

THE CONVENTION
BUREAU OF
METZ METROPOLE

INSPIRE ME
TZ

Charters for the reception of Business and
Conference tourists to the
«Metz/Amnéville-les-Thermes area -
Destination Affaires»

MEETING YOU
TZ

INSPIRE ME
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1. Introduction

Metz, classified as a « tourist resort » is ideally situated at Europe's frontiers, a city of art and history, candidate as a UNESCO World Heritage site, the cradle of urban ecology thanks to Jean-Marie Pelt. The city is well known for the purity of its lake and marina, and has built up impressive infrastructures capable of receiving large scale events and satisfying both organisers and conference delegates

With Amnéville - Les - Thermes, an important leisure and spa centre with a casino, a spa, a zoo, an indoor ski slope unique in Europe, the area can be greatly attractive with notably :

- ◇ An international airport 45' away in Findel in Luxembourg,
- ◇ A regional airport, 20' away : « Metz-Nancy-Lorraine »,
- ◇ Around 50 hotels and residences situated principally in the centre of the city and around Metz as well as nearby to Metz congress Centre «Metz Congress Robert Schuman» which offer an accommodation capacity of almost 2,450 rooms of 4,3 and 2 star quality,
- ◇ Metz congress centre « Metz Congress Robert Schuman » is situated at the exit of the High speed TGV railway station, in the heart of the city and has more than 3,440 square metres of modular spaces, including a 1,200 seat auditorium,
- ◇ Metz also boasts a highly prestigious venue, « The Arsenal ». Situated in the historic centre of the city, which has a seating capacity of 1300,
- ◇ « Les Arènes » has a seating capacity of up to 4,000,
- ◇ « Le Galaxy » can hold conferences of more than 10,000 persons,
- ◇ A trade fair and exhibition centre of 5 500 square metres can accommodate up to 20,000 persons per day,
- ◇ And there are many other venues which you can find on the Meeting Planner, available on the website www.inspire-metz.com, in the current events section.

2. Objectives

The principal actors involved in business tourism, came together in a committee named «Metz Destination Business» and they declared their common objective :

- ◇ to do everything in their power to facilitate the organisation of conferences in Metz and Metz Metropolitan area, from the preparation of a candidacy right up to the realisation of an event
- ◇ to perpetuate the attractiveness of Metz and its Metropolitan area,
- ◇ to offer a tailor-made welcome to every convention organiser, event organiser and conference delegate,
- ◇ to put together an authentic policy of conference organisation,
- ◇ capitalising on more than twenty years of conference organising experience.

Presentation of the tourism professionals in Metz involved in a qualitative approach to conference organisation

The City of Metz, « Metz Metropole » and their different partners in the domaine of tourism who are mentionned hereafter, have embarked upon a process of promoting the organisation of large-scale professional events :

- ◇ the City of Metz and The Metz Metropolitan area Council (Metz Metropole)
- ◇ the Chamber of Commerce, Industry and Territorial Services of Moselle, the Tourist Boards of Metz, Amnéville and Thionville, The Conference Bureau, The Conference Centre, The Union of Hoteliers, the hotels, The UMIH, The Coach Companies, the cultural organisations,
- ◇ the Union of Taxi Drivers which represents the whole of the profession.

4. Commitment of the City of Metz , of The Metz Metropolitan area Council and of the City of Amnéville-les-Thermes

The City of Metz, The Metz Metropolitan area Council and the City of Amnéville-les-Thermes actively support tourism, considering that the organisation of large-scale professional events has a positive impact not only on the image and the renown of the City but also on the economy. They therefore decided to entrust the development of this sector to the Metz Conference Bureau, as follows :

At the candidacy stage :

- ◇ As an accompaniment to the application form, supply a letter of support expressing the interest of the cities and of The Metz Metropolitan Area Council for the project,
- ◇ facilitate the obtention of authorisations for the use of municipal equipment (banners, access to carparks for organisers and officials).

At the event stage :

- ◇ Participate in the decoration of the Cities of Metz and Amnéville-les-Thermes with flags and banners in the colours of the conference,
- ◇ offer a welcome cocktail to the VIP's (150 persons minimum or evaluated on a case by case basis) in the presence of the Mayors of Metz and Amnéville, the President of The Metz Metropolitan Area Council or of an elected representative in a prestigious reception venue,
- ◇ guarantee an urban transport service of the utmost quality.

Commitment of the Chamber of Commerce, Industry and Territorial Services of Moselle and of the Federation of Retail Traders of the Chamber of Commerce

These organisations may be consulted during the process of candidacy as well as during the large-scale professional events. They are committed to :

At the candidacy stage :

- ◇ Upon request to the Metz Conference Bureau, a letter can be addressed in support of the event signed by the President of The Chamber of Commerce, Industry and Territorial Services of Moselle and the Federation of Retail Traders,
- ◇ meetings can be arranged with decision makers in international affairs and with the principal actors of the local economy, notably those of the Metz business tourism sector.

At the event stage :

- ◇ the event can be showcased on the website of The Chamber of Commerce, Industry and Territorial Services of Moselle, The Federation of retail traders, UMIH, OT, in the current events section.

6. The commitment of the Metz Conference Bureau

The Metz Conference Bureau is an essential actor in the realm of business tourism in Metz. It plays an important role in the development of conference activity, business and community events in the realm of MICE (meetings, incentive, conferencing, Exhibitions) it has put in place in collaboration with its partners, a policy of organisation and coordination of this type of special event. It acts as a facilitator for the organisers and as a federator for its partners.

At the Candidacy stage :

- ◇ presents the attractive features of the City and its Metropolitan area, elaborates a commercial marketing strategy with the strategic committee « Metz Destination Business », in order to attract conferences,
- ◇ federates all of the local actors, leads and coordinates the strategic committee « Metz Destination Business »,
- ◇ assists in the planification and in the overall evaluation of the feasibility of the event depending on the potential sites, the set-up and the period under consideration,
- ◇ to offer technical assistance concerning the choice of infrastructures, service provisions, choice of venues and assistance in relations with public institutions,
- ◇ searches for accommodation, taking into consideration the wishes and the budget defined for the realisation of the event,
- ◇ makes available promotional tools during the candidacy presentation (tourist brochures about Metz, technical documents, plans, photos, videos),
- ◇ establishes contacts between the organiser and local services,
- ◇ organises an inspection visit to the City accompanied by a member of the team.

7. Commitment of the Metz-Nancy—Lorraine airport, Findel Luxemburg airport and Metz SNCF Railway station

Veritable gateway to the region, the TGV high speed railway stations of Lorraine TGV and Metz are major actors of the tourism industry for the destination of Metz. With traffic of more than one million passengers per year passing through these infrastructures, they represent the very first contact that conference delegates will have with the Metz Metropolitan area. As such, they are heavily invested in the responsibility they have of playing host and they are committed to supporting large scale events by contributing to the welcoming of conference delegates within the limits defined by a provision of service contract, which regulates the use of the « Welcome Zones ». As a consequence, they are committed to facilitating the arrival of business tourists .

The SNCF, in collaboration with the administrators of the station media transport publicity spaces will provide support for the organisation of events by helping with the necessary approaches to Media transport in order to increase the visibility of the event and to personalise the welcome of the delegates. As a consequence, they are committed to

- ◇ facilitating the arrival of business tourists and to make available the « Welcome Zones» in airports,
- ◇ signage in the colours of the event, supplied by the Conference Bureau,
- ◇ the propagation of messages on electronic screens/advertising spaces,
- ◇ a personalised welcome service,
- ◇ priority transportation and reservation of the buses used for transfers on the basis of fares in force at the time.

8. Scope of the Charter

Scope of application :

The Charter applies to conferences, business and associative events, national or international. By conference shall be understood any event where the actual participant pays, either as an individual or as part of a group his participation (inscription, accomodation, services). A conference brings together, most often, different companies or associative groups around the same theme.

Threshold of application :

The Charter applies to any event organised in Metz and the Metz Metropolitan area, for a minimum of one hundred persons, accomodated in Metz or in the vicinity for at least two over night stays and in a minimum of five hotels or any other event of a smaller scale but which is recurrent. Registrations will be considered on a case by case basis.

9. Duration of validity

The present Charter will remain in force for three consecutive years from the time of signature. Six months before the expiry date it will be revised for renewal by all of the partners.

10. Repect of the Charter

The Strategic Committee « Metz Destination Business » will supervise and guarantee the rightful execution of the charter.

Metz City Hall
The Mayor

Metz Métropole
The President

Amnéville-les-Thermes
The Mayor

The Chamber of Commerce,
Industry and Territorial
Services of Moselle
The President

Metz Évènements - GL Events
The managing director

UMIH
The President

The Tourist Board of Metz
Métropole
The President

The Federation of Retail
traders of Metz
The President

SNCF
Regional Director

The Metz-Nancy-Lorraine Airport
Le Directeur

The Tourist Board of
Amnéville-les-Thermes
The President

The Conference
Bureau
Le Directeur



Spa Resort - Amnéville-les-Thermes



Snowhall - Amnéville-les-Thermes



INSPIRE METZ

YOU AND METZ

La marque de territoire de Metz Métropole
inspire-metz.com

HOTEL CHARTER

The organisation of large-scale associative conferences

Introduction

The Hotel Charter (hereafter known as « The Charter ») exclusively concerns any new event organised by businesses, associations (learned societies, federations, professional associations) of more than one hundred overnight stays on one night at least, implying reservations at several hotels.

The Charter is the translation of the moral engagement of its signatories : failure to respect its commitments cannot lead to contractual or legal sanctions.

The objectives of The Charter are as follows :

- ◇ to officialise a policy of making the City attractive for the holding of large scale corporate and associative conferences,
- ◇ to provide the final customer with a strong and consistent approach in order that he/she will find the City attractive,
- ◇ to guarantee a portfolio of events for the City over the long term.

1. Validity of The Charter

The present Charter applies to all the signatories for a duration of three consecutive years from the date of signature.

FOR GROUPS :

2. Hotels' commitments

2.1. Harmonising the service

- ◇ 18 months before the event begins at the latest, the hotelier agrees to make available 30% of the hotel's room capacity, if that capacity is less than 100 rooms and 50% if it is more than 100 rooms. If the event is announced less than 18 months before the opening date of the event, the hotelier is at liberty to reserve only those rooms which are available.
- ◇ the hotelier agrees to offer a tariff inclusive of VAT for each room per night, with tourist tax (taxe de séjour) as a supplement,
- ◇ for reservations pre and post conference on a weekend, the most advantageous promotional tariff will be applied in accordance with legal provisions
- ◇ the hotelier agrees to provide firm and definitive tariffs when the request for a tariff is made less than 12 months before the date of the event. If the request is made more than 12 months before the date of the event, the hotelier agrees not to raise the tariff by more than 3% above the tariff originally given.

2.2. Welcome of the Participants

- ◇ the hotelier agrees to put in place signage using the colours of the conference or the show (poster on the « desk ») The Conference Bureau will distribute to the hotels a display stand made of plexiglass as well as a poster to be printed for each event or it will guarantee the setting up of a free welcome desk with the corresponding signage,
- ◇ if possible, The hotelier agrees to insure the broadcasting of the DVD « Inspire METZ» (DVD supplied by the Conference Bureau),
- ◇ the hotelier must give to each customer an « Inspire Metz » welcome letter » as well as a bottle of mineral water for the clients in 3 and 4 star rooms and free Wi-Fi,
- ◇ the hotelier agrees to display the means of transport available which give delegates access to the conference in the hotel lobby.

2.3. Payment Procedures

Payment procedures are as follows :

- ◇ at the signature of the contract (12 to 18 months before the date of the event), the client must pay a first deposit of 15% of the total bill,
- ◇ 120 days before the date of the event the client must pay a second deposit of 35% of the total bill,
- ◇ 30 days before the event, the client must pay a third deposit of 45% of the total bill,
- ◇ the client can therefore complete the payment of the rest of the total bill, 30 days after the event.

Reservations must be made with a bankers certified cheque or a deposit cheque.

2.4. Cancellation conditions for a reservation

The conditions are those which are part of the general terms and conditions of each individual hotel.

FOR INDIVIDUAL BOOKINGS :

3. Room allocation

In the case of a Conference where the hotel reservations are made on an individual basis, the hotelier may reduce the allocation of rooms according to the number of unsold rooms, in the following manner :

- ◇ 60 days before the event : 25 to 30% of the allocation according to the number of unreserved rooms,
- ◇ 45 days before the event : 50% of the remaining allocation,
- ◇ 15 days before the event : the hotel can take back all the unreserved rooms,
- ◇ Reservations must be made with a certified bank cheque or a deposit cheque.

4. Duration of the Charter

The commitment of the signatory is valid for the duration of the present Charter which will become effective from the date of signature.

Its initial duration will be 36 months, automatically renewable for a period of one year.

5. Withdrawal by one of the parties to the commitments made

At any moment, the signatory may withdraw from the present Charter, by giving one months notice to the Conference Bureau in the form of a withdrawal letter. No motive for withdrawal is necessary.

However, any signatory having notified their intention to withdraw from their commitment must maintain and honour all of the reservations made before the date of the withdrawal notification.

Signed in Metz, Date :

In 2 copies

On behalf of the Conference
Bureau

The Director

The representatives of the hoteliers :

The representative of the GNC

The representative of the UMIH

MOVE WITH METZ



INSPIRE METZ

Charter for MOTOR COACHES - TAXIS – TAMM

Organisation of professional events

Context

Since 2015 the City of Metz has been classified as a « Tourist resort ».

Thanks to the investments made in the venues in which large scale events are organised, most notably, the new congress centre « Metz Congress Robert Schuman », Metz is now finding itself more and more in competition with large cities in the race for the organisation of large-scale events. This type of event allows the creation of a portfolio for the organisation of events at long and medium term for hotels, and for all business tourism services. The Charter for motor coaches has been drawn up with the aim of improving the range of services available in the City of Metz.

The City of Metz and The Metz Metropolitan Area Council wish to put in place a Charter with companies involved in transport by motor coach. This activity is an essential link for the success and strong performance of professional events.

Firstly, this Charter presents the advantage of homogenising services on offer by motor coach companies, taxis and public transport but it will also uniformise aspects as important as security and quality of service.

Secondly, it should be noted that the city of Metz and The Metz Metropolitan Area have at their disposal a high level accommodation capacity in a number of hotel establishments spread out over the surrounding area. This reinforces the customer's need for transport between these establishments and the conference venues, etc...

Thus, in a higher competitive environment, better organization is essential for coach companies, taxis and public transport when major events and congresses are arranged. It is essential to show the benefits from a number of additional competitive advantages that can influence destination choices : day flat-rate pricing, signage of the event in the vehicle, providing spouses with discounts on certain touristic activities, convenience, quality welcome...

The success of such a Charter depends upon the total compliance of the transport companies.

Introduction

The Charter applies to conferences organised by associations and business events of more than one hundred participants in so far as the events are confirmed more than three months before taking place.

The Charter can be put forward to companies and any organising entity, the conditions laid out below being, for the signatories of the Charter, the conditions of sale « a minima ».

The Charter is the translation of the moral engagement of its signatories : failure to respect its commitments cannot lead to contractual or legal sanctions.

The objectives of the Charter are as follows :

- ◇ to officialise a policy of making coach transportation attractive for the holding of large scale corporate and associative conferences.

- ◇ to provide the final customer with a strong, consistent and qualitative approach (comfort, welcome etc...) with aim of facilitating transportation during professional events with particular attention being paid to security and quality of service for these events.
- ◇ to guarantee a portfolio of events for the City over the long term.

1. Validity of The Charter

The present Charter applies to all the signatories for a duration of three consecutive years from the date of signature.

FOR GROUPS :

2. Coach companies' commitments

2.1. Harmonisation of services

- ◇ the coach company agrees to propose tariffs inclusive of VAT per coach and per trip (for the year 2018),
- ◇ The coach company agrees to provide consistent and flat-rate pricing for the following services :
 - transfer in Metz (town),
 - transfer from/to Metz-Nancy-Lorraine airport, Findel (Luxembourg) or Louvigny TGV train station,
 - transfer from/to Amnéville, Nancy, ...
 - supply of a vehicle for the evening.

Partnerships will be put in place with Taxi Owners Federation to provide individual transport during the week-end preceding or following a Congress.

The coach company agrees to provide firm and definitive tariffs when a request for a tariff is made more than 6 months from the date of the event. If the request is more than six months from the date of the event, the coach company agrees not to increase the price by more than 3% of the price originally given. Nevertheless, articles L.211-13 and R.211-10 of the Tourist Code do allow for the passing on of an increase in the price of diesel fuel. These articles stipulate that the prices mentioned in the contract are not revisable with the exception of transport costs, such as the cost of fuel, provided that in the contract, the general sales conditions, explicitly contain the possibility of a revision of the price (increase or decrease). This modification cannot intervene in the thirty days preceding the date of the opening of the conference.

2.2. Welcome of the participants

Welcome in the coach :

- ◇ quality of the coach driver's welcome, Non -smoking coach, etc...

- ◇ the coach company agrees to put in place on the exterior of the vehicle the brand mark of the territory « InspireMETZ », and inside the vehicle a signage using the image of the conference or show (poster on the « desk ») : the Conference Bureau will distribute to the coach companies the poster to be printed for each event concerned.
- ◇ the Convention Bureau will set up a free welcome desk to assist the orientation of the conference delegates and in order to indicate where they will be taken care of. This will be for international events of more than 500 participants,
- ◇ the coach company agrees to broadcast inside the vehicle the DVD « Inspire METZ » (DVD provided by the Conference Bureau)
- ◇ the coach company provides Metz city maps supplied by the Convention Bureau.

Reception area around the coaches :

- ◇ parking areas for coaches will be adapted according to the number of delegates who need transportation and specific zones equipped by the local authority, will temporarily facilitate parking at critical places which will need to be identified (railway stations for example),
- ◇ a study carried out jointly with railway stations and airports will create signage space and parking facilities for coaches.

2.3. Methods of payment

The methods of payment are as follows :

The contract is not considered to be concluded until after the payment of a deposit of 50%, 15 days before the beginning of the service, without prejudice to the right of withdrawal in the case of long distance sales. The balance of the transport costs, additional and supplementary services is required upon reception of the bill before the beginning of the service.

Night tariffs will be negotiable and prices adjusted according to the capacity of the coach.

When the transporter agrees to give the client a payment term, the bill must indicate the date at which the bill must be settled. A delay in payment, after formal notice has been given and after which there is no response, will automatically lead to the imposition of late payment penalties, the amount of which will be at least one and a half times the legal rate as it is defined in article L.441-6 of the French Commercial Code without prejudice to compensation under the provisions of French Common Law, or any other damage caused by this delay.

The non payment either total or partial of the bill, will lead, with no formalities, to the acceleration of payment, with the balance and all sums due, including those to come, becoming immediately payable and thus will authorise the transporter to demand a cash payment before carrying out any further operations.

2.4. Conditions for the cancellation of a reservation

In the case where a client cancels a contract, the client must inform the transporter by registered letter with an acknowledgement receipt.

If need be, fixed compensation may be due to the transporter as follows :

- ◇ 30% of the cost of the service if the cancellation intervenes between 30 and 21 days before the departure,
- ◇ 50% of the cost of the service if the cancellation intervenes between 20 and 8 days before the departure,
- ◇ 75% of the cost of the service if the cancellation intervenes 7 to 3 days before the departure,
- ◇ 90% of the cost of the service if the cancellation intervenes between 2 days and the day before the departure,
- ◇ 100% of the cost of the service if the cancellation intervenes on the day of departure.

In the case of a cancellation by the transporter the client will immediately be reimbursed the sums payed.

2.5. Environmental Excellence

The coach company agrees to become a signatory of the Charter drawn up by the French National Federation of Traveller transportation and the ADEME entitled : « Objective CO2 the transporters commitment » (« Objectif CO2, les transporteurs s'engagent »).

In order to sign the Charter and to be part of its commitment, the candidate must meet the following prerequisites :

- ◇ organise a CO2 diagnosis with the intention of making a full inventory of the company's carbon situation, choose the level of commitment and the year of reference,
- ◇ define at least one indicator of environmental performance (g CO2/km and eventually a unit of activity allowing the obtention of the indicator g CO2/voy.km) with an objective of a reduction within 3 years,
- ◇ define a plan of action over a period of three years (with the help of fact sheets). The plan must be organised around four axes based on the commitment (the vehicle, the fuel, the driver, the organisation of traffic flows),
- ◇ choose at least one action per axe, given that for each action chosen there must be a corresponding budgeted objective which is measurable and which must be reached within a determined timeframe in order to be able to evaluate the results obtained.

3. The Federation of Taxis and the TAMM's commitment

RELATIONS WITH THE PARTNERS :

The Federation of taxis agrees to :

- ◇ keep in permanent contact with the Base Radio Taxi with the aim of improving the service and to insure its continuation during the ongoing event,
- ◇ work in harmony with the organisations in charge of tourism : the Tourist Boards of Metz, Moselle and Amnéville and the Metz Conference Bureau, The Regional Tourism Committee,

- ◇ to participate in information meetings, colloquiums and seminars on the subject of tourism,
- ◇ bring into line the service offered by the taxi union and the TAMM (public transport service) with the expected large influx of tourists at the conferences and other events : increased presence at the airport Metz-Nancy-Lorraine as well as at the event venues.

PRICING POLICY :

Taxi drivers are to respect the rules currently in force.

The current fares must be clearly visible.

The meter must be visible at all times.

The cost of the taxi ride is the fare indicated on the meter, to which may be added eventual supplements which should be indicated to the client before the ride begins).

Payment by bank card should be made available where it is possible.

The proper application of the giving of receipts ; receipts must be correctly filled in for all taxi rides for any person who requests one.

Information concerning the price and the approximate time of the ride must also be given at the client's request. There should be no minimum distance.

4. TAMM, TAXI AND COACH COMPANIES' COMMITMENT TO QUALITY

In order to afford the best welcome possible to the conference delegates and event customers, the transporters agree to :

- ◇ display small welcome posters for the event in question, posters provided by the Tourist Board and the Metz Conference Bureau,
- ◇ reply to questions in the most documented and informed manner possible : journey time, weather forecast, different practical addresses, festive and cultural events, historic sites, shopping, knowledge of local history,
- ◇ make an effort to understand people who speak a foreign language,
- ◇ get involved in the search for an unclear destination or for a necessary piece of information,
- ◇ help with the settling in of clients, by opening and closing doors and handling baggage in the boot ; particular attention should be given to elderly people and the handicapped,
- ◇ accept any request for transport, even if it is deemed too short,
- ◇ adopt a polite attitude and be neat and well dressed, without fantasy or excessive negligence.

5. Duration of the Charter

The commitment of the signatory is valid for the duration of the present Charter which will become effective from the date of signature.

Its initial duration will be 36 months, automatically renewable for a period of one year.

6. Withdrawal by one of the parties to the commitments made

At any moment, the signatory may withdraw from the present Charter, by giving one months notice to the Conference Bureau in the form of a withdrawal letter.No motive for withdrawal is necessary.

However, any signatory having notified their intention to withdraw from their commitment must maintain and honour all of the reservations made before the date of the withdrawal notification.

Signed in Metz, Date

In 2 copies

On behalf of the Conference Bureau
The Director

The representatives of the coach companies :

The representative of the taxis :

The representative of the Tamm:

