

**LUZERN**   
**LUCERNE**  
THE CITY. THE LAKE. THE MOUNTAINS.

# CONGRESS CITY LUCERNE





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# LUCERNE – THE IDEAL CONGRESS CITY

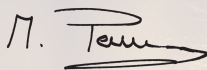
Hold your meetings where other people spend their holidays. Located in the heart of Switzerland, Lucerne offers a first-class infrastructure and a wide range of hotels which leave nothing to be desired.

Multifunctional convention centres such as the world-famous KKL Luzern (Lucerne Culture and Congress Centre) or a wide range of attractive cultural and excursion opportunities make the destination an ideal starting point for your congress.

This brochure provides all the practical information you need to organize your event. Find out about our services, financial support for congresses and our main venues.

We hope our brochure inspires you and we look forward to hosting your next event in Lucerne.

Best regards,



Marcel Perren  
Director of Tourism



City of Lucerne

# GOOD REASONS TO HOLD YOUR EVENT IN LUCERNE

## **The unique location**

Centrally located in the heart of Switzerland. Only an hour's drive from the international airports of Zurich and Basel.

## **The variety of designated seminar and congress hotels**

Numerous accommodation options in around 50 hotels with over 6'000 beds.

## **International brand Lucerne**

World-famous and popular tourist destination with international flair.

## **Modern event centres**

Venues with first class infrastructure, ideal for up to 1'500 people (Messe Luzern up to 5'000 people).

## **Ideal combination of business and leisure**

Fascinating excursions on the lake and in the nearby mountains, as well as unique cultural offerings.

## **Festival city Lucerne**

Year-round programme of renowned culture and music festivals (Lucerne Festival, World Band Festival, Lucerne Live, etc.)

## **The city of short distances**

Compact and well-connected with a dense public transport network.

## **Proven Swiss quality**

Safety, stability and professionalism.

# OUR SUPPORT

As a local specialist, the Lucerne Convention Bureau (LCB) provides its detailed local knowledge and experience to support your event planning free of charge. This is how we can support you:

## Organizational support

### **Analysis of the congress requirements**

- Analysis of the request
- Advice on the most suitable venues for your congress
- Arranging contacts with competent service providers

### **Bids**

- Professional support, such as a bid book or a PowerPoint presentation

### **Site inspection**

- Organization of a site inspection according to your requirements

### **Advertising material**

- Provision of various advertising media such as pictures, promotional films, brochures and city maps

### **Letters of invitation**

- Letters of invitation from the municipal government or letters of support from the local industry

## Financial support

### **Congress funding**

- Financial support for congresses (see page 6 - 7)

### **Public transport**

- Free ticket for public transport with each overnight stay in a hotel in Lucerne (zone 10, 2nd class)

### **Free handling for small events**

- Free quotations for small-scale events including one partner only

### **Giveaways**

- Suggestions of ideas for local giveaways and providing of gifts for delegates and speakers via congress subsidies.

Are you looking for a venue for a congress?  
We would be very happy to help you!

**Lucerne Convention Bureau**

+41 (41) 227 17 07

[business@luzern.com](mailto:business@luzern.com) | [business.luzern.com](http://business.luzern.com)

# APPLICATION FOR SUBSIDIES

## Aim of the congress subsidy

As part of the congress promotion programme, the City of Lucerne, Lucerne Tourism, Lucerne Economic Development and Lucerne Hotels promote the development and implementation of congresses in Lucerne by means of financial contributions.

The aim of the congress subsidy is to optimize tourism value creation and establish Lucerne as one of Switzerland's key congress cities.

## Application and subsidy allocation

Subsidy applications must be submitted using the form titled "Application for subsidies for congresses in Lucerne" ([business.luzern.com/congress](http://business.luzern.com/congress)). Applications must be received at least one month before the start of the event.

Grants are allocated by a commission comprising a representative from the partner organizations providing financial support (City of Lucerne, Lucerne Tourism, Lucerne Economic Development and Lucerne Hotels).

## Criteria for the allocation of subsidies

### **Minimum criteria**

- The minimum duration of the event is 1.5 days and the official programme includes an overnight stay in a hotel.
- The event has at least 100 delegates.
- The venue is primarily a congress or event centre which is a member of the LCB.
- Overnight stays will be made if possible by LCB hotel partners.
- The focus is on the city of Lucerne (venue and overnight stay).

### **Additional criteria**

- The organizer encourages delegates to travel by public transport.
- Local service providers (catering, decoration, transport, etc.) are to be considered.
- The organizer's professionalism is guaranteed.



Forum in the Lucerne Exhibition Centre

## Subsidy

### Financial support

The number of overnight stays in Lucerne hotels forms the basis for the assessment of the subsidies:

100 – 150 overnights:	CHF 2'000.–	601 – 1'000 overnights:	CHF 6'500.–
151 – 300 overnights:	CHF 3'000.–	1'001 – 1'999 overnights:	CHF 8'000.–
301 – 400 overnights:	CHF 4'000.–	ab 2'000 overnights:	CHF 12'000.–
401 – 600 overnights:	CHF 5'000.–		

The base amount can be increased by 75% if the congress takes place between November 1 and April 30.

### Additional support

- Giveaways for delegates and speakers
- Provision of various tourist documents
- Free public transport ticket in Lucerne with every hotel stay
- Advice and organizational support from the Lucerne Convention Bureau

## Return services from the congress-organizer

- The partner organizations have the opportunity to be present in the delegate documents (e.g. programme) with an image advertisement (1/1 page), and will be linked to the congress website if possible.
- The organizer is ready to put quick-screens “Welcome to Lucerne” at the entrance.
- The partner organizations can, in consultation with the organizer, be present during the congress, visually or with an information stand at the congress and have the opportunity to participate in person.



6

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KKL Luzern (Lucerne Culture and Congress Centre)

# VENUES

From the world-famous KKL Luzern and the exceptional conference centre of the Swiss Museum of Transport to the Lucerne Exhibition Centre, the largest event venue in Central Switzerland, Lucerne and its surroundings offer a wide range of options for congresses and major events. The beautiful lakeside location and the Alpine peaks within easy reach make it the ideal starting point for congresses and social programmes.

**1 KKL Luzern**

[www.kkl-luzern.ch](http://www.kkl-luzern.ch)

19 meeting rooms  /  /   
1'898 / 470 / 800

**5 swissporarena**

[www.fcl.ch](http://www.fcl.ch)

7 meeting rooms  /  /   
600 / 300 / 600

**2 Messe Luzern**

[www.messeluzern.ch](http://www.messeluzern.ch)

8 meeting rooms  /  /   
5'000 / 4'000 / 4'000

**6 Hotel Schweizerhof Luzern ★★★★★**

[www.schweizerhof-luzern.ch](http://www.schweizerhof-luzern.ch)

6 meeting rooms  /  /   
450 / 200 / 300

**3 Swiss Museum of Transport**

[www.verkehrshaus.ch](http://www.verkehrshaus.ch)

10 meeting rooms  /  /   
600 / 252 / 360

**7 Mandarin Oriental Palace, Lucerne ★★★★★**

[www.mandarinoriental.com/luzern](http://www.mandarinoriental.com/luzern)

4 meeting rooms  /  /   
240 / 165 / 210

**4 Grand Casino Luzern**

[www.grandcasinoluzern.ch](http://www.grandcasinoluzern.ch)

4 meeting rooms  /  /   
500 / 250 / 460

**8 Radisson Blu Hotel, Lucerne ★★★★★**

[www.radissonblu.com/hotel-lucerne](http://www.radissonblu.com/hotel-lucerne)

13 meeting rooms  /  /   
230 / 120 / 160

 Theatre /  Seminar /  Banquet



Health congress at the KKL Luzern

# SUCCESSFUL CONGRESSES

Lucerne is a congress destination with a long tradition. Congress organizers benefit not only from an excellent infrastructure, but also from spectacular surroundings and a high quality of life. This makes Lucerne the ideal venue for congresses and events. The following clients have already chosen Lucerne:

**Sport Forum Schweiz**

KKL Luzern / 700 delegates

**Global Forum on modern direct democracy**

Lucerne University / 650 delegates

**Congress Swiss Academy of Ophtalmology**

Messe Luzern / 650 delegates

**European Bird Census Council**

Swiss Museum of Transport / 200 delegates

**Congress Swiss Society of Pediatrics**

Messe Luzern / 600 delegates

**Annual Congress Gas Infrastructure Europe**

KKL Luzern / 400 delegates

**Hunkeler Innovationdays**

Messe Luzern / 6'000 delegates

**Europa Forum Luzern**

KKL Luzern / 750 delegates

**Annual meeting Swiss Society of Pneumology**

KKL Luzern / 800 delegates

**Annual congress Swiss Plastic Surgery**

KKL Luzern / 220 delegates

**European Fuel Cells, Electrolysers & H2 Processing Forum**

KKL Luzern / 500 delegates



Customer event at the Grand Casino Luzern

## TESTIMONIALS

The city of Lucerne offers the perfect setting for any occasion. Read below what our clients have experienced in Lucerne.

**Adrian Schmid, Global Forum on Modern Direct Democracy, 650 delegates**

The Global Forum on Modern Direct Democracy, the World Conference on People's Rights, took place from 21. to 25. September 2022. In these difficult geopolitical times, with the war in Ukraine, the serious consequences of climate change and the pandemic, the conference was a valuable and encouraging sign, with around 650 participants from over 50 countries. Lucerne Tourism made an important contribution which we are grateful for.

**Manuel Egli, SwissMediaForum, 500 delegates**

The SwissMediaForum has been held at the KKL Luzern since it was founded in 2011. With its central location and beautiful ambience, Lucerne has become the ideal place to bring together the Swiss media, communications, business and politics. From time to time, we will move one day of the congress to the ship "MS Diamant" - a special highlight for our participants and speakers.



Die Erlebnisregion der Schweiz.

**Luzern Tourismus – Lucerne Convention Bureau**

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Switzerland Convention  
& Incentive Bureau.

