MEDIA KIT BERN



Welcome

BERN



Welcome to Bern

A historic old town with a crystal-clear river set against a stunning Alpine backdrop: welcome to Bern. Switzerland's federal city lies in the centre of Europe and in the heart of Switzerland. Thanks to its excellent national and international transport links, it is easy to reach and ideal for both leisure and business trips.

This media dossier gives a taste of what makes Bern and its surrounding region so special: the UNESCO-listed old town, worldclass museums, rolling countryside, historic castles and local specialities such as the famous Emmentaler AOP cheese. From Albert Einstein to Paul Klee, from cycling routes to beer tours, from major festivals to local celebrations, Bern is full of surprises.

2027 has a lot in store in Bern. Jubilee highlights include the 10th edition of the Street Festival in Langenthal, the 25th anniversary of the Museum Franz Gertsch, the 45th edition of the Grand Prix of Bern, the 50th Gurtenfestival and the 50th European Museum of the Year Awards. Starting on page 19, you can find an overview of the high-calibre exhibitions coming to Bern's museums. And two hotels will be reopening their doors in 2027: the Appenberg Hotel Village in the Emmental at the start of the new year, the Arabelle Hotel in the city of Bern at the end. Additionally, the already diverse range of activities for cyclists will be expanded to include a new multi-day gravel tour. These are just some of the many highlights that the new year holds.

We're happy to support your research and help you discover what makes Bern such a remarkable place to visit.

bern.com/en

Why Bern?

Efficient

The federal city is located in the centre of Europe, saving travellers valuable time with short journeys from location to location. And thanks to the Bern Ticket, they can use public transport free of charge.

Peaceful

Take a stroll through Bern's alleys and enjoy the view of the surrounding nature. Bernese people are focused and cosmopolitan, and they deliberately cultivate a laidback way of life that translates to visitors and event organisers almost immediately.

Diverse

From classic to innovative locations, accommodation, and culinary options, from active or educational activities to a varied cultural programme — Bern has a highlight for every taste.

Connected

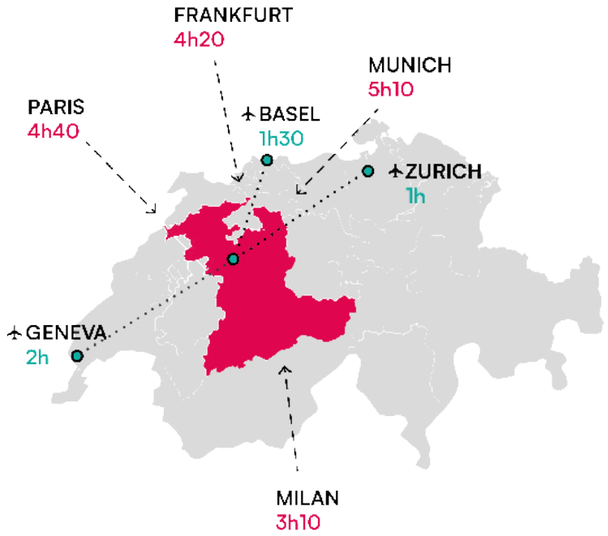
Bern Welcome will gladly put you in contact with the right people, support you from the initial enquiry to the successful realisation of your research and provide tips that only locals can give. And all of that in four languages.


UNESCO World Heritage Site


E-bike paradise


Year-round destination

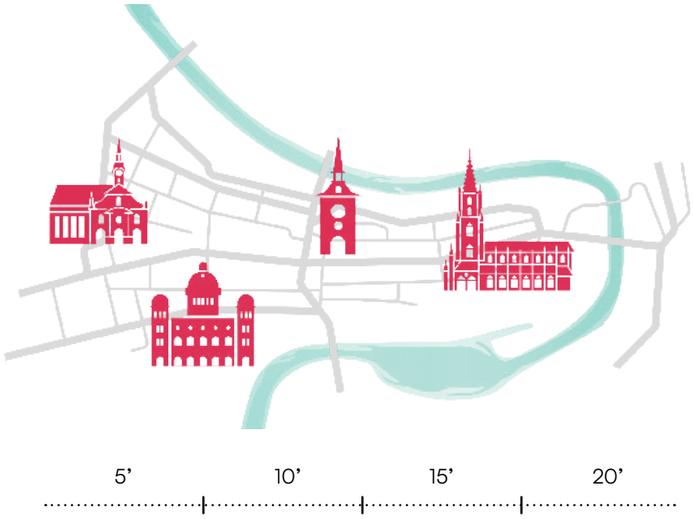
Short distances



Thanks to its central location in the heart of Switzerland, in the middle of Europe, travelling to Bern with trains takes no time at all.

Bern is easily and quickly reached by airplane. Bern Belp Airport operates charter flights and flights to vacation destinations. There are direct trains to the federal city from Zurich and Geneva. From Basel, you're in Bern within 1.5 hours.

Almost everything in Bern is within walking distance, and events can be organised efficiently. There is no need for additional transportation and events can easily be split between several locations. And the most important sights in Bern's UNESCO-listed old town are also within walking distance.



Bern in numbers

4
free outdoor pools

858
m above sea level: the Gurten, Bern's very own mountain

60+
excellent event venues in the Venue Finder at bern.com

5'512
hotel beds in the city of Bern

100.6
metres high: the Bern Minster, Switzerland's highest church steeple

1983
the year that Bern's old town was declared a UNESCO World Heritage Site

4
benches with Einstein statues on them

0
francs, the cost of public transportation

10
great e-bike routes

222
steps to the highest meeting room in Bern's old town

100
fountains with fresh drinking water

6
kilometres of weatherproof shopping under the characteristic arcades of Bern's old town

220
rose varieties in the Rosengarten, along with 200 iris varieties

760
restaurants in Bern

Public transport tickets

Bern-Ticket

The Bern-Ticket is ideal for getting from point A to point B or for exploring and getting to know the federal city. It allows accommodation guests free use of the public transport system in the city of Bern and its close surroundings. This includes all tram and bus rides in zones 100 and 101 of the LIBERO public transport network as well as the Gurten and Marzili funiculars and the Minster terrace lift.
bern.com/bern-ticket-en

SBB Congress Ticket

Event organisers hosting international congresses and conferences with 300 delegates or more can benefit from the SBB Congress Ticket. Attendees receive a discount of up to 50% off the standard rate for a round trip from the Swiss border or arrival airport to the event location and back.
Further information



Bern's surrounding regions can be reached in just a few minutes by train from the federal city.



City and region of Bern



Bern

Federal city, city of shopping, pleasure, culture: Bern is diverse and unique. Whether you're looking for stunning nature, cultural activities, or great food — Bern has it all.
More information

Top 3

- UNESCO-listed old town
- Renowned museums
- Nature on its doorstep with the River Aare and the Gurten



Emmental

30 minutes from Bern

The region's cheese with its many holes is world-famous. But the Emmental has much more to offer than just the Swiss export hit — among other things, the region is a true paradise for cycling and hiking enthusiasts.
More information

Top 3

- Idyllic rolling hills and a mecca for e-bike enthusiasts
- Town of Burgdorf and Burgdorf Castle
- Emmental Show Dairy



Gantrisch Nature Park

35 minutes from Bern

Sporting challenges on the via ferrata, long bike tours on winding roads, leisurely hikes with breathtaking views, or tasty regional delicacies — you can find it all in the Gantrisch Nature Park.
Further information

Top 3

- Stunning Alpine foothills
- Ideal for outdoor activities
- First Dark Sky Park in Switzerland



Oberaargau

30 minutes from Bern

Charming towns, idyllic lakes and rivers, historic buildings — it's worth getting to know the Oberaargau. The region offers plenty of opportunities for excursions and adventures.
More information

Top 3

- Quaint towns
- Art and culture
- Lush landscapes for outdoor activities



Laupen

30 minutes from Bern

Skilfully crafted arcades, half-timbered houses dating back to the Middle Ages, cobblestone streets, and a picturesque castle create this charming town's special atmosphere and take visitors on an architectural journey to the past.
More information

Top 3

- Medieval town with historic castle
- Confluence of the Sense and Saane river
- Many activities for families

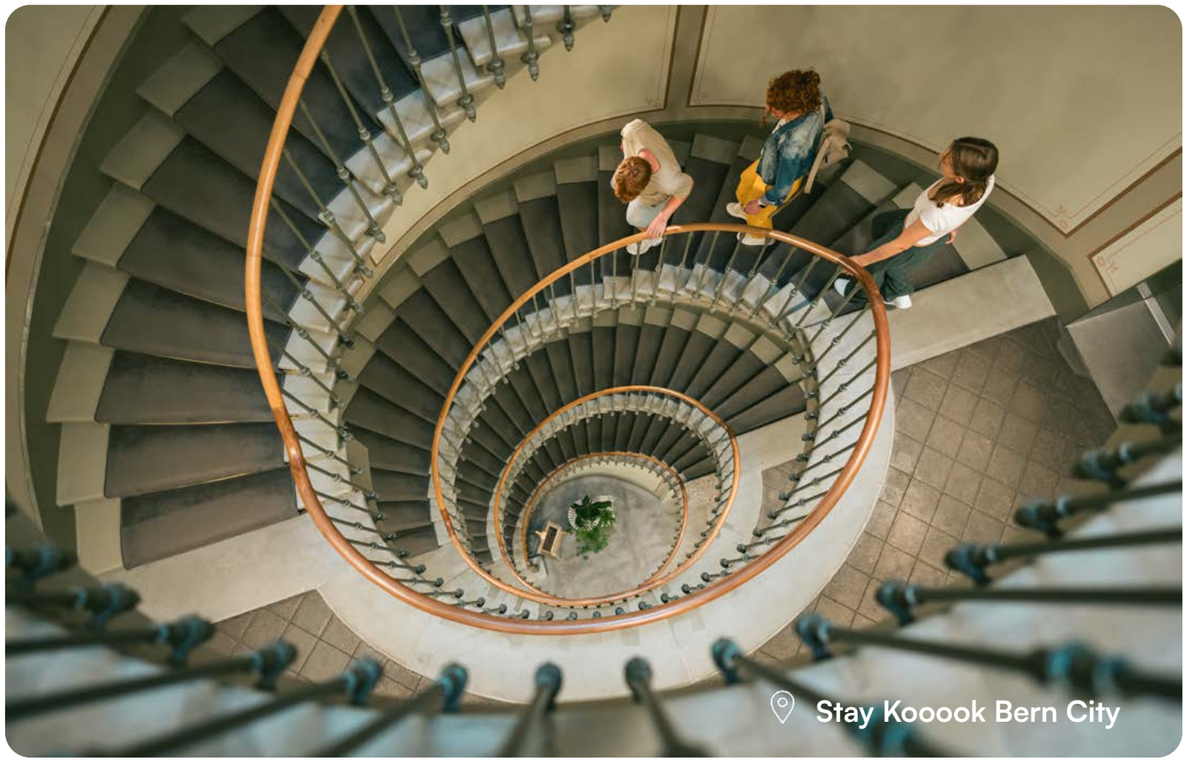
72 hours in and around Bern



Inspiration for a three-day trip to Bern with tips for foodies, culture vultures, history buffs, architecture aficionados, nature lovers, sports fanatics, selfie queens and photography enthusiasts.
More information

Accommodation

Luxurious in Bern's city centre, trendy and in the middle of the action or quiet and easy-going in the countryside: the hotels in the destination of Bern offer the perfect accommodation for every taste. And we have already picked out the best ones for you.
bern.com/accommodations



Hotels in the city of Bern

category	number of hotels	number of beds
*****	2	402
****	10	1'598
***	10	1'174
**	3	714
*	1	271
not classified	12	1'353
total	**38**	**5'512**

Hotels in the regions

region	number of hotels	number of beds
Emmental	42	1'350
Gantrisch	15	484
Laupen	4	127
Oberaargau	23	771
total	**84**	**2'702**

Culture

Bern's cultural scene catapults guests into a cosmos full of creativity, expression, colours, sounds, tradition, time travel and flavours.





Bern’s museums

Looking for a museum to visit in Bern? You’re spoiled for choice! From internationally renowned special exhibitions to private collections to interactive events — here’s an overview.
bern.com/museums

Find an overview of the city’s most important museums on the following pages.

Tip

Enjoy free admission to all museums and temporary exhibitions of the association Museen Bern with the Museum Card.
28.00 Swiss francs for 24 hours
35.00 Swiss francs for 48 hours
bern.com/museum-card-en



Six bucket lists

Bern Welcome has put together six bucket lists, each containing five attractions, a corporate offer, a restaurant and a hotel recommendation. The themes are art & design, music & live performances, architecture, traditional craftsmanship, history, and culinary delights.
bern.com/culture

Bern’s top museums



Zentrum Paul Klee

The world’s most comprehensive Paul Klee collection, housed in a stunning building by architect Renzo Piano.
bern.com/zpk-en

Year-round Kosmos Klee
10 Oct 26—7 Feb 27 Roberto Burle Marx. Modernismo Tropical
5 Mar—27 Jun 27 Ursula. Blossoming poison
25 Sep 27—23 Jan 28 Philip Guston



Kunstmuseum Bern (Museum of Fine Arts)

A world-renowned institution with works by Paul Klee, Pablo Picasso, Ferdinand Hodler and Meret Oppenheim.
bern.com/museum-fine-arts

14 Aug 26—17 Jan 27 Franz Gertsch. Blow up
30 Oct 26—31 Jan 27 Journey into Freedom: Capri - Skage - Monte Verità
26 Feb—4 Jul 27 Franz Marc. The Quest for a Better World
9 Apr—22 Aug 27 [ENTER HERE] . Digital Worlds
20 Aug 27—9 Jan 28 Camille Bombois. The Spectacle of Life



Bernisches Historisches Museum (Bern History Museum) and Einstein Museum

The Bern History Museum is undergoing a comprehensive renovation. The historic building will close in summer 2027, the Kubus building will remain open and continue to showcase Bern’s history.
bern.com/bhm-en

25 Feb 2026—9 May 2027 The Battle of Murten. Staging a Victory

The old building will close in summer 2027, renovations and construction work will be carried out from 2028 to 2032. The Kubus building will remain open and showcase Bern’s history. **Learn more**



Moneyverse

The Swiss National Bank's new, interactive exhibition at the Kaiserhaus.
bern.com/moneyverse



Einstein House

Einstein's home in Bern's old town from 1903 to 1905, with photographs and documents.
bern.com/einstein-house



Museum of Communication

Innovative and interactive presentation of the evolution of communication and its technologies. Winner of the 2019 Museum Prize.
bern.com/mfk-en

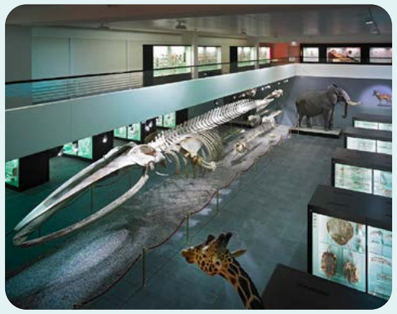
13 Nov 26—18 Jul 27 CHIPS
11 Dec 26—21 Feb 27 Gezeichnet 2026
3 Sep—3 Oct 27 Stille Zeit
Mid-November 27 to mid-July 28 LIMITS



Swiss Alpine Museum ALPS

Showcases the abundance, historical origins, current situation and future of the Swiss mountains.
bern.com/alps-en

Mar 26 to Jan 28 Souvenir. Selfies, Kitsch und Gipfelsteine
Nov 26 to summer 28 Alpine Sounds
Jan to 4 Apr 27 Deglaciation
15 May—29 Aug 27 Mountain Talks



Natural History Museum

Home to the famous St Bernard dog Barry and the giant Planggenstock crystals, among other impressive exhibits.
bern.com/nmbe-en

26 Feb 27—28 May 28 OMG - Do we know too much to believe?



Kunsthalle Bern

Presenting contemporary art from new artists as well as from well-known masters.
bern.com/kunsthalle-en

13 Dec 26—31 Jul 27 Lyna Beggah and Alessandro Ferrari during the Cantonale Berne Jura
12 Mar—9 May 27 Stephanie Comilang and Simon Speiser
12 Mar—9 May 27 Buhlebezwe Siwani

Museum Quarter Bern

Eleven cultural and educational institutions around Helvetiaplatz make up Bern's Museum Quarter. With 520,000 admissions a year, it is Switzerland's largest cultural hub. In 2025, the Museumsquartier-Pass (Museum Quarter Pass) was launched as a joint initiative. Additionally, cross-institutional themes will also strengthen the collective presence.
mqb.ch/en



Franz Gertsch Museum - 25 years

The fascinating large-scale paintings of the Bernese artist exhibited in Burgdorf.
bern.com/franz-gertsch-en

19 Sep 26—28 Feb 27 Franz Gertsch. Blow-Up
20 Mar—6 Jun 27 Georges Wenger
20 Mar—29 Aug 27 Chantal Joffe & Ishbel Myerscough. My Brilliant Friend
20 Mar—29 Aug 27 Alexander Jaquement
18 Sep—28 Nov 27 Silvia Gertsch
18 Sep 27—28 Feb 28 Franz Gertsch. Motiv & Variation.



Kunsthaus Langenthal

Exhibitions of contemporary art in a listed building.
bern.com/kunsthaus-langenthal-en

Highlights Exhibitions 2027

Zentrum Paul Klee

«Roberto Burle Marx. Modernismo Tropical»

10 Oct 2026—7 Feb 2027

Brazilian artist Roberto Burle Marx (1909—1994) revolutionised landscape architecture in the first half of the 20th century. He also found creative outlets in painting, graphic art, sculpting, jewellery design, stage and costume design, environmental activism, collecting and more. This artistic multidisciplinarity is reflected in his designs for gardens, parks and urban projects.
Learn more

«Ursula. Blossoming Poison»

5 Mar—27 Jun 27

Ursula Schultze-Bluhm (1921—1999) is considered one of the most significant and unconventional artists of the post-war period in West Germany. The exhibition at the Zentrum Paul Klee is the first museum retrospective of her work in Switzerland and offers a comprehensive overview of her creations from five decades. A particular focus lies on the 1950s and 1960s, during which the artist developed her visual style.

«Kosmos Klee»

Year-round

The permanent exhibition with changing pieces showcases artist Paul Klee's work, and smaller focal exhibitions complement this part of the Zentrum Paul Klee. Here's what's on in 2027: Petra Petitpierre (16.01.-23.05.27); Guido Llinàs (04.09.27-16.01.28)

Fruchtland

With the Fruchtland project, the Zentrum Paul Klee is building a bridge between nature and art.
Learn more

«Philip Guston»

25 Sep 27—23 Jan 28

Philip Guston (1913—1980) was an American painter and a leading figure of Abstract Expressionism. The exhibition in Bern is a chronological survey focusing on his drawing periods, which helped him overcome crises and take his work in new directions. It explores his creative process and examines how he processes the social and political upheavals of his time.

Museum of Fine Arts Bern

“Franz Gertsch. Blow up”

14 Aug 2026—17 Jan 2027

Franz Gertsch (1930-2022) is considered a Swiss pioneer of photorealism and a master of the modern woodcut. This exhibition provides insights into his familiar work as well as opening up new perspectives on its reception. It showcases Gertsch’s stylistic evolution through impressive collections of works, while also highlighting the significant themes and interconnections within his oeuvre: his exploration of the image of humans and nature, a subject that takes on new relevance in the context of current ecological and humanitarian crises.

Learn more

“Franz Marc. The Quest for a Better World”

26 Feb—4 Jul 27

Franz Marc (1880—1916) is one of the most famous artists of German Expressionism. His works, particularly his depictions of animals, captivate viewers with their vibrant colours, deep connection to nature, and longing for harmony. In 1912, Marc published the almanac Der Blaue Reiter together with Wassily Kandinsky. Marc’s vibrant visual language, which prioritised inner aspects, colour and form over representational depiction, contributed significantly to the development of abstract art in the 20th century. The exhibition at the Museum of Fine Arts Bern focuses on Marc’s visionary depictions of nature and his iconic animal paintings. It is the first monographic exhibition on Franz Marc in over twenty

“Journey into Freedom. Capri - Skagen - Monte Verità”

30 Oct 2026—31 Jan 2027

This exhibition explores the phenomenon of artists’ colonies in Europe between 1830 and 1930 and their search for alternative ways of life beyond urban, bourgeois society. Using north and south as a compass, it presents three places of longing and offers an experience of artistic departure into a free, communal and utopian future.

Learn more

“[ENTER HERE]. Digital Worlds”

20 Feb—5 Jul 2026

For the first time ever, the Museum of Fine Arts Bern is showing an exhibition dedicated exclusively to digital art. Ten recent works by international artists and collectives provide insight into artistic practices involving new media such as video games, video projections, and hybrid installations. They design alternative worlds, create new identities, explore different ways of life, and propose possible solutions to social and environmental crises.

“Camille Bombois. The Spectacle of Life”

20 Aug 27—9 Jan 28

The French artist Camille Bombois (1883—1970) dedicated his work to the great scenes of human life, from the circus and work to nature and everyday life. His paintings combine careful observation with dreamlike landscape compositions, somewhere between poetry, reality and imagination, characterised by a distinctive narrative power. The Museum of Fine Arts Bern is presenting the first major exhibition on Camille Bombois in Switzerland.

Museum of Communication

“CHIPS”

13 Nov 26—18 Jul 27

They are everywhere — in smartphones, cars, modernday light bulbs, and even cats: microchips. These building blocks of our increasingly digitalised everyday lives are supplied by a highly complex, globally networked industry. In this exhibition, the Museum of Communication delves into the fascinating cosmos of chips, sparking curiosity and making the invisible visible.

Learn more

“LIMITS”

Nov 27 to Jul 28

An exhibition exploring the boundaries of what’s possible.

ALPS - Swiss Alpine Museum

“Souvenir. Selfies, Kitsch und Gipfelsteine”

Mar 26 - to Jan 28

Be it a postcard, a stone or a magnet, souvenirs preserve memories of our trips to the mountains. The new exhibition at the Lost and Found Office for Memories focuses on these souvenirs and their stories. Its participatory format invites visitors to share their own souvenirs from alpine adventures. Kitsch or status symbol, it doesn’t matter — the museum wants to know what you take home with you and what those items mean to you. This exhibition will expand the ALPS tourism collection and discuss different perspectives on current tourism issues.

Learn more

“Alpine Sounds”

Nov 26 to summer 28

The folk music exhibition project at ALPS brings the mountains to the city. Music brings people together and creates a sense of belonging. At the same time, traditional folk music is associated with many clichés. The ALPS is designing a sensory and engaging exhibition in cooperation with musicians that will give people plenty to listen to and talk about next year.

Learn more

Moneyverse

In 2026, the Swiss National Bank opened its new visitor centre, Moneyverse, at the Kaiserhaus. The centre uses multimedia and interactive displays to offer insights into the world of the SNB and explore the phenomenon of money. Admission is free.

Learn more

Bern Historical Museum

“The Battle of Murten. Staging a Victory”

25 Feb 26—9 May 27

The Murten Panorama is a monumental painting measuring 100 metres in length and 10 metres in height. It was created in the 19th century and depicts the victory of the Swiss Confederates and their allies over the troops of Burgundian Duke Charles the Bold in 1476. Just recently, it underwent digitisation, which resulted in the world‘s largest digital image. The Bernisches Historisches Museum will be presenting the work to the public for the first time as an immersive experience.

Learn more

Natural History Museum Bern

“Earth, folks! - The changing climate”

New permanent exhibition since 24 October 2025

If the history of the earth were a 24-hour play, humans would only have been in it for a few seconds. We have only just stepped onto the stage of life. As part of this new permanent exhibition, which will be on display for at least 20 years, humans set off in search of past worlds, witnesses and connections. The main theme of the exhibition is one of the most socially relevant topics: human-made climate change.

Learn more

“OMG — Do We Know Too Much to Believe?”

26 Feb 27—28 May 28

The new exhibition at the Natural History Museum Bern examines the concept of divine power and faith from a science perspective, drawing on various scientific disciplines. Visitors will discover the immense depth of knowledge and range of questions through which science approaches the subjects of God and faith. At the same time, they will be inspired and encouraged to find their own answers to existential and personal questions.

Franz Gertsch Museum

«Franz Gertsch. Blow up»

19 Sep 26—28 Feb 27

The Museum of Fine Arts Bern and the Museum Franz Gertsch in Burgdorf are dedicating a comprehensive retrospective to Franz Gertsch, the Swiss pioneer of photorealism and master of modern woodcut printing. The Museum Franz Gertsch focuses on selected paintings and themes from the years 1970 to 2021. The exhibition features numerous portraits of women, Gertsch’s characteristic large-format works and woodcuts.

Learn more

Discover Bern by bike

E-bike power or pedal strength — whichever you prefer, Bern‘s region is a paradise for cycling fans. Whether you follow a signposted scenic route or set off on a gravel adventure, the scenery is sure to delight. From gentle farmland to forest trails, from historic villages to lively small towns, every route reveals new views and stories to discover. In the region around Bern — Switzerland’s federal city and UNESCO World Heritage Site — you’ll find experiences to savour and challenges to enjoy, with the Bernese Alps always on the horizon. Along the way, local farm shops and inns offer seasonal treats and regional flavours to keep you fuelled.



E-bike

Switch on the motor and set off — an easy, active way to enjoy the region’s most beautiful hills.

bern.com/en/e-bike



Gravel bike

Sport, scenery and time to pause — the perfect mix for adventure.

bern.com/en/gravel



Road bike

Quiet country roads ready to be explored.

bern.com/road-bike



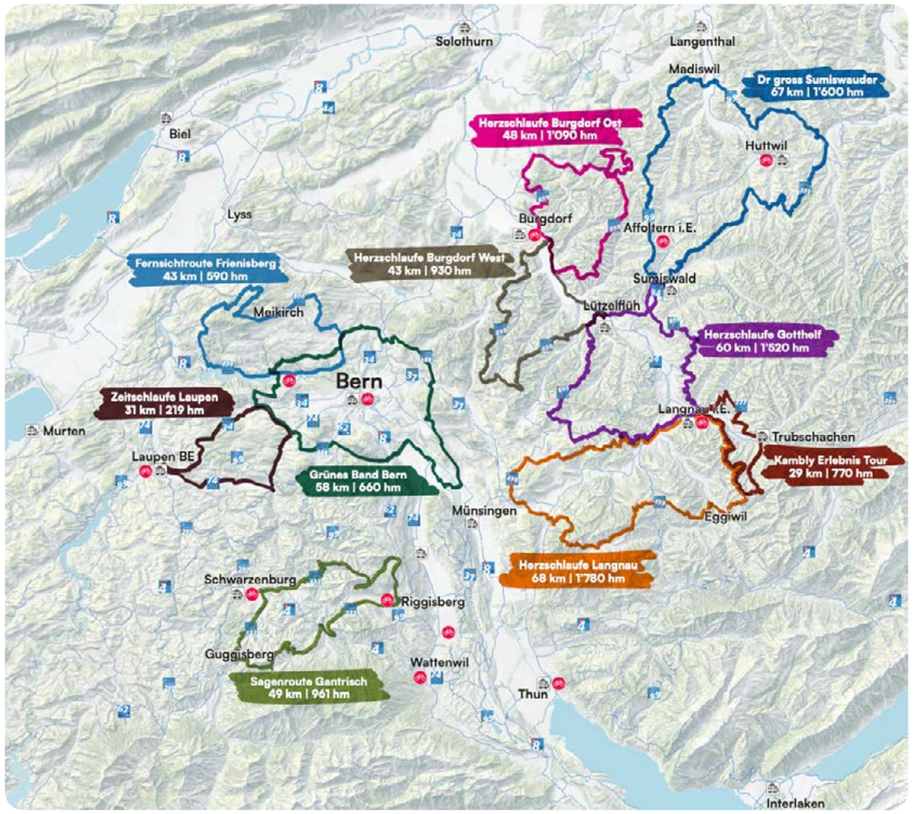
Mountain bike

From forest trails and rocky paths to panoramic routes through peaceful nature.

bern.com/en/mountainbike

E-Bike tours in Bern

The city of Bern is surrounded by idyllic landscapes and quaint villages — we recommend an excursion by e-bike to discover their charm. Four unique themed routes and the “Hügu-Himu” (heavenly hills) of the Emmental make for diverse experiences. All routes are signposted throughout and avoid major traffic routes wherever possible. Always included: a view of the splendid Bernese Alps.
And farm shops and charming country inns along the way offer seasonal, local products.
More information



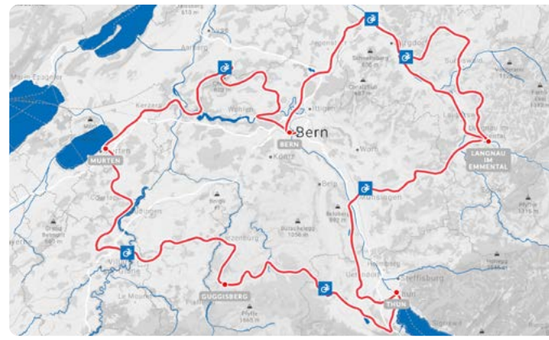
Guided e-bike tours through the Emmental
Valley-Adventures offers personalised tours through the idyllic Emmental countryside. Combining culinary delights and traditional crafts, this e-bike tour is a truly special experience. It is suitable for individuals and groups of up to 100 people.
Learn more

Multi-day offers

The range of multi-day cycling packages in the Bern region is constantly expanding. Here are some of the most beautiful e-bike and gravel tours that include several overnight stays.

The Grand Tour of Bern with Eurotrek

This tour starts and ends in Bern’s UNESCO-listed old town and takes you around the city and through the beautiful Alpine foothills. Four nights including breakfast as well as the daily luggage transfers are included in this new package from Eurotrek. Optional e-bike rental. The tour is divided into five legs, beginning in the city of Bern and continuing around the city and through the Emmental, the Gantrisch Nature Park, and the Three-Lakes region. If you are travelling from abroad, we recommend scheduling seven days.
To the offer





Gravelbike Bern & Gantrisch Nature Park by Eurotrek

A new five-day gravel tour that will launch in 2027. It starts and finishes in the city of Bern, taking you from the UNESCO-listed city through the idyllic Gürbetal Valley to Thun, over the spectacular Gurnigel Pass, and on to the picturesque village of Schwarzsee. The varied gravel trails, stunning panoramic vistas and serene surrounding landscapes make this tour an extraordinary experience. Daily luggage transport is included.
To the offer

Swiss Historic E-Bike Tour

This four-day tour features beautiful e-bike routes and historic hotels. It starts at the Kreuz Hotel in Herzogenbuchsee, with the first stage taking you through the Oberaargau and the Emmental regions to the charming Bären Hotel in Dürrenroth. The following day, you will travel to the picturesque town of Solothurn and stay at the Hotel La Couronne. The third and final stage then takes you back to Herzogenbuchsee.

To the offer





Bears of the Emmental

The bear is the canton of Bern's heraldic animal and has inspired the name of many hotels in the region. Three of these hotels in the Emmental have joined forces to launch an attractive e-bike package. The four-day route follows clearly signposted SchweizMobil trails through the rolling hills of the Emmental. Accommodation and evening meals are provided at the Bären Ranflüh, Bären Sumiswald and Bären Dürrenroth hotels. Highlights along the way include Trachselwald Castle and the Emmental Show Dairy.

To the offer

Guided tours with GravelUp

On GravelUp's tours, guests explore the Gantrisch Nature Park in small groups accompanied by an expert guide. In their second season, GravelUp are offering two different packages: one is a four-day tour with an unchanging home base, the other is a five-day tour with different accommodation each night that takes participants from the Gantrisch Nature Park to the Emmental region. Cycling fun and local culture galore await!

To the offer



City Tours

Incorporating the city's landmarks as well as its secret corners and hidden treasures, providing both historical background and amusing anecdotes, Bern's city tours are as diverse as the city itself. Informed and interesting, funny and astonishing, historical and topical: the tours are instructive, exciting, and at times spooky — but always entertaining.

bern.com/city-tours



UNESCO Stroll through the Old City



Tour of the Zytglogge (Clock Tower)



Spooky Bern



Night Watchman



All about water



“Bern rocks“



(Guilty) Pleasure



City tour for Children

(Run-up to) Christmas in Bern

November windows

While autumn still lingers elsewhere, Bern is already glowing with festive light. The “Bern November Windows” initiative, launched by Bern Welcome and BernCity in 2025, brings the cherished countryside tradition of Advent windows into the heart of the city. From 1 to 30 November, a new lovingly decorated window opens each day at a local business or venue, accompanied by small surprises, warm lights and touching stories.
bern.com/november-windows



Bern’s Christmas markets and experiences

The first Christmas markets open in November, starting with the one in Huttwil, one of the largest and most beautiful in Switzerland. Throughout Advent, Bern‘s UNESCO-listed old town comes alive with several markets: the traditional one on Waisenhausplatz, the artisanal market by Bern Minster, and the trendy Sternenmarkt with views of the Bundeshaus (Parliament Building). Add to that winter pop-ups, candle-making workshops and festive walks in nearby villages, including the largest nativity scene in the Swiss Midlands and lovingly crafted Christmas trails. In short: the run-up to Christmas is one of the most magical times to visit Bern.
bern.com/christmas



Beer capital

Did you know that Bern is the beer capital of Switzerland? The canton of Bern is home to over 200 breweries, making it the place with the most breweries per capita in the world. In the city and its surroundings alone, there are over 25.
bern.com/beer

Museumsbier — beer at the museum

From January to March, several cultural institutions stay open on Thursday evenings and invite visitors to enjoy a special edition museum beer by Brau-Kunst in the exhibition halls or the bar/restaurant.
More

Bernese Beer Tour

Since 2026, two new beer tasting tours have expanded the range of beer-themed guided tours in Bern. The Pub Beer Tour and the tour through the trendy Breitenrain neighbourhood complement the well-established tour through the historic Old Town. All tours are led by beer sommeliers and include tastings of a variety of beers.
More

Events

Let it Beer, Burgdorf march
ZAPF! Craft Beer Festival Bern summer
Beer market in Huttwil august/september
Brauereispaziergang october
Bärner Bier Rundi november

Pubs, bars, brewhouses

From Au Trappiste to Zoobar: here are the best spots in Bern for everyone who loves a good craft beer.
More

Emmental Beer Trail

A beer-themed hike in two stages with a train ride in between.
More

Oberaargau Beer Trail

A self-guided tasting trail in the Oberaargau.
More

Families

The city and region of Bern offer families with younger and older children a wide range of attractions, exciting experiences and special offers.
bern.com/families

Hotel offer for families

Children under 16 stay for free in select hotels.
Learn more

Free activities in Bern

Good things don't have to cost a fortune. In Bern, you can explore plenty without reaching for your wallet, from solving a mystery trail through the city to discovering plants from around the world to watching the ibexes at Dählhölzli. There's a lot to see and do in Bern, and much of it is completely free.
Learn more

Playgrounds

Fun is also what playgrounds are all about. From a 300-metre marble run to trampolines and a climbing frame in the shape of a dragon, Bern has plenty to offer.
Learn more



City tours for families

The playful City Tour for Children through Bern's old town provides fun insights into the history of the city. On the Spooky Bern for Children tour, the little participants go ghost hunting in the city and hear local folklore.
City Tour for Children
Spooky Bern for Children

Outdoor family adventures

Adventure trails, an animal park, rail bikes, playgrounds and more await!
Learn more

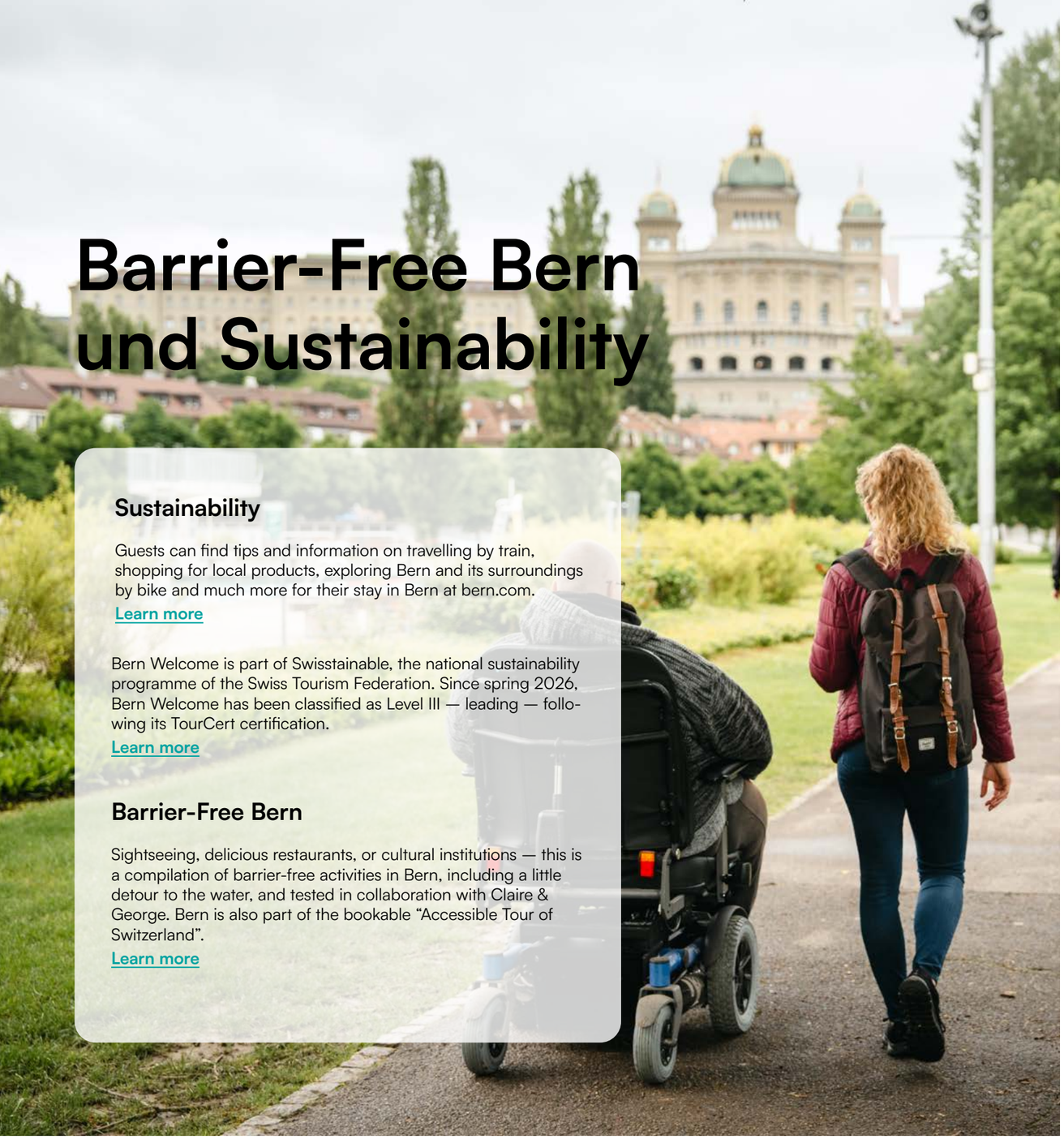
Indoor activities

There are plenty of things to do for families when the weather isn't great. Indoor playgrounds, biscuit baking, creative workshops and child-friendly exhibitions provide diversion and entertainment.
Learn more

Themed trails

Playful and educational stations turn a regular walk into a fun experience for the whole family. Here are the best themed trails in Bern.
Learn more

Barrier-Free Bern und Sustainability



Sustainability

Guests can find tips and information on travelling by train, shopping for local products, exploring Bern and its surroundings by bike and much more for their stay in Bern at bern.com.
Learn more

Bern Welcome is part of Swisstainable, the national sustainability programme of the Swiss Tourism Federation. Since spring 2026, Bern Welcome has been classified as Level III — leading — following its TourCert certification.
Learn more

Barrier-Free Bern

Sightseeing, delicious restaurants, or cultural institutions — this is a compilation of barrier-free activities in Bern, including a little detour to the water, and tested in collaboration with Claire & George. Bern is also part of the bookable “Accessible Tour of Switzerland”.
Learn more

More inspiration

Markets

A stroll over the markets is exciting — each small street and square has its own little scene. The unique scenery of the UNESCO world heritage in Bern is truly something to see.

Weekly	Bern‘s farmers markets
29 April27	Geranium Market Bern
13 May 27	Swiss Parks Market
12 Jun 26	Gotthelf Market Sumiswald
3-4 Jul 27	Historic Crafts Market Huttwil
Oct 27	Cheese Market Huttwil
From the end of Nov	Bern‘s Christmas markets

Castles

Many are familiar with the beautiful castles in Burgdorf, Laupen and Thun. But what about the ones in Belp, Schwarzenburg, Köniz, Jegenstorf, Riggisberg, Gerzensee, Landshut or Thunstetten? There is much to see and experience within the historic walls. Discover the castles at bern.com.
Learn more

Customs

Onion Market (Zibelemärit), Brächete Zäziwil, Achetringele Laupen, Sichlete on the Parliament Square, various alpine processions: these are just some of the traditional folk festivals and events happening in the city and region of Bern. So, as you can see: if you’re interested in customs and traditions, the city and region of Bern is the right place for you.

Swiss Cheese in Bern

From Emmentaler AOP and tangy Hobelkäse to creative vegan alternatives, Bern is the perfect place to experience Switzerland’s “dairy gold” in all its forms. Here’s a taste of what the region has to offer.
Learn more

Bern, city of chocolate

The traditional brands Toblerone, Lindt and Ovomaltine all originate from Bern. Today, Casa Nobile brings a new and innovative touch to the city‘s chocolate-making tradition. Explore the world of chocolate where it all began.
Learn more

Farm shops

If you like buying seasonal, locally grown produce and lovingly homemade products, you’ll find numerous farm shops around Bern that provide just that. We’ve listed our top ten.
Read more

Shopping und local business

Shopping in Bern’s Old City is a unique experience. Countless quaint shops, elegant boutiques and creative studios can be found below the historic arcades. Here are some of our favourites!
Read more

Walks / easy hikes

Discover the best walks through the city of Bern and its surroundings and enjoy Bern‘s local mountain Gurten, the banks of the River Aare, an idyllic mountain lake in the Gantrisch Nature Park, and views of a nature reserve or the lush green hills of the Emmental.
Learn more

Water

With the rivers Aare, Emme and Sense or the lakes Wohlen, Burgäschi and Schwarzsee, water is omnipresent in the city and region of Bern. These and various other bodies of water make for wonderful bathing spots. Lake Wohlen, for example, is perfect for a bit of stand-up paddling. And the free outdoor swimming pools in the city of Bern — the famous Marzili, the family-friendly Wylerbad, the large Weyerli or the unconventional Lorrainebad — will certainly keep you cool. As will the 26 jets of water on the Parliament Square. By the way, all of Bern’s 100 or so water fountains provide refreshing drinking water and have always played a central role in the lives of the people of Bern.

Gastronomy

Regional and national specialities and international cuisines. Trendy pop-ups, lively bars, cosy cafés, vaulted cellars and traditional restaurants. Views of the River Aare, the old town, or the Bernese Alps. The range of restaurants, cafés and bars in the city and region of Bern truly leaves nothing to be desired.
Learn more

The best eateries by category

Sustainable eateries
Traditional Swiss cuisine
Bern's best fondue spots
Brunch
The most popular rooftops in Bern
Pop-up bars in Bern
Bars in Bern's Old City
Cafés in Bern's Old City
Top acclaimed restaurants
The most beautiful restaurant terraces in Bern
Family-friendly cafés and restaurants
Vegan restaurants



Business and Bleisure

Business tourism plays a central role for Bern and makes a significant contribution to the city's high number of overnight stays. But what makes the Swiss capital so attractive for congress organisers and event planners?
The city scores highly with venues that offer excellent meeting infrastructure. Event locations, hotels, and sights are often just a few minutes' walk apart. The surrounding region also has a lot to offer: many of Switzerland's top attractions — such as the Alps — are only a half-day or day trip away, while relaxation awaits right on the doorstep with the Gurten hill and the River Aare.

Bern is known for its unhurried pace of life — ideal for focused work and recharging one's batteries. After a conference, a stroll through the UNESCO-listed Old Town, a break by the river, or a coffee in one of the city's charming cafés quickly reveals why: life here simply moves at a calmer rhythm. It's the perfect setting for a successful bleisure stay — a blend of business and leisure.

The merger of Bern Welcome, Bernexpo, and Kursaal Bern to form the Congress Hub Bern has created a strong network for event organisers. The Convention Bureau of Bern Welcome plays an important role in attracting new seminars and events. It supports organisers in finding hotel rooms, catering services, or suitable accompanying programmes.

Next year, we are once again proud to host BEST'27 — For the first time, the event will take place exclusively in the Bern region. The focus will be on the wide range of seminar hotels and offers in the picturesque countryside around Bern — such as the idyllic Emmental, for example.



Bleisure et business

Every year, Bern hosts numerous major conferences and business events. Here are a few examples for 2027:

- Swiss Cyber Security Days, BernExpo, Februar 2027
- Swiss Cytometry Meeting, Universität Bern, Februar 2027
- European Museum of the Year Awards and Annual Conference, Museumsquartier Bern,
- Mai 2027
- European Academy of Optometry and Optics, BernExpo, Mai 2027
- Start Up Days, Kursaal Bern, Mai 2027
- Kongress Gynécologie Suisse, BernExpo, Juni 2027
- 20th Congress of the International Society for the Study of Personality Disorders, Universität Bern,
- Juli 2027
- 35th Conference of the Austro-Swiss Region, Universität Bern, August 2027
- Swiss Skills, BernExpo, September 2027
- Tag der Parlamente, November 2027

You can find all the business-related information you need at bern.com/business.



Top-Events 2027

Highlights at Bühnen Bern

Bühnen Bern offers a varied programme of opera, drama and ballet on the stages of the Stadttheater and the Vidmarhallen. In 2027, it will include Händel's Xerxes, the new production Ophelias Flügel, and Hamlet, among others. For the full programme, go to: buehnenbern.ch

Klangantrisch

For over a decade, the town of Riggisberg in the Gantrisch Nature Park has held the Klangantrisch music festival. Various intimate concerts featuring a range of artists take place on different dates throughout the year.
klangantrisch.ch

Beer at the museum
21 Jan-11 Mar 27
every Thursday

Seven of Bern's cultural institutions are extending their opening hours on Thursdays and inviting visitors to their exhibitions for an after-work beer from 5:00-8:00 p.m. «Museumsbier» is not only the name of this event series but also of the beer that was especially brewed for this occasion by the Bernese brewery «BrauKunst». Burgdorf Castle, a museum from outside the city of Bern, will also be participating.
museumsbier.ch

Carnival in Bern
11-13 Feb 27

Bern's carnival is the third largest in Switzerland, after Basel and Lucerne, and it begins in true Bernese fashion: with the symbolic liberation of the bear. On 11 November, the bear is ceremonially locked away in the Käfigturm (Prison Tower) to hibernate, only to be awakened again with lively carnival music and much fanfare when the festivities begin. For three days, colourful parades of musicians, theatre troupes and costumed groups bring the old town to life. Those who prefer something a little quieter can enjoy witty Schnitzelbank performances — comic songs and rhymes about local life and politics — in the city's vaulted cellars and restaurants.
fasnacht.be

BEST'27 - Around Bern
11-12 Mar 27

BEST, Bern's annual day of events, seminars and conventions for the MICE industry, is organised by Bern Welcome and offers the perfect opportunity to discover the city's venues, social programmes and hospitality first-hand. It's also an excellent platform for networking and business development in the heart of Switzerland.
bern.com/best27

Night of Museums - 25 years
19 Mar 27

A night at the museum: once a year, Bern's cultural institutions become nocturnal and present themselves in their most magical and colourful light. This is an event for all culture lovers and night owls. From 6:00 p.m., you can enjoy and admire cultural and culinary performances in unusual surroundings and at unusual hours.
museumsnacht-bern.ch

Let it Beer
20 March 27

On this Saturday in March, everything in Burgdorf's Markthalle revolves around beer. Over 30 breweries present their creations, complemented by over 10 food stalls and music.
letitbeer.ch

International Jazzfestival
23 March - 29 May 27

For half a century, international stars of jazz music have been delighting the audiences at the International Jazzfestival hosted by Marians Jazzroom in Bern. For its anniversary edition, 200 concerts over the course of two months are planned.
mariansjazzroom.ch/welcome

Go to the complete Event Calendar

BEA
30 Apr-9 May 27
The BEA is the largest spring trade fair in the country and takes place every year on the BernExpo site. What does BEA offer? Each year, culinary delicacies, high-quality entertainment, and exhibitors from agriculture, trade and industry delight hundreds of thousands of visitors. This has been a true folk festival for over 70 years.
bea-messe.ch

Berner Renntage, soapbox race — 40th edition
End of April 2027
The legendary soapbox race in Bern's old town. Over the course of three days, around 250 children and teenagers race down the 500-metre-long Klösterlistutz track in their homemade soapboxes.

GP - 15 May 27 - 45th edition
Women's Race - 13 Jun 27
On your marks, get set, and off you go into May and June, with two of the biggest running events in the city of Bern — through the city, over bridges, past some sights and along the river Aare. Both races offer different distances and routes for different age groups. Anyone can register for the GP, however, the women's race (as the name suggests), is only open to women.
gpbern.ch
frauenlauf.ch

European Museum of the Year Awards — 50 years
26-30 May 27
For its 50th anniversary, the European Museum of the Year Award is coming to the Museum Quarter in Bern. The annual conference will be attended by 250 to 300 museum professionals. Always eagerly anticipated: the announcement of the award winners. In 2019, the Council of Europe Museum Prize went to the Museum of Communication in Bern.
emya2027.com

IFSC Climbing World Cup
28-30 May 27
Bern has established itself as a fixture on the bouldering World Cup circuit. For three days, the world's best climbers will compete at the Festhalle Bern, thrilling spectators with gravity-defying performances.
ifsc-climbing.org

Open House Bern
5-6 Jun 27
For one weekend only, many of Bern's buildings and outdoor spaces open their doors to areas usually hidden from public view. Guided tours offer fascinating insights behind the façades, revealing stories of architecture, design and everyday life.
openhouse-bern.org

Hospitality Summit
9-10 Jun 27
HotellerieSuisse welcomes the hospitality industry to the Festhalle Bern for two days of inspiring talks, interviews and panel discussions. Topics range from digital transformation and innovation to sustainability and the challenges and opportunities shaping the future of hospitality.
hospitality-summit.ch

Langenthal Street Festival - 10th edition
With over 10,000 visitors and around 30 acts performing across 12 stages, the Langenthal Street Festival transforms the Oberaargau city centre into a lively hub for music, street food and urban culture.
street-festival.ch

AERO Festival
25-26 Jun 27
EDM at the airport: the AERO Festival at Bern-Belp Airport is going into its fifth season in 2027, featuring top national and international DJs.
aero-festival.ch

Gurten Festival - 50th edition
14-18 Jul 27
This year's Gurten festival once again boasts a wide variety of musical performances, activities and stalls that will make the event on Bern's local mountain even better. In addition to the first-rate atmosphere, the festival site's unique location on the Gurten also astounds with a breathtaking view on the city and the alps.
gurtenfestival.ch/en

Langnau Jazz Nights
20-24 Jul 27
For over 30 years, the Langnau Jazz Nights have brought the best of the jazz world to Emmental. Top-class concerts and performances by rising stars fill venues such as the Kupferschmiede, the Viehmarktplatz, the Reformed Church and several others across town.
jazz-nights.ch

Bern Pride
Jul/Aug 27
In summer, a rainbow wave sweeps through Bern's old town as Bern Pride fills the streets with colour and celebration. The day begins with a lively parade from Waisenhausplatz to Bundesplatz, followed by the big Pride Festival — music, glitter and good vibes guaranteed.
bernpride.ch

1 August celebrations
Switzerland is celebrating its birthday! Many visitors flock to the federal city on the national holiday, where they can choose from a veritable cornucopia of experiences and festivities for all ages. The city of Bern never fails to surprise with its unique and festive programme. Be amazed and celebrate with us.
1augustfeier.ch

Buskers Bern Street Music Festival
12-14 Aug 27
For three days in August, the streets of Bern's old town will be filled with artists and musicians from all over the world. They will enchant their audiences with music, dance, comedy, puppet theatre, art and much more. The diversity of the performers combined with the dreamlike setting of Bern's old town are what make Buskers Bern Street Music Festival unique.
buskersbern.ch/en

Summer celebration in the Museumsquartier
Aug 27
In 2027, the eleven museums that make up Bern's Museumsquartier are once again inviting everyone to their summer celebration. The colourful culture fair with its flea market, games, good food and summer music is sure to appeal to everyone.
mqb.ch/en

National Hiking Day by Schweizer Familie
11 Sep 27
Schweizer Familie's National Hiking Day on the Gurten near Bern includes three hikes, an e-bike route, celebrity hiking buddies, concerts by Swiss musicians, market stalls and much more. Participation is free.
schweizerfamilie.ch

slowUp Emmental-Oberaargau
12 Sep 27
The idea behind slowUp is simple: a scenic circular route is closed to motorised traffic and opened up to everyone on wheels or on foot. Now in its 20th edition, this event invites everyone to enjoy the picturesque scenery between Huttwil and Sumiswald. It's the perfect opportunity to discover the region's beauty by bike, on rollerblades or skateboards, at your own pace.
Learn more

Swiss Skills
14-18 Sep 27
150 professions being showcased for 120,000 visitors, over 90 vocational skills competitions with more than 1,000 young competitors: Swiss Skills is set to be one of the biggest events in Bern this year. It will take place at the BernExpo site.
swiss-skills.ch

Brächete Zäziwil
29 Sep 27
In the past, after the field work was completed in autumn, a Brächete would take place in every village in Switzerland. Over time, the processing of the flax plant into the finished product turned into a cheerful folk festival. Today, at the Brächete Zäziwil, you can watch the individual steps in the work process and observe how a flax plant becomes linen fabric or rope — just like when Gotthelf was alive.
Learn more

Sichlete on the Parliament Square
September 27
At the harvest festival, producers can present themselves to the city with their animals, products and customs. The event starts with an impressive ringing-in by the Oberbalm Treichler group (playing cow bells). And after midday, it's time for the highlight of the day: an alpine procession with magnificently decorated cows will walk through the centre of town to the Parliament Square. In addition, there will be various market stalls with regional products, refreshments and specialities as well as displays of sheep shearing.
Learn more

Rendez-vous Bundesplatz
Oct-Nov 27
In autumn 2027, the parliament's façade will once again be transformed into a very special spectacle. It's the 17th time that a unique show will tell a story with lights and music. Admission is free of charge, and the show takes place several times a day.
rendezvousbundesplatz.ch/en

Herofest
Oct 27
Colourful costumes as far as the eye can see — Herofest transforms the Bernexpo grounds into a paradise for gaming and pop culture fans. Across 22,000 square metres, fans can come together and dive into a vibrant world of concerts, shows, cosplay and community.
herofest.ch/en

Huttwil Cheese Market
Oct 27
The Huttwil Cheese Market offers producers and traders from all over Switzerland the opportunity to present their specialities to a large audience. Visitors are invited to taste and purchase the cheeses on offer. In addition to the cheese, the supporting programme provides extra variety and is accompanied by traditional music.
Learn more

Gravel Festival Bern and Swiss Gravel Championships
Oct 27
Switzerland's oldest and biggest gravel event takes place in Bern, offering four race options: 60 or 25 kilometres, a family ride and a kids' race. It will also be hosting the Swiss championships for the second time. The event area features exhibitors and food trucks, so there's plenty to enjoy off the racecourse too.
ridegravel.ch/bern/en

Zibelemärit (Onion Market)
22 Nov 27
Every year on the fourth Monday in November, the traditional folk festival «Zibelemärit» (onion market) is taking place in Bern. The smell of onion tarts and mulled wine will waft through the alleys of the old town from the early morning hours onwards. Follow the lead of the Bernese people and visit the over 200 market stalls before sunrise to see the most beautifully braided onion plaits. But don't worry, the festival is not only for early risers — it lasts all day.
Learn more

Christmas in Bern starting from End of November 27
Visit the Sternenmarkt (Star Market), the Christmas markets next to the minster or on the Waisenhaus square in the city of Bern, the Kambly Christmas market in Trubschachen or the one in Huttwil: from the end of November, the destination of Bern will transform into a pre-Christmas winter paradise filled with lights, hot beverages and sweet treats.
bern.com/christmas

Achetringele in Laupen
31 Dec 27
This is Laupen's very own, unique New Year's Eve tradition. Original and loud — that's what best describes the age-old custom. Men with brooms and masks walk in a parade and you'll definitely get your fill of Swiss customs such as cow bell ringing and children running around in pointy white hats with colourful ribbons.
Learn more

News



Appenberg opening
Following a complete refurbishment and modernisation, the Appenberg Hotel Village will reopen in early February 2027. Set among the rolling hills of the Emmental, it offers the perfect setting for a celebration, seminar, or weekend getaway. There are 48 hotel rooms, 16 seminar and function rooms, a restaurant with a terrace, two banquet halls, a bar, and the traditional Fondue Spycher chalet.
Learn more



New Eurotrek gravel tour
Eurotrek is Switzerland's leading tour operator specialising in personalised active holidays. In 2027, it will launch a new addition to its gravel cycling range: starting in Bern, the tour heads to Thun and crosses the Gurnigel Pass to Schwarzsee before returning to Bern. It offers stunning landscapes and physically challenging sections, making it a truly special experience. The tour includes four nights' accommodation and luggage transport.
eurotrek.ch



Launch of the Castle Discovery Trail
The Emmental captivates visitors not only with its idyllic landscapes and traditional farmhouses, but also its historic castles. They are showcased on a new discovery trail which will open in August 2027.



Arabelle Hotel renovation
The Sorell Hotel Arabelle, located in Bern's Länggasse neighbourhood, will be refurbished in 2027 and is set to reopen as a boutique hotel by the end of the year. The hotel has 41 rooms.

Media images and videos



Region of Bern



Old Town of Bern



Culture



Bicycle trekking



City Tours



Top-Events



Families



Christmas



Business



Videos

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Your local heroes

The local heroes at Bern Welcome will give you professional, competent, and friendly advice. The secret ingredient? A passion for the job, personal commitment, a local network, an interest in innovation and lots of love for Bern.





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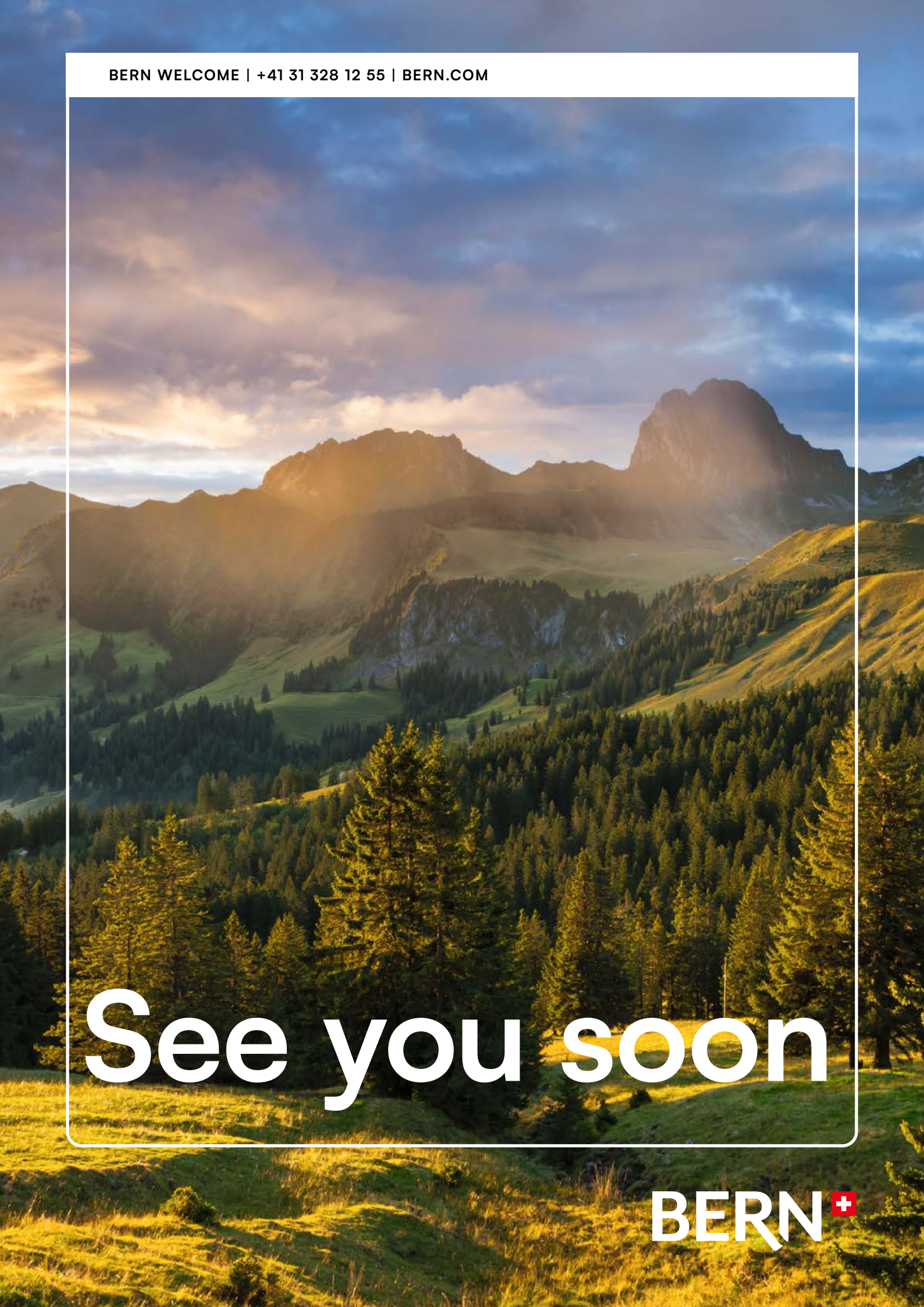
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See you soon
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