COLMAR

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Bannière COLMAR

Congress and Event Capacity : Up to **1,328** delegates



At the crossroads of major European routes, between **Strasbourg**, **Freiburg** and **Basel**, and at the gateway to **Germany** and **Switzerland**, Colmar's exceptional location makes it an ideal starting point for discovering the entire Upper Rhine region.
The excellent transport network offers fast connections **by train** (02h20 by direct TGV from Paris), **by road** and easy access to the **international airports** of Strasbourg and Basel-Mulhouse (70 km from Colmar). Colmar also has a business airport.

Commitment to sustainability

Colmar is increasingly recognized not only for its **cultural heritage** and **tourism appeal** but also for its **deep commitment to sustainability** and **responsible development**. In recent years, Colmar and many of its local partners have taken proactive steps to integrate environmental, social, and economic responsibility into how they operate, host visitors, and promote tourism.
One clear example of this commitment is the adoption of the **Green Key label** (Clef Verte) by several hotel establishments in and around Colmar's city centre. The Green Key is an international ecological certification for tourism and hospitality providers that meet strict environmental and sustainability criteria. Colmar's sustainability focus extends beyond tourism accommodation to include major community infrastructure and events. A landmark achievement in this area is the recent certification of **Colmar Expo** and the associated **Espace Auguste** under the **ISO 20121 standard**. ISO 20121 is an international management system standard developed specifically for socially responsible event planning and execution. It helps organizations identify and manage environmental, social, and economic impacts associated with events in a structured and measurable way.

Innovation and Dynamic Economy

Alsace is a center of research and innovation, home to renowned universities and high-tech companies.
INRAE is located in Colmar: inheriting a long history dedicated to viticulture, the INRAE Grand Est - Colmar center conducts research programs aimed at acquiring knowledge and developing innovations for **sustainable viticulture**.
A Dynamic Economy
Colmar and its surrounding region host numerous industrial companies (to name just a few: Liebherr France and Liebherr-Mining Equipment, Capsugel, Timken…) as well as competitiveness clusters across various sectors.

(Re)discover Colmar

1. Experience the destination beyond its landmarks: encourage visitors to look past the must-see highlights and immerse themselves in the local lifestyle. Cultural venues, small museums, and seasonal events offer an authentic way to understand the soul of the destination.
2. Turn gastronomy into a true travel experience : promote regional specialities, local producers and signature restaurants as part of the discovery. Cooking workshops, wine or food tastings, and farm or vineyard visits add a hands-on dimension that appeals to both leisure travellers and incentive groups seeking unique, shared moments.
3. Add a touch of originality and incentive spirit : highlight unusual venues or outdoor activities that surprise and engage visitors. Whether it's an atypical event space, a team-building activity rooted in local traditions, or a leisure experience combining nature and culture, these elements create strong memories.

Cultural Heritage

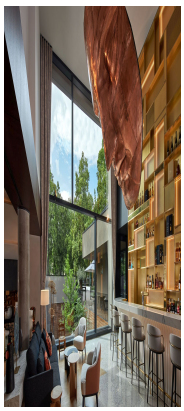
Colmar offers you a fascinating journey through over a **thousand years of European history**, thanks to its remarkably well-preserved cultural and architectural heritage.
In every season, Colmar's rich and varied tourist offer guarantees a wide array of cultural, sporting, nature, relaxation and gourmet activities...

Diversity of venues and hotels

Colmar offers a **wide range of venues** for your events, with a **diverse hotel portfolio** that includes many charming hotels nestled within centuries-old houses full of character—blending the charm of the past with modern comfort.
Located in the easily accessible historic center, these establishments offer fully equipped meeting rooms for your seminars and perfect infrastructures.

Capital of Alsace Wines

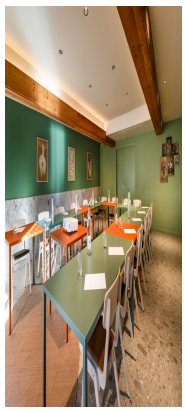
The city of Colmar, **Capital of Alsace Wines**, will charm you with its local gastronomy and iconic wines.
Riesling, Muscat, Gewurztraminer… just a few examples, perfectly accompany dishes like Choucroute Tarte Flambée, Munster cheese, Kougelhopf, and other gourmet delights served in traditional restaurants known as Winstubs.

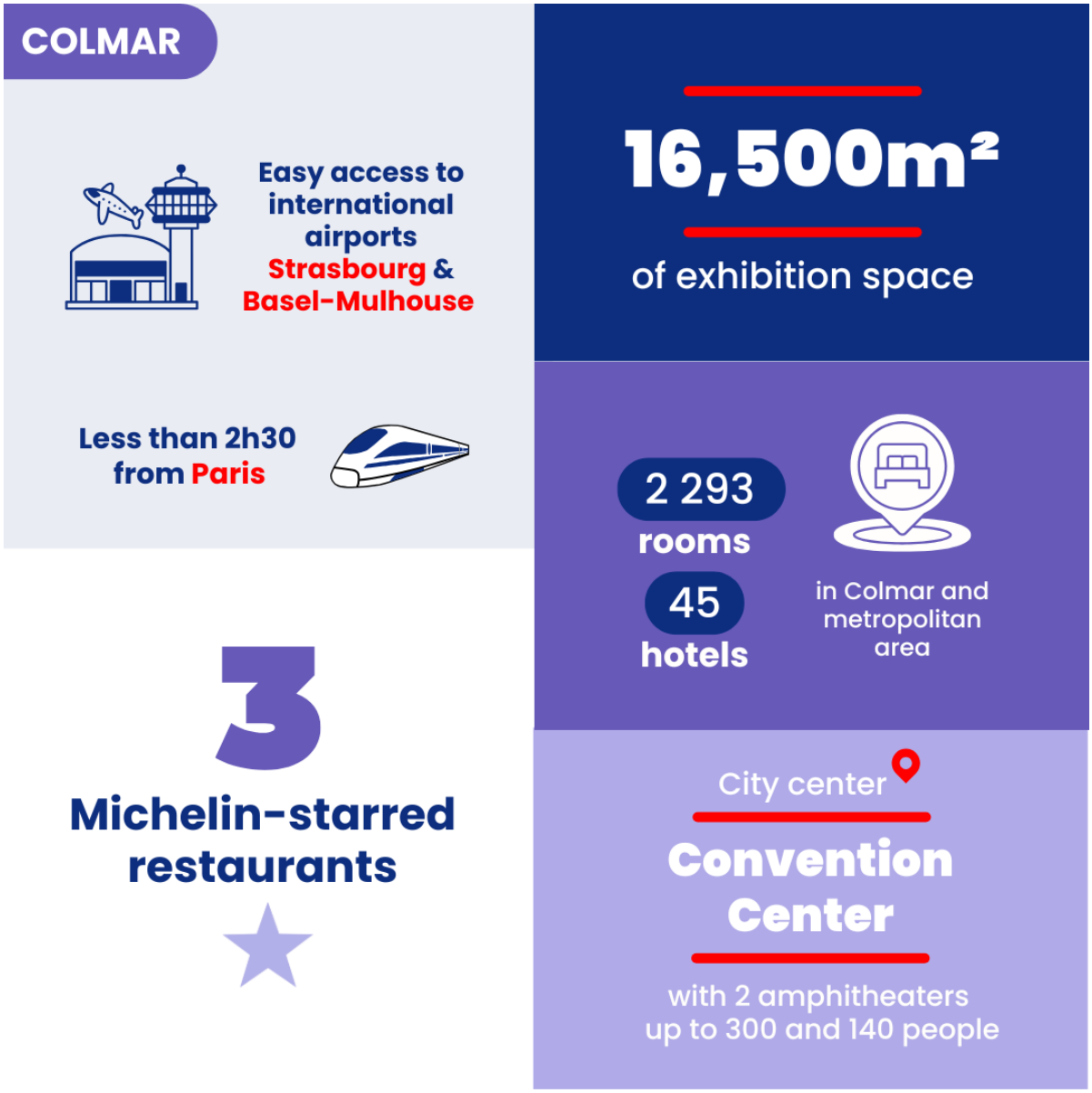












KEY FIGURES

CONTACT

Colmar Convention Bureau
Céline THOMANN
Colmar Convention Bureau Manager
cthomann@tourisme-colmar.com
+33 3 89 20 69 11

- COLMAR CONVENTION BUREAU'S WEBSITE

Localisation du POI
POINT (7.352569 48.081779)