



visitvalais.ch

# VALAIS, ENGRAVED ON MY HEART.





A dramatic mountain landscape. In the foreground, a grassy slope with a large, flat rock formation leads down into a valley. The valley floor is a mix of green grass and a dense forest of dark evergreen trees. In the background, a large, dark mountain peak with a prominent rock formation rises against a sky filled with heavy, dark clouds. The lighting is dramatic, with a bright light source on the left creating a strong contrast and highlighting the textures of the landscape.

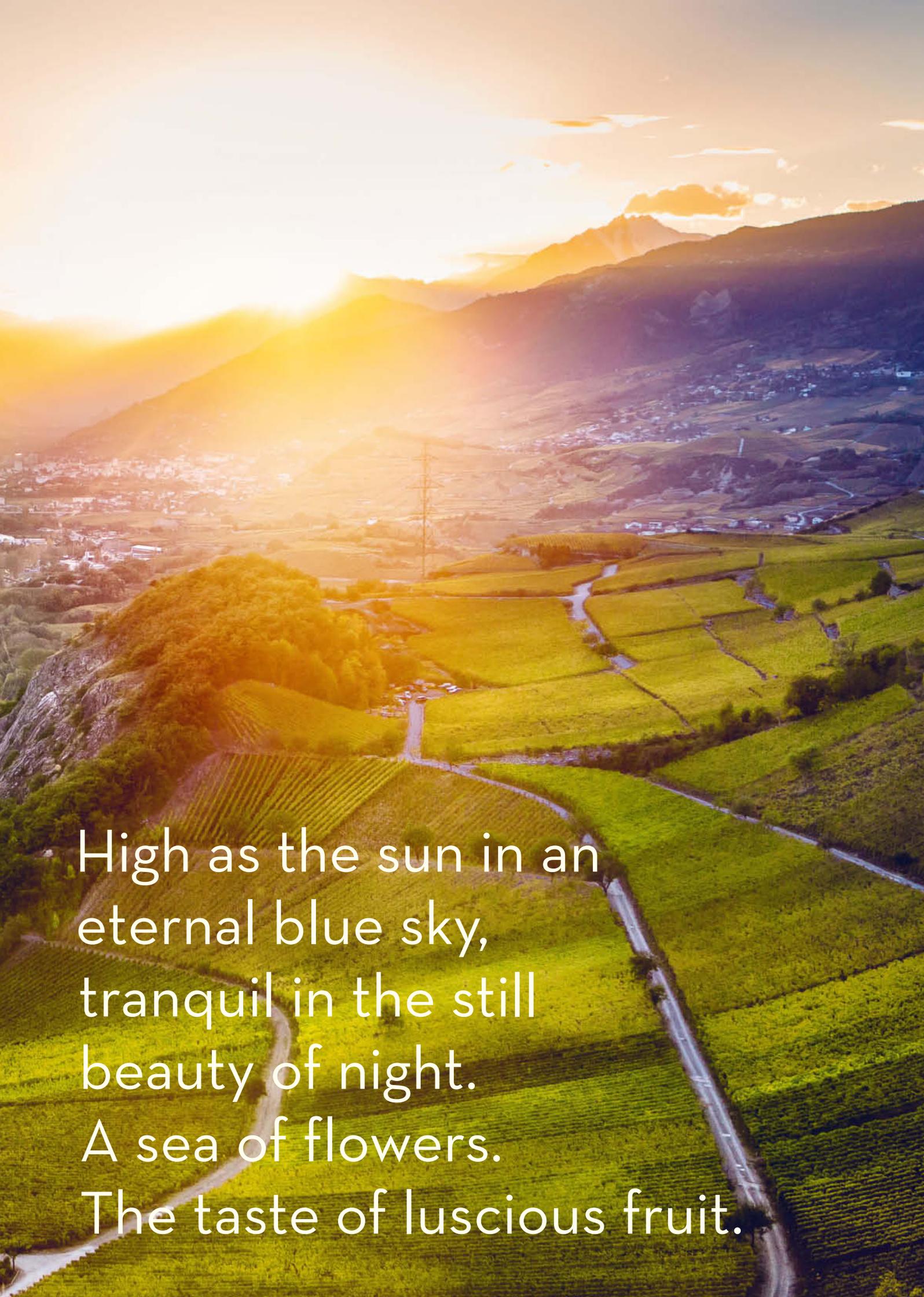
Valais.  
Who are you?

You are the home  
we yearn for,  
a fairytale and dream.  
You are the dark  
glistening granite,  
the glimmering snow.









High as the sun in an  
eternal blue sky,  
tranquil in the still  
beauty of night.  
A sea of flowers.  
The taste of luscious fruit.

A dramatic mountain landscape with a sunburst effect breaking through a valley of clouds. The scene features rugged, layered rock formations and a dense forest of evergreen trees in the foreground. The lighting is warm and golden, creating a sense of mystery and grandeur.

Crystal clear waters  
and heady scents.  
Simplicity and splendour.  
You are light and desire.  
Laughter and mystery.



A large, dense evergreen tree, possibly a spruce or fir, stands prominently in the foreground. The tree's branches are thick with green needles, and its trunk is dark and textured. In the background, a dirt road winds through a lush green forest. The ground is covered in grass and small plants, and the overall atmosphere is serene and natural. The text is overlaid on the upper portion of the image in a clean, white, sans-serif font.

You are the table where  
there is always a seat.  
You are the door that reveals  
the warmest welcome.

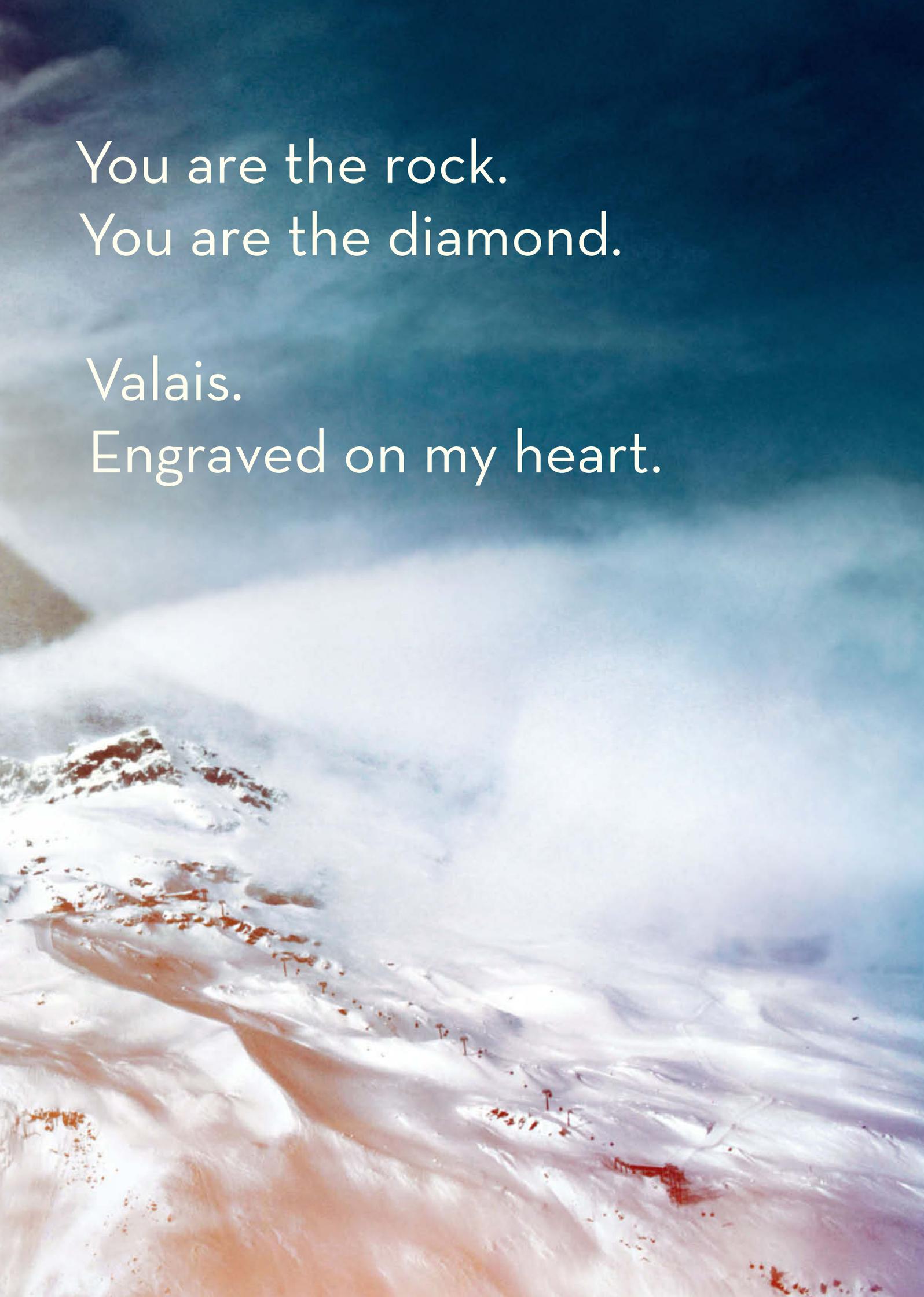






You are calmness  
and serenity,  
overflowing with life.



An aerial photograph of a vast, snow-covered mountain slope. A ski lift system is visible, with several red towers and cables extending across the white expanse. The sky above is a deep, clear blue. The overall scene is serene and majestic.

You are the rock.  
You are the diamond.

Valais.  
Engraved on my heart.



THE SUN GIVES US A

*Valais and the sun: an enduring love story. The sun gives our valley 300 sunny days a year, and just as the sun's rays bathe the wonderfully unspoiled landscape in a majestic light, you too can recharge your batteries - surrounded by our mountains, meadows, vineyards and trees beneath the incomparable Valais sky.*

NEW BURST OF LIFE.



Ideal downhill skiing in winter, glacier slopes in the summer.  
Valais' winter paradise is the only one in Switzerland with guaranteed snow all year long.



## Our winter fairytale lasts the whole year round.

Valais has 300 days of sunshine and 365 days of winter sports. Our ski slopes, extending from 1,500 metres to more than 3,000 metres above sea level, are a skiing, snowboarding and sledding paradise that is the stuff of legends. With guaranteed snow. Valais also offers a winter wonderland that can be explored on snowshoes or on foot. But what happens in the height of summer? You will find that you can even then have fun in the snow high up on our glaciers.

In summer, hiking paths snake past bubbling mountain streams and mystical Alpine lakes, while spectacular mountain bike trails run along mountainsides and through thick forests.

With its inspiring landscapes and magnificent hot springs, Valais provides a place to recharge one's batteries the whole year round for those seeking time out from action-packed lives.



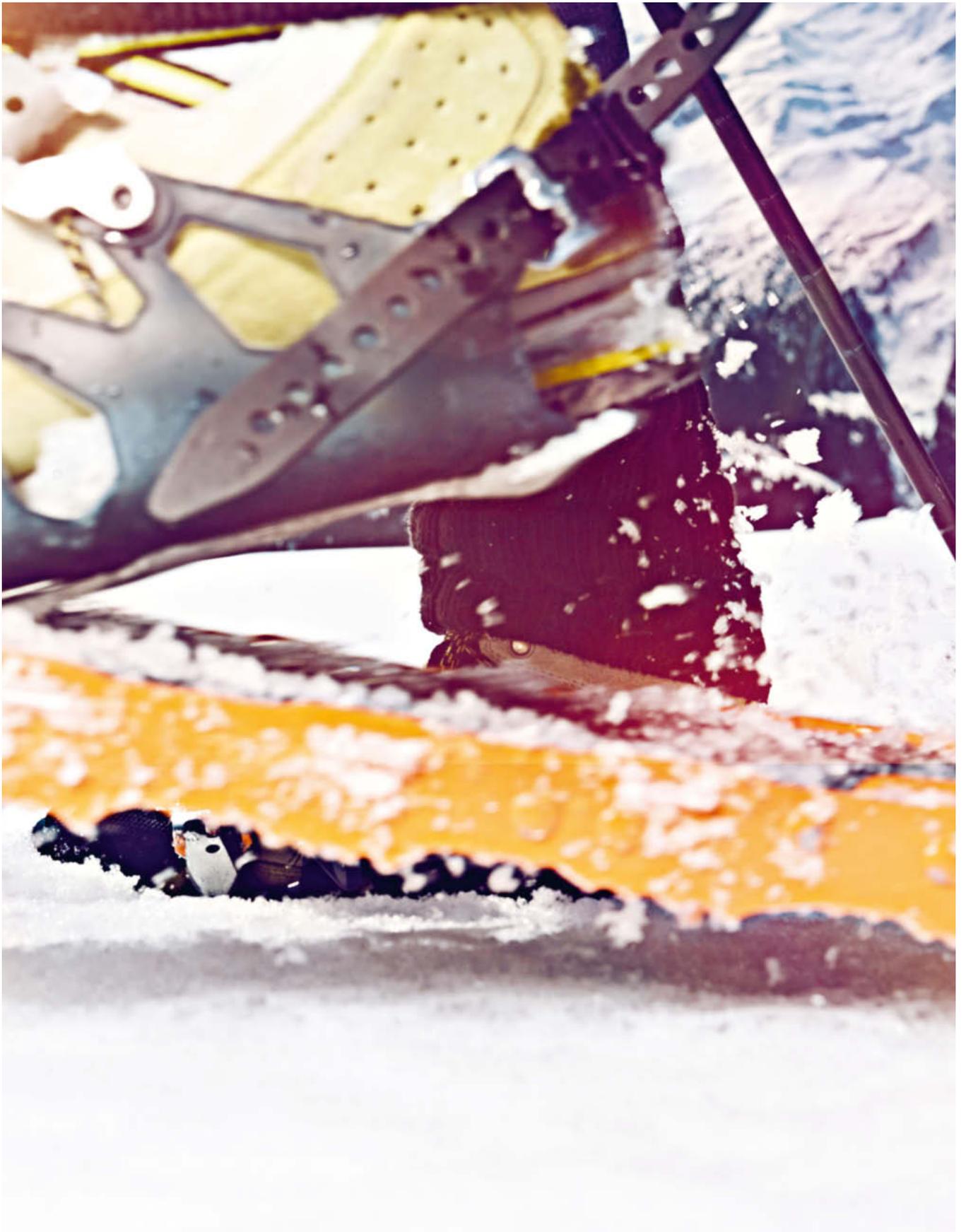
Go for a dip, breathe and relax: Valais recharges your batteries with its beneficial hot springs.



Golf becomes an Alpine sport on Europe's highest-altitude golf courses.



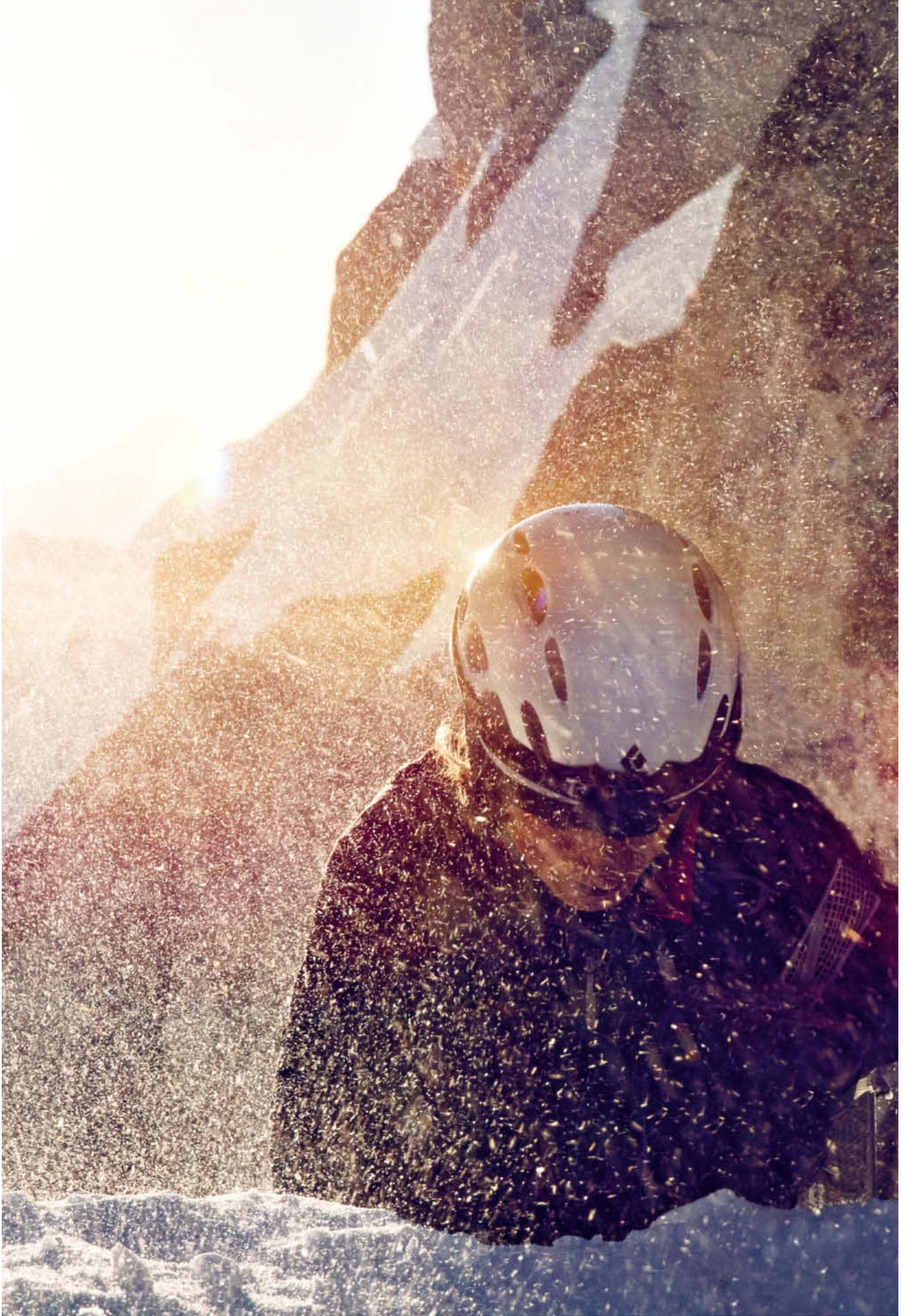
Happiness is breathing in the mountain air and leaving tracks in the snow.



Step by step through the pristine glacier snow - with the peak before your eyes... and the valley at your feet.



Spectacular rides through the impressive landscape alternating with rapid drops offering breathtakingly scenic views.



Valais is a rock you want to embrace, and not just for mountain climbers.



Clouds of powdery snow in the glistening sunshine: snow flurries Valais style.



© Schweiz Tourismus - Roland Gerth

On the trail through the 'Jungfrau-Aletsch', a UNESCO World Heritage site, walking through millions of years of natural history.

*A treat for every tastebud: nowhere do the fruits of nature taste sunnier than in Valais. Our harvests are bursting with sunshine, overflowing with our farmers' passion for the very best local produce, and infused with that very special magic which runs through Valais, and Valais alone.*

THE UNIQUE FLAV



AVOUR OF VALAIS.



Sunbeams shine on grape clusters everywhere, but in Valais they fall in love.



## Our passion for nature bears its own unique fruit.

If you like natural products, you will love what Valais produces. Here, we grow tasty seasonings and golden grains, wonderful fruit and excellent wines. Rich harvests infused with thousands of hours of sunshine, and the passion of our wine growers, herdsman and farmers. Here, in these wild mountains, we have been learning how to reach the heights of quality for centuries.

The difference lies in the flavours: our specialty meats and cheeses are indescribably delicious. Our wildlife is further evidence that everything which comes from Valais is something quite special: Valais Blackneck goats, Valais Blacknose sheep, strong-willed, lovable Herens cattle that are typically native to our valleys.



Adrian Baer / NZZ

Bathed in sunshine, handpicked and only from here: AOP saffron from Mund is a rarity which is one-of-a-kind in Switzerland.



The high art of traditional Alpine cheesemaking is passed down from generation to generation.



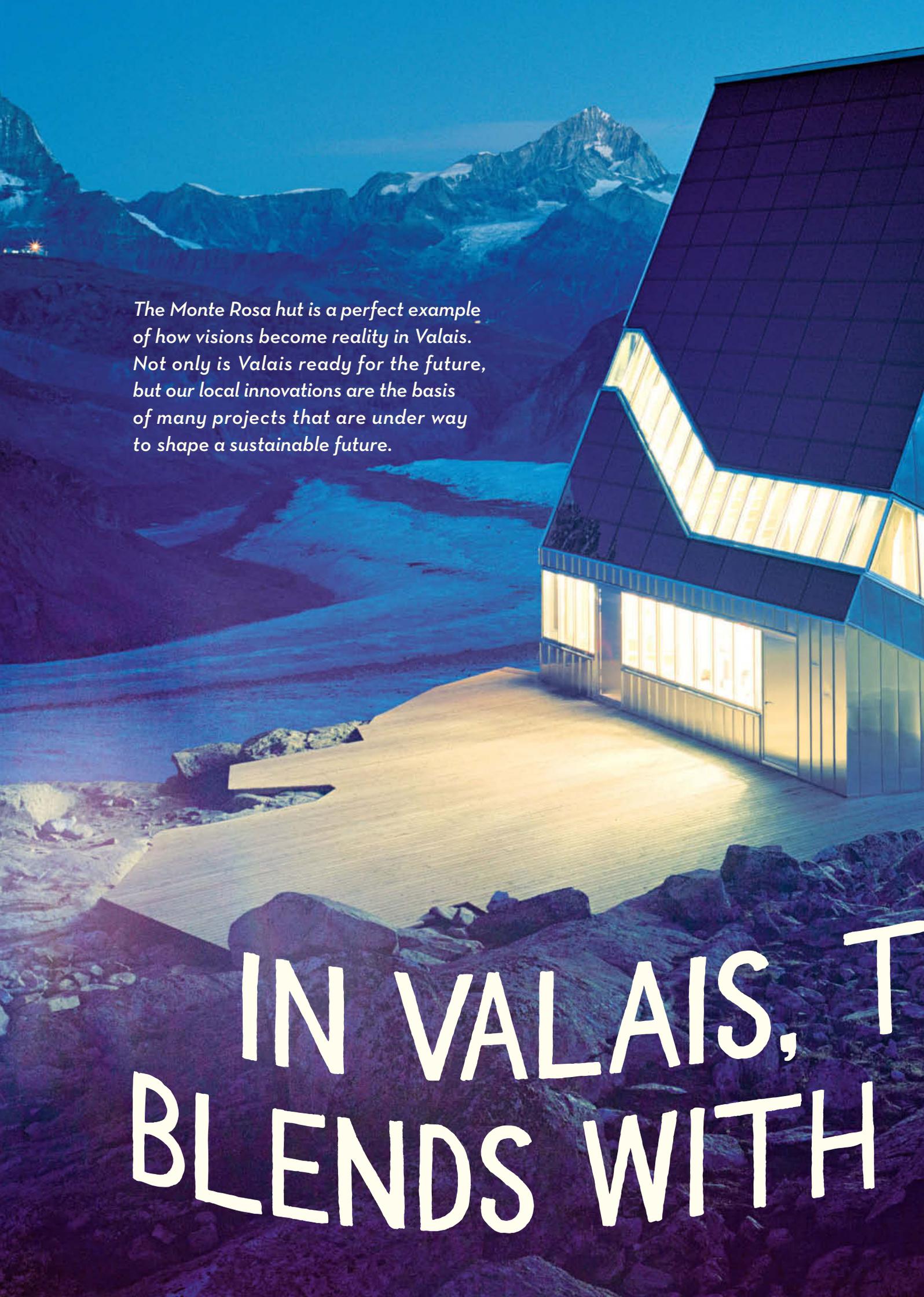
Powerful Herens cattle indigenous to Valais establish their hierarchy in spectacular traditional cow fights.



Brown-furrowed crusts and an unmistakable sourdough taste: Valais rye bread AOP.



Raclette AOP melts in the mouth and is the stuff of firm friendships.



*The Monte Rosa hut is a perfect example of how visions become reality in Valais. Not only is Valais ready for the future, but our local innovations are the basis of many projects that are under way to shape a sustainable future.*

IN VALAIS, T  
BLENDS WITH



THE FUTURE  
THE PRESENT.



Top-quality engineering in the mountains: the Grande Dixence dam is an impressive wall, with crystal clear water and clean energy.

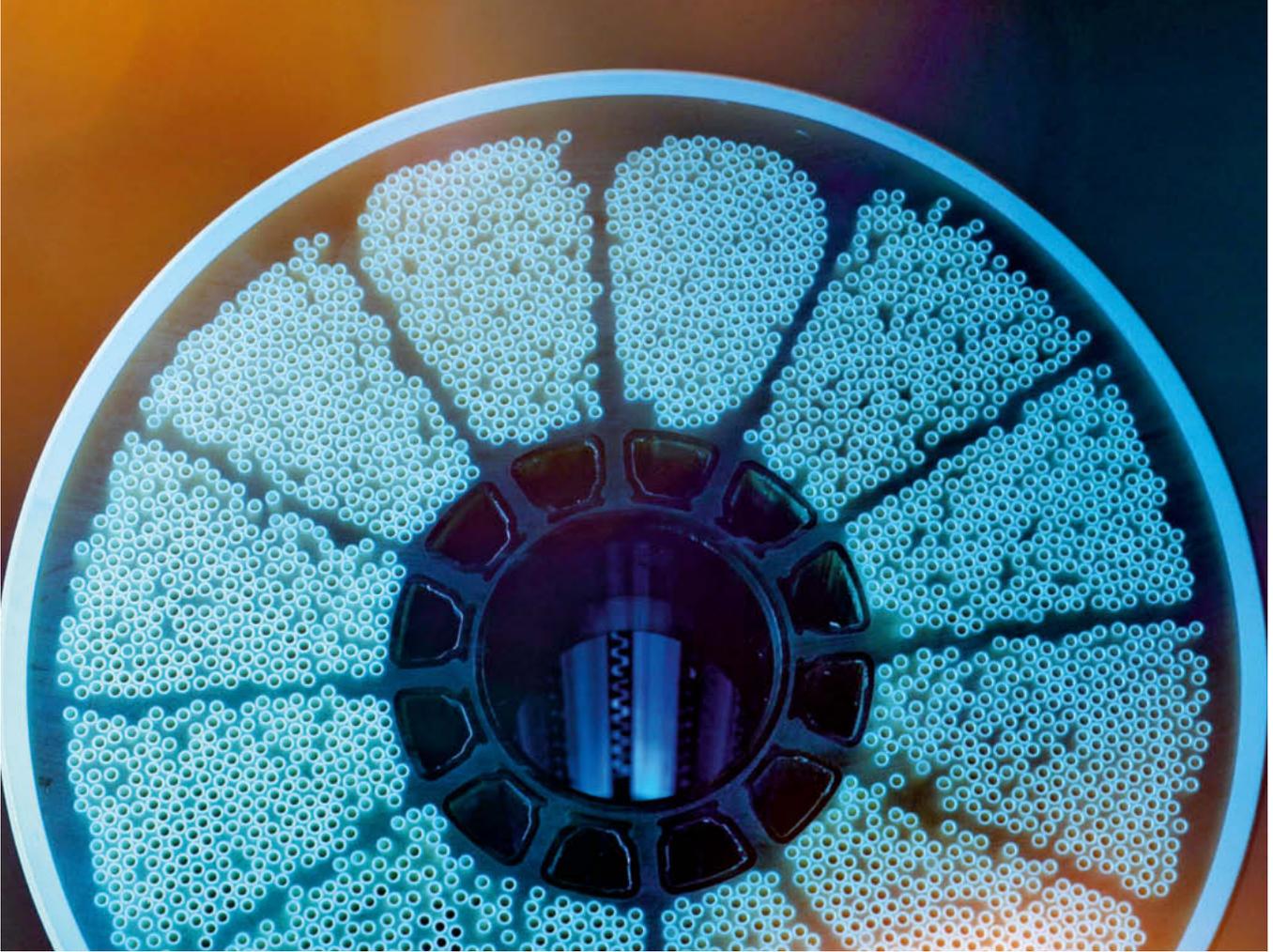


Grande Dixence SA - Photo: essencedesign.com

## When it comes to research, Valais can move mountains.

**R**enowned for its wide variety of skills and crafts, Valais is also a hub for groundbreaking new technologies, drawing on its wealth of experience, striving for new experiences and moving forward. Be it hydropower, biotech, IT or engineering, innovation is at its peak here, interspersed by our massive Alpine summits.

Valais inspires good ideas, an inestimably valuable and fruitful centre of business and education. Our universities radiate tradition and modernity, security and openness. And whatever endeavour is close to your heart, this is the place to make it happen. Impressive projects see the light of day in Valais, and contribute to moving the world forward.



© Etat du Valais, Thierry Parel

In Valais, we drink pure spring water while researching the latest water treatment technologies for those who aren't so lucky.



© Etat du Valais, Céline Ribordy

This is where ambitious projects are driven forward with fire and flame.



© Denis Emery/photo-gentic.ch

Science in the valley rises to the heights, tackling the great questions of life.



Those who seek an education at a university of applied science here have lofty goals.



© Etat du Valais, François Perraudin

Valais industry combines high precision with trailblazing innovation.



© FDDM, Christian Laubacher

300 sunny days a year are a good reason to bet on the power of the sun, and on the strength of Valais industry.



# IN VALAIS, BREAKING THE ICE COMES NATURALLY

*Valais is a feast for the senses. Be it a big party or traditional fair, everyone's invited. For centuries, people from Valais have been good at celebrating both the things of everyday life - and that which is exceptional.*



FEEL  
LIVE.



One of the oldest and most unique Valais customs: 'the terrible' Tschaggättä. These frightening figures wearing furs and carved wooden masks walk the streets in Lötschental during carnival.



## The source of legends, myths and contemporary success stories.

Shaped by an uplifting history, Valais has many a tale to tell, with fortresses, castles and museums providing evidence of a glorious past. Over the centuries, Valais natives have learned how to nurture a spirit of togetherness and conviviality. A wide variety of events bring together both local people and foreigners - with cow fights and cattle drives being high on the list of preferred events. All contribute to an overriding sense of authenticity.

In Valais, the annual calendar is studied with exciting highlights. Modern music festivals and sports events take place all year, featuring the best musicians and athletes in their disciplines. Valais is shaped by common experiences, which give rise to fertile encounters. This fusion is an inspiration for artists, and be it theatre, dance, exhibitions or classical concerts - the ensuing creations are the perfect embodiment of the spirit of Valais, symbolising its open-minded nature.



© Rilaak

For centuries, proud castles and fortresses have been rising majestically over the mighty mountains of Valais.



Fondation Pierre Arnaud, © Federico Berardi, 2013

Museums in Valais: inspiration from creative art and the dreamlike Alpine panorama.



**Many roads lead to Valais through historic mountain passes (1)(2):**

- 1 Forclaz
- 2 Simplon
- 3 Nufenen
- 4 Furka
- 5 Grimsel
- 6 Lötschberg
- 7 Great St. Bernard

**Sion.** The capital of Valais is home to the oldest playable organs in the world.

**Val d'Hérens.** Home of the powerful, combative Herens cattle.

**St-Léonard.** Europe's largest underground lake.

**University of Applied Sciences and Arts, Western Switzerland:** Based in Sierre, the university offers a wide range of courses and is a world leader in tourism research.

**Chamoson.** The largest wine-growing municipality in Valais.

**Derborence.** This nature reserve is home to Switzerland's last primeval forest.

**Martigny.** This Roman town is known for its cultural and historical heritage, St. Bernard breeding kennels and the Pierre Gianadda Foundation.

**Chablais.** The region with the largest selection of recreational parks in Switzerland.

**St. Maurice's Abbey:** The oldest Christian monastery in the world.

Lake Geneva

**St. Bernard's Hospice:** Origin of the world-famous St. Bernard breed of dogs.

**Grande Dixence.** The world's highest gravity dam.

# ONE HOMELAND, MANY HIGH POINTS.



**The Rhone river:** Running from the Rhône glacier through Lake Geneva into the French Mediterranean Sea.

**The Aletsch glacier:** The largest glacier in the Alps is part of UNESCO's 'Swiss Alps: Jungfrau-Aletsch' World Heritage site.

**Mund:** The only Swiss village where saffron is cultivated.

**Visperterminen:** Home of the highest-altitude vineyard in Europe.

**Pfyn-Finges Nature Park:** One of Europe's largest pine forests grows here.

**Gornergrat Bahn:** Europe's highest-altitude open-air rack railway.

**Matterhorn.** This striking Swiss landmark is the most-photographed mountain in the world.

A touch of Valais, and you're captivated for life.

For more about Valais' high points, go to [visitvalais.ch](https://www.visitvalais.ch)



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