



Geneva rewarded with a second tourism Oscar

Geneva, 7 September 2015. **For the second year in succession, Geneva has been named "Europe's Leading City Break Destination" at the World Travel Awards 2015 ceremony that took place at Forte Village in Sardinia on 5 September 2015. This distinction, as prestigious for tourism as an Oscar is for cinema, consolidates its status as an ideal destination for a weekend break.**

In the face of stiff competition from cities such as Paris, London, Rome, Istanbul, Madrid, Lisbon, Venice and Dublin, as well as new nominees Porto and Lodz, Geneva becomes part of the new trend of "city break" trips, i.e. short weekend breaks. The many players in the tourism industry present at the ceremony acknowledged not only its touristic assets and appeal, but also the high quality services in terms of accommodation and experiences that Geneva offers its visitors as a destination. It should be noted that thousands of participants took part in the online vote that awarded Geneva this highly coveted distinction.

"Geneva is a lively destination, full of surprises, which is worth exploring during a business trip as well as over a weekend", commented Philippe Vignon, Director of Geneva Tourism, on being awarded this major accolade. "This prize endorses our strategy of developing touristic products with high added value, such as the creation of various packages aimed especially at short-stay visitors", added Vincent Dubi, Marketing Director.

With its magnificent location on the banks of Lake Geneva and close to the Alps, Geneva is extremely accessible, being well served by air and land. Its hotel offering is exceptional and particularly attractive at weekends. Once there, the visitor can take advantage of a great many innovative and tailored services to make them comfortable during their stay: free public transport, customized tours, a guide of recommended places to visit, including one tailored specifically by and for women and the Geneva Pass (available online), offering a host of free and discounted activities – to name but a few. The attention paid toward visitor satisfaction has enabled Geneva to stand out as a destination from other cities and win *Europe's Leading City Break Destination* award for the second consecutive year.

Notes to Editors

About Geneva Tourism & Conventions Foundation

The Geneva Tourist Office was founded more than 125 years ago and in 2013 became the Geneva Tourism & Conventions Foundation (FGT&C). Its mission is to promote Geneva as an active tourist destination for both business and leisure, to welcome and inform visitors and to organize tourist events, more specifically the Geneva Festival, Switzerland's largest tourist event, organized annually for nearly two million visitors. www.geneva-tourism.ch

About World Travel Awards

Established in 1993, the World Travel Awards honors and rewards excellence across all sectors of the tourism industry offering one of the most prestigious and comprehensive awards program in travel and tourism along with being recognized worldwide as the hallmark of industry excellence. The winners are determined by an online vote casted by hundreds of travel professionals and consumers around the world.

WTA's global media partner network includes International New York Times, TV5Monde, CNBC Arabiya, Newsweek, Outlook Traveller, Travel & Leisure, Khaleej Times, Trade Arabia, TTN, Trav Talk India, Publituris, ASTA Network, Breaking Travel News, eTurboNews, Travel Daily News International and Focus on Travel News. This global media partner network has a monthly readership of 1.7 million and a TV audience reach of 90 million.

<http://www.worldtravelawards.com>

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