



**Switzerland.**



**Switzerland.**

# Lake Geneva & Matterhorn Region.

with Kristelle Charré and Emilie Morard





**Switzerland.**

# Switzerland update.

**What is open and when:** [MySwitzerland.com/where-and-when-is-what-open](https://myswitzerland.com/where-and-when-is-what-open)

**Updates on public transportation:** [www.mystsnet.com/en/news/corona/](https://www.mystsnet.com/en/news/corona/)

**Clean & Safe label:** [www.clean-and-safe.ch](https://www.clean-and-safe.ch)





# Our Trade Team in North America.

## New York



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Florin Eggenberger

## San Francisco



Mirko Capodanno

## Toronto



Pascal Prinz

## Swiss Travel System



Martin Oester



Isabelle Rapisarda



Fabia Imhof

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[www.myswitzerland.com/trade-us](http://www.myswitzerland.com/trade-us)



Win a Swiss Surprise Box.



# Are you the Winner?



**Switzerland.**

- 1. What is the name of the company that offers tours in luxurious buses?**
- 2. How long is the descent of the record-breaking zip line in Mont-Fort?**
- 3. How many grape varieties can be found in the Valais Matterhorn Region?**

Send your answers to [nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com) by Friday, September 25<sup>th</sup> 2020/ 12.00 pm

# E-Learning: “Switzerland Travel Academy”.

Complete six core modules in order to become a certified Switzerland travel expert and specialize in specific topics such as snow and winter activities:

[www.northamerica.switzerlandtravelacademy.ch](http://www.northamerica.switzerlandtravelacademy.ch)

Snow and winter activities



Graduate before Nov. 30, 2020 for a chance to **win a flight for two to Switzerland.**



Discover Switzerland Like Never Before

# SWISS PANORAMIC TOURS

WWW.SWISSPANORAMICTOURS.COM

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## OUR BUS

*You will ride in style in a luxurious bus equipped with a retractable roof, allowing you to enjoy your tour on a bright and pleasant day.  
And if the weather turns bad, you will still get to enjoy a unique private panoramic experience in a fully closed compartment, thanks to our glass panoramic roof.*

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***Wine Tour***  
CHF170.00

Indulge in the scenic beauty of Lavaux while both learning and tasting the locally made wine.

***Dinner Tour***  
CHF170.00

Savour some fresh locally caught Filet de Perche while experiencing the astonishing view over the Alps and the Lemman Lake.

***Fondue Tour***  
CHF170.00

Take our tour to the top of the mountain where you will be served a typical Swiss fondue overlooking the Alps and the Lake.

***Cheese Tour***  
CHF199.00

Explore Gruyere with its rolling green landscape and the peaks of the Fribourg Pre-Alps.

***Photo Tour***  
CHF50.00

Let us guide you through the most picturesque spots of Lavaux

***Geneva Wine Tour***  
CHF250.00

Indulge in the scenic beauty of Lavaux while both learning and tasting the locally made wine.

**SWISS PANORAMIC TOURS**

[info@swisspanoramtours.com](mailto:info@swisspanoramtours.com)

+41 76 488 37 59

[www.swisspanoramtours.com](http://www.swisspanoramtours.com)

*Enjoy breathtaking views*

# OUR PANORAMIC TOURS

Come and experience the amazing views of Switzerland with Swiss Panoramic Tours



*Why Choose Us*

# OUR VALUE

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## *360 - Degree Panoramic View*

You will always get the perfect view.



## *World Class Service*

We go the extra mile – every time – to make sure that each tour is perfect.



## *Luxurious*

Our Mercedes-Benz vehicles come equipped with comfortable leather seats.



## *Expert Guides*

Our tour agents are highly-skilled, knowledgeable



## *Weatherproof*

From our retractable roof, our bus is equipped to give you comfort during cold or hot days.



## *Secure Online Booking*

Your security and confidentiality is our highest priority.



# CONTACT DETAILS

**Swiss Panoramic Tours**

[info@swisspanoramictours.ch](mailto:info@swisspanoramictours.ch)

<https://swisspanoramictours.com>

+41 76 488 37 59



# Le Mirador Resort & Spa\*\*\*\*\*



**Switzerland.**

Built in 1904, this first-rate hotel was renovated in 2009. The hotel is an extension of Givenchy Spa and has a centralised infrastructure. Spectacular location on the magical Mont Pèlerin above Lake Geneva with stunning lake and mountain views in the midst of the Lavaux UNESCO World Heritage Site.

- 66 rooms
- Givenchy Spa
- Restaurant with lake and mountain view





# Le Mirador Resort & Spa\*\*\*\*\*



Switzerland.

## Spa & Vitality Hotels

Contact and further information:

- +41 (0)21 925 11 11
- reservations@mirador.ch
- <http://www.mirador.ch/>



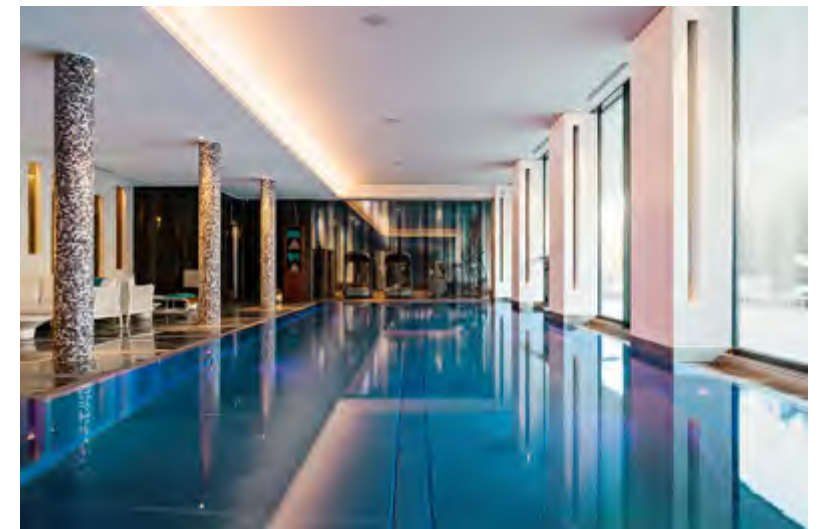
# Royal Savoy Hotel & Spa\*\*\*\*\*



**Switzerland.**

Here in the heart of Lausanne, is a spectacular Art Nouveau style five-star hotel The Royal Savoy. Originally built in 1909 and painstakingly restored to its pristine beauty in 2015, this Hotel is now a landmark representing luxury and style complemented by an elegant yet contemporary design.

- 196 rooms
- Brasserie du Royal with four dining rooms
- Royal Spa



**#INLOVEWITHSWITZERLAND**



# Royal Savoy Hotel & Spa\*\*\*\*\*



Switzerland.

## Spa & Vitality Hotels

Contact and further information:

- +41 (0)21 614 88 88
- info@royalsavoy.ch
- http://www.royal-savoy.ch/

Special Offer	
Offer:	Overnight stay in the room with upgrade Half bottle of wine in your room upon arrival 3 course menu including wine pairing at the Brasserie du Royal (one Menu per person, per stay) Breakfast served at Brasserie du Royal Unlimited access to the Spa du Royal including pools, steam rooms, saunas, Jacuzzis Free Wi-Fi Nespresso machine with selection of coffee and tea Transport card for the public transportation of Lausanne Private transfer in a chauffeur driven car to a winery located in UNESCO World Heritage Site, LAVAUX Presentation of the exclusive winery overlooking Lake Geneva and Alps and the famous terraced vineyards Vineyard picnic lunch of local meats and cheeses served by the host or wine maker Chocolate pairing with red wine Pick-up by your chauffeur for a short "photo moment" visit to a nearby lakeshore village Return to the Royal Savoy and Lausanne by private car
Price:	<b>Starting from USD 1,330 / CAD 1,770 for double occupancy</b>
Travel Period	Available throughout the year. Reservation minimum 3 days prior to arrival. Available Monday to Saturday. Visits on Sundays and during harvest season will incur an extra fee. Prices are per room per night, including VAT, excluding city tax of CHF 4.20 per person per night. <b>This offer is valid upon request and subject to availability. Available until December 31st 2020.</b> Offer not to be combined with any other offer or promotion. Valid for all new reservations. General terms and conditions of the Royal Savoy Hotel & Spa Lausanne apply.
Commission for Travel Agents:	<b>10% on the net rate excluding taxes</b>
How to Book	reservations@royalsavoy.ch

# Welcome to the Lake Geneva & Matterhorn Region!

Geneva - Lausanne-Montreux Riviera - Valais Matterhorn Region





# Your hosts for today



**Kristelle Charré**

Market Manager, North America  
Geneva Tourism & Conventions  
Geneva, Switzerland

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GERMANY



AUSTRIA

FRANCE



cities	airplane	train	car
London	1.20 hrs	7.15 hrs	20.2 hrs
Paris	1 hr	3.25 hrs	7 hrs
Milan	1 hr	2.15 hrs	1 hr
Frankfurt	1.15 hrs	5 hrs	5.8 hrs
Vienna	1.40 hrs	11 hrs	10 hrs

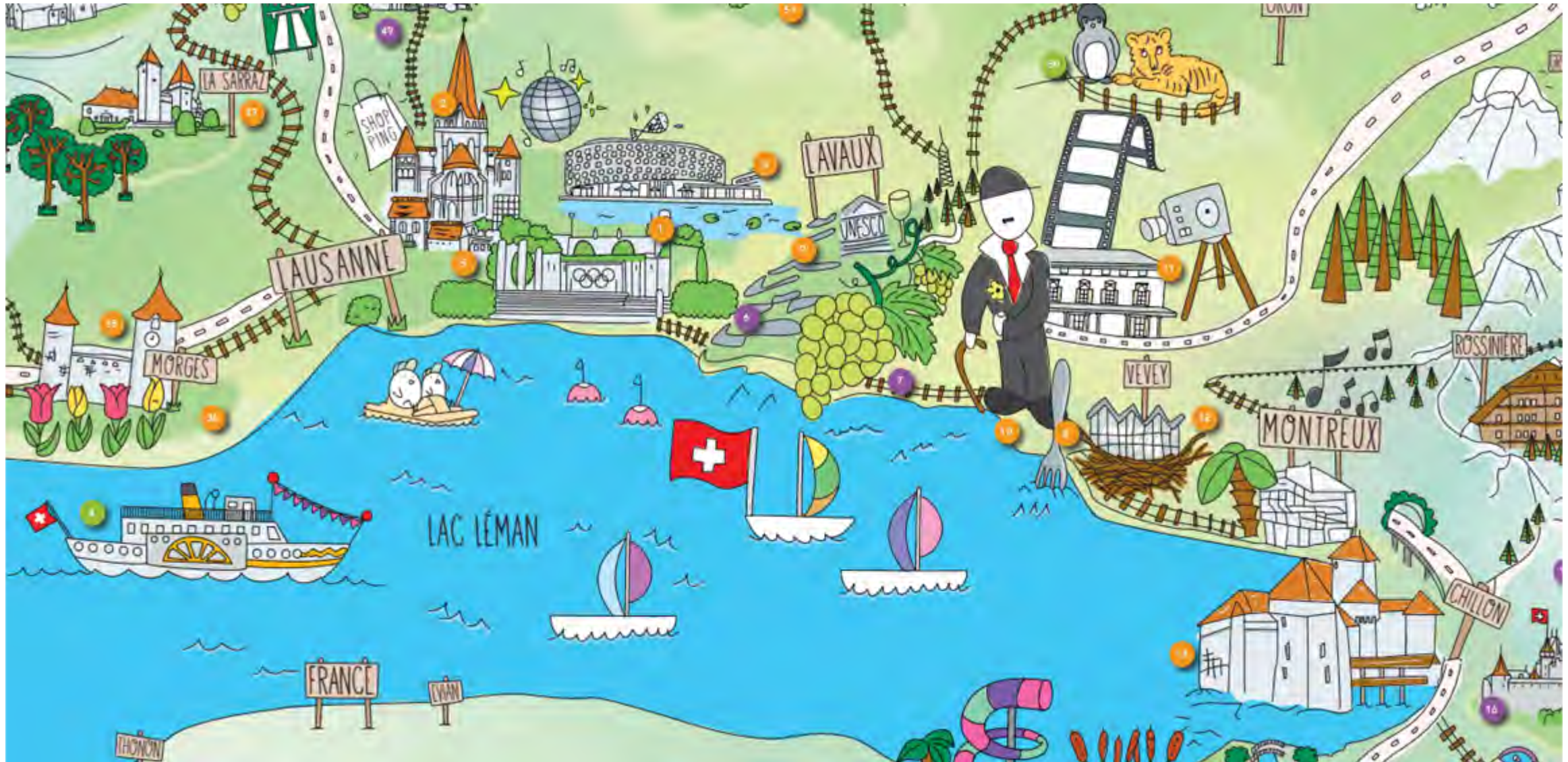


# The city of Geneva





# Canton of Vaud - Lake Geneva Region





# The Valais Matterhorn Region





# Fall - Gastronomy & Wine Season



- Lake Geneva & Matterhorn Region represents 68% of vine production in CH.
- UNESCO World Heritage Site of the terraced vineyards of Lavaux
- 55 grape varieties in the Valais Matterhorn Region
- Gault & Millau & Michelin starred restaurants: Geneva: 50+, Lake Geneva Region: 101, Valais Matterhorn Region: 72



©Valais/Wallis Promotion - Sedrik Nemeth

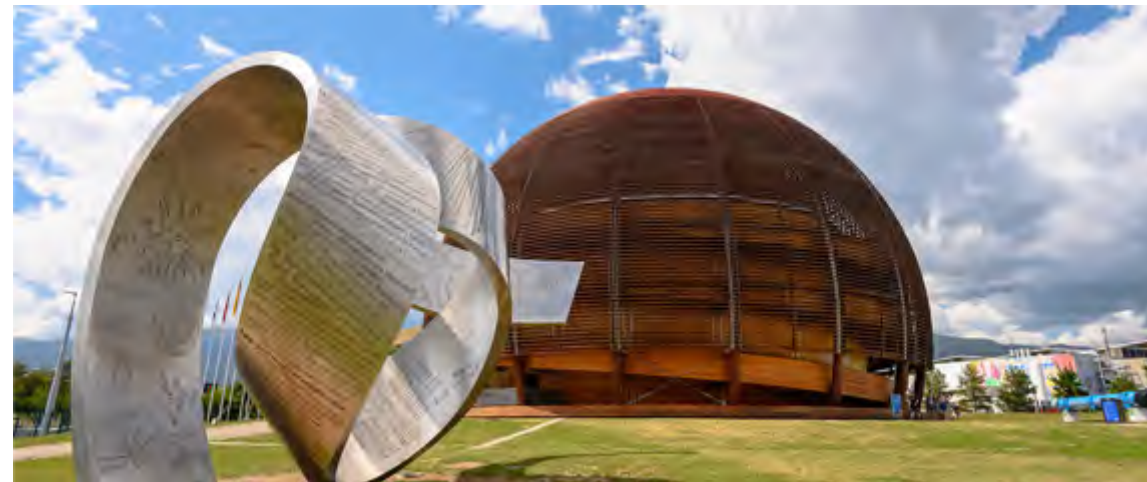
- 8 PDOs/PGIs label products in the Valais Matterhorn Region: Raclette cheese, dried meat, cured ham and cured bacon, rye bread, Mund saffron, apricots and pear brandy
- 4 PDOs and PGIs label products in Lake Geneva Region, Gruyère cheese, Vacherin Mont-d'Or cheese, L'Etivaz cheese, Saucisson Vaudois (local sausage), Huile de Noix (Walnut oil) and Saucisse aux Choux (Cabbage sausage).



# Geneva – Top experiences



Take a ride on our “Mouettes Genevoises”!  
From USD 3.30 – CAD 4.35 or free with your Geneva Transport Card



CERN guided tour (reopening soon)  
Free of charge but online booking appointment are mandatory



Introduction to Haute Horlogerie workshop: Make your own Swiss watch!  
From USD 350 – CAD 466 [www.initium.ch](http://www.initium.ch)



Enjoy a cheese fondue while discovering Geneva on a Tuk-Tuk!  
From USD 200 – CAD 275 (up to 4pax) [www.taxibike.ch/restotuk](http://www.taxibike.ch/restotuk)



# Canton of Vaud - Lake Geneva Region – Top experiences



Discover the Olympic spirit at the Olympic Museum  
From USD 15 – CAD 19 - Free entrance with SwissTravelPass



Glacier 3000: explore the eternal snow  
From USD 53 – CAD 69



Travel with style on a Belle-Epoque steamboat  
From USD 19 – CAD 25 - Included in SwissTravelPass



La Maison Caillers – Chocolate factory  
From USD 12– CAD 15



# Valais Matterhorn Region – Top experiences (10pax+)



**SAAS-FEE:** transfer to the highest revolving restaurant in the world, visit of the Ice Pavilion and 3-course lunch: USD 76 – CAD 101



**BARRYLAND:** visit of the museum, 30-minute walk with the dogs and 3-course lunch: USD 32 – CAD 43



**LEUKERBAD,** the largest wellness resort of the Alps: 3-hour wellness experience with 3-course meal : USD 48 – CAD 63



**VERBIER:** Return cable car ride to the Mont-Fort viewpoint (3,330m / 10,925 ft), welcome drink and cheese fondue: USD 59 – CAD 59

# Winter Experience Valais Matterhorn Region – news: Glacier hike for everybody & record-breaking zip line



## Glacier hike for everybody in Saas-Fee

- Hotel - Glacier - Hotel in 3 hours
- Guided by Swiss mountain guides
- FIT USD 115 / Groups USD 106
- Hiking shoes not included, can be rent for USD 16



## Record-breaking zip line Mont-Fort.

- Highest zipline of the world
- Inaugurated in Summer 2020, open summer & winter
- Starting from Mont-Fort at 10,826ft / 3,299 m
- Thrilling descent of 0.8699 miles / 1.4 km at over 62mph / 100 kmh



# Lake Geneva & Matterhorn Region – Hotel news



New 5 stars - Opening Spring 2021  
The Woodrow Geneva\*\*\*\*\*s

Guerlain Spa  
Atelier Robuchon  
[www.woodrow.com](http://www.woodrow.com)



New 4 stars - Open since 1 Sept  
CitizenM Geneva \*\*\*\*

144 rooms  
Location in the city center  
<https://www.citizenm.com/hotels/europe/geneva/geneva-hotel>

Hotel des Horlogers  
Audemars Piguet



New 4 stars sup - Opening 2021  
Hotel des Horlogers\*\*\*\*\*s  
Le Brassus Vallée de Joux

50 rooms combined with the  
Audemard Piguet  
Museum next door  
<http://www.leshorlogers.ch/>



New 4 stars –Opening Dec. 2020  
VIU Hotel \*\*\*\*  
Villars

60 rooms - Spa - 2 restaurants  
<http://www.hotelviu.ch>

## Insider tips



Carouge. A Mediterranean village,  
with its charming market



Chaplin's World, above Vevey



Brig and the 17th century Stockalper Palace



# 3 days in the Lake Geneva & Matterhorn Region: Fall



## Day 1



The Jet d'Eau, Geneva



Red Cross Museum, Geneva

## Day 2



Lavaux Vineyard



CGN Belle Epoque boat on Lake Geneva

## Day 3



Wine experience, Les Celliers de Sion



Aletsch Glacier, the longest glacier of the Alps



# 3 days in the Lake Geneva & Matterhorn Region: Winter



## Day 1



Discover the Old Town of Geneva



Patek Philippe Museum

## Day 2



Chillon Castle Montreux



Peak Walk, Glacier 3000

## Day 3



Région Dents du Midi, world's largest intl. ski area



Matterhorn and the Gornergrat Bahn



# Contact details



## Valais Matterhorn Region

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[www.visitvalais.ch](http://www.visitvalais.ch)

[Instagram.com/valaiswallis](https://www.instagram.com/valaiswallis)  
[Facebook.com/valaiswallis](https://www.facebook.com/valaiswallis)  
[Twitter.com/valaiswallis](https://twitter.com/valaiswallis)  
[LinkedIn.com/company/valaismatterhornregion](https://www.linkedin.com/company/valaismatterhornregion)  
[Youtube.com/valaiswallis](https://www.youtube.com/valaiswallis)

Download our Sales Manual [here](#)

## Geneva Tourism

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[Facebook.com/genevatourism](https://www.facebook.com/genevatourism)  
[Twitter.com/genevetourisme](https://twitter.com/genevetourisme)  
[LinkedIn/geneva-tourism-&-conventions](https://www.linkedin.com/company/geneva-tourism-&-conventions)  
[Youtube.com/genevatourism](https://www.youtube.com/genevatourism)

Download our Sales Manual [here](#)

## Lake Geneva Region Tourist Office

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[www.lake-geneva-region.ch](http://www.lake-geneva-region.ch)

[Instagram.com/myvaud](https://www.instagram.com/myvaud)  
[Facebook.com/regionduleman](https://www.facebook.com/regionduleman)  
[Youtube.com/regionduleman](https://www.youtube.com/regionduleman)

Download our [Sales Manual](#)

# Thank you for your time!





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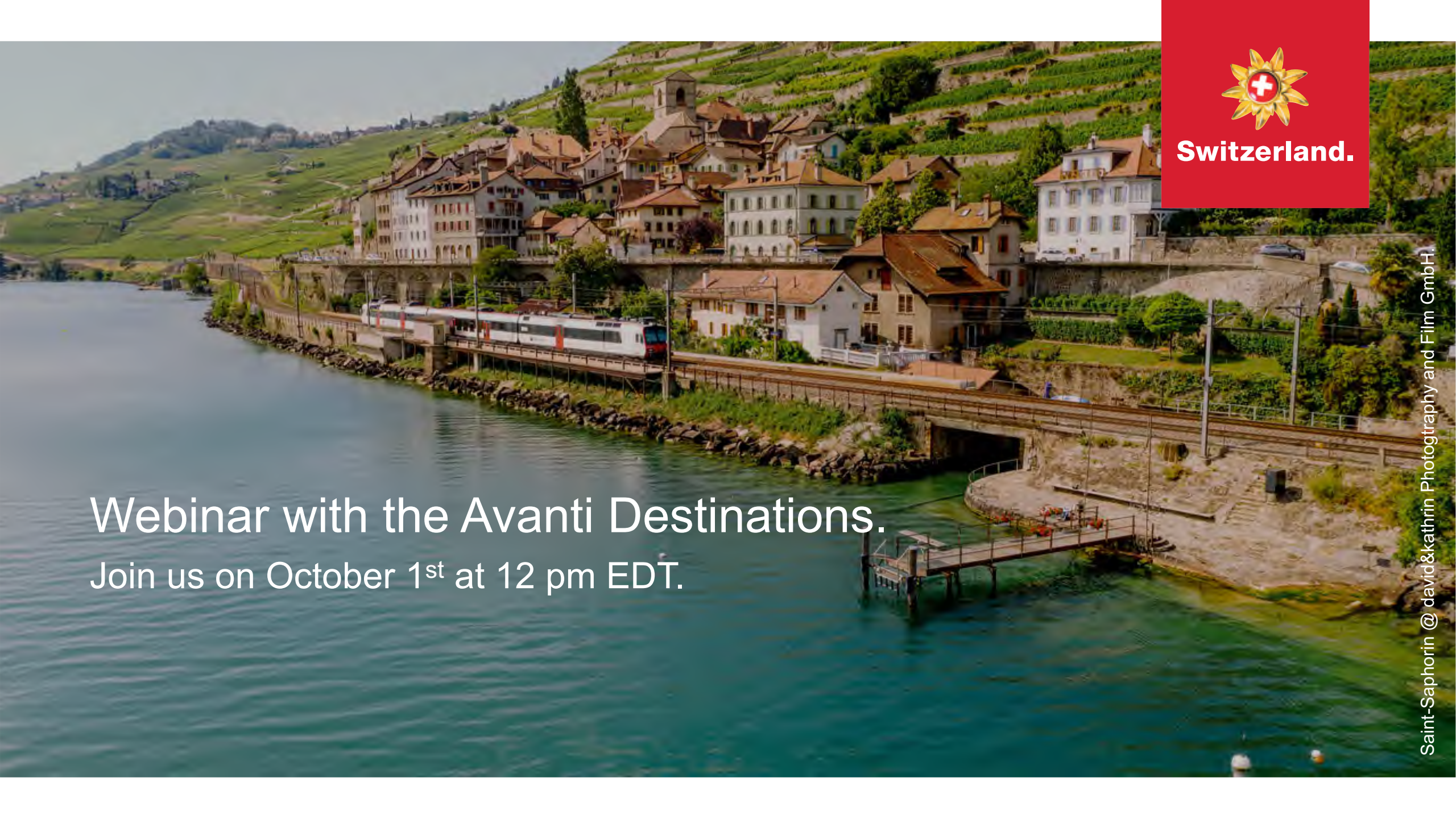
# Questions.



**Switzerland.**







Switzerland.

Webinar with the Avanti Destinations.

Join us on October 1<sup>st</sup> at 12 pm EDT.



**Switzerland.**