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PRESS RELEASE

## **“A Digital Journey Into Bern’s Past”: Bern Welcome launches audio tour**

**Bern, 28 January 2026 – Get ready to discover the federal city “by ear”: Bern Welcome invites you on an acoustic journey of discovery with its new highlight audio tour. All you need is a smartphone, earphones and a healthy dose of curiosity.**

The new highlight audio tour **“A Digital Journey Into Bern’s Past”** tells the stories behind Bern’s historic façades and connects the city’s most important landmarks on a 2.5-kilometre walking tour. “The 20 audio stations and content available in six languages allow our guests a flexible experience at their own pace – in keeping with the relaxed Bernese way of life,” says Manuela Angst, CEO of Bern Welcome. The project was realised in cooperation with the Laupen-based company Grafikreich.

### **More flexibility for guests**

Whether as a break in between business appointments, a fun activity in the city with your family, or a spontaneous adventure at the weekend – this audio tour is available at any time, can begin anywhere, and works in all weather conditions. GPS navigation and authentic Bernese voices turn the tour into a personal experience.

The audio tour can be played directly in your browser; there is no need to download an app. An interactive map, historic city maps, atmospheric images and additional information complete the digital discovery tour. The route was devised with accessibility in mind; lifts are available wherever there are stairs.

### **A modern-day alternative**

With the launch of its audio tour, Bern Welcome is responding to the changing needs of guests while at the same time strengthening its profile as an innovative, guest-oriented, quality-conscious destination. The audio tour offers easy access to information and provides a flexible alternative to traditional city tours, without detracting from them. “This allows Bern Welcome to specifically target new audiences, particularly younger digital natives, solo travellers, and even locals who want to test their knowledge of Bern,” says Manuela Angst. At the same time, the offer encourages a more mindful pace of travel, in line with the concept of slow tourism.

## Highlight audio tour “A Digital Journey Into Bern’s Past” overview:

- **Distance:** 2.5 kilometres.
- **Duration:** approximately 2 hours.
- **Languages:** Dialect (Bernese), German, English, French, Italian, and Spanish.
- **Price:** CHF 14.90 per access.
- **Availability:** now available.

Go directly to the new audio tour: [bern.com/highlight-audiotour](https://bern.com/highlight-audiotour)

For additional information, please contact:

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### About Bern Welcome

Bern Welcome is the destination management organisation of the destination Bern, bringing together the various players within and along the tourism service chain. It positions and develops the destination and strengthens its competitiveness in the market in an innovative and resource-saving way, always with a focus on networking.

The construct Bern Welcome consists of the holding company Bern Welcome AG and the two subsidiaries Bern Tourismus AG and Bern Meetings & Events AG. The members on the boards of directors are the same.