DOSSIER DE PRESSE
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PRESS KIT

MYVAUD.CH/EN
Welcome to the Canton of Vaud!

Dear media representatives,

Vaud Promotion communicates on the brand Vaud+, Terre d'inspiration. Our organisation has a presence in over fifteen markets on four continents and its chief mission is to promote destinations in our region – both in Switzerland and abroad. From our base in Lausanne, we work with our colleagues at Switzerland Tourism on the tourism market and with local tourist boards.

This Press Release is intended to introduce you to the key themes that define the Canton of Vaud. It showcases the region's wide variety of scenery, activities and events. It includes general information along with anecdotes, descriptions, key statistics and plenty of links that will enable you to explore subjects in greater depth.

The Press Department of Vaud Promotion will be delighted to help you with basic advice or detailed plans, welcoming you in person or making all the arrangements for a press trip.

The "Media" section, on our website, myvaud.ch/en/Z5192, also offers extensive information including the latest press releases, news from the region and access to a multimedia database where over 2,000 high-definition photos and videos can be downloaded. To access the area, just click on the link below and complete the online form.

Whatever you’re looking for, just get in touch and we’ll be delighted to help you.

We’re here to help

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A region with a whole host of attractions

All the different facets of Switzerland are concentrated in this one region, with diverse scenery ranging from Alpine peaks to lakeside cities and towns such as Lausanne and Montreux, the wide-open spaces of the Jura and the authentic charm of the countryside. But the key feature of the Lake Geneva Region is its lifestyle, with local events and international occasions, outdoor sports, regional know-how, typical cuisine and fine dining, superb wines and living traditions. These are just some of the aspects that delight visitors to this land of discoveries.

Some of the highlights

The Olympic Museum in Lausanne promotes unity in sport, art and culture. Founded by the International Olympic Committee, this is the most visited museum in Lausanne. Since being modernised and reopened at the end of 2013, visual and interactive displays are the mainstay of this exhibition space.

Chillon Castle, near Montreux, is a fortress dating from the 12th century; located on a rocky islet, it comprises about 25 structures that are unique in the world. With over 400,000 visitors per year, it is the most visited historical monument in Switzerland.

The terraced vineyards of Lavaux were listed as a UNESCO World Heritage site in 2007. They can be explored on foot or by bike or, during the summer, on the Lavaux Express or Lavaux Panoramic, miniature tourist trains that wind their way through the vineyards.

Enjoy a cruise on Lake Geneva on one of the 17 boats of the Compagnie Générale de Navigation (CGN), including 8 splendid “Belle Epoque” paddle wheel boats. The company has the largest fleet of restored “Belle Epoque” boats in Europe.

The Kuklos in Leysin is a revolving restaurant powered by solar energy, offering stunning panoramic vistas over Lake Geneva, the Matterhorn, Mont-Blanc, the Dents du Midi and the Alps.

Glacier 3000: for decades, the famous aerial cableway in the Diablerets-Gstaad region has been transporting visitors to this idyllic region at a height of 3000m, with its eternal snows and stunning glacier. The only suspension bridge in the world spanning two mountain peaks, the Peak Walk is a unique experience for visitors, affording stunning views of the highest mountains.

Chaplin’s World, a museum dedicated to Charlie Chaplin and his work. In an exhibition space of over 3,000 m², new discoveries, experiences, and emotions reflect the symbiosis of scenography, film, multimedia and virtual reality.
Geographical location and access

An ideal location in the centre of Europe, modern hotel accommodation and cutting-edge infrastructure are just some of the advantages the Canton of Vaud offers its international clientele. Such is the diversity of destinations in this region that in less than an hour, visitors can travel from a conference room at a grand hotel on the Swiss Riviera to the relaxed atmosphere of an Alpine resort or the bucolic delights of the Lavaux vineyards, which are listed as a UNESCO World Cultural Heritage site.

Accessibility

Lausanne is about 40 minutes by train from Geneva-Cointrin International Airport, and the rail journey from Zurich Airport takes a little over two hours. The region is excellently served by public transport, with a wide variety of options for visitors to explore the region and plan tours at their own pace, making full use of the 28,000 kilometres of Switzerland's public transport network – including trains, bus routes, boats and funicular railways.

The "Swiss Pass" offers free travel throughout the entire network for 4, 8, 15 or 22 days or one month. The "Swiss Flexi Pass" offers the same option but for a specified number of days during one month. These two travel passes are issued by the Swiss Travel System [swisstravelsystem.com](http://swisstravelsystem.com). At regional level, the "Regional Pass" provides the option of travelling on an unlimited number of routes for 2 or 3 days with a 50% reduction on additional days. This pass is available at railway stations and jetties, and is valid on the region's entire network of buses, trains, boats and coaches.
5 must-have experiences in 2021

1. Admire ephemeral works of art while out hiking in the Vaud Alps

*AilyosArt Nature*, Leysin, from July to end of October 2021

Created in 2018, the Ailyos Art et Nature concept is installed every summer in the splendid setting of the Vaud Alps and gives them an artistic face that is both impressive and poetic. Integrated into an alternative environment deep in the countryside, this open-air art gallery promotes the work of local artists invited to let their imagination run wild on the valleys, lakes, buildings and landscapes of the Aigle, Leysin and Col de Mosses region. Extraordinary artworks are chanced upon in the course of a walk or in the company of passionate guides. Ailyos is more than an unusual art trail: it is a profound experience that makes sense of the bond between art, nature, the environment and the individual. This fourth edition is entitled Transformation. It’s a theme in keeping with the times and 2020 in particular, one that allows each artist to offer their own personal interpretation. From July to the end of October 2021.  
*ailyos.com*

2. Discover the secrets of a former site of national defence

**Opening of the Fort de Chillon**

Opened in December 2020, Chillon Castle is the first ‘amusement park’ in Switzerland to combine a visit to a military fort with the opportunity to discover the Swiss National Redoubt. Built deep into the rock in 1941, exactly opposite Château de Chillon, this former military site, which was classed as a “secret defence” until 2001, promises total immersion in the astonishing history of a former place of national defence. A genuine military construction, the museum allows visitors to plunge into a labyrinth of galleries at the heart of the mountain. The use of augmented reality and virtual reality shows what life was like in the fort. All this as part of a fun, interactive and educational space designed to encourage a participatory and visual approach. It features spectacular projections, experiences and discoveries as well as games of strategy and augmented reality. Other amenities awaiting visitors include a cinema, temporary exhibitions, a refreshment bar, and a shop. There is also the added bonus of being able to organise private and public events as soon as health regulations allow. Open Wednesday to Sunday.  
*fortdechillon.ch*

3. Savour a culinary experience at the Historical Restaurant of the Year

**La Bavaria** receives the ICOMOS Award for ‘Historical Restaurant of the Year 2021’

The Brasserie *La Bavaria* is a haven of conviviality and a genuine Lausanne institution. Following major renovation work on the building in which its premises are located, it reopened in June 2019 and has just been rewarded with the ICOMOS Award for ‘Historical Restaurant of the Year 2021’. *La Bavaria* is widely regarded as a precious contemporary testimony to a type of public establishment that has now almost disappeared in Switzerland. In awarding this prize, the ICOMOS jury pays tribute to the renovation of the building in general, the restoration of its façade and the interior décor of the brasserie in particular, and last but not least, the running of this café-restaurant in keeping with the culinary tradition it has maintained throughout the 20th century. The dining room now meticulously restored is an important social meeting place of the highest architectural quality.  
*icomos.ch*

4. Treat yourself to a leisurely day discovering Vaud wines

**Open wine cellars, special edition 2021**

In this extraordinary year, the ‘Caves Ouvertes Vaudoises’ event is going à la carte. The aim of the event remains the same: to enable wine lovers and experienced oenophiles to meet with the winemakers, taste their wine and being able to buy some nice bottles from them. The visitors just have to order the package for CHF 30.- which then allows them to book tastings with the partner winegrowers. The icing on the cake: the package includes a prepaid card worth CHF 30.- to be used for a bottle of wine purchase. Until August 2021.  
*mescavesouvertes.ch*
5. Spend a night in the heart of nature

A night under the stars

Who hasn't dreamt of spending a night out in the open air under the stars? It's an experience that's now available with family or friends in the Vaud Alps, the Jura, and the Vaud Plateau. Organised with the environment and the current regulations in mind, these bivouacs are supervised by an accompanying guide with a wealth of local knowledge to share with the participants. There are six experiences on offer in total, each one addressing a different theme: from spotting wildlife to forest legends and marveling at the splendour of the night sky. This product is in response to the current demand for outdoor activities and a desire on the part of many visitors to reconnect with nature. Each night is a genuine micro-adventure beneath the starry skies and an invitation to enjoy an experience that's as exceptional as it is out of the ordinary. region-du-leman.ch/etoile

Highlights 2021

Know-how of the Sainte-Croix/L’Auberson region at UNESCO

Since 16 December 2020, the ‘craftsmanship of mechanical watchmaking and art mechanics’ has been listed as part of UNESCO’s Intangible Cultural Heritage of Humanity. The listing commends a centre of excellence in trades associated with the arts and crafts: music boxes, automata, songbirds, antique clocks, station clocks, unique pieces, and small watchmaking series. Thanks to its many craftsmen, Sainte-Croix continues to nurture a cutting-edge know-how based on stringent quality requirements. Each of them preserves, develops and transmits knowledge and skills associated with technical precision and mechanical sophistication while cultivating values such as inquisitiveness, creativity, perseverance, patience, but also a spirit of collaboration, openness, and innovation. The UNESCO listing, while helping to showcase their craft, is also a reminder of the need to preserve and pass on their expertise.

That expertise is also on show at the Museum of the Centre International de Mécanique d’Art (CIMA), which features a historical collection of music boxes and automata as well as a mechanical workshop of the kind that existed at the turn of the 20th century, displaying a number of authentic machines. In addition, the Baud Museum at Auberson features a collection of early mechanical musical objects such as music boxes, automata and orchestrions. What’s more, the company REUGE SA based in Sainte-Croix have successfully perpetuated the tradition of manufacturing precision mechanical movements with modern and prestigious creations, much appreciated by heads of state and royal families around the world. musees.ch

New Musée Atelier Audemars Piguet in the Vallée de Joux

Retracing over 145 years of watchmaking history, the Musée Atelier opened its doors to the public on 25 June 2020. It invites members of the public to enjoy an immersive experience at the heart of the past, present and future cultural universe of the brand. Situated in Le Brassus, in the heart of the Jura mountains in Vaud and the cradle of Audemars Piguet, it stands out for innovative museography and contemporary architecture designed to showcase two centuries of watchmaking history. Echoing the blend of tradition and forward thinking at the heart of Audemars Piguet’s craftsmanship, the Musée Atelier presents some 300 watches, including masterpieces of miniaturisation, technical complexity and avant-garde design. Conceived as a space of live crafts, the Musée Atelier also reveals some of the manufacturer’s watchmakers and artisans at work in their transparent workshops. By integrating traditional ateliers at the centre of the museum, Audemars Piguet pays tribute to the passionate craftsperson who have given life to Audemars Piguet, generation after generation. The visitors will discover rare timepieces, such as the Universelle—the most complicated watch crafted by Audemars Piguet in 1899—as well as a wide selection of emblematic models including many Royal Oak, Royal Oak Offshore and Royal Oak Concept. In 2021, a 4* hotel is due to open its doors next to the Musée Atelier. The Musée Atelier can be visited from Monday to Friday by guided tour only and by reservation. Price: CHF 20 museeatelier-audemarspiguet.com
New Cinq Mondes Spa at the Beau-Rivage Palace

The Beau-Rivage Palace has opened its new spa facility featuring a new aesthetic and architectural dimension, illustrated in particular by a patio area finely crafted like a work of art, a haven of exceptional sensory experiences. The architectural project was entrusted to Alexandre Pierart of Suprem Architectures, whose approach revolves around a journey of initiation filled with new discoveries, physical sensations, and visual emotions. Added to this voluptuous setting are new features that include an exceptional double suite with refined ceremonial, a reinvented relaxation space, and a yoga and meditation studio designed to accommodate group classes. The new Cinq Mondes Spa at the Beau-Rivage Palace is the first mainstay of the Wellness Experience concept devised by Nathalie Seiler-Hayez, Managing Director, its global essence set to resonate throughout the hotel premises by the end of 2021. brp.ch/spa-cinq-mondes/le-spa/

50th Tulip Festival - Morges, March to May 2021

Each year, the ‘Morges Fleur du Léman’ Association welcomes the return of spring with its Tulip Festival in the Parc de l’Indépendance. For its 50th edition (originally scheduled for 2020), the Tulip Festival will celebrate this milestone in style with numerous events and a party. A potters’ weekend, a barrel organ festival, a flowering fountain competition, and sound and light shows projected onto the Castle are some of the events designed to highlight the history of the tulip and its 190,000 bulbs scattered throughout the grounds of the park.

The Tulip Festival is part of the World Tulip Society, an association whose aim is to bring together all those involved in celebrating the tulip in parks and festivals around the world, as well as the distributors and artists for whom the flower has been an inspiration. The Morges Tulip Festival was commended with the “2019 World Tulip Destination Worth Travelling For” award in order to highlight its 50th edition. And while the majority of such festivals may be larger in size, the Morges Tulip Festival is certainly one of the oldest festivals in the world. morges-tourisme.ch/fr/GP2111

Virtual visits of the Canton of Vaud

Thanks to virtual.myvaud.ch, multimedia content on the Canton of Vaud can now be accessed on a single platform. Videos, podcasts, virtual exhibitions have all been grouped together to facilitate information retrieval. Browsing online, users have the opportunity for instance to re-immerses themselves in the convivial atmosphere of the Fête des Vignerons by listening to its main topics, to discover African freshwater habitats thanks to an immersive visual experience at the Aquatis Vivarium; and to admire the works of art from the Hermitage Collection. This ever evolving platform offers a wide choice of subject matter guaranteed to satisfy a broad spectrum of interests. Virtual.myvaud.ch
Vineyards and wines

Vineyards seem to be everywhere in the region, in terraces overlooking Lake Geneva, suspended on slopes dominating the Rhone Valley or divided into parcels in Côtes de l'Orbe. An integral part of the landscape, vineyards cover nearly 4,000 hectares of the surface area. The wide range of grapes includes Chasselas, which makes up to two-thirds of the wine production (68.4%) and thrives on the particular soil and climate in the region. Then there’s the Gamay grape which produces a very fruity wine (9.2%), not dissimilar to Beaujolais, from which it stems. The Pinot Noir is the Burgundian cousin of the Gamay and produces a full-bodied yet delicate wine (10.7%). A small percentage of wine production in the area (11.7%) is devoted to specialities such as Pinot Gris, Pinot Blanc and Riesling Sylvaner. Altogether, the region has 8 AOC wine-producing areas (controlled appellation):

- **Lavaux (region Montreux Riviera):** sculpted by man over the ages, it is the quintessential terraced vineyard. It covers 825 hectares and 14 communes, from the Olympic Museum to Chillon Castle. Its appellations are: Chardonne, Epesses, Lutry, St. Saphorin, Vevey-Montreux and Villette. All the vineyards are suspended on terraces overlooking the lake, benefiting from the mildest annual average temperature in Switzerland and the “three suns” (see p. 10).

- **Calamin (situat[ed in Lavaux):** Calamin is nestled between the village of Epesses and Lake Geneva. Chasselas thrives on its distinctive soil, which gives the wine a rich aromatic palate, with notes of caramel and hints of chalk. Calamin wines are classy and dense: they are characteristically smooth in the mouth, slightly sappy with a somewhat bitter finish that adds vitality.

- **Dézaley (situat[ed in Lavaux):** The Dézaley wine area, located entirely within the town of Puidoux, in the Lavaux vineyards, is characterised by steep slopes and stone walls that hug the hillside. Chasselas reigns supreme here, covering 90% of Dézaley’s surface area. The exceptional exposure terraced vines results in a full-bodied wine with a remarkably long finish. These are complex, well-structured wines, with notes of almond and toast, ending with tea and honey notes.

- **Chablais:** covering just under 600 hectares, this vineyard nestles up against the foothills of the lower Alps, continuing eastwards from the previous one and including small parcels in the communes of Aigle, Bex, Ollon, Villeneuve and Yvorne. Lying between Lake Geneva and the Valais, the Chablais region has a climate that is characterized by winds forming alternating air currents, which are effective at clearing the mists.

- **La Côte:** Between the lake and the Jura, on slopes noticeably less steep than Lavaux, this vineyard of over 2000 hectares includes all the winegrowing communes situated west of the city of Lausanne and stretches right over to Nyon, not far from the Geneva border. Its appellations are Aubonne, Begnins, Bursinel, Coteau de Vincy, Féchy, Luins, Mont-sur-Rolle, Morges, Nyon, Perron, Tarascon and Vinnex. The small parcels situated a little further from the lake and relatively protected from the rain by the Jura are still able to take advantage of the mild climate of the basin.

- **Côtes de l’Orbe, Bonvillars, Vully:** covering a surface of 415 hectares, the vineyards in this region are situated on the shores of the lakes of Neuchâtel and Morat. Their appellations are Bonvillars, Côtes de l’Orbe and Vully. This region enjoys favourable climatic conditions, both sunny and protected from rain.
Nearly all wine-producing villages have their own cellars which are generally open between Easter and October. These cellars are a showcase for local wines where visitors can sample different vintages and local foods in a warm, friendly atmosphere much like that found in the region’s rural restaurants (pintes), private cellar bars (carnotzets) and rural homes. Visitors can also get a close look at the vines and grapes themselves along a network of walking paths, with lots of information panels explaining the work of the wine-maker, the type of grapes, the soil, the wines and the traditions of the particular region.

The region’s vineyards in fact and figures
In total, the region has 3,818 hectares of vineyards (a quarter of Switzerland’s wine-growing area), representing over 13,000 parcels with an average area of 2,797 m². The harvest, which is strictly controlled, consists of one litre per m² or 39.62 million bottles per year, the equivalent of a turnover of 380 million francs. Wine-growing and production in the region involves 7,179 proprietors, of whom 565 are independent wine-makers, 37 merchants and 15 cooperatives. The Vaudois Wine Office (OVV) promotes all the wines produced under the “Vin Vaudois” brand.

Aigle – Vine and Wine Museum
Traces 1,500 years of wine-making and associated occupations in the Lake Geneva Region.

Rivaz (Lavaux) – Lavaux Vinorama
 Entirely dedicated to vines and wine proposing over 300 different local wines and a documentary film showing one year in the life of a local vintner’s family.

Vevey – Museum of the Brotherhood of Winegrowers
Situated in the Historic Museum of Vevey, it shares memories of the Winegrowers Festivals held in Vevey every 25 years, through film and music.

Lake Geneva Region - Enjoyable and interactive wine tourism trails
Download the Vaud:Guide app onto your smartphone and follow the fascinating trails through the region’s different vineyards, punctuated with information and anecdotes.
Lavaux UNESCO

Since 28 June 2007, Lavaux has officially been registered as a "cultural landscape" on UNESCO’s World Heritage Site list. This recognition pays tribute to the relationship between the population and their environment which has shaped the appearance of the region.

With 400km of walls and 10,000 terraces spread over 40 levels, the Lavaux vineyard is one of the most extensive in Switzerland, covering steep slopes that range between heights of 375m and 600m. This mosaic of vines stretches for about 14km between Montreux and Vevey (the Swiss Riviera) to the east and Lausanne (the Olympic capital) to the west, giving it a total surface area of 898 hectares along Lake Geneva.

This exceptional heritage site developed from the 11th century onwards, as parcels of land were donated to the Bishops of Lausanne. The monks were the first to clear the land and plant vines on the escarpments. To "tame" the slopes, they built the renowned hillside terraces – the "charmus" – which were first mentioned in an official document dated 1331.

The monks soon received help from wine growers who subsequently took over from them; even today, the names of some domains such as "Clos des Abbayes" and "Clos des Moines" (now owned by the City of Lausanne) perpetuate the memory of those who first cultivated them.

Growing vines was the main source of income for many families, so each square meter of land and every single plant were vital. This is why vines are found in the most unexpected and inaccessible places. Expertise on wine-growing and maintenance of the walls has been handed down from generation to generation, and 200 wine growers now work this land despite the challenges of the steep terrain and the capricious weather.

From the outset, the wine growers set up their homes and businesses in the villages amid the vineyards. Cully, St-Saphorin, Epesses, Chexbres and Chardonne are the most famous, but there are altogether fourteen of them spread throughout the entire Lavaux vineyard. These communities owe their typical character to the narrow houses of the vintners, huddled next to one another.

Apart from its scenery, this region also enchants visitors with its "three suns", as the residents like to call them: the sun shines for an average of 1800 hours per year, so not only the waters of Lake Geneva but also the stone walls shimmer in the heat; heat is stored during the day and released by night. These unusual features combine to create a milder climate in winter.
Fine dining

The people of the region appreciate good food as much as they love good wines and this appreciation has helped give the region a worldwide reputation for the excellent quality of its cooking and the high standard of its products. In fact, when it comes to the culinary arts, the “Vaudois” people pull out all the stops. Whether it’s local specialities, traditional dishes, business meals or gastronomic banquets, the food offered by many catering establishments is second-to-none in terms of quality and creativity.

Gault&Millau and Michelin 2021

In their quest to delight and amaze gourmets, restaurant owners constantly strive for innovation and excellence. And these same qualities are sought by Michelin and Gault&Millau, the prestigious French guides to fine dining, when they honor the best chefs for the quality and originality of the fare they offer. A hundred or so restaurants in the Canton of Vaud have received accolades in the 2021 edition of the Gault&Millau food guide, with special mentions for excellence for several chefs, too. The region garners also two new stars in the 2021 Michelin Guide.

A new chapter has begun for the Fleur de Sel in Cossonay (formerly run by Carlo Crisci) with François Gautier and Romain Dercile at the helm. And while the dining room is as elegant as ever, a new feature is the show kitchen for a glimpse of the chefs at work. The establishment makes its debut in the Gault&Millau with 17/20 points and has been awarded a BIB Gourmand in the Michelin Guide. Still at the top of the list is the Hôtel de Ville de Crissier near Lausanne with an exceptional score of 19/20 in the Gault&Millau and 3 Michelin stars. The Ermitage des Ravets in Vufflens-le-Château also maintains a score of 19/20 and its Michelin star.

The Auberge de L’Abbeye de Montheron in Lausanne sees Chef Rafael Rodriguez’s ‘all home-made’ approach rewarded with a score of 16/20 in the Gault&Millau and a Michelin Green Star, highlighting a dining policy that places the environment at the heart of his cuisine. In Vevey, the restaurant Les Ateliers – a nod to the former stainless steel workshop once located behind the station – stands out by virtue of its brasserie fare and exquisite dishes inspired by market produce. It is rewarded with an additional point at the Gault&Millau (16/20) and receives his first Michelin star.

The title for ‘Discovery of the Year’ and ‘Pastry Chef of the Year’ have both gone to establishments in the Canton of Vaud. The erstwhile Table d’Edgar at the Lausanne Palace has been renamed La Table. Franck Pelux and his partner are at the helm, serving a cuisine that transcends borders. They make their entry in the Gault&Millau guide with 16/20 points and are named ‘Discovery of the Year’. At the same time, they were awarded their first Michelin star. As for the ‘Pastry Chef of the Year’ award, that goes to Christophe Loeffel at the Pont de Brent, working alongside Chef Stéphane Décotterd. Incidentally, the establishment has retained its 18/20 points and its two Michelin stars by promoting only local produce. artofliving.lake-geneva-region.ch

The top restaurants

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<td>Hôtel de Ville</td>
<td>Crissier</td>
<td>Frank Giovannini 19/20 ***</td>
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<td>Ermitage des Ravets</td>
<td>Vufflens-le-Château</td>
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<td>Beau-Rivage Palace</td>
<td>Lausanne</td>
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<td>Le Pont de Brent</td>
<td>Brent-sur-Montreux</td>
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<td>Les Ateliers</td>
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<td>Sahondra Verdan 16/20 * Jean-Sébastien Ribette</td>
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<td>La Table Lausanne Palace</td>
<td>Lausanne</td>
<td>Franck Pelux 16/20 *</td>
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A total of 94 restaurants are selected by the Gault&Millau 2021 guide accumulating a total of 1310 points and 11 restaurants are included in the Michelin Guide for a total of 15 stars. Thanks to this, the Lake Geneva Region is a mecca for fine food in Switzerland.
Local products

The region offers an abundance of local products and flavours. As far as meat is concerned, pride of place goes to sausages, such as the legendary "saucisse au choux" (cabbage sausage), the region's own "saucisson vaudois" and the "boutefas" or smoked pork sausage. The plentiful assortment of cheeses includes the delicately-flavoured tommes and the stronger-tasting Gruyère, Etivaz and Vacherin cheeses which are products with a protected designation of origin (AOP) label. The renowned "taillé aux greubons" is an amazing experience for those who like savoury pastries. Those with a sweet tooth will succumb to the "bouchons" (a confection made with almond paste), tarte Amandine (almond tart), the special cakes of Goumoens and Le Vully, and the "raisinée", a jam-like concentrate made from apples and pears that are cooked for almost 24 hours, used in tarts and other dishes.

**Etivaz cheese AOP** (Protected designation of origin)
This semi-hard cheese of the Gruyère type is made between May and October in the Alps of the Lake Geneva Region. 75 dairy farmers produce it in the traditional manner using a wood fire, in chalets mainly located in the Pays-d'Enhaut at altitudes of between 1000 and 2000 m. In 1999, this was the first product in Switzerland to obtain a registered designation of origin (AOC), which became the AOP in 2013.

**Vacherin Mont-d'Or AOP** (Protected designation of origin)
This soft cheese can be recognised by the round spruce box in which it is packed. Since 1865, it has been produced between September and the end of winter in the Joux Valley. Made with milk from cows that have grazed at altitudes of over 700 meters, it is moulded, pressed and then aged in cellars for about three weeks.

**Saucisse aux choux PGI** (Protected Geographical Identification)
The "saucisse aux choux" (cabbage sausage) is an essential feature of local cuisine that first saw the light of day in 879 when Emperor Charles the Fat made a stopover at Orbe. The residents were commanded to feed the Imperial court but they soon ran out of meat – so they used cabbage to fill the sausage.

**Saucisson vaudois PGI** (Protected Geographical Identification)
This speciality is prepared with pork and is produced exclusively in the Lake Geneva Region; it may be seasoned with garlic, coriander, wine lees or white wine. It is smoked cold and eaten in dried or cooked form, hot or cold, accompanied by a gratin of potatoes, leeks, lentils or haricot beans.

**Did you know?**
The *Bex Salt Mines* have been in operation since 1684 and are still active. An audio-visual presentation and an exhibition installed in a former reservoir excavated in 1826 narrate three centuries of mining operations and explain the methods for extracting salt from 50 km of galleries. [mines.ch](http://mines.ch)

**Museums**

- **Vevey – Food Museum**

- **Sévery-sur-Morges – Sévery Mill**
  One of the rare old-fashioned oil mills still operating.

- **Echallens – House of Bread and Wheat**
  A museum devoted to the history of grain and bread from planting and harvest to milling and baking.

- **Château-d’Oex – House of l’Etivaz**
  Reveals the secrets of making this famous traditional alpine cheese. The premises consist of a store where local food products are sold.
Culinary specialities

Papet Vaudois
One of the region's most characteristic dishes, made of leeks and simmered potatoes. Every chef adds a personal touch to the Papet – one may season it with vinegar, another may add cream, wine or parsley. The dish is traditionally accompanied by saucisse aux choux or saucisson vaudois.

Ingredients (for 4 people):
- 800 g leeks
- 2 onions
- 500 g high-starch potatoes
- 1 tablespoon dry white wine
- 200 ml vegetable stock
- Salt
- Pepper
- 2 Traditional Sausages (230 g each)
- 180 ml half-cream for the sauce
- A little thyme and lard

Preparation:
- Wash the leeks thoroughly and cut them into pieces measuring 2-3 cm;
- Peel and dice the potatoes;
- Melt the lard in a saucepan, add the leeks, fry them until golden and add the potatoes. Do not let the ingredients become too moist.
- Cook very gently for one hour.
- Plunge the cabbage sausages into simmering water for 20-30 minutes.
- When cooking is finished, mash the potatoes to bind the Papet.

Malakoffs
This speciality of La Côte region harks back to the Crimean War in which many Swiss took part. During the siege of Sebastopol, defended by Fort Malakoff, soldiers often ate pan-fried slices of cheese on soft bread. They brought the dish home and named it "Malakoff".

Ingredients
- 400g Gruyère cheese
- soft bread
- 200g flour
- 300ml milk
- 3 eggs
- 1 tablespoon oil
- Cooking salt
- Ground peppercorns

Preparation:
- Cut the cheese into thumb-sized strips
- Marinate them in the white wine
- Mix the flour, eggs and milk to make a batter
- Add a pinch of salt and a spoonful of oil
- Remove the cheese from the wine, daub it with flour and then coat it generously in the batter
- Spread the dough in the shape of a dome on the bread.
- Fry everything upside down at 180° (dome in front) and turn at the end to toast the bread.
- Drain the Malakoffs on kitchen paper
- Serve with small onions and gherkins

Did you know?
The Lake Geneva Region Tourist Office has launched a series of short films titled "Recipe Stories", featuring local recipes. They showcase the specialities inspired by local life through the individuals who carry on these traditions. region-du-leman.ch/en/72162
Wellness and health

Health, wellness and rejuvenation: All along the shores of Lake Geneva, there are renowned clinics and thermal spas to help you regain physical and mental harmony. Visitors to the region in search of rest and relaxation will find just the quality establishment to meet their needs and expectations.

Private clinics

The region is the ideal location for an outstanding range of private clinics: cutting-edge medicine is complemented here by a favourable climate and sophisticated yet discreet hotel accommodation.

Clinic La Lignière
Gland

Clinic La Prairie
Clarens-sur-Montreux

Clinic Bois-Cerf
Lausanne

Clinic La Source
Lausanne

Clinic Genolier
Genolier

Clinic Cécil
Lausanne

Clinic Valmont
Glion

Clinic Montchoisi
Lausanne

Baths and Centres Thermaux

Yverdon-Les-Bains Spa Centre
Villars Baths
Lavey-Les-Bains Spa Centre

5-star hotels with Spa

Beau-Rivage Palace, Lausanne
Spa Cinq Mondes

Hôtel des Trois Couronnes, Vevey
Puressens Health Academy & Spa

Lausanne Palace & Spa, Lausanne
Centre de Bien-Etre CBE

Grand Hotel du Lac, Vevey
Swiss Bellefontaine Spa

Le Mirador Kempinski, Mont-Pèlerin
Givenchy Spa

Chalet RoyAlp, Villars-sur-Ollon
Swiss Cell Spa Experience

Fairmont Le Montreux Palace, Montreux
Willow Stream Spa

Royal Savoy
Spa du Royal
Living traditions

Flourishing traditions and regional expertise are distinguishing features of the region. This intangible heritage is developing all the time; the local residents have successfully preserved it, and it still influences the region's landscapes, economy, events and cuisine.

Traditional arts and crafts

**Precision watchmaking – Joux Valley**

Precision watchmaking has shaped the history of the Joux Valley since the 17th century. Still today, small family workshops produce complex timepieces which have helped build the reputation of Switzerland's prestige watch brands.

**Musical automatons – Sainte-Croix**

From the 19th century onwards, the Vaud Jura developed a flourishing precision engineering industry which culminated with the renowned music boxes and automatons produced in the village of Sainte-Croix; a perfect combination of engineering and poetry.

**The art of paper-cutting – Pays-d’Enhaut**

The paper cuts of the Pays-d’Enhaut are lacework silhouettes made with scissors or a cutter that originally depicted rural Alpine scenes. This art form is very much alive and also witnessing a more modern trend towards graphic and abstract paper cuts.

**Tavillonnage - Alps**

Tavillonnage is a wood-based method of covering and sealing roofs and facades. The "tavillonneur" usually works with spruce grown at an altitude of over 1000 m and felled between the start of November and mid-February. Most of this work is carried out in the Vaud Alps nowadays.

**Chocolate makers**

Many internationally renowned chocolate-makers have a presence in this region. Henri Nestlé, founder of the famous food brand that bears his name, invented milk chocolate at Vevey in 1866 by mixing milk, sugar and cornflour. The mixture named *Farine Lactée Henri Nestlé* went on to conquer the entire world.

**Did you know?**

One of the leading "celebrities" of Lausanne is the Cathedral watcher who carries on a tradition dating back to 1405. Perched at the heart of the lofty tower, he sends out his message in every direction over the old town’s rooftops. “C’est le guet, il a sonné dix... il a sonné dix...” (“It's the lookout, ten o'clock has chimed …”) This is how he announces the hours between 10 p.m. and 2 a.m., 365 days a year.

**Museums**

- **Vallée de Joux – Espace Horloger**
  Situated in Le Sentier, it traces more than 250 years of prestige watch making.

- **Ste-Croix – CIMA Museum (International Centre for Art Mechanics)**
  Presents a unique collection of music boxes, a tradition and know-how specific to Sainte-Croix which specialised in the manufacture of mechanical movements.

- **Château-d’Oex – Museum of the Old Pays-d’Enhaut**
  One of the main museums devoted to Swiss popular art where visitors can soak up the atmosphere of life in earlier times.

- **L’Auberson – Baud Museum**
  A unique and unusual place, founded by the Baud brothers in l’Auberson. They repaired music boxes and automata and illustrated the Jura tradition of precision mechanics.
Celebrity guests

Long known for its hospitality and openness to the world thanks to its central geographical location, the Lake Geneva Region is a dynamic area which has been a particularly favoured holiday destination or place of residence for artists and celebrities from around the world for many years.

**Freddie Mercury – Montreux**

Freddie Mercury, the vocalist of the renowned rock group Queen, liked to say: "If you want peace of mind, come to Montreux". He fell in love with this town where he set up home and bought a recording studio which is open to the public. It was here that the group composed and recorded its last album, "Made in Heaven". A bronze statue by the shore of Lake Geneva commemorates the artist's ties with the town. His fans continue to flock here and Montreux is depicted on the sleeve of his group's final disc, released after his death.

**Charlie Chaplin – Vevey**

Charlie Chaplin was expelled from the US in 1952 because of McCarthyism. The star of the silent screen decided to set up home for himself and his family in Switzerland, in Corsier above Vevey, where he produced several more masterpieces. Now he lies next to his wife in Corsier cemetery. A fresco on the Gilamont towers and a bronze statue of Charlie on the quay promenade recall his presence. Chaplin’s World, the museum dedicated to the artist (April 2016), is situated in the Manoir de Ban, where the family had their residence for 25 years.

**Coco Chanel – Lausanne**

After the Second World War, the famous fashion designer stayed regularly at Lausanne, initially at the Beau-Rivage (a palace hotel on Lake Geneva) and then at the house she bought in 1966 in Sauvabelin, above the city. It is to her that we owe the "little black dress", and her braided suits made simplicity her trademark. She is buried in the Bois-de-Vaux cemetery in Lausanne, where her tomb can be identified by five lions that recall her "fetish number" and star sign.

**Audrey Hepburn – Morges**

For 30 years, the British actress lived in a superb property in Tolochenaz, near Morges. She won an Oscar for "Roman Holiday" and also became a fashion icon, but she ended her cinema career in 1967 to devote herself to the cause of underprivileged children as a UNICEF Ambassador and with the Audrey Hepburn Children's Fund. She is buried in the cemetery at Tolochenaz. A room in the Bolle Foundation at Morges pays permanent tribute to her by exhibiting a collection of photographs and personal items.

And much more…

Composers and musicians such as Tchaikovsky, Stravinsky, David Bowie or Clara Haskil, the painter Gustave Courbet, the screen stars Yul Bryner, David Niven and dress designer Coco Chanel lived here as did the South African politician Paul Kruger and the founder of the modern Olympic games Pierre de Coubertin or Maurice Béjart, dancer and choreographer. Numerous writers such as Rousseau, Voltaire, Goethe, Dickens, Victor Hugo, Tolstoy and Simenon also came here to relax or seek inspiration.
A prestigious past

This region steeped in history and culture has around 100 castles, 14 of which are open to the public, and over 80 museums devoted to archaeology, games, food, history, sculpture, vintage cars, science fiction, photography, outsider art, painting and the Olympic movement, attracting curious visitors daily.

Montreux – Chillon Castle
In its strategic position between north and south, Chillon Castle played a key part in history between the 12th and 16th centuries. From its rocky islet, the restored site appears as an impregnable fortress on the side facing the mountains and as a princely residence on the side facing the lake.

Avenches – Roman arenas
Avenches, the ancient capital of Roman Helvetia, and its preserved amphitheatre is now the setting for many spectacular performances including Rock Oz’Arènes and the Avenches Tattoo. The ideal way to spend a summer's evening out.

Lausanne – Notre Dame Cathedral
Lausanne Cathedral, a major centre of spiritual life, is one of Europe's finest Gothic buildings. Its southern door with painted sculptures recently underwent stabilisation and restoration and the organ installed in 2003 provides music for services and concerts in a unique setting.

Romainmôtier – Cluniac Abbey
Romainmôtier Abbey was built on the site of former churches between 990 and 1028 based on the same plan used for the church at Cluny. The abbey is a gem of mediaeval art recounting over 1500 years of history.

Payerne - Abbatiale de Payerne
After more than 10 years of building works, the Abbatiale de Payerne, a masterpiece of Romanesque art in Switzerland, has reopened to the public. The discovery trail at the Abbatiale is unique. It offers a new perspective on the history of the largest Romanesque church in Switzerland and its original characters.

Among the most interesting sites are the old city and castle of Nyon, Orbe and its Roman mosaics, the châteaux and medieval castles of Chillon, Prangins, Moudon, Grandson and Aigle, the abbey of Payerne, the biggest Romanesque abbey in Switzerland or the ancient houses of Saint-Prex.

Museums

Avenches – Roman Museum
Houses a remarkable Gallo-Roman collection including a copy of the gold bust of Marcus Aurelius.

Lausanne – Roman Museum of Lausanne-Vidy
Traces the history of Lausanne and the life of the people in Roman times.

Nyon – Roman Museum of Nyon
Discover the daily life of a typical Roman colony, from how they looked to political life.

Yverdon-les-Bains – Historic Museum
Three rooms in the castle house an exhibition devoted to ancient navigation with two exceptional Gallo-Roman ships on display.

Peyragudes – Musée National Suisse
The château has a kitchen garden where fruit and vegetables are grown, evoking the cultural, political, economic and social aspects of life in Switzerland in the 18th and 19th centuries.

Morges - Castle of Morges

Our UNESCO listed attractions
Joining the Lavaux vineyard terraces and the prehistoric stilt houses on the shores of Lake Geneva and Lake Neuchâtel, six of our region’s attractions are now listed by UNESCO as part of our world heritage, highlighting the cultural riches the region has to offer. Le Corbusier’s “Le Lac” Villa has been added to the list of world heritage sites, while the Montreux Jazz Festival’s collection of audio and video tapes features in the International Memory of the World Register and the Fête des Vignerons is now recognised as an event of intangible cultural heritage. Since December 2020, "know-how in watchmaking mechanics and art mechanics", are also on the list of intangible cultural heritage of humanity.

Corseaux – Villa Le Corbusier
“Le Lac” villa, a small lakeside house in Corseaux, was built in 1923-1924 for Le Corbusier’s parents, the first example of Le Corbusier’s modern architecture in Switzerland. The Villa was included in UNESCO’s list of world heritage sites in July 2016, as an exceptional contribution to the modern movement.

Montreux-Riviera – Lavaux
Shaped over many generations of wine-making families, the Lavaux vineyards are some of the most extensive in Switzerland with their 400 km of walls and 10,000 terraces. Lavaux has been listed as a UNESCO world heritage site since June 2007.

Montreux – Montreux Jazz Festival’s collection of audio and video tapes
The Montreux Jazz Festival heritage includes 10,000 tapes and over 5,000 hours of concert recordings since the festival was founded in 1967. This collection was included in the UNESCO Memory of the World Register under the name “The Claude Nobs Legacy” in June 2013.

Lake Geneva Region – prehistoric stilt houses around the Alps
This listing includes the remains of prehistoric lake dwellings around lakes, lowlands and the alpine arc. Due to its large area and many lakes, the Lake Geneva Region has the largest number of stilt house sites in Switzerland. These dwellings were listed as a UNESCO World Heritage site in June 2011.

Vevey – La Fête des Vignerons
Organised by the Confrérie des Vignerons since 1797, the festival takes place once a generation on the Place du Marché in Vevey. The whole region gets involved in this event featuring a whole host of wine-makers as well as performers, singers and dancers, contributing to the national and international renown of Vevey and the Lake Geneva Region. It was the first tradition to be included in UNESCO’s intangible cultural heritage in December 2016.

Know-how of the Sainte-Croix/L’Auberson region at UNESCO
Since 16 December 2020, the ‘craftsmanship of mechanical watchmaking and art mechanics’ has been listed as part of UNESCO’s Intangible Cultural Heritage of Humanity. The listing commends a centre of excellence in trades associated with the arts and crafts: music boxes, automata, songbirds, antique clocks, station clocks, unique pieces, and small watchmaking series.
Architecture and design

The region has everything that aficionados of architecture could desire. Leading figures in the world of architecture have left their mark on the countryside around Lake Geneva. Le Corbusier built a lakeside villa for his parents which is open to the public, while Mario Botta designed a restaurant perched at a height of 3000m.

The renowned Japanese architectural practice, Sanaa, built the Rolex Learning Center at the Swiss Federal Institute of Technology in Lausanne (EPFL), and a warehouse area in this city (Le Flon) has been redeveloped into a fashionable district. If you’re looking for more traditional architecture, a visit to the "Balthus" chalet (the largest in Switzerland) in Rossinière is an absolute "must" while, reflecting a different style, the watchmaking farms in the Joux Valley bear witness to the origins of that industry.

Lausanne – Rolex Learning Centre
The new training centre for the Lake Geneva Region's leading academic institution is an iconic example of contemporary architecture, a knowledge centre and a place to spend time. In one single structure, it houses a library, working space, restaurants, lecture theatres and meeting rooms as well as many facilities serving the centre's students and staff.

Lausanne – Le Flon area
In the heart of Lausanne, Le Flon is a contemporary example of how an industrial area can be redeveloped and modernised. The urban planners prioritised a mix of activities and "soft mobility". The pedestrian zone and modern public spaces surround commercial buildings, workshops and studios, a cinema and administrative buildings.

Joux Valley – watchmaking farms
The watchmaking farms are typical buildings of this region, identifiable by their attractive windows. During the six months of winter, the watchmakers toiled away in their workshops (often located in the attics or granaries of these superb farms) to produce marvels of their craft.

Les Diablerets – Restaurant Botta 3000
In the heart of the Vaud Alps on the edge of the Les Diablerets glacier, the Restaurant Botta 3000 is named after Mario Botta, the famous Swiss architect. At an altitude of 3000 m, it is accessible all year round.

Rossinière – Balthus chalet
The Grand Chalet of Rossinière, in the Pays-d’Enhaut, is an outstanding example of wooden architecture. It is owned by the family of Balthus, the renowned painter, and is the largest chalet in Switzerland.

Lausanne – ArtLab
Located on the site of the EPFL, the ArtLab project comprises three spaces under one roof, creating a link between arts, culture, science and technology. Most notably, it houses the digitised archives of the Montreux Jazz Festival, a Montreux Jazz Café and a large space dedicated to artistic and cultural exhibits.
Art

In Lausanne, lovers of classic painting will enjoy a visit to the Cantonal Museum of Fine Art where they'll find some very fine canvases by Vallotton and d'Auberjonois. There are also themed exhibitions at the Hermitage Foundation and the Jenisch Museum in Vevey.

In a different style, the world-famous Collection of Outsider Art (Musée de l'Art brut) is devoted to what Jean Dubuffet called "works produced by individuals who are unscathed by artistic culture", while the reputations of the Elysée Museum (entirely dedicated to photography) and the MUDAC (focusing on design and contemporary applied art) have travelled well beyond Switzerland's borders.

Lausanne – Collection de l’Art Brut (Collection of Outsider Art)
Lausanne has been the capital of outsider art since 1976. This collection features paintings and drawings by self-taught artists, some being the work of prisoners, hermits or the insane. The museum is a benchmark for marginal art.

Lausanne – Hermitage Foundation
In a magnificent setting, the Hermitage Foundation stages temporary exhibitions of painting and sculpture from 1850 to 1920, with a major emphasis on impressionism. The works can be enjoyed in a 19th-century residence which has preserved its original ambience.

Vevey – Jenisch Museum
This museum, founded in 1897, houses paintings by Balthus, Courbet, Giacometti, Hodler, Morandi and Vallotton, a collection of old drawings and works by contemporary artists, the Oskar Kokoschka Foundation which has assembled the most important collection of works by that artist, and the Cantonal Collection of Prints and Drawings containing some 30,000 artistic engravings.

Lausanne - PLATEFORME 10, the new arts district
It will be home to a galaxy of cultural attractions: the Cantonal Museum of Fine Arts (mcba), the Elysée photography museum and the Museum of Contemporary Design and Applied Arts (Mudac). The Toms Pauli and Félix Vallotton foundations will also relocate to the new site. Each institution focuses on a specific discipline – but by bringing them together, Plateforme 10 aims to transcend the boundaries between them. The rival collections in this constellation will generate a strong spirit of place that is sure to emanate a magnetic attraction for visitors. The first stage of Plateforme 10 was inaugurated on 5 October 2019 with the opening of the mcba. The Elysée photography museum and the Mudac will open there in 2021.
Living in nature

Aquatis, the biggest fresh water aquarium-vivarium in Europe

Opened on 21 October 2017, AQUATIS Aquarium-Vivarium tells the story of fresh water and humankind. Over 3,500 m² and two levels, visitors are taken on a journey through the five continents discovering the main fresh water ecosystems and their particular flora and fauna. There are more than 362 species of fish, 100 reptiles and amphibians from the Lausanne Vivarium and 300 plant species to discover in the 5 biozones and 12 natural environments, all enhanced by special staging.

Sustainable mobility

Hiking and walking

With over 3000 km of signposted trails, the Lake Geneva Region is a real paradise for hikers. These excellently marked trails are as varied as the landscapes of the region, guiding visitors along paths affording breath-taking views, through the Jura mountains, the Vaud Alps, vineyards and countryside.

Numerous themed or educational walks also provide in-depth knowledge about particular aspects of the region. The options include history, with the Salt Trail; gastronomy, with stops at chalets in the pastures of Sainte-Croix; or a heritage trail along the terraced vineyards of Lavaux. "SwitzerlandMobility", a network of marked trails, includes many routes that can be completed in one or more days. Packages including accommodation and luggage transport are also available for hikers.

Cycling / mountain biking

It is no coincidence that the World Cycling Centre (which is also home to the International Cycling Union) has been established in Aigle, half an hour by train from Lausanne at the foot of the Alps. This is an ideal region to explore by bicycle. All the main towns and cities provide self-service bikes as a practical option for visitors to explore streets and alleyways at their own pace.

With the electric bikes on offer, riders can travel through the Joux Valley and the Jura with minimum effort. Such freedom! "SwitzerlandMobility" offers an extensive range of itineraries tailored to the needs of cyclists and mountain bikers, well away from the major arteries. A different way to travel, whether you’re pedalling through pastures or – for more athletic visitors – slogging up the mountainside.
Transport

The Lake Geneva Region has been interlinked with the entire continent of Europe for centuries and has successfully preserved and developed an extensive transport network with an amazing variety of options. Different and more authentic ways to travel, including by boat or funicular, cable car or miniature steam train, bring tourists closer to monuments, points of interest and landscapes and are also extremely convenient.

Trains

**MOB, the Montreux Bernese Oberland Railway**
The MOB runs between Montreux and Lucerne through Château-d’Œx. Its panoramic carriages offer passengers uninterrupted views of the stunning scenery. The Belle Époque option, the GoldenPass Classic, offers a romantic journey back in time, while travellers on two themed trains (one focusing on chocolate and the other on cheese) can learn all about the production of these typical Swiss specialities.

**Lavaux Express / Lavaux Panoramic**
The carriages of the Lavaux Express wind their way through the famous terraced vineyard (classified as a UNESCO World Heritage Site) starting from Lutry or Cully by the lakeside. The Lavaux Panoramic offers two circular routes with the emphasis on culinary stopovers. In fine weather, these two trains are an excellent way to get to the heart of this exceptional region and sample its products.

There are also two regional railway lines offering visitors the chance to admire the countryside and savour local specialities. Departing from Lausanne, the Lausanne-Echallens-Bercher (LEB) TrainResto invites its passengers on carriages dating from 1947 and takes them into the countryside for a delicious lunch in the "bread basket" of the region. The same type of package is also offered by the BAM Saveurs, a train that runs between Morges on the shores of Lake Geneva and the Jura foothills. This excursion can be extended to the traditional Sévery oil mill, opened in 1845 and still known far and wide for its delicious products.

Boats

With some 20 boats, the Lake Geneva General Navigation Company (CGN) serves 40 Swiss and French ports. It has Europe's largest fleet of renovated Belle Époque steamers. Lovers of old ships will also appreciate the galley "La Liberté" which sails from Morges, and "La Vaudoise" which departs from Ouchy harbour in Lausanne. This lake barge with its distinctive two sails was built in 1932 to transport cargo. Also in Ouchy, the ultra-silent Aquarel solar-powered boats allow passengers to observe the lake's fauna at close hand.

Museums

**Nyon – Lake Geneva Museum**
A captivating plunge into the heritage of the biggest lake in Western Europe.

**Château-d’Œx – Espace Ballon**
Presents the ballooning adventure in all shapes and sizes, from its history to technical aspects, showing all the great moments and the most mind-blowing records.

**Chamby – Blonay-Chamby Museum**
Displays of period vehicles from the steam train to the Belle Époque electric train.

**Vallorbe – Iron and Railway Museum**
Tells the story of iron and the iron industry in our region from 1495 to present day, including a working smithy demonstrating the work of a blacksmith.

Nature parks
From the coast of Lake Geneva to the shores of Lake Neuchâtel and throughout the Alps and the Jura, numerous initiatives are under way to protect nature's treasures in the region. On the peaks in Château-d’Œx, rare species such as chamois, royal eagles and black grouse inhabit the “La Pierreuse” reserve. Two regional nature parks (Gruyères-Pays-D’Enhaut and Jura Vaudois) conserve the countryside and its heritage.

Other protected zones in the lowlands focus on safeguarding the living heritage – for instance, Les Grangettes reserve in Villeneuve, at the end of the Lake Geneva. Its reed beds, marshes and alluvial forests can be visited on foot or by solar-powered boat during a safari led by an ornithologist. Another unmissable attraction is the Champittet reserve near Yverdon-les-Bains, with one of Switzerland's largest lakeside marshes.

Jura Vaudois regional nature park
The Jura Vaudois regional nature park stretches from the summit of La Dôle to the Jura foothills, encompassing the Joux Valley. Walkers love to explore the park in fine weather thanks to its 523-kilometer network of footpaths; cycling is also an option. The attractions include gently undulating countryside, meadows enclosed by traditional drystone walls with Alpine chalet inns here and there, and an abundance of viewpoints looking out over the Alps as far as Mont Blanc. 18 chalets produce the Gruyère d’alpage (AOP) cheese using traditional methods. In winter, snow-shoeing or cross-country skiing are the best options for ascending above the sea of mist to breathe in lungfuls of pure fresh air.

Gruyère – Pays-d’Enhaut regional nature park
The Gruyère Pays-d’Enhaut regional nature park extends from the heights above Lake Geneva as far as the Canton of Fribourg. The horizon is marked by the rocky crenellations of the Vanils mountain chain. Visitors can enjoy the many picturesque villages along the way and walk across stone bridges over the river Saane marking the border between the French- and German-speaking regions of Switzerland. Nature and agriculture are in harmony here: in the Alpine meadows, the cows reign supreme and dairy barns roofed with the wooden shingles known as "tavillons" bear witness to the local dairy farming activities. This region is also home to the three outstanding cheeses with the AOP label: Gruyère, Étivaz and Vacherin Fribourgeois.

Nature preserves

Cheseaux-Noréaz – Grande Caricaire Nature Reserve
This park is home to approximately 800 plant species and 10,000 animal species, so approximately a quarter of Swiss flora and fauna, and has the biggest collection of lakeside marshes in Switzerland.

Montreux Riviera – Les Grangettes Nature Reserve
A migratory bird paradise, this reserve is the ideal place for families to observe typical species on the unspoilt shores of Lake Geneva.

Aubonne – Aubonne Valley Arboretum
This arboretum cultivates thousands of trees for scientific study, the protection of the species and the pleasure of strolling around a natural site. Visitors to the Arboretum can enjoy a two-hour walk through the landscaped grounds, with a stop at the visitors’ centre to view its exhibits.

Winter destinations
Alps

The Vaud Alps are an ideal destination for sports enthusiasts. Skiing is one of the main attractions, of course, but visitors also have the option to tackle the slopes on a toboggan or stay behind in the village to enjoy curling or ice-skating. This is also a perfect region to explore on foot thanks to a wide range of winter walking itineraries. All the resorts are accessible by public transport, via mountain railways or bus routes. Finally, tourists can combine education with pleasure by taking a panoramic Belle Epoque train or a rail journey focusing on the themes of chocolate or cheese, with tastings all along the way.

Villars-Gryon
With over 100 km of pistes at altitudes ranging between 1200m and 3000m, this resort is bound to delight ski enthusiasts who can admire the impressive panoramic views of the Mont Blanc massif, the Dents du Midi and Lake Geneva as they sweep down the slopes. For relaxation, the resort offers the very chic and cozy Chalet RoyAlp, with a spa that won the World Luxury Spa Award for the best European luxury destination in 2013.

Les Diablerets
This resort's 125km of pistes soar to a height of 3000m in the Glacier 3000 area. At this dizzying altitude, the Restaurant Botta (designed by the famous architect Mario Botta) enables visitors to admire stunning panoramic views of the entire Lake Geneva basin. Further down, the 7.2-km toboggan run (which can also be ridden at night) makes an ideal outing for families or groups of friends.

Aigle – Leysin – Col des Mosses
As well as 17 ski lifts, this resort boasts a snowpark that is very popular with riders and other freestylers. Another sensational attraction is the Tobogganing Park, with several snowtube runs. Thrills and spills are guaranteed! For a little relaxation, the Kuklos revolving restaurant is an excellent choice. At an altitude of 2048m, this is the best place to admire the views of Lake Geneva and the surrounding peaks.

Château-d’Oex – Rossinière – Rougemont
At an altitude of 1000m, the village of Château-d’Oex is world famous for its international hot-air balloon festival, staged every year at the end of January. For a change of mood, there is the neighbouring village of Rossinière which has become renowned for its unique architecture, adored by the painter Balthus. Visitors come from far to view his chalet, the largest in Switzerland, which is adorned with inscriptions and countless windows.

Did you know?
All set to discover the Pays-d’Enhaut: until 11 April 2021, visitors can explore this region of the Vaud pre-alps at an altitude of 1000 m with a package deal. This exceptional offer, available from CHF 115.- per person, is aimed at sports enthusiasts and gourmets who spend at least one night in a partner establishment in the Pays-d’Enhaut. Needless to say, the programme includes skiing with a pass granting access to 100 km of marked runs in the ski area of La Lécherette-Leysin-Les Mosses, where around a hundred snow cannons provide snow at all times. Also included is the Pass d’Enhaut, which opens the doors to numerous activities between Château-d’Oex, Rougemont and Rossinière, from a visit to a cheese dairy to an ice skating rink. Gourmets will appreciate the tasting plate with regional products and the welcome drink in their 3* hotel or B&B. region-du-leman.ch/en/P72759

Gently sloping hills and forests are the defining features of the Jura landscape. Cross-country skiers can enjoy 200 km of pistes with wide open spaces away from the crowds. Marked routes are provided
for snowshoeing enthusiasts and hikers. Above the clouds, the tranquil ambience encourages visitors to change pace and take advantage of viewpoints looking out over the serried ranks of the Alps, from the three famous Bernese peaks — the Eiger, the Mönch and the Jungfrau — as far as Mont Blanc, including the Matterhorn and the Dents du Midi.

**Sainte-Croix/Les Rasses**

Perched at an altitude of 1100m, this region certainly lives up to its nickname — the "Balcony of the Jura". From these lofty heights, glimpses of the lake far below are simply stunning. For cross-country skiers, hikers and snowshoe enthusiasts, this is truly a miniature paradise less than an hour away from Lausanne, with a wide range of marked routes and inns where local specialities can be savoured.

**Joux Valley**

Nestled between two Jurassic mountain chains, the Joux Valley also has Europe's largest natural skating rink: its lake, which freezes over every winter. The ice was exported for a long time but nowadays, it is put to good use here on the spot. Skaters and speed-sail enthusiasts can indulge their passions to their heart's content, as can hikers who come here just to enjoy the unique countryside and light.

**Saint-Cergue**

At a height of over 1000m above the town of Nyon, the village of Saint-Cergue is the gateway to La Dôle, the Jura peak that soars to 1677 meters. Cross-country and downhill skiing as well as snowshoeing can be enjoyed here with Lake Geneva and the Alps as the backdrop. This region is equally famed for its livestock farms and dog-sled racing – another way to enjoy the snow.

**A host of activities for non-skiers**

Although skiing reigns supreme during the winter months in the Alps and the Jura, it is complemented by a whole host of activities such as hiking and snowshoeing, offering an alternative way to discover nature at a more leisurely pace. Other original ways of crossing the snow-clad landscape include skating and tobogganing, the ice climb in Leysin or ski-joring (a less well-known but very old discipline in which the skier is pulled by a dog team, pony or horse).

**Did you know?**

*Working to promote alternative sustainable forms of mobility in Switzerland, SwitzerlandMobility offers a national network of routes for hiking, cycling, mountain biking, roller blading or canoeing. Extending its summer offering, SwitzerlandMobility is getting into winter mode with a selection of the most beautiful winter routes featured on its website, including snowshoeing trails, cross-country skiing tracks and toboggan runs. There are 46 routes across the whole Vaud area, region-du-leman.ch/en/Z10253*
Business Tourism

A central location

Situated at the crossroads of major trans-European arteries, the Lake Geneva Region has a highly-developed road and rail network. In addition to its incomparable tourist attractions, it also offers great facilities for business trips and the organization of conferences and meetings in exhibition centres and hotels equipped with meeting rooms. Lausanne, the cantonal capital and home of the International Olympic Committee, is particularly well-equipped, as is Montreux, the site of the celebrated Montreux Jazz Festival.

Infrastructure

With 304 hotels and 17,000 beds, the Canton of Vaud offers a varied range of accommodation that can meet every need. From Lausanne to Montreux Riviera on the shores of Lake Geneva or at Villars-Gryon in the Vaud Alps. Business travellers to the region can have their pick of grand hotels and international chains. The offering also includes medium-category establishments with conference facilities throughout the region. No matter which category is chosen, guests will enjoy a high quality welcome as befits the Swiss tradition. Variety is also the keynote for the region's congress and exhibition centres. Lausanne offers the cutting-edge SwissTech Convention Centre (opened in April 2014) and the enormous Palais de Beaulieu, while Montreux is equally well equipped with the 2m2c. Those seeking an authentic setting need look no further than Portes des Iris in Vullierens, above Morges. This superb 16th-century farm in the depths of the countryside has stunning views of Lake Geneva and the Alps and hosts conferences and exhibitions.

Grand Hôtel du Lac, Vevey

SwissTech Convention Center, Lausanne

Major institutions

One reason why Lausanne, capital of the Canton of Vaud, is known throughout the world is that it is home to many major institutions. Its higher education establishments include the University of Lausanne (UNIL), the Swiss Federal Institute of Technology in Lausanne (EPFL), famed for its research work as well as its campus, with the Rolex Learning Center (designed by the Japanese architectural practice, Sanaa), which combines the functions of learning laboratory, library and international cultural centre. All aficionados of design are familiar with the University of Applied Arts (ECAL), a vast hothouse of talent. The International Institute for Management Development (IMD) trains executives from a hundred nations and the Lausanne Hotel School (EHL) educates the best specialists in the hospitality industry. The University Hospital of Lausanne (CHUV) positions the city on the cutting edge of medical research. Lausanne is also home to the headquarters of the International Olympic Committee (IOC) and 58 international sporting federations and organisations.
A sustainable region

The various stakeholders of the Lake Geneva Region tourism sector work together constantly to promote sustainability in every sense. From hotels to major festivals, numerous businesses and organisations are now focusing on the issue of safeguarding the natural environment, through a wide variety of initiatives, including protection of the countryside, sustainable management or the promotion of local products.

**Label Fait Maison**
As an initiative of the Consumers’ Association of Western Switzerland (FRC) together with GastroSuisse, Slow Food Switzerland and the Swiss Week of Taste (la Semaine Suisse du Goût), the label Fait Maison recognises those restaurants which prepare their dishes entirely or predominantly in their own kitchens without using precooked food or products. Today, almost 300 restaurants have been awarded this label or are in the process of registering for it in French-speaking Switzerland, 130 of which in the canton of Vaud.

**Wine tourism Certification**
Since 2014, the Lake Geneva Region has been focusing on wine tourism and providing a quality welcome. An extensive programme has been developed and a specific certification made available to service providers wishing to be recognised as wine tourism specialists, with wine-producers, restaurateurs, hoteliers or sellers of local produce completing a specific training course on this theme.

**Green restaurants**
The “Green fork" health label is awarded to restaurants that offer a balanced dish of the day. Professional dieticians support and advise the businesses that carry this label. La Pinte Vaudoise in Pully near Lausanne is the tenth restaurant in the canton to receive this honour.

**Renewable energies**
A chance to learn everything about renewable energies combined with a walk in magnificent scenery: this is the concept behind the educational trail focusing on renewable energies at Leysin (altitude: 2048 m). Eleven information panels help visitors to discover the difference between a conventional light bulb and the energy-saving version, to learn how a wind turbine works or to measure the power of solar energy.

**Did you know?**
Thanks to twelve solar panels installed below its terrace, the "Kuklos" revolving restaurant, in Leysin, in the Alps can now complete a rotation in one hour and thirty minutes thanks to the power from the sun. region-du-leman.ch/en/P1290
A bird’s eye view of the Canton of Vaud

The canton of Vaud is one of the 26 cantons of Switzerland. It shares its borders with France and the cantons of Geneva, Neuchâtel, Fribourg, Berne and Valais. With an area of 3,212 km², it is one of the largest cantons in Switzerland. The canton consists of three geographical regions: the Jura range (15%), the Plateau (63%) and the Alps (22%). The lowest point is the Lake Geneva basin at 372 metres; the highest point is the Diablerets massif at 3,209 metres.

The canton of Vaud consists of 10 districts and 340 municipalities and has a population of around 806,088 (about 9% of the whole Swiss population), of which around 30% are foreigners. The most heavily populated commune, with more than 139,720 inhabitants is Lausanne, while the least populated is Mauraz, with 59 people.¹

The canton of Vaud joined the Swiss Confederation in 1803. The cantonal government is the Council of State which is made up of seven members, or state councillors, including a president and vice-president. At the federal level, the canton is represented by 18 national councillors in the National Council, or People’s Chamber, and two state councillors in the Council of States, or Cantonal Chamber.

Tourism in the canton of Vaud in fact and figures

With a global annual turnover of 4.56 billion francs², a gross added value of 2.33 billion and 22,510 full-time jobs, tourism in Canton Vaud accounts for 7.2% of GDP – a percentage over the national average (6.5%) – and accounts for 8.6% of jobs Switzerland. The tourism sector is one of the main economic resources of the canton of Vaud.

Source: Federal Statistical Office (FSO), statistics on tourist accommodation

¹ www.stat.vd.ch
² Etude Rütter + Partner: « L’importance du tourisme dans l’économie vaudoise », 2004
Our theme-related brochures

**Vivre Magazine Winter/ Summer**
Enchanting lake shores, attractive towns and cities; colourful rural landscapes; tranquil open spaces; majestic mountains: four very different worlds collide in the heart of this region.

**One region, a thousand adventures**
Like a vast natural theme park, the Lake Geneva Region has something for every season; find out all you need to know with this augmented reality interactive map.

**Art de Vivre**
Stroll, relax, enjoy, discover, taste: these words are synonymous with holidays and describe the canton of Vaud perfectly. This type of atmosphere can be felt in the towns as well as out in the countryside or in the alpine resorts. This guidebook provides information about the region, gastronomy, wines, wellness centres, and shopping in the area.

**Vineyards walks**
The Canton of Vaud has elevated wine tourism to the level of an art. These specially created routes combine tradition and innovation, with the Vaud:Guide app showing the way, providing information on key locations and ramping up the fun with interactive games.

**Land of culture World of contrasts**
The canton of Vaud is a land of culture, heritage, and traditions. Over the ages, it has been inhabited, envied, and praised. Enriched over time, this region unveils its living history at medieval sites and museums, during shows or through the hands of a craftsman.

**Brochure “Nature”**
Explore the multiple facets of the region’s landscapes by taking a leisurely trip on a boat, tourist train or funicular. If you prefer a means of travel that’s more in tune with nature, there’s a whole host of marked footpaths and biking trails just waiting for you to enjoy.

**Sales Manual**
Brochure edited for tourism professionals such as Tour Operators and distributed during professional events. This document sells the region through its hotels infrastructure, tourist attractions, unique public transport system, festivals or its gastronomy.

Discover our **short films** about local personalities. They tell us about their passion, their work, their homeland, and what it means to them in their everyday lives: [lake-geneva-region.ch/multimedia](http://lake-geneva-region.ch/multimedia)