VERBIER
CAPITAL OF WINTER
As snow arrives in the Valais Alps, Verbier comes alive for winter. The 4 Valleys in the largest ski area in Switzerland and Verbier is the largest of its six resorts. Skiers and boarders from around the world come for its snow sure terrain, freeriders can push themselves to the limit on its legendary peaks, families benefit from its ski schools and food lovers can enjoy local delicacies from the mountains and the valley below. Then as night falls, Verbier takes on the finery of a cosmopolitan resort with only one thing in mind: fun! Mont-Fort (3,330m), the highest summit in the region, watches over Verbier with its international appeal, family-friendly La Tzoumaz/Savoleyres and the authentic Bruson (Le Châble). Everyone will find what they’re looking for in this corner of paradise that is far more than just a tourist destination: this is the mountain treasure where winter takes on a new dimension.

**MAIN REASONS TO VISIT**
**Verbier – Val de Bagnes – La Tzoumaz in Winter**

<table>
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<th>VERBIER: A COSMOPOLITAN VILLAGE</th>
<th>THE LARGEST SKI AREA IN SWITZERLAND</th>
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<td>with traditional chalets and world class hotels.</td>
<td>with slopes for all abilities.</td>
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| SUNNY, south facing slopes, keeping terraces warm even in the deepest winter. |
| THE CAPITAL OF FREERIDE with 11 marked and secured itineraries. |

| INTERNATIONALLY FAMOUS EVENTS: Polaris Festival, Xtrême, Verbier Impulse Music & Ski Festival |
| EASY TO REACH FROM GENEVA AIRPORT and by train from Paris and Milan. |

| LEGENDARY APRÈS-SKI where stars, royals, business folk and day skiers meet up to party and relax. |
POLARIS FESTIVAL: Electro Music at the Summit – December 9-11

With big names from the world of minimal electro and techno – including festival co-founder Mirko Loko – the second edition of Polaris promises an Ibiza-style experience in an unforgettable setting. The main stage is at The Mouton Noir, a well-known mountain restaurant, but there are four other venues on the mountain and in resort. Building on its success in 2015, the event now extends through Sunday, thanks to an addition of an extra day. In parallel, après-ski activities and after-parties will light up the resort for free.

www.polarisfestival.ch | Tickets from CHF 49.–

VERBIER IMPULSE: Music & Ski Festival
April 15-17

After a first edition that fulfilled all of its goals, Verbier Impulse – Music & Ski Festival returns to liven up the Verbier slopes over the final weekends of the season. Combined with sporting events, such as the famous Verbier High Five by Carlsberg, the concerts running under the Verbier Impulse banner feature top Swiss and international artists such as Texas, Charlie Winston and 77 Bombay Street who performed in the Arène des Attelas in 2016. Verbier or 4 Vallées season pass holders will be able to enjoy the 2017 shows free of charge.

www.verbierimpulse.com | Tickets from CHF 66.–

Portrait of Raphaël Nanchen, Co-founder of Polaris
Despite an impressive CV, the Valais native admits: "I'm beginning to accept the fact that music is my vocation..." He founded the Caprices Festival in Crans-Montana in 2004, together with three friends at the time. Thanks to a crazy gamble, he met Bastian Baker and then became his manager. Since then, Bastian Baker has risen to be the most famous Swiss pop singer. It was through Bastian's advice that DJ Mirko Loko presented the idea of Polaris to Raphaël. «We looked at several sites. Then we found the Mouton Noir in Verbier, a mountain restaurant with a terrace on two levels, incredible views and really easy to reach. It was perfect,» recounts Raphaël Nanchen. This is truly a heartfelt view shared by all festival-goers!
Chef Mirto Marchesi from the Chalet d’Adrien, a 5-star hotel in Verbier, will have his very own recipe book released in December 2016. With his new cookbook published by Éditions Favre Switzerland, the 32-year-old Chef Marchesi will have the honour to be listed among the greatest Swiss chefs: Philippe Rochat, Didier de Courten and even Roland Pierroz, trailblazer for haute cuisine in Verbier. Mirto Marchesi has 18/20 points in the Gault Millau guide, as well as one Michelin star and delivers a menu which reflects his Ticino heritage, while still being firmly dedicated to Valais foods, such as Cotterg lamb (Le Châble) and cheeses made by Eddy Baillifard.

www.chalet-adrien.com

Following a successful debut in 2015, the second edition of Haute Cuisine is to be held in April 2017. Cooked up by the resort’s newest hotel, W Verbier, it is a celebration of local and international cuisine, featuring a dozen celebrated chefs from around the world. Over four days, this event will link especially devised events will link outstanding meals with themed sessions, starting with a Valais evening. The chefs will be holding exclusive cookery courses every day which shall leave a lasting delicious impression of their time in Verbier.

Cooking class from CHF 150.- | www.wverbier.com

Portrait of Sergi Arola, Celebrated Chef at the Tapas Bar Eat-Hola
»We’re an extremely fortunate generation. We travel a lot anywhere in the world, or pretty much.« Sergi Arola has indeed profited from the opportunities to travel that his culinary talents have afforded him. Born in Barcelona, he worked with Ferran Adria, founder of the legendary «El Bulli», before undertaking his apprenticeship in Paris. Backed by two stars from his restaurant in Madrid, chef Sergi Arola has overseen the menu at the Tapas Bar Eat-Hola in the W Verbier since it opened in 2013: «When I came to Verbier for the first time, I fell in love with the countryside and the alpine way of life as well as the local inhabitants, who are so proud of their region.»
A PASSION for Fine Local Products

Val de Bagnes is one of the areas of Valais that values regional specialities the most. A typically tasty Valais menu always begins with a starter platter of the famous air-dried Valais IGP meat for everyone to enjoy, often accompanied by AOP rye bread. Another time-less star is raclette. This veritable ritual is prepared by melting the bottom of a half-wheel of “cheese to scrape”, from Bagnes of course, and is enjoyed with potatoes. Tradition has it that the raclette queen is always accompanied by her Fendant king – the white wine of the local Chasselas grape. However, Valais reds – Humagne, Pinot noir, Cornalin, Dôle, Gamay – also go wonderfully well with cheese dishes. Abricotine and Williamine, also certified with protected designation of origin labels, are a wonderful way to end any meal.

Portrait of Eddy Baillifard, Switzerland’s Most Famous Cheese-maker

An instantly recognisable local figure, THE Swiss cheese-maker, the best ambassador for Bagnes products: there’s no shortage of accolades to describe Eddy Baillifard. The man whom his grandfather “raised on Bagnes cheese” recounts: “The old man took me out to the mountain huts where I watched him make the tomme cheese. I loved that world of cows.” His famous raclette cheese AOP Val de Bagnes 25 can be found in various stores across the region as well as in the Raclette House. Managed by Eddy, this friendly new place in Bruson hosts a delicatessen and village de café. In order to share his love for the region and cheese, Eddy sometimes dons the costume of ambassador for the Swiss delegation, as he did in Paris for the European football championships and Milan for the Universal Exposition. However, you can’t push him too far: “If you take me away from Mont Rognex for more than three days, I start feeling unwell,” confesses the man from Bagnes about his own protected origin.
Full Freedom in the Skiing Capital

Freeriding recaptures the emotions of skiing’s early days before the arrival of comfy lifts and manicured slopes. Verbier, the freeride mecca, has managed to preserve these original sensations on 11 marked and secured routes, suitable for adventurous skiers and boarders. It’s this fresh spirit, coupled with renowned competitions such as the Xtreme Verbier that have turned the resort into a legend for the best freeriders. For anyone wanting to go higher and further, heli-skiing takes seasoned skiers up to the fresh, untracked powder of the highest peaks.

Xtreme Verbier: April 1-2

Xtreme Verbier is at the origins of freeride. For more than 20 years now, this incredible competition has brought together the most daring freeriders, those who take the top places in the Freeride World Tour, of which Xtreme is the grand finale. The future world champions launch themselves off the Bec des Rosses, the dizzying and stony face of which helps fuel the madcap competition’s reputation. To be the best, the freeriders need to demonstrate great technique and outdo themselves in front of over 6,000 astounded spectators.

www.freerideworldtour.com

Portrait of Steve Klassen, Freeride Legend

The winner of the first Xtreme Verbier, this «grandfather of the snowboard» – has been doing the sport since 1973 – is still entering competitions where he keeps opponents 20 years his junior at bay! A professional snowboarder since 1991, the American Steve Klassen did halfpipe before moving on to freeride: «What’s always thrilled me is to feel the mountain.» Klassen has won numerous competitions, including the Xtreme five times. His technical expertise is one of the secrets of his longevity: «Everything is under control. I know where I’m going, where every rock is located, I keep my line... I’m not going to jump off a summit blind without knowing the terrain from top to bottom.» His next project will bring him to Verbier to open a store like his Wave Rave Snowboard Shop, which has been located in Mammoth Lakes, California, since 1988.
Playing safe: Partnership with the International Snow Training Academy

“Avalanches are not a matter of fate. Practitioners change, habits change, but the related risks don’t! This makes a new approach essential,” explains Dominique Perret, freerider and creator of ISTA (International Snow Training Academy). In collaboration with more than 40 international experts, he has created the first international training programme aimed at all those who love the mountains, powder and skiing. ISTA responds to a need for knowledge among the general public as well as rounding out the offering that is currently available to professionals and informed amateurs. While there are already several ISTA-certified instructors based in the resort, Verbier is about to enter into a partnership to further promote the programme.

www.ista-education.com

DVA Park - Learning to do things safely

Verbier does everything in its power to ensure that freeriding remains a pleasure, by insisting on safety measures. At the DVA Park, mountain professionals give half-day courses focused on understanding the risks of the mountains and the right behaviour to help avoid them. Every Sunday, three sessions of 50 minutes each are given free of charge on the use of avalanche victim detectors (DVA) along with other safety measures.

www.guideverbier.com
Reach the summits on foot and then descend on skis on fresh, powdery snow: this sense of freedom and communion with nature is the main pleasure of ski mountaineering (or ski touring). Coveted mountains and their mythical events – the Rosablanche, a stage on the Patrouille des Glaciers and the Rogneux, a round in the Swiss Cup – contribute to the region’s reputation as a mecca for ski mountaineering, where this demanding discipline is essentially performed without a mountain guide.

**PUSHING THE LIMITS**

at the Intégrale du Rogneux

Climbing a mountain while pushing yourself to your limits – this is the spirit of ski mountaineering that underpins the Intégrale du Rogneux. Inaugurated by the Grand Combin Ski Club in 2009, this challenge featuring two-man teams, takes place every 2 years. For the 5th such race on 18 February 2017, a thousand or so participants will leave from Lourtier near Bagnes to climb some 2,000 metres up to the summit of Mont Rogneux. As always, the spectators will gather to cheer home the champions during the impressive run to the finish line through the village. www.rogneux.ch

**The Troillet Family: the Simplicity of Passion**

Jean-Louis and Marie-Pierre Troillet first met while on skis before going on to discover alpine touring together. «We met doing ski mountaineering. It’s a major part of our life,» explains Marie-Pierre. Without being forced, their children, Florent, Marie and Manu, have caught the ski-mountaineering bug. World champion and professional sportsman, Florent smashed the record for the Patrouille des Glaciers in 2010, just like his sister Marie. Manu, on the other hand, is happier enjoying the diversity of the mountains, so he became a guide. «I always considered myself privileged to have a brother and sister like them because they always bring plenty of joy to the family, achieving as much as they possibly can.» Family values are shared by the whole Troillet clan, bonded before, during and after each event.
THE MOUNTAIN’S FEMININE SIDE,
PORTRAITS OF FOUR FEMALE PIONEERS

MÉLANIE CORTHAY, First Female Mountain Guide from Bagnes

Architect, mother of two boys and the first female mountain guide in the commune of Bagnes: Mélanie Corthay is a real fighter. Mélanie is the 8th woman from Valais and 34th Swiss woman to have earned a federal guide certificate. It’s a man’s job that Mélanie does in her own particular way: «A female guide needs to compensate for a lack of physical strength with shrewdness and a faultless technique.»

VICTORIA JAIMEISON, Profession: Ski Patroller

This 41-year-old Brit who has been living in Verbier for about 15 years and has been a ski patroller since 2007. After witnessing a friend crash on the slopes, Victoria decided to take a mountain rescue training course and make it her career. This demanding profession allows Victoria to put her excellent skiing skills to good use.

MARGRIT ANDERER, One of Verbier’s First Female Ski Instructors

Now retired at the age of 77, Margrit likes to ski for pleasure but still talks about skiing with the same passion as 50 years ago. She left Wengen for Verbier in 1961 after competing in the Olympics. Her exploits opened up the doors of the ski school for her, where she became the third female instructor. «As a Swiss ski champion I received a warm welcome, but back then, the people of Valais were not used to the idea of women being professional skiers,» Margrit laughs.

GÉRALDINE FASNACHT, Extreme Femininity

In a field that is dominated by men, female participants stand out. This is the case with Géraldine Fasnacht. The extreme athlete is an ambassador for Verbier, where it all began for her. At the tender age of 21, she won the first of her three trophies at the Xtreme competition in Verbier. Géraldine also does wingsuit flying in her preferred arena, the mountains. She has a number of impressive world firsts to her credit, including the first flight to the summit of Holtanna Peak in Antarctica and the summit of the Matterhorn at 4,478 metres above sea level.
TELEVERBIER DEVELOPS A PROJECT OF «WARM BEDS» IN THE SKI RESORT OF LA TZOUMAZ

With a project of tourist residence in La Tzoumaz, Téléverbier launches its first major accommodation construction. T-One is a tourist residence project at La Tzoumaz (ski-in, ski-out) launched partly by Téléverbier. It will comprise of 180 covered car parking bays and 85 apartments spread over two big chalets, offering a total of almost 500 beds to let. The complex will also house a supermarket together with various other stores. A first group of 45 apartments will be operational from December 2016.

More information on www.tzoumaz.net

NEW for families

This winter, adventurous skiers of every level and those who generally love fun in the snow can look forward to the arrival of two new features in the Verbier/ Val de Bagnes – La Tzoumaz region. On the slopes at Savoleyres, which extend to an altitude of 2,226m, a brand-new 400m course will delight freestylers of all ages. A hybrid of snowpark and boardercross course, the Audi Quattro Funslope has 20 different elements for families to tackle: a 10m-long ‘snail’, a 15m-high berm, a tunnel, jumps and banks... A sporting infrastructure built especially for fun and on which it is possible to film yourself by drone following a pre-defined schedule. A new snowtubing run at Les Esserts in the heart of the Verbier resort is about to make a name for itself. When it comes to winter sports that are suitable for all, snowtubing is growing in popularity. Seated inside a giant rubber tyre, fans of gentle thrills can launch themselves down the specially prepared piste, reminiscent of a bobsleigh track. From this winter on, fun and laughter for all the family are guaranteed at Les Esserts. And the nearby restaurant means you can take a break from snowtubing to enjoy a relaxed meal or snack.

www.verbier4vallees.ch

NEW CHAIRLIFT IN THE VERBIER SKI AREA

Téléverbier has invested more than 9 million swiss francs to replace the old La Chaux II chairlift by a new slow-boarding, six-seater installation. Located at the altitude of 2200m, this 1100m long chairlift will pretty much double the capacity to 2,000 people per hour from now on. This chairlift, much appreciated by the ski schools, essentially serves the slopes dedicated to beginners in the Verbier ski area.

Opening in December

OPENING OF STEVE KLASSEN’S WAVE RAVE SNOWBOARD SHOP

Before winning the inaugural Xtreme de Verbier and becoming a freeride legend, Steve Klassen was already advising other riders in his Wave Rave Snowboard Shop at Mammoth Lakes in California, founded in 1988. More than 30 years later, a new branch of the now famous store is about to open in Verbier at the end of 2016. This honour for the resort is a matter of course for the champion, who has grown attached to the region during his visits and participation in competitions here. Spread over two floors, the Wave Rave Snowboard Shop in Verbier will sell all the favourite brands of winter sports fans, such as Burton, Volcom and Dakine.
3 December 2016  Opening Session (Verbier)
Opening celebration of the ski season on and off the slopes
www.verbier4vallees.ch

9-11 December 2016  Polaris Festival (Verbier)
www.polarisfestival.ch

28 December 2016  Christmas Concert of the Verbier Festival (Verbier)
www.verbierfestival.ch

14-22 January  Verbier Freeride Week
Freeride fair and official Freeride World Tour Qualifier competition
www.freerideworldtour.com

2-5 February 2017  City Ski Championships (Verbier)
www.ctyskichampionships.com

4 February 2017  Ski Mountaineering Race by Night (La Tzoumaz)
www.latzoumaz.ch

4 February 2017  Bruson Freeride
www.brusonfreeride.ch

18 February 2017  l’Intégrale du Rogneux
www.rogneux.ch

5 March 2017  Bobsled Fest (La Tzoumaz)
www.latzoumaz.ch

1-2 April 2017  Xtreme Verbier
Freeride World Tour Fina
www.freerideworldtour.com

5-8 April 2017  Haute Cuisine by W Verbier (Verbier)
www.wverbier.com

8 April 2017  Verbier High Five by Carlsberg
www.verbierhighfive.com

15-16-17 April 2017  Verbier Impulse Music & Ski Festival
Pop-Rock Music Festival on the slopes and in the resort of Verbier.
www.verbierimpulse.com
**By Car**

Motorway A9/E62 to Martigny, take route du Grand-Saint-Bernard exit. At Sembrancher, follow the signs left to Verbier.

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**Media section on the website:**
www.verbier.ch/media

**By Plane**

- Geneva: 160 km
  Regular and charter airlines

- Zürich: 280 km
  Regular and charter airlines

- Sion: 55 km
  Regular and charter airlines

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Train to Martigny, and to le Châble. Transfers with bus or lifts.

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