

Press kit

Winter 2022-2023



Nendaz: the right choice!

In the heart of the 4 Vallées, **one of the largest 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 **panoramic views**. The



word holiday also means relaxation: sunbathing on a mountain terrace or soaking in warm water at the **Spa des Bisses**, it's up to you! Those in search of delicious food can rest assured that the **40 or so restaurants and bars** will satisfy their taste buds. Families always feel at home here: everything is planned to meet **the needs of parents and children**, from the snow gardens to the day care centre, as well as low-cost ski passes and a variety of activities.

Nendaz has managed to maintain a human scale and a warm atmosphere, with a rich local community life and preserved authenticity. Between tasting local products and discovering the Alhorn, guests are invited to immerse themselves in local **traditions**. In addition, they can enjoy a quality infrastructure with shops, pharmacies and a medical centre open throughout the year. The icing on the cake: Nendaz enjoys an average of **300 days of sunshine** out of 365, while guaranteeing good snow conditions on its slopes from December through to April!

Baptiste Constantin, director of Nendaz Tourism








SUMMARY


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 cable 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 Children's paradise
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

Getting to Nendaz

 Exit 'Sion-Ouest' from 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

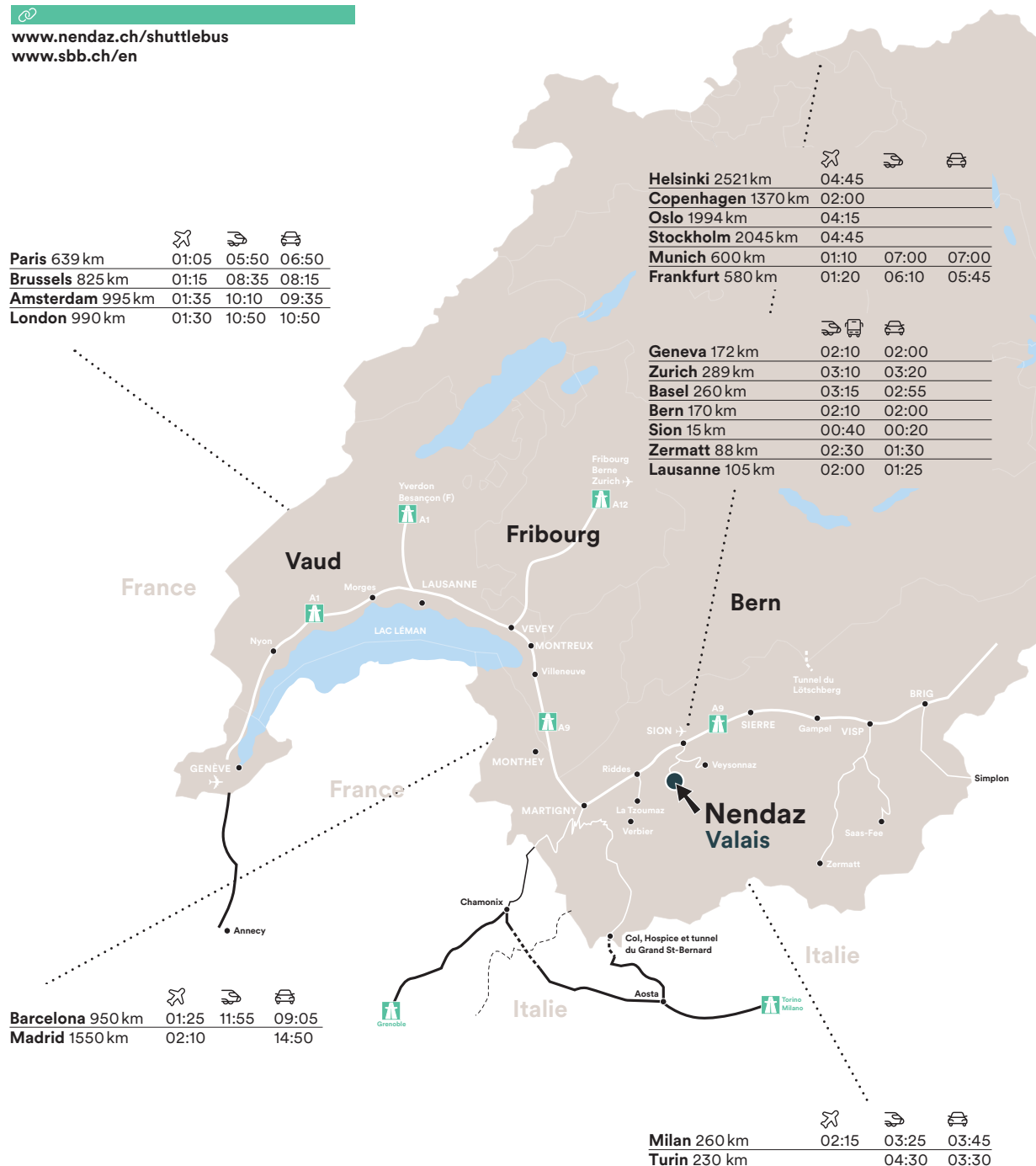
Paris 639 km			
	01:05	05:50	06:50
Brussels 825 km	01:15	08:35	08:15
Amsterdam 995 km	01:35	10:10	09:35
London 990 km	01:30	10:50	10:50

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 6'840 inhabitants throughout the municipality
- A population of 2'075 inhabitants in Haute-Nendaz all year round

Accommodation

- Hotels and guesthouses: 307 beds
- Group accommodation: 440 beds
- Holiday apartments and chalets: 22'000 beds (of which 6'000 are rented)
- Mountain cabins: 65 beds
- Bed and Breakfasts: 90 beds

PARTICULARITÉ DE LA DESTINATION

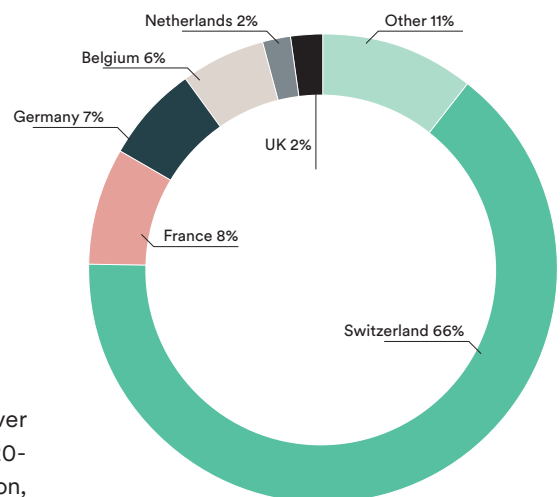
More than 3 out of 4 commercial overnight stays are in chalets and holiday apartments. It should be noted that for this category, Nendaz Tourisme only considers the overnight stays made through rental agencies. However, many overnight stays are also made in holiday homes, either by their owners who are very loyal to Nendaz, or by weekly or seasonal guests.

Touristic results*

- +1.5% of commercial overnight stays
- Top-5 months which generated over-night stays :
 - 1) February
 - 2) July
 - 3) December
 - 4) January
 - 5) August
- 57% in winter, 32% in summer and 11% in autumn

Origin of guests (commercial overnight stays)*

Before the pandemic, Nendaz had guests from over 70 different countries. The last touristic year 2020-2021 was strongly impacted by the Covid-19 situation, and this number decreased to 48. The graph opposite shows which countries generate the most overnight stays.



* For the touristic period from 01.11.20 to 31.10.21



A great favourite

Mad Mount Hôtel **NEW**

A new lifestyle 3*SUP hotel, is to be inaugurated in December 2022. It boasts 28 rooms and 116 beds. It is situated in an extremely strategic location, near the gondola departure station in Haute-Nendaz. Throughout the summer and winter, this hotel is the perfect place to relax and chill out after a day of mountain sports. This establishment also includes a restaurant, a bar, a terrace as well as a SPA reserved exclusively to guests staying at the hotel. Combining comfort, modernity, ecology and harmony with the surrounding nature, it is also planning to provide charging stations for both e-bikes and electric cars, ski lockers and finally a bike storeroom.



SKI



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 beginners to more experienced skiers, everyone can find a slope to suit their needs and level. Good snow conditions are guaranteed from December to April.

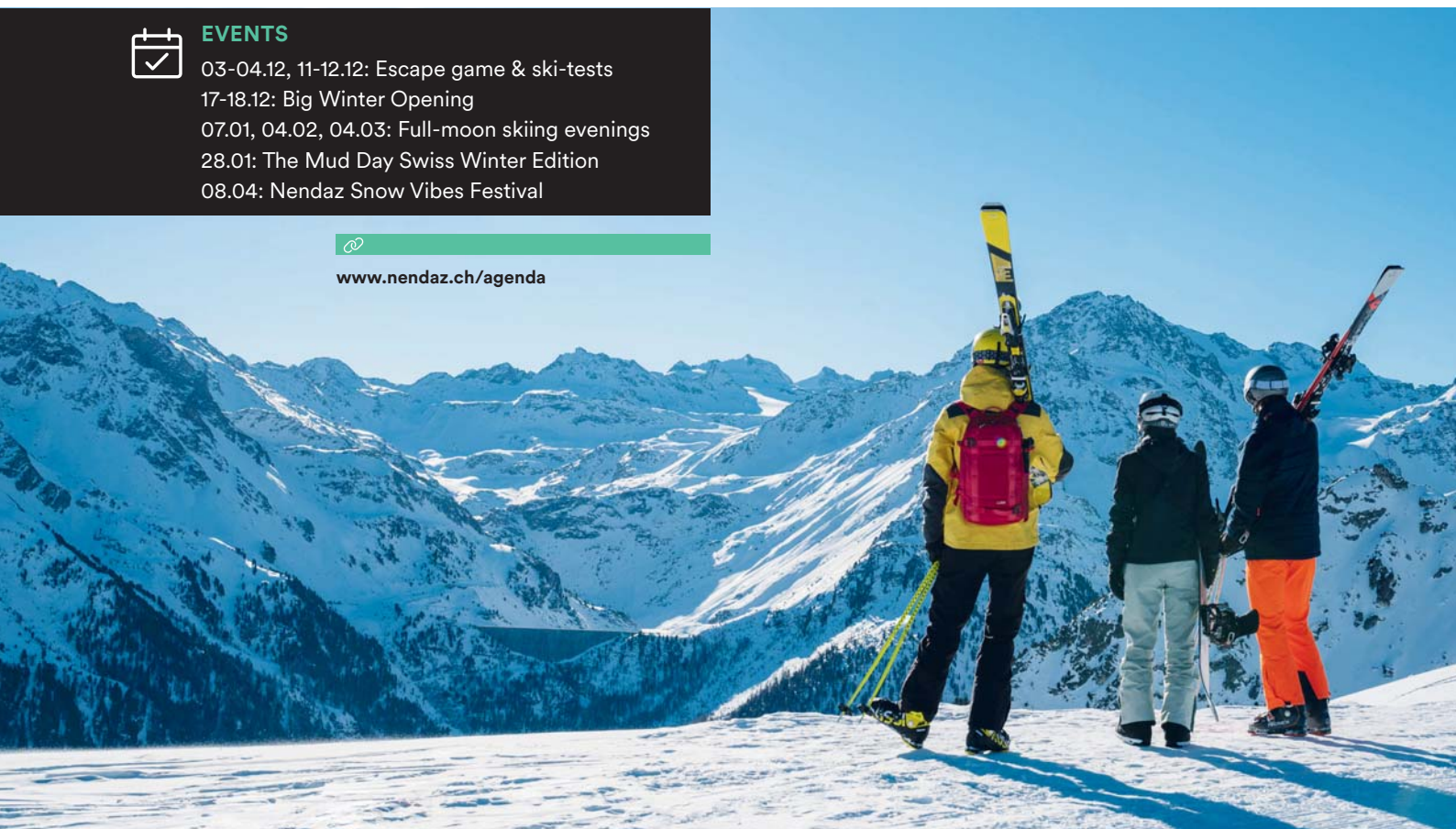


EVENTS

03-04.12, 11-12.12: Escape game & ski-tests
17-18.12: Big Winter Opening
07.01, 04.02, 04.03: Full-moon skiing evenings
28.01: The Mud Day Swiss Winter Edition
08.04: 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 slopes

53%
red slopes


14%
black slopes




Great ideas

Ski Safari 4 Vallées

This package offers the opportunity to discover two mountain destinations, Nendaz and Veysonnaz on skis and to spend one or two nights in each resort.


 from 9th to 31st January 2023
from 6th March to 2nd April 2023

 1 guest - 25 years old from 420.–
1 guest +25 years old from 440.–

2 guests - 25 years old
from 616.–
2 guests +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!

 January 07-08 / 14-15 / 21-22 / 28-29
March 04-05 / 11-12 / 18-19 / 25-26

 129.–



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



STORY

Hanging from a cable
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.

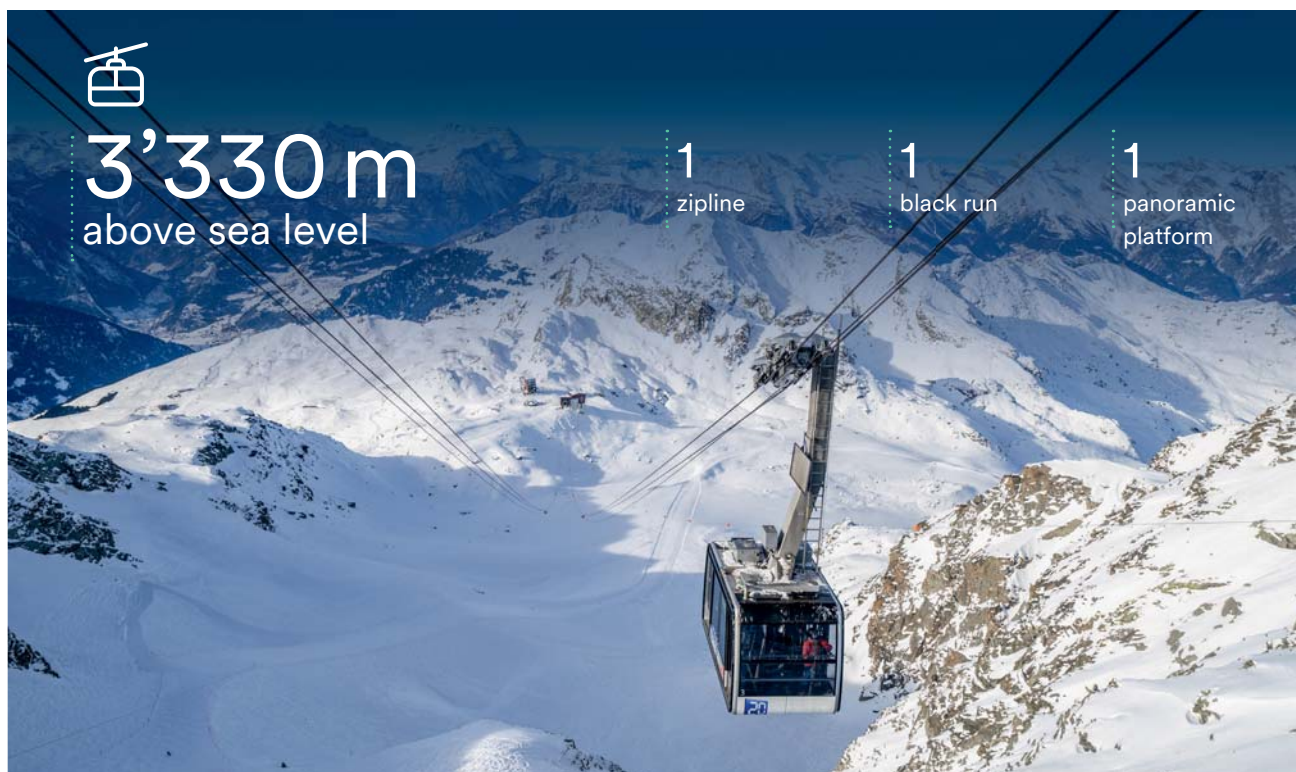
A few words of advice: dress warmly in all seasons. The temperature difference between the car park in Siviez and Mont-Fort is considerable. Don't forget to wear sunglasses to protect you from the wind as well as gloves and a warm hat!

”

I'm flying all alone between sky and ice.



The Mont-Fort experience



Our top favourite

Panoramic platform NEW

This development at the top of the Mont-Fort constitutes one of Nendaz's lift company's main priorities. The building of a safe and secured panoramic platform on the summit of the Mont Fort at 3'330 metres above sea level began during the summer of 2022 and its opening is planned for the 2022-2023 winter season. This project will make it possible to take full advantage of the stunning panoramic view of this area in both summer and winter and will complement the offers recently developed in this zone.

«Get up close to a glacier» NEW

The educational path «Get up close to a glacier», offers visitors a rare and precious experience: connect with a glacier. By following a short path departing from the Col des Gentianes cable car, visitors can learn all about the Tortin glacier's history before getting up close to it and even touching, observing, listening to or contemplating it and meditating about its future. This educational path with its various information posts was put in place at the end of summer 2022 and is also open throughout the winter season.

Black run over 40°

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.



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

FREERIDE

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! 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!



6th January to 8th March 2023



Our top 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



THE EVENT INALPE DYNAFIT 2.0

The principle is simple: climb the Tracouet slope on the Jean-Pierre side as quickly as possible to enjoy the after-race party for longer. In addition to the usual popular and elite categories, a « business/corporate/team » category is proposed. Sport and above all fun are on the programme. The organizers wish to encourage the practice of ski-mountaineering among young people: the entry fee is free for those under 18 years old.



11th January 2023 in the evening



www.inalpe2-0.ch

5
Movement
tracks

Movement tracks

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



Our top favourite

Randonight

It is possible to ski tour up to Tracouet at night. Once a week the grooming is delayed until 10:00 pm and the restaurant at the top remains open.



A great idea

Dare to try ski touring

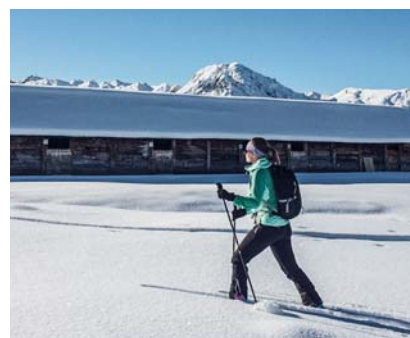
This all-inclusive offer with equipment rental (touring skis and boots) combined with a ski touring instructor on a Movement track in Tortin is specially designed for anyone over 16 who wishes to try ski touring.



January 07-08/14-15/21-22/28-29
March 04-05/11-12/18-19/25-26



from 99.–



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





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

”

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

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's 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

25.12.2022: Children's Christmas
 07.01.2023: Nendaz fête les rois (celebration of the three kings)
 21.02.2023: Children's Carnival
 04.03.2023: Nendaz Freeride Kids
 25.03.2023: Grand Prix Migros (ski race)

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
- Easter egg hunt

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



A great idea

The Mont4Card

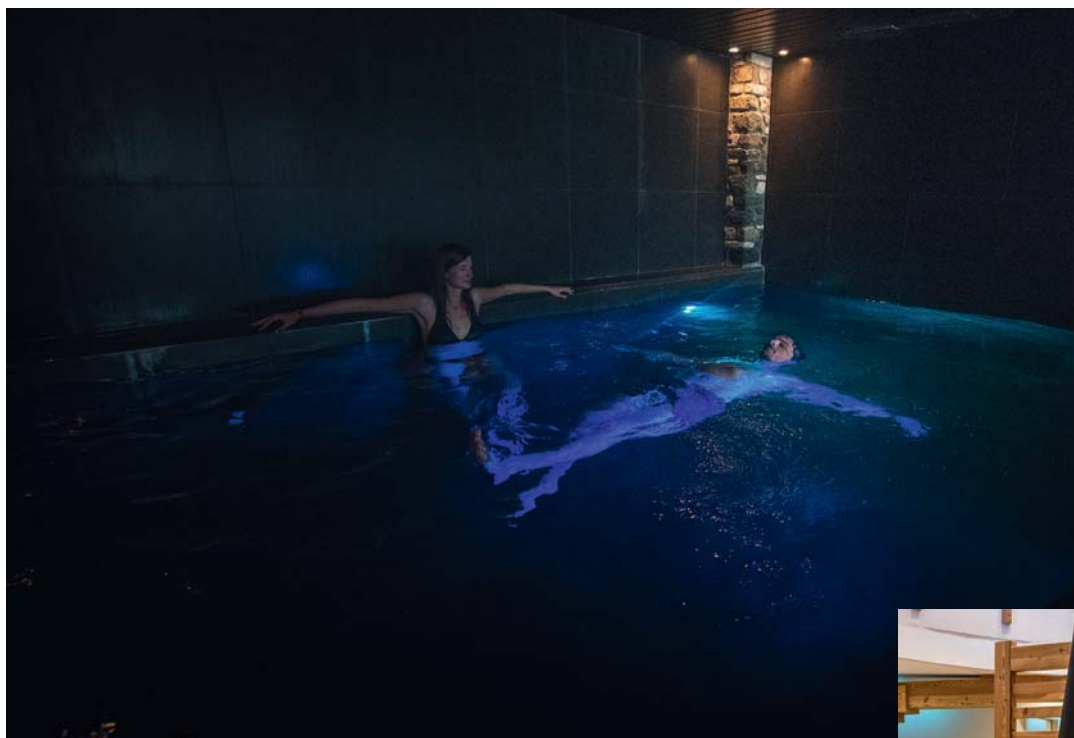
Children and young adults under 25 have access to the 4 Vallées throughout the year at exceptional rates thanks to the Mont4Card. The ski lifts are free for children born in 2015 and later.

 from 300.–



www.nendaz.ch/forfamilies

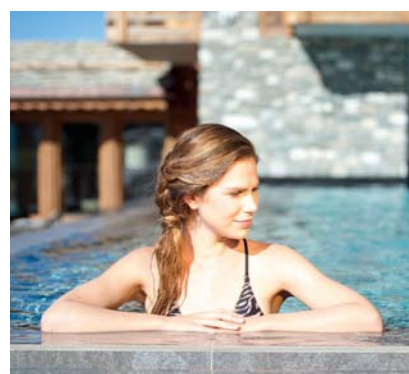
Relaxation and well-being



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.— Printse sector
110.— 4 Vallées sector

7
beauty
and massage
centre



www.nendaz.ch/spa

Our local heritage



**The Herens cattle
and cow fighting**



**The House of Culture:
Nind'Art**



The historical quarters of the village



Our top favourites

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.

In the Déserteur's footsteps

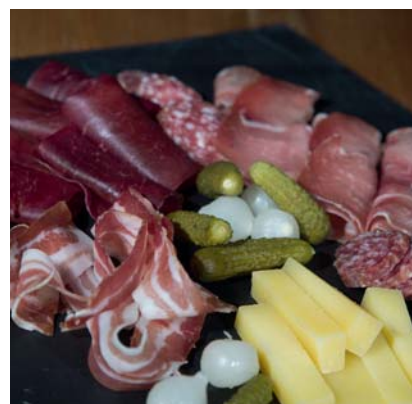
Charles-Frédéric Brun, nicknamed the «Déserteur», arrived in Nendaz in the middle of the 19th century. He traded his colourful paintings for meals. He lived as a homeless man in fear of the police, hiding between Nendaz and the Val d'Hérens, until his death in 1871. A thematic footpath retraces his story along a walk between Haute-Nendaz, Basse-Nendaz and Sacletse.

Escape Life

Amidst some unexpected and unusual places, some of which are usually closed to the public, players, working in teams, solve the riddles. The seven signs of the Apocalypse and the paintings of the Deserter, an emblematic character of Nendaz's history, help them to complete their mission. A fun and original way to explore the old quarters of the village and the hidden treasures of Nendaz.



Gourmet outings



36
restaurants

11
mountain
restaurants

1
Gault & Millau
award-winning
restaurant



A great idea

Rando'Miam

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.



from 7th January to 10th April 2023



Adult 45.— Child 30.—



Our top favourite

Local products

Two fruits are particularly popular: the apricot and the raspberry. They are available in the form of jams, syrups, alcohol and other varied and colourful products! Other specialities such as honey, dried meat and cheese are also produced in Nendaz.



www.nendaz.ch/restaurants
www.nendaz.org/randomiamhiver

Nendaz in summertime



Our top favourite

The Hérens cow path

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 dotted 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



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.–



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

5
mountain
lifts in summer



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

CONTACTS

Contact staff

+41 (0)27 289 55 89
marketing@nendaz.ch



Annick Loos
Marketing Manager
annick.loos@nendaz.ch



Emilie Mariéthoz
Marketing Assistant
emilie.mariethoz@nendaz.ch



Elodie Moos
Marketing Assistant
elodie.moos@nendaz.ch



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



Sonia Délèze
Communications Manager
sonia.deleze@nendaz.ch



Pauline Pang
Trainee
pauline.pang@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.

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