

# ♥ Meet in Zug

**Patrick Bossard:**  
An unforgettable day with my  
team. We'll be back!



## ♥ Content

Reasons to hold your event in Zug	3
Location and arrival	4
Top 6 places to visit nearby	5
Our recommendations	6
Services	7
Inspiring ideas for your event	8
First-class events	10

## ♥ Reasons to hold your event in Zug

The canton of Zug is a gem. Small but beautiful. Thanks to its unique combination of business, culture, tradition, design and nature, Zug boasts a remarkable variety of attractions in a compact space. Take advantage of this for your business in the region.



We can give you 8 reasons why Zug is the perfect choice for your business event:



Unique location in the heart of Switzerland, excellent public transport connections



Striking natural backdrop with the lake and the view of the Alps



Excellent business and recreational facilities in walking distance



Leading business hub



Impressive quality of life and state-of-the-art infrastructure



Business hub for myriad international companies



Home of world-famous cherry specialities



Switzerland's most beautiful sunset

### Credits/legal notice

Published by Zug Tourismus Design Christen Visuelle Kommunikation Photos Martin Bissig, Remo Inderbitzin, André Meier, Switzerland Tourism – all uncredited images used with permission. Production Kalt Medien AG Print run 1,500 copies Languages German and English



## ♥ Location and arrival

Zug is situated in the heart of Switzerland and can be easily reached from all directions. This makes it ideal for meetings with local, national or international guests.



## ♥ Top 6 places to visit nearby

Use your business trip to Zug to explore the region. Discover our 6 most beautiful excursion destinations for the perfect combination of business and pleasure.

### Lake Zug meeting point



Wide open spaces and a unique panorama: Lake Zug offers an inspiring landscape. Whether for your meetings, events or leisure time.



zugensee-schiffahrt.ch

### Enchanting Höllgrotten caves in Baar



Spellbinding dripstone caves and stunning underground lakes in the middle of the wild and romantic Lorzentobel area – the region's top excursion destination.



hoellgrotten.ch

### Zugerberg mountain – your recreational oasis



The “small” Zugerberg can rival its bigger mountain brethren in lots of ways. The cable car takes guests up to the top in eight minutes.



zbb.ch

### Panoramic view from the Gubel in Menzingen



The Gubel offers a breathtaking view of Lake Zug, making it the perfect place to unwind. Tip: great restaurant with a seminar room.



restaurantgubel.ch

### Trip to the Aegeri Valley



Gentle rolling hills, with the deep blue lake nestled in between. The Aegeri Valley offers unforgettable experiences in stunning natural surroundings throughout the year.



aegerital-sattel.ch

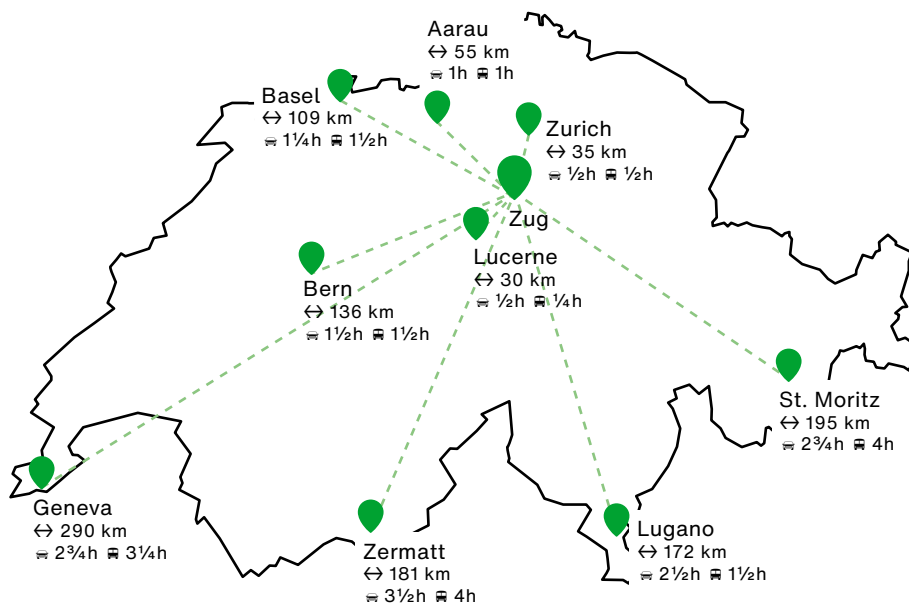
### All around on Sattel-Hochstuckli



Not far from Zug, the revolving gondola takes you up high to the skywalk, from where you can zip back down again on the summer toboggan run at high speed.



sattel-hochstuckli.ch



## ♥ Our recommendations

Take advantage of our expertise. We are local experts and know the most beautiful conference venues, unique event locations, wonderful hotels and creative restaurateurs, and can arrange more than 80 team events.

### Group experiences



Plan something special for your team. Discover exciting group offers in the city, on the mountain or on the lake.



[zug-tourismus.ch/en/socialprograms](https://zug-tourismus.ch/en/socialprograms)

### Guided tours



Get to know Zug inside out on a private guided tour. Discover historical sights as well as culture and traditions.



[zug-tourismus.ch/en/gruppenfuehrungen](https://zug-tourismus.ch/en/gruppenfuehrungen)

### Event locations



Event venues for every occasion: large, small, rustic, urban, modern, in the city centre, by the water or in the countryside.



[zug-tourismus.ch/en/tagungsstaetten](https://zug-tourismus.ch/en/tagungsstaetten)

### Accommodation



Where do you like to lay your head? You'll have no trouble finding your dream accommodation in Zug and the surrounding area.



[zug-tourismus.ch/en/unterkuenfte](https://zug-tourismus.ch/en/unterkuenfte)

### Seminar rooms



Where do you want to have your next meeting? Discover a range of venues for inspirational meetings.



[zug-tourismus.ch/en/seminarraeume](https://zug-tourismus.ch/en/seminarraeume)

## ♥ Services

Are you planning to host a meeting, a gathering or a team outing in Zug? Take advantage of Zug Tourism's expertise and experience.



### Make the most of the following free services:



Personal and neutral advice



Proposal of customised ideas for your social programme, availability check, booking guided tours



Hotel recommendations, hotel deals, booking and management of room reservations



Transport organisation



Recommendation of suitable event locations and seminar rooms, availability check



Arrangement and organisation of giveaways and customer gifts from Zug, provision of information material



Referrals to professional event agencies for event design tailored to your needs



# ♥ Inspiring ideas for your event



**Semir Ademovic, General Agent & Owner**  
Zurich, General Agency Semir Ademovic

I contacted Zug Tourism to plan our team outing. They were exactly the right port of call for me, because they offered me a straightforward solution from a single source, while also enabling me to cater to a customer from the region. They lived up to their good reputation: during our one-to-one conversation, they took my ideas on board and recommended just the right offers. What's more, the Zug Tourism team was easy to get hold of and responded quickly.

It was an unforgettable day with the team.



1. Event location: Freiruum event hall
2. Casino event
3. Team cooking course
4. Tales of a Zyturm clock-tower watchman
5. Moped tours in Zug
6. Highland games
7. Gastro team challenge
8. E-scooter tour in Zug
9. Stadium tour of the Bossard Arena



## ♥ First-class events

Whether it's an anniversary, a Christmas party, a convention, a team event or a private occasion, we work hand in hand with premium local event agencies to turn your ideas into reality.



Our event partners are available to advise you, develop tailor-made concepts and organise everything down to the smallest detail – whether for an on-site, hybrid or digital event. Take advantage of a comprehensive network of players in the regional cultural scene and in-depth local knowledge. Our partners offer you flexible support services ranging from individual elements to overall project management.

Our partners can help you with:

- **Consultation and concept**
- **Location selection and programme planning**
- **Content production and advertising**
- **Interface management**
- **Event management**
- **Event follow-up**

Are you ready for something truly exceptional? Contact us today and book a free initial consultation with our experienced event partners.

[mice@zug.ch](mailto:mice@zug.ch)  
T +41 41 511 75 00



### Newsletter

The Zug Tourism newsletter has all the latest information about what's going on in Zug, including top activities and experiences you can try.



[zug-tourismus.ch/en/newsletter](https://zug-tourismus.ch/en/newsletter)

### Zug Shop

Discover a wide range of regional products and gifts for Zug aficionados in our online shop.



[zug-shop.ch/en](https://zug-shop.ch/en)

# ♥ Zug. No business as usual.



## ♥ Zug. Tourismus.

Zug Tourismus  
Bahnhofplatz  
6300 Zug

T +41 41 511 75 00  
mice@zug.ch  
zug-tourismus.ch/en

 ilovezug

 inlovewithzug

 Zug Tourismus