

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





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	ø 5,1 rooms	ø11,0 rooms	ø 6,9 rooms	ø 3,8 rooms
Capacity largest hall	ø 373,6 seats	ø 507,5 seats	ø 169,1 seats	ø 454,2 seats
Full-time employees	ø 24,3 employees	ø 20,0 employees	ø 34,5 employees	ø 18,7 employees

Key results of the Business Events Barometer in 2025



Ø 112 participants

1,6 days
Average duration
of Business Events



11.600
Business Events

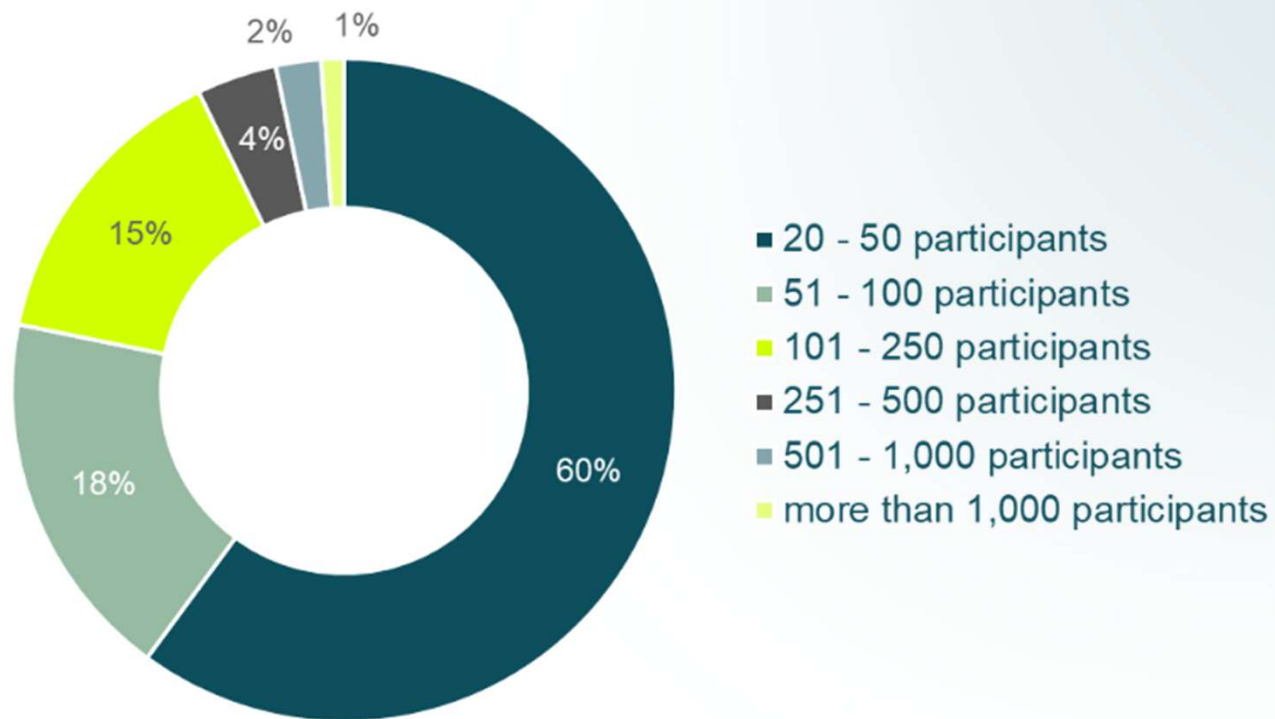
↗ + 11,2 %



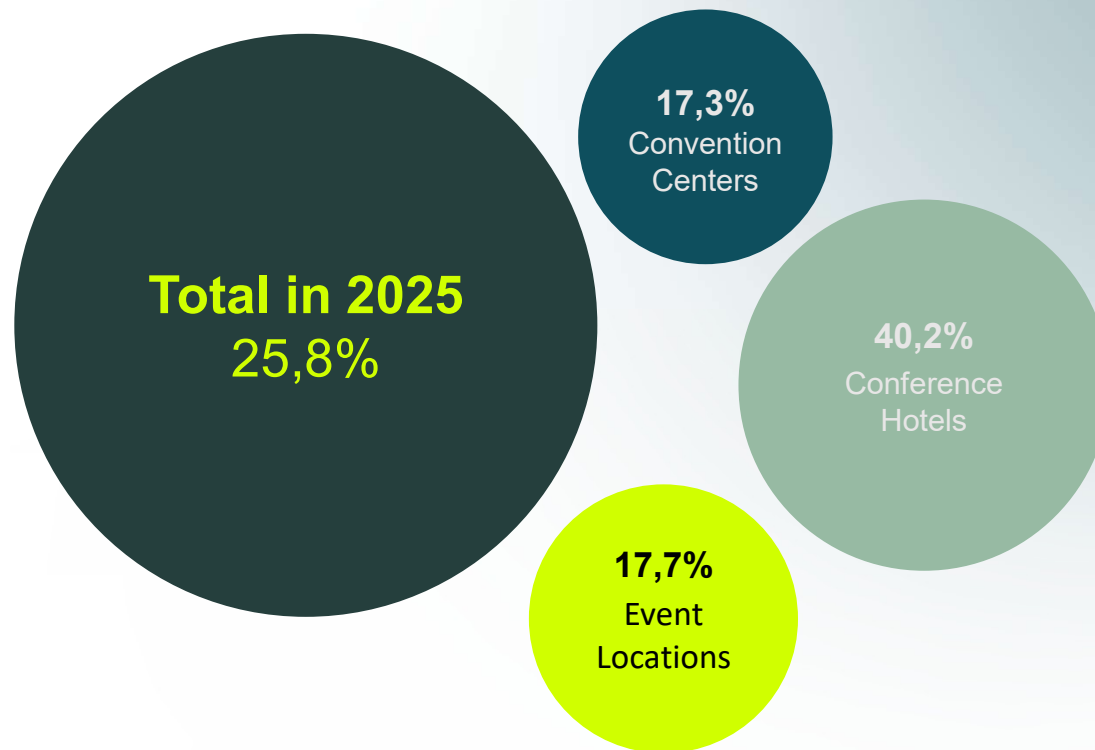
1,31 million
Participants

↗ + 18,8 %

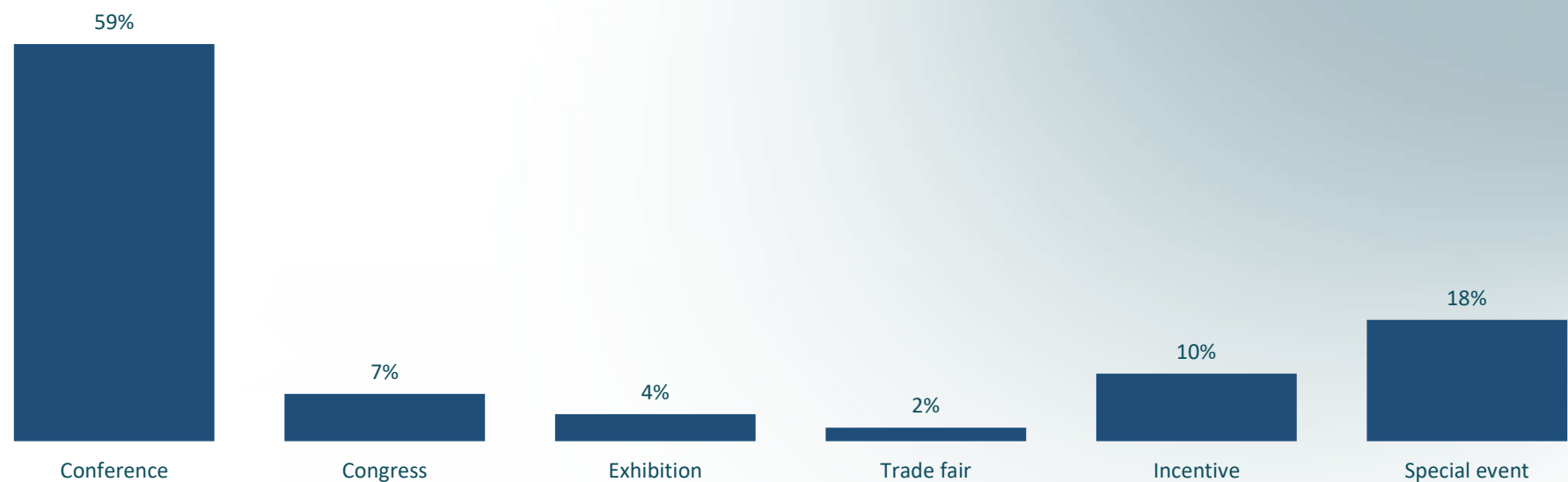
Business Events by size category



International Business Events 2025

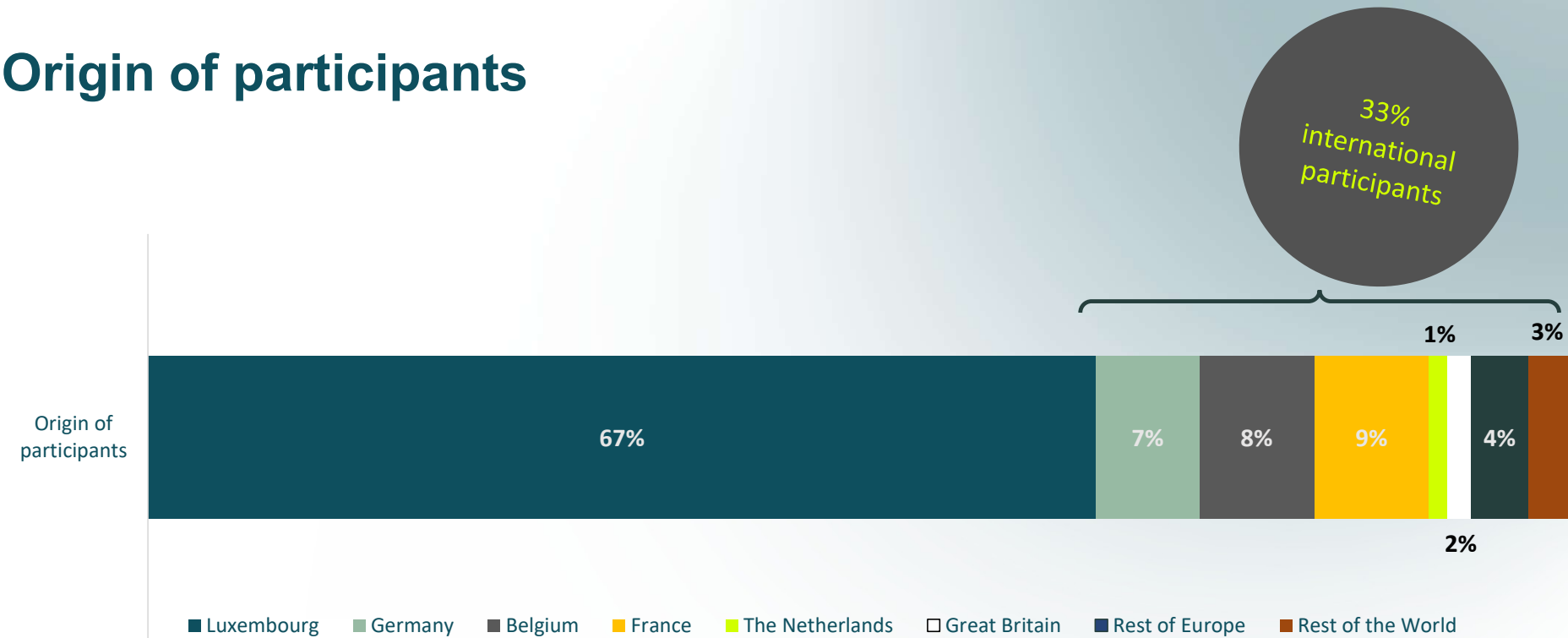


Types of Business Events



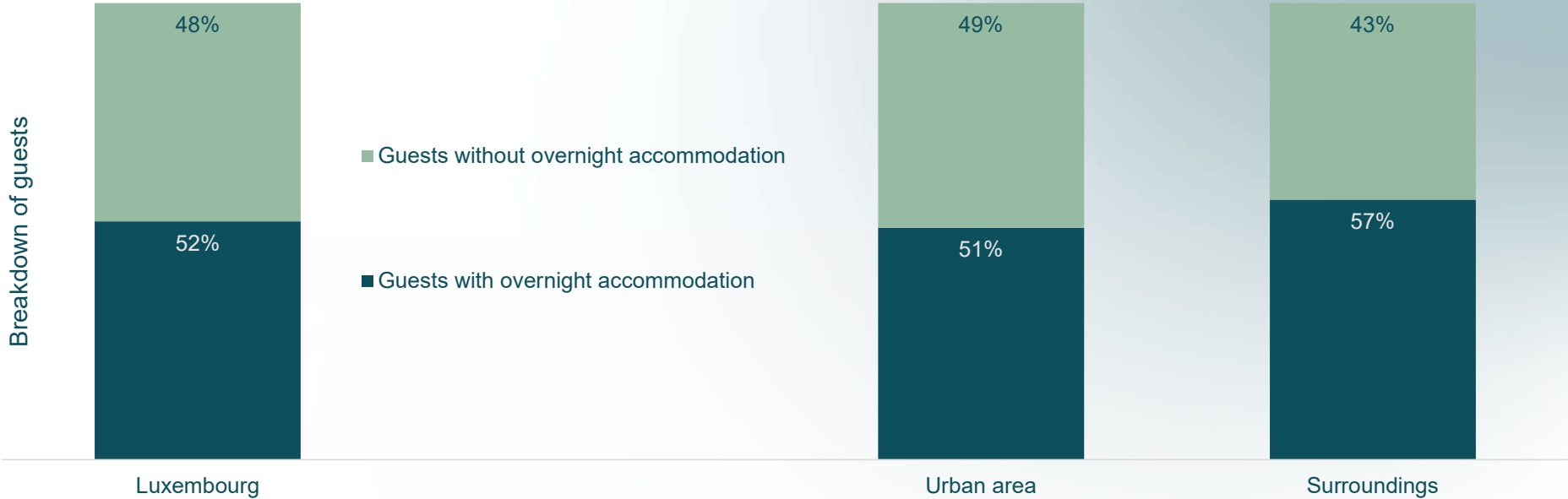
Conferences are the most important type of Business Events

Origin of participants



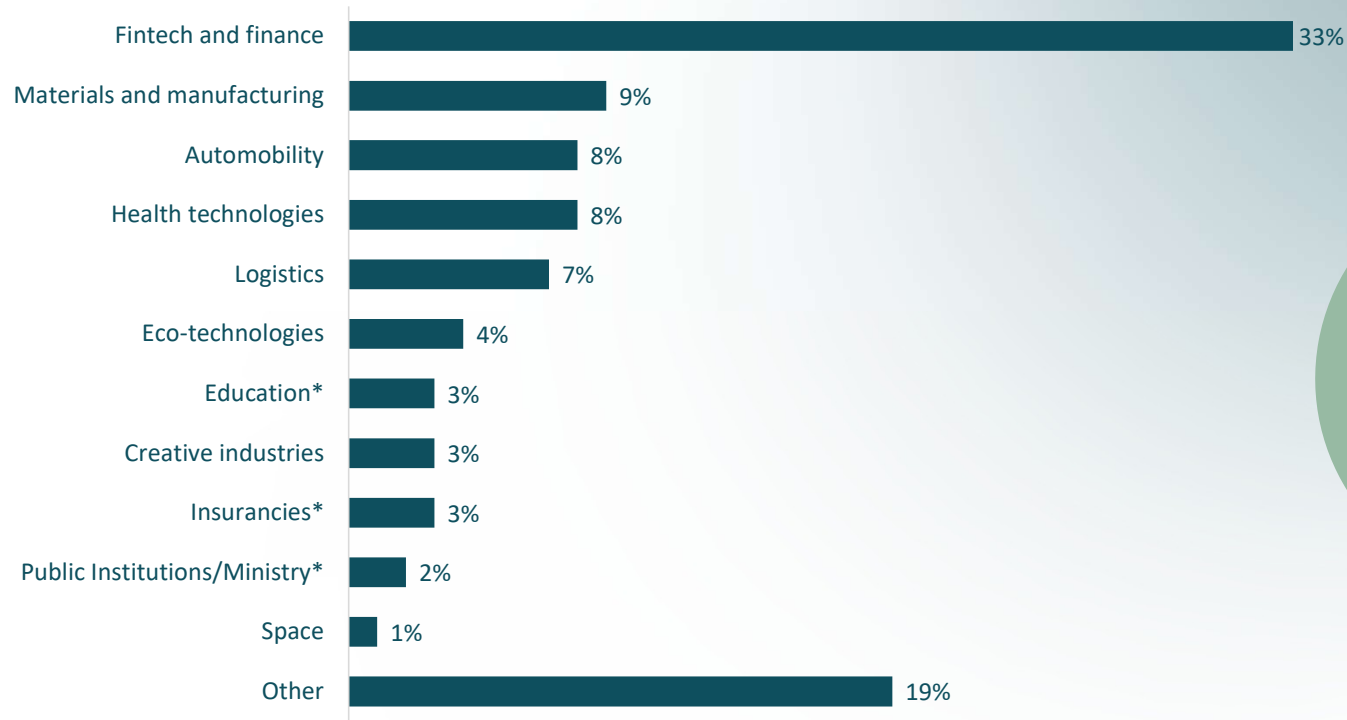
The share of international participants at Business Events in **Luxembourg** totalled 33 per cent

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)

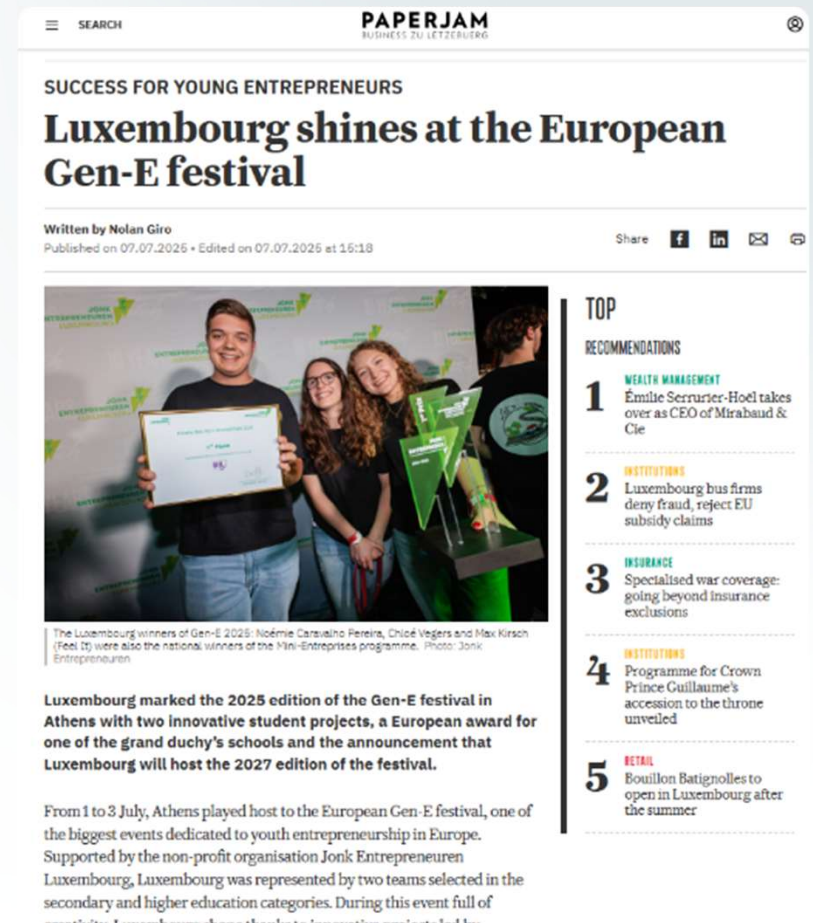
December 2027

250 participants

ESVS (European Society for Vascular Surgery)

September 2028

1.500 participants



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



Key Messages & Visuals

National



LUXEMBOURG
CONVENTION
BUREAU



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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