

Statement of Purpose

For many Americans, coming to Europe is the trip of a lifetime. Some leave immensely satisfied while others depart disappointed, feeling their trip was anticlimactic. What makes their experiences different? I believe it is their introduction to the country: some experience the culture from the “inside” while others remain outside.

Most Americans continue to see things from the outside. Through no fault of their own, well-intentioned travelers end up being tourists. Americans crave contact and long for authentic experiences, but the tourism industry is designed to make a profit, not to make a difference. I find this situation unfortunate and created Bike Switzerland as an alternative.

Bike Switzerland works hard to be a real alternative. We have developed strategies that allow our guests to interact with the Swiss and experience their culture authentically: we plan nights out to bring our guests and our Swiss friends together, bike with neighborhood clubs and associate with town organizations. We time our itinerary to correspond with local community events and we plan our time to make the most of each region’s offerings.

We also understand that you can’t see it all, but you can always come back.

John Klemme
Bike Switzerland

