



Швейцария.
get natural.



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get natural.

DISCOVER THE WINTER TREASURES OF OUR BOUTIQUE TOWNS

NATASCHA MARTIN, BASEL TOURISM

ESTHER GROB, ZURICH TOURISM

TAMARA TAWIL, GENEVA TOURISM

AGNES PLANCHENAULT, BEAU-RIVAGE GENEVA

#INLOVEWITHSWITZERLAND

Welcome to Basel. The cultural capital of Switzerland.

Basel⁺
Culture Unlimited.



Basel – historical Old Town.



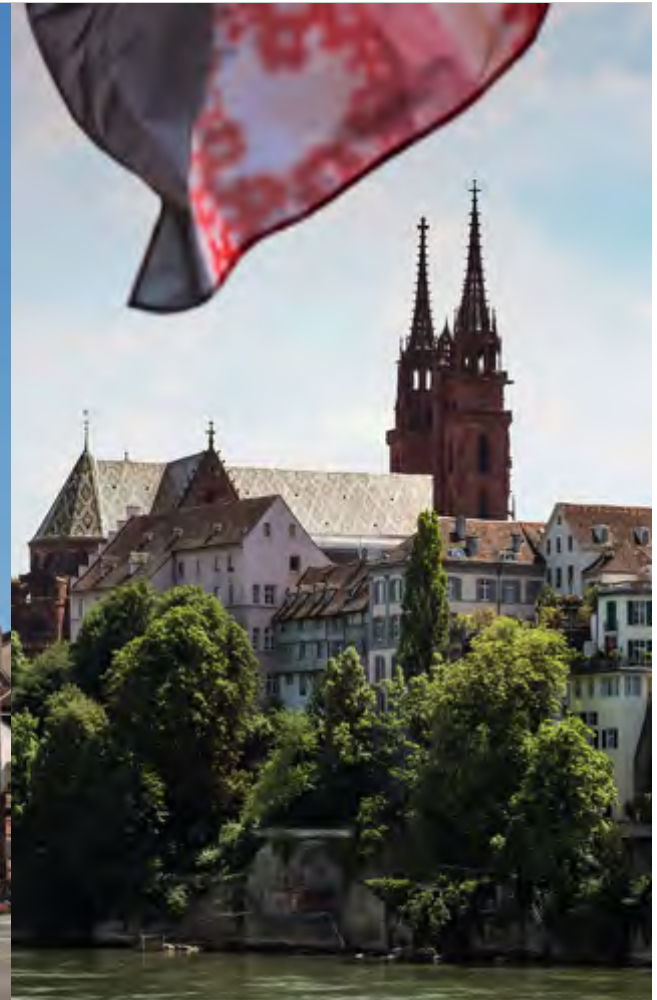
Basel – rich in historical buildings.



Basel⁺

Culture Unlimited.

City Hall – Spalentor – Cathedral.



Basel+

Culture Unlimited.

Basel – architecture & design.



Basel⁺

Culture Unlimited.

Basel – architecture & design.



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Basel – architecture & design.



Basel⁺

Culture Unlimited.

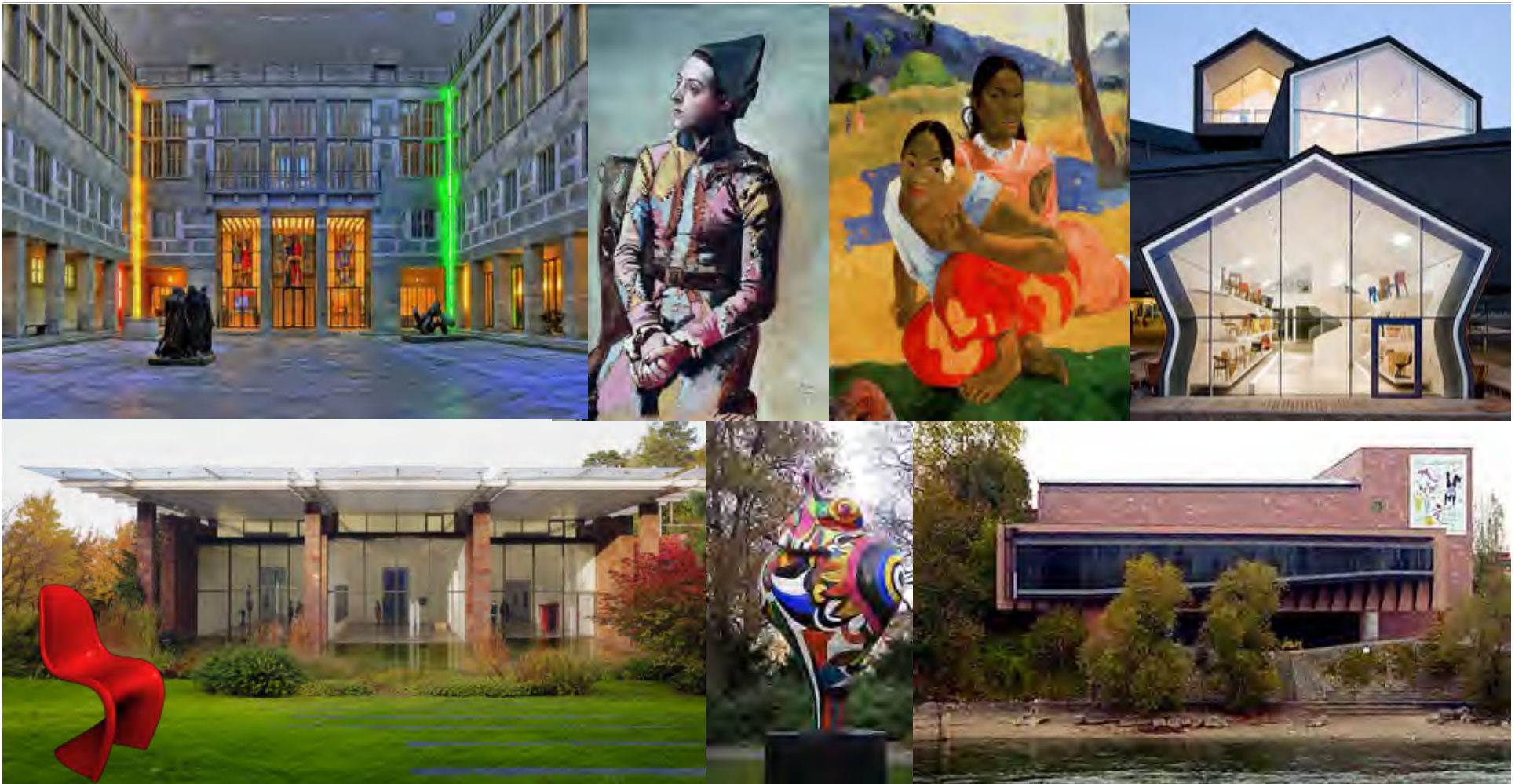
Basel – full of art.



Basel⁺

Culture Unlimited.

Basel – about 40 museums within 37km².



Basel⁺

Culture Unlimited.

Basel – art & boutique hotel Teufelhof ***sup.



Basel⁺

Culture Unlimited.

Basel – art & boutique hotel Krafft ***sup.



**Opening of the Extension Building of the Museum of Fine Arts
TOP 5 of the world's greatest galleries (Times) – April 2016.**

Basel⁺

Culture Unlimited.



The top events of the upcoming season.

- 24.10. – 08.11.2015 – **Basel Autumn Fair**
24.11. – 23.12.2015 – **Basel Christmas Market**
15.02. – 17.02.2016 – **Basel Carnival**
13.03. – 24. 03.2016 – **Baselworld**
- 16.06. – 19.06.2016 – **Art Basel**
Summer 2016 – **Rhine Swimming**



Special Exhibitions 2015/2016.

26.09.2015 – 28.02.2016, Bauhaus

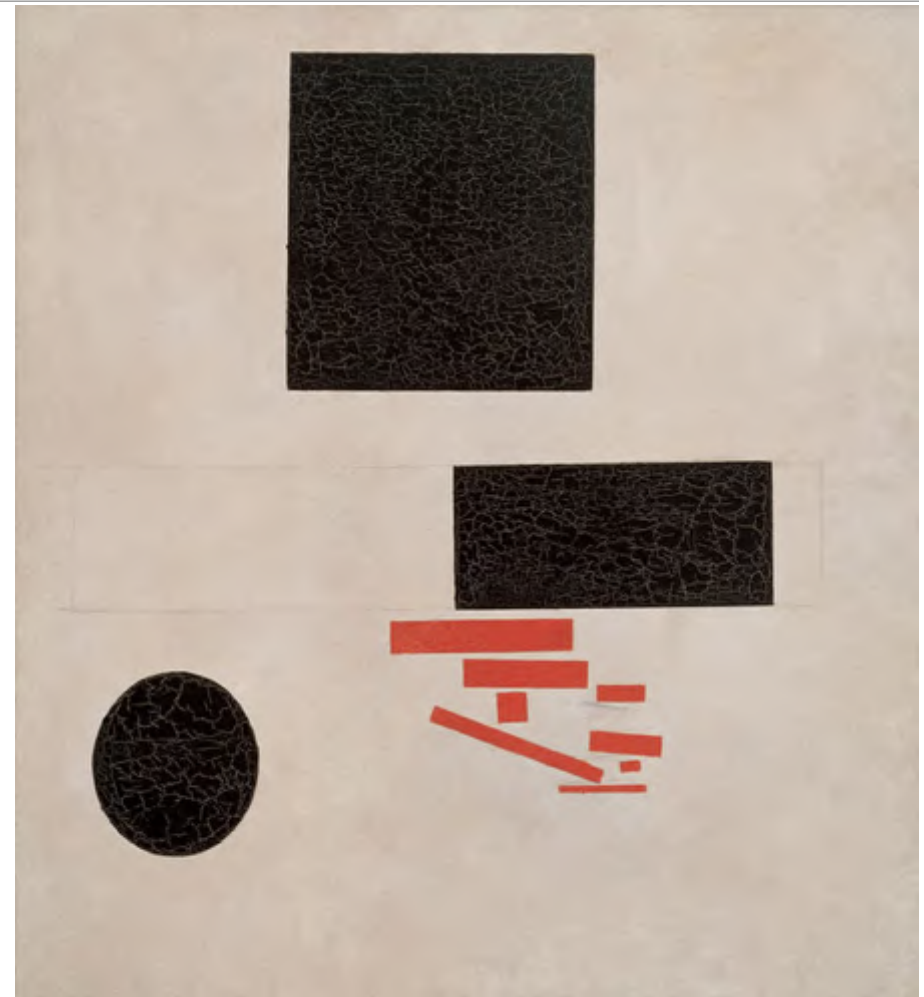
04.10. – 10.01.2016, Kasimir Malewitsch

31.01. – 08.05.2016, Jean Dubuffet

Until 21.2.2016, Cézanne to Richter

19.04. – 19.09.2016, Sculpture on the move

04.09.2016 – 15.01.2017, The Blue Rider



Beschle - the best chocolate workshop in town.

- Duration: 1.5 – 2 hours
- Participants: 10 – 50
- CHF 85.- per person
- Languages: English, French, German



Basel – special services- good to know.



Free public transport



CityCard 20% commission
Also bookable via GTA

Basel+

Culture Unlimited.

Basel – special services- good to know.

Local Tourism Board = Basel Tourism = DMC
→ offering incoming services

4 Russian speaking guides

10 % commission on guided tours

Public guided tours also bookable via GTA

Oldtimertram every Sunday 10.30 & 11.45

Johann Wanner Christmas Shop open on Sundays

Café at Schneidergasse in the oldtown 7 open daily
from 2pm





Basel

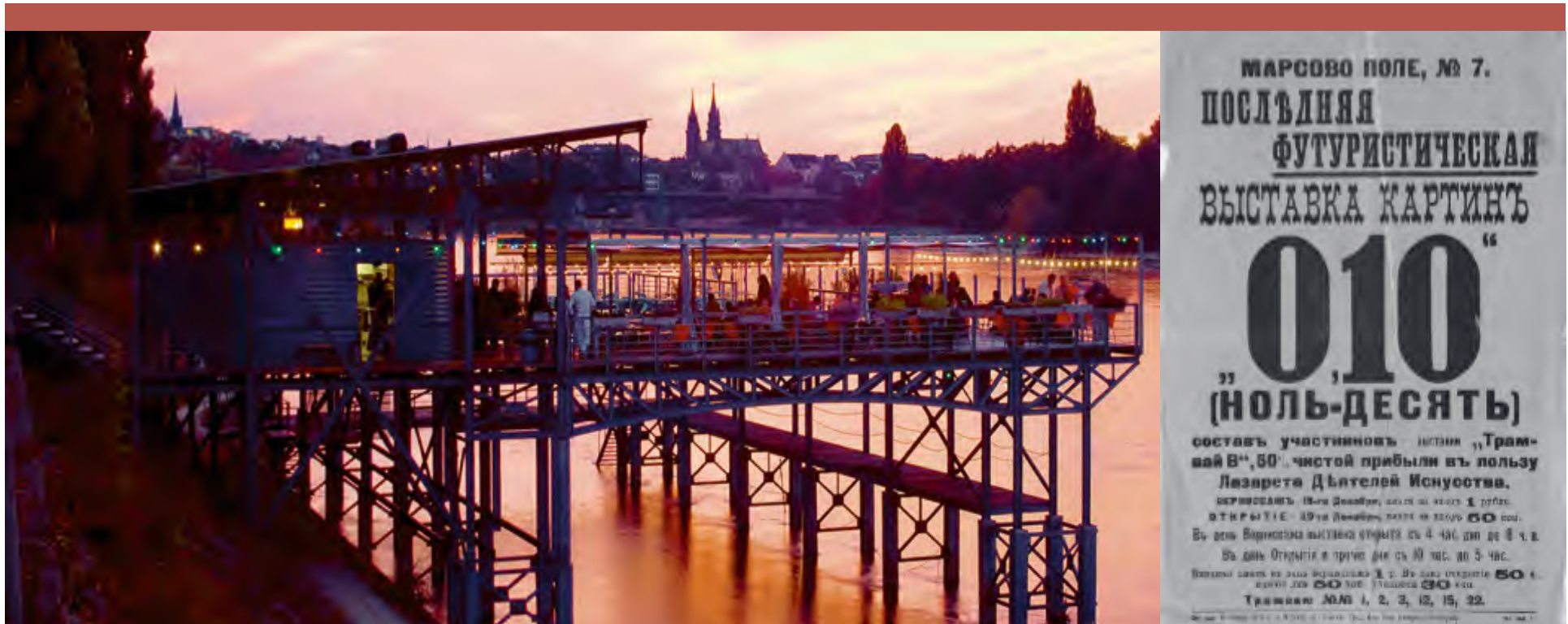
Culture Unlimited.

Why Basel?

- Unique location in the **Three Countries Corner** of Switzerland, Germany and France
- Located on the **Rhine**, Basel is the starting and ending point of most of the Rhine **River cruises**
- **2000 years of history**, one of the most beautiful well preserved **Old Towns** in Europe
- Switzerland 's leading **Christmas city**
- **Top events** all year round
- Switzerland 's capital of **Art and Culture**
- **Shopping** paradise

See you in Basel.

Basel+
Culture Unlimited.



Welcome to Zurich



ZÜRICH 
World Class. Swiss Made.



Excellent preserved Historic Old Town



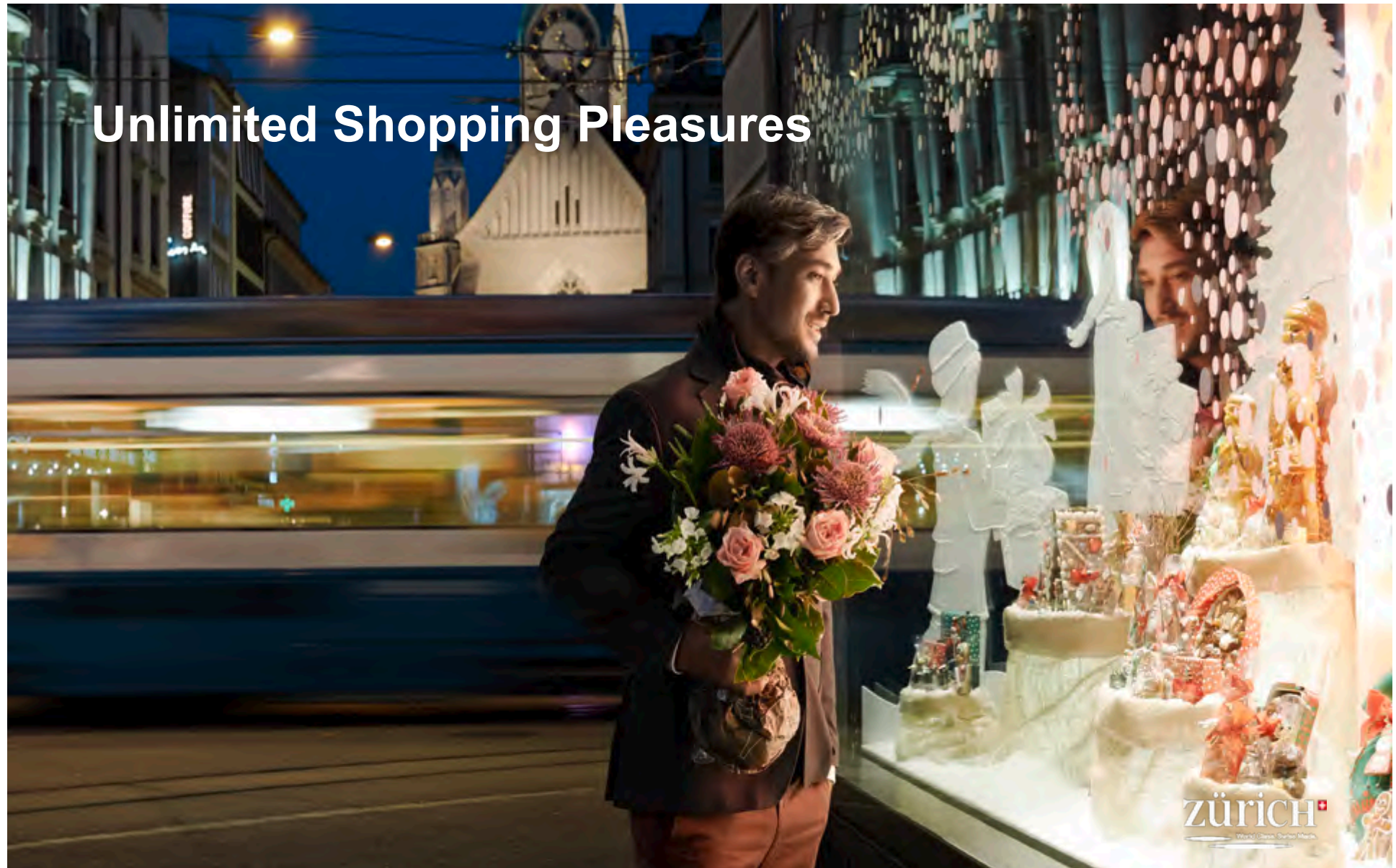
zürich
World Class. Swiss Made.

Walkable City Center



ZÜRICH 
World Class. Swiss Made.

Unlimited Shopping Pleasures



zürich
World | Swiss | Zurich | More

Museums, Opera House, Galleries and Concerts



Fine & Season Dining



Vibrant Nightlife, Festivals, Events, Casino



Üetliberg - Top of Zurich



City of Water



zürich
World Class. Swiss Made.

Lake Zurich Circular Cruise

zürich 
World Class. Swiss Made.

Christmas Season & New Year's Eve Party



ZürichCARD

- Unlimited travel on Zürich's public transportation system (airport, city, part of Lake Zürich, Uetliberg Mountain), free entry to 39 museums, 50% reduction on guided walking tour and much more.
- Price
 - 24 h = CHF 24
 - 72 h = CHF 48



Zurich: Your Perfect Holiday Hub



Rhine Falls & Schaffhausen

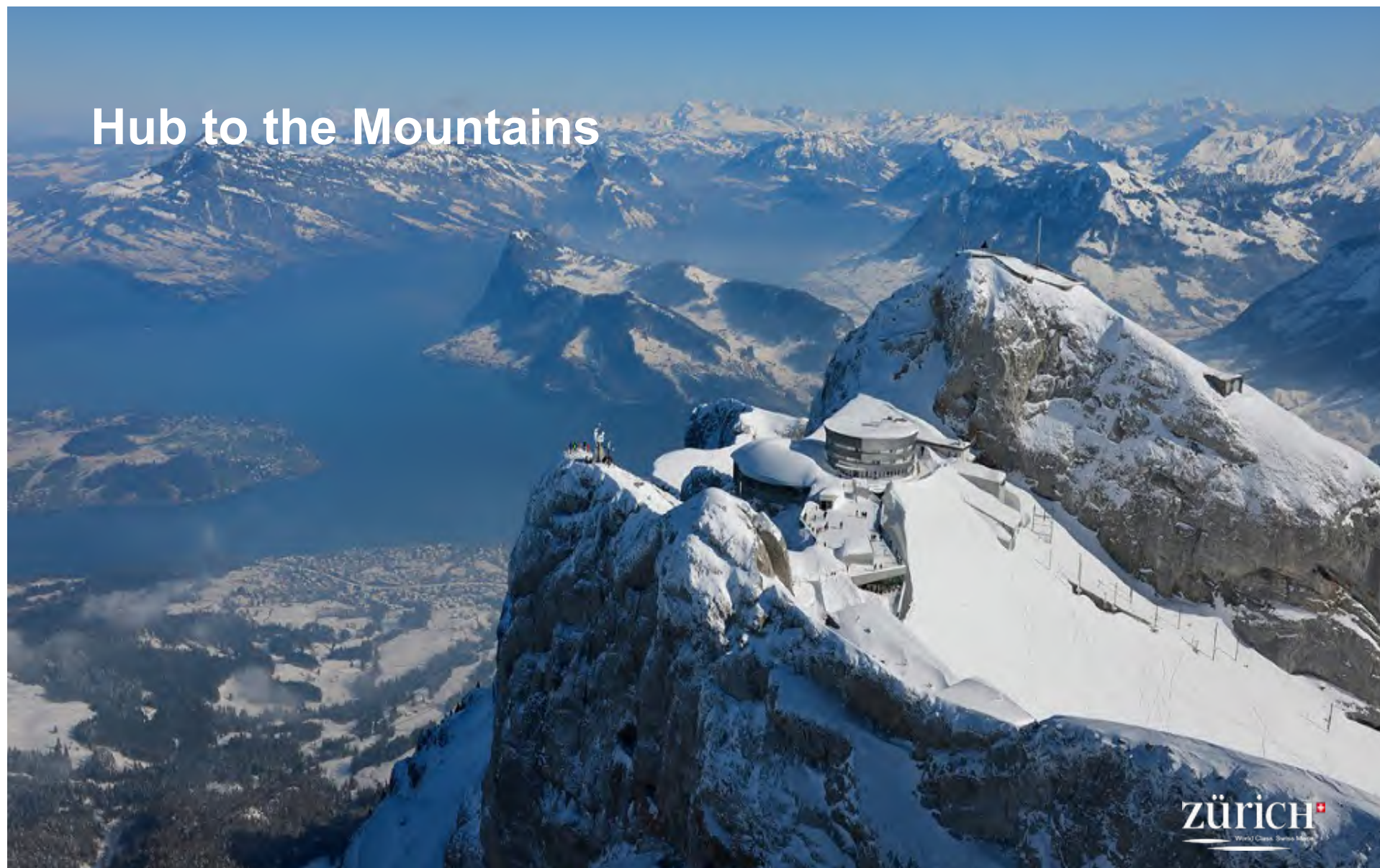


zürich
www.zuerich.ch

Rapperswil & Baroque Monastery Einsiedeln



Hub to the Mountains



zürich 
World Class Service

News



ZÜRICH 
World Class. Swiss Made.

New Hotels

- **Kameha Grand******
245 rooms, March 2015
- **Boutique Hotel Marktgasse*****
39 rooms, October 2015
- **Hotel Atlantis by Giardino*******
95 rooms, December 2015
- **The Circle – Hyatt Regency**** and Hyatt Place*****
Total 550 rooms, 2018

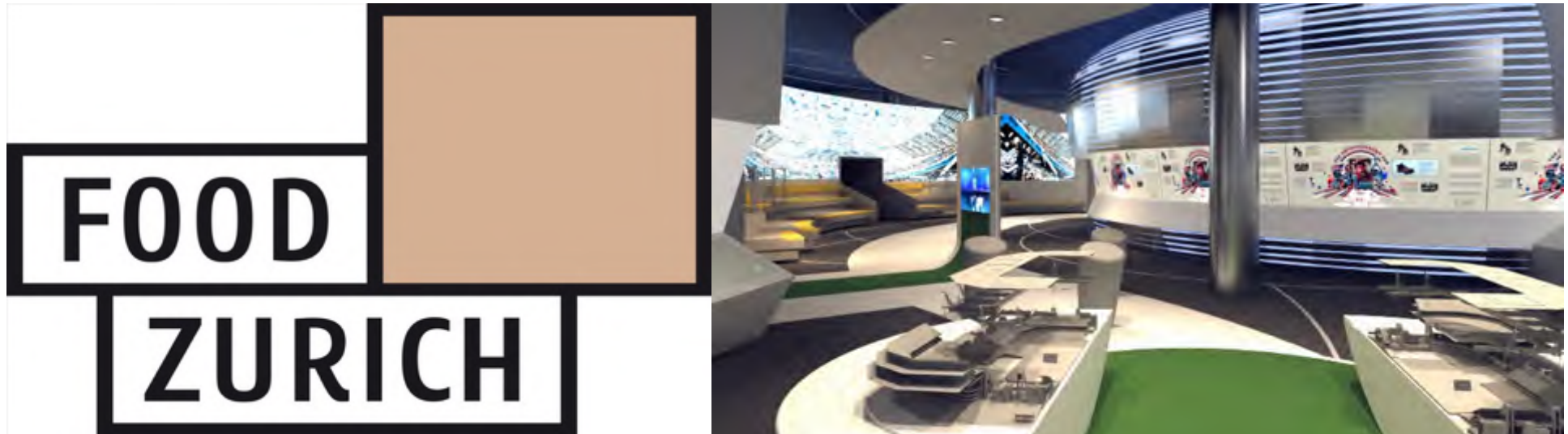
Outlook 2016

- **Year of Dadaism** – (Feb 5 – Jul 18)
100 year anniversary of the European avant-garde art movement
- **Manifesta** – (June 26 – Sep 18)
The itinerant European biennial of contemporary art will be hold in Zurich



Outlook 2016

- **FIFA world soccer museum** – March
Including 3D-shows, a jersey collection and interactive games
- **Food Zurich** – (September 8 – 18)
Various events and shows all over the city



Kontakt

Esther Grob, Area Manager Russia

esther.grob@zuerich.com

Zürich Tourismus
Stampfenbachstrasse 52
CH-8006 Zürich
www.zuerich.com

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Travel Trade
Autumn 2015

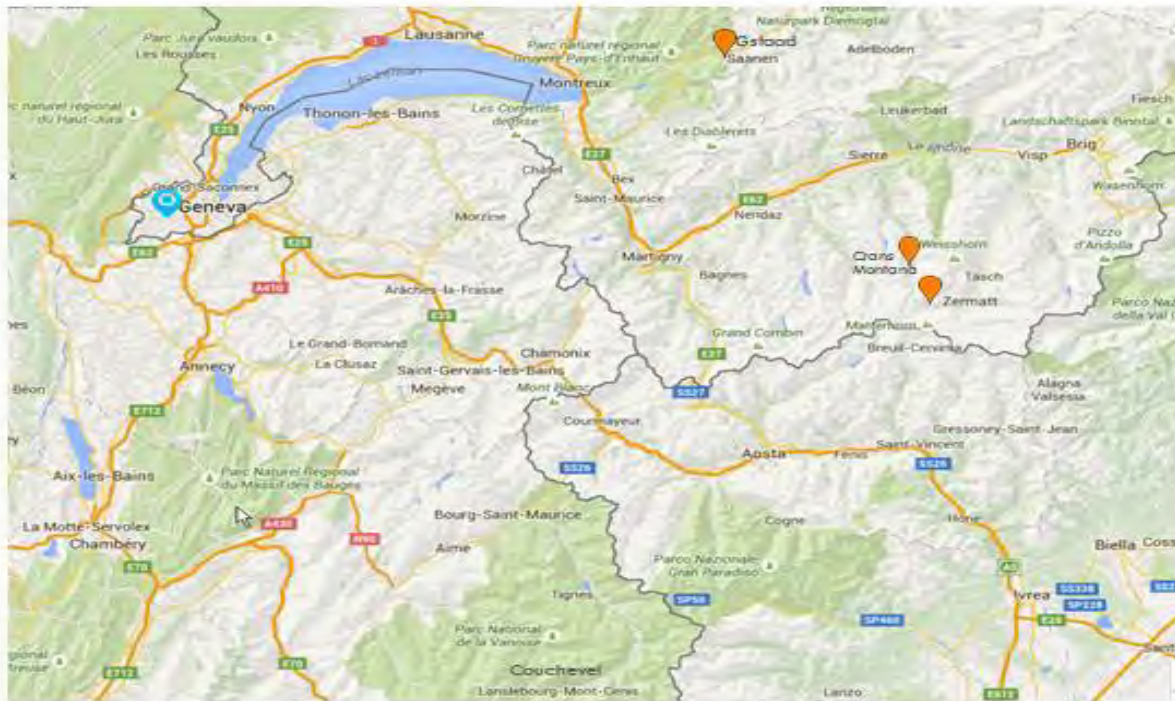
A warm welcome from Geneva

Switzerland Invites St Petersburg

GENEVA TOURISM



You natural stop when planning a trip to the Alps



- Approx driving time from Geneva to the Swiss Alps:
 - Gstaad 2hrs15
 - Crans Montana 2hrs30
 - Zermatt 3hrs



A city nestled on the lake, along rivers and below snow-capped summits

- An ideal point of departure to the Alps
- Geneva has unparalleled beauty, with a unique combination of having Western Europe's largest lake and being nestled by the Mont Blanc - Europe's highest mountain
- With snowy winters at temperatures averaging 3°C and warm summers at average temperatures of 23°C, Geneva is a city that has it all
- A variety of [cruise trips](#) are available, with a good choice of itineraries



Attractive new packages

- **Grand Tour Package**
 - [Premium Package with Elite Rent-A-Car](#)
 - [With Europcar](#)
- **Geneva – Zermatt Package**
 - [Geneva is the perfect destination when you are planning a trip to the Alps](#)



Winter News

Geneva is as much pleasant in winter as it is in the summer....

- Carouge's Christmas Market
- Ice-skating in the Parc des Bastions
- Fan fair in Plainpalais
- Chocolat making Workshops
- Nuit des bains: 14th January: The Quartier des Bains Association, 15 galleries and 4 cultural institutions, aims to encourage and promote contemporary art in the Quartier des Bains area in Geneva
- Opéra die Zauberflote by Mozart at the Grand Théâtre 23/12 till 08/01





Hotel Winter news:

- Exciting New Years Eve programs and events in some of the best hotels in Switzerland
- Gingerbread Man cooking workshops for kids at the Hotel Beau Rivage
- Oyster and Caviar bar at the Hotel Le Richemond, served with Vodka or Champagne
- Dog sledding packages at La Réserve
- Pre and post skiing wellness and physical training at La Réserve
- Winter lodge at La Réserve: ice skating rink and restaurant in a typical Mountainous indoor setting
- Don't miss the truffle season without trying some of the most suptuous meals in our many award winning restaurants
- Craft time in Geneva – Inter-Continental, in collaboration with Gianna Loredan and Laurent Ferrier, have created a bespoke inner experience: guests can discover a watchmaking tour of Geneva and the attend a private visit of Laurent Ferrier's workshop before experimenting themselves the art of watchmaking

Typical attractive hotel winter packages:

- Inter-Continental Hotel: Family Fun Offer - 50% off the children's room
- Le Bristol – two connecting rooms: one for the partners and one offered for FREE for their children (uo to 3 kids under 16)
- President Wilson: Book your room now from December 28th until January 16th to enjoy family moments and get a 50% off on your second room for kids. As a Christmas gift you will be upgraded in the upper room category.



Contacts



Philippe Vignon
General Director
Market: North America
vignon@geneva-tourism.ch



Tamara Tawil
Market Manager - Overseas
Market: GCC, Brazil, CIS/RU
tawil@geneva-tourism.ch



Vincent Dubi
Marketing Director
dubi@geneva-tourism.ch



Caroline Melly
PR & Media Manager – Overseas
Market: GCC, Brazil, CIS/RU
melly@geneva-tourism.ch



Maiténa Wismer
Destination Specialist
All markets
wismer@geneva-tourism.ch



**How we make
Children and Parents happy
at Beau-Rivage Geneva**



Family Friendly Hotel



7 Connecting rooms per floor
Children stay for free up to 12 years old included



The Chocolate Bar and Magic Sunday !...



Every Sundays from November 29th till January 24th 2016

The perfect place after skiing...The weekend "rendez-vous" that is not to be missed.

A chocolate season full of sweetness and passion !



Children in the kitchen ! “Gingerbread” Cookery Class



The Chef pâtissier of the “Chat Botté” will welcome 10 little chefs who will learn the secrets of making the popular “Gingerbread Man” in the celebrated kitchens.

Only on Wednesday 2 , 9 or 16 of December From 3 to 5pm. From 5 to 13 years old.

Including a complimentary Toque & apron of Beau-Rivage for Kids



Winter Treasures at Beau-Rivage Geneva



“An exceptional dinner based on Truffles”



27th – 28th November 2015

Delight the taste buds of the most sophisticated connoisseurs and aspiring gastronomes., through 7 courses, served at the newly designed one Michelin Star restaurant “Le Chat Botté”



Festive Season



Let's celebrate Christmas and the New Year !

With exquisite dinners, lunches or brunches inspired from the Festive season's tradition with the extra touch
from Beau Rivage Genève



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