# Nendaz and I

Press kit



### Nendaz & I

December 1986. I am only a few days old when Nendaz welcomes me home for the first time. April 2023. I write this editorial while looking out over a picture-perfect panoramic view that I am blessed with every day from the living room of my home in Basse-Nendaz. Between these two dates, 37 years have gone by.

In Nendaz, I took my first step, uttered my first words, learnt to read and to write. I built my first treehouse and got up to my first mischief. I discovered all the joys of riding a bike, of skiing, of ice skating as well as playing football.



I made my first friends and met the love of my life. I have almost always been perfectly happy here, but I have, sometimes, also cried with sadness or rage. Over time, Nendaz has seen me grow up, achieve personal and social development and, finally, become the man that I am today.

Today, the fact is that, in Nendaz, I am delighted to live here, feel honoured to work here, am lucky to regularly meet up with my best friends here and enjoy the immeasurable gratitude, with my

wife, to be able to raise our children here in the best setting possible. I love spending time here and enjoying the emotions that this beautiful and generous community inspires in me. From the thrill of a ski descent to the peacefulness of a walk along a bisse. From the breathtaking beauty of the sunrise over the Bernese Alps to the effort needed to climb to the top of the Dent de Nendaz. From the sheer rapture of the stunning panoramic views from Mont-Fort to the pleasure of seeing my children having fun on a play area, a trampoline or a pumptrack.

37 years during which an everlasting and undying bond has been created between Nendaz and me.

I am proud to call myself 'nendard' and delighted to be actively involved in promoting this holiday destination around the world. An active, mountain-based, family-friendly and authentic destination where diversity is king and where adventures never end.

To you dear guests, dear media or dear «whoever you may be» staying with us, I invite you to discover and explore our beautiful region, heart of the 4 Vallées and bisse country, to experience Nendaz on your own or with your family and friends and to forge, as I have, a strong and unique bond between Nendaz and you.

With us, you are always at home away from home. Welcome to Nendaz!

Baptiste Constantin,
Director of Nendaz Tourisme







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### Getting to Nendaz





#### New accommodation

#### MAD Retreat Hotel NEW

A new hotel, unlike any other, opened its doors at the beginning of August at only a few steps from the resort while remaining surrounded by nature. The MAD Retreat is about to live its first winter. It promises its guests a resourcing stay with spa, wellness activities and full vegetarian board. To ensure a setting that favours relaxation and physical regeneration, the MAD Retreat Hotel only welcomes guests over the age of 14.



#### Tortin Mountain Cabin NEW

Entirely re-built, the cabane de Tortin will welcome its first guests this winter 2024-25. The architectural design is contemporary and sustainable. The Cabane de Tortin is open throughout the winter. With a capacity that sleeps 19 guests, this unusual venue offers two types of accommodation: the rental of dormitories or the entire cabin, with optional hotel service.

### In a nutshell, Nendaz is...

- An area of 85.9 km<sup>2</sup> between 492 and 3,336 metres above sea level
- A municipality of 17 villages
- A holiday resort, Haute-Nendaz
- A population of 7,012 inhabitants throughout the municipality
- A population of 2,075 inhabitants in Haute-Nendaz all year round

#### Accommodation

- Hotels and guest houses: 400 beds
- Group accommodation: 320 beds
- Holiday apartments and chalets:
   18,000 beds (of which 4,000 are rented)
- Mountain cabins: 45 beds
- Bed and Breakfasts: 90 beds

#### SPECIAL FEATURES OF THE DESTINATION

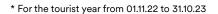
More than 3 out of 4 commercial overnight stays are in chalets and holiday apartments. It should be noted that for this category, Nendaz Tourisme only considers the overnight stays made through rental agencies. However, many overnight stays are also made in holiday homes, either by their owners who are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

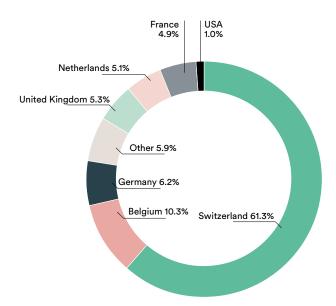
#### Results from the tourist trade\*

- Top 6 months which generated overnight stays:
  - 1) February 2) D
- 2) December
- 3) January
- 4) July 5) March
- 6) August
- 64% in winter, 27% in summer and 9% in autumn

### Origin of guests (commercial overnight stays)\*

Guests having generated commercial overnight stays in Nendaz came in 2023 from 73 different countries. 93% of these commercial overnight stays were, however, generated by the five priority markets in Nendaz Tourisme's marketing strategy, i.e. Switzerland, BeNeLux, Germany, the UK and France.









### K 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.



#### New ski lift Prarion - Tracouet NEW

The four seater chairlift is being replaced by a telemix with eight-seater chairs and eight gondolas each with a capacity of 10 passengers. This mixed mode of transport will meet the needs of both experienced skiers and non-skiers or beginners, who will now be able to reach Siviez from Haute-Nendaz via the lift system. It will significantly ease the flow of skiers between Haute-Nendaz and Siviez (journey time almost divided by 3).





### ⟨✓⟩ A great idea

#### Dine on top

This gondola or chairlift non-skier round trip is combined with a delicious meal at the mountain restaurant of your choice.



**36.**–



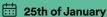


### A lively ski area

#### THE EVENTS

MASKED SKIER NEW

An unprecedented manhunt is being organized identity of the personality who is hiding on the domain thanks to clues posted on social networks. Then turn into a detective on skis to find them. Watch out for look-alikes! Great gifts await the





#### **FULL MOON PARTY**

An activity combining skiing under the stars, a deli-

iii 15th of February and 15th of March

#### ODDICY CHALLENGE NEW

For the first time in Nendaz, the famous interactive and in the resort. The participants of this treasure hunt 2.0 will have to solve various puzzles to complete their mission.

22nd of March

#### **NENDAZ SNOW VIBES FESTIVAL**

iii 13th and 14th of April





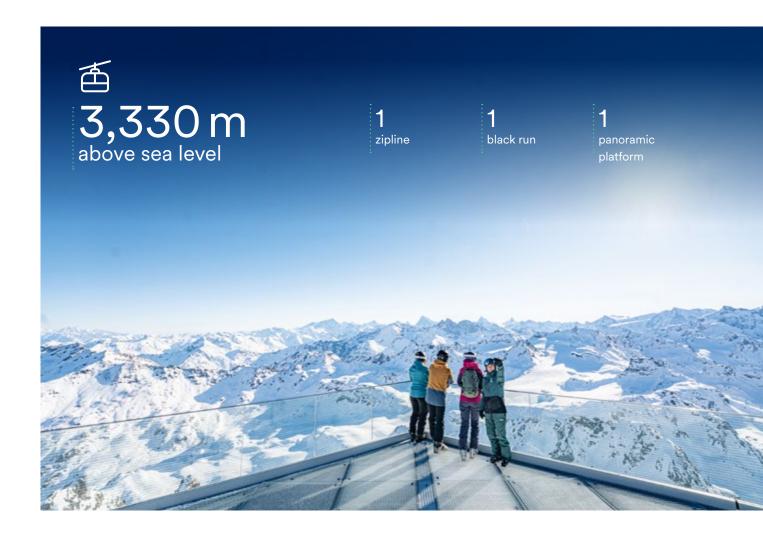
www.nendaz.ch/ski www.oddicy.io www.nendazsnowvibes.ch www.nendaz.ch/agenda





### The Mont-Fort experience

Mont-Fort boasts a panoramic view of ten of the most beautiful and illustrious peaks in the Alps, including the Matterhorn, Mont Blanc, Grand Combin and Dent Blanche. The highest point in the 4 Vallées ski domain, it rises to 3,330 metres above sea level and is easily accessible to skiers and non-skiers alike via the ski lifts.





### Our top favourites

#### Panoramic platform

Easily accessible by ski lift, it allows both skiers and non-skiers to enjoy the stunning 360-degree view in complete safety.









#### 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.

#### The highest zipline in the world

With a top speed of over 100 km/h, a length of 1.4 km and a difference in altitude of 323 m, it challenges the bravest of enthusiasts as they soar from the summit of Mont-Fort at 3,330 m above sea level towards Les Gentianes, flying at full speed over the Tortin glacier.

#### Bar Igloo

From Europe's highest Igloo Bar, guests can enjoy an incredible view over the Alps while enjoying a snack, a cheese fondue or a Swiss Rock Café, the house speciality made with espresso, Abricotine liqueur, cane sugar and whipped cream.



### Never-ending powder



### Our top favourite

#### **Freetracks**

Anyone who knows how to ski well is tempted to go off the beaten track and try out the powder and the bumps. But how do you get off the prepared pistes without taking risks? By following one of the 7 freetracks in the 4 Vallées ski domain! These are yellow marked pistes that are not groomed but are nevertheless safe.

7 freetracks

1 world-class competition



#### EVENT NENDAZ FREERIDE

The Nendaz Freeride is one of the five biggest freeride events in the world and, without doubt, the most famous in the Freeride World Qualifier! It brings together around 400 of the world's best riders! There are 1\* to 4\* versions of the event, as well as a junior competition and a kids' event:



O2.01 (day in reserve 03.01):
Nendaz Freeride
Video Contest FWT Junior 1\*
O4.01 (day in reserve 05.01):
Nendaz Freeride Video
Contest FWT Qualifier 1\*
O8.01-09.02 (the date is fixed two days before depending on the snow conditions and the weather forecast):
Nendaz Backcountry Invitational

**MARCH** 

02-03-04-05.02):
Nendaz Freeride FWT Qualifier 4\*
01.03: Nendaz Freeride Kids

01.03 (days in reserve

**FEBRUARY** 

21.02-01.03: Village
Nendaz Freeride
22.02 (day in reserve 23.02):
Nendaz Freeride
FWT Junior 3\*
24.02 (days in reserve
25-26.02): Nendaz Freeride
FWT Qualifier 2\*
26.02 (days in reserve
27-28.02): Nendaz Freeride
FWT Qualifier 3\*

## APRIL

**05.04 (day in reserve 06.04):**Girls Powder







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

### Freedom at the tip of your skis

#### **Touring 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 9:30 pm and the restaurant at the top remains open.



Wednesday from the 15th of January to the 19th of March



### 🖒 A great idea

#### **Ski Touring Initiation**

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 02-03/09-10/16-17/23 March 06-07/13-14/20-21/27-28







20 km of itineraries

www.nendaz.ch/movementtracks



#### **INALPE DYNAFIT 2.0**

party at the summit, in the restaurant at Tracouet.



8th of January in the evening



www.inalpe2-0.ch



### 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.

99

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 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.

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!



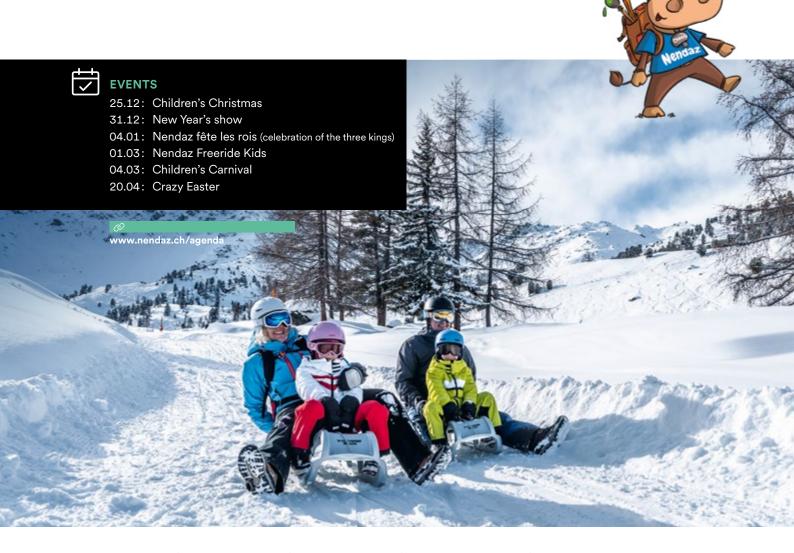






### Children's paradise

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.



2 sledge runs

snowtubing run

snow-gardens of which one is in the resort centre

2 treasure hunts

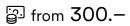
winter walks accessible with pushchairs



### 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 2018 and later.



#### **Activities**

- Cheesy's workshops
- Story telling evenings
- Curling
- Initiation to circus skills
- Ice Disco
- Biscuits by little chefs
- Treasure hunts

#### **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 Tourisme 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





5	
ski schools	

play areas

family snowshoe hike

ice-rink

children's zone in the Spa des Bisses



### 🔾 Our top favourites

#### Family Après-ski

Families, too, can look forward to festive après-ski activities including a mini disco, children's entertainment and hot wine and warm apple juice.



📆 26th of December, 2nd of January, 20th and 27th of February, 6th of March

#### Sculpture path

All along this themed walk, you will encounter creatures from local legends represented in the form of wooden chainsaw sculpted works of art. Have you heard about the devil of Sofleu or the vouivre of Louvie? QR-codes placed on each character allows hikers to read all about their story.

### Relaxation and well-being



1 spa

7 massage and beauty salons







#### 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 environment 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. The Spa des Bisses is located in the Nendaz 4 Vallées \*\*\*\*s Hotel and is also open to the public.

#### The MAD Mount Hotel

As well as being ideally located at the foot of the ski slopes, the MAD Mount offers an all-round experience with a re-energizing spa, restaurant and bar with terrace to ensure guests have the best possible experience. What's more, the hotel is committed to sustainability, and is proud to be one of the first carbon-negative hotels in Switzerland.

#### MAD Retreat NEW

A new hotel, unlike any other, opened its doors at the beginning of August at only a few steps from the resort while remaining surrounded by nature. The MAD Retreat is about to live its first winter. It promises its guests a resourcing stay with spa, wellness activities (meditation, yoga, etc.) and full vegetarian board.

### Winter hiking



#### On foot

Over 100 km of marked paths in the mountains or through the villages, across the pastures or though 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

snowshoe hikes

2 cross-country skiing tracks



www.nendaz.ch/winterwalks











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 4 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

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

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.

### Our local heritage











#### 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 International Alphorn Festival, which plunges you into a world of folklore and traditions.

#### **Bisses**

Nendaz boasts eight bisses, which represent a unique network of 98 km. Dug out of the ground, cut into or suspended from rock faces between 1435 and 1876, they bear witness to the history of the Nendards and their struggle to combat drought. Although the water of Nendaz has been bottled on a large scale since 1947, it has, for much longer, been diverted via the bisses to crops. Today, the bisses still fulfil this primary function of irrigation; six of them have water flowing within their banks every year during the summer months. Situated between 700 and 2,300 metres above sea level, the bisses are a delight for walkers of all ages. The paths along them are popular walks along the water because they are traffic free, are relatively flat and are often shady. The bisse du Milieu has two special features: it can be accessed directly from the centre of the resort, and it is also accessible in winter on foot or on snowshoes.

#### **Charming villages**

The municipality of Nendaz is unique in that it is made up of around fifteen villages and hamlets, spread between the Rhone Valley and the mountains. Apricot orchards, old mills, old raccards, breathtaking panoramic views, chapels, and churches - each village has its own special character.

#### In the Deserter's footsteps

Charles-Frédéric Brun, nicknamed the «Deserter», 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 Saclentse.

#### **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.

#### Le Nînd'Art

Located in the heart of the village of Haute-Nendaz, the Nînd'Art is a space dedicated to the culture and heritage of Nendaz. Throughout the year, exhibitions and events are held here.



#### 💢 Our top favourite

#### Raclette and life in the cowshed

Two activities are organized in a cowshed throughout the winter: the first is an opportunity to visit the famous Hérens cows in their winter quarters and find out about the work of the farmers who feed them, milk them twice a day, look after them and groom them; the second is an opportunity to learn how to prepare the famous Nendaz raclette before enjoying it during a tasting session.

www.nendaz.ch/heritage www.nendaz.ch/alphorn www.nendaz.ch/aupaysdesbisses www.escapelife.ch



### Gourmet outings









### ⟨✓⟩ 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 5th January to 21st April

<u>a</u>

Adult 45.- Child 30.-

### around 30restaurants

11 mountain restaurants

Gault & Millau award-winning restaurant



### 💢 Our top favourites

#### 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.

#### Le Hameau de Tortin

This new restaurant is located at a very central point of the ski domain, at the arrival of the Tortin chairlift, from where you can then head off to Mont-Fort. This brand-new complex can welcome up to 200 diners indoors and 200 outdoors in a magnificent Alpine setting. It offers traditional regional dishes made from local produce, à la carte or self-service.

### Nendaz in summertime

#### **Breathtaking scenery**

During a stay in Nendaz, there are some exceptional places not to be missed for their panoramic views, the serenity that emanates from them and, quite simply, the natural beauty they offer, such as:

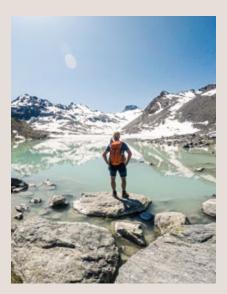
- the Cleuson dam, with its turquoise waters, and higher up, at 2600 metres above sea level, the Lac du Grand Désert, which plunges hikers into an exotic mineral world.
- The Jardin Japonais (Japanese Gardens), so named for its resemblance to a landscaped garden, is in fact an entirely natural site and totally unique in the region. The meandering stream of water makes it a popular spot for families.
- The Dent de Nendaz, which is relatively easy to access, allows everyone to enjoy the satisfaction of reaching a real summit (2,462 metres). The short hour's ascent is amply rewarded by the incredible panoramic view over the Lac Noir just below, the Alps opposite and the Rhone Valley below.



### ⟨ ⟨ ⟩ ⟩ 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.



## 250 km of marked hiking paths

**1**Cheesy's village

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

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### ₩ Winter press trip

We look forward to welcoming you and preparing a personalised 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 offer «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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