

FROM THE TERRACED vineyards and palm trees of the Swiss Riviera to the spectacular profile of the Matterhorn, this drive takes in the best of the Swiss and French Alps. You'll sample the sophisticated lakeside charms of Geneva and Montreux and stroll through the streets of the chic ski hamlets of Mègeve and Gstaad.

There are alpine vistas awaiting from the Susten Pass and dramatic views of the Jungfrau when you take a cable car to Murren. You can visit a farmer's market in the medieval streets of Annecy, sample fondue in a Swiss village and enjoy Michelin-starred cuisine on the shores of Lake Geneva. If you're inspired by the world's best athletes at Lausanne's Olympic Museum, there are ample opportunities to go hiking, skiing or mountain biking. This drive is for those who treasure the world's most stunning mountain scenery.

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- \$ Price of gallon of gas
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- Banking hours
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- NYC contact for tourist offices
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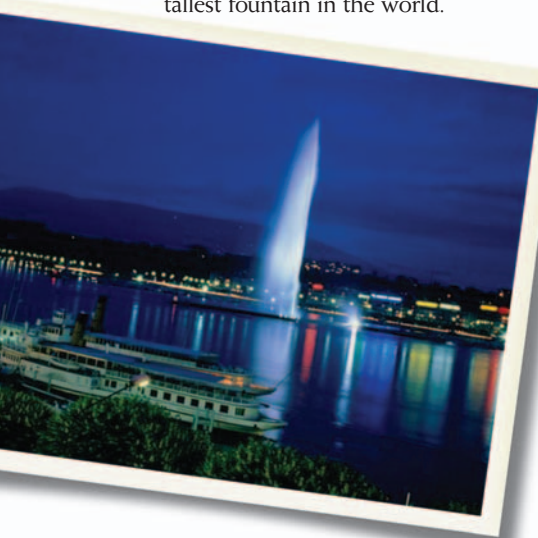
GENEVA & THE ALPS

(Mileage is estimated from each preceding city or site. Before you begin your trip, please note: For space reasons, we could not provide the most detailed map with this brochure. We recommend the use of Michelin Map #729 Switzerland in conjunction with this guide. To order Michelin maps, call 1-800-223-0987.)

GENEVA INTERNATIONAL AIRPORT

Located minutes from the city of Geneva and close to the French border, the airport offers easy access to the region.

GENEVA – This graceful and cosmopolitan city on the southwestern end of Lake Geneva (Lac Léman) is the heart of Switzerland's French-speaking cantons. It is a bastion of wealth and sophistication, and shops are filled with the world's finest watches. You'll see hand-made chocolates displayed with a care normally reserved for diamonds. The winding streets of the Old Town will lead you to Place du Bourg-de-Four, filled with antique shops and galleries. Pause at 40 Grand' Rue, where philosopher Jean-Jacques Rousseau was born. Other names closely associated with Geneva include religious reformer John Calvin and writers such as Voltaire, Victor Hugo and Percy Bysshe Shelley. On the lake shore, the Jet D'Eau shoots up a tower of water, the tallest fountain in the world.



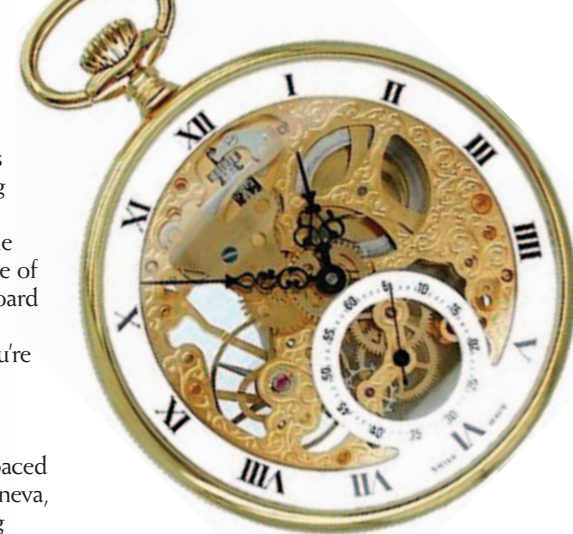
The Musées d'Art et d'Histoire is worth a detour, as is the sobering Musée International de la Croix-Rouge et du Croissant-Rouge, the Red Cross museum. Lunch at one of Geneva's many cafes and then board a lake steamer to ply the scenic waters of Lake Geneva. Now you're ready to explore the Alps.

37 miles

LAUSANNE – Smaller, slower-paced and more down to earth than Geneva, Lausanne has a wonderful setting overlooking Lake Geneva, with the French Alps in the background. Begin with a walking tour of the steep streets of the Old Town, with its little shops and cafes, and stop at the 13th-century Cathédrale Notre-Dame, the finest Gothic cathedral in Switzerland. Then take the funicular down to Ouchy, the lakeside neighborhood of Lausanne, where there are elaborate gardens. Don't miss the Musée Olympique Lausanne. The International Olympic Committee is headquartered here and this splendid museum offers an elaborate presentation on the history of the games as well as artifacts ranging from track star Carl Lewis' shoes to the Olympic torch created by Phillippe Starck for the Albertville Games.

12 miles

VEVEY – This exceptionally relaxed and charming city in the midst of Switzerland's finest wine district sits on the shores of Lake Geneva, with panoramic views of the French Alps. Here you'll find the Hotel du Lac, where Anita Brookner set her eponymous novel. "Vevey's." Saturday antiques market is worth a visit, and do stroll along the lakefront park, where you'll come across a life-size statue of Charlie Chaplin. "The Little Tramp" made Vevey his home for the last decades of his life. Once every 22 years or so, Vevey celebrates the Fete des Vignerons or festival of the wine growers. With some 5,000 amateur actors, this is one of Europe's



most elaborate folk festivals. The last one was held in 1999. But visit the Musée Historique de Vevey to see costumes and photos from previous celebrations. Then enjoy a glass of the local St. Saphorin wine at a café at Place du Marche.

5 miles

MONTREUX – Montreux is the unofficial capital of the Swiss Riviera, and the palm trees along the lakefront contrast with a backdrop of the snow-capped French Alps. Best known for its jazz festival, Montreux is also a city beloved by wealthy expats. The Montreux Palace Hotel was home to novelist Vladimir Nabokov for many years. In recent times, the city welcomed the late rocker Freddy Mercury of Queen, and commemorated him with a statue in the center of town. Just outside the city sits Montreux's most memorable monument, the extraordinary fortress called Chillon Castle. Perched on the edge of the Lake Geneva, the fortress inspired Lord Byron to write his poem "The Prisoner of Chillon."

33 miles

GSTAAD – One of the most fashionable resorts in Switzerland, sedate Gstaad is about old money and discreet displays of wealth. Located at the nexus of four valleys, it offers plenty of easy day hikes in summer, extensive ski slopes in winter and fashionable shopping anytime.

41 miles

INTERLAKEN – Literally located "between the lakes," Interlaken is the tourist hub of the Bernese Oberland. Stroll down the Höheweg and you'll be rewarded with fine views of the Jungfrau Massif. It's a good base for exploring the nearby mountains, glaciers and lakes for a few days.

12 miles

MÜRREN – Perched on an alpine balcony, this lovely car-free village is accessible by the Schilthorn Cable Car. The views across the valley to the neighboring Jungfrau Massif are truly stunning. A favorite ski resort for the British for nearly a century, Mürren is charming at any time of year.

48 miles

SUSTEN PASS – Completed in 1945, this pass was specifically designed for automobiles. The Susten Pass goes from Innertkirchen, near Meiringen, to Wassen, a 29 mile journey. You'll climb to about 7,412 feet, and be rewarded with some classic Alpine vistas along the way. Near Meiringen, Sherlock Holmes fans can detour briefly to see Reichenbachfälle, the waterfall where the fictional Holmes and Professor Moriarty disappeared in one of Conan Doyle's best tales.

81 miles

ST. GOTTHARD PASS – The most dramatic Alpine pass, travelers made their way on foot through the St. Gotthard Pass since the 13th century. This is the transition point from German-speaking Switzerland to the Italian speaking canton of the Ticino.

77 miles

ZERMATT – This car-free village – you can leave yours at nearby Täsch and take the train in – has dramatic views of the jagged 14,685 foot Matterhorn, which towers above it. Zermatt is the heart of the Alps and whether you ski in the shadow of the Matterhorn, take a day hike or even contemplate the rigorous climb, there's no escaping its mythic power.

There are cafes, restaurants and a dazzling array of hotels in all price ranges here, with horse-drawn carts and electric taxis to whiz you around. The Musée Alpin records the efforts of those who attempted to climb. The nearby cemetery is a sobering reminder of those who failed to reach the summit of Europe's most fabled peak, first conquered by Englishman Edward Whymper in 1865. By all means ride on the Gornergrat, the highest open-air railway in Europe, for spectacular views of the peak and the surrounding Alps.

45 miles

SION – Sion is flanked by two small but dramatic hills, Valère and Tourbillon, each one crowned with a fortress. The climb up to Valère is worthwhile, and you can explore the Eglise Notre-Dame-de-Valère, which dates back to the 14th century.

18 miles

MARTIGNY – Located at one of the major crossroads in Europe, Martigny is dominated by the 13th-century Château de la Bâtiatz, with views of the neighboring vineyards and mountains. Remnants of a Roman amphitheater, which dates back to 2AD, remain. They are well-worth seeing, as is the Pierre-Gianadda Foundation, which houses a Gallo-Roman Museum.

25 miles

CHAMONIX – The heart of the French Alps, Chamonix offers some of the most dramatic mountain scenery in Europe. The site of the first Winter Olympics in 1924, it's a town worshiped by mountaineers and skiers. Spend an hour or so in the Musée Alpin, housed in the former Chamonix-Palace, to immerse yourself in the Alpine culture. But come to Chamonix anytime of year and you'll discover endless hiking possibilities, fields of wildflowers and extensive opportunities for golf, tennis and mountain biking.

8 miles

MONT BLANC – Europe's highest peak, at 15,770 feet, is a challenge for world class climbers. But the physically fit can take the famous 10-day circular walking tour called the Tour du Mont Blanc, which takes you into Switzerland and Italy as well. If you're time-pressed, simply board the Aiguille du Midi cable car for the dramatic views.

25 miles

MÈGVE – Think of Megève as the Sun Valley of France, with fashionable guests, terrific restaurants, highly regarded hotels and an inspiring setting. In summertime, hiking and mountain biking are popular. Take the gondola up Mont D'Arbois for stellar views of nearby Mont Blanc.

38 miles

ANNECY – Set on Lac d'Annecy and surrounded by snow-tipped mountains, Annecy has one of the finest settings in France. The city's delightful medieval quarter, complete with canals and arcaded streets, is made for strolling. In summertime, the bridges are bedecked with flowers. Markets days are the liveliest times in this lakeside city. The 15th-century church of St. Maurice d'Annecy has chapels bearing the emblems of aristocratic families and guilds. The Palais de l'Isle is a 12th-century prison that sits squarely in the middle of the Thiou Canal while the Château d'Annecy affords views of the old town and the lake. When it's time to depart, you'll be happy to know that Geneva Airport is but half an hour's drive away.

HOTELS

Hotel d'Angleterre. British antiques, views of Mont Blanc and the Library Bar are reasons enough to stay in this cozy city hotel on the edge of Lake Geneva that welcomed royalty a century ago. The 39 rooms are quite elegant. Quai du Mont-Blanc 17, Geneva, Switzerland. Tel: 41 22 905 5555 Fax: 41 22 905 5556 For reservations in the USA: 800-745-8883

Hotel Le Mirador.Kempinski Resort & Spa. On the summit of Mont-Pèlerin above Vevey, this hotel commands an all-encompassing view of Lake Geneva. The 86-room luxury property is in the heart of Swiss wine country. Mont-Pèlerin, Switzerland. Tel: 41 21 925 11 11 Fax: 41 21 925 11 12 For reservations in the USA: 800-426-3135

Grand Hotel Victoria-Jungfrau. This stellar property, with a great spa and pool, has been welcoming guests since the 19th century. The 212 rooms have fabric-covered walls and marble columns. Many boast fantastic views of the mountains. Höheweg 41, Interlaken, Switzerland. Tel: 41 033 828 28 28 Fax: 41 033 828 28 80 For reservations in the USA: 800-745-8883

Riffelalp Resort 2222. Set at 2,222 meters or 7,200 feet, the views from this five-star hotel of the Matterhorn are unsurpassed. Reached via the Gornergrat railway, this 63-room hotel has polished granite, salvaged farmhouse timbers, Oriental carpets and a delightful spa. Zermatt, Switzerland. Tel: 41 27 966 05 55 Fax: 41 27 966 05 50 For reservations in the USA: 800-745-8883

Auberge du Bois Prin. A delightful 11-room chalet, with rooms and balconies offering superb views of Mont Blanc and the surrounding mountains. Monique and Denis Carrier supervise the inventive cuisine. 69, Chemin de l'Hemine, Chamonix, France. Tel: 33 04 50 53 33 51 Fax: 33 04 50 53 48 75 For reservations in the USA: 800-735-2478



Les Fermes de Marie. A cluster of antique chalets that hoteliers Jocelyne and Jean-Louis Sibuet turned into a chic hotel that resembles a Haute Savoie village. The 52 rooms have honey-colored pine walls and antique canopied beds, with luxurious bathrooms and a full health spa. Chemin de Riante Colline, Megeve, France. Tel: 33 04 50 93 03 10 Fax: 33 04 50 93 09 84

DINING

Auberge du Raisin. One of the most charming dining rooms in Europe can be found in this 13th-century hotel in the wine village of Cully, near Lausanne. Chef Adolfo Blokbergen has earned two Michelin stars and the restaurant's 9,000 bottle wine list includes many offering from the nearby Lavaux vineyards. Place de l'Hôtel-de-Ville, Cully, Switzerland. Tel: 021 7992131 Fax: 021 7992501 For reservations in the USA: 800-735-2478

