



THE CANTON OF VAUD AS AN UNMISSABLE MEDITERRANEAN-STYLE DESTINATION

From Lake Geneva to mountain lakes, and a multitude of rivers, waterfalls and pools en route, there's no shortage of water in the region. And there are just as many different opportunities to enjoy it – some of them more on the sporty side, some all about relaxation.

For a breathtaking view of Western Europe's biggest freshwater lake, there's nothing like a cruise on board one of the Belle Epoque steamers from the General Navigation Company's (CGN). Visitors approach the beautiful scenic of the region such as Lausanne, Vevey, Montreux, Nyon and Morges from a completely different perspective, to the slow and majestic rhythm of the paddle wheels whipping up the waves. Relaxation guaranteed for a moment out of time. In addition to these nostalgic boat trips, some forty destinations in both Switzerland and France can be reached from the landing stage in Lausanne.

For a little more relaxation, but from yet another perspective, head for the beaches. The more romantic types will love the location at Chillon Castle that offers a unique view of the famous building. Those with a longing for the sea will prefer Prévèrènges, between Morges and the Olympic Capital – a long stretch of sand where Lake Geneva could easily be mistaken for the Mediterranean. Lovers of a more urban feel might well choose Lausanne, which finally has its own beach at Port d'Ouchy – a 2,000 m² wooden deck where you can cool off between a pedalo trip and an ice cream. The turquoise waters of Lake Neuchâtel will appeal to fans of exotic landscapes, with Yvonand offering a beach of the finest sand for indulgent sunbathing. Whether here or on Lake Geneva, Lac de Joux at the foot of the

Vaud side of the Jura or in mountain lakes such as Lac Retaud – opposite Glacier 3000 in Les Diablerets – there's plenty of water-based activity on offer, including standup paddleboarding, wakeboarding, water skiing, windsurfing, sailing, motorboating and kitesurfing, as well as diving for the more daring visitor. Those who prefer to take it easy can watch from the beach or while sipping a cocktail at the edge of the water, perhaps from one of the decks installed as part of the Dolce Riviera concept. This year again, the Vaud Riviera from Montreux to Villeneuve will take on the feel of a friendly and cosy bathing destination. A series of free events are also on offer, taking the current safety and social distancing requirements into account, naturally. The Bains Payes in Vevey also offer food and drink at the water's edge, and the superb sunsets at the Jetée de la Compagnie in Lausanne are the star of the social networks. And when the weather permits, events such as concerts and yoga classes are on offer. In Nyon, the Restaurant de la Plage serves fish from the lake and local specialities, as well as brunch on Sundays. So many opportunities to discover the flavours of the region. With its six regions – including the UNESCO Lavaux vineyard terraces – Switzerland's second-largest wine-growing canton has plenty to offer the most discerning connoisseur.

myvaud.ch/summer



NEWS IN BRIEF...

☆ **The museum where Craftsmanship of mechanical watchmaking and art mechanics know-how is king.** From the end of 2022, the Musée unique will bring together the collections of the Baud Museum, the International Centre for Art Mechanics (CIMA) and the Museum of Arts and Sciences on the site of the former CIMA museum, which will have undergone a complete overhaul. The aim is to promote regional expertise in art mechanics and watchmaking, recently listed by UNESCO.

musees.ch

☆ **Plateforme 10, the final stage in sight.** In June 2022, the Musée de l'Élysée and the Mudac, Museum of Design and Applied Arts will join the Vaud Museum of Fine Arts (MCB-A), inaugurated in October 2019, on the Plateforme 10 site, right alongside Lausanne train station, in a brand new arts quarter.

myvaud.ch/fr/Z11270

☆ **A booklet to help children discover the capital of Vaud.** Bursting with activities involving the city and a whole host of surprises, the Travel Journal provided by Lausanne Tourism will keep the youngsters busy during their visit to Lausanne. From the Cathedral to the Olympic Museum, suggestions for drawings, games and collages are offered at each location.

lausanne-tourisme.ch/en/travel-journal

MORGES, SWITZERLAND'S SLOW TOURISM PIONEER

Its size and idyllic location on the shores of Lake Geneva seem to make the town predestined to become the country's ambassador of slow tourism.



Morges is the first Swiss town to join the movement, a cousin to *slow food*. While the latter involves taking time to rediscover the flavours of local food, the tourism version invites visitors to slow down and explore a region, its traditions and its inhabitants. This initiative is a real antidote to the stress of everyday life and also encourages visitors to adopt environmentally responsible behaviour when travelling. As an extension of this commitment, it seemed fitting that Morges should also be the first destination in French-speaking Switzerland to join the myclimate foundation. Morges Region Slow Tourism now offers guests the opportunity to voluntarily invest a small amount of money in climate protection and sustainability when they book their activities on the Internet. A portion of this contribution will be used to reduce supply-related greenhouse gas emissions and finance high-quality climate protection projects by the myclimate foundation. This product or service then becomes climate-neutral.

morges-tourisme.ch/en/Z9709/slow-tourism

NOTHING BUT THE MILKY WAY ABOVE YOU IN LE CHASSERON

This year, the third highest summit in the Jura is hosting two rooms as part of the Million Stars Hotel project, an original concept with rooms throughout Switzerland all offering a breathtaking view of the sky.



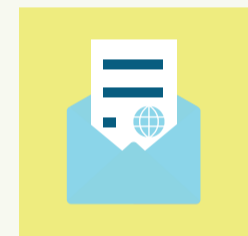
The Hotel du Chasseron is perched on a natural panoramic terrace at an altitude of 1,607 metres on the balcony of the Vaud Jura. A location renowned for its incomparable view of the Milky Way – which can be seen from here with the naked eye – and the Alps. This year, the hotel is making two unusual structures available to its guests. These are two room-sized barrels installed on the panoramic terrace adjoining the hotel. With their windows in the shape of a crescent moon, they offer the perfect solution for enjoying the view in complete relaxation. In the evening, visitors are invited to enjoy the famous Maular fondue with a sparkling wine from the region in the restaurant. And after a night under the stars, they are welcome to enjoy breakfast with a selection of local products and flavours. A real escape from time.

myvaud.ch/en/P932



This summer, the canton of Vaud is taking a Mediterranean approach, replete with sun loungers and local specialities for enjoying at the water's edge. Whether in the Yverdon-les-Bains region, on the shores of Lake Geneva or at Lac Retaud in the Vaud Alps, water activities will take centre stage. Visitors looking for relaxation will not be disappointed – Morges, Switzerland's first slow tourism destination, will be introducing a new way of travelling, inviting guests to slow down and take time to explore. Finally, the canton of Vaud is also the ideal holiday destination for people with disabilities, with some 200 providers audited by experts. Everyone can now know the accessibility of sites such as the visit of the Castle of Chillon or the tasting of biodynamic wine.

Andreas Banholzer
CEO, Vaud Promotion



NEWSLETTER GOES ELECTRONIC

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LA SARRAZ CASTLE REOPENS ITS DOORS TO VISITORS

The castle presents its brand new historical tour after two and a half years of work.

The permanent exhibition entitled *The keys to the castle are yours, 900 years of dynasties* invites visitors to (re)discover the history of this building. Built in 1049 by the House of Grandson on a rocky spur between Morges and Yverdon-les-Bains, the castle almost always served as a residence for the barons until the death of the last chatelaine in 1948. What makes the building so fascinating is the fact that the estate was handed down from one noble Vaud family to another, ensuring that it retained the character of an inhabited

residence. The new tour is both immersive and interactive and portrays the evolution of life in the castle, showing how it was anchored in its time. The key objects in the collections are displayed in an appealing way, and the visit alternates between the historical rooms, presented as if still inhabited, and museum rooms showcasing objects under glass and with projections and interactive installations. The tour can be taken in English, French or German.

myvaud.ch/en/P493



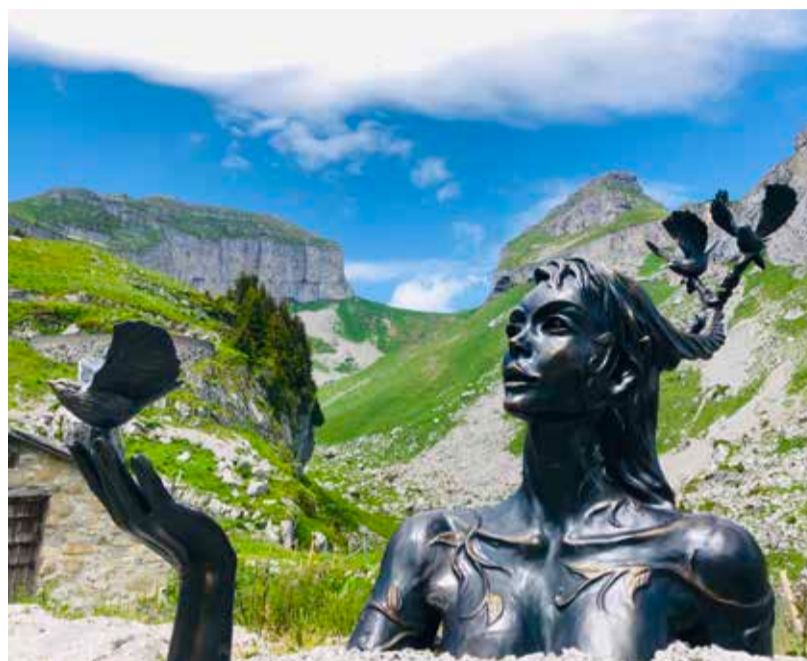
ART TAKES FLIGHT WITH AILYOS

The Ailyos Art & Nature Festival will be held in the Vaud Alps until 24 October 2021.

The annual event was launched in 2018 and is an open-air art exhibition that unfolds in the valleys, around the lakes and on the buildings and contours of the landscape of Aigle, Leysin and the Col des Mosses. For this edition, some forty works from both Swiss and international artists will be displayed in a wide range of locations. The artists were invited to give their imagination free rein on a particular theme, which in this case is transformation. Much more than just an unusual approach to the exhibition of art, the Ailyos

project encourages visitors to take time out and focus on the surrounding landscape. The event also aims to make visitors more aware of the natural environment in which they live. There are various options for those wishing to discover these inspirational works, each of which is cleverly integrated into its surroundings – they can leave it to chance, allowing themselves to be surprised by each piece along the way, or choose to follow a guide.

myvaud.ch/en/P52649



THE CANTON OF VAUD, A LEADING DESTINATION FOR PEOPLE WITH DISABILITIES

Vaud Promotion and Pro Infirmis have been working together since 2018 to offer a selection of tourist sites and services with guaranteed accessibility.

Throughout Switzerland, Pro Infirmis advises, accompanies and supports people with physical, intellectual or mental disabilities and their families. In three years, the association's representatives have audited some 200 providers throughout the canton of Vaud. Tourism offers that meet the accessibility criteria defined by Pro Infirmis are then listed on the accessibility page of the Vaud Promotion website. A filter function enables visitors to search according to the type of disability and the style of activity, and a link to the Pro Infirmis site provides access to all the additional information required.

From Chillon Castle to the Olympic Museum, or the estate of winegrower Henri Cruchon, the selection is extensive and continues to expand. The Arboretum du Vallon de l'Aubonne is now



accessible to people with reduced mobility, for example, thanks to an all-terrain wheelchair with an adapted chassis and electric control. The wheelchair can be reserved in advance, and allows visitors to explore two customised routes of 2.2 and 3.3 kilometres in length. Other projects such as the OK:GO initiative also aim to facilitate accessibility. Launched by the association Accessibility Switzerland it invites tourism providers to enter the accessibility details of their offering in a free app called ginto. Finally, Morges Région Tourisme and Pays-d'Enhaut Région are working on developing disability-compatible packages within the framework of the Accessible Holidays in Switzerland launched by the Claire & George Foundation.

myvaud.ch/en/Z9238

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TEMPORARY

EXHIBITIONS

In view of the circumstances associated with the development of Covid-19, changes or cancellations may be made at our discretion.

Until 15 August 2021

Lake Geneva, more than a lake
Lake Geneva Museum, Nyon
museeduleman.ch

Until 29 August

From Stefan Zweig to Martin Bodmer: the [in]visible collection
Jan Michalski Foundation, Morges
fondation-janmichalski.com

Until 29 August 2021

30 Faces of Tuscany at Aigle Castle
Aigle Castle, Aigle
chateauaigle.ch

Until 29 August 2021

Andy Warhol - Pop Art Identities exhibition
L'Auditorium Stravinski, Montreux
www.warholmontreux.ch

Until 5 September 2021

Oskar Kokoschka. Appeal from Dresden
Musée Jenisch, Vevey
museejenisch.ch

Until 26 September 2021

Experts in Aventicum
Roman Museum in Avenches, Avenches
aventicum.org/fr

Until 26 September 2021

Jean Lecoultré. The Naked Eye
Musée Jenisch, Vevey
museejenisch.ch

Until 26 September 2021

25 Castles in One
Nyon Castle, Nyon
chateaudenyon.ch/en

26 June to 31 October 2021

Anonymous
Art Brut Collection, Lausanne
artbrut.ch

Until 21 November 2021

Sport X Manga
Olympic Museum, Lausanne
olympics.com/museum

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PACKAGE DEALS

OPEN CELLARS – À LA CARTE



Until the end of August, the winegrowers of the six wine growing regions of canton of Vaud will be helping visitors to discover the wines of the region.

The *Open Cellars à la carte* pass is a must for the event, and can be purchased online at mescavesouvertes.ch for CHF 30.-. Armed with this pass, which includes a wine glass, a drop-stop and a card for a CHF 30.- discount on the purchase of six bottles, visitors can book their visit to the winegrowers of their choice via the online platform. Tasting sessions are held in accordance with health guidelines, as far as the situation allows.

mescavesouvertes.ch

TOP TIP

À LA CARTE GIFT OF TWO CONSECUTIVE NIGHTS IN THE CANTON

This summer, 3,500 gift cards worth CHF 100.- will be offered to guests booking a stay of two nights or more in Vaud.

The offer is valid for online orders, while stocks last. The amount can be spent until 31 October with the 650 or so partners in the promotion, which include hotels, restaurants, cultural institutions and leisure providers. Guests will now have a good reason to extend their holiday in the region and take the opportunity to try out one of its excellent restaurants, or add to their wine cellar a few bottles discovered at the local wine grower, for example.

myvaud.ch/alacarte-en



Vaud
à la carte