

# 2021

# ANNUAL REPORT



**BUSINESS EVENTS  
LUXEMBOURG**

## INTRODUCTION

# A WORD FROM THE PRESIDENT & VICE-PRESIDENT

Business events are a driving force of Luxembourg's economic development and a booster for the image and visibility of the Grand Duchy at the international level. They take place all year, usually during the week and regardless of the weather. Diverse and multisectoral, they engage an entire industry, requiring a high quality of service, expertise, and professionalism.

Business events are crossroads for people from all over the world. They connect people over a common agenda and allow them to share best practices, knowledge, and innovative solutions. International associations and companies choose as their congress destination a place where they can move forward a common agenda, form new partnerships, engage with local communities both during inclusive events and outside the walls of the venue, and leave a legacy.

Luxembourg has a great hand to play in attracting such events. It is one of the three capitals of the European Union, offers excellent connectivity, and is located in the heart of Europe. Furthermore, the country boasts of innovative economic sectors and a strong ambition to position itself as a digital and sustainable destination.

Bringing global industry leaders to engage with local professional communities fosters business and research links that drive faster growth of industries, which in turn supports greater overall economic development.

Business events create networks to exchange ideas and promote innovation and forward thinking. Luxembourg's experts, scientists, researchers, members of international associations, and entrepreneurs play a key role in showcasing our strategic economic sectors.

Both business events and those for the general public "make it possible to connect Luxembourg with the world." They significantly enhance the attractiveness of Luxembourg City and the Grand Duchy. They show the quality of the national knowledge base as well as Luxembourg's infrastructure, and consequently they function as "a booster of international investments" in our country. Large events have directly contributed to making Luxembourg a European destination that attracts the most foreign investment in Europe.

The organisation of a business event engages entire industries such as accommodation, venues, transport, catering, and professional services such as audiovisual that directly benefit our local economy that is still marred by the crisis. One out of every two hotel stays is due to a congress. Also, in addition to giving a boost to the economy by attracting visitors who spend twice as much as leisure tourists, congresses and trade fairs also work to promote the strengths of local economic players, which results in new customers and partnerships.

Business events are a powerful tool for internal and external communication. The pandemic has shown how much the networking part of events was missing. Face-to-face meetings are essential to sustain relationships, connect with each other, and unite teams.

We share our stories and our journeys to create welcoming environments and meaningful experiences through these face-to-face connections.

With a considerable growth potential in this particular sector, meetings, international conferences, and conventions will continue to boost the image and the visibility of the Grand Duchy at the international level.

Luxembourg City and the government of the Grand Duchy are proud of the business events sector, one that is unceasingly adaptable, creative, and festive. Without this sector, our meetings and afterworks would be boring, our fairs and exhibitions gloomy, and our conferences and symposia less efficient. We are delighted to support the sector through the Luxembourg Convention Bureau GIE.



**SERGE WILMES**

**PRESIDENT**

OF THE LUXEMBOURG CONVENTION BUREAU



**RACHEL NEGRI**

**VICE-PRESIDENT**

OF THE LUXEMBOURG CONVENTION BUREAU

# A WORD FROM THE CEO

The year 2021 experienced stops and starts, which were particularly trying and gave an improbable pace to our prospects. The renewed optimism in the summer of 2021 and the attempt to quickly resume was soon dampened by the arrival of new variants.

The world of business events is changing at a rapid pace. Long before the pandemic, we could already see powerful and transformative trends in the works. Global trends such as urbanisation, demographic changes, sustainability, and increased technological disruption have been reshaping our economy and society.

By the second year of Covid-19, it had already become more apparent that the times we live in are marked by continued uncertainty and disruption. For better or for worse, we have had to learn to adapt and become more resilient. We had to question our sense of what is normal and find ways to create new opportunities for ourselves in difficult circumstances.

This is all the more true for such a relatively young national convention bureau. For the events industry across the world, the pandemic has ushered in a period of unprecedented turmoil, but also tremendous learning and development. Virtual and hybrid meetings have evolved at the speed of light, and external pressures have given birth to new creative solutions and event formats. Prompted by the crisis, conversations about purpose, community engagement, the value of personal encounters, and the sustainability of events have reached an all-time high.

One of our main tasks as the national convention bureau during the Covid crisis was to provide assistance and information to communities and organisations to help fight against existential challenges, enable shared learning, and show the path toward recovery. It seemed crucial to us to stay in contact with our prospects and listen to them, even if they usually did not have any immediate business plans with us.

In 2021, we did our best to support our partners, giving tools for the promotion of business events, CRM, websites, communication and promotion campaigns, production of promotional videos and, lastly, the production of content to promote our country as a destination as well as boost its events sector. The promotional work we have been able to carry out with our partners has shown that Luxembourg definitely has what it takes.

As you will see in this report, the teams have compiled data about events that the Grand Duchy could host, and they have also submitted proposals that will surely see the light of day in 2022 – and in the years to come. We fervently hope that the coming years will allow Luxembourg, as a destination, to reap the rewards of these efforts.

Collectively, we realised that face-to-face meetings are ever so important in our exchanges, our creativity, the formation of commercial relationships, as well as for our social ties. We firmly believe in the power of business events whether they are congresses, fairs, seminars, or team-buildings, all of which support and develop the economic sectors of our country. We are convinced that business events should be included in all economic development strategies, and we will be happy to help you.

At the same time, we believe the next decade will require from us more adaptability than ever. We will approach it with enthusiasm in order to ensure, create, and contribute to new opportunities for the benefit of everyone.



**FRANÇOIS LAFONT**  
**CEO**  
**OF THE LUXEMBOURG**  
**CONVENTION BUREAU G.I.E**

# TEAM

# LUXEMBOURG

# CONVENTION

# BUREAU

## **Mission**

The motto of the Luxembourg Convention Bureau (LCB) is

**UNITING PEOPLE, SHAPING THE FUTURE,**

words that its team members strive to uphold day after day. Created in 2019 by the Ministry of the Economy and Luxembourg City, the mission of the LCB is to promote and help to develop Luxembourg as a destination for corporate and association meetings, everything from small team-buildings to large conventions in one of the country's thriving key economic sectors. Every day, the LCB and its dedicated, experienced staff work hard to connect people – experts, event organisers, venue operators, hoteliers, service providers, and more – in support of its mission.

## MANAGEMENT

**FRANÇOIS LAFONT**  
CEO

## ADMINISTRATION

**BENOIT WELTÉ**  
BUSINESS DEVELOPMENT  
MANAGER

**TIZIANA CARUSO**  
PARTNERS MANAGER

**NOÉMIE SCHULER**  
MARKETING &  
COMMUNICATION  
MANAGER

**SAVÉRIA EYER**  
BACK OFFICE MANAGER

## CORPORATE, INCENTIVE & TEAMBUILDING

**ANGÉLICA HARISPE**  
CORPORATE & INCENTIVE  
SALES MANAGER

## INTERNATIONAL ASSOCIATIONS

**LINA OSTAPCHUK**  
ASSOCIATION  
BUSINESS EVENTS  
MANAGER

**SARINA MIGGE**  
ASSOCIATION  
BUSINESS EVENTS  
MANAGER

# LUXEMBOURG CONVENTION BUREAU IN FIGURES



In 2021, the LCB counted **193 partnerships**, which represents an **increase of 17 percent** over 2020.

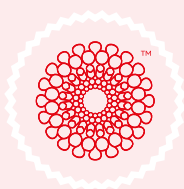


The 2021 digital marketing campaign was extremely successful and resulted in **99 million impressions and 130,000 clicks**.



During 2021, 570 contacts were qualified and identified, which represents an **increase of 32 percent** over the previous year. **As for accounts, the LCB counted 508, a 34 percent increase.**





**The LCB was present at Expo 2020 in Dubai**, presenting itself and Luxembourg to 66 travel agencies, business event organisers and six travel media organisations including Conde Nast Traveller, Forbes Middle East Magazine, and Gulf Today.



**Nine bids were won** in the fields of medicine, finance, sciences, creative industries, migration research, economics, logistics, and MICE, **offering Luxembourg an EEI of 13,116,000 euros.**



In 2021, a total of **237 new corporate contacts** were made.

# PARTNER RELATIONSHIP

One major part of the LCB's goals for 2021 was to increase the number and strength of its partnerships, a goal which was reached. This objective consisted of developing the partner portfolio, improving communication with partners, and organising new networks and events.

**In 2021, the LCB counted 193 partnerships, which represents an increase of 17 percent over 2020** when the total number of partnerships stood at 165. These partnerships have been forged with hotels (35 percent of the total number), venues (30 percent), event service providers (25 percent), event agencies (8 percent), and transporters (2 percent).

During the year, the LCB team remained in close contact with partners, making sure to foster existing relationships in addition to forging new ones. Also, in support of partners, the LCB shared information as well as news about incoming offers.

During 2021, the LCB organised a variety of events. These included virtual partner breakfasts in April and June involving 93 participants, a hybrid partner meeting in June with 12 participants, an afterwork gathering at Le Royal Hotel in December which was attended by 27 participants, and two meetings with the LCB advisory board which includes representatives of the different partner sectors and facilitates knowledge-sharing and cooperation.

## PARTNER TESTIMONIALS



**'We participated in a sales mission in Brussels with the LCB in December and we were extremely satisfied, especially during a difficult time such as Covid; we were sceptical. But in fact, from start to finish everything was well organized, the people were well qualified and the event was very pleasant. We appreciated the efforts they made and their attention to detail. We will for sure sign up again for other sales missions with them in the future and we have no doubt they will bring us a return on investment. Thanks again to the LCB team for doing such a great job !'**

**ELSIE DANJOU**

DIRECTOR OF SALES & MARKETING  
AT LE ROYAL HOTELS & RESORTS



**'The organization was excellent with a high visibility stand for the destination. We hope to be able to be present for future editions.'**

**ELIXABETE SANZ**

KEY SECTOR MANAGER OF LUXEXPO THE BOX

# MARKETING & COMMUNICATION

## GOALS

At the start of 2021, the LCB adopted ambitious marketing and communication goals for the year. Among these were increasing awareness – especially in the international market – of Luxembourg as a business event destination with the aim of attracting new customers and increasing the country's standing.

At the same time, the LCB aimed to cement current relationships with international associations and events organisers and retain current customers. Also, it worked to increase its penetration in the local ecosystem and help local actors to become more familiar with the LCB, its mission, and what the LCB offers.

Lastly, it set its sights on building a long-term strategy to promote Luxembourg as a destination, all while building a robust yet flexible campaign that could be adjusted to ever-changing limitations imposed by the health crisis.

## NUMBER OF VISITORS

Analytics of the LCB website during 2021 show a total of **112,000 sessions**, among which were 90,000 unique visitors from around the world.

The most sessions were from France, United Kingdom and Belgium.

## CONTENT CREATION

The LCB was active in creating content to support its mission.

**A total of 18 articles were written and published** on the website, **while 14 high-quality, professional videos** were produced. These include videos about different venues, destination videos made in collaboration with Luxembourg for Tourism, and familiarisation trip videos. Also, hundreds of professional photos of venues and sites were taken and distributed.

Social media was also a large part of the 2021 communication strategy.

The LCB uses various platforms, now including Instagram. During the year, more than 50 carefully created posts were shared resulting in **33,000 impressions and 1000 engagements**.

## MARKETING STRATEGY

The LCB developed a detailed marketing strategy for 2021 that relied on five key points. The first was **to further define the vision, mission, and brand values of the LCB**, why these matter, and set forth the unique selling points (USP) that Luxembourg has to offer.

The strategy also involved defining the target audience, segmenting it by sector, interest, and geographical area, among other factors. Another key step was to determine which channels should be prioritised to reach the various audiences.

The selected channels were **social media, pay-per-click ads, as well as content marketing** on a variety of topics related to the events sector in Luxembourg. Content was distributed organically and analytics data were gathered and used to target some content and ads. Of particular focus were three umbrella messages.

All of these elements were incorporated into a media plan which consisted of **40 different media actions in English, French, and German**, focusing on 12 different publications. Nearly three-fourths of its actions were related to creating high-value content, while the rest were divided between conventional advertising and content advertising. Also, even though it focused on digital publications, **it dedicated 27 percent of its actions to print, which remains very effective in the international events sector.**

Looking at the LCB actions from the perspective of the target audience, 48 percent were directed at corporate clientele, 37 percent were aimed at association clientele, and 15 percent were focused on current or potential partners.

The 2021 digital marketing campaign saw the launch of three different campaigns, each promoting an umbrella message. For associations, the campaigns focused on key economic sectors, while for corporate audiences, geographical targeting was used. Channels included Google Display ads, YouTube, Instagram, LinkedIn, Google Ads, and media banners ads.

The 2021 digital marketing campaign was extremely successful and resulted in a stunning **99 million impressions and 130,000 clicks.**

# BUSINESS DEVELOPMENT

One of the goals the LCB laid out at the start of the year was to increase the number of accounts and contacts by 20 percent, a goal which was surpassed. **During 2021, 570 contacts were qualified and identified, which represents an increase of 32 percent over the previous year. As for accounts, the LCB counted 508, a 34 percent increase.** Of these, 60 percent were in the association meeting set and 40 percent were in the corporate meeting set.

The LCB also succeeded in advancing its aim of identifying associations with congress projects in the works. In total, 202 such associations were found, providing a vital head start on potentially attracting these congresses to Luxembourg.

One of the functions of the LCB is to actively solicit requests for proposal (RFPs) and **in 2021 the organisation received 51 RFPs** that were then sent to local partners. Fifty-five percent of these were from association event organisers, while 45 percent were for corporate meetings. Seventy percent of these were for venues, 17 percent for hotels, and 10 percent for various agencies working in the sector.













# ASSOCIATION SALES

## GOALS

The LCB sales team focusing on associations was oriented by two related goals in 2021:

- Promote Luxembourg in Europe and worldwide in certain priority sectors by attracting the conferences of international associations
- Help to further develop the diversified economy of Luxembourg by attracting association conferences within the key economic sectors

## ASSOCIATION MEETING INAUGURATION MEETING

The first meeting with the headquarters of eight international associations based in Luxembourg took place in November 2021. During the meeting, the Luxembourg Convention Bureau presented its work priorities as well as discussed ways of acting together to promote Luxembourg worldwide and attract flagship conferences and meetings to Luxembourg. It was a fruitful gathering, one of exchange and networking where everybody could contribute with their experience and visions for future developments.

**276 association project leaders** were contacted during the year.

## SALES EXCHANGE

The LCB participated in the ICCA Business Exchange in conjunction with 25 potential congresses. It also took part in PCMA Convening Leaders, meeting with five potential clients, which resulted in one bid submitted.



## BIDS

Nineteen bids were submitted in the following fields: law, logistics, MICE, manufacturing, sciences, science and innovation, medicine, finance, creative industries, economics, migration research, and social sciences. The total estimated economic impact (EEI) of these totalled 36,900,000 euros.

**Nine bids were won** in the following fields: medicine, finance, sciences, creative industries, migration research, economics, logistics, and MICE, conferring upon Luxembourg **an EEI of 13,116,000 euros**. The nine bids were:

01

**Forum de la Confédération Francophone  
d'Hypnose et Thérapies Brèves -CFHTB-**

11-14th of May 2022, 800 pax, Healthcare  
(reapplied as postponed from 2021)

02

**STEP Europe & Benelux Conferences**

(Society of Trust and Estate Practitioners -STEP- Worldwide),  
November 2022, 160 pax,  
Finance (reapplied as postponed from 2021)

03

**European Conference on Surface Science -ECOSS- (International  
Union for Vacuum Science, Technique and Applications - IUVSTA),**

August 29th - September 2nd, 2022,  
(reapplied as postponed from 2021)

04

**European Design Festival (Design Federation)**

May 31st - June 3rd, 2023, 450 pax, Creative Industries

05

**Annual IMISCOE Conference International Migration,  
Integration & Social Cohesion**

7th-9th of July 2021 (virtually broadcasted from Luxembourg),  
postponed from in-person in 2020), 1000 pax, Migration Research

06

**Colloque du comité exécutif de l'Institut Européen  
de l'Expertise et de l'Expert -EEEI-,**

16-17th of September 2021, 30 pax, Economics

**Jahreshauptversammlung der Vereinigung Deutscher**

# UNITING PEOPLE SHAPING THE FUTURE

**07**

**Reisejournalisten -VDRJ-**

September 2022, 70 pax, Travel Journalism

**08**

**Annual General Meeting of the European Freight and Logistics Leader**

Forum: 11-13 May 2022

**09**

**Annual Conference & General Assembly of the International Association of Convention Centres (AIPC)**

16-19 July 2023

## TESTIMONIALS



### EUROPEAN DESIGN FESTIVAL 2023

‘Luxembourg is ‘an exciting place of unique and diverse venues, a country of green innovation, a destination of remarkable infrastructure, a community of enthusiastic and knowledgeable designers, all to be found right in the heart of Europe. We are confident that Luxembourg will host a European Design Festival, open to all, a festival to remember for years to come’.

**DEMETRIOS FAKINOS**

DIRECTOR/PARTNER OF EUROPEAN DESIGN AWARDS



### EUROPEAN FREIGHT & LOGISTICS LEADER FORUM

‘Luxembourg has been chosen to host the 2022 forum not only for its beauty, history, and welcoming people, but also because the country offers state-of-the-art intermodal solutions and expertise in digitalisation and innovation’.

**PHILIP EVAN**

F&L SECRETARY GENERAL



## **INTERNATIONAL ASSOCIATION OF CONVENTION CENTRES (AIPC)**

**‘We were very impressed by the design of the venue and the innovative approach the ECCL applies when mapping requirements and service offers, by creating a true partnership with AIPC and by involving all local stakeholders. I am sure attending the 2023 Annual Conference at the ECCL will be a unique experience, combining a high-quality programme with an equally high-quality setting’.**

**SVEN BOSSU**  
PRESIDENT OF AIPC

# CORPORATE SALES

## GOALS

The corporate sales team focused their energy in 2021 on event organisers as well as agencies from the fields of communication, marketing, advertising, and public relations. The team also put effort into developing contacts and relationships with banks and insurance offices as well as companies from the automotive, luxury goods, pharmaceutical, IT, and telecommunications sectors.

## MISSIONS

Sales missions were conducted in the following countries: Spain, Croatia, France, Belgium, and the UAE, **resulting in 194 meetings.**

Among the successful missions:

- M&I HEALTHCARE MADRID & M&I AUTUMN SIBENIK
- SALES MISSION PARTANCE PARIS
- SALES MISSION BRUSSELS
- SALES CALLS FRANCE
- SALES CALLS BELGIQUE
- DUBAI TOURISM MISSION EXPO

**In 2021, a total of 237 new contacts were made.**

The LCB also appeared at three international fairs: the Meeting Show (virtual), Heavent Paris (resulting in 13 contacts), and IBTM World (where 115 contacts were made).

## TESTIMONIALS



**'A nice meeting! A responsive, professional team, that listened to us, a destination that deserves to be highlighted and discovered by our customers'**

**CHANTAL CLAPEAU**

DIRECTOR & FOUNDER OF BUSINESS MEETING AGENCY'



**'We visited Luxemburg for a site inspection. Besides the wide range of nice hotels Luxemburg is a very good nearby and surprising destination for an incentive trip. A beautiful historic city but also the innovative business area, nice restaurants and cool surprising activities. It feels like you're far away, but it's so close to home: definitely incentive worthy!'**

**REINOUD MEIJERMAN**

OWNER OF ENERGY INCENTIVES & EVENTSBEEN

# ADDITIONAL ACTIONS

## REPRESENTING LUXEMBOURG AT EXPO 2020

Alongside Lex Delles, Minister of Tourism of Luxembourg & his team, and Luxembourg for Tourism, the LCB was honoured to represent Luxembourg at Expo 2020 in Dubai, the goal of which was to show the world the attractiveness of Luxembourg as a destination, both for tourism and business events. LCB staff made valuable contacts while visiting the Luxembourg Pavilion in Dubai and went on **to present the country and its many assets to 80 travel agencies, business event organisers and six travel media organisations including Conde Nast Traveller, Forbes Middle East Magazine, and Gulf Today.** Noémie Schuler, communications manager at the LCB, co-delivered a presentation that was lauded as offering a 'dreamlike journey' through the capital city and other parts of the country.

## STRATEGIC ALLIANCE WORKSHOP

The LCB participated in the creation of the 2021 report 'The Future Role and Purpose of Convention Bureaux', which was put together by the Strategic Alliance of the National Convention Bureaux of Europe. It offers insight and guidance for convention offices in regards to the disruption caused by Covid-19 but also vis-à-vis global trends as well as the ever-changing events landscape. The report highlights which hard and soft skills a convention bureau will need to be successful in the coming years. A convention bureau, the report concludes, will need to also function as a strategist, facilitator, expert, and communicator. The full report is available at:



**WHITEPAPER PDF**  
THE FUTURE ROLE & PURPOSE  
OF CONVENTION BUREAUX



## HELPING CROSS-BORDER HEALTH WORKERS DURING COVID-19

In the middle of the Covid-19 pandemic in Luxembourg, the Luxembourg Convention Bureau offered a helping hand to cross-border residents who work in the health and medical sectors in Luxembourg. This aid was offered until the 31st of May. Facing long working days and stressful commutes, the LCB teamed up with the Ministry of the Economy's General Directorate for Tourism in setting up the accommodation for these vital and heroic workers. In total, 87 of workers were provided with lodging in Luxembourg in 2021, adding up to a total number of 8072 nights.

## DIGITALISATION

The year 2021 saw several steps taken to enhance digitalisation in the business event sector. The concept for a business event application project for the destination was developed, and its specifications were defined. Also, the first needs were set forth. A test of the application has been set up for a conference that will take place in the spring of 2022.

## RESPONSIBLE BUSINESS EVENTS LUXEMBOURG

In 2021, several major steps were also taken in regards to a sustainability initiative called Responsible Business Events Luxembourg. All of the green labels carried by partners have been noted and referenced. The LCB also joined Inspiring More Sustainable (IMS), with whom a cycle of actions has been arranged as well as a future conference. The LCB also teamed up with the eco-centre OekoZenter Pfaffenal to make progress toward a future label for green business events.

Please note that a number of events and activities had to be cancelled or postponed in 2021 due to the pandemic situation. Prior to this, however, our team worked hard organising and preparing them. These include IMEX Frankfurt, Brussels International Association Forum, partner events, and communication campaigns, just to name a few.



# MEMBER OF INTERNATIONAL ORGANISATIONS

THE LCB IS PROUD TO REPRESENT  
THE GRAND DUCHY OF LUXEMBOURG  
IN SEVERAL INTERNATIONAL ORGANISATIONS:

## **Strategic Alliance of the National Convention Bureaux of Europe**

<b>ICCA</b>	The International Congress and Convention Association
<b>Coésio</b>	Francophone Association of Conference Destinations
<b>MPI</b>	Association for “people who bring people together”
<b>PCM</b>	Professional Convention Management Association
<b>L'Évènement</b>	Professional French organisation of consultants working in the field of events communication
<b>UIA</b>	Union of International Associations

# **LUXEMBOURG CONVENTION BUREAU**

[www.business-events.lu](http://www.business-events.lu)