

2021 PRESS KIT

# METZ EUROMETROPOLE

European ecotourism destination

tourisme-metz.com

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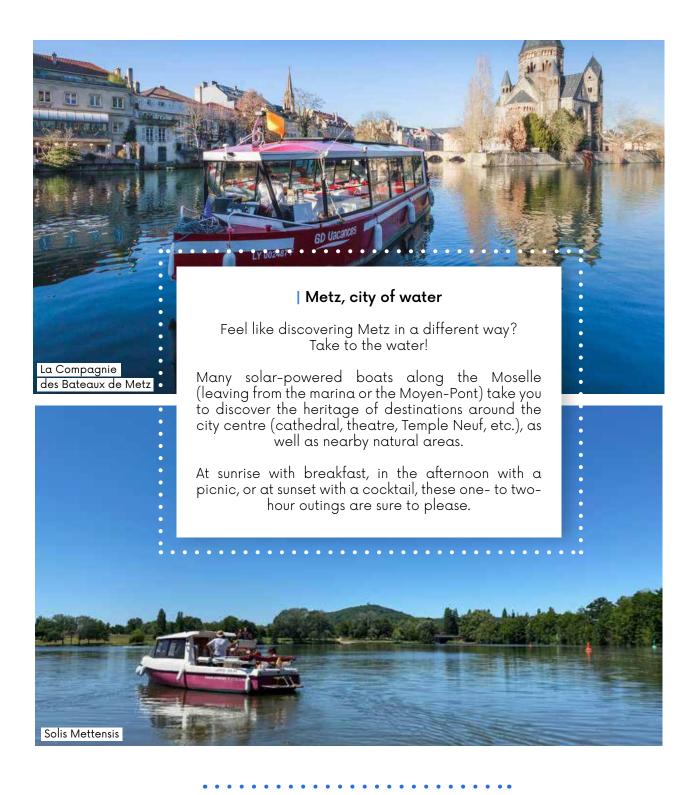
## **Metz Eurometropole**

A European ecotourism destination



Metz, the cradle of urban ecology, boasts a privileged environmental setting with numerous parks and gardens, walkways along the Moselle and Seille rivers, and a lake with marina.

Footpaths and bike trails take you throughout Metz Eurometropole, where you can discover pristine natural sites and picturesque villages.



#### Information & booking :

La Compagnie des Bateaux des Metz Excursions on the water, cocktails, dining cruises www.bateaux-gd-vacances.com

#### Solis Mettensis

Excursions, cocktails www.metz-bateau-solaire.com



45 municipalities

. . . .

221 484 residents

. . . . . .

France's **3rd** greenest city

France's No. 1 walkable city

74 hectares of AOC vineyards

**46km** of Moselle wine routes

20km of nature hikes

**247km** of bike trails, bike lanes, green roads, and multi-use roads





# EUROMETROPOLE Sustainable



#### NATURE AT HEART

Directly accessible from the pedestrian streets of the city centre, the formal French-style gardens of the Esplanade with their many flowerbeds lead to a vista towards the vast landscape of the Moselle slopes and the Mont Saint-Quentin.

Below, the romantic Jardins des Régates and the Lac aux Cygnes with its beautiful dancing fountains are the ideal stage for music and light displays which take place every weekend evening during the summer.

The Botanical Garden, covering 4.4 hectares and landscaped in the "English style", boasts remarkable trees, collection hothouses, a rose garden, and water features. These gardens of fragrances will satisfy the seasoned botanist and the casual visitor in equal measure.

The European Institute of Ecology, founded by Jean-Marie Pelt, at the Recollets cloister in the heart of the historical Saint Croix neighbourhood, is home to medicinal and toxic plant gardens.

Close by, the Jardin des Tanneurs, on the side of a hill, has been planted with a large number of Mediterranean tree species.

The Jean-Marie Pelt gardens (20ha), located in the new Amphitheatre Quarter are designed to be a space of diversity, with an eco-friendly function of naturally absorbing the floodwater of the river Seille and preserving ecosystems where plants and animals flourish in a natural interstice in the heart of the city. The recent installation of beehives and an insect hotel in the park also demonstrate some of the environmentally-friendly maintenance techniques used in the gardens. The Passerelle de Graoully footbridge provides access to the Queuleu district. Natural science or bird enthusiasts can birdwatch in the Parc du Pas du Loup, a green space which symbolises the pesticide-free approach taken by the city since 2007.



The torii, the Japanese gateway at Metz Plan d'Eau lake



In the picturesque setting of a medieval convent, the Recollets cloister is a true haven of peace within the city. The site, dating from the thirteenth century and remarkable in its elegance and simplicity, is now home to the European Institute of Ecology, a charity founded in 1971 by Jean-Marie Pelt, Doctor of pharmacology and botanist.

Two gardens have been planted in partnership with the Société Française d'Ethnopharmacologie: **the simples garden**, a garden of nontoxic medicinal plants that monks used to treat disease, and **the garden of toxic plants**, planted with dangerous species used as raw materials in the preparation of pharmaceutical drugs.

#### | The ephemeral garden - place de la Comédie

Each year, the Parks, Gardens and Natural Spaces service of the city of Metz offer a new display of plants that will flower on place de la Comédi in front of the Opera-Theatre, from late June to mid-October. It is an additional garden produced on one of the paved squares of the city, for the summer only.



#### | Les Jardins Jean-Marie Pelt - Parc de la Seille

An ecological park covering 20 hectares, the gardens of Jardins Jean-Marie Pelt - Parc de la Seille feature a collection of basins and a reed bed to manage the neighbourhood's rainwater. Grapevines, a hops field, and mirabelle plum trees represent local crops. In addition to its role as a place for leisure and walks, the park is equipped for activities of all kinds: playground, ping-pong, football field, basketball court, skating track, bike trail, etc.

Harmony between the area's nature and greenery, the water of its rivers and canals, and the blonde stone that adorns the city of sun and light creates an indescribable charm that delights visitors.

Metz is beautiful, gentle and peaceful, and its urbanism marked with sensitivity and humanity is a universally recognised success. Jean-Marie Pelt

JEAN-MARIE PELT

Parc de la Seille



#### | Mont Saint Quentin

Mont Saint-Quentin, considered to be the Eurometropole's "green lungs", houses rich architecture and landscaping of great ecological value.

The site has been listed since 1994. It's one of the sites where conservation and preservation are valuable due to its rich landscaping and architectural, historical, and ecological heritage.

Any project within or near the site undergoes scrutiny and requires authorisations to ensure the cultural and landscaping heritage is preserved. It's also part of the **Natura 2000** scope for Metz Region's limestone grasslands, remarkable for its fauna and flora, which include orchids and bats.

This is also a living site, home to economic uses such as agriculture and viticulture, as well as outdoor leisure activities.

#### ••••• Focus on...

#### Eco-grazing at Mont Saint Quentin

After trimming the greenery in the towns of Jussy and Rozérieulles, a flock of nearly 400 sheep showed up at the Mont Saint Quentin on 30 August 2021. These animals maintain and preserve the site's lime-soiled lawns and encourage the development of biodiversity.

For more information, visit: www.eurometropolemetz.eu





#### | The botanical garden

The City of Metz purchased this garden in 1866 from the Baroness of L'Espée to convert it into a botanical garden. The garden has something to please every visitor, from the flora of Louisiana, the fragrances of Canada, plants of the tropics, and desert-dwellers.

The park is home to a collection of rare trees, some as old as 150 years: Sophora Japonica, bald cypress, ginkgo biloba, etc.

#### | The Laquenexy Fruit Gardens

Covering nearly 4 hectares, this garden features **18 themed spaces** presenting a natural pathway full of surprises, inviting you to discover, touch, sniff, and see.

Every one of these small gardens tells a story or shares an emotion that takes the visitor into the edible flower garden (pot marigolds, violets, nasturtiums, etc.), the fruit labyrinth, the sensory garden, the forbidden garden, the epicure's kitchen garden, or the book garden. The book garden offers a moment of relaxation and escape, where visitors can pick up a book and recline on a deck chair.

All year round, the Fruit Gardens host **horticultural** and artistic events as well as many activities focused on gardens and gardening. Food lovers can extend their visit with a snack at the garden's tearoom or discover local objects and produce in the shop.

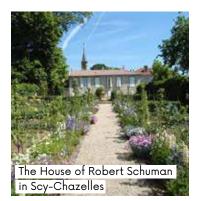
For more information, visit : www. jardinsfruitiersdelaquenexy.com





#### | Merovingian archaeological site at Châtel-Saint-Germain

This Merovingian archaeological site satisfies both history buffs and avid hikers. Thanks to the way the town is laid out and the reach of its boundaries, as well as its forest, it has been possible to create 7 footpaths.



#### | Other gardens to discover

- Jardin des Plantes de Chez Nous at the House of Robert Schuman
  - Garden of the Château de Pange,
    Jouy Canal Promenades,
- the banks of the Moselle and Seille rivers,
  - Château de Courcelles Park
    - Simon Park in Augny, etc.





#### SUSTAINABLE SEALS OF APPROVAL

#### | Territoire vélo



The Territoire Vélo seal of approval is awarded to regions that work towards developing and encouraging cycling.

Territoire Vélo is a seal of approval with two aims: to reward pro-cycling efforts made by a local authority and to support progressive changes to services that encourage cycling.

It's also a commitment to sustainable tourism within the framework of the Qualité Tourisme and Tourisme & Handicap labels.

For more information, visit: www.eurometropolemetz.eu "Living & Getting Around" section

#### Accueil Vélo label



Accueil Vélo is a national label that guarantees that a location is bikefriendly and offers quality services for cyclists along bike itineraries.

For more information, visit: www.francevelotourisme.com

For more information about cyclotourism in Metz Eurometropole: www.tourisme-metz.com "Bike outings" section



#### SHORT TRAILS

### | Shop at Metz Emplettes: the new civic shopping platform

To support merchants and the local economy, Metz Eurometropole and its municipalities launched the **metzemplettes.eu** site last April. It's an e-commerce platform that offers free access for all local artisans, merchants, and farmers working in the area.

For more information, visit: www.metzemplettes.eu



#### | Les Tables de Rabelais



Since 2006, at the Inspire Metz agency - Tourist Office, the "Tables of Rabelais" have been uniting restaurant owners, farmers, and other food professionals who cultivate flavour and care about sharing the generous values of a certain French *art de vivre*.

The "Tables de Rabelais" bring together

a wide range of establishments, from rustic family cooking to gourmet cuisine, taking in bistro or brasserie menus on the way.

The partners of the "Tables de Rabelais" are signatories of a **Quality Charter** by which they undertake to serve products and specialities of a regional tone, with the promotion of local produce and with respect for the consumer.

#### | Products made in Moselle, France, and the Greater Region

The Inspire Metz agency - Tourist Office's shop is committed to offering its visitors **a selection of locally made products**, especially those made in Metz Eurometropole.

Its offerings include pens made of mirabelle plum tree wood, a selection of locally made sweet treats (chocolates, biscuits, marmalades, etc.), recycled products (tote bags and card holders made by a Metz artisan from recycled advertising tarps), and regional food products (mirabelle nectar and brandy<sup>\*</sup>).

The shop's website: www.boutique.tourisme-metz.com

\*Alcohol abuse is dangerous for health. Consume in moderation.

#### | Helloways: making the most of the footpaths in Metz

The Inspire Metz agency - Tourist Office recently catalogued various footpaths on the **helloways.com** platform, a search engine for free hikes and short getaways, accessible to all.

For more information, visit: www.helloways.com







# **Rivers in the**

# EUROMETROPOLE



#### METZ, CITY OF WATER

The old city was built at the confluence of the Seille and the Moselle rivers, at a spot where the Moselle is split into several branches.

Over time, the city spread to the islands formed between the river and the various branches. Several urban development projects connected the neighbourhoods (hence the numerous bridges), provided defence (ramparts, ditches, fortified bridges), ensured access for supplies (canals), and increased quality of life (lake, fountains, water features in the parks).

#### The lake

The lake is like a set of green lungs that dominate the metropolitan area. It has been listed as a nature reserve since 1994 and is a vast area crossed by footpaths that give curious visitors exceptional vistas of Metz Eurometropole and beyond, throughout the entire Moselle valley.



#### The banks of the Moselle and Seille rivers

On foot or by bike, along the water, Metz maintains more than 30 km of trails along the banks of both rivers, the Seille and the Moselle.

Surrounded by the blowing winds and birdsong, visitors will make beautiful discoveries between nature and the city.



#### BLUE FLAG



The Lake and its marina, with European "Blue Flag" accreditation since 2007, offer a space for relaxation and sport with the Moselle and the cathedral as their backdrop. The outing can be extended to the Ile du Saulcy

#### and the towpaths of the Jouy Canal close by.

Blue Flag accreditation recognises beaches and marinas that operate under a permanent policy of sustainable tourism development. Symbolising an exemplary environmental quality, the Metz marina has been awarded the "Blue Flag" for the 15th year in a row.

#### **RIVER TOURISM**

Discover Metz, its environment, and its history through a ride on a solar-powered boat: the Solis (seats 11 passengers), the Bandiera (prestige boat), or the electro-solar GD Vacances (covered boat, seats 28 people). Departures on the lake or in the city centre. From 2021, a new electro-solar boat that seats 75 and can be hired for dining cruises. More information: Compagnie des Bateaux de Metz.

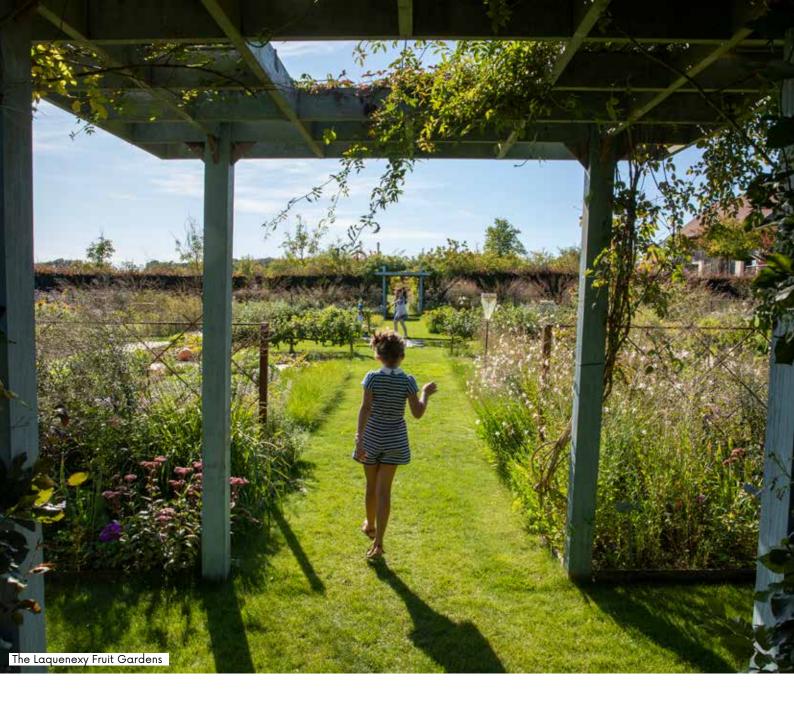
- La Compagnie des Bateaux de Metz Excursions on the water, cocktails, dining cruises www.bateaux-gd-vacances.com
- Solis Mettensis Excursions, cocktails www.metz-bateau-solaire.com

La Flottille more can be hired at La Flottille.











# EUROMETROPOLE



#### NATURE EXPERIENCES

#### | Sylvotherapy

Follow along on a forest journey to meet the trees and enjoy their extraordinary powers.

On the agenda: benefits of sylvotherapy, traditional properties and uses, myths and legends, symbolism, sensory and energy invitations to discover the trees in our cities in a new way and experience wellness and connection with nature.

#### | New trails with guided access to nature

Whether it's the nature ramparts, the Mont Saint Quentin, or a waterside outing, the Inspire Metz agency - Tourist Office offers a selection of themed tours to access nature on foot, boat, or bike. Themed tour calendar at : www.tourisme-metz.com

#### TOURISM DISCOVERIES

#### | The P'tit train électrique by Schidler

Metz's P'tit train will take you through the city and its 3000 years of history. You'll discover the modern city, the Gallo-Roman and medieval city, and the famous monuments of Metz: cathedral, Place d'Armes J.F Blondel, Place de la Comédie, around the train staion, Place Saint-Louis, and so on.

For more information, visit www.lepetittraindemetz.com

#### | CITY PASS

The City Pass provides access to great, **affordable deals in the Eurometropole and surrounding areas.** Its advantages include: 1 day of unlimited public transportation thanks to the Visi Pass' on the LE MET' network.

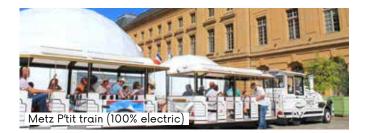


Bike paths in the Parc de la Seille

Moselle Hiking Festival	• • • • • •
Every year, the festival organises <b>100 fun, guided hikes throughout</b> For the occasion, the Inspire Metz - Tourist Office offers a selection of themed tours.	agency •
• For more information, visit : www.randomoselle.com	• • •

#### | Guided bike tours with LE MET'

To give visitors access to bike tours, the Inspire Metz agency - Tourist Office has partnered with Metz Eurometropole's LE MET' public transportation system.



#### SUSTAINABLE LODGING

Treehouses and unique places to stay are included in a selection of eco-friendly lodging arrangements in keeping with a sustainable development policy in the Metz Eurometropole and surrounding area.

- Les EcoLoges Rue Poncelet www.ecologes.com
- Domaine de la Résidence www.domaineresidence.com
- Domaine des Béliers www.facebook.com/cabanes57

#### ON YOUR BIKE!

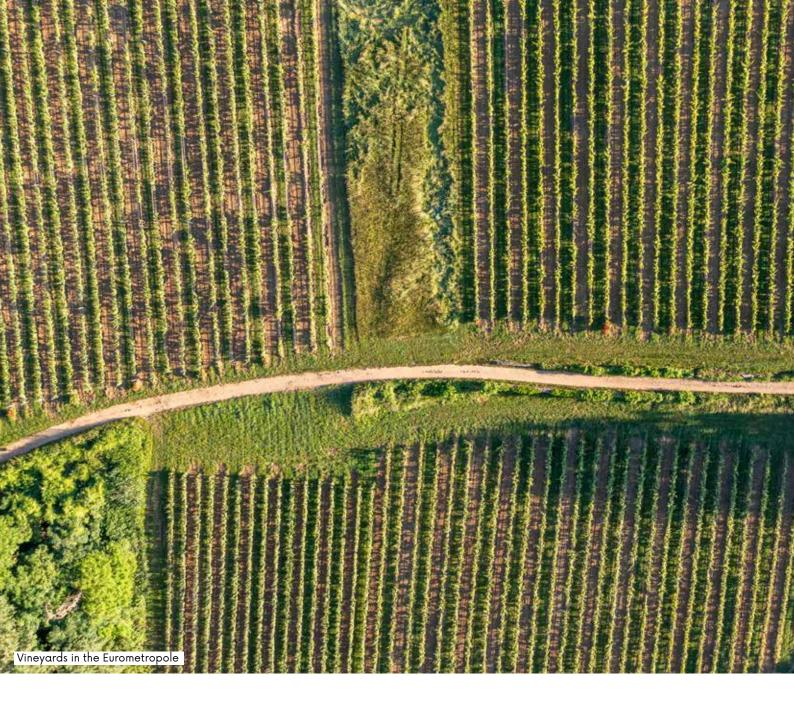
**J V50 - The Blue Way - Moselle-Saône by bike** The V50 bike trail - The Blue Way - Moselle-Saône by bike links the Luxembourg border with Lyon along a 700-kilometre trail along the Moselle, the Canal des Vosges, and the Saône river.

For more information, visit : lavoiebleue.com

| Biking in Metz : www.metz.fr

| Bicycle hire : www.lemet.fr

**| Good to know** : the Inspire Metz agency - Tourist Office gives bike visits from April to October "On your bike". Calendar on : tourisme-metz.com



# EUROMETROPOLE wine tourism



#### MOSELLE AOC WINES

The vineyards have made a remarkable recovery. In 1878 they covered 6,256 hectares, but by 1984 only 5 hectares remained. Today, **74 hectares of vineyards** with AOC status are being cultivated. AOC is a prestigious appellation obtained in November 2011.

Did you know? Today, more than half of the vineyards in Moselle are grown organically

15 winegrowers are members of the Moselle Winegrowers Association, all co-actors of one of the AOC labels, today engaged in a process of promotion of their production and the terroir.

They happily receive visitors and wine-lovers on their estates for wine tastings.

The grape varieties : A rich and varied range of wines has followed on from the fine light wines from the Pinot and Auxerrois grapes: Pinot Noir, Pinot Gris, Auxerrois, Müller-Thurgau, Pinot Blanc, Riesling, Gewurztraminer, and Gamay. These wines are an ideal pairing for quiche, savoury pies, and hotpots.

#### Metz Country wine route :

The 46-kilometre Moselle regional wine route meanders through the vineyards at the edge of Metz.



Far from limiting itself to the areas around the estates, it links 20 villages to each other and provides a way to discover local heritage, travel amidst orchards and vineyards, and enjoy views of the banks of the Lorraine plateau and Moselle valley from on high.



#### Focus on...

# DE NETROPO

#### Saint-Vincent's Day

To celebrate their traditional patron saint, the Moselle AOC winegrowers hold tasting sessions for their white, rosé, and red wines<sup>\*</sup>. The wines are paired with small treats made by Tables de Rabelais chefs. **Objectives** : to showcase the region's dimension as a wine tourism destination, strengthen partnerships with farmers, winegrowers, and chefs, and demonstrate the value of local talents and the wealth of resources in the Metz area.



#### METZ, FRANCE'S 3<sup>RD</sup> GREENEST CITY

The city of Metz took **third place in the 2020 ranking of France's most heavily planted cities**, published by the Green City Observatory.

More than 25 indicators are considered in the ranking. Metz finishes first in various categories, including the elimination of phyto-sanitary products and the development of many "ecocitizen" initiatives.

Since a convention with the Agence de l'Eau Rhin-Meuse was signed in 2008, the city of Metz has committed to a "zero pesticides" policy. The use of pesticides has dropped by more than 98%.

#### METZ LEADS THE RANKING OF CITIES WHERE IT'S THE MOST PLEASANT TO WALK

The Fédération Française de Randonnée recently published the first barometer of France's most "walkable" cities.

Listing 200 cities and towns, this ranking was made in partnership with two associations of walkers and the Ministry of Sport.

**Metz came in first in its category** (cities between 100,000 and 199,999 inhabitants), followed by Annecy and Dijon.





#### THE JARDINS JEAN-MARIE PELT OBTAIN THE ECOJARDIN SEAL OF APPROVAL IN METZ

The Jardins Jean-Marie Pelt earned the EcoJardin seal of approval, which recognises environmentally friendly management and is valid for 3 years. It approves the environmental policy of the city of Metz and its network of parks, gardens, and natural areas.

Covering 20 hectares, Metz's urban Park de la Seille has been named "Jardins Jean-Marie Pelt" in honour of the botanist, ecologist, and founder of the European ecology institute. This vast garden is one of the first creations in the amphitheatre district. Linking the city's southern neighbourhoods with the historic centre, it is laid out around the Seille to give Metz inhabitants a harmonious space where it's easy to relax and enjoy cultural and sporting leisure activities.

The seal of approval recognises **proper environmental management of green spaces** for both the public and for professionals. Approved sites must be committed to an all-compassing ecological management policy. Audits based on a list of common assessment criteria are conducted by qualified, independent external bodies. site labellisé Constant EcoJardin La référence de gestion écologique

#### A NEW LABEL RESPONSIBLE DESTINATION

Metz Eurometropole has taken the necessary measures since June 2019 with 8 other pilot destinations\* to obtain a **Responsible Destination** label. The Inspire Metz agency has been appointed as **the project pilot** in partnership with the Eurometropole's services and all the relevant local stakeholders.

This new accreditation was launched by the Secretariat of the G7 following both G7 meetings hosted by France in 2019. It involves receiving the public in temporary spaces for the leisure and business tourism sectors. The presence of labels / seals of approval will increase **the Eurometropole's attractiveness** with it being recognised as a destination committed to sustainable development and tourism, in a logical continuity of what has been achieved since the foundation of **urban ecology**. This approach is also part of the UN's 17 Sustainable Development Goals.

The Inspire Metz agency is therefore preparing **ISO 20121 certification**, which links events to sustainable development, for its Congress Bureau and Tourist Office centres.

(\*) Biarritz, Bordeaux, Cannes, Deauville, Nancy, Marseille, Nantes et Rennes.







#### THE MIRABELLE FESTIVAL

In 2021, the Mirabelle Festival took a more eco-responsible turn towards a sustainability policy.

#### A locavore village for food-lovers

In informal open-air set-ups, local restaurant owners and brewers offer up a generous selection of mirabelle plum-themed food and drink.

#### The flavours and arts market

Festivities with a taste for excellence, quality, and tradition.

For 4 days, more than 50 exhibitors displayed their products and know-how. Farmers and artisans proudly represented the Lorraine growing region and arts-and-crafts scene in a tribute to the golden fruit, the Mirabelle plum.

#### WATER FESTIVAL

The Water Festival celebrated **160 years of regattas in Metz !** Various events took place on the weekend of 4 to 5 September 2021.

On the agenda: a grand parade on the water with a series of boats and musicians, initiations and demonstrations of water sports, boat rides, and hired paddleboards, kayaks, pedal boats, and recreational electric boats.

For more information, visit : www.metz.fr

#### WINE FESTIVAL

On 5 September 2021, the event for fans of Moselle AOC wines and local products was held in the town of Marieulles-Vezon: **the seventh Moselle Wine Festival**. It was an anniversary edition for the winegrowers, who celebrated 10 years of AOC status for Moselle.

From the Pays des Trois Frontières to the Saulnois and Metz area, 14 winegrowers from every corner of the Moselle AOC region were present to show off the wines produced on their estates. It was an opportunity to explore the diversity and wealth of Moselle wines.

For more information, visit: www.blog.mosl.fr, "Consommer MOSL" section.

#### STRAWBERRY FESTIVAL

In 2021, the traditional Strawberry Festival celebrated its **91st year !** 

The association fair took place on Saturday 3 July at Woippy Beach.

The day of Sunday 4 July was set to the pace of various events : performances, magic, plays, fanfare, and more.

For more information, visit : www.ville-woippy.fr

#### APPLE FESTIVAL

To celebrate apples in every shape and form, the Ban-Saint-Martin municipality celebrated its Apple Festival for **the seventh year** last 26 September!

There were events for children, an antiques sale, street performances, and more.

For more information, visit : www.ban-saint-martin.fr

#### Non-exhaustive list : complete agenda of traditional festivals on tourisme-metz.com

#### THE TRAME VERTE ET BLEUE

The Trame Verte et Bleue helps improve the state of conservation of natural habitats and spaces, as well as the healthy environmental condition of watercourses. Its ambition is to preserve biodiversity in regional land use decisions by contributing to the improvement of living conditions and attracting residents and tourists.

For more information, visit : www.aguram.org, "Environnement & foncier" section

### METZ MÉTROPOLE Jécline en **VERT** BEEU BEEU Henvironnement







#### THE MOST BEAUTIFUL VISTAS FOR A PHOTOGRAPH

#### In Metz

- View of the city near the Japanese torii on the lake.
- From the Esplanade de Metz gardens: sweeping views of Mont Saint Quentin.
- On the Moyen-Pont: view of the lake and the Temple Neuf.
- From the Rue des Murs, above the Jardin des Tanneurs: sweeping view of the Outre-Seille neighbourhood.

#### | In the Eurometropole

- On the Esplanade de Scy-Chazelles, next to the church: view of Metz and the Moselle valley.
- In the heights of Saulny, from the limestone grassland: view of Metz and the Mont Saint Quentin.
- On the road between Rozérieulles and Gravelotte, upon arriving at the plateau. A sweeping view of Metz where the Centre Pompidou-Metz can be clearly seen.

#### TO LISTEN TO BIRDSONG

- The botanical garden: a natural haven.
- The forests of Ars-sur-Moselle and Ancysur-Moselle.
- The Pas du Loup park.

#### FOR A PICNIC

- The botanical garden.
- The Jardin des Tanneurs and its Mediterranean tree species.
- The lake and along the corporations path.

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#### TO FEEL IN HARMONY WITH NATURE

- The Mont Saint Quentin and its various walks (examples : departing from Plappeville, from Scy-Chazelles, or from Lessy pass).
- The vast Peltre wood: walks and mountain bike trails.
- Fort de Queuleu: circuit in the woods.
- Hikes in Gorze, in Ars-sur-Moselle (example: for a hike starting at the Novéant church, follow the GR5 to Moulins-les-Metz).
- Simon Park in Augny.
- The archaeological site of Châtel Saint-Germain.
- The beech of battles, near Gravelotte.





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