

6th Switzerland Meeting Trophy

For the second year in a row, the Nordic Countries Team won the Switzerland Meeting Trophy organized the beginning of July by Switzerland Tourism. This unconventional rally, in which 83 congress and incentive travel specialists took part, was designed to let them take a closer look at Switzerland and its facilities for hosting professional events.

During this 6th edition, participants travelled by boat, by train, on foot and by car from Zurich to Lucerne, via the Grisons and the shores of Lake Lucerne, combining business with pleasure and trying out potential meeting venues for their customers. "Study trips" are part of daily routine for professional congress and seminar organizers. But the Switzerland Meeting Trophy is much more than just a study trip. It is an entertaining, innovative way for them to get to know Switzerland better and to evaluate the quality of its infrastructure, as well as the opportunities it offers as a meeting destination. At the same time, participants have a chance to personally test the cultural and sporting activities that can be included into leisure programs accompanying professional events.

7 Swiss cities can now also be found on iPhone city guide applications for details and addresses.

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