

# Switzerland – where the world meets

## Basel: Culture Unlimited

Basel, located on the borders to France and Germany and set on both sides of the River Rhine, not only looks back in pride on a colourful history. The city is also proud of its cultural offering. No other European city can match Basel's record of more than 30 high-class museums over an area of 37km<sup>2</sup>. Among these are the famous Fondation Beyeler and the Museum of Jean Tinguely. These are always a 'must' on the social programme of congresses held at the centrally located Convention Center Basel. The Convention Center houses 16 congress and conference rooms for up to 2,000 persons and 6,900m<sup>2</sup> exhibition space. Basel can be reached quickly by the modern high-speed train ICE or via the international EuroAirport Basel-Mulhouse-Freiburg, situated only 15 minutes outside the city of Basel.

## Bern: Capital Impressions

Bern, the capital of Switzerland, lies at the heart of the country and is easily accessible by road, rail and air. Over 100 conferences, meetings and seminars take place here every year. The city offers an excellent infrastructure for conventions. The fairgrounds of the BEA bernexpo provide over 35,500m<sup>2</sup> of hall space and 100,000m<sup>2</sup> of grounds. Its convention centre has a capacity of 600.



Bern, Zytglogge ©Bern Tourismus

A cultural highlight of the city is the Zentrum Paul Klee, a unique museum offering the largest Klee collection in the world but also a number of conference rooms.

## Davos: where every convention is unique

Over the past four decades, Davos' fame as an international convention venue has risen to new heights.

World leaders meet here at the Annual World Economic Forum. The town's infrastructure is ideal for conventions, seminars and incentives. The convention centre is an architectural feat, backed by a superb range of hotels specializing in seminar hosting. Conferencing groups are wooed with curling tournaments, snow Olympics, mountain bike tours and sailing classes, neatly scheduled between and after meetings. Perhaps part of Davos' appeal as a meeting centre is simply the fresh mountain air, which relaxes guests and focuses them on their meeting or training course.



Aerial view of Geneva

©Geneve tourisme

## Geneva: international meeting place

This world metropolis is the birthplace of the International Red Cross and houses around 200 international governmental and independent organizations as well as the European headquarters of the United Nations. Apart from its humanitarian role, Geneva is also renowned for its cultural life, its congresses and its fairs. Set on the shores of Europe's largest lake and at the foot of Europe's highest mountain, the Mont-Blanc, Geneva is a smart, cosmopolitan city, yet also a small, friendly resort. The town's symbol is the 140 metre-high giant fountain at the edge of the lake spraying a white veil over the harbour.

## Lucerne: the festival location

Beautifully situated on the lake of the same name, Lucerne has the culture, beauty and zest of a medieval

town. Chic hotels, lake promenade, Chapel Bridge with its superb gable paintings of old war scenes, the lovely old alleyways, the two mountain giants Pilatus and Rigi, the captivating panorama of snow-covered mountains at its doorstep – Lucerne does indeed look like a picture postcard. Lucerne lies on Europe's most important north-south route and is also linked to the Swiss federal rail network in six directions. Direct trains link Lucerne with the international airports of Geneva and Zurich, the latter airport being only one hour away. Like Bayreuth and Salzburg, Lucerne is one of the



Steamboat, Lake Geneva ©Montreux – Vevey tourisme

airport of Geneva, only one hour from the capital, Bern, and less than 2 hours away from Basel/Zurich. The beautiful lake panorama combined with the picturesque Château de Chillon (the most frequently visited building in Switzerland), the majestic mountains of the Alps and a lake promenade lined with sub-tropical flowers and trees make for an unforgettable welcome to an enchanting area. Favoured by an unusually mild microclimate on the banks of Lake Geneva and surrounded by the Lavaux vineyards, a UNESCO World Heritage Site, this region is the ideal setting for conferences, incentives and exhibitions.

## Zurich: high-quality living

Zurich is the cultural and economic centre in the heart of Switzerland. The city's enchanting alpine and lakeside setting combined with an architectural harmony of both old and new form an ideal backdrop for conventions, meetings and events. Zurich can provide the ideal venue for any event. The highest standards can be expected in Zurich since the city regularly wins international awards for having the highest quality of life. Through its international airport, Zurich is directly linked to 124 cities in more than 58 countries.

most renowned festival locations in Europe. The Lucerne Festival offers concerts throughout the year. The region offers a top infrastructure for seminars and conventions.

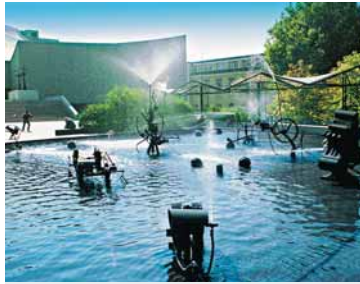
## Montreux: pearl of the Swiss Riviera

Montreux is barely an hour's drive away from the intercontinental



Palm Trees & Mountains, Lake Geneva

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Tinguely Fountain, Basel ©Basel Tourismus



Snowshoe trekking ©Davos Tourismus: swiss-image.ch



Lucerne, Chapel Bridge and HIFLYER ©Luzern Tourismus



Montreux ©Montreux-Vevey Tourisme

## Incentive ideas in Switzerland

### Basel – modern art and architecture

Groups can go on a Rhine River Cruise and admire medieval Basel, the historic city walls and its harbour during a 2-hour boat trip. Another programme entitled “Modern Art & Architecture” is a theme-based city tour. Discover some of the town’s hallmark buildings designed by world-famous architects such as Mario Botta, Renzo Piano, Frank Gehry or Herzog & DeMeuron and admire countless works by internationally renowned artists such as Jean Tinguely or Richard Serra, which add to the character of Basel. For more information, see [www.baseltourismus.ch](http://www.baseltourismus.ch).



The Bear Pits, Bern ©Bern Tourismus

### Bern – visit the bear!

Visit the real life version of Bern’s own heraldic animal, the bear in the bear pits, face to face! In the surrounding River Aare valley, groups can build a raft together and try it out on the river. A get-together round a barbecue rounds off the experience. Another possibility is a cooking course in the “Gourmet Chuchi” of Urs Hauri, an excellent gourmet cook. Under his guidance, the group prepares a challenging menu by themselves and sits down to enjoy

it afterwards. For more information, see [BernInfo.com](http://BernInfo.com).

### Davos – snow sports in Davos

Davos, where snow comes guaranteed, is the destination of choice for all winter sports. Snowshoes are the way to roam the forest and wintry wilderness, deep in undisturbed snow and far from the busy piste. One extraordinary experience is snowshoeing in full moonlight, combined with a typical Grisons night-time feast in an original mountain hut. Alternatively, a downhill dash on one of the world-famous Davos toboggans must count as one of winter’s greatest thrills. The well-equipped toboggan runs rush you through snowy landscapes, and are illuminated at night. For special fun, after a tasty fondue or raclette in a mountain hut, try a sledge ride for dessert. See [www.davos.ch](http://www.davos.ch).

### Geneva – enjoy the scenery

Blessed by beautiful scenery, at the shores of Lake Geneva, between vineyards and the Alps (highest peak, the Mont-Blanc 4,848m), Geneva is the starting point for various exciting excursions. The various incentive activities range from treasure



Gewürztraminer grapes ©Regis Colombo/diapo.ch

hunts, cultural rallies with chocolate or cheese making as a theme to picturesque lake cruises. Virtually any sport is available in Geneva. The lake is ideal for all kinds of water sports. The rivers which flow through



Mt. Pilatus ©Luzern Tourismus

Geneva offer canoeing and rafting. The nearby countryside is best for hiking and biking, the mountains for climbing or paragliding. Why not organize a golf tournament on one of the most beautiful golf courses or an exciting low altitude flight over the Alps with spectacular views over different glaciers? For more information, see [www.genevetourisme.com](http://www.genevetourisme.com).

### Lucerne – “Golden Roundtrip” to Mount Pilatus

Take a boat ride from Lucerne to Alpnachstad and reach the top of Mount Pilatus (2,132m) by the world’s steepest cogwheel railway. There is a stopover and lunch at Hotel Pilatus Kulm. Return from Pilatus by cable car and panoramic gondolas to Kriens and back to Lucerne by coach. Or how about organizing a seminar on top of this mountain?! Pilatus can provide the facilities and offers a five-year-old conference centre in totally unique surroundings. [www.luzern.org](http://www.luzern.org)

### Montreux – home to the famous

Live it up in glamour and luxury by dining in one of the fine incentive locations of the area, for example, the Château de Chillon, the baroque theatre Alcazar, the Casino Barrière de Montreux or even take a ride on a Belle Epoque train or travel in style on a steamboat from the turn of the century. Walk in the footsteps of the famous, tracking down the homes

of well-known people who lived in Montreux such as Charlie Chaplin; sample glaciers and igloo magic – games and fun in the snow on the glacier “Les Diablerets”; enjoy a biking rally through the vineyards, wild water trips, canyoning and raft building. For more information, see [www.montreux-vevey.com](http://www.montreux-vevey.com)

### Zurich – mountains and chocolates

The first stop is a chocolate factory where the art of making fine Swiss chocolate is demonstrated. Afterwards, visitors are taken to Schwägälp (1,352m) and then by cable car to Säntis (2,502m), the highest mountain in Eastern Switzerland with



Chateaux de Chillon ©Montreux-Vevey Tourisme

breathtaking views of the mountains in six countries. The tour continues with a trip to the picturesque town of Appenzell. The pedestrian zone with its beautifully decorated house façades invites you to take a leisurely stroll and to enjoy the shops. A visit to the Appenzell Museum provides interesting information on the region’s traditions and way of life. See [www.zuerich.com](http://www.zuerich.com) For other destinations, see [www.MySwitzerland.com/Mice](http://www.MySwitzerland.com/Mice).



Toboggan run ©Davos Tourismus: swiss-image.ch



Geneva, Quai Wilson ©Geneve tourisme



View of Zurich ©Manuel Bauer, Zürich Tourismus



Swiss Chocolates ©Geneve tourisme

