

BERN

A CAPITAL WAITING TO BE DISCOVERED

In the heart of Europe; in the centre of Switzerland – a place of culture and vision where the Muses would feel at home: Bern is an undiscovered gem that has set out to capture the world’s attention. It was in Bern as well where Albert Einstein worked out his theory of relativity. And in a letter to a friend in 1779, Johann Wolfgang von Goethe described the Swiss capital as “the most beautiful we have seen”.

Bern and its inhabitants exude a famous sense of calm – an archetypical slowness that can really get under your skin. Whilst this slowness is sometimes the punch-line of many a Swiss joke, it would be more fitting to say that Bern has earned bragging rights to being both relaxed and relaxing. Guests from near and far take advantage of the unique atmosphere here to unwind from their hectic day-to-day pace. The long riverbank promenades along the River Aare make for idyllic strolls, as does the city’s beautiful Old Town, justifiably recognised by UNESCO as a World Heritage Site. With some six kilometres of arcades, Bern offers visitors the chance to window-shop along one of the longest covered promenades in Europe.

WEEKEND AND HUB DESTINATION

Switzerland’s capital, founded back in the year 1191, offers the ideal setting for a peaceful weekend stay, rich in cultural and culinary delights. The city’s central location and excellent rail and air connections also make it an ideal point of departure for extended trips to other parts of the country. In no time at all, you can be surrounded by snow-covered mountains, stroll through the vineyards overlooking Lake Geneva, pay a visit to the tourist magnets of Lucerne and Interlaken, or take in the sights of Zurich, Switzerland’s financial and economic hub. The Bern-based airline SkyWork connects the city to popular European destinations such as London, Berlin, Munich, and Barcelona.

MEDIAEVAL ARCHITECTURE ALONGSIDE WORLD-CLASS DESIGN

A high-quality cultural offering rounds out Bern’s “slow down” promise. The Paul Klee Centre, for example, is dedicated to the works of this Bernese artist, admired the world over. Italian architect Renzo Piano designed the eccentric museum complex. On its venerable stage, Bern’s Municipal Theatre presents classical and modern opera as well as theatre and ballet. Bern’s Symphonic Orchestra is also one of Switzerland’s longest-established cultural institutions. And located right in the middle of the city by the river is the Bear Park, where Bern’s heraldic namesakes can be visited in the flesh. One of the most distinctive landmarks of the city is the “Zytglogge” (Clock Tower), which is considered a masterpiece of the mediaeval art of clock-making. The impressive Federal Palace, housing the country’s parliament and the seat of



government, is the political nerve centre of Switzerland, whilst the nearby cathedral looms over the city with its enormous church tower, the tallest in the country. In the summer, the city is alive with even more charm, as the native Bernese go for swims in the Aare, and the annual “Gurtenfestival” turns the city into a huge open-air happening thanks to the presence of many internationally renowned musicians. This eclectic mix of offerings is attracting more and more visitors to Bern.

HOTEL SCHWEIZERHOF BERN & THE SPA

The Hotel Schweizerhof Bern & THE SPA is part of the Bürgenstock Selection headquartered in Zug, Switzerland. The house offers 99 rooms and suites, an 800 m² conference centre with 11 halls and rooms, including the legendary “Trianon” ballroom, the Jack’s Brasserie restaurant, which has been awarded 14 Gault Millau points, a cigar lounge, a 500 m² spa and an unparalleled sky terrace. The company portfolio includes the Hotel Schweizerhof Bern & THE SPA, the Royal Savoy Hotel & Spa Lausanne (196 rooms) and the Bürgenstock Resort Lake Lucerne set to open in August 2017 (383 rooms). The total investment volume of the Bürgenstock Selection is one billion Swiss francs.

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