

meet in alsace

Strasbourg | Colmar | Mulhouse

WELCOME CHARTER FOR YOUR EVENTS



ALCOHOL ABUSE IS A DANGER TO HEALTH. DRINK IN MODERATION

www.meet-in-alsace.com

meet in alsoce



Alsace is Committed to You!

Meet in Alsace is a brand dedicated to business tourism and operated jointly by the Region, the Eurometropolis of Strasbourg, the urban area of Colmar and the urban area of Mulhouse Alsace. These bodies work together to ensure the success of your event in Alsace, a major MICE location in Europe.

Meet in Alsace: Our Mission

To convince you that Alsace is your next destination for business tourism! Meet in Alsace works alongside you to stage your event, providing inspiration and advice. Alsace is the ideal partner, and offers a wide variety of exceptional services to fulfil all your requirements.

Meet in Alsace: Our Commitments

- 1.** A team dedicated to you
- 2.** Support in organising your event
- 3.** Easy access for your participants
- 4.** Effective communication about your event
- 5.** An eco-friendly approach in line with your social responsibilities

Meet in Alsace: Your Success

The entire region of Alsace works hard to provide an unforgettable welcome, characterised by our reliability and our focus on exceptional service.

An aerial photograph of a European town, likely in the Rhine region, showing a dense cluster of buildings with steep, tiled roofs. A large, prominent church with a tall spire and a large rose window is the central focus. The streets are narrow and winding, and the overall scene is characterized by traditional architecture and a mix of colors in the buildings.

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Commitment n° 1

A Team Dedicated to You

 **Our convention bureaus offer a personalised service,** providing support and technical assistance which is free, impartial and trilingual (French, English and German).

You will be **assigned one contact person for each major city** to ensure optimum efficiency. They will provide support from the moment you get in touch until your event is held. **Your file will be handled within 48 hours.**



Commitment n° 2

Support in Organising Your Event



Meet in Alsace offers a comprehensive logistics package to enhance your participants' experience.

Searching for a venue? Accommodation? Function space? Meet in Alsace has experts in your destination who will help you to select venues and organisations suited to your event and will provide information on the range of activities on offer **in the region of Alsace.**

Administrative procedures? Special permits? Prestigious facilities? Meet in Alsace can guide you through the procedures and help you to obtain **sponsorship for your event from elected representatives.**



A Personalised Welcome

Provision of a **delegate welcome kit*** or **welcome gifts** which can be handed out when your participants check in to the hotel. The package could also include a **tourist information desk** during your event.

Creation of a **dedicated hotel reservation service*** which enables participants to reserve rooms online or via the call centre from a quota allocated in advance. This package includes **signage in the hotels accommodating participants.***

** See criteria and conditions for individual destinations*



A Tailored Programme

Programme ideas:

- Tours and discoveries (palaces, museums, river boats, etc.) during your event
- Tours and excursions before or after your event

Preferential negotiated rates for a pass combining transport + leisure activities if the stay is extended beyond the event.

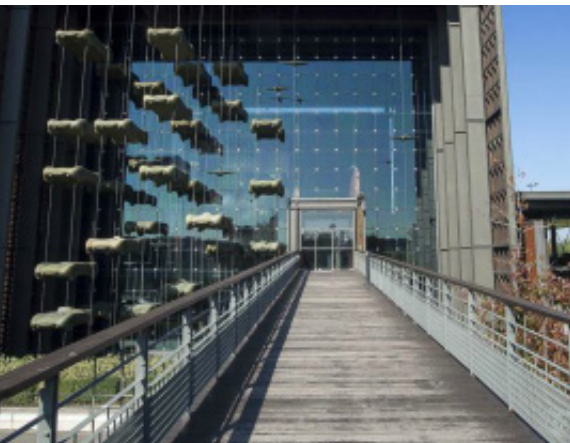


Preparing and Enjoying Your Journey of Discovery

Access to websites and mobile apps to help you explore and find your way around our towns and cities:

- **StrasPlus** - Strasbourg *accessible via mobile site*
- **M+Event** - Mulhouse *accessible via mobile app available on Android*
- **Ot-colmar** - Colmar

** See criteria and conditions for individual destinations*



Commitment n° 3

Easy Access for Your Participants

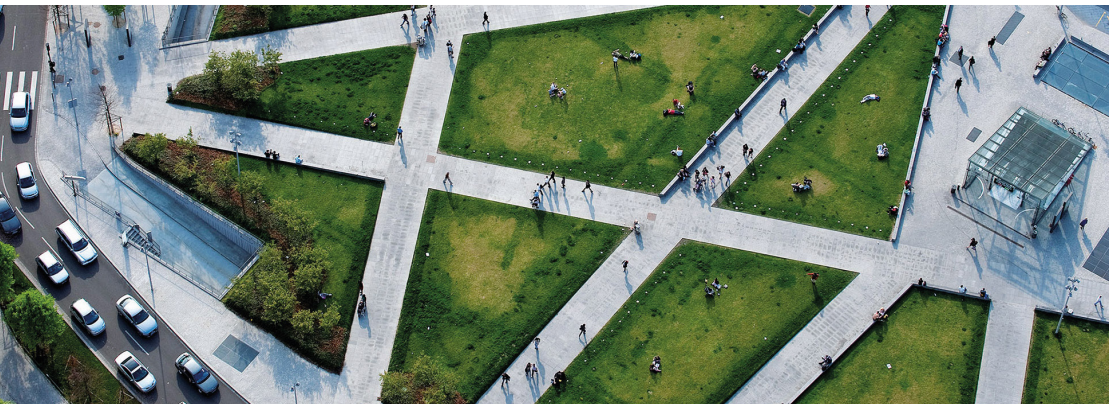


Take advantage of the transport and access solutions offered by Meet in Alsace to make it easy for your participants to attend your event.

Alsace has **several airports with more than 100 direct flights:**

- Strasbourg Airport has a train connection to Strasbourg station every 15 minutes (journey time: 9 minutes)
- Basel-Mulhouse-Freiburg EuroAirport welcomes more than 7 million passengers per year
- Colmar-Houssen Airport has a 24/7 business aviation service near the Parc des Expositions.

Arriving by train? Alsace lies at the heart of the European rail network, enjoying access to a variety of services operated by Lyria to Switzerland, by Alléo to Germany and by TGV to France, as well as connections to Paris Charles de Gaulle Airport. A **dense and efficient transport network** covers the entire region; TER regional trains, intercity coaches, trams, buses, car-sharing services and cycle networks ensure ease of travel.



Journey Planning during Your Stay

The route planning tool on ***vialsace.eu*** combines **all types of public transport**, as well as cycling and walking options, throughout Alsace. This information system pools data from **10 public transport networks**.

Vialsace is a service which can be accessed via www.vialsace.eu, via the mobile site and via mobile apps available on Android and iOS.

Meeting All Your Transport Requirements

- **Provision of a route plan between conference sites and accommodation venues** throughout Alsace. Optional additional services* to facilitate travel for your participants (shuttles, taxis, transfers). Provision of a **tailored public transport traffic plan*** (temporary public transport service if justified by the size of the event).
- **Optional offers on public transport networks**, such as the **“My Ticket” pass**, the public transport network plan.
- Development of **signage and a dedicated access and parking package** (plus provision of **“delegate tickets” at a negotiated rate**).

**See criteria and conditions for individual destinations*

Commitment n° Effective Communication Tools

Improving the Visibility of Your Event

Meet in Alsace **ensures the visibility of your event on our websites and social networks** as well as on **partner websites**.

Need a more comprehensive package?

- **Contact with regional media** (with support from press services)
- **Official communication of the event** on digital display panels in our towns and cities*
- **“Welcome” communication offer** available in train stations and airports*

**See criteria and conditions for individual destinations*




Commitment n° 5

An eco-friendly approach

 **Meet in Alsace is committed to sustainable development and environmental responsibility**, encouraging the adoption of good environmental practices to reduce the environmental impact of your event.

 **Quantifying and Controlling Your Carbon Footprint**
We can calculate the **carbon footprint of your event***, obtain ISO 9001 certification and take steps towards ISO 14001 certification. The development of a **waste sorting and recycling policy** focuses on reducing the consumption of raw materials. Provision of water jugs by approved restaurants and caterers* to **reduce waste and encourage the use of high-quality water** as well as “doggy bags” **to reduce food waste**.

 **Responsible Consumption**
Certification of an eco-friendly services charter*. Provision of a list of approved caterers, a third of which are able to supply local, organic or fair trade produce.
Use of **eco-friendly detergents*** for cleaning operations.

 **Green Travel**
Development of **public transport networks and multimodal transport** throughout Alsace, including trams, buses, tram-trains, car-sharing services and bicycle hire (Velhop in Strasbourg, Vélodocteur in Colmar and Vélocité in Mulhouse).
Our towns and cities excel in the area of environmental protection. Strasbourg has **the largest tram network in France**; buses on the Colmar urban network run on natural gas; Mulhouse has an **electric shuttle** to the city centre.

**See criteria and conditions for individual destinations*

Contacts

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Meet in Alsace, a joint brand coordinated by Access Alsace