



Meeting Trophy 2023

Showcase of Swiss Quality!

Organised by **Switzerland Convention & Incentive Bureau**, the 17th edition of the **Meeting Trophy**, an annual signature competition for meeting and incentive travel planners, took place in June this year. Team Belgium took home the trophy for the 5th time! Seven international teams (80 industry professionals) participated in this unconventional rally. **Engadin St. Moritz** and **Zürich Tourism** showcased the best examples of Swiss quality event destinations this year! *Vivian Xu reports*

Explore the top of the world

St. Moritz is undoubtedly one of the most famous resorts in the world. Known as the birthplace of Alpine winter tourism since 1864 and renowned for successfully hosting the Winter Olympics twice, St. Moritz has proven to the world its capacity to host international events. The well-established **Swiss Travel System** provides reliable and comfortable train connections from Zurich Airport to St. Moritz.

HQ was fortunate enough to be a part of Team Belgium and had the privilege to experience a scenic train coach ride from Chur to St. Moritz. This 100-year-old train coach is available for outstanding and exclusive events.

Our first stop was the **Hotel Nira Alpina**, one of the most unique hotels in the Swiss Alps. This four-star resort offers 70 guest rooms and suites within touching distance of snow-capped mountains and pure, glassy lakes. Nira Alpina is equipped with a luxurious wellness centre, a business lounge with an exceptional view, and, last but not least, their rooftop restaurant is an ideal event space that we were able to experience first-hand! The Meeting Trophy's opening reception was hosted here, and through the panoramic window, a summer storm put on a show to welcome the international guests.

At an altitude of 1,800 metres, Lake St. Moritz, surrounded by imposing mountains and jade-blue mineral waters, reflects the light of the sky, which gives the lake face a captivating golden hue. How quiet and peaceful! Needless to say, the lake is a paradise for bikers and sailing lovers. After a 15-minute cable car ride, we reached the heart of the famous skiing and hiking area, **Corviglia**. Travellers looking for a perfect place to stop by should check out the **Hotel Restaurant Salastrains** and its bird's eye view of the Engadin Valley. Get ready to be impressed!

St. Moritz's chic and elegant status can be traced back to 1864, and **Kulm Hotel St. Moritz** is one of the most significant historical hotels in the village. The famous "WinterBet" in 1864 brought the first group of British tourists, marking the start of winter tourism in the whole Alps. The hotel boasts the largest ballroom in St. Moritz and the oldest sports bar in the Alps (Sunny Bar); it offers the ideal setting and ambience for a successful professional event or an unforgettable celebratory occasion. The hotel is currently under renovation, but worry not – it will reopen with 150 guest rooms next winter.

Diavolezza is a must-go for people willing to explore the authentic high Alpine glacier experience. **The Mountain Restaurant Diavolezza** provides the opportunity to dine with a panoramic view of the 4,000-metre Piz Bernina and Piz Palü. Visitors can enjoy sipping locally-produced Swiss wine, dipping into the fondue while listening to Alphorn's mellow and powerful sound in front of a breathtaking scenery. What a 360-degree Swiss experience!

A sweet taste of Zurich

The journey to Zurich started with an enchanting experience of electric cars provided by **Europcar Switzerland**. The ease of driving and the silence of the electric cars allowed us to enjoy the three-hour road trip from the mountaintop to the Zurich Lakeside. Greeted by the rich scent of cocoa, we arrived at the **Lindt Home of Chocolate**, the largest chocolate museum in Switzerland. Located in **Kilchberg**, the factory features a large pilot plant displaying a modern production line of chocolate, the world's biggest Lindt chocolate shop and tailor-made event planning services. Lindt Home of Chocolate is ready to enhance your event experience. Before you go, take a sweet break at the café and enjoy the tempting treats.

From Kilchberg to Zurich, a two-hour dining boat ride worked out perfectly with a three-course menu and





the stunning Zurich Lake view; participants were well rested and ready to explore the old town of Zurich. As Switzerland's largest city, the history of this German-speaking city dates back to the Romans. Today's Zurich is famous for its economic centre and home to many international companies. Moreover, Zurich is also a university city with 20 universities, colleges and institutions of higher education, such as the **University of Zurich**, the **Pedagogical College**, the **Zurich University of Applied Sciences** and the **Zurich University of the Arts**.

Overlooking the Zurich Lake, **8008 See Lounge** is an original event venue and a perfect spot to enjoy the fantastic view over an aperitif or a romantic candlelit dinner with an unforgettable sunset. The See Lounge is also a multifunctional event location, where the Meeting Trophy's farewell evening and awards ceremony took place. Whether in the shipyard hall, on the terrace or on the roof, the lounge can accommodate up to 400 people.

Team Belgium was crowned this year's winner led by the unstoppable determination, motivation, and excellent leadership of the team's host, **Myriam Winnepenninckx, Manager Meetings & Incentives** at the Switzerland Convention & Incentive Bureau.

"Everything was organised to its perfection. It was a unique experience and an interesting way to get to know Switzerland as an event destination. I enjoyed the spontaneous friendliness, the hospitality and the magnificent landscapes it has to offer", said **Eline Vanstraelen, Incentive Manager at Fame Travel Design**. "Great destination, fantastic partners and fun participants. What an amazing way to discover Switzerland. Pampered from beginning till end, from the mountains to the lakes... I was proud to be part of this experience and to be part of the winning Team Belgium!" concluded **Dirk De Craeye, Global Supplier Relations Ambassador & Senior Meeting Planner at American Express, Global Business Travel M&E**.

All photos © Mattias Nutt

