



GENEVA
VISIT. MEET. REPEAT.

Welcome to Geneva

Media kit

2023

Unique among Europe's cities!

- With its exceptional setting on the shores of Switzerland's largest lake and at the foot of Europe's highest mountain – Mont-Blanc – **Geneva is unique among its kind**. The city treasures its quality of life and proudly exhibits its giant water fountain, the “Jet d'eau”.
- The birthplace of the **Swiss watchmaking** industry is a paradise for luxury shopping and offers its visitors first-class services and accommodation.
- World-renowned as the **Capital of Peace**, Geneva's small-town cosiness combined with its international vocation always surprises. Moving around is easy in this metropolis steeped in history. Visitors carry away unforgettable memories and the desire to return, again and again.



Highlights

Why Geneva?

- The blue of the lake in harmony with the green of the city's gardens
- A cultural rainbow imbued with the “Spirit of Geneva”
- A meeting point of world religions
- A perfect blend of prestige and well-being
- The quest for perfection and the sweet temptations of luxury
- A true home-away-from-home in the city of your dreams



Access, Map & Transport

- Exceptional location in the very heart of Europe
- Geneva International Airport connected to 123 choice destinations per week
- A six-minute train ride from downtown to the airport, every 12 minutes
- Free public transport with the [digital Geneva Transport Card](#) valid throughout your stay (train, tram, bus, boat)
- Lemman express – 1st European cross-border public transport network linking France's Auvergne-Rhône-Alpes region to the Swiss cantons of Geneva and Vaud





Breathtaking scenery

One of Switzerland's most spectacular landscape

- The famous water fountain: Geneva's landmark (140 m/459 ft)
- Western Europe's largest lake: surface 582 km² (225 mi²), length 73 km (454 mi)
- The world's most stunning lakeside
- More than 60 verdant parks and gardens cover more than 20% of the city – an ever-green city in walking distance from the lake
- Panoramic views: Jura mountains and Alps with Mont-Blanc in the distance, Europe's highest summit (4,810 metres/15,776 ft)
- Ancient villages in the midst of countryside
- Switzerland's third largest vineyard (1,400 hectares/3,460 acres) only 15 minutes away from town

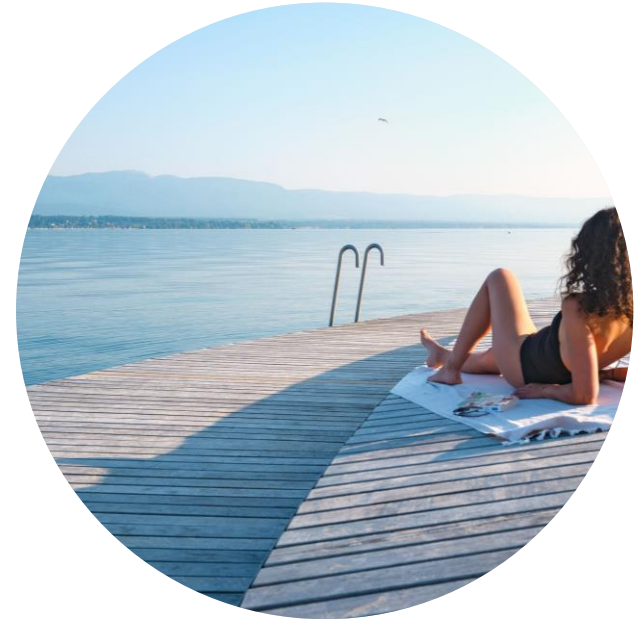




**An unparalleled
quality of life**

The perfect blend between excellence and well-being

- Among the top eight of the world's most livable cities (Mercer Study 2011)
- A humane city with facilities of a metropolis
- Relaxing breaks in a city spa or hotel spa
- 59 award-winning restaurants to satisfy the most demanding palates
- Total comfort combined with a complete change of scenery
- City Destination of the Year – Switzerland in the 2017 LTG European Awards
- Europe's leading City Break Destination – World Travel Awards (2014, 2015, 2017)





**The ultimate
shopping
experience**

A city with prestige written all over it

- Twelve watch manufacturers following 300 years of watchmaking tradition: Rolex, Vacheron-Constantin, Patek Philippe, Chopard, ...
- Exclusive jewellery boutiques offering unique creations
- World capital of hand-rolled cigars: Davidoff, Gérard, Rhein
- International auctions: Christie's, Sotheby's, etc.
- 80 watch and jewellery boutiques concentrated on a single street, Rue du Rhône
- 30 master chocolatiers and the Swiss oldest chocolate manufacturer (Favarger): a paradise for chocolate lovers





Capital of Peace

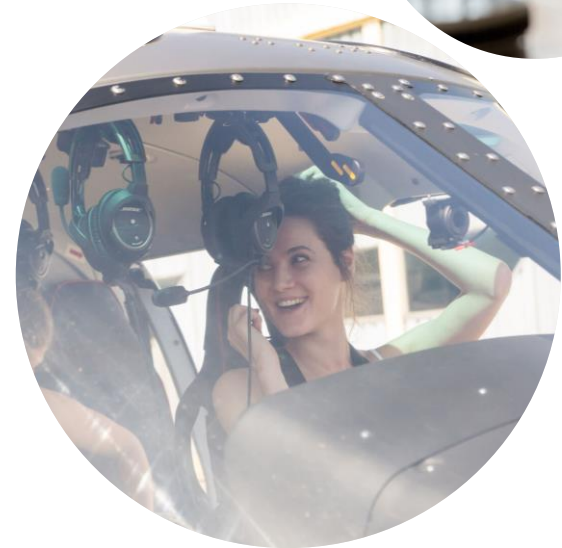
The Spirit of Geneva

- United Nations European headquarters
 - The international district hosts the largest concentration of international and non-governmental organizations:
 - Birthplace of the International Red Cross, co-founded by Henry Dunant, the first Nobel Prize winner (1901)
 - Palais Wilson – Office of the United Nations High Commissioner for Human Rights
 - UNHCR – The United Nations Refugee Agency and its Visitor's Centre
 - The Broken Chair – Place des Nations – symbol of the campaign against landmines
- 38 international organizations
 - more than 400 non-governmental organizations
 - permanent missions of 177 countries
 - every day more than 35,000 people work to improve dialogue between countries

Capital of excellence

The Quest for Perfection

- World – famous timepieces and fashion brands: Rolex, Patek Philippe, Cartier, Gucci, Hermès, Dior, Vuitton, etc.
- Private jets, ranked 3rd in Europe: Tag Aviation / PrivatAir / D'Jet
- 14 five-star hotels – first class welcome
- Switzerland's capital of gastronomy
- 47 internationally renowned private schools and universities: Collège du Léman, Webster University, etc:
 - The University of Geneva ranks in the top 1% of universities



The Quest for Perfection

- A real first-class hub for the excellence of medical tourism :
 - The University Hospitals of Geneva (HUG) represent the leading hospital in Switzerland and are internationally recognized in several cutting-edge disciplines
 - 20 high-end private clinics are within a radius of 80 km: Clinique Générale-Beaulieu, Granettes, etc
 - first class hotel service provided by clinics





A mosaic of cultural activities

A Cultural Rainbow

- 40% foreigners, 189 nationalities
- 40 public and private museums – with an emphasis on natural history, fine arts, science and technology
- 4 unique museums in the world
- Numerous music festivals and special events: Antigél, Cinéma Tous Ecran, International Motor Show, Fair for books and press, etc.
- International sports competitions: Bol d'Or (Europe's biggest inland water sailing race), International Horse Show Jumping, etc.

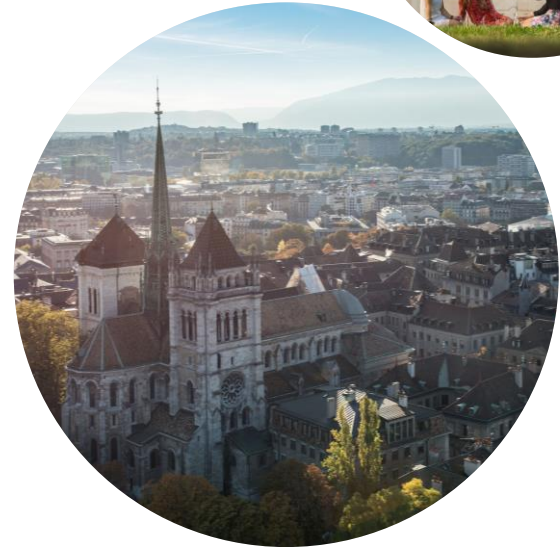




Where religions meet

A city where everyone is a world citizen

- Jean Calvin, key figure of the Reformation (1536)
- Saint Peter's Cathedral – Geneva's main Protestant place of worship
- International Museum of the Reformation, winner of 2007 Council of Europe Museum Prize
- World Council of Churches (1948) – a fellowship of churches
- Where religions meet: 50 Protestant, 6 Evangelist, 55 Catholic, 4 Orthodox churches, 1 Mosque, 5 Islamic Centres, 4 Synagogues, 19 Buddhist Centres





Wine & Dine

A thousand and one temptations

- 48 gourmet restaurants in Michelin's Guide 2023
- 12 starred restaurants in Michelin's Guide 2023
- 59 restaurants selected by Gault & Millau 2023
- 140 ethnic restaurants representing 30 nationalities
- 30 master chocolatiers and one Geneva chocolate manufacture: Favarger
- Number 3 among Switzerland's wine producing cantons and largest Swiss wine-growing community
- High-quality Geneva wines earned ten international prizes in 2010
- The Beau Rivage Hotel has one of the largest cellars of vintages wines





Celebrities

Celebrities

- Calvin made Geneva into a “Rome of the Reformation” (1536)
- Jean-Jacques Rousseau – famous writer born in Geneva in 1712
- 2012: Commemoration of the tercentenary of the birth of Rousseau
- Henry Dunant creates the international committee of the Red Cross (1864)
- Woodrow Wilson, President of USA is at the origin of the creation of the Society of Nations (1919)
- Sisi Empress of Austria murdered in Geneva in 1898
- Richard Burton, famous US actor, buried in Geneva Canton (1984)





Inventions

Inventions

- The world wide web (Internet), created at the CERN (European Organization for Nuclear Research) by Tim Berners-Lee in 1989
- Pierre Castan invented the first resistant and instant glue in the 30s
- Mr. Schweppe and partners invented the first sparkling water (18th C)
- Givaudan, the global leader in the fragrance and flavor industry since 1898
- Zino Davidoff founded the first humidified cigars showcases in 1929
- No less than 20 Nobel prizes – most of them for Peace – have been awarded to personalities and organizations
- Geneva, part of the "Health Valley" which brings together leaders in Biotech and Medtech with more than 1,000 companies, research and innovation centers where 25,000 employees work



Facts & Figures

General information

- Switzerland's second-largest city
- 204,784 inhabitants in the city of Geneva
- 511,921 inhabitants in Metropolitan Geneva
- 282 km²: surface (Geneva and hinterland)

Transportation

- 123 destinations
- 1,348 flights per week
- Second largest international airport in Switzerland
- A rapid rail network connected to Swiss and European cities

Hotels / gastronomy

- 143 accommodations / 14 five-star hotels
- 2'965'424 overnights in 2022
- 2,037 restaurants
- 48 gourmet restaurants in Michelin's Guide
- 12 starred restaurants in Michelin's Guide
- 59 restaurants selected by Gault & Millau
- 30 master chocolatiers
- 1,400 hectares of vineyards

International city

- 38 international organizations
- Over 1,000 multinational companies

Nature

- 60 parks and gardens – 310 hectares (20% of the city)
- 40,000 trees in the city



Latest news

Re-opening of the International Museum of the Reformation

APRIL 27TH

- After 18 months of work, the International Museum of the Reformation reopens its doors and offers two exhibition spaces, one permanent, the other temporary.
- As in the past, the visit to the **permanent exhibition** will unfold the history of the Reformation, a religious and political movement that transformed Europe in the 16th century and whose effects are still visible in our societies in the 21st century.
- **Guided tours, audio guides and augmented reality**
 - Visitors will be able to discover the permanent exhibition with an adapted cultural mediation or through their smartphone, which will be transformed into a multilingual audio-visual guide. Finally, a visit using an iPad will allow visitors to discover the exhibition in 15 works, in a playful but scientific way.
- **Temporary exhibition "Deflagrations" (May to August 2023)**
 - Children's drawings in the war
 - A repeat of a previous exhibition at the MUCEM in Marseille, "Deflagrations" exhibition is a tribute to a very singular creative gesture: that of children who, after having been close to death in situations of war or mass crime, have taken up their pencils to tell their stories.
 - The exhibition will present 135 drawings (64 originals and 71 reproductions) from museums, national and university libraries, international institutions and NGOs, as well as from archives of psychiatrists, psychologists and war correspondents. They cover more than a century of conflicts, from the First World War to Ukraine.



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 18th to Sunday May 21st
- 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.

The rebirth of the Saleve cable car

MAY 2023

- 91 year after its launch, the cable car enters a new era!
- The Salève cable car will reveal its new face: rehabilitated and redesigned departure and arrival stations, new leisure and catering offers, new reception areas, etc.
- Project highlights:
 - panoramic restaurant
 - 20m high climbing wall with an instructor
 - unique 360° view point
 - museum space and a botanical garden organized and developed by *La Maison du Salève*
 - seminar room



CERN Science Gateway

NEW FLAGSHIP PROJECT FOR SCIENCE EDUCATION AND OUTREACH – JUNE 2023

The Vision

CERN Science Gateway will be an emblematic education and outreach facility. 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. CERN Science Gateway will be a beacon to encourage young people to aim for careers in science and technology.

The building

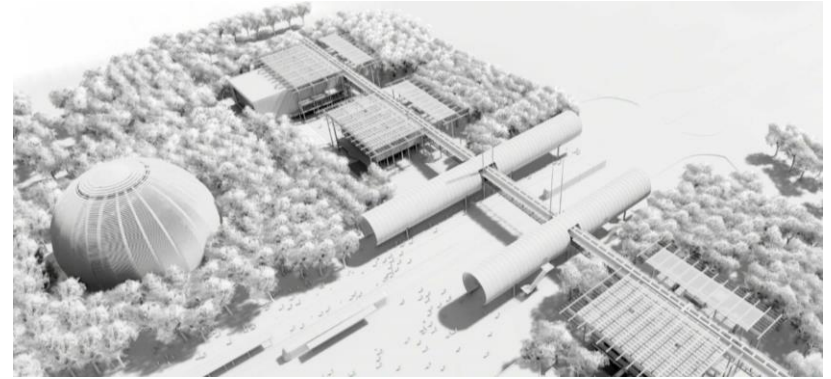
Inspired by CERN's technical buildings and underground tunnels, CERN Science Gateway will consist of five different spaces that will host exhibitions, hands-on laboratories, a large auditorium, a shop and a restaurant, all connected by a bridge 6 metres above-ground. With more than 2 000 square metres of solar panels and surrounded by a forest of 400 trees, CERN Science Gateway will have a net zero carbon footprint.

The architects

Science Gateway is designed by world-renowned [Renzo Piano Building Workshop](#) with support from [Brodbeck-Roulet architectes associés](#).

Events:

Engage in dialogues around CERN's research, technologies, values and their links to society. Public talks, science shows, films and much more will take place in a 900-seat auditorium that will host numerous events for the general public, the scientific community and private donors.



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repeat



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