

VERBIER ⁺

VAL DE BARNES - LA TZOUHAZ

PRESS KIT WINTER 2020-21





VERBIER VAL DE BAGNES LA TZOUMAZ

AN INFINITE PLAYGROUND!

Back to our roots! A charming fusion of modern and traditional, Verbier is both a sporty, glamorous resort and an authentic alpine village. Voted Switzerland's best ski resort for the past two years, it offers adrenaline-packed thrills, simple pleasures and a chic lifestyle. A source of pure energy, the 4 Valleys is Switzerland's largest ski area offering an infinite playground that encompasses legendary pistes and peaks and a whole host of activities. Verbier's wide open spaces are also a source of constant inspiration for nature lovers. And foodies and night owls are dazzled by the vast choice of top-notch places to eat and drink. Up in the air, on the slopes, in the streets, on the terraces, with skis on or off, seated at a table or wrapped in your bathrobe... Verbier definitely has something for everyone. This winter 2020/21, the focus is on exciting new openings, Covid safety measures, sustainable initiatives and mountain huts.

KEY FIGURES



410 km
of slopes*



80 lifts*



3'330 m
highest point



11 marked
off-piste itineraries*



5'000 apartments
or rental properties



1'400 hotel
beds

* 4 Vallées ski area



Switzerland's
Best Ski Resort



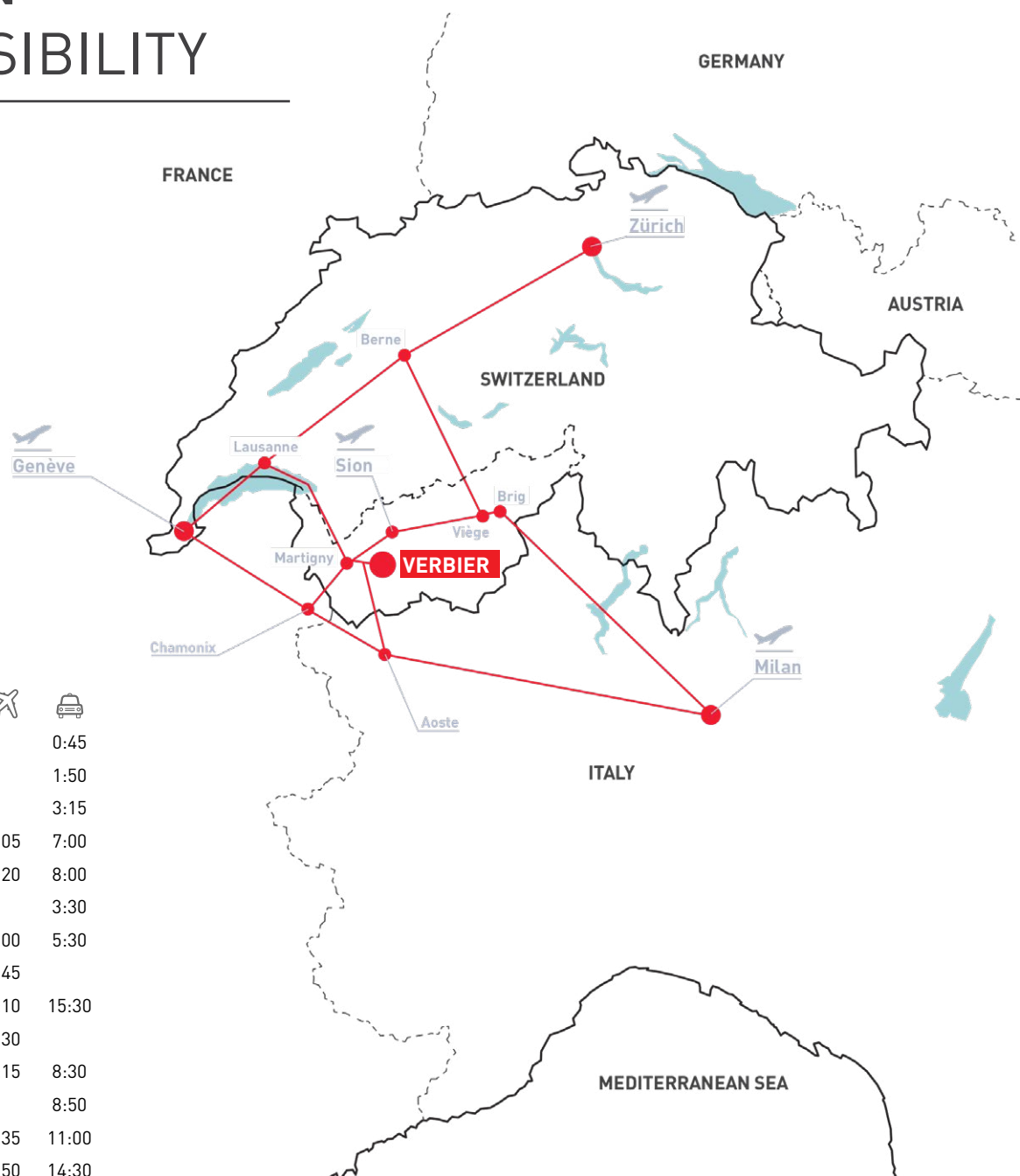
Switzerland's
Best Ski Resort

SIX MONTHS OF SKIING

You can ski for six months of the year in Verbier from October to April. From October 30 to November 29, 2020, skiers can enjoy the slopes on weekends (Saturday-Sunday). Then from December 5, 2020, the ski lifts are open continuously (7 days a week) until April 25, 2021.

More information on www.verbier.ch/winter/ski-area/lift-opening-hours-winter-2020-2021

LOCATION & ACCESSIBILITY



			
SION	1:30		0:45
GENEVA	2:30		1:50
ZÜRICH	3:30		3:15
PARIS	6:30	1:05	7:00
LILLE	8:00	1:20	8:00
LYON	5:45		3:30
NICE	1:00		5:30
STOCKHOLM	2:45		
COPENHAGEN	2:10		15:30
OSLO	2:30		
BRUSSELS	8:00	1:15	8:30
ANTWERP	8:20		8:50
LONDON	9:00	1:35	11:00
LIVERPOOL	1:50		14:30
MANCHESTER	1:50		14:15
EDINBURGH	2:15		17:15

COVID-19:

This winter, we're focusing on reconnecting with nature and the great outdoors!

Switzerland is considered one of the safest countries in the world and during this unprecedented time it's doing its utmost to stay that way. As such, the resort is complying with all the health guidelines embodied in MySwitzerland's 'Clean & Safe' campaign to guarantee its visitors a safe and comfortable stay. And because all of our guests play an equally important role, Verbier has drawn up a visitors' charter highlighting eight important actions we ask our visitors to follow.

www.verbier.ch/winter/information-about-the-health-situation-covid-19

WHAT'S NEW THIS WINTER

This winter is shaping up to be especially exciting and brand-new! During the summer, Verbier took time out for a bit of a restyle with a chic upgraded 4-star boutique hotel on the Place Centrale; two superb restaurant openings including one with a gastronomic menu; a dizzying descent across a glacier with Europe's highest zip line; a brand-new pub (details to follow); and contemporary renovations to a quintessentially alpine mountain hut. Check out the latest developments here ...



MONT 4 ZIPLINE

Reaching speeds of 130 km/h over a distance of 1.4 km with a drop of 383 m - these numbers alone are enough to make you dizzy! Adrenaline junkies can get their fix all winter long as they hurtle between two runs on this sensational new zip line starting from Mont-Fort (3,330 m) and whoosh down high above the Tortin glacier.

www.easyverbier.com/en/mont-4-zipline



HÔTEL DE VERBIER

Verbier's oldest family hotel, on the Place Centrale, has had a chic makeover! The new owners have spruced up both the rooms and outdoor spaces and added contactless digital facilities. Check out the spectacular refurb.

www.hoteldeverbier.com



L'ATELIER DE MIRTO GASTRONOMIC RESTAURANT

Swiss-Italian chef Mirto Marchesi has lived in Verbier for years and has taken the Valais region to his culinary heart. Formerly head chef at the Table d'Adrien, he is now putting all his talents to good use in his own gastronomic restaurant, L'Atelier de Mirto. The menu features seasonal produce, lake-caught fish and regional meats.

www.verbier.ch/winter/offers/latelier-de-mirto-verbier-station-en-winter-2923041



RESTAURANT LA NONNA

La Nonna, the new restaurant at the Hôtel de Verbier, offers a traditional Italian menu and an extensive list of cocktails and 150 wines. It comes with a beautiful terrace flaunting breathtaking views over the centre of the village and the surrounding peaks - all this with a cosmopolitan atmosphere and at wallet-friendly prices.

www.lanonna-verbier.com



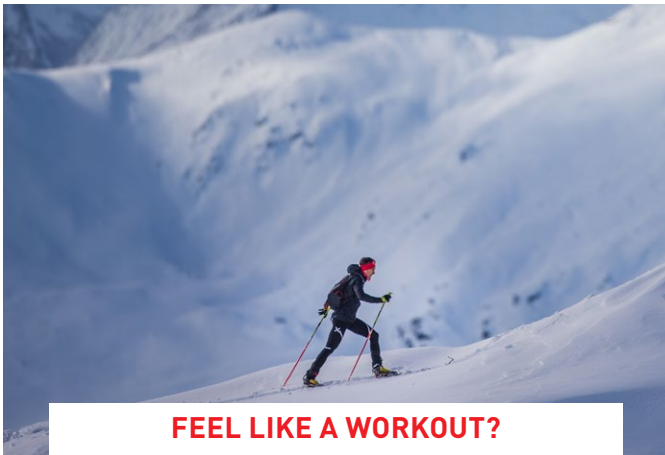
THE RENOVATED BRUNET MOUNTAIN HUT

Ninety years after it was first built, the Brunet mountain hut has been given a contemporary makeover. Refurbished to the latest standards, it will have six smaller rooms (each accommodating between six and eight people) making it more comfortable - a perfect end to the day after an invigorating climb on touring skis or snowshoes. Reopening is planned for mid-December 2020.

www.youtube.com/watch?v=y-wjgoKc--s

SPORTY, EXTREME, GOURMET, CUTTING EDGE... A BUCKET LIST FOR ALL TASTES!

Amid snow-covered peaks, Verbier's vast playground is the perfect place to get away from it all. Alpine skiing, freeriding, ski touring, snowshoeing, dog sledding, freefalling, ice climbing, paragliding... there's an endless list of adrenaline pumping adventures. Solo or with family and friends, you'll find plenty to suit all levels and abilities. And if you want to steer clear of the crowds, our resident professionals and renowned ambassadors are on hand to show you the best routes.



FEEL LIKE A WORKOUT?

After a quick warm-up on the fresh snow at the bottom of the slopes, swap your snowshoes for skis and head to the 410 km of slopes in Switzerland's largest ski area, the 4 Valleys. When the lifts are closed, you can still take a deep breath in... at a rock-climbing session in Verbier's new sports centre! And if you crave freedom and wide open spaces, nothing beats ski touring on one of the resort's many signposted itineraries or on off-the-beaten-path routes while accompanied by a mountain guide!

Read more here:
www.verbier.ch/winter/inside-winter/inspiration/challenge-yourself



PUSH YOURSELF TO THE LIMIT

Fly over peaks, climb icefalls, hurtle down toboggan runs and explore the skies... Bec des Rosses, Mont Gelé, Six-Blanc, Vallon d'Arby, Petit-Combin... there's so much to discover. By kite or helicopter, with ice axes, on crampons, fat skis or a split board - the equipment may vary, but the "rush" remains the same. One thing's for sure, Verbier is a true paradise for adventurers!

Read more here:
www.verbier.ch/winter/inside-winter/inspiration/experience-the-unlimited



KEEPING IT REAL

Enjoy a gourmet tour on snowshoes or skis, taste and make regional specialities while meeting local producers, or simply indulge in everything the resort has to offer. Chocolate, Bagnes raclette cheese, Petite Arvine grapes, dried meats and rye bread are just some of the regional highlights. Food lovers will also be spoilt for choice with fresh, tasty options to satisfy even the most discerning of palates!

Read more here:
www.verbier.ch/winter/inside-winter/inspiration/keep-calm-eat-like-a-local



STAND OUT FROM THE CROWD

Upscale restaurants, out-of-the-ordinary locations and one-of-a-kind experiences, all with the same motto - to delight and indulge. There are so many fabulous options: whether you want to stay in a gorgeous chalet, gather around a table carved from ice in the middle of nowhere, sip a classic cocktail in a trendy bar, sample exquisite dishes in the best gourmet restaurants or enjoy a dog-sled ride, you'll find your own unique style in Verbier!

Read more here:
www.verbier.ch/winter/inside-winter/inspiration/its-the-little-details-that-matter

VERBIER LAUNCHES ITS GREEN INITIATIVES

The environment shouldn't just be a "concern", so Verbier's tourism community (ski lift and ski area operators, sports ambassadors, restaurants, local producers, farmers, etc.) have committed to doing their bit by reducing the impact of tourism and winter sports on the environment in their own way. Either on the pistes or on the plate, food for thought or as a plan of action, with an artistic, practical or economic vision, the following eco-responsible initiatives are either underway or already in place:



MONTAGNE VERTE

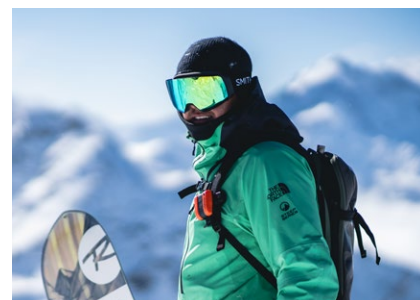
Through its 'Green Mountain' (Montagne Verte) programme, Téléverbier is committed to reducing its carbon footprint by using renewable, locally produced energy; installing energy-efficient appliances; improving snow-grooming and snow-making equipment; and developing environmentally friendly transport.

www.televerbier.ch/en/televerbier/about-the-company/environmental-impact/montagne-verte.htm

SUSTAINABLE DIALOGUES

Gain awareness and a sense of perspective on the climate crisis by listening in to international free-rider Xavier De Le Rue's podcast series, "Sustainable Dialogues".

www.xavierdele RUE.com/tsd



HUNGRY FOR RESOURCES

Verbier Arts Summit promotes social change through art by bringing together innovative thinkers and influential artists to enliven the debate on key issues. The next summit will take place in Verbier on 29 and 30 January 2021, when it will continue its "Hungry for Resources" theme.

www.verbierartsummit.org

DEVORE

DEVORE (French for 'devour') is a movement that promotes a more resilient food system by helping local authorities and restaurants transition towards more sustainable production practices. Look out for their forum in April 2021.

www.devore.ch



SLOW FOOD TRAVEL

"Eat well, eat clean and eat right" is the motto of Switzerland's first Slow Food community. The movement brings together consumers, producers and other ambassadors of healthy eating. Launched a year ago, thanks to the hard work of farmers and artisans in Sarreyer, the Slow Food Travel pilot project has since been expanded to include the Vollèges community bread oven group.

www.sarreyer-decouvertes.ch

SPEND A NIGHT ON THE MOUNTAIN...

In the winter months, the Mont-Fort and Brunet mountain huts offer visitors the ideal setting for a night in the mountains surrounded by nature. Hugging the mountainsides almost facing each other, high above the Bagnes valley, the huts embody two very different styles.



MONT-FORT MOUNTAIN HUT

Easily accessible on the edge of the piste, the Mont-Fort mountain hut is best known for its magnificent sunset views and the warm welcome provided by Daniel Bruchez, the resident caretaker for the past 40 years.

Watch the video:
www.youtube.com/watch?v=mkp2G41o1dg

BRUNET MOUNTAIN HUT

On the opposite slope, getting to the Brunet mountain hut is a bit more of a challenge. Accessible on foot, by snowshoe or ski touring, it has recently been extended and welcomes adventurers looking for a restorative night's sleep before they climb to the summit of the legendary Mont Rogneux at 3,084 m.

Watch the video:
www.youtube.com/watch?v=y-wjgoKc--s



MEDIA CONTACTS

VERBIER TOURISME

Rte de Verbier Station 61, CH – 1936 Verbier

Elise Farquet

e.farquet@verbiertourisme.ch

Tel. +41 27 775 23 74

Press area on our website:

www.verbier.ch/media

REPRESENTATIONS:

UK

HEAVEN PUBLICITY LTD
Lynsey Devon
lynsey@heavenpublicity.co.uk
Tel. +44 20 3763 5170

FRANCE

LINKS COMMUNICATION
Pauline Scuotto
pauline@linkscom.fr
Tel. +33 4 50 91 41 08

BELGIUM

MINDSHAKE PR
Dimitri Papageorges
dimitri@mindshake.biz
Tel. +32 2 478 18 44

SWITZERLAND

FJM COMM
Francine Janet-Moreillon
f.jmoreillon@verbiertourisme.ch
Tel. +41 79 834 17 18