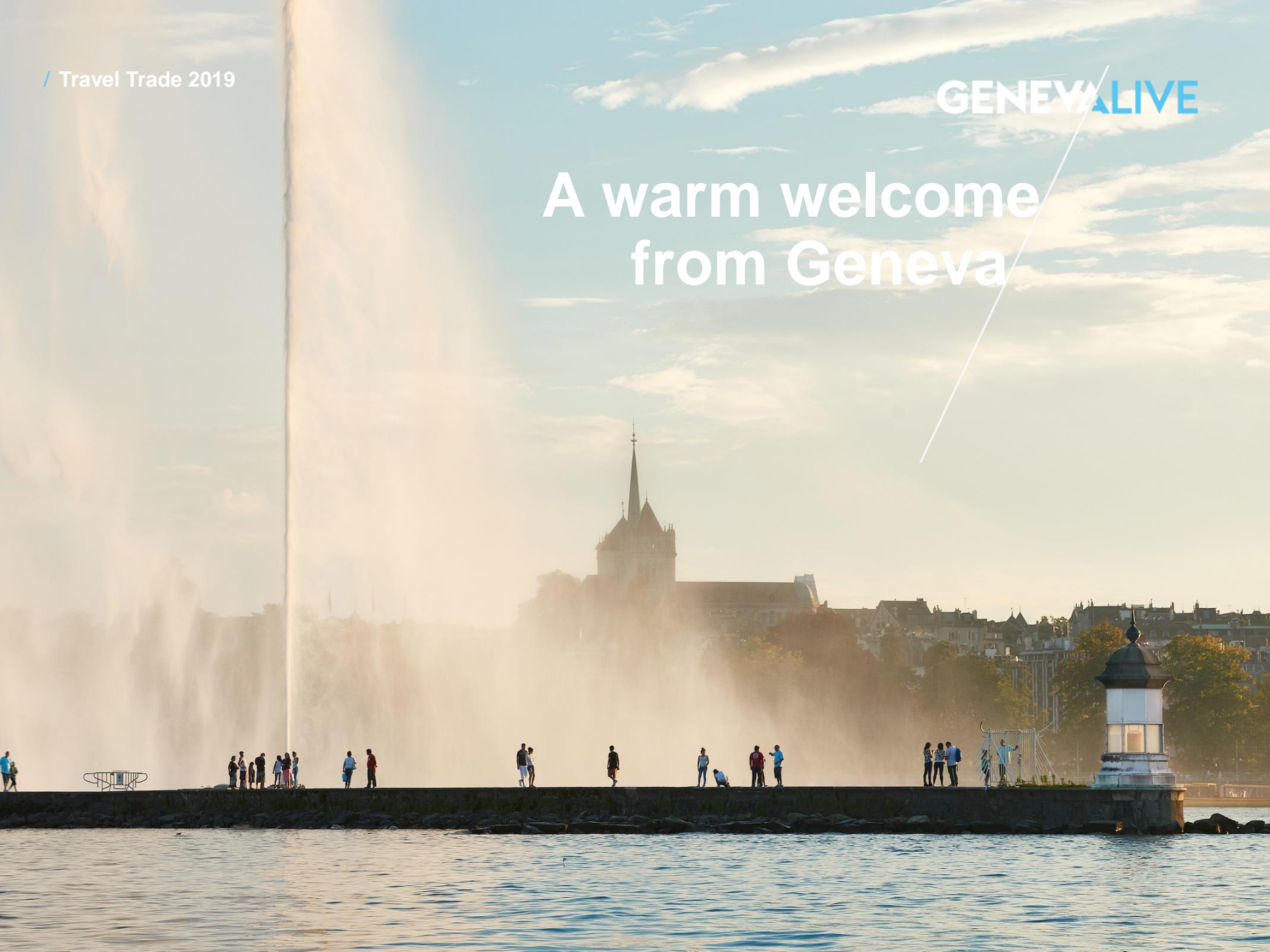


/ Travel Trade 2019

GENEVA LIVE

A warm welcome from Geneva



/ Global recognition – third time winner

- Europe's Leading City Break Destination
 - Global recognition at **the World Travel Awards 2014, 2015 & 2017**, considered as the “Oscars” of Tourism
 - Stiff competition from other cities: Paris, London, Rome, Istanbul, Madrid, Venice to name just a few



/ Play & become a Geneva Expert!

- «**Destination Geneva**» an online game for professionals only
- Challenge and test your knowledge
- Get certified and win an unforgettable trip to Geneva
 - Including 4 nights for 2 people in a 5* Geneva hotel
- **Play and share the link onlinetraining.geneve.com with :**
 - All your professional contacts (your colleagues, TO and TA)



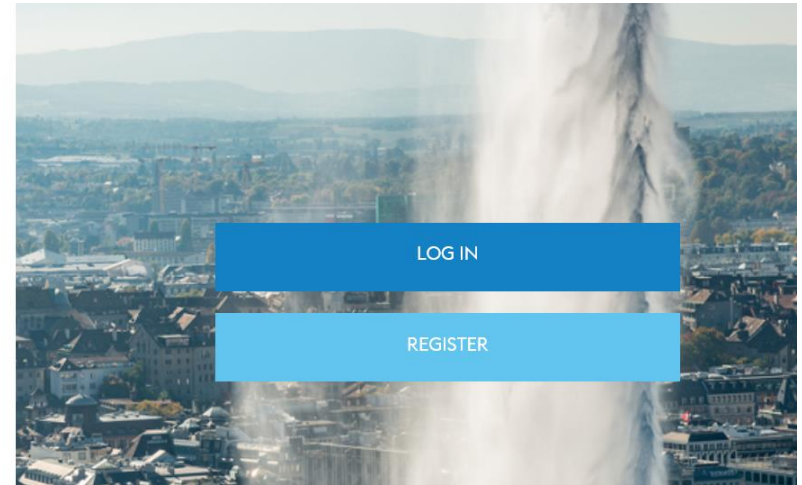
WHAT DO YOU KNOW ABOUT GENEVA?

Play and win awesome prizes by testing your knowledge in Destination Geneva!



SO GO AHEAD AND PLAY!

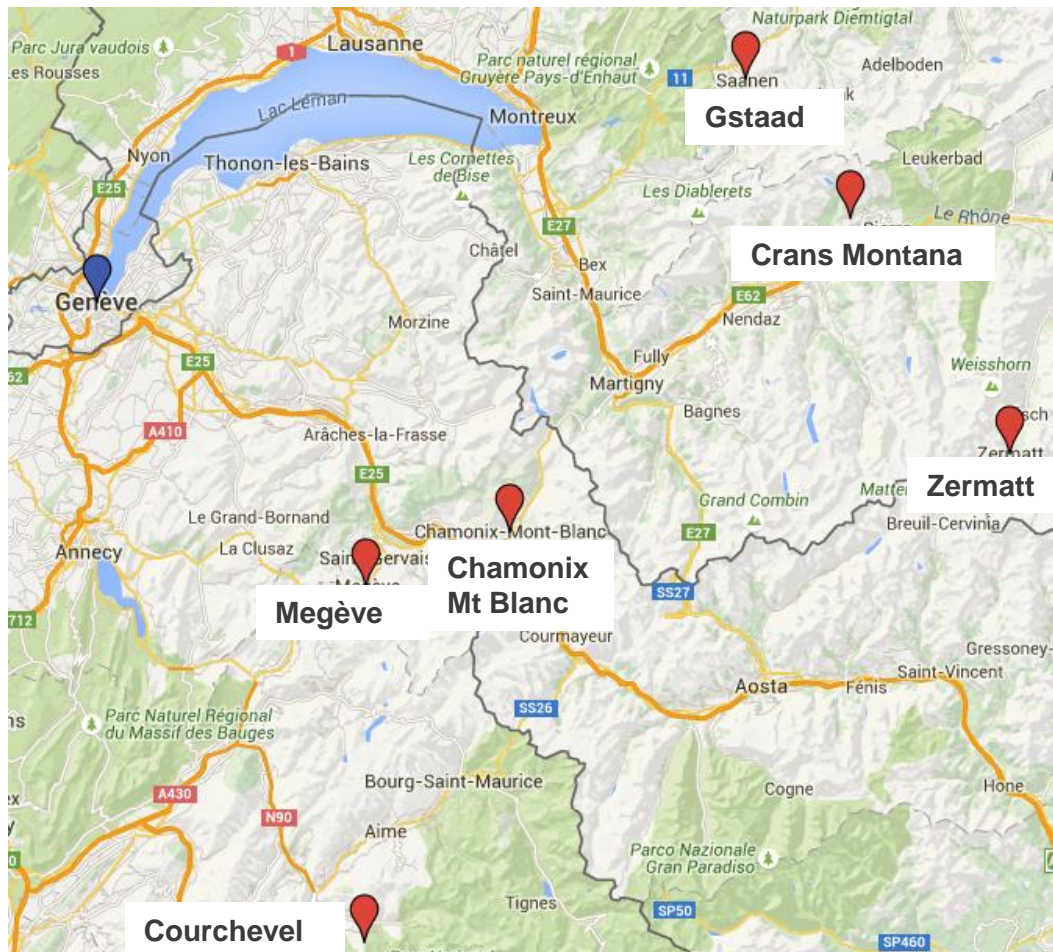
Become an expert on destination Geneva.





Perfectly located in the heart of Europe

/ The perfect base for exploring the Alps



Approx. driving time from Geneva to:

- FRANCE
 - Megève 1h
 - Chamonix Mont-Blanc 1h
 - Courchevel 3hrs
- SWITZERLAND
 - Gstaad 2h15
 - Crans Montana 2h30
 - Zermatt 3hrs

/ Around Geneva: Numerous daily excursions

- To France

- **Mont-Blanc** – only one hour away from Europe's highest mountain
- **Annecy** – the "Venice of the Alps"
- **Yvoire** – a cruise to the medieval town



- To Switzerland

- **Chillon excursion**, from the capital of the Olympic movement to Chillon's medieval castle
- **Gruyères – Golden excursion**, the home of Switzerland's favourite Gruyère cheese
- **Charlie Chaplin Museum** – discover the Charlie Chaplin's World
- **Glacier 3000** – fun sports and breathtaking views at an altitude of 3000 metres





Geneva is easy to get to, but difficult to leave

/ Access & Transport

- Geneva Airport is highly accessible, with a hub for low-cost airlines companies – connecting you to the rest of Europe and beyond
- 3 hours from the center of Geneva to the center of Paris and Milano by high speed train
- Unique 6 minutes train ride from Geneva airport to the city center
- Aerobus
 - new free morning service from 3am to 6am
- Free public transport for hotels customers
- Just 35 km away from a ski resort





/ Latest Geneva news

/ Recent news from the destination...

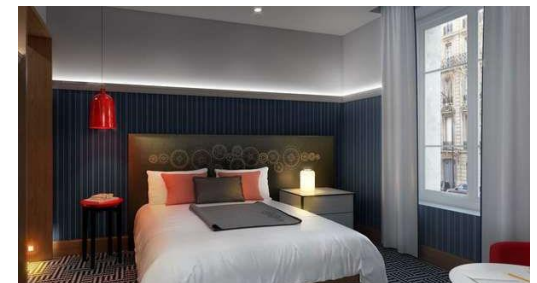
- **HOTELS**

- **9 hotel Pâquis*****+, since September 2018
 - Boutique hotel, 56 rooms, spa
 - Contact: cdidier@le9hotel.com

- **Nest Living Concept**, since December 2018
 - Residence with 20 more individually designed NEST boutique apartments available
 - Contact: tara@nestgeneva.com

- **D Hotel******, in February 2019
 - Nestled in a historic building, close to the train station, with 57 rooms and suites

- **Stellar 32*****+, mid 2019
 - The first tourist hotel in the industrial zone in Geneva with 106 rooms, as well as a high-end restaurant



/ Recent news from the destination...

- **ACTIVITIES**

- **Chocolate flavours tour**

Experience Geneva's award-winning chocolate creations in a delightful walking tour with top specialists. During 3h taste local creations and discover the universe of chocolate in Geneva the universe of chocolate in Geneva.

- Contact: antonia.rusinov@localflavourstours.com

- **The Halle de Rive, a gourmet tour**

Discover the story of the freshest local products during 2 hours tour with a guide. You will get the chance to meet the oldest merchants of the food hall who have been there from generation to generation.

- Contact: jehanne@kizano.ch

- **"Les Eaux-Vives" beach**

New public beach located in the heart of Geneva. Bathing site of about 400 meters consisting of small pebbles. Shower cabins and sanitary facilities will be available on site. A refreshment bar will welcome users in summer and winter. Summer opening, in June 2019!

- **Christmas Market**

Christmas Village on 8'000 square meters at Bastions Park with ice skating and lounge zone bar. Free Christmas animations for children and adults.

- Contact: info@noelauxbastions.ch



/ Follow us on our multilingual online platform






- **7 languages on:**

-  Website www.geneve.com EN, AR, RU, DE, PT, ES, CN
www.genevatourism.cn

- **5 languages on:**

-  Facebook: [@GenevaTourism](https://www.facebook.com/GenevaTourism) EN, FR, AR, RU, PT

- **Follow us on:**

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-  YouTube @GeneveTourisme
-  Weibo [@GenevaTourism](https://www.weibo.com/GenevaTourism) 关注 日内瓦旅游局
-  Wechat GenevaTourism 关注 日内瓦旅游

/ Geneva's Top 10

1. The Jet d'eau, Geneva's landmark
2. The Old Town and its treasures
3. The birthplace of fine watchmaking
4. The Reformation Wall
5. The Palais des Nations, symbol of Geneva, capital of peace



/ Geneva's Top 10

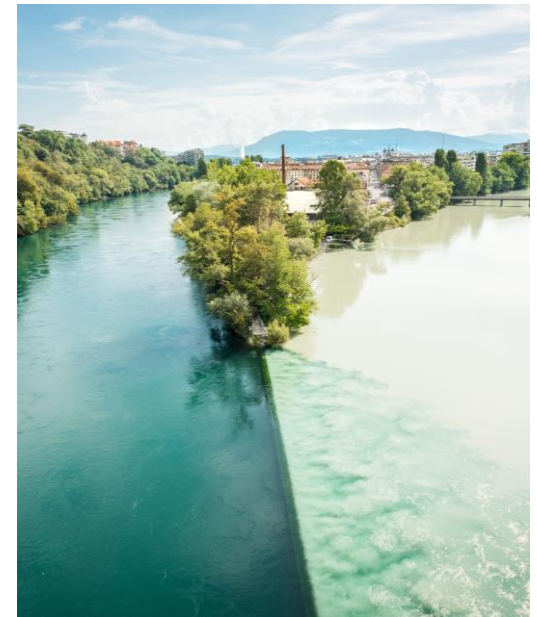
6. CERN, the world's accelerator of science where the web was born in 1989
7. Geneva's extraordinary destiny explained by [four museums unique in the world](#):
8. Carouge and its bohemian atmosphere
9. A certain *art de vivre* in the Bains district
10. A getaway to Mont-Salève



/ A city that will take your
breath away

/ Breathtaking views

- Peaceful countryside with gorgeous vineyards
- Geneva's stunning lakeside with the Jet d'eau, the city's famous landmark
- A spectacular 360° panorama from the top of the Cathedral Tower
- An unexpected getaway to Mont-Salève, just a few minutes away from the city
- A variety of [cruise trips](#) and [excursions](#) to world famous sites

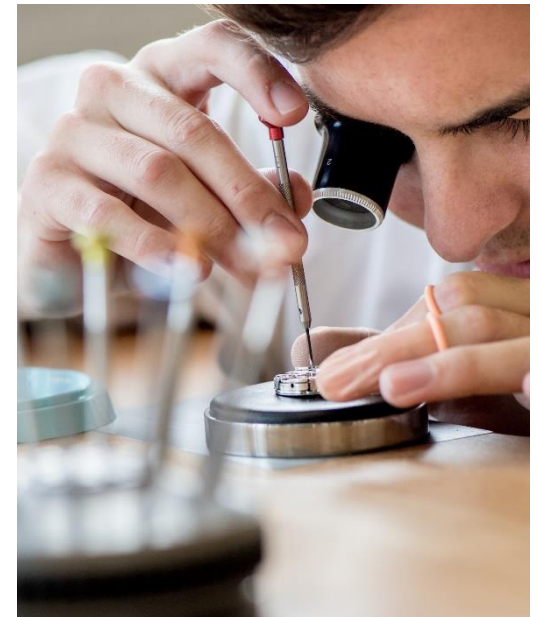




✓ The cradle of luxury watchmaking and exclusive shopping

/ A city with a gift for luxury

- The birthplace of Haute Horlogerie. Geneva is home to the world's best watchmaking manufacturers
- A unique concentration of flagship stores and multi-brand boutiques
- World-class venue for important fine art and jewellery sales



/ A unique journey through the heart of luxury watchmaking

- Available in **English/Russian and French/Chinese**
- **Takes 2 hours** on foot. Can be done at your own leisure
- Includes:
 - the **Flower Clock** (with the 2nd hand being more than 2.5 meters long – the world's longest)
 - **Patek Philippe** Museum
 - Recto: Touristic Watch tour
 - Verso: Shopping Watch tour
 - **10 places** to discover all about watchmaking in Geneva
- Available at the Tourist Information Centre and online [Watch Tour PDF](#)



/ A city where first class is second nature

- 14 luxury five-star hotels – most along the lakeside
- Luxurious SPA's a delight-filled Geneva Experience
- Many internationally renowned private schools and 10 private, high comfort clinics



UNITED NATIONS  NATIONS UNIES

/ Capital of peace, where the
wind of freedom blows...

/ Heart of humanitarian action

- Home to the United Nation's European Headquarters
- Birthplace of the Red Cross in 1863 in Geneva
- The Broken Chair, a monumental symbol against the use of landmines



/ A city with a vibrant cultural life

/ 40 museums in Geneva... 4 of them unique in the world

- **Museum of the Reformation**
 - Showcases the living history of Geneva and the Reformation
- **International Red Cross & Red Crescent Museum**
 - Three separate areas developed by a well-known exhibition architect from a different cultural background
- **Patek Philippe Museum**
 - Offers an extraordinary display of watches
- **Fondation Martin Bodmer**(Museum and Library)
 - Among the largest private libraries in the world, displaying a rare and original 1200 old Quran




/ 40 museums in Geneva...

Cultural highlights

- **Ethnography Museum Geneva (MEG)**
 - One of Switzerland's most important ethnographic collection
- **Modern and Contemporary art museum (Mamco)**
 - Switzerland's largest modern and contemporary art museum
- **Bains district**
 - Full to the brim of culture and nightlife
- **Museum of Natural History (Museum)**
 - Switzerland's largest natural History Museum, with an exhibition area of 8,000 m²
- **Maison Tavel** the museum of daily life in Geneva





/ Haute Cuisine and local delicacies: a perfect blend

/ The gourmet capital of Switzerland

- 2000 restaurants, of which 140 are ethnic representing 30 nationalities
- 60 restaurants awarded by the Michelin and Gault Millau guides
- 30 master chocolatiers – 1 Geneva based chocolate factory (Favarger)
- Geneva wine trail: the longest vineyard walk in Switzerland!

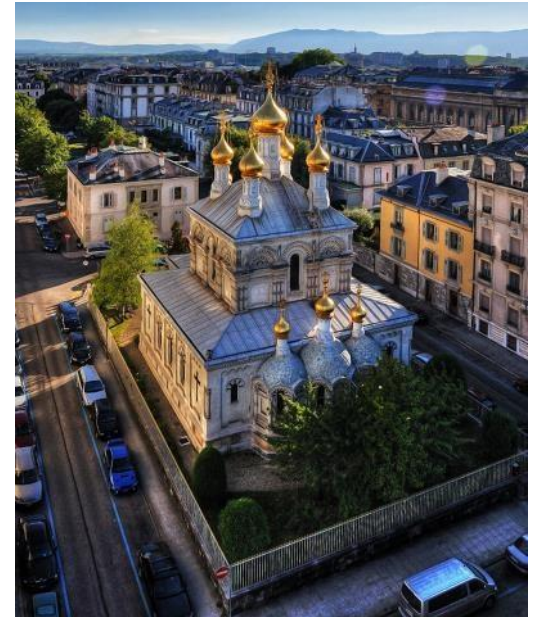




/ An interfaith meeting place

/ A city of world citizens living in harmony

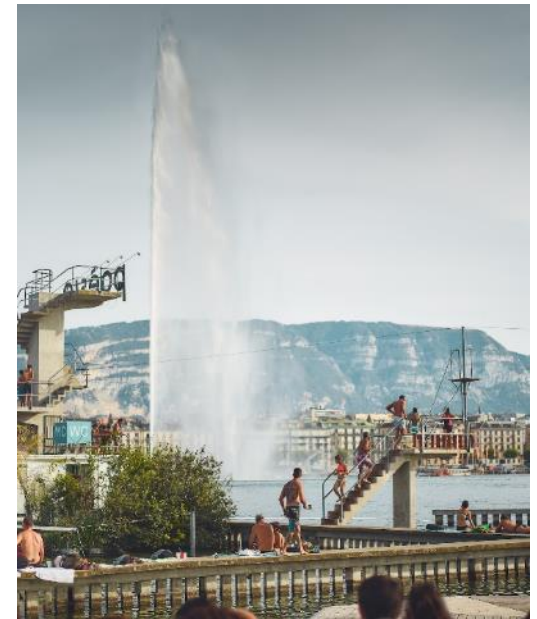
- A multicultural environment with over 40% foreigners from all continents
- A place where the world's cultures and religions are all respected
- Known as the “Protestant Rome”, the city played a pivotal role in the history of Reformation
- An important stop on the pilgrimage to Santiago de Compostela



/ An oasis for your well-being

/ Well-being at its best

- Geneva ranks among the top 10 cities in the world for its exceptional quality of life
- 3rd city with the most green space around the world by MIT
- 20% of the city is composed of parkland - representing 310 hectares
- Luxurious SPA's a delight-filled Geneva Experience
- Refreshing dive into the lake in the heart of the city





/ How to make money?

/ Be smart, get cheaper room nights

- Book the hotel during the right time:
 - **Weekends**
 - Low seasons, very attractive rates:
 - **in July, August, November and December**



/ Special deals on products

- **Geneva Pass – Explore without limits**
 - More than 50 selected tourist attractions
 - More than 30 offers free of charge
 - Public Transport included throughout Geneva
 - 20% COMMISSION to travel agents. Order to: sales@geneve.com



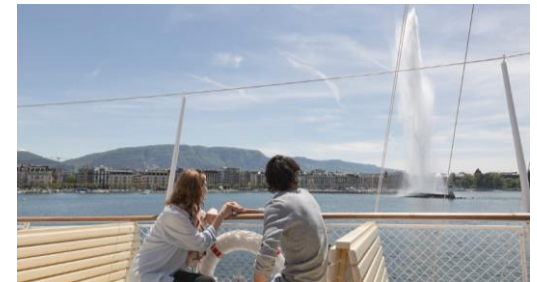
/ Very attractive packages

- **By price**
 - Half price
 - Pay less, get more
 - Stay 3, pay 2

- **By theme**
 - Intensely cultural
 - Easy Break
 - Weekend Shopping
 - Romantic Weekend
 - Geneva Outdoors

- **By event**
 - Geneva International Motor Show
 - Christmas Market

- **All special deals**

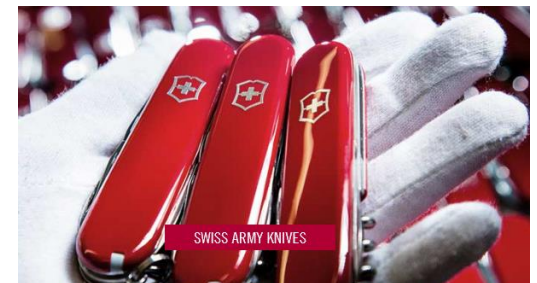




/ Must-do experiences!

/ Geneva exclusive - Luxury experiences

- Discover the unique and exclusive world of Swiss watchmaking
- Create your own [personalised Swiss watch](#) at Initium workshop
- [Helicopters tours](#) of the Mont Blanc and other neighbouring regions
- Take a test drive in [exclusive cars](#)
- Personalize your own “[Original Swiss Army Knife](#)”
- [Exclusive shopping](#) at Bongénie, the biggest upmarket department store in Switzerland



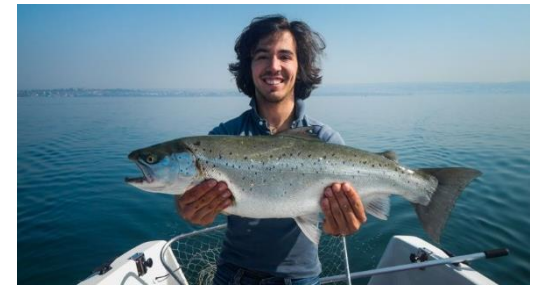
/ Geneva exclusive - Gourmet experiences

- Experience a [Fondue cooking class](#) at Edelweiss Restaurant
- Taste a [Gourmet Picnics](#); Organized by many of our luxury hotels – a chance to enjoy our beautiful parks along the shores of Geneva
- [Chocolate workshop](#) - by Stettler, Du Rhône Chocolatier or La Bonbonnière
- Discover the world of bees during an open-air [workshop](#) and taste Geneva honey



/ Geneva exclusive - Lake experiences

- Private boat [fishing trip](#) on Lake Geneva, by genevaboats
- Cruise of one or more days on a luxury [catamaran](#), with Floatinn
- Fly over the lake in [wake foil](#)



/ Winter experiences

/ Our winter activities

- New Christmas Market at Bastions Park
 - December 2019
 - Christmas Village on 8'000 square meters
- Ice skating, outdoor & indoor
- Snowmobile & Dog-sledding Hiking in the region
- [Helicopter tour](#) to the Mont Blanc
- Day excursion to [Glacier 3000](#)
- Cheese fondue [cooking class](#)
- More [winter activities](#) on our website





A city with a non-stop entertainment program

/ Dates to book – January to May 2019

- **29th International Fine Watchmaking Exhibition (SIHH)**
 - SIHH has made its mark as the reference among international fine watch shows by building on a unique concept that fulfils the expectations of exhibitors and visitors alike.
 - **January 17th, 2019 (open to the public)**
- **Artgenève**
 - Art exhibition which welcomes international galleries and also devotes a large area to public and private collections.
 - **January 31st- February 03rd, 2019**
- **89th Geneva International Motor Show**
 - The world's fifth largest
 - **March 7th-17th, 2019**
- **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 Marathon for UNICEF**
 - One of the most beautiful marathons in Europe.
 - **May 11th-12th, 2019**
- **Open Cellar Day**
 - A unique event in the heart of the beautiful Geneva's countryside. Geneva's wineries open their doors to share their passion and present wines made from the previous year's harvest.
 - **May 25th, 2019**



/ Dates to book - June to September 2019

- **Bol d'or Mirabaud Regatta**
 - Europe's biggest lake regatta with over 500 sailboats and participants from all over the world.
 - **June 14th-16th, 2019**

- **Geneva Summer Events**
 - Open-air music and movie screenings, free concerts, lazy evenings spent on breathtaking terraces.
 - **July-August, 2019**

- **Geneva Street Food Festival**
 - Opportunity to discover great food trucks and restaurants, as well as a new kind of gastronomy.
 - **June & September, 2019**

- **Laver Cup**
 - Geneva is hosting the newest event in world tennis. A three-day tournament featuring six of the best European players and six of the best players in the world
 - **September 20th-22nd, 2019**



/ Dates to book – October to December 2019

- **Chocolate Rally**
 - Grab your Chocolate Passport and ride through the city of Geneva to discover its chocolate makers.
 - **October 5th, 2019**

- **Christmas Market**
 - At Bastions Park.
 - **December, 2019**

- **59th Geneva International Horse Jumping Competition**
 - Created in 1926, the CHI Geneva is one of the world's most prestigious equestrian competitions.
 - **December 12th-15th, 2019**

- **The “Escalade” Celebration**
 - Turn back to revisit 17th century. More than 1'000 costumed participants parade on the occasion of Europe's greatest historic re-enactment.
 - **December 13th-15th, 2019**





/ Geneva at your fingertips

/ The Geneva Amazing Experiences

- 8 FREE mini-guides offering amazing experiences tailored per market
- Each edition highlights the Geneva's Top10 attractions
- Published in 8 languages: ARA,CHI,ENG,FRE,GER,POR,RUS,SPA
- Download [PDF version](#)
- Available at our Tourist Information Centre and in some hotels



/ All information you need on our website

- www.geneve.com
- Information in 8 languages
- [Travel Trade section on our website](#)
- [Online image and video library](#)
- [Online booking for activities](#)



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/ The city for business meetings and conventions

/ Geneva Convention Bureau

- The Geneva Convention Bureau offers assistance and services free of charge
- Several conference centers in Geneva, including:
 - PALEXPO, the largest exhibition centre under one roof in Switzerland (106'000 s.q.m. of exhibition /2'500 pax in the conference centre)
 - CICG (4'000 s.q.m. of exhibition /2'200 pax)
 - 36 conference hotels 3* to 5*
- Various and original venues for events
- 125 hotels and 10'000 rooms
- Largest hotel in Switzerland with 496 rooms



GENEVA/LIVE

GENEVA/ND SEE YOU SOON

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