



## Destinations

### > EASTERN FRANCE Tourism picks up speed thanks to the TGV Est rail link

Last year's launch of the TGV (high-speed rail) link between Paris and Strasbourg has made Eastern France even more attractive. Initial figures show that the line is carrying 66% more travellers, while hotel bookings in the Alsace and Lorraine region are nearly 10% higher than they were.



### CONFERENCE CENTRES

- **Conference centre at Temple Saint-Georges in Montbéliard:** 1 plenary room seating 100, 2 foyers (60 and 90 m<sup>2</sup>), 1 terrace of 100 m<sup>2</sup>.
- **Palais des Congrès de Dijon:** 600-seat auditorium; 12 rooms; 5 exhibition halls.



- **Palais des Congrès de Besançon:** 700-seat auditorium; 8 rooms; exhibition spaces and theatre.
- **Palais des Congrès de Reims:** 750-seat auditorium; around ten rooms and exhibition spaces.
- **Palais des Congrès de Beaune:** 343-seat auditorium, 6 rooms, exhibition hall.
- **Palais des Congrès de Metz:** 600-seat auditorium and 6 rooms.

- **Palais des Congrès de Nancy:** 4 auditoriums including one seating 770; 8 rooms; 3 exhibition halls.
- **Palais des Congrès de Strasbourg:** 16 auditoriums and halls including one seating 2,000; 15 rooms; several exhibition spaces.
- **Palais des Congrès de Vittel:** 1,000-seat auditorium, 11 rooms.

### RECEPTION FACILITIES

- **The Château de Chavanes** in Montigny-les-Arsures in the Jura: this wine estate in the heart of the Arbois vineyards, offers a barn (350 people), a plenary room (160 to 250 people), 2 rooms of 50 m<sup>2</sup> and 3 interconnecting cellars (sit-down dinner for 130).
- **Les Jardins de Sophie**, at Xonrupt-Longemer, is



now the fourth four-star hotel in the Vosges region. It offers 40 rooms, seminar room, and a wide range of leisure facilities.

- **Les Hospices de Beaune:** magnificent 15<sup>th</sup>-century building offering several rooms including a reception room for 100 people.
- **Le Millesium** in Epemay: the Champagne hall accommodates 7,300 guests, with a mezzanine for up to 1,000. 3 other halls for 200 to 2,000 people.
- **Juraparc**, at Montmorot. Indoor space of more than 5,000 m<sup>2</sup> which can be converted into units of 200, 750, 850 and 3,300 m<sup>2</sup>. 3,000 meals can be served on the ground floor, plus 750 on the 950 m<sup>2</sup> mezzanine.
- **Veuve Clicquot** in Reims has a cellar available for sit-down receptions for 50 to 150 people.

### BESANÇON - DIJON - BEAUNE - METZ - NANCY - REIMS - STRASBOURG - VITTEL

#### HOW TO GET THERE

**By air:** Strasbourg-Entzheim international airport; Metz-Nancy-Lorraine airport located between Metz and Nancy, which has this year launched flights to Italy; Euroairport Basel-Mulhouse-Freiburg which started flying to destinations like Amsterdam, Lisbon, Prague and Istanbul Sabiha in summer 2006; Reims airport, however, closed down on 1 July 2006.

**By rail:** with the new TGV East, Paris to Stuttgart takes 3 hours 40 minutes (instead of 6 hours), and Paris to Luxembourg 2 hours 5 minutes (instead of 3 hours 35 minutes).

**By road:** A4, A34, A31 and A32 motorways connecting Strasbourg to Paris, Amsterdam, Brussels, Luxembourg and Bonn via Metz and Saarbrücken. Motorways A4, A26 and A34 for Reims. A38 and A6 motorways from Paris and Lyon for Dijon.

#### WHERE TO STAY

**Besançon:** 32 hotels, 1,500 rooms, including 250 three-star - **Dijon:** 42 hotels, 2,050 rooms - **Metz:** 35 hotels, including 9 three- and four-star, 2,254 rooms - **Nancy:** 53 hotels, including 9 three-star and 2 four-star, 2,842 rooms - **Reims:** 53 hotels, 2,600 rooms, including 1,005 three- and four-star - **Strasbourg:** 110 hotels, 5,927 rooms - **Vittel:** 10 hotels, including 2 three-star, 850 rooms

#### CONTACT INFORMATION

[www.tourisme-champagne-ardenne.com](http://www.tourisme-champagne-ardenne.com) - [www.crt-lorraine.fr](http://www.crt-lorraine.fr) - [www.tourisme-alsace.com](http://www.tourisme-alsace.com) - [www.franche-comte.org](http://www.franche-comte.org) - [www.crt-bourgogne.fr](http://www.crt-bourgogne.fr) - [www.reims-evenements.fr](http://www.reims-evenements.fr) - [www.mystrasbourg.com](http://www.mystrasbourg.com)

**DMCs:** Avant Scène Production (Reims); Champagne Connection (Reims); Te'rifik (Metz); TV Concept Events (near Metz); C'est Entendu (Strasbourg); Alsace Pauli (Strasbourg); Passe Muraille (Strasbourg); Temps Fort (Muldoheim near Strasbourg); Tours et Détours (Gevrey Chambertin); Vem Event Network (Dijon); Est Voyages Accor Travel (Besançon).





● **Moët & Chandon** in Reims can host drinks/buffet receptions in their cellar for up to 200 people.

● **Salle Arsenal**, Metz: 4<sup>th</sup>-century Roman basilica with main hall accommodating 850 people.

● **L'Orée du Bois**, Vittef: venue with 6 rooms for up to 150 people overlooking the race course and just a few minutes from the Spa.

● **Casino de Pougues-les-Eaux** near Nevers: a new venue owned by Groupe Tranchant featuring a planetarium plus a room for up to 600 guests, an 80-cover restaurant, etc.

### LEISURE ACTIVITIES

● **Bioscope**: this leisure and discovery park dedicated to humans and their habitat and created by the Grévin & Cie Group opened in June 2006 near Mulhouse in Alsace. It aims to raise visitors'

awareness of environmental issues and motivate them to act responsibly to protect nature.

● **Cité de l'Automobile in Mulhouse**: in addition to 10,000m<sup>2</sup> of exhibition space, the former National Automobile Museum offers clients the chance

to change a Formula 1 wheel or to dine next to a Bugatti Royale.

● **In the footsteps of time in Besançon**: a new incentive idea in which participants go on an urban adventure. Instruction booklet and notepad in hand, they roam around Besançon finding clues and solving riddles related to the city.

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● **The fortified castle of Sedan** in the Ardennes reveals its history through a treasure hunt. Rounded off with a nocturnal visit by torchlight.

● **The Peugeot Museum** in Sochaux (25). A fully equipped 400m<sup>2</sup> room with banqueting, plus a 340 m<sup>2</sup> conference room.

● **Visit cheese maturing cellars** in Comté-Saint-Antoine in the Doubs and discover the secrets of France's number one cheese.

### DON'T MISS

● In December, there are **Christmas markets** all over Lorraine and Alsace, each as enchanting as the next. St Nicholas Day on 6 December is a very important celebration in this region.

● In Metz, the **Fêtes de la Mirabelle** (Mirabelle plum festival) at the end of August, while a "must" in September is the **Montgolfiades**, the hot air balloon display that attracts 10,000 spectators!

● **The carnival** tradition is deeply rooted in Mulhouse, which was famed for its vibrant carnival celebrations in the inter-war period. The Carnival draws on important events and issues of local and national import and attracts participants and revellers from all over Europe every year to enjoy its shows, parades and events ... From 19 to 21 February 2010.

● The traditional October **Fête des Vendanges** (grape harvest festival) in the Massif Saint-Thierry in the Champagne region near Reims. A major event revolving around the grape harvest with traditional grape pressing and wine-making, barrel-making demonstrations and folk groups.

● **Les Fêtes Johanniques and Les Sacres du Folklore** in Reims in June. The first festival honours Joan of Arc and the second commemorates the coronation of Charles VII in Reims Cathedral

on 17 July 1429. A huge procession of over 2,000 people dressed in medieval costumes parades through the city to the cathedral.

● The 22<sup>nd</sup> session of **Epinal's Fête des Images** (festival of images) takes place in April 2010. Around 100 volunteers will offer young visitors a variety of creative workshops connected with the expertise of Epinal's famous print house (the *Imagerie d'Epinal*), while artisans and contemporary artists will be on hand to explain the specialist techniques involved and present their latest creations.

● **The Sedan Festival Médiéval** (Medieval Festival) (08). The Sedan tourist office launched this festival – which takes place around the town's fortress – in 1996, in order to raise the profile of the town and its historic landmark. The programme includes a medieval market, horsemanship contests, medieval jousting and street shows. Third weekend of May.

● **The Mondial de la Bière**: the famous beer festival takes place in France for the first time – in Strasbourg's Parc des Expositions (exhibition centre), from 15 to 17 October 2009. A full programme of events and tastings exploring the world of beer.

### What's new for 2009

#### Gérardmer

● The **Grand Hôtel de Gérardmer** (88) has completed its €3 million refurbishment scheme which includes a new spa and business centre and the renovation of its 72 rooms.

#### Metz

● The three-star **Hôtel Le Royal** has joined the All Seasons hotel chain. Located very close to the station, it will soon offer a total of 109 rooms.

● The town's Amphithéâtre district will soon house the **Centre Pompidou arts centre and the new Cité des Congrès** (convention centre, around 2010) incorporating a 1,200 seat auditorium and a dedicated hotel. A series of introductory events entitled "Constellation" – including an exhibition, talks and concerts – will take place on the site through to October 2009.

#### Montbéliard

● In 2009 the town opened **L'Axone**, a 6,000-seat venue for sporting and cultural events (representing an investment of €30 million).

● Built on the site of the former Japy yarn factory in a verdant setting on the banks of the river Doubs, **La Filature** is a new event venue at Audincourt in the Montbéliard area (25) with a capacity for up to 2,580 people.

#### Mulhouse

● A new **Holiday Inn** opened in Mulhouse in August 2008. It offers 80 rooms, a sauna, 300 m<sup>2</sup> of modular meeting rooms and a summer terrace which can host drinks receptions for 200 guests.

#### Nancy

● The new **Palais des Congrès** (convention centre) will take the form of an extension to the Centre de Tri du Courrier de Nancy (Nancy mail sorting office), which has been converted from its previous use and integrated into the convention complex, preserving an iconic work of 20<sup>th</sup>-century architecture. Costing an estimated €50 million, the convention centre will have a total surface area of around 22,000m<sup>2</sup> and parking for 850 vehicles. The opening is scheduled for 2011.

#### Reims

● The new **Stade Auguste Delaune** opened in the autumn of 2008, offering a new capacity of 22,000 seats (the old stadium had just 9,000).

● A three-star **Suitehotel** with 80 rooms opened in January 2009. The hotel is located in the Clairmarais district, close to Reims station.

● From autumn 2009, the **Cité de l'Habitat** home improvement centre will have an exhibition hall dedicated to shows and events.

#### Strasbourg

● **Château de la Couronne d'Or** (Scharrachbergheim) has been converted into a four-star hotel, which opened in late spring 2009. It is 22 km from Strasbourg and has 48 rooms and 3 seminar rooms (offering a total of 178 m<sup>2</sup>).

● The **Holiday Inn** in the town of **Illkirch** near Strasbourg has completed an extension adding 71 rooms and a modular hall of 450 m<sup>2</sup> which includes a stage plus all the related technical facilities. As a result the hotel offers 139 rooms in all, plus 4 seminar rooms and a new fitness centre (2,200 m<sup>2</sup>).

#### Troyes

● The town's **Parc des Expositions** (exhibition centre), managed by GL Events, has undergone a comprehensive €12 million renovation. In early 2009 the centre opened a new multi-purpose hall which can accommodate events for up to 6,500 people.

#### Vittel

● The new three-star **Hôtel Mercure** (30 rooms) and Casino (which moved from its former location to a new 700-m<sup>2</sup> space in February) opened a few metres from the Palais des Congrès (convention centre) in spring 2009.