

# MONTREUX RIVIERA



59 Hotels & Pensions



717793 Overnights 2016  
4320 beds



Occupancy rate 46%

## Staging

- Swiss Chocolate Train
- Cheese Train
- Lake cruises on a steam boat in "belle époque" style



## Innovation

- Stay one more night for 1.- CHF
- Bring your friends along on your trip and get a 50% reduction
- Come back in a year and stay for free

## Sources of Revenue

- Members that pay contributions from 100.- to 400.- CHF -> Individuals and companies
- City taxes
- Commune subsidies



Mission:

Encourage the development and promotion of tourism in the region



## Organization

- 6 tourism offices
- 36 employees
- 4 main departments:
  - Information & Reservation
  - Marketing & Communication
  - Convention Bureau
  - Administration, Finances & HR



## Proposals

- Inflatable obstacle course on the lake in June or August; for kids & adults
- Add a stage on the water at the Montreux Jazz Festival
- Water skiing competition with boats pulling the participants through a slalom
- Horse drawn carriage ride with a guide from Montreux to Chillon Castle for a tour



## Highlights

- Golden Pass Line: panorama train operates between Montreux; Gstaad and the bernese Oberland
- Chillon Castle
- Montreux Jazz Festival & Christmas Market
- Comedy Festival; brings together the most famous comedians



## place

- Includes 17 towns and villages
- 40km region from Lutry to Villeneuve
- 100'000 inhabitants

