

GREAT WINE CAPITALS LAUSANNE

Program

22–26 October 2023



Ville de Lausanne



LAUSANNE
CAPITALE OLYMPIQUE



SWISS WINE

VAUDE
PROMOTION



L'EXCELLENCE DES TERROIRS



Great Wine
Capitals

GLOBAL NETWORK
A WORLD OF EXCELLENCE



Switzerland.
by train, bus and boat.

6

WINE
REGIONS

2,500

WINEMAKERS

14,696

HECTARES

24

GRAPE VARIETIES
HISTORICALLY
SWISS

VALAIS

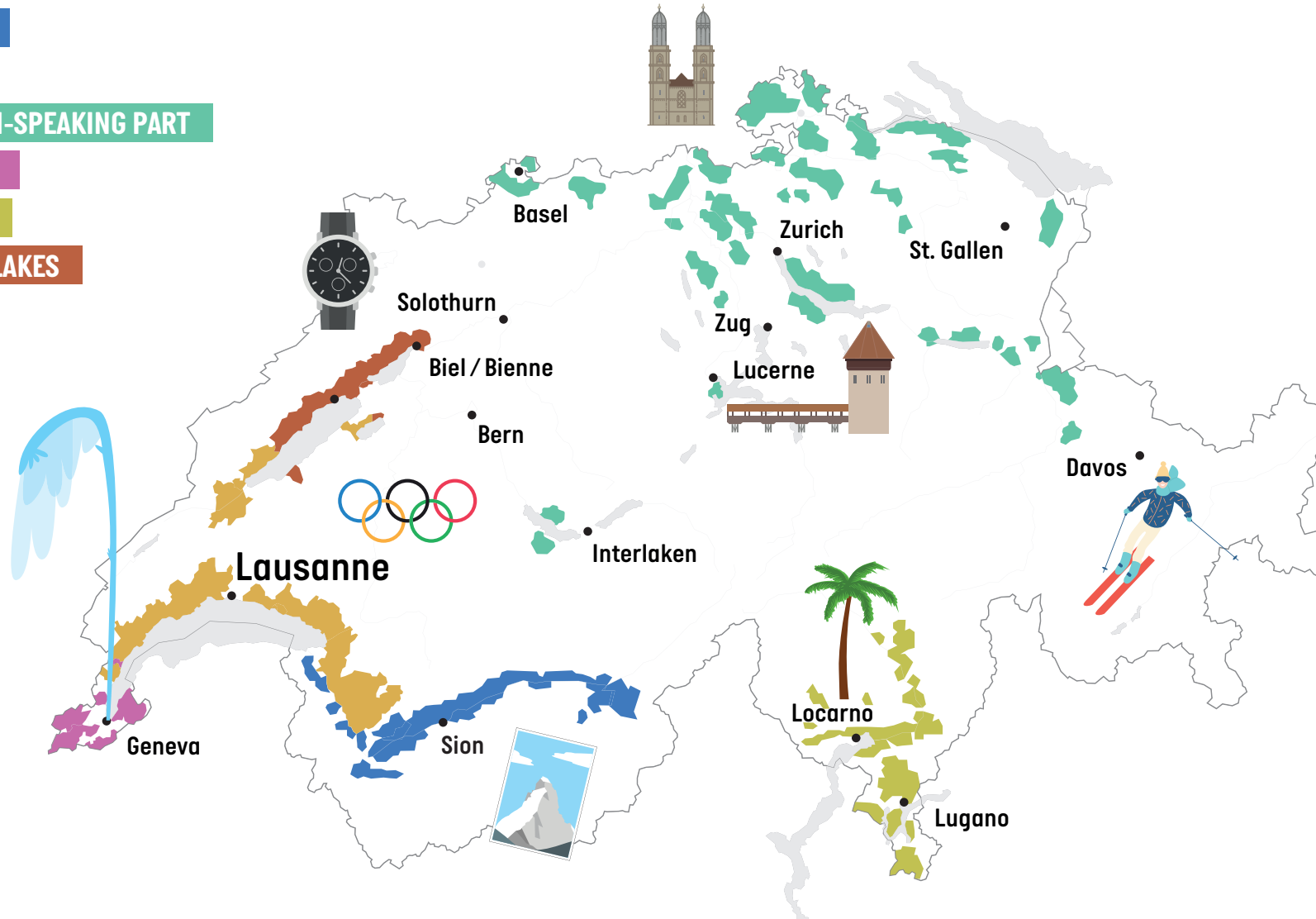
VAUD

GERMAN-SPEAKING PART

GENEVA

TESSIN


THREE LAKES



MAIN GRAPES VARIETIES

Pinot Noir
Chasselas

56% 
RED WINE

44% 
WHITE WINE

83
MILLION
LITRES



Your Arrival

TRANSFER FROM AIRPORT, GENEVA TO LAUSANNE

It usually takes around 51 minutes to travel the 51 km from Geneva Airport to Lausanne by train, although you can get there in as little as 45 minutes on the fastest services. You won't need to worry about making any changes along the way either as direct trains are available.

For this event you are provided with a Swiss Travel Pass. This entitles you to unlimited travel on trains (from 21/22 October to 27 October), buses, boats and gives you free access to several museums.

Swiss Travel System AG is the official transportation partner of the Great Wine Capitals 2023 Annual Conference.



Switzerland.
by train, bus and boat.





Lausanne

Lausanne is the capital of the Swiss canton of Vaud and sits at the Northernmost point of Lake Geneva. It has a compact city centre which is steeped in history and culture, but the student population keeps Lausanne current and vibrant, with theatres, the arts, and night-life on a par with the most beautiful European capitals.

Given its perfect harmony with nature, it will be no surprise that Lausanne is one of Europe's greenest cities with lots of wonderful parks to explore. There is a harmony of architecture as well, with the historic town called "La Cité" and a must-see gothic cathedral (often considered the most beautiful example in Switzerland), as well as a dynamic metropolis with trendy modern districts such as "Le Flon".

Lausanne is built on 3 hills, so be sure to pack comfortable shoes as you will get a good workout walking around and exploring the city. To help, the city's hilltops are linked by bridges as well as the handy Metro, the only metro in Switzerland.

A city in the countryside – embedded in nature and closely surrounded by the vineyards which reflect the variety of Switzerland's wine regions. The combined forces of glaciers, rivers and mountains have produced many soil types and this enormous diversity is reflected in the great number of subtle nuances in the bouquets of the local wines.

DAY 01 / SUNDAY

Welcome & Opening Ceremony

22nd October

Guided walking tour Lausanne: The Treasures of the City

The Designated and Business Delegates will enjoy a private guided tour of Lausanne including the gothic cathedral, the picturesque staircase "Escaliers du Marché", the medieval "Cité" and also the cultural area "Plateforme 10".

The guided tour ends with the open-air exhibition about wine sculptures "Visarte" in the park Mon-Repos. During this time the Executive Committee will have a working session in the old town. The Opening Ceremony and a cocktail will follow for everyone.



DAY 01 / SUNDAY

22nd October

Welcome & Opening Ceremony

| | Executive Committee Local Coordinators | Designated Delegates | Business Delegates |
|----------|--|---|---|
| 12:00 PM | Lunch <i>Registration necessary</i> 📍 Hotel Carlton | Lunch and get together <i>Registration necessary</i> 📍 Hotel Carlton | Lunch and get together <i>Registration necessary</i> 📍 Hotel Carlton |
| 1:00 PM | | | |
| 2:00 PM | Walking City Tour <i>Departure from the lobby</i> 📍 Hotel Carlton | Free Time | Free Time |
| 3:00 PM | | | |
| 4:00 PM | Working session 📍 Romane Room next to the Château Saint-Maire | Walking City Tour <i>Departure from the lobby</i> 📍 Hotel Carlton | Walking City Tour <i>Departure from the lobby</i> 📍 Hotel Carlton |
| 5:00 PM | | | |
| 6:00 PM | Aperitif Carnotzet | | |
| 7:00 PM | Opening Ceremony 📍 Grand Conseil Room at the Château Saint-Maire | | |
| 8:00 PM | Welcome Cocktail | | |
| 9:00 PM | | | |

- All
- Executive Committee
- Designated Delegates
- Business Delegates

DAY 02 / MONDAY

The Best Tourism Experience

23rd October

VALAIS TOUR

Let yourself be transported

With an oldtimer bus, you will drive through the vineyards. In the morning you will stop at the Colline de Daval for a visit and a tasting.

In the afternoon, you will discover the Celliers de Sion, both of these locations won a Best Of Wine Tourism Award.

EVENING

Swiss Dinner at Château de Chillon

The evening will take place at the magical Chillon Castle. Located on a rocky island right off the shore, the Chillon Castle is the most visited monument in Switzerland. Numerous artists and writers were inspired by the medieval fortress, such as Jean-Jacques Rousseau, Victor Hugo and Lord Byron, author of the famous poem "The Prisoner of Chillon" (1816).

DAY 02 / MONDAY

23rd October

The Best Tourism Experience

- All
- Executive Committee
- Designated Delegates
- Business Delegates

| | Executive Committee | Designated Delegates | Business Delegates |
|----------|---|---|---|
| 7:00 AM | Visit of the watch valley <i>Departure at 7:30 AM from the lobby</i> 📍 Hotel Carlton | | VALAIS TOUR <i>Departure from your hotel at 6:50 AM</i> |
| 8:00 AM | | | |
| 9:00 AM | | | |
| 10:00 AM | | Working session 📍 Hotel Carlton | Visit and Tasting 📍 Colline de Daval |
| 11:00 AM | | | |
| 12:00 PM | | Lunch | Lunch 📍 Caveau de La Vouettaz in St-Pierre-de-Clages |
| 1:00 PM | Lunch | Working session | |
| 2:00 PM | | 📍 Hotel Carlton | Wine Experience 📍 Celliers de Sion |
| 3:00 PM | Visit of the Olympic House and Napa's Initiative Session 📍 IOC, Lausanne | | |
| 4:00 PM | | | |
| 5:00 PM | | | |
| 6:00 PM | Swiss Dinner <i>Departure at 6:00 PM from your hotel by bus</i> | | |
| 8:00 PM | 📍 Château de Chillon 🧥 Warm clothes, No high heels | | |
| 10:00 PM | <i>Shuttles will bring you back to your hotel</i> | | |



© Guillaume Perret



DAY 03 / TUESDAY

Grape Varieties

24th October

TOUR 01 / CHASSELAS

Emblematic grape variety

You are invited to the Chablais region, to the Château d'Aigle, home of the Vineyard and Wine Museum. There you will be divided into groups for a visit of the castle and activities.

Walk along the vineyard path to get to the meal at the Clos Aimond. Various wines will be tasted.

TOUR 02 / PINOT

A well-kept secret

Let's escape to the Neuchâtel region to explore Pinot Noir. Your first stop will be at the Château de Boudry, where you will be introduced to five different Pinot Noirs. You will then have the opportunity to taste a typical Neuchâtel dish.

After lunch, you will visit the Domaine Chambleau and taste different wines.

EVENING

International Tasting at the EHL

You will visit the world's most famous hotel school for international wine tasting. The EHL – Hospitality Business School has been a pioneer in teaching methods for the hospitality industry in Switzerland.

DAY 03 / TUESDAY

24th October

Grape Varieties

| | Executive Committee Local Coordinators | Designated Delegates | Business Delegates | |
|----------|--|---|--|---|
| 9:00 AM | Working Session Hotel Carlton | Free Time <i>Departure at 12:00 PM from Hotel Carlton</i> | TOUR 01 / CHASSELAS Presentation of the Chasselas Château d'Aigle <i>Departure from your hotel at 8:15 AM</i> | TOUR 02 / PINOT Presentation of the Pinot <i>Departure from your hotel at 7:45 AM</i> |
| 10:00 AM | | | Activities and visit Château d'Aigle | Château de Boudry |
| 11:00 AM | | | | |
| 12:00 PM | Lunch GastroVaud | Lunch GastroVaud | Regional meal | |
| 1:00 PM | | | Lunch Cave du Clos Aimond | |
| 2:00 PM | Chocolate & Wine Tasting Domaine de la Ville de Lausanne | Chocolate & Wine Tasting Domaine de la Ville de Lausanne | Visit and tasting Caves de Chambleau <i>Transfer by train back to Lausanne</i> | |
| 3:00 PM | | | | |
| 4:00 PM | | | | |
| 5:00 PM | | | | |
| 6:00 PM | | | | |
| 7:00 PM | <i>Departure from your hotel at 5:30 PM</i> <i>Transport by bus</i> | | | |
| 8:00 PM | International Wine Tasting EHL – Hospitality Business School | | | |
| 9:00 PM | Presentation Swiss Travel System AG | | | |
| 10:00 PM | <i>Shuttles will bring you back to your hotel</i> | | | |

- All
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- Business Delegates
- Partner



DAY 04 / WEDNESDAY

Switzerland's Uniqueness

25th October

TOUR 01 / LAVAUX, UNESCO WORLD HERITAGE

Discover the region using all your senses

Your visit to the Lavaux terraced vineyards, a UNESCO World Heritage Site since 2007, begins at Domaine Bovy in Chexbres. Here, you will discover the estate and the winner of the Best Of Wine Tourism award. Accompanied by certified guides, the tour continues in small trains. A meal will then be served at the Domaine Burignon, followed by a tasting at Vinorama, the Lavaux wine discovery center.

TOUR 02 / VALAIS

Valais wines reach the top

The highest vineyard in Europe is located at an altitude of 1150 metres in Visperterminen. The St. Jodern cellar is located a little further down; Heida (Savagnin Blanc) is grown at this level. Your day begins with a visit to the cellar. You will then travel to Sierre and enjoy a good meal at the Château de Villa. Finally, you head to Sillon to visit the vineyard at Farinet: the smallest registered vineyard in the world, it has only three vines. The current owner is the Dalai Lama.

TOUR 03 / GENEVA

Geneva wines, an international touch

In the countryside near the city of Geneva you will be welcomed at the Domain Château du Crest. You will visit the farm and the domaine, followed by a wine tasting and a meal. Afterwards, you can view the art exhibition of the Micheli-du-Crest family. You will then return to the train station to go back to Lausanne.

TOUR 04 / OTHER REGIONS

The red wine specialists

Start your day with a visit to Changins (School of Viticulture and Oenology). The day will take you through the Ticino region and parts of German-speaking Switzerland. Get ready to discover well-kept treasures from little-known wine-making regions.

DAY 04 / WEDNESDAY

25th October

Switzerland's Uniqueness

| | TOUR 01 / LAVAUX UNESCO WORLD HERITAGE | TOUR 02 / VALAIS | TOUR 03 / GENEVA | TOUR 04 / OTHER REGIONS "Meat lovers only" |
|----------|---|--|---|--|
| 9:00 AM | <i>Departure at 9:30 AM from your hotel</i> | <i>Departure at 6:50 AM from your hotel</i> | <i>Departure at 7:40 AM from your hotel</i> | <i>Departure at 8:00 AM from your hotel</i> |
| 10:00 AM | Scenic Trip to Chexbres by train | Visit and tasting 📍 St-Jodern Cellar, Visperterminen | Visit and tasting 📍 Château du Crest | Discovery of the School of Viticulture and Oenology 📍 Changins |
| 11:00 AM | Starter & Wine 📍 Domaine Bovy Chexbres | | | |
| 12:00 PM | Main Course & Wine 📍 Domaine Burignon | Lunch 📍 Château de Villa, Sierre | | Ticino Wine and local products tasting 📍 Changins |
| 1:00 PM | | | Lunch 📍 Château du Crest | |
| 2:00 PM | Dessert, Bio-Wine & Movie 📍 Vinorama, Rivaz | Visit 📍 Vignoble Farinet, Saillon | Visit of the art museum of the Micheli du Crest Family 📍 Château du Crest | Swiss-German Wine Tasting 📍 Le Petit Encas, Etagnières |
| 3:00 PM | | | <i>Transfer back to Lausanne by train</i> | <i>Transfer back to Lausanne by train</i> |
| 4:00 PM | <i>Transfer back to Lausanne by train</i> | <i>Transfer back to Lausanne by train</i> | | |
| 5:00 PM | Free evening | | | |
| 6:00 PM | | | | |

■ All

DAY 05 / THURSDAY

Conference Day and Gala Dinner

26th October

CONFERENCE DAY

Wine Tourism in Switzerland from tradition to innovation

The Conference Day will take place in the Olympic Museum. This Museum overlooking Lake Geneva welcomes over 300,000 visitors every year. In addition to its 3,000m² of interactive exhibitions, it hosts seminars and business events in a unique place dedicated to sport, art and culture, with the Olympic values of excellence, respect and friendship.

GALA DINNER

Best Of Wine Tourism Award at Beau-Rivage Palace

To close this beautiful week, the Beau-Rivage Palace will host the Gala Dinner and announce the Best Of Wine Tourism awards. This hotel offers its guests outstanding service and breathtaking views of Lake Geneva, the Alps and its own beautiful gardens.












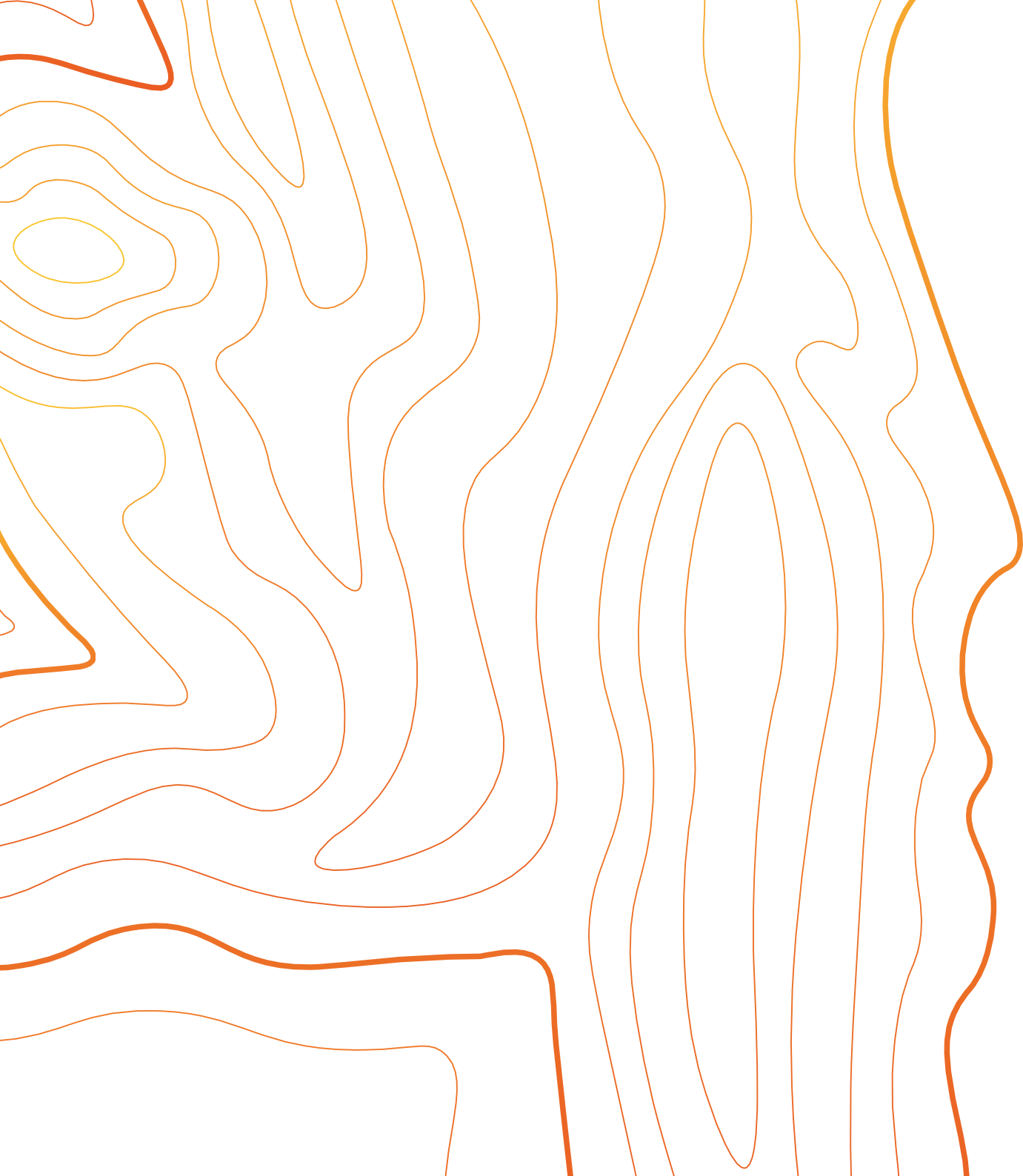
DAY 05 / THURSDAY

26th October

Conference Day and Gala Dinner

- All
- Executive Committee
- Designated Delegates
- Business Delegates
- Partner

| | Executive Committee | Designated Delegates | Business Delegates |
|----------|--|--|--------------------|
| 9:00 AM | <i>Departure from your hotel at 8:30 AM Hotel Carlton / 8:15 AM Moxy Hotel and Hôtel de la Paix</i> | | |
| 10:00 AM | Conference Day (Part I) "Wine Tourism in Switzerland from tradition to innovation" | | |
| 11:00 AM |  Olympic Museum | | |
| 12:00 PM | Standing lunch | | |
| 1:00 PM |  Olympic Museum (Galery) |  Forum Best Of Wine Tourism | |
| 2:00 PM | Conference Day (Part II) "Innovation in Practice" | | |
| 3:00 PM |  Olympic Museum | | |
| 4:00 PM | GWC Annual Assembly Closing Ceremony  Olympic Museum | | |
| | Closing aperitif  Olympic Museum | | |
| 5:00 PM | | | |
| 6:00 PM | | | |
| 7:00 PM | "Best Of Wine Tourism" Award Ceremony and Gala Dinner | | |
| |  Beau-Rivage Palace | | |
| 8:00 PM |  Cocktail attire | | |
| 9:00 PM | | | |
| 10:00 PM | | | |
| 11:00 PM |  Disco Night until 01:00 AM | | |
| 12:00 AM | <i>Shuttles will bring you back to your hotel</i> | | |



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