

Welcome to Geneva & the Lake Geneva Region!

Geneva & the Lake Geneva Region stretches from the thriving international metropolis of Geneva through Lausanne & Montreux Riviera. 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 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.

Geneva & The Lake Geneva 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 2022?



GENEVA, THE RESORT CITY



HIGHLIGHT – Geneva, the resort city

Special summer offer from July 1 to August 31, 2022

During this summer, as of the first night stay in Geneva, all guests will receive a Geneva Resort Pass for free and enjoy more than 100 activities which are free or at a reduced price. In addition, Geneva offers a free public transportation card available for the entire duration of their stay.

<https://www.geneve.com/en/plan-a-trip/special-offers/resort-pass>



HIGHLIGHT – ChocoPass, a pass to savour!

Visit Geneva at your own pace and push open the doors of Geneva's greatest chocolate makers to taste their most delicious specialities. The Choco Pass is a wonderful way to explore the city while discovering the unique know-how of local chocolate makers.

The Choco Pass is activated as soon as the visitor enters the first chocolate shop, and entitles him to a tasting plate at the chocolate shops of his choice. The plate will be different depending on the chocolate shop the visitor will visit. For children with a Choco Pass Kids, the selection will be adapted and will feature a special surprise!

<https://www.geneve.com/en/attractions/choco-pass-geneva#/>



NEW – The Woodward – a new Oetker collection property set to become a beacon of elegance and culture in Geneva.

Located in the heart of Geneva in a historic post-Haussmann style building on Quai Wilson, The Woodward features an exceptional location with views of Lake Geneva and Mont Blanc.

The property has been entirely renovated by the renowned architectural firm Pierre-Yves Rochon with 26 spacious suites in a refined, contemporary style. Featuring two gourmet restaurants led by Michelin-star chefs Olivier Jean and Alain Verzeroli, as well as a Guerlain Spa ready to welcome both international visitors and local Genevans alike, The Woodward offers the most discerning of travelers a warm welcome that is both glamorous and authentic. Opened since Sept, 2021.

[More Information here](#)



NEW – Discover the Science gateway - CERN's new flagship project for science education and outreach, opening in 2023

CERN Science Gateway will be an emblematic education and outreach facility. Through immersive exhibitions and hands-on educational activities, it will enable people of all ages and backgrounds to engage in the discoveries, the science and the technologies of CERN. CERN Science Gateway will be a beacon to encourage young people to aim for careers in science and technology.

Inspired by CERN's technical buildings and underground tunnels, CERN Science Gateway will consist of five different spaces that will host exhibitions, hands-on laboratories, a large auditorium, a shop and a restaurant, all connected by a bridge 6 metres above-ground. With more than 2 000 square metres of solar panels and surrounded by a forest of 400 trees, CERN Science Gateway will have a net zero carbon footprint.

Science Gateway is designed by world-renowned Renzo Piano Building Workshop with support from Brodbeck-Roulet architectes associés.

<https://sciencegateway.cern/project>



NEW - Assembling kit to make your own Swiss watch

Turn your table into a true watchmaking workbench thanks to Initium new watch assembling kit. It includes all the needed material and instructions to get initiated to watchmaking, in an independent and fun way. Step by step, assemble each part of the timepiece that will become alive before your eyes: a personal accomplishment that will make you proud!

<https://initium.swiss/en/watch-kits>



Who cares? — Genre
et action humanitaire —
Gender and —
humanitarian action
31.05 — 09.10.2022

musée + c geneve

EVENT – Red Cross & Red Crescent museum introduce its new exhibition ; “Who cares ? Gender and humanitarian action”

From 31 May to 9 October 2022, the International Red Cross and Red Crescent Museum (MICR) will be taking a fresh look at the history of humanitarian action through the lens of gender in an exhibition called *Who cares?* This critical exploration of stereotypes in representations of humanitarianism aims to shed light on the complex lived experience of humanitarian workers past and present, and the diverse paths that brought them there. The exhibition is the result of a unique partnership between the MICR and the University of Geneva, with the support of the Swiss National Science Foundation.

[More information](#)



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 9th-11th, 2022

[The “Escalade” Celebration](#)

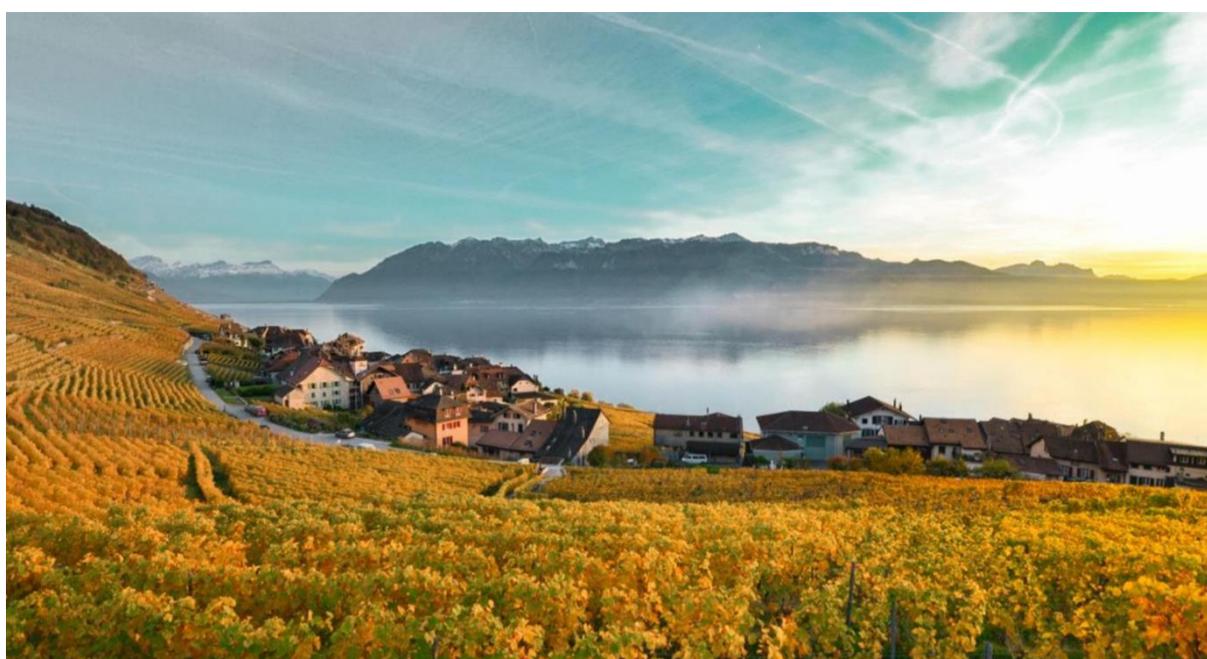
Contact & information

Kristelle Charré, PR & Market Manager - Geneva Tourism & Conventions Foundations,
Box 164 P.O., 1211 Geneva 1, Switzerland kristelle.charre@geneve.com www.geneve.com

Vaud (Lake Geneva Region)

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 2022?



HIGHLIGHT – Plateforme 10, a new art district for Lausanne

Plateforme 10 is the result of the amalgamation of the Musée cantonal des Beaux-Arts (mcb-a), Photo Elysée, a museum dedicated to photography, and mudac, the museum of contemporary design and applied arts, complemented by the Toms Pauli and Félix Vallotton Foundations. A true cultural platform that aims to go beyond the disciplines specific to each of the institutions to create a unique whole and a spirit of place with a strong appeal. The new arts district is located directly next to Lausanne train station, in the former SBB train halls. The first part of Plateforme 10 was inaugurated in 2019 with the opening of the mcb-a, while Photo Elysée and mudac will open their doors on 18 June 2022.

www.plateforme10.ch/en

The inaugural period will kick off with a series of events centred around a joint exhibition by the three museums of Platform 10 on the subject of railways. On display until 25 September 2022, the exhibition “Trains. Zug. Treno. Tren” invites the public to explore how train stations and trains are gradually becoming meeting places and spaces for the imagination.

www.mcba.ch/expositions/voyages-imaginaires



HIGHLIGHT - The Olympic Museum in Lausanne promotes unity in sport, art and culture. Founded by the International Olympic Committee, this is the most visited museum in Lausanne. Since being modernised and reopened at the end of 2013, visual and interactive displays are the mainstay of this exhibition space.

<https://olympics.com/musee>



NEW - Launch of the GoldenPass Express line

The launch of the GoldenPass Express line linking Montreux and Interlaken, which has been anticipated for over a hundred years, is scheduled for 11 December 2022. Designed by the renowned Italian designer Pininfarina, the train will have panoramic carriages and offer both 1st and 2nd class, as well as a Prestige class area.

The dream of a direct link between Lake Geneva and the Lake Brienz and Lake Thun regions was born in the 19th century, and is finally about to become a reality. A world first and an exceptional project in terms of tourism, the GoldenPass Express will allow passengers to travel directly between Montreux and Interlaken without the need to change trains. A revolutionary variable gauge system will enable the train to switch from the metric gauge of the MOB (Montreux–Zweisimmen) to the normal gauge of the BLS (Zweisimmen–Interlaken) in just a few seconds.

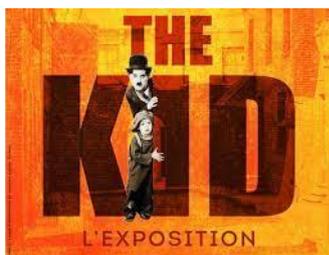
<https://mob.ch/>



NEW - Opening of Villars Palace

A majestic building steeped in history, the Villars Palace is currently being renovated and is scheduled to open its doors to guests in the summer of 2022. It will take its visitors back to the golden age of luxury hotels, whether for a waltz in its ballroom, an intermission in its historic theatre or during one-off exhibitions by major artists. Inaugurated in 1912, the establishment became the property of Club Med in 1968 and remained so for 50 years. Jérôme de Meyer and Marco Dunand bought the property in 2019, and renovation of the exterior facades and roof began. The Villars Palace is scheduled to reopen in June 2022, after two years of work.

www.villarspalace.ch/



EVENT - "The Kid" temporary exhibition at Chaplin's World

Chaplin's World, the museum dedicated to the icon of silent cinema in Corsier-sur-Vevey, offers from March 18 to September 25, 2022, a total immersion in the heart of the iconic film "The Kid" (released in 1921) and Chaplin's childhood.

A period marked for him by poverty, and yet decisive in his career and his work. In a setting of magic lanterns and references to the 1900s, the visitor discovers in four exhibition spaces, the immense influence of a music-hall artist mother on the filmmaker, the childlike attributes of Charlie Chaplin, as well as the incredible complicity between the vagabond and the Kid, Jackie Coogan, the first child star of the cinema. The exhibition ends with testimonies and childhood memories of his offspring, which helps to understand who the father behind the celebrity was.

Considered by the British Film Institute as one of the 50 films to see before you turn 15, The Kid is a cross-generational work to watch with the whole family. In making this film, Chaplin went back to his childhood and shows how suffering can be transformed into a zest for life and dreams realized.

The exhibition is included and accessible with the purchase of a valid Chaplin's World ticket.

www.chaplinsworld.com/en



EVENT – 56th 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 1 to 16 July.

Program and information on:

www.montreuxjazzfestival.com

Contacts & information

In Switzerland:

Emilie Lambelet, Media Project Manager - Vaud Promotion, Box 1125 P.O.,

1001 Lausanne, Switzerland – lambelet@vaud-promotion.ch – www.lake-geneva-region.ch

In North America:

Conran PR, Mrs Gayle Conran, +212 447 1010, gconran@conranpr.com www.conranpr.com