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# Luxembourg

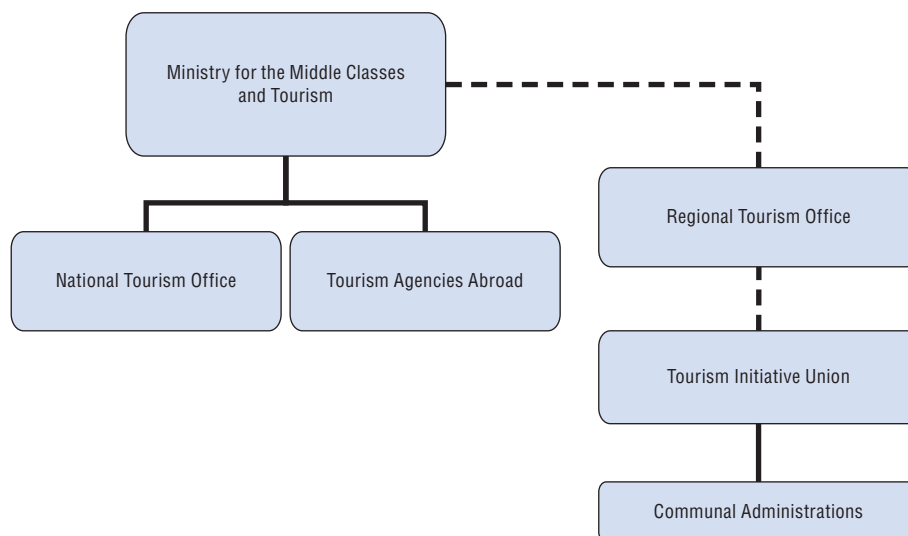
## Tourism in the economy

In 2012, Luxembourg welcomed 905 000 tourists, 24% of whom were from France, 20% from Belgium, 18% from the Netherlands and 14% from Germany. Those visits generated EUR 3.6 billion in income from international tourism. The direct impact of tourism in Luxembourg's GDP was estimated at 2.1% in 2011 (WTTC).

## Tourism organisation

The Ministry for the Middle Classes and Tourism is responsible for implementing tourism policy and is supported by regional tourism offices (RTOs) within the country. The RTOs bring together each region's leading tourism stakeholders with a view to better co-ordinating activities and making management more professional (Figure 1). A "Marketing Master Plan" was formulated in 2010 to lay down the most important activities of the regional tourism offices.

Figure 1. **Luxembourg: Organisational chart of tourism bodies**



Source: OECD, adapted from the Ministry for the Middle Classes and Tourism, 2014.

Since 2004, the National Tourism Board has facilitated co-operation between the industry's main stakeholders. Its mission is to advise the government on tourism-related subjects, facilitate a more highly structured dialogue among tourism professionals, and spark discussion on tourism-related topics of broad general interest.

## Tourism budget

The primary funding source for the development of tourism is the central government budget. The 2012 budget of the Ministry for tourism totalled EUR 14.3 million, and that of the National Tourism Board EUR 3.5 million (including EUR 2.1 million in subsidies from the ministry).

The funding available to RTOs includes annual subsidies from the central and local government budgets, dues from members and all other income.

## Tourism-related policies and programmes

The government's tourism policy is based on the needs of the tourism sector, planning for which is carried out through five-year plans, which have delivered improvements to Luxembourg's tourism infrastructure at local authority level and among businesses. The overall budget for the ninth five-year tourism-related plan is estimated at EUR 45 million. The plan focuses on Luxembourg's key strengths in terms of significant growth potential. These include conference, business and incentive tourism, cultural tourism, tourism in rural areas and domestic tourism.

The 2013-17 plan will continue to subsidise investment in programmes and training to improve the quality of services. It is also innovative in that it now authorises subsidies for investment with a view to participating in tourism-related trade shows. In particular, the plan offers subsidies to businesses for investment in marketing at tourism shows. The ceiling of aid for small and medium-sized enterprises has been raised to 20% of the total investment.

However, there remains further room for action in terms of the organisation of tourism and tourism training and marketing, i.e. in areas generally excluded from the previous plans. The following is proposed for these areas:

- Support for the creation of regional tourist agencies, with a view to gradually transforming non-profit tourist associations (*ententes touristiques*) into regional tourist agencies.
- Tourist information offices, non-profit associations of tourist information offices or other non-profit-making associations should be able to operate as genuine managers of regional or national projects or initiatives to ensure: opening hours that are tailored to customer needs; a professional service throughout the year; greater accessibility and professional management of the project or initiative.
- Creation, by the regional agencies, of thematic tourism products focused on sustainable development.
- Developing the Luxembourg brand image and defining a “unique selling proposition” for the Grand Duchy.
- Developing the training of tourism professionals at national, regional and local level.

The new 2013-17 plan takes these recommendations on board and will provide funding for the creation and expansion of infrastructure projects as well as financial support for the management of key projects, such as the regional tourism offices. The objective is to improve the professionalism of the management and promotion of the key tourism infrastructure projects.


## Statistical profile

Table 1. **Luxembourg: Domestic tourism**

	Unit	2008	2009	2010	2011	2012
Total domestic trips		..	..	..	..	..
Overnight visitors (tourists) <sup>1</sup>	Thousand	29	59	49	61	61
Same-day visitors (excursionists)		..	..	..	..	..
<i>Trips by main purpose of visit</i>						
Business and professional		..	..	..	..	..
Holiday, leisure and recreation		..	..	..	..	..
Nights in all means of accommodation	Thousand	189	175	142	180	225
Hotels and similar establishments		..	..	..	..	..
Other collective establishments		..	..	..	..	..
Domestic travel receipts		..	..	..	..	..


1. All means of accommodation.

Source: National Institute of Statistics and Economic Studies (STATEC).

StatLink  <http://dx.doi.org/10.1787/888932988069>Table 2. **Luxembourg: Inbound tourism**

	Unit	2008	2009	2010	2011	2012
Total international arrivals		..	..	..	..	..
Overnight visitors (tourists)	Thousand	877	847	805	874	905
Same-day visitors (excursionists)		..	..	..	..	..
<i>Top markets</i>						
France	Thousand	203	197	202	221	216
Belgium	Thousand	177	172	168	176	177
Netherlands	Thousand	190	189	161	167	165
Germany	Thousand	124	118	109	119	123
Nights in all means of accommodation		..	..	..	..	..
Hotels and similar establishments		..	..	..	..	..
Other collective establishments		..	..	..	..	..
Total international receipts		..	..	..	..	..
International travel receipts	Million EUR	3 047	2 989	3 105	3 211	3 585
International passenger transport receipts		..	..	..	..	..

Source: National Institute of Statistics and Economic Studies (STATEC).

StatLink  <http://dx.doi.org/10.1787/888932988088>Table 3. **Luxembourg: Outbound tourism**

	Unit	2008	2009	2010	2011	2012
Total international departures	Thousand	1 486	1 494	1 507	1 642	1 580
Overnight visitors (tourists)		..	..	..	..	..
Same-day visitors (excursionists)		..	..	..	..	..
Total international expenditure		..	..	..	..	..
International travel expenditure	Million EUR	2 529	2 768	2 484	2 674	2 885
International passenger transport expenditure		..	..	..	..	..

Source: National Institute of Statistics and Economic Studies (STATEC).


StatLink  <http://dx.doi.org/10.1787/888932988107>

**Table 4. Luxembourg: Enterprises in tourism**  
Number of establishments

	2008	2009	2010	2011	2012
Total tourism enterprises	454	449	450	441	430
Tourism industries	..	..	..	..	..
Accommodation services for visitors <sup>1</sup>	372	365	365	360	349
Hotels and similar establishments	272	267	264	261	252
Food and beverage serving industry	..	..	..	..	..
Passenger transport	..	..	..	..	..
Air passenger transport	..	..	..	..	..
Railways passenger transport	..	..	..	..	..
Road passenger transport	..	..	..	..	..
Water passenger transport	..	..	..	..	..
Passenger transport supporting services	..	..	..	..	..
Transport equipment rental	..	..	..	..	..
Travel agencies and other reservation services industry	82	84	85	81	81
Cultural industry	..	..	..	..	..
Sports and recreation industry	..	..	..	..	..
Retail trade of country-specific tourism characteristic goods	..	..	..	..	..
Other country-specific tourism industries	..	..	..	..	..
Other industries	..	..	..	..	..

1. Includes hotels, hostels, pensions and campsites.

Source: National Institute of Statistics and Economic Studies (STATEC).

StatLink  <http://dx.doi.org/10.1787/888932988126>

## For more information

Ministry for the Middle Classes and Tourism  
National Tourist Board  
National Statistics Portal

[www.mdt.public.lu](http://www.mdt.public.lu)  
[www.ont.lu](http://www.ont.lu)  
[www.statistiques.public.lu](http://www.statistiques.public.lu)