

'Unlock Geneva': Endless Experiences to Rediscover the City This Summer

From dawn concerts and lakeside swims to Michelin-starred dining and secret forest trails, Geneva's sun-drenched season offers endless ways to explore, indulge and unwind.



Images can be downloaded from this link:

<https://www.dropbox.com/scl/fo/083lkqtg74qllkbbb8dcq/AKRvluOBfhkXOJYWxf9HMh0?rlkey=bjtxrp6pzor5dip9utmlmvlia&st=x5vocawg&dl=0>

Dubai, United Arab Emirates, July 2025: This summer, "Unlock Geneva" invites travellers to see the city in a whole new light.

Where shimmering lakes meet shaded parks, open-air terraces give way to live music stages, and Michelin-starred restaurants sit alongside laid-back bistros, Geneva is a city of contrasts, perfectly suited to every mood and moment. At first glance, its peaceful landscapes and relaxed rhythm may seem serene, but through the "Unlock Geneva" campaign, visitors are encouraged to look beyond the surface and uncover the vibrant energy that pulses through the city in summer.

The journey unfolds across five themed realms, each showcasing a different facet of Geneva. The Water World invites visitors to swim, paddle, cruise or simply float, soaking up lakeside life from every angle. The Culinary World offers a flavourful path through bistros, gourmet spots and Michelin-starred tables. Adventure seekers will enjoy the Outdoor Sports World, filled with trails, parks and fresh-air activities. The Cultural World transforms the city into a stage, from beachside jazz to sunrise concerts. Lastly, the Family World ensures fun for all ages, with boat rides, lakeside swims and ice creams in the sun creating shared memories for every generation.

Getting to Geneva's best swimming spots is now easier than ever thanks to the new Beach Shuttle Line 29, running every 15 minutes from Rive throughout summer. From the sandy shores of Plage des Eaux-Vives to the iconic Bains des Pâquis, where locals gather for morning swims and sunset aperitifs, the lake is at the heart of Geneva's summer.

For those seeking adventure, the water becomes a playground — with paddleboarding, pedal boats, wakeboarding, and paddle yoga at Tropical Corner, or rafting down the Arve and Rhône rivers.

Beyond the lake, Geneva's parks and trails offer peaceful escapes. Parc La Grange, with its rose garden, Parc de la Perle du Lac, and the Botanical Garden invite moments of calm, while the Reformation Wall in Parc des Bastions tells the city's history in stone.

As the sun sets, Geneva hums with live music — from Les Aubes Musicales' sunrise concerts at Bains des Pâquis to OSR Festival nights at Genève-Plage and lakeside jazz in Hermance.

Food lovers are spoilt for choice, with 13 Michelin-starred restaurants, including L'Atelier Robuchon and Bayview by Michel Roth. The city's bistronomy scene is equally vibrant, with standout spots like La Micheline, Maison Hobo, and the chic 21 Club.

Families will find plenty to enjoy too — from boat rides and lakeside ice cream to Genève-Plage's pools and slides, treetop adventures at Bois de la Bâtie, and sweeping Alpine views via the Mont Salève Cable Car.

At the heart of the Unlock Geneva campaign is an interactive map guiding visitors to key landmarks across the city. Through a playful Augmented Reality experience, sites like the Old Arsenal, the National Monument and Parc de l'Observatoire are reimaged with animated characters and colourful scenes that come to life via smartphone.

Designed to be light-hearted and family-friendly, the experience blends history with a contemporary twist. Sharing these AR encounters on social media unlocks rewards — from digital postcards and stickers to a chance to win summer prizes. The illustrations, created by artist Spencer Gabor, reflect his signature style and humour, adding a vibrant, whimsical touch that brings Geneva's stories to life.

Whether it's an early morning swim, an alfresco concert, a Michelin-starred meal, or a simple sunset picnic by the lake, Geneva's summer is designed for making memories. This is a city of endless contrasts — where nature, culture, cuisine and adventure meet at every turn.

For those looking to unlock a different kind of summer, Geneva promises a season of surprising, effortless pleasure.

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About Geneva Tourism & Conventions Foundation

Tourism in Geneva is managed by the Geneva Tourism & Conventions Foundation (FGT&C). This new entity was created following the integration, on 1 January 2013, of the Geneva Tourism & Conventions Association (GT&C) into the Foundation for Tourism. An executive board of 11 members, mostly representing the sectors active in tourism in Geneva, as well as an advisory board set up by the local authorities, are in charge of ensuring professional corporate governance of the FGT&C. Its tasks include advising the Foundation on the desirable development of tourism policy and assisting it to achieve the objectives set by the law.