

Lausanne, October 30, 2017

Press Release

Lausanne Open Doors – A perfect “premiere”

About 100 event managers were invited to Lausanne to experience this vibrant city and the possibilities to organise their next congress, conference or event. Together with 25 local partners, Lausanne Tourism organised their “Open Doors” and every venue welcomed these event specialists in a special way on Friday 27th October 2017.

It was the first edition of the “Open Doors” event under the motto “Diamonds are forever... Lausanne as well”. The clients discovered the city and learned more about what Lausanne has to offer.

A varied program and a real diamond

The event started at midday with a workshop at The Olympic Museum, where all participants were able to discuss with the partners: Hôtellerie Lausannoise, 2 congress centres, the event location Portes des Iris, IMD (International Institute for Management Development), Pathé Flon, trivial mass, sharingbox and Celebrationpoint. Later on, delegates had to choose between 3 different tours to find out more about Lausanne venues: the newly-opened fresh-water Aquarium AQUATIS and the brand-new 360° panorama-terrace «SkyLounge» at the Royal Savoy Hotel & Spa for example. The event ended at the D! Club in the heart of the city, where one of the guests had the opportunity to win a real diamond from BUCHERER. A very special musical performance accompanied the evening: HEMU Lausanne (Haute Ecole de Musique) provided an exhilarating experience which wowed the audience with opera singers dispersed among the attendees. This was a huge surprise!

Lausanne Tourism is very satisfied

This event was a real success. “We are very happy that our event was so very well attended and that so many Swiss German and local clients were interested to participate.” said Steeve Pasche, Lausanne Tourism CEO. “It is really great that people took time to discover our city. Only the future will tell us the real value and return of holding this kind of event, but today we can say that we already have a positive feedback”.

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