



Welcome to the land of meetings.

In Switzerland, we have a long tradition of bringing people together to negotiate agreements, share know-how, celebrate achievements, develop strategies and dream up new ideas.

Today we can offer you some of the world's finest meeting venues: state-of-the-art facilities promising professional expertise in all areas. You'll enjoy an inspiring setting for your gathering, along with all the benefits of a country famous for its reliability and exacting standards.

We have a dedicated team of experts who know every aspect of the meetings industry: let us help you make your event a resounding success!

Jürg Schmid
CEO Switzerland Tourism

Barbra Steuri-Albrecht
Head of Convention Bureau



Simple, fast and free: the ultimate planning tool.

Create professional proposals for your next event in Switzerland using the free online Meeting Planner at [MySwitzerland.com/meetingplanner](https://www.myswitzerland.com/meetingplanner). With just a few clicks you can compile a package including venues, social programmes, transfers and reference rates and share it via a link or as a PDF.



Tremola with panorama, Ticino
© Nico Schärer

The route of the Asia Trophy 2016.

Along the way you will get to know Switzerland, its history, traditions and culture, as well as its role as a meeting and incentive venue. There will be different tasks to be completed: creativity and teamwork will be needed!



Day 1.

Zurich – Lucerne
Lucerne – Mt. Rigi

Day 2.

Lucerne – Bellinzona
Bellinzona – Lugano

Day 3.

Lugano – Mount Tamaro
Mount Tamaro – FoxTown

Unconventional Switzerland.



The Switzerland Convention & Incentive Bureau (SCIB).

Your one-stop solution

We offer the following assistance in the planning of any type of event with no obligation or cost on your part:

- Research appropriate destinations and venues
- Refer contact details
- Assist with site inspections
- Provide access to online picture & video library
- Offer case-by-case support

1 Public transportation.

Easy access

- 2 international airports (Zurich–Geneva)
- 10-minute ride by train from airports to downtown
- 2 integrated public transportation systems

2 Small country, yet diverse.

Variety in a compact space

- Population of 8.1 million
- 15,940 mi² / 41,280 km² (less than one third of NY State)
- 4 languages (German, French, Italian, Romansh)
- 4 seasons
- 5 neighbouring countries
- Palm trees to glaciers, cities to villages, mountains to lakes



3 Expert knowledge.

Switzerland means business

- 800+ international headquarters in Switzerland
- Greatest density of biotech companies in the world
- Vast number of international companies in
 - micro-technology
 - medical technology
 - pharmaceutical
 - banking
 - IT & communication technology – insurance (world's third most important centre for insurance companies after London & New York)

4 Time for a bit of trivia.

Did you know?

- 1st James Bond girl was Swiss: Ursula Andress in “Dr. No”
- The Internet was invented at the CERN, Geneva
- Only about 2% of Swiss wine gets exported
- Highest railway station in Europe: Jungfrauoch 11,388 ft / 3,471 m
- Famous Swiss people include Le Corbusier, Herzog & De Meuron, Alberto Giacometti, Bertrand Piccard, Nicolas Hayek, Henri Nestlé, Marc Foster, Jean-Jacques Rousseau and Roger Federer
- Each Swiss person eats an average of 26 lbs / 12 kg of chocolate per year



5 Switzerland at its best.

And the winner is...

- 1st position in the Global Innovation Index (since 2011)
- 1st position in the Yale Environment Performance Index, 2nd in the Legatum Prosperity Index (2015)
- Top position in the Mercer Quality of Life surveys
- Zurich Airport as Best European Airport (2015 World Travel Awards for the 12th time in a row!)
- "Green'n'Clean" Awards for 5 Swiss music festivals

6 Environmentally conscious.

Green oasis

- 9 entirely car-free destinations
- Recycling from individuals to hotel chains: 96% old glass and 83% PET containers are recycled
- 30% of the country is covered by forest/ woodland
- Rail network 3,100 mi/ 5,000 km, practically all electrified



7 Added value.

Good to know

- Lowest VAT in Europe (3.8%)
- Breakfast usually included in room rate
- Free public transportation in numerous destinations
- Tipping included



8 What to look forward to.

Venue opening

- Kameha Grand Zürich****, 245 rooms, Zurich, February 2015
- Aquatis Hotel*** & Conference Center, 143 rooms and huge aquarium, Lausanne, spring 2017
- Bürgenstock Resort****, Lake Lucerne Region, 3 hotels with a total of 368 rooms, 2017
- The Circle (two Hyatt hotels with 550 rooms & conference facilities), Zurich, 2018
- Mövenpick Hotel****, 260 rooms, Basel

All information is correct at the time of printing (April 2016), but subject to change.



Kursaal, Bern Region

Inspiration for your next MICE group.



Small group (up to 100)

Meetings

Venue: Hotel Pilatus-Kulm ①	Lucerne
Gala dinner: Schweizerhof	Bern
Activity: Patek Philipp Museum	Geneva

Incentives

Highlight: Cheese cathedral ⑤	Gstaad
Gala dinner: Rigi in the cable car ②	Lucerne
Activity: Kambly factory	Bern

Congress

Venue: Congress Centre Rondo	Engadin St. Moritz
Gala dinner: Castles of Bellinzona ③	Ticino
Activity: Visit to ETH university	Zurich

Events

Venue: Tschuggenhütte ④	Arosa
Gala dinner: Waldhotel Flims	Flims Laax Falera
Activity: Cooking class at Fattoria Moncucchetto	Lugano





Big group (over 100)



Meetings

Venue: Congress Centre Basel	Basel
Gala dinner: Intercontinental ①	Davos
Activity: History of textiles ②	St.Gallen

Incentives

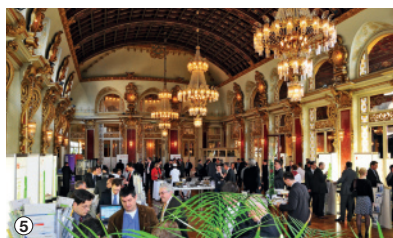
Highlight: Swiss folklore show	All over Switzerland
Gala dinner: On the steamboat La Suisse ③	Lausanne
Activity: Snow experience games	Bernese Oberland

Congress

Venue: Spreitenbach Arena	Zurich
Gala dinner: Bâtiment des forces motrices ④	Geneva
Activity: Segway city tour	Bern

Events

Venue: Congress Centre Kursaal ⑤	Interlaken
Gala dinner: Swiss Museum of Transport	Lucerne
Activity: Team building in a car-free village	Wallis, Zermatt





Swiss highlights.

Combine your next Swiss incentive trip with a unique event or a brand-new highlight: suggest your client the right date for an unforgettable experience.

Culture

2016

FIFA Museum in Zurich

World's first museum on the history of soccer

Kunstmuseum Basel

New building to extend the exhibition area

Nestlé Visitor Centre Vevey

Discover all about the multinational Swiss company

Chaplin's World

Opening of the museum dedicated to the life and times of Charlie Chaplin

Events

2017

Unspunnen-Fest Interlaken

Festival of traditional Swiss folklore, held only once every 12 years (August–September)

World Cup event

Ski in St. Moritz (February)

2018

World Cup event

Mountain bike in Lenzerheide (summer)



Alpine Ski World Cup, Adelboden, Bernese Oberland

Fairs

Every year

Basel World

The microcosm of the watch and jewellery industry, where all players of the industry showcase their creations and innovations (March)

Geneva International Motor Show

Major international show of the car industry (March)

Congresses

2016

International Conference on Digital Preservation (iPRES), Bern (October)

2017

13th International Stereoactic Radiosurgery Society Congress, Montreux (May)

2018

World Congress of the International Hepato Pancreato Biliary Association – IHPBA, Zürich



KUONI group travel
experts

meetings and incentives
tailor-made

www.kuonigrouptravel.com



ONE-OF-A-KIND

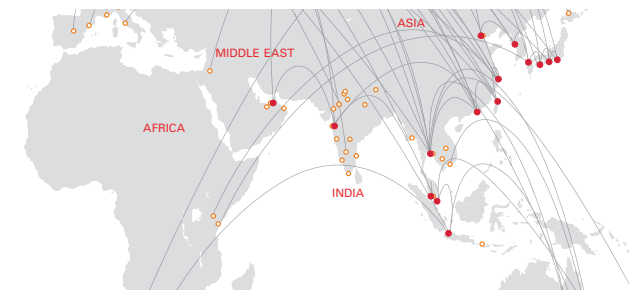
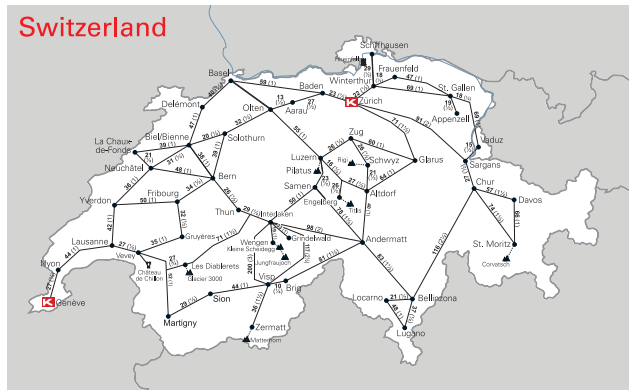
tailor-made solutions for your MICE business

Looking for expertise, in-depth knowledge and creativity for organising one-of-a-kind events?

Kuoni Group Travel Experts has evolved from the union of Kuoni Destination Management and GTA and their long heritage of providing tailor-made solutions for all kinds of projects from meetings and incentive trips to congresses and events.

Our local MICE experts connect you to one of the biggest meeting and incentive networks on the planet without costing you the overheads involved. Local experts in each destination lend you their knowledge, engineering tailor-made programmes and itineraries, versatile event proposals, logistical concepts and more.

Kuoni Group Travel Experts pride themselves on their ability to plan and execute a project with precision and finesse, crafting exciting and innovative experiences, tackling logistics and ensuring support from the moment an idea germinates to the final farewell.



RELIABILITY

helping you be your best

In your fast moving, competitive market, prices are of paramount importance. Your clients bargain hard and we understand that if prices do not meet their expectations, they will go elsewhere, regardless of the programme's quality. Our global purchasing power gets you competitive and attractive prices for accommodation and local services, so you can make your clients an offer they cannot refuse. Our long-standing relationships - built on the mutual understanding of each other's needs- mean sustainable success for us all.

Kuoni Group Travel Experts are supported by lightning fast technology that draws on our vast portfolio of accommodation, travel services and experiences to create relevant MICE solutions. Competitive quotations and tailor-made proposals give you all you need to maximise your success. Tried and tested, efficient workflows mean we spend less time dealing with internal process and more time supporting you.



ADVANTAGE

we understand you

If you have an unbeatable idea for a unique occasion in practically any destination on the planet, then a quick call to a Kuoni Group Travel Expert in one of our local sales offices could make it happen. Let us tell you of our local experts, who are equipped with insider knowledge and specialist insight from a wide range of destinations. They are just two of the benefits of our unrivalled global network. Let us show you how we produce creative and flexible recommendations that will inspire your customers and suit your needs. If you have a destination in mind, our teams understand the importance of the right price and will negotiate keenly to create an inspiring tour that meets your desired budget. If you're not sure where to start or what it might cost, we can take those vague impressions and help you turn them into concrete itineraries and an unforgettable experience, whatever the size of your group.



the ultimate glacier experience

LES DIABLERETS, SWITZERLAND

A leading car manufacturer from Indonesia invited its best dealers for an unforgettable trip to one of the top destinations in the Swiss Alps, Glacier 3000.

The main purpose of this incentive project was to thank all the dealers for their tireless efforts and loyalty to the company. The large group was split into different smaller groups who enjoyed various activities such as a helicopter flight, a ride over the glacier in the Snow Bus, an exciting dog sled ride, playing snow miniature golf and hiking up to the View Point or along the Glacier Walk. Some participants even rode the Alpine Coaster (the world's highest bobsleigh track) for an adrenaline rush. To complete the experience, a spread of Swiss delights and wine was served to guests for lunch at the mountain-top restaurant.

Kuoni Group Travel Experts from our sales office in Singapore headed the project and handed it over to our Swiss team for execution half a year prior to the event. The team carried out on-site preparations with excellent destination and supplier knowledge.



have your own swiss village

GRUYÈRES, SWITZERLAND

The town of Gruyères in Switzerland, set in a green Alpine landscape, has attractive picturesque architecture, craft trades and charming hotels and restaurants. It is a former country capital, surrounded by walls and built around its marketplace. Enter the town gates and this special place carries you back through time, into the very history of the Middle Ages.

Kuoni Group Travel Experts use this spectacular place to host some of our most prestigious clients from Asia and other parts of the world, converting it into their very own 'Company Village'. The aim of the Gruyères village event concept is to expose our guests to Swiss folklore and traditions in a very exclusive and interactive manner. Have you ever milked a cow? Or got 'hands on' to shape a loaf of Gruyère cheese? Do you know how difficult it is to blow a Swiss Alphorn or to throw a Swiss Flag? This event gives you enjoyable answers to all these questions.

The event can be rounded up with a Gala Dinner on the town square under the stars, with fireworks to surprise your guests.

If you prefer to have a more informal Swiss culinary experience, we can host your clients in the restaurants surrounding the old town square. A Swiss degustation menu includes Swiss fondue, Raclette, Rösti, sausages and all sorts of delicious chocolate desserts.

KUONI group travel experts



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Travel via Zurich to 103 destinations worldwide
 SWISS offers a finely meshed route network of some 103 destinations worldwide and a popular home base in the heart of Europe: Zurich Airport. A modern infrastructure, short walking distances, and optimum transfer times make Zurich Airport a popular hub in European and intercontinental air transport. It facilitates a seamless trip with SWISS and Star Alliance member airlines. Benefit from a coordinated flight network with more than 1,300 travel destinations.

A schedule that makes the most of your time

Destination	Flight	Departure	Arrival
Bangkok – Zurich**	LX181	13:05	19:35
Zurich – Bangkok**	LX180	17:50	09:15*
Beijing – Zurich	LX197	06:45	11:20
Zurich – Beijing	LX196	13:20	05:15*
Hong Kong – Zurich	LX139	23:35	06:10*
Zurich – Hong Kong	LX138	22:45	16:30*
Mumbai – Zurich	LX155	00:50	06:15
Zurich – Mumbai	LX154	09:45	21:40
New Delhi – Zurich	LX147	01:15	06:20
Zurich – New Delhi	LX146	12:45	23:55
Shanghai – Zurich	LX189	09:30	15:50
Zurich – Shanghai	LX188	13:05	07:05*
Singapore – Zurich	LX179	22:45	06:10*
Zurich – Singapore	LX178	22:45	17:20*
Tokyo – Zurich	LX161	10:25	15:50
Zurich – Tokyo	LX160	13:00	07:50*

Summer 2016 schedule

* next day

** effective 16 July, operated with Boeing 777-300ER

Our new Boeing 777-300ER shortens your long-haul route most incredibly.

A long-haul flight feels much shorter on the SWISS fleet's new flagship. With the latest touch and video screens, USB plus audio connections, as well as wireless Internet access in every class to provide best entertainment. And you can enjoy more privacy, comfort and legroom thanks to the state-of-the-art seating technology. **Find out more at swiss.com**



A STAR ALLIANCE MEMBER 

Our sign is a promise.



SWISS.

17



Our new twinjets give you double the flight comfort

Elevate your air travel experience

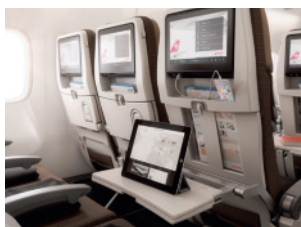
Your next flight just gets more enjoyable thanks to our nine new Boeing 777-300ER aircrafts. How? Let us count the ways. A totally redesigned cabin interior with more space and cushioning comfort. Wireless Internet connections in all classes. Bigger and better touchscreens and personal entertainment throughout the cabin. The Boeing 777-300ER gives off smaller carbon dioxide emissions too. There's truly something for everyone with our new twinjets – even the environmentally conscious.

We're obsessed with making time fly

The Boeing 777-300ER will fly our longest routes in hopes that the comfort of the plane will make them feel shorter. Here is the initial schedule: **Hong Kong service begins April 10th on Wednesdays, Fridays, and Sundays** and changes to daily service beginning May 9th. **Bangkok daily service begins July 15th.**

We look forward to welcoming you on board.

The Boeing 777-300ER: First class comfort in every class. We are neutral, after all.



SWISS Economy:

Comfortable & High-Tech

Stretch your legs. Relax into a seat that features innovative seat-cushion technology. Watch a movie on your personal 11-inch touchscreen with audio connections. Or plug in your own device to your seat's USB port and unplug from the world.

SWISS Economy is the kind of class with wireless Internet service. It's the kind of class with self-service kiosks so your cravings can be met outside of regular cabin service. And it's the kind of class we're proud to call economy class. Because it offers more comfort and entertainment than ever before.

SWISS Business:

Spacious & Individual

SWISS Business offers a modular seating configuration featuring double and single seat configurations for maximum privacy and freedom of movement. And if you don't feel like moving? Simply transform your seat into a two-metre fully flat bed. Adjust the firmness and softness of the seat cushion and sleep the flight away.

SWISS Business allows you to relax and enjoy a meal of the highest quality (or get some work done thanks to our wireless Internet). Whether you eat, sleep, work, or relax, you'll do it in the comfortable privacy that is the new SWISS Business.

SWISS First:

Discreet & Private

Bringing first-class products to the world is a Swiss tradition. Welcome to that tradition. In SWISS First, your seat is not just a seat. It's a private suite that includes a personal at-seat wardrobe with plenty of stowage space for all of your belongings.

When you fly SWISS First, you can adjust the level of light at all three of your windows thanks to your electro-mechanical window shades. This allows you to sleep peacefully or to fully enjoy the entertainment options your 32-inch video screen provides (the biggest in the airline industry). Full wireless Internet is also at your service as is our traditional Swiss hospitality.



SWISS, Valais



Grand Train Tour of Switzerland.

The Grand Train Tour of Switzerland comprises the most attractive panorama rail routes across the country. And best of all you need only one ticket – the Swiss Travel Pass.

1 From Zurich to St.Gallen

The route passes via Schaffhausen and Lake Constance to St.Gallen.

2 From St.Gallen to Lucerne

On board the Pre-Alpine Express through the Toggengurg region past Rapperswil to Lucerne.

3 From Lucerne to Montreux

The GoldenPass Line takes you to Interlaken and further on to Montreux on Lake Geneva.

4 From Montreux to Zermatt

Travel from Lake Geneva to Martigny – gateway to the Great St. Bernard pass and via Brig to Zermatt.

5 From Zermatt to St. Moritz

By the legendary Glacier Express from the Matterhorn village to Chur, then to St. Moritz.

6 From St. Moritz to Lugano

By Palm Express PostBus or by Bernina Express train to Tirano (Italy) then by bus to Lugano.

7 From Lugano to Lucerne

First a train trip along the old Gotthard route, then a cruise on Lake Lucerne.

8 From Lucerne to Zurich

From Lucerne to the centre of Switzerland's largest and most multicultural city.



[SwissTravelSystem.com/
grandtraintour](http://SwissTravelSystem.com/grandtraintour)



Swiss Travel System – enjoy Switzerland by public transport.

The key to Swiss public transport

In Switzerland, travelling by public transport is pure pleasure. A 26,000-kilometre transport network – covered by a single system. The Swiss Travel System is your way for trouble-free travel by train, bus and boat to every corner of the country.

Swiss Travel Pass – more than a ticket

With Swiss Travel Pass & Co travel by public transport is attractive, easy and trouble-free. Whether you travel on one of Switzerland's popular panorama routes, by PostBus over Alpine passes or set sail on a ship to new shores. And that's still not all. With a Swiss Travel System ticket come along other bonus benefits such as free admission to more than 480 museums nationwide and 50% off most mountain railways. Children under age 16 travel free of charge with the Swiss Family Card when accompanied by at least one parent.



Panorama pleasures

Panorama rail routes such as the Glacier Express or the Bernina Express have long enjoyed international acclaim. Discover the most attractive panorama routes in Switzerland – ten timeless treasures just waiting to be travelled.

[SwissTravelSystem.com/panorama](https://www.swisstravelsystem.com/panorama)

Baggage services

Enjoy your visit to Switzerland from the very first minute – without bothering about your baggage. Whether you're arriving, departing or already travelling, the Swiss Federal Railways (SBB) will ensure that your baggage arrives at your destination. Intact and on time.

[SwissTravelSystem.com/baggage](https://www.swisstravelsystem.com/baggage)

Contact details

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[SwissTravelSystem.com](https://www.swisstravelsystem.com)



Switzerland.
by train, bus and boat.

A scenic landscape photograph showing a red high-speed train crossing a multi-arched stone bridge over a river with white water rapids. In the background, a large, multi-story building with a red facade and a conical roof sits on a lush green hillside under a blue sky with light clouds.

Events and mobility solutions by train.

Enjoy good service as a group, travel sustainably and arrive well in your varied, exclusive or historic carriages and trains.

sbb.ch/en/charter

Enjoy good service as a group and arrive well.

There is no other country in the world where the train is used so much as in Switzerland, and no other country has such a comparable dense and attractive rail network. However, the train is not only used to reach the workplace or for leisure pursuits but also for events or sustainable and innovative mobility solutions by rail. And however you travel by train, our quality features are punctuality, safety and sustainability. In our varied, exclusive or historic carriages and trains, you should feel at ease, enjoy good service and arrive well. This is guaranteed when you place the organisation of your events and mobility solutions by train in our hands.



Events on trains. Celebrating together on the train.

Our events all revolve around the need to celebrate or the desire to organise a special meeting, seminar or a «moving» conference – in the truest sense of the word. You can create added value for your event thanks to the unusual and special atmosphere offered by our historic carriages and trains. When one of our vintage trains draws into the station, not only a piece of Swiss railway history is arriving but also a train offering an impressive setting for pleasant shared round trips, on-board presentations or exhibitions at the station.

Contact details.

SBB AG
SBB Charter
PO Box
8048 Zurich

Telephone 051 222 11 22
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sbb.ch/en/charter



Flight luggage. Travelling to and from Switzerland.

From abroad to Switzerland.

Your luggage travels via Zurich or Geneva Airport direct to your station in Switzerland or to your Swiss address, from any airport in the world, irrespective of the airline company with which you fly.

From Switzerland to abroad.

Check in your flight luggage conveniently at the station or at home. You will also receive the boarding card there with the required seat on the flight, and you therefore have more time on the day of the flight.

Prices.

- Per item of luggage: CHF 22
- Express flight luggage: additional set price of CHF 30 per dispatch
- Door-to-door flight luggage: additional set price of CHF 40 per dispatch
- Express door-to-door flight luggage: additional set price of CHF 70 per dispatch

You will find further information on [Flight luggage and Door-to-door flight luggage at \[sbb.ch/luggage\]\(https://www.sbb.ch/luggage\).](https://www.sbb.ch/luggage)





Market test.

Express door-to-door group luggage.

Express luggage.

As of 1 January 2017 a market test will be carried out. The Express door-to-door service for group luggage will be available for groups of 10 to 50 persons travelling through Switzerland by train, bus and boat.

Express door-to-door luggage.

The luggage is picked up at the hotel at 9 a.m. latest and delivered on the same day at 6 p.m. latest. 400 service points throughout Switzerland are available.

Price and booking details.

- CHF 200 per transport
- Book at least 5 days before transportation

You will find further information on luggage for groups of ten or more at sbb.ch/luggage.





Churchill Train, Rhine, Eastern Switzerland / Liechtenstein



View over the lake and city with KKL Lucern, Lucerne-Lake Lucerne Region

Lucerne.

The world-famous historic city lies in the heart of Switzerland. Because it encapsulates the best the country has to offer, Lucerne is popularly known as the “Switzerland within Switzerland”.

1 The walkable city

Lucerne is a city of short distances. Practically all of the hotels are within easy reach of each other on foot. Even the various congress centres are located in the city centre.

2 Easy reach

Lucerne is located in the heart of Switzerland and is easy to reach from all over the world. Located only one hour by direct train from Zurich Airport, it is perfect for national and international meetings.

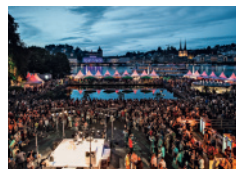
3 Excursion

Lucerne is second to none when it comes to excursion

possibilities. A cruise on the lake, a cable-car ride up a mountain or a visit to one of the museums – countless possibilities make every trip to Lucerne unique.

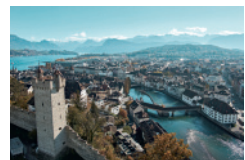
4 Festival city

Lucerne is home to a number of renowned international festivals such as the Lucerne Festival, one of the world's top classical music festivals. This makes a great side programme for any meeting.



5 History and modernity

In Lucerne, the charming Old Town perfectly complements the state-of-the-art meeting infrastructure. This combination makes every meeting in Lucerne an unforgettable experience.



LUZERN+
FACEBUE
THE CITY. THE LAKE. THE MOUNTAINS.

Lucerne Convention
Bureau CH-6002 Lucerne
Phone +41 (0)41 227 17 10
convention-bureau@luzern.com
www.luzern.com/business

Hotel capacity (rooms)

★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total region
301	1,498	609	692	3,100

Gala dinner venues

Name	Capacity (banquet)	Website
KKL Luzern	850	www.kkl-luzern.ch
Swiss Museum of Transport	360	www.verkehrshaus.ch
Grand Casino Luzern	400	www.grandcasinoluzern.ch
Château Gütsch	110	www.chateau-guetsch.ch
Lake Lucerne Navigation Company	300	www.schiffsmiete.ch
Tropenhaus Frutigen	120	www.tropenhaus-frutigen.ch

Restaurants for groups

Name	Capacity (banquet)	Website
Burgerstube	100	www.wilden-mann.ch
Stadtkeller	300	www.stadtkeller.ch
Hotel zum Rebstock	60	www.rebstock-luzern.ch
1871 Eat.Drink.Be.	120	www.1871.ch
Scala Restaurant	120	www.hotel-montana.ch



i Largest paddle-steamer fleet.

Did you know that Lake Lucerne is home to the largest fleet of paddle steamers in Europe? A total of five historic paddle steamers still cruise the lake. The oldest one has its origins in 1901 – that's Swiss quality for you!

Ideas for activities.

Culture: Lucerne Carnival

Every year the city of Lucerne becomes a madhouse for a week during Carnival in February or March. Everyone dresses up and celebrates in the streets while the “Guggenmusik” bands play their distinctive music on the city squares.



Outdoors: rope park on Mount Pilatus

Test your balance, coordination and head for heights at the largest rope park in central Switzerland as you clamber from one tree to the next on a variety of trails. For an extra burst of adrenaline, try the free fall from a 20-metre-high (65.6 ft) platform!

Active: guided city tour

On a city tour with an expert guide you'll learn interesting and fun facts about the history of Lucerne and the everyday life of its residents. The tours of Lucerne's famous sights and lesser-known corners are available in more than 14 languages.



Indoors: Swiss Museum of Transport

The most-visited museum in Switzerland is dedicated to the evolution of transport over the centuries, and features exhibitions on every subject from trains, planes and cars to submarines! Opened in 2014, the Swiss Chocolate Adventure is the newest exciting addition.

Tradition: Swiss folklore show

The Stadtkeller offers a delightful experience of Swiss popular culture during its folklore shows. Tuck into a tasty Swiss fondue as you enjoy the show on stage featuring Swiss dance, alphorn-playing and other typical traditions of the country.



Factory visit: the Kaltbach Caves

Have you ever wondered why our cheese has holes in it? Find out while visiting the extensive caves in Kaltbach, where the world-famous Emmentaler cheese is matured. A truly unique experience which can only be found here.

Ideas for excursions.

Swiss chocolate experience

The Swiss Chocolate Adventure is a new theme world that offers a fascinating journey through the world of chocolate. Learn about the discovery, origin, production and transport of one of the world's favourite foods. Visitors also have the chance to make and decorate their own chocolate bar.



World's first open-top cable car

A trip to the top of the Stanserhorn is an unforgettable experience! Feel the wind in your hair as you enjoy the incredible views from the top of the double-decker cable car. Once at the summit you will find a revolving restaurant and a variety of outdoor activities.

Cruise on Lake Lucerne

If you don't have a whole day but would still like to enjoy the views from the water, try a one-hour cruise on the lake's most modern boat, the "Saphir". The cruise takes you around the bay of Lucerne and gives you a taste of the fjord-like Lake Lucerne Region.



First Swiss UNESCO Biosphere Reserve

Seemingly endless moorlands, craggy karst formations and wild mountain streams all add to the haunting appeal of this exceptional landscape. Switzerland's first UNESCO biosphere reserve offers an enchanting experience of pristine natural beauty.

The art of distilling schnaps

Visit a genuine schnaps distillery in Oberarth, a small town in the canton of Schwyz, and find out how this traditional Swiss delicacy is produced. Best of all, you are welcome to try the different products!



i Schloss Meggenhorn for celebrations.

Did you know that this castle was built around 1870 and can be visited or rented for all kinds of celebrations from gala dinners to weddings? Schloss Meggenhorn, located on one of Lake Lucerne's bays, offers an incomparable view of the lake, the city and the Alps.

Special meeting venues.



Congress centre: KKL Luzern

Designed by French architect Jean Nouvel, KKL Luzern is the city's most iconic building. Located in the city centre on the lakeshore, it offers various rooms with a capacity of up to 1,800 people and the ideal setting for everything from concerts to congresses or gala dinners.



Gala dinner venue: Grand Casino Luzern

Sitting on the shores of Lake Lucerne right across from the KKL, the Grand Casino Luzern offers banquet facilities for up to 430 people, a large casino for the social programme and a nightclub for after-hours get-togethers – all under one roof!

Great view: Hotel Pilatus-Kulm

This historic hotel with sweeping views across central Switzerland is located at the summit of Mount Pilatus at 2,132 metres above sea level. It offers 30 rooms in modern alpine style, conference rooms and a restaurant for up to 180 people.



Lake setting: Campus Hotel Hertenstein

Hertenstein lies on the shores of Lake Lucerne just 30 minutes outside the city. The “campus hotel” offers an ideal location for meetings in a beautiful natural setting. Reopened in 2011, the hotel boasts 59 rooms and state-of-the-art meeting facilities.

City style: Penthouse club, Lucerne

On the 8th and 9th floors of the Hotel Astoria, visitors find the Penthouse club with the best views of the town and Mount Pilatus. The perfect location for product launches or special events.



Art Deco Hotel Montana, Lucerne

Scala Restaurant: gastronomy at the highest level.



The cuisine at the Montana incorporates the lightness and sensuous tastes of the south, inspired by the flavours of southern Switzerland, Italy, France and Greece. Locals as well as international hotel guests appreciate the art of fine dining at the Scala Restaurant. Thanks to the high quality of the cuisine, the talented staff and impeccable service, the Scala has been awarded a score of 15 points by the international GaultMillau gourmet guide.



Art Deco Hotel Montana

Phone +41 (0)41 419 00 00

info@hotel-montana.ch

www.hotel-montana.ch

Key facts.

Rooms: 61
of which twins: 35

Art Deco Room

Size: 156 m²
Height of ceiling: 4.3 m
Capacity (banquet): 130



Grand Hotel National

Welcome to Lucerne's traditional five-star hotel.



The Grand Hotel National enjoys a superb location on the shores of Lake Lucerne. The 41 hotel rooms and 22 residences are furnished in Empire style, with great attention to detail; all offer free Wi-Fi. Enjoy the leisure facilities on the pool floor along with magnificent views over the Alps of central Switzerland. A total of 7 meeting rooms provide an elegant setting for gatherings of 8 to 350 guests.



Grand Hotel National

Phone +41 (0)41 419 09 09

info@grandhotel-national.com

www.grandhotel-national.com



Key facts.

Rooms: 41
of which twins: 22

Ritz

Size: 200 m²

Height of ceiling: 6 m

Capacity (banquet): 130

Radisson Blu Hotel ****, Lucerne

The place to be: experience the sights and sounds of Lucerne.



The Radisson Blu Hotel in Lucerne occupies the finest location on the shores of gorgeous Lake Lucerne. From the hotel, guests can walk to numerous attractions and the nearby city centre – or simply cross the street to the harbour and enjoy a lakeside sunset. Highlights include the fashion-inspired rooms with unrivalled lake and mountain views, the LUCE restaurant and the Radisson Blu's meeting concepts, tailored to meet modern guests' needs.



Radisson Blu Hotel

Phone +41 (0)41 369 90 00

info.lucerne@radissonblu.com

www.radissonblu.com/hotel-lucerne

Key facts.

Rooms: 189
of which twins: 84

Wasser 1+2

Size: 205 m²
Height of ceiling: 2.95 m
Capacity (banquet): 160



tabevents.ch: Switzerland iPad rally

Fun, modern and challenging way to explore a city.



The tabevents digital treasure hunt is a multi-award-winning event concept that offers an original way of exploring cities using tablet computers. Competing teams have to solve puzzles and riddles as well as take challenging team pictures; the real-time communication between teams and other exciting features bring a lot of fun and excitement. The format is suitable for groups of 20 to 1,000 participants and can be tailored to requirements.

tabevents.ch

Tab Events GmbH

Phone +41 (0)61 321 50 00

hello@tabevents.ch

www.tabevents.ch



Key facts.

Max. group size: 1,000

Duration: 2 hours upwards

Cities: all over Switzerland

Kornschtütte

Exhibition and event space in Lucerne's town.



In about 1370, Lucerne erected a public warehouse on the Kornmarkt square, which was used primarily as a grain store. In the early 17th century this was incorporated in the new town hall. The Kornschtütte was used as a museum for the first time in 1871, and from 1927 it housed the historical museum. Today the Kornschtütte is an exhibition and event space run by the city, which can be used also for private functions and commercial events.

Korn s c h ü t t e

Kornschtütte, Lucerne

Phone +41 (0)41 417 03 14

www.stadtluzern.ch



Key facts.

Type of catering: open
Entertainment: exhibitions,
talks, fairs, panel discussions,
banquets

Capacity (banquet): 300

Lake Lucerne Navigation Company

Enjoy the superb scenery of central Switzerland.



Lake Lucerne makes an impressive and inspiring backdrop for any corporate function, workshop or presentation. Each of our 19 ships boasts luxurious facilities along with a unique character, and can be customised to suit your event's needs. Our new motor ship enters service in May 2017. In terms of travel quality, passenger amenities and technical innovation, the ship will set new standards and represents a milestone in Swiss navigation history.



Lake Lucerne Navigation Company

Phone +41 (0)41 367 66 12

Schiffsmiete@lakelucerne.ch

www.lakelucerne.ch



Key facts.

Capacity (banquet): up to 400

Standing events: up to 600 on one ship

Duration: tailor-made

Mt. Rigi

Iconic Swiss mountain in the heart of the country.



Mt. Rigi offers an authentic Swiss mountain experience 365 days a year, with breathtaking views over 13 lakes and the snow-covered Swiss Alps. Among Swiss people, Mt Rigi is the country's most-visited mountain; its location between Lucerne and Zurich makes it easily accessible from both cities. Home of the first mountain railway built in Europe, Mt Rigi is also the only mountain covered year-round by the Swiss Travel Pass.



Mt. Rigi Railways
Phone +41 (0)41 399 87 87
info@rigi.ch
www.rigi.ch



Key facts.

Capacity of trains

- Apéro carriages: 76
- Steam trains: 120
- Cable car dinner: 20
- Normal trains: up to several hundred
- Regular train rides take 30–40 minutes

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Various restaurant and event locations are available

Staffel Alp

Authentic Swiss gastronomic experience.



Staffel Alp is located right next to the “Rigi Staffel” station of the Mt. Rigi cog railway. The event marquee features 40 traditional wooden tables with comfortable benches seating up to 240 people. A variety of Swiss dishes such as Fondue and Alpine cheese pasta (Äplermagronen) offers groups an authentic taste of Switzerland at a scenic mountain setting. Visitors also find selfie-points and the chance to buy delicious local mountain produce.



Mt. Rigi Railways

Phone +41 (0)41 399 87 87

info@rigi.ch

www.rigi.ch



Key facts.

Type of catering: Swiss-style, open for other catering partners
Entertainment: Swiss, other styles on request

Capacity (banquet): 240 as described above; empty marquee accommodates up to 600





Lucerne-Lake Lucerne Region

Lucerne-Lake Lucerne Region.

The world-famous city of Lucerne, its beautiful lake, the spectacular surrounding mountains: this glorious region offers the perfect combination of facilities and backdrops for your event. Make sure you take one of the nostalgic steamboats on the lake or the world's steepest cogwheel railway up to Mount Pilatus.

1 Easy to reach

The Lucerne-Lake Lucerne Region is located in the heart of Switzerland, just one hour's drive from Zurich Airport.



2 History and modernity

The whole region offers an attractive combination of historical buildings and state-of-the-art meeting facilities.

3 Top events

Top events take place all year round throughout the region. International festivals, sports contests and cultural events can all form part of your meeting's supporting programme.

4 Snow all year round

The glacier on Mount Titlis guarantees snow all year round: for sledging, skiing or as a backdrop for the perfect team picture!



5 Excursions

The Lucerne-Lake Lucerne Region offers a vast choice of excursions from the city centre of Lucerne: cruises, mountain adventures, factory visits, cable-car rides and much more.



LUZERN+
FACEBUE
THE CITY. THE LAKE. THE MOUNTAINS.

Lucerne Convention Bureau
convention-bureau@luzern.com
www.luzern.com/business

Hotel capacity (rooms)

★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total region
175	448	1,288	511	2,422

Gala dinner venues

Name	Capacity (banquet)	Website
Rigi event tent	600	www.rigi.ch
Park Hotel Vitznau	140	www.parkhotel-vitznau.ch
Seehotel Waldstätterhof	250	www.waldstaetterhof.ch
Event Center Seelisberg	120	www.eventseelisberg.ch
Villa Honegg	30	www.villa-honegg.ch

Restaurants for groups

Name	Capacity (banquet)	Website
Jugendstil-Hotel Paxmontana	150	www.paxmontana.ch
Mountain Hotel Trübsee	345	www.hoteltruebsee.ch
Seehotel Baumgarten	178	www.seehotel-baumgarten.com
Restaurant Alpgeschwänd	32	www.alpgeschwaend.ch
Tropenhaus Wolhusen	180	www.tropenhaus-wolhusen.ch



i The foundation of Switzerland.

Did you know that Switzerland was founded on Lake Lucerne? In 1291 three brave men from the cantons of Uri, Schwyz and Unterwalden took an oath promising each other protection against the tyrannies of the Habsburgs.

Ideas for activities.

The Benedictine Abbey of Einsiedeln

Take a look behind the abbey walls on a guided tour, which features a brief historical account of the abbey, a visit to the interior of the church and – the heart of the monastery and highlight of the tour – the abbey library. The beauty of the room is absolutely breathtaking.



Panning for gold in the Napf region

The technique of panning for gold dates back thousands of years. An experienced gold prospector will share the secrets of successful prospecting with you. This fun outdoor activity promises a real sense of adventure, and is ideal for company outings.

Alp Chäserenholz Rigi

Accompany us on a visit to this charming cheese dairy: in addition to superlative cheese, you'll enjoy breathtaking panoramic views and a delightful experience of the mountains. A rustic alpine inn caters to your gastronomic needs and also provides a cosy place to stay the night.



Glasi Hergiswil – the wonderful world of glass

Discover the oldest traditional glass factory in Switzerland. The “Formed from Fire” exhibition tells the story of glass and of the Glasi Hergiswil. After enjoying the theatrical audiovisual show, you can watch the glassmakers at work and try to blow your own glass ball.



Waldstätterweg: Brunnen – Lucerne – Rütli

The Waldstätterweg is an uninterrupted trail from Brunnen to Rütli via Lucerne. Depending on the terrain, each stage can be anything from a dramatic mountain hike to a lakeside walk or city stroll. At times the route follows the lakeshore, elsewhere it climbs high on the slopes above.



Kambly Experience

The Kambly Experience in Trubschachen is one of the finest attractions in the Emmental valley. Discover the art of making fine biscuits as you watch master confectioners at work – before baking your own sweet treats!

Ideas for excursions.

Golf Sempachersee

Two 18-hole championship courses overlooking Lake Sempach offer impressive views of the Alps as well as magnificent golfing. Elegant banqueting halls and meeting rooms with modern technical facilities can be hired for your seminars and events.



The Rigi – “Queen of the Mountains”

With more than 120 kilometres of marked trails and breathtaking 360° panoramic views, the Rigi offers a quintessential mountain experience all year round. Enjoy a round trip using the cog railways and cable car, combined with a boat trip on Lake Lucerne.

Victorinox Swiss Knife Valley, Brunnen

Find information about the most beautiful sites, finest specialities and the most important enterprises of the canton of Schwyz, all at Swiss Knife Valley. Best of all, this fascinating visitor centre offers you the chance to assemble your very own personally engraved knife!



Alpgschwänd – Hergiswil

Alpgschwänd, high above Lake Lucerne, is a magical spot: enjoy fabulous views over the lake, beautiful natural surroundings, pure tranquillity, fine hiking and mountain biking as well as delicious local specialities served at the alpine cottage. Reach by cable car from Hergiswil.

Pre-Alpine Express

After a last glimpse of Lake Lucerne and Mount Pilatus, the Pre-Alpine Express rolls past the twin-peaked Mythen mountains near Schwyz to reach the high plain of Rothenthurm. Gliding across the highest railway viaduct in Switzerland, 99 metres high, you arrive at the UNESCO World Cultural Heritage city of St.Gallen.



i Stanserhorn.

Did you know that Stanserhorn is the world's first open-top cable car? You'll feel the wind in your hair as you admire the breathtaking panoramic views.

Special meeting venues.



Opening in 2017: Bürgenstock Resort Lake Lucerne

This unique resort in central Switzerland will offer three luxury hotels with 383 rooms and an array of conference space totalling 4,000 square metres, as well as the luxurious 10,000 square metres Bürgenstock Alpine Spa. All set in a breathtaking mountain landscape, 500 vertical metres above Lake Lucerne!

Great view: seminar and wellness hotel Stoos

Top-quality meeting facilities, a beautiful spa and a peaceful mountain location are the highlights of this welcoming hotel at an unrivalled natural setting. A funicular carries guests from the valley floor to the peaceful mountain plateau; from here, chairlifts lead to the high ridge and spectacular views over Lake Lucerne.



Gala dinner: Swiss-Chalet Merlischachen

Merlischachen is located 8 kilometres from Lucerne, directly on Lake Lucerne with lovely views of the mountains. The resort offers three options: Castle Hotel **** – 35 rooms, Hunting Castle – 25 rooms, Swiss chalet – 17 rooms, with space for gala dinners hosting up to 72 people.

**Panoramic location:
Jugendstil-Hotel Paxmontana**

This beautifully renovated hotel built in Art Nouveau style stands on a hilltop at Flüeli-Ranft, long known as a place of special energy: an ideal location for hosting inspiring seminars. The hotel features every contemporary comfort as well as modern meeting facilities for up to 200 people, 116 rooms and an elegant restaurant with sun terrace.



Event location: Park Weggis

Combine business with pleasure on the shores of Lake Lucerne. Attractions include a flexible modular banquet facility, 4 meeting rooms, 52 rooms and suites, 3 restaurants and 2 bars – all offering plenty of space for creative ideas to flourish.





View on Lake Maggiore from

Ticino.

Meetings and incentives find fertile ground in Ticino, where Swiss efficiency meets Italian lifestyle. Ticino, the sunny south of Switzerland, offers the perfect setting for any kind of MICE event.

1 Culinary delights

Delight your senses with seasonal delicacies – local salami, Merlot wine, cheese from the alpine pastures and other gourmet treats. The choice is mouth-watering!

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2 Wonderful scenery

Admire sparkling glaciers, wild alpine valleys, vine-covered hills and lakeshores with lush subtropical vegetation: all in Ticino!

3 Technical visits

Take the opportunity to look behind the scenes at international companies and local businesses, and experience the Swiss-Italian region from a fresh perspective.

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4 Excellent incentives

Ticino has it all, whatever the season: exciting sports, cultural experiences, delicious tasting opportunities and fascinating technical visits. Be inspired by Ticino!



5 UNESCO gems in Ticino

Ticino is home to two UNESCO World Heritage properties. The three medieval castles of Bellinzona and the “fossil mountain” of Monte San Giorgio will thrill your guests.



Ticino Turismo

Phone +41 (0)91 825 70 56
 mice@ticino.ch
www.meetings.ticino.ch

Hotel capacity (rooms)

★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total region
720	1,694	3,158	3,777	9,349

Gala dinner venues

Name	Capacity (banquet)	Website
Ristorante Castelgrande	120	www.ristorantecastelgrande.ch
LAC – Lugano Art & Culture	180	www.luganolac.ch
Centro Dannemann	250	www.centrodannemann.com
Tenuta Montalbano	80	www.cantinamendrisio.ch
Villa Principe Leopoldo*****	110	www.leopoldohotel.com

Restaurants for groups

Name	Capacity (banquet)	Website
Blu Restaurant	400	www.blu-locarno.ch
Hotel de la Paix****	250	www.delapaix.ch
Metamorphosis	360	www.metaworld.ch
Hotel Belvedere Locarno*****	80	www.belvedere-locarno.com
Grand Hotel Eden*****	200	www.edenlugano.ch



i FoxTown Factory Stores.

Did you know that in Mendrisio at the world's finest premium shopping outlets, you can find more than 250 brands at incredible prices?

Ideas for activities.

Active: discover Ticino by Smart

Each car receives a map and instructions, which include the itinerary and the destinations to be reached. En route, participants have to fill in a road book, answering questions it contains. A novel way to discover Ticino!



Culture: cruise & cook

A charming cruise on lake Lugano, followed by a relaxing stop to enjoy a drink on a terrace with a wonderful view of the city. Then cook yourself a typical Ticino risotto with the help of the chef: a lunch or dinner to be remembered!

Outdoors: pitch & putt

P&P is not just a great way to improve golf technique, but a popular and fun activity in its own right. Offer your players the opportunity to work on pitching, chipping and putting, and best of all, playing only ten metres from the hole!



Indoors: coffee museum

Explore the fascinating production process all the way from delivery of coffee beans to final packaging. Along the way you will enjoy a mouth-watering insight into a drink that has conquered the whole world!

Tradition: Montebello Castle and its salami

Tie your own "Salame dei Castelli di Bellinzona" as you discover the secrets of this traditional Ticino speciality! The visit and aperitif take place in the courtyard of the medieval castle, a UNESCO World Heritage property.



Factory visit: make your own cheese

Starting with fresh milk, you will make your very own cheese, guided step-by-step by a professional cheesemaker. A unique activity based around a typical Ticino product, right in the heart of the Alps!

Ideas for excursion.

The Brissago Islands

A delightful cruise on Lake Maggiore takes you to the Brissago Islands and their botanical gardens, home to a great variety of exotic and subtropical plants as well as colourful camellias. The “floating gardens” are a must for anyone visiting the region.



Cardada, Trosa and Mergoscia: breathtaking views

Ride the stylish modern cable car from Orselina up to Cardada, where a beautiful scenic trail leads you up to Cimetta. The views down to Lake Maggiore and across to the alpine summits are enchanting.

Curzútt and the “Carasc” suspension footbridge

Experience the thrill of crossing one of Switzerland’s longest Himalayan-style suspension bridges (270 metres). Afterwards, visit the Romanesque church of San Bernardo with its fine frescoes before relaxing at the typical Curzútt restaurant.



Itineraries among Mendrisiotto’s vineyards

Discover the beauty of Switzerland’s southernmost region, with its gentle, vineyard-covered hills and charming old towns waiting to be explored. Stroll amid the lush vines, renowned for the fine wines they produce.



Monte San Salvatore

The majestic mountain of San Salvatore (912 metres), reached by funicular, offers a stunning 360° panoramic view over Lugano and the lake. The Ristorante Vetta at the summit is ideal for banquets and meetings.



AlpTransit

The Gotthard Base Tunnel will soon open as the world's longest railway tunnel! Come and visit the construction site or, from this summer, take a highspeed trip all the way through the 57-kilometre marvel of engineering!

Special meeting venues.



Meeting venue: Università della Svizzera Italiana

The University of Lugano was founded in 1996 and it is the only Italian-speaking university in Switzerland. The Aula Magna has been designed by architect Galfetti and it's suitable for seminars up to 450 persons.



Gala dinner: Centro Dannemann

A traditional cigar factory in Brissago has been imaginatively converted into a modern and versatile event location full of character. Impressive rooms with superb lake views, the atmospheric Grotto restaurant by the old port, a multimedia auditorium and beautiful palm-filled gardens await you and your events.

Great view: Kurhaus Cademario Hotel & Spa *****

The historic Kurhaus Cademario is one of Switzerland's finest spa hotels. Located at an altitude of 850 metres, it enjoys glorious views over Lake Lugano and the surrounding mountains and provides an unforgettable setting for any occasion.



Superb location: Serpiano *** hotel

Located on the slopes of Monte San Giorgio – a UNESCO World Heritage property – Serpiano welcomes you for all kinds of private events or business meetings. Or simply come to enjoy a few days of blissful relaxation!

Special location: Eventica

This new conference venue close to Bellinzona, the capital of Ticino, features modern equipment and stylish design and can accommodate up to 540 persons over an area of 1,525 square metres. Eventica is ideal for all kinds of events from congresses to fashion shows and product launches.





View at Castelgrande, Bellinzona, Ticino

Bellinzona and Upper Ticino.

Although this region covers little more than 60 square kilometres, it boasts tremendous variety: spectacular scenery, charming towns and villages, a rich cultural life and a vast range of activities for visitors.

1 Bellinzona

Attractive hotels, a warm welcome, top-quality service and authentic regional cuisine all form part of traditional hospitality in this pretty town full of history and charm.



2 Castles of Bellinzona

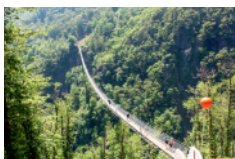
Three magnificent castles linked by defensive walls show the town's historical strategic importance: this valley has long been a key route between the Alps and the south.

3 Eventica

This modern new venue accommodates up to 540 people for events from conferences to fashion shows and product launches. The ground-floor Ristorante offers further flexibility.

4 Curzùtt

The award-winning restoration and conversion of the mountain village of Curzùtt has created a highly original venue for meetings and events in a charming natural setting.



5 Teatro Sociale

This historical theatre offers a stylish venue for high-profile meetings and receptions as well as cultural shows. Expert attention to detail guarantees a successful event!



**Bellinzonese
e Alto Ticino**
4 authentic living

Bellinzonese e Alto Ticino

Phone +41 (0)91 825 21 31

bellinzona@bellinzonese-
altoticino.ch

www.bellinzonese-altoticino.ch

Hotel capacity (rooms)

★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total region
0	30	311	730	1,071

Gala dinner venues

Name	Capacity (banquet)	Website
Ristorante Castelgrande	150	www.ristorantecastelgrande.ch
Grotto San Michele	90	www.ristorantecastelgrande.ch
Osteria Sasso Corbaro	50	www.osteriasassocorbaro.com
Locanda Orico	40	www.locandaorico.ch

Restaurants for groups

Name	Capacity (banquet)	Website
Ristorante Corona	200	www.ristorantecorona.ch
Ristorante La Perla	200	www.hotelperla.ch
Ristorante Croce Federale	160	www.hoteltrocefederale.ch
Ristorante La Lampara	150	www.pizzerialampara.com
Ristorante Casa del Popolo	100	www.casadelpopolo.ch



i Alptransit.

Did you know that with the new Alptransit tunnel, you can reach Bellinzona from the most important Swiss cities in just around one hour?

Ideas for activities.

Caseificio del Gottardo

See how delicious local cheeses are made at this dairy at the foot of the Gotthard Pass. The restaurant offers rooms for banquets and meetings; on reservation, groups can tour the whole site and even make their own cheese.



Wine cellars

Enjoy a wine tasting at one of the region's famous wine cellars. Options range from historical sites in secluded villages to stylish modern facilities in urban settings.

Rafting

Fun rafting is a wonderful team-building adventure for all kinds of groups for all kinds of groups. Want to customise your tour? We can provide catering, arrange a meal in a typical Ticino "grotto" restaurant or add other adventures to the mix.





Castles of Bellinzona

The defensive walls, towers and three fine medieval castles that overlook the Old Town became a UNESCO World Heritage property valley – and a fascinating trip in time.



Traditional Saturday market

For generations, Bellinzona's colourful weekly market has been a popular meeting place for people from the town and surrounding valleys. Discover the exceptional variety of delicious local produce and fine wines on offer.

Ideas for excursions.

Ponte Tibetano – high thrills

This Himalayan-style footbridge takes visitors 130 vertical metres above the valley floor. The bridge, just one metre wide, is completely safe – but crossing it still requires a good head for heights. High thrills guaranteed!



Ritom – pristine nature

The Val Piora region extends from an altitude of 1,793 metres up to the 3,019-metre Piz Blas, offering visitors superb hiking and an inspiring experience of unspoilt nature. Accessible from Piotta with the Ritom funicular.

Via delle Vigne

The Vine Path winds through the vineyards on the hill-sides between Bellinzona and Locarno. Walkers enjoy superb views across the valley and to Lake Maggiore – and the prospect of tasting the fine local wines after the walk!



Bellinzona – charming Old Town

Bellinzona boasts an exceptionally rich architectural heritage, thanks to its commanding location in this strategic valley. A tour through the pretty squares and winding alleys brings centuries of history vividly to life.

The Lukmanier cheese trail

This scenic hike leads through a picturesque mosaic of landscapes south of the Lukmanier Pass. Forests, alpine pastures, granite fountains and traditional dairies provide the backdrop for an experience of pristine nature.



i Steep train.

Did you know that the Ritom funicular has a maximum gradient of 87.8%, making it one of the steepest in the world?

Hotel & Spa Internazionale

Tradition and modernity in the heart of Ticino.



The Internazionale stands opposite the station, a short distance from the three UNESCO World Heritage castles: an ideal location for business as well as leisure visits. The hotel consists of a historical, early-20th-century building plus a new wing opened in summer 2014. The 71 rooms are fully renovated with sound-proof windows and anti-allergic bedding. Highlights include the restaurant's Mediterranean cuisine and the attractive spa (250 square metres).

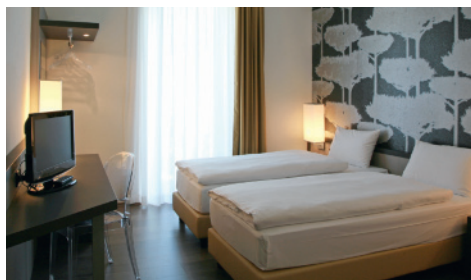


Hotel & Spa Internazionale

Phone +41 (0)91 825 43 33

info@hotel-internazionale.ch

www.hotel-internazionale.ch



Key facts.

Rooms: 71
of which twins: 36

Rame-Oro

Size: 80 m²
Height of ceiling: 2.50 m
Capacity (banquet): 50

Ristorante Castelgrande

Grotto San Michele.



Located within one of Bellinzona's three World Heritage castles, the Ristorante Castelgrande serves international cuisine with a Mediterranean flavour and an emphasis on local, seasonal produce. The traditional "grotto" restaurant on the outside terrace, among Castelgrande's vineyards, offers typical Ticino cuisine along with panoramic views of the city. Let our team help plan your next banquet, meeting or conference with up to 120 guests.



CASTELGRANDE DELUXE
UNESCO WORLD HERITAGE
RESTAURANTS - BANQUETING - EVENTS

Ristorante Castelgrande e Grotto San Michele

Phone +41 (0)91 814 87 81
info@ristorantecastelgrande.ch
www.ristorantecastelgrande.ch



Key facts.

Capacity (banquet): 120
Ristorante Castelgrande: 30 + 120
Grotto San Michele indoor: 30
Grotto San Michele outdoor: 60





View over Lugano and the lake

Lugano.

Switzerland's third-largest financial centre is known as a sophisticated and efficient business metropolis with a wonderful mix of natural and cultural attractions, a Mediterranean-style atmosphere and a welcoming environment.



1 At the heart of Europe

Lugano enjoys a strategic geographical location, and is extremely easy to reach by air, road and rail from throughout Europe.

2 Lugano Airport

Lugano Airport, situated 6 kilometres from the city centre, offers fast daily connections between Ticino and the main Swiss cities of Zurich and Geneva.

3 Privacy & security

A prerogative of Lugano: many celebrities and VIPs have chosen Lugano as an ideal destination for business or holidays – or as their permanent home.



4 Lugano on foot

Congress facilities are centrally located, close to the lake and just a few steps from the heart of the city. They are also just a short walk from 4- and 5-star hotels.



5 Lake

The villages around the lake and the surrounding mountains are well worth exploring. Frequent boat services, dramatic mountain railways and scenic roads promise an enchanting journey of discovery.

LUGANO^{CH}
MICE Convention Bureau

Lugano MICE Convention Bureau Ente Turistico del Luganese

Via Nizzola 2
CH-6901 Lugano
sebastiano.lurati@luganomice.ch
www.luganomice.ch

Hotel capacity (rooms)

★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total region
423	953	713	1,465	3,554

Gala dinner venues

Name	Capacity (banquet)	Website
Castello di Morcote	160	www.castellodimorcote.ch
Ex Cantine Lucchini – Enoteca di Via Cantonale	400	www.enotecacantonale.ch
Ristorante Grand Café Al Porto	90	www.grand-cafe-lugano.ch
Exhibition Centre Lugano	up to 2,000	www.lugano.ch/fiere
LAC – Lugano Arte e Cultura	200	www.luganolac.ch

Restaurants for groups

Name	Capacity (banquet)	Website
Cantinone	100	www.cantinonelugano.ch
Capo San Martino	250	www.bordognaweb.com
Soave 10	100	www.soave10.ch
Anacapri	75	www.anacapri.ch



i Splash&Spa Tamaro.

Did you know that this thrilling new leisure attraction is a combination of adventure pool complex and super-stylish spa? Everything you need for an unforgettable day out.

Ideas for activities.



Culture: following the trail of Hermann Hesse

When the municipality of Collina d'Oro ("Hill of Gold") opened a museum devoted to the Nobel Prize-winning writer, it also created a footpath leading to his favourite places, passing the houses where he lived and ending at the cemetery where he is buried.



Active: "Galileo Galilei" Foxtrail

Anyone can take part in this urban treasure hunt. Teams have to "follow the trail of the fox", moving around on foot or by public transport. To win they need to solve tricky puzzles and decipher coded messages.

Outdoors: visit Scherrer Park

This enchanting park offers a magical trip through space and time, where past and present, history and nature co-exist in perfect harmony...



Indoors: wine tasting

Tastings and guided tours are offered by about 30 wineries across our region. Venues range from traditional cellars carved into the mountain rock to stylish modern establishments.

Tradition: typical Ticinese evening at a “grotto” restaurant

People from Ticino love to meet and relax at a traditional “grotto” restaurant, with its simple stone tables shaded by ancient trees. A secluded, peaceful location adds to the charm. Menus feature wines and specialities from the region.



Factory visit: the Alprose chocolate factory

Visit to the museum and factory including free tasting. Learn about the origin and history of chocolate and find out how it is made. Visitors can see the various stages of production from an observation gallery.

Ideas for excursions.

Discover the natural beauty of Lake Lugano

To really appreciate the city's spectacular natural setting, you have to admire it from the water – as on this trip across the Gulf of Lugano. A boat will take you to Gandria, a romantic fishermen's village at the foot of Monte Brè.



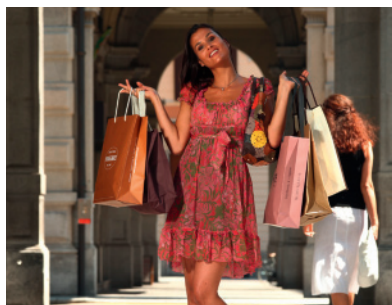
Guided city tour

Explore Lugano's traditions and culture on a guided walk through the city centre. Historical treasures, masterpieces of modern architecture and a natural setting of breathtaking beauty promise a fascinating journey of discovery.



Monte Brè

Enjoy a ride by funicular from Lugano to the top of Monte Brè. The views from the top of Switzerland's sunniest mountain extend from the Monte Rosa massif to the Alps of Valais and the Bernese Oberland.



Guided shopping tour

The canton's fashion capital is dotted with attractive boutiques selling high-quality fashion, jewellery and eyewear. Via Nassa is one of Lugano's most historical streets, promising sophisticated shopping and unexpected discoveries in a charming setting.



Journey through history and nature

This delightful excursion reveals the enchanting beauty of the Malcantone hills as you travel by boat from Lugano to Caslano. The outing is an ideal mix of culture, history and nature.



i Via Nassa.

Did you know that the name of this famous shopping street derives from a traditional fish trap used in the ninth century by fishermen who lived in the old “Contrada Nassa”?

Special meeting venues.



Event location: Fattoria Moncucchetto

The Fattoria Moncucchetto, designed by Mario Botta, is the perfect venue for an extraordinary and special event. Meetings, seminars, conventions and banquets (maximum 70 people) can be realised in the magnificent terrace overlooking the Muzzano lake.

Gala dinner: Palazzo Mantegazza, Sala Metamorphosis

Metamorphosis is an exclusive, technologically advanced multipurpose event room with a surface of about 450 square metres, located within the prestigious Palazzo Mantegazza.



New venue: LAC, Lugano Art and Culture

LAC is Lugano's dazzling new cultural centre. The heart of the building is a wide hall, 20 metres high, framed in glass and flooded with light. The top-floor room with sensational lake views is the ideal location for meetings.



Breathtaking view: Al Lido restaurant

The Al Lido restaurant is situated right on the beach of the Lugano Lido complex, a fabulous location for standing dinners and all kinds of events. The lake-shore setting is magical.



Event location: Villa Donati

Located 20 minutes from Lugano, this lovely late-19th-century house full of character and period charm offers a memorable setting for all kinds of events.

Swiss Diamond Hotel

A gem with breathtaking views of the lake.



Surrounded by nature, just few minutes from the centre of Lugano, the Swiss Diamond Hotel welcomes guests with unique elegance and a bewitching view of the lake. Three restaurants serve signature cuisine with a Mediterranean flavour in an exclusive atmosphere. The Diopside Swiss Med Spa offers innovative beauty and medical beauty treatments in collaboration with LaClinique of Switzerland.



Swiss Diamond Hotel

Phone +41 (0)91 735 00 00
info@swissdiamondhotel.com
www.swissdiamondhotel.com

Key facts.

Rooms: 84
of which twins: 40

Restaurant Lago

Capacity (banquet): up to 120

Des Artistes

Height of ceiling: 3 m
Capacity (banquet): room 1 up to 30 / room 2 up to 55 (theatre style)



Resort Collina d'Oro

A dream combining luxury and wellbeing.



Just a few minutes from Lugano city centre, the Resort Collina d'Oro enjoys an enchanting setting with breathtaking panoramic views. The complex includes a luxury hotel with 46 rooms and suites as well as a gourmet restaurant serving refined Mediterranean cuisine and a spacious spa (1,000 sq. m) with indoor and outdoor pools, fitness centre and numerous treatment rooms for massages and beauty treatments. The ultimate in Swiss hotel hospitality!



Resort Collina d'Oro

Phone +41 (0)91 641 11 11

info@resortcollinadoro.com

www.resortcollinadoro.com



Key facts.

Rooms: 46
of which twins: 8

Restaurant

Size: 160 sq. m.
Height of ceiling: 3 m
Capacity (banquet): up to 100 people

Villa Principe Leopoldo

Style, elegance and stunning views: simply unforgettable.



Villa Principe Leopoldo is a five-star, all-suite hotel member of Relais & Châteaux, renowned for its high standards of accommodation, service and cuisine and for its breathtaking lake views. The elegant meeting rooms, panoramic terraces and lush gardens provide the perfect backdrop for exclusive business meetings, weddings and events. The gourmet restaurant, with 17 GaultMillau points, is the jewel of the hotel. A truly royal feeling!



VILLA PRINCIPE LEOPOLDO
LUGANO

Villa Principe Leopoldo
Phone +41 (0)91 985 88 55
info@leopoldohotel.com
www.leopoldohotel.com

Key facts.

Rooms: 37 suites
of which twins: 31

Montalbano-Melograno (combined)

Size: 163 m²
Height of ceiling: 4 m
Capacity (banquet): 110
at round tables



Tenuta Castello di Morcote

Wine estate: Ticino's oldest vineyard, castle and lake views.



The estate of Castello di Morcote extends above Lake Lugano, among woods, pastures, terraced vineyards, olive groves, stone farmhouses and a medieval castle built in the 15th century by the Dukes of Milan. Here, high-quality Merlot wines are produced respecting nature's rhythms and private as well as business events are organised. The location is ideal for outdoor receptions, with lunch or dinner served in an elegant party-tent by the castle walls.



TENUTA
CASTELLO DI MORCOTE

Tenuta Castello di Morcote

Strada al Castel 27
CH-6921 Vico Morcote
Phone +41 (0)91 996 12 30
info@castellodimorcote.ch
www.castellodimorcote.ch



Key facts.

Wine tastings: 1–2 hours,
max. group size: 25

Private or business events:
up to 160 people

Lake Lugano – just lake it! Since 1848

Enjoy cruises on charming boats between Switzerland and Italy.



From the picturesque lakeside villages to the buzzing city of Lugano, the best way to explore Lake Lugano with its rich cultural and historical heritage is by ship. Nine vessels offer fine views of the glorious natural landscapes on a choice of cruises, as well as a stylish way to visit local sights such as the ancient fishing village of Gandria. Many of the typical Ticino “grotto” restaurants on the lakeshore can be visited only by boat.



Società Navigazione del Lago di Lugano

Phone +41 (0)91 971 52 23
sales@lakelugano.ch
www.lakelugano.ch



Key facts.

Capacity: 9 boats carrying
60 to 600 passengers

Scheduled cruises:
15 departures daily

For groups: tailor-made cruises

Cambusa Lugano

Dynamic, innovative, high-quality catering.



A young, motivated team offers you a unique experience on the lake featuring a modern interpretation of local gastronomic tradition. Variedness in the offer for each taste, alimentary style and demand. Whenever possible our dishes are gluten free and/or lactose free. Our seasonal dishes are mainly prepared with local ingredients to guarantee the maximum freshness and quality: honest hospitality with a commitment to local sustainability.



Cambusa Lugano

Phone +41 (0)91 976 09 09

info@cambusalugano.ch

www.cambusalugano.ch

Key facts.

Private or business events for up to 400 people

Lunch boat: cruise with panoramic view and daily new menu with seasonal specialties.

Aperitif boat: Tuesdays 6–9pm, free entry, sunset on the lake



Sotell Catering Service

Genuine, tasty and creative.



Sotell Catering Service was created by a group of professionals specialised in organising catering for public events. Since 2013, the company has also provided customised catering solutions for a wide range of private clients. The Chef makes use of the finest ingredients, where possible organic and fair-trade, seasonal and locally supplied. The highly experienced team has earned a reputation for quality, style and attention to detail.



Sotell Catering Service
Phone +41 (0)91 971 60 56
fb@sotell.ch
www.sotell.ch



Key facts.

Private or business events

Chez Guglielm – home-made natural ice cream

El Mojito Tropical Lounge – a buzzing summertime cocktail bar-cum-beach shack on the Lugano lakefront

Gabbani Catering

Catering to all your gastronomic needs.



For the past 77 years, Gabbani has been synonymous with excellence in quality foods. Founded in 1937 in the heart of Lugano as a boutique selling fine food, Gabbani launched its catering business in 1960 and now provides solutions for all your needs – from small business meetings to major events. All food is prepared on site, making use of fresh, top-quality ingredients – organic and fair-trade where possible, seasonal and locally supplied.



Gabbani sa

Via Pessina 12

CH-6900 Lugano

Catering manager: Marco Conte

Phone +41 (0)91 911 30 90

catering@gabbani.com

marco.conte@gabbani.com

www.gabbani.com



Key facts.

Exclusive locations:

- LAC Lugano
- Tenuta Bally Lugano
- Villa Donati Monteggio

Bally

Innovation. Functionality. Modernity.



Since 1851, these three principles have symbolised the enduring pioneering spirit of the company's founder, Carl Franz Bally. The same ethos continues to shape this authentic Swiss brand, with its visionary commitment to cutting-edge techniques and world-class craftsmanship. Over 165 years after Bally was founded, leather remains its medium and creative inspiration. Today, Bally is the Swiss luxury shoe and accessory brand par excellence.

BALLY

Bally Store

Via Nassa 42

Phone +41 (0)91 922 00 41

store.lugano@bally.ch

www.bally.com



Key facts.

“Made to Order” shoes for men

Discover Bally at:

www.bally.com

facebook.com/Bally

twitter.com/Bally_swiss

instagram.com/bally_swiss

youtube.com/user/ballyswiss

Ristorante Grand Café Al Porto, Lugano

Beautiful historical venue – the “salon” of Lugano since 1803.



Right in the heart of Lugano: a beautiful, unique and historical venue for cocktail parties, celebrations, business or private dinners, weddings, concerts and presentations. Welcome and delight your guests among the frescoes of the famous Cenacolo Fiorentino, under the elegant Art Nouveau stained-glass ceiling or in the charming Patio. The timeless ambiance, steeped in culture and history, has welcomed and charmed many illustrious guests.



Ristorante Grand Café Al Porto

Phone +41 (0)91 910 51 30

info@grand-cafe-lugano.ch

www.grand-cafe-lugano.ch

Key facts.

Delicious Italian and international cuisine, home-made pasta, outstanding patisserie, chocolates and cakes

Capacity

Patio: 16

Cenacolo Fiorentino: 45

Ristorante Grand Café (evenings only): 80 seated

Max. group size: lunch 45; dinner 80 (seated) or 100 (standing)

FoxTown Factory Stores, Mendrisio

The Fashion City – 160 stores, 250 famous brands.



A temple of luxury and elegance, with 160 stores of the most prestigious Italian and international fashion brands under the same roof. The complex offers a successful combination of quality and low prices, whereby manufacturers offer their surplus and garments from the previous season at prices discounted from 30 % to 70 %. Unbeatable choice, 1,200 parking spaces, a casino and 7 food corners help turn a shopping spree into an unforgettable day out!



FoxTown Factory Stores
Phone +41 (0)848 828 888
info@foxtown.ch
www.foxtown.com

Key facts.

- 160 stores and 250 brands
- 3 kilometres of shop windows
- discounts from 30 % to 70 % all year round
- open 7 days a week from 11 am to 7 pm
- closing days: 1 January, Easter Sunday, 1 August, 25 and 26 December



Ristorante Alpe Foppa

Located near the cable car station at an altitude of 1,530 metres.



Ristorante Alpe Foppa boasts a magnificent location with 360° mountain views and seats up to 400 guests. Facilities include a snack bar, shop, sun terrace with loungers for hire and large children's play area. Close by you'll find the Santa Maria degli Angeli church by the world-famous architect Mario Botta. The surrounding area offers a variety of attractions including a coaster bob, zip line, adventure park and Tamaro Jumping.



Ristorante Alpe Foppa
Phone +41 (0)91 946 23 03
Info@montetamaro.ch
www.montetamaro.ch



Key facts.

Type of catering: typical regional cuisine. Other types of cuisine on request

Facilities: Free Wi-Fi, beamer, TV, video

Capacity (banquet): 2 rooms for 35 and 140 people

Monte Tamaro

The mountain with activities for everybody!



Located in the Lugano-Bellinzona-Locarno triangle, Monte Tamaro offers a wide choice of cultural attractions, sports and leisure facilities. Outdoor fun, fine food and a wide range of adventure activities make this mountain an ideal destination for families and all kinds of groups. The Alpe Foppa cableway whisks you straight up to the attractions: the Adventure Park, Tamaro Jumping, coaster bob and zip line.



Monte Tamaro SA
Phone +41 (0)91 946 23 03
Info@montetamaro.ch
www.montetamaro.ch

Key facts.

Max. group size: 250

Cable car ride, one way:
20 minutes



Palazzo dei Congressi, Lugano

Meetings and events in the heart of Lugano.



Lugano's elegant convention centre is centrally located, right next to the splendid Parco Ciani and its historical Villa Ciani, directly on the lakeshore. The complex is situated within easy walking distance of many hotels, shops and attractions. An amphitheatre for 1,130 persons, banquet/conference rooms, break-out rooms and a large exhibition area offer the ideal location for conventions, workshops, banquets and exhibitions.



Palazzo dei Congressi Lugano

Phone +41 (0)58 866 66 30

info@luganoconventions.com

www.luganoconventions.com



Key facts.

Catering: wide choice of catering companies

Entertainment: suggestions available on request

Capacity (banquet): 800

Swissminiatur

Switzerland in miniature: an event location with a difference!



This popular park with scale models of Switzerland's most famous sights is also available for private hire. The restaurant has two welcoming salons accommodating 120 people each for business dinners or other meetings; as well as typical local dishes, we offer Asian and Indian specialities and a halal buffet. The park will be open exclusively for participants and fully illuminated for the occasion, creating a magical and unforgettable atmosphere.



Swissminiatur
Phone +41 (0)91 640 10 60
sales@swissminiatur.ch
www.swissminiatur.ch



Key facts.

Capacity (banquet): 200
Catering: local / Swiss, Asian,
Indian and halal food available

Tourist train

A different way to explore Lugano.



Lugano's tourist trains are also available for private charter. Book one for a transfer or for a city tour to give your event a special touch. The trains offer great flexibility, and can each accommodate up to 50 guests.

TTL Trenino Turistico Lugano
Phone +41 (0)79 685 70 70
luganotrenino@bluewin.ch

Key facts.

Number of trains: 4 open-air
Capacity: 50 people each
(total 200)

Specials: typically local music
on board with English guide can
be privatised for groups

Villa Ciani

Exclusive venue for private events.



Villa Ciani is a magnificent historical building overlooking the park and lake with a direct indoor connection to the Convention Centre. The venue offers a variety of fully air-conditioned rooms on three levels with frescoed ceilings and wooden floors. The luxurious and prestigious Villa Ciani is one of the city's finest locations, suitable for any important event either as an extension to the Convention Centre or for independent rental.



Palazzo dei Congressi – Villa Ciani

Phone +41 (0)58 866 66 30
info@luganoconventions.com
www.luganoconventions.com

Key facts.

Catering: wide choice of catering companies
Entertainment: suggestions available on request

.....
Capacity (banquet): 150

