



GENEVA VOTED “EUROPE’S LEADING CITY BREAK DESTINATION 2014”

4th August 2014: Geneva, the cosmopolitan and fascinating city of Switzerland, has been named “Europe’s Leading City Break Destination 2014” at the World Travel Awards (WTA). Considered the ‘Oscars’ of Tourism, the city triumphed at the prestigious awards which took place in Athens, Greece on 2nd August 2014. The award victory was witnessed by some of the most prominent figures in the global travel industry, including key decision makers and the leading trade and consumer media.

Already known by visitors as a leading business destination, this win marks the first time Geneva has been recognized as Europe’s Leading City Break Destination at the WTA. Facing prestigious and high-level competitors such as Paris, London, Madrid, Rome or Dublin, this proves that Geneva has all the assets to be an attractive leisure destination for city breakers.

Ideally located in the heart of Europe, Geneva is the perfect gateway to Switzerland. It not only has one of the country’s most spectacular landscapes but it is famed for its exceptional quality of life. The city knows how to welcome guests with great activities, ultimate shopping experiences as well as Switzerland’s most refined dining venues. Regarded as the birthplace of *haute horlogerie*, with more than four centuries of watchmaking experience, the city has always been synonymous with excellence and unparalleled craftsmanship.

“We are proud and thrilled to see Geneva taking its rightful place as the top city break destination in Europe” comments Philippe Vignon, General Manager at Geneva Tourism. *“The outcome of these Awards marks the achievement and commitment of all Geneva Tourism staff and local tourism partners to deliver the highest tourism standards at all times, in order to provide a truly memorable city break to our visitors”*.

Geneva offers considerably more than is often expected or imagined. *“Our city has always been synonymous with business – but we are firmly convinced that Geneva is a very attractive leisure destination as well”* comments Vincent Dubi, Marketing Director at Geneva Tourism. Since 2012, Geneva Tourism has developed customized packages for their visitors - including the “Geneva Amazing Experiences” – a globally unique concept that is segmented by market and matches city breakers needs. *“From their first visit to the Geneva Tourism website, where you will find customized and unique weekend packages, to their first steps in the city, where they can easily collect bespoke pocket maps, city breakers will instantly feel welcomed in Geneva.”* explains Vincent Dubi.

Travelers visiting Geneva are surprised by the facilities and infrastructure the city offers. Geneva Tourism is one of the only European city tourism boards that provide added-value advantages to their city break visitors. Amongst these advantages are convenient transportations to and from the airport as well as FREE inner-city transportation for Geneva hotel guests, FREE wifi in the city center and reduced hotel rates during weekends.



GENEVA'S SPECIAL PACKAGE

The summer's most attractive special offer - Book your weekend from 8 to 11 August now to get a free ticket for a seat with the best view of the world-famous pyromelodic fireworks at the Geneva Festival. Magical moments in the unique setting of Geneva's lakeside!

<http://goo.gl/6lZvsY>

Notes to Editors

About Geneva Tourism & Conventions Foundation

The Geneva Tourist Office was founded more than 125 years ago and became in 2013 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, 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, Publifuris, 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>

Press materials & high resolution images available [here](#)

Media contact:

Mrs Kristelle Gentina, PR & Media relations Manager Overseas
By phone +4122 909 70 70 or on email gentina@geneva-tourism.ch

Don't forget to follow us on!

