

PRESS KIT

2024



ileneuve | © Suisse Tourisme

CONTENTS



This PDF is dynamic

2 MONTREUX RIVIERA IN 10 WORDS & 10 PHOTOS

3 MONTREUX RIVIERA PURE INSPIRATION

5 A DESTINATION WITH A GLORIOUS PAST

6 A MULTIFACETED DESTINATION

6 Montreux, town of music

7 Vevey, town of images

8 Lavaux UNESCO, cultural landscape

9 Villeneuve, the waterfront market town

10 WHAT'S ON IN MONTREUX RIVIERA?

10 Culture & Leisure

11 Gastronomy & Accommodation



12 CHAPLIN'S WORLD



13 CHILLON CASTLE



14 LAVAUX, UNESCO WORLD HERITAGE SITE

15 TOP 10 LEISURE ACTIVITIES

17 TOP 10 CULTURAL ACTIVITIES

19 LIFESTYLE

19 The art of winemaking

21 The art of fine dining

22 Shopping & markets

23 EVENTS

25 HEALTH & WELL-BEING

25 Clinics: State of the art care

26 Wellness & Spa Centres: pamper yourself

27 EDUCATION

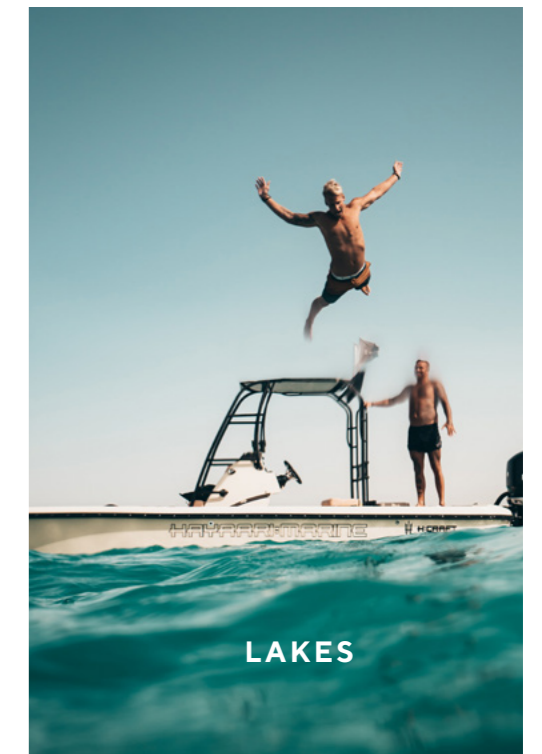
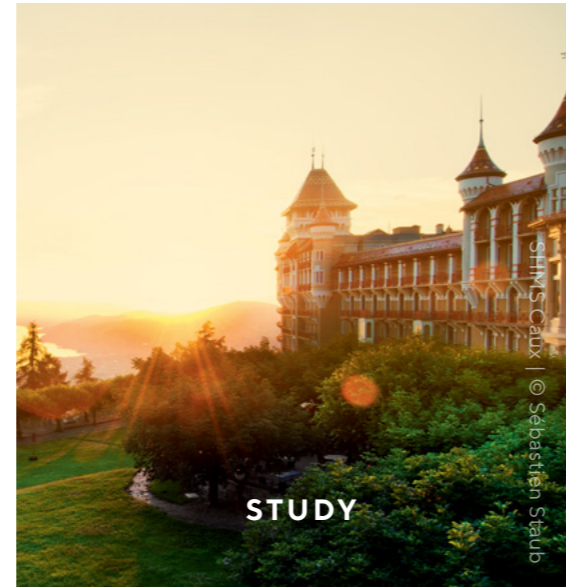
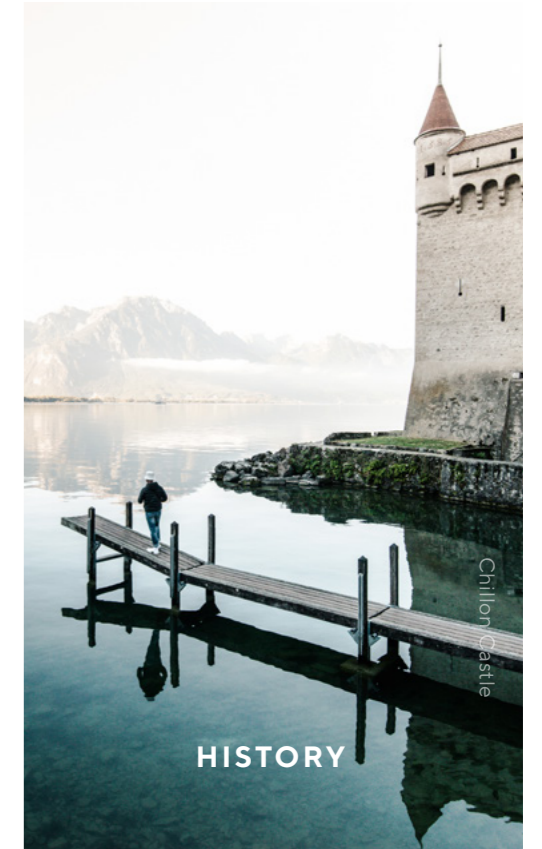
28 MONTREUX RIVIERA, BUSINESS DESTINATION

29 CONTACTS

29 Medialibrary

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).

Location:	On the shores of Lake Geneva in the Canton of Vaud, in Switzerland, (French-speaking part)
Destination:	From Villeneuve to Lutry, passing through Montreux, Vevey and Lavaux
Climate:	Temperate microclimate all year round
Population:	110,134 residents (dec. 2022); min. 150 different nationalities (2018)
Official language:	French (English and German widely spoken by the majority of residents)
Currency:	Swiss franc (CHF), CHF 1 ≈ € 1.06; CHF 1 ≈ US\$ 1,15 (BNS 19.01.24)
Altitude:	Montreux 372 m (lake) – 2,042 m (Rochers-de-Naye)
Architecture:	Belle Epoque style in Montreux & Vevey

TOURISM DATA 2023

Tourists:	749,537 overnight stays for 403,489 arrivals TOP 5 (2023) – Countries of origin (according to overnight stays): Countries of origin (overnight stays) and market share: Switzerland (46.8%), North America (10.4%), France (7.5%), UK/Ireland (4.4%), Germany (3.9%)
Media:	439 journalists / 111 media trips TOP 5 – countries of origin: France, Switzerland, UK, Germany, USA
Tour operators:	MICE 98 clients / 15 familiarisation trips LEISURE 253 clients / 40 familiarisation trips FAIRS & EVENTS 1686 professional meetings TOP 5 –countries of origin: Germany, Thailand, GCC, UK, India

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 ad-

mission 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:



Free

- Transports publics / öffentlicher Verkehr / public transportation (voir au verso / siehe Rückseite / see overleaf)
- Queen The Studio Experience, Montreux
- Verre de l'amitié / Begrüßungsgetränk / Welcome drink

-50%

- Château de ChillonTM, Veytaux
- Chaplin's World, Corsier-sur-Vevey
- Freddie Tours, Montreux
- Visite de ville à pied / Stadtrundgang City / walking tour, Montreux & Vevey
- Alimentarium, Vevey
- Fort de Chillon, Veytaux
- Villa «Le Lac» Le Corbusier, Corseaux
- Musée suisse du jeu, La Tour-de-Peilz
- Musée du chemin de fer Blonay-Chamby
- Musée suisse de l'appareil photographique, Vevey
- Musée Jenisch Vevey
- Musée historique de Vevey
- Musée de la Confrérie des Vignerons, Vevey
- Musée de Montreux
- Musée L'Atelier De Grandi, Corseaux
- Aquaparc, Le Bouveret
- Swiss Vapeur Parc, Le Bouveret
- FunPlanet, Rennaz
- Mines de Sel de Bex

-20%

- Sur tous les trajets en bateau CGN (transport uniquement) / Auf allen Schiffsfahrten CGN (nur Transport) / On all boat trips CGN (Transport only)
- MOB Transports de montagne / Bergbahnen / Mountain railway – 2^{ème} classe, 2. Klasse, 2nd class Les Rochers-de-Naye Les Pléiades
- Maison Cailler, Broc
- Glacier 3000, Col du Pillon, Les Diablerets
- Plateforme 10, Lausanne

MONTREUX RIVIERA
pure inspiration

Toutes les prestations
Alle Leistungen
All benefits

montreuxrivieracard.com



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 5th 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 11th century, the building of Chillon Castle (12th century) and Châtelard Castle (15th 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 18th 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 sealing Montreux Riviera's international reputation and attracting



Caux | © Snapshots of The Past

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 20th 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 back-breaking labour required to build its 10,000 terraces.

Later on, in spite of the vicissitudes of the two world wars over the 20th century, tourism became a significant source of revenue for the area. The second half of the 20th 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.



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.

«If you want peace of mind,
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 19th 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

- 26'230 «Montreusiens» (2022)
- 33.4 km² land area
- 22 hotels*, including two 5* and 5* superior, with 2,547 beds in total
- The Montreux Music & Convention Centre (2m2c) 18,000 m² of exhibition space

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

A MULTIFACETED DESTINATION

MONTREUX, TOWN OF MUSIC

i

Grand-Rue 45
1820 Montreux
T. +41 848 86 84 84



VEVEY, TOWN OF IMAGES

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.

«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 in Corsier-sur-Vevey for 25 years

- 19,738 «veveysans» (2022)
- 2.39 km² land area
15 hotels*, including two 5* superior, with 1,083 beds in total
- It is also home to the headquarters of the multinational agri-food company Nestlé

*across all categories (excl. holiday apartments and B&Bs) and including Chardonne, La Tour-de-Peilz, Saint-Légier, Blonay .

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
CH - 1800 Vevey
T. +41 848 86 84 84



LAVAUX UNESCO, CULTURAL LANDSCAPE

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.

«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 11th 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

- 32,724 residents (dec. 2022) including approx. 250 families of winegrowers.
- 10 municipalities in the zone registered at the UNESCO heritage: Lutry, Bourgen-Lavaux, Chexbres, Puidoux, Rivaz, Saint-Saphorin, Corseaux, Chardonne, Jongny, Corsier-sur-Vevey
- 830 hectares
- 9 hotels and hostels*, including one 5* and others across all categories
- 3 AOC appellations: Lavaux, Dézaley and Calamin

*(excl. holiday apartments and B&Bs)

i

Place de la gare 2
CH - 1071 Chexbres
T. +41 21 962 84 84

Chemin de Courseboux2
CH - 1096 Cully
T. +41 21 962 84 54

Place des Halles 3
1095 Lutry
T. +41 21 791 47 65



VILLENEUVE, THE WATERFRONT MARKET TOWN

«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

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.

- 5,968 « villeneuvois » (dec. 2022)
- 32.04 km²
- 3 hotels, across all categories (excl. holiday apartments and B&Bs)
- One AOC appellation: Chablais



Maude Rion © Montreux Riviera



© Maison Lavaux

CULTURE & LEISURE

MONTREUX: UNESCO CREATIVE CITY

The Montreux Jazz Festival, Queen & Freddie Mercury, September Musical, The Mountain Studios, Igor Stravinski, ... Links between music and Montreux are simultaneously deep and long lasting, all good reasons why the city has finally entered the UNESCO creative city network in 2023. A recognition that is meant to preserve and develop this unique heritage. Ultimately, thanks to a conceptualization of public spaces, Montreux aims to foster free and inclusive experiences around music: an itinerary will unfold in the city centre, between the lake side, the Grand'Rue and the Old Town, offering, amongst other, artistic frescoes and musical experiences for all.

MONTREUX JAZZ FESTIVAL ON THE LAKE SIDE

Historical heart of the Montreux Jazz Festival (MJF) for 30 years, the Montreux Music & Convention Centre (2m2c) has started mid-2023 renovations that are estimated to last until summer 2025. A challenge that prompted the MJF's organizers to imagine a 58th edition (5th-20th July 2024) more atypical and urban than ever thanks to a brand-new stage on the lake below the marketplace, a come-back of concerts in the mythical Montreux Casino, a free program scattered around the city's green spaces of the lake side as well as a new exclusive concert stage and a deck at the Eurotel. In the continuity of the two last editions, the Lake House will again invest the "Coupole" of the Fairmont Le Montreux Palace.

WHAT'S ON IN MONTREUX RIVIERA?



©MOB

GOLDENPASS EXPRESS

Connecting Montreux to Interlaken in 3h15 without changing trains? An old dream come true in December 2022 thanks to the GoldenPass Express, the epitome of comfort and technology designed by the engineers of the Montreux Oberland Railway Company (MOB). The perfect opportunity for a gateway trip through some of Switzerland's most beautiful landscapes, may it be in 1st, 2nd or Prestige class - the latter featuring 40-centimetre elevated heated seats that also offer the possibility of sitting facing the travel direction.

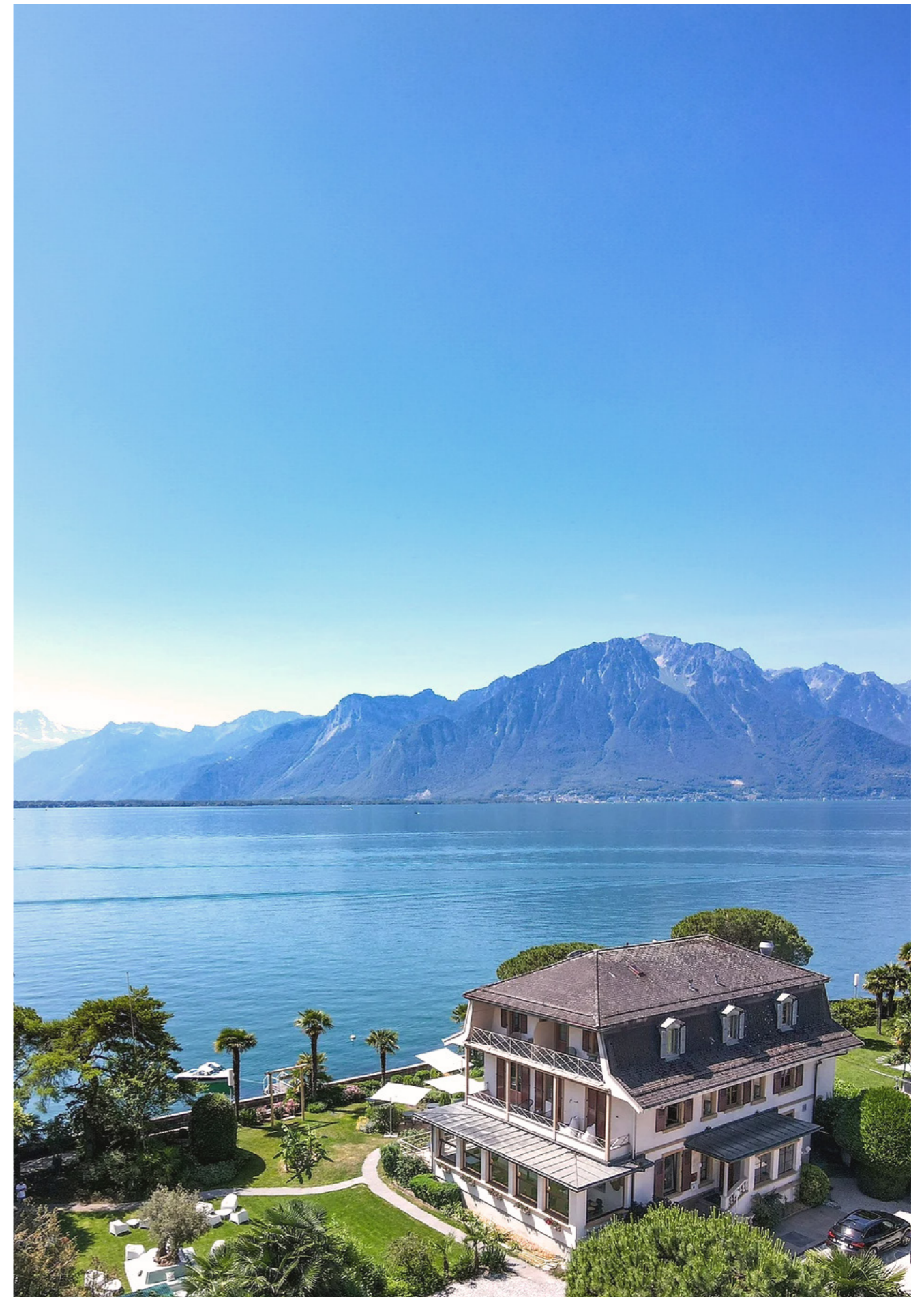
GASTRONOMY & ACCOMODATION

JETTY BOUTIQUE HOTEL & RESTAURANT

Opened in summer 2023 to succeed the legendary "Ermitage" where Freddie Mercury himself had become accustomed to invite his friends visiting the region, the shores of the lake Lemman provide the Jetty with an exceptional location. An idyllic waterfront framework where the spirit of the place is manifested through a sophisticated cuisine, a terrace conducive to idleness and sipping homemade cocktails, or one of seven rooms and suites all with a privileged view over the lac Lemman. Yes, the Jetty has everything you need for a memorable stay in Montreux Riviera.

EMOTIONS BY GUY RAVET

Located in the Belle-Epoque setting of the Grand Hôtel du Lac in Vevey, EMOTIONS by Guy Ravet beautifully personifies the place's spirit. A know-how rewarded with 17/20 Gault&Millau points. Arrived beginning 2023 to succeed to the Chef Thomas Neeser, Guy Ravet wasted no time in making his mark. Combining tradition and modernity, the Chef takes the most demanding tast buds on paths where comforting flavors and unbridled culinary creations blend. An approach that emphasizes the promotion of local products and respect for the seasons.



© Jetty



Chaplin's World™ © Marc Ducrest Bubbles Incorporated SA

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 m² 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 20th 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 m² 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 1,350 m² 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.

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.

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.

To find out more please go to: www.chaplinworld.com



Chillon Castle | © Sébastien Closuit

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 16th 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



Lavaux | © Sébastien Closuit

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 vineyards in the world.

UNESCO WORLD HERITAGE LISTING

Shaped since the 11th century by Cistercian monks and later by generations of wine-makers 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 [Epresses en Fête](#) and [Lavaux Passion](#) and [The Open wine cellars](#)

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 km² radius: a microcosm of the best of what Switzerland has to offer. This richness offers a wide range of leisure activities.

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 Montbovon 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 2,042m, Rochers-de-Naye has long been a favourite destination for nature lovers. A rack railway train brings the visitor on a 1,600m 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.



Les Rochers-de-Naye | © Montreux Riviera



GoldenPass Panoramic | © MOB

LAVAU 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-Riex-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. Since the end of 2022, the GoldenPass Express – the company's latest addition – has allowed passengers to travel to Interlaken without getting out of their seats. This innovation has been made possible thanks to a brand-new development of variable gauge bogies.

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.



CGN | © Grégoire Chappuis



Narcissus | © Adrien Giovannelli

THE GRANGETTES WILDLIFE SANCTUARY

At the foot of the Arvel and Grammont mountains, at the same height as the towns of Villeneuve and Noville, 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.

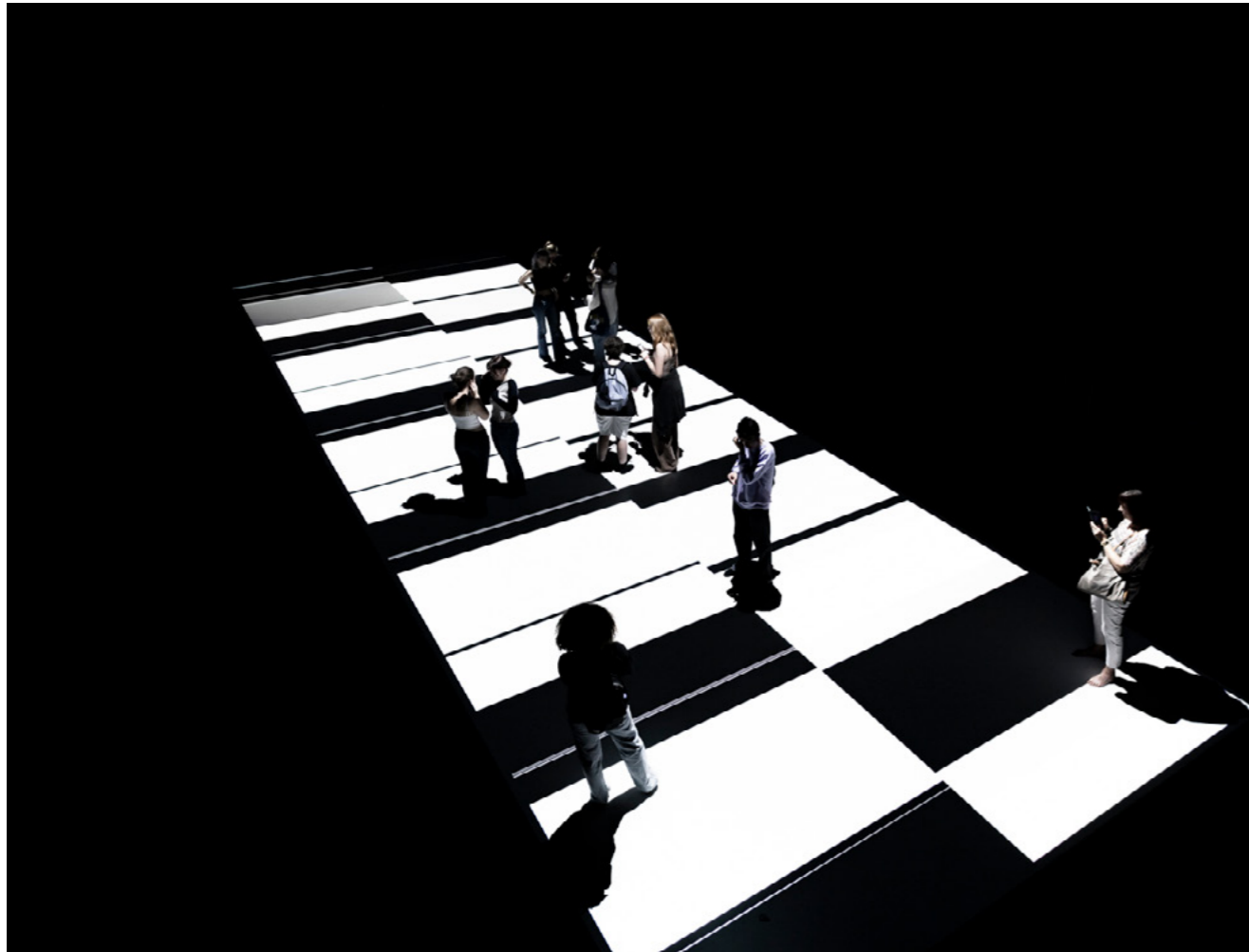
WINTER FUN

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. Check our website. [here](#).



© Vevey Images

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.

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 : THE FORT DE CHILLON

With its maze of galleries tunnelling into the mountainside, Chillon Fort is a legendary site – and at last, it's opening to the general public. Built deep into the rock right opposite Chillon Castle, the former military installation, classified top secret until 2001, is now being turned into a museum scheduled to open in winter 2021. François Confino, in charge of the museum layout, promises visitors an artful blend of technology, displays, and hands-on experience – adding up to full immersion in the amazing history of a former stronghold in Switzerland's national 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

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..

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.



Temple St-Vincent | © Montreux Riviera

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.



Blaise Duboux - Vigneron - Lavaux © Suisse Tourisme

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

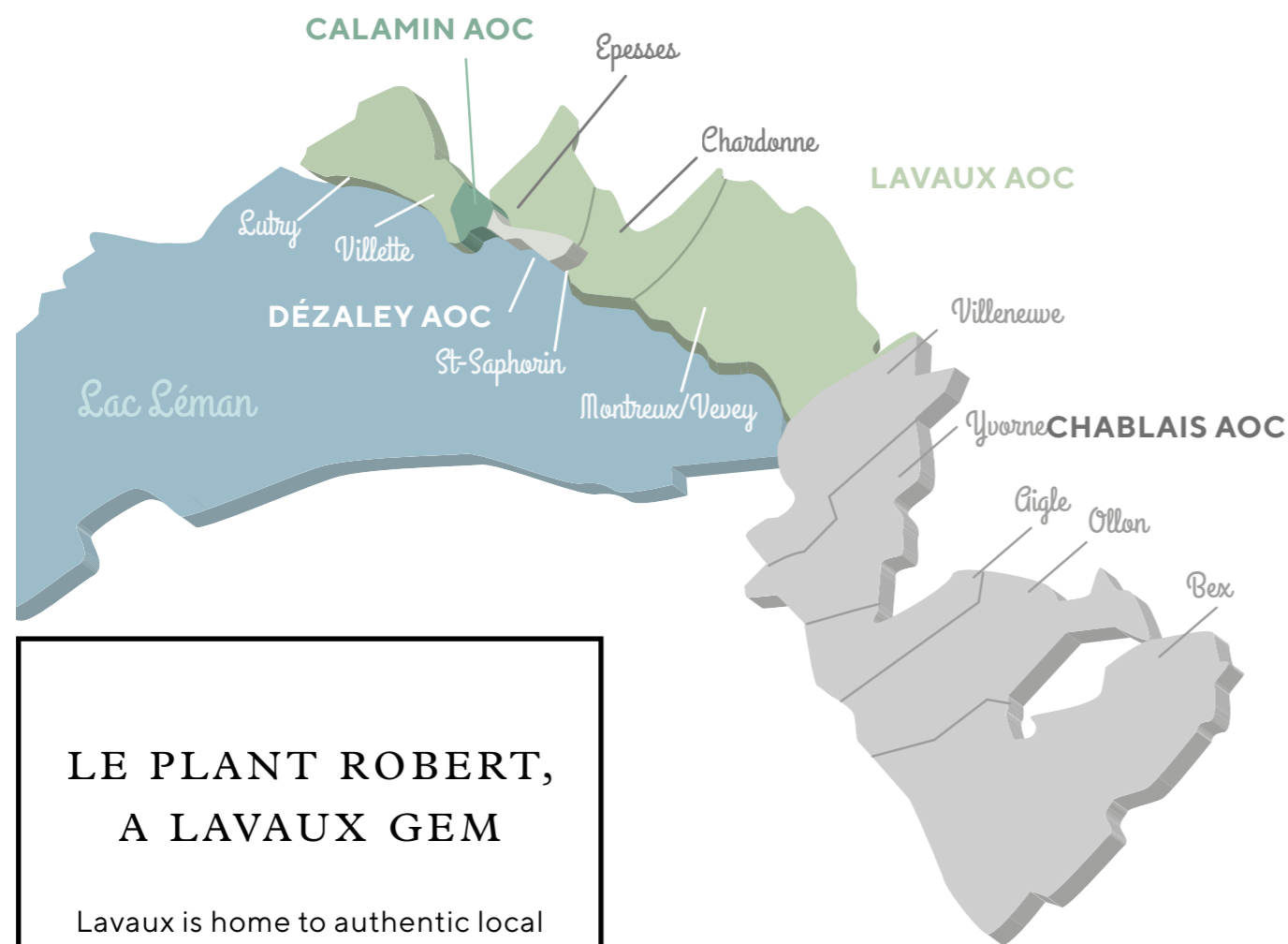
A Lavaux wine and vine research centre: this environmentally friendly building which boasts a singular architectural concept has both an educational and a social function. More than 200 wines produced locally can be tasted at this bar. Its screening room offers viewers the chance to experience "A winegrower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

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

KEY WINE TOURISM EVENTS FOR 2024

Epesses Nouveau en Fête (Epesses):
4th May

Marché des vins de Chardonne (Chardonne):
25th May

Caves ouvertes vaudoises (canton de Vaud):
18th and 19th May

Marchés folkloriques (La Tour-de-Peilz):
29 June & 6 July

Marchés folkloriques (Vevey):
every Saturday from 13 July until 31 August

Fête des vendanges (Lutry):
27-29 September

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, Villette, 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



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, 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.

3 restaurants totalling 3 Michelin Guide stars and 27 restaurants – representing 386 points – appearing in the Gault&Millau guide.

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.

KEY GASTRONOMIC EVENTS FOR 2024:

Les Rues Gourmandes (Vevey):
4th May

Sentier Gourmand (Lavaux):
30th June

553^e Foire de la Saint-Martin (Vevey):
11th and 12th November

Des Hûîtres et du Vilette (Aran s/ Vilette):
30 November



	Maison Décotterd	Rte de Glion 111, Glion	glion.edu
	Emotions par Guy Ravet	Rue d'Italie 1, Vevey	www.ghdl.ch
	Là-Haut	Rue du Village 21, Chardonne	restaurant-la-haut.ch
	Le Guillaume Tell	Aran-Villette	leguillaumetell.ch
	Les Ateliers	Rue des Deux-Gares 6A, Vevey	lesateliersvevey.ch
	Auberge Communale	Rte Deux-Villages 78, St-Légier	auberge-st-legier.ch
	Auberge de la Veveyse	Rte de Ch.-St-D.212, St-Légier	auberge-de-la-veveyse.ch
	Auberge de l'Onde	Centre du village, St-Saphorin	aubergedelonde.ch
	Tout un Monde	Pl. du Village 7, Grandvaux	toutunmonde.ch
	Auberge du Raisin	Pl. de l'Hôtel de Ville 1, Cully	aubergeduraisin.ch
	Auberge de Rivaz	Rte de Sallaz 6, Rivaz	aubergederivaz.ch
	La Gare Cully	Pl. de la Gare 2, Cully	lagarecully.ch
	Le Victoria	Rte de Caux 16, Glion	victoria-glion.ch
	Le Petit	Rte Deux-Villages 74, St-Légier	le-petit.ch
	Ô Bistro de Lavaux	La Conversion-s/Lutry	obistrodelavaux.ch
	Ze Fork	Quai Perdonnet, Vevey	zefork.ch
	À la Demi-Lune	Rue du Village 7, Chardonne	alademilune.ch
	Le Deck, Le Baron Tavernier	Rte de la Corniche 4, Chexbres	barontavernier.ch
	Auberge de la Gare	Rue de la Gare 1, Grandvaux	aubergegrandvaux.ch
	Auberge du Vigneron	Rte de la Corniche 16, Epesses	aubergeduvigneron.ch
	Café de Riex	Rte de la Corniche 24, Riex	cafe-de-riex.ch
	La Brasserie J5, L'Helvétie	Av. du Casino 32, Montreux	brasseriej5.ch
	Restaurant Le 1209	Route de Lally 5, Blonay	group-events.ch/le-1209
	Auberge de la Cergniaulaz	Rte de la Cergniaule 18, Les Avants	lacergniaulaz.ch

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 19th 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.

100% LOCAL PRODUCTS

Montreux Riviera has no shortage of good places to stock up on the chocolate, cheese, and wine that are so typical of our region, so you can continue to enjoy it back home! Wine can be bought straight from the winery when you visit, or at Cave du Chardon (Vevey), 11 Terres (Epesses), or Mosca Vin (Montreux). For cheeselovers, Macheret Fromage and Fromagerie de la Grenette in Vevey will have everything you're looking for, as will Laiterie de Gruyère in Montreux. And how could you possibly go home without some Swiss chocolate? Läderach (Vevey) has a wide variety of sweet treats. David, l'instant chocolat (Vevey) also has plenty of amazing creative delights for those with a sweet tooth.



Montreux Jazz Festival | © 2017-FFJM-Emilien Itim

EVENTS

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!

MONTREUX JAZZ FESTIVAL 58TH EDITION 5 TO 20 JULY 2024

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.

MONTREUX NOËL 29TH EDITION 21 NOVEMBER TO 24 DECEMBER 2024

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 41TH EDITION 5 TO 13 APRIL 2024

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.

FESTIVAL IMAGES 10TH EDITION 7 TO 29 SEPTEMBER 2024

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.

**LAVAUX CLASSIC
21TH EDITION
15 TO 25 JUNE 2023**

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, master-classes, children's activities and public rehearsals.

**SEPTEMBRE MUSICAL
78TH EDITION
4TH TO 13TH SEPTEMBER 2024**

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.



**OTHER EVENTS ON THE RIVIERA IN
2024:**

Prix de Lausanne (Montreux)
28th January to 4th February

Montreux International Guitar Show
(Montreux)
26 - 28 April

Montreux Trail Festival (Montreux)
20 - 28 July

Acro Show (Villeneuve)
18 - 20 August

Festival des Artistes de Rue (Vevey)
16 - 18 August

Nox Orae (La Tour-de-Peilz)
29 - 31 August

Freddie Mercury Celebration Days
(Montreux)
5 - 8 September

VIFFF
Vevey International Funny Film Festival
(Vevey)
23 - 27 October



Clinique La Prairie

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 yesteryear. 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:

- [Le Mirador Health Center](#) (Mont-Pèlerin)
- [La Clinique Lémana](#) (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 Puressens 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.

Perched on the hilltops of Vevey, on Mont-Pèlerin, the Givenchy Spa of the Mirador Resort & Spa (5*) boasts a surface area of 1,750 m² 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.

The « Fairmont Spa » at the Fairmont Le Montreux Palace (5*^), boasts 2,000 m² 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!

On the shores of Lake Geneva, the Royal Plaza Montreux & Spa (5*) is home to L'Institut Zen Ô Spa, 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 Wellness and Day Spa Resort at the Baron Tavernier (4*), 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 post-graduate 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 \(Vevey\)](#)

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

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.

The 2m2c, with the aim to offer its guests the best possible experience, will undergo a complete overhaul from the summer 2023. It will thus be closed for renovation from 17th July 2023 until the summer of 2025.

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.

2m2c | © Maude Rion



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 1,400 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

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

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.

CONTACTS

MONTREUX-VEVEY TOURISME (ADMINISTRATIVE HEADQUARTERS)

Rue du Théâtre 5, 1820 Montreux

HEAD OF MARKETING & COMMUNICATION

Grégoire Chappuis, media@montreuxriviera.com, +41 21 962 84 16

PR & MEDIA MANAGER

Tiffany Duc, media@montreuxriviera.com, +41 21 962 84 15

PROJECT COORDINATOR

Lucie Wüthrich, media@montreuxriviera.com, +41 21 962 84 24

FIND US ON SOCIAL MEDIA:

#montreuxriviera - @montreuxriviera - Montreux Riviera - Pure Inspiration



MEDIA LIBRARY

ACCESS DEDICATED TO THE MEDIA:

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

TERMS OF USE OF OUR PICTURES:

Mentioning the photo copyright is mandatory, which can be found on the grey menu on the left side (under the "Copyrights" section).

Our pictures can only be used for PR/media purposes.

EXPERIENCE MONTREUX RIVIERA BY VIDEO...

St-Saphorin | © Roman Burri




MONTREUX RIVIERA
pure inspiration