



*MORE THAN A BRAND*  
**A STATE OF MIND**

PRESS KIT

APRIL 2023

**VAUD** 



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VAUD REGION





# THE VAUDOIS ASSETS

✓ ART DE VIVRE

✓ HOMELAND OF SPORTS

✓ QUALITY OF LIFE AND SAFETY

✓ UNESCO WORLD HERITAGE

✓ EXCEPTIONAL NATURAL SETTING

✓ IN THE HEART OF EUROPE

✓ STATE-OF-THE-ART TOURIST  
INFRASTRUCTURE

✓ AMBITIOUS AND DIVERSIFIED CULTURAL  
SCENE

✓ RESEARCH AND INNOVATION  
HUBS

✓ RENOWNED COMPANIES AND INSTITUTIONS  
THAT EMBODY VAUDOIS EXCELLENCE

✓ LOCAL PRODUCTS MADE IN A SUSTAINABLE  
WAY AND BASED ON LOCAL TRADITIONS

✓ POLYTECHNIC COLLEGE, UNIVERSITY,  
HOTEL SCHOOLS

©Maude Rion





©Glacier3000

# VAUD+, IT ALL STARTS HERE

ATHLETIC, BREATHTAKING, DYNAMIC, ECLECTIC, INNOVATIVE, MAGICAL, MYTHICAL, SUBTLE... IN A WORD: UNIQUE! NESTLING IN THE CENTRE OF EUROPE, THIS PRIVILEGED REGION OFFERS A THOUSAND AND ONE FLAVOURS. IT IS ALSO THE CRADLE OF CREATIVE COMPANIES – FROM START-UPS TO MULTINATIONALS, INCLUDING UNICORNS AND SMES –, THE HEADQUARTERS OF THE INTERNATIONAL OLYMPIC COMMITTEE AND MANY MAJOR SPORTING EVENTS. THE CANTON OF VAUD ENJOYS TREMENDOUS ASSETS THAT IT ENDEAVOURS TO SHARE AND MAKE KNOWN.

The VAUD+ brand aims to bring together and enhance the region’s multiple assets, and thus to contribute to the influence of this incredible region. Created in 1933, the Association Vaudoise of Tourist interests (AVIT) – renamed Office Vaudois du Tourisme in 1941, and then Office du Tourisme du canton de Vaud (OTV) in 1955 – had the role of promoting Vaudois tourist destinations. Its structures and goals have changed over time. In 2021,

the above-mentioned structure was absorbed by the **Vaud Promotion** association. Based on a state mandate and especially on the VAUD+ brand, the new association is now working on highlighting the region’s players as well as their diversity and strengths.

**Innovation and sustainability are at the core of its strategy.**



*MORE THAN A BRAND, VAUD+ IS AN ECONOMIC PROMOTION TOOL BRINGING TOGETHER THE VARIOUS SECTORS AND ECONOMIC PLAYERS IN ORDER TO ENHANCE THE CANTON'S ASSETS.*



ISABELLE MORET  
STATE COUNCILLOR



# TO BRING TOGETHER TO REACH OUT BETTER - MISSIONS AND VALUES

The canton of Vaud features a great variety of regions and activities.

Although the Vaudois landscapes – some of which are listed as UNESCO World Heritage sites – make beholders dream, they are by far not the only features to attract crowds to the region. **The rich cultural offer of Vaud is on a par with that of the major European capitals.**

This corner of paradise is reputed for its art of living. It provides an optimal setting for several universities whose high-quality teaching enjoys international recognition. Their presence and the creation of privileged conditions have contributed to generating an ecosystem that is conducive to the emergence of talent, innovation, and new businesses.

**Start-ups and unicorns abound in the region. They create attractive career and investment opportunities that stimulate the emergence of promising new projects.**

Vaud Promotion's mission is to increase the canton's reputation, competitiveness and attraction by promoting the region's economic, tourist, cultural, and sports assets as well as its local products, in particular its vineyards and gastronomy.

It performs its mission via the VAUD+ brand, in close collaboration with [Innovaud](#) and a systematic focus on innovation and sustainability.

The VAUD+ brand endeavours to unite producers, entrepreneurs, museums, schools, and other players in the canton. In doing so, it creates synergies, highlights the efforts made in the fields of innovation and sustainability, and promotes this community. In this way, it conveys the values of Vaud to consumers, tourists, investors, and partners from all walks of life.

[Discover the UNESCO sites in Vaud region here](#)



©Switzerland Tourism / Dominik Baur





DEVELOPING  
THE RENOWN  
OF THE CANTON

TRANSMITTING A  
STRONG IMAGE

CONTRIBUTING TO  
THE ECONOMIC  
DEVELOPMENT

OUR ACTIONS  
GENERATE BENEFITS

ENSURING THE  
EFFICIENCY OF  
SYNERGIES

CONSOLIDATION TO  
ENSURE MORE EFFICIENCY

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*WE ARE THE ONLY ONES IN SWITZERLAND AND EUROPE TO BRING TOGETHER SO MUCH COMPETENCE IN SUCH A SMALL SPACE! ONE EXAMPLE ARE THE UNIVERSITIES, OF WHICH THERE ARE ALREADY FIVE HERE (ECAL, UNIL, EPFL, IMD, EHL). BUT THIS BIOTOPE IS SO DENSELY IMPLANTED THAT WE'VE GOT USED TO IT AND THINK THAT IT'S THE SAME EVERYWHERE!*



MICHEL ROCHAT

CHAIRMAN OF THE EXECUTIVE STEERING COMMITTEE

VAUD PROMOTION



©www.epflmedia.com



# THE REGION OF VAUD: FACTS AND FIGURES

## GEOGRAPHY AND DEMOGRAPHY

3,212 KM<sup>2</sup>

The canton of Vaud is **the largest canton in French-speaking Switzerland** and the fourth largest in Switzerland. It represents 7.8 % of the national territory

823,881 INHABITANTS\*

The canton of Vaud **is Switzerland's third most densely populated** region after Zurich and Bern

3,210 M. **summit**  
of Les Diablerets

372 M. **the lowest point**  
at Lake Geneva

1,445 M. **highest village**  
Les Mosses

### Nationalities of Vaud residents \*\*

66.7% **Switzerland**

33.3% **Foreigners** including:  
France : 20.5% Portugal : 19.3%  
Italy : 10.9% Spain : 6.0%  
Kosovo : 3.7%

\* 2021    \*\* 2022

## ECONOMY

CHF 60,298 BILLION\*

**Cantonal GDP** (January 2023 estimate). Represents 8% of national GDP\*

## TECHNOLOGY AND INNOVATION

Switzerland is the country with the world's highest number of inventions per capita. With **13.5%** of all Swiss patent applications in 2021, Vaud remains at the top of the national ranking.

7 INNOVATION PARKS

In 2021, the seven Vaud innovation parks played host to **584 companies** that had created 6,431 jobs.

## SUSTAINABLE DEVELOPMENT



166 Vaudois companies involved in the **Swisstainable** programme.

3 NATURE PARKS **that are part of the Swiss network.**

## SPORTS

39 INTERNATIONAL SPORTS FEDERATIONS

are established in the canton of Vaud, including UEFA (Union of European Football Associations), FIH (International Hockey Federation) or UCI (International Cycling Union).

19 INTERNATIONAL SPORTS ORGANISATIONS

are established in the canton of Vaud, including the IOC (International Olympic Committee) and the CAS (Court of Arbitration for Sport).

## CULTURE

100 MUSEUMS

The canton boasts more than 100 museums. They are dedicated to **fine arts, science, history**, and themes as diverse as **photography, games, food, freshwater fish, and the lake.**

## WINES AND GASTRONOMY

**6 wine regions** in the canton and **8 controlled designations** of origin.

In terms of area, the vineyard of the canton of Vaud is the second largest of the six Swiss wine regions.

25% The **Vaudois vineyards** produce a quarter of Swiss wines and have a wide range of grape varieties.

## TOURISM

245 **tourist establishments** (hotels and spas), including ten 5-star hotels and 22 historic hotels.

2,680,057\*\* **overnight** stays in the canton.

### Origin of the overnight stays

SWITZERLAND	1 560 278
FRANCE	256 972
NORTH AMERICA	135 393



# VAUD+, A REGIONAL BRAND TO HIGHLIGHT THE TREASURES OF THE CANTON

COMPANIES THAT ARE PROUD OF THEIR VAUDOIS ORIGINS, UNIVERSITIES AMONG THE BEST IN THE WORLD, AN INNOVATIVE ENVIRONMENT, A REGION CALLED “HEALTH VALLEY”, FEDERATIONS AND INTERNATIONAL SPORTS EVENTS, A LIVING CULTURE, AND AN INCOMPARABLE TERROIR... THIS IS THE CANTON OF VAUD.

As a unique and unifying brand, VAUD+ aims to promote these assets within and beyond the cantonal borders. The brand acts as a guiding thread, connecting the various Vaudois players efficiently, ensuring them an original and harmonised communication, which is furthermore enhanced by promotion bodies that are more than ever in tune with their time.

VAUD+ AMBASSADOR

A SMART COMMUNITY

The VAUD+ AMBASSADOR label is awarded to companies and institutions that share the same values and embody Vaudois excellence. Through their activities and influence, they help shape the canton’s identity and reputation. **This community, which was created in the autumn of 2022, aims to generate innovative synergies and create a dynamic that is conducive to meetings and development opportunities.**

Twenty-three criteria were established to identify these ambassador companies and institutions.

In particular, they are evaluated in terms of their organisational, social, environmental, commercial, and ethical efforts. The brand commission supervises the labelling procedures. On September 22, 2022, Vaud Promotion was pleased to present the first eighteen companies and institutions labelled VAUD+ AMBASSADOR.

The canton is proud of hosting so many prestigious companies in its canton!

The community consists of, among others, universities, local producers, health structures, and innovation centres. As guarantors of know-how, quality and sustainability, they represent the canton vis-à-vis consumers, tourists, investors, and partners from here and elsewhere.



AMBASSADORS LABELLED AS AT MARCH 2023

**Among other things, they are committed to providing good working conditions, encouraging the creation of jobs in the canton, favouring Vaudois suppliers, and reducing their environmental impact.** For Catherine Cruchon,

oenologist and member of the brand commission, VAUD+ has become an ideal platform “to sell our canton, its effervescence as well as its artisan and industrial skills, which we will be able to build on in order to establish its name and a powerful image.”





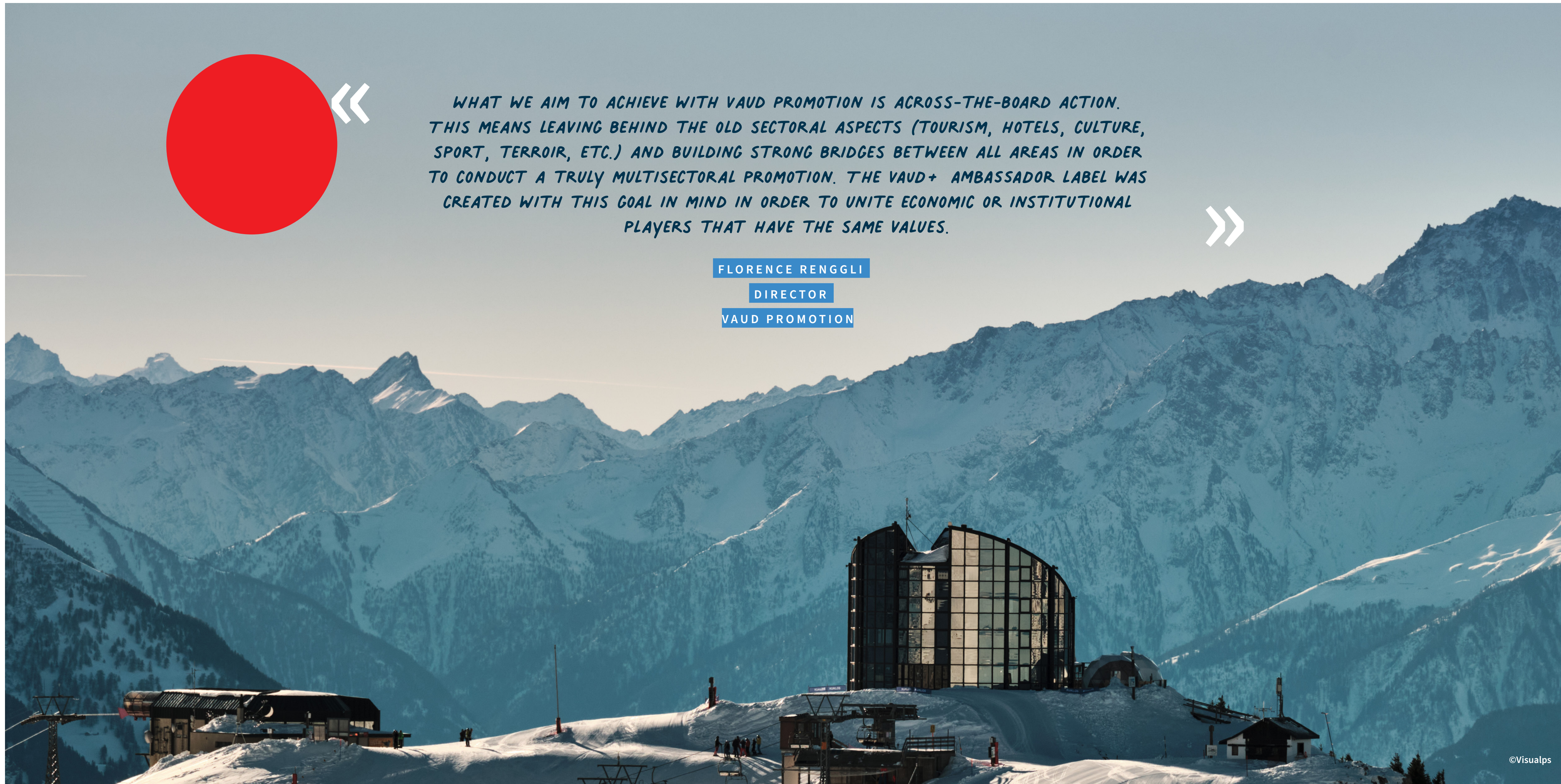
*WHAT WE AIM TO ACHIEVE WITH VAUD PROMOTION IS ACROSS-THE-BOARD ACTION. THIS MEANS LEAVING BEHIND THE OLD SECTORAL ASPECTS (TOURISM, HOTELS, CULTURE, SPORT, TERROIR, ETC.) AND BUILDING STRONG BRIDGES BETWEEN ALL AREAS IN ORDER TO CONDUCT A TRULY MULTISECTORAL PROMOTION. THE VAUD+ AMBASSADOR LABEL WAS CREATED WITH THIS GOAL IN MIND IN ORDER TO UNITE ECONOMIC OR INSTITUTIONAL PLAYERS THAT HAVE THE SAME VALUES.*



FLORENCE RENGGLI

DIRECTOR

VAUD PROMOTION



©Visualps



ACADEMIC EXCELLENCE  
ACROSS BORDERS

The canton of Vaud is an incomparable pool in the field of education. In addition to offering high-quality training to its inhabitants, **the canton's prestigious schools attract countless students from Switzerland, Europe and the rest of the world to the shores of Lake Geneva.**

A proof - if proof be necessary - of the contribution of these universities was a survey performed at EPFL. It shows that the polytechnic school contributed 5.8 billion Swiss francs to the Swiss economy in 2021, 4 billion of which to the canton of Vaud.

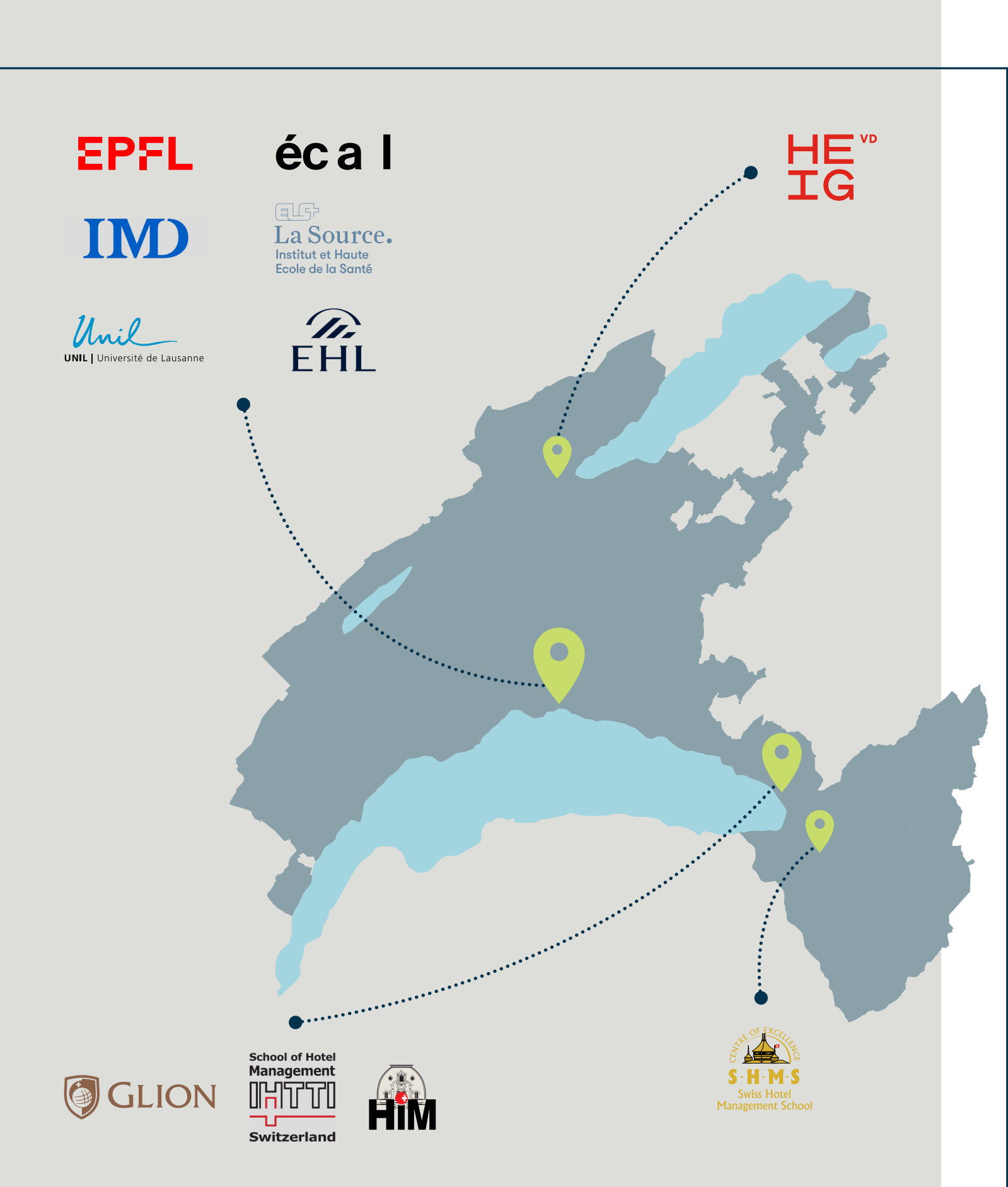
The Vaudois Riviera and Alps are just as important in the field of hospitality training: there is the Glion Institute of Higher Education, the Swiss Hotel Management School in Leysin, the Hotel

What's more, the presence, in Lausanne, of four internationally renowned universities and schools has established its reputation as a student city. Thus, the capital of Vaud is proud to host the country's second polytechnic (EPFL), a high-level university (UNIL), the world's best hotel school (EHL) and the IMD Management Institute whose programmes are at the top of

the Financial Times's ranking. Thanks to this rich academic palette, Lausanne was among the 20 best student cities in 2022 according to the QS Institute, an independent structure that establishes a worldwide ranking of universities and colleges every year.

LAUSANNE  
#TOP20 QS BEST  
STUDENT CITIES 2022

Institute Montreux and the IHTTI School of Hotel Management in Caux. **Still, no less than four other hotel schools that rank among the world's top ten have also taken up residence in the canton. The region also has many private institutes whose level of education has been praised for more than a century.**



©Fabrice Ducrest, UNIL



## A CANTON AT THE CUTTING EDGE OF INNOVATION

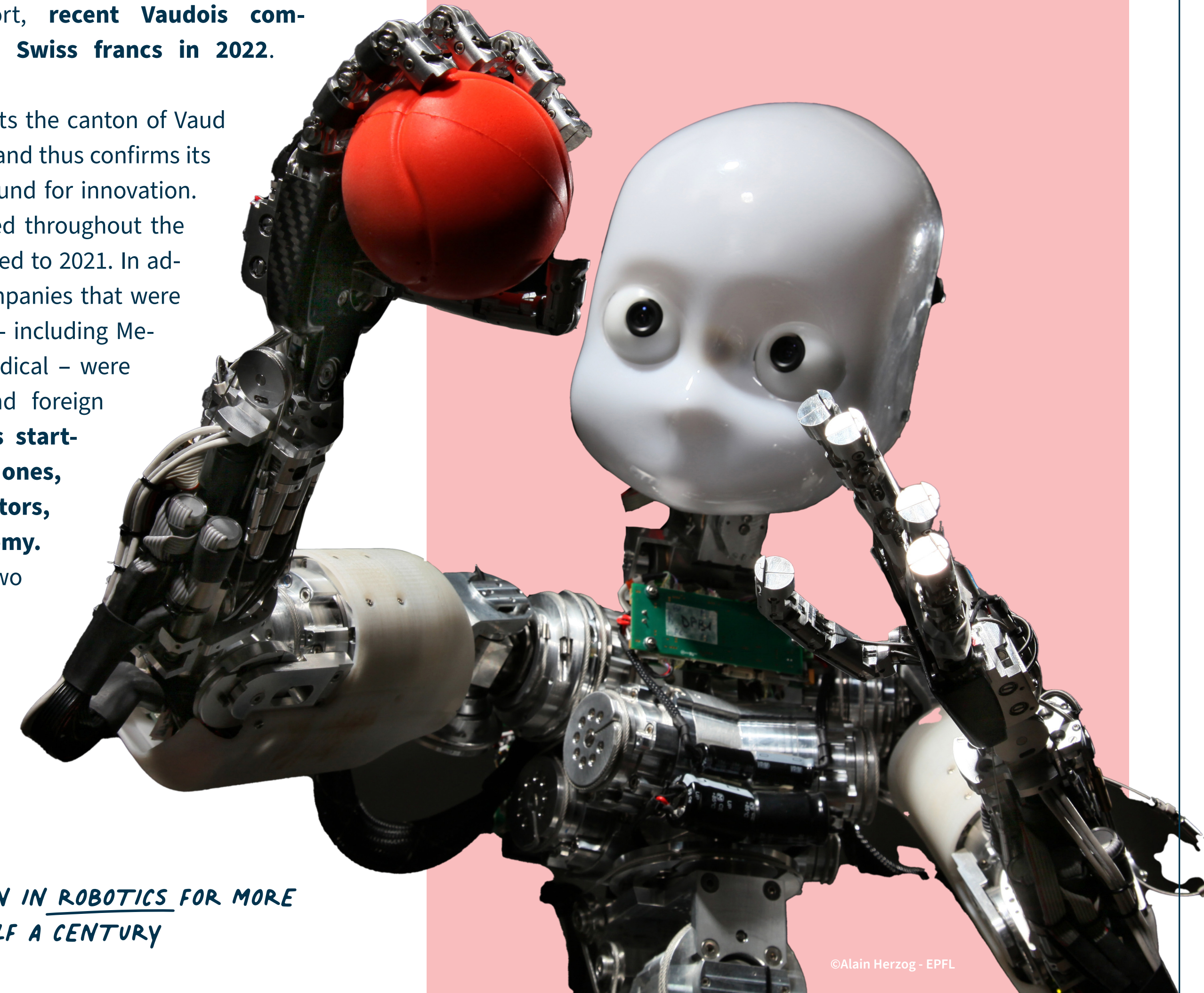
According to the Global Innovation Index, Switzerland has been at the top of the ranking of the most innovative nations for many years.

It owes this position primarily to the canton of Vaud. The latter has created an environment that is both dynamic and stimulating, whereby highly ingenious ideas are generated and brought to life. Conducive to higher education, the Vaudois region is, by snowball effect, an ideal location for research and innovation hubs and, therefore, for innovative companies. They offer start-ups, unicorns, SMEs and multinationals a particularly favourable environment for technological development. The companies based in the canton of Vaud can rely on the expertise of laboratories and other academic institutions. **Examples are the EPFL and its centres dedicated to data science and cybersecurity as well as HEIG-VD. The EPFL has recently been in the news with its invention of an artificial leaf capable of transforming atmospheric water into non-fossil fuel, a promising technological feat in these times of urgent energy transition.**

It must be said that the State of Vaud has played a pioneering role and has remained a reference in terms of its support to innovation. Several major companies were created such as Elca Informatique in 1968, and Logitech in 1981. **After the creation, in Geneva, of the World Wide Web in 1989, large data centres as well as companies active in digital security, fintech, digital health, and e-tourism followed suit. Over the years, the canton has thus established solid technological assets on an international scale.**

This abundance has resulted in attracting organisations that are looking for investment opportunities. According to the Swiss Venture Capital Report, **recent Vaudois companies raised 548.8 million Swiss francs in 2022.**

In terms of fundraising, this puts the canton of Vaud in second place behind Zurich, and thus confirms its status as a fertile breeding ground for innovation. The 4 billion Swiss francs raised throughout the country were up 29.7% compared to 2021. In addition, thirteen technology companies that were created in the canton of Vaud – including Me-dAlliance, Beqom and AMF Medical – were acquired by private Swiss and foreign companies in 2022. **So, Swiss start-ups, and in particular Vaudois ones, undeniably appeal to investors, thereby boosting the economy.** Nextthink and Kandou Bus are two examples of unicorns that come from the EPFL.



*A PIONEERING REGION IN ROBOTICS FOR MORE  
THAN HALF A CENTURY*

©Alain Herzog - EPFL



FROM AVANT-GARDE MEDICINE  
TO INDIVIDUAL HEALTHCARE

The canton also stands out in the field of health and well-being. Often referred to as “health valley”, it offers – primarily through its research and innovation centres – envied life-science know-how. Nearly a thousand companies and laboratories are active in this field in the Vaud region. Moreover, this ecosystem is constantly enhanced by new start-ups and foreign companies settling here. The CHUV, i.e., the cantonal university hospital, is a renowned training and research centre that brings together high-level specialists. It develops ambitious projects and performs internationally recognised work. A world pioneer in radiotherapy against cancer, the hospital, in collaboration with CERN and the medical technology company THERYQ, is about to create a revolutionary new device for treating tumours that resist conventional treatments.

**This advance further consolidates the position of the canton of Vaud as a reference point in the field of health. Private clinics, which are slightly more discreet, also offer cutting-edge treatments as well as rest cures.**

While technology and innovation play an important role in the health sector in the canton of Vaud, there are also several relaxation offers – a pillar of mental health. Is there anything that beats treating yourself to a day of relaxation, a regenerating stay or treatments in an exceptional setting? Thanks to their hotel infrastructure, the spas of Yverdon-les-Bains and Lavey-les-Bains are able to offer their customers all-inclusive stays. The palaces and 4- or 5-star hotels also offer you the possibility to pamper yourself in their state-of-the-art wellness centres. The perfect way to combine a leisure or business stay with precious moments of relaxation.



THANKS TO ITS LOCATION IN THE HEART OF THE HEALTH VALLEY,  
MEDTRONIC HAS THE EXPERTISE REQUIRED THROUGHOUT THE LIFE CYCLE  
OF ITS PRODUCTS: FROM INDUSTRIALISATION AND PRODUCTION  
TO BUSINESS DEVELOPMENT.



ROB TEN HOEDT  
EXECUTIVE VICE-PRESIDENT & PRESIDENT, EMEA  
MEDTRONIC  
VAUD+ AMBASSADOR

THE TECHNOLOGY DEVELOPED BY TWIICE  
– A MANUFACTURER OF MEDICAL TECHNOLOGIES FROM  
EPFL'S ROBOTIC SYSTEMS LABORATORY – HELPS TO  
BRIDGE THE GAP WITH REGARD TO SOCIETAL  
INEQUALITY, AS SEEN HERE WITH THE CUTTING-EDGE  
EXOSKELETON TECHNOLOGY.





THRILLS AND UPLIFTING  
SPORTS MOMENTS GUARANTEED

There’s no place like the canton of Vaud when it comes to living out your passion for sports. The region, which is also a major venue for international sports, is proud to offer athletes of all levels the ideal conditions to practice their discipline. **Thus, many sports federations, above all the International Olympic Committee (IOC), have elected domicile in the Olympic capital of Lausanne or on the shores of Lake Geneva.** According to a study by the International Academy of Sports Science and Technology, the impact generated by these organisations increased by 57% between 2013 and 2019.

Prestigious sports events attract crowds to the region of Vaud every year anew. Joux Valley, Lausanne and Aigle are proud to host the Joux Valley International Triathlon, Athletissima, the Prix de Lausanne or one of the legs of the Tour de Romandie or the Tour de France. It is true that the Vaudois cycling routes – through the vineyards or up a mountain – are stunning!

**In September 2022, the canton obtained the label UCI Bike Region. This label rewards the efforts made in developing cycling for all levels, from elite competitions to cycling as a leisure activity and a means of transport.**

LABEL OBTAINED  
IN SEPTEMBER 2022



©Gregory Batardon



*WE HAVE BEEN CONTRIBUTING TO SPREADING A POSITIVE IMAGE OF THE CANTON OF VAUD ACROSS THE WORLD FOR ALMOST FIFTY YEARS. BEING AN AMBASSADOR OF THE VAUD+ BRAND IS AN HONOUR AND A DUTY. WE ARE COMMITTED TO DEFENDING OUR UNIQUENESS AND ALL THAT OUR CANTON HAS TO OFFER TO SWITZERLAND AND THE WORLD*

JACKY DELAPIERRE  
FOUNDER OF ATHLETISSIMA  
VAUD+ AMBASSADOR



©Suisse Tourisme



©ATHLETISSIMA



## LAND OF CULTURE, HERITAGE AND TRADITIONS

Venturing out to explore the canton of Vaud means embarking on a journey that offers a thousand and one facets bound to delight all the senses. From palm trees to glaciers, the region is full of must-see sites that are accessible in no time.

The landscapes that change with the seasons offer a striking contrast between the sometimes peaceful and sometimes tumultuous lake, the verdant vineyards that turn golden in the autumn sun, and the steep or hilly mountains that don their white winter coat after the first snowfall. These splendours of nature warm the beholder's heart. You can prolong such uplifting moments when you board a Belle Époque boat, travel the region by train, visit prestigious palaces, admire old chalets, or enter one or the other of the region's myriad castles or museums.

Plateforme 10, the new Lausanne arts district, Chaplin's World, which is the immersive and fun museum dedicated to Charlie Chaplin, Chillon Castle, the Swiss National Museum, AQUATIS, Europe's largest freshwater aquarium, or the EXPLORIT leisure and entertainment centre are some of the fantastic sites where visitors can learn something new while having fun.

The canton of Vaud is steeped in history and offers a treasure trove of fine arts and crafts as well

as know-how. Joux Valley, the Vaudois cradle of high-end watchmaking, and the Pays-d'Enhaut and its exceptional mountain region are living examples of this.

**For many years, the City of Lausanne has been committed to developing and promoting an ambitious and varied cultural scene.** The "Emerging Cultural Destination" award that it received in spring 2022 at the *Leading Culture Destinations (LCD) Berlin Awards* rewarded this initiative.

Incidentally, the American magazine *Forbes* and *The New York Times* have selected Lausanne as one of the best places to visit in 2023, with a special focus on the Plateforme 10 museum centre. An acknowledgement that rewards all players of the region!



## LAUSANNE EMERGING CULTURAL DESTINATION

LEADING CULTURE DESTINATIONS  
BERLIN AWARDS 2022

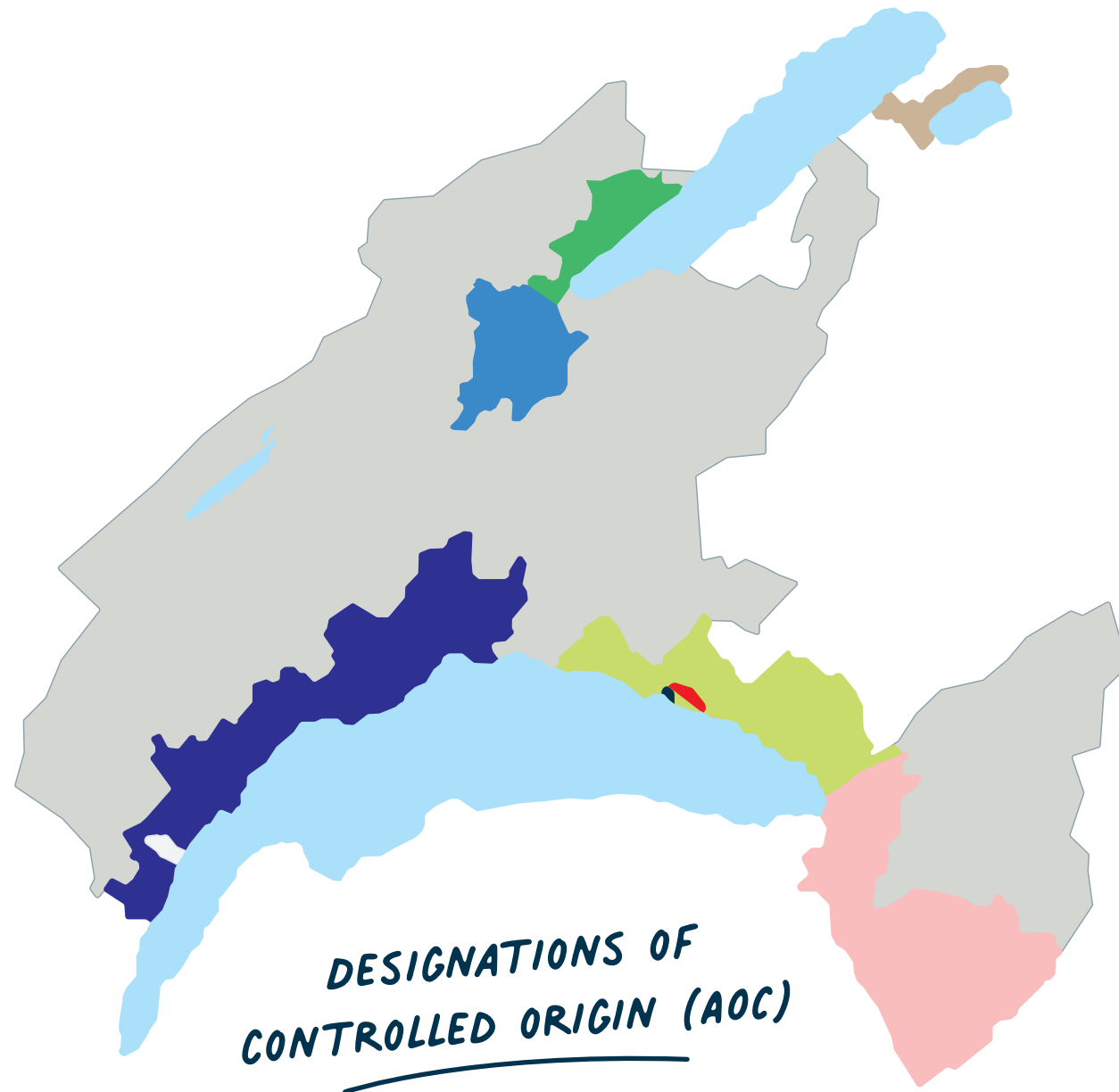
©LT/Blake production



The region on the shores of Lake Geneva was already highly popular in Roman times. As a true central point of international trade, it also attracted people by its beauty and art of living. The ruins of the many villas built in that period bear witness to this. The cultivation of vines, which was probably introduced by the Romans, has remained a strong element of the social, economic and cultural fabric of the canton of Vaud to this day. The canton has six wine regions and eight AOCs (designations of controlled origin).

**Moreover, the vineyards of Lavaux have been recognised as a UNESCO World Heritage Site.**

These vineyards charm visitors with their great range of grape varieties and wines. The most emblematic of them is Chasselas. This tasty golden grape yields crystalline white wines and is the ideal accompaniment for a fera fillet from the lake or a piece of L'Etivaz AOP or Vacherin Mont-d'Or AOP, two Vaudois cheese specialities. Local artisans make delicious deli meats, bakery and pastries specialities with products from a prosperous agricultural land. The canton is also the home of the highest number of Swiss restaurants listed in the prestigious Michelin and Gault Millau guides. **Sensitive to the great variety the region offers, the Chefs endeavour to give preference to local traditional products and crafts when creating their dishes.**



- La Côte AOC
- Lavaux AOC
- Côtes de l'Orbe AOC
- Chablais AOC
- Calamin Grand Cru AOC
- Dézaley Grand Cru AOC
- Bonvillars AOC
- Vully AOC

LAUSANNE  
ELECTED AMONG THE  
52 DESTINATIONS TO VISIT  
IN 2023

THE NEW YORK TIMES



©Switzerland Tourism / Andre Meier





*WE HAVE HIGH-QUALITY PRODUCTS IN OUR CANTON.  
IT'S MY DUTY TO PROMOTE AND  
HIGHLIGHT THEM.*



FRANCK GIOVANNINI

CHEF OF THE HOTEL DE VILLE OF CRISSIER



©Vaud Promotion



VAUDOIS PRODUCTS,  
A TAD TASTIER

The VAUD+ CERTIFIED FROM HERE is self-explanatory. Its aim? To support the know-how of local producers and to offer consumers the best of the Vaudois terroir while encouraging its existence.

To obtain the label, the products – fruits, vegetables, deli meats, cheeses, baked goods, jams, oils, drinks, condiments, etc. – must show their qualities. In other words: they must be made from Vaudois raw materials and in the canton of Vaud. **The label guarantees the proximity, authenticity, and traceability of these products.**

As part of the commitments of the VAUD+ brand, every effort is made to promote certified products, make them easily accessible, increase the reputation of the label, improve the visibility of the range, and create commercial opportunities. Deployed in the fall of 2022, the "Local for Love" campaign is a concerted example (see opposite).

The negotiation of sustainable partnerships with various market players allows the label to gain acceptance of food distribution channels such as wholesalers and grocery stores, be they online or brick-and-mortar shops. While this opens up new markets for manufacturers, it also facilitates access to these local flavours for consumers and businesses alike.

Since 2021, about 60 **VAUD+ distributors**, designed in collaboration with EPFL and Dallmayr, have been installed in companies and key locations in the canton. They offer a range of local, sustainable and high-quality products. The concept has been very successful and will be rolled out throughout Switzerland as part of the **“Enjoy Local”**

project. The supply comes from different regions of Switzerland, in order to support the regional diversity of the country.

To date, 160 producers have obtained certification for a total of more than 1,600 certified products. The goal is to further grow this community.

VAUDPLUS-PRODUITS.CH



©Vaud Promotion Produits d'ici

THE "FOR THE LOVE OF LOCAL PRODUCTS" CAMPAIGN  
VALUES THE LABELLED PRODUCERS THROUGH  
THEIR OWN STORIES.



Discover the digital campaign here



# OBSERVATORY AND SUSTAINABILITY

Data science has grown tremendously in recent decades. Data-based management means ensuring an appropriate reaction to the developments observed. However, this implies having the necessary data at our disposal. Aware of its responsibility as a unifying body for Vaudois destinations and eager to respond to the tourism challenges identified by the State of Vaud (PADE 2012-2017), the Tourist Office of the Canton of Vaud launched the Tourism Observatory in 2018 in collaboration with touristic partners, which has become the Observatory of Vaud Promotion today.

Its vocation? To collect data and to establish relevant statistics that meet the needs of Vaud Promotion’s internal departments and external

partners in order to encourage reflections and support decision-making. More specifically, it's a question of:

- ✔ **Quantifying and observing tourist flows**
- ✔ **Analysing customer behaviour and profiles**

While conducting long-term surveys, the Observatory also performs “real-time” operations, for example during events such as the Tulip Festival (see box). The quickly obtained results make it possible to value the event and identify areas for improvement.

Aligned with Vaud Promotion’s vision, the Observatory is orienting its activities towards more transversality. While it will of course continue to maintain close relations with the tourist destinations, it will also look – as needed – at the other sectors that make up the canton’s diversity.

## SUSTAINABILITY, THE KEYWORD OF VAUD PROMOTION'S STRATEGY

A signatory in 2009 of the Charter for the Sustainable Development of Swiss Tourism and certified EcoEnterprise since 2012, the Tourist Office of the Canton of Vaud understood that there would be no future unless it was sustainable.

**Proud of being in charge now, Vaud Promotion recently renewed its EcoEnterprise certification. This enabled the association to reach the III-leading level of Swisstainable in May 2021, a programme that endeavours to promote worldwide recognition of Switzerland’s commitment in this field.**

Vaud Promotion is currently striving to promote sustainability among the many players in the canton, encouraging them to join this programme, which is a real promotional tool.

« **OUR PARTNERS DON'T HAVE THE TIME TO ANALYSE COMPLICATED DATA. WE NEED TO PROVIDE THEM WITH USEFUL, ENCRYPTED INFORMATION IN A SIMPLE FORM THAT ALLOWS FOR QUICK UNDERSTANDING AND APPLICATION.** »

FLORENCE WAGNIER  
IN CHARGE OF THE OBSERVATORY  
AND SUSTAINABILITY  
VAUD PROMOTION



## CONCRETE CASE STUDIES

### Vaud Open Cellars

Collaboration with UNIL and the Vaudois Wine Office (OVV) to conduct a survey among visitors that aims to identify strengths and areas for improvement.

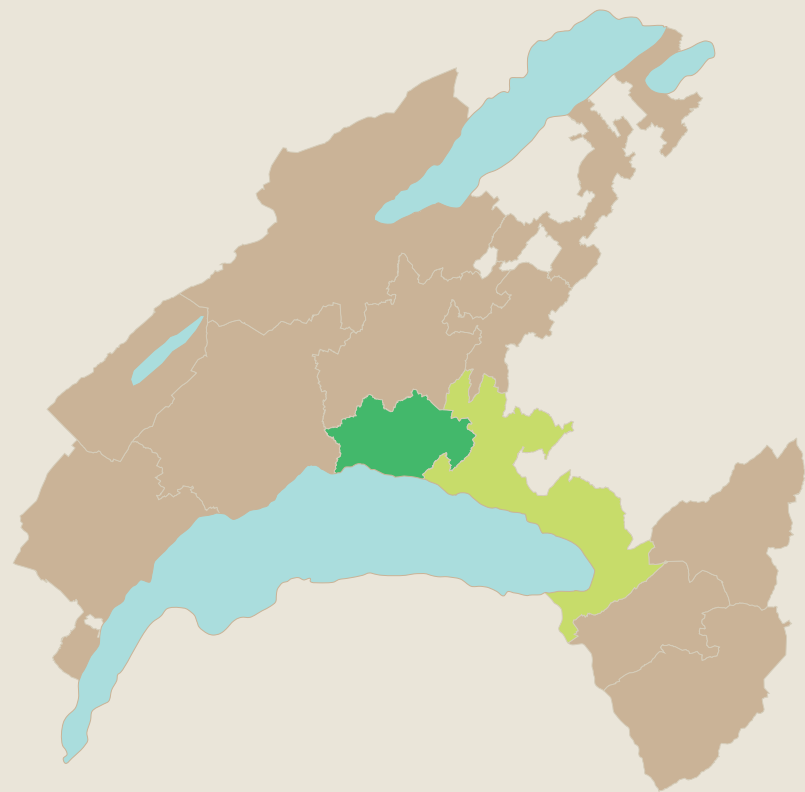
### Tulip Festival in Morges

The operation performed during the Tulip Festival counted **225,000 visitors** in 2022, more than double the previous estimates and an increase of 11% compared with 2021, with great media coverage as an added bonus.





# OUR DESTINATIONS



## LAUSANNE

- OLYMPIC MUSEUM
- ACADEMIC EXCELLENCE
- CULTURE
- GENERAL CRUISING COMPAGNY

## MONTREUX RIVIERA

- CHILLON CASTLE
- LAVAUZ UNESCO VINEYARDS
- CHAPLIN'S WORLD
- MONTREUX JAZZ FESTIVAL
- MOB - GOLDENPASS



LAUSANNE

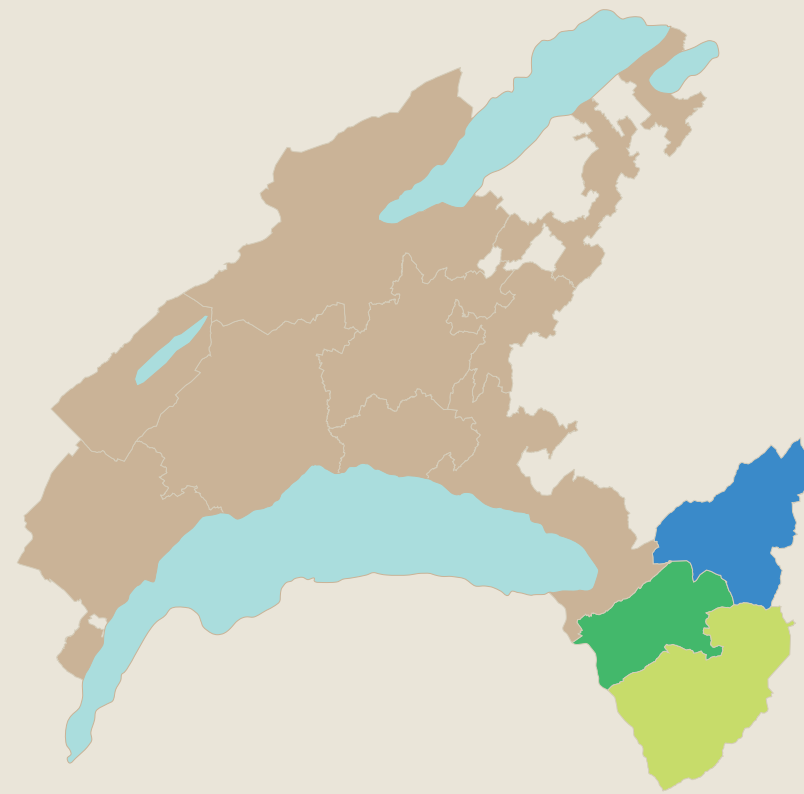
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MONTREUX RIVIERA

©Stephan Engler





**PAYS-D'ENHAUT - ROSSINIÈRE  
CHÂTEAU-D'OEX - ROUGEMONT**

- HISTORICAL HERITAGE OF PAPER CUT-OUTS
- INTERNATIONAL HOT-AIR BALOON FESTIVAL

**AIGLE - LEYSIN - COL DES MOSSES**

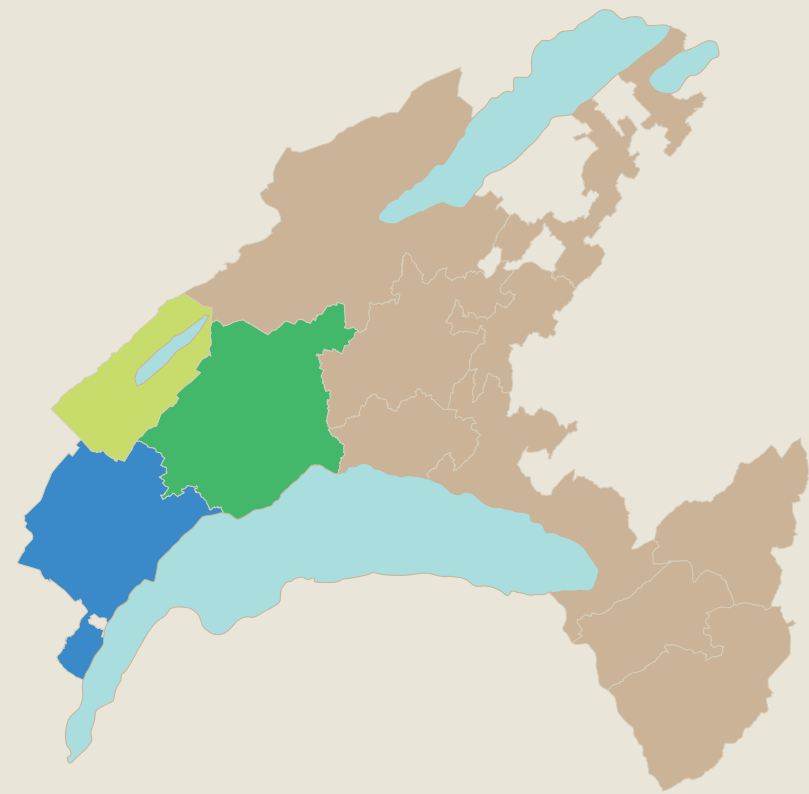
- CASTLE AND MUSEUM OF VINES AND WINE
- WORLD CAPITAL OF CYCLING
- NATURE AND MOUNTAINS

**VILLARS - GRYON - LES DIABLERETS - BEX**

- GLACIER 3000
- NATURE AND MOUNTAINS







### NYON REGION

HISTORIC CITY, ROMAN HERITAGE

LA CÔTE VINEYARDS

HIKING

### MORGES REGION

TULIP FESTIVAL

NATURE

### VALLÉE DE JOUX

WATCHMAKING HERITAGE

NATURE

SPORTS ACTIVITIES



### NYON REGION

©OTV - Colin Jollien



### MORGES REGION

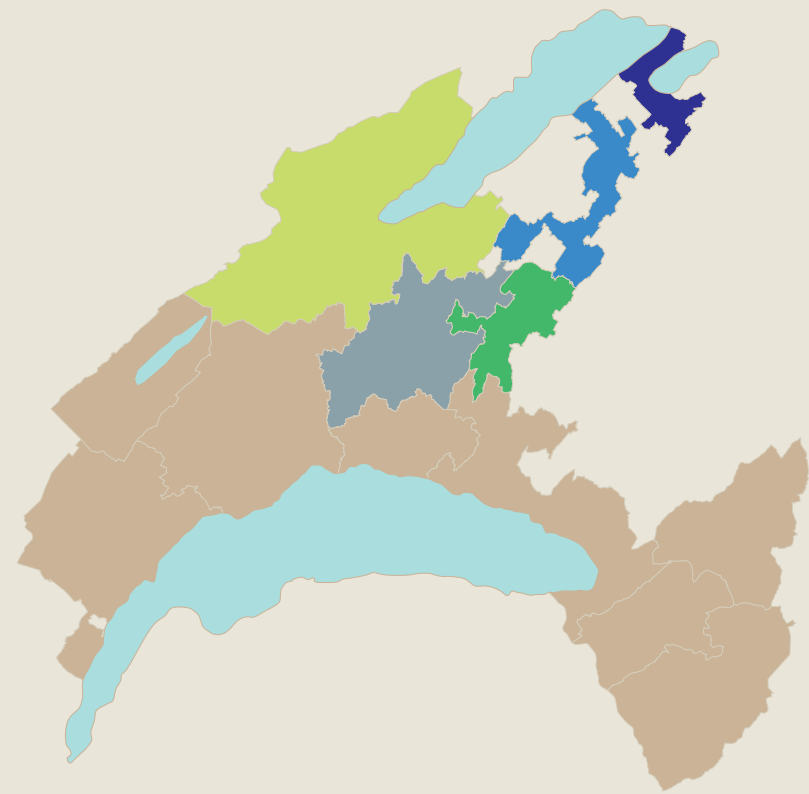
©OTV - Vincent Bailly



### VALLÉE DE JOUX

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### YVERDON-LES-BAINS

- THERMALISM
- HEIG-VD
- OUTDOOR ACTIVITIES AND WINTER SPORTS
- LOCAL PRODUCTS AND WINETOURISM

### ECHALLENS REGION

- TERROIR
- SPORTS ACTIVITIES

### MOUDON REGION

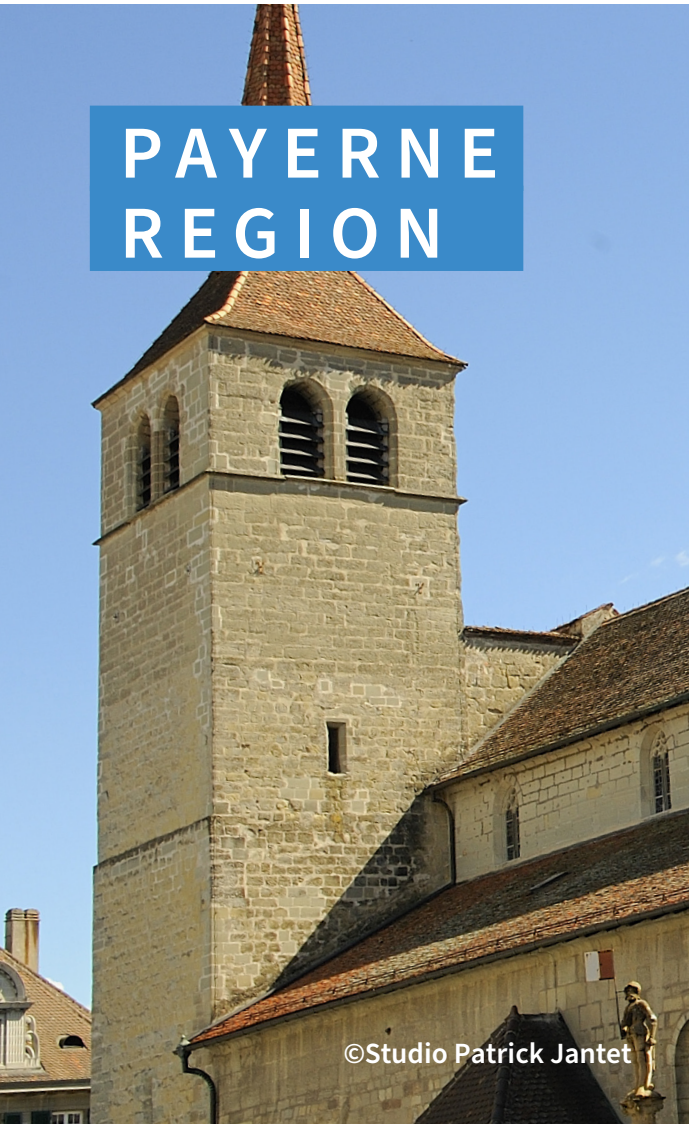
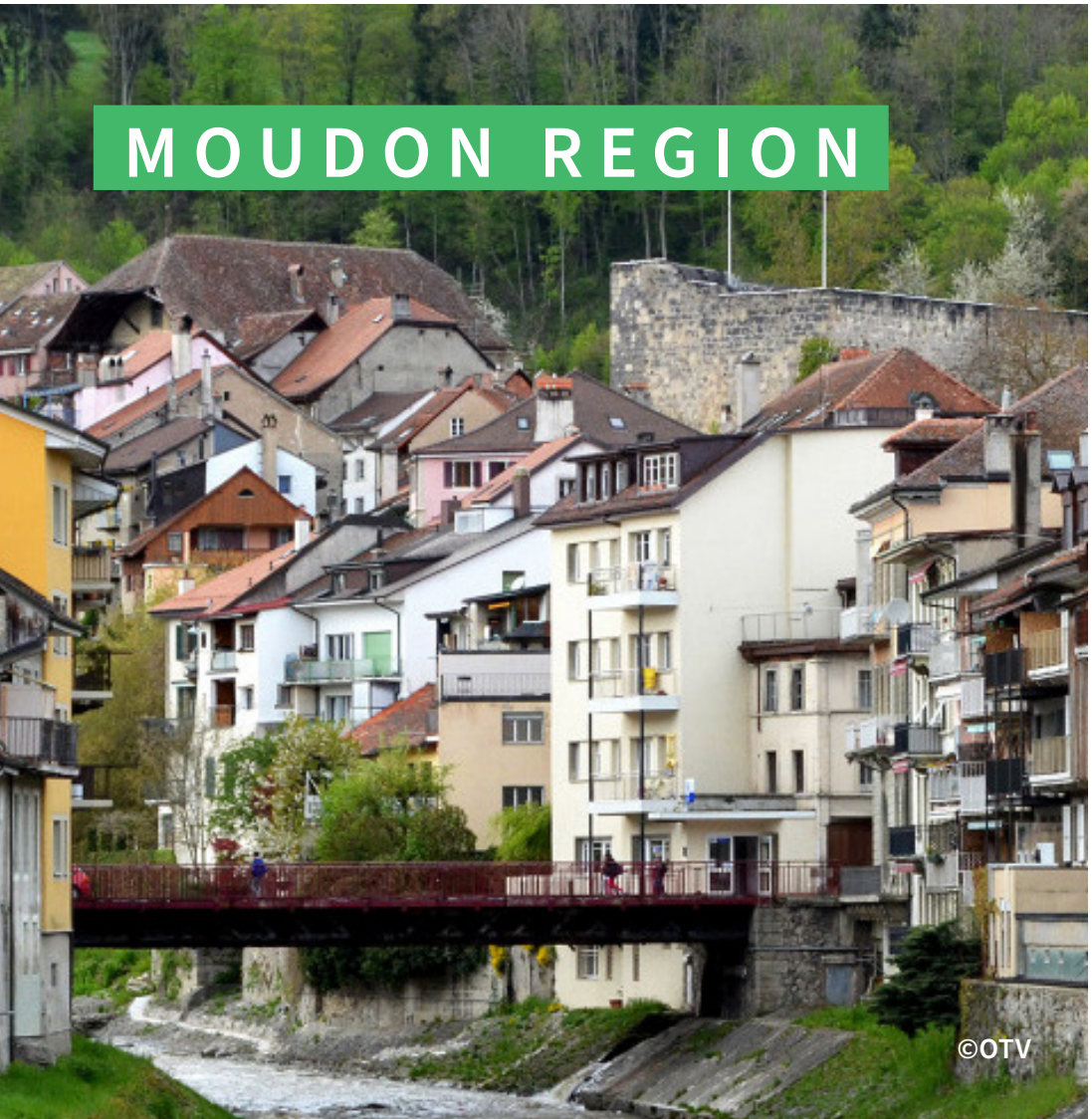
- TERROIR
- FAMILY LEISURE ACTIVITIES

### PAYERNE REGION

- ABBAY CHURCH
- NATURE

### AVENCHES

- ARENA AND ROMAN HERITAGE
- ART DE VIVRE
- HORSE'S CAPITAL





# STRUCTURE

TO PERFORM ITS MISSION, VAUD PROMOTION CAN RELY ON AN EXPERIENCED, MOTIVATED AND COHESIVE OPERATIONAL TEAM OF SOME THIRTY PEOPLE UNDER THE LEADERSHIP OF FLORENCE RENGGLI. THE ASSOCIATION IS OVERSEEN BY A STEERING COMMITTEE CONSISTING OF FIVE TO EIGHT MEMBERS, WHOSE CHAIRMAN IS APPOINTED BY THE COUNCIL OF STATE AND RATIFIED BY THE GENERAL ASSEMBLY. THE LATTER ALSO DESIGNATES THE MEMBERS OF THE BRAND COMMISSION.

## STEERING COMMITTEE AND MANAGEMENT

Headed by Michel Rochat, former CEO of the EHL Hospitality Business School group and chairman of the Vaudois Wine Office, the Vaud Promotion steering committee brings together an impressive list of expert personalities with diverse backgrounds, who are keen to invest in the strategic,

decision-making and supervisory body of Vaud Promotion. The steering committee meets five to six times a year. Florence Renggli, Director of Vaud Promotion, is the key interlocutor for everything related to operational implementation.

«


THE VARIETY OF THE PROFILES WITHIN THE VAUD PROMOTION STEERING COMMITTEE ALLOWS FOR A PRECISE AND GLOBAL VIEW ON THE STRENGTHS AND QUALITIES OF THE VAUDOIS ENVIRONMENT THAT WE WISH TO PROMOTE.

»


MICHEL ROCHAT

CHAIRMAN OF THE STEERING COMMITTEE


VAUD PROMOTION




**Michel Rochat**  
Chairman of Vaud Promotion




**Jean-Marc Udriot**  
Vice-Chairman of Vaud Promotion | Mayor of Leysin




**Chantal Baer**  
Co-founder of Swiss House of Brands




**Kathryn Bradney**  
Artistic & Executive Director of the Prix de Lausanne




**Paul Bulcke**  
Chairman of the Board of Directors of Nestlé SA



**Jean-Jacques Gauer**  
Chairman of Association Romande des Hôtelières



**Guillaume Le Cunff**  
CEO Nestlé Nespresso



**Florence Renggli**  
Director of Vaud Promotion

## VAUD PROMOTION STEERING AND MANAGEMENT COMMITTEE

## BRAND COMMISSION

Under the chairmanship of Chantal Baer, co-founder of Swiss House of Brands and member of the Executive Committee, the brand commission, which is commissioned by the Executive Committee, approves the steps linked to managing the VAUD+ brand.

Specifically, the brand commission is responsible for identifying companies and institutions that meet the necessary criteria in view of obtaining the VAUD+ AMBASSADOR label. Among its members, four are suggested within the association and reflect the diversity of VAUD+ certified ambassadors and producers.

The other five members – including the chairman – are proposed by the department in charge of economics.



# CONTACT

    #myvaud

More information available on our websites

**VAUD+** : [vaudplus.ch](https://vaudplus.ch)

**Tourisme** : [myvaud.ch](https://myvaud.ch)

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### Sources of the data used:

- State of Vaud
- FST – Swiss Tourism Federation
- Innovaud
- Lausanne Olympic Capital
- OFS – Federal Statistical Office
- HESTA – Tourism Accommodation Statistics
- OVV - Vaudois Wine Office
- Switzerland Tourism

# VAUD

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