







Valais at a click.

Looking for activities, accommodation, a ski lift ticket or an overnight stay? Whether for a day, a weekend or several days, you're sure to find it in our e-Shop. Solo, with friends, as a couple for a romantic break, with the family, for a skiing, cycling or wellness break, the hardest part will certainly be to choose.

visitvalais.ch/shop

Merchandising Valais.

Looking for a backpack for a hike up mountain peaks, wine glasses or even a raclette set for fun moments with friends and family? Take a look at our awesome Valais-branded items including clothing, accessories and so much more! Discover Valais from another perspective and express your love for our region loud and clear by using a favourite item from our collection.

valais.ch/en/merchandising

Hikes.

Walking is one of the most popular activities in Valais. With almost 9,000 km $\,$ of marked trails, hikers can enjoy themselves to their heart's content, whether in the mountains, through larch forests, nature parks, over footbridges, along historic stretches or wine trails. Valais offers a wide choice of activities for both sporty walkers and strollers alike. There are also a number of paths accessible to people with reduced mobility, as well as picturesque themed trails where flora and fauna can be observed at close quarters. In order to offer all trail users a place to get away from it all and share unforgettable moments, whether on foot or mountain bike, respecting nature and agriculture is paramount, as is promoting cohabitation between hikers and mountain bikers.

visitvalais.ch/hiking

The bisses, inexhaustible sources of life.

For over 700 years, the bisses, Valais' historic irrigation canals, have carved out the arid surrounding landscapes, sometimes with daring layouts, to carry fresh glacier water to meadows, vineyards and orchards. Many of the hiking trails along these canals are perfect for a variety of walks along historic paths. An unforgettable stroll along the water's edge!

visitvalais.ch/bisses

A paradise for cyclists.

Cycling enthusiasts, whether amateur or experienced, will find Valais to be a veritable paradise for this sport. With paths winding through vineyards, perfectly marked cycle paths and spectacular mountain passes. Valais offers more than 2,000 kilometres of suitable routes and adventurous trails.

Valais is also the best place for enjoying gravel biking and riding on all types of terrain while making the most of the pure mountain air, breathtaking panoramas and varied trails with a single bike.

Reach the summits by alternating between scenic roads and mountain paths or set off on rolling trails to delight in the Rhône valley's green vineyards. visitvalais.ch/cycling

Valais, a playground for mountain bikers!

A true paradise for all adventurers, Valais is a huge playground for mountain bikers. Perfectly marked trails, dreamy single-trails, bike parks, pumptracks and flowtrails tempt beginners and two-wheeled specialists alike to exercise their talents. And to get to the top of the mountain more quickly, public transport and more than a hundred ski lifts enable mountain bikers to get the most out of a day's mountain biking with the least possible effort. Mountain biking capital of the world in 2025, Valais hosted the 2025 UCI Mountain Bike World Championships, bringing together all mountain biking events in a single region for the first time in history.

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visitvalais.ch/bike

Valais, the most beautiful of all seasons.

Nestled in the heart of the Alps, Valais is a multi-faceted valley. Between plains and mountains, vineyards and rocks, tradition and innovation, every corner of the canton is an open invitation to relax and enjoy the good things in life. A veritable playground for young and old, sports enthusiasts, gourmets and families alike, the region offers a variety of activities, both accessible and intense, to discover with friends, family or on your own. It's the perfect place to make memories that will remain engraved in your heart. Each season, Valais reveals its beauty. To ensure it lasts, discover the Alpine Manifesto.

www.visitvalais.ch/alpine-manifesto

Summertime, intensely: Enchanting forests, emerald-green waters, unspoilt nature: the sun's generous rays enhance Valais' fabulous landscapes with their soft light. You'll be captivated by all the nuances of this region, to be discovered in a multitude of ways. Whether you choose to hike, cycle or mountain bike, it's up to you to create your own summer memories in the heart of the most

majestic peaks in the Alps.

Shimmering autumn: Golden larch, mouth-watering flavours, enchanting landscapes: autumn in Valais conquers the hearts of adventurers, families and epicureans alike. Adorned in all her finery, nature puts on a breathtaking show, enhanced by the incredible light of autumn days under azure skies from which the majestic 4.000 Valais peaks stand out so wonderfully. It's also during this season, when the vineyards are clad in their finest colours, that the best Valais vintages are born, the fruit of an incredible diversity of grape varieties.

Winter, in a thousand different ways: Welcome to the ultimate winter paradise with 2,800 km of groomed slopes, guaranteed snow and ski areas located up to nearly 4,000 m. Valais offers a vast choice of destinations for the topmost winter

Spring, Nature's awakening: In Valais, the sun is almost always shining and temperatures are pleasant from spring onwards, allowing many outdoor activities to begin as soon as skis are put away. Hiking or mountain biking on low-altitude trails or cycling in the Rhône valley - start your season as soon as the first buds appear.



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



A cradle of innovation and ideal for living, working and studying.

Valais is an unparalleled place to live and work, an industrial production site and a major exporter. Its assets range from bilingualism to an unspoilt natural environment with a Mediterranean climate, a lower cost of living, advantageous working conditions and an attractive economy. As a land of innovation, Valais meets progress on a daily basis, be it with top training and study courses, cutting-edge technologies or future-oriented competence centres. Whether family-owned SMEs, young start-ups or international corporations, the canton offers industrial and technology companies an outstanding incubator. Because in Valais, the future is the present.

visitvalais.ch/living-working



Ski and snowboard.

If you love skiing, you'll love Valais! Not only do the majestic 4,000-metre mountains create an impressive panorama, but they also provide a unique setting in which to experience winter sports. The possibilities are endless. That's because Valais has the highest-altitude ski regions in Switzerland and can therefore offer a unique guarantee of snow on over 2,000 kilometres of slopes. visitvalais.ch/ski



Winter hiking.

It's possible to enjoy the delights of winter in Valais at a more leisurely, relaxed pace. A hike through snowy forests or a snowshoe trek through an Alpine landscape help body and soul find their equilibrium. Not only do the majestic 4,000-metre mountains create an impressive panorama, but they also provide a unique setting in which to experience winter sports, with beautiful trails leading through forests, over wide snowfields and along the impressive towering peaks.

visitvalais.ch/winter-hiking



Cultural, mystical Valais.

Valais is proud of its cultural heritage and has many exciting stories to tell. Each region in the canton has its own customs, traditional costumes and culinary specialities that have been passed down for generations. Its historical sites, castles, fortresses, churches, museums and sun-burned Valais houses tell of a glorious past. Not to mention the bisses, the historical irrigation channels that are true emblems of Valais. As a melting pot of different cultures, Valais inspires artists from near and far as well as guests from all over the world. This Alpine valley with its lively traditions is extremely versatile. Don't miss a world bursting with creativity and be sure to experience the numerous

visitvalais.ch/culture



Family fun.

Valais is an ideal destination for families. Countless activities, offers and facilities are specially designed for children and adults to enjoy together, for magical moments of relaxation. Families discover walks and bike rides of all levels, from treasure hunts to mountain hikes with a night at a mountain cabin. Youngsters adore this vast outdoor playground, which encourages them to burn off energy in the open air and explore the world around them. Adults appreciate the captivating landscapes, the tranquillity and the chance to commune with pristine nature. All this makes Valais the ideal location for sharing enchanting experiences together as a family.

visitvalais.ch/family



Wine tourism.

With vineyards covering 4,700 hectares, Valais is the largest wine-making region in Switzerland: magnificent landscapes with unusually sunny hillsides, 55 grape varieties that form the basis for a number of great wines, and traditions that lend them character and identity.

visitvalais.ch/winetourism

The Valais brand label.

The Valais brand label certifies high-quality products from regional producers who care about their impact on the environment.

- · Supports the local economy
- Local ingredients and expert knowledge Product quality
- Producers' civic commitment · Independent controls





Unmistakable flavours of Valais.

Robust wines with mineral notes, cheeses with floral undertones, vitamin-rich fruit and vegetables, characterful salted meats and rare spices - Valais is home to a large number of local specialities that taste simply wonderful. From the flatlands of the Rhône valley to the mountain pastures, not forgetting the sunkissed orchards, the canton is a garden of delights. Nicknamed the "prince of the orchard", apricots are one of the region's flagship products. Raclette du Valais PDO, Valais rye bread PDO, Valais dried meat PGI, Abricotine PDO and white asparagus are others of the canton's emblematic products.

At the "Saveurs du Valais" (Flavours of Valais) restaurants, you can try seasonal local food and enjoy Valais specialities made from traditional recipes. Valais is also a veritable paradise for gourmets, however, as a glance at the famous gastronomic guides swiftly reveals. With stars, points and other distinctions crowning the jewels of Valais gastronomy, these countless, incredibly welcoming venues contribute to the culinary wealth of the region.

visitvalais.ch/flavour