

# PRESENTATION OF STRASBOURG

**STRASBOURG**  
**CONVENTION BUREAU**  
[myStrasbourg.com](http://myStrasbourg.com)

# GEOGRAPHICAL SITUATION



**ALSACE ELECTED  
MOST WELCOMING  
REGION IN  
FRANCE  
IN 2021 & 2022**

**ON THE OCCASION  
OF “THE  
TRAVELLER REVIEW  
AWARDS” ORGANIZED  
BY BOOKING**



**Booking.com**

Ranking



**6TH CITY FOR  
INTERNATIONAL  
CONGRESSES IN FRANCE  
(EXCLUDING PARIS)**



# A CITY WITH A REPUTATION

- 1st entry in the ranking of the most beautiful Christmas markets in the world (Lonely Planet)
- 3rd in the ranking of quality of life in France
- 3rd in the ranking of the least stressful cities in France
- 6th most popular destination for international tourists
- Best connected city in France (mobile connection)



# STRASBOURG. HIGHLY ATTRACTIVE

## ■ Population

- Strasbourg: 290 000 inhabitants
- 8th largest city in France
- Eurometropole of Strasbourg:  
500 000 inhabitants
- Alsace: 1 879 000 inhabitants



# TGV ACCESS - HIGH SPEED TRAINS

**1:45** from Paris

**1:49** from Charles de Gaulle TGV

## LESS THAN 2 HOURS AWAY:

- Metz in **0:49**
- Stuttgart in **1:19**
- Luxembourg in **1:33**
- Frankfurt in **1:49**
- Marne-la-Vallée - Chessy in **1:50**
- Dijon in **1:59**



# TGV ACCESS – HIGH SPEED TRAINS

## LESS THAN 4 HOURS AWAY:

- Massy TGV in 2:23
- Lille in 2:46
- Lyon in 3:32
- Brussels in 3:32
- Munich in 3:51

## LESS THAN 6 HOURS AWAY:

- Rennes in 4:04
- Nantes in 4:54
- Marseille in 5:40
- Bordeaux in 5:09
- Montpellier in 5:53





# ACCESSIBILITY BY AIR

Strasbourg airport: 1 300 000 passengers/year

Connected to the biggest European hubs:

- Amsterdam :  base to 150 destinations
- Madrid :  base to 70 destinations worldwide
- Istanbul :  base with over 300 direct flights
- Lyon :  base to 43 destinations

## Other direct connections from Strasbourg:

Domestic Flights : Ajaccio, Bastia, Biarritz, Bordeaux, Figari, Marseille, Montpellier, Nantes, Nice and Toulouse.

International : Agadir, Algiers, Athens, Barcelona, Berlin, Casablanca, Constantine, Corfu, Djerba, Faro, Fez, Gran Canaria, Lanzarote, London, Majorca, Nador, Olbia, Oran, Oujda, Palermo, Palma, Porto, Rome, Split and Tunis.

*The airport is served up to 5 times an hour by a shuttle train, which Strasbourg station in 8 minutes! (€3.00 one way).*



# ACCESSIBILITY BY AIR

- Airports less than 2 hours from Strasbourg:
  - Karlsruhe/Baden-Baden: 45 min
    -  base to 27 destinations
  - EuroAirport Bâle-Mulhouse-Fribourg: 1:30
    - 9 million passengers in 2019
    -  base to 62 destinations in 19 countries
  - Stuttgart: 1:40 by road
  -  base to 90 destinations



# ACCESSIBILITY BY AIR

- Multimodal connections with hubs:

- Frankfurt

- Lufthansa Express Bus**

- 6 shuttles / day in 2h30

- Paris Charles de Gaulle and Orly

- Train + Air by 25 airlines

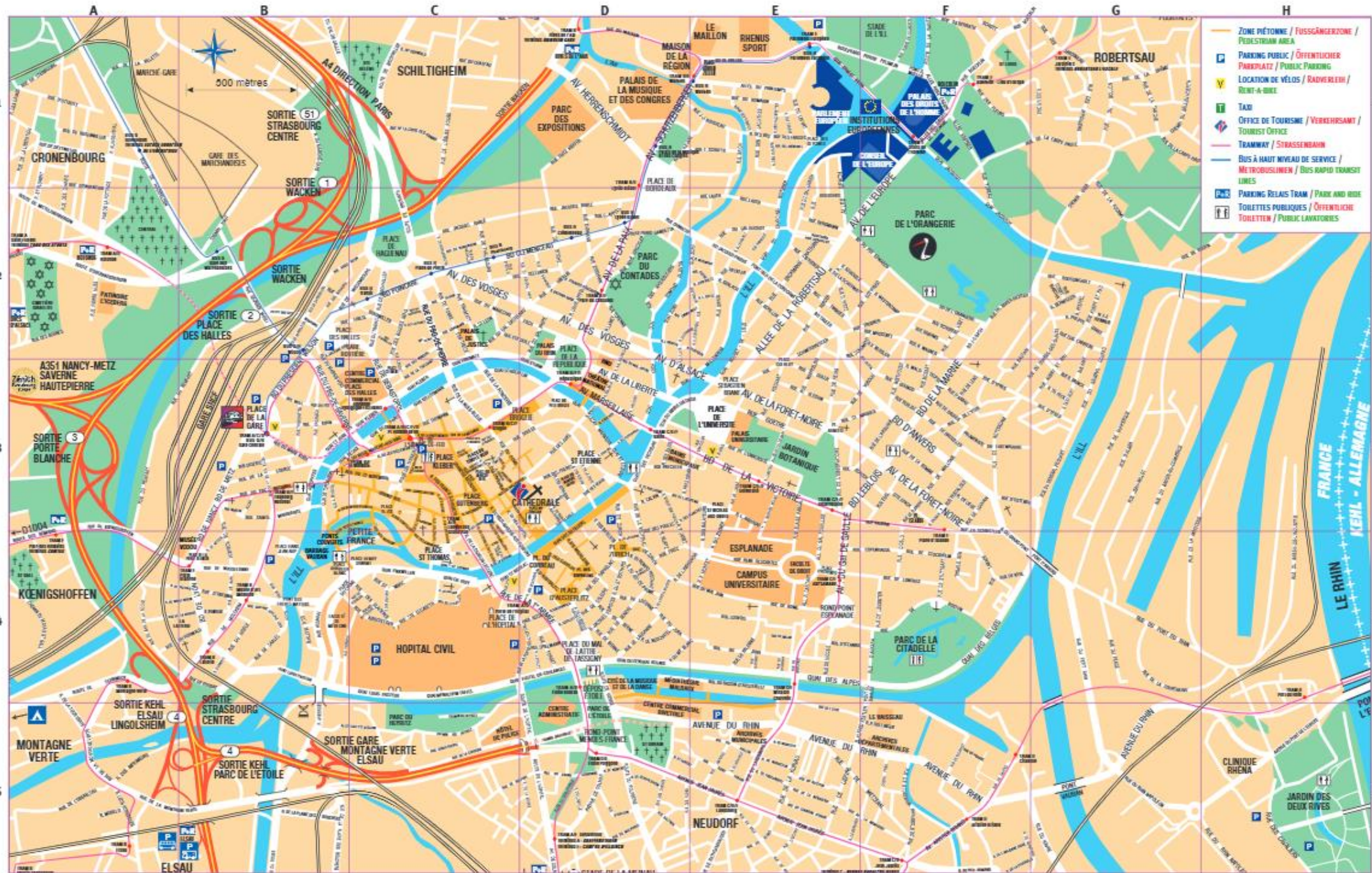


- Zurich : 2:30 by train

- Hub

- 





**STRASBOURG  
MAP**

# STRASBOURG. AN EXTRAORDINARY ARCHITECTURAL HERITAGE

- The architecture to be seen in Strasbourg is extraordinary by any standards, with its:
  - magnificent cathedral
  - half-timbered houses
  - and medieval streets
  - Imperial palaces...



# STRASBOURG. AN ARCHITECTURE BETWEEN TRADITION...

- The historic city centre, the “Strasbourg Grande Ile”, was classified as a World Heritage site by UNESCO in 1988: the first time such an honour was granted to an entire city quarter in France



United Nations  
Educational, Scientific and  
Cultural Organization

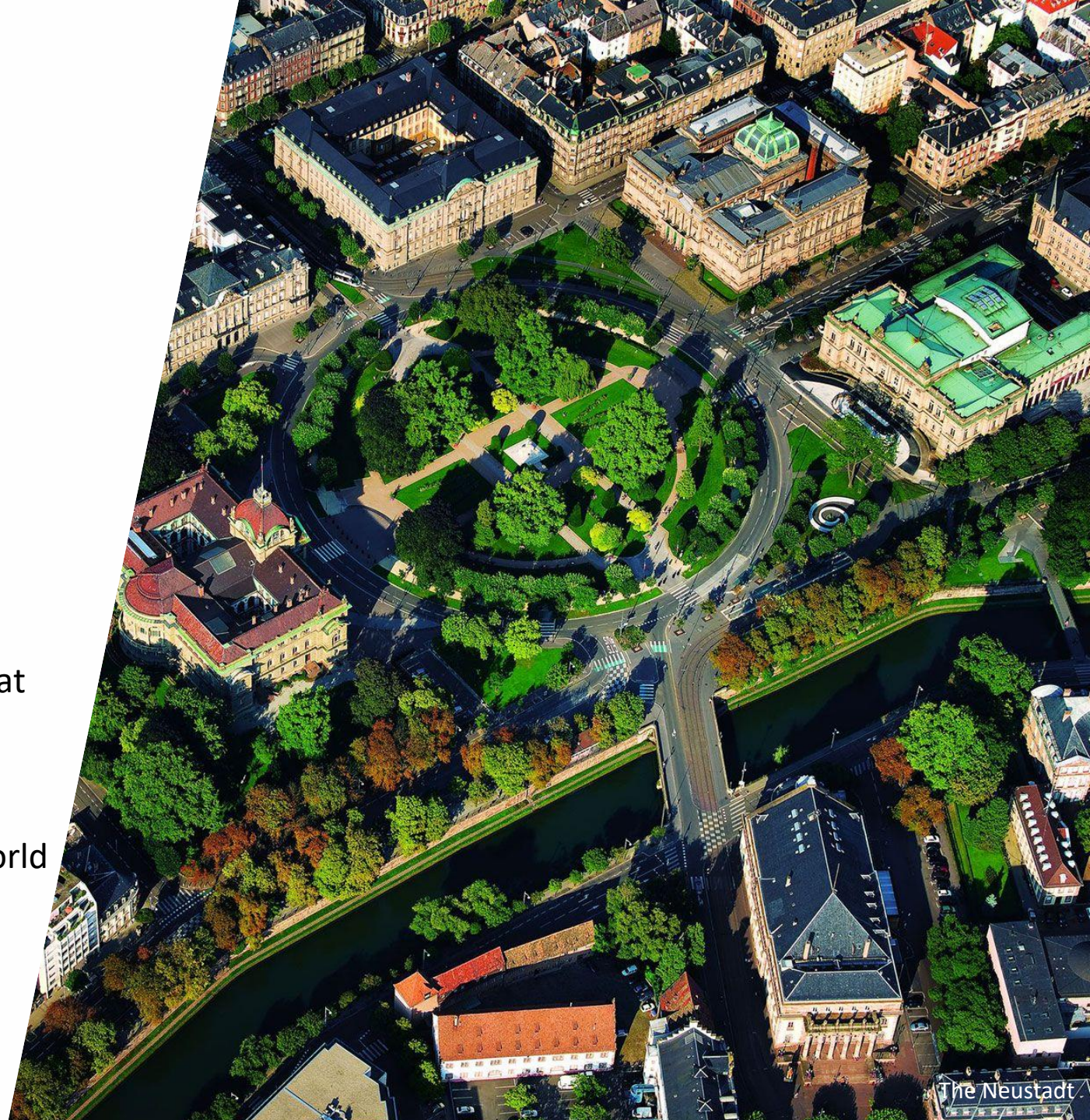


- **Strasbourg, Grande-île and Neustadt**
- inscribed on the World
- Heritage List in 1988, extended in 2017



# ... AND AN URBAN PROWESS: THE IMPERIAL DISTRICT

- The former imperial quarter, built between 1880 and 1918, is a legacy of the German period and forms the Neustadt.
- The monumental urban planning and wide avenues embody an exemplary vision of the German city of that time.
- July 2017: The German Neustadt is also a UNESCO World Heritage Site



# STRASBOURG. HUMANIST TRADITION. SEAT OF MANY INSTITUTIONS OF THE EUROPEAN UNION AND OF THE WIDER EUROPE

- European Parliament, Council of Europe, European Court of Human Rights, Pharmacopée Européenne, Eurocorps, European Science Foundation, Assembly of European Regions, headquarters of the European television channel ARTE





# STRASBOURG. COMMITTED CITY

- Commitment to the **GDS - Global Destination Sustainability Movement**
  - 2023 score (1<sup>st</sup> participation): **65%**
- Strasbourg, **1st city** in Booking's 2023 "Sustainable Travel Establishments" ranking
- Membership of the **Acteurs du Tourisme Durable** association
- Signature of the City of Strasbourg's **Pact** for a Sustainable Local Economy



# STRASBOURG. COMMITTED CITY



2023 Awards

France's greenest cities

## PALMARÈS 2023

Les villes  
les plus vertes  
de France



1. ANGERS

=

2. RENNES

+5

3. STRASBOURG

NEW

STRASBOURG

3<sup>e</sup>

**The European city occupies a remarkable place in the rankings!**

It owes its third place to a policy of bold greening implemented through its Canopée 2020-2026 plan, which aims to increase the tree cover in the city, more actively renew the tree population dying trees and to further develop the way in which trees are planted.

Adapting tree care to the new climatic conditions in order to adapt to climate change.

The goal: to plant 10,000 additional trees by 2030!

The city is also focusing on The city's 1,050,000 m<sup>2</sup> of green spaces, cultivated with zero pesticides and differentiated management, provide the equivalent of 259 soccer pitches of plants!



# STRASBOURG. COMMITTED CITY

- New memberships for committed structures
- **Mobilization and promotion** of committed service providers on our website
- Promotion of local associations and sustainable solutions for our members via "Sustainable Tourism" newsletters
- Signing of a 2023-2026 **progress contract** to improve SCB's CSR practices.



# STRASBOURG. AN ABUNDANCE OF BRAINPOWER

## 4th best university in France

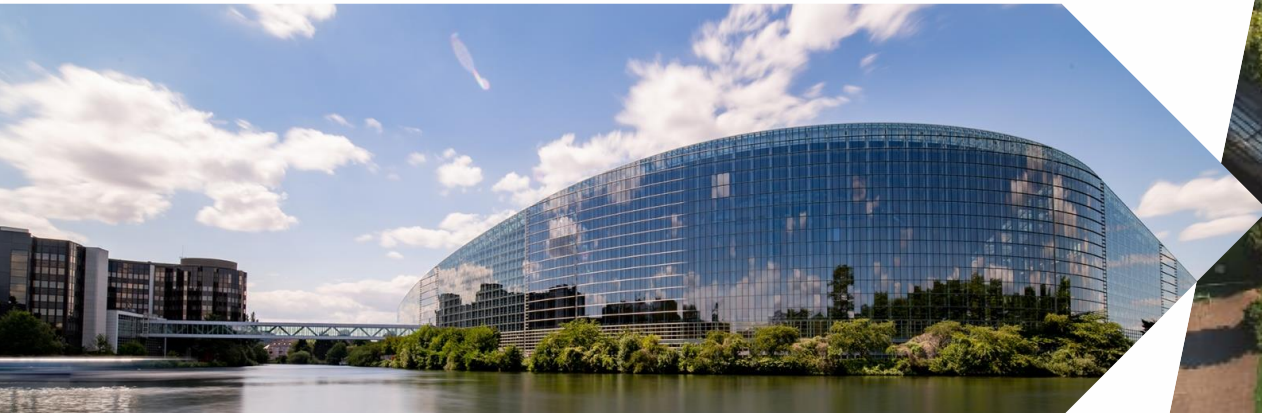
- 60 000 students, 2800 research assistants and professors, 72 laboratories (CNRS, INSERM), 7 engineering schools...
- The only university campus in France with 5 Nobel Prize winners in place
  - Jean-Marie Lehn - Chemistry (1987)
  - Richard Schrock - Chemistry (2005)
  - Jules Hoffmann - Physiology and medicine (2011)
  - Martin Karplus - Chemistry (2013)
  - Jean-Pierre Sauvage - Chemistry (2016)
- Ranked among the top 150 worldwide (Shanghai 2021 ranking)
- 7th best French university

## The INSP (The National Institute of Public Service), a school at the heart of Europe:

- Located in Strasbourg, the INSP is a key player in promoting and distributing European projects (Cycle of Higher European Studies)

## ... BOLDNESS ...

- Strasbourg's modern architecture will also surprise you:
  - The European quarter



## ... BOLDNESS ...

- Strasbourg's modern architecture will also surprise you:
  - The monumental facade of the station covered by an immense glass structure



# ... BOLDNESS ...

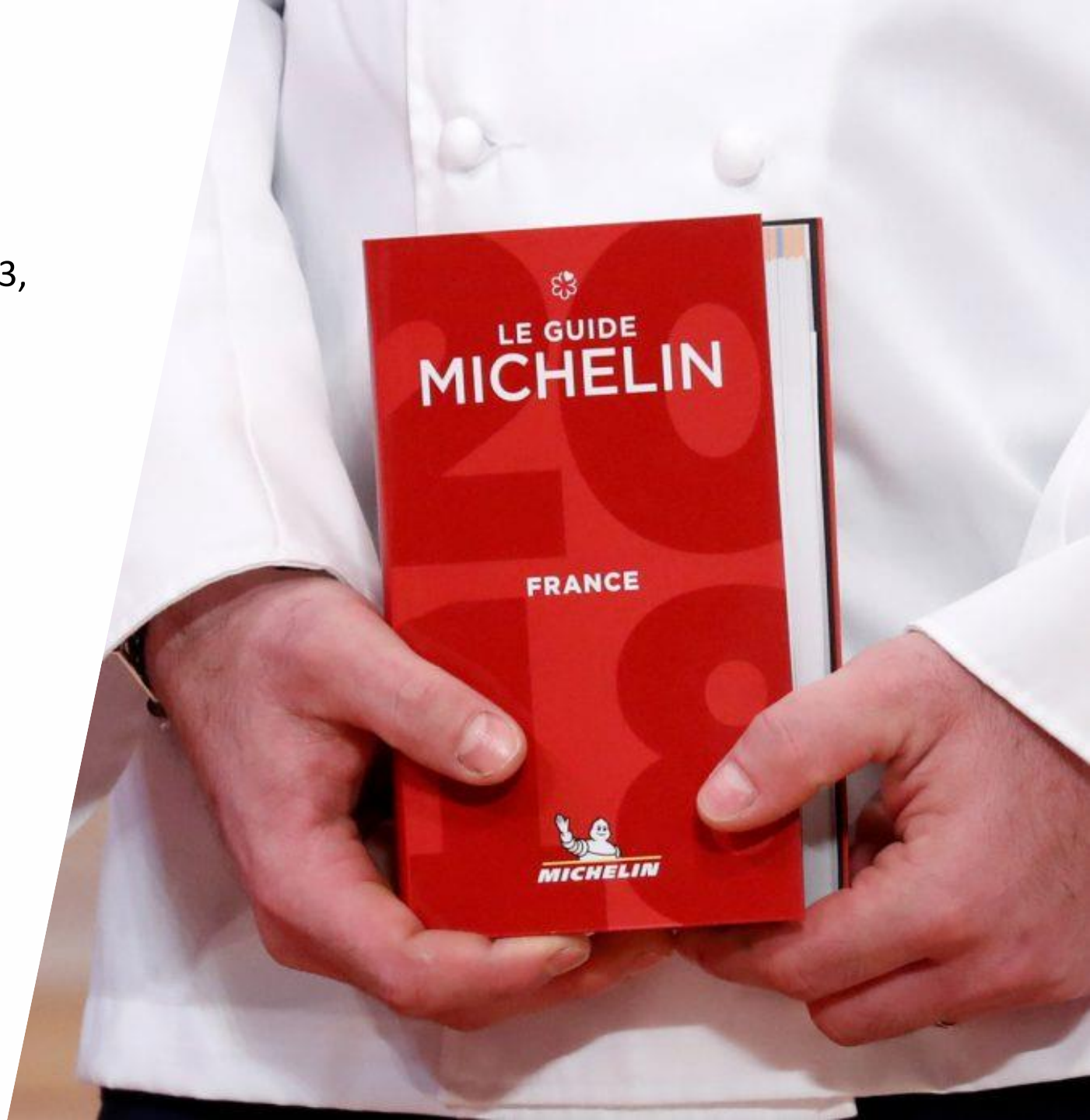
- Strasbourg's modern architecture will also surprise you:
  - The Malraux Island



# NOT FORGETTING GASTRONOMY!

- Alsace has 35 Michelin-starred restaurants in 2023, including 9 in Strasbourg:

1. Au Crocodile 🌸
2. Buerehiesel 🌸
3. Umami 🌸
4. Le 1741 🌸
5. Le Jardin Secret 🌸
6. Les Funambules 🌸
7. Les Plaisirs Gourmands 🌸
8. Relais de la Poste 🌸
9. de:ja 🍀 🌸





# NOT FORGETTING GASTRONOMY!

- Culinary specialities: choucroute, tarte flambée, kougelhopf, munster, baeckeoffe, foie gras, bretzels
- Alsace wine and its 7 grape varieties: Sylvaner, Pinot Blanc, Riesling, Muscat, Pinot Gris, Pinot Noir and Gewurztraminer
- “Eaux-de-vie”/spirits (mirabelle, kirsch, plum liqueur), Marc (mixture of the best Alsatian types of wines), liqueurs (blueberry, blackberry, pine tree...)
- Craft breweries



# GETTING AROUND STRASBOURG

## BY TRAM

The tram network of the Urban Community of Strasbourg is the biggest in France, with 8 lines

Excellent connections between hotels from the city centre and the Convention Centre, European Institutions...

“My Ticket” a preferential travelcard offer for congress, seminar and conference organisers – 3 days in Strasbourg for the price of 2 = €6.20





TRAM NETWORK MAP

# TRAVELLING IN STRASBOURG

- STRASBOURG. THE “GREEN CITY”
  - France's leading cycling city with more than 600 km of cycle paths
  - Shared bike rental service: Vélhop!
- 1st "walkable" city in France among cities with over 200 000 inhabitants
- By car with driver or by taxi





**MEETING AND  
CONVENTION FACILITIES**



**MEETING VENUES**

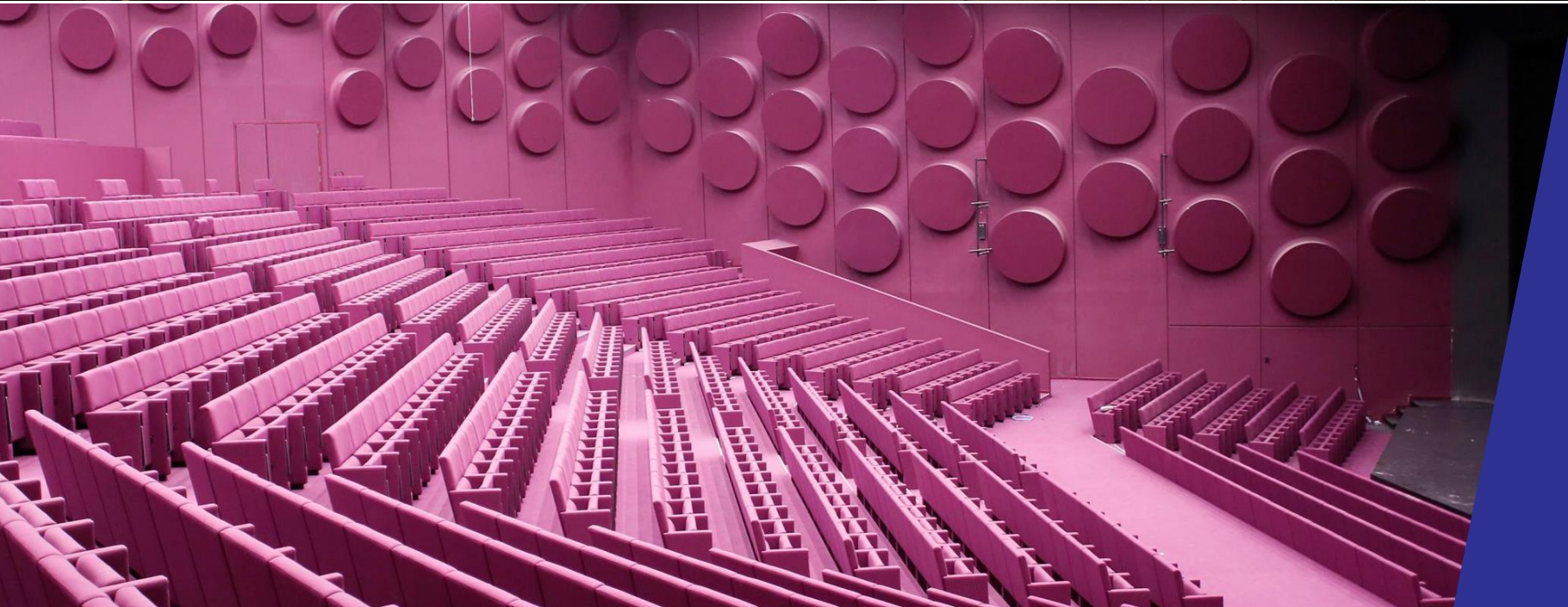


**NEW SPACES AT THE  
CONVENTION CENTRE**

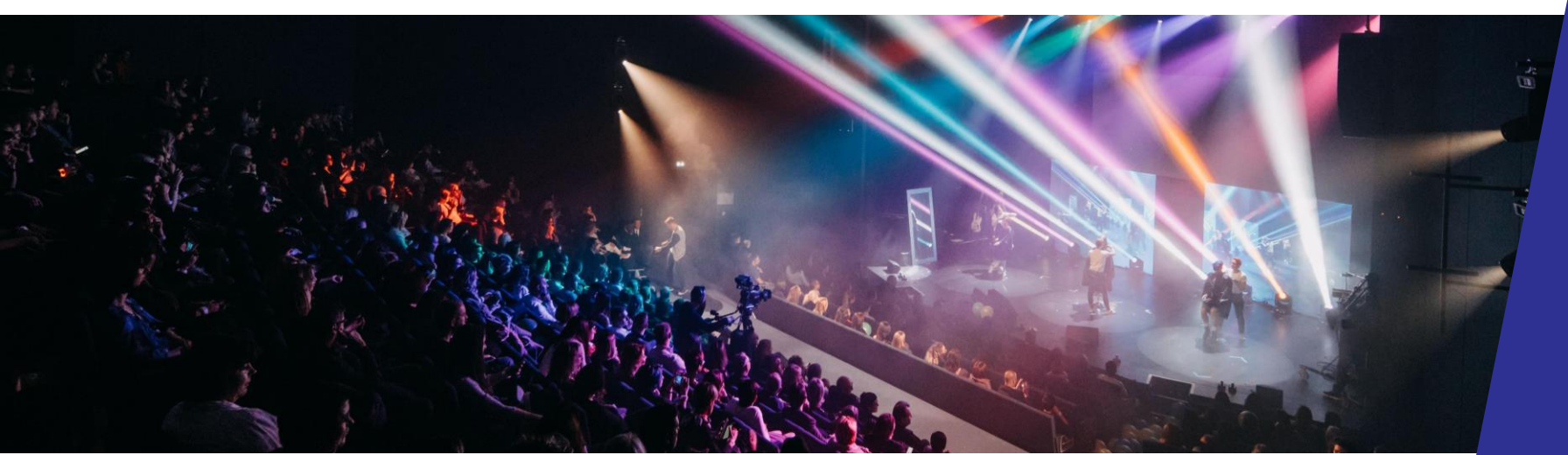
# A CONVENTION CENTRE EXPANDED AND OPTIMISED

- 3 auditoriums:
  - Erasme: 1900 seats
  - Schweitzer: 1200 seats
  - Cassin: 500 seats
- 23 meeting rooms, from 20 to 500 seats, fully equipped and with plenty of natural light
- 1 exhibition hall with a surface area of approx. 3000 m<sup>2</sup>
- 1 multi-purpose food court, up to 1500 guests
- 10 000 m<sup>2</sup> of multi-purpose spaces
- 26 000 m<sup>2</sup> of additional exhibition surface area in the Parc des Expositions





CONVENTION  
AND EXHIBITION CENTRE



**CONVENTION  
AND EXHIBITION CENTRE**



**CONVENTION  
AND EXHIBITION CENTRE**

# NEW EXHIBITION CENTRE

- Since September 2022
- 26 000 m<sup>2</sup> of covered exhibition space
- 10 000 m<sup>2</sup> of useful space (services, technical rooms, reception)
- 22 000 m<sup>2</sup> of parking
- 16 000 m<sup>2</sup> of logistics platforms
  
- Approximately 58 000 m<sup>2</sup> of buildings



© Kengo Kuma & Associates - Bartosch Salmanski





ZÉNITH STRASBOURG



IRCAD



CCI CAMPUS



CIARUS





ACCOMMODATION

# ACCOMMODATION

HOTEL CATEGORIES	NUMBER OF HOTELS	NUMBER OF BEDROOMS
5*	5	476
4*	45	3503
3*	57	3898
2*	22	1370
1*/Budget + NC	35	1446
<b>Total</b>	<b>164</b>	<b>10 693</b>

# ACCOMMODATION

- **5\* hotels with meeting rooms**
  - Sofitel Strasbourg Grande Île – 150 rooms
  - Maison Rouge Hôtel & Spa – 131 rooms *opening 2020*
  - Hôtel Régent Petite France & Spa – 92 rooms
  - Château de l'Île – 62 rooms
  
- **4\* hotels with meeting rooms**
  - AC et Residence Inn By Marriott – 251 rooms *opening 2022*
  - Hilton Strasbourg – 245 rooms
  - Citadines Eurométropole Strasbourg – 166 rooms *opening 2021*
  - 7Hotel & Spa rooms
  - Aloft by Marriott – 123 rooms *opening 2020*
  - OKKO Hotels – 120 rooms
  - Hôtel L'Europe Colmar – 120 rooms
  - Voco Strasbourg Centre The Garden – 120 rooms
  - Le Leonor – 116 rooms – *opening November 2021*
  - Hôtel Les Haras – 115 rooms
  - BOMA Hotel – 103 rooms
  - Lagrange City Strasbourg – 97 rooms
  - Hôtel Athena Spa – 92 rooms
  - Hôtel Tandem – Boutique-Hotel – 70 rooms
  - Hôtel des Vosges – 63 rooms – *opening 2020*
  - Resort Barrière Ribeauvillé – 56 rooms
  
- **3\* hotels with meeting rooms**
  - Hôtel Kyriad Strasbourg Nord Palais des Congrès – 120 rooms
  - Ibis Strasbourg Centre Gare – 117 rooms
  - Citadines Kléber Strasbourg – 107 rooms
  - Appart'City Strasbourg Centre – 105 rooms
  - Grand Hôtel Strasbourg – 92 rooms
  - Le Moulin de La Wantzenau – 30 rooms *opening 2021*
  - Holiday Inn Express Strasbourg Centre – 147 rooms



**NEW IN STRASBOURG**



## CITADINES EUROMÉTROPOLE STRASBOURG \*\*\*\*

- Summer 2021
- 166 rooms
- 4 meeting rooms (400 m<sup>2</sup>)
- Sothys Spa including sauna, hammam, indoor pool



## HOTEL ALOFT \*\*\*\*

- Summer 2020
- Marriott Group
- 123 rooms
- 1 meeting room of 50 m<sup>2</sup>
- 1 bar with urban design
- Green Key



## HOTEL DES VOSGES \*\*\*\*

- Autumn 2020
- La Tour Collection Group
- 63 rooms
- Spa area
- 3 meeting rooms: 26, 27 and 60 m<sup>2</sup>



## HÔTEL TANDEM \*\*\*\* BOUTIQUE-HOTEL

- 70 rooms
- 1<sup>st</sup> eco-responsible boutique-hotel in Strasbourg





## HOTEL BOMA \*\*\*\*

- 103 rooms
- Summer 2020: 4 new meeting rooms of 18, 43, 67 and 110 m<sup>2</sup>



## HOTEL LES HARAS \*\*\*\*

- Autumn 2020: 41 additional rooms
- Total: 115 rooms
- NUXE Spa: 400 m<sup>2</sup>.
- 3 meeting rooms of 30, 35 and 65 m<sup>2</sup>



## MAISON ROUGE HÔTEL & SPA \*\*\*\*\*

- Autumn 2020
- Autograph Collection, Marriott Group
- 131 rooms
- Strasbourg city centre



## LE LEONOR \*\*\*\*

- Autumn 2021
- 116 rooms
- 4 seminar rooms
- 500 m<sup>2</sup> of interior courtyard
- Fitness area, restaurant, bar
- Strasbourg city centre, located next to the Sofitel



## THE PEOPLE

- Summer 2021
- 59 rooms
- 262 beds
- Krutenau, university district



## AC BY MARRIOTT \*\*\*\*

- 170 rooms
- 1 fitness room
- 1 panoramic restaurant-bar "Archipel restaurant and sky lounge".
- Archipelago business district, 3 minutes' walk from the Convention and Exhibition Centre



Residence INN  
BY MARRIOTT

## RESIDENCE INN BY MARRIOTT \*\*\*\*

- 81 rooms
- 1 fitness room
- 1 breakfast room
- Archipelago business district, 3 minutes' walk from the Convention and Exhibition Centre



**NOVOTEL \*\*\*\***  
**STRASBOURG CENTRE HALLES**

- 98 rooms
- 4 seminar rooms

**IBIS \*\*\***  
**STRASBOURG CENTRE HALLES**

- 98 rooms





**EMBRASIA FIREWORKS**



## LES SECRETS DU CHOCOLAT

- 4 meeting rooms

 56 SEATED

 UP TO 60 STANDING



## NAO. THE ELECTRIC YACHT FROM BATORAMA

- 11 seated

JULIEN  
PHOTO



MARIN D'EAU DOUCE



## TOUR.ALSACE

- Convertible bus
- 19 seated



## ALSA CYCLO TOURS

- On the Alsace Wine Route & in Strasbourg



## EVA STRASBOURG E-SPORTS VIRTUAL ARENAS

- 500 M<sup>2</sup>



## GROOVE BOX KARAOKE

- 7 karaoke rooms





**PRESTIGIOUS VENUES**



## CHÂTEAU DE POURTALÈS

 80 - 400 SEATED

 50 - 650 STANDING



## PALAIS UNIVERSITAIRE



410 SEATED



600 STANDING



## VILLA QUAI STURM



350 SEATED



450 STANDING



## BRASSERIE LES HARAS

 150 SEATED

 300 STANDING



## À L'ANCIENNE DOUANE



150 - 450 SEATED



150 - 600 STANDING



## MAISON KAMMERZELL

 160 SEATED

 120 - 230 STANDING



## LE METEOR

- ClubHouse Meteor (Sports bar with 37 TV screens)

 250 - 400 SEATED

 400-600 STANDING





## LE TIGRE

- Up to 600 m<sup>2</sup>

 60 - 300 SEATED

 80-460 STANDING



## BRAVO ! LA TAVOLA SOCIALE

- 600 m<sup>2</sup>

 350 PLACES

# CHÈRE AMIE

BRASSERIE DE  
L'HÔTEL DES POSTES  
STRASBOURG



## CHÈRE AMIE

- Up to 425 m<sup>2</sup>

 210 SEATED

 300 STANDING



## THE DRINKY STORK SOCIAL CLUB

- Up to 400 m<sup>2</sup>

 140 SEATED

 250 STANDING



## VILLA KNOPF

 50 PLACES

 55 PLACES



## ILL VINO

- Up to 200 m<sup>2</sup>

 180 STANDING



GERARD SCHMITTER

## CROISIEUROPE

 40 - 200 SEATED

 40 - 200 STANDING



**BATORAMA**  
BATEAUX PROMENADES

## BATEAU LOUNGE



30 SEATED



60 STANDING





## CHÂTEAU D'OSTHOFFEN



180 SEATED



350 STANDING



## L'ORANGERIE DU MANOIR

 220 SEATED

 300 STANDING

VISU  
PHOTOGRAPHY



## CONFRÉRIE SAINT-ETIENNE D'ALSACE


- Up to 200 m<sup>2</sup>

 160 SEATED

 200 STANDING



## ROYAL PALACE

 850 SEATED

 1000 STANDING



## LE MAILLON

- Up to 1040 m<sup>2</sup>

 200 - 500 SEATED

 1400 STANDING



## SIG STRASBOURG

 550 SEATED

 650 STANDING



## LA HALL DU MARCHÉ GARE

- Up to 1000 m<sup>2</sup>

 150 SEATED

 400 STANDING



**SUSTAINABLE TOURISM**





10 CLEF VERTE LABEL  
HOLDERS



## CONVENTION & EXHIBITION CENTRE

- Both certified ISO 9001 & ISO 20121
- PEX : 5000 m<sup>2</sup> of photovoltaic panels, geothermal energy and natural light



## CIARUS

- European ecolabel certified
- 91 rooms
- 7 meeting rooms



## KALEIDOSCOOP

- New venue for a responsible, social and solidarity business environment
- 400 sqm meeting spaces



## LES ATELIERS ÉCLAIRÉS

- Fab-lab and Makerspace

 50 SEATED

 150 STANDING



## VVF LA PLAINE D'ALSACE OBERNAI \*\*\*

- 131 rooms
- 10 meeting rooms



## RESORT BARRIÈRE RIBEAUVILLÉ \*\*\*

- 54 bedrooms
- 1 modular 280m<sup>2</sup> meeting room
- 3,600m<sup>2</sup> eco-responsible spa area





# TEAM BUILDING

- Discover the city on a rally, food tour, brewery tour, treasure hunt or on board a boat.
- Bike rental, gastronomic evening, cooking workshop, voice-over recording, karaoke, itinerary along the legendary Alsace Wine Route
- CSR-themed events
- In winter: igloo building, snowshoeing, skiing...



# INCENTIVES

- Gastronomy and city tour
- Brewery and vineyard visits
- Spa and massages
- Shopping event at Galeries Lafayette or Shopping Tour



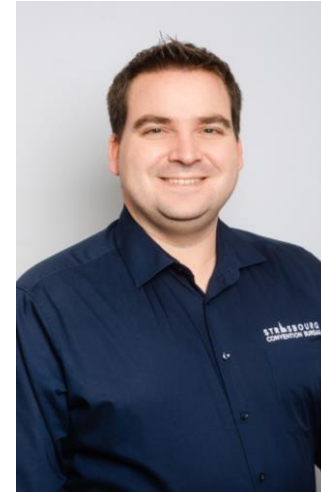
# OUR TEAM SPEAKS:



**Mireille Dartus**  
Director



**Josiane Jazé**  
Assistant



**Nicolas Bapst**  
Development manager



**Célia Gintz**  
Communication manager



**Chloé Martin**  
Project manager for Sustainable Tourism



**Guillaume Truttman**  
Project manager

# OUR SERVICES

- Strasbourg Convention Bureau is your contact and will assist you in studying your requirements and responding to them efficiently.
- As your special partner, we offer a global, impartial approach for your event: from analysing your requirements and searching for suitable service providers and structures, through to the prior inspection visit, we offer you tailor-made services!



# “HELLOOPTIMIST: WELCOME OFFER”

The Eurometropole of Strasbourg encourages conference organisers to choose Strasbourg.

Organisers can benefit from services offered by the local authority, such as

- A public transport ticket for each participant valid for the duration of the event
- A detailed map of the city of Strasbourg for participants
- A private tour of the city on a tourist boat
- A welcome speech by the Mayor
- Communication actions around the event

This welcome offer is subject to conditions.



# SEE YOU SOON IN STRASBOURG !



**STRASBOURG**  
**CONVENTION BUREAU**  
myStrasbourg.com

# YOUR CONTACT IN STRASBOURG

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