



DEMOGRAPHIC INFO

Metz: 119,551 residents *intra-muros*
 (Insee – 2012)

Metz Métropole: 44 communities - 235,000 residents (Metz Métropole)

Urban area: 430,000 residents

TOURIST OFFICE SERVICES IN METZ AND THE SURROUNDING AREA

▪ **Urban tourism** (historical and cultural heritage, main attractions). Metz's unusual heritage from the second half of the 19th century to the early 20th century has appeared since January 2014 on the tentative list of the French National Committee for World Heritage Properties with a view to be listed as a UNESCO site, "Royal and Imperial Metz".

▪ Metz has been a "Town of Art and History" since November 2011.

▪ Metz has been an acclaimed travel destination since February 2015.

▪ **Themed discovery tours of Metz, 3000 years of history** *intra-muros* from the Gallo-Roman period to the present day: thermal baths, ramparts, Porte des Allemands, groups of medieval buildings, Saint-Pierre-aux-Nonnains, Saint Etienne Cathedral (6,500m² of stained glass windows from the 13th to the 20th century), 18th century squares, the Imperial Quarter, the Amphitheatre Quarter, the Centre Pompidou-Metz. The guided tour of the cathedral is labelled quality tourism, with accessibility for three families affected by disability (motor, visual and mental).

▪ **Garden tourism** (Jean-Marie Pelt Gardens, Botanical Garden, Ile du Saulcy Park, Jardin des Tanneurs, Garden of the 5 senses, Grange aux Bois Park, Pas du Loup Park, Esplanade, Gardens of Lakes Symphonie and Ariane, Limitless Garden at Robert Schuman's House, Château de Pange Garden, Promenades of the Jouy Canal, the banks of the Moselle and the Seille, Park of the Château de Courcelles)



▪ **River tourism and water leisure activities:** A marina that has carried the "European Blue Flag" label since 2007.

▪ **Active tourism** (tennis, golf, cyclotourism, hiking): In November 2013, Metz was awarded the "Ville et territoire vélotouristiques" bike-friendly label by the French Federation of Cyclotourism (FFCT).

▪ **Events tourism:** Mirabelle Festival, Metz Beach, Christmas markets, and more

▪ **Sports tourism:** lots of events

▪ **Business tourism**

▪ **Landmark tourism** Fort de Queuleu, ramparts

▪ **Technical tourism:** Metz Electricity Plant, Republican Lorraine, Mirabelle and neighbouring Moselle wine production

▪ **Museums / Cultural attractions:** The Centre Pompidou-Metz ; the Cour d'Or Museum in Metz; the Regional Fund of Contemporary Art; Robert Schuman's House in Scy-Chazelles; the Roman aqueduct at Jouy aux Arches; the fortified churches in the Metz area; the Mont Saint Quentin: an educational and ecological nature reserve



Ville & Territoire
 Vélotouristiques

FACILITIES FOR EATING OUT IN METZ & SURROUNDING AREA

▪ Eating out: 266 restaurants

▪ 1 restaurant with a star in the Red Michelin Guide (Restaurant Le Magasin aux Vivres 1★) and 1 Bib Gourmand (Brasserie Christophe Dufossé)

▪ *Tables de Rabelais* partner service providers

(Restaurants, wine producers, Mirabelle distillery, food producers)

(Data Sitlor – January 2016)

ACCOMMODATION FACILITIES IN METZ & METZ

MÉTROPOLE

546,719 overnight stays consumed in 2015

▪ Hotels in Metz Métropole: 36 establishments, 2,144 rooms (4★, 3★, 2★, 1★, 0★, 251 rooms) including **28 hotels in Metz** – 1,625 rooms (4★, 3★, 2★, 1★, 0★, 600 rooms – 7★, 324 rooms – 2★, 123 rooms – 5 unrated 187 rooms)

▪ Outdoor accommodations: 1 municipal campsite in Metz★★★

▪ Group accommodations: 3 buildings including 2 youth hostels and 1 International Accommodation Centre

▪ Furnished holiday accommodations: 100 buildings in Metz including 44 with labels (source: TLS 2015)

▪ Hotel residences: 4 establishments

▪ Guest houses: 20 buildings including 14 with labels (5 buildings in Metz including 2 with a label). Note: 2 unusual guest houses (1 barge in Metz and 1 yurt in Lessy)

▪ Metz Marina, Blue Flag: 100 berths

▪ Port Robert Schuman de Scy-Chazelles: 130 berths

(Data Sitlor – February 2016)

VISITOR FIGURES 2015

Tourist Office: 541,253 contacts including 200,887 registered customers and 340,366 website visits

Metz TO guided tours: 39,201 customers for guided tours and holidays

City Pass: 1,362 sales

Getting Around: More than 4,100 people get around on foot or by electric Smart car, strolling among 19 different locations (camp grounds, marina, botanical garden, etc.) and 12 major events (gourmet events, Metz Beach, flea markets, the Metz-Mirabelle marathon, etc.)

Website in 10 languages with 1,309,178 page views



Centre Pompidou-Metz: more than 320,000 visitors

Cour d'Or Museum: 41,685 visitors

Porte des Allemands: 37,000 visitors

Regional Contemporary Art Fund: 16,412 visitors

Marina: 2,365 overnight stays (people) – average length of stay: 1.48 nights (people)

Metz Camping: 31,134 overnight stays

OVERALL DISTRIBUTION OF TOURIST OFFICE CUSTOMERS

Germany	27.69 %
Lorraine	24.91 %
Others in France	23.41 %
Benelux	10.77 %
Southern Europe	3.30 %
Americas	2.69 %
British	2.49 %
Eastern Europe/Russia	1.92 %
Other	1.74 %
Asia	1.08 %

STRUCTURING OF TOURIST OFFICE FOREIGN CUSTOMERS (= 51.7% OF CUSTOMERS)

Germans	53.59 %
Benelux	20.84 %
Southern Europe	6.39 %
Americas	5.20 %
British	4.81 %
Eastern Europe/Russia	3.71 %
Others in Europe	2.31 %
Asia	2.10 %
Other	1.05 %

MAIN FRENCH TOURIST OFFICE CUSTOMERS (= 48.3% OF CUSTOMERS)

North East	64.53 %
Paris Ile de France	11.43 %
West	11.39 %
PACA /Rhône Alpes/ Corsica	7.78 %
North	3.80%
Central/ Auvergne	0.95 %
Overseas	0.12 %

CERTIFICATION & LABELS

TO Certified: **AFNOR NF Services Certification**
for Reception & Information Services since 1997
for reception, information, promotion, communication,
production-marketing and shop
activities since 2011

TO Labelled Quality Tourism
since November 2005

TO Labelled Tourism & Handicap
since January 2005

INPI registered trademark: **"Tables of Rabelais"**
since 2006

RATINGS AND LABELS OBTAINED BY METZ

Metz is awarded 3 stars in the Michelin
Green Guide
Metz is named a 4 Fleurs City (1992) and appears
in the
European network of Jardins sans limite (2011)
Metz is named a digital city 5 @ (2007)
Metz is awarded the "Ville et territoire
Vélotouristiques" bike-friendly label (2013)
Metz appears on the UNESCO's French Tentative
List (2014)
Metz is awarded the Blue Flag (2007)
Metz is awarded the Prix National Lumière by the
Street Arts Academy (2007)
Metz is labelled a Town of Art and History (2011)
Metz has been an acclaimed travel destination
since February 2015

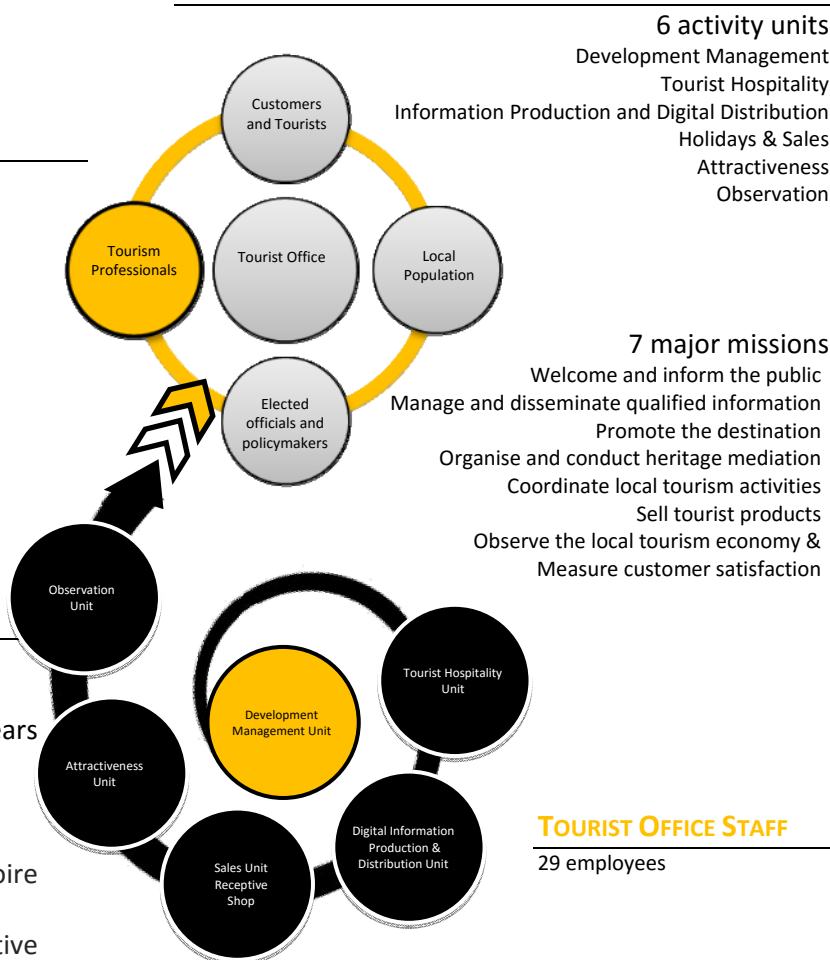
(non-exhaustive list)



METZ TOURIST OFFICE MEMBERSHIP OF NATIONAL AND INTERNATIONAL NETWORKS

Atout France City Tourism Cluster (Marketing Bureau and Commission)
Metz presides over the Permanent National City Tourism Conference (CNPTU)
OTF, FROTSI Lorraine, UDOTSI Moselle
Contribution to the National Quality Commission, Prospective Commission
Sillon Lorrain (bringing together the towns of Thionville, Metz, Nancy and Epinal), Tourism Working Group
QuattroPole network of cross-border towns since 2000 (bringing together 4 cities /3 countries: Luxembourg, Metz, Sarrebruck, Trèves), Tourism Working Group
Tonicités network of cross-border towns since 2007 (bringing together 6 towns / 3 countries: Luxembourg, Esch-sur-Alzette, Longwy, Arlon, Metz and Thionville)

TOURIST OFFICE MISSIONS & SERVICES



TOURIST OFFICE STAFF

29 employees

TOURIST OFFICE LEGAL STATUS

Not-for-profit association under the French Law of 1908



TOURIST OFFICE PUBLIC OPENING HOURS

Open to the public: 7 days/week (offices closed 1st January & 25th December);

January to March & November: Monday - Saturday: 10 am – 6 pm
Sundays and public holidays: 11 am – 3 pm

April to October & December: Monday - Saturday: 9 am – 7 pm
Sundays and public holidays: 10 am – 4 pm