

ALSACE

PRESS KIT

2026

WWW.VISIT.ALSACE

© Lez Broz

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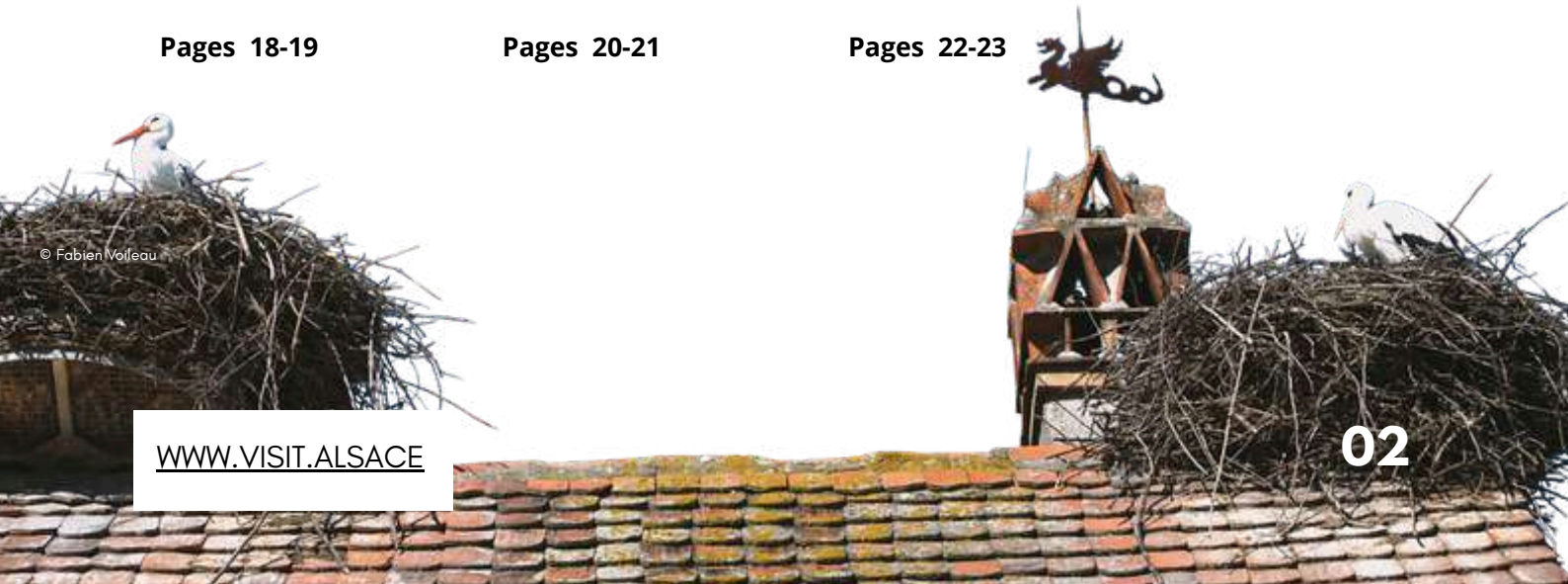
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© Fabien Voileau

INTRO

Alsace isn't meant to be told; it's meant to be lived!

Every year, the destination reinvents itself with new spots, original experiences, bold talent, and places that dare to surprise and inspire.
This press kit captures an Alsace in motion: more creative, more sensitive, and more vibrant than ever.

In a concise, clear, and modern format, we have chosen to highlight the essentials: new openings, changes, and the pulse of Alsace today. Hotels with character, new dining spots, inspiring initiatives, and experiences to discover. **Together, these new developments shape a contemporary Alsace, rooted in tradition and looking to the future.**

These additions represent a way of exploring Alsace differently, in a destination that values **gentle mobility: cycling, hiking, regional trains, and modes of travel that respect both the environment and local communities.** It's a different way of travelling that's slower, more attentive, and more sustainable.

An invitation to explore a region that never ceases to surprise, and to tell the story of Alsace in a new way.



→ WWW.VISIT.ALSACE

CULTURE IN MOTION

EXHIBITIONS, REINVENTED MUSEUMS, A LIVING CULTURE

1 Caught with a hand in the jam jar



© Office de Tourisme Val de Villé

Awarded the Living Heritage Company (EPV) label by France, Les Confitures du Climont opened a new 150 m^2 site in Maisongoutte in 2025. It houses France's only jam museum, a manufacturing workshop open to visitors with centuries-old copper cauldrons, a shop, a tasting area, and an educational orchard.

Practical info:
Free admission, no booking required for individual visitors.
Visit.alsace

2 1,300 years of the Abbey Church: a weekend of living history


© E Wilhelmy-PNRVN

Medieval markets, traditional crafts, knights, troubadours, and **plenty of events are planned for this year.** It's also an opportunity to discover or rediscover the rich heritage of the village of Neuwiller-lès-Saverne: its two churches, the relics of Saint Adelphus, historic tapestries, houses steeped in history, the Place du Chapitre, and more.

The whole village will be buzzing during the medieval festival **celebrating the 1,300th anniversary of the Abbey Church of Neuwiller-lès-Saverne on 18 and 19 July 2026**

IPractical infos: 1,300 years of heritage

3 Revival of a unique heritage site


© Mairie Dossenheim-sur-Zinsel

The fortified refuge of Dossenheim-sur-Zinsel is a unique site in France, in the heart of the Vosges du Nord Regional Nature Park. It received funding from the Heritage Foundation and lottery for a full restoration. **A new exhibition design is also planned for the museum space.** The project aims to showcase the perimeter wall while preserving the traces of 18th-century houses.

There will also be a **visitor trail leading to the interpretation centre** of the fortified refuge. The centre will also be completely redesigned and expanded with new exhibition spaces

Practical info: opening scheduled for the first half of 2026 - Visit.alsace

4 800 years of Oeuvre Notre-Dame

First mentioned between 1224 and 1228, the Œuvre Notre-Dame Foundation will launch an **exceptional programme in January 2026 to celebrate 800 years of continuous service to Strasbourg Cathedral**. Managed by the city since the Middle Ages, the foundation is unique in France: an institution with its own workshops (stonemasons, sculptors, conservators, masons, blacksmiths, carpenters) and centuries-old expertise dedicated to the maintenance, conservation, and restoration of the monument.

Practical info: Oeuvre-notre-dame.org

5 Organum XXI


© Vincent Schneider

The Atelier de l'Orgue has recently reopened in Marmoutier, the historic birthplace of the organ in Alsace, **offering a new way to discover this fascinating instrument.** This heritage interpretation centre explores the world of the organ through a sensory, fun, and modern approach. The different exhibition spaces take visitors inside the instrument itself to understand its workings, sounds, and secrets. The highlight of the visit is **Organum XXI, a one-of-a-kind instrument,** both a work of art and a laboratory for sound. Designed as an educational and creative tool, this spectacular "deconstructed" organ encourages hands-on experimentation for total immersion in sound. Enthusiasts, musicians, and curious visitors alike are invited to enjoy a unique musical experience.

Practical info: latelierdelorgue.fr

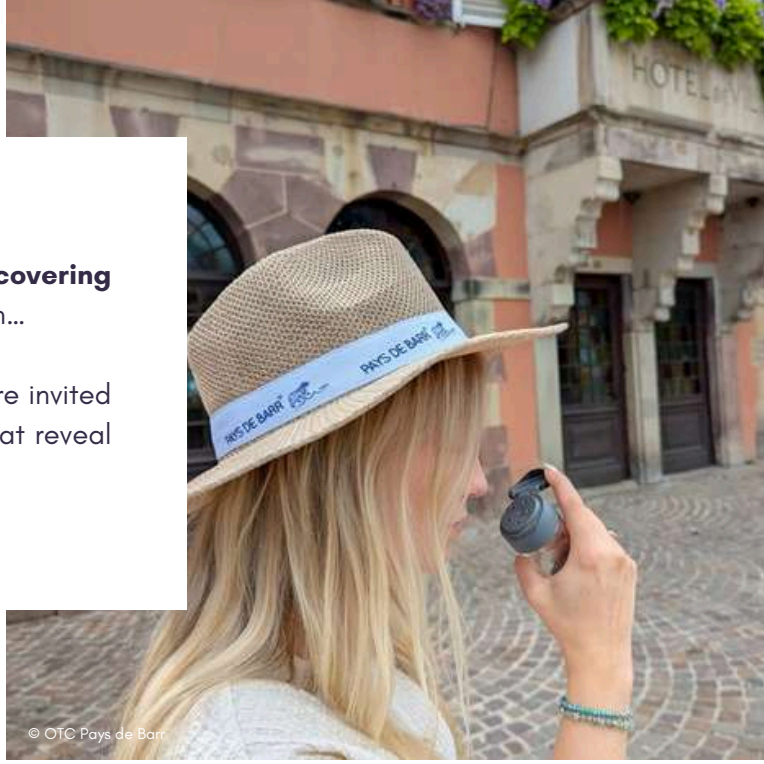
STUDIO OF POSSIBILITIES


© Christian Fleith


© 100kmautour.com


© Fabien Voileau

IMMERSIVE & INTERACTIVE TOURISM, REINVENTED KNOW-HOW



© OTC Pays de Barr

1 Sensory visit

A new and original experience in Barr: a visit for **discovering heritage in a new way.** See, feel, touch, taste, listen…

It's immersive, interactive, fun, and unique. Visitors are invited to peer through a lens and explore all the details that reveal our history and environment.

Dates: summer 2026 - Price: free

Practical info:
Dates and details to come at www.paysdebarr.fr


© Jeremy Koller

2 Theatrical guided tour

Agnès, a 16th-century farmer's wife, guides visitors around medieval Barr on a journey through time. In period costume, she recounts her daily life, the defence of the ramparts, and the peasant revolts of her era.

Price: free

Practical info:
Dates and details to come at www.paysdebarr.fr

3 Ceramic workshop

The **Boutique des Bouleaux** has just opened its **Café Céramique** in the heart of **Haguenau**.
The concept: participants choose a ceramic object (mug, bowl, vase, etc.), paint it as they like, and then enjoy a gourmet break with coffee, tea, or a homemade treat. A cross between an art workshop and a tea room, this new space focuses on conviviality and creativity, for all ages.

Practical info:
La boutique des Bouleaux
12 Grand'Rue à Haguenau
La boutique des bouleaux


© à l'ombre des bouleaux

THE ART OF BA-

COSY ALSATIAN RETREATS

1 A cocoon in the heart of the vineyards

A few minutes from Colmar, in the heart of the village of Gueberschwihr, **Hôtel Terra Vinum invites guests on an immersive journey into Alsace's wine culture.** Taken over in 2024 by passionate winemakers Georges and Pélagie Scherb, this charming 42-room hotel cultivates the perfect balance between authentic terroir and contemporary elegance. Surrounded by vineyards as far as the eye can see, the hotel embodies the simple and sincere hospitality of a wine estate, where every detail honours the vines and winemakers. An ideal stopover for lovers of wine, nature, and meaningful encounters.

Practical info:
hotel-terravinum.com or visit.alsace

2 Royal Palace Hôtel & Spa – Kirrwiller

Combining glamour and serenity, **the Royal Palace Hotel & Spa, opening in late 2026**, will carry forward the magic of the famous cabaret. A new setting for refinement and well-being in the heart of Northern Alsace.

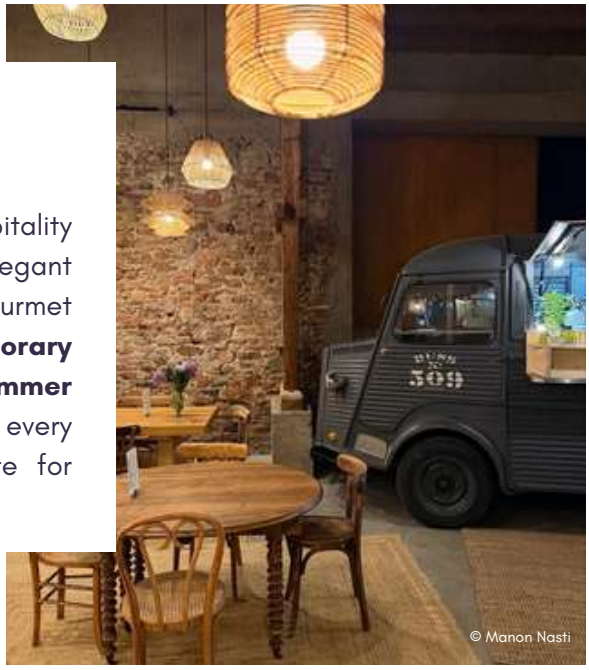
Feathers, rhinestones and sequins will undoubtedly be a part of the experience!

Practical info:
Royal-palace.com



LANCED LIVING

TABLES & TERROIR: THE NEW CUISINE OF ALSACE



3 Welcome to ma.maison!

In Guémar, ma.maison rreinvents the art of hospitality around a simple idea: **feeling at home**. Beyond the elegant and cosy rooms, guests can savour two gourmet experiences: **MA.CUISINE, inspired by contemporary Italian flavours, and MA.GUINGUETTE, a casual summer version in the garden.** Here, home is at the heart of every experience, blending comfort, sharing, and a taste for beauty.

Practical info:
Ma.maison

4 Embark on a gourmet experience on the water!



A new project to discover in Saverne! Imagine **a floating barbecue, a table set along the water and your loved ones gathered around. These first license-free barbecue boats** each have a different theme (Texas, Hawaii, Ocean) and offer a true floating escape, for a delightful, relaxing, and original experience! A peaceful breakfast, a gourmet picnic, or a festive sunset barbecue: new ways to gather, share, and savour in a natural and peaceful setting.

IPractical info:
www.lesfestinettes.com

5 Parc Hôtel & Yonaguni Spa is now YONA

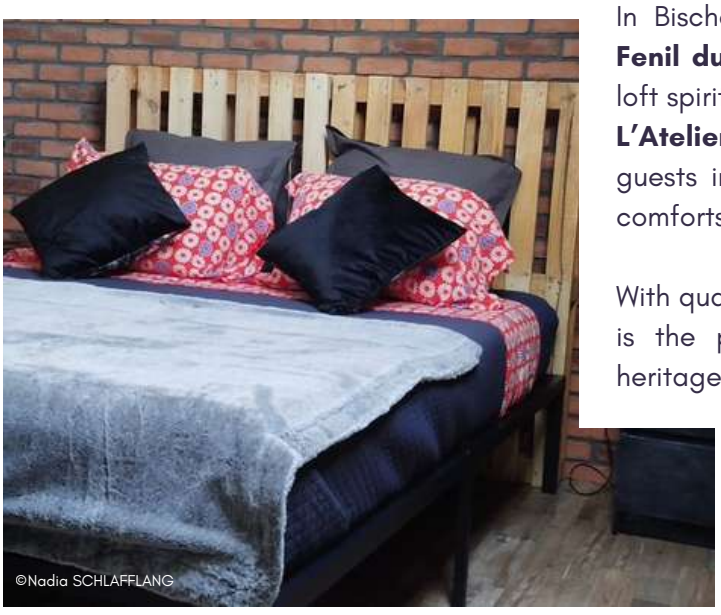
After three years of work and an investment of more than €25 million, **Parc Hotel & Yonaguni Spa in Obernai will become YONA in mid-February 2026**. This new name marks the birth of a true destination combining high-end hospitality, well-being, and gastronomy. The hotel was completely redesigned and expanded, **with a new iconic building, new suites, a signature restaurant, and two complementary spas, Yonaguni and Yonasaya.** YONA aims to offer a unique getaway experience in Alsace and the Grand Est region, centred on healing and the art of living.

Practical info:

visit.alsace
yonahotel.com


© YONA spa hôtel

6 A loft spirit and a vintage soul in Alsace


©Nadia SCHLAFFLANG

In Bischoffsheim, just 20 minutes from Strasbourg, the **Fenil du Grand Dormeur** offers two suites combining a loft spirit and vintage charm. On a peaceful village street, **L'Atelier** and **La Brocante** each accommodate up to four guests in a curated setting, with unique decor, modern comforts, and a warm atmosphere.

With quality amenities, this high-standard accommodation is the perfect base for exploring the vineyards and heritage of Alsace.

Practical info:
Fenil du grand dormeur

7 Chez Bibi - Holiday cottage in Wangenbourg

In the heart of the Vosges Mountains, Chez Bibi is a **beautifully restored old Alsatian farmhouse** blending authentic charm and modern comforts. With **space for up to six guests**, the cottage combines a welcoming atmosphere and an ideal location, close to hiking trails and the new Wangenbourg mountain bike centre. **It's the perfect spot for lovers of nature, sports, and the great outdoors**, whether for an active holiday or a rejuvenating break in Alsace.



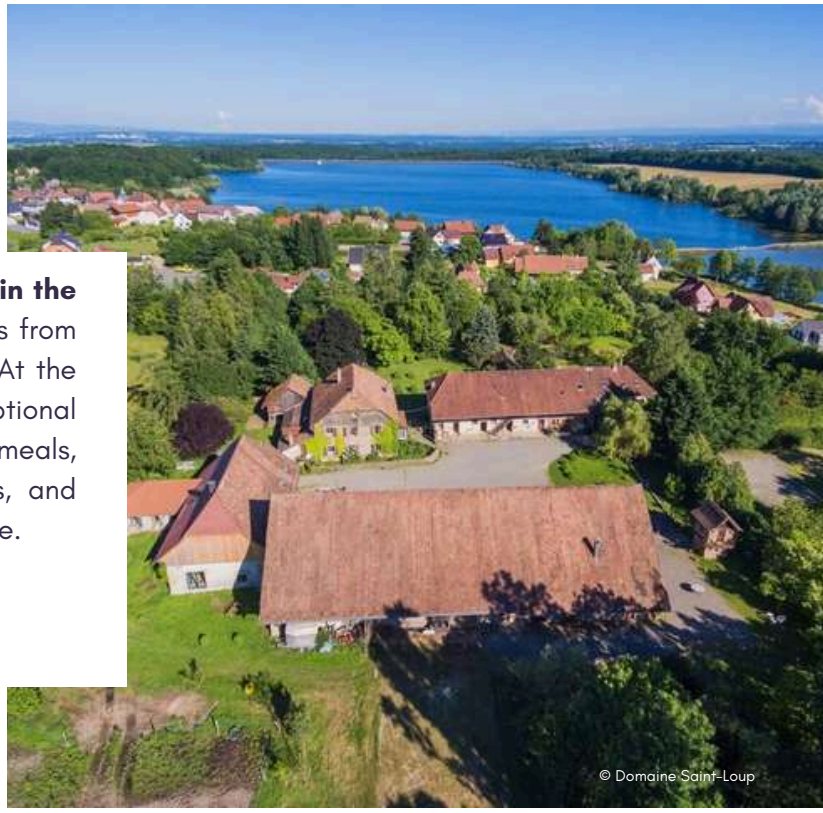
© Julien KAUFFMANN

Practical info :
Gite chez Bibi
Wangenbourg-Engenthal

8 An exceptional natural setting 20 minutes from Mulhouse

Domaine Saint-Loup is a former farmstead set **in the heart of a 20-hectare private park**, just steps from a lake classified as a regional nature reserve. At the foot of the Vosges Mountains, this exceptional environment is the ideal setting for meetings, meals, or holidays. An orchard, ponds, farm animals, and seasonal farm products round out the experience.

Practical info:
Visit.alsace or Domaine Saint Loup


© Domaine Saint-Loup

ON THE

1 HIKING



New hiking guides: The tourist office of **Thann Cernay** has just released a new collection of practical guides for hiking, trail running, walking, and electric mountain biking. These essential guides make it easy to explore the area's trails independently.

Practical info : Thann Cernay Tourist Office

2 WATER SPORTS

At the crossroads of France, Switzerland, and Germany, the Rhine is the perfect playground for water activities. In the Three Countries area, each site offers its own take on adventure. **East Park in Bartenheim** delivers thrills with **wakeboarding, water skiing, paddle boarding, and a water park**, all in a fun and relaxed atmosphere. **The Whitewater Park in Huningue** is a refreshing oasis in the town, with **kayaking, hydrospeed, and paddleboarding for all levels**, including school groups and people with disabilities. **The Alsace Plaisance water sports centre in Kembs** is the perfect spot for a peaceful cruise along the Rhône-Rhine Canal. Fans of speed can head to the **3 Frontières water sports centre in Village-Neuf** for **sailing, power boating, and boating lessons**. A wide range of aquatic experiences, from thrills to relaxation.

More info:
visit.alsace

3 BY BIKE



With **9 cycling itineraries, 33 mountain bike trails**, and **10 new routes with the Gravel label**, Sundgau is an outdoor playground for bikes!

Each discipline has its own Tour du Sundgau (TDS), a large-distance loop for exploring the area over several days.

Practical info :
Cycling in Alsace or Sundgau Tourist Office

MOVE

3 ON HORSEBACK

Traces Vosges du Nord offers **guided horseback outings exploring the landscapes of the Regional Nature Park**. Between deep forests and pink sandstone rocks, riders reconnect with the rhythm of nature at the horses' pace.
For **a day outing or a two-day excursion with accommodation**, these gentle and authentic equestrian getaways are ideal for intermediate riders looking for adventure and a change of pace.

Practical info:
from €129 / person / day
Traces Vosges du Nord

4 BY TRAIN AND BOAT

Experience Alsace differently, with **a steam train journey** and a **cruise on the Rhine**.

This **combined rail-and-river experience** unveils the **Rhine Plain** at a whole new rhythm. **The 20th-century steam train** crosses the Alsatian Ried before reaching the Rhine for a **cruise** exploring the landscapes, the cathedral of Breisach in Germany, and the Île du Rhin.

IPractical info:
€25/ €12.50 for children ages 3 to 12
>>> Visit Alsace Rhin Brisach



MULTIPLE HORIZONS


© J. Kauffmann-OTMV-ADT


© B. Salmanski - ADT


© A. Scholly - ADT

1 TOUS AU CHATEAU ON 1 MAY

Open Day at Alsace's Fortified Castles!

A unique chance to discover or rediscover Alsace's castle heritage while meeting the passionate people who care for these sites. On the programme in the twenty sites in Alsace: **guided and costumed tours, exhibitions, concerts, storytelling, workshops, treasure hunts, and medieval festivities.**
This event is organised by volunteers and castle managers, with the support of the associations Châteaux Forts Vivants, Châteaux Forts d'Alsace, and the Route des Châteaux et Cités fortifiées d'Alsace, coordinated by Alsace Destination Tourisme.

Objective: to raise awareness of the monuments, their rich heritage, and the work of the people who bring them to life every day.

2 An explosive castle investigation



Perched above the town of Thann, the famous Engelbourg Castle, also known as the "Witch's Eye", now offers a digital perspective. **On the brand-new virtual tour "La poudre à l'oeil", visitors immerse themselves in the history of the site as it was in the 17th century.** Virtual reality, interactive content, and digital media bring the ruins back to life to enrich the visitor experience.

This innovative initiative combines heritage and technology, for a fun an educational visit. A modern way to (re)discover one of Alsace's iconic landmarks.

Practical info:
Thann Cernay Tourist Office



3 Domaine de la Leonardsau

The Domaine de la Léonardsau invites guests for a timeless break in the heart of an eight-hectare landscaped park, dotted with hundred-year-old trees, streams, and romantic gardens. **Listed as a Historic Monument, the estate houses an early 20th-century castle** built by Baron Albert de Dietrich. The castle reopened to the public in November 2025 following an extensive restoration carried out by local artisans. **Guests can explore historic salons, a library, temporary exhibitions, and innovative digital installations**, including the Micro-Folie exhibit with unprecedented access to the masterpieces of the greatest museums. **Guided tours, cultural events, and concerts highlight this exceptional site all season long.**

Opening hours, schedule of visits, temporary exhibitions, and events:
www.leonardsau.fr

URBAN DELIGHTS


© Marie Schwab / ADT

1 Belle Vue sur le vignoble

In Gueberschwihr, the Belle Vue restaurant is known for its **traditional cuisine in an exceptional setting** at the heart of the Alsace Wine Route. **Alsatian specialities and seasonal dishes** are served in a friendly setting, whether in the welcoming dining room or on the panoramic terrace with a view of the vineyards. Located **less than 50 meters from the Terra Vinum hotel & spa and next to the Scherb wine estate**, it's an ideal stop for travellers looking to combine comfort, gastronomy, and wine. A must for a gourmet break to enjoy the local flavours and views of Alsace.

Practical info:
open everyday except Monday lunch
Restaurant Bellevue

AUTHENTIC BISTROS AND GREAT SPOTS

2 LE BÄRR NOMADE


© OT du Pays de Barr

Can you revive a village with a travelling bar? Florent and Grégoire set out to find the answer by creating Le Bärr Nomade, a mobile bar and bistro that criss-crosses the villages of the Pays de Barr, offering residents a welcoming social space.

Practical info:
lebarrnomade.fr
+33 (0) 6 46 70 90 95

3 A calm take on the art of living

In the heart of the Doller Valley, in the village of Wegscheid, DecoLatte is a **haven of peace combining a tearoom, a speciality coffee shop, a gift shop, and a creative space.** In addition to lattes and pastries, a variety of experiences are on offer: pottery, coffee painting, workshops for children, relaxation sessions, and well-being for beginners, all designed for slowing down and savouring the moment. A place where conviviality, sensory pleasures, and a gentle way of life come together in a calming setting, true to the spirit of the valley.



© DecoLatte

Practical info:
Opening hours vary depending on the season
Facebook

4 Gourmand in Schiltigheim

Schiltigheim welcomes a new relaxed and accessible spot: **Gourmand, a bistro** on the former site of Guillaume Scheer's Michelin-starred restaurant, following his move to Strasbourg. The local producers who contributed to the success of the gourmet restaurant are still on board to support this bistro experience. Chef Flavien Testart, the long-time right-hand man of Scheer, highlights **local products, inspired cuisine, and carefully crafted sauces**. The perfect place to enjoy simple pleasures and **savour the unmistakable flavours of veal blanquette or pâté en croûte**.

Practical info and opening hours: Bistrot Gourmand


© Au Cerf Hunspach

5 Tradition, terroir and quality: Alsace's bistro spirit

Au Cerf in Hunspach (Bas-Rhin) embodies the spirit of the land. Since 1850, the family-run restaurant serves traditional home-cooked cuisine, renowned for its iconic Alsatian recipes made with local products in a warm and authentic setting. Over the generations, the restaurant has become a true meeting place for locals, faithful to the spirit of the village.
A pioneer in Alsace, it is the **first restaurant in the region to receive the Bistrot de Pays label**, awarded for its **warm rural hospitality** and **commitment to promoting local producers**.

Practical info:
au-cerf-hunspach.fr
+33 (0) 3 88 80 47 77

ZEN ESCAPES


© Office de Tourisme du Val d'Argent


© Office de Tourisme du Val d'Argent


© Office de Tourisme du Val d'Argent

Le Chamont Eco retreat, Ste-Croix-aux-Mines

Le Chamont offers **truly regenerative breaks** all throughout 2026, with **yoga retreats**, **silent meditation stays**, and **Thai massage training courses**. On the programme:

- Silent meditation retreat (10-12 April 2026)
- Thai massage training (April & August 2026)
- "Wild Feminine" retreat (14-20 August 2026)
- Autumn Retreat (30 Oct - 1 Nov 2026)

A unique place to recentre and reconnect with life's essential rhythms.

Practical info:
www.flor.yoga/le_chamont
+33 (0) 7 50 88 71 36

2 Parenthèse Elément Terre

In Wattwiller, a new haven **invites guests to unplug and unwind**. Parenthèse Élément Terre is a holiday gîte **for up to 6 guests**, **combining a sustainable approach** with a unique **immersion in the heart of the nature of the Vosges**.

Combining authenticity and modern comforts, the gîte's warm setting is **perfect for a holiday with family or friends**. The highlight of the experience is the **outdoor Nordic spa,** offering an **unforgettable moment of relaxation overlooking lush green landscapes**. A true haven of peace for an eco-friendly well-being getaway.


© La Parenthèse

Practical info:
Visit.Alsace

3 Medicinal plant garden of the Récollets Cloister in Saverne


© Office de Tourisme & du Commerce du Pays de Saverne

Nestled at the heart of the 14th-century Gothic cloister in Saverne, the medicinal garden is an invitation for relaxation and discovery, **featuring around fifty medicinal plants from the region**. A peaceful and authentic place rich in knowledge and ideal for quiet reflection.

New: herbal tea workshops enrich the programme of guided garden tours.

Practical info:
Pays de Saverne Tourist Office

NOCTOURISM

SLEEP TOURISM, LOCAL DESIGN, SENSORY NATURE

1 A night along the water - lakeside cabin at Les Castors campsite (Guewenheim)

In the heart of the Doller Valley, the Les Castors campsite in Guewenheim offers a nature getaway surrounded by forests, rivers, and mountains. In a **lush green four-hectare park, a wooden cabin on the edge of the lake** provides a unique and soothing refuge. The gentle sound of the water lulls guests to sleep, with days spent swimming in natural waters, fishing, or simply relaxing on the terrace.

Just twenty minutes from Mulhouse at the foot of the Vosges Mountains, this family-friendly campsite combines comfort and authenticity. Sports, fun events, and the spirit of nature make for an ideal stopover and a different kind of getaway.

Practical info:
Visit.alsace or Camping les Castors



© Camping Les Castors

2

Remnants of World War I at dusk

A nighttime walk explores the German fortifications from the First World War around the hills of Pain de Sucre, accompanied by a guide from the Land of Art and History of the Sainte-Marie-aux-Mines Valley.

Blockhouses, trenches, and military networks take shape in a striking natural setting close to the silver mines of this valley of the Vosges Mountains.

Free visit, booking required - 6 km walk (270 m of elevation gain).

Practical info:
Val d'Argent Tourist Office
+33 (0) 3 89 58 80 50 -
tourisme@valdargent.com


© Office de Tourisme du Val d'Argent


© Office de Tourisme du Val d'Argent

3 Spirit hunt

This **torchlight night walk** takes visitors **into the heart of local beliefs and superstitions**.

The guide shares Halloween tales and mystical rituals **in the bewitching atmosphere of the Échéry cemetery.**

Free - 2 km walk.

Practical info:
Val d'Argent Tourist Office
tourisme@valdargent.com

SLOW WINE

IMMERSIVE WINE TOURISM, HYBRID SITES

1 A countryside bistro and hiking in the vineyards, 30 minutes from Strasbourg

The Bistro Champêtre in Marlenheim is a **relaxed summer hideaway, a guingette-style restaurant with 140 seats**, **accessible only on foot**. Set on a hillside surrounded by vineyards, it's the perfect spot for some fresh air, a beer, and a slice of tarte flambée.

The bistro opens for its third year, from May to September, on Fridays, Saturdays and Sundays from 5:30 pm to 10 pm, and on Sundays from noon to 3 pm.

Practical info: open from May to September
Bookings required by text: +33 (0) 7 55 63 67 83
Le Bistrot champêtre on FB



© Sophie Gouday

2 Encounter with a wine-maker on the Géovino trails


© Quentin Gachon

An original way to explore Alsace's vineyards and Grands Crus alongside a winemaker. **The experience highlights the people who shape the land and the rich wine-growing landscapes in the villages known as the "pearls of the vineyard".**
The walk ends at the winery with **a tasting of wine and local products.** Visits are organised alternately in the towns of Beblenheim, Bennwihr, Hunawihr, Mittelwihr, Riquewihr Zellenberg, Bergheim, Rodern, Rorschwihr, Saint-Hippolyte, and Ribeauvillé.

Practical info:
Pays de Ribeauvillé - Riquewihr Tourist Office


© OSpach

3 A pop-up project made permanent

Launched as a **pop-up bar in the vineyards in 2024, the concept moved to the winery courtyard in 2025.**
In Ottrott, the Fritz-Schmitt family invites guests to sample their wines, including the must-taste Ottrott red, perfectly paired with a sharing board.

Practical info:
Domaine Fritz-Schmitt - 1 rue des chateaux, 67530 Ottrott

4 A vineyard between land and sky

The Guebwiller vineyard is undoubtedly one of the most striking in Alsace. **Home to four Grand Cru terroirs, the vines are planted on terraces to counteract the steep slopes north of the town.** To preserve the fragile low walls and soils, **some winemakers still plough by horse, an ancestral practice perfectly in tune with the spirit of the area**. An ideal setting for walking and admiring exceptional panoramic views.


© Vincent Schneider

Practical info:
Guided tours or visits with audioguides
Visit Alsace or Guebwiller Tourism



CONTACTS

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