

PRESS KIT SUMMER 2024



VERBIER⁺
PURE ENERGY

A person wearing a white helmet, a pink long-sleeved shirt, and a black backpack is climbing a steep, grey rock face. The climber is positioned in the center-left of the frame, facing away from the viewer. The rock face is textured and has some small green plants growing on it. In the background, there are more rocky mountain peaks under a cloudy sky. A large, dark rock overhang is visible in the upper right corner. The overall scene is dramatic and adventurous.

STREET MAGAZINE

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EDITORIAL

What sets Verbier apart is its captivating contrasts. From the cosmopolitan vibe of Verbier to the authentic charm of Val de Bagnes and La Tzoumaz, there's something for everyone, whether you're seeking chic relaxation or thrilling adventures.

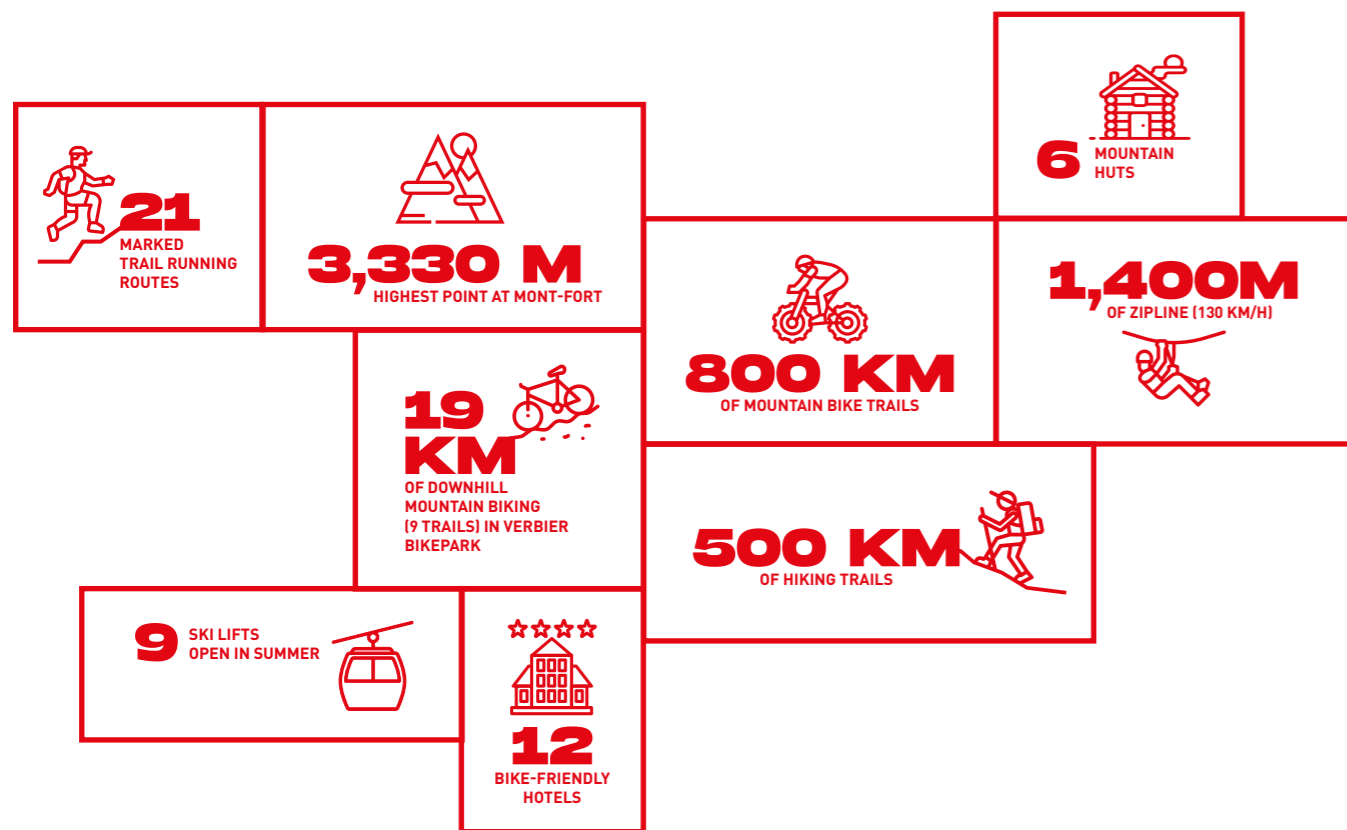
visitors are now discovering its charm, with major events, numerous new places and trails to explore, along with a unique lifestyle.

This diversity fosters innovative ideas, sometimes unconventional, yet always rooted in our core values, as reflected in this press kit.

Verbier's contrasting personalities continue to inspire innovation and exploration, making summer here truly unforgettable.

Elise & Clément

Summer in Verbier, Val de Bagnes and La Tzoumaz offers a delightful and distinct experience from winter. Many winter



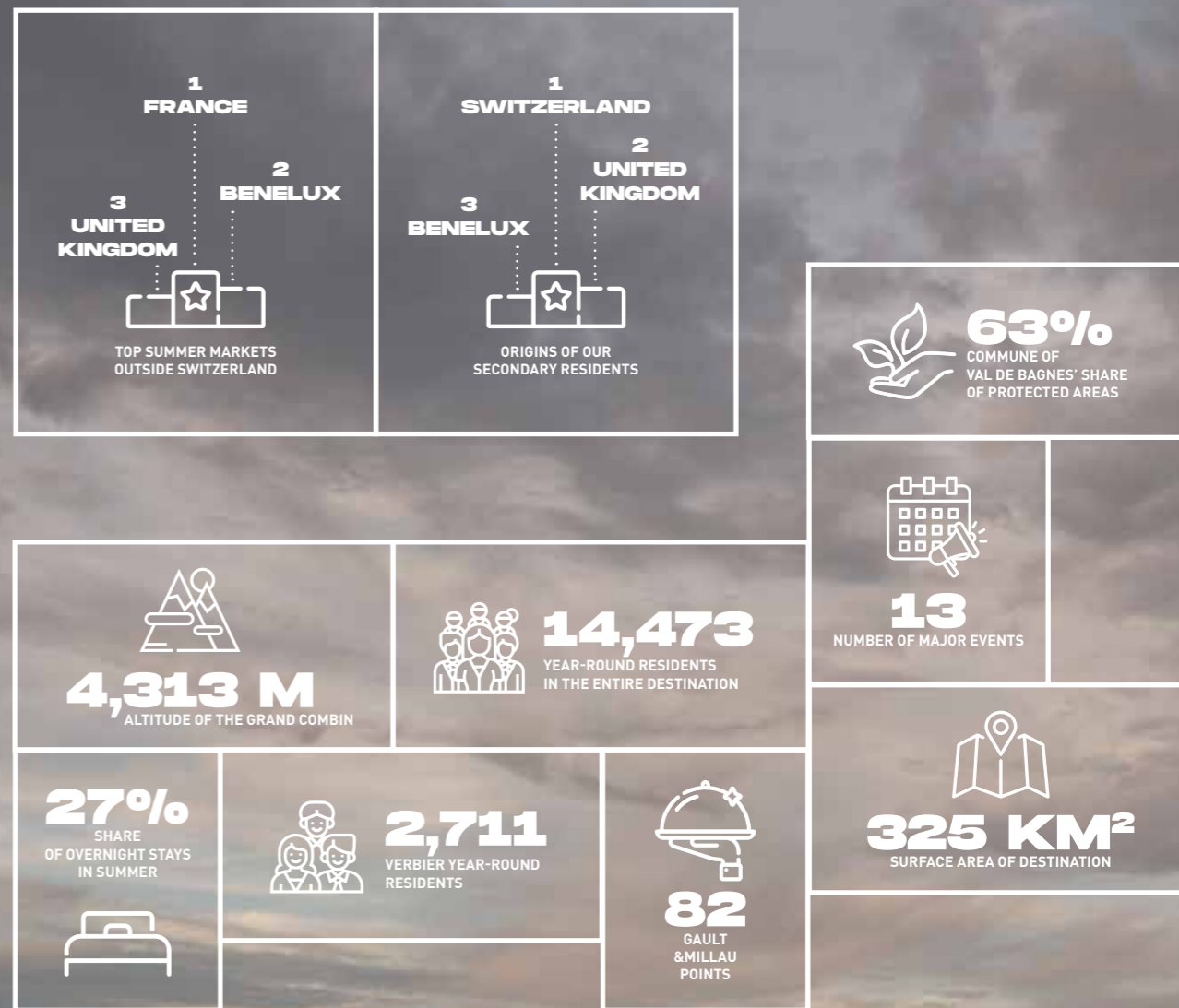
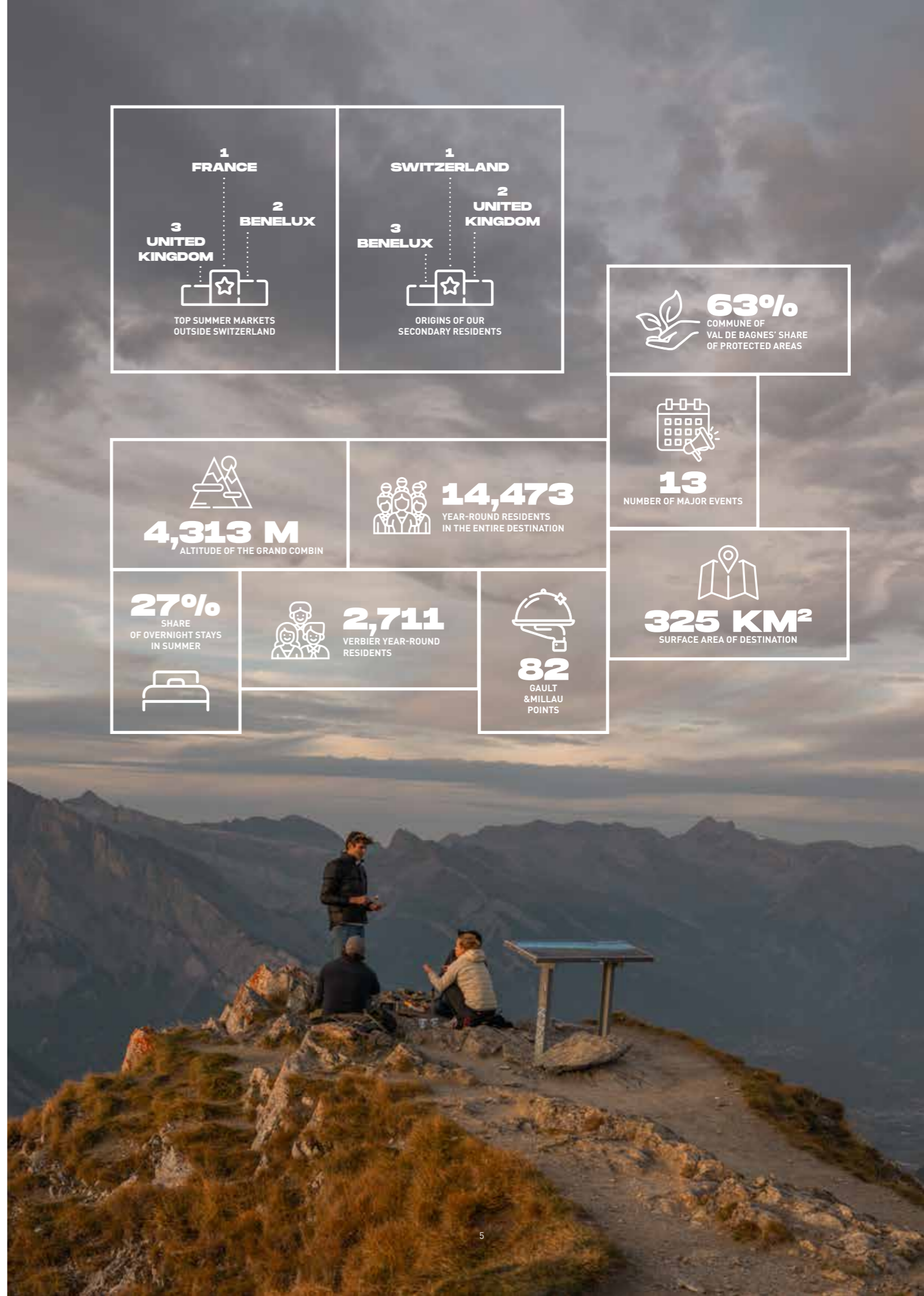
VIP PASS

For every night spent in Verbier, Val de Bagnes - La Tzoumaz, visitors will receive a free VIP Pass. The Verbier Infinite Playground Pass (VIP Pass) offers discounts and privileged access to the entire area throughout the summer season. It is provided free of charge to all guests staying a minimum of one night in the region and paying the tourist tax. Whether among friends or family, if you're a nature lover or a thrill seeker, everyone will find something to



enjoy in the region! Benefits offered by the VIP Pass include free ski lift access for pedestrians and 50% reduction for cyclists, unlimited access to postbuses in the municipality of Val de Bagnes, preferential rates on a number of activities offered by destination partners, and 50% discount on entertainment provided by Verbier, Le Châble and La Tzoumaz tourist offices.

www.verbier.ch/summer/inside/vip-pass



AN INFINITE PLAYGROUND

Cultural Le Châble, cosmopolitan Verbier, wild Upper Val de Bagnes, authentic Bruson, discreet Vollèges or family-friendly La Tzoumaz: each has a unique quality that you can use as a starting point for your immersion in the Pays des Bagnes!

PUBLIC TRANSPORT

By gondola → Considered a form of public transport, the Le Châble - Verbier lifts operate from 5.15 am to 11.50 pm every day.

By bus → In Verbier, shuttle buses run free of charge from July to early September. Various buses make it easier to reach the most unspoiled places in our destination: Lourtier - Barrage de Mauvoisin, Sarreyer, Le Levron, Cabane Brunet. This bus service is free for all VIP PASS holders.

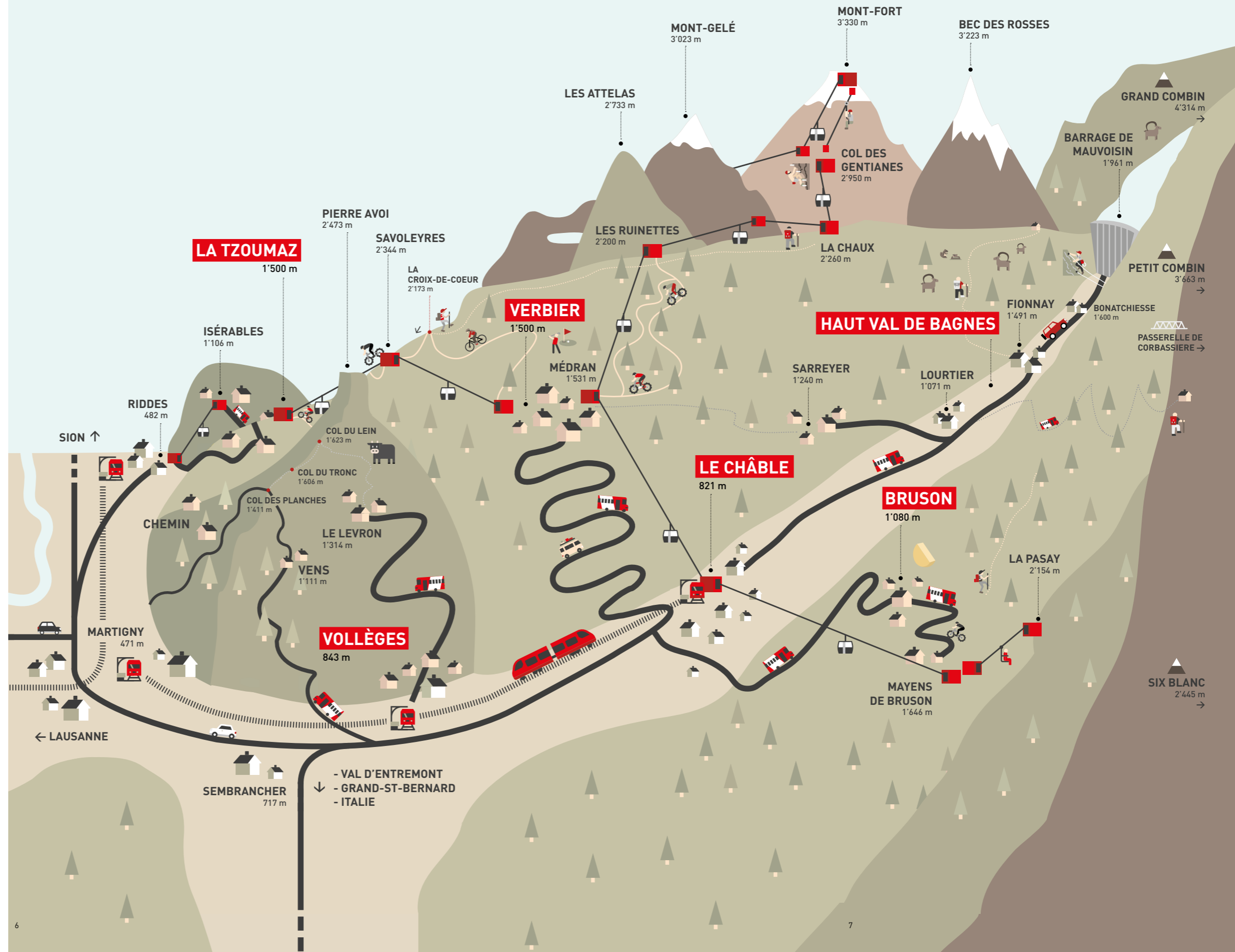
By train → From Martigny station, the regional train to Le Châble takes 25 minutes and drops passengers at the base of the gondola station to Verbier.

NEW

GO VERBIER

GoVerbier is a smart platform that helps you plan, book and pay for your whole trip effortlessly. It covers everything from transportation to your final destination, all in one place. Plus, it's eco-friendly, letting you choose the most sustainable options for your journey.

www.goverbier.ch





DARING

Verbier inspires the bold, and the bold inspire Verbier. It's a destination where adventure, courage and innovation course through its very veins. Here, you can defy norms, express your individuality and embrace the unconventional. However, conquering Verbier's challenges requires true boldness, and maybe even a touch of audacity.

VERBIER BIKEPARK

Thanks to its renowned bike park and more than 800 km of trails and mountain roads, Verbier is regarded as one of the mountain bike capitals of Switzerland - and one of the best in Europe. The Verbier Bikepark now offers nine different trails with unique landscapes, catering to various skill levels, from beginner to competition. These trails span between Les Fontanets (2,475 m), Verbier (1,535 m), and the side of La Tzoumaz, providing 19 km of pure adrenaline!

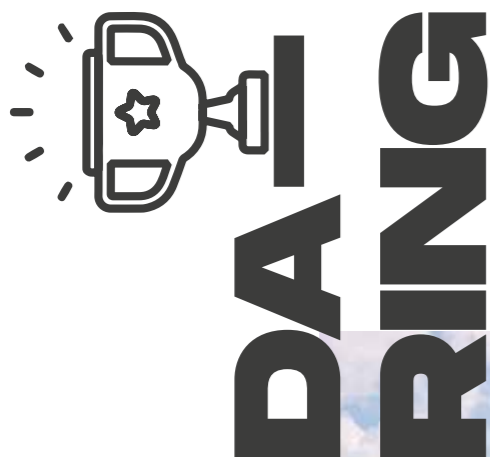
www.verbierbikepark.ch

2025 WORLD CHAMPIONSHIPS

Next year, the Valais will host the 2025 Mountain Bike World Championships. For the first time ever, the World Championships will bring together all seven mountain bike disciplines on the same dates and in the same region: Cross-Country (Crans-Montana), Downhill (Région Dents du Midi), E-Bike (Loèche-les-Bains), Enduro (Aletsch Arena), Marathon (Verbier et le Val d'Anniviers), Pumptrack (Monthey), Short Track (Zermatt) and the opening ceremony and events (Sion).

→ Join us from 30 August to 14 September 2025 to cheer on the 1,500 expected athletes

www.valais2025.ch



CORBASSIÈRE FOOTBRIDGE

High above Fionnay, in the deepest part of the Val de Bagnes, you'll find the Corbassière glacier. Besides being a route on various walking trails such as the Tour des Combins or the Val de Bagnes, it's also a popular destination for hikers. At this altitude of 2,365 metres, the desert terrain is made up of ice, rock and moraine. The path, which until recently crossed the glacier tongue, became dangerous when the permafrost melted. It was replaced in 2014 by one of the highest galvanised steel structures in Europe: the Corbassière footbridge. Its cables stretch almost 70 metres above ground with a span of 190 metres, offering walkers a memorable experience and a magnificent view of the surrounding area. Crossing the void is impressive and 100% safe.

www.verbier.ch/summer/inside/destinations/must-see-places/the-corbassiere-footbridge



TOUR DES STATIONS: 31 AUGUST – 1ST SEPTEMBER 2024

For its 7th edition, the Tour des Stations now encompasses 30 tourist destinations, representing 50 nationalities and is expected to attract over 3,500 participants. For the latter, regardless of the chosen route's length, the promise of reaching exceptional resorts in a magnificent environment serves as the primary motivator. One distinguishing feature of this bike race is its unique challenge: to conquer the elevation gain equivalent to Mount Everest in a single day! However, participants have the option to conquer 'their own summit' among the six routes available, starting in Le Châble and finishing in Verbier.

By day:

- MedioFondo (74 km - 2,900 m D+)
- GranFondo (133 km - 4,700 m D+)
- SuperFondo (185 km - 6,800 m D+)
- UltraFondo The Everest (242 km - 8,848 m D+)

Over several days:

- Ultimate 333 (333 km - 7,000 m D+)
- Ultimate 555 (555 km - 17,000 m D+)
- Ultimate 1000 (1,000 km - 26,000 m D+)

www.tourdesstations.ch



W VERBIER *****

Inspired by the mountain landscape yet with the dynamic energy of New York, the W Verbier is more than a hotel - it 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, a beach, 300m2 fitness centre and a spa area, everything is in place for a magical stay in the heart of the Swiss Alps.

www.marriott.com/fr/hotels/gvawh-w-verbier/overview





**AD-
VEN-
TURE**

Verbier may be renowned for chic sophistication, it is the vast open expanses and soaring peaks that truly define its spirit. These surroundings beckon adventurers to embrace life's challenges, carve their own paths through the mountains, endure arduous journeys and embark on authentic adventures.

**TOUR OF THE VAL DE BAGNES
- 5 DAYS**

This five-day itinerary immerses hikers in an alpine setting with a backdrop of the Combins, Vélán and Mont-Blanc massifs. The 90-km journey is suitable for both trail runners and hikers, and crosses mountain passes, including the Col des Otanes, the highest point of the tour at 2,846 m, spends restful nights in the renowned huts of the valley (Chanrion, Brunet, Mont-Fort and FXB Panossière), and passes by impressive sites such as the Corbassière glacier, the Mauvoisin dam, the Louvie lake, the Col des Mines. All these ingredients are sure to make this trek a highlight in every hiker's calendar.

Total: 90 km / 32h / Ascent 6,400 m / Descent 6,400 m

www.verbier.ch/summer/offers/tour-du-val-de-bagnes



**FRÈRES BRIGANDS
TREASURE HUNT**

This summer, head out on an exciting treasure hunt in La Tzoumaz, blending adventure, heritage and puzzles for all ages: an activity in the heart of nature, all about learning and fun. Dive into local history while exploring the ancient Grand Bisse de Saxon, the longest of Valais bisses (ancient canals dug into the mountainside to irrigate the fields

of high-altitude villages), surrounded by stunning natural landscapes. Adventure kits are available at the tourist office and provide all the tools needed for an unforgettable journey of discovery and fun, so you'll have everything you need to solve the riddles..

www.latzoumaz.ch



CAMPING BONATCHIESSE

The Sioux village in Bonatchiesse offers a unique overnight experience in an authentic Indian setting. Sleep luxuriously on a comfortable mattress in a tipi, enjoy a barbecue dinner and wake up to breakfast in a saloon in the middle of a larch forest. In the early morning, the bravest guests can set off to climb the Via Ferrata in the Mauvoisin gorge.

Tipis: 3, 5, or 10 people

Prices: CHF 40/adult, CHF 45 single, CHF 23/child (< 14 years)

www.bonatchiesse.ch/hebergementvillagesiouxtipis



NEW BASE CAMP

Unleash your adventurous spirit without compromising on comfort with Basecamp Events, a brand new summer offering. Experience the thrill of mountain camping in comfort – think cosy tents, warm comforters, and delicious, on-site chef-prepared meals. Enjoy eco-friendly camping with minimal impact, while participating in nature activities and workshops led by astronomy and photography experts. Top it all off with a magical night under the stars.

www.melodysky.com/photography-workshops

**TRAIL VERBIER
ST-BERNARD
BY UTMB:
5 – 7 JULY 2024**


The mountains of Verbier and the Pays du St-Bernard region are open to trail runners from all over the world with this 100% Swiss-made ultra-marathon nestled in the heart of the Alps! Runners can choose from four distances from 26 km to 140 km winding through the breathtaking landscapes of the Verbier and Pays du Saint-Bernard regions.

verbier.utmb.world





FREEDOM



FREEDOM



Freedom isn't just a concept in Verbier—it's a way of life. In this captivating destination, freedom means more than living without constraints; it's about the ability to truly embrace it. From the exhilarating adventures offered by electric mountain bikes to the tranquil, technology-free havens that free us from our limitations, Verbier is a place where liberation and freedom thrive.

< **THE PROTECTED NATURAL AREA OF UPPER VAL DE BAGNES**

The Upper Val de Bagnes, with its rugged landscapes, vast glacial expanses, imposing mountain ranges and rich diversity of natural environments, is recognised as being of national importance. For this reason, it is listed in the IFP (Federal Inventory of Landscapes, Sites and Monuments of National Importance) to protect its natural and unspoilt character. The region is also a federal free zone where the fauna is protected to allow the wildlife to regenerate and preserve a healthy population.

www.ofev.ch

VERBIER E-BIKE FESTIVAL: 15 – 18 AUGUST

From 15 to 18 August, Verbier switches to electric mode! For four days, e-bike enthusiasts of all ages and abilities get the chance to take part in activities dedicated to gravel, road, cross-country, enduro and downhill version 2.0. The heart of the Swiss mountains comes alive with discovery hikes, gourmet food tours, thrilling competitions, cutting-edge gear tests and legendary climbs that push your limits.

www.verbierebikefestival.com



AWARENESS WEEKEND IN LOUVIE

From Fionnay, the climb begins with only the sound of footsteps and breathing, leading to the Louvie plateau with its lake, hut and panorama of the majestic Grand Combin. Once you've slipped off your shoes, soak up the peacefulness of the place under the good care of Claudia, the hut's caretaker, before a sunset yoga session with Amélie at the end of the day. The next morning begins with chakra opening at dawn followed by another guided hike before descending back to Fionnay.

Day 1: 2-hr walk + Yoga
Day 2: Yoga + 4.5 hr Walk

Dates: 25-26 May, 8-9 June, 28-29 September, 5-6 October

Price: CHF 270.- p/person

www.louvie.ch



ON YOUR SCOOTER!

Fitted with brakes and shock absorbers, all-terrain scooters are fun for both adults and kids looking for excitement. For a safe and thrilling experience, Verbier offers two dedicated trails: Savoleyres to La Tzoumaz allows you to explore the Rhône Valley between mountain roads and forests, and Les Ruinettes to Médran with a breathtaking bird's-eye views of Verbier as you descend.

→ Hire scooters at La Tzoumaz and Savoleyres. Last run at 4pm

Prices: CHF 25 (including rental and pass)

www.verbier4vallees.ch



HÔTEL BEAU-SITE

For nearly 110 years, the Hotel Beau-Site has been welcoming visitors to its idyllic setting on the hills above the Rhone Valley. This historic and eco-friendly building has 13 rooms offering total peace and quiet with old-world charm. In the restaurant, chefs use organic, local and/or fairtrade ingredients to prepare vegetarian dishes, which you can enjoy on the terrace with a panoramic view of the Trient massif, the Catogne and the Grand Chavalard. Whether you prefer to stroll through the surrounding forests or go on a challenging hike to Pierre Avoi, the choice of itineraries from the Beau-Site are endless. Throughout the year, yoga retreats, tai chi courses and meditation weekends offer the perfect opportunity for rejuvenation and inner peace.

Rates: Valid all year round (overnight stay including breakfast):

single room: CHF 110
room for 2 persons: CHF 159
room for 3 or 4 persons: CHF 179 to 199

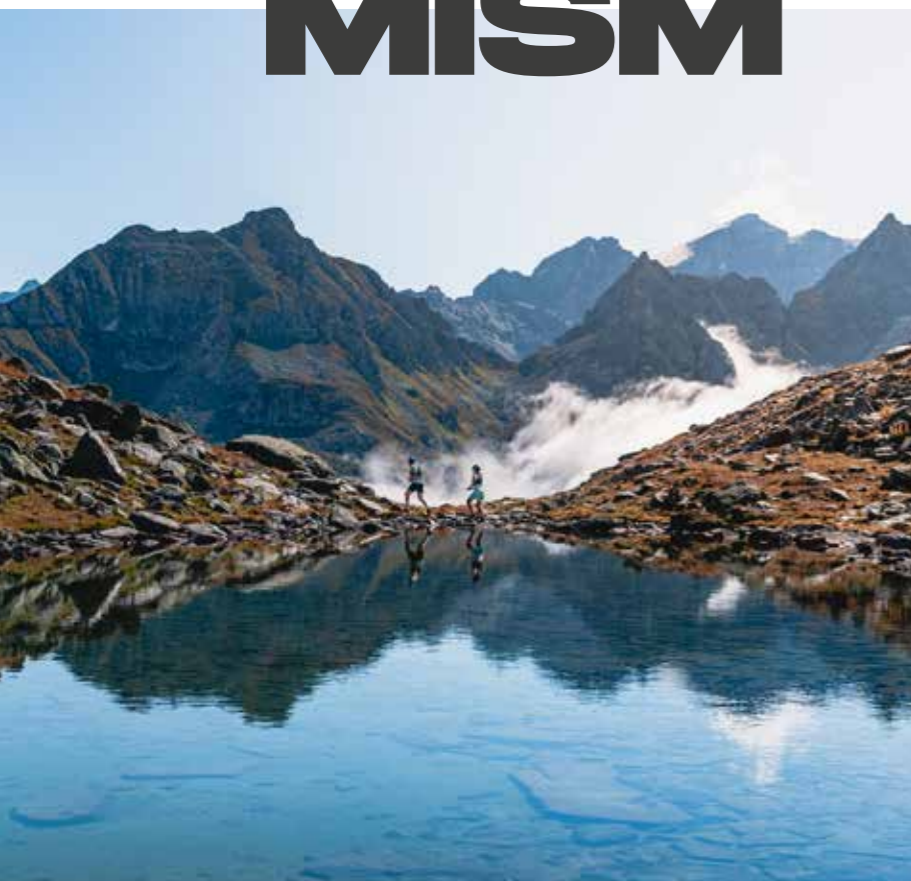
www.chemin.ch

DYNA MISM



Verbier, Val de Bagnes, and La Tzoumaz transcend the typical mountain resort. A vibrant blend of mountain charm and international village, they've long been a magnet for people from all over the world. Here, ideas are exchanged, innovation thrives and the spirit of perpetual motion reigns. It's a place to put down roots, chase dreams and embrace an active lifestyle that reflects the very essence of the destination.

DYNAMISM



SPARTAN: 24 – 25 AUGUST

Spartan Race, the global leader in obstacle racing, returns to Verbier on 24th and 25th August for two days of strength, endurance and determination. Whether you're a seasoned athlete or a beginner, there's an event for everyone, ranging from the 5km Sprint featuring 20 obstacles to the 10km Beast.

www.spartanrace.ch



THE LAND OF TRAIL RUNNING

The Verbier-Val de Bagnes and St-Bernard region is renowned as a haven for trail running enthusiasts. It has hosted prestigious races like the Ultra Trail du Mont-Blanc (UTMB) and the Trail Verbier-St-Bernard (Trail VSB), attracting some of the sport's most illustrious names. With 21 marked routes, the region caters to both seasoned athletes and novice runners, offering a diverse range of trails. From the grandeur of majestic glaciers to serene green pastures where Hérens cows graze, and from meandering rivers to impressive dams, runners can explore the region's multifaceted landscapes. Local trail experts like Jules-Henri Gabioud, winner of the Tor des Géants in 2011 and second in the PTL in 2019, along with Emily Vaudan, who secured third place in the X-Alpine du Trail VSB, have meticulously crafted an exceptional network of 415 km of routes, featuring 33,000 m of vertical gain. These trails not only offer exhilarating running experiences but also showcase the rich cultural and natural heritage of the region.

www.verbier.ch/summer/inside/todo/sports-activities/walks-and-hikes/trail-running

INTERNATIONAL SCHOOLS

If parents can comfortably telecommute from Verbier, children and teenagers could easily do the same! Thanks to the resort's two international schools, Copperfield International School and Verbier International School, they can continue their education in a dream setting, combining study with the joys of skiing. It's a way of combining work and leisure, and studying in renowned schools that put students' needs and well-being first. Various subjects are taught at different levels, with the aim of providing each student with the skills and knowledge that will guide them throughout their lives.

www.verbierinternationalschool.ch
www.copperfield.education



ROULI-BOULI

Rouli-Bouli returns this summer with an exciting new adventure! Building on its exploration of the Bisse des Ravines in 2022 and the enchanting facades of Bruson last year, the PALP Village now expands its horizons along the picturesque footpath connecting Bruson to Le Châble. More than a mere exhibition, Rouli-Bouli offers an unforgettable stroll celebrating local wood and evoking childhood memories. The concept is simple: participants collect a wooden ball at the village Carrefour and embark on a journey filled with art installations and animated exhibits, as the wooden balls zip through ingenious mechanisms and whimsical constructions. With poetic strolls, thrilling adventures and playful races, it's a walk like no other!

Date: 1 June to 1 September, 2024

Distance: 2.4km | **Duration:** 42 minutes
Descent: 181m | **Ascent:** 0m

www.palpfestival.ch



LE BIVOUAC CO-OFFICE

An appealing destination by nature, Verbier provides ample opportunities to blend outdoor activities with business. Le Bivouac stands as Verbier's latest private co-office workspace. Unlike traditional co-working spaces, it provides the privacy of your own office within a shared environment, complete with shared services. This setup offers unparalleled flexibility for entrepreneurs and freelancers to work in the heart of Verbier, whether for a few months or an entire season, just steps away from slopes, trails and charming villages.

www.lebivouac.ch



MONT-FORT SWISS LODGE

Enjoy Verbier without breaking the bank at this conveniently located lodge. Situated in the Verbier or Bruson gondola building and a stone's throw from the train station, it offers easy access to slopes, trails and Geneva airport. Choose from affordable single, double or quadruple rooms, all with en-suite bathrooms. This is your budget-friendly base-camp for unforgettable adventures in the 4 Valleys ski area, allowing you to pursue your passion for ski touring and cycling without worrying about costs.

Price: 70 CHF /person per night, including breakfast

www.montfortswisslodge.ch



EXCELLENCE

Beyond the slopes, Verbier elevates the art of living. Recognised as a premier global ski destination, Verbier sets the standard for excellence in everything it offers. From gastronomy and hospitality to music and culture, as well as innovation and craftsmanship, Verbier sets the standard for unparalleled quality and distinction.

EXCELLENCE

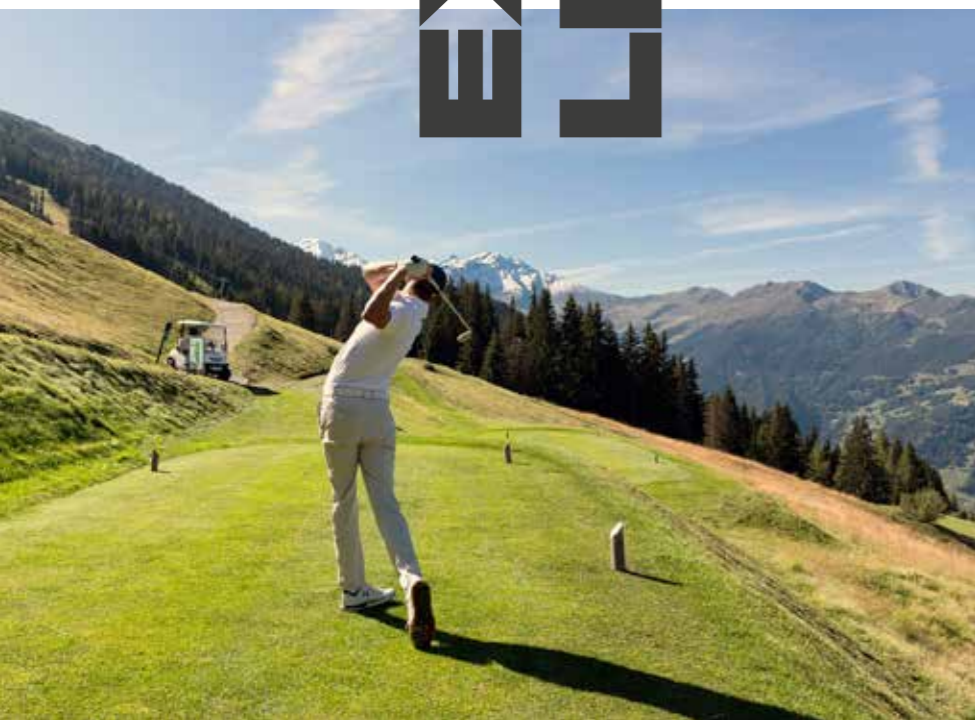


TABLE WITH A VIEW

Verbier tantalises every taste bud. Foodies will rejoice at the diverse culinary scene: under the helm of Sebastiano Lombardi, La Table d'Adrien (16 Gault&Millau points, 1 Michelin star) proposes gourmet cuisine with Italian flavours; Mediterranean flavours are also on offer at La Channe (13 points in Gault&Millau), an establishment run by Marco Bassi; at the W Kitchen (14 Gault&Millau points), chef Emiliano Vignoni puts on an extraordinary culinary journey; at La Grange (13 Gault&Millau points), local Thierry Corthay prepares regional and seasonal dishes while at La Cordée des Alpes (15 Gault&Millau points) Romain Maillot brings his touch of playfulness to an elegant setting.

www.verbier.ch/summer/inside/useful-info/food-and-drink/gastronomic-restaurants



PERFECT YOUR SWING

With two 18-hole golf courses, Verbier rolls out its green carpet for swingers from May to November. The Les Esserts course at par 69, 4,857 m long, is known for its technicality, fairways and wide open greens, where golfers are inspired by the mountainous backdrop of the Combins, Rogneux and Mont-Blanc ranges. Created around natural obstacles, numerous streams and the relief - the course was designed to be a pleasant, accessible walk for golfers of all ages. More accessible however, thanks to its location in the centre of the resort and because of the course itself (18-hole, par 54 Pitch & Putt), the Moulins golf course is ideal for players of any level who want to improve their technique.

www.verbiergolfclub.ch

VERBIER FESTIVAL: 18 JULY – 4 AUGUST

Every summer for 30 years, the Verbier Festival has been a hub for music lovers worldwide, bringing together legendary classical musicians with the next generation of musical stars. This 31st edition, from 18 July to 4 August 2024, promises a vibrant mix of classical and contemporary concerts, featuring renowned artists.

www.verbierfestival.com



LA CORDÉE DES ALPES *****

This upscale establishment reflects the relaxed elegance of Switzerland with impeccable finishes, advanced technology and unobtrusive service 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.

www.kvhotels.com/en/hotels/hotel-cordee-des-alpes.html

BLUEARK – INNOVATIVE SOLUTIONS FOR WATER SAVING

BlueArk is a technology innovation hub and laboratory based in Le Châble. Founded in 2018, it specialises in the management of natural resources, with a particular focus on the smart management and digitalisation of water. Its goal is to encourage and develop practical and innovative solutions to the challenges of climate change, particularly in the field of water. The ODILE project is a specific example of this. To help mountain farmers, a network of sensors has been installed to determine if and when to water the alpine meadows. If necessary, automatic valves are opened. As well as saving farmers extra work and unnecessary travel, this system also saves water and provides more fodder for the livestock.

www.blueark.ch



SARREYER & ITS SLOW FOOD COMMUNITY

Head for Sarreyer and discover the work of the members of the first Slow Food Community in Switzerland. At a bend in a steep alleyway, meet the village's chocolate maker, known for flavouring their creations with unusual local delicacies. A little further on, walk through a garden with the plant grower who cultivates aromatic and medicinal herbs. Continue to the mill, still in operation, and you will see the

artisanal distillery where massage oils and liqueurs are produced. Below, you can watch the cows and sheep of the Glariers farm wander around. While meeting, discussing and tasting, you will uncover the subtle link between man and nature in Sarreyer.

www.sarreyer-decouvertes.ch



PRO- XIMITY



PRO- XIMITY



Since ancient Neolithic times, the Val de Bagnes region has been deeply rooted in agriculture. Today, this tradition continues with local farmers driving the region's dynamism. With a strong connection to nature, the area prides itself on authenticity and human warmth, values cherished by its residents throughout history.



^ ALPAGE DE LA CHAUX

Alpine pastures are an essential part of the Alpine landscape. Not only do they maintain the landscape and biodiversity of alpine meadows, which would be overgrown by forest if the animals didn't graze there, but they also contribute to the production of the renowned Raclette d'alpage cheese. In La Chaux, the Luisier family, who own a farm in the village of Sarreyer further down the valley, look after the alpine pastures and their cows, producing their cheese on site at an altitude of 2,200 m. Their dedication to excellence has been recognised by prestigious entities like the Raclette du Valais AOP interprofession and the Swiss Cheese Awards, which have bestowed numerous medals and prizes upon the La Chaux alpage for their exceptional cheese production.

www.grand-entremont.ch

BEEKEEPING COMPETENCE CENTRE

Bees play a crucial role in our ecosystems and agriculture, serving as vital indicators of environmental health. However, their alarming mortality rates raise concerns. In response, the Société apicole d'Entremont has initiated a pioneering project in Switzerland: the Beekeeping Competence Centre. Opening this summer along the banks of the Dranse river near Sembrancher, the centre will serve as a hub for research, beekeeper education, apitherapy, and the sale of honey and hive products. Over time, the centre and its surrounding outdoor spaces will evolve into a year-round visitor destination, fostering awareness and knowledge about beekeeping.

www.grand-entremont.ch/fr/grand-entremont-pages/l-apiculture



GRAND ENTREMONT

Representing the whole region and the emblem of innovative and dynamic mountain agriculture, the Grand Entremont brand unites producers, residents and those involved in the promotion of this land. This is an exceptional mountain terroir known for its products with a taste of the peaks: and is the promise of the Grand Entremont agricultural producers to its consumers. Cheeses and dairy produce, aromatic and medicinal plants, flours and bread, fruit and vegetables, honey, meats, drinks, eggs, jams, chocolates - all these quality products are on sale in the groceries in the region.

www.grand-entremont.ch

THE GRAND MARKET OF ALPINE TERROIRS: 15 - 16 JUNE

Bruson village, nestled in the heart of the Alps, invites producers from across the Alpine region, spanning from Slovenia to France, and from Italy, Germany, Austria to Switzerland. This event celebrates the gastronomic heritage of these regions and raises awareness about mountain agriculture. The Grand Market of Alpine Terroirs is a must-visit for stocking up on local mountain delicacies, discovering new recipes from renowned chefs, and indulging in wines and cheeses from various Alpine regions. The event will feature workshops, roundtable discussions and entertainment, all set in the festive and welcoming atmosphere of PALP. Expect music, dance and cultural delights while engaging in debates about the Alps' significance as a unified region.

www.palpfestival.ch



HÔTEL LA VALLÉE

Hôtel & Spa La Vallée holds a significant place in the history of Val de Bagnes and Verbier, being one of the oldest establishments in the area. This family-run hotel has been passed down through generations, with each member of the Pellissier family playing a role in its success. From parents Patricia and Jean-Marc to grandmother Denise, who was the former owner, and even the children and godchildren, everyone contributes to fostering a warm and inviting atmosphere. As a true family business, the hotel offers 15 cosy rooms, a restaurant showcasing local flavours, and a 150m² spa featuring a sauna, hammam and an exceptional outdoor hot tub.

www.vallee.ch



SINCERITY

In the Val de Bagnes, authenticity and tradition are not merely preserved – they are proudly celebrated and shared with genuine warmth. From ancient stone edifices to vibrant festivals brimming with life, this region boasts a wealth of unique riches waiting to be discovered with heartfelt sincerity.

SINCERITY



BAGNES CAPITALE DE LA RACLETTE: 21 – 22 SEPTEMBER

This is one of the largest events celebrating local products and, of course, cheese, and it all happens in Le Châble! More than 15,000 foodies from all walks of life gather for a weekend to indulge in cheeses and raclettes that come from local producers in the Bagnes valley and Entremont district. On Sunday, the original producers of these cheeses are in the spotlight - the "queens" (both horned and dairy cattle) from various mountain pastures parade the streets accompanied by their own folk dance and music troupe.

www.bagnesraclette.ch

SHEPHERDS' HUTS & VAULTED STABLES

Shepherds' huts (îtres) and vaulted stables (écuries) dot the landscape on the pastures of the Val de Bagnes at an altitude of between 1,800 and 2,500 m. More than 600 buildings have been recorded and the presence of humans on these sites has been documented back to the Mesolithic period. About 30 of these buildings have been restored using the original dry stone technique. The Association ArcAre has also been working since 2013 to protect and revive this mountain heritage. Find out more on walking tours such as the Tour des Ecuries du Crêt and Vasevay or the Tour du Lac de Mauvoisin via the Giétro and Lia stables.

THE GUARDIAN ANGELS OF VAL DE BAGNES

Understanding and respecting nature isn't something that's simply taught; it's gained through firsthand experience. Interacting with protected areas and their guardians allows us to develop a profound appreciation for living in harmony with the natural world. In the Val de Bagnes, extensive natural landscapes, particularly in the Upper Val de Bagnes, require preservation. This summer, a dedicated team of rangers will patrol the Upper Val de Bagnes to help people understand how to live in harmony with nature. They'll provide information, answer questions and assist visitors, aiming to promote a healthy balance between recreational activities, agriculture, tourism and the preservation of protected areas.



MAISON DE LA FORÊT

At the entrance to the Espace Nature, in the Forest House (Maison de la Forêt), two exhibitions await families this summer. One, the Animals of the Forest, allows you to discover, touch and listen to the calls of several local species of birds and mammals that inhabit the woods. The other offers a deep dive into the forest ecosystem from original perspectives (through the eyes of animals, plants and even tiny mushrooms).

→ Free admission

www.latzoumaz.ch/summer/offers/exhibitions-at-the-maison-de-la-foret-la-tzoumaz-riddes-en-summer-3020065



HÔTEL DE MAUVOISIN

The Hôtel de Mauvoisin, built in 1863, holds a significant place in the history of Val de Bagnes. Perched atop a rocky peak with sweeping views of rugged gorges, it has witnessed the pinnacle of mountaineering, the conquest of peaks, the growth of summer tourism, and the construction of hydroelectric dams, notably the nearby dam completed in 1957. Today, the original structure remains remarkably intact, offering various accommodations including a dormitory, as well as single, double, and triple rooms. Within these historic walls, the hotel provides a culinary experience characterised by quality, simplicity, and authenticity, catering to hikers and mountaineers setting out from this renowned establishment on their adventures.

www.hoteldemauvoisin.com

RECONCILING DIFFERENCES



Whether you're an early riser or a late-night reveller, whether you seek extreme sensations or simple pleasures, Verbier welcomes you with open arms. Whether you're a hipster or a local, whether you love the spotlight or prefer to blend into the background, it's a place where contrasts thrive.

MAUVOISIN DAM

At Mauvoisin, art and history come together in a breathtaking setting. Located in the Upper Val de Bagnes nature reserve and built between 1951 and 1958, the Mauvoisin dam stands tall as a remarkable 250-m-high concrete structure, earning its distinction as the tallest arch dam in Europe. To explore the captivating history of its construction, visitors can follow a dedicated trail along the dam's crest, which includes passage through a historic 392-m-long gallery.

Artistry also graces the foot of the dam, where Michael Heizer, a renowned Land Art artist born in California in 1944, presents his masterpiece «Tangential Circular Negative Line Sculpture.» This artwork is inspired by a sign Heizer drew four decades earlier in the Nevada desert sands using his motorcycle. Once ephemeral, this sign now finds a permanent home, perpetuated by its striking setting at the base of the Mauvoisin dam.

www.verbier.ch/summer/inside/destinations/must-see-places/mauvoisin-dam



**RECON-
CILING-
DIFFER-
ENCES**



EXPOSITION FAIRE (AVEC)

Imagine the future, circa 2080: an ecological catastrophe has ravaged the Alps, reducing the modern world to rubble. Yet, amid the devastation, a beacon of hope emerges in Le Châble. Near the church, a resilient structure stands tall, defying the chaos surrounding it.

Inside the Musée de Bagnes, the «Faire (avec)» exhibition challenges us to confront the future. Operating entirely without electricity, the museum transforms into a space of creative exploration. Dusty tools, spare parts, forgotten doc-

uments and faded images are displayed alongside regional heritage, inviting visitors to decipher, reimagine and reinvent. The message is clear: the solutions for tomorrow lie in harnessing the ingenuity of the past.

→ On display at the Musée de Bagnes until 10 November 2024

Price: CHF 5

www.museedebagnes.ch/evenements/faire-avec



A 3-DIMENSIONAL WALK

The 3D Sculpture Park offers a leisurely walk along a path overlooking the majestic Combins mountains, stretching from La Chaux to Les Ruinettes, where visitors can encounter monumental works of art. Each year, artists in residence in Verbier are invited to explore the theme of climate change related to water and energy, using materials, technologies and elements from the alpine environment of Verbier. Everyone is welcome to come and experience this outdoor gallery experience at their own pace.

www.3-dfoundation.com

PALP FESTIVAL

The Palp Festival is an extravagant adventure, brimming with memorable gatherings, cultural highlights and culinary delights. This extraordinary festival unfolds across twenty or so events, commencing in spring, hitting its peak in summer, and winding down in autumn. A distinctive feature of the festival is its fusion of traditional elements with contemporary influences. For example, festival-goers can enjoy raclette paired with electro music at Electroclette or rock music at Rocklette.

→ Rocklette: 3 - 11 August
→ Electroclette: 17 - 18 August

www.palpfestival.ch



CABANE MONT-FORT

The legendary mountain hut and restaurant, Cabane Mont-Fort, has one of the most breathtaking views of the Verbier mountain range. Perched on a rocky outcrop like an eagle's nest, it offers a spectacular panorama that includes Mont Blanc and the Grand Combin. Despite its lofty altitude of 2,457m, Cabane Mont Fort is easily accessible to both mountain bikers and hikers. Indulge in authentic mountain cuisine prepared with the finest ingredients. The latest addition is the unexpected high-altitude bakery where a master baker crafts bread, pastries and cakes – a delightful surprise. Taste adventure without sacrificing comfort.

www.cabanemontfort.com

ALPINE AGENDA

Verbiere, Val de Bagnes and La Tzoumaz offer a summer calendar packed with small group activities, lively gatherings and unforgettable moments.

More information on:
www.verbier.ch/summer/inside/events

JUNE

GREAT ALPINE TERROIR MARKET

15 – 16 June 2024
www.palpfestival.ch

JULY

TRAIL VERBIER SAINT-BERNARD BY UTMB

5 – 7 July 2024
verbier.utmb.world

RENCONTRES VERBIER MUSIQUE & CINÉMA

12 – 14 July 2024
www.verbiermusiquecinema.com

LA TZOUMAZ CRAFT MARKET

13 July 2024
www.latzoumaz.ch

VERBIER FESTIVAL

18 July – 4 August 2024
www.verbierfestival.com

AUGUST

ROCKLETTE

3 – 11 August 2024
www.palpfestival.ch

FÊTE DES FAMILLES

4 August 2024
www.verbier4vallees.ch

INSPIRE YOGA FESTIVAL

10 – 11 August 2024
www.inspireyogafestival.com

VERBIER E-BIKE FESTIVAL

15 – 18 August 2024
www.verbierebikefestival.com

VERBIER OPEN (TENNIS)

15 – 25 August 2024
www.verbieropen.com

ELECTROCLETTE

17 – 18 August 2024
www.palpfestival.ch

GRAND RAID

23 – 24 August 2024
www.grand-raid-bcvs.ch

VERBIER PRO AM BY W VERBIER (GOLF)

24 August 2024
www.verbiergolfclub.ch

AUGUST

SPARTAN

24 – 25 August 2024
ch.spartan.com

FORCETHON

25 August 2024
www.verbier4vallees.ch

TOUR DES STATIONS

31 August – 1 September 2024
www.tourdesstations.ch

SEPTEMBER

MANCHE DE COUPE D'EUROPE DH IXS

13 – 15 September 2024
www.ixsdownhillcup.com

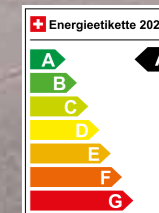
BAGNES CAPITALE DE LA RACLETTE

21 – 22 September 2024
www.bagnesraclette.ch



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VERBIER



An Alpine village with undeniable mountain charm, Verbier perfectly combines outdoor sports, a family atmosphere and exceptional services.

The most cosmopolitan of the Valais resorts, it spreads out over a vast sunny plateau with breathtaking views of the most famous Alpine peaks. While the resort is known for its hospitality and the variety of sports on offer, Verbier also attracts holidaymakers with a wide range of other activities. From music festivals - classical, electro or rock - and events dedicated to relatively new disciplines such as the E-Bike Festival, from Verbier Bikepark to golf courses, local or global flavours, Verbier offers a mix of active, cultural, gastronomic and relaxing holidays in a majestic setting.

www.verbier.ch/summer/inside/destinations/tourist-destinations/verbier



TOURIST DESTINATIONS

UPPER VAL DE BAGNES



The picturesque villages of the Upper Val de Bagnes are a favourite destination for nature lovers and travellers looking for authenticity. Follow the Dranse de Bagnes river, and you'll come across villages with tilting names: Lourtier, Fionnay, Sarreyer and Bonatchiesse - all little corners of paradise where you can forget time and indulge in slow food. A hidden treasure, the preserved natural area of the Upper Val de Bagnes is protected in the Federal Inventory of Landscapes. The exceptionally rich landscape demands respect and a certain humility from hikers. Ibex, chamois, bearded vultures as well as red frogs and butterflies all call this remote, wild place home. And at the end of the valley, where the road ends, is the majestic Mauvoisin dam, the last trace of civilisation before you get to Italy.

www.verbier.ch/summer/inside/destinations/tourist-destinations/upper-val-de-bagnes

On the hills high above the Val de Bagnes, Bruson is a charming mountain village with stone and wood chalets, and 400 or so permanent residents. It provides visitors with a calm, authentic Alpine setting. Here, life is closely linked to agriculture, and a new local, community-based economy has been developed. The annual Palp Festival - which brings together contemporary music, art and traditions - takes place in Bruson and runs a grocery shop called La Brusonette. Near the beginning of the Bisse des Ravines trail, Eddy Baillifard, the Swiss ambassador for Raclette - or 'Mr Raclette' himself - serves his famous cheese dishes year-round. And to top it all off, marked paths and enduro trails criss-cross the surrounding area much to the delight of walkers and mountain bikers.

www.verbier.ch/summer/inside/destinations/tourist-destinations/bruson



BRUSON

VOLLÈGES



Gateway to the Val de Bagnes, the village of Vollèges is firmly attached to its traditions. Built around its 500-year-old bell tower, Vollèges is the capital of the only wine-producing commune in the region. Down one side flows the Merdenson, a raging mountain stream, which then runs into the Dranse de Bagnes. Keeping alive with ancient customs, Vollèges has a traditional bread oven built at the beginning of the 20th century which is a focal point for village gatherings. The Atelier des Terroirs produces local specialities such as the 'Fratze' sausage. As well as the extremely popular Beer Walk, organised every summer along the small village streets, the commune of Vollèges also offers beautiful walks towards the Col du Tronc or La Crevasse.

www.verbier.ch/summer/inside/destinations/tourist-destinations/vollages



On the northern slopes of Verbier, overlooking the Rhône valley, the village of La Tzoumaz, formerly known as 'Mayens-de-Riddes' comes from the word 'tzoumer' in Valaisan dialect, meaning the place where you rest. Mountain bikers, e-bikers and downhill enthusiasts get their adrenalin pumping with both easy and advanced trails leaving from the top of the Savoleyres gondola lift or in the hills of Vallon d'Arbi at more than 2,300 m altitude. Hiking routes, mountain scooters and numerous family walks and sports complete the offer. In this little corner of paradise overlooking the Rhone valley, family-friendly activities in nature take centre stage.

www.latzoumaz.ch



LA TZOUMAZ

Sitting at a crossroads, Le Châble is a peaceful haven where you can enjoy life at a traditional pace.

The capital of the Bagnes commune, Le Châble is linked to Verbier and Bruson by gondolas, which depart from next to the train station. Traditional customs play an important part in the hearts of locals, who keep them alive through a number of popular festivals, including 'Bagnes, capital of raclette', the flagship event for the region. It's held every year at the contemporary Espace Saint-Marc event centre, which also has an outdoor playground and an urban sports area with a skate park and pump track.

www.verbier.ch/summer/inside/destinations/tourist-destinations/le-chable



LE CHÂBLE



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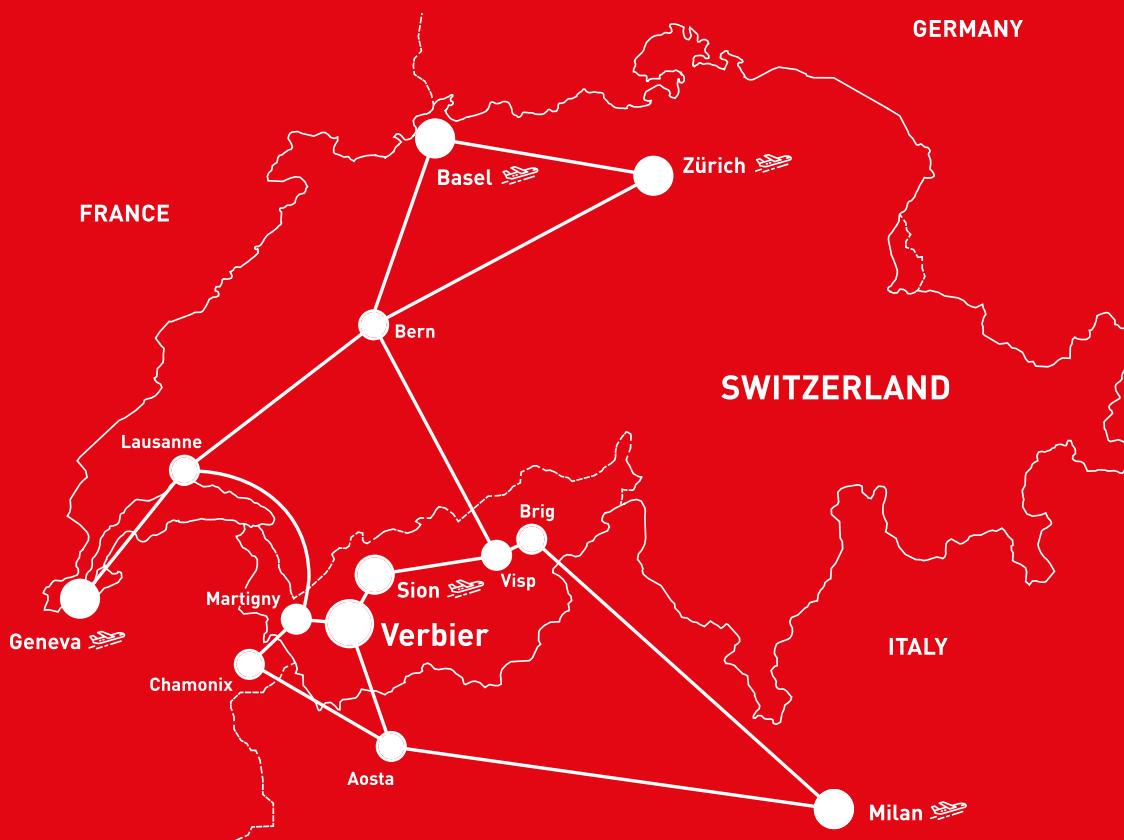


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