



Switzerland.
meeting excellence.

My personal incentive guide to Switzerland.

5th Asia Trophy, April 2018.

MySwitzerland.com/meetings

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Share your moments:
#AsiaTrophy18

This booklet belongs to:

The Meeting Destination Switzerland.

Destination

- 1** Basel*
- 2** Bern*
- 3** Davos Klosters*
- 4** Engadin St. Moritz
- 5** Flims Laax Falera
- 6** Geneva*
- 7** Interlaken*
- 8** Lausanne*
- 9** Lucerne*
- 10** Lugano*
- 11** Montreux Riviera*
- 12** St. Gallen-Lake Constance
- 13** Zurich*

* Swiss Convention Centers

Region

- A** Bern
- B** Eastern Switzerland / Liechtenstein
- C** Lake Geneva Region
- D** Lucerne-Lake Lucerne Region
- E** Ticino
- F** Valais





Welcome to Switzerland, your destination for incentives.

Perfect organization at one of the most diverse, spectacular and simultaneously reliable locations: This is the promise kept by Switzerland as the country for business incentives.

There's a good reason behind this recognition of our reliability: Top-quality service, state-of-the-art infrastructure, high professional expertise and Swiss perfectionism guarantee that your incentive will go smoothly. At the same time, Switzerland offers a sheer unmatched density of cultural, urban and natural experiences in a very small area. And all of that is connected via a dense public transport network that makes us the envy of the world.

This inspiring environment creates ideal conditions for new visions, for practical exchange of experiences within teams – and the celebration of joint successes. Entrust your incentive to our motivated experts, who work to deliver a top performance – with you and your customers!

Martin Nydegger
CEO Switzerland Tourism

Barbra Albrecht
Head of Convention Bureau



Postal bus at the Furkapass, Lucerne-Lake Lucerne Region
© Christof Sonderegger

The route of the Asia Trophy 2018.

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



Day 1.

Zurich–Emmental
Emmental–Bern

Day 2.

Bern–Montreux Riviera
Montreux Riviera–Verbier

Day 3.

Verbier

Unconventional Switzerland.



Gotthard Panorama Express

1 Public transportation.

Easy access

- 2 international airports (Zurich and 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 8.4 million
- 15,940 mi² / 41,280 km² (less than one third of NY State)
- 4 languages (German, French, Italian, Romansh)
- 4 seasons
- 5 neighboring 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 center 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 11,332 ft/3,454 mm
- 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
- The Swiss eat 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 position in the UN Human development report (2016)
- Top position in the Mercer Quality of Life surveys
- Zurich Airport as Best European Airport (2017 World Travel Awards for the 14th 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

- 6 hotels, ****&*****, Andermatt, 844 rooms; congress and concert facilities for up to 600 people, 2018
- The Circle (2 Hyatt hotels with 550 rooms & conference facilities), Zurich, 2020
- Hotel la Montana, Davos-Klosters, 100 rooms and seminar rooms, 2018/2019
- Giardino Hotel, Grindelwald, 70 rooms, 2019
- Radisson Blu Geneva Airport, 250 rooms, fall 2021

All information is correct at the time of printing (March 2018), subject to change.



Congress Centre Kursaal Bern

Inspiration for your next MICE group.



Small group (up to 100)

Meetings

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

Incentives

Highlight: cheese cathedral ⑤	Gstaad
Gala dinner: Candle Light Dinner on Mt. Titlis ②	Engelberg
Activity: Kambly Experience	Bern

Congress

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

Events

Venue: Tschuggenhütte ④	Arosa
Gala dinner: Chillon Castle	Montreux Riviera
Activity: cooking class at Fattoria Moncucchetto	Lugano





Big group (over 100)



Meetings

Venue: Congress Center 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

Lake Geneva Region

Activity: snow experience games

Bernese Oberland

Congress

Venue: Spreitenbach Arena

Zurich

Gala dinner: Bâtiment des Forces Motrices ④

Geneva

Activity: iPad City Treasure Hunt

Bern

Events

Venue: Congress Center Kursaal ⑤

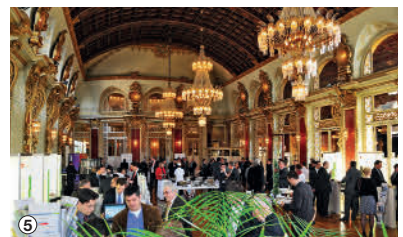
Interlaken

Gala dinner: Swiss Museum of Transport

Lucerne

Activity: team building in a car-free village

Zermatt, Valais





Flag throwing, Entlebuch, Lucerne-Lake Lucerne Region
© Giuseppe Micciche

Swiss highlights.

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

Culture

Einstein Museum in Bern

World's first museum about Albert Einstein

Aquatis in Lausanne

Largest freshwater aquarium and vivarium in Europe

Swiss Finance Museum in Zurich

Find out how the economic system works

Kunstmuseum Basel

New building to extend the exhibition area

Chaplin's World, Montreux Riviera

Museum dedicated to the life and times of Charlie Chaplin

.....

Events

Every year

Ski World Cup Wengen

International Lauberhorn ski race (January)

White Turf St. Moritz

Race on the frozen lake of St. Moritz (February)

Lucerne Festival

The world's leading orchestras, conductors and soloists gather on the shores of Lake Lucerne for world-class musical events (March, September, November)

Montreux Jazz Festival

"Nothing is impossible for dreamers." This motto drives an evolving festival (June/July)



Locarno Festival

Every August, Locarno becomes the world capital of auteur cinema

Weltklasse Zurich

Athletics at its best (August)

Omega European Masters, Crans-Montana

Located in the heart of the Swiss Alps it is indisputably the most spectacular golf course on the European Tour schedule (September)

.....

Fairs

Every year

Basel World

The microcosm of the watch and jewelry 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)

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Congresses

2018

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

2019

World Conference of Science Journalists 2019, Lausanne



Destinations.





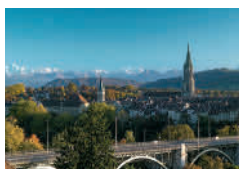
View from Rose Garden, Bern

Bern.

The unique charm of the compact UNESCO-listed Old Town, the unparalleled mixture of traditional and modern, the city's location as a gateway to the Alps, the close-by Emmental Valley and its stress-free atmosphere all contribute to make the Swiss capital the ideal setting for meetings and incentives.

1 Short distances

The compact city size and short distances between meeting venue, diner location, hotels and the Old Town is an additional plus.



2 Shopping under the Arcades

Thanks to its six kilometers (four miles) of arcades, Bern has one of the longest covered shopping promenades, especially enjoyable in bad weather.

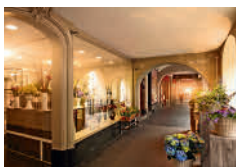
3 Living traditions

Customs and traditions can be experienced amidst the hilly landscape of the close-by Emmental Valley where the real Swiss cheese, the Emmentaler AOP, is made.



4 University city

Bern has renowned research centers specialized in sustainability, health and medicine, matter and the universe, intercultural knowledge, politics and government.



5 Bernese lifestyle – slow down

Due to the laid-back lifestyle of the Bernese, incentive participants find themselves in a relaxed atmosphere with time to focus on what's really important.

BERN⁺

Bern Welcome
3011 Bern
traveltrade@bern.com
www.bern.com/meetings

Hotel capacity (rooms)

★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total region
228	1,007	744	570	2,549

Gala dinner venues

Name	Capacity (banquet)	Website
Kornhauskeller	700	www.bern.com/kornhauskeller
Gurten Pavillon	500	www.bern.com/gurten-pavillon
Lorenzini	90	www.bern.com/lorenzini
Schwellenmätteli Restaurants	180	www.bern.com/schwellenmaetteli
Restaurant Zum Äusseren Stand	120	www.bern.com/aeusserenstand

Restaurants for groups

Name	Capacity (banquet)	Website
Verdi	100	www.bern.com/verdi
Dampfzentrale	100	www.bern.com/dampfzentrale
Altes Tramdepot	100	www.bern.com/altestramdepot
Restaurant Rosengarten	100	www.bern.com/rosengarten
Cinématte	100	www.bern.com/cinematte



i Albert Einstein.

Did you know that Einstein lived in Bern when he invented his famous formula $E=mc^2$. His apartment in the Old Town is open to visitors, and the Bernisches Historisches Museum hosts the world's first Einstein Museum.

Ideas for activities.

Creative workshop at Zentrum Paul Klee

Use your creativity in teams of up to 150 persons to develop new perspectives for your company or make personal works of art, even suitable for display at home. The Creaviva workshop is also perfect for client events.



Active: kick scooter city tour

Without breaking a sweat, you will be transported by the Marzili train to the upper Old Town. Then the fun really begins: Glide down the hill for a memorable spin around the historic alleys and streets.

Aare floating

Discover the city of Bern from a whole new perspective during a rafting tour along the Aare river. Mighty sandstone bridges, narrow half-timbered houses, and the natural curves of the river landscape make this an exciting and richly diverse trip.



Parliament Building

The Parliament Building in Bern is not simply the seat of the Swiss Parliament, it is also an outstanding symbol of politics in Switzerland. Visitors will see the focal points of the building and will be given some information on the history of the Federal Palace.



Farm Olympics

Who's going to win Olympic gold in the cow-milking, cowbell golf or horseshoe-tossing competition? Choose the type and number of disciplines based on your interests. Several farms within a 20-minute bus ride from Bern are available.



E-bike tours in the Bern region

Soft flowing hills, secluded paths, beautiful forests and a breathtaking view of the Alps are what you may expect along the most beautiful bike routes in the region of Bern – for example the Herzroute.

Ideas for excursions.

The Kambly Experience

Unravel the secrets of the art of fine biscuit making with all your senses. Take your pick from more than 100 varieties of biscuits, look over our master confectioners' shoulders as they work, or make your own biscuits.



Emmental Show Dairy

How does the famous Swiss cheese get its holes? Find out at the original Emmental Show Dairy. The little cheese village in the scenic Emmental Valley is a blend of the past and the present. You'll get an up-close look of both traditional and modern production techniques – with hands-on experience.

Schilthorn – Piz Gloria

It just takes you 32 minutes by cable car to reach the summit of the 2,970-metre high Schilthorn. Enjoy the best view of Eiger, Mönch and Jungfrau from the Skyline View Platform and experience the interactive exhibition Bond World 007 and the spine-tingling mountain experience thrill walk.



Omega Museum

The newly renovated Omega Museum in Biel features items representing the brand's entire history, including the watchmaker's bench used by Louis Brandt when he began to make watches more than 160 years ago.

Handicraft Village Wasen

Experience lively traditions in the famous Emmental region – visit the truly unique traditional craft businesses of Wasen. Peek over the shoulders of artisans at work, such as a saddler, Schwyzerörgeli builder or the tailor stitching up traditional local costumes.



i Toblerone & Bears.

Did you know that the Toblerone chocolate was founded and is still produced in Bern. Can you spot the bear hidden in the logo? By the way, the Bear, the symbol of Bern, can be discovered at the famous BearPark.

Special meeting venues.



Congress Centre Kursaal Bern

The Kursaal Bern comprises meeting rooms for up to 1,500 persons, a four-star superior business hotel, restaurants, bars and a Grand Casino – plus a spacious 2,000 square-meter (21,527 sq. ft) forum for exhibitions, receptions or gala dinners of excellence with a spectacular view of the Old Town.



Great view: Gurten – Park in the Green

Up on Mount Gurten you will find many options for venues and the best facilities to make your event a success. The inspiring atmosphere of the spacious grounds (100,000m² / 1,076,391 sq. ft) and the views of the Swiss capital and the Alps ensure an unforgettable experience.

Hünigen Castle

Surrounded by a large park with mature trees and rose terraces Hünigen Castle offers over ten splendid halls and rooms designed in a special setting for various celebrations and successful meetings. The atmosphere and the service are all perfect – whether for board meetings or gala dinners.



Sporty: Stade de Suisse

The Stade de Suisse soccer stadium is a multifunctional event and conference center. The wide variety of spaces available offers something to suit every occasion, from a ten-person workshop to large-scale events for 1,200 guests, from an automotive exhibition or a product presentation to a gala dinner.



The town of Gruyères

La Gruyère.

La Gruyère: a land with heart, traditions and a concentrated panoply of Swiss clichés, a miniature Switzerland. It nestles at the foot of the Pre-Alps and is the home to the famous cheese and locally produced chocolate.

1 Medieval town of Gruyères

Enjoy the calm of Gruyères! The medieval town is car-free and the whole main street dedicated to pedestrians with its restaurants and shops.

2 For gastronomy lovers

The famous cheese and Cailler chocolate come from La Gruyère. Be sure to try them and the many other specialties of the region like double cream of La Gruyère, the famous fondue or the tasty macaroni de chalet.

3 The perfect location

La Gruyère is the perfect

day excursion for your hosts. Discover the region in less than one hour from many Swiss destinations such as Montreux, Gstaad, Interlaken or Lausanne.



4 Summer or winter

La Gruyère is worth a visit all year round. Discover the magical side of the region with the snow-covered mountains or during sunny summer days and spend a perfect moment in La Gruyère.



5 Gruyères party!

Offer your staff an unforgettable moment in Gruyères. Gala evening, annual outing or unique event for groups from 100 people can be organized in the heart of the medieval town.



La Gruyère Tourisme

Place des Alpes 26
1630 Bulle
+41 (0)848 424 424
incoming@la-gruyere.ch
www.la-gruyere.ch/groups

Hotel capacity (rooms)

★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total region
0	71	162	337	570

Gala dinner venues

Name	Capacity (banquet)	Website
Hôtel Cailler ****	362	www.hotel-cailler.ch
Espace Gruyère	1,500	www.espace-gruyere.ch

Restaurants for groups

Name	Capacity (banquet)	Website
Le Chalet de Gruyères	130	www.gruyeres-hotels.ch
La Fleur de Lys	290	www.hotelfleurdelys.ch
Le Sommet	150	www.moleson.ch/le-sommet
Restaurant de la Maison du Gruyère	310	www.lamaisondugruyere.ch
Les Halles	340	www.halles.ch



i Chocolate train.

Did you know that Gruyères can be reached on the famous Chocolate Train from Montreux? On the one-day excursion, discover Swiss traditions in a breathtaking landscape.



i Gruyères.

La Gruyère refers to the region.
Le Gruyère refers to the cheese.
Gruyères refers to the medieval town.

Ideas for activities.

Cultural: Gruyères Castle

A visit to the castle is a journey across eight centuries of architecture, history and culture. The castle was the residence of the counts of Gruyères. Guided visits on demand and multimedia show.



Active: Fondue Academy

Learn how to prepare your own fondue moitié-moitié. This funny and original concept teaches you the art of fondue. Try to be the best apprentice among your friends and/or colleagues in a friendly atmosphere, just like at home!

Team building: culture and adventure

This game takes place in the medieval town of Gruyères. Divided into teams, you will have to solve enigmas, explore the castle and find the treasure to win! Enjoy many other team-building activities in the region.



Ideas for excursions.

Charmey

Charmey is a charming village in the mountains of La Gruyère. Enjoy the Gruyère baths and spa for a relaxing moment, try one of the many gastronomic restaurants and hike the mountains.



Moléson

The iconic Moléson (altitude: 2,002 meters) has become a year-round paradise for outdoor adventure fans. Thanks to the funicular and cable car, it has never been easier to admire one of the finest views of Western Switzerland.

Bulle

Bulle, capital of the district Gruyère, is located at the bottom of the Pre-Alps. Discover the city on a historic tour. The museum "Musée gruérien" traces the history, art and traditions of La Gruyère. It is the perfect starting point to learn more about the region.



Special meeting venues.

Espace Gruyère: convention center in Bulle

Espace Gruyère has 9,000 square metres of flexible surfaces, suitable for any kind of event: fairs, shows, cultural activities, festivals, small-scale banquets, seminars and congresses.



Hôtel Cailler **: hotel in a beautiful natural setting**

The Hôtel Cailler suggests you rent one of the eight meeting rooms for a seminar, conference or any other event for 5 to 300 people. They benefit from natural daylight and are located next to the wellness center Les Bains de la Gruyère.

Hôtel de Gruyères *: a quiet and beautiful nest**

This hotel with a rustic décor provides a fantastic view of the medieval town and the Pre-Alps. The meeting rooms and new sun terraces welcome you to a seminar.



Maison Cailler

Swiss Chocolate factory.



Have you ever dreamt of visiting a real chocolate factory? At Maison Cailler, we invite you to explore Cailler's world of chocolate. Experience our chocolate with all your senses and discover the secrets of its origins and manufacture. Touch roasted cocoa beans and follow the irresistible scent of freshly made chocolate. The chocolate tasting will thrill your taste buds with the aromas of exquisite cocoa, fresh Alpine milk and the finest ingredients.



+41 (0)26 921 59 60
maisoncailler@nestle.com
www.cailler.ch



Facts.

Visits: group reservation from 15 people upwards
Workshops: on reservation only
www.cailler.ch



UNESCO-listed Lavaux vineyard terraces

Lausanne – Montreux Riviera, Lake Geneva Region.

Easily accessible by plane, by rail and by road, Lake Geneva Region has extensive experience in welcoming visitors. Lausanne and Montreux Riviera are well equipped for the largest congresses while Villars, Les Diablerets and Leysin are ideal for your mountain incentives.

1 Chillon Castle

Chillon Castle stands on a rocky islet in the lake at the foot of a forested slope. Close to Montreux, the romantic castle is a popular venue for all kinds of events.



2 Lavaux

The Lavaux vineyards, a UNESCO World Heritage Property, tell the story of 1,000 years of winemaking.

The estates produce mainly Chasselas wines, fruity and dry with subtle aromas.

4 Lausanne lakeshore

Ouchy offers wonderful strolls taking in several parks, The Olympic Museum and the Thai Pavillion. It is also the departure point for wonderful boat excursions.



5 Lausanne Old Town

At the heart of the Old Town, Lausanne's majestic cathedral (13th century) overlooks the city. It is regarded as one of Europe's finest Gothic monuments.

VAUD 
Lake Geneva Region

**Lake Geneva Region
Tourist Office**

1000 Lausanne 6
+41 (0)21 613 26 26
berthod@lake-geneva-region.ch
www.lake-geneva-region.ch

Hotel capacity (rooms) Lausanne

★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total region
504	1,223	786	1,393	3,906

Hotel capacity (rooms) Montreux Riviera

★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total Montreux Riviera
572	1,024	521	441	2,558

Gala dinner venues

Name	Capacity (banquet)	Website
Boat on Lake Geneva	500	www.cgn.ch
Chillon Castle	350	www.chillon.ch
Petit Palais	700	www.montreux-palace.ch
Portes des Iris	450	www.portesdesiris.ch
The Olympic Museum	500	www.olympic.org/museum

Restaurants for groups

Name	Capacity (banquet)	Website
Eat Me	100	www.eat-me.ch
Chalet Suisse	300	www.chaletsuisse.ch
Café du Grütli	100	www.cafedugruetli.ch
Le Museum	140	www.museum-montreux.ch
Montreux Jazz Café	100	www.montreuxjazzcafe.ch
Le Palais Bonheur	100	www.casinosbarriere.com/en/montreux/le-palais-bonheur.html



i Glamour by the lake.

Did you know that Coco Chanel lived in Lausanne? She loved taking long walks by the lake. Her tomb in the historic cemetery of Bois-de-Vaux is always decorated with white flowers.

Ideas for excursions.



Lavaux vineyards – a UNESCO World Heritage Property

In 2007, Lavaux was officially registered as one of UNESCO's World Heritage Properties. From the uncultivated and bushy hillside that it has been for millennia, man has fashioned a terraced vineyard that faces Lake Geneva and the Alps. The vineyard is now known for its excellent wines and breathtaking scenery. The vineyards are perfect to enjoy a winetasting or a visit and various outdoor activities for groups.



i Charlie Chaplin.

Did you know that Charlie Chaplin once contacted a painter who didn't speak English? To explain to him that he wanted egg-shell-colored walls, he imitated a chicken laying an egg and the painter understood!

Special meeting venues.

Gala dinner: Chillon Castle

Located on a rocky islet just off the lake-shore, Chillon Castle is the most-visited monument in Switzerland. Two magnificent halls are available for banquets; the castle is also a popular venue for medieval evenings.



Great view: The Olympic Museum

With its scenic location on Lake Geneva, The Olympic Museum embodies dreams, challenges and a spirit of excellence. It can be booked for private receptions or seminars. Private hire of the entire museum possible.

CGN boat on Lake Geneva

CGN boats provide an exceptional setting for your event, adding a touch of elegance, prestige and originality. The wonderful landscapes along Lake Geneva add to the charm.



Special location: Chaplin's World

Chaplin's World offers a unique experience of Charlie Chaplin's life and work. Discover the Manoir de Ban, where Chaplin lived for 25 years, the studio and four hectares of garden: an original venue for hosting events complete with exclusive visits to the museum.

Chaplin's World By Grévin

Your private event at Charlie Chaplin's Manor.



Chaplin's World is a fascinating museum that opened recently in the beautiful villa that was home to Charlie Chaplin and his family for many years. The new attraction uses interactive multi-media technology to explore the work of the world-famous comic actor, writer, director and composer, and also surveys the private life of Chaplin, the family man. Explore sets from his movies and make one of the most beautiful spots in the Riviera your own private venue.

Chaplin's
WORLD

Chaplin's World By Grévin
+41 842 422 422
events@chaplinsworld.com
www.chaplinsworld.com



Facts.

Capacity: 110 (banquet) and 200 (cocktail)

Chillon Castle

The perfect venue for a gala dinner.



Choose the Chillon Castle for a meeting of unparalleled charm, to wander through the courtyards and gardens during a sunny afternoon cocktail party, or to enjoy a fairytale gala evening. Or succumb to the magic of a medieval evening around the fire blazing in the Great Hall's hearth. So many options for a unique and unforgettable event! The castle is accessible by all kinds of transport including boat!



Chillon Castle
+41 (0)21 966 89 10
info@chillon.ch
www.chillon.ch



Facts.

Capacity: 650 (cocktail)
Gala dinners: 3 rooms
Opening hours: generally 9am to 7pm, rentals also possible outside the opening hours
Costs for a banquet: CHF 42 per person



The valley and its vineyards © Valais/Wallis Promotion – Frederic Huber

Valais.

With 45 peaks of over 4,000 meters, fascinating glaciers, idyllic mountain lakes, picturesque vineyards and unspoilt side valleys, Valais with its 300 days of sunshine per year offers an outstanding setting for business events.

1 Zermatt – Matterhorn

Mystical, majestic, and the most-photographed mountain in the world. Myth and emblem for alpinists and photographers alike, the Matterhorn is Switzerland's most famous landmark as well as a symbol.



2 Aletsch Arena – the Aletsch Glacier

A breathtaking view of the largest glacier in the Alps and famous mountains such as Eiger, Mönch, Jungfrau, Matterhorn and Dom.

All this in the midst of an UNESCO World Heritage property.

3 Val d'Hérens – Grande Dixence

With a wall height of 285 meters (935 ft), the Grande Dixence is the highest gravity dam in the world. There are guided tours inside the wall and the top of the dam can also be reached by cable car.

4 Pays du St-Bernard – Montagne Alternative

In the small village of Commeire, Montagne Alternative welcomes you to their 100-year-old barns, renovated into modern accom-



modation, preserving the traditional village heritage.

5 Leukerbad – natural thermal paradise

Relax in the in- and outside thermal pools filled with natural hot thermal water, and with a splendid view of the impressive surrounding Alpine mountains, 365 days a year.



ENGRAVED ON MY HEART.

Valais/Wallis Promotion
+41 (0)27 327 35 90
meeting@valais.ch
www.visitvalais.ch

Hotel capacity (rooms)

★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total region
904	3,040	5,448	5,792	15,184

Gala dinner venues

Name	Capacity (banquet)	Website
Champéry – Palladium de Champéry	600	www.palladiumdechampery.ch
Crans-Montana – Hôtel Guarda Golf★★★★	120	www.guardagolf.com
Zermatt – CERVO Mountain Boutique Resort★★★★	90	www.cervo.ch
Verbier – W Verbier★★★★	150	www.wverbier.com
Visp – Hotel Visperhof***	60	www.visperhof.ch

Restaurants for groups

Name	Capacity (banquet)	Website
Aletsch Arena – Art Furrer Hotels	150	www.artfurrer.ch
Martigny – Hôtel Vatel****	300	www.hotelvatel.ch/en/martigny
Leukerbad – Mountainrestaurant Wildstrubel	120	www.gemmi.ch
Nendaz – Hotel Nendaz 4 Vallées★★★★	120	www.hotelnendaz4vallees.ch
L'Ecluse 26	60	www.leverredici.ch



i Ski-in ski-out.

Did you know that the Chetzeron hotel was built in the former mythical cable car station at an altitude of 2,112 meters (6,929 ft) above sea level and that the Hotel Riffelhaus at over 2,500 meters (8,202 ft) above sea level is the highest four-star hotel in Europe?

Ideas for activities.

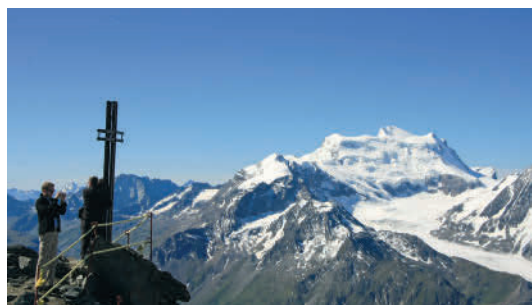


Champéry – discovery of the bell factory

Discover one of the last manual bell factories. From generation to generation, bells have been made by this traditional family from Champéry. They will explain you different phases of the bell's construction and show you a part of it.

Champéry – curling initiation

Curling is a perfect team-building activity. Your group will be accompanied by a guide and learn how to move on the ice. At the end of the initiation, they will be ready for a little game!



Nendaz & Verbier – sunrise at Mont-Fort

On Thursdays, watch the sunrise over the surrounding mountains from the Mont-Fort and enjoy breakfast at the Restaurant des Glaciers at Gentianes. An unmissable and breathtaking experience to live!

Nendaz – Jacot Chocolatier

The Chocolaterie Jacot in Aproz has a conference room of 16 square meters with space for 20 people. Seminar participants will be able to live a moment of sampling and share taste experiences around chocolate and wine during their meetings.



Verbier – cheese-making

Learn how to make the traditional “Bagnes,” known all over the world to provide the best cheese for “raclette.” Discover an ancestral way of working combined with modern techniques. An inspiring way to relax and learn a bit of “Swiss made.”



Martigny – the Morand Distillery

Williamine® and Abricotine have been produced since 1889 in Martigny with the best local fruits of the region. Discover the way to produce brandies with a tasting.

Ski with a champion

Spend an unforgettable day on the slopes with one or more former World Cup skiers. Expect top-class coaching, insider tips and a fascinating insight into the international racing scene. The day takes place at a ski area of your choice.



Wine tasting deep inside a dam

After your meeting, glide over the Alps in a helicopter and enjoy a fine meal at high altitude. The grand finale takes place deep inside the Grande Dixence dam, where Luc Sermier, Cellar Master at Provins, matures exceptional wines that you will be able to taste.

Ideas for excursions.

Aletsch Arena – viewpoints

Combine your journey on the Glacier Express panoramic train with a stop at one of the Aletsch Arena viewpoints Moosfluh (2,333 m / 7,654 ft), Bettmerhorn (2,647 m / 8,654 ft) or Eggishorn (2,869 m / 9,413 ft) to see the Aletsch Glacier.



The wine country

Did you know that Switzerland's biggest wine-growing canton not only holds the highest vineyard in Europe, but also the smallest one in the world and a glacier wine preserved in casks that are never emptied. Savor with your eyes and taste the subtlety of the aromas.

Visp – wine tasting with saga telling

Johanneli Fi winery serves typical Valais wines in the cellar. The wine tasting is accompanied by saga telling about the mysterious Johanneli Fi. And if you get hungry from all those sagas enjoy a fondue or raclette served here.



Crans-Montana – a golf course in the heart of the Alps

Four courses, one prestigious club, an indoor center open year round and host to the OMEGA European Masters, this is what's on offer to golfers from all over the world on the Crans-Montana plateau overlooking the Rhône Valley.

Leukerbad – monster scooter

Feel the rush of adrenalin as you hurtle all the way down on monster scooters from the Torrent to Leukerbad or Flaschen. Discover the Torrent region from a completely different perspective.



Pays du St-Bernard – Grand-St-Bernard Pass

A thoroughfare that has been used for thousands of years, between Switzerland and Italy, the pass is one of the not-to-be-missed locations in the St-Bernard region.

Special meeting venues.

Congress center: Le Régent, Crans-Montana

Congresses, seminars, symposiums, professional salons, exhibitions, weddings, receptions, banquets, shows: Everything is possible within the 18 halls of Le Régent Congress Center.



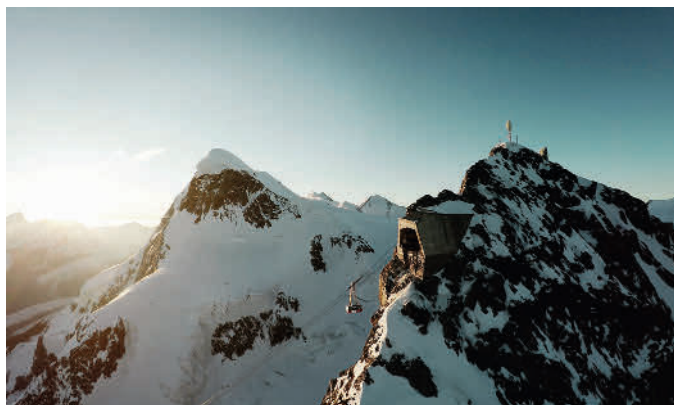
Gala dinner: La Poste, Visp

The banquet hall (500m²/1,640ft) offers space for a maximum of 600 guests, and the hall can be split into four different sections, to suit your individual function.

Thermal Spa: Hotel Les Sources des Alpes ★★★★★

Relax in style at the hotel Les Sources des Alpes★★★★★. This member of Relais & Châteaux is an ideal source of inspiration and the perfect reward for your participants' hard work.





**Great view:
successful meetings
at 3,883 meters,
Zermatt**

For those with high ambitions: Organize your meeting at the exclusive Lodge Matterhorn Glacier Paradise at an altitude of 3,883 meters (12,739 ft). The restaurant holds a conference space with room for up to 70 people and a lodge with 40 beds.



Event location: CERM, Martigny

More than 30,000 square meters (98,425 ft²) for your next event in Martigny.



General view, Verbier

Verbier.

Verbier is a destination synonymous with fun, inspiration and adventure. This Pure Energy is what makes incentives and events here unique and inspirational – delegates invariably feel uplifted!

1 The Mont-Fort at 3,330 meters

Discover the breathtaking 360° panorama from the top of the Mont-Fort! The views take in the Alps' highest peaks, including Mont-Blanc, the Matterhorn and the Combin Massif.



2 Verbier 4 Vallées ski area

Discover sensational skiing and snowboarding in Switzerland's biggest ski area – freeride heaven! From beginners to experts, everyone can find perfect conditions.

3 International events

Verbier is home to key international sporting and cultural events – such as the mythical Xtreme Verbier in winter and the Verbier Festival in summer.



4 Easy access

Located less than two hours from Geneva airport and three hours from Zurich, Verbier is easy to reach by car or public transport.



5 A mountain village

Verbier is an international, sports and lifestyle resort, but with an authentic chalet style and warm village feel. Hotels, restaurants and facilities are at walking distance from the center.



Verbier
1936 Verbier
+41 (0)27 775 38 88
info@verbier.ch
www.verbier.ch

Hotel capacity (rooms)

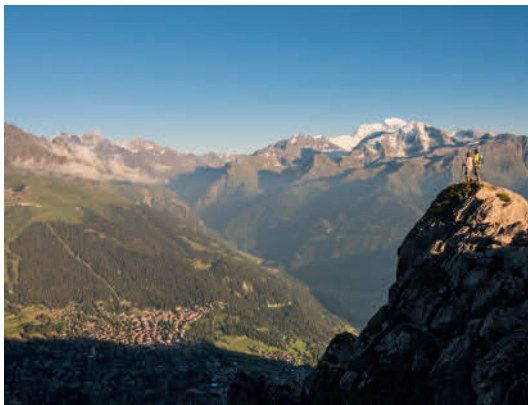
★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total region
152	139	293	100	684

Gala dinner venues

Name	Capacity (banquet)	Website
Le Chalet d'Adrien	100	www.chalet-adrien.ch/en/restaurants-bar-3/the-table-adrien
La Cordée des Alpes	110	www.hotelcordee.com/deguster/restaurant
Le Mouton Noir	370	www.lemoutonverbier.com
Vie Montagne	80	www.viemontagne.com
W Verbier	150	www.wverbier.com

Restaurants for groups

Name	Capacity (banquet)	Website
Le Carrefour	80	www.lecarrefour.ch
La Croix de Coeur	140	www.verbier.ch/fr/fppei-croix-de-coeur-280.html
Le Caveau	80	www.theplacetobe.ch/restaurant-le-caveau
Le Dahu	160	www.ledahu.ch
Le Rouge	150	www.lerouge-verbier.com



i Verbier Infinite Playground Pass.

The VIP pass comprises a host of free or cut-price activities, such as free pedestrian access to the cableways and the Mont-Fort. The pass is offered to all guests staying in Verbier or Val de Bagnes who pay the tourist tax.

Ideas for activities.

Cultural: Mauvoisin Dam

At the end of the Bagnes valley, this dam is the highest arched dam in Europe (250m). A spectacular path reveals its impressive construction. On top of the dam wall, you'll be rewarded by a fantastic view and an art exhibition.



Active: first ski experience

Get a taste of skiing in an authentic Alpine setting! Snow is guaranteed from December to April, including on the sloping runs which are particularly suited to beginners. Make your reservation and Verbier will take care of everything!

Outdoor: sunrise at the top of Mont-Fort

On summer Thursdays, glide by cable car to the top of the Mont-Fort to watch the rising sun color the surrounding mountains gold – before enjoying breakfast at the Igloo des Gentianes. A truly breathtaking experience!





Indoor activities

Verbier offers a wide range of indoor activities: squash, tennis, swimming pool, a 600-square meter climbing wall, museums or even an escape room. Besides, you will find many spa and wellness facilities.

Tradition: Alpine treasures

While hiking, discover shepherds' shelters and vaulted stables which stud the pastures of the Val de Bagnes, observe the impressive Hérens cows and taste our on-site made Tomme, Sérac and other local produce.



Factory visit: cheese factory

Learn how to make genuine “Bagnes,” known worldwide to provide the best cheese for raclette. Experience an ancient tradition combined with modern techniques: an inspiring way to learn some “Swiss made”!

Ideas for excursions.

Mont-Fort viewpoint

Perched at 3,330 meters in altitude, the air is pure, the panorama breathtaking. From the viewing platform at the top of Mont-Fort, you will admire an incredible series of mountain peaks such as the famous Matterhorn and Mont-Blanc.



4 Vallées tour

Biggest ski area in Switzerland, six different resorts and all accessible with a single lift pass: the 4 Vallées offer endless possibilities for skiing, biking and hiking. You can stay a whole week and never do the same trail twice!

Scenic hiking

Take the cableway from Verbier to Les Ruinettes and enjoy an easy and scenic hiking tour on the flat path La Planie or along the “bisse.” The views on the mountains, surrounding pastures and Verbier resort are breathtaking.



REALFLY, Sion

REALFLY in Sion is the first indoor skydiving simulator in Switzerland. Flights are managed by specially trained instructors who take care of you. Flight sessions are customized to best meet the needs and desires of customers.

Great St-Bernard hospice

Ride up the Great St-Bernard Pass at 2,473 meters and discover its hospice, founded nearly 1,000 years ago. Explore its museum and in summer meet the famous St-Bernard dogs, which have been raised here since the 17th century.



Verbier 3D Sculpture Park.

Overlooking Verbier at 2,300 meters this unique space welcomes sculptures made by artists during their residence in Verbier. It is accessible all year long.

Special meeting venues.



Espace Saint-Marc

This congress and event center offers all facilities needed for MICE or entertainment events. Located a five-minute walk from the train station and gondola for Verbier.



W Verbier

Host meetings in Verbier in superbly designed venues with inspiring mountain views. Intimate cocktail reception or major conference: The three studios, available in any combination, offer the ideal setting for your gathering.

Le Mouton Noir

A superbly located restaurant and conference complex at an altitude of 2,200 meters above Verbier. This uniquely versatile mountain restaurant and entertainment venue promises faultless service and an unforgettable setting.



Le Chalet d'Adrien

With a terrace voted the most beautiful in Europe in 2015, this is the perfect place for meetings in a peaceful setting. Another big draw: the gastronomic restaurant with 1 Michelin star and 17 GaultMillau points.

Le Hameau de Verbier

This small village built in traditional style in the heart of the resort will exceed all your expectations, with two rooms, a big hall and a delightful square. The perfect spot to work in a typical Swiss atmosphere.



Igloo des Gentianes

Mythical location in the Verbier – 4 Vallées ski area.



Enjoy skiing and good food in a mythical location in the ski area of Verbier! At an altitude of 2,950 meters, the Restaurant des Gentianes allows you to combine two pleasures: skiing and dining. With the Igloo du Mont-Fort, this establishment has the highest location in the 4 Vallées. Opened in December 2012, the Restaurant des Gentianes is home to a self-service restaurant and a bar area and lounge on the first floor. The sun deck, with its idyllic panorama, is also available to skiers and walkers.

 **les
Gentianes**
Restaurant des Gentianes • Verbier Nordet Mielard

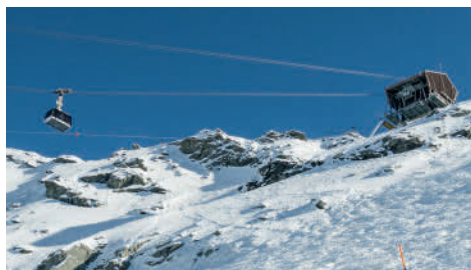
Téléverbier SA

Col des Gentianes, 1936 Verbier

+41 (0)79 958 96 50

lesgentianes@televerbier.ch

www.verbier.ch/en/fppoi-les-gentianes-198-8114.html



Facts.

Restaurant with European and traditional cuisine, grill and raclette.

Cabin with outside terrace (free WiFi).

Mont-Fort, 3,330 meters altitude

Highest point in the Verbier – 4 Vallées ski area.



Experience a 360° panoramic view at the 3,330-meter summit of the Mont-Fort with more than 20 majestic 4,000-meter Alpine peaks, including the Matterhorn and Mont-Blanc. Less than an hour from Verbier, you take a series of cable cars and gondola lifts to get to this ultimate point, appreciated as much in the winter by skiers as in summer by lovers of breathtaking views.



Téléverbier SA

Case postale 419, 1936 Verbier
+41 (0) 27 775 25 11
info@televerbier.ch
www.verbier4vallees.com



Facts.

Largest ski area in Switzerland with 410 kilometers of slopes.
Highest fondue in Europe served at the Igloo du Mont-Fort.
Xtreme Verbier exhibition (Freeride World Tour finals) in the Igloo des Gentianes.

W Verbier

A fabulous escape from the everyday Verbier ski resort.



Perched at 1,531 meters with immediate access to over 400 kilometers of ski and hiking terrain, W Verbier features 123 stylish rooms and suites. Open all year around, the hotel offers six bars and restaurants including the new restaurant W Kitchen and the exclusive EAT-HOLA Tapas Bar, a relaxing escape in Away® Spa and 300 square meters. of functional event spaces. W Verbier offers everything under one roof.



VERBIER

W Verbier

Rue de Médran 70
1936 Verbier
+41 (0)27 472 88 88
ww.verbier@whotels.com
www.wverbier.com

Facts.

123 rooms and suites
7 twin rooms

.....
Largest ballroom: Studio 1+2+3

Size: 295m²

Height of ceiling: 6.4/2.4m

Banquet seating: max. 140

W Kitchen

Modern Local Cuisine.

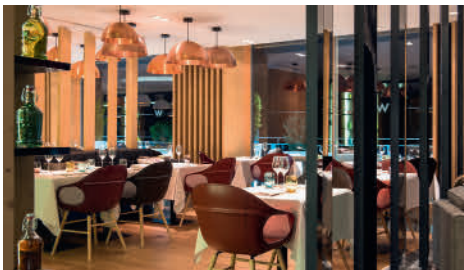


Immerse yourself in the atmosphere of the WKitchen modern bistro, enjoy the revisited Swiss cuisine heritage and let yourself be seduced by the creative twist of our chefs. With its authentic, innovative and generous cuisine made with the best local ingredients, W Kitchen will satisfy the palates of all the gourmets.



W Verbier

Rue de Médran 70
1936 Verbier
+41 (0)27 472 88 88
[www.verbier@whotels.com](mailto:verbier@whotels.com)
www.wverbier.com



Facts.

Type of catering: breakfast
and dinner
Capacity banquet: 80 pax

Espace Saint-Marc

Congress Center located 200m from the train and gondola station.



The Espace Saint-Marc is a multifunctional complex which houses five fully equipped rooms ranging in size from 75 to 904 square meters, one stage, one professional kitchen and sanitary facilities.

Located in Le Châble, it benefits from 120 parking places or is easily accessible by public transport. Conferences, seminars, shows, exhibitions or even marriages, the Espace Saint-Marc is ideal for your events!

Espace Saint-Marc
Route de Mauvoisin 45
1934 Le Châble VS
+41 (0)27 775 38 70
lechable@verbier.ch



Facts.

Maximum group size:

1,800 standing

Maximum group size:

800 seating (theatre style)

640 (banquet style)

Barryland – Musée et Chiens du Saint-Bernard

The lively museum brings people and Saint Bernards together.



The famous hospice dogs represent the main attraction. The ground floor consists of the kennels, boxes and an area for looking after the dogs. Dog enthusiasts of all ages can stroke the Saint Bernards and watch as they frolic around. On the first floor, embark on a tour of the history of the Great Saint Bernard pass. The Barry Family features adventures, games and activities for all ages. It is located on the top floor. To round off the trip, visitors can enjoy refreshments or recharge their batteries at the Le Collier d'Or restaurant.



Fondation Barry

Saint-Bernard, Rue du Levant 34
1920 Martigny, +41 (0)27 720 49 20
reception@fondation-barry.ch
www.barryland.ch

Facts.

Opening: all year round (except
24 + 25 December)
from 10am to 6pm

Menu: international food
(3-course menu for groups)

Maximum group size:
35 (would be separated in two
groups)

Au Vieux Verbier

Ideally located at the feet of the slopes and the cableway.



Our bistronomy restaurant is one of the most popular in Verbier. It has been run by our family, the de Torrenté family, for 40 years. Come and taste our local cuisine, our speciality “Potence” (flame-grilled meat) and our large selection of Swiss and foreign wines. Menu according to the seasonal products.



Au Vieux Verbier

Rue de Médran 43

1936 Verbier

+41 (0)27 771 16 68

vieux.verbier@verbier.ch

www.verbier.ch/en/fppoi-au-vieux-verbier-4822.html



Facts.

Type of catering: bistronomy / brasserie

Entertainment: meat specialties / French & Swiss cuisine / local food

Total capacity: 250 seats

100 inside, 150 outside



General view, Zurich

Zurich.

Its central location in the heart of Europe, security and cosmopolitan flair in Alpine surroundings make Zurich a highly desirable location. The appeal lies in the mix of long-established tradition and a chic urban lifestyle.

1 International accessibility

Zurich Airport offers direct flights to 180 destinations. And just a short train ride from the airport, situated right in the city center, Zurich's Main Railway Station is a central European railroad hub.



2 Variety of activities

Zurich is perfect for dipping your feet into Lake Zurich, urban shopping, its vibrant nightlife or rich and lively

cultural life set amidst natural surroundings.

3 Visit Zurich – discover Switzerland

Thanks to its central location in the heart of Switzerland, Zurich is the perfect starting point for fantastic day trips in the region around Lake Zurich, or to the Alps and the perpetual ice.



4 Fun programs

Go on a treasure hunt, a boat cruise or make your



own chocolate. Zurich offers a wide range of team-building events and excursions.

5 Leading hospitality

Zurich provides first-class hospitality and dining experiences: leading catering establishments and with around 250 hotels a diverse range of overnight accommodation.

Zürich, Switzerland.

Zürich Tourism Convention Bureau

+41 (0)44 215 40 30
congress@zuerich.com
zuerich.com/meeting

Hotel capacity (rooms)

★★★★★/ ★★★★★	★★★★/ ★★★★	★★★/ ★★★	Other	Total region
1,224	5,452	2,017	1,997	10,690

Gala dinner venues

Name	Capacity (banquet)	Website
Schützenhaus Albisgütli	1,000	www.albisguetli.ch
Zunfthaus zur Meisen	240	www.zunfthaus-zur-meisen.ch
Kongresshaus	1,000	www.kongresshaus.ch
Giardino Verde	500	www.giardino-verde.ch
Aura	360	www.aura-zurich.ch

Restaurants for groups

Name	Capacity (banquet)	Website
Zoo Zürich	180	www.zoo.ch
Carlton	160	www.carlton.ch
Lake Side	500	www.lake-side.ch
Metropol	320	www.metropol-restaurant.ch
Zunfthaus zur Zimmerleuten	130	www.zunfthaus-zimmerleuten.ch



i Best quality of life.

Zurich consecutively named “city with the world’s best quality of life” in Mercer survey. With its culture, nature and urban-style living, it’s a paradise in the middle of Europe.

Ideas for activities.

City walk – stories of the Old Town

On this guided walking tour of the Old Town you come face to face with Zurich's past and present through a selection of buildings, stories and anecdotes. You will be fascinated by the rich testimonies to bygone days.



Dragonboat – action on Lake Zurich

In a vessel that looks like a dragon from a medieval myth, up to 20 paddlers try to move forward as fast as possible, using muscle force only. It requires an exact synchronization of all the individuals in the boat to win the race.

City Treasure Hunt

Explore Zürich while solving tricky problems: equipped with a task dossier and an instant camera, you will be sent off in a team. The idea is to find hidden clues, solve tricky tasks and answer challenging questions.



Masoala Tour

Discover the secrets of the Masoala Rainforest in Zurich: during the tour, you can immerse yourself in the rainforest and acquire in-depth insight into Zoo Zürich's Masoala project.

Farm Tournament on the Adventure Farm

Experience the original Farming Challenge with "chicken throwing", cow milking and tractor racing. After the event you can enjoy a delicious meal from the bounty of the fields.



Chocolate experience

Under the expert guidance in the unique atmosphere of a historical chocolate atelier, you will learn how to handle chocolate and create your own masterpieces. You will be given a genuine uniform to make the experience complete.

Ideas for excursions.



Uetliberg – Zurich’s very own mountain

Uetliberg towers over the rooftops of Zurich. The mountain affords an impressive panoramic view of the city, the lake and the Alps.

In summer there’s plenty to discover on hiking and mountain bike routes. In winter, the hiking trails are converted into sledding runs.



FIFA World Football Museum

The new museum is an interactive world of experiences. Spread over three floors, it examines all aspects of the world of football and displays, along with the original World Cup Trophy, over 1,000 items of exclusive memorabilia and apparel.



Rapperswil – picturesque Town of Roses by Lake Zurich

The small alleys of the medieval town of Rapperswil invite visitors to a charming stroll. Overlooking the town, the Rapperswil castle offers visitors breathtaking views of the lakeside surroundings.

Lake promenade – the popular walking path at Lake Zurich

The lakeside park area encloses the lower basin of Lake Zurich with a splendid promenade and serves as recreation area. Many people gather here, creating a colorful scene.



Sightseeing on the water – on a Limmat River Cruise

A boat trip on the Limmat river will take you on a leisurely tour past the most beautiful sights that Zurich's Old Town has to offer until the view opens up over Lake Zurich.

Rhine Falls – Europe's biggest waterfall

The Rhine Falls provide a magnificent spectacle. An adventure path with elevator allows an unobstructed view of this spectacle of nature. And a boat ride to the Rhine Falls basin is also worthwhile.



Special meeting venues.



Congress center Zurich: World Trade Center

The Zurich World Trade Center is a distinctive, impressive architectural landmark towering up high into the sky. The 14 multifunctional rooms offer a variety of options for events of all kinds.

Gala dinner: Schützenhaus Albisgütli

Traditional event location, Schützenhaus Albisgütli offers in addition to awesome views of the city a variety of event facilities for up to 1,000 people. A rustic banquet hall for large conferences and banquets and additional rooms for smaller events.



Event location: Umwelt Arena Spreitenbach

The spectacular architecture of the arena offers an ideal backdrop for large-scale events. The location also offers eight more rooms and a variety of leisure activities on the theme of mobility, including test drives with two- and four-wheel electric vehicles.

Lake Zurich Navigation Company (ZSG)

Whether a nostalgic paddle steamer or a motorboat – the Lake Zurich Navigation Company rents out a variety of boats for all kinds of events. The largest boat, the MS Helvetia, has banquet seating for 280 guests.



Great view: The Dolder Grand

Luxury hotel with views of the city, lake and Alps, The Dolder Grand is situated between the bustling city life and verdant nature. With its ballroom and smaller breakout rooms, this city resort offers the ideal setting for exceptional events and meetings.

Blue Monkey (“zur Schneidern” guild house)

Historic guild house offering an international welcome.



Mr. Kesang Soghatsang and his team serve traditional Thai food in this historical guild house in Zurich's Old Town. Events can combine Thai signature dishes with traditional Swiss cuisine cooked by the Swiss staff. The “Zunfthaus zur Schneidern”, built in 1613, offers a magnificent setting for all kinds of events with up to 120 guests. Smaller events can be held in the Carolistube or in the garden.

Blue Monkey
organic thai restaurant

**Blue Monkey –
Zunfthaus zur Schneidern**
+41 (0)44 261 76 18
gf@bluemonkey.ch
www.bluemonkey.ch



Facts.

Capacity banquet:
Guild hall: 120
Two restaurants: 36 and 66
Carolistube: 20
Large outdoor terrace: 100

FIFA World Football Museum

Interactive museum with modern meeting spaces.



The FIFA World Football Museum offers an engaging multimedia experience for guests of all ages, with historical artefacts, state-of-the-art technology and stunning architecture. Interactive stations encourage visitors to dance, commentate and test their knowledge about past World Cup songs. From the origins of football, through the history of the FIFA World Cup to its social and cultural influences in everyday life – this is a museum for everyone.



FIFA WORLD
FOOTBALL MUSEUM

FIFA World Football Museum

+41 (0)43 388 25 00
info@fifamuseum.org
www.fifamuseum.com



Facts.

Max. group size for guided tours: 20

Duration: about 1 hour
Museum can be rented exclusively for events

Kameha Grand Zürich

Experience inspiration and recreation at Kameha.



This lifestyle hotel offers a range of 245 guest rooms, including six business suites, 11 individually designed themed suites and a lot more. The restaurant L'Unico offers fresh, home-made pasta and Italian specialties. The upscale Japanese restaurant Yu Nijyo is the place to go for hand-made sushi variations, freshly prepared in front of the guests. Six different-sized banqueting rooms set the stage for memorable events. The “Kameha Dome” impresses with its sheer size of over 701m², ideal for large-scale conferences, galas and social gatherings.



K A M E H A
GRAND
ZÜRICH

AUTOGRAPH COLLECTION
HOTELS

Kameha Grand Zürich
Dufaux-Strasse 1
8152 Glattpark
+41 (0)44 525 50 00
zurich@kameha.com
www.kamehagrandzuerich.com

Facts.

Rooms: 245
Of which twins: 76

.....
Largest ballroom:
Kameha Dome
Size: 701m²
Height of ceiling: 6.8m
Capacity (banquet): 390 max.



Service providers.



meetings and incentives
Incentive guide to Switzerland





KUONI global travel services

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 Global Travel Services provides 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 Global Travel Services 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.

www.kuoniglobaltravelservices.com

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 Global Travel Services 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 maximize 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 Global Travel Services 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 Global Travel Services 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 Global Travel Services 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, Racelette, Rôsti, sausages and all sorts of delicious chocolate desserts.

KUONI global travel
services

The SWISS flagship.



New levels of comfort.

The Boeing 777-300ER sets standards in terms of inflight comfort and overall air travel experience. The fully re-designed interior of the SWISS flagship offers highest levels of comfort and aesthetics in all three seating classes. And thanks to its state-of-the-art engines, the twin-jet also uses less fuel and reduces carbon dioxide emissions.

Stay connected during your flight.

All ten of the SWISS Boeing 777-300ERs offer wireless internet connectivity via broadband connection. The internet access will enable guests to surf and send emails on their laptop, tablet or smartphone devices.

SWISS Economy.

The Boeing 777-300ER offers SWISS Economy travellers maximum inflight comfort with greater legroom and a new seat-cushion technology. The inflight entertainment features a large 11-inch personal touchscreen with USB and audio connections. The SWISS Economy seat also offers drinks and smartphone holders. And, as a further innovation, our guests will be able to obtain a wide range of drinks and snacks from a self-service kiosk aside from the regular cabin service.

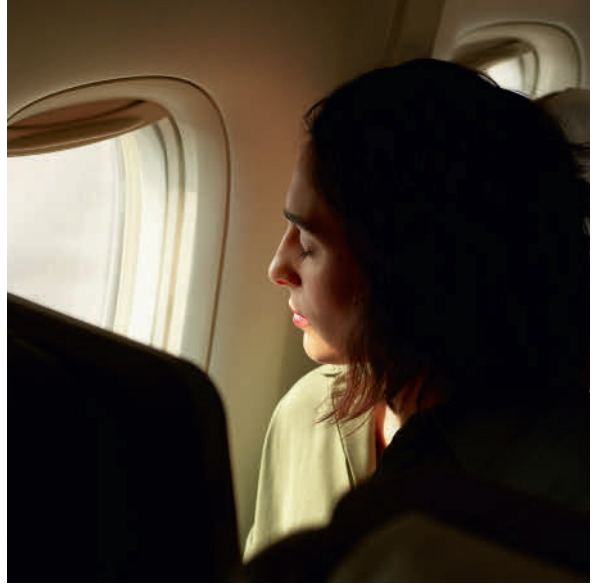
SWISS Business.

Travellers in SWISS Business on the Boeing 777-300ER enjoy a product further developed and refined based on customer feedback. The modular seating configuration with double and single seats offers maximum privacy and freedom of movement. Business Class seats swiftly transform into a lie-flat bed that is over two meters long, the firmness or softness of the seat cushion can be adjusted. The Business cabin offers greater privacy, more space for personal belongings and an easy-to-handle table that make the time aloft even more enjoyable.



SWISS First.

Every seat in the SWISS Boeing 777-300ER's First Class cabin can be easily transformed into a private suite including a personal at-seat wardrobe and more stowage space for the guest's belongings. The electromechanical window shades can be operated simultaneously for all three windows in the traveller's seat zone. And the 32-inch video screen – the biggest in the airline industry – makes SWISS's inflight entertainment a pure delight.



The 8 SWISS Asian Gateways: Flight schedule.

Beijing – Zurich

LX197 06.45 – 11.20

Zurich – Beijing

LX196 13.15 – 05.15*

Mumbai – Zurich

LX155 00.55 – 06.15

Zurich – Mumbai

LX154 09.45 – 21.40

Singapore – Zurich

LX177 23.10 – 06.10*

Zurich – Singapore

LX176 22.45 – 16.55*

Shanghai – Zurich

LX189 09.30 – 15.50

Zurich – Shanghai

LX188 13.05 – 07.05*

Delhi – Zurich

LX147 01.15 – 06.20

Zurich – Delhi

LX146 12.40 – 23.55

Bangkok – Zurich

LX181 13.05 – 19.35

Zurich – Bangkok

LX180 17.55 – 09.35*

Hong Kong – Zurich

LX139 23.45 – 06.10*

Zurich – Hong Kong

LX138 22.40 – 16.30*

Tokyo – Zurich

LX161 10.10 – 15.30

Zurich – Tokyo

LX160 13.00 – 07.50*

*Next day



The SWISS Route Network.

SWISS serves more than 100 destinations in 50 countries around the globe, including major Asian cities like Singapore, Shanghai, Tokyo, Bangkok and Mumbai. The SWISS network is constantly being expanded from its major hub in Zurich and Geneva. A modern infrastructure and optimum transfer times make Zurich Airport a highly efficient hub in international air transport.

Whether you are flying to Switzerland or beyond, our fleet offers the ultimate in comfort in Economy, Business and First Class. Our flagship plane, for instance, the Boeing 777-300ER, sets new standards in providing a wonderful travel experience. From Zurich and Geneva you can also transfer to anywhere in Switzerland quickly and conveniently with the famously reliable public transport system of Switzerland.



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a new plane.**

**It's a new way
of flying.**

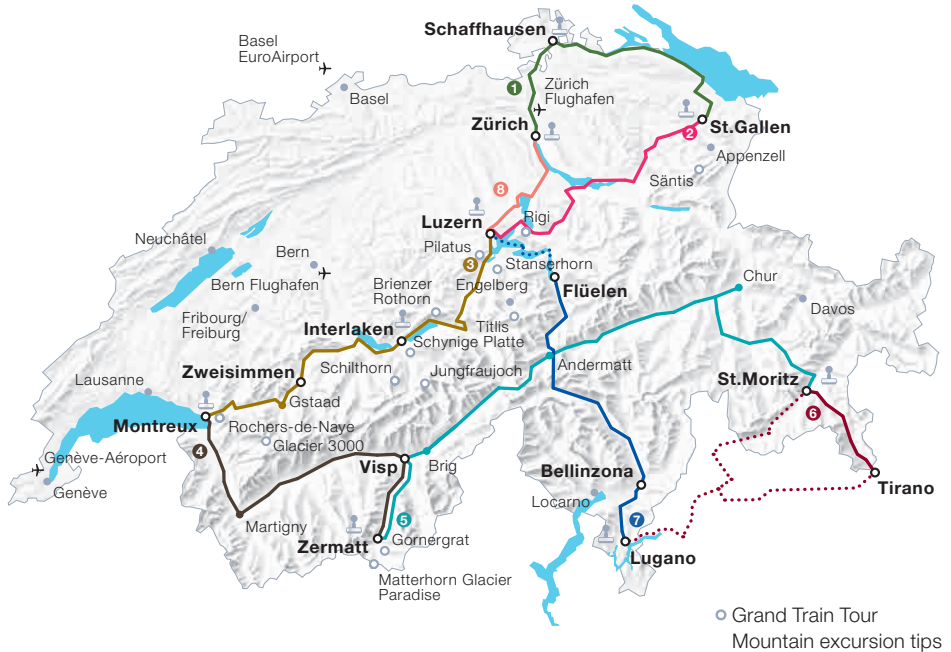
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[swiss.com](https://www.swiss.com)

Made of Switzerland.

The Grand Train Tour of Switzerland.

A unique tour combines the most beautiful panoramic routes of Switzerland. On the Grand Train Tour of Switzerland, travellers can explore the diversity and the highlights of the Alpine nation with one single ticket: the Swiss Travel Pass.



① Zürich – Schaffhausen – St. Gallen

→133km ⌚ 2h 50 min

② St. Gallen – Luzern

→125km ⌚ 2h 15 min

③ Luzern – Interlaken – Zweisimmen – Montreux

→191km ⌚ 5h 7 min

④ Montreux – Visp – Zermatt

→148km ⌚ 2h 31 min

⑤ Zermatt – St. Moritz

→291km ⌚ 7h 47 min

⑥ St. Moritz – Tirano (Italy) – Lugano

→183km ⌚ 6h 42 min

⑦ Lugano – Flüelen – Luzern

→182km ⌚ 5h 26 min

⑧ Luzern – Zürich

→57km ⌚ 45 min



Glacier Express on the Richleroh bridge near Andermatt, Uri

The most delightful way to experience Switzerland.

Exploring Switzerland has never been easier! For foreign guests, the all-in-one ticket Swiss Travel Pass is the key to Switzerland's public transport network. This single ticket enables visitors to explore Switzerland from end to end by train, bus and boat on 3, 4, 8 or 15 consecutive days.

The panoramic journeys

Switzerland's panorama train routes (such as the Glacier Express, Bernina Express and Gotthard Panorama Express) are among the most beautiful rail routes in the world. They pass through the most majestic mountain scenery, idyllic valleys and villages; along crystal-clear lakes and ice-blue glaciers. Their passengers enjoy stunning scenic splendours and superior travel comfort.



mystsnet.com/panorama

Contact details

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mystsnet.com



Switzerland.
by train, bus and boat.



SBB CFF FFS

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
Langstrasse 175
8005 Zurich

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



Flight luggage.

Travelling to and from Switzerland.

From another country to Switzerland.

Your luggage travels via Zurich 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 another country.

Deposit your luggage at one of more than 160 stations and have it sent to Zurich Airport. Then collect it at the airport luggage counter and check it in.

Prices.

- Per item of luggage: CHF 22
- Express, door-to-door and check-in services: additional fees apply

You will find further information on flight luggage at sbb.ch/luggage.



Market test.

Express door-to-door group luggage.

The Express door-to-door service for group luggage is available for groups of 10 to 50 persons travelling through Switzerland by train, bus and boat. 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.

Also bookable as Express flight luggage foreign airport-to-door. Landing time latest at 1 p.m. for same-day delivery.

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.



Swiss made.



Show-dairy "Le Chalet," Château-d'Oex, Lake Geneva Region
© Gerald Bosshard

Kambly Experience

Discover the origins of Switzerland's premium biscuit brand.



Kambly welcomes you to its “Kambly Experience” visitor center. Enter the world of Switzerland's iconic premium biscuit brand and discover the secrets of the art of fine biscuit making as you watch the Maîtres Confiseurs work their magic. Explore the rich history of Kambly, take your pick from 100 varieties of biscuits at the factory shop, treat yourself to refreshments at the café and enjoy moments of pure delight! Baking classes for groups are available on request.



Kambly Experience
+41 (0)34 495 02 22
reservation@kambly.ch
www.kambly.com/experience



Facts.

Max. group size: 300
Visit Kambly Experience: 1 hr
Baking workshops: 2–3 hrs (max. 28 pax), reservation mandatory
Costs: Free entry
Opening hours: 7 days a week
Easy access: 35 mins from Berne, 45 mins from Lucerne, 60 mins from Interlaken

SWI swissinfo.ch

International Service of the Swiss Broadcasting Corporation.



SWI swissinfo.ch is directed above all at an international audience interested in Switzerland, as well as at Swiss citizens living abroad. The multimedia platform reports in ten languages (English, German, French, Italian, Spanish, Portuguese, Chinese, Arabic, Japanese and Russian) and offers a Swiss view of topics highlighting Swiss positions on international events and developments, while reflecting the view of Switzerland from abroad.

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TO SWITZERLAND**

SWI swissinfo.ch

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www.swissinfo.ch

Facts.

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Learn about the origins of the famous Swiss Army Knife and assemble your own personally engraved knife. The Victorinox Swiss Knife Valley visitor centre also reveals the many other highlights and success stories of the region. Shop for Victorinox products with the famous Cross&Shield logo or visit our other stores in Geneva, Lucerne and Zurich. For incentive groups, you can pre-order a knife or other gift with a corporate logo as a memento for your guests.



VICTORINOX

Victorinox AG

+41 (0)41 8181 111

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www.victorinox.com



Facts.

Victorinox product range:

- Original Swiss Army Knives
- Cutlery
- Watches
- Travel Gear
- Fragrances



VICTORINOX



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FRAGRANCES



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SwissTech Convention Center, Lausanne, Lake Geneva Region



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Information.

Our online services on MySwitzerland.com/meetings.

Meeting Planner: Seek the perfect meeting venue and social program on our website

The Online Meeting Planner offers an overview of more than 700 Swiss conference centers, seminar hotels and event locations, and more than 1,000 social program ideas, all described in words and pictures.

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Workshop.





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