

Luxembourg, 12 October 2021

Luxair and Luxembourg for Tourism launch the “VisitLuxembourg” Simon beer collection

Luxair and Luxembourg for Tourism team up on an unprecedented project with the Simon brewery in order to make Luxembourg better known throughout Europe.

Proud of its Luxembourg roots, Luxair is committed to promoting Luxembourg across Europe. As already done by supporting the HORESCA sector at the beginning of the year, Luxair teams up this time with Luxembourg for Tourism to promote the new "VisitLuxembourg" application.

To attract the attention of travelers, Luxair has chosen an emblematic Luxembourg product combining innovation and tradition: a beer from the Simon brewery, in 33cl cans, distributed on board its flights.

This exclusive collection comes in three different designs, inspired by three of the most beautiful places in Luxembourg: Vianden Castle, Place de la Constitution with Gëlle Fra and Pont Adolphe. Each can distributed on board also presents a description of these sites and invites passengers to discover all the tourist wealth of the country thanks to the new VisitLuxembourg application.

A few words from Sebastian Reddeker, CEO of Luxembourg for Tourism

"This collaboration is part of LFT's many activities to promote Luxembourg abroad, as well as the communication around the application. The VisitLuxembourg app is the ideal companion for a stay in Luxembourg. Our goal is to connect Luxair passengers, from the moment they land, with the destination. Including business travelers, who - due to time constraints - often cannot take advantage of our country's wealth.", Sebastian Reddeker, CEO of Luxembourg for Tourism

A few words from Gilles Feith, CEO of Luxair:

"We are happy to be able, once again, to play our role of Luxembourg's Ambassadors. This is a role that is close to our hearts and, with this original initiative, we want to be able to attract the attention of as many passengers as possible across Europe. Other initiatives in this direction are also being prepared on our side. », Gilles Feith, Luxair CEO

About the Brasserie Simon:

Brewery rooted in Luxembourg since 1824. Brasserie Simon constantly reinvents itself and, today, defines itself as a creative rebel. For 5 generations, it has favored artisanal manufacturing processes and local natural raw materials.