

meet in alsace

STRASBOURG | COLMAR | MULHOUSE



BUSINESS EVENTS: SET A COURSE FOR ALSACE

ALSACE *events* LOVERS

CONFERENCES - SEMINARS - INCENTIVES

Alsace, ready to take on your every challenge

Located in the centre of one of Europe's most dynamic regions, Alsace is a destination with a unique character, celebrating its rich traditions with a modern flair. At a European crossroads connecting France, Switzerland, and Germany, Alsace is resolutely international and vibrant, attracting both tourists and investors. The ideal destination for your next professional event, Alsace is equipped to handle all your needs!

Activities for everyone

Alsace delivers tailored ideas for events of all kinds: incentives, team building, activities, gourmet tours, cooking classes, hiking, snowshoeing, aerial tours, lunches in a yurt, fabulous Christmas markets, GPS treasure hunts, boat tours, mountain biking, and more. Alsace is full of surprises.

Exceptional architectural heritage and museums

Alsace's heritage elevates professional events, with prestigious venues available for private use including the National Automobile Museum - Schlumpf Collection, Cité du Train, Ecomusée d'Alsace, Dominicans of Haute-Alsace, National University Library of Strasbourg, University Palace - Aula, Unterlinden Museum, Saint-Guillaume Church, Koïfhus, Catherinettes, and the Royal Palace in Kirrwiller. These venues combine cultural discovery with outstanding event services.

Internationally renowned gastronomy and wine heritage

Known for its culinary creativity, Alsace generously shares its unique and incomparable flavours. The region boasts 39 Michelin-starred restaurants and its winemakers warmly welcome enthusiasts on the Alsace Wine Route, one of the most beautiful in France.



**Meet in Alsace,
Your business tourism destination**





meet in Strasbourg



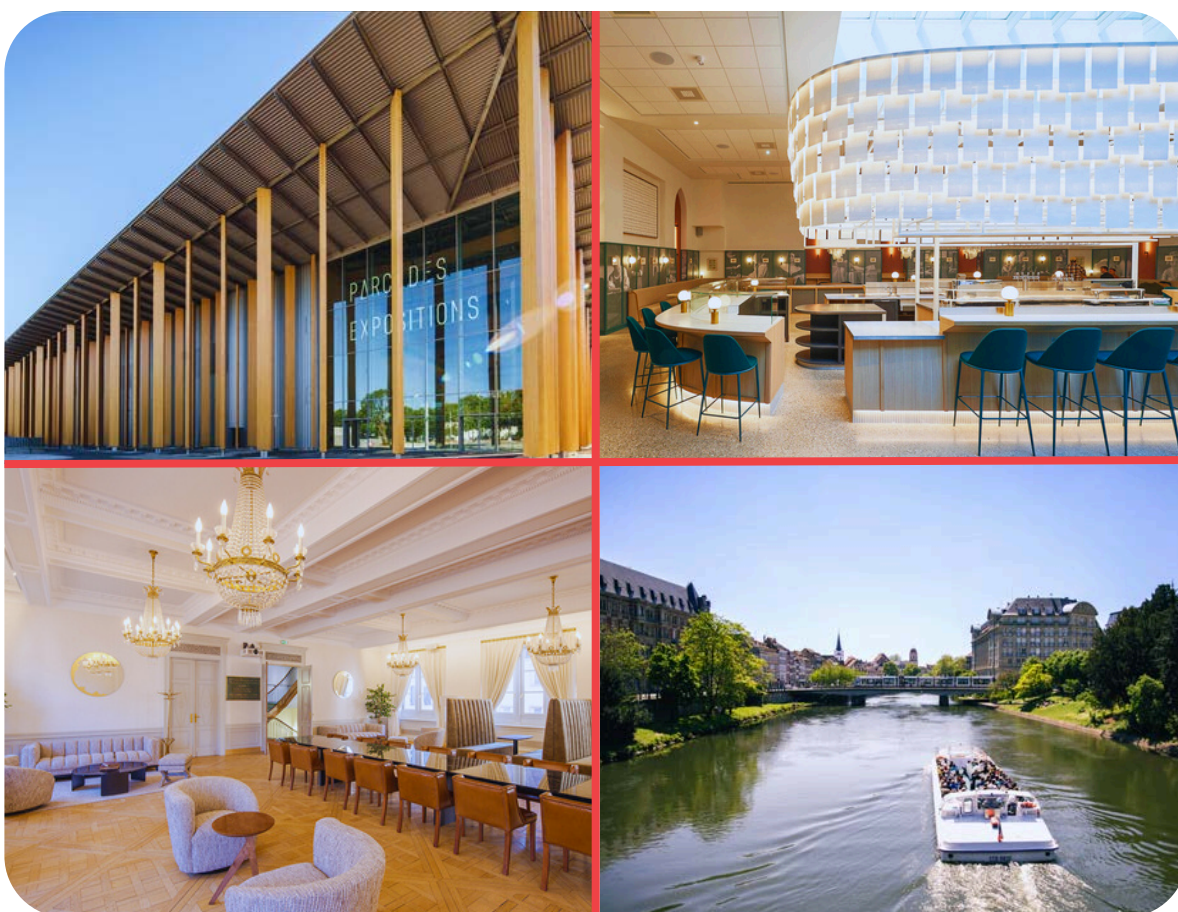
**Meet in Alsace,
Strasbourg, your seminar destination**

Strasbourg has everything for a convention city. The European capital and a UNESCO World Heritage site, it's home to numerous institutions and boasts a vibrant cultural scene. The university has over 54,000 students and five active Nobel laureates. Strasbourg Convention Bureau is your preferred contact, gladly providing impartial assistance for your event needs, with tailor-made solutions for your project through an extensive network of partners. From finding suitable venues and vendors to conducting site visits, Strasbourg Convention Bureau offers personalised guidance. Experience a naturally surprising city!

meet in Strasbourg

Offers & facilities:

- **Hotel capacity:** 10,700 rooms in both international hotel chains and charming boutique hotels, including several high-capacity hotels with up to 245 rooms.
- **Palais de la Musique et des Congrès:** 50,000 m² of exhibition space, three auditoriums with seating capacities of 1,900, 1,200 and 500, as well as 20 meeting rooms, a dining area for up to 1,800 seated guests, and 10,000 m² of multifunction spaces including a 3,000 m² exhibition hall.
- **Parc des Expositions:** over 30,000 m² with five modular spaces, 7,000 m² of outdoor exhibition areas, and a 17-m high nave open to the outside.
- **Zénith Europe:** the largest in France with a capacity of 12,000 for concerts and 7,800 for conferences.



STRASBOURG
CONVENTION BUREAU
myStrasbourg.com
www.mystrasbourg.com

LEADING CONFERENCE CITY
IN THE GRAND EST REGION

10 700
ROOMS

70 000 M²
OF EVENTS COMPLEX

600 KM
OF CYCLE PATHS

COMMITTED CITY
GDS-MOVEMENT

4 COMPETITIVE CLUSTERS





meet in Colmar

 **Meet in Alsace,
Colmar, must-see locations**

As the capital of Alsace wine, Bartholdi's hometown, and a hub for art de vivre, Colmar blends the charm of a mid-sized city with its exceptionally rich heritage. A part of the trinational Upper Rhine network, the greater Colmar area has stood out as a top destination for business tourism for many years. The Colmar Convention Bureau provides local expertise alongside a wide range of activities and services to elevate your event and ensure its success. Combine work and discovery in an enchanting setting.

meet in Colmar

Offers & facilities:

- **Hotel capacity:** Colmar and its region feature diverse hotel offerings, from charming boutique hotels to international and luxury brands, totalling 2,293 rooms rated 1 to 5 stars
- **Exhibition and Congress Centre:** a total area of nearly 45,000 m², including 16,500 m² of covered spaces, and an auditorium seating 300 to 1,300 people
- **Espace Auguste:** a 300-seat amphitheatre, a 140-seat auditorium, 14 meeting rooms, and reception areas
- **Colmar boasts an array of prestigious event venues in historic buildings:** the Koifhus (700 m²), the Catherinettes (800 m²), and the Unterlinden Museum with its Piscine hall (438 m²), medieval cloister, and garden (500 m²)



1 CONVENTION CENTER

IN THE HEART OF THE CITY WITH FREE PARKING

43 500 M²
OF EXHIBITION SPACE

+ THAN 20 HOTELS
WITH MEETING ROOMS

2 5-STAR HOTELS

AND 3 MICHELIN-STARRED RESTAURANTS





meet in Mulhouse



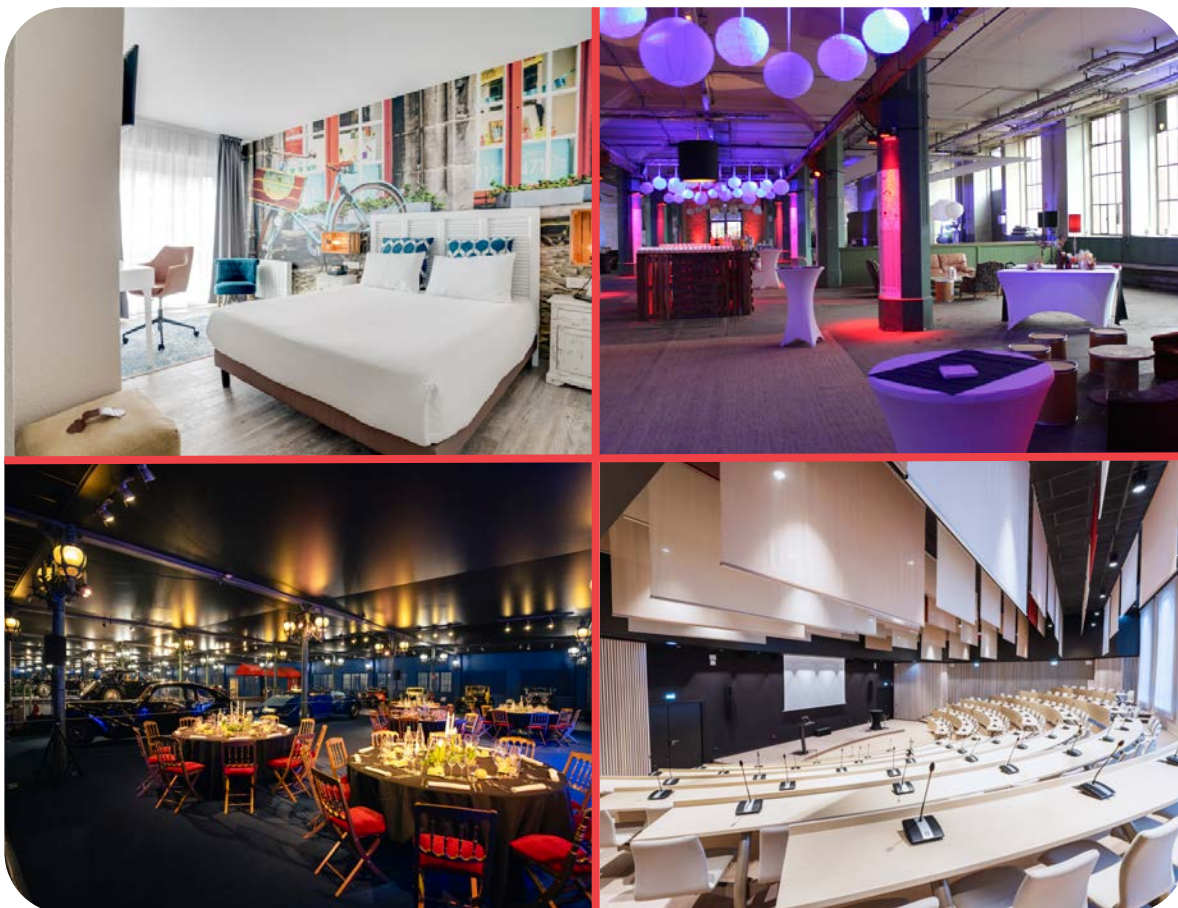
**Meet in Alsace,
Mulhouse, Your congress destination**

A Town of Art and History with exceptional sites, Mulhouse and its region continuously embrace creativity, transforming unique spaces and revitalising industrial heritage into innovative and artistic venues. The gateway to Southern Alsace, Mulhouse boasts the largest cluster of technical museums in Europe. There's a different side of Alsace to discover in Mulhouse: more unconventional and eclectic, where styles and architectures blend seamlessly. The Bureau des Congrès of Mulhouse and its region is available to support your needs for any event.

meet in Mulhouse

Offers & facilities:

- **Hotel capacity:** 3,600 rooms in over 50 hotels, including international and boutique options, with nearly 40% in 3- and 4-star categories.
- **Parc des Expositions:** 13,000 m² of exhibition halls, including a 3,000 m² expansion in 2024, a congress area with three modular rooms totalling 770 m², and an additional 560 m² space.
- **Kinépolis:** 14 rooms seating 200 to 700 people, with spaces for lunches, cocktails, and dinners.
- **Salons de la SIM:** Rooms for up to 200 guests in a 19th-century historic building, including a 180-seat semicircular hall
- **Unique meeting spaces:** such as the seminar room at the Zoological and Botanical Park or iconic venues like MOTOCO, a former industrial site.
- **Congrès ticket:** a special public transport offer for conference participants



**AGENCE D'ATTRACTIVITÉ
MULHOUSE SUD ALSACE**

www.congres-mulhouse.com

100 INTERNATIONAL DESTINATIONS
VIA THE AIRPORT

10 000 M²
OF EXHIBITION SPACE

3 STARS
IN THE GREEN GUIDE

5 COMPETITIVE CLUSTERS



Hospitality Charter

Meet in Alsace, a brand dedicated to business tourism, brings together the three convention bureaus of Strasbourg, Colmar and Mulhouse, alongside the Alsace Metropolitan Area, and is supported by Alsace Destination Tourisme - the tourism development agency of the European Collectivity of Alsace. This partnership is united by a shared goal: ensuring the success of your event in Alsace, a prime MICE destination in Europe.

The mission of Meet in Alsace

To convince you to choose Alsace: the perfect destination for your next business tourism event! The cities of Strasbourg, Colmar, and Mulhouse each have a Convention Bureau available to put you in contact with all the service providers of their regions. Whether for meetings, seminars, or training courses, Alsace offers countless options in both iconic sites and intimate venues, both in and outside the cities. Meet in Alsace supports you in planning your event, providing personalised advice and services tailored to meet your needs. The Convention Bureaus promote and arrange venues and services, both within their cities and all throughout Alsace, with one clear objective: to meet all your needs.



Hospitality Charter

The commitments of Meet in Alsace

1. A dedicated team at your side

- Personalised support for your project

2. Support in planning your event

- Elevating the hospitality for your participants
- Personalised welcome services
- A tailor-made programme
- Preparing your experience together

3. Ease of access tailored to your attendees

- Planning transportation during your stay
- Meeting your mobility needs with Alsace's extensive transport network

4. Effective Communication

- Boosting the visibility of your event

5. An eco-responsible approach to meet your sustainability goals

- Reducing the environmental impact of your event
- Measuring and managing your event's carbon footprint
- Encouraging responsible sourcing with certified and committed partners
- Promoting sustainable transportation options

Your success with Meet in Alsace

Through these key commitments, the whole of Alsace is ready to provide you with an unforgettable experience, reflecting the professionalism and exceptional service that define our destination.



Access

Strasbourg

- **Strasbourg International Airport**

9 minutes by train (service every 15 minutes) or a 15-minute drive from the city centre.

- **TGV trains (LGV Est and LGV Rhin-Rhône)**

Paris-Strasbourg in 1h 45min, Lyon-Strasbourg in 3h 50min

Colmar

- **Strasbourg International Airport**

50 minutes by car from Colmar city centre

- **EuroAirport Basel-Mulhouse-Freiburg**

50 Minuten mit dem Auto vom Stadtzentrum von Colmar.

- **Colmar-Houssen Business Airport**

- **TGV trains (LGV Est and LGV Rhin-Rhône)**

Paris-Colmar in 2h 20min via direct TGV, Lyon-Colmar in 3h 18min

Mulhouse

- **EuroAirport Basel-Mulhouse-Freiburg**

20 minutes by car from Mulhouse city centre

- **TGV trains (LGV Est and LGV Rhin-Rhône)**

Paris-Mulhouse in 2h 40min, Lyon-Mulhouse in 2h 50min

- **At the crossroads of the A35 and A36 motorways**

Just outside Alsace

- **Frankfurt am Main Airport**

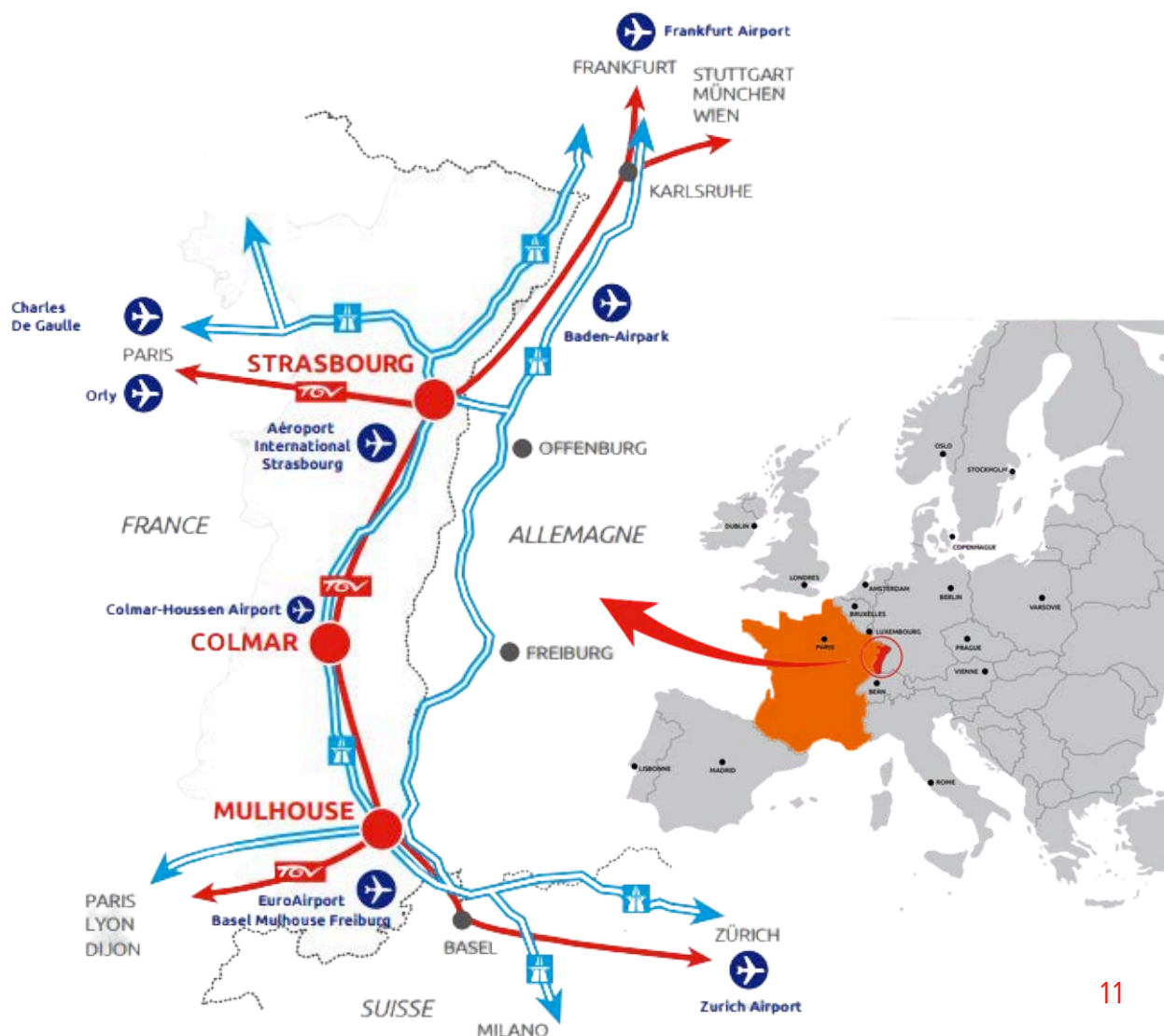
2h 30min by car from Strasbourg

- **Zurich International Airport**

1h 40min by car from Mulhouse

- **Paris Roissy Charles de Gaulle Airport**

2h from Strasbourg by TGV



Contacts

Strasbourg

Strasbourg Convention Bureau

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Colmar

Colmar Convention Bureau

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Mulhouse

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