

Practical actions.

Enjoying the mountains also means learning to share them. With Fairtrail Valais, we are taking practical steps to help everyone find their place on the trails and adopt the right behaviour in the great outdoors.



Our vision

The mountains are a space to be shared and respected.



Our mission

To encourage, raise awareness and support all trail users in Valais to ensure harmonious coexistence in the mountains.



Our actions

Standardised signage at local, cantonal and federal levels.

Fairdinands: our coexistence ambassadors who engage with mountain users.

Coordinated, impactful communication.



Are you involved in the tourism sector in your region?

A range of awareness-raising and communication tools is available to professionals. For further information, please get in touch with us.

For the coexistence campaign, please contact **Valais Cycling** or **Valrando**.



For the Valais-Wallis cycling/mountain biking strategy, please contact the **Department of Economy, Tourism and Innovation**.

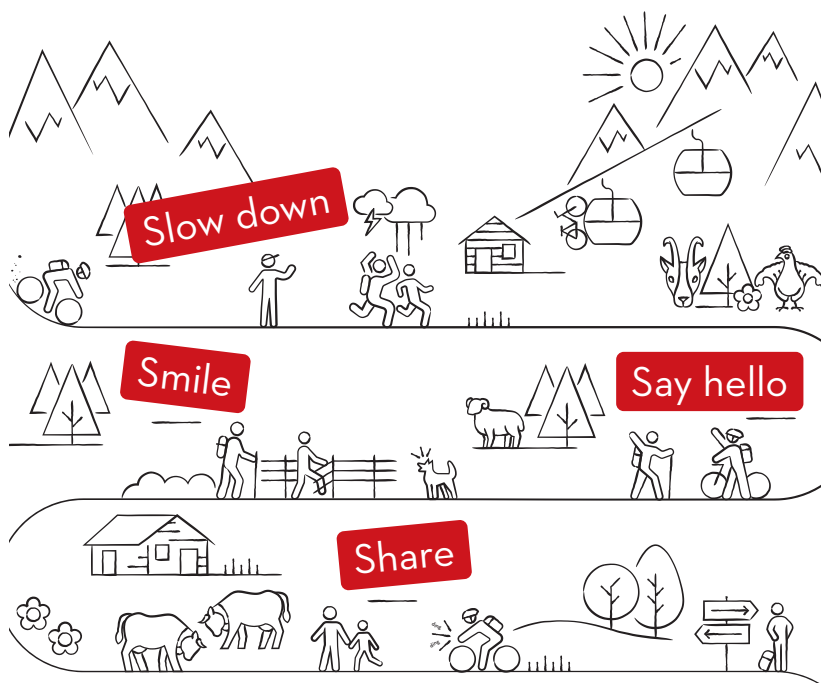


What is Fairtrail Valais?

Fairtrail is an initiative aimed at promoting harmonious coexistence among users of trails in Valais, whilst respecting Nature and agriculture.

The field of outdoor leisure activities is growing rapidly, driven by new technologies and year-round tourism, which make it easier to access the countryside. These increased visitor numbers bring an ever-expanding diversity of users to natural areas, making harmonious coexistence between all essential in order to preserve the quality of these places.

The concept is inspired by Swiss best practices and its principles are simple:



Our recommendations.



Show respect.

Give way to pedestrians.
Before overtaking, make sure
your presence has been noted.



Respect farming.

Keep calm and proceed slowly
when animals are present.
Close gates behind you.



Stay on the trails.

Please stay on the marked
routes – avoid cutting through
forests, moors and meadows.
Be aware of restrictions
regarding time or season.



Respect the environment.

Always behave with respect for
the fauna and flora, as well as for
the nature conservation areas.



Leave no trace.

Take your rubbish with you.



Know your limits.

Choose a tour that suits
your abilities.
Use a local guide and try
to improve your skills.



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