



## Dear friend of Switzerland,

### Live our traditions with us.

Looking ahead, the summer is the next big mile-stone in our Swiss year and this summer we will be celebrating "living traditions". Traditions in Switzerland are not only folklore music and festivals, it is also modern traditions such as watch making. What Swiss traditions all have in common are that they are lived and breathed everyday, hence making them living traditions.

[Click here](#) to have a look at our brand new clip!

### Don't miss our "Live from Lucerne" webinar!

Still wondering how long it takes to go from Zürich Airport to Lucerne, what day excursion you can integrate in your Central Switzerland incentive trip or what 5-star hotel will be able to accommodate your 75-pax group in Lucerne? If yes, do not miss your chance to learn more on Switzerland during our 45-minute webinar: after a short general introduction on the country, you will receive detailed information on Lucerne followed by a Q&A session and a quiz with Swiss prizes to be won!

[Click here to register!](#)

Last but not least, we are delighted to share with you the latest news from Switzerland!

With kindest regards  
Caroline & Virginie

Caroline Pidroni - Director of Sales & Marketing North America  
Virginie Baeriswyl - Account Manager Meetings & Incentives  
Switzerland Convention & Incentive Bureau (SCIB)  
c/o Switzerland Tourism, 608 Fifth Avenue - Suite 202  
New York - NY 10020

[caroline.pidroni@switzerland.com](mailto:caroline.pidroni@switzerland.com) - +1 212 757 5944 x 236  
[virginie.baeriswyl@switzerland.com](mailto:virginie.baeriswyl@switzerland.com) - +1 212 757 5944 x 237  
[www.MySwitzerland.com/meetings](http://www.MySwitzerland.com/meetings)

## Your latest news from Switzerland.



### All ends well in the Alps.

"If you can only have one day of sunshine while in Switzerland, make sure it's on your last day of your trip - that way, it will last forever."  
Mac Lacy, President, Group Travel Leader.

PS: read the full article on Mac's stay in Switzerland on the link below!

[www.banktravelmanagement.com](http://www.banktravelmanagement.com)



### Fly SWISS & bring your winter toys!

Flying over with ski or snowboard equipment? No worries. On SWISS-operated flights, travel with one set of ski/snowboard equipment (a pair of skis, poles, boots, a helmet or a board, a helmet & pair of boots) for free. Check-in at any SWISS USA gateway (Boston, Chicago, Los Angeles, Miami, Newark, New York and San Francisco) with your equipment and pick it up at the nearest railway station at your final destination. Fees can apply. Book your trip today on [www.swiss.com](http://www.swiss.com).

[Book your flight now!](#)



### Conference room with breathtaking view!

The destination Flims Laax Falera recently got a new conference room with breathtaking mountain view. The Hotel Waldhaus Flims Mountain Resort & Spa opened a video conference room for up to 12 people equipped with the latest technology. It is located in the new residence building "The Mountain Suites", only 2 minutes away from the main hotel reception. The new Board Room can be booked with or without video technology. Further information is available through Waldhaus Flims event and conference department: [info@waldhaus-flims.ch](mailto:info@waldhaus-flims.ch).

[www.waldhaus-flims.ch](http://www.waldhaus-flims.ch)



### Lausanne's hotels & meeting venues update.

- Olympic Museum: Complete renovation and reopening end of 2013
- Swiss Tech Convention center: total capacity of 3'000-seat conference room. Opening 2014
- 5\* Royal Savoy: 200 rooms and 8 meeting rooms (capacity 12-180 pax) and a spa. Reopening 2014

[www.lausanne.biz](http://www.lausanne.biz)



 We design YOUR Switzerland

### Why not?

You are looking for uniQue ideas to propose to your clients? Creative programs? Affordable at the same time?

Good ideas don't have to be expensive, but creative! Switzerland and Q Events & Destination Management can offer you what you need. A fantastic country and a specialist for incentives, meetings, events and congresses to Switzerland will make it happen: give it a shot and listen to the Q Events team on [www.qevents.biz](http://www.qevents.biz).

[Get your uniQue ideas now!](#)



### New location for Torchbearers 2013!

Ireland, Monaco, Switzerland & UK are happy to inform you about the new location for the 2013 Torchbearers event: Aventura Spa Palace in the sunny Riviera Maya, Mexico! The dates of July 19th & 22nd remain unchanged and so is the program: team building activities, educational sessions, site inspections and several marketplace slots during which each planner has pre-scheduled appointments with European suppliers. Applications are accepted now on [www.torchbearers-info.com](http://www.torchbearers-info.com).

[Register now!](#)



### Wakey Wakey!

Try to wake up Sebi & Paul and you may win a one-week Winter vacation in Switzerland - full of unforgettable experiences during the day and deep sleep at night.

[Start playing now!](#)



### Swiss give-aways.

Got your next program booked for Switzerland and need some help for the room drop-off? Check out our suggestions - from wooden cows to recipe books!

[Swiss give-aways list.](#)



### MPI EMEC 2013.

Over 400 meeting professionals found their way to MPI EMEC 2013 in Montreux and shared two intensive days of learning on the theme of 'Connectivity'.

[Check out the video!](#)