



Education First

*College Study
Tours*

BUSINESS & CULTURE IN EUROPE



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Introduce yourself to three of Europe's most intriguing economic players—London, Paris and Zurich—with visits to a number of leading companies. Outside the office, visit each country's most iconic and culturally important sites.

Arrive in London, the European epicenter for business, where you'll visit a local company and attend a business-themed lecture at Hult University. Next, journey to Paris, where high culture and international commerce blend amid some of the world's foremost sites, including the Eiffel Tower and the Louvre. Then it's on to Zurich, a mecca of

banking and international business. Your trip isn't all business and no play, however. Cap your journey in Lucerne, where majestic Mt. Pilatus and tranquil Lake Lucerne provide a breathtaking backdrop.

You'll exchange more than euros, swiss francs and pounds while abroad on this business and cultural tour. You'll experience three very different international markets as you learn about their economic and cultural roots.



Day 1: Fly to Great Britain

Meet your group and travel on an overnight flight to London.

Day 2: London

Arrive in London: Welcome to the cosmopolitan city of London. Depending on your arrival time, you may have free time to settle in and explore on your own.

Explore London: Ready to see London on foot? Stretch your legs and set out through Trafalgar Square, Covent Garden, the Strand and Leicester Square on a walking tour of the city.

Day 3: London

Sightseeing tour of London: From Big Ben to the Houses of Parliament, Great Britain's royal tradition and rich history greet you at every turn. Admire architectural marvels like St. Paul's Cathedral, and check out the five-way intersection at Piccadilly Circus. You may even get a chance to witness the ceremonial Changing of the Guard. Cap off your tour at the River Thames and snap photos of the Tower of London.

Day 4: London

Business visit: As a world leader in business, financial services and culture, London is known for its prominent role in the global market. Central London serves not only as a major tourist destination, but also as the home for more than half of the United Kingdom's top 100 companies. Enjoy a visit to one of London's leading companies.

Business lecture: Enjoy a business lecture by a local professor.

Day 5: London | Paris

Travel to Paris: Board a Eurostar train and travel to the City of Light.

Explore Paris: Check out Paris on foot. Explore art from around the world as you wander the renowned Louvre, the most visited museum in the world. The massive halls are home to over 35,000 objects; among them is Leonardo da Vinci's masterpiece, the Mona Lisa. Then, head to the Latin Quarter, so named because the language was once commonly spoken by the Sorbonne students that populated the area. Today, it remains an intellectual and educational center.

Notre Dame Cathedral: Admire Notre Dame's sculptured façade, stained-glass rose windows and vaulted ceilings. Then, enjoy dinner in the Latin Quarter.

Day 6: Paris

Sightseeing tour of Paris: Get a taste of Parisian style as you ride down the famous Champs-Élysées, an elegant boulevard packed with high-fashion boutiques. You'll pass by grand monuments, including the obelisk in the Place de la Concorde and the Arc de Triomphe. Next, strike a pose in front of the inimitable Eiffel Tower. Later, the lush and beautiful gardens of Les Tuileries make it easy to forget the turbulent history of this sophisticated city.

➕ **Versailles:** Nobody does decadence like Louis XIV, and there's no better testament to this than Versailles. Under the direction of the Sun King, the château that began as a modest hunting lodge exploded into one of the largest palaces on earth. On your optional excursion to this lavish estate, explore the State Apartments of the king and queen and the magnificent Hall of Mirrors.

Day 7: Paris

Business visit: One of the most popular tourist destinations in the world, Paris is also one of the world's leading business centers. The city boasted an impressive 23 of its own on the most recent Fortune 500 list, and in recent years, has been particularly strong in industries like high-value-added services and high-tech manufacturing. Today, you'll explore a leading company in Paris.

Day 8: Paris | Zurich

Travel to Zurich: Board a morning train to Zurich, one of the wealthiest cities in the world. Let the winding waterways guide the way on a leisurely stroll through the gem of Switzerland.

Day 9: Zurich

Business visit: As one of the world's leading financial centers, Zurich is home to a number of banking giants, as well as the Swiss Stock Exchange, the fourth most prominent stock exchange in the world. Get your own inside look during today's business visit.

Day 10: Zurich | Lucerne

Sightseeing tour of Lucerne: The majestic Swiss Alps rise behind the shores of Lake Lucerne and provide the stunning backdrop to one of Switzerland's most picturesque cities. You'll see the moving lion monument known as Löwendenkmal, a sandstone statue commemorating the Swiss Guards slain in the 1792 storming of the Tuileries. Follow Lucerne's winding cobbled streets past fairy-tale houses to the Kapellbrücke. Stroll along this covered bridge and admire the detailed murals overhead.

➕ **Mount Pilatus:** Ride up the peaks of Mount Pilatus. There, you'll be rewarded with panoramic views of the city below. Those who do not join the excursion will have free time in Lucerne.

Day 11: Depart for home

Transfer to the airport, where you'll check in for your return flight home.

➕ 2-DAY TOUR EXTENSION

Day 11: Lucerne | Milan

Travel to Milan: Enjoy a scenic train ride to the fashion and business capital of Italy.

Duomo: Take in the gothic beauty of the Milan Cathedral, better known in Italy as *Duomo di Milano*. While you're admiring its massive spires that shoot 150 feet towards the sky, don't miss the eye-level plate celebrating the first stone laid in 1386—nearly 600 years before its completion.

Sightseeing tour of Milan: After spending some free time at the Galleria Vittorio Emanuele II, the oldest shopping mall in Italy, share a group dinner of local favorites, then stroll through the streets and experience the bustling nightlife of the design capital on your guided tour.

Day 12: Milan

Business visit: Today you'll meet with one of the leading businesses in Milan whose designers and financiers set the trends for the rest of the world.

Free time: Enjoy a leisurely afternoon of cafes and sightseeing. Stroll through galleries and museums like the Pinacoteca di Brera while you absorb the local history and art.

Day 13: Depart for home

Transfer to the airport for your flight home.

INCLUDED ON TOUR:

-  Round-trip flights on major carriers
-  Full-time Tour Director
-  Land transportation
-  Hotels and accommodations
-  Light breakfast daily; 3 local dinners or 4 with extension
-  **Sightseeing tours**
London; Paris; Lucerne; *With extension: Milan*
-  **Entrances**
Louvre; Notre Dame Cathedral; *With extension: Duomo*
-  **Experiential learning**
3 business visits or 4 with extension; 1 lecture
-  **Optional**
Versailles; Mount Pilatus

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