

Montreux story....



**MONTREUX
MUSIC &
CONVENTION
CENTRE**

Since 1910, with the 1st European Ice Hockey Championship, Montreux has always been a top event destination for sports, culture, meetings, congresses and incentives hosting an array of sporting tournaments, festivals, trade fairs and congresses.

With an average of 75 events per year, Events business is a key component of Montreux region economy, with a direct impact on hotels occupancy, restaurants, bars, and casino activities. All these events would not exist without a strong Public Private Partnership between the Municipality, the tourism office and the private sector. The annual budget of Montreux-Vevey Tourism, Montreux Riviera, is now 6 million Swiss Francs and 33% is funded by local authorities, 29% by city tax and local partners and 34% from commercial activities.



The Municipality invested 100 million CHF in 3 phases (1973 to 1992) to build the Montreux Music & Convention Centre, and continue to improve the equipment with an annual maintenance and renovation grant of 1.5 million CHF, and 1 million to support this unique dual activity (Convention & Culture). The 2m2c did host 76 cultural and business events representing 128 days of operations (260 days of occupancy).

In 2004, the Riviera Card was launched funded by city tax, allowing all convention hotel guests free use of local transportation. In 2007, was created the Swiss Riviera Events alliance by both Convention Centres of Lausanne and Montreux, as well as Tourism offices and Hoteliers associations in order to promote the Riviera on International MICE market.

The Riviera region hosts 3 140 000 visitors per year (33% linked to a cultural or a mice event) representing an annual direct revenue of 1.06 billion Swiss francs (50% due to MICE sector).

Tourism represents 7.2% of the State of Vaud GDP and 10% of the employment. Mice sector in the Lausanne-Montreux-Vevey area represents 54% of the total room nights and estimated 520 millions CHF

Since 100 years Montreux and the region have hosted major international sporting events, cultural events, congresses and business events. We intend to pursue this mission and continue to develop the economic impact on the region