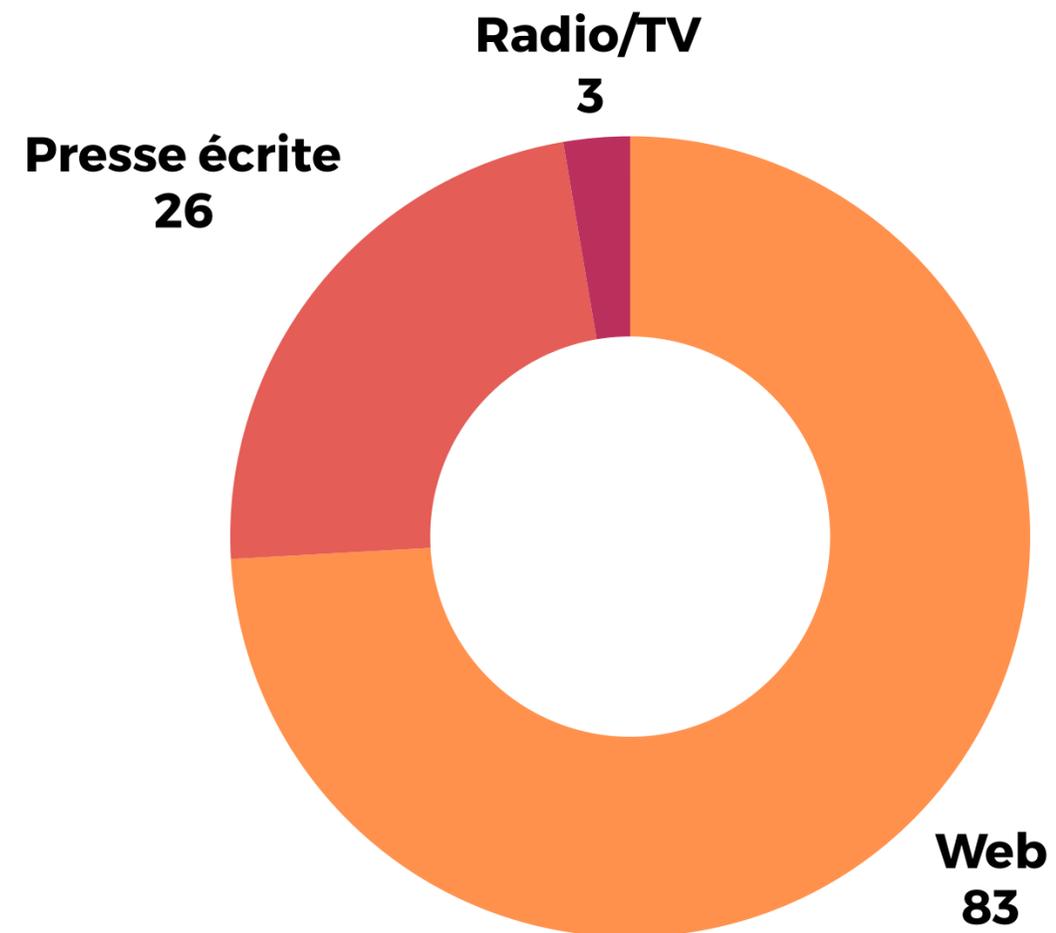




ETE 2024
RETOMBÉES MÉDIATIQUES

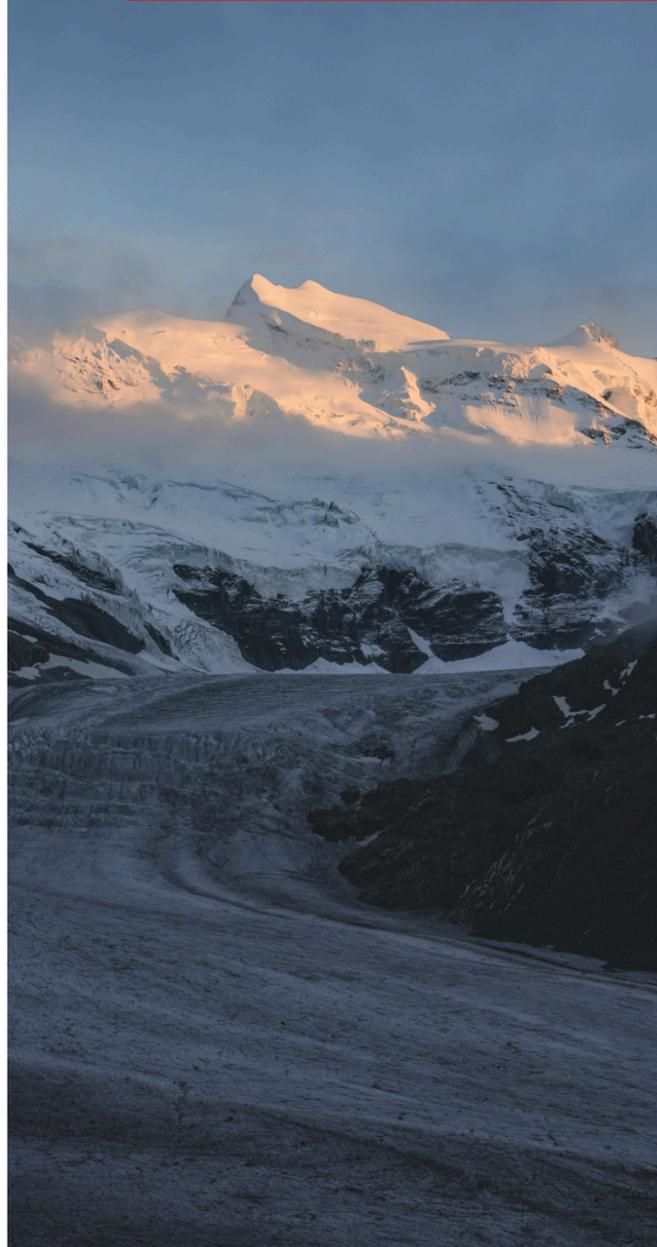
VERBIER ⁺
PURE ENERGY

QUELQUES CHIFFRES - ÉTÉ 2024



112
parutions issues du travail RP

40'622'031
personnes touchées



Quelques exemples de retombées médiatiques



TF1

"On fond pour la raclette depuis 450 ans"

Télévision nationale - France

Format: télévision

Audience: 6'200'000

Source: accueil octobre 2024



The Irish Independent

"My 'coolcation' with a difference - summer is just as special in a Swiss ski resort "

Quotidien national - Irlande

Format: papier + en ligne

Audience: 1'013'676

Source: voyage de presse juillet 2024

[Lien vers l'article](#)

Irish Independent 



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Europe

My 'coolcation' with a difference – summer is just as special in a Swiss ski resort

Verbier in July? It can be a surprisingly beautiful break, with Alpine scenery, mountain biking and a photography course some of the benefits of a Swiss 'coolcation'



Nicola enjoying a photography skills course

The Scotsman + 5 autres médias

"How to dodge the crowds at Verbier - visit in the summer for spectacular views and great gastronomy"

Quotidien - Royaume-Uni

Format: web

Audience: 4'430'620

Source: voyage de presse juin 2024

[Lien vers l'article](#)

[Read This](#)

How to dodge the crowds at Verbier - visit in the summer for spectacular views and great gastronomy

By [Ralph Blackburn](#)
Politics Editor



Published 5th Aug 2024, 17:27 GMT

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With unique heritage, spectacular views and delicious produce, Verbier and the Val de Bagnes is so much more than a skiing destination.

There's a loud crack and a moan metres away from me, as two huge female cows smash their heads together. To my left, another giant heifer tangles horns with a rival and tries to rip it to the ground. In between them, cows stand around a bellow out into the crisp, foggy air.

I'm not in Spain at a bullfight, which is the country most people associate with this kind of battle, but standing at almost 2,000 metres altitude near the top of a mountain in the Swiss Alps. All around me, dozens of huge cows are standing, snorting and fighting.



Het Laatste Nieuws + De Ring

"Manneken Pis begint wel érg vroeg aan het wintersportseizoen"

Quotidien national - Belgique

Format: papier + en ligne

Audience: 938'643

Source: Brussels Calling

[Lien vers l'article](#)



BRUSSEL

MANNEKEN PIS BEGINT WEL ÉRG VROEG AAN HET WINTERSPORT- SEIZOEN

Wie donderdag Manneken Pis zag, moet wel even grote ogen getrokken hebben. Het beroemde beeldje droeg... een skikostuum, geschonken door de Zwitserse gemeente Val de Bagnes.

De rode outfit is een eerbetoon aan de vele Belgische wintersporters die al generaties lang de skioorden in de regio, met name Verbier, hebben bezocht. Val de Bagnes, bekend om zijn adembenemende skigebieden en landschappen, heeft een lange geschiedenis van wintersport, en het skidorp Verbier is daar het kroonjuweel van. Al sinds het midden van de 20ste eeuw trekken Belgen in grote getale naar Verbier om te genieten van de sneeuw, de bergen en de gastvrijheid die de regio te bieden heeft. Het skikostuum van vandaag symboliseert deze warme band tussen de Zwitserse regio en de Belgische toeristen. (CSD)

The Metro London + Scotland

"How to snap the perfect holiday"

Quotidien national - Royaume-Uni

Format: papier

Audience: 1'072'492

Source: voyage de presse juillet 2024

HOW TO SNAP THE PERFECT HOLIDAY

Join a Swiss course and learn how to take stunning photographs, enjoying a fun break into the bargain. All you need is a phone...

by KEITH PERRY

PHOTOGRAPHER Melody Sky squints as she judges my latest snap of snowy mountain peaks in Verbier's stunning Swiss Alps. 'Well, your horizon's not quite straight and you've chopped off half of that beautiful mountain to the left,' she says.

Melody then takes my iPhone 15 and shows me how to compose a proper photo using the 'level feature' in the phone's settings and a grid to aid composition. The result is stunning and captures the Matterhorn in the distance. I'm starting to see that 'point and shoot' isn't all there is to it, even with a high-tech phone.

Earlier, Melody asked me to take a picture of a purple flower covered in morning dew.

'Get much closer to capture the droplets,' she said, pushing my phone right up so it was touching the petals. Again, the result was so much better than my original effort.

I'm on one of Melody's photography bootcamps with an array of more experienced photographers from the UK and Belgium, all aiming to boost our skills - whether using an iPhone or the latest Canon digital SLR.

Melody, based in Verbier for ten years, shoots skiing, snowboarding and ice diving, and can organise a camp for all

levels, including beginners or for iPhone photography. There's even a camp for drone photographers, while astro photography camps have an

astrophysicist present with a telescope and astronomy gear, and glacier photo camps have a glaciologist. Action sports camps have athletes, including a downhill bike pro to guide and model.

But be warned - it's not a holiday camp for sleepyheads. Melody's up at dawn to capture the mountains in their best light and she'll keep you up late for night photography lessons.

Our course includes a hike to picture snowy peaks at Mont Fort, Verbier's highest point. We cycle up from the town on e-mountain bikes to our base for the first night, Cabane Mont Fort - a pretty mountain hut at 2,457m.

Next day we head to our mountain campsite, the Alpage de la Chaux base camp, at 2,200m, where we are welcomed with cold beers and a delicious local cheese dish. There's even a sauna tent next to an ice-cold stream.

We focus on sunrise and sunset - and the few hours before and after both - learning how to use the fabulous light.

Top tips? Straighten your horizons, avoid objects around the edges of a photo, avoid chopping off feet, tops of heads and other important parts of a subject. Move your body instead of asking the subject to shift, use natural light and stabilise your camera/phone.

After three days, I leave with an album of thoughtfully framed photos... but the memories are the real joy.



20 minutes

"Des Valaisans habillent le Manneken-Pis en skieur suisse"

Quotidien - Suisse

Format: en ligne

Audience: 409'000

Source: communiqué de presse

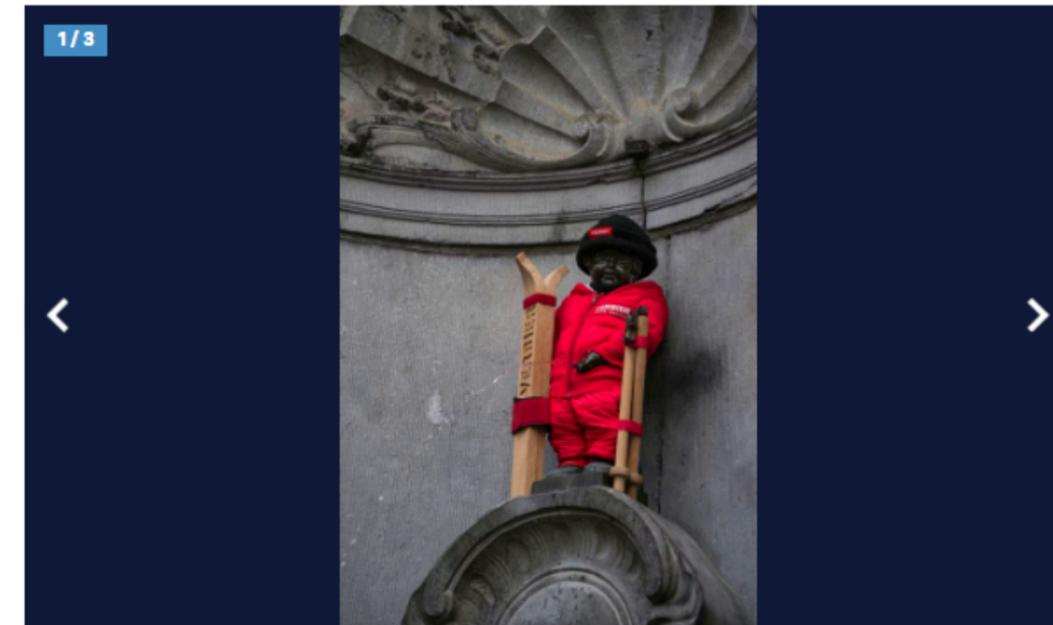
[Lien vers l'article](#)

Des Valaisans habillent le Manneken-Pis en skieur suisse

La fameuse statue belge du bébé qui urine a été récemment habillée en skieur par la commune du Val de Bagnes et Verbier Tourisme.



par
Francisco Carvalho da Costa



Le Manneken-Pis a été habillé en skieur suisse jeudi dernier.
Lucia Harrison

Le Manneken-Pis, un des plus fameux bébés du monde, compte désormais un habit supplémentaire dans son armoire. Une combinaison de ski suisse, plus précisément une tenue originaire du Val de Bagnes (VS). La commune a envoyé toute une délégation la semaine dernière en Belgique, composée notamment de personnes de Verbier Tourisme, pour offrir ce costume rouge à la statue

The Times

"I went to one of the most famous Swiss ski destinations - in the summer"

Quotidien - Royaume-Uni

Format: en ligne

Audience: 3'065'586

Source: voyage de presse juin 24

[Lien vers l'article](#)



Sudinfo

"Manneken-pis enfile sa première tenue de ski"

Quotidien - Belgique

Format: vidéo + en ligne

Audience: 364'039

Source: Brussels Calling

[Lien vers l'article](#)

Manneken Pis enfile sa première tenue de ski : « Nous sommes très heureux de partager le patrimoine de nos amis belges »

Ce jeudi 26 septembre, Manneken Pis a reçu une nouvelle tenue pour le moins inattendue : un équipement complet de skieur, gracieusement offert par la station suisse de Verbier.



Par Félix Delcorps
Publié le 26/09/2024 à 18:41



À 10h45, dans l'enceinte historique de l'Hôtel de Ville de Bruxelles, la cérémonie bat son plein. Le petit Julien, comme on le surnomme affectueusement, s'apprête à revêtir son tout premier costume de skieur.

National Geographic
Traveller + National
Geographic

"How to walk the Tour des Combins, the best long-distance hike in the Alps"

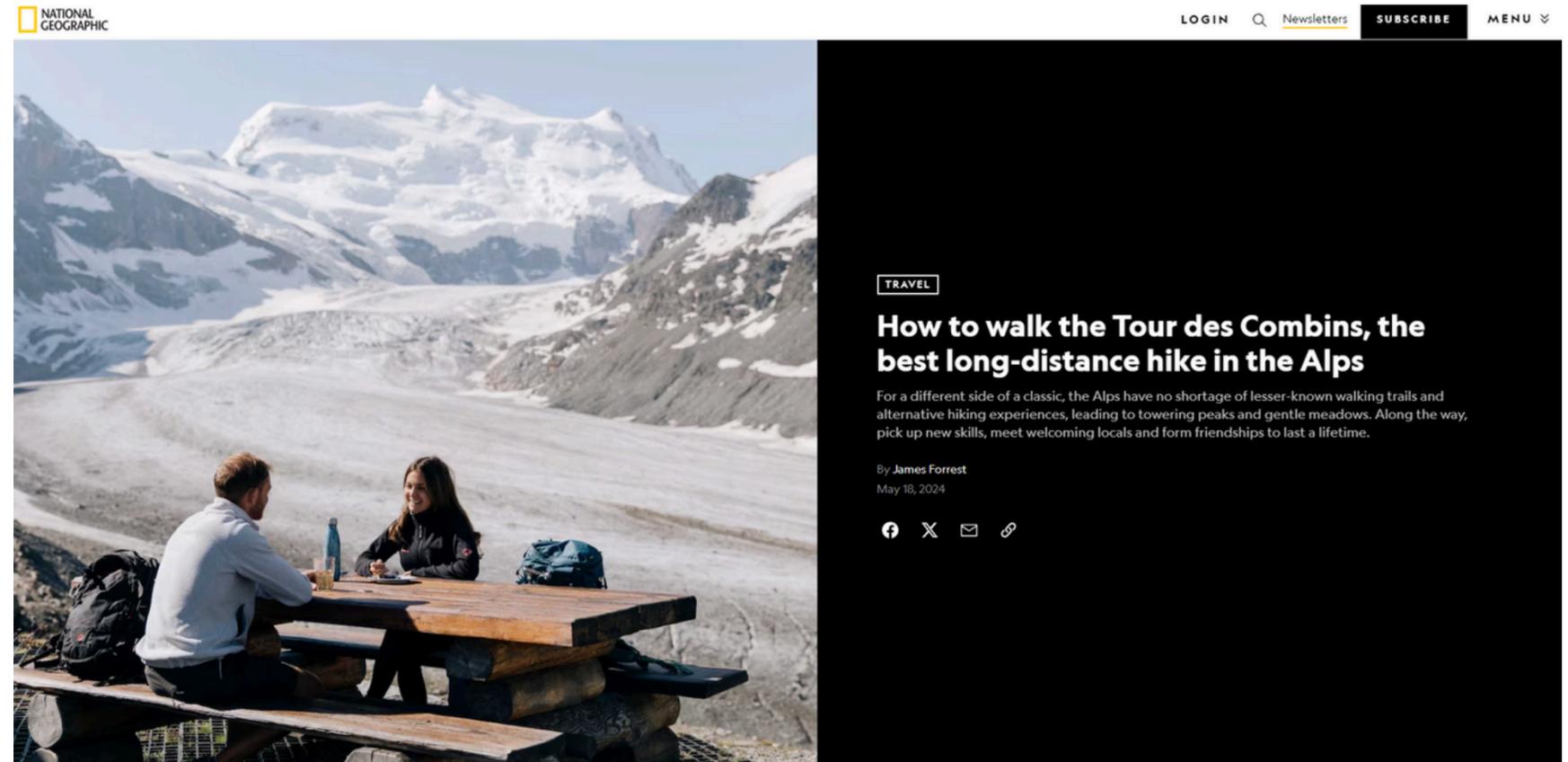
Magazine - Etats-Unis/Royaume-Uni

Format: en ligne + papier

Audience: 9'580'599

Source: voyage de presse juillet 23

[Lien vers l'article](#)



Le Dauphiné Libéré

"Les 450 ans de la raclette célébrés en son royaume...le Valais"

Quotidien régional - France

Format: papier + en ligne

Audience: 2'200'000

Source: voyage de presse septembre 24

[Lien vers l'article](#)

Gastronomie

DL Les 450 ans de la raclette célébrés en son royaume... le Valais

Le Valais a deux religions, le catholicisme, et la raclette, qui ne va jamais sans un petit blanc. Ce dimanche, la Suisse a fêté les 450 ans de cette divine invention dans le Val de Bagnes, et ça a envoyé de la demi-meule...

Sébastien Colson - 22 sept. 2024 à 18:33 | mis à jour le 14 oct. 2024 à 21:45 - Temps de lecture : 4 min



Le coup de poignet sec, pas étonnant qu'Eddy Baillifard soit le Federer des racleurs, à tel point que son geste a été modélisé pour le robotclette, invention forcément valaisanne. Photo Le DL /Greg Yetchmeniza

The Sunday Post

"Life-affirming glow of a summer on the slopes"

Hebdomadaire - Royaume-Uni

Format: papier

Audience: 99'507

Source: voyage de presse août 24

Life-affirming glow of a summer on the slopes

WORDS
THOMAS HAWKINS

"I'm going to jump in, daddy." My youngest daughter, Freyja, stares at the diving board that stretches eight feet above the powder-blue water of the pool. I eye her nervously. I'm not sure I would attempt it. But she is six, she is young and fearless. I take the safer option of the metal steps. The water is cool and refreshing in the heat of the midday sun.

I watch as she climbs the ladder, strides forward and jumps without a hint of hesitation.

So far so normal for a family holiday in the sun. Except, this is anything but normal.

For we are not in a crowded hotel pool in Spain and the backdrop here is not identikit rows of apartment blocks. Instead, as I watch Freyja tiptoe across the poolside for another jump, my eye is drawn to a paraglider sailing in front of forested Alpine hills and rich green mountain pastures.

We are in Verbier, the jewel in the crown of Switzerland's famous 4 Vallées ski area, for a family holiday. And, courtesy of staying at one of the many hotels in Verbier, Val de Bagnes or La Tzoumaz, we have been given four Verbier Infinite Playground Passes, meaning entry to the outdoor pool is free.

The temperature is pushing into the high 20s and we quickly dry off before taking the five-minute walk back to The Shed Hotel, a classic Alpine retreat with a pared-back modern Scandi vibe. Our room is a top floor two-bedroom apartment that gives panoramic views of forests and snow-capped peaks.

We have a packed itinerary planned in a resort more known

in the UK for adrenaline-filled activities such as skiing and skydiving. Our next stop is over the mountain for a family-friendly hike in the hills of neighbouring La Tzoumaz. They say that Verbier is a city in the mountain but, as far as distances go, it is tightly packed. So we *could* walk the 20 minutes to the gondola, but we are in Switzerland and it seems foolish not to take advantage of their flawless transport network.

Verbier has four free shuttle bus routes that zip you from one end of the resort to the other but when we check the timetable, we realise we have just missed one. The next bus is scheduled a whole three minutes later and, just like Swiss clockwork, it arrives right on time.

Thalia Furger from La Tzoumaz tourist board meets us off the gondola and shows us our options for hikes. The map is zigzagged with routes ranging from very easy to a little more adventurous. But with the sun still high in the sky, we choose the former and set off into the forest.

We meander along the trail, where paths curve among the trees and occasional breaks in the forest reveal gorgeous views across the valley. Along the way there are quizzes and sensory stations that encourage the children to learn about nature in this French-speaking part of Switzerland while at the same time expanding their French vocabulary, swapping squirrels and frogs with *écureuils* and *grenouilles*. After all the walking, we descend on Maison de la Forêt mountain snack bar for some delicious homemade food, cold drinks and more stunning views of the steep-sided hills.

One of my favourite fantasies is imagining a life away from the cold, wet UK and I spend a minute daydreaming about searching the local classifieds for jobs in Verbier.

Back to reality and back at The Shed Hotel the next day, we meet Clément Guntern from Verbier Tourism who tells us about a Swiss National Day celebration planned for later that evening.

"There will be a big party here," he says, pointing to the front of the hotel, where people are erecting a stage, while others busily set up market stalls for the August 1 event. "There will be a band playing, food and, I think, some fireworks," he adds.

A few hours later, the street outside has been transformed. The road is a sea of bodies, swaying to the music from the band on stage. As we inch our way through the crowds, we spot Clément. He, like the rest of Verbier, has clocked off work and is enjoying a beer with friends. It looks like such great fun, and I am sad that I can't join in the party. Alas, my girls are dragging me off to buy candyfloss and novelty hats. Thankfully, from our room at The Shed we have the best seat in the resort, so we get comfortable on the balcony as the sun sets and the festivities, like the cogs of a mountain bike, kick up a gear. Pretty soon the night sky is filled with a chorus of fireworks. The sky has turned an ebony black and the stars seem to glitter in time to the music. Just then we notice a trail of lights sailing overhead. It takes a moment to compute what we are witnessing – a daredevil paraglider shooting fireworks into the night from beneath their (high-flammable)

Canal 9

"A Bruxelles, Verbier déguise le Manneken-Pis aux couleurs de la destination"

Télévision locale - Suisse

Format: télévision + en ligne

Audience: 106'000

Source: Brussels Calling

[Lien vers l'article](#)

Accueil > ACTUALITÉS > A Bruxelles, Verbier déguise le Manneken-Pis aux couleurs de la destination



A Bruxelles, Verbier déguise le Manneken-Pis aux couleurs de la destination

✉ f t i

26 septembre 2024

Verbier Tourisme s'est établi quelques jours à Bruxelles pour une opération séduction auprès de potentiels clients belges. Après une soirée hier pour les résidents secondaires, c'est le Manneken-Pis, lui-même, qui a été mis à contribution ce jeudi. Reportage.

Duplex sur place avec Simon Wiget, directeur de Verbier Tourisme



ROBIN TORRENT
Journaliste

The Sunday Post

"A heady mix of Rouli Bouli, absinthe and fighting cows in Verbier"

Hebdomadaire - Royaume-Uni

Format: papier + en ligne

Audience: 88'683

Source: voyage de presse juin 24

[Lien vers l'article](#)

The SUNDAY POST

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FEATURES / TRAVEL

Travel: A heady mix of Rouli Bouli, absinthe and fighting cows in Verbier

By Tim Clark August 1, 2024, 10:33 am



Heren's cow.

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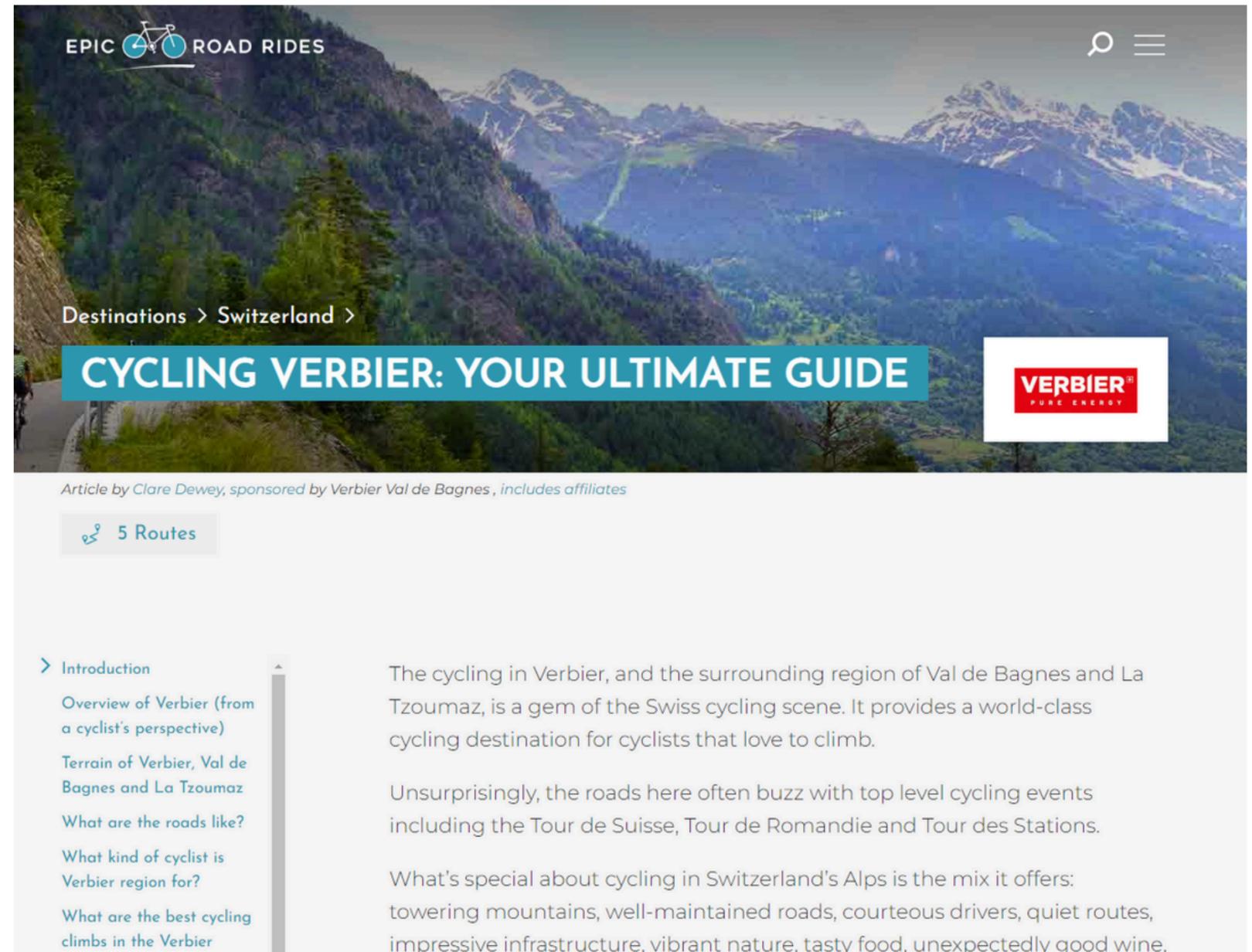
Média spécialisé - Royaume-Uni

Format: en ligne

Audience: 90'770

Source: voyage de presse juin 24

[Lien vers l'article](#)



The screenshot shows a webpage from 'EPIC ROAD RIDES' with a search icon and a menu icon in the top right. The background is a scenic mountain landscape. Below the navigation, it says 'Destinations > Switzerland >'. A prominent blue banner reads 'CYCLING VERBIER: YOUR ULTIMATE GUIDE' with the 'VERBIER PURE ENERGY' logo to its right. Below the banner, it states 'Article by Clare Dewey, sponsored by Verbier Val de Bagnes, includes affiliates'. A button with a route icon and '5 Routes' is visible. On the left, a table of contents lists: 'Introduction', 'Overview of Verbier (from a cyclist's perspective)', 'Terrain of Verbier, Val de Bagnes and La Tzoumaz', 'What are the roads like?', 'What kind of cyclist is Verbier region for?', and 'What are the best cycling climbs in the Verbier'. The main text area on the right begins with 'The cycling in Verbier, and the surrounding region of Val de Bagnes and La Tzoumaz, is a gem of the Swiss cycling scene. It provides a world-class cycling destination for cyclists that love to climb.' and continues with 'Unsurprisingly, the roads here often buzz with top level cycling events including the Tour de Suisse, Tour de Romandie and Tour des Stations.' and 'What's special about cycling in Switzerland's Alps is the mix it offers: towering mountains, well-maintained roads, courteous drivers, quiet routes, impressive infrastructure, vibrant nature, tasty food, unexpectedly good wine,'.



Quelques exemples de voyages de presse organisés

QUELQUES CHIFFRES

13

voyages de presse

3

voyages influenceur

39

journalistes et influenceurs
accueillis



Voyage de presse - Grand Marché des Terroirs 14-17 juin 2024

4 médias belges + 6 britanniques

Thèmes: Palp, terroir, agritourisme, inalpe

Voyage de presse - Epic Road Rides 15-18 juin

1 média britannique

Thèmes: vélo de route, itinéraires de la région



Voyage de presse - Cycling Destination 19-24 juin

1 média néerlandais

Thèmes: VTT, enduro, bike park

Voyage de presse - VTT Italie 25-27 juin 2024

5 médias italiens

Thèmes: VTT et enduro, Championnats du monde 2025

En collaboration avec VWP



Voyage de presse - Base Camp 1-4 juillet

3 médias belges et 4 britanniques
Thèmes: photographie, vélo, rando

Voyage de presse - Sidetracked 4-7 juillet

1 équipe de tournage (3 pax)
Thèmes: Bike park, enduro, Championnats du Monde
Mountain Bike UCI 2025

En collaboration avec VWP



Voyage de presse - Louise Loves London 12-15 juillet 2024

1 influenceuse/blogueuse britannique

Thème: famille

Voyage de presse - Femmes Actuelle & Mag2Lyon 12-15 juillet

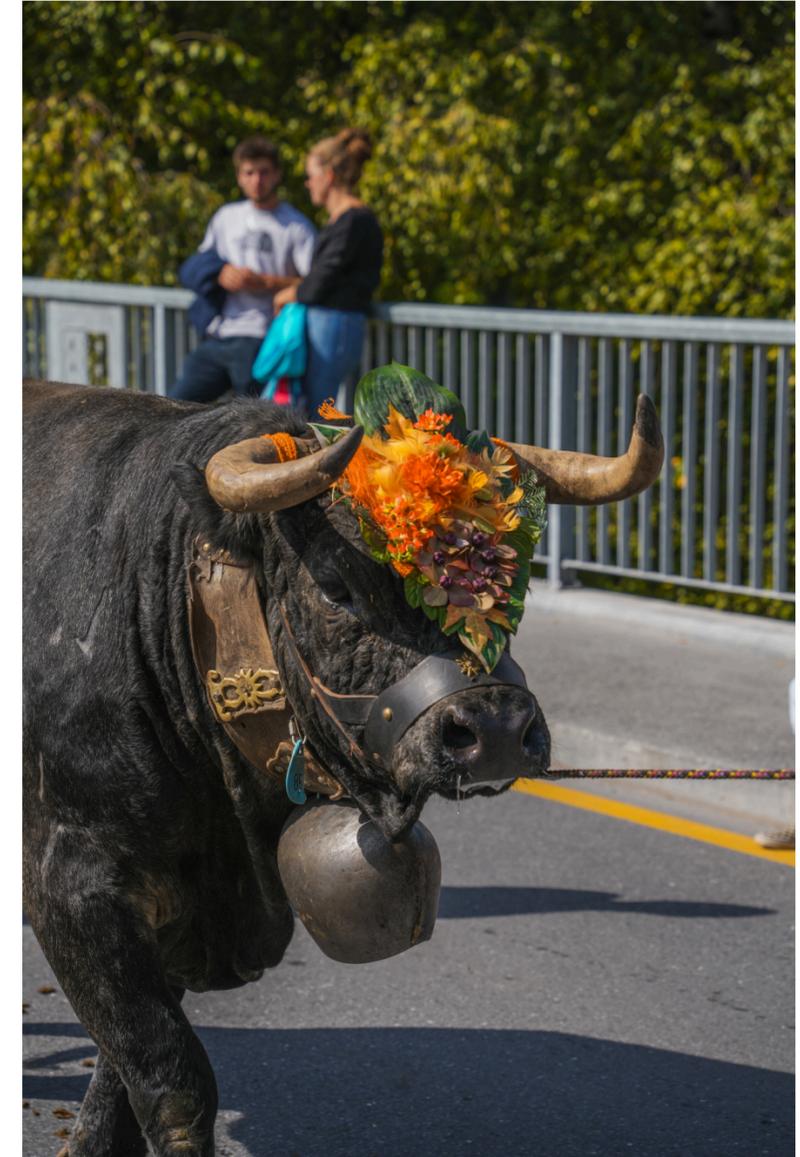
2 médias français

Thèmes: animations VT, terroirs et traditions

Voyage de presse - adventure 13-16 juillet

1 média britannique

Thèmes: tour des cabanes en trail



Voyage de presse - Fiona Outdoors 15-19 juillet 2024

1 influenceuse/blogueuse britannique

Thème: rando, vélo de route, trail

Voyage de presse - Sunday Post 30 juillet - 2 août

1 média britannique

Thèmes: famille, cabanes, rando

Voyage de presse - Marie Claire Enfants 4-6 août

1 média français

Thèmes: famille, rando



Voyage de presse - Trekking Magazin 09-11 août 2024

1 couple de journalistes allemands

Thème: rando, cabanes

Voyage de presse - Trail cabanes 24-27 août

1 média américain

Thèmes: trail, cabanes

En collaboration avec Suisse Tourisme



Voyage de presse - TF1

15 octobre

1 équipe de tournage (2 pax)

Thèmes: raclette

En collaboration avec Suisse Tourisme

Voyage de presse - CycloWorld

2-5 octobre

1 média néerlandais

Thèmes: enduro, Bikepark

En collaboration avec Suisse Tourisme





Evénements médias

BRUSSELS CALLING - ACTIONS RP



8 parutions issues du travail RP

2'282'240 d'audiences cumulées

1 cérémonie d'inauguration du costume du M-P

1 dégustation de vins suisses

1 soirée avec table ronde de partenaires

2 workshops médias sur la sécurité en montagne

50 journalistes présents aux différentes activités



Dossier de presse

DOSSIER DE PRESSE ÉTÉ 2024

Afin de présenter et valoriser notre destination auprès des médias, nous la mettons en scène chaque année au travers de différentes thématiques.

C'est une valorisation de nos nouveautés et actualités ainsi que des initiatives de nos partenaires les plus pertinentes pour les médias.

Durant l'été 2024, nous nous sommes attachés à décliner les valeurs de la marque "Verbier" à travers nos partenaires: **audace, aventure, liberté, dynamisme, excellence, proximité, sincérité** et **réconciliation des paradoxes**.



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