

PRESS KIT 25

Villars-Gryon-Les Diablerets-Bex Publicity Service



WHERE ARE WE?



“FROM VINE TO GLACIER”

Discover our region – stretching from the Chablais plain to the summit of the Diablerets glacier at 3,210 metres above sea level. Start your visit over 4.6 kilometres lower down in the Bex Salt Mines. Then take a dip in the thermal baths at Lavey-les-Bains, Switzerland's hottest thermal spring. When you resurface, continue your journey through the vineyards of Bex and Ollon, the birthplace of authentic Cru wines created in soil with a unique terroir.



As you gain altitude, you'll notice the increasingly distinctive chalets of Gryon, a village bathed in the calming atmosphere of this traditional mountain setting. Just a few kilometres away, in Villars, old ancestral chalets stand alongside more recent constructions in wood and stone. Enjoy this modern resort from the vantage point of a natural, south-facing balcony. In summer, take the car or bus along the Col de la Croix road, which winds through an alpine landscape with traditions dating back centuries. Cross the pass and head for the authentic village of Les Diablerets, nestled beneath an imposing mountain range. Here, legends and traditional customs are combined with sporting pleasures and the joys of eternal snow thanks to Glacier 3000.



OUR IDENTITY



From vine to glacier, a unique lowland and mountain tourist destination in the Vaud Alps, with fascinating discoveries to be made all year round!



Added tourism value

Glacier 3000 in Les Diablerets offers a unique experience in the Vaud Alps, With year-round access to the glacier and the Peak Walk by Tissot.

From vine to glacier

The three colours reflect the diversity of a destination that ranges in altitude between 500 and 3,200 metres above sea level, offering a wide variety of complementary experiences all year round.



GLACIER
3000

Geographical area

ALPES VAUDOISES



Swiss excellence

**VILLARS-GRYON
LES DIABLERETS
BEX**

Who is involved and what we offer to tourists

Four destinations showcasing the beauty of this region from one season to the next

GET IN TOUCH WITH US ?

OUR PRESS DEPARTMENT WOULD BE DELIGHTED TO PROVIDE YOU WITH ANY INFORMATION YOU NEED ABOUT THE **VILLARS-GRYON-LES DIABLERETS-BEX** REGION. WE ALSO ORGANISE BESPOKE PRESS TRIPS TO GIVE YOU AN OPPORTUNITY TO EXPERIENCE OUR DESTINATIONS FIRST-HAND, IN GROUPS OR INDIVIDUALLY, DEPENDING ON WHICH ASPECTS YOU WISH TO COVER.



Romain Chevalley
Press Manager



romain.chevalley@villars.ch



+41 (0)24 495 95 87



Avenue Centrale 140
1884 Villars-sur-Ollon

IN SUMMARY



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| 08 | LES DIABLERETS | 17-18 | A GOURMET DESTINATION |
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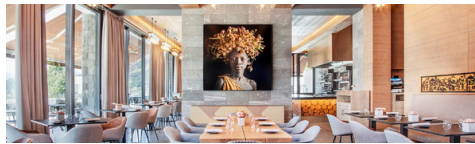


Vibrant

Villars hosts numerous sporting and cultural events all year round.

Take a look at our [calendar here](#).

Altitude: 1,258 m.



Villars-sur-Ollon

For over 150 years, the resort of Villars-sur-Ollon has offered its guests a wide variety of sporting and leisure activities.



Famous for its ski area linked to Gryon and Les Diablerets, **Villars-sur-Ollon** has facilities to suit all budgets, offering an abundance of sporting opportunities in the winter and summer seasons. Here you will find a host of recently renovated hotels and restaurants catering to all tastes. The understated luxury of this resort is perfectly encapsulated by the iconic **Villars Palace** hotel.

Villars offers extraordinary views of the neighbouring mountains, while its baths are the perfect place to relax and get away from it all. The Villars-Gryon-Diablerets-Bex ski area stretches over more than 130 km (including Glacier 3000) and can be reached via the rack railway from Villars station to Bretaye or with the Roc d'Orsay gondola. In summer, the 18-hole par 69 golf course at Golf Club Villars is a must. Below, the village of Ollon is nestled amongst the Chablais vineyards. A detour down the alleyways will reveal some very attractive historic buildings.

Sport, education and the art of living well

- + Situated on a natural, south-facing balcony
- + Harmonious architecture
- + Panoramic view of the Dents du Midi
- + Hot tubs and sports centre
- + BVB rack railway
- + Prestigious and recently renovated hotels
- + Good accessibility
- + Col de la Croix alpine farm
- + 18-hole golf course with views of Mont Blanc
- + International restaurants





Poetic

Discover the village of Gryon through the poems of Juste Olivier, then delve into the detective novels of Marc Voltenauer.

[Find out more here](#)

Altitude: 1,114 m.

Gryon



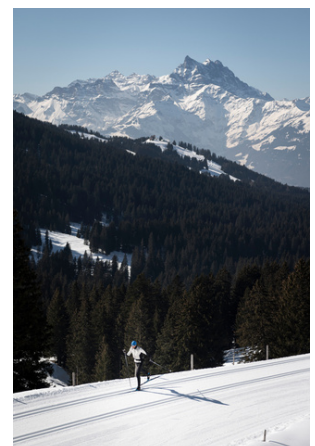
Set against some of the Alps' most beautiful peaks, such as the Muveran and the **Miroir d'Argentine** – an ancient fossilised coral reef 100 million years old – the village of **Gryon** exudes authenticity, with its traditional chalets dating back more than **800 years**. The historic village is also officially protected. Accessible by train from Villars or Bex on the **BVB line**, this area is famous for skiing and hiking.

In summer, the **Frience recreational area** is a wonderful place to swim in a unique setting. And in winter, this area is transformed into a space for children to go tobogganing.

A must for keen walkers, the trails can be explored in both summer and winter. And for a real curiosity, pay a visit to the **hamlet of Taveyanne**. Classified as a national historical heritage site and nature reserve since 1970, it owes its uniqueness to its traditional chalets with “tavillon” wooden shingle roofs dating back to the 16th century, and to the beauty of its pastures.

Historical and natural heritage

- + BVB rack railway
- + Frience recreational area for summer and winter
- + Centuries-old historical chalets
- + Hiking and mountain biking routes
- + A protected village
- + Tranquil and authentic
- + Gryon Parc
- + Hamlet of Taveyanne





Charmant

Les Diablerets is an authentic mountain village nestled at the foot of an imposing massif topped with a magnificent glacier.

Find out more [here](#)

Altitude: 2,000 m.



Les Diablerets

Situated in the heart of the Vaud Alps at 1,200 metres above sea level, the village of Les Diablerets is an authentic resort at the foot of a majestic mountain range. Made up almost entirely of chalets, the village has managed to keep the spirit of a bygone era alive. With its countless waterfalls and mountain lakes, its hiking routes and its biking trails, the region has a wealth of experiences to discover. Its ski area is an integral part of the wider Villars-Gryon-Les Diablerets ski area.

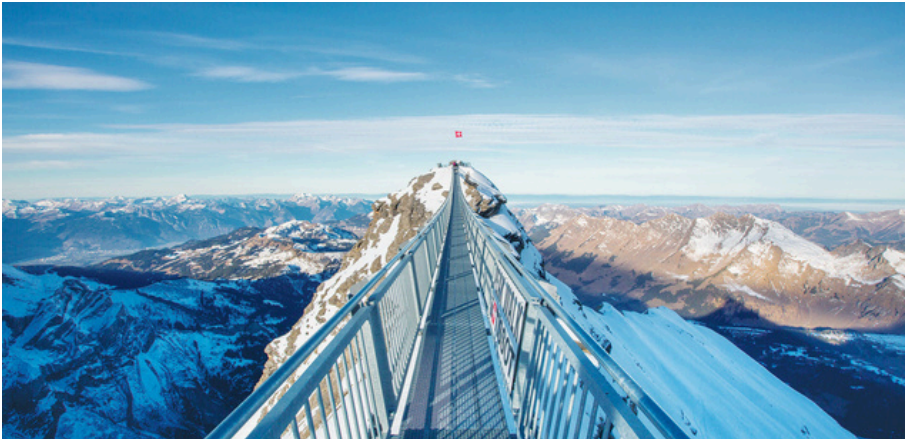
One of the longest sledging runs in Switzerland, with over 7 km of track, is laid out in winter from 'Les Mazots', at the top of the Diablerets Express (top of the gondola lift). Plenty of laughter is guaranteed here in a relaxed atmosphere. Another of the resort's unique features is a night-time cross-country skiing track under solar-powered lights, so you can enjoy this sport while nature is slumbering peacefully every evening from 5 p.m. to 9 p.m. in winter! A centre for culture and tradition, the Musée des Ormonts also offers a variety of exhibitions on different aspects of valley life throughout the year.

In the summer, Lac Retaud offers enchanting scenery, and even swimming opportunities for the truly adventurous! Nature lovers and thrill seekers alike can enjoy an endless playground in Les Diablerets. Here, right on the doorstep of Glacier 3000, you can try paragliding or take on the via ferrata, or even have a go on an all-terrain scooter

Sport, nature and culture

- ⊕ Access to Glacier 3000
- ⊕ Les Diablerets sledging run (7 km)
- ⊕ Cross-country skiing by night
- ⊕ Mountain lakes and waterfalls
- ⊕ Mountain biking, all-terrain scooter rides and hiking
- ⊕ Via ferrata
- ⊕ Traditional hotel accommodation
- ⊕ Musée des Ormonts





Unique

Glacier 3000 has a range of experiences to offer. Accessible all year round by gondola from Col du Pillon, the view from here is truly unparalleled!

Find out more [here](#)

Altitude: 3,000 m.

Glacier 3000



The Peak Walk by Tissot, the world's only suspension bridge linking two summits, offers a majestic view of the Alps that takes in highlights such as the Matterhorn, Mont Blanc, the Eiger, the Mönch and the Jungfrau. 108 metres long and just 80 centimetres wide, this bridge offers an experience like no other and attracts visitors from all over the world. The Glacier 3000 ski area is open from November to May and is home to one of the steepest ski runs in the world, the Black Wall, with a gradient of 46 degrees!

In summer and winter alike, the Glacier Walk offers a unique opportunity to take a walk along a secured trail to the station at Scex Rouge. In just one hour you will reach the Quille du Diable peak, with its stunning panoramic view over the valley of Derborence. The Refuge de l'Espace restaurant and its terrace are also very popular with locals.

For the thrill seekers among us, the Alpine Coaster features dozens of twists and turns at speeds of up to 40km/h. Quite simply, it's the highest rail toboggan run in the world! From dogsled rides to the Snow Bus, Glacier 3000 has plenty of euphoric experiences to delight its visitors.

Spectacular, breathtaking and unique

- + A ski area open from November to May
- + The Peak Walk by Tissot: the world's only suspension bridge linking two summits
- + Experiences for thrill seekers (paragliding, Alpine Coaster, via ferratas, Snow Bus and more)
- + The Glacier Walk
- + A view of iconic summits over 4,000 m high.
- + The Black Wall, one of the world's steepest slopes (46°)





Mines & Gastro

Marie Robert, Head Chef at Café Suisse in Bex, has been named 'Cook of the Year' 2019 by Gault & Millau.

Find out more [here](#).

Altitude: 424 m.

Bex



From the 19th century to the first half of the 20th century, **Bex** was a major tourist hub. Its baths and grand hotels drew visitors in their droves.

Deep under the ground, "white gold" was discovered here in as early as the 15th century. For a long time, salt was the economic lifeblood of the entire region. Although still in operation, the Salt Mines and their 52 kilometres of underground galleries are now also a popular tourist attraction. The commune of Bex covers a vast and varied landscape, with numerous vineyards where you can taste exceptional wines. To round off a day on the plains, the axe-throwing activity at Axers offers a truly unique experience.

Further up the mountain is Pont de Nant, above Les Plans-sur-Bex. Its alpine garden, La Thomasia, is one of the cantonal botanical gardens and is home to some 3,000 alpine plants. Rising from the valley floor is the famous Miroir d'Argentine, overlooking the Solalex pasture. This limestone plateau offers endless climbing routes right up to its summit at 2,422 metres above sea level! Traditional cuisine is served in the surrounding mountain lodges, where hearty and delicious fare is always guaranteed. Nature is still unspoilt here, making it ideal for climbing, hiking and cross-country skiing.

History, nature and gastronomy

- + The Bex Salt Mines
- + Vineyards
- + Le Miroir d'Argentine, a top climbing spot, and the Solalex alpine pasture
- + Easy access via public transport
- + Pont de Nant and its alpine botanical garden La Thomasia
- + Gourmet restaurants
- + The Brasserie La Mine
- + Close to Les Bains de Lavey
- + 4-day hike - Tour des Muverans



A DESTINATION THAT IS JUST AS ALIVE IN WINTER...

41

ski lifts



1

ski area



3

stations



135

km of alpine ski slopes



[Peak Walk by Tissot](#)

90

km of showshoe trails



2

sledging runs



50

+ km of cross-country ski trails



11

ski touring routes

[Le Grand Chamossaire](#)



3

skating rinks



2

wellness centres



1

hiking centre



2

sports centres



[Les Bains de Villars](#)

...AS IT IS THE REST OF THE YEAR!

6

ski lifts in summer



1

summer toboggan: the *Alpine Coaster*



3

stations



500

km of signposted walks



[Bex Salt Mines](#)

120

km de parcours trail



1

Golf 18 holes



500

km of road cycling



2

sports centres

[Mountain Cart](#)



22

high-altitude restaurants



9

restaurants rated by Gault & Millau



36

winemakers



11

alpine cheesemakers



[The Refuge de Fricence](#)

THE CARTE BIENVENUE

IN VILLARS, GRYON AND LES DIABLERETS, TAKE ADVANTAGE OF FREE OR REDUCED-PRICE TRANSPORT AND ACTIVITIES ALL YEAR ROUND WITH THE CARTE BIENVENUE.

The Carte Bienvenue card is given to visitors when they stay in accommodation (excluding Airbnb) in the communes of Ollon, Gryon and Ormont-Dessus (Les Diablerets) for affiliates and contributors to the tourist tax in 2024. It is also given to owners of second homes in the communes of Ollon, Gryon and Les Diablerets who pay tax on these residences.

Find out more [here](#)



THE CARTE FIDÉLITÉ

IF YOU REGULARLY VISIT VILLARS, GRYON OR LES DIABLERETS OR LIVE IN THE COMMUNES OF OLLON, GRYON OR LES DIABLERETS, THE CARTE FIDÉLITÉ IS FOR YOU!

With the Carte Fidélité, you can enjoy free and discounted travel and activities in Villars, Gryon and Les Diablerets all year round. The card is valid for one year from the date of purchase, and costs CHF 95 per adult or CHF 50 per child.

Find out more [here](#)



OUR ONLINE OFFERS

EVERY YEAR, WE LAUNCH NEW OFFERS AND ACTIVITIES THAT CAN BE BOOKED VIA OUR WEBSITE.

FIND OUT MORE ABOUT OUR OFFERS ON THE WEBSITE



A SELECTION OF DEALS TO DISCOVER

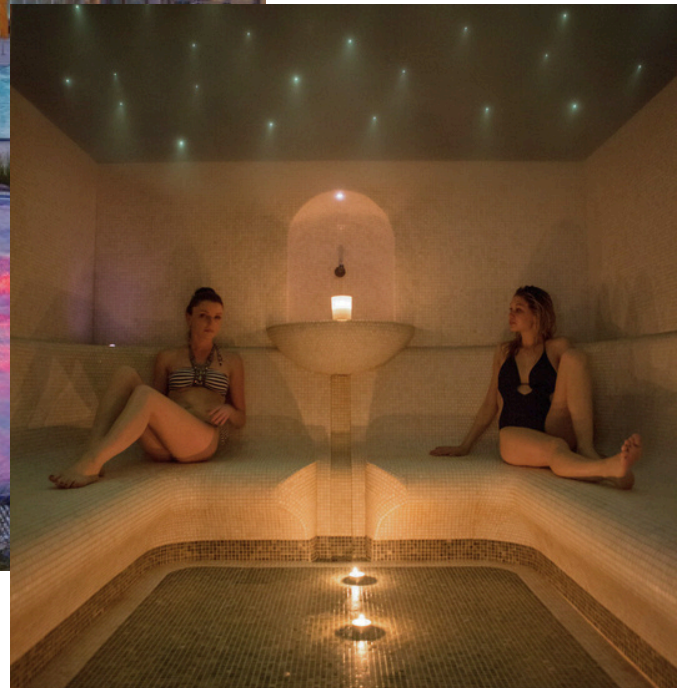
- Snowshoeing and fondue experience at Solalex
- Paragliding flight from Les Diablerets/Glacier 3000
- Husky sledding in Villars
- Spa and massage break at Chalet RoyAlp in Villars
- Masterclass on the traditional art of paper cutting
- Technical cycling workshop by Lillie Rumpf
- Trott'n'wine off-road scooter experience
- Hiking and raclette experience in Les Diablerets



A WELLNESS DESTINATION



Lavey-les-Bains



Chalet RoyAlp

The thermal spa of **Lavey-les-Bains** is located on the plain, a few kilometres from Bex. Several outdoor pools, including one spanning more than 1,000 m², will leave you with a sense of well-being all year round.

At the foot of the slopes, **the Bains de Villars** provides an opportunity for some well-deserved relaxation in summer or winter. With its heated outdoor pool, saunas, steam rooms and relaxation rooms, this oasis of well-being makes the view of the Dents du Midi all the more breathtaking!

Several hotels in the area offer access to spas and wellness areas for the general public. These include the Chalet **RoyAlp & Spa**, **Villars Palace** and **Les Mazots du Clos**.

For an original and rejuvenating treat, the **Riversong** experience, with water heated over a wood fire in an authentic larch barrel, is well worth the trip!

Find out more about wellness offers [here](#)

A GOURMET DESTINATION



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THE REGION OF VILLARS-GRYON-LES DIABLERETS-BEX IS PEPPERED WITH LOCAL DELICACIES AND MOUNTAIN SPECIALITIES, WHERE FOODIE TRAVELLERS CAN SATISFY THEIR REFINED PALATES

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Numerous restaurants offer a wide range of menus, from typical dishes (such as cheese specialities) to creative cuisine incorporating mountain herbs, plants and flowers. There's something to suit every taste! What's more, several of the restaurants are listed in the Gault et Millau guide.

LISTE DES RESTAURANTS GASTRONOMIQUES

16 points Gault & Millau : Le Café Suisse, Bex
16 points Gault & Millau : Le Jardin des Alpes, Villars-sur-Ollon
16 points Gault & Millau : Le 1913, Villars-sur-Ollon
15 points Gault & Millau : Hotel de Ville, Ollon
14 points Gault & Millau : Hotel de Ville, Bex
14 points Gault & Millau : Le St-Christophe, Bex
14 points Gault & Millau : Le Miroir d'Argentine, Solalex
13 points Gault & Millau : Auberge du Pont-de-Nant, Les Plans-sur-Bex
13 points Gault & Millau : Saskia's Kitchen, Villars-sur-Ollon
13 points Gault & Millau : L'Ancolie, Gryon
12 points Gault & Millau : Café Restaurant des Alpes, Gryon

1 star Michelin : Le Café Suisse, Bex

The area has two wine-growing communes, Ollon and Bex, with south-facing slopes. The hot, dry climate and the high gypsum content of the soil give the wine its distinctive classic character. Chasselas, Pinot Noir and Gamay make up the majority of wine production here, but there are also specialities such as Garanoir, Gamaret, Sylvaner and Viognier, as well as rosés and sparkling wines. Some of the wines from these communes have even won awards at international competitions.

Bitter des Diablerets, the signature drink of Les Diablerets, is a bitter aperitif made from gentian, orange peel and various plants and roots. Created in 1876, legend has it that this drink was invented following a landslide caused by the devil, who lived on the glacier. Many of the local inhabitants perished, while others survived by eating the roots of various plants.

Craft breweries : The region is home to a number of craft breweries, some of which have won prizes in official beer competitions. These include, for example, the Brasserie La Mine in Bex or the Brasserie des Diablerets.

Find out more about [Gastronomy here](#)



A DESTINATION STEEPED IN CULTURE AND TRADITION



Château de la Roche, Ollon: A fortified house dating back to the 13th century, now fully renovated and a venue for shows, exhibitions and conferences.

Musée des Ormonts : A museum located in the idyllic village of Vers-L'Eglise (next to Les Diablerets), housing temporary exhibitions on various themes relating to the history and culture of Les Diablerets.

The village of **Gryon** was the setting for Marc **Voltenauer's** crime novel, 'Le Dragon du Muveran'.

The town of **Bex** is known as "the city of salt and water" because of the Bex **Salt Mines**. It is also famous for its botanical garden, La Thomasia, which is situated in the Vallon de Nant and protected by the conservation organisation Pro Natura. La Thomasia is home to more than 3,000 mountain plants, covering a geographical range from the Alps to the Himalayas, via the Andes and the Rockies.

The five international colleges of Villars and their 700 students enjoy a long-standing reputation dating back to the beginning of the 20th century, making the resort a prime location for the high-quality education of countless students from a wide range of backgrounds.

Built in the 19th century, the **Les Planches sawmill** is an exceptional testament to the hydraulic installations of the Les Diablerets region. The sawmill was recently brought back to life and is now open to the public for tours.

EVENTS AND ENTERTAINMENT



The Villars Afterseason to celebrate the end of the ski season with electro music.
© Simon Desarzens

Take a look at our calendar [here](#) 

A wide range of entertainment and events for people of all ages is on offer all year round. For everything from **folklore and music to sport and food**. There's something to suit every taste!

Regular sporting events :

- Ski Mountaineering World Cup Stage (ISMF) in Villars
- Arrivals and departures of stages in the Tour de Romandie and the Tour of Switzerland
- Popular road cycling and mountain biking events (e.g. UCI World Series, Gran Fondo, Tour of Switzerland, Tour de Romandie, etc.)
- Popular running races (e.g. Tour du Chablais)

Regular cultural events :

- Les Diables en Fête festival in Les Diablerets
- Les Classiques de Villars classical music festival
- Midsummer in Taveyanne
- Swiss National Day (1 August) festivities
- Villars Christmas market and the winter market
- Villars Afterseason electronic music festival
- Grand Prix de la Saint-Sylvestre in Villars
- Improv World Cup in Villars
- Les Diablerets International Alpine Film Festival (FIFAD)
- Bex & Arts (every 3 years)



ACCESS TO SOCIAL NETWORKS AND MEDIA LIBRARY

Hashtags : #villars #diablerets #gryon #bex #glacier3000



Villars - 26 K ; Les Diablerets - 26 K ; Gryon Tourisme - 3,4 K ; Bex - 1,2 K



Villars Tourisme - 22,4 K ; Les Diablerets - 18,2 K ; Gryontourisme - 2,7 K ; Bextourisme - 1,1 K



Villars - Diablerets - 9,5 K



Villars - Diablerets - 2 K



Villars - Diablerets - 1,8 K

PHOTOS AND VIDÉOS

UA wide selection of HD photos is available in the multimedia area of the Vaud Alps Tourist Offices [here](#)

User ID : vgdb Mot de passe : MediasVgdb24!

This access allows you to view and download the material (photos, videos and other resources) published in this media library. The policy on the use and reproduction of photos, videos and other resources available for download must be adhered to. **Copyright details are given in the description of each photo and must be quoted when the photo is used. For promotional and non-profit use only !**

Search tips

In the 'search' field, enter the name of the resort for which you are looking for media and/or use meaningful keywords such as: winter, ski, family, etc.

For future requests, you can write directly to pictures@villars.ch to ask for a selection of customised photos.

