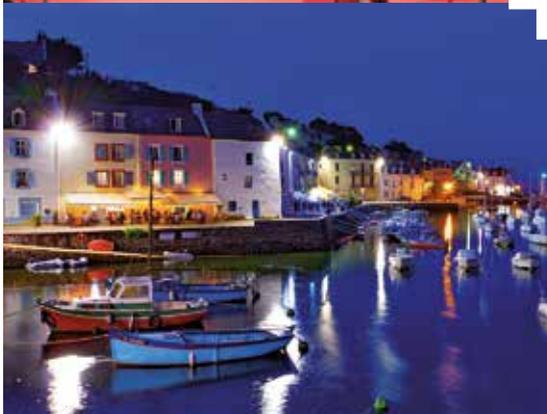


TendanceNomad

Meeting, Travel, Mobility Magazine



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Pro Sky Destination Report 2019

Pro Sky has just published the 8th edition of its Destination Report. The air broker gave the floor to French event professionals*, allowing them to identify the key trends of today and tomorrow.

Which MICE destinations? The most popular cities in Europe in 2019 are Paris, Lisbon, Barcelona, Berlin, Amsterdam, Madrid, Rome and London. Other cities such as Budapest, Prague and Milan are also doing well. On the country side, France remains the leader with 60% of the vote, ahead of Spain (57%), Italy (47%), Portugal (41%), Greece (32%), Germany (27%), England (26%), Malta (25%) and Croatia (24%). Among the trend destinations to be followed in 2020 and beyond, Poland and Montenegro, Tunisia, Japan, Colombia, Senegal, Rwanda and Oman were mentioned.

What types of events? This year, and for the first time in the report, the category "Seminar and Conference" is at the top of the ranking, ahead of "Incentive Travel" and "Team building". To stand out from the competition and meet the participants' requirements, the survey underlines the need to be avant-garde and present events rich in emotion, with real feedback.

How many people? In 2019, the majority of events will have between 50 and 100 people. 52% of participants plan to organize events of this size this year, the most popular model but

which nevertheless experiences a significant drop of 9% in vote's vs 2018. The second place is very competitive with the category with 50 or fewer participants (45%), and the category with between 100 and 250 people (41%).

Which preferred duration? Among several possible answers, event organizers first choose a duration of 3 days including 2 nights. This year, 45% of respondents defined this duration as ideal, followed by 3 nights (38%) and more than 3 nights (28%).

Which priority in the criteria for choosing a destination? Respondents state that in 2019 accessibility of the destination (81%) and budget (73%) will play a decisive role. The third place is occupied by the "security" aspect (72%). These three factors are considered as prerequisites in the choice of a MICE destination. Only then do criteria such as the originality of the destination (56%), local activities (46%) and local infrastructure (44%) come into play.

** Pro Sky has synthesized the opinions of more than 450 event professionals from all over Europe. The results of the study presented above are those of the 146 French experts in the sector. It should be noted that Pro Sky, in its Destination Report 2019, also analysed the German, Swiss and European markets as a whole. All four studies are available and can be downloaded (free of charge) from www.pro-sky.fr.*

SUMMARY

4 IMEX IN FRANKFURT

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© DR



© VAN

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- Strasbourg



© DR

38 EVENT LOCATIONS

Cabarets-spectacles: a playful and unifying dynamic

HEADING FOR THE **IMEX** IN **FRANCFORT**



Air France-KLM

New lounge at Lyon-Saint Exupéry airport

At Lyon-Saint Exupéry airport, the new 250 m² lounge of the Air France-KLM group offers 85 seats and dedicated spaces (VIP, relaxation, working), climatic and acoustic comfort with a view of the runways, a complete catering offer, and a reception desk with integrated boarding pass readers. In 2018, the group transported 3.1 million customers from Lyon. It is the leading operator of the Lyon airport platform, with more than 6,000 affiliated companies in the region. With 51 routes, 29 of which are international, Lyon-Saint Exupéry is one of the major hubs for all the group's brands, Air France, KLM and Transavia.



Accor

Reopening of the Sofitel Rome Villa Borghese

On July 1st, Sofitel Rome Villa Borghese will reopen its doors in a former 19th century palace in the heart of the Italian capital. Following major renovations by Jean-Philippe Nuel, it will offer 78 rooms and suites, a transformed fitness area, thanks in particular to SofitelFIT Wellness and MyBed Sleep programs, the Settimo restaurant offering a panoramic view of the park of Villa Borghese and Saint Pierre Basilica from its roof terrace and 3 large reception rooms.



Châteaufarm'

8th address in Greater Paris

Châteaufarm' City Newtown opened its doors on March 11, 2019 in the flea market district of Saint-Ouen. It is housed in a 4-storey building (2,500 m²) with 12 meeting rooms, 4 dining rooms and an 80 m² terrace that can accommodate up to 100 participants in the meeting room and 150 in cocktails or afterworks. And all the ingredients of Châteaufarm' are there: a couple of hosts for a welcome as if at home, a nanny for logistical support and a homemade chef and cuisine to delight the taste buds.



La Grande-Motte

The seaside resort reveals its MICE assets

La Grande-Motte, near Montpellier airport and the Sud de France Montpellier TGV station, relies, among other things, on the Jean Balladur convention centre with 2 auditoriums (440 and 130 seats) to attract MICE customers. But it also offers 12 hotels (650 rooms), including the 5-star La Plage Art & Émotions, and four 4-stars, including a Mercure and a Novotel. The city also has about a hundred restaurants, a casino, a golf course (2 x 18 holes), a sailing centre, 6 private beaches with bar-restaurants along the 7 km of white sand. For a cocktail, we can mention in particular the La Dune complex and its rooftop overlooking the Mediterranean Sea.



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▶ **In Arras**, the Artois Expo exhibition and congress centre unveils 6,000 m² of convertible space. The city also has event spaces at the Mercure Arras Centre Gare and casino rooms.

▶ **In Biarritz**, the Bellevue with 10 meeting rooms and an auditorium (477 seats), the Gare du Midi (1,400 seats), the municipal casino (conference and reception rooms, theatre and games rooms) and the Halle Iraty (exhibition rooms) are essential.

▶ **In Dunkerque**, the Dunkerque Kursaal Convention Centre has 15,000 m² of modular space (up to 4,000 people in cocktail configuration).

▶ **In Lille**, Lille Grand Palais includes a conference centre, an exhibition centre and a zenith Arena, with nearly 4,500 hotel rooms within walking distance of the site.

▶ **In Marseille**, the Parc Chanot includes the Palais des congrès (2 auditoriums with 600 and 1,200 people, 15 meeting rooms), the Palais des Arts (4 conference rooms, 2 reception and reception halls) and the exhibition centre with 5 modular exhibition halls, including a plenary session with 1,600 to 3,200 seats (Palais des Événements).

▶ **In Metz**, the Robert Schuman Congress Centre, managed by GL events, includes an auditorium with 1,200 seats (800 without the balcony), 2 halls, 3 meeting rooms (400, 200 and 100 seats), a VIP lounge and sub-commission rooms.

▶ **In Toulouse**, the event offer is based on the Pierre Baudis conference centre (1,200 people) managed by GL events and the Palais des Sports.

▶ **In Valenciennes**, the Cité des Congrès Valenciennes offers 4,200 m² of exhibition space, 2 modular spaces, 3 auditoriums (50 to 800 seats) and 14 committee rooms.



Barrière Hotels in Cannes

New sensory experiences

The hotels of the Barrière Le Majestic and Le Gray d'Albion group, which are the highlights of business tourism in Cannes, reveal four sensory experiences (of your choice) designed to enhance seminars, conventions and other meetings. Namely: a tapenade creation workshop followed by a tasting, a welcome drink on the pontoon of the Barrière du Majestic Beach, a 30-minute muscular awakening on the pontoon of the Barrière du Majestic Beach or the free privatization of the Beach restaurant for a dinner (minimum 120 seats). These two establishments benefit from an exceptional location on the Croisette.



Grenoble

Alpexpo: inauguration of the 1968 Space

Positioned to host events gathering less than 500 people, the 1968 Space has an amphitheatre with 457 seats, 5 fully equipped rooms, modular from 20 to 180 people, 2 reception areas of 585 m² and 700 m². "The halls bear the name of the Olympic resorts of 1968, Alpexpo was born from the Olympic Games and we wanted to tell this story, offer Jean Prouvé the tribute he deserves and propose an offer that is both design and identity of our territory," explains François Heid, the General Manager.

Grimaldi Forum

High value-added expertise

With 35,000 m² of modular spaces, 3 auditoriums, 22 committee rooms, 10,000 m² of exhibition halls and 2 dining areas, the Grimaldi Forum is ideally located in the heart of Monaco, a few minutes' walk from hotels, restaurants and other leisure activities. A team of professionals supports event organizers in their projects, from the planning of spaces to logistics, catering, hospitality, communication...



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BRETAGNE

By Blandine Fleury



5 REASONS TO ORGANIZE YOUR EVENT THERE

▶ With the arrival of the LGV in 2017, which brought Brittany closer to Paris, and the opening of the Palais des congrès in early 2018 in the former Jacobins convent in Rennes, the region is strengthening its legitimacy in the MICE sector.

▶ Renowned for its Armor (sea) as well as for its Argoat (land), its gastronomy and festivals, its historical heritage and its "made in breizh", Brittany benefits from a strong regional identity, known worldwide and a factor of attractiveness on the tourist market (first region for stays at the French sea), but also on the BtoB one.



▶ The four Breton departments have structured themselves in recent years to promote their business tourism offer. Ille-et-Vilaine, in 2005, with the Haute-Bretagne Événements club, then Morbihan and Finistère with their Business club, and finally the Côtes-d'Armor with Côtes-d'Armor Développement. These four "business" clubs are united under a single Meet Pro Bretagne banner, whose mission is to unite their synergy and visibility with professional event organizers.

▶ In the congress segment, Brittany relies on its four competitiveness clusters: Images et Réseaux (information technologies), Pôle Mer Bretagne (marine technologies), iD4CAR (vehicles and sustainable mobility) and Valorial (innovative agri-food).

▶ Brittany has more than 710 classified hotels, 80 of which are classified as 4 or 5-star hotels, 8 congress centres and many halls or auditoriums in exceptional sites such as castles, historical monuments or on the islands.



The Côtes-d'Armor, an incentive territory

Less than 2 hours and 15 minutes from Rennes, Nantes and Paris, the Côtes-d'Armor department, renowned for the beauty of its landscapes, its authenticity, but also for its cities of character, offers an exotic setting and well equipped to host various MICE operations. Its coastline and seaside resorts make it an excellent incentive territory. Even if it does not always benefit from the reputation of Morbihan and Finistère among the organisers, the department has established itself over the past five years in the MICE sector, particularly through Côtes-d'Armor Développement. The agency relies on three major poles to seduce the market with a positioning on small and medium-scale events: Perros-Guirec and the Côte de granit rose, Saint-Brieuc and its bay, Dinan and Cap Fréhel. The department has a major reception structure with the Saint-Brieuc congress and exhibition centre (1,200 people), one of the largest facilities in Brittany. The city has strengthened its presence on the MICE market with, in particular, the opening, in 2017, of the Novotel near the station (90 rooms), the city's first 4-star hotel.



› In the hollow of the bay, between the Bréhat archipelago and Cap Fréhel, in an environment conducive to incentive activities, Saint-Brieuc is now 2h15 from Paris.



› Saint-Malo is boosting its business sector by redesigning its Le Grand Large convention centre, which will be operational at the end of 2019.

In Ille-et-Vilaine, Saint-Malo is renovating its Grand Large palace

A magnificent playground prized by companies who want to experience strong moments in teams and recharge their batteries, the department remains associated with Saint-Malo, this enclosed city with its maritime and wild character. Rally or Olympiad on the beaches, islands and islets around the corsair city, cruising in old rigging, Koh-Lanta type events, construction of rafts... the possibilities of activity are varied. In the congress sector, Saint-Malo offers accessibility at 2h15 from Paris and a beautiful location with the Palais du Grand Large ideally located by the sea (and the first facility in the department), and a large hotel capacity (2,450 rooms). To reinforce the attractiveness of St. Malo, the Palais du Grand Large has just closed its doors, the day after the start of the Route du Rhum. Objective: the delivery of a completely redesigned palace in October 2019 capable of hosting events bringing together 1,000 people in plenary with a parallel exhibition of around fifty stands, sub-commission rooms, and catering areas offering a superb view of the sea. An alternative to meet in 2019: the Quai Saint-Malo halls and their 2,400 m² of modular space.



› The conference centre opened last January in the former Jacobins convent built in the 14th century and positions Rennes as a business tourism destination and professional meeting place.

Rennes accelerates the pace

In addition to Saint-Malo, the Ille-et-Vilaine department is now capitalizing on Rennes, which has had a strong influence since the arrival of the LGV, placing the city 90 minutes from Paris, and the opening of the Jacobins conference centre last January (2 auditoriums, 1,000 and 400 seats, 4,000 m² of exhibition space, 25 commission rooms with 40 to 400 seats). With this new facility, in the city's hyper-centre, France's tenth largest metropolis now has a tool to host major congresses - particularly scientific ones - and is positioned on the map of European congress cities. In addition to this new structure, the city has serious assets on the MICE: the beating heart of the economy of Brittany, 2 universities, 17 "grandes écoles", 5,000 researchers, a hotel park (4,000 rooms) in full expansion, a very rich cultural offer, an important historical heritage, a diversified range of event venues, and a single point of contact for organizers with Destination Rennes, the SPL both manager of the Jacobins convent, conference office and tourist office.



© OT

› Wild, preserved, invigorating... Belle-Île-en-Mer offers its employees a unique incentive setting.

Le Morbihan, a new business destination

Carnac, Brocéliande, Belle-Île-en-Mer... the fifth largest tourist department in France is now also turning to business customers by highlighting its "bleisure" aspect at 2h30 from Paris by high-speed train. To develop the BtoB segment and improve its referencing with the organizers, the Morbihan Affaires club puts forward serious arguments: the department's unique natural setting for incentive operations (treasure hunt in the Gulf Islands, catamaran raid off Belle-Île-en-Mer or Lorient harbour, regatta in Quiberon Bay, gyropod through the megaliths of Carnac...), 555,000 beds all segments combined, 4 convention centres (Lorient, Vannes, Pontivy, Quiberon), 3 exhibition parks (Pays de Lorient, Vannes, Pontivy).

Finistère, the end of the world at 3h30 from Paris

With its 1,200 km of coastline, its extreme islands, its dynamic ports, its old cities, Brest and its majestic harbour, a tip of the Raz of breathtaking beauty... Finistère is a unique territory, amazingly beautiful and further away than that since it is now served by the LGV putting Brest at 3h30 from Paris. A very touristic department, it does not lack any assets in the MICE sector: large accommodation capacity in 3 and 4-star hotels equipped with seminar rooms, structures equipped to host congresses and events, with, in Brest, Quartz Congrès, one of the largest event hosting sites in Brittany in terms of capacity (2,900 people, 1,500 in the large auditorium) in the city centre, Brest Expo, the Penfeld exhibition centre (14,000 m² of modular space) and, since March 2017, the Red Hat Convention Centre in Quimper (2,000 m², 400 seats in plenary), managed by Quimper Events. It should be noted that Brest Métropole Tourisme (OT) has launched a convention office. In terms of activities, there are many possibilities, from treasure hunting on the Glénan archipelago, to an evening at Océanopolis or a cruise aboard the schooner La Recouvrance.



© DR

› In the heart of the old city of Quimper, with its half-timbered houses and Gothic cathedral, the Red Hat high-tech congress centre was inaugurated in March 2017.

› In the heart of the old city of Quimper, with its half-timbered houses and Gothic cathedral, the Red Hat Convention Centre in Quimper (2,000 m², 400 seats in plenary), managed by Quimper Events. It should be noted that Brest Métropole Tourisme (OT) has launched a convention office. In terms of activities, there are many possibilities, from treasure hunting on the Glénan archipelago, to an evening at Océanopolis or a cruise aboard the schooner La Recouvrance.

EXPERT WORDS



Jean-François ROUAUD
President of Haute-Bretagne Événements (HBE)

What are the missions of Haute Bretagne Événement?

Jean-François Rouaud: HBE is a network of professionals in business tourism and events. Its mission is to promote Upper Britain as a business tourism destination, and to support the organisers of congresses, seminars, incentives... in their research.

What are the region's major assets in this market?

Jean-François Rouaud: Between an urban business tourism or another with a coastal flavour, our "playground" offers a wide variety of sites and welcoming structures that are all assets to invent or reinvent the field of possibilities. The opening in January 2018 of the Rennes congress centre (architectural and technological gem), the renovation work that will be carried out at the Palais du Grand Large de Saint-Malo (future "beacon" of modernity and comfort for professional meetings in France) make it and will make it the "first of its kind" for the development of an attractive, accessible, professionally rigorous and creative Haute6Bretagne.

And in terms of accessibility and hospitality?

Jean-François Rouaud: The high-speed TGV line that positions Rennes at 1h25 from Paris, Saint-Malo at 2h15, Lorient at 3h00, Brest at 3h30 meets the first criterion for choosing a business tourism destination: accessibility! Rennes airport reinforces this advantage by significantly developing its national and international routes. Lorient and Brest already serve many destinations. Today, in addition to a very good level of hotel accommodation, the attractiveness of our region is reinforced by future projects adapted to professional meetings. By extension, the business tourism clubs of the other three Breton departments (Côte d'Armor, Finistère and Morbihan) have joined forces with HBE to create the Meet-Pro, which aims to promote business tourism in the four Breton departments, and therefore in the Brittany region.

TendanceNomad's advice

- › Between land and sea, Brittany is a wonderful playground and discovery area to unite or motivate your teams. Feel free to include one or more 100% natural activities in the programs.
- › For companies concerned about authenticity and simplicity, you can call on Breizh Team Building, an association of five women who have created an eco-responsible team building concept based on the principle of slow life: laughter yoga, sophrology and nature outings with a naturalist guide... Tailor-made programs for small groups (16 people) in conjunction with essential hotels in the Côtes-d'Armor region.
- › If you are organizing an event in Lorient, please note that the Cité de la Vvoile Éric Tabarly can be privatized for immersive visits before a cocktail or any other event (600 people).

PRACTICAL INFORMATION

WHERE TO GET MORE INFORMATION?

Côtes-d'Armor Développement
(www.cad22.com)
Rennes Congress Office
(www.rennes-congres.fr)
Business Department
(www.finistere-affaires.com)
High Britain Events
(www.haute-bretagne-evenements.com)
Morbihan Business
(www.morbihan-affaires.com)

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PAYS DE LA LOIRE

By Blandine Fleury



> Angers.

© Loire Tourisme-Agence Les Conteurs

5 REASONS TO ORGANIZE YOUR EVENT THERE

► The geographical scope of the Pays de la Loire region was not modified during the last territorial reform, which saw France go from 22 to 13 regions on 1 January 2016. It therefore still consists of five departments, Loire-Atlantique, Maine-et-Loire, Mayenne, Sarthe and Vendée. Given the diversity of its landscapes, its varied natural and cultural heritage, the region strengthens synergies with its various territories to be identified as a tourist destination in its own right.

► To develop its attractiveness on the MICE scene, the region relies on a dynamic and innovative economy, with its 4 technology parks (Nantes, Angers, Le Mans and Laval) and its 9 national competitiveness clusters. It also relies on 14 congress and exhibition centres, a housing park of 770 approved hotels and on its well-known sites: the Puy du Fou, the seaside resort of La Baule and the Guérande peninsula, the Loire and its castles, the Machines de l'île à Nantes...

► Nantes-Atlantique is the region's main airport hub (nearly 6.2 million passengers, representing growth of 12.94% in 2018). The Pays de la Loire also benefits from good rail accessibility (Paris-Nantes in 2 hours).



> Nantes.

© VAN

► With 18 million visitors and 80 million overnight stays, nearly 60% of which are business trips, the Pays de la Loire region is one of France's leading tourist regions.

► The Loire by bike, thalassotherapy centres, horse riding, wine tourism, water sports...: the Pays de la Loire offer a unique setting for incentives.



© FrancisGulliard

› The metropolis of Nantes Saint-Nazaire, which has a convention bureau, hosts nearly 200 congresses each year, including some twenty international congresses.

Nantes in Loire-Atlantique, the driving force behind business tourism

The dynamism and economic attractiveness of Nantes positions the city as the leading centre of the Greater West with promising sectors of excellence: health, digital, sustainable development... In the MICE segment, the capital of the Greater West also highlights significant assets: excellent accessibility at 2 hours from Paris, 20 minutes from the international airport (65 national and international regular business destinations by direct flight), a convention centre - the Cité des congrès de Nantes (all types of events with 200 to 4,000 participants) - located in the heart of the city, opposite the TGV station, a hotel park with nearly 8,800 rooms in all categories.

New event sites in Nantes

In terms of event venues, Nantes has an impressive and unique offer between the Machines de l'île and its emblematic star the Grand Éléphant mécanique, the Château des ducs de Bretagne, the HAB Galerie, the Lieu unique, the Passage Pommeraye - a jewel classified as a historic monument -, the Musée d'Arts, the Jardin des Plantes, Nantilus moored in front of the Carrousel des mondes marins or the Bateaux nantais for cocktails along the Erdre... The metropolis is also distinguished by a creativity that it has demonstrated over the past few decades, particularly through Voyages à Nantes (SPL created in 2011 around the local desire to bring together in the same tourist structure and emblematic cultural sites) to which we must add a recognized and envied quality of life. A destination that has long been committed and responsible, Nantes improves the ergonomics of its urban space. Developments are continuing with, in particular, the delivery in spring 2020 of a multimodal station between the new Euronantes business district and the Jardin des Plantes. By 2030, it should see its annual traffic increase from 20 to 25 million passengers.



© DR

› The dreamlike and unusual world of the Machines de l'île hosts professional events for 10 to 3,000 people.

By 2030, it should see its annual traffic increase from 20 to 25 million passengers.

La Baule, a beautiful unit of place in Loire-Atlantique

An hour from Nantes, the seaside resort of La Baule, its long sandy beach, its Belle Époque architecture, its Atlantia convention centre (900 seat auditorium, commission rooms and 1,200 m² of exhibition space) connected to more than 900 hotel rooms within walking distance (including three 5-star Barrière group) is also a major destination for business events in the Loire-Atlantique. Its natural environment offers an exceptional setting for a wide range of invigorating activities. The MICE offer is structured under the La Baule Événements banner, which brings together more than 80 local players and offers organisers a range of à la carte services.



© Pedro Lousteau

› An exceptional and prestigious destination between land and sea, La Baule offers top-of-the-range services for BtoB events.

Maine-et-Loire under the sweetness of the Angevin

Known for its quality of life and its "softness" praised by Bellay, its centres of excellence (plant, health, digital), its reception facilities and its accessibility (less than 2 hours from Paris by TGV), Angers marks an additional point on the MICE scene with the opening in mid-May of its new conference centre, completely redesigned in place of a first building built in 1983, 10 minutes from the station. The new tool has an auditorium with 1,200 seats, an amphitheatre with 266 seats, several bright spaces open onto a 400 m² panoramic terrace with a breathtaking view of a botanical garden. A reception and exhibition area of more than 3,000 m², several halls and 18 meeting rooms complete this new reception centre. It also has an integrated Mercure hotel with 83 rooms. Another 4-star building is expected to be delivered in 2020 to Cours Saint-Laud, a new district near the city centre that is in the process of being built. At the forefront of the plant sector with the Végépolys world competitiveness cluster for plant innovation, the capital of Anjou naturally relies on this major sector of the territory's economic activity to attract professional meetings. Every year, the Sival Angers (International Plant Production Exhibition) welcomes 654 exhibitors and 24,000 trade visitors. Within Destination Angers, a structure at the service of the influence, development and tourist entertainment of the Angers region, the convention bureau promotes the MICE offer and provides support services to the organisers. It should also be noted that by 2022, a new district will be built

in the heart of the Front-de-Maine site facing the castle. It should include, among other things, a Mob Hotel and an astonishing Collectors' Museum, the first of its kind, dedicated to private collectors who will be able to exhibit to the general public their invaluable works accumulated during their lifetime.



© Anjou Tourisme

› Angers, the gateway to the Great West in the Loire Valley, has established itself in the professional dating sector through its accessibility, its fields of excellence and its way of life.



© Novonordisk

› Terra Botanica and its unique and exotic environment welcomes companies wishing to give meaning to their event.

Cocktail in a tropical greenhouse in Terra Botanica

The first theme park in Europe in the plant world, Terra Botanica, is located in Angers, the first green city in France. The park is home to no less than 500,000 plants from five continents that can be found in giant greenhouses, vegetable gardens, abundant gardens... In this extraordinary setting, where there is a business centre with a green reception hall opening onto a terrace and a private garden of over 2,500 m² that can accommodate up to 1,700 people, 4 modular rooms, a 325-seat amphitheatre..., companies can organise their event in the green, conference, cocktail, congress, incentive... The business centre welcomes some 40,000 delegates all year round and makes its equipped spaces and the various sites and attractions of the park available to the organisers, which can be privatised all year round (tropical greenhouse, 4D cinema, dream hawker, Perugia treasure, captive balloon...) and offers countless activities (treasure hunting, escape game in the greenhouse of extreme climates, archery in the bamboo plantation...)

angers

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Nestled in a botanical garden in downtown Angers within the city centre and just 10 minutes from the TGV station, the new convention centre is both ideally located and highly adaptable for all types of events. The centre can accommodate from 10 to 1200 people. Entirely rethought, it offers a redesigned auditorium with 1200 seats, a new amphitheater with 266 seats, 18 meeting rooms, a 400 m² terrace with a panoramic view on the Botanical garden and 3000 m² of reception and exhibition areas. Trade shows, congresses, meetings, seminars, gala dinners, everything is possible in the Convention Centre.

Angers, Gateway to Western France

Ranked first city where it feels good to live, study, invest, and first green city of France, Angers is a human-sized territory. Ideally located less than 90 minutes from Paris, and 30 minutes from Nantes, the city is famous for its hospitality and attractive lifestyle. Located in the heart of the 3rd vineyard of France and in the Loire Valley, a

classified Heritage Unesco World Summit, Angers has a wealth of unique heritage.

Angers is on the cutting edge of innovation, in the fields of Horticulture with a world-class cluster for Plant Innovation, VEGEPOLYS - Health & e-health - Silver Economy and digital with a French Tech Community Label for its IoT ecosystem.

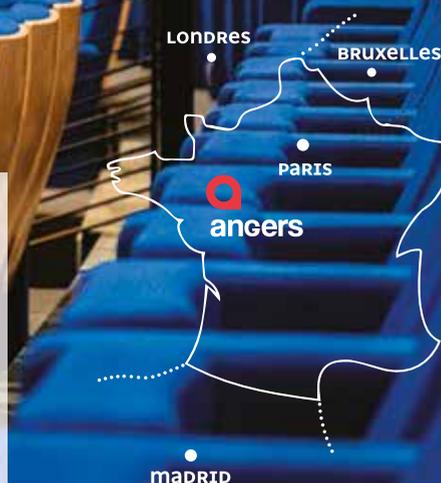
Angers attracts major events

For its reopening year, the Convention Centre already has 84 events scheduled between 15/05 and 31/12/2019.

- **Cities to be**, the sustainable building international meeting. From 11 to 13 September www.citiestobe.eu

- **En Mode Senior**, an event to reduce the loss of autonomy linked to aging. From 1 to 4 October www.enmodesenior2019.com

- and **ICMASim Congress**, 1st International Conference for Multi-Area Simulation and Global Forum will bring together in Angers, the world experts in simulation from all sectors. From 7 to 10 October www.icmasim2019.com



© Destination Angers



HOST CITY TO INTERNATIONAL CONFERENCES

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www.destination-angers.com
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The Vendée gives priority to MICE

Since 2009, with the arrival of the TGV in Vendée, business tourism has been structured and the sector is developing in Vendée, supported in particular by the Vendée Tourisme agency in charge of promoting the department. It is based on the territory's assets to strengthen its position in the BtoB operations sector: proximity (3h30 from Paris), a change of scenery (140 km of fine sandy beaches, 2 wild islands, Noirmoutier and Yeu, Marais Poitevin and Marais Breton), international events such as the Vendée Globe, hotel capacity of 4 500 rooms. And it is also on the MICE locomotive that constitutes its fleet, the Puy du Fou (2.3 million visitors in 2018), that the Vendée derives its legitimacy. This park, which is no longer presented, offers a calibrated offer to host events, namely: 4 themed hotels (404 rooms) in the Cité nocturne, a meeting capacity of 10 to 3,000 people, a dozen theme restaurants and the possibility of privatizing the site entirely or partially out of season. A team structured around the Puy du Fou Congrès brand coordinates the organization and execution of professional events. Nearly 200 companies are welcomed every year with tailor-made formulas. And there is a lot of room for improvement. A fifth hotel with an integrated business centre could be built in a few years.



› The business tourism activity of Le Puy du Fou - 200 events each year - is structured around the Puy du Fou Congrès brand.



› Combining your company's image with the legend of the Le Mans 24 Hours with a first run on the circuit or a pit stop challenge is a memorable experience for employees.

The Sarthe structures its MICE sector

If the 24 Hours of Le Mans, the world's largest endurance car race (260,000 spectators over two days each year in June) demonstrates the ability of the Sarthe destination to host XXL events, Le Mans, and more generally the department, struggles to establish itself on the MICE market. To boost the events industry, Sarthe Développement (now known as Sarthe Tourisme) launched a Business Land label in 2017 with the subtitle "Le premier parc d'attraction pour entreprises à moins d'1 heure de Paris". This collective offers organisers a one-stop shop and brings together 9 tourist operators: the Automobile Club de l'Ouest, organiser of the 24 Hours, the MMArena stadium, Le Mans Événement, which manages two complementary sites - the congress centre (up to 1,400 delegates) and the exhibition centre (3,000 delegates) -, the Club hôtelier du Mans, Antarès, the zoo de la Flèche and the Pôle européen du cheval with its huge hall hall (2,000 people seated). The expansion of the hotel park in Saarbrücken also contributes to the reputation of the destination, with the opening in June of a luxury hotel in the Château du Grand-Lucé (17 rooms, a reception room, a gourmet restaurant), and the ongoing transformation of the former Convent of the Visitation in the Le Mans hyper-centre, which will include several shops and restaurants, a conference centre (200 seats) and a luxury hotel. Completion of the work is scheduled for 2020.

Green seminars in Mayenne

For a little over two years, the departmental tourism committee and the Laval tourism office have been working together to market the department on the MICE group market. Laval, a pretty city of art and history, captures most events thanks to its good capacity (ideal for around 500 people). The small residential seminars in the countryside take place in beautiful residences, in private mansions, such as the Hotel La Marjolaine, with its abundance of Mayenne, or in nature immersion in Echologia (up to 1,200 people in cocktails).



› Le Vallis Guidonis, in Laval, can be privatized by companies for gourmet cruises or other events.

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EXPERT WORDS

What are the major assets of the Vendée on the MICE market?

Karen Alletru: Extremely well located in the centre of the west facade, its access was made easy by the arrival of the TGV in 2009 in Les Sables-d'Olonne, linking Paris in 3h30 (Paris/La Roche-sur-Yon in 3h). But also two international airports nearby (Nantes and La Rochelle). Boosted by the department's event policy with the organisation of international events such as the Vendée Globe and the Grand Départ du Tour de France in July 2018 as well as by the heavy investments of professionals, the Vendée tourism offer is moving up the range. The hotel park has been modernized. It now allows the hosting of major events (1,000 people for the Cobaty congress in 2016 or the 70th anniversary of Maison Longchamp in Le Puy du Fou in 2018 with 1,200 guests). In 2018 and 2019, new high-end event spaces were opened to business tourism such as Château de la Flocellière, Château de Terre-Neuve, Domaine de l'Établière and Pavillon du château de la Barbinière. The Vendée is also a destination that meets the needs of companies looking for charm and authenticity by offering establishments on a human scale offering a tailor-made service as well as simple cohesion activities in contact with nature, such as a picnic in the marsh of Olonne.

What actions are you taking to develop the sector?

Karen Alletru: Business tourism in the Vendée is a clearly growing economic reality. Between 2010 and 2017, the number of overnight stays increased by more than 49.5%. Since 2009, Vendée tourism professionals have been grouped together in a sector dedicated to business tourism, which today includes 62 committed players selected according to quality criteria. Led by Vendée Tourisme, this sector sets up communication and promotion actions for the Vendée throughout the year. The strategy in the Vendée is a collective one. The main element is no longer only the dedicated reception site as the congress centre, but the destination itself in its entirety, including the hotel renting spaces for seminars, catering, leisure activities...

The Vendée Globe will be held in a year's time. How does this event support the MICE segment?

Karen Alletru: There is no doubt that the Vendée Globe is spreading the word in France and abroad. The next departure is scheduled for November 8, 2020. Vendée Tourisme and the players in the Vendée tourism sector are already mobilising to offer accommodation, packages and activities that will enable companies to bring the race from the inside to their customers or employees. For three weeks before the start of the race, the Vendée Globe village allows the organisation of evenings, conferences and visits to the pontoons. On the day of departure, boats are chartered to allow companies to experience the departure at sea. An exceptional experience! Spread over several months, the race schedule offers companies the opportunity to extend their communication by bouncing back over several key moments: the start village, the start of the race and the finish. The annual communication campaign next September will be an opportunity for us to present MICE D-1an offers. From September/October 2019, companies will be able to surf on this unique event by offering their customers or employees activities related to the race: meeting with skippers, site visits, going out to sea to experience the Vendée Globe, murder party, box game, treasure hunt on the theme of the Vendée Globe...



Karen ALLETRU
Director of Vendée Tourisme

PRACTICAL INFORMATION

HOW TO GET THERE?

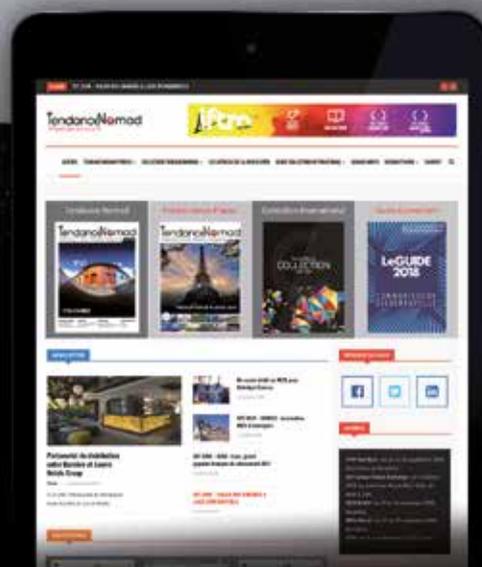
By train: Paris connected to Nantes in 2 hours, Angers in 1h30, Le Mans in 2h15.
By plane: Paris-Nantes: 1h10.

WHERE TO GET MORE INFORMATION?

<https://convention-bureau.nantes-saintnazaire.fr>
www.labaule-evenements.com
www.conventionbureau.destination-angers.com
www.vendee-tourisme.com
www.laval-tourisme.com

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CENTRE-VAL DE LOIRE

By Blandine Fleury



> Quais de Loire.

© Ch. Mouton

5 REASONS TO ORGANIZE YOUR EVENT THERE

► This year, the Loire Valley celebrates the 500th anniversary of the Renaissance, marked by the construction of the Château de Chambord. To commemorate this period, the Centre-Val de Loire region, often considered the cradle of the Renaissance in France, mobilizes its partners around numerous events, particularly in Tours, Orléans and Blois, gateways to castles and vineyards..

► The Centre-Val de Loire is close to Paris, with access to Tours by TGV in 1 hour and 10 minutes. This is an important asset, combined with the attraction of an exceptional natural and cultural heritage, for the growing number of MICE groups that visit it.

► The region, in its development strategy, consolidates the reputation of regional tourist brands, Val de Loire, Loire castles, Loire by bike, Berry Province, Sologne.... They are also attractive in MICE, a sector to which local professionals turn. In particular in Tours and Orléans, two major destinations in this segment, each with its own office agreement.

► Comprising six departments, the fourth largest region in France has a solid network of companies and centers of excellence in the fields of energy management, water resources, pharmaceuticals and cosmetics. The region has established internationally renowned competitiveness clusters, in particular the Cosmetic Valley cluster, which brings together perfume and cosmetics companies, and the Electrical Energy Sciences and Systems cluster (S2E2), which focuses on new energy sources.

► Despite the transport, the prices of an event in the Centre-Val de Loire remain competitive for companies compared to those in Paris and the Ile-de-France region. With, as a bonus, the change of scenery and names that make you dream: Chenonceau, Chambord, Azay-le-Rideau, Amboise, Blois, Cheverny...



> Chartres.

© DR



> Château de Chambord.

© DR



> Blois.

© J. Bayard

A unique combination of nature and culture

With its regional natural parks, the diversity and beauty of its landscapes crossed by the Loire where internationally renowned castles are established (Chambord, Chenonceau, Villandry, Azay-le-Rideau, Chaumont-sur-Loire...), a Loire Valley listed as a world heritage site by UNESCO, a preserved environment, a renowned gastronomy, renowned vineyards and a profusion of remarkable heritage sites (Chartres and Bourges cathedrals)...), the destination offers an extraordinary combination of nature and culture, conducive to multiple event possibilities and incentives. Starting of course with a visit to the castles, with or without team building sessions, but also a flight over the Loire Valley in a hot air balloon, a visit followed by a tasting in the vineyards, a treasure hunt in the vineyards, a treasure hunt in the historic centers, or a bike ride, a 2 CV rally or the Olympics. In the city or in the countryside, the region hosts countless accommodations between hotels, castles, estates, manors... some of which offer team-building activities.



© Benjamin Brolet

› The Centre-Val de Loire region has a remarkable cultural and natural heritage.



© Bouygues, Jacques Ferrier Architectures, Chaix & Morel, POPULOUS, Agence TER, Snaiik

› CO'Met, Orléans Métropole's major multifunctional equipment, operational in 2021, will adapt to the needs of all types of events and enhance the destination's positioning in the convention market.

Orléans, a growing MICE destination

The region now has a second congress office to boost MICE activity. Orléans Convention, attached to the tourist office, was launched just one year ago to attract professional meetings and events and the resulting financial manna. This service is to be put in perspective with the ambitious CO'Met project (Centre Orléans Métropole), which will enable the regional capital to set the pace higher in the MICE segment. Operational in 2021, this unique complex, 15 minutes from the city centre, next to the current Zenith, will include a congress centre (auditorium with 1,000 seats, 800 m² of commission rooms), a 10,000-seat theatre and an exhibition centre with 4 halls. Currently, the city has two facilities for hosting meetings and exhibitions: the conference centre (auditorium with

495 seats, 9 modular meeting rooms from 20 to 130 people, catering area with 470 seats opening onto a green patio) and the exhibition centre (20,000 m² of space divided between 4 halls, 6 conference rooms and 2 reception rooms). To seduce the organizers, Orléans also highlights a strategic location (1 hour from Paris), a dynamic and diversified economy (Orléans is the scientific capital of the Comestic Valley), a housing park with 3,300 rooms including 1,000 in the city center and 522 in 4-star hotels and an unparalleled cultural and historical heritage. To this, it is necessary to add places of character such as the LAB'O, a start-up incubator, the greenhouse of the magnificently renovated Jardin des Plantes, the Espace George Sand, the Domaine de la Fontaine, or several castles in the area.

Tours, the driving force behind the MICE business



› Attractive and dynamic in the professional events sector, Tours offers a rich range of events and is preparing to expand its accommodation portfolio.

promoted by an office agreement, the MICE offer is well referenced by companies and event organizers. It should be enriched by 2021 with two Hilton hotels with a total of 200 rooms and two 5-star hotels, a category that has not been included in the destination to date. Currently the agglomeration has 4,600 rooms, including 1,200 classified as 3 and 4-star. For receptions or other events, the destination is full of addresses. From prestigious and countless castles (Chenonceau, Villandry, Jallanges, Amboise, Clos Lucé...) to functional meeting rooms and more unusual sites (Centre de création contemporaine Olivier Debré - CCC OD-, grotte de la Roche aux Fées...) or historical sites (town hall, Grand Théâtre, Musée des Beaux-Arts...), the destination offers nearly 200 sites for BtoB operations.

Blois, at the gates of Chambord and the castles of the Loire Valley



› Blois hosts congresses, receptions and other events at three prestigious sites, including its royal castle.

fully themed dinners under the sign of the Renaissance, the Maison de la Magie in front of the castle (360-seat theatre/auditorium and several unusual cocktail spaces amid illusion games) or the Grain Hall (up to 1,000 people). For large-scale events, the Jeu de Paume, which hosts sporting, cultural and event events, opened in September 2017 (up to 3,000 people). And at the gates of the city: Chambord, an event setting that celebrates this year the 500th anniversary of its construction by François I and the castles of the Loire Valley.

Chartres, capital of Light and Perfume

Famous for its Gothic cathedral and the incomparable brilliance of its stained glass windows, the city of Light and Perfume is slowly but surely positioning itself on the MICE chessboard. The city is focusing on the development of business tourism by promoting its assets: its proximity to Paris, a change of scenery, the richness of its heritage highlighted at the annual "Chartres en Lumières" event, its Cosmetic Valley, which has elevated it to the rank of Perfume Capital, and beautiful reception facilities for events including, as planned, a modular cultural and conference center that can accommodate 5,000 people. This would make up for the lack of wide-body aircraft in the city centre, as the exhibition park is located outside the city center. The site will be completely renovated in the coming years.



› Notre-Dame Cathedral, magnificently renovated, has been listed as a World Heritage Site by UNESCO. At nightfall, it is possible to privatize and visit its crypt by candlelight.

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EXPERT WORDS

How was the idea of an office convention in Orléans born?

Axel de Beaumont: The creation in 2018 of Orléans Convention, the Orléans Métropole congress office (a fully-fledged service of Orléans Val de Loire Tourisme), met an expectation: to develop business tourism in Orléans Métropole. The professional meetings and events industry is one of the main pillars of tourism development and is a priority for Orléans Val de Loire Tourisme, the city's tourist office. In addition to generating direct spinoffs in the local economy, this industry contributes to Orléans Métropole's national and international reputation.

What are its missions?

Axel de Beaumont: They can be summarized as follows. Namely: promote Orléans Métropole and be a source of promotion for the entire business tourism offer of the region, CO'Met, but also the hotel seminar rooms, the conference centre, the greenhouse of the Jardin des Plantes, hotels, caterers, incentive activities; research, study, prepare and respond to applications to host congresses on its territory; represent Orléans Métropole before national and international authorities; advise and put the organisers in contact with service providers; act as an interface with local authorities and, finally, monitor the quality of the services offered by local service providers.

Do you publish a meeting guide?

Axel de Beaumont: That's right. That's right. We have published a meeting guide for organizers of professional events presenting the actors that make up the MICE offer of our destination, with a focus on Orléans Convention partners, local service providers including the 6 jewels of the Orléans hotel industry, but also the Clos Lucé and the Château de Chambord with which we regularly work.

What is your assessment one year after the launch?

Axel de Beaumont: We are very satisfied with the welcome we have received from the organizers of congresses and seminars at the various trade fairs and workshops in which we have participated. Orléans Convention does indeed meet a need. Just recently at the Heavent Meetings in Cannes, we noticed a real expectation, especially for the next CO'Met equipment. Orléans and its metropolis seduce and we are delighted about it! Compared to our first edition in 2018, the destination is better known to seminar and congress organizers. Out of 20 appointments, many had already watched the video presenting CO'Met. Three congress organizers from 800 to 1,500 participants came to consult us on concrete projects for 2022 and 2025.



Axel de BEAUMONT
Managing Director of
Orléans Val de Loire Tourisme

What are the next events to be hosted in Orléans?

Axel de Beaumont: From 3 to 5 July 2019, Orléans Métropole will host the 60th congress of the Association des administrateurs territoriaux de France, which represents more than 500 participants specifically expected on this occasion.

How does the convention bureau contribute to developing the visibility of the Centre-Val de Loire region on the MICE scene?

Axel de Beaumont: In order to optimize our impact, particularly at international trade fairs, we share our presence with Tours Val de Loire Tourisme in partnership with the CRT. To attract international MICE customers, we present ourselves under the Loire Valley banner, which is best known abroad.

PRACTICAL INFORMATION

WHERE TO GET MORE INFORMATION?

www.convention-orleansmetropole.com
www.toursconventionbureau.com
www.blois-congres.com
www.chartres-tourisme.com

LYON

By Jean-François Bélanger



5 REASONS TO ORGANIZE YOUR EVENT THERE

► At the 2016 World Travel Awards, Lyon was named "Best European Weekend Destination". In 2018, the European Union awarded the capital of the Auvergne-Rhône-Alpes region (as well as Helsinki) the title of "European Capital of Sustainable Tourism" for 2019. A recognition for a city committed to the "Low Emission Zone" approach aimed at providing its residents and visitors with a comfortable and peaceful quality of life, work and visit.

► Lyon has never embarked on an unbridled race for tourist volumes. On the contrary, the city aims for a qualitative tourism, harmoniously distributed throughout the year, involving the population and thus guaranteeing a kind welcome. As a result, it does not know the problems of over-tourism and, in particular, bus services to hotels, restaurants, meeting rooms, event venues... always find a solution.

► Gare de Lyon-Part-Dieu is the first transfer station in France, one of the very first in Europe, at the heart of a TGV network to the main French cities and to Switzerland, Spain, Italy, Germany, Belgium... The offer of its Saint-Exupéry airport, fourth in France, linked by express tramway in less than 20 minutes to the city centre, is also rich in over 120 lines with, in addition, Lyon-Bron business airport.



► The Lyon metropolitan area has nearly 15,000 rooms in 232 classified hotels. 69% of them are located in the 3-star categories and above. This year will see the delivery of the 144 rooms of the InterContinental (5-star, 133 rooms of the Boscolo (5-star) and 12 suites of the Pink Tower.

► The next academic year will see the delivery of the largest rehabilitation project in a European city centre, on a site classified as a World Heritage Site by UNESCO since 1998. It includes the InterContinental, which will open in May with a 2,700 m² convention centre and a 13,600 m² office space.

Eurexpo Lyon's ambitions

The opening of Hall 7 at the end of 2018 brought its total surface area to 140,000 m², making Eurexpo Lyon the leading French exhibition site outside the Île-de-France region. Its seven inter-connected halls of 2,000 to 17,000 m² offer three different spaces: the Espace Paul Bocuse and its auditorium with 1,500 to 4,000 seats, the Espace Confluence with its 7,000 m² convention centre and the Espace Saint Exupéry, 12,000 m² without poles, to host sports shows, concerts and meetings. 2,200 hotel rooms are spread over an area of 8 kilometres around the site. With this system in place, the managers of this major tool are aiming to enter the top 5 European exhibition sites.



© Philippe Théry

› Eurexpo Lyon is the leading French exhibition site, outside the Île-de-France region.



© Groupama Stadium Populous Intensis-Cité

› Groupama Stadium, near Eurexpo Lyon and Saint-Exupéry airport, has more than 8,000 m² of reception space.

From sport to business

Several areas have been created around the two largest sports venues in the Lyon metropolitan area, offering original venues for the organization of business events. Open for competitions and concerts since 2016, Groupama Stadium (Olympique Lyonnais), in eastern Lyon near Eurexpo Lyon and Saint-Exupéry airport, has more than 8,000 m² of reception space. More than 400 BtoB events are held annually for various sizes, from 5 to 60,000 guests! A first Kopster hotel has just opened at the end of last year. Much older, but more central and connected by metro, Matmut Stadium Lyon-Gerland has everything to meet the most demanding event operations. It offers a surface area of 5,000 m², a capacity of 50 to 2,000 participants, in addition to the 24,000 stadium seats, with a local hotel offer.

The Halls of the Grand Hôtel-Dieu

In these places haunted by Rabelais where he officiated, the city thus perpetuates its history of identity and gourmet culture. Opened at the end of last year, with an architecture by Albert Constantin, the Halles du Grand Hôtel-Dieu is a shortcut to everything that is best in terms of taste. Under the leadership of Jean-Paul Pignol, "Meilleur ouvrier de France", eight other essential craftsmen relay 510 years of know-how in the service of taste. With, in particular, for the holding of events, the possibility of privatising two spaces of 180 m² each, for 150 people each time, on this site in the heart of the Lyon peninsula, rich in 8,000 m² of courses, galleries under arcades and gardens: a complement to the Paul Bocuse Halls, calibrated for more than 3,000 participants.



© Les Halles du Grand Hôtel-Dieu

› The Halles du Grand Hôtel-Dieu is a shortcut to everything that is best done in the food industry.

Mystical and historical

On the hill of Fourvière on the site of Antiquaille, the Cultural Space of Christianity in Lyon is a cultural and religious place that traces the first three centuries of the advent of Christianity in Gaul. In particular, its crypt, where the dungeon of Saint-Pothin is located, is rich in mosaics that have been preserved and restored. It is an exclusive and privatizable place for small groups, in addition to the other sights and museums of the Fourvière hill. 30 minutes from Lyon, in the middle of the vineyards, it is medieval history that is being discussed this time, at the Château de Bagnols, once frequented by Madame de Sévigné. In the guard room or barrel room, in the large lounge or Empire lounge, the Renaissance courtyard... these vast and varied cloak and sword decorations are ideal for holding seminars, banquets, conventions or events of all sizes.



› The Espace culturel du christianisme in Lyon is an exclusive and privatizable place for small groups.

The Confluence trend

In this district, which emerges from the ground, to the south of the city, there are many places of welcome. One of the last to be delivered is the H7, a former 19th century boiler room, the former Hall Girard, which has become a vast modular space of 5,000 m², including 800 m² of event space, with lighting park, stage... The H7 can be adapted to all business tourism purposes: meetings, product launches, conventions, exhibitions... The Musée des Confluences, at the very heart of this district, with its catchy architecture, has become, five years after its opening, the first in France, outside Paris. Several spaces are available for private operations. Inside, this site offers two lecture halls with 118 and 325 seats for conferences and four meeting rooms plus a reception area for up to 180 people. Outdoors, the terraces can accommodate up to 600 people, a place with a unique view of the rivers.



› To the south of the city, there are more and more places of welcome in the Confluence district.

Adrenaline option

To decompress, why not choose new experiences that provide thrills? Or make a childhood dream come true? For example, Aviasim's simulators offer to be at the controls of a fighter aircraft, a helicopter. The controls available to enthusiasts, beginners or simply curious, are ultra realistic, as close as those used by pilots in real life. A way of breaking with the fear of flying, to such an extent that Aviasim has just concluded an agreement with Air France to allow its customers to capitalize miles on the Flying Blue program. And, to go even further in the field of aeronautics, why not experience free-fall? This is practiced indoors, in the Ifly sports wind tunnel, in Bron, a just adjoining town in western Lyon. This practice comes from the United States and consists in letting oneself float in the air to turn on oneself, to perform more or less artistic figures, choreographies... under the guidance of an instructor, in order to think of oneself as a true professional parachutist.



› Aviasim's simulators offer to be at the controls of a fighter aircraft or helicopter.

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Valérie DUCAUD
Director of
Only Lyon Convention Bureau

How is the MICE sector positioned in Lyon?

Valérie Ducaud: Business tourism has long been a traditional and strong activity here. Last year, 88 congresses were held in Lyon's metropolitan area, including 51 international ones, which places us in second place in France after Paris, 30th in Europe and 58th in the world according to the Icca ranking.

What are the competitive advantages of the destination?

Valérie Ducaud: The destination is not fixed and is constantly evolving. Almost every year, we offer new places, new attractions, new hotels... We are fortunate to live in a city on a human scale, a place where innovation is the DNA of local actors and where we have understood that the environment must be preserved. Just to say that the quality of the welcome is always at the top of our list of requirements.

What does the future look like?

Valérie Ducaud: We wish to give priority to these assets in order to promote them to a demanding international clientele that wants to be welcomed as closely as possible and as personally as possible. This is the purpose of our "Welcome" system, unique in Europe, which brings together actors and institutions to facilitate access, welcome and enhance the value of our customers.



Emmanuelle CORATTI
Director of Sustainable
Development at GL events

"Present in all business lines, GL events has become the world leader in events and manages four major venues in Lyon: Eurexpo Lyon, the Cité internationale convention centre, La Sucrière and Matmut Stadium. As part of the creation of the sustainable development department, we designed the "Think Green" program, which puts the environment at the heart of the management of our operations. In this context, we provide eco-responsible services, such as reusable (and not recycled) carpets, LED lighting, while taking waste management into account. This can even go as far as proposing "green" events, such as the Sirha Green. This original approach is in line with that of the company, which holds the ISO 14001 environmental certification. In general, we are preparing tomorrow's operations that will be more energy, natural resource and raw material efficient. A certain ethics that allows participants and teams to add extra meaning to their events. These proposals are supported by our "Live by GL events" agency in Lyon and Paris. Political events, sports events and large companies for their conventions have been the most responsive to this approach, but we are convinced that we are preparing for tomorrow's events."

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TendanceNomad's advice

➤ **The Welcome system:** it enhances the welcome of participants to events from the moment they arrive at the station or airport, with red carpet, dedicated reception staff and signage, welcome signage in the city, information point on the places of operation and specific reception in the city's main hotels.

➤ **The Lyon City Card:** from 1 to 4 days, this pass includes access to 22 museums with guided tours, a river cruise with Lyon City Boat, many privileges and all public transport in the city, during its validity.

➤ **Public transport and shared mobility:** with TCL, Lyon has a dense network of 4 metro lines, 5 tram lines, 2 funiculars and more than a hundred bus lines, most of which operate from 5am to 0am. The Lyon metropolitan area is also equipped with 5,000 self-service bicycles: Vélo'v, Indigo Weel, and Lime scooters.



PRACTICAL INFORMATION

WHERE TO GET MORE INFORMATION?

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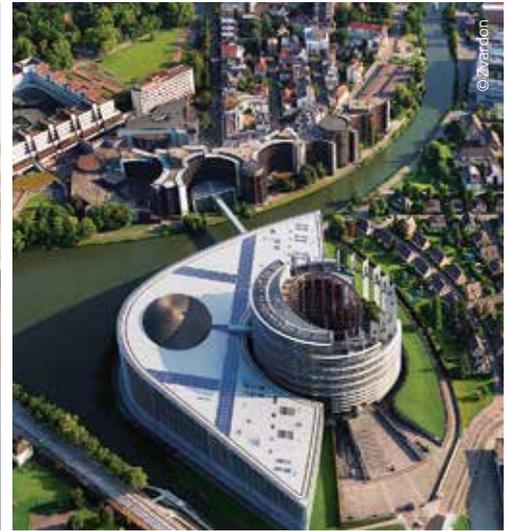
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STRASBOURG

By Martine Léonard



© C. Fleth



© Savardon

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 m² 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.



© Takamaka

► 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.



© Le Zénith



© Jean-François BADIAS



© Savardon



© Kengo Kuma & Associates - Image by Luma

› 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 m². It includes 26,000 m² of covered exhibition space (Halls 1 to 5), 10,000 m² of services, technical premises and reception, 22,000 m² of parking (900 covered spaces and 400 outside), to which will be added some 16,000 m² 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 m² and the other 4,800 m², 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 m² platform to the outside.



© Dome of Mutzig

› 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 m² open on the landscaped park, welcomes lunch and dinner breaks.



© Anne Milloux

› In addition to a 150 m² 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 m² 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 Hefcti

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

RENT A MUSEUM!

THE MUSÉE WÜRTH, near Strasbourg, offers numerous rental options for your private functions (seminars, training courses, meetings, product launches, shows, etc.) in a resolutely contemporary and exceptional artistic and cultural setting. Fitted out with several rooms and surrounded by an immense landscaped park, the museum can provide you with a “made-to-measure” service according to your needs.



At the heart of the museum, the fully equipped **AUDITORIUM** can seat 220 people and has a flat floor area for persons of reduced mobility.

The **TRAINING ROOM**, ideal for small committee meetings and workshops, can accommodate up to 50 people.

Also you can organize a **PRIVATE VISIT** of the museum, 300 m² of modern and contemporary art.

Finally, you can hire the **COCKTAIL AREA**, an environment bathed in light of 130 m² opening on to the landscaped grounds, for cocktails to bring events to a pleasant conclusion.

INFORMATIONS AND RESERVATIONS

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EXPERT WORDS



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.



› 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.



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?

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CABARETS-SPECTACLES

A PLAYFUL AND UNIFYING DYNAMIC

Located in all French regions, cabarets-spectacles are also fun event venues to bring teams together. To conclude or organize, in the context of a partial or total privatization, a professional meeting, they offer informal settings synonymous with celebration and shared pleasure.

By Dominique Pourrias

PARIS

LE MOULIN ROUGE, created in 1889 and immortalized by Toulouse-Lautrec, is known worldwide thanks to its wild French Cancan still performed today by the famous Doriss Girls. It is the first cabaret to appear in the Gault et Millau guide since the arrival of chef David Le Quellec in 2017.

The **"Féerie" show**, conceived by Doris Haug and Ruggero Angeletti, and choreographed by Bill Goodson, is composed of a troupe of 100 artists, including 60 Doriss Girls recruited from all over the world, to original music by Pierre Porte recorded by 80 musicians and 60 choristers.



- **The main hall** (900 seats), the Toulouse-Lautrec reception lounge (50 people), the imperial VIP balcony (30 people) or the mezzanine (20 people) allow events to be personalised. In addition, it is possible to privatize the rooms of the Machine du Moulin Rouge for a meeting, a product launch, an aperitif and/or a dance.

LE LIDO, a legendary cabaret located on the Champs-Élysées, makes its professional teams available to event organizers for personalized assistance.

The **"Paris Merveilles" show** created by Franco Dragone is an ode to a Paris of sparkling lights and sparkling feathers. A waking dream that reveals a fantastic whirlwind of technological prowess led by the most beautiful girls in the world.



- **The Lido** can be used for all types of events during the day or in the evening: meetings, cocktails, conventions, product launches, awards ceremonies, etc.



LE CRAZY HORSE, whose name is a tribute to Sioux chef Crazy Horse, offers 90 minutes of absolute enchantment, close to the Eiffel Tower and the Champs-Élysées.

The **"Totally Crazy" show** includes a selection of majestic paintings by Philippe Decouflé, Christian Louboutin, Chantal Thomass, Dita Von Teese & Ali Mahdavi, Stéphane Lucas.

- **All Crazy packages for companies** are available with a partner restaurant less than five minutes away. Dinner can be followed or preceded (at your choice) by the Totally Crazy show. Cozy theatre style room with 270 seats.

LE PARADIS LATIN is considered as the oldest cabaret in the capital. Its origin dates back to 1802 when the First Consul Napoleon Bonaparte had the Latin Theatre built on rue des Fossés-Saint-Victor.

The **"L'Oiseau Paradis" show** directed by Kamel Ouali, is dedicated to sensuality, poetry, emotion and humour. It is led by Iris Mittenaere, Miss Universe 2016.

- **For a day or an evening**, the Paradis Latin allows you to organize tailor-made events (seminars, conferences, workshops, gala evenings...) in private spaces, with a maximum capacity of 700 people. Executive Club evenings are ideal for rewarding and retaining employees or customers.

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© Cabaret La Vénus

TOULOUSE

LE CABARET LA VÉNUM has a capacity of 350 seats, with the possibility of extending it to 500 people. Lunches and dinner shows. Private car parks.

The **"Fantasme"** show, with dancers, dancers, acrobats and transformers, is dedicated to music-hall and in the pure tradition of Parisian cabarets.

- **The teams' skills** revolve around decoration, sound systems, entertainment and shows to organize and manage projects such as marketing operations (product launch, discovery evening, VIP evening...), professional events (convention, exhibition, seminar, conference...), celebrations (contract signature, company anniversary, president's wishes...), theme evenings... Group packages (from 10 people).

LE NORD

LE GRAND CABARET, in Vieux-Berquin near Cassel, and 30 minutes from Lille, Lens and Dunkerque, was founded in 1999 by Patrice Chevalier. A true institution in the Hauts-de-France and beyond the Belgian border, its shows combine songs, humour, dances, plays of light, feathers and sequins.



© Le Grand Cabaret

The **"20 ans déjà ! Merci"** show, a new creation, will begin on August 31, 2019.

- **In a wooded park of 3 ha**, the Grand Cabaret offers dinner shows hosted by its own artists in a room that can accommodate 250 guests. "It is this magnificent room that we make available to companies, explains Patrice Chevalier. Spacious, multifunctional, flexible at will and equipped with modern digital equipment, it is entirely privatizable: the cabaret staff will give you a personalized welcome and do everything possible to offer you turnkey events, work seminars, conferences, product launches, working lunches or refined gala dinners followed by an unforgettable evening show." Another reception area, the large entrance hall (350 m²) lends itself to moments of conviviality for an aperitif or a cocktail after a working session, not to mention the terrace (200 m²) suspended above the park's water surface.

VENDEE

LA BELLE ENTRÉE, in Saint-André-Goule-d'Oie, is the largest cabaret in the Pays de la Loire. It organizes lunches and dinner shows and welcomes groups of more than 300 people.

The olfactory **"Parfum"** will be on the bill as of September 12, 2019.

- **For corporate events** (product launch, seminar...), La Belle Entrée provides a meeting room, private space, stage... Privatization of part or all of the music hall. Catering in buffet or seating areas followed by a tailor-made show. In addition, the numbers (dancers, dancers, magician, comedian, singer and singer) are available à la carte (except La Belle Entrée).



© La Belle Entrée



© Le Saint Sabastien

GIRONDE

LE SAINT SABASTIEN, in Couquèques in the heart of the Médoc, offers several show and meal packages (or show only) for a capacity of up to 125 people.

The **show**, which is repeated every year in October, includes about twenty issues that follow one another on the principle of "transformationism": funny, moving, fierce or wild tributes to famous characters in showbiz and the audiovisual industry in general.

- **It is possible to privatize** the premises and use the company to host an evening off-site.



© Le P'tit Bichou

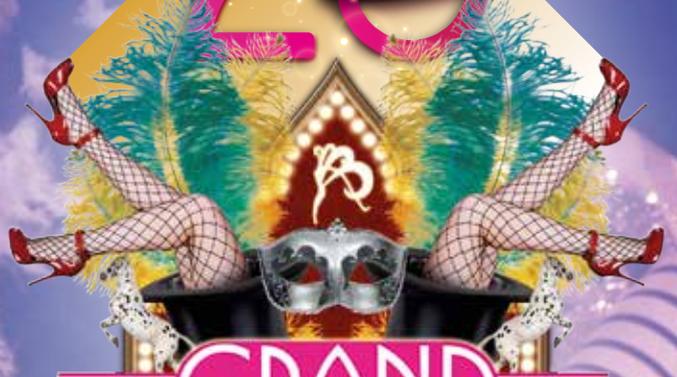
CALVADOS

LE P'TIT BICHOU, in Dives-sur-Mer, at the gates of Cabourg, unveils magical shows enhanced by gourmet and Norman cuisine.

The **"Champagne Je T'accompagne" show 2019**, with four Brazilian dancers accompanied by two transformist artists who revisit in their own way the great cabaret classics. Several meal formulas show (lunch and dinner), between "Strass", "Glitter", "Feathers".

- **Organization of seminars**, meetings, presentations and product launches, receptions. Privatization. Only by reservation. 220 places.

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◀ Did you know that? ▶



David MASSOT
Founder of Cirque Imagine

"After having travelled all over Europe with our shows for a long time, we decided to create a permanent venue dedicated to circus arts, at the gateway to the Lyon metropolis, in Vaulx-en-Verin. For companies, Cirque Imagine offers three tents in the same place to organize a wide variety of events (conferences, seminars, gala evenings, cocktails...), i.e. 1,300 m2 of modular spaces that can accommodate up to 1,000 people for cocktails, 850 seats for shows and 500 for dinner. Our added value is based on quality services in terms of personalization, reception, technical resources, catering.... And, in the team building version, the artists are responsible for transmitting their know-how, experience and circus culture to the original sessions where challenge, cohesion, stress management and self-control are on the agenda. All these experiences are very successful with the participants. I think that the atypical and universal aspects of the circus are particularly unifying for companies."



LES LANDES

LE MIRAGE, in Mézos, is an atypical venue for shows and events, with a contemporary exterior look, surrounded by tropical vegetation and a chic Baroque interior style.

The shows, performed by the Imagine troupe (dancers, singers, actors and acrobats), are sung live. The artists evolve in sets created from scratch and the interpretation games are enhanced by costumes created in the Mirage's workshop.

- **Several formulas** (show only and lunch/dinner show). Rental of the reception hall (400 people for a meal show, 496 for a show only, 1,200 for a standing cocktail). Stage of 112 m2 by 7.50 m high with screen. Complete sound and light equipment. Outdoor terrace with pool and fountains.



HAUT-RHIN

LE PARADIS DES SOURCES, in Soultzmatt (25 km from Mulhouse, 30 km from Colmar, and only one hour from Strasbourg), offers a magical place combining Belle Époque décor and contemporary atmosphere.

The "Apparences" show tells the story of the world-renowned fashion designer Lola From Paris, who has to face insistent rumours from journalists about the precarious financial situation of her haute couture house...

- **Two rooms** (L'Amphithéâtre and La Salle des Magiciens) for events from 20 to 500 people: seminar, product launch, company evening, incentive). Meals and cocktails. A backstage tour and the rental of private dressing rooms for the meal and show are among the new features of this 10th season.

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