



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.

Summer in all its glory.

Fragrant forests, sparkling glaciers, flower-filled meadows, cascading streams: nature has been generous to Valais. Discover the countless facets of this sun-blessed region as you hike its footpaths, tour its cycle routes or ride its mountain bike trails. Explore wherever your heart takes you, creating your own personal map of summer holiday memories among the most spectacular summits of the Alps.

Winter with a thousand faces.

Welcome to winter heaven! 2,800 kilometres of marked pistes, guaranteed snow, ski areas that extend up to an altitude of nearly 4,000 metres: Valais offers you a vast choice of destinations for winter holidays that can't be topped!

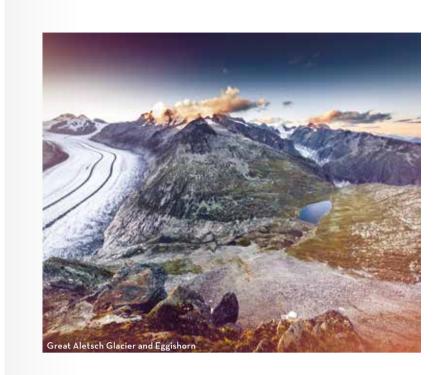
World of wellbeing and relaxation.

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



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. visitvalais.ch/culture



Here the cows are queens!

Feisty, proud and headstrong, the cows of the Herens breed are an apt symbol of Valais and an important element of Valais tradition. By natural instinct the cows lock horns to establish a hierarchy in the herd; the resulting "queen" subsequently rules over the alpine pasture. Visitors can admire the cattle during the "inalpes" (the ascent in spring to the high pastures) and the "désalpes" (the descent in autumn), key events in Valais village life, and at organised cow fights throughout the year: an authentic tradition not to be missed.



Hiking.

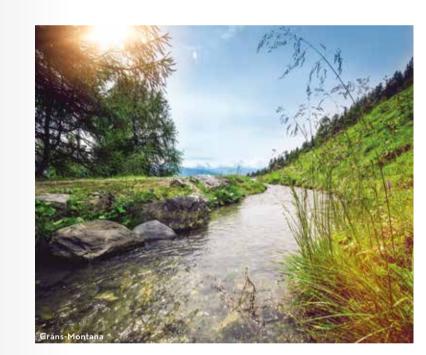
Hiking is one of the most popular activities in Valais. With over 8,000 kilometres of marked hiking trails, every hiker will find what they are looking for: paths up to high peaks, through fragrant larch forests and nature reserves, on historical routes or over suspension bridges and along vineyard trails. As a hiking region, Valais offers a wide variety of topography for serious hikers and more leisurely ramblers to explore and has a number of barrier-free paths, not to mention original activity trails on which fauna and flora can be experienced up close.



Valais "bisses": watercourses of life.

The "bisses" are the historical irrigation channels of Valais: for more than 700 years, these have brought fresh water from the glaciers to the sunny fields, orchards and vineyards, often along giddy and exposed routes that bear witness to the daring and skill of the people who constructed these marvels. Hiking trails lead along many of the bisses, promising delightful and refreshing walks full of variety.

visitvalais.ch/bisses



Paradise for cyclists.

Cycling enthusiasts will find Valais is one boundless playground: ideal for occasional riders and top athletes alike. Trails twisting through the vineyards, well-marked cycle routes, spectacular rides up to alpine passes, 1,600 kilometres of selected itineraries plus all kinds of thrilling rides promise endless cycling pleasure.

visitvalais.ch/road-cycling

The Valais Cycling Tour.

740 kilometres, 18,500 vertical metres of ascent and descent and 25 major climbs over ten stages: the Valais Cycling Tour offers a complete circuit of the region. From Lake Geneva to Oberwald, the ten itineraries take in mountains and valleys, towns and villages, vineyards and orchards, with glorious views along the way.

Iconic cycle routes.

Ride along roads that have hosted some of the greatest cycle races – including the Tour de France, Tour de Suisse, Critérium du Dauphiné, UCI 2020 Road World Championships and the Tour de Romandie. Montana, Verbier and Finhaut-Emosson, for example, have all hosted stage finishes for the Tour de France. You, too, can ride along routes tackled by the world's top cyclists as you discover some of the most magical landscapes of Valais.



Valais, playground for mountain bikers!

As a paradise for adventure seekers, Valais is one vast playground for mountain bikers. Well-marked bike routes, dramatic climbs to mountain passes and spectacular alpine trails promise endless thrills. From the mountaintops to the valley floors, the diversity of trails ensures that all riders – leisure cyclists, competitors, tourers and downhill enthusiasts alike – find their ideal terrain. visitvalais.ch/mountain-bike

Transports.

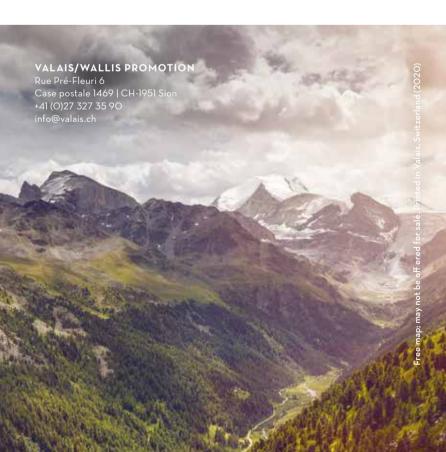
Thanks to an extensive public transport network and more than 100 cableways, mountain bikers enjoy a vast range of options for planning their rides.

Races.

Valais is also the birthplace of the forerunner of all the world's mountain bike marathon races: the Grand Raid BCVS from Verbier to Grimentz, which promises enthusiasts an exhilarating challenge every year.

Sensations.

Six bikeparks and four flow trails allow mountain bikers of all levels to enjoy a wide variety of new thrills.



ENGRAVED ON MY HEART.

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.

valais.ch/en/activities/gastronomy-local-products/wine-experiences



Unmistakable flavours of Valais.

Valais is a generous land, in which abundant sunshine caresses the vine-yards to produce wines of exceptional quality. Conviviality is the essence of a gastronomic tradition that places great value on sharing. Local delicacies benefit from expertise shared by producers who are passionate about flavour and quality. During your stay in Valais, make sure you try the two key dishes on every menu: the Assiette Valaisanne (Valais platter), composed of rye bread and a spread of cured meat from the region; and Raclette du Valais AOP cheese, served melted with boiled potatoes, cornichons and silverskin onions. With 5,000 hectares of vineyards, Valais is Switzerland's leading winegrowing region. The dry sunny climate is ideal; about 60 different grape varieties flourish in the vineyards on the lower slopes overlooking the Rhône valley. Fendant, Petite Arvine, Heida, Cornalin, Syrah and Pinot Noir grapes soak up the abundant sunshine to produce wines full of character. valais.ch/en/about-valais/local-products



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



Valais, land of innovation.

Valais has an extremely dynamic and innovative energy at its heart. The region is home to a variety of flourishing industries based on cutting-edge technology as well as centres of expertise that focus on innovation. The idyllic land-scapes inspire researchers who come from all over the world to put their talent at the service of world-class research centres such as EPFL Valais/Wallis and the Idiap research institute. From family-run SMEs and young start-ups to major international groups, companies of all kinds find fertile ground in Valais for innovation and success.

An ideal setting for work, study – and life.

Valais is also a place of work, a home to many, a venue for industry and a major exporter. Its many assets include its bilingual culture, a pleasant lifestyle, an environment conducive to study and a successful economy. State-of-the-art facilities offer students the chance to expand their knowledge in excellent conditions at the many courses offered by the HES-SO Valais/Wallis (University of Applied Sciences and Arts, Western Switzerland – Valais-Wallis). One thing is certain: innovation is a feature of everyday life for the people of Valais, who use autonomous driverless buses in the city of Sion and can ride cable cars with panoramic floors thanks to advanced technology. In Valais, the future is already here!