



Basic Media Kit #MADEINBERN

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Tourism in the canton of Bern

The canton of Bern is one of the most diversified regions of Switzerland. From the UNESCO-listed capital to the world-famous mountainous triangle of the Eiger, Mönch and Jungfrau, from the Emmental to the Seeland - the canton offers destinations to suit everyone. Picturesque landscapes with glittering lakes and surrounded by countless mountain peaks are just as enticing to potential travellers as the world-class events, which offer pure enjoyment, the unique traditions, and the local customs. The sites and experiences from this region have one thing in common: they will surely whet one's appetite to discover more, as they tell a fascinating story of everything the canton of Bern has to offer.

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The touristic canton of Bern

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 to over 38,000 full-time jobs and attracts an 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 1,034,977 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 800 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.

The thread that connects the canton

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 carrying more water than the Moselle and Main rivers combined. It is the thread that connects the canton of Bern and flows through practically all six 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 are 1.4-kilometre-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 an important supplier of energy, but also an important local recreational area and focal point for leisure. 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.

Interesting facts and figures about the touristic canton of Bern

- 900 km of ski slopes
- 350 km of cross-country skiing tracks
- 224 Ski lifts
- 200 km of winter hiking trails
- Europe's highest railway station is located at 3,454 metres above sea level on the Jungfrauoch – Top of Europe
- 1,260 Gault-Millau Points
- 3 cm is the average diameter of a hole in Emmental cheese
- 500 cheese dairies produce the Berner Alpkäse AOP
- 17.5 degrees is the average temperature of the Aare in July
- 5 bears: 3 of them live in the BearPark and 2 in the Dählhölzi zoo in Bern
- 50 tons of onions are offered at the traditional «Zibelemärit»
- 11,674 steps: the longest staircase in the world which leads up to the Niesen
- 15 km is the longest sledge run in the world, the «Big Pintenfritz» on the Faulhorn
- There are 88 breweries 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 some 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 Invention of the Ovaltine by Albert Wander
- 1905 Albert Einstein writes the «Theory of Relativity» in Bern
- 1908 Theodor Tobler creates Toblerone chocolate
- 1910 Oscar Kambly founds the Kambly company 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 Invention of the waterproof Rolex watch «Oyster» by Hans Wilsdorf
- 1930 1st Lauberhorn race in Wengen is held thanks to its initiator, Ernst Gertsch
- 1936 Invention of the instant coffee Nescafé by Max Mogenthaler

- 1942 Camille Bloch launches Ragusa, the first praline confectionary bar of Switzerland
- 1952 Foundation of REGA by Rolf Bucher
- 1962 Ursula Andress, the first Bond girl, appears in the film of *Dr. No*.
- 1964 Bernese troubadour Mani Matter sings his hit song «Ds Zündhölzli»
- 1976 Dialect rocker Polo Hofer sings his song «Kiosk» in the Bernese dialect
- 1983 Nicolas Hayek launches SWATCH
- 1992 Invention of the Murmeli herbal ointments in Frutigen by Puralpina
- 2008 Mountaineer Ueli Steck receives the Eiger Award for his achievements

The regions

The canton of Bern is divided into six tourism destinations that could hardly be more diverse:

- Adelboden-Lenk-Kandersteg
- Destination Bern
- Destination Gstaad
- Interlaken Holiday Region
- Jungfrau Region
- Jura & Three-Lakes: Lake Biel and Bernese Jura



Adelboden-Lenk-Kandersteg



Skiing, fishing etc. - the possibilities are endless.

Whether summer or winter, there is no such thing as boredom in the Adelboden-Lenk-Kandersteg holiday region. Fill your day with skiing, hiking and even fishing.

Snow-capped mountains, lush meadows, turquoise lakes, babbling brooks, thunderous

waterfalls, perfectly groomed slopes, and hiking trails as far as the eye can see: this and much more can be found in the Adelboden-Lenk-Kandersteg holiday region. Adelboden attracts visitors with its diverse sports and cultural events. In winter, the Chuenisbärgli is transformed into a buzzing hive of activity for the Audi FIS Ski World Cup Adelboden. Sports fans who like to be active themselves can go hiking, climbing, cycling, tobogganing, or skiing. The ski area Adelboden-Lenk offers 70 ski lifts and 205 km of slopes.

Culture, nature, and modernity

In summer, numerous car enthusiasts find their way to the Bernese Oberland to take part in the Adelboden Vintage Car Rally. The mountain village also has plenty to offer when it comes to music: during the summer months, it hosts the Vogellisi Festival as well as numerous classical concerts. Those looking for uninterrupted nature simply must come to Kandersteg. With its mystical Blausee and its romantically wild Oeschinensee lakes, the region is part of a UNESCO World Heritage site. A very special event takes place in the last week of January. It is then that time is turned back by more than one hundred years to the Belle Époque. In Lenk-Simmental, it's all about tradition: under the AlpKultur® label, every day guests get a first-hand experience of the traditional and modern ways of life, the peculiarities as well as the beauty of Lenk-Simmental and its inhabitants.

Important people from the region

Hansruedi Kallen - initiator of the [Seilbahnmuseum Kandersteg](#) (from 2020) knows and loves the cable car business like no one else. He was a long-time Von Roll cable car installer and later operations manager of the Oeschinenbahn.

[Hansueli Hari](#), a farmer and mountain hut owner, gets up in the morning without an alarm clock, looks after his horned Scottish highland cattle, races across the slopes high above Adelboden in front of the official lift service and serves his guests in the Chumihütte with passion.

[Ueli Moor](#) grew up in a large mountain farming family in St. Stephan and enjoyed the summer months of his childhood on Alp Dürrenwald. At the young age of 21, he began his career by training as a conductor and managing the St. Stephan's Yodelling Club. He persevered and finally trained as a Swiss Federal Juror. For many years he was musical director of various yodel clubs and was, among other things, co-founder of the Jungjodler and a women's choir in the Obersimmental. Ueli Moor has also composed over 50 songs and *jutze* (a type of yodel song). Ueli is currently involved in the creation of an adventure trail about yodelling in St. Stephan's.

The Village and Scout museum in Kandersteg...

... has been a meeting place for scouts from all over the world since 1923. Over 10,000 scouts come to Kandersteg every year. In over 100 years of the history, a lot of material on the scouts has been collected, especially from Jamborees, World-Moots, federal camps, and other events. The museum preserves the valuable documents of the scouting organization, founded by Robert Baden-Powell (England) in 1907, from its beginnings to the present day and are exhibited for the current members as well as for future generations of scouts.

Gran Masta Fun Park

Snowboarders and freestyle skiers have long enjoyed the [Gran Masta Park](#) in the Adelboden-Lenk ski area (Silleren-Hahnenmoos-Metsch region). The various runs with rails and jumps are suitable for beginners and professionals alike. From the start of the season the park is prepared every night for action. The shaper team directed by Marcel Brünisholz takes care of the park every evening to ensure that it is in perfect condition. Together with the legendary Gran Masta Bar's delicacies and cosy environment, the park offers everything a winter sports enthusiast could desire.

Destination Bern



City, country, river – the Bern Region and its superlatives.

The longest covered shopping arcades in Europe, the most famous cheese in the world, the longest river in Switzerland and a UNESCO World Heritage site. In brief: That is Bern.

Cosy and hospitable – these two qualities perfectly describe the Bern Region. The city and the communities in the region distinguish themselves also through their many superlatives. Visitors of Bern's Old Town, which is part of the [UNESCO World Heritage](#), can stroll along the longest covered shopping arcades in Europe. The Aare, which is one of the major landmarks in the Swiss capital apart from the Clock Tower (Zytglogge), can also show off with a superlative: it is the longest Swiss river that both originates and ends entirely within Switzerland. Furthermore, in summer the Swiss capital offers a classic Bern highlight: boating down the Aare. Further sights are the local mountain, Gurten, the BearPark as well as numerous museums.

Kambly biscuits, Emmentaler cheese and rare animals

There is plenty to discover outside the city. Breath-taking panoramic views, typical Bernese farmhouses, ancient castles, dense forests, and rare animal species can be found in the Nature Park Gantrisch. Then there is the Emmental Region with its internationally renowned [Kambly](#) biscuits and the world's most famous cheese – the [Emmentaler](#). Or take your pick from numerous outdoor activities, such as hiking, cycling, and skiing.

Important people from the region

[Alex Chevalley](#), multi-talented beer producer, and Gian-Andrea Brunner, beer producer brewer and mechanics expert: It all started with a 50-litre boiler on the balcony, fermenter and refrigerator in the laundry room; today we can see 500-litre tanks of different beers, all bearing the name of the ex-girlfriends of the two producers.

[Mirko Buri](#) runs «Mein Küchenchef», the first anti-food waste restaurant in Switzerland, and has set new standards concerning the sustainable use of food. The company produces 1,300 meals per week and supplies various business customers.

[Alex Haueter](#) has brought the «Cow Leasing» concept in the Gantrisch area. Since summer 2011, «Morgeten Hornmilch® Alpkäse» has been produced in Alp Morgeten from the milk of 55 horned cows.

The city of Bern's museum quarter

The city of Bern is considered a centre of culture and is home to some of the most important national museums - many of which are located in its museums district. [Regular and special exhibitions](#), along with creative events, guarantee plenty of variety.

Experiencing cosiness – explore the Bernese city quarters

Each district has its own character and is home to very different pubs, restaurants and «Beizli». Hereunder is a small selection of local pubs:

The [Rösterei Kaffee und Bar](#) in Holligen and in the main train station is the meeting place for everyone who wants to enjoy top-quality coffee. Tailor-made coffee courses for gastronomes, baristas and enthusiasts are also offered. The name says it all: the [Restaurant Bar Löscher](#) («extinguisher») is located in the Alte Feuerwehr (the old fire station) Viktoria in the Breitenrein quarter and offers seasonal and regional specialties.

The Wartsaal in the Lorraine is waiting to be discovered with its wide offer of brunches, lunches, and dinners. The restaurant offers fantastic coffee, books to read and buy, Swiss beers and an exclusive selection of gin.

Zollhaus – The One-Suite Hotel

In 1844, on the historical «Nydeggbücke» bridge, the custom officers Schuster and Kohli's duty was to collect the taxes from anyone who wished to cross the Bridge and access the old city of Bern. Just 9 years after its official opening, the tollhouses had already lost their importance and the bridge tax was abolished in 1853. After several tenants, the [Zollhaus One Suite Hotel](#) now hosts guests from all over the world in the old tollhouse. The hotel offers a unique view of the BearPark, the Aare, the cathedral and the roofs of the UNESCO World Heritage Site.

Destination Gstaad



From lush meadows to the eternal ice.

A suspension bridge spanning lofty heights, fast-paced husky tours, and fondue picnics with views out to the mountains: The destination of Gstaad has a lot to offer.

Skiers and snowboarders have plenty of fun on the 220 km of slopes and the 53 cable cars; likewise, freestyle skiers and snowboarders

get a rush of adrenaline in any of the fun parks, and even backcountry skiers won't miss out. The region offers attractive and pleasurable ski tours off the slopes with great views. Fast-paced action is guaranteed on the [Glacier 3000](#). Visitors can explore the area by husky tour, on the world's highest alpine coaster or by snow bus. A special highlight is the Peak Walk by Tissot – the only suspension bridge in the world which connects two mountain peaks. In summer, Gstaad is an attractive hiking destination with its trail network of over 300 km.

Wellness and culinary highlights

Have you ever wanted to enjoy a delicious fondue on a mountain meadow? Then you should visit [Fondueland Gstaad](#). You can rent a fondue backpack from one of the dairies, which contain everything you will need to prepare the Swiss national dish. Culinary highlights can be found in the centre of the village of Gstaad. It offers everything a gourmet's heart might desire. Those looking for relaxation can take advantage of the hotels' various wellness offers.

Important people from the region

A local hero: [Walter Reichenbach](#). Very few, if any, of the snowsports fans who relish winter fun on the slopes have an idea what it takes to make everything run smoothly at a ski resort. But at the Gstaad resort, Walter Reichenbach is the man who makes it all happen. He is, after all, the Chief Ski Patrol Officer. His working day begins at the crack of dawn when guests are still under their warm quilts dreaming of their best downhill runs.

Museum der Landschaft Saanen

The [Museum der Landschaft Saanen](#) displays the history of the Saanenland in a vivid way: from tourism to alpine farming and from hunters to grinding wheels. With the construction of the railway (MOB) in 1905, the Saanenland developed into a tourist region. The freedom-loving subjects of the counts of Greyerz changed from being hunters, farmers and lumberjacks to ski instructors, hotel keepers and astute businessmen.

STATION: play room for families

The «[STATION](#)» is built in the old fire brigade building in Saanen. It is a room designed for playing and experimenting, focusing on the theme of ropes and cables, and allowing the world of handicrafts and experimentation to be rediscovered. The idea behind the project was to create a point of contrast to our increasingly digital world. This is the reason why everything in the STATION works completely offline: Children and adults explore a machine room consisting of a fascinating collection of ropes, gears, cranks and cogwheels. There are polished marble surfaces to play on at the various workstations. Old gondolas serve as rest areas and a climbing garden was created in the outdoor area.

Interlaken Holiday Region



Between Lakes Thun and Lake Brienz there are numerous adventures waiting to be had.

By land, water or even air – it never gets boring in and around Interlaken. The region offers a variety of activities.

If you are looking for adrenaline-fueled activities, look no further. Interlaken offers thrills such as paragliding, white water rafting,

canyoning, bungee jumping or heli-skiing. But recreation, indulgence and shopping also play an important role at this holiday destination. Do you want to escape the stress of everyday life and find moments of utter relaxation? A trip with the Lake Thun or Brienz cruises will help you unwind. A very special experience is a trip with the paddle wheel steamships «Blümlisalp» and «Lötschberg» or a shopping tour in the picturesque Old Town of Thun.

Enjoy nature and immerse yourself in the old days

Breathe in fresh mountain air and enjoy the views across Lake Thun or Lake Brienz: this is possible, for instance, on the Schynige Platte, the Niesen, the Harder, the Brienzer Rothorn or the Niederhorn. The Ballenberg allows visitors to travel back in time. The open-air museum portrays how our ancestors lived 100 years ago. Customs and culture are part of Interlaken's everyday life. Alpine cheese, for example, is made by hand and Brienz has a long-standing tradition in wood processing. To this day, the picturesque village is still home to a school specialising in woodcarving and violinmaking.

Important people from the region

[Erich Balmer](#), pioneer of youth tourism, returned from the USA and Canada in the 1970s and transformed his parents' tourist home (in Matten near Interlaken) into a private hostel: the success story of the «Balmers Hostel» began with 50 beds, which quickly grew to 350. In the meantime, young tourists from all over the world come to stay at Balmers. Today the management and ownership of the hostel lies with the 3rd generation, daughters Fabienne and Carmen Balmer.

[Roland Brunner](#), alpine farmer. The Alp Heubühlen of Roland and Bernadette Brunner is located at 1,331 metres above sea level. During the summer season (June-September) it is home to cows, pigs, and goats. Roland Brunner is happy to offer his visitors an insight into the life of the alpine dairymen: you can watch cheese being made, enjoy a homemade alpine dairyman's breakfast, or taste other cheese specialities on this idyllic terrace with a view.

[Heinz Tschiemer](#), alphorn maker. Heinz Tschiemer makes widely known alphorns in his company "Bernatone». These are made from local spruce wood from the mountain forests in Habkern. From the raw tree trunk to the ready-to-play instrument, the Tschiemer family processes and refines the wood. While Hans Tschiemer, Heinz's father, saws the logs in his sawmill, his son processes them further. In this way he can tell exactly, by the sonic qualities of each alphorn where the wood came from.

[Ursula Irion](#), production manager and cellarmaster of the Spiezer Alpine Weinkultur, one of the highest vineyards north of the Alps. In recent months, Ursula has been totally dedicated to specialised books, studying for the hunting exam. With this training, she is preparing to become a qualified falconer. Ursula Irion hopes to use falcons to keep birds away from the vineyards in a natural way.

Keeping traditions alive and being open to the new

Interlaken has a lot to offer: At the Open-Air Museum Ballenberg, for example, old farmhouses, stables, bakehouses, and barns, which have had to make way for modern buildings, have been rebuilt; rebuilding began in the 1970s. Today, the exhibition comprises more than 100 residential and commercial buildings from all over Switzerland. Ballenberg comes to life thanks to original agricultural and cultural planting, over 250 indigenous species of farm animals and the workshops where old crafts such as blacksmithing, basketry and weaving are actively practised. The School of Wood Sculpture in Brienz offers a similar programme: in the exhibition room, visitors can experience the learning of old crafts and marvel at works of art ranging from practice pieces to the final artworks. Basic training in woodcarving has been offered since 1884 and recently, in addition to classic sculpture, also crafts such as cooperage, basketry and wickerwork design, turnery and white cooperage have also been taught. During the four-year training as a wood sculptor one can learn techniques for carving human figures, animals, as well as other design pieces.

Other Swiss traditions are kept alive with the Unspunnen Festival: started in 1805 to celebrate the reconciliation between the urban and rural population, today it is the largest celebration of Switzerland's finest traditions and customs. In 2017, the Swiss Wrestling, Costume and Alpine Shepherd Festival was celebrated their 10th edition, registering over 90,000 visitors from throughout Switzerland.

Speaking of traditions: in the Justis Valley between the Sigriswiler Grat and the Niederhorn chain there are nine alpine farms and cooperatives where cattle feast on lush alpine herbs. Every year in September, the traditional Chästeilet has been held for almost 300 years. The farmers of the Justis Valley come together for the Alpabzug, the day the cattle are brought back down to the valley from the summer pastures. In keeping with a century-old custom, farmers then share the alpine cheeses produced over the summer by using the milk from more than 250 dairy cows. Afterwards, the alpine dairymen return to their farm with their cows and goats in a festive alpine retreat.

There are also unspoiled natural wonders and unique landscapes to discover, such as the nearby ecologically valuable Nature Park Diemtigtal. The park offers numerous summer and winter activities such as hiking, biking, paragliding, cross-country skiing, sledging, and skiing. Visitors can also look forward to traditional alpine huts, restaurants with panoramic views, attractive camping and caravan sites, holiday homes and hotels.

Jungfrau Region



From mountain peaks to the valley – a descent full of highlights.

The Jungfrau Region is not only a magical place in winter, but also in summer.

Breath-taking heights, idyllic lakes, and unspoiled landscapes: these are but a few of the many faces of the Jungfrau Region. The car-free villages of Wengen and Mürren are perfect to relax and unwind or to take part in

the traditional processions. Activities happen at a faster pace at First above Grindelwald where visitors either take to the skies or explore the lofty region at high speeds.

At the [Jungfraujoch – Top of Europe](#), guests learn about the giant glacier and enjoy unique views. In the Ice Palace visitors can step into the fascinating world of ice, snow and glaciers and get a first-hand experience of it. Just as impressive are the many waterfalls in Lauterbrunnen, which are landmarks of the region. A tip for nostalgia lovers: from Wilderswil, take the historic railway to the Schynige Platte. Grindelwald is well known for its sporting challenges thanks to the Eiger Ultra Trail, the Jungfrau Marathon, and the Eiger Bike Challenge. In Meiringen-Hasliberg, children can experience «Muggestutz», the Adventure Dwarf Trail.

Where dreams come true for winter sports enthusiasts

The region is renowned worldwide: every year the who's who of the ski sports gather at the Lauberhorn in Wengen for the World Cup. The four ski areas Grindelwald-First, Kleine Scheidegg-Männlichen, Mürren-Schilthorn and Meiringen-Hasliberg offer full winter sports programmes for professionals and amateurs alike; available to them are 213 km of slopes and ski runs, with the three legendary Eiger, Mönch and Jungfrau peaks as an imposing backdrop. What we have here is an ideal setting waiting to be conquered by winter sports fans.

Important people from the region

FRUTAL Versandbäckerei in Meiringen/Willigen has been a family bakery business since 1974, founded by Susanne and Andreas Frutiger. To this day, the company continues to produce fine bread and bakery products as well as the famous Meiringen «meringues». In 2013, [the son Christoph \(Steff\) and his wife](#)

[Erika Frutiger](#) took over the business and now FRUTAL supplies airlines in Zurich and Geneva with its fine VIP lounge biscuit assortment.

The first Myth Museum of Switzerland

The Lauterbrunnen Valley is rich in fascinating legends. Many traditions date back to pagan times. Adverse weather signs, spectres, dragons, snakes, devils, and witches fought with good spirits, meerkats, and creative dwarves. The [Tal- und Sagenmuseum Lauterbrunnen](#) ensures that the ancient myths are kept alive and illustrated with special storytelling evenings and guided walks.

Jura & Three-Lakes: Lake Biel and Bernese Jura



Walk in the footsteps of farmers, winegrowers and cheese makers.

A visit to the Jura & Three Lakes Region is a must for all wine lovers and fans of the Tête de Moine cheese. The destination also has a lot to offer to history fans.

It is a hiking region, watch region or winegrowing region and all these descriptions

ideally apply to the Jura and Three-Lakes. The Chasseral Regional Park offers a wide range of leisure activities: hiking trails and cross-country skiing tracks invite you to discover the area. Along the shores of Lake Biel, more than 80 wine-growing estates offer their products, and a trip to the lake offers unique insights into the Neolithic period. If you want to know how the Tête de Moine is made, you can find it out during an excursion to the «Maison de la Tête de Moine» in Bellelay.

Watch lovers are in the right place in Biel

Several major watch brands are at home in the city of Biel/Bienne and in particular the new «Cité du Temps». This place is entirely dedicated to time and time measurement and brings together the museums of the two brands Swatch and Omega under one roof. However, Biel is not only worth a visit for watch lovers, as the old town is also a real jewel of history: one can admire the Gothic town church dating from the 15th century, the Roman fountain and various medieval arches and towers. Both German and French are equally spoken here, and this bilingualism is evident when strolling through the popular fruit and vegetable market on a Saturday morning. In this region one can also escape from everyday life on [St. Peter's Island](#). The monastery on the island welcomes visitors as a restaurant and hotel that feature monastic simplicity and fine regional delicacies.

Important people from the region

[Christian Dextl](#), winemaker. Since 2016 Christian Dextl has been producing natural and unique wines in the «Keller am See» in Ligerz. The electromechanical engineer by trade came to viticulture through his environmental engineering studies. In numerous environmental projects in Switzerland and abroad, he learned to understand natural connections and influences and to appreciate wine as a unique cultural asset, as well as being a source of enjoyment. Since 2011, he has dedicated himself entirely to

wine: after further training in enology, he has worked as a winemaker in Switzerland and South Africa, where he has continuously expanded his knowledge.

[Anne-Claire Schott](#), winemaker. She trusts life, her grapes and therefore her wine. This gives her vital energy that is conveyed in the wines she makes: full bodied and with a distinctive character. At the same time, biodynamic production gives her the freedom and courage to break conventions. At her family's winery in Twann on Lake Biel, the passionate winemaker produces natural wines, orange wines and sulphite-free wines.

[Josef Spielhofer](#), cheesemaker. The cheese producer and trader lives in Saint-Imier in the Bernese Jura. His is a family company with about 40 staff which is now run by second-generation managers, Cédric and Florian Spielhofer. Their work is characterised by tradition and passion, craftsmanship and a bond to nature. «Fromages Spielhofer» is an important manufacturer and major trader of Tête de Moine, supplying the national and international market. The producer is only half an hour's drive away from the monastery of Bellelay, the cradle of the famous cheese speciality. In the village bearing the same name you will find the «Maison de la Tête de Moine», where you can attend traditional cheese making.

Insider tip: Aarberg

Under the name «[Aarberger Puce](#)» the market takes place once a year in April, always on the last Friday and Saturday - since 1977. The «Puce» now has around 250 exhibitors and has developed into one of the largest and most passionate *brocantes* event in Switzerland. Thousands of visitors make their way to Aarberg to stroll through the historic town and to find the ideal piece in the huge range of products, as well as the antiques on offer.

Schlossmuseum Nidau – exhibition «Die Juragewässerkorrektion - der rote Faden»

The theme of [Jura water courses](#) was installed in the castle as a permanent exhibition. A blue ribbon leads visitors chronologically to the topics concerned with the two construction projects carried out for the first and second Jura water courses. This band shows the time axis and the water levels, which have changed repeatedly over the centuries. Plans, old pictures, short films, sound documents and original objects are used for exciting visualisation using the latest technology.

Unique chocolate: “Chocolaterie Suisse depuis 1929 – Camille Bloch»

[Camille Bloch](#) is the creator of two famous Swiss brands: Ragusa and Torino. If you want to learn more about the history and products of this passionate chocolate maker, you should take a trip to the original capital of the Bernese Jura. Courtelary is a paradise for chocolate lovers of all ages: the «CHEZ Camille Bloch» visitor centre - a world of experience comprising of a studio, bistro, playground, and shop.

Summer highlights

Wherever you are in Bern, there is always something authentic to discover, be it in the Federal City of Bern, in the Bern region and in the Bernese Oberland. Active relaxation, idle hours and highly impressive landscapes make for a day special. Inspiring views all around are waiting to be discovered by visitors in the summer. For more information visit madeinbern.com



Sightseeing with a difference - discover the city by swimming. The Parliament Building, the Aare and the BearPark: this is Bern. But the city has much more to offer than just the typical sights. When it comes to sightseeing, hardly any city can compete with Bern, which can also be explored by water. Just take a bag for all your swimming gear, jump into the Aare and float

past the Dählhölzli zoo and idyllic riverside landscape to the Marzilibad - enjoying good views of the Federal Parliament and Bern Cathedral on the way. Or you can venture from the BearPark, where you'll be able to see a family of bears frolicking in the newly designed enclosure opened in 2009, to the outdoor swimming pool «Lorrainebad».



«Valley of the waterfalls» is the perfect name for Lauterbrunnen, where 72 waterfalls gracefully plunge into the region's ravines, watercourses, valleys, and lakes. The almost 300-metre high Staubbach Falls are particularly striking. You can get particularly close to this natural beauty at the Trümmelbach Falls: Ten glacier waterfalls can be observed inside the mountain

using a tunnel lift. And it is an open secret that the Lauterbrunnen Valley also attracts extreme sports enthusiasts; river rafting is particularly popular.



All aboard! The best place for fresh air and a fantastic view is on one of Bern's many lakes. If you like water, the canton of Bern is the right place for you. The Lakes of Thun, Brienz and Biel are waiting to be discovered on a wide variety of boat and ship services. On Lake Thun there is plenty to explore on the water and on the shore: romantics can enjoy the gentle swell on a sunset cruise

and on the shore, and the five castles surrounding the lake, as well as their beautifully landscaped parks give you an idea of how the nobility lived long ago.



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 locations are easily accessible and offer also a wonderful panoramic view.



Culinary treasure hunt in the capital. On this somewhat different Bernese city tour, it's time to guess, «snooze» and discover. The tour starts at the Tourist Information office at Bern railway station. Six hidden clues guide you through the city, from one culinary stopover to the next. This unusual stroll through Bern's laneways and quarters is ideal for foodies in search of discovery.



guided tour takes about two hours and the crowning finale is a tasting of the delightful regional barley juice.

Bubbles and fermentation wherever you go. Nowhere else in Switzerland will you find such a brewing industry as in the canton of Bern: 176 breweries are registered. Rugenbräu AG in Matten near Interlaken offers a look behind the scenes to all those interested in beer and spirits. During a tour of the brewery and distillery all the production stages are explained; the



wildlife. Cooking is done in the open air over an open fire. 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.

Digital detox tour in the mountains. 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



For those who are looking forward to slowing down a little, they can experience the unique. Fly-Line Pfingstegg: Hovering through the forest at lofty heights or sitting down – one must experience this. The aim is to enjoy the surroundings, to dive into the tranquillity of the forest and to go back to daily life... having decelerated!



The Hotel Wetterhorn is situated in the middle of the wild nature of the Haslital valley. The over 100-year-old summer house has been redesigned with great care and attention to detail. A visit to the wine cellar, which resembles a labyrinth, is a special highlight. Choosing the right wine for dinner together with the sommelier is a unique experience.



The Gadmer Lodge is a 3-star accommodation facility in the Gadmer Valley. It positions itself as a friendly, down-to-earth hotel with alpine charm. The familiar, authentic atmosphere and the culture of welcome and service are highly valued. The impressive mountain world can be discovered on countless paths or well-marked hiking trails directly from the hotel.

Winter highlights



gentle hills as well as freestyle and fun parks and endless powder snow.

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

Winter fun off the slopes too!

For various winter activities you don't necessarily need snow and groomed ski slopes. In the canton Bern there are countless experiences to be discovered - even for non-skiers.



A relaxing swim under the open sky. In the Bern region you will find the most unusual [bathing opportunities](#). 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 (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 brew at the Hof and Post Hotel in Innertkirchen.

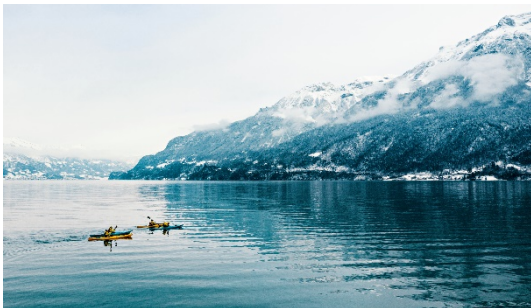


«Hot and cold snowshoe tour» in the Emmental. With an experienced snowshoe guide, discover the beautiful Emmental with its gentle hills. The snowshoe tour takes about two hours. Afterwards a relaxing bath in the hot pot under the starry sky awaits the participants. Of course, after the excursion a refreshment is not to be missed: A traditional fondue is served in the Bergbeizli.



for your efforts with a unique panoramic view of much of Switzerland.

The longest tobogganing run in the world. At 15 km long, the [Big Pintenfritz](#) is the world's longest toboggan runs. The starting point is First (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). Once on the Faulhorn you will be rewarded



and raised in Manchester, he has fulfilled a life-long dream with his own kayak school on Lake Brienz.

Kayaking in winter - a league of its own. [Kayaking in winter](#) is everything, except cold. Warm drysuits guarantee a first-class experience on wintry 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



guides lead the guests safely through the breath-taking winter landscape below the famous Augstmatthorn. To round off the winter excursion, the Lombachalp ranger shares his extensive knowledge of this magnificent nature reserve.

Lombachalp - Snowshoe tour with a ranger. This [snowshoe tour is](#) for advanced trekkers far away from the beaten track and offers a truly unique experience. Lombachalp is one of the most impressive moorland landscapes in Switzerland and is home to many legends and exciting stories. On this half-day tour, professional



their skills and gain new experience on the boards. The track runs parallel to the ski slope and can be easily reached by funicular from Mürren.

Adventure ski slope for children in Mürren. The adventure slope «[Lilly's Kidsslope](#)» on the Allmendhubel in the Mürren ski area consists of artificial waves, snow tunnels and obstacles. Fun and games are therefore guaranteed, as the little ones train

Touristic Summer Highlights 2021

The holiday canton of Bern is a water canton *par excellence*. And it is to that element and its outstanding recreational factor that the Bern Holiday Region is devoting all its attention in 2021, making this particular theme its focus of the year. Waterways and water courses are the elements that link all six destinations. The holiday canton of Bern is rich in rivers, lakes, waterfalls, and gorges, providing recreational areas, attractions, and open-air sports grounds. Compiled [here](#) are lots of water-borne experiences for you to enjoy. More summer highlights are also to be found on the following pages:



Cycle Trail 888 – [Bern's Green Belt](#):

It's far more than 'just' a cycling route; after all, the focus here is on exploring the local features. Making regular stops along the way is always worthwhile: at signposted sights and adventure spots (be sure to look out for the green signs) there are lots of interesting, amusing and surprising facts to find out about on topics

such as nature and agriculture. For example, why beavers almost became extinct; why the water of the Belper Giessen 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.



[Hügu Himu](#) – an e-biking paradise in the Emmental

valley: The Hügu Himu offers sports-minded visitors a selection of the most beautiful e-bike tours in Switzerland. Along more than 450 km of meticulously signposted routes, guests have the opportunity to 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 splendid dairy cows. So get your e-bike, saddle up, and set off on your discovery of the Hügu Himu.



leads up to the Eiger Glacier, and a new ten-person gondola lift up to the Männlichen – with spectacular views and much reduced travelling times all included.

The most innovative and exciting construction project anywhere in the Alps – the [V-cableway](#) project of a generation: The V-cableway project was completed in December 2020, in the spirit of the visionary pioneering achievements that characterised the construction of the Jungfrau Railway between 1896 and 1912. From the new terminal at Grindelwald, a 3S tri-cable ropeway



just on warm summer days.

[Allmendhubel water maze:](#) The new water maze on the Allmendhubel promises thrilling action-packed duels between parents and children, siblings, and friends. With the water constantly changing direction, who will reach the finish line more quickly without coming into contact with the ‘coolish’ water? The clock is ticking! Guaranteed lots of fun and very refreshing – and not



along cliff faces to the stunning gorges of the lower and upper Grindelwald glacier.

Treasure hunt on the [Pfingstegg:](#) Grab your treasure map and set off on a quest featuring legends and fairy tales on the Pfingstegg. You’ll encounter dragons, dwarfs, and even knights, all of whom are said to have once lived in Grindelwald – so plenty of surprises in store for the children! Cosy, delightful, and idyllic, the summit station of the Pfingstegg cable car is located on a scenic meadow high above Grindelwald. It’s just the perfect spot if you fancy a leisurely excursion far from the madding crowd. Families in particular will appreciate the vast adventure playground at the mountain station, the toboggan run, the new Fly Line, and the great BBQ area. Varied hiking trails take you

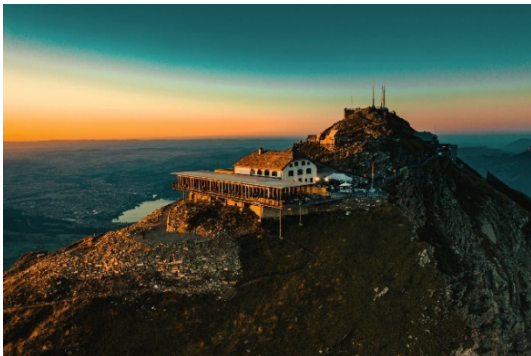


All ears – [Ballenberg World of Fairy Tales and Legends](#):

What's the story behind the three golden keys? Who lives in the 'Marmilchloch'? And how come 'Nidelgret' always had more cream than all the others, even though she only had one cow? The answers to these questions can be picked up at the Ballenberg Open-air Museum. Nine exciting fairy tales and legends from

many regions of Switzerland, each re-told in the local dialect, are narrated for the benefit of visitors at Ballenberg.

Not all buildings at the Ballenberg Open-air Museum are accessible to wheelchair users with restricted mobility. So [Ballenberg à la Carte](#) has come up with a solution. With digital content and a digital personal guide, visitors in wheelchairs have the option to experience the interior of those buildings on their smartphone or tablet, with lots of exciting background information on their erstwhile residents, their stories, and their everyday lives in times gone by.



[Niesen all-you-can-eat buffet](#): The 'Niesen Buffet' culinary outings to the Niesen pyramid take place every Wednesday evening. An all-you-can-eat buffet at the Berghaus Niesen Kulm at over 2,300 m above sea level is a new attraction featuring specialities from the Niesen region. Guests get the opportunity to savour local culinary delicacies while taking in the stunning

views of the imposing Bernese Alps.

To find out more about [sustainability](#) on the Niesen, check out the wealth of information available at the climate change and biodiversity experiment.



e-mountain bike tour with tips on riding technique:

'Flying Wheels' offers a combination of guided e-mountain bike tour and tips on riding technique. The tour takes you to the most beautiful trails in Interlaken and includes approx. 2 hours of coaching on the basics of riding technique and the special features of e-components (total duration: 4 hours). This offer is

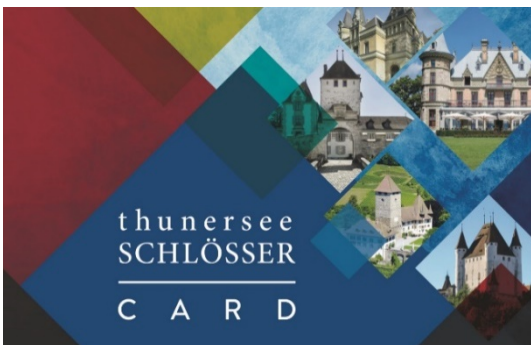
aimed at e-mountain bike riders who find easy trails already difficult to contend with and are therefore keen to get more fun out of their E-MTB experience. The dates and the special deal are available [here](#).



New Escape Game – Make Your Escape from the

Asylum: In this Escape Room, players wake up in a hospital room of a private psychiatric clinic in Interlaken; all they can remember are their first names. How did they get there? Why are they there? Confusion spreads until a message arrives from nurse Angie. She believes the players are the victims of an intrigue and

wants to help them. She has hidden clues around the room so her colleagues will not find them. With the help of the clues, the players can solve the secret of the mysterious case and make their escape from the asylum. Special features: The side-quest story bonus system offers players an additional level: more time by answering additional tasks. Suitable for ages: 11 to 99. Number of participants: 2 – 12. Duration: 60 minutes.



The Schlössercard opens the doors to history, art and

culture: The Schlössercard (Castle Card) entitles individual visitors and/or families to discounted admissions to four main cultural monuments on Lake Thun and an enjoyable break at the restaurant at Schadau Castle. Visitors therefore have plenty of time to discover and enjoy the four museum castles as well

as a coffee, Prosecco, or cordial on a wonderful terrace with a mountain panorama. The Schlössercard is valid for a year from the date of issue. Single: CHF 35.- Family: CHF 70.- (2 adults, 2 children).

Saaniland Gstaad: Destination Gstaad is expanding its adventure worlds for young and old with several new projects. On two new adventure trails, families have the opportunity to discover the local fauna and flora, the history of music and the region's most beautiful vantage points. Children are accompanied along the way by 'Saani', a young, cheerful and rather cheeky Saanen kid goat. The 'STATION' tinkering workshop that opened in the old fire station in Saanen is, after all, also part of the Saaniland. It opens up the world of handicrafts, DIY, and tinkering in general.



The 'Weisses Kreuz' Abländschen renamed **Berghotel**

'Zur Sau': Following a change of ownership and a prolonged closure, the 'Weisses Kreuz' secured a new tenant in summer 2020. The Bernerhof in Gstaad is set to revive the weathered *Gasthof* as a smart mountain hotel offering rural agri-tourism. While the quaint rustic rooms and spacious sun terrace are to be retained, the hotel's regional ties are to be strengthened further. The

Abländschen valley community consisting of some 35 inhabitants is part of the municipality of Saanen. The Berghotel 'Zur Sau' is to be fully integrated into the valley community, with strong ties to its people and its fine produce. The distinctive raw milk *raclette* cheese, for example, made from 100% Abländschen milk, is a tremendous advertisement for this unique valley.



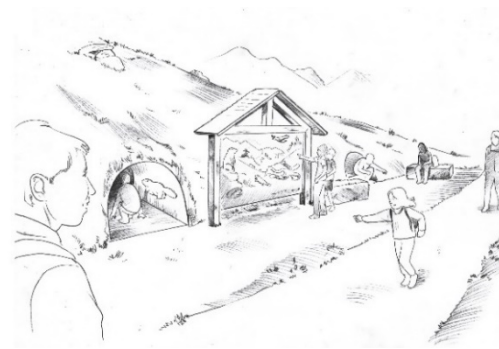
Gstaad picnic basket: The concept of the Gstaad fondue backpack has proved so popular that it has now been developed further, with the Gstaad picnic basket introduced in spring 2021. It is packed with delicacies from the region. Those keen to take the basket with them on a hike simply place their order with the relevant producer the day before, stating the contents

they want, and then collect it the following day. Nature herself provides the perfect picnic spot, not to mention any one of the many **barbecue areas** in the surroundings. A new BBQ site has been opened on the Rellerli (Grossi Vorschess) and a new pleasure spot has also been set up below the 'Horetube' on the Saanerslochgrat. The covered barbecue area in Turbach is also to be expanded in time for summer 2021.



Matchstick Museum: For the Matchstick Museum, the Cultural Heritage Foundation carried out extensive research in archives and libraries, consulted contemporary witnesses, and collected all sorts of exhibits. At the Museum itself, visitors have the opportunity to find out how matchstick manufacturing has changed, how child labour and health problems were commonplace for all too

long, how individual families played a striking role in the match industry, and how a Swedish trust took over most of the businesses before gradually closing them down. Even today, PyroWillen still produces speciality items and retails fireworks.



Murmeli Cave at Betelberg an der Lenk now accessible:

In summer 2020, a new reservoir was built at Betelberg to serve as a recreation area. With the new reservoir now in place, the Murmeli Cave has been redesigned as part of the 'Murmelitrail' adventure hiking trail. The Murmeli Cave itself is a place of discovery, learning, and fun aimed specifically at children. The topics featured all revolve

around marmots, their feeding habits, fat deposits, cave building, energy-saving, the soil, and their hibernation period. – Definitely a highly educational cave system for little explorers.



Special exhibition of traditional costumes at the Agensteinhaus Valley Museum, Erlenbach:

A special exhibition of men's and women's traditional costumes from the Simmental, Saanen and Frutigland regions is to go on show at the Agensteinhaus Museum from 2 May to 17 October 2021. The exhibition is a collaboration with Rebecca Rothenbühler, a qualified dressmaker and traditional costume designer. The diversity of traditional costumes in the Bernese Oberland, particularly the western part, is vast. This sub-region alone boasts five different ladies' costumes. Evening lectures are also planned, providing more information on

traditional costume jewellery, the making of traditional costumes, and 'the life span of a traditional costume'.