

Press kit

Winter 2021-2022



Nendaz : the right choice!

In the heart of the 4 Vallées, **one of the biggest ski areas in Europe**, Nendaz is a dream destination for snow sports enthusiasts. Nature lovers appreciate it for its **numerous itineraries** to cover on foot or on snowshoes across snow-covered landscapes and its breathtaking **panoramas**. Refreshing



holidays: sunbathing on a high-altitude terrace or bathing in the warm water at the **Spa des Bisses** – the choice is yours! Reassuring for epicureans, over 40 restaurants and bars will enchant their taste buds and quench their thirst. Families will feel at home: everything is planned to **meet the needs of parents and children**, from snow-kindergartens to a day nursery, through varied entertainments. Nendaz is a resort on a human scale, warm-hearted, with a rich local life and conserved authenticity.

Between the tasting of local products and discovery of the Alphorn, the guest is invited to plunge into our **traditions**. What is more, he profits from quality infrastructure with shops, chemists and medical centre open all year round. The icing on the cake: Nendaz enjoys an average of **300 days of fine weather** out of 365, while guaranteeing snow on its pistes from December to April!

Baptiste Constantin, director of Nendaz Tourism





SOMMARY

4	ACCESS Getting to Nendaz
5	FACTS AND FIGURES In a nutshell, Nendaz is...
6	SKI & SNOWBOARD Skiing in the heart of the 4 Vallées
8	STORY Hanging from a wire at 3'330 metres above sea level
10	ON TOP OF THE WORLD The Mont-Fort experience
11	FREERIDE Never-ending powder
12	SKI TOURING Freedom at the tip of your skis
13	STORY A first time ski touring
15	WALKS IN THE SNOW Winter hiking
16	STORY A snowshoe-raclettes evening
18	FAMILY Le paradis des enfants
20	WELL-BEING Relaxation and well-being
21	LOCAL HERITAGE Our local heritage
22	WINING AND DINING Gourmet outings
23	SUMMER Nendaz in summertime
24	CONTACTS

ACCESS

Getting to Nendaz



Exit 'Sion-Ouest' on the A9 motorway at 15 km



Land in Geneva, Zurich, Milan, Basel, Bern or Sion



Sion Railway and Bus Station at 15 km



Around 15 buses every day between Sion and Haute-Nendaz

SHUTTLE BUSES

Free shuttle buses and funicular in the resort throughout the winter



www.nendaz.ch/shuttlebus
www.sbb.ch/en

Paris 639 km	✈️ 01:05	🚗 05:50	🚗 06:50
Brussels 825 km	✈️ 01:15	🚗 08:35	🚗 08:15
Amsterdam 995 km	✈️ 01:35	🚗 10:10	🚗 09:35
London 990 km	✈️ 01:30	🚗 10:50	🚗 10:50

Helsinki 2521 km	✈️ 04:45	🚗	🚗
Copenhagen 1370 km	✈️ 02:00	🚗	🚗
Oslo 1994 km	✈️ 04:15	🚗	🚗
Stockholm 2045 km	✈️ 04:45	🚗	🚗
Munich 600 km	✈️ 01:10	🚗 07:00	🚗 07:00
Frankfurt 580 km	✈️ 01:20	🚗 06:10	🚗 05:45

Geneva 172 km	🚗 02:10	🚗 02:00
Zurich 289 km	🚗 03:10	🚗 03:20
Basel 260 km	🚗 03:15	🚗 02:55
Bern 170 km	🚗 02:10	🚗 02:00
Sion 15 km	🚗 00:40	🚗 00:20
Zermatt 88 km	🚗 02:30	🚗 01:30
Lausanne 105 km	🚗 02:00	🚗 01:25

Barcelona 950 km	✈️ 01:25	🚗 11:55	🚗 09:05
Madrid 1550 km	✈️ 02:10	🚗	🚗 14:50

Milan 260 km	✈️ 02:15	🚗 03:25	🚗 03:45
Turin 230 km	✈️	🚗 04:30	🚗 03:30

FACTS AND FIGURES

In a nutshell, Nendaz is...

- An area of 85.9 sq. km between 492 and 3,336 metres above sea level
- A municipality of 17 villages
- A holiday resort, Haute-Nendaz
- A population of 6'752 inhabitants throughout the municipality
- A population of 2'075 inhabitants in Haute-Nendaz all year round

Accommodation

- Hotels and guesthouses: 320 beds
- Group accommodations: 340 beds
- Holiday apartments and chalets: 22'000 beds (of which 6'000 are rented)
- Mountain huts: 90 beds
- Bed and Breakfasts: 80 beds








DESTINATION CHARACTERISTICS

There are few hotels. The vast majority of overnight stays are made in holiday residences, either by their owners who are very loyal to Nendaz, or by weekly or seasonal tenants. As a result, overnight stays are difficult to estimate as they are not necessarily booked through agencies.








Touristic results*

- +9.5% of commercial overnight stays
- - 64.5% of commercial overnight stays in March and -92% in April due to the health crisis
- +43.5% of commercial overnight stays between the 1st of June and the 30th of September
- 56.9% in winter, 31.7% in summer and 11.4% in autumn

Origin of holiday property owners*

-  Switzerland: 75%
-  UK: 7%
-  Belgium: 6%
-  France: 4%
-  Germany: 3%
-  Netherlands: 2.5%
-  Other: 3%

Origin of guests (commercial overnight stays)*

-  Switzerland: 62.4%
-  Belgium: 8.9%
-  Germany: 6.7%
-  Netherlands: 5.7%
-  France: 4.6%
-  UK: 4.0%
-  Other: 7.7%

* For the touristic period from 1.11.19 to 31.10.20





Skiing in the heart of the 4 Vallées

Nendaz is located in the heart of one of the largest ski domains in Europe, the 4 Vallées. Over 400 kilometres of slopes located between 1'300 and 3'330 metres above sea level are waiting for ski enthusiasts! From the beginner to the most experienced skier, everyone can find a slope to suit their needs and level. Good snow conditions are guaranteed from December to April.

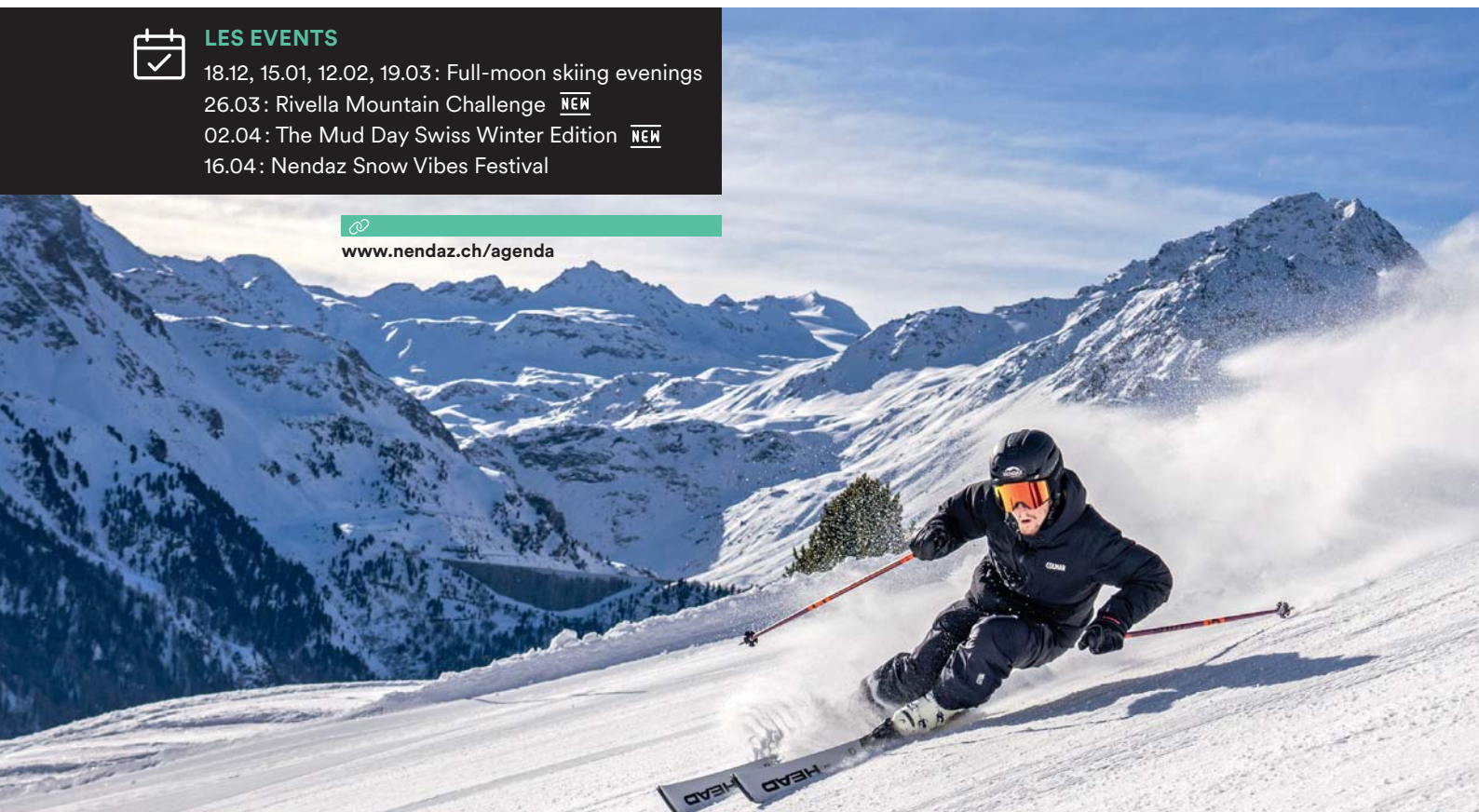


LES EVENTS

18.12, 15.01, 12.02, 19.03: Full-moon skiing evenings
26.03: Rivella Mountain Challenge **NEW**
02.04: The Mud Day Swiss Winter Edition **NEW**
16.04: Nendaz Snow Vibes Festival



www.nendaz.ch/agenda



7

freetracks

3

snow-gardens

1

fun park

11

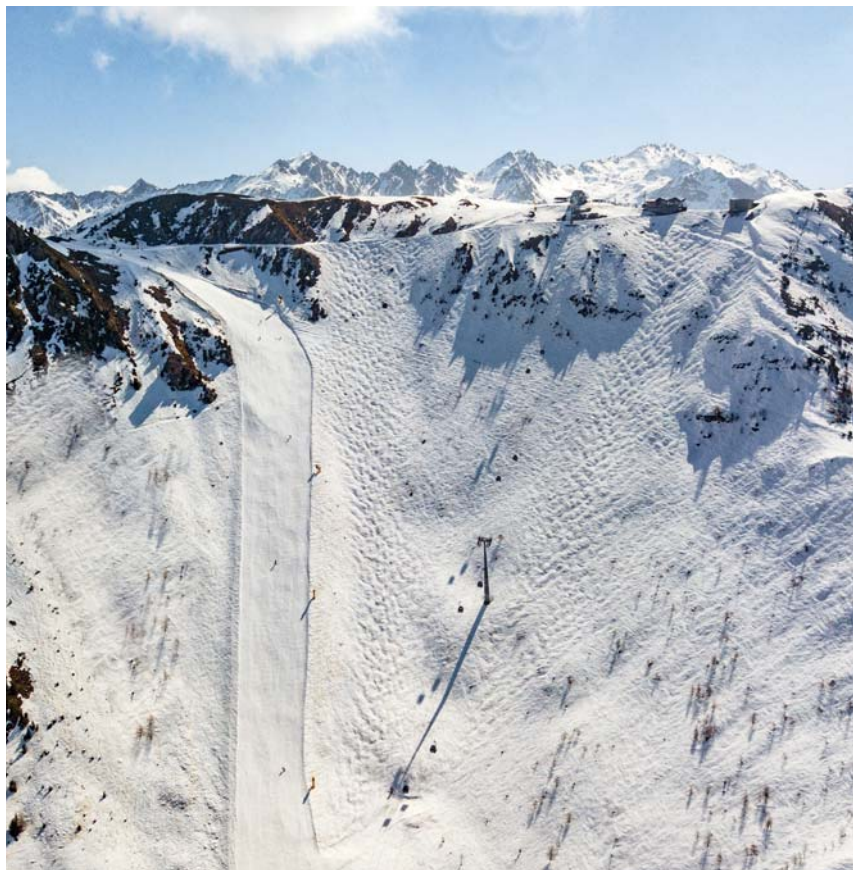
mountain
restaurants

410 km
of ski slopes

33%
blue runs

53%
red runs

14%
black runs



Great ideas


First Snow

This offer is aimed at all ski enthusiasts who get their skis out at the first snowflake with 'accommodation and ski passes included' at unbeatable rates at the very beginning of the season.

 2 people from 345.–

Ski Safari 4 Vallées

This package allows guests to explore two mountain destinations Nendaz and Veysonnaz on skis and to spend one or two nights in each of them.

 2 people -25 years old
from 616.–

2 people +25 years old
from 655.–

Dare to ski

This all-inclusive package of lessons, ski pass and equipment (ski, boots and helmet) is specially designed for all adults who want to try or get back into skiing!

 116.–



www.nendaz.ch/ski
www.nendaz.ch/skisafari



STORY

Hanging from a wire
at 3'330 metres above sea level





My adventure begins in Siviez, which can be reached by car or by bus. From there, I take no less than three ski lifts to reach the Mont-Fort zipline at 3'330 meters above sea level, the highest in the world and the longest in the Alps! Over 1.4 km and with a top speed of over 100km/h, this attraction promises to be quite a thrilling experience.

I stop on the way at the restaurant Les Gentianes to get kitted out. I am asked to get on the scales. Fortunately, the indiscreet machine does not display the kilos but only 4 segments noted respectively S, M, L, XL. For me, the needle stops between the M and the L. I'm given the choice: fast descent or a little less fast? Now I'm here, well I might as well choose the faster option as I am informed

”

It's when from the cable car that takes me to Mont-Fort that I spot the zipline and that I realize what's in store for me: I'm going to follow the same route as the cable car but just suspended from a wire!

that it's absolutely safe. So I'm geared up with the lower size. The material is pretty substantial, nothing to do with the zipline equipment of the tree-top climbing parks, the only installation of this type that I have experienced until now. But then I wouldn't want less to fly over an entire glacier.

It's when from the cable car that takes me to Mont-Fort that I spot the zipline

and that I realize what's in store for me: I'm going to follow the same route as the cable car but just suspended from a wire! The drop of 383 meters that I had read about on the website suddenly becomes very real. I take a few minutes to admire the panoramic view which is worth the detour with legendary summits such as the Matterhorn and the Mont-Blanc in sight. On the launch platform, the excitement begins to build, and the adrenaline starts to flow. The descent suddenly seems steep and the landing platform far away. In no time at all, I am sitting in the void and the countdown is on. 3... 2... 1 and GO! First emotion: a surge of adrenaline due to the amazing acceleration. Then comes a feeling of great serenity and pleasure: I'm flying all alone between sky and ice. I spread my arms and let myself be swept along. The landing is soft, applauded by some hikers curious to see such a strange bird land.

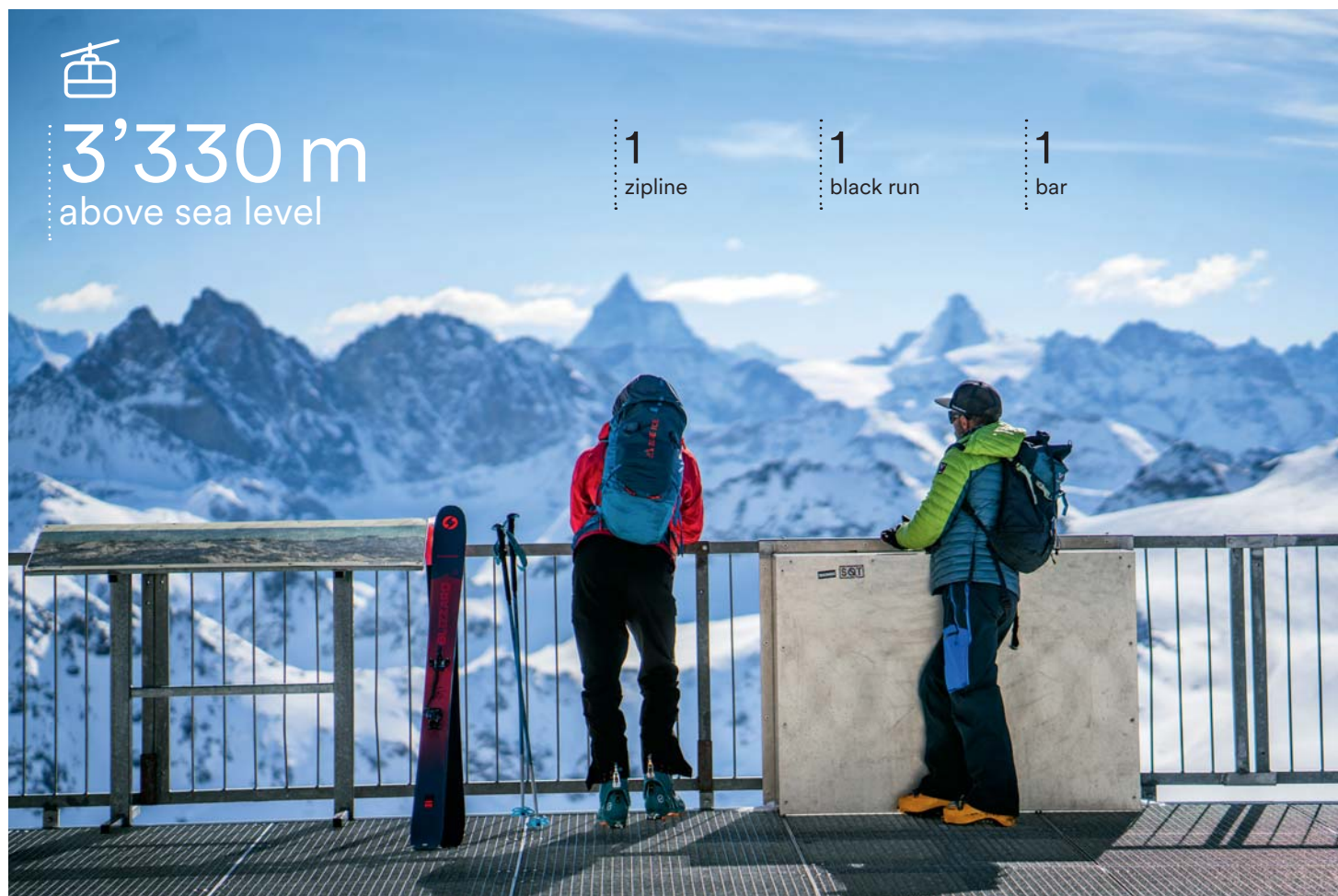
A few words of advice: dress warmly in all seasons. The temperature difference between the car park in Siviez and Mont-Fort is considerable. Don't forget to wear sunglasses to protect you from the wind as well as gloves and a warm hat!

”

I'm flying all alone between sky and ice.



The Mont-Fort experience



3'330 m
above sea level

1

zipline

1

black run

1

bar

35° black run

The Mont-Fort ski slope is known to be one of the steepest in the Alps. It is, in fact, so steep that it is impossible to groom. It is, however, marked and secure. Reserved for experienced skiers

A stunning panoramic view

In a high mountain setting, the 360 degrees panoramic view opens out over several dozen summits among which are the most stunning of the Alps such as the Matterhorn, Mont-Blanc, Grand Combin and the Dent d'Hérens.



A great favourite

The highest fondue in Europe

It is at the bar Igloo on the Mont-Fort that you can enjoy the highest fondue in Europe! And then wash it down with the house speciality, the 'Swiss Rock Café' made with an espresso coffee, apricot schnapps, cane sugar and whipped cream!



www.nendaz.ch/montfort
www.nendaz.ch/mont4zipline

Never-ending powder

Freetracks

The freetracks are ungroomed runs allowing experienced skiers to enjoy the powder without the risk! They are indeed secured and marked out in yellow.

7
freetracks

1
world-class
competition



THE EVENT NENDAZ FREERIDE

The Nendaz Freeride is one of the five biggest freeride events in the world and, without a doubt, the most renowned in the Freeride World Qualifier! From the 25th of February to the 9 March 2022, it comes in 1* to 4* versions with also a junior competition and a kids event. It brings together around 400 of the best riders in the world!



Our favourite

Skiing with a pro

The special offer 'Skiing with a pro' proposes experienced skiers from the age of 15 to improve their technique by following Richard Amacker for an entire day. Born and raised in Nendaz, he knows the area like the back of his hand and has excelled as a professional freerider. He shares his passion for the mountains and his advice with participants during various thematic workshops. A great opportunity to exchange ideas!

 99.–



www.nendaz.ch/freeride
www.nendazfreeride.ch



Freedom at the tip of your skis



5
Movement
tracks

Movement tracks

- Marked itineraries
- Surrounded by nature
- Plenty of powder
- Arriving close to mountain restaurants
- Descent via the downhill ski slopes
- Various levels of difficulty
- Free



Our favourite

Randonight

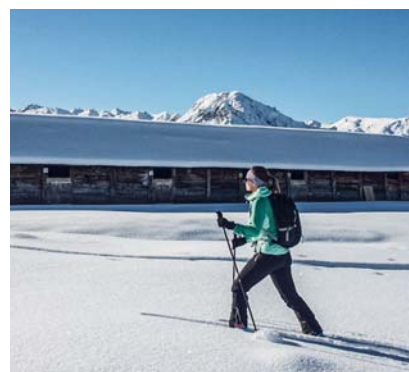
It is possible to ski tour up to Tracouet at night. Once a week the grooming is delayed until 10 pm and the restaurant at the top remains open.



A great activity

Dare to try ski touring **NEW**

This all-inclusive offer with equipment rental (touring skis and boots) combined with a ski touring instructor on a Movement track in Tortin is specially designed for anyone over 16 who wishes to try ski touring.



20 km
of itineraries



www.nendaz.ch/movementtracks



STORY

A first time ski touring

Before getting to the heart of the matter, a visit to a sports shop is necessary to get equipped: boots, skis, sealskin in a small bag (which, by the way, no longer bear its name because they are no longer made of sealskin but generally of nylon and mohair) and telescopic ski sticks. I am very happy to be accompanied by an instructor, Anita, as I am not at all familiar with this equipment. The first steps once we set off along the Tortin itinerary is to put on the skins. It's quite easy, you just have to unroll them along the ski without letting the ends stick together. On the other hand, it takes a little bit of effort to successfully clip your boots into the binding.

We set off along a gentle and pleasantly hard-packed path. It is ideal for learning the technique. And I must admit that it isn't easy to master! Of course, I manage to move forward. But what a lack of elegance compared to Anita who literally slides over the snow. But I quickly grasp the theory: you don't lift your feet! But walking reflexes are hard to forget and even when I feel like I'm keeping the ski on the ground, it's not as smooth as I'd like it to be. I think it will take me more than just a morning to acquire the perfect movement, combining esthetics and economy of effort.

We then leave the path, crossing the river Printse, which is visible under the snow, and find ourselves in the Tortin valley with a backdrop of the Cleuson dam. The setting is so peaceful covered in powder snow. We don't meet anyone, and we feel far from everything even though the slopes are relatively close by. It's the perfect time to enjoy the surrounding nature.

”

We then leave the path, crossing the river Printse, which is visible under the snow, and find ourselves in the Tortin valley with a backdrop of the Cleuson dam. The setting is so peaceful covered in powder snow!

Mini descent: with touring skis, the trick to avoid losing your balance is to put your weight on your heels. On the way up, another tip from the instructor: make sure you don't lean on your edges because there is no skin there.

Passage across the slope, zigzagging between rocks, as the slope gets steeper and steeper, I am more and more at ease and surprised by the grip of the skins on the snow; I almost feel like I could tackle any slope! 'It's true that you can go almost anywhere. But there are two things to bear in mind: the danger of avalanches and the wildlife protection zones,' Anita warns me.

The experience would not be complete if I did not attempt a small conversion. By this I mean a change of direction in the middle of a climb. Here again there is the theory, then the less academic practice, but I manage it proudly, albeit without much grace.

Then we rejoin the downhill ski slope. It's time to take off the skins, turn the binding round and change the setting on our boots to the 'downhill mode'. It is also necessary to 'switch' this in my head: return to a downhill skiing technique with knees bent and the weight on the front of my skis (and no longer on my heels). A little time to adapt is necessary, especially as the skis are lighter than traditional skis. But then it's a joy to enjoy a well-deserved run down to the foot of the slope!

”

Passage across the slope, zigzagging between rocks, as the slope gets steeper and steeper, I am more and more at ease and surprised by the grip of the skins on the snow; I almost feel like I could tackle any slope!



Winter hiking



On foot

Over 100 km of marked paths in the mountains or through the villages, across the pastures or through the forests, all in a winter wonderland of snow-covered landscapes.



On snowshoes

Seven itineraries of various difficulty allowing both families and sportier enthusiasts to enjoy the snowy surroundings on snowshoes.



100 km
of winter walks

7
snowshoe
hikes

2
cross-country
skiing tracks



www.nendaz.ch/winterwalks



STORY

A snowshoe-raclettes evening





”

**A bench of snow with blankets
and a fire await us.**

We feel as if we are driving against the flow when we arrive in Siviez at 5 pm. The car park, which has been bustling with activity all day, is now deserted. Here we are, 4 friends at the foot of the slopes at the time when most holidaymakers are enjoying their hot wine by the fire.

Our guide, Anita, welcomes us with a broad smile, her snowshoes already on her feet and four pairs ready and waiting for us. We are all new to snowshoe hiking and are counting on our guide, Anita, to initiate us. With her help, we equip ourselves and set off up the snowy slopes. At the beginning, our steps are a little unsteady on the powdery slope which suddenly seems very steep. Snowshoe

hiking is accessible to everyone and requires no previous experience. ‘Walk as normally as possible. The most common mistake to avoid is spreading your legs,’ says Anita. Another tip: on steep slopes, put your heel down first and then roll the movement out until your toes touch the ground.

With this advice in mind, we gain confidence. All that remains is to admire the stunning scenery that surrounds us. It is so captivating that we forget the effort. However, we quickly have to take off our jackets and gloves, which Anita encourages us to do: ‘When we stop, you will get cold very quickly; keep a layer to add!’ She lets us enjoy the peace and quiet of the place, while occasionally pointing out animal tracks or the difference between the trees in the area.

And then we spot smoke rising in the distance. We head in its direction and discover a small spot that Anita’s accomplices have set up for us: a bench of snow with blankets and a fire await us. The sun gradually disappears behind the mountain. This is a privileged moment in the heart of nature, far from the daily stress. Anita takes out a wooden board wrapped in foil, a cheese and her grandfather’s raclette knife from her bag. That’s all she needs to prepare delicious raclettes over a wood fire, which she places on a piece of bread. She has not forgotten the essential gherkins and white wine.

The mood changes as we descend. Night has fallen. It’s time to take out our headlamps. While we were laughing and chatting during our ascent, now there is silence to fully experience this magical moment. In the dark, we only hear the sound of our footsteps in the snow. We speak again only at the bottom of the slope, at the moment of parting, happy to have shared such a wonderful moment of friendship!

”

**While we were
laughing and
chatting during our
ascent, now there
is silence to fully
experience this
magical moment.
In the dark, we only
hear the sound of
our footsteps in the
snow.**



Children paradise

Hi! My name's **CHEESY**. I'm Nendaz's mascot and I would love to take you to my village where families love spending their holidays. Here, children and adults can find great activities and enjoy unforgettable experiences together. It's not surprising that Nendaz has been awarded the **Family Destination label**.



EVENTS

25.12.2021: Children's Christmas
 08.01.2022: Nendaz fête les rois (celebration of the three kings)
 29.01.2022: Grand Prix Migros (ski race)
 01.03.2022: Children's Carnival
 05.03.2022: Nendaz Freeride Kids
 17.04.2022: Easter egg hunt


www.nendaz.ch/agenda


2

sledge
runs

1

snowtubing
run

3

snow-gardens
of which one is in
the resort centre

2

treasure
hunts

Activities

- **CHEESY'S** workshops
- Story telling evenings
- Curling
- Initiation to circus skills
- Ice Disco
- Biscuits by little chefs

Services

- Day-care centre: we can accommodate young holidaymakers on a half-day or full-day basis
- List of baby-sitters: it is kept up to date by Nendaz Tourism and is available at our tourist information counter and online
- Games library: the loan of games is free of charge; on request from Nendaz Tourisme

2

play areas

1

family snowshoe
hike

1

ice-rink

1

children's zone
in the Spa
des Bisses

1

electric
snow-mobile
circuit

Great ideas

The Mont4Card

Children and young adults under 25 have access to the 4 Vallées throughout the year at exceptional rates thanks to the Mont4Card. The ski lifts are free for children born in 2015 and later.

 from 300.–



www.nendaz.ch/forfamilies

Relaxation and well-being



1
spa

Spa des Bisses

In a contemporary alpine setting, the Spa des Bisses is an invitation to recharge your batteries in a space of 2'200 m². Designed on two levels, this area dedicated to water is reminiscent of the natural setting of the region, with a bisse running through the middle of it. It offers everything you need to enjoy a moment of relaxation: outdoor pool, sauna, jacuzzi, steam bath, salt grotto, ice grotto, Kneipp course, children's area, floating pool, against the current swimming pool, fitness centre, treatment rooms and two private spas with sauna, steam room, jacuzzi and private winter garden.



A great idea

Ski & Spa

This special offer combines a lift pass with an entry to the Spa des Bisses. A great way to spend a perfect day in the mountains!

 99.–



7
beauty and
massage salons

 www.nendaz.ch/spa

Our local heritage

Local produce

The Herens
cattle and cow
fighting



The House of Culture: Nind'Art



The historical quarters of the village



Our favourite

The Alphorn

In the past it was used to gather livestock and to communicate from one valley to another, but today the Alphorn has become an instrument in its own right! In Nendaz, you can hear it at many events; you can even learn to play it or attend the Valais Drink Pure Alphorn Festival, which plunges you into a world of folklore and traditions.



Gourmet outings



36
restaurants

11
mountain
restaurants

1
Gault & Millau
award-winning
restaurant

✓ A great idea

Rando'Miam NEW

This package offers a walk through snowy landscapes between Siviez and Tortin with three gourmet breaks (starter/appetizer, main course and dessert), combining the pleasures of walking and eating.

 **Adult 41.– Child 27.–**

Gourmet rally

This voucher, sold at Nendaz Tourism, entitles the holder to a tasting session in five of the twenty or so partner restaurants and bars between the 18th of December 2021 and the 22nd of April 2022* (except the 25th and 31st of December).

* dates can be subject to modification

 **25.–**




www.nendaz.ch/restaurants

Nendaz in summertime

The Herens cow path **NEW**

Do you know how cheese is made? Have you ever tried milking by hand, like in the old days? Do you know why these cows fight each other or what their bells are for? The Hérens cow path, fun and entertaining, offers answers to all these questions through 6 games scattered around the Tortin mountain pasture and allows you to learn more about the emblematic breed of our region. With a length of 6 km, it is perfect for families



250 km
of marked
hiking paths

200 km
of mountain bike
tracks

8
bisses

9
themed
trails

4
treasure
hunts

14
trail running
routes


1
outdoor
swimming pool



A great idea

Nendaz Trekking

The Nendaz Trekking is a 'all-inclusive' walking tour. It offers the hiker the opportunity to spend 3 or 4 days in mountain cabins between Nendaz and Veysonnaz. It is aimed at the average hiker (no technical difficulty) but who is physically fit.

 from 170.–



www.nendaz.ch/summer
www.nendaz.ch/meuh
www.nendaz.ch/trekking

Contact people

+41 (0)27 289 55 89



Annick Loos
Marketing Manager
marketing@nendaz.ch



Emilie Mariéthoz
Marketing Assistant
marketing@nendaz.ch



Elodie Moos
Marketing Assistant
marketing@nendaz.ch



Cindy Voide Lüthi
Special offers & Sales
Manager
cindy.voide@nendaz.ch



Sonia Délèze
Communications Manager
sonia.deleze@nendaz.ch

Winter press trip

We look forward to welcoming you and preparing a personalized stay based on the themes of your choice.

A few examples to inspire you:

- Discovery of the ski area of the 4 Vallées
- Freeride experience with a professional rider
- Skiing for beginners with the operation « Osez le ski » (Dare to ski)
- Return to traditions with a visit to the mill, the old village, tasting of local products, initiation to the Alphorn, etc.
- Return to nature with walks, snowshoe hikes and/or ski touring
- etc.

Find us online

-  www.nendaz.ch
-  www.facebook.com/Nendaz.ch
-  www.instagram.com/nendazswitzerland
-  www.twitter.com/NendazSuisse
-  www.youtube.com/nendazswitzerland
-  www.pinterest.fr/nendaztourisme
-  www.tiktok.com/@nendazswitzerland

Our hashtags

#InLoveWithNendaz
#MyNendaz
#Nendaz