

## Press release

Verbier, 13th November 2023

### Verbier voted « Switzerland's Best Ski Resort 2023

After four awards in 2018, 2019, 2021 and 2022, Verbier has been voted [“Switzerland's Best Ski Resort 2023”](#) for the fifth time in six years during the World Ski Awards 2023. Following a campaign conducted among all its partners, residents, and fans of the destination, in Switzerland and around the world, Verbier managed to win the highest number of votes among the country's most prestigious ski destinations.

This year, despite remaining on the [world podium](#) (after two consecrations in 2021 and 2022), Verbier relinquish the title of "World Best Ski Resort 2023" to Val Thorens. Verbier Tourisme would like to congratulate them on their victory.



“This new award highlights the work done by all the destination's tourism partners, as well as the attachment of Verbier and Val de Bagnes' guests, residents and long-standing regulars. It is therefore a collective victory for the entire destination, for all those involved in tourism and the economy in Verbier and Val de Bagnes, as well as for its main and secondary residents. This award has had a very tangible impact on our destination, in terms of international reputation and awareness, media impact and, ultimately, an increase in visitor numbers to the destination.”

Simon Wiget, director of Verbier Tourisme

“Once again, it's a great honour to be awarded this national title. It rewards everyone involved in our destination, which is constantly striving to improve, with the customer experience as its main concern.”

Laurent Vaucher - Téléverbier General Manager

### **Partners in Verbier also awarded**

When Verbier won the prize for the Switzerland's best ski destination, its partners were not to be outdone. The World Ski Awards also honoured the W Hotel Verbier, which for the eighth consecutive year won the Best Ski Hotel in Switzerland and the Best Ski Hotel in the World.

While Le Chalet d'Adrien won the title of “Switzerland's Best Ski Boutique Hotel 2023”. The travel agent Leo Trippi has once again been voted “World's Best Ski Travel Agent 2023”. Verbier warmly congratulates them all.

### **Verbier**

The combined destination of Verbier - Val de Bagnes - La Tzoumaz offers visitors a total of 300 km<sup>2</sup> of fun and adventure. 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.

### **World Ski Awards: celebrating excellence in tourism**

The World Ski Awards™ organization describes itself as "the only global initiative to recognise, reward and celebrate excellence in ski tourism." The public and industry professionals are invited to vote, with the latter's votes carrying more weight (5 times more). The votes are submitted online on the World Ski Awards website. The voting works on a first-past-the-post system. 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".  
[www.worldskiawards.com](http://www.worldskiawards.com)

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