

Valais is the loveliest time of the year.

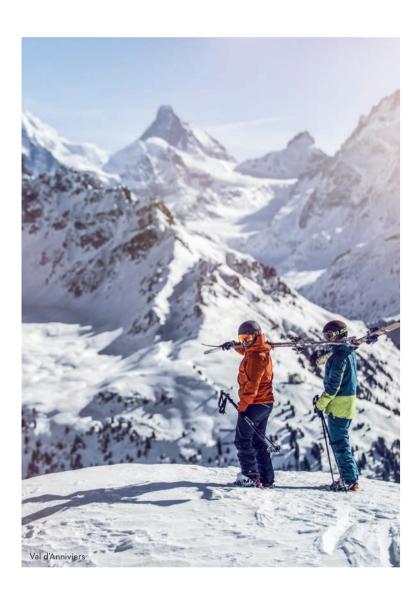
Welcome to Valais: the majestic Rhône valley and its picturesque side valleys, framed by 45 peaks above 4,000 metres, blessed with 300 days of sunshine a year. Our Valais is a land of living traditions and pioneering innovation, fertile plenty and pristine wilderness, vibrant cultural life and tranquil nature.

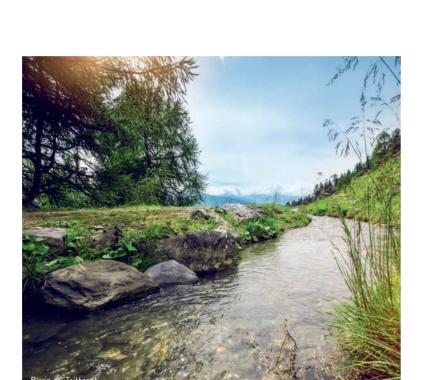
Pure summer pleasure

Fragrant forests, sparkling glaciers, rocky pinnacles, alpine lakes, colourful orchards, flower-filled meadows, cascading streams: nature has been generous to Valais. Cycle routes, footpaths and mountain bike trails criss-cross the ever-changing landscape. Explore wherever your heart takes you, and create your own personal map of summer holiday memories among the Alps' most magnificent summits.

Winter of sparkling delights

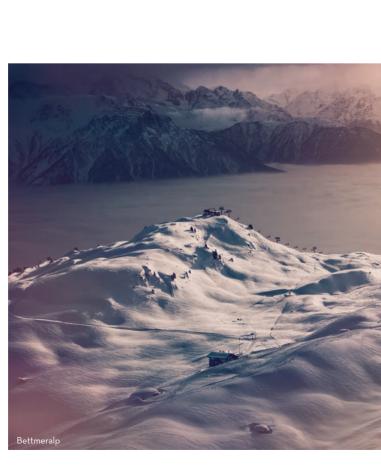
Welcome to winter sports perfection! You'll find snow-sure ski areas rising to nearly 4,000 metres, 2,800 km of marked pistes, scintillating scenery and a choice of top-class destinations to suit every taste - from world-famous resorts to hidden gems.





Bisses: life-giving waterways of Valais

The "bisses" of Valais are irrigation channels constructed up to 700 years ago to carry water from the glaciers to the meadows, vineyards and orchards. The gentle waterways follow the contours of the landscape; in many places, the builders used astonishing ingenuity to carry the water over gullies and across cliff faces. Today, footpaths along these bisses offer family-friendly walks with gorgeous views and a delightful bubbling soundtrack. visitvalais.ch/bisses



Fairy-tale charm of the Valais winter

Feel pine-scented air in your lungs and soft sunshine on your skin as you explore a sparkling white landscape above a sea of cloud - before returning to an open fire in your cosy chalet. Winter in Valais is magical. Expect perfectly groomed pistes, well-equipped children's ski areas, thrilling snow parks and racy toboggan runs – plus delightful cross-country ski trails, winter walking paths and snowshoe routes through still forests and up to panoramic viewpoints.

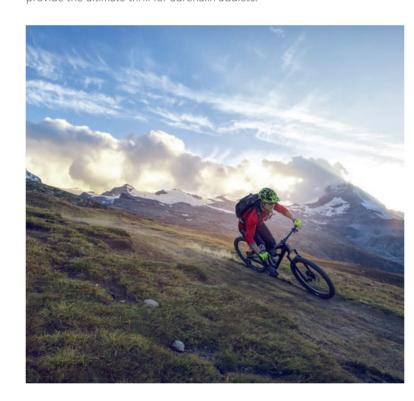
World of wellbeing and relaxation

Nowhere will you feel as close to the towering peaks draped with glaciers as in Valais. Pure mountain air makes for scintillating vistas by day and starfilled skies by night. Boundless horizons, pristine nature and blissful tranquillity refresh body and soul. From deep under the mountains, mineral-rich waters emerge at hot springs that supply thermal baths and stylish spas throughout Valais, promising total relaxation. Experience the pure energy of the Alps in a uniquely uplifting setting: you'll feel on top of the world. visitvalais.ch/wellbeing



Summer trails to happiness

Discover the endless variety of the natural landscapes of Valais as you explore the region's superb trail network. About 8,000 km of marked and well-maintained footpaths extend to every corner of Valais from the lowland woods to the sunny peaks, taking in natural parks and vineyards, "bisse" waterways and historic villages. The cycle routes and mountain bike trails are just as impressive - leading along idyllic alpine lakeshores and frothing mountain streams, across high ridges and along the foot of towering cliffs. Downhill mountain bike runs provide the ultimate thrill for adrenalin addicts.



Colours and flavours of autumn

The contrast of colours in autumn is bewitching. Golden larches, dark-green pines, russet undergrowth, white snowy peaks against piercing blue skies: everything sparkles in the diamond light characteristic of the season. The vineyards are a blaze of reds, yellows and purples, as countless different varieties of grape mature each sunny day until harvest. Winemaking festivals and exuberant celebrations devoted to every aspect of regional cuisine attract enthusiasts from far and wide: a visit to Valais in autumn is a mouth-watering adventure.



character bears witness to centuries of tradition, creativity and passion. visitvalais.ch/regional-products

Wealth of history and culture

The strategic Rhône valley has been a place of encounter for millennia; a colourful history has bequeathed Valais a rich heritage. Well-preserved castles and palaces, priceless art collections and fascinating museums feature alongside a wealth of living customs and traditions. The region has attracted countless artists and writers over the centuries, and today boasts a rich cultural life; a packed calendar of festivals reflects the region's creative energy.



The dramatic landscape of spectacular gorges, mighty rivers of ice and breathtaking vistas offers an unrivalled playground for adventure-seekers. Paragliding, high-altitude hikes, glacier treks, adventure rope courses through the treetops, via ferratas (fixed-cable climbs), pedestrian footbridges over giddy ravines: there are challenges to suit everyone. Test your limits, boost your athletic performance or simply enjoy a blast of adrenalin: high thrills are



Where the cows are queens

Proud and determined, hardy and feisty, the cows of the Hérens breed are an apt symbol of Valais as well as a focal point of traditional local culture. By natural instinct, these stocky beasts lock horns to establish a hierarchy in the herd. At organised cow fights, the animals skirmish in pairs until one is crowned queen. These popular events are a highlight of the Valais calendar, not to be missed.

Hospitality at the highest level

The holiday choice in Valais is vast, but everywhere guests find the same emphasis on quality. The welcome is as warm at the luxury hotels as at the mountain cabins for hikers and ski tourers among the high peaks. From worldclass ski areas to spectacular alpine golf courses, from UNESCO-protected landscapes to state-of-the-art leisure complexes, and from award-winning gourmet restaurants to cosy chalets, you'll find all the ingredients for the ideal holiday escape.

Journeys to adventure

An impressive network of cable cars, gondolas, chairlifts and funiculars, bus routes and mountain railways - steam as well as electric - makes exploring the Valais an adventure in itself. Spectacular rides lead across dramatic passes, over high viaducts and through tunnels deep in the rock, along the walls of gorges and past panoramic viewpoints. The most impressive journey of all: the Valais section of the Grand Tour of Switzerland, an unforgettable trip from the giddy heights of the Furka Pass to the gentle shores of Lake Geneva. visitvalais.ch/grandtour

Embracing the future

Valais has long played a pioneering role in a range of fields from hotel hospitality to renewable energy. World-class educational and research facilities and an entrepreneurial spirit provide fertile ground for innovation; successful new start-ups regularly make headlines.

Fun for all the family

From glacier grottos, animal collections and scooter rides to fairy-tale gondolas, fun sledge runs and children's ski areas, the attractions for families are endless in summer and winter alike. Valais is both an oasis of relaxation and the ultimate natural playground: holiday heaven for guests of all ages! visitvalais.ch/families







An enticing taste of Valais

The fertile soils and sunny climate of Valais favour the cultivation of a mouth-watering variety of produce from succulent fruit to Mediterranean herbs, including prized Valais specialities such as precious saffron and traditional rye bread. These ideal conditions have also enabled the development of an exceptional diversity of fine wines, intensely flavoured fruit brandies and delicious cheeses crowned by the distinctive Raclette AOP, served melted. A rich cuisine full of