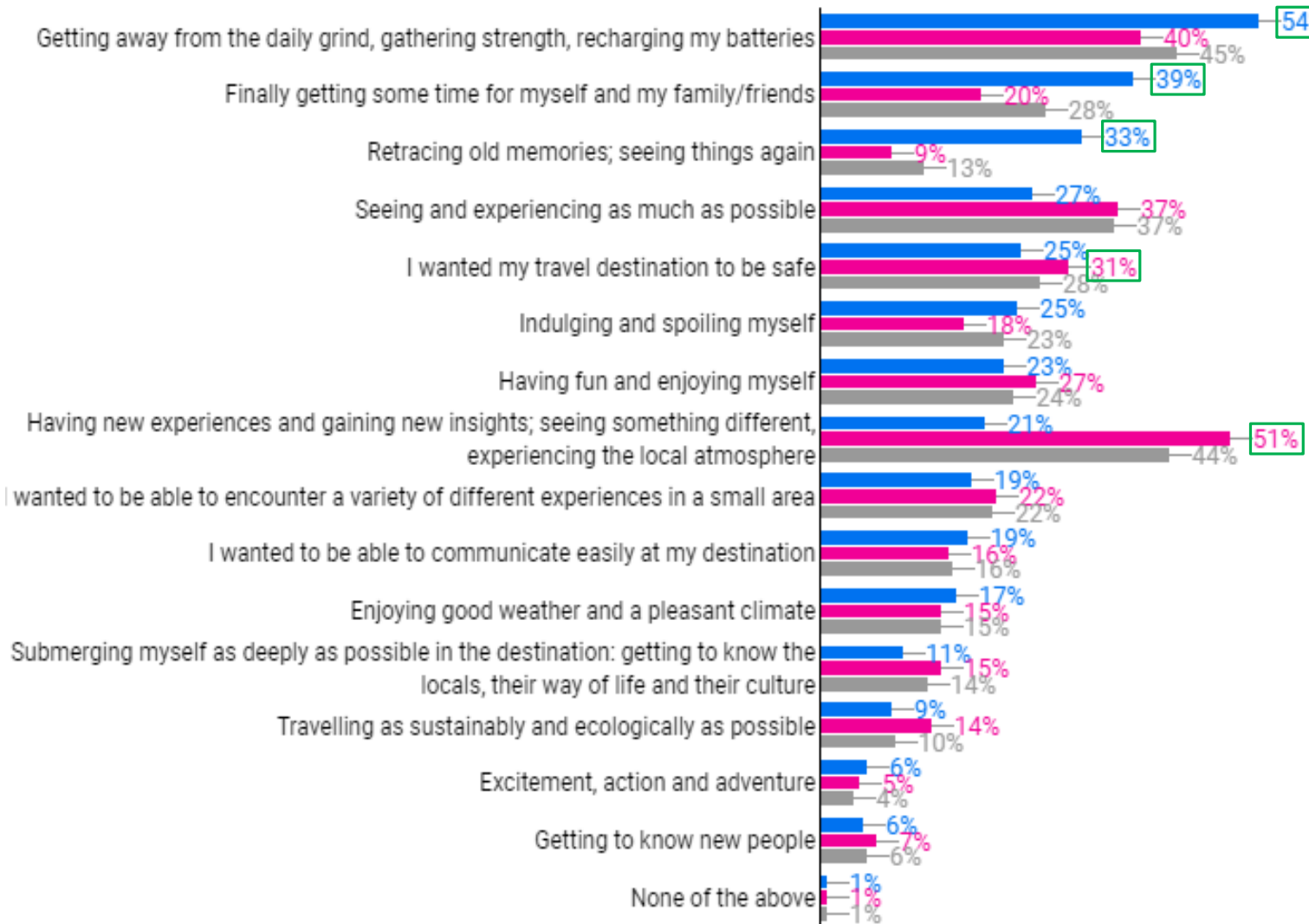
(*) Maximum 3 answers possible.

Key travel motives and emotions

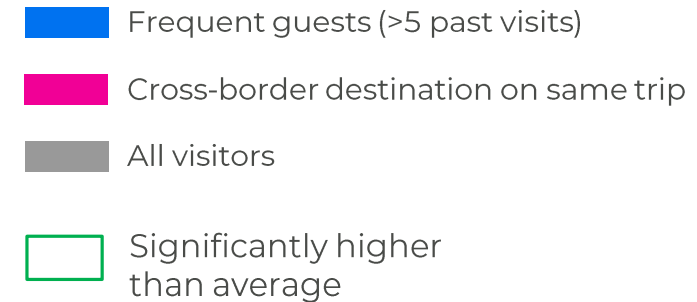
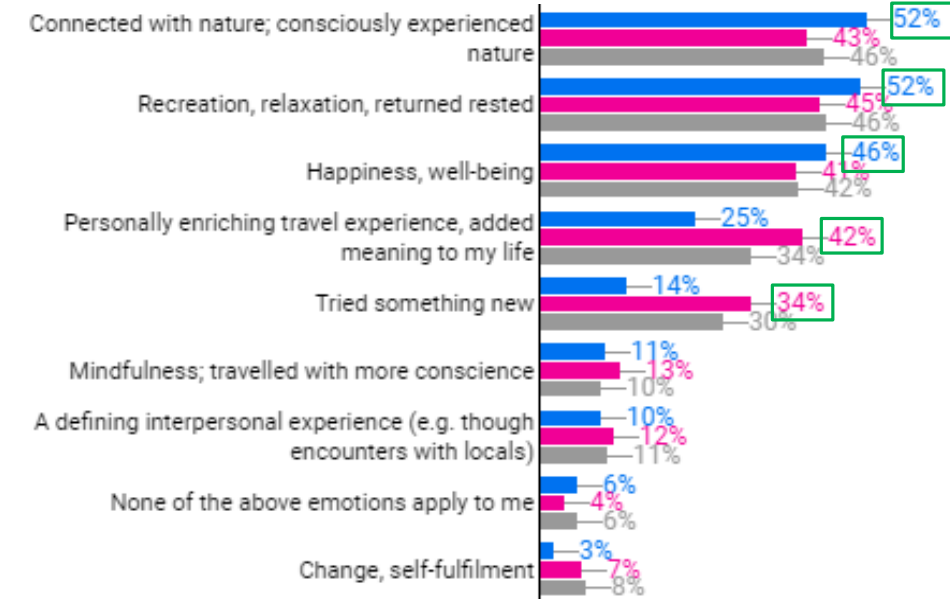
Inbound leisure visitors with overnight, 2020-2023



Travel motives

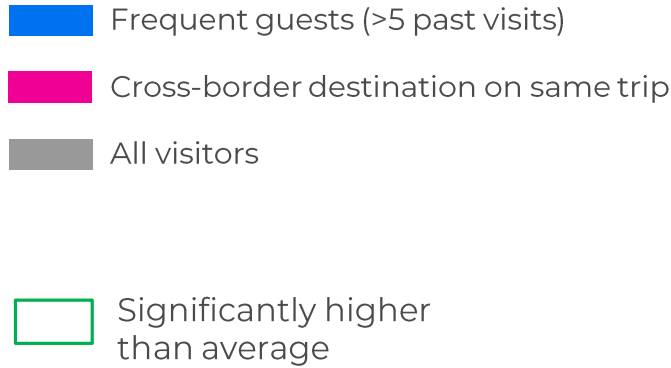


Emotions experienced during stay

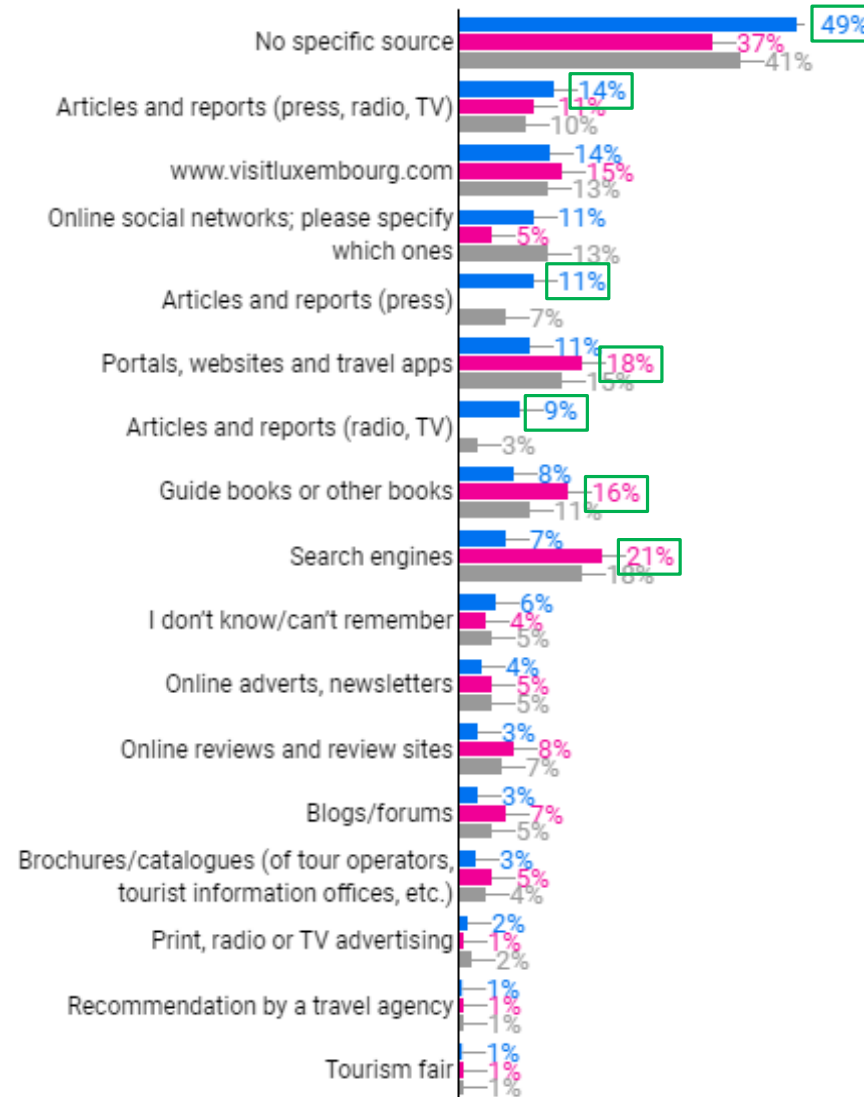


Inspiration sources

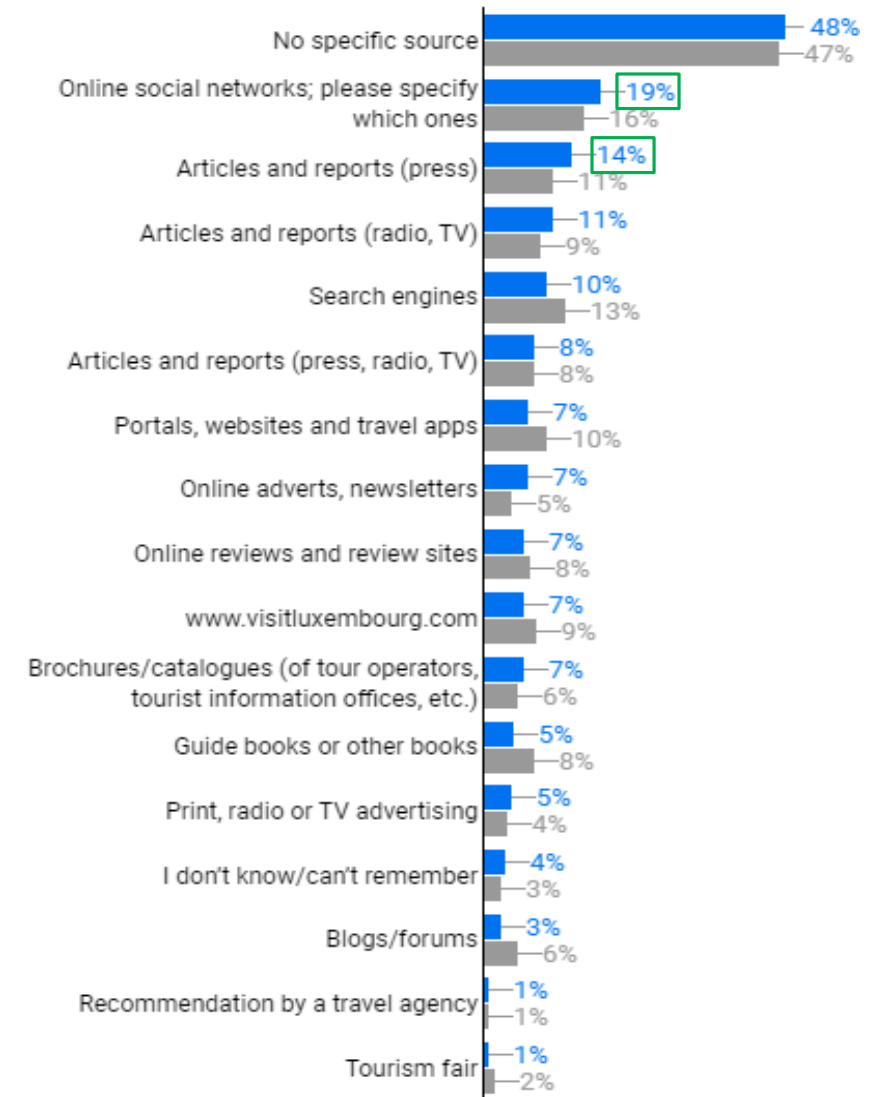
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



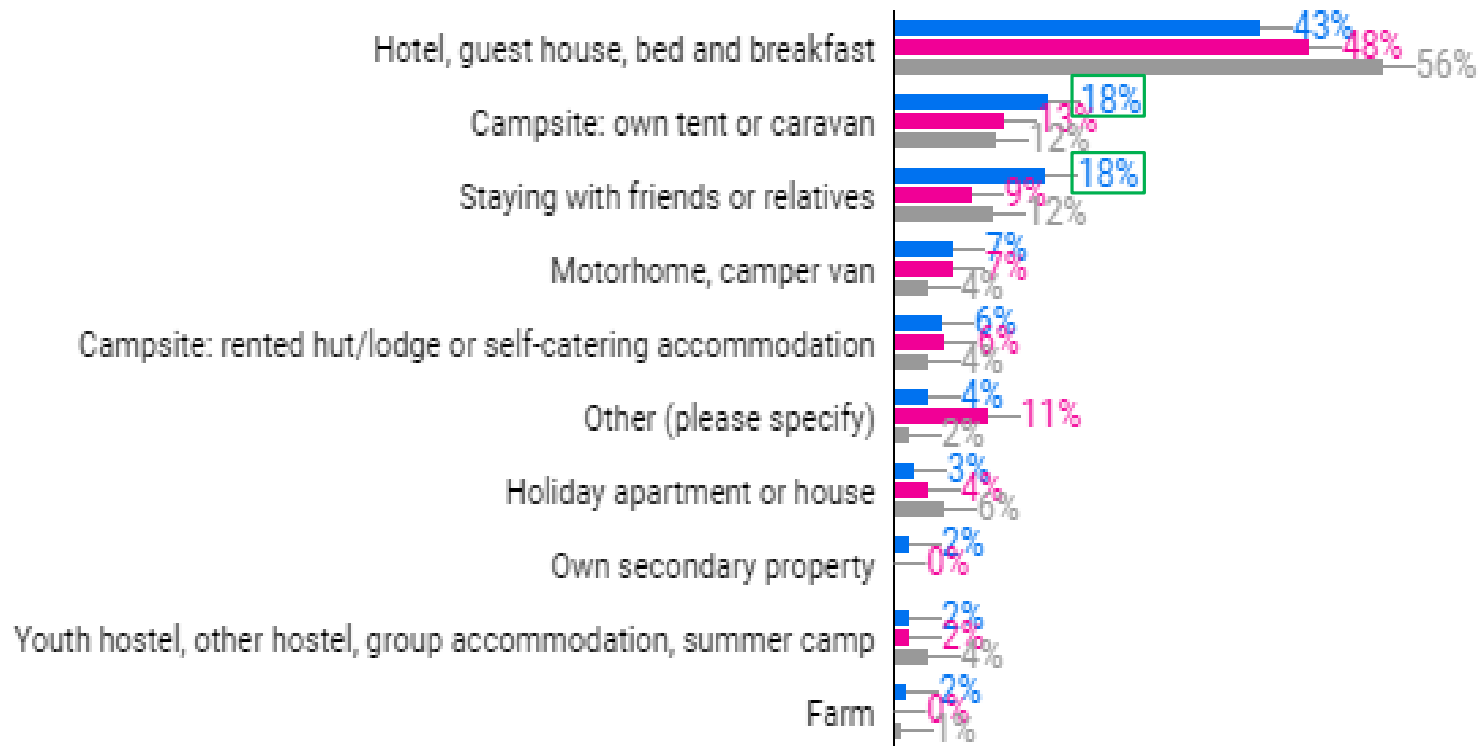
Type of accommodation, destination regions

Inbound leisure visitors with overnight, 2020-2023

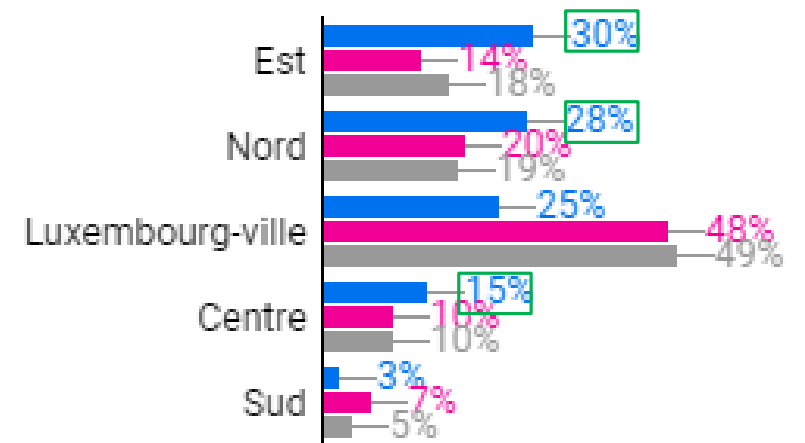


- Frequent guests (>5 past visits)
- Cross-border destination on same trip
- All visitors

Type of accommodation



Destination region



 Significantly higher than average



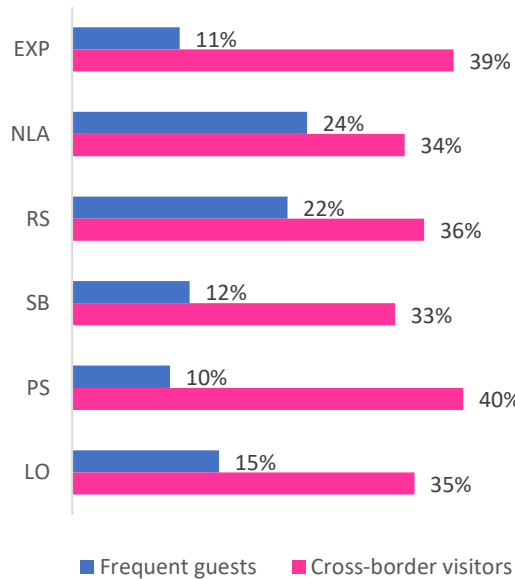
Target segments

Inbound leisure visitors, 2020-2023

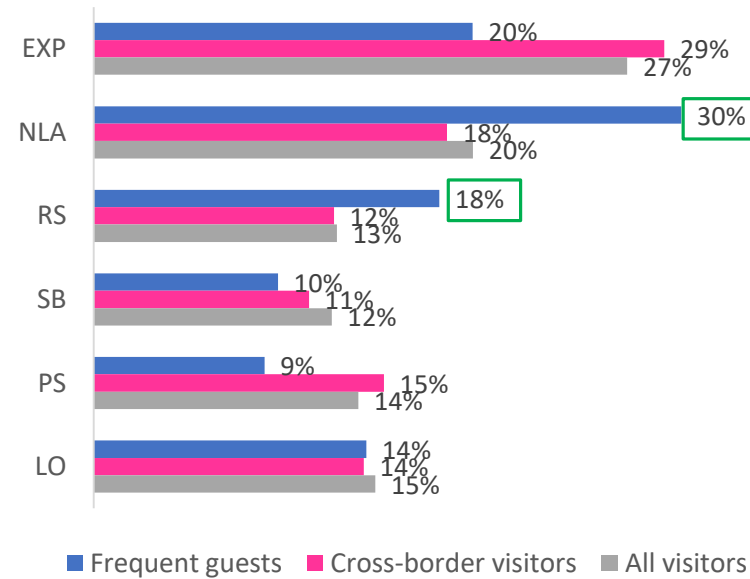
EXP – Explorers
NLA – Nature-Loving Actives
RS – Relaxation Seekers
SB – Short Breakers
PS – Perfection Seekers
LO – Leisure Oriented

 Significantly higher than average

Visitors with overnight

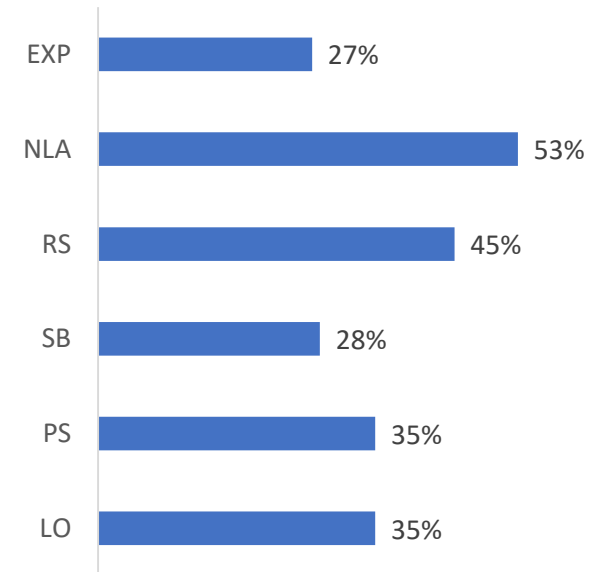


Reading example: 11% of Explorers are frequent visitors



Reading example: 20% of frequent visitors are Explorers

Day visitors

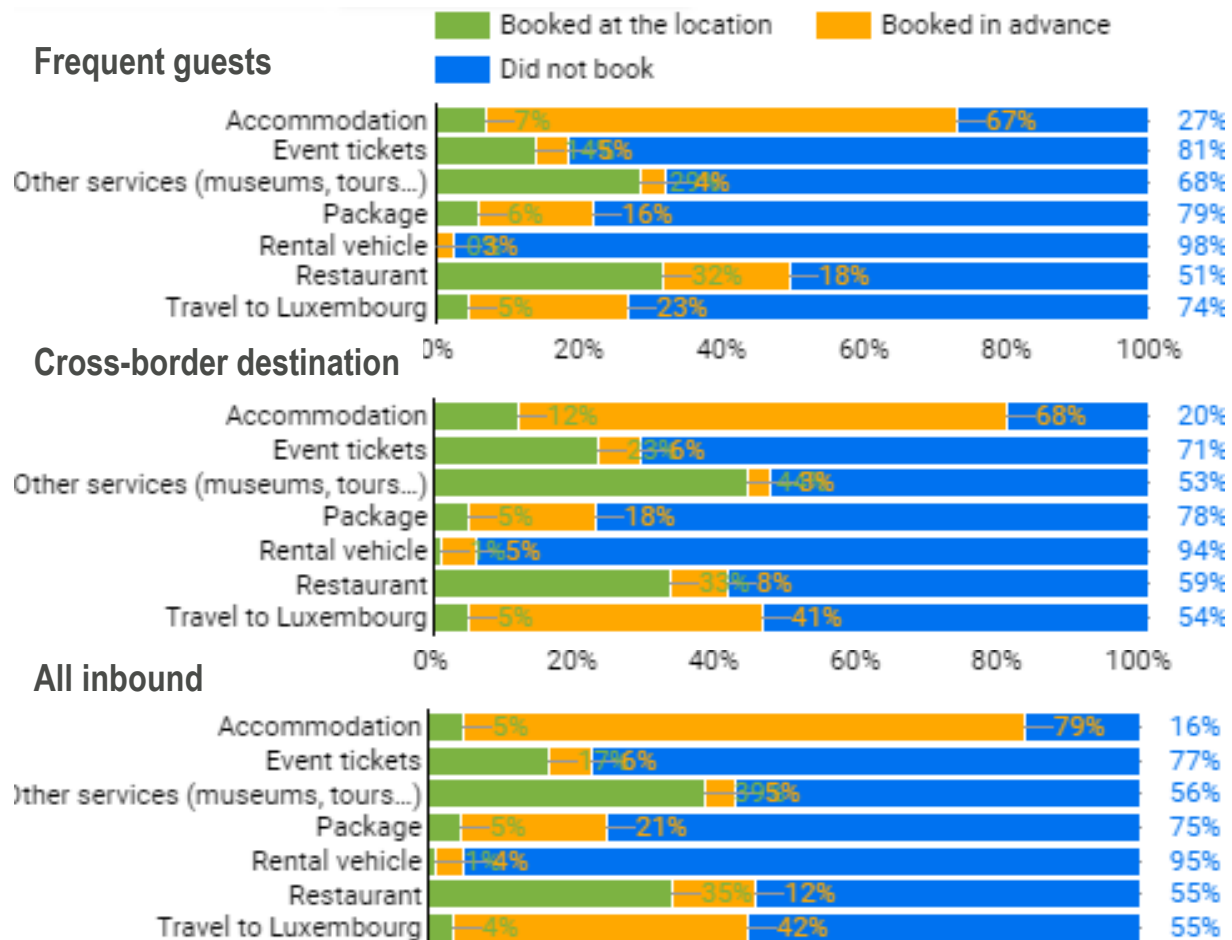


Booking behaviour

Inbound leisure visitors with overnight, 2020-2023

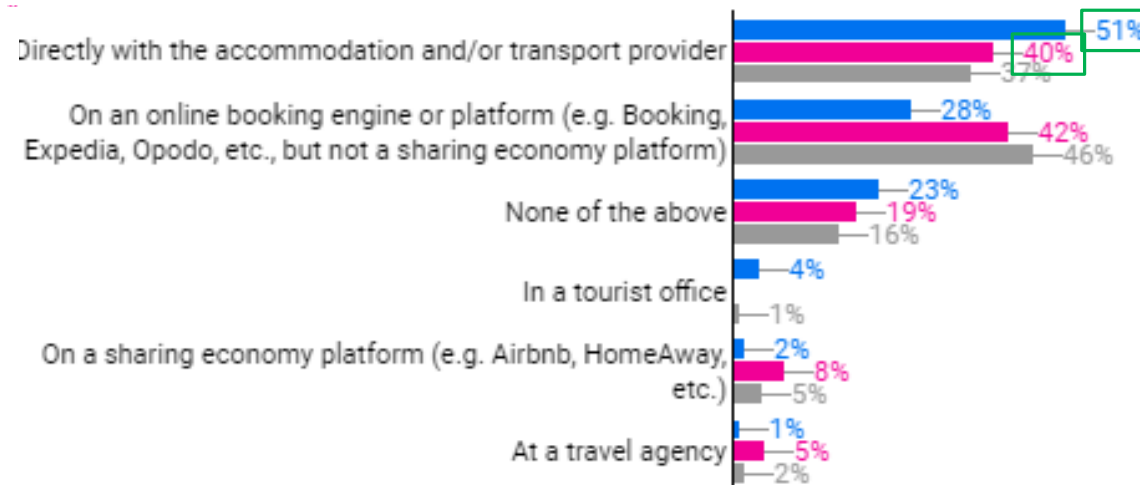


Booking of travel items



- Frequent guests (>5 past visits)
- Cross-border destination on same trip
- All visitors

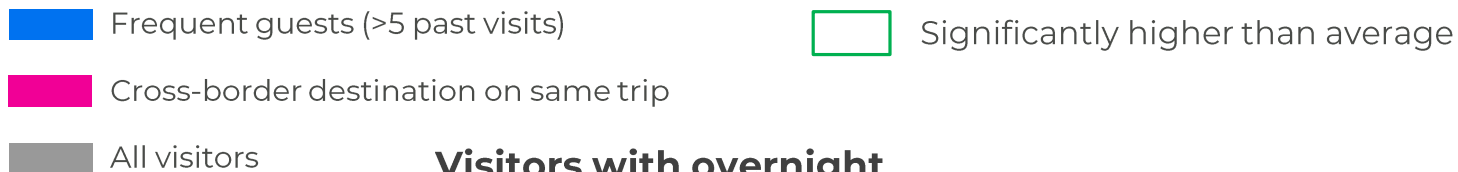
Booking channels



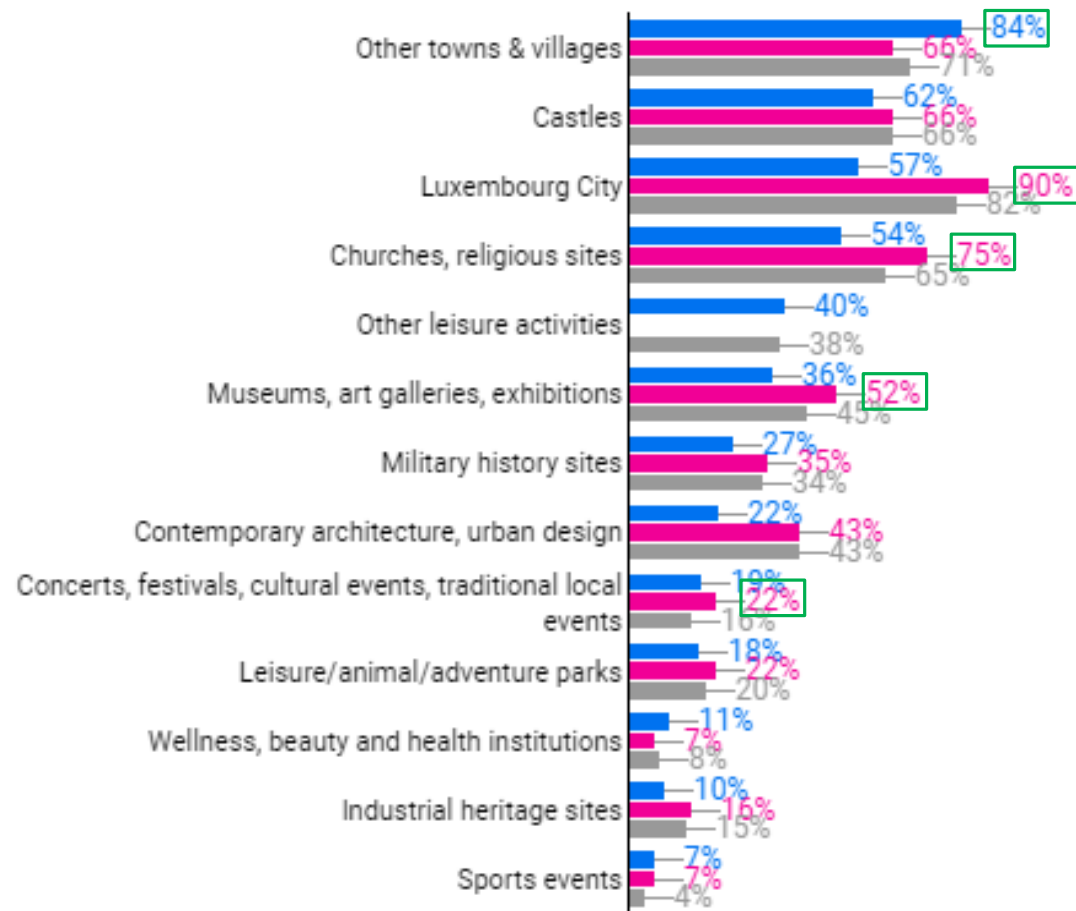
□ Significantly higher than average

Places visited during leisure stays

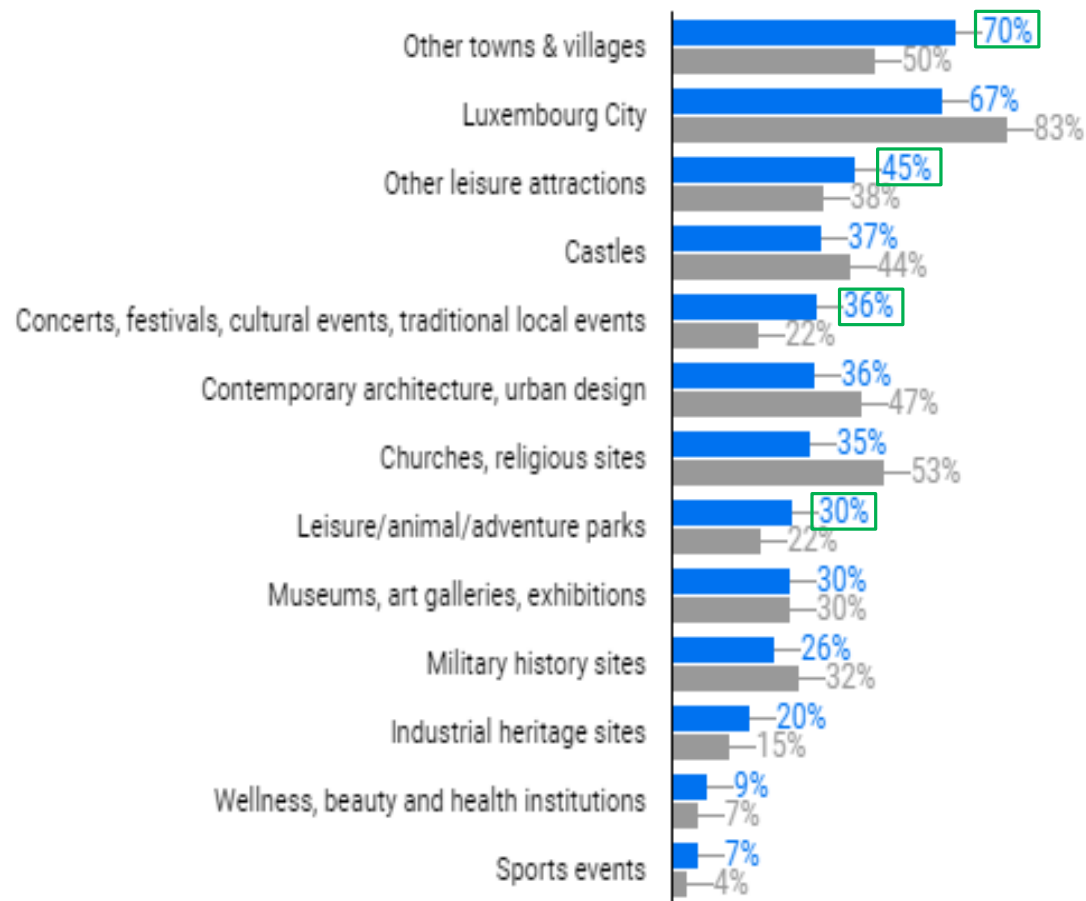
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors

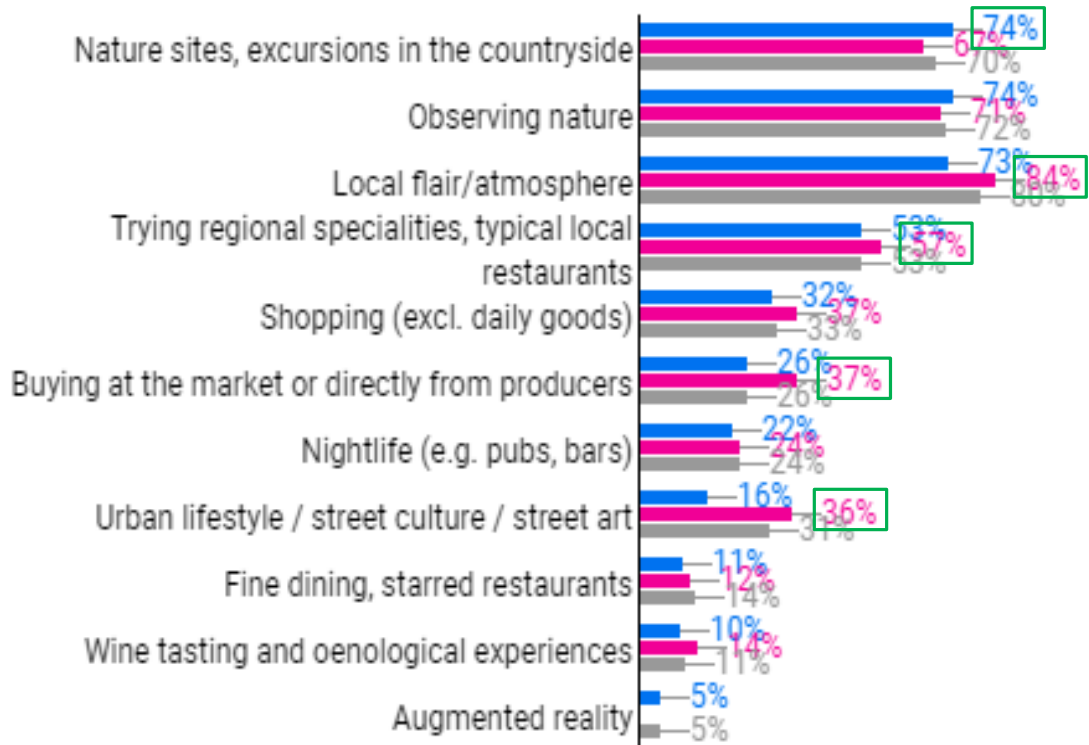


Non-sporting activities undertaken during leisure stays

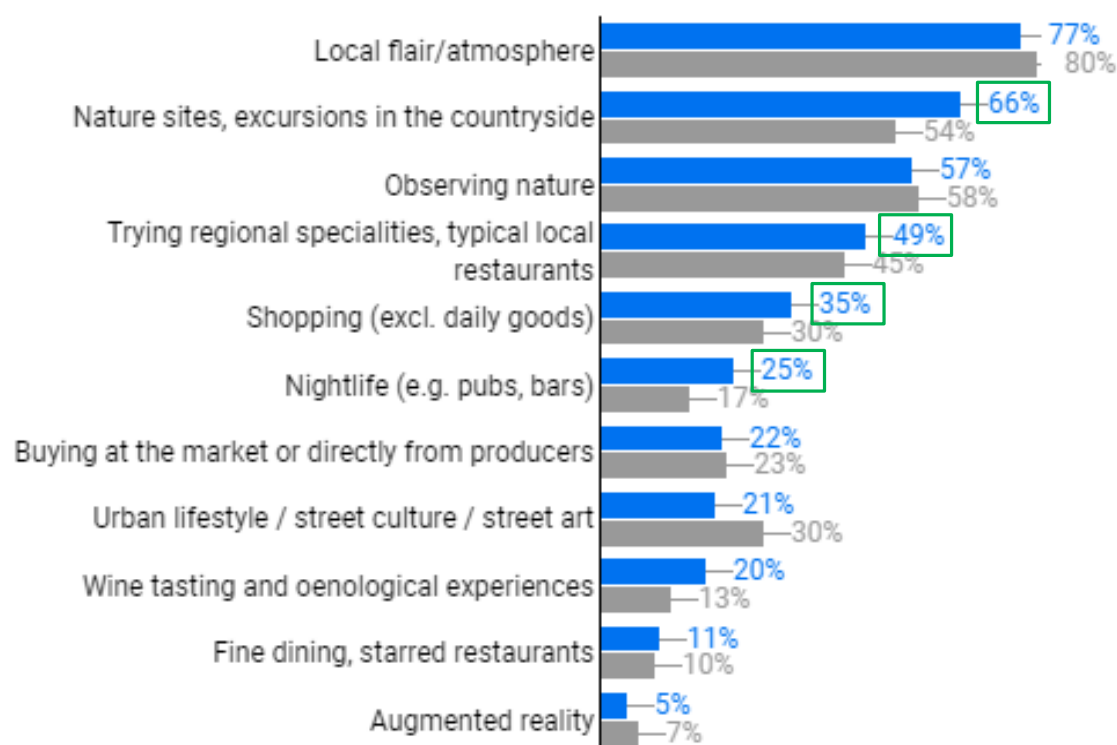
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors

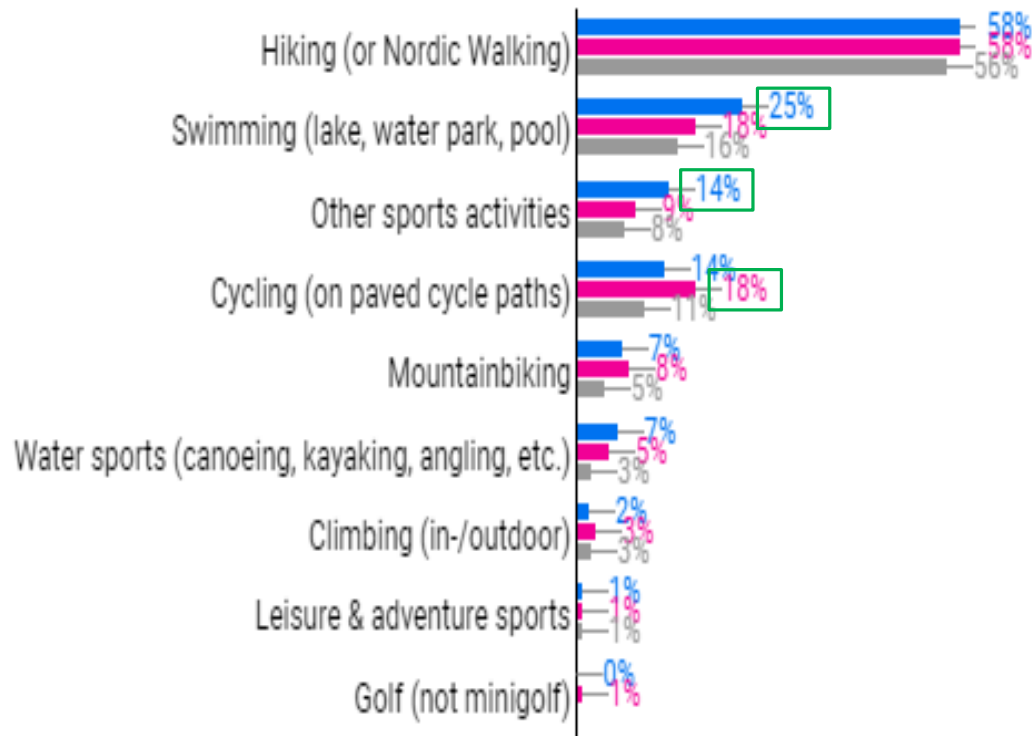


Sporting activities undertaken during leisure stays

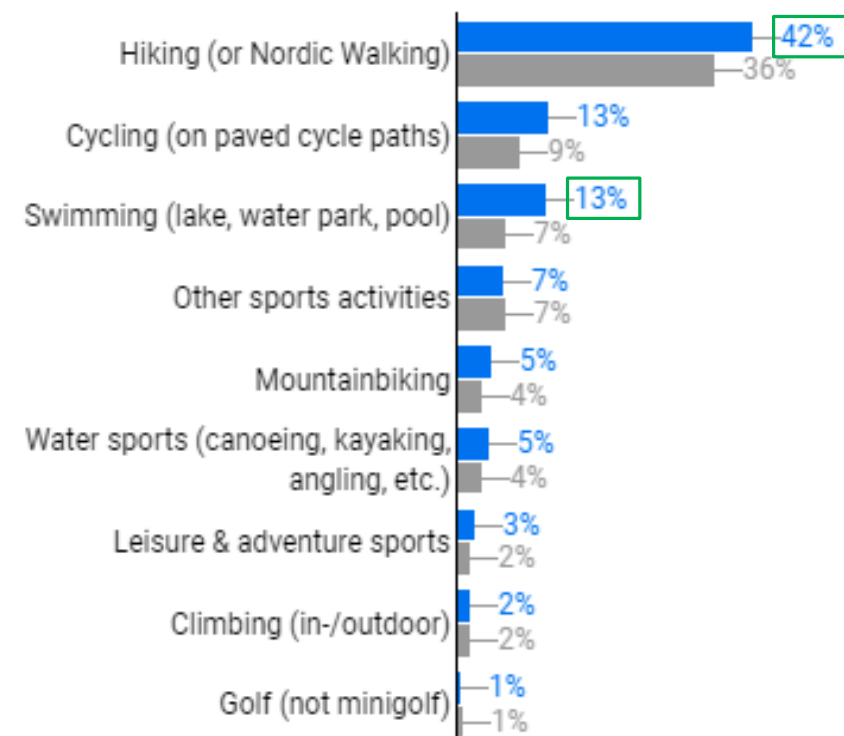
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



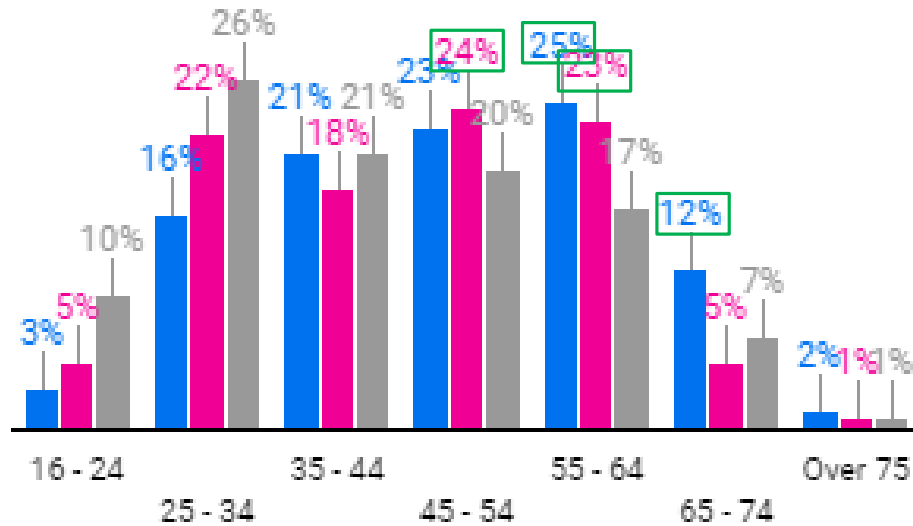


Age groups

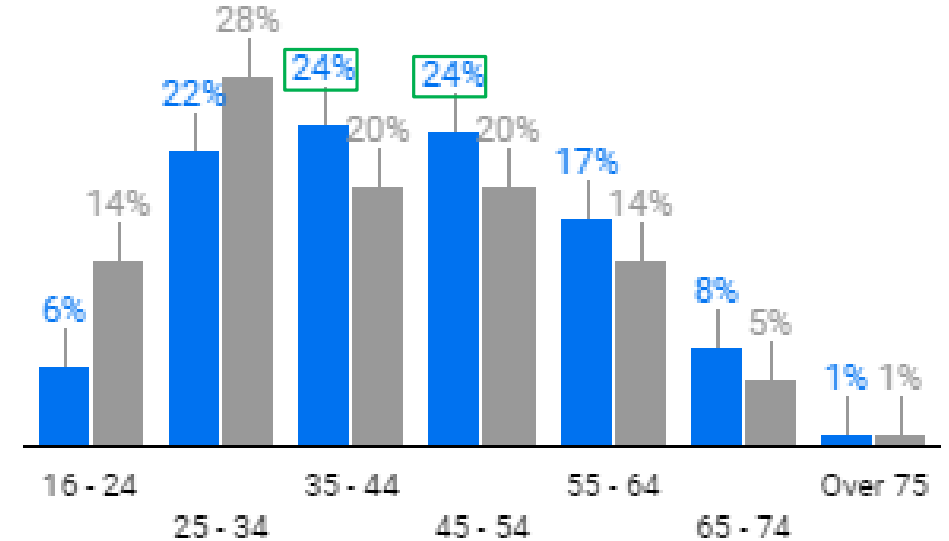
Inbound leisure visitors, 2020-2023

- Frequent guests (>5 past visits)
- Cross-border destination on same trip
- All visitors

Visitors with overnight



Day visitors



Significantly higher than average

Transport (to and in destination)

Inbound leisure visitors, 2020-2023



■ Frequent guests (>5 past visits)

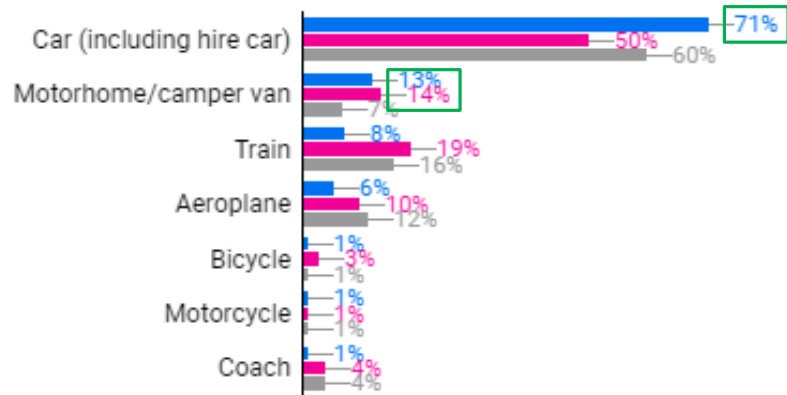
■ Cross-border destination on same trip

■ All visitors

 Significantly higher than average

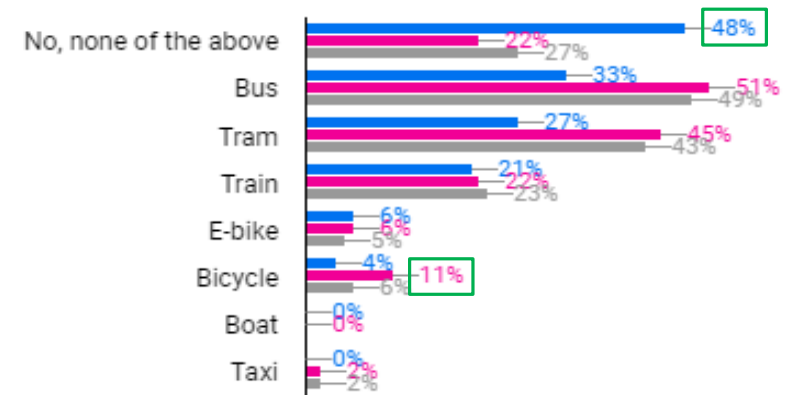
Transport to destination

Visitors with overnight

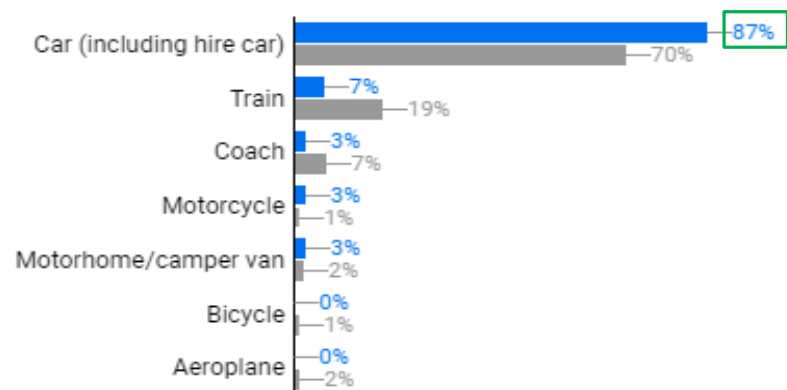


Transport in destination

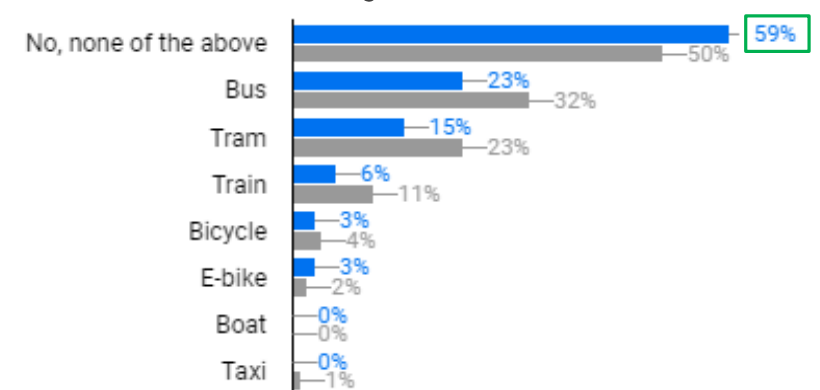
Visitors with overnight



Day visitors



Day visitors



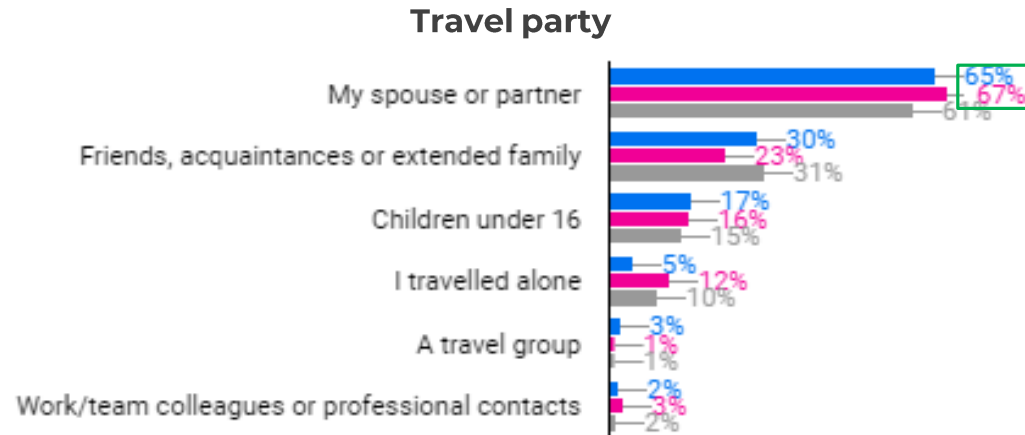
Travel party, repeat visits and cross-border trips

Inbound leisure visitors with overnight, 2020-2023

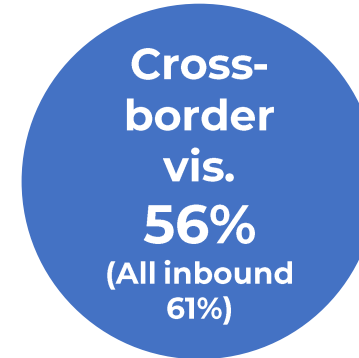


- Frequent guests (>5 past visits)
- Cross-border destination on same trip
- All visitors

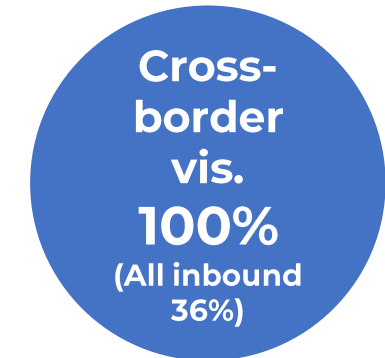
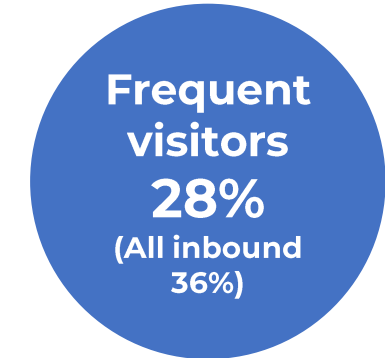
 Significantly higher than average



First-time visitors



Visitors spending nights in Luxembourg and abroad during same trip



Travel party

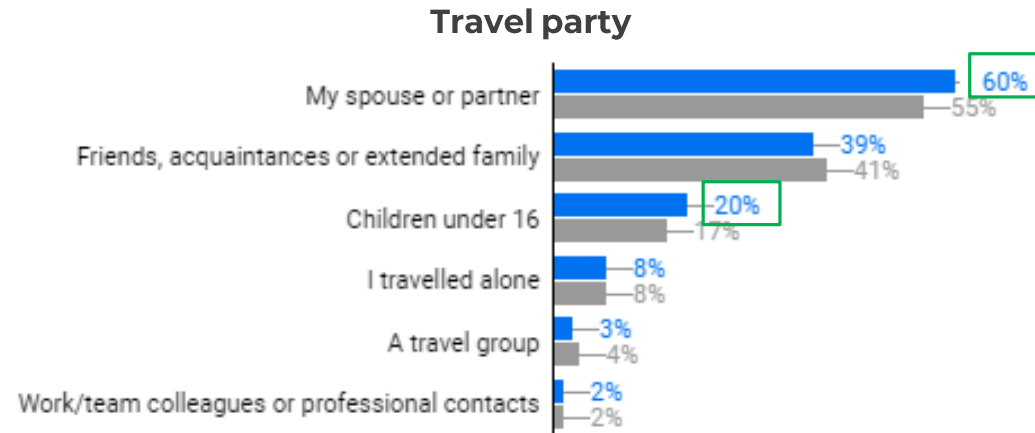
Inbound leisure same-day visitors, 2020-2023



 Frequent guests (>5 past visits)

 All visitors

 Significantly higher than average

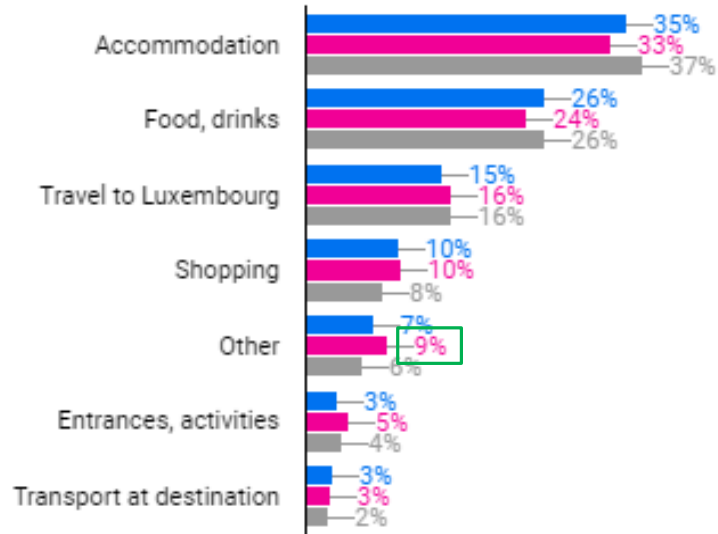


Expenditure, length of stay and quality vs price orientation

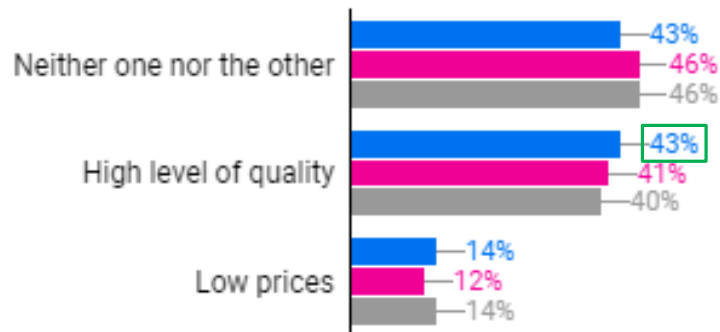


Inbound leisure visitors with overnight, 2020-2023

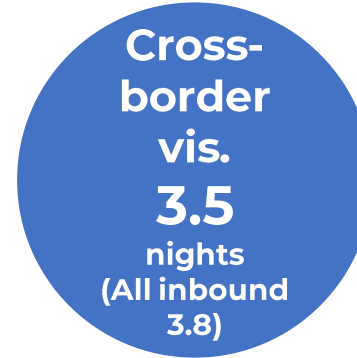
Breakdown of expenditure by categories



Quality vs. price orientation



Length of stay



Spend/pers./trip



Spend/pers./day



- Frequent guests (>5 past visits)
- Cross-border destination on same trip
- All visitors
- Significantly higher than average

Expenditure

Inbound leisure same-day visitors, 2020-2023



- Frequent guests (>5 past visits)
- 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



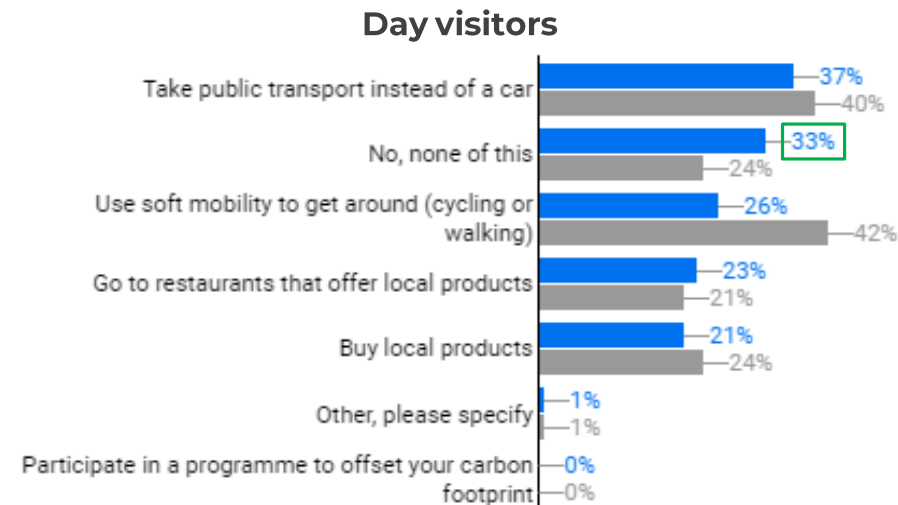
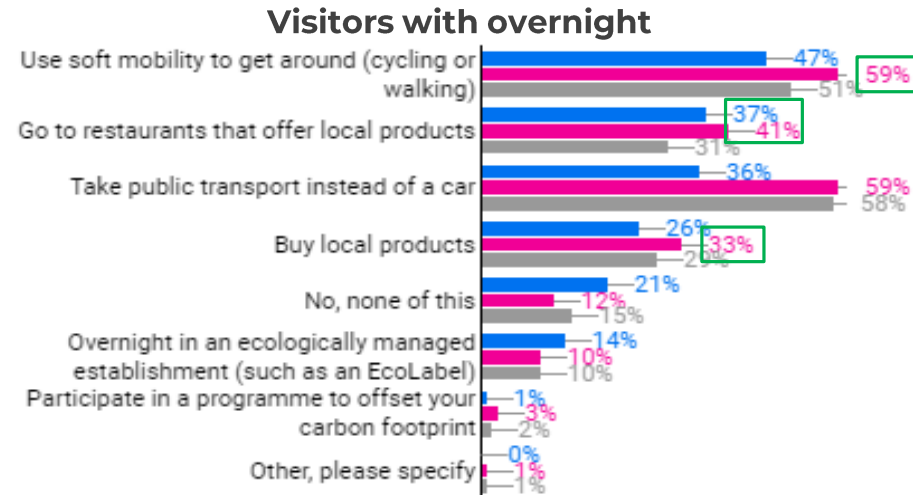
■ Frequent guests (>5 past visits)

■ Cross-border destination on same trip

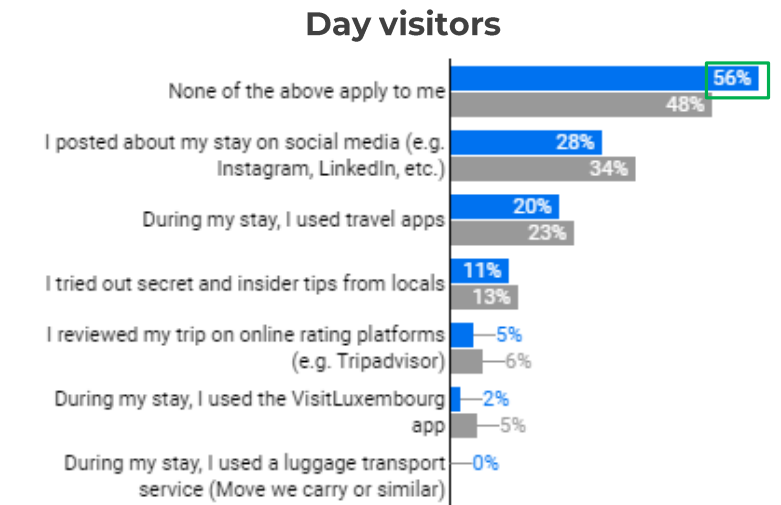
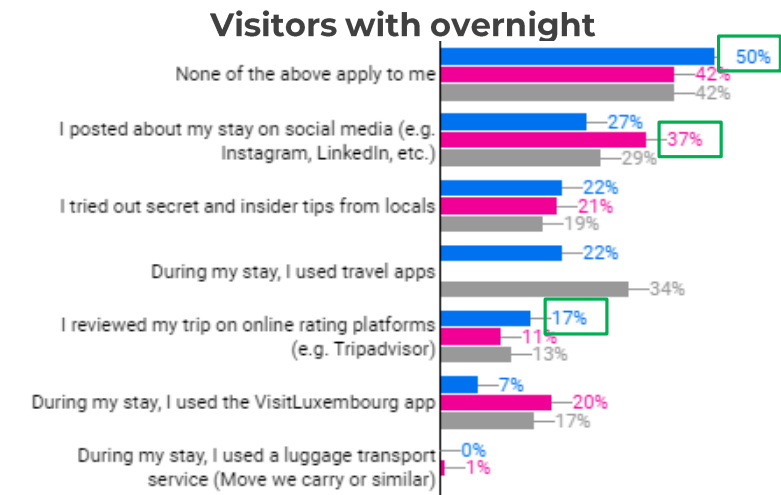
■ All visitors

 Significantly higher than average

Sustainable actions during stay

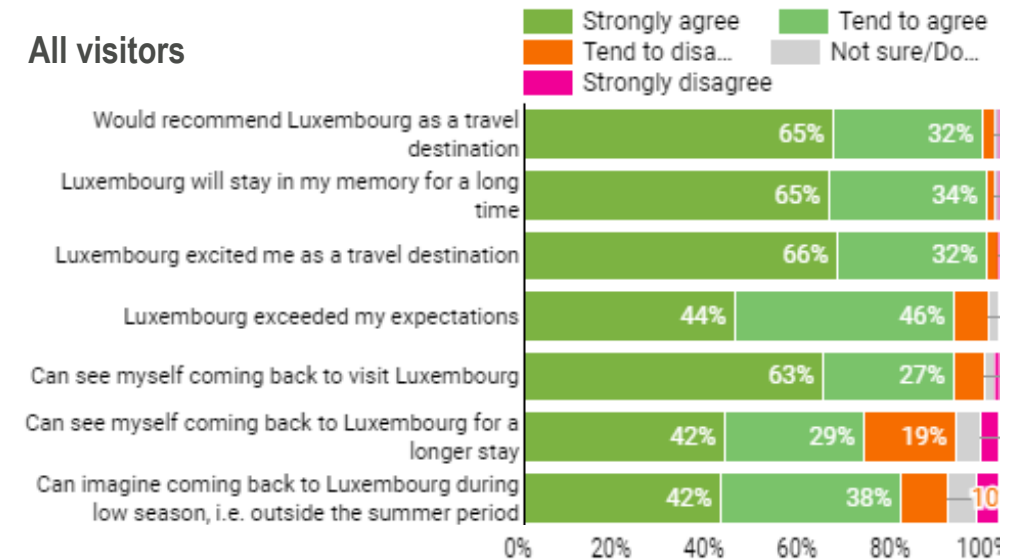
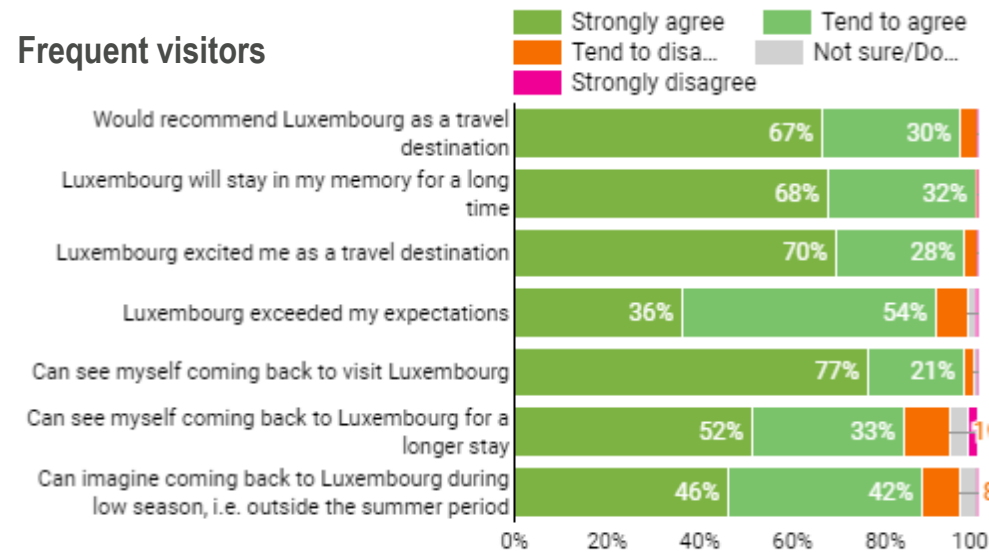


Services used during stay



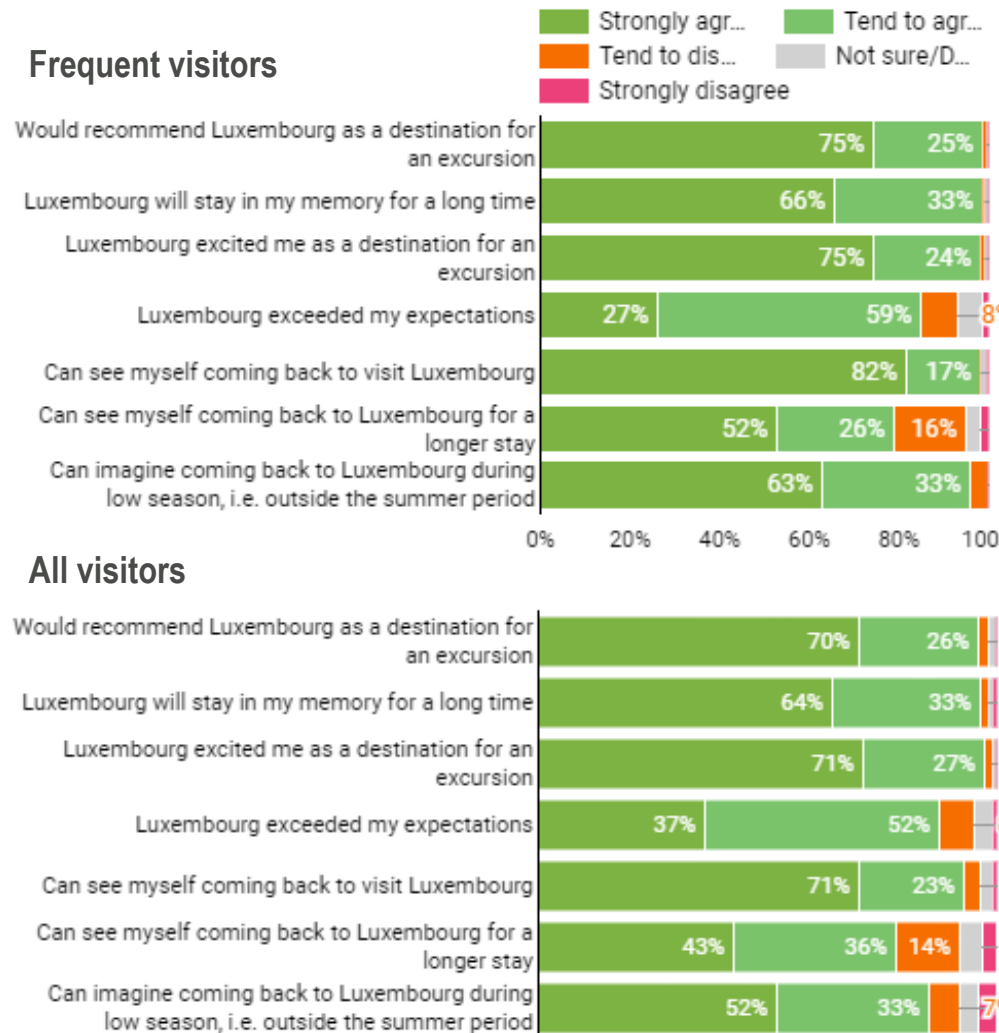
Visitor satisfaction and recommendation

Inbound leisure visitors with overnight, 2020-2023



Visitor satisfaction and recommendation

Inbound leisure same-day visitors, 2020-2023

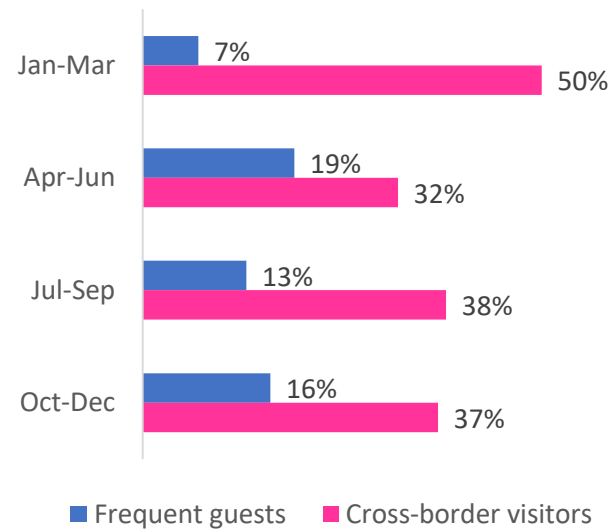


Trip seasonality

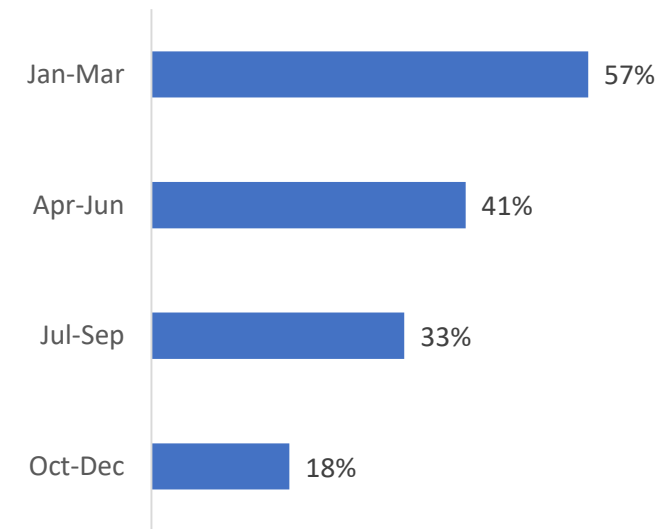
Inbound leisure visitors, 2020-2023



Visitors with overnight



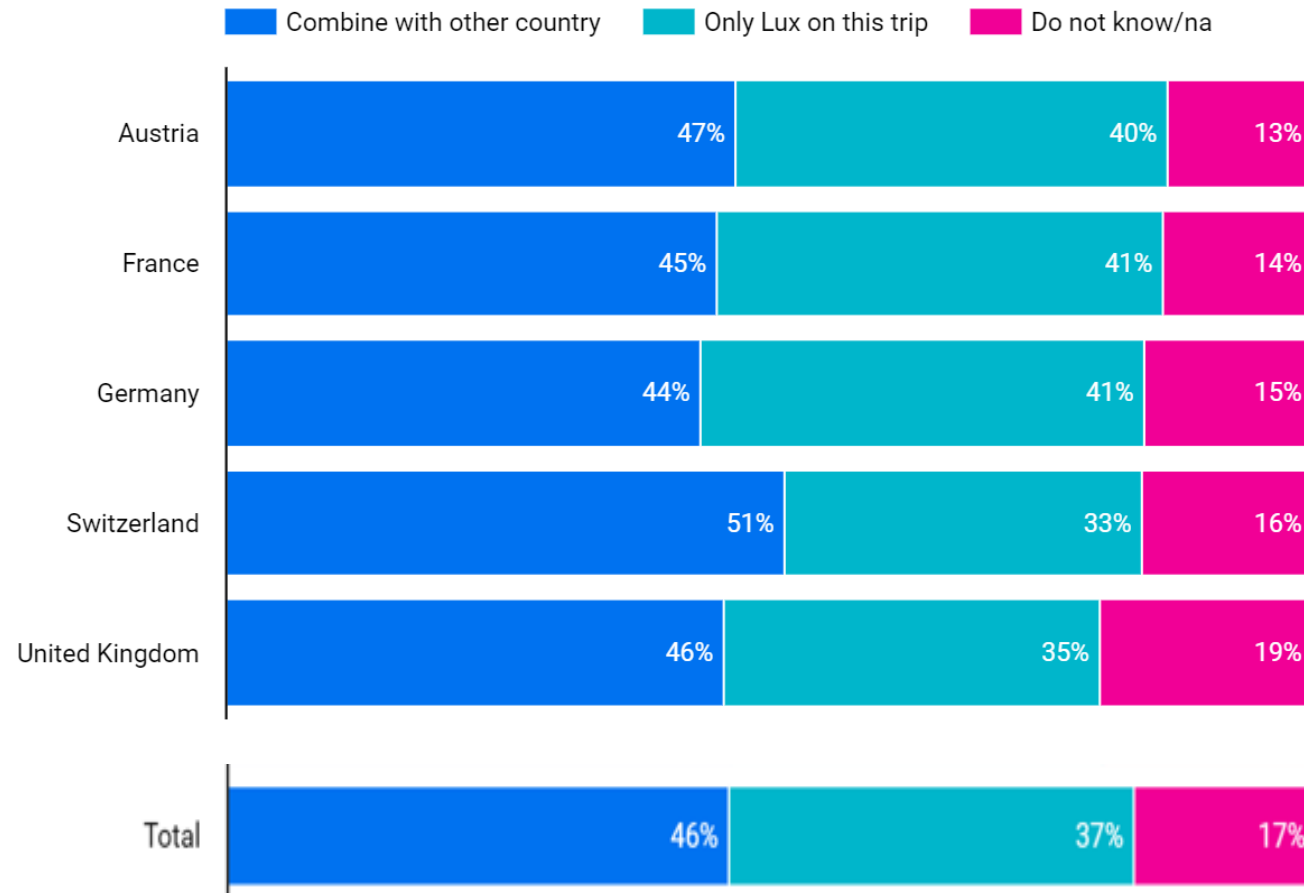
Day visitors





Growth Potential for Cross-border travellers segment

Interest of potential travellers (*) to combine Luxembourg with another destination during their trip

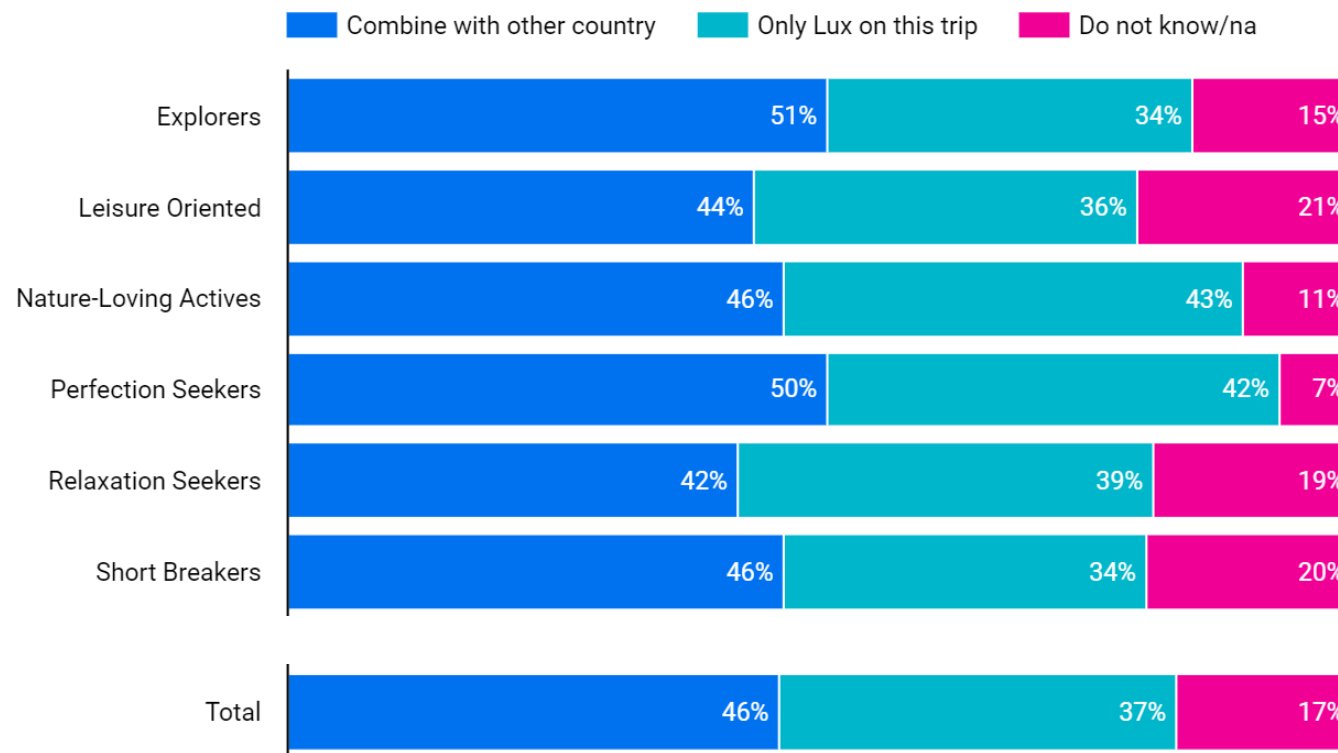


(*) Who have heard of Luxembourg as a destination (i.e., supported awareness)

Interest of potential travellers (*) to combine Luxembourg with another destination during their trip



LFT target segments



(*) Who have heard of Luxembourg as a destination (i.e., supported awareness)

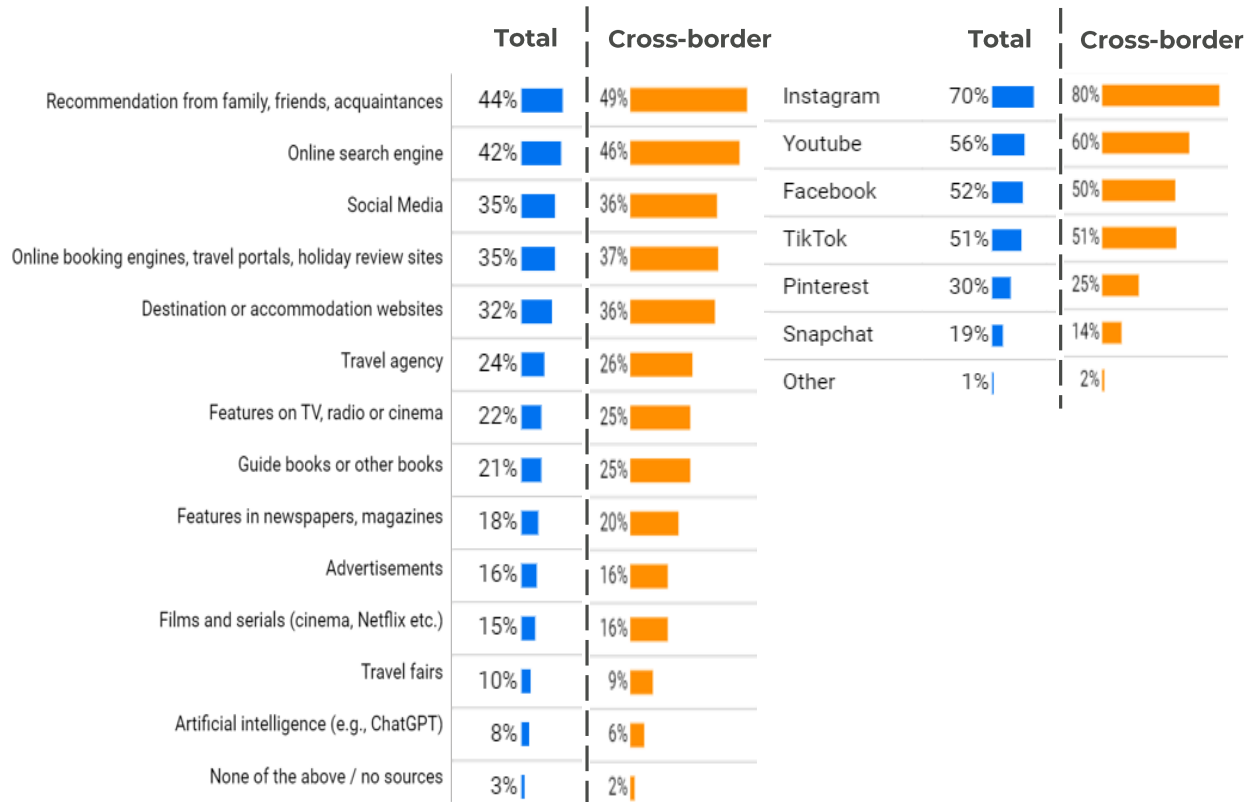
n.b. : Further information, e.g. for past visitors and new potential visitors can be found in LFT's Brand & Potential Study report.

Trip organisation and preferences (1) (*)

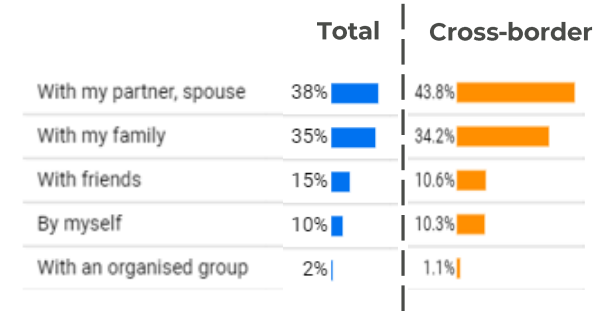


— Average **European source markets**, total vs. travellers interested in combining Luxembourg with another destination during their trip

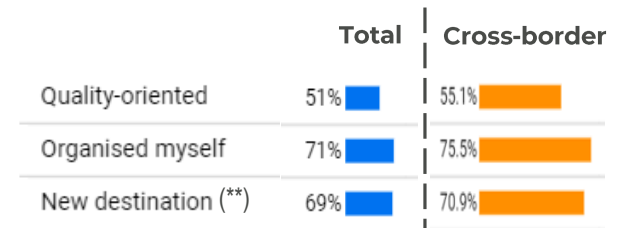
Preferred sources of travel inspiration



Travel party



Quality orientation, self-organisation, new destination



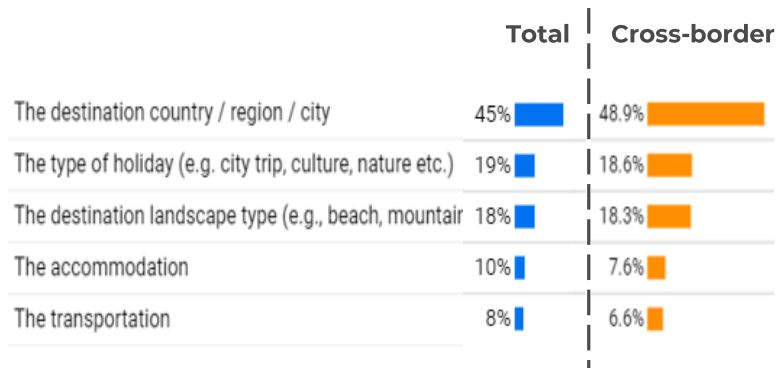
(*) During last outbound holiday trip.
 (**) Travelled to a destination never visited before.

Trip organisation and preferences (2) (*)

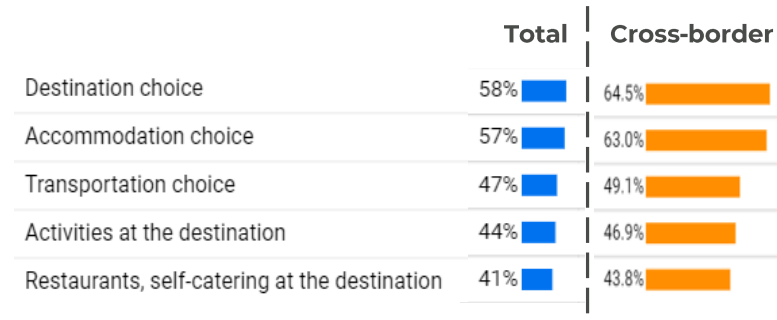


— Average **European source markets**, total vs. travellers interested in combining Luxembourg with another destination during their trip

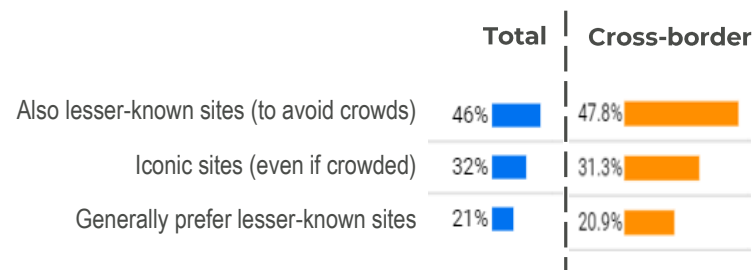
Aspects of trip first decided



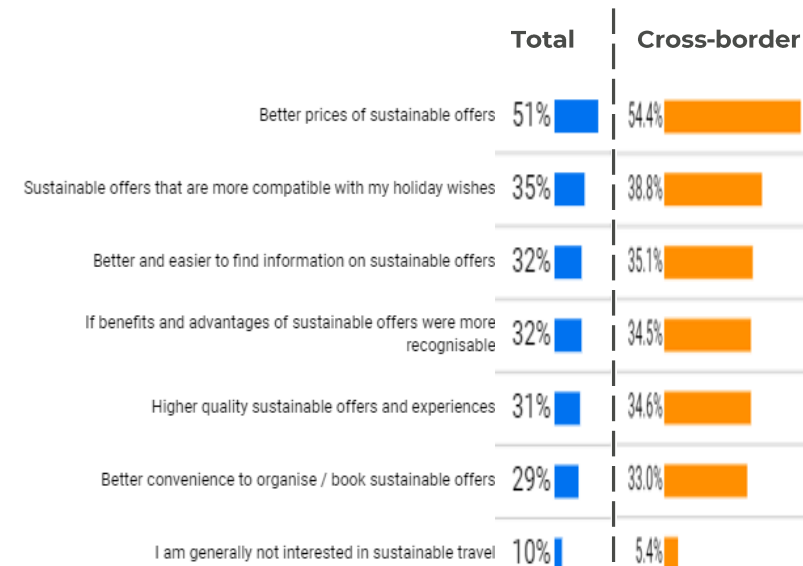
Importance of sustainability for choice of trip components



General preference for visiting iconic vs. lesser-known sites



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



(*) During last outbound holiday trip.



Your contact

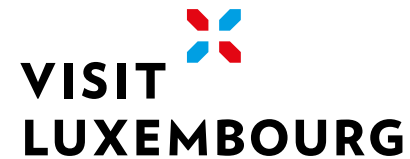


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