

Program Trip

Wednesday August 18 – August 22, 2020



Zwitsersland.

THE CONSCIOUS
TRAVEL PROJECT

#IneedSwitzerland
#toeaanZwitzerland
#besoindeSuisse
#ConsciousTravel.

Wednesday August 18 – August 22, 2020

- City Basel #lovebasel
- Swiss Travel System #swisstravelsystem
- Bern #madeinbern #ilovebern #MyAdelboden

Official Website of Switzerland Tourism with thousands of ideas what to do in Switzerland

www.MySwitzerland.com



Participants

Team Lake Geneva Region

Mrs.	Tine Hemeryck	Goodbye Magazine	Innovator KMM
Mrs.	Emma Hubert	Au Goût d'Emma	Innovator KMM
Mrs.	Greet Huybrechts	Joker Reizen	Innovator KAM
Mrs.	Carole Sahli	Switzerland Tourism	Team Leader

Team Ticino

Mrs.	Barbera Bosma	National Geographic Traveler	Innovator KMM
Mrs.	Pauline van der Waal	MountainReporters	Innovator KMM
Mr.	Gert Nieuwboer	SNP	Innovator KAM
Mrs.	Janine Nijlant	Switzerland Tourism	Team Leader

Team Wallis

Mr.	Gert Corremans	Pasar & Travel Magazine	Innovator KMM
Mrs.	Natasha Bloemhard	SALT Magazine	Innovator KMM
Mr.	Elmar Teegelbeckers	NKBV	Innovator KAM
Mrs.	Tessa aan de Stegge	Purpose Lab	Team Leader

Team Bern Region

Mr.	Mark Mackintosh	Columbus Magazine	Innovator KMM
Mr.	Kaz Paul	TheHike.nl	Innovator KMM
Mr.	Hugo van Donselaar	Campspace	Innovator KAM
Mrs.	Hannah Sophia	Purpose Lab	Team Leader

Official Transport Partner

Mrs.	Anita Röhrig	Incento	Train Specialist
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Strategy/Support Team

Mrs.	Eelke Pollé	Travel Impact Accelerator	Facilitator
Mr.	Chris König	Chris König	Photographer
Mrs.	Elise Wiebes	Meraki Studios	Videographer
Mrs.	Priska Renold	Switzerland Tourism	Project Lead

Transport to Switzerland

The official train partner for Conscious Travel project is www.incento.nl/trein-zwitserland train travel.

In only seven hours we travel by direct train from Amsterdam CS to Basel SBB. Traveling by train we travel not only in comfort, but we travel green. For over 30 years Incento has been the specialist for special train journeys. In all varieties from group travel to individual and Luxury to Switzerland and within Switzerland.

Transport within Switzerland

For your comfortable journey through Switzerland, Swiss Travel System (STS) is happy to provide you with a unique all-in-one 1st class Swiss Travel Pass.

4 advantages of your #swisstravelpass:

- Unlimited travel by train, bus and boat
- Public transportation in more than 90 cities and towns
- Including mountain excursions: Rigi, Stanserhorn and Stoos
- Free admission to more than 500 museums throughout Switzerland
- Two informative, free apps are available to you for travel by train, bus and boat. On the Grand Train Tour of Switzerland, use the app of the same name to discover must-see attractions and collect stamps and awards. In addition, the Swiss Travel Guide App will assist you on your travels thanks to its integrated map, timetable and information on more than 500 highlights.
- Complement your posts on social media with #swisstravelsystem and #grandtraintour and tag us on [Facebook](#), [Instagram](#) and [Twitter](#) to permit reposting.

Visit us at mystsnet.com/en to download our Media & Trade kit.



Tuesday August 18, 2020

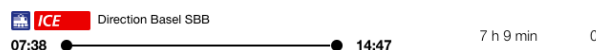


Time	Activity
12:00	Get together and welcome lunch at the Hotel Jakarta in Amsterdam Hotel Jakarta Amsterdam Javakade 766 1019 SH Amsterdam www.hoteljakarta.com
13:00 – 13:30	Introduction of the project Short presentation about the project, co-creation and Switzerland as a holiday destination.
14:00 – 16:30	Kick-Off Workshop Travel Impact Accelerator The trip follows the Google Design Sprint methodology. Various elements will be applied during the whole trip, starting with the Kick-off workshop.
17:00	Closing of the first day Individual dinner and overnight

Wednesday August 19, 2020



Time	Activity
	Individual transfer to Amsterdam Centraal Station or Utrecht Station
07:15	Meeting point Amsterdam Centraal Station: Meet at the City centre side at Amsterdam Central Station. Before the check in 😊. You will see the meeting point. We wear red jackets.
07:45	Meeting Point Utrecht Centraal: Meet Anita Rohrig from Incento train travel above spoor 18, before going down on the track.
07:38	Departure Amsterdam Centraal with the direct train to Basel SBB
08:08	Departure Utrecht Centraal with the direct train to Basel SBB



RE PL

Ecocalculator

Your savings compared to a car

☁ 118.9 kg 📄 58.5 l ⌚ -0.7 h

During the train ride	<p>Group exercises on the train</p> <p>In your teams you will do exercises to clarify learning goals and gather inspiration</p> <p>Lunch on the train. Lunchboxes with Sandwiches, a Salad, Fruit, Water and a small dessert are arranged</p>
14:47	Arrival at Basel SBB
15:00 – 16:30	<p>Check in at the hotel followed by a brief presentation</p> <p>Gaia Hotel Basel****</p> <p>The four-star zero-waste hotel (from 2020) only serves regional organic and biodynamic dishes.</p> <p>Gaia Hotel Basel Centralbahnstrasse 13 - 15 4002 Basel www.gaiahotel.ch</p>
16:30 – 18:00	<p>Guided City tour and Urban Swimming in the Rhine</p> <p>Important: Please bring a facemask with you</p>
18:00 – 19:00	<p>Towards the end of the tour, there will be the possibility to go Rhine swimming – the locals' favourite summer activity. The participants can decide upon their arrival, whether they would like to participate.</p> <p>Isidora Rudolph, Marketing & Communications Basel Tourism will accompany you.</p> <p>Optional activity: Please wear your bathing suit and bring a towel. A floatable swimming device will be provided and you will have the possibility to get changed at the dinner location, which is right at the river.</p>

19:00 – 21:00 **Welcome Dinner** and networking with all Swiss partners

We will enjoy the dinner in a lovely restaurant on the shore of the Rhine river.

We will be joined by the **Swiss partner regions** and you will learn more about the **Swiss travel System**.

Restaurant Ufer7

Untere Rheingasse 11
4058 Basel
www.ufer7.ch

Walk back to the Hotel (20 min. walk)

Overnight in Basel



Thursday August 20 – Welcome to the Bern Region



COLUMBUS MAGAZINE

Mark Mackintosh



THEHIKE.NL

Kaz Paul



CAMPSPACE

Hugo van Donselaar



TEAMLEADER

Hannah Sophia Bakels

SUMMARY BERN REGION

The Canton of Berne is one of the most diverse regions in Switzerland. From the UNESCO-protected capital to the world-famous triumvirate of the Eiger, Mönch and Jungfrau, from the Emmental to the Seeland - the canton offers destinations for every taste. Picturesque landscapes, dotted with glittering lakes and surrounded by countless mountain peaks, attract visitors as much as world-class events, moments of pleasure at the highest level, living traditions and tangible customs. Here you will find everything your heart desires!

www.madeinbern.com



THE CONSCIOUS
TRAVEL PROJECT

Conscious Travel Project Program Trip

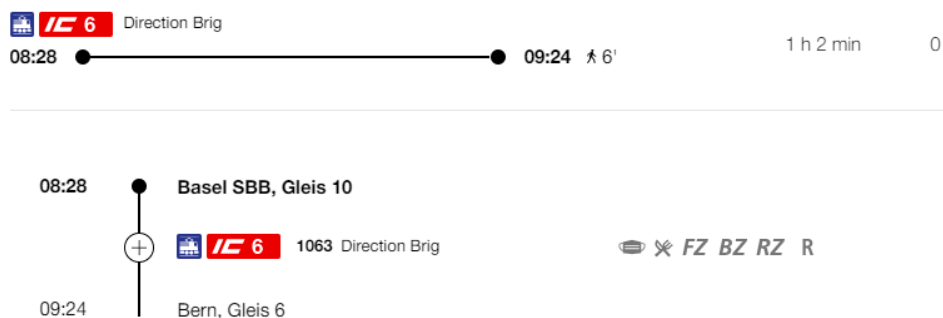
Time Activity

Individual breakfast and check-out

08:00 Meet **Lynn Huber**, Head of Markets by Made in Bern at the lobby.

Please make sure to have all your belongings with you and to have a face mask ready

08:28 Departure Basel SBB to Bern
Lynn Huber will accompany you during the train ride.



09:24 Arrival in Bern



Founded in 1191, Bern's Old Town is an urban gem without equal. This is why it was named a **UNESCO World Heritage Site** in 1983.

Besides Bern is a city of superlatives: fairest flower city and the longest covered shopping promenades of Europe (6 kilometers / 4 miles of arcades), birthplace of Einsteins theory of relativity, cradle of the Toblerone chocolate and location of the biggest collection of the painter Paul Klee.

If you add to this mix the cultural variety, the laid-back lifestyle and the high density of open-air cafés, traditional bars and gourmet restaurants - Bern has all the characteristics needed for a perfect city-trip destination.

Please find more information about the UNESCO World Heritage Site under the following link: <https://www.bern.com/en/detail/unesco-world-heritage>

09:37 Transfer to the hotel

T 9 Direction Bern Wankdorf, Bahnhof

7'

09:37

 09:45

15 min
 0

Bern, Hauptbahnhof

7'

Walk [\(Show on the map\)](#)

09:37

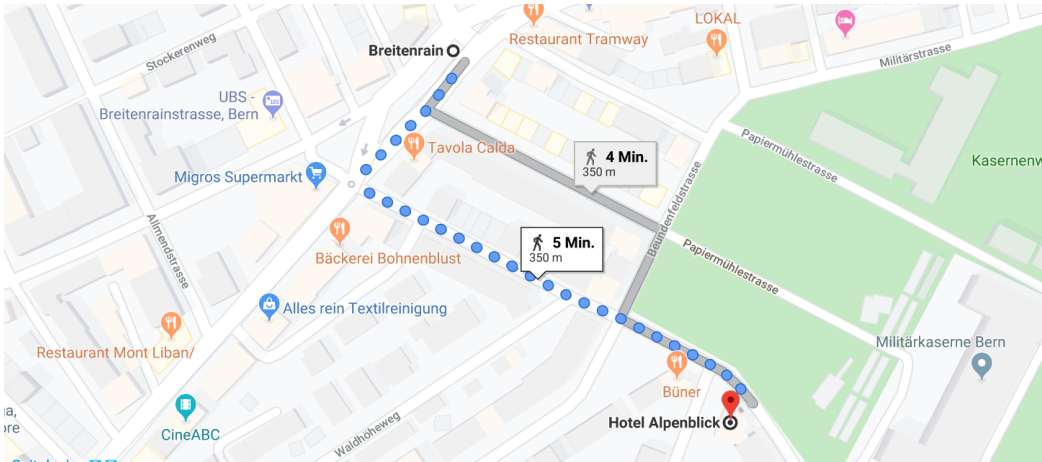
 Bern, Bahnhof, Stand B

T 9 5495 Direction Bern Wankdorf, Bahnhof

NF

09:45

 Bern, Breitenrain

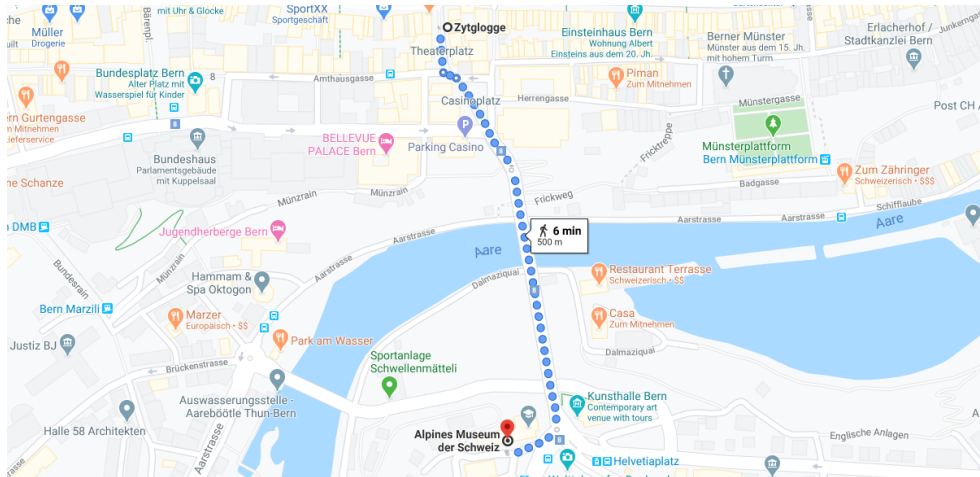


09:55 Check-in.
Hotel Alpenblick
 Kasernenstrasse 29
 3013 Bern
 +41 31 335 66 66
www.welcomehotels.ch



10:15 Journey by tram and foot to the Museum district of Bern.

Station/stop	Time	Travel with	Information
Bern, Breitenrain	dep 10:31	T 9 5396	Tramway 9 Richtung: Wabern, Tram-Endstation NF
Bern, Zytglogge	arr 10:36	Stand A	
			7' Walk 509 m
Bern, Schweizerisches Alpines Museum			
Duration: 12 min			



Tip: Enjoy the beautiful view from the Kirchenfeld bridge, whilst crossing it.

10:50 Visit the interactive exhibition “Werkstatt Alpen” (“Alpine Workshop”) in the Swiss Alpine Museum.

Meet Barbara Keller, Curator of the exhibiton at the entry for a short and guided visit.

The majestic Eiger, Mönch and Jungfrau are only a stone’s throw away from Bern. The only place which is closer to the mountains is the Alpine Museum of Switzerland (ALPS). This unique site presents home exhibitions on current mountain issues from all over the world in an unconventional way, including the experimental Biwak-exhibitions, a museum shop and the alpine cuisine at the in-house restaurant “las alps”.



Swiss Alpine Museum, Helvetiaplatz 4, 3005 Bern, www.alpinesmuseum.ch

Short Walk to the Museum of Communication (5')

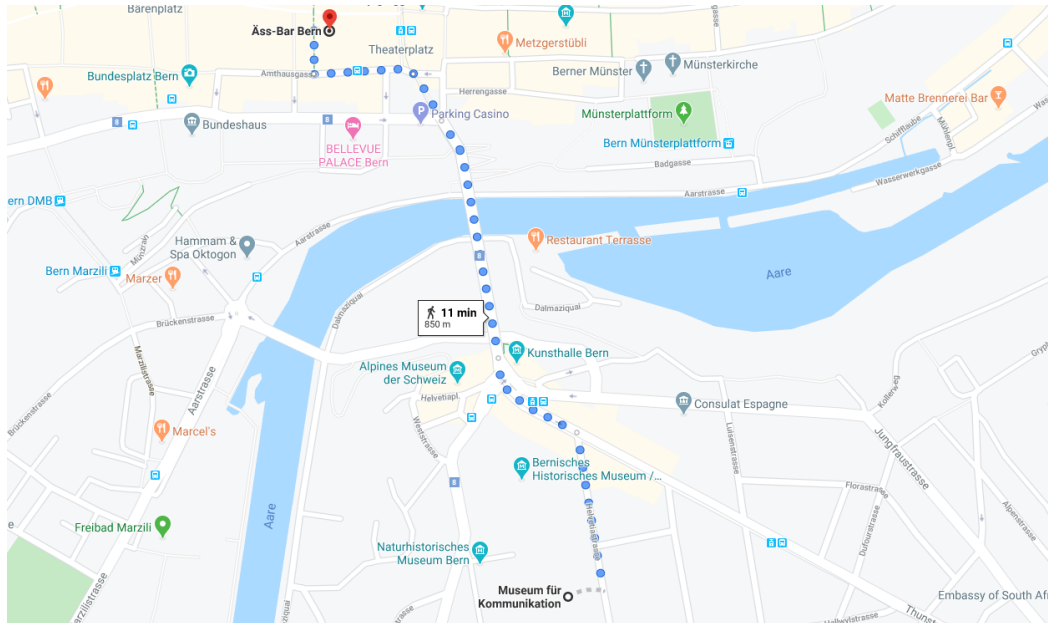
11:45 Museum of Communication. Individual visit of the exhibition.



The Museum of Communication unites the past, present and future under one roof. The history and development of communication and its technologies can be experienced on the museum’s three levels. And it is all yours to touch, try out and play with!

Museum of Communication, Helvetiastrasse 16, 3000 Bern, www.mfk.ch

12:30 Short stroll to the Ässbar



12:45 Lunch and interview at the Ässbar in the old town.

Choose a lunch and meet Josephine Schär, Store manager for an interview

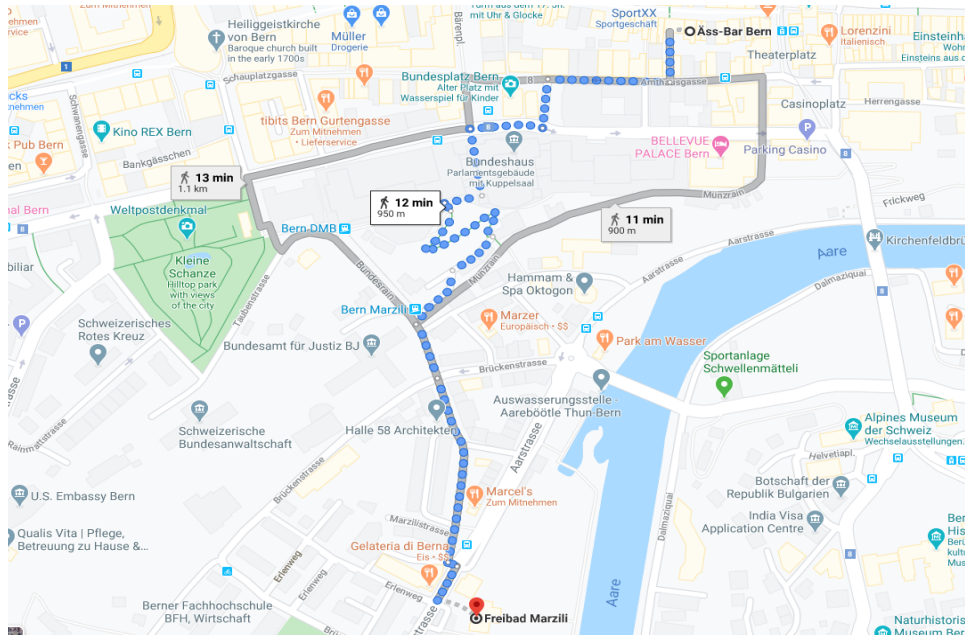


“Fresh from yesterday” is the innovative concept that has helped the Ässbar gain an enthusiastic base of regular customers within a very short time. The principle is as simple as it is plausible. Bread, sandwiches, pastries and cookies made the previous day are sold at reduced prices – all of the baked goods are perfectly edible and come from local bakeries and pastry shops.

Marktgasse 19, in the cellar, 3011 Bern, www.aess-bar.ch

14:00 Short walk down to the Aare.

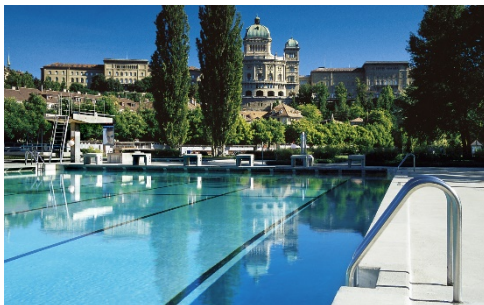
Enjoy the summer feeling on a walk along the Aare or with a cooling off in the Marzili open-air pools.



14:00 Short walk down to the Aare.

Enjoy the summer feeling on a walk along the Aare or with a cooling off in the Marzili open-air pools.

Marzilistrasse 29, 3005 Bern



Below the Parliament Building and on the banks of the Aare river lies the probably most famous open-air pool of Bern, the Marzili. The pools, lawns and direct access to the river make it one of Bern's most popular summer hotspots. A bath in the Aare river also promises a cool refreshment on hot summer days.

Attention: Swimming in the Aare is recommended for experienced swimmers only!

Tip Visit the **Gelateria die Bern** for a delicious gelati.



(Breitenrain, Lägasse, Mattenhof and Marzili), those with a sweet tooth are spoiled for choice.

Be aware: In good weather, the queue in front of the popular Gelateria can often be very long.

Marzilistrasse 32, 3005 Bern, www.gelateriadiberna.ch

- 16:00 Meet Kevin Nobs from Skepping at the entrance of the Marzili. Tina Berger, Communication Intern at Bern Welcome, will join you for the following program.

Discover the world of plants in Bern's Old Town with Skepping.

Many useful things are growing right before our eyes and yet we never really see them. Numerous blooming flowers, green grasses and dense bushes adorn the streets and laneways of Bern. During this tour of the city, you will learn more about the use of plants in medicine and why the capital city provides valuable habitats for rare plants

www.skepping.ch



- 17:15 End of the tour at Hotel Alpenblick for a visit to the Hotel Bees.

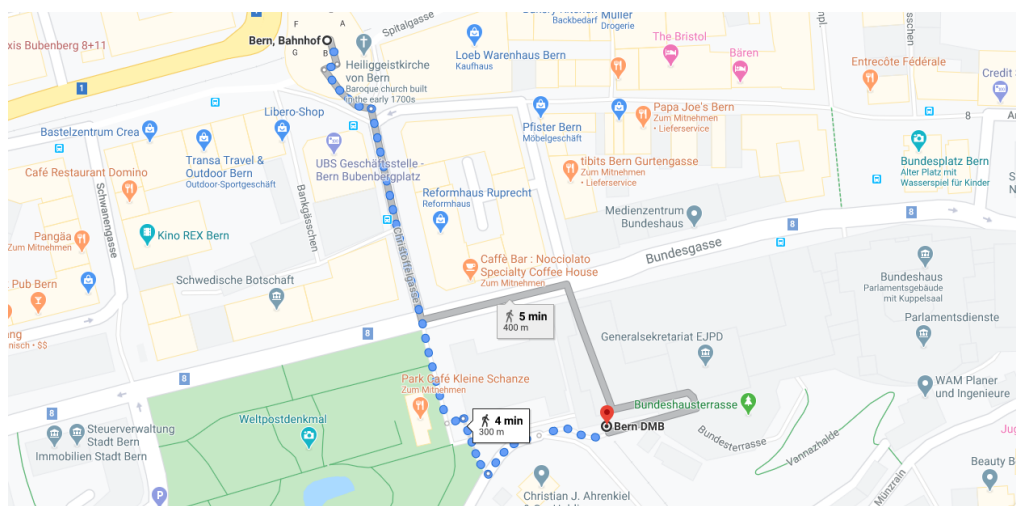


On the roof of the Hotel Alpenblick live honeybees in wooden houses. They produce the popular Bernese city honey. Through a glass showcase, the busy hustle and bustle on the 3rd floor can be experienced without being stung.

Meet Tschan Roth, Beekeeper, at the hotel lobby. Follow him to the beehives on the roof, learn the facts about the busy little animals and what happens with the delicious honey.

- 18:40 Transfer by tramway and funicular back to the Marzili.

Station/stop	Time	Travel with	Information
Bern, Breitenrain	dep 18:43	T 9 5483	Tramway 9 Richtung: Wabern, Tram- Endstation NF 
Bern, Bahnhof	arr 18:51	Stand C	
			10' Walk



Bern (Marzilibahn)	dep 19:01	FUN 1	Funicular
Bern Marzili	arr 19:02		Richtung: Bern Marzili
Duration: 19 min			

Meet again Kevin Nobs at the station Marzili. Head together to the location that will become your kitchen afterwards.

19:10 Prepare your own sustainable dinner.



Preserving fresh vegetables and sweet fruits from your own garden or transforming wild herbs you gathered yourself into delicious delicacies – “skepping cooking” is all about sustainable food.

You will enjoy a sustainable aperitif, followed by a sustainable dinner prepared on the fire with wild herbs.

Overnight at Hotel Alpenblick.

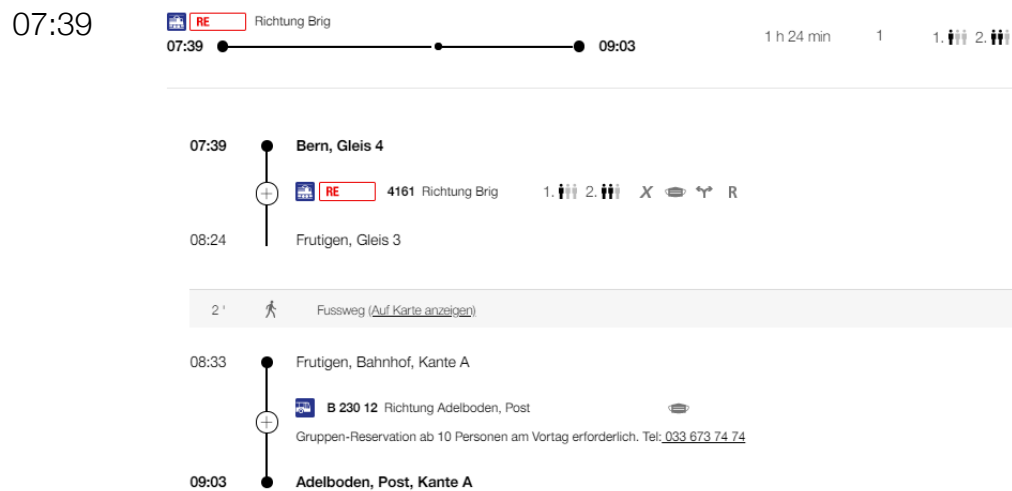
Friday August 21, 2020



Time Activity

Individual breakfast and check-out

07:00 Meet at the lobby and transfer to the train station Bern SBB



Short walk to the hotel & check-in

Revier Mountain Lodge

Dorfstrasse 37
3715 Adelboden
+41 (0)58 330 66 66
hello@revierhotels.com
www.revierhotels.com



09:20 Pick up your E-Bikes at Büschlen Sport

Schlegelistrasse 1+3
3715 Adelboden
www.bueschlen-bikesport.ch



09.30 **E-Bike Tour**

Explore Adelboden by E-Bike with the local Guide Jürg Schranz.
He will pick you up at Büschlen Bikesport & more

11:00 – **Digital Workshop (2h)**
13:00 At the Mountain Lab Adelboden will you come together for a workshop.
Our facilitator Eelke will virtually guide you through several exercises. The goal is to get from inspiration to a concrete idea.

With pleasure we will provide snacks, water, coffee, and tea for the workshop.

Mountain Lab Adelboden

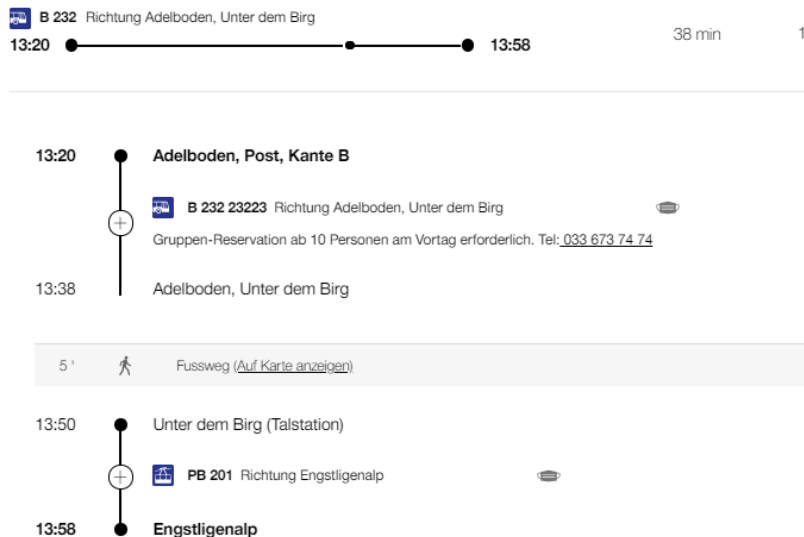
Tourist Center Adelboden
Dorfstrasse 23
3715 Adelboden
www.mountain-lab.ch

Since June 2019, the Mountain Lab Adelboden is offering workplaces with the associated infrastructure as well as tourism information on leisure activities and overnight accommodation. The aim is to create a place where people can combine work with leisure and encourages encounters between the local community and visitors. bring the work-life-balance into the mountains.



13:15 Welcome by **Domonique Horne**, M +41 79 457 96 95 Market Manager
TALK (Tourismus Adelboden-Lenk-Kandersteg) AG

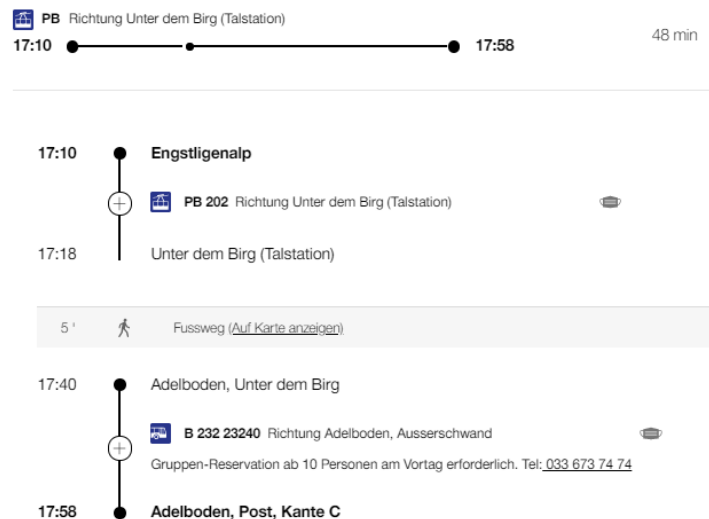
Take the bus to the gondola station



14:00 Lunch at **Berghotel Engstligenalp**
«Engstligen-Plättli» with local dried meat, sausage, bacon & cheese

15:00 Guided tour of the **Engstligenalp** hydropower plant

17:10 Take the last Gondola & bus back to Adelboden



18:30 Dinner at Revier Grill & Bar
The dinner incl. 1 soft drink or beer and 1 coffee or tea is offered by Tourism
Adelboden-Lenk-Kandersteg.

Overnight at the Revierhotel

Saturday August 22, 2020



Time

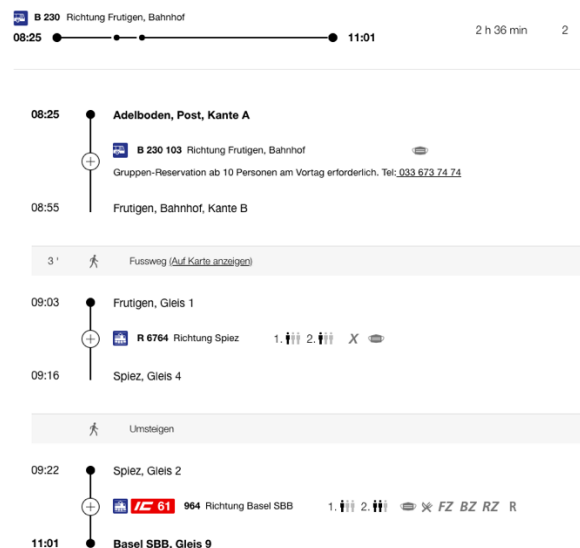
Activity

Individual breakfast and check-out

08:15

Meet at the hotel lobby

Take the bus and train to Basel SBB



11:01

Arrival in Basel

Short walk to the Gundeldinger Feld, a former machine factory which is now used as an interesting working and cultural space

Launchlabs

Gundeldinger Feld Halle 8
Dornacherstrasse 192
4053 Basel
www.launchlabs.ch

11:30 – 14:30 Lunch and Solution Museum

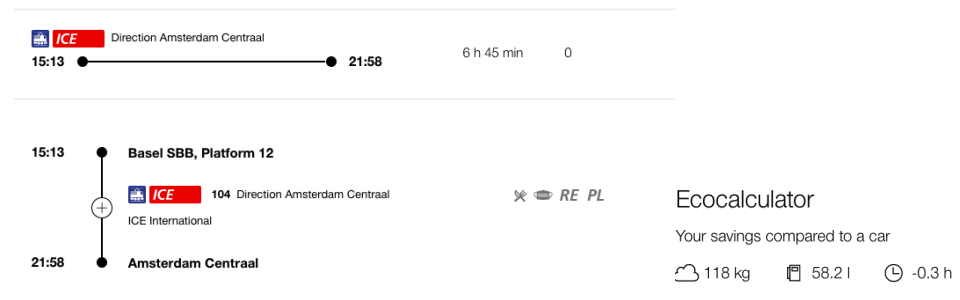
At launchlabs we have our last workshop called “Solution Museum”. All teams come together and every individual works on his/her final idea which will be presented.

A lunch is organized during the workshop

14:30 Short walk back to Basel SBB train station

15:13 Departure Basel SBB direction Amsterdam

- **20:58** Arrival Arnhem
- **21:31** Arrival Utrecht
- **21:58** Arrival Amsterdam
-



15:13 Departure Basel – Belgium

