

GREAT WINE CAPITALS LAUSANNE

Program

22–26 October 2023



6

WINE
REGIONS

2,500

WINEMAKERS

14,696

HECTARES

24

GRAPE VARIETIES
HISTORICALLY
SWISS

VALAIS

VAUD

GERMAN-SPEAKING PART

GENEVA

TESSIN

THREE LAKES

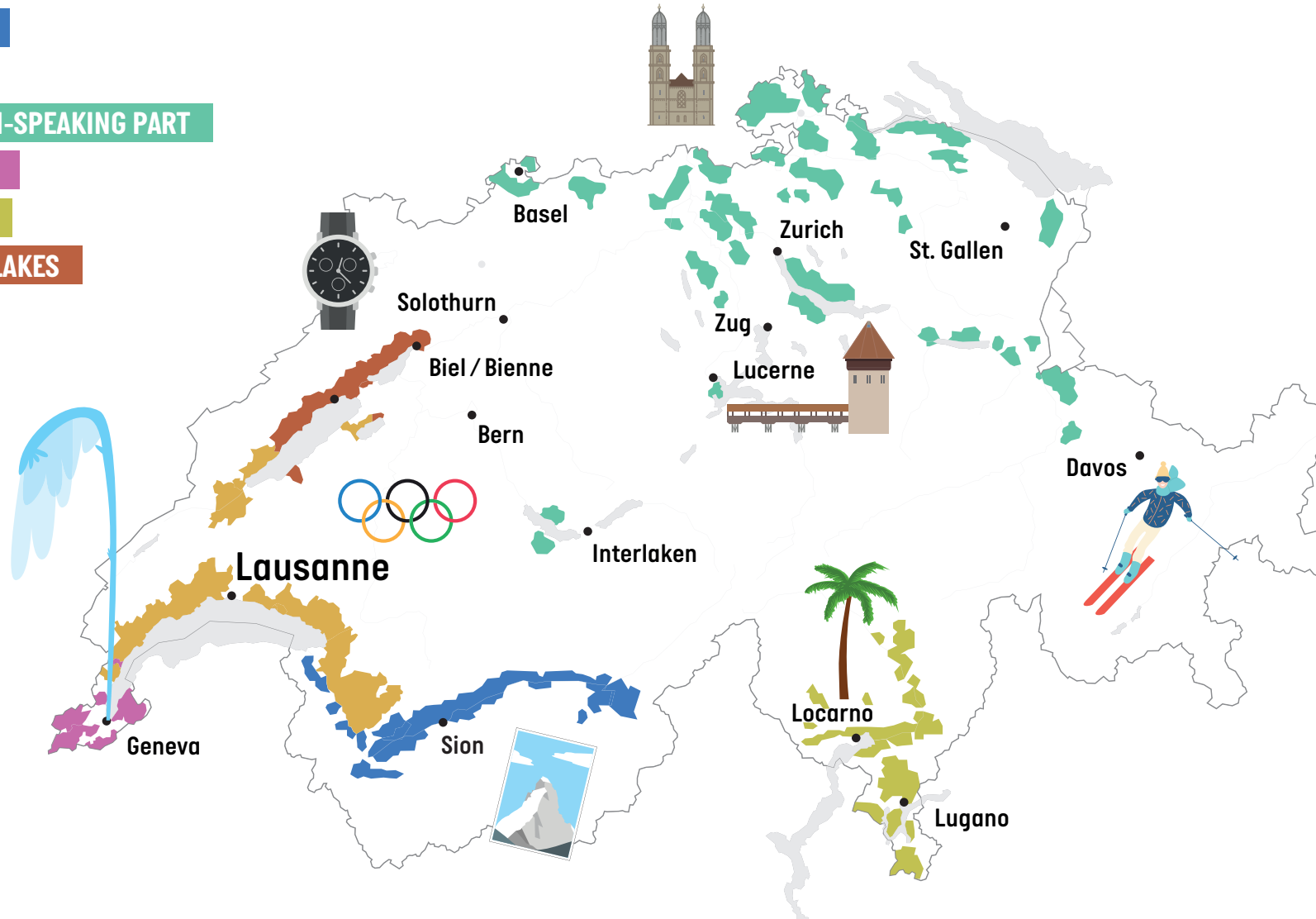
MAIN GRAPES VARIETIES

Pinot Noir
Chasselas

56% 
RED WINE

44% 
WHITE WINE

83
MILLION
LITRES





Your Arrival

WELCOME DESK AT GENEVA AIRPORT

On your arrival at Geneva Airport you will be welcomed at the Welcome Desk located in the public area on the Arrivals level of the airport. It is intended for arriving passengers.

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.



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 dinner will follow for everyone.



DAY 01 / SUNDAY

22nd October

Welcome & Opening Ceremony

	Executive Committee	Designated Delegates	Business Delegates
12:00 PM	Lunch	Lunch and get together 📍 Hotel Carlton registration necessary	Lunch and get together 📍 Hotel Carlton registration necessary
1:00 PM			
2:00 PM	City Tour	City Tour Discover Lausanne with a guide	City Tour Discover Lausanne with a guide
3:00 PM			
4:00 PM	Working session 📍 Romane Room at the Château Saint-Maire		
5:00 PM			
6:00 PM	Aperitif Carnotzet		
7:00 PM	Opening Ceremony		
8:00 PM	Dinner 📍 Grand Conseil Room at the Château Saint-Maire		
9:00 PM			

- All
- Executive Committee
- Designated Delegates
- Business Delegates



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DAY 02 / MONDAY

The Best Tourism Experience

23rd October

TOUR 01 / VALAIS

Immerse yourself in the world of Les Celliers de Sion

In the center of canton Valais, between the Rhone and the vineyards, lies a wonderful place, Les Celliers de Sion, where you can discover the wines of two maisons, Bonvin and Varone. Indoor and outdoor activities allow wine tourism no matter what the weather, letting visitors explore their specialties through tastings, workshops and escape games. Les Celliers de Sion received a Best Of Wine Tourism Award in 2019.

TOUR 02 / VAUD & GENEVA

Lake & Wine

On your arrival at the Château de Nyon, you will realize the size of Lake Geneva. At the castle you will taste wines from La Côte and several lake products during a cocktail-style dinner. Then a trip to the Château de Collex awaits with a tour of the domain followed by a wine and local products tasting.

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

	Executive Committee	Designated Delegates	Business Delegates	
9:00 AM	Civic Tour	Working session	TOUR 01 / VALAIS Celliers de Sion	TOUR 02 / VAUD & GENEVA Château de Nyon
10:00 AM				
11:00 AM				
12:00 PM		Lunch	Typical Lunch	Standing lunch
1:00 PM	Lunch			
2:00 PM		Working session	Colline de Daval	Domaine du Château de Collex
3:00 PM	Visit of the project "Viti, Vini, Vici"			
4:00 PM	📍 Park Mon-Repos			
5:00 PM				
6:00 PM	Swiss Dinner 📍 Château de Chillon			
7:00 PM				
8:00 PM				
9:00 PM				
10:00 PM				

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© 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 two groups for a visit of the castle and the activity "Getting our brains in gear". After the game, the winning team will be rewarded and everyone will be treated to a Chasselas tasting and an aperitif. Finally, lunch will be served in the castle.

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 Swiss dish: fondue! And not just any fondue, but a Mauler fondue, with a sparkling wine from the region. The melted cheese will be served with a charcuterie board in a convivial atmosphere.

Another speciality will be prepared for you, *la torrée*, a Neuchâtel sausage cooked with potatoes and cabbage leaves. After lunch, you will visit the Château de Chambleau and take part in a wine tasting.

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	Designated Delegates	Business Delegates	
9:00 AM	Working Session	Free	TOUR 01 / CHASSELAS Activities and visit to the Château d'Aigle	TOUR 02 / PINOT Château de Boudry
10:00 AM				
11:00 AM				
12:00 PM	Lunch	Lunch	Tasting and Aperitif	Regional meal
1:00 PM				
2:00 PM	Wine tasting, Domaine de la Ville de Lausanne	Wine tasting, Domaine de la Ville de Lausanne	Lunch at the castle	Domaine de Chambleau
3:00 PM				
4:00 PM				
5:00 PM	International Wine Tasting EHL - Hospitality Business School			
6:00 PM				
7:00 PM				
8:00 PM				
9:00 PM				
10:00 PM				

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DAY 04 / WEDNESDAY

Switzerland's Uniqueness

25th October

TOUR 01 / LAVAUX, UNESCO WORLD HERITAGE

Discover the region using all your senses

You will arrive in Chardonne and then travel by a small train through the vineyards to the Domaine Bovy in Chexbres. You can learn about the activity that earned them a Best Of Wine Tourism award. Here you will taste a starter accompanied by a wine. Next stop at the Domaine de la Ville de Lausanne, where you will be served the main course and a wine. Finally, a last stop in Rivaz at the Vinorama to watch a film with dessert and wine.

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

A touch of the south

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

- All
- Executive Committee
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- Business Delegates

	TOUR 01 / LAVAUX UNESCO WORLD HERITAGE	TOUR 02 / VALAIS	TOUR 03 / GENEVA	TOUR 04 / OTHER REGIONS
9:00 AM	Little train tour from Chardonne to Chexbres	Visit of the St-Jodern Cellar	Domaine Château du Crest	Discovering Changins
10:00 AM				
11:00 AM	Starter and wine at Domaine Bovy			
12:00 PM	Main course and wine at the Domaine de la Ville de Lausanne	Lunch at Château de Villa in Sierre	Lunch	Lunch
1:00 PM				
2:00 PM	Dessert, wine and movie at the Vinorama	Visit to Vignoble Farinet in Saillon	Visit of the art exhibition of the Micheli du Crest Family	Tasting of Ticino and German-speaking Switzerland wines
3:00 PM				
4:00 PM				
5:00 PM	Free evening			
6:00 PM				



© Beau-Rivage Palace

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



Terms and conditions

Cost excluding flight and accommodation

The registration fee is CHF 1,100.–

Services included

- Participation in the conference
- The organisation of technical visits to vineyards
- Participation in planned commercial operations (international tasting, workshop, visits), excluding the supply and transport of products
- Standard communication tools provided (badges, participant catalogues)
- Meals included in the official and professional program, with the exception of the Wednesday evening meal
- Transfer by train from Geneva Airport to hotel
- Transfer, technical visits and social events (bus, train or public transportation)

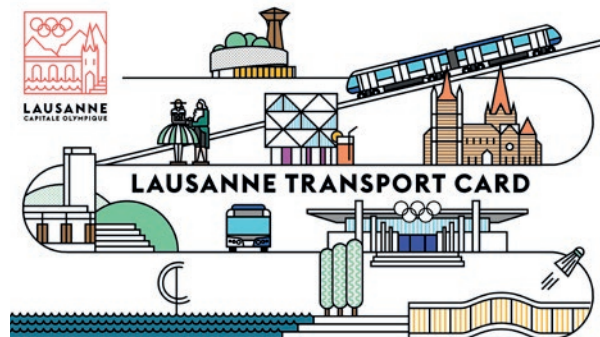
Registration and payment conditions

You can register online **starting 22 June 2023**.

Payment for participation fee is made online when you register.

For accommodation, payment is made directly on site at the hotel (credit card only for guarantee)

Want to stay longer?



Get access to public transport and discounts!

With your Lausanne Transport Card, you can freely use public transport (bus, train, metro) during your whole stay (maximum 15 days) in Lausanne and its surroundings.

But that's not all! Thanks to our partners, you benefit from exceptional discounts and advantages from many museums, shops and other leisure activity providers.

Accommodation

21 to 27 October 2023

Please be aware: First come, first served!

Carlton Boutique Hôtel Lausanne****

Official Great Wine Capitals Hotel
www.carltonlausanne.com

Weekend:

Single room: CHF 170.–/night/room
(breakfast, city tax and VAT included)

Double room: CHF 195.–/night/room
(breakfast, city tax and VAT included)

Week:

Single room: CHF 210.–/night/room
(breakfast, city tax and VAT included)

Double room: CHF 235.–/night/room (breakfast city tax and VAT included)

Royal Savoy Hotel & Spa*****

www.royalsavoy.ch

Single room: CHF 354.20/night/room
(breakfast, city tax and VAT included)

Double room CHF 393.40/night/room
(breakfast, city tax and VAT included)

Register here: www.lausannegwc.ch

Hôtel de la Paix****

www.hoteldelapaix.net

Single room CHF 233.50/night/room
(breakfast, city tax and VAT included)

Double room CHF 267.–/night/room
(breakfast, city tax and VAT included)

Moxy Lausanne City***

<https://www.marriott.com>

Single room: CHF 162.10/night/room
(breakfast, city tax and VAT included)

Double room: CHF 175.20/night/room
(breakfast, city tax and VAT included)

Contact

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