



Press release

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Website « meetingpoint.lu » and magazine « Best of Luxembourg – special MICE »

Luxembourg for professionals: two new tools for MICE organisers

“MICE” stands for “Meetings, Incentive, Conventions, Events” or for what is commonly called business tourism: events, conferences or meetings organized by companies or institutions outside of their usual environment. In order to promote Luxembourg’s assets as a MICE destination and to provide conference organizers with an efficient working tool, the ministry of Tourism and the National Tourism Board (ONT) have developed the website “meetingpoint.lu”. Moreover, the ministry of Tourism presents the new edition of the tourism magazine “Best of Luxembourg”, which is entirely dedicated to the MICE sector.

Besides the large variety of high quality infrastructure, the Grand-Duchy boasts all the assets required to be considered an attractive MICE destination: a secure environment, an outstanding quality of life, a first-rate gastronomy, a vibrant nightlife, a multi-cultural and multilingual population as well as an excellent offer in leisure, culture and shopping.

www.meetingpoint.lu: an efficient and useful business tool

The new website meetingpoint.lu is an efficient and useful business tool that provides all the information regarding the country’s MICE offer on a single platform. Its goal is to showcase the Grand-Duchy’s assets and to encourage international MICE professionals and conference organizers to consider this interesting destination for their upcoming events. The website is based on and is complementary to the reference manual “Meeting Point Luxembourg”.

A total of 63 specialized venues and 37 conference hotels display the quality and diversity of the offer: from the conference centre to the ship on the Moselle river and from the historic castle to the luxury hotel, Luxembourg offers countless and varied possibilities to organise events, meetings and conferences. The country is best suited to host small- and medium-capacity events (up to 1’000 people), but can also welcome events of up to 6000 people.

Meetingpoint.lu’s key feature is an efficient and intuitive search engine. A filter system allows the user to easily identify the venue that is most suited to his requirements by defining search criteria such as the number of guests, the room setup, the technical requirements, etc.

In addition to the various infrastructures, this website also presents additional services that can be useful to organise an event, for example event agencies, catering, translation, transport, security, etc.

Meetingpoint.lu is dedicated to the MICE offer, but also emphasises the multitude of possibilities to combine business with pleasure in Luxembourg. After work, the visitor can relax and make use of the excellent leisure offer without having to endure lengthy journeys: beautiful nature, sports, wellness and fitness centres, first-class gastronomy, etc. – in Luxembourg everything is in immediate proximity. The website also includes an agenda with all the important events in Luxembourg.



Tourism magazine “Best of Luxembourg – special MICE”

In 2011, the ministry of Tourism has developed a tourism magazine that focuses on a specific subject in every issue. After the “special bike”, “special summer” and “special best agers” issues, the newest edition is dedicated to the MICE sector.

“Best of Luxembourg – special MICE” showcases Luxembourg’s assets as an attractive MICE destination and includes a wealth of interesting and useful information for MICE professionals. On 52 nicely illustrated pages, the magazine provides a comprehensive impression of Luxembourg’s MICE sector and shows the great diversity and high quality of Luxembourg’s MICE offer. Discover various possibilities to organise meetings, conferences, incentives and expositions: the newest venues, the classics as well as a few delightful and unusual locations. The magazine also includes various interviews of key players of the national MICE sector.

“Best of Luxembourg – special MICE” is available in French and English and can be downloaded on www.mdt.public.lu

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