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Press kit produced by Alsace Destination Tourisme



Alsace Destination Tourisme is the tourism agency
of the European Collectivity of Alsace.
www.alsace-destination-tourisme.com

Head office

1 rue Camille Schlumberger BP 60337
F-68006 Colmar Cedex

Strasbourg office

Hôtel de la Collectivité européenne d'Alsace
1 Place du Quartier Blanc
F-67964 Strasbourg Cedex 9



@ADT.alsace



@ADT_alsace



@alsace-destination-tourisme

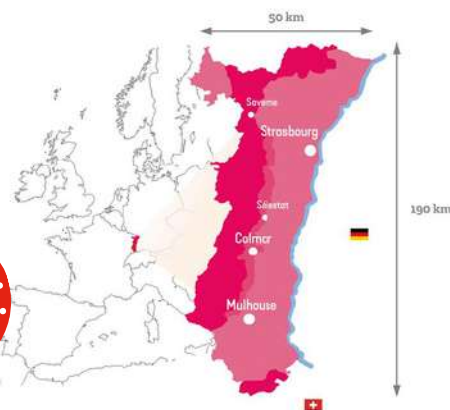
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Press contacts:

Marie SCHWAB : +33(0)3 89 20 10 64
Fabienne FESSLER : +33(0)3 89 20 10 58
Alexandre SCHOLLY : +33(0)3 88 15 45 66
communication@adt.alsace

1. General presentation



Alsace – an iconic destination with its own unique personality

Alsace is located in the east of France and at the centre of Europe. On the left bank of the Rhine, it offers easy access to Germany, Switzerland, Luxembourg and Belgium. The Haut-Rhin and the Bas-Rhin departments merged on 1 January 2021 to form the European Collectivity of Alsace.

Between the north and the south of Alsace, 3 major cities stand out

> **Strasbourg**, home to numerous European institutions including the European Parliament, is a regional hub with many attractions. All year round, visitors can explore the city's history, architecture and UNESCO World Heritage sites the cathedral, the Petite France historic centre, and the former German imperial district of Neustadt.

> **Colmar**, the capital of Alsace wines, enchants visitors with its beautiful historic centre. A typical market town, it takes visitors back in time, inviting them to discover a rich and well-preserved heritage including Bartholdi's statue of Liberty. Not to be missed, the Unterlinden Museum houses a masterpiece of Rhenish Renaissance art – Matthias Grünewald's Isenheim Altarpiece.

> **Mulhouse**, the European capital of science and technology museums, is home to a remarkable number of museums. Visitors from all over the world come to admire the unique collections – vintage cars at the Musée National de l'Automobile (automobile museum), textile designs at the Musée de l'Impression sur Étoffes (museum of printed textiles) and locomotives at the Cité du Train (the biggest train museum in Europe).



© Paul Prim - OTSR - ADT



© 31 Photography - Visit Alsace



© B. Salmanski - ADT

Key figures

Population

| | |
|--|-----------|
| The Eurometropolis of Strasbourg (33 cities) | 1 907 143 |
| Mulhouse (39 cities) | 505 272 |
| Colmar (20 cities) | 274 133 |
| Alsace as a % of the Grand Est Region | 116 521 |
| | 33,7 % |

Surface area

| | |
|---------------------------------------|------------------------|
| Grand Est | 8 280 km ² |
| Alsace as a % of the Grand Est Region | 57 433 km ² |
| | 14,4 % |

Source : INSEE 2019/2020

TOP 7 most visited paid attractions in Alsace

| | |
|--|---------|
| Haut-Koenigsbourg Castle / Orschwiller | 280 604 |
| River boat tours / Strasbourg | 272 265 |
| Zoological and Botanical Park / Mulhouse | 190 230 |
| Monkey Mountain / Kintzheim | 171 578 |
| Strasbourg Cathedral's viewing platform | 110 021 |
| The Little Prince theme park / Ungersheim | 110 000 |
| The Ecomusée d'Alsace (open-air museum village) / Ungersheim | 109 079 |

Source : Observatoire Régional du Tourisme du Grand Est 2021

How to get to Alsace

By car

The motorway network links Alsace with Germany, Switzerland, the Rhône Valley and Paris.

By train

- > Grand Est TGV: Paris-Strasbourg (1hr 44 min)
- > Rhin-Rhône TGV: Lyon-Mulhouse (2 hrs 50 min)
- > Night train from Paris to Vienna via Strasbourg (since December 2021)

By plane

Flights to and from two international airports:

- > EuroAirport Basel-Mulhouse-Freiburg
- > Strasbourg-Entzheim airport
- > 4 international airport hubs within less than 2 hours



Natural heritage

- > 2 nature parks: the Vosges du Nord and the Ballons des Vosges Regional Nature Parks
- > More than twenty nature reserves
- > 7 GR (grande randonnée) hiking trails including France's first LQT-labelled trail
- > 18 000 km of waymarked footpaths and trails
- > 324 Towns and Villages in Bloom – more than one-third of Alsace's towns and villages

Architecture and cultural heritage

- > 3 UNESCO World Heritage sites: Grande Île (1988) and Neustadt (2017) in Strasbourg, and the fortified town of Neuf-Brisach (2008)
- > 1 collection listed on the UNESCO Memory of the World Register: Beatus Rhenanus collection, kept at the Humanist Library in Sélestat (2011)
- > 5 Cities and Regions of Art and History: Mulhouse, Pays de Guebwiller, Pays du Val d'Argent, Sélestat and Strasbourg
- > 6 Most Beautiful Villages in France: Bergheim, Eguisheim, Riquewihr, Hunawihr, Mittelbergheim and Hunspach
- > 4 Villages voted French People's Favourite Village (France 2 TV programme): Eguisheim 2013, Kayersberg 2017, Hunspach 2020, **Bergheim 2022**
- > 13 Remarkable Gardens (label awarded by the French Ministry of Culture)

Major visitor events

- > Christmas markets
- > Carnivals in Strasbourg, Mulhouse, Erstein and Sélestat
- > Colmar Wine Fair
- > 20 music festivals

Sport and leisure facilities

- > 13 skiing areas
- > 9 golf courses
- > 420 km of navigable waterways
- > 36 marinas and stopovers
- > 2,500 km of cycle routes, including sections of the EuroVelo routes 5, 6 and 15

Wine tourism

- > 119 wine-growing municipalities
- > 51 Grands Crus
- > 50 wine trails

Accommodation

- > 589 hotels and 48 holiday residences – 50,000 beds in total
- > 101 camp sites – 10,000 pitches in total
- > 5,800 holiday rentals – 30,000 beds in total
- > 190 establishments offering group accommodation – 11,300 beds in total

Source LEI Alsace – décembre 2022

Continuons de Rêver



Here, the unexpected is never far from the everyday, attention is paid to every detail, and your heart's desires can be fulfilled. Everywhere the identity of Alsace is eloquently expressed, bringing its history and culture alive. An invitation to discover and share. *A combination of emblematic sites and hidden charms, Alsace has everything for an incredible journey.* To top it all, the Three Countries Region in the upper Rhine Valley offers a gateway to the neighbouring German and Swiss regions, making it a truly international destination.



© B. Salmanski - ADT

WELCOME TO ALSACE, WELCOME HOME

Vineyards, mountains, cities and villages, traditions, food and drink, heritage, culture and wellness. Visitors from all over the world are captivated by this destination's sites and attractions and charmed by *its inhabitants' pragmatic, optimistic and welcoming mindset.*

At the heart of Europe, bordering Germany and running along the Rhine, the region is a magnet for lovers of travel and exploration. Every day, in every way, Alsace is a story waiting to be told.

© N. Bronner - ADT



© B. Salmanski - ADT

ORIGINAL AND PRIVATE

Alsace is loved for *its strong sense of identity*. Half-timbered houses are a feature of all the towns and villages. Local products are at the heart of traditional dishes. In the sky, the storks draw the gaze of walkers. And from the high-altitude viewpoints, there is a surprising diversity of spectacular panoramas.

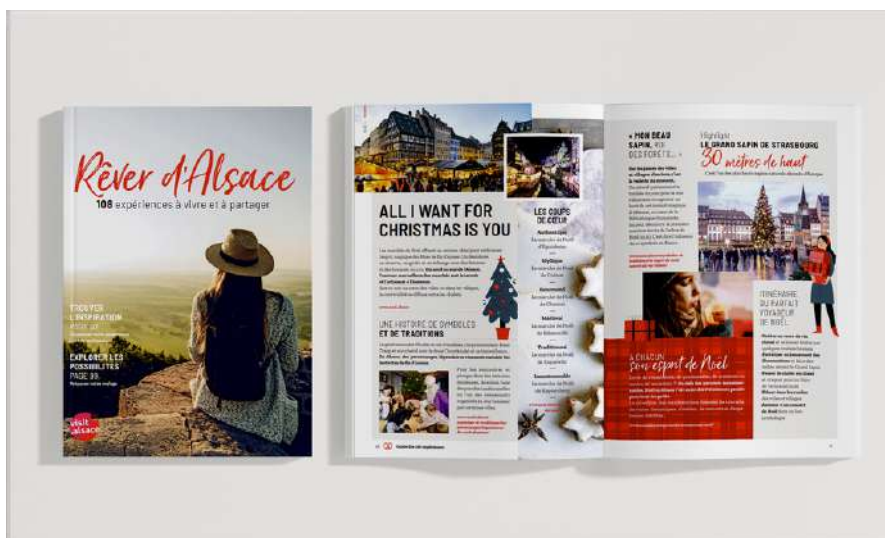
Food-lovers will find exceptional culinary adventures; sports enthusiasts can challenge themselves on the unspoilt mountain peaks; history and architecture buffs can soak up unique atmospheres, and if you just want to take it easy, there are plenty of quiet places to relax.



© B. Salmanski - ADT

"DREAMING OF ALSACE"

108 experiences to live and to share



This guide is an ode to the identity of Alsace, to its rich heritage and the surprises that lie in store for visitors. The 108 experiences give you a taste of what to expect and invite you to experience them and share them. Whether it's to find inspiration or to prepare your trip, "Dreaming of Alsace" reveals different, surprising and lesser-known facets of the destination. Choose your dream experience in Alsace and [download the guide from visit.alsace](https://www.visit.alsace).

2. 2023, a year of major anniversaries and events in Alsace



70th anniversary of the Alsace Wine Route

France's most emblematic wine route celebrates its 70th anniversary in 2023. To celebrate in style, 70 new events and activities will be organised along the Alsace Wine Route, which runs from the north to the south of Alsace, during the year.

This spectacular 170-km route takes in 119 wine-making towns and villages, offering stunning views of vineyards, medieval castles, villages in bloom, half-timbered houses and more. It's also home to seven grape varieties and 51 Grand Cru wines. The Route is just waiting to be explored or rediscovered, whether on foot or by bike, train or car – the possibilities are numerous. The Alsace Wine Route cycle trail is a core element of the network of cycle routes spanning the region. Winding through the vineyards from Marlenheim to Thann, it forms part of EuroVelo 5, the Via Romea Francigena.

www.routedesvins.alsace

© ADT - INFRA

The festivities will feature a wide array of different events and activities, including numerous new events such as the "Alsace Rocks" Tour of the Terroirs in the heart of the wine-growing area, organised by the Alsace Wine syndicate, Grand Banquets in the towns and cities along the route, parades of the wine-makers' associations (confréries), out-of-the-ordinary dining experiences, auctions, art exhibitions, local produce markets and escape games. Check out the programme on

www.latourneedesterroirs.fr



Bicentenary of the birth of Théodore Deck

In 2023, Alsace will celebrate the bicentenary of the birth of Théodore Deck, the most prominent ceramic artist of the 19th century. Born in Guebwiller in 1823, Deck set up his own faïence atelier in Paris, and ended his career as director of the Sèvres porcelain factory. The Pays de Florival & Théodore Deck Museum houses a prestigious public collection of his work. The pieces on display are inspired by the Renaissance, the Far East and Asia, offering visitors a glimpse of 19th-century imagery. Deck worked with some of the most renowned painters and sculptors of his day, including Albert Anker. He is famous for the signature turquoise blue colour he developed, and which is named after him (bleu de Deck).

Throughout 2023, the Théodore Deck Museum will be organising a special programme of bicentenary events in Guebwiller and in Paris, including a gala evening, exhibitions, guided tours, concerts and the reprisal of a pedagogical project based on the Deck archives.

For the full programme, see

www.tourisme-guebwiller.fr



© Grégory Tachet

Transhumance recognised by UNESCO

Every year in springtime herders drive their animals to graze on the high summer pastures, and in the autumn return with them to the valleys. This transhumance is a centuries-old tradition of mountain life and has now been recognised by UNESCO as a cultural and intangible heritage.

Contact:

M. Florent Campello - campello.florent@gmail.com

www.fermeaubergealsace.fr

<https://www.youtube.com/watch?v=jKZLqxd71KU>



© Quentin GACHON



"The Year of gastronomy" will be celebrated in Alsace

including the Michelin awards ceremony
in Strasbourg on 6 March 2023

In 2023, Alsace will be the capital of European gastronomy and host region for the Michelin Guide awards. The region will pay tribute to the art of entertaining, culinary know-how, local produce and local producers, and showcase Alsatian culture, traditions and folklore.

Numerous 2- and 3-Michelin-starred European chefs will be invited to the 2023 Michelin Guide awards ceremony, taking place at Strasbourg Convention Centre (Palais des Congrès et de la Musique). It will be an opportunity for the region to promote its food and drink sector and its tourism offering through a programme of immersive and food-related experiences.

Throughout the year, a comprehensive, educational and awareness-raising programme of events will be organised around the theme of Alsatian gastronomy. Sessions in schools will inform pupils about careers in the food and drinks sector, aiming to stimulate young people's interest in these specialised trades and professions, including the art of entertaining. Campaigns highlighting healthy eating, community restaurants and sustainable and socially responsible gastronomy will also be organised. The aim is to promote a wide range of types of cooking – from the typical Alsatian winstüb (a casual, homey bistro) to the Michelin-starred establishments, as well as school canteens and work-place restaurants.



Check out the essential ingredients in Alsatian gastronomy on www.visit.alsace/experiences/6-facons-de-gouter-au-meilleur-de-la-gastronomie-alsacienne/



50th anniversary of the Association of Haut-Rhin Farmhouse Inns



© ADT - INFRA

The Association of Haut-Rhin Farmhouse Inns was set up in 1971 by a group of farmhouse inn owners, with a core group from the Petit Ballon area, under the aegis of the Chamber of Agriculture.

The association aims to expand the offer of farmhouse inns and make it consistent with a set of specific quality criteria. It has put together its own charter. Today, the association has around forty member establishments. It turned 50 in 2021, but due to the Covid-19 pandemic was unable to celebrate this anniversary properly.

So, this year, to mark its half-century, a special event is being organised on 1 and 2 April at the Convention Centre in Colmar (Parc des Expositions). Entitled the "50 Springs of the Farmhouse Inns", or "The mountain comes down to the city", it will feature hot and cold home-made dishes to taste, a farmers' market selling local produce, a farm animals enclosure, performances of traditional music, an a cowbells exhibition, dairy farmers in traditional costumes, parading and judging of Vosgienne cattle, children's games, and more.

www.fermeaubergealsace.fr

<https://www.youtube.com/watch?v=CrZ1tPnc4aQ>

3. Alsace's tourism trophies



The Tourism Trophies are awarded to initiatives that drive the tourism potential of the Alsace destination. Eight award-winners have been selected from 49 candidates:

ACCOMMODATION

Nutchel_Plaine

What is it?/ A forest village among the rolling hills.

FOOD AND DRINK

Vos Diners Insolites_All over Alsace

What is it?/ Unusual dining experiences at tourist sites.

WINE AND AGRITOURISM

Chasse au trésor des Mondfangers_Bestheim

What is it?/ An entertaining and digital-free treasure hunt.

ATTRACTIONS AND HERITAGE SITES

Ütes et fenêtres de paysages_Northern Vosges Regional Nature Park

What is it?/ An invitation to contemplate the landscape.

ACTIVITIES AND SERVICES

Le Calendrier des Jours Heureux_Vallée de Villé

What is it?/ 15 mini-gifts made in Vallée de Villé, an ideal Christmas present.

THE JURY'S FAVOURITES

Hôtel l'Esquisse_Colmar

What is it?/ A 5-star urban resort.

Wwoofing en Alsace_Colmar

What is it?/ Live and learn on an organic farm.

"VILLAGE BY CA" AWARD

Booking better_France

What is it?/ An alternative and equitable online booking solution.

Some brilliant initiatives!

49 candidates
8 award-winners

The 49 candidates are representative of the dynamism shown by local economic stakeholders who, during what has been a challenging period, have developed new services and facilities to help boost Alsace's tourism offering. With energy, determination and considerable investment, they have succeeded in designing and developing projects adapted to visitors' new expectations.

Read all about the projects here:

www.tropheesdutourisme.alsace



by



4. Alsace: awards and distinctions



Wingen-sur-Moder has been awarded the Ville et Métiers d'art (Cities and Decorative Arts) label

In recognition of its glass-making expertise, embodied by the Lalique glassworks, Wingen-sur-Moder has been awarded the Cities and Decorative Arts label. This distinction has been awarded to only 93 places in France, twelve of which are located in the Grand Est Region. The label gives the village a new cultural and tourist lever to promote itself. Wingen-sur-Moder is also home to the Lalique Museum and a number of emblematic hotels and restaurants.



The Accueil Vélo (cyclists welcome) label



Accueil Vélo (cyclists welcome) is a nationwide label that guarantees visiting cyclists a bike-friendly welcome and the provision of the specific facilities and equipment they need, such as safe storage or a puncture repair kit for example.

The Saverne Marina, ideally located on the EuroVelo 5, was awarded the cyclists welcome label in 2019. Since then, it has added new facilities, including two secure bike storage spaces, parking hoops, some with battery charging points, a Bosch PowerStation charging station, repair workshop and even bike hire. The Accueil Vélo label has been renewed without any question! A wonderful stopover for cyclists, whether on a day out or a longer trip.

www.francevelotourisme.com

The “Valeurs Parc” (Regional Nature Park Values) label

Valeurs Parc Naturel Régional is a collective label awarded by the National Parks administration, based on a contract, to any business in the area covered by the park that wishes to apply for it and that satisfies the criteria. It can apply to agricultural as well as craft products, accommodation, tourism services, mountain guides, learning activities and more. Two exemplary establishments that have recently been awarded the label are:

Le Floridor, hôtel-restaurant in Thann, where Thiébaut Christen is setting a high standard in terms of sustainable development, paying particular attention to energy efficiency and local sourcing of products.

www.hotel-floridor-thann.com

Pivoine et Colibri Fanny Bontemps' guest house in Domfessel, where guests are invited to recharge their batteries in a natural setting while minimising their carbon footprint.

www.pivoine-et-colibri.fr





The Parc Hôtel's Yonaguni spa has won the global BEST SPA award



The recipient of several awards since it opened, the spa of this four-star hotel in Obernai has now been designated best spa in the world by the World Luxury Spa Awards. Another feather in the cap of the Wucher family, owner-managers of the hotel for several generations.

www.leparchotel.fr/fr/yonaguni-spa-alsace

Two VILLEGATURE AWARDS for the La Cheneaudière Hotel & Spa

The decision by La Cheneaudière's management to continue to develop their offer in the heart of the Vosges Mountains, delighting guests with even better facilities and outstanding services, has paid off. The Hotel & Spa won two awards in October 2022 – for creativity and for best website.



www.cheneaudiere.com

The 6717 Nature Hotel & Spa wins "Jury's favourite" prize at the VILLEGATURE AWARDS



The hotel has been fully renovated and extended, with the construction of a series of new suites with private wellness facilities. A new 2,500-m2 spa on several levels links the two historic buildings.

www.6717hotelspa.com

Ribeauvillé Barrière Resort and Spa has won France's BEST SPA RESORT award

This distinction recognises an establishment's excellence in the travel and tourism sector. Created in 2015, the World Spa Awards, a programme of the World Travel Awards, have crowned the Ribeauvillé Barrière Resort & Spa "Best spa resort" in France for the second year running. The hotel, the balneo centre and the spa are all heated with green energy – biogas produced by the methanation unit installed at the nearby Hirondelles farm. According to the managers, the resort is a pioneer in the field – the only establishment in the whole of Europe to use biogas for heating.



www.hotelsbarriere.com/fr/ribeauville/resort-barriere.html

5. Sites, facilities and service providers

North to South



Alsace by bike / Colibrius – cycle routes for everyone!

In 2022, Alsace Destination Tourisme, the European Collectivity of Alsace and Colibrius joined forces on a plan to make Alsace's cycle routes as accessible to as many people as possible. Their combined expertise in mobility solutions for people with disabilities, and comprehensive knowledge of Alsace's network of cycle routes, have led to the creation of three new routes that follow stringent accessibility criteria.

The first route, flat and mostly shaded, starts in Artzenheim and runs through the countryside between the Rhône-Rhine Canal and EuroVelo 15 (the Rhine cycle route).

The second, more undulating and relatively shaded, starts in Dannemarie and includes a portion in the Largue valley, joining up with the EuroVelo 6 (the Atlantic-Black Sea cycle route). There are several interesting places to visit along the way.

The third route, starting in Eguisheim, is a variant of the local BL128 loop "Around Colmar, Capital of Alsace Wines". It takes in a section of EuroVelo 5 (Via Romea Francigena) that is also part of the Alsace Wine Cycle Route, before coming into the centre of Colmar.

These routes will be featured in the revamped Alsace à Vélo (Alsace by bike) website in 2023, with their own specific maps and guides.



© D. LETT - ADT

www.colibrius.fr

www.alsaceavelo.fr

Augmented reality on the regional train line (TER) from Strasbourg to Basel > ALSACE



The Grand Est Region and SNCF, keen to develop and promote the region's tourism offering, are trialling a new initiative using augmented reality. Passengers can find ideas and top tips for excursions and visits during their train journey. This interactive experience is being rolled out initially on the regional train line between Strasbourg and Basel, which runs from the north to the south of the Rhine plain.

Passengers scan QR codes on stickers attached to the backs of seats and to the carriage walls, to connect to Wemap, an interactive online map featuring suggestions for places of interest and tourist attractions to visit in Alsace. Users can personalise their search by selecting a specific theme such as culture, nature or entertainment.

Ânecdote [donkey trekking] > OBERSTEINBACH



Ânecdote Alsace is a subsidiary of Gentiâne, a company that has been organising donkey trekking in the Cévennes since 1984. In May 2022, they expanded their offer to include one-day hikes or treks over several days in the Northern Vosges, starting from Obersteinbach. Various options are available for individuals or groups, ranging from traditional family treks and corporate incentives to special activities for kids (birthday events for example) or for people with disabilities (accompanied hikes, donkey-assisted therapy).



© Anecdote Alsace

www.ane-alsace.com

La Villa Heritage Centre > DEHLINGEN



© Alexandre Scholly

This heritage centre (Centre d'Interprétation du Patrimoine – CIP) located in the Alsace Bossue region has a new augmented reality app, offering visitors an interactive guide of the museum and adjoining archaeological remains.

Visitors can hire a tablet from the museum or download the app to their smartphone. The app tells a story that will take them back 1,700 years. Thanks to the interactive augmented reality features and 3D reconstructions – not only of objects inside the museum but also of the adjacent buildings of which only vestiges remain – visitors can discover what this Gallo-Roman farm that extended over 1.5 hectares looked like in its day.

www.cip-lavilla.fr

TRACES, a new outdoor DMC – Northern Vosges > LA PETITE-PIERRE

TRACES is the story of one family's adventure. The mother, Isabel Tavernier, a native of Alsace, sportswoman and nature lover, and her children Marie-Julie and Arthur, qualified customer service and outdoor activities providers, joined forces early in 2022 to create TRACES – an online marketplace. TRACES is a DMC focused on a specific and unique region: the Northern Vosges. Its services are offered online and in four languages to a broad target public – visitors travelling on their own, with friends or with family within two to three hours by train (or car) around the Northern Vosges.

From hikes, bike rides or mountain biking to yoga or forest bathing, TRACES is sure to have a micro-adventure to suit all sizes and budgets. All offers proposed are aligned with the values of sustainable tourism and respect for people and nature.

The team can be reached by phone every day from 9 a.m. to 6 p.m.

www.tracesvdn.fr



© A. Tavernier

Sillon farmers' market and bistro > REICHSTETT

In a prime position at the heart of Shopping Promenade (a shopping centre near Strasbourg), Sillon welcomes shoppers and visitors to an original concept area including a lively farmers' market and bistro restaurant with terrace.

The market sells products from some 30 local producers, including family farms and social economy enterprises. Tasting sessions and other events are regularly organised in this space, at the centre of which the Sillon bistro proposes a range of delicious food and drinks, including planchettes, menu of the day, farmers' lunch, and tea-time treats, all made using local seasonal products.

<https://sillon.alsace/>



© Ludovic Perchat



© Catherine Schröder

Strasbourg University's Jardin des Sciences (Science Park), located on the historic Neustadt campus, is a hive of cultural activity, with the botanical gardens, museums, and Planetarium. Members of the public of all ages come here to observe the stars, admire the collections, take part in workshops, follow guided tours and meet scientists. The new Planetarium proposes an exciting range of events and activities, backed up by a cultural programme in Strasbourg and elsewhere in Alsace.

The innovative equipment – a 15-metre-diameter dome screen, 360° projection technology and an astronomical simulator – takes visitors on a journey through the universe to explore planets, nebulae and galaxies. They can watch a film about astronomy, and the team of specialist guides is on hand to answer questions and show people how to observe the night sky. This immersive journey into space takes place in a cone-shaped building adjacent to the reception area of the Jardin des Sciences. The Planetarium also undertakes research and outreach activities, hosting numerous events related to the latest findings from space exploration and scientific research. It also offers a programme of concerts, film screenings and other festive and cultural events. The Planetarium is due to open in spring 2023.

jardin-sciences.unistra.fr

Renovation of the Natural History Museum > STRASBOURG



© Chloé Moulin / Pokaa

Renovation work is under way at Strasbourg's Natural History Museum, a strange cabinet of curiosities, with a view to modernising the collections, clarifying the scenography, improving visitor conditions and developing the museum's offer of guided tours for different target groups. Once the work has been completed, in 2024, the museum will comprise 2,600 m² of floor space, 2,000 m² of which will be given over to exhibitions (compared to 1,500 m² pre-renovation). A further 600 m² will encompass the entrance area and a space for welcoming school groups and holding educational workshops. The complex will also house offices, storerooms, logistical and technical facilities, and rooms used for higher education purposes. The exhibition spaces will be organised around four themes: the animal world, local ecosystems, global biodiversity, and nature in the laboratory.

www.musees.strasbourg.eu

jardin-sciences.unistra.fr

Réseau Express Métropolitain Européen > EUROMETROPOLE DE STRASBOURG

The Eurometropolis of Strasbourg has developed an unprecedented public transport offering, including train and fast coach services and urban transport networks. The aim was to reduce individual car usage and promote reliable, efficient and low carbon means of public transport. The European Metropolitan Express Network (REME) has come into force at the beginning of 2023. Services will run earlier and later in the day and more often on nearly all the lines serving the Eurometropolis and its immediate surrounding area. 2023 should see more than 1,000 additional trains providing more frequent services especially on Saturdays and Sundays. The programme is funded by the Grand Est Region and the Eurometropolis of Strasbourg.



© C. Fleith - ADT

www.strasbourg.eu/-/bloc-notes-reme-lancement



A new display area in the building housing the gas chamber at the Natzweiler-Struthof Nazi concentration camp > NATZWILLER



© CERD Struthof

After 18 months of restoration work, the annexe housing the gas chamber of the Natzweiler-Struthof Nazi concentration camp reopened at the end of November 2022. The new memorial and museum area is devoted to the medical research conducted by the Nazis in the camp and specifically in this building. The museum offers an insight into the lives of the victims and includes objects that belonged to them. A short distance away, at the European Centre of Deported Resistance Members, the public can still view the exhibition "Exploitations multiples", which has been extended until 23 December 2023. The exhibition highlights the interactions and close links that existed between the Natzweiler concentration camp and the faculty of medicine at the Reichsuniversität Straßburg (the university founded by the Nazis) between 1941 and 1944.

www.struthof.fr

Spot4Bikes – E-bike hire > BARR



© Romuald Quaglio

E-bike hire shop Spot4Bikes, run by Julien Funrock and Romuald Quaglio, opened in Barr in spring 2022. Take your pick from hybrid electric bikes, electric mountain bikes and pedal-powered mountain bikes. Any equipment the family might need is also for hire (trailers, tagalongs or child seats) as well as panniers, helmets and protective gear.

Julien and Romuald are also mountain guides and certified bike guides. They know the region like the backs of their hands and offer a variety of guided walks, bike rides and snowshoe hikes ranging from half-day excursions to trips over several days.

Groups bookings (corporate incentives, works committees, friends, clubs etc.) are possible and the team is happy to design bespoke tours.

Spot4Bikes also has a bike repair workshop and offers a custom-built mountain bike service.

www.spot4bikes.com



Gin Nusbaumer x 48° Nord > STEIGE

An organic gin made in Alsace!

48° Nord is a sustainably managed hotel and restaurant, situated in the heart of Alsace at the foot of the Vosges Mountains, which opened in 2020. Aiming to reconcile tourism with the requirements of a circular economy, it has its own organic vegetable garden, sources products locally and has set up partnerships with local small businesses and associations. Just a few kilometres from the hotel, the Nusbaumer distillery has been producing high end liqueurs and spirits since 1947, using traditional methods and mainly organic, locally sourced ingredients. The hotel and the distillery have been working together since the hotel opened and have now launched an organic gin that integrates ingredients from the hotel's vegetable garden with the distillery's expertise.

www.jos-nusbaumer.com



© 48° Nord - Nusbaumer

Les Bécane de Papi (vintage moped hire) > RORSCHWIHR



An original way to explore the vineyards of Alsace! Since last year, Emilie, Arthur and Vincent have been proposing trips by moped to visit Alsace's most attractive villages. These include Bergheim, voted French people's favourite village in 2022. On a vintage moped – some of the models date from the 1950s – take to the road and follow one of their specially chosen routes. Starting out from a village at the foot of the Haut-Koenigsbourg, you'll soon find yourself spinning through vineyard country and enjoying views of the landscape so typical of the Alsace Wine Route. All the trips include a stop for liquid refreshment, with the option of taking a longer and more filling break. The team proposes breakfast menus, food boards to share, or the local speciality – Flammekueche.

<https://les-becanes-de-papi.fr>



© Steven Georges

The Albert Schweitzer Centre for Peace > KAYSERSBERG

The former Albert Schweitzer Museum, retracing the life of the Nobel prizewinning doctor in Africa, his humanitarian work and opposition to atomic weapons, has turned into a much more ambitious initiative. It is now the Albert Schweitzer Centre for Peace, a visitor centre with an interpretive exhibition focusing on the universalist message of peace.

The innovative installations and use of digital technology make this a venue like no other in Alsace, offering an unusual and entertaining experience centred on the humanist values dear to Albert Schweitzer: freedom, tolerance and mutual respect. In defending these values, the Albert Schweitzer Centre aims to become a worldwide centre for peace.

Due to open in August 2023.

www.kaysersberg-vignoble.fr/centre-schweitzer



© Michel Spitz MSA



© W._Eugene_Smith



Swincar rides > KAYSERSBERG



© Mille pattes location

Mille-pattes Location proposes swincar rides on specially adapted trails starting out from Kayzersberg. But what is a swincar exactly? It's an all-terrain, 4-wheel drive, noiseless electric vehicle with a patented pendulum design that makes it safe and easy to drive. A great new way to explore Kayzersberg and its vineyards. Emissions-free and noiseless, the swincar is environment-friendly and respectful of other users. There are only two swincar hire outlets in the Grand Est Region.

The vehicles can be used by people with disabilities. You must have a driving licence.

www.location-millepattes.fr

Une ferme à la Bassette > LABAROCHE

Nicolas and Marianne Huard raise Angora goats on their farm, nestling at an altitude of 750 metres between the Kayzersberg and Munster valleys, and produce a Mohair wool renowned for its softness, warmth and high tensile strength. They also offer guided tours of the farm, specially designed for families or school groups – an opportunity to learn more about the animals. Children can feed and pet chickens, rabbits, Ouessant sheep, donkeys, a horse, miniature pigs and Mangalica pigs, as well as the famous Angora goats.

<https://unefermealabassette.fr/>



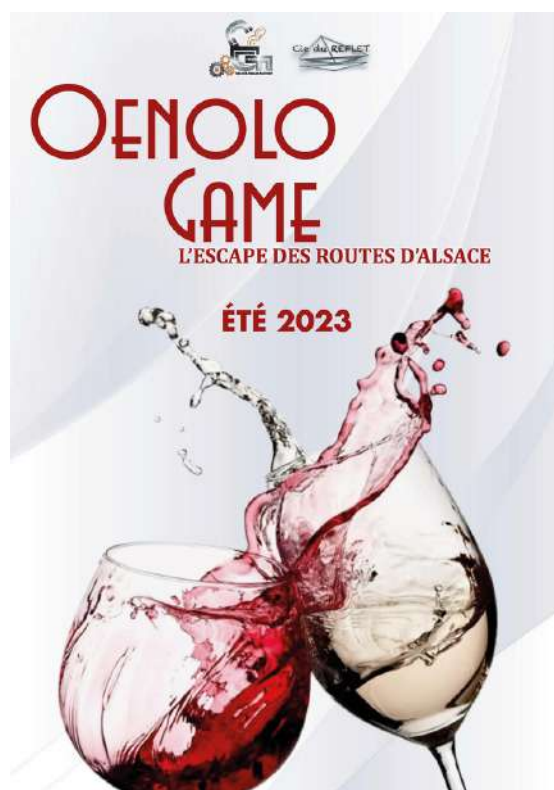
© Une ferme à la Bassette



Oenolo Game – the Alsace wine-themed escape game > ALSACE

To mark the 70th anniversary of the Alsace Wine Route, Unlock Dreams Factory is launching Oenolo Game for the summer 2023 season. This outdoor escape game offers an unusual way to explore the vineyards and wineries along the 170 km of the Alsace Wine Route. Groups of two to eight people (all ages, all levels of knowledge about wine) accept the challenge of discovering the secrets of the region's rich wine-related history and culture. Each group is accompanied by a character played by an actor, who guides them through their quest and encourages them to work as a team and use their skills to unlock the secrets of the region's famous wines. An original and unforgettable experience, fun for all ages and abilities.

www.unlockdreamsfactory.fr



Comptoir des vignerons alsaciens > STRASBOURG

SYNVIRA is an association of independent Alsatian winegrowers and vintners who sell their wines direct to the public. They take immense pride in their production, and 75 of them will be represented in a new wine "embassy" being opened by the association in Strasbourg. As well as offering an outlet for sales, the venue – housed in one of the city's oldest civic buildings, dating from the 16th century – will enable them to showcase their products and expertise. A suitable activity for the Neubau, formerly a chamber of commerce, on Place Gutenberg, 242 years after the departure of the trade corporations!

www.alsace-du-vin.com



© NC



Musée des vins d'Alsace / The Alsace Wine Museum > COLMAR

The Alsace Wine Museum is located in Colmar, in the heart of Alsace's wine-growing area. With the Klipfel collection as its centrepiece, it is the gateway to a journey of discovery of the vineyards of Alsace. Informative, interactive, immersive and fun, the museum will appeal to all ages. Audio guides are available in French, English and German, with Spanish, Italian and Dutch to be added in 2023.

The museum explains and illustrates the work involved in tending the vines through the different seasons as well as the different trades and professions associated with the production of wine in Alsace, including vintners, coopers, glass workers, cork makers, illustrators and signage designers.

Visitors can also discover the Alsace Wine Route and the different AOC wines produced in and around the surrounding villages. The tour lasts 90 minutes and features tasting, wine pairing and a chance to meet key people who will play a role in the future of the sector. An invitation to explore the vineyards.



© Musée des Vins d'Alsace Colmar



www.museedesvinsdalsace.fr

Yoga & wine at the Maison Jean Huttard > ZELLENBERG



© Maison Jean Huttard

Would you like to enjoy a relaxing break in the country? The Yoga & Wine experience at Domaine Jean Huttard offers a delightful combination that will awaken all your senses. Soak up the atmosphere of charming Zellenberg, follow the wine trail to explore the vineyards, and relax with an outdoor yoga session. It's the perfect prelude to tasting a glass of crémant. Not only does yoga have a relaxing effect, it also stimulates the senses, so you can appreciate to the full the domaine's three emblematic wines.

<https://alsace-jean-huttard.fr/oenotourisme/>



New river tourism facilities on the Île du Rhin > VOGELGRUN

This unique location, enclosed between the Alsace Grand Canal and the River Rhine, bordering France and Germany, is the geographical symbol of a new European collaboration and will be the site of a future tourism and leisure area. The long-term aim is to redevelop the whole of the Île du Rhin, adding new tourist facilities. One first step is the installation of two landing stages, due to come into operation in spring 2023, allowing vessels to moor and cruise passengers to disembark on the island. These facilities will attract part of the tourist traffic on the Rhine, which has doubled over the last ten years, reaching 380,000 passengers a year. Facing the port of Colmar/Neuf-Brisach, the two large pontoons are equipped with Dutch technology electrical hook-ups so that vessels will no longer need to keep their engines running while they are stationary. An improvement for air quality.



© Hervé Kielwasser



The Nautilus aquatic centre > GUEBWILLER

Nestling in a 3-hectare wooded park, the contemporary glass architecture of the Nautilus aquatic centre gives users a permanent view of the surrounding natural environment. Ideally located close to road access, local schools and the camp site, Nautilus has a capacity of up to 1,300. Four indoor pools and a fitness and wellness area take up a total surface area of 5,900 m². With all the facilities you would expect of a large-scale aquatic centre, it caters for families and serious swimmers alike. The public have access to a 25-metre pool with eight lanes for lane swimming, a learner pool and 270 m² of leisure pools, 50 m² of which are outdoors. These feature massage jets, bench steps, current channel, wellness area and gym and fitness area. The little ones can have fun in the 50 m² paddling pool, lazy river, water slide and outdoor water games.

<https://nautilus.fr>



© DR

The Wesserling Park Open-air Textile Museum > WESSERLING

The transformation of Wesserling Park into an open-air textile museum is a nationally funded cultural tourism project. It will be a major industrial heritage site, where visitors can explore the history of the region's textile industry.

The magnificent 41-hectare site has an interesting history from the point of view of landscape gardening too. Work has already begun on the renovation of the château.

The château and park were built in the 17th century by the abbot princes of Murbach, who owned the land in the Saint-Amarin Valley. In 1762 one of the buildings was rented to a group of industrialists who turned it into a textile printing factory; it became a royal manufactory in 1786. During the 19th century, the industrial site expanded dramatically, coming to occupy nearly 41 hectares, including 17 hectares of park and gardens and 24 hectares of beautifully designed factory buildings.

This extensive renovation of Wesserling Park will result, when the open-air museum opens in 2023, in an enhanced visitor experience with a guided circuit starting out from the renovated château and taking in the entire site.

The project has received financial support from the Stéphane Bern History and Heritage Foundation.

www.parc-wesserling.fr



© B. Salmanski - ADT

5. Accommodation and restaurants

North to South

A 1,000-m² brasserie restaurant > STRASBOURG

Strasbourg's former post office, a remarkable neo-gothic building erected between 1896 and 1899, has been undergoing restoration since 2020, and is about to start a new chapter in its existence. Starting in 2023, part of the first floor will be transformed into a 1,000-m² brasserie. The project is the brainchild of Diabolo Poivre group, which already heads eight food and drink establishments in Strasbourg and Lyon, including The Drunky Stork Social Club, La Hâche and East Canteen). The restaurant will feature seating for 210, an upmarket brasserie-style French cuisine with a particular highlight on seafood and pastries, a large, central 13 by 5-m bar, the glass roof of the former post office and a mezzanine.

Diabolo Poivre group is reputed for the unusual décor of its establishments. Here it takes inspiration from the building's history, conserving the rare remaining architectural features such as the sandstone arches and cast-iron columns and vaulting, and adding quirky poetic references here and there. The renovation and refurbishment will cost an estimated four million Euros.

www.diabolo-poivre.com/actus/nouveau-projet-hotel-des-postes



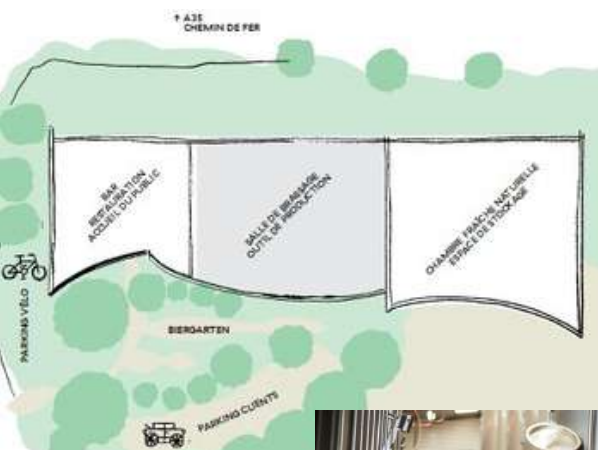
© Weber Keiling

Perle brasserie and beer garden > STRASBOURG

After eight years in the Meinau district, the owners of the brasserie restaurant Perle decided to create a new venue, reviving the brasserie tradition that is in the business's DNA and showcasing their production in a convivial atmosphere. Adjoining the brasserie is a beer-garden style bar with outdoor seating, where customers can taste beers produced on site, enjoy local food specialities and attend regularly organised events including concerts, exhibitions and local producers' markets. The owners aim to create a welcoming venue in which they can present their profession and share their expertise with interested visitors. The new brasserie is currently under construction at the Marché Gare, 10 place de l'Abattoir.

It is due to open in spring 2023.

www.biere-perle.com



© NC



© Clément Nicaud

Mobile bistro tours the villages > ERSTEIN CANTON

In reaction to the multiple closures of shops and café-bars in rural areas, young entrepreneur Clément Nicaud, 27, a former marketing officer at TF1 in Paris, has opened a mobile bistro with which he makes the rounds of the villages of Alsace. Each day, the attractive turquoise-green Citroën van he has converted into a café-restaurant opens for business in a different village. Above all, it's an opportunity to recreate social links in places where there has often not been a café-bar for several years. Residents can rediscover the pleasure of sharing a drink or a meal. Dozens, sometimes hundreds, of customers come along each evening to taste local beers and wines, Flammekueche and food boards. Exclusively Alsatian products!

www.facebook.com/bistrotdevillages/

Suites with their own wellness facilities at the 6717 Nature Hotel & Spa > OTTROT

Created in 1988 in a former Benedictine convent, the hotel has been fully refurbished and an extension built, comprising a series of suites and a new 2,500-m² spa on several levels, to link the two historic buildings.

Located in Ottrott, a village on the Alsace Wine Route reputed for its red wine, the hotel offers 35 rooms including the 15 new 6717 suites known as Les Terrasses. Ranging in size from 50 to 80 m², the suites all offer a panoramic view over the surrounding countryside and have their own spa bath and/or hammam as well as a patio of between 20 and 80 m².

The 6717 complex extends over a vast six-hectare estate of woodland and vineyards at the foot of Mont Sainte-Odile and the Vosges Mountains. Guests can also enjoy a lounge bar and two gourmet restaurants – Le Garden and La Table du 6717.

In 2022 the hotel was voted "jury's favourite" at the Villegiature Awards.

www.6717hotelspa.com



© NC

The Calixte cosy-bar at La Cheneaudière Hostellerie & Spa > COLROY-LA-ROCHE



With the opening of the Calixte, this Relais & Châteaux hotel raises the bar a notch higher, offering guests elegant new eating and drinking areas catering to their needs at different times of the day. Guests can take their breakfast here, for example, from 8 a.m. Later in the day, the spa buffet proposes snacks, and from 3 p.m. tea-time treats. At 5 p.m. the Calixte turns into a cosy and elegant bar offering a range of traditional or original cocktails inspired by local products. Coming soon – a new restaurant concept featuring gourmet waffles.

A light-filled extension has been built, the main feature of which is an impressive botanical ceiling overhanging the magnificent wood and leather bench seating. The decision by the owners of La Cheneaudière to continue to surprise and enchant guests with an outstanding offer in a high-end environment has paid off. The establishment won two Villegiature Awards at the ceremony held at the Mexican Embassy in Paris last October – for creativity and for best website.

www.cheneaudiere.com/fr/le-restaurant.html



© NC

Sojolidays guest apartments > RORSCHWIHR

Designed to resemble a family home, this two-centuries-old building was fully refurbished in 2019 in a shabby chic style. Most of the furniture is second-hand or antique, chosen with a desire to support sustainable tourism but also out of a love for antique pieces. All five apartment have fully equipped kitchens (oven, micro-wave, induction hob, dishwasher, fridge, Nespresso machine, kettle and toaster) and all the necessary crockery, cutlery and cooking utensils. Each apartment has its own bathroom and walk-in shower; locally produced, organic Fun Ethic shower gel is provided. The bedding is all new – sleep is a serious business. The queen size (160 cm) beds are fitted with memory foam mattresses.

A 200-m2 communal area, named La Guinguette, is reserved for guests in the house's wine cellar. For use by guests whether couples, families or groups of friends, it's a place to meet up, relax, chat or play games. There's an indoor petanque, table football, darts, a selection of board games, colouring pencils for kids, and coffee machine and kettle. All in a delightfully vintage ambiance!

www.sojolidays.fr



© NC

La Petite Fecht holiday village > MUNSTER

This new residence features 60 four-, five- or six-person apartments spread across five sectors, all with ground floor entrance. Each apartment has a patio, shower, television (non-paying) and a kitchen area with fridge, hob, oven, micro-wave, coffee machine, kettle, crockery and cutlery. Accessibility: three of the four-person flats have wheelchair access.

The residence is managed by ARTES Tourisme in line with their values, which include a commitment to sustainable tourism practices that preserve the countryside, and the promotion of a holiday experience rich in discoveries, exchanges and sharing.



© ARTESTourisme

<https://artestourisme.fr/hebergements/la-petite-fecht>



© Klaudia Iga Peres

Domaine Bohème > GUEBWILLER

Domaine Bohème in Guebwiller, a mansion dating from 1868 located just a stone's throw from the town centre, proposes a total of nine studio flats, for from two to six people. Each has its own bathroom, kitchen, living area and breakfast bar.

Some also have a balcony and whirlpool spa. Dogs are welcome! In winter, guests can order all the cheese then need to make a delicious raclette from "Qui l'eut cru", Guebwiller's specialist cheese shop. Domaine Bohème is a haven of peace and tranquillity at the foot of the Vosges Mountains, ideally situated for exploring the Alsace Wine Route.

The team at the Domaine have given this historic and inspiring building a new lease on life.

www.hebergement-haut-de-gamme-alsace.com/en/domaine-boheme

Domaine Goldenmatt > GOLDBACH-ALTENBACH

Domaine Goldenmatt is a high-end private and professional event venue in Alsace. Available for hire for weddings, family reunions, seminars and other events (booking required). The facilities, including dance floor, meeting room for training sessions, lounge, reception area and a 160 m² covered outside eating area, can be hired for private occasions. The Goldenmatt offers a delightful setting, with its 250-m² terrace with panoramic view and balconies that can welcome up to 120 people in the daytime.

The domaine can sleep up to 30 people, with five individual rooms and a large space that can sleep up to 25. Situated in the heart of the Vosges Mountains just 25 minutes from Thann, the Domaine Goldenmatt was fully refurbished in 2021.

www.goldenmatt.fr



© Domaine Goldenmatt



Hôtel Berti > MULHOUSE

Guests at the 36-room, fully connected Hôtel Berti, an independently run establishment in an elegant mansion, soon feel at ease in its relaxed, contemporary atmosphere. The work of local artists contributes a creative touch.

The team defines itself as humanist and customer focused. Hôtel Berti has two co-working spaces and a meeting room for up to 30 people. Situated close to the train station, it's ideal for business travellers.

<https://bertihotel.com>



© Nicolas Muguet

Lagrange Saint-Sauveur Apart'Hotel > MULHOUSE



The Lagrange Apart'Hotel is located a ten-minute walk from Mulhouse train station, in the La Fonderie district, an area undergoing extensive urban regeneration. Its 57 rooms are all equipped with a kitchenette, and other facilities include a meeting room and – much prized by residents – an indoor swimming pool. Other points of interest in this area at the Maison de l'Industrie vocational training school, the University, the Kunsthalle arts centre, the Kmo (an ecosystem dedicated to digital transformation) and Le Pantographe restaurant. It's an ideal place to organise a seminar on digital transformation.

www.vacances-lagrange.com



© Appart'hotel

BestWestern Hotel Mulhouse Centre Salvatore > MULHOUSE



© Best Western Mulhouse

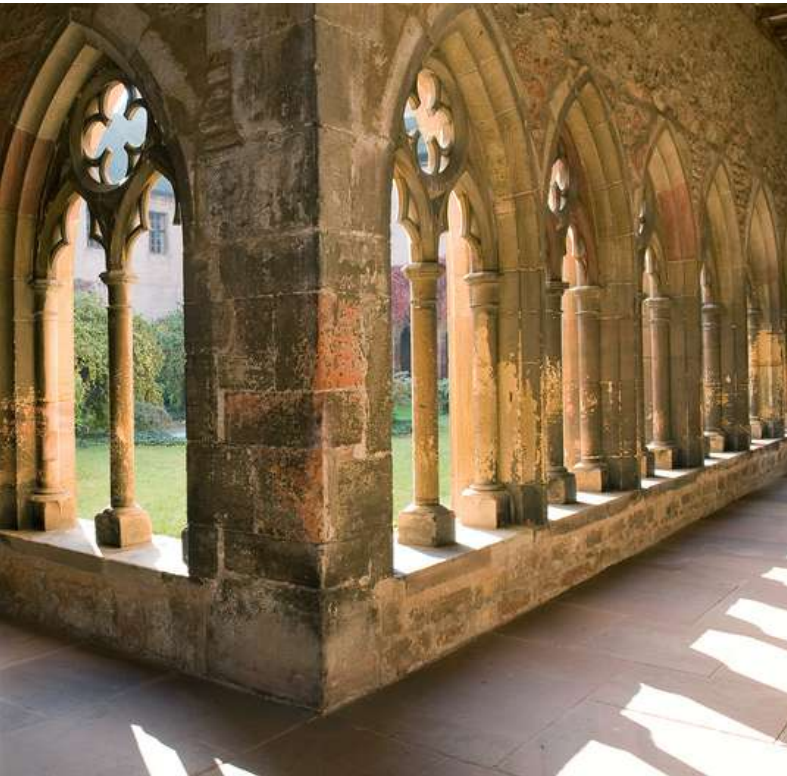
The former Originals Salvator is now the Best Western Mulhouse Centre Salvator. Situated in the heart of the city, its 49 rooms and public areas have undergone a recent renovation. Guests will be charmed by the mix of soft ambient and vibrant pop-art colours. The top floor houses a meeting room with a capacity for up to 20 people and a roof terrace offering a panoramic view over the city.

www.bestwestern.fr

6. Events and exhibitions



Anniversary exhibition Celebrating our 170th anniversary with you! > Unterlinden Museum > COLMAR > from 13 October 2023



© Musée Unterlinden, Colmar

www.musee-unterlinden.com

To celebrate its 170th anniversary, the Unterlinden Museum is organising a special exhibition and series of events, from 13 October 2023 to March 2024. Visitors will be invited to take a journey through time by means of a stroll through the permanent collections, an exhibition of never-before-displayed works from the reserve collections, archive documents, innovative digital tools and numerous spaces for (artistic) expression.

What was the museum like in the past? What has it become today? And what will its future be? Following a fun trail, visitors will meet eleven crucial figures who have forged the history of the museum since its creation in 1853. Emblematic works will retrace the museum's 170 years, highlighting the essential role of the museum and the Schongauer company in conserving and promoting its artistic, historical and archaeological heritage. Participatory events will be organised, during which visitors will be able to contribute to the museum of the future. In the 21st century, the museum is a place where the public come to interact, discuss and share their views.

Exhibition Intoxiquée ! La jeunesse sous la botte nazie (Intoxicated! Youth under Nazi rule) > The Alsace-Moselle Memorial > SCHIRMECK > from 11 February to 12 November 2023

In the context of a series of events organised by the National University Library of Strasbourg, the European Centre of Deported Resistance Members, and the Strasbourg faculty libraries, the Alsace-Moselle Memorial has curated a new temporary exhibition showing how children were indoctrinated by the Nazi regime in their schools and through the Hitler Youth movement. The exhibition shows how, in Germany but also in the territories of Alsace and Moselle annexed by the Third Reich, the Nazi regime used the school system and the Hitler Youth movement to create a total education system, a cohort of national socialist children and a common identity, and to distance children and young people from any influence other than that of the Nazi party.

www.memorial-alsace-moselle.com



© Bundesarchiv



La Vaisselle des Chefs (Sale of chefs' crockery and tableware) > GERSTHEIM > 11 and 12 March 2023



© VDC



This concept originated in Lyon, where it has been in operation for more than ten years. More recently, it's been taken up by Gerstheim (20 minutes south of Strasbourg, along the Rhine), where the third edition will take place next March. The public can buy crockery, tableware and cooking utensils no longer used by well-known local chefs, restaurant owners and tableware brands. A sustainable initiative that gives a second life to some lovely pieces and sets that have often been in storage for years, if not generations. The sale will take place at the Espace Loux, Salle des Fêtes, 17 rue du Général de Gaulle.

Proceeds from the entrance fee of €3 will be donated in full to the partner charities.

Also in Gerstheim: the permanent exhibition dedicated to Alsatian tableware - commonly known as "the Obernai service" - designed by Henri Loux. This year is the 150th anniversary of the birth of this famous Alsatian artist.

www.lavaisselledeschefs.com

Louis de Funès, la route du succès (exhibition on cars in the films of Louis de Funès) > Musée National de l'Automobile – Schlumpf Collection > MULHOUSE > from 5 April to 5 November 2023

Louis de Funès' films often closely reflected the fashions prevalent in a particular social, cultural, economic or political context – and the history of cars in the 20th century is no exception. Iconic French cars such as the 2CV, the DS and the Méhari (used by The Troops of St. Tropez) feature in many of De Funès' films. The emblematic models of the 1960s and 1970s are characters in their own right in these films, much loved by a whole generation of spectators in France. The Musée National de l'Automobile – Schlumpf Collection invites the public to rediscover the flagship vehicles featured in the films scenes that have become legendary thanks to the comic genius of Louis de Funès.

www.musee-automobile.fr



© OTC Mulhouse et sa région

Colmar celebrates springtime > COLMAR > from 6 to 30 April 2023

Colmar welcomes the arrival of spring in its own inimitable style. The Spring and Easter markets offer an opportunity to enjoy the first rays of spring sunshine. The historic centre is in full bloom and there's a mini farm to visit. Seventy producers and craftspeople from across the region, carefully selected for their authenticity, display their wares in brightly painted stalls.

For three weeks, the city is adorned with spring- and Easter-themed decorations: cheeky rabbits peek out from the flowerbeds, hens and eggs find a spot along by the river, and the trees sprout brightly coloured leaves. The cheerful and colourful decorations lift everyone's mood after the greyness of winter and herald the arrival of longer, warmer days.

It's a lovely opportunity for families and friends to see Colmar in a different light and discover some of the Easter traditions dear to the hearts of Alsatians.

www.printemps-colmar.com



© Colmar Tourisme



© Château du Fleckenstein

Tous aux Châteaux ! (Off to the Castles!)

> ALSACE > 1 May 2023

Promoted by Alsace Destination Tourisme, this flagship event showcases Alsace's fortified castles. It's organised by volunteers and management teams from the castles with the help of a number of associations – Châteaux Forts Vivants, Châteaux Forts d'Alsace and Route des Châteaux et Cités fortifiées d'Alsace. Events and activities include guided tours, costumed character tours, treasure hunts, archery (with bows or crossbows), medieval fights and feats, exhibitions, concerts, storytelling, workshops, and hikes with the Club Vosgien.

The aim of the event is to make Alsace's rich medieval heritage better known and to pay tribute to the efforts deployed throughout the year by the many volunteers who are enthusiastic about this heritage, history, and the life and times of the knights. All events and activities at participating sites are free of charge.

www.alsaceterredechateaux.com

Trail Alsace Grand Est by UTMB® > from 18 to 21 May 2023

Routes of 33 km, 49 km, 100 km and 170 km!

For the first
time!



The new Trail Alsace Grand Est by UTMB® is a unique event in the UTMB® World Series, the world's ultimate trail running circuit. It will take runners on a journey through time and through the vineyards and fortified castles of Alsace, set in a spectacular unspoiled natural landscape. Runners can choose from four magnificent routes, all of which are qualifiers for participation in the UTMB® Mont-Blanc. The routes invite runners on a journey of discovery through the heart of Alsace and the Vosges Mountains in the Grand Est Region, taking in fortified castles and villages along paths through an unspoiled natural landscape. Perched on hilltops in a bucolic setting, the castles of Alsace have withstood the test of time and offer stunning views of the Alsace plain, the Black Forest and even at times the Alps.

For runners, it's an opportunity to start their quest toward the UTMB® World Series Finals; the OCC, the CCC® and the UTMB® of the UTMB® Mont-Blanc. The Trail Alsace Grand Est by UTMB®, as one of the events in the UTMB® World Series, allows participating runners to collect the Running Stones needed to take part in the UTMB® Mont-Blanc draw.

<https://alsacegrandest.utmb.world/fr>

slowUp on the Alsace Wine Route > 4 June 2023



© D. LETT / ADT

This iconic event in the cycling and wine tourism calendar in Alsace takes place from 10 a.m. to 6 p.m. on the first Sunday in June. The route is closed to traffic and reserved for pedestrians and cyclists. It links Châtenois, Bergheim and Sélestat, winding through the vineyards of Alsace and passing at the foot of Haut-Koenigsbourg Château. The full circuit is 31 km, but there are also shorter loops, starting at 8 km.

Free programme of activities throughout the day. No need to register, just join the route at any point.

www.slowup-alsace.fr

Nuits de Saint-Gilles sound and light show > SAINT-PIERRE-BOIS > 24 and 30 June, and 1 July

The new sound and light show presented by Les Nuits de Saint-Gilles, entitled "The Amazons at nightfall", features more than 200 participants and horses. For this second edition, the Cavaliers du Rêve troupe are back in the saddle with a new choreography for the night-time performance. Before the show, kids and grown-ups alike can admire demonstrations including equestrian vaulting, dance, theatrical fencing, drumming, knights on horseback, giant puppets and capoeira – a spectacular Afro-Brazilian martial art combining elements of dance, acrobatics and music. The sound and light show lasts for an hour and a quarter and is expected to attract 3,000 spectators each evening.

www.facebook.com/profile.php?id=100075878232072



The Alsacienne Cyclo road bike event > SAINT-AMARIN VALLEY > 25 June 2023

The federation of municipalities in the Saint-Amarin Valley is giving the Alsacienne a fresh start in 2023. The race village will be based at the Kruth-Wildenstein Lake. The start and finish lines will be along the dam – grandiose and unique in France! The mountain passes will be closed to traffic. The four routes (three sportive races and a non-timed ride) are completely new and include a future finish of the Tour de France classified hors catégorie, with the steepest gradient in the Vosges Mountains. Up to 3,000 places available.

This international cycling event, launched in 2016, is the largest in the Grand Est region, known for the variety of its routes and its friendly atmosphere. It offers thousands of participants the opportunity to experience the effort and emotion of a cycle race through the Vosges Mountains. The routes have been designed to cater for riders of various levels. In a spirit of friendly competition and fair play, participants challenge themselves – in groups and against the clock – on spectacular and tricky sections that are some of the most demanding in France. The Alsacienne also offers the option of a non-timed ride, also open to e-bikes, through the plain, villages, vineyards and mountain landscapes.

www.alsacienne-cyclo.org



Temporary exhibition at the Hartmannswillerkopf > WATTWILLER > July to November 2023

Art along the Rhine – French and German perspectives on the Great War

The Hartmannswillerkopf Franco-German Great War Historial is curating an exhibition that will reveal different pictorial approaches to the Vosges Front. On either side of the Rhine, throughout the First World War, French and German artists made drawings and paintings of the disputed rocky peak known as the Hartmannswillerkopf and the surrounding area. The works produced by amateur as well as professional artists reflect the complex situation in Alsace, a territory claimed by both France and Germany at that time. The exhibition, organised in partnership with French and German institutions such as the Rastatt Military History Museum, the Three Countries Museum in Lörrach, the Museum of the Great War in Meaux and the Uffholtz War Museum, presents numerous original works. Some are from private collections and have not been displayed in public before.



© Famille Chardigny

www.memorial-hwk.eu



© Marco Borggreve

Colmar International Festival > COLMAR > First two weeks in July

Over the last 30 years the Colmar International Festival has become one of the top international music festivals, with a reputation for artistic excellence. This year sees a new chapter in the festival's history, with the appointment of Alain Altinoglu as Artistic Director.

Alain Altinoglu is a brilliant and charismatic 47-year-old French conductor who has been invited by some of the world's most prestigious orchestras and operas. He is currently Music Director of two major European institutions: the Théâtre de la Monnaie in Brussels and the Frankfurt Radio Symphony Orchestra. He is one of the most talented and influential French artists on the music scene today. Thanks to this renewed artistic direction, the festival, with the support of the city of Colmar, is preparing to write an exciting page in its history. It looks forward to welcoming music-lovers to its 33rd edition, which will take place during the first half of July 2023.

The full festival programme will be announced during the first quarter of 2023.

<https://festival-colmar.com>

La BiCyclette – 5 bridges in 1 day: a cycle ride in celebration of Franco-German friendship > 9 July 2023



On Sunday 9 July, from 10 a.m. to 7 p.m., cyclists can ride between Marckolsheim and Chalampé, discovering the Rhine Valley and the five bridges that link France and Germany. A number of events will be organised by the two countries along the route, including three high points:

- 1 p.m.: inauguration of the latest crossing of the Rhine at the EDF dam between Marckolsheim and Vogtsburg-Burkheim
- 3 p.m.: celebration of the 25 years of the Centre Hardt-Upper Rhine GLCT (local crossborder cooperation grouping) at the Hartheim-Fessenheim/La Ruche bridge
- 5 p.m.: celebratory wrap-up of the crossborder Franco-German friendship day at Art'Rhena (Vogelgrun-Breisach bridge).

Visitors will be able to discover the area's hidden gems and stop for food and drink along the nearly-40-km route between the Chalampé-Neuenburg and Marckolsheim/Sasbach bridges and in the surrounding towns and villages.

Au gré du Jazz celebrates the festival's 20 years > LA PETITE-PIERRE > from 5 to 13 August 2023

For 20 years this festival has been taking up residence in the magnificent setting of La Petite-Pierre, in the heart of the Northern Vosges Regional Nature Park – and is now widely considered the summer jazz festival. Nine days of concerts in intimate, open-air venues; the collaboration and communication of jazz mixed with a world music component that opens up to other cultures. An invitation on a journey through the different worlds of jazz, from its African roots to contemporary jazz. The concerts take place on the main stage facing the château of La Petite-Pierre and there's a fringe programme (some 20 free concerts) in other venues such as the Jardin des Paiens, the Jardin des Poètes, the Relais des Arts and Place de l'École. Its recipe for success? Take a mix of the organisers' favourites, invite some big names from around the world, offer amateur musicians a chance to perform on a professional stage, and try to find that harmony between the magic of the music and the magic of the place, which can strike a chord between nature and heritage.

www.festival-augresdujazz.com



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Alsace Rocks! tour of the Terroirs > ALSACE > from 23 April to 30 July 2023

Named **ALSACE ROCKS! La Tournée des Terroirs**, this unprecedented initiative for a French vineyard is an ambitious and original event, aimed at all audiences, both curious and experts. It will take place throughout the summer on the greatest Alsatian terroirs, every Sunday from 23 April to 30 July 2023, from 10am to 7pm



Every Sunday, from 10am to 7pm, from 23 April to 30 July, a different event will be proposed and will be deployed, unprecedentedly, in the heart of the vineyards: an ephemeral bar offering only local wines, unusual tastings, culinary activities, fun and educational discoveries about wine, a musical atmosphere with a group of DJs, and a relaxed atmosphere in a "chill & lounge" area...

With a capacity of approximately 300 to 500 people per date. This event tour will be hosted by the producers themselves, and is aimed at both the curious and the experts.

Informations and reservation here : www.latourneedesterroirs.fr

7. What's coming up, in 2024 and beyond



Strasbourg, UNESCO World Book Capital 2024 > STRASBOURG

On 22 April 2022, Strasbourg officially submitted its candidacy to become UNESCO World Book Capital in 2024. A total of ten cities were in the running for this international label. Three months later, Strasbourg has been designated UNESCO World Book Capital 2024, succeeding Accra (capital of Ghana).

Cities designated World Book Capital must organise a programme of activities during the two years preceding the awarding of the label and during the year itself. For residents of Strasbourg and the surrounding areas, this means three years of events and innovative activities on the theme of books and reading.

Strasbourg based its candidacy on five interrelated values and the slogan "Read our world". These will be the basis for a multiplicity of innovative events and activities related to books and reading, in line with UNESCO values.

www.strasbourg.eu



Crédit Mutuel Forum > STRASBOURG

Plans for the new Arena, promoted by Strasbourg's basketball club (SIG) and part of the development of the Archipel 2 district, seem to finally be getting off the ground. The project to expand the Rhénus, to be known as the Crédit Mutuel Forum, has been a recurrent issue for the different municipalities in the Strasbourg area.

The project, which should come to fruition in 2024, has in the meantime evolved, and now takes the form of facilities worthy of the club's ambitions. These include a large open space outside the building and a sports hall with a capacity of 8,500, making it one of the largest arenas in France. It will be able to host a variety of European indoor sports fixtures as well as congresses with more than 5,000 delegates. A complex of more than 6,000 m² will be given over to offices, shops and restaurants. A wheelchair-accessible annexe will be built for training purposes, including a full-size handball court.



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www.ingerop.fr/fr/credit-mutuel-forum



The new Meinau Stadium > STRASBOURG

Renovation and modernisation work will give the Meinau Stadium a completely new look, taking capacity to 32,000 by 2025 – an increase of just over 6,000. The work will concentrate mainly on the south stand, where 25% of capacity is to be given over to hospitality boxes, business lounges and VIP terraces. The expansion will be centred around a five-storey, glass-fronted central atrium with one side facing the east of the stand looking out over the Rhin Tortu and the club's new training centre. The atmosphere in the new stadium will be electric!



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Immersive memorial monument on the site of the Alsace-Moselle Memorial > SCHIRMECK

Grand Est Region has plans for a memorial monument in homage to those from the regions of Alsace and Moselle who died or disappeared in the Second World War. The Benoit Zeimett Architects' agency has been awarded the project for their design. The agency worked with Scénographia and with museum designer Martine Thomas-Bourgneuf.

The memorial monument will be immersive and interactive. The names of some 40,000 people from Alsace and Moselle who died during the Second World War (not including people who enlisted as volunteers in the German army) will be projected onto a wall. An exhibition will feature photographs and archive documents and there will be a quiet space for reflection outside the monument. The structure will be located below the Alsace-Moselle Memorial Museum. The monument will be inaugurated in 2024, the 80th anniversary of the Liberation. The cost of the project is estimated at 1.88 million Euros. The name of the monument has not been made known.

www.memorial-alsace-moselle.com



© Benoit Zeimett Architecte

Plans for a 5-star hotel > COLMAR



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Colmar's typical and charming Little Venice district will see the planned development of a five-star hotel in 2024. In the heart of the city, overlooking the River Lauch, 4,700 m² of parkland and an Art Nouveau villa offer a spectacular setting for a new high-end hotel. A perfect addition to Colmar's accommodation offering. The project is the brainchild of Nicolas Decker, owner-manager of La Cheneaudière & Spa, a Relais & Châteaux hotel at Colroy-la-Roche, 45 km from Colmar.

The future luxury hotel will feature some 25 suites, a spa and a concept restaurant. The development has an estimated budget of 10 to 12 million Euros.

📍 Lac Blanc, Orbey, Massif des Vosges



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in
Alsace

www.visit.alsace

Alsace Destination Tourisme
1 rue Camille Schlumberger
BP 60337

F-68006 Colmar Cedex
+33 (0) 3 89 20 10 68

www.alsace-destination-tourisme.com



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