

# VERBIER ADDICT MAG

5

BY TÉLÉVERBIER SA

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with Xavier Rosset, adventurer and ambassador for Verbier

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**VERBIER**  
4 VALLÉES



## Calling all adrenaline-seekers: the Mont4 Zipline awaits!



The Mont Fort zipline has been a runaway success since it opened in August 2020.

Numerous people have already launched themselves upon this aerial adventure along a line that connects the top of Mont Fort with the Col des Gentianes.

This winter, this zipline will open (weather permitting) as soon as the Mont Fort sector does, which is sche-

duled for 12 December. With speeds of up to 130 km an hour, a 1,400 metre-long course and a 383 metre altitude drop, the stats will definitely get you in a spin!

So, are you ready to throw yourself into the void?

**It is strongly recommended you book in advance online at [www.easyverbier.com](http://www.easyverbier.com)**

## Montgenèvre: a new partner resort in the southern French Alps

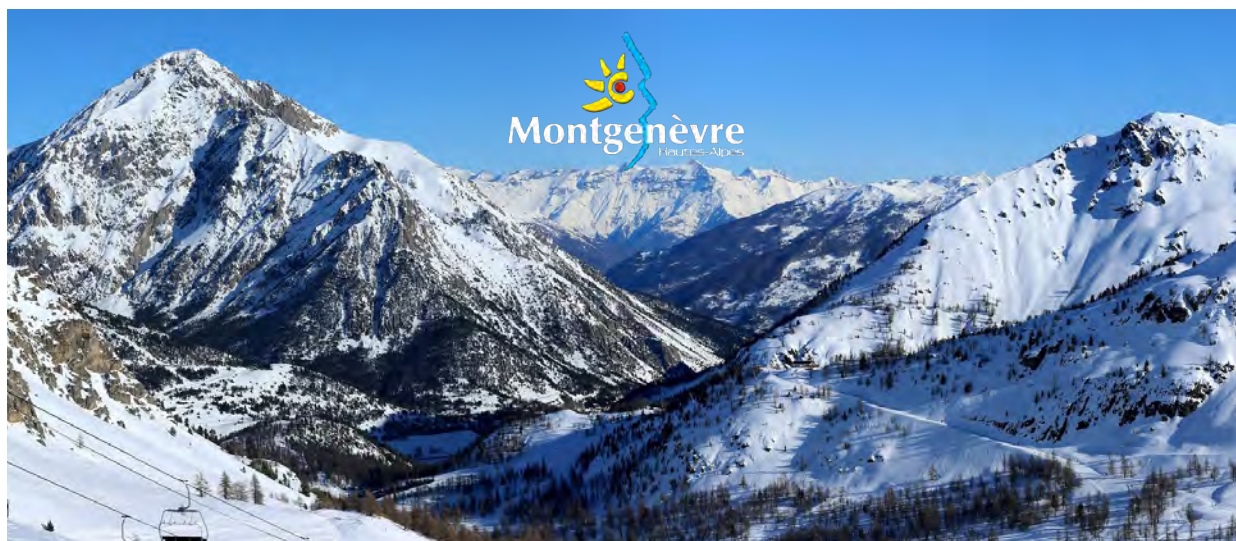
**The 4 Vallées has signed a new partner resort agreement with the French ski resort of Montgenèvre.**

If you have an annual pass and thus are eligible for various e-vouchers and digital coupons, you can now enjoy 5 days' skiing in this new partner resort – absolutely free!

Seen as the 'grand old lady' of French ski resorts, Montgenèvre opened in 1907. Its first ski-lift was installed in 1936. It's a really family-friendly resort which boasts 50,000 m<sup>2</sup> of nursery slopes. However, hardened skiers aren't left out either, with around 50 red and black pistes, enabling them to have some very physically-demanding fun.

Montgenèvre consists of two ski areas: Grand Montgenèvre, with 95km of pistes and 24 ski lifts, and Monts la Lune, boasting 110km of runs and 31 lifts. It's possible to ski between these areas. The latter ski area is linked with the Italian 'Milky Way' (Via Lattea) ski area, with 400km worth of runs.

If you'd like to stay on a bit longer, or explore the 400km of runs offered by the Via Lattea (which includes the resorts of Montgenèvre, Sestrières and Sauze d'Oulx), you can buy a day ski pass in these resorts for around 50€.



## Editorial

Although we can't wait to get out and go speeding down the runs at Verbier, La Tzoumaz and Bruson, there are a lot of questions that come to mind. We can absolutely assure you that your health - and that of our staff members - is our absolute priority and thus central to every decision we will take over the course of the coming season.

We have taken every possible public health precaution to make sure we can have the ski area up and running as normally as possible, whilst complying with all the public health measures currently in force. Service providers and retailers in Verbier, La Tzoumaz and Bruson have taken all necessary measures to ensure you can have the best possible experience despite the current public health situation. With this in mind, please adhere to all the health safety measures in force - both for your own benefit and



that of everyone else.

The current public health situation has not derailed plans for future investment and projects. The Grand-Tsai to Bruson ski tow has been completely replaced and we have also completed the final phase of the Savoleyres - La Tzoumaz snow-making project. The new zipline at Mont-Fort, which opened in August 2020, will also be operational this winter. And of course, our reassuringly wide open spaces are ideal for chilling out and enjoying yourself in an unspoilt, wonderfully unpolluted environment.

We'd like to thank you for your loyalty towards us. Here's hoping for a really snowy winter and an excellent season for one and all!

We look forward to seeing you out on the slopes!

**Laurent Vaucher - CEO**

## Completion of the snow-making project in the Savoleyres sector

Summer 2020 saw the completion of the snow-making project in the Savoleyres - La Tzoumaz sector, as laid out in Télervier's PAD-PAZ (urban planning master-plan). Work on the 4-year project began in 2017 and has enabled the lower Cœur run to benefit from artificial snow cover. This section thus provides an alternative to descending the Etablons run and gives you access to La Tzoumaz by ski even at the start of the season, when snow has not yet fallen in the lower altitude parts of the resort.

## Changes to the Chassoure gondola lift

All skiers who love Verbier will be familiar with the gondola lift system between Tortin and Chassoure, as well as the run above which it travels, the famous 'mur de Tortin' (an extremely steep run). This ski lift is very popular in winter and is now going to see its hourly capacity increased from 1,400 to 1,600 people thanks to the addition of six new cabins. Its electrical drive has also been replaced as part of the renewal of the contract to operate the line. This change will reduce energy consumption, which is all part of Télervier's long-term strategy to reduce its environmental footprint through initiatives coming under the 'la Montagne Verte' (the Green Mountain) umbrella.

## The Grand-Tsai to Bruson ski tow has had a makeover

As it no longer met current norms, the Grand-Tsai to Bruson ski tow, built in 1976, was replaced during the summer of 2020 by a brand-new Garaventa tow. Costing around 1,200,000 Swiss Francs, this ski tow has greater capacity compared to the old system and can whisk a little over 700 people up the slopes every hour. Its route has been slightly modified to finish directly at the top of the 'Grand-Tsai', meaning that skiers now have very easy access to the slopes in the Val de Bagnes.

A new run has been created to avoid the ski tow route. The descent to Orsières now runs parallel and entirely to the south of the ski tow.

## Télervier adds three new snow groomers to its fleet

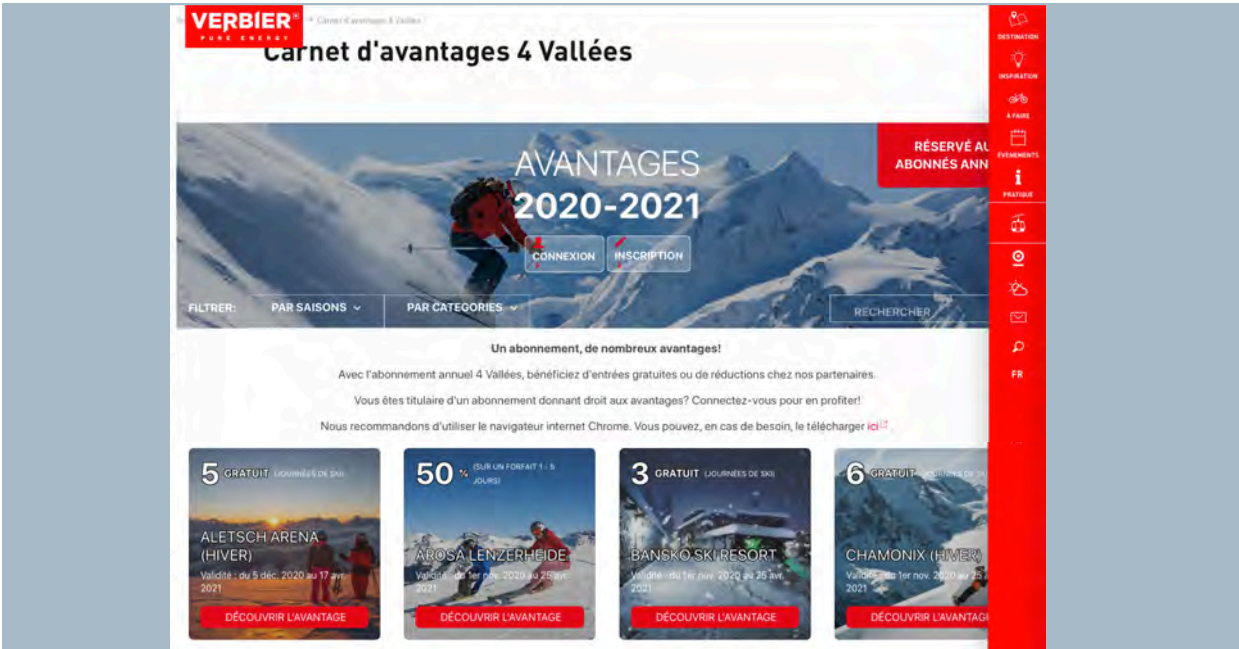
The company is continuing to make new investments. This year, it ordered three snow groomers from Prinoth (the Leitwolf model). These snow groomers are branded with the Verbier 4Vallées logo. The total cost of this purchase was about 1,300,000 Swiss Francs.



## Our e-vouchers just keep getting better and better!

As of winter 2019-2020, the voucher book that comes with every purchase of an annual ski pass has gone digital. Viewable online at [www.verbier.ch/avantages](http://www.verbier.ch/avantages), the e-vouchers encompass a large number of free or discounted day lift passes in our partner resorts (with one new resort added this year in the shape of Montge-

nèvre), discounted entry to a selection of leisure activities and other reductions on partner services and products. In total, discounts worth over 4,000 Swiss Francs are on offer! To use your e-vouchers, go to the check-out of the relevant partner and show them the QR code of the discount in question, along with your 4 Vallées ski pass.



## A new look for the verbier.ch website

This winter, Verbier's official website is getting a makeover! The resort has really given free rein to its imagination and now photos and videos have pride of place – just the thing to set you dreaming! You'll also find all the information you need about the ski area on the site.



## Dynamic pricing on easyverbier.com

Verbier 4Vallées markets itself as a ski resort that's a bit of a trail-blazer, including when it comes to being at the cutting-edge of tech. This is why we wanted to provide you with an easy online booking procedure featuring enticing offers. After a very satisfactory inaugural season in 2019-2020, we are going to use our dynamic pricing system for the Verbier and La Tzoumaz/Savoleyres sectors once again this winter on [easyverbier.com](http://easyverbier.com).

Booking ski passes or pedestrian passes online means you will always get the best available rate. The further in advance you buy your passes, the better value they will be. You can also check out the prices of passes in real-time on our website. What's more, choosing to book and pay online avoids physical interaction and queues - a real bonus during the current pandemic.

BUY SMART!

70 ANS 1950-2020 REPORTÉES MÉCANIQUES

easyverbier.com

THE BEST PRICES

BUY

AVAILABLE ONLINE

## Mont4Card: putting youngsters first

To encourage the uptake of winter sports amongst young people, the various companies managing the 4Vallées ski area's resorts have offered children and young people from the ages of 7 to 24 preferential rates on both winter and summer activities over the last few years via subscription to the Mont4Card. Subscribers to this card automatically benefit from our e-vouchers, which therefore provides them access to the slopes of numerous partner ski resorts as well! Up until 30 November 2020, you can buy the Mont4Card for 300 Swiss Francs for children aged 7 to 14 and for 400 Swiss Francs for young people aged from 15 to 24. It's available online at [www.easyverbier.com](http://www.easyverbier.com) or from our physical sales outlets.



## New partnership with Helly Hansen



Helly Hansen, founded in 1877, produces workwear amongst other things. The majority of Téléverbier employees now wear Helly Hansen-made clothing. Verbier participates in Helly Hansen's 'Ski Free' initiative. This scheme rewards buyers of certain Helly Hansen products with a '2 for the price of 1' voucher for a day ski pass in the Verbier sector. Helly Hansen is also one of our e-voucher partners. All subscribers to our annual pass can benefit from an e-voucher offering a 10% reduction on products in their online shop [www.hellyhansen.com](http://www.hellyhansen.com).

## More and more badges on the Verbier4Vallées app!

Over the last two years, thousands of you have gone hunting for badges in the Verbier 4 Vallées ski area. This mobile app is back once more this year and features original new challenges for novice skiers and seasoned pros alike. Why wait any longer? Set your friends a whole range of challenges this winter! The Verbier 4Vallées app also gives you all kinds of useful information about the ski area, and it's all at your fingertips! An interactive map, weather reports, webcam views, news, events, e-vouchers and the online shop are available in seconds.





## Restful holidays at T-Resort in La Tzoumaz

With a perfect location at the foot of the slopes opposite the lower station of the La Tzoumaz - Savoleyres gondola lift, T-Resort is a new (2017) holiday apartment complex that's partially constructed from wood.

Comprising 2 buildings connected by the T-Shop sports shop, the Tzoum'Evasion ski school and the T-Bar bar (serving beers and wines), the complex is a harmonious architectural whole and boasts 85 fully furnished and fitted standard and superior 3\* apartments (non-smoking).

Well-lit and fitted out with all mod cons, apartments come in a variety of categories and are designed for 4 to 10 people.

Why not come to La Tzoumaz this winter and breathe in our wonderfully pure mountain air - whilst making the most of the many extras that T-Resort offers:

- Free entry to La Tzoumaz public swimming pool
- 10% discount on ski equipment rental at the T-Shop
- 10% discount on all ski lessons at Tzoum'Evasion
- One 100ml glass of wine free for one 100ml glass of wine purchased at the T-Bar
- 10% off the price of a bottle purchased at the T-Bar (take-away)
- One drink purchased = one free shot at the bar des Etablons
- One day's tobogganing purchased at the T-Shop = one extra day for free
- One 3 hour-long telemark skiing taster session for 150 Swiss Francs (valid for up to 2 people, advance booking required)

Information and bookings: [www.t-resort.ch](http://www.t-resort.ch)  
Email: [info@t-resort.ch](mailto:info@t-resort.ch)



## Mont-Fort Swiss Lodge: accommodation at an unbeatable price at the foot of the ski slopes!

Located in Le Châble, by the base station of the gondola lift and the train station, the Mont-Fort Swiss Lodge is perfect for both individual travellers and groups (from 20 to 50 people).

There is a total of 50 beds in 15 bedrooms (single, twin and 4-person rooms). All bedrooms have their own bathroom (shower, toilet, wash-hand basin). Bed linen and towels are provided.

The Mont-Fort Swiss Lodge is 150 km from Geneva Airport, to which it is well connected by direct trains from

the airport to Le Châble. There is also free public car parking on-site. What's more, several restaurants and bars are within walking distance.

As you can travel directly to Verbier, you may enjoy activities both in the heart of the Bagnes Valley and in the upper reaches of Verbier. There are over 400km of runs to ski to your heart's content!

Feel free to check out our brand-new website, [www.montfortswisslodge.ch](http://www.montfortswisslodge.ch) for bookings.



## COVID-19 – Safety measures

Verbier 4Vallées would like to reassure its guests and explain to them exactly what measures it has taken in response to the pandemic. We have adhered to the protocols laid out in the 'Clean and safe' campaign supported by Switzerland Tourism. All appropriate hygiene measures are naturally taken by all our employees. Face coverings must be worn in all our facilities and lifts, as well as in queues. Washing and disinfecting hands and maintaining a distance of 1.5 metres from others not in your household is strongly recommended. To help you do this, alcohol-based hand sanitiser has been made available at strategic, designated locations.

**For further peace of mind, our clients can consult our terms and conditions as they relate to customer refunds at: [www.4vallees.ch/conditions-pandemie](http://www.4vallees.ch/conditions-pandemie).**

We are really looking forward to seeing you back this winter in an environment that we have made as safe as possible for you!

## New in-store in the Verbier Addict shop

The 'Verbier Addict Pop-up store' is back in its usual location between the Médran ski lockers and the Médran Café. Several categories of clothing (hoodies, t-shirts, polo shirts etc.) from three different lines await you.

From the iconic summits of Verbier to typical winter sayings in the local dialect, not to forget brand-new retro designs, there's definitely something for everyone, whether you're looking for the perfect gift or just to spoil yourself!

Fans of Verbier will also find a wide range of souvenir accessories, including hats and headbands in different colours.

New this year: neckwarmers/masks with built-in filters will enable you to ski Covid-safely and stylishly too!





**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



FACE COVERINGS MUST  
BE WORN AT ALL TIMES  
ON THE SKI AREA,  
INCLUDING IN QUEUES



SANITIZER AVAILABLE IN  
DESIGNATED LOCATIONS



CLEAN & SAFE  
LABEL-CERTIFIED  
IN PARTNERSHIP WITH  
SWITZERLAND TOURISM



AVOID CLOSE CONTACTS,  
BUY ONLINE!  
[www.easyverbier.com](http://www.easyverbier.com)

## La Montagne Verte (the Green Mountain)

For many years now, Verbier 4 Vallées has been taking steps to reduce its environmental footprint. Below you will find an illustration summing up these actions. We continue to invest in both the planet's well-being

and that of society in general.  
More information available from:  
[www.televerbier.ch/lamontagneverte](http://www.televerbier.ch/lamontagneverte)



## Places where there's fun for everyone!

In the Verbier sector (specifically, La Chaux) freestylers can really have a field day at the Snowpark, which is open until the end of April. Enjoy yourself on the park's numerous features (kickers, rails, boxes, ramps for big air moves, mini half-pipes...) not forgetting a big air bag (inflatable landing zone) that's ideal for learning tricks. This terrain park is suitable for all levels of expertise and is groomed every day for your safety. Near this snowpark is the Audi Skicross Park and a mini speed skiing course where you can take on your friends. The Audi quattro funslope in La Tzoumaz is great for

kids who want to learn the basics of freestyle skiing and snowboarding whilst having fun on a run that's punctuated with obstacles and features. It's on the Taillay run, more than 2,226 metres above sea level, that snow-lovers can embark on this 400 metre-long course, which includes a 10 metre-long fun twister and a 15 metre curved wall-ride. The 23 other features (banked turns, jumps, an above-ground tunnel...) all add up to a really adrenaline-pumping experience.



### IMPRESSUM

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Verbier Promotion, Melody Sky

11 december 2020

TÉLÉVERBIER SA  
Phone +41(0) 27 775 25 11  
Email: [info@televerbier.ch](mailto:info@televerbier.ch)

## Verbier Express: a direct train service between Geneva and Verbier

Would you love to have an easy way of getting to the slopes without having to undergo a long, tiring drive? If the answer to that is yes, then the Verbier Express is for you!

This service was launched during the 2019-2020 winter season. It proved extremely popular and will therefore run again this year. The Verbier Express enables you to travel to Le Châble from Geneva without changing in Martigny. It runs on Saturdays, Sundays and some public holidays during winter.

There are multiple advantages to choosing the train: it's an easy way of getting to the slopes, you can benefit from discounts of up to 70% off your journey, not to mention a discount on a one-day ski pass. You're also doing your bit for the planet!

Same-day returns are available, from Le Châble to Geneva (the journey includes intermediate stops).

Timetables can be viewed and tickets purchased online at [www.easyverbier.com](http://www.easyverbier.com).



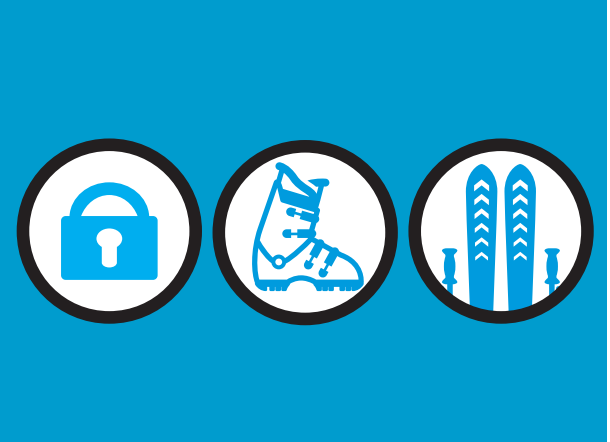
## Make things simple for yourself - leave your belongings in a locker!

What could be more convenient than being able to leave your skiing kit at the bottom of the ski lifts after a day's skiing? At Le Châble, Verbier and La Tzoumaz, you can safely store your skiing equipment.

Your boots will be dried and disinfected so your next day's skiing can get off to the best possible start!

The lockers are located inside the lift stations.

For information and bookings contact  
[info@televerbier.ch](mailto: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



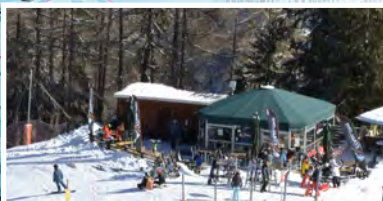
**1936** - The place to go for après-ski in Verbier

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: lacroixdecœur@televerbier.ch



**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 creperie 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





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Future is an attitude

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