



PRESS RELEASE

A new website for MICE tourism
www.visitluxembourg.com/meetings

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Launch of a new website for the promotion of business and congress tourism in Luxembourg

On September 24nd, the Luxembourg National Tourist Board (ONT) has launched a new website, which highlights the advantages of Luxembourg as business and congress destination, which is an important sector in the Grand Duchy's tourism development. In 2014, the MICE (meetings, incentives, conventions and exhibitions) branch alone has generated 240'000 overnight stays, 14 % of all hotel overnight stays.

Available in English, the website has been developed by the ONT and is embedded in the national strategy to promote the Luxembourg tourism industry, under the tutelage of the Ministry of the Economy. Bringing together all the necessary information essential to Luxembourg's MICE offer, the website is structured and divided into 4 main sections: the infrastructures (hotels, culture and tourist sites, etc.) which are relevant for the organization of a congress, convention or conference; a calendar that highlights different categories of main events that take place during the year (culture, sports, leisure, fairs, etc.) and a list of agencies which offer their services (event agencies, translator services, etc.) to host and organize a MICE event in Luxembourg.

By using the "Plan my event" tool, the client is asked to provide information on the type of event he would like to organize, the infrastructure and material required, the number of participants and the region or location he would like the event to take place in. A request with this information is sent off via the website. It will then be forwarded to the "Product & Trade" department of the ONT, which will deal with the request and coordinate the offer, using agencies with the necessary expertise, resources and material to assure the requests of the client are met.

Regarding the launch of the website, the secretary of State for the Economy Francine Cloeser said: *"As a unique point of reference, the website will serve as a real intermediate between all the companies offering their services in the MICE sector and potential clients, especially those from other countries. With this new website, we will guarantee a more effective promotion of the MICE sector and target that audience in particular. Our aim is to put Luxembourg even more on the map as a destination for business and congress tourism and MICE events."*

Website: www.visitluxembourg.com/meetings

A clear and well-structured source of information

The website is divided into 4 main categories:

- **Venues:** this section introduces the infrastructures available to host and organise a MICE event in Luxembourg. In total, 109 private and public venues are featured. They range from culture and tourist facilities of every kind, to congress centres and 54 hotels of various sizes.
- **Skills & Expertise:** this section highlights Luxembourg's advantages as a MICE destination. It emphasises the country's various qualities and special features. Each headline stresses the different aspects of Luxembourg's tourist appeal: nature, heritage, culture, sports, wellness, gastronomy, shopping etc.
- **Major Events:** in the form of a calendar, this section focuses on the major events throughout the year (culture, sports, leisure, fairs, etc.) These events also play a certain role when organising a MICE event in the Grand Duchy.
- **Partners & Services:** this section describes the financial aids available from the government to encourage the organization of congresses or similar events (seminars, conferences, etc) in Luxembourg. It also contains information on the companies that make up the MICE cluster founded in October 2014. They facilitate a permanent and well-structured development, but also an exchange of information and coordination of the different partners in this sector. This section lists the various partners, which currently offer their services: 27 event agencies, 12 catering services, 9 different translator services, 12 providers of audio and video equipment including selling and renting, 4 companies offering security services, 3 limousine agencies with chauffeurs and 10 coach transport providers.

An interactive and user-friendly website

The new website also functions as a response to high user expectations. Clients are increasingly using their mobile phone to access the Internet and the website has been designed accordingly, with the principle of “Responsive Web Design”. Hence why the website adapts to the size of the screen of the device and facilitates mobile viewing. This guarantees the best possible user friendliness for each device used to access the site.

The design of the site was developed to quickly provide an overview of the different sections, facilitating easy access to all the different information provided. The website was programmed with *Quilium*, a content management system (CMS) “Made in Luxembourg”.

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