

STRASBOURG, **CAPITAL OF CHRISTMAS**



A first !

Arts and crafts from the European Union **in Strasbourg !**

**An unequalled opportunity
to disseminate your creations !**

from 29 November to 31 December 2008

www.strasbourg.fr

Strasbourg Christmas Market, *an international event*

The tradition of the Christmas market in Strasbourg



The Christmas Market has been a tradition in Strasbourg since 1570. Over the centuries, its reputation at local, national and European level has grown and grown. Today Strasbourg has become the “Capital of Christmas” in Europe, with its timber villages, its colours and aromas, which brighten the city centre, its “Village du Partage” (Sharing Village) and its themed markets: the guest craftsmen’s village, the “Christkindelsmärik” (“baby Jesus” village), the “Bredle” market (Christmas biscuits), the flavours market, the book market,... which constitute so many invitations to bewitching discoveries!

Lights occupy an important place in Christmas tradition in Alsace. And therefore over the Christmas period, Strasbourg is transformed into a “city of light”: the facades of public buildings sparkle, the Great Christmas Tree (30 metres high) is illuminated and stands in the heart of the city, next to the flame of peace. Shopkeepers also decorate their frontages and shops, in very original ways.

Finally, Christmas in Strasbourg is also about “the meaning of sharing”, with goodheartedness (with the Village, which is made up of stalls run by partner charities), emotion (organisation of concerts, exhibitions and talks) and imagination (storytelling and shows for children).

Strasbourg Christmas Market in figures

- 2 million visitors, who come from all over France and abroad over a period of 4 weeks (incl. 18% foreign visitors). The Christmas Market, an exceptional window on the world, highlights your know-how and your products,
- 300 chalets spread between 10 themed markets,
- 600 events spread over 5 weeks, in the centre city and in the different neighbourhoods: over 50 concerts (religious choirs, orchestras, choirs, duos, soloists, gospel music...), exhibitions, talks, films, a big wheel, shows, storytelling, an open-air skating rink, a “festive windows” competition, boat cruises, cookery workshops, workshops to learn how to make Christmas decorations, food tasting...
- Strasbourg is a true European crossroads: 2 hr 20 from Paris thanks to the TGV, 1 hr 30 from Basle airport, 2 hr 30 from Luxembourg and Brussels, 140 kilometres from Zurich and 1 640 kilometres from Stuttgart!



The European Christmas Market

Each year, an extra spark of magic is brought to Strasbourg thanks to the presence of one country as guest of honour. The country presents its arts and crafts and culinary specialities as well as organising events connected to the country: folk dancing, concerts, exhibitions...

By way of example, Strasbourg Christmas Market has been host over the last five years to the Province of Quebec (2007), Romania (2006), Bulgaria (2005), Poland (2004) and the Netherlands (2003).

Take part in an international event !

From 1 July, France takes over the Presidency of the Council of the European Union for a period of six months. On this occasion, the City of Strasbourg has decided to give pride of place to know-how and creativity, by organising an arts and crafts market to highlight the wealth, variety and excellence of the culture of arts and crafts in each of the countries of the European Union.

Take advantage of this genuine opportunity and come and join us in an exceptional setting, in the heart of the city, next to the emblematic Strasbourg Cathedral, le Musée de l'œuvre Notre-Dame and the Palais Rohan.

Your advantages

- an exceptional location in the heart of the historic heritage centre of Strasbourg
- very high numbers of tourists
- free registration
- a secure chalet, provided free of charge
- a Christmas Market communication plan entirely handled by the City of Strasbourg.

NB! Places are limited. Registration closes 1 September. Please see the document enclosed.

A far-reaching communication plan : over 443,000 documents circulated !

Strasbourg Christmas Market benefits from a specific communication plan, which covers France and abroad.

The publications include :

- a general market programme listing all the events. 240,000 copies are distributed in the letter boxes of the inhabitants of Strasbourg, made available to hotels in the city and communicated to the local daily newspaper the " Dernières Nouvelles d'Alsace ".
- flyers in French, German and English (202,000 copies in total), distributed across the Alsace region,
- plans, distributed in each place in the city where the events take place,
- postcards showing the Christmas Market (15,000 copies)

At the same time, a billposting plan is also implemented :

- 140 posters 120x175 displayed around the city
- 80 posters 320x240 displayed around the city
- 1 000 posters 40x60 displayed in shops and associations.

And of course, the mass media talk about the Christmas Market : television, radio and the local, national and foreign press.

Practical information

▷ Contact of the Strasbourg Tourist Office

Open every day - 9 am to 7 pm
Office de Tourisme, 17 place of the Cathédrale
BP 70020 - 67082 STRASBOURG / France
tel. (0033) 3 88 52 28 28
net : www.ot-strasbourg.fr
e-mail : info@ot-strasbourg.fr

▷ City of Strasbourg contact

Service de l'Animation - Pauline Sauret (Events department)
e-mail : pauline.sauret@cus-strasbourg.net
tel. (0033) 3 88 60 90 90 extension 37986
fax : (0033) 3 88 60 97 77

How to get to Strasbourg ?

▷ By train

Strasbourg station serves both France and Europe. And, in the last few months, the city has seen the arrival of the high speed train, the TGV Est Européen.

For information, the SNCF (French railways) runs 3 direct trains a day between Strasbourg and Brussels; 2 trains direct trains a day Strasbourg - Munich and many other rail links.

To find the trains that you need, you can contact the SNCF by telephone (0033) 36 35 or visit their websites, www.sncf.com or www.voyages-sncf.com

▷ By plane

All year round, a shuttle bus links Strasbourg-Entzheim International Airport in about ten minutes to the Baggersee station of tram line A and vice versa.

Tickets are available from the airport, on board the shuttle, from machines in the tram stations and from CTS agencies (the Strasbourg transport company).

There are several direct links between Strasbourg and European capitals with regular flights !

For example :

- Strasbourg / Amsterdam (flight 1 hr 15), 2 flights a day, from Monday to Friday, and 2 flights at the weekend.
- Strasbourg / Brussels (55 mins), 3 flights a day, from Monday to Friday.
- Strasbourg / Copenhagen (1 hr 40), 2 flights a day during the week.
- Strasbourg / Madrid (2 hrs), 1 flight every day except Sunday.
- Strasbourg / Prague (1 hr 35), 2 flights per day on average.

For more information, see the airline websites : Air France, KLM, Brussels Airlines, Iberia or Czech Airlines.

▷ By car

A true European crossroads, Strasbourg is linked to Paris, Amsterdam, Brussels and Luxembourg via the A4, A3, A31 and A32 motorways.

How to get about the city ?

▷ In tram

Five tram lines cross the city from East to West and North to South, with regular services. In the suburbs, supervised park and ride car parks provide secure parking.

▷ By bike

Strasbourg has over 500 km of cycle tracks! Bicycle hire possible.

▷ On foot

Strasbourg has numerous pedestrian areas...

Where to stay ?

In the city centre city or in the towns and villages of the CUS (Urban Community of Strasbourg).

- ▷ **Expect to pay +/- € 70 / person / night.**

Where to eat ?

Snacks available on the Market and in the surrounding area.

- ▷ **For a restaurant meal, expect to pay between € 15 and € 30 / person / meal.**