



Press release

A look back at a week in London for Verbier

After a fantastic week for Verbier and its partners in London, it's time to take stock of Verbier Tourisme's flagship event for 2023. And like our destination, it was a week of contrasts.

From 25 to 30 September, Verbier Tourisme and its partners were in London to talk about remote working and to launch the winter season. To do this, the tourist office team took up residence in an event space the heart of London, in the lively Shoreditch district. In the Iron Bloom event space, redecorated for the occasion in the style of Verbier, coworking spaces were made available for the destination's partners looking for a place to work or meet their customers.

Simon Wiget, Director of Verbier Tourisme, explains the reasons for this action: “For Verbier, it has never been so important to get out and meet its visitors, partners and secondary residents. And because of the historic links between Verbier and British visitors, London was an obvious place for us to go.



The other reason for this move to London is Verbier's interest in promoting remote working, a trend that is already well established in our region, which has a number of major advantages to offer: its connection to the rest of the world via transport and fibre, its proximity to nature and numerous activities in both summer and winter, and a stimulating and cosmopolitan working environment.”

Part of the Verbier Tourisme team welcomed and informed visitors who were curious to learn more about the destination, while another took over two city-centre locations using one of London's famous buses dressed up in the destination's colours.

A unique opportunity to meet the British media

The week was also an opportunity to promote the destination to the media, with a programme specially dedicated to them. In all, more than thirty meetings took place, ranging from the major British media to specialist magazines. An evening was also organised for them at the temporary offices of Verbier Tourisme, devoted to tourism and sustainability and moderated by Tom Avery, explorer and entrepreneur in Verbier.

Speakers included Vicky Smith, a sustainability specialist with a number of tourism companies and founder of Earth Changer, Richard Hammond, a videographer, photographer and journalist who has specialized in sustainability and sustainable travel since the 90s, and Warren Smith, one of the UK's best-known ski professionals and ambassador for Protect Our Winters UK, discussed this theme. A unique opportunity for Verbier to learn and showcase its sustainability measures.

Meeting between secondary residents and local authorities

The Wednesday evening brought together 50 of Verbier's secondary residents living in and around London. The Val de Bagnes Commune authorities were also on hand for the evening, a sign of the importance of secondary residents to the destination and the Commune. And to mark the historic link between Verbier, Switzerland and British visitors, Verbier was honoured to welcome Markus Leitner, Swiss Ambassador to the UK. The UNLTD powered by Verbier Festival also made its presence felt, with performances by Catherine d'Oex and Germain Umdenstock, as well as Sheku Kanneh-Mason and Harry Baker, all artists present at this year's Verbier Festival.

The Palp Festival and Eddy Baillifard to close the week

And to round off the week in style, two public evenings were organised with the help of the destination's best ambassadors. On Friday and Saturday evening, the destination exported the Palp Festival and its famous Electroclette for two evenings, with artists such as Claire McGregor and Garance. Of course, the week would not have been complete without raclette! Eddy Baillifard, the ambassador of Valais raclette, came to Shoreditch to "râcler" at the two evenings open to the public on Friday and Saturday.



58
journalists
welcomed

150
competition
participants



15
Verbier partners
involved

47
secondary
residents present



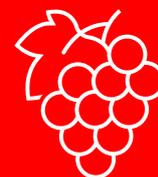
245
participants at
public events

490
raclettes eaten



804
beers from Verbier
and Vollèges tasted

192
bottles of Valais
wine tasted



Local products and destination partners in the spotlight

Products from Verbier, Val de Bagnes, Grand Entremont and the Valais were also given pride of place, including Vollèges and Verbier beers, Domaine Jean-René Germanier wines, products from Grand Entremont, and Verbier Spirit and Ibex gins. There was also the Carrefour restaurant, whose chefs were on hand to treat the guests. Not to mention the many partners who supported the event: the hoteliers' association, AGIV (property managers and agents), APCAV (chalet and flat owners), Mountain Hub, Gotham and Sungod.

Discover here our selection of photos of the event:

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