



Luxembourg for Tourism
Theme profile

**REMEMBRANCE TOURISM &
INDUSTRIAL HERITAGE**

2023



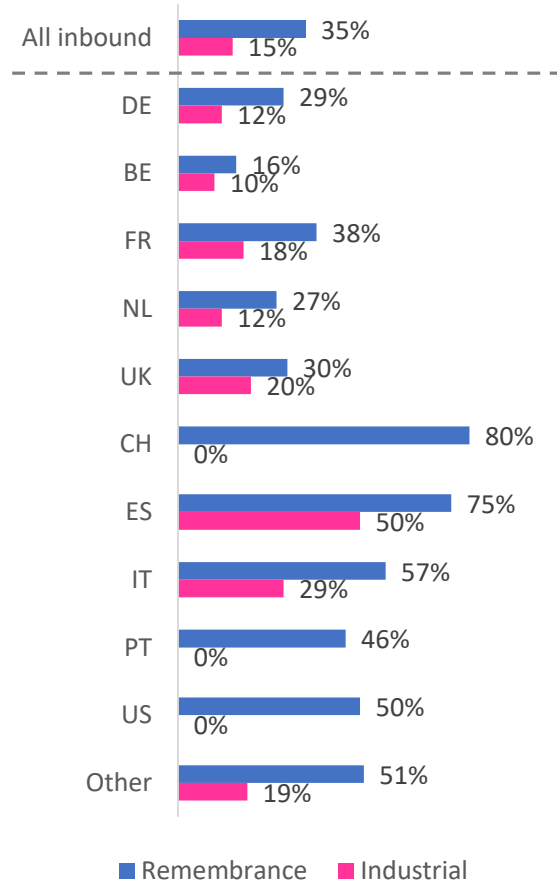
Market size of Remembrance Tourism & Industrial Heritage segments

Volume of leisure visitors with Remembrance Tourism & Industrial Heritage as an activity during holidays

Overnight trips



Share of visitors with Remembrance Tourism & Industrial Heritage as an activity, by source markets



Number of overnight trips to Luxembourg (estimate 2023)

Remembrance
456.000
 (35% of inbound overnight leisure trips to Luxembourg)

Industrial Heritage
195.000
 (15% of inbound overnight leisure trips to Luxembourg)

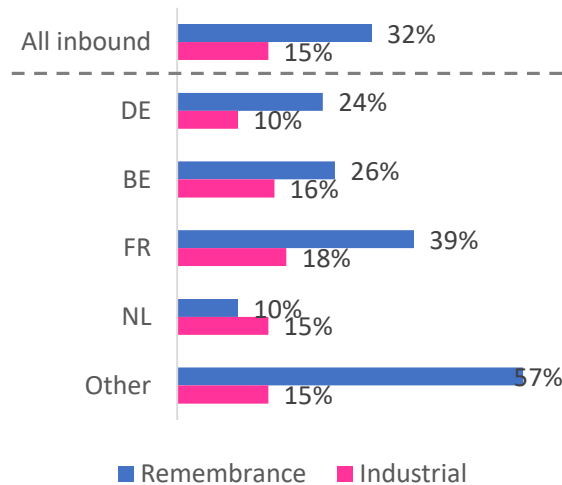
	Overnight trips: Remembrance	Overnight trips: Industrial Heritage
DE	56.000	23.000
BE	36.000	23.000
FR	49.000	23.000
NL	89.000	40.000
Other	226.000	86.000

Volume of leisure visitors with Remembrance Tourism & Industrial Heritage as an activity during excursions



Same-day trips

Share of visitors with Remembrance Tourism & Industrial Heritage as an activity, by source markets



Number of trips / excursions to Luxembourg (estimate 2023)

Remembrance
895.000
(32% of inbound same-day leisure trips to Luxembourg)

Industrial Heritage
419.000
(15% of inbound same-day leisure trips to Luxembourg)

	Same-day trips: Remembrance	Same-day trips: Industrial Heritage
DE	147.000	61.000
BE	157.000	96.000
FR	261.000	120.000
NL	41.000	62.000
Other	286.000	75.000



**Travel behaviour of leisure visitors with
Remembrance Tourism & Industrial Heritage
as a holiday / excursion activity in
Luxembourg**

Holiday types

Inbound leisure visitors with overnight, 2020-2023



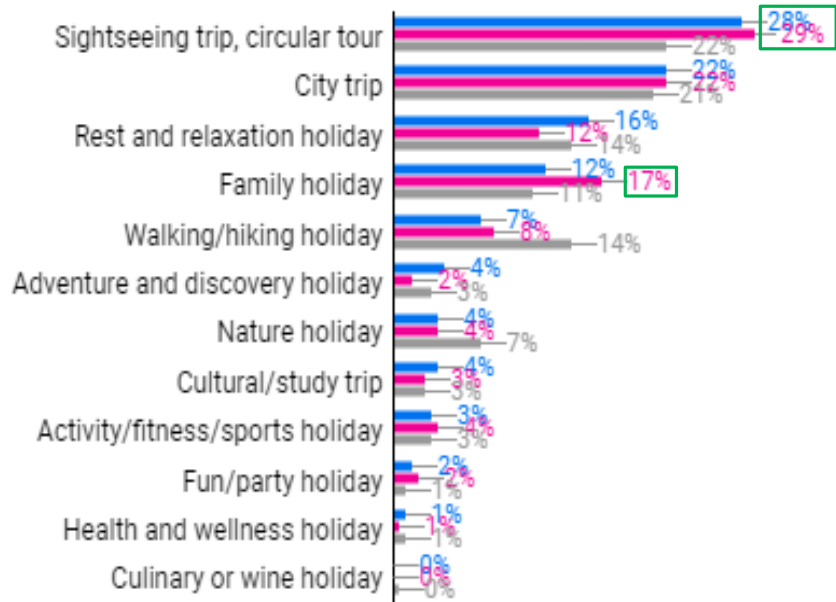
Remembrance Tourism as activity

Industrial Heritage as activity

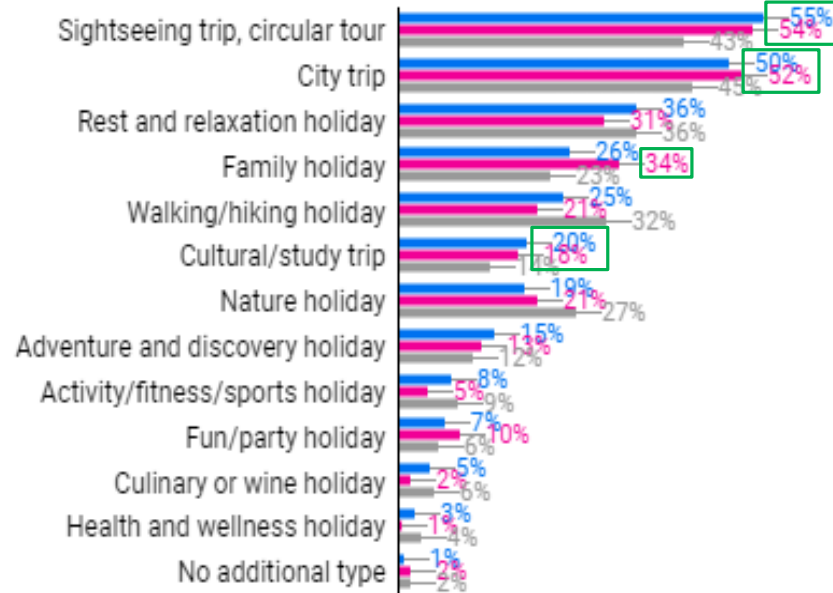
All visitors

Significantly higher than average

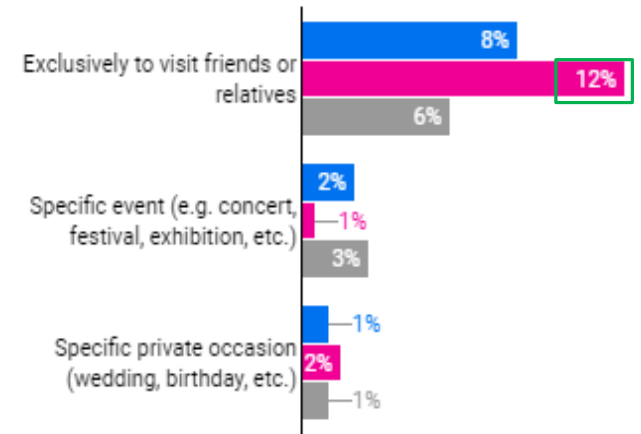
Main holiday types



Additional holiday types

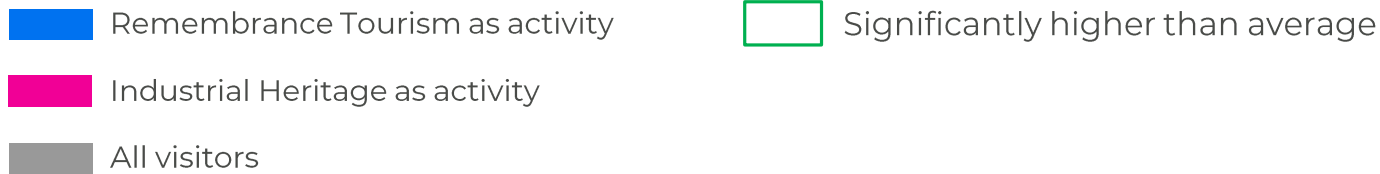


Main purpose of overnight trip (if not holiday)

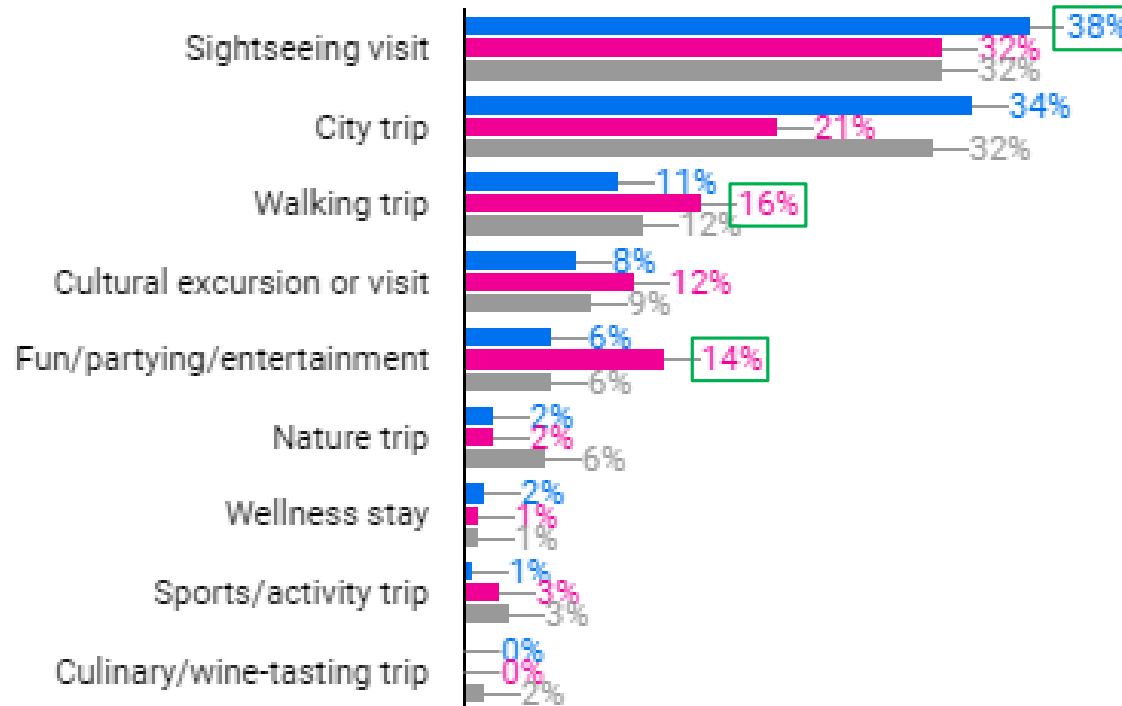


Types of excursions

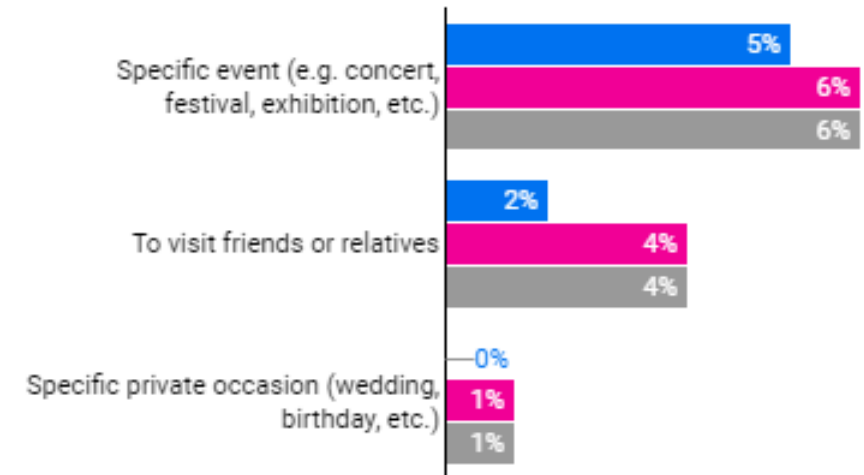
Inbound leisure same-day visitors, 2020-2023



Main excursion type



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



Key decision criteria for choosing Luxembourg (*)

Inbound leisure visitors, 2020-2023



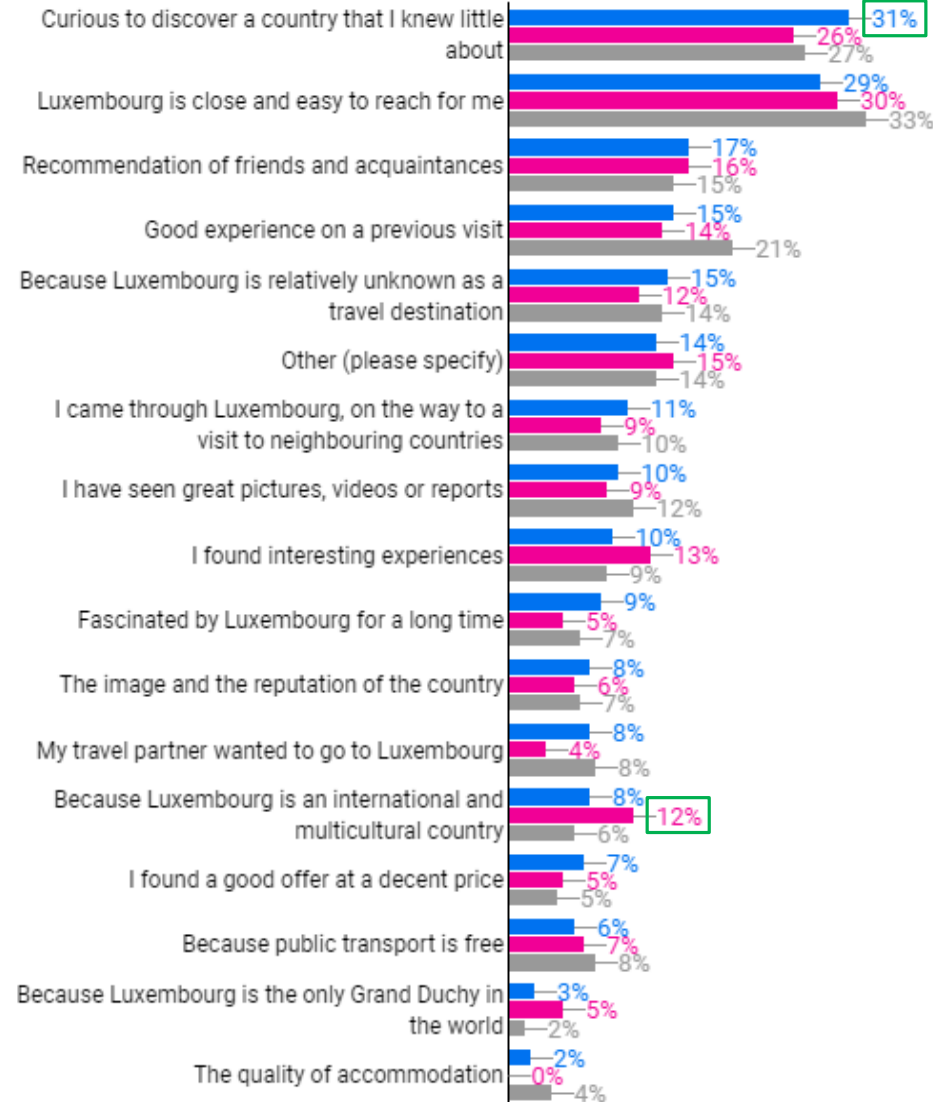
Remembrance Tourism as activity

Industrial Heritage as activity

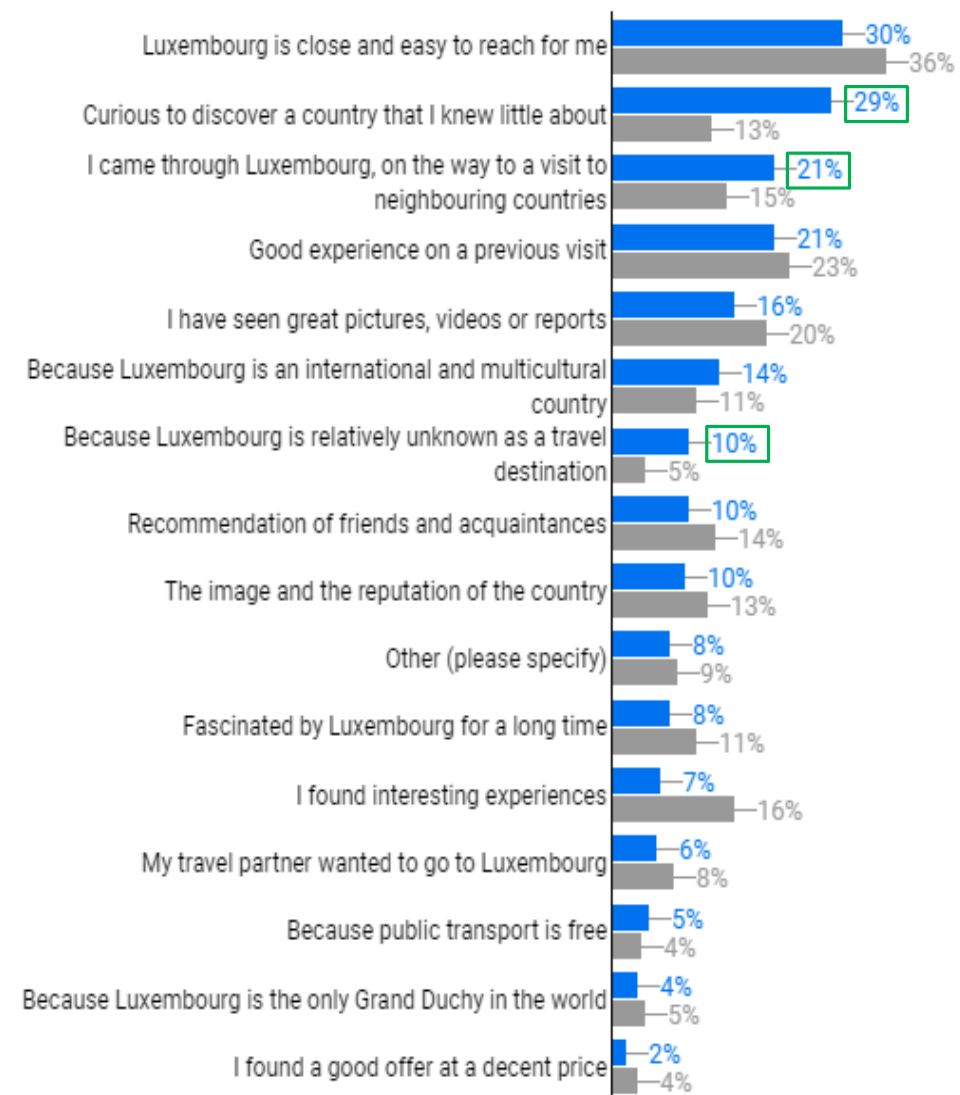
All visitors

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

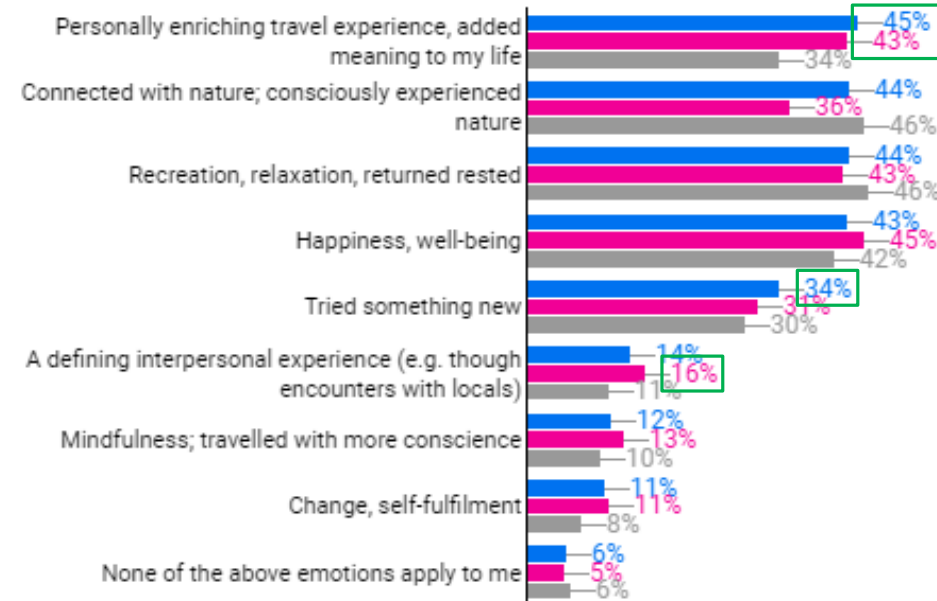
Inbound leisure visitors with overnight, 2020-2023



Travel motives



Emotions experienced during stay



Remembrance Tourism as activity

Industrial Heritage as activity

All visitors

Significantly higher than average

Inspiration sources

Inbound leisure visitors, 2020-2023



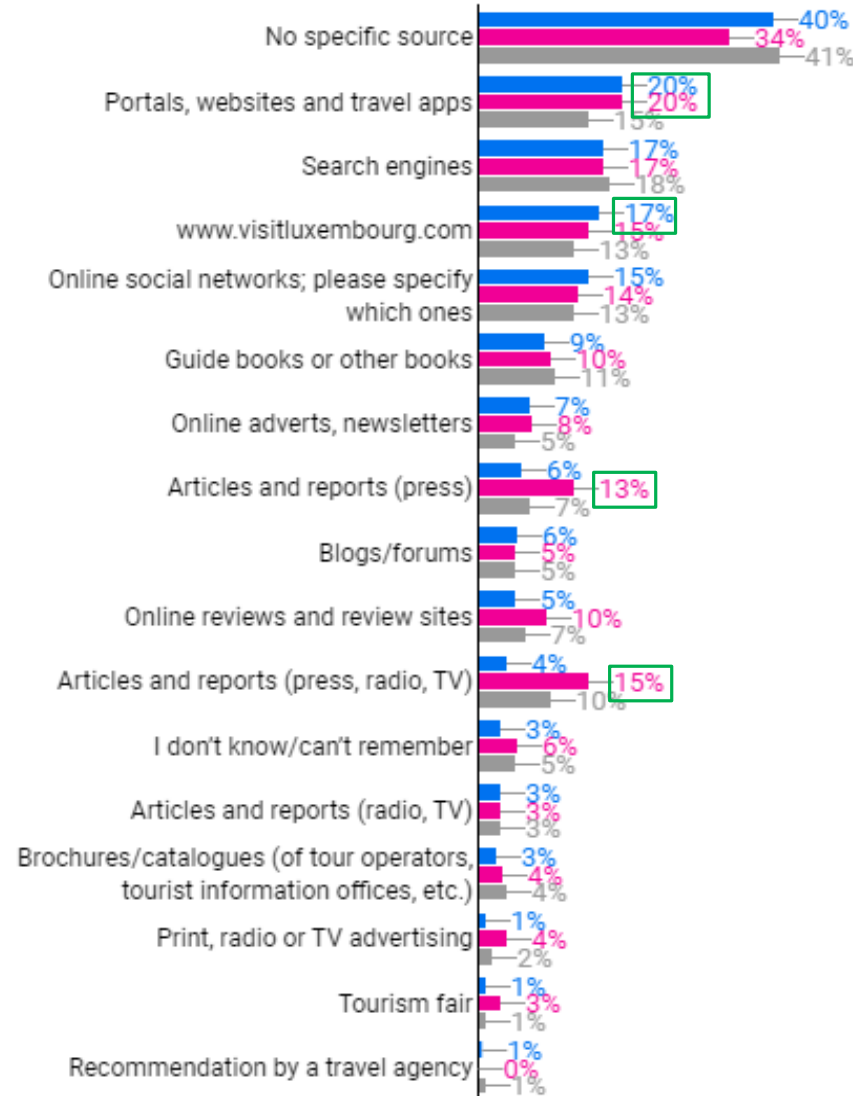
Remembrance Tourism as activity

Industrial Heritage as activity

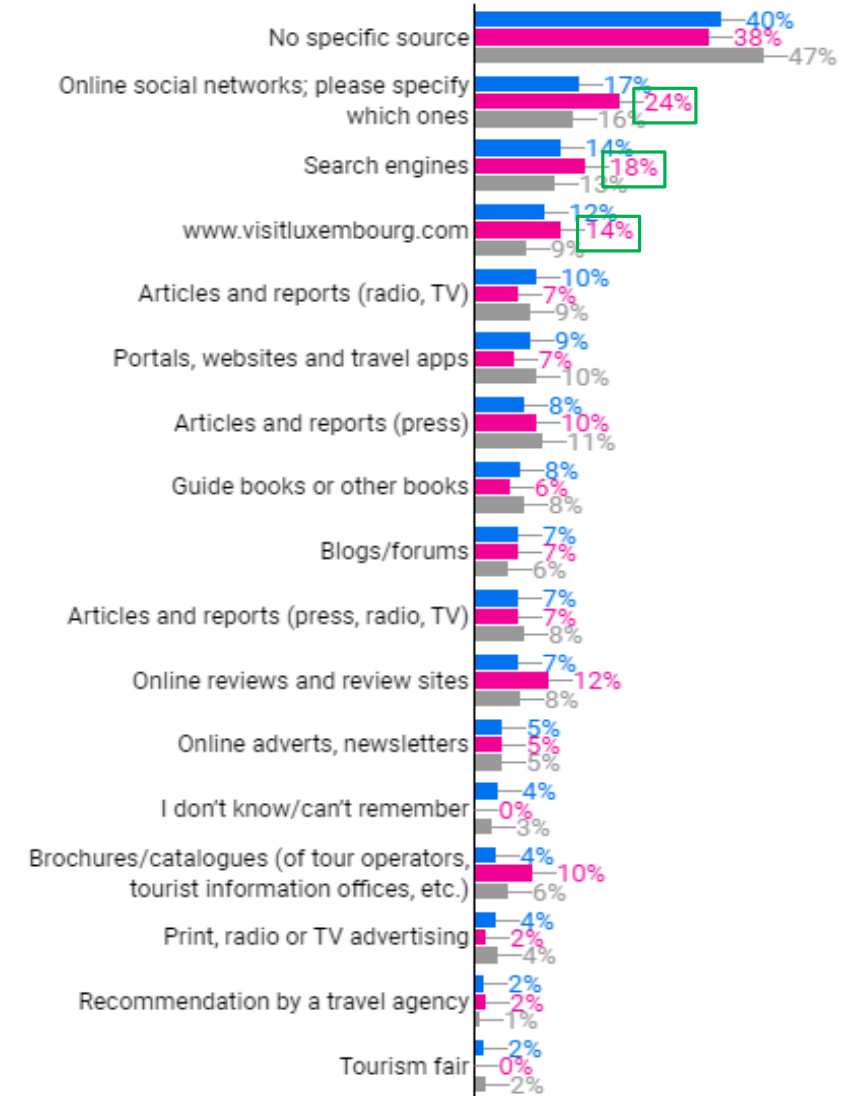
All visitors

Significantly higher than average

Visitors with overnight



Day visitors



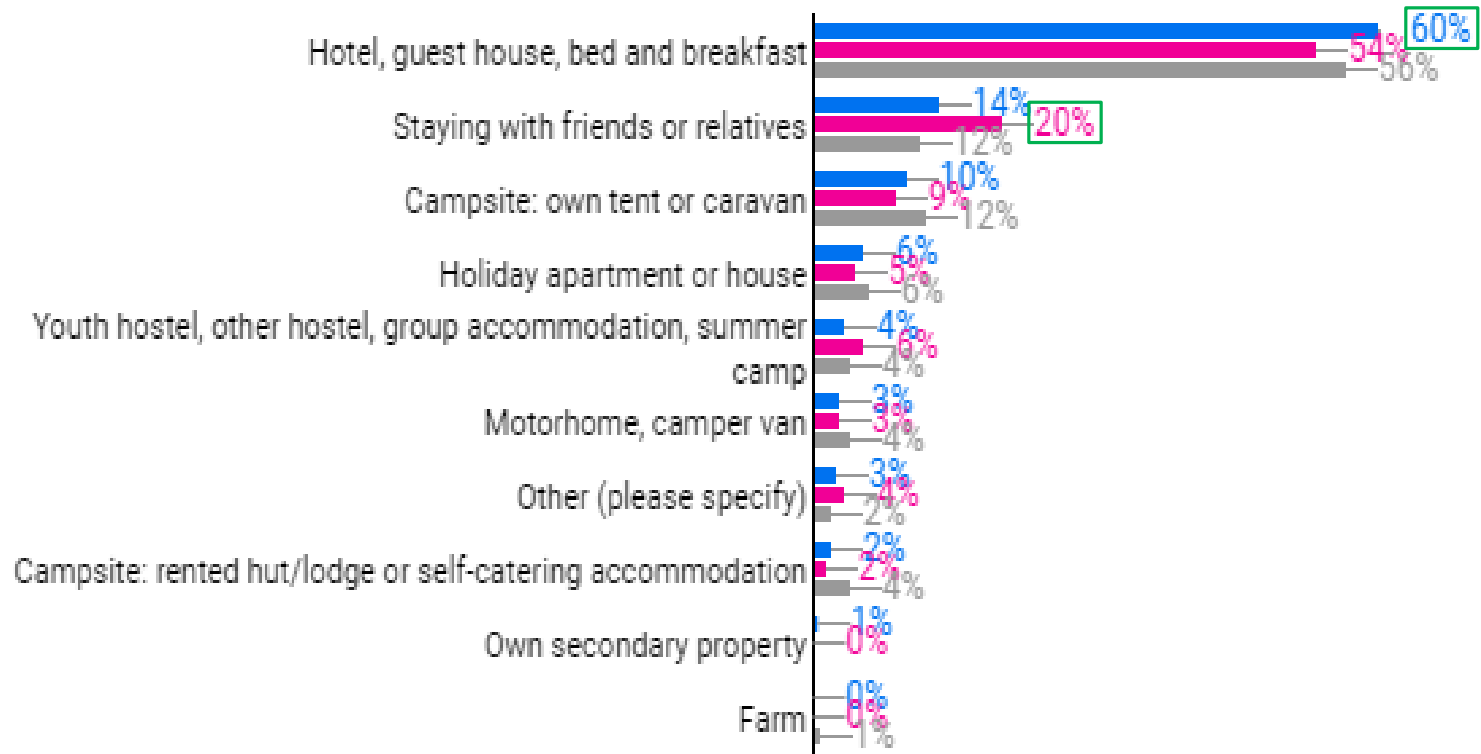
Type of accommodation, destination regions

Inbound leisure visitors with overnight, 2020-2023

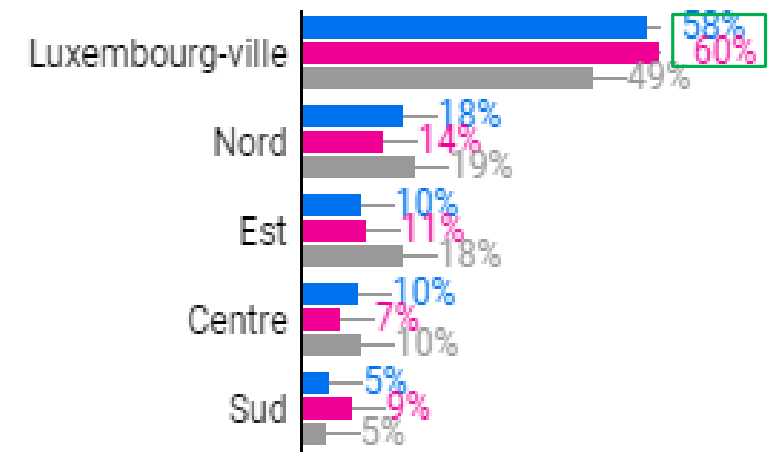


- Remembrance Tourism as activity
- Industrial Heritage as activity
- All visitors

Type of accommodation



Destination region



 Significantly higher than average



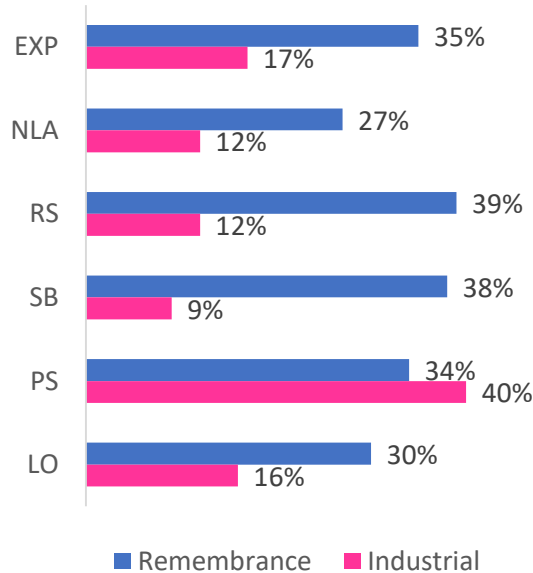
Target segments

Inbound leisure visitors, 2020-2023

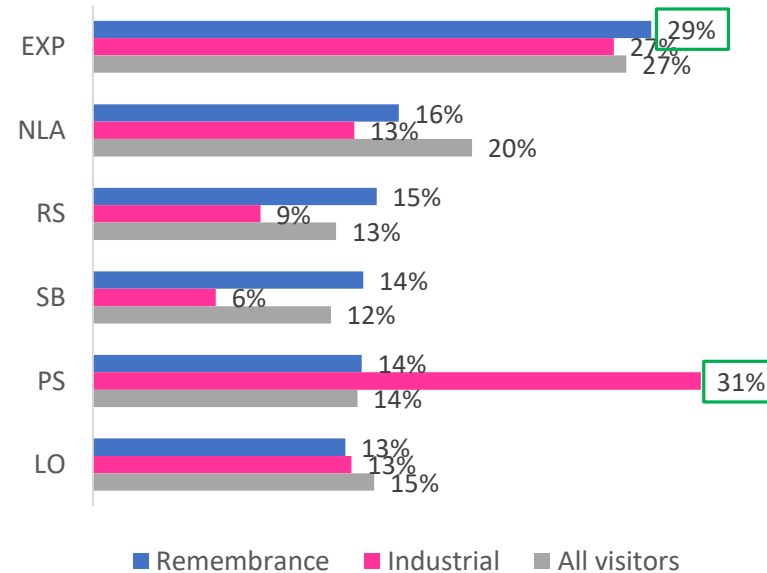
EXP – Explorers
 NLA – Nature-Loving Actives
 RS – Relaxation Seekers
 SB – Short Breakers
 PS – Perfection Seekers
 LO – Leisure Oriented

 Significantly higher than average

Visitors with overnight

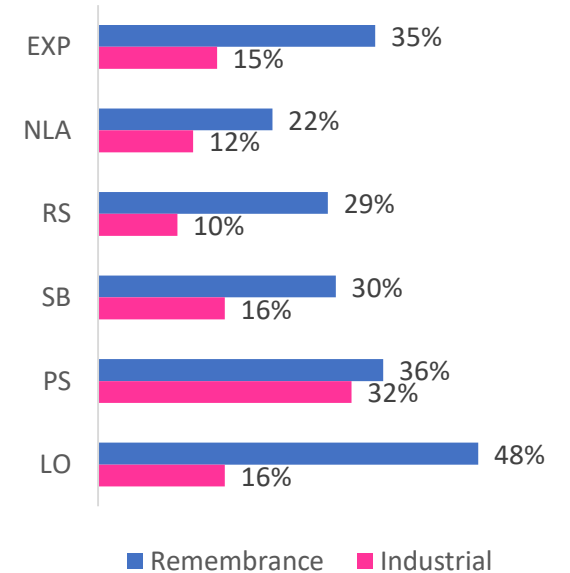


Reading example: 35% of Explorers have remembrance tourism as a holiday activity



Reading example: 29% of visitors with remembrance tourism as a holiday activity are Explorers

Day visitors

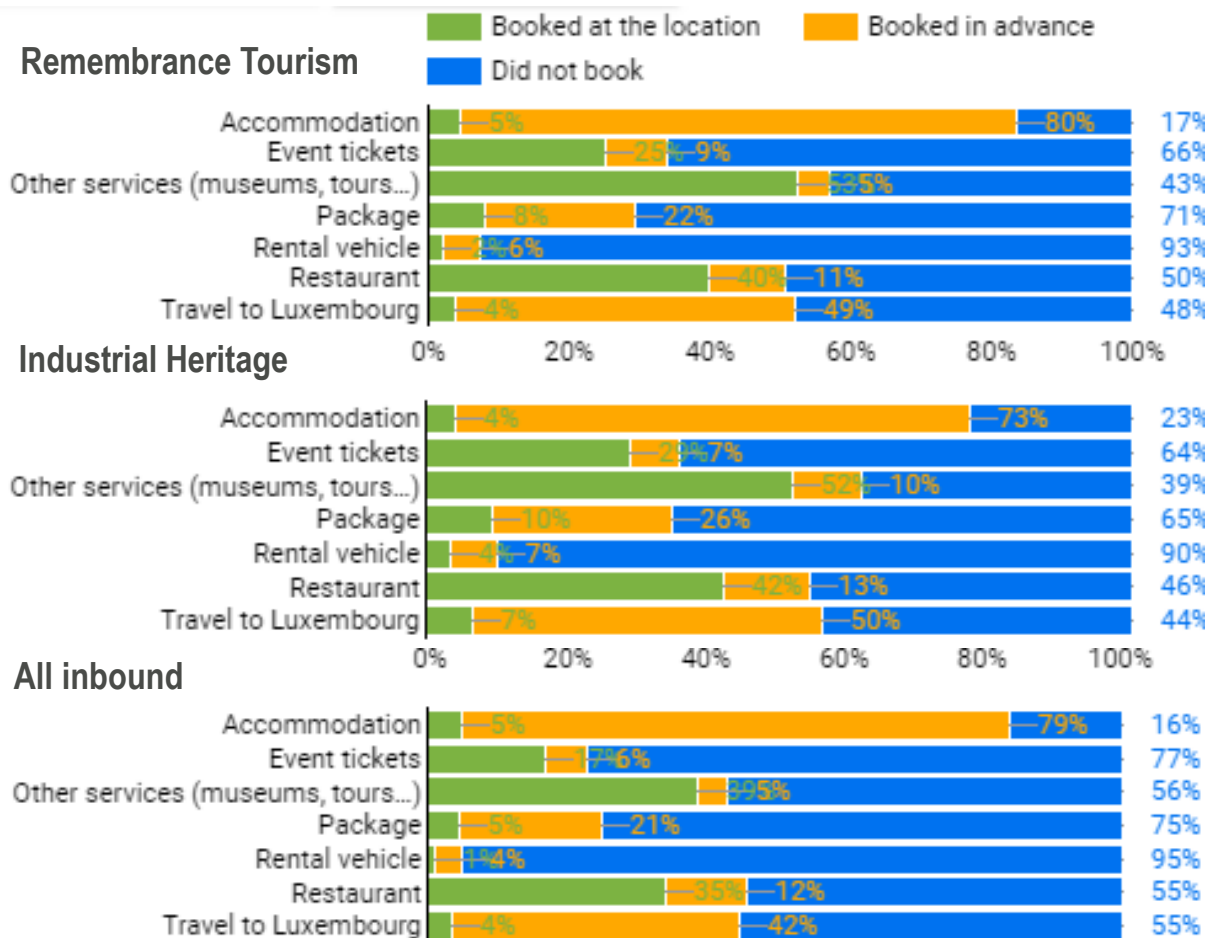


Booking behaviour

Inbound leisure visitors with overnight, 2020-2023

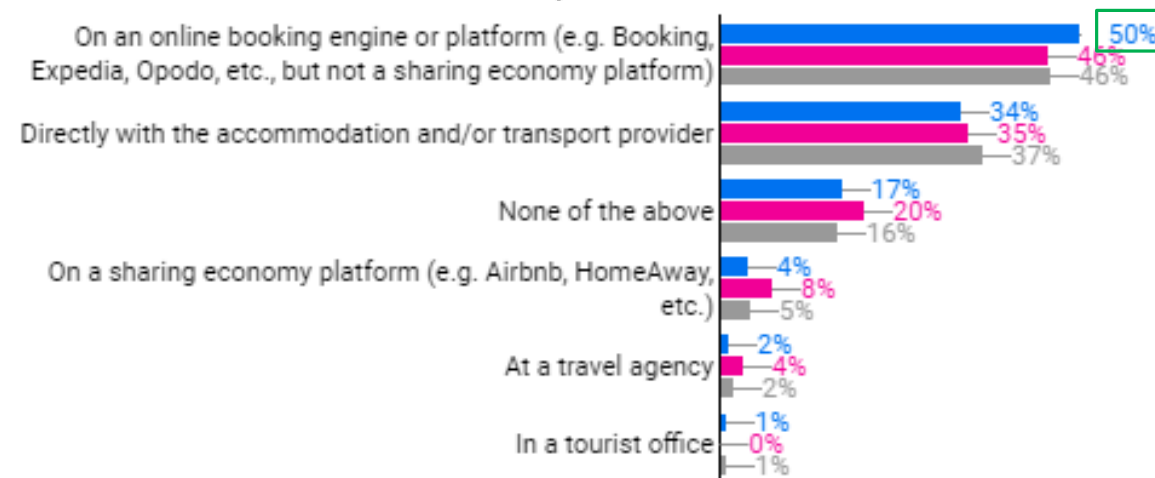


Booking of travel items



- Remembrance Tourism as activity
- Industrial Heritage as activity
- All visitors

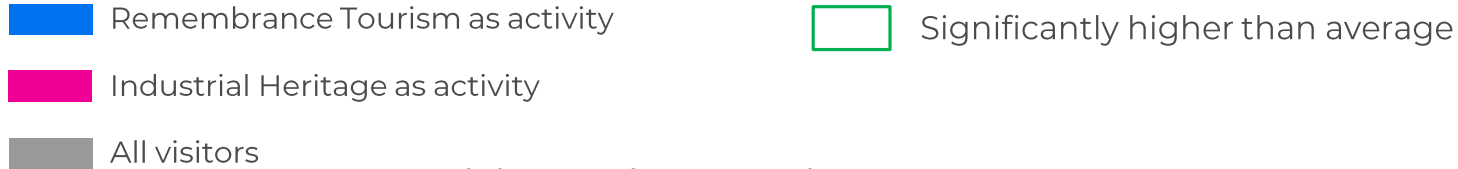
Booking channels



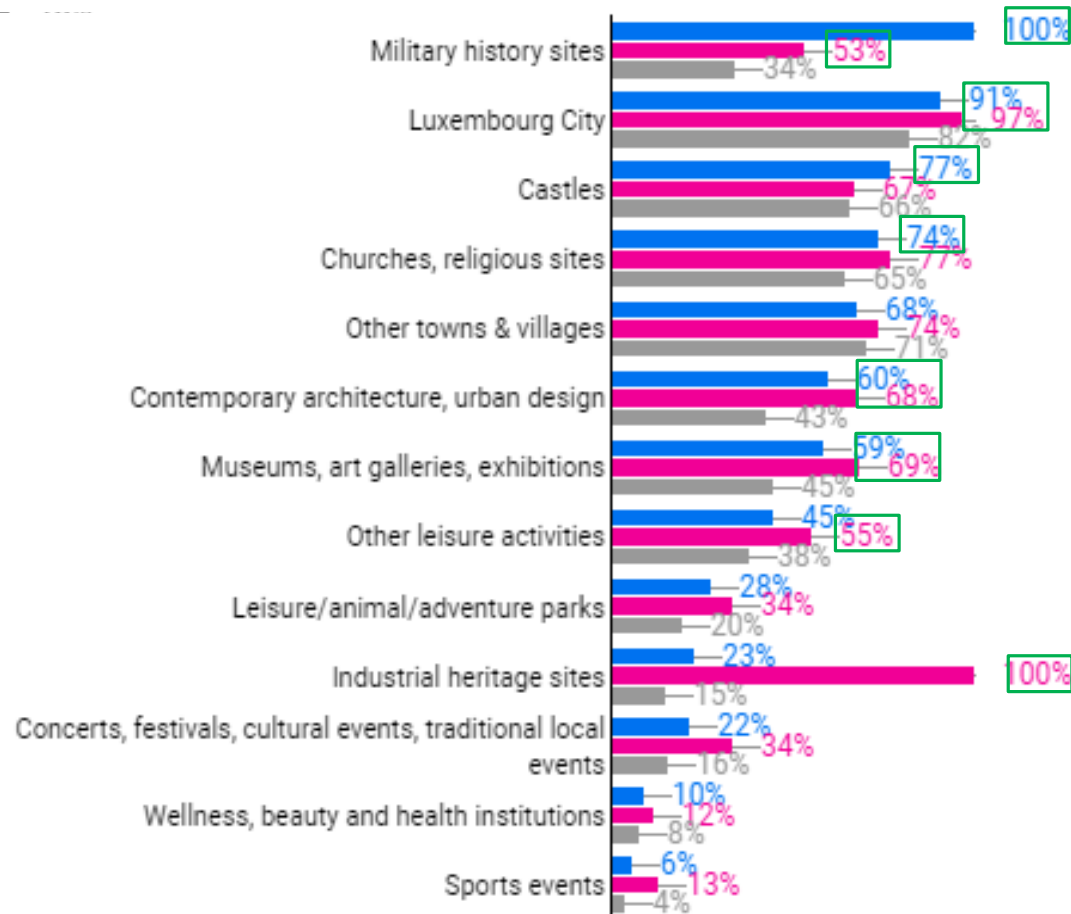
Significantly higher than average

Places visited during leisure stays

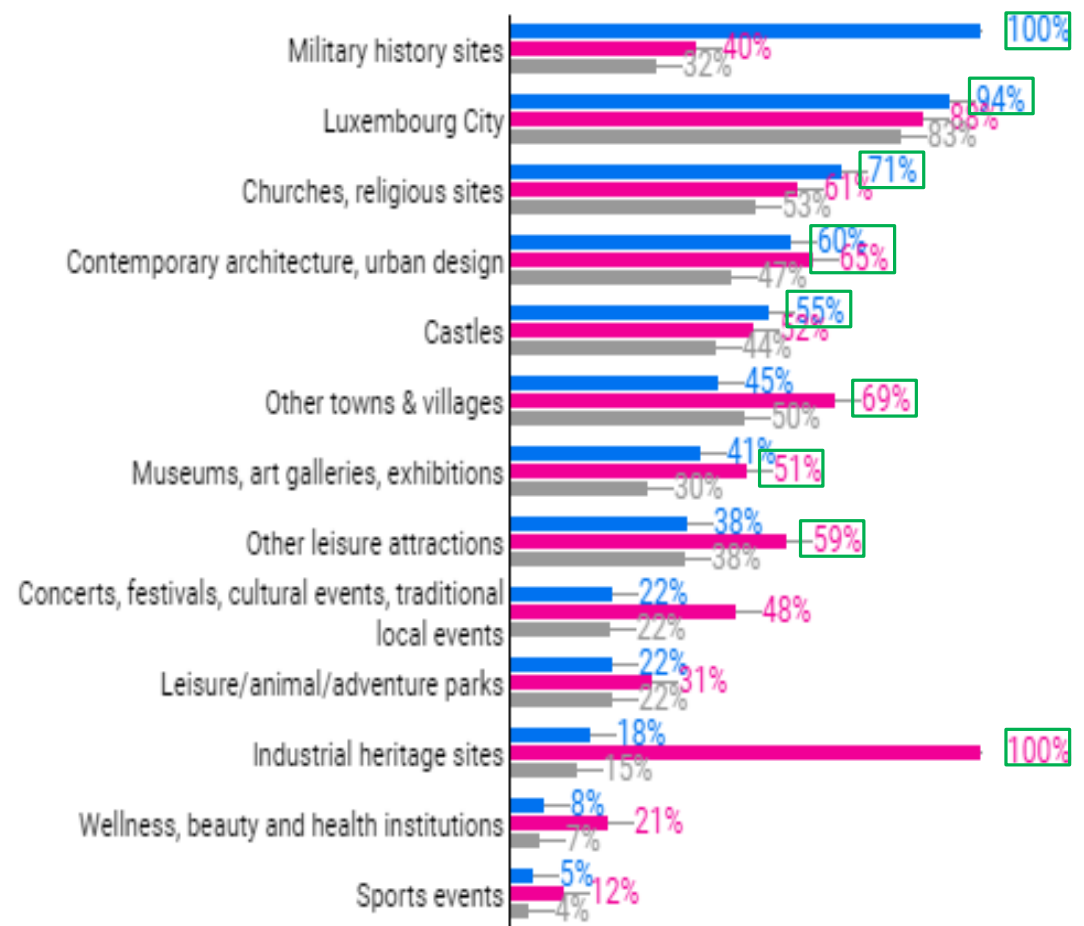
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



Non-sporting activities undertaken during leisure stays

Inbound leisure visitors, 2020-2023

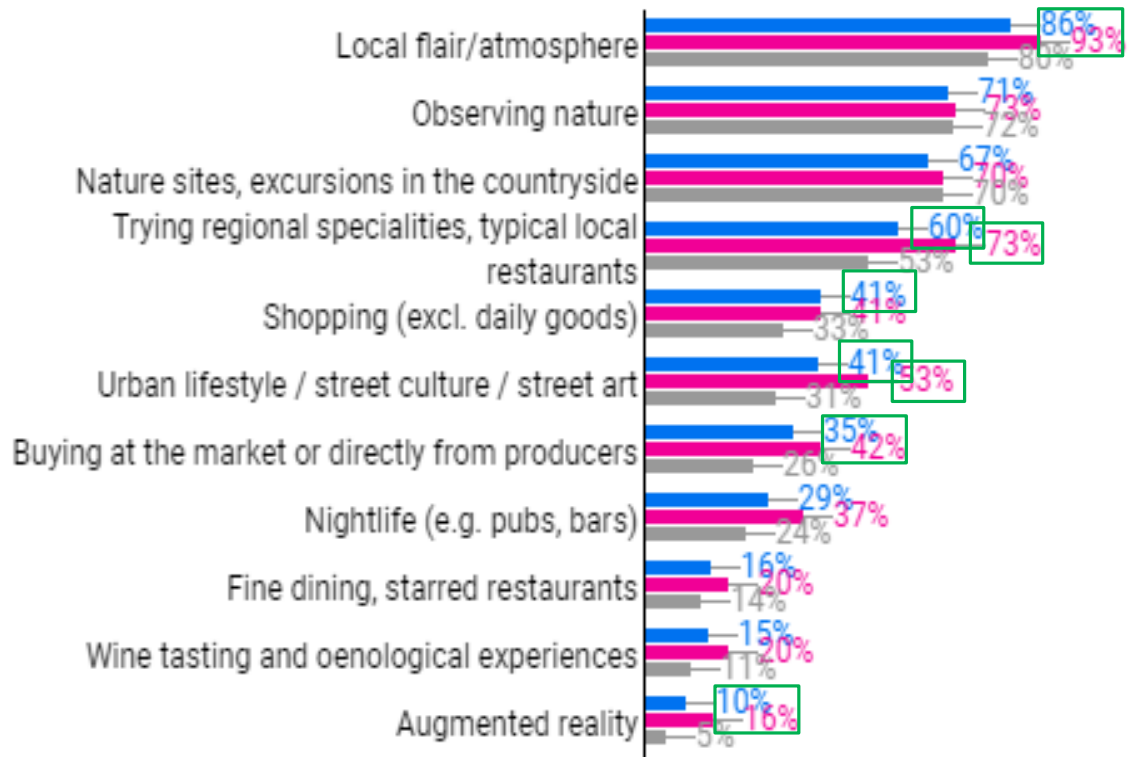


■ Remembrance Tourism as activity
 □ Significantly higher than average

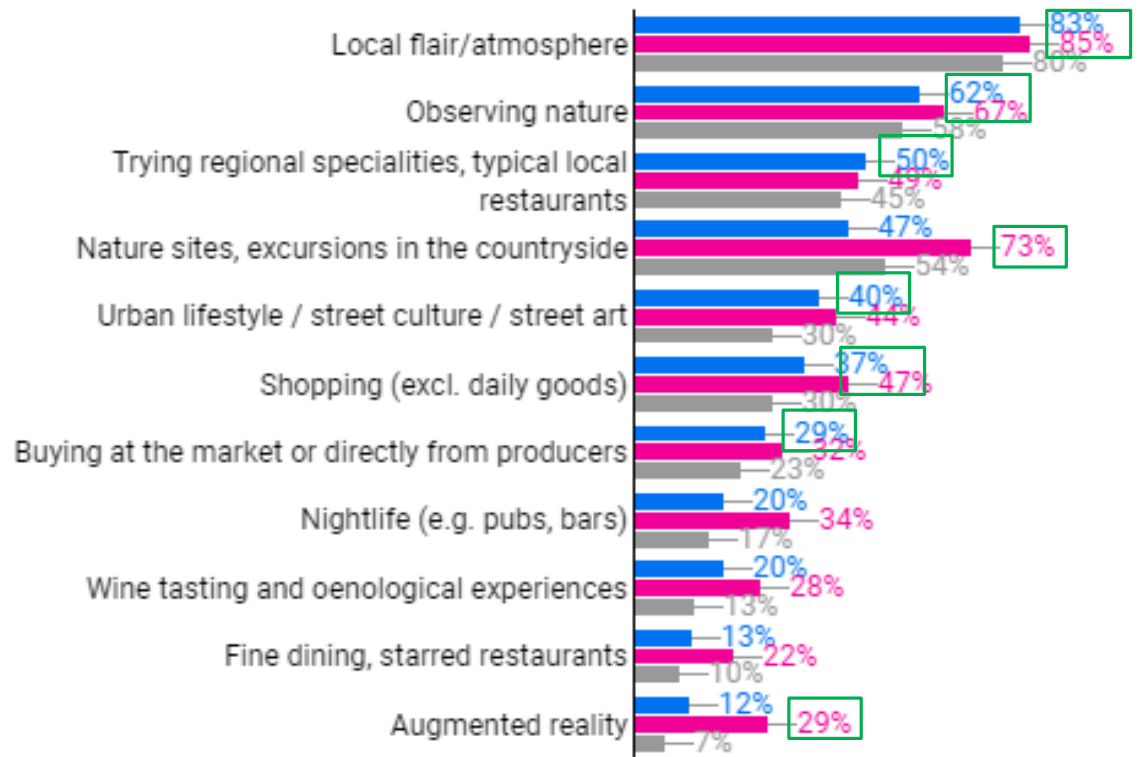
■ Industrial Heritage as activity

■ All visitors

Visitors with overnight



Day visitors

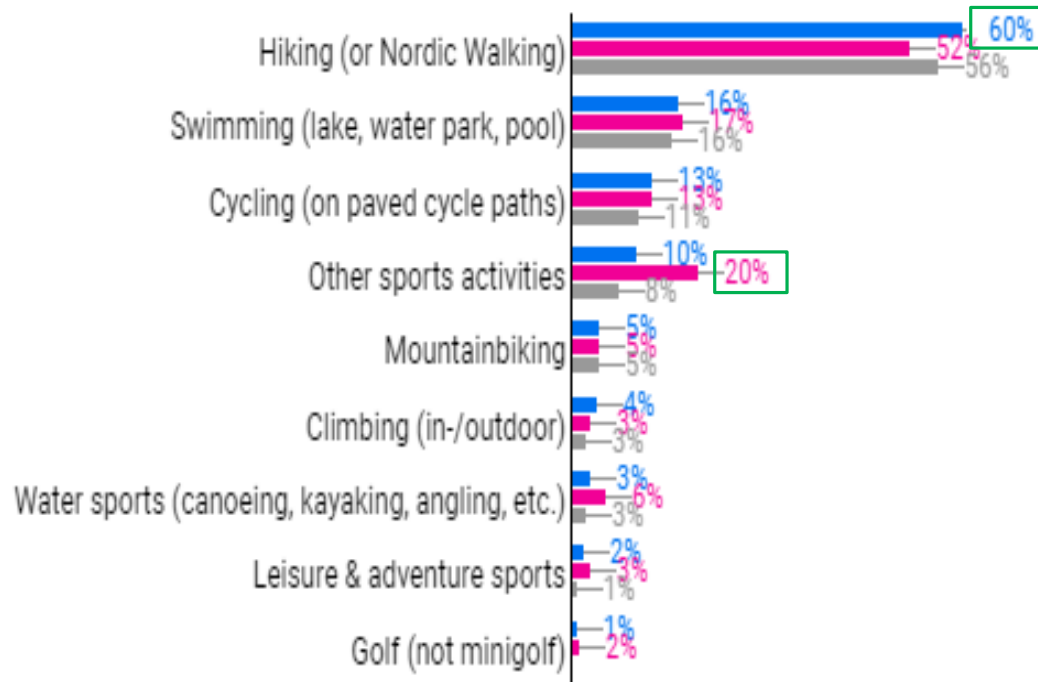


Sporting activities undertaken during leisure stays

Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors

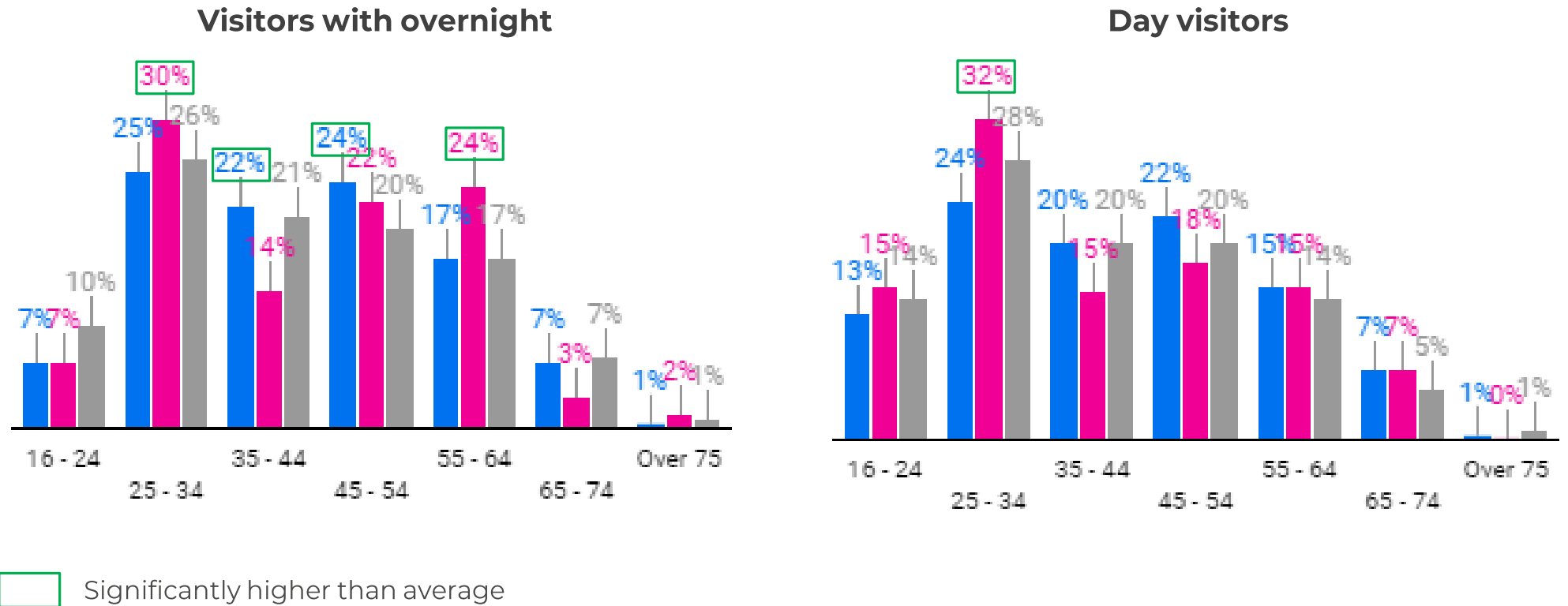




Age groups

Inbound leisure visitors, 2020-2023

- Remembrance Tourism as activity
- Industrial Heritage as activity
- All visitors



Transport (to and in destination)

Inbound leisure visitors, 2020-2023



Remembrance Tourism as activity

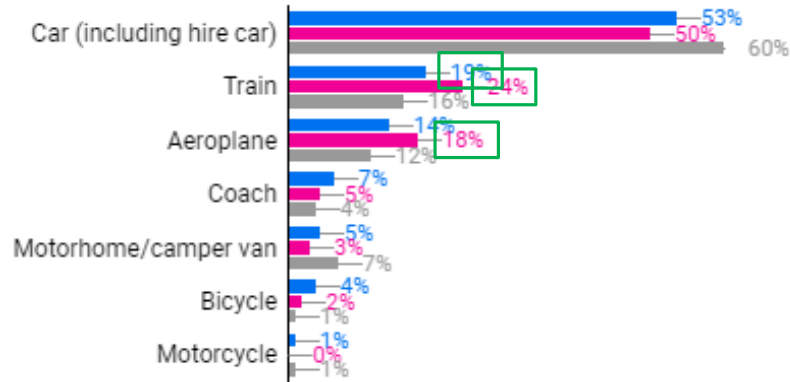
Industrial Heritage as activity

All visitors

Significantly higher than average

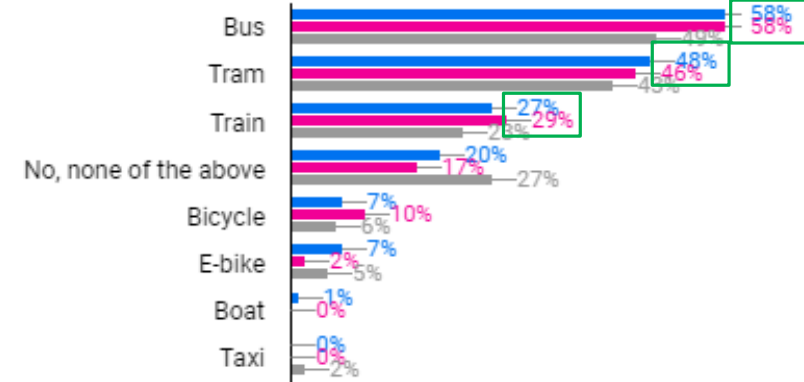
Transport to destination

Visitors with overnight

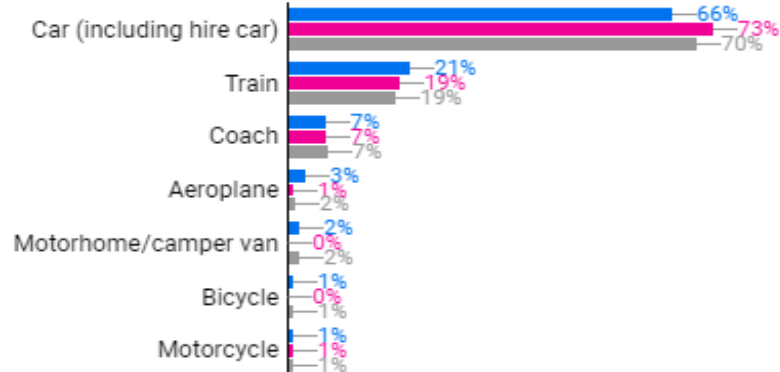


Transport in destination

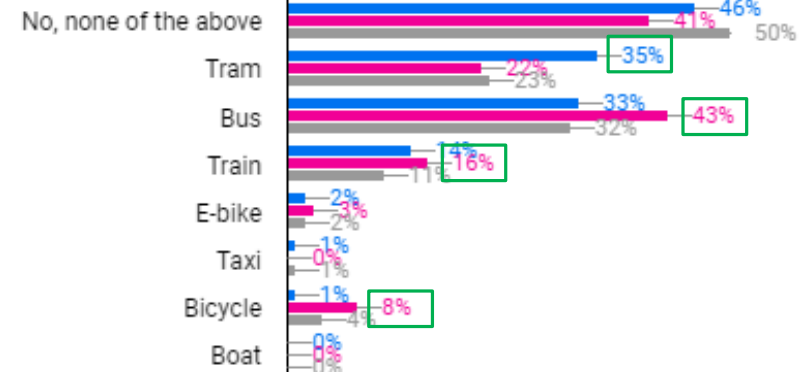
Visitors with overnight



Day visitors



Day visitors



Travel party, repeat visits and cross-border trips

Inbound leisure visitors with overnight, 2020-2023

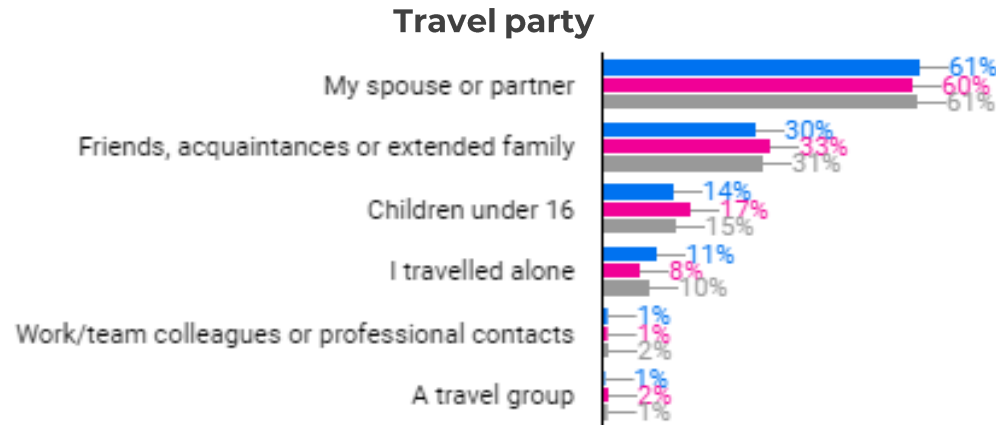


■ Remembrance Tourism as activity

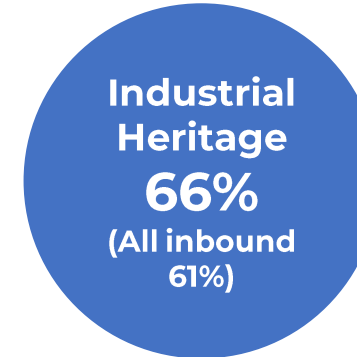
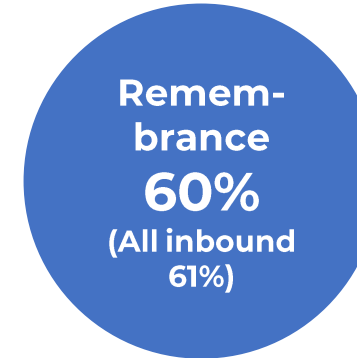
■ Industrial Heritage as activity

■ All visitors

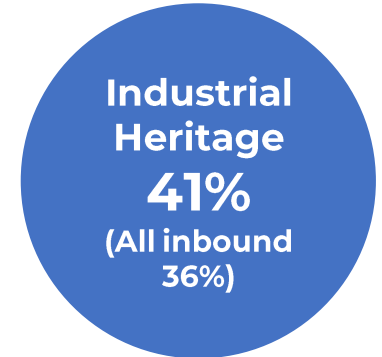
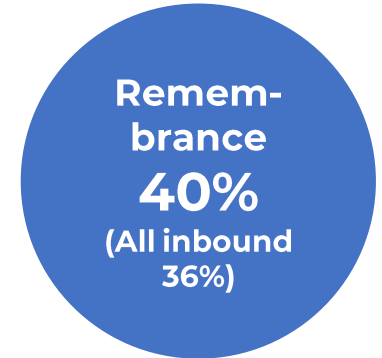
Significantly higher than average



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

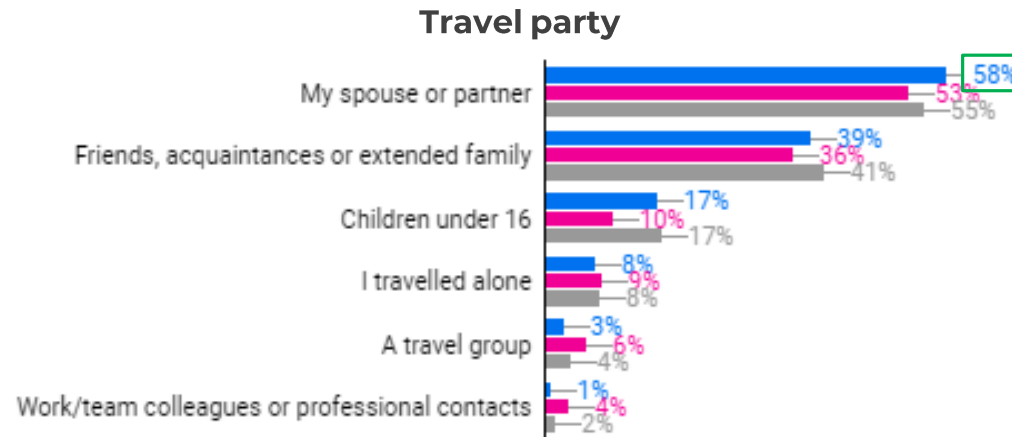


Remembrance Tourism as activity

Industrial Heritage as activity

All visitors

Significantly higher than average



First-time visitors

Remembrance
55%
(All inbound
45%)

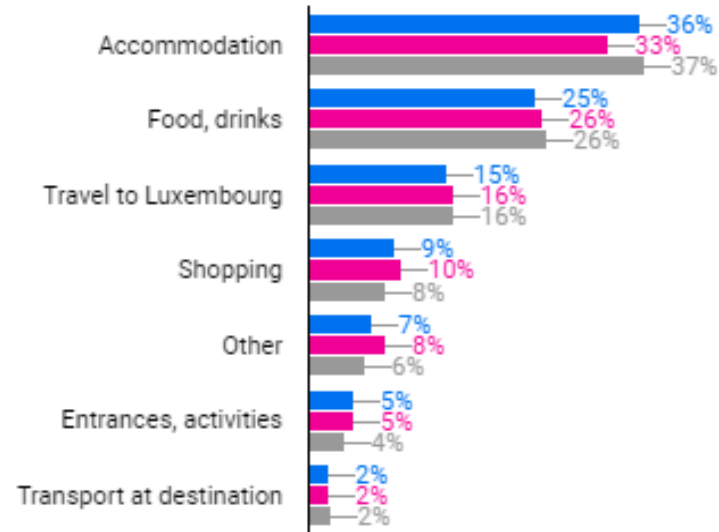
Industrial
Heritage
41%
(All inbound
45%)

Expenditure, length of stay and quality vs price orientation

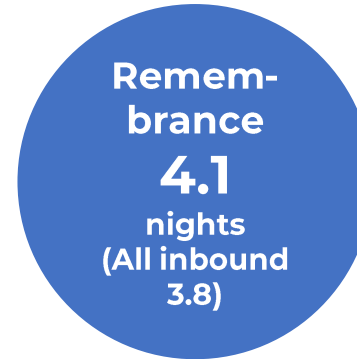


Inbound leisure visitors with overnight, 2020-2023

Breakdown of expenditure by categories



Length of stay



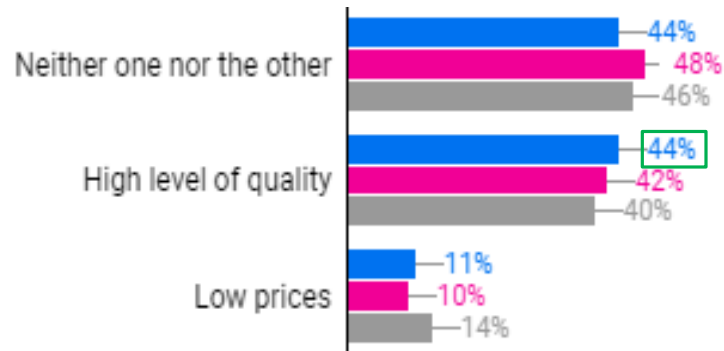
Spend/pers./trip



Spend/pers./day



Quality vs. price orientation



Remembrance Tourism as activity

Industrial Heritage as activity

All visitors

Significantly higher than average

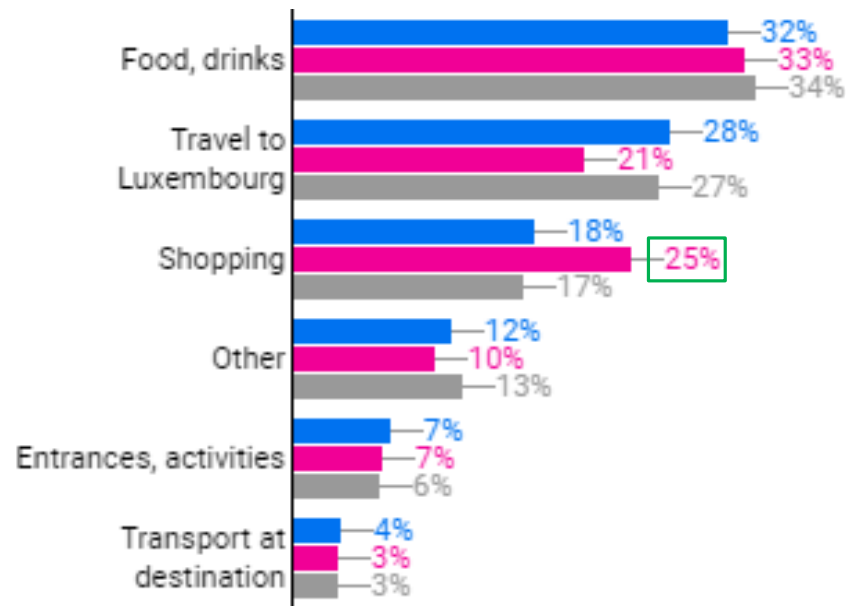
Expenditure

Inbound leisure same-day visitors, 2020-2023



- Remembrance Tourism as activity
- Industrial Heritage as activity
- All visitors

Breakdown of expenditure by categories



Significantly higher than average

Spend/pers./day trip

Remembrance
160€
(All inbound
126€)

Industrial
Heritage
143€
(All inbound
126€)

Actions during stay (sustainable and services)

Inbound leisure visitors, 2020-2023



Remembrance Tourism as activity

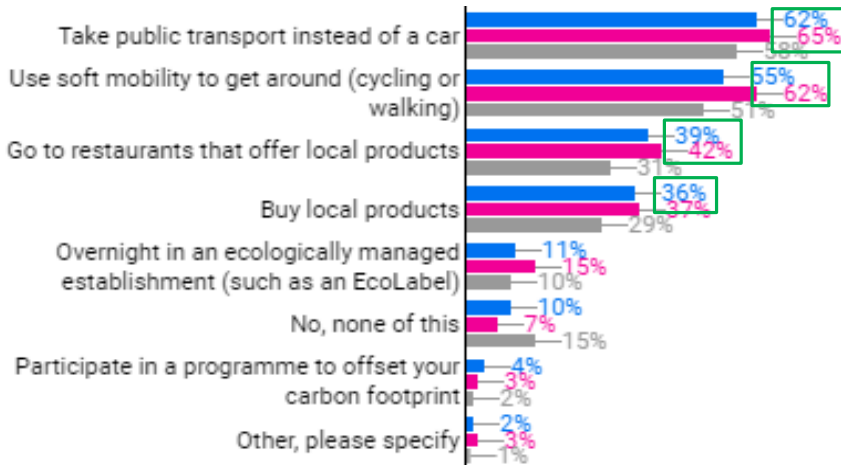
Industrial Heritage as activity

All visitors

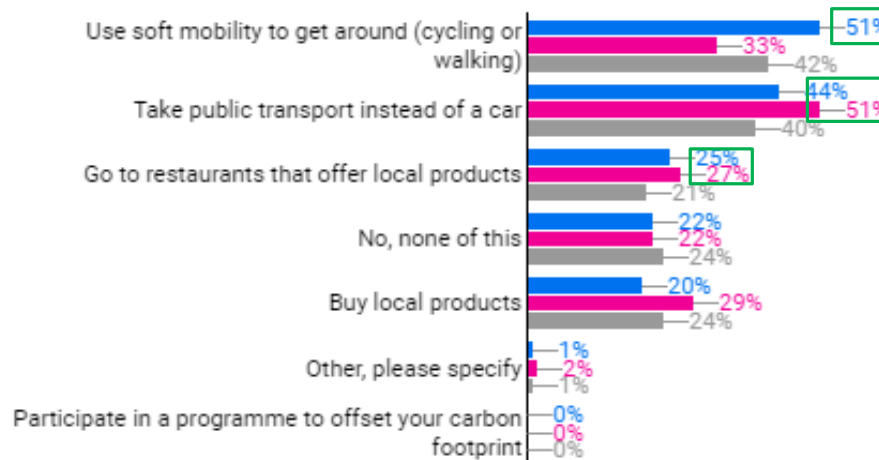
Significantly higher than average

Sustainable actions during stay

Visitors with overnight

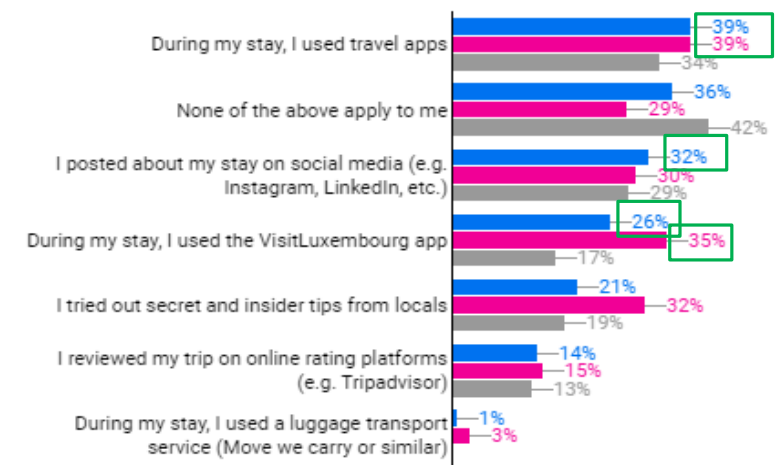


Day visitors

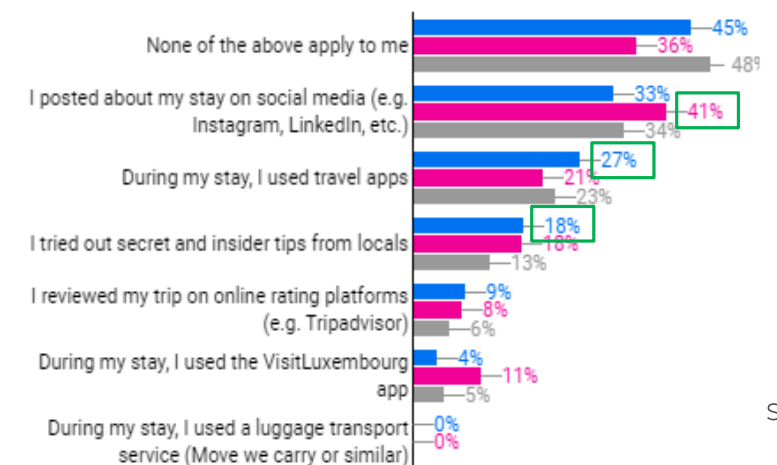


Services used during stay

Visitors with overnight

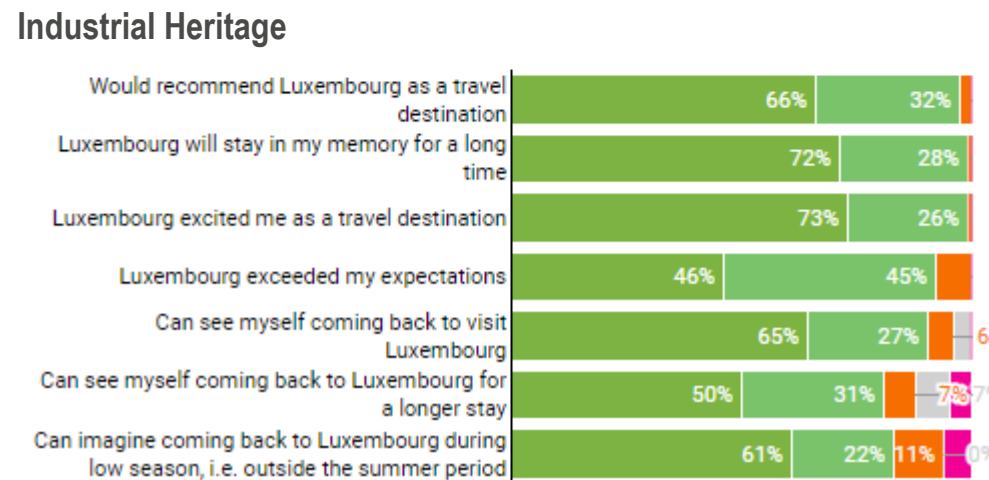
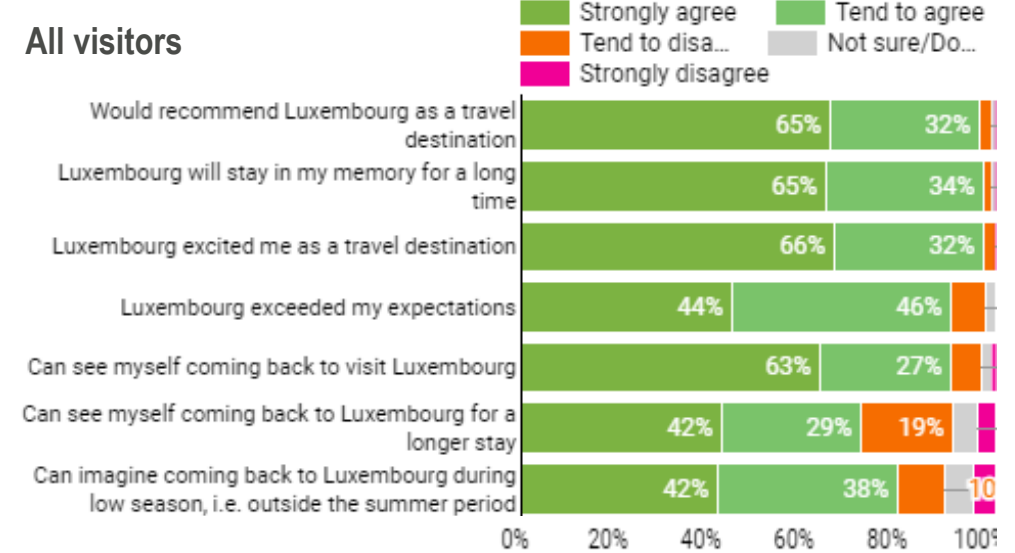
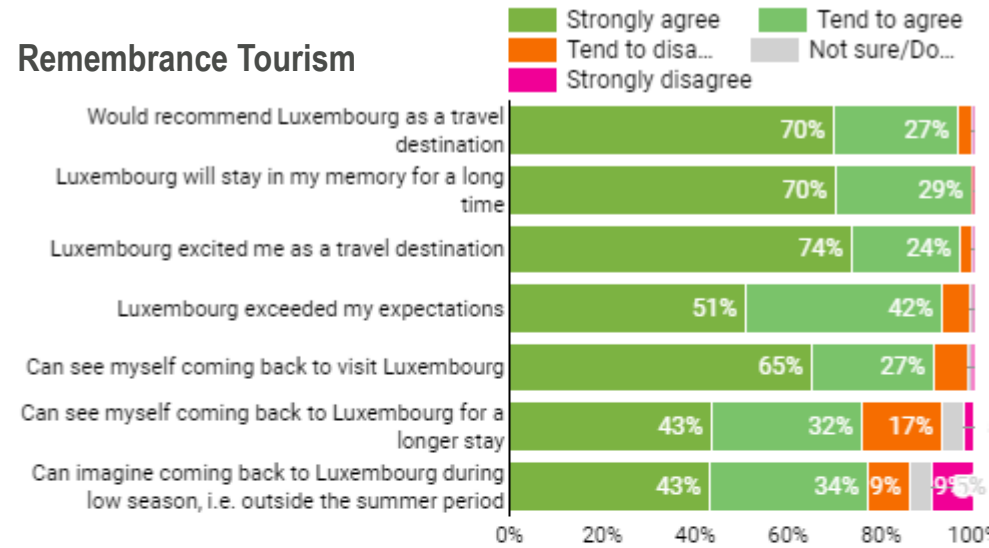


Day visitors



Visitor satisfaction and recommendation

Inbound leisure visitors with overnight, 2020-2023

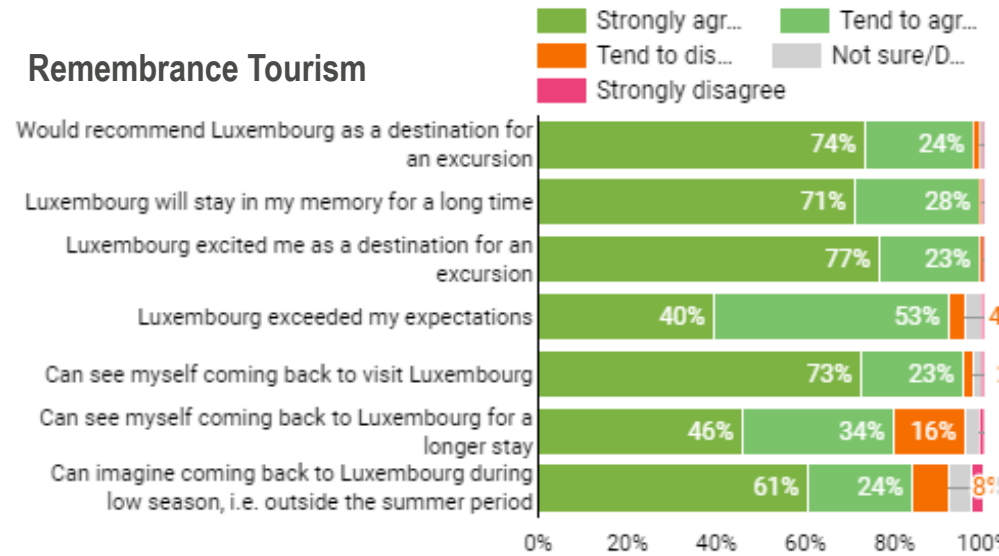


Visitor satisfaction and recommendation

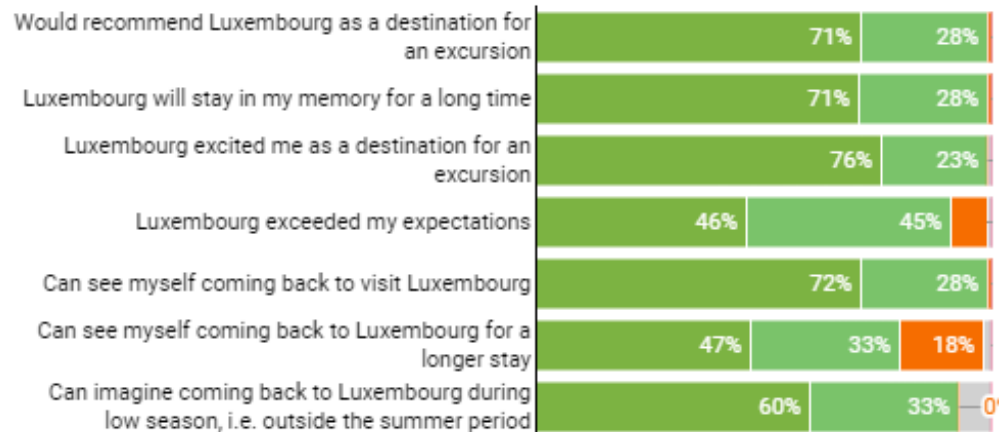
Inbound leisure same-day visitors, 2020-2023



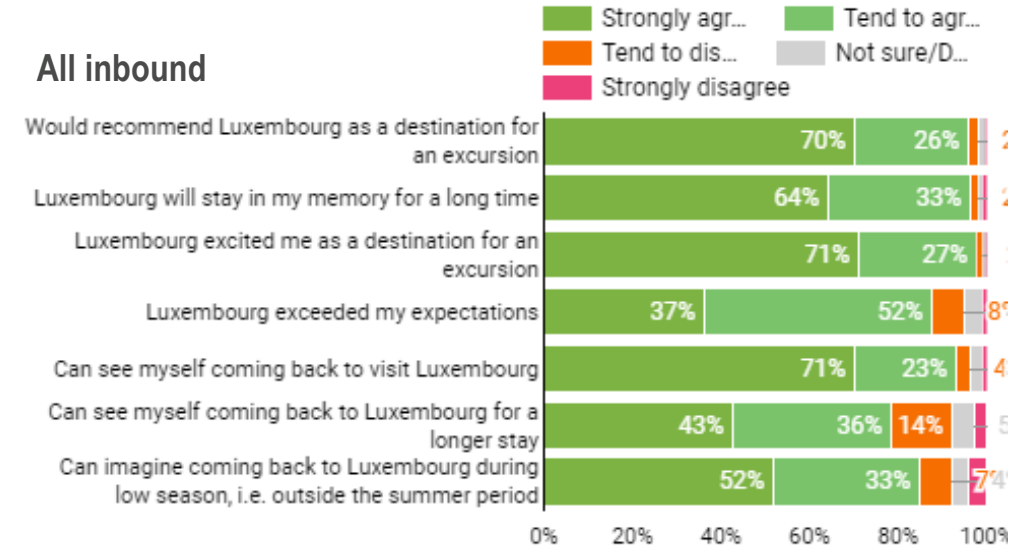
Remembrance Tourism



Industrial Heritage



All inbound

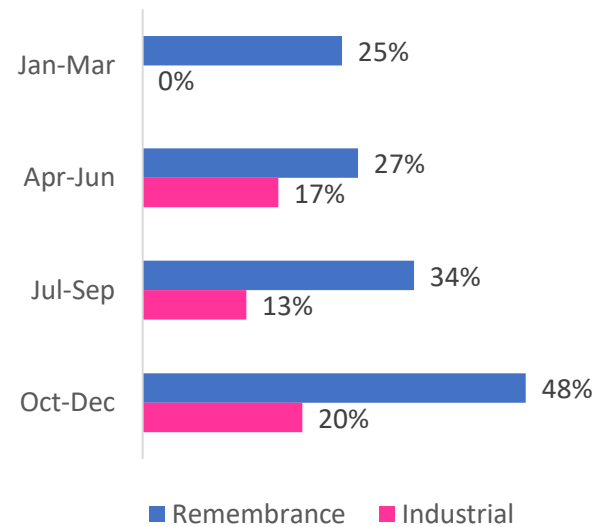


Trip seasonality

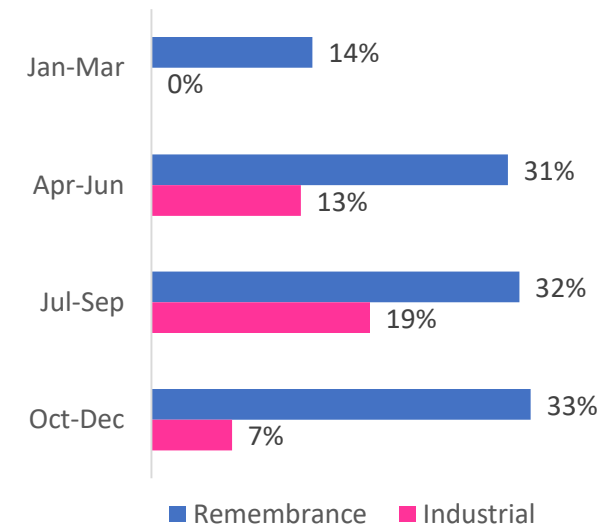
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors














**Destination Awareness &
Growth Potential for
Remembrance & Industrial Heritage travel
segments**

General theme interest - Remembrance tourism



	Rank (*)	Total themes in survey	% „very interested“	% „interested“	% „interested“, Ø all themes	„Interested“, population, mn (**)
Average Europe	26	33	-	44%	54%	-
	27	33	20%	44%	52%	26,4
	27	33	21%	45%	53%	5,7
	28	33	17%	43%	54%	2,8
	28	33	19%	42%	53%	2,8
	22	33	16%	43%	51%	3,5
	21	33	24%	51%	55%	23,7
	27	33	17%	43%	53%	20,8
	19 (***)	24	20%	43%	54%	1,5
	21 (***)	24	14%	38%	51%	1,6
	21 (***)	24	15%	40%	52%	2,9
	19 (***)	24	23%	50%	60%	3,8















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

(**) Aged 18-74.

(***) Remembrance tourism or/and Industrial Heritage

General theme interest - Industrial Heritage



	Rank (*)	Total themes in survey	% „very interested“	% „interested“	% „interested“, Ø all themes	„Interested“, population, mn (**)
Average Europe	28	33	-	43%	54%	-
	28	33	19%	43%	52%	25,6
	29	33	19%	42%	53%	5,4
	26	33	19%	44%	54%	2,9
	30	33	17%	39%	53%	2,6
	29	33	12%	37%	51%	3,1
	26	33	19%	45%	55%	21,0
	21	33	20%	50%	53%	23,9
	17	20	-	34%	40%	14,5
	11	20	-	49%	44%	16,9
	15	21	-	46%	47%	12,9
	19 (***)	24	20%	43%	54%	1,5
	21 (***)	24	14%	38%	51%	1,6
	21 (***)	24	15%	40%	52%	2,9
	19 (***)	24	23%	50%	60%	3,8









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

(**) Aged 18-74.

(***) Remembrance tourism or/and Industrial Heritage

Luxembourg's perceived theme competence – Remembrance tourism



	Rank (*)	Total themes in survey	% „very suitable“	% „very suitable“, Ø all themes	„very suitable“, population, mn (**)
Average Europe	26	26	15%	24%	-
	23	26	15%	23%	8,8
	24	26	13%	26%	1,6
	18	26	17%	22%	1,2
	22	26	15%	23%	1,0
	23	26	13%	25%	1,1
	22	26	15%	22%	7,2
	23	26	14%	22%	6,2
	16 (***)	20	19%	27%	0,7
	13 (***)	20	20%	24%	0,8
	18 (***)	20	13%	21%	0,9
	16 (***)	20	24%	33%	1,8

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.

(***) Remembrance tourism or/and Industrial Heritage

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 – Industrial Heritage



	Rank (*)	Total themes in survey	% „very suitable“	% „very suitable“, Ø all themes	„very suitable“, population, mn (**)
Average Europe	24	26	16%	24%	-
	25	26	14%	23%	8,2
	25	26	11%	26%	1,4
	20	26	15%	22%	1,0
	25	26	14%	23%	0,9
	24	26	13%	25%	1,1
	21	26	16%	22%	7,3
	17	26	17%	22%	8,1
	16 (***)	20	19%	27%	0,7
	13 (***)	20	20%	24%	0,8
	18 (***)	20	13%	21%	0,9
	16 (***)	20	24%	33%	1,8

Themes for which Luxembourg is considered most suitable as a holiday destination, % of respondents agreeing.

(*) Based on % “suitable” for theme.

(**) Aged 18-74.

(***) Remembrance tourism or/and Industrial Heritage

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



– Remembrance tourism (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	18	26	25	26
NLA	24	26	26	26
RS	22	26	24	26
SB	21	26	26	26
PS	21	26	23	26
LO	21	26	26	26

General theme interest vs. Luxembourg's theme competence



– Industrial Heritage (Ø DE-NL-CH-AT-BE-FR-UK)

LFT target segments

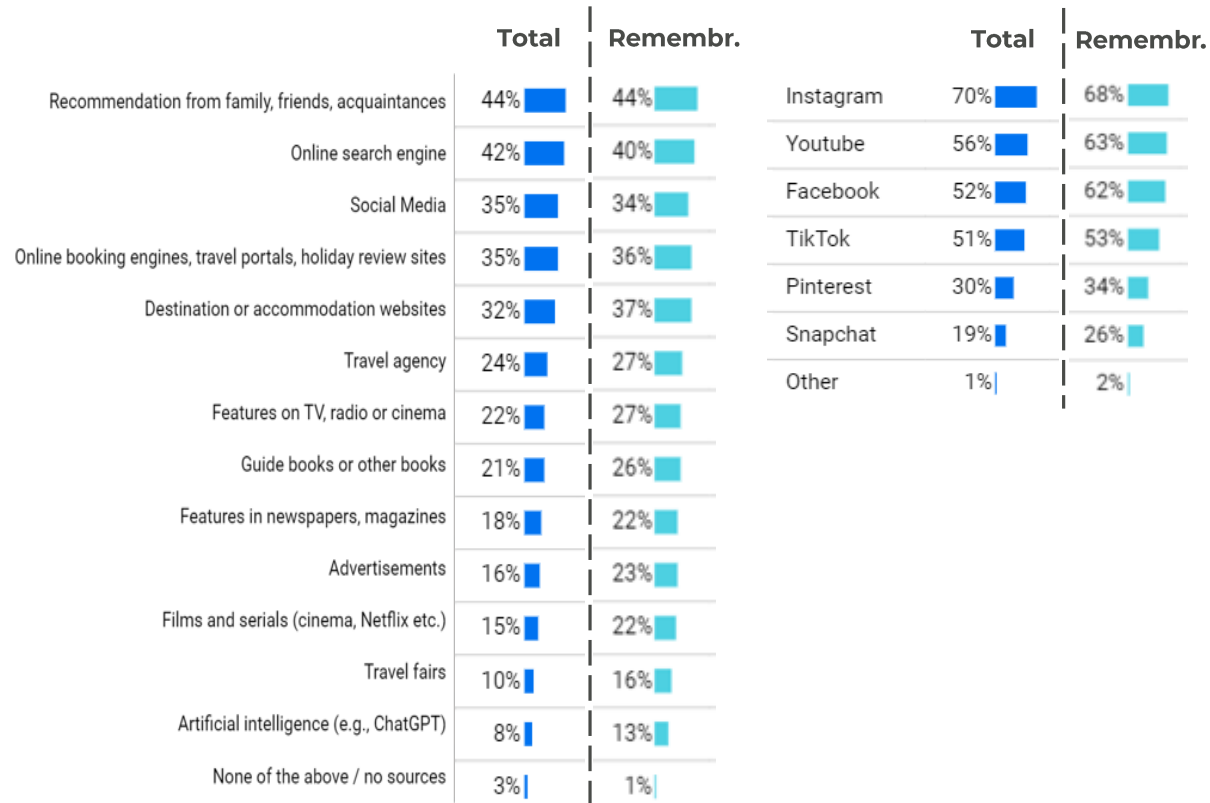
	„Interested“, Rank	<i>Total themes in survey</i>	„Very suitable“, Rank	<i>Total themes in survey</i>
EXP	19	26	24	26
NLA	21	26	22	26
RS	23	26	26	26
SB	20	26	25	26
PS	24	26	22	26
LO	24	26	22	26

Trip organisation and preferences (1) (*)

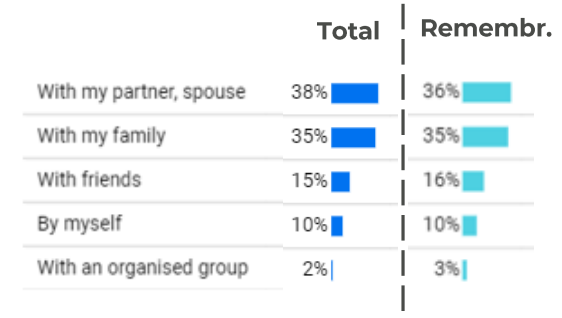
— Average **European source markets**, total vs. travellers interested in remembrance travel



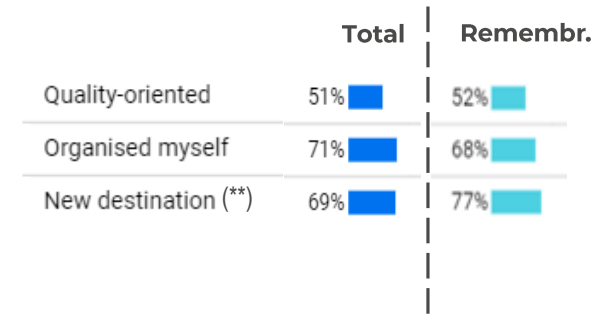
Preferred sources of travel inspiration



Travel party



Quality orientation, self-organisation, new destination



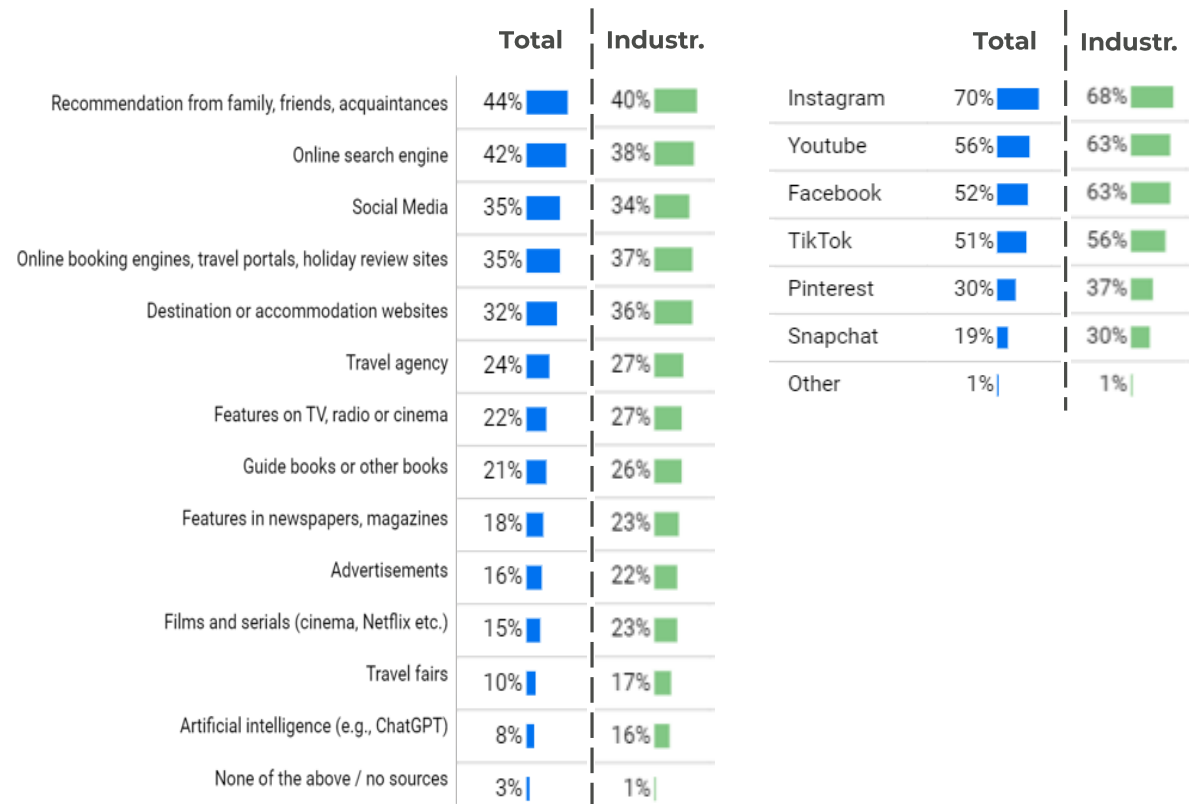
(*) During last outbound holiday trip.
 (**) Travelled to a destination never visited before.

Trip organisation and preferences (1) (*)

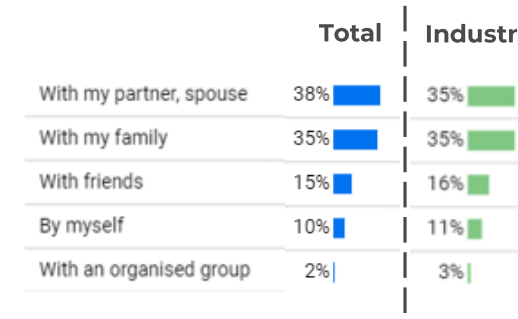
— Average **European source markets**, total vs. travellers interested in industrial heritage



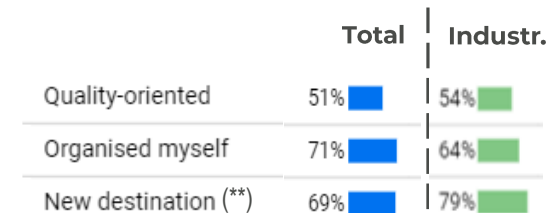
Preferred sources of travel inspiration



Travel party



Quality orientation, self-organisation, new destination



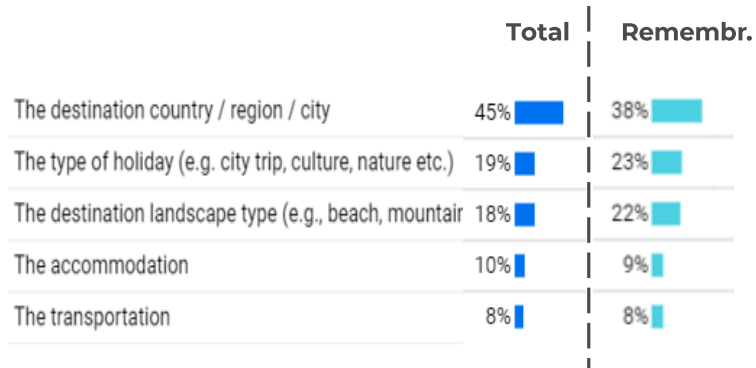
(*) During last outbound holiday trip.
 (**) Travelled to a destination never visited before.

Trip organisation and preferences (2) (*)

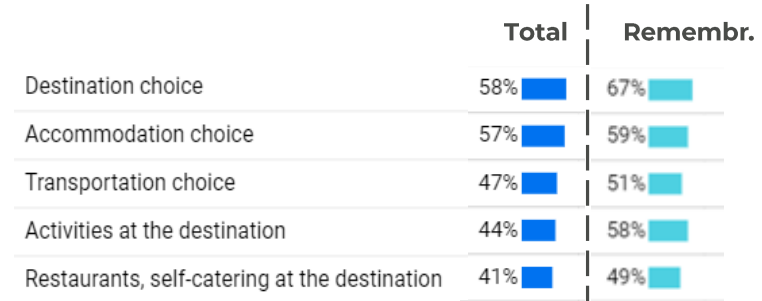
— Average **European source markets**, total vs. travellers interested in remembrance travel



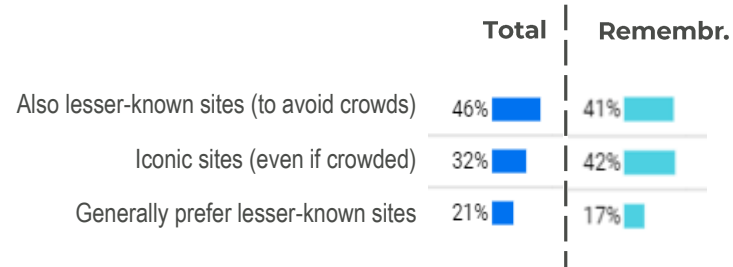
Aspects of trip first decided



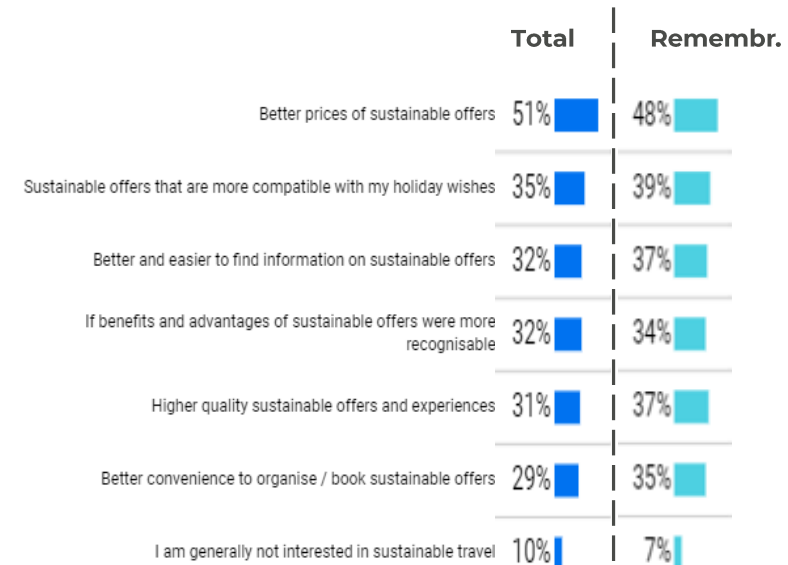
Importance of sustainability for choice of trip components



General preference for visiting iconic vs. lesser-known sites



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



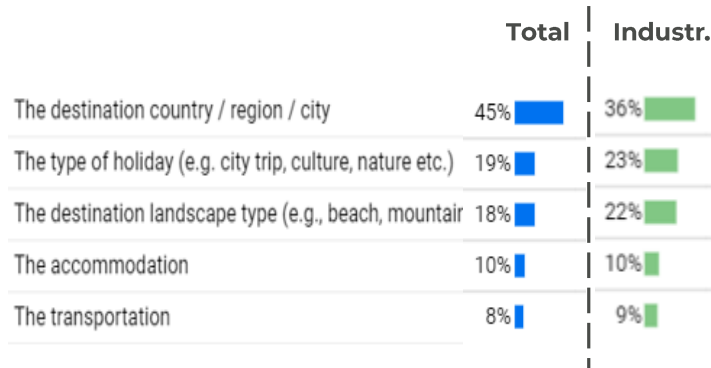
(*) During last outbound holiday trip.

Trip organisation and preferences (2) (*)

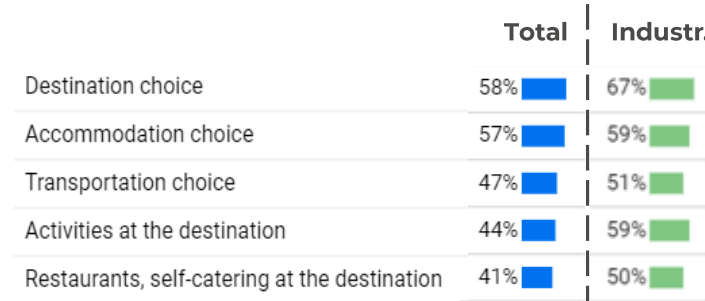
— Average **European source markets**, total vs. travellers interested in industrial heritage



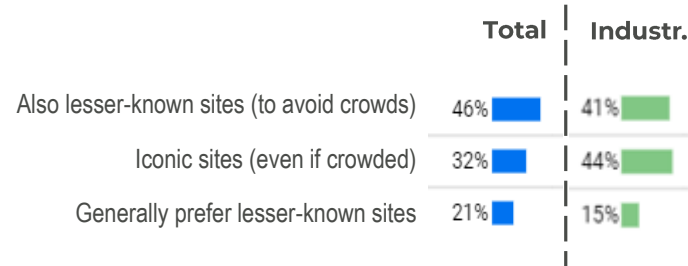
Aspects of trip first decided



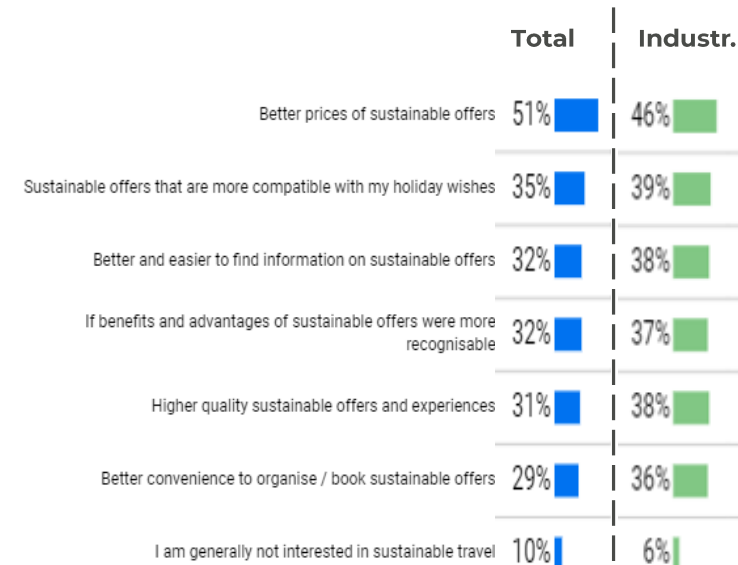
Importance of sustainability for choice of trip components



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

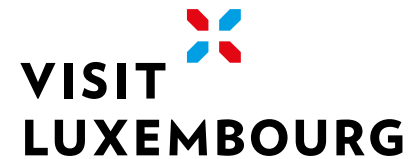


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