

## GENEVA NOMINATED AS EUROPE'S LEADING DESTINATION AT THE WORLD TRAVEL AWARD – WTA

May 23, 2014

**Geneva has been nominated by the prestigious World Travel Awards (WTA), for the 2014 European's Leading Destination Award as well as the European's Leading City Break Destination Award - regarded as "Tourism Oscars" in the industry. Don't miss the chance to vote for the only Swiss city represented in the competition!**

Ideally located in the heart of Europe and known as one of Switzerland's most spectacular landscapes, Geneva is a dream of a city thanks to a unique setting on the shores of Western Europe's largest lake and with a dazzling view on the Mont-Blanc.



The quality of life is exceptional and the city knows how to welcome her guests with great activities, ultimate experiences as well as Switzerland's most refined tables. This makes her a charming city with a unique and most famous landmark, the *Jet d'Eau* that every travelers wish to discover. Considered as the capital of peace as well as a city truly international in scope and humane in size, no visitor remains immune to her charm.

Her assets make it the perfect nominee for the 21<sup>st</sup> edition of the 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 Wall Street Journal has heralded WTA as "the Oscar of the travel industry."

The winners are determined by an online vote cast by hundreds of travel professionals and consumers around the world. The winning finalists will be announced August 2, 2014 in a ceremony held in Athens, Greece. **Voting open to the public ends on June 23, 2014.**

Support Geneva by voting and sharing the link below:  
<http://www.worldtravelawards.com/vote-for-geneva-2014>





## 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](http://www.geneva-tourism.ch)

### **About World Travel Awards**

Hailed as 'the Oscars of the travel industry', World Travel Awards celebrates its 21st anniversary this year and is acknowledged across the globe as the ultimate travel accolade. The brand aims to celebrate those organisations that are pushing the boundaries of industry excellence.

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>

*Media contact:*

*Mrs Kristelle Gentina, PR & Media relations Manager Overseas  
By phone +4122 909 70 53 or on email [gentina@geneva-tourism.ch](mailto:gentina@geneva-tourism.ch)*