

PRESS KIT

WINTER

2023-2024

VERBIER 
PURE ENERGY

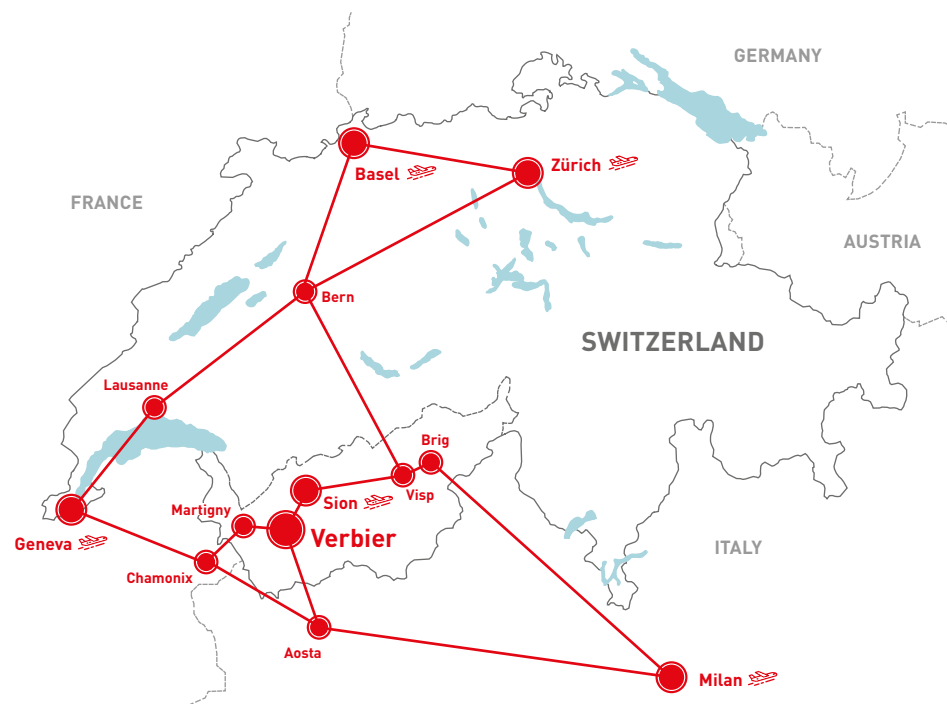


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LOCATION AND ACCESSIBILITY

			
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	
COPENHAGUE		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



ECO-FRIENDLY TRANSPORT

Given the fragile nature of our environment, we are keen to preserve it. As a destination, we offer a variety of eco-friendly transport options to improve accessibility to and within the region.

www.verbier.ch/winter/getting-around



By gondola

The Le Châble - Verbier lifts, which are now integrated into the public transport system, have extended their operating hours to 5:15 AM to 11:50 PM daily.

By bus

– In Verbier, shuttle buses run free of charge every day from 8 am to 8 pm all winter long. Night buses start running at 8 pm on certain dates throughout the season.

– In Les Mayens-de-Bruson, from mid-December to the beginning of April, free shuttle buses run every day from 8.30 am to 6.30 pm.

By train

The regional train from Martigny station to Le Châble takes 25 minutes. To improve comfort for passengers, the service frequency has been increased to every 30 minutes in the morning and evening.



VERBIER, VAL DE BAGNES, LA TZOUMAZ

The combined destination of Verbier - Val de Bagnes - La Tzoumaz offers visitors a total of 300 km² of fun and adventure. Six charming, yet varied villages, from accessible Le Châble to cosmopolitan Verbier, wild Upper Val de Bagnes, authentic Bruson, discreet Vollèges to family-friendly La Tzoumaz, each with a distinct character, serve as an ideal starting point for exploring the Pays des Bagnes.

The 4Valleys (4Vallées), Switzerland’s largest ski area, caters to all winter enthusiasts, offering alpine skiing, freeriding, cross-country skiing, ski touring and snowshoeing. Legendary slopes and peaks create a paradise for either climbing up or sliding down. The renowned art of living (art de vivre) flourishes with top-quality venues, whether seeking a traditional Swiss meal or a trendy cocktail bar, a perfect match awaits.



SWITZERLAND’S, AND THE WORLD’S BEST SKI RESORT

Verbier, acclaimed as the “World’s Best Ski Resort” in 2021, won the award again in 2022. This is the second year in a row that Verbier has been recognised as the best ski destination in the world by the World Ski Awards.



IN NUMBERS



410 km of slopes*



80 ski lifts*



3,330 m highest point



11 marked off-piste itineraries*



5,000 rental chalets or apartments



1,400 hotel beds



114 restaurants & bars



6 spas

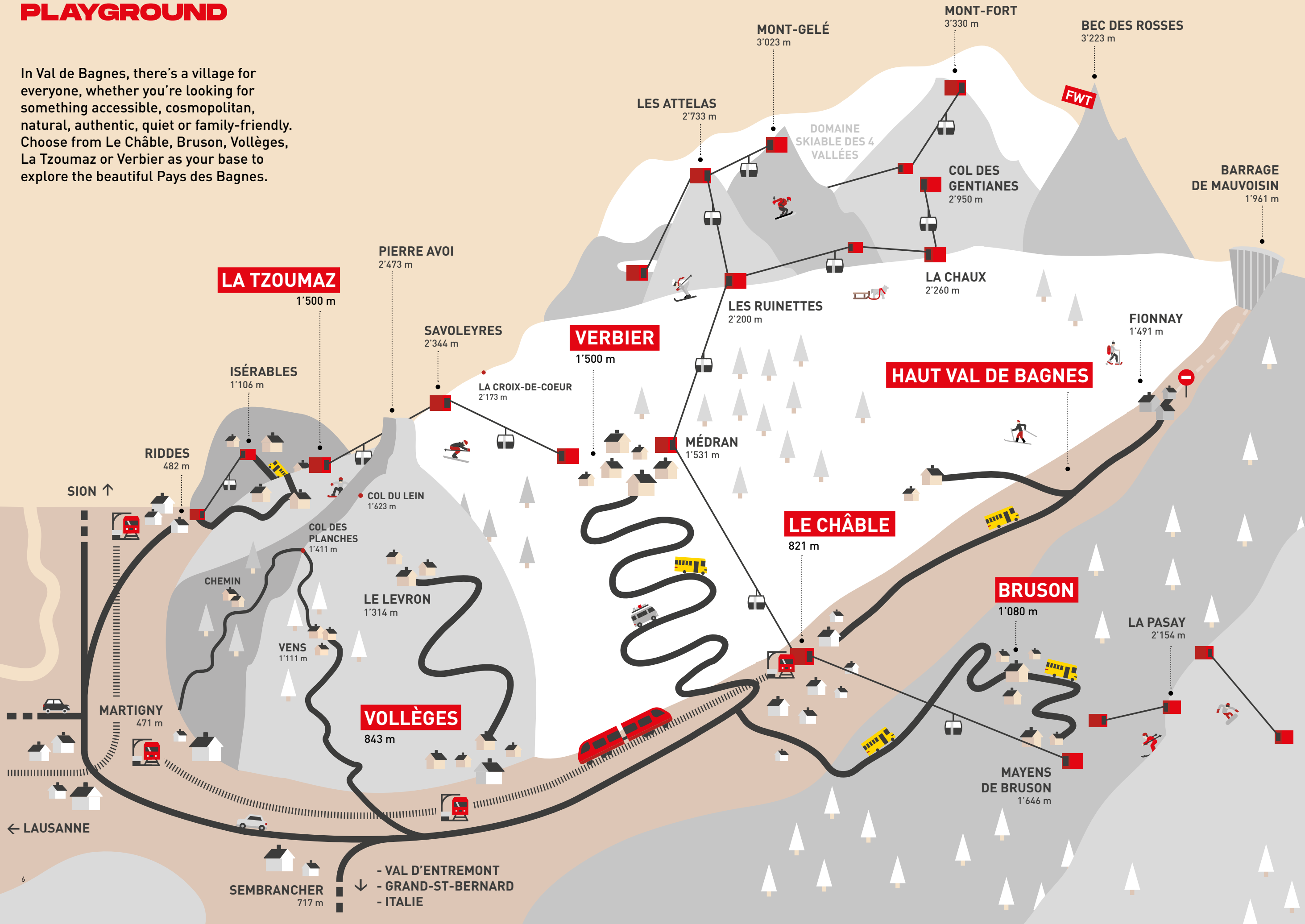


1,400 m of zipline (130km/hr)

* 4Vallées ski area

AN INFINITE PLAYGROUND

In Val de Bagnes, there's a village for everyone, whether you're looking for something accessible, cosmopolitan, natural, authentic, quiet or family-friendly. Choose from Le Châble, Bruson, Vollèges, La Tzoumaz or Verbier as your base to explore the beautiful Pays des Bagnes.



RIDE, BUT MAKE IT VERBIER



PORTRAIT: JUSTIN MURISIER – THE QUEST FOR THE PERFECT TURN

Born and raised in Val de Bagnes, Justin Murisier has been a prominent figure on the World Cup ski circuit for more than a decade. From his early days navigating the Pasay run in Bruson to mastering the legendary Streif in Kitzbühel, this skier from Prarreyer has conquered the most challenging routes in the skiing world. Despite his global fan base celebrating his triumphs, Justin holds a deep connection to his home valley, saying: "Verbier offers a unique blend of vibrant resort life and the valley's traditional charm." While Justin appreciates the tranquillity of the Upper Val de Bagnes and its nature reserve, it's the slopes of Verbier that truly excite him. He highlights that apart from its freeride reputation, the meticulously maintained slopes in the resort are among the world's most breathtaking. Of particular significance is the Attelas run, which played a pivotal role in his victory as the Swiss Downhill Champion in 2023.

www.verbier.ch/winter/inside-winter/inspiration/our-ambassadors/justin-murisier



VERBIER 4VALLÉES

The largest ski area in Switzerland - the 4Valleys - unites six resorts: Verbier, La Tzoumaz, Bruson, Nendaz, Veysonnaz and Thyon, creating a playground of 410 km of runs (24 blue, 39 red and 10 black) all connected by 80 ski lifts. From 1,250 m to 3,330 m (summit of Mont-Fort), with breathtaking views from the Matterhorn to Mont-Blanc, the area is a paradise for all skiers and snowboarders, for all skill levels from beginners to pro riders. From pristine slopes to thrilling off-piste itineraries, Verbier 4Vallées has built up an international reputation as a legendary destination for any skier.

www.verbier4vallees.ch



SKI LIFT OPENING DATES

The ski season in Verbier lasts an impressive six months. From November 2023 until April 2024, skiers can enjoy the slopes. At the start of the season, ski lifts operate on week-ends only (Saturdays and Sundays), then from the first week-end of December, they run non-stop (seven days a week) until the end of April 2024.

VERBIER RACE EXPERIENCE

This winter, skiers and competition fans can enjoy a dedicated race area at the top of the La Tzoumaz - Savoleyres sector. With a state-of-the-art timing system and an exhilarating giant slalom course featuring around 15 gates, it's open to everyone. Whether you're competing with friends or on your own quest for speed, it's the stopwatch that decides the final outcome.



FIRST TRACKS

The adventure starts as Verbier wakes up. While even hardcore skiers have yet to put on their boots, the lift staff are already hard at work preparing for another day on the slopes. That's where your assigned ski patroller comes in. With them, you'll have the privilege of making the first tracks on the freshly groomed Attelas piste before the first skiers reach the area. As the sun begins to rise, the piste will be completely yours for two runs. Afterwards, refuel with a mountaintop breakfast before exploring the rest of Verbier and the 4 Valleys.

www.verbier4vallees.ch/en/online-shop/activities/first-tracks_activity_421454



FREERIDE ITINERARIES: POWDER BLISS IN COMPLETE SAFETY

A true freeride paradise and a pioneer in the field, Verbier 4Vallées was one of the first resorts to make large areas of virgin powder snow safe. As a result, there are now 11 freeride itineraries throughout the resort marked out by the ski patrol and safeguarded from the hazards of the mountains. Freedom, sweeping turns and movie-perfect snow are all within easy reach on routes shown with a yellow line on the piste map and by yellow and orange poles on the ground. A mountain guide is still strongly recommended.



NEW L'INKONTRO

This winter, the legendary Chalet Carlsberg is being reinvented and transformed into L'Inkontro, a warm place rooted in the cultural identity of the Bagnard region and infused with the warmth and flavours of the Mediterranean, a place where old meets new. Inspired by recently renovated mountain huts like Chanrion, the architecture preserves the original structure by enveloping it with a modern layer, propelling it into the 21st century. On entering Inkontro, you're immediately drawn into its warm atmosphere. Every detail harmoniously blends both tradition and innovation. At the crossroads of Verbier's major slopes, L'Inkontro (which literally means "I'm going to meet you" in local Val de Bagnes dialect) isn't just a bar or restaurant, it's a place where skiers of all generations can mix, connect and share their experiences.



PLAY, BUT MAKE IT VERBIER



THE LEGENDARY MONT-FORT PUB

Visitors party here with pints in hand and ski boots on, but they often miss the historic charm of this Verbier setting. While the Mont-Fort Pub is recognised as a local treasure, its rich history remains less well known. The tale begins in 1927 when the Mont-Fort guesthouse opened its doors on the path to Cabane Mont-Fort (2,457 m), which was built two years earlier when ski lifts were non-existent in Verbier.

In 1977, fifty years after the guesthouse's establishment, the Mont-Fort Pub made its home within the same walls, seamlessly blending with Verbier's changing landscape. However, its core essence hasn't faded; instead, it has flourished. Known affectionately as «The Pub,» it has gained a reputation, both regionally and globally, for its renowned après-ski. On its resort-centred terrace, skiers and freeriders from varying eras converge during lively après-ski hours, creating a vibrant ambiance that makes the Mont-Fort Pub legendary.

www.pubmontfort.com



THE TEMPLE OF APRÈS-SKI

Renowned globally for its vibrant and cosmopolitan nightlife, during winter, Verbier's iconic après-ski bars and dynamic nightclubs come to life. And the best part is, you can party hard without changing out of your ski boots. Swap the slopes for the dance floor in just one move, and soak up the atmosphere at these go-to venues. Start your adventure at classic Verbier hotspots like the Mont Fort Pub, Le Rouge, Le Fer à Cheval and don't miss out on the live bands at Farinet. The festivities carry on at the legendary Farm Club, a 40-year-old institution, and extend into the early hours at South nightclub.

www.verbier.ch/winter/inside-winter/useful-info/food-and-drink-winter/bars-terrasses



PARC DE LOISIRS ICE RINK

The original Parc de Loisirs ice rink has been transformed into an amazing sliding wonderland. This season introduces an exciting new attraction: a thrilling ice slide with large inflatable rings for sliding. Next to the slide is a vast 450m² free-skating area, with an enchanting ice path perfect for a leisurely skating stroll. Complementing the experience is a refreshment bar offering a variety of drinks and a small menu of hot food options.

www.verbier.ch/summer/offers/ice-rink-of-the-leisure-park-verbier-en-summer-2983999



FEEL LIKE A KID AGAIN

Get ready for an exhilarating adventure on the La Tzoumaz toboggan run, an electrifying experience suitable for everyone, whether professional or not. Start your journey from the summit of the Savoleyres cable car (2,354 m), where jaw-dropping vistas of the Grand Combin and the Rhône Valley await. Feel the rush as you speed down the 7 km track, descending a staggering 711 m in altitude, a sure way to get your heart racing. Wearing a helmet is advised. Hire toboggans in resort or at the top of the run in Savoleyres.

Price: 1-day toboggan hire from 12 SFr; 1/2 day from 10 SFr.

www.verbier4vallees.ch/en/experiences-in-verbier/more-winter-activities/toboggan-run



VERBIER SPORTS CENTRE

Get active at Verbier sports centre, open from 10 am to 9 pm every day. Discover a 600 m² climbing wall, 2 squash courts, a covered tennis court, and a multi-sports ground all under one roof, offering an ultimate endorphin boost. And that's not all. Just a stone's throw away, the Mondzeu swimming pool beckons with a 19-m indoor pool, sauna and a state-of-the-art gym.

www.verbier.ch/winter/inside-winter/to-do/sports-centre



POLARIS FESTIVAL

Winter in Verbier kicks off with electro beats at the Polaris Festival, blending cutting-edge music and top electronic artists. Over six days, the stage comes alive on the lower slopes, followed by after-parties in local clubs. Transport from Verbier's centre to the main stage is all included in the ticket.

Dates: Weekends of 17-19 and 24-26 November 2023

www.polarisfestival.ch

ENJOY, BUT MAKE IT VERBIER



NEW KAIROS HOSPITALITY

Perched high above the picturesque village of Bruson, at the base of the ski area bearing the same name and across from the renowned resort of Verbier, the proprietors of Chalet Sélène invite guests to stay in this delightful 2.5-room apartment, blending luxury and comfort with an authentic, peaceful vibe.

Guests will also appreciate the spacious living room offering panoramic views of the Val de Bagnes, as well as a private terrace where they can bask in the sun after a full day's skiing or hiking. For aficionados of fine wine, the hosts can even arrange a wine tasting featuring select bottles from their personal cellar. This apartment is available throughout the year for a minimum of five nights, catering to two guests.

Rates for stays of five nights or more are as follows:

Mid-season: 195 SFr per night
High season: 265 SFr per night

For more information and bookings
www.kairos-hospitality.ch

NEW LE KOTI: BISTRO - PUB & COFFEE SHOP

Much like a Swiss Army knife, this innovative establishment combines a coffee shop, a bistro, and a pub, offering a complete range of food and drink seven days a week, from 8 am to 11 pm. Several areas are also available for private events. Situated just a brief five-minute stroll from the Le Châble ski lifts and featuring an impressive 120m² terrace, Le Koti strives to unite outdoor sports enthusiasts, locals and tourists within its welcoming, laid-back ambience. Throughout the season, visitors can enjoy live music and a variety of entertainment.

www.instagram.com/lekoti_bagnes

NEW PAPILL'ON - BOUTIQUE-HÔTEL IN LA TZOUMAZ

Papill'on, the restaurant that burst onto the scene 18 months ago, has made a big impact. Ideally positioned on La Tzoumaz's Rue Centrale, the place is surprisingly creative with its imaginative cuisine and a hint of edginess, all in a welcoming and laid-back atmosphere. This year, Papill'on introduces a new venture: a family-oriented boutique hotel with nine snug alpine-style double rooms. The venue also hosts a variety of events and musical entertainment throughout the year, including wine tastings, featuring local wineries and concerts, creating a fresh and inviting cultural experience.

Price: 210 SFr / night + breakfast and parking included

www.papillon-latzoumaz.ch



EXPERIMENTAL CHALET

A stylish and sophisticated place to stay, the Experimental Chalet is in the heart of Verbier's lively resort. This alpine haven is an extension of the Experimental Group, a collection of hotels and restaurants with locations in London, Paris and Ibiza. The Experimental Chalet offers a distinctive experience, with 39 comfortable, minimalist rooms and suites designed by Milanese architect Fabrizio Casiraghi. The hotel also features a Michelin-starred restaurant, "Le Frenchie", a spa by Biologique Recherche, and the Experimental Group's renowned cocktail bar. And an added bonus is that the resort's legendary Farm Club is right beneath the hotel.

www.experimentalchalet.com



NEW "À TABLE!" THE NEW MUST-SEE ADDRESS

David Adam chose to set up his bistronomic table d'hôte in the unique setting of a former sheepfold in the heart of the hamlet of Etiez, at the entrance to the Val de Bagnes. Modern meets traditional, both on and off the plate, creating a unique and exclusive experience. Seated at the dining table, the six guests have a direct view of the kitchen, where the young local chef Jérémie Voutaz concocts a unique, tailor-made menu for a culinary experience of infinite flavours. These gastronomic surprises are guaranteed to win over even the most discerning diners.

Prices: 4-course menu 129 SFr / person / 5-course menu 149 SFr / person / 6-course menu 199 SFr / person.

Book online at www.davidadam.ch

LOCAL DISHES

Raclette, potence, croûte: these intriguing names come to life in ways that only tasting them can reveal. In the heart of Val de Bagnes, known as the Raclette Capital, these culinary delights are not only traditions – they are an art, a lifestyle, a skill passed down through generations. For an authentic taste of raclette, crafted with the finest Bagnes PDO cheese, head to Eddy's Raclette House in Bruson or Le Caveau in Verbier. Another local treasure is potence – succulent meat flambéed while hanging on a skewer. Experience this spectacle at Hôtel La Vallée in Lourtier or Vieux Verbier restaurant. And for croûte, a local version of grilled cheese served either plain or topped with mushrooms, head to the Marmotte restaurant for an authentic taste of this Bagnes speciality. In Val de Bagnes, every bite is an immersion into the region's culinary heritage and savoir-faire.

www.racletthouse.ch / www.caveauverbier.ch
www.vallee.ch / www.instagram.com/vieuxverbier_1936
www.lamarmotte-verbier.com



EMMANUELLE RODUIT AND MICHAËL EGLOFF

At the helm of La Pasay restaurant since the 2022/23 winter season, Michaël Egloff and Emmanuelle Roduit share an undying love of local, carefully prepared cuisine. As life partners and both passionate about cooking, Emmanuelle and Michaël dreamed of running their own establishment. Emmanuelle, after studying history and economics at the University of Fribourg and graduating from the Geneva Hotel School, gained experience in the hospitality industry in Switzerland and China. Michaël, on the other hand, dedicated himself to cooking from an early age. At just 24, he established his renowned restaurant, Le Saint-André in Chamoson, celebrated for its exceptional cuisine and warm hospitality.

Their first encounter with the Pasay restaurant was love at first sight: "The restaurant was still under construction, but we immediately fell in love with the place. We were finally able to combine our passion for the mountains with our job as restaurateurs. For Emmanuelle and Michaël, Pasay holds a special place: "The Pasay restaurant is an architectural jewel with a breathtaking view of the Mont Blanc massif."

In its brief existence, the new Pasay restaurant has already hosted an array of skiing champions, including Justin Murisier and the ever-popular Marco Odermatt, at the 2023 Swiss Championships. "But the most steadfast champion among them is Roland Collombin, who frequently visits Pasay for his signature half-water, half-milk hot chocolate. Despite his career dating back to the 70s, he's affectionately known as the white wolf among our patrons. Welcoming him here is both a pleasure and an honour for us!"

www.lapasay.ch



WORK, BUT MAKE IT VERBIER



COWORKING SPACES: WORKING AT THE SUMMIT

Who hasn't dreamt of working with the snow-capped peaks of the Valais Alps as a real-life background? In the very heart of Verbier, the Mountain Hub and Gotham coworking spaces offer an excellent working environment, encouraging creativity and innovation. Whether you're a resident or just passing through, there's a space for everyone, from private offices to open-plan workstations, all in a professional, yet relaxed atmosphere.

www.gothamco.com
www.mountain-hub.com



INTERNATIONAL SCHOOLS

If parents can comfortably telecommute from Verbier, children and teenagers could easily do the same! Thanks to the resort's two international schools, Copperfield International School and Verbier International School, they can continue their education in a dream setting, combining study with the joys of skiing. It's a way of combining work and leisure, and studying in renowned schools that put students' needs and well-being first. Various subjects are taught at different levels, with the aim of providing each student with the skills and knowledge that will guide them throughout their lives.

www.verbierinternationalschool.ch
www.copperfield.education



MAARTEN VAN GEEST: A NEW VISION FOR MOUNTAIN REGIONS

A regular visitor to Val de Bagnes since he was a child, Maarten Van Geest, a Dutchman with a passion for the region, which he describes as "the most beautiful in the world", moved here in 2011 and has since started a family. A man of many contacts, he enjoys forging new links with people: "Being a foreign resident has enabled me to rub shoulders with both local entrepreneurs and new start-ups via the coworking space I founded." Well aware of and persuaded by (having succumbed to the temptation himself) the quality of life and infrastructure that the region has to offer, Maarten van Geest became the first business development officer for the Val de Bagnes municipality. "I liked the challenge offered by the council, because the job is part of a drive to boost the economy. Today, I want to help all the entrepreneurs who would like to develop their operations in the commune. My door is always open to them."

According to Maarten, the region is particularly well-suited to remote working and telecommuting, with good connections to the Lake Geneva region "in less than two hours by public transport, with a high-performance internet network that offers connection conditions similar to those in urban centres." And of course there's the quality of life: "Our region, or rather our paradise, is the ideal place to combine work and pleasure thanks to our natural environment and infrastructure," says Maarten. "It's definitely enough to motivate entrepreneurs to develop their businesses here," he hopes.

Convinced that "economic development goes hand in hand with sustainable development", he intends to incorporate both into his new role. "This is especially true for a mountain region that depends on tourism for its livelihood. But we can't rely solely on winter sports to ensure the valley's prosperity over the next ten, fifteen or twenty years. Val de Bagnes needs to diversify. One of the challenges will be to move towards a more circular, sustainable economy, one that is better distributed throughout the year, and that promotes local supply chains. A fine challenge for this accomplished sportsman!"



LES ELFES INTERNATIONAL - RESIDENTIAL CAMPS

What young person hasn't dreamed of spending time in the Swiss Alps, enjoying forty or more outdoor activities while also learning a new language? Les Elfes International makes that dream a reality for students aged 6 to 17. With classmates from over 70 countries, 5,000 young people each year get to spend one, two or three weeks in two private chalets, enjoying all the comforts of home in a stimulating yet relaxed atmosphere. It's an experience that will change their lives forever.

www.leselfes.com



LONDON'S CALLING

An office just minutes from the piste with a majestic view of the Combins massif, one foot in work, the other in the snow? So many people are embracing the lifestyle of remote working.

So we asked ourselves how we could convince more people that Verbier is the ideal place to work from remotely. We couldn't just list its strong points, such as its accessibility, natural setting, infrastructure and the wide range of sporting and cultural activities on offer throughout the year. No. The answer was obvious: we had to take the first step and bring Verbier to London.

Join us for an invigorating week of inspiration, aimed at travel professionals, journalists, winter enthusiasts, and the curious. Throughout the week, our temporary offices will welcome professionals by day, transforming into a lively bar by nightfall. Delight in music, indulge in raclette and soak up the dynamic atmosphere that makes Verbier unique.

Dates: from Monday 25 to Saturday 30 September 2023

www.verbier.ch/london

VERBIER: BEYOND CLICHÉS



ONE SKI AREA, ENDLESS POSSIBILITIES

While Verbier remains the destination's main attraction, with its extensive range of activities and central location on the 4Vallées ski area, other towns in the region offer different ways to experience the region, with or without skis. What do La Tzoumaz, Le Châble and Bruson have in common? These villages all have the added advantage of being connected to the ski area, while offering more affordable accommodation than Verbier. So you can explore Switzerland's largest ski area and still enjoy the experience of staying in a small resort. For those looking for easy access and a more authentic feel, Le Châble or Bruson are the best choice. Families will be delighted by the warm welcome at La Tzoumaz.

www.verbier4valles.ch

MONT-FORT SWISS LODGE

Experience budget-friendly skiing in Verbier at the Mont-Fort Swiss Lodge. Situated in the gondola building to Verbier or Bruson and near the SBB train station linking Geneva airport and the 4Vallées ski area, it offers an affordable solution. The lodge features 15 rooms (singles, twins, or quadruples), each with a private bathroom (shower, toilet, washbasin). Whether you're solo, a couple or a group, this is your opportunity to pursue your ski passion without worrying about the costs.

Price: 70 SFr /person per night, including breakfast

www.montfortswisslodge.ch

RENTING AN APARTMENT OR CHALET

Renting an apartment or chalet is ideal for anyone looking for an independent holiday with the freedom to come and go as they please. More than 600 self-catering apartments and chalets are available for rent in Verbier, some in the heart of the bustling village and others in quiet locations surrounded by nature. As well as the independence and freedom that this type of accommodation offers, renting an apartment or chalet is also a more affordable option than a hotel, especially when sharing the costs between a group of people.

www.verbier.ch/winter/inside-winter/useful-info/accommodation/rental-estate-agencies



THE T-RESORT RESIDENCE

Conveniently opposite the La Tzoumaz-Savoleyres cable car base station, the T-resort Residence has an all-wood exterior and provides three-star standard and three-star superior apartments across four floors. Offering ample space, these 85 furnished, fully equipped apartments can accommodate four to 10 people. Families will love its location with amenities like a bar, ski and snowboard school, sports shop and grocery at the residence's base, making it an ideal spot for a perfect self-catering holiday.

Approximate price: Apartment for 4 people: from 690 SFr / week (excluding tourist tax)

www.t-resort.ch



VERBIER EXPRESS & VOSALPES EXPRESS

The Verbier Express train offers direct routes from Geneva to Le Châble, avoiding the need to switch trains in Martigny, and runs from mid-December to mid-April on weekends and select public holidays. Similarly, the VosAlpes Express line connects Fribourg to Le Châble. By choosing this type of eco-conscious travel, skiers and mountain enthusiasts can also take advantage of various exclusive bundled offers.

www.verbier4valles.ch



GOOD DEALS: OUR TIPS FOR AN AFFORDABLE STAY

If you follow a few simple guidelines, you can enjoy all the atmosphere and services Verbier has to offer, but at much more affordable prices:

- Look at more than one area of the destination for somewhere to stay: you're never very far from the slopes or from public transport wherever you choose.
- Book directly with the hotel: you'll often find better deals and prices than through booking sites.
- Buy ski passes at least 10 days in advance and online, and a 10% discount is automatically applied. What's more, additional discounts apply during less busy periods.

Add to that, attractive accommodation deals outside the high season (Christmas, New Years Eve and February) in a chalet or an apartment, and you've got a winter holiday in Verbier that's far more affordable than you might have expected.



B&B - RIDE INN IN VERBIER

Less than a five-minute stroll from the ski lifts, the Ride Inn B&B holds a prime position in the heart of Verbier, with restaurants, bars and shops all within easy reach. The chalet offers seven bedrooms, accommodating up to 13 guests. Inside, an expansive open-plan living area, a fully-equipped kitchen, and a welcoming dining space create a shared dining experience. And for those who prefer to have the space to themselves, the property is available to rent for private use only.

Price: 127 SFr / night + breakfast included

www.therideinn.com

SUSTAINABLE VERBIER



QUESTIONS TO LAURENT VAUCHER, DIRECTOR OF TÉLÉVERBIER



What is the environmental impact of skiing and what are you doing about it?

The operation of our ski lifts generates very little CO₂. This is because we use electricity from low-carbon sources, such as hydroelectric power. The biggest carbon footprint comes from the movement of customers from their place of residence to the ski resort. To reduce the carbon footprint of skiers, we have increased alternative ways of getting around by promoting rail transport (for example, the Verbier Express) and by

extending the operating hours of the Le Châble-Verbier cable car. This means that anyone who wants to get to Verbier early in the morning and leave again late in the evening can do so by using public transport.

During each construction phase, we carry out a series of offsetting measures that are agreed with the canton of Valais and the Confederation to minimise the impact on flora and fauna.

What are Téléverbier's future plans in terms of sustainability? How far do you want to go?

We aim to achieve net-zero carbon emissions and generate our own electricity. While we still produce carbon emissions from our snow-grooming vehicles, the technology for replacing internal combustion engines is not yet perfected. However, projects based on electric batteries or hydrogen fuel cells are well advanced and we expect to see a solution on the market in the mid-term. By then, we will have reached zero emissions.

In terms of electrical energy production, we have launched a study to identify all the ideal spots for installing solar panels or other clean technologies on our land. This will help us to safeguard ourselves against the impact of possible energy shortages and increase the production of green energy.

THE COMMUNE OF VAL DE BAGNES OUTLINES ITS ENVIRONMENT PLAN

Marie-Luce Duroux-Barman, Quality Manager, and Corinne Dettwiller, the Sustainability Officer of the commune of Val de Bagnes, tell us about the environmental challenges the municipality is facing and the action it is taking to address these issues.

How is the Commune of Val de Bagnes tackling environmental issues?

Two years ago, we put together a sustainability team consisting of leaders and managers from the administration. Starting in July 2023, we welcomed a sustainability delegate to lead this group, fostering collaboration across all departments.

From a political standpoint, the local council is deeply committed to putting sustainability at the top of our agenda. Our legislative program outlines actions taken and planned in six key sectors, like tourism and the environment.

Internally, we've taken action too. We introduced guidelines for eco-friendly purchasing and earned ongoing certifications, like the esteemed «Cité de l'énergie» label.

What are the key initiatives you have already undertaken?

We've already rolled out a number of significant initiatives. One major focus is providing grants to residents and businesses, encouraging the adoption of sustainable energy practices such as electric transportation, improved insulation, and environmentally friendly heating. But we haven't stopped there. We're also supporting mountain farming by distributing vouchers to our residents to buy local food.

When it comes to energy, we've taken an innovative approach by establishing Energithèque, in collaboration with our partner ALTIS. This is a one-stop shop for residents seeking to reduce their environmental impact. Within this platform, experts offer customised guidance and assistance. One of our programs is «My Community and Me». Spanning seven months, a dedicated specialist assists local households in evaluating their carbon footprint and pinpointing methods to decrease it through adjustments in housing, transportation, and dietary decisions.

How important is tourism to the local authority's sustainability strategy?

Tourism is the main issue for Val de Bagnes with one of our main priorities being transportation. We're collaborating with partners like TMR and TéléVerbier on a strategy that covers both travelling to and within the resort. To connect to Verbier, the «Verbier Express» links Geneva to Le Châble directly during the winter. The Le Châble-Verbier cable car is now integrated into the public transport system with varied schedules. Locally, we introduced a complimentary shuttle service and a ski school meeting point accessible only by shuttle. This has helped alleviate congestion in the mornings.

One area that's less publicised, we've developed a program for local hotels, focusing on cutting down food waste and offering complimentary bio-waste collection from the catering sector. We're also partnering with real estate agents and

property managers to promote building renovations, focusing on Verbier due to its significant energy-saving potential, where local authority grants are readily available.

What is the region's situation in terms of electricity production and consumption? What about the water supply? Is there anything you can do?

Altis holds the responsibility in this domain, a company jointly owned by municipalities in the region, including Val de Bagnes. They provide the area with water, electricity and heat. Electricity consumed within the municipality, including Verbier, is fully sourced from renewable energy, primarily through hydroelectric production. When it comes to heating, Verbier has a smart setup with a carbon-neutral district heating system powered by wood pellets. It currently serves about 700 buildings, and has resulted in significant savings on heating oil.

Water conservation is always on the agenda too. Thanks to Altis' innovation hub, Blueark Entremont, we're always brainstorming clever ways to make the best use of our water. One standout project is Odile, which is giving local farmers a hand in using less water while boosting their crop yields.



MEASURES TAKEN BY THE SKI AREA

With the environment very much top of everyone's agenda, the Téléverbier ski lift company has introduced a number of measures to minimise the impact of winter sports and tourism on the natural surroundings.

Leaving no aspect unaddressed, Téléverbier is actively working on various fronts. This includes ski lifts, snow grooming, snowmaking, transportation, building management and energy usage. The company is dedicated to improving energy efficiency and minimising its carbon footprint. For instance, the majority of the electrical energy used by Téléverbier is sourced from hydroelectric production in Valais. They have reduced the operating speed of ski lifts to conserve over 10% of energy and extend the lifespan of machinery. Additionally, they employ state-of-the-art snow cannons for mechanical snowmaking, producing high-quality snow with less water and energy compared to older models. These are just a few examples from a long list of measures, all contributing towards a more environmentally conscious mountain environment.

www.verbier4vallees.ch/en/about-us/environmental-impact

WINTER EXPEDITIONS



A NIGHT AT ALTITUDE

Set against the backdrop of snow-covered peaks, the mountain huts of Val de Bagnes offer true havens, inviting winter visitors for meals or even overnight stays at high altitudes. Embrace this exceptional opportunity to relish camaraderie in a warm, inviting mountain ambiance.

• Cabane Mont-Fort

Sitting on the edge of the pistes at 2,457 m, the Mont-Fort mountain hut is easily accessible by skiers and hikers who come here to enjoy the beauty of the Swiss Alps. The new caretakers, Audrey and Fabien, took over from Daniel Bruchez and are excited to welcome visitors to this idyllic setting. The traditional, warm Alpine ambiance and tasty local dishes have made the hut a must-visit address.

Open from early December to mid-May and from late June to mid-September

Capacity: 58 people. Price: 92 SFr / per adult per night

www.cabanemontfort.com



• Cabane Brunet

The Cabane Brunet mountain hut is a cosy refuge at an altitude of 2,100 m. It was built in 1930, but was swept away by an avalanche in 1937, then rebuilt in 1942. The hut is now run by Jean-Marc Corthay. Jean-Marc is known for his sunny disposition and love of his work, and he spoils his visitors with delicious local specialities. The refuge is accessible on foot, by snowshoe or by ski touring, and is a great place to rest and refuel before scaling the legendary Mont Rogneux, which climbs to 3,084 m.

Capacity: 42 people. Price: 80 SFr /per adult per night

www.cabanebrunet.ch

ICEFALLS

Grab your crampons. Ice axes at the ready? Then let's go! In winter, waterfalls freeze solid becoming icy playgrounds for climbers of all levels. Val de Bagnes has numerous icefalls, from Ruinettes for intermediates to the challenging Fionnay, perfect for thrilling ice climbs. Safety first: always climb with a mountain guide. Exhilarating for any daring adventurer.

www.verbier.ch/winter/offers/ice-waterfalls-fionnay-en-winter-2921665

SKI TOURING THE ROGNEUX

Here's a suggestion for a ski touring weekend combining both sport and relaxation: start your workout from the car park at La Barmasse and follow the trail that climbs through the forest. Halfway up, you reach a small clearing where you can stop to take in the views of the surrounding mountains, such as the imposing Mont-Pleureur, sitting at the bottom of the Bagnes valley. Once you've soaked up the scenery and caught your breath, continue through the forest to reach a snow-covered road with a gentler slope leading to the mountain hut at an altitude of 2,100 m. After all that hard work, comes your reward - a delicious meal at the Cabane Brunet hut, prepared by the Corthay family, with one of their traditional dishes, including Grandma's famous apple pie. Get some sleep in one of the six rooms of this newly refurbished refuge. The next morning, have a hearty breakfast and then climb even higher to reach the Col du Rogneux. From here, more experienced skiers can continue to the summit of the Rogneux via the ridge.

For those who prefer something a little less challenging, enjoy a picnic lunch at the foot of the Combins massif - a welcome treat before making your way back down to the Barmasse car park via the off-piste itinerary.

Day 1: Barmasse - Cabane Brunet:

2-hr climb 7 km - 750 m D+.

Day 2: Cabane Brunet - Col du Rogneux:

2-hr climb 5 km - 750 m D+ (approx. 45 min. ascent / 600 m and 200 m D+ to reach the summit)

Price: 180 SFr /pers. (based on a group of 4 people) for the supervision of a mountain guide



MONT 4 ZIPLINE

From Mont-Fort (3,330 m), the highest zipline in the Alps hits speeds of 130 km/h over 1.4 km with a 383 m drop - these numbers alone are enough to make you dizzy. This massive winter challenge awaits the bravest, as they fly over the Tortin glacier on the zipline.

Price: with 1 day 4Vallées pedestrian pass: Adults 75 SFr / Youth and Seniors 64 SFr / Children 36 SFr or without lift pass: Adult 45 SFr

www.verbier4v.ch/mont4zipline

SPEND A NIGHT OUT

It takes either a very hectic day or a certain poetic flair to think about heading off into the mountains for some ski touring under the stars. On select evenings each week, those drawn to nocturnal ski touring can select from three attractive routes departing from either Verbier, La Tzoumaz or Bruson. Why only on particular nights? To allow the slopes to be groomed later than usual so that hikers can ascend and descend in complete safety, while avoiding meeting piste bashers. At both Savoleyres and La Pasay, mountain restaurants stay open until 9pm, catering to the evening visitors.

Wednesdays from January - To Savoleyres

- From Verbier
- From La Tzoumaz

Thursdays from January to March - To La Pasay

- From La Côt

www.verbier4vallees.ch/en/experiences-in-verbier/more-winter-activities/ski-touring

OBJECTIVE 4000: THE GRAND COMBIN

Standing tall at 4,314 m, the legendary Grand Combin is a must-do for any skier or mountaineer. This two-day tour begins with a ski tour from Fionnay to the Panossière hut (1,100 m of elevation gain, 3 hrs). After a restful night, the real challenge begins: scaling the Corbassière glacier and tackling the couloir du Gardien. As you near the summit, tension builds and crampons replace skins for the final ascent (1,700 m of elevation gain, 6 hrs). But once you reach the top, the views are simply breathtaking. Descending through pristine wilderness, you'll feel a sense of accomplishment and satisfaction that only comes from conquering a mountain. This is a challenging tour, but it's also an unforgettable one. Skill level: Good to excellent. Little mountaineering experience required.

Price: approx. 950 SFr / person (calculated for 2 people)

www.guideverbier.com

SET SAIL!

In Verbier, you can always go a little higher. Paragliding flights in winter take on a magical charm as you glide over snow-covered peaks. Amid calm skies, you'll have a bird's-eye view of the skiers hurtling down the pistes framed by the majestic Alps. The takeoff point is the summit of Ruinettes at 2,220 m.

www.verbier.ch/winter/inside-winter/to-do/sports-activities/winter-sports-and-adrenaline-in-the-great-outdoors/paragliding/

EVENTS

Our destination is filled with exciting events. From sports events to music festivals and gastronomic delights, we have something for everyone. Here's a sample of what's on this winter in Verbier, Val de Bagnes and La Tzoumaz:

Find all the latest info at: www.verbier.ch/agenda

Polaris Festival 17 to 19 and 24 to 26 November 2023

Across six days, Verbier kicks off its winter season with an electrifying blend of new talent and renowned names from today's electronic music scene.

www.polarisfestival.ch

Tzoumaz Trail Blanc

Get ready for the third edition of this winter race above La Tzoumaz village. The 17 km trail running course includes an 880 m ascent, offering participants a thrilling challenge amid the hills.

www.latzoumaz.ch

Xtreme de Verbier 23 to 31 March 2024

The world's top freeriders meet in Verbier during the Freeride World Tour final to compete for the coveted title of World Champion on the legendary Bec des Rosses peak.

www.freerideworldtour.com

No Limits Freeride

Bruson's slopes will witness the rising stars of freeriding as they gather for the Freeride Junior Tour FJT 2*, followed by the intense action of two stages of the Freeride World Qualifier FWQ 2* & FWQ 3*.

www.nolimitsfreeride.ch

Haute Cuisine by W Verbier

Gourmet cuisine reaches new heights for four days thanks to a dozen Michelin-starred chefs from around the world.

www.wverbier.ch

Patrouille des Glaciers 15 to 21 April 2024

The legendary international ski-mountaineering competition organised by the Swiss Army takes place every two years. Patrols of three participants, comprising both military and civilians, leave Zermatt or Arolla on one continuous expedition to Verbier.

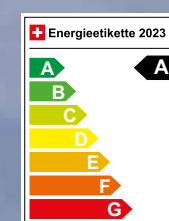
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