



SUMMER 2015

## SMALL IS BEAUTIFUL

Produced by Yann Perrenoud

A rather small country, located in the very heart of Europe, a vibrant destination made of stunning diversity: 4 national languages, diverse culture and mentality, religion, food and much more. It can happen in a blink of an eye leaving you speechless... but always wanting more. Watches, picture postcard landscapes, chocolate making, cows, alpine peaks and crystal clear lakes are just a few of the outstanding Swiss assets.

The visitor is dazzled and intrigued when visiting cosmopolitan cities such as Zurich, Basel and Geneva that contrast quite with cities like Bern or Lucerne, as well as smaller winter and summer resorts. There is everything for all tastes and desires, a trip to Switzerland exceeds any "estimated" expectations.

For wine lovers, the Ticino and Valais regions offer the finest vine grapes grown in the most spectacular vineyards setting. The mountain highlife is world renown with Zermatt, St Moritz, Interlaken, Gstaad, Verbier and more. The Jungfrau Mountain and Schilthorn, a James Bond film setting, are a favourite for the visitors from all over the world.

Plan an event to Switzerland and you will pamper your guests! - this is the country of sophistication and simplicity, reliability and punctuality, exciting winter and summer sport activities, diversity of experiences within the same excursion. Whatever you are looking for, Switzerland is a chocolate box bursting with the most varied and delicious flavours.

When you think of Switzerland, think of Welcome Swiss and enhance the success of your event. Try a vintage car rally, an « Orient Express like » train journey through spectacular landscapes or venture into neighbouring Italy, France or Germany. For the really adventurous, maybe a Glacier experience, panoramic helicopter flights or hot air balloon ride over the ravines - the list is endless. Welcome Swiss creates and tailors solutions that go beyond your expectations.

## CHARITY TEAMBUILDING - CREATE JOY AND HAPPINESS FOR OTHERS!

Produced by Dino Barile

This team building activity is a social one and the aim of it is to make children happy with the teddy bears you will create yourselves. So get your imagination working because you'll have to make the best teddy bears ever!

The concept of this whole activity is to make your own personal teddy bear with the materials put at your disposal. On team tables, we will set empty teddy bear bodies (40 different kinds), some stuffing, teddy clothes and accessories, even teddy shoes. Each bear will have its own passport and birth certificate that the team has to complete along with a personalised message and will be sent in a teddy suitcase to those children less fortunate in Switzerland or anywhere in the world.

The bears can all be sent outside of Switzerland if you prefer but locally we can

send them to for example, hospitals, orphans homes, Theodora Foundation, etc...

So if you want to do something for others rather than just a fun teambuilding for yourselves, and you want to put smiles on many children's faces, then this is the perfect teambuilding activity for you.

It's a fun and creative moment that the team will spend together but that will remain in the memories of others for a much longer moment!

Make someone happy and help put a smile on their faces!



## EUROPE'S HIGHEST SUSPENSION BRIDGE. SET YOUR PULSES RACING!

Produced by Michèle Tause

Think you have a head for heights?

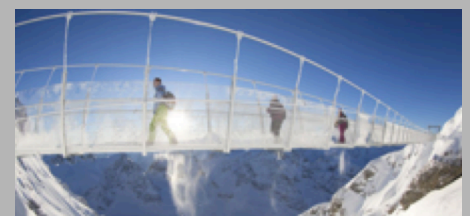
3,041 metres above sea-level. 500 metres off the ground. 150 heart-pounding steps. This is what awaits you on the TITLIS Cliff Walk, the spectacular suspension bridge high up on the summit. To cross the bridge, you'll need nerves as strong as the steel cables from which it hangs.

The Titlis itself is an amazing and magnificent mountain with views to take your breath away. A great restaurant in a typical mountain chalet style with a chic interior and great cuisine. An igloo village just a few meters down the slope from the restaurant is available for great lunches and aperitifs as well as an ideal area for teambuilding events. But now there is something else to add to this amazing site...

On arriving at the summit of the mountain, a route leads you through an underground tunnel and on to a viewing platform at the south wall window. The suspension bridge stretches from here to the Ice Flyer glacier chair lift station. The TITLIS Cliff Walk is just one metre wide and 100 metres long. The views into the abyss below are breath taking!

The TITLIS Cliff Walk holds the record for being the highest suspension bridge in Europe. Entry to the Cliff Walk is free of charge and can be visited as a unique experience or included in a full day activity with teambuilding and lunch or ski activity with a « plus ».

Please note: the suspension bridge will be closed in bad weather.





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## COUNTRY THAT MAKES THE BEST CHOCOLATE

Despite having a climate that is inhospitable to growing cacao plants, and never having colonized any regions that could produce them, Switzerland is widely recognized as a country that produces delicious chocolate.

By Michèle Tauxe

Visit one of the chocolate workshops and test your confectionery skills in a relaxed atmosphere. Make your very own truffles or find out how to pour, mould and decorate Easter bunnies. All this and much more is waiting for you, and with no previous knowledge required. Visitors are also given the possibility to do a chocolate tasting and enjoy the many different kinds of chocolate produced at the confectionery.



## SWISS JOKE

Produced by Dino Barile

When God had finished creating Switzerland in outline, he said to the first Swiss: "I shall grant you three wishes. What would you like?"

"Well, first of all, imposing mountains." And the Lord created the most magnificent mountains. "What else? No need to be shy." "Green, juicy meadows with cows that will produce a lot of excellent milk." And God created green meadows with excellent dairy cattle.

The Swiss decided to make sure, milked one of the cows, and tasted the milk. "Is it good?" God asked. "Excellent! Taste it Yourself, Lord!" and he passed God a glass of milk. "You're right, it is excellent," God said.

"And what would you like now?" "Five francs for the glass of milk," the Swiss replied.

## MONTREUX JAZZ FESTIVAL

Produced by Dragana Mitrovic

The Montreux Jazz Festival is far more than the evocative name of one of the world's major cultural events. Since its beginnings in 1967, the Festival has developed its palette of activities considerably.

Today the Festival is involved in an array of endeavours, including a Foundation encouraging the next generation of musicians, the Montreux Jazz Café, and Montreux Sounds, the largest audio-visual concert archives in the world.



From Aretha Franklin to David Bowie, Ray Charles or Prince, over 5000 hours of concerts were recorded in audio and video since the Montreux Jazz Festival in 1967 by visionary Claude Nobs.

Welcome Swiss (a Welcome Group member) has 40 years of proven experience in Switzerland combined this with a passion for showcasing Switzerland as a MICE destination while delivering proposals and events that match your needs.

We possess extensive local expertise, resources and knowledge, specializing in the design and implementation of activities, tours, events program logistics and transportation in Switzerland & Italy.

With more than 40 years of proven experience we have a great selection of partners and we guarantee the best value for money for all our selected partners.

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## COMING THIS SUMMER "HOTEL ROYAL SAVOY"

Produced by Yann Perrenoud

International class and distinctive style since 1909, and state-of-the-art five-star luxury opening soon. With the legendary building and the newly developed wing, the "Royal Savoy" is writing a new chapter in its hotel history.

The development comprises 196 luxurious rooms and suites, spacious business facilities with the largest hotel ball room in Lausanne, an exclusive terrace restaurant, a lobby lounge and a cigar lounge, a Sky Terrace on the roof with its unique 360° panoramic view as well as an extensive spa area.





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## WHAT'S NEW IN ITALY...

Produced by Lorenzo Rossi

Milan has a great new location - the « Museo & Ristorante » dedicated to the great artist and maestro Luciano Pavarotti. Set right in the middle of the Galleria V. Emanuele II, on the fourth floor of one of the most symbolic buildings linked to the history of Milan and just a few steps away from the Teatro della Scala and Piazza Duomo.

The 600 msq space hosts seven halls and a lounge bar, where one can discover and taste a blend of history and music of the Maestro Pavarotti.



## JUST FOR A LAUGH Heaven & Hell

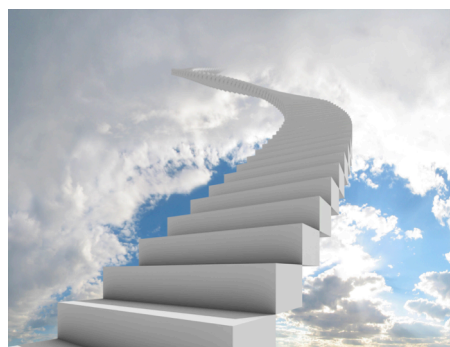
Produced by Yann Perrenoud

HEAVEN is where:

- The police are British
- The chefs Italian
- The mechanics are German
- The lovers are French
- and it's all organised by the Swiss

HELL is where:

- The police are German
- The chefs are British
- The mechanics are French
- The lovers are Swiss and it's all organised by the Italians!!!



## A STRIKING EVENT

Produced by Dino Barile

The client called and presented a first general requirement - find a new location and programme for clients that had « done it all ». Immediately we thought out of the box and came up with an embrio suggestion that turned soon into something unique and exceptional.

The program needed to be short with a great impact so things needed to be condensed.

Toarmina, Sicily was the stage for this event. On landing we had a duo in traditional costumes offering a gift to each couple, transfers were operated by dedicated deluxe limousines.

The CEO met guests at the entrance of the hotel with a professional photographer to immortalize the greeting as a souvenir for all. A sunset cocktail was served on the magnificent terrace where the artists ice carved sculpture with the company logo was unveiled.



Guests were then shuttled to the seaside where traditional Sicilian boats awaited with Prosecco and delicious Italian appetizers that were served during the sea transfer.

The disembarkment was at a magnificent private villa rented for the occasion, as street artists entertained. The dinner was served outside on the lawn, with live cooking, carving stations and animation as prelude to a majestic fireworks display from the beach.

The following morning guests boarded coaches for a simple tour. However, this turned to be something quite different as en route we exchanged the coach for a fleet of dazzling vintage cars for a stunning tour to Siracusa. For lunch, guests made their own Sicilian cannolo !

Scenes of Coppola's Godfather movie were shot during the Gala dinner held in the same location and naturally the « Godfather » was on site to host the dinner.

The following morning, guests boarded 4 x4 cars for an excursion to the Mount Etna with a few more unexpected enhancements en route. Wine tasting and lunch were organised in a beautiful Italian wine estate... and the last part of the event was a helicopter transfer up above and around the Etna before landing at the local airport.

A great programme full of amazing memories that left participants completely awestruck...



KEEP  
CALM  
AND  
CONTACT  
WELCOME  
ITALY

Welcome Italy (a Welcome Group member) has over 40 years of proven experience combined with a passion for showcasing Italy as a MICE destination, delivering proposals and events to match your needs within 48 hours.

We possess extensive local knowledge, resources and contacts, specializing in the design and implementation of activities, tours, event program logistics and varied transportation.

With our great selection of local partners we guarantee the best value for money as well as high quality services and hands-on management.

[info@welcome-italy.com](mailto:info@welcome-italy.com)





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## VENETIAN LAGOON

Produced by Dragana Mitrovic

New in Venice is the « Venetian lagoon », an artificial island transformed into a luxury resort and park. The island, which is a state-protected landscape, was made up of a number of early-twentieth-century buildings, including a hospital and service buildings.

The island is divided into three main parts, each defined by its « green » areas.

The area which housed the hospital (1936) becomes a luxury hotel, with 230 contemporary Venetian-style suites, a spacious rooftop terrace, an outdoor pool, and a panoramic restaurant. Adjacent to it is a convention center and an Art Nouveau brick residence converted into a stylish holiday villa with a garden and spectacular views of Venice; behind this, the old hospital's formal gardens are maintained to enhance the island's landscape.

The next green belt includes various brick pavilions, preserved according to the "box in a box" principle: building constructed inside the main structure without touching the original walls in order to protect the historic character of the buildings as encouraged by the latest heritage conservation guidelines. The Maisonette, offices, suites, spa, and staff accommodations are situated in these longitudinal areas. Beyond the Olive Grove, a geometrical garden opens onto a large vegetable garden serving the resort's restaurants. A third green belt is planted with turnips and used for soil regeneration.

The project's focus is on the lagoonscape - water, tranquillity, and silence – using locally sourced materials (brick and tiles, glass, mirrors, and Venetian textiles) in a contemporary style. It is a unique place that caters to the upmarket tourist who wants an outstanding location offering "luxury through subtraction" away from noise and bustle, and above all, without creating useless waste. JW Marriott Venice Spa & Resort is, in fact, an innovative luxury resort, a "three zero" village, both in its construction and in its subsequent management: zero kilometres, zero CO2, zero waste.

## A REMARKABLE RESTAURANT IN ROME

Produced by Lorenzo Rossi

The history of Casa Bleve starts in 1970 when Tina and Anacleto Bleve move from the Puglia region in the south of Italy to Rome and take over an existing shop near the area of the Ghetto which sells wine and olive oil. Ante-litteram supporters of the contemporary "wine culture", Tina and Anacleto manage to distinguish themselves immediately from other wine merchants in Rome. With the opening in 1982 of the 'Bottega del Vino' in via Santa Maria del Pianto they start an enogastronomic adventure that will lead in 2002 to the opening of Casa Bleve. In the picturesque street of via Teatro Valle, which is just around the corner from Piazza Navona, Casa Bleve accompanied by typical products for the most demanding palates.

A place frequented by politicians, gastronomes, connoisseurs, but also by families which enjoy our traditional Saturday luncheons, Casa Bleve has been elected by renowned critics as one of the "best Italian eno-restaurants". The wine cellars of Casa Bleve are with no doubt the most beautiful of Rome's historical centre, featuring a magnificent wall from the Augustan period, perfectly restored, which was found during the renovation works of Palazzo Lante.

## THE GREAT BEAUTY - (RE) DISCOVERING ROME THROUGH THE MOVIE

Produced by Dino Barile

For those that have loved the movie by Paolo Sorrentino, (award's winner movie) here is a special VIP tour that follows the steps of Jep Gambardella.

Inspired by the 2014 Oscar and BAFTA award-winning Italian film "La Grande Bellezza" (The Great Beauty) by Paolo Sorrentino, we are launching an exclusive tour inviting guests to explore the magnificent, undiscovered locations throughout the Eternal City featured in the film.

Led by the hotel's resident Art Historian, the full-day excursion engages guests with a

## PROSECCO... NOW MORE POPULAR THAN CHAMPAGNE

Produced by Dino Barile

News today that Prosecco is outselling champagne probably comes as no surprise but why have its fortunes soared so dramatically. (Wine merchant Majestic reports a 39% increase in sales in the last six months.) The Spanish produce a similar product called « Cava » wine which is generally a bit cheaper. However, to most palates, Prosecco is more appealing. It is softer and more creamy than cava and generally quite a bit sweeter (Prosecco typically contains 15-16g of sugar per litre compared to 9-10g for champagne. It mixes better as well, especially with fresh fruit purees (the classic Bellini or the fashionable Aperol Spritz) that makes it a better base for cocktails.



The grape used to produce « Prosecco » is called Glera and exclusively produced in the North East of the « boot » spread over 5 provinces in the Veneto region (Treviso, Venezia, Vicenza, Padova and Belluno) and 4 in the Friuli Venezia Giulia (Gorizia, Pordenone, Trieste and Udine).

morning filled with visits to the Fontana dell'Acqua Paola on the Janiculum Hill and Donato Bramante's Tempietto within the courtyard at San Pietro in Montorio.



Participants will then be driven to Trastevere and walk across the Ponte Sisto, what some consider the most beautiful bridge in the city. From there, guests can walk to and marvel at the Palazzo Spada, Piazza Farnese and along the cobblestones of the historic Via Giulia lined with Renaissance palaces and hidden courtyards.