



The Switzerlander

Weekly Edition, May 2013

HOTEL ROYAL SAVOY IN LAUSANNE BACK IN 2014

The legendary Royal Savoy is writing a new chapter in hotel history: 200 rooms and suites, business facilities, an exclusive terrace restaurant, lobby lounge, cigar lounge and an extensive spa area.

By Dino BARILE

LAUSANNE - International class and distinctive style since 1906, and state-of-the-art five-star luxury beginning in 2014. With the legendary building and the newly developed wing, the Royal Savoy is writing hotel history.

TRADITION AND CONTEMPORARY STYLE

The newly renovated property will boast 200 spacious rooms and suites — 100 situated in the historical building and 100 in the new wing. The rooms and suites will all have luxurious bathrooms and will feature the latest technology. Enjoy the comfort of a 5-star hotel and let us spoil you: the well being of our guests comes first here.

MEETINGS & EVENTS

The hotel will be an attractive new venue for meetings and events in this very internationally oriented city. Available for business events will boast a ballroom (520 sqm), five breakout rooms and the Business Centre.



THE OLYMPIC MUSEUM IN TOTAL METAMORPHOSIS

After 20 years of existence, the institution closed its doors on 29 January 2012 for renovations until the end of 2013.

By Dragana MITROVIC

LAUSANNE - This break allows the institution to look ahead to the 21st century to offer new experiences to youngsters, families, tourists, researchers, athletes and fans, and showcase the extraordinary legacy that it promotes even better. The renovation of The Olympic Museum reflects the ambition to make this place a veritable "Olympic Campus". An invitation to dive into the history, heritage, dreams, challenges and values which have contributed to making the Olympic Movement what it is today.

The Museum will offer 3,000m² and three levels of permanent exhibitions, 650m² of temporary galleries, including an art gallery, with a view over Lake Geneva and the Alps, Two Learning zones for young groups, Hospitality areas, with a 170-seat auditorium, meeting rooms, a restaurant and a 170-seat banquet room.

This is the implementation of a whole universe of knowledge and emotions, made possible through the latest interactive and multimedia technology.

WORLD PREMIERE ON MOUNT STANSERHORN

A new cable car system lets guests enjoy fresh air and great views around Mount Stanserhorn. The double-decker cable car has an open upper deck.

By Yann PERRENOUD

Riding to the top of the 1,900-meter Mount Stanserhorn with the wind in your hair, the blue sky above you and a fantastic 360° panorama: that was the concept of the new cable car to replace the one from Kälti to Stanserhorn. A crazy idea? Maybe, but today we can see that it was a thoroughly viable one. The so-called "Cabrio" cable car is the world's first cable car with a roofless upper deck.



The lower level (with nearly wall-to-wall windows) has space for 60 people.



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.

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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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THE SCHWEIZERHOF BERN, THE BEST TRAVELLERS CHOICE 2013

With its 150-year history the Schweizerhof is the hotel with the richest heritage in Berne. Celebrities like Peter Ustinov, Grace Kelly or Albert Schweitzer stayed here. Following a two-year comprehensive renovation the hotel shines again and radiates an aura of great history and grand style.



By Yann PERRENOUD

Welcome to Berne's luxury design hotel. The Swiss capital is home again to the legendary Hotel Schweizerhof Berne. The completely renovated 5-star-superior hotel in the centre of Berne is a fusion of grand tradition with contemporary flair, noble design and exclusive service. The new Schweizerhof offers 99 stylish rooms and suites, an 800m2 conference centre with a stunning ballroom, the Jack's Brasserie restaurant and the sophisticated Lobby-Lounge-Bar, Cigar Lounge and a 500m2 wellness SPA.

SMALL IS BEAUTIFUL

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 assets that Switzerland has to offer.

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 filmsetting, 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.

On your next project for Switzerland, be sure to contact Welcome Swiss – we will surprise and astound you, whilst turning work into pleasure.

WELCOME ON BOARD OF THE MS DAVIDOFF

**An oasis for bon "viveurs" &
gourmet lovers on Lake Zurich**

By Dino Barile

The Davidoff Ship - elegantly furnished in lounge style – cruising on Lake Zurich promises an unrivalled feast of pleasures: alongside fine culinary delicacies and selected wines, the Smokers' Lounge offers the perfect setting for cigar "aficionados". Rent the boat for your private or business event or enjoy the Davidoff smokers' night «Smoke on the Water»

COUNTRIES THAT MAKE 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.



RENAISSANCE- ZURICH TOWER HOTEL

**Welcome to the one of the newest
luxury hotels in Zurich**

By Michèle TAUXE

The Renaissance Zurich Tower Hotel is located in the heart of a former industrial quarter, which is now home to cosmopolitan Zurich. The architects, Diener & Diener, have made their mark on the Zurich skyline with the Mobimo Tower.