

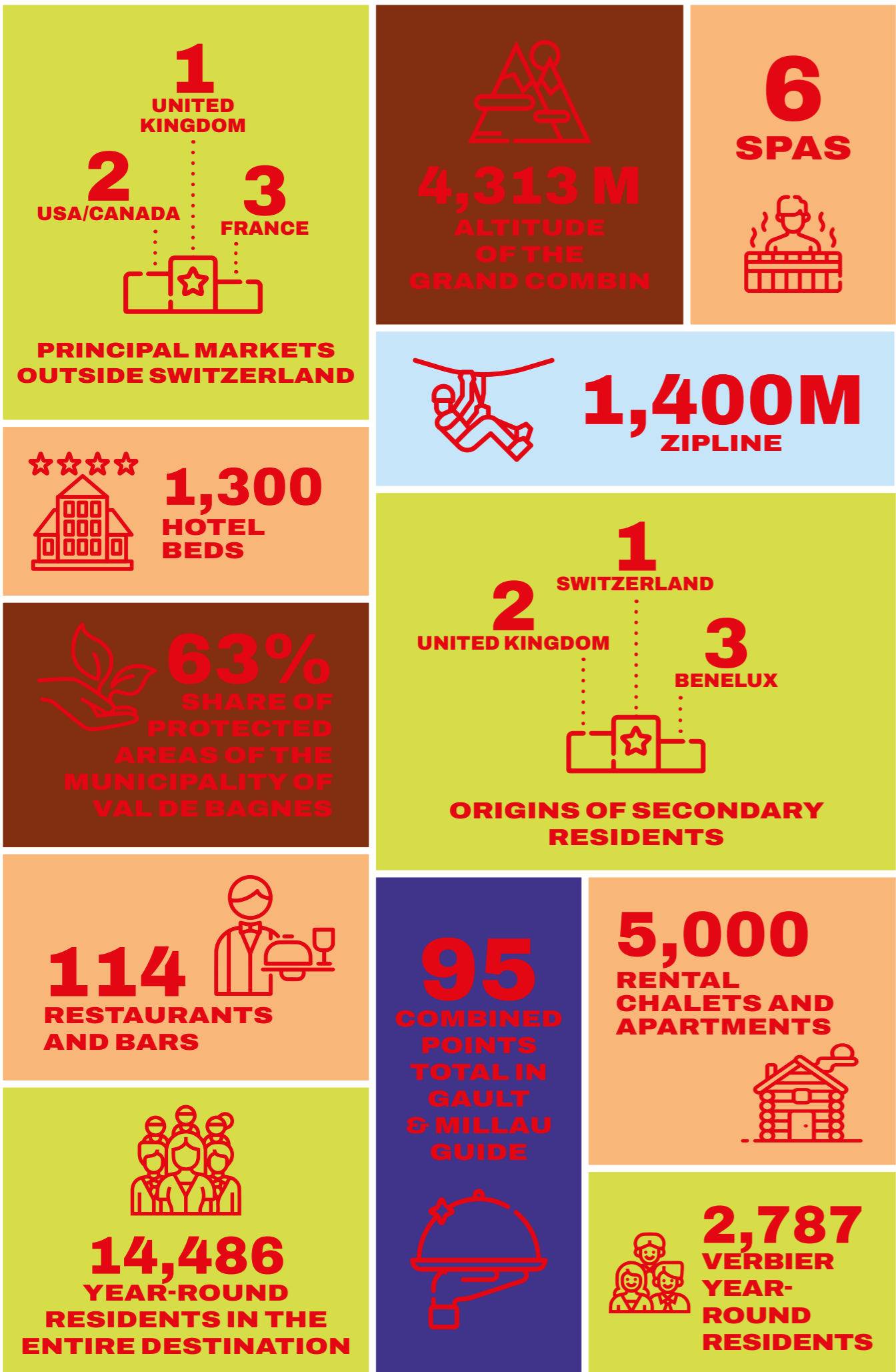


ENJOY.

PRESS KIT
WINTER 2025-2026



VERBIER ⁺
PURE ENERGY



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VERBIER IS ICONIC

WHAT MAKES VERBIER ICONIC?

Verbier and Val de Bagnes, an **infinite playground**, is a destination of **contrasts** – a microcosm of Switzerland. More than that, this cosmopolitan resort nestled amongst Alpine pastures with a lively, genuine and welcoming vibe, is a place of inspiration. This destination motivates artists, athletes, craftspeople and many others who come here to innovate, create and excel. It's true, **Verbier has its own unique energy** which has led to the invention and immortalisation of a new activity (freeride photography, Team Clambin), the audacious creation of nothing less than a legend (the Xtreme on the Bec des Rosses) and even the transformation of the resort into a world capital of music for several weeks every year (the Verbier Festival). **This valley has spawned champions, exceptional craftspeople and avant-garde chefs.** Capital of Raclette, it is also the original 'cauldron' and birthplace of its most famous ambassador (Eddy Baillifard).

An icon inspires, an icon is unique, not only in its own right but also, and above all, for the way people appreciate it and how it makes them feel. And so, it's because of the people **who make (and who have made) it what it is** but, most of all, the people who come here and love it, that Verbier is iconic!

Looking for proof? Good! Because in the following pages we have carefully selected and compiled everything required to ensure that the combined destination of Verbier, Val de Bagnes and La Tzoumaz has 'almost' no secrets left.

HOW 'VERBIER' ARE YOU?

So, where to begin? How can Verbier 'regulars' determine whether or not they have truly sampled and experienced this iconic energy? How can they determine if they're the 'real deal'.

In order to work it out, we have put together a very easy test: the **10 Commandments of Verbier**. To be specific, we have selected, based on strict criteria, a 'not-to-be missed' list with one simple stipulation: each item must be quintessentially and uniquely Verbier?



THE 10 COMMANDMENTS OF VERBIER

☐ YOU SHALL SKI ALL 4 VALLÉES

yes, all, from Verbier to Thyon and all the way back again for it to count!

☐ YOU SHALL ATTEMPT TO DESCEND MONT FORT

down the black run or the zip line, what matters is getting down!

☐ YOU SHALL TRY OUT THE LA TZOUMAZ TOBOGGAN RUN

one fully completed run is required to meet the challenge

☐ YOU SHALL ATTEND THE XTREME VERBIER

binoculars in hand at the Col des Gentianes, followed by après-ski in the rue de Médran, the perfect combo

☐ YOU SHALL GO ICE-SKATING IN THE CENTRE OF VERBIER

solo, in twosomes or with the whole family, this is a must!

☐ YOU SHALL SPEND A NEW YEAR'S EVE IN VERBIER

if you know, you know...

☐ YOU SHALL GO TO (AND SURVIVE) APRÈS-SKI IN VERBIER

Pub Mont Fort, Farinet, Fer à Cheval, Le Rouge... it doesn't get more iconic or legendary than that...

☐ YOU SHALL LISTEN TO THE CARNIVAL BAND AT MARDI GRAS

who dares get a selfie with the Chenegouga?

☐ YOU SHALL DISCOVER TERRACE-SKIING IN APRIL

because a proper ski day ends in the midday sunshine, does it not?

☐ YOU SHALL EAT RACLETTE CHEZ EDDY

minimum 5 rounds, otherwise it doesn't count

BONUS POINTS:

- ☐ You shall go paragliding
- ☐ You shall ski Bruson
- ☐ You shall tame the sled dogs
- ☐ You shall get with the vibes at the Polaris Festival
- ☐ You shall survive Glacier Patrol



⚡ ENERGY SCALE ⚡

Between 0 and 3 points

TOURIST PROFILE

still more to explore,
we envy you!

Between 4 and 6 points

SEASONNAIRE PROFILE

good regional knowledge,
still some exploring to do

Between 7 and 10 points

EXPERT PROFILE

you are practically at home here!
Or maybe it's already
your second home?

Over 10 points

LEGEND PROFILE

you are a complete legend
and the locals probably
come to you with questions

**ADD
YOUR POINTS
TOGETHER
TO FIND OUT
YOUR VERBIER
ENERGY LEVEL**

PERFECTLY CONNECTED



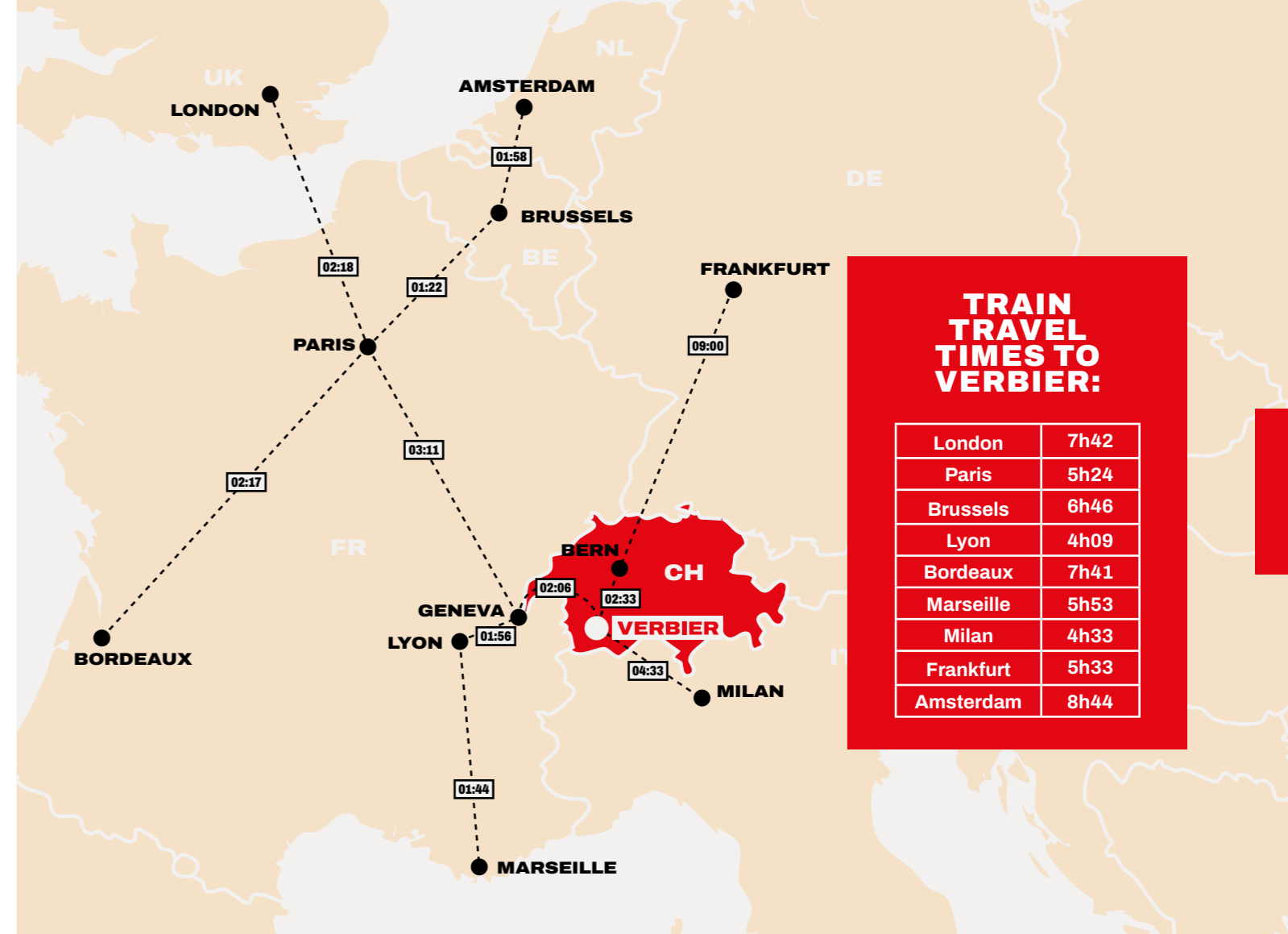
ALL ROUTES LEAD TO VERBIER

Verbier may be perched 1,500 m up in the Alps, but it has transport links that make it easy to get to from anywhere. With a **train station at the heart of the destination**, its proximity to Geneva Airport and the crossroads of Switzerland with France and Italy, Verbier is infinitely reachable by train, car or plane: or any combination thereof.

www.verbier.ch/move

LE CHÂBLE - VERBIER: BESIDE THE CABLE LINES

Conveniently part of the public transport network, the **Le Châble - Verbier gondola** provides a **smooth connection between the plain and the resort**. Directly connected to the **Le Châble train station**, with an intermediate station in Verbier, it can take passengers straight from the train to the slopes. Operational **daily from 5:15am to 11:50pm**, it suits all schedules. The infrastructure also makes it easy to come by car with **large free car parks** at the base of the main lift station. Accessible, fast and comfortable, this **'valley lift'** represents an efficient and sustainable travel solution for getting to Verbier with a reduced travel carbon footprint.



BESIDE THE RAIL TRACKS

Having reached Geneva by train or plane, travelling the final kilometres to Verbier is as easy as it is beautiful. From the train station housed in same building as the airport, **the train route skirts Lake Geneva** with unbeatable scenic views. Then, with **just one change at Martigny**, a smaller train heads up the mountain to Le Châble where it **unloads its passengers at the foot of the gondolas** that lead to Verbier and onto the slopes.

VERBIER EXPRESS AND VOSALPES

The Verbier Express train offers direct routes from Geneva to Le Châble, **avoiding the need to switch trains in Martigny**, and runs from mid-December to mid-April on weekends and some public holidays. Similarly, the VosAlpes Express line connects Fribourg (CH) to Verbier. By choosing to take the train, skiers and mountain enthusiasts can also take advantage of **train and lift pass bundles**.

www.verbier4vallees.ch

LOCAL TRANSPORT

In resort, there is a **free bus service which circulates from 8am to 8pm throughout the winter season**. A night bus operates during some peak periods in the season, from 8pm onwards. And visitors can wander further afield in the Val de Bagnes by taking the red TMR buses to Sarreyer, Bruson and deeper into the valley to explore more facets of the region.

www.verbier.ch/en/practice/move-transport-and-mobility





IN NUMBERS 4 VALLÉES



THE MULTI-FACETED 4 VALLÉES

WELL-KEPT SECRETS

Skiing at first light is a 'not-to-be-missed' experience in this destination. **Savoleyres lights up gently beneath the rays of the rising sun**, to show plunging views over Verbier. For adrenaline seekers, **Bruson** reveals its narrow, sinuous forest runs, a true playground for hardened skiers looking for some authenticity, **away from the crowds**.

Time for a break, means it's time for cheese – the undisputed king of the Alps. **The highest fondue in Europe**, at the summit of Mont Fort, at 3,330 metres, melts slowly as the 360°- panoramic vista opens up over Mont Blanc and the Matterhorn. Lower down, in La Chaux, sample the famous **Raclette du Valais PDO at Le Dahu restaurant's** outdoor food truck. A delicious and satisfying way to recharge the batteries before getting back onto the slopes.

SKI FROM NOVEMBER TO MAY

In Verbier, **skiing can be savoured for six months of the year!** From November 2025 to the end of April 2026, winter sports lovers will be able to click into their bindings. Initially just at the weekends (Saturday and Sunday) and then, from the first weekend in December, the lift system will operate every day (7/7) until the end of April 2026.

THE BIRTH OF A REVOLUTION

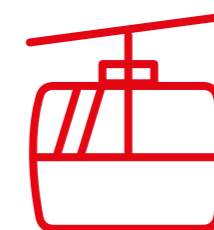
This winter, **our ski area will see the start of a mini revolution:** firstly, it will be the final winter for the oldest operating gondola in Switzerland (1970). Iconic symbols of the resort, the mythical gondola cars of Savoleyres will be put up for auction over the summer of 2026. The upper section of its successor, the **Les Esserts-Savoleyres Télémixte Lift** (chairlifts and gondolas combined) will be inaugurated this winter, (followed by the lower section next winter). This project will establish **an efficient link between the sectors of Verbier and Savoleyres – La Tzoumaz**, up till now, connected only by a bus service through the resort.

Another new introduction is a **brand new chairlift replacing the old Lac II**, connecting the Lac des Vaux to the Col de Chassoure and its freeride itinerary. Both these recent additions aim to **strengthen the links between the different sectors of the 4 Vallées ski area** and encourage skiers to explore all the possibilities of this vast playground.

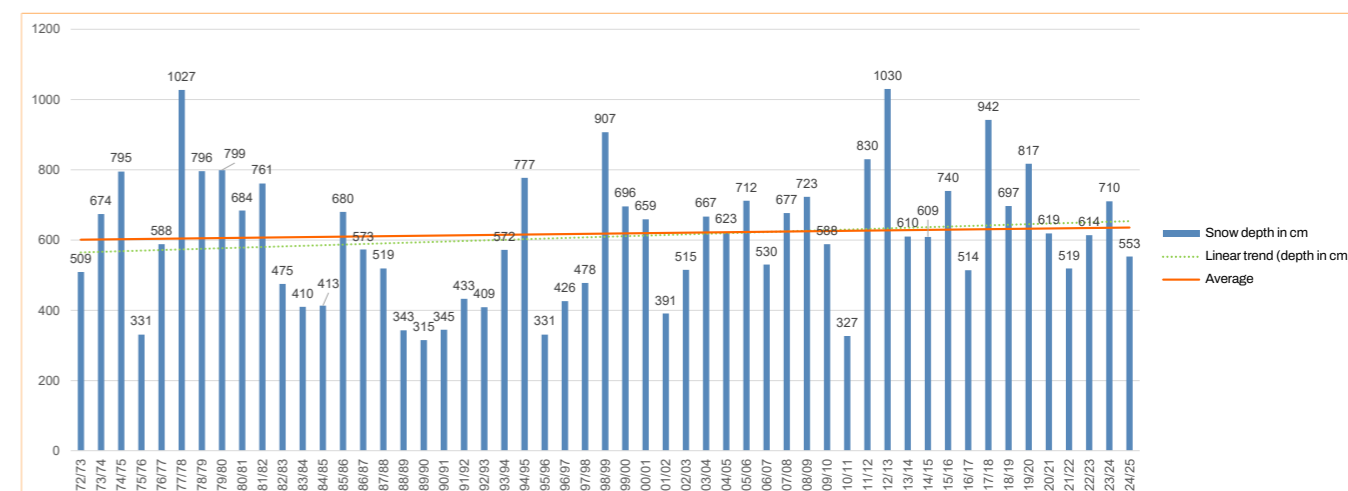
www.tmx-savoleyres.ch

SNOW IN ABUNDANCE

With an altitude range of 1,500 to 3,330 m, but the majority of its slopes above 2,000 m, Verbier 4 Vallées is one of the highest ski areas in Europe. In addition to that, 63% of the area is covered by artificial snowmaking capacity, ensuring good snow depth over a long period.



SNOWFALL HISTORY (RUINETTES 2,200 M)



THE 4 VALLÉES: THE LARGEST SWISS SKI AREA

Even from the 3,330-metre-high summit of Mont Fort, it's impossible to look over the whole ski area. And for a reason: the 4 Vallées is **the largest ski area completely in Switzerland and connects the five resorts of Verbier, La Tzoumaz, Nendaz, Veysonnaz and Thyon**. The area is so extensive that skiing to all the resorts in one day is hard to do. The possibilities for skiers and snowboarders in this huge playground are endless: **secured freeride itineraries, undulating slopes, beginner zones, steep blacks**, family-friendly slopes and high mountain runs. Such diversity, combined with a reputation for well-prepared slopes, has earned the 4 Vallées international acclaim and made it an iconic destination for all skiers!

www.verbier4vallees.ch

AN ICONIC RESORT FOR EVERY FREERIDER

Verbier's terrain has proved particularly suited for off-piste skiing: its steep faces, infrastructures, adventurous and pioneering spirited personalities delivering all the perfect ingredients for creating a legend!



XTREME VERBIER: A GLOBAL EVENT → 28 MARCH – 5 APRIL 2026

The Xtreme Verbier is THE iconic freeride competition that, since 1996, takes place every year on the north face of the Bec des Rosses, in Verbier. **This contest, which marks the final of the Freeride World Tour, sees the crowning of the world champions in the discipline.** The Bec des Rosses, at 3,222 m high with an average gradient of 50 degrees, is an extreme and technical face on which only a handful of the world's top riders get to compete. The Xtreme Verbier is not just a competition, it is also a celebration of freeride culture, showcasing the technical and mental demands of the discipline, the importance of safety and preparation in the mountains, the virtuosity of the athletes and the incredible excitement of this sport.

www.freerideworldtour.com

FREERIDING IN VERBIER, THE BIRTH OF A LEGEND

Rodolphe Tissières, founder of the Verbier ski lift system, championed making the mountains more accessible. It was in **1960, following the construction of the Mont Gelé cable car**, that **the first mountain, completely free of groomed slopes** was opened to skiers. This concept was subsequently replicated at Mont Fort. For the first time, skiers could enjoy the sensations of off-piste skiing without long, gruelling climbs.

In the 1970s, **a skiing counter-culture** emerged, looking to break free of traditional and rigid skiing practices. It was a group of three young men who put Verbier firmly on the off-piste (later freeride) map. Their **Team Clambin** style, as captured in the photographs of Mark Shapiro and **published worldwide**, gave fresh impetus to **freeride skiing in Verbier**.

With the next generation, freeride really took off and began gaining popular appeal. This time it was on the steep faces of the Bec des Rosses, that the **first big competition dedicated to the discipline, the Xtreme Verbier**, took place,

ICONIC FIGURES



TEAM CLAMBIN

In the 1970s, **Mark Shapiro, John Falkiner and Ace Kvale set up base in Clambin**, just above Verbier. Rejecting academic style, these **pioneers explored untamed faces**, (naming them Stairway, Barry's Bowl, Hidden Valley...) and made it an art form. Their exploits and the **iconic images captured by Shapiro** attracted riders from across the world and turned Verbier into the capital of freeride.

ELISABETH GERRITZEN

Instilled with a love of the mountains since childhood thanks to her parents, Elisabeth started competing in Verbier at 16 years old. At 20, she entered the Freeride World Tour, **winning the Xtreme Verbier in 2019 and 2021**, plus the world title in 2021 – a first for a Swiss female skier. Having a strong sense of social responsibility, she is also a staunch defender of women's rights in sport.

VERBIER MOUNTAIN GUIDES

The first Swiss Company of Guides and Porters was created in Verbier and the Pays du St-Bernard in 1853. That tradition and fascination for the mountains continues to this day in our region, as is evidenced by the fact that our various guide bureaux combined have **the largest number of guides in Switzerland, counting almost 100 professionals**. It is clear that the iconic role of the mountain guide continues to have a strong vocational appeal here.



A LOCAL ECOSYSTEM GEARED TOWARDS FREERIDE

Verbier lives and breathes freeride all year round thanks to a comprehensive ecosystem supporting the discipline. In terms of equipment, **Faction**, a brand founded in Verbier and still based in the region, and similarly **First Track Lab**, an innovative ski manufacturer, take advantage of their proximity to the Verbier playground to test their products on the mountain. In terms of training, **the Freeride World Tour Academy** trains youngsters from 8 to 16 years old, be it for a day, a week or the whole season. For committed athletes, **the Verbier Freeride Team** provides financial support to local riders of all ages and levels and is currently the most represented team globally in competitions.

ICONIC SPOTS



Although locals and regulars would prefer to keep these places secret, **it is impossible not to be aware of Verbier's freeride potential**. From runs in the forest on the Bruson side to the more exposed couloirs behind Mont Fort, the possibility of playing in ungroomed terrain is greater than most other places. Making fresh tracks in Verbier has to be done, and although it may mean jostling for space in the first cable car of the day, the ski area has plenty of room for everyone. A few classic 'not-to-be-missed' runs, **always, of course, with a mountain guide**, are Mont Gelé, Stairway to Heaven, La Mouche, Rocky Garden and Backside Mont Fort.



RIGHT TIME, RIGHT PLACE

With affordable neighbouring villages, discounted packages and off-peak stays, Verbier can also be enjoyed on a budget. And to find some tranquillity away from the hubbub, head for its hidden spots: backcountry trails, mountain refuges and panoramic views where you have the mountains all to yourself.

THE VAL DE BAGNES REFUGES: WINTER WARMTH IN THE ALPS

Nestling at the foot of snowy peaks, the Val de Bagnes refuges are open to visitors in winter for meals or the unique experience of an overnight stay. The sociable atmosphere, friendly welcome and delicious local specialties encourage visitors to simply enjoy the moment.

Easy to reach from the slopes, the attractions of the **Cabane Mont Fort** (2,457 m) include its uninterrupted sunset view and traditional Alpine atmosphere. Opposite, at 2,100 m, the **Cabane Brunet**, reachable on foot, snowshoes or touring skis, has a warm welcome for touring skiers and mountaineers, many on their way to climb Mont Rognieux. These two iconic refuges encapsulate the intensity and simplicity of mountain life.

Cabane Mont Fort: open from the beginning of December to mid-May and from the end of June to mid-September
Price: CHF 130.-/pers. half-board
www.cabanemontfort.com

Cabane Brunet: open from the beginning of December to the end of April and from the beginning of June to the end of October
Price: CHF 80.-/pers. half-board
www.cabanebrunet.ch



END-OF-SEASON EVENTS → 1-30 APRIL

In resort and on the slopes, the month of April in Verbier promises some great surprises! **A full programme of activities and events** – sporting, culinary and cultural, will be available for visitors looking to enjoy a lively end to the season! **On the agenda** will be various festivals, concerts, immersive games, entertainments for both kids and adults and bar closing parties, plus the regular events such as the Verbier Art Summit and the Ultime Session. In Verbier the season ends in style.

www.verbier.ch

POLARIS FESTIVAL: 10 YEARS OF HIGH-LEVEL ELECTRO → 21-23 & 27-29 NOVEMBER 2025

Verbier kicks off the winter season with two weekends of electro beats. Renowned for many years for its eclectic line-ups, combining world-famous artists with rising talent, the Polaris Festival has become an industry benchmark. The breathtaking Alpine backdrop filtering through its transparent tent creates an unforgettable night setting for festivalgoers! **For the best accommodation deals, it's worth staying at one of the partner accommodation providers.**

www.polarisfestival.ch



ENCHANTING SNOWSHOE EXCURSION

Swap skis for snowshoes and set off on a timeless trail away from the crowds. Starting from the village of Bruson, this route follows the peaceful Bisse des Ravines where the steady sound of footsteps blends into the winter silence. In the calm, away from the frenetic pace of Verbier, glimpses of the valley below appear through gaps of light between the trees. After a short loop to the spring of the ancient watercourse, the route heads back downhill into the snowy pastures of Bruson. **A circuit where every step invites you to absorb and savour the space and pure tranquillity of the mountains.**

→ 4.5km / 2 hrs / +160m / -160m

www.verbier.ch/en/offers/bisse-des-ravines-bruson-en-2919015



OPENING SESSION: SANTAS INVADE VERBIER

Now a tradition... On the first Saturday of December, **more than 2,000 Santas take over the slopes of Verbier** to mark the start of the winter season! The day kicks off early in the morning at Geneva Station where the Santas are invited aboard the **free train connecting the main towns around Lake Geneva all the way to Le Châble** where they disembark at 10 am at the foot of the gondolas which take them right up to Verbier.

After a few runs, the jolly red-clad revellers meet up on the Inkontro terrace (on-slope eatery) for the traditional group photo and for a musical happy hour. When the slopes close, the party continues with a tasty raclette at Médran Café!

To encourage as many people as possible to come in costume, **the fixed price for the day is CHF 5.- for anyone wearing their best Santa Claus outfit.**

www.verbier4vallees.ch

SKI VERBIER ON A BUDGET: MISSION POSSIBLE

Cachet, panoramic views, cosmopolitan vibe... Verbier has all the appeal. And yet, it doesn't have to cost a fortune to ski here. With a few smart moves, quality skiing in Switzerland can be surprisingly affordable.

Tip n°1: look beyond Verbier. Neighbouring villages offer comfortable, well-positioned accommodation with rapid and efficient transport links to the slopes.

Tip n°2: ski passes purchased online 10 days in advance have a 10% discount, there are also off-peak reductions.

Tip n°3: direct hotel reservations are often better value than booking platforms. And for even more favourable rates, target off-peak periods – well clear of Christmas, New Year and February – or opt for a chalet or apartment rental.

Result: same snow, same vibe... with costs under control.

MAKING FAMILY MEMORIES



Family trips create everlasting memories, such as the first time on snow and skis – all those special times when the family is together in unfamiliar surroundings.



GET THE AFTER-SKI BUZZ. DISCOVER MORE FUN ACTIVITIES

The **Parc de Loisirs ice rink in the centre of Verbier** is set in its own little ice world. The space, a must for all skaters, combines a free skating zone with an ice path lit up by magical lights in the evening. And keeping everything sociable, the **famous refreshment bar** returns to prepare tasty dishes and reviving drinks, mostly using local products.

A little further down the road, the **Salle de la Comba**, contains an entire 'feel-good' wonderland with all sorts of jumps and amusements. Throughout the year-end holidays, Mardi Gras and at the end of the season, this **recreational space is entirely given over to various themed and sporting, adventure and creative activities**. With qualified service providers, this venue is happy to receive kids and families, just for après-ski or for an entire afternoon.

www.verbier.ch/en/offers/ice-rink-of-the-leisure-park-verbier-en-2983998

DOG SLEDDING: AN AIR OF ANTARCTICA!

From scenic rides to half-day discovery tours, anyone who loves animals and the great outdoors is bound to find something to make them happy. Usually starting from Les Ruinettes cable car station, these **wintery outings** offer a chance to admire magical snowy landscapes and **feel part of the team**.

Price: CHF 160.- per person for a one-hour panoramic ride and CHF 350.- for a half-day discovery tour

www.chienstraineau.ch



TOBOGGAN RUN: SOME PRE-OLYMPICS PRACTICE?

No need to be a winter sports professional to zoom down the La Tzoumaz toboggan run, all that's required are strong nerves. From either Verbier or La Tzoumaz, sledgers start from the summit of the Savoleyres cable car station (2,354 m), where **jaw-dropping vistas** of the Grand Combin and the Rhone Valley await. From there, it's a **7 km-long, 711 m-drop, adrenaline rush**, with laughter from start to finish. Open to all. Wearing a helmet is strongly advised. Hire toboggans in resort or at the top of the run in Savoleyres.

Price: One-day toboggan hire from CHF 12.-, half-day from CHF 10.-

verbier4vallees.ch/en/experiences-in-verbier/more-winter-activities/toboggan-run

SKIING FOR THE LITTLE ONES. THAT'S AN ADVENTURE TOO!

Verbier, isn't just for expert skiers. It also has everything youngsters (and the less young) could possibly need to discover the joys of winter sports and have fun at the same time. There is plenty of choice, from their very first time on snow to the moment they hit the black runs, with everything in between pure fun.

→ **Beginner slopes in the resort centre:**
Les Esserts*, Les Moulins*, Le Rouge

→ **Beginner slopes on the mountain:**
La Chaux and La Tzoumaz*

→ **Play zones:**
Skicross and Mini KL at La Chaux, Funslope at La Tzoumaz, Meïno's Playground at Bruson

→ **Snowpark for daredevils and 'wannabe' freestylers:** La Chaux

* With free conveyer belt (magic carpet) lift

verbier4vallees.ch/en/experiences-in-verbier/fun-zones



TRADITIONAL DINING

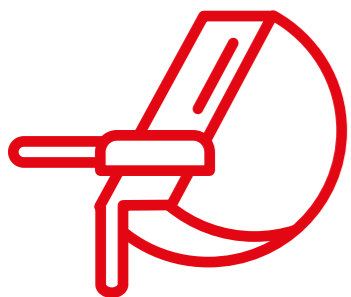
Raclette, potence, croûte: if these intriguing names don't instantly stimulate the taste buds, sampling them will! In **Val de Bagnes, home to the Capital of Raclette**, raclette is much more than a tradition – it is an art, a way of life. For an authentic taste of raclette, crafted, of course, with the finest Raclette du Valais PDO cheese, head to Eddy's **Raclett'House** in Bruson or **Le Caveau** in Verbier. Another outstanding Bagnes speciality is the potence (gallows) – succulent meat flambéed on a spiked metal apparatus which can be enjoyed at the **Hôtel La Vallée** in Lourtier or the **au Vieux Verbier** restaurant. As for croûtes (grilled cheese dishes), whether plain or topped with mushrooms, **la Marmotte** restaurant is the place!

www.racletthouse.ch
www.caveauverbier.ch
www.vallee.ch
www.lamarmotte-verbier.com
www.instagram.com/vieuxverbier_1936

THE PRODUCE OF GRAND ENTREMONT

Representing the whole region and **an emblem of innovative and dynamic mountain agriculture, the Grand Entremont brand unites producers, residents and those involved in the promotion of our local produce.** This is an exceptional mountain terroir known for its products with a flavour of the mountains and this is what Grand Entremont agricultural products guarantee to consumers. Cheese and dairy produce, aromatic and medicinal plants, flours and bread, fruit and vegetables, honey, meats, drinks, eggs, jams, chocolates... **all these quality products can be purchased in local groceries and dairies.**

www.grand-entremont.ch
<https://online.fliphtml5.com/mplbl/lokx/#p=18>



A HINT OF CHEESE IN THE AIR



*** FINE DINING

For those who appreciate fine dining, Verbier is home to a diverse range of restaurants guaranteed to delight connoisseurs and food lovers. Under the direction of Sebastiano Lombardi, **La Table d'Adrien** (17 points in the Gault&Millau Guide, 1 Michelin star) offers Italian-inspired gourmet cuisine.

At W Verbier's restaurant **Bô!** (13 points in the Gault&Millau Guide) chef Emiliano Vignoni proposes an extraordinary and refined culinary journey.

At **La Grange** (13 points in the Gault&Millau Guide), local Thierry Corthay prepares exceptional regional produce in a welcoming setting.

Taratata (14 points in the Gault&Millau Guide), housed in a former night club, with its laid-back atmosphere and its butcher's counter, is ideal for a relaxed evening.

Perched at an altitude of 2,700 m, yet easily reachable on foot, **Le Bistrot** restaurant, directed by chef, Bert De Rycker, offers delicious and generous gourmet cuisine (13 points in the Gault&Millau Guide).

At **Kanpâna** (12 points in the Gault&Millau Guide), in the heart of Le Châble, it is with laid-back style that Fabio Amaral and Kelly Manenti serve up a true culinary experience.

Beyond Verbier, in a converted former sheep stable in the village of Etiez, young chef Jeremie Voutaz (22 years old) works solo in his table d'hôte, **À Table**.

www.verbier.ch/en/practice/taste-restaurants-and-bars/gourmet-restaurants

MOUNTAIN DINING

As, during the day, the village seems to move to the slopes, it's important to be able to get a nourishing and sustaining meal up there! For those having a family day on the La Tzoumaz side, **Chez Simon** restaurant offers attractive surroundings, while **La Croix-de-Coeur** knows how to please with its selection of casseroles and cheese dishes.

Venturing into the Verbier sector, head for **Le Dahu** or **Le Bistrot**. The first, a popular restaurant of exceptional quality, has a large terrace with a view of the Grand Combin massif. Le Bistrot, perched on the summit of Les Attelas, in a cosy setting, offers a bistronomic menu using local produce.

And last but not least, for those heading to Bruson, the little restaurant **La Grange à Tienne Oeudan**, surprises with its stunning terrace, friendly vibe and Valaisan specialities.

www.laurenti.ch/chezsimon
www.croix-de-coeur.ch
www.ledahu.ch
www.le-bistrot.ch
www.verbier.ch/en/offers/la-grange-a-tienne-oeudan-bruson-en-2923059

NEW

LE CHAMAN: BRINGING A TASTE OF MAGIC TO VERBIER

From December 2025, Le Chaman, **a new high-end eatery**, promises to bring exciting flavours and lively evenings to Verbier. Located in the iconic site of the former Chez Martin in the centre of Verbier and **having undergone a complete facelift, this bistronomic restaurant** will deliver refined cuisine in a relaxed atmosphere. On the agenda: local seasonal produce, a constantly evolving menu, après-ski cocktails, elegant dinners and year-round events. An **extra-large, sun-baked terrace** will offer breathtaking views of the Alps, whilst the design of the interior will be elegant and surprising. Behind this project are four friends from completely different backgrounds but who all share a passion for good food and one common vision: to create a welcoming, elegant and sociable environment where guests, whether local or visiting, feel completely comfortable.

www.le-chaman.ch

CHALET AND APARTMENT STAYS: AUTHENTIC ALPINE ATMOSPHERE

Renting an apartment or chalet is ideal for anyone looking for **an independent holiday with the freedom to come and go as they please**. More than 600 self-catering apartments and chalets are available for rent in Verbier, some in the heart of the resort and others in quiet locations surrounded by nature. As well as the independence and freedom that this type of accommodation offers, **renting an apartment or chalet can also be a very affordable option**.

www.verbier.ch/en/practice/stay-accommodation-and-workation/rental-agency

WORK AND SKI: A VERBIER WORKATION

Who hasn't dreamt of **working in a setting which has the snow-capped peaks of the Valaisan Alps as its background**? In the very heart of Verbier, coworking spaces Gotham, Verbier Coworking and Le Bivouac, offer an ideal working environment, encouraging creativity and innovation. Whether you're a resident or just passing through, there's a space for everyone, from private offices to open-plan workstations, all in a professional, yet relaxed atmosphere.

www.gothamco.com
www.verbiercoworking.com
www.lebivouac.ch

YOUR CHALET, YOUR RULES

MONT-FORT SWISS LODGE

A great solution for budget-friendly skiing in Verbier. Situated in Le Châble, in the building that houses the gondolas going up to Verbier and Bruson and right beside the SBB train station, it serves as a link between Geneva airport and the 4 Vallées ski area. For ski-mad solos, couples or groups, the Swiss Lodge's 15 rooms (singles, twins, and quadruples), each with a private bathroom (shower, toilet, washbasin), offer a way to pursue that ski passion without worrying about the costs.

Price: CHF 70.- /person per night, including breakfast

montfortswisslodge.ch

T-RESORT

Conveniently situated opposite the La Tzoumaz-Savoleyres cable car base station, the T-resort Residence has an all-wood exterior and provides **three-star standard and three-star superior apartments** across four floors. Offering ample space, these 85 furnished, fully equipped apartments can accommodate four to 10 people. **Popular with families** who appreciate having all those essential holiday amenities (bar, ski and snowboard school, sports shop and grocery store) in the resort complex.

Price: from CHF 690.- / week approx. (excluding tourist tax) for an apartment for 4 people

www.t-resort.ch



LUXURIOUS AND AUTHENTIC: THE CHALET D'ADRIEN*****

From Verbier Village to the peaks of the Grand Combin massif, the view from the terrace of the **Chalet d'Adrien takes your breath away**. In the previous century, the Valaisan scenery left such a marked impression on Adrien, grandfather of the hotel's proprietress, that the hotel and restaurant were named in his memory. **The rooms, panelled with old wood, furnished with thick fabrics, cosy and softly lit, with fireplace and mountain views, cosset their guests in alpine charm**. The Chalet d'Adrien, a 'Relais & Châteaux' hotel, blends luxury with a feel of home. The swimming pool overlooks the mountains and is enhanced by a spa, in partnership with Clarins, which includes hammam, sauna and jacuzzi.

Price: from CHF 350.- per night, 27 rooms and suites

www.chalet-adrien.com



A WINTER PARADISE: EXPERIMENTAL CHALET VERBIER*****

One of Verbier's most popular addresses, Experimental Chalet is in the heart of the resort. Alpine refuge of Experimental group, a collection of hotels and restaurants with establishments in London, Paris and Ibiza, Experimental Chalet offers 39 comfortable, minimalist rooms and suites designed by Milanese architect Fabrizio Casiraghi. The hotel also houses restaurant Le Frenchie, a spa by Biologique Recherche, and **the Experimental group's trademark cocktail bar**. And on top of all that, the resort's legendary Farm Club is right beneath the hotel.

Price: from CHF 243.- per night, 39 rooms and suites

www.experimentalchalet.com



A HAVEN FOR FAMILIES IN VERBIER: LES CHAMOIS***

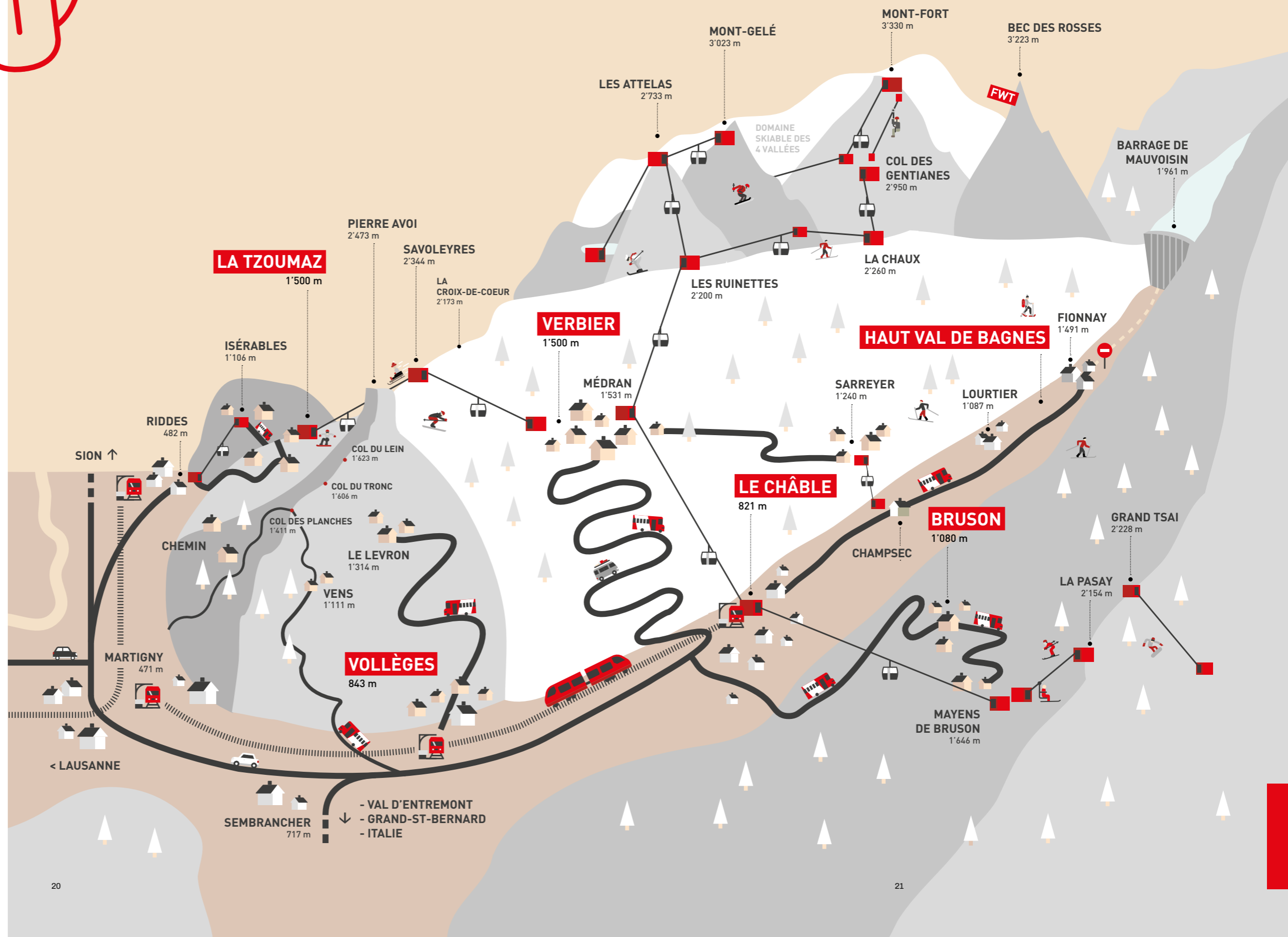
The Oreiller family has been running the Hôtel les Chamois for over 50 years. Mother and son team, Muriel and Ami, take real pride in creating a family-friendly environment and sharing their know-how of the area's hidden spots with their guests. The various rooms have a chalet feel and some have uninterrupted mountain views. Its **exceptional position in the centre of Verbier** means everything is within a few minutes' walk; making staying here very straightforward.

Price: from CHF 200.- per night, 20 rooms and suites

www.hotel-chamois.ch

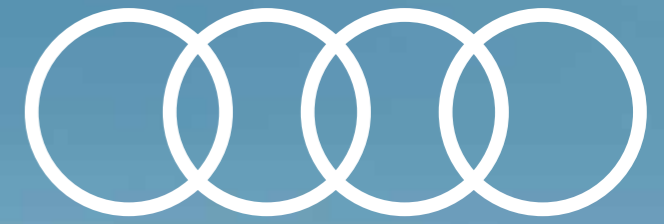
AN INFINITE PLAY- GROUND

Well-connected Le Châble, cosmopolitan Verbier, wild Upper Val de Bagnes, authentic Bruson, discreet Vollèges or family-friendly La Tzoumaz: everyone can choose their ideal base for getting to know the whole Bagnes region!





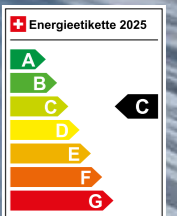
Audi Vorsprung durch Technik



Low temperatures. High traction.

With electric quattro all-wheel drive.
The fully electric Audi e-tron GT quattro.

Audi e-tron GT quattro, 370 kW/503 HP, 17,8-19,3 kWh/100 km, 0 g CO₂/km, category B-C.
Consumption data valid until 31.12.2025. The data valid from 1.1.2026 were unavailable at the time of publication.



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