



LAKE GENEVA
& MATTERHORN
REGION
SWITZERLAND

www.lgmr.ch

Press Release – Best of Switzerland 2019

5th to 12th April 2019



Welcome to the *Lake Geneva & Matterhorn Region!*

The Lake Geneva & Matterhorn Region stretches from the thriving international metropolis of Geneva through Lausanne, Montreux Riviera, across the majestic Matterhorn and surrounding resorts of Aletsch Arena, Leukerbad, Verbier, Saas-Fee and Zermatt. Combining the very best of everything – lakes, mountains, rural countryside, bustling city life and business opportunities – the region is said to be a microcosm of the entire country.

Here at the crossroads of Europe, a visitor finds international shopping, world-class culture, famous spas, world-class skiing, vineyards, lodging at Grande dame hotels and charming chalets, and so much more. Home to more than 200 international organizations, the Lake Geneva & Matterhorn Region maintains a long tradition as a leading destination for business gatherings and incentive travel.

At every turn, one is delighted by new discoveries – a classic storybook village, a contemporary architectural style, a breath-taking view. Colorful festivals and events showcase the region’s cultural traditions and are held throughout the year in virtually every city and village. This is also Switzerland’s most well-known food and wine growing region, thanks to its many scenic vineyards, elegant Michelin-star restaurants, and casual local establishments.

The Lake Geneva & Matterhorn Region is at the center of the efficient Swiss transportation system, which includes, trains, cable cars and turn-off-the-century steamers that provide seamless transportation to every corner of the region many major cities throughout Switzerland and Europe. Further, air transportation is available from most major international gateways into Geneva International Airport.



Geneva

Located in a prime position in the heart of Europe, the city's natural landscape consisting of the Rhône River, Lake Geneva and the impressive Alps is unparalleled. Here you can travel from the enchanting banks of the largest lake in Western Europe to the foot of Mont-Blanc, the highest mountain of the continent, in just one hour. Spend your mornings biking in Geneva's vineyards and your afternoons shopping at exclusive boutiques. In Geneva, anything is possible! From the mythical birthplace of fine watchmaking and the renowned international district up to the exquisite restaurants that let you indulge into the pleasures of fine dining, Geneva has everything to ensure you have a magical visit and leave the city dazzled.

Geneva is in the center of Europe and therefore just a stone's throw away – by any transportation: more than 130 direct flights, three hours from Zurich or from Paris by train, direct connections by bus to Switzerland's largest coach station, or by car via major motorways. A perfect hub to start your Switzerland Grand Tour! www.geneve.com



What to expect in 2019?



HIGHLIGHT EVENT – Geneva to host LAVER CUP 2019

After Prague in 2017, Chicago in 2018, it's the beautiful lakeside city of Geneva that will host the newest event in world tennis, the Laver Cup from September 20-22nd 2019. The Laver Cup is a three-day tournament featuring six of the best European players and six of the best players in the world. The unique format of this team tournament allows to admire the best tennis players compete in singles and doubles under the encouragement of their teammates from the edge of the field. With more than 18,000 people expected to attend, it's an international tennis rendez-vous that will be held in Geneva. a

<https://lavercup.com/news/2018/08/23/geneva-host-laver-cup-2019>



NEW – Gastronomy winners in the city

2019 Gault & Millau awarded in Geneva for Pastry chef Sébastien Quazzola from Le Richemond Hotel has Swiss Pastry Chef of the year and Chef Arnel Bedouet at the Royal Hotel named as Chef "Promoted of the year in French-speaking Switzerland" and awarded a 17/20 at his restaurant l'Aparté.

www.gaultmillau.ch



NEW – A new beach in Geneva city center

From summer 2019, Geneva locals and tourists will be able to enjoy the pleasure of a new leisure area by the lake. With a size of 400 meters long, the Eaux Vives beach will be able to host between 6 000 to 8 000 people all year long. By 2020, a fully completed new harbor will transform this neighborhood as the new Geneva Marina and as the place to be in the city all summer.

www.ge.ch/dossier/plage-publique-eaux-vives



NEW – A brand new 4 stars hotel in the heart of the city

In the heart of the city, only a few minutes away from Cornavin train station and the Lemman lake, Hotel D – Geneva offers 57 rooms and suites. Opened since February 2019 and located in the popular district of “Les Pâquis”, this iconic district has always attracted the party enthusiasts, musicians and adventurers.

www.hoteld-geneva.ch



EVENT – Don't miss the first Geneva Watch Week

Public event around the theme of watchmaking. It will run at the Général-Guisan quai and in parallel on other sites (Patek Philippe Museum, Espace Hippomène, MAH, brand and retail shops ...). Activities are organized: introductory workshops, demonstrations of trades with craftsmen, discovery trails through the city, visits to watchmaking factories, exhibitions, etc.

May 7th-11th, 2019

Geneva watch week



EVENT – Geneva Open Cellar Day

A unique opportunity to sip wine all day long! Buy once a wine glass, stroll in Geneva vineyards from one winery to another, and enjoy the best of the harvest. A unique event in the heart of the beautiful Geneva's countryside where Geneva's wineries open their doors to share their passion and present wines made from the previous year's harvest.

May 25th, 2019

<https://swisswine.ch/en/agenda/caves-ouvertes-geneve-2019c>



EVENT – Meet with the world's largest inland lake regatta - Bol d'Or Mirabaud

The Bol d'Or regatta is the largest inland lake regatta in the world. More than 500 boats encounter each other on this 123-kilometer (66.5 nautical mile) round-trip race between Geneva and Le Bouveret, the opposite ends of the lake. Locals crowd around both shores to enjoy this impressive sight.

June 14th-16th, 2019

www.boldormirabaud.ch



EVENT – Escalade Festival revisits Geneva's 17th century history

Turn back in time and revisit Geneva historical event. More than 1,000 costumed participants parade in Geneva's Old Town to recreate an historical event.

December 13th-15th, 2019

[The "Escalade" Celebration](http://The 'Escalade' Celebration)

Contact & information

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VAUD / Lake Geneva Region (Lausanne – Montreux Riviera)

The Canton of Vaud (Lake Geneva Region) is located in the French-speaking part of Western Switzerland. It is an enduring, picture-postcard destination of classic mountain beauty, refined cuisine and legendary hotels. The region is seemingly timeless, with lakeside promenades, steamships and five-star Belle Époque-era hotels. Visitors come for wine tastings in the Lavaux vineyards, a UNESCO World Heritage Site, overlooking Lake Geneva and the Alps. They dine in celebrated Michelin-starred restaurants and local brasseries and visit lively farmers markets. Outdoor opportunities are endless, from skiing to hiking, biking and walking in the mountains and boating or swimming in Lake Geneva.

Visit www.lake-geneva-region.ch for more information.



What to expect in 2019?



HIGHLIGHT – The Winegrowers Festival

This summer, the heart of Vevey will beat to the rhythm of the Winegrowers Festival. From 18 July to 11 August, non-stop festivities will accompany this spectacular event orchestrated by Daniele Finzi Pasca. From morning until night, the town will be transformed into a huge, beautiful open-air festival. On 18 and 27 July and 3 August, the Winegrowers' Brotherhood processions – unmissable highlights of the summer festival – will feature thousands of costumed voluntary actors parading through Vevey.

fetedesvignerons.ch



NEW – Plateforme 10, a new artistic conglomerate in Lausanne

Aptly named "Plateforme 10", this arts district will allow the city of Lausanne to accommodate and showcase the full richness of its museum offering. In spring 2019, the Vaud museum of fine arts (mcb-a) will move its collections from the Palais de Rumine to the new building in the heart of Plateforme 10. The Musée de l'Elysée and the mudac will join it, in their respective buildings, two years later. Furthermore, a library, documentation centre as well as several restaurants are also planned for the site. plateforme10.ch



EXPERIENCE – Wine tourism offers bookable online

It is now possible to book experiences only thanks to an online booking platform. Currently no less than 56 activities across the whole canton are on offer under this theme: visits to wine cellars and tastings with winegrowers, gastronomic cruises, gourmet hikes through one of the six vineyard walks or discovery of local products. There is also an event dedicated to wines on 8 and 9 June, the open cellars. It will take place in the 6 wine regions. The pass, sold at a price of USD 30, gives access to 2 days of tastings in the cellars and free use of public transportation.

myvaud.ch/offers & myvaud.ch/open-cellars



EVENT – 53rd Montreux Jazz Festival

For more than 50 years, the most famous musicians have been playing at the renowned Montreux Jazz Festival. On a total of 16 days of concerts, visitors enjoy exceptional musical experiences at this festival, unique in Switzerland and the whole world, while they participate in the free shows or those with an entrance fee. Jazz virtuosos, pop stars as well as rock bands are on the programme, which takes place from 28 June to 13 July.

Program and information on www.montreuxjazzfestival.com



EXPERIENCE – Focus on gastronomy in the Canton of Vaud

This year, Michelin includes 14 restaurants across the canton, awarding a total of 19 stars. Newcomers include the *Berceau des Sens*, the training restaurant of the renowned Swiss Hospitality Management School in upper Lausanne. Chef Cédric Bourassin, who works with a brigade of students, is rewarded by his first star. Michelin awards a similar rating to the work of Marie Robert, the young chef at the *Café Suisse* in Bex, at the foot of the Vaud Alps. At just thirty years of age, she has also won the prestigious *Swiss Chef of the Year 2019* title awarded by Gault&Millau.

artofliving.lake-geneva-region.ch



EVENT – A particular year at Chaplin's World

In 2019, the museum will mark the 130th anniversary of Charlie Chaplin's birth by staging a series of events. A chance to discover (or rediscover) this attraction, which was also the actor's family home. A 1920s circus will be set up from 13 to 28 April with 3 daily shows. This fall, a new wax figure of the Tramp will be introduced in the museum and in winter, an exclusive documentary made by Richard Meryman about the controversial cultural icon of the 20th century, will be shown at Chaplin's World Cinema.

www.chaplinsworld.com



EVENT – A foretaste of the 2020 Winter Youth Olympic Games (YOG)

Between 9 and 22 January 2020, from Lausanne to the Alps via the Jura, the whole area will switch to Olympic time with the 2020YOG. This major event is the highest-level international competition for athletes aged between 15 and 18. The Nordic skiing challenge will take place in the Vaud Jura, in the Vallée de Joux, while in the Vaud Alps, Leysin will host the freestyle skiing and snowboarding ones (Halfpipe and Slopestyle), Les Diablerets the downhill skiing and finally Villars the ski and snowboard cross contests as well as ski mountaineering.

lausanne2020.com & lake-geneva-region.ch/yog-2020

Contacts & information

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Matterhorn Region – Valais

The Canton of Valais (Matterhorn Region) offers unspoiled nature, fresh mountain air, and 300 days of sunshine a year. Amid 45 majestic 4,000m/13,000-ft peaks, including the world-famous Matterhorn, a new view of the mountains and an extraordinary panorama is waiting to be discovered around every corner – inviting us all to fall in love with the mountains again, all year round!

Valais is the perfect place for adventure seekers:

In summer, whether hiking, biking, climbing, or skiing on glacier slopes, everyone spending an active holiday in the Valais mountains can look forward to a high-altitude adventure. A few examples? Countless hiking trails covering a total distance of more than 8,000 km/4,970 mi lead past rushing mountain streams, historic “bisses” (historical irrigation canals, typical of the region) and mystical Alpine lakes. Alongside this unique natural landscape, Valais also has its very own unique fauna: Blackneck goats, Blacknose sheep, Hérens cows – each of these traditional breeds share a few qualities with the region’s human inhabitants: they are strong and loveable characters.

In winter, the Valais is home to the highest elevation ski area in Switzerland, which guarantees great snow cover on its 2,000 km/1,240 mi of slopes. There are 40 resorts in the region, including Zermatt, Saas-Fee, Verbier, Leukerbad, Portes du Soleil/Région Dents du Midi, and Aletsch Arena.

Furthermore, anyone with an appreciation for natural foods will fall in love with the regional delicacies, such as rye bread, saffron, pear brandy, etc. Valais is the largest producer of wine and apricots in Switzerland; however, its many meat and cheese specialties are also world renowned. The rich harvests are not only a result of the thousands of hours of sunshine the region enjoys – above all, they reflect the heart and soul which the vintners, Alpine herdsmen, and farmers put into their work. Over hundreds of years, the people of Valais have learned how to extract superlative quality from the rugged natural environment of the mountains.

Come and discover the Valais region in all its unique diversity and fall under the spell of the genuine hospitality of its people. Welcome! www.visitvalais.ch



What to expect in 2019?



SPOTLIGHT on the MultiPass from the Region Dents du Midi (CH & FR)

The Multi Pass is your golden ticket to 60 free or discounted activities throughout the 12 resorts of the Region Dents du Midi.

Overnight in one of the Swiss resorts between June 15th and September 8th, 2019 and your host will automatically hand out your free pass. The pass is valid for the entire duration of your stay, including your first day!

Not staying in the region? No worries! You can purchase a daily pass for CHF 11 per person.

www.regiondentsdumidi.ch/en/activity/summer/multipass.htm



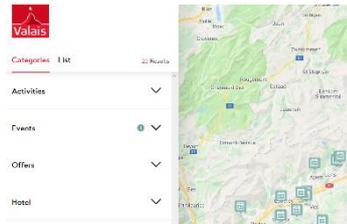
NEW EVENT - Verbier E-bike Festival

A new event for electric bikes launches in the Valais this summer: the Verbier E-bike Festival, created by the organizers of the Freeride World Tour. The event, which runs from August 14th to 18th, 2019, will include the world's largest e-bike exhibition and test zone.

Visitors will be able to test the electric mountain bikes on four different tours, allowing families, foodies or experienced bikers to discover the area while e-biking.

www.verbierbikefestival.com (official website – French only)

www.verbier.ch/en/verbier-e-bike-festival-fp44340.html



NEW TOOL – activity planning made easy with the new Valais map

The online interactive platform facilitates the preparation of any stay or excursion in the region – for first time visitors or regular guests alike. Start by picking one of the seven category and discover what the Matterhorn region has to offer in terms of events, accommodations, or activities.

www.valais.ch/en/maptool/map



NEW – Seven treasure hunts in “Family Destination” mountain resorts

Calling all detectives! From the end of May, you can discover seven different treasure hunts in Valais. The original and imaginative family activity promises an entertaining adventure for visitors of all ages.

Armed with a treasure map, the whole family can embark on an exciting quest, with everyone looking for clues and solving tasks together. Each of the seven participating resorts has a unique 8-stage trail, built around the theme of water.

www.valais.ch/en/activities/family/treasure-hunt



NEW – Glacier Express launches its premium class: Excellence Class

As of March 2019, a new class is available to Glacier Express passengers in addition to the First- and Second-class coaches: The Excellence Class.

5-course meal including wine, afternoon tea, exclusive access to the Glacier Bar are a few of the complimentary services included in your ticket. The two unique wagons each offer 20 comfortable window seats, providing travelers an exceptional view during the 8-hour journey between St. Moritz and Zermatt.

Individual travelers can book their seat 90 days prior to their travel dates, whereas groups of 10 people or more can place their request at any time.

www.glacierexpress.ch/en/offers/excellence-class



INSIDER TIP – relax & recharge at the Kneipp hydrotherapy facilities

Surrounded by eighteen 4,000 m/13,000 ft-peaks, it goes without saying that guests visiting Saas-Fee get a real sense of the power of Mother Nature; a feeling that only intensifies when visiting the Kneipp hydrotherapy facilities. Feel the power of the water right down to the tips of your toes, while going through the paddling pool, water stream, or bare-foot path.

www.saas-fee.ch/en/saas-valley/health-recreation/outdoor-wellness

Contact & info

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