

Press release

Verbier, Monday, 17 March 2025

Snow Pride Verbier: The First of Its Kind in Valais

For the first time in the Valais Alps, Verbier will host Snow Pride Verbier. This event joins the growing list of LGBTQ+ winter events in Switzerland. From 4 to 6 April 2025, the event will combine sport, entertainment, and nightlife in the spectacular setting of the 4 Vallées ski area.

Snow Pride is an integral part of the [‘April, But Make It Verbier’](#) project, a month-long initiative that enlivens the end of the ski season with exciting events such as the [Verbier Art Summit](#) (4-5 April), [Back2Back Verbier](#) (11-12 April), and the [Verbier Air Show](#) (21 April). The season will conclude with the [Médran Street Festival](#) in the heart of the resort, featuring a giant tubing run, various stands and activities for all ages, as well as a closing concert presented by the UNLTD by Verbier Festival (26 April).

"April is a fantastic time of year in Verbier: the days are longer, perfect for enjoying great skiing, relaxing on sunny terraces, and savouring lively après-ski gatherings that extend late into the night. It's a taste of summer, while still embracing all the winter activities!" says Diane Michellod, who manages the April project and organizes Snow Pride Verbier.



A Weekend of Sport, Music & Celebration in the Heart of the Alps

Snow Pride Verbier offers a packed programme of skiing, partying and entertainment, including:

- **Snow Pride Welcome Party & Après-Ski (4 April):** Kick off the weekend with a lively après-ski at Farinet, followed by the Welcome Party at Lounge Farinet and an after-party at South Bar.
- **Snow Pride High-Altitude Party & Single-File Descent (5 April):** Experience an unforgettable all-day altitude party right amidst the slopes, complete with live concerts and engaging entertainment at Inkontro. The festivities peak with the iconic 'Snow Pride' event—a lively conga-line ski descent into Verbier, followed by vibrant après-ski celebrations at Lumi.
- **Snow Pride Main Party & Closing Party (5 April):** The weekend's biggest parties at Alp&Horn and the legendary Farm Club, featuring top DJs from the LGBTQ+ scene.



- Brunch, Bingo & Farewell Celebrations (6 April): A relaxed brunch & bingo at Le Crock, an art exhibition linked to the Verbier Art Summit, and a final karaoke at the Numero 8 bar and a techno night at the Big Ben Pub.

Special Offers

- Discounts via [promo codes](#) at various hotels in the resort.
- 20% discount on the 1-day 4 Vallées ski pass for those dressed up when purchasing their pass at the ticket offices.
- Coffee and croissants offered by a Drag Queen at the Téléverbier ticket offices.

A Collaborative Effort with Leading LGBTQ+ Partners

Snow Pride Verbier is organised by Verbier Tourisme in partnership with key players in the Swiss LGBTQ+ scene. Heaven Zurich brings its renowned LGBTQ+ nightlife expertise, while Boyahkasha curates top DJs and performances. Pink Alpine, Switzerland's LGBTQ+ travel specialist, is also a key partner. Together, these partners will create an exciting weekend of skiing, partying and inclusivity, reinforcing Verbier's reputation as a dynamic and welcoming destination.

"Verbier has long been a destination where contrasts meet – where nature and nightlife, adventure and luxury, sport and creativity all come together. Hosting Snow Pride reinforces our values of openness, dynamism, and freedom." says Simon Wiget, Director of Verbier Tourisme.

For more information, visit: www.verbier.ch/snow-pride

And on Instagram: www.instagram.com/snowpride.verbier/

About Verbier

Located at an altitude of 1,500 metres in the heart of the Swiss Alps, Verbier is a world-class ski resort and the gateway to the 4 Valleys, Switzerland's largest ski area. Known for its daring spirit, international community and vibrant après-ski scene, Verbier offers a unique balance of freeride skiing, high-altitude adventure, cultural events and gourmet dining. A destination where contrasts meet – between nature and nightlife, tradition and modernity, tranquillity and adrenaline – Verbier continues to redefine the mountain lifestyle and outdoor experience.

Contact

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