

# ignite

INCENTIVES CORPORATE TRAVEL MEETINGS

*The art of  
the food cart*

*Magical Venue  
Transformation  
Before & After* ❄️

# Refresh

What do  
sponsors  
really want?

+ *SMMP Fear Factor*







## Geneva, Switzerland by Rose Filice

Did you know?  
Helvetia is the female  
national personification  
of Switzerland.  
[wikipedia.org](http://wikipedia.org)

Geneva is known for many things—as European headquarters of the United Nations, the Jet d'Eau fountain spouting water to a height of 450 ft., its picture-perfect landscape nestled between Lake Geneva and the Swiss Alps, and its abundance of conference space, first-rate hotels and unique and historic meeting venues.

Easily accessible from the airport, Palexo has an astounding 1.1 million sq.ft. of exhibit space, and 18 meeting rooms with a capacity for 12,000 delegates. Espace Hippomène, a renovated factory with a raw, industrial character, is a multifunctional meeting and conference venue that can accommodate up to 3500. To

incorporate a bit of Geneva's rich history into your event, consider a cocktail reception at the restored Bâtiment des Forces Motrices, an old hydroelectric power station on the Rhône that now houses a theatre and exhibition halls with a capacity of 1000 guests for cocktails. [bfm.ch](http://bfm.ch)

From the spherical architecture of the Globe of Science and Innovation, to the meeting space at the Palais des Nations (the United Nations building)—exploring this chic and culturally diverse city is a must. Upon arriving in Geneva, be sure to pick up a Geneva Transport Card that provides 80-minutes of free transport around the city using trams, buses, boats and trains.



**WEBSITES:** [geneva-tourism.ch](http://geneva-tourism.ch),  
[myswitzerland.com](http://myswitzerland.com)

**AIRLINES:** Air Canada [aircanada.com](http://aircanada.com), British Airways [britishairways.com](http://britishairways.com), Swiss [swiss.com](http://swiss.com), United [united.com](http://united.com), Air France [airfrance.ch](http://airfrance.ch)

**DMCS:** Kuoni Destination Management [kuoni-dmc.com](http://kuoni-dmc.com), Nest DMC [nestdmc.ch](http://nestdmc.ch)

**CONVENTION CENTRES:** International Conference Centre of Geneva [cicg.ch](http://cicg.ch), Palexo [palexpo.ch](http://palexpo.ch), Espace Hippomène, [espacehippomene.ch](http://espacehippomene.ch), IATA Geneva Conference Center [iata.org/events/igcc](http://iata.org/events/igcc)

**MAJOR HOTEL CHAINS:** InterContinental [ichotelsgroup.com](http://ichotelsgroup.com), Four Seasons [fourseasons.com/geneva](http://fourseasons.com/geneva), Kempinski [kempinski.com](http://kempinski.com), Movenpick [moevenpick-hotels.com](http://moevenpick-hotels.com), Crowne Plaza [cpgva.ch](http://cpgva.ch), Novotel [novotel.com](http://novotel.com), Hotel President Wilson [starwoodhotels.com](http://starwoodhotels.com), Mandarin Oriental [mandarinoriental.com](http://mandarinoriental.com)

**BOUTIQUE/INDEPENDENT:** Swissotel Metropole Geneva [swissotel.com](http://swissotel.com), Les Armures Hotel [hotel-les-armures.ch](http://hotel-les-armures.ch), Starling Hotel & Conference Center [shgeneva.com](http://shgeneva.com), The Ambassador [the-ambassador.ch](http://the-ambassador.ch), La Réserve [lareserve.ch](http://lareserve.ch), La Cour des Augustins [lacourdesaugustins.com](http://lacourdesaugustins.com), Le Richemond [lerichemond.com](http://lerichemond.com), Beau Rivage [beau-rivage.ch](http://beau-rivage.ch)

**BRAND-SPANKING NEW:** Hotel N'vy [manotel.com/en/nvy](http://manotel.com/en/nvy)

**GROUPS THERE RECENTLY:** European Academy of Allergy and Clinical Immunology Congress 2012 (approx. 8000 delegates); Physiocongress 2012 (approx. 500 delegates)

**WORTH THE SPLURGE:** Enjoy a gourmet cruise along the shores of Geneva, offering unique views of Jet d'Eau, luxurious villas, and the summit of Mont Blanc, Western Europe's highest peak. [cgn.ch/eng](http://cgn.ch/eng)

**OFF-THE-BEATEN-TRACK IDEA:** Peddle effortlessly across the countryside on an electric bike while stopping to sample hors d'oeuvres and vintages from Geneva's finest wineries. [ebiketour.ch](http://ebiketour.ch)



## Cutting Edge

From scissors to a screwdriver, the Executive has 10 Swiss-made stainless steel implements—all the tools one needs, in the office and on the road. Price: \$50 [swissarmy.com](http://swissarmy.com)

Photo: [swiss-image.ca](http://swiss-image.ca)/Christof Schuerpf

With a Swiss Pass, visitors can travel throughout Switzerland using their intricately interconnected public transport systems. It includes unlimited travel by rail, road or waterway, reduced mountain rail and cableway costs, and free admission to over 470 museums. [swisstravelsystem.com](http://swisstravelsystem.com)

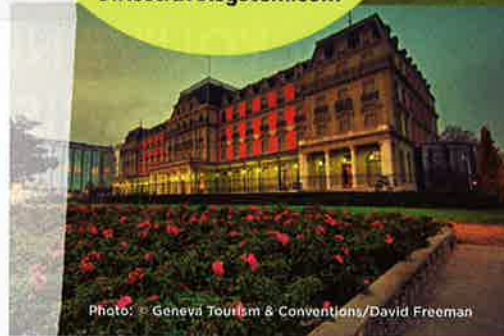


Photo: © Geneva Tourism & Conventions/David Freeman



Courtyard of Art & History Museum



Photo: [swiss-image.ca](http://swiss-image.ca)/Andy Mettler

## what they say

From the outset, your expertise, guidance and patience were very much appreciated. A special thank you to Anja Loetscher and David Cougoule who spent so much of their valuable time showcasing beautiful Geneva. A wonderful team, and certainly one of the best tourism bureaus we have worked with. We highly recommend Geneva to anyone looking for a first-class destination. In fact, our client commented that it was their best program—ever.

**Garry Hallinan, senior partner**  
**Benchmark Destinations**

