

Press release

Verbier, Monday 17 March 2025

April. But make it Verbier. – Verbier prepares for a month of surprises!

This year, Verbier is going all out for the end of the season with a new event that will span the entire month of April. "April. But make it Verbier" will bring together existing events and offer a whole series of new ones to liven up the resort and make April a grand celebration for everyone.

According to Simon Wiget, Director of Verbier Tourisme, "April. But make it Verbier was born out of the desire to highlight the end of the winter season in a festive and original way, while taking advantage of excellent conditions on the high-altitude slopes. In addition to consolidating existing events, such as the Verbier Art Summit, a whole series of new activities, big and small, will make Verbier an unmissable destination in April."

Snow Pride Verbier – 4-6 April 2025

Verbier will host the first Pride event in the Valais Alps, a festive and colourful celebration on the slopes and in the resort. From Friday to Sunday, the programme will include both on-slope animations and special events in various bars and après-ski venues. For the occasion, a 20% discount on ski passes will be offered to those who come to the ticket offices dressed in rainbow colours.

More info: [Snow Pride Verbier](#)

Back2Back Verbier – 11-12 April 2025

Verbier will host the first Pride event in the Valais Alps, a festive and colourful celebration on the slopes and in the resort. From Friday to Sunday, the programme will include both on-slope animations and special events in various bars and après-ski venues. For the occasion, a 20% discount on ski passes will be offered to those who come to the ticket offices dressed in rainbow colours.

More info: [Back2Back Verbier](#)

HOP : Easter Family Festival in Verbier – 18-20 April 2025

The HOP festival will offer a family celebration for Easter, with egg hunts for the little ones and a treasure hunt for the older ones. The event will take place on the Place Blanche and will feature

various activities for children as well as DJ sets to entertain the adults. On Saturday, a special edition of Oddicy – an epic mystery game that will immerse participants in an interactive story – will take place throughout the resort. On Sunday, the traditional Verbier Tourisme Easter egg hunt will be an opportunity to share a moment of joy with the family.

More info: [Easter Family Festival in Verbier](#)

Verbier Air Show – 21 April 2025

The Verbier Air Show will close the season with breathtaking aerial displays and extreme sports such as BASE jumping and speedflying. The event promises a festive atmosphere with a DJ set and an Altitude Party on the terrace of the 3023, offering an unforgettable celebration to mark the closure of Mont Gelé.

More info: [Verbier Air Show](#)

Médran Street Festival – 21-27 April 2025

A brand new street festival will take place in Verbier with the Médran Street Festival. Throughout the week, local shops and clubs will come together to offer original activities and a spring sale. The highlight of the event will be a giant tubing track that will descend the rue de Médran to the Place Centrale. The resort's bars will host lively closing parties, putting the finishing touch on this festive week.

More info : [Médran Street Festival](#)

BLOOM: UNLTD Block Party by Verbier Festival – 26 avril 2025

To end the season in style, a free concert will be organised on the evening of Saturday 26 April in collaboration with [UNLTD](#) (the musical laboratory of the Verbier Festival). The line-up will feature the Jazzanova collective, veterans of Berlin nu-jazz, and cellist Ayanna Witter-Johnson. The concert will take place in the middle of the rue de Médran, allowing attendees to enjoy the sunset over the mountains. This musical moment will be the grand finale to an exceptional April in Verbier.

More info: [BLOOM: UNLTD Block Party by Verbier Festival](#)

Information and full programme available at: www.verbier.ch/april

Find images and content here: <https://www.swisstransfer.com/d/8a11a2a4-32ad-477b-ab12-bf3af781da10>