



Barryland

The world
of St. Bernards

“Barryland represents our society, Swiss heritage and the unique relationship between humans and dogs.”

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Introduction

Barryland began a new chapter in its history in 2025 when it opened a theme park entirely dedicated to the legendary St. Bernard dogs.

Conceived by the Barry Foundation, this park is one of a kind in Switzerland and across the globe. It offers a completely immersive experience in the world of these iconic animals from the Great Saint Bernard Pass and of Swiss heritage.

The Barryland grounds span an area of 22,000m², including the two-storey main building of 2400m², designed in the original shape of a dog's paw print, a remarkable visual feature in the heart of the Alps. This symbolic architectural choice reflects the importance of the St. Bernards and their strong connection to Switzerland.

The St. Bernards grow up there in complete serenity, enjoying vast spaces for their welfare: treatment areas, training areas, rest places, as well as four outdoor enclosures that form the pads of the paw print.

Combining modern spaces, interactive experiences and interesting facts all about the dog world, Barryland offers an immersive day out combining innovation, emotion and authenticity. The park has already become an unmissable attraction for visitors of all ages.

Apart from being a fun experience, a visit to Barryland also helps explain the role of St. Bernards in our society, their exceptional history and the current work of the Barry Foundation.

↓ Architectural gem serving St. Bernards.



© Thomas Masotti

Iconic architecture

Designed to blend harmoniously into its Alpine setting, Barryland's main building boasts a distinctive unique architecture in the shape of a dog's paw print.

Its roof garden, organic curves and impressive patio doors opening out onto the outdoor areas create a permanent connection to nature. Several viewpoints dotted around the park showcase its originality and integration in the countryside.

The architects created a smooth flow between the indoor and outdoor spaces, deliberately softening the boundary between the building and its surroundings.

Roof

The construction of the main building, a bold two-storey design, was a real feat of architecture. The curved concrete walls built across two floors and the entirely self-supporting roof shell are just a couple of examples. The roof rests on a wooden structure with spans of up to 64 metres without any supports.

Acoustics

The sound environment is key to the visitor experience. Acoustic studies were conducted to ensure maximum comfort. The solutions adopted included triangular stretched canvas panels fitted between the roof structures, effectively reducing noise and creating a calming atmosphere.

Floors

When designing the building, every element was carefully considered to ensure the comfort and safety of the dogs. The choice of floor covering was no exception. This painstaking decision was guided by durability, ease of maintenance and comfort for the paws. In the public area, a seamless environmentally friendly resin was selected, embellished with crushed cherry stone insets. Five tonnes of cherry stones were required to create these remarkable floors.

Sustainability

Designed according to sustainable principles, the building combines innovation with respect for the environment, aiming to limit its ecological footprint and promote biodiversity. Conceived as a healthy and resource-efficient space, it embodies a responsible and forward-looking approach.

The building benefits from the solar roof of the neighbouring arsenal that houses the restaurant, optimising its energy efficiency. For district cooling, the cold water used by the cooling system comes directly from the pond in the outdoor play area, supplied by the Meunière watercourse. The roof garden also helps regulate temperature and maintain air humidity.

Connected to Martigny's public utility networks, Barryland benefits from the district heating network as well as a secure supply of drinking water. Wastewater is treated through local infrastructure, while rainwater is channelled into two drainage trenches on the site, optimising water management.



© Christophe Voisin

Park overview

A considered design to offer visitors an immersive experience while ensuring the comfort of the dogs.

Visits are built around five symbolic worlds: Barry Rescuer, Barry Friend, Barry Star, Barry Bon Vivant and Barry Playmate, each representing a character trait typical of St. Bernard dogs.

Visitors embark on a voyage of discovery to explore the myths and legends surrounding the history of these iconic dogs: their unique characteristics, their nature,

their role in marketing and cinema, as well as the care and activities that form their everyday routine.

The St. Bernards have vast areas to roam, receive care and training or rest quietly. Their cages are connected by automatic hatches to four large outdoor enclosures incorporated into the symbolic paw pads.

An area of 2,400m² divided into separate zones

1,135m²

museum space

50m²

per indoor box (4)
for the dogs

86m²

canine treatment
and physiotherapy rooms

210m²

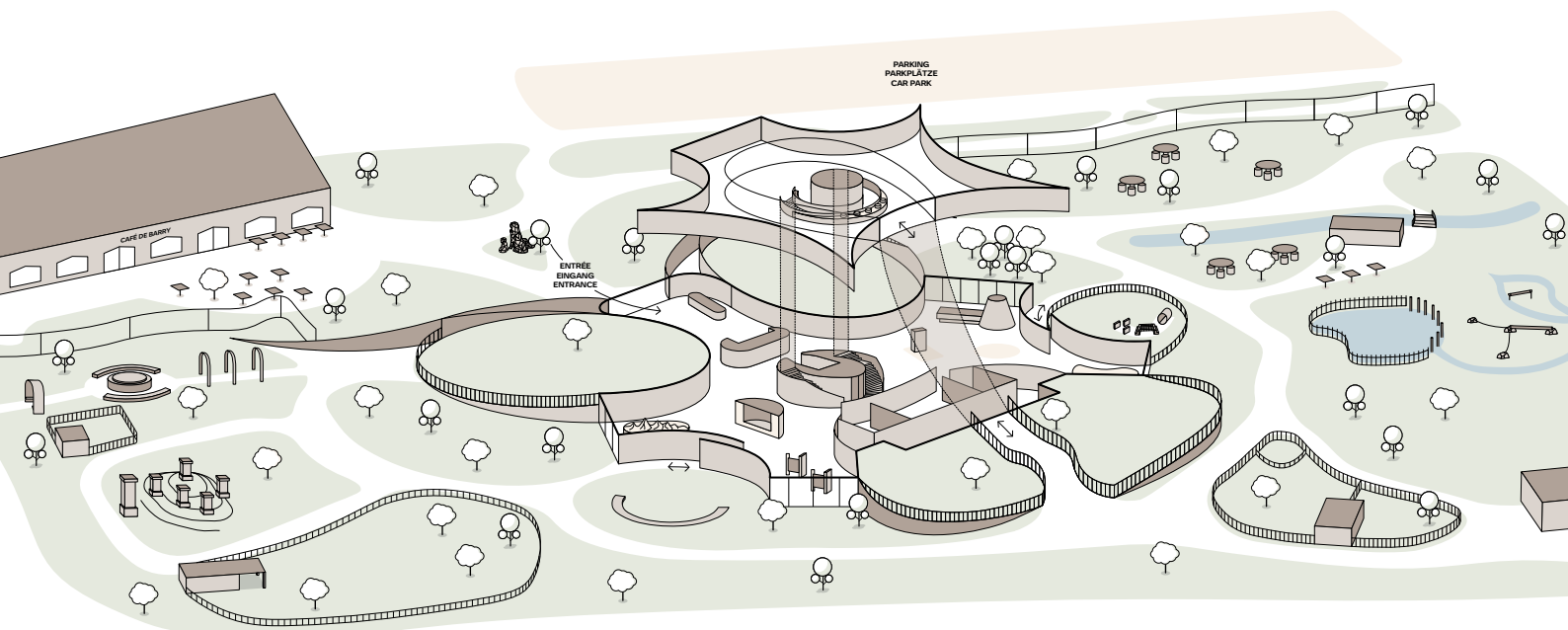
shop

400m²

per outdoor paw pad (4)
for the dogs



Find out more with the
interactive online map



Visitor trail

The first stop on arrival at Barryland is a dynamic welcome area presenting the activities of the park and the daily routines of the St. Bernards. At the entrance to the main building, there is information about the Barry Foundation, its mission and its activities. In the heart of the building, a symbolic staircase represents the climb to the Great Saint Bernard Hospice and the historic crossing between Switzerland and Italy.



Barry Rescuer *An immersive and interactive history*

The trail begins with an area entirely dedicated to the history of the St. Bernard dog, its heritage and its importance throughout the centuries. Visitors can explore:

- **A 360° immersive Infinity Room** recounting an heroic rescue by Barry
- **An immersive virtual reality period telescope**
- **An interactive model of the Great Saint Bernard Pass** in augmented reality
- **A historical diorama** about the myths and legends of Barry
- **Losonnante bone** conduction audio ports for intimate historical audio accounts
- **A stereoscopic photographic experience** displays old images in 3D



Barry Friend *Barry Foundation, social programme and screenings*

A cinema room shows fascinating screenings and presentations throughout the day. This space also provides information about the Barry helps programme and the new role of St. Bernards as social and therapy assistance dogs.

Visitors will learn about the work carried out by the Barry Foundation for the past 20 years to preserve the breed.



Barry Star *St. Bernards in the spotlight*

The Barry Star space pays tribute to St. Bernards in their more glamorous role. The trail presents:

- **Iconic excerpts from cinema and advertising campaigns** that paid tribute to St. Bernards
- **Key moments** when Barry became a true ambassador for Switzerland, on both the domestic and the international stage
- **A surprise cabinet of curiosities** showcasing works of art, engravings and objects dedicated to this iconic breed
- A selection from a remarkable collection of **over 100 stamps and 4,700 postcards** from all over the world dedicated to St. Bernard dogs
- **Major European dog shows** where St. Bernards from the Barry Foundation won fame many times
- **A photo booth** where visitors can pose with dogs for a virtual photo souvenir



For our younger guests

There are many experiences especially designed for children during the visit:

- **An interactive drawing table** where colouring-in comes to life on a big screen
- **The explorer's activity book** contains puzzles and questions along the trail with a bonus souvenir gift
- **Themed workshops** teach children how to behave around the dogs in the company of a St. Bernard from the foundation, look after the rabbits or even feed the small animals
- **On request:** birthday parties at Barryland for exploring the world of St. Bernards



© Nicola Greco

Barry Bon Vivant

The dogs at the heart of the experience

The first floor is entirely dedicated to the St. Bernards from the Barry Foundation. They are there every day, offering visitors an authentic and lively experience.

The dogs have four large 50m² boxes connected to four vast outdoor enclosures, each measuring 400m². Two treatment rooms with windows allow the public to watch the dogs being cared for and trained.

The area also features:

- **A hydrotherapy pool**
- **Specialist equipment** for the welfare of the dogs
- An interactive presentation about **the standard of the breed**
- An area that explains the **physical evolution of the dogs** from Neolithic times to the present day
- **A sensorama** that allows you to see and hear like a dog
- **The possibility of seeing puppies** if there are any



© Kévin Fasolato



Barry Playmate

The outdoor space

The huge grounds around the museum add to the open-air experience, offering visitors a natural setting to be enjoyed by young and old alike.

In keeping with the story of Barry, which spans a wide range of natural environments, this space recreates the landscapes that are part of his world through four distinct areas: a low-altitude birch forest, a glacial moraine zone, a high-altitude forest dotted with larches, and orchards. These living landscapes evolve with the seasons, enhancing the authenticity and ecological richness of the site.

Martigny's **irrigation system** runs through the park, offering a unique opportunity to highlight the value of water through a play area for children. Dams, locks and water pumps allow young visitors to experiment and learn more about this precious resource. Inspired by the traditional Valais irrigation channels ("bisses"), this trail recreates the games of the past, when children sailed pieces of bark along streams. The experience awakens childhood memories in a safe and enchanting environment.

In addition to the dogs, the site is home to **a variety of other animals**, including sheep, goats, hens, rabbits, guinea pigs and tortoises. An apiary area also adds an educational and natural dimension to the experience.

For refreshments, visitors can enjoy the Barry Snack, a picnic area or, outside the park grounds, the Café de Barry, where hot meals are served daily.

Tourist attraction

Why visit Barryland?

- To enjoy nature
- To meet the St. Bernards
- To discover an iconic breed
- To go back in time
- To dive into a canine world
- To learn more about the care and welfare of dogs
- To make children happy
- To pose with virtual Barrys
- To share memorable moments on social media
- To occasionally see puppies

Ticketing

We work with the Smeetz platform to offer innovative and optimised ticketing. Much more than a simple ticket sales system, Smeetz is a powerful marketing tool that incorporates a wide range of functionalities. It is directly connected to the site's infrastructure, partic-

ularly the access control systems, ensuring smooth visitor flow management. Thanks to its flexibility, it continuously adapts to the evolving needs of both the activities and the visitors, helping to deliver the best possible experience.

Enhanced experience with the BarryApp

A multilingual multimedia guide available directly at Barryland (no installation required) helps visitors on their voyage of discovery. It provides access to the

exhibition contents, the day's programme, films and an integrated audio guide.



© Thomas Masotti

The Barry Foundation

In January 2005, the Barry Foundation took over the kennels and breeding programme of the famous St. Bernard dogs – hailing from the pass of the same name in the heart of the Swiss Alps – from the Congregation of Canons of the Great Saint Bernard. From the very beginning, the dogs have gone to meet the public and their fans.

For more than 20 years now, this non-profit organisation based in Martigny in Valais has been dedicated to continuing more than 300 years of breeding at the original location. The main objective of its work is to allow the dogs to lead a healthy life in keeping with the breed. It describes itself as an exemplary canine site that respects animals and their needs.

The expertise that the Barry Foundation has amassed since its creation means that it is a real centre of excellence when it comes to breeding, as well as for social interventions assisted by the St. Bernards. It has also been awarded the Certodog quality certification for the management of its breeding programme.

Another of the foundation's missions is to bring joy to as many people as possible by allowing them to meet the legendary St. Bernard dogs. It therefore actively helps improve the relationship between humans and dogs, at Barryland for example.

As a charitable trust, the Barry Foundation receives no subsidies from the state and is entirely dependent on private donors to fund breeding, ensure the welfare of the dogs and run its social activities.



Facts and figures

Barry Foundation

PRESIDENT Claude Moret	DIRECTOR Mélanie Glassey-Roth	DONORS around 60,000 donors involved
STAFF more than 90	FOUNDATION BOARD 10 members	FOUNDATION CAPITAL CHF13 million
ANNUAL BUDGET CHF8 million	DOGS around 35 dogs permanently reside at the foundation	SINCE 2005 72 litters and 477 puppies

Barryland

2,400m² of exhibition space over two storeys in the main building	22,000m² total surface area of grounds	4 large outdoor enclosures for the dogs
CLOSE TO 135,000 VISITORS during the first twelve months of activity		3 hours on average per visit

Key dates

2005 Barry Foundation established and takes over breeding of St. Bernard dogs from the Congregation of Canons of the Great Saint Bernard Hospice	2006 Opening of the museum “Musée et Chiens du Saint-Bernard”	2007 Social visits with the St. Bernards begin
	2014 Foundation takes over the museum and changes the name to “Barryland”	2025 20th anniversary of the Barry Foundation and opening of Barryland theme park

Funding of Barryland

The new park has been financed through a combination of its own funds and a dedicated fundraising campaign.

Barryland opened its doors thanks to the key commitment of many businesses, foundations and public authorities, not to mention the essential support of individual donors. In accordance with the pledges

made, the budget of 24 million was successfully achieved thanks to these efforts. The steering committee allocated another 1.5 million to fund essential aspects of the project.

Main theme park partners

cornercard

This partnership is in line with the Cornèr Group's desire to create unique experiences using innovative payment solutions and lasting relationships based on trust.



The close collaboration between Lidl Switzerland and Barryland symbolises an appreciation for Swiss values, tradition and quality. This partnership represents a unique opportunity to honour the history of St. Bernards while creating an unforgettable experience for the whole family.



Driven by a shared passion for excellence and a deep attachment to Valais's heritage, the Rouvinez family established Cuvée Barry. An exclusive selection of three wines captures the spirit of this collaboration: red, white and a barrel-matured blend.



**innovation
tourisme**

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Useful Quotes

What people have said...

Claude Moret,
President of the Barry Foundation

“We are responsible for preserving a living heritage. The St. Bernard dog is more than just a symbol: it is a companion that embodies centuries of Alpine history, and our foundation undertakes to honour this heritage every day. Barryland is an essential platform for the Barry Foundation’s work.”

Mélanie Glassey-Roth,
Director of Barryland

“Barryland is a unique place where tradition meets modernity. We offer every generation the opportunity to discover St. Bernards for real, but also in other ways through a fun, immersive and interactive approach.”

Manuel Gaillard,
Breeding manager at the foundation

“Barryland allows the general public to tangibly understand the demands and commitment involved in breeding St. Bernards. Our daily work aims to ensure the welfare of the dogs and the continuity of a lineage renowned for its character and quality for over 300 years.”

Karin Keller-Sutter,
President of the Swiss Confederation (2025)

“Barry’s name still resonates today as a model of courage. And through him, Barryland honours an entire Swiss tradition.”

Christophe Darbellay,
Member of the Valais cantonal government

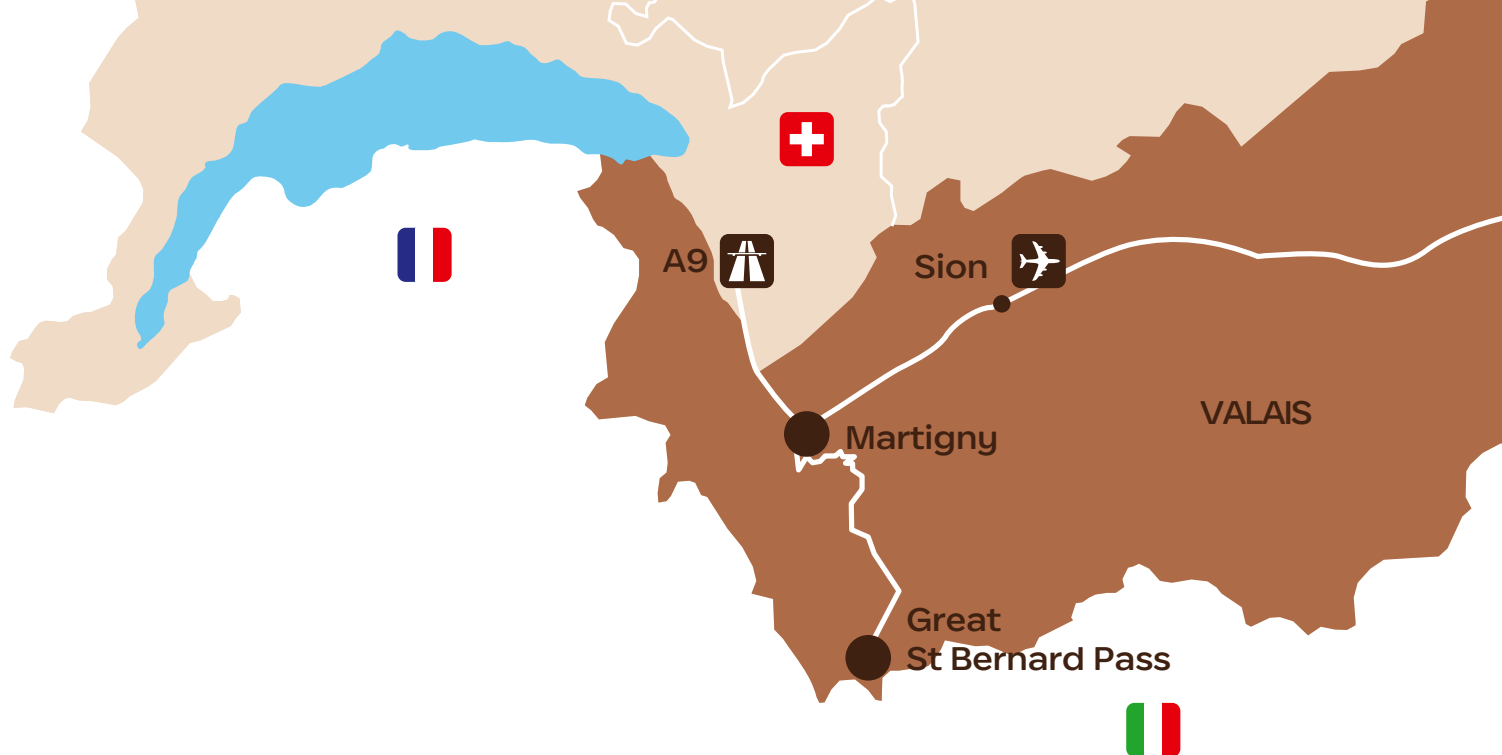
“This is the biggest tourist attraction in Valais for the coming years.”

Anne-Laure Couchepin Vouilloz,
President of the City of Martigny

“This new park is a magnificent addition to Martigny’s cultural and museum attractions. It perfectly fits into this exceptional site that also includes the Pierre Gianadda Foundation and the Roman amphitheatre.”



© Thomas Masotti



Practical information

Opening hours

Open from 10 a.m. until 6 p.m.
Every day except 24 and 25 December

Prices and ticketing

Online discounted tickets

Individual admission
CHF 23 online and CHF 25 on site

Free for children under the age of 6

Souvenir shop

Barry Shop allows visitors to bring back a souvenir of their trip, keeping the magic of their visit alive with a selection of items inspired by the world of St. Bernards.

Seminar rooms

The newly renovated building beside the park combines modernity and comfort. It features three bright modular, fully equipped seminar rooms, ideal for private or professional events. Catering and personalised services complete the package.

Food and drink

The Café de Barry, outside the theme park grounds, features a large patio nestled in verdant surroundings and is the perfect place to relax. The warm ambiance creates a friendly and welcoming environment. Its brasserie-style seasonal cuisine is exquisite and tasty.

Filming and photography

If you would like to film or take photos, please contact us beforehand.

Media contact Press office

Welcome to the virtual press room, where media representatives can read and download news clippings, reports and images relating to our activities.

We provide you with photo and video material for your editorial reporting
(reproduction and publication are only authorised if the material remains unchanged and the relevant copyright is acknowledged).

www.barryland.ch/en
→ Press area heading



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