

# Media NEWS

## THE CANTON OF VAUD, THE PLACE TO VISIT FOR NATURE LOVERS

With its combination of lakes and mountains, the region is ideal for exploring on foot or by bike, enjoying the gentle hills or attacking the mountain passes.



If you love cycling, and whether E-bikes, mountain bikes or road bikes are your preference, there's a wide selection of listed, marked trails to choose from and prepare your favourite route. The fittest will take on the Vaud Alps tour, a 130 km loop starting from Aigle, in the heart of the Rhône Valley vineyards. The route passes through the region's main resorts -Leysin, Les Mosses, Château-d'Œx, Les Diablerets, Villars and Gryon - offering a whole variety of unforgettable scenery, like the gypsum pyramids of the Col de la Croix, the view from the Kuklos above Leysin or the eternal snows of the Diablerets glacier.

In the same spirit, but with less of a change in height, there is also the "Bike Tour Parc Jura Vaudois" cycling route. A two or three-day cycling route in the heart of the Vaud Jura Park, with luggage transfers included. Dotted with cheese farms and alpine snack bars, this 120 km route passes through the mediaeval town of Romainmôtier, famed for its abbey church, as well as forests and alpine pastures intersected by typical dry-stone walls. Another route that can be done without training is the 50 km "Route du Cœur" taking

you from Lavaux and its vineyard terraces, a UNESCO world heritage site, to the mediaeval town of Romont. There are also many options for walkers. Here, you can soak up the verdant landscape of the two regional nature parks with their contrasting scenery. One the one hand, there's the natural wide-open spaces of the Vaud Jura Nature Park, with its 523 km of marked trails through charming villages, meadows



and chalets offering traditional products. While in the Gruyère-Pays-d'Enhaut Regional nature Park, the landscape is more alpine, with vast alpine meadows of cows grazing, buildings with typical shingle roofs and stunning views of Lake Geneva lapping at the foot of the mountains. As from the month of May, the card grants free access to the mountain railways of Villars and Leysin and to all the facilities of the partner resorts for the winter season.

Finally, there's nothing like a day trip to the Arboretum if you want your fix of green. Overlooking the La Côte wine area, between Morges and Nyon, these 200 hectares of landscaped grounds have almost 3,000 trees from temperate climates for you to discover along four themed paths. This year, the park is celebrating its 50<sup>th</sup> anniversary, with themed exhibitions, guided tours and celebrations. There are lots of other routes on the Lake Geneva Region Tourism Office website [bike.lake-geneva-region.ch](http://bike.lake-geneva-region.ch). To find the best route for you, use the tool to select destination, difficulty, distance or preferred mode of transport.

## WHEAT AND BREAD FESTIVAL

From 15 to 26 August, the village of Echallens located north of Lausanne, will be honouring activities related to cereal cultivation and bread-making.



It's been a tradition for over forty years: every decade, Echallens organises its Wheat and Bread Festival to celebrate this little miracle that makes bread from grain. From 15 to 26 August, all those involved in this chain will be in the spotlight in "Solstice", a visual and audio show revisiting local mythology. We'll see a fierce warrior, a brilliant inventor and a mysterious alchemist joining forces and calling on the powers of earth, water, air and fire to bake the first loaf. The performance will involve 12 amateur actors, 235 singers, 50 musicians and more than 400 extras with an audience of some 45,000. During these 12 days, the whole town will be in celebration mode, with the chance to sample speciality wines in one of the bars or 18 wine cellars run by local companies or from the sellers. Late into the evening, they'll be offering lots of local dishes, from fondue to perch filets. This major event for the region will culminate in a fantastic procession through the streets of Echallens. [echallens2018.ch](http://echallens2018.ch)

## PRANGINS CASTLE WILL BE BLOWING OUT 50,000 CANDLES FOR ITS 20TH BIRTHDAY

A light show and a day in historical costume will mark the event on 29 and 30 September.



On 29 September 2018, the Château de Prangins Swiss National Museum, near Nyon, will be lighting 50,000 candles during a show entitled "Flowers of fire". Created by the visual artist Muma, this participative work will involve 500 volunteers. It echoes the "clarity" brought by the Age of Enlightenment, of which Prangins Castle is an emblematic monument. In creating this show, the artist takes inspiration from the curling branches and flowers found on chintz, those famous printed cotton fabrics that were so popular throughout Europe in the 16<sup>th</sup> and 18<sup>th</sup> centuries. These fabrics are also featured in an exhibition that can be seen at the museum until 14 October 2018. The following day, on Sunday 30 September, the 10th historical costume parade "the Déjeuner sur l'herbe" will take place. A real journey through time, from 1700 to 1920, this competition is open to everyone, provided you dress in the fashion of one of the key periods shown in the museum. Lots of activities, including a picnic, are also planned during this festive weekend. [nationalmuseum.ch](http://nationalmuseum.ch)



2018 is the year of nature in the Canton of Vaud. Pick one of the many marked walking or cycling trails and discover the region's attractions and produce. The more adventurous will opt for a more original way of immersing themselves in the landscape, such as stand up paddle boarding on Lake Geneva or a mountain lake, while walking and wine enthusiasts can enjoy the vineyard walks on offer, combining their two passions. Art and history lovers will head for Prangins Castle and photography enthusiasts will stop off in Vevey for the Festival Images. In short, the region has something to satisfy everyone, from culture vultures to lovers of the great outdoors.

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:

**18 to 26 June 2018** | STE Australia | Auckland, Melbourne, Adelaide, Sydney, Brisbane  
Lake Geneva Region Tourism Office

**25 July to 1<sup>st</sup> of August 2018** | MILT India | Mumbai, Delhi  
Montreux-Vevey Tourism

**29 to 30 August 2018** | STE Japon | Tokyo  
Lake Geneva Region Tourism Office

**23 to 25 September 2018** | GCC Workshop | Lausanne  
Lake Geneva Region Tourism Office, Lausanne Tourism, Montreux-Vevey Tourism, Glacier3000, Castle of Chillon, General Company of Navigation, Hotel Royal Savoy, Sandoz, Accor Hotels, Clinic Montchoisi

**16 October 2018** | MICE PLACE | Paris  
Lake Geneva Region Tourism Office

**23 to 24 October** | Networking SCIB | Brussels  
Vaud Alps (CITAV)

More news on our Media Corner:  
[media.lake-geneva-region.ch](http://media.lake-geneva-region.ch)

### News in brief

☆ **In Morges, the Fondation Bolle pays homage to Audrey Hepburn and Hubert de Givenchy**

From 16 June to 9 September, an exhibition will include press articles about the actress and authentic posters of her films. Plus, designs by the couturier Hubert de Givenchy, for whom she was the muse.

→ [morges-tourisme.ch](http://morges-tourisme.ch)

☆ **Yverdon-Les-Bains, temporary capital of yodelling**

From 29 June to 1 July, Yverdon-les-Bains hosts the 29<sup>th</sup> Yodellers Festival of Western Switzerland, with yodelling, Alphorn and flag-throwing competitions as well as entertainment, including a midnight concert on Saturday.

→ [yverdonlesbainsregion.ch](http://yverdonlesbainsregion.ch)

☆ **The Lausanne Historical Museum is a century old, and not a wrinkle to be seen**

For its centenary, the museum has had a facelift, with an original new design. The permanent new tour, called "Lausanne, the exhibition" now includes the 20<sup>th</sup> and 21<sup>st</sup> centuries, through the lens of urban transformation.

→ [lausanne.ch/mhl](http://lausanne.ch/mhl)

## LAUSANNE JOINS THE GREAT WINE CAPITALS OF THE WORLD

The city is joining the "Great Wine Capitals Global Network", including about ten cities of New and Old World of wines, recognised for the quality of their wine-producing regions.

The prestigious "Great Wine Capitals Global Network", or GWC, already includes Bordeaux, Rioja, Verona and San Francisco for the Napa Valley. Lausanne has now joined these wine-producing cities and regions, of which their main common denominator, being a globally-renowned wine-producing area, is also their key economic asset. Created in 1999, the GWC encourages commercial, tourist and educational links between its

members. The various projects it has launched to achieve excellence in the tourism, trade and training sectors include the "Best Of Wine Tourism" awards, recognising estates that stand out for the quality of their wine tourism offering. By participating, Lausanne will offer Swiss wine-making – particularly in the French-speaking area – a unique showcase to promote its products all over the world.

[greatwinecapitals.com](http://greatwinecapitals.com)



## Event

### VEVEY TURNS INTO AN OPEN-AIR PHOTO MUSEUM

From 8 to 30 September 2018, the Festival Images Vevey exhibits photographs in the open air and in some unusual places.

The festival is the biggest visual arts biennale in Switzerland and features Swiss and international artists, some known and some less famous, as well as local photographers. This year, "Extravagance" is the starting point of the original works presented at this very popular free festival. Just so you know, the indoor exhibitions

of the 2016 festival alone attracted 100,000 visitors and the images, often large format, are happy to get some air, turning Vevey into an open-air museum. Visitors will be surprised as they stroll through the town, (re) discovering it from a unique angle.

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



Picture credits: D. CARLIER, davidcarlierphotography.com • Fête du blé et du pain • www.muma-art.com • LT www.diapo.ch • MaudeRion • Villars-Diablerets Tourisme Yverdon-les-Bains • OTV, V. Dubach • Fête des Vignerons • Montreux Riviera

## STAND-UP PADDLE BOARDING IS THE NEXT BEST THING

Paddling standing up or sitting on a board is the new, original way of exploring the region's many lakes.



The fashionable water sport from Hawaii is done on a large very stable board, like a surf board, using a paddle. This new way of getting in tune with nature makes you feel like you're walking on water and has become incredibly popular in recent years, most probably also because it doesn't require a lot of technical skill to have a go. You just need a sense of balance. With Lake Geneva, Lake Neuchâtel and Lake Joux as well as mountain lakes like Lake Retaud, opposite Glacier3000, and in Les Diablerets, the region isn't short

of places to enjoy this activity. The equipment required for these unique cruises is easy to hire, and some service providers even offer the chance to combine this activity with yoga, another discipline that's also very much in vogue at the moment. From next year, you should also be able to have a go at it at the brand new Fricence aquatic park, in Gryon, in the Vaud Alps. From the end of this summer, there should already be lots of options for enjoying the water at this 3,000 m<sup>2</sup> water park.

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

## Special "Winegrowers' Festival"

Fête des 20 Vignerons 19  
VEVEY-SWITZERLAND

### EXTRAS AND COSTUMES IN THE SPOTLIGHT

There will be 6,000 of them giving life and colour to the next Winegrowers Festival, from 18 July to 11 August 2019, in Vevey, in the heart of the Lavaux vineyards.

Daniele Finzi Pasca, the director behind this unique celebration taking place once a generation, wanted to let as many people as possible take part. So, far from having a secondary role, the extras are going to set the tone of the festival, with their movements but above all their costumes, where tradition will blend with poetry, the trade mark of the festival organiser. So, we'll see singing ants and beetle or butterfly children. The peasants' clothing, ordinary-looking at first, will reveal a colourful ruffled lining worthy of a French cancan show. Each outfit will be unique, distinctive by its details. These real works of art are designed by the

Roman costume designer Giovanna Buzzi, who has notably worked for La Scala in Milan. [fetedesvignerons.ch](http://fetedesvignerons.ch)



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LAUSANNE 2020 YOUTH OLYMPIC GAMES

www.lausanne2020.com

## Events calendar

**15 June to 15 July 2018**

Europe Tragédie 2018  
Salavaux  
tragedie2018.com

**22 to 24 and 26 to 28 June 2018**

Béjart Ballet Lausanne (BBL)  
www.bejart.ch

**28, 30 June and 5, 7 July 2018**

Avenches Opéra  
avenchesopera.ch

**29 June to 14 July 2018**

52<sup>nd</sup> Montreux Jazz Festival  
montreuxjazz.com

**5 July 2018**

Athletissima 2018  
Lausanne  
athletissima.ch

**25 to 29 July 2018**

Festival au Pays des Enfants  
Château-d'Œx  
aupaysdesenfants.ch

**July to September 2018**

AILYOS Art Nature  
Leysin  
aigle-leysin-lesmosses.ch

**17 to 25 August 2018**

FAR<sup>o</sup> Festival des Arts Vivants  
Nyon  
festival-far.ch

**31 August to 2 September 2018**

Le Livre sur les quais  
Morges  
lelivresurlesquais.ch

**22 September 2018**

22<sup>nd</sup> Vacherin Mont-d'Or Fest  
Les Charbonnières  
myvalleedjoux.ch

## Package deals

### FREE ACCESS CARD: FREEDOM TO PLAN YOUR DAYS OUT

From June to October, this pass gives you free access to about 35 different activities and transport in the Villars-Gryon-Les Diablerets resorts.

Take a cable car, alpine train or mountain bus to the alpine pastures or travel between resorts, swim, learn how to play golf below Mont-Blanc or go caving, swoop down a slope on a dirt scooter, have a go at archery, paddle boarding or high ropes at the foot of a glacier... These are just some of the activities you can access for free with the Free Access Card. It's free to anyone spending a night in one of the partner accommodations in the Villars-Gryon-Les Diablerets resorts. Day visitors can purchase one for CHF 12.-. Remember also that this card is free for children up to age 9. [free-access.ch](http://free-access.ch)



## Top tip

### ELECTRIC TRIKES: THE IDEAL WAY TO EXPLORE YVERDON-LES-BAINS

Visitors are going to be able to explore the spa city using a form of transport that's both unique and environment-friendly.

This summer, three electric trikes that look like big eggs on wheels will be transporting curious visitors - two adults and one child maximum - on tours around the spa city. A cyclist and tour guide will use pedal power to get around, with a little help from two electric motors. There are two thirty-minute tours on offer: one to the Parc des Rives, the other to the historic centre. Through these tours, Yverdon-les-Bains, named a "City of energy" - a label encouraging the use of renewable energies -, is aiming to promote a method of transport in line with the programme and its goal to protect the environment.

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

