

Geneva Tourism has a new brand aimed at promoting tourism

Geneva, January 20, 2016. Geneva Tourism is unveiling its new identity – GENEVALIVE – a dynamic destination brand geared towards digital devices. The new brand is designed to help Geneva Tourism promote the city internationally and demonstrate everything it has to offer as a holiday hot spot.

This new identity, which is firmly geared towards the digital world, is a way of ensuring brand consistency internally across the organisation but also of more effectively addressing external audiences and markets. Taking its lead from many other world-renowned cities, this change of identity aims to showcase the diversity and quality of cultural and adventurous activities that the destination has to offer.

The use of the English word “GENEVA” emphasises the international nature of the destination and reflects just how recognisable it is. “ALIVE” suggests an active, fun filled destination, bursting with unique encounters and discoveries. With variations that can be customised to suit, the brand becomes a powerful and adaptable promotional tool, which also accentuates the key draws of Geneva – which are lively, elegant, and feel good.

Similarly, now under the GENEVATWORK entity, the Convention Bureau will remain dedicated to business and convention tourism.



“GENEVALIVE” encapsulates the experience of so many who visit this unexpected city. Time and time again, tourists are blown away by the sheer wealth of things to do in Geneva,” said Philippe Vignon, Managing Director of Geneva Tourism. *“The destination’s key values are concisely summed up in the message of this new brand identity which enables a multitude of descriptors to reinforce Geneva’s various attributes. Following the development of Geneva’s new identity we would like to invite all destination partners to become brand “supporters” he added.*

This announcement will be accompanied by the launch of a new website with image-enhanced content, focused on functional use and suitable for all reading media. This intuitive and user-friendly website will provide a newly designed booking system which will display the largest selection of hotel offers in Geneva. For savvy travellers, there will also be a constantly updated selection of tailored hotel packages, offering the finest experiences and accommodation that Geneva has to offer at an unbeatable price.

Find out more [HERE](#)

Geneva Tourism & Conventions Foundation: *the Geneva Tourism & Conventions Foundation is a private and recognised public service foundation, whose mission is to promote and sell Geneva as a leisure and business tourism destination. Responsible for welcoming, supporting and informing, the Foundation also organises touristic events.*
For further information, visit www.geneve.com

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