



Luxembourg for Tourism

Theme profile
LONGER STAYS &
OFF-SEASON STAYS
2023





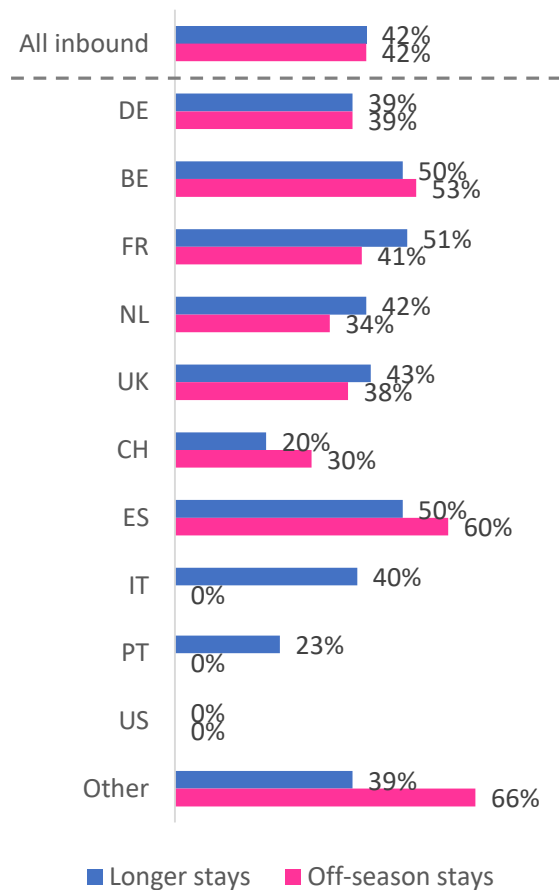
**Market size of leisure visitors considering
longer / off-season future stays**

Volume of leisure visitors considering longer / off-season future stays in Luxembourg

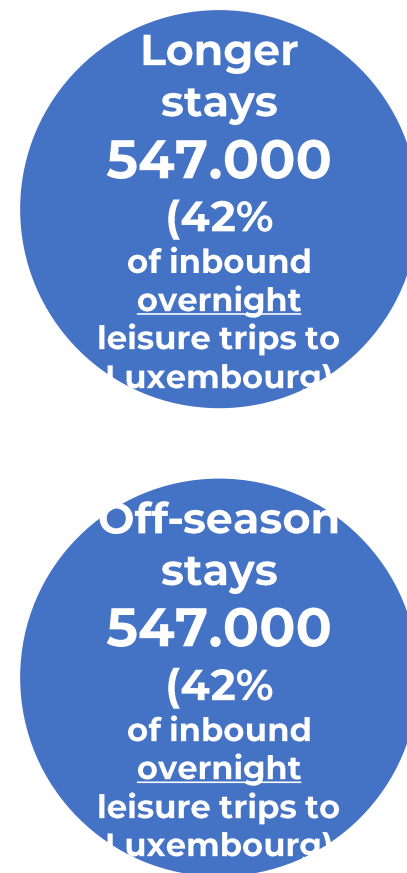
Overnight trips



Share of visitors considering longer/off-season future stays in Luxembourg by source markets



Number of overnight trips to Luxembourg (estimate 2023)



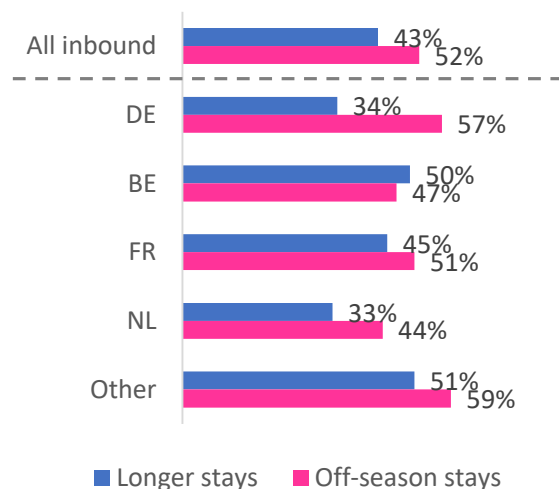
	Overnight trips: Longer future stays	Overnight trips: Off-season future stays
DE	75.000	75.000
BE	114.000	121.000
FR	66.000	53.000
NL	139.000	113.000
Other	153.000	185.000

Volume of leisure visitors considering longer / off-season future stays in Luxembourg

Same-day trips



Share of visitors considering longer/off-season future stays in Luxembourg by source markets



Number of trips / excursions to Luxembourg (estimate 2023)

Longer stays
1.203.000
 (43% of inbound same-day leisure trips to Luxembourg)

Off-season stays
1.454.000
 (52% of inbound same-day leisure trips to Luxembourg)

	Same-day trips: Longer future stays	Same-day trips: Off-season future stays
DE	208.000	349.000
BE	301.000	283.000
FR	301.000	341.000
NL	136.000	181.000
Other	256.000	296.000



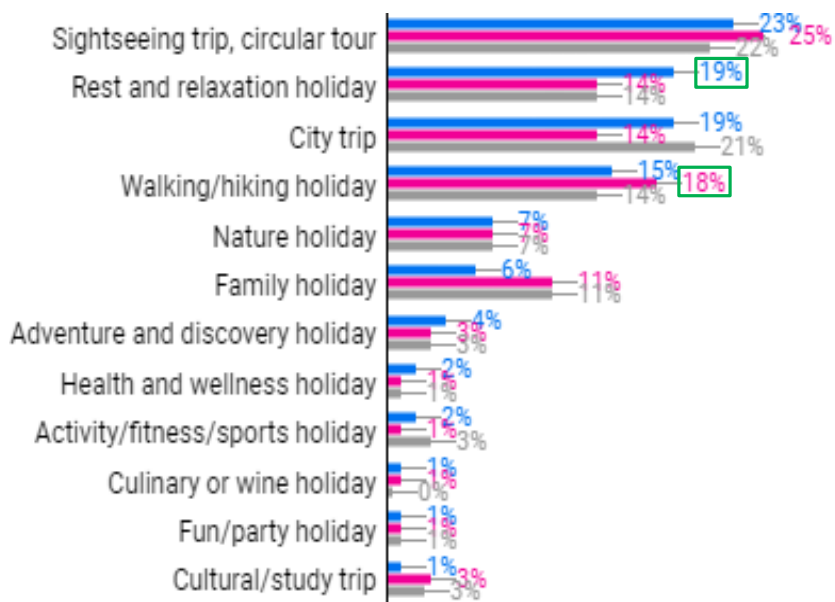
**Travel behaviour of leisure visitors
considering longer / off-season future stays
in Luxembourg**

Holiday types

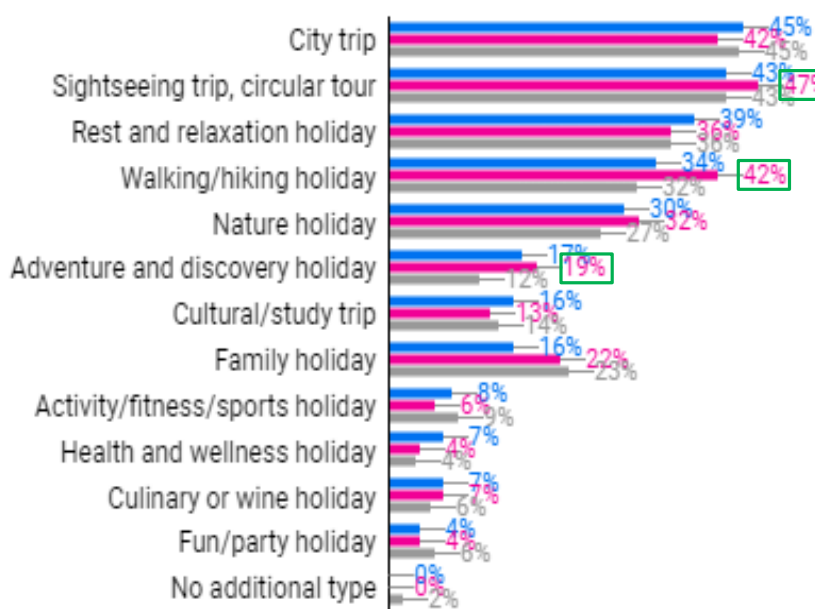
Inbound leisure visitors with overnight, 2020-2023



Main holiday types



Additional holiday types



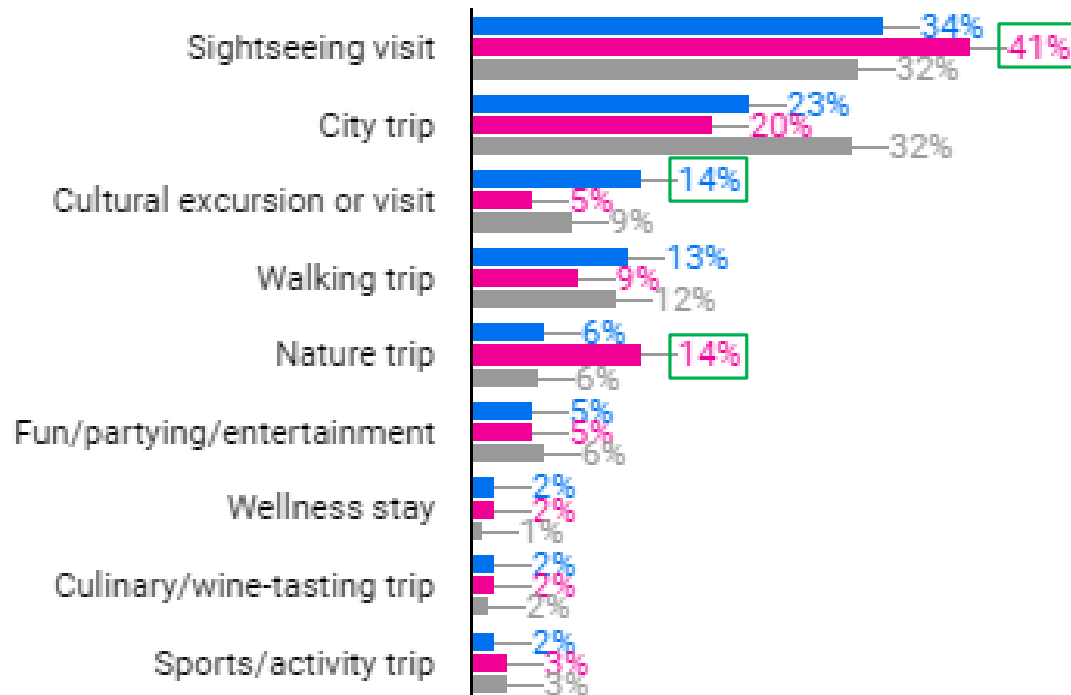
Main purpose of overnight trip (if not holiday)



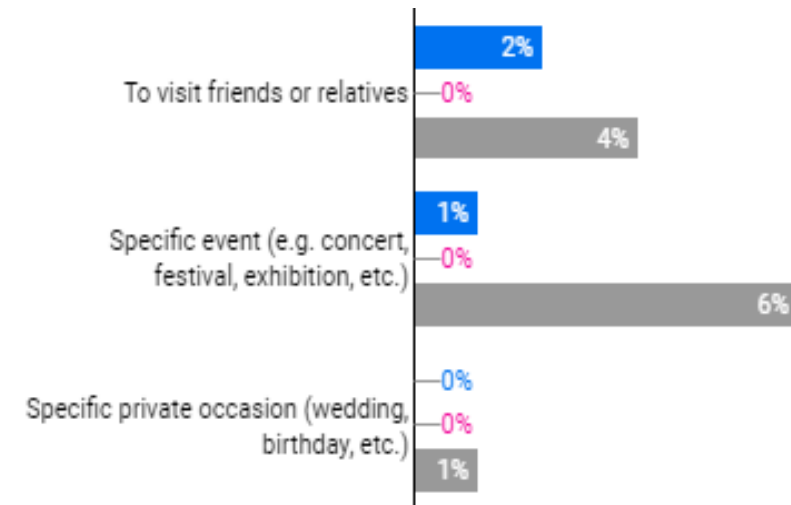


Types of excursions

Inbound leisure same-day visitors, 2020-2023

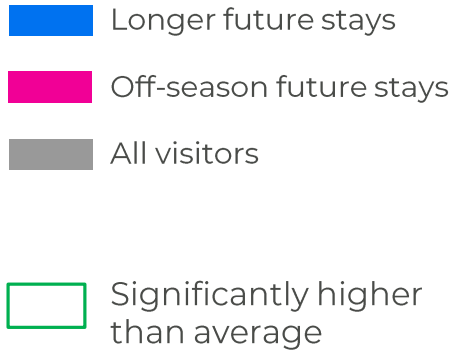


Main purpose of same-day trip (if not excursion)

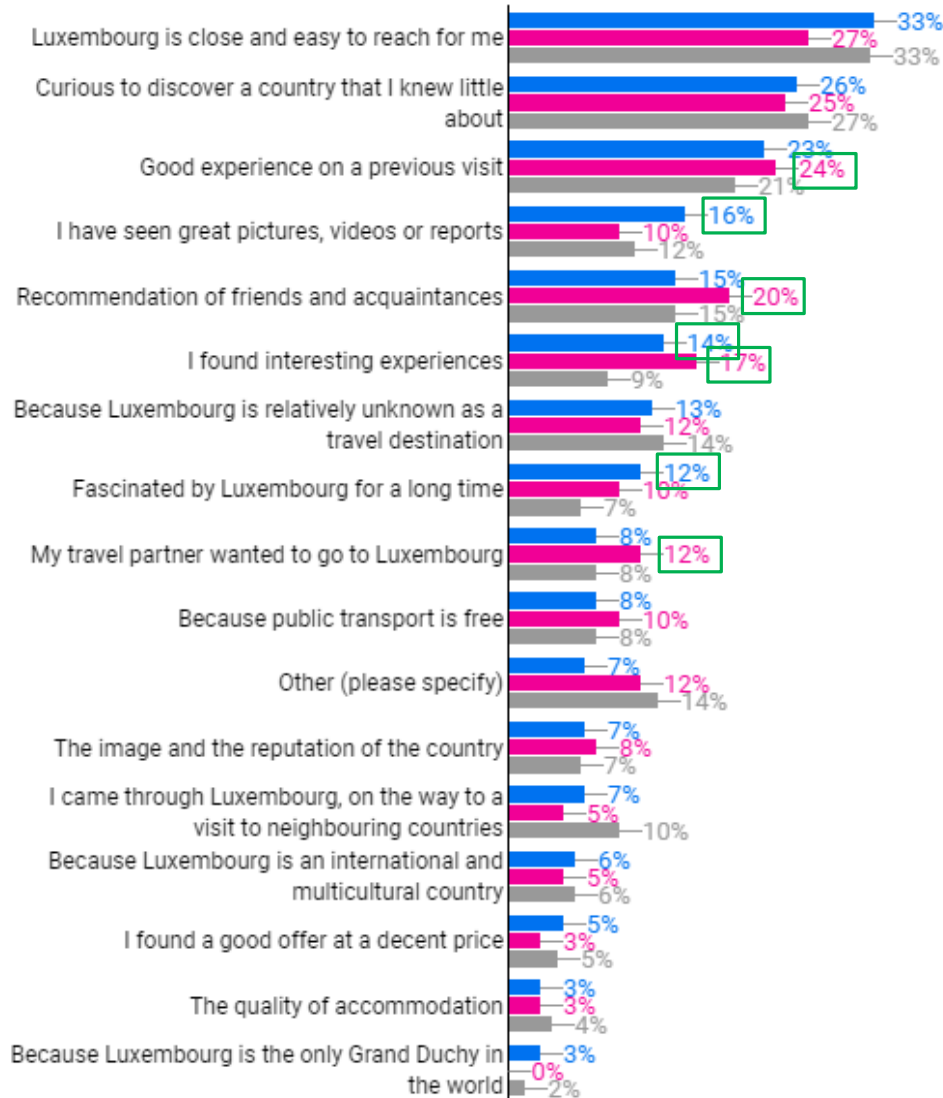


Key decision criteria for choosing Luxembourg (*)

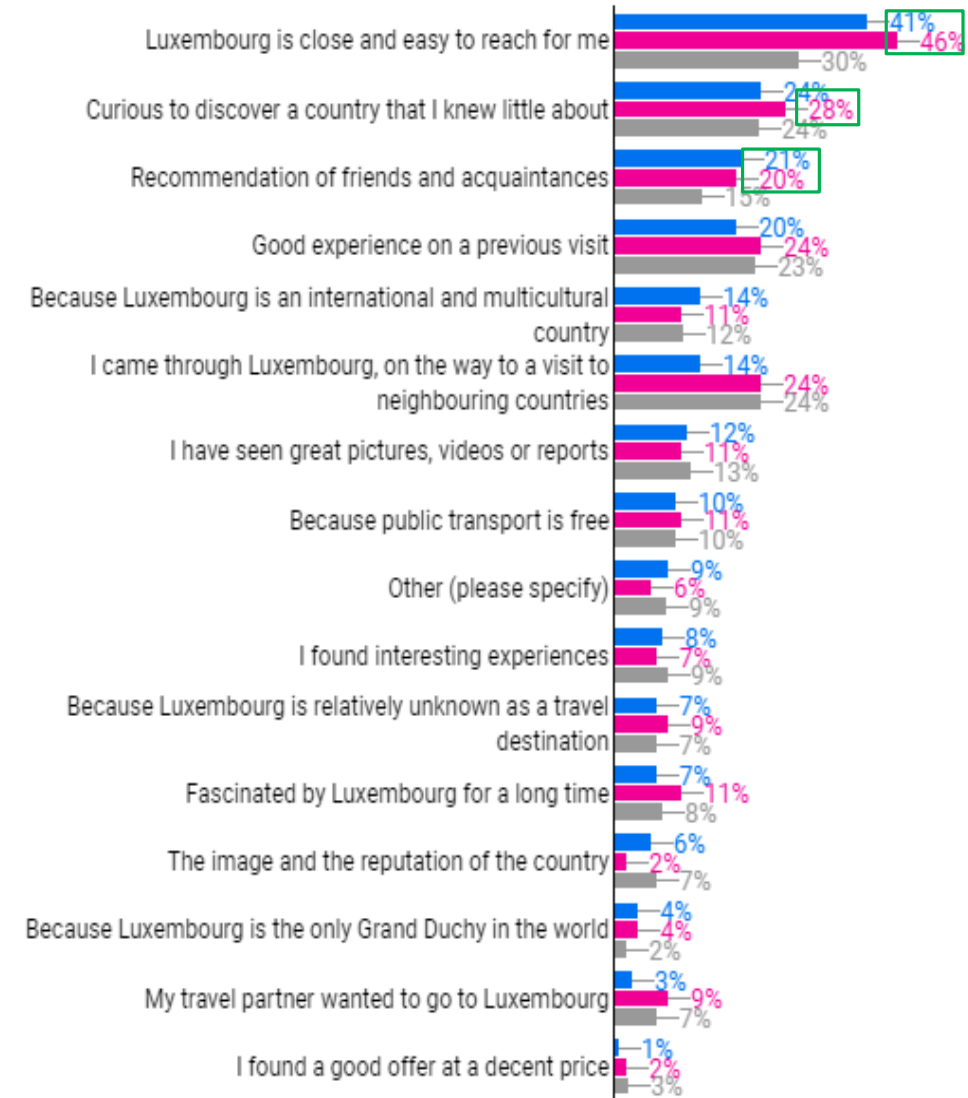
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



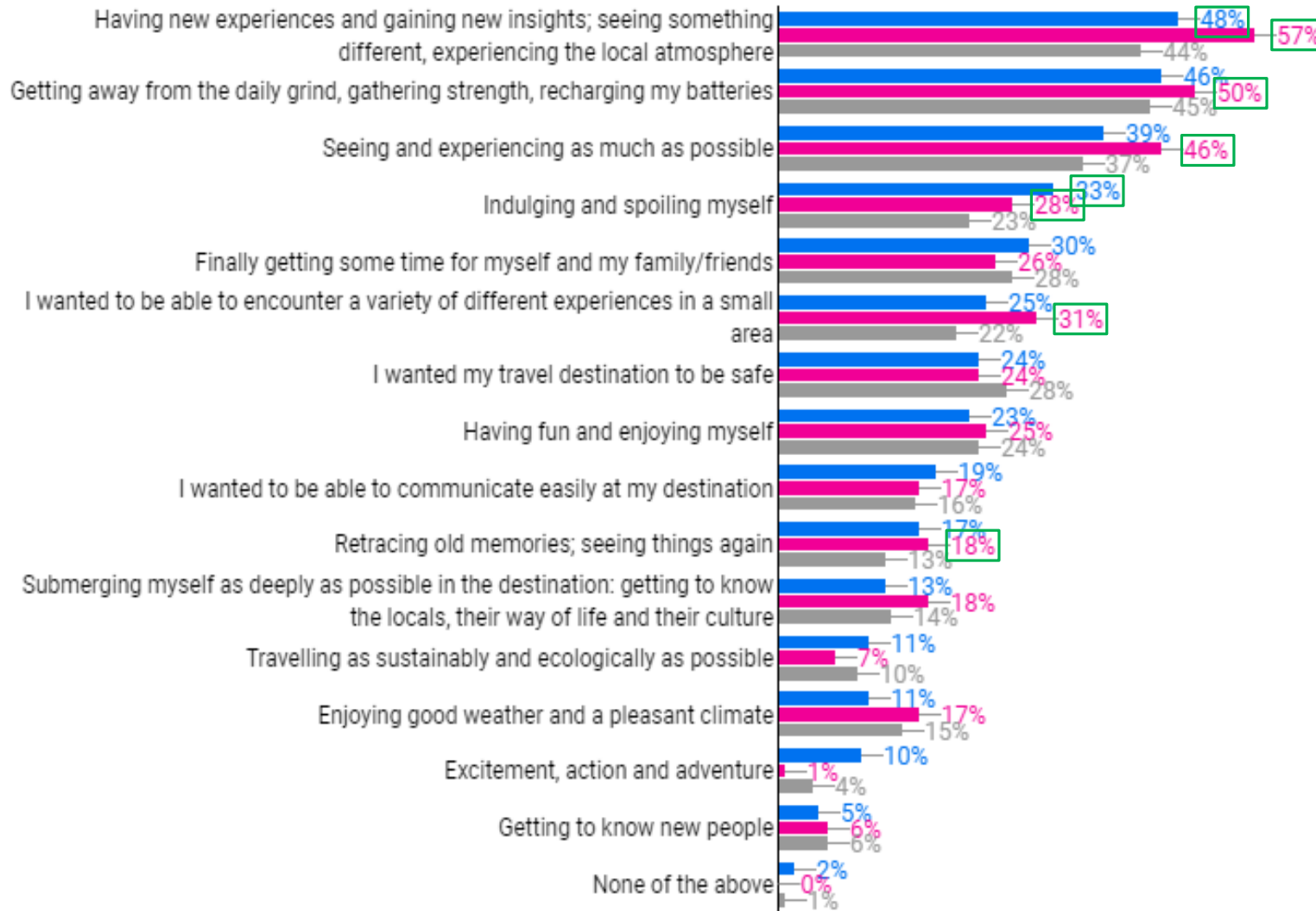
Source: LFT/Ilres Visitor Survey, 2020-2023.
 (*) Maximum 3 answers possible.

Key travel motives and emotions

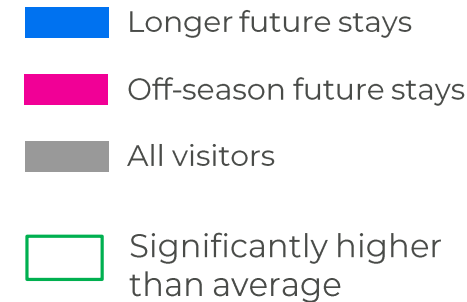
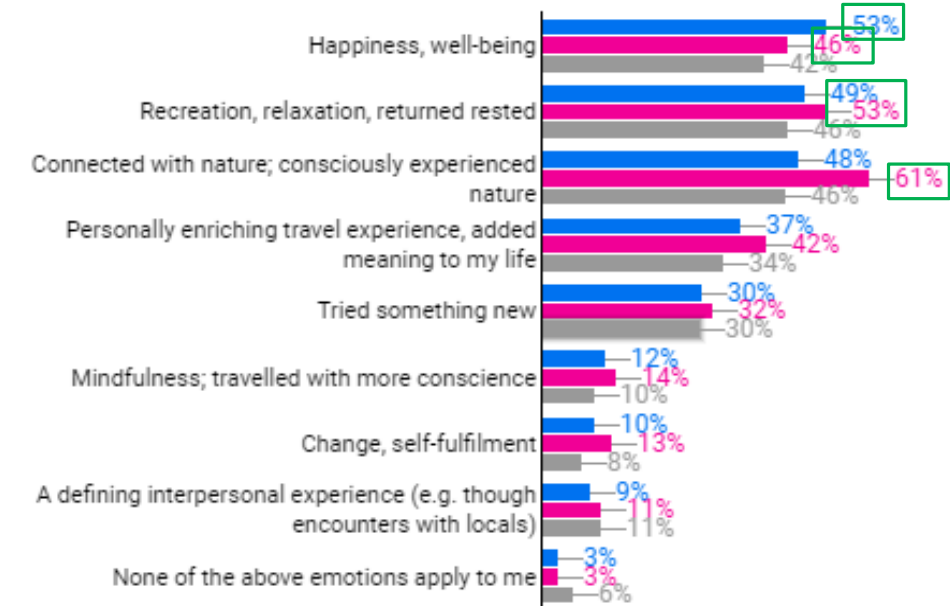
Inbound leisure visitors with overnight, 2020-2023



Travel motives

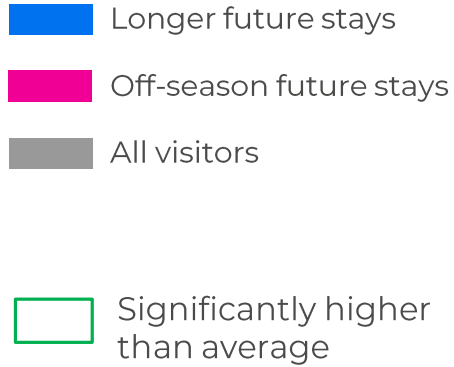


Emotions experienced during stay

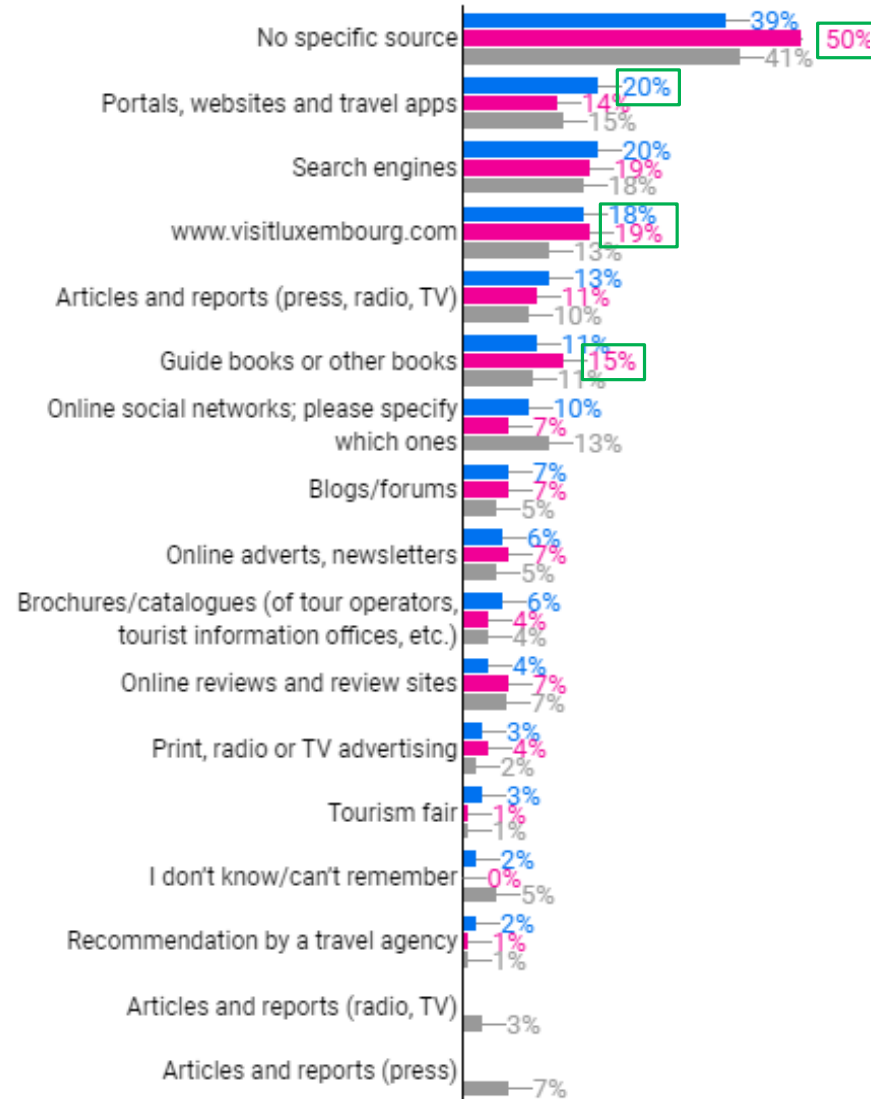


Inspiration sources

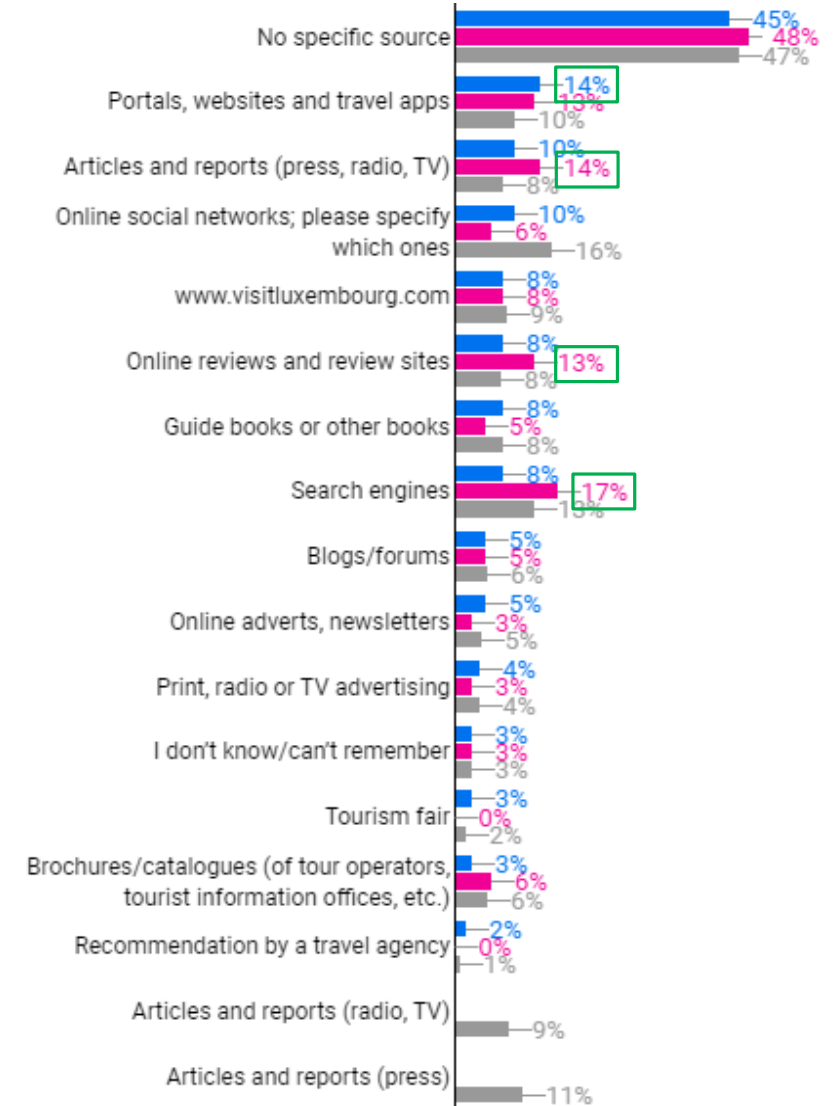
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



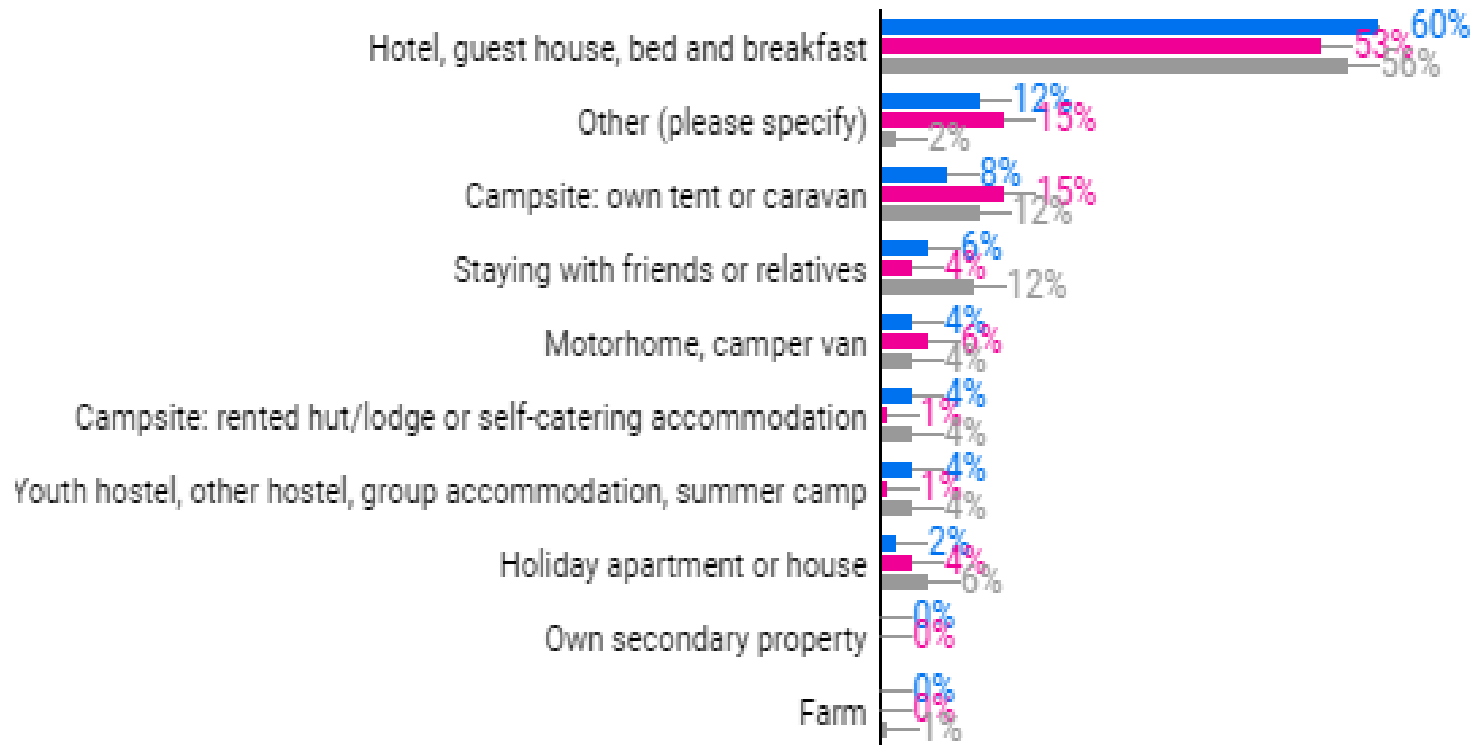
Type of accommodation, destination regions

Inbound leisure visitors with overnight, 2020-2023

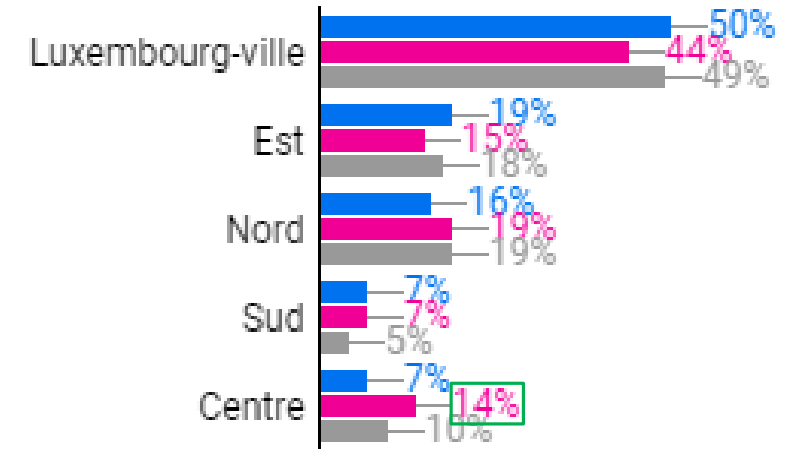


- Longer future stays
- Off-season future stays
- All visitors

Type of accommodation



Destination region



 Significantly higher than average



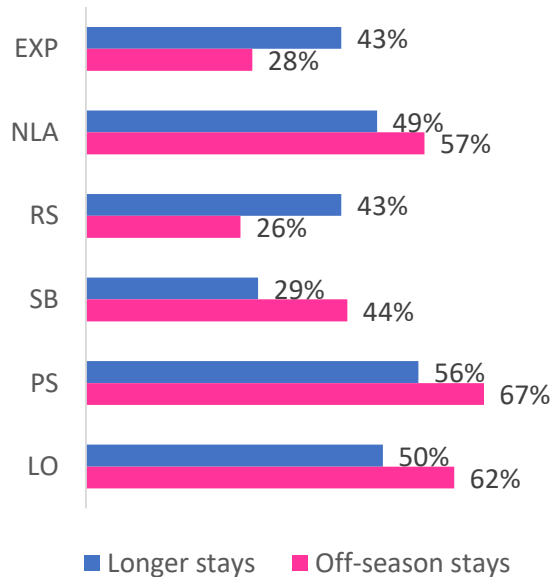
Target segments

Inbound leisure visitors, 2020-2023

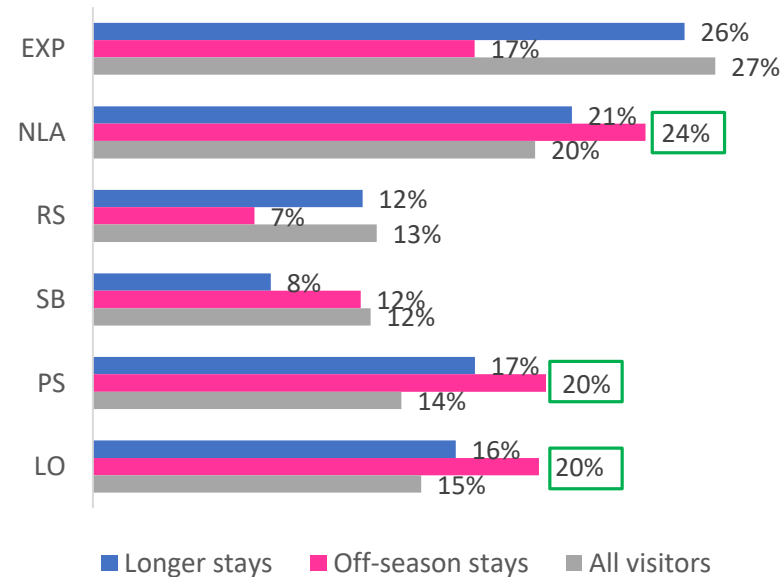
EXP – Explorers
 NLA – Nature-Loving Actives
 RS – Relaxation Seekers
 SB – Short Breakers
 PS – Perfection Seekers
 LO – Leisure Oriented

 Significantly higher than average

Visitors with overnight

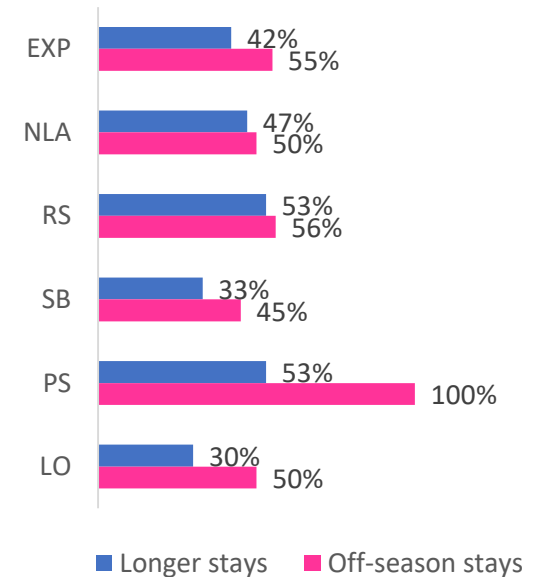


Reading example: 43% of Explorers are considering longer future stays



Reading example: 26% of visitors considering longer future stays are Explorers

Day visitors

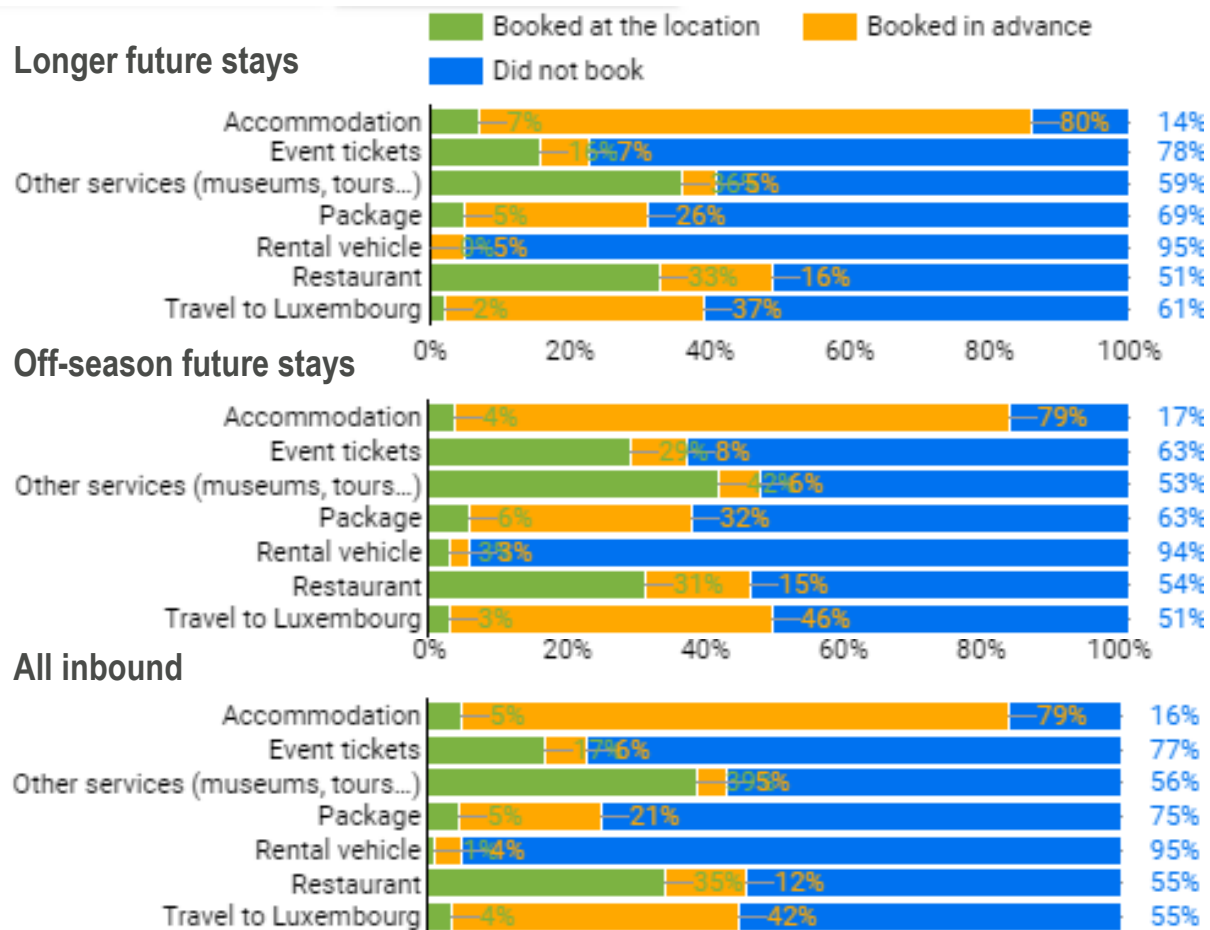


Booking behaviour

Inbound leisure visitors with overnight, 2020-2023

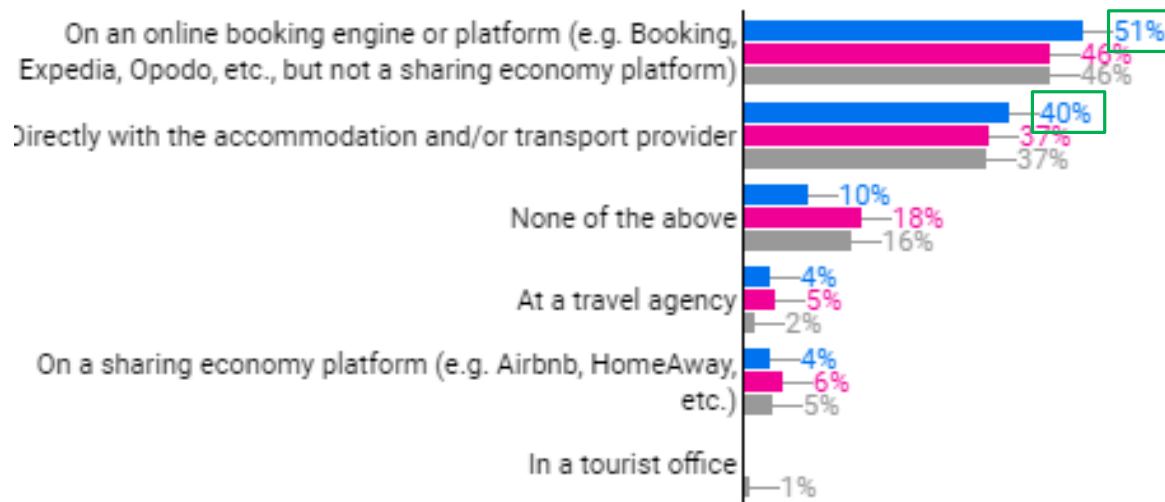


Booking of travel items



- Longer future stays
- Off-season future stays
- All visitors

Booking channels



 Significantly higher than average

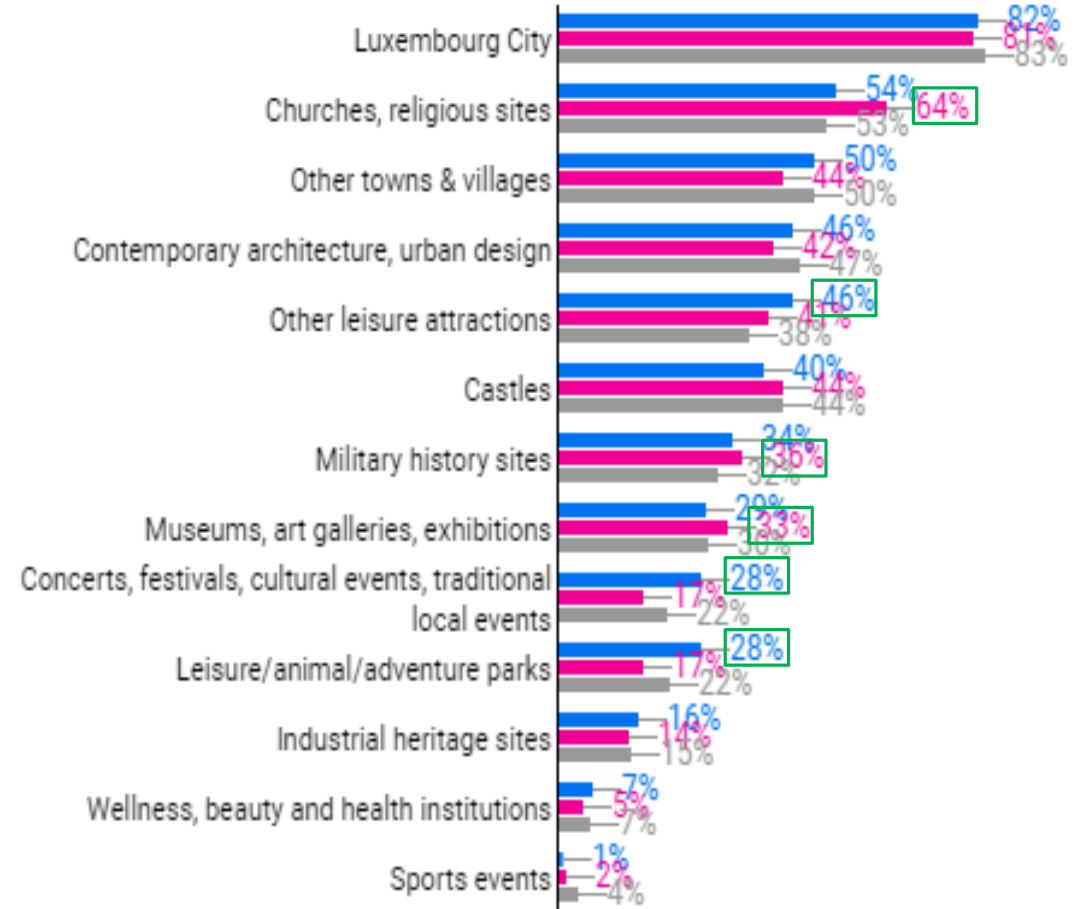
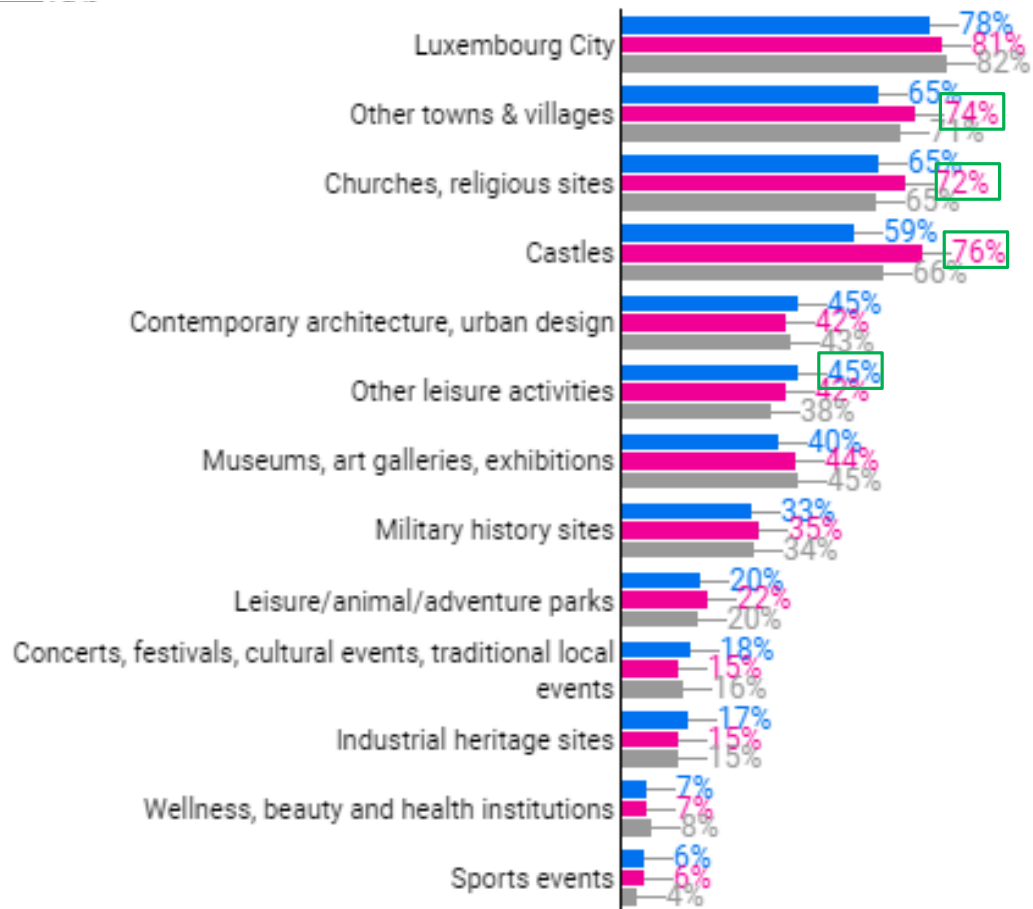
Places visited during leisure stays

Inbound leisure visitors, 2020-2023



Visitors with overnight

Day visitors

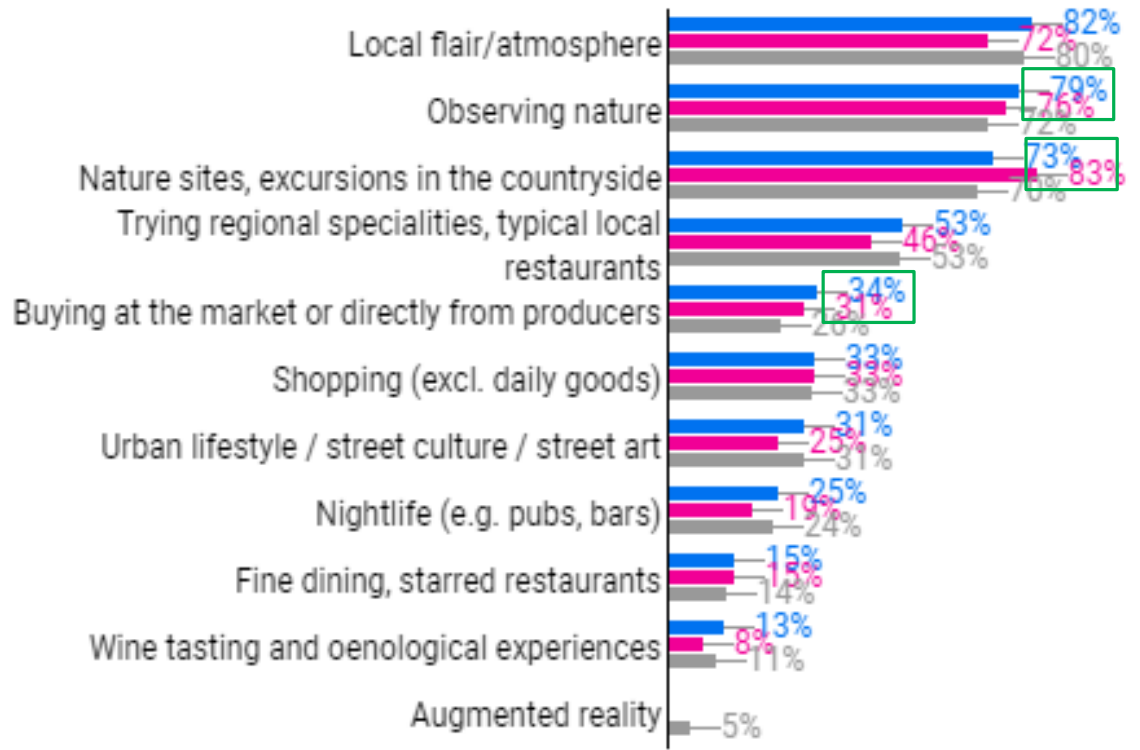


Non-sporting activities undertaken during leisure stays

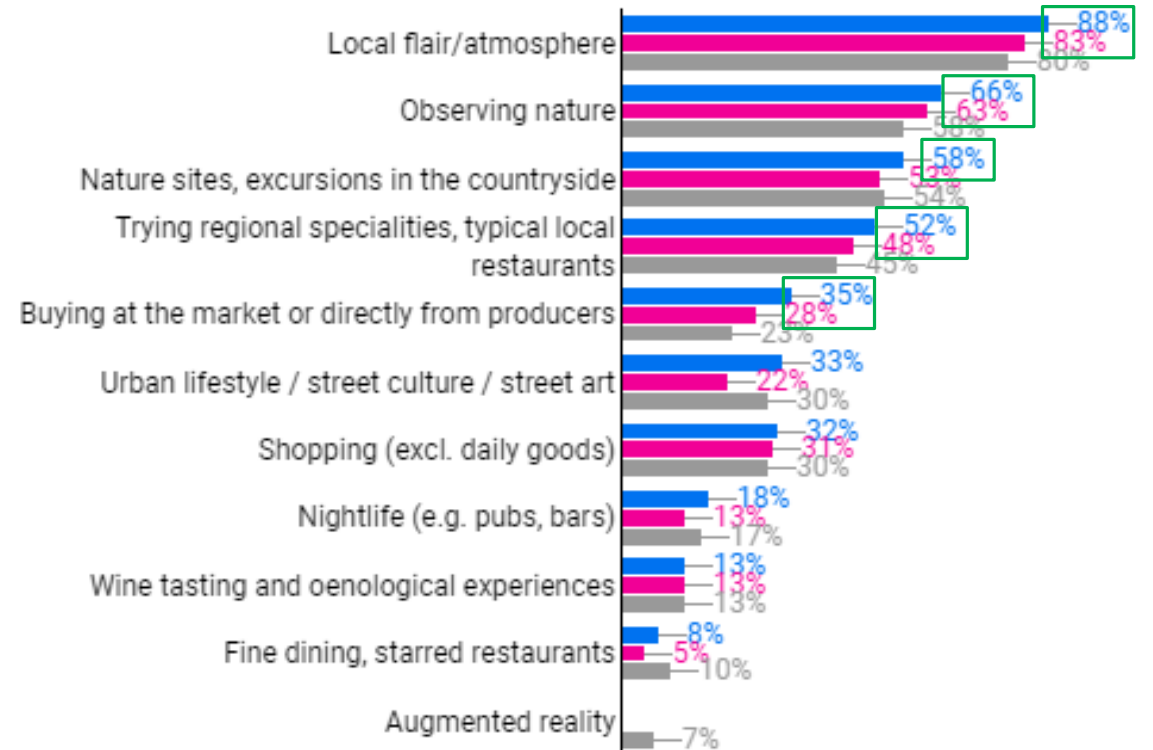
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors

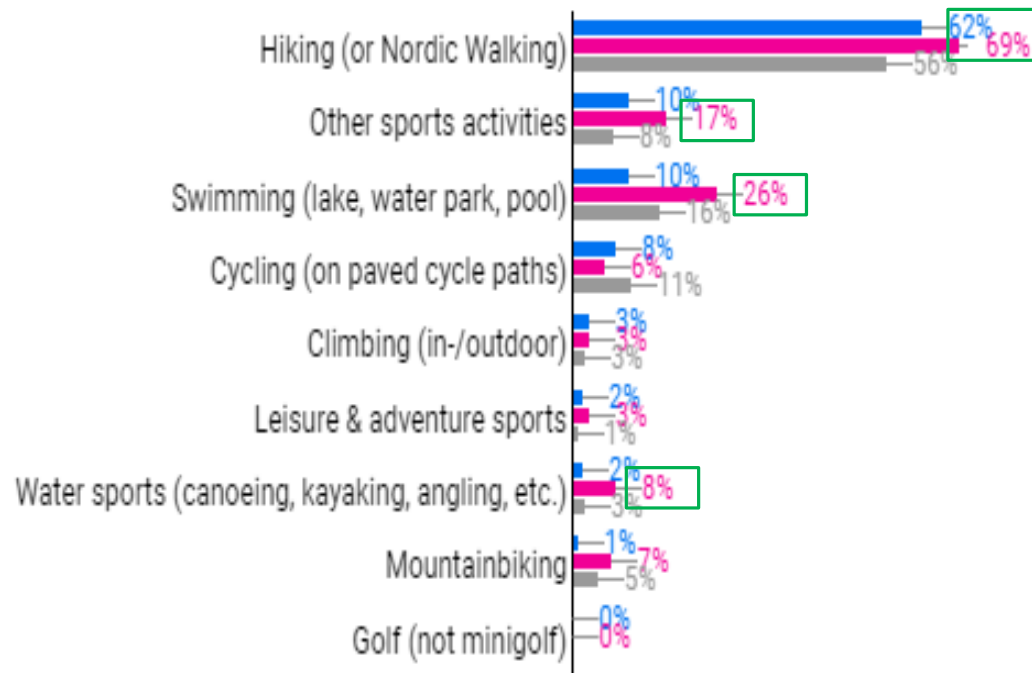


Sporting activities undertaken during leisure stays

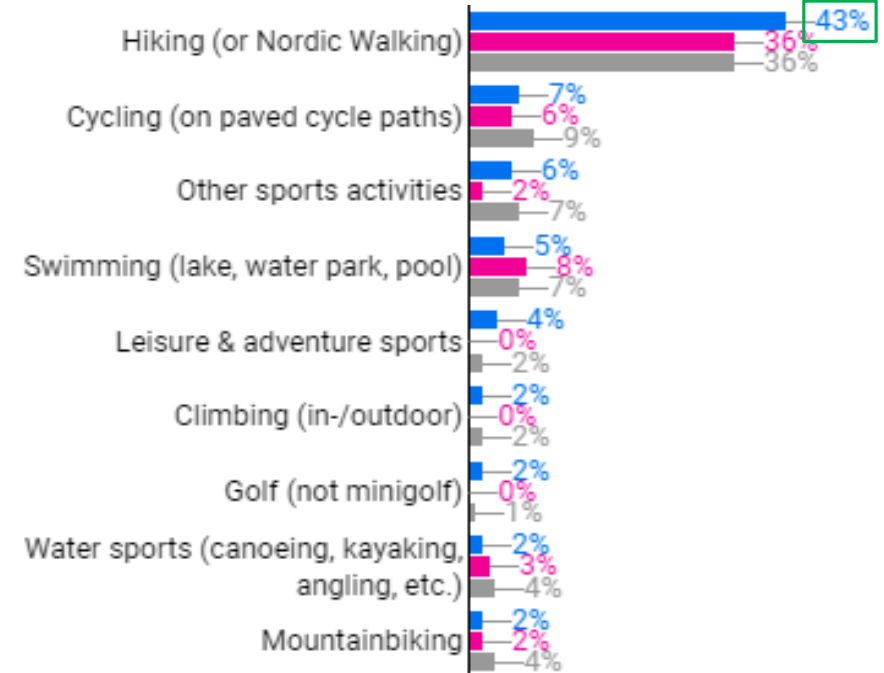
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



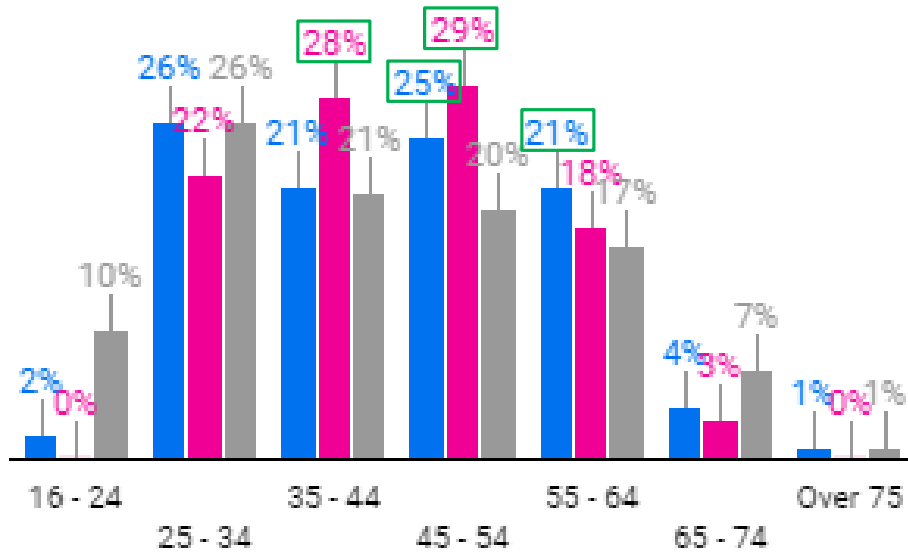


Age groups

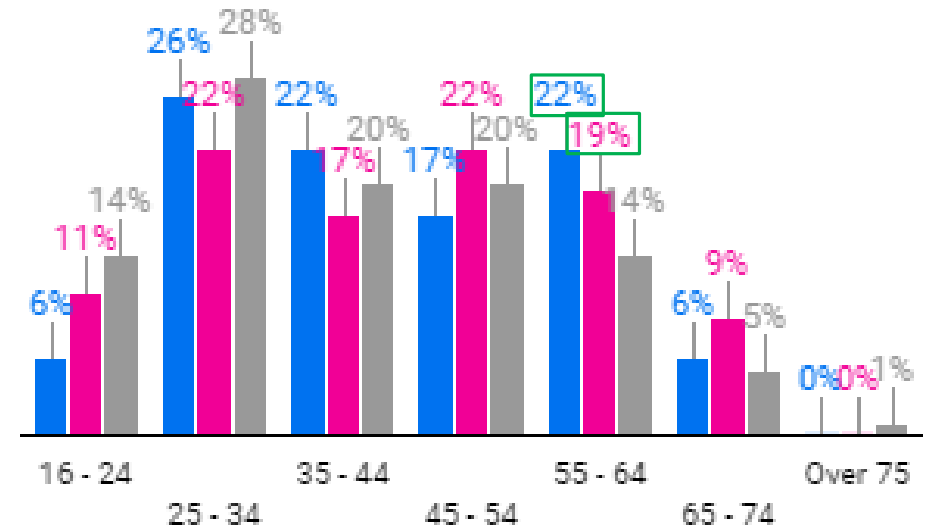
Inbound leisure visitors, 2020-2023

- Longer future stays
- Off-season future stays
- All visitors

Visitors with overnight



Day visitors



 Significantly higher than average

Transport (to and in destination)

Inbound leisure visitors, 2020-2023



Longer future stays

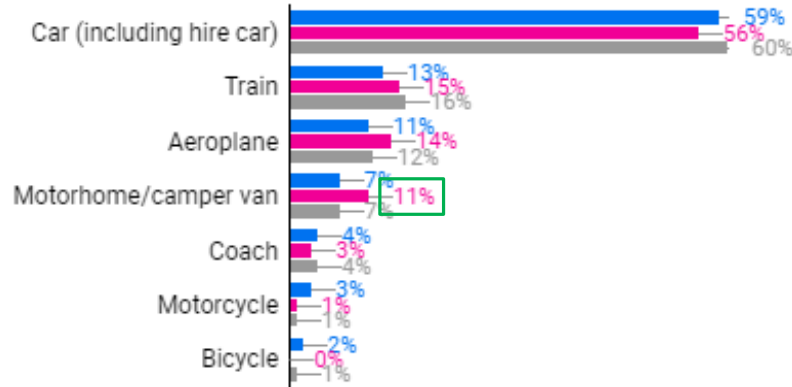
Off-season future stays

All visitors

Significantly higher than average

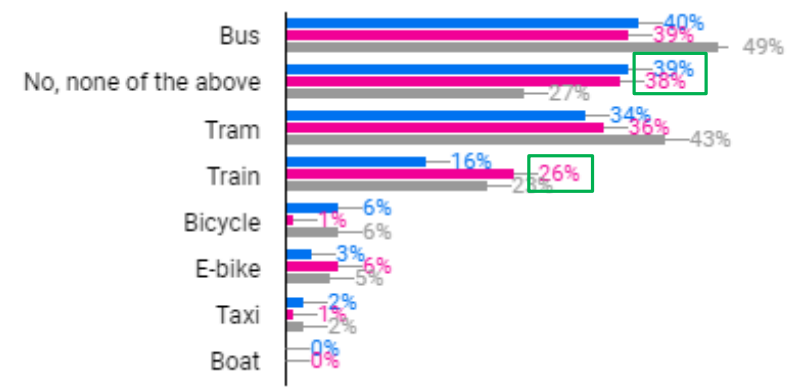
Transport to destination

Visitors with overnight

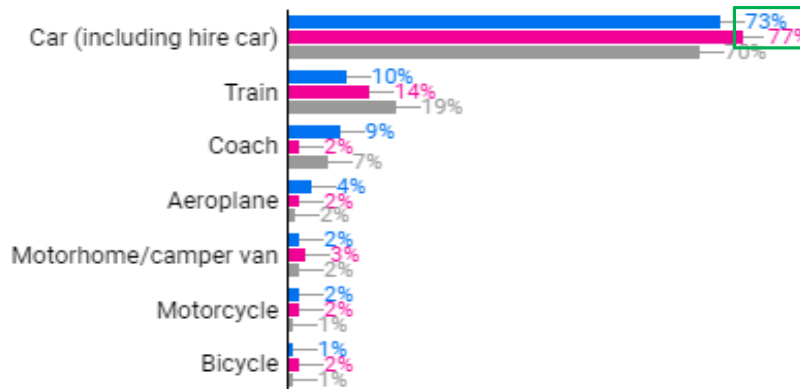


Transport in destination

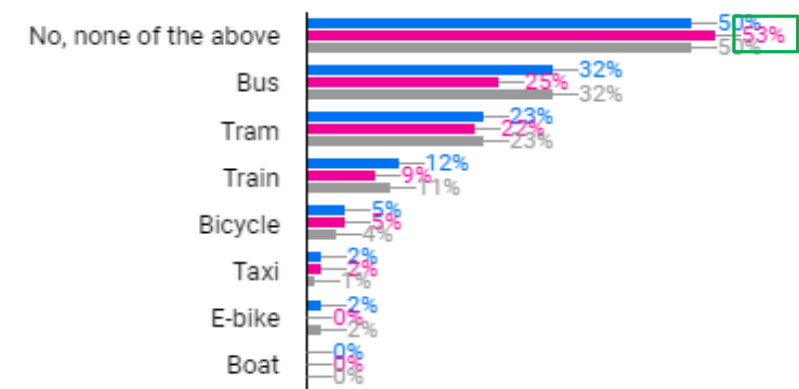
Visitors with overnight



Day visitors



Day visitors



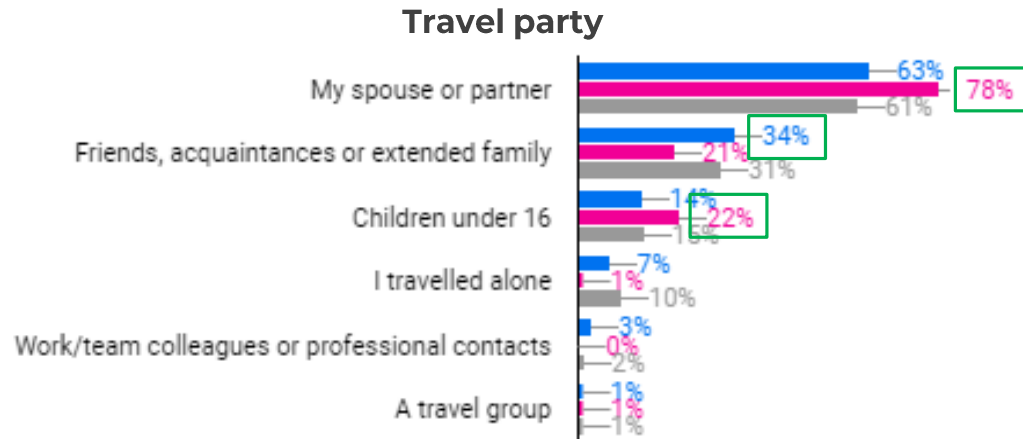
Travel party, repeat visits and cross-border trips

Inbound leisure visitors with overnight, 2020-2023

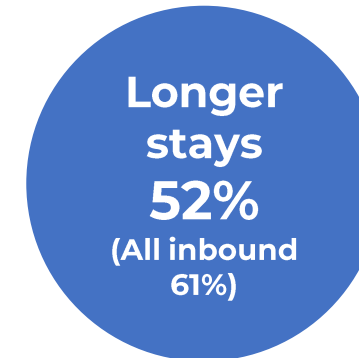


- Longer future stays
- Off-season future stays
- All visitors

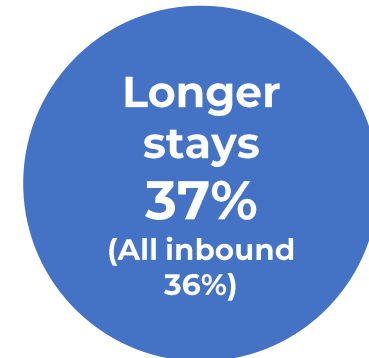
 Significantly higher than average



First-time visitors



Visitors spending nights in Luxembourg and abroad during same trip



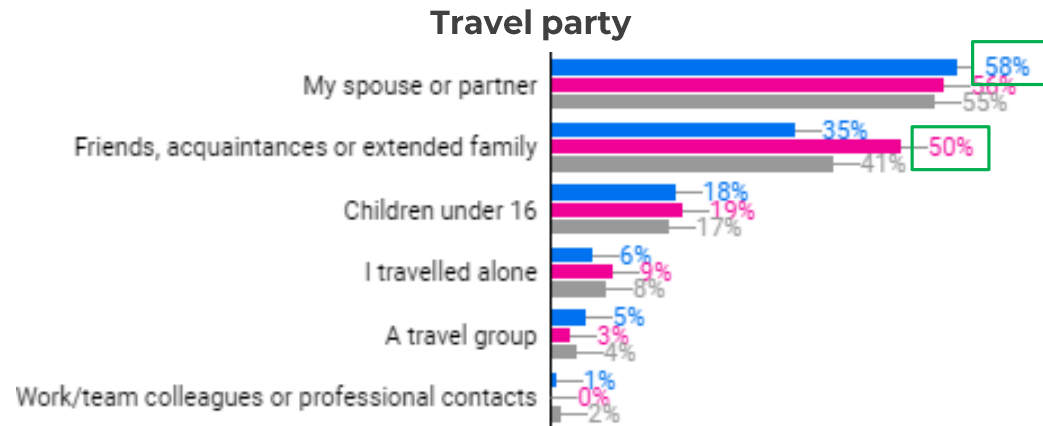
Travel party and repeat visits

Inbound leisure same-day visitors, 2020-2023



- Longer future stays
- Off-season future stays
- All visitors

Significantly higher than average



First-time visitors

Longer stays
44%
 (All inbound 45%)

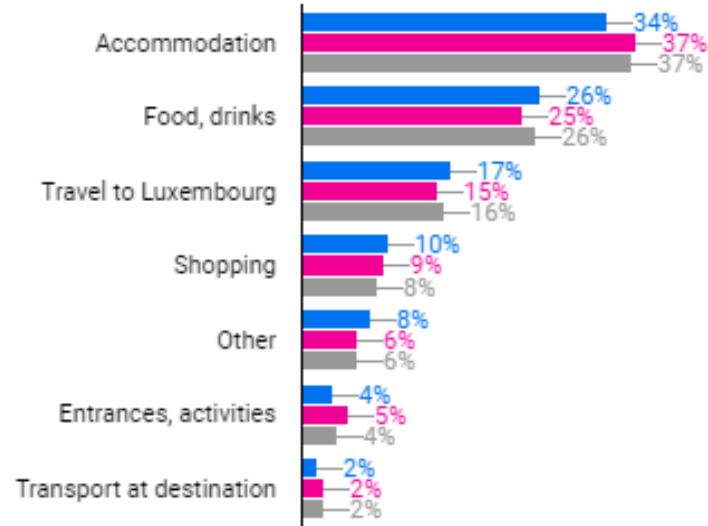
Off-season stays
48%
 (All inbound 45%)

Expenditure, length of stay and quality vs price orientation

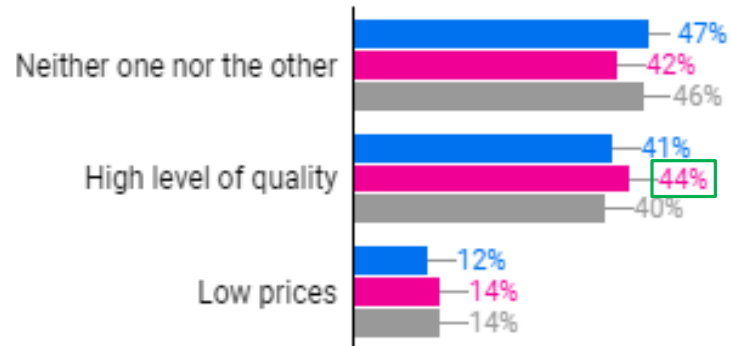


Inbound leisure visitors with overnight, 2020-2023

Breakdown of expenditure by categories



Quality vs. price orientation



- Longer future stays
- Off-season future stays
- All visitors

 Significantly higher than average

Length of stay



Spend/pers./trip



Spend/pers./day



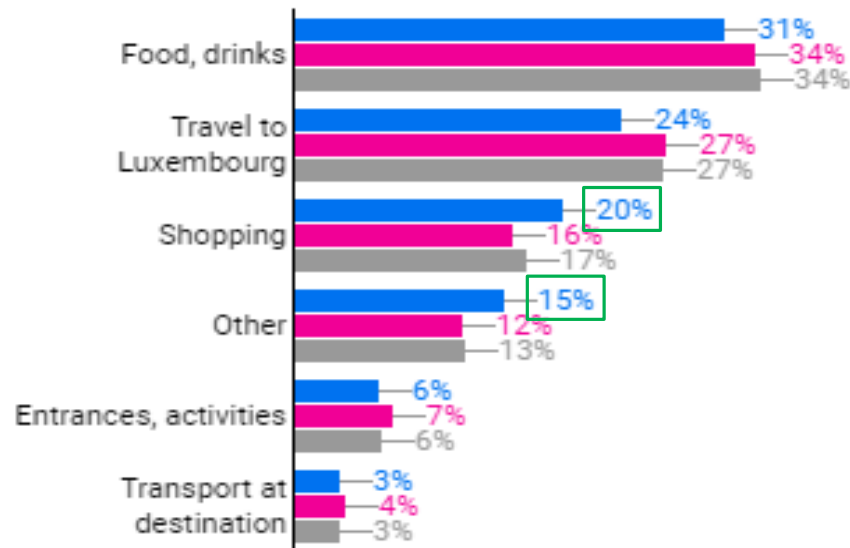
Expenditure

Inbound leisure same-day visitors, 2020-2023



- Longer future stays
- Off-season future stays
- All visitors

Breakdown of expenditure by categories



Significantly higher than average

Spend/pers./day trip

Longer stays
176€
(All inbound 126€)

Off-season stays
122€
(All inbound 126€)

Actions during stay (sustainable and services)

Inbound leisure visitors, 2020-2023



- Longer future stays
- Off-season future stays
- All visitors

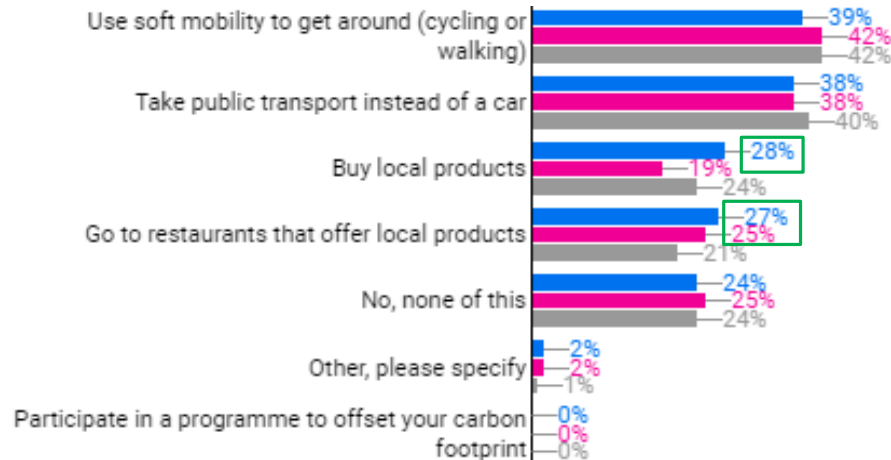
 Significantly higher than average

Sustainable actions during stay

Visitors with overnight

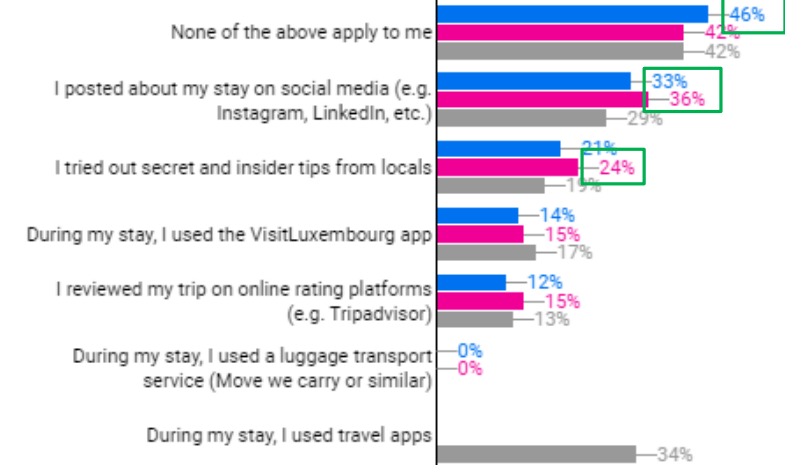


Day visitors

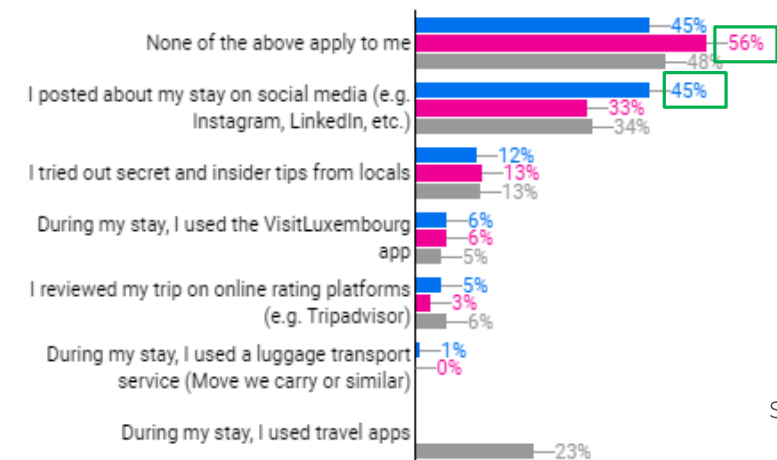


Services used during stay

Visitors with overnight

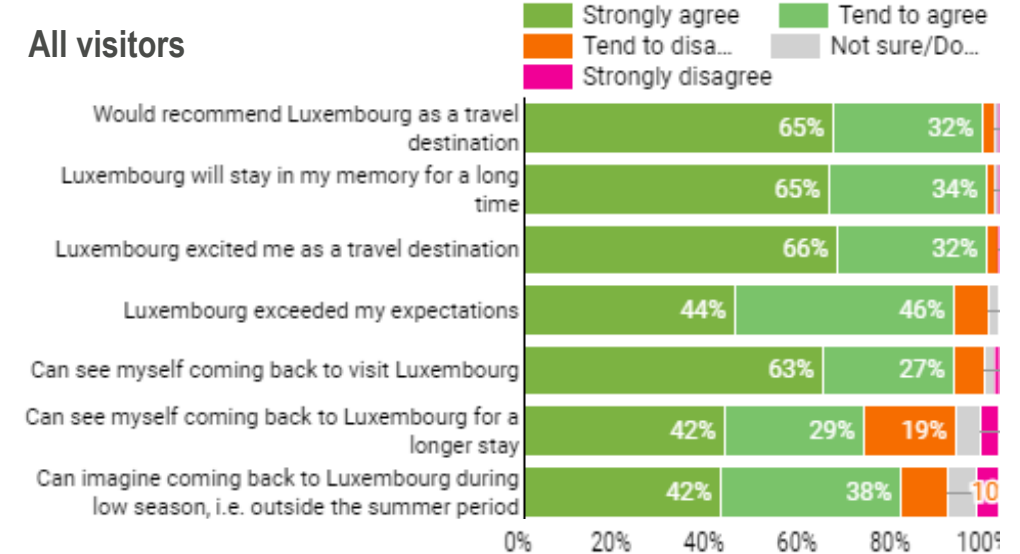
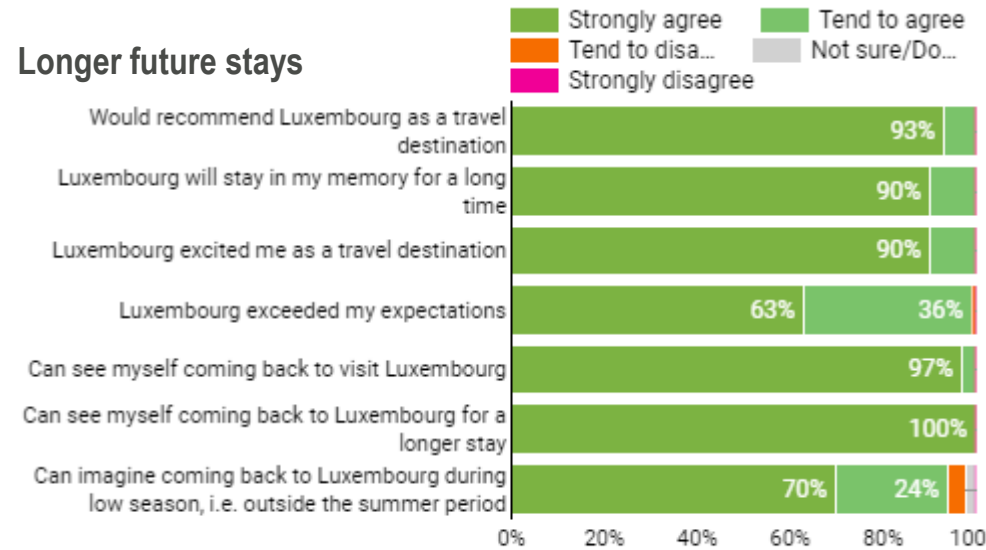


Day visitors



Visitor satisfaction and recommendation

Inbound leisure visitors with overnight, 2020-2023

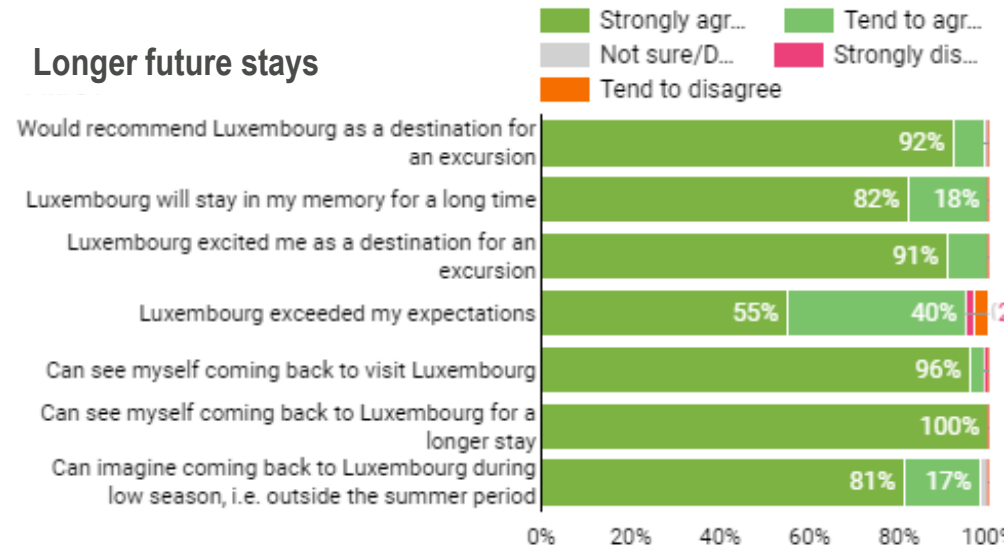


Visitor satisfaction and recommendation

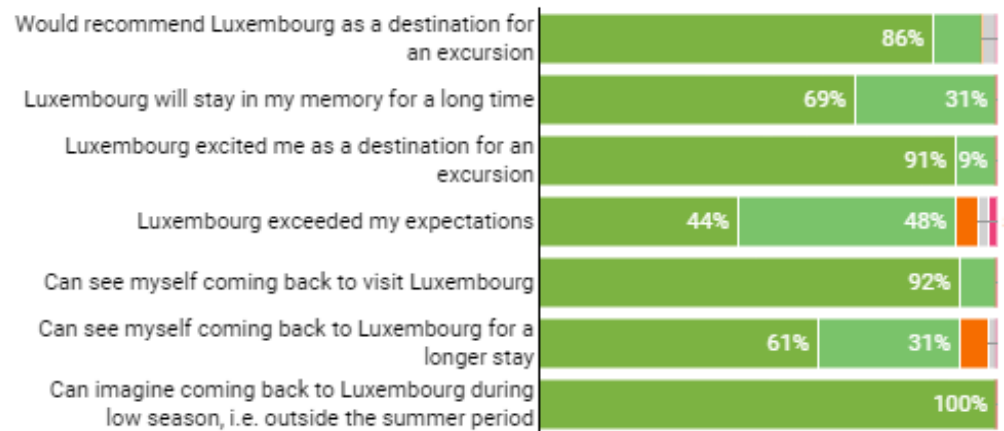
Inbound leisure same-day visitors, 2020-2023



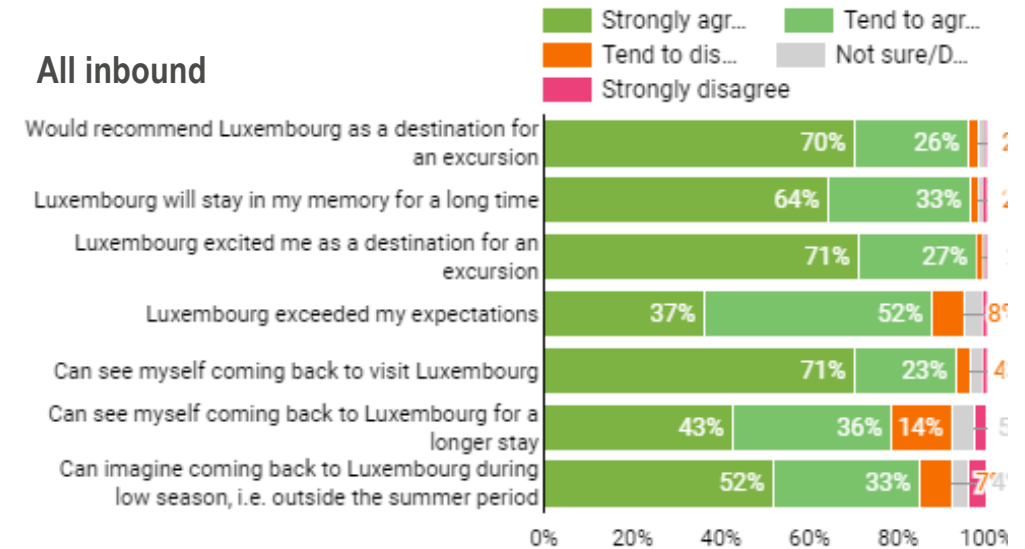
Longer future stays



Off-season future stays



All inbound

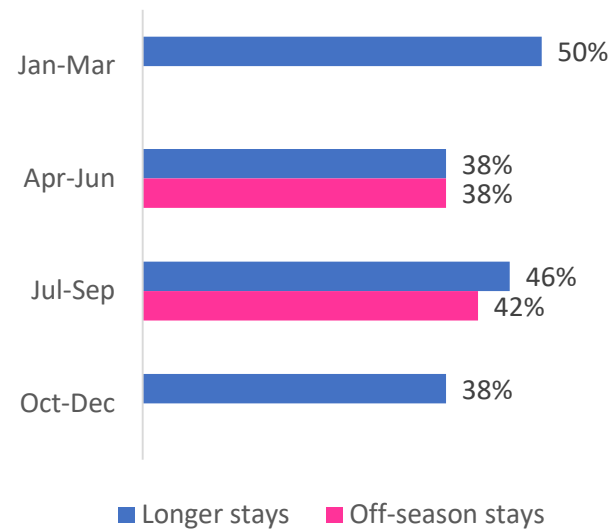


Trip seasonality

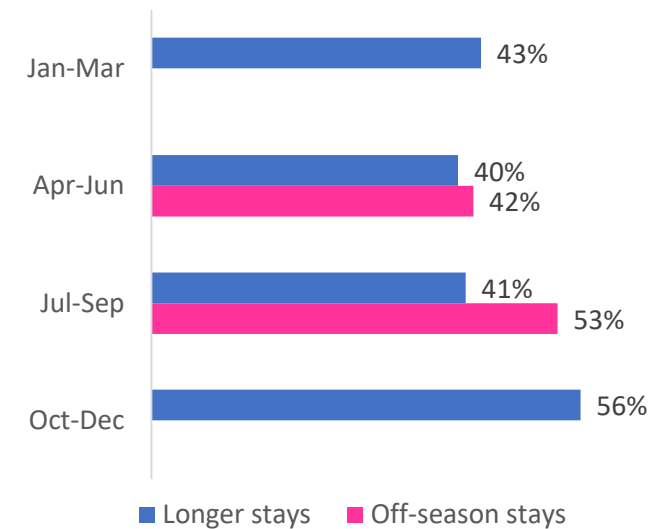
Inbound leisure visitors, 2020-2023



Visitors with overnight



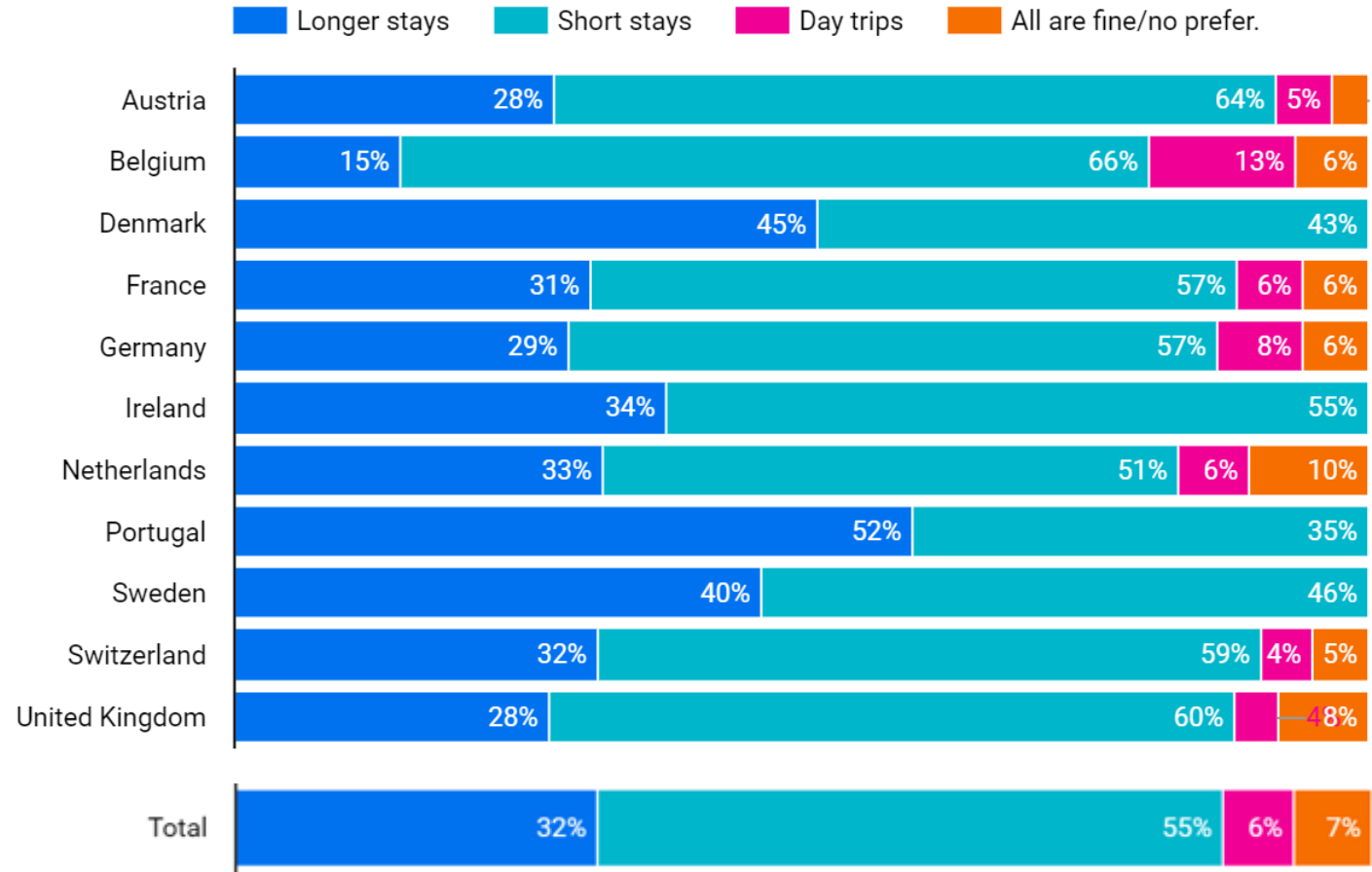
Day visitors





Growth Potential for segment of Longer holiday trips to Luxembourg

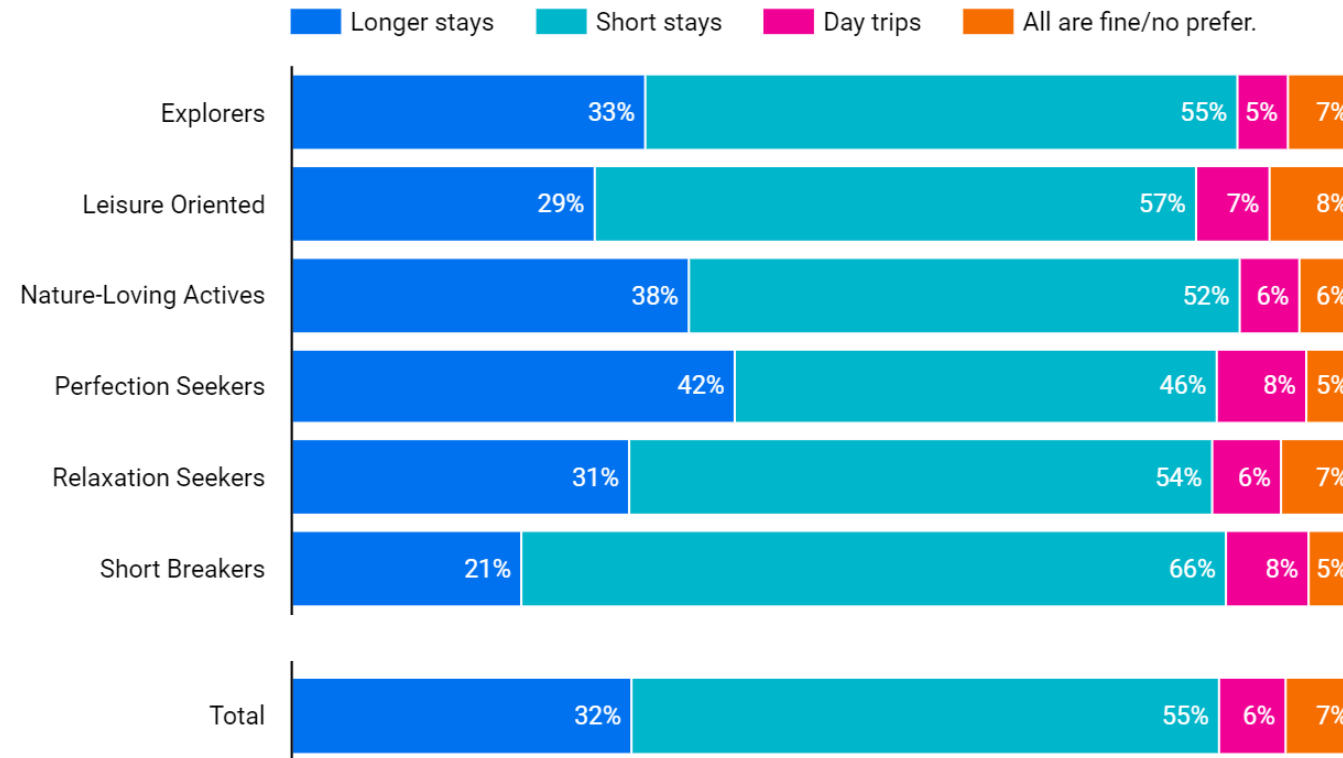
Interest of potential travellers (*) to do a longer stay (i.e., 4+ nights) as a future trip to Luxembourg



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

Interest of potential travellers (*) to do a longer stay (i.e., 4+ nights) as a future trip to Luxembourg

LFT target segments



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

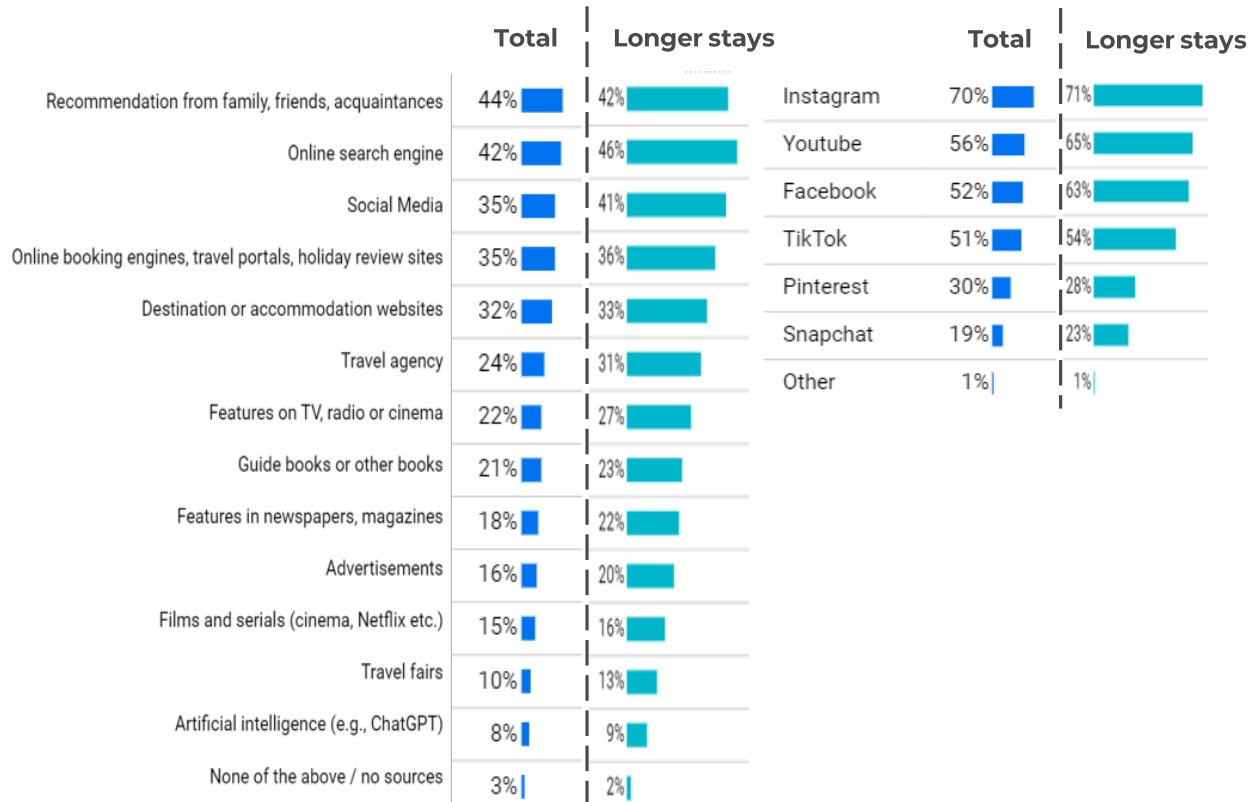
n.b. : Further information, e.g. for past visitors and new potential visitors can be found in LFT's Brand & Potential Study report.

Trip organisation and preferences (1) (*)

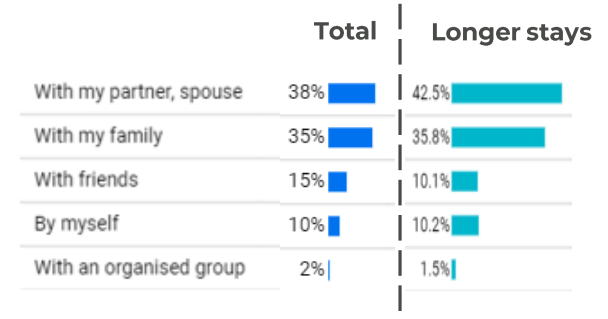


— Average **European source markets**, total vs. travellers interested in longer stays in Luxembourg

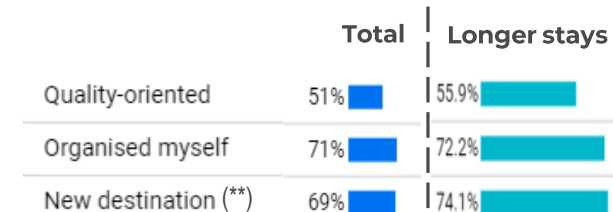
Preferred sources of travel inspiration



Travel party



Quality orientation, self-organisation, new destination



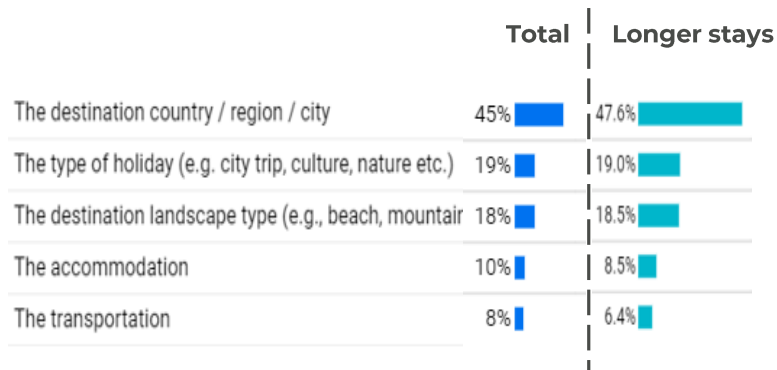
(*) During last outbound holiday trip.
 (**) Travelled to a destination never visited before.

Trip organisation and preferences (2) (*)

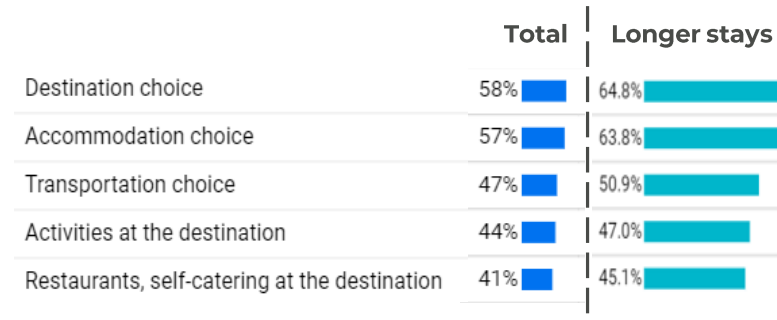


— Average **European source markets**, total vs. travellers interested in longer stays in Luxembourg

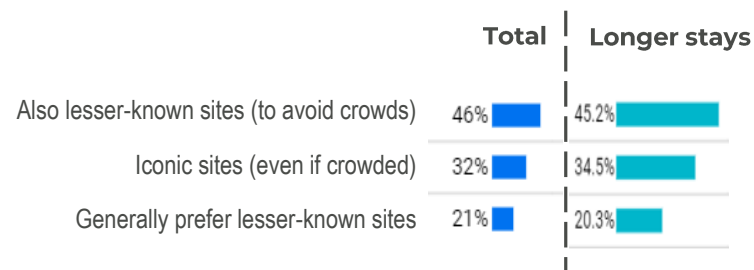
Aspects of trip first decided



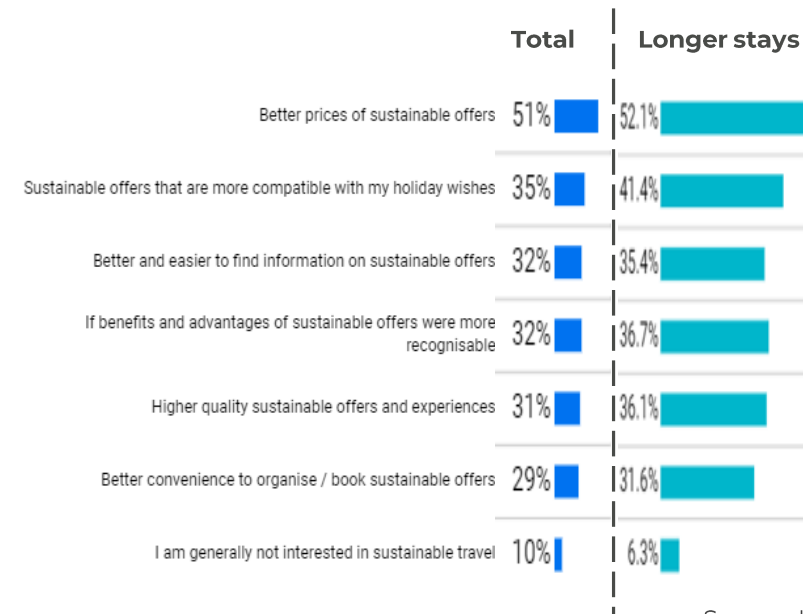
Importance of sustainability for choice of trip components



General preference for visiting iconic vs. lesser-known sites



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



Source: LFT Brand & Potential Studies.

(*) During last outbound holiday trip.



Your contact

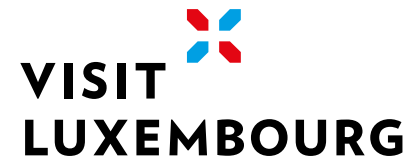


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