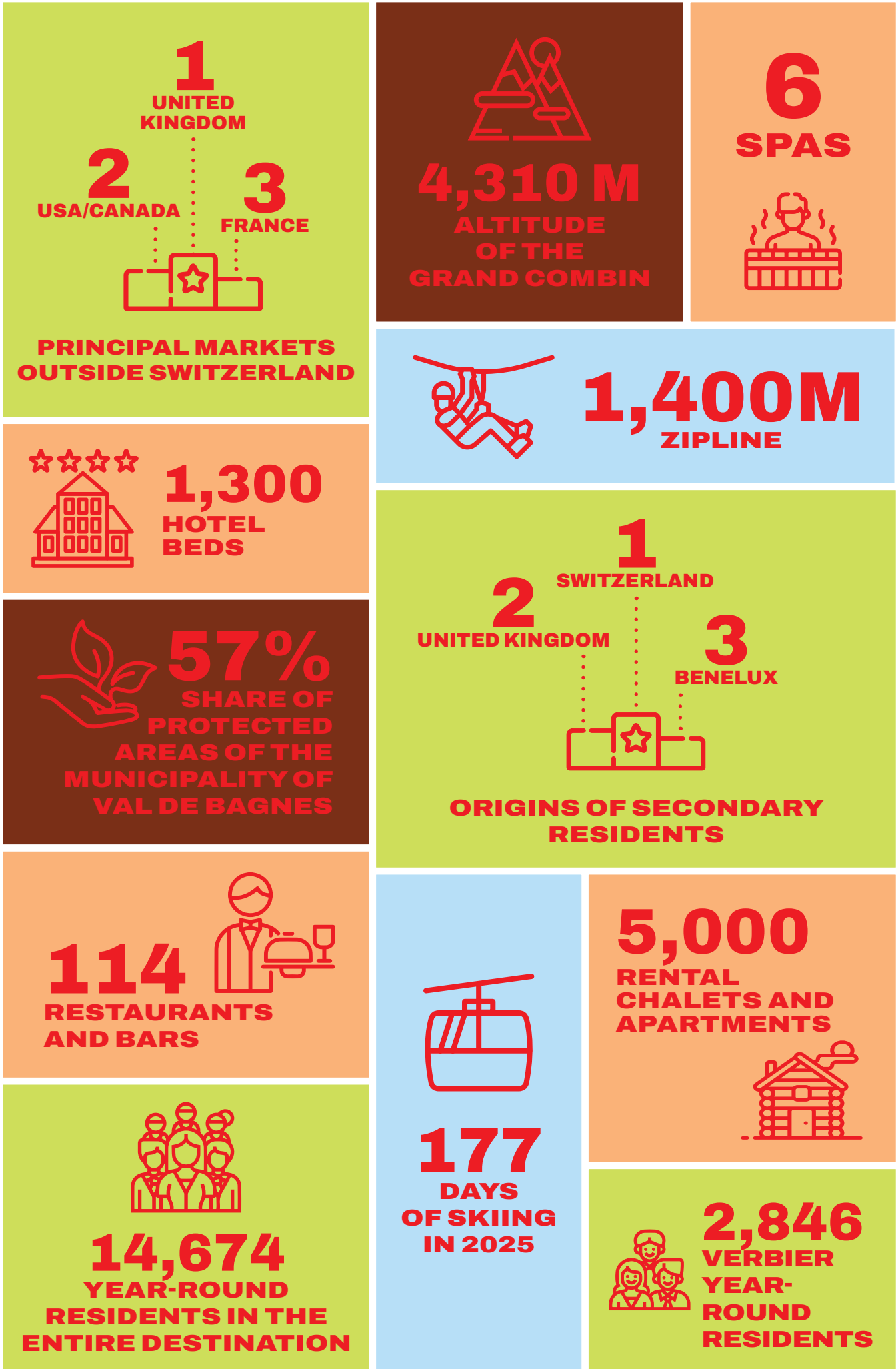




PRESS KIT

WINTER
2026 – 2027



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THE LARGEST SKI AREA IN SWITZERLAND



! NEW !

ESSERTS- SAVOLEYRES TÉLÉMIXTE : A NEW CONNECTION

This was a project that regulars of the ski area had been waiting years for, and this year it becomes a reality. From this winter onwards, you'll **no longer need to cross Verbier by bus** to get from the Verbier sector to the La Tzoumaz sector. Thanks to a **new run and combined setup** (chairs and cabins), skiers will be able to ride without having to take off their skis. This will also be a change for other users, who'll be able to take the new step-in cabins to stop at the Planards mid-way station or ride up to the Savoleyres summit. It's a way of **making the crossover from one sector to another easier**, spreading skiers across the whole ski area, and also an opportunity to (re)discover this area and make a quick stop in La Tzoumaz.

SKIING FOR THE LITTLE ONES. THAT'S AN ADVENTURE TOO!

Verbier isn't just for expert skiers. It also has everything youngsters (and the less young) could possibly need to discover the joys of winter sports and have fun at the same time. There is plenty of choice, from their very first time on snow to the moment they hit the black runs, with everything in between pure fun.

→ **BEGINNER SLOPES IN THE RESORT CENTRE:** Les Esserts*, Les Moulins*, Le Rouge

→ **BEGINNER SLOPES ON THE MOUNTAIN:** La Chaux and La Tzoumaz*

→ **PLAY ZONES:** Skicross and Mini KL at La Chaux, Funslope at La Tzoumaz, Meino's Playground at Bruson

→ **SNOWPARK FOR DAREDEVILS AND 'WANNABE' FREESTYLERS:** La Chaux

* With free conveyer belt (magic carpet) lift

verbier4vallees.ch/en/experiences-in-verbier/fun-zones

THE SKI AREA'S DIFFERENT SECTORS

Even from the 3,330-metre-high summit of Mont Fort, it's impossible to look over the whole ski area. And for a reason: the 4 Vallées is the largest ski area completely in Switzerland and connects the five resorts of Verbier, La Tzoumaz, Nendaz, Veysonnaz and Thyon.

VERBIER: THE PICTURE- PERFECT POSTCARD

The Verbier sector is the part of the ski area you can't miss. With most of its runs situated above 2,200 m, it's also the sector that built the ski area's reputation: slopes for all levels, wide, immaculately groomed pistes, **iconic spots** (Lac des Vaux, Les Attelas and La Chaux) and **modern lifts**. And above all, a breathtaking view of the Grand Combin!



MONT FORT: THE CHALLENGE

The highest point of the entire ski area at 3,330 m, Mont Fort is also its iconic summit. Its panoramic platform truly makes the little expedition from Verbier worthwhile, **even for non-skiers** and those who'd rather not tackle the Mont Fort black run. A **high-mountain zone with demanding freeride routes**, this sector rewards those who dare to venture into it.

BRUSON: THE SECRET SPOT

Facing Verbier, Bruson plays a different tune. **More intimate and less crowded**, the sector's runs unfold between clearings and forests, with that rare feeling of skiing far from the bustle. A must-do, the Pasay run offers a long descent with views over the surrounding peaks. And when the snow falls, the passages between the trees give the sector yet another flavour. All without going to the ends of the earth: Bruson is **directly accessible from Le Châble, which is itself connected to Verbier** by the ski lifts.

LA TZOUMAZ: THE FAMILY OUTING

This winter, La Tzoumaz is the place to ski. Not only because of the **new Télémixte ski lift**, which will make access from Verbier both quick and pleasant, but simply because it's the **ideal spot for a family outing**, with its accessible pistes and fun facilities for children. For a different kind of thrill, La Tzoumaz is also where one of the most popular freeride routes finishes, the Vallon d'Arbi, which brings you back down to the resort through a pristine valley.



NENDAZ - VEYSONNAZ - THYON: THE DAY OUT

One of the must-dos during a stay in Verbier is to take the true measure of the 4 Vallées and organise a **proper ski expedition**, from resort to resort and valley to valley. A detour via Nendaz to try out the Plan du Fou piste, then the crossing to Veysonnaz and Thyon to take on the Piste de l'Ours. And the day will already be over by the time you make it back to Verbier. Of course, all of this comes with a **variety of landscapes and slopes for every level**. A legendary rite in the life of any skier!

verbier4vallees.ch/en/ski-resort



IN NUMBERS 4 VALLÉES



410 km
of slopes



3,330 m
highest point
of the ski area



7
marked off-piste
itineraries



70
ski lifts



5
connected
ski resorts



33%
blue
slopes

53%
red
slopes

14%
black
slopes



ENJOY SKIING ANOTHER WAY



VERBIER4ALL: THE SAME SLOPES, THE SAME THRILLS

The cold on your face, the edges scraping over the snow, accelerating down the slope, then pausing on the chairlift. **A proper day of skiing** with family or friends. This is what Verbier4All makes possible. The charity lends **adapted equipment free of charge to people with reduced mobility** and puts them in touch with volunteer companions. Really ski together and share the same enjoyment. It's as simple as that.

www.verbier4all.ch

EVERYONE AT THEIR OWN PACE, THEN SHARING A MEAL TOGETHER

In Verbier, there's **no need to ski to gain some altitude**. While some make the most of the first trails, others reach the peaks on foot thanks to the ski lifts. **A walk** through the heights of Verbier up to the Marmotte restaurant, followed by a descent by cable car. A stroll along the **3D Sculpture Park** up to the Dahu or the Mouton Noir. A little expedition up to the Col des Gentianes and lunch at the Black Tap. Winter walks, mountain restaurants or panoramic views: **everyone spends their morning as they please**. At midday, the whole family meets up on the slopes around the same table, cheeks flushed from the cold with different stories to share.

www.verbier.ch/en/discover/explore-activities/sports-activities/walks-and-hikes/winter-walks-and-family-outings



DZORA SKI LIFT IN LOURTIER

A stress-free experience with no glitz and glamour, reconnecting with **the simple joys of skiing**. Fancy a taste of nostalgia? Head to the Dzora ski lift in Lourtier. No point looking for it on the piste map: this special facility, run by the Ski-Club Grand Combin, is **one of the few in Valais that's free for everyone**. Here, skiing is gentle, far from the hustle and bustle. And for a bit of variety, the slope also welcomes sledges and **lights up for night skiing sessions**.

OPEN: Wednesday, Saturday and Sunday afternoons, as well as public holidays and during school holidays

→ Subject to favourable snow conditions

combin.ch/teleski



SLEDGING AND NIGHT-TIME RUNS AT LA TZOUMAZ

No need to be a winter sports professional to zoom down the La Tzoumaz toboggan run, all you need are strong nerves. From either Verbier or La Tzoumaz, sledgers start from the summit of the Savoleyres cable car station (2,354 m), where **jaw-dropping vistas** of the Grand Combin and the Rhone Valley await. From there, it's a **7 km-long, 711 m-drop**, adrenaline rush, with laughter from start to finish. Open to all. Wearing a helmet is strongly advised. Hire toboggans in resort or at the top of the run in Savoleyres.

On 23 January, you'll get to experience the piste in a whole new light. Or rather, under the night sky, with an **evening descent down the toboggan run**. Temporary lighting will be installed to guide tobogganers along the way.

PRICE: One-day toboggan hire from CHF 12.-, half-day from CHF 10.-

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



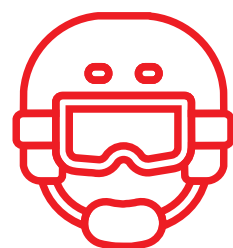
FIRST TRACKS

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 Vallées.

PRICE: CHF 40.-, every Friday

verbier4vallees.ch/en/experiences-in-verbier/more-winter-activities/first-tracks

FREERIDE & SAFETY: FREEDOM NEEDS TO BE LEARNT



GAIN CONFIDENCE SKI TOURING

There are a thousand and one reasons for not feeling at ease in the mountains and ski touring, even for people who have been doing it for several years. For example, **certain situations or certain passages can make you feel anxious or stuck**. This is why the Verbier Guides, in partnership with psychologist Aude Charles, are offering **a course to build confidence** and help you get more enjoyment out of the mountains. Over two outings, the aim is to (re) familiarise yourself with the mountains, snow and ski touring, while building your confidence in a completely safe and supportive atmosphere.

PRICE: from CHF 155.- / person for a group of 6

guideverbier.com/en/activite-hiver/boost-your-confidence-in-ski-touring

MUST-SKI FREERIDE ITINERARIES

A true freeride paradise and a pioneer in the field, Verbier was **one of the first resorts to make large areas of virgin powder snow safe**. As a result, there are now 7 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.

www.verbier.ch/en/discover/explore-activities/sports-activities/skiing-and-snowboarding/freeride-and-heliskiing-in-complete-safety



XTREME VERBIER : A GLOBAL EVENT → 27 MARCH 2027

The Xtreme Verbier is **THE iconic freeride competition** that, since 1996, takes place every year on the north face of the Bec des Rosses, in Verbier. This contest, which marks the final of the Freeride World Tour, sees the crowning of the world champions in the discipline. The Bec des Rosses, at **3,222 m high with an average gradient of 50 degrees**, is an extreme and technical face on which only a handful of the world's top riders get to compete. The Xtreme Verbier is not just a competition, it is also **a celebration of freeride culture**, showcasing the technical and mental demands of the discipline, the importance of safety and preparation in the mountains, the virtuosity of the athletes and the incredible excitement of this sport.

www.freerideworldtour.com

FACTION X VERBIER, BUILT ON THE MOUNTAIN

Verbier is **Faction's birthplace**. For more than ten years, the brand has equipped the ski patrollers who keep the slopes safe every day. This close bond has become **a tradition**: the limited-edition Dancer 99 TI. For this sixth collaboration, local artist Sam Bruchez has created a design inspired by the free-spirited, colourful Verbier of the 1970s, blending archival imagery, collage and bold colours.

factionskis.com

DVA PARK AND AVALANCHE SAFETY COURSES

If Verbier is one of the birthplaces of freeride skiing, it's largely because of its terrain, which is as impressive as it is accessible thanks to the ski lifts. This is why **the temptation to take up this discipline can be strong, but it must never be done without training!** Verbier and its region have **one of the largest numbers of mountain guides in Switzerland**. The guides' offices offer both freeride and ski touring outings, as well as days and stays more specifically focused on training and safety.

Rescue and safety equipment is obviously essential for freeride skiing, but you still need to know how to use it. The **DVA Park**, which stands for 'avalanche victim detector' in French, located at the entrance to the ski area at Les Ruinettes, is open all winter and free of charge, **enabling everyone to use their equipment in real conditions** and improve their reflexes.

www.verbier.ch/en/discover/explore-activities/sports-activities/enjoy-reste-safe

AN OLYMPIC DISCIPLINE EMERGING IN VERBIER

From the very first years of the ski area right up until the 1990s, **several generations of skiers and lovers of liberating winter sports gradually developed Verbier's freeride culture**. But it was in 1996 that freeride truly took off and became initially more widespread. It was on the slopes of the Bec des Rosses that the organisation of **the first major event dedicated to this discipline, the Xtreme Verbier**, gave Verbier its place in the world of freeride.

Through the Freeride World Tour, which always culminates in the Xtreme Verbier, the discipline has grown in terms of participants, visibility and legitimacy. As the latest milestone, **freeride has been selected as an Olympic discipline by the IOC**, and will feature for the first time at the 2030 Winter Olympic Games.

www.freerideworldtour.com/news-videos/its-official-freeride-joins-the-olympic-winter-games

PRODUCTS FROM VERBIER AND THE VAL DE BAGNES

THE BREAD OF GRAND ENTREMONT

In the Alps, growing cereals has become rare, whereas it used to be the norm. To restore this link with the local land, **bakers and producers from the region have joined together and now process local cereals** through short supply chains, to offer customers 100% local bread. Together, they created the original recipe for the Bread of Grand Entremont, **made from wheat and rye, which gives it its character and distinctive taste.** The bread is produced by hand by local bakeries.

WHERE TO BUY IT: Boulangerie de la Poste and Boulangerie Michellod (both in Le Châble and Verbier)

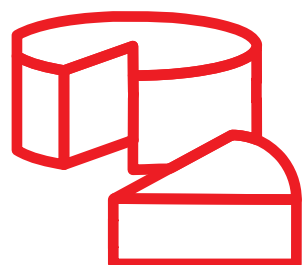
www.grand-entremont.ch/fr/les-produits/farines-et-pains



THE PRODUCE OF GRAND ENTREMONT

Representing the whole region and an **emblem of innovative and dynamic mountain agriculture**, the Grand Entremont brand unites producers, residents and those involved in the promotion of our local produce. This is an exceptional mountain terroir known for its **products with a flavour of the mountains** and this is what Grand Entremont agricultural products guarantee to consumers. Cheese and dairy produce, aromatic and medicinal plants, flours and bread, fruit and vegetables, honey, meats, drinks, eggs, jams, chocolates... all these quality products can be purchased in local groceries and dairies.

www.grand-entremont.ch



VALAIS RACLETTE PDO

Valais Raclette PDO, a semi-hard cheese made exclusively from raw milk from cows raised in the pastures of Valais, is a winter staple. The alpine meadows and high-altitude ground give the cheese its floral notes and creaminess. **Heated, melted and then scraped directly onto the plate, it becomes raclette** in its most authentic form. A simple and generous dish, inseparable from the Valais winter and evenings shared around the fire.

WHERE TO BUY IT: dairies in Verbier and Etiez

www.raclette-du-valais.ch

DISTILLERIE DE BAGNES

For ten years, Matthieu Frécon has practised the ancestral art of distillation in Sarreyer. His philosophy, in which **respect for the plants, craftsmanship and a quest for purity** come together, has led him to explore the richness of the Val de Bagnes treasures. **He draws from the nature surrounding him as an inexhaustible source of inspiration and raw materials**, for La Chandelle Verte, an absinthe, and other products, using more than 40 aromatic and medicinal plants from the region. In each bottle, he thus captures a part of the valley, its wild nature and its most subtle scents.

WHERE TO BUY IT: online or at the distillery

distillerie-de-bagnes.ch

SÉRAC

In the shadow of Raclette du Valais PDO, **another, lesser known cheese** is also part of the local culinary heritage: sérac. A by-product of Raclette-making, cheesemakers **process the whey to produce this fresh cheese**, which is high in protein and low in fat. Having once been the preserve of ordinary families, sérac has become a lesser-known product these days, but one that **deserves to be discovered for its lightness and subtlety**: plain, with a touch of salt and pepper, grilled, or as a replacement for mozzarella in a salad.

WHERE TO BUY IT: cheesemongers in Verbier and Etiez

www.laiterie-verbier.ch

www.fromagerie-etiez.ch



SAUCISSE D'ENTREMONT

In this region, cows are raised first and foremost for milk production and cow fighting, rather than for their meat. When a cow reaches the end of its working life, taking it to the abattoir remains a difficult step. **A short, traceable supply chain** means the meat is processed as close as possible to the local area and that every part of it is used. Saucisse du Grand Entremont, dried meat, cured ham or dry-cured bacon are **all specialities made in the region today using traditional methods.**

WHERE TO BUY IT: Salaisons de Bagnes

www.grand-entremont.ch/fr/les-produits/viandes

APRÈS-SKI RESORT

APRÈS-SKI IN A MUTED ATMOSPHERE



In Verbier, après-ski can also mean a deftly made cocktail, a deep armchair, a few small plates to share and soft dimmed lighting. At the **W Living Room & Cigar Lounge**, snug and warm in the refined, welcoming setting of the W Verbier, guests come for the extensive selection of cocktails and stay a little longer to share some of the signature tapas. A little away from the bustle of the centre, **the Rabbit Hutch** is a cosy, sun-drenched bar where cocktail making becomes a show. Unusual bottles, deft movements and clinking ice cubes: behind the bar, the creations come to life before guests' eyes. By the fireside, facing the mountains, **the Experimental Cocktail Club** blends signature cocktails, attentive service and a cosmopolitan spirit. An elegant, relaxed venue, perfect for easing from après-ski into the night.

www.wverbier-restaurants.com/livingroom

www.rabthutch.com

www.experimentalgroup.com/verbier/experimental-cocktail-club-verbier

POLARIS: WINTER STARTS ON THE DANCEFLOOR → 20-21 & 27-28 NOVEMBER 2026

Verbier kicks off the winter season with two weekends of electro beats. Renowned for many years for its eclectic line-ups, combining world-famous artists with rising talent, the Polaris Festival has become an industry benchmark. The breathtaking Alpine backdrop filtering through its transparent tent creates an unforgettable night setting for festivalgoers! For the best accommodation deals, it's worth staying at one of the partner accommodation providers.

polarisfestival.ch



LEGENDS NEVER CALL IT A NIGHT

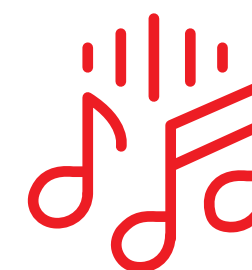


There are après-ski spots which, having gone through decades of winters, never age. Quite the opposite, in fact: they gain the status of real Verbier nightlife institution. On Rue de Médran, **the Fer à Cheval** in the town centre occupies a special place in the hearts of Verbier visitors and locals alike. With the same family at the helm since 1969, the bar & restaurant cultivates a genuine, easy-going atmosphere. Another institution, **the Pub Mont-Fort** has had time to become part and parcel of Verbier's DNA since it opened in 1977. Several generations of skiers and freeriders have passed through, and sometimes mingled there, building an international reputation. Run by two brothers since the early seventies, **the Farm Club** broke the mould of Verbier's dance nights, turning the venue into a proper nightclub. Over the years, through countless wild evenings, the Farm Club has seen a huge wave of stars and party-goers, becoming a venue that's respected far and wide.

www.verbier.ch/en/practice/taste-restaurants-and-bars/fer-a-cheval-verbier-en-2923026

www.pubmontfort.com

www.farm-club.com



TEATIME IS AN APRÈS-SKI TOO

Hot chocolate, breads and spreads, pastries with delicious fillings and even crepes, nothing could be more comforting and re-energising after a long day on the slopes or in the resort. The calm and elegant setting of **the Milk Bar**, well-known for its hot chocolate, is ideal for breakfast and teatime. In the friendly and welcoming surroundings of **la Galerie du Chocolat**, the ganache collections of 1,001 flavours and unmissable Carasel waffle just have to be sampled.

Next to the outdoor ice rink, the famous **bistronic refreshment bar** is back in business, serving up gourmet dishes and refreshing drinks for a family après-ski.

www.milk-bar.ch

www.verbier.ch/en/practice/shop-stores-and-boutique/the-chocolate-gallery-verbier-en-2788331

www.verbier.ch/en/discover/explore-activities/sports-activities/ice-skating

MOVE FROM THE SLOPES TO THE NIGHT LIFE SEAMLESSLY

From the last runs to the first light of dawn, Verbier's vibrant après-ski scene stretches from bars to clubs until the very end of the night. It's best to start off from the slopes. On the Verbier side, the final stop before the resort is **Bar 1936**, with two yurts right by the piste. A little further down, on the run of the same name, skiers arrive at **Rouge's après-ski**, with its trendy atmosphere and dance vibe. On the Tzoumaz side, **the Etablons bar** serves as the last stop, for a chilled out, no-frills après-ski. To keep the après-ski going, head for **Lumi**, with its music and perfect setting that always make you feel welcome. Or else **the Farinet**, still just as renowned for its electric atmosphere and live music. And finally, to make the après-ski last as late as possible, just head to **the South Club**, located beneath the Farinet, or **the Soâr Boutique Club**.

verbier4vallees.ch/en/useful-information/points-of-sale/bar-1936_infrastructure_1180

www.lerouge-verbier.com/apres-ski

www.latzoumaz.ch/summer/offers/bar-des-etablons-la-tzoumaz-riddes-en-summer-3039355

lumibarverbier.com

hotelfarinet.com/bars

soarverbier.com



GASTRONOMY AT ALL ALTITUDES



AT THE RESORT

It's impossible to sum up Verbier's restaurants, but its restaurants sum up its spirit. At **Le Caveau**, you find the warm, welcoming Verbier, with its traditional raclette and cheese specialities. A little further on, in a former nightclub, **Taratata**, Verbier takes on a surprising and daring twist, where a meal turns into a big night out. Gaining altitude, you'll brush shoulders with the stars and the refined crowd of Verbier, seated at **La Table d'Adrien** with its culinary menu. And up above the village, you'll see the generous, sun-drenched side of Verbier at **Le Carrefour**, amid rösti, fondue and views over the peaks.

www.verbier.ch/en/practice/taste-restaurants-and-bars/le-caveau-verbier-en-2788192

taratata-verbier.ch

chalet-adrien.com/en/restaurants-pub/the-table-dadrien

www.lecarrefour.ch

ON THE PEAKS

Verbier's full culinary range unfolds all the way to the peaks. At the top of the chairlift, **the Pasay restaurant** looks out onto the Mont Blanc massif, a modern setting offering carefully crafted mountain cuisine. At the other end of the ski area, on the Col des Gentianes (2,900m) and facing the Tortin glacier, **the Black Tap** serves up New York-style burgers and milkshakes that are known throughout the region. And right at the summit, at 3,330m, **the Igloo du Mont Fort** is the highest restaurant in the ski area. As well as the incredible alpine panorama, from the Matterhorn to Mont Blanc, the Igloo offers a light menu and fondue at one of the highest altitudes in Europe.

lapasay.ch

verbier4vallees.ch/en/useful-information/points-of-sale/black-tap-craft-burgers-beer_infrastructure_167596

verbier4vallees.ch/en/useful-information/points-of-sale/igloo-du-mont-fort_infrastructure_1183

AT HOME - RACLETTE EXPERIENCE

With Raclette Experience, **raclette comes to your home or the venue of your choice**. Each service is tailored to the type of event, the number of guests and everyone's preferences. Equipment, setup, preparation, service and clearing away: everything is taken care of. **A bespoke package** to make the most of the occasion and enjoy spending time with your guests around an authentic Val de Bagnes raclette served in the proper tradition.

raclettexperience.ch



LA TZOUMAZ SECTOR VIA THE TÉLÉMIXTE

This winter, the La Tzoumaz sector will take centre stage with its new lift, linking it to Verbier even more easily. All the more reason to take the time to discover the restaurants found there. Perched on the pass of the same name, **the panoramic restaurant of the Croix-de-Cœur** offers up its local cuisine and sun-drenched terrace with views over Verbier and the Combins. Further down, **the Restaurant des Grands Plans** is both a summer alpine refreshment stop and a winter mountain restaurant, offering generous portions in an authentic setting. Lastly, on the other side of the mountain, at the foot of the slopes, **the Auberge La Tzoumaz** offers local, creative cuisine in a warm village atmosphere.

croix-de-coeur.ch

lgp-verbier.ch

aubergelatoumaz.com

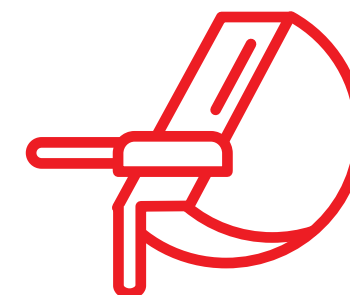


IN THE VALLEY

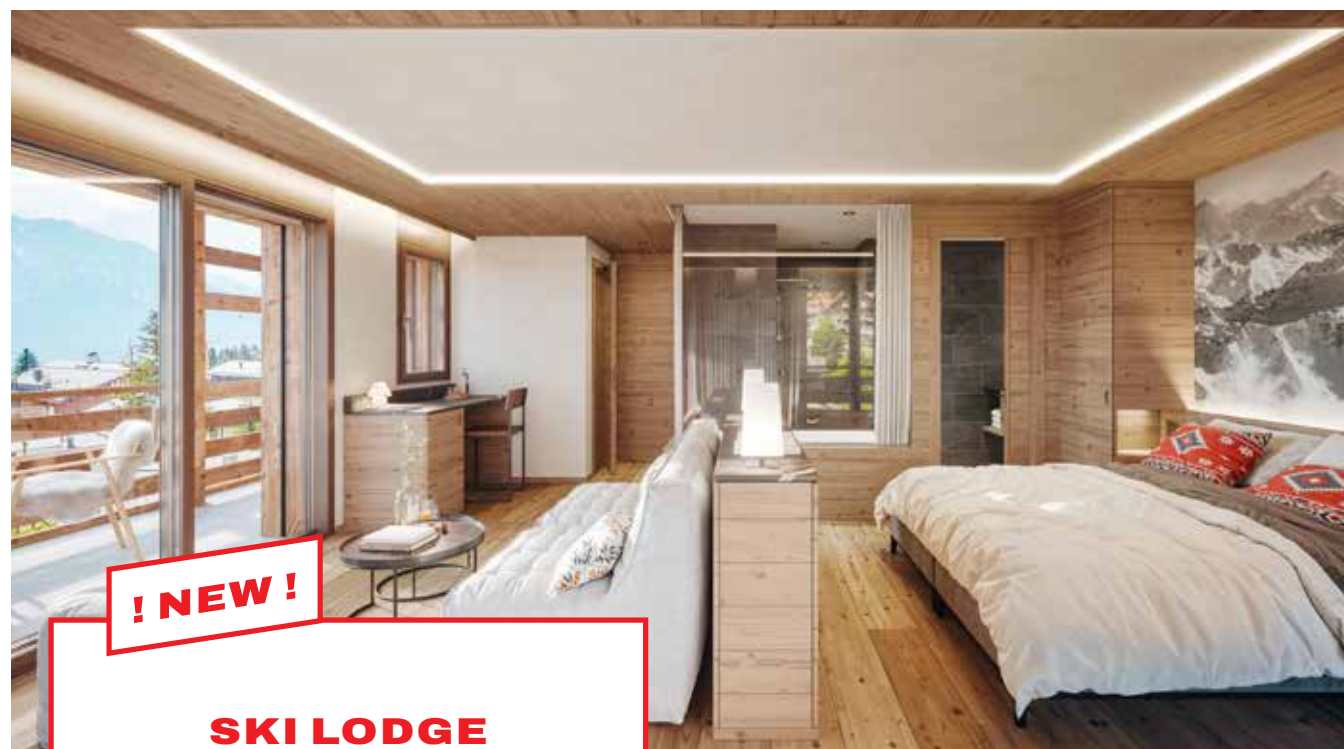
The friendly atmosphere isn't just found at high altitudes. In the valley, new venues and traditional eateries blend modernity with authenticity. In Lourtier, **the restaurant La Vallée** stays true to the flavours of the Val de Bagnes with its fondues, cheese croûtes, meat on hanging skewers and stone-grilled meats, served with local generosity and warmth. In Le Châble, **Le Koti** changes the tempo: somewhere between a contemporary bistro, pub and coffee shop, it offers pizzas, curries and Asian-inspired dishes in a lively, relaxed atmosphere. Also in Le Châble, **Rumor Coffee** is this winter's newcomer. Housed in the historic Café de la Poste, it preserves the building's charm while breathing new life into it. Speciality coffee, pastries and home-made cakes get the day off to a good start, before giving way to a wine bar and bistro in the evening where you can share small plates with international influences. This café will soon be making waves in the valley.

restaurantlavallee.ch

www.lekoti.ch



FROM LUXURY TO AFFORDABLE



! NEW !

SKI LODGE VERBIER

The Ski Lodge Verbier, a new **36-room boutique hotel in the heart of the resort**, will open its doors in December.

Designed for that particular moment when you've just got back from a day on the slopes, the hotel focuses on genuine recovery, meticulous cuisine and rooms designed for resting, not just for sleeping: discreet alpine luxury, surrounded by natural materials and warm lighting.

The spa includes an indoor pool, a cold bath, a sauna, a hammam and a relaxation area. In addition, a **bar**, The Listening Room, and a restaurant with international influences, The Peak, round off the experience.

PRICE: CHF 500 to CHF 850 per night

www.theskilodge.com

W VERBIER *****

Inspired by the mountain landscape yet with the dynamic energy of New York, the W Verbier is a destination in its own right. **With urban, contemporary décor peppered with traditional touches**, 123 rooms and suites, all with exclusive W beds and balconies overlooking superb panoramic views, its Whatever/Whenever®, concierge service, restaurants, an après-ski, 300m2 fitness centre and a spa area, everything is in place for a magical stay in the heart of the Swiss Alps.

PRICE: from CHF 950.- per night

whotels.com/destinations/verbier

ALTYPIC: THE SPIRIT OF THE MAYENS, WITH COMFORT

Inspired by a love for mayens, those rudimentary chalets typical of Valais, **ALTYPIC creates authentic stays at the heart of the Val de Bagnes**. In Bruson there are two restored mayens. One at 1,400 metres blends the charm of wood with contemporary comfort, facing towards the Alps whilst higher up, at 1,600 metres, Le Grenier is designed like a cosy attic with a view over the peaks, the slopes and the trails. **Two cocons in which to take a breather and rediscover the taste for simple things**. Through these unspoiled places, ALTYPIC champions alpine heritage, collaborates with local businesses and stands for a tourism that's mindful of its environment.

PRICE: from CHF 1'265.- per week

www.altypic.ch



SHED.HOTEL

The Shed.HOTEL, just a stone's throw from the centre of Verbier, offers all the necessary comfort, nothing more, nothing less. Renovated and reimagined in 2022 by three Swedish friends, the building now houses a **sports-focused boutique hotel that's both dynamic and intimate**. The sixteen recently renovated rooms combine contemporary comfort with alpine-Scandinavian décor, all imbued with a youthful, personal touch. On the ground floor, the **Shed. GOOMAH restaurant brings Little Italy to Verbier**, combining great American classics with refined Italian cuisine.

PRICE: from CHF 270.- per night

www.shedhotels.com



T-RESORT

Conveniently situated 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. **Popular with families who appreciate having all those essential holiday amenities** (bar, ski and snowboard school, sports shop and grocery store) in the resort complex.

PRICE: from CHF 756.- (excluding tourist tax) for an apartment for 4 people

www.t-resort.ch



ALL KINDS OF SPAS

What better way to finish off a big day in the great outdoors than an undiluted moment of well-being. **Many of the various spas, pools and places of relaxation in the most stunning hotels in Verbier** are also open to the public. Bathing, saunas, hammams, massages, treatments and physiotherapy, whatever it takes to recharge those batteries.

www.verbier.ch/en/discover/pause-indoor-activities-wellness/massages-and-treatments



GET AWAY FROM IT ALL



CABANE DU LEIN

The bustle of Verbier fading away, the silence of the forest taking over once more. Bag on back, snowshoes on feet. **In the larch forest** above the village of Le Levron, in the depths of winter, **the Lein cabin gives you the feeling of being far from everything.** Unstaffed, but modern and fully equipped to accommodate up to 16 people, the cabin is only accessible on snowshoes or by ski touring from Le Levron or the Col des Planches.

→ Open all year round

ADMISSION PRICE:
CHF 250 per night in winter

www.valdebagnes.ch/reservations-salle/detail/14770



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 ambience and tasty local dishes have made the hut a must-visit address.

→ Open from early December to late April

HALF BOARD RATE:
CHF 135.- / per adult per night

www.cabanemontfort.com



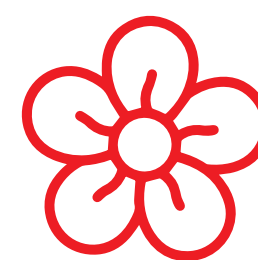
CABANE BRUNET

At 2,100 metres above sea level, **the Cabane Brunet seems far from everything.** In winter, it takes about three hours from Lourtier, on foot, on snowshoes or by ski touring, to reach this refuge set facing the peaks. Up there, silence settles in. The host welcomes visitors with local specialities and gladly shares their knowledge of the mountains, their fauna and their flora. A night in the dormitory, a hot meal, then the day breaks over the peaks before the ascent of the legendary Mont Rognieux, rising to 3,084 m.

→ Open from mid-December to mid-April

HALF-BOARD RATE:
CHF 93/person

www.cabanebrunet.ch



SPRING, THE MOST BEAUTIFUL SEASON



THREE GOOD REASONS TO WAIT FOR SPRING

1. TAKING YOUR TIME

In April, most visitors make the most of the slopes in the morning when conditions are best: fresh air and perfectly well-prepared pistes. And **the longer the sun lingers and the snow softens, the more the skiers also take their time.** As the sun warms the snow, the skis are put away and the terraces take over.

2. HAVING VERBIER TO YOURSELF

In spring, footfall decreases and the slopes become clearer. Queues at the lifts become rarer, while **the available space creates more freedom for one run after another.** The resort then regains a calmer atmosphere, far from the bustle of deep winter.

3. TAKING ADVANTAGE OF TWO SEASONS

Due to the altitude, the ski area still benefits from good conditions at this time of year. Whereas down in the valley, it's already spring. **Skiing kit in the morning, hiking or cycling shorts in the afternoon** — it's a bit like discovering the best of Verbier and the Val de Bagnes: two seasons in one day.

END SESSION
→ 24-25 APRIL 2027



In Verbier, winter doesn't bow out quietly. After the success of its first edition, **the E.N.D Session returns for a weekend of celebration on a resort-wide scale.** During the last days before closing, you can expect on-slope entertainment, and **a giant après-ski party**, extending the final runs in a festive atmosphere. Skis on or glass in hand, the whole resort celebrates the end of the season in style.

www.verbier.ch/en/discover/vibe-events-entertainment/major-events

SKIING FROM NOVEMBER TO THE END OF APRIL

Thanks to the altitude of the ski area, Verbier runs **a season of almost six months**, from early November to 25 April. The end of the season doesn't mean the end of good conditions: thanks to the altitude, skiing delivers the same thrills right up to the last day.

A DIRECT LINE TO THE MOUNTAINS



VERBIER EXPRESS

From mid-December until mid-April, on weekends and certain public holidays, the 'Verbier Express' makes it easy to reach Le Châble and the Verbier slopes **by direct train from Geneva Airport, with no change at Martigny**. Six trains a day offer this service, with the aim of increasing the use of public transport for leisure travel. What's more, by choosing the train, skiers and mountain lovers will benefit from attractive combined train-and-ski-pass deals.

verbier4vallees.ch/en/useful-information/mobility-offers

LE CHÂBLE, AN ALPINE HUB

In Le Châble, the destination boasts a singular facility, almost unique among ski resorts: **a transport hub in the heart of the valley**. It's a station connected to the whole of Switzerland and abroad. Bus lines travel out to all the villages, and two cable cars go to Verbier and Bruson, all from the same place. **The Le Châble hub therefore provides access to an entire alpine world**: ski area, ski resort, authentic villages, valley walks, and mountaineering and ski touring routes throughout the region.

www.verbier.ch/en/practice/move-transport-and-mobility



BESIDE THE RAIL TRACKS

Having reached Geneva by train or plane, **travelling the final kilometres to Verbier is as easy as it is beautiful**. From the train station housed in the same building as the airport, the train route skirts Lake Geneva with unbeatable scenic views.

Then, with just one change at Martigny, a smaller train heads up the mountain to Le Châble where it **unloads its passengers at the foot of the gondolas that lead to Verbier** and onto the slopes.



GETTING AROUND ONCE YOU'RE HERE

In resort, there is a **free bus service** which circulates from 8am to 8pm throughout the winter season. A night bus operates during some peak periods in the season, from 8pm onwards. And **visitors can wander further afield in the Val de Bagnes** by taking the red TMR buses to Sarreyer, Bruson and deeper into the valley to explore more facets of the region.

www.verbier.ch/en/practice/move-transport-and-mobility/getting-around-verbier

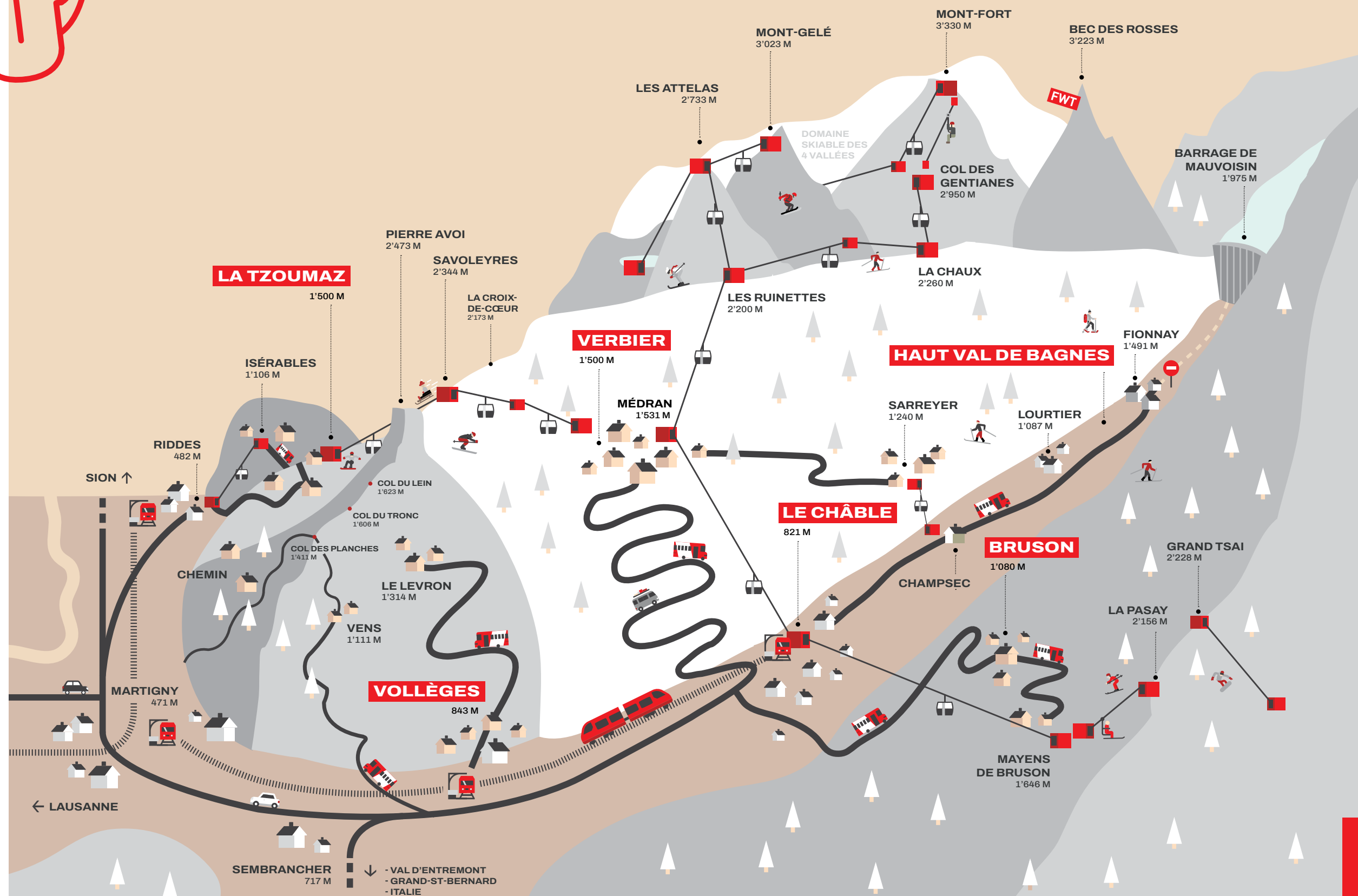


FROM THE CITY TO THE SNOW

Thanks to international rail links, **the Alps are becoming more accessible from major European cities**. From Paris, London, Brussels or Amsterdam, the journey continues via Geneva, Lausanne or Martigny to Le Châble, the gateway to the ski area. Once you get there, a few minutes by cable car are enough to reach Verbier. The urban landscapes gradually fade away, the peaks come into view, and then the snow takes over completely. The journey is already part of the experience.

AN INFINITE PLAY- GROUND

Well-connected Le Châble, cosmopolitan Verbier, wild Haut Val de Bagnes, authentic Bruson, discreet Vollèges or family-friendly La Tzoumaz: everyone can choose their ideal base for getting to know the whole Bagnes region!



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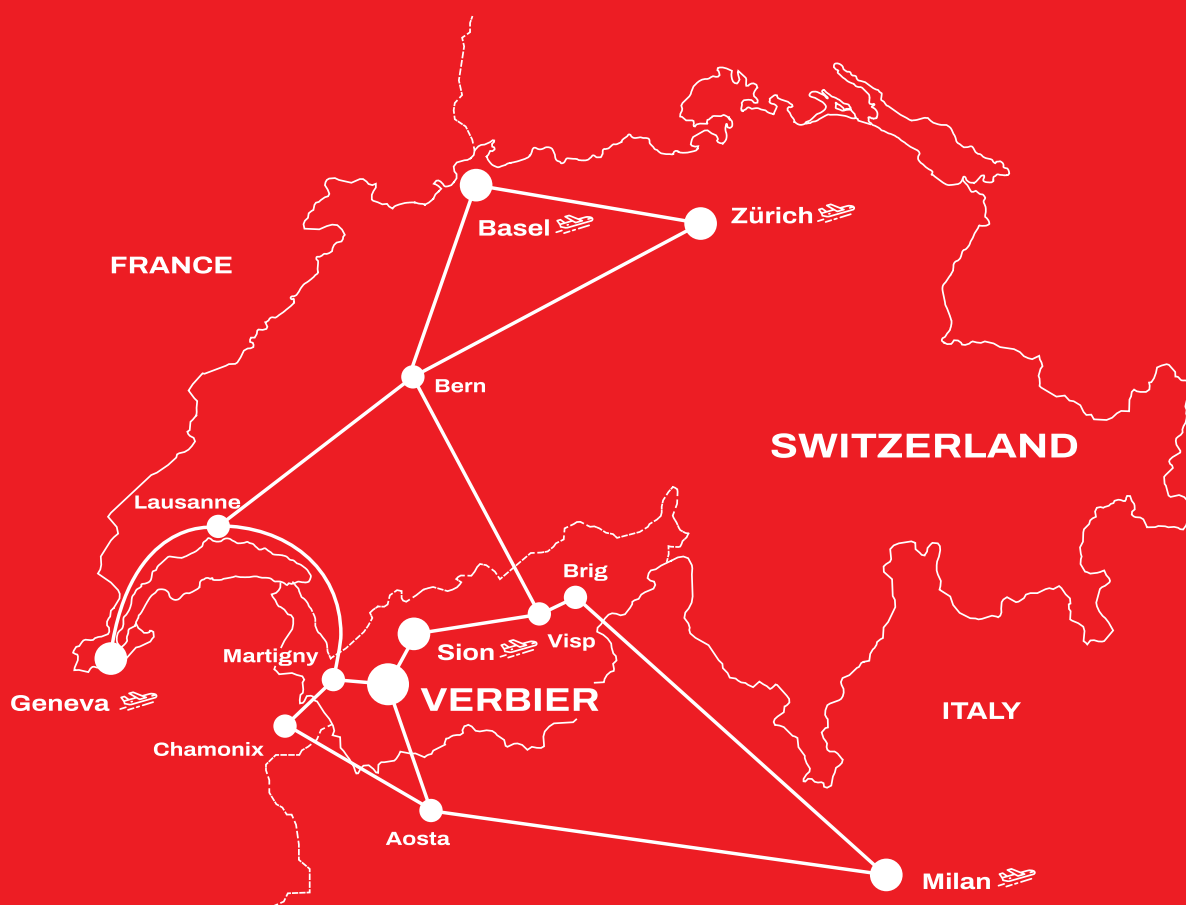


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