



**GENEVA**

VISIT. MEET. REPEAT.

**A warm welcome  
from Geneva**

# Welcome to downtown Europe





# Geneva airport & train station

## FLIGHTS PER WEEK FROM MAIN DESTINATIONS

- **154 x** London (LCY, LGW, LHR, LTN)
- **67 x** Paris (CDG, ORY)
- **57 x** Amsterdam
- **41 x** Brussels
- **40 x** Frankfurt
- **39 x** Madrid
- **37x** Zurich
- **28 x** Munich
- **28 x** Istanbul (IST, SAW)
- **23 x** Rome (FCO)
- **14 x** New York (JFK, EWR)
- **14 x** Dubai
- **07 x** Washington
- **07x** Abu Dhabi
- **06 x** Montreal
- **05 x** Doha

## SCHEDULED DESTINATIONS: 122

- Europe: **93**
- Intercontinental: **29**

## EASYJET'S HUB

One of easyJet's **main hubs** with more than 70 destinations to/from Geneva



## GENEVA TRAIN STATION

- Geneva is connected to a great **railway network**, providing rapid access to the rest of Switzerland and Europe.
- For example, Geneva is **only three hours** away from the centre of Paris by TGV (high speed train).

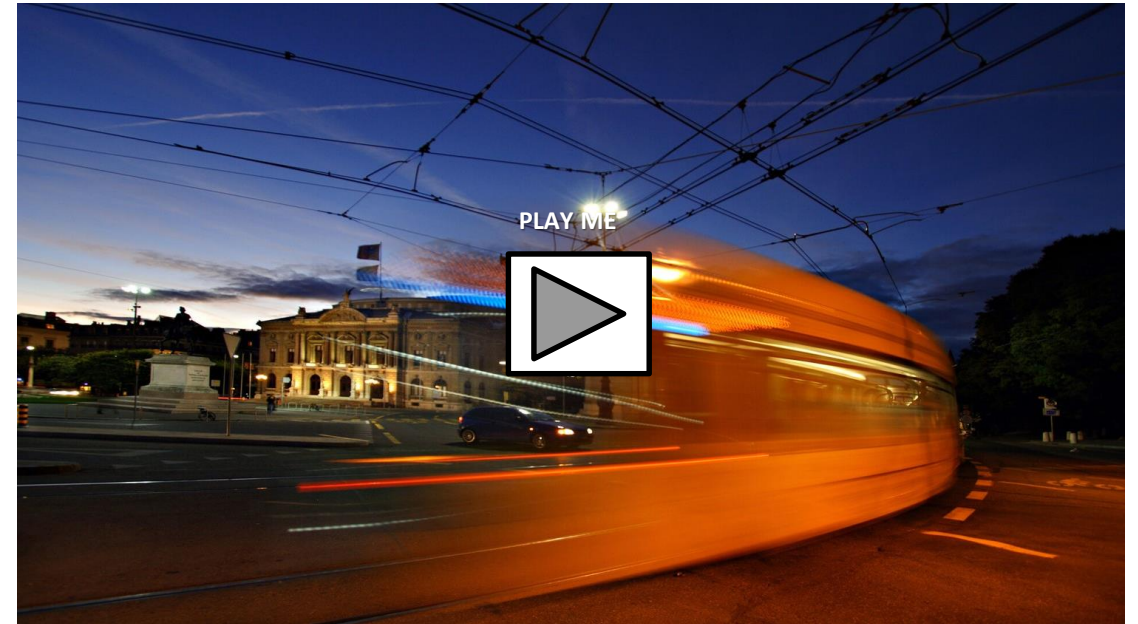
## GENEVA INTERNATIONAL AIRPORT:

**6 min. to the city centre** (by train), the **shortest connection in Europe**.

# Access & Transport

- Geneva Airport is highly accessible, with a hub for low-cost airlines companies – connecting you to the rest of Europe and beyond
- 3 hours from the center of Geneva to the center of Paris and Milano by high speed train
- Unique 6 minutes train ride from Geneva airport to the city center
- Free public transport for hotels customers
- Just 35 km away from a ski resort

A HIGHLY EFFICIENT TRANSPORT HUB THAT INCLUDES BUSES, TRAMS, TRAINS AND BOATS





# Welcome to Geneva





# Geneva at one with nature

# The city that nurtures nature



- Unique view on the Mont-Blanc the highest mountain in Europe.
- Nested in the largest lake in Western Europe.
- 25% of the city dedicated to parks, gardens and water features.
- 5<sup>th</sup> city in the world regarding green area per capita.
- 15 minutes from the finest vineyards, 30 minutes from the mountains.
- Geneva is Switzerland's third largest wine-producing canton.



# The most beautiful views



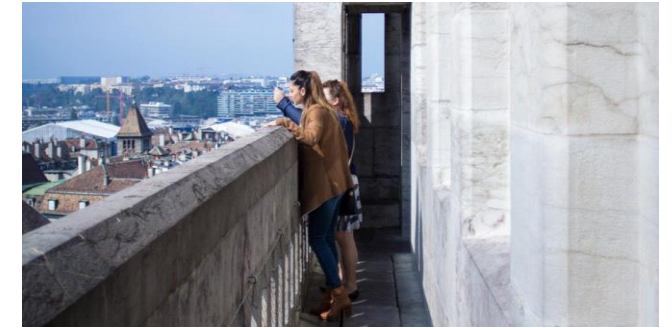
## The Jardin anglais

The Jardin anglais, home to the famous Flower Clock and 12,000 flowers, is also a must-see spot to admire the harbour and take amazing photos.



## La Perle du Lac

How about a stroll in a wonderful park with views of the lake and the mountains as far as the eye can see? When the weather is clear, Mont Blanc is unveiled, looming mightily on the horizon.



## St. Peter's Cathedral

Historical treasure of the old town, St. Peter's Cathedral boasts a breathtaking panorama. Let us assure you, the effort to climb the 157 steps that lead to the top of the towers is rewarded with an incredible 360° panorama of the city and the lake.

# The most beautiful views



## **La Jonction : at the confluence of two rivers**

They come from different places, have neither the same colour nor the same speed.

The Arve and the Rhône are two rivers that do not look alike yet come together in Geneva to become one. Make sure not to miss the impressive sight of these two rivers meeting at La Jonction.



## **Mont Salève: a panorama in the wilderness**

A haven of peace opens up to you, a few minutes from Geneva. No, you're not dreaming. Just a few bus stops from the centre and a five-minute cable car ride later, you find yourself at the top of the mountain!



## **The Bains des Pâquis (Pâquis Baths): 360° view**

A 360° panoramic view of the lake, the Jet d'Eau, the harbour and St. Peter's Cathedral, what a delight! Especially while enjoying a good lunch or fondue round the wood stove! The Bains des Pâquis (Pâquis baths), a genuine peninsula on the lake, have always been a joy for Genevans and visitors alike.

# Nature that puts you through your paces

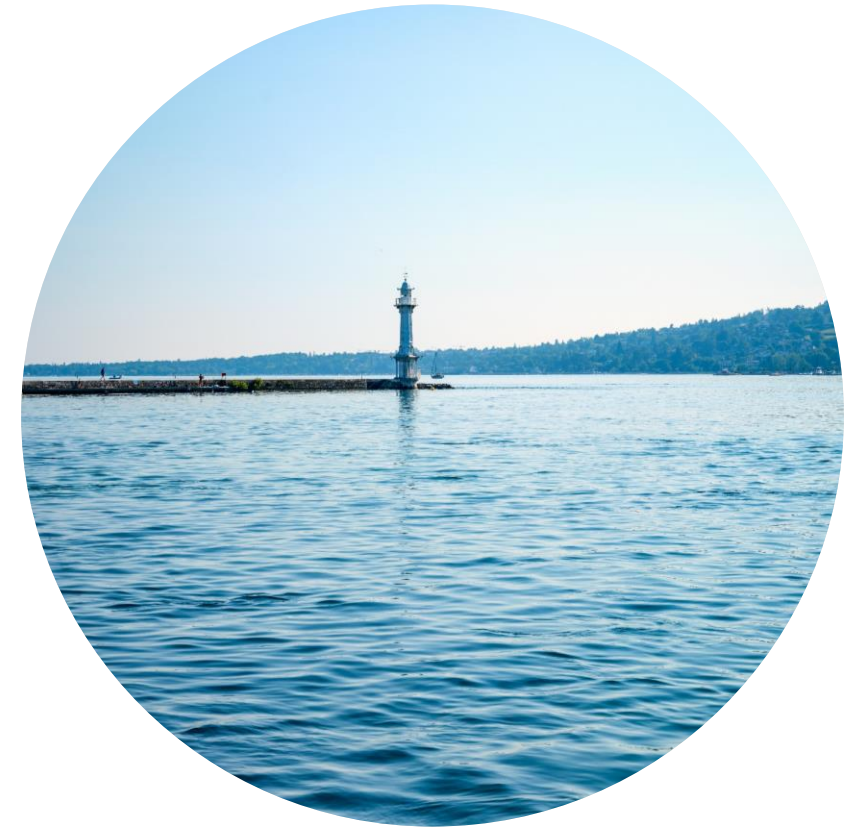


- Feet in the lake, eyes on the Alps.
- Walk, run or ride: a beautiful city at any pace.
- Whether international or local, in summer or winter, on water or on land, sport in Geneva is always on the menu.



# A welcoming city with a high quality of life

- Geneva is one of the flagships of Swiss quality of life.
- The city welcomes you wherever you find yourself:
  - In its green oases
  - The bustling terraces lining the streets
  - The rooftops looking out over the Alps
  - From Lake Geneva's revitalising water to the relaxing waters of the city's spas...
- With Geneva's "Boutique Town" spirit, everything is within reach.

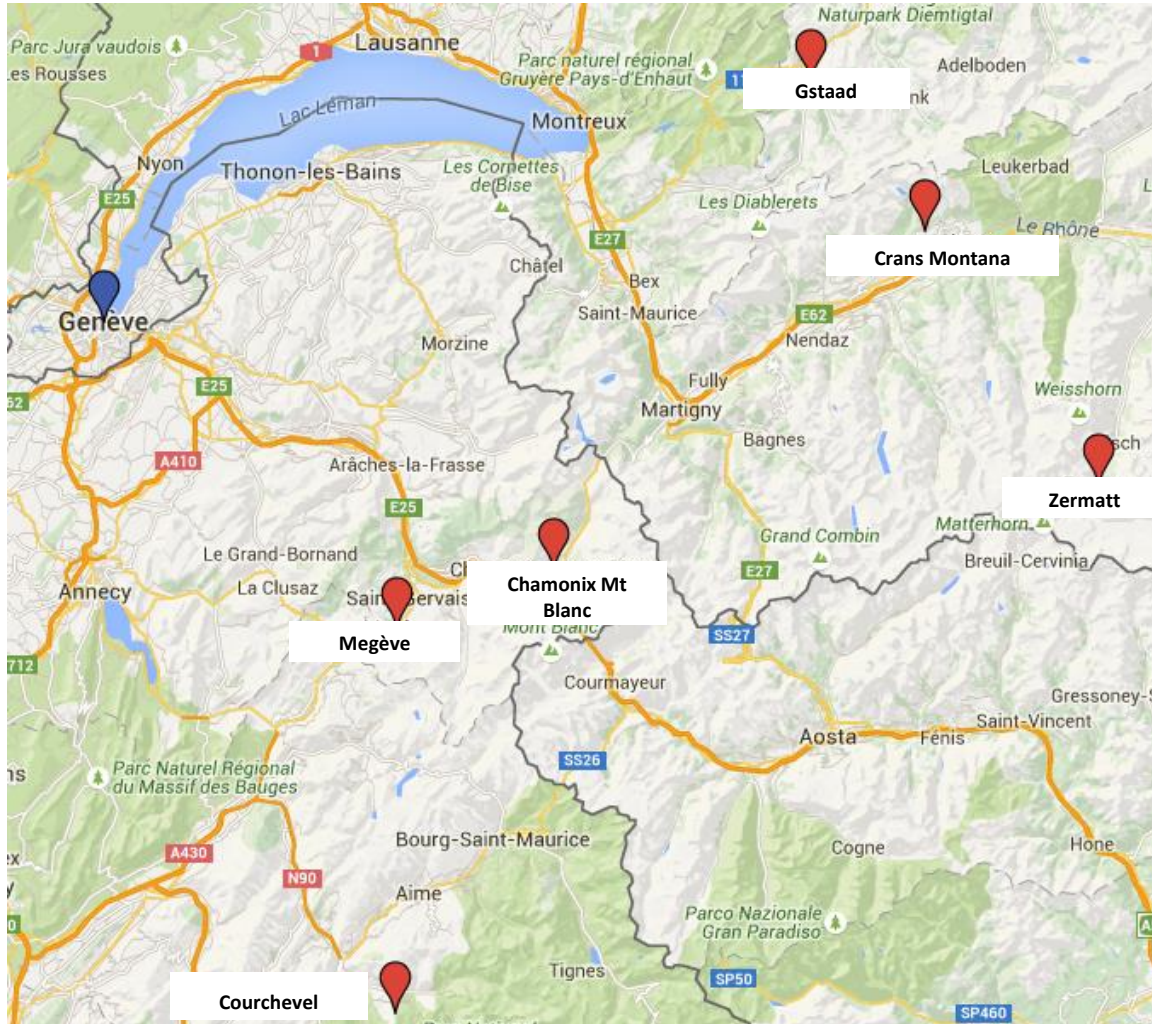


# Sustainability

- Supplied with 100% renewable energy, the city has developed an ambitious programme to meet environmental challenges by 2030.
- Geneva is aiming for carbon neutrality by 2050, driven by projects such as GENILAC and its ecological thermal network.
- All of these strategies are centred on the 17 Sustainable Development Goals set by the UN in September 2015.
- [More content on our website.](#)



# Geneva is the perfect base to discover the Alps



## APPROX. DRIVING TIME FROM GENEVA TO:

- FRANCE
  - Megève 1h
  - Chamonix Mont-Blanc 1h
  - Courchevel 3hrs
- SWITZERLAND
  - Gstaad 2h15
  - Crans Montana 2h30
  - Zermatt 3hrs





# One day excursions





**Chamonix Mont-Blanc**  
1h from Geneva



  
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**Chillon castle and the Riviera**  
1h10 from Geneva



**Glacier 3000**  
1h45 from Geneva



**Gruyères**  
1h30 from Geneva



# Activities







A bike tour in the Geneva vineyards



Enjoy a ride aboard a taxibike!



Taste Geneva's award-winning wines



Breathtaking hikes on Mont-Salève



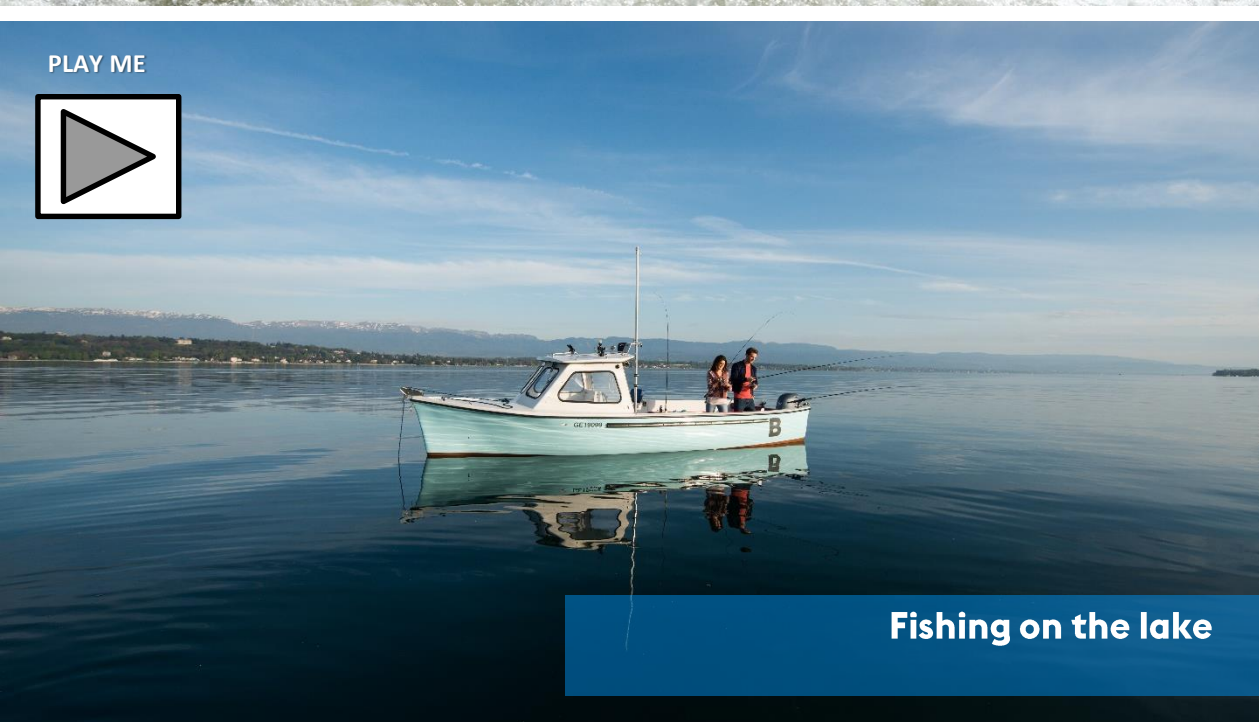


Rafting in the middle of the city

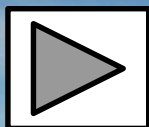


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Kayak in the middle of the city



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Fishing on the lake



Boat cruise on Lake Geneva





Wine experience in the Genevan countryside

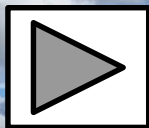


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Paragliding only 20 minutes away from the city



PLAY ME



TukTuk tour in the countryside



Flight experience to Mont Blanc

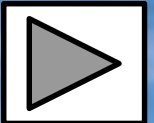




Mini train tour

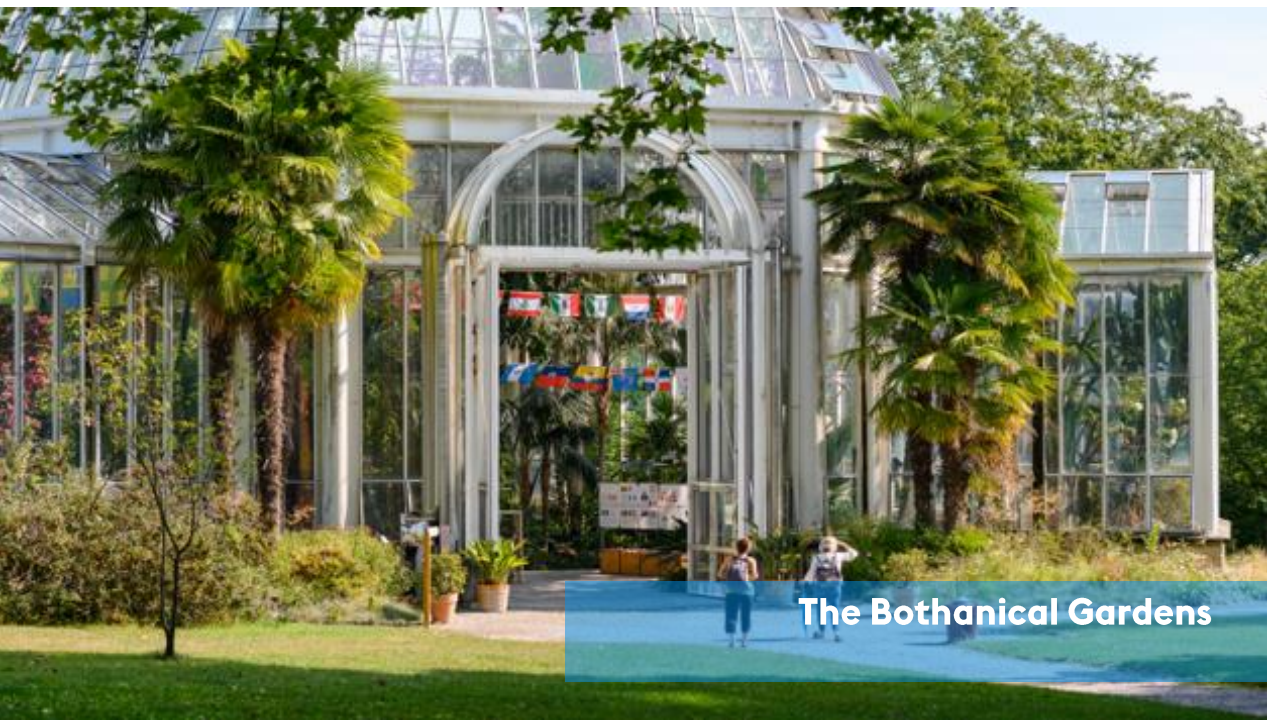


PLAY ME



  
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Pedal boat rental



The Botanical Gardens



Natural History Museum





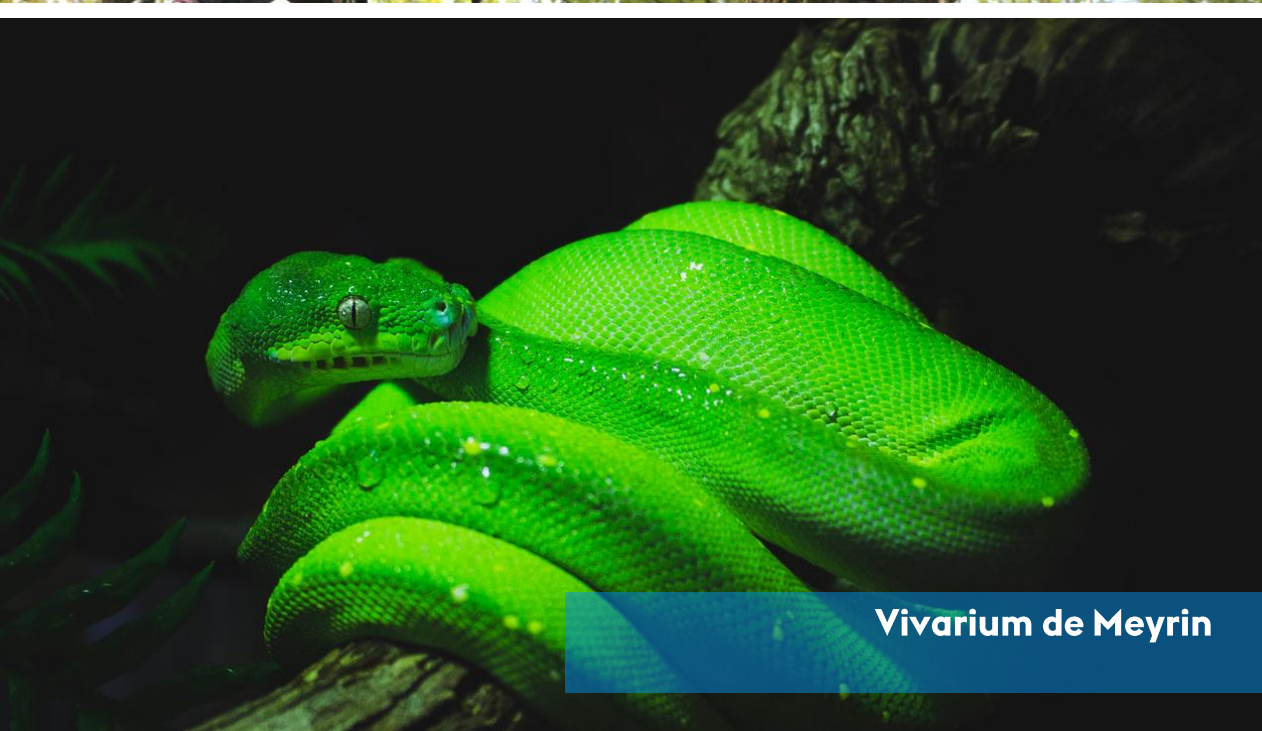
**Tree top adventure**



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**Bioparc Geneve**



**Vivarium de Meyrin**



**Pointe-à-la-Bise Nature Centre**





**A world-class city**



# The world's spokesperson



## GENEVA CAPITAL OF PEACE

- European headquarters of the United Nations.
- Geneva hosts permanent missions of 177 States, 38 international organizations, 431 non-governmental organizations.
- Headquarters of ICRC (International Committee of the Red Cross), WHO (World Health Organisation), ITU (International Telecommunication Union), WTO (World Trade Organisation), ILO (International Labour Organisation), WIPO (World Intellectual Property Organisation), WMO (World Meteorological Organisation).

# The heart of humanitarian aid

- Home to the United Nation's European Headquarters.
- Birthplace of the Red Cross in 1863 in Geneva.
- The Broken Chair, a monumental symbol against the use of landmines.







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**Where international leaders  
build world peace**



# A mix of cultures and flavours

- A Mid Sized, Yet Multi Faceted & Dynamic City.
- Geneva offer the dynamism and the comfort of a mid-sized, moderately populated city: 511 921 inhabitants.
- Not too crowded, but still with a dynamic city feel.
- Perfect in times of social distancing.
- About 40% of the people living in Geneva are foreigners.
- Around 160 types of cuisine can be found in Geneva.





# A leading international city

A DISTRICT WITH AN INTERNATIONAL ATMOSPHERE WHERE NATURE, REMARKABLE ARCHITECTURE AND CULTURE COEXIST:

- The Palais des Nations
- Alley of Flags
- The Place des Nations
- The monumental statue "Broken Chair"
- The world headquarters of the International Committee of the Red Cross
- The World Health Organization headquarters
- The World Trade Organization headquarters
- The International Red Cross and Red Crescent Museum
- The Botanical Garden Park





# Activities







**Visit the UN Headquarters**



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**Visit the Botanical Gardens**



**Visit the Red Cross Museum**



**Private guided tour of the International area**



**Vibrant culture in  
every corner**





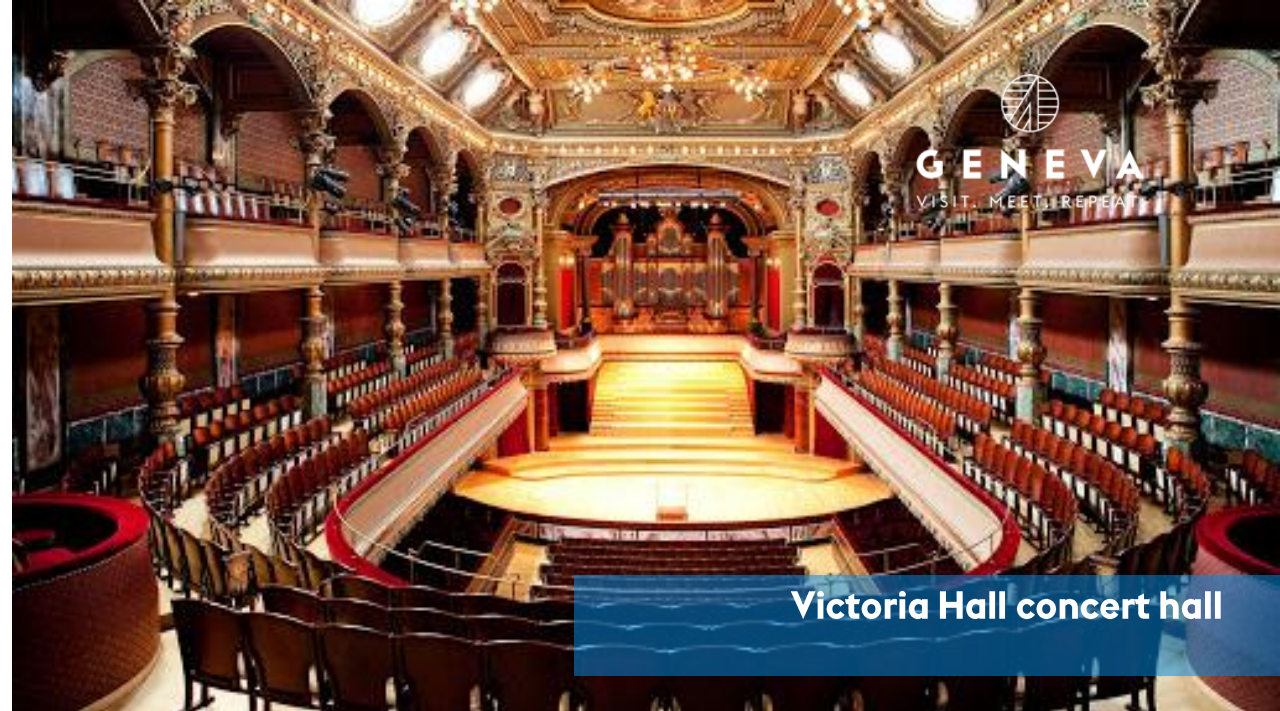
# A mosaic of culture

## CULTURAL HIGHLIGHTS

- Grand Théâtre: a world-renowned stage.
- Nouvelle Comédie: a production house of European level, open to Swiss and international artists.
- Quartier des Bains, the Genevan art district.









# 4 world exclusive museums

- **Museum of the Reformation** (reopening in the end of April after 18 months of renovation)
  - Showcases the living history of Geneva and the Reformation
- **International Red Cross & Red Crescent Museum**
  - Three separate areas developed by a well-known exhibition architect from a different cultural background
- **Patek Philippe Museum**
  - Offers an extraordinary display of watches
- **Fondation Martin Bodmer** (Museum and Library)
  - Among the largest private libraries in the world, displaying a rare and original 1200 old Quran







**International Red Cross & Red Crescent Museum**



**Patek Philippe Museum**



**Museum of the Reformation**



**Fondation Martin Bodmer**



# Museums in Geneva

- **Ethnography Museum Geneva (MEG)**
  - One of Switzerland's most important ethnographic collection
- **Modern and Contemporary art museum (Mamco)**
  - Switzerland's largest modern and contemporary art museum
- **Museum of Natural History (Museum)**
  - Switzerland's largest natural History Museum, with an exhibition area of 8,000 m<sup>2</sup>
- **Maison Tavel** the museum of daily life in Geneva







**Ethnography Museum Geneva**



**MAMCO**



**Natural History Museum**



**Maison Tavel**



# Museums in Geneva

- Switzerland's largest natural History Museum, with an exhibition area of 8,000 m2.
- Ariana museum, the only ceramic museum in Switzerland.
- The Martin Bodmer Museum: listed as a UNESCO World Heritage site.





# Calling all gourmets and foodies!

- 48 gourmet restaurants in Michelin's Guide 2023
- 12 starred restaurants in Michelin's Guide 2023 (2 stars for Domaine de Châteauevieux).
- 59 restaurants selected by Gault & Millau 2023
- Geneva is Switzerland's third wine-producing canton and it has the country's stronger wine-making density.
- 30 master chocolatiers, one Geneva based chocolate factory (Favarger).





# A cultural meeting point



- More than 2,000 cafés & restaurants with cuisine from all over the world.
- Widest variety of cuisine in Switzerland (140 different types of cuisine).
- The only starred Chinese restaurant in Switzerland (Tsé Fung).





**Geneva, Swiss made**  
**World inspired**





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RAND'ACHE  
Genève  
+ ENSIR



Geneva, Swiss made  
World inspired



# Activities







Cheese fondue cooking class



Chocolate workshop




Chocolate flavours tour



Serge Labrosse cooking class





## **The cradle of luxury watchmaking**



# Find the watch for you, where it all began

- 95% of the world's leading luxury brands are present in Geneva.
- Largest concentration in the world of the most prestigious single-brand (over 50) and multi-brand (over 30) watch boutiques.
- 4 centuries of watchmaking heritage. [find more about the oldest manufacture here \(Vacheron Constantin\).](#)
- Geneva is home to the world's finest watchmaking manufacturers such as Vacheron Constantin, Patek Philippe, Rolex, etc.
- Worldwide quality label: poinçon de Genève.







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# Watches & Wonders: Biggest watch fair in Switzerland





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**Hospitality as fine as our  
watchmaking**



# The history of fine watchmaking



- The history of Geneva and the central role of the city in the development of the Reformation movement in 16th century Europe are the foundations of Geneva's watchmaking.
- [Reformation: Calvin & Watchmaking](#)
- December 2020, UNESCO recognizes the know-how of watchmaking, particularly in Geneva and mechanical art to the intangible cultural heritage of humanity. [More info here.](#)



# A history as dynamic as a Swiss-made movement



- The watch industry is omnipresent in the city.
- Geneva is the city that hosts the largest number of watchmaking specialists (all professions combined) and that produces the most creations worldwide.
- The oldest watchmaking school in Switzerland was founded in Geneva in 1824 and continues to train many professionals in the field, thus perpetuating Geneva's watchmaking know-how.

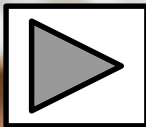


# Activities





PLAY ME



Create your own personalized Swiss watch



Visit the Patek Philippe museum

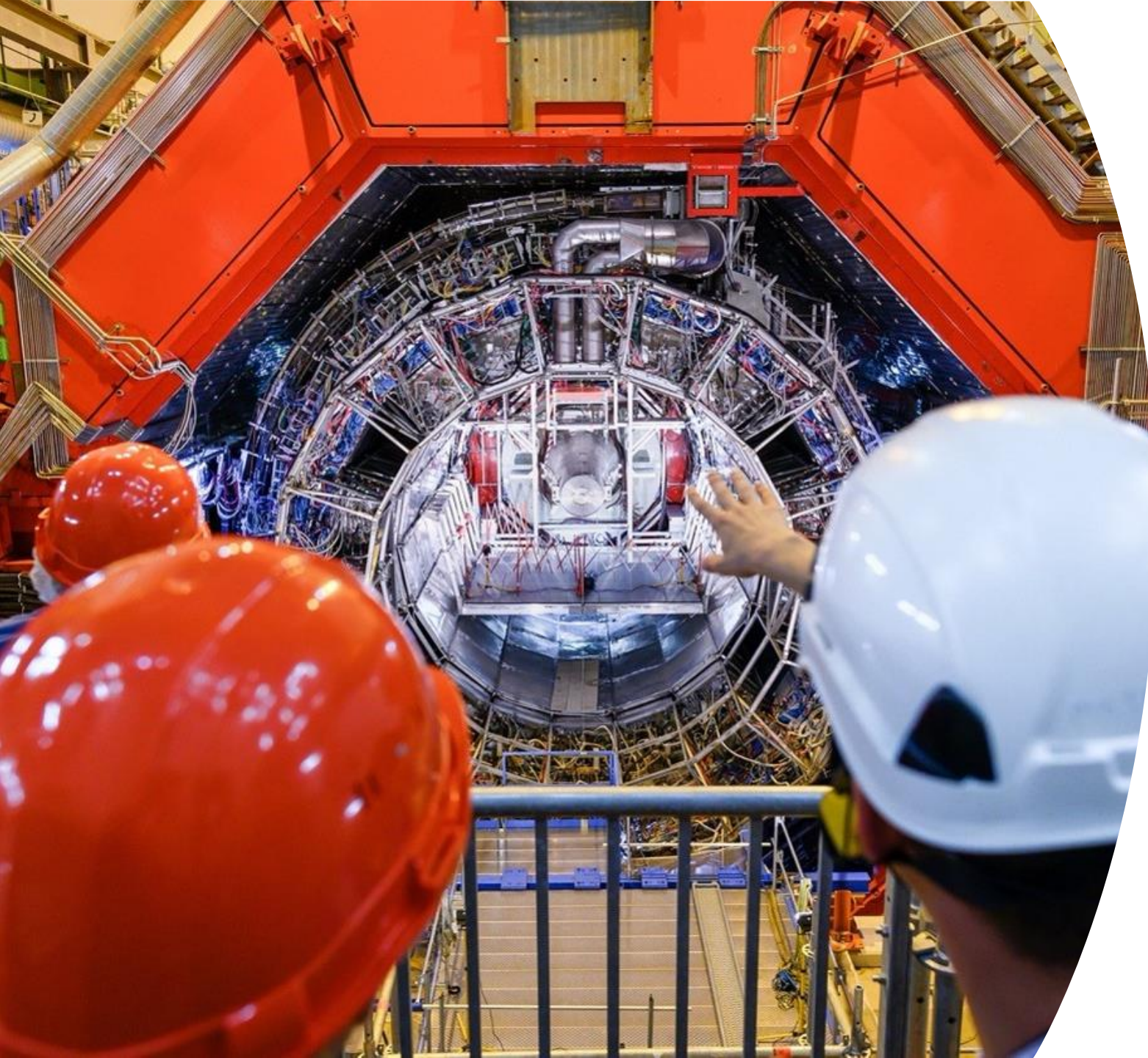


Visit Frederique Constant watch manufacture



Watchmaking guided tour





***Science par  
excellence***



# The capital of curiosity

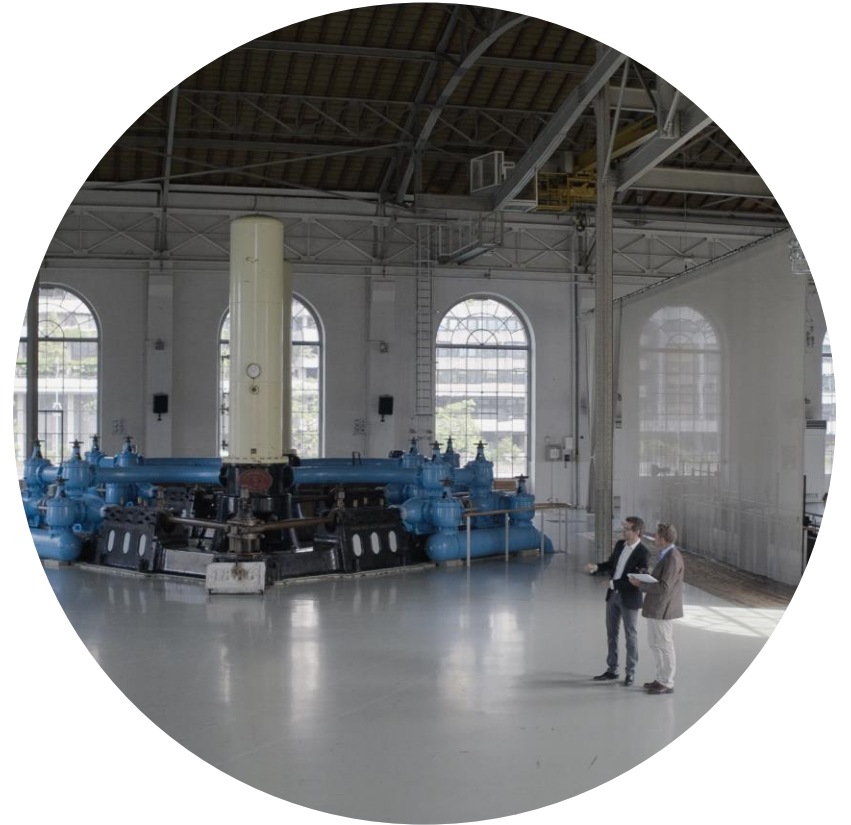
- CERN, the world's largest fundamental research center, is where the web was born in the 1980s.
- The Globe of Science and Innovation immerses its visitors in this unique adventure.
- The CERN Science Portal in the second semester of 2023:
  - New flagship project for science education and outreach
  - Through immersive exhibitions and hands-on educational activities, it will enable people of all ages and backgrounds to engage in the discoveries, the science and the technologies of CERN.





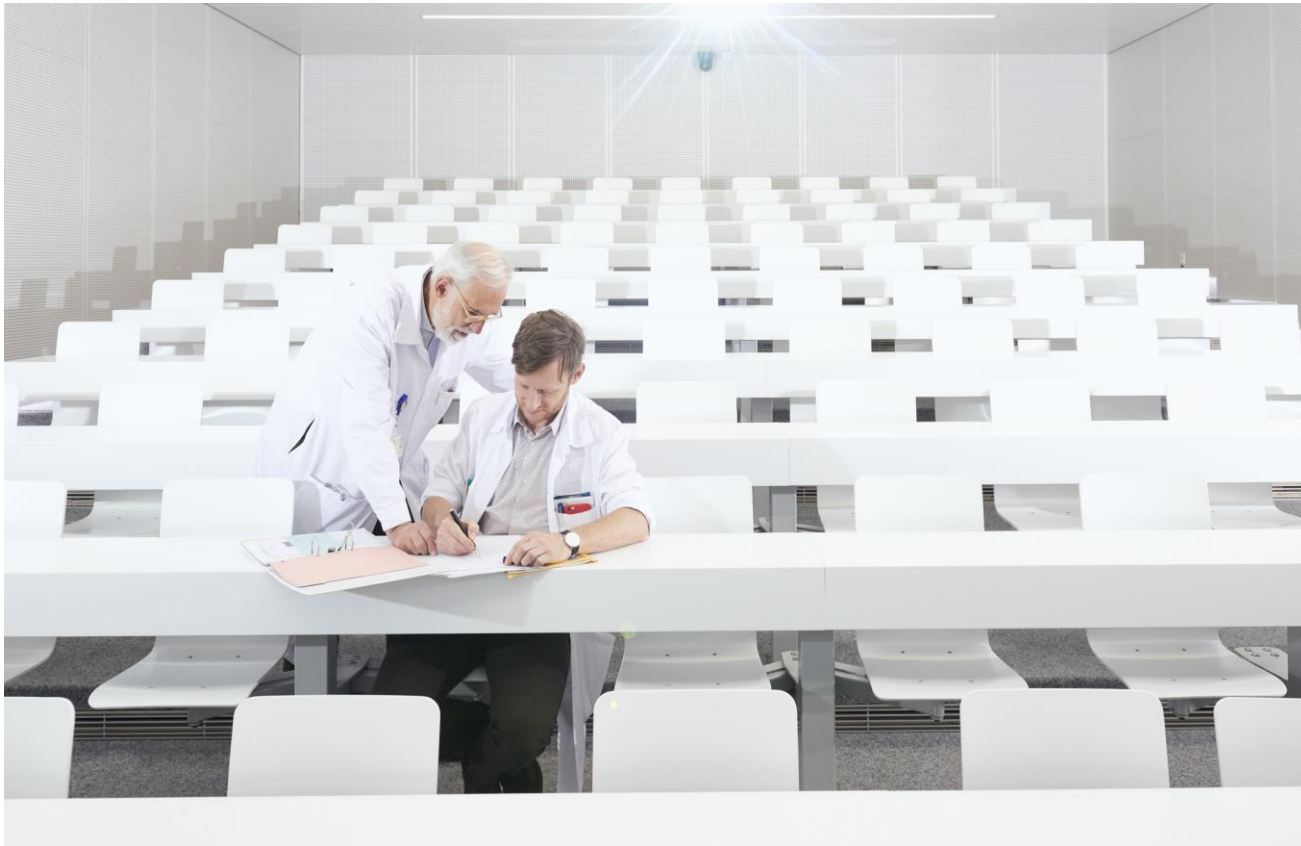
# The power of attraction when it comes to skills

- Geneva is part of the "Health Valley" which gathers the leaders in Biotech and Medtech with more than 1000 companies, research and innovation centres where 25'000 employees work.
- The Campus Biotech is a Swiss center of excellence in biotechnology and life sciences research focusing on three domains: Neuroscience & Neurotechnology, Digital Health and Global Health.





# Medical tourism



- The University Hospitals of Geneva (HUG) represent the leading hospital in Switzerland and are internationally recognized in several advanced disciplines.
- 20 high-end private clinics are located within a 80 kilometer radius.
- First class hotel service offered by Hospitals and Clinics.



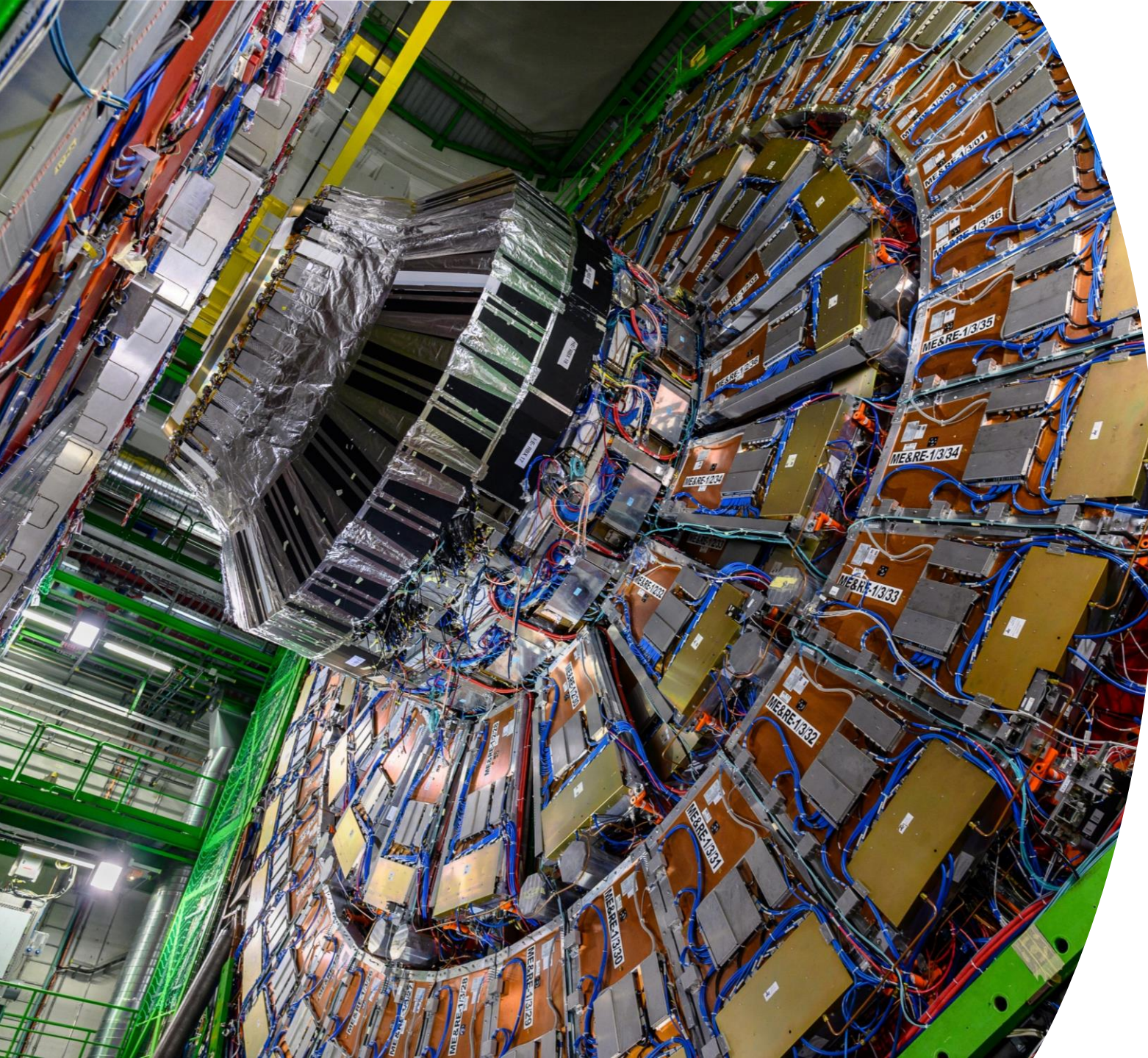
# Innovation Accelerator

- Switzerland has the highest investments per capita in pure research and new technology.
- CERN is the world's biggest science experiment.
- The World Wide Web was born at CERN.
- Worldwide known science projects as The Blue Brain Project developed in the Campus Biotech.





# Activities







**Visit the CERN**





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# Geneva's history of science Museum



# Main Events





**ArtGenève**  
**January**



**Geneva Street Food Festival**  
**June & September**



**Watches & Wonders Geneva**  
**April**



**Geneva Marathon for UNICEF**  
**May**



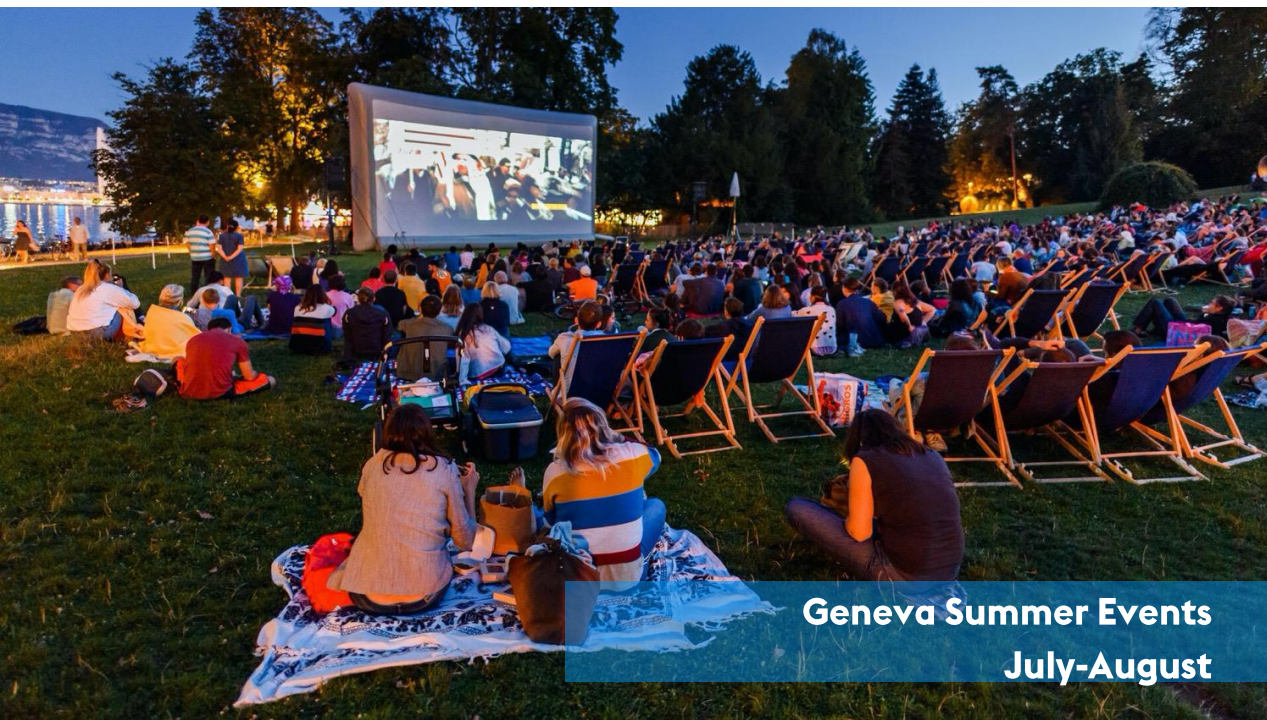


**Open Cellar Day**  
May



  
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**Bol d'Or Mirabaud**  
June



**Geneva Summer Events**  
July-August



**La Tour Genève Triathlon**  
July





Chocolate Rally  
October



The "Escalade" Celebration  
December



CHI Geneva  
December



Christmas markets  
December



# Drone show

MAY 18TH – 21ST



*Example of the show in Dubai*

- The largest drone show in Europe with 1350 machines will last three evenings in a row during the Ascension weekend, from Thursday 18<sup>th</sup> to Sunday May 21<sup>st</sup>
- The drones will be able to form 3D figures, and light effects will be possible with the *Jet d'eau* and the *Neptune*.
- In addition to this event, other activities are planned during these days: musical scenes, dance floors, sports and family entertainment, a disguised paddle race and a roller skate party on the Mont Blanc bridge.



# Destination News





# Choco Pass Geneva - A pass to savour!

## NEW PRODUCT

- Visit Geneva at your own pace and push open the doors of Geneva's greatest chocolate makers to taste their most delicious specialities
- Discover 7 chocolate makers
  - La Bonbonnière
  - Zeller
  - Stettler & Castricher
  - Du Rhône
  - Sweetzerland
  - Favarger
  - Canonica
- Price :
  - Adult CHF 30.-
  - Children CHF 6.-





# NEW PROJECTS TO COME



**2023**

CERN unveils its Science Gateway project. The science Gateway will be an emblematic education and outreach facility next to the Globe of Science and Innovation. More details are available [here](#).



**2023**

New Mont Salève infrastructure:

- Restaurant
- Panoramic rooftop 360°
- Museum



**2025**

New UN portal: new infrastructure of more than 3,000 m2 dedicated to welcoming visitors



# NEW HOTELS



## **Ruby Claire opened in April 2022**

- the first hotel of Ruby group in Geneva
- top design that reflects Geneva's global community: the city is home to over 100 international organisations
- high-quality amenities
- 211 rooms with five room categories from the 14 sqm to the 28 sqm
- a location in the heart of the city: above the Passage Malbisson, between Rue du Rhône and Rue du Marché
- two rooftop terraces, a sixth-floor library and a 24-hour bar on the seventh floor.
- More details are available [here](#).



## **Marriott Geneva Airport opened in July 2022**

- The worldwide chain opened a new hotel in the Airport area.
- located between majestic mountains and Lake Geneva, within walking distance of the airport, it is well connected to the city centre
- 263 rooms and suites, alongside a selection of inspiring meeting spaces, 24-hour fitness center and exceptional M Club
- More details are available [here](#).



# NEW HOTELS TO COME



## **B&B HOTEL Geneva Airport**

*Opening on March 1st*

New three-star hotel, with a stylish and modern design will have 288 air-conditioned, sound-proofed rooms boasting bespoke bedding made for B&B HOTELS by French bedding experts. Facilities such as free Wi-Fi and services including complimentary all-you-can-eat breakfast are also all featured as standard.

[Find more](#)



## **Intercityhotel**

*Opening on May 15th*

The hotel will form part of a new generation of IntercityHotels, which all feature an impressive fresh and young design by the Italian architect Matteo Thun. This style is characterised by the use of natural high-quality materials, plants and soft colours. The hotel boasts a total of 270 rooms with modern furnishings, free Wi-Fi, a wellness area with gym, an all-day restaurant, a modern meetings area and a Crew Lounge.

[Find more](#)



## **Adina Apartment Hotel Geneva**

*Opening in Spring 2023*

Adina Hotel Geneva offers the perfect mix of the comfortable feeling of being at home with fully equipped apartments coupled with four-star hotel services.

The hotel offers 100 beautifully designed studios, 30 one-bedroom apartments, and 10 large two-bedroom apartments. All apartments are fully equipped with their own kitchen, separate living and working areas, as well as a washer-dryer and an iron.

[Find more](#)



# Play & become a Geneva Expert!

**Destination Geneva»** an online game for professionals only

- Challenge and test your knowledge
- Get certified and win an unforgettable trip to Geneva
  - Including 4 nights for 2 people in a 5\* Geneva hotel

**Play and share the link** [onlinetraining.geneve.com](https://onlinetraining.geneve.com) with:

- All your professional contacts (your colleagues, TO and TA)



PLAY ME



## Online Training Tool





# STAY CONNECTED

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EN, AR, RU, DE, PT, ES

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关注 日内瓦旅游





# Get Inspired

DISCOVER OUR B2B THEMED BROCHURES



Family *activities*

[Family activities](#)















Luxury *guide*

[Luxury guide](#)



# The Markets Department at your service

<i>Tania Bianchin</i> Project Coordinator Destination & Market Services	<i>Kristelle Charri</i> Market Manager North America & SEA	<i>Julia Cuénod</i> Market Manager Brazil, France & Russia / CIS	<i>Roxane Dupommier</i> Market Manager UK, Spain & Nordics	<i>Guillermo Garnica</i> Project Manager Destination & Market Services	<i>Myriam Joannais</i> Partnership & Product Manager
					
					
<i>Albina Rassamakina</i> Markets Support Destination & Market Services	<i>Jonathan Robin</i> Director	<i>Franck Romanet</i> Market Manager GCC, France & India	<i>Kathrin Spiller</i> Market Manager Switzerland & Germany	<i>Jonathan Willi</i> Market Manager Switzerland, Italy & Benelux	<i>Lei Zhao</i> Market Manager China



**Don't forget to  
repeat**



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