



Press release

Thursday, 10th February 2022

Verbier voted "World's Best Ski Resort 2021" at the World Ski Awards

After being awarded the title of "Switzerland's Best Ski Resort" in 2018 and 2019, Verbier was voted best Swiss ski destination for the third time in four years and, for the first time, best ski destination in the world in 2021 at the World Ski Awards.

Thanks to the mobilisation of not only all its partners, but also all the lovers of the destination, Verbier was able to collect the highest number of votes against 25 competitors among the most prestigious destinations.

"We would like to thank all of the destination's partners who make Verbier live and shine internationally and without whom this award would not have been given to us. This victory is that of the entire destination, of the shopkeepers, hoteliers and other professionals of Verbier and the Val de Bagnes; it is also that of our daily ambassadors, the secondary and annual residents, the seasonal workers and our loyal customers", declares Simon Wiget, Director of Verbier Tourism. Laurent Vaucher, Director of Téléverbier agrees: "We are very happy to win the title of World Best Ski Resort 2021. Our mission is to constantly improve our products, our services and our welcome, so this prize rewards the work of all the region's service providers.

W Hotel Verbier also awarded

The World Ski Awards also honoured the W Hotel Verbier, which for the 6th consecutive year won the Best Ski Hotel in Switzerland and the Best Ski Hotel in the World. Pierre-Henri Bovsovers, General Manager of the W Verbier since its opening in 2013 is extremely grateful: *"It is thanks to the professionalism and passion of our Talents, as well as the trust of our owners that this is possible. We are constantly looking to improve whether it is in terms of service, infrastructure or hotel facilities, we are always moving forward and we make the satisfaction of our guests, our priority."*

Verbier

Perched on a sunny plateau at an altitude of 1,500 metres, in the heart of the Alps, with its slate-roofed chalets, Verbier has retained its Alpine village charm. It is the gateway to the 4 Valleys ski area - with nearly 80 lifts and over 400km of pistes for all levels of expertise at your feet. A freeride paradise, the resort is a must for skiers from all over the world, and its après-ski is a veritable institution, welcoming a cosmopolitan clientele of all generations.

Verbier also offers a wide variety of sporting and musical events. At the end of November, the Polaris Festival offers a great start to the season for all electro music lovers. In March, the famous Xtreme Verbier welcomes the world's best freeriders to the impressive slopes of Bec-des-Rosses.

World Ski Awards: celebrating excellence in tourism

The World Ski Awards™ organization describes itself as "the only global initiative to recognize, reward and celebrate excellence in ski tourism. Our annual 3-day event is the only time when international industry leaders meet, on a global stage, to exchange local knowledge, innovations and best practice principles on a global stage." (<https://worldskiawards.com/>)

Launched in 2013, this initiative has awarded industry professionals each year in multiple categories, such as "Best Ski Resort", "Best Ski Hotel", "Best Ski Boutique Hotel", or "Best Ski Chalet".

Contact :

Simon Wiget, directeur

Verbier Tourisme, Route de Verbier Station 61, 1936 Verbier, Suisse

s.wiget@verbiertourisme.ch