

ETC

General Meeting

#108



The Journey is a Destination
20-22 NOVEMBER 2024 — LUXEMBOURG

**EUROPEAN
TRAVEL
COMMISSION**

**VISIT
LUXEMBOURG**

Moien and welcome to Luxembourg, a small country in the heart of Europe, open to the world!

Our cosmopolitan fortress city will be the hub for your stay and meetings, but we will not be able to resist taking advantage of the short distances and showing you as much of the country as possible. Luxembourg is an ideal destination to explore, not only because of its charm but also because the journey itself is part of the experience. With free public transport available across the entire country, your travels will be both sustainable and seamless, allowing you to truly enjoy the journey as a destination. Some highlights we will show include the picturesque wine village of Schengen, and a special mode of transport for your journey to the Rail Tourism Awards and Gala Dinner. Any trip to Luxembourg would not be complete without at least a glimpse of a castle, and for those who can stay on Friday, we will also invite you on a journey to the past to our nation's industrial heritage, where much of its success story began.

We look forward to welcoming the ETC General Meeting #108 to the Grand Duchy!



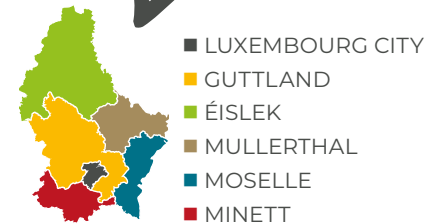
Jeanne Tonnar
President
Luxembourg for Tourism



Dr. Sebastian Reddeker
CEO
Luxembourg for Tourism

Häerzlech wëllkomm!

LUXEMBOURG A small country in the heart of Europe, open to the world.



urban



Luxembourg City is a place pulsating with energy and charm. Where people meet, where culture, nightlife, business and relaxation collide.

Known to many as one of the largest financial centres in Europe, Luxembourg is home to international corporations and EU institutions, but the only Grand Duchy in the world has so much more to offer. Five regions share the 2,586 km² with borders to Germany, Belgium and France.

📍 Luxembourg City, Corniche

World-famous artists and newcomers, UNESCO World Heritage at your fingertips, old fortress walls and modern architecture. Luxembourg is a country with influences from all over the world and yet the country's culture has its own unique character.

Cosmopolitan and diverse, around half of its 672,000 inhabitants are made up of more than 170 nationalities. The three official languages of Luxembourgish, German and French – with English spoken by almost everyone – make the country an unparalleled multilingual and cultural home.


← culture



📍 Luxembourg City, Kirchberg, Philharmonie

nature

📍 Mullerthal Region, Berdorf, Huel Lee



Rugged valleys, majestic castles, awesome rock formations: for a such small country, the natural landscapes are incredibly diverse. Relax by the water or take on the trails, always among beautiful scenery.

With one third of the country covered with forest in combination with impressive rock formations and watercourses that carve their way through the countryside and the capital, Luxembourg's landscape creates a harmonious interplay of nature and architecture.

culinary

Fine flavours, quality ingredients and regional knowhow. Luxembourg's cuisine reflects the country's cultural diversity. From bistro culture to fine dining, local wines and traditional dishes, there is something to tempt everyone.

Steinfort

Meeting Schedule

We are excited to organize the ETC General Meeting #108 at the European Convention Center (ECCL). It is a modern and bright venue, where the EU Councils of Ministers meet, taking decisions that shape Europe's future.

Wednesday, 20th November

10:00 – 13:00 - Board of Directors #114
14:00 – 17:00 - ETC Industry Forum

Thursday, 21st November

09:30 – 13:00 - ETC General Meeting
14:15 – 17:00 - ETC General Meeting
(afternoon session)

Programme

Wednesday, 20th November

- **10.00 – 13.00** *ECCL*
Board of Directors
- **13.00 – 14.00** *ECCL*
Lunch
- **14.00 – 16.45** *ECCL*
Industry Forum
- **17.00** *MUDAM*
Short visit of the “Musée d’Art Moderne Grand-Duc Jean” and welcome drink
- **18.45** *Meeting up in hotel lobbies*
Transfer to Schengen
- **19.30** *Schengener Haff*
Dinner (Dress code: casual)
- **22.00** *Departure to Luxembourg City*

The wonderful thing about Luxembourg City is that it is a small capital in an exceptional UNESCO world heritage setting: an old fortress makes way for ancient walls, dramatic cliffs and a charming old town. Luxembourg City is blessed with the lush Pétrusse valley, full of greenery and a network of pathways where you can go to escape the urban buzz on the plateaus surrounding it. Neimënster on the banks of the Alzette river is home to a stunning event venue within former monastery walls. Open air concerts and festivals take place down here with the impressive backdrop of the famous casemates.

© CHRISTOPHE VANBIJSEN

Luxembourg City

We warmly welcome you to the small picturesque wine village of Schengen, along the Moselle River right where an important agreement was once signed in June 1985! As well as museums and architecture, the region's green hills, lakes, wine villages, and nature reserves offer an exceptional hiking landscape with magnificent views of the Moselle valley, vineyards, flora and fauna. Not to mention the excellent cuisine and wine.

Schengen

Programme

Thursday, 21st November

- **07.30** *Meeting up at Meliã reception*
Easy “Sight-running” with Guido from FatBetty.Run (approx. 30 min)
- **09.30 – 13.00** *ECCL*
ETC General Meeting
- **13.00 – 14.00** *ECCL*
Lunch
- **14.00** *ECCL entrance*
Family Picture
- **14.15 – 17.00** *Kirchberg*
ETC General Meeting
- **18.45** *Meet in hotel lobbies*
Special transfer with city tour to the evening location “Malt” in Clausen
- **19.45 – 23.00** *Malt*
Gala Dinner & Rail Tourism Awards
(Dress code: evening wear)
- **23.00** *Start of shuttle service to hotels*
Departure every 15 min in front of Malt
- **23.00 – 01.00**
After party with DJ & local drinks

Rail Tourism Awards



The **Rail Tourism Awards**, hosted by ETC and Eurail, return for their fourth edition. The Awards celebrate the most impactful marketing campaigns that encourage travellers to explore Europe in a conscious and environmentally friendly way – all by train. On November 21st, we will unveil Europe’s rail tourism champions for 2024 during a special award ceremony!

To mark this occasion, Eurail is offering all ETC Members a **complimentary rail pass** to travel to Luxembourg (the Executive Unit will provide further details). We encourage you to lead by example and embrace sustainable mobility.

Click here
to learn more:

www.railtourismawards.com



Hop on & Pop up!

#JourneysADestination

Join our challenge by hopping on a train to Luxembourg! Capture your journey — through photos, videos, or stories — and share them with us for a chance to win a personal 1st class Interrail pass offered by Eurail and a bottle of Luxembourg's finest crémant.

Get ready to make your journey part of the adventure and enjoy sustainable travel at its best!

How to participate:

- 1) Register your participation with your full name and the route you are taking. (registration form)
- 2) Take five photos or a video along your trip showing your journey. Include moments that stood out to you, whether it's the scenic view from the train, an interesting person you met, or a unique aspect of rail travel.
- 3) Send your entry to info@visiteurope.com by November 21st at noon.

Embrace the adventure and inspire others to choose rail for their travels!

We also encourage you to share your journey on social media using **#JourneysADestination**, and do not forget to tag [ETC](#), [Luxembourg for Tourism](#) and [Eurail](#).

Programme

Friday, 22nd November Option 1
Luxembourg City

- **09.30** *departure from Hotel Mélià*
- **09.45 – 12.00** *City Promenade*
Guided walking tour to discover the capital
- **12.15 – 13.30** *Aperitif & light lunch*
- **14.00** *Arrival at hotels and end of programme*

Programme

Friday, 22nd November Option 2
Lasauvage & Minett Park

- **09.00** *Meeting up in hotel lobbies*
Transfer to Lasauvage
- **09.45 – 12.00** *Lasauvage & Minett Park Fond-de-Gras*
Experience Luxembourg's industrial heritage
in a very special place.
- **12.00 – 13.00** *Restaurant "Bei der Giedel"*
Light lunch
- **13.15** *Departure to Luxembourg City*
- **14.00** *Arrival at hotels and end of programme*



Luxembourg City Walking Tour

© POLKA DOT PASSPORT / VISIT LUXEMBOURG

The City Promenade is the perfect way to discover Luxembourg City's top attractions and hidden gems. This 2-hour walking tour around the former fortress city with a Luxembourg City Tourist Office official guide will take you to the iconic Grand Ducal Palace, the Corniche also known as the "most beautiful balcony in Europe" as well as the Bock promontory, the cradle of Luxembourg City. This tour includes a visit to the Lea Linster Delicatessen and ends with an aperitif followed by a light lunch.



Lasauvage & Minett Park

Miners used to do hard labour in the small village of Lasauvage. Today, you can visit the mine railway and two museums here. Lasauvage and the “Minièresbunn” are part of the Minett Park Fond-de-Gras, an open-air museum that includes the Fond-de-Gras, the village of Lasauvage, the former open-cast mine of Giele Botter and the Celtic oppidum of Titelberg. Nowadays, it’s hard to imagine that the peaceful little valley of Fond-de-Gras was, until the 1960s, one of the country’s leading mining centres. At the Minett Park Fond-de-Gras, over 100 years of industrial history in the south of Luxembourg are brought vividly to life.

Sustainability



As an official Green Business Event in Luxembourg, this gathering is dedicated to minimizing the ecological footprint of business events hosted within the country. By promoting eco-friendly practices, we contribute to a more sustainable and environmentally conscious approach to event management within the tourism industry.

This event meets high standards across various sustainability areas, including communication, mobility, waste reduction, catering and more. Notably, we are proud to offer during the event a sustainable catering, prioritizing locally sourced and seasonal ingredients, and environmentally responsible accommodation options for our guests.

**GREEN
BUSINESS
EVENTS.**

© VISIT LUXEMBOURG

Where to stay?

Hotel Meliã**S**

Hotel Mama Shelter***

Both hotels are located in the Kirchberg district of Luxembourg City.

Walking distance between the hotels and the conference center is about 5 minutes.

Our partner hotels have been selected for their commitment to sustainability and their efforts to meet environmentally friendly standards and fulfill the criteria of the "EcoLabel Lux".

We recommend that you make your reservation before 20.10.2024.

Please note:

In case of cancellations as from 7 days prior to arrival, 100% of the total amount will be charged. In case of no show, 100% of the amount deposit will be charged.

Hotel Meliã****S

1 Park Dräi Eechelen
L-1499 Luxembourg
T. +352 27 333 1
melia.luxembourg@melia.com
www.melia.com

Room rate: 180€ per night (incl. breakfast)
Check-in 15:00, check-out 12:00

Reservation:

groups.benelux@melia.com

If participants wish to add extra nights outside the dates, they must first book the possible dates via the link and then contact the reservations department to add any extra dates.

Hotel Mama Shelter***

2 rue du Fort Niedergruenewald
L - 1616 Luxembourg
T. +352 20 80 44 00
luxembourg@mamashelter.com
www.mamashelter.com

Room rate: 160€ per night (incl. breakfast)
Check-in 15:00, check-out 12:00

Reservation link:

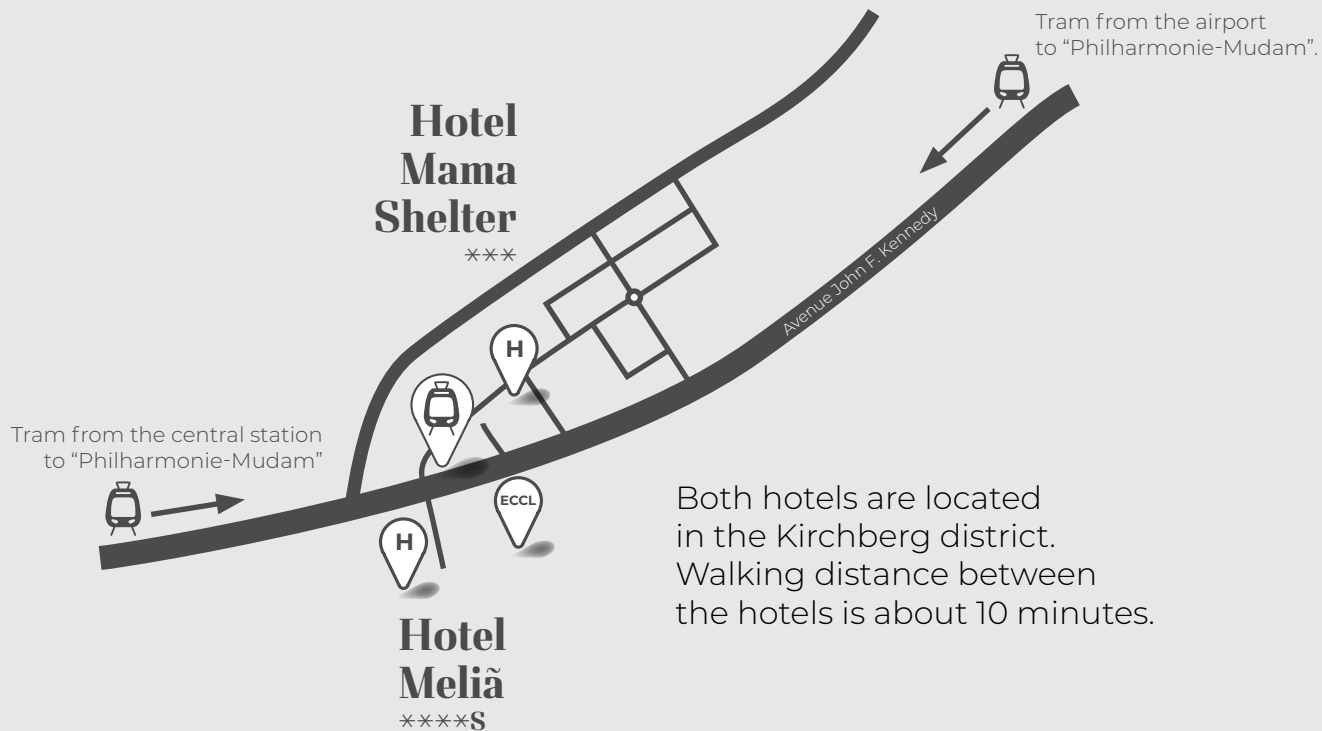
www.all.accor.com

Please select The Hotel Mama Shelter.

Promo Code: EVEBB

If participants wish to add extra nights outside the dates, they must first book the possible dates via the link and then contact the reservations department to add any extra dates.

How to get there?



From the airport: www.lux-airport.lu

→ **Bus+Tram** (25 min), free of charge
Take the bus line 6 or 16 direction Bertrange, get off at bus stop "Luxexpo".
From there, take the tram direction "Lycée Bouneweg" or "Stadion", get off at tram stop "Philharmonie-Mudam".

→ **Taxi** (20 min)



From the central station: www.mobiliteit.lu

→ **Tram** (15 min), free of charge
Take the tram directly in front of the building direction "Luxexpo", get off at tram stop "Philharmonie-Mudam".

→ **Taxi** (20 min)

Get around easily for free!

Free, easy and sustainable travel in and around the whole country for all: Luxembourg is the world's first country to offer free public transport nationwide on all trains, trams and buses. It was already introduced in March 2020 and is a real green travel success story.

LuxembourgCard

Discover Luxembourg and enjoy attractive discounts.

Museums & art galleries, castles & palaces, sports & leisure facilities... Explore and discover the Grand Duchy with the digital LuxembourgCard. The bonus card currently entitles you to free or discounted admission to more than 80 places of interest. Make the most out of your free time and visit attractive sights in the country. Get your personalised LuxembourgCard for free.

Promo code: ETCMember

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diverse tours, tips and inspiring travel stories:
all this and more in the VisitLuxembourg App.



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Vianden



Use the country's free public transport to get to Vianden, a beautiful medieval town in Luxembourg. Enchanting with its narrow cobbled streets, winding river and lively festivals, its real jewel is the impressive castle which towers majestically over the Our valley. It has been magnificently restored and offers breathtaking views that showcase the beauty and history of Vianden. Take advantage of the LuxembourgCard for free entry to the castle.

Your Contacts

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