

# Media NEWS

## STAND BY FOR THE VEVEY WINEGROWERS FESTIVAL!

From 18 July to 11 August, the 2019 Winegrowers Festival will transform the city of Vevey into a festival of culture and fine dining, making it Switzerland's summer capital!

Just a few weeks to go before the launch of the Vevey Winegrowers Festival on 18 July! *The Grande Place* of this city on the shore of Lake Geneva is already host to the astounding 20,000-seat arena built for the event. Until 11 August, it will stage ten daytime performances (at 11 am) and ten evening performances (9 pm) of the extraordinary show devised by Daniele Finzi Pasca and his team of artists for the 5,500 costumed extras including almost 1,000 singers and musicians. This unforgettable mix of tradition, poetry and technological prowess has been staged once in a generation since 1797 as a tribute to the vineyard labourers and the vine itself, the show's true heroes. Aside from the show as such – for which rehearsals have been in full swing for a year – the Winegrowers Festival invites the local population as well as visitors to enjoy a full-scale gala of culture and fine dining from morning to night. An extensive and welcoming pedestrian zone is reserved for the various stages and catering outlets.

Vevey will also become Switzerland's summer capital: 20 Cantonal Days and Guest of Honour Days are scheduled throughout the Festival. Each canton sends an official delegation to represent its wines, culture and music on stage, in processions and in the city's streets. Several stages will be set up for performances by musical or theatre groups and DJs: visitors can choose from a wide variety as they stroll around town. Daily entertainment for youngsters is scheduled. A total of 1,000 different performances will be on offer during the city's festival! The full entertainment programme is posted on the Festival website on 15 June.

Cultural festivities will be flanked by gourmet pleasures: Vevey's squares and lakeside promenades will host a hundred restaurants catering to every taste. The focus will be on local and Swiss products. Fifty cellars

will open their doors in the city. The chef of *La Table d'Edgard* at the Hotel *Lausanne Palace* will turn the historic Aile Castle into a gourmet venue: *Le Pavillon du Lac*.

The city's museums – the Swiss Camera Museum, Jenisch Museum, Historical Museum and Brotherhood of Winegrowers Museum – have been inspired by the celebrations to exhibit rare archives, forgotten treasures and private collections that reflect the theme of the Winegrowers Festival. The Winegrowers Festival takes place at



Vevey from 18 July to 11 August. The performance on 20 July and the event for the general public on 17 July are full. Places in all price categories (CHF 79.– to 299.–) are still available for the other performances. Premium packages including a personalised welcome and gifts are available at CHF 359.–

[fevi2019.lake-geneva-region.ch](http://fevi2019.lake-geneva-region.ch)

## THE LAKE GENEVA REGION: A BATHING DESTINATION

Each of the beaches beside Lakes Geneva, Neuchâtel and Joux offers an entirely different ambience.



Lovers of water sports and open-air activities can choose from stand-up paddling, swimming, barbecues or just taking it easy: every beach has its own atmosphere. Heritage fans will appreciate Chillon beach, where they can enjoy a dip and a barbecue beneath the famous castle. Ideal choices for a stunning view of Lavaux as you savour a barbecue: Moratel beach at Cully, and Lutry beach, which has a snack bar. Alpine peaks that seem to plunge straight into the waters of Lake Geneva are the constant backdrop. The scene changes at Yvonand, with the canton's largest sand beach, just a stone's throw from Yverdon-les-Bains: the gentler landscape here is mirrored in the turquoise waters of Lake Neuchâtel. The perfect spot for family relaxation, with facilities for windsurfing, stand-up paddling or a pedal-boat trip. Finally, how about a refreshing break on *Les Epanchoirs* beach at *L'Abbaye* village by Lake Joux – 1000 m above sea level. Families following the path around this body of water surrounded by mountains will welcome the chance to relax totally here.

[lake-geneva-region.ch](http://lake-geneva-region.ch)

## ALPS OR JURA: HIKERS ARE SPOILT FOR CHOICE

Two flagship routes to help hikers explore different landscapes for one or more days.

For Alpine scenery, choose the *Via Alpina* that links Trieste to Monaco – via the Lake Geneva Region, of course. The path traverses Pays-d'Enhaut and passes through the villages of Château-d'Œx and Rossinière: admire their many wooden chalets with painted and decorated facades. Then the route heads for Lake Geneva, with breathtaking views of the water and the towering mountains. Walkers will encounter marmots at Rochers-de-Naye, and they can stop off at a restaurant facing a hundred peaks. The scenery changes on the way down to Montreux, and the ambience becomes Mediterranean.

On the Jura side, the *Jura Crest Trail* arches from Zurich to Geneva, hugging the French-Swiss border. Walkers cross meadows enclosed by dry-stone walls, with superb Alpine vistas at regular intervals. From Mont Tendre, the highest point in the Swiss Jura, the views stretch beyond the border. Then comes the ascent of Mount Dôle, followed by the descent through vines and forests to Nyon on the shore of Lake Geneva. A perfect route for hikers seeking serenity.

[lake-geneva-region.ch/en/V1042](http://lake-geneva-region.ch/en/V1042) [lake-geneva-region.ch/en/V1046](http://lake-geneva-region.ch/en/V1046)



## THE LAKE GENEVA REGION: A DREAM SETTING

Starting this summer, the spotlight will be turned on our region: the first flagship event is the Winegrowers Festival in honour of wine, vines and those who grow them – an event that is unique in the world. Another upcoming highlight: the Youth Olympic Games at the start of 2020. Resorts in the Alps and the Jura are ready with new offerings to give this event a fitting welcome.

Even without this excitement, the region is a superb destination for relaxation and culture, with its lakes and authentic walks as well as its gastronomic and artistic heritage. Not to mention its countryside, which has enchanted filmmakers from around the world – as featured in an exhibition at Morges.

Andreas Banholzer  
CEO, Vaud Tourism Office  
(Lake Geneva Region)

## Representation in the markets

Vaud Tourism Office (Lake Geneva Region) and its partners participate in dozens of promotional activities throughout the year. Here is a list of these events:

**17 to 24 July 2019 |**

MILT India | Mumbai

Lausanne Tourism (also representing Montreux Riviera)

**26 to 30 August 2019 |**

Market Development Tour |

Hanoi, Penang, Surabaya, Hô Chi Minh City

Vaud Tourism Office

**2 to 6 September 2019 |**

SCIB Roadshow | Jakarta, Bangkok, Kuala Lumpur, Singapore

Vaud Tourism Office

**10 to 20 September 2019 |**

STE India | Delhi, Mumbai, + 2 cities

Vaud Tourism Office

**14 October 2019 |**

SCIB Networking | Paris, Brussels

Vaud Alps, CITAV

**20 to 23 October 2019 |**

Switzerland Travel Mart 2019 |

Lucerne

Vaud Tourism Office, Vaud destinations and partners

**More news on our Media Corner:**

[media.lake-geneva-region.ch](http://media.lake-geneva-region.ch)

## News in brief

### ☆ Spotlight on opera at Avenches

On 21, 22, 28 and 29 June 2019, *Opéra en Fête* will be hosted in the Roman amphitheatre at Avenches in La Broye, near Murten. The programme will feature Verdi's greatest melodies interpreted by the Fribourg Chamber Orchestra (OCF), four soloists, a 100-voice choir and another choir of 50 children.

[lake-geneva-region.ch/en/P984](http://lake-geneva-region.ch/en/P984)

### ☆ First art exhibition in the Bex salt mines

The *Taverne du Dessaloir* deep in the heart of the Bex salt mines at the foot of the Vaud Alps will host works by Doris Broder Jakob. The artist's acrylic, oil and mixed-technique abstract works will be on show there until 5 January 2020.

[seldesalpes.ch/en](http://seldesalpes.ch/en)

### ☆ The Vaud Jura: capital of Taoism

The opening of the *Ming Shan* Taoist Centre at Bullet near Sainte-Croix is scheduled for the end of this fall. Features will include a therapy facility, a restaurant and a temple. Training courses and Tao therapies will be offered, focusing on aspects such as art, meditation and diet.

[mingshan.ch](http://mingshan.ch)



**SWISS LANDSCAPES – AUTHENTIC FILM SETS**

From 5<sup>th</sup> October 2019 to 5<sup>th</sup> January 2020, an exhibition will bring together photos, posters and film clips that use Switzerland as a setting, from 1900 to now.

The Bolle Foundation and the Alexis Forel Museum will present *Backdrop Switzerland* at Morges on the shore of Lake Geneva. The name of the exhibition highlights the fact that Switzerland has provided the backdrop for many foreign films. Film-lovers across the globe have been able to discover Lake Geneva, its shores and towns as the backdrop to an ingenious robbery from the vaults of a private Geneva bank, for instance. They have also

followed the tribulations of a chocolate heiress in a mansion high above Lausanne, or have wiped away a tear as they see a couple in love exchanging passionate kisses in front of Chillon Castle. Alpine landscapes have starred in several James Bond episodes and in over nine feature films portraying the adventures of Heidi. An opportunity to admire Switzerland from some unusual angles.

[lake-geneva-region.ch/en/P43122](http://lake-geneva-region.ch/en/P43122)



 **Event**

**A TRADITIONAL ART, MORE ALIVE THAN EVER: PAPER CUTTING ON SHOW**

The 4<sup>th</sup> Paper Cutting Days will take place on 13<sup>th</sup> and 14<sup>th</sup> July, when artists from all over Switzerland will create and display their works at Château-d'Œx.

Each year, the event aims to highlight this popular art which developed in the region during the 19<sup>th</sup> century. The cutters will showcase their creations and their expertise, with beginners' classes for anyone interested. The event will take place at Château-d'Œx station, the departure point for an exhibition of giant-size compositions by contemporary cutters. They will be the stars of this year's event, as a reminder that their art is still very much alive. Also at Château-d'Œx, the Museum of the



Vieux Pays-d'Enhaut has a permanent display featuring the great masters of the art.

[lake-geneva-region.ch/en/P9957](http://lake-geneva-region.ch/en/P9957)

**MAKE YOUR WAY IN THE HEART OF LA CÔTE VINEYARD ON FOOT**

A new wine tourism trail is an excellent way to explore the vineyards of *La Côte (AOP)*.



On this leisurely walk between Nyon and Rolle, visitors are guided by their smartphone to four picturesque villages. They can follow two 5.5 km circuits on the Luins-Begnins and Vinzel-Bursins routes, sampling *La Côte (AOP)* wines and discovering castles and superb panoramas as they walk. They will also learn more about regional wine-growing methods, local history and gastronomic traditions. This offer is added to 9 other wine tourism walks already offered throughout the region, all available on the Vaud:Guide app.

Also, a new event will take place on 29<sup>th</sup> June on the route of the Morges Vineyard Walk: *Au fil du goût*, a gourmet walk starting from Morges station, which will take visitors through wine-growing villages selected for their vintages and their exceptional locations. At each of the six stages, participants can sip or munch regional specialities, and answer multiple-choice questions to win prizes at the end of the trail. The price is CHF 49.– for an adult and CHF 24.– for children aged 12 to 16.

[myvaud.ch/walks](http://myvaud.ch/walks)

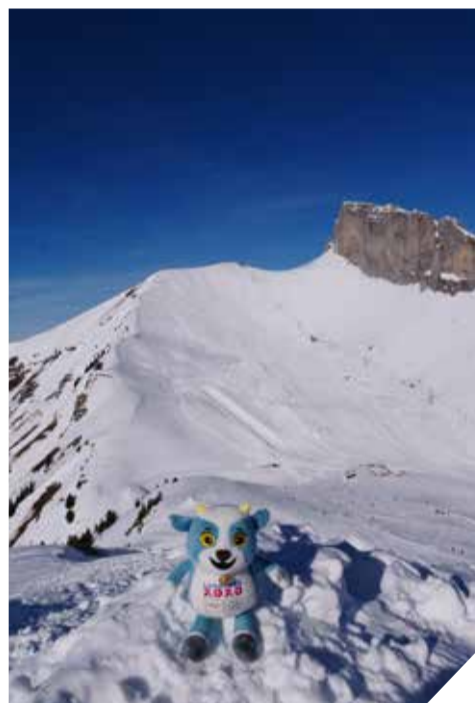
 **Special**

**THE OLYMPIC TIME COMES TO THE REGION**

From 9<sup>th</sup> to 22<sup>th</sup> January 2020, the 3<sup>rd</sup> Youth Olympic Games will take place at the winter resorts in the Vaud Alps and Jura.

Resorts in the region that will host competitions used last winter to modernise some of their facilities and arrange trial runs to ensure that everything is ready for the big day. Les Diablerets installed a new ultra-fast gondola lift, and Leysin now has Switzerland's third largest halfpipe. Villars and Joux Valley hosted competitions to see how they will cope with staging the events. The ice sport contests will take place at Lausanne, which this autumn will inaugurate the Vaudoise Arena, its new sports centre with three skating rinks. After the Games are over, these infrastructures will benefit sports enthusiasts.

[lausanne2020.sport/en](http://lausanne2020.sport/en)



 **Events calendar**

**13 to 23 June 2019**  
Lavaux Classic  
Cully  
[lavauxclassic.ch](http://lavauxclassic.ch)

**16 June 2019**  
Rando des Blés (cycle rally through the cornfields)  
Echallens  
[vcechallens.ch](http://vcechallens.ch)

**29 to 30 June 2019**  
Villars Hiking Festival  
[villarsrando.ch](http://villarsrando.ch)

**6 to 7 July 2019**  
Joux Valley: Lake Joux Tour & slowUp  
[slowup.ch](http://slowup.ch)

**23 to 28 July 2019**  
Paléo Festival  
Nyon  
[paleo.ch](http://paleo.ch)

**24 to 28 July 2019**  
Festival au Pays des Enfants  
Château-d'Œx  
[aupaysdesenfants.ch](http://aupaysdesenfants.ch)


**10 to 17 August 2019**  
50<sup>th</sup> International Alpine Film Festival  
Les Diablerets  
[fifad.ch](http://fifad.ch)

**14 to 18 August 2019**  
Rock Oz'Arènes  
Avenches  
[rockozarenes.com](http://rockozarenes.com)

**30 August to 1 September 2019**  
Numeric Games Festival  
Yverdon-Les-Bains  
[numerik-games.ch](http://numerik-games.ch)

**6 to 8 September 2019**  
Equissima Lausanne  
International equestrian meeting  
[equissima.ch](http://equissima.ch)

*Package deals*

 **ALL THE FLAVOURS OF RISLOUD FOREST**

**A new offer combines exploring Europe's largest forest with a meal in a woodcutters' cabin.**

*Gourmet Walk in Risoud Forest* is the name of this excursion that offers an unusual way to explore Joux Valley. On a four-hour hike with a guide (also possible at night), walkers get to know the region's fauna and flora, as well as the tales that abound here. The path hugs a natural frontier between Switzerland and France. The highlight of the excursion: a meal prepared by the guide in a forest cabin. The menu offers a choice of fondue or assorted local products. This activity is available all year round on request, for two or more persons.

[lake-geneva-region.ch/en/P47493](http://lake-geneva-region.ch/en/P47493)



*Top tip*

 **FREE ACCESS CARD: A MOUNTAIN OF FREEBIES**

**One card – 35 activities in three resorts: Villars, Gryon and Les Diablerets**

This magic key opens up free access to over 35 summer activities and transport services. As well as the public transport services included such as buses and cogwheel trains, guests can also use the new Diablerets Express gondola lift at Les Diablerets. Swimming pools, climbing gyms, outdoor and indoor treetop adventure centres, potholing or stand-up paddling: the choice of activities is huge, with something for every taste. Families are also cared for, with plenty of activities suitable for young children such as minigolf courses, bouncy castles or a miniature train ride in Gryon Parc. Available from the end of May to the end of October, the *Free Access Card* is offered to visitors for the period of their stay in a hotel or holiday apartment.

[lake-geneva-region.ch/en/P9204](http://lake-geneva-region.ch/en/P9204)

