

MADE IN BERN



Basic Media Kit #MADEINBERN

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A Warm Welcome

The canton of Bern is one of the most diverse regions of Switzerland. From the UNESCO-listed capital city to the three world-famous Eiger, Mönch and Jungfrau mountain peaks from the Emmental to the Seeland - the canton offers destinations to suit every taste. Picturesque landscapes with glittering lakes surrounded by countless mountain peaks appeal to potential travellers just as much as the unique traditions, local customs and the many entertaining world-class events. The region's sites and experiences all have one thing in common: they will surely whet one's appetite to discover more of the fascinating story that the canton of Bern has to offer.

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Good to know

With around 8.4 million overnight stays per year, the canton of Bern leads the way in Swiss overnight tourism, together with Zurich and Graubünden. 42% of guests come from Switzerland, 20% from European nations, and 38% from overseas. In total, tourism in the canton of Bern contributes over 38,000 full-time jobs and attracts added value worth CHF 4.7 billion (direct and indirect, source: Canton of Bern, Office of Economic Affairs, 2019).

The canton of Bern has an area of 5,960 km² and a population of 1,047,473 inhabitants. The cantonal capital is Bern. German (86%) and French (11%) are the two official languages. The landscape is criss-crossed by around 50 rivers and their tributaries (primarily the Aare), and over 100 lakes. The highest mountain in the canton is the Finsteraarhorn with an altitude of 4,274 metres. The lowest point in the canton (401.5 metres above sea level) is near Wynau.

A unifying element: Water

The Aare, the longest river running entirely within Switzerland, is the most important watercourse in the canton. It has a total length of 288 kilometres, a gradient of 1.6651 metres, a catchment area of 17,709 square kilometres, and an average discharge of 525 cubic metres per second (Source: water level Untersiggenthal, 2019). The Aare is the Rhine's most important tributary in terms of water volume, surpassing the Meuse and the High Rhine, and carries more water than the Moselle and Main rivers combined. It is the thread that connects the entire canton of Bern and flows through all six major areas - from the Bernese Oberland via Thun to Bern and the Jura Südfuss. The Aare has its source in the Oberaar and Unteraar glaciers and runs for over 291.5 kilometres in the eastern Bernese Alps from Lakes Oberaar and Grimsel through Lakes Brienz and Thun, on through the federal city of Bern via Aarberg into Lake Biel and on towards Solothurn. At Koblenz, the Aare finally flows into the Rhine. The gorges can be 1.4-kilometres long, but in places only two metres wide. Aare Gorge near Meiringen and the various tributaries from the Lauterbrunnen, Kander and Simmental valleys are spectacular. The Aare is not only a significant supplier of energy, but also an important local focal point for recreational and leisure activities. The 2.7-kilometre-long, approximately 3.5-hour trip in a rubber inflatable dinghy from Thun to Bern is a real hit with Bernese and international visitors alike and is as much a part of summer as the daily swim in the river's cool waters.

A unifying element: the ViaBerna hiking trail

Running north-south for over 300 kilometres from the Jura mountain chain across the Mittelland to the Oberland: The ViaBerna crosses the holiday canton of Berne in 20 stages. The long-distance hiking trail is the first route in Switzerland to be awarded a European "Leading Quality Trails" certificate. In keeping with this label, the new Switzerland Mobility Route #38 guarantees consistently high standards with pathways through nature, plenty of peace and quiet, and varied landscapes. Accommodation, information, and restaurants are always available along the way, and luggage transfers can also be arranged. After starting in Bellelay in the Bernese Jura, the route follows the Aare River in the Central Plateau and finally ends on the historic Susten Pass in the Bernese Oberland.

Interesting facts and figures about tourism in the canton of Bern

- 900 km of ski slopes
- 350 km of cross-country skiing tracks
- 224 ski lifts
- 200 km of winter hiking trails
- 3,454 meters above sea level: the altitude of Europe's highest railway station on the Jungfrauoch – Top of Europe
- Over 1,200 Gault-Millau Points
- 3 cm: the average diameter of a hole in Emmental cheese
- 500 cheese dairies produce the Berner Alpkäse AOP alpine cheese
- 17.5 degrees: the average temperature of the Aare in July
- 5 bears: 3 live in the BearPark and 2 in the Dählhölzi zoo in Bern
- 50 tons of onions are baked, arranged, and sold at the traditional «Zibelemärit Onion Festival»
- 11,674 steps: the longest staircase in the world leads to the top of the Niesen mountain
- 15 km: the longest sledge run in the world, the «Big Pintenfritz» on the Faulhorn
- 88 breweries are located in Bern, covering an area just under 6,000 km² – the highest density of breweries in Switzerland

- Bernese specialities include the Bernese Platter, Bernese Rösti, Meringue, Ovaltine, Kambly biscuit, Ingwerer, Ragusa chocolate, Toblerone chocolate and Tête de Moine cheese
- Biel/Bienne is home to world-famous watch brands such as Rolex, Omega, Mido and Swatch. This makes the largest bilingual city in Switzerland one of the most important watchmaking cities in the world

Some Bernese pioneers

- 1904 Albert Wander invents Ovaltine
- 1905 Albert Einstein writes the «Theory of Relativity» in Bern
- 1908 Theodor Tobler creates Toblerone chocolate
- 1910 Oscar Kambly founds the Kambly bakery in Trubschachen
- 1911 Walter Gerber and Fritz Stettler create processed cheese (Gerber Käse)
- 1912 Adolf Guyer-Zeller (founder and builder) celebrates the opening of the Jungfrau railway
- 1926 Hans Wilsdorf designs the waterproof Rolex «Oyster» watch
- 1930 Ernst Gertsch initiates the 1st Lauberhorn race in Wengen
- 1936 Max Morgenthaler invents Nescafé instant coffee
- 1942 Camille Bloch creates Ragusa, the first praline confectionary bar of Switzerland
- 1952 Rolf Bucher founds REGA Swiss air rescue service
- 1962 Ursula Andress, the first Bond girl, appears in the film of *Dr No*.
- 1964 Mani Matter, Bernese troubadour presents his hit song «Ds Zündhölzli»
- 1976 Polo Hofer sings his rock number «Kiosk» in Bernese dialect
- 1983 Nicolas Hayek launches SWATCH
- 1992 Puralpina starts production of the Murmeli herbal ointments in Frutigen
- 2008 Ueli Steck receives the Eiger Award for his mountaineering achievements
- 2022 ViaBerna, Switzerland's first LQT-certified long-distance hiking trail (LQT = Leading Quality Trail) is opened

The regions

The canton of Bern is divided into six highly diverse tourism destinations:

- Adelboden-Lenk-Kandersteg
- Destination Bern
- Destination Gstaad
- Interlaken Holiday Region
- Jungfrau Region
- Biel Seeland and Bernese Jura



Adelboden-Lenk-Kandersteg



This holiday region in the heart of the Bernese Oberland inspires a deep appreciation for the mountains – no wonder the motto of the three valleys is "FeelTheLove".

Adelboden-Lenk-Kandersteg is a veritable water paradise: from the famous glistening Lake Oeschinen to the hidden Arvensee on

Sunnbühl, to the springs of the Siebenbrünnen, or the 600-metre-high Engstligen Falls that cascade down into the valley. A variety of activities invite visitors to explore the shores and riverbanks found in the Engstlig, Kander and Simmental valleys: In summer, hikers are sure to be delighted by the Via Alpina trekking route. Mountain bikers, on the other hand, will find exciting downhill trails in Kandersteg and Adelboden. In winter, the focus turns to the slopes: snow sports enthusiasts have over 200 kilometres of downhill skiing to choose from – and the world's elite compete in the legendary World Cup on the Chuenisbärgli. Cross-country skiing trails are also perfectly groomed; Kandersteg, with its high plateaus and wide valley floor, is considered a true cross-country skiing paradise.

Relax in the chalet village

Restful moments are just as important here in Adelboden-Lenk-Kandersteg. The village streets lined with chalets offer countless opportunities to experience the customs and craftwork of the region's valleys – from cheesemaking to one of the colourful autumn markets. In the evening, visitors can choose from a wide range of hotel spa and wellness facilities to round off their day. Other exciting cultural events – such as the Swiss Chamber Music Festival or the Kandersteg Belle Epoque Week – are also offered in the heart of the Bernese Oberland the whole year round.

Local personalities

Hansruedi Kallen: Having worked as a technician and operations manager for the Oeschinenbahn (Lake Oeschinen gondola) for many years, the founder of the Kandersteg Seilbahnmuseum (Cable Car Museum) knows the business like no other.

Hansueli Hari: The proprietor of the Chumihütte Restaurant can either be found on the slopes at the break of day – or as a farmer tending his long-horned Scottish Highland cattle.

Ueli Moor: conductor, director of the yodelling club, or federal juror; Moor is a musician through and through and has already composed over 50 songs and "Jutze" folklore choruses.

www.meine-berge.ch

Destination Bern



The clocks tick a little slower in Bern: Bernese people like to take their time to stroll, chat, and enjoy - and it's worth joining in.

Bern's picturesque old town is a UNESCO World Heritage Site. The city, located in a curve of the blue-green Aare River, is also a famous cultural centre, home to some of the

most important national museums such as the Bern Museum of Art and the Paul Klee Centre. Meanwhile, Bern's restaurants - dotted along the banks of the Aare or in historical vaulted cellars - pamper the palate with delicacies from the region and around the world. Thanks to the variety of interesting local shops, unique gifts can also be found only steps away. Six kilometres of arcades also provide shelter from the weather for your shopping experience. There is also a wide range of activities designed especially for families: for example, the nearby Gurten mountain, rising gently behind the capital city, offers a wide range of fun outdoor and indoor activities for all ages.

Exploring on an E-Bike

Switzerland's first scenic cycling routes around the city of Bern are stunning: the circular tours for e-bikes are full of inspiring places to experience along the way. Riders are invited to consciously take time, immerse themselves in the scenic surroundings, and learn more about the local specialities. Those wanting to experience the production of traditional Swiss products first hand can take a trip to the green hills of the Emmental. The Emmental show dairy demonstrates production of the famous cheese live for visitors, who can continue on and enjoy a sweet treat at the family-run Kambly factory located in Trubschach. Here, guests will enjoy a variety of delicious biscuits as well as interactive entertainment.

Local personalities

Markus Marti: serves as the time bell keeper in the Bernese landmark Zytglogge clock tower - the weighty stones of the centuries-old clockwork must be raised every day.

Destination Gstaad



From lush meadows to perpetual ice, from suspension bridges to dog sledges: The region around Gstaad offers endless possibilities.

In winter, skiers and snowboarders delight in the 220 kilometres of pistes, freestylers experience an adrenaline rush in the fun parks, and ski tour enthusiasts also have

plenty to explore. Visitors can take in the scene around the exciting Glacier 3000 and also explore the area by dog sled. Meanwhile, the breathtaking suspension "Peak Walk by Tissot" connects two peaks at altitudes of 3000 metres. Gstaad is also inviting in summer - 300 kilometres of hiking trails and a variety of other activities offer something for everyone.

Culinary highlights

Savour a delicious fondue on a mountain meadow? No problem. Several dairies in "Fondueland Gstaad" offer backpacks containing everything needed to make the Swiss national dish. Culinary highlights also await in the gourmet temples in Gstaad's village centre. Those wishing for relaxation can then take advantage of the various wellness and spa offers. This destination also has a lot to offer in terms of culture. The Saanen Landscape Museum, for example, vividly illustrates the local history - from tourism to alpine farming, and domestic life to the art of glass cutting and engraving. In the old fire hall in Saanen, families will also find the "Station", with attractive play and adventure rooms focusing on the theme of railways and ropes. Here, children and adults can explore a machine room full of fun and fascinating cogwheels, rotating handles, and roller ball tracks.

Local personalities

Walter Reichenbach: As piste manager in the Gstaad ski area, he starts at the break of dawn every day to ensure that everything runs smoothly.

Interlaken Holiday Region



**On water, on land, and even in the air:
Numerous adventures between the Lakes of
Thun and Brienz await discovery.**

Lovers of the outdoors find all they desire in the "Adventure Capital of Europe": thrilling offers such as paragliding, river rafting, canyoning, bungee jumping, or kayak tours abound. But Interlaken is also a certified

"Wellness Destination", so relaxation and enjoyment are plentiful here as well. Wanting to escape from everyday life and let your spirit unwind? A boat trip on Lake Thun or Lake Brienz will do the trick. Looking to breathe fresh mountain air and let your eyes take in the beautiful waters below? Visitors can enjoy this experience this, for example, from the Schynige Platte, or the Brienzer Rothorn and Niederhorn mountains.

Vital traditions

The Interlaken holiday region also sets the bar high in terms of history and tradition: The Ballenberg Open-Air Museum, for example, has collected and relocated old farmhouses, stables, baking huts and barns for visitors' enjoyment. The exhibition now includes more than 100 residential and agricultural buildings from all over Switzerland. The School of Wood Sculpture in Brienz offers a similar experience: the display room allows visitors to learn first-hand about traditional crafts and to admire works of art - from practice pieces to finished projects. The nearby Diemtigtal Nature Park is a great place to discover unspoilt nature and unique landscapes - complete with numerous summer and winter activities such as hiking, biking and paragliding or cross-country skiing, sledging, and skiing.

Local personalities

Erich Balmer: This pioneer of youth tourism created the "Balmers Hostel" - a true success story now being run by the third generation.

Heinz Tschiemer: knows where to find wonderful resonating wood; Tschiemer makes the famous Bernatone alphorns from local spruce trees in nearby Habkern.

Ursula Irion: In addition to her role as the manager and cellar master of the Spiez vineyard, this enterprising woman from the Oberland is also learning become a falconer.

www.interlaken.ch

Jungfrau Region



Unique & Diverse: the Jungfrau Region is a veritable wonderland - revealing many diverse facets in both summer and winter.

The region is famous worldwide for its winter sports - welcoming the "Who's Who" of skiing to the Lauberhorn in Wengen for the annual World Cup downhill race. The surrounding four ski areas of Grindelwald-First, Kleine

Scheidegg-Männlichen, Mürren-Schilthorn and Meiringen-Hasliberg offer an impressive variety of activities – not only for professionals: 275 kilometres of pistes await winter sports fans against the backdrop of the majestic Eiger, Mönch and Jungfrau Mountain faces. In summer, guests will be amazed by hikes through the beautiful high alpine region called Grimselwelt. The wild and romantic Rosenloui Valley which leads to the Grosse Scheidegg Mountain pass is also a unique getaway destination, and nearby Hasliberg mountain invites families to explore the hiking trails made famous by the Dwarf Muggestutz children's adventure books.

Prominent Guests

Visitors to the Jungfrau Region can also simply enjoy the spectacular views. Travelling to the Jungfraujoche - Top of Europe has become even more convenient thanks to the Eiger Express gondola. In the Ice Palace at the top, visitors can experience the fascinating world of ice, snow, and glaciers first hand. Guests follow in the footsteps of James Bond on the Schilthorn - Piz Gloria Mountain peak: the film "On Her Majesty's Secret Service" was shot here in 1967. This region has attracted many other celebrities over the years: author J.R.R. Tolkien was inspired by the Lauterbrunnen Valley and its 72 waterfalls for his work "The Lord of the Rings", and the world-famous detective Sherlock Holmes fought his last duel at the Reichenbach Falls in the town of Meiringen.

Local personalities

Erika Frutiger: runs the Frutal mail-order bakery in Meiringen/Willigen together with her husband Christoph - a trusted source of bread and baked goods since 1974.

Biel Seeland and Bernese Jura



A visit to this region is a must for all wine lovers and fans of Tête de Moine cheese. This destination also has much to offer for history buffs.

Hiking country, clock country or winemaking country – these all apply to the Biel Seeland and Bernese Jura destination. The Chasseral Regional Park offers a variety of leisure

activities: hiking paths and cross-country ski trails invite you to explore. Along Lake Biel, around 60 wineries present their local products, and the fleet of the Lake Biel Navigation Company ensures a relaxing holiday atmosphere on the water. Alternatively, those interested in learning how the famous Tête de Moine cheese is made can learn more at the "Maison de la Tête de Moine" in Bellelay.

What makes Biel tick

Biel is home to several major watch manufacturers. This bilingual city on the shores of Lake Biel has many special attractions, one of which is the "Cit  du Temps" museum which features exhibitions from both the Swatch and Omega brands. But Biel is not only for watch lovers – the old town is also a real jewel for history enthusiasts: for example, one can marvel at the 15th century Gothic town church, an authentic Roman natural water spring, and the numerous medieval arches, towers, and fountains. The chocolate manufacturer Camille Block also has a long history in the area – producing treats such as Ragusa and Torino since 1929. Those wishing to learn more should take a trip to the quaint capital of the Bernese Jura. Courtelary is a paradise for chocolate lovers of all ages, and the "Camille Bloch" visitor centre – a fascinating combination of atelier, bistro, playground, and shop.

Local personalities

Anne-Claire Schott: With courage, intuition and character: the passionate winemaker produces organic wines on her family's estate in the village of Twann on Lake Biel.

Josef Spielhofer: T te de Moine cheese is his passion: the producer and merchant's family business in Saint-Imier in the Bernese Jura is dedicated to the speciality.

www.j3l.ch/biel & www.j3l.ch/jurabernois

Winter Highlights

Winter sports



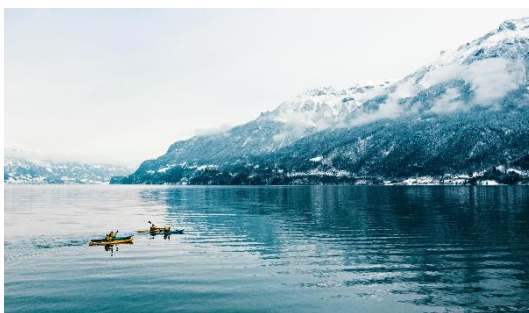
1 ski pass, 4 ski regions, and 666 km of slopes

The Top4 ski pass combines the four largest ski areas in Bern and 666 kilometres of slopes, making every winter sports enthusiast's heartbeat faster - whether young or old, beginner or professional. The ski regions Adelboden-Lenk, Gstaad, Jungfrau Ski Region and Meiringen-Hasliberg offer steep slopes and gentle hills, as well as freestyle and fun parks and endless powder snow.



The longest tobogganing run in the world

At 15 km long, the Big Pintenfritz is the world's longest toboggan run. The starting point is on First Mountain (2,166 m), reached by gondola cableway from Grindelwald. From here a 2,5-hour walk on a signposted footpath takes you in the direction of Bachalpsee and further up to the Faulhorn (2,681 m). Upon reaching the top, you will be rewarded with a unique panoramic view over much of Switzerland.



Kayaking in winter - a league of its own

Kayaking in winter is everything, except cold. Warm dry suits guarantee an exhilarating experience on the blue-green waters of Lake Brienz. Dave Storey has discovered this himself. The native Englishman shows his guests the steep cliffs, the mystical moods, and the power of Mother Nature. Born and raised in Manchester, he has fulfilled a life-long dream by opening his own kayak school on Lake Brienz.

Events



Christmas in Bern

When the days get shorter and the nights longer, when the aroma of gingerbread lingers in the air and the first snowflakes begin to fall, then it's time for Bern's Christmas markets to open. The capital city has three such market squares that invite you for a leisurely stroll and convivial get-togethers. While the Christmas market

in front of Münster Cathedral focuses on arts and crafts, Orphanage Square (Waisenhausplatz) offers 50 stalls with a wide range of Christmas articles and items for everyday use. Bern's beautifully lit Star Market (Sternenmarkt) is a special experience in itself, and is being held for the fourth time this year. Winter delicacies, hot drinks, and unique products offered by a variety of imaginative exhibitors promise plenty of diversity.



FIS Ski World Cup

The Lauberhorn downhill race does not only entertain spectators with its 4,455-m-long course - the longest on the World Cup circuit - but also with the Haneggsschuss, which is the fastest section on the Lauberhorn where top speeds reach up to 160 km/h (100 mph).

The "Chuenisbärgli" ski races in Adelboden have also been popular for over 60 years. On Saturday, an incredible atmosphere can be found in the finish area when the world's elite compete in the giant slalom race.

Wellness & Spa



A relaxing swim under starry skies.

In the Bern region one can discover the most unique opportunities for bathing. An open-air relaxation pool on Griesalp at 1,400 metres above sea level overlooks the Kiental and the Alps. The wellness area with sauna

and hot tub (heated by a wood-fire) in the Swiss Alpine Lodge above Zweisimmen offers enhanced relaxation and a wonderful way to unwind. Finally, you can take a bath in a vat with spice-scented beer at the Hof and Post Hotel in Innertkirchen.

Food and drink



St. Peter's Island – Île Saint-Pierre

All set for St. Peter's Island? The Klosterhotel St. Petersinsel has also been welcoming visitors during the winter season since 2021-2022, whether as individual guests or for group functions, for just a few hours or for several days. The unique atmosphere of the thirteen rooms - including two spacious suites - blends monastic simplicity with history and a relaxing minimalist design. The restaurant serves delicious dishes created with fresh healthy produce from the region. All dishes are inspired by the island's history, the local products, and the culture and traditions of the region. As of winter season 2021/22, both the Klosterhotel and the Restaurant St. Petersinsel will be open throughout the winter as well.



Treber Sausage

In the olden days, the winegrowers on Lake Biel would prune their vines during the winter months, when the "bise" north wind would freeze everyone to the bone. The only warm place was the distillery which provided shelter and a meeting place for the winegrowers and farmers whenever they took a break. One day, someone suggested warming sausages inside the pot still where the marc spirit was made. And thus the Treber Sausage was born. It is regarded as a unique speciality of the wine-growing country around Lake Biel and can be enjoyed from January to March in various carnotzets and restaurants in the region. Please note: it's extremely popular and reservations are essential.

Culture



Dürrenmatt Theme Trail

Follow Lulu the cockatoo and learn more about the author and painter Friedrich Dürrenmatt (1921-1990). Open all year round, the easily accessible 5 km trail between Prêles and Ligerz consists of 13 interactive stations, each showcasing a different facet of the world-famous author and his works. Visitors will discover that

Dürrenmatt was a Swiss author famous for his plays and detective novels – but that's not all! There's more to be discovered. The theme trail is signposted in German and French and is aimed at a wide audience aged 12 and over. The QR codes indicated at each station also provide access to interesting and amusing anecdotes.



A wide range of museums

The City of Bern is home to a high concentration of world-class museums: the Museum of Natural History, the Einstein House, the Paul Klee Centre, and the Museum of Communication, to name but a few. Many other towns and villages in the "Bärnbiet" region also invite you to visit smaller and larger museums, such as

Burgdorf Castle, the MUMM, the Sherlock Holmes Museum in Meiringen, the Cité du Temps in Biel, and many more. The variety is great, ensuring attractive offers for adults and children alike.

Summer Highlights

Summer activities



Cycle Trail 888

Bern's Green Belt: Far more than “just” a cycling route – the focus here is on exploring the many interesting local features. The “point of interest” stops along the way are marked by green signposts and provide many interesting, amusing and surprising facts about the nature and agriculture in the region. For example, why

beavers almost became extinct; why the water of the Belper Giessen river is unmistakably clear; or how the hamlet of “Chäs und Brot” [cheese & bread] came by its name. These locations also have “Baumstamm-Bänkli” (tree trunk benches) for you to linger – and plan your next stops using the illustrated route information provided.



An e-biking paradise in the Emmenthal

The Hügu Himu offers action-loving visitors a selection of the most beautiful e-bike tours in Switzerland. Along more than 450 km of meticulously signposted routes, guests can e-bike their way around and over the hills of the Emmental valley at their leisure. The route features

magnificent views, splendid Emmental farms, cosy inns, and lovely dairy cows. So, get your e-bike, saddle up, and set off on your discovery tour of the Hügu Himu.



Cycling Route Historical Loop Laupen

Forget about the passage of time, jump on an e-bike and immerse yourself in the eventful history of the Bern region. Welcome to the scenic cycling route called the Laupen Historical Loop! The 31-kilometre circular tour around the town of Laupen inspires cyclists to pause and reflect on the concept of time.



Digital detox

In the Bernese Oberland there are still some places without mobile phone reception. A one- or two-day tour with a local guide is the best way to reconnect with nature, off the beaten track, far away from WLAN, shops, and the modern world. Nothing is more relaxing than hiking, picking berries, mushrooms and herbs, and watching wildlife. All cooking is done outdoors over an open fire and a warm bed awaits you at the Hotel Rosenlaui. This belle époque hotel offers every comfort, but (almost) no WLAN connection. After another day in the impressive mountain world with its pristine gorges and waterfalls, we return to the valley and back into “digital” life.



Fly-Line Pfingstegg

Those looking to slow down will want to experience the world's unique Fly-Line at Pfingstegg. Floating gently through the forest at lofty heights, visitors can enjoy the surroundings, immersing themselves in the tranquillity of the forest and reach their destination in a more relaxed state of mind... An unparalleled experience!



Saaniland Gstaad

The region of Gstaad is constantly adding exciting activities to the range of experiences for young and old alike. For example, two new adventure trails allow families to actively discover local flora and fauna, the history of music, and the region's most beautiful lookout points. The children are guided by "Saani", a young, cheerful and cheeky Saanen goat. An exciting feature of Saaniland is the "STATION" creative workshop, located in the old fire station. It invites visitors into the world of handicrafts, do-it-yourself projects, and playful experimentation.

Food and drinks



Enjoying fondue with a breath-taking view

A fondue in the mountains is a unique experience all year round. With its wide variety of cheese specialities, Gstaad is a must-see-destination for all cheese lovers: three oversized caquelons and two fondue huts await. Whether on foot or by bike, the sites are easily accessible complete with wonderful panoramic views.



Interlaken Beer Brewery

Bubbles and fermentation wherever you go. With 176 registered breweries, nowhere else in Switzerland will you find such concentration of beer production as in the canton of Bern. Rugenbräu AG in Matten near Interlaken offers a look behind the scenes to all those interested in beer and spirits. All stages of production

are explained during the two-hour brewery and distillery tour, finishing with the crowning finale of a delightful tasting of the delicious regional “barley juice”.

Culture



The V-Bahn

The most innovative and exciting construction project in the Alps: the once-in-a-generation Project V-Bahn! The arial cableway was completed in December 2020 - following the tradition of the visionary pioneering achievements which created the Jungfrau Railway between 1896 - 1912. From the new terminal in

Grindelwald, a 3S cable car travels to the Eiger Glacier and a 10-seater gondola lift to the Männlichen mountain. Spectacular views and significantly shortened travel times are guaranteed.



Sightseeing Bern

Sightseeing with a difference! Discover the city by swimming in the beautifully clear Aare River – drifting by the Parliament Buildings, the old town and the BearPark: this is Bern. But there's much more on offer than just the typical sights. When it comes to sightseeing, hardly any city can compete with Bern.

Simply grab a bag for all your gear, jump into the Aare and float past the Dählhölzli zoo and idyllic riverside landscape to the Marzilibad – enjoying fantastic views of the Federal Parliament and Bern Cathedral on the way. Alternatively, visitors can stroll from the BearPark, with views of the family of bears frolicking in a newly designed enclosure opened in 2009, along the river to the Lorrainebad outdoor swimming pool.



Idyllic cruises in the Bernese Oberland

All aboard! The best place to enjoy the fresh air and fantastic views is on one of Bern's many lakes. If you like being near water, the canton of Bern is perfect. The Lakes of Thun, Brienz and Biel are waiting to be discovered and visitors can choose from a wide variety of boat and ship services. Lake Thun offers plenty to

explore – both on water and on land. Romantics can enjoy the gentle swell of a sunset cruise, and the five castles in beautifully landscaped parks around the lake display how the nobility lived long ago.