

Press release

Monday, January 27, 2025

April. But make it Verbier. – An Exceptional April to Experience in 2025

This year, Verbier is going all out to close the season with a brand-new event that will run throughout the entire month of April. "April. But make it Verbier" will bring together existing events and introduce a series of new ones to animate the resort and make April a big celebration for everyone.

April. But make it Verbier was born out of the desire to highlight the end of the winter season in a festive and unique way while taking advantage of excellent snow conditions at higher altitudes. In addition to strengthening existing events such as the Verbier Art Summit or the Verbier Charity Ball, a whole range of new activities will make Verbier an unmissable destination for the month of April.



Snow Pride Verbier – Saturday, 5th April 2025

Verbier will host the first Pride event in the Valais Alps, a colorful and festive event on the slopes and in the resort. The program will include activities on the slopes, such as a "Drag Race" and DJ sets starting at the Inkontro restaurant at 11:30 AM. For this occasion, discounts on ski passes will be offered to those who purchase a pass or package in advance and come dressed in rainbow colors. After-ski and evening festivities will continue in the resort's bars, guaranteeing a lively atmosphere.



Back2Back Verbier –11th-12th April 2025

Ski and music enthusiasts will be thrilled by this new event on the slopes. The concept? Teams of three skiers, supported by local businesses, will first compete in a parallel slalom competition. Then, an open freestyle competition on an airbag will take place on the slopes. Spectators can enjoy DJ live performances by well-known musicians throughout the weekend, with a lively celebration on the slopes and a closing party. Admission will be free for the public.

HOP: Easter with the Family in Verbier – 18th-20th April 2025

The HOP festival will offer a family celebration to mark Easter, with egg hunts for the little ones and treasure hunts for the bigger ones. The event will take place at Place Blanche and offer various activities for children as well as DJ sets for adults. On Saturday, a special edition of Oddicy – an epic investigative game that immerses participants in an interactive story – will take place across the resort. On Sunday, the traditional Easter egg hunt by Verbier Tourism will provide a joyful family moment.

Le Médran Street Festival – 21st-27th April 2025

A brand-new street festival will set up shop in Verbier with the Médran Street Festival. Throughout the week, the resort's shops and local clubs will offer original activities and a spring clearance sale. The star of the event will be a giant tubing track that will descend Médran Street all the way to Place Centrale. The resort's bars will host lively closing parties, adding the final touch to this festive week.

UNLTD BLOCK PARTY BY VERBIER FESTIVAL– Saturday, 26th April 2025

To end the season in style, a free concert will be held on Saturday, April 26, in the evening, in collaboration with UNLTD (powered by Verbier Festival). The concert will take place in the middle of Médran Street, offering the perfect spot to watch the sunset over the mountains. This musical moment will be the grand finale of an exceptional April in Verbier. The artists will be announced soon.

For more information and the program (subject to confirmation and modification), visit:
www.verbier.ch/april

Contact

Simon Wiget
Verbier Tourisme
Director
+41 79 306 46 67

Diane Michellod
Verbier Tourisme
Project Coordinator
+41 79 522 07 49