

## STRASBOURG

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Strasbourg, in eastern France, lies at the crossroads of Europe, near the German border. **Well-connected**, it is accessible by high-speed train (**1h46 from Paris**), major highways, and Strasbourg Airport. The city also benefits from **EuroAirport** (Basel-Mulhouse) and **Frankfurt Airport** nearby. With an efficient tram and cycling network, getting around is easy, making Strasbourg a prime destination for both business and leisure travelers.

#### **TOP 5 French cities most committed to ecological transition**

For its second participation in 2024, Strasbourg is surely making progress in this demanding approach, with a score of 67% and 47th place out of 100 destinations evaluated.

Strasbourg Capitale de Noël achieves **ISO 20121 certification** in 2025.

Direct collaboration with local stakeholders on a wide range of issues: accessibility, adaptation to climate change, business tourism, etc.

The destination's tourism strategy focuses on developing more sustainable, inclusive and diversified tourism.

With **600 km of cycle paths** throughout the urban area, Strasbourg is the leading city in France for cycling, and the fourth in Europe.

Creation of a guide for event organizers: How to organize a responsible event in Strasbourg

# Strasbourg stands out as a leading hub for innovation, research, and competitiveness

Home to **prestigious institutions** like the University of Strasbourg and cutting-edge research centers, the city excels in health, biotechnology, and digital technologies. As part of the **Eurodistrict**, it fosters cross-border collaboration, hosting leading competitiveness clusters such as BioValley France, specializing in life sciences, and Alsace Biovalley, driving medical research and innovation.

#### (Re)discover Strasbourg

Strasbourg is an exceptional destination for incentives, offering a rich blend of culture, history, and gastronomy. Team-building activities range from boat cruises on the III River to wine tastings along the Alsace Wine Route. Its vibrant culture shines through world-class museums, theaters, and events like the famous Christmas market. Culinary delights include traditional Alsatian dishes, Michelin-starred restaurants, and iconic winstubs, making Strasbourg a true gourmet paradise.

#### A network of professionals committed to MICE

Strasbourg is the ideal place to host your business events, with a network of professionals committed to MICE.



70,000m²

events complex

**TOP 5** 

French cities most

committed to

ecological transition

### STRASBOURG



## **KEY FIGURES**

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