

LFT Visitor survey  
Special focus on Shopping

# Importance of shopping for overnight visitors in Luxembourg

**1%**  
of visitors

Shopping fanatics : had shopping as their main reason of stay in Luxembourg

**9%**  
of visitors

Shopping fans : did shopping as a key activity during their stay in Luxembourg

**19%** of leisure visitors  
**11%** of business visitors

did at least some shopping during their stay in Luxembourg

**52%** of leisure visitors  
**36%** of business visitors

agree that Luxembourg has an interesting shopping offer

(12% of leisure and 24% of business visitors disagree – this share increases with length of stay)

# Features of Shopping fans\* staying in Luxembourg

Share of visitors with shopping as a key activity,  
by source markets



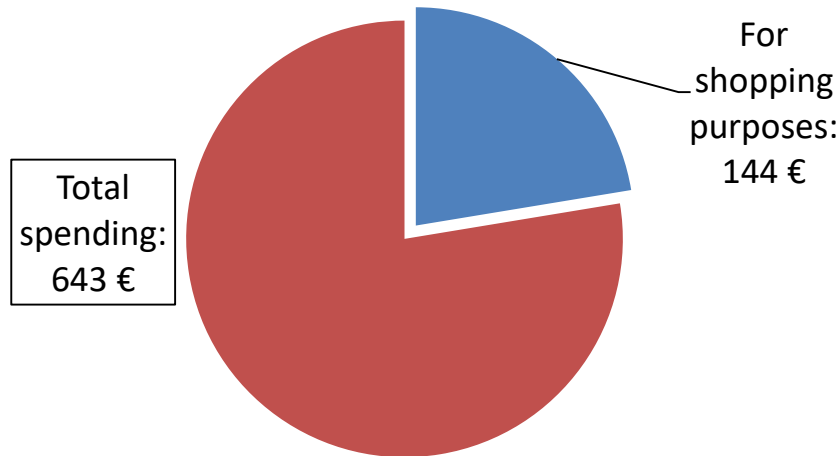
Visitors from Belgium, France and the US are particularly keen on having shopping as a key activity during their stay.

Over 60% of all shopping fans originate from the 3 neighbouring countries (as opposed to 47% of all visitors).

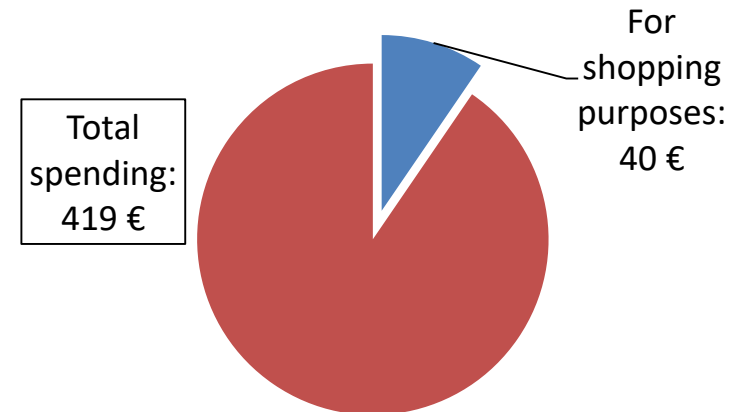
- No significant difference by age and gender
- Tend to stay more often in hotels (81% shopping fans vs. 68% all visitors)
- Stay less often in East and South of the country
- Quality of accommodation is by far a more important motivation criteria (32% vs. 16%)
- Above average satisfaction with Luxembourg as a tourist destination (93% vs 82%)
- Are judging Luxembourg more frequently to be open-minded (93% vs. 83%) and luxurious/sophisticated (82% vs. 73%)
- Are more frequently judging Luxembourg's price-quality-ratio to be good (73% vs. 61%)
- Relatively higher share among special event visitors (6% vs. 3%)
- Shopping visitors also like to go to restaurants and engage in wellness/health, nightlife

# Spending per visitor, Shopping fans vs. All leisure visitors

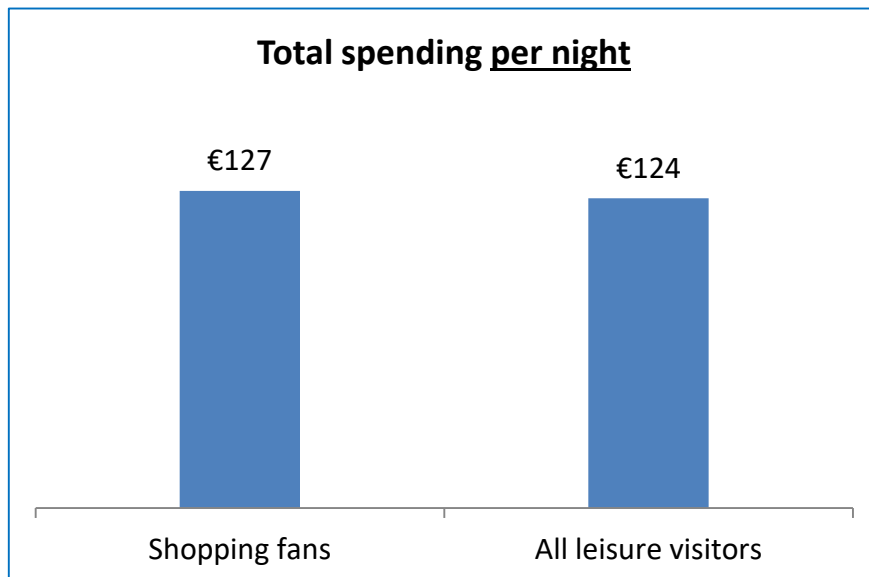
Spending per trip, Shopping fans



Spending per trip, all leisure visitors



Total spending per night



- As expected, Shopping fans allocate a significantly higher share (22%) of their total travel budget to shopping (vs. 9,5% for all leisure visitors)
- Total spending per trip is also higher for Shopping fans but this is mainly due to a considerably longer length of stay (5,1 nights, vs. 3,4 nights for all leisure visitors). Thus, spending per night is almost identical between the two groups.

# Tax free shopping stats, Luxembourg

