

VERBIER ADDICT MAG

3

BY TÉLÉVERBIER SA

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VERBIER
4 VALLÉES 

A 1400 m zip line flies in to Mont Fort next summer



Mont Fort's co-owners have just been given the green light to build a zip line that will fly over the Mont Fort glacier. Reaching speeds of 130 km/h over a distance of 1400 m and with a drop of 383 m, the stats alone are enough to make your head spin.

And it's probably safe to say that this new attraction will be one of the resort's biggest draws.

If all goes according to plan, construction should begin at the end of the winter season, with the first thrill-seekers taking to the skies in August 2020.

Rope Runner, the company behind the zip lines in several other resorts, has been chosen to build what will be the longest and highest zip line in the Alps.

Bulgarian resort Bansko becomes a partner ski area

Téléverbier has signed a partnership contract with the Bansko resort in Bulgaria, giving rewards booklet holders the opportunity to explore Bulgaria's snowy peaks.

Located in Pirin National Park, a UNESCO World Heritage Site, Bansko is the biggest, most attractive and most popular winter sports resort in Eastern Europe. In fact, the World Ski Awards have named it Bulgaria's best ski resort six years running. Its mountain climate and alpine landscapes offer excellent conditions for professional and amateur skiers alike, with snow cover from December to May.

Home to cobbled streets and hundred-year-old houses with high stone walls and little shuttered windows that resemble convents, the historic town has been careful to preserve its old-world charm.

This subtle yet intentional blend of the old and the new is one of the things that really sets Bansko apart.

Téléverbier 4Vallées annual pass holders can enjoy 3 free days of skiing in Bansko when they book their accommodation with a partner hotel in the resort.



Message from the CEO



After an excellent winter 2018-2019 season, we enjoyed an equally fantastic summer season. The weather, events and activities on offer in Verbier and the Val de Bagnes certainly played their part in drawing more visitors to our resort. The new flow trail at La Tzoumaz was a big hit with downhill mountain biking fans.

This summer also saw the third phase of works to install new snowmaking facilities in La Tzoumaz. The Sud piste is now equipped with a powerful snow generator system that will ensure great conditions throughout the season.

We are delighted to announce that the Swiss Federal Railways will be operating a direct double-decker train service, **The Verbier Express**, from Geneva to Le Châble every Saturday and Sunday from 21 December to the end of the season, so travellers will no longer need to change.

I hope that you all have a wonderful winter season (fingers crossed that it will be a snowy one) and I wish you the very best for the new year!

Laurent Vaucher, CEO

Savoieyres-Verbier ski link guaranteed all winter

Over the summer, the Savoieyres sector has been equipped with major new snowmaking facilities. These works, which are part of the third phase of the resort's upgrade project, involved installing latest-generation snow cannons on the Sud piste that links Savoieyres with Les Planards, and on the Planards-ESSERT (Philippe Roux) piste. This link is particularly important as it is the only way of getting from Savoieyres to Verbier when the Carrefour route is closed due to avalanche risk - something that happens all too often in winter.

The Savoieyres-Verbier ski link is now guaranteed to stay open throughout the winter season.



The Lac 1 chairlift gets a makeover

This summer, after 20 years of faithful service transporting 20 million skiers, the Lac des Vaux 1 detachable chairlift has been treated to a major upgrade.

The electrics (drive mechanism and control system) have all been completely refurbished and for added comfort and safety all of the chairs have been replaced with latest-generation models equipped with new restraint bars.

A second phase of refurbishment works is planned for next summer, with new cladding for both the base and top stations.

The rewards booklet moves into the digital age

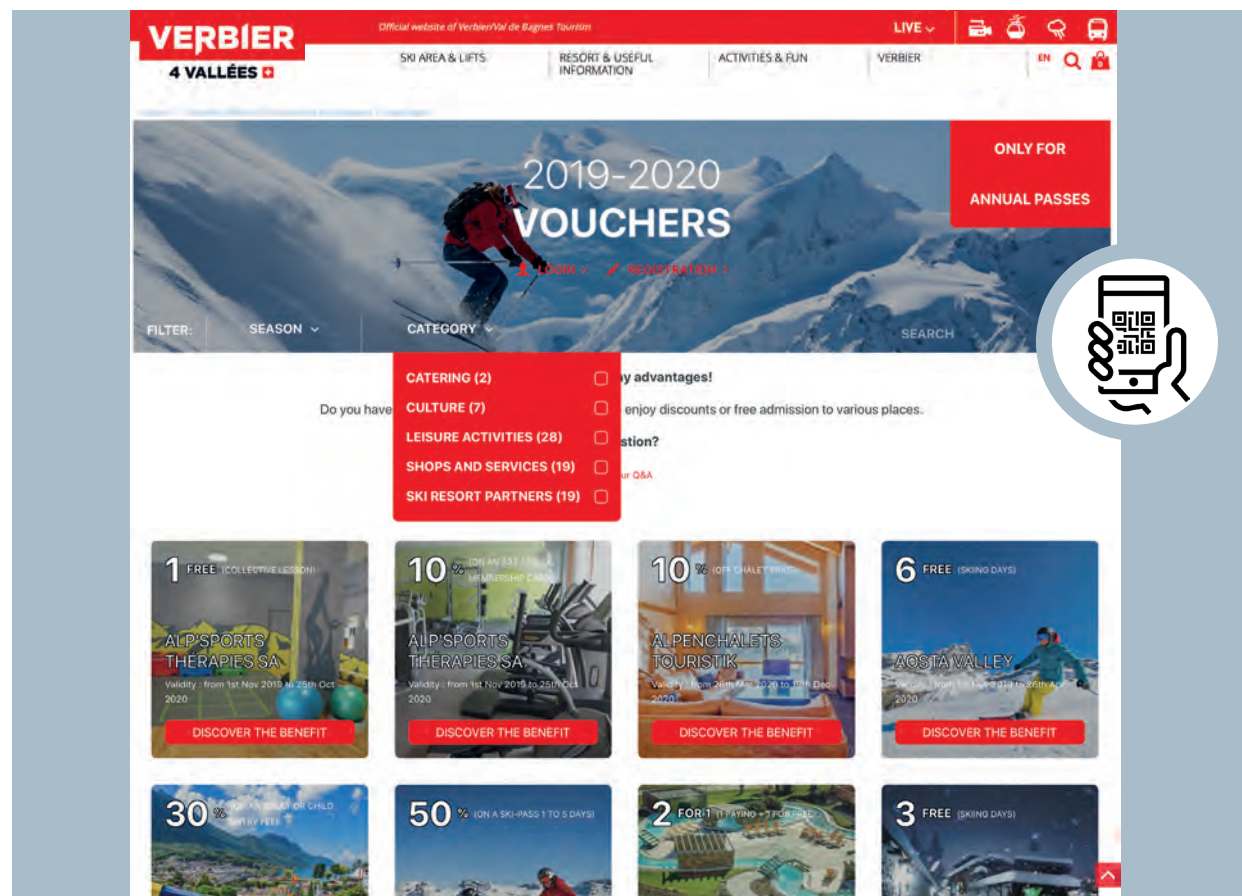
Gone are the days of the unwieldy paper rewards booklet. **Starting this winter, the booklet is 100% digital and can be accessed via your PC, smartphone or tablet.** To sign in, simply visit our website, www.easyverbier.com, where you'll find QR codes giving you access to over CHF 4,000 of discounts for both winter and summer.

In case you'd forgotten, the rewards booklet is included when you purchase a 4Vallées annual pass or Mont-

4Card. It can also be bought directly from ticket offices for CHF 200 and includes more than 50 days of free or discounted skiing at our partner resorts around the world.

To enjoy these offers, remember to visit the ticket office at our partner resort, where you will need to show your named annual pass and your smartphone open at the web page of the benefit you would like to use.

Find out more on our website: www.verbier4vallees.com



Dynamic pricing on easyverbier.com

Verbiier 4 Vallées is keen to establish a reputation as an innovative, sporty resort with all the latest technology. One of our aims is to make the online booking process as easy as possible, with appealing offers intended to spread visitor numbers more evenly across the entire season.

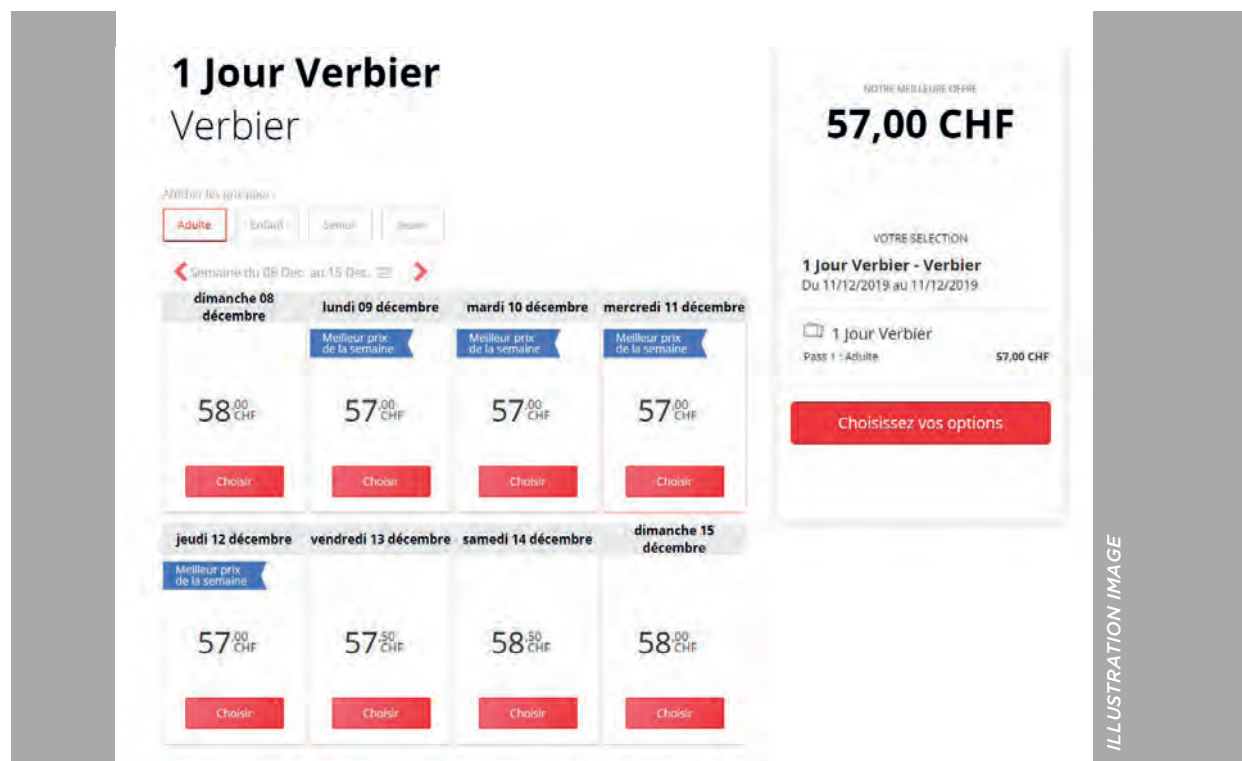
For this reason, Téléverbier is launching dynamic pricing on its ticketing website, www.easyverbier.ch, this winter. This new approach to pricing will give skiers the most attractive prices when they book their next trip to the Verbiier and La Tzoumaz-Savoleyres sectors.

Booking your skiing, sledging or pedestrian pass online will guarantee you the best price available. Generally,

the prices displayed online will increase over time based on demand and how close it is to the date of your trip. Online bookings made several days in advance will therefore give you the best price.

You can check the current lift pass price at any time on our website, where there is a calendar showing the current prices during different periods for all types of pass available.

This new pricing strategy is also intended to make our facilities easier to use and to make skiing more attractive, particularly in the low season. On top of that, it should reduce ticket office queues so that you can hit the slopes as quickly as possible.



Mont4Card: the slopes are yours!

To encourage the next generation out onto the slopes, the 4 Vallées lift companies have introduced the Mont4Card, a special annual lift pass for snowsports fans aged 7 to 24*.

This discounted under-25s pass can now be purchased all year round!

*Get the Mont4Card for just CHF 300 - or for CHF 400 for 15- to 24-year-olds - before 30 November 2019.

With the Mont4Card, you get access to the biggest all-Swiss ski area as well as receiving a rewards booklet.

Buy online at www.easyverbier.com

A photo point on Mont Fort



Would you like to capture a unique moment in front of one of the most beautiful views in Europe?

To take advantage of this fantastic new opportunity, simply head to the photo point at the top of the Mont Fort cable car and scan your lift pass.

All that remains is to strike a pose and say cheese!

To collect your photo, log in to www.skiline.cc, where you can download your snapshot using your lift pass number.

New badges for the Verbiier 4 Vallées app this winter

Last year, thousands of you hunted down badges in and around the Verbiier 4 Vallées ski area with our mobile app. It was such a success that the app is making a return this year with original new challenges for skiers of every level, whether beginners or experts.

Get started right now: challenge your friends and see who can pick up the most badges this winter!

The Verbiier 4 Vallées app also contains all the information you need about the resort. From piste closures to weather forecasts, webcams, news, events and online shopping, everything is available at the touch of a button. Plus, making its debut this winter is a handy interactive map of the ski area.



The Verbier Express: Geneva-Le Châble weekend train service

Last year, Swiss Federal Railways (SBB) opened their brand new railway station in Le Châble to great fanfare. Uniquely, this station is completely underground and able to accommodate SBB mainline-gauge trains, which means that passengers don't have to change trains at Martigny.

The new setup also connects with Le Châble gondola lift terminal, providing a seamless link directly to the Verbier ski area.

With the new infrastructure in place, SBB have joined forces with Télèveverbier to announce that a **train service will run between Geneva and Verbier every weekend (Saturdays and Sundays) from 21 December 2019.**



Now you can travel to the resort the easy and environmentally friendly way, skipping past all the weekend and holiday traffic on the A9 autoroute.

Fun zones for everyone!

Calling all freestylers! **Verbier's La Chaux snowpark** is your perfect winter playground. Open from December to the end of April, it's packed full of kickers, rails, boxes, big air jumps and a mini half-pipe where you can show off your sickest skills.

Not far from the snowpark is the **Audi Skicross Park** and a kilometre-long speed trap where you can race your friends.

Over at La Tzoumaz, the **Audi quattro funslope** is

the perfect place for kids to have fun picking up the freestyle basics on a piste bursting with jibs, jumps and other obstacles.

This 400-metre-long course on the Taillay run, starting at an altitude of 2226 metres, includes a 10-metre-long twister as well as a 15-metre curved wall. And with 23 other features - banked corners, jumps, a tunnel that takes you under the Funslope, and much more - snowsports fans of all ages are sure to have a whale of a time.



Verbier rolls out the red carpet for the Reds!

Verbier is proud to be a **partner of the legendary Liverpool FC**, the current holders of the prestigious Champions League title. The partnership, which kicked off at the beginning of the 2018-2019 season, is designed to appeal to Reds supporters through various targeted initiatives such as box advertising at Anfield and e-marketing campaigns promoting the resort's winter and summer offers.

Last year's **Liverpool FC Week** will be repeated this season, but this time over two weeks in early April. The line-up will include human table football, match broadcasts, concerts, raclette parties and lots of other Liver-

pool-FC-themed surprises. The high point of the two-week event will be the LFC Gala Evening, attended by club legends.

For more information, go to www.verbier.ch/liverpool

VERBIER 



Official Alpine Destination

'Verbier Addict' clothing brand tongue-twisters

Last year, Verbier 4 Vallées launched a clothing brand dubbed **Verbier Addict**.

For this season, the brand has released a new apparel **collection sporting expressions** in the local 'Bagnes' patois.

These products are available from our **Verbier Addict pop-up store** at the Médran Café.

You can also buy your ski pass and book luggage lockers in store.



Résidence*** La Tzoumaz-Verbier Top ski accommodation option in Verbier!



Opened just two years ago, the 3-star Tzoumaz-Verbier holiday residence has pride of place opposite the bottom terminal of the Tzoumaz-Savoieyres gondola lift. Made up of two large chalets, it boasts 492 beds in 85 apartments. Each apartment features a fully equipped kitchen (Nespresso machine, microwave, dishwasher, etc.), TV, WiFi and - most importantly - a balcony or terrace.

Admission to the indoor pool (20 m away) is free, as is use of the heated ski and boot lockers. The apartments are available for one-week stays (and last-minute weekend breaks).

Information and bookings:

www.residence-la-tzoumaz.com

Tél.+41 (0)27 564 56 78

email : info@residence-la-tzoumaz.com

Mont-Fort Swiss Lodge: bargain accommodation at the foot of the slopes!



The Mont-Fort Swiss Lodge in Le Châble is located right next to the cable car station, meaning you won't miss second of your day's skiing.

It's the ideal base for individuals and groups of 20 to 50 people. It's also able to host birthdays and other celebrations upon request.

The Mont-Fort Swiss Lodge sleeps 50 in rooms containing 2 or 4 beds, all with en-suite bathrooms.

For more info or to book, visit: www.easyverbier.com

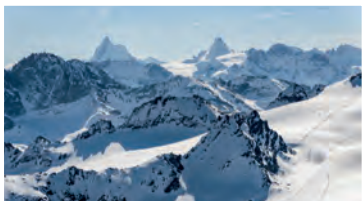
Make life easier with a ski locker!

What could be handier after a hard day's skiing than dropping off your things at the bottom of the slopes?

The Châble, Verbier and La Tzoumaz gondola stations all have lockers where you can leave your ski gear overnight. Your boots will be dried and disinfected for a fresh start the next day!

For more info or to book, contact info@televerbier.ch

Our mountain restaurants



IGLOO DU MONT-FORT
 The highest fondue in Europe
 Tel. +41 27 775 25 96
 Email : lesgentianes@televerbier.ch



LES GENTIANES
 An igloo at 3,000 metres altitude
 Tel. +41 27 775 26 56
 Email lesgentianes@televerbier.ch



CHALET CARLSBERG
 The must on the slopes!
 Tel. +41 27 775 26 73
 Email chaletcarlsberg@televerbier.ch



LA PASAY
 An authentic mountain café-bar at the top of Bruson!
 Tel. +41 27 775 26 10
 Email lapasay@televerbier.ch



1936 - Verbier's ultimate après-ski venue
 Tel. +41 792 246 290
 Email 1936@televerbier.ch



LE MAYENTZET
 A must!
 Tel. +41 27 775 25 49
 Email lemayentzet@televerbier.ch



LA CROIX DE CŒUR
 Local cuisine par excellence
 Tel. +41 27 775 25 36
 Mobile +41 792 210 887
 Email lacroixdecoeur@televerbier.ch



MÉDRAN CAFÉ
 The café at the bottom of the pistes in Verbier
 Tel. +41 27 775 25 86
 Email medran@televerbier.ch



BAR DES ETABLONS,
 Amazing atmosphere with concerts and DJs
 Mobile +41 76 704 24 74
 Email lesetablons@televerbier.ch



T- BAR
 The wine bar in La Tzoumaz
 Tel. +41 27 775 26 25
 Email tbar@televerbier.ch



RESTAURANT DE SAVOLEYRES
 A self-service restaurant and crêperie at the top of Savoleyres
 Tel. +41 27 775 26 28
 Mobile +41(0) 79 859 42 72
 Email selfsavoleyres@televerbier.ch

Santas set to descend on Verbier on 7 December to celebrate the season opening



Last year, despite the miserable weather, more than 3,000 St Nicholases celebrated the start of the season on the pistes at Verbier.

This year's event is set for Saturday 7 December and, as usual, skiers dressed as Santa will board a special free train from Geneva and be treated to coffee and croissants, ski passes, entertainment and DJ sets at Chalet Carlsberg, a drink and a group photo, with lots of other surprises in store. Participants will be asked to make a donation of CHF 5 to the charity Projo. This Martigny-based charity supports people living with spinal injuries in the Valais region, funding all the assistance they need for their recovery and all their everyday care needs not covered by their health insurance.

Experience a World Cup atmosphere at the Audi Quattro Ski Cup!



Feel what it's like to take part in a Ski World Cup on an immaculately prepared course at the Audi Quattro Ski Cup.

Use the professional timing system to compare your descent with your family, friends and rivals. You can have the unique experience of skiing in World-Cup-style surroundings – just like a top pro! Participation in this race is free of charge and open to everyone (minimum age 18). More info at verbier4vallees.com.

Xtreme Verbier, the freeride elite competing on the Bec des Rosses



On 28 March 2020, the crème de la crème of the planet's freeriders will face the ultimate challenge of taming the most technically demanding mountain face in the final of the Freeride World Tour: the legendary Bec des Rosses in Verbier, altitude 3,223 m.

After four competitions in the four corners of the globe, the world's top freeriders will square off against each other in their bid to win the 24th World Champion title, in our little corner of Switzerland!

Verbier Freeride Days, a new accident-prevention and training event

Téléverbier, the Swiss Ski and Snowboard School in Verbier and Les Guides de Verbier have joined forces to launch a brand new event called Verbier Freeride Days on 30 November and 1 December 2019. The event is entirely dedicated to accident prevention and training in freeride and ski touring.

The weekend will include different activity modules led

by professionals and resort ambassadors and a snow village of information stands showcasing freeride and ski touring equipment. An evening of talks is taking place at Verbier cinema on Saturday 30 November, along with a film showing - attended by resort ambassadors.

More information and bookings at www.easyverbier.



The Verbier High Five gets new logo and new format

After celebrating its 20th year in style, the Verbier High Five is back – with a new look and a revamped format.

The party side of this big end-of-season celebration has been beefed up, with a huge concert taking place in the finish area next to Chalet Carlsberg.

The disciplines have been made easier to enable everyone to have fun on the course whatever their ability level.

International skiing stars and local celebrities will also be taking part in the race, giving you a unique opportunity to rub shoulders with big names and famous faces.

After completing the different disciplines, the best amateurs and pros will compete against each other in the ski cross - a final that is sure to be an incredible spectacle.



The races will be followed by a huge concert, with the headline act to be announced soon! After that, the partying will continue in the resort's bars.

More info and registration at www.verbierhighfive.

The season end means only one thing: the Ultime Session!



Dig out the 1980s ski gear you've carefully kept in the attic and step on your boards for the famous Ultime Session.

This unmissable end-of-season event is all about fun, frolics and facing the redoubtable waterslide from which few emerge unscathed!

New for this year is human bowling, so start gearing up your team now.

DJ sets and live concerts will rock the day, all in a 'Vintage' atmosphere. Food available in the resort.

The Patrouille des Glaciers, the legendary race unrivalled worldwide



The Patrouille des Glaciers (PDG) is an international ski-mountaineering race organised by the Swiss army. Every two years, the 'patrouilles' - teams of three military or civilian competitors - compete over two days on an extreme race course.

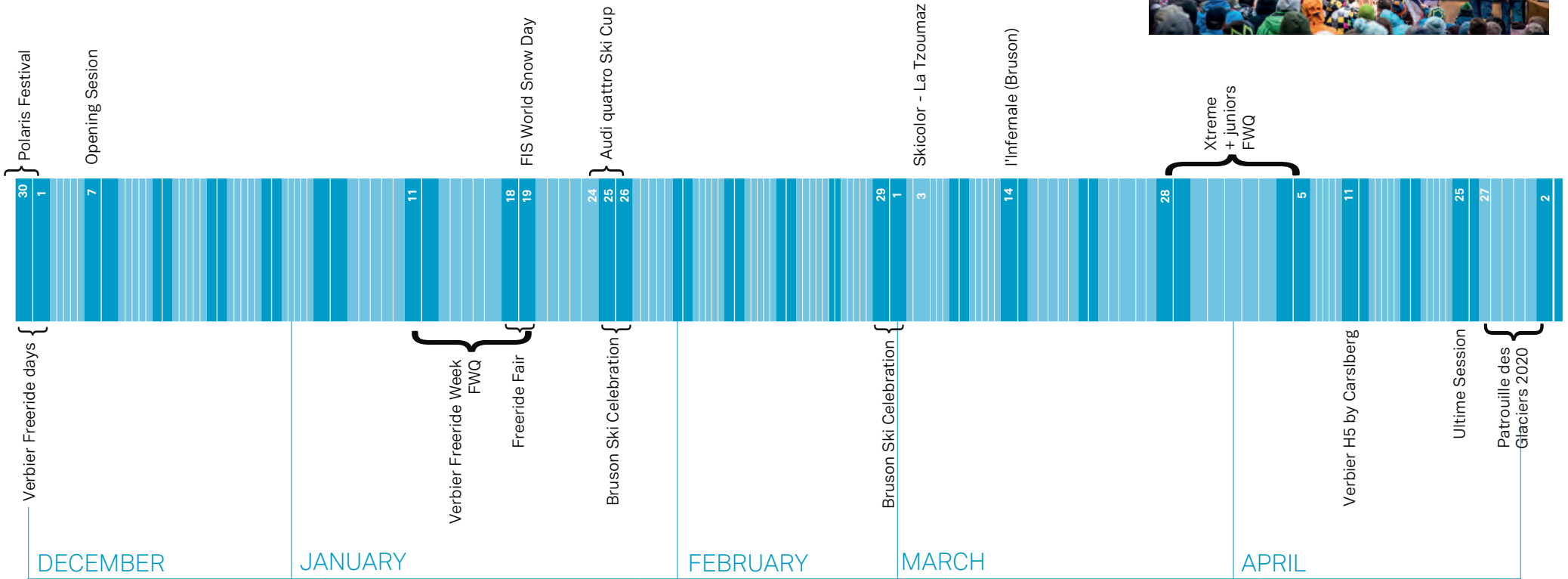
More than 1,400 teams totalling 4,200 participants set off from Zermatt (the 'Z' route: 53 km; altitude difference +4,386 m / -4,519 m) or Arolla (the 'A' route: 26 km, altitude difference +2,200 m / -2,328 m) to try to get to Verbier without stopping.



- From 21 December to 28 March: **Challenge Philippe Roux** every Saturday at the Savoleyres stadium.

- **Night rambles:** Every Wednesday from December to March, the Restaurant de Savoleyres is open until 9pm.

- **Live concerts at the 1936** in high season.



IMPRESSUM

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TÉLÉVERBIER SA
 tél. +41(0) 27 775 25 11
 email: info@televerbier.ch



This is why

Relentless dedication to sustainability,
quality, function and design since 1929.

NORRØNA 
Welcome to nature



Feel like a pro.

**Audi quattro Ski Cup.
Verbier 24. – 26.01.2020**

Further information at www.audi.ch/aqsc