

VERBIER ⁺

VAL DE BAGNES - LA TZOUmaz

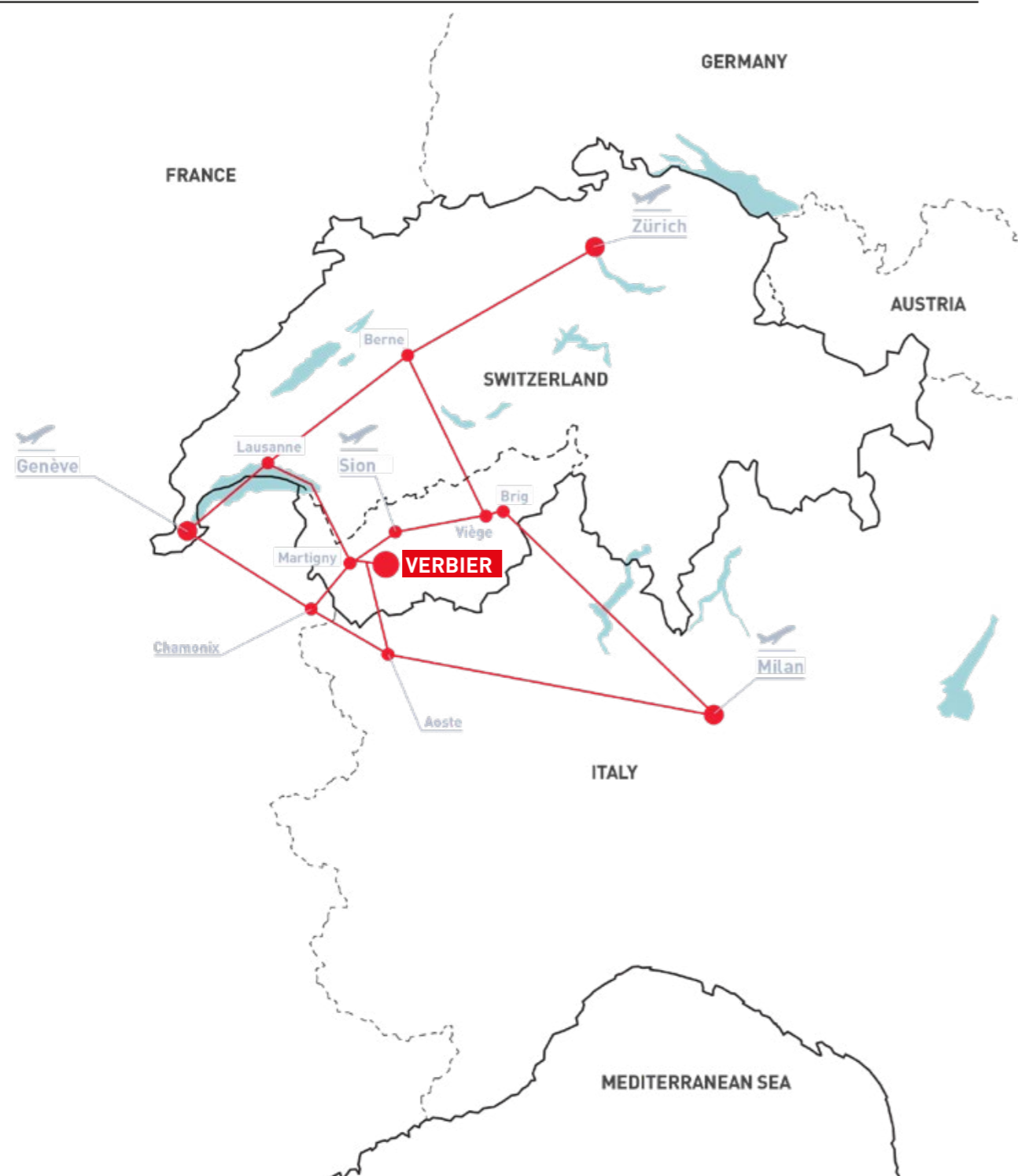
PRESS KIT WINTER 2019/20



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LOCATION & ACCESSIBILITY



VERBIER VAL DE BAGNES LA TZOUMAZ

Sporty, cool, authentic, rejuvenating, extreme... like a cut diamond, Verbier has many facets. Perched on a sunny, south-facing plateau at 1,500m with a breathtaking view of the Massif des Combins, the village enchants you with its slate-roofed chalets in the magnificent natural setting of the Val de Bagnes.

In terms of skiing, its playground extends from Le Châble at 850m up to Mont-Fort at 3,330m. From November to April, more than 410km of slopes of varying levels and an endless number of untouched off-piste trails make Verbier 4 Vallées the largest ski area in Switzerland. As night falls, skiers and snowboarders gather for the legendary après-ski and cosmopolitan, laid-back nightlife. Freeride buffs, lovers of plain raclette, and devoted bar-goers will find their sacred place in Verbier!

Throughout the season, the resort throbs with world-class sports, cultural, artistic and gastronomic events: Polaris Electronic Music Festival (28 November – 1 December 2019); Verbier Art Summit (31 January & 1 February 2020), Verbier Xtreme (28 March–5 April 2020); Haute Cuisine (1–4 April 2020) and the legendary Patrouille des Glaciers ski mountaineering race (27 April–3 May), all do their bit in boosting the resort's charm and making it lively and energetic.

A FEW FIGURES



410km
of slopes*



80 lifts*



3,330m
highest point



11 marked
off-piste itineraries *



5,000 apartments
or rental properties



1,400 hotel
beds

* 4 Vallées ski area

SION	1:30		0:45	COPENHAGEN		2:10	15:30
GENEVA	2:30		1:50	OSLO		2:30	
ZÜRICH	3:30		3:15	BRUXELLES	8:00	1:15	8:30
PARIS	6:30	1:05	7:00	ANTWERP	8:20		8:50
LILLE	8:00	1:20	8:00	LONDON	9:00	1:35	11:00
LYON	5:45		3:30	LIVERPOOL		1:50	14:30
NICE		1:00	5:30	MANCHESTER		1:50	14:15
STOCKHOLM		2:45		EDINBURGH		2:15	17:15



In 2018, Verbier competed against eight other destinations to win the title of Switzerland's Best Ski Resort at the World Ski Awards ceremony in Kitzbühel.

6 MONTHS' SKIING

You can ski in Verbier for 6 months of the year from November to May. From 2 November to 1 December 2019, snow enthusiasts can put on their boots at weekends (Saturday & Sunday) only. Then from 2 December 2019, the ski lifts open continuously (7 days a week) until 3 May 2020.

More information on www.verbier.ch/en/ski-area-lifts/useful-information-shop-online/lift-opening-hours-winter/lift-opening-hours-winter-2.htm

SPORTY VERBIER

TACKLE THE TURNS

The 4 Vallées, the largest ski area in Switzerland, connects the resorts of Verbier, La Tzoumaz and Bruson as well as Nendaz, Veysonnaz and Thyon: a playground made up of 410km of pistes (24 blues, 39 reds and 10 blacks), linked by 80 lifts. From 1,250m to 3,330m (Mont-Fort summit) and with views of the Matterhorn and Mont-Blanc, the area offers endless opportunities for pro riders. With perfectly groomed undulating pistes and marked, protected itinerary runs, the 4 Vallées ski area has earned an international reputation as a legendary place in every skier's life.

Prices :	Adult	Youth/Senior	Child
1 day 4 Vallées	CHF 73.-	CHF 62.-	CHF 37.-
6 days 4 Vallées	CHF 355.-	CHF 302.-	CHF 178.-

www.verbier.ch/en/ski-area-lifts/useful-information-shop-online/winter-rates.htm



LET OFF STEAM IN ALL WEATHER

Verbier Sports Centre's new sports hall is open to athletes from 10 am to 9 pm daily. With a 600m² climbing wall, 2 squash courts, a covered tennis court and a multi-sports ground, you'll find everything in one place for an endorphin boost. And if you need more, Mondzeu's swimming pool, two steps away in the centre of the resort, has a 19m indoor pool, as well as a sauna and a state-of-the-art gym.

Prices :	Adult	Child
Climbing	CHF 16.-	CHF 10.-
Indoor pool	CHF 8.-	CHF 6.-
Squash (30 minutes)	CHF 18.-	
Squash (1 hour)	CHF 28.-	
Indoor tennis (1 hour)	CHF 38.-	
Indoor tennis (2 hours)	CHF 70.-	

www.verbier.ch/en/verbier-sports-center.htm

PATROUILLE DES GLACIERS 27 APRIL-3 MAY 2020

The unique, legendary competition, the Patrouille des Glaciers (PDG) is an international ski-mountaineering race organised by the Swiss Army. Every two years, patrols - teams made up of three participants both military and civilian - compete for two days' racing on an extreme route. More than 1,400 teams, or 4,200 participants, start from Zermatt (Course Z, 53km, height difference: +4,386m / -4,519m) or Arolla (Course A, 26km, height difference: + 2,200m / -2,328m) to get to Verbier in one go.

www.pdg.ch/en/



ARNAUD GASSER, THE RISING STAR OF SKI-MOUNTAINEERING

At only 23 years old, Arnaud Gasser, originally from Val de Bagnes, has already found his place in the world of ski-mountaineering. A member of the Swiss team since 2013, he joins the elite circuit this winter after winning several national titles and medals at the Junior and Hope World Cups. In 2018, Arnaud and his two teammates took part in the Patrouille des Glaciers, the iconic race for mountaineers. The trio finished in 27th place overall, a more-than remarkable performance for the first-time participants. This winter, one of his goals is to achieve another outstanding performance in this unique race in his discipline and for his region.



CLIMB THE PEAKS IN THE DAY ...

While experts hunger for the legendary peaks of the Rosablanche (a stage of the Patrouille des Glaciers) or Mont Rogneux (a leg of the Swiss Cup), newcomers can enjoy eight marked routes, as well as organised outings.

The Cabane Brunet offers hikers a meal with an incredible view of the valley, and sportier types can spend the night before tackling the ascent of Mont-Rogneux, accompanied by a mountain guide.

Prices for mountain guides: from CHF 135.-/pers. for 1 day
www.verbier.ch/en/resort-and-useful-information/businesses-services/mountain-guides/mountain-guides-listingm-ce10-ce20.html



... AND AT NIGHT

Every Wednesday from January to April, head out for a night of ski touring under the stars, with a choice of two routes from Verbier (650m or 590m) or La Tzoumaz (710m height difference) both stopping at Savoleyres at 2,340m where you can warm up over a bowl of pasta at the Restaurant de Savoleyres before heading back down to either resort.

www.verbier.ch/en/fppoi-randonnee-nocturne-verbier-la-tzoumaz-129.html



CLIMB THE WALL

Before discovering the sensation of rock under fingertips, mountaineers-in-the-making meet every Friday at the foot of the sports centre climbing wall to learn the jargon and practice the basics of climbing. A harness, carabiners, quickdraws, chalk and figure 8 knots will no longer be a mystery once you've learned from the experts. The activity is open to both adults and children. Children aged 6 to 10 years old must be accompanied by an adult who's also taking part in the activity.

Price : CHF 20.-/pers.
www.verbier.ch/en/introduction-to-climbing-fp36850.html

EXTREME VERBIER

FREERIDE ITINERARIES

Coming down a pristine slope, covered in powder, is the dream of every ski enthusiast. But many have second thoughts about making the leap to off-piste skiing. In Verbier, you can be bold, though, because itinerary runs are patrolled - a rare phenomenon. Seasoned skiers and snowboarders can choose between seven marked freeride itineraries: Mont-Gelé, Vallon d'Arby, Otanes, La Côt-Le Châble, Gentianes-Tortin, Col des Mines and Chassoure-Tortin.

www.verbier.ch/en/resort-and-useful-information/businesses-services/mountain-guides/mountain-guides-listingm-ce10-ce20.html

HIGH-FLYING SKIING!

Drop by helicopter onto the top of a mountain or glacier and enjoy a unique freeride descent in an exceptional setting; it's a dream that can become a reality in Verbier. With heliskiing, expert skiers and snowboarders are rewarded with jawdropping views in remote locations before enjoying a descent on untracked powder. Petit Combin (3,663m), Rosablanche (3,336m), Trient Glacier (3,000m) or Pigne d'Arolla (3,790m) are all within reach of the resort and offer long, unforgettable descents in pure high-mountain scenery, far from the hustle and bustle of the slopes. To make the most of it, more athletic and motivated skiers can combine a helicopter drop with ski touring. It's a guaranteed adrenaline rush! All trips must be accompanied by a guide.

Price: Private: CHF 465.-/pers. (based on a group of 4 people)
www.verbier.ch/en/resort-and-useful-information/businesses-services/mountain-guides/mountain-guides-listingm-ce10-ce20.html



TO THE BOTTOM BY SLEDGE!

You don't have to be a pro slider to throw yourself down the La Tzoumaz sledge run, you just need to have the courage! Not only is it the longest toboggan run in western Switzerland, but it's also one of the fastest! From Verbier and La Tzoumaz, sledgers can reach the run via the Savoleyres cable car (2,354m). At the summit, take in the spectacular panoramic views of the Grand Combin and the Rhône Valley. From there, it's ready, set, go for 10 km of thrills and spills with a descent of 848m in altitude. Guaranteed laughter and adrenaline-fuelled fun for all thrill seekers. The sledge run is open to all, but helmets are strongly recommended! You can hire sledges from both the resort and at the top of the Savoleyres.

Prices : sledge rental 1 day from CHF 12.-, 1/2 day from CHF 10.-
www.verbier.ch/en/sledging.htm



CRAMPONS. ICE PICKS, CLIMB!

During the winter months, waterfalls become playgrounds for climbers, with routes for novices and experts alike. The Val de Bagnes region offers unforgettable ice climbs on one of several natural frozen waterfalls. The waterfall at Fionnay deserves a special mention. A guide will accompany you for this activity.

Price: CHF 180.-/pers. (based on a group of 4 people)
www.verbier.ch/en/resort-and-useful-information/businesses-services/mountain-guides/mountain-guides-listingm-ce10-ce20.html



SET SAIL!

In Verbier, you can always go higher... In winter, paragliding flights are made magical with the snow-covered peaks below. From calm skies, you'll have a bird's-eye view of the skiers hurtling down the pistes. All this in a breathtaking setting with the Alps as a backdrop. Takeoffs are from the summit of Ruinettes at 2,220m altitude.

Price: CHF 190.- for a tandem flight
www.verbier.ch/en/activities-fun/winter/paragliding-skydiving/paragliding.htm

THE XTREME VERBIER 28 MARCH-5 APRIL 2020

On 28 March 2020, in the ultimate challenge for the final of the Freeride World Tour, the crème de la crème of freeriders will attempt to tame the most technical and demanding face: the legendary Bec des Rosses in Verbier culminating at 3,223m altitude. After four competitions around the globe, the best freeriders in the world compete in this 24th edition for the title of World Champion of the Valaisan slopes!

www.freerideworldtour.com



GÉRALDINE FASNACHT, THE SHOOTING STAR

In a primarily male-dominated field, female riders stand out with their fearless spirit and strong character. This is certainly the case for Géraldine Fasnacht. At 39 years old, this extreme-sports athlete is an ambassador for Verbier, where it all began. At just 22, she achieved her childhood dream of winning the Verbier Xtreme, the final of the Freeride World Tour. Two more victories followed, in 2003 and 2009. Géraldine also has another passion, wingsuiting. The mountain is her muse, so it's logical she chose Verbier as a base camp. A true pioneer in these high aerobatic disciplines, she continues to push the boundaries of her favourite sports to the top by being perfectly in control of the risks.

www.geraldinefasnacht.com



TRENDY VERBIER

THE APRÈS-SKI TEMPLE

Recognised the world over for its electrifying, cosmopolitan nightlife, winter in Verbier echoes to the beat of its legendary après-ski and lively clubs. There's no need to change as evenings here start with your ski boots on! From the slopes to the dance floor, it's just a short walk to a multitude of famous establishments. Start by heading to the places that have given the resort its reputation: the Pub Mont Fort, Fer à Cheval, Off-Shore, the Rouge, the Mouton Noir, and the Off-Piste at the W, not forgetting live concerts at Farinet. Then the party continues at the Farm Club - a Verbier institution for more than 40 years - as well as l'Étoile, the Farinet South or the Casbah until the night ends.

www.verbier.ch/en/resort-and-useful-information/restaurants-night-life/bars-apres-ski/bars-apres-ski-listingm-s0-rb3-rb1-rb5.html



SHOPPERS' PARADISE

Fashionistas can rest assured - from Bogner to Zadig & Voltaire, as well as Fusalp, Moncler, Patagonia, Peak Performance or The North Face, fashion, sports, home furnishings or jewellery - the big brands are all well established here. Local brands too! SunGod, the optical brand based here in the Valais resort, will delight even the most exclusive customers with customised ski goggles and personalised sunglasses all guaranteed for life. Faction, the freeski brand born in Verbier and now on the feet of some of the greatest, including Candide Thovex, is a hit with even the most advanced skiers.

www.verbier.ch/en/resort-useful-information/shopping/shopping.htm

TEMPORARY MOUNTAIN-TOP RESTAURANT

In a quiet private spot on the mountains, enjoy a gourmet meal with friends out in the open - this is what Kando Events offers with its «snow-table-dining». A snow table carved by hand, custom-made furnishings with a «sno-fa», cosy blankets, fur rug, and a menu put together by a Michelin-trained chef, plus a live band or DJ - there's everything you need for an unforgettable gastronomic experience in a breathtaking setting!

Price: from CHF 800.-/pers. (based on a group of 10 people)
www.kandoverbierevents.com



KINGDOM OF V BIER

V Bier is a range of artisanal, fruity beers using fresh mountain spring water, and brewed in Verbier by the king of beer Derek Orford in the artisanal microbrewery at the Vie Montagne complex. During an organised tour, hop lovers can slalom between the vats and find out more about the process of making these alpine beers. You'll then get a chance to decide which you prefer during a tasting session before the visit ends.

Prices: CHF 25.- / Free up to 15 years old (with a non-alcoholic drink), provided you're accompanied by an adult
www.viemontagne.com



A WINDOW ON ART

Winter also brings nature and culture together high above Verbier. Works created by international artists are scattered throughout the snowy landscape between Les Ruinettes and La Chaux, at 2,300m above sea level. Accessible all year, in winter you can walk, snowshoe or ride on a dog-sled through the 3-D Sculpture Park. Learn something new and experience the exhibition without walls in your own way.

www.3-dfoundation.com

POLARIS FESTIVAL 28 NOVEMBER-1 DECEMBER 2019

It's been 5 years since Verbier started its winter season with electro beats from the Polaris Festival, a mix of the latest new music and top acts from the electronic scene. For four days, from Thursday 28 November to Sunday 1 December 2019, more than 25 artists will rock the stage set up on the lower slopes. And for the after-party, the resort's clubs will put on special events (details to be revealed soon). Transport for festival-goers will be provided from the centre of Verbier to the main stage, all included in the ticket price.

Prices: 1-day pass from CHF 59.- / 3-day pass at CHF 189.-
www.polarisfestival.ch



RAPHAËL NANCHEN, CO-FOUNDER OF POLARIS

Despite his impressive career path, this Valaisan admits: «I'm starting to accept that it's my job... music.» In 2004 along with three friends, he founded the Caprices Festival in Crans-Montana. A crazy gamble, but one which led him to meet and become the manager of Bastian Baker, now the most famous Swiss pop singer. A few years later, he tries again with DJ-producer Mirko Loko, but this time in Verbier with Polaris. «We looked at several places. And Verbier seemed to be ideal,» says Raphaël Nanchen. An affection shared by festival-goers!



AUTHENTIC VERBIER



THE BIG CHEESE

Every Saturday, discover the secret of how artisanal tomme cheese is made in this cheese workshop offered by Marc, a cheesemaker who followed in his father's footsteps at the Verbier dairy, which is also famous for its raclette cheese.

Thanks to Marc's expertise and passion for his work, you'll have no trouble stepping into the shoes of an apprentice cheesemaker. Each workstation has its own cooking pot, which you'll use to make your own Bagnes tomme (one cheese per workstation). You'll follow the production process from A to Z, benefitting from Marc's explanations at each step along the way. While the cheese is draining in the colander, the cheesemakers of the day will then visit the dairy and its famous cheese cellars. At the end of the workshop, everyone gets a chance to taste various raclette and regional cheeses. You can then take home your own handmade tomme or leave it to mature in the dairy.

Price: CHF 50.-/workstation / Activity from 6 years old. Children under 10 must be accompanied by an adult.
www.verbier.ch/en/cheese-making-workshop-fp45261.html



THE FARM IN ALL ITS FORMS...

Both young and old will love this agritourism experience put on by the Collombin family on the occasional Thursday. You'll visit in time to milk the cows, before heading to the Ferme du Soleil to meet the rest of the «family» including calves, goats, chickens and rabbits who love a cuddle. Once you've experienced farm life, you'll finish off in the traditional Bagnard way - by sharing a raclette.

Tarif : CHF 20.- (return transport included)
www.verbier.ch/en/visiting-the-farm-fp36844.html



BACK TO BASICS

Recharge your batteries by putting on your snowshoes and letting yourself be guided through the enchanting world of the forest, every Tuesday at the end of the day. By the light of your headlamp and with only the sounds of nature in the background, we'll walk up and down for 6km with an altitude of 360m fuelled by quality Valais produce.

Price: CHF 25.-/pers.
www.verbier.ch/en/rando-nocturne-guidee-raquettes-et-fondue-a-la-pleine-lune-fp44275.html

EAT IN OR TAKE AWAY!

Vinabagnes? Yet another concept created in Verbier-Val de Bagnes. A combination of a deli showcasing local and world-famous produce (caviar, and the like), a wine bar with a terrace overlooking the rue de Medran, the nerve centre of the resort, and a wine store offering a vast selection of local and international wines and spirits, Vinabagnes is a hit with both born-and-bred locals and an international clientele.

www.vinabagnes.ch



HAUTE CUISINE 1-4 APRIL 2020

Created by the W Verbier, this gastronomic festival reaches new heights over a period of several days. A dozen Michelin-starred chefs from around the world will titillate the taste buds of all foodies, and to add to the experience, there'll be specially created events combining exceptional dishes with themed evenings. The icing on the cake, however, is when the best chefs in the world don their teaching aprons to pass on their knowledge to gourmet food enthusiasts. Study their precise movements, learn to select the best produce, copy the highly skilled cooking techniques: gourmets will be in seventh heaven during these exclusive cookery classes, especially when you get to eat the dishes you've prepared together.

Price: cooking workshop from CHF 150.-/pers.
www.wverbier.com



EDDY BAILLIFARD, THE MOST FAMOUS SWISS CHEESEMAKER

A true character from the region; THE Swiss cheesemaker; the best ambassador for Bagnard produce: these are just some of the terms used to describe Eddy Baillifard. «Raised on Bagnes cheese» by his grandfather, he says: «The old man took me to the mayens and I watched him make tomme cheese. I loved this world of cows.» You'll find his famous AOP Val de Bagnes raclette cheese 25 in various shops in the region, as well as at the «Raclette House». Managed by Eddy, this friendly spot in Bruson is both a deli and the village cafe. Sharing his love of the region and its cheeses, this "origine protégée" Bagnard local sometimes dresses up for his role as an ambassador joining the Swiss delegation in places such as Paris for the Eurofoot or Milan for the World Expo.

www.eddy-baillifard.com



ACCOMMODATION

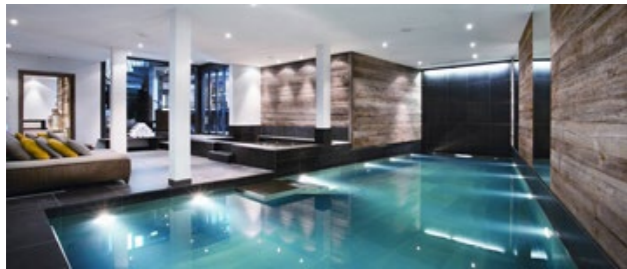
Valais's most cosmopolitan resort has not lost its charm over the years - quite the opposite. Here the architecture blends perfectly with the beauty of the landscape. Contrary to popular belief, Verbier is not reserved for the elite. Perched on a sunny plateau at 1,500m, you'll find chalets of every type, plenty of apartments, hotels (1,400 beds), mountain huts - there's something for everyone at any budget.



Luxury serviced chalet: The Lodge

The Lodge accommodates up to 18 adults in nine rooms as well as six children and teenagers in a specially appointed bunkroom. This luxury chalet has a fully equipped gym, a sauna, a 12-person Jacuzzi and a heated indoor pool. For complete happiness, a friendly team of 13 full-time staff takes care of all the detail.

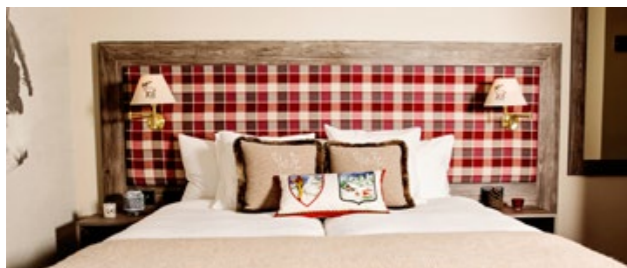
Rates: \$\$\$\$\$
www.virginlimitededition.com/the-lodge



Hôtel***: The Bristol

A cosy atmosphere, affordable prices, friendly staff and right in the centre of Verbier - this is what Le Bristol offers with 32 carefully decorated rooms in 5 different types to make everyone happy.

Rates: \$\$
www.bristol-verbier.ch



Refuge: Cabane Brunet

Nestled at an altitude of 2,103m, away from the hustle and bustle of the resort, the Cabane Brunet and its 56 dormitory places can be enjoyed by one-night adventurers, whether on a stopover or prior to ski touring.

Price: CHF 75.-/adult for the night with dinner and breakfast
www.cabanebrunet.ch



Superior Hotel****: La Cordée des Alpes

Relaxed atmosphere, impeccable finish, advanced technology and unobtrusive service are the hallmarks of this upscale establishment with 32 luxury rooms and suites, and 17 apartments. A chic brasserie-style restaurant, lounge bar, seminar rooms, spa with swimming pool, sauna, steam room, Jacuzzi, fitness room and ski room complete the picture.

Rates: \$\$\$\$
www.kvhotels.com/en/hotels/hotel-cordee-des-alpes.html



New generation hostel: Mont-Fort Swiss Lodge

In Le Châble next to the gondola station, the Mont-Fort Swiss Lodge is an unusual base camp and ideal for small budgets or large groups (20 to 50 people). With direct access to Verbier, guests can choose between activities in the heights of Verbier or in the heart of the Val de Bagnes. The Mont-Fort Swiss Lodge has 50 beds with rooms comprising beds for two, four or six with en-suite shower rooms.

Rates: \$
www.verbier.ch/en/fppoi-mont-fort-swiss-lodge-3184.html

EVENTS CALENDAR

Polaris Festival • 28 November–1 December 2019

For 4 days, from Thursday 28 November to Sunday 1 December 2019, more than 25 renowned musicians will rock the stage set up on the lower slopes of the resort.

www.polarisfestival.ch

Opening Session • 7–8 December 2019

Opening party of the ski season during which Santas and Pères Fouettard (Father Christmas' helpers) share the bill. Reduced rates, entertainment, and more.

www.verbier.ch/en/opening-session-fp39000.html

Audi Quattro Ski Cup • 24–26 January 2020

Open to all ski enthusiasts, the Audi Quattro Ski Cup gives everyone a chance to experience the unique atmosphere of a professional competition.

www.audiquattroskicup.com

Verbier Art Summit • 31 January–1 February 2020

An artistic encounter that brings together thought leaders and influential figures in the art world to generate innovative ideas and promote social transformation.

www.verbierartsummit.org

Brunson Freeride • 15 February 2020

The new generation of freeriders meet on the slopes of Brunson to compete in a stage of the FWQ 3* circuit.

www.brunsonfreeride.ch/en/

L'Infernale • 14 March 2020

A wacky obstacle course on the Brunson pistes.

www.infernale.ch

Verbier Xtreme • 28 March–5 April 2020

The best freeriders on the planet come to Verbier to compete for the title of World Champion in the Freeride World Tour final on the legendary Bec des Rosses.

www.freerideworldtour.com

Haute Cuisine by W Verbier • 1–4 April 2020

4 days during which gastronomy reaches new heights thanks to 10 Michelin-star chefs from around the world.

www.wverbier.com

Verbier High Five by Carlsberg • 4 April 2020

Stars from the snow sports world, leading figures from the region and anonymous fans compete in four fun sporting disciplines: giant slalom, mini kl (kilometre sprint), ski cross and the famous waterslide.

www.verbierhighfive.com

Patrouille des Glaciers • 27 April–2 May 2020

Legendary competition and international ski-mountaineering race, organised by the Swiss Army. Every two years, patrols of three participants, military and civilian, depart from Zermatt or Arolla to get to Verbier in one go.

www.pdg.ch



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