

GENUINE FRENCH CHRISTMAS MARKET

CHRISTMAS MARKET

**STRASBOURG**

COLMAR-MULHOUSE

—• DEC 6 > 22 •—

BOWLING GREEN, BROADWAY, NYC

MARCHÉ DE NOËL D'ALSACE



WORLD'S BEST  
CHRISTMAS  
MARKET





# THE BACKGROUND



## *An incomparable appeal*

Alsace's Christmas markets are the major event in the region's tourism landscape. The Strasbourg Christmas Market alone represents **the largest event in France** in terms of its duration and its economic impact, estimated at over a quarter of a billion euros. Every year, it attracts over two million visitors.

The tourist accommodation occupancy rate has tripled in 5 years, and Alsace is the only region in France which records **as many overnight stays in December as it does in August**.

Alsace's Christmas markets have very considerable pulling power. They are capable of attracting foreign tourists to Strasbourg, Colmar, Mulhouse and Alsace and have **thus helped to make these cities and the region into must-see destinations**.

## *The Alsatian Christmas Market, a tradition recognized worldwide*

Dating back to **1570**, Strasbourg's Christmas market is the oldest Christmas market in France and one of the oldest in Europe. Its authentic traditional aura attracts **over 2 million visitors** from all over the world every year.

With its **300 chalets** spread across **12 sites** and its 25-meter high real Christmas tree, it is a reference in France and Europe. It has been crowned **"Best Christmas Market"** twice (source: "European Best Destinations") and even named the **"World's Best Christmas Market"** by CNN.

The appeal of **Colmar's** Christmas market resides in its magical decorations and warm, intimate atmosphere. With its chalets nestling in the town's emblematic squares, it earned the titles **"2nd European Best Christmas Market"** and **"European Best Christmas Lights"** in 2018 (source: "European Best Destinations").

In **Mulhouse**, the "Wianachtsmarkt" offers a truly one-of-a-kind magic. In addition to authenticity and tradition, it focuses on the city's epic industrial history. **On average 1.4 million people visit this market**.





# EXPORTING A MODEL



Since 2009, Strasbourg Christmas Market has been exporting itself.

To capitalize on the success of the “Strasbourg, Capital of Christmas” operation and enable others overseas to share in this unique age-old tradition, the Strasbourg Tourist Office plans Christmas markets on busy squares in major capitals.

Each destination is **carefully selected** on the basis of several criteria.

Strasbourg-Alsace Christmas Market in New York **serves several purposes:**

to spread the spirit of Christmas beyond Strasbourg and Alsace, with its age-old traditions and values of openness, sharing and generosity

to promote Alsace as a tourist destination with American tourism professionals

to appeal to the visitors and encourage them to follow up with a visit to Alsace

to organize an event in New York with high media coverage to attract plenty of visitors

to organize a commercial operation that at least breaks even and offers Alsatian companies visibility and potentially a chance to break into the American market

to further enhance awareness of the Alsatian Christmas markets, by a knock-on effect, with a French-speaking public.

*Previous editions*

**TOKYO, Japan**



2009 and 2010

- Over 600,000 visitors per edition
- 62% increase in Japanese visitor numbers in the following years

**MOSCOW, Russia**



2012 and 2013

- 750,000 visitors per edition
- 51% increase in Russian visitor numbers in the following years

**BEIJING, China**



2015

1 115 000  
visitors

**TAIPEI, Taiwan**



2016

900 000  
visitors

• Substantial increase in Chinese visitor numbers throughout Alsace in the following years

- 19% increase in Chinese visitor numbers in 2018

**SEOUL, South Korea**



2017

450 000 visitors

# WHY NEW YORK ?

## *A growing market with high tourism potential*

With its population of 329.3 million, the United States is the biggest economy in the world. It also posts excellent growth figures (2.9% in 2018).

France is Americans' **second favorite European destination**.

In Alsace, American visitor numbers have increased substantially in the last few years, rising from 65,961 overnight stays in 2010 to 140,900 in 2018.

Today the United States is **Alsace's most important remote market**.

## *Strasbourg and Alsace have cards they can play with the Americans*

Americans' first reason for traveling is culture.

They are also great lovers of gastronomy, they appreciate the French art de vivre in general, and its authenticity.

Alsace can therefore be an alternative to the destinations in France usually frequented by Americans.

An operation aimed at the general public and with high media coverage like the Christmas Market in New York should therefore **help to reinforce the appeal of Alsace to this clientele**.





## *A city with historic links to Christmas*

The city of New York holds a mythical place in Christmas celebrations in the United States.

It has perpetuated the tradition of the Christmas market **for over a century.**

Today 6 Christmas markets are held in New York, but none of them is like a European Christmas market.

Boosted by the success of its previous editions, but also its **authenticity and traditions**, the Strasbourg-Alsace Christmas Market will bring a new dimension to the festive period in the world city.

## *An exceptional setting*

The Christmas Market will be held in the heart of Manhattan, in front of **Bowling Green Park**, at the extreme south end of **Broadway**, just near **Battery Park** and the **New Amsterdam** Dutch quarter.

Considered as the **heart of original town**, this small, teardrop-shaped park is the **oldest public park in New York** (1733). It has been listed on the National Register of Historic Places since 1980.

It features the famous bronze **Charging Bull** statue, the Wall Street Bull sculpted by Arturo di Modica, one of the most photographed works in the city.

In addition Charging Bull will be celebrating its **30th anniversary on December 20**, right in the middle of the Strasbourg-Alsace Christmas Market festivities.

**Popular with both tourists and local inhabitants**, this is a highly visible and much visited park.

In addition, Bowling Green Park maintains an **emotional link with Christmas** as a **large natural Christmas tree** is put up there every year.



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# AN AUTHENTIC MARKET

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**30 chalets** identical to the ones in Strasbourg will be set up on Bowling Green **from December 6 to December 22**. Made by an Alsatian tradesman, they will be specially imported for the event.

In the chalets, it will be possible to see all kinds of **authentic Alsatian craft products** (Souffenheim and Betschdorf pottery, Christmas decorations and baubles, table linen, etc.).

Numerous **Alsatian sweets** and cakes will be available: craft candies, jams, bredele Christmas biscuits, kougelhopf, gingerbread, etc.

The American public will also be able **to try Alsatian culinary specialties at the market**, such as tartes flambées, sauerkraut, Alsatian wine and beers, etc.

**Decorations and illuminations** made specially for the occasion, including a great arch and the baubles on the Christmas tree, will help to create a “Christmas Village” atmosphere.

Numerous **activities** and events, especially for children (Saint-Nicolas’s house, hot chestnut locomotive, children’s choirs) will reinforce the market’s cozy, authentic atmosphere.





# THE CRAFTSPEOPLE



## *Decorations*

- Le Chalet des Lutins - Handmade elves with knitted clothes
- Coeurs Koch - fabric hearts
- Au p'tit bonheur - Wooden hanging decorations
- Un si petit monde - elves, Alsatian figures (him and her), storks
- Marino & Co - Small handmade decorative objects
- Christmas baubles by Dulin, Franc'In et Karen Muller
- able linen from Avenue d'Alsace, Mulhouse Tourist Office



## *The "décalés"*

- Bretzel Airlines
- La Cigogne à Colombages

## *Pottery*

- Poterie Beck - Souffenheim
- Poterie Siegfried-Burger - Souffenheim
- Poterie Fortune Schmitter - Betschdorf



## *Sweets*

- Bredele biscuits made by the Fédération des Boulangers (Federation of bakers)
- Jams by Nicole
- Chocolates by Daniel Stoffel
- Hot chestnuts from Franchi
- Candies from the Confiserie des Hautes-Vosges
- Gingerbread by Mireille Oster
- Gingerbread by Marketa Macudova



# PROMOTING TOURISM

## *Promotion with tourist professionals*

As for the previous editions, **a large awareness-raising campaign** is planned aimed at travel agents and tour operators in the New York region, organized in technical and financial cooperation with the Grand Est Regional Tourism Agency and the Atout France office in New York.

An aspect that should not be neglected, as **55% of Americans** use the services of an intermediary for their tourism bookings.

The aim of this large-scale promotional program is to develop the flow of business generated between Alsace and New York, to the benefit of the tourism operators in the region.



## Highlights of the promotional program

Thursday, December 5

**Press Conference** with the American media

Official inauguration of the Christmas Market

Tuesday, December 10

**Commercial promotion operation:** "Alsace" Leisure Tourism and Business Tourism - with 100 tourism operators.

From Monday, December 9 to Friday, December 13

**Canvassing** in New York/New Jersey/Westchester, with the Alsatian partners.

List of partners present for the commercial promotion program coordinated by the Grand Est Regional Tourism Agency:

- SOFITEL STRASBOURG GRANDE ILE
- HILTON STRASBOURG
- GROUPE SOGEHO
- HOTEL HANNONG
- SWEET NARCISSE
- MAGNIFIC ESCAPADES
- OFFICE DE TOURISME ET DES CONGRES DE COLMAR
- OFFICE DE TOURISME ET DES CONGRES DE MULHOUSE
- OFFICE DE TOURISME DE STRASBOURG ET SA REGION
- MEET IN ALSACE
- EUROAIRPORT





# AN EVENT SUPPORTED BY THE DESTINATION ALSACE PACT



After Tokyo, Moscow, Beijing, Taipei and Seoul, it is New York's turn to host a Christmas market in the purest Alsatian tradition. The project, run for the last two years by the Strasbourg Tourist Office, has also benefited from the involvement of the **Grand Est Regional Tourist Agency** (ART GE), which is coordinating the presence of the Alsatian partners in New York as well as the substantial tourism promotion component.

As part of the implementation of the **Regional Tourism Development Scheme**, an innovative partnership has been formed, known as the "**Destination Pact**". This is a contract between the Grand Est regional authority and all the public and private stakeholders in the destination that wish to take part. The Pact is part of the Region's ambition to collectively conduct a strategy for the tourist destinations in the Grand Est, choosing to have all the partners work together to share and convey joint ambitions and carry out more powerful actions for the benefit, in the end, of the entire tourism industry.



The **"Christmas Market in New York"** is part of the shared marketing orientations of the destination Alsace, relying on:

• A **"pillar" regional offer, "Christmas in Alsace"** which:

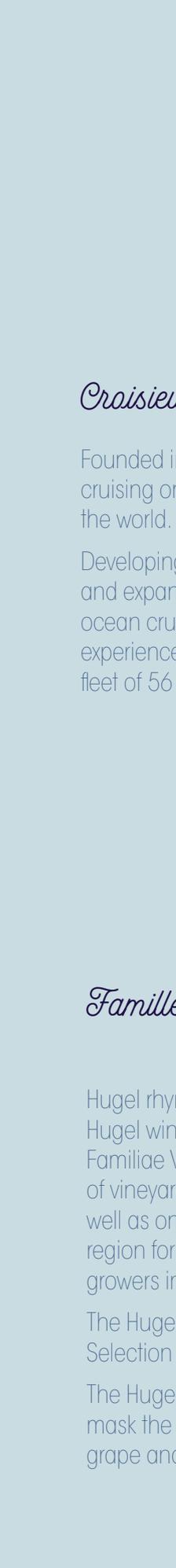
- strives to promote experience-based tourism and "premium" offerings,  
- is a core strand in Alsace's DNA, its history, its tangible and intangible heritage, its living traditions and its spirit of sharing,

• **The largest overseas market** in terms of visitor numbers to the Alsace, the United States.

- 2016: 102,000 overnight stays  
- 2017: 123,118 overnight stays (21%)  
- 2018: 140,900 overnight stays (15%)  
- 2019 (at end August): 91,000 overnight stays (15%)

### **Financial partners that have signed the Destination Alsace Pact**

Eurometropolis of Strasbourg  
City of Strasbourg  
Strasbourg Tourist Office  
Mulhouse Alsace Agglomeration  
City of Mulhouse  
EuroAirport Basel Mulhouse Freiburg  
Tourism and Convention Bureau of Mulhouse  
Colmar Agglomération  
Alsace Wine Trade Council (CIVA)  
Alsace Destination Tourisme



# PARTNERS

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## *Croisieurope*

Founded in 1976, CroisiEurope is a pioneer in river cruising on the most beautiful and famous waterways in the world.

Developing creative, unique itineraries from 4 to 19 days, and expanding its diverse products to canal, river and ocean cruises, is what makes CroisiEurope the most experienced and largest river cruise line in Europe with a fleet of 56 ships.



## *Famille Hugel*



**FAMILLE**  
**HUGEL**  
ALSACE - FRANCE

Hugel rhymes with Alsace. Founded in 1639 in the picturesque medieval town of Riquewihr, the Famille Hugel winery is one of the oldest continuously run family wine company in the world. Member of Primum Familiae Vini, it is today run by the 12th and 13th generations. The Hugel estate is comprised of 30 hectares of vineyards (75 acres), mainly located in the prestigious crus of Riquewihr, Schoenenbourg and Sporen as well as on the Pfostig, a lieu-dit Jean Hugel (10th generation) already described as one of the best in the region for Pinots. Planted exclusively with the noble grapes, it is complimented by a sourcing of fruit from 115 growers in the region, participating, this way in the development of the region and the community.

The Hugel name is very closely linked to the concept of late harvest wines in Alsace, Vendange Tardive and Selection de Grains Nobles, and still considered the benchmark for these wines in the region.

The Hugel style is often referred to as elegant and graceful, no oak or unnecessary residual sugar comes to mask the wines. The objective being to produce wines as they come from the vineyards, leaving space for the grape and the place to express at their best.

## *Caisse de Crédit Mutuel Strasbourg-Gutenberg*

Situated in the historic center of Strasbourg, the CAISSE DE CREDIT MUTUEL STRASBOURG GUTENBERG is a bank founded in 1965.

Today it occupies No. 2, Rue des Hallebardes, a remarkable building with a richly carved timber oriel window in the Renaissance style dating from 1609 and listed among Strasbourg's Historic Monuments.

Nationally, in terms of assets managed, it ranks fourth among 1360 Caisses de Crédit Mutuel. Crédit Mutuel is France's top bank in the financial strength ratings.

Crédit Mutuel STRASBOURG GUTENBERG  
2, RUE DES HALLEBARDES  
67000 STRASBOURG - TEL. : 03 88 25 40 50



## *Xeas*

Lighting and staging partner, more than 20 years of experience. Prestigious references: Davos Forum, Christmas markets in Beijing, Moscow, Taipei, Seoul. . . , French Swimming Championships, Schiltigheim Beer Festival. . .

**Xeas**  
lumière & son

## *Entela*

Expert in ICT integration and connected objects. Prestigious clients in industry and local communities, in France and internationally (HAGER, SOCOMEC, PUMA, SOPREMA, ALCATEL/LUCENT, KRONENBOURG/KARLSBERG, PUNCH POWERGLIDE, SAINT GOBAIN, . . .)

**entela**

## *Lufthansa*

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### Contact

#### Patrice GENY

Directeur

[pgeny@otstrasbourg.fr](mailto:pgeny@otstrasbourg.fr)

+ 33 (0) 3 88 52 28 24

+ 33 (0) 6 80 05 14 67

#### Relations presse

Sophie Balland

[communication@otstrasbourg.fr](mailto:communication@otstrasbourg.fr)

+33 (0) 3 88 52 28 27

