

PRESS KIT



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**VAUD**   
TERRE D'INSPIRATION



# Welcome to the Canton of Vaud!

Dear media representatives,

Vaud Promotion communicates on the brand **Vaud+**, *Terre d'inspiration*. Our organisation has a presence in over fifteen markets on four continents and its chief mission is to promote destinations in our region – both in Switzerland and abroad. From our base in Lausanne, we work with our colleagues at Switzerland Tourism on the tourism market and with local tourist boards.

This press kit is intended to introduce you to the key themes that define the Canton of Vaud. It showcases the region's wide variety of scenery, activities and events. It includes general information along with anecdotes, descriptions, key statistics and plenty of links that will enable you to explore subjects in greater depth.

The press department of Vaud Promotion will be delighted to help you with basic advice or detailed plans, welcoming you in person or making all the arrangements for a press trip.

The "Media" section, on our website, [myvaud.ch/en/Z5192](http://myvaud.ch/en/Z5192), also offers extensive information including the latest press releases, news from the region and access to a multimedia database where over 2,000 high-definition photos and videos can be downloaded. To access the area, just click on the link below and complete the online form.

Whatever you're looking for, just get in touch and we'll be delighted to help you.

**Media information:** [myvaud.ch/en/Z5192](http://myvaud.ch/en/Z5192)

**Media library:** [lake-geneva-region.ch/photos](http://lake-geneva-region.ch/photos)

**Mobile app:** [myvaud.ch/en/Z1750](http://myvaud.ch/en/Z1750)

**Share your experiences with #MyVaud and follow us on:**



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# A region with a whole host of attractions

All the different facets of Switzerland are concentrated in this one region, with diverse scenery ranging from alpine peaks to lakeside cities and towns such as Lausanne and Montreux, the wide-open spaces of the Jura and the authentic charm of the countryside. But the key feature of the Lake Geneva Region is its lifestyle, with local events and international occasions, outdoor sports, regional know-how, typical cuisine and fine dining, superb wines and living traditions. These are just some of the aspects that delight visitors to this land of discoveries.

## Some of the highlights



**The Olympic Museum** in Lausanne promotes unity in sport, art and culture. Founded by the International Olympic Committee, this is the most visited museum in Lausanne. Since being modernised and reopened at the end of 2013, visual and interactive displays are the mainstay of this exhibition space.



**Chillon Castle**, near Montreux, is a fortress dating from the 12<sup>th</sup> century; located on a rocky islet, it comprises about 25 structures that are unique in the world. With over 400,000 visitors per year, it is the most visited historical monument in Switzerland.



**The terraced vineyards of Lavaux** were listed as a UNESCO World Heritage site in 2007. They can be explored on foot or by bike or, during the summer, on the Lavaux Express or Lavaux Panoramic, miniature tourist trains that wind their way through the vineyards.



Enjoy a cruise on Lake Geneva on one of the 16 boats of the **Compagnie Générale de Navigation (CGN)**, including 8 splendid “Belle Epoque” paddle wheel boats. The company has the largest fleet of restored “Belle Epoque” boats in Europe.



**The Kuklos** in Leysin is a revolving restaurant powered by solar energy, offering stunning panoramic vistas over Lake Geneva, the Matterhorn, Mont-Blanc, the Dents-du-Midi and the Alps.



**Glacier 3000**: for decades, the famous aerial cableway in Les Diablerets has been transporting visitors to this idyllic region at a height of 3000m, with its eternal snows and stunning glacier. The only suspension bridge in the world spanning two mountain peaks, The Peak Walk by Tissot, is a unique experience for visitors, affording stunning views of the highest mountains.



**Chaplin's World**, a museum dedicated to Charlie Chaplin and his work. In an exhibition space of over 3,000 m<sup>2</sup>, new discoveries, experiences, and emotions reflect the symbiosis of scenography, film, multimedia and virtual reality.

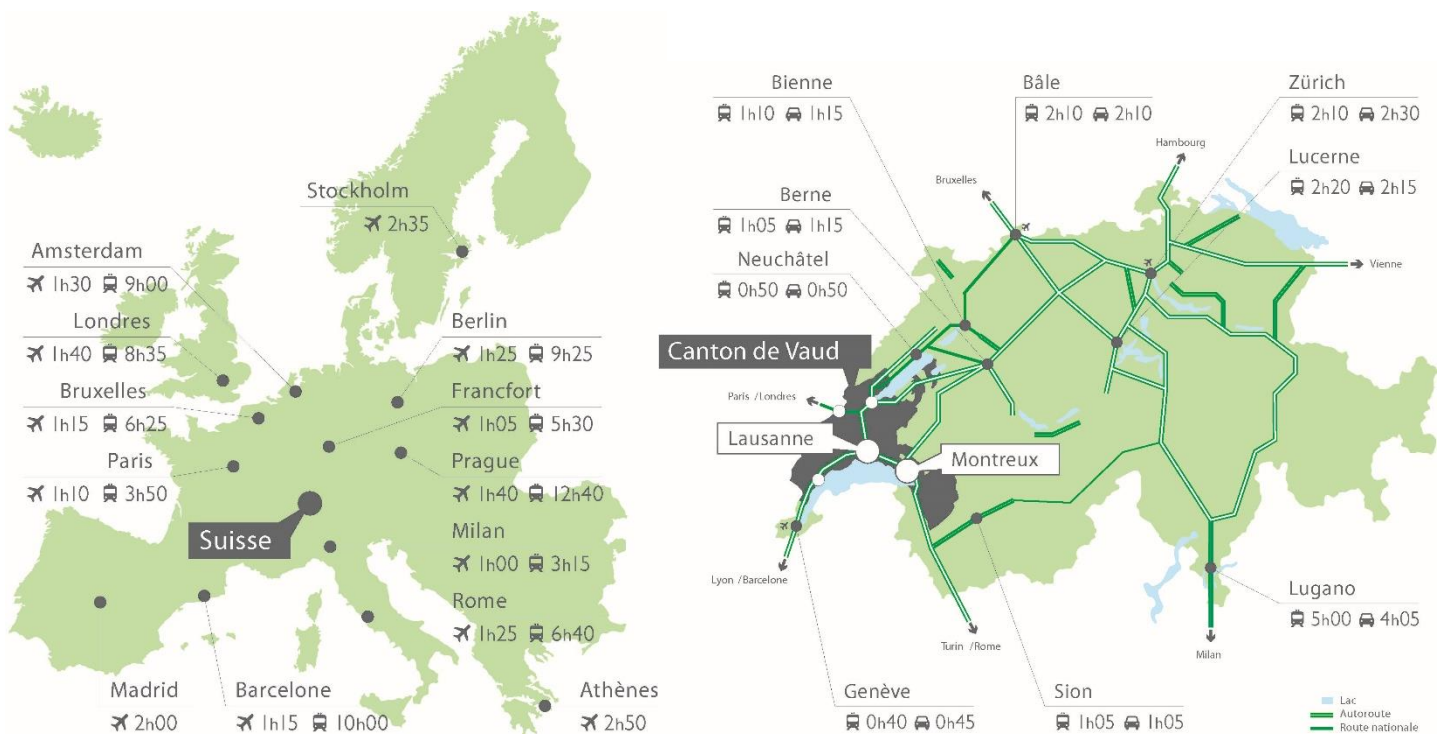
# Geographical location and access

An ideal location in the centre of Europe, modern hotel accommodation and cutting-edge infrastructure are just some of the advantages the Canton of Vaud offers its international clientele. Such is the diversity of destinations in this region that in less than an hour, visitors can travel from a conference room at a grand hotel on the Swiss Riviera to the relaxed atmosphere of an Alpine resort or the bucolic delights of the Lavaux vineyards, which are listed as a UNESCO World Cultural Heritage site.

## Accessibility

Lausanne is about 40 minutes by train from Geneva-Cointrin International Airport, and the rail journey from Zurich Airport takes a little over two hours. The region is excellently served by public transport, with a wide variety of options for visitors to explore the region and plan tours at their own pace, making full use of the 28,000 kilometres of Switzerland's public transport network – including trains, bus routes, boats and funicular railways.

The "Swiss Pass" offers free travel throughout the entire network for 4, 8, 15 or 22 days or one month. The "Swiss Flexi Pass" offers the same option but for a specified number of days during one month. These two travel passes are issued by the Swiss Travel System [swisstravelsystem.com](http://swisstravelsystem.com). At regional level, the "Regional Pass" provides the option of travelling on an unlimited number of routes for 2 or 3 days with a 50% reduction on additional days. This pass is available at railway stations and jetties, and is valid on the region's entire network of buses, trains, boats and coaches.



# 5 must-have experiences in 2022

## 1. The "Rhône" makes its comeback on Lake Geneva

After three years of renovations, the "Rhône", flagship of the Compagnie Générale de Navigation (CGN) and the last Belle Epoque style steamboat with paddle wheels built entirely in Switzerland, is once again sailing on Lake Geneva. Inaugurated in 1927 for the Vevey Winegrowers' Festival, it embodied at the time the best of Swiss know-how in terms of machinery. Popular with passengers for its wide covered deck and rustic appearance, the "Rhône" is especially popular for its engine, the last steam engine of its kind designed by the Sulzer company for a Swiss ship. It is the most musical steamer in the fleet, thanks to a unique mechanism that emits extraordinary sounds. In order to allow the most curious to appreciate the mechanics of this jewel, the device has been covered with a transparent cover allowing the pistons to be seen from the upper deck. Among other renovations, the historic interior fittings, including the woodwork in the Belle Epoque 1st class lounge and the historic staircase, have been restored according to the original plans. CGN now has all seven of its historic paddlewheelers back in operation, the largest fleet in Europe. The "Rhône" will sail all year round, summer and winter, from Lausanne and Geneva. [www.cgn.ch/en/](http://www.cgn.ch/en/)

## 2. Chef Décotterd moves to Glion

After 10 years at the Pont de Brent, chef Stéphane Décotterd is embarking on a new adventure after moving with his team to the Bellevue restaurant at the Ecole hôtelière de Glion. With his two Michelin stars and an 18/20 rating in the Gault&Millau Guide, has been carving out a niche with his environmentally friendly cuisine and prioritising local products since 2018. This new opportunity will offer him the chance to flourish in a unique setting overlooking Lake Geneva. By taking over the management of the establishment with his wife on 23 September, Stéphane Décotterd will not only be able to benefit from an international clientele, but will also be able to share his values and his talent with the students of the Ecole hôtelière through various masterclasses. [guide.michelin.com/ch/fr/vaud/brent/restaurant/le-pont-de-brent](https://guide.michelin.com/ch/fr/vaud/brent/restaurant/le-pont-de-brent)

## 3. Pop-up Spa in Lavaux

"La Vigne", a new mobile spa concept in the heart of Lavaux, offers a sensory immersion in one of the most beautiful panoramas in the world. It has developed its products and treatments based on vinotherapy, which uses grapes and vines for their anti-aging, toning, softening, hydrating and regenerating qualities. The products in the range are all derived from the residues of the vine that are not used in the making of wine, but which are full of molecules that help the skin to look its best. A hot bath in the heart of the vineyards, a Chasselas lees wrap, and a relaxing massage with grape seed oil are just some of the treatments offered. The spa is installed on the terrace of a winegrower's house, so the visitor benefits from an exceptional setting for a unique moment of relaxation. An initiative that also contributes to the circular economy of the region by valuing what is not consumed. Until now, the mobile spa is located at Domaine Bovy in Chexbres. When it reopens in the spring of 2022, it will later move to other vineyards in the region. [www.la-vigne.ch](http://www.la-vigne.ch)

## 4. Route verte in the Jura vaudois nature park

From Schaffhausen to Geneva in seven stages, the brand new Route Verte takes you through the six regional nature parks of the Jura Arc. This new e-bike itinerary allows you to discover the magnificent landscapes of the Jura vaudois nature park, dedicated personalities, and delicious regional produce. To make the most out of the experience and get away with ease, you have the option of booking the entire route complete with luggage transport or 4 to 5-day leisure variants with luggage pick-up along the way. You can also customise your stages to suit your needs and ride along at your own pace. The [www.larouteverte.ch](http://www.larouteverte.ch) website has all the practical information you need to personalise your trip and make this adventure a unique experience. Package available from CHF 1,065: 7 nights with breakfast, daily luggage transport, detailed travel documents, provision of GPS data, and hotline assistance.

## 5. "The Kid" temporary exhibition at Chaplin's World

Chaplin's World, the museum dedicated to the icon of silent cinema in Corsier-sur-Vevey, offers from March 18 to September 25, 2022, a total immersion in the heart of the iconic film "The Kid" (released in 1921) and Chaplin's childhood. A period marked for him by poverty, and yet decisive in his career and his work. In a setting of magic lanterns and references to the 1900s, the visitor discovers in four exhibition spaces, the immense influence of a music-hall artist mother on the filmmaker, the childlike attributes of Charlie Chaplin, as well as the incredible complicity between the vagabond and the Kid, Jackie Coogan, the first child star of the cinema. The exhibition ends with testimonies and childhood memories of his offspring, which helps to understand who the father behind the celebrity was.

Considered by the British Film Institute as one of the 50 films to see before you turn 15, The Kid is a cross-generational work to watch with the whole family. In making this film, Chaplin went back to his childhood and shows how suffering can be transformed into a zest for life and dreams realized.

The exhibition is included and accessible with the purchase of a valid Chaplin's World ticket. [www.chaplinsworld.com/en](http://www.chaplinsworld.com/en)

## Highlights 2022

### Tour de France: two stages in the canton of Vaud

On 9 and 10 July 2022, the canton of Vaud will welcome the arrival of one stage of the Tour de France in Lausanne and the start, from Aigle, of the first mountain stage of the Grande Boucle.

On Saturday 9 July 2022, the eighth stage of the Tour de France will start from Dole in the French Jura and enter Switzerland via the Vallée de Joux. Approaching Lausanne from the south, the riders will tackle 9 kilometres of hills in and around the city. They will ascend Avenue d'Ouchy, then cross Place Saint-François and the Chauderon bridge before taking on the 12% gradient of Avenue de Beaulieu, and end the route in front of the Pontaise Olympic stadium, with a finale that promises to be a great show.

The ninth stage will then set off from Aigle on the following day to mark the 20th anniversary of the headquarters of the International Cycling Union (ICU). This is a first in the history of Aigle, and it will be an opportunity to celebrate this double occasion. The riders will take on several Swiss passes before reaching Châtel in France via the Pas-de-Morgins, in a stage that will be 95% on Swiss soil.

Cycling will also be in the spotlight throughout the year in the region with various events such as the men's Tour de Romandie, the first women's edition and a range of other activities related to the discipline. This sporting event, the most watched after the Summer Olympics and the Football World Cup, presents a great opportunity in terms of international media visibility for the canton of Vaud as a whole. [anneeduvelo.ch/agenda/](http://anneeduvelo.ch/agenda/)

### Plateforme 10 – a new arts district for Lausanne

Plateforme 10 is the result of the amalgamation of the Musée cantonal des Beaux-Arts (mcb-a), Photo Elysée, a museum dedicated to photography, and mudac, the museum of contemporary design and applied arts, complemented by the Toms Pauli and Félix Vallotton Foundations. A true cultural platform that aims to go beyond the disciplines specific to each of the institutions to create a unique whole and a spirit of place with a strong appeal. The new arts district is located directly next to Lausanne train station, in the former SBB train halls. The first part of Plateforme 10 was inaugurated in 2019 with the opening of the mcb-a, while Photo Elysée and mudac will open their doors on 18 June 2022. [www.plateforme10.ch/en](http://www.plateforme10.ch/en)

The inaugural period will kick off with a series of events centred around a joint exhibition by the three museums of Platform 10 on the subject of railways. On display until 25 September 2022, the exhibition "Trains. Zug. Treno. Tren" invites the public to explore how train stations and trains are gradually becoming meeting places and spaces for the imagination. [www.mcba.ch/expositions/voyages-imaginaires/](http://www.mcba.ch/expositions/voyages-imaginaires/)



## **Launch of the GoldenPass Express line**

The launch of the GoldenPass Express line linking Montreux and Interlaken, which has been anticipated for over a hundred years, is scheduled for 11 December 2022. Designed by the renowned Italian designer Pininfarina, the train will have panoramic carriages and offer both 1st and 2nd class, as well as a Prestige class area.

The dream of a direct link between Lake Geneva and the Lake Brienz and Lake Thun regions was born in the 19th century, and is finally about to become a reality. A world first and an exceptional project in terms of tourism, the GoldenPass Express will allow passengers to travel directly between Montreux and Interlaken without the need to change trains. A revolutionary variable gauge system will enable the train to switch from the metric gauge of the MOB (Montreux–Zweisimmen) to the normal gauge of the BLS (Zweisimmen–Interlaken) in just a few seconds. [mob.ch](http://mob.ch)

## **Opening of Villars Palace**

A majestic building steeped in history, the Villars Palace is currently being renovated and is scheduled to open its doors to guests in the summer of 2022. It will take its visitors back to the golden age of luxury hotels, whether for a waltz in its ballroom, an intermission in its historic theatre or during one-off exhibitions by major artists. Inaugurated in 1912, the establishment became the property of Club Med in 1968 and remained so for 50 years. Jérôme de Meyer and Marco Dunand bought the property in 2019, and renovation of the exterior facades and roof began. The Villars Palace is scheduled to reopen in June 2022, after two years of work. [www.villarspalace.ch/](http://www.villarspalace.ch/)

## **First edition of the women's Tour de Romandie**

Lausanne has volunteered to host a stage of the women's Tour de Romandie, the first edition of which will take place from 7 to 9 October 2022. Recognised this year as an event in the UCI World Tour, the women's Tour de Romandie will bring together more than 100 athletes divided between 15 teams, with the involvement of the world's current top talent guaranteed. Among them will be the Afghan women's cycling team, who succeeded in leaving their country shortly before the Taliban seized power. Mr. David Lappartient, President of the International Cycling Union, and Mr. Philippe Leuba, State Councillor of Vaud, led the rescue operation and helped to bring some twenty female Afghan cyclists to safety. [anneuvelo.ch/event/tour-de-romandie-femmes-elite/](http://anneuvelo.ch/event/tour-de-romandie-femmes-elite/)



# Vineyards and wines

Vineyards seem to be everywhere in the region, in terraces overlooking Lake Geneva, suspended on slopes dominating the Rhone Valley or divided into parcels in Côtes de l'Orbe. An integral part of the landscape, vineyards cover nearly 4,000 hectares of the surface area. The wide range of grapes includes Chasselas, which makes up to two-thirds of the wine production (68.4%) and thrives on the particular soil and climate in the region. Then there's the Gamay grape which produces a very fruity wine (9.2%), not dissimilar to Beaujolais, from which it stems. The Pinot Noir is the Burgundian cousin of the Gamay and produces a full-bodied yet delicate wine (10.7%). A small percentage of wine production in the area (11.7%) is devoted to specialities such as Pinot Gris, Pinot Blanc and Riesling Sylvaner. Altogether, the region has 8 AOC wine-producing areas (controlled appellation):



- **Lavaux (region Montreux Riviera):** sculpted by man over the ages, it is the quintessential terraced vineyard. It covers 825 hectares and 14 communes, from the Olympic Museum to Chillon Castle. Its appellations are: Chardonne, Epesses, Lutry, St. Saphorin, Vevey-Montreux and Villette. All the vineyards are suspended on terraces overlooking the lake, benefiting from the mildest annual average temperature in Switzerland and the "three suns" (see p. 12).



- **Calamin (situated in Lavaux):** Calamin is nestled between the village of Epesses and Lake Geneva. Chasselas thrives on its distinctive soil, which gives the wine a rich aromatic palate, with notes of caramel and hints of chalk. Calamin wines are classy and dense: they are characteristically smooth in the mouth, slightly sappy with a somewhat bitter finish that adds vitality.



- **Dézaley (situated in Lavaux):** The Dézaley wine area, located entirely within the town of Puidoux, in the Lavaux vineyards, is characterised by steep slopes and stone walls that hug the hillside. Chasselas reigns supreme here, covering 90% of Dézaley's surface area. The exceptional exposure terraced vines results in a full-bodied wine with a remarkably long finish. These are complex, well-structured wines, with notes of almond and toast, ending with tea and honey notes.



- **Chablais:** covering just under 600 hectares, this vineyard nestles up against the foothills of the lower Alps, continuing eastwards from the previous one and including small parcels in the communes of Aigle, Bex, Ollon, Villeneuve and Yverne. Lying between Lake Geneva and the Valais, the Chablais region has a climate that is characterized by winds forming alternating air currents, which are effective at clearing the mists.



- **La Côte:** Between the lake and the Jura, on slopes noticeably less steep than Lavaux, this vineyard of over 2000 hectares includes all the winegrowing communes situated west of the city of Lausanne and stretches right over to Nyon, not far from the Geneva border. Its appellations are Aubonne, Begnins, Bursinel, Coteau de Vincy, Féchy, Luins, Mont-sur-Rolle, Morges, Nyon, Perroy, Tartegnin and Vinzel. The small parcels situated a little further from the lake and relatively protected from the rain by the Jura are still able to take advantage of the mild climate of the basin.

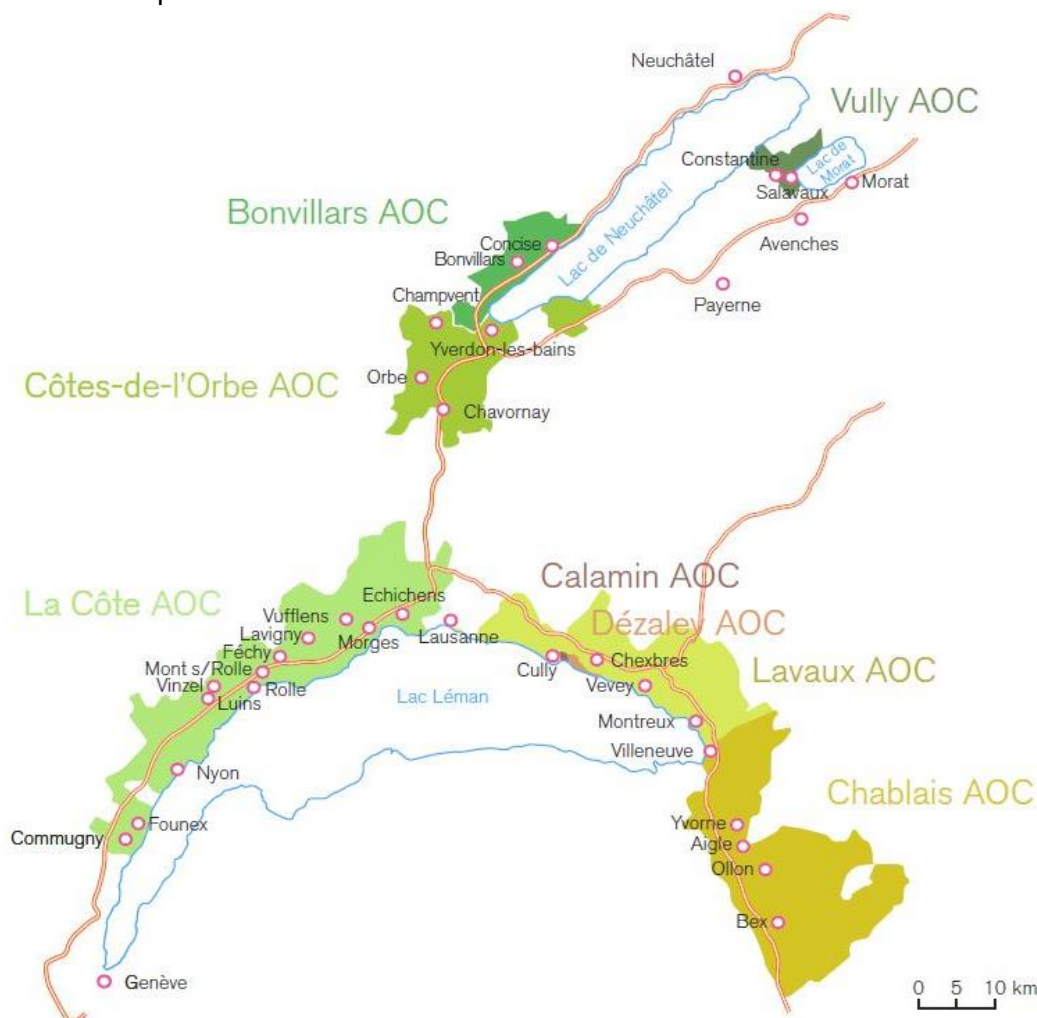


- **Côtes de l'Orbe, Bonvillars, Vully:** covering a surface of 415 hectares, the vineyards in this region are situated on the shores of the lakes of Neuchâtel and Morat. Their appellations are Bonvillars, Côtes de l'Orbe and Vully. This region enjoys favourable climatic conditions, both sunny and protected from rain.

Nearly all wine-producing villages have their own cellars which are generally open between Easter and October. These cellars are a showcase for local wines where visitors can sample different vintages and local foods in a warm, friendly atmosphere much like that found in the region's rural restaurants (pintes), private cellar bars (carnotzets) and rural homes. Visitors can also get a close look at the vines and grapes themselves along a network of **walking paths**, with lots of information panels explaining the work of the wine-maker, the type of grapes, the soil, the wines and the traditions of the particular region.

## The region's vineyards in fact and figures

In total, the region has 3,775 hectares of vineyards (a quarter of Switzerland's wine-growing area), representing over 13,000 parcels with an average area of 2,797 m<sup>2</sup>. The harvest, which is strictly controlled, consists of one litre per m<sup>2</sup> or 39.62 million bottles per year, the equivalent of a turnover of 380 million francs. Wine-growing and production in the region involves 7,179 proprietors, of whom 565 are independent wine-makers, 37 merchants and 15 cooperatives. The Vaudois Wine Office (OVV) promotes all the wines produced under the "Vin Vaudois" brand.



### Museums

#### **Aigle – Vine and Wine Museum**

Traces 1,500 years of wine-making and associated occupations in the Lake Geneva Region.

#### **Rivaz (Lavaux) – Lavaux Vinorama**

Entirely dedicated to vines and wine proposing over 300 different local wines and a documentary film showing one year in the life of a local vintner's family.

#### **Grandvaux – The Maison Lavaux**

A historical, human and cultural immersion right in the heart of the "Lavaux, vineyard and terraces" site. Be inspired and surprised by multiple facets of the unique Swiss cultural landscape, listed as a UNESCO World Heritage site. Open to all ages, from youngsters to older folk!

#### **Vevey – Museum of the Brotherhood of Winegrowers**

Situated in the Historic Museum of Vevey, it shares memories of the Winegrowers Festivals held in Vevey every 25 years, through film and music.

Lake Geneva Region - Enjoyable and interactive wine tourism trails

Download the Vaud:Guide app onto your smartphone and follow the fascinating trails through the region's different vineyards, punctuated with information and anecdotes.



## Lavaux UNESCO

Since 28 June 2007, Lavaux has officially been registered as a "cultural landscape" on UNESCO's World Heritage Site list. This recognition pays tribute to the relationship between the population and their environment which has shaped the appearance of the region.

With 400km of walls and 10,000 terraces spread over 40 levels, the Lavaux vineyard is one of the most extensive in Switzerland, covering steep slopes that range between heights of 375m and 600m. This mosaic of vines stretches for about 14km between Montreux and Vevey (the Swiss Riviera) to the east and Lausanne (the Olympic capital) to the west, giving it a total surface area of 898 hectares along Lake Geneva.

This exceptional heritage site developed from the 11th century onwards, as parcels of land were donated to the Bishops of Lausanne. The monks were the first to clear the land and plant vines on the escarpments. To "tame" the slopes, they built the renowned hillside terraces – the "charmus" – which were first mentioned in an official document dated 1331.

The monks soon received help from wine growers who subsequently took over from them; even today, the names of some domains such as "Clos des Abbayes" and "Clos des Moines" (now owned by the City of Lausanne) perpetuate the memory of those who first cultivated them.

Growing vines was the main source of income for many families, so each square meter of land and every single plant were vital. This is why vines are found in the most unexpected and inaccessible places. Expertise on wine-growing and maintenance of the walls has been handed down from generation to generation, and 200 wine growers now work this land despite the challenges of the steep terrain and the capricious weather.

From the outset, the wine growers set up their homes and businesses in the villages amid the vineyards. Cully, St-Saphorin, Epesses, Chexbres and Chardonne are the most famous, but there are altogether fourteen of them spread throughout the entire Lavaux vineyard. These communities owe their typical character to the narrow houses of the vintners, huddled next to one another.

Apart from its scenery, this region also enchants visitors with its "three suns", as the residents like to call them: the sun shines for an average of 1800 hours per year, so not only the waters of Lake Geneva but also the stone walls shimmer in the heat; heat is stored during the day and released by night. These unusual features combine to create a milder climate in winter.



## Fine dining

The people of the region appreciate good food as much as they love good wines and this appreciation has helped give the region a worldwide reputation for the excellent quality of its cooking and the high standard of its products. In fact, when it comes to the culinary arts, the “Vaudois” people pull out all the stops. Whether it’s local specialities, traditional dishes, business meals or gastronomic banquets, the food offered by many catering establishments is second-to-none in terms of quality and creativity.

### **Fifteen new addresses added to the guide, plus special prizes for three restaurants in Vaud**

In 2022, a total of 15 new establishments will join the list of Vaud restaurants promoted in Gault&Millau. Among them, a new chapter is opening for Maison Décotterd, run by chef Stéphane Décotterd, who has moved to the former Bellevue restaurant of the École Hôtelière de Glion. The establishment retains the 18 points it has achieved over the last ten years at Pont de Brent. The Jardin des Alpes du Royalp in Villars-sur-Ollon (15/20), the Restaurant du Roc in Rougemont (15/20), the Deck du Baron Tavernier in Chexbres (14/20), the Table du Valrose in Rougemont (17/20), NJØRDEN in Aubonne (15/20) are among those to have been added to the guide.

Six establishments in the canton of Vaud have achieved higher ratings compared to the 2021 edition. The Hotel-Restaurant La Croix d'Or in Ballaigues (14/20), for example, has gained an additional point for the second year running thanks to the inventiveness of its two chefs. The Restaurant de l’Hôtel de Ville Gerber Wyss in Yverdon-les-Bains (16/20), the Sardine in Lausanne (13/20), the Auberge Communale de St-Légier (15/20) and O’Vertige in Montagny-près-Yverdon (14/20) were also awarded an extra point.

Three restaurants in the canton of Vaud have received special prizes. Chef Franck Pelux, based at the Table du Lausanne Palace, has been awarded the title of “Achiever of the Year” by the guide. The restaurant also gained one more point (17/20) thanks to its chef’s cuisine from near and far. The former chef of the Auberge de l’Onde, Jacques Allison, has opened his own “Jacques Restaurant” in Lausanne. His clear, colourful and inventive cuisine earned him a place in the guide with 15/20 points and the “Discovery of the Year” award. The “Sommelier of the Year” award went to Mathieu Quetglas at the Valrose Hotel in Rougemont thanks to the astonishing combinations of wine, beer and sake he proposes to accompany the menu of chef Benoît Carcenat. La Table du Valrose also joined the guide with 17/20 points.

The Hôtel de Ville de Crissier near Lausanne and the Ermitage des Ravets in Vufflens-le-Château continue to head the list with an exceptional score of 19/20. Franck Giovannini is also on the second place of the podium of La Liste\*, on an equal footing with, among others, Le Bernardin by Eric Ripert in New York.

*\* La Liste is a compilation of the scores of 970 guides and participating sites around the world, weighted according to the value of the source, created in France in response to the British World 50 Best Restaurants, whose ranking method is less transparent.*

[www.gaultmillau.ch/fr/restaurants](http://www.gaultmillau.ch/fr/restaurants)

A total of **97 restaurants** are selected by the Gault&Millau 2022 guide accumulating a total of **1375 points** and **10 restaurants** are included in the Michelin Guide for a total of **13 stars**. Thanks to this, the Lake Geneva Region is a mecca for fine food in Switzerland.

<https://guide.michelin.com/ch/fr/vaud/restaurants>



## Local products

The region offers an abundance of local products and flavours. As far as meat is concerned, pride of place goes to sausages, such as the legendary "saucisse au chou" (cabbage sausage), the region's own "saucisson vaudois" and the "boutefas" or smoked pork sausage. The plentiful assortment of cheeses includes the delicately-flavoured tommes and the stronger-tasting Gruyère, Etivaz and Vacherin cheeses which are products with a protected designation of origin (AOP) label. The renowned "taillé aux greubons" is an amazing experience for those who like savoury pastries. Those with a sweet tooth will succumb to the "bouchons" (a confection made with almond paste), tarte Amandine (almond tart), the special cakes of Goumoens and Le Vully, and the "raisinée", a jam-like concentrate made from apples and pears that are cooked for almost 24 hours, used in tarts and other dishes.



### **Etivaz cheese AOP** (Protected designation of origin)

This semi-hard cheese of the Gruyère type is made between May and October in the Alps of the Lake Geneva Region. 75 dairy farmers produce it in the traditional manner using a wood fire, in chalets mainly located in the Pays-d'Enhaut at altitudes of between 1000 and 2000 m. In 1999, this was the first product in Switzerland to obtain a registered designation of origin (AOC), which became the AOP in 2013.



### **Vacherin Mont-d'Or AOP** (Protected designation of origin)

This soft cheese can be recognised by the round spruce box in which it is packed. Since 1865, it has been produced between September and the end of winter in the Joux Valley. Made with milk from cows that have grazed at altitudes of over 700 meters, it is moulded, pressed and then aged in cellars for about three weeks.



### **Saucisse aux choux PGI** (Protected Geographical Identification)

The "saucisse aux choux" (cabbage sausage) is an essential feature of local cuisine that first saw the light of day in 879 when Emperor Charles the Fat made a stopover at Orbe. The residents were commanded to feed the Imperial court but they soon ran out of meat – so they used cabbage to fill out the sausage.



### **Saucisson vaudois PGI** (Protected Geographical Identification)

This speciality is prepared with pork and is produced exclusively in the Lake Geneva Region; it may be seasoned with garlic, coriander, wine lees or white wine. It is smoked cold and eaten in dried or cooked form, hot or cold, accompanied by a gratin of potatoes, leeks, lentils or haricot beans.

#### **Did you know?**

The **Bex Salt Mines** have been in operation since 1684 and are still active. An audio-visual presentation and an exhibition installed in a former reservoir excavated in 1826 narrate three centuries of mining operations and explain the methods for extracting salt from 50 km of galleries. [mines.ch](http://mines.ch)

#### **Museums**

##### **Vevey – Food Museum**

An interactive and fun learning experience about food. Completely refurbished in 2016.

##### **Sévery-sur-Morges – Sévery Mill**

One of the rare old-fashioned oil mills still operating.

##### **Echallens – House of Bread and Wheat**

A museum devoted to the history of grain and bread from planting and harvest to milling and baking.

##### **Château-d'Oex – House of l'Etivaz**

Reveals the secrets of making this famous traditional alpine cheese. The premises consist of a store where local food products are sold.

## Culinary specialities



### Papet Vaudois

One of the region's most characteristic dishes, made of leeks and simmered potatoes. Every chef adds a personal touch to the Papet – one may season it with vinegar, another may add cream, wine or parsley. The dish is traditionally accompanied by saucisse aux choux or saucisson vaudois.

#### Ingredients (for 4 people):

- 800 g leeks
- 2 onions
- 500 g high-starch potatoes
- 1 tablespoon dry white wine
- 200 ml vegetable stock
- Salt
- Pepper
- 2 Traditional Sausages (230 g each)
- 180 ml half-cream for the sauce
- A little thyme and lard

#### Preparation:

- Wash the leeks thoroughly and cut them into pieces measuring 2-3 cm;
- Peel and dice the potatoes;
- Melt the lard in a saucepan, add the leeks, fry them until golden and add the potatoes. Do not let the ingredients become too moist.
- Cook very gently for one hour.
- Plunge the cabbage sausages into simmering water for 20-30 minutes.
- When cooking is finished, mash the potatoes to bind the Papet.



### Malakoffs

This speciality of La Côte region harks back to the Crimean War in which many Swiss took part. During the siege of Sebastopol, defended by Fort Malakoff, soldiers often ate pan-fried slices of cheese on soft bread. They brought the dish home and named it "Malakoff".

#### Ingredients

- 400g Gruyère cheese
- soft bread
- 200g flour
- 300ml milk
- 3 eggs
- 1 table spoon oil
- Cooking salt
- Ground peppercorns

#### Preparation:

- Cut the cheese into thumb-sized strips
- Marinate them in the white wine
- Mix the flour, eggs and milk to make a batter
- Add a pinch of salt and a spoonful of oil
- Remove the cheese from the wine, daub it with flour and then coat it generously in the batter
- Spread the dough in the shape of a dome on the bread.
- Fry everything upside down at 180° (dome in front) and turn at the end to toast the bread.
- Drain the Malakoffs on kitchen paper
- Serve with small onions and gherkins

#### Did you know?

Vaud Promotion launched a series of short films titled "**Recipe Stories**", featuring local recipes. They showcase the specialities inspired by local life through the individuals who carry on these traditions. [region-du-leman.ch/en/Z2162](http://region-du-leman.ch/en/Z2162)



## Wellness and health

Health, wellness and rejuvenation: all along the shores of Lake Geneva, there are renowned clinics and thermal spas to help you regain physical and mental harmony. Visitors to the region in search of rest and relaxation will find just the quality establishment to meet their needs and expectations.

### Private clinics

The region is the ideal location for an outstanding range of private clinics: cutting-edge medicine is complemented here by a favourable climate and sophisticated yet discreet hotel accommodation.

**Clinic La Lignière**  
Gland

**Clinic La Prairie**  
Clarens-sur-Montreux

**Clinic Bois-Cerf**  
Lausanne

**Clinic La Source**  
Lausanne

**Clinic Genolier**  
Genolier

**Clinic Cécil**  
Lausanne

**Clinic Valmont**  
Glion

**Clinic Montchoisi**  
Lausanne

### Baths and thermal baths



Yverdon-Les-Bains Thermal Baths



Villars Baths



Lavey-Les-Bains Thermal Baths

### 5-star hotels with spa

**Beau-Rivage Palace, Lausanne**  
Spa Cinq Mondes

**Hôtel des Trois Couronnes, Vevey**  
Puresens Health Academy & Spa

**Lausanne Palace & Spa, Lausanne**  
Centre de Bien-Etre CBE

**Grand Hotel du Lac, Vevey**  
Swiss Bellefontaine Spa

**Le Mirador Kempinski, Mont-Pèlerin**  
Givenchy Spa

**Chalet RoyAlp, Villars-sur-Ollon**  
Swiss Cell Spa Experience

**Fairmont Le Montreux Palace, Montreux**  
Willow Stream Spa

**Royal Savoy**  
Spa du Royal

# Living traditions

Flourishing traditions and regional expertise are distinguishing features of the region. This intangible heritage is developing all the time; the local residents have successfully preserved it, and it still influences the region's landscapes, economy, events and cuisine.

## Traditional arts and crafts



### Precision watchmaking – Joux Valley

Precision watchmaking has shaped the history of the Joux Valley since the 17<sup>th</sup> century. Still today, small family workshops produce complex timepieces which have helped build the reputation of Switzerland's prestige watch brands.



### Musical automatons – Sainte-Croix

From the 19<sup>th</sup> century onwards, the Vaud Jura developed a flourishing precision engineering industry which culminated with the renowned music boxes and automatons produced in the village of Sainte-Croix; a perfect combination of engineering and poetry.



### The art of paper-cutting – Pays-d'Enhaut

The paper cuts of the Pays-d'Enhaut are lacework silhouettes made with scissors or a cutter that originally depicted rural Alpine scenes. This art form is very much alive and also witnessing a more modern trend towards graphic and abstract paper cuts.



### Tavillonnage - Alps

Tavillonnage is a wood-based method of covering and sealing roofs and facades. The "tavillonneur" usually works with spruce grown at an altitude of over 1000 m and felled between the start of November and mid-February. Most of this work is carried out in the Vaud Alps nowadays.



### Chocolate makers

Many internationally renowned chocolate-makers have a presence in this region. Henri Nestlé, founder of the famous food brand that bears his name, invented milk chocolate at Vevey in 1866 by mixing milk, sugar and cornflour. The mixture named *Farine Lactée Henri Nestlé* went on to conquer the entire world.

#### Did you know?

One of the leading "celebrities" of Lausanne is the **Cathedral night watch** who carries on a tradition dating back to 1405. Perched at the heart of the lofty tower, he/she sends out his message in every direction over the old town's rooftops. "C'est le guet, il a sonné dix, il a sonné dix." ("It's the night watch, it rang ten o'clock, it rang ten o'clock.") This is how he/she announces the hours between 10pm and 2am, 365 days a year. Since 2021 and for the first time in history, Lausanne appointed a young female night watch, the "guette".

#### Museums

##### Vallée de Joux – Espace Horloger

Situated in Le Sentier, it traces more than 250 years of prestige watch making.

##### Ste-Croix – CIMA Museum (International Centre for Art Mechanics)

Presents a unique collection of music boxes, a tradition and know-how specific to Sainte-Croix which specialised in the manufacture of mechanical movements.

##### Château-d'Oex – Museum of the Old Pays-d'Enhaut

One of the main museums devoted to Swiss popular art where visitors can soak up the atmosphere of life in earlier times.

##### L'Auberson – Baud Museum

A unique and unusual place, founded by the Baud brothers in l'Auberson. They repaired music boxes and automata and illustrated the Jura tradition of precision mechanics.



# Celebrities

Long known for its **hospitality** and openness to the world thanks to its central geographical location, the Lake Geneva Region is a dynamic area which has been a particularly favoured holiday destination or place of residence for **artists and celebrities** from around the world for many years.



## Freddie Mercury – Montreux

Freddie Mercury, the vocalist of the renowned rock group Queen, liked to say: "If you want peace of mind, come to Montreux". He fell in love with this town where he set up home and bought a recording studio which is open to the public. It was here that the group composed and recorded its last album, "Made in Heaven". A bronze statue by the shore of Lake Geneva commemorates the artist's ties with the town. His fans continue to flock here and Montreux is depicted on the sleeve of his group's final disc, released after his death.



## Charlie Chaplin – Vevey

Charlie Chaplin was expelled from the US in 1952 because of McCarthyism. The star of the silent screen decided to set up home for himself and his family in Switzerland, in Corsier above Vevey, where he produced several more masterpieces. Now he lies next to his wife in Corsier cemetery. A fresco on the Gilamont towers and a bronze statue of Charlie on the quay promenade recall his presence. Chaplin's World, the museum dedicated to the artist (April 2016), is situated in the Manoir de Ban, where the family had their residence for 25 years.



## Coco Chanel – Lausanne

After the Second World War, the famous fashion designer stayed regularly at Lausanne, initially at the Beau-Rivage (a palace hotel on Lake Geneva) and then at the house she bought in Sauvabelin, above the city. It is to her that we owe the "little black dress", and her braided suits made simplicity her trademark. She is buried in the Bois-de-Vaux cemetery in Lausanne, where her tomb can be identified by five lions that recall her "fetish number" and star sign.



## Audrey Hepburn – Morges

For 30 years, the British actress lived in a superb property in Tolochenaz, near Morges. She won an Oscar for "Roman Holiday" and also became a fashion icon, but she ended her cinema career in 1967 to devote herself to the cause of underprivileged children as a UNICEF Ambassador and with the Audrey Hepburn Children's Fund. She is buried in the cemetery at Tolochenaz. A room in the Bolle Foundation at Morges pays permanent tribute to her by exhibiting a collection of photographs and personal items.

## And much more...

Composers and musicians such as **Tchaikovsky**, **Stravinsky**, **David Bowie** or **Clara Haskil**, the painter **Gustave Courbet**, the screen stars **Yul Bryner**, **David Niven** and dress designer **Coco Chanel** lived here as did the South African politician **Paul Kruger** and the founder of the modern Olympic games **Pierre de Coubertin** or **Maurice Béjart**, dancer and choreographer. Numerous writers such as **Rousseau**, **Voltaire**, **Goethe**, **Dickens**, **Victor Hugo**, **Tolstoy** and Simenon also came here to relax or seek inspiration.

# A prestigious past

This region steeped in history and culture has around 100 castles, 14 of which are open to the public, and over 80 museums devoted to archaeology, games, food, history, sculpture, vintage cars, science fiction, photography, outsider art, painting and the Olympic movement, attracting curious visitors daily.



## Montreux – Chillon Castle

In its strategic position between north and south, Chillon Castle played a key part in history between the 12<sup>th</sup> and 16<sup>th</sup> centuries. From its rocky islet, the restored site appears as an impregnable fortress on the side facing the mountains and as a princely residence on the side facing the lake.



## Avenches – Roman arenas

Avenches, the ancient capital of Roman Helvetia, and its preserved amphitheatre is now the setting for many spectacular performances including Rock Oz'Arènes and the Avenches Tattoo. The ideal way to spend a summer's evening out.



## Lausanne – Notre Dame Cathedral

Lausanne Cathedral, a major centre of spiritual life, is one of Europe's finest Gothic buildings. Its southern door with painted sculptures recently underwent stabilisation and restoration and the organ installed in 2003 provides music for services and concerts in a unique setting.



## Romainmôtier – Cluniac Abbey

Romainmôtier Abbey was built on the site of former churches between 990 and 1028 based on the same plan used for the church at Cluny. The abbey is a gem of mediaeval art recounting over 1500 years of history.



## Payerne - Abbatale de Payerne

After more than 10 years of building works, the Abbatale de Payerne, a masterpiece of Romanesque art in Switzerland, has reopened to the public. The discovery trail at the Abbatale is unique. It offers a new perspective on the history of the largest Romanesque church in Switzerland and its original characters.

Among the most interesting sites are the old city and castle of Nyon, Orbe and its Roman mosaics, the châteaux and medieval castles of Chillon, Prangins, Moudon, Grandson and Aigle, the abbey of Payerne, the biggest Romanesque abbey in Switzerland or the ancient houses of Saint-Prex.

### Museums

#### Avenches – Roman Museum

Houses a remarkable Gallo-Roman collection including a copy of the gold bust of Marcus Aurelius.

#### Lausanne – Roman Museum of Lausanne-Vidy

Traces the history of Lausanne and the life of the people in Roman times.

#### Nyon – Roman Museum of Nyon

Discover the daily life of a typical Roman colony, from how they looked to political life.

#### Yverdon-les-Bains – Historic Museum

Three rooms in the castle house an exhibition devoted to ancient navigation with two exceptional Gallo-Roman ships on display.

#### Prangins – Musée National Suisse

The château has a kitchen garden where fruit and vegetables are grown, evoking the cultural, political, economic and social aspects of life in Switzerland in the 18<sup>th</sup> and 19<sup>th</sup> centuries.

#### Morges - Castle of Morges

Vaud Military Museum, Artillery Museum, Swiss Museum of Historical Figures and the Museum of the Vaud Police Force: four museums under one roof at the Château of Morges.

## Our UNESCO listed attractions

Joining the Lavaux vineyard terraces and the prehistoric stilt houses on the shores of Lake Geneva and Lake Neuchâtel, six of our region's attractions are now listed by UNESCO as part of our world heritage, highlighting the cultural riches the region has to offer. Le Corbusier's "Le Lac" Villa has been added to the list of world heritage sites, while the Montreux Jazz Festival's collection of audio and video tapes features in the International Memory of the World Register and the Fête des Vignerons is now recognised as an event of intangible cultural heritage. Since December 2020, "know-how in watchmaking mechanics and art mechanics", are also on the list of intangible cultural heritage of humanity.



### Corseaux – Villa Le Corbusier

"Le Lac" villa, a small lakeside house in Corseaux, was built in 1923-1924 for Le Corbusier's parents, the first example of Le Corbusier's modern architecture in Switzerland. The Villa was included in UNESCO's list of world heritage sites in July 2016, as an exceptional contribution to the modern movement.



### Montreux-Riviera – Lavaux

Shaped over many generations of wine-making families, the Lavaux vineyards are some of the most extensive in Switzerland with their 400 km of walls and 10,000 terraces. Lavaux has been listed as a UNESCO world heritage site since June 2007.



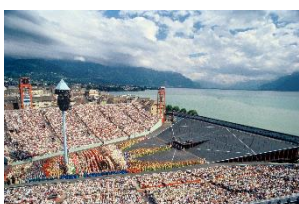
### Montreux – Montreux Jazz Festival's collection of audio and video tapes

The Montreux Jazz Festival heritage includes 10,000 tapes and over 5,000 hours of concert recordings since the festival was founded in 1967. This collection was included in the UNESCO Memory of the World Register under the name "The Claude Nobs Legacy" in June 2013.



### Lake Geneva Region – prehistoric stilt houses around the Alps

This listing includes the remains of prehistoric lake dwellings around lakes, lowlands and the alpine arc. Due to its large area and many lakes, the Lake Geneva Region has the largest number of stilt house sites in Switzerland. These dwellings were listed as a UNESCO World Heritage site in June 2011.



### Vevey – La Fête des Vignerons

Organised by the Confrérie des Vignerons since 1797, the festival takes place once a generation on the Place du Marché in Vevey. The whole region gets involved in this event featuring a whole host of wine-makers as well as performers, singers and dancers, contributing to the national and international renown of Vevey and the Lake Geneva Region. It was the first tradition to be included in UNESCO's intangible cultural heritage in December 2016.



### Know-how of the Sainte-Croix / L'Auberson region at UNESCO

Since 16 December 2020, the 'craftsmanship of mechanical watchmaking and art mechanics' has been listed as part of UNESCO's Intangible Cultural Heritage of Humanity. The listing commends a centre of excellence in trades associated with the arts and crafts: music boxes, automata, songbirds, antique clocks, station clocks, unique pieces, and small watchmaking series.



# Architecture and design

The region has everything that aficionados of architecture could desire. Leading figures in the world of architecture have left their mark on the countryside around Lake Geneva. Le Corbusier built a lakeside villa for his parents which is open to the public, while Mario Botta designed a restaurant perched at a height of 3000m.

The renowned Japanese architectural practice, Sanaa, built the Rolex Learning Center at the Swiss Federal Institute of Technology in Lausanne (EPFL), and a warehouse area in this city (Le Flon) has been redeveloped into a fashionable district. If you're looking for more traditional architecture, a visit to the "Balthus" chalet (the largest in Switzerland) in Rossinière is an absolute "must" while, reflecting a different style, the watchmaking farms in the Joux Valley bear witness to the origins of that industry.



## Lausanne – Rolex Learning Centre

The new training centre for the Lake Geneva Region's leading academic institution is an iconic example of contemporary architecture, a knowledge centre and a place to spend time. In one single structure, it houses a library, working space, restaurants, lecture theatres and meeting rooms as well as many facilities serving the centre's students and staff.



## Lausanne – Le Flon area

In the heart of Lausanne, Le Flon is a contemporary example of how an industrial area can be redeveloped and modernised. The urban planners prioritised a mix of activities and "soft mobility". The pedestrian zone and modern public spaces surround commercial buildings, workshops and studios, a cinema and administrative buildings.



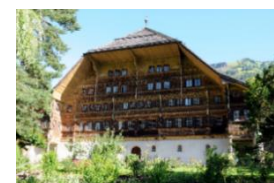
## Joux Valley – watchmaking farms

The watchmaking farms are typical buildings of this region, identifiable by their attractive windows. During the six months of winter, the watchmakers toiled away in their workshops (often located in the attics or granaries of these superb farms) to produce marvels of their craft.



## Les Diablerets – Restaurant Botta 3000

In the heart of the Vaud Alps on the edge of the Les Diablerets glacier, the Restaurant Botta 3000 is named after Mario Botta, the famous Swiss architect. At an altitude of 3000 m, it is accessible all year round.



## Rossinière – Balthus chalet

The Grand Chalet of Rossinière, in the Pays-d'Enhaut, is an outstanding example of wooden architecture. It is owned by the family of Balthus, the renowned painter, and is the largest chalet in Switzerland.



## Lausanne – ArtLab

Located on the site of the EPFL, the ArtLab project comprises three spaces under one roof, creating a link between arts, culture, science and technology. Most notably, it houses the digitised archives of the Montreux Jazz Festival, a Montreux Jazz Café and a large space dedicated to artistic and cultural exhibits.

# Art

In Lausanne, lovers of classic painting will enjoy a visit to the Cantonal Museum of Fine Art where they'll find some very fine canvases by Valotton and d'Auberjonois. There are also themed exhibitions at the Hermitage Foundation and the Jenisch Museum in Vevey.

In a different style, the world-famous Collection of Outsider Art (Musée de l'Art brut) is devoted to what Jean Dubuffet called "works produced by individuals who are unscathed by artistic culture", while the reputations of the Elysée Museum (entirely dedicated to photography) and the MUDAC (focusing on design and contemporary applied art) have travelled well beyond Switzerland's borders.



## **Lausanne – Collection de l'Art Brut (Collection of Outsider Art)**

Lausanne has been the capital of outsider art since 1976. This collection features paintings and drawings by self-taught artists, some being the work of prisoners, hermits or the insane. The museum is a benchmark for marginal art.



## **Lausanne – Hermitage Foundation**

In a magnificent setting, the Hermitage Foundation stages temporary exhibitions of painting and sculpture from 1850 to 1920, with a major emphasis on impressionism. The works can be enjoyed in a 19<sup>th</sup>-century residence which has preserved its original ambience.



## **Vevey – Jenisch Museum**

This museum, founded in 1897, houses paintings by Balthus, Courbet, Giacometti, Hodler, Morandi and Valotton, a collection of old drawings and works by contemporary artists, the Oskar Kokoschka Foundation which has assembled the most important collection of works by that artist, and the Cantonal Collection of Prints and Drawings containing some 30,000 artistic engravings.



## **Lausanne - PLATEFORME 10, the new arts district**

It will be home to a galaxy of cultural attractions: the Cantonal Museum of Fine Arts (MCBA), the Elysée photography museum and the Museum of Contemporary Design and Applied Arts (Mudac). The Toms Pauli and Félix Valotton foundations will also relocate to the new site. Each institution focuses on a specific discipline – but by bringing them together, Plateforme 10 aims to transcend the boundaries between them. The rival collections in this constellation will generate a strong spirit of place that is sure to emanate a magnetic attraction for visitors. The first stage of Plateforme 10 was inaugurated on 5 October 2019 with the opening of the MCBA. The Elysée photography museum and the Mudac will open there on 18 June 2022.

# Living in nature

## Aquatis, the biggest fresh water aquarium-vivarium in Europe

Opened on 21 October 2017, AQUATIS Aquarium-Vivarium tells the story of fresh water and humankind. Over 3,500 m<sup>2</sup> and two levels, visitors are taken on a journey through the five continents discovering the main fresh water ecosystems and their particular flora and fauna. There are more than 362 species of fish, 100 reptiles and amphibians from the Lausanne Vivarium and 300 plant species to discover in the 5 biozones and 12 natural environments, all enhanced by special staging.

## Sustainable mobility

### Hiking and walking

With over 3000 km of signposted trails, the Lake Geneva Region is a real paradise for hikers. These excellently marked trails are as varied as the landscapes of the region, guiding visitors along paths affording breath-taking views, through the Jura mountains, the Vaud Alps, vineyards and countryside.

Numerous themed or educational walks also provide in-depth knowledge about particular aspects of the region. The options include history, with the Salt Trail; gastronomy, with stops at chalets in the pastures of Sainte-Croix; or a heritage trail along the terraced vineyards of Lavaux. "SuisseMobile", a network of marked trails, includes many routes that can be completed in one or more days. Packages including accommodation and luggage transport are also available for hikers.



### Cycling / mountain biking

It is no coincidence that the World Cycling Centre (which is also home to the International Cycling Union) has been established in Aigle, half an hour by train from Lausanne at the foot of the Alps. This is an ideal region to explore by bicycle. All the main towns and cities provide self-service bikes as a practical option for visitors to explore streets and alleyways at their own pace.

With the electric bikes on offer, riders can travel through the Joux Valley and the Jura with minimum effort. Such freedom! "SuisseMobile" offers an extensive range of itineraries tailored to the needs of cyclists and mountain bikers, well away from the major arteries. A different way to travel, whether you're pedalling through pastures or – for more athletic visitors – slogging up the mountainside.



## Transport

The Lake Geneva Region has been interlinked with the entire continent of Europe for centuries and has successfully preserved and developed an extensive transport network with an amazing variety of options. Different and more authentic ways to travel, including by boat or funicular, cable car or miniature steam train, bring tourists closer to monuments, points of interest and landscapes and are also extremely convenient.

### Trains



#### **MOB, the Montreux Bernese Oberland Railway**

The MOB runs between Montreux and Lucerne through Château-d'Œx. Its panoramic carriages offer passengers uninterrupted views of the stunning scenery. The Belle Époque option, the GoldenPass Classic, offers a romantic journey back in time, while travellers on two themed trains (one focusing on chocolate and the other on cheese) can learn all about the production of these typical Swiss specialities.



#### **Lavaux Express / Lavaux Panoramic**

The carriages of the Lavaux Express wind their way through the famous terraced vineyard (classified as a UNESCO World Heritage Site) starting from Lutry or Cully by the lakeside. The Lavaux Panoramic offers two circular routes with the emphasis on culinary stopovers. In fine weather, these two trains are an excellent way to get to the heart of this exceptional region and sample its products.

There are also two regional railway lines offering visitors the chance to admire the countryside and savour local specialities. Departing from Lausanne, the Lausanne-Echallens-Bercher (LEB) TrainResto invites its passengers onto carriages dating from 1947 and takes them into the countryside for a delicious lunch in the "bread basket" of the region. The same type of package is also offered by the BAM Saveurs, a train that runs between Morges on the shores of Lake Geneva and the Jura foothills. This excursion can be extended to the traditional Sévery oil mill, opened in 1845 and still known far and wide for its delicious products.

### Boats

With some 20 boats, the Lake Geneva General Navigation Company (CGN) serves 40 Swiss and French ports. It has Europe's largest fleet of renovated Belle Époque steamers. Lovers of old ships will also appreciate the galley "La Liberté" which sails from Morges, and "La Vaudoise" which departs from Ouchy harbour in Lausanne. This lake barge with its distinctive two sails was built in 1932 to transport cargo. Also in Ouchy, the ultra-silent Aquarel solar-powered boats allow passengers to observe the lake's fauna at close hand.



### Museums

#### **Nyon – Lake Geneva Museum**

*A captivating plunge into the heritage of the biggest lake in Western Europe.*

#### **Château-d'Œx – Espace Ballon**

*Presents the ballooning adventure in all shapes and sizes, from its history to technical aspects, showing all the great moments and the most mind-blowing records.*

#### **Chamby – Blonay-Chamby Museum**

*Displays of period vehicles from the steam train to the Belle Époque electric train.*

#### **Vallorbe – Iron and Railway Museum**

*Tells the story of iron and the iron industry in our region from 1495 to present day, including a working smithy demonstrating the work of a blacksmith.*

## Nature parks

From the coast of Lake Geneva to the shores of Lake Neuchâtel and throughout the Alps and the Jura, numerous initiatives are under way to protect nature's treasures in the region. On the peaks in Château-d'Œx, rare species such as chamois, royal eagles and black grouse inhabit the "La Pierreuse" reserve. Two regional nature parks (Gruyères-Pays-D'Enhaut and Jura Vaudois) conserve the countryside and its heritage.

Other protected zones in the lowlands focus on safeguarding the living heritage – for instance, Les Grangettes reserve in Villeneuve, at the end of the Lake Geneva. Its reed beds, marshes and alluvial forests can be visited on foot or by solar-powered boat during a safari led by an ornithologist. Another unmissable attraction is the Champittet reserve near Yverdon-les-Bains, with one of Switzerland's largest lakeside marshes.



### Jura Vaudois regional nature park

The Jura Vaudois regional nature park stretches from the summit of La Dôle to the Jura foothills, encompassing the Joux Valley. Walkers love to explore the park in fine weather thanks to its 523-kilometer network of footpaths; cycling is also an option. The attractions include gently undulating countryside, meadows enclosed by traditional drystone walls with Alpine chalet inns here and there, and an abundance of viewpoints looking out over the Alps as far as Mont Blanc. 18 chalets produce the Gruyère d'alpage (AOP) cheese using traditional methods. In winter, snow-shoeing or cross-country skiing are the best options for ascending above the sea of mist to breathe in lungfuls of pure fresh air.



### Gruyère – Pays-d'Enhaut regional nature park

The Gruyère Pays-d'Enhaut regional nature park extends from the heights above Lake Geneva as far as the Canton of Fribourg. The horizon is marked by the rocky crenellations of the Vanils mountain chain. Visitors can enjoy the many picturesque villages along the way and walk across stone bridges over the river Saane marking the border between the French- and German-speaking regions of Switzerland. Nature and agriculture are in harmony here: in the Alpine meadows, the cows reign supreme and dairy barns roofed with the wooden shingles known as "tavillons" bear witness to the local dairy farming activities. This region is also home to the three outstanding cheeses with the AOP label: Gruyère, Etivaz and Vacherin Fribourgeois.

### Nature reserves

#### **Cheseaux-Noréaz – Grande Cariçaie Nature Reserve**

*This park is home to approximately 800 plant species and 10,000 animal species, so approximately a quarter of Swiss flora and fauna, and has the biggest collection of lakeside marshes in Switzerland.*

#### **Montreux Riviera – Les Grangettes Nature Reserve**

*A migratory bird paradise, this reserve is the ideal place for families to observe typical species on the unspoilt shores of Lake Geneva.*

#### **Aubonne – Aubonne Valley Arboretum**

*This arboretum cultivates thousands of trees for scientific study, the protection of the species and the pleasure of strolling around a natural site. Visitors to the Arboretum can enjoy a two-hour walk through the landscaped grounds, with a stop at the visitors' centre to view its exhibits.*



# Winter destinations

## Alps

The Vaud Alps are an ideal destination for sports enthusiasts. Skiing is one of the main attractions, of course, but visitors also have the option to tackle the slopes on a toboggan or stay behind in the village to enjoy curling or ice-skating. This is also a perfect region to explore on foot thanks to a wide range of winter walking itineraries. All the resorts are accessible by public transport, via mountain railways or bus routes. Finally, tourists can combine education with pleasure by taking a panoramic Belle Epoque train or a rail journey focusing on the themes of chocolate or cheese, with tastings all along the way.



### Villars-Gryon

With over 100 km of pistes at altitudes ranging between 1200m and 3000m, this resort is bound to delight ski enthusiasts who can admire the impressive views of the Mont Blanc massif, the Dents du Midi and Lake Geneva as they sweep down the slopes. For relaxation, the resort offers the very chic and cosy Chalet RoyAlp, with a spa that won the World Luxury Spa Award for the best European luxury destination in 2013.



### Les Diablerets

This resort's 125km of pistes soar to a height of 3000m in the Glacier 3000 area. At this dizzying altitude, the Restaurant Botta (designed by the famous architect Mario Botta) enables visitors to admire stunning panoramic views of the entire Lake Geneva basin. Further down, the 7.2-km toboggan run (which can also be ridden at night) makes an ideal outing for families or groups of friends.



### Aigle – Leysin – Col des Mosses

As well as 17 ski lifts, this resort boasts a snowpark that is very popular with riders and other freestylers. Another sensational attraction is the Tobogganing Park, with several snowtube runs. Thrills and spills are guaranteed! For a little relaxation, the Kuklos revolving restaurant is an excellent choice. At an altitude of 2048m, this is the best place to admire the views of Lake Geneva and the surrounding peaks.



### Château-d'Oex – Rossinière – Rougemont

At an altitude of 1000m, the village of Château-d'Oex is world famous for its international hot-air balloon festival, staged every year at the end of January. For a change of mood, there is the neighbouring village of Rossinière which has become renowned for its unique architecture, adored by the painter Balthus. Visitors come from far to view his chalet, the largest in Switzerland, which is adorned with inscriptions and countless windows.



## Jura

Gently sloping hills and forests are the defining features of the Jura landscape. Cross-country skiers can enjoy 200 km of pistes with wide open spaces away from the crowds. Marked routes are provided for snowshoeing enthusiasts and hikers. Above the clouds, the tranquil ambience encourages visitors to change pace and take advantage of viewpoints looking out over the serried ranks of the Alps, from the three famous Bernese peaks — the Eiger, the Mönch and the Jungfrau — as far as Mont Blanc, including the Matterhorn and the Dents du Midi.



### Sainte-Croix/Les Rasses

Perched at an altitude of 1100m, this region certainly lives up to its nickname – the "Balcony of the Jura". From these lofty heights, glimpses of the lake far below are simply stunning. For cross-country skiers, hikers and snowshoe enthusiasts, this is truly a miniature paradise less than an hour away from Lausanne, with a wide range of marked routes and inns where local specialities can be savoured.



### Joux Valley

Nestled between two Jurassic mountain chains, the Joux Valley also has Europe's largest natural skating rink: its lake, which freezes over every winter. The ice was exported for a long time but nowadays, it is put to good use here on the spot. Skaters and speed-sail enthusiasts can indulge their passions to their heart's content, as can hikers who come here just to enjoy the unique countryside and light.



### Saint-Cergue

At a height of over 1000m above the town of Nyon, the village of Saint-Cergue is the gateway to La Dôle, the Jura peak that soars to 1677 meters. Cross-country and downhill skiing as well as snowshoeing can be enjoyed here with Lake Geneva and the Alps as the backdrop. This region is equally famed for its livestock farms and dog-sled racing – another way to enjoy the snow.

## A host of activities for non-skiers

Although skiing reigns supreme during the winter months in the Alps and the Jura, it is complemented by a whole host of activities such as hiking and snowshoeing, offering an alternative way to discover nature at a more leisurely pace. Other original ways of crossing the snow-clad landscape include skating and tobogganing, the ice climb in Leysin or ski-joring (a less well-known but very old discipline in which the skier is pulled by a dog team, pony or horse).

### Did you know?

*Working to promote alternative sustainable forms of mobility in Switzerland, SuisseMobile offers a national network of routes for hiking, cycling, mountain biking, roller blading or canoeing. Extending its summer offering, SuisseMobile is getting into winter mode with a selection of the most beautiful winter routes featured on its website, including snowshoeing trails, cross-country skiing tracks and toboggan runs. There are 46 routes across the whole Vaud area. [region-du-leman.ch/en/Z10253](http://region-du-leman.ch/en/Z10253)*

# Business Tourism

## A central location

Situated at the crossroads of major trans-European arteries, the Lake Geneva Region has a highly-developed road and rail network. In addition to its incomparable tourist attractions, it also offers great facilities for business trips and the organization of **conferences** and **meetings** in exhibition centres and hotels equipped with meeting rooms. Lausanne, the cantonal capital and home of the International Olympic Committee, is particularly well-equipped, as is Montreux, the site of the celebrated Montreux Jazz Festival.

## Infrastructure

With 304 hotels and 17,000 beds, the Canton of Vaud offers a varied range of accommodation that can meet every need. From Lausanne to Montreux Riviera on the shores of Lake Geneva or at Villars-Gryon in the Vaud Alps. Business travellers to the region can have their pick of grand hotels and international chains. The offering also includes medium-category establishments with conference facilities throughout the region. No matter which category is chosen, guests will enjoy a high quality welcome as befits the Swiss tradition. Variety is also the keynote for the region's congress and exhibition centres. Lausanne offers the cutting-edge SwissTech Convention Centre (opened in April 2014) and the enormous Palais de Beaulieu, while Montreux is equally well equipped with the 2m2c. Those seeking an authentic setting need look no further than Portes des Iris in Vullierens, above Morges. This superb 16<sup>th</sup>-century farm in the depths of the countryside has stunning views of Lake Geneva and the Alps and hosts conferences and exhibitions.



Grand Hôtel du Lac, Vevey



SwissTech Convention Center, Lausanne

## Major institutions

One reason why Lausanne, capital of the Canton of Vaud, is known throughout the world is that it is home to many major institutions. Its higher education establishments include the University of Lausanne (UNIL), the Swiss Federal Institute of Technology in Lausanne (EPFL), famed for its research work as well as its campus, with the Rolex Learning Center (designed by the Japanese architectural practice, Sanaa), which combines the functions of learning laboratory, library and international cultural centre. All aficionados of design are familiar with the University of Applied Arts (ECAL), a vast hothouse of talent. The International Institute for Management Development (IMD) trains executives from a hundred nations and the EHL Hospitality Business School educates the best specialists in the hospitality industry. The University Hospital of Lausanne (CHUV) positions the city on the cutting edge of medical research. Lausanne is also home to the headquarters of the International Olympic Committee (IOC) and 59 international sporting federations and organisations.

## A sustainable region

The various stakeholders of Vaud Promotion work together constantly to promote sustainability in every sense. From hotels to major festivals, numerous businesses and organisations are now focusing on the issue of safeguarding the natural environment, through a wide variety of initiatives, including protection of the countryside, sustainable management or the promotion of local products.

## Swisstainable – sustainable travel in Switzerland

Untouched nature touches our hearts. As a travel destination, Switzerland is synonymous with spectacular mountains, wild gorges and mystical forests; our nature has the power to provide energy. We aim to preserve this – for many generations to come.

### A new approach to travel

Sustainable travel doesn't necessarily mean having to go without. Sustainable travel means greater awareness and depth and more enjoyment. With this in mind, Switzerland follows its own sustainability strategy: Swisstainable.

Swisstainable is all about having one's finger on the pulse – and maximum relaxation in a natural setting:

- Enjoy nature up close and at first hand
- Experience the local culture in an authentic way
- Consume regional products
- Stay for longer and delve deeper

All interested tourism companies and organizations can join. Depending on their level of commitment, they will be classified into three different categories: level 1 - Committed, level 2 - Engaged, and finally level 3 - Leading.

### Vaud Promotion already certified

Vaud Promotion did not wait to join this initiative, which is fully in line with its vision for the future. Certified EcoEntreprise since 2012 and promoter of sustainable tourism for many years, our organization has been certified at the Leading level (3) - the highest - of the Swisstainable program.

The canton of Vaud in 7<sup>th</sup> place among Swiss destinations.

<https://vaud-promotion.ch/2021/05/vaud-promotion-certifie-au-niveau-leading-de-swisstainable/>





## With the Summit Foundation against littering



After the Vaud ski resorts, the Summit Foundation's litter awareness campaign has been extended to the lowlands, again with the support of Vaud Promotion.

Throughout the summer of 2021, informative signs were installed on the beaches of 21 municipalities along Lake Geneva, in collaboration with the International Commission for the Protection of the Waters of Lake Geneva (CIPEL) and the Association pour la Sauvegarde du Léman (ASL).

Launched during the winter of 2018-2019, this campaign informs visitors about the issues related to littering through panels in the form of comic bubbles. Each bubble addresses different topics, from how long a piece of waste lasts in nature to water pollution to waste transportation. <https://www.summit-foundation.org/en/>

## VAUD+ CERTIFIÉ D'ICI label



VAUD+ is committed to promoting certified Vaud products as well as the innovative actors who are part of this community. The VAUD+ CERTIFIÉ D'ICI label is a guarantee of know-how and traceability. VAUD+ certified from here, local by nature.

The VAUD+ Certifié d'ici label guarantees consumers the proximity, diversity, authenticity, traceability and quality of Vaud products. Through this label, it supports the know-how of Vaud's agriculture and businesses. <https://www.vaudplus-produits.ch/fr/label>

## Vaud oenotourisme – Wine tourism label

The canton of Vaud is striving to become a region of excellence when it comes to welcoming wine, gourmet and epicurean tourists. As such it is working hard for national as well as international recognition in promoting its « oenophile » tourism and its quality wines.

The concept of certification/training in Vaud Oenotourism is targeted at professionals who want to make their mark in this niche market of wine tourism and so define its identity.

The training itself aims to offer the values, knowledge and useful tools necessary to develop wine tourism in our canton as well as within your own company. <https://www.region-du-leman.ch/en/P22413/wine-tourism-label>

## Offers that promote accessibility

Together with the Claire & George Foundation, the Swiss Barrier-Free Association has launched an initiative to offer new tourist experiences for people with disabilities. Two regions of Vaud are participating, each with two packages of offers: Morges Region on the one hand, with a "slow tourism" experience and a second one at the Arboretum of Aubonne and the gardens of Vullierens; the Pays-d'Enhaut on the other hand, with a "nature and adrenaline" offer and a "tradition and crafts" offer. <https://www.claireundgeorge.ch/en/accessible-holidays-and-travel-switzerland>



## For an inclusive and sustainable tourism

Thanks to Pro Infirmis audits and the OK:GO initiative, discover increasingly accessible offers and experiences.

Since 2016, Vaud Promotion has partnered with the Swiss organization Pro Infirmis to offer a selection of tourist sites and services for people with disabilities. Nearly 200 service providers have been audited to date by representatives of the association, and new audits are underway.

Museums, hotels, restaurants, cultural sites and many others are on the Pro Infirmis list: <https://www.region-du-leman.ch/en/Z9238/vaudois-tourism-accessible-to-all> .

# A bird's eye view of the Canton of Vaud

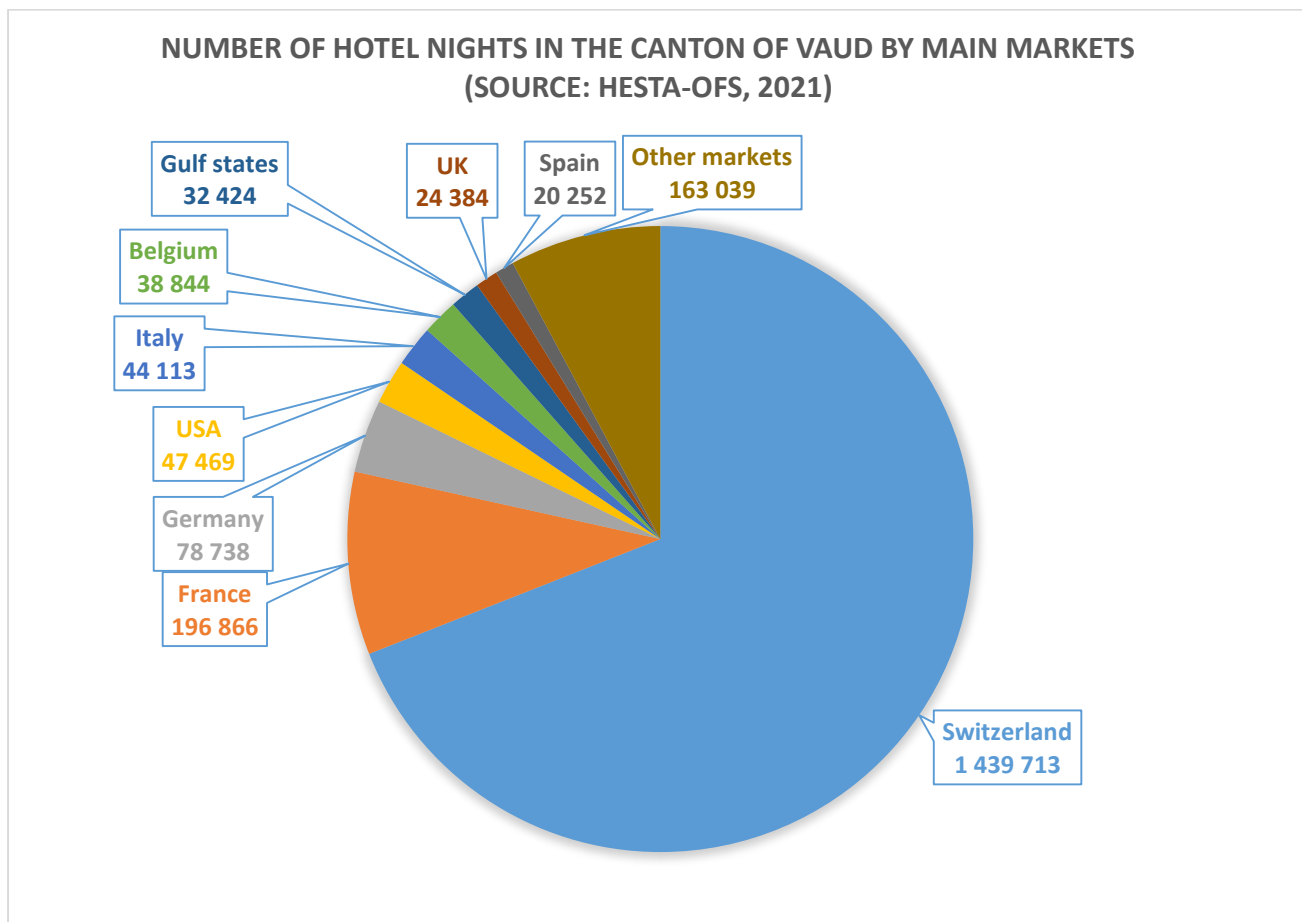
The **canton of Vaud** is one of the 26 cantons of Switzerland. It shares its borders with France and the cantons of Geneva, Neuchâtel, Fribourg, Berne and Valais. With an **area** of 3,212 km<sup>2</sup>, it is one of the largest cantons in Switzerland. The canton consists of three geographical regions: the Jura range (15%), the Plateau (63%) and the Alps (22%). The lowest point is the Lake Geneva basin at 372 metres; the highest point is the Diablerets massif at 3,209 metres.

The canton of Vaud consists of 10 districts and 340 municipalities and has a **population** of around 823'881 (about 9% of the whole Swiss population), of which around 30% are foreigners. The most heavily populated commune, with more than 169'245 inhabitants is Lausanne, while the least-populated is Mauraz, with 60 people.<sup>1</sup>

The canton of Vaud joined the Swiss Confederation in 1803. The **cantonal government** is the Council of State which is made up of seven members, or state councillors, including a president and vice-president. At the federal level, the canton is represented by 18 national councillors in the National Council, or People's Chamber, and two state councillors in the Council of States, or Cantonal Chamber.

## Tourism in the canton of Vaud in fact and figures

With a global annual turnover of 4.56 billion francs<sup>2</sup>, a gross added value of 2.33 billion and 22,510 full-time jobs, tourism in Canton Vaud accounts for 7.2% of GDP – a percentage over the national average (6.5%) – and accounts for 8.6% of jobs Switzerland. The tourism sector is one of the main economic resources of the canton of Vaud.



Source : Federal Statistical Office (FSO), statistics on tourist accommodation

<sup>1</sup> [www.stat.vd.ch](http://www.stat.vd.ch)

<sup>2</sup> Etude Rütter + Partner : « L'importance du tourisme dans l'économie vaudoise », 2004



## Our theme-related brochures

### **Vivre Magazine Winter/ Summer**

Enchanting lake shores, attractive towns and cities; colourful rural landscapes; tranquil open spaces; majestic mountains: four very different worlds collide in the heart of this region.

### **One region, a thousand adventures**

Like a vast natural theme park, the Lake Geneva Region has something for every season; find out all you need to know with this augmented reality interactive map.

### **Art de Vivre**

Stroll, relax, enjoy, discover, taste: these words are synonymous with holidays and describe the canton of Vaud perfectly. This type of atmosphere can be felt in the towns as well as out in the countryside or in the alpine resorts. This guidebook provides information about the region, gastronomy, wines, wellness centres, and shopping in the area.

### **Vineyards walks**

The Canton of Vaud has elevated wine tourism to the level of an art. These specially created routes combine tradition and innovation, with the Vaud: Guide app showing the way, providing information on key locations and ramping up the fun with interactive games.

### **Land of culture World of contrasts**

The canton of Vaud is a land of culture, heritage, and traditions. Over the ages, it has been inhabited, envied, and praised. Enriched over time, this region unveils its living history at medieval sites and museums, during shows or through the hands of a craftsman.

### **Brochure “Nature”**

Explore the multiple facets of the region’s landscapes by taking a leisurely trip on a boat, tourist train or funicular. If you prefer a means of travel that’s more in tune with nature, there’s a whole host of marked footpaths and biking trails just waiting for you to enjoy.

### **Sales Manual**

Brochure edited for tourism professionals such as Tour Operators and distributed during professional events. This document sells the region through its hotels infrastructure, tourist attractions, unique public transport system, festivals or its gastronomy.

Discover **our short films** about local personalities. They tell us about their passion, their work, their homeland, and what it means to them in their everyday lives: [lake-geneva-region.ch/multimedia](https://lake-geneva-region.ch/multimedia)