



luxembourg
city tourist office

**LUXEMBOURG CITY,
A BUBBLE FULL OF LIFE
FEBRUARY 26, 2026**

WHY?



WHY?

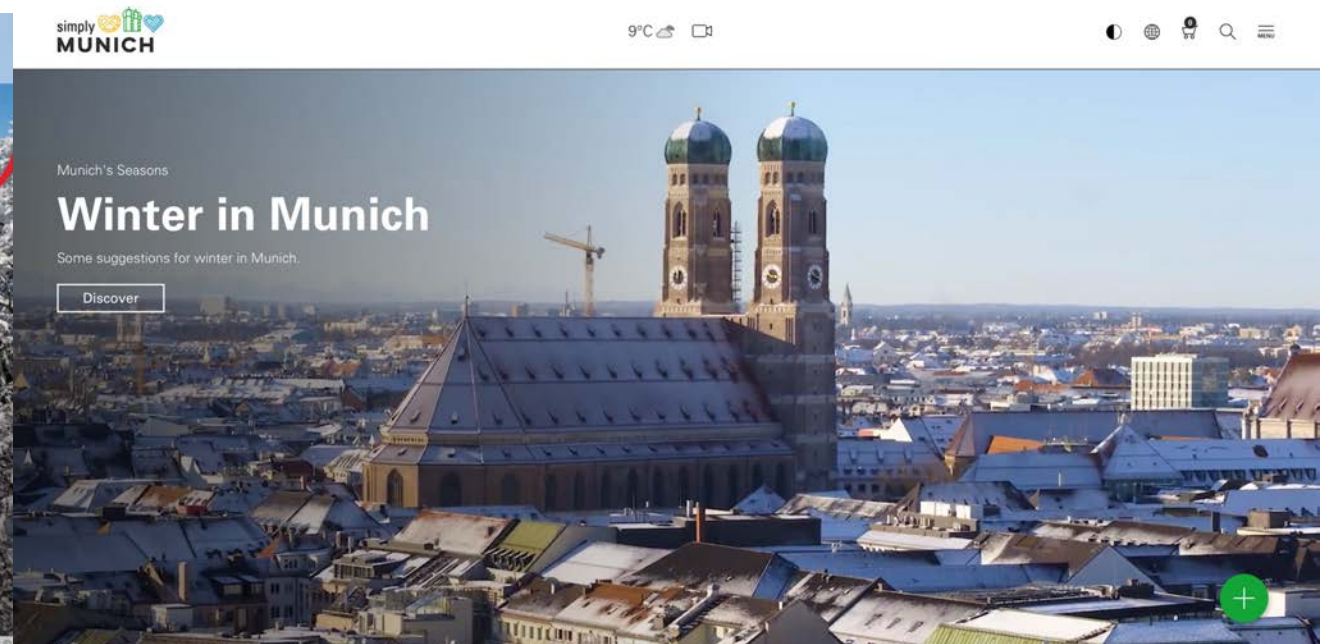
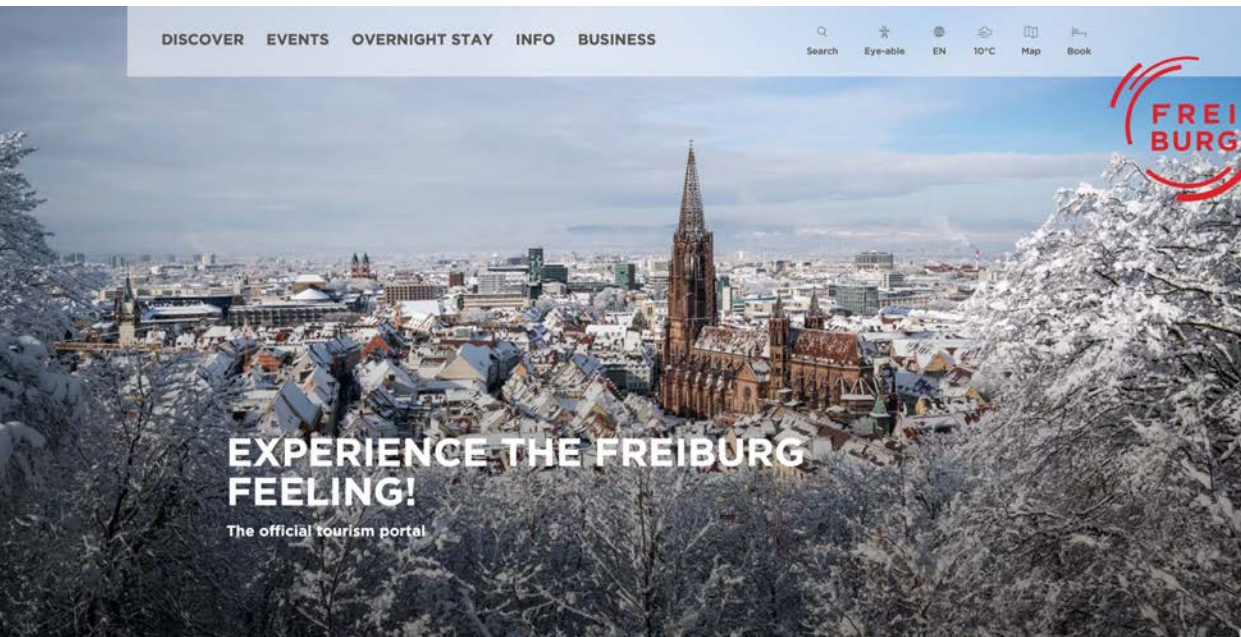
THE SEA OF SAMENESS

+ create a realistic representation of a typical western european city



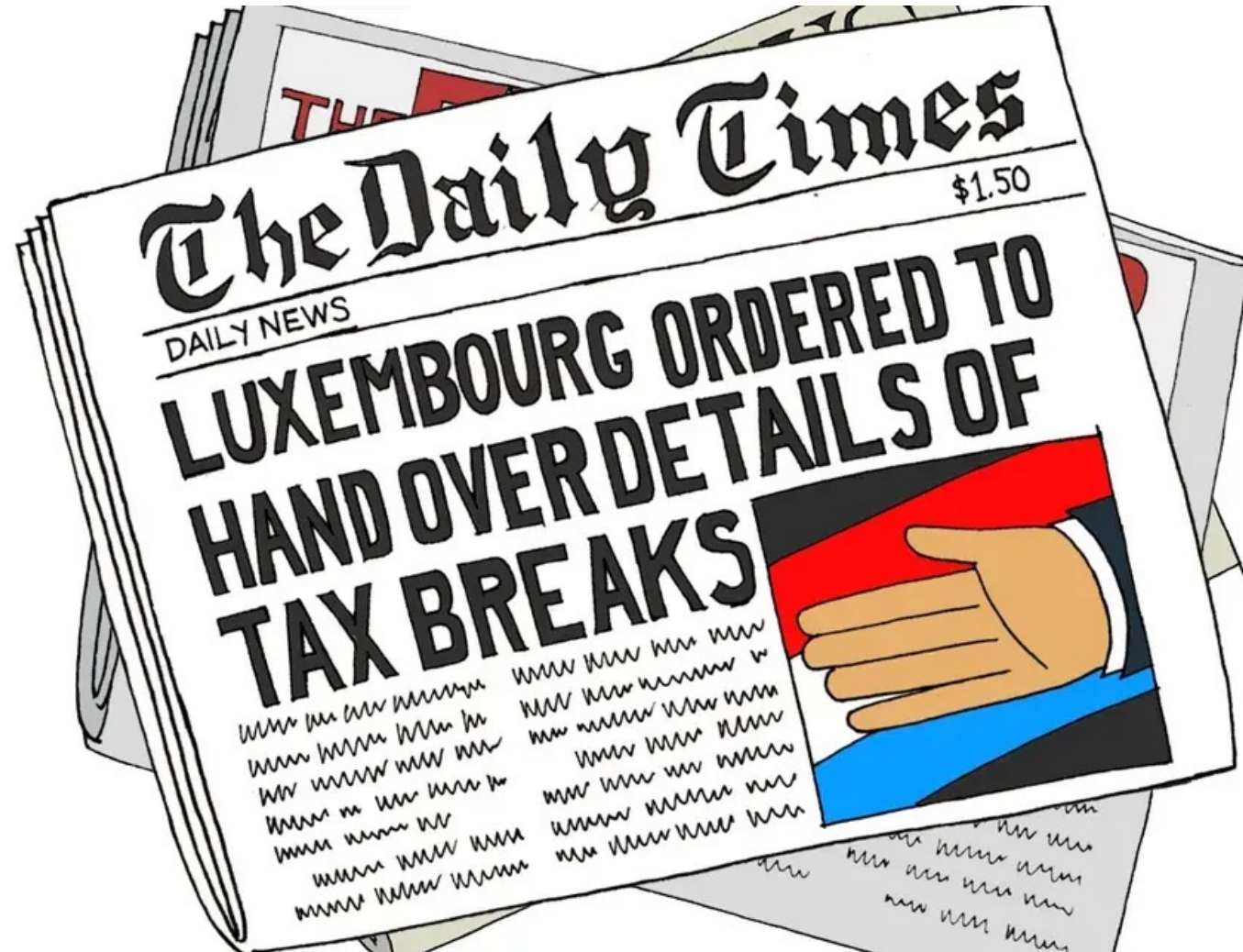
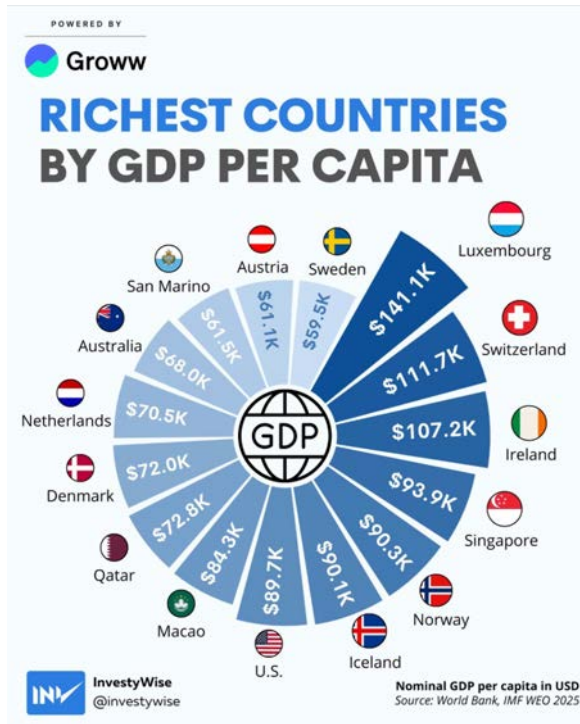
WHY?

THE SEA OF SAMENESS



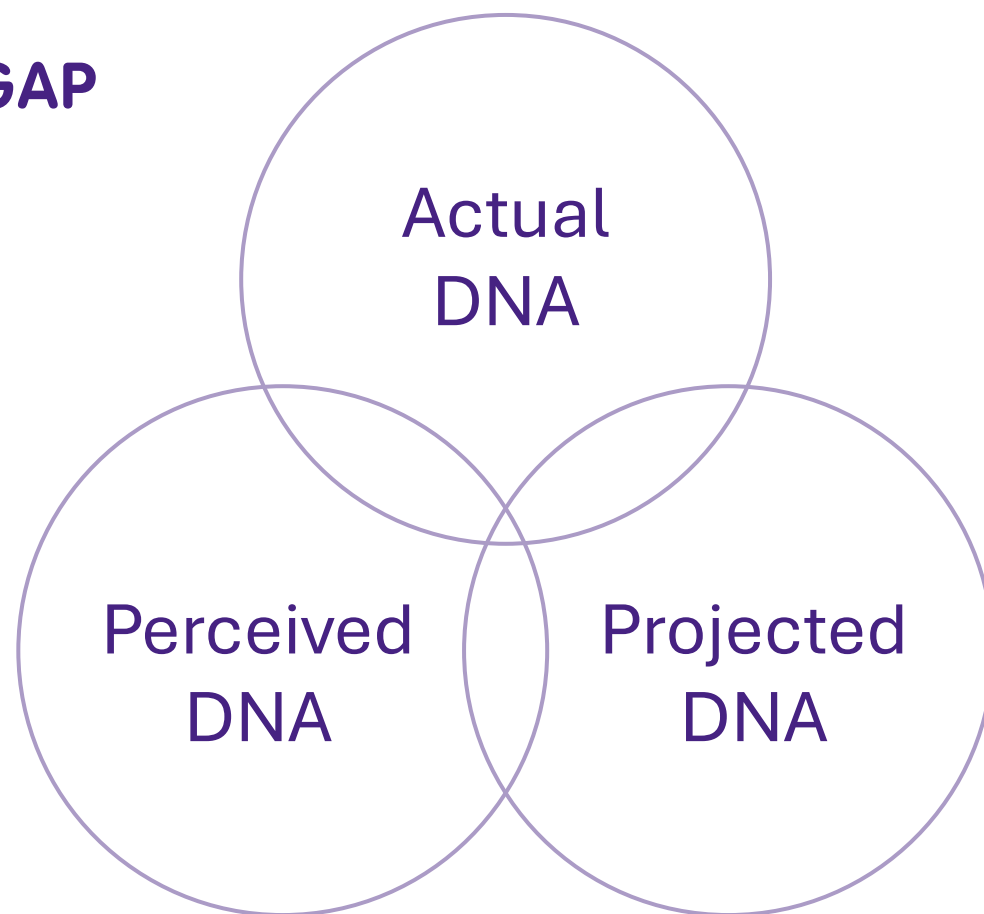
WHY?

THE PERCEPTION GAP



WHY?

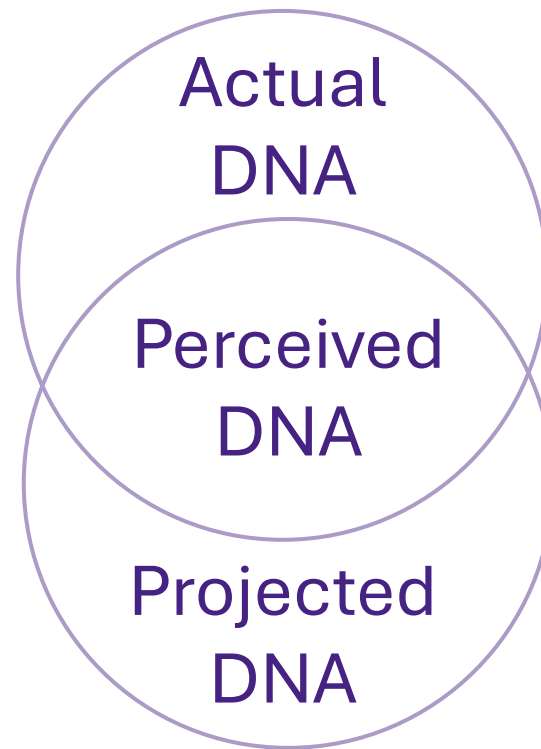
THE PERCEPTION GAP



Original model by Frank Cuypers, Place Generation

WHY?

THE PERCEPTION GAP



Original model by Frank Cuypers, Place Generation

WHO ARE WE?



A BUBBLE?

Small in size, landlocked



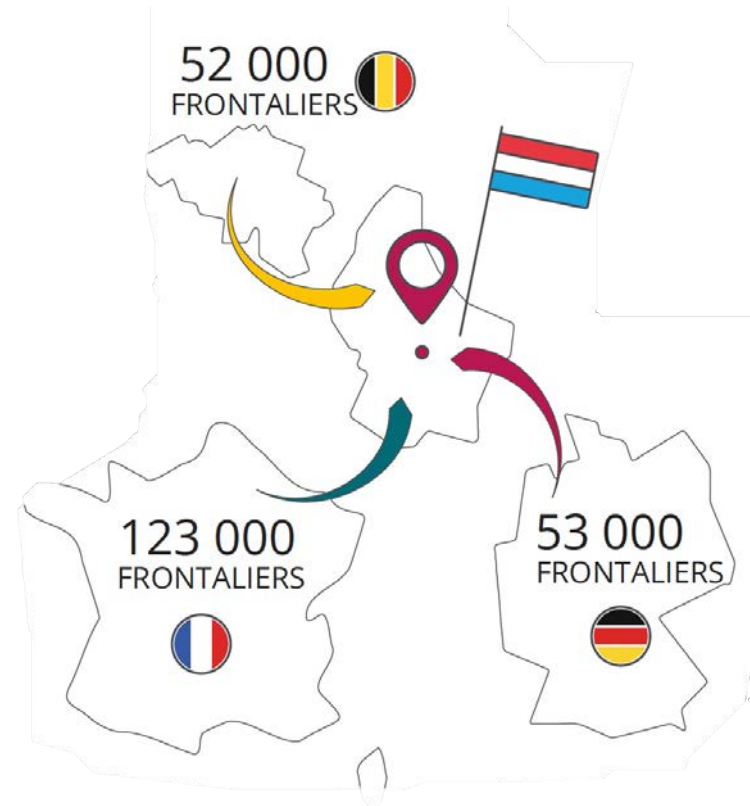
A BUBBLE?

The only remaining
Grand Duchy in the world



A BUBBLE?

+225.000 cross-border commuters
every day



A BUBBLE?

founding member of the EU
one of three EU-capitals



A BUBBLE?

high quality of life



FULL OF LIFE?

168 different nationalities
in Luxembourg City



FULL OF LIFE?

cultural diversity



FULL OF LIFE?

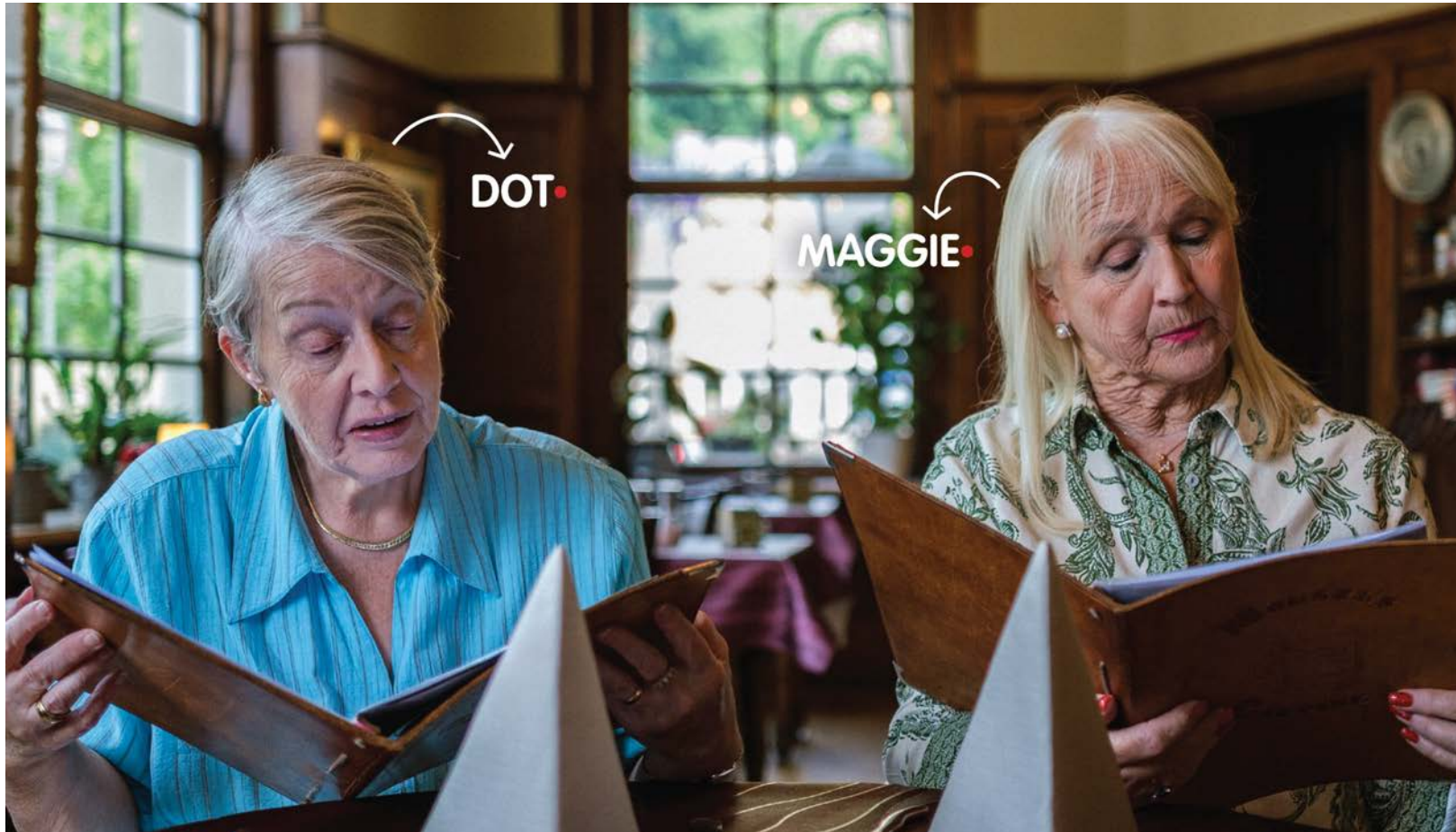
metropolitan offering
in a small-scale setting



**AN
UNCONVENTIONAL
APPROACH?**

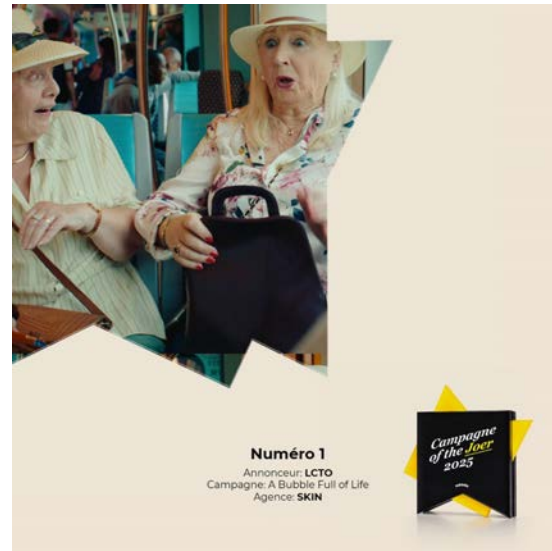


AN UNCONVENTIONAL APPROACH?



HOW IT TURNED OUT

- + 1.5 million organic views on social media
- + 40.000 likes and reactions
- + 11.500 followers
- + 1.000 comments



Tom Quast

Damn, they tricked me into watching the whole ad!

17w Like Reply



Mireille Lacomere-Schild

Fantastic! Can't wait to go back.

24w Like Reply



Diana Slav

Sunch a nice video. This actually makes me take this into consideration for a future trip 🥰

15w Like Reply



Julie Till

Great advert. Never thought about Luxembourg before and now I am intrigued.

15w Like Reply



Wendy Willemsberg

Puts a smile on my face, absolutely fabulous 😊.

24w Like Reply



THE RECIPE?



THE RECIPE?

Observe how the city is lived

People at the center of the story

Showcase relatable, everyday experiences

Moments rather than monuments

Reality as an asset

CONTACT DETAILS

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THANK YOU

