

VERBIER ADDICT MAG

7

BY TÉLÉVERBIER SA

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New Barnes line gondola lift
operational from winter 21/22 on

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VERBIER
4 VALLÉES 

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VERBIER
4 VALLÉES 

Transformation of the Médran to Les Ruinettes cable car

This winter, the old cable car known as Médran I has been replaced by a completely new lift. The comfortable, panoramic ten-seater cabins on this new line provide incredible 360° views to get you fully immersed in the mountain environment! The journey time between Médran and Les Ruinettes is just 6 minutes and the level of comfort for users has been significantly improved with boarding all on the same level, station renovations, and the installation of escalators and a new lift at Médran railway station.

The work, which began in April, will be completed in December. Anyone eager to try out the new lift can do so from Christmas 2021 onwards.

We are delighted to announce that Barnes will be the exclusive sponsor of this new line. Previously known as Médran IV, it will now be renamed as the Barnes Line. Specialising in the sale of high-end goods, Barnes is an internationally renowned company. We are proud to enter into a five-year collaboration with an organisation that shares Verbier's values and possesses such vast expertise.

Would you like to know more about the construction of the Barnes Line? Take a look at our blog article to read all about it.

<https://verbier4v.ch/blog-medranIV>



New partnership with Bartholet Maschinenbau AG

Téléverbier SA and Télé-Thyon SA are working on the installation of three ski lifts in collaboration with the Swiss firm Bartholet Maschinenbau AG, one of the world's leading ski lift constructors. 2022 will be a year of great change for the two ski lift operators in the 4 Vallées, as the following major projects are set to launch.

Firstly, Téléverbier SA will develop the Bruson sector with two large-scale projects:

1. Replacement of the fixed-grip chairlift in La Pasay with detachable, six-seater cable cars. The journey time will be reduced from 11 minutes to just 5, and the "Design by Porsche Design Studio" seats mean visitors will travel in maximum comfort.
2. Construction of a six-person detachable ski lift from Pisse-Vache to Col de Chargerat.

In Thyon, a brand-new TPM lift is being installed in the Matze sector, replacing the two button lifts currently in operation.



A message from management

Due to the health crisis, the 2020–2021 winter season was a very challenging one. The decision taken by the authorities to keep Swiss ski resorts open was the right one, especially as we now know that the spread of COVID-19 is low in an outdoor environment.

Since the closure of the lifts in April, we have embarked upon various major investment projects. Despite the health situation, which has had a financial impact, the Téléverbier SA Board of Directors decided to continue with its road map. The six-person cable car (Médran 1), linking Verbier and Les Ruinettes, has been replaced by a new lift with ten-seater cars. Access to this lift has been completely reconfigured to reduce congestion and improve comfort. Furthermore, an escalator and lift for people with reduced mobility have been installed at Médran railway station to improve access to the boarding area.

State-of-the-art snow-making equipment

The Lac des Vaux–Attelas–Les Ruinettes axis makes up the backbone of our ski area. Verbier's first network of snow-making equipment was installed along this route in 1994. Given the number of skiers hitting these slopes each year, it is paramount that we equip this sector with cutting-edge, artificial snow-making technology.

Extensive work was carried out during summer 2021 to ensure optimal snow conditions on our slopes at the start of the winter season. TechnoAlpin was assigned the task of carrying out this work which will be completed next year. The sector's snow-making capacity will be increased from 270m3 per hour to 1,500m3 per hour.

In less than 10 years, we have increased the number of snow machines in our ski area from 70 to over 400. In addition to the increased production of artificial snow, increasingly high-performance tools will enable us to improve efficiency exponentially and use our resources in a more intelligent and targeted way.



Redevelopment of the Pissevache piste

Good news for Bruson sector diehards! The bottom section of the Pissevache piste is being modified to better meet skiers' needs and for a more enjoyable experience.

Following the modification of our PAZ-PAD development plan, a new section equipped with a snow-making system will be created on the piste's lower part, and the junction with the blue run will be made smoother and safer than before.

Replacement of oil-fired boilers in Les Ruinettes

Téléverbier is committed to cutting its carbon footprint as much as possible. Investment is made every year to improve the recording and monitoring of energy consumption, increase the efficiency of machines and reduce carbon emissions.

This year, two oil-fired boilers in Les Ruinettes were replaced by two wood-pellet fuelled boilers, cutting the building's CO2 emissions by 93%!

To find out more about our environmental impact, visit <https://verbier4v.ch/environnement>

We have also completely upgraded our snow-making equipment between Lac des Vaux and Les Ruinettes. Given the renovations will take two summer seasons to complete, this state-of-the-art system will fully launch in winter 2022–23, providing speedier snow cover along the ski area's backbone without using any more water. Snow quality will also be improved thanks to high-performance and energy-efficient snow machines.

I am delighted to welcome you to the slopes of Verbier, La Tzoumaz and Bruson and hope you have an excellent season and a wonderful festive period.

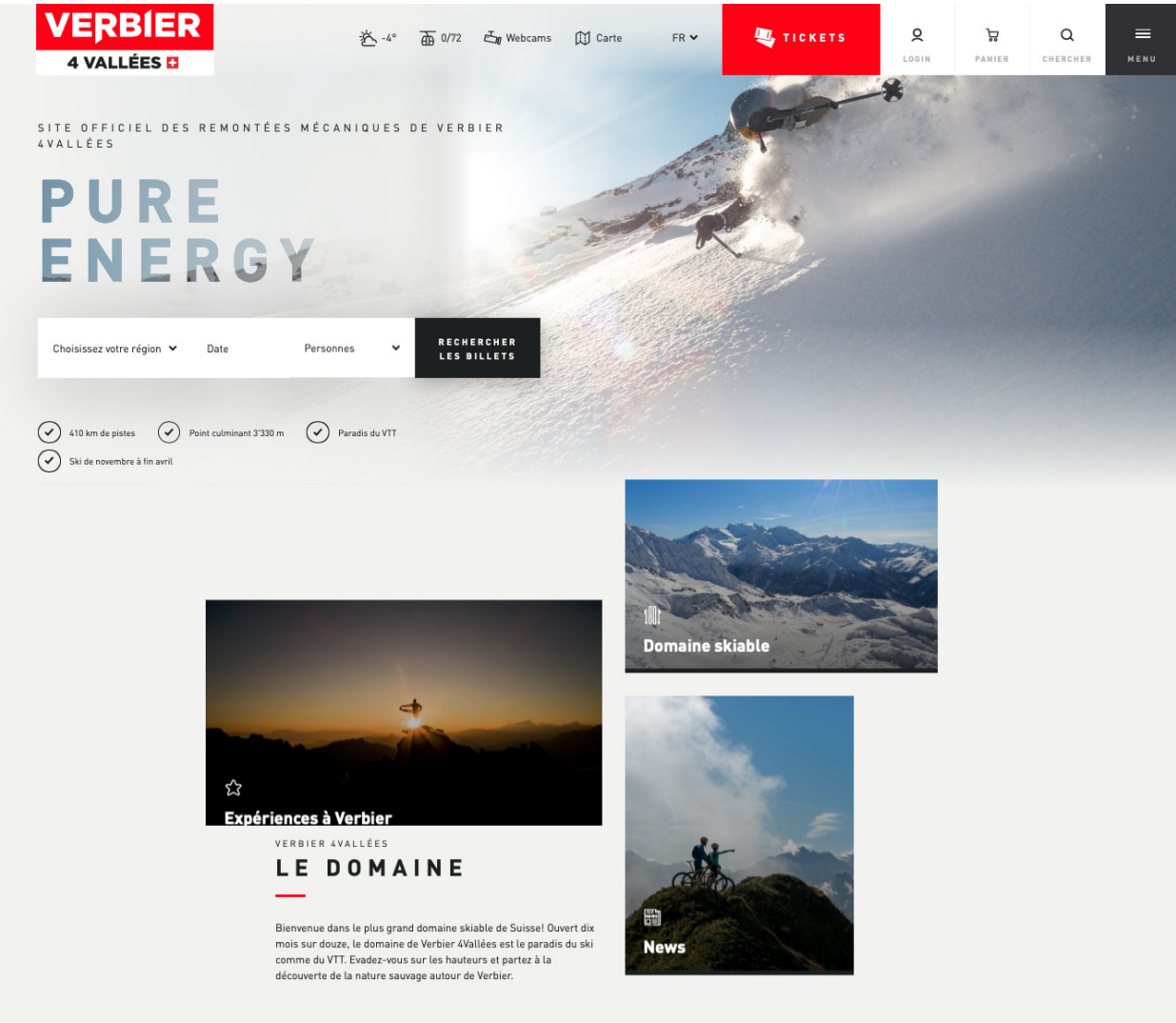
We look forward to seeing you on the slopes!

Laurent Vaucher - CEO

New website

Verbier 4Vallées launched its new website at the start of summer 2021. It was developed by Elements, an Austrian company that specialises in digital projects and already has a wide body of work to its name in the world of tourism. The new site puts a strong emphasis on images and providing inspiration for your holiday – a picture is worth a thousand words, after all!

We have worked to make buying tickets online as simple and intuitive as possible.



In contrast to previous seasons, almost all of our products are now available online. After the first few months of use, we are very satisfied with how the new site is functioning and hope you enjoy using it as much as we did creating it.

Please let us know what you think by e-mailing us at info@televerbier.ch!

Dynamic pricing - Winter 2021–2022

Verbier 4Vallées is seeking to position itself as an innovative ski resort with state-of-the-art technology. That's why our aim is to provide a simple online booking process with great offers to better distribute the influx of skiers over the entire season.

After impressive results from the first two seasons, we are continuing dynamic pricing in the 2021–2022 winter season on our brand-new online sales platform: www.verbier4vallees.ch

Dynamic pricing in the Verbier and La Tzoumaz-Savoieyres sectors means we can offer skiing at very attractive prices. This does not yet apply to the 4 Vallées sector.

If you book your ski, sledging or pedestrian passes online, you'll always benefit from the best available price. Generally, the prices displayed online increase depending on demand and how far in advance you are booking. The more you plan ahead, the higher your chances of getting a big discount!

You can check the current pass prices directly on our website's calendar.

This pricing strategy also aims to make it easier to use our sports facilities and promote skiing, particularly during the low season. This will help to cut queues at ski lift cash desks and allow you to get on the slopes more quickly.

Check out the Verbier 4Vallées blogs

To provide you with a more satisfying online experience and the most up-to-date information, not only did we create a new online sales platform last summer, we have also launched a brand-new blog featuring great content and providing fantastic added value.

Have you always wanted to find out more about our resort, the jobs we do here and the best spots in Verbier? We'll continue to add new articles throughout the winter.

Visit <https://verbier4v.ch/blog> to explore our brand-new content. If you have any suggestions or would like to know more about a particular subject, why don't you send us an e-mail at info@televerbier.ch

The Mont 4 Card - especially designed for young people

For a number of years, the companies in the 4 Vallées have been providing an annual pass specifically aimed at young people aged 7 to 24. It provides access to the resort in both winter and summer where they can try out various activities, such as skiing, mountain biking, hiking or even paragliding, at preferential rates. This pass also automatically grants you access to the voucher booklet which can be used at our partner resorts.

Until 30 November 2021, the Mont4Card is available for CHF 300 per child aged 7 to 14 and for CHF 400 per young person aged 15 to 24.

Available online at www.verbier4vallees.ch or at our points of sale.



Exclusive benefits with our digital voucher booklet

For a number of years, holders of an annual pass have received a voucher booklet allowing them to enjoy free ski days with our various partners (in Switzerland, Europe and around the world), as well as reductions on leisure activities and discounts at participating retailers.

After going digital in winter 2019–2020, the voucher booklet is going from strength to strength with offers worth over CHF 4,000!

To enjoy these benefits, visit <https://verbier4v.ch/> vouchers to register. Remember to show the voucher QR code as well as your personal Verbier 4Vallées pass when paying at the till.

Please note that we recommend registering at least 72 hours before using your first voucher.

Holidays in La Tzoumaz with T-Resort

Easily accessible and ideally located at the bottom of the pistes opposite the La Tzoumaz–Savoleyres valley cable car station, T-Resort, built in 2017, is a modern complex made entirely of wood.

Made up of two buildings linked by the T-Shop sports store, the Tzoum'Evasion ski school and the T-Bar serving wine and beer, the complex is a harmonious blend of 85 furnished standard and superior 3* apartments with all the creature comforts (non-smoking).

Bright and airy, as well as modern and comfortable, they can accommodate 4 to 10 people depending on the category.



Accommodation at unbeatable prices at the foot of the ski area: stay at the Mont-Fort Swiss Lodge for a great weekend of skiing

Situated right next to the cable car and railway stations in Le Châble, the Mont-Fort Swiss Lodge is the perfect solution for individuals and groups (from 20 to 50 people).

It has 50 beds divided across 15 rooms (single, twin and quadruple). All the rooms have a private bathroom (shower, WC, wash basin), and all our accommodation provides bed linen and bath towels.

There's a delicious breakfast buffet to fill up on energy before hitting the slopes.

The Mont-Fort Swiss Lodge is 150km from Geneva International Airport and is easy to reach with direct trains from the airport to Le Châble. There is also free public parking available on site.

What's more, there are plenty of restaurants and bars nearby. With direct access to Verbier, you can enjoy activities in the heart of Val de Bagnes and in the mountains of Verbier with 410km of ski slopes to explore!

To book, visit www.montfortswisslodge.ch. We look forward to seeing you soon! Chandra and Stéphanie



COVID-19 - Safety measures

Verbier 4Vallées wishes to reassure its guests and aims to clearly communicate all measures taken to combat the pandemic. The COVID certificate will not be required in the ski resorts of Switzerland at the start of the winter season. We are delighted by this decision taken by the Remontées Mécaniques Suisses (Association of Swiss Ski Lift Operators). However, the possibility of the certificate being introduced over the winter cannot be ruled out. This will depend on how the health situation develops and hospital capacity. For the time being, the only requirement is the wearing of face masks in buildings, queues and enclosed ski lifts. Sanitiser will be provided at all strategic locations. These measures may change over the winter depending on how the situation develops. Our "pandemic conditions" are still in force, which aim to reassure skiers if the ski area is forced to close. The details of these conditions can be found here: <https://verbier4v.ch/pandemie>.

VERBIER 4 VALLÉES
MAKE THE MOST OF THE WIDE OPEN SPACES OF OUR SKI AREA!
COVID-19 SAFETY MEASURES

- Ts & Cs INCLUDE A PANDEMIC CLAUSE PROVIDING FOR CUSTOMER REFUNDS**
- SANITIZER AVAILABLE IN DESIGNATED LOCATIONS**
- MASKS MUST BE WORN IN CABLE CARS AND IN INDOOR ENVIRONMENTS**

The Green Mountain

Verbier 4Vallées has been taking various steps aimed at reducing its carbon footprint for a number of years. On page 5 is a graphic outlining these measures. We will continue to invest in our well-being and the planet's.



VERBIER 4 VALLÉES
ENVIRONMENTAL IMPACT
WHAT DOES TÉLÉVERBIER SA DO TO REDUCE ITS CARBON FOOTPRINT ?

- OPTIMAL SNOW PRODUCTION**
MEASUREMENT OF THE SNOW COVERAGE AND AUTOMATED NETWORK
- COLLABORATION WITH THE SWISS RAILWAYS (CFF-SBB) - VERBIER EXPRESS - AND REGIONALS**
FREE SHUTTLE AND PARKING AVAILABLE THROUGHOUT THE RESORT
- ELECTRICAL ENERGY = 100% LOCAL HYDRAULIC**
LABEL BLUEELEC
- RENOVATION OF THE ELECTRIC REMOTE CONTROLLED ORDERS**
ENERGY EFFICIENT CLASS IE4
AUTOMATIC REGULATION OF THE LIFTS' SPEED
ACCORDING TO VISITATION FREQUENCY
- MONITORING OF THE HEAT SYSTEM**
TRIPLE GLAZED WINDOWS
SOLAR PANELS
HEAT RECYCLING
- OPTIMISATION OF THE GROOMERS' DIESEL ENGINES**
EURO TIER 4F AND EURO TIER 5 NORMS

ADDITIONAL INFORMATION ON TÉLÉVERBIER'S EFFORTS TO REDUCE IT'S CARBON FOOTPRINT CAN BE FOUND AT THIS LINK : <https://verbier4v.ch/environment>

Verbier 4Vallées teams up with Black Tap

We already dish up the highest fondue in Europe, but now we're offering the Black Tap experience – the very best New York burgers served at an altitude of almost 3,000m.

From 11 December 2021, visit Les Gentiannes where you'll find a new and completely unique restaurant!

Enjoy all the tastes, sounds, aromas and sights of a genuine American burger restaurant based on the Black Tap Craft burgers and Beer concept.

Take a look at the mouth-watering menu here: www.blacktap.ch



Local dishes at the Pinte à Fromage

More news from the food scene this winter – the Crêperie de Savoleyres has been transformed into the Pinte à Fromage! Enjoy local dishes on the terrace with magnificent views of Les Combins. Regional cheeses feature prominently and guests can enjoy various fondue recipes or "croûtes au fromage".

After hitting the resort's sun-kissed slopes, there is nothing better than a cheese dish to restore your energy before attacking the final descent.



Getting to Verbier is easy on public transport

Looking for an easy way to reach the slopes without having to drive? You're spoiled for choice at Verbier 4Vallées!

Every weekend from 18 December until the end of April, you can take the Verbier Express, a direct rail link between Geneva and the slopes without changing trains!

It's convenient and money-saving, as the project's partners are all offering a discount on their services. Tickets can be purchased online at www.cff.ch/verbier-express.

With so many options, there's no excuse for not travelling to the slopes in a more eco-friendly way. Verbier 4Vallées is delighted by this news and hopes the services meet your expectations.



Make life easier - leave your belongings in a locker!

What could be more convenient than leaving your kit in a locker at the valley station after a day's skiing?

You can store your ski equipment at the cable car stations of Le Châble, Verbier and La Tzoumaz. Your boots will be dry and sanitised, so your next day's skiing can get off to the best possible start!

For more information and booking, visit info@televerbier.ch



High altitude restaurants

IGLOO DU MONT-FORT
Enjoy Europe's highest-altitude cheese fondue!
Phone +41(0)27 775 25 96
Email: lesgentianes@televerbier.ch

LES GENTIANES
A domed restaurant, 3,000 metres above sea level!
Phone +41 27 775 26 56
Email: lesgentianes@televerbier.ch

CHALET CARLSBERG
The ski area's Italian restaurant
Phone +41(0) 27 775 26 73
Email: chaletcarlsberg@televerbier.ch

LA PASAY
A traditional bar above Bruson
Phone +41(0)27 775 26 10
Email: lapasay@televerbier.ch

LE MAYENTZET
Local specialities and fondue!
Phone +41(0) 27 775 25 49
Email: lemayentzet@televerbier.ch

1936 - The place to go for après-ski in Verbier
Phone +41(0) 792 246 290
Email: 1936@televerbier.ch

LA CROIX DE CŒUR
Local eatery serving local dishes
Phone +41(0)27 775 25 36
Email: lacroixdecoeur@televerbier.ch

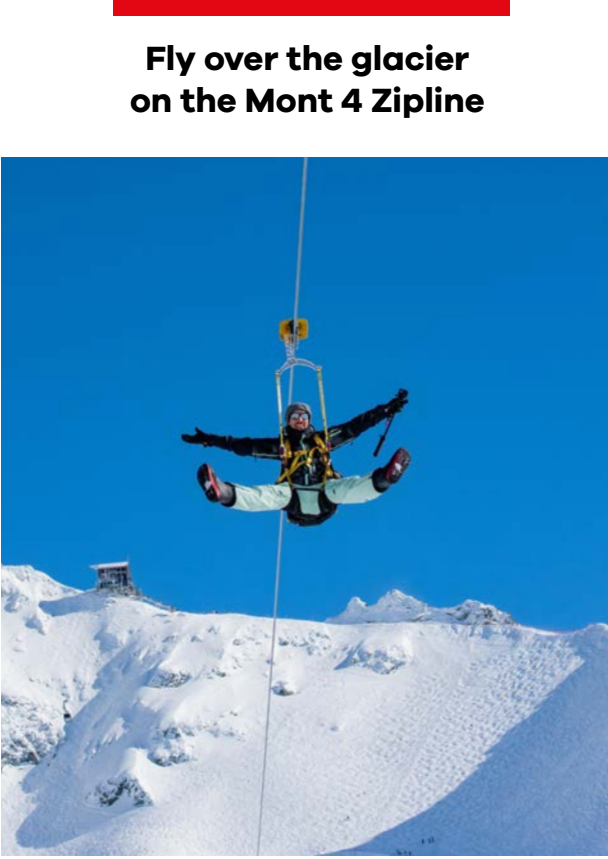
LA TZOUMAZ
1500 m

BAR DES ETABLONS,
Great atmosphere, live music and DJs.
Phone +41(0) 79 782 79 85
Email: lesetablons@televerbier.ch

T- BAR
La Tzoumaz's wine bar
Phone +41(0) 27 775 26 25
Email: tbar@televerbier.ch

RESTAURANT DE SAVOLEYRES
Self-service restaurant and «Pinte à fromage» next to the Savoleyres gondola lift's upper station
Phone +41(0) 27 775 26 28
Portable : +41(0) 79 859 42 72
Email: selfsavoleyres@televerbier.ch

MÉDRAN CAFÉ
The café at the foot of the slopes in Verbier
Phone +41(0) 27 775 25 86
Email: medran@televerbier.ch



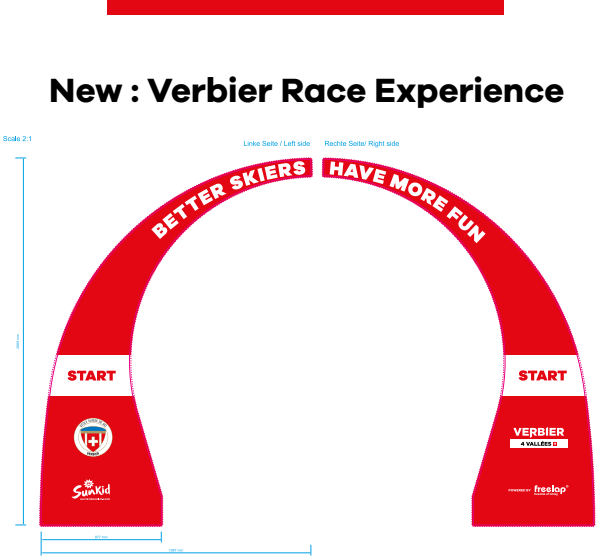
Have you tried the region’s most popular new addition yet? Then now’s the time! The Mont 4 Zipline will open this winter (weather permitting) from 11 December.

Since opening in August 2020, this zipline has been a runaway success. Starting at an altitude of 3,330m at Mont-Fort, the adrenaline rush is a guaranteed hit with speeds of up to 130km/h, a 1,400-metre-long course, and 383 metres of altitude difference – it’s enough to make you dizzy!

After a breathtaking start, you’ll fly over the glacier before a smooth arrival in Les Gentianes. You can then buy your souvenir photo taken mid-flight thanks to our Phototool.

A truly unmissable experience!

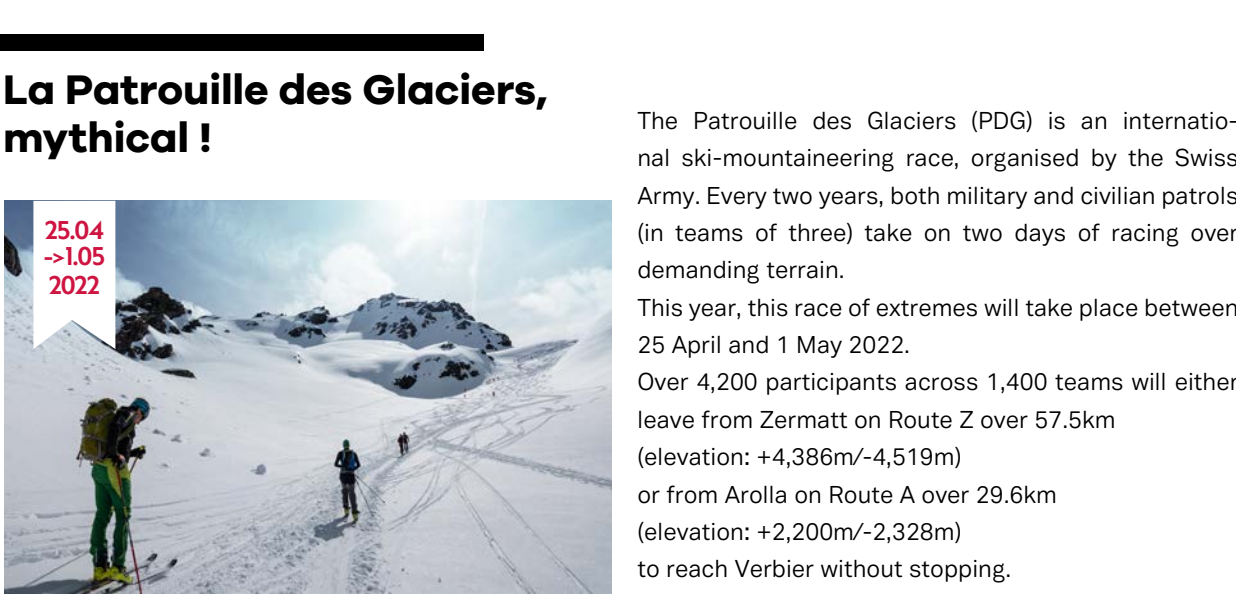
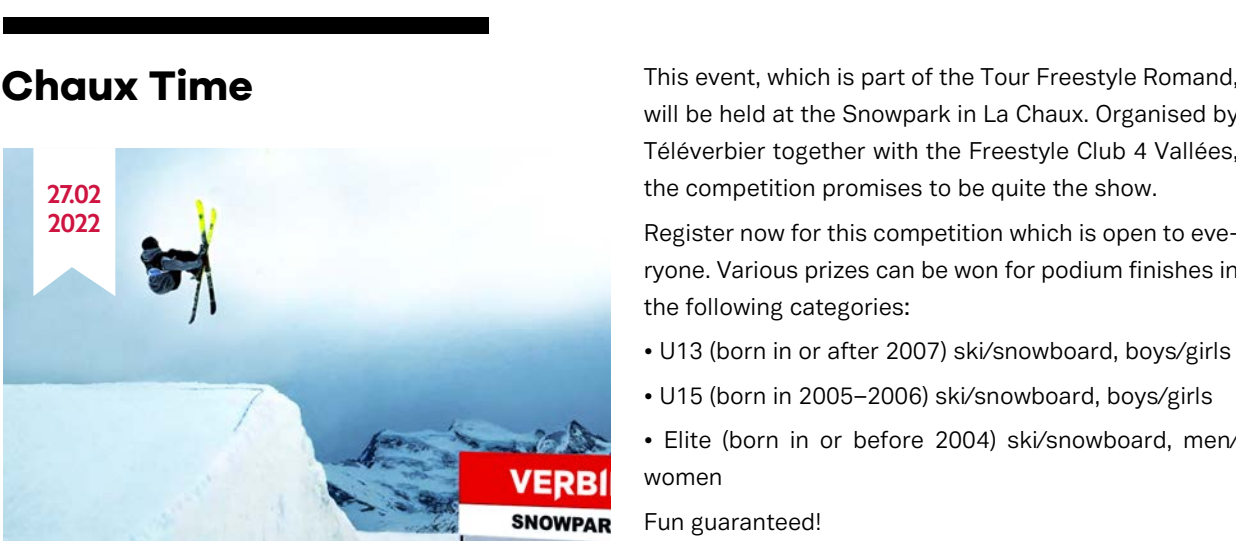
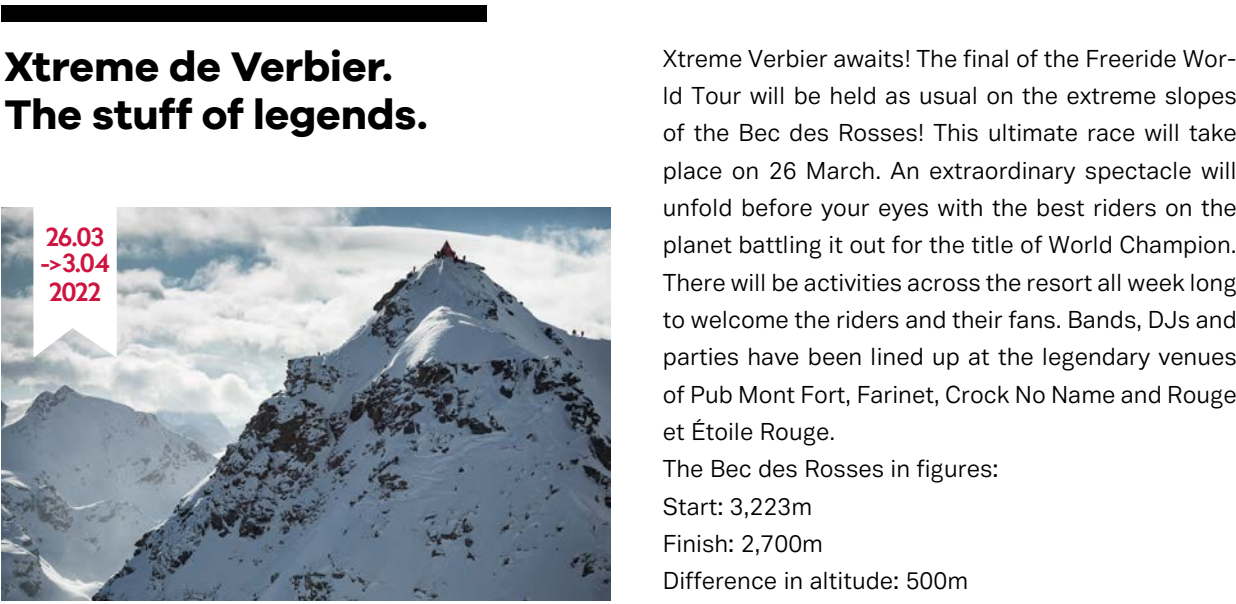
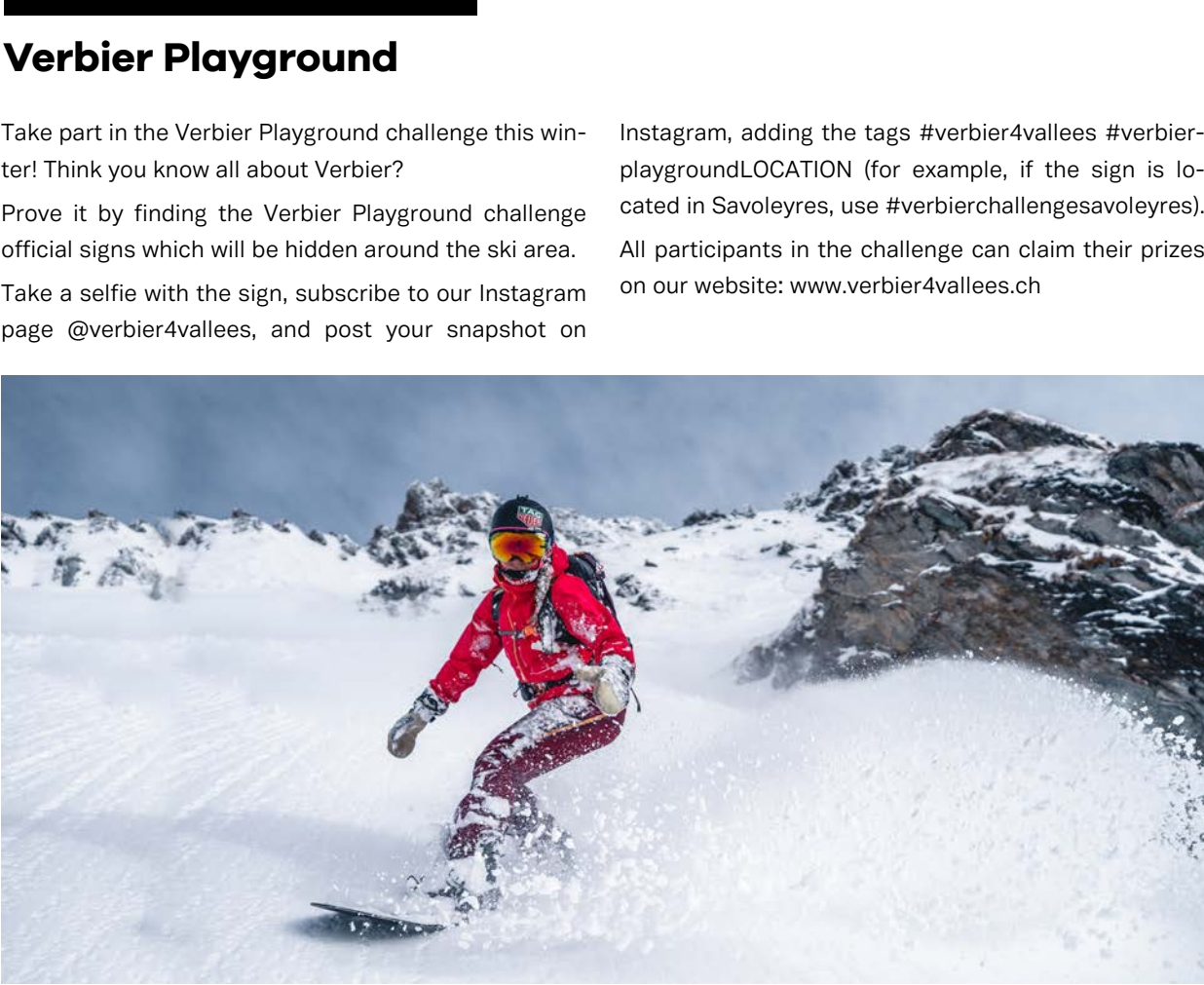
Book your ticket online: www.verbier4vallees.ch



From this winter, a new course for fans of alpine skiing is opening high up in the La Tzoumaz-Les Savoleyres sector.

The "Race Experience" timing system means you can challenge your friends or simply try to improve your own time on a giant slalom course with 15 gates.

The course takes about a minute to complete and is accessible to skiers of all levels.



Take part in the Verbier Playground challenge this winter! Think you know all about Verbier?

Prove it by finding the Verbier Playground challenge official signs which will be hidden around the ski area.

Take a selfie with the sign, subscribe to our Instagram page @verbier4vallees, and post your snapshot on

Instagram, adding the tags #verbier4vallees #verbier-playgroundLOCATION (for example, if the sign is located in Savoleyres, use #verbierchallengesavoleyres). All participants in the challenge can claim their prizes on our website: www.verbier4vallees.ch

Xtreme Verbier awaits! The final of the Freeride World Tour will be held as usual on the extreme slopes of the Bec des Rosses! This ultimate race will take place on 26 March. An extraordinary spectacle will unfold before your eyes with the best riders on the planet battling it out for the title of World Champion. There will be activities across the resort all week long to welcome the riders and their fans. Bands, DJs and parties have been lined up at the legendary venues of Pub Mont Fort, Farinet, Crock No Name and Rouge et Étoile Rouge.

The Bec des Rosses in figures:
Start: 3,223m
Finish: 2,700m
Difference in altitude: 500m
Gradient: more than 60°

This event, which is part of the Tour Freestyle Romand, will be held at the Snowpark in La Chaux. Organised by Télévérbiér together with the Freestyle Club 4 Vallées, the competition promises to be quite the show.

Register now for this competition which is open to everyone. Various prizes can be won for podium finishes in the following categories:

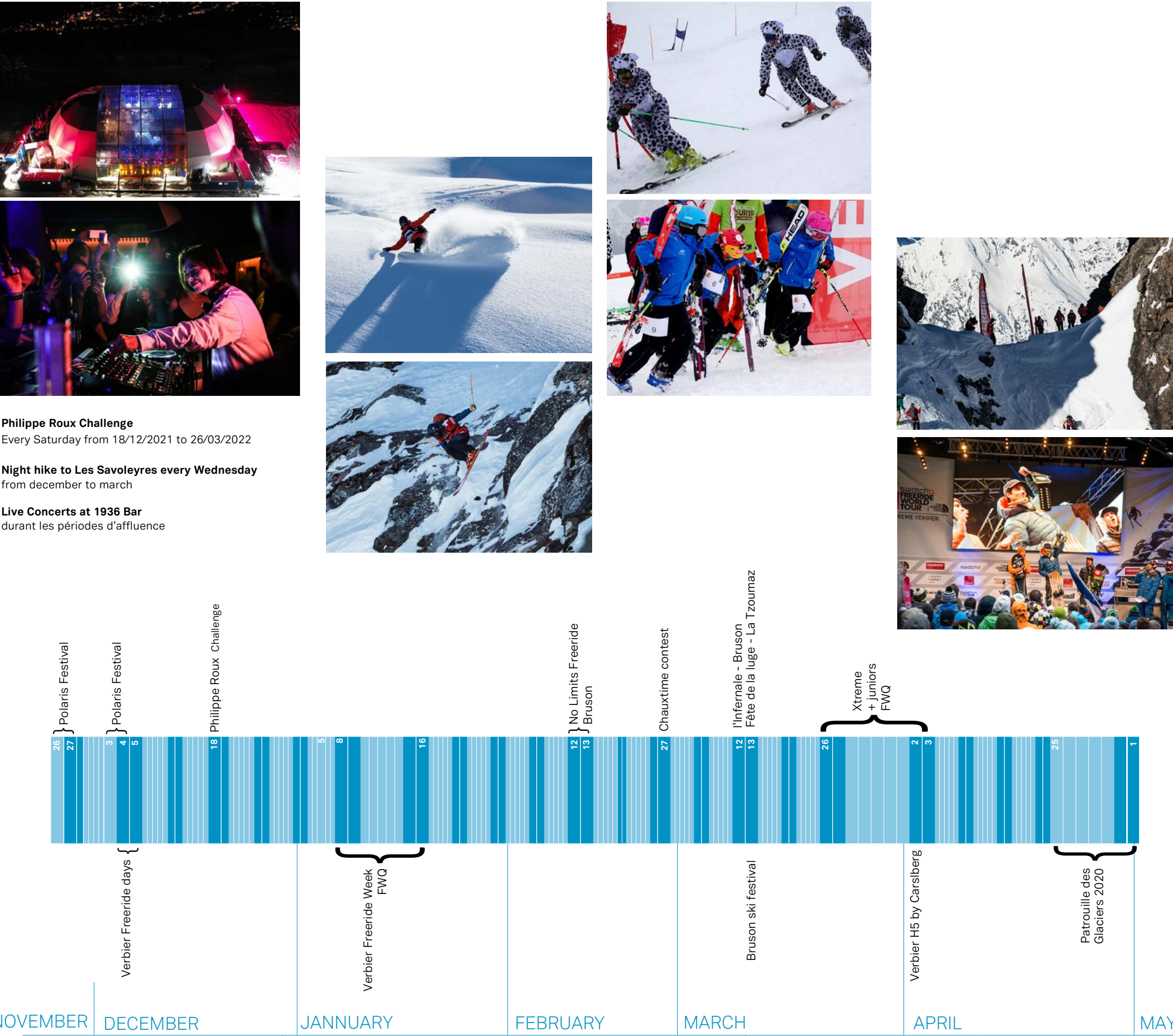
- U13 (born in or after 2007) ski/snowboard, boys/girls
- U15 (born in 2005–2006) ski/snowboard, boys/girls
- Elite (born in or before 2004) ski/snowboard, men/ women

Fun guaranteed!

The Patrouille des Glaciers (PDG) is an international ski-mountaineering race, organised by the Swiss Army. Every two years, both military and civilian patrols (in teams of three) take on two days of racing over demanding terrain.

This year, this race of extremes will take place between 25 April and 1 May 2022.

Over 4,200 participants across 1,400 teams will either leave from Zermatt on Route Z over 57.5km (elevation: +4,386m–4,519m) or from Arolla on Route A over 29.6km (elevation: +2,200m–2,328m) to reach Verbier without stopping.



IMPRESSUM

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16 novembre 2021

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Email: info@televerbier.ch

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VALAIS SUISSE

Merci à nos modèles/ambassadeurs
Sybille Blanjean et Liam Rivera



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EN VENTE AUX CAISSES DE MÉDRAN - VERBIER



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