# PRESSKIT WINTER 2026



### Welcome to Nendaz

In the heart of the 4 Valleys — Switzerland's largest ski area with over 400 kilometers of slopes — Nendaz offers exceptional access to the vastness of the Alps while maintaining its warm, welcoming charm. Here, skiers and snowboarders of all levels find their perfect terrain: from the gentle slopes of Tracouet, ideal for learning and play, to the thrilling descents of Mont-Fort and Gentianes, where adventure and altitude go hand in hand.

In Nendaz, the mountains are as captivating off the slopes as they are on them — every moment becomes a unique experience. Panoramic views stretch across 360 degrees, emotions rise with every turn and unforgettable sensations

await. Soar above the Tortin Glacier on the world's highest zip line, savour a wood-fired raclette after a snowshoe hike or simply watch the evening light settle over the Valais Alps.

This wealth of experience is part of Nendaz's forward-looking vision. Over the next few years, the Nendaz-Veysonnaz ski lifts will roll out a major investment plan aimed at modernising infrastructure, enhancing user comfort and improving mobility across

the ski area. A strong vision serving a simple objective: to make every mountain experience smoother and more enjoyable.

In keeping with this dynamic, the municipality of Nendaz is actively shaping its future through a number of major projects: revitalising the village center, creating a bike park at Tracouet, installing a summer toboggan run and exploring plans for a future gondola connection between the Rhone Valley and the mountains. These are all initiatives designed to enhance the quality of life of local residents and enrich the tourist experience, in the belief that the best marketing is, above all, an excellent product.

Active, friendly and authentic, Nendaz stands out as a lively resort where sports enthusiasts, families, nature lovers and epicureans all come together with the same desire to share their passions. Amid snow and sun, adventure and relaxation, tradition and modernity, Nendaz invites each and everyone to write their own winter story in the heart of the Alps.

No matter who you are or where you're from — welcome to Nendaz! As the local dialect says so well: "ëntchyë no vo îte ëntchyë vo" — here with us, you're at home.

Baptiste Constantin
Managing Director of Nendaz Tourisme







#### **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 ON TOP OF THE WORLD
The Mont-Fort experience

10 STORY

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

**12 FREERIDE** Endless powder

13 SKI TOURING
Freedom at the tip of your skis

14 FAMILY
Children's paradise

16 WELLNESS
Relaxation and well-being

17 WALKS IN THE SNOW Winter hiking

18 STORY
A snowshoe-raclette evening

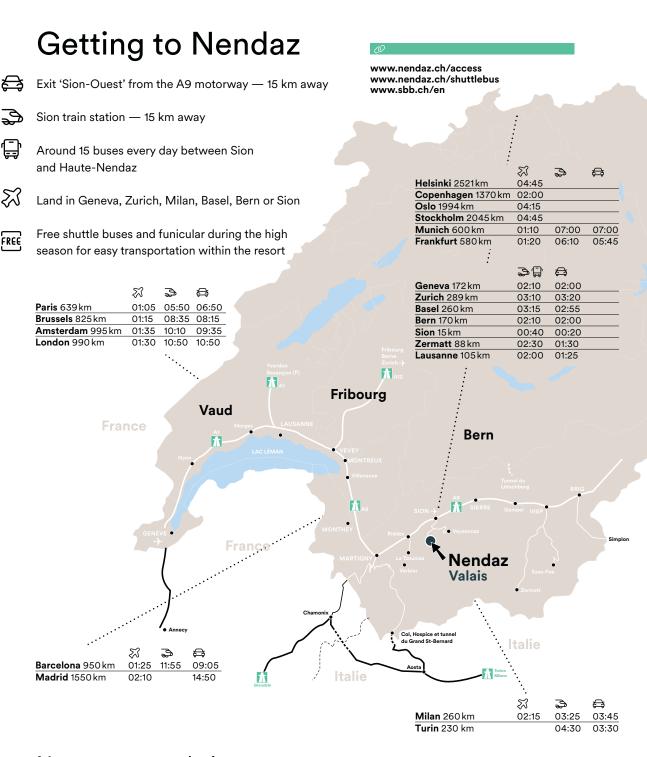
20 LOCAL HERITAGE
Celebrating our roots

22 WINE & DINE Gourmet outings

23 SUMMER

Nendaz in summertime

24 CONTACTS



#### New accommodation

#### Boutique Hôtel Nînda NEW

Opening in the winter of 2026, this new boutique hotel is set in the heart of the Clèves hamlet in Haute-Nendaz. The Boutique Hôtel Nînda boasts 11 rooms, all fully equipped with kitchenettes, and can sleep up to 26 guests. There are garden-level rooms, duplexes and traditional wooden chalets (mazots), including a family mazot that can accommodate up to six people. With 12 double beds and two single beds, the Boutique Hôtel Nînda is perfect for couples, families or

groups of friends. In addition to its comfortable rooms, the Boutique Hôtel Nînda offers a Mountain Coffee Shop, yoga classes, a tailor-made workshop and retreat programme, and a dog walking service.

www.hotelninda.ch

### 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 7,130 residents throughout the municipality
- A population of 2,150 residents in Haute-Nendaz year-round

#### Accommodation

- Hotels and guest houses: 372 beds
- Group accommodation: 320 beds
- Holiday apartments and chalets:
   18,000 beds (4,000 for rent)
- Mountain cabins: 45 beds
- Bed and Breakfasts: 90 beds

#### UNIQUE FEATURES OF THE DESTINATION

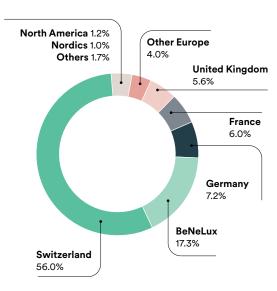
More than 3 out of 4 commercial overnight stays are in chalets and holiday apartments. It is worth noting that for this category, Nendaz Tourisme only considers the overnight stays booked through rental agencies. However, many overnight stays also take place in holiday homes, either by their owners who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

#### Tourism results\*

- Top 6 months for overnight stays:
  - 1) February 2) March
- rch 3) December
  - 4) January 5) August
    - ugust 6) July
- 64.7% in winter, 26.7% in summer and 8.6% in autumn

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

In 2024, guests generating paid overnight stays in Nendaz came from 84 countries. 92% 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.



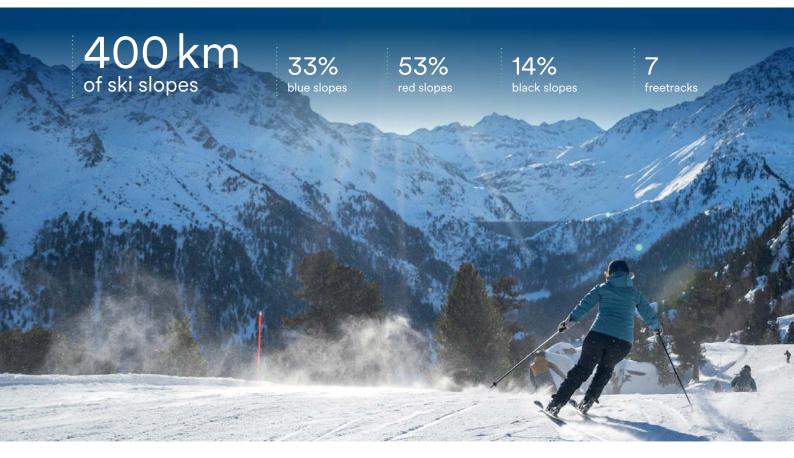


<sup>\*</sup> For the tourist year from 01.11.23 to 31.10.24



### 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 ranging from 1,300 and 3,330 metres above sea level await skiing and snowboarding enthusiasts! From beginners to advanced skiers, everyone can find a slope to suit their taste and level. Good snow conditions are guaranteed from December to April.



#### More possibilities for beginner skiers $\overline{\text{NEW}}$

An additional magic carpet has been installed in the beginners' area on the frozen lake of Tracouet, bringing the total to two. A third carpet, now covered for the new season, provides easy access to the gondola. A beginners' lift pass is also available. It includes the round trip via the gondola to access this area, all the magic carpets as well as the Aviation and the Petite Jean-Pierre button lifts. For extra fun between runs, children can enjoy snow-tubing.





### Special offer

#### 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.**–









#### **EVENTS ON THE SLOPES...**

#### **TORCHLIGHT DESCENT**

After a day on the slopes and a meal at the Hameau de Tortin, treat yourself to a final night-time descent accompanied by a ski instructor. Open to all children and adults able to ski a blue slope.

23rd of December, 14th and 25th of February, 6th of April



#### **FULL MOON PARTY**

An activity combining skiing under the stars, a delicious supper and a vibrant evening at the restaurant of Tracouet — that's the Full Moon Party.

31st of January and 28th of February

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

This festival takes place in the heart of the Swiss Alps at 2,200 metres above sea level. Stunning landscapes and bass that will give you chills!

11th and 12th of April

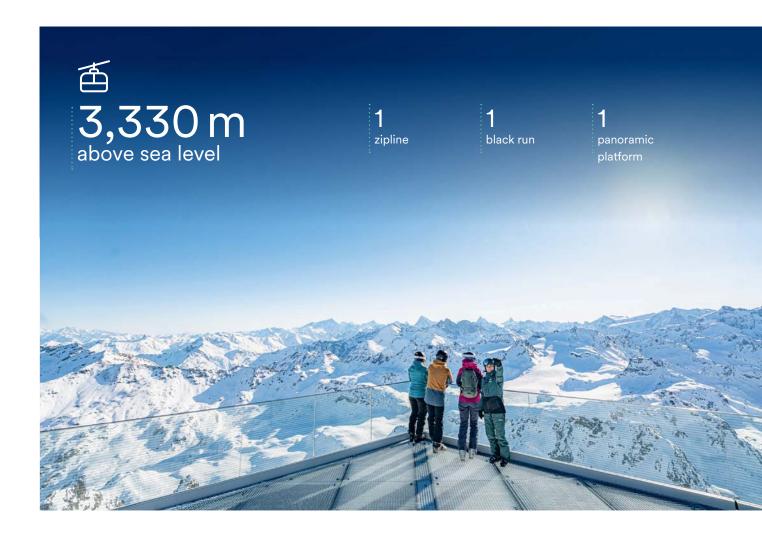


@

www.nendaz.ch/ski www.nendazsnowvibes.ch/en/ www.nendaz.ch/agenda

### The Mont-Fort experience

Mont-Fort boasts a panoramic view of ten of the most beautiful and iconic peaks in the Alps, including the Matterhorn, Mont Blanc, Grand Combin and Dent Blanche. The highest point in the 4 Vallées ski resort, 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 picks

#### 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.

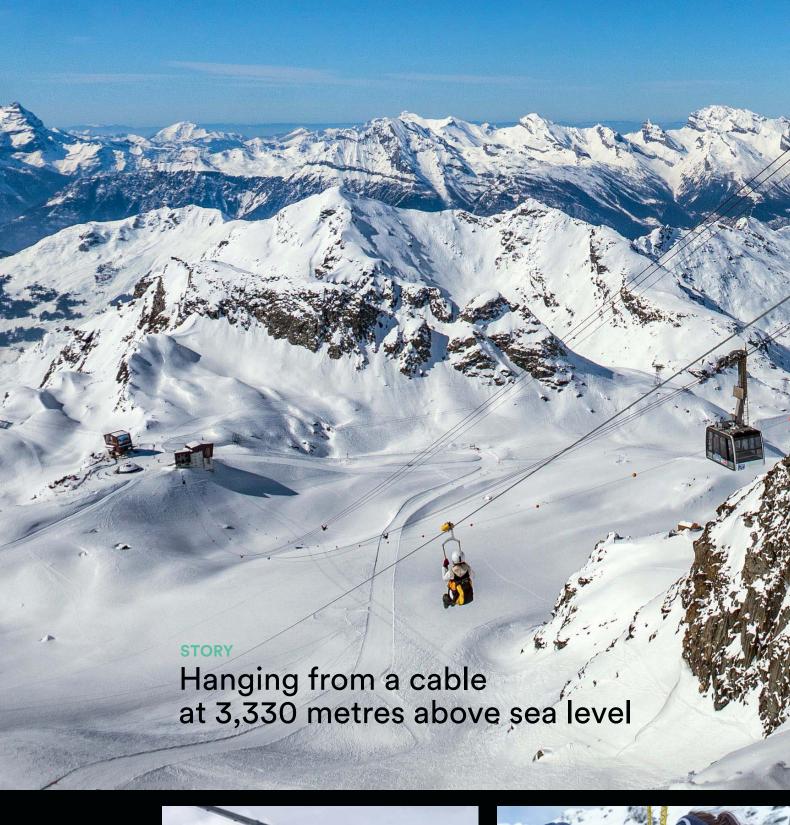
#### The highest zipline in the world

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.

#### Igloo Bar

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.











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 long and with a top speed of over 100km/h, this attraction promises to be quite a thrilling experience.

At Gentianes, it's time to gear up before continuing up the mountain. I am asked to get on the scales. Fortunately, the indiscreet machine does not display the kilos — just four sizes marked 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 slower?

Since I'm already here, I might as well choose the faster option, as long as its safe. So I'm geared up with the smaller size. The material is pretty substantial, like

It's in the gondola to Mont-Fort that I fully realise what awaits me: I'll follow the same path as the gondola, but suspended from a single cable! what's needed for the zip lines in adventure parks, my only reference until now. But then I wouldn't want less to fly over an entire glacier.

It's in the gondola to Mont-Fort that I fully realise what awaits me: I'll follow the same path as the gondola, but suspended from a single cable! 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 alone is worth the trip, 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... GO! First comes a surge of adrenaline due to the incredible acceleration. Then comes an incredible sense of freedom and serenity — I'm flying solo between sky and

ice. I spread my arms and let myself be swept along. The landing is soft, applauded by some hikers marveling at this unusual "bird" touching down. A few words of advice: dress warmly in all seasons. The temperature differ-

I'm flying solo between sky and ice.

ence between the car park in Siviez and Mont-Fort is considerable. Don't forget to wear sunglasses to protect against the wind, as well as gloves and a warm hat!





### **Endless powder**



### Our top pick

#### freetracks

6

#### world-class competition

#### **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 slopes without taking risks? By following one of the 6 freetracks in the 4 Vallées ski domain! These trails are marked in yellow — they aren't groomed, but they are safe





#### **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.

#### 20th anniversary

For this 20th edition, two highlights on the programme: a big anniversary celebration and the «Run des Légendes» on Mont-Gond in which all the past winners of the final of the Nendaz Freeride are invited to participate.



#### **DECEMBER**

26-28.12: Nendaz Freeride Video Contest FWT Junior 1\* and Nendaz Freeride Video Contest FWT Qualifier 1\*



#### **JANUARY**

08.01-08.02 (the date is fixed two days before depending on the snow conditions and the weather forecast):

Nendaz Backcountry Invitational

#### FEBRUARY

21.02 (reserve day - 22.02):

Nendaz Freeride

FWT Junior 3\*

23.02 (reserve days -

24-25.02): Nendaz Freeride

FWT Qualifier 2\*

25.02 (reserve days -

26-27.02): Nendaz Freeride

FWT Qualifier 3\*

28.02 (reserve days -

01-03.03):

Nendaz Freeride FWT Challenger 28.02: Nendaz Freeride Kids



#### **APRIL**

04.04 (reserve day - 05.04): Girls Powder



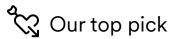




### Freedom at the tip of your skis

#### **Touring tracks**

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



#### 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 14th of January to the 18th of March







20 km of itineraries

www.nendaz.ch/touringtracks



### EVENT INALPE DYNAFIT 2.0



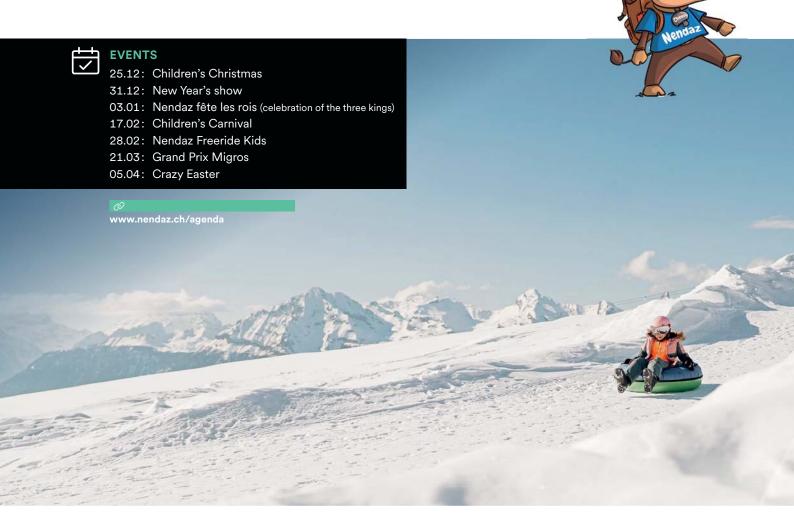
7th of January in the evening



www.inalpe2-0.ch

### 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.



sledge runs snowtubing run

snow-gardens, including one in the resort centre

3

treasure hunts

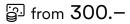
4 winter walks accessible with strollers



### A great deal

#### 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
- Life at the cow shed
- 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: games can be borrowed free of charge; available on request from Nendaz Tourisme







family orientated winter thematic footpath

5 ski schools

play areas

family snowshoe hike

ice-rink

children's zone in the Spa des Bisses



### 💢 Our top picks

#### Family Après-ski

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



26th of December, 2nd of January, 11th and 18th of February

#### 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

www.nendaz.ch/spa www.madretreat.ch www.madmount.ch





#### 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 \*\*\*\* 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**

The MAD Retreat is a haven of peace where relaxation meets the natural surroundings. It promises its guests a resourcing stay with spa, wellness activities (meditation, yoga, etc.) and full vegetarian board. It also allows external guests to participate in certain classes.

### Winter hiking



#### On foot

130 km of marked paths in the mountains or through villages, across pastures or through 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.



**11** winter walks

snowshoe hikes

2 cross-country skiing tracks



www.nendaz.ch/winterwalks











We feel as if we are going 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 mulled wine by the fire.

Our guide, Anita, welcomes us with a broad smile, snowshoes already on her feet and 4 pairs ready and waiting for us. As complete novices, we rely on Anita to guide us through our first experience. With her help, we gear up 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

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

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, something Anita actually 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 our surroundings, 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 helpers have set up for us: a bench of snow with blankets and a fire await us. The sun slowly disappears behind the mountain. Here, in the heart of nature and far from daily stress, we experience a truly spe-

cial moment. 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 raclette over a wood fire, which she places on a piece of bread. She has not forgotten the essential pickles and white wine.

The mood changes as we descend. Night has fallen. It's time to take out our headlamps. Whereas during the ascent we laughed and chatted, now silence takes over, allowing us to fully savor this magical moment. In the dark, all we hear is the crunch of our steps in the snow. We speak again only at the bottom of the slope, as we part ways, happy to have shared such a warm, memorable experience together.

Whereas during the ascent we laughed and chatted, now silence takes over, allowing us to fully savor this magical moment. In the dark, all we hear is the crunch of our steps in the snow.

### Celebrating our roots









#### 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 irrigate crops. Today, the bisses still serve 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 running alongside them are popular for leisurely walks 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 seventeen villages and hamlets, spread between the Rhone Valley and the mountains. Apricot orchards, historic mills, old raccards (wooden granaries), 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.

#### 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 picks

#### 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 a tasting.

#### Village Secrets NEW

Why doesn't the famous saying "Remettre l'église au milieu du village" (Put the church back in the middle of the village) apply to the church in Haute-Nendaz? Did you know that the 'grenier' (attic) was used as a safe by the villagers? A new tool dedicated to the discovery of our cultural and historical heritage has been put in place by the municipality of Nendaz. Designed to spark curiosity, it invites visitors to explore hidden treasures and discover fascinating anecdotes at their own pace. Thanks to Genius Loci, your walks can become a genuine cultural experience. Equipped with your mobile phone, scan the medal markers and learn about the village thanks to information collected from our elders, documented archives or from ancient photos.



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



### Gourmet outings





### ⟨ Special offer

#### 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.

4th January to 19th April



Adult 45.- Child 30.-

around 50restaurants and bars

11 mountain restaurants

3 Gault & Millau award-winning restaurants



### Our top pick

#### 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.ch/randomiamhiver

### Nendaz in summertime



#### **Breathtaking scenery**

While visiting Nendaz, a few exceptional places stand out for their breathtaking views, peaceful surroundings and stunning natural scenery:

- 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 actually an entirely natural site and is 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.

## 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



### ⟨ Top tip

#### **Nendaz Trekking**

The Nendaz Trekking is an 'all-inclusive' walking tour. Hikers can choose tours of 3 or 4 days, with overnight stays in mountain cabins between Nendaz and Veysonnaz. It is aimed at the average hiker (no technical difficulty) who is physically fit.

5 mountain lifts in summer

Ó

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

### Contact people



Annick Loos Marketing Manager annick.loos@nendaz.ch



Emilie Mariéthoz

Marketing & Communication
emilie.mariethoz@nendaz.ch

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



**Elodie Moos**Marketing & Communication elodie.moos@nendaz.ch



Pauline Pang
Marketing & Communication
pauline.pang@nendaz.ch



Sonia Délèze Communication Manager sonia.deleze@nendaz.ch



**Sonya Fuchs**Marketing & Communication sonya.fuchs@nendaz.ch

### ₩ Winter press trip

We look forward to welcoming you and crafting a unique, personalised trip 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
- 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
- f www.facebook.com/Nendaz.ch
- (i) www.instagram.com/nendazswitzerland
- www.linkedin.com/company/nendaz-tourisme
- www.tiktok.com/@nendazswitzerland
- p www.pinterest.fr/nendaztourisme
- www.youtube.com/nendazswitzerland

