

# Press conference Business Events Luxembourg

Minister Delegate for Tourism  
Eric Thill

4 June 2026



LE GOUVERNEMENT  
DU GRAND-DUCHÉ DE LUXEMBOURG  
Ministère de l'Économie



## Overall objective

## Luxembourg as a Strategic Hub



**International decision-making** - Long tradition as a meeting place for diplomacy, politics and economics

**Modern, competitive positioning** - Strong ecosystem to attract congresses, conferences and professional meetings

**Unique strengths** - Central location, stability, multilingualism, modern infrastructure, free public transport, innovation-driven economy

# Impact

## Economic Implications & Strategic Priority

**Strong economic engine** - Direct and indirect benefits for hotels, restaurants, transport, agencies and local businesses

**High spending power** - Business travellers spend on average €780/per stay.

**Year-round stability** - Supports diversification, resilience and job creation.

**Government priority** - Defined as a strategic pillar for economic diversification and innovation.

# Luxembourg Business Events Day

4 June 2026  
Philharmonie Luxembourg  
9AM - 2PM



- Flagship event for the Business Events community
- Industry insights and inspiration from leading industry experts and panelists
- Showcase achievements and ongoing initiatives
- Strengthen collaboration across the national Business Events ecosystem
- Explore new opportunities and emerging trends

4<sup>th</sup> June 2026  
🕒 9AM - 2PM  
📍 Philharmonie

Meet.  
Connect.  
Accelerate.

## Luxembourg Business Events Day

LUXEMBOURG  
CONVENTION  
BUREAU



# Luxembourg Business Events **Barometer**



# Luxembourg Business Events Barometer

Why?

- Data-based market monitoring
- Sector trends and performance insights
- Reliable indicators
- Transparency & efficiency





# Luxembourg Business Events Barometer

## Who participated?

- Convention Centers – Conference Hotels – Event Locations
- 68 out of 107 event venues participated → 63%



## The overall market in Luxembourg 2025 – Suppliers

	Luxembourg in total	Urban area 	Surroundings 
Event Venues in total	107	58	49
Convention Centers	3	3	0
Conference Hotels	40	19	21
Event Locations	64	36	28

## The overall market in Luxembourg 2025 – Capacities & full-time employees by venue type

Per venue	Luxembourg in total (weighted values)	Convention Centers	Conference Hotels	Event Locations
Number of meeting rooms	∅ 5,1 rooms	∅11,0 rooms	∅ 6,9 rooms	∅ 3,8 rooms
Capacity largest hall	∅ 373,6 seats	∅ 507,5 seats	∅ 169,1 seats	∅ 454,2 seats
Full-time employees	∅ 24,3 employees	∅ 20,0 employees	∅ 34,5 employees	∅ 18,7 employees

# Key results of the Business Events Barometer in 2025



∅ 112 participants

1,6 days  
Average duration  
of Business Events



**11.600**  
**Business Events**

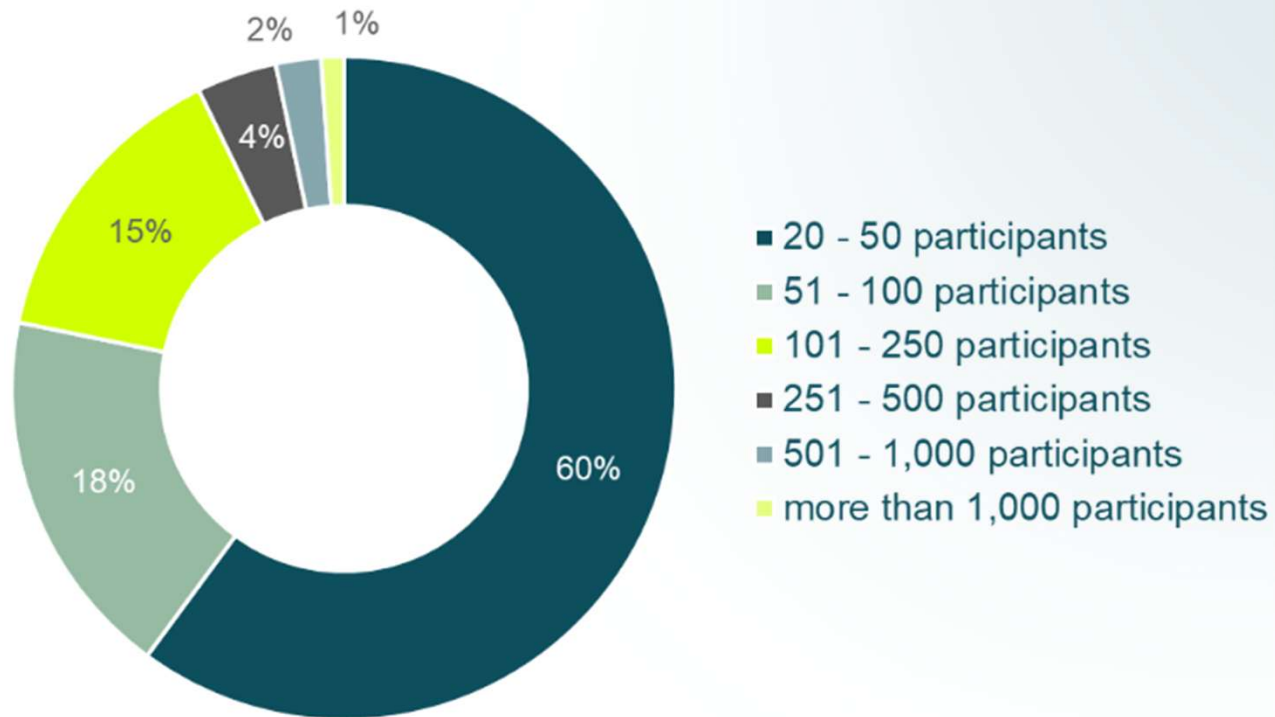
↗ + 11,2 %



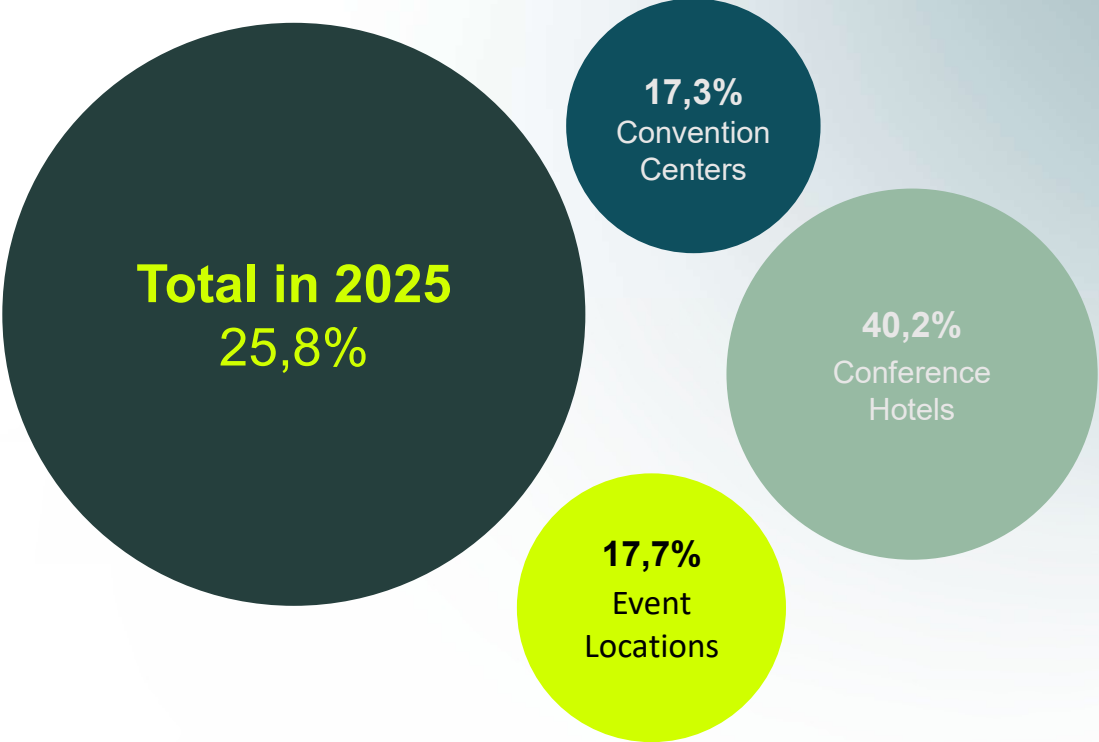
**1,31 million**  
**Participants**

↗ + 18,8 %

## Business Events by size category



# International Business Events 2025

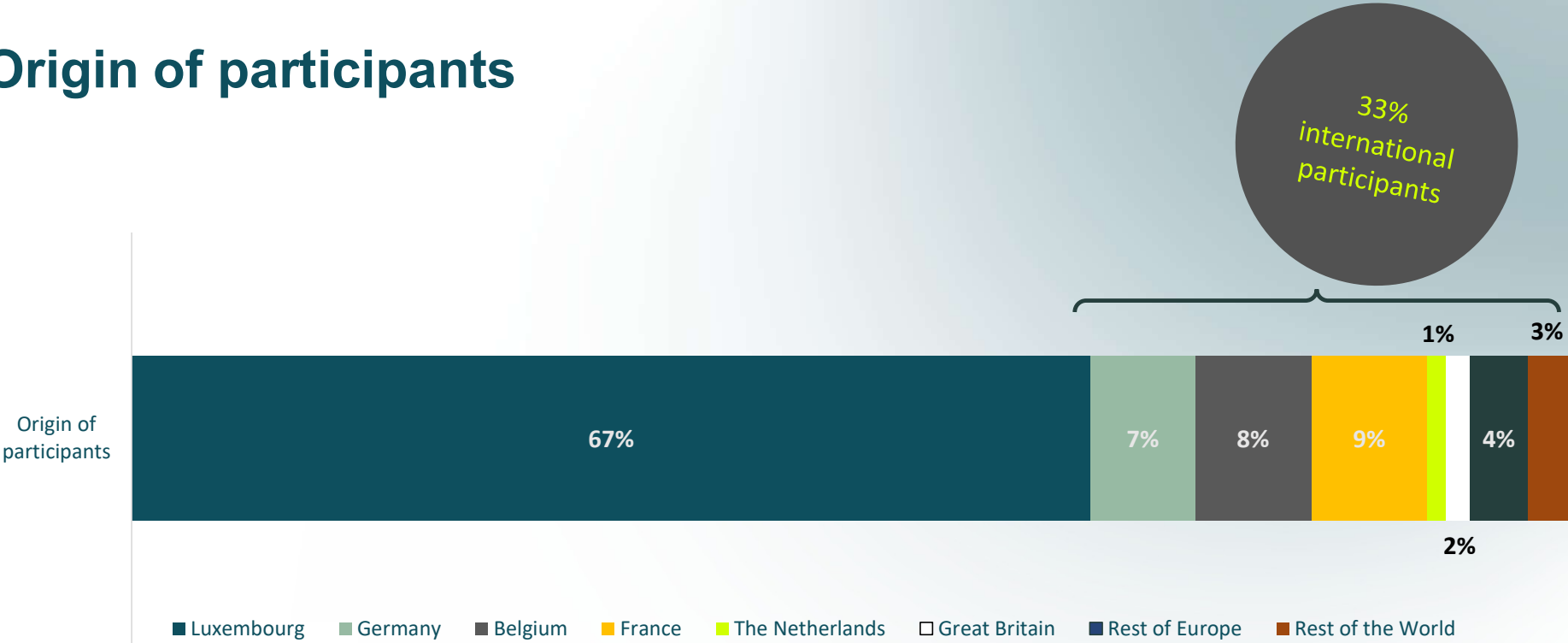


## Types of Business Events



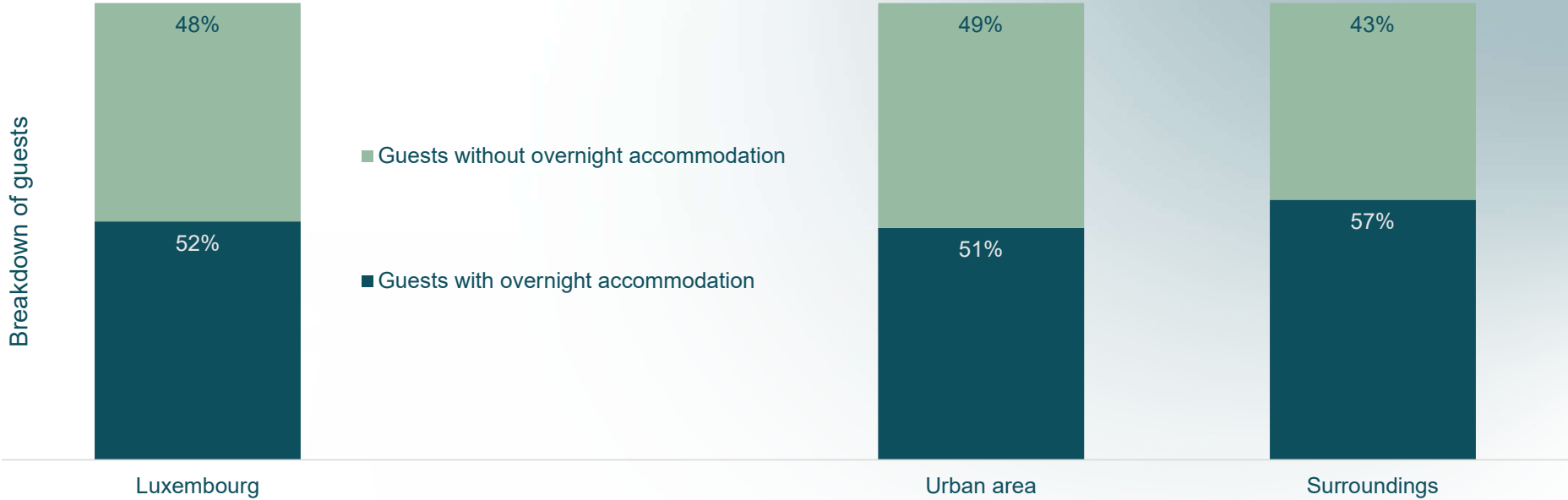
**Conferences** are the most important type of Business Events

# Origin of participants



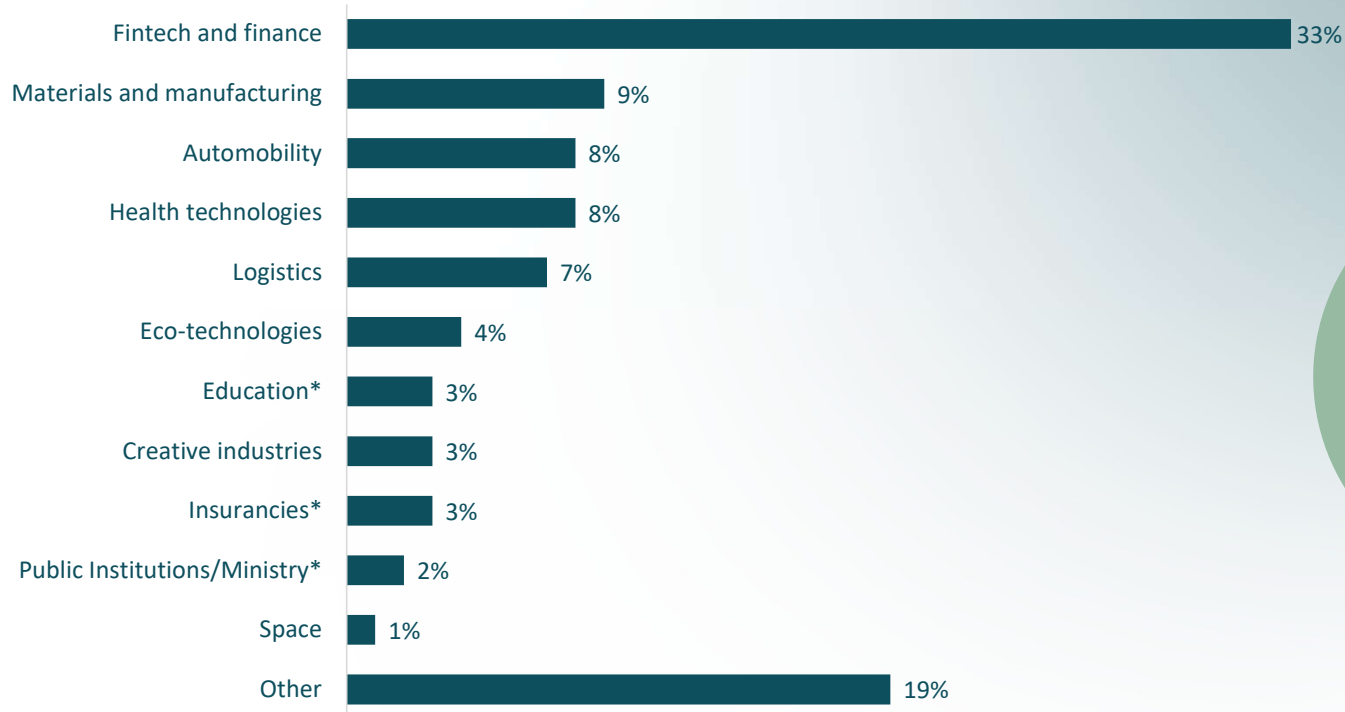
The share of international participants at Business Events in **Luxembourg** totalled 33 per cent

# Day visitors vs. overnight guests



At 48%, day visitors account for almost half of all visitors in Luxembourg

## The main industry sectors for suppliers



*Most important Branch:  
Fintech and finance*

# Booking situation for 2026



Around two-thirds of Luxembourg's suppliers (66 per cent) rate the booking situation for 2026 as (very) good



# Luxembourg Congress Ambassadors



# Luxembourg Congress Ambassador Programme

## Objectives & Impact

### Objectives

Connect the ecosystem

Meet and mobilize expertise

Accelerate international success

Position Luxembourg globally

### Impact

More wins

More visibility

High ROI

Stronger collaboration

## Luxembourg Congress Ambassador Programme

# How to achieve it?

### 2 Pillars



Activate a pool of internationally  
connected individuals representing  
**Luxembourg's expertise**



Recognize and honour experts who  
generate **measurable impact** by bringing  
international events to Luxembourg

# Luxembourg Congress Ambassador Programme

## Congress Ambassadors

### Corporate Leaders

- Corporate leaders with strong connections to Luxembourg and international visibility
- Engagement in attracting international business events
- Recognized international influence and a strong position within international networks

### Association Leaders

- Active involvement and leadership in international scientific or professional associations
- Participation in international scientific and decision-making networks
- Alignment with Luxembourg's priority economic and scientific sectors



### AWARDS CEREMONY

February 2027  
Cercle Cité



The year 2025 in review  
Projects and Success stories

## Sustainability is central to our Strategy

The Green Business Events initiative offers free support from local experts to help plan environmentally and socially responsible business events

Awarded by the Ministry of the Economy, the **Green Business Events logo** recognises events that **meet environmental and inclusivity standards**, including transport, catering, waste, and energy efficiency

Since 2023 more than 145 certified Business Events

**GREEN  
BUSINESS  
EVENTS.**

## Investment in Education and Excellence

### The European Hub for ICCASkills

established in Luxembourg since 2023 offering training and professional development

Total participants 72 (67% from abroad)  
28 countries



# Latest successful bids

## GEN-E Entrepreneurship Festival

July 2027

1.000 participants

## ENEA Workshop (European NeuroEndocrine Association)

December 2027

250 participants

## ESVS (European Society for Vascular Surgery)

September 2028


1.500 participants

SEARCH PAPERJAM BUSINESS ZU LETZEBURG

### SUCCESS FOR YOUNG ENTREPRENEURS

## Luxembourg shines at the European Gen-E festival

Written by Nolan Giro  
Published on 07.07.2025 • Edited on 07.07.2025 at 16:18



The Luxembourg winners of Gen-E 2025: Noémie Casualino, Pereira, Chloé Vegiers and Max Kirson (Feel It) were also the national winners of the Mini-Entreprises programme. Photo: Jonk Entrepreneuren

Luxembourg marked the 2025 edition of the Gen-E festival in Athens with two innovative student projects, a European award for one of the grand duchy's schools and the announcement that Luxembourg will host the 2027 edition of the festival.

From 1 to 3 July, Athens played host to the European Gen-E festival, one of the biggest events dedicated to youth entrepreneurship in Europe. Supported by the non-profit organisation Jonk Entrepreneuren Luxembourg, Luxembourg was represented by two teams selected in the secondary and higher education categories. During this event full of

1 **WEALTH MANAGEMENT**  
Émilie Scruvier-Hoel takes over as CEO of Mirabaud & Cie

2 **INSTITUTIONS**  
Luxembourg bus firms deny fraud, reject EU subsidy claims

3 **INSURANCE**  
Specialised war coverage: going beyond insurance exclusions

4 **INSTITUTIONS**  
Programme for Crown Prince Guillaume's accession to the throne unveiled

5 **RETAIL**  
Bouillon Batignolles to open in Luxembourg after the summer


## Other examples of bids won by the destination

### 2025


- FEA-DANA International Forest Investment Conference | 200 participants
- Acrobatic Gymnastics European Championships | 600 participants
- International Society for Quality-of-Life Studies Conference | 470 participants
- CEN and CENELEC General Assemblies | 220 participants
- Shared Patient Experience conference | 200 participants

### 2026

- European Science Engagement Association Annual Conference | 130 participants
- Biennial Congress of the German Psychological Society | 2.000 participants
- Congress of the Société Francophone d'Etudes et de Recherche sur les Handicaps de l'Enfance (SFERHE) | 300 participants



New national & international  
Campaign to position  
Luxembourg



# Key Messages & Visuals

International



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# Key Messages & Visuals

National



LUXEMBOURG  
CONVENTION  
BUREAU



LAND OF  
CONTRAST

INNOVATIVE  
BUSINESS  
ECOSYSTEM

ACCESSIBLE  
& WELL  
CONNECTED

WORLD-CLASS  
INFRASTRUCTURE

FREE PUBLIC  
TRANSPORT

PERSONAL,  
PROFESSIONAL,  
PASSIONATE

SUSTAINABILITY  
BY DESIGN

**Great events don't just happen.**  
Together, we make them resonate.

Meet.  
Connect.  
Accelerate.

lcb.lu

● New Destination Video

To promote Luxembourg as a  
Hub for Business Events



# Thank you



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