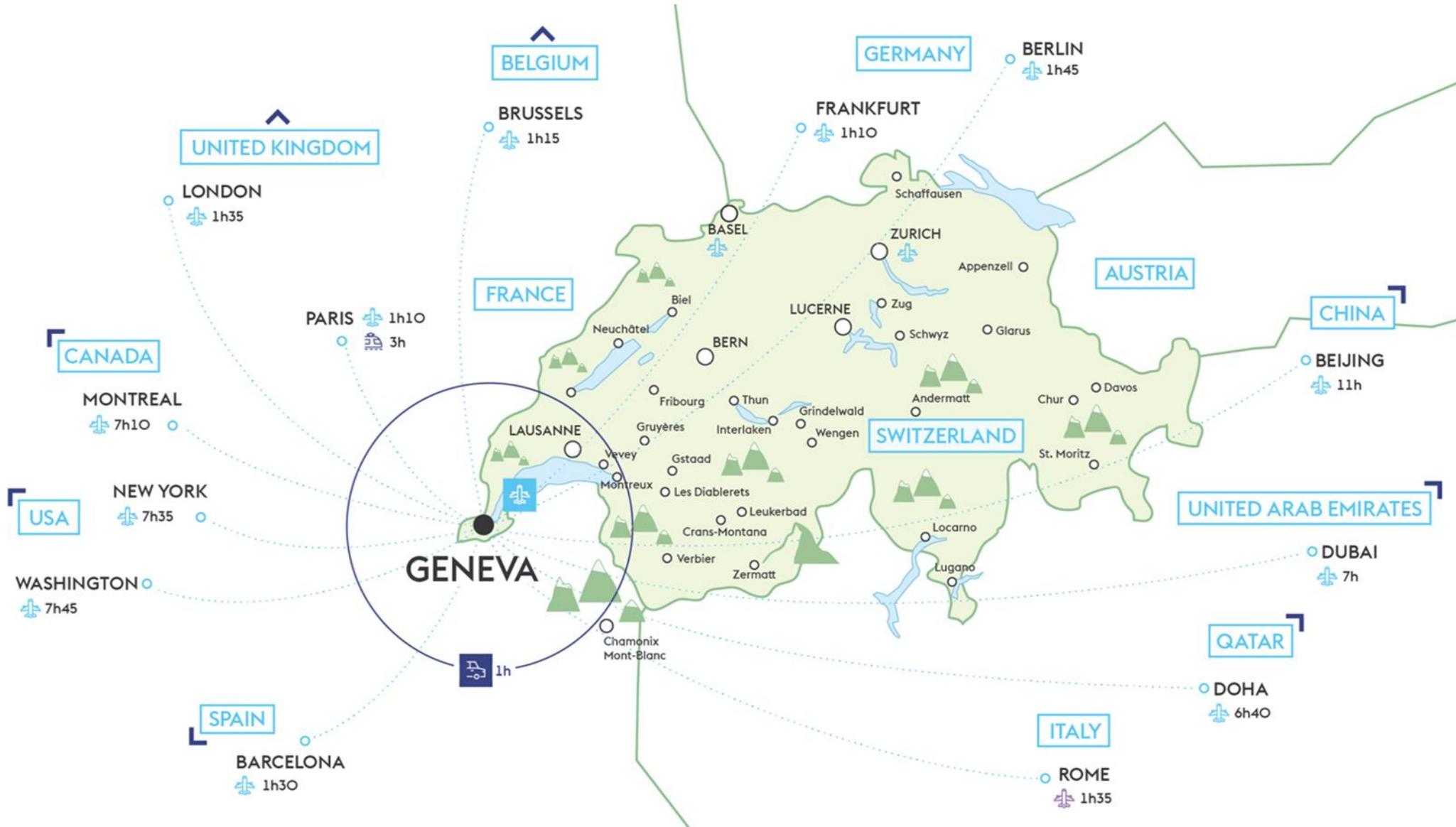


# GENEVA

Travel Trade 2024



# Welcome to downtown Europe



# Welcome to the heart of Europe!

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International airport **with more than 120 direct flights** to and from Europe, North America, Africa, the Middle East and Asia.

---

Home of **several low-cost carriers** & a strategic hub for easyJet (2nd largest after London-Luton).

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**The Schengen Agreement** makes for an effortless arrival for European visitors.

---

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Land in the city centre: just **7 minutes by train** from the airport.

---

**Free public transport** for hotels customers.

---

Geneva is connected to a great **railway network**, providing rapid access to the rest of Switzerland and Europe. For example, Geneva is **only three hours** away from the centre of Paris by TGV (high speed train).

---

## Flights per week from main destinations

- **146 x** London (LCY, LGW, LHR, LTN)
- **67 x** Paris (CDG, ORY)
- **55 x** Amsterdam
- **48 x** Frankfurt
- **40 x** Brussels
- **37 x** Madrid
- **37x** Zurich
- **35 x** Munich
- **29 x** Istanbul (IST, SAW)
- **22 x** Rome (FCO)
- **21 x** New York (JFK, EWR)
- **14 x** Dubai
- **07 x** Washington
- **07 x** Doha
- **06 x** Montreal
- **05 x** Abu Dhabi

## Scheduled destinations: 123

- Europe: **93**
- Intercontinental: **30**

# Welcome to Geneva



# Geneva at one with nature





## The city that nurtures nature

- Unique view on the Mont-Blanc the highest mountain in Europe.
- Nested in the largest lake in Western Europe.
- 25% of the city dedicated to parks, gardens and water features.
- 5th city in the world regarding green area per capita.
- 15 minutes from the finest vineyards, 30 minutes from the mountains.
- Geneva is Switzerland's third largest wine-producing canton.

## The most beautiful views



### The Jardin anglais

The Jardin anglais, home to the famous Flower Clock and 12,000 flowers, is also a must-see spot to admire the harbour and take amazing photos.



### La Perle du Lac

How about a stroll in a wonderful park with views of the lake and the mountains as far as the eye can see? When the weather is clear, Mont Blanc is unveiled, looming mightily on the horizon.



### St. Peter's Cathedral

Historical treasure of the old town, St. Peter's Cathedral boasts a breathtaking panorama. Let us assure you, the effort to climb the 157 steps that lead to the top of the towers is rewarded with an incredible 360° panorama of the city and the lake.

## The most beautiful views



### La Jonction: at the confluence of two rivers

They come from different places, have neither the same colour nor the same speed.

The Arve and the Rhône are two rivers that do not look alike yet come together in Geneva to become one. Make sure not to miss the impressive sight of these two rivers meeting at La Jonction.



### Mont Salève: a panorama in the wilderness

A haven of peace opens up to you, a few minutes from Geneva. No, you're not dreaming. Just a few bus stops from the centre and a five-minute cable car ride later, you find yourself at the top of the mountain!

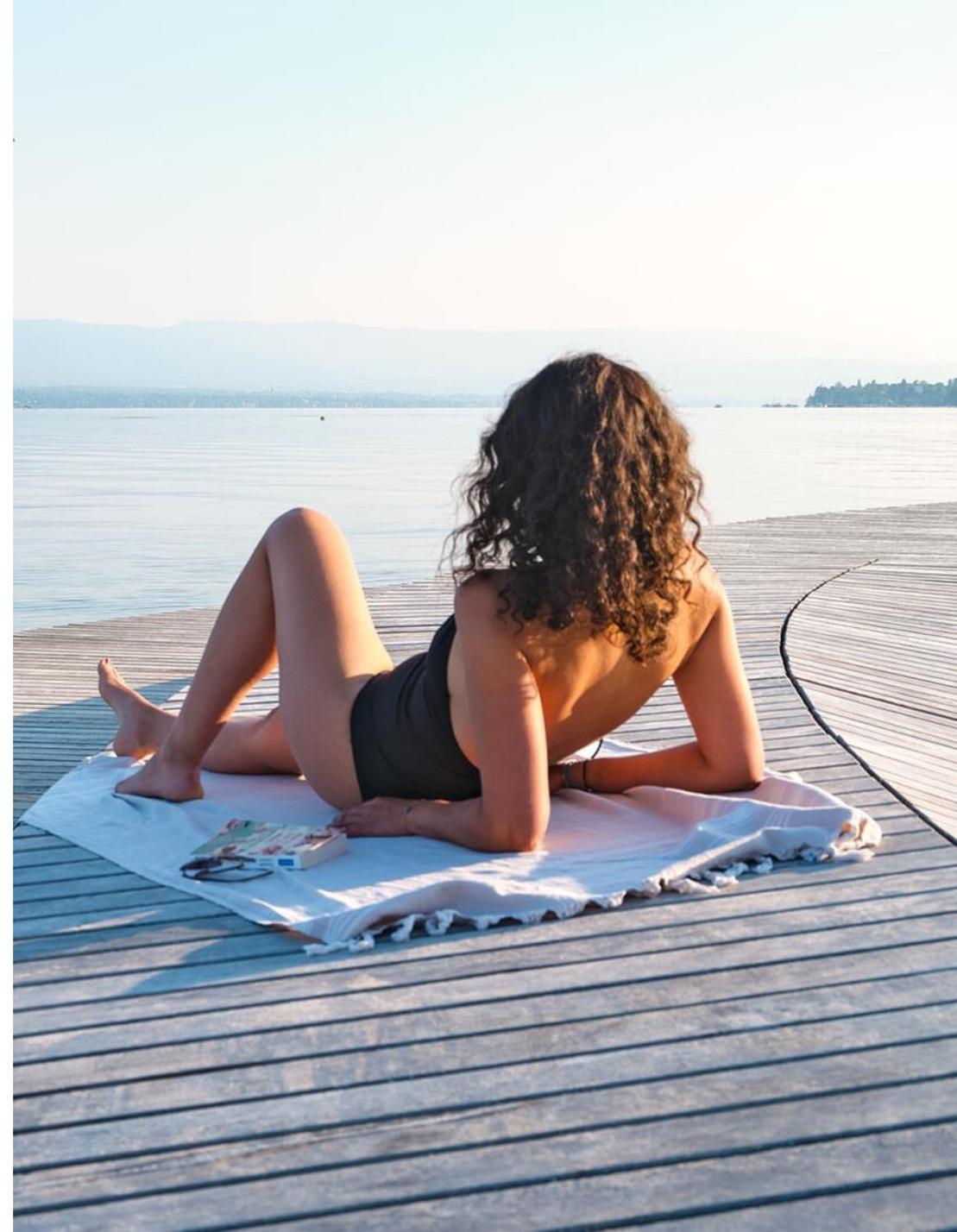


### The Bains des Pâquis (Pâquis Baths): 360° view

A 360° panoramic view of the lake, the Jet d'Eau, the harbour and St. Peter's Cathedral, what a delight! Especially while enjoying a good lunch or fondue round the wood stove! The Bains des Pâquis (Pâquis baths), a genuine peninsula on the lake, have always been a joy for Genevans and visitors alike.

## Nature that puts you through your paces

- Feet in the lake, eyes on the Alps.
- Walk, run or ride: a beautiful city at any pace.
- Whether international or local, in summer or winter, on water or on land, sport in Geneva is always on the menu.



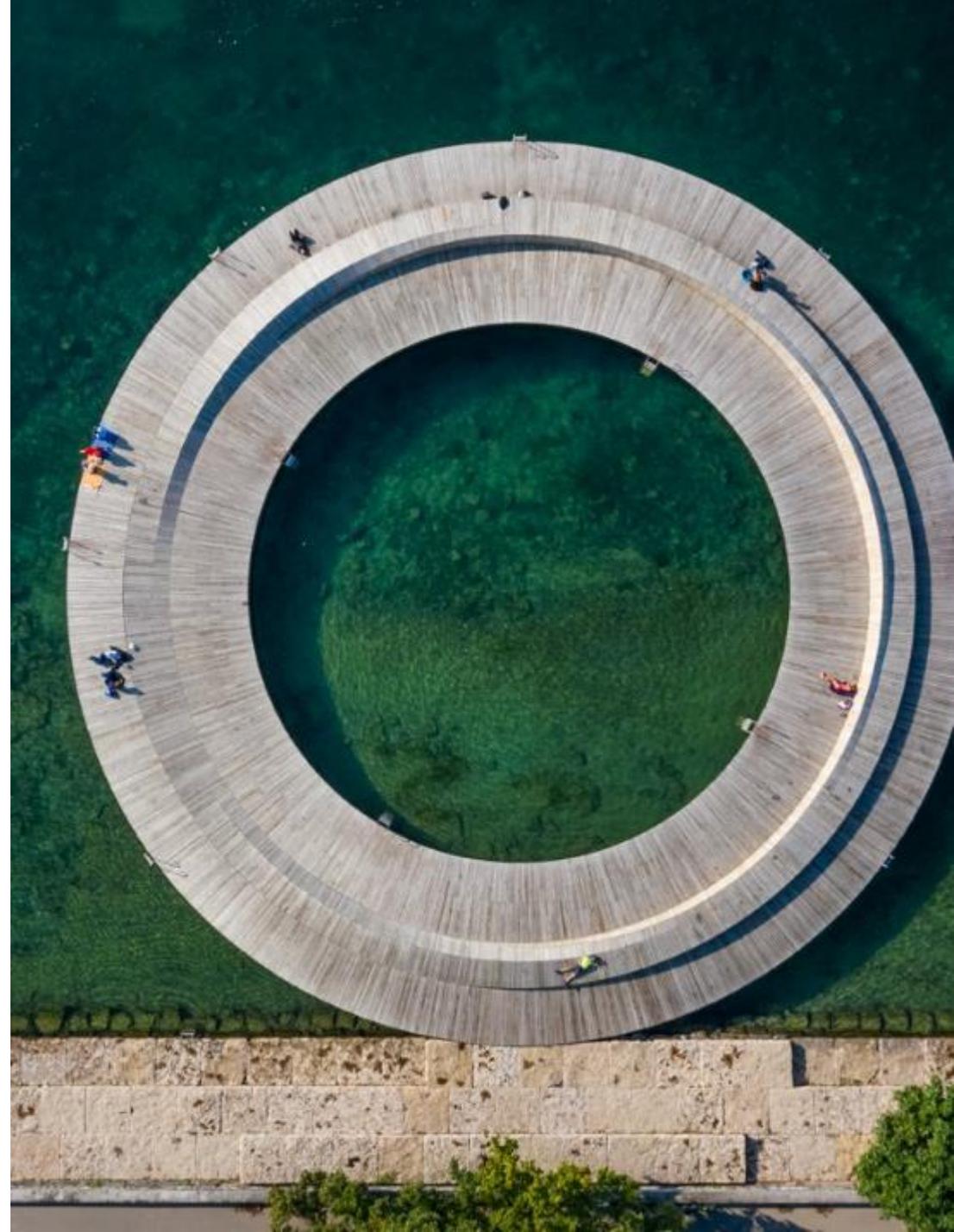


## A welcoming city with a high quality of life

- Geneva is one of the flagships of Swiss quality of life.
  - The city welcomes you wherever you find yourself:
    - In its green oases
    - The bustling terraces lining the streets
    - The rooftops looking out over the Alps
  - From Lake Geneva's revitalising water to the relaxing waters of the city's spas...
- With Geneva's "Boutique Town" spirit, everything is within reach.

## Sustainability

- Supplied with 100% renewable energy, the city has developed an ambitious programme to meet environmental challenges by 2030.
- ***Geneva is aiming for carbon neutrality by 2050, driven by projects such as GENILAC and its ecological thermal network.***
- All of these strategies are centred on the 17 Sustainable Development Goals set by the UN in September 2015.
- [More content on our website.](#)



# Geneva is the perfect base to discover the Alps

Approx. driving time from Geneva to:

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## FRANCE

---

**Megève**

1h

---

**Chamonix Mont-Blanc**

1h

---

**Courchevel**

3hrs

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## SWITZERLAND

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**Gstaad**

2h15

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**Crans Montana**

2h30

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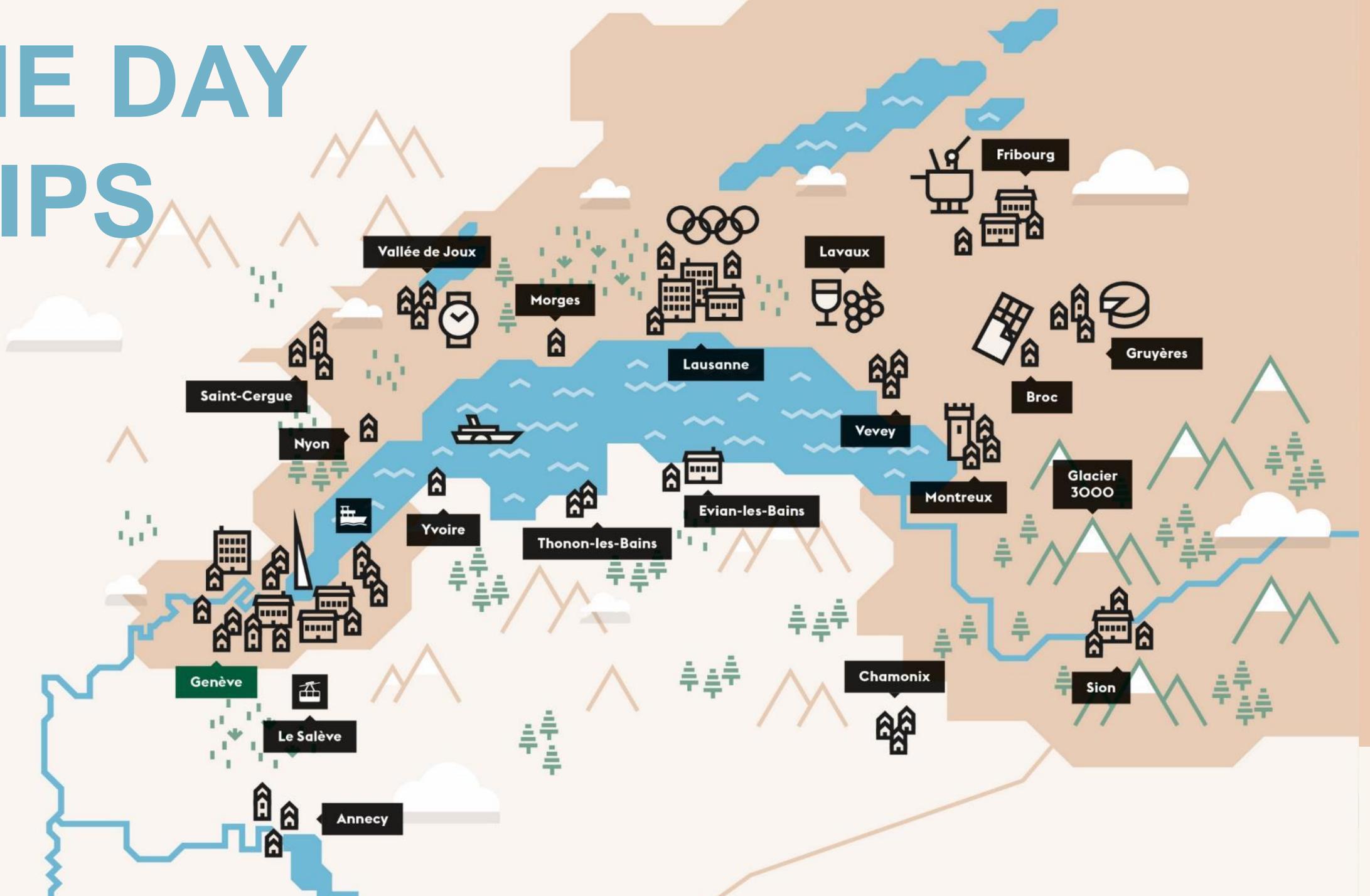
**Zermatt**

3hrs

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# ONE DAY TRIPS

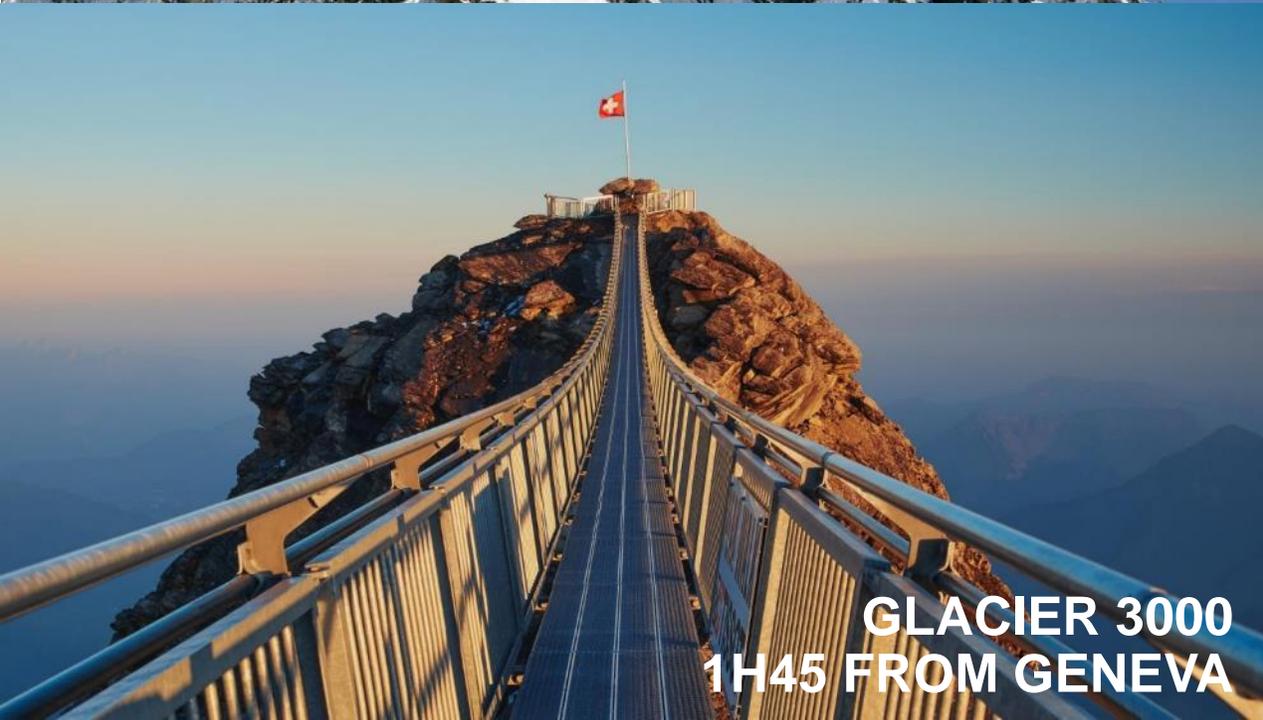




**CHAMONIX MONT-BLANC**  
**1H FROM GENEVA**



**CHILLON CASTLE**  
**1H10 FROM GENEVA**



**GLACIER 3000**  
**1H45 FROM GENEVA**



**GRUYÈRES**  
**1H30 FROM GENEVA**

# Activities





**A BIKE TOUR IN THE GENEVA VINEYARDS**



**ENJOY A RIDE ABOARD A TAXIBIKE!**



**TASTE GENEVA'S AWARD-WINNING WINES**



**BREATHTAKING HIKES ON MONT-SALÈVE**



**RAFTING IN THE MIDDLE  
OF THE CITY**



**KAYAK IN THE MIDDLE  
OF THE CITY**



**FISHING ON THE LAKE**



**SUP, WAKEBOARD,  
WINDSURF ON THE LAKE**



**BOAT CRUISE ON LAKE GENEVA**



**PARAGLIDING ONLY 20 MIN AWAY FROM THE CITY**



**TUKTUK TOUR IN THE COUNTRYSIDE**



**FLIGHT EXPERIENCE TO MONT-BLANC**



**MINI TRAIN TOUR**



**PEDAL BOAT RENTAL**



**THE BOTANICAL GARDENS**



**TREETOP ADVENTURES**

**A world-  
class city**



## The world's spokesperson

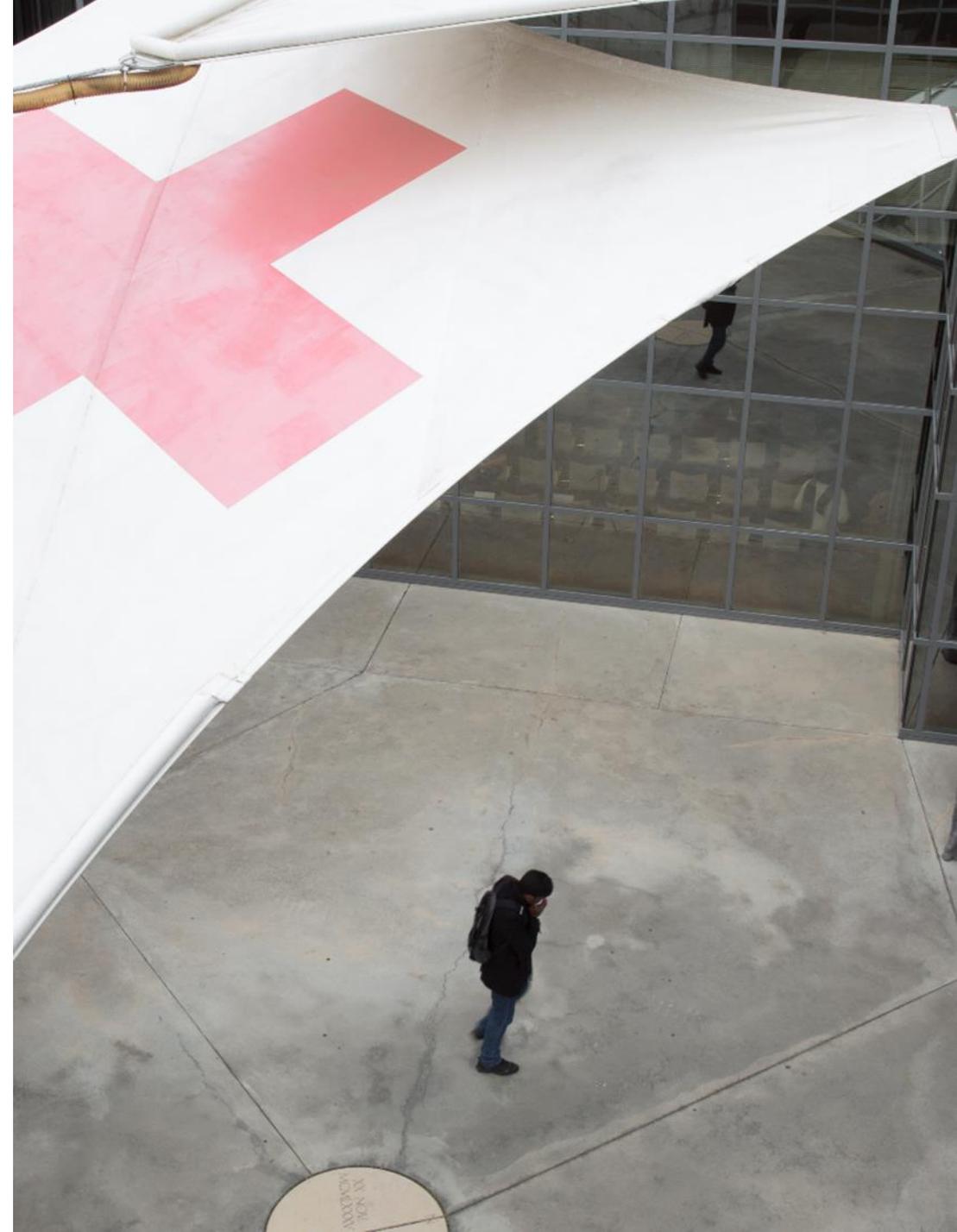
### Geneva capital of peace

- European headquarters of the United Nations.
- *Geneva hosts permanent missions of 179 States, 39 international organizations, 432 non-governmental organizations.*
- Headquarters of ICRC (International Committee of the Red Cross), WHO (World Health Organisation), ITU (International Telecommunication Union), WTO (World Trade Organisation), ILO (International Labour Organisation), WIPO (World Intellectual Property Organisation), WMO (World Meteorological Organisation).



## The heart of humanitarian aid

- Home to the United Nation's European Headquarters.
- Birthplace of the Red Cross in 1863 in Geneva.
- The Broken Chair, a monumental symbol against the use of landmines.



WHERE INTERNATIONAL  
LEADERS BUILD  
WORLD PEACE



## A mix of cultures and flavours

- A Mid Sized, Yet Multi Faceted & Dynamic City.
- Geneva offer the dynamism and the comfort of a mid-sized, moderately populated city: 511 921 inhabitants.
- Not too crowded, but still with a dynamic city feel.
- About 40% of the people living in Geneva are foreigners.
- Around 160 types of cuisine can be found in Geneva.



## A leading international city

- The “Palais des Nations”
- The alley of Flags
- The Place des Nations
- The "Broken Chair" statue
- The world headquarters of the International Committee of the Red Cross
- The World Health Organization headquarter
- The International Red Cross and Red Crescent Museum
- The Botanical Garden Park



# Activities





**VISIT THE UN HEADQUARTERS**



**VISIT THE BOTANICAL GARDENS**



**VISIT THE RED CROSS MUSEUM**



**PRIVATE GUIDED TOUR OF THE INTERNATIONAL AREA**

**Vibrant  
culture in  
every  
corner**





## A mosaic of culture

### Cultural highlights

- Grand Théâtre de Genève : a world-renowned stage and home to the Geneva opera house and the Geneva Ballet Company.
- Nouvelle Comédie: a production house of European level, open to Swiss and international artists.
- Quartier des Bains, the Genevan art district.



**GRAND THÉÂTRE DE GENÈVE**



**VICTORIA HALL CONCERT HALL**



**NOUVELLE COMÉDIE**



**QUARTIER DE BAINS**



## 4 world exclusive museums

### Museum of the Reformation :

- reopened in April 2023 after renovation
- showcases the living history of Geneva and the Reformation

### International Red Cross & Red Crescent Museum

- three separate areas developed by a well-known exhibition architect from a different cultural background

### Patek Philippe Museum

- offers an extraordinary display of watches

### Fondation Martin Bodmer

- closed for renovation until 2025
- among the largest private libraries in the world, displaying a rare and original 1200 old Quran



**INTERNATIONAL RED CROSS MUSEUM**



**PATEK PHILIPPE MUSEUM**



**MUSEUM OF THE REFORMATION**



**FONDATION MARTIN BODMER**

# Museums in Geneva

## Ethnography Museum Geneva (MEG)

- one of Switzerland's most important ethnographic collection

## Modern and Contemporary art museum (Mamco)

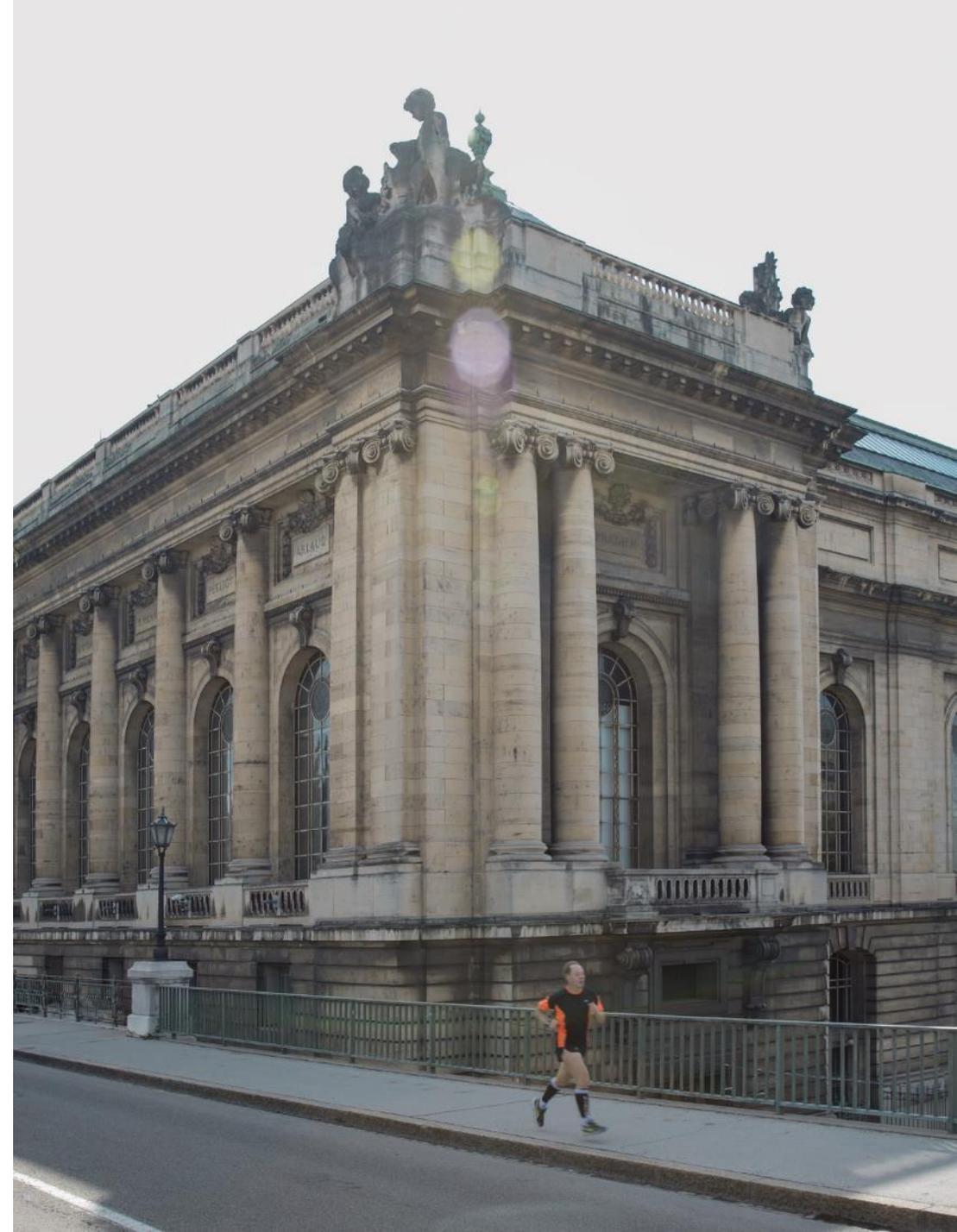
- Switzerland's largest modern and contemporary art museum

## Museum of Natural History (Museum)

- closed for renovation until 2025
- Switzerland's largest natural History Museum, with an exhibition area of 8,000 m<sup>2</sup>

## Maison Tavel

- the museum of daily life in Geneva





MEG



MAMCO



NATURAL HISTORY MUSEUM



MAISON TAVEL



## Calling all gourmets and foodies!

- 11 **Michelin-starred restaurants** (2 stars for L'Atelier Robuchon).
- Geneva is among the top 5 cities with the most Michelin stars per inhabitant.
- 62 restaurants selected by **Gault & Millau**.
- Geneva is Switzerland's third wine-producing canton and it has the country's stronger wine-making density.
- 30 master chocolatiers, one Geneva based chocolate factory (Favarger).

## A cultural meeting point

- More than 2,000 cafes & restaurants with cuisine from all over the world.
- Widest variety of cuisine in Switzerland (140 different types of cuisine).
- The only starred Chinese restaurant in Switzerland (Tsé Fung).



# GENEVA, SWISS MADE WORLD INSPIRED



# GENEVA, SWISS MADE WORLD INSPIRED



# Activities





CHEESE FONDUE COOKING CLASS



CHOCOLATE WORKSHOP



CHOCOLATE FLAVOURS TOUR



SERGE LABROSSE COOKING CLASS

# The cradle of luxury watchmaking



## Find the watch for you, where it all began

- 95% of the world's leading luxury brands are present in Geneva.
- Largest concentration in the world of the most prestigious single-brand (over 50) and multi-brand (over 30) watch boutiques.
- 4 centuries of watchmaking heritage. Find more about the oldest manufacture here (Vacheron Constantin).
- Geneva is home to the world's finest watchmaking manufacturers such as Vacheron Constantin, Patek Philippe, Rolex, etc.
- *Worldwide quality label: poinçon de Genève.*





**WATCHES & WONDERS:  
BIGGEST WATCH FAIR IN  
SWITZERLAND**



**HOSPITALITY AS FINE AS  
OUR WATCHMAKING**



## The history of fine watchmaking

- The history of Geneva and the central role of the city in the development of the Reformation movement in 16th century Europe are the foundations of Geneva's watchmaking.
- Reformation: Calvin & Watchmaking
- *December 2020, UNESCO recognizes the know-how of watchmaking, particularly in Geneva and mechanical art to the intangible cultural heritage of humanity.*

## The history as dynamic as a Swiss-made movement

- The watch industry is omnipresent in the city.
- Geneva is the city that hosts the largest number of watchmaking specialists (all professions combined) and that produces the most creations worldwide.
- The oldest watchmaking school in Switzerland was founded in Geneva in 1824 and continues to train many professionals in the field, thus perpetuating Geneva's watchmaking know-how.



# Activities





CREATE YOUR OWN PERSONALIZED SWISS WATCH



VISIT PATEK PHILIPPE MUSEUM

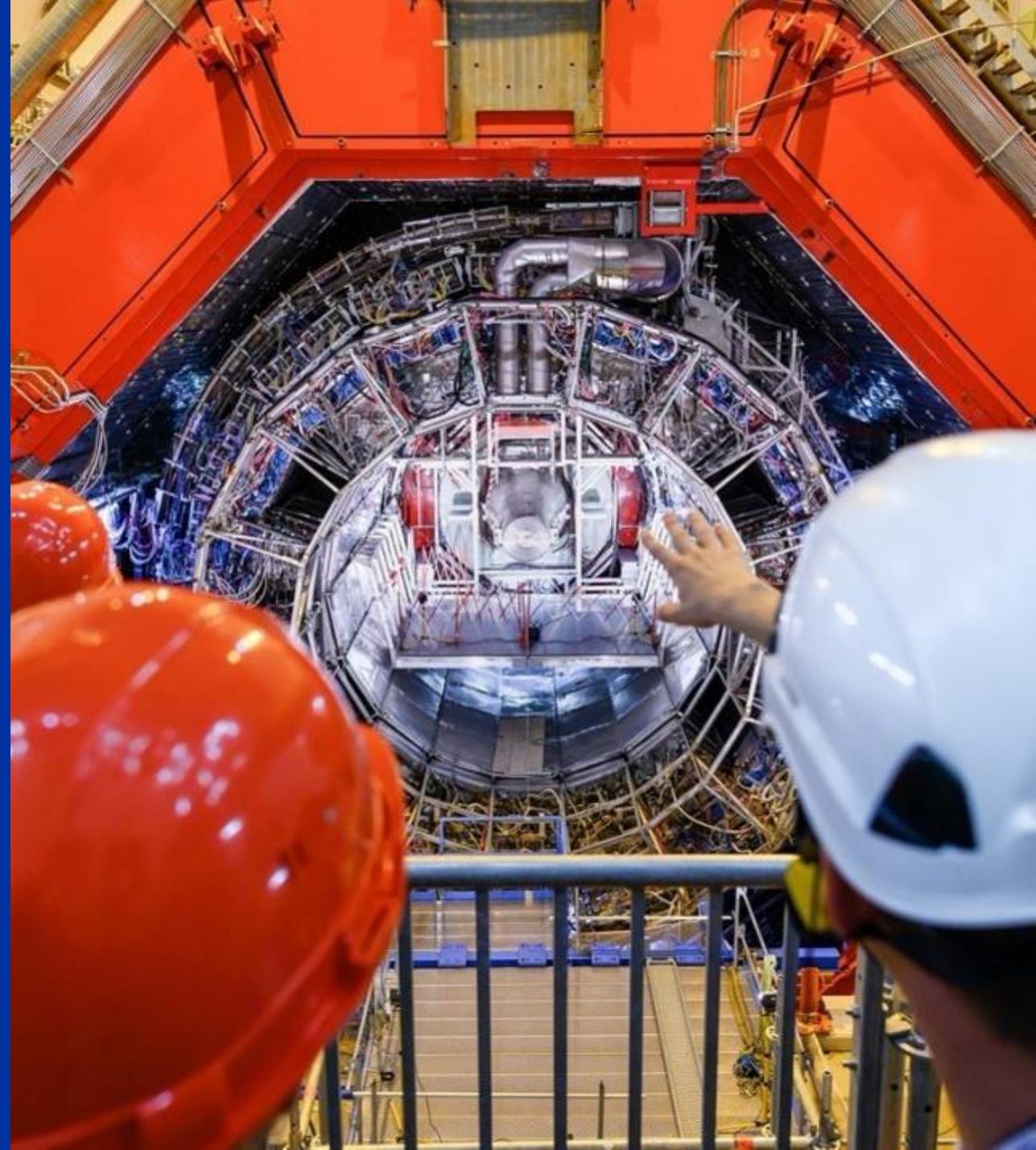


VISIT FREDERIQUE CONSTANT MANUFACTURE



WATCHMAKING GUIDED TOUR

**Science *par*  
*excellence***



# The capital of curiosity

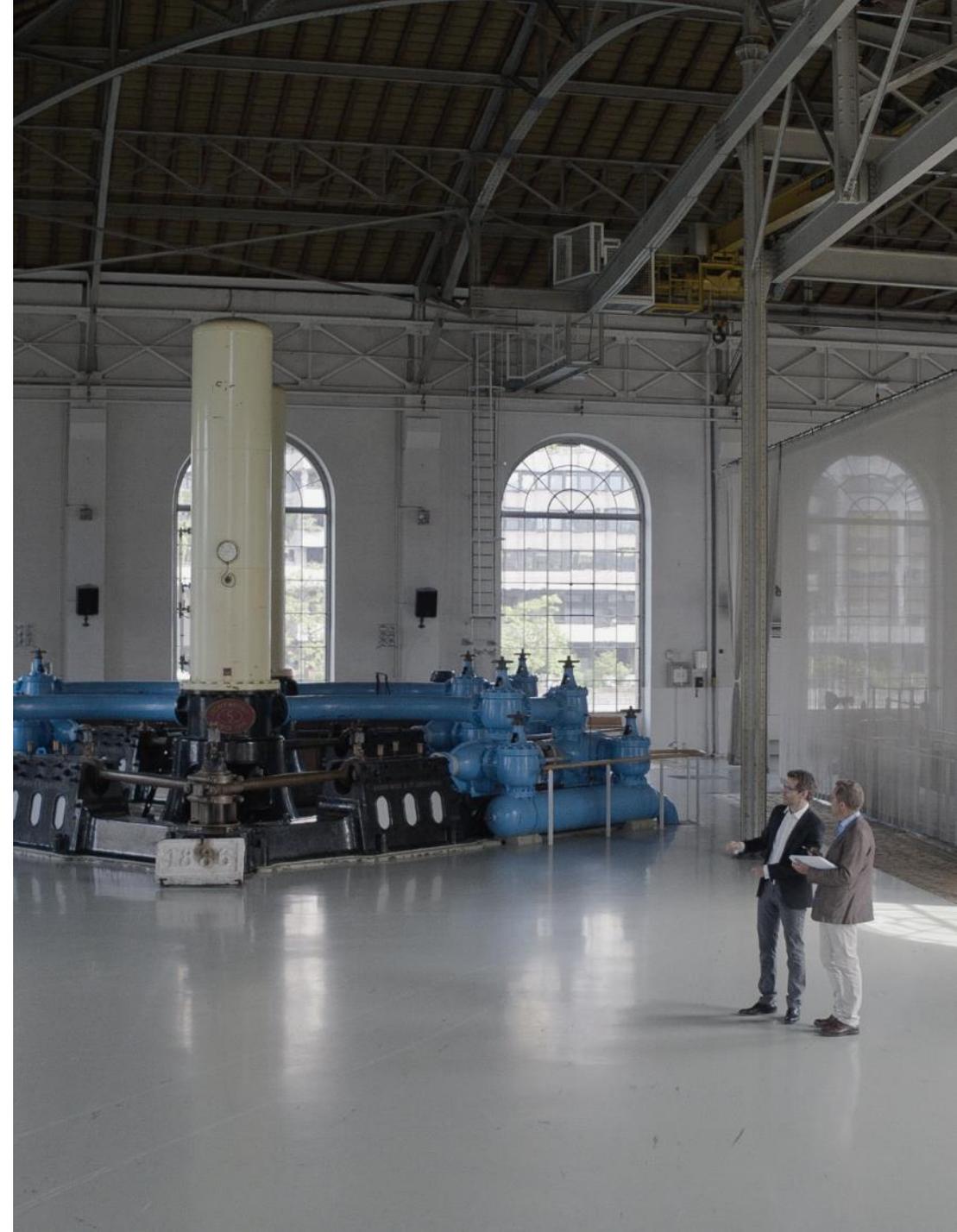
- CERN, the world's largest fundamental research center, is where the web was born in the 1980s.
- The Globe of Science and Innovation immerses its visitors in this unique adventure.
- **CERN Science Gateway** inaugurated in October 2023:

***New flagship project for science education and outreach. Through immersive exhibitions and hands-on educational activities, it enables people of all ages and backgrounds to engage in the discoveries, the science and the technologies of CERN.***



## The power of attraction when it comes to skills

- Geneva is part of the "Health Valley" which gathers the leaders in Biotech and Medtech with more than 1000 companies, research and innovation centres where 25'000 employees work.
- The Campus Biotech is a Swiss center of excellence in biotechnology and life sciences research focusing on three domains: Neuroscience & Neurotechnology, Digital Health and Global Health.



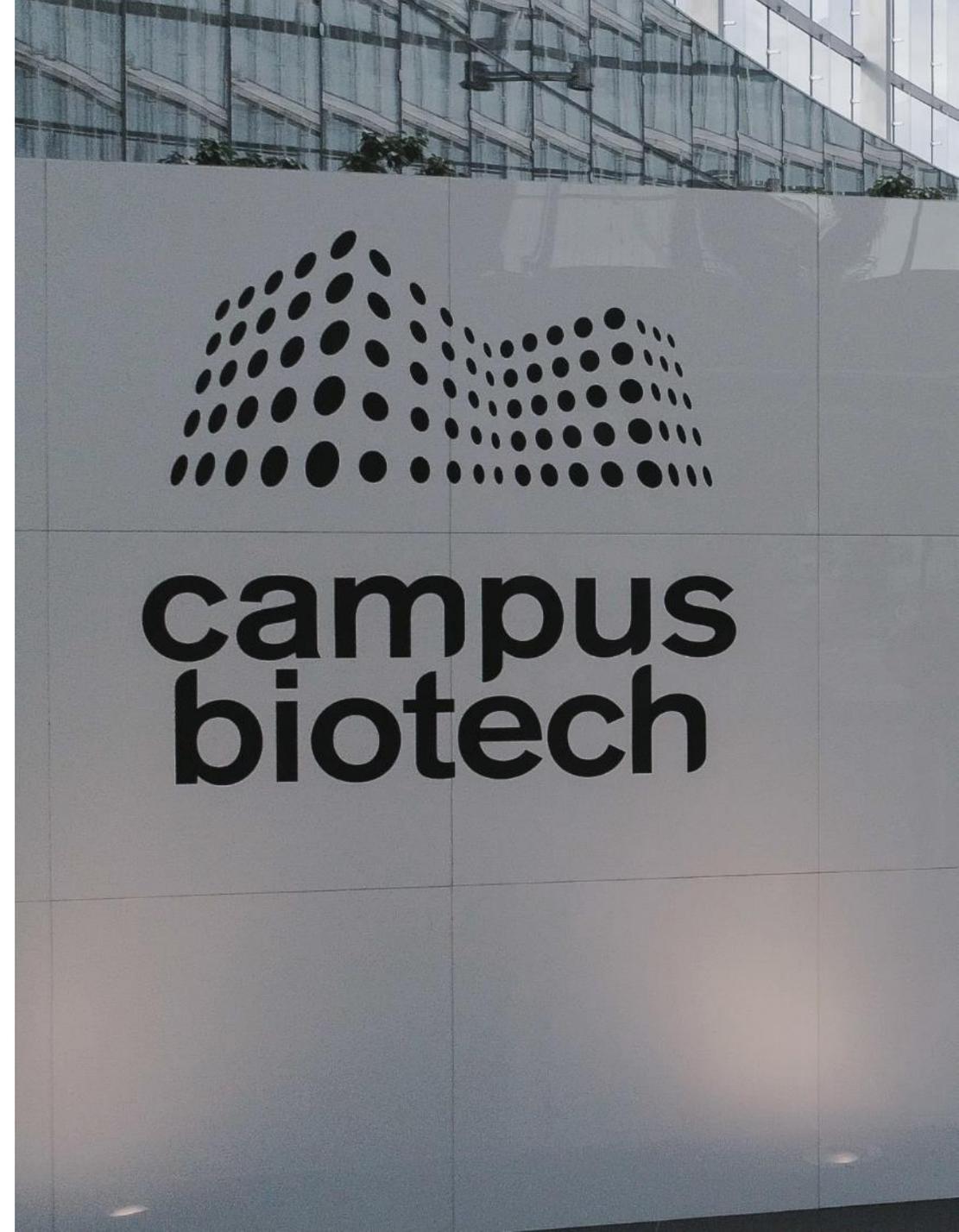
## Medical tourism

- The University Hospitals of Geneva (HUG) represent the leading hospital in Switzerland and are internationally recognized in several advanced disciplines.
- 20 high-end private clinics are located within a 80 kilometer radius.
- 
- First class hotel service offered by Hospitals and Clinics.

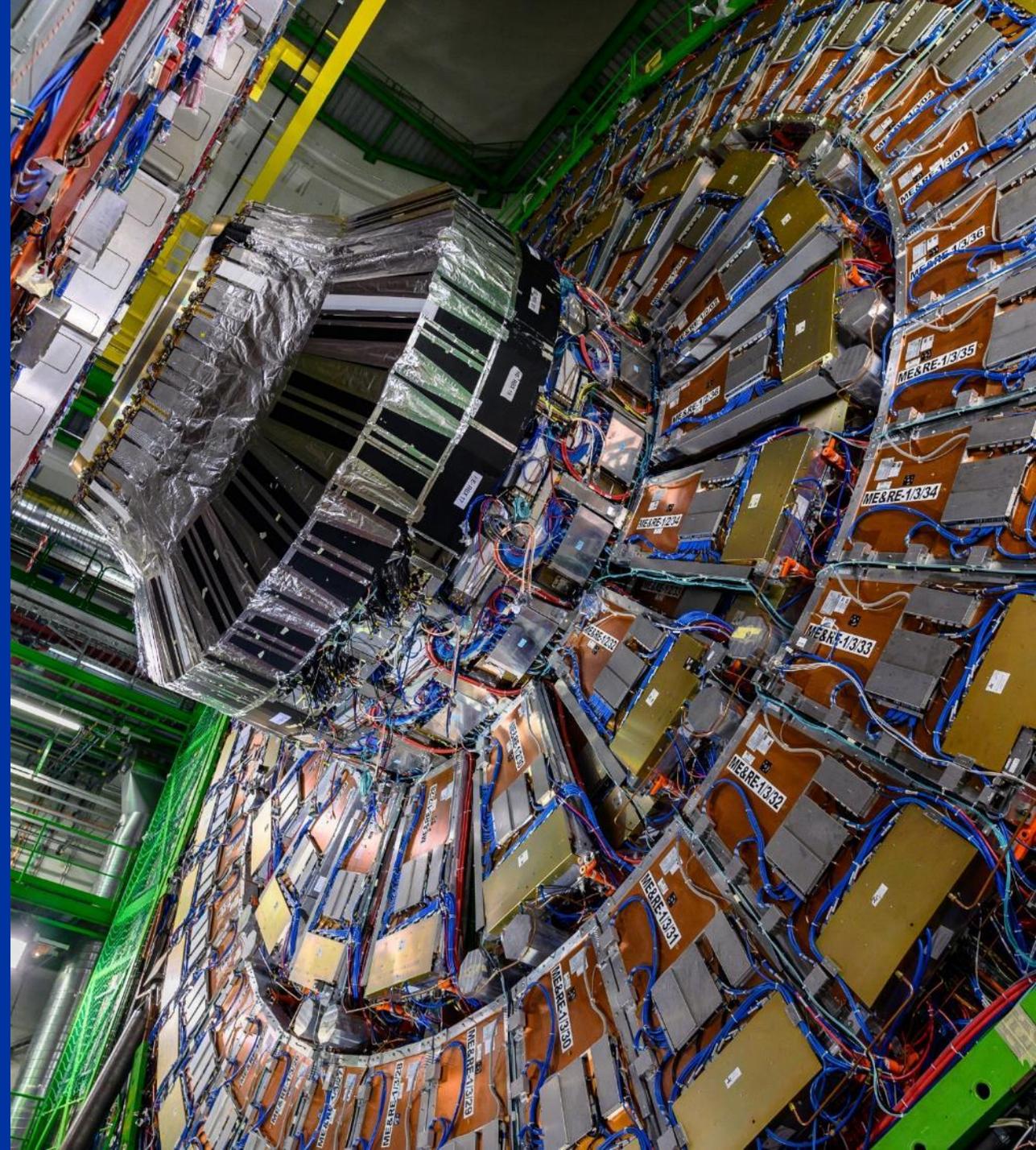


## Innovation Accelerator

- Switzerland has the highest investments per capita in pure research and new technology.
- CERN is the world's biggest science experiment.
- The World Wide Web was born at CERN.
- Worldwide known science projects as The Blue Brain Project developed in the Campus Biotech.



# Activities





# VISIT CERN – SCIENCE GATEWAY

# CERN, journey to the heart of matter!



## INTERACTIVE EXHIBITIONS

Explore the Universe at CERN with hands-on experiments, real scientific objects, immersive environments and interactivity.



## SCIENCE SHOWS

See science in real life in a theatre-style setting and take part in the fun activities included in the show. The shows are delivered by members of CERN's scientific community and cover everything from states of matter and levitation to electromagnetism and the Universe.



## GUIDED TOURS

Discover the history of the laboratory and current scientific developments.

The tour includes a historic CERN site and the operations center of an experiment.



# GENEVA'S HISTORY OF SCIENCE MUSEUM

# Main events





**ARTGENÈVE  
JANUARY**



**GENEVA INTERNATIONAL MOTOR SHOW  
MARCH**



**WATCHES & WONDERS GENEVA  
APRIL**



**GENEVA MARATHON  
MAY**



**OPEN CELLARS DAY  
MAY**



**BOL D'OR MIRABAUD  
JUNE**



**GENEVA SUMMER EVENTS  
JULY-AUGUST**



**LA TOUR GENÈVE TRIATHLON  
JULY**



**CHOCOLATE RALLY  
OCTOBER**



**THE "ESCALADE" CELEBRATION  
DECEMBER**



**CHI GENEVA  
DECEMBER**



**CHRISTMAS MARKETS  
DECEMBER**

# Products



# Choco Pass

## A pass to savour!

- Visit Geneva at your own pace and push open the doors of Geneva's **8 greatest chocolate makers** to taste their most delicious specialties.
- Pass is available 24 hour and activated as soon as you enter the first chocolate shop.
- This pass is made for individual or very small groups.
- **Price:** CHF 30 per adult / CHF 6 per child

*CHF 1 per Choco Pass sold is donated to MyClimate\**

- Chocolate shops are closed on Sundays.
- **Distribution:**
  - Tourism Information Center
  - [www.geneve.com](http://www.geneve.com)



\* MyClimate "Cause We Care" is a program for climate protection and sustainable tourism in Switzerland. More information [here](#)

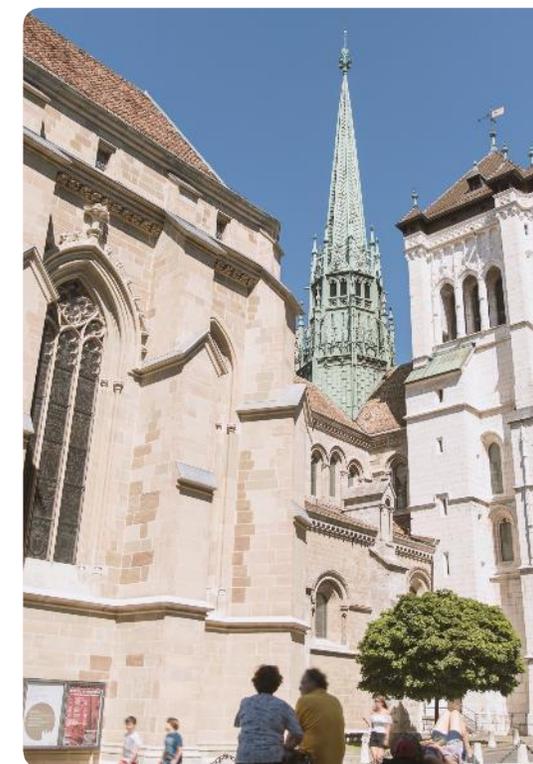
# Geneva City Pass

## Discover the best of Geneva

- 1 pass, **60 activities**: thanks to the Geneva City Pass, discover all the diversity and the best sides of the city! This pass is an individual product.
- **Price:**
  - CHF 30 – 24h
  - CHF 40 – 48h
  - CHF 50 – 72h

*CHF 1 per Geneva City Pass sold is donated to MyClimate\**

- **Distribution:**
  - Tourism Information Center
  - [www.geneve.com](http://www.geneve.com)



\* MyClimate "Cause We Care" is a program for climate protection and sustainable tourism in Switzerland. More information [here](#)

# Geneva Mystery

## A gripping investigation to undertake in Geneva's Old Town

- Visit Geneva and its museums through riddles and games. You will discover new places and look for clues in unusual places and hidden corners of Geneva. The Mystery is a printed document. Some Museums are closed on Mondays, therefore the activity can not be done.
- **Price:**
  - For individuals: CHF 21 per adult (1 booklet + 1 ticket for the museums).
  - For groups (ex. 4 people) : 1 booklet (CHF 21) + 3 extra tickets (CHF 7 each)

*CHF 1 per Geneva Mystery sold is donated to MyClimate\**

- **Languages:** French, English, German
- **Distribution:**
  - Tourism Information Center
  - [www.geneve.com](http://www.geneve.com)

\* MyClimate "Cause We Care" is a program for climate protection and sustainable tourism in Switzerland. More information [here](#)



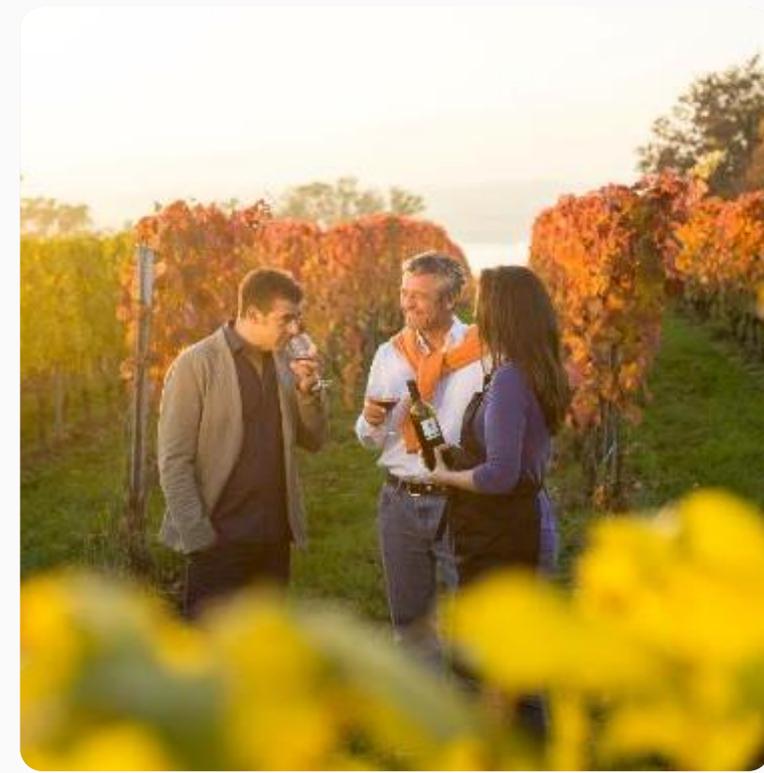
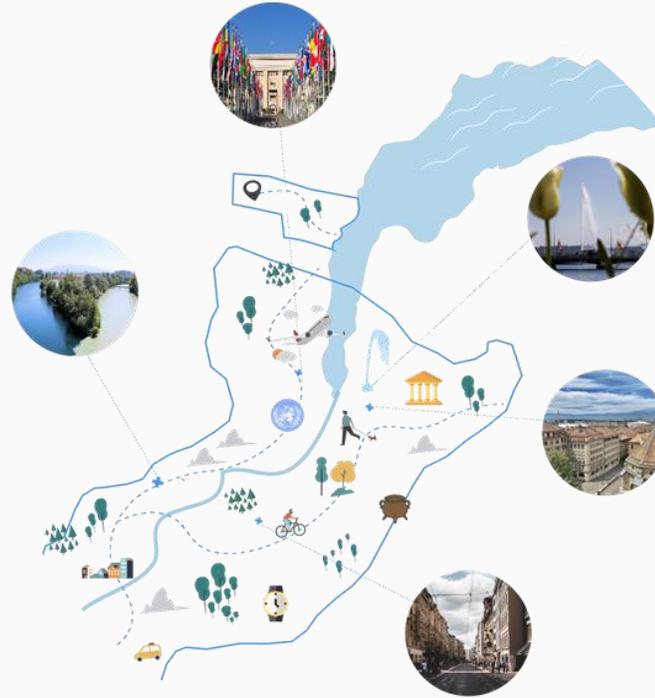
## Private guided tours

### Do you want to know more about Geneva?

- **15 themed visits** that allow you to discover the essence of Geneva with or step off the beaten track to discover a different side of Geneva with a qualified guide:
  - The Old Town and its treasures
  - International Geneva
  - Geneva, cradle of fine watchmaking
  - Geneva, a green city
  - Heritage and Wine in Geneva (New tour)
- **Official guides** qualified with University of Geneva Culture and Tourism
- **Languages:** more than 10 languages
- Maximum group of 20 people for walking tours
- **Price:** from CHF 240 (2 hours walking tour)
- **Distribution:**
  - Tourism Information Center
  - [www.geneve.com](http://www.geneve.com)



# Products



## Geneva Tour by Travelise

- A private driver takes you on a tour featuring surprise activities that will be revealed to you throughout the day through your Travelise app.
- **Price:** CHF 195 per person per day
- **Distribution:** [here](#)

## Swiss Wine Tour

- Selection of wine tourism offers based on a national quality concept, coming from the different Swiss wine regions, grouped on a common interface allowing the promotion and purchase of these offers.
- **Price:** from CHF 35 to CHF 99, depending on the activity
- **Distribution:** [here](#)

# Destination news



## GENEVA at the top of several prestigious rankings

**The New York Times**



**MERIAN**<sup>®</sup>  
*The Art of Travel*

**#10**

in the "52 best destinations to visit in 2024" ranking

**#4**

in the 2024 European Best Destinations ranking

**#15**

in the 2024 lifestyle magazine *Merian* ranking

## Destination news



### International Museum of the Reformation

Reopened in April 2023

- New look after its complete renovation
- Focus more on the history and cultural influence of the Reformation than on the religion itself
- New entrance via the Cour de Saint-Pierre

[Find more](#)



### CERN Science Gateway

Opened in October 2023

- An emblematic education and outreach facility.
- Immersive exhibitions and hands-on educational activities
- Designed by world-renowned [Renzo Piano Building Workshop](#)
- Seminar rooms (900 people)
- Celebration of the 70<sup>th</sup> birthday in 2024

[Find more](#)



### Salève cable car

Reopened in October 2023

- New design, leisure and catering offers, new reception areas, etc.
- Panoramic restaurant
- 20m high climbing wall with an instructor
- Unique 360° view point
- Museum space and a botanical garden organized and developed by La Maison du Salève
- Seminar room

[Find more](#)

# L'étang District

Hotels	Rooms	Meeting rooms	Theater Capacity
Adina Apartment Hotel	140		
InterCity	270	5	90
Geneva Marriott Hotel	263	8	300
B&B Hotel Geneva	288		



## A Sustainable Neighborhood

### A Commitment to Future Generations

With an "SNBS - Neighborhood" certification and the "GeniLac" project, the Étang District takes a leading position in energy efficiency, active governance of renewable energies, and climate respect.

## Accessibiliy

- 10 minutes from the Airport by bus
- 20 minutes from the Train Station by bus (City-center)

## Services

- Food court
- Offices
- Student residence
- Sports & Leisure services

## New hotels



### Ruby Claire

In the heart of the city: above the Passage Malbuisson, between Rue du Rhône and Rue du Marché

211 rooms with five room categories from the 14 sqm to the 28 sqm.

Two rooftop terraces, a sixth-floor library and a 24-hour bar on the seventh floor.

[Find more](#)



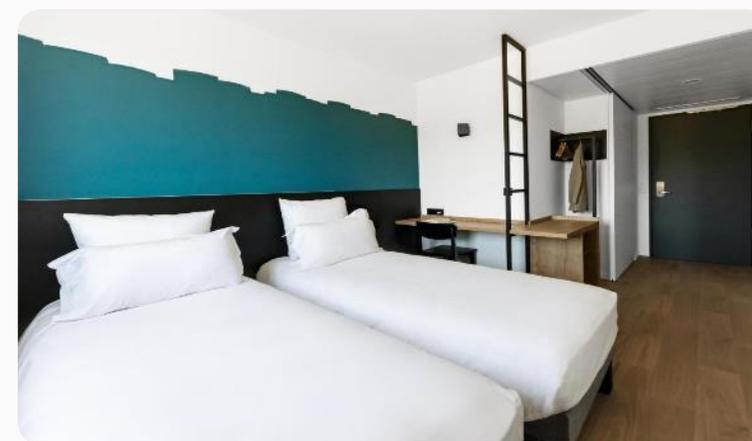
### Marriott Geneva Airport

The worldwide chain opened a new hotel in the Airport area.

Located between majestic mountains and Lake Geneva, within walking distance of the airport, it is well connected to the city centre.

263 rooms and suites, alongside a selection of inspiring meeting spaces, 24-hour fitness center and exceptional M Club.

[Find more](#)



### B&B HOTEL Geneva Airport

New three-star hotel, with a stylish and modern design will have 288 air-conditioned, sound-proofed rooms boasting bespoke bedding made for B&B HOTELS by French bedding experts.

Facilities such as free Wi-Fi and services including complimentary all-you-can-eat breakfast are also all featured as standard.

[Find more](#)

## New hotels



### Hotel Marmont

The new hotel will open its doors in a privileged location near the rue du Rhône, its prestigious shops, a stone's throw from the Lac Léman and the water jet.

With its 102 rooms, guests will have a wide array of choice, especially since the rooms make a point to be spacious and unique in style.

[Find more](#)



### Intercityhotel

The hotel will form part of a new generation of IntercityHotels, which all feature an impressive fresh and young design by the Italian architect Matteo Thun.

The hotel boasts a total of 270 rooms with modern furnishings, a wellness area with gym, an all-day restaurant, a modern meetings area and a Crew Lounge.

[Find more](#)



### Adina Apartment Hotel Geneva

The hotel offers the perfect mix of the comfortable feeling of being at home with fully equipped apartments coupled with four-star hotel services.

100 beautifully designed studios, 30 one-bedroom apartments, and 10 large two-bedroom apartments. .

[Find more](#)

## New hotels coming soon



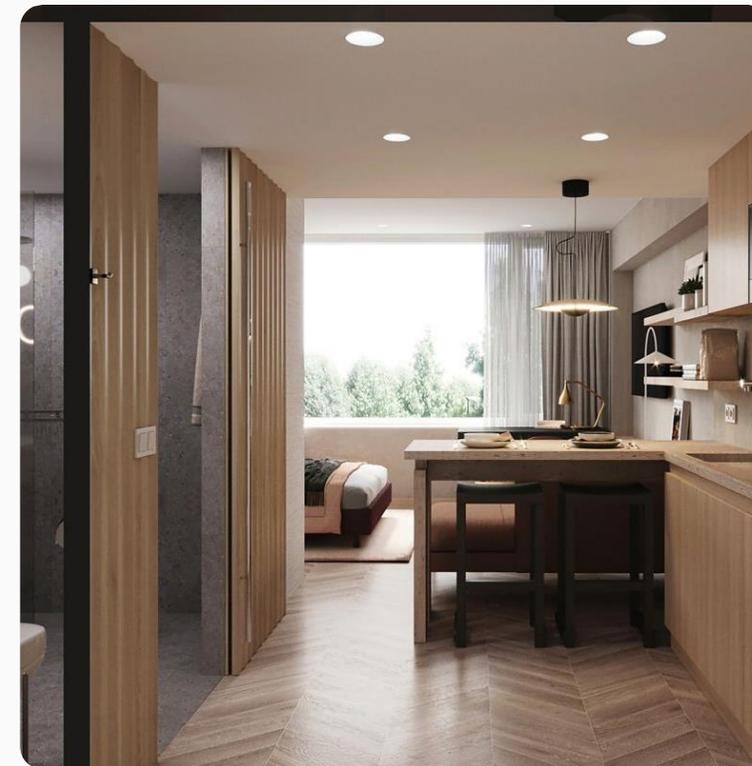
### Ultima Geneva Grand Villa

*Opening in May 2024*

A Distinctive Urban Retreat on the Shores of Lake Geneva.

Over three floors, the villa covers 2,000m<sup>2</sup> and comes with a separate villa for any extended guests to enjoy their privacy.

[Find more](#)

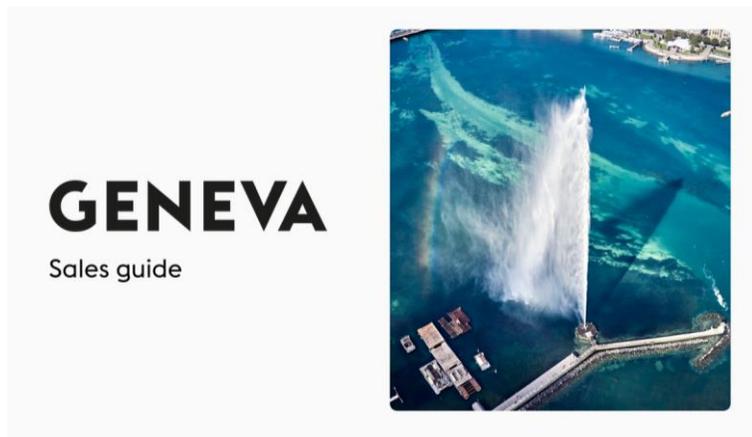


### Apartment hotels

*Opening in April 2024*

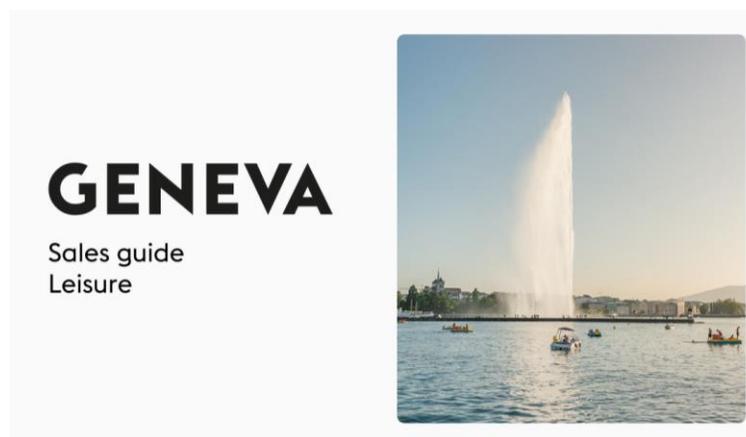
- [Residence Inn Geneva by Marriott City Nations](#)
- [Base Genève](#)
- [Stay Kooook - Geneva City](#)

# GENEVA SALES GUIDE



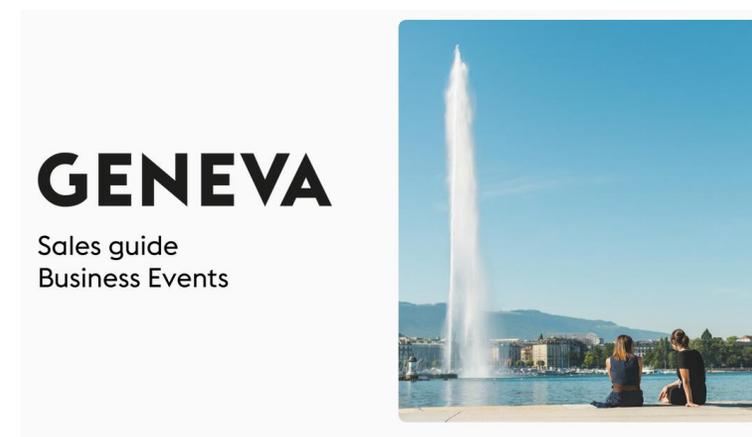
## Full Version

Download it [here](#)



## Version Leisure

Download it [here](#)



## Version Business

Download it [here](#)

## Get Inspired

### Discover our B2B Themed brochures



#### Family activities

Geneva has many different faces, and one of them is its family-friendliness. Be it a weekend, a two-week vacation or a month-long stay, Geneva is a place, where you can't get bored.

Download it [here](#)



#### Luxury guide

Geneva is renowned as the cradle of luxury watchmaking, the city with the most exclusive boutiques and fine dining restaurants and the highest concentration of 5-star hotels in Switzerland, providing first-class services and accommodation.

Download it [here](#)



#### Group activities

Treat your event participants to an unforgettable stay in Geneva with its beautiful Alpine scenery, fine watchmaking workshops, a world-famous international district, a thriving cultural scene, Michelin-starred restaurants and fine vineyards!

Download it [here](#)



## DESTINATION GENEVA 2024 NEW EDITION!

Online training tool

**Your chance to become a Geneva Expert!**

Here we go again!

Destination Geneva 2023 is the game that helps you give your customers the best advice about Geneva and **become a certified expert on the destination**. It is aimed at all our partners (Travel Agents and Tour Operators).

**Win an awesome prize:**

**4 nights in a 5\* hotel in Geneva, a gourmet dinner, 2 Geneva City Passes and return flight, for 2 people!**

**Play the game!**

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562 followers

# Geneva Tourism at your service

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An aerial photograph of a river, likely the Rhône in Geneva, showing a transition from dark, calm water on the left to bright, turbulent white water rapids on the right. The text 'GENEVA' is centered over the dark water section.

# GENEVA

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