Tucked away between Germany, France and Belgium, Luxembourg is in the center of Western Europe. With an international flair and a cosmopolitan vibe, the Grand Duchy has turned into an ideal MICE destination. Hosting many European Institutions and being an international finance and business center, Luxembourg has great expertise in accommodating businesses and companies from all over the world, making it the ideal platform to organize meetings and events. But what exactly makes Luxembourg so attractive as a MICE destination?

With a surface of 2,586 square kilometers, Luxembourg is one of the smallest countries in Europe; distances between cities and conference centers are very short and quick. Hotels, meeting and conference centers as well as tourist attractions are within easy reach of each other. This not only means that there will hardly be any time consuming journeys, but also that transport within the Grand Duchy is incredibly cost-effective. Due to its small size, almost anywhere in Luxembourg is within a stone’s throw of an idyllic countryside and woodlands. This is yet another great advantage of Luxembourg, as the infrastructures for events and meetings are very close to the countryside, its well-maintained hiking paths and inviting restaurants and cafés. Further, the Grand Duchy airport provides fast handling and serves most destinations in Europe. It is close to other main European airports and well connected on the European train network and roads.

Choosing Luxembourg as a destination to organize events or meetings guarantees the most modern infrastructures and know-how, which mostly results from the country’s role as business center, European capital and home of many European institutions. Hosting EU summits and diplomats from around the world, the Grand Duchy is no stranger to organizing large-scale events and meetings. Luxembourg is home to the European Commission, the European Court of Auditors and the Secretariat of the European Parliament. As a founding member of the Benelux and the European Union, Luxembourg is more than aware on what a successful MICE destination has to offer.

But Luxembourg offers much more than just a simple venue for events or conferences. With more than 88 hotels and infrastructures to choose from, there is a perfect option for everyone who wants to make the most of their MICE event. The choices in Luxembourg are almost endless; from a castle to other historic buildings or modern designs. No matter what type of infrastructure you choose for your meeting, seminar or exhibition, the standard is high and facilities are equipped with the latest communication technologies. The newest addition is the Conference Center in Kirchberg, which is surrounded by countless hotels, museums and important architectural designs. It has the capacity to seat 850 people and is designed to organize all kinds of congresses, business meetings and events.

With 150 different nationalities, society in Luxembourg is incredibly diverse. This is reflected in the languages used throughout the country, as well as in the arts and leisure sector, the gastronomy or the tourism industry. Luxembourg is unique in many ways; it is the only Grand Duchy in the world, which makes it a truly unique place for a MICE destination. The small country became a Grand Duchy almost 200 years ago and today it symbolizes Europe in a nutshell.
Luxembourg is home to an array of cultural gems with its capital city being part of Unesco world heritage sites since 1994. From experiencing nature on hiking and cycling trails to adventure training, Luxembourg is a country full of different facets. Hardly any other destination can offer a stroll through the old city and its fortification in the morning, a walk through vineyards at noon and exploring a castle or a museum in the afternoon.

Alongside a variety of cultural sites, Luxembourg also has a passion for good food and local produce, such as locally brewed beer, tea and its famous Mosel wines & Sparkling wines. It is a perfect gastronomic destination and has the highest number of prestigious and starred restaurants per capita worldwide.

The Grand Duchy ticks all the boxes for a great MICE experience, modern infrastructures with an array of unusual locations. The secure environment, its prime location in the heart of Europe, countless cultural highlights and a taste for great gastronomy are what makes the Grand Duchy the destination of choice.

Francine Closener, Secretary of State of the Economy, confirms Luxembourg’s potential as a MICE destination: “The government is convinced that Luxembourg has all the assets to become a prime destination for small and medium-sized MICE events in Western Europe. The excellent infrastructures, great know how, multilingualism and multicultural society, high security and quality of life, fast handling, short distances and great variety of the tourism offer: Luxembourg offers a unique and excellent setting for MICE events. We want to increase international awareness of our strengths and position the Grand-Duchy as a top destination.”

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1. Luxembourg, a country with a human dimension – The Grand Duchy is one of the few European countries to present and foster the human dimension. This means all its hotels, its tourism and business infrastructure are within easy reach, which represents a major advantage for MICE organisers: the costs and loss of time associated with lengthy journeys are not on the Luxembourg agenda.

2. Luxembourg, nearby and easy to reach – Strategically located in the heart of Europe, Luxembourg is above all a nearby destination with extremely easy access. Linked to the rest of Europe by a first-class road network, numerous air connections from its international airport and excellent rail connections (e.g. TGV from Paris), Luxembourg is easily accessible from anywhere in Europe.

3. Luxembourg, first-class infrastructure – Throughout the Grand Duchy of Luxembourg - be it the capital city or the regions throughout the country - you will find modern and well-equipped conference and meeting infrastructure to suit your requirements and expectations. Venues provide high-quality, frequently modular and easily personalised facilities equipped with the latest communication technologies, allowing for easy organisation of meetings, seminars, exhibitions and other corporate events.

4. Luxembourg, perfectly safe – The Grand Duchy holds a trump card when it comes to political stability and the safety of people and property. Mercer’s annual Quality of Living Survey places Luxembourg among the safest capital cities in the world. In choosing Luxembourg, you’ll have one worry less on your agenda.

5. Luxembourg, European capital – The Grand Duchy is one of the most dynamic founding members of Benelux and the European Union. Today, Luxembourg can proudly boast of being not only an internationally important economic and financial hub, but also a European capital and home to numerous international institutions. In organizing your conference or corporate event in Luxembourg, you’ll be able to benefit from the destination’s infrastructure and know-how, part of which is directly or indirectly resulting from Luxembourg’s long term role as one of the European capitals.

6. Luxembourg, extreme diversity – No other European country can boast so much diversity within so small an area. Luxembourg not only offers a multitude of lovingly preserved natural landscapes but it also bears constant witness to its rich history as well as its outstanding architectural, cultural and industrial heritage (prestigious museums, historic castles, exhibition halls and art galleries). A number of these sights have been listed as UNESCO World Heritage.

7. Luxembourg, sustainable development above all – Preserving its natural sites, harmoniously developing its urban centres, promoting the pure quality of everyday life; the Grand Duchy of Luxembourg is a staunch adherent to the principles of sustainable development. Well aware of the richness of its natural, cultural and human resources as well as its extraordinary diversity, its people always keep the needs and the wellbeing of future generations in mind.

8. Luxembourg, fascinating nature – The Grand Duchy encourages a real return to nature. From the vine-growing slopes of the Moselle Valley to the
rugged hilltops of the Ardennes, via the famous Land of the Red Earth still bearing the marks of a glorious industrial era, the rocky outcrops of Luxembourg’s “Little Switzerland” or the verdant Gutland at the heart of which nestles the city of Luxembourg: the country offers a multitude of sumptuous landscapes.

9. Luxembourg, a land of regional produce - Wine and sparkling wine from the Moselle Valley, beer, honey, spelt-based products, meat and delicatessen products, butter, aromatic herbs, etc., Luxembourg’s local gourmet produce of finest quality has long been renowned and appreciated. Moreover, Luxembourg is the country with the highest number of prestigious and starred restaurants per capita worldwide. You are offered a culinary panorama of extraordinary diversity and a level of quality rarely encountered elsewhere. From the traditional rustic inn, via the cosy and convivial brasserie, to the most acclaimed restaurant, Luxembourg’s table is varied, of the highest quality and generously served.

10. Luxembourg, a multicultural and multilingual country - Luxembourg is a land of meeting and exchange, where more than one third of the local population hold a foreign passport. In excess of 150 different nationalities live in Luxembourg: Portuguese, French, Italians, Belgians, Germans, etc. The country’s linguistic system is based on the use of three administrative languages: Luxembourgish, French and German – with English widely spoken everywhere. This amazing mixture of nationalities and cultures reflects in all aspects of Luxembourg society through the use of languages, in gastronomy, the arts, leisure, sports.

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