

# STRASBOURG CONVENTION BUREAU: A NEW GENUINE DRIVING FORCE



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BIG NEWS FOR STRASBOURG! JUST LIKE MOST OF ITS FRENCH COLLEAGUES, IT HAS OPENED ITS CONVENTION BUREAU, WHICH STRASBOURG EVENTS IS AN ACTIVE MEMBER OF. ITS MISSION: PROMOTING THE EUROPEAN CAPITAL AS A CONGRESS AND MEETINGS DESTINATION. BRINGING A WEALTH OF EXPERIENCE FROM HER YEARS AT THE TOURISM AND CONVENTION BUREAU IN MULHOUSE, MIREILLE DARTUS, DIRECTOR, TELLS US ABOUT HER JOB, HER STRATEGY... AND WHAT THE FUTURE IS GOING TO BE LIKE FOR STRASBOURG AND ITS REGION.

**HQ:** What exactly motivates you as you embark on this new adventure?

*Mireille Dartus:* Business tourism and the management of convention office are my chosen field. Setting up this office gives me a wonderful opportunity to contribute my experience to the creation of a new organisation. This is also a personal challenge for me as I enjoy development work... not to mention the fact that I am an Alsatian at heart.

**HQ:** In what sort of areas is the Convention Bureau involved?

*Mireille Dartus:* The Strasbourg Convention Bureau - it's its official name - is an association constituted under local law with dedicated resources. Strasbourg is a gateway to Alsace and this organisation will eventually have an influence on a region-wide basis. Its missions include promoting Strasbourg as a business destination and carrying out commercial prospection, with two business development managers assigned to this task. The SCB will offer a one-stop shop and effectively monitor business tourism.

**HQ:** What are your ambitions for Strasbourg?

*Mireille Dartus:* Positioning Strasbourg in a highly competitive market, where rival destinations are extremely dynamic both at a national and European level. But also finding niche segments linked to our competitive strengths, such as the university sector and research, etc., in both the economic and industrial field.

**HQ:** What is your strategy?

*Mireille Dartus:* It is very important that the institutions sign up to the SCB concept. We also need to ensure that we have the members we need among our private partners, ie meeting venues, hotels, DMCs, PCOs, etc. We will then propose an action plan in line with our partners including the Regional Tourism Board, Strasbourg Events, etc., and position the SCB within networks such as Maison de la France, France Congrès, ICCA and in the nearby European markets.

**HQ:** Is there anything specific you're going to do about associations and association congresses?

*Mireille Dartus:* International associations organize congresses of different sizes. SCB is here to guide them to find an adapted response to their needs, according to the number of participants involved. Of course Strasbourg is the right place for any Pan-European congresses, not to mention the varied attractions the region can offer. And let me take this opportunity to invite any association executive with a defined, precise project to a famtrip around our beautiful city.



## CONTACT DETAILS



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