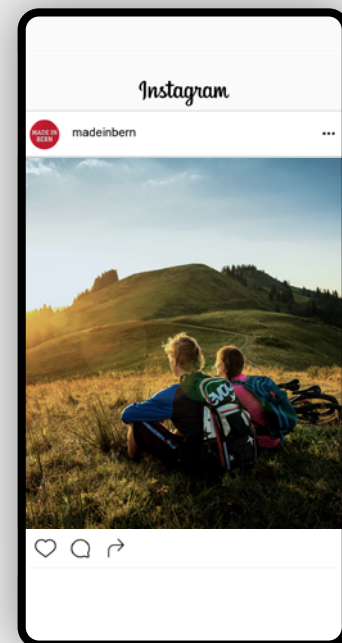


HIGHLIGHTS

MADE IN BERN



Lake Oeschenen



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BERN

GSTAAD
COME UP SLOW DOWN

interlaken

ADELBODEN LENK
KANDERSTEG

JURA
TROIIS-LACS
DREI-SEEN-LAND
JURA REGION TOURISM

JURA
TROIIS-LACS
DREI-SEEN-LAND
JURA REGION TOURISM



1

INTERLAKEN ADVENTURES

For a change, enjoy a bird's eye view of the Interlaken holiday region. Paragliding lets you sneak a peek at breathtaking views of the vast mountain and lake scenery.



4

FAIRY-TALE CASTLES BY THE LAKE

Right on the shores of Lake Thun are five magnificent castles with spacious grounds, the perfect setting to experience the life of the nobility in the turbulent Late Middle Ages.



3

THE LAKES OF BRIENZ AND THUN

Water is certainly the element of choice around Interlaken, with opportunities to enjoy some stand-up paddling with magnificent views, a relaxing lunch on board a cruise ship, a refreshing dip, or a sailing course.



2

IN TOLKIEN'S FOOTSTEPS

J.R.R. Tolkien is said to have come up with the idea for Rivendell in Lord of the Rings after hiking in the Lauterbrunnen valley. And no wonder: there are no fewer than 72 waterfalls gushing in this valley.



5

ALONG THE LAKESHORE

A relaxed mountain bike or e-bike tour takes you from Gstaad to Laenen. The route around the wonderful Lake Laenen is an experience. Make sure you allow plenty of time for photo ops!



7

LENK - A HIKING PARADISE

As a family destination, Lenk is also a genuine paradise for hikers. For instance, the trail from the Simmen Falls to Siebenbrünnen is invigorating and offers stunning views.



8

ISLAND LIFE

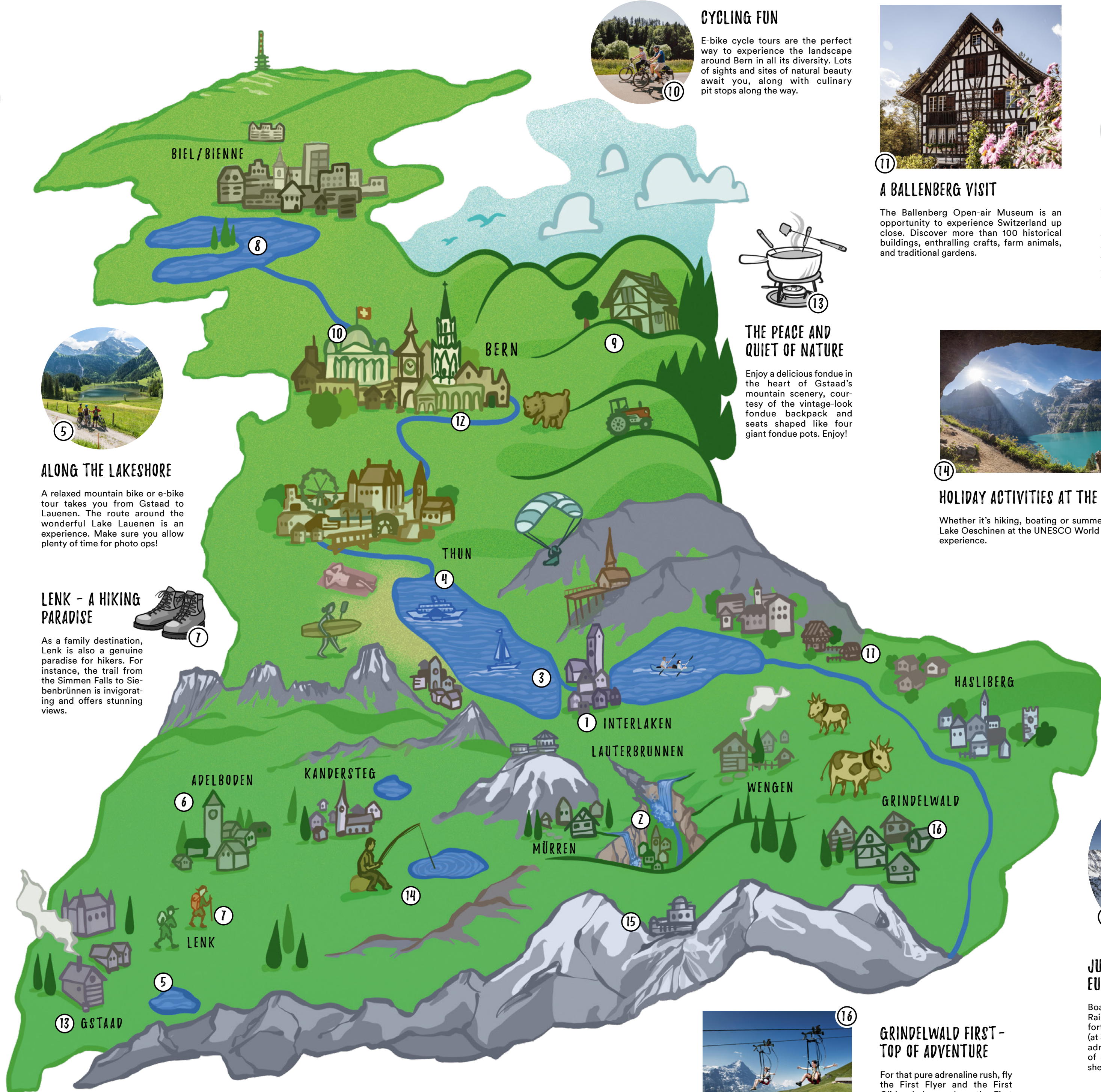
The car-free St. Peter's Island on Lake Biel is certainly idyllic. The hike from Erlach through the nature reserve to the historical Kloster-hotel is both pleasant and relaxing.



9

EMMENTAL SHOW DAIRY

How does the cheese get its holes? The Emmental Show Dairy has the answer to this question - and lots more to do with the manufacture of the famous Emmentaler AOP cheese.



10

CYCLING FUN

E-bike cycle tours are the perfect way to experience the landscape around Bern in all its diversity. Lots of sights and sites of natural beauty await you, along with culinary pit stops along the way.



13

THE PEACE AND QUIET OF NATURE

Enjoy a delicious fondue in the heart of Gstaad's mountain scenery, courtesy of the vintage-look fondue backpack and seats shaped like four giant fondue pots. Enjoy!



11

A BALLEMBERG VISIT

The Ballenberg Open-air Museum is an opportunity to experience Switzerland up close. Discover more than 100 historical buildings, enthralling crafts, farm animals, and traditional gardens.



12

URBAN SWIMMING

The Zytglogge (Clock Tower), the Parliament Building and the BearPark are all a must-see. As is a refreshing dip into the waters of the Aare river as it meanders its way around the UNESCO-listed old city centre.



14

HOLIDAY ACTIVITIES AT THE LAKE OESCHINEN

Whether it's hiking, boating or summer sledding, a trip to the Lake Oeschenen at the UNESCO World Heritage site is a unique experience.



15

JUNGFRAUJOCH-TOP OF EUROPE

Board the Eiger Express and Jungfrau Railway and travel up in complete comfort to Europe's highest railway station (at 3,454 m above sea level). Once there admire stunning, breathtaking views of a world filled with ice, snow, with sheer cliffs.



16

GRINDELWALD FIRST-TOP OF ADVENTURE

For that pure adrenaline rush, fly the First Flyer and the First Glider, balance along the First Cliff Walk or race down the mountainside in a First Mountain Cart or on a trottibike.



LAKE BRIENZ BY KAYAK

How about a change of pace from the piste? A winter kayak tour is an opportunity to enjoy peace and tranquillity, as well as views of snow-covered mountains from a completely different perspective.



ICE SKATING IN INTERLAKEN

The ice-skating setting of the ICE MAGIC Boutique Interlaken is a dream skating spot. Afterwards, why not warm up with a hot drink in the cosy Winter Lounge?

ENGSTLIGENALP DREAM IGLOO

Fancy a fondue by candlelight at Europe's largest igloo restaurant? Followed later on by sweet dreams overnight inside a romantic accommodation igloo? It's all possible at the Engstligenalp winter wonderland.

FLOATING ABOVE THE ABYSS

Crossing the Peak Walk by Tissot at Glacier 3000 genuinely is a once-in-a-lifetime experience. The 107 m suspension bridge is open all-year round.



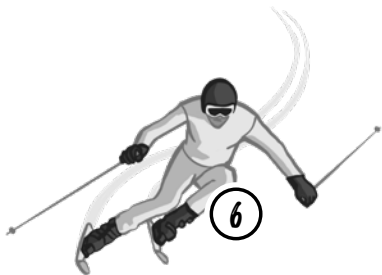
RELIVING HISTORY

In Bern's 'Museum District' you'll find, among others, the Museum of Communication and the Bern Historical Museum. With their interactive exhibitions they are guaranteed to thrill and inspire all age groups.



SMALL, FAMILY-FRIENDLY SKI AREAS

Delightful ski areas in the alpine foothills such as the Axalp and the Niederhorn in the Interlaken holiday region are a treat for the whole family.



SKI WORLD CUP

The FIS Ski World Cup races in Wengen (against a backdrop of Eiger, Mönch and Jungfrau) and on the 'Chuenisbärgli' in Adelboden are genuine crowd pullers offering world-class thrills.



BERN'S CHRISTMAS MARKETS

Aromatically spicy mulled wine and festively decorated stalls await not just at Bern's Sternenmarkt! Top tips: the Kamby Christmas market in Trubschachen and the Christmas market in Huttwil.



PURE RELAXATION IN GSTAAD

Relaxing and taking a time out are just as important. The motto 'Come up, slow down' certainly sets the tone when it comes to enjoying the soothing packages on offer at Gstaad's many spa hotels.



HOT POT WITH A VIEW

Gaze out at the mountain panorama at Lake Brienz from the comfort of a steaming hot timber tub. All that's missing now is a deliciously creamy cheese fondue, served right at the hot pot on request.



ENDLESS TOBOGGANING FUN

The Big Pintenfritz is one of the world's longest toboggan runs. After a 2,5-hour hike up to the Faulhorn, hurtle down the 15 km run back to Grindelwald.



SCHILTHORN-PIZ GLORIA

Whether it's on foot or on skis, seeing the shooting location for the James Bond movie 'On Her Majesty's Secret Service' is simply a must. Enjoy the stunning 360° panoramic views from the revolving restaurant.



A WORLD OF SWEETNESS

Immerse yourself in the world of Camille Bloch and embark on an unforgettable journey of taste and discovery: Discover the history of the family business, take part in interactive experiments and experience the production of Ragusa and Torino.



THE LAKE BLAUSEE'S CRYSTAL-CLEAR WATERS

The Blausee Nature Park is a feast for the senses: whether it's a spa and wellness treat, a romantic winter stroll or a tasty locally sourced trout.



HASLIBERG HIKING FUN

Meiringen-Hasliberg has lots of signposted winter hiking trails and snowshoeing routes for the young and the young at heart. Indeed, few things are as satisfyingly enjoyable as the sound of crunching snow in a stunning winter wonderland.



THE FOUR LARGEST SKI AREAS

More than 600 km of pistes and state-of-the-art uplifts for the best skiing fun around: Adelboden-Lenk, Gstaad, Jungfrau Ski Region and Meiringen-Hasliberg are Bern's four largest ski areas.

So much to experience!

Welcome to the Region of Bern. Immerse yourself and experience its amazing diversity for yourself. madeinbern.com

Interlaken holiday region

Dream holidays come true in Interlaken, both as a destination and a starting point for excursions. Located between Lake Thun and Lake Brienz, at the foot of the Eiger, Mönch and Jungfrau, Interlaken is a paradise setting for outdoor adventures. And there's plenty on offer for those interested in culture too: countless castles, interactive museums, and stellar events guarantee plenty of variety.

interlaken.ch

Jungfrau Region

The sheer diversity of the Jungfrau Region is nothing short of intoxicating: from the Swiss Alps Jungfrau-Aletsch UNESCO World Heritage site to the famous trio of alpine peaks – Eiger, Mönch and Jungfrau – to the charming mountain villages of Grindelwald, Wengen, Lauterbrunnen and Mürren. Plus: families holidaying in the Haslital benefit from all sorts of special offers.

jungfrauregion.swiss

Adelboden-Lenk-Kandersteg

The hiker's paradise at destination Adelboden-Lenk-Kandersteg is ideal for children and grown-ups alike. Enjoy the mountain landscapes, water worlds, and all the good food at the foot of the Blüemlisalp and Wildstrubel. For winter sports enthusiasts, Adelboden-Lenk boasts a first-class skiing area. So it's no coincidence the legendary Ski World Cup is held at the 'Chuenisbärgli'.

meine-berge.ch

Destination Bern

Destination Bern is located in the very heart of Switzerland. The federal capital with its UNESCO-listed old city centre never ceases to fascinate with first-rate museums and lots of shopping opportunities under its famous arcades (Lauben), totalling some 6 km in length. In the countryside just beyond Bern you'll find the picturesque Emmental valley with its splendid Bernese farmhouses and the ruggedly romantic Gantrisch Nature Park.

bern.com

Destination Gstaad

For all its chic charm and subtle luxury, Gstaad has succeeded in retaining its alpine authenticity as a destination. Traditions are there to be experienced close-up. Besides culinary highlights at gourmet restaurants or in Fondue Land Gstaad, the region is a popular wellness destination too. Numerous top events round off the holiday experience.

gstaad.ch

Jura & Three-Lakes

Biel is the birthplace of Swiss watchmaking industry and the starting point for delightful cruises. One popular favourite is the three-lakes cruise. Picturesque winegrowing villages and vineyards await to be discovered along your hikes and treks. The deep valleys of the Bernese Jura are the ideal setting to relax and unwind in the heart of nature and ancient traditions.

j3l.ch

Looking for a perfect venue for your private or business event? The best address for meetings and events: madeinbern.com/business



Quick and easy to reach

Thanks to Switzerland's dense public transport network, travelling in comfort throughout the Region of Bern could not be easier, whether it's to mountain peaks with breathtaking views, charming towns and mountain villages or scenic cruises.

madeinbern.com/travel

