


Toulouse 



TOULOUSE BUSINESS DESTINATION

PRESS
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Toulouse  Meetings



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TOULOUSE TEAM

TOULOUSE MÉTROPOLE ATTRACTIVNESS AGENCY

Toulouse Team brings together the organisations responsible for promoting the visibility and economic development of the Toulouse metropolitan area.

Created in 2016 at the initiative of Toulouse Métropole and the City of Toulouse, the agency brings together several entities, including **Toulouse Team Tourist Office** (leisure tourism), **Toulouse Team Meetings** (business tourism), **Toulouse Team Invest** (economic development) and **Toulouse Team Filming** (film production support).

Working closely with the Toulouse Chamber of Commerce and Industry, Toulouse Team aims to strengthen the city's reputation on both a national and international scale, while supporting local initiatives and fostering job creation.

The agency also oversees territorial marketing activities, maintains close relationships with key economic sectors and manages the Ambassadors Club.

Thanks to this integrated structure, Toulouse continues to position itself as a dynamic and attractive metropolis, ready to welcome visitors, investors and professionals from around the world.

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 **Toulouse Team Meetings**

www.meetings-toulouse.fr/en



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TOULOUSE, BUSINESS DESTINATION

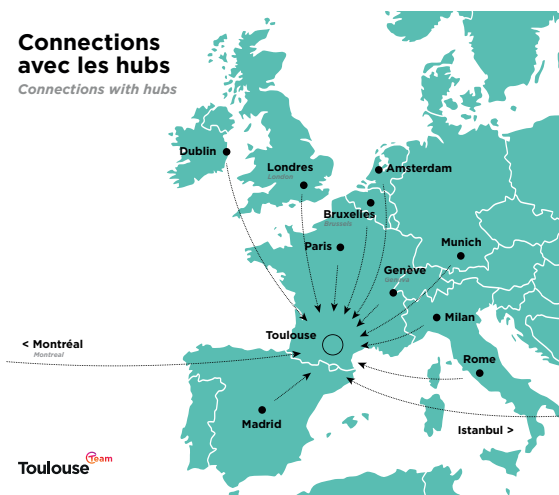
EXPERIENCING STRONG DEMOGRAPHIC AND ECONOMIC GROWTH — AND ON TRACK TO BECOME FRANCE'S 3RD LARGEST CITY — TOULOUSE COMBINES PERFORMANCE, QUALITY OF LIFE, CULTURAL VIBRANCY AND AN URBAN ENVIRONMENT CONDUCTIVE TO BUSINESS EXCHANGES AND COLLABORATIONS. A RARE BALANCE, AT THE HEART OF SOUTH-WEST FRANCE, THAT CONTRIBUTES TO ITS INFLUENCE AND STRENGTHENS ITS POSITION AS A BENCHMARK DESTINATION IN THE MICE MARKET.

In Toulouse, event planning benefits from a strong economic ecosystem powered by leading industries recognised across Europe: **aerospace, space, digital, artificial intelligence, life sciences**. These major sectors, whose influence extends far beyond the territory, shape the identity of the metropolis and directly feed the content of congresses, seminars and professional meetings hosted each year.

Here, everything is designed to facilitate the participant experience. In a single day, a delegate can attend a conference led by an expert from the local ecosystem, experience top-tier venue and enjoy time in the historic city centre or along the Garonne river. This immediate proximity between centres of expertise, congress venues, accommodation, cultural and leisure amenities creates a smooth, coherent experience that is highly appreciated by both organizers and participants.

Easy to access, equipped with modern infrastructure and supported by a dedicated convention bureau, Toulouse offers companies, agencies and associations an environment where content, logistics and lifestyle come together seamlessly.

A winning combination that confirms its status as a major destination for professional events, whether corporate meetings or large international congresses.



TOULOUSE IN FIGURES

KEY FACTS TO UNDERSTAND THE DESTINATION



TOULOUSE, A CAPITAL CITY

4th largest metropolitan area
1,3 million inhabitants in the urban area, 3rd largest city in France by 2026

2 000 years of history

3 UNESCO sites

Destination pour tous Gold Level of France's 'Destination for All' label



TOULOUSE, AN ACCESSIBLE CITY

14,5 million passengers at Toulouse-Matabiau train station in 2025 and future high-speed line Bordeaux-Toulouse by 2030

7,6 million passengers at Toulouse-Blagnac airport in 2025, 60% international flights and more than 80 air connections in 2026.

TOULOUSE, A BUSINESS DESTINATION

3rd French destination and **TOP 50 in Europe** (ICCA 2025 ranking for international congresses)

13 010 hotel rooms and residences 1 to 5 stars

More than **5 million** overnight stays in 2025



TOULOUSE, KNOWLEDGE CAPITAL



117 000 students (10% of whom are international)

20 000 researchers
Leading innovation clusters: Aerospace Valley, Cancer Bio Santé, Digital Place, Robotics & Drones...

EUROPEAN CAPITAL of aerospace (Airbus headquarters and 81,000 jobs in aerospace and space sectors)

ONCOPOLE European centre for cancer research, treatment and innovation with 163 R&D centres, 200 start-ups and 15 accelerators.

TOULOUSE, A VIBRANT CAPITAL

More than **1 000** restaurants



More than **100** sports and cultural events per year

UNESCO City of Music since 2023

2 000 hours of sunshine per year

TOULOUSE, A GREEN CITY

173 parks and gardens

600 km of cycling infrastructure across the metropolitan area



TOULOUSE AT THE TOP OF RANKINGS



#1 most attractive large metropolitan area in France (Arthur Loyd Barometer 2025)

#1 urban destination to visit (Lonely Planet "Best in Travel" 2025)

#1 best student city (L'Étudiant 2025)

*Source : Toulouse Team - Etudes & développement 2025



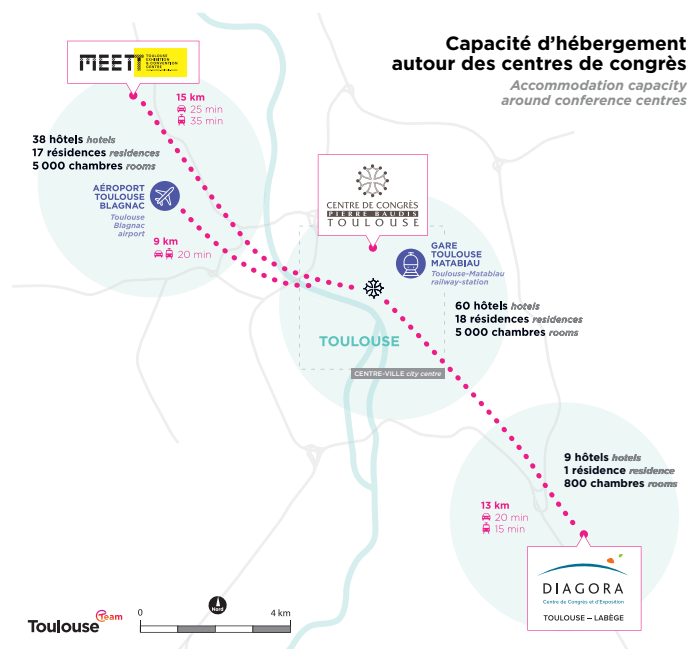
Accessibility and transport

Tisséo, the public transport network of Toulouse Métropole, has announced the commissioning of Line C, the city's third metro line, by the end of 2028. This 27-kilometre line, comprising 21 stations, is designed to support the territory's green transition objectives while connecting three major economic hubs:

- the aerospace cluster in the north-west of the metropolitan area
- the Matabiau station district, ahead of the arrival of the future high-speed rail line (LGV)
- the south-east of the metropolitan area

By 2028, the combination of Line C and the Airport Line will make it possible to reach Toulouse-Blagnac Airport from the city centre (Matabiau station) in just 22 minutes.

Conference centres



MEETT Convention and exhibition center near the airport

- Capacity: up to 10,000 participants
- Plenary: 3,400 participants
- Convention centre: 15,000 m²
- Outdoor exhibition space: 25,000 m²
- 7 modular halls: 40,000 m²
- Operated by GL Events Venue
- ISO 20121 certified



Pierre Baudis Convention Center, in the heart of the city

- 1,200 participants in plenary session
- 500-seat auditorium
- 6,000 m² total space
- 17 meeting rooms
- Operated by Toulouse Congrès
- ISO 20121 certified



DIAGORA, directly connected to Matabiau station via the future metro Line C

- 500-seat auditorium
- 2,200 m² exhibition hall
- 20 meeting rooms
- Operated by SICOVAL

To note

Since 2022, Toulouse Team has been managing the Business Tourism Barometer, a strategic monitoring tool designed to analyze the territory's professional event activity.

Based on the regular collection of anonymized and confidential data, it enables precise tracking of market trends and the performance of the business events sector within the destination.

Built with more than 60 participating establishments (representing 62% of the actors surveyed), the barometer relies on a robust and representative panel, including: accommodation providers with meeting facilities, reception venues and congress centres.

This ensures a reliable and operational reading of the market. 2025 results confirm strong momentum: 8,576 events recorded growth at constant scope (5,800 vs 5,300 in 2024), shift toward higher value formats, +20% events lasting two days or more, +41% medium-capacity events



LEADING SECTORS SUPPORTING MAJOR PROFESSIONAL EVENTS

TOULOUSE HAS ESTABLISHED ITSELF OVER TIME AS A TERRITORY OF EXCELLENCE, SUPPORTED BY A LEADING SCIENTIFIC AND ACADEMIC COMMUNITY, STRONG, STRUCTURED INDUSTRIAL SECTORS AND ONE OF THE MOST DYNAMIC INNOVATION ECOSYSTEMS IN EUROPE

To support economic diversification and accelerate the emergence of future sectors, the metropolitan area has implemented an ambitious strategy based on “campuses” – true hubs of excellence dedicated to its strategic sectors:

- **aerospace and on-board systems**
- **innovative and low-carbon mobility**
- **digital innovation, artificial intelligence and cybersecurity**
- **health of the future**
- **food and sustainable nutrition**

Designed as powerful collaboration drivers, these campuses bring together companies, laboratories and academic institutions around shared objectives: fostering innovative projects, supporting ecological transition, strengthening international visibility. They form the foundation of a metropolis resolutely focused on the future.

In line with this economic strategy, Toulouse Team – the attractiveness agency of Toulouse Métropole – fully leverages these assets. Through Toulouse Team Meetings, the Convention Bureau of the destination, the agency relies on these key industries to attract and support high-level events, particularly scientific congresses that find in Toulouse a natural and legitimate anchoring.

Few French metropolitan areas combine such a high level of readily available expertise. The presence of industrial leaders, research centres and a dense academic community directly enriches congress content, strengthens the credibility of themes addressed and ensures high-level dialogue between speakers.

An additional decisive advantage: everything is within reach - Congress infrastructures, accommodation, reception venues and networking spaces are located just minutes from one another. This urban configuration simplifies mobility, enhances fluidity, strengthens participant engagement and provides immediate access to the historic centre and the Garonne riverbanks.

By aligning scientific expertise, industrial ecosystems, MICE infrastructure and vibrant way of life, Toulouse offers a perfectly coherent environment for event organizers. A combination that positions the city as a destination of excellence for corporate MICE events and a large association congresses.

www.meetings-toulouse.fr/en/explorer/

Upcoming events in 2026

- 1st International Biotherapy Days (January)
- 38th Congress of Cooperative Societies – SCOP (March)
- Francophone Virology Days (April)
- World Conference on Transport Research – WCTR (July)
- European Workshop on Structural Health Monitoring (July)
- Europe-Korea Conference (July)
- Urban Sketchers Symposium (July)
- European Nitrogen Fixation Conference (August 2027)
- ENOTHE Annual Meeting (October)
- National Lawyers Convention (October)

Focus “Come as a pro, come back as a friend”

Since 2024, Toulouse Team Meetings has been encouraging delegates to return as leisure visitors to rediscover the cultural, heritage and gastronomic richness of the “Pink City” through the program named **Come as a pro, come back as a friend**.

Launched in September 2024 during the European Association for International Education (EAIE) congress, the program is aimed at all participants attending national and international events held in Toulouse. It is based on a range of exclusive advantages designed to encourage a second stay in the destination:

- A 72-hour digital tourism pass for two people (discounts or free access to around 30 activities and museums)
- 25% discount on weekend hotel stays in partner hotels of the Toulouse Metropolitan Hotel Club
- Complimentary experiences such as an aperitif in iconic restaurants, gourmet break at Galeries Lafayette rooftop and a personal shopper service.

This initiative goes beyond simply enhancing the congress experience. It is part of a broader strategy to promote the destination by transforming business visitors into leisure tourists. By capitalising on each professional event, Toulouse extends its influence and strengthens its tourism appeal. For event organisers, integrating “Come as a pro, come back as a friend” represents a real differentiating asset. It allows a congress to become more than a one-off event, turning it into the first step of a wider exploration of the territory. It is a unique way to leverage the presence of delegates by offering them the opportunity to return and fully experience the Toulouse lifestyle.

www.meetings-toulouse.fr/en/organise/come-as-a-pro-come-back-as-a-friend/

To note

Awarded at the Heavent Awards 2026 in Cannes, the Toulouse Space Festival, organised by Toulouse Events (GL events Group), illustrates Toulouse’s ability to create events that are directly aligned with its excellence sectors. Held at the MEETT – Toulouse Exhibition, Convention and Congress Centre, in the heart of Europe’s aerospace capital, the event brought together in 2025 a total of 12,500 visitors, 90 exhibitors and more than 80 conferences, with the participation of major players such as Airbus Defence and Space, the French Space Agency (CNES), Thales Alenia Space and the European Space Agency (ESA). This distinction recognises an event model that plays a strategic role in strengthening the destination’s attractiveness.





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TOULOUSE, A UNIQUE ECOSYSTEM TO RETHINK THE MICE EXPERIENCE

In Toulouse, event content is not imposed on the destination, but grounded in its local ecosystem.. Topics related to mobility, engineering, artificial intelligence, climate or health find here a credible ecosystem, immediately understandable for participants. Presentations are rooted in recognised local expertise, drawn from active industrial and scientific sectors, rather than relying on disconnected or imported narratives.

Another key differentiating factor lies in the very configuration of the city. Toulouse operates at the scale of the event. **The proximity between congress venues, meeting spaces, hotels and lively districts reduces travel times**, encourages spontaneous interactions and enhances the overall efficiency of formats, thereby significantly improving the participant experience.

The destination also enables the design of forward-looking programmes without unnecessary complexity.

Artificial intelligence, health, biotechnology, space and environmental transitions are all key sectors, supported by ecosystems capable of providing relevant content, speakers and working sessions, whether for corporate events or major international congresses.

Finally, Toulouse offers informal networking environments, a strong and distinctive gastronomy, as well as easily accessible natural spaces, all of which reinforce participant engagement. Even “green” formats remain in close proximity to the urban core, allowing organisers to combine operational efficiency with quality of experience.

www.meetings-toulouse.fr/en/imagine/

DISTINCTIVE EXPERIENCES IN TOULOUSE

Beyond its unique ecosystem, Toulouse offers a wide range of venues and activities designed to leave a lasting impression on business travellers. Gastronomy, sport, heritage, relaxation... From the mechanical creatures of La Halle de La Machine to the refectory of the Couvent des Jacobins, and through the characteristic brick interiors found across the region, here are a few ideas for stepping off the beaten path:



Cité de l'espace

As a flagship site in Europe's aerospace capital, provides an inspiring setting for professional events. With more than ten spaces available for private hire, accommodating from 15 to 650 participants, and surrounded by real spacecraft and immersive exhibitions, it offers an ideal environment for seminars, conventions and exceptional evening events.

www.meetings-toulouse.fr/en/cite-de-lespace



Musée aeroscopia

Located opposite Airbus facilities, and in immediate proximity to both the airport and the MEETT, aeroscopia Museum retraces the history of aviation through an exceptional collection of aircraft, including two Concorde — one of which is listed as a historic monument — as well as an A380 and a Caravelle. The venue offers modular spaces, a 120-seat auditorium and several areas available for private events within the collections themselves.

www.meetings-toulouse.fr/en/aeroscopia/



Stade Toulousain

At the Stade Toulousain, one of the most successful rugby clubs in France and Europe, event spaces are available within a venue steeped in sporting history. It provides a unique setting for corporate events with a strong identity.

www.meetings-toulouse.fr/en/stade-toulousain-les-espaces-ernest-wallon



Les Halles de la Cartoucherie

Located in the heart of Toulouse's first eco-district, Les Halles de la Cartoucherie offer 13,500 square metres of modular spaces within a rehabilitated industrial site. This hybrid venue, combining culture, sport, dining, coworking and live performances, can host up to 1,500 participants and stands out as a key location for creative, inclusive and sustainable events.

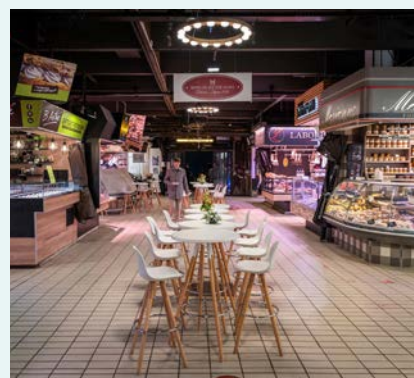
<https://www.meetings-toulouse.fr/en/les-halles-de-la-cartoucherie>



Le Musée du Capitole

Situated on the first floor of the City Hall, the Capitole reception rooms provide a prestigious setting for events with a strong symbolic dimension. Spaces such as the Salle des Illustres can host up to 500 guests for evening receptions.

www.meetings-toulouse.fr/en/musee-du-capitole



Marché Victor Hugo

The Victor Hugo Market, a true institution since 1896, brings together the very best of Toulouse gastronomy. Its spaces can be privatised to host large-scale events, offering an authentic immersion into local life and its convivial art of living.

www.meetings-toulouse.fr/en/marche-victor-hugo/



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SUSTAINABILITY & LEGACY

TOULOUSE MÉTROPOLE ADOPTS A SUSTAINABLE ATTRACTIVENESS STRATEGY

Toulouse is establishing itself as a fast-growing territory, regularly recognised for its dynamism. Ranked as the 3rd city in France for hosting congresses (ICCA 2025), named the most attractive major metropolitan area in France (Arthur Loyd Barometer 2023, 2024 and 2025), and selected as the number one city to visit worldwide by Lonely Planet in 2025, the destination is building on this momentum by placing sustainability at the very core of its attractiveness strategy.

With the Sustainable Attractiveness Master Plan (SDAD) for 2026–2030, led by Toulouse Team, the metropolitan area is equipping itself with a structured framework designed to reconcile economic development, ecological transition and quality of life. Developed in close collaboration with metropolitan, city, departmental and regional authorities, as well as the Chamber of Commerce, and co-constructed with local stakeholders, this plan marks a major milestone. Toulouse thus becomes the first French attractiveness agency to formalise a comprehensive strategy fully addressing sustainability challenges.

The SDAD is built around five strategic priorities:

- **Strengthening national and international attractiveness**
- **Supporting tourism activity**
- **Contributing to residents' well-being**
- **Integrating sustainable development principles**
- **Improving organisational performance**

It is complemented by three strategic actions — the creation of a mission-driven company, the implementation of an observatory for sustainable attractiveness, and the introduction of a well-being compass — alongside six major challenges. The plan also introduces the concept of Territorial Corporate Responsibility (RTE), aimed at ensuring a balanced redistribution of economic and social benefits.

A COMMITTED BUSINESS DESTINATION

Through this strategy, Toulouse Team places sustainability at the heart of its actions. As the first attractiveness agency to adopt the status of a mission-driven company, it integrates its CSR commitments across all its activities: promotion, business development, support and hosting. The objective is clear: to encourage low-carbon events, generate local economic benefits and promote accessible and inclusive hospitality. For the business tourism sector, represented by Toulouse Team Meetings, this translates into a strong ambition: to transform each professional event into a positive-impact experience, where innovation, attractiveness and responsibility go hand in hand.

Concrete tools for responsible events

Certified ISO 20121, Toulouse Team provides organisers with a range of tools aligned with international standards, including carbon footprint calculators, CSR checklists, recommendations for sustainable mobility and resource management, as well as a dedicated guide for responsible events. By bringing together venues, service providers, accommodation partners and strategic sectors, the destination creates a coherent ecosystem that facilitates the organisation of congresses and seminars that are exemplary from both environmental and social perspectives. Thanks to this structured approach, Toulouse clearly affirms its ambition: to become a committed and exemplary MICE destination, capable of combining professional efficiency, territorial dynamism and sustainable attractiveness.

www.meetings-toulouse.fr/en/organise/sustainable-event

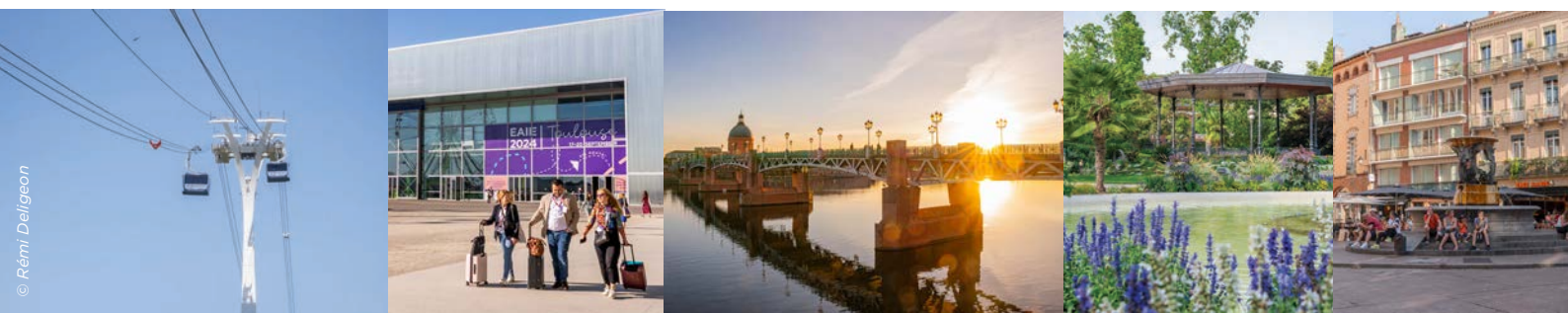
A grounded, measurable and value-creating approach

In Toulouse, event sustainability is based on a pragmatic, methodical and immediately operational approach. Organisers can rely on a network of committed partners, responsible catering solutions, soft mobility options and circular economy practices integrated from the design phase. The objective is to reduce environmental impact while making it easier to implement concrete responsible initiatives. However, sustainability is not limited to impact management alone.

Toulouse Team Meetings supports organisers through a structured and measurable legacy approach, ensuring that each event is firmly anchored within its territory. This is reflected in collaborations with local stakeholders, the mobilisation of research and innovation sectors, the promotion of scientific and industrial projects, and the clear identification of economic, social and academic outcomes.

In Toulouse, sustainability is not a positioning statement but a true operational framework. Each event is designed to minimise its footprint while maximising its positive impact — before, during and after it takes place — in order to leave a lasting, tangible and beneficial legacy within the local ecosystem.

www.meetings-toulouse.fr/en/organise/sustainable-event/impact-and-compensation



VOICES OF THE TERRITORY



Sébastien Pujades • President of the Toulouse Metropolitan Hotel Club
Toulouse Team partner

In your opinion, how does the Hotel Club concretely contribute to strengthening Toulouse's attractiveness for hosting congresses and corporate events?

As Toulouse is fundamentally a business-oriented city, we have strong expertise in this sector. The Hotel Club represents nearly 80% of the city's accommodation capacity, which means more than 8,000 rooms ranging from budget to five-star properties. In addition, the distribution of hotels across three key zones — the historic city centre, the outskirts and the airport zone — gives us great flexibility in terms of accessibility, category and pricing. We are also fortunate to have a very well-maintained and high-quality hotel offer, covering all types of accommodation, coworking spaces and residences.

How do hoteliers collectively work with organisers and Toulouse Team Meetings to ensure a smooth experience for participants?

Most of us have been working together for many years. Beyond the fact that we have strong relationships with Toulouse Team, we share both a passion for customer service and an in-depth knowledge of the market and local infrastructure. This allows us

to save valuable time and to be highly responsive and proactive when handling incoming requests, with a constant focus on delivering the most complete service possible.

What impact do major events have on hotel activity and on the destination's image?

Toulouse knows how to host. I believe we have reached a real level of maturity in this sector. Unlike some other large metropolitan areas, even though we are now the third largest city in France, we have managed to preserve a certain authenticity, rooted in our culture — whether gastronomic, architectural or artistic. Our real strength lies in our ability to combine the rigour of an international congress or convention with a distinctive art of living. The hotel sector naturally reflects this dynamic, even during periods of high demand.

If you had to summarise in one sentence: why is Toulouse a relevant destination for hosting professional events?

Because we have the infrastructure, the facilities, authenticity, and as Lonely Planet said in 2025, it is the "best place to travel".

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Sandra Vernier • CEO, Toulouse Congrès
Toulouse Team partner

How does your venue contribute to positioning Toulouse among leading congress destinations?

Toulouse Congrès operates two event venues located in the heart of the city: the Pierre Baudis Convention Centre and the Espaces Vanel. This central location is a real advantage for organisers and participants, who benefit from immediate access to transport, hotels and urban life. Both venues are ISO 20121 certified and easily accessible by train and metro, making them particularly relevant in the context of responsible event planning.

Beyond infrastructure, the strength of Toulouse Congrès lies in the expertise of its teams, who provide tailored support for each project. This includes advice on venue selection and layout, assistance in event design and access to a wide range of technical and logistical services such as catering, reception, audiovisual production, furniture, simultaneous translation, exhibitions, hybrid formats and scenography.

What technical and logistical features make your venues particularly suitable for hosting large-scale events?

The main strength of our venues lies in their exceptional location in the city centre, which allows participants to easily move between congress venues, accommodation and urban services. The Pierre Baudis Convention Centre offers infrastructure well suited to large-scale events, with a plenary capacity of up to 1,200 participants, a 500-seat auditorium and 17 modular meeting rooms, enabling the simultaneous organisation of conferences, workshops, exhibitions, catering and networking moments.



The Espaces Vanel, located at the top of the Arche Marengo, can host up to 900 participants in plenary sessions. They stand out thanks to their panoramic terrace, offering an outstanding view over the city, which is particularly appreciated for networking and social moments.

What are your ambitions for the coming years in terms of hosting professional events?

Our ambition is to further develop event hosting by leveraging Toulouse's strengths, particularly in the medical, scientific, aerospace and aeronautical sectors. We aim to continue attracting large-scale national and international events while diversifying the formats hosted in our venues.

In one sentence, why is Toulouse a relevant destination?

Toulouse combines accessibility, dynamism and vibrant way of life, offering organisers both efficiency and attractiveness.

LES VOIX DU TERRITOIRE



Olivier Chanelle • CEO of Toulouse Events (GL events Group)
Toulouse Team partner

How does the MEETT contribute to positioning Toulouse among major congress destinations?

The MEETT strengthens Toulouse's position among leading congress destinations by offering a next-generation facility capable of hosting large-scale events,

whether public or professional, at both national and international levels. Its modular design, high-capacity infrastructure and location at the heart of a dynamic economic ecosystem — particularly in aerospace, space, health and digital sectors — make it a major driver of competitiveness for the territory.

As such, the MEETT enables Toulouse to broaden its appeal, meet the expectations of international organisers and support the development of events that highlight the destination's excellence sectors.

What technical and logistical features make the venue particularly suited to hosting large-scale events?

The strength of the MEETT lies in a unique combination of technical and logistical assets. It offers a fully modular exhibition centre covering 40,000 square metres, allowing the design of ambitious scenographic layouts. Its Convention and Congress Centre spans 15,000 square metres and includes a plenary hall with a capacity of up to 3,500 participants, enabling the venue to accommodate events ranging from 100 to 10,000 attendees. The facility is also equipped with multiple meeting rooms and flexible spaces designed to adapt to a wide variety of formats and atmospheres.

Accessibility is another key advantage, thanks to its immediate proximity to Toulouse-Blagnac Airport, as well as strong connections to major road networks and tramway services directly serving the site. The venue has been designed to ensure

optimal logistical efficiency, with dedicated loading areas, smooth circulation flows and technical infrastructures suited to large-scale productions. Finally, the MEETT demonstrates a strong environmental commitment, supported by certifications such as ISO 20121, LEED and HQE, enabling organisers to align their events with CSR objectives.

What are your ambitions for the coming years in terms of hosting professional events?

Toulouse Events aims to strengthen the role of the MEETT as a key platform for major professional gatherings in Europe. This ambition is based on consolidating the hosting of international events within the territory's strategic sectors, particularly aerospace, health, space and advanced industries, while at the same time intensifying collaboration with local stakeholders in order to collectively promote Toulouse's attractiveness and secure major events.

At the same time, the organisation seeks to develop a comprehensive support approach that integrates consulting, event engineering and connections with the best local experts and service providers. The objective is clear: to position the MEETT as a reference venue capable of attracting, retaining and co-developing the major events of tomorrow.

In one sentence, why is Toulouse a relevant destination for hosting professional events?

Because Toulouse combines a high-level economic ecosystem, strong international accessibility, an attractive lifestyle and first-class event infrastructure, offering organisers a destination that is both efficient, innovative and inspiring.

Jean-François Renac • CEO Miharu
Toulouse Team partner

How does the complementarity of your different venues strengthen Toulouse's positioning among major business destinations?

When we developed our multi-site offering, we paid particular attention to ensuring strong complementarity across all venues, as well as a clearly defined positioning for each of them. At the scale of a metropolitan area, this diversity — managed under a single organisation — provides clients with both a guarantee of quality and a wide range of options. This structured approach allows us to respond precisely to different event formats and expectations, while maintaining a consistent level of service.

What technical and logistical strengths enable you to host large-scale events, from international congresses to premium corporate events?

We are primarily positioned on medium-capacity events. As such, we either host smaller-scale international congresses — particularly scientific ones — or operate alongside the destination's larger venues by accommodating complementary or satellite events. Our technical and logistical strengths are embedded in an offering that is certified ISO 20121, reflecting a strong commitment to environmental responsibility and alignment with evolving societal expectations. This positioning enables us to deliver events that are both efficient and

responsible, in line with the growing demand for sustainable event solutions.

What are your ambitions for the coming years in terms of developing Toulouse's event attractiveness?

The future clearly lies in CSR. The certification of event venues and service providers will play a key role in the development of our sector. Miharu's ambition is to continue driving this approach forward and to actively contribute to embedding these principles across the destination.

In one sentence, why is Toulouse today a competitive destination for hosting large-scale professional events?

Because the destination offers high-quality venues, increasingly skilled service providers, a very strong economic dynamic and a highly positive image internationally — all of which make Toulouse a competitive metropolis for hosting major international events.



VOICES OF THE TERRITORY



Emma Bello & Blanca Mateo • Directors Fokalize Communication & Tourism Marketing
Toulouse Team client

When choosing a destination for a corporate event, what criteria are most important, and how did Toulouse stand out?

We were organising a B2B tourism workshop bringing together various Spanish destinations and tourism stakeholders. We chose Toulouse because we were looking for a city close to Spain, well connected by both train and air, and with a dynamic economic environment. Toulouse met all these criteria and offered the right balance between accessibility and attractiveness.

How would you describe the support provided by Toulouse Team Meetings in the success of your event?

Toulouse Team Meetings was a true partner throughout the entire process. They supported us from the early stages of preparation right through to the day of the event. At no point did we feel left on our own. Their support went far beyond simply helping us choose a venue; they also advised us on practical aspects such as public transport, schedules, accommodation options, as well as local habits and expectations. This comprehensive support was key to ensuring the smooth organisation of our event.

Can you share a memorable moment or highlight from your experience in Toulouse?

Our event took place on 18 September 2025, on the same day

as a national strike and demonstration, under the slogan “Let’s block everything.” The previous week, there had already been demonstrations in Toulouse, and our exhibitors — who were coming from different regions of Spain — were concerned after seeing the images broadcast on Spanish television. Some even considered cancelling their participation. We contacted Émilie Randria-Veaute from Toulouse Team Meetings, who reassured us and helped us reorganise the shuttle route and schedule for transporting our exhibitors. As a result, the day went perfectly smoothly, with no disruption or visible impact from the protests.



If you had to summarise in one sentence: why is Toulouse a relevant destination for hosting professional events?

Because it is a beautiful, dynamic, well-connected and genuinely welcoming city.



Philippe Olivier • Professor, Institut Clément Ader (CNRS)
Conference organiser

How does the Toulouse ecosystem represent a strategic advantage for attracting international congresses?

In my field, engineering sciences, Toulouse’s attractiveness is primarily linked to its status as the European capital of aerospace and

space. The city hosts the largest industrial site in France, and scientific and industrial tourism is particularly well developed here. The fact that Toulouse is also the leading national hub for engineering research is a major asset. In addition, both the city and the region are renowned for their gastronomy and heritage, which also contribute to their appeal for international conferences. The efficiency of the public transport network further enhances the overall experience. That said, one remaining challenge is accessibility from major international entry hubs into France, which are mainly located in Paris.

What is the value for a destination of hosting an international congress in your field?

I would highlight two main aspects. From a scientific perspective, it is a unique opportunity to showcase the level of excellence developed in Toulouse to an international audience. However, this requires strong engagement from all research stakeholders involved in the conference topic.

From a territorial perspective, the city and metropolitan area host and cater for participants throughout the event. This gives them the opportunity to discover local gastronomy, heritage and culture. Many attendees who come to Toulouse for a conference

choose to extend their stay in the city or the Occitanie region in order to explore its sites and landscapes.

Some of my international colleagues are already planning to return in summer 2029 to cycle the Pyrenean mountain passes featured in that year’s Tour de France.

What concrete benefits do you observe locally (attractiveness, scientific visibility, etc.)?

The main benefit is scientific. Hosting such events significantly increases the visibility of local research activities and improves awareness of the expertise available in Toulouse. This, in turn, facilitates future collaborations, as it becomes easier to identify relevant partners for international projects, particularly at the European level.

In one sentence, why is Toulouse a relevant destination for hosting professional events?

First and foremost, I would highlight the quality of support provided by the Toulouse Team in organising large-scale international conferences. This is essential. Toulouse also offers two highly efficient congress centres: Pierre Baudis, ideally located in the city centre, and the MEETT, which provides very high technical capacity. The future metro Line C, expected by 2028, will further strengthen connections between these facilities and enhance Toulouse’s attractiveness as an international congress destination.

THREE EVENT FORMATS DESIGNED FOR TOULOUSE

1 Innovation & Impact: when industry and research structure content

In Toulouse, an event dedicated to innovation immediately draws on a fertile environment where industry and research collaborate on a daily basis. The day can begin in a strategic venue such as the MEETT, driven by contributions from the aerospace, space, digital or artificial intelligence sectors — areas of expertise that are tangible and deeply rooted in the territory. In the afternoon, this dynamic can be extended through immersive formats, including targeted site visits, meetings with R&D teams, or interactive sessions within companies or laboratories. The day can conclude with a networking moment in an emblematic venue of the city — whether on a rooftop, a barge, or in a contemporary or heritage setting.

This scenario benefits from complete continuity between reflection, expertise and territory, giving real depth to content while ensuring smooth and well-controlled organisation.



2 Corporate seminar: collective performance and quality of experience

Toulouse naturally lends itself to corporate seminars that seek a balance between performance, cohesion and breathing space. Working sessions take place in event venues or repurposed industrial sites designed to stimulate concentration, creativity and new perspectives. The rest of the programme is built around experiences rooted in the territory, such as local gastronomy enhanced by chefs, activities linked to the natural environment or nearby vineyards, and collaborative formats that encourage informal exchanges and group dynamics. The evening can unfold in a heritage or contemporary venue, or in the heart of the city, reinforcing a sense of unity among participants.

This scenario makes it possible to maintain a high level of professional standards while creating the conditions for genuine and lasting participant engagement.



3 Scientific congress: an event that leaves a legacy

For association and scientific congresses, Toulouse offers an ideal environment for designing ambitious, credible and impactful formats. The first days are structured around plenary sessions, parallel tracks and conferences supported by local excellence sectors such as aerospace, health, space, artificial intelligence and biotechnology. Beyond the academic programme, the destination enables the integration of collaborative sequences, including thematic workshops, meetings with laboratories and participatory formats. A “legacy” dimension can also be structured so that the congress becomes a starting point for new collaborations with local clusters and economic stakeholders.

This scenario illustrates Toulouse's ability to host events that go beyond a one-off gathering to generate lasting scientific, economic and social impact.



TOULOUSE TEAM MEETINGS

THE STRATEGIC PARTNER FOR EVENT ORGANISERS

Toulouse Team Meetings, the Convention Bureau of Toulouse Métropole, is one of the key divisions of the Toulouse Team attractiveness agency. It serves as the main entry point for organisers of congresses, seminars and professional events wishing to leverage the strengths of the destination. **Its mission is to provide tailored, neutral and free support, in order to facilitate the organisation of events across the metropolitan area.**

The team has a thorough understanding of the destination's sectors of excellence, infrastructure, academic networks, as well as institutional and private stakeholders, in addition to the specific characteristics of both the corporate MICE market and association congresses. This transversal expertise makes it possible to connect each project with the right resources, at the right level and with the appropriate degree of support.

In practical terms, Toulouse Team Meetings is involved from the earliest stages of event design. Upstream, the team helps secure bids, develops strong proposals, mobilises ambassadors and identifies relevant expertise to structure event content. During the production phase, it facilitates key connections, streamlines exchanges with the local ecosystem and provides operational tools designed to support organisers and agencies as effectively as possible.

By combining territorial expertise, strategic support and a strong local network, Toulouse Team Meetings helps ensure that each event is a smooth, well-rooted project, fully aligned with the strengths of the metropolitan area.

A network of partners

More than 120 partners work hand in hand with Toulouse Team Meetings, including congress centres and exhibition venues, hotels and residences, reception venues, caterers, agencies (PCO, DMC, incentive and event agencies), as well as technical service providers such as audiovisual specialists, transport companies and host/hostess agencies.



To note

The annual activity report highlights the scope of projects supported by Toulouse Team Meetings and delivered in 2025. A total of 40,757 participants attended events across 120 confirmed projects. These events generated 37.5 million euros in economic impact, compared to 28.9 million euros in 2024. Eight congresses with more than 1,000 participants were hosted in the destination, and a total of 82,848 overnight stays were generated through business tourism activity linked to these projects.

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