

Media NEWS ^{N°3}

A COLOURFUL WINTER 2017/2018 FULL OF NEW EXPERIENCES

Whether you're on the slopes or in the air, want to be active or relax, there's something to suit everyone in the region.



Between 27 January and 4 February 2018, Château-d'Ex, in the Vaud Alps, will host the 40th International Balloon Festival, welcoming a hundred hot air balloons and balloonists from over twenty countries. On the agenda: hot air balloon flights, the most spectacular shaped balloons and air show. An event not to be missed is the "Night Glow" sound and light night show on 2 February, the highlight of the Festival, during which paragliders, hot air balloons, members of the Swiss Ski School and pyrotechnists will light up the Château-d'Oex night sky. Another winter novelty, but this time on the ground, is the Red Run ski slope at Glacier 3000 in Les Diablerets. This 8 km run will open on 20 December 2017, running from Scex Rouge at 3,000 metres down to Reusch at 1,700 metres, thus becoming the longest ski run of the Glacier and the Vaud Alps. In addition, the fully refurbished self-service area of the Restaurant Botta will delight visitors with a new decor from the end of October. Also, an experience not to be

missed here is the Peak Walk, the only suspended bridge in the world to link two mountain peaks.

As far as relaxation goes, the newly Villars Wellness Centre invites visitors to relax after a day in the fresh air and soak up the spectacular views. Facilities include two hammams (48 and 50 degrees), two saunas (60 to 90 degrees), an outdoor cold water pool and another 25 m indoor pool with five lanes, as well as two relaxation rooms and one for massages. The Leysin Toboggan Park, with its snowtubing runs, a variant of bobsledding on inflatable rings, offers an exciting new way to fly down a slope.

For hiking fans, SwitzerlandMobility has extended

its network to include winter routes such as walking and snowshowing trails, cross-country skiing tracks and sledge runs. 46 of these routes are in the Canton of Vaud.

The Vaud Jura is a very popular area with its 105 km of snowshoe and hiking trails and more than 400 km of cross-country skiing tracks. Cross-country skiers particularly like the timed course in the Vallée de Joux starting from Grandes Roches, which opened last year.

Finally, December is also the season of Christmas markets. The Montreux Christmas Market will light up the lakeside promenades from 23 November to 24 December. In Lausanne, the "Bô Noël" will take up residence in the city centre from 23 November to 31 December. From 13 November to 31 December, the town will also host the now traditional event "Lausanne Lumières", during which luminous works of art adorn different urban sites.

All these new attractions and places to stay are available on the website myvaud.ch

MOUDON, AVENCHES, GRANDSON ROMAINMÔTIER, ROUGEMONT AND SAINT-SAPHORIN AMONG THE PRETTIEST VILLAGES IN SWITZERLAND

The Canton of Vaud is one of the most featured areas in "The most beautiful villages in Switzerland" association.



Founded in 2015, this association aims to promote, protect, enhance and coordinate member villages as part of a tourist route. Historical, cultural and architectural heritage and scenery are the basic criteria for joining. Grandson, famous for its castle, was the first town in the region to become a member, followed by Romainmôtier, a must-see with its ancient abbey church, which is also the oldest Romanesque building in Switzerland. Then came the vineyard village of Saint-Saphorin, which is also part of the Lavaux vineyard terraces, listed as a UNESCO world heritage site. Rougemont, with its famous painted chalets, and Avenches, which was the capital of Roman Helvetia, then followed. Moudon, with its rocky promontory crowned by Saint-Etienne church, the region's second largest gothic building, was added this year. With these six sites, the Canton of Vaud is one of the most featured areas in the association which, in June, joined the Official Federation of the Most Beautiful Villages on Earth, including 11 countries.

beauxvillages.ch

CHOCOLATE, A FAMILY AFFAIR IN LEYSIN

Since they opened last December, MC Daujat chocolatiers have been treating their customers to a luxury chocolate collection with the flavours of the region.

For the Daujat family, who has been based in Leysin in the Vaud Alps since 2016, it's all about originality, with blends of red fruits and rhubarb, caramel and mint or rosehip and lemon balm flavouring their dark, milk or white chocolate bars or pralines. Pralines are also available in more classic flavours, like hazelnut or salted caramel with Bex fleur de sel. Delicious treats that can also be decorated with personalised pictures, for a gift or table decoration. Heading this young company are Christian Daujat, the father, and Maxime, the son, who have converted the ground floor of the family home into a workshop. Martine, the mother, deals with orders and harvesting ingredients while Charline, the daughter, manages the organic kitchen garden. Everything is done by hand, including breaking the hazelnuts. The foursome favour local ingredients, going no further than forty kilometres to source their products; some plants even grow in the family garden.



mcdaujat.ch



Vaud Tourism Office (Lake Geneva Region) presents the new version of the Vaud:Guide app. This super-efficient tool includes over 400 activities, events, routes or restaurants in the region. But, above all, it can make suggestions to users based on their preferences and the context, namely weather, season, time and geographical location. The free application also works off-line. It's the best way not to miss anything during your visit, because partners in the Canton of Vaud are constantly innovating. A ski run, new winter trails and a brand new wellness centre are just some of the new things to discover below.

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

Representation in the markets

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

6 to 8 November 2017 | WTM
London |

Lake Geneva Region, Montreux-Vevy Tourism, Villars – Les Diablerets Tourism, Glacier3000

16 to 23 November 2017 | STE
India | Mumbai, Delhi, Chennai
Ahmedabad |

Lake Geneva Region, Glacier3000

4 to 8 December 2017 |

Xtravaganza | New York,
Los Angeles, Montreal |

Lake Geneva Region, Geneva Tourism,
Valais Promotions (LGMR)

News in brief

☆ In Montreux, two statues pay homage to Li Ning and Claude Nobs

A statue of Li Ning has taken pride of place on the city's lakeside, marking the 150th anniversary of the Swiss Gymnastics Federation Montreux. One of Claude Nobs has also been erected in the garden of the Fairmont Le Montreux Palace.

→ montreuxriviera.com

☆ Vaud:Guide, the only smart digital tourist guide in Switzerland

The new and improved free application offered by Vaud Tourism Office (Lake Geneva Region) is becoming an essential travelling companion for visitors. It is now available in a new version, listing over 400 activities.

→ apppmobile.lake-geneva-region.ch

☆ Insects tell the time at the Espace horloger

Between 3 November 2017 and 26 August 2018, the Espace Horloger in the Vallée de Joux is presenting "On the Wings of time. Insect O'clock", a temporary exhibition dedicated to the creations of the artist Joanne Besse, where insects and time-keeping meet.

→ espacehorloger.ch

FRANCK GIOVANNINI ON A QUEST FOR PERFECTION AT THE HÔTEL DE VILLE DE CRISSIER

The 2018 Gault&Millau gastronomic guide (GM) awards Franck Giovannini as “Chef of the year”, like his three predecessors.

After Fredy Girardet and the late Philippe Rochat and Benoît Violier, it's now Franck Giovannini's turn to receive this distinction from the prestigious guide, taking him to the pinnacle of Swiss gastronomy, with 19 points in the guide. This award celebrates an exceptional chef and crowns a long period of takeover for the Hôtel de Ville de Crissier (near Lausanne). Franck Giovannini has devoted himself to continuing the work of his friend Benoît Violier, adding a cuisine more focused on locally sourced produce, vegetables and fresh, light ingredients.

Another success for the region is Florian Carrard being recognised as the 2018 discovery of the year in French-speaking Switzerland, with 14 points. Sent to the Hôtel Valrose in Rougemont by his former boss at the Lausanne-Palace, Edgard Bovier, Florian is giving a sophisticated



twist to local alpine produce and recipes. Fifteen new locations have been added to the list of Vaud prize-winners and ten restaurants have been promoted. The region has a total of 97 restaurants achieving a total of 1,365 points in the 2018 guide.

restaurantcrissier.com



THE 120-YEAR-OLD JENISCH MUSEUM KEEPS GROWING

Dedicated to prints and drawings, this museum's collections showcase the historical and contemporary output of these techniques and never stops expanding.



Situated in Vevey, on the shores of Lake Geneva, the museum has celebrated its 120th anniversary in 2017. The second most important art museum in the Canton of Vaud, home to the Cabinet cantonal des estampes and the Fondation Oskar Kokoschka, it was founded thanks to a donation by Fanny Jenisch, a German patron who fell in love with the town. Today, its collections include works from some of the greatest artists, including Alechinsky, Balthus, Corot, Courbet, Dürer, Giacometti, Hodler,

Ingres, Morandi, Picasso, Rembrandt, Vallotton and Vuillard, with a total of some 10,000 drawings and 35,000 engravings. Since 2014, the museum has expanded from the inside, with over 6,000 new pieces. Between 27 October 2017 and 4 February 2018, the museum is presenting an exhibition of the works of Swiss artist Franz Gertsch. In 1985, he invented a very special wood engraving technique which gives his works a photographic-like “grain”.

museejenisch.ch

Event

VILLARS HOSTS THE SKI MOUNTAINEERING WORLD CUP

This sport, which combines hiking with off-piste skiing, is attracting more and more enthusiasts. The best of them will be competing with each other in January in the Vaud Alps.

On 19 and 20 January 2018, Villars, in the Vaud Alps, will be hosting the Ski Mountaineering World Cup. Although it's a first for this competition, the resort is well-seasoned in organising this kind of event, since it already hosted the Ski Mountaineering Swiss Championships in 2015 and 2017. The increasing success of this type of event reflects the rising popularity of this discipline which has attracted more and more people since the early 21st century. It was this growing enthusiasm that gave the top Swiss mountain sports organisation, the Swiss Alpine Club (CAS), the idea to set up the very first championships

in 2015. Villars will also play host to ski mountaineering races during the Youth Olympic Games in 2020.

skimo-villars.ch



Special "Winegrowers' Festival" Fête des 20 Vignerons 19

THE NEXT WINEGROWERS' FESTIVAL IS ALREADY IN THE MAKING

This highly popular event celebrating vine-growing is held once a generation.

Between 18 July and 11 August 2019, Vevey will host the traditional Winegrowers' Festival twenty years after it was last held. The festival's history is tightly linked with that of the Confrérie des Vignerons (Winegrower's Brotherhood) since it pays tribute to their labour. Its origins date back to the 17th century, when the Brotherhood organised an annual procession in the town. This grew over time until, in the mid-19th century, a written score replaced its disparate songs and the event continued to expand, attracting an ever bigger audience. The artistic direction of the next festival has been entrusted to the Ticino director Daniele Finzi Pasca, who

notably orchestrated the closing ceremony of the Turin Olympic Games in 2006. Since last December, this tradition has been part of the UNESCO list of Intangible Cultural Heritage.

fetedesvignerons.ch



Picture credits: Glacier3000 • Studio Patrick Jantet • Clément Grandjean • 2017 Restaurant de l'Hôtel de Ville • Musée Jenisch Vevey Revital Center • Sébastien Staub • OTV V.Dubach • Confrérie des Vignerons • Sébastien Navel

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QUALITY Our Passion
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LAUSANNE 2020 Youth Olympic Games
YOG DNA

Events calendar

30 November to 4 December 2017

Montreux Comedy Festival
www.montreuxcomedy.com

7 to 17 December 2017

Morges Christmas Market
www.morges-tourisme.ch

9 to 24 December 2017

Yverdon-les-Bains Christmas Market
www.yverdonlesbainsregion.ch

19 to 24 December 2017

Béjart Ballet
Lausanne
www.bejart.ch

1 January to 3 March 2018

49th Music & Snow Festival
Les Diablerets
www.musique-et-neige.ch

26 January to 3 February 2018

Gstaad Music Festival
Rougemont
www.sommetsmusicaux.ch

28 January to 4 February 2018

International Ballet Competition
www.prixdelausanne.org

22 to 25 February 2018

Festival Les Hivernales (Winter Festival)
Nyon
www.lacote-tourisme.ch

3 and 4 March 2018

48th MARA (cross-country skiing race)
Sainte-Croix/Les Rasses
www.ski-mara.ch

24 and 25 March 2018

Freeride Days
Les Diablerets/Glacier3000
freeridedays.ch

Package deals

GET BACK IN SHAPE AT THE REVITAL CENTRE DES RASSES



This women's wellness centre offers healthy eating and alternative therapy breaks.

At the Centre Revital des Rasses, everything is done to harmonise mind and body. In this specialised women's wellness centre, professionals concoct healthy meals and offer a whole range of treatments and alternative therapies to help visitors regain inner balance and harmony. Located in the midst of nature, the centre enjoys stunning views of the Alps, the resort of Les Rasses being perched on a sunny terrace at 1,200 metres. Many walks and sporting activities are also on offer.

revital.ch



Top tip

A HOTLINE FOR WINE TASTING IN LAVAUX



A special hotline has been set up to allow visitors and wine enthusiasts to taste local specialities.

To find out where to drink a glass of wine when visiting Lavaux, you can now just call the hotline on 0840 840 800. Someone will be there every day between 9 a.m. and 8 p.m., directing you to local winegrowers who have received specialist wine tourism training and come together to guarantee that one or more wine cellars are open every day. The locations and times are also available online.

lavaux-unesco.ch

