

TOURISMUSFORUM SCHWEIZ 2023

WELCOME

SWISS
BIKEPARK
OBERRIED

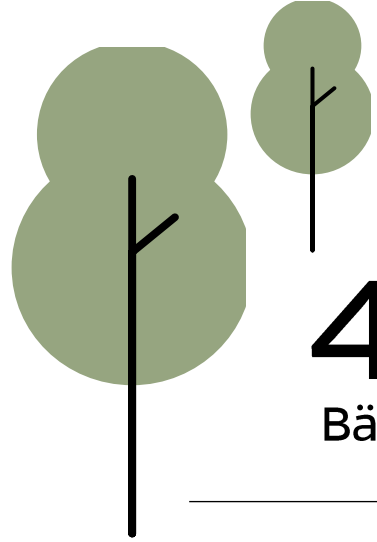
THOMAS
SWISS MADE TO FASCINATE

SWISS BIKEPARK OBERRIED

An aerial photograph of the Swiss Bikepark Oberried. The image shows a large, modern building with a dark, solar-paneled roof and a facade of vertical wooden slats. To the left of the building is a paved area with a pump track, where several people and bicycles are visible. A parking lot with many cars is situated between the building and the pump track. The background features rolling green hills, a forest of tall trees, and a small red-roofed building in the distance. The sky is clear and blue.

**CHANCEN DES VELO-BOOMS
FÜR DEN SCHWEIZER TOURISMUS**

ZAHLEN & FAKTEN



480
Bäume gepflanzt

18 Jahre
Planung bis zum
Spatenstich

100%
Wissenstransfer

5 000
Besucher:innen an der
UCI Pumptrack WM

2 Mio.
Betriebskosten / Jahr

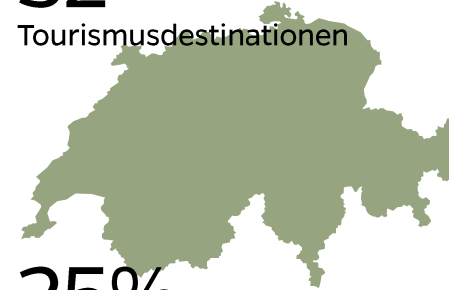
23 500 000.-

Investitionsbudget

30 000 m²
Parkanlage

3 800 m
Verlegte Datenleitungen

32
Tourismusdestinationen



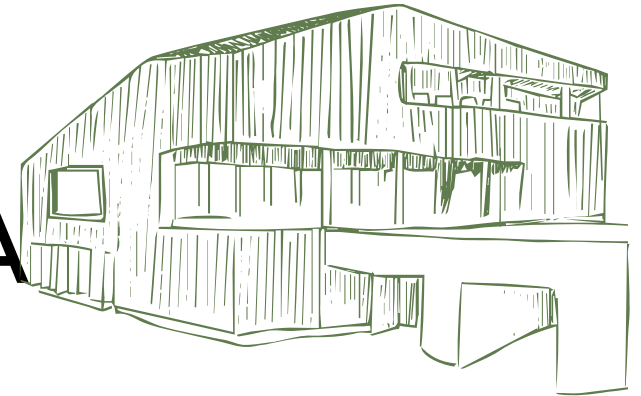
25%
Der Besucher kommen
aus der Westschweiz

75 kW-PV
Anlage

Dank Sonnenstrom

Minergie A

Betriebsgebäude



27 m³ Wasser aus
natürlichen Quellen

Unterirdischer Frischwassertank

328

Beteiligte
Handwerker:innen

GESELLSCHAFT



Schweizer
Paraplegiker
Stiftung



Behindertensport Schweiz
Sport Handicap Suisse
Sport Andicapo Svizzera



WIR BEWEGEN MEHR



BEBike
Interessengemeinschaft
Mountainbike Kanton Bern



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Bundesamt für Sport BASPO



Sportfonds
Kanton Bern



Burgergemeinde
Bern



SWISS
BIKE PARK
OBERGIGLIO



TOURISMUS



innovation
tourismus



BERN
WELCOME

INDUSTRIE



ETH zürich



L/I/P
DIGITAL PROGRESS



FLYER

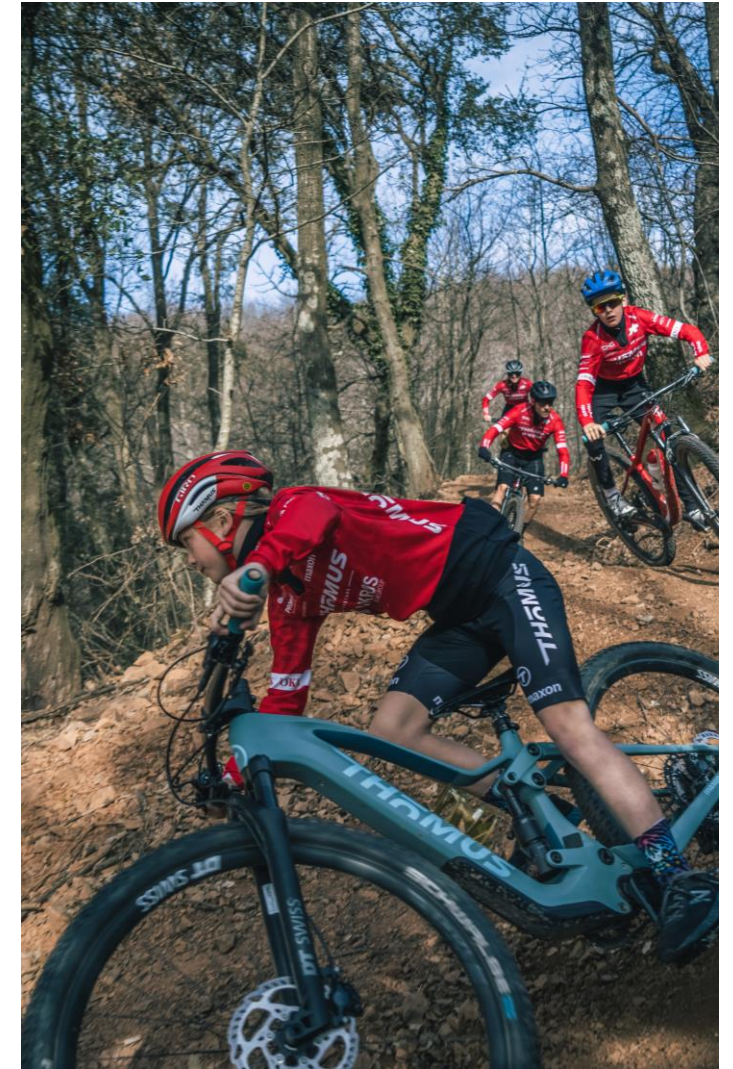
maxon




MOBILITÄT



SPORT



FREIZEIT &
TOURISMUS

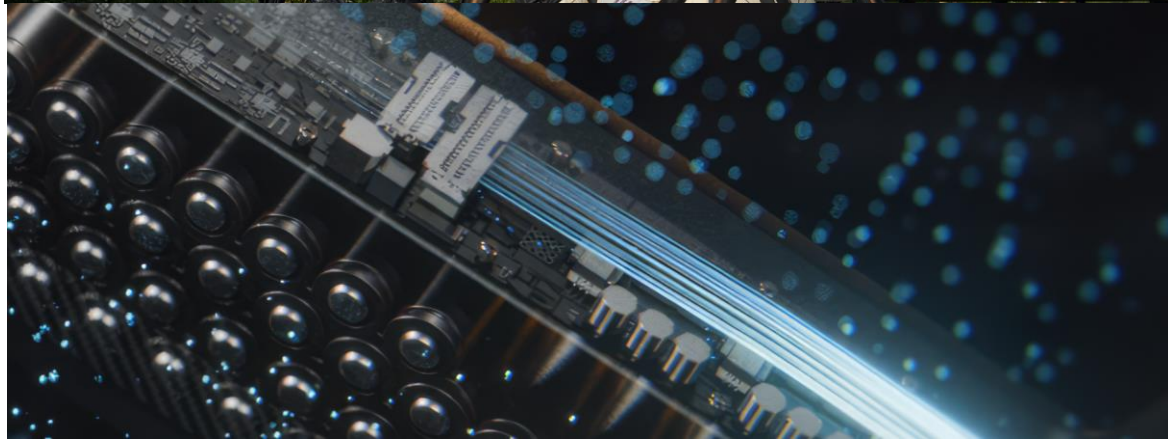
2012 

GESTERN

HEUTE 2022

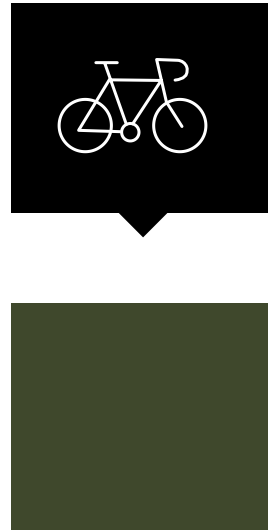


MORGEN 2032



VELO-INDUSTRIE SCHWEIZ

ANZAHL VERKAUFTE VELOS



2012

348'600



2022

483'562



2032

618'524?

VELO-INDUSTRIE SCHWEIZ

SEGMENTE

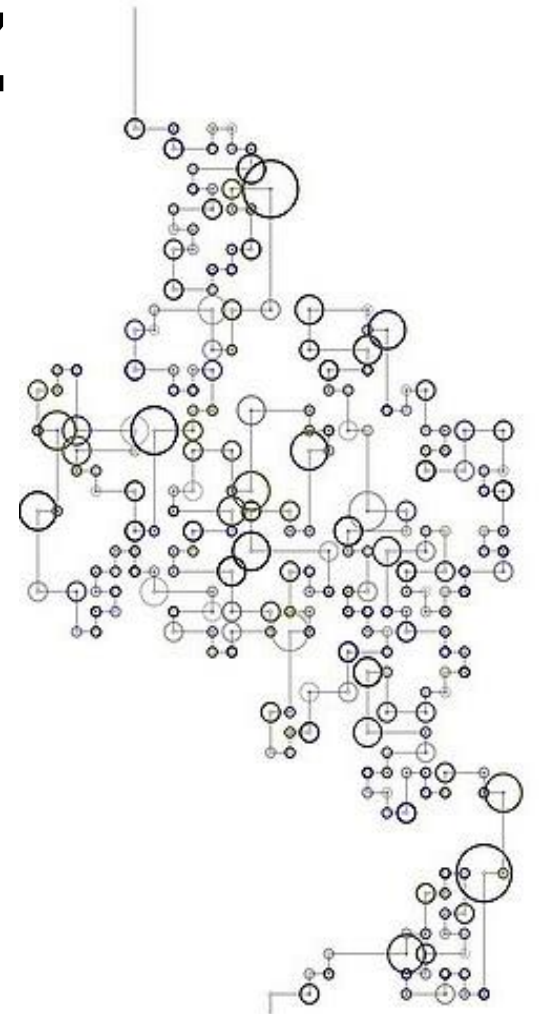
MTB
RENNVELO
CITYBIKE
E-BIKE
S-PEDELEC

2012

MTB
RENNVELO
CITYBIKE
E-BIKE
S-PEDELEC

+ LIGHT ASSIST
+ GRAVEL
+ DOWN COUNTRY
+ TRIATHLONRAD

2022



2032

VELO-INDUSTRIE SCHWEIZ

TREND E-BIKE



2012

52'941



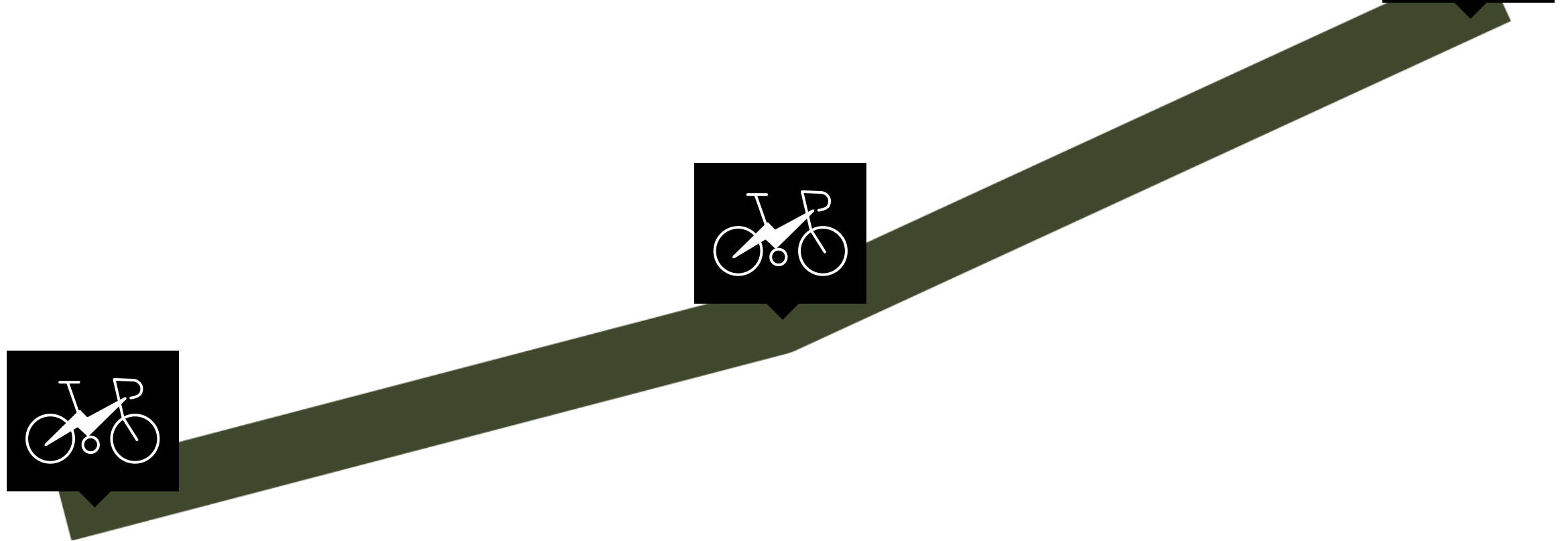
2022

218'730



2032

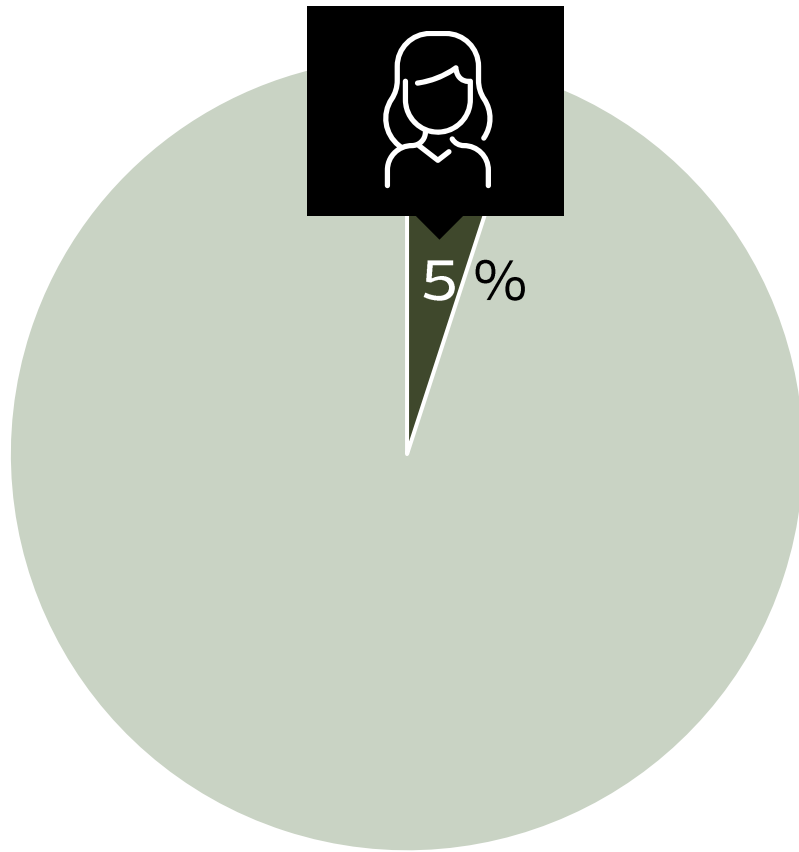
?



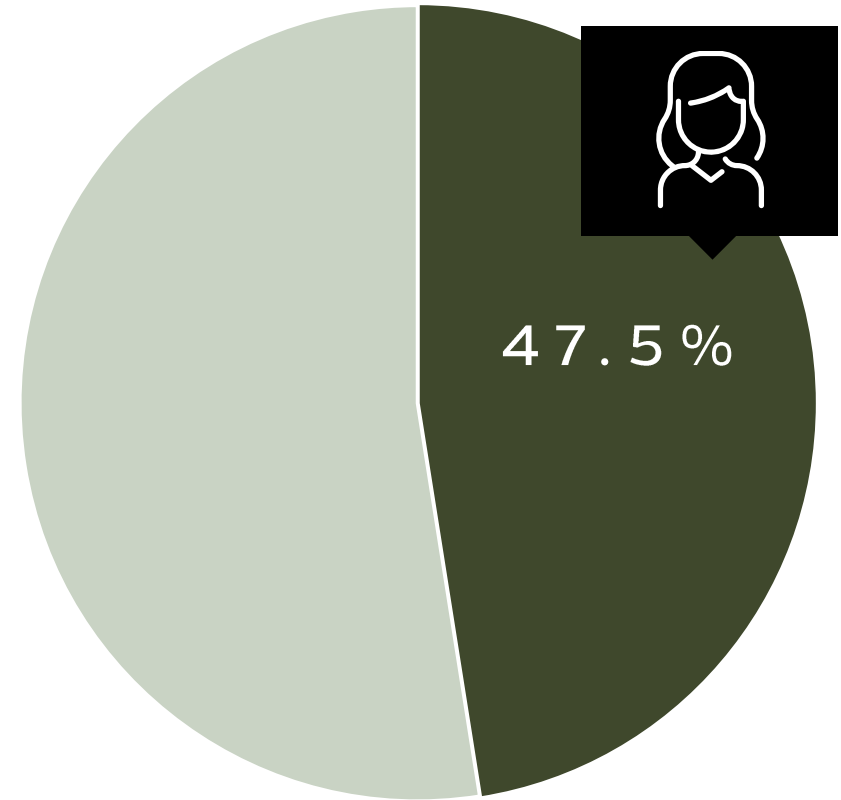
SPORT

FRAUEN AUF DEM RAD

ANZAHL VERKAUFTE RENNVELOS „THÖMUS“



2012



2022

SPORT

VELOKURSE „SWISS BIKE PARK“

ANZAHL BIKE-ACADEMIES / BIKE-GUIDES



2012



2022



An aerial photograph of a Swiss village with a winding road and a bike park. The scene is set in a valley with rolling hills and a small town. The foreground shows a dense forest of green and yellow trees. The middle ground features a winding road and a bike park with several trails. The background shows a small town with red-roofed houses and a church spire on a hill. The sky is overcast with soft light. A large red triangle is overlaid on the right side of the image.

**MACHEN IST WIE
WOLLEN, NUR
VIEL KRASSER!**

**SWISS
BIKEPARK**
OBERRIED

THOMAS
SWISS MADE TO FASCINATE