

# CIT

Conference & Incentive Travel

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A 'storyselling' theme helped the automotive brand bring **60 years of the DS** to life at its 2015 National Dealer Conference p22

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## 7 PROACT COMMITMENTS

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## 2 THE PROACT COMMITMENT CONTRACT

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## 3 THE PROACT PRIVATIZATIONS

100% of our spaces dedicated for your meeting.

## 4 THE PROACT "NO STRESS ROOM" (VIP room)

A private space for your serenity and that of your speakers.

## 5 DEDICATE COORDINATOR PROACT

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## 6 THE ONE TOUCH TELEPHON

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## 15 HOTELS IN FRANCE



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FRANCE

# Vive la différence

Two northern cities with a lot in common but enough individuality to offer C&I choice. By *Kim Benjamin*



Deauville



Strasbourg

### HOTELS

The five-star, 253-room Royal Barrière hotel reopened this month (April), following a refurbishment of 102 rooms and upgrades to its 12 meeting spaces, which cater for ten to 180. For a boutique feel, the 42-room Augeval Hotel offers three meeting rooms, the largest hosting up to 100.

The four-star Hôtel Les Haras, which opened in October 2013, is set within the former compounds of Strasbourg's National Stud Farm, and offers 55 rooms with horse-riding inspired décor. Five-star options include the Sofitel Strasbourg Grande Ile, with 150 rooms and 11 meeting spaces.

### VENUES

Villa le Cercle, a mansion house dating back to 1873, with a terrace and private garden facing the sea, caters for up to 370 guests within four open lounges. Groups can host also meetings at Le Cinema Morny, with capacity for 250 theatre-style.

The Strasbourg Convention and Exhibition Centre is being expanded to feature three auditoriums with 500, 1,200 and 1,800 seats, and 25 meeting rooms catering for 20-500. The Musée d'Art Moderne et Contemporain auditorium caters for 135 theatre-style.

### RESTAURANTS

La Flambée in the centre can host 110 in the restaurant, 30 on the terrace and specialises in seafood and grills. L'Essentiel has seating for up to 40 and also has a private room that can be hired for dinners and events, for up to 40 theatre-style.

A L'Ancienne Douane is a listed historical monument, catering for 600 across eleven spaces, offering traditional Alsatian fare. La Maison des Tanneurs, a former tannery dating back to 1572, offers a more intimate setting, catering for 140 across two rooms.

### INCENTIVES

Food is a major theme in the city: groups of up to 15 can brush up their culinary skills by attending a cooking course at La Maison du Chef Normand, while up to 150 delegates can be taken on a guided tour of Distillerie Busnel to learn about the history of Calvados.

Alsaceexpress is a day-long rally in vintage cars, where groups visit major sites and test their knowledge of Alsatian traditions. A smaller version, the Strasbourgexpress, is available for half a day. Groups can also enjoy a range of outdoor activities, including building a raft from scratch and raft-racing.



**Discrete charms**  
(above) Royal Barrière hotel; (right) Sofitel Strasbourg Grande Ile



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