

BERN⁺

Swiss Capital, UNESCO World Heritage Site since 1983

Leisure program for journalists during the Tour de France in Bern
Tuesday, July 19, 2016



Welcome to Bern!

Bern Tourism

Amthausgasse 4 | P.O. Box 169 | CH-3000 Bern 7 | T +41 (0)31 328 12 12 | F +41 (0)31 328 12 99 | info@bern.com | Bern.com

Activities in Bern City

Activity 1: Bern for History Lovers

Thanks to the medieval and well-preserved townscape, the Old Town of Bern was entered into UNESCO's listing of World Heritage Sites in 1983. Take the opportunity to discover the Old Town of Bern with a local guide.

UNESCO World Heritage Site



The capital of Switzerland has many charms. Its quaint Old Town is framed by the Aare river and offers spectacular views of the Alps. With its 6 km of limestone buildings and medieval arcades, its Renaissance fountains with colourful figures, and its beautiful cathedral surrounded by picturesque rooftops, Bern founded in 1191, is truly a gem of medieval architecture in Europe.

Allow yourself to be taken on a guided tour of discovery through the Old Town of Bern and discover the most beautiful as well as some unknown sights of the Swiss capital. Visit the first western city gate (1218-1256) of Bern's Old Town. The Clock Tower (Zytglogge) dates from the time of the first city expansion phase. Discover medieval technology and enjoy the performance of the clockwork figures and the elaborate workings of the astronomical clock.

Duration: 2 hours
Where: Old Town of Bern
Languages: Deutsch, English, Français, Italiano, Español

Activity 2: Bern for Water Lovers

In summer, allowing yourself to float downriver in the cool water is one of the most unforgettable highlights of a stay in the Swiss capital. Take the chance and experience the unique urban swimming in Bern.

Marzili river pool

Marzilistrasse 29
CH-3005 Bern



When the sun comes out, hundreds of Bern locals head to the Aare river for a swim or river rafting while the impressive UNESCO World Heritage Site Old Town looks down on them from high above. The cool, deep-blue, clean water of the Aare river, which winds its way into the city from the Bernese Alps, offers optimum refreshment on hot summer days.

Since 1782, the Marzili is the largest and most frequented river pool in Switzerland. Bathers have enjoyed swimming in the “academic swimming baths,” as the Marzili used to be called, for 700 years. This tradition survives to the present day, and while above the Marzili the colorful city life pulsates, the clear water of the Aare river provides a refreshing bathing experience, totally free of charge.

Attention: Bathing in the river is reserved for skilled swimmers only!

Visit the **Gelateria di Berna**, the most popular ice cream shop in town, and try some delicious but unusual tastes.

Gelateria di Berna

Laboratorio Marzili
Marzilistrasse 32
CH-3005 Bern
P +41 31 508 52 32
www.gelateriadiberna.ch



Don't miss this little culinary excursion to Italy: the Gelateria di Berna with its locations on Mittelstrasse (Länggasse), Marzilistrasse (opposite the main entrance of the swimming pool Marzilibad) and Scheibenstrasse (Breitenrain) is the best and most popular gelateria in all of Bern. Its creations, freshly prepared every day, range from classic delights such as vanilla to exotic temptations like raspberry with ginger.

Duration: 1.5 hours

Where: River area of Bern (Marzili)

Activity 3: Follow your nose in Bern

Let you be seduced by the world of fragrances and the historic centre of Bern! Scents evoke memories gone by, which in turn inspire and invite us to take a journey through time. Just literally follow your nose on a guided tour and learn more about the history and the smells of the City. From sandstone to liquorice up to cocoa flavour - Bern can offer many unique scents with a thrilling past.

Art of Scent – Swiss Perfumes

Rathausgasse 49
CH-3011 Bern
P +41 31 761 22 18
www.artofscents.ch



After the tour you create your own scent in the atelier “art of scent- Swiss perfumes” in the Old Town. Each participant gets to take home a small bottle of her/his own personal Bernese scent, mixed with precious and unique essences.

Duration: 2 hours
Where: Old Town of Bern
Languages: Deutsch, English, Français

Half-day excursions to the Bern Region

Activity 4: Bern through the stomach – For Cheese Lovers

Take a half-day excursion in order to visit the Emmental valley, a fabulous region with gently rolling hills, long branching-out ridges, charming valleys and steep rifts. It's there where the famous Swiss cheese with the holes is produced. Take a look into the production site and even produce your own cream cheese.

Show Dairy

Ausserhof
CH-3416 Affoltern i.E.
P +41 34 435 16 11
www.showdairy.ch



Visitors can look on as real Emmental cheese is made at the modern manufacturing plant. The visit includes four cheese dairies from different eras. The Küherstock cheese dairy from 1741, where cheese can still be produced over an open fire; the Feuerwagen cheese dairy from 1900, the village cheese dairy from 1954 and the modern Show Dairy with new production facilities, an extensive range of cheeses and a restaurant. The show dairy covering some 17,500 m² will give you an up-close look at the production of the world-renowned Emmentaler AOP.

Experience the Emmental by e-bike and make a short excursion to the Lueg, a viewing point at 890 m a.s.l. with a stunning panoramic view towards the lush meadows of the Emmental and the snowcapped Bernese alps in the background.

FLYER e-bikes

Biketec AG
Schwende 1
CH-4950 Huttwil
P +41 62 959 55 55
www.biketec.ch



The rich diversity of the Bern Region beckons to be discovered along its idyllic miles and miles of e-bike trails. Effortlessly peddle with your e-bike up far-away hills and along country lines. The FLYER e-bike makes it fun and easy to experience the area's attractions, its most beautiful views and cultural highlights.

Duration: 4 hours
Where: Affoltern (Emmental)
Travel: By train and bus

Activity 5: Bern through the stomach – For Sweet Teeth

Take a half-day excursion and visit the Kambly Experience in the lovely Emmental, famous for its hilly, lush green landscape, the mystical stories and world-renowned hospitality. You'll be introduced to true regional secrets – such as the art of fine biscuit making at the Kambly Experience.

Kambly Experience

Kambly SA
Spécialités de Biscuits Suisses
CH-3555 Trubschachen
P +41 34 495 02 22
www.kambly.ch



For three generations, Kambly has epitomised the famous and traditional Swiss biscuits. The history of Kambly began more than one hundred years ago with the Emmental "Bretzeli" – baked according to grandmother's recipe. Explore the origins of Kambly, Switzerland's leading biscuit brand. Discover the secrets of the art of fine biscuit making and enjoy moments of delight at the Kambly Experience.

Duration: 4 hours
Where: Trubschachen (Emmental)
Travel: By train

Activity 6: Bern for Active Lovers – the Cycling Paradise

Take a half-day excursion to Huttwil in the Oberaargau, a scenic and delightful area famous for its world-renowned companies. Get a factory tour of Biketec AG, the pioneer in the e-bike industry in Europe, and learn more about the production of e-bikes, including a test ride.

FLYER e-bikes
Biketec AG
Schwende 1
CH-4950 Huttwil
P +41 62 959 55 55
www.biketec.ch



See first-hand where the famous FLYER Swiss electric bikes are manufactured. Learn about the FLYER's development from its origins to today. The FLYER factory has been built according to the Miner-gie® standard and offers many interesting aspects, such as the large photovoltaic system on the roof that produces the electricity on site for your test ride.

Duration: 4 hours
Where: Huttwil (Oberaargau)
Travel: By train

Registration form

I would like to participate in the following activity/activities on Tuesday, July 19, 2016:

- | | |
|---|--|
| <input type="checkbox"/> Activity 1: Bern for History Lovers
<input type="checkbox"/> Preferred time: _____ | <input type="checkbox"/> Activity 4: Bern through the stomach – For Cheese Lovers
<input type="checkbox"/> Morning: Train departure 09h20 in Bern
<input type="checkbox"/> Afternoon: Train departure 13h20 in Bern |
| <input type="checkbox"/> Activity 2: Bern for Water Lovers
<input type="checkbox"/> Preferred time: _____ | <input type="checkbox"/> Activity 5: Bern through the stomach – For Sweet Toths
<input type="checkbox"/> Morning: Train departure 09h36 in Bern
<input type="checkbox"/> Afternoon: Train departure 13h36 in Bern |
| <input type="checkbox"/> Activity 3: Follow your nose in Bern
<input type="checkbox"/> Preferred time: _____ | <input type="checkbox"/> Activity 6: Bern for Active Lovers – the Cycling Paradise
<input type="checkbox"/> Morning: Train departure 09h07 in Bern
<input type="checkbox"/> Afternoon: Train departure 13h07 in Bern |

First name	Last name
Gender <input type="checkbox"/> male <input type="checkbox"/> female	Languages spoken
Address	City, State, Postcode, Country
E-mail	Mobile phone
Outlet(s)/Company	Type of Media
Position within company	Publication planned <input type="checkbox"/> yes <input type="checkbox"/> no

Please fill in this registration form and send it back by e-mail not later than **Sunday, July 17, 2016** to Livia Schönenberger, Public Relations Assistant Bern Tourism: livia.schoenenberger@bern.com. If you need further information don't hesitate to contact us. We are happy to assist you.

Place, date

Signature

Social Media:

Share your experience in Bern with us.



Facebook
Instagram
Twitter

I love Bern, facebook.com/bernschweiz
@ilove_bern, #ilovebern
@BernTourismus

Contact Bern Tourism:

Nicole Schaffner
Public Relations Manager
nicole.schaffner@bern.com
Bern.com
P +41 (0)31 328 12 42
M +41 (0)76 436 05 09

Livia Schönenberger
Assistant Public Relations
livia.schoenenberger@bern.com
Bern.com
P +41 (0)31 328 12 72
M +41 (0)78 863 19 41

A special offer by Bern Tourism.

Insurance is up to the participant's own responsibility. This program may be subject to change.