

KEY FIGURES

2017

Demographic data

Metz : 118,600 residents within the city (Insee – 2014)
Metz Métropole: 44 communes - 221,800 residents
(Insee – 2014)

Wider Urban Zone : 389,188 residents
(Insee – 2014)

Tourism in Metz and its surroundings

◆ Metz has been classified as a **tourist resort** since February 2015 and **'City of Art and History'** since November 2011



◆ **Urbain tourisme** : Metz's extraordinary heritage from the second half of the 19th to the beginning of the 20th century has been on the indicative list of the National Committee of French World Heritage Properties since January 2014 for a UNESCO classification for 'Metz Royal & Imperial'

◆ **Themed visits to discover Metz** : 3000 years of intramural history from the Gallo-Roman era to the present day: thermal baths, ramparts, Germans Gateway, medieval ensembles, Saint-Pierre-aux-Nonnains, Saint Etienne Cathedral (6,500m² of stained glass from the 13th to the 20th century), 18th century squares, Imperial District, Amphitheatre District, Centre Pompidou-Metz. The guided visit of the cathedral has the tourism and disability label for 3 types of disability (physical, visual and mental)

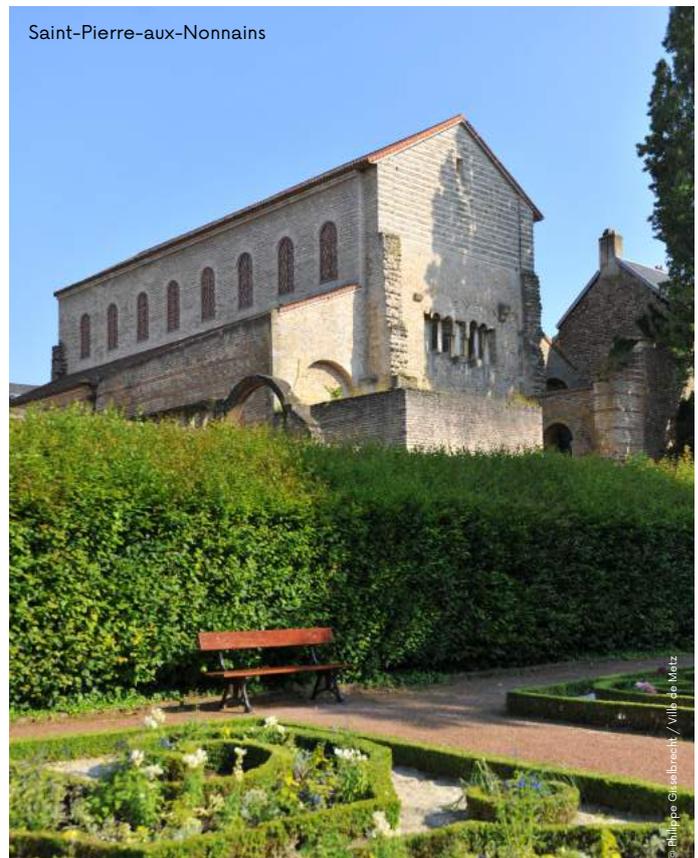
◆ **Garden tourism** : Jean-Marie Pelt Gardens, Botanical Garden, Saulcy Isle, Tanners Garden, Garden of the 5 senses, Grange aux Bois Park, Pas du Loup Park, Esplanade, Symphony and Ariane lakes, Garden at Robert Schuman's House, Grounds of the Château de Pange, Walks along the Jouy canal or the banks of the Moselle and the Seille, Grounds of the Château de Courcelles, Laquenexy Fruit Gardens

◆ **River tourism & water sports**: Blue flag marina since 2007



◆ **Remembrance tourism**: Fort de Queuleu, ramparts

◆ **Event tourism**: Constellations of Metz, Mirabelle Festival, Metz Beach, Christmas Markets



Saint-Pierre-aux-Nonnains



Show during the Mirabelle festival

◆ **Business tourism:** The Metz Robert Schuman Congress Centre (Sept. 2018) and various meeting rooms

◆ **Technical tourism:** Metz Electricity Plant, production of Mirabelles and Moselle wines in the Metz region

◆ **Museums / Cultural Sites:** the Centre Pompidou-Metz; the Cour d'Or Museum; the Regional Modern Art Centre; Verlaine's House; Robert Schuman's House at Scy-Chazelles; the Roman aqueduct at Jouy aux Arches; the fortified churches in the Metz region; Mont St Quentin: natural and educational site

◆ **Active and Sports Tourism:** (tennis, golf, cycle tourism, hiking): In February 2017, Metz was awarded the 'Active and Sport City' label (Metz Mirabelle Marathon, Handball,...)



Eating out Metz and surrounding area

◆ **Food :** 277 restaurants

◆ **1 Michelin-starred restaurant** in the Michelin Red Guide (Restaurant Le Magasin aux Vivres 1*) and **1 Bib Gourmand** (Brasserie Christophe Dufossé)

◆ **Tables de Rabelais partners:** (Restaurants, winemakers, mirabelle plum distillery, provisions) (*Sitlor data - January 2018*)

Accommodation Metz and Metz Urban Area

◆ **Hotels in the Metz Urban Area:** 34 establishments, 2,170 rooms (4 ****, 391 rooms - 17 ***, 1,071 rooms - 5 **, 322 rooms - 2 *, 123 rooms - 2 unclassified, 101 rooms) including 25 hotels in Metz - 1,568 rooms (4 ****, 391 rooms - 11 ***, 668 rooms - 6 **, 285 rooms - 2 *, 123 rooms - 2 not classified, 101 rooms)

◆ **Open air accommodation:** 1 Metz municipal campsite ***Metz***

◆ **Group accommodation:** 3 establishments, 2 youth hostels and 1 International Accommodation Centre

◆ **Apartment hotels:** 4 establishments

◆ **Bed & Breakfast:** 24 establishments, including 13 classified (7 establishments in Metz, 1 of which is classified). NB: 2 unusual bed and breakfasts (barges in Metz)

◆ **Marina** in Metz, blue flag: 100 mooring rings

◆ **Robert Schuman Marina** at Scy-Chazelles : 130 mooring rings

(*Sitlor data - January 2018*)



Visitor statistics 2017

Agency Inspire Metz - Tourist Office: 606,665 contacts (+ 6.65%) which is 167,526 direct contacts and 421,808 visits to the website

Number of customers in group visits: + 2,67%

Number of customers in individual visits: + 21,42%

City Pass : 1,131 sales

Metz Tour (visit app) : 3,043 downloads (+ 43,95%vs.2016)

Monument Tracker : 1,650 downloads (+ 42,12%vs.2016)

Centre Pompidou-Metz : more than 345,000 visitors (+ 15%vs.2016)

Cour d'Or Museum: 45,863 visitors

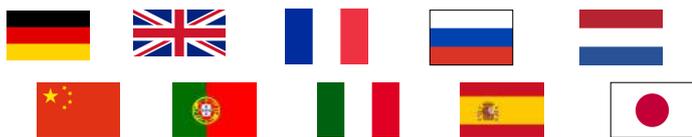
FRAC Regional Art Centre: 17,827 visitors

Germans Gateway : 33,000 visitors

Marina: 2,348 nights (people) - average stay: 1.54 nuits (people)

Metz Campsite: 31,559 nights

Website in 10 languages with 1,238,511 page views



Classifications and labels awarded to Metz

- ◆ Metz has 3 stars in the Michelin Green Guide
- ◆ Metz has had the 4 flowers status since 1992 and has been a member of the European network of Gardens without Limits since 2011.
- ◆ Metz is on the French indicative list for UNESCO classification (2014)
- ◆ Metz has held a Blue Flag since 2007
- ◆ Metz has been labelled a City of Art and History since 2011
- ◆ Metz was classified as a tourist resort in 2015
- ◆ Metz was awarded the 'Active and Sport City' in 2017
- ◆ Metz has been a fair trade region since 2016
- ◆ French Tech Urban Area since 2015

Breakdown of visitors to the Tourist Office

Germany: 25,7%	Eastern Europe/Russia:2,1%
Lorraine: 24,7%	British: 1,7%
France - other : 24,7%	Other: 2%
Benelux : 11,4%	Asia: 1%
Southern Europe: 3,9%	
Americas : 2,8%	



Certifications and labels

- ◆ Certified Tourist Office: NF Services Certification from AFNOR for Welcome and Information Services since 1997 for activities around welcome, information, promotion, communication, and shop management and marketing since 2011
- ◆ Tourist Office classed as Quality Tourism since November 2005
- ◆ Tourist office classed as Tourism & Disability since January 2005
- ◆ INPI (National Institute for Industrial Property) registered trade mark: 'Tables de Rabelais' since 2006



Breakdown of international visitors to the Tourist Office (50,5% of total customers)

Germany: 50,8% British: 3,4%
Benelux: 22,5% Other European: 2,5%
Southern Europe: 7,8% Asia: 1,9%
Americas: 5,5% Other: 1,4%
Eastern Europe/Russia: 4,2%

Breakdown of French visitors to the Tourist Office (49,5% of total customers)

Grand Est: 60,8%
Paris / Ile de France : 13%
Hauts de France/Bourgogne/ Fr. Comté : 7,9%
Brittany/Normandy/Loire/Centre: 7,7%
PACA /Auvergne Rhône Alpes/ Corse : 6,1%
Occitanie : 2,3%
New Aquitaine: 2%
Overseas departments and territories: 0,2%

The agency Inspire Metz

Membership of national and international networks:

- ◆ Atout France (Promotional body) **City Tourism Cluster** and **Business Tourism Cluster**
- ◆ Metz has the presidency of the Grand Est **ADOT**
- ◆ **OTF** (French Tourist Offices), **FROTSI Lorraine** (Regional Federation of Tourist Offices)
- ◆ **QuattroPole** cross-border network of cities (4 cities, 3 countries: Luxembourg, Metz, Sarrbrucken, Trier), Tourism Working Group

- ◆ Contribution to the **Prospective Commission**

- ◆ **Lorraine Valley** (grouping together Thionville, Metz Nancy and Epinal), Tourism Working Group
- ◆ **Tonicités** cross-border network of cities since 2007 (6 cities, 3 countries: Luxembourg, Esch-sur-Alzette, Longwy, Arlon, Metz and Thionville)

Staffing: 39 employees (as of 1st September 2017)

Legal status: Association

Opening hours:

Open: 7 days a week (closed on 1st January and 25th December)

From January to March and in November:

Monday - Saturday: 10:00am - 6:00pm
Sundays and public holidays: 11:00am - 3:00pm

From April to October and in December:

Monday - Saturday: 9:00am - 7:00pm
Sundays and public holidays: 10:00am - 4:00pm

