

# TendanceNomad

Meeting, Travel, Mobility Magazine



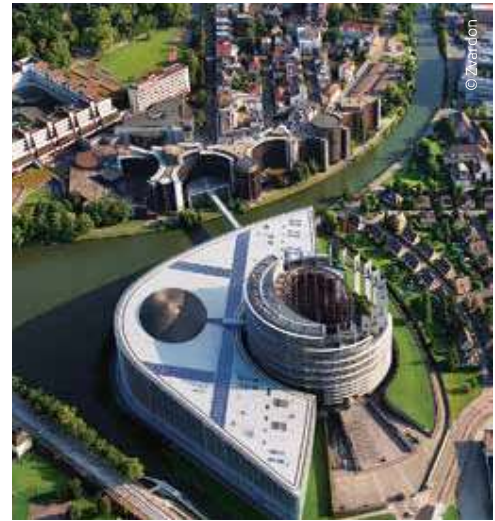
## FRENCH VENUE PLACES MAI 2019





# STRASBOURG

By Martine Léonard



## 5 REASONS TO ORGANIZE YOUR EVENT THERE

► With a 2,000-year history, Strasbourg occupies a privileged position in the heart of Europe. It is the headquarters of several institutions: European Parliament, Council of Europe, European Court of Human Rights. In addition to the university (it has four active Nobel Prize winners), the city is home to competitiveness clusters: health, intelligent mobility, major urban projects, industrial ecology, creative economy and industry of the future.



► The city has many structures for a tailor-made welcome of events. Among them, the recently renovated congress center, which offers three auditoriums (500, 1,200 and 1,800 seats), 23 meeting rooms (25 to 450 seats) all benefiting from daylight, a dining area (1,500 seated guests) and 10,000 m<sup>2</sup> of modular space.

► In Strasbourg, the largest Zenith in France offers more than 7,800 seats in a conventional configuration. It is open to all types of events.



► Strasbourg has a hotel capacity of 9,800 rooms, including 287 in 5\*, 2,750 in 4\* and 4,000 in 3\*. This offer has been expanded by the opening of the Golden Tulip The Garden (120 rooms) and will be strengthened in the near future. In 2020, two Marriott International Group establishments will open in the heart of the new Archipelago business district: an AC by Marriott hotel with 250 rooms (170 rooms and 80 hotel apartments) and an Element by Westin hotel residence. An Aloft Marriott Hotel (123 rooms) is also announced in spring 2020.

► With Colmar and Mulhouse, Strasbourg relies on Meet in Alsace, the brand dedicated to business tourism. This is shared between the region, the Euro-metropolis of Strasbourg, Colmar Agglomération and Mulhouse Alsace Agglomération, with a dedicated contact person for each of the three cities.



› Bordered by a wooden peristyle, the new exhibition center is located a stone's throw from the European institutions and the new international business district, Archipelago.

## The exhibition centre is undergoing a new look

Contiguous with the recently renovated Palais de la Musique et des Congrès, the new Strasbourg Exhibition Centre will open its doors in 2021. Designed by Japanese architect Kengo Kuma, the building, bordered by a wooden peristyle, will have a total area of 58,000 m<sup>2</sup>. It includes 26,000 m<sup>2</sup> of covered exhibition space (Halls 1 to 5), 10,000 m<sup>2</sup> of services, technical premises and reception, 22,000 m<sup>2</sup> of parking (900 covered spaces and 400 outside), to which will be added some 16,000 m<sup>2</sup> of logistics platforms. Four covered exhibition halls should be delivered in spring 2021, the fifth and the silo parking by 2022. During the works, two temporary halls, one 12,550 m<sup>2</sup> and the other 4,800 m<sup>2</sup>, are at the disposal of event organizers. Multifunctional, they can be used as venues for trade fairs, AGMs, conferences or company evenings. Both sites are managed by Strasbourg Événements.

## Mutzig Dome, a modular space

The Mutzig Dome is a contemporary space that hosts concerts, shows, congresses, exhibitions, seminars... Its design is based on an architecture integrating numerous movable partitions and retractable steps allowing to pass from a vast single place to several independent spaces, equipment resulting from the latest home automation and multimedia technologies, a green roof. Outside, the Mutzig Dome has grassed terraces that can accommodate 6,000 to 8,000 people. A stage platform protected by an awning is integrated into the building and extends the 200 m<sup>2</sup> platform to the outside.



› A contemporary space, the Mutzig Dome offers many modular spaces and terraces.





© Musée Würth

› The Würth France Museum opens its doors to MICE events with a room (100 people) and an auditorium.

## The artistic and cultural setting of the Würth Museum

The Würth France Museum offers many facilities for seminars, training sessions, meetings, product launches and shows. Located in a vast five-hectare park, it offers several rooms, including the educational room that can accommodate up to 100 people, and an auditorium, fully equipped with 224 seats and a level space for people with reduced mobility. The cocktail area, 130 m<sup>2</sup> open on the landscaped park, welcomes lunch and dinner breaks.



© Anne Milloux

› In addition to a 150 m<sup>2</sup> terrace, the Le Tigre brewery can accommodate up to 120 people for a dinner.

## Originality at the rendezvous

First of all with the Salon Rouge. Located in the heart of the city, a stone's throw from Place Broglie, it has a capacity of 60 to 120 people and a wide range of state-of-the-art technical equipment. It has two rooms and a catering capacity for 110 people. On the other hand, the Le Tigre brewery in which Kronenbourg relaunched the production of Tigre bock beer last November. In addition to beer, the establishment, which can accommodate up to 120 people for dinner, capitalizes on the menu of the starred chef Thierry Schwarz. The brewery also has a 150 m<sup>2</sup> terrace, in the Bavarian beer style, and several cellars. Finally, the Batorama lounge cruises organize seminars, meetings and dinners on an event boat along the Ill, Rhine or canals leading to the Marne and Rhône rivers.

## Team building à gogo!

Cuisine Aptitude offers Team Cooking. An activity (from 5 to 150 people) during which each team must create a new recipe based on the ingredients of a packed basket. For its part, once upon a time, the city organized themed rallies all year round. They are available in several languages and can be accompanied by a tasting. Finally, Tram Découverte offers a turnkey package with a private tramway welcoming 80 to 100 people: a modular route in Strasbourg, with an unusual discovery of the city's heritage, catering on board, wine tasting in the historic cellar of the Hospices de Strasbourg...



© Alban Hefli

› Tram Découverte allows you to discover the city in an original way.

# EXPERT WORDS



©DR

Mireille DARTUS  
Director of the Strasbourg Convention Bureau

## What are Strasbourg's assets for MICE?

**Mireille Dartus:** Strasbourg is an international city known for its gastronomy (six restaurants awarded Michelin stars), its vineyards (seven grape varieties known throughout the world), its museums, some of which are open to corporate events, and its Gothic cathedral. The city also obtained the label "Ville d'art et d'histoire" in 2013. But, above all, a district has been listed as a World Heritage Site by UNESCO. The original property, inscribed in 1988, consists of the Grande-Île, the historic center of the city of Strasbourg, structured around the cathedral. The extension concerns the Neustadt, a new city based on both the Haussmann model and Germanic architecture.

## How would you assess the tenth anniversary of Strasbourg Convention Bureau?

**Mireille Dartus:** Created at the end of 2008, Strasbourg Convention Bureau aims to promote and promote Strasbourg as a business tourism city. For us, it is a question of accompanying project leaders who wish to organize meetings, large or small. We bring expertise of the territory, knowledge of the field, new products, projects/future achievements. A gracious and impartial service for which we mobilize all synergies. In ten years, we have contributed to the realization of 3,500 projects and 600,000 professional days. This represents 120 million euros in economic benefits.

## What are your objectives?

**Mireille Dartus:** We want to build on the latest developments in terms of equipment, hotel capacity and access, for example the line to Munich. In addition, for the past three years, we have been conducting prospecting activities on North American customers. Projects have already been implemented.



© Racing Club de Strasbourg

› Dedicated to football and other sporting events, the Meinau stadium also hosts MICE events.

## How about the Meinau stadium?

The Meinau stadium (27,000 seats), a mythical Strasbourg heritage site, is a historical symbol of French football as it has been home to the Racing Club of Strasbourg Alsace since 1914. Mainly used for club matches, it also hosts other sporting, cultural and professional events. Many reception areas were completely renovated in 2016 and can be used to organise all kinds of company events: seminars, conventions, meetings, incentives, etc.



© Jérôme Dorville - Strasbourg Eurometropole

## PRACTICAL INFORMATION

### HOW TO GET THERE?

At the crossroads of the LGV Rhine-Rhone and LGV Est "L'Européenne" high-speed lines, Strasbourg is 1h49 from Paris, 1h51 from Paris-CDG airport, 1h57 from Marne-la-Vallée TGV, 2h34 from Massy TGV and 3h50 from Lyon. The Alsatian city also relies on its airport located 9 minutes by train from the city center, in addition to EuroAirport Basel-Mulhouse-Freiburg (1h30) and four other airports less than 2h30 away, Frankfurt, Stuttgart, Munich and Baden-Baden.

### WHERE TO GET MORE INFORMATION?

[www.mystrasbourg.com](http://www.mystrasbourg.com)  
[www.strasbourg-events.com/fr](http://www.strasbourg-events.com/fr)