

GRUYÈRES

TRAVEL BACK IN TIME TO THE MIDDLE AGES

The small picturesque town of Gruyères appears to have emerged straight out of the Middle Ages. A visit to the fortified 13th century Gruyères Castle is a must. The former residence of counts takes you on a journey through eight centuries of art and history. Its augmented reality application shows you around the historic rooms, including the remarkable 'Salle des Chevaliers'. The French garden and temporary exhibitions are another attraction of this unique venue. At the end of your visit, take in the panorama of the Pre-Alps from the castle terrace and stroll through the medieval town. At every step, you'll discover new scenes to immortalise. The Museum and Bar of HR Giger, who won an Oscar for designing the xenomorphs in the film 'Alien', offers a completely different kind of cultural experience, as does the Tibet Museum. Traditional restaurants serve the legendary specialities of the Fribourg Pre-Alps, such as fondues and traditional Bénéichon dishes. The Fondue Academy

gives visitors an insight into the art of fondue preparation by master cheesemakers. Chocolate fans can reserve a place in a workshop at the Chocolaterie de Gruyères or indulge their sweet tooth with the impressive range of delicious treats on offer. Nearby is Maison Cailler, the Swiss Chocolate Factory, which takes visitors on an unforgettable voyage into the world of chocolate.

According to legend, Gruyères was founded in 400 B.C. by the Vandal King Gruerius. He saw a crane ('grue' in French) flying across the crimson evening sky and decided to build his town on that very spot. This is why the coat of arms of Gruyères depicts a crane on a red background.

In December 2021 Gruyères was awarded the 'Best Tourism Villages by UNWTO' label in recognition of its tourism development strategy which respects and promotes the local heritage, local communities and nature. >>



PACKAGE



La Gruyère Passport – This package offers the most cost-effective way of discovering the region. It includes, for example, a traditional dish, public transport, discounts on mountain railways and admission vouchers for the most important sights in the region. The offer is now also available with a wellness option and as a day trip. >>

GRUYÈRES CASTLE



Time travel – A visit to Gruyères Castle reveals the three major phases of its history: the time of the counts of Gruyère, that of the Bailiffs of Fribourg and that of the artists' colony that settled in the castle from the middle of the 19th century. The latter not only characterised the rooms of the castle, but also promoted contemporary artists. This tradition is continued today in the form of temporary exhibitions. >>

HIKING



Worthwhile – An easy hiking trail takes you from the foot of Gruyères Hill to the 'Chapelle des Marches'. There are wonderful views of Moléson, Dent de Broc and the Vanils mountain range, while the old swaying bridge takes hikers across the Sarine river. >>

DEMONSTRATION CHEESE DAIRY



The favourite cheese of most Swiss people – La Maison du Gruyère demonstration cheese dairy is dedicated to the king of cheeses, the world-renowned Gruyère AOP. This is where 22 farmers come twice a day to deliver the milk from their cows that graze in the lush green meadows and Alpine pastures. Visitors are invited to watch the cheese production demonstrations between 9 am and 12.30 pm. An interactive and entertaining tour tells visitors everything they need to know about Gruyère AOP, and ends with a cheese tasting experience. >>

KEY DATES

- 13th c.** First mention of Gruyères Castle
- 1938** Canton of Fribourg buys the Castle and turns it into a museum
- 1998** HR Giger Museum opens
- 2009** Tibet Museum opens
- 2021** Gruyères awarded the 'Best Tourism Villages by UNWTO' label

IN NUMBERS

- Population:** 62 inhabitants (town), 2,284 inhabitants (commune)
- Language:** French
- Altitude:** 810 m