

Geneva Tourism and Fondation Haute Horlogerie unveil inaugural Geneva Watchmaking Guide, showcasing the city's rich horological history

Uncover Geneva's world of watchmaking with the all-new Watchmaking Guide, immersing tourists in a celebration of the city's watchmaking expertise.



Geneva, 07 November 2025 - Geneva Tourism is delighted to unveil its inaugural Geneva Watchmaking Guide, in collaboration with the Fondation Haute Horlogerie, created to highlight the key landmarks around the city that best showcase its rich horological history. As the birthplace of timepieces, Geneva has been at the centre of the watchmaking world for centuries, and this new bilingual guide invites visitors to discover this living tradition through historical monuments, manufacturers, immersive experiences, and themed events.

Designed to give tourists everything they need to discover the city's watchmaking universe, the Geneva Watchmaking Guide provides visitors with a guide to understanding Geneva's horological history, its expertise, and its economy. The guide brings together the tourist experiences that are on offer to showcase this iconic tradition, in a nod to Geneva's strong history at the centre of the world of watchmaking. Combining local expertise and sector excellence, the Geneva Watchmaking Guide is a unique pocketbook designed to inform and inspire tourists to uncover the city's tradition of excellence.

"Haute horology is much more than just the art of measuring time: it is a culture of high standards, details, and tradition. This guide provides the key to unlocking a better understanding of this exceptional world. Through our collaboration with Geneva Tourism, we have one shared ambition: to make this rich culture accessible to all, and to promote Geneva's expertise in watchmaking to an ever-wider audience", says Aurélie Streit, Vice President of the Fondation de la Haute Horlogerie.

Elegantly designed in a high-quality hardcover format, the guide is conveniently pocket-sized with 175 pages of curated content, and it joins the Geneva Food Guide – launched in 2024 – to complete the Geneva Guides collection.



Covering everything from the history of watchmaking to the great Maisons, the industry's economy, and the technical specifications of its timepieces, the guide highlights the extraordinary diversity of this iconic Genevan industry through interviews, experiences, and illustrations.



“This guide pays tribute to an essential part of Geneva’s DNA, while also inviting visitors to discover this tradition. It is aimed as much at watchmaking enthusiasts as it is at curious visitors who wants to discover what makes Geneva tick, encompassing both heritage and contemporary creativity”, says Adrien Genier, Director General of Geneva Tourism.

As well as the keepsake print edition (GBP 28 per copy) – available in both French and English – which will be available for purchase at the Geneva Tourism information point in Cornavin station, as well as in selected hotels, museums, and bookshops, the guide can also be ordered on the Geneva Tourism website. Digital versions are also available, making it easier than ever to access the city’s rich culture of watchmaking.

With the Geneva Watchmaking Guide acting as a map, visitors to the city will delight in exploring the living legacy of watchmaking in Geneva, promising a personalised journey through horology that is unlike any other.

For more information please visit

<https://www.geneve.com/en/attractions/detail/geneva-watchmaking-guide>



About the Geneva Tourism & Convention Foundation

The Geneva Tourism & Convention Foundation is a private foundation, recognised as a public benefit organization, whose mission is to promote Geneva as a leisure and business tourism destination. Responsible for reception, assistance, and information, the foundation also supports and promotes events of tourist interest. Geneva Tourism's resources are primarily generated by tourist taxes and the tourism promotion tax.

About Fondation Haute Horlogerie

Founded in 2005 by Audemars Piguet, Girard-Perregaux and the Richemont Group, the Fondation Haute Horlogerie (FHH) has since focused its mission on the international influence of watchmaking culture and positions the watch as an object of art and culture. The Fondation Haute Horlogerie (FHH) serves as a neutral reference in watchmaking, supported by three pillars. "Watches and Culture" brings watchmaking culture to life through original content, events, and international meetings for both the public and professionals. The "FHH Academy" offers training and certification for current professionals and future enthusiasts, with courses available in over 20 countries, both in-person and online. The "FHH Forum" is an industry-driven platform for discussion and debate, connecting leaders to shape the future of watchmaking. Around forty watch brands actively support FHH's mission to preserve and promote watchmaking culture and heritage.

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