PRESS KIT

2023





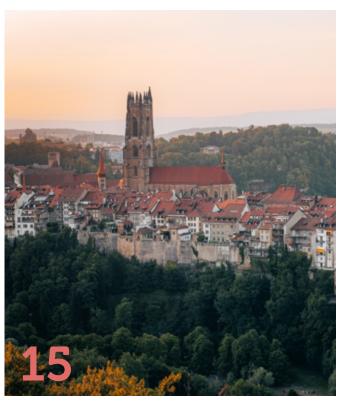
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Culinary Delights

Bénichon: Fribourg's thanksgiving tradition



Culture and History
Rich heritage, attract

Rich heritage, attractively presented



Outdoor Pursuits

Popular cycling routes and scenic hiking trails

CANTON OF FRIBOURG

FACTS AND FIGURES

The canton of Fribourg is one of Switzerland's 14 tourism regions. Among its many advantages are its central location and excellent links to the country's dense rail and road network. All tourist and economic hotspots are never more than 100 km away from Fribourg!

Visitors are pleasantly surprised at the upside-down nature of the region: the cool Pre-Alpine climate in the South and the warm lake waters in the North. In between lies the canton's eponymous capital, which serves as a bridge across different languages, cultures and geographical areas.

NEW LINKS

GETTING HERE

By public transport

Direct rail and bus links from Geneva, Bern, Zurich and St. Gallen

- direct rail link between Bern and Broc-Fabrique (Maison Cailler, from 24 August 2023)
- · direct bus route Moléson Charmey Jaun Boltigen

By car

A1 Bern - Lausanne via Murten or A12 Bern - Vevey via Fribourg

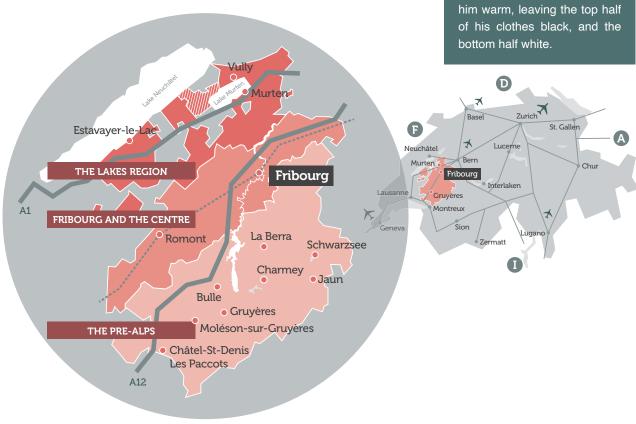
By air

Zurich or Geneva, both 1.5 hours away from Fribourg by train or car

canton of Fribourg black at the top and white at the bottom? Legend has it that Duke Berthold IV, who founded the city of Fribourg in Üechtland in 1157, lost his way during a hunting trip in the local forests. When night fell, he knocked on the door of a modest cabin not far from Bourguillon. The charcoal burner who lived there did not recognise the nobleman and allowed him to sleep in his shed. In the middle of the night, the Duke felt cold and covered himself with blankets. When he woke the next morning, he soon realised that it was in fact used coal and flour sacks that had been keeping bottom half white.

BLACK AND WHITE

Why is the coat of arms of the



7 DISTRICTS

BROYE, ESTAVAYER-LE-LAC

GLÂNE, ROMONT GRUYÈRE, BULLE SARINE, FRIBOURG LAKE, MURTEN SENSE, TAFERS

VEVEYSE, CHÂTEL-ST-DENIS

1,671.5 km² SURFACE AREA

329,809 INHABITANTS

1,835 km

1,604 km HIKING TRAILS
219 km MOUNTAIN TRAILS
12 km ALPINE TRAILS



730 KM

CYCLING TRAILS (INCL. MOUNTAIN BIKE TRAILS)

2 OFFICIAL LANGUAGES

FRENCH AND GERMAN

MULTIPLE DIALECTS

SENSLERDEUTSCH, JAUNDEUTSCH, PATOIS, BOLZ

OVER 160 km

70 km CROSS-COUNTRY
SKIING TRACKS;
ALMOST 20 km SLED RUNS;
240 km SNOW-SHOEING
AND WINTER HIKING TRAILS



6 AOP PRODUCTS*

LE GRUYÈRE AOP
VACHERIN FRIBOURGEOIS AOP
CUCHAULE AOP
POIRE À BOTZI AOP
JAMBON DE LA BORNE AOP
BOUTEFAS AOP

*Products with protected designation of origin

AT LEAST 1.7 million OVERNIGHT STAYS IN 2022

AROUND 46%
IN THE SECOND-HOME SECTOR;
25% IN THE HOTEL SECTOR;
27% OTHER

73% OF VISITORS TO THE REGION OF FRIBOURG COME FROM SWITZERLAND

8% FROM FRANCE

5% FROM GERMANY

2,389 m

VANIL NOIR
THE HIGHEST SUMMIT

429 m

SHORES OF LAKE NEUCHÂTEL
THE LOWEST POINT

RELIGIONS

56% ROMAN CATHOLIC

11% PROTESTANT

23% NONE

10% OTHER



TRADITIONS

PRESERVING FRIBOURG'S HERITAGE

In the region of Fribourg, living traditions are still primarily rooted in the daily life of the locals. Their value for social cohesion is recognised and awareness of cultural heritage is part of the school curriculum. Customs are also appreciated by visitors from all over the world, who often witness scenes that seem to originate from a bygone age. An inventory of the living traditions of the region of Fribourg was made under the auspices of the Musée gruérien in Bulle

and divided into four main groups. For visitors, the emphasis is naturally on the centuries-old transhumance culture with its colourful Alpine ascents and descents, varied crafts and workmanship. Catholic traditions with numerous processions and the ubiquitous choral singing, as well as historic anniversaries with patriotic and military connotations, are very popular. >>

FRIBOURG CULTURE, A LIVING TRADITION



Poya painting – In the Fribourg patois, the syllables 'po-ya' signify the Alpine ascent in early summer, when the cows and goats are brought to higher Alpine pastures. However, it is now understood to mean the visual representation of this important and symbolic event. Poya paintings have adorned the farmhouse façades of the Fribourg Pre-Alps since the early 19th century and this art is still practised. This typical Fribourg rural art can be admired in the villages and in particular on the Poya-themed trail. >>



May singing - On 1 May, the children of the canton of Fribourg go from house to house, singing to announce the arrival of spring. Many, such as the Gruyère youth associations, wear the traditional dzaguillon and bredzon.

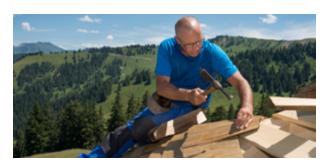
FRICOURG TRADITIONS

MUSÉE GRUÉRIEN



The tour of the interactive Musée gruérien in Bulle is an emotional journey through time. Models, scenes, films and sound sequences, from the Hutbändeli collection, traditional costumes and old tools used by herdsmen, to the traditional farmhouse on a 1:1 scale, depict the varied cultural heritage. Tribute is, of course, paid to the most famous ambassador for the region, the cheese Gruyère AOP. >>

SHINGLE MAKER



Léon Doutaz has devoted himself completely to the traditional craft of shingle making. He is one of seven men in the canton who learnt this trade from scratch. Besides strength and concentration, he needs an excellent feeling for the wood to ensure that his roof is capable of controlling the temperature of the chalet. He welcomes visitors interested in learning more about this traditional craft. >>

BEARDED MEN



The 'barbus' of La Gruyère preserve the transhumance traditions... Back in those days, shaving was difficult, but wearing a smart shirt under the bredzon during festivals was a matter of honor.

TRADITIONAL ALPINE CHALETS



Alpine chalets with wooden roofs are part of the preserved landscapes of the Fribourg Pre-Alps. Six traditional chalets are situated along the 12.4 km hiking trail from Vounetz to the village of Charmey. Good to know: the wooden roofs have a lifespan of approximately 40 years. >>

ALPINE DESCENT, HIGHLIGHT OF THE YEAR

The Alpine descent is of the utmost importance for the Pre-Alpine region. Humans and animals return to the valley after four months on the Alpine pastures. The festival pays homage to the herdsmen, who have assumed a lot of responsibility for the animals and for cheese production. Traditional Alpine descents are a feast for the eyes! The highlight is the procession of animals adorned with flowers and wearing their magnificent bells, accompanied by proud women and

herdsmen in traditional dress. There is also a sermon, market stalls, folk music and customs. It would be impossible to pack more traditions into one day. In Jaun, the Alpine descent of the sheep has been celebrated for over 400 years. There are over 400 animals which, upon arriving in the valley, are sorted (separated) and loaded or sold. A large market ensures that no one has to go home without souvenirs. >>

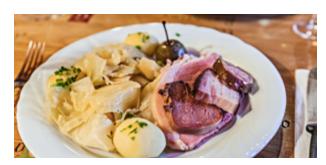
FRI**GOURG** TRADITIONS

WOODEN SPOONS



Carved wooden spoons are one of the many traditions of La Gruyère. Herdsmen were making them at the end of the 17th century to ladle double cream or 'soupe de chalet'. As the craft evolved, elaborately carved spoons were passed down from generation to generation, like family silver. A high-quality souvenir! And even more so when it is associated with memories of delicious food in a Fribourg Alpine hut. >>

EIGHT-COURSE FEAST



Once a year, the entire canton of Fribourg celebrates a Bénichon, the harvest thanksgiving festival that also commemorates the homecoming at the end of the summer Alpine pasture season. This is when everyone comes home; when town and country, locals and visitors come together. Living traditions may be reinterpreted, but the multi-course Bénichon meal remains the same! The cantonal Bénichon festival will be held in Gurmels from 29 September to 1 October 2023.

ALPINE GAMES



Against a fantastic mountain backdrop and directly by the Schwarzsee: the Wrestling and Alpine Games Festival is steeped in folklore and a major event for locals and fans. Sunday, 18 June 2023.

CHORAL SINGING



Abbé Joseph Bovet (1879-1951) left the canton of Fribourg an extensive musical heritage. He subsequently became the music director of St. Nicholas Cathedral and wrote around 2,000 religious and secular works. Whether they are sung in Fribourg patois, in French or German, his choral music and songs still bring people together today.

7,500 CHEESE ROUNDS FROM THE FRIBOURG PRE-ALPS

The production of cheese in the region of Fribourg dates back to 1115. Within 100 years, cheese makers had begun exporting Gruyère to Genoa and Marseille. 'Les caves d'affinage de La Tzintre' in Charmey have existed since the 16th century. Today 7,500 cheese wheels are aged in these cellars until their taste is perfect. The Gruyère d'alpage and Vacherin fribourgeois d'alpage produced by the Fribourg Cooperative of Alpine Cheese Producers were awarded the national quality certificate AOC (Appellation d'origi-

ne contrôlée) in 2001 and 2005 respectively. In May 2013, the certificate was changed to AOP (Appellation d'origine protégée) throughout Europe. In 2021, 190 tonnes of Gruyère d'Alpage AOP and 78 tonnes of Vacherin Fribourgeois d'Alpage AOP were produced. Cheese lovers will be in seventh heaven on the guided tour of La Tzintre's hallowed halls. You can also book a wine and cheese party to round off your experience in style. >>

FRI**GOURG** TRADITIONS

SOLENNITÄT MURTEN



The festival that used to commemorate the victory against the Burgundian Duke Charles the Bold in the Battle of Murten in 1476 is now celebrated as a school festival. Uniformed cadets and girls dressed in white with flowers parade through the 'Stedtli' (Murten's Old Town). The 'Solennität' is an annual town festival with a church celebration, dancing, games and arbalest shooting. *Thursday, 22 June 2023.*

MURTEN RUN



A messenger brought the good news of the victory in the Battle of Murten (1476) and a linden branch to Fribourg. The first national commemorative run took place in 1933, with 14 participants. The 17.17-kilometre-long Murten run is the oldest road race in Switzerland, and attracts around 10,000 runners every year. The 89th edition will be held on *Sunday*, 1 October 2023.

VULLY TART



Community-building tradition: After several hours in front of the communal oven, the associations in Vully sell the delicious, freshly baked Vully Tarts locally. >>

PRAZ GRAPE HARVEST FESTIVAL



Even if Vully is regarded as the smallest of Switzerland's major winegrowing regions, winegrowers know how to celebrate their festival in style. The lovely winegrowing village of Praz is decorated with flowers and has many market stalls and open wine cellars. With children's parades, marching carnival bands and brass bands, the Festival is a joyful celebration of wine and life. Saturday, 16 and Sunday, 17 September 2023.

CARNIVAL OR MARDI GRAS - WILD AND FUN

The Bolz Carnival has been celebrated in Fribourg's Old Town for 55 years. The tradition is upheld with colourful processions, costumes, marching carnival bands and razzmatazz in the bars and restaurants in the Old Town. The Carnival culminates in the spectacular burning of the giant Rababou. Saturday, 18 to Tuesday, 21 February 2023.

The crazy days and nights are also celebrated in Murten. The 'Mardi Gras Society' was established in 1950 to ensure that the Carnival adheres to the obligatory traditions. There are processions, marching carnival bands, fancy dress balls and ditties. Since 1965, it has been customary to put on trial the 'Füdlibürger' (petty bourgeois), who represents the winter, accusing him of everything that has gone wrong over the past 12 months before burning him. *Friday, 3 to Monday, 6 March 2023.*

FEAST OF ST. NICHOLAS



Students at St. Michael College in Fribourg have been organising the St. Nicholas Festival since 1906. After a festive market, at 5.00 pm it's time for the procession of St. Nicholas on his donkey, accompanied by his helpers and torch bearers. In a critical speech interspersed with irony from the steps of the cathedral, he looks back on the past year. The Festival ends with a solemn Mass. *Friday, 1 to Sunday, 3 December 2023.*

CATHOLIC FESTIVALS



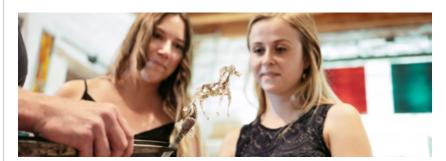
Female mourners dressed in black (in French 'pleureuses') and cross-bearers march through the town of Romont, singing and praying in remembrance of Christ's suffering and crucifixion. *Good Friday, 7 April 2023.* >> In Fribourg, on Corpus Christi, a procession takes place after mass. It passes by a series of lavishly adorned altars, and the congregation stops at each one to pray and sing. *Thursday, 8 June 2023.* >>

LOCAL ARTIST



The influence of professional artist Hubert Audriaz on the cultural life of Fribourg is like no other, particularly in the lower town, where the Bolz dialect is still spoken occasionally. >>

HOME OF GLASS ART



The Vitromusée, the Swiss Museum of Stained Glass and Glass Art in Romont Castle, pulls out all the stops of modern communication: exciting attractions such as Vitromatinées or Vitrobrunches, workshops for adults and children as well as special exhibitions and exciting events draw visitors. The free tour of the museum on the first Sunday of each month lasts a good hour. >>

LINGUISTIC DIVERSITY

Every year, on 26 September, the canton of Fribourg holds 'Bilingualism Day'. The event celebrates the region's two official languages: French and German. The canton's linguistic landscape is further enriched with local dialects like 'Seislerdütsch', spoken in the German-speaking Sense district, and 'Jaundeutsch'. 'Patêjan fribordzê' speakers are the region's largest linguistic minority, and Fribourg patois is still actively spoken today. There is also 'Bolz', an unaffected and fun mix of conversational French and German. You can find out more with a new tour of the Auge quarter in the city's Old Town. >>

CONTACT

We would be happy to help with any queries you have or offer interesting media coverage ideas.

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CULINARY DELIGHTS

BÉNICHON, THE ULTIMATE FEAST

Tempting culinary specialities are intertwined with the rural traditions that still exist today. The citizens of Fribourg love to serve their regional products. The undisputed crowning glory is the multi-course Bénichon feast, which gives thanks for the harvest and celebrates the return of the cows and their herders from their high summer pastures. Originally, the festivities included the blessing of the village church. Apart from small variations, the traditional sequence of dishes has not changed since 1852: Cuchaule AOP (saffron bri-

oche) with Bénichon mustard; broth and boiled beef; Jambon de la Borne AOP, saucisson, cabbage, green beans; leg of lamb, mashed potatoes, Poire à Botzi AOP; Gruyère AOP and Vacherin Fribourgeois AOP; meringues and double cream served in a small wooden pail, fruit, small cakes, puff pastry tarts, biscuits with sugar crystals, 'bricelets', and anise biscuits. In autumn, several restaurants also serve up this wholesome meal. The cantonal Bénichon festival will be held in Gurmels from 29 September to 1 October 2023.

WHERE DELIGHTS ARE SHOWCASED



'Moitié-moitié' fondue – The winning recipe for four people is as follows: rub the fondue pot (caquelon) with a clove of garlic. Mix 400 g of grated Gruyère AOP and 400 g of grated Vacherin Fribourgeois AOP (insiders swear by a mix of mature and mild cheese), one teaspoon of cornflour and 300 ml of white wine. Slowly bring to the boil whilst stirring continuously until the cheese is silky smooth. Season with pepper and serve with chunks of bread and/or potatoes. Bon appétit!



Culinary capital 2023 – The city of Fribourg will play host to the national 'Semaine du Goût' (14 to 24 September). There are also a host of culinary events lined up for 2023 that will showcase seasonal produce, regional specialities and sustainable cuisine.

AOP MEAT PRODUCTS



In 2021 Fribourg's traditional smoked ham, Jambon de la Borne AOP, became the first meat product to be awarded the protected designation of origin label. This local speciality is the star of any Bénichon menu. La Jambonnière, in Mézières, even offers a mail order service for its award-winning ham and other specialities. >> Boutefas, a type of uncooked sausage made in Fribourg and Vaud, was also awarded the AOP label at the end of 2021. >>

CHOCOLATE HEAVEN



Maison Cailler is legendary. From 26 August 2023, a new train service will take travellers from Bern directly to Broc-Fabrique. In Fribourg city, Chocolat Villars has recently opened the experience boutique 'La Fabrik'. There is also world champion chocolatier Jorge Cardoso, who amazes visitors with his incredible life-size sculptures in the Rue de Lausanne. The Chocolaterie de Gruyères and the studio of chocolatier Romain Leemann in Bulle are well worth a visit too.

SENSLER BRÄTZELE



These flat, crispy and deeply savoury waffles are part of the cultural and culinary heritage of the Sense district. You can buy them, for example, at the Schwaller family's farm shop in St. Antoni. >>

A MORNING ON AN ALPINE FARM



Gruyère AOP and Vacherin Fribourgeois AOP never taste better than in their place of origin. A day on the Alpine pastures is an unforgettable experience. At the Vounetz Alpine hut, for example, visitors can participate in the working day of an Alpine farming family, from milking the cows and making cheese (8.30–10.30 am) to sampling the products made on the farm. Similar offers are available in the Schwarzsee and Moléson regions. >>

FRESH FISH

The inhabitants of the canton of Fribourg love fish and there is a good reason why. Lake Murten and Lake Neuchâtel are home to 20 species of fish, including the catfish and other delicious species like European perch, zander, fera and brown trout. Some professional fishermen like Claude and Cyrille Delley on Lake Neuchâtel and Pierre Schaer on Lake Murten take guests on the boat with them. Locally caught fish are very popular. For example, the restaurants Du

Port and Le Rive Sud in Estavayer-le-Lac, the Bel-Air in Praz, the Du Port in Môtier, as well as the Bad Murtensee restaurant in Murten and gourmet restaurants in Fribourg offer excellent fish dishes. Children in particular believe that the fish they catch themselves taste the best. At the trout farm in Neirivue, you can try your hand at a spot of fishing, and a number of restaurants in the Intyamon Valley will cook your catch exactly how you want it. >>

POIRE À BOTZI AOP



The tiny Poire à Botzi AOP (botzi = patois for bunch) is not easy to grow, is difficult to preserve, and does not offer a reliable yield. Despite this, it is a much-cherished part of Fribourg's culinary heritage and even has its own powerful and devoted lobby – in Switzerland and abroad – the 100-strong Confrérie de la Poire à Botzi. >>

FOOD FESTIVALS



The historic town of Gruyères will host the 'Fête du Fromage' (7 May 2023) which celebrates the region's cheesemaking heritage. Events will also include alphorn concerts, as well as demonstrations of traditional crafts like shingle-making. >> The 'Goûts et Terroirs' food fair in Bulle is a tasty day out for food lovers (1 to 5 November 2023). >> Murten's legendary truffle market (18 to 19 November 2023) is a must for fans of this funky edible fungus. >>

CRAFT BEER



There are several small craft breweries established in Fribourg that uphold the craft of traditional brewing and make it accessible. How about a brewing course?>>

TASTE MY FRIBOURG



Fribourg in five courses: This food tour kicks off with Cuchaule at Le Point Commun café in the city centre. Next stop, Les Trentenaires for a glass of craft beer and cheese before heading to the Cathedral and some more liquid refreshment at Les Marchands Merciers. The tour ends at the Brasserie de l'Epée, in the Old Town, for a glass of Fribourg wine, a main course, dessert and coffee. >>

VULLY WINES

With 150 hectares of vineyards, Vully on Lake Murten is the smallest of Switzerland's major winegrowing regions. The main grape varieties grown here are Chasselas (41%) and Pinot noir (28%), Gamaret, Merlot, Pinot gris and Chardonnay. There are also two speciality varieties, Freiburger (Freisamer) and Traminer (Gewürztraminer), both of which are subject to the 'Vully Charter' that aims to enhance their status. Local winemakers will open their cellars during the weekend of 26 to 28 May 2023. This is a fabulous chance to

get an inside look at these tradition-steeped wineries, many of which are still family-run. For foodies, there are two unmissable events: the 'Vully Gourmet Path' (24 June 2023), and the 'Balade gourmande' (15 July 2023). Last but not least, there is the Grape Harvest Festival in Praz on 16 and 17 September 2023. Of course, visitors can follow the three scenic vineyard trails at other times of the year as well, and maybe even combine their walk with a boat cruise on Lake Murten. >>

GOURMET RESTAURANTS



A total of 33 restaurants are listed in the 2023 Gault & Millau guide for the canton of Fribourg, six more than the previous year. Pierrot Ayer, chef at Le Pérolles, and Romain Paillereau, the new chef at Les Trois Tours in Bourgillon, both received 17 points. La Cène and the Hôtel de Ville, in Fribourg city, as well as Le Sommet in the Hotel Les Montagnards (Broc) and the Pinte des Mossettes (Cerniat) were all awarded 16 points. Insider tip: Com'ça and L'Ecu (12 points) in Bulle. >>

BÉNICHON RESTAURANTS



There is a good chance that from August to November local restaurants will be serving up the Bénichon menu. The multi-course meal was originally enjoyed at home, but now you can order it in restaurants like the Gasthof zum Schlüssel in Ueberstorf or the Café Tivoli in Châtel-St-Denis. A few family farms become popup bistrots during Bénichon season. You can also buy vacuum-packed, ready-to-serve Bénichon menu sets from local butchers around Fribourg. >>

ORGANIC FOOD



The second edition of the culinary tour of Murten's Old Town will be held on 22 and 23 September. Local organic farmers will showcase their wares, top chefs will transform this produce into mouthwatering meals, and the public will raise a glass! >>

ORGANIC VEGETABLE DAY



On Sunday, 2 July 2023, Kerzers, Galmiz and Fräschels in Fribourg's Seeland will host the first 'Organic Vegetable Day'. Over 60 vegetable varieties are grown throughout the year in the 'Kitchen Garden of Switzerland', from rhubarb and asparagus in spring, and salads and summer veg, to squash and cabbage in the autumn. The day will be a chance for the organic farmers to explain what they do, present their philosophy, share tips, and let the public sample their delicious seasonal produce. Exploring this land of plenty by bike or on foot is sure to be entertaining.

LEGENDARY CAKES FROM LAKE MURTEN

Mixing up Nidelkuchen and Vully Tart is not a good idea. 'Nidel' means cream. The Aebersold bakery has been producing the Murtner Nidelkuchen for three generations. Ulrike Aebersold and her team know exactly how to place five different layers of cream on the yeast dough to ensure that the cake comes out of the oven with its unique and mouthwatering caramel taste. >>

The Vully Tart has a larger lobby, namely Vully wine-growers. They consider the tarts to be an ideal accompaniment to wine, serving the freshly baked tarts with an aperitif, as a savoury snack with bacon or almonds, or the original sweet version with its handmade 'love wells' filled with caramelised sugar. Visitors can buy Vully Tart at the Guillaume bakery in Sugiez, and elsewhere. >>

MARKET DAYS



The region of Fribourg has a vibrant and popular market tradition. Filled with produce from the Fribourg Pre-Alps, local farms, kitchens and wine cellars, market day is a real feast for the eyes! Whether in Fribourg, Bulle, Estavayer-le-Lac, markets of all kinds – food, bric a brac or crafts – are a moment of joy, with a joke or friendly chat here, a recipe or helpful tip there. They bring a sense of community and embody the spirit of the people of Fribourg. >>

CUCHAULE AOP



The buttery, fragrant saffron brioche is the star of Fribourg's Bénichon menu and an integral part of its culinary heritage. Today, the irresistible bread speciality is available all year round. To preserve the high standards of Cuchaule AOP, the Confrérie des Chevaliers du Bon Pain holds an annual competition. The all-important saffron should be homegrown, but imports are also allowed. >>

DESSERT



Fluffy, sugary, crumbly, velvety soft, crunchy and creamy: Fribourg's iconic meringues with La Gruyère double cream is in a very sweet class of its own! >>

MUSTARD COMPETITION



Bénichon mustard may be best described as a sweet and tangy spicy preserve. The recipe requires concentrated pear juice (vin cuit), mustard, flour, sugar, anise, cinnamon and cloves, as well as a pinch of... that's a secret!. A major competition takes place in Estavayer-le-Lac (26 to 27 August 2023) to award the title of 'Best Bénichon mustard in the canton of Fribourg'. >>

FONDUE - ANYTIME, ANYWHERE

Fondue is a sizzling love affair and can be enjoyed anytime and anywhere, for example in the beach bar La Dérive, by the Cable Ski lift in Estavayer-le-Lac. In Murten, the ultimate address is called Freiburger Falle. The sunset fondue on the summit of the Moléson or in the Alpine tavern Le Vuipay in Les Paccots is the ultimate culinary pleasure. In Cerniat, the Gros Chaumiaux Alpine cheese dairy attracts visitors, and in Schwarzsee, Raemy's goat farm offers a fondue made from goat's cheese. Fondue is served during a horse-drawn carriage ride or a round trip on Lake Murten. In Fribourg, the Café de l'Ange serves a fondue pot divided into three sections. The legendary Café du Gothard is also a sure bet. >>

CONTACT

We would be happy to help with any queries you have or offer interesting media coverage ideas.

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CULTURE AND HISTORY

RICH HERITAGE, ATTRACTIVELY PRESENTED

The region of Fribourg has a rich cultural heritage, and the inhabitants take care of it with love and pride. The narrow lanes of the medieval towns of Fribourg, Gruyères, Romont, Murten and Estavayer-le-Lac are picturesque, yet full of life. Fortifications, churches and monasteries – many of them on the Way of St. James – castles and manor houses attract visitors with fascinating cultural activities. The capital, Fribourg, enchants visitors with its magnificent Gothic architecture, first and foremost St. Nicholas Cathedral, as well

as entire streets – over 200 in total – of 15th century Gothic façades. Then there are the 14 bridges and 11 historic fountains, which alone are worth a visit. La Gruyère is also a cultural region: its everyday farming and festival culture are traditions, many of which are still practised today. They are presented in the Musée gruérien in Bulle. All of this and a profound openness give rise to contemporary and unusual customs, as well as a great deal of culture. >>

FRIBOURG, A HUMAN-SIZED MEDIEVAL TOWN



Town fortifications – The medieval fortifications are accessible during the day from May to October. Five gates, six towers, seven sections of walls, a large rampart: the most significant heritage of medieval military architecture in Switzerland is open to visitors. Exploring the impressive fortifications with a guide and historian is a good way to learn about the history of the town, built in the meander of the Sarine river, and discover the best vantage points. Book your tour at Fribourg Tourism. >>



St. Nicholas Cathedral – The town's landmark, whose construction began in 1283, depicts a bas relief of the Last Judgement on the main door, has magnificent glass windows, wonderful old organs and a 74-metre-high observation tower – and a rich history! >>

FUNICULAR



The Fribourg 'funi' is part of the public transport system and is listed in Switzerland's cultural heritage inventory. It started running between the town centre and the lower town in 1899 and is the only remaining water ballast-powered funicular railway in Switzerland. The ballast comes from a renewable source – the city's waste water. Despite the sometimes funky odour, the funi's appeal is not to be sniffed at!

VISIT OF CASTLES



Ideal models for painters of fairy tale castles: surrounded by the impressive Fribourg Pre-Alps, Gruyères Castle, the former seat of the Count of Gruyère, overlooks the medieval town from the top of the hill. A tour takes visitors through eight centuries of history and culture. >> The beautiful Chenaux Castle in Estavayer-le-Lac, which has overlooked Lake Neuchâtel since the 15th century, is also well worth a visit. >>

GLASS ART



Romont Castle houses the Vitromusée, the Swiss Museum of Stained Glass and Glass Art, and its exhibition of 500 or so works, some of which were made over 1,000 years ago. >>

BEHIND CITY WALLS



Not far from Romont lies Rue, a charming medieval hamlet. It may be one of the smallest towns in Europe but its history makes up for its diminutive size! A signposted one-hour walking tour takes you through its picturesque streets, tells the stories of their rich past, and that of the castle, churches and oratories that dot the town, not to mention the hamlet's historic residences and former workshops. >>

AWARD-WINNING SACRED HERITAGE

The Sarine basin, with its numerous monasteries, churches and chapels, was awarded the title 'Landscape of the Year 2018' by the Swiss Foundation for Landscape Protection. Many of the sacred buildings in the region, which has been "strongly influenced by religion", are open to visitors. The Hauterive Abbey, a Cistercian monastery built around 1138, enjoys a picturesque location in a loop of the river Sarine outside Fribourg. You can listen to the monks literally singing God's praises or spend a few days in quiet contem-

plation. Peace and quiet can also be found with the hospitable Cistercian nuns in the Fille-Dieu Abbey in Romont or the guesthouse of the Maigrauge Abbey in Fribourg's Old Town. Competent guides are on hand to share their extensive knowledge of the numerous abbeys, public churches and chapels, which have an eventful history and the most exquisite ecclesiastical art. An overview of the sacred heritage can be found online.

ART AND LOVE



The Espace Jean Tinguely – Niki de Saint Phalle is dedicated to Fribourg's most famous partners in art, and in life. It is a fascinating exhibition in the former tram depot in the town of Fribourg. Tinguely's meta-mechanical devices appear to be timeless and ready to go and the 'Nanas', voluptuous female figures by Niki de Saint Phalle, are also clearly non-conformist. Creativity, elaborately implemented! >>

MUSÉE GRUÉRIEN



The everyday life of herdsmen in La Gruyère in a bygone age is now part of the cultural heritage, while their traditional festive customs are kept alive. A wonderful interactive exhibition transports visitors to the crafts in the Middle Ages, relates the triumph of Gruyère cheese in Paris, allows them to enter an Alpine hut and take part in a Bénichon festival. The museum is conveniently located in downtown Bulle, not far from the castle.

FROG MUSEUM



Estavayer-le-Lac has the quirkiest museum in the region: 108 stuffed frogs in satirical scenes from everyday life in the 19th century. It's always popular with children!

HR GIGER MUSEUM AND BAR



The Château St-Germain in the medieval town of Gruyères houses a futuristic treasure, the Museum of the Swiss artist HR Giger. In 1980, he won an Oscar for the best visual effects in the film 'Alien'. His sculptures, pictures and stage designs still fascinate visitors today. The HR Giger Bar opposite also gives visitors an impression of his work, as well as goose bumps. >>

DISCOVER MEDIEVAL FRIBOURG

Visitors to Fribourg's Old Town can enjoy a fully immersive journey back to the Middle Ages thanks to the 'Frÿburg 1606' multimedia guide. Your time-travelling adventure starts at the Fribourg tourist office, where you can rent a tablet or download the 'Frÿburg 1606 AR' to your smartphone. Thanks to augmented reality technology, you will be able to explore the medieval alleyways, enjoy panoramic views, glimpse the fortifications that have long since disappeared and meet the

locals. You can even help one of them resolve a mystery. The highlight of the tour is 'Espace 1606' in the Old Werkhof with its 52 m² scale model (1:250) of medieval Fribourg, based on the 1606 Martini plan of the town. The model captures 1,700 buildings, 17 metres of fortifications, the river banks, bridges, fountains, gardens, 3,000 trees and 2,000 figures. There is also the interactive 'Secret of Auge' mystery tour – a fun group activity that puts your sleuthing skills to the test. >>

NEOLITHIC VILLAGE



Our ancestors settled in Gletterens, on the southern shore of Lake Neuchâtel, 5,000 years ago. The reconstructed lakeside village is a typical Neolithic settlement. Guides provide information about the everyday life of the lake dwellers in and around the mud houses thatched with rushes. There are also assorted themed workshops (fire-making techniques, and the creation of weapons, tools and jewellery), as well as events and overnight stays. >>

BATTLE OF MURTEN



On 22 June 1476, the Swiss Confederates successfully launched a surprise attack on the Burgundian army and their leader Charles the Bold. Every year, Murten commemorates the battle with a series of events, including the 'Solennität', the Historic Murten Shoot and the Murten run. As well as interpretive panels along the town walls (a must-see in the city!), the Murten Museum depicts the battle in a multimedia show. >>

FILM FESTIVAL.



With its thought-provoking programme, the Fribourg International Film Festival encourages crosscultural dialogue. 17 to 26 March 2023.

ON THE TRAIL OF THE ROMANS



The Lake Murten Region has much to offer history buffs, such as Avenches (VD) and Aventicum, the capital of Roman Helvetia. The forum's thermal baths, the theatre and the Roman Museum, in particular, are worth a visit. Restoration work on the amphitheatre will be completed by 2029. >> The Roman Museum in Vallon is well worth a visit, too. >> The faithful reconstruction of the Celtic oppidum on Mont Vully, formerly part of a 600-metrelong fortification, is also impressive. >>

FRIBOURG IN THE TWILIGHT

Fribourg at dusk' is a 2.5-hour guided storytelling tour set in 1490. Rendez-vous: the inner courtyard of the former Commandery of the Knights of St. John, in Fribourg's picturesque Old Town. By lantern light, one of the warrior monks, Christobald von Erlach, leads you through the alleys close to the banks of the Sarine, into steep, dark woods. Joining the mystery tour is the gossipy Catherine, a maid and herbalist, who knows all sorts of secret passages. As you make your

way through the twilight, Christobald and Catherine share the legends and history of different spots and buildings in Fribourg's Old Town. If only the old walls and alleys could talk! As night falls, fact and fiction imperceptibly merge... An entertaining and informative way to spend the evening. You can book a group tour or sign up for a public tour at the Fribourg tourist office. >>

ARTICHOKE URBAN ART



The medieval town of Estavayer-le-Lac has also recently shown itself to be very hip – along the Arti-Choke Urban Art Route, at least. Contemporary urban artworks create a trail that blends into the cultural heritage of the small town. A map is downloadable for individual exploration (approx. one hour). Visitors can obtain a brochure from the tourist office or book a tour. >>

PAYERNE ABBEY CHURCH



The recently renovated Payerne Abbey Church is a masterpiece of Romanesque architecture. An immersive and interactive tour offers a deep dive into 1,000 years of history. The 20-part audio guide gives you everything you need to know about the church that had close ties with Cluny (FR), as well as the symbolism of its sculptures and paintings. You will also discover how the monks lived and how natural light shaped the structure of their days.

OPEN-AIR BATHS



The open-air public swimming pool Les Bains de la Motta was built in the classical style by architect Beda Hefti in 1923. Backstroke swimmers enjoy the coolest view of the Old Town. >>

'ESPACE 1606'



The Werkhof in the lower part of the Old Town has risen like a phoenix from the ashes. Fribourg as it appeared in 1606 is now captured in the largest scale model of its kind in Switzerland (52 m²). Multimedia animations projected on giant screens bring us face to face with the locals like Martin Martini, a peasant, natural healer, and general jack-of-all-trades. >>

A REGION OF SINGERS

Choral music is a very lively tradition in Fribourg. Around 5,800 singers are organised into 214 religious and secular groups. The choral associations also developed outside the religious milieu, occasionally also as a backlash against it. Abbé Joseph Bovet (1879-1951) succeeded in uniting all voices. His melodies and texts are engraved on the hearts and memories of the citizens of Fribourg. A monument is dedicated to him in the Grand-Places park in Fribourg. Cantorama, the 'House of Fribourg Choral Music', in Jaun preserves and promotes this rich historic and cultural heritage, with concerts and collections. >>

CONTACT

We would be happy to help with any queries you have or offer interesting media coverage ideas.

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NATURE

SPOILT FOR CHOICE

Nature in the canton of Fribourg captivates visitors with its extraordinary diversity. The landscapes of the Lake Murten Region and along the southern shore of Lake Neuchâtel are delightful: idyllic shorelines with a wealth of biodiversity, sandy beaches, steep vine-yards and fantastic views of the snow-covered peaks of the Swiss Alps promise an enjoyable and leisurely holiday. The centre of the region, with the capital Fribourg and the town of Romont, offers sweeping views, fascinating river landscapes, rolling hills and

an appearance that is characterised by agricultural and forestry use. The Fribourg Pre-Alps extend from the Sarine river and Lake Gruyère across the legendary Alps that have been cultivated for centuries, to the 2,389-metre-high rugged peaks or 'vanils', as the crags are called in Fribourg patois. Nature reserves, Pre-Alpine parks and unspoilt landscapes formed by glaciers invite visitors to take an environmentally friendly approach and make educational discoveries. >>

ON THE LAKE OR BY THE RIVER



Solar-powered cruises – The city of Fribourg did not always have a lake. The Lake Schiffenen was created in 1963 when the dam which shares its name was constructed. The 12-seater solar-powered boat 'd'Grandfey' is a great way to explore this scenic lake in all its glory. During the 1.5 hour cruise (1 hour round trip on Sundays), you can admire the beautiful natural scenery and learn more about the dam, the Madeleine Hermitage, the natural environment and the many bridges and castles that dot the region's landscape. The boat can also be booked for private parties. >>



City river trail – On Lake Pérolles, a short walk from the centre of the town of Fribourg, there is a nature reserve carved out from sandstone by the Sarine river. Interpretive panels provide a wealth of information about the bird species and diverse flora. >>

FRI**GOURG** NATURE

SPECTACULAR TREES



They are exceptional specimens, energising gifts of nature of inestimable value and ambassadors of the 20 to 30 million trees in the forests of the region of Fribourg. The Cantonal Office for Forests and Nature has produced a leaflet on over 60 spectacular trees and recommends an on-site visit. From the protector to the dancer, the survivor and the hydra, even their names give a hint about their history – and ours. >>

WATER BABIES



The secret to happy holidays is happy kids! There are lovely sandy beaches on the southern shore of Lake Neuchâtel. In Gletterens, the beach is easily accessible via a wooden walkway. As well as soft sand, the Nouvelle Plage and the Alphasurf water sports centre in Estavayer-le-Lac offers lots of kid-friendly fun. Nearby Murten also has a cool pool with direct access to the lake. Salavaux is a sure bet, too. >>

KNEIPP PATH



Equipped with seven Kneipp installations, this energising four-kilometre trail around Schwarzsee harnesses the combined restorative power of nature, movement and water. >>

NATURAL PARADISE



The Grande Cariçaie, on the shores of Lake Neuchâtel, covers eight nature reserves. Cycling paths, hiking trails as well as information posts, observation points and hides invite to a gentle approach of the nature. The Champ-Pittet and La Sauge nature centres are great starting points, but there also guided tours of the flora and fauna – even by canoe. Beaver tracks are a common sight, tree frogs provide the soundtrack to your visit.

GOURMET CYCLE TOUR AROUND LAKE MURTEN

In the Lake Murten Region, nature, culture and cuisine vie for the attention of connoisseurs. The signposted Cycle Route No. 480 'Tour of Lake Murten' invites cyclists to ride around the lake, combining everything beautifully. A 28-kilometre trail with a small elevation gain of 360 metres is well worth the effort because of the breathtaking views from Mont Vully (altitude: 653 m). 'Gourmet tour around Lake Murten' is the name of the inclusive tour for cyclists, who would

literally like to relish the regional specialities. Vouchers for a lunch or dinner with perch fillets and salad, for a glass of Vully wine or a soft drink, a piece of Nidelkuchen or Vully Tart with a cup of coffee and a surprise gift are available in the tourist offices in Murten and Sugiez or online for CHF 45 per person. The vouchers are accepted in many restaurants and bakeries (on the same day). >>

FRI**GOURG** NATURE

JAUN WATERFALL



The mystical Jaun waterfall is deemed to be a powerful place and was shrouded in mystery for a long time. The source of the water has since been discovered 15 kilometres away. It seeps away at the source and filters through the karst for 10 days before it gushes out of the rock here with full force. The spray formed by the deluge of water that rushes down at 6,000 litres a second contains a lot of energy from the earth's core. >>

CHAVANETTES WATERFALLS



Perched on a rocky promontory and nestled in the region's rolling hills, Rue is one of the smallest towns in Europe. The medieval town and castle are the starting point for the short walk to the Chavanettes waterfalls – a great place, on the banks of the Broye, for everyone to recharge their batteries. The river begins in the Fribourg Pre-Alps and flows to Lake Murten below. >>

DRAGON'S NEST



Kids will love the 'Dragonland Kaiseregg' adventure playground on the Riggisalp above Schwarzsee. Good for the body, good for the soul! >>

CANOFING IN FRIBOURG



The Sarine river and Lake Schiffenen are perfect for paddlers. And this is how it works: upon arrival in Fribourg, take a short stroll through the charming Old Town, before floating along one of the most beautiful paddle lakes in Switzerland. Here, even beginners have an unforgettable experience on the water. This is how you spend a relaxing day.

RARE NATURAL LANDSCAPES

The region around Les Paccots, with its wetlands, mixed forests and plateau, offers nature enthusiasts a wide variety of natural treasures. Take the Lac des Joncs (altitude: 1,235 metres). This is not just any mountain lake: it dates from the Ice Age – so it is around 5,000 years old – and is very deep. This amphibian spawning area of national importance provides a habitat for rare fauna, such as the endangered common toad and the large redeye, and plants such as the spatterdock, sundew and purple marshlock.

From Les Paccots it is also possible to reach the Niremont Massif (altitude: max. 1,500 metres) with its ancient, protected peat bogs. Visitors who accompany gamekeeper José Genoud learn to observe animals at a respectful distance and thus see more. Since Cyclone Lothar began transforming the forest here, the expert has been closely observing the development in these more recent glades. The scenic footpaths in Les Paccots allow visitors to experience the biodiversity up close and respectfully. >>

FRI**GOURG** NATURE

MONT VULLY



Mont Vully is only 653 m high but has magnificent views. The vista from its ridge extends across vine-yards and the lake to the snow-covered peaks of the Bernese Alps. The Vully sandstone caves are situated on the southern slope above Môtier. These defensive tunnels were excavated by the Swiss army during World War I, and are now a fascinating area to explore. Remember to bring a torch!

BIOTOPE RESTORATION



Renaturation work has already begun on the biotope in the 'Mycologie' wetland near Romont, thanks to the local Junior Chamber International, the town of Romont and the Farzin Forestry Corporation. The team is also rebuilding the circular path and adding walkways, bridges and interpretive panels. This will allow the moor to breathe again from summer 2023, the biodiversity to return and the thirst for knowledge of young and old to be quenched. >>

BOTANY



The Botanical Gardens of the University of Fribourg have around 5,000 plant species, divided into 23 sections. Magnificent flora in the centre of town! >>

PANORAMIC VIEWS



No summit with such fantastic views (altitude: 2,002 m) is easier to reach than the Moléson. From the panoramic terrace, visitors have an unobstructed view over the Alps to Mont Blanc, across the Three-Lakes Region to Lake Geneva and the Jura. For a romantic evening, book a table for a sunset fondue, wine and tapas or a burger feast. Work up an appetite with a gentle stroll along the ridge path. >>

NATURE PARKS

The Gruyère Pays-d'Enhaut Regional Nature Park covers 503 km² of the typical Pre-Alpine landscape that extends from Bulle through to Montreux and Gstaad. Natural landscapes, like human civilisation, create a heritage which the cantons of Fribourg and Vaud jointly wish to preserve. Lovely hiking trails, such as the cheese trails on old transport routes and the signposted long-distance trail, the 'Grand Tour des Vanils', go through valleys and across hills and

mountains. Hikers obtain authentic insights into the everyday life of the Alpine shepherds and villagers. >> Covering 402 km², the Gantrisch Regional Nature Park includes the Schwarzsee tourist region. There are occasionally guided tours, excursions and workshops on nature, culture and traditional crafts, such as shingle making and bread baking. The parks are an invitation to gain a genuine insight into these culturally rich regions and the charm of everyday life there. >>

BAREFOOT TRAILS



In the garden of the old mill in Villarimboud, 'Le Pied Total' invites visitors to take part in a voyage of discovery. "Going barefoot heightens the senses. After a ramble in the countryside accompanied by a wealth of anecdotes, your feet feel totally liberated... and your head as well!" says Frédéric Perritaz, the architect of the barefoot trails. Visitors who wish to spend the night in a tree bivouac are also in the right place here. >>

MOUNTAIN SWIMMING



The cool, calm and crystalline spring waters of Lake Schwarzsee have attracted swimmers since the 19th century. The wooden jetty, in front of the Gypsera restaurant, and the nearby natural beach of Staldenmotta, are a real draw for families, day trippers, sunbathers and seasoned swimmers alike. What better way to spend the day than with a walk around the mountain lake, followed by a refreshing plunge! >>

NOVILÉ



Novilé is the name of the app for treasure hunting around Lake Gruyère. Players experience the region and its treasures on seven stages and vie for the kudos and prizes. >>

1,001 BUTTERFLIES



A jungle trek through a tropical forest, a mangrove swamp and orchid pools. 1,001 butterflies enchant visitors with their ballet, many exotic varieties can be spotted and the adventure concludes with the nocturnal inhabitants of the jungle. Visitors can join expert Chantal Derungs for insider knowledge, and help with the butterfly breeding programme in the Papiliorama in Kerzers. >>

LAKE CRUISES

The Attila Boutique Boatel, operated by Reederei Vully AG, is hip, and eco-friendly too. The former freighter has been transformed into a shiny, modern floating hotel, with nine cabins, a captain's lounge and swimming platform, which takes guests on chilled-out cruises around the Three-Lakes Region. >> The shipping company 'Lacs de Neuchâtel et Morat LNM' offers regular connections and leisurely round trips on Lake Murten, Lake Neuchâtel and Lake Biel. The Neuchâtel steamship, which runs to a special schedule (vapeur), is particularly popular. Foodies can embark on a culinary themed cruise, while more sporty visitors can cycle to the winegrowing village of Praz and return by boat. >>

CONTACT

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OUTDOOR PURSUITS

NATURE TRAILS

The topography of the region of Fribourg is a gift for visitors and locals who love outdoor pursuits and nature. Aquaphiles are attracted to the idyllic Lake Murten and Lake Neuchâtel region, with its many beaches and accessible shorelines. Culture-loving hikers will find surprising ways to discover the capital Fribourg and its surroundings. And the views of the Fribourg Pre-Alps, with their austere natural beauty, delight walkers, hikers as well as cyclists and even climbers on the Via Ferrata. Hikers think they are in para-

dise: the official network of hiking trails covers a good 1,800 kilometres. Themed trails even tempt non-hikers and the 'Grand Tour des Vanils' guarantees several days of long-distance hiking. The network of cycling routes in the region of Fribourg comprises three national, nine regional and four local routes, while the signposted route around Lake Murten is popular with the public. Panorama Bike Route No. 2 is a showcase of the best that the Fribourg Pre-Alps have to offer.

FRIBOURG PRE-ALPS: A CLIMBING PARADISE



Close to heaven – The Gastlosen offers numerous climbing routes and the finest practice area. Easily accessible, but charismatic, it spellbinds climbers. Florence Nikles and Sébastien Monney belong to a small group of elite expedition team members of the Swiss Alpine Club. Florence has been climbing on the Gastlosen ever since she can remember and has never stopped. Sébastien accompanies ambitious mountaineers who wish to explore the north face, for example. Both of them play a part in awakening or sustaining the enthusiasm of many people for climbing. >>



Via Ferrata – Following on from the two popular Via Ferrata routes on the Moléson, Charmey has recently opened its own Via Ferrata for climbers of all levels. A second is set to follow. Cool Alpine climbing fun and spectacular views are guaranteed! >>

ZIP LINE VALLEY



Charmey Aventures: The clue is in the name! The Zip Line Valley adventure begins at the Vounetz top station. From there, a maximum of 15 zip lines let thrill seekers fly up to 400 metres in the air back down to the middle station. Adrenaline-fueled sightseeing with a difference! If you don't have nerves of steel, you can still take the hiking trail, and put your wits and agility to the test at the climbing park. >>

THREE-LAKES ROUTE



The hearts of nature enthusiasts leap with joy on the three hiking stages between Lake Neuchâtel and Lake Murten. The animals in the Grande Cariçaie are at their most active in the early morning. Via wooden foo bridges and in La Sauge Nature Conservation Centre visitors can cautiously approach the shy lakeside inhabitants. Sandy beaches invite visitors to swim, Mont Vully offers the best panoramic views, and Murten's Old Town is perfect for a scenic stroll. >>

GOURMET TRAILS



With starter and dessert sorted, it's time for some hiking in Les Paccots. Maybe a two-hour walk and outdoor fondue? Or a four-hour walk with four culinary stopovers along the Panorama route? >>

Al.I. DOWNHILL.



Bikers with a need for speed can find two fantastic downhill routes on La Berra (altitude: 1,719 m) mountain, which offers amazing panoramic views. The slightly longer 5.4-kilometre-long blue trail goes from the top station of Télémixte, past the Gîte d'Allières mountain restaurant and down to the valley. The red, steeper route covers a distance of 3.4 kilometres and runs directly under the cableway. >>

THROUGH THE LAND OF MILK AND CHEESE

The Alpine Panorama Trail No. 3 offers 30 stages from Lake Constance to Lake Geneva. The Fribourg section begins with stage 21 and promises hikers a lot of enjoyment and welcoming inns. From Schwarzsee hikers take the chairlift to the Riggisalp and roam through the spectacular primeval landscape of the Brecca Valley and then across the flat Euschelspass, carved out by glaciers, to Jaun. On the following day, hikers roam through the heart of La Gruyère along the Jogne river

and through the mystical Jogne gorge to Broc, home to Maison Cailler, the Swiss Chocolate Factory, and to Gruyères Castle. On the third day, tribute is paid to the Moléson, the mountain with impressive views of the Fribourg Pre-Alps. Taking the cableways to the Plan-Francey middle station avoids the 700-metre climb. The hiking trail runs along the northwest flank of the Moléson into the Pre-Alpine region of Les Paccots. Hello, Lake Geneva! Goodbye, the region of Fribourg!

BIKE TOUR



Picturesque landscapes, a rich history and a wealth of cultural treasures, living traditions and culinary highlights such as Maison Cailler, the Swiss Chocolate Factory, and La Maison du Gruyère demonstration cheese dairy: visitors experience a lot in the five days they spend cycling from Murten – Fribourg – Gruyères – Romont – Murten. The package trip with luggage transport makes it very easy.

SUPER SUPS



Stand up paddling is a great way to experience the majestic Alpine scenery of Schwarzsee and the sundrenched vineyards of Vully on Lake Murten. Or you could paddle out to the Ogoz Island on Lake Gruyère. You can hire all the kit you need at lots of outlets around the region. There is also a great SUP tour that starts in Fribourg's Old Town and follows the Sarine river to Lake Schiffenen, where you can drop off the SUP and return by train. >>

WAKEBOARDING



With help from an expert instructor, a wakeboard and the 800-metre-long Cable Ski lift, you too could be flying over the water at Estavayer-le-Lac. You can then progress to wakesurfing, where you ride the waves churned up by a motor boat. At this water sports paradise, you can also take sailing lessons, or hire pedalos, canoes and stand up paddles. >>

TRAIL RUNNING PARADISE



Mike Aigroz has always sprinted up the mountains: the trails are where he senses their pure energy. The outdoorsman still runs today across the beautiful peaks and crests near Les Paccots, just as he did as a 10-year-old and at the height of his Ironman successes. There are a variety of trail running paths with different levels of difficulty. If you want to follow in Mike's footsteps, stop off for a fondue at the Incrota Alpine restaurant.

BIRD'S EYE VIEW

The Fribourg Pre-Alps are a paradise for paragliders. Modern, easy-to-carry paragliders enable new adventures between mountain and valley. In several destinations, experienced and friendly pilots offer tandem flights in harmony with nature. In the Schwarzsee-Senseland region, for example, after a hike to the Cousimbert summit or to the slopes of Gurli, the tandem paraglider is ready for a smooth take-off.

Before long, you find yourself enjoying a breathtaking bird's eye view of the Fribourg Pre-Alps. In the region of La Gruyère, you get even closer to nature. After an ascent on foot and a small picnic on a Pre-Alpine summit, which varies depending on the weather conditions, it is time to take off. A truly immersive experience with incredible views of the natural landscape.

GASTLOSEN TOUR



The iconic five-hour circular tour around the Gastlosen begins at Jaun's chairlift station and continues on to the Musersbergli (1,570 m). It takes 1.5 hours to reach the legendary Chalet du Soldat Alpine hut (1,752 m). What a view of the spectacular crags, across Alpine pastures and the expanses of La Gruyère. After the 'Wolfs Ort' crossing (1,921 m), hikers continue on their way with views of the Bernese Alps in front of them. Without snow cover, it is passable until autumn. >>

BRECCA



The fascinating unspoilt landscape of the Brecca was formed by glaciers. A 2.5-hour circular hike allows you to explore the area. The route starts in Schwarzsee (1,047 m) where hikers take the chairlift to the Riggisalp (1,493 m) and arrive in the middle of the mountainous area of the Brecca Valley. Hikers can enjoy a fondue in the St. Antoni Brecca Alpine hut, at the foot of impressive limestone deposits and surrounded by lush green pastures. >>

SAC ALPINE HUT



This simple SAC Alpine hut 'Cabane des Marindes' (manned June to September), in the middle of the Vanil Noir Nature Reserve, is ideal for hikers, wildlife watchers and plant lovers. >>

URBAN GOLF THROUGH FRIBOURG



Mini-golf, but in an urban format! It is not only families who love this enjoyable way of exploring the town. The 18-hole course goes from the city centre via the cable railway (funicular) to the lower part of Fribourg's Old Town, where it crosses old wooden and stone bridges. Urban golf is included in the City Card, alongside the little train, lots of other tourist attractions and public transport.

GRAND TOUR DES VANILS

The 'Grand Tour des Vanils' is the perfect challenge for seasoned hikers. The 11-stage trail runs from the Gruyère Pays-d'Enhaut Regional Nature Park. In Fribourg patois, 'vanil' means 'crag' or 'jagged peak', and many of them line the route in the Nature Park between the famous Vanil Noir in Val-de-Charmey and the Vanil Carré in Châteaux-d'Oex (VD). The route, which covers around 158 kilometres, connects diverse Pre-Alpine landscapes and their outstanding natural

heritage like the Brecca Valley, the Gastlosen, Lake Lioson, Pic Chaussy, Monts Chevreuils and Vanil de la Monse. Moreover, an active Alpine economy, restaurants and Alpine huts promise interesting encounters. Even if the stages are meant to take less than six hours of hiking a day on average, good preparation is still recommended. Public transport offers hikers a great deal of flexibility. >>

CHEESE DAIRY TRAIL



The path between the Alpine cheese dairy in Moléson-sur-Gruyères and La Maison du Gruyère in Pringy provides information and a memorable experience. The two-hour hike over meadows and through forests affords plenty of opportunities to admire the awesome Moléson. Hikers who fancy a typical meal prepared over a log fire should roam via Reybes where they will arrive at Les Mongerons, a cosy Alpine restaurant.

ALPINE HUT TOUR



Pure adventure: roaming the foothills of the Fribourg Pre-Alps for three days and spending the night in a traditional Alpine hut. Watch the sunset from the terrace, savour the cosy atmosphere before heading to bed. In the morning, greet the rising sun, observe the chamois and set out on a new hiking trail. Jaun – Chalet du Soldat – Vanil Noir Nature Reserve – Cabane des Marindes – Cabane des Bounavaux. >>

MULETEER



When Jean-Claude roams the Fribourg Pre-Alps, his mules are always by his side. They convey the cheese made on the mountain dairy farms, but also deeply held values like the respect for nature and traditions. In summer, you can join them as they make their way up to the mountain. From then on, the pleasure of savouring Swiss mountain cheese will always be linked with the intense emotion of walking with mules. >>

BICYCLE RACING



The Fribourg Pre-Alps are a paradise for hobby cyclists and pros alike. Châtel-St-Denis has been chosen as the time trial stage of the Tour de Romandie (28 April 2023). >> Tafers will be the departure point of the third stage of the Tour de Suisse (13 June 2023). Schwarzsee will be one of the stages of the 2025 Tour de Suisse. We can look forward to celebrations in the streets and gorgeous shots of the Sense district on TV.>>

E-MOUNTAINBIKE HIRE AND FONDUE FUN

The Fribourg Pre-Alps are home to the legendary Gruyère AOP and Vacherin Fribourgeois AOP cheeses, and provide the spectacular backdrop to the surrounding countryside, which offers the perfect terrain for e-mountainbike excursions. Les Paccots has come up with a bright idea that combines the best of both these worlds: e-bike rental and a fondue lunch. As part of the package, you receive a fondue kit with all you need to prepare and enjoy a 'moitié-moitié' fondue in the great

outdoors. Choose your perfect picnic spot, assemble the rechaud, add the wine and cheese to the caquelon, mix and cook. Before long, the aromatic scent of the cheese will mingle with the fresh Alpine air. >> The region of La Gruyère also has a great many sign-posted routes of varying levels of difficulty to choose from. >> An bike ride is a great way to experience up close the beautiful forests, pastures, shingle-roofed Alpine chalets, and traditional mountain dairy farming.

KAYAKING ADVENTURE



There is so much to explore on and around Lake Gruyère. Kayaks and stand up paddles can be hired in Corbières. Participants start from Morlon Beach via the Bird Island, past the Ogoz Island and on to the Rossens dam – a Gruyère symphony in dazzling blue and green. This is also the right address for a spin in a motorboat or a treasure hunt in a kayak. >>

(E-)MOUNTAIN BIKE FUN



The region around Les Paccots and Châtel-St-Denis is a mountain bike paradise. But Schwarzsee, La Gruyère and the Glâne district also attract their fair share of mountain bike enthusiasts. Signposted trails come with information on the level of difficulty and duration. For seasoned bikers, route no. 5 'Les Armaillis' is a must. It runs along the bottom of the imposing Dent de Lys and Teysachaux mountains. The mountain bike obstacle course in Lussy offers fun for all the family. >>

SLOWUP



Cycling and inline skating on carfree roads – fun for all the family! Lake Murten (22nd edition): *Sun-day, 30 April 2023.* >> Broye: *Sun-day, 23 July 2023.* >>

SENSE HEART TRAIL



The 72-kilometre-long Heart Route Circular Trail No. 299 has every chance of achieving cult status. The rolling Alpine foothills form natural river valleys with valuable pastureland, forests and hills and invite visitors to explore the area by e-bike or bicycle. The free Sense Heart Trail map can be ordered online. >>

GONE FISHING

If you want to improve your casting technique and reel in a great catch of perch, pike or fera, then Jérémie Carrel is the perfect teacher. Whether you choose a half-day course or a day trip to the best fishing grounds, Jérémie will ensure you have an experience you will never forget. >> No matter what your age, the 'La Gruyère' fish farm in Neirivue will let you try your hand at catching your own trout. The team will give you tips and all the kit you need to succeed. A local restaurant is on hand to cook your catch exactly how you want it. >>

CONTACT

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AUTUMN

OUT AND ABOUT AGAIN

Autumn in the region of Fribourg has it all! Nature puts on a show and enchants us with crystal-clear light and a magnificent array of colours. Enjoy the view from Mont Vully, across vineyards shining yellow in the sun, and the deep blue Lake Murten to the snow-capped Bernese Alps. The dry reeds of the Grande Cariçaie look like a golden blanket that is about to cover Lake Neuchâtel. In fact, the water everywhere begins to shine brightly, Lake Schiffenen near Fribourg displays thousands of

colours and the Fribourg Pre-Alps are reflected in the Lake Schwarzsee and Lake Gruyère. On the subject of the Alps: the cows return to the valley – lucky visitors experience their Alpine descent – and people celebrate the traditional Bénichon, a homage to the delicious specialities of the region as well. The hiking and mountain bike trails between Schwarzsee, Jaun, Charmey, Gruyères, and Moléson to Les Paccots remain open, as do many mountain restaurants along the way.

MOUNTAIN HOSPITALITY



Open – Visitors can enjoy autumn in all its colourful glory in the mountains. Many Alpine restaurants remain open until mid- or late October (some only on weekends). Around the Gastlosen, for example, everything is open, from the Bärghus am Musersbergli and the Chalet du Soldat to the Chalet Grat. Visitors cannot get enough of the panoramic views from the Buvette Hauta-Chia, situated halfway between Schwarzsee and La Berra. No one needs to go hungry, even on La Berra: the Chalet de La Berra and the Gîte d'Allières are open. >>



A speciality – The iconic Bénichon menu starts with saffron-infused Cuchaule AOP, with a helping of Bénichon mustard on the side. Once a seasonal speciality, Cuchaule AOP is now available in bakeries all year round. Or you could make one yourself!

FRI**GOURG** AUTOMNE

WINES FROM VULLY



Vully is the sun-soaked shoreline for gourmets on Lake Murten. It is nice to know the origin of the Chasselas, the Traminer, the Pinot Noir and the Freiburger! The vineyard path between Môtier and Sugiez increases the anticipation of the visit to the wine cellars or rather the sense of well-being afterwards. *On 16 and 17 September 2023*, the entire population of Vully celebrates the Grape Harvest Festival in Praz. >>

GOTTÉRON VALLEY



Ice-hockey fans may be interested to know that the legendary local club HC Fribourg Gottéron originated here. Hikers leave the Old Town of Fribourg via the Bern Bridge and enter the wildly romantic ravine with the rugged, moss-covered tufa rock faces, bubbling springs and enchanting autumn flora. A magical hike, particularly in the autumn mist. >>

E-BIKE TRAILS



Renting an e-bike is a fantastic way to explore Charmey in the beautiful autumn light. An e-bike makes it easier to get to more remote spots like the Gîte d'Allières (La Berra), or even the top of the Vounetz. >> The 'E-bike and fondue' package from Les Paccots is the perfect mix of fitness and feasting. >> Any tour of Lake Murten should include a stop off in the 'Stedtli' to sample a slice of Nidelkuchen, in Vully for a plate of perch fillets, and in Muntelier for a glass of local wine. >>

KAISEREGG



Some of the best panoramic views around are from the top of the Kaiseregg, Schwarzsee's iconic mountain. At the end of October, insiders head to the 2,185-metre-high summit at dawn to watch the sun rise behind the Eiger, Mönch and Jungfrau. For those who prefer a gentler ascent, the Riggisalp chairlift stays open until the end of October. On the way down, it is worth popping in to the Alp Salzmatt Alpine restaurant (open to end of September).

GAME SEASON

How wonderful that the best Swiss game dishes are to be found in the region of Fribourg like roasted venison steak with a side of home-made egg spätzle, buttery cauliflower and delicious chestnuts. Poire à Botzi AOP, a Fribourg speciality, and, of course, a fine red wine from Vully are the perfect accompaniments. There are also French-inspired game dishes, such as wild boar, hare, duck and pheasant. In the capital, the restau-

rants La Clef and La Pinte des Trois Canards are renowned for their excellent game. So too are the Bel-Air restaurant in Praz on the shores of Lake Murten, the Jura restaurant in Kerzers, the Gasthof zum Schlüssel in Ueberstorf, the Buvette des Sattels in Jaun, and the Le Gruyérien in Morlon. For other restaurant ideas, it is best to ask local epicureans. Just say the magic words 'spécialités de la chasse' (game). Bon appétit! >>

SEMAINE DU GOÛT 2023



Fribourg has been designated 2023 culinary capital of Switzerland by La Fondation pour la Promotion du Goût and thus will host the national 'Semaine du Goût' from 14 to 24 September 2023. This event will showcase seasonal products, regional specialities and sustainable cuisine. The traditional Bénichon feast will be served in downtown Fribourg. >>

ALPINE DESCENT



The 'désalpe' is the highlight of the farming year and a feast for the eyes. The animals, adorned with flowers and magnificent bells, are accompanied by the herdsmen and women in traditional costume. The event is steeped in tradition and celebrated across the region. Dates available online. >>

MURTEN TRUFFLE MARKET



The truffle market, with delicious finds from the region, has become a fixture on foodies' autumn event calendar. Visitors stroll through the narrow pedestrian streets of the Old Town, tasting, buying and chatting. In the evening, there is a gala dinner prepared by a team of local chefs. Saturday, 18 and Sunday, 19 November 2023.

TEYSACHAUX



The summit of Teysachaux near Les Paccots is a 'Vanil', the patois word for a 'jagged peak'. The challenging circular trail from Les Rosalys (T3) passes by the Incrota mountain tavern and the Tremetta mountain farm, then along a ridge path before the final ascent begins. The view over Lake Geneva and the Veveyse basin is never as beautiful as in the autumn light. On the return leg, why not stop off at the Le Vuipay Alpine restaurant?

BÉNICHON SEASON

In autumn, the traditions in the Fribourg Pre-Alps come into their own. The Alpine summer is over and the fruits of people's labour have been gathered. At home, local families celebrate the harvest and the return to the valley with traditional Bénichon fare. Of course, local produce and specialities take centre stage, but the colourful parade of the cows and goats festooned with floral crowns, the bustling markets, the music and the dancing are also an integral part of the Bénichon experience. One of the best-known Bénichon festivals is in Charmey. Less well-known but equally good is Bénichon in Châtel-St-Denis. Estavayer-le-Lac, Romont and Ecuvillens also host their own Bénichon. >>

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WINTER

WINTER SPORTS IN THE FRIBOURG PRE-ALPS

The family-friendly ski areas in Schwarzsee, Charmey, La Berra, Jaun, Moléson-sur-Gruyères, Rathvel and Les Paccots impress visitors with their well-maintained infrastructure, popular children's ski schools and competitive pricing. Many ski lifts are suitable for beginners, school classes and nocturnal group experiences, for example La Chia near Bulle or on the Gibloux near Villarlod. Skijöring, near Pringy, promises lots of galloping good fun. The unspoilt landscapes

of the Fribourg Pre-Alps are popular with walkers, cross-country skiers and snowshoe hikers. Whether alone or with a professional guide: well signposted and easily accessible routes go through the tranquil, wintry countryside. Whether in the sunshine or by moonlight, the Fribourg region is not short of cosy Alpine taverns whose fondue and other local traditional dishes are well worth the uphill journey.

SCHWARZSEE ON ICE



Frozen, checked and approved at last! The 0.5 km² natural ice rink in the middle of spectacular mountain scenery is large enough to accommodate walkers, ice princesses, ice hockey players of all sizes and even a romantic pas de deux. There are many other outdoor rinks across the canton, including the ice rink beside the former sawmill in Charmey and the rink next door to the historic Berntor in Murten. >>

CROSS-COUNTRY SKIING



Skis are ideal for exploring and enjoying La Gruyère. Snow is virtually guaranteed on the Jaun-to-Charmey 2×10 kilometre ski run, which is also suitable for beginners. Experienced cross-country skiers can head for the more demanding high run on the Jaun Pass. Various circular runs, a fun park and magnificent views attract skiers to the Gibloux and Le Crêt. La Cuva near Les Paccots is the newest cross-country ski area. >>

FRI**SOURG** WINTER

SKI TOURING



The Fribourg Pre-Alps boast many great destinations for ski touring enthusiasts. A well signposted route takes you from Les Paccots up to the 1,568 m summit of Le Pralet. The reward is a sweeping view from the top across the mountains and Lake Geneva. The Vitaski routes in Charmey and Jaun are particularly popular training grounds. Certain ski runs are open for ski touring in the evenings (Monday to Friday, days may vary depending on the resort). >>

GEE WHIZZ!



Sledding is lots of fun. But getting to the top of the run can be hard work. Happily, the Fribourg cableways network takes the strain for you, be it in Moléson, in Jaun at the foot of the Gastlosen, in Charmey or Schwarzsee. Les Paccots offers a leisurely climb with snowshoes, followed by a well-earned break at the Le Vuipay Alpine hut and then a fast descent down on a bob. You can even enjoy a spot of sledding in Fribourg's Old Town, from 10 to 12 February 2023.

FOREST OF LIGHT



Not far from the ice palaces, you'll find adorable creatures wandering around in the forest. The magical light display 'Light in the forest' full of stunning visual effects will warm even the coldest of hearts!>>>

WELLNESS - ALPINE AND URBAN



After fun in the cold, the Bains de la Gruyère in Charmey provide sensory indulgence and absolute relaxation. The magical watery landscape (34°C) features a variety of saunas and uninterrupted views of the mountain scenery. What about a hot-chocolate body massage? If you don't want to leave the city, the Urban Spa in downtown Fribourg caters to all your wellness needs, too. >>

GUIDED SNOWSHOEING TOURS

The Fribourg Pre-Alps are made for snowshoeing tours. With every step, you slow down and get closer to nature – and your inner self. The only sound you hear is the crunching of the snow and the beating of your heart. In safe hands with your professional guide, your mind is free to wander. Our snowshoeing guides know the most scenic routes through the peaceful forests and snow-covered plains around Schwarzsee and Charmey. How about a moonlight hike followed

by a fondue? Or a night tour filled with legends and storytelling? Maybe a two-day tour with an overnight stay in an Alpine hut? Les Paccots is also a great place to explore the winter landscape, with the help of a guide and fitted out with 'ski hoks' – a mix of snowshoes and skis – which make the ascent easier and the descent faster. A meal of fine regional specialities rounds off the trip. >>

FRI**GOURG** WINTER

SNOW FUN



A snowtubing session in Charmey promises a fast and rollicking ride for adventure lovers of all ages. The starting point is the Vounetz cableway station. Pick up your tyre, put on your helmet, hold on tight... and go! The Bounè Rodzo winter fun park has loads of activities and snow-filled adventures for all the family. You can get there on a sled, skis or snowshoes. >>

HEAD FOR HEIGHTS



Charmey's Zip Line Valley is also open in winter. The adventure begins with a low-octane cable car trip to the top of the Vounetz, where a guide will be waiting for you. They will show you the ropes, and take you through the safety issues and the 2.5-hour tour. There are a total of 13 zip lines, some up to 300 metres long. A thrilling experience with breathtaking bird's eye views. For groups of five or more. >>

PSSSST...



The interactive 'Circuit Secret Murten Licht' experience takes visitors on an immersive, mysterious and magical trip through six rooms in Murten's Old Town. Runs until end of May 2023. >>

GROSSMUTTERLOCH



In winter, the Gastlosen mountain range is the site of a unique natural phenomenon. From the end of October to mid-February, the low winter sun glistens through a hole in the rock face. Legend has it that the hole was caused by the devil who angrily hurled his grandmother against the rock. Maybe it is due to the natural process of rock erosion? Either way, it is an incredible sight. >>

AUTHENTIC FRIBOURG SPECIALITIES

Fribourg's Alpine restaurants and taverns are legendary. Not just for their food and drink but for their cosy and welcoming vibe. The Buvette au Creux du Feu is a 40-minute walk or a short drive away from the village of Broc. The Julmy-Brodard family still cooks their classic regional dishes on an open wood fire. When the weather permits, the Gantrischli Alpine cheese dairy, deep in the Schwarzsee hinterland, opens on winter weekends and serves up one of the best homemade 'moitie-moité'

fondues in the region. Local skiers, ski tourers, winter hikers and the Olympic slopestyle gold medal winner Mathilde Gremaud rave about Gîte d'Allières and its delicious traditional fare. If you want to combine fitness and outdoor feasting, then head to Les Paccots and ask for a takeaway fondue kit. A family-friendly treasure hunt takes place in the wintery landscapes of Estavayer-le-Lac and the Grande Cariçaie nature reserve, and ends with a well-deserved chocolate fondue. >>

FRI**SOURG** WINTER

ICE PALACES



Whether it's a pirate ship, an iceberg dotted with penguins, a grotto or an igloo, an enchanting, illuminated dream world awaits warmly dressed visitors two kilometres away from Schwarzsee. For 30 years, Karl Neuhaus pursued his passion for ice sculpting. Now, a new generation of ice artists are sprinkling their creative magic around the ice palaces and making the dark winter nights brighter. >>

MURTEN LIGHT FESTIVAL



From 18 to 29 January 2023, 20 arteplages created by light artists from near and far will set the 'Stedtli' and lakeshore aglow between 6 and 9.15 pm (until 10 pm on Friday and Saturday). 'Spectaculaires' from Brittany will weave their magic right next to the Berntor, while the ship of 'Karl's kühne Gassenschau' will be dropping anchor on Murten's main thoroughfare. The 2024 edition will be held from 17 to 28 January.

SPORT IN THE SNOW



Winter sport in figures: more than 160 km groomed slopes for skiers and snowboarders, 70 km of cross-country skiing tracks, close to 20 km of cool sled runs, 240 km of signposted snowshoe routes and winter hiking trails, popular ice skating and curling venues, and the Bains de la Gruyère, with three water pools heated to around 34°C. >>>

MOLÉSON FOR ALL



Day trippers, sporty families and adrenaline junkies will all be equally happy on Mount Moléson. The black ski run is legendary, but skiers can have fun on the blue and red runs as well. This giant Alpine playground also offers a fun sled run, great snowshoeing tracks and winter hiking trails. >>

WINTER SPORTING EVENTS

Whether you are a cross-country skier, a SkiMo aficionado, a snowshoeing fan or a winter hiker, you will find what you are looking for in the Fribourg Pre-Alps. For those who love the thrill of competition, there is the Trophée des Gastlosen. Launched 30 years ago, this annual ski mountaineering race begins in Jaun or Abländschen, and attracts both amateur and professional athletes. Participant numbers are limited, so register early (2023 edition cancelled). >> The Brevet des Armaillis is a popular snowshoeing tour that starts in Moléson-sur-Gruyères and ends in Les Paccots, and takes roughly 3.5 hours to complete (no 2023 edition). You will find ski touring ideas, with and without a guide, online. >>

CONTACT

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