

# PRESS KIT 2020



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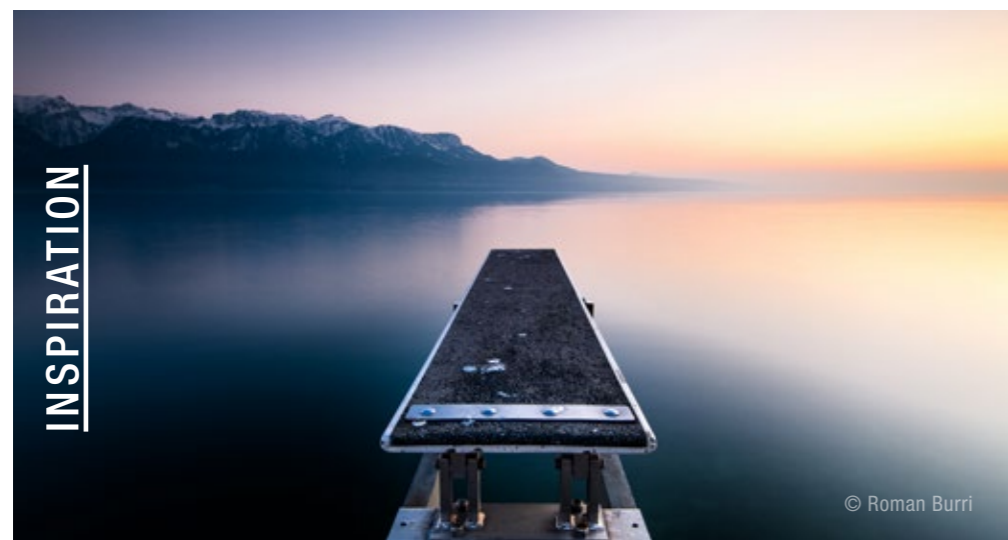
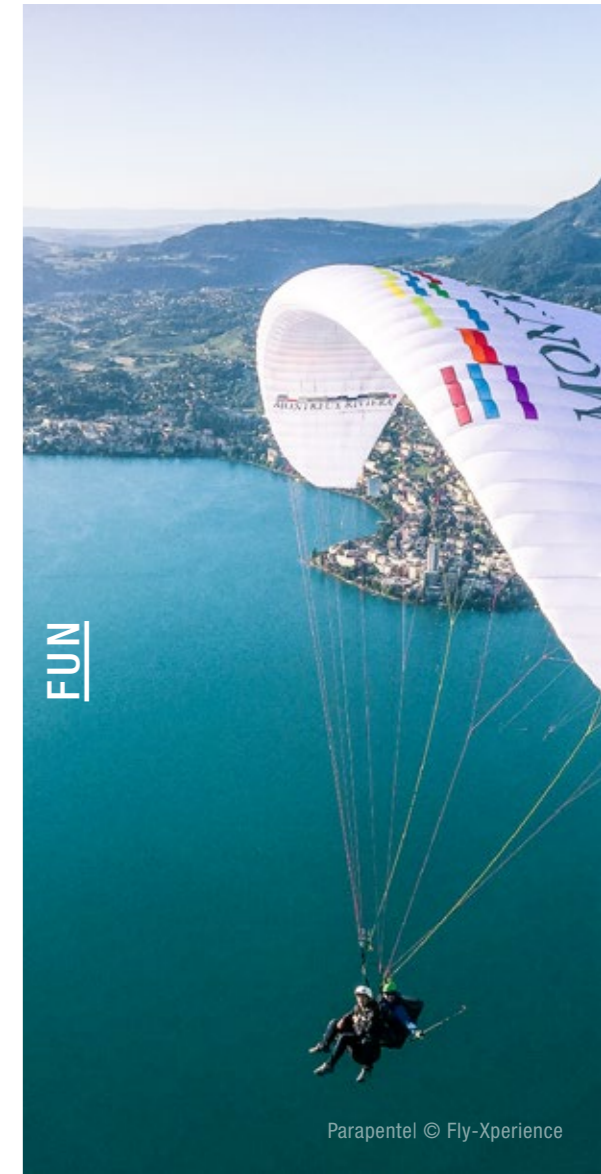
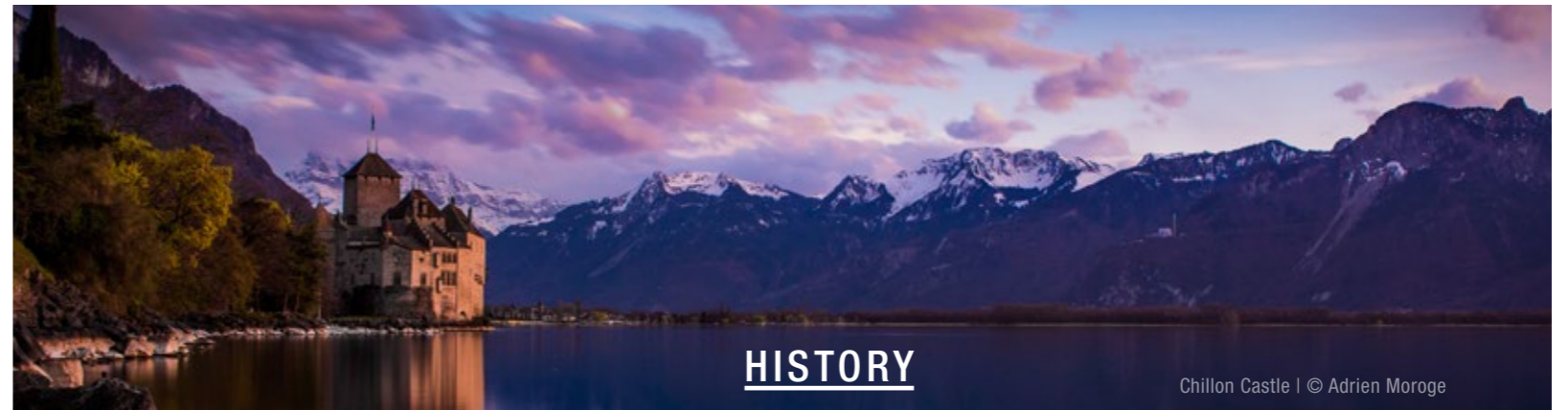
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# MONTREUX RIVIERA IN 10 WORDS & 10 PHOTOS





# **MONTREUX RIVIERA** **PURE INSPIRATION**

Situated just one hour's drive from Geneva International Airport, Montreux Riviera stretches from Lutry to Villeneuve in the Canton of Vaud. Dubbed «the Swiss Riviera» thanks to the microclimate the region enjoys and the magnificent landscape, it has been attracting visitors from all over the world for a long time. Nestled between the lake and the mountains, Montreux Riviera offers both the benefits of a peaceful and safe region which is ideal for family holidays as well as stunning surroundings perfect for enjoying a walk, and a plethora of leisure, cultural and sporting activities. The region also distinguishes itself thanks to its fine cuisine and the quality of its wines.

Home to an outstanding hotel complex and an internationally recognised convention centre (2m2c), it is also highly regarded as a business destination (MICE). Active in the business tourism sector for almost 40 years, Montreux Riviera Convention Bureau is today focused on developing associative congresses such as the Congress of the European Orthodontic Society – EOS – (2017) or the Meeting of the Population Approach Group in Europe (PAGE - 2018). In addition, Montreux Riviera has made a name for itself as a destination for major international events including the Francophonie Summit (2010), the International Peace Conference on Syria (2014) or the Iran Nuclear Talks (2015).

<b><u>Location:</u></b>	On the shores of Lake Geneva in the Canton of Vaud, in Switzerland, (French-speaking part)
<b><u>Destination:</u></b>	From Villeneuve to Lutry, passing through Montreux, Vevey and Lavaux
<b><u>Climate:</u></b>	Temperate microclimate all year round
<b><u>Population:</u></b>	approx. 120,000 residents; about 145 different nationalities (2015)
<b><u>Official language:</u></b>	French (English and German widely spoken by the majority of residents)
<b><u>Currency:</u></b>	Swiss franc (CHF), CHF 1 ≈ € 0.90; CHF 1 ≈ \$ 1 (January 2020)
<b><u>Altitude:</u></b>	Montreux 372 m (lake) – 2,042 m (Rochers-de-Naye)
<b><u>Architecture:</u></b>	Belle Epoque style in Montreux & Vevey

## **TOURISM DATA**

<b><u>Tourists:</u></b>	757'733 overnight stays for 399'068 visitors Countries of origin – TOP 5: Switzerland (market share 2019 : 43.5%), North America (8.1%), France (6.9%), China/Hong Kong/Taiwan (6.1%), UK/Ireland (5%)
<b><u>Media:</u></b>	488 journalists / 172 media trips Countries of origin – TOP 5: France, Switzerland, China, USA, Italy
<b><u>Tour operators:</u></b>	421 TOs / 47 familiarisation trips Countries of origin – TOP 5: Russia, China, UK, Australia, GCC

## GETTING THERE



## GETTING AROUND

Montreux Riviera boasts an excellent public transport network permitting fast easy access to a wide array of tourist attractions. Among the many options are buses, trains, funiculars and even boats!

Besides entitling the bearer to unlimited transport on rail, bus and boat, the Swiss Travel Pass also offers deals and free admission to regional tourist attractions. More information [here](#).

Upon arrival, guests staying in any of the region's hotels, holiday apartments or private clinics can take advantage of the free Montreux Riviera Card. It offers a number of benefits including:



- 50%

### VEVEY

- Alimentarium
- Chaplin's World
- Musée Jenisch Vevey
- Musée historique de Vevey
- Musée de la Confrérie des Vignerons
- Musée suisse de l'appareil photographique
- City walking tour

### BLONAY

- Musée du chemin de fer Blonay-Chamby

### CORSEAUX

- Atelier De Grandi
- Villa « Le Lac » Le Corbusier



- 50%

### MONTREUX

- Musée de Montreux
- City walking tour

- FREE

### MONTREUX

- Queen The Studio Experience + 🎁

- 50%

- Château de Chillon, Vevey
- Aquaparc, Le Bouveret
- Swiss Vapeur Parc, Le Bouveret
- FunPlanet, Rennaz
- Mines de Sel de Bex

- 50%

### LAKE

- Bateau Schiff Boat
- CGN Riviera Tour

### MOUNTAINS

- Les Pléiades
- Sonloup
- Rochers-de-Naye

- 20%

- Mosimann Collection, Le Bouveret
- Maison Cailler, Broc
- Glacier 3000



## **A DESTINATION WITH A GLORIOUS PAST**

Les Rochers-de-Naye | © Snapshots of The Past

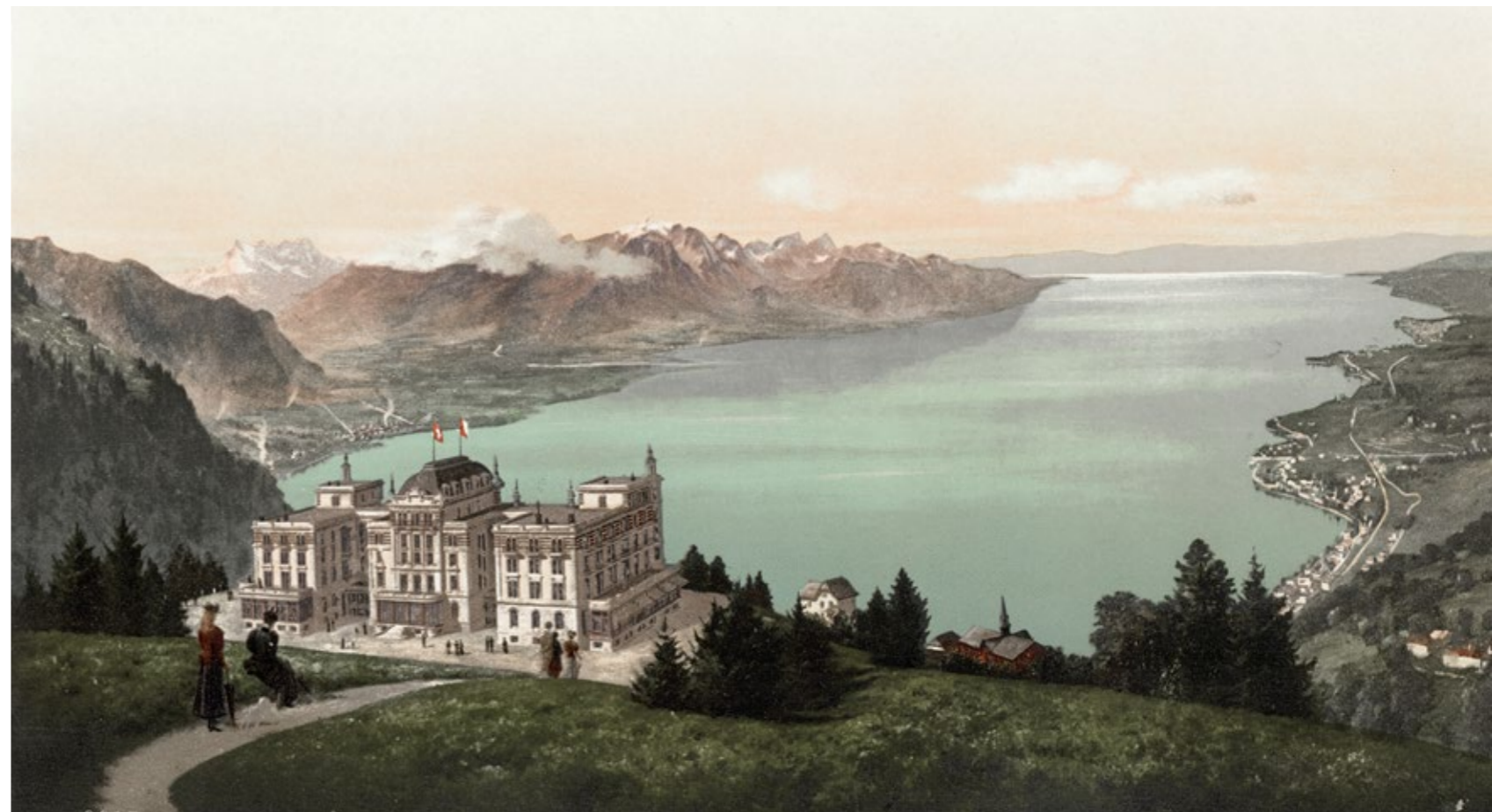


Remains of human activity found in the area stretching from Villeneuve to Lutry prove that the region, and specifically the lake shores, were inhabited going back as far as 4000 BC or before. Down through the centuries, Montreux Riviera was taken over by the Celts (750-450 BC), the Helvetians (from 450 BC) or the Romans (1 BC during the 5<sup>th</sup> century).

During the Middle Ages, the region was ruled by a succession of bishops and lords; the population subsisted on agriculture and viticulture (imported by the Romans). Montreux Riviera was ruled by the House of Savoy from 1250 until the Bernese conquest of 1536 which brought with it the changes spurred by the Reformation. A number of improvements left an indelible mark on the region including the beginning of the clearing and terracing of Lavaux since the 11<sup>th</sup> century, the building of Chillon Castle (12<sup>th</sup> century) and Châtelard Castle (15<sup>th</sup> century) as well as the extensive development of the towns of Villeneuve and Vevey.

The Vaudois Revolution of 1798 saw the region liberates itself from rule by the Bernese Bailiffs. In 1803, the newly established Canton of Vaud joined the Swiss Confederation. Then came the Riviera's golden age with the arrival of tourism and the Grand Tour – an educational rite of passage undertaken by young English aristocrats during the 18<sup>th</sup> century which profoundly changed and stimulated the area.

The success of works by Jean-Jacques Rousseau (*Julie, or the New Héloïse*, 1761) and Lord Byron (*The Prisoner of Chillon*, 1816) contributed significantly to



Caux | © Snapshots of The Past

sealing Montreux Riviera's international reputation and attracting the earliest visitors to the region. Enchanted by the descriptions of Chillon Castle and its surrounding area, the European aristocracy (particularly the English upper classes) found the tranquillity and escapism they desired. To attract even more visitors, Montreux's first guest house opened its doors in 1815. Everything gathered momentum with the building of the first major hotels from 1840 and the arrival of the railroad in 1861 – the legendary Orient Express even stopped at Territet train station!

While Montreux becomes a significant tourist hub, the town of Vevey particularly distinguished itself through its rapid industrialisation, renowned chocolate manufacturers, cigar factories and graphic arts studios. At the beginning of the 20<sup>th</sup> century, Vevey became the Canton's first industrial town while simultaneously

hosting celebrities in its lavish hotels. The winemaking area of Lavaux gradually evolved to become what it is today after the centuries of backbreaking labour required to build its 10,000 terraces.

Later on, in spite of the vicissitudes of the two world wars over the 20<sup>th</sup> century, tourism became a significant source of revenue for the area. The second half of the 20<sup>th</sup> century saw Montreux Riviera's flourish bringing international fame and sealing its reputation as the "Pearl of the Lake Geneva" – in particular thanks to the creation of the Montreux Jazz Festival in 1967 and the Lavaux area being listed as a UNESCO World Heritage site in 2007.



# A MULTIFACETED DESTINATION

## MONTREUX, TOWN OF MUSIC

«IF YOU WANT PEACE OF SOUL, COME TO  
MONTREUX.»

*FREDDIE MERCURY, BRITISH SINGER-  
SONGWRITER – LIVED FOR MANY YEARS IN  
MONTREUX.*

Situated between Lake Geneva and the Alps, Montreux enjoys a particularly pleasant climate and a gentle way of life, which, even in the 19<sup>th</sup> century, was already seducing the biggest names in literature and music. Montreux is famous for its gorgeous Belle Epoque buildings, flower-lined quays and the intimate and steep alleyways of its historic centre. In summer, the city vibrates to the sounds of the [Montreux Jazz Festival](#) and the [Septembre Musical](#) while from late November right through December the quays are suffused with the magic of the festive season guaranteed by the [Montreux Christmas Market](#) and the laughter that rings out from the Montreux Comedy Festival

**i**  
GRAND-RUE 45  
1820 MONTREUX  
T. +41 848 86 84 84

Statue Freddie Mercury | © Maude Rion



### DID YOU KNOW?

Deep Purple's rock hit «Smoke on the Water» is based on the Montreux Casino fire which the group witnessed. The fire began during a Frank Zappa concert in 1971 following a distress flare being launched by a fan.

**2233.4**  
HOTELS\* **KM<sup>2</sup>**  
**2547** land  
beds\*\*  **area**  
**26006**  
MONTREUSIENS  
**2M2C**  
MONTREUX MUSIC & CONVENTION  
CENTRE OFFERS  
**18 000 M<sup>2</sup>**  
OF EXHIBITION SPACE

\* including two 5\* and 5\* superior

\*\* in total – across all categories (excl. holiday apartments and B&Bs) and including Clarens, Glion, Territet, Chailly, Veytaux & Caux



## VEVEY, TOWN OF IMAGES

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«WE HAVE AN ATTRACTIVE HOUSE ON A 36-ACRE ESTATE OVERLOOKING THE CHARMING TOWN OF VEVEY (...). THE VIEW OVER THE LAKE AND MOUNTAINS IN THE DISTANCE IS EXTRAORDINARILY BEAUTIFUL (...)»

*CHARLES SPENCER CHAPLIN, BRITISH ACTOR, FILM-MAKER AND COMPOSER – LIVED AT CORSIER-SUR-VEVEY FOR 25 YEARS*

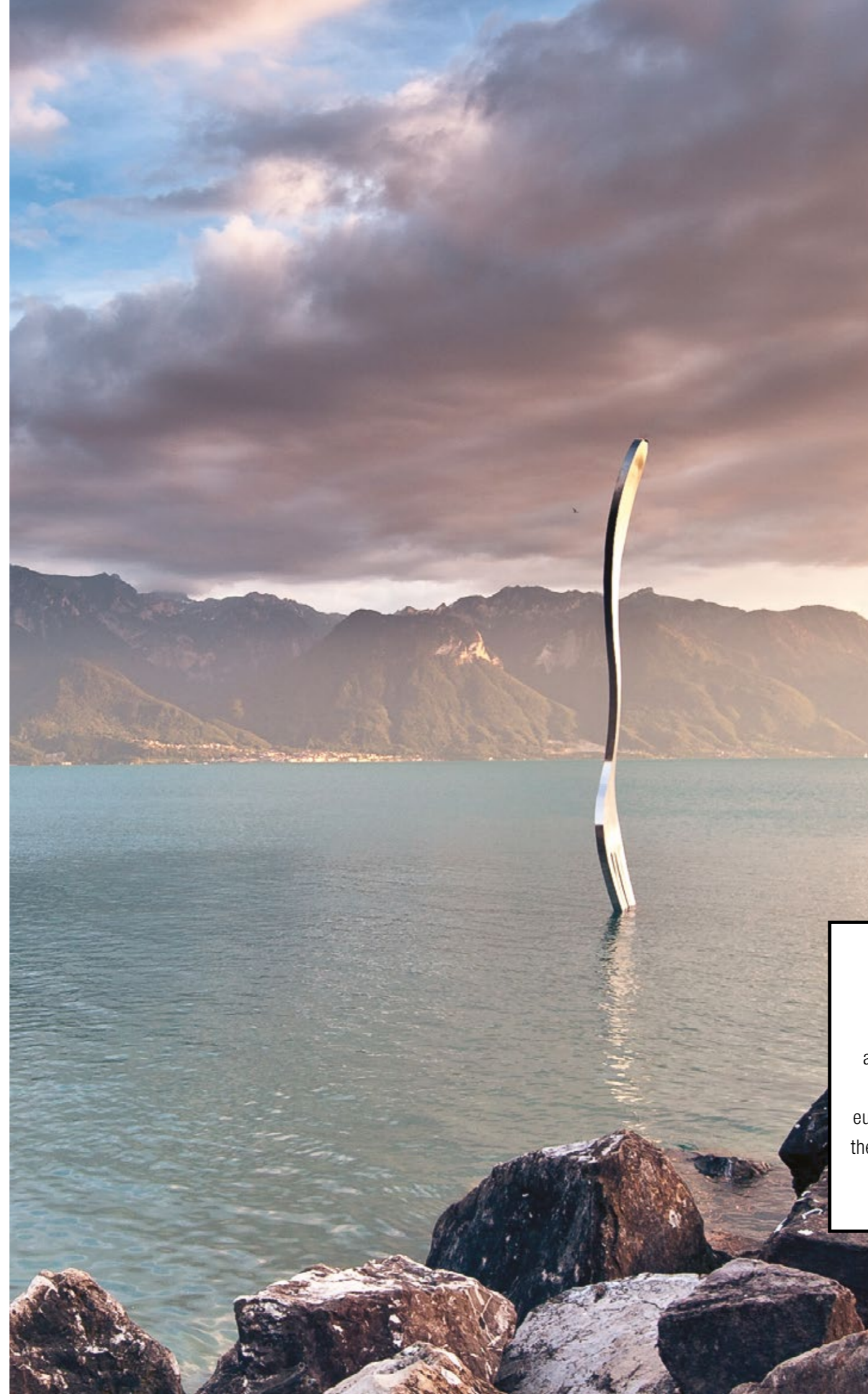
With Lake Geneva and the Alps as its backdrop, Vevey discreetly retains its worldly, lavish feel while simultaneously conserving its down-to-earth, working-class soul. Thanks to its historic centre dotted with shops, its quays and bi-weekly traditional markets, the town is the ideal destination for a stroll. [Jenisch Museum](#), [Swiss Camera Museum](#), [Alimentarium](#), [Brotherhood of Winegrowers Museum](#) and [Chaplin's World](#), the range of museums on offer in Vevey is vast and makes the city a major cultural hub. Vevey also hosts the [Festival Images](#), an open-air photography biennial event.

### **i**

GRANDE-PLACE 29  
1800 VEVEY  
T. +41 848 86 84 84

### **i**

PLACE DE LA GARE 4  
1800 VEVEY  
T. +41 848 86 84 84



**15**<sup>2.39</sup>**KM<sup>2</sup>**  
HOTELS\* *land area*  
**1083**  
BEDS\*\*   
**19904**  
VEVEYSANS  
**NESTLE**  
HEADQUARTERS

\* , including three 5\* and 5\* superior  
\*\* in total – across all categories (excl. holiday apartments and B&Bs) and including Chardonne, La Tour-de-Peilz, Saint-Légier, Blonay

### **DID YOU KNOW?**

Milk chocolate was first discovered in Vevey. In 1875, after years of research, Daniel Peter combined the milk power developed by Henri Nestlé in 1866 with cocoa: eureka! First sold as a chocolate drink, several years later the first bar of milk chocolate was produced and marketed under the name Gala Peter.



## LAVAUX UNESCO, CULTURAL LANDSCAPE

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« TAKE ME TO THE VINEYARDS OF LAVAUX »

*PRINCE, US SINGER-SONGWRITER*

– DEDICATED ONE OF HIS SONGS TO LAVAUX

Listed as a UNESCO cultural heritage site since 2007, the land stretching from Lutry to Corsier-sur-Vevey has been shaped by human hands since the 11<sup>th</sup> century. A rich array of wines are produced here, mainly white wine made from Chasselas, the region's king grape variety. This vineyard boasting 10,000 terraces, interwoven with viticulture paths and dotted with wine-producing villages, has retained its authenticity and integrity, offering an architectural heritage boasting an exceptional richness and diversity.

**i**

PLACE DE LA GARE  
1071 CHEXBRES  
T. +41 21 962 84 64

**i**

RUE DE LA GARE 10  
1096 CULLY / BOURG-EN-LAVAUX  
T. +41 21 962 84 54

**i**

QUAI GUSTAVE DORET (CABANE À GLACES)  
1095 LUTRY  
T. +41 21 791 47 65

Lavaux | © Maude Riton

### DID YOU KNOW?

Lavaux is also known as the «Land of the Three Suns». The first is the one shining in the sky, the second is the one reflected on the waters of Lake Geneva and the third one comes from the heat accumulated within the 400 km of terrace walls. These excellent conditions are conducive to the production of outstanding wines.

**9** 830 ha  
of vineyards  
**10**  
HOTELS municipalities\*  
& HOSTELS \*\*  
& **250**  
WINEGROWERS  
FAMILIES  
**31664**  
**3** RESIDENTS  
appellations  
AOC: LAVAUX  
DÉZALEY &  
CALAMIN

\* in the zone registered at the UNESCO heritage: Lutry, Bourg-en-Lavaux, Chexbres, Puidoux, Rivaz, Saint-Saphorin, Corseaux, Chardonne, Jongny, Corsier-sur-Vevey

\*\* including one 5\* and others across all categories (excl. holiday apartments and B&Bs)



## VILLENEUVE, THE WATERFRONT MARKET TOWN

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« WE ONLY SAW THE LAKE FROM ITS FURTHEST TIP WHICH GAVE THE IMPRESSION OF BEING BESIDE THE SEA »

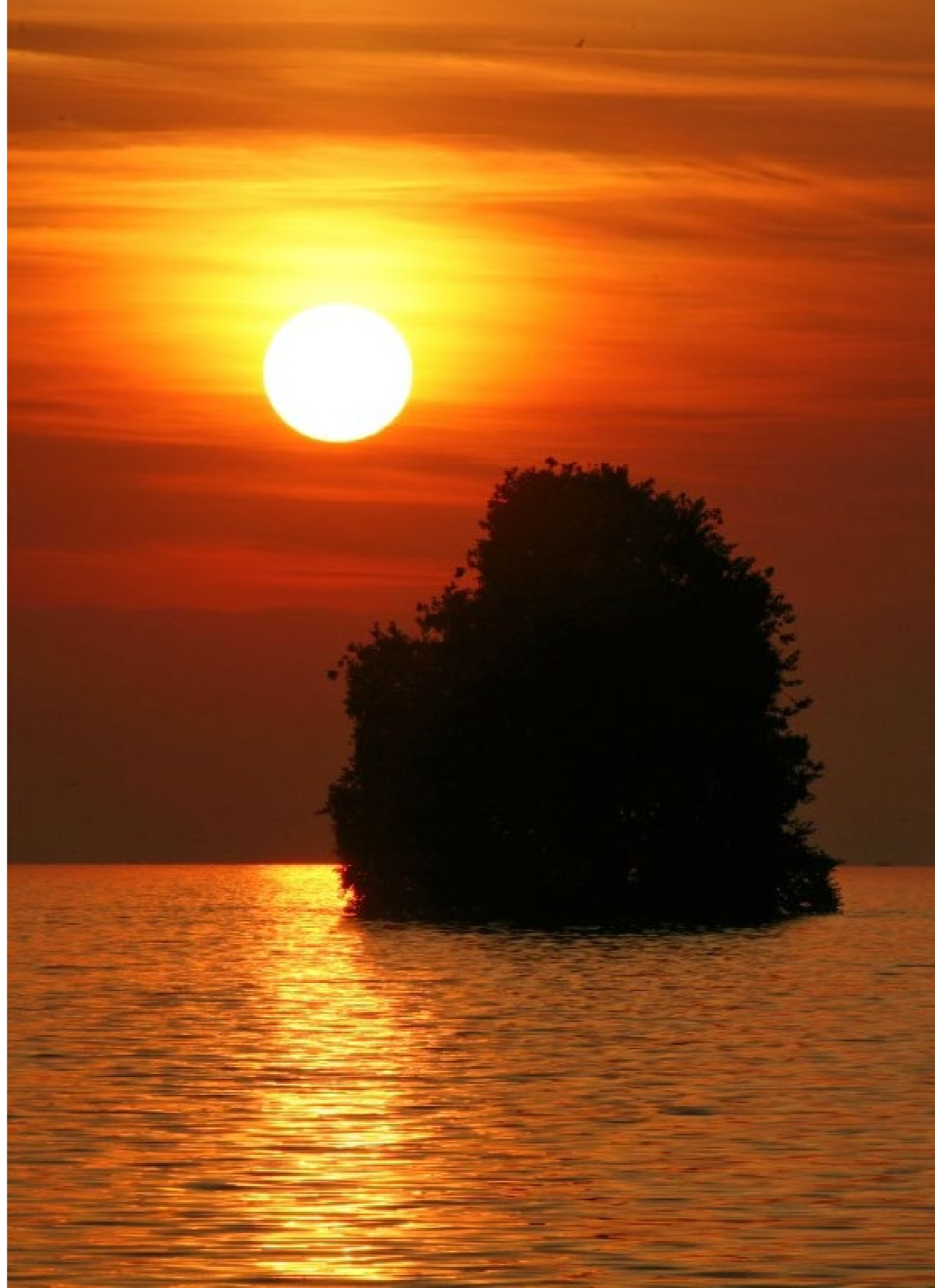
*OSKAR KOKOSCHKA, AUSTRIAN PAINTER & WRITER  
– LIVED FOR MANY YEARS IN VILLENEUVE*

The attractive town of Villeneuve is perched on the most southerly tip of the Swiss Riviera. Under the benevolent gaze of the Ile de Peilz, this city with its historic market town is particularly renowned for its vineyards and beauty of the surrounding countryside. The hills of Villeneuve morph into the shapes of chestnut trees planted in the recently rehabilitated groves of Montolivet and Chenaux which offer shelter to these centuries-old fruit trees. Not far from here, the birds have found their paradise in the form of the Grangettes Nature Reserve, much to the delight of ornithologists.

**i**


PLACE DE LA GARE 5  
1844 VILLENEUVE  
T. +41 21 962 84 81  
F. +41 21 962 84 83

Ile de Peilz | © Christof Sonderegger



### DID YOU KNOW?

Endless legends centred on Ile de Peilz abound. One legend tells a story that dates back to the 19th century about a young English couple. They were engaged to be married and staying in the region when the man drowned while swimming in the lake. As legend would have it, the girl built this little island in the exact spot where the tragedy occurred calling it «Ile de Paix» (island of peace) in memory of her beloved.

**1**  
APPELLATION  
**3** AOC  
Chablais  
HOTELS\* **32.04**  
 **KM<sup>2</sup>**  
**5771**  
VILLENEUVOIS

3 hotels, across all categories  
(excl. holiday apartments and B&Bs)



# **WHAT'S ON IN MONTREUX RIVIERA?**

## **CULTURE & LEISURE**

### **CHAPLIN'S WORLD BY GRÉVIN – 2020 MUSIC TIMES UNTIL 30<sup>TH</sup> SEPTEMBER**

In 2020 Chaplin's World will showcase Charlie Chaplin's music and welcome visitors throughout the year at numerous tributes to the artist, composer and musician. Starting on March 13, the Manoir de Ban will host "The Sound of Charlie Chaplin", a temporary exhibition conceived by the Philharmonie de Paris and now staged at the museum. Concerts, shows, films, discussions and musical events will alternate during the year.

### **WORLD OF STRATEGY: WELCOME TO THE FORT DE CHILLON!**

A labyrinth of galleries in the heart of the mountain and a legendary location will finally open its doors to the general public. Buried deep in the rock and exactly opposite Chillon Castle, this former military monument, which was on the military's secret list until as recently as 2001, will be reborn as a museum between now and Autumn 2020. Creator and director of the museum concept François Confino promises an erudite blend of technology, staging and tactile experiences ...to plunge visitors into the astounding history of a fortress designed for the country's defence.



Chillon | © Sébastien Closuit

## **REMODELLING OF THE EXTERNAL AREAS AROUND CHILLON CASTLE**

On completion of work lasting several years, Chillon Castle will soon offer a wider range of facilities for visitors. Starting in spring 2020 visitors will find a new layout and displays around this historic monument. Dubbed the "English garden," the remodelling includes a cafeteria in the midst of a historically styled garden as well as the enhancement of the paved pilgrim's way ultimately leading to Italy. The culmination of the refurbishment is the new "Café Byron," a restaurant capable of seating up to 60 people indoors and 20 on the terrace and will therefore supplement the catering facilities around Chillon Castle.

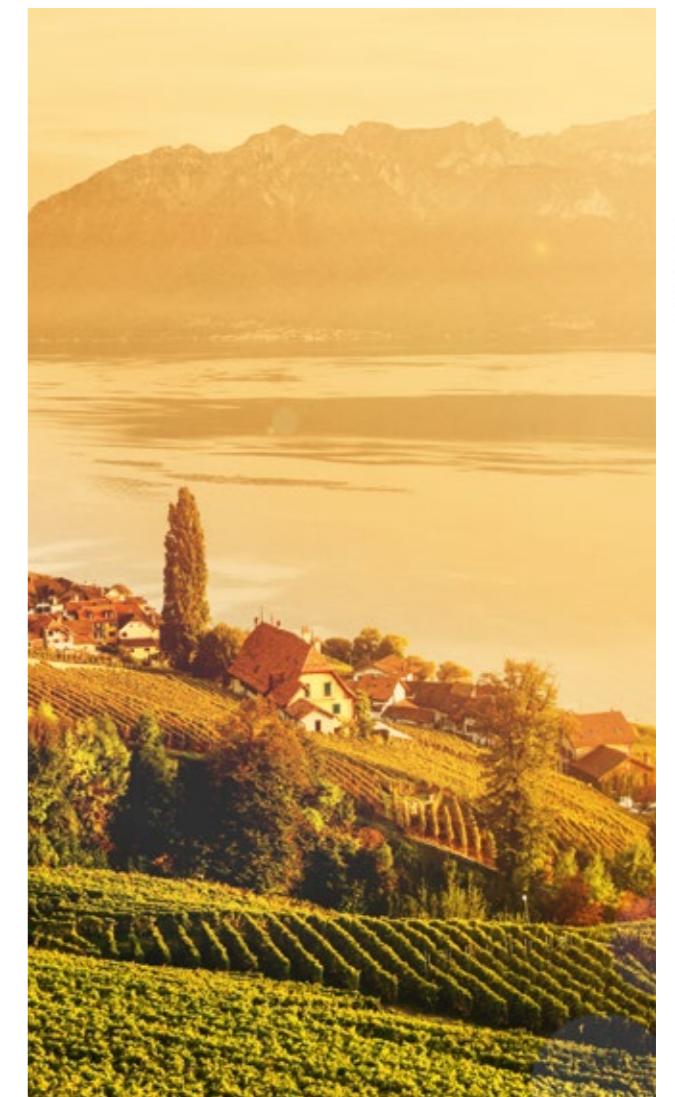
## **GOLDENPASS EXPRESS**

Visitors wishing to travel by rail from Interlaken to Montreux have to change at Zweisimmen. This is because the MOB railway company which links these two tourist centres actually operates tracks with two different gauges which meet at Zweisimmen. However, starting in Summer 2021, railway carriages able to switch between gauges will make it possible to travel between Interlaken and Montreux without the need to change trains. A piece of technical wizardry enables the train to switch from 1 metre gauge to standard gauge (1.435 m/4 feet 8.5 inches) in a matter of seconds.

## **GASTRONOMY**

### **MONTREUX RIVIERA JOINS THE WINE TOURISM WORLD**

Vines clad the steep hillsides of Montreux Riviera between Villeneuve and Lutry. The inclusion of the Lavaux vineyards in the list of UNESCO World Heritage Sites in 2007 and, more recently, the addition of the Fête des Vignerons in 2019 to this list have given the region an aura of prestige in the world of viticultural expertise reaching far beyond the borders of Switzerland. A large number of opportunities for wine tourism have been launched in the region so that visitors can share this wealth of knowledge; these tours can now be reserved on the Montreux Vevey Tourisme on-line platform.



Maude Rion







# CHAPLIN'S WORLD

## A BOLD NEW EXHIBITION SPACE

Located in the heart of the Vaud Riviera, the world's only venue entirely dedicated to the life and work of the legendary Charles Spencer Chaplin opened to the public on 17 April 2016. Chaplin's World by Grévin immerses visitors in the world of Charlie Chaplin and has become a key attraction in Switzerland's cultural landscape. Just over two years after it officially launched, Chaplin's World has been voted best museum in Europe for 2018 by the European Museum Academy (EMA).

## A UNIQUE CONCEPT MARRYING CULTURE AND ENTERTAINMENT

The 1,850 m<sup>2</sup> of exhibition surface is divided up into three distinct spaces which draw on a symbiosis of scenography, multimedia and cinematography. A journey inspired by unravelling the mysteries behind both this heritage-listed site where Charlie Chaplin and his family once lived and the collection of works



this great 20<sup>th</sup> century character is famous for.

## Manoir de Ban: Chaplin's private home

Chaplin's World is housed in the domain of Manoir de Ban – a majestic building listed in the Swiss Inventory of Cultural Property where Charlie Chaplin spent the final 25 years of his life. The 500 m<sup>2</sup> staging of the Manoir is dedicated entirely to Charlie Chaplin the man, and to his daily life. Some rooms in the Manoir have been recreated with furnishings and personal items. On the first floor, visitors will discover new aspects of the intimate life of Charlie Chaplin, his many travels around the world, the celebrities he met and the rhythm of family life in their new home in Switzerland.

## The Studio: focus on a 65-year career

The Studio is a 1350 m<sup>2</sup> building built on the domain to present the cinematographic world of the artist. The tour starts with a montage of images tracing Chaplin's life and work. It continues onto a street right out of an Easy Street decor. In a decor drawn from the movie, The Circus, discover great actors of the silent movies such as Buster Keaton and Laurel and Hardy. Then, try to mime the most varied figures of Charlot's Pantomime. Enter a production set and experience the atmosphere of a film set under the projectors: in the cabin of The Gold Rush or in the decor of the machine in Modern Times. A recreated editing room explains how the unforgettable music and images were imagined, shot and edited. Move along Hollywood Boulevard and find Charlot in situations most characteristic of his personage: human, dramatic and funny in moving scenes of the barber in The Great Dictator, the restaurant in The Immigrant, the cabin in The Gold Rush, and The Bank.

©Chaplin's World Copyright Bubbles Incorporated

## The Park: a protected wilderness

Charlie Chaplin enjoyed the tranquillity and beauty of the park where he strolled each day with his wife, Oona, and his children, and loved to picnic. As a part of the tour, this four-hectare park welcomes children and adults and delight those in love with the region.



Chaplin's World™ © Marc Ducrest Bubbles Incorporated SA

Finally, 30 wax figures created by Grévin add a human touch to the backdrop of Manoir de Ban and the Studio: the Little Tramp, Oona Chaplin, politicians whom Chaplin met including Gandhi or Churchill, artists who had crossed his path in Hollywood – from Paulette Godard to Buster Keaton – or at Manoir de Ban, the likes of Sophia Loren and Albert Einstein.

The 2020 programme, called “2020 Music Times!”, is dedicated to the entire musical corpus of Chaplin's work. Concerts, shows, the temporary exhibition and other events, all referencing Chaplin's music, will be held at intervals throughout the coming seasons at the Manoir de Ban. The complete programme can be found [here](#)

To find out more please go to: [www.chaplinsworld.com](http://www.chaplinsworld.com)





# **CHILLON CASTLE**

## **HISTORY TO DATE**

**Painted by Courbet and Delacroix and depicted in literature by Rousseau, Byron and Hugo, this fortress is a mediaeval gem in a dream setting. Once a highly strategic military location, Chillon Castle is now Switzerland's most visited historic monument (record of 431,946 visitors in 2019).**

## **NINE CENTURIES OF HISTORY**

The rocky island on which the castle is built was both a natural protection and a strategic location to control the passage between north and south. The oldest mention of the castle dates from the 12th century when the House of Savoy controlled the building. Under its rule, important reconstruction works were carried out leading to the construction of the castle as it is today. Conquered in 1536 by

the Bernese, the fortress became the residence of the Bailiwick of Vevey, and was subsequently used as an arsenal and then a prison. In 1798, Chillon fell into the hands of the Vaudois and became the property of the Canton of Vaud. In the 19th century, Chillon Castle was made famous by the countless stories told by writers such as Jean-Jacques Rousseau, Shelley, Victor Hugo, Alexandre Dumas and in particular Byron. Inspired by the historic episode of the imprisonment of Bonivard in the 16<sup>th</sup> century, Byron wrote his world-renowned poem *The Prisoner of Chillon*.

In partnership with the Canton of Vaud, the Chillon Castle Association, established in 1887, has been working for over a century on the restoration of the castle (with works first being undertaken in the late 19th century) and its promotion as a tourist attraction. Among all of Switzerland's feudal castles, Chillon remains the most complete picture of a Middle Age seigneurial fortress.

## **VISIT CHILLON FOR A JOURNEY BACK IN TIME**

Take a tour of the monument from the basement to the dungeons at the highest part of the castle. Each room unveils a part of Chillon's history as well as daily life under the House of Savoy and later the Bernese bailiffs. Visitors can discover 14th century mural paintings preserved in the room reserved for the Dukes of Savoy and the chapel, a vast collection of trunks and furniture on show in every room and of course the prison – made famous by the story of Bonivard. A selection of weapons are also exhibited. The four formal great halls in the castle where sumptuous banquets were once held immerse visitors in daily life during the Middle Ages. Partially sheltered by the lake, on the mountain side, Chillon is also home to watchtowers and wall-walks.

There are a range of options available to visitors including individual or group tours, unaccompanied visits, or visits with a guide or audioguide. It is possible to find out more about the site's thousand-year history thanks to the eight short films available to view at the audiovisual terminals spread throughout the castle.

To find out more please go to: [www.chillon.ch](http://www.chillon.ch)





# LAVAU, UNESCO WORLD HERITAGE SITE

## AN INCREDIBLE MOSAIC

**Comprised of 830 hectares, 400 kilometres of wall and 10,000 terraces spread over 40 levels of vineyards that plunge vertiginously into the azure waters of Lake Geneva, Lavaux, a UNESCO World Heritage site since 2007, is one of the most spectacular vineyard in the world.**



Lavaux, le village d'Epesses | © Samuel Bitton

## UNESCO WORLD HERITAGE LISTING

Shaped since the 11<sup>th</sup> century by Cistercian monks and later by generations of winemakers who preserved the area's traditions, Lavaux is one of Switzerland's largest wine-producing regions. It is possible to observe the area's striking evolution and development, which occurred over almost 1,000 years, thanks to the balanced interaction between its inhabitants and the environment.

Lavaux is a prime example of a landscape that conveys a history of habitation and the type of traditional human settlement and occupation of land representative of a culture. For these reasons, Lavaux is exceptional and was listed as a World Heritage cultural landscape by UNESCO in 2007.

## THE VINE, THE GOLD OF LAVAU

This 830-hectare terraced vineyard located on the vertiginous shores of Lake Geneva between Montreux and Lausanne offers one of the most stunning panoramas in the world. The vineyard terrain, with its steep slopes, has a characteristic identity that renders the wines of Lavaux unique thanks to their very typical character which is discernible to the taster through long-lasting, powerful and harmonious aromas and flavours. The king of Lavaux, the Chasselas, is a typically Swiss white grape variety.

## A LIVING SITE

The Lavaux area is also dotted with fourteen viticulture villages where over 250 families continue to produce wine in Lavaux. Clinging to vineyard slopes or Lake Geneva's shores, these villages have preserved their wine-growing tradition and ancient houses. Wandering through the narrow streets of these villages, it is not rare to discover a tiny opening that allows the visitor to glimpse a panorama blending vineyards, the lake and the Alps. Lavaux is filled with great places for food lovers to sample authentic, locally produced gastronomic or simply-prepared cuisine. The region's cellars and wine bars mean visitors also have the opportunity to taste an array of local vintages.

Besides national-scale events such as the [Cully Jazz Festival](#) and [Lavaux Classic](#) other events take place each year in Lavaux including [Epesses en Fête](#) and [Lavaux Passion](#).

## DISCOVER LAVAU

Accessible by public transport or car, it is easy to get around Lavaux on foot thanks to vineyard trails that mean walkers can readily get from one village to another. Visitors can avail of unaccompanied or guided tours of the vineyards thanks to certified guides from [Lavaux Patrimoine Mondial Association](#). There are a range of options on hand so visitors can explore the area without expending too much energy: from the little tourist train that winds its way through the slopes ([Lavaux Express](#) and [Lavaux Panoramic](#)) to the boats operated by [Lake Geneva General Navigation Company \(CGN\)](#).



## **TOP 10** **LEISURE ACTIVITIES**

**From the palm trees that line its quays to the snowy peaks of the Alps, Montreux Riviera distinguishes itself thanks to the varied landscape that lies within a 225 km<sup>2</sup> radius: a microcosm of the best of what Switzerland has to offer. This richness offers a wide range of leisure activities.**



Les Rochers-de-Naye | © Montreux Riviera

### **CHOCOLATE TRAIN AND CHEESE TRAIN**

Departing Montreux on board the GoldenPass Classic train with its glamorous Belle Epoque appearance, the visitor embarks on a discovery of two typically Swiss specialities. In high season (May-Oct), the famous Chocolate Train brings visitors to the legendary Maison Cailler Nestlé in Broc where the secrets of chocolate making are revealed. The itinerary continues onto the medieval village of Gruyères famous for its cheesemaking. From 2019 on, only the breathtakingly scenic rail route from Montreux to Monbovon will operate due to technical reasons. Transfers from Montbovon to Gruyères and Broc, and back to Montreux, will be made by bus. In winter (Dec-April), the Cheese Train runs to Pays-d'Enhaut where the visitor can discover small-scale, traditional cheesemaking practices. A fondue meal in a rustic setting and a visit to the Museum of the Vieux Pays-d'Enhaut provide the perfect finish to this excursion.

### **ROCHERS-DE-NAYE**

Towering at an altitude of 2,042 m, Rochers-de-Naye has long been a favourite destination for nature lovers. A rack railway train brings the visitor on a 1,600 m high journey that traverses lake landscapes and mountains. The view from the summit of Rochers-de-Naye is breathtaking, overlooking Lake Geneva and the Alps. From this point, you have a whole array of activities to choose from, including hiking or walks for the whole family, visiting the Rambertia alpine garden, Via Ferrata and skiing in the winter.

### **LAVAUX EXPRESS & LAVAUX-PANORAMIC**

Trains that run on wheels not railways! In high season (Apr-Oct), these two trains meander through the steep vineyards of Lavaux, stopping for approximately an hour and a half so that visitors can admire the stunning views over the vineyards. The Lavaux Express operates the Lutry-Aran-Grandvaux-Lutry and the Cully-Rieux-Epesses-Dézaley-Cully lines. A special train offers wine cellar tours three evenings a week. The Lavaux-Panoramic line runs from Chexbres to either Saint-Saphorin village or Chardonne village with a welcome stop along the way to enable visitors to sample some local wines.

### **MOB GOLDENPASS PANORAMIC**

An ultra-modern train featuring carriages fitted with panoramic windows, the MOB GoldenPass Panoramic takes two hours to travel from Montreux to Zweisimmen where connections to Interlaken are available. The entire route is characterised by a breathtaking backdrop of Alpine countryside interwoven with picturesque villages like Gstaad and Chateau-d'Oex. The ambitious GoldenPass Express project will be launched by the end of 2020 enabling passengers to travel from Montreux to Interlaken in three hours without changing trains. Three major tourist destinations (Montreux, Gstaad and Interlaken) will be directly linked by an enchanting rail route.

GoldenPass Panoramic | © GoldenPass







Croisière CGN | © Grégoire Chappuis

### LAKE CRUISES

Lake Geneva General Navigation Company (CGN) operates the world's largest fleet of Belle Epoque paddle steamers. The vessels are classified as historic monuments of national importance. With daily departures from Montreux, Vevey or Villeneuve, gastronomic or sightseeing cruises enable the visitor to observe the region's hillsides, castles, vineyards and mountains in a new light, lulled by the gentle rocking of the waters of Lake Geneva.

### NARCISSI

The narcissus – the symbolic flower of the Swiss Riviera – covers the hillsides of Montreux-Vevey with its gleaming white from May to June. A key attraction during Belle Epoque period, the flowers, also known as “May snow”, are ideally admired during unaccompanied walks or guided tours along marked trails. Montreux-Vevey Tourisme has created a dedicated [website](#) so that visitors can find out when the narcissi meadows are in bloom and arrange walks to see them.

### THE GRANGETTES NATURE RESERVE

At the foot of the Arvel and Grammont mountains, at the same height as the towns of Villeneuve and No-ville, the natural reserve is the last area of protected ground on the banks of Lake Geneva. Its unspoiled natural beauty has made it a paradise for nature lovers.

Crouching behind the bushes or the reed beds is a rich universe of winged and aquatic creatures where visitors (if they are patient) can see herons, kingfishers, beavers or several migratory birds taking refuge in this biotope – the only one of its kind in Europe.

### THE QUAYS OF THE RIVIERA

The 12 km walk between Vevey and Villeneuve (taking a break on the stretch between La Tour-de-Peilz and Clarens) offers breathtaking views of Lake Geneva and the Alps. Dotted with interesting tourist sites, this walk along the lake shore is ideal for those who wish to discover the Riviera without too much climbing.

### WINTER FUN

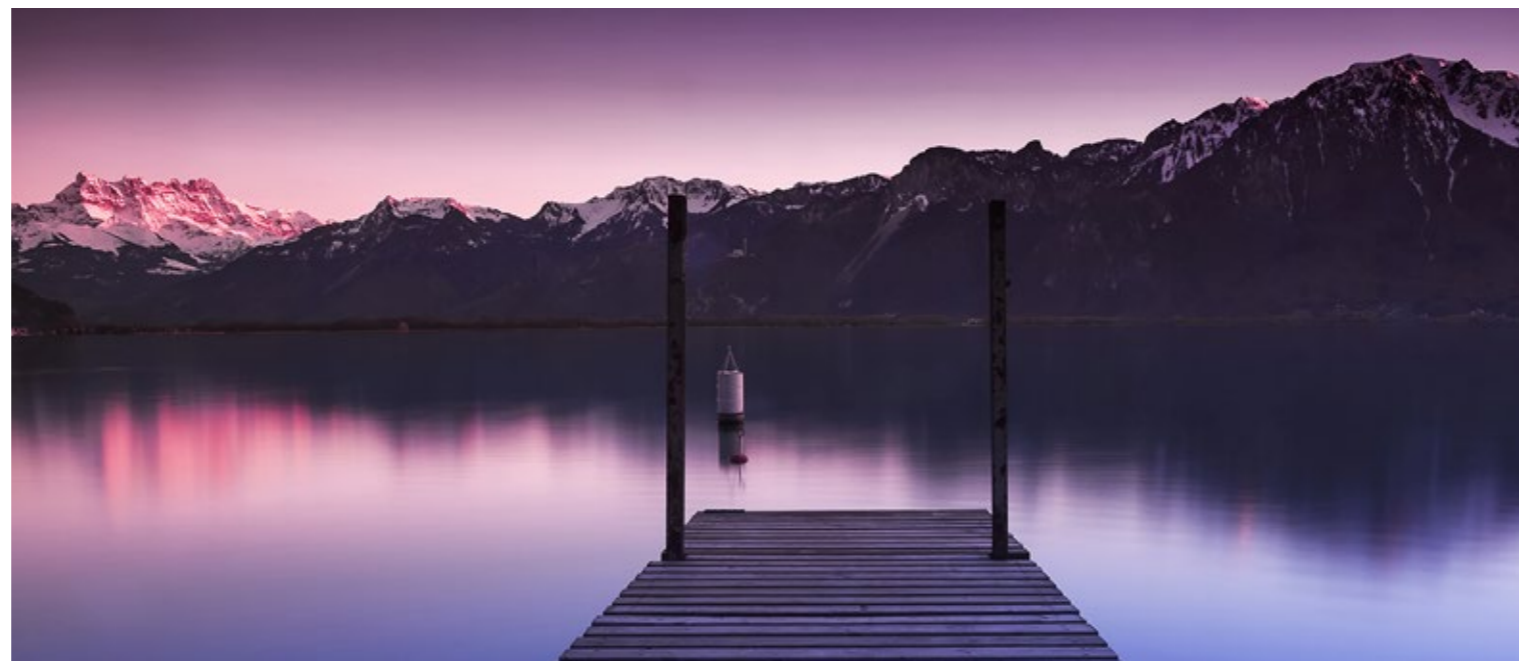
Once the snow begins to fall, the slopes of Montreux Riviera (Les Rochers-de-Naye, les Pléiades, Les Avants) – rising to an altitude of 2,042 m – are the ideal winter sports destination. Fun winter activities such as downhill or cross-country skiing, snowboarding, snowshoe hiking or toboggan rides will delight visitors of all ages and levels – with panoramic views of Lake Geneva adding to the enjoyment. And thanks to its unrivalled geographic location, Montreux Riviera is just one hour from the top ski resorts of the Vaudois and Bernese Alps: [Leysin](#), [Villars](#), [Gstaad](#), [Les Diablerets](#) et [Glacier 3000](#). The [Montreux Riviera Swiss Ski School](#) offers several experiences and specially tailored packages for families and beginners, which can be found on their website.

### WATER FUN

Lake Geneva, Central Europe's biggest lake, is a huge watersports playground. No need to be an experienced sailor to navigate the waters: hiring pedal boats, canoes/kayaks/surfboards or stand-up paddle boards are just some of the ways to get around on the water. The various natural and man-made beaches scattered about are ideal for sunbathing or taking a dip in the Lake's crystal waters.

Montreux Riviera offers a host of other leisure activities and excursions for visitors: [here](#).

Montreux | © Alex Teuscher





# **TOP 10** **CULTURAL** **ACTIVITIES**

**While the area captivates visitors thanks to its magnificent scenery, it is also home to a cultural heritage reflecting the richness and dynamism of Montreux Riviera.**

Musée Jenisch | © Edouard Curchod



## **CHILLON CASTLE**

This thousand-year old fortress is a mediaeval gem in a dream setting. Once a highly strategic military location, Chillon Castle is now Switzerland's most-visited historic monument and one which is not to be missed on a visit to Montreux Riviera!

## **CHAPLIN'S WORLD**

Located in the heart of the Vaud Riviera, the world's only venue entirely dedicated to the life and work of the legendary Charles Spencer Chaplin opened to the public on 17 April 2016. Chaplin's World by Grévin immerses visitors in the world of Charlie Chaplin and has become a key attraction in Switzerland's cultural landscape.

## **LAVAUX, UNESCO WORLD HERITAGE SITE**

Comprised of 830 hectares, 400 kilometres of wall and 10,000 terraces spread over 40 levels of vineyards that plunge vertiginously into the azure waters of Lake Geneva, Lavaux is one of the world's most magnificent wine-growing regions. Listed as a World Heritage cultural landscape by UNESCO in 2007, the area bears witness to the fascinating interaction between the inhabitants and their environment thanks to the preservation of local cultural traditions.

## **WORLD OF STRATEGY : FORT DE CHILLON – OPENING IN AUTUMN 2020**

A labyrinth of galleries in the heart of the mountain and a legendary location will finally open its doors to the general public. Buried deep in the rock and exactly opposite Chillon Castle, this former military monument, which was on the military's secret list until as recently as 2001, will be reborn as a museum in Autumn 2020. Creator and director of the museum concept François Confino promises an erudite blend of technology, staging and tactile experiences ... to plunge visitors into the astounding history of a fortress designed for the country's defence.

## **MUSÉE JENISCH**

The second-largest art museum in the Canton of Vaud, the Musée Jenisch has acquired major collections of works on paper over the years. This neo-classical style building is home to a vast collection of paintings (Balthus, Courbet, Corot, Hodler, Morandi, Picasso, Vallotton), drawings (National Drawing Centre) and prints (Cantonal Prints Collection), as well as masterpieces from the Fondation Oskar Kokoschka which houses the world's biggest collection of the artist's work. The museum also organises three temporary exhibitions each year.

## **ALIMENTARIUM**



Lavaux, Patrimoine Mondial de l'UNESCO | © Sébastien Staub

This is the world's first-ever museum entirely dedicated to food. The museum favours a fun, educational, multifaceted and interactive approach. Founded by the Nestlé group, the museum explores eating habits past and present, adopting a global and independent point of view while fostering interaction and dialogue with visitors.



## THE HISTORIC CENTRES OF MONTREUX & VEVEY

With their opulent homes, cobbled streets and ancient stonework, a stroll around the historic centres of Montreux and Vevey is a gentle voyage into the past of these two towns.

Vevey's historic centre, only a short walk away from Lake Geneva, is dotted with historical monuments and museums (like the Vevey Historical Museum and the Brotherhood of Winegrowers Museum) that bear witness to its rich heritage. Rue du Lac leads to Vevey's picturesque pedestrian area which has an intimate feel thanks to its little narrow streets, hidden passageways, as well as a wide variety of artisan workshops, boutiques and restaurants. Returning along the lake the visitor will come across a statue of Charlie Chaplin - who lived for 25 years in Corsier-sur-Vevey - erected on Quai Perdonnet.

A detour down a street or into a shop in Montreux's even more tucked-away historic centre offers glimpses of a panorama blending lake, mountains and forests that never ceases to amaze. The streets are also home to a number of interesting cultural sites: The Musée de Montreux brings to life the area's rich history and the Maison Visinand features exhibitions dedicated in particular to fine arts and photography. Nestled in the Les Planches district, the intimate 120-seat Théâtre Montreux-Riviera (TMR) offers an excellent programme all year round.

## QUEEN : THE STUDIO EXPERIENCE

Casino Barrière de Montreux is home to the legendary "Mountain Studios" which has seen a parade of artists such as David Bowie, The Rolling Stones, Led Zeppelin and Queen walk through its doors. Closed in 2002, the venue was renovated in 2013 to include an exhibition space entirely dedicated to Queen. This exhibition retraces one of the most important periods in the life of this legendary band: the writing and recording of six albums in the studio between 1978 and 1995. It also offers visitors the opportunity to "get a feel for" this creative environment and soak up the atmosphere of the music. Also featured are memorabilia from the studio including archives, personal items belonging to the group, handwritten versions of their original songs and videos, etc..



Vieille Ville de Montreux

## VILLA "LE LAC" LE CORBUSIER

The villa "Le Lac" is a small house situated on the lake shore at Corseaux designed for the parents of the famous architect Le Corbusier and built in 1923-24. The first example of Le Corbusier's modern architecture in Switzerland, the villa "Le Lac" (the most modest of the "white villas") can now be seen as a true design triumph. The house is an excellent illustration of Le Corbusier's principles incorporating the quest to achieve a human scale, the strict attention to proportion and the optimal use of each area. On 17 July 2016, Le Corbusier's Villa "Le Lac" was entered into the UNESCO World Heritage Site list as an Outstanding Contribution to the Modern Movement.

## THE SWISS CAMERA MUSEUM

Opened in 1979 in Vevey, the Swiss Camera Museum was extended in 2001. The radical technical changes in the field of photography brought about a swift growth incorporating these new technologies. The museum exhibits objects ranging from camerae obscurae and other magic lanterns to digital cameras. It also shows photos and tells the story of some of the inventors who left their imprint on photography. All year round, temporary exhibitions complete the permanent collection. There are also games, texts and specific installations geared towards a younger audience.

Montreux Riviera offers a host of other cultural activities for visitors: [here](#)





Blaise Duboux © Suisse Tourisme

## LIFESTYLE

**While Montreux attracts visitors with its magnificent natural and man-made heritage, it is also renowned and admired for its laid-back lifestyle. Picturesque vineyards producing exceptional wines together with excellent restaurants serving authentic and creative cuisine mean Montreux Riviera stands out as a mecca for fine wine and food.**

**Finally, walks interrupted by a spot of shopping or a relaxing break on a terrace shaded by palm trees provide the perfect finishing touch for this destination with its discreetly Mediterranean feel.**

## THE ART OF WINEMAKING

Benefiting from a mild climate and optimal sun exposure, the area's hillsides form the ideal terrain for wine production. The oldest written testimonies confirm that vines were being cultivated in various locations around what is now the Canton of Vaud from the 9th century onwards. In the village of Lutry, the vine was already being mentioned in 997. Centuries of expertise, passed down from generation to generation, have resulted in a rich variety of wines. At Montreux Riviera, white wine reigns supreme;

it constitutes approximately 80% of the harvest of which 90% is derived from the Chasselas, the king grape variety of Lavaux and Villeneuve. White wine is considered to be the best option as an aperitif while its delicate taste and excellent minerality have led it to be recognised as a choice wine among gastronomic circles. The remaining 10% of white grapes are divided between the Pinot Gris, Viognier and Chardonnay in particular. Red wine has in no way been left behind with the cultivation of noble-category grapes including Pinot Noir, Gamay, Gamaret and Garanoir.

There are four AOC appellations for Montreux Riviera region: Chablais AOC (Villeneuve), Lavaux AOC (from Lutry to Chillon Castle), Calamin Grand Cru AOC and Dézaley Grand Cru AOC – two appellations located in the terraced vineyards of Lavaux.

## **PLACES TO TASTE LOCAL WINE...**

### **Lavaux Vinorama**

A Lavaux wine and vine research centre: this environmentally friendly building which boasts a singular architectural concept has both an educational and a social function. More than 200 wines produced locally can be tasted at this bar. Its screening room offers viewers the chance to experience "A winegrower year" – a short film translated into eight languages, which received 3 prizes at the CEnovideo International Festival and shows the work of a Lavaux winemaker over a year from one season to the next. Groups must reserve in advance.



Lavaux Vinorama

### **At a winery**

More than 300 winemakers cultivate vines in Lavaux. From imposing buildings nestled amongst the vines to village houses, winegrowers open the doors to their premises or cellars to receive wine lovers for tastings and visits. During opening hours or by appointment only.

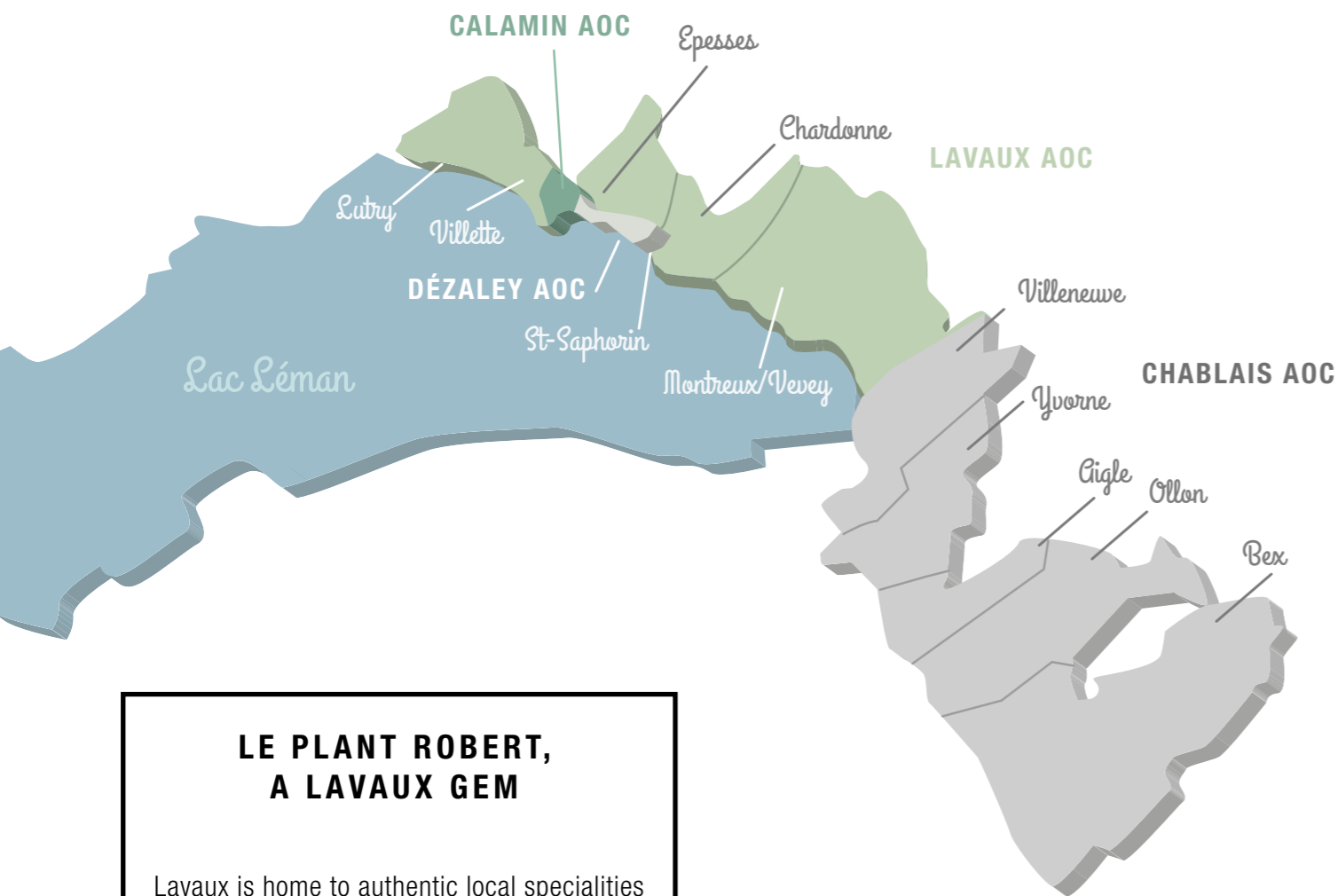


### **Wine bars & cellars-bars**

Wine bars and cellars-bars are scattered all around the vineyards of Lavaux. These friendly gathering places offer wine enthusiasts the opportunity to taste local vintages.







### LE PLANT ROBERT, A LAVAUX GEM

Lavaux is home to authentic local specialities such as the Plant Robert (also called Robez or Robaz). After almost disappearing in 1960, this grape owes its survival to the Cully winemaker and nurseryman Robert Monnier. Conscious of safeguarding Lavaux's viticulture heritage, Robert Monnier took cuttings from a number of vines doomed to disappear due to their proximity to the A1 motorway. This ancient Gamay variety possesses a dark hue, a fruity taste and spicy and peppery notes. Sometimes temperamental depending on its age, it requires strict monitoring as regards the ideal moment to harvest it. To ensure its authenticity and sustainability, an association was specially created in 2002 by three vine-growing winemakers: the [Association Plant Robert-Robez-Robaz](#)

#### CHABLAIS AOC

**Production area :** Villeneuve (excluding: Yverne, Aigle, Ollon, Bex)  
**Area :** 63 ha  
**Dominant grape varieties:** Chasselas, Pinot noir  
**Soil type :** stony  
**Characteristics:** warm and powerful vintage wine with an excellent minerality as it ages

#### LAVAUX AOC

**Production area :** Lutry, Villetta, Epesses, Saint-Saphorin, Chardonne, Vevey-Montreux  
**Area :** 759 ha  
**Dominant grape varieties:** Chasselas, Pinot noir , Gamay  
**Soil type :** moraine, clay-limestone  
**Characteristics:** citrus-fruit flavour, floral notes, roundness on the palate, refined elegant bouquet undertones, full-bodied and crisp with an excellent minerality

#### CALAMIN GRAND CRU AOC

**Production area :** Lavaux, between the Route de la Corniche and Lake Geneva, to the south and south-east of the village of Epesses  
**Area :** 16 ha  
**Dominant grape varieties:** Chasselas  
**Soil type :** moraine, clay-limestone  
**Characteristics:** elegant wine, firm-bodied and spicy with slightly bitter undertones

#### DÉZALEY GRAND CRU AOC

**Production area :** Puidoux  
**Area :** 54 ha  
**Dominant grape varieties:** Chasselas  
**Soil type :** moraine, clay-limestone  
**Characteristics:** smooth, rich and mineral taste, toasted (almonds) and honey-flavoured notes with a hint of beeswax as it ages



## THE ART OF FINE DINING

Montreux Riviera is a destination of choice for the most discerning gourmets. With its cuisine showcasing local produce from the land and lake which bears witness to its excellent quality. Among this vast repertoire of culinary delights are mouthwatering lake fish like the perch and the féra. The perch should ideally be served fried or lightly browned while the delicate flavour of the féra is best savoured as a tartare. Also made locally are delicacies like the Le Petite Chaude cheese made from cow's milk quark with a rind covered in a mixture of pepper and spices (produced at the Col de Chaude situated above Villeneuve) or the Saucisson Vaudois IGP (protected geographical indication) that the region's artisan butchers concoct according to a traditional recipe.

Many chefs have become involved with this great local initiative, ensuring the area abounds with excellent restaurants including the Michelin-starred (e.g. [Pont de Brent](#)), the authentic and exotic. With such a plethora of styles to choose from, a stay in Montreux Riviera is quite simply an odyssey of the senses.

Overall, the destination has 4 restaurants totalling 5 Michelin Guide stars and 28 restaurants – representing 403 points – appearing in the Gault&Millau guide. Montreux Riviera holds 27% of the Michelin Guide stars and 29% of the Gault&Millau points distributed throughout the Canton of Vaud.

In total, the destination has 4 restaurants with 5 Michelin Guide stars and 25 restaurants – representing 353 points – appearing in the Gault&Millau guide. Montreux Riviera holds 29% of the Michelin Guide stars and 26% of the Gault&Millau points distributed throughout the Canton of Vaud.

While the area distinguishes itself thanks to its fine cuisine it also boasts a large selection of establishments suitable for all tastes and budgets.

### GOING FISHING IN LAKE GENEVA...

The largest freshwater lake in Central Europe, Lake Geneva is home to around thirty species of fish, including some particularly tasty specimens. Eating perch fillet on a terrace is a pleasure that is not to be missed on sunny days. While this fish is still the star dish on local terraces, other freshwater fish like the féra, trout and monkfish can also be savoured. Char is also delicious and hard to catch.



GAULTMILLAU POINTS



MICHELIN STARS

	 <b>Le Pont de Brent</b>	Rte de Blonay 4, Brent	lepontdebrent.ch
	 <b>Restaurant Denis Martin</b>	Rue du Château 2, Vevey	denismartin.ch
	 <b>Les Saisons, G. H. du Lac</b>	Rue d'Italie 1, Vevey	ghdl.ch
	<b>Là-Haut</b>	Rue du Village 21, Chardonne	restaurant-la-haut.ch
	<b>Le Bellevue</b>	Rte de Glion 111, Glion	glion.edu
	<b>Auberge de Lavaux</b>	La Conversion-s/Lutry	auberge-de-lavaux.ch
	<b>Auberge de la Veveyse</b>	St-Légier	auberge-de-la-veveyse.ch
	<b>Le Guillaume Tell</b>	Aran-Villette	leguillaumetell.ch
	<b>Les Ateliers</b>	Rue des Deux-Gares 6A, Vevey	lesateliersvevey.ch
	<b>Tout un Monde</b>	Pl. du Village 7, Grandvaux	toutunmonde.ch
	<b>Auberge Communale</b>	Rte Deux-Villages 78, St-Légier	auberge-st-legier.ch
	<b>Auberge de l'Onde</b>	Centre du village, St-Saphorin	aubergedelonde.ch
	<b>Auberge du Raisin</b>	Pl. de l'Hôtel de Ville 1, Cully	aubergeduraisin.ch
	<b>Auberge de Rivaz</b>	Rte de Sallaz 6, Rivaz	aubergederivaz.ch
	<b>La Gare Cully</b>	Pl. de la Gare 2, Cully	lagarecully.ch
	<b>Le Victoria</b>	Rte de Caux 16, Glion	victoria-glion.ch
	<b>Le Patio</b>	Le Mirador Resort & Spa, Mt-Pélerin	mirador.ch
	<b>Maï thaï</b>	Rue du Lac 40, Clarens	maithai.ch
	<b>MP's Bar &amp; Grill</b>	Fairmont le M. Palace, Montreux	fairmont.com
	<b>Ze Fork</b>	Quai Perdonnet, Vevey	zefork.ch
	<b>Auberge de la Gare</b>	Rue de la Gare 1, Grandvaux	aubergegrandvaux.ch
	<b>Auberge du Vigneron</b>	Rte de la Corniche 16, Epesses	aubergeduvigneron.ch
	<b>Café de Riex</b>	Rte de la Corniche 24, Riex	cafe-de-riex.ch
	<b>Le Major Davel</b>	Pl. d'Armes 8, Cully	hotelmajordavel.ch
	<b>Le Safran, Eurotel</b>	Grand'Rue 81, Montreux	eurotel-montreux.ch
	<b>Auberge de la Cergniaulaz</b>	Rte de la Cergniaule 18, Les Avants	lacergniaulaz.ch
	<b>La Brasserie J5</b>	Av. du Casino 32, Montreux	brasseriej5.ch





Vevey | © Sébastien Closuit

## SHOPPING & MARKETS

With luxury jewellery, top international brands, shopping center at high street prices as well as a plethora of low-key and artisan shops, the Swiss Riviera is the perfect place for a shopping spree.

Any such shopping trip takes on a whole new dimension during the weekly markets that spring up around the town centres and provide an opportunity for visitors to blend in with the hustle and bustle. To soak up this authentic experience, Vevey's bi-weekly market (held on Tuesday and Saturday mornings from 7 am to 1 pm), is an excellent first stop.

Classified as a Swiss cultural site of national importance, Vevey's Place du Marché is bordered by a cluster of 19<sup>th</sup> century buildings, the shores of Lake Geneva and the Grenette building – a covered market with a clock tower built in 1808. Attended by farmers, cheesemakers, bakers, fishman and other artisans, the market is simply bursting with fresh produce and local specialities. Each Saturday during the summer, the Folk markets take place. Visitors can taste local wines and enjoy traditional music and costumes. The area offers a large selection of weekly and occasional markets. List available online.



The Watchmaking Experience, Lionel Meylan | © Luca Carmagnola

### FINE WATCHMAKING UNDER LIONEL MEYLAN'S MAGNIFYING GLASS

For the past 25 years, Lionel Meylan has been representing the finest watchmaking and jewellery brands in the heart of the town of Vevey. Beyond retailing, this qualified watchmaker offers hands-on workshops for fans of luxury goods. Running over a half-day, «The Watchmaking Experience» allows participants to dismantle a movement and put it back together with practical advice from an expert. Held in the evening, «The Gemmology Experience» invites inquiring minds to discover precious stones and the secret behind them.



## EVENTS & FESTIVALS

**Montreux Riviera is renowned and loved for its tranquillity but it is still a dynamic and festive destination due to its status as a hub for events in French-speaking Switzerland. A great line-up of events for every season!**

### **FESTIVAL IMAGES 7<sup>TH</sup> EDITION 5 TO 27 SEPTEMBER 2020**

Festival Images is the biggest open-air photography festival in Switzerland. Every two years, it stages exhibitions of previously unpublished creative photography in the streets of Vevey. It also organises a variety of exhibitions in various sites across the region dedicated to images and runs a competition with a prize awarded to the winner – the Grand Prix International de Photographie de Vevey. Completely free of charge, Festival Images is both an authentic open-air museum and a high-quality platform for Swiss and international artists.

### **MONTREUX JAZZ FESTIVAL 54<sup>TH</sup> EDITION 2 TO 17 JUILLET 2021**

Created in 1967 by Claude Nobs, the Montreux Jazz Festival rapidly became a major international cultural event attracting 250,000 visitors each year. While the festival was originally inspired by jazz, other musical genres quickly emerged inspired by the mixture of genres and experimental acts that Montreux holds dear. Unique thanks to its ambitious programme, the two-week event is a favourite with musicians and revellers alike. For those who cannot make the actual event itself: enjoy a taster all year round in one of the Montreux Jazz Cafés located round the world.

Festival Images | Delille © Céline Michel





**MONTREUX NOËL**  
**26<sup>TH</sup> EDITION**  
**26 NOVEMBER TO 24 DECEMBER 2020**

Ranking among the most beautiful in Switzerland, Montreux's Christmas market continues to reinvent itself. On the shores of Lake Geneva, 150 artisans and stallholders working from brightly-lit and decorated chalets showcase a vast array of original gifts including local produce, jewellery, sculptures, etc. In addition to the market, there is a smorgasbord of activities on offer for children including an exclusive visit to Santa's grotto, perched on top of Rochers-de-Naye at an altitude of over 2,000 m. Festive fun guaranteed!

**CULLY JAZZ FESTIVAL**  
**38<sup>TH</sup> EDITION**  
**9 TO 17 APRIL 2021**

With 9 days of music, some 30 paying concerts and many free concerts, the Cully Jazz Festival has become a not-to-be-missed event for jazz lovers and revellers alike. More than 60,000 people throng the streets, cellars and quays of Cully, a wine-producing village situated on the shores of Lake Geneva, at the heart of Lavaux.

**LAVAUZ CLASSIC**  
**17<sup>TH</sup> EDITION**  
**10 TO 13 SEPTEMBER 2021**

This significant musical festival in French-speaking Switzerland is highly regarded for its programme, eclecticism and unique atmosphere. Held each June, the event is based around a chosen theme defining several events including free and paying concerts, conferences, masterclasses, children's activities and public rehearsals.



Cully Jazz Festival | ©LoOoorent

**SEPTEMBRE MUSICAL**  
**75<sup>TH</sup> EDITION**  
**21 TO 30 SEPTEMBER 2021**

The Montreux-Vevey Classical Music Festival – known throughout the world as the Septembre Musical – is back again this year with a selection of the best symphony and chamber music ensembles as well as brilliant conductors, celebrated soloists and talented youngsters.

**MONTREUX COMEDY FESTIVAL**  
**31<sup>ST</sup> EDITION**  
**3 TO 12 DECEMBER 2020**

Featuring stars and new talent in equal measure, the festival brings together high-profile comedians showcasing their funniest acts. Held on the shores of Lake Geneva since 1990, the Montreux Comedy Festival has become a not-to-be-missed event for French-speaking comedians. Since 2015, the festival has also offered an international line-up, providing a platform for new talent from all over the world.

**NOT FORGETTING ALL OF THE OTHER  
EVENTS HAPPENING IN THE AREA IN 2020,  
SUCH AS:**

**Prix de Lausanne (Montreux)**  
2-9 February

**Polymanga (Montreux)**  
2021

**Montreux Trail Festival (Montreux)**  
25-26 July

**Sonchaux Acro Show (Villeneuve)**  
2021

**Festival des Artistes de Rue (Vevey)**  
2021

**Freddie Mercury Celebration Days**  
2021

**VIFFF – Vevey International Funny Film Festival  
(Vevey) 22-25 October**

Montreux Noël | © Maude Rion



# HEALTH & WELL-BEING

**The Swiss Riviera boasts a wealth of renowned clinics at the cutting edge of healthcare. In addition to its clinics, the wellness & spa centres of luxury hotels offer a wide range of revitalising and relaxing treatments.**

## CLINICS: STATE-OF-THE-ART CARE

In a calm and serene environment conducive to healing, leading specialists in rejuvenation treatments, rehabilitation, the fight against ageing, and cosmetic surgery utilise all of their skills to ensure their clients' well-being. Personalised care, precision and expertise form the basis of the excellent reputation enjoyed by the region's private clinics.

### **CLINIQUE LA PRAIRIE (CLARENS)**

With more than 50 doctors and state-of-the-art equipment, Clinique la Prairie offers a holistic approach to health and well-being in a unique environment that is home to a medical centre, a medical spa and highly developed hotel infrastructure.

### **CLINIQUE VALMONT – GENOLIER SWISS MEDICAL NETWORK (GLION)**

The clinic is situated amid leafy surroundings with breathtaking views over Lake Geneva and the Alps. Owned by the Genolier Swiss Medical Network, the fully renovated building still retains its charm of yesterday. The Clinique Valmont makes full use of its resources for the purpose of one objective: guaranteeing lasting health benefits for patients.

### **CLINIQUE CIC RIVIERA (CLARENS)**

Founded by an orthopedic surgeon eager to propose a global health offer, the clinic CIC Riviera offers complete and personalized patient care. Equipped with the latest generation surgical infrastructures, our medical teams use advanced techniques to deliver optimal care and treatments in a welcoming, comfortable and safe environment.

### **LA CLINIC (MONTREUX)**

An exceptional aesthetic clinic entirely dedicated to the art of beauty. Illuminating a look, smoothing out wrinkles, sculpting a nose, enhancing cheekbones, reshaping a silhouette... Embellishing and anti-ageing procedures performed at Laclinic are of the most advanced techniques in the field and the products used are also some of the most performing products in their area. All competences needed are here together under one roof.

Other establishments that offer cosmetic surgery, revitalisation and healing treatments are:

- Centre Médical Mirador (Mont-Pèlerin)
- SRMC Swiss Riviera Medical Center (Montreux)

## **WELLNESS & SPA CENTRES: PAMPER YOURSELF**

The area's many hotels offer spaces dedicated to relaxation and well-being.

In Vevey, **the Hôtel des Trois Couronnes (5\*^)** offers an innovative approach to well-being. Based on three fundamental pillars - the body, the mind and nutrition - the Puresens Destination Spa offers five treatment programmes centred around purification, weight loss, beauty, relaxation and renewed energy which offer lasting effects.

Also located in Vevey is **the Grand Hotel du Lac (5\*^)** which is launching its new spa this year. Dr. Burgener Switzerland Care & Spa applies the Haute Couture concept. This concept juxtaposes customised beauty practices with the very latest technology. The result is a fully customised cosmetics programme combining an in-depth knowledge of skin care with personalised cosmetics and treatments adapted to the needs of each client.

Clinique La Prairie



Perched on the hilltops of Vevey, on Mont-Pèlerin, the 5-star **Mirador Resort & Spa's Givenchy Spa** boasts a surface area of 1,750 m<sup>2</sup> and enjoys breathtaking views over Lake Geneva and the Alps. Created by the Maison Givenchy, all treatments are performed by therapists trained by the Spa Givenchy Paris teams. The spa comprises a total of 11 treatment rooms, a heated indoor swimming pool, sauna, jacuzzi, hammam and a foot balneotherapy area.

### **Le « Willow Stream spa » at the Fairmont**

**Le Montreux Palace (5\*^)**, boasts 2,000 m<sup>2</sup> of space dedicated to weight loss, relaxation and beauty. After a relaxing dip in the outdoor or indoor pool; facial care, body wrap treatments or massages provide the perfect finishing touch to this relaxation-filled experience. Willow Stream Spa was voted Europe's Best Luxury Spa Hotel at the World Luxury Spa Awards 2018!

### **the Royal Plaza Montreux & Spa (5\*)**

is home to MONSPA, a wellness centre comprised of a swimming pool, jacuzzi, sauna and hammam incorporating customised massages and treatments with long-term relaxation benefits. Also at the hotel, Health Center Clinique Lémana offers three- to five-day Cellvital therapy revitalisation programmes.

### **the Baron Tavernier (3\*)**

The Wellness and Day Spa Resort at **the Baron Tavernier (3\*)**, tucked away at the heart of the Lavaux vineyards, offers a wide range of activities and treatments aimed at wellness and relaxation ranging from aqua-meditation using Tibetan bowls to yoga-brunches in the ephemeral garden in summer.



# EDUCATION

**Building on the strength of a long educational tradition, the institutes of the Montreux Riviera enjoy an international reputation for excellence. Here, high quality in teaching is paired with a secure and cosmopolitan lifestyle, thus promoting cultural enrichment.**

Thanks to the support of outstanding infrastructure, the schools in the region are characterised by the variety of courses on offer which include high-calibre training for the hotel industry, the commerce and management sectors, as well as for diplomacy and international affairs.

## **SHMS SWISS HOTEL MANAGEMENT SCHOOL (CAUX)**

SHMS offers training – including postgraduate education – in the fields of hospitality, event management and catering as well as resort and spa management. The school boasts two campuses housed in buildings that were formerly major hotels in Caux and Leysin. SHMS is a member of the Swiss Education Group, a global leader in hotel management training.

## **EU BUSINESS SCHOOL (MONTREUX)**

The international business school EU Business School offers a variety of undergraduate and Master’s programmes as well as double degree courses in collaboration with its partner universities which include Roehampton (UK) and Pace University (USA). It was recently ranked 3rd best Swiss institution in the QS Global 200 Business Schools Report.

## **INSTITUT MONTE ROSA (MONTREUX)**

Thanks to small classes and one-to-one learning, the institute enables students to realise their full potential in a friendly international environment. The popular summer and winter holiday programmes offer intensive language training courses as well as sports and recreation activities.

## **HIM HOTEL INSTITUTE MONTREUX (MONTREUX)**

HIM offers both Bachelor’s and Master’s degree level courses with specialisations in finance, marketing, human resources and luxury sector management which are mentored by the biggest names in the industry. The school is a member of the Swiss Education Group, a global leader in hotel management training.

## **ST. GEORGE’S INTERNATIONAL SCHOOL (CLARENS)**

Situated on the banks of Lake Geneva, with magnificent views of the Alps, St. George’s school occupies twelve acres of beautiful landscaped gardens. St. George’s International School provides an outstanding experience for its students in all aspects of their learning; striving for excellence within a first-class academic, artistic and sporting curriculum. The school motto “Levavi Oculos” ensures that we are dedicated to lifting our students’ eyes to embrace the exciting challenges and opportunities that await them.

Other educational institutions that offer the full school curriculum to develop future talent include:

- [GIHE Glion Institute of Higher Education](#) (Glion)
- [Institut Villa Pierrefeu](#) (Glion)
- [SIHM - Swiss Institute for Higher Management](#) (Vevey)

SHMS | © Sébastien Staub





# **MONTREUX RIVIERA,** **BUSINESS DESTINATION**

**In its enchanting setting, Montreux Riviera offers almost 2,500 rooms ranging from hostels to palaces as well as historic and unexpected spaces for events of all sizes, in locations easily reachable by foot or public transport. These advantages make the region a first-class destination for business tourism.**

**In the near future, the 2m2c, Montreux Music and Convention Centre, will close for major refurbishment works to bring it into compliance with standards and improve the quality of its visitor experience.**

## **SOME KEY AREAS**

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### **2M2C – MONTREUX MUSIC & CONVENTION CENTER**

A modern and adaptable conference and exhibition centre, 2m2c can cater for events for between 30 and 3,500 people. Each year it plays host to prestigious professional, cultural and artistic meetings, including Montreux Jazz Festival.

### **PETIT PALAIS**

Owned by Fairmont Le Montreux Palace, Petit Palais is a modern conference centre able to cater for up to 1,200 people. The location is equally suitable for celebrations and business meetings and regularly welcomes conferences, gala dinners, weddings and many other events.

## **CASINO BARRIÈRE DE MONTREUX**

Montreux Casino Barrière takes guests to a place of celebration; the heart of the spirit of the game. Enjoying an unobstructed view of the lake which borders the venues, the three versatile rooms can hold up to 1,500 people.

### **THEY CHOSE MONTREUX RIVIERA...**

- Geneva II Conference on Syria, 900 persons, January 2014
- Discussions on Iran's nuclear programme, March 2015
- European Tae Kwon Do Championships, 700 persons, May 2016
- HYDRO, 1,400 persons, October 2016
- Congress of the European Orthodontic Society (EOS), 2,000 persons, June 2017
- Meeting of the Population Approach Group in Europe (PAGE), May-June 2018

## **TESTIMONIAL FROM AN ORGANIZATOR**

«The town of Montreux proved to be an excellent venue for our international conference and exhibition HYDRO 2016, which took place at 2m2c in October. Apart from the spectacular setting beside Lake Léman, the 1400 hydropower experts from 80 countries appreciated that many of the hotels and social event venues were within walking distance of the congress centre. There was a relaxed and cheerful atmosphere throughout the event, which is a tribute to the ambience in the town of Montreux. As organisers, we greatly appreciated the help and support of Montreux-Vevey Tourisme, from the time of their initial encouragement to explore Montreux as a venue, through the planning process.» Alison Bartle, Director Aqua-Media International Ltd

## **EXPERTISE AT YOUR FINGERTIPS**

Benefiting from 40 years' experience, the Convention Bureau and Montreux-Vevey Tourism Booking Centre use their wide-ranging contacts and their in-depth knowledge of the region to help organisers. To optimise the support and development of the specific conference sector, Lausanne and Montreux Riviera have brought together their expertise in a shared office with two adjacent premises: LMC – Lausanne Montreux Congress.

2m2c | © Markus Bühler





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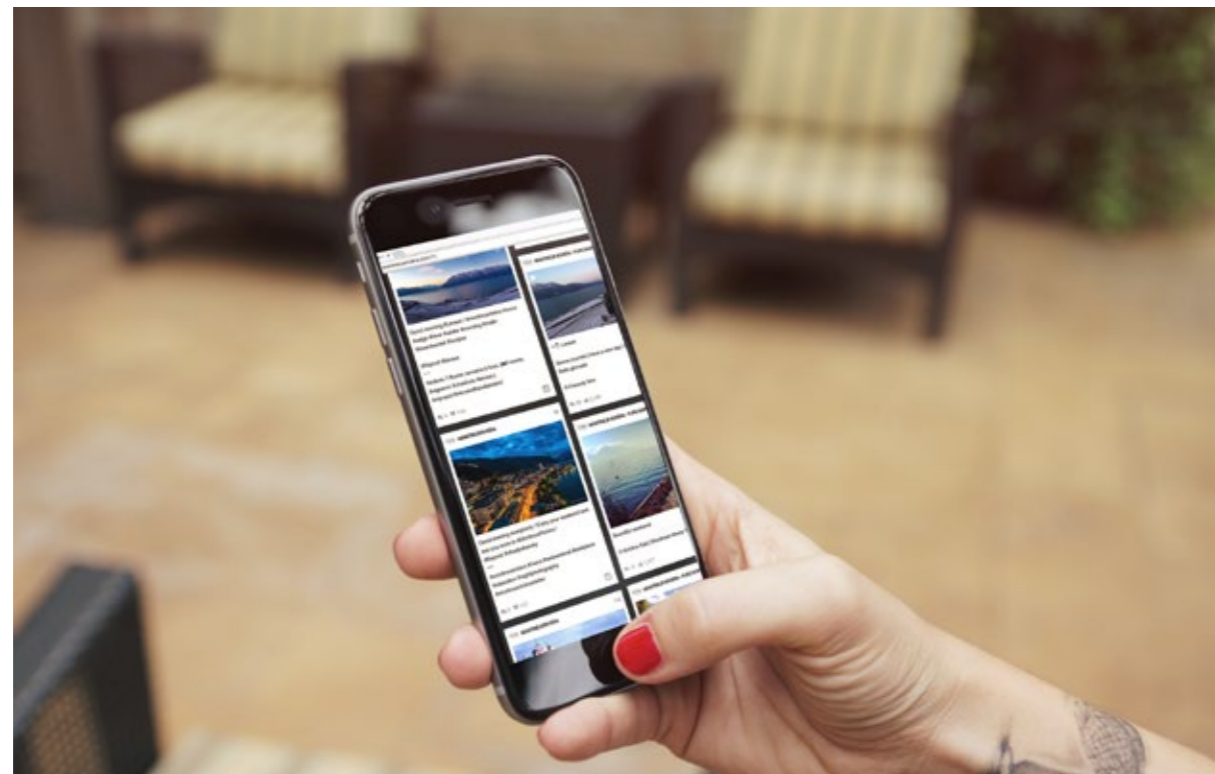
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- Link: <http://medialibrary.montreuxriviera.com/>
- Login: media
- Password: pureinspiration

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*Experience Montreux Riviera by video...*

