

## Geneva's Grand Gesture of 1000 Free Nights!

*This summer the Swiss capital of peace invites you to relax and explore*

**Geneva, May 3<sup>rd</sup> 2016 - Awarded as the "Best Leading City Break Destination in Europe" by the World Travel Awards for the past two years, Geneva is unveiling a groundbreaking campaign aimed at showcasing its beautiful city to thousands of leisure travelers this summer.**

Known as an international business hub for its humanitarian role as the Capital of Peace, Geneva Tourism along with many of its partners are joining together to provide leisure travelers a chance to experience the city's peaceful surroundings and activities with complimentary accommodations.

*"The feedback we receive from our business travelers is positive when it comes to the beauty of Geneva. In fact, many wish they had more time to explore the city,"* said Philippe Vignon, CEO of Geneva Tourism. *"As a result, we have created this campaign specifically for the leisure traveler who we feel is looking for a relaxing, hassle-free stay amidst a city rich in culture and activity."*

At the heart of the campaign, Geneva and its partners have teamed up to promote the city by offering a unique and unprecedented offer of **"1,000 free nights in the finest hotels"** this summer as winning prizes to lucky contest winners.

*"We are incredibly excited about this campaign. It is a great achievement and testament to the strong relationships with our partners to be able to launch such a unique and generous project",* said Philippe Vignon. *"We extend a warm welcome to our guests who will be discovering our destination."*

By simply registering online at <http://invitedby.geneve.com>, one thousand lucky entrants will have a chance to win a complimentary Bed & Breakfast overnight stay for two at one of the city's top 3\*, 4\* or 5\* hotels. In addition, each entry also includes another chance to win **complimentary return flights** to Geneva. To enter, participants simply need to share the competition link on social media with the hashtag **#InvitedByGeneva** to automatically enter into the flight draw.

With its spectacular location on the banks of Lake Geneva and close proximity to the Alps, Geneva offers some of Switzerland's most impressive scenic views. Known for its artisanal chocolate shops, exquisite food scene, luxury watches and more, Geneva offers its visitors a wealth of activities to enjoy:

- *Sit along the shoreline of Lake Geneva, the largest Alpine lake, and view the famous Jet d'Eau, the world's tallest fountain.*
- *Visit the St. Peter's Cathedral, a peaceful retreat rich in history and art, known as the home of John Calvin, the leader of the Protestant Reformation.*
- *Stroll through the Palais des Nations and park, where diplomats from around the world have joined together at the United Nations.*
- *Explore the cradle of fine watchmaking and walk along the famous Rue du Rhône for luxury shopping.*

For more information and Terms & Conditions, click [here](http://ow.ly/4mRp9R) (<http://ow.ly/4mRp9R>)

The competition will run from May 3<sup>rd</sup> to May 17<sup>th</sup>, 2016.

Guests can claim their rooms between July 11<sup>th</sup> and September 12<sup>th</sup>, 2016.

-ENDS-

## Notes to Editors

### About Geneva Tourism & Conventions Foundation

*The mission of Geneva Tourism office is to promote Geneva as an active tourist destination for both business and leisure, to welcome and inform visitors and to organize tourist events. For more information visit [www.geneve.com](http://www.geneve.com) #VisitGeneva*

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