

VERBIER IS ICONIC

WHAT MAKES VERBIER ICONIC?

Verbier and Val de Bagnes, an **infinite playground**, is a destination of **contrasts** – a microcosm of Switzerland. More than that, this cosmopolitan resort nestled amongst Alpine pastures with a lively, genuine and welcoming vibe, is a place of inspiration. This destination motivates artists, athletes, craftspeople and many others who come here to innovate, create and excel. It's true, **Verbier has its own unique energy** which has led to the invention and immortalisation of a new activity (freeride photography, Team Clambin), the audacious creation of nothing less than a legend (the Xtreme on the Bec des Rosses) and even the transformation of the resort into a world capital of music for several weeks every year (the Verbier Festival). **This valley has spawned champions, exceptional craftspeople and avant-garde chefs.** Capital of Raclette, it is also the original 'cauldron' and birthplace of its most famous ambassador (Eddy Baillifard).

An icon inspires, an icon is unique, not only in its own right but also, and above all, for the way people appreciate it and how it makes them feel. And so, it's because of the people **who make (and who have made) it what it is** but, most of all, the people who come here and love it, that Verbier is iconic!

Looking for proof? Good! Because in the following pages we have carefully selected and compiled everything required to ensure that the combined destination of Verbier, Val de Bagnes and La Tzoumaz has 'almost' no secrets left.

HOW 'VERBIER' ARE YOU?

So, where to begin? How can Verbier 'regulars' determine whether or not they have truly sampled and experienced this iconic energy? How can they determine if they're the 'real deal'.

In order to work it out, we have put together a very easy test: the **10 Commandments of Verbier**. To be specific, we have selected, based on strict criteria, a 'not-to-be missed' list with one simple stipulation: each item must be quintessentially and uniquely Verbier?



THE 10 COMMANDMENTS OF VERBIER

☐ YOU SHALL SKI ALL 4 VALLÉES

yes, all, from Verbier to Thyon and all the way back again for it to count!

☐ YOU SHALL ATTEMPT TO DESCEND MONT FORT

down the black run or the zip line, what matters is getting down!

☐ YOU SHALL TRY OUT THE LA TZOUMAZ TOBOGGAN RUN

one fully completed run is required to meet the challenge

☐ YOU SHALL ATTEND THE XTREME VERBIER

binoculars in hand at the Col des Gentianes, followed by après-ski in the rue de Médran, the perfect combo

☐ YOU SHALL GO ICE-SKATING IN THE CENTRE OF VERBIER

solo, in twosomes or with the whole family, this is a must!

☐ YOU SHALL SPEND A NEW YEAR'S EVE IN VERBIER

if you know, you know...

☐ YOU SHALL GO TO (AND SURVIVE) APRÈS-SKI IN VERBIER

Pub Mont Fort, Farinet, Fer à Cheval, Le Rouge... it doesn't get more iconic or legendary than that...

☐ YOU SHALL LISTEN TO THE CARNIVAL BAND AT MARDI GRAS

who dares get a selfie with the Chenegouga?

☐ YOU SHALL DISCOVER TERRACE-SKIING IN APRIL

because a proper ski day ends in the midday sunshine, does it not?

☐ YOU SHALL EAT RACLETTE CHEZ EDDY

minimum 5 rounds, otherwise it doesn't count

BONUS POINTS:

- ☐ You shall go paragliding
- ☐ You shall ski Bruson
- ☐ You shall tame the sled dogs
- ☐ You shall get with the vibes at the Polaris Festival
- ☐ You shall survive Glacier Patrol



⚡ ENERGY SCALE ⚡

Between 0 and 3 points

TOURIST PROFILE

still more to explore, we envy you!

Between 4 and 6 points

SEASONNAIRE PROFILE

good regional knowledge, still some exploring to do

Between 7 and 10 points

EXPERT PROFILE

you are practically at home here! Or maybe it's already your second home?

Over 10 points

LEGEND PROFILE

you are a complete legend and the locals probably come to you with questions

**ADD
YOUR POINTS
TOGETHER
TO FIND OUT
YOUR VERBIER
ENERGY LEVEL**