

Metz, 6th February 2019

Metz ranked 4th place in the « EUROPEAN BEST DESTINATION 2019 » competition and confirms its position as an emerging European destination

◆ European Best Destination 2019 results: Metz is in the top 5!

At the end of 2018, Metz was selected to compete for the title of “European Best Destination 2019” alongside 19 other excellent destinations. Voting began on 15th January and ended at noon 5th February.

At the end of the 3-week competition, and thanks to a massive local mobilisation, Metz has been elected into the top 5 of the best destinations in Europe, taking its place alongside Budapest, Braga, Monte Isola and Poznan. In total, more than 500 000 votes were registered from 153 countries, with more than 145 000 shares on social media.

Metz obtained 52 569 votes from 138 different countries. Notably, 68% of Metz' votes came from outside France, proof of the growing reputation of our destination.

In 10 years of the competition, Metz is the French destination that has gained the most votes, more than the 2015 winner, Bordeaux.

It is with satisfaction and pride that Metz, an emerging destination, has been able to affirm its place amongst world class tourist destinations like London, Florence, Berlin, Athens etc. On a national level, Metz has been chosen above Paris and Sainte-Maxime, the two other French destinations in the running.

The 15 destinations that have gained the most votes will be promoted to millions of travellers as key destinations to visit in 2019.

They will be showcased on europeanbestdestinations.com, the most visited website dedicated to tourism in Europe with an audience of more than 5.5 million travellers.

The 20 destinations in the competition have already been mentioned in more than 800 international press articles during the last 3 weeks.

In the words of Maximilien Lejeune, CEO European Best Destinations, in a letter addressed to the Mayor of Metz and President of the development agency Inspire Metz: *“it is not by chance that your destination is among the best European Destinations today [the work carried out by] the cultural infrastructures but also the variety of high-quality events and ambitious, innovative projects for Metz and its Métropole.”*

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He continues "from today, the most important media, like Condé Nast, Lonely Planet, Forbes, will relay your classification among the best destinations in Europe. It is a continuation of the logic for Metz to establish itself permanently as one of the unmissable European destinations."

◆ Unprecedented local mobilisation

The Inspire Metz agency would like to thank the City of Metz, Metz Métropole, the Moselle, the Grand Est region and all of the public and private organisations that participated in the mobilisation of voters including (in no specific order):

CCIT 57, CMA 57, France Congrès, AGURAM, Club Metz-Technopôle, SAEM Metz-Technopôles, Fédération des Commerçants, association le triangle Impérial, FC Metz and their mascot, Metz Handball, PSA, Muse, KPMG, Metz Congrès, Miss Média, CHR Metz-Thionville, Université de Lorraine, the grandes écoles like Georgia Tech Lorraine, CentraleSupélec, ICN and l'ENIM, the Centre Pompidou-Metz, the Cité Musicale, Lorraine Tourisme, Les Arènes, Metz Triathlon, QuattroPole, Bliiida, Crédit Agricole Lorraine, Herbeth Immobilier, Habiter Promotion, Club des entreprises Rives de Moselle, Fox Coffee, the blog Adoptemetz.com, Metz By Night ...

It is impossible to cite everyone due to the vast number of local actors who were partners of this campaign.

Thanks also to the local press for their great support and almost daily reporting of the event!

Inspire Metz would also like to thank the Ambassadors of Metz Métropole and MOSL and all of the individuals who have been involved, including expatriated Messins (inhabitants of Metz), who have all worked to achieve a place in the top 5 in the competition, whether it was via their social media or by using the Vote Metz e-mail signature.

Inspire Metz wishes to reiterate its thanks to Philippe Starck for his support at the forefront of the campaign. Philippe Starck lent his face to the campaign, shared information on his social media and called on votes for Metz on Instagram. The famous French designer illustrates perfectly Metz Métropole's Art & Tech position, and his hotel Maison Heler is currently being built in the Amphitheatre quarter.

If the campaign #jevotemetz has contributed to making Metz more visible and reinforcing the appeal of Metz Métropole, it has also allowed the Messins, and all of those who love Metz to show their pride in the city.

◆ Metz Métropole, capital of European and international meetings

Thanks to its classification in the European Best Destination 2019 competition, its hosting of the G7 Environment Ministers' Meeting and a particularly rich cultural programme, notably with Constellations de Metz, the exhibition programme at the Centre Pompidou-Metz, the 30th anniversary of the Arsenal, the Christmas Markets and the 800th anniversary of the Cathedral, Metz is benefitting from an important level of European and international visibility, bringing economic



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advantages to the metropole.

CONTACTS PRESSE

Marina LALLEMENT-WAGNER
Tél. 03 87 16 96 82 ou 06 09 90 51 37
mlallement@inspire-metz.com

Valentine VERNIER
Tél. 03 87 39 01 07 ou 06 32 89 05 95
vvernier@inspire-metz.com