



Luxembourg for Tourism

Theme profile

WELLNESS & HEALTH

2023



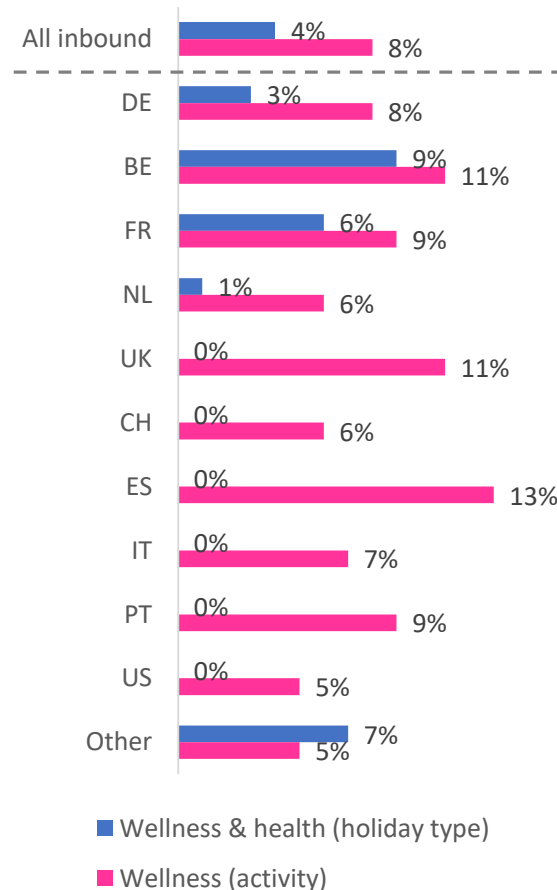
Market size of Wellness & Health segment

Volume of leisure visitors with Wellness & Health as a holiday type or activity



Overnight trips

Share of visitors with Wellness as a holiday type or activity, by source markets



Number of overnight trips to Luxembourg (estimate 2023)

Holiday type
52.000
(4% of inbound overnight leisure trips to Luxembourg)

Holiday activity
104.000
(8% of inbound overnight leisure trips to Luxembourg)

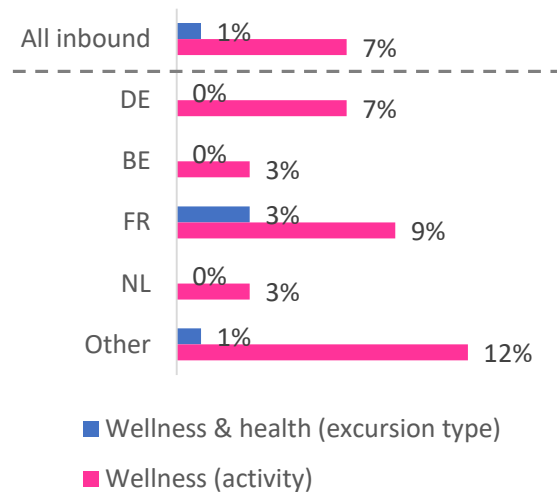
	Overnight trips: Holiday type	Overnight trips: Holiday activity
DE	6.000	15.000
BE	21.000	25.000
FR	8.000	12.000
NL	3.000	20.000
Other	14.000	32.000

Volume of leisure visitors with Wellness & Health as an excursion type or activity

Same-day trips



Share of visitors with Wellness as an excursion type or activity, by source markets



Number of excursions to Luxembourg (estimate 2023)

Excursion type
27.000
(1% of inbound same-day leisure trips to Luxembourg)

Excursion activity
195.000
(7% of inbound same-day leisure trips to Luxembourg)

	Same-day trips: Excursion type	Same-day trips: Excursion activity
DE	0	43.000
BE	0	18.000
FR	20.000	60.000
NL	0	12.000
Other	7.000	60.000



**Travel behaviour of leisure travellers with
Wellness as a holiday type or activity in
Luxembourg**

Holiday types

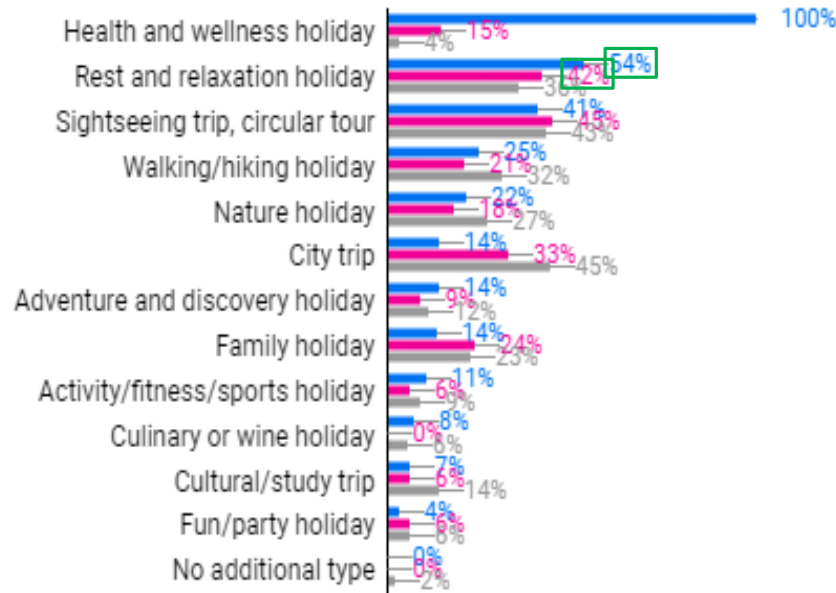
Inbound leisure visitors with overnight, 2020-2023



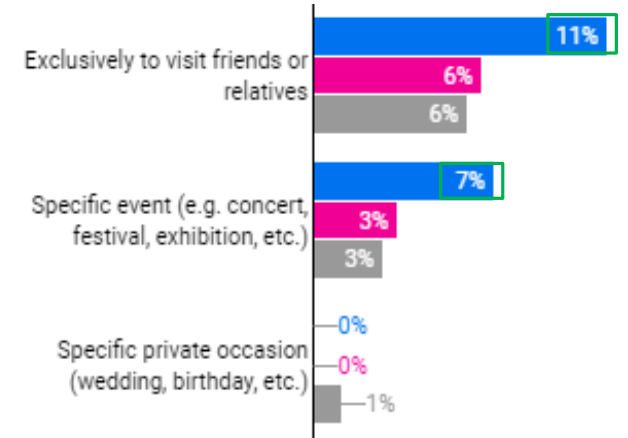
Main holiday types



Additional holiday types



Main purpose of overnight trip (if not holiday)



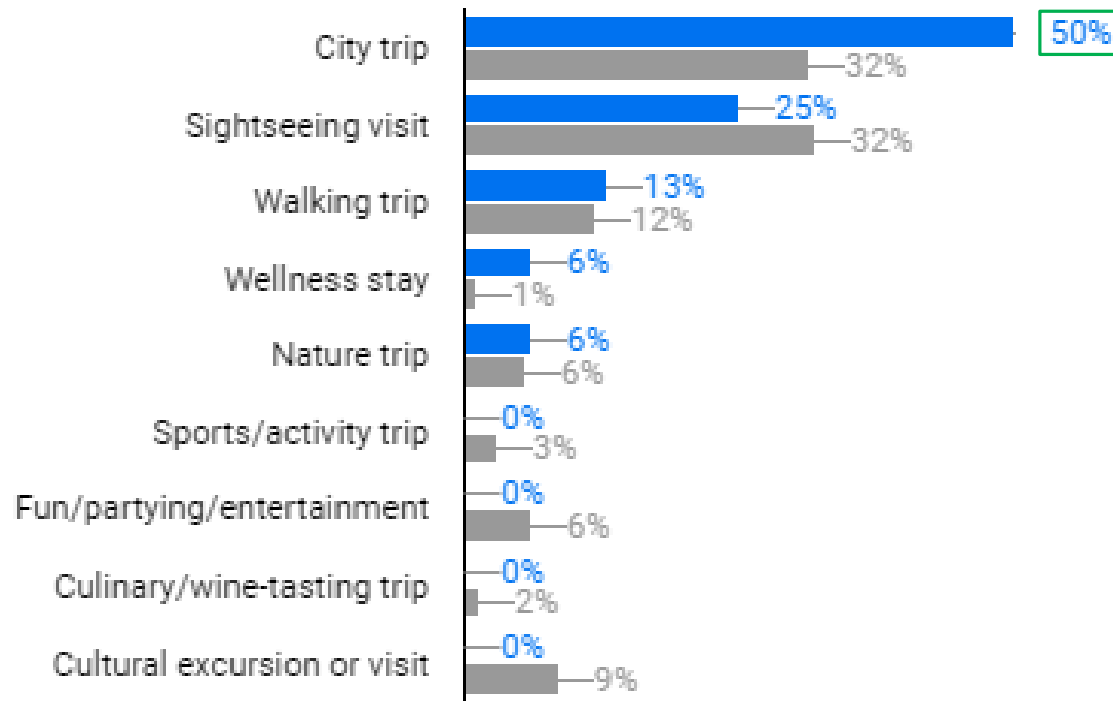


Types of excursions

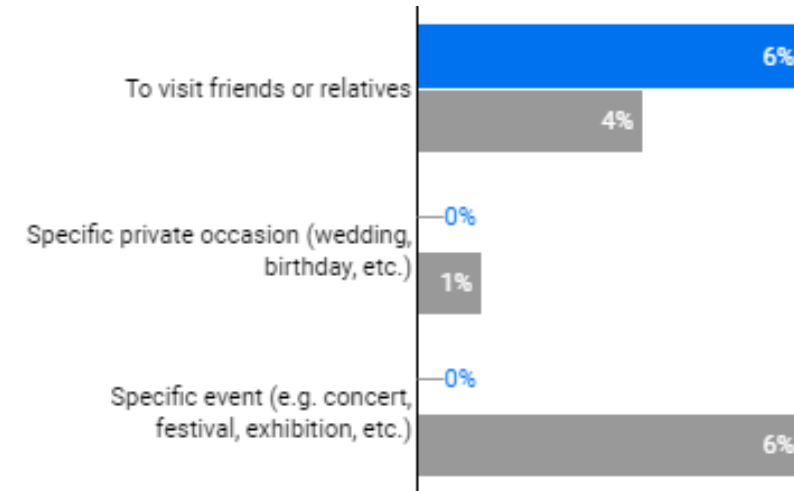
Inbound leisure same-day visitors, 2020-2023

Wellness, beauty & health (activity) Significantly higher than average
All visitors

Main excursion type



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



Key decision criteria for choosing Luxembourg (*)

Inbound leisure visitors, 2020-2023



Wellness & health (holiday type)

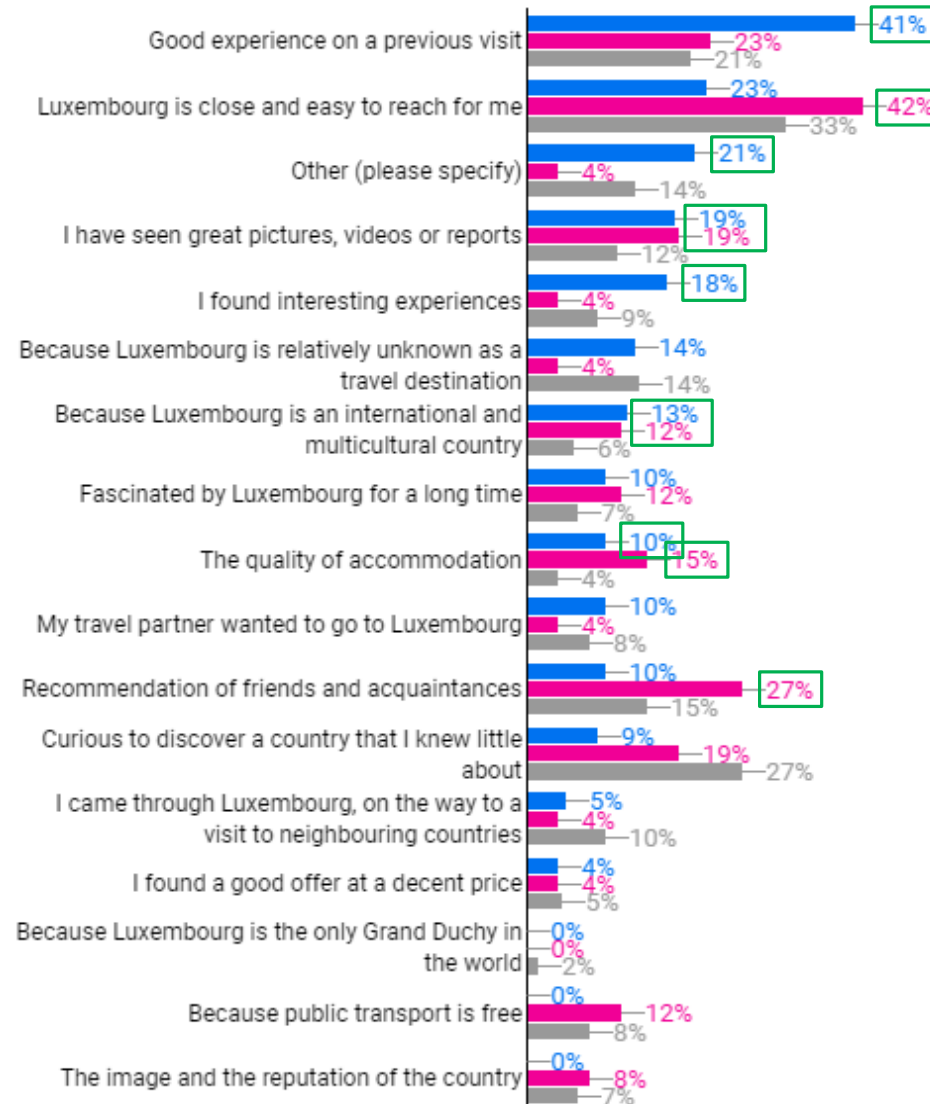
Wellness, beauty & health (activity)

All visitors

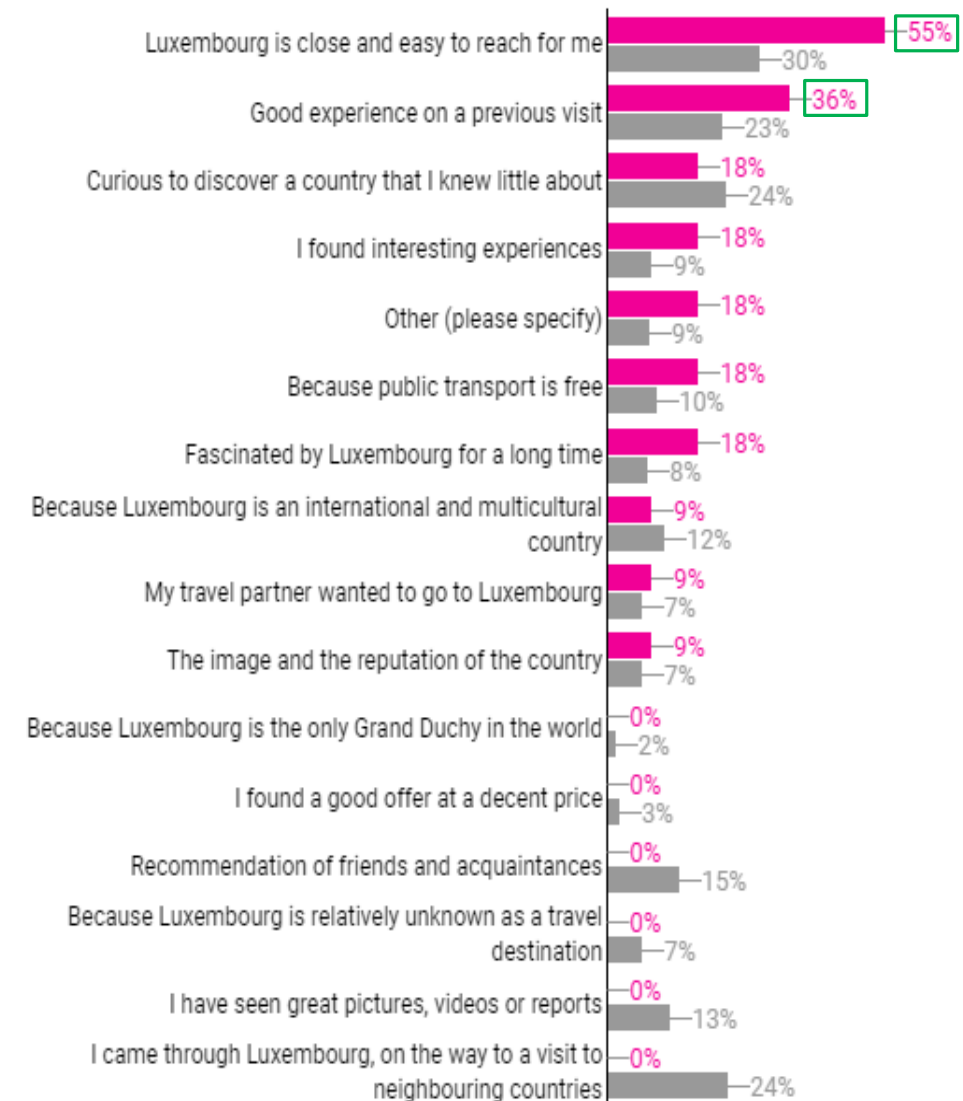
Significantly higher than average

Nb: due to sample size, we only show results for Wellness (Activity), and not Wellness (Excursion type) for Same-day visitors on this and the following pages.

Visitors with overnight



Day visitors



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

(*) Maximum 3 answers possible.

Key travel motives and emotions

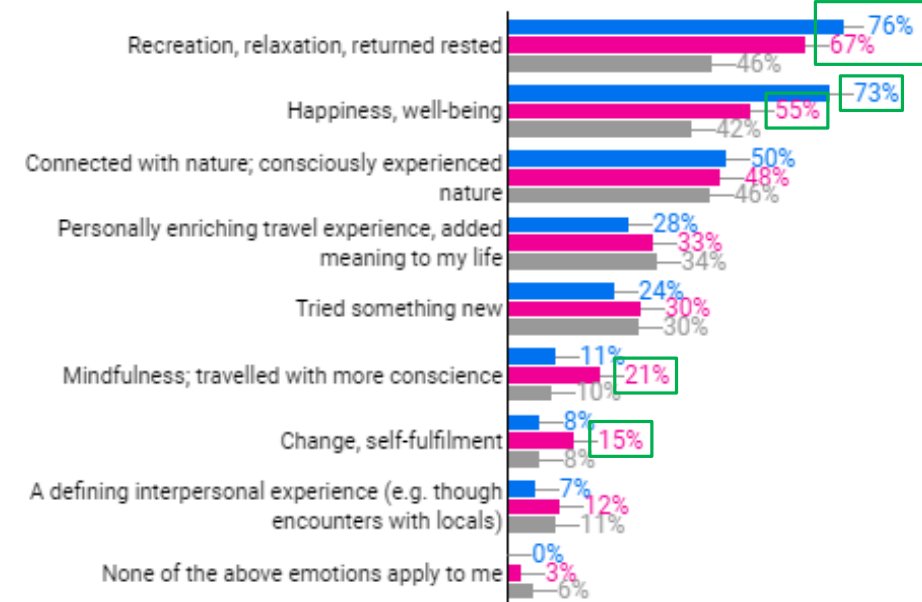
Inbound leisure visitors with overnight, 2020-2023



Travel motives



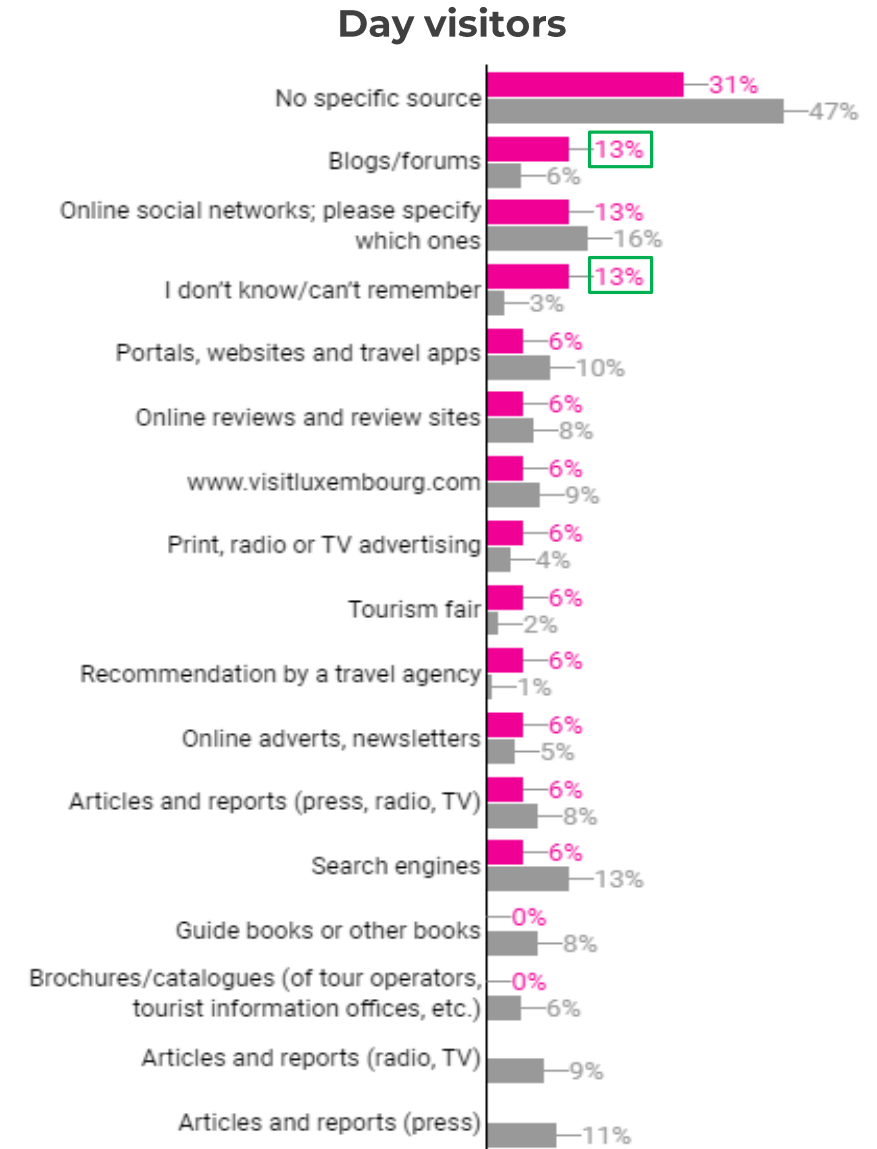
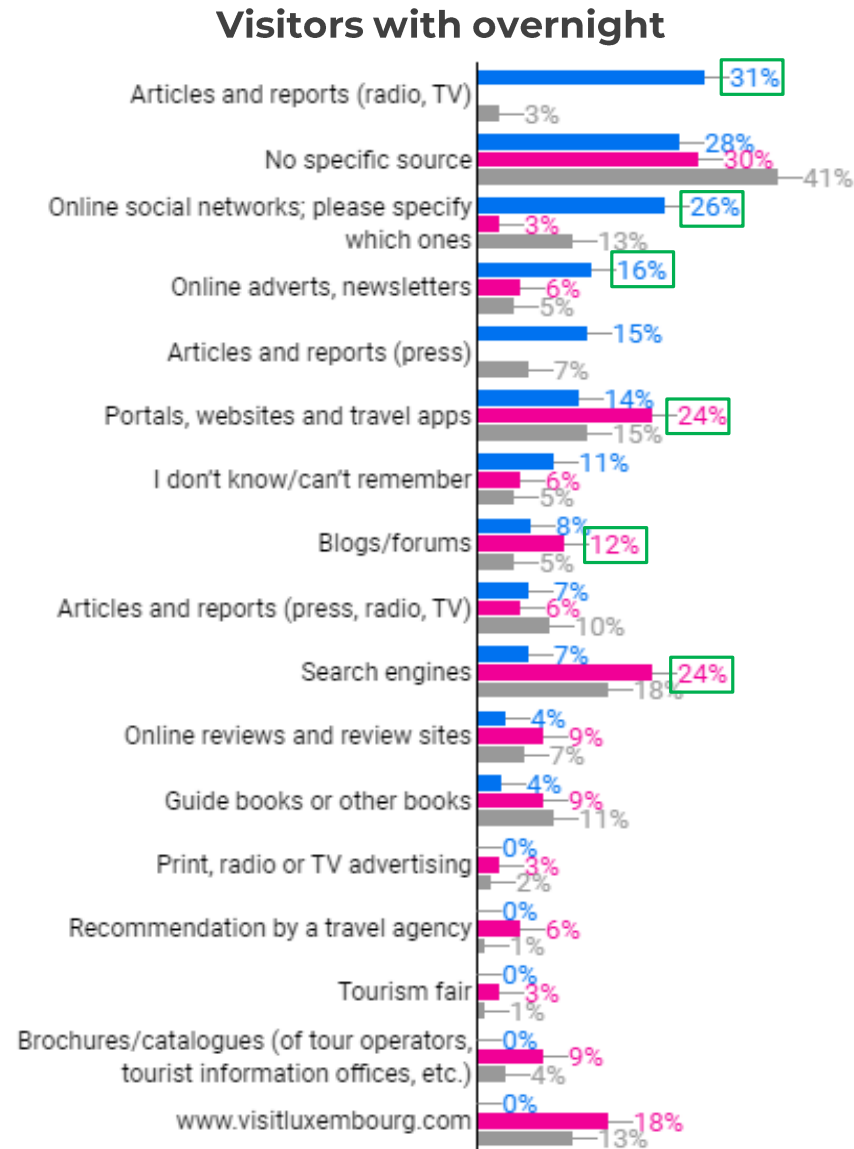
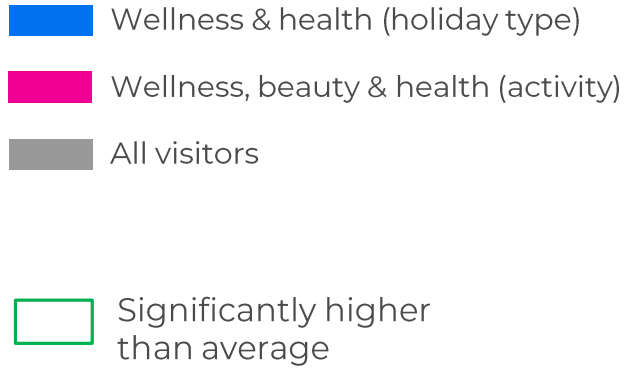
Emotions experienced during stay



- Wellness & health (holiday type)
- Wellness, beauty & health (activity)
- All visitors
- Significantly higher than average

Inspiration sources

Inbound leisure visitors, 2020-2023



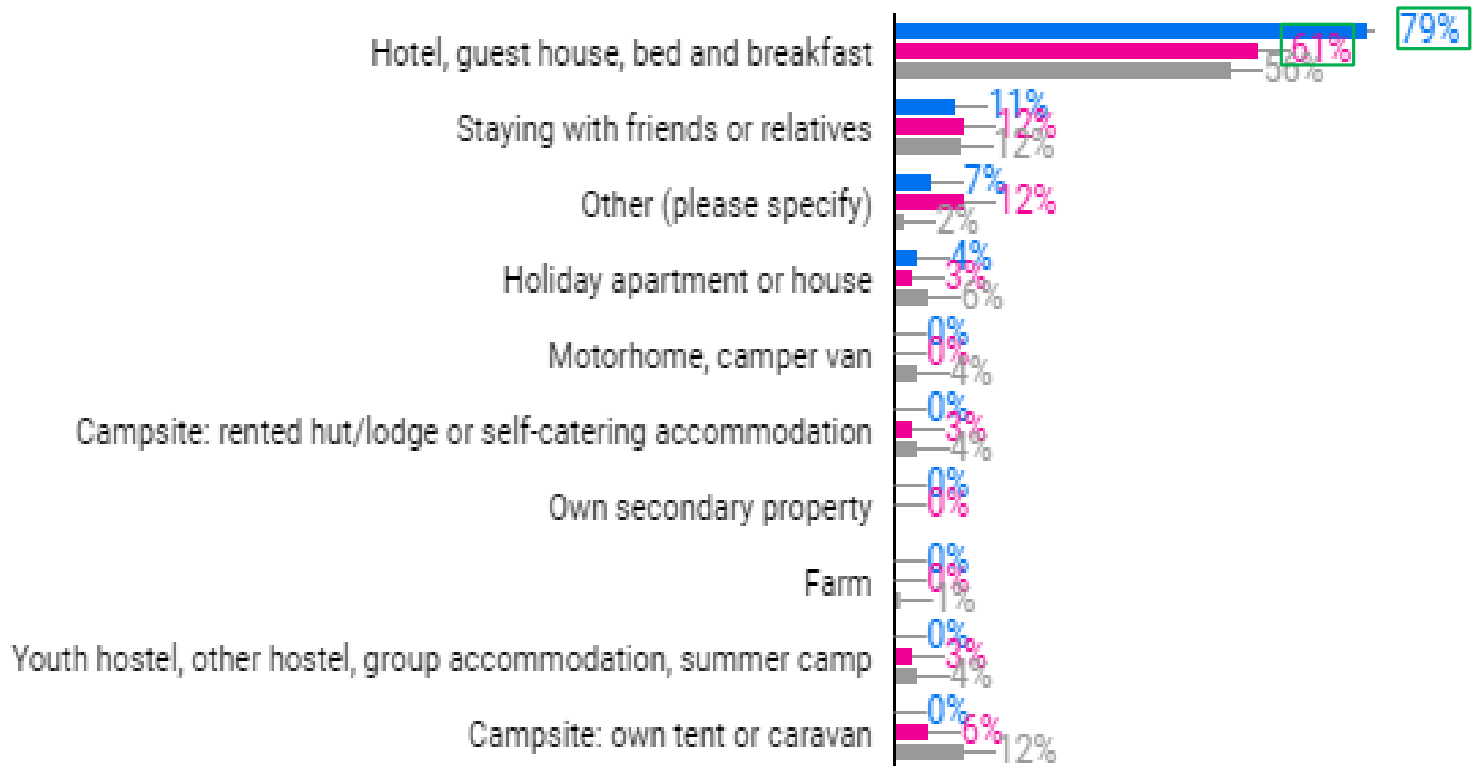
Type of accommodation, destination regions

Inbound leisure visitors with overnight, 2020-2023

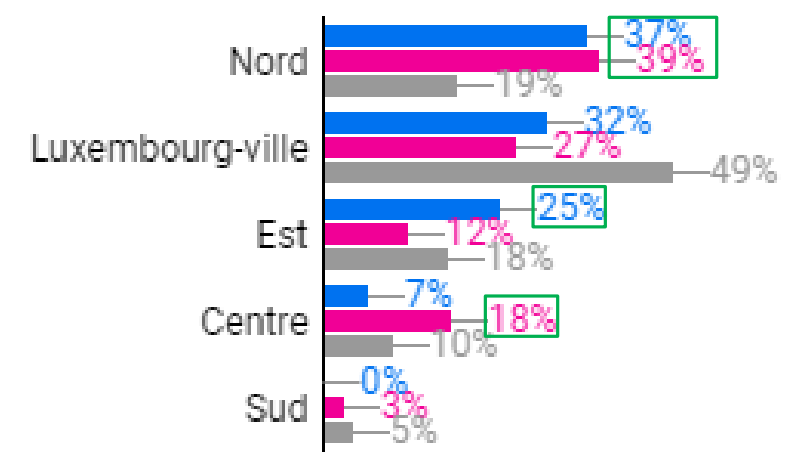


- Wellness & health (holiday type)
- Wellness, beauty & health (activity)
- All visitors

Type of accommodation



Destination region



 Significantly higher than average



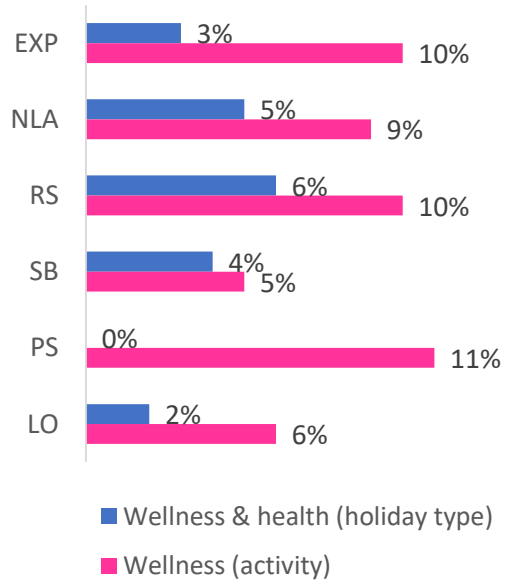
Target segments

Inbound leisure visitors, 2020-2023

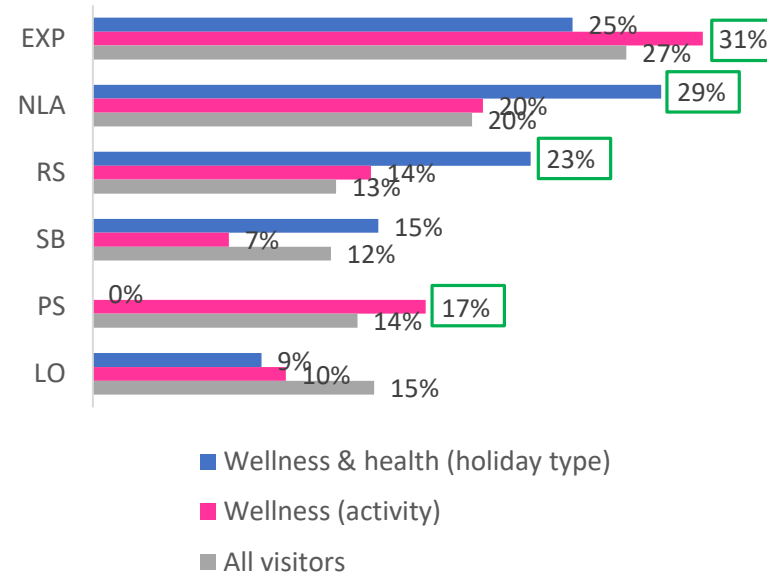
EXP – Explorers
 NLA – Nature-Loving Actives
 RS – Relaxation Seekers
 SB – Short Breakers
 PS – Perfection Seekers
 LO – Leisure Oriented

 Significantly higher than average

Visitors with overnight

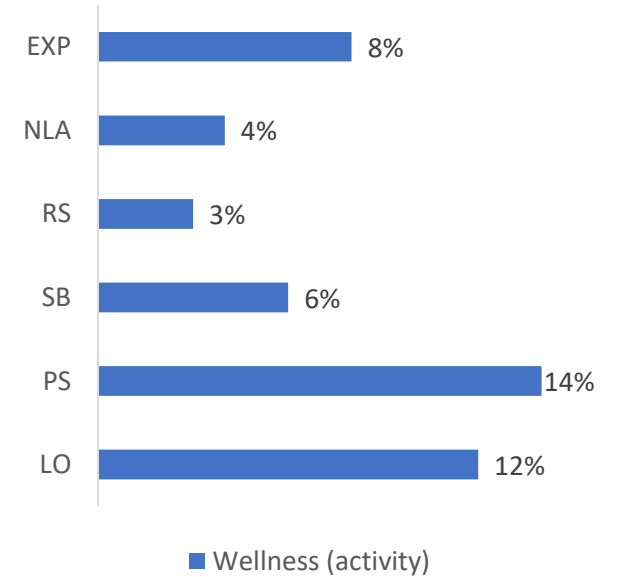


Reading example: 3% of Explorers have wellness & health as a holiday type



Reading example: 25% of visitors with wellness & health as a holiday type are Explorers

Day visitors

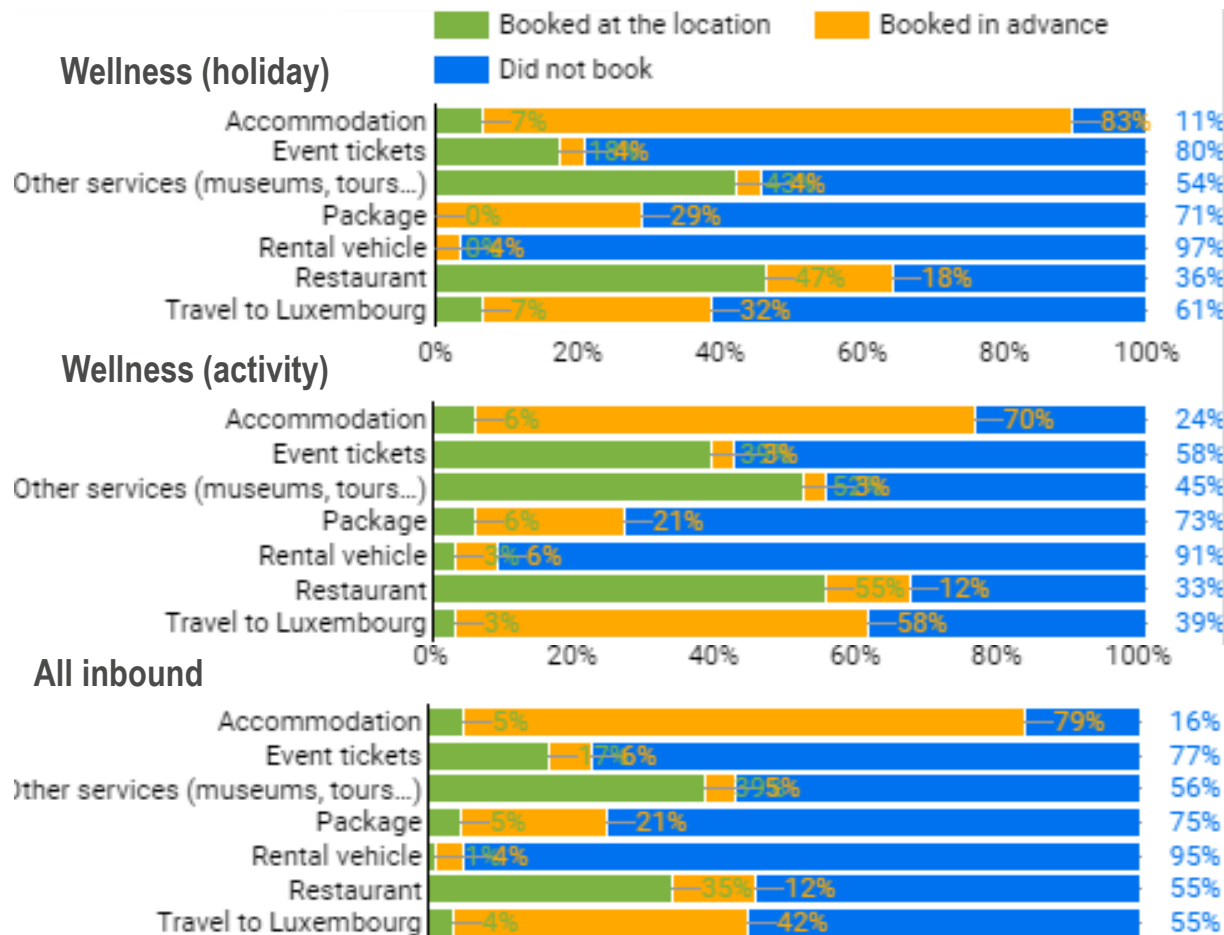


Booking behaviour

Inbound leisure visitors with overnight, 2020-2023

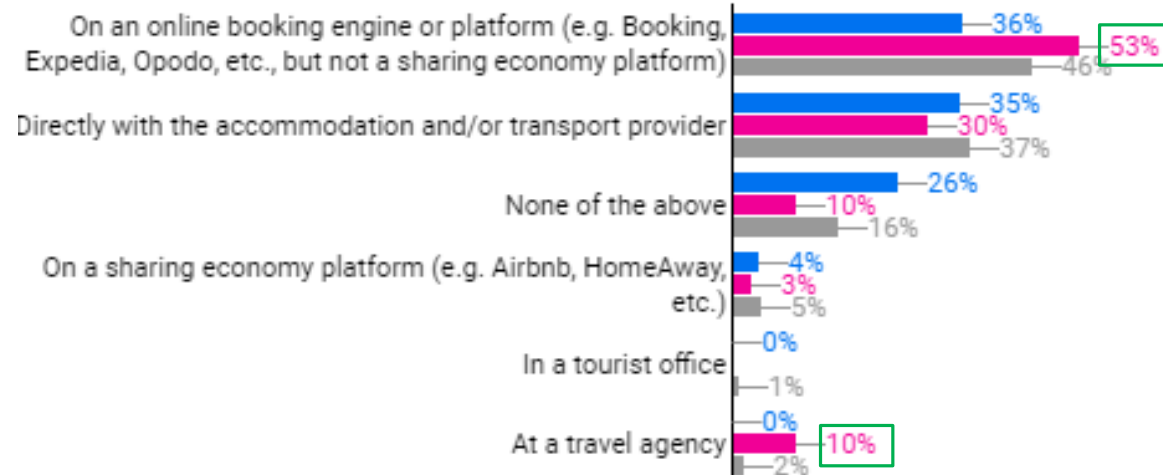


Booking of travel items



- Wellness & health (holiday type)
- Wellness, beauty & health (activity)
- All visitors

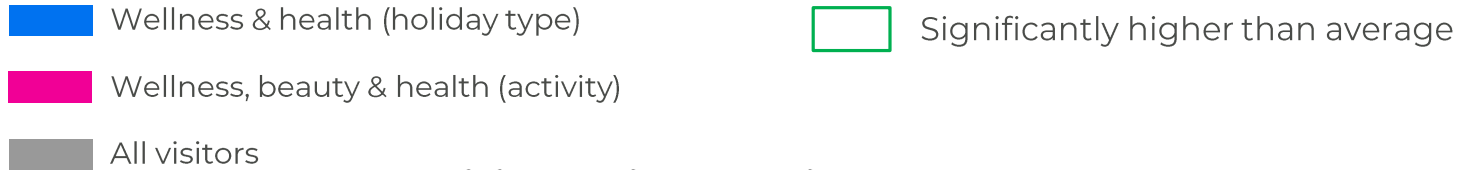
Booking channels



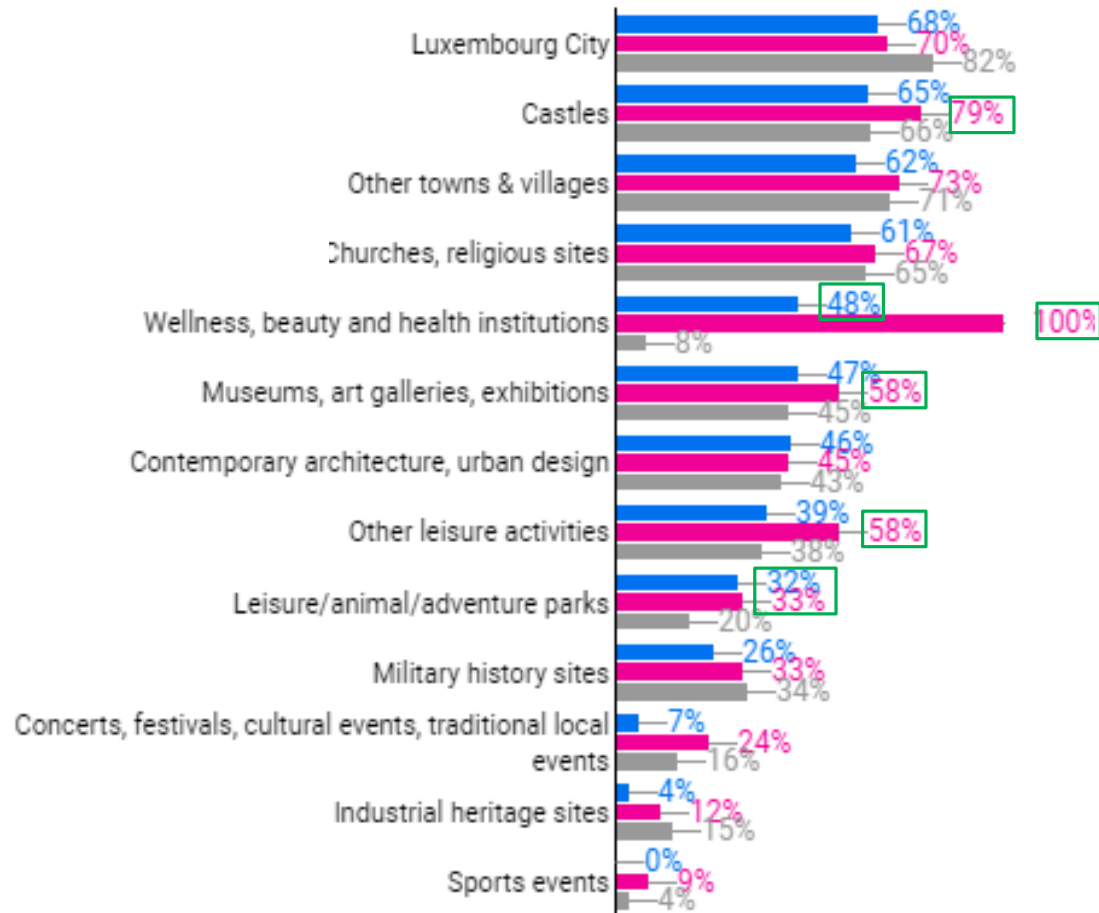
 Significantly higher than average

Places visited during leisure stays

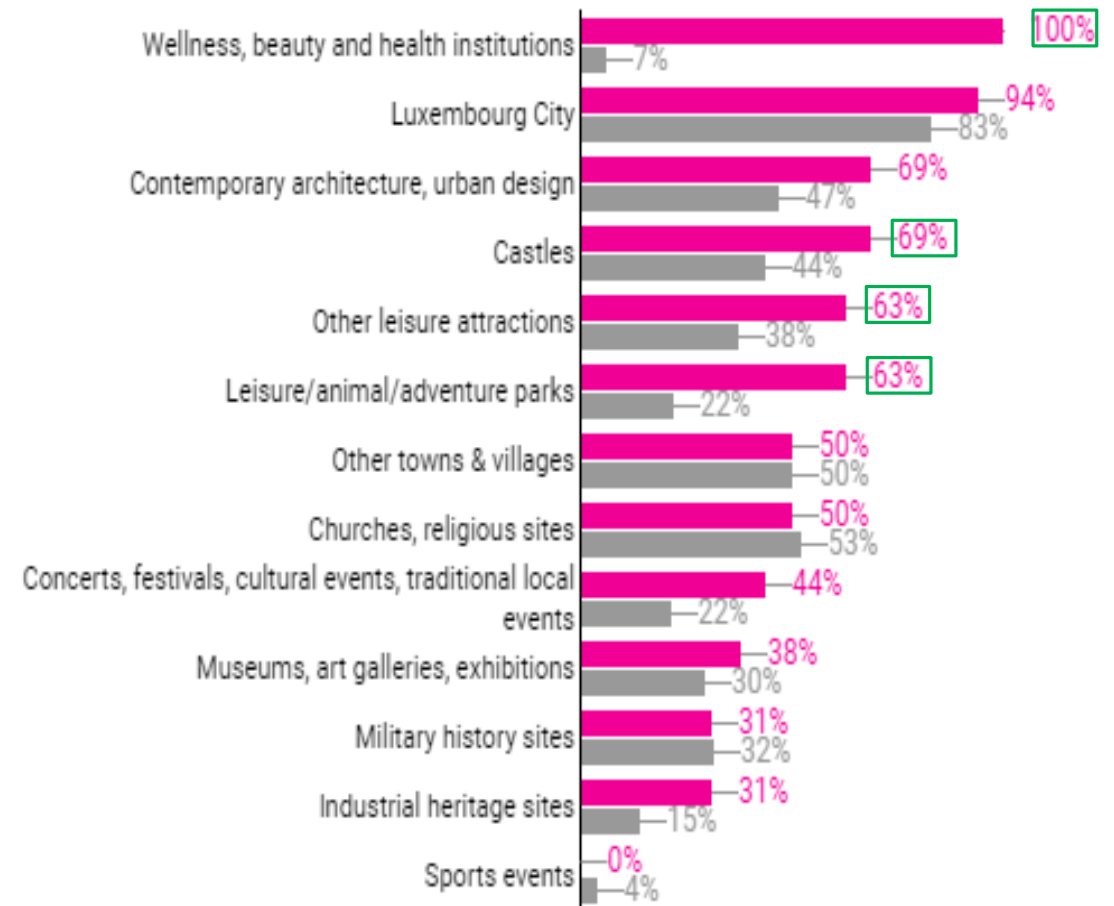
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors

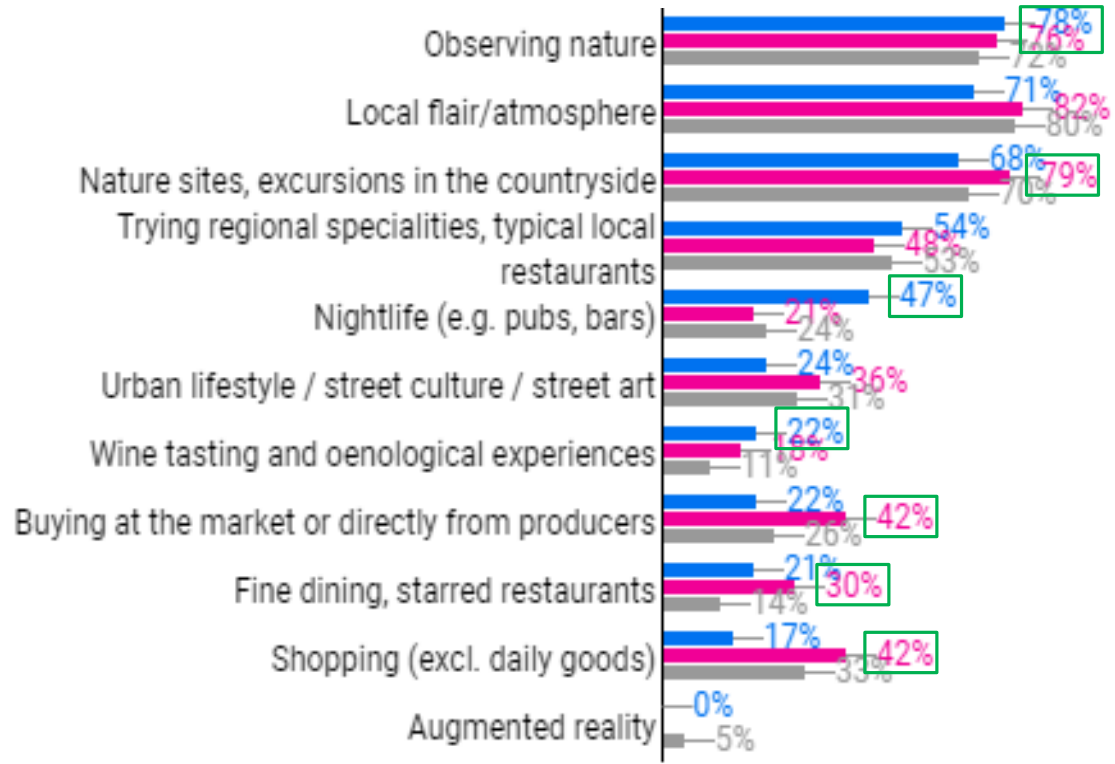


Non-sporting activities undertaken during leisure stays

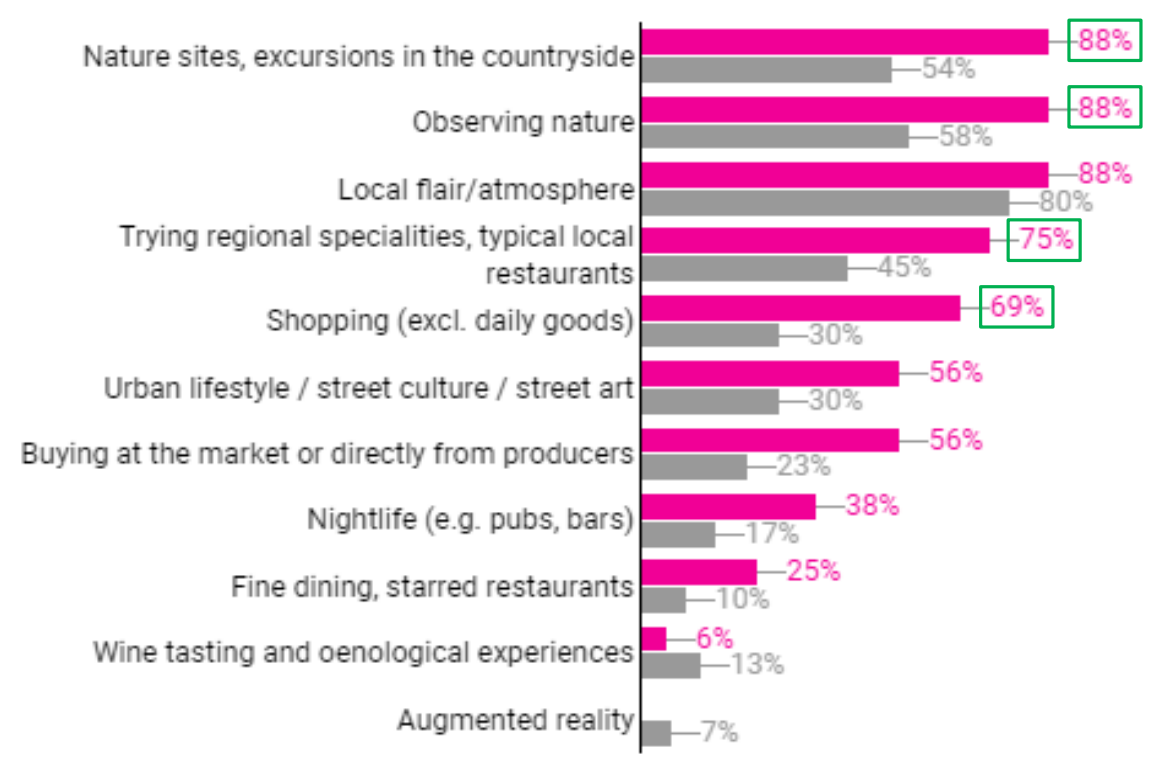
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors

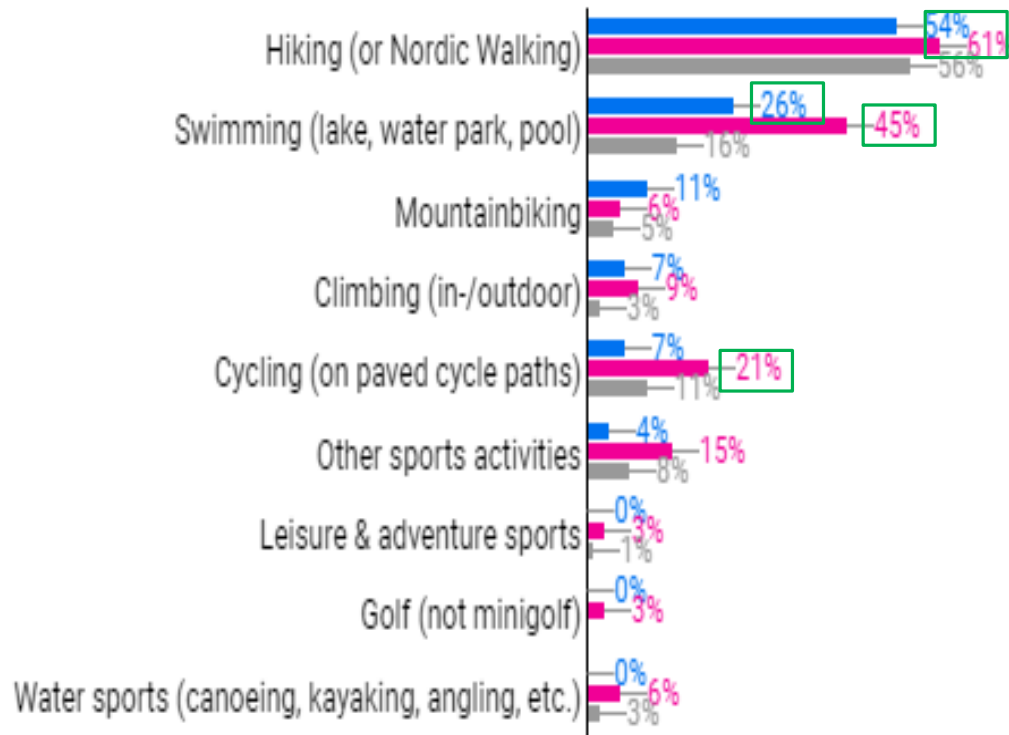


Sporting activities undertaken during leisure stays

Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



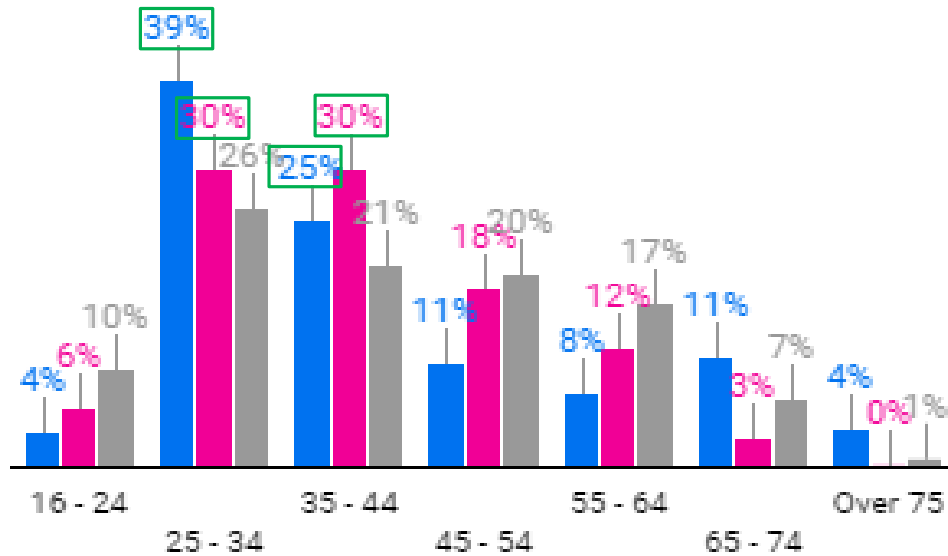


Age groups

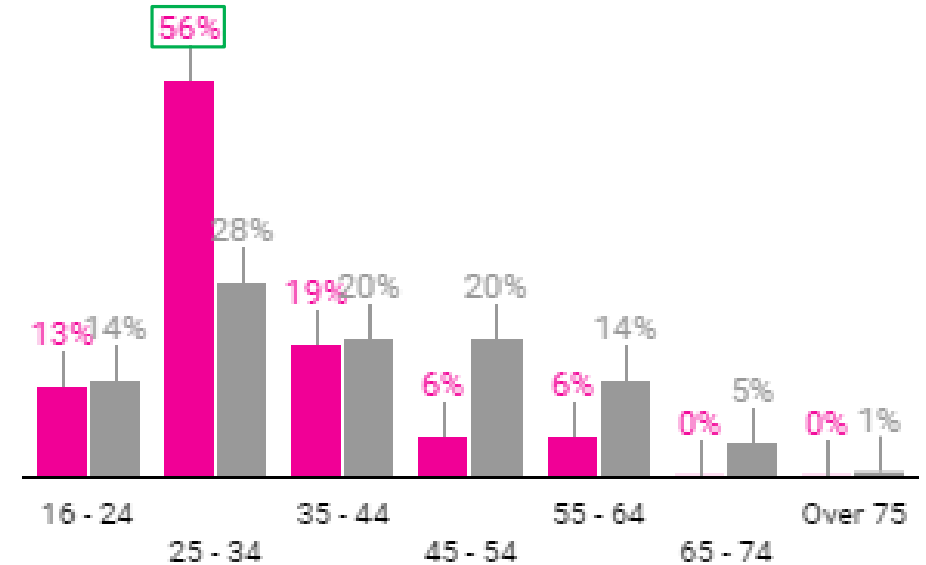
Inbound leisure visitors, 2020-2023

- Wellness & health (holiday type)
- Wellness, beauty & health (activity)
- All visitors

Visitors with overnight



Day visitors



 Significantly higher than average

Transport (to and in destination)

Inbound leisure visitors, 2020-2023



Wellness & health (holiday type)

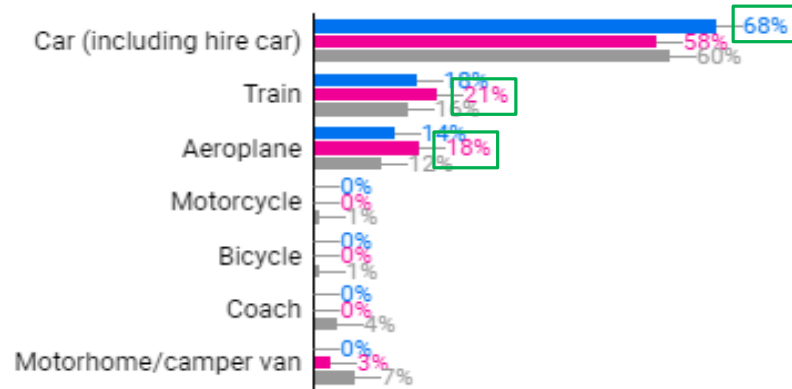
Wellness, beauty & health (activity)

All visitors

Significantly higher than average

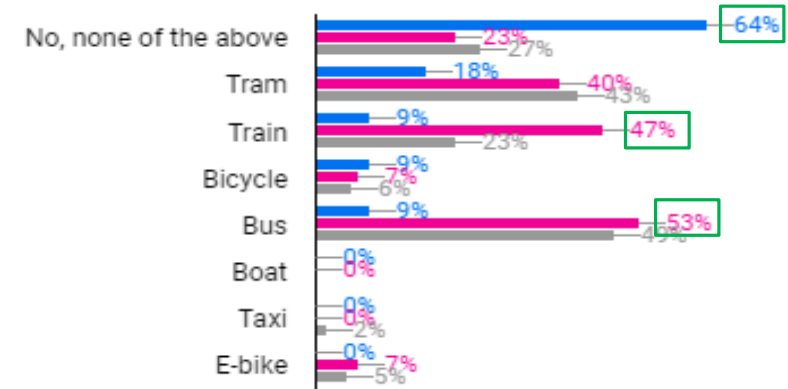
Transport to destination

Visitors with overnight

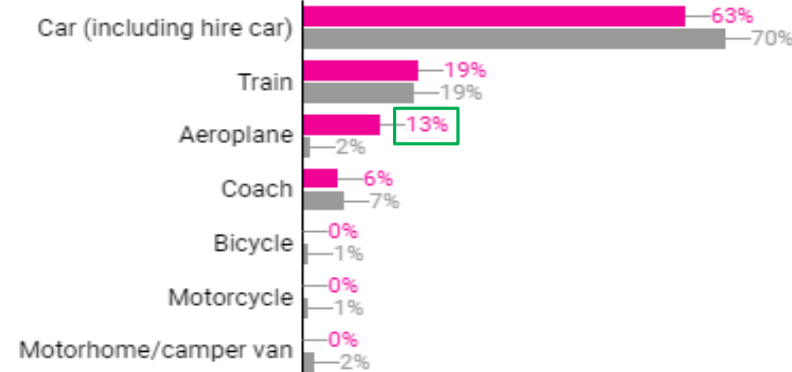


Transport in destination

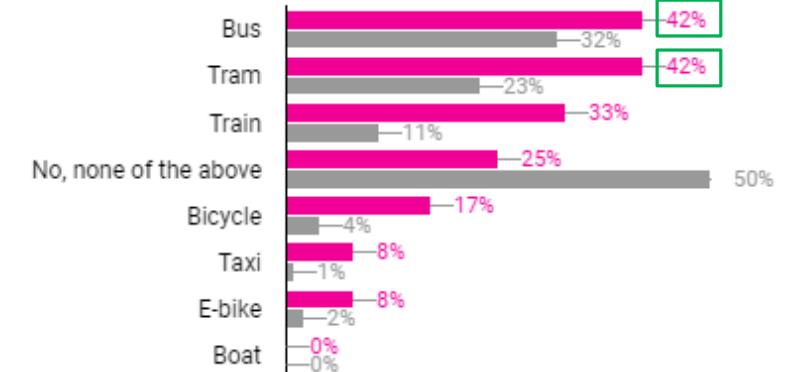
Visitors with overnight



Day visitors



Day visitors



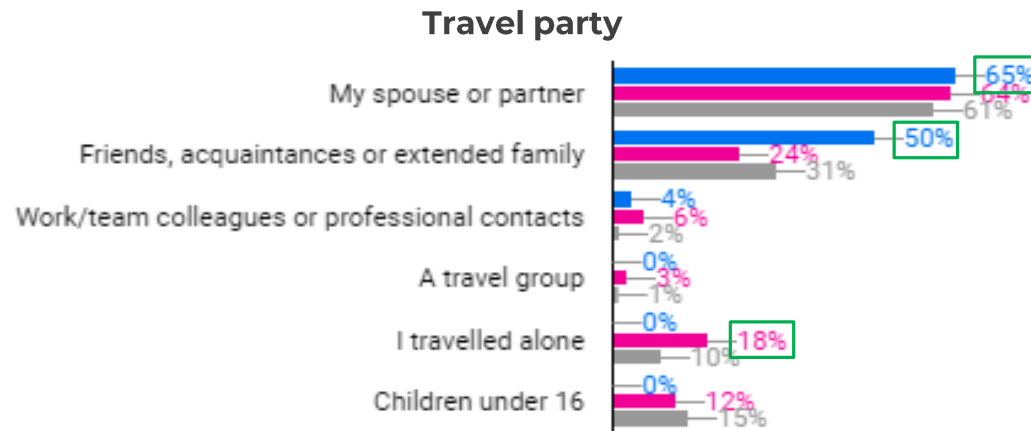
Travel party, repeat visits and cross-border trips

Inbound leisure visitors with overnight, 2020-2023

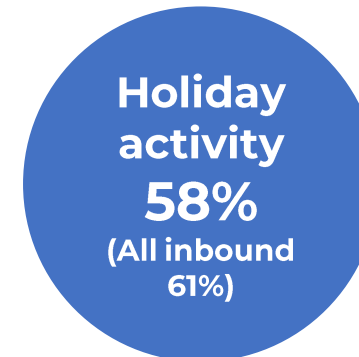
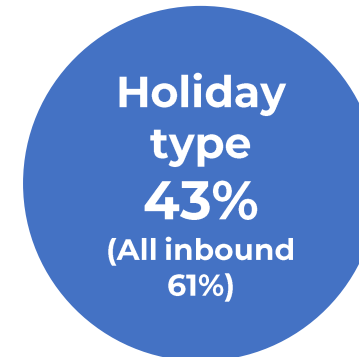


- Wellness & health (holiday type)
- Wellness, beauty & health (activity)
- All visitors

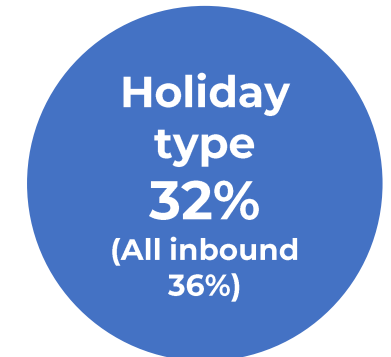
 Significantly higher than average



First-time visitors



Visitors spending nights in Luxembourg and abroad during same trip



Travel party and repeat visits

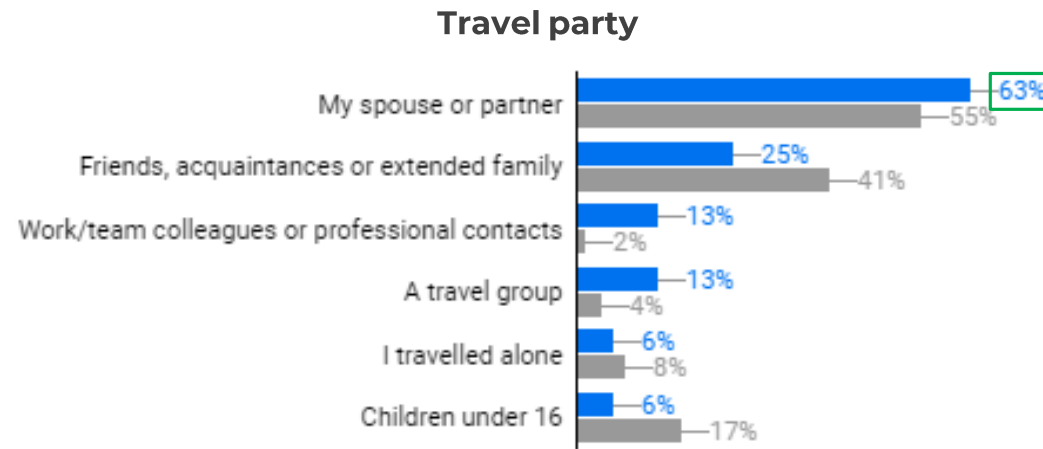
Inbound leisure same-day visitors, 2020-2023



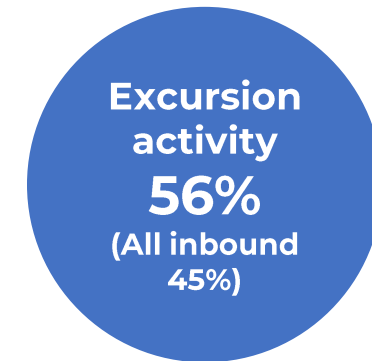
Wellness, beauty & health (activity)

All visitors

Significantly higher than average



First-time visitors

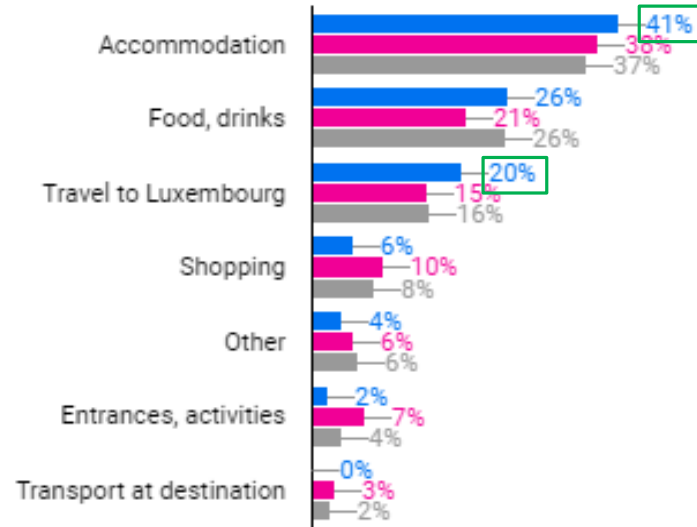


Expenditure, length of stay and quality vs price orientation

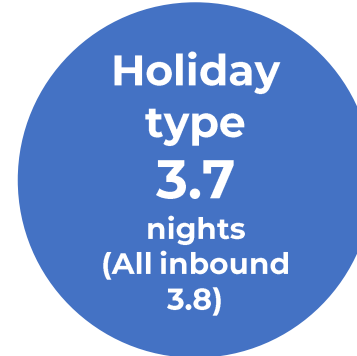


Inbound leisure visitors with overnight, 2020-2023

Breakdown of expenditure by categories



Length of stay



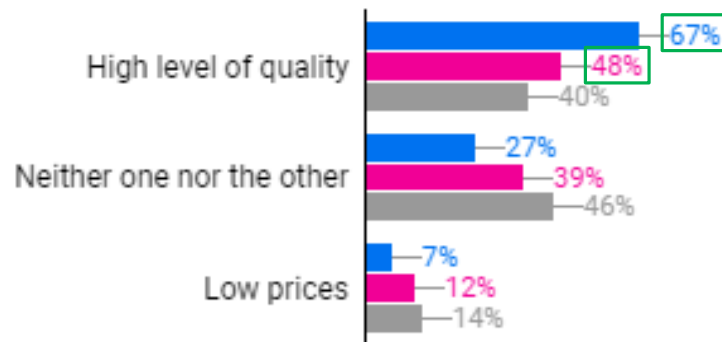
Spend/pers./trip



Spend/pers./day



Quality vs. price orientation



- Wellness & health (holiday type)
- Wellness, beauty & health (activity)
- All visitors
- Significantly higher than average

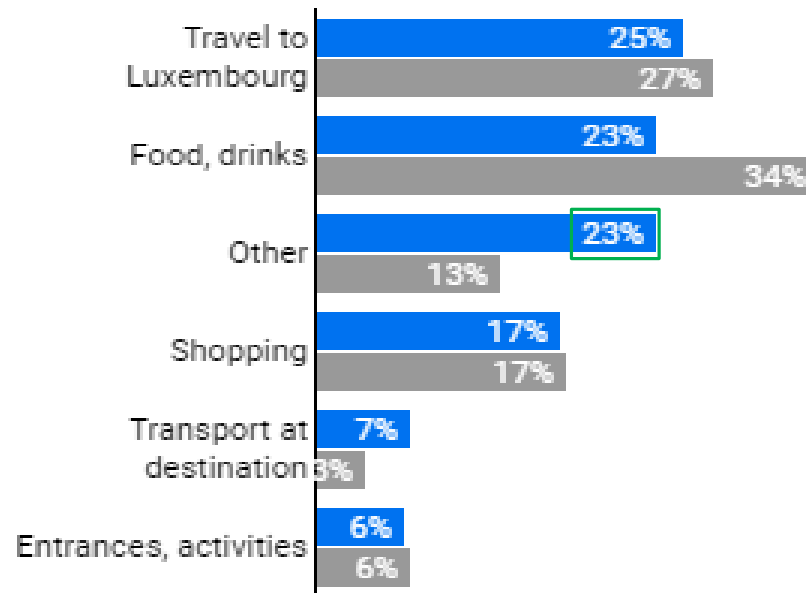
Expenditure

Inbound leisure same-day visitors, 2020-2023



- Wellness, beauty & health (activity)
- 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



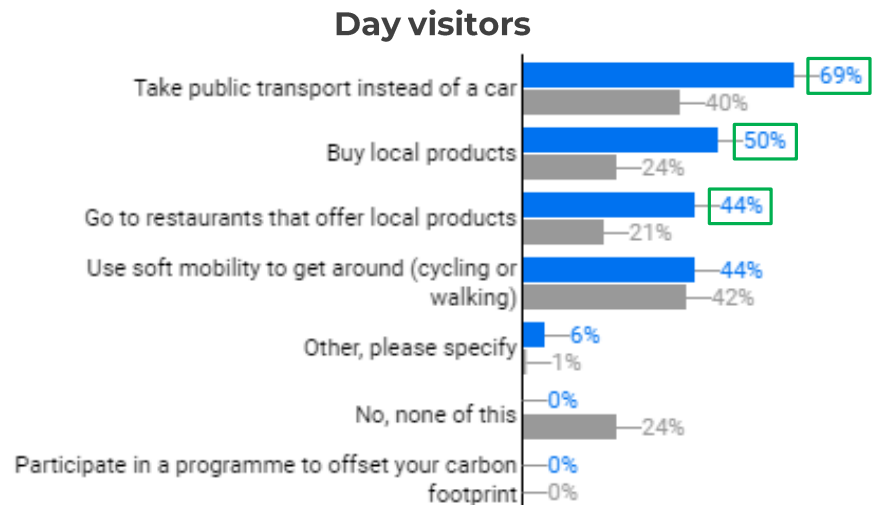
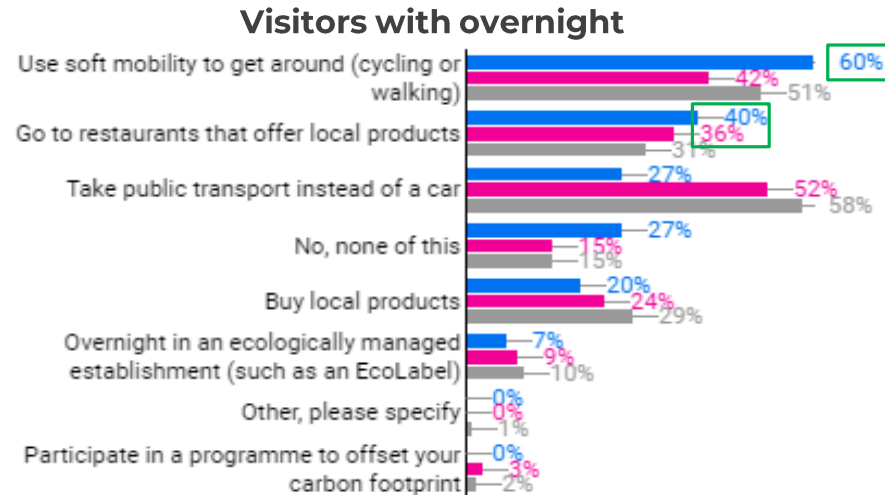
Wellness & health (holiday type)

Wellness, beauty & health (activity)

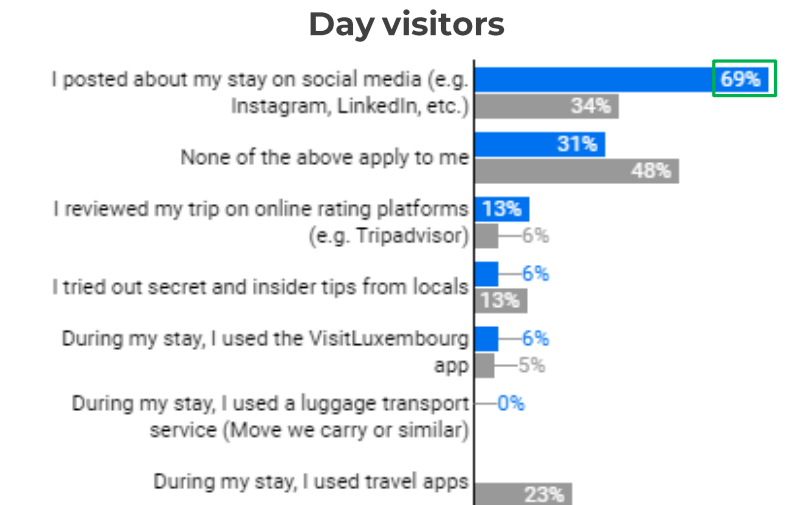
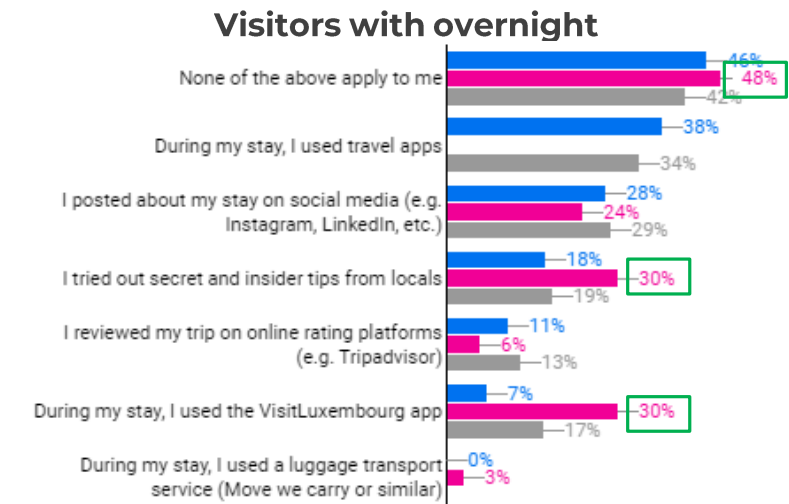
All visitors

Significantly higher than average

Sustainable actions during stay



Services used during stay

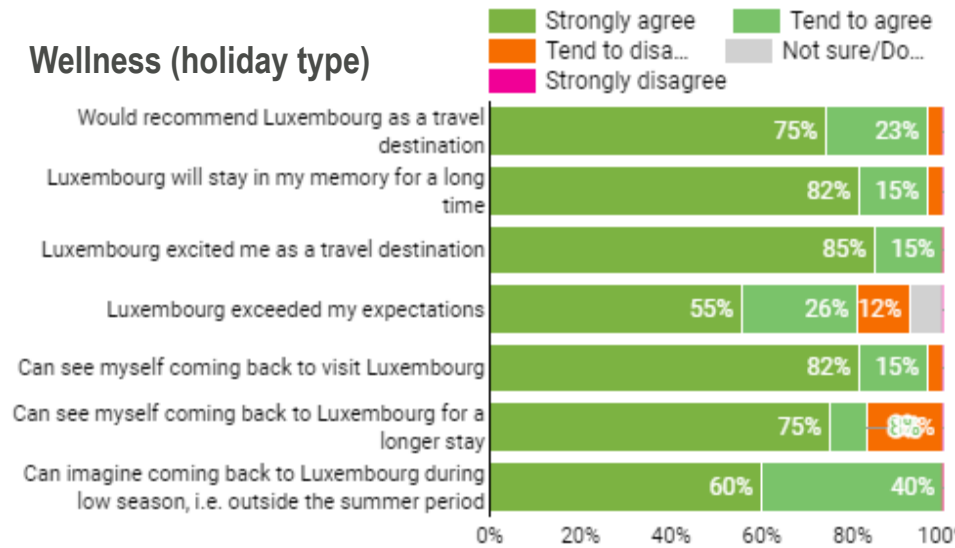


Visitor satisfaction and recommendation

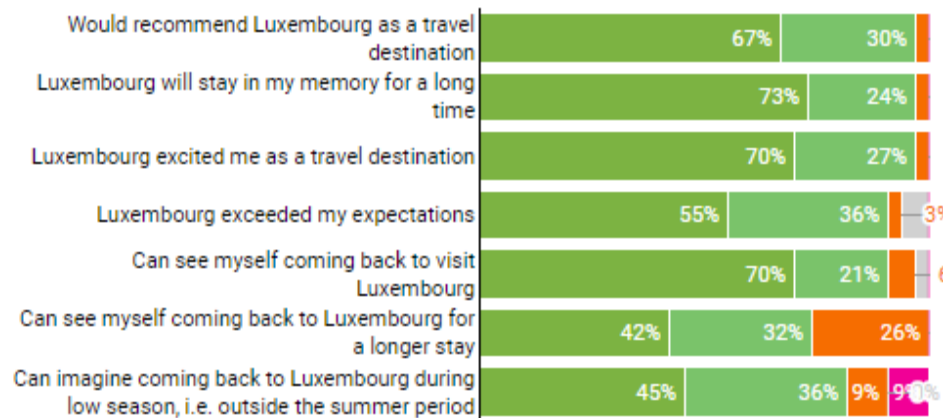
Inbound leisure visitors with overnight, 2020-2023



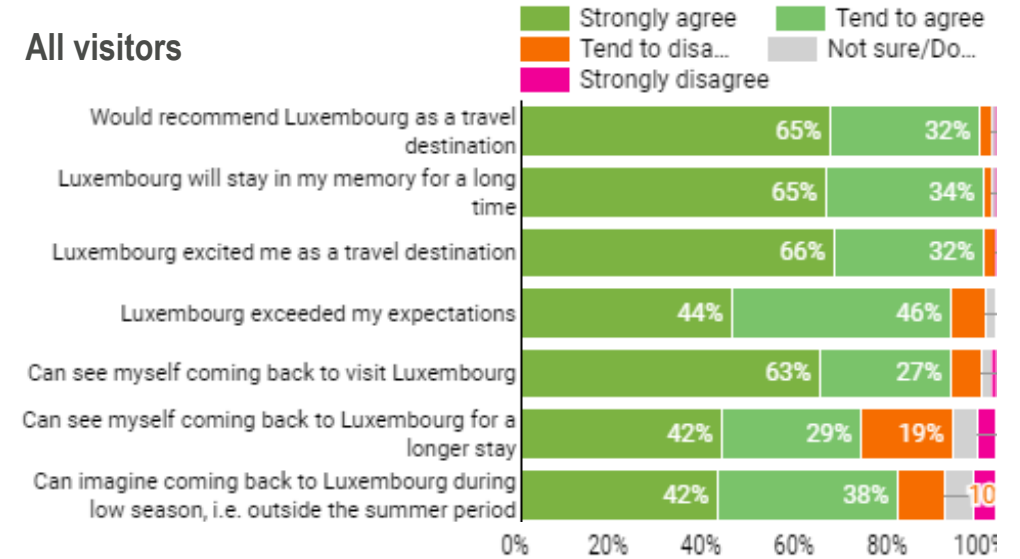
Wellness (holiday type)



Wellness (activity)

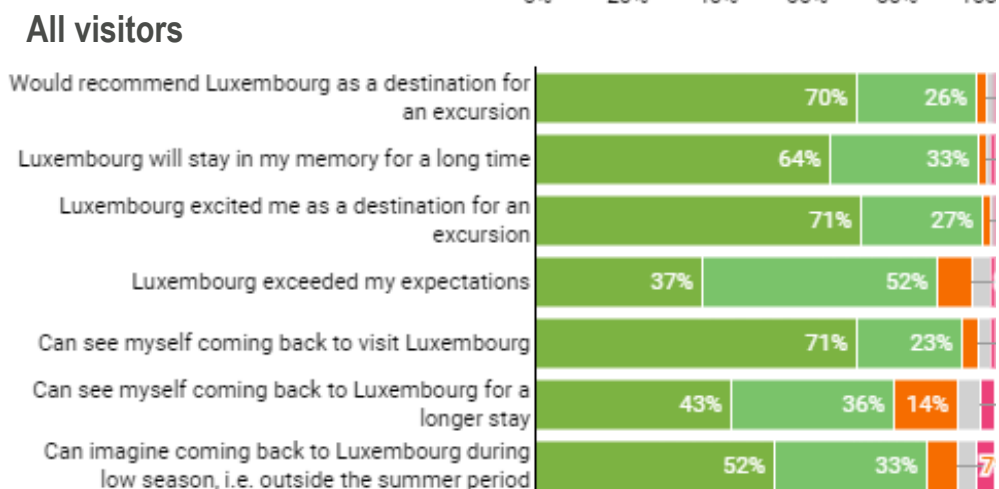
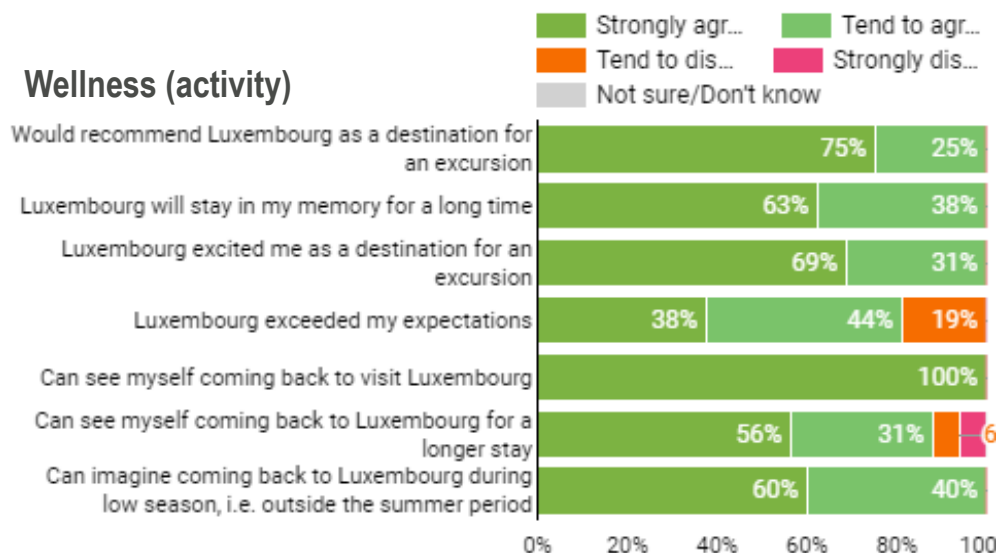


All visitors



Visitor satisfaction and recommendation

Inbound leisure same-day visitors, 2020-2023

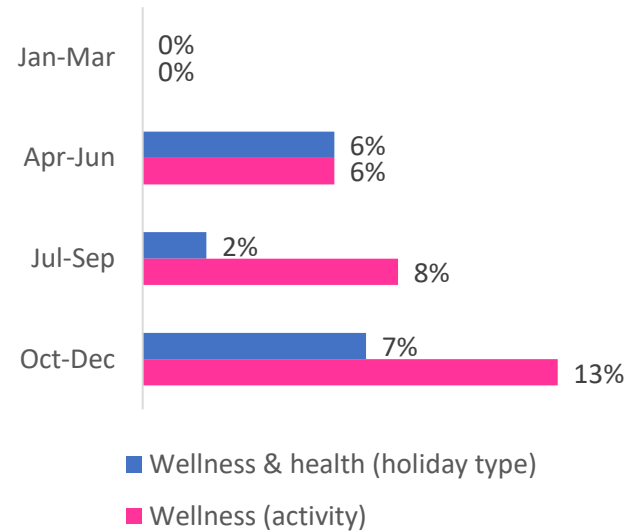


Trip seasonality

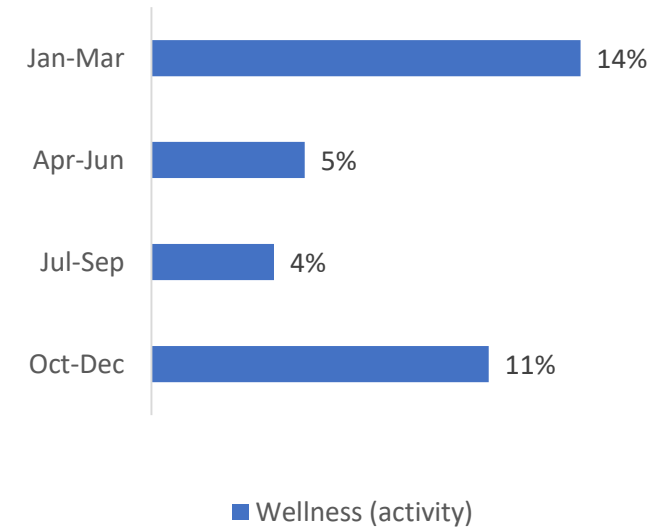
Inbound leisure visitors, 2020-2023



Visitors with overnight



Day visitors



















**Destination *Awareness* &
Growth Potential for
Wellness holiday segment**

General theme interest – Wellness













	Rank (*)	Total themes in survey	% „very interested“	% „interested“	% „interested“, Ø all themes	„Interested“, population, mn (**)
Average Europe	25	33	-	46%	54%	-
	23	33	27%	46%	52%	27,6
	30	33	22%	41%	53%	5,2
	23	33	26%	49%	54%	3,2
	22	33	25%	48%	53%	3,1
	28	33	18%	38%	51%	3,1
	27	33	21%	44%	55%	20,7
	28	33	19%	40%	53%	19,4
	16	20	11%	36%	40%	15,4
	10	20	18%	52%	44%	18,0
	20	21	-	32%	47%	9,0
	16	24	23%	52%	54%	1,8
	13	24	24%	51%	51%	2,1
	18	24	14%	44%	52%	3,2
	6	24	55%	73%	60%	5,5

(*) Rank among all surveyed themes in respective source market.
Based on % “interested” in theme.
(**) Aged 18-74.

Luxembourg's perceived theme competence – Wellness



	Rank (*)	Total themes in survey	% „very suitable“	% „very suitable“, Ø all themes	„very suitable“, population, mn (**)
Average Europe	16	26	20%	24%	-
	19	26	17%	23%	10,4
	22	26	15%	26%	2,0
	17	26	17%	22%	1,1
	19	26	18%	23%	1,2
	22	26	16%	25%	1,3
	17	26	17%	22%	8,0
	18	26	16%	22%	7,8
	12	15	16%	21%	6,8
	9	15	21%	25%	7,3
	12	20	25%	27%	0,9
	12	20	21%	24%	0,9
	14	20	16%	21%	1,1
	5	20	42%	33%	3,2

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.

General theme interest vs. Luxembourg's theme competence



– Wellness (Ø DE-NL-CH-AT-BE-FR-UK)

LFT target segments

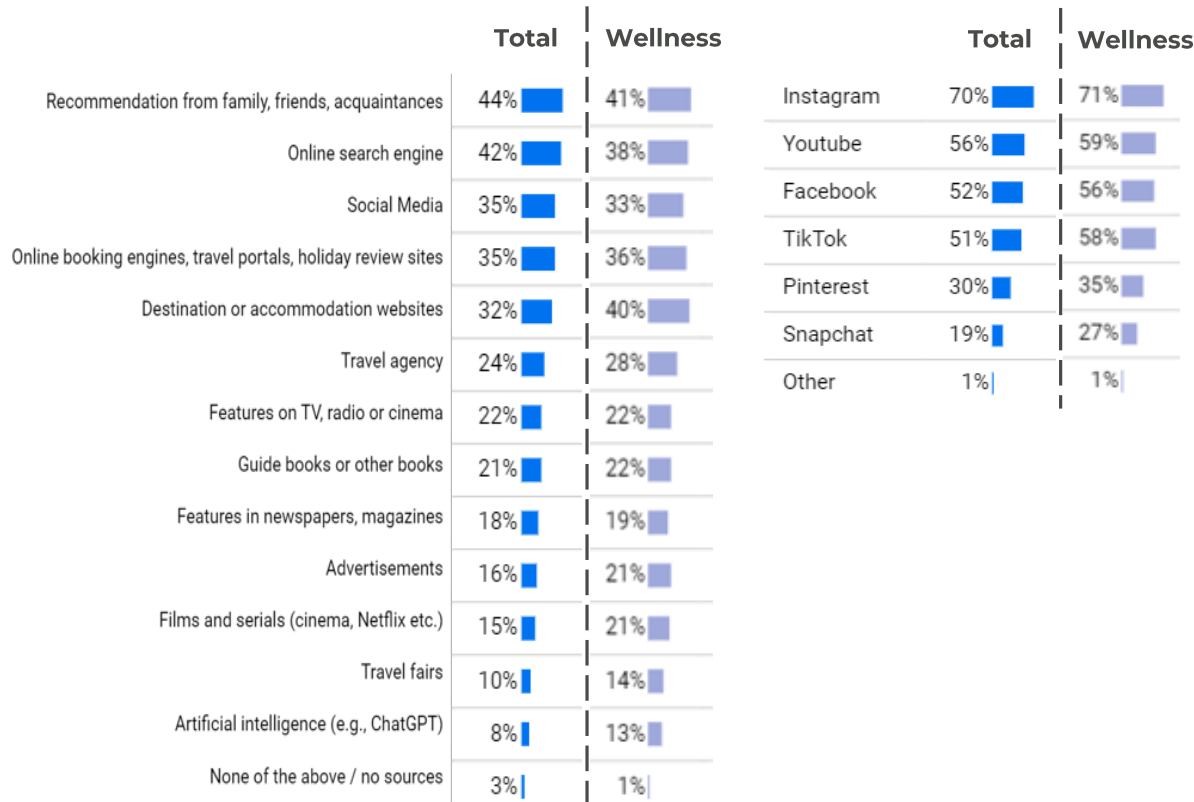
	„Interested“, Rank	<i>Total themes in survey</i>	„Very suitable“, Rank	<i>Total themes in survey</i>
EXP	23	26	18	26
NLA	18	26	21	26
RS	16	26	14	26
SB	19	26	16	26
PS	17	26	20	26
LO	18	26	17	26

Trip organisation and preferences (1) (*)

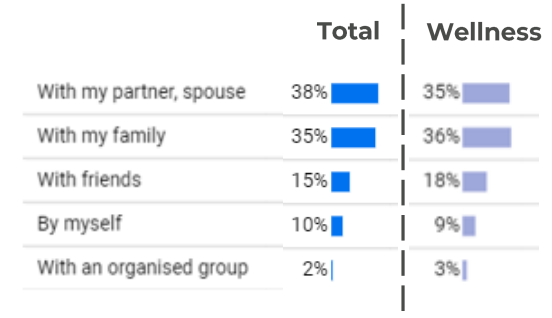


— Average **European source markets**, total vs. travellers interested in wellness

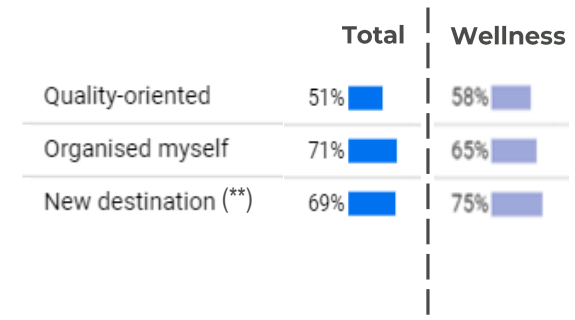
Preferred sources of travel inspiration



Travel party



Quality orientation, self-organisation, new destination



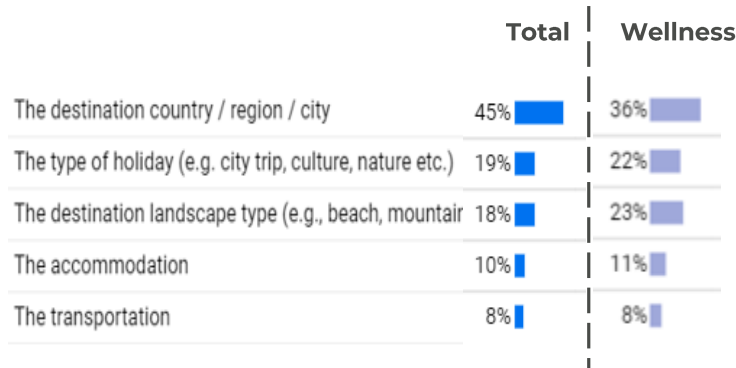
(*) During last outbound holiday trip.
 (**) Travelled to a destination never visited before.

Trip organisation and preferences (2) (*)

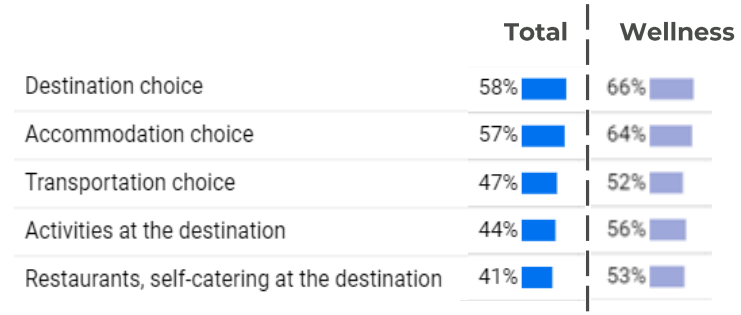


— Average **European source markets**, total vs. travellers interested in wellness

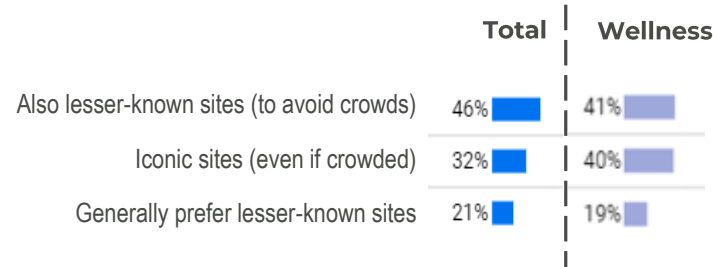
Aspects of trip first decided



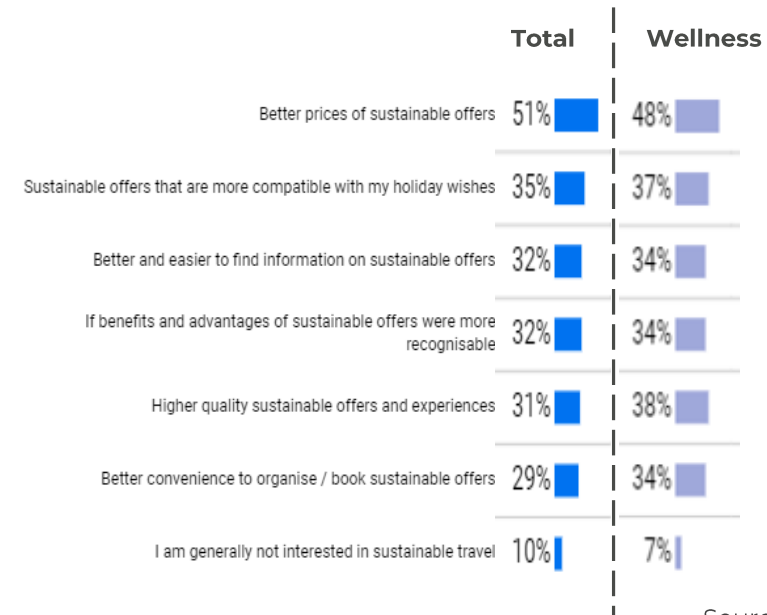
Importance of sustainability for choice of trip components



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

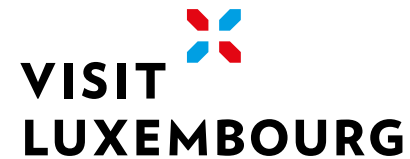


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