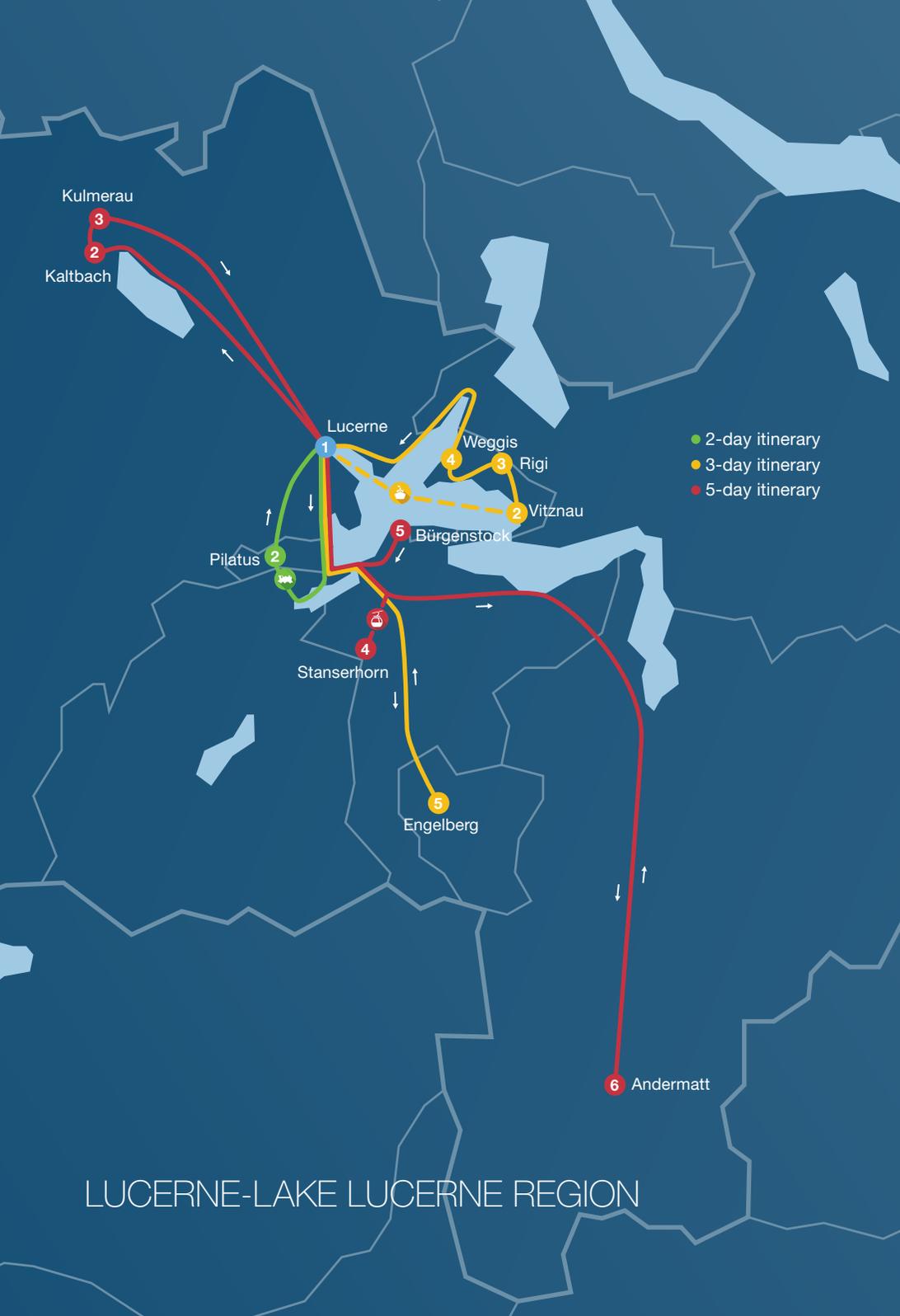


INCENTIVE IDEAS

Lucerne-Lake Lucerne Region





LUCERNE-LAKE LUCERNE REGION



Village of Stoos

WELCOME TO THE HEART OF SWITZERLAND

The Lucerne-Lake Lucerne Region offers ideal conditions for your incentive: the wonderful location at the lake, the alpine peaks within reach and the charming city of Lucerne. Start your unforgettable journey now!

2, 3 or 5 days in the Lucerne-Lake Lucerne Region

2 Days

Discover the city with its narrow streets and historic buildings. On the second day you will take your incentive to the next level – take the world’s steepest cogwheel railway to Mount Pilatus and enjoy a delicious gala dinner at Villa Schweizerhof.

3 Days

Taste the world famous Swiss chocolate while strolling through the Old Town of Lucerne, ride with a nostalgic steamboat and get to know a Swiss alpine village. These are only a few highlights of this trip, not to forget the adrenaline kick while walking on a suspension bridge 500 meters above the glacier.

5 Days

Experience a great mixture of city, nature, action, relaxation and incredibly beautiful landscapes. While cruising on a yacht, getting to know Swiss traditions, tasting cave-aged cheese or riding a convertible cable car, you will fall in love with the Lucerne-Lake Lucerne Region.

HOW TO GET THERE



Transport links

Excellent connections by rail (half-hourly services from e.g. Zurich), air (around one hour by road/rail from Zurich or Basel Airports), boat and road (A2/A4 motorways).

Accessibility within the region

Take advantage of the short distances within the region. Many places of interest can easily be reached by car, train, bus or boat. Combine a cable car ride in the mountains with a lunch on the lake followed by a shopping tour in the city – all possible in one day.

| Europe | ✈ | Worldwide | ✈ |
|-----------|------------|-------------|-------------|
| Amsterdam | 1 h 25 min | Dubai | 6 h 55 min |
| Berlin | 1 h 30 min | Toronto | 7 h 35 min |
| London | 1 h 45 min | New York | 7 h 45 min |
| Madrid | 2 h 20 min | Los Angeles | 10 h 55 min |
| Stockholm | 2 h 25 min | Bangkok | 12 h 05 min |
| Moscow | 3 h 15 min | Singapore | 13 h 20 min |

Lucerne Convention Bureau
 Bahnhofstrasse 3 | 6002 Luzern
 Phone +41 (0)41 227 17 07 | business@luzern.com

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 The Switzerland Tourism quality-assurance programme
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City of Lucerne

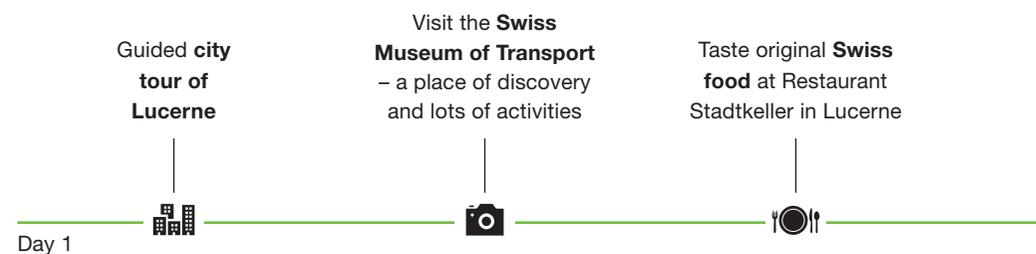


Mount Pilatus



City of Lucerne

2 DAYS IN THE LUCERNE-LAKE LUCERNE REGION



Old Town of Lucerne



Swiss Museum of Transport



Cruise on Lake Lucerne



Villa Schweizerhof



GOOD REASONS FOR THE LUCERNE-LAKE LUCERNE REGION

The unique location

Centrally located in the heart of Switzerland. Only one hour's drive from Zurich and Basel Airports.

Short distances

Compact and well-linked public transport network. The city of Lucerne and its fast travel routes guarantee an abundance of sights, and cultural and shopping experiences.

The wide range of hotels

Numerous options for overnight accommodation in around 382 hotels with more than 25'000 beds in all categories.

Lucerne, the festival city

Famous cultural and music festivals, all year round (Lucerne Festival, World Band Festival, Blue Balls, etc.).

Countless activities

Numerous possibilities for a lot of fun, all in one region – experience the city, the lakes and the mountains.

Memories that last

The uniqueness of the alpine nature, the fresh air and breathtaking views from the mountain peaks – you will not forget this trip.

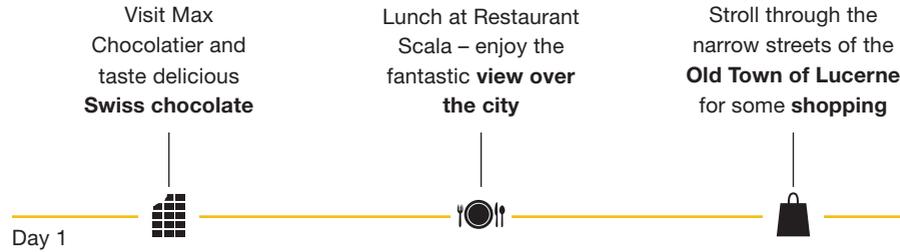
Proven Swiss quality

Safety, stability and professionalism – for you and your customers.

The international brand of Lucerne / Switzerland

Popular and world-famous tourist destination with international flair.

3 DAYS IN THE LUCERNE-LAKE LUCERNE REGION



KKL Lucerne



Restaurant Scala at Art Deco Hotel Montana****S

Cogwheel train on Mount Rigi



View from Mount Rigi



Top left: Chapel Bridge in Lucerne
Top right: Suspension bridge Mt. Titlis
Bottom right: Steamboat on Lake Lucerne

Day 2



Board a **nostalgic steamboat** to get to Vitznau



Ride with the oldest cogwheel train in Europe up to **Mount Rigi**



Visit the Stalder-Farm and learn how **local schnapps** is produced

Day 3



Mount Titlis – let the adrenaline rush while you walk on a suspension bridge over a 500 m cliff

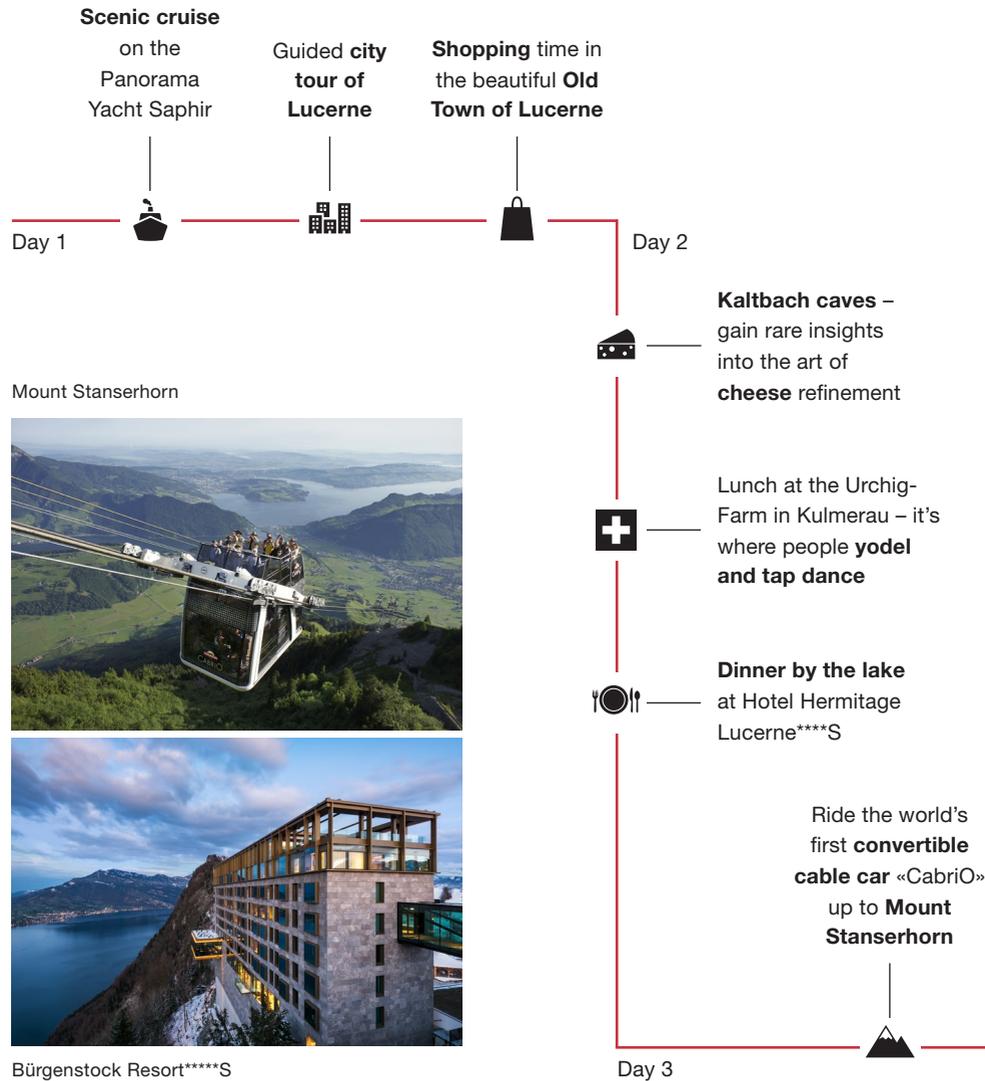


Visit the old monastery in the **mountain village Engelberg** where cheese is produced



Behind the scenes tour of the famous **concert hall KKL Lucerne** followed by a Gault Millau Dinner

5 DAYS IN THE LUCERNE-LAKE LUCERNE REGION



Mount Stanserhorn



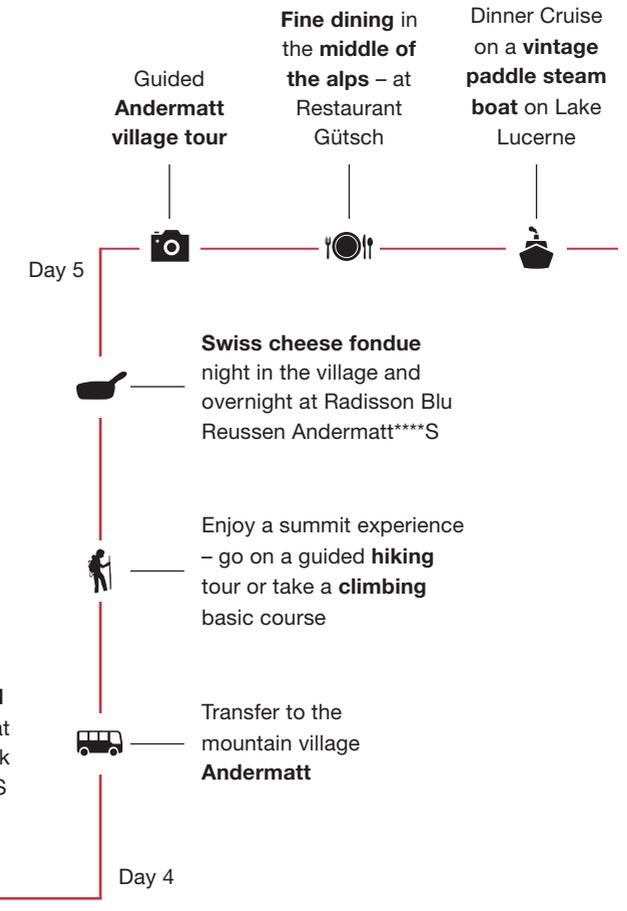
Bürgenstock Resort****S



Left: Guided city tour in Lucerne / Right: Andermatt



Hiking in Andermatt



ACTIVITIES FOR GROUPS

Here are four examples of interesting group activities.

More examples can be found under business.luzern.com/socialprogrammes



GUIDED CITY TOUR LUCERNE

Luzern Tourismus AG | Tourist Information
Zentralstrasse 5 | 6002 Luzern
+41 (0)41 227 17 17 | luzern@luzern.com
www.luzern.com

The tour guides take your group to visit world-famous sights such as the Chapel Bridge with its octagonal Water Tower and the KKL Luzern, and to discover hidden alleys and vibrant Old Town squares. The two-hour tour offers views of Lucerne you never knew existed. Experience the locals' favourite places while walking through hidden alleys. The familiar and the new – Lucerne looks forward to your visit!

| | |
|---|--|
| 🕒 | All year |
| 👥 | Max. 25 persons per group, 2 hours |
| 🌐 | DE/EN/FR/IT/SP/PT/RU/PL/NL/ZH/AR/KO/TR |
| 💰 | CHF 250 per group |



CANOEING ON LAKE LUCERNE

Kanuwelt Buochs GmbH
Seefeld 8 | 6374 Buochs
+41 (0)78 635 24 14 | info@kanuwelt.ch
www.kanuwelt.ch

Paddle silently on the lake past beautiful prealpine scenery. The vessels can each hold up to nine persons, who work together to master the challenge. The group is supervised by expert canoe guides. The activity is followed by an aperitif or a barbecue on the terrace with views of the lake for a perfect end to the event. Alternatively, the group can split up into ones or twos and paddle kayaks or small canoes. The setting-off point is Buochs or Lucerne. Other locations are possible on request.

| | |
|---|------------------------|
| 🕒 | March – November |
| 👥 | 4 – 100 persons |
| 💰 | From CHF 70 per person |



ALPHORN BLOWING

eventerlebnis GmbH
Wollerauerstrasse 43 | 8834 Schindellegi
+41 (0)55 508 24 99 | kontakt@eventerlebnis.ch
www.eventerlebnis.ch

The Alphorn belongs to the brass instruments due to the blowing technique used although it is traditionally made out of wood. Depending on the landscape in which you are playing, it can be heard 5 to 10 km away. At the beginning, listen to the pros playing some songs. Then it's your turn: try to play a few notes on this world famous instrument yourself. This is sure to create a good mood.

| | |
|---|--|
| 🕒 | All year |
| 👥 | 10 – 80 persons (larger groups on request) |
| 💰 | From CHF 50 per person |



AESCHBACH CHOCOLATIER

Aeschbach Chocolatier AG
ChocoDromo 1 | 6037 Root-Luzern
+41 (0)41 747 33 66
chocowelt@aesbach-chocolatier.ch
www.aesbach-chocolatier.ch

Immerse yourself in the world of chocolate! Learn all about its history and the making of Aeschbach specialities on a tour of the interactive ChocoWelt exhibition or an exclusive guided tour of the manufacturing facility. Meanwhile in the ChocoStudio, there are no limits to what can be achieved: under expert instruction from an Aeschbach Chocolatier, participants are introduced to the secrets of dipping and decorating pralines, or decorating hollow figures. Tasting is encouraged during ChocoEvents.

| | |
|---|------------------------|
| 🕒 | All year |
| 👥 | Depending on activity |
| 💰 | From CHF 15 per person |

EXCEPTIONAL VENUES

Here are four examples of exceptional venues in the region.
More examples can be found under business.luzern.com/locations



The buildings are more than 150 years old and served as farm buildings until 1983. Since then, the barn and later the hay loft have been used as a banquet and event location. Enjoy the 4-star cuisine of the Hotel Alexander**** in the «Baume». From cocktail parties to gala dinners, there are no limitations.

EVENT-FARM BAUME

Bauernhof Baume
Hertensteinstrasse 42 | 6353 Weggis
+41 (0)41 392 22 22 | info@alexander-gerbi.ch
www.alexander-gerbi.ch

| Meeting rooms | | | | | |
|---------------|-----|----|----|-----|-----|
| Baume | 100 | 30 | 90 | 150 | 142 |



The alpine region of Klewenalp is a typical Swiss destination, which is mainly known by hikers, bikers and snow sports enthusiasts. The restaurant KlewenStube 1600 is located on top of the Klewenalp, easily reachable by cable car from Beckenried (15 min from Lucerne). Modern interior design with alpine flair which creates a homely feeling of well-being. Swiss hand-carved wall decorations, a unique chandelier made of deer antlers and delicious Swiss food specialities make this location a great experience.

KLEWENSTUBE 1600

Berggasthaus KlewenStube 1600
6375 Beckenried (Klewenalp)
+41 (0)41 624 66 00 | willkommen@klewenalp.ch
www.klewenalp.ch

| Meeting rooms | | | | | |
|---------------|-----|---|-----|-----|-----|
| Klewenstube | 70 | - | 70 | 90 | 100 |
| Klewen Hall | 220 | - | 100 | 250 | 350 |



Sitting on a hilltop, Heidegg castle is one of the most charming Swiss castles. It boasts an impressive 800-year history with grapevines, romantic park and hands on expositions. Enjoy an aperitif in the famous rose garden, then a guided tour followed by a banquet lunch or dinner.

HEIDEGG CASTLE

Vereinigung Pro Heidegg
Schloss Heidegg 1 | 6284 Gelfingen
+41 (0)41 917 13 25 | info@heidegg.ch
www.heidegg.ch

| Meeting rooms | | | | | |
|----------------|-----|----|----|-----|----|
| Castles Cellar | 120 | 30 | 50 | 120 | 80 |
| Festive Hall | 80 | 30 | 50 | - | 80 |
| Small Hall | 20 | 12 | - | - | 32 |

various other rooms



The Bourbaki Panorama in the middle of Lucerne is one of the few remaining paintings-in-the-round from the 19th century. The unique ambience of this European cultural monument is sure to turn your event into a special experience. It's the perfect venue for tours, celebrations, lectures or award ceremonies; catering is also available, as is a cultural side programme.

BOURBAKI PANORAMA LUCERNE

Bourbaki Panorama Luzern
Löwenplatz 11 | 6004 Luzern | +41 (0)41 412 30 30
events@bourbakipanorama.ch
www.bourbakipanorama.ch

| Meeting rooms | | | | | |
|---------------|----|---|-----|-----|---|
| Museum | 80 | - | 100 | 100 | - |
| Bar / Bistro | - | - | 190 | 250 | - |

various other rooms

OUR PARTNERS



Communication and events agency

Corporate events, roadshows and conferences with a long-term impact – these are the core competencies of Premotion and what make them one of the leading agencies in Switzerland. They understand communication and graphic design as a holistic concept, as an integrated part of identity and values of the clients.

premotion

Bahnhofstrasse 3 | 6003 Luzern
+41 (0)41 377 00 00 | info@premotion.ch
www.premotion.ch



Events with enduring results

Eventerlebnis GmbH creates inspirational indoor and outdoor activities. Whether the aim is fun, physical activity, pleasures of the palate or creativity, our partner offers the ideal event at a venue of your choosing. The team event can take place on your premises, in one of the Musegg towers, in a forest lodge or at a hotel.

eventerlebnis

Wollerauerstr. 43 | 8834 Schindellegi
+41 (0)55 508 24 99 | kontakt@eventerlebnis.ch
www.eventerlebnis.ch



In & outdoor social programmes / team events

Executive Events takes care of the organization of corporate events, team challenges and group excursions. As event professionals they have many years of experience in inspiring the participants with unique events. No matter if you are looking for a culinary “dine-around tour” with team activities, combined with a city tour, a team cooking class or a cocktail mixing workshop. Executive Events can provide you with a suitable solution.

Executive Events
successful emotions

Schösslerstr. 48 | 8964 Rudolfstetten
+41 (0)56 560 91 91 | info@executive-events.ch
www.executive-events.ch



Steamboat on Lake Lucerne

SERVICES AND CONTACTS

Lucerne Convention Bureau (LCB)

The LCB is the meeting and conference arm of the Lucerne Tourist Board. We offer you the following services free of charge.

Main services

- Advice and ideas on planning your event
- Forwarding of information and documentation material to Organising Committee for participants
- Support, organisation and escort with/of site inspections
- Support with bid documents
- Submissions of offers for small events or those involving just one service partner.

LUZERN+
FACEBUE
THE CITY. THE LAKE. THE MOUNTAINS.

Lucerne Tourism

Lucerne Convention Bureau
Bahnhofstrasse 3 | 6002 Luzern
+41 (0)41 227 17 07 | business@luzern.com
business.luzern.com

Bucher Events (DMC/PCO)

Headquartered in Lucerne and preferred partner of the LCB, Bucher Events attaches great importance to personal service in the organisation of incentives, congresses, meetings and company events.

Main services

- Overall coordination of your event
- Attendee administration for conferences
- Sourcing and reserving hotel accommodation
- Tailored online reservations tool for conferences and events
- Transport and event concepts, finding artists

bucherevents
INCENTIVES & CONVENTIONS

Bucher Travel Inc.

Pilatusstrasse 27 | 6036 Dierikon/Luzern
+41 (0)41 418 55 44 | info@buchertravel.ch
www.buchertravel.ch



From page: Mount Pilatus / Back page: Engelberg

The essence of Switzerland.

Lucerne Tourism – Lucerne Convention Bureau

Bahnhofstrasse 3 | CH-6002 Luzern

Phone +41 (0)41 227 17 07

business@luzern.com | business.luzern.com

Switzerland Convention
& Incentive Bureau.

