

Geneva Tourism Launches the "Geneva Girls' Guide", a Guide Fully Dedicated to Women, Focusing on Girls' Getaways

GENEVA, October 27. **Geneva Tourism aims for its city to become the preferred women's destination in Europe, and has launched the "Geneva Girls' Guide", a guide comprising hundreds of must visit addresses selected by local female representatives.**

An increasing number of women are treating themselves to girls' weekends away, especially since women tend to be the driving force behind city-break initiatives. Geneva offers the highest standard in seducing an ever more demanding female clientele: an idyllic setting among lake and mountains, a wide range of wellness activities, prestigious brands as well as a large choice of local designers, luxury hotels and gastronomic experiences as well as highly regarded beauty clinics.

Recently voted "Europe's leading city break destination" at the World Travel Awards, Geneva is recognised by tourism professionals as a top destination for city breaks. Vincent Dubi, Marketing Director of Geneva Tourism, also believes that as a destination, Geneva caters for women's every wish. "In addition to this guide, we are launching a package dedicated to women, including one night of hotel accommodation, a transport voucher and other surprises, which has just been added to our already wide range of packages that Geneva Tourism is offering city breakers," he says.

The Geneva Girls' Guide is an addition to the outstanding tourism products Geneva Tourism has already created, aimed at offering visitors a unique, authentic experience. This is the first time that a tourism office has developed such a comprehensive guide, specially dedicated to women. Women will be taking centre stage from now on, and particularly in the coming year.



The Geneva Girls' Guide is divided into eight sections: Shopping, Beauty and Wellness, Activities, Restaurants, Going out, Brunch, Tea and Coffee, Comfort Food, the Perfect Weekend.

It has been compiled by women for women, based on valuable input from local female ambassadors who are passionate about their city and its incredible, cosmopolitan offering. Available in English and French, the Geneva Girls' Guide will be on offer from 27 October, only from Geneva Tourism's *Tourist Information Center* at the attractive price of 15.90 Swiss Francs.

For press [photos](#) or [press release](#)

For more information about the [guide](#)

For more information about the [package](#)

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

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