

## ZURICH, Switzerland



### Facts:

- Zurich is the largest city in Switzerland
- Home to 380,000 residents
- The main industries are the service industries, high-tech computer development, banking, insurance, and diplomacy.
- A centre of international finance; Zurich is home to major banks such as UBS and Swiss Re
- Leading companies such as Toyota Europe, Microsoft and Google have their service centres in Zurich
- Zurich produces one-fifth of the nation's income
- 110 hotel companies with 1,500 bedrooms provide 2.5 million overnight stays every year
- Impressive venue space such as The Swiss Exhibition center covering a total exhibition area of over 30,000 sqm
- The currency in Switzerland is the Swiss Franc

### Zurich:

Switzerland's largest city is amongst the most beautiful in all of Europe. Characterized by lake breezes, panoramic views of the Alps and a top quality of life; Zurich manages to blend 19th century charm with contemporary and vibrant features.

It is situated on the northern shore of Lake Zurich and is centrally located and safe and offering a unique concentration of cultural, shopping and nightlife facilities, Zürich is the ideal host region for meetings, conventions and seminars.

The increase of visitors in the last 2 decades has spurred the development of a livelier nightlife and entertainment scene, making unwinding after a long day of meetings a much needed event.

### Top attractions:

Jungfrauoch (Top of Europe)  
Grossmunster (Great Church)  
The Old Town  
Zurich Zoo

### Transport:

The international airport of Zurich, is the biggest airport in Switzerland and the most popular gateway to the country. The journey time from London is only 1hr 30 minutes, with 35 flights to and from Zurich an hour.

The airport is approximately 7 miles north of the city centre, and a trip by taxi costs between 55F and 60F. A cheaper option is to take the Swiss Federal Railways train service taking only 15 minutes into Zurich Hauptbahnhof, the main railway station in the centre of town.

Zurich is a fairly compact town and from the train station, you can walk or hop on a tram or bus to most Zurich hotels in less than 30 minutes.