

RDDM INFO

A JOURNAL FOR RESIDENTS IN THE DENTS DU MIDI REGION

CHAMPERY | CHAMPOUSSIN | LES CROSETS | MORGINS | TROISTORRENTS | VAL-D'ILLIEZ



› Die deutsche Version dieser Broschüre ist online auf unserer Internetseite erhältlich



› Une version française de cette brochure est disponible dans les offices du tourisme



EDITORIAL

Val-d'Illiez, 8th december 2020

Acting on the decisions announced by the Federal Council on March 13, Région Dents du Midi SA (RDDM) immediately went back to the drawing board, recalibrating our summer entertainment program and adapting our marketing strategy. Today, we are proud to announce that these efforts have paid off.

Despite the unprecedented situation, our destination was well-frequented this season. The number of Swiss visitors was the highest it has ever been in summer, illustrating the success of our communication strategy in Switzerland. In the face of significant legal and sanitary restrictions, our valley also registered a reassuring number of foreign tourists. Second-home occupancy was surprisingly good, given the logistical difficulties experienced by many owners.

As we look forward to winter, these past months have made it clear that we must continue to be both creative and adaptable as we scrupulously abide by federal and cantonal directives.

With this in mind, we have developed an all-new winter program offering a variety of small-group activities. This conscious effort to scale-down and showcase our natural resources has allowed us to innovate whilst never losing sight of our essential values. Fingers crossed that changing federal regulations will allow us to maintain everything we have in store for you!

Logistically speaking, we promise to make regular and timely readjustments to protective measures already in place for events and activities alike. Additionally, to ensure optimal conditions destination-wide, we have implemented a shared responsibility action plan (see page 12). This plan provides a blueprint for service providers and guests to comply with regulations as the situation changes.

Travel and tourism have weathered extraordinary events so far this year, yet we remain optimistic, gearing up for the winter season with confidence. We can finally see the light at the end of the tunnel and firmly believe that our dynamic engagement so far will translate into positive results for all our partners.

We hope you will enjoy this third issue of RDDM Info, with an all-new format and ever more news and up-to-date information. Happy reading and Happy Holidays!

Warm regards,

Sébastien Epiney
Director Région Dents du Midi SA



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WHAT'S NEW ?





ALPAGE LA CHAUX

The gradual transformation of the La Chaux alpine dairy above Troistorrents into an agritourism lodge is progressing nicely. The traditional chalet, built in 1871, exudes an atmosphere of yesteryear with its sturdy, weatherworn beams and shingled roof. This winter, passing skiers can refuel at the alpine 'buvette'. In 2021 (depending on the progress of the work), 2 rooms, respectively 'L'écurie' (60 places) and 'Le Carnotzet' (14 places), will be available for events. Overnight guests can choose between the comfort of a guest room or a rough-and-ready spot in the barn.



COWORKING IN TROISTORRENTS

Take the Digital Age and mix it up with a worldwide shift to working from home and what do you get? A ton of employees and entrepreneurs who need a workspace that promotes creativity, innovation, collaboration, and flexibility. Located in the heart of Troistorrents, this new space has a meeting room and fitted out workstations.

Information and reservations at www.ecg3torrents.ch.



COME IN WE'RE OPEN!

This December, several new shops will be taking up residence in Champéry's village street. Shops offering watch and clock sales and repairs, repurposed vintage items, clothing, food, and bicycle sales and rentals shops will give the village main street a nice makeover.



NEW SEMINAR ROOMS IN CHAMPÉRY

The Hôtel Suisse has just finished construction on 2 beautiful rooms suitable for conferences, seminars and meetings. Fully equipped and bathed in plenty of natural light, they provide a comfortable workspace for 90 people. On request, the hotel offers an à la carte menu of supplements, including delicious coffee breaks, corporate dining or copious afternoon snacks to keep participants happy and on-task. Information at www.hotel-champéry.ch





BOUTIQUE HÔTEL BEAU-SÉJOUR & SPA

Heaven at the Hôtel Beau-Séjour! An all-new spa area features a jacuzzi, hammam, sauna, cold water pool, Kneipp water cure, flotation pool, footbaths, and massages. The gorgeous space also includes several new rooms. Known for their attentiveness to guests' well-being, a stay at the Beau Séjour is so fabulous you'll never want to leave. The spa is open to both hotel guests and to the public. Information at www.beausejour.ch



ARTISTIC ESCAPADES

Artist France Schmid is fascinated by our iconic alpine landscapes and has spent the past 30 years exploring their craggy beauty in a variety of mediums. Her newly published book, *Le Val d'Illeiez – Echappées Artistiques* is part historical œuvre, part rambling guide and 100% a stunning art book.

This lovely, soft cover book showcases 39 itineraries, illustrated in watercolour and accompanied by a brief description of the hike, plus important place names, historical tidbits, and meaningful quotes by famous authors to set the tone. Purchase your copy at the tourist offices or at RDDM's online shop.



360° WEBCAM IN CHAMPOUSSIN

This November, the Sépaya ski slope got a new webcam! The spectacular, 360 ° panoramic images will give you that on-the-slopes thrill from the comfort of home and make getting kitted up for a day on the slopes that much easier. Other cameras will be coming soon to modernize the existing network.



MTB WORLD CUP 2025 IN VALAIS

The Mountain Bike World Championships 2025 are coming to Valais! The recent announcement that the International Cycling Union (UCI) has chosen us for this coveted privilege has the whole canton in a state of excitement. After a first World Cup event in 2011, we will once again be hosting the thrilling downhill race on the legendary Grand Paradis World Cup track in Champéry. The other selected sites are:

- › Sion (Opening Ceremony)
- › Crans-Montana (Cross-Country)
- › Grächen (E-Bike)
- › Leukerbad (Enduro)
- › Verbier and Anniviers (Marathon)
- › Monthey (Pumptrack)
- › Zermatt (Short Track)

Without a doubt, this world-class event will put Valais front and centre on the international biking scene and will help us promote biking over the coming years!





RANDO PARC BEGINNERS' TRAIL

Always on the lookout for ways to make our famous Rando Parc even better, this year Région Dents du Midi has equipped an itinerary with tutorial panels aimed at helping beginners learn the basics of ski touring. Along the route, panels will demonstrate the correct way to put skins on, take skins off, bootpack, make conversion turns, and use snow safety equipment. There are even additional explanatory videos accessible via QR Code. Trail users will also be able to follow their route in real time and analyse their performance using the STRAVA application.



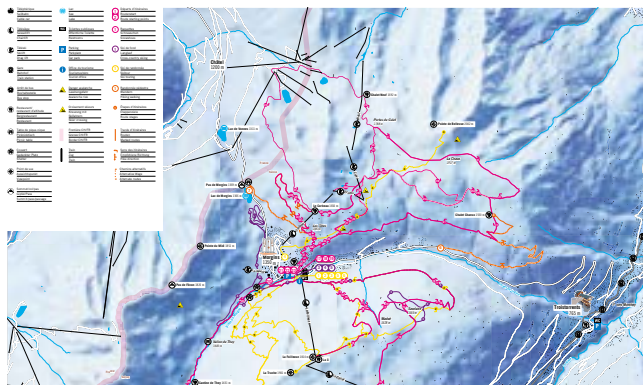
CABANE DU COL DE COU

A renowned hotspot for smuggling between Switzerland and France in the not-so-distant past, the Col de Cou pass is part of our local lore and legend. Most often the contraband goods were sugar, salt, coffee, cigarettes, or even cattle, but wartime saw weapons, ammunition and desperate groups of refugees and resistance soldiers. Officially guarded until 1995, the old customs house was left unoccupied, an abandoned but photogenic landmark for hikers and nature lovers. Today, a Franco-Swiss project aims to bring the iconic building back to life. In cooperation between the municipalities of Champéry in Switzerland and Morzine and Samoëns in France, as well as the International Association of the Portes du Soleil, the building will be transformed into an alpine refuge that can accommodate around 20 people. (Opening scheduled for 2022).



4 IN 1 WINTER SPORTS MAP

Following the success of our brand-new summer hiking map, RDDM proudly presents your next favourite winter companion: a 4 in 1 map with snowshoe, hiking, ski touring, and cross-country ski trails. Each proposed itinerary is numbered and matches up to a corresponding route profile featured on the reverse side of the map.



LIFTS



Monthey District Primary Schoolchildren Ski for Free!

Parents may collect a season lift pass for their child at the ticket offices in Champéry, Les Crosets and Morgins as soon as the resorts open. The lift pass will be valid for the Champéry - Les Crosets - Champoussin - Morgins area.

Thanks, in part, to the drastic measures taken this autumn by Valais government to stem the spread of the COVID-19 pandemic, ski lifts on the Swiss side of the Portes du Soleil will be allowed to open as planned, depending on snow conditions. Although our Italian and French neighbours will unfortunately remain closed, the Valais will stay the course to open for Christmas.



Scan here for
winter 2020-2021
lift pass prices

TICKET WINDOW OPENING HOURS

(depending on lift company opening conditions)

Champéry	Cable car	08:00 - 17:00
	Grand-Paradis	08:15 - 14:30
Champoussin	Champoussin	08:15 - 15:00*
Les Crosets	Crosets	08:00 - 17:00
Morgins	Foilleuse	08:15 - 16:30
	Corbeau	08:30 - 15:00*

* Closes at 4:30 pm during school holidays

CHAMPÉRY CABLE CAR SCHEDULE

	from 12.12.2020 to 18.12.2020	from 19.12.2020 to 05.02.2021	from 06.02.2021 to 11.04.2021
Monday	09:00 - 16:00	08:00 - 17:15	08:00 - 17:30
Tuesday	09:00 - 16:00	08:00 - 17:15	08:00 - 17:30
Wednesday	09:00 - 16:00	08:00 - 17:15	08:00 - 17:30
Thursday	09:00 - 16:00	08:00 - 17:15	08:00 - 17:30
Friday	09:00 - 16:00	08:30 - 21:00	08:30 - 21:00
Saturday	09:00 - 16:00	08:30 - 21:00	08:30 - 21:00
Sunday	09:00 - 16:00	08:00 - 17:15	08:00 - 17:30

SEASON OPENING : DECEMBER 2020

(DEPENDING ON SNOW CONDITIONS AND GOVERNMENTAL COVID-19 AUTHORIZATIONS)



SEASON CLOSING :

CHAMPÉRY – LES CROSETS : 11 APRIL 2021

CHAMPOUSSIN – MORGINS : 5 APRIL 2021







(FREE SKI SHUTTLE CHAMPOUSSIN <-> LES CROSETS FROM 6 - 11 APRIL)



ONE GIANT LEAP FOR TOURISM

Shareholders of the area's two lift companies, Télé Champéry-Les Crosets (TCCPS SA) and Portes du Soleil Suisse (PDS-CH), have finally agreed on a merger, taking a decisive step towards a brighter future for local tourism!

This important and much anticipated merger, which follows an initial failed vote in 2019, puts the gears in motion on a process that will eventually unite the facilities from Champéry to Torgon, including Morgins and Chalet-Neuf Bellevue. It also allows for better long-term planning for the area, with the systematic removal of obsolete and superfluous lifts, too expensive to maintain, and construction of newer, more profitable, and more efficient installations. The future is in our grasp!

LIFT PASS PRICES FOR LIFTS OPEN TO PEDESTRIANS			ADULTS from 16 yrs			CHILD 5 to 15 yrs		
			↑	↑↓	Season	↑	↑↓	Season
Champéry	Champéry*		15.-	20.-	220.-	7.50	10.-	110.-
	Grand-Paradis**		-	20.-	-	-	10.-	-
Champonnissin	Aiguille des Champeys***		11.-	-	169.-	8.-	-	118.-
Les Crosets	Mossettes		-	20.-	-	-	10.-	-
Morgins	Foilleuse		13.-	17.-	200.-	9.-	12.-	140.-
	Corbeau		11.-	15.-	169.-	8.-	10.50	118.-

* Children age 6 - 15

** Lift pass valid for the Grand Paradis and Planachaux chairlifts and the Champéry cable car

*** Paragliders only

STRONGER TOGETHER



'COVID CONDITIONS' LABEL

Worldwide uncertainty and instability has made planning ahead for holidays or travel a Herculean task. In a proactive attempt to counter this trend, RDDM has created a 'COVID Conditions' label for rental properties featured in our reservation centre. This label identifies properties which offer free cancellation and full refund of the amount of your rental for reasons related to COVID- 19, up to 48 hours before arrival.



'CLEAN & SAFE' LABEL

Created by Swiss Tourism and other tourist industry members, the new 'Clean & Safe' label is proof of our commitment to providing guests with the ultimate in cleanliness and safety.



SHARED RESPONSIBILITY ACTION PLAN

To ensure optimal conditions destination-wide, RDDM has helped elaborate a destination-wide shared responsibility action plan (see page 12-13). This plan provides an easy-to-follow blueprint for service providers and guests so that everyone can enjoy a happy, and safe, winter season.



SUPPORT LOCAL BUSINESSES!

Already an increasingly popular trend, 'Shop Local', has taken on new meaning and new urgency with the societal sea-change triggered by COVID-19. Of course, this is great news, but this year has been no small challenge for neighbourhood businesses who have had to demonstrate unprecedented ingenuity and flexibility in order to adapt to everything 2020 has thrown at them.

Heavily impacted by government-imposed closures, many restaurants offered take-out meals during the autumn, with some even providing home delivery. For more information on the current situation and dining alternatives, visit the special take-out page on our website at rddm.ch.

We can't say it often enough: the Illiez Valley is lucky to be home to many craftsmen, traders and service providers. Let's all work together to bolster the economy by supporting our neighbourhood businesses. Helping them stay afloat is a win-win for the everyone!

TOGETHER AND UNITED

COVID-19: We all play our part so we can keep enjoying the

In accordance with the regulations and measures established to fight the COVID-19 pandemic (COVID-19 regulations)

published on June 19th 2020 (updated on November 20th 2020, regular updates depending on decisions from the government and the Valais canton)



Public transport

- › Face mask mandatory on platforms and in busses
- › Disinfection of contact areas and surfaces

Your accommodation*

- › Face mask mandatory in shared and closed spaces
- › Disinfection of contact areas and surfaces
- › Hydroalcoholic gel available

*applies to hotels and holiday accommodation

Ski schools

- › The face mask is mandatory on all lifts (including chairlifts, button lifts, and magic carpets in beginner areas) and at meeting points (start and end of the lesson) for the instructor and children aged 12 and over.
- › Disinfection of equipment
- › Public spaces in the buildings
- › Face mask mandatory (12 years old and over)
- › Hydroalcoholic gel available
- › Disinfection of contact areas and surfaces

Ski lifts

- › Face mask mandatory on all lifts (including chairlifts, button lifts, magic carpets and waiting lines)

Shops

- › Face mask
- › Hydroalcoholic gel
- › Disinfection

Sports shops

- › Face mask
- › Disinfection
- › Hydroalcoholic gel
- › Disinfection

Manifestations

- › les feux d'artifice
- › les rassemblements publics sont interdits

A shared responsibility

Resort staff and visitors all play their part in preserving other people's health.



Hydroalcoholic gel available



Face masks respecting OFSP recommendations to be worn when indicated



Disinfection of contact areas and surfaces

mountain.



Mask mandatory
Hand sanitizer available
Disinfection of contact areas and surfaces

tips

Mask mandatory
Disinfection of rented equipment
Hand sanitizer available
Disinfection of contact areas and surfaces

tion

Artifices sont interdits du 23.12.2020 au 03.01.2021
Rassemblements de plus de 15 personnes dans l'espace
Artifices interdits

Disinfection of contact
areas, surfaces and
equipment



Minimum 1.5m distance or
appropriate separation
between tables



Download the SocialPass app
Fill in your details
Your smartphone is ready for use

Bars & restaurants

All restaurants and bars, excepting takeaway services, are temporarily closed until December 13th, 2020.

- › Minimum 1.5m distance or appropriate separation between tables
- › Face mask mandatory (except when sitting at the table)
- › Hydroalcoholic gel available
- › Disinfection of contact areas and surfaces
- › Guest tracking via SocialPass app



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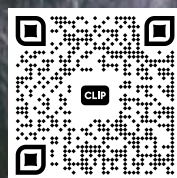
AAAAND ACTION!



1ST OF AUGUST SHOW

In addition to the more traditional events we planned to celebrate Swiss National Day, and to replace those that had to be cancelled due to COVID-19, RDDM chose to innovate! Mindful of health and safety regulations limiting all large gatherings, we turned the concept of a traditional firework show on its head, with an artistic and musical extravaganza that would only be visible on digital media such as Canal9, YouTube or Facebook.

Whether you loved it or hated it, it's clear that RDDM's risky gamble has paid off! The show, filmed at Lac de Soi generated 250,000 views on Facebook and 500,000 views on YouTube (both live + video replay), in more than 50 different countries. The number of positive comments and 'likes' now number in the thousands. Since mid-October 2020, the video has continued to register between 5,000 and 6,000 views per day on Youtube! What's more, since its broadcast, the number of subscribers on the RDDM Youtube channel has increased by + 1,873%! We also show a + 234% growth in searches for 'Lac de Soi' on Google between 30.09.2020 and 02.11.2020.





FROM SWITZERLAND WITH LOVE

Although our freestyle ski ambassador, Laurent De Martin, has travelled all over the world filming various ski adventures, he has long wanted to produce a filmed-in-Switzerland project. From Switzerland With Love is that dream realized, featuring international ski stars he's befriended over the years, invited specially to discover Laurent's much beloved home turf.

Directed by Titouan Bessire and shot during the winter of 2019/2020, this 30-minute feature film is as much big-air gnarly action as it is a subtle hymn to Swiss ski culture and traditions, delving into the world of freestyle skiing and the camaraderie that unites the athletes' around their one, true passion.

RDDM joined this project in its early days, becoming the project's 'naming sponsor', which means that our destination's logo and brand are directly integrated into the title 'From Switzerland With Love by Région Dents du Midi'.

Screened for the public in autumn 2020, we are proud to announce that the film has just won the jury prize at the International Freeski Film Festival (iF3), an award that designates a 100% local project!



LA VALLÉE DE L'ILLIEZ DOCUMENTARY FILM

Inspired by the seven peaks of the Dents du Midi, this film presents seven 'viewpoints', illustrated in snippets of the daily lives of seven inhabitants of the Illiez Valley. The characters, each very different from the other, are nevertheless bound by their unifying and unconditional love for their homeland.

Since the first sneak preview screening on October 16 at the Théâtre du Crochetan, this 70-minute documentary has moved audiences with its simplicity and authenticity.

For a virtual voyage into the heart of our beautiful valley, join us for a special screening on January 22 at the multipurpose hall of Val-d'Illiez.



THE CHERIX BROTHERS & THE LAC DE SOI

This episode of the Swiss television show 'Passe-moi les Jumelles' takes us to an idyllic spot at the foot of the Dents du Midi mountains, to meet the Cherix brothers and explore the artistic dry-stone constructions they have painstakingly created around the Lac de Soi. The abundantly stony terrain and the brothers' enduring love for this site has turned into a lifelong project and an enchanting place where time stands still and gives way to peaceful contemplation. Scan the QR code to watch the episode.



GOOD TO KNOW



MASKED-UP FOR SAFETY!

The lift company and RDDM have teamed up to create THE two must-have accessories for a safe day out on the slopes!

3-ply, lined neck warmers, Providing protection against wind, cold, and dust, this item is suitable for all sports. Clever side seams provide elasticity and comfort.
Price : CHF 12.-

90% filtration efficiency face masks
Sale price: CHF 10.-

Both items guarantee optimal protection against COVID-19 and meet the rigorous standards of the OFSP (Federal Office for Public Health). Proudly bearing our logo, they will be available for sale from Christmas in the tourist offices, at RDDM's online shop, or at the lift ticket windows.



'TOURISME VALAISAN' CAMPAIGN

This 3-part campaign was initiated by the Valais government to bolster the canton's economy, especially within the hard-hit tourism sector.

On July 27, the canton launched phase one, consisting of one CHF 100.- gift voucher for use in participating shops and with service providers, offered for guests staying in the Valais*.

Phase two took place from August 28 to 30, 2020, during the Valais' annual 'Caves Ouvertes' (open wine cellars) event. 18,000 1-day ski pass vouchers were distributed for any purchase of 12, 75cl bottles in one wine cellar. The vouchers may be used at any Valais ski resort this winter.

Finally, phase three launched this November. Owners of second homes subject to payment of a tourist tax, received 3 vouchers of CHF 30.- each for cheese, wine, or other authentic products from the Valais bearing the protected origin AOP/IGP label.

** Minimum 2 consecutive nights in a hotel, 4 nights in an apartment rental or 7 nights in a campground.*



BUSINESS SEMINARS (MICE)

Take your business off the beaten track! Offering top quality infrastructures, convenient access and an unparalleled setting, the Vallée d'Illeiez is the perfect place for your company to seek inspiration, efficiency, innovation, and relaxation.

Ideally positioned within the business hosting market for welcoming small to medium-sized groups (micro-seminars), RDDM is the gold standard for highly personalized support. We do our utmost to ensure that each event is as unique as the business we are welcoming. Compatibility, discretion, and dependability are our watchwords.

Two handy new brochures are coming soon: one listing accommodation for productive and restful stays, the second offering a multitude of original team-building activities.

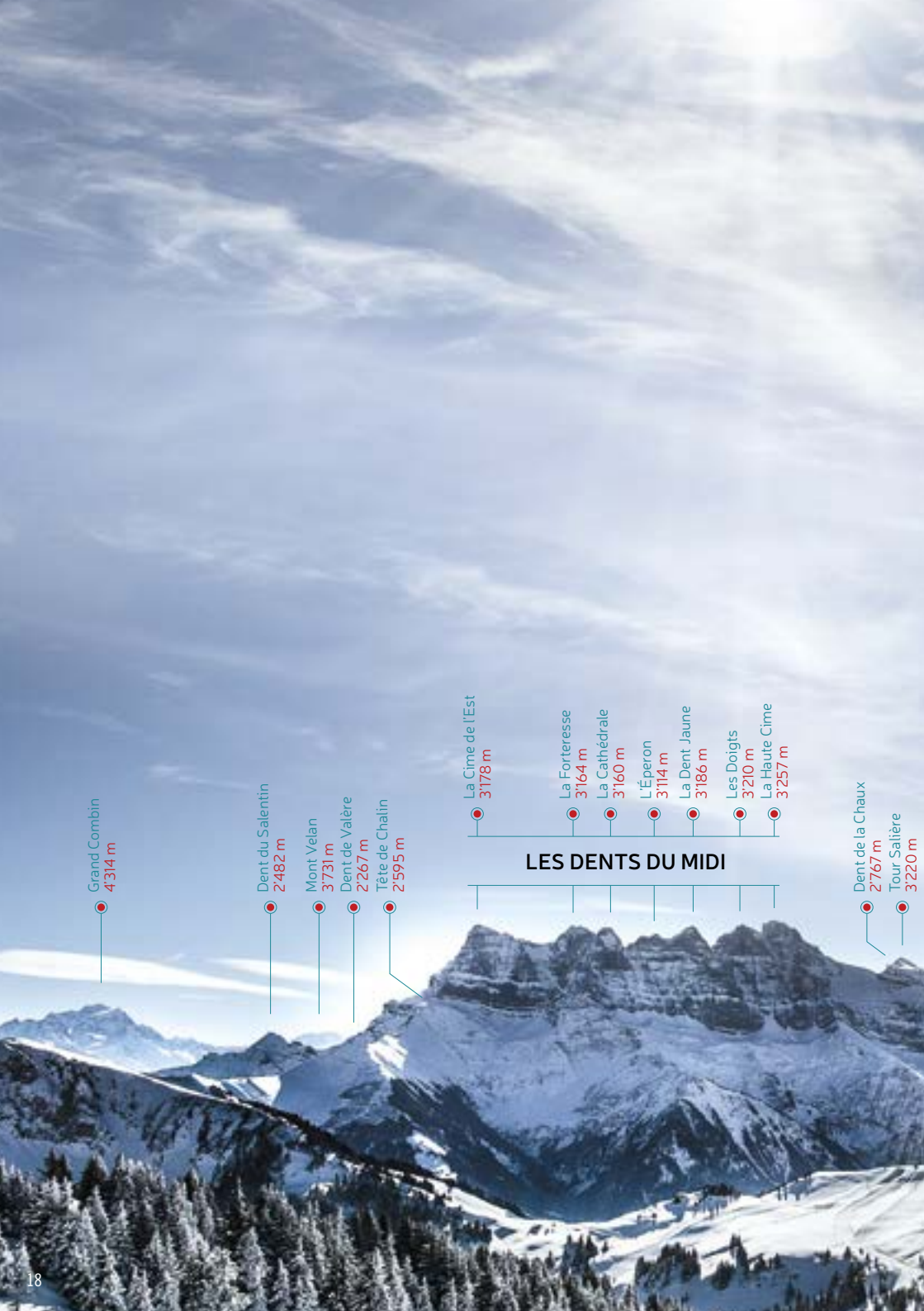


AUTUMN, EXTENDED PLAY

In partnership with the Portes du Soleil Suisse lift company (PDS-CH SA), this autumn we extended the validity of the Multi Pass and kept 3 lifts open all the way through until November 1st (Champéry cable car, and the Mossettes and Foilleuse chairlifts).

Despite capricious weather between mid-September and early October, the overall experience was positive. The lifts recorded **16,356 passages** between September 22 and November 1, 2020 (9,069 hikers, 7,287 bikers).

With these encouraging statistics, it is highly likely that the project will be renewed for 2021.



Grand Combin
4'314 m

Dent du Salentin
2'482 m

Mont Velan
3'731 m

Dent de Valère
2'267 m

Tête de Chalin
2'595 m

La Cime de l'Est
3'178 m

La Forteresse
3'164 m

La Cathédrale
3'160 m

L'Éperon
3'114 m

La Dent Jaune
3'186 m

Les Doigts
3'210 m

La Haute Cime
3'257 m

LES DENTS DU MIDI

Dent de la Chaix
2'767 m

Tour Salière
3'220 m

- 
- Dent de Rossétan
2616 m
 - Grand Ruan
3057 m
 - Petit Ruan
2847 m
 - Mur des Rosses
2932 m
 - Pointe des Rosses
2965 m
 - Pic de Tenneverge
2985 m
 - Mont Blanc du Tacul
4248 m
 - Mont Maudit
4465 m
 - Mont Blanc
4807 m
 - Dent de Bonaveau
2503 m
 - Dôme du Goûter
4304 m
 - Tête à Vincent
2448 m
 - Dent du Sageroux
2675 m
 - Col de Comba Mornay
2375 m
 - Dent de Barne
2759 m
 - Corne à Tournier
2738 m
 - Fenêtre Dents Blanches
2602 m
 - Dent des Sex Vernays
2662 m
 - Col du Trou
2633 m
 - Pointe Bourdillon
2713 m
 - Dent du Signal
2727 m
 - Dent Occidentale
2709 m
 - Corne du Chamois
2599 m



EFICEO CUSTOMER SATISFACTION SURVEY

During the winter 2019 – 2020 season, RDDM and the PDS-CH lift company participated in a customer satisfaction survey effected throughout the entire Portes du Soleil. This questionnaire, available in French, English, and German, has provided a wealth of information on customer preferences, behaviour, and degree of customer satisfaction. The overall result is a very encouraging **8.28 / 10** on a sample of 9,393 questionnaires. Notably, the scores received by RDDM for the tourist offices are higher than those obtained by the French destinations of the Portes du Soleil which took part in this survey. Out of a maximum of 10 points, we were awarded:

tourist offices

9.17 pts · Wait time
9.08 pts · Staff availability
9.03 pts · Quality of reception
8.85 pts · Office appearance
8.78 pts · Quality of brochures
8.64 pts · Quality of information provided

transportation & mobility

8.49 pts · Snow removal from streets and sidewalks
8.25 pts · Access to the resort
8.03 pts · Parking
7.49 pts · Bus and shuttle frequencies

social networks

8.10 pts · Network reactivity
8.08 pts · Quality of posts and publications
8.03 pts · Valorisation of pages
8.02 pts · Rate of information update



PRIORITISING THE SWISS MARKET

In response to market shifts imposed by this unprecedented sanitary crisis, this summer RDDM's marketing strategy primarily targeted the Swiss market. Heading into winter, we will continue this tactic. Since early autumn, we have deployed a series of promotional visuals using photos, videos, and slogans throughout French-speaking Switzerland and in parts of German-speaking Switzerland. Our goal is to increase visibility with regional and national customers while promoting our ski area and the vast panoply of experiences we offer.



NEW PARTNERSHIP 'SLOW FOOD TRAVEL'

In cooperation with the Vallée d'Illeiez Agricultural Association (SAVI), Valais Wallis Promotion and the Valais Agriculture Service, RDDM SA has become a Slow Food Travel Destination. We all share the same idea: that the best way to showcase our heritage, cultural diversity and unique terroir is through our food.

The Slow Food movement, present in more than 160 countries, promotes authentic, clean, and fair food for all. To do this, a networking platform highlights the role all members of the food service branch play, from the field to your dinner plate.

Slow Food Travel also aims to structure the reception of visitors and to generate meetings with its shareholders (particularly producers, restaurant owners and farmers). Its objective is to create packages that will offer an 'experience stays' to explore indigenous food, production techniques and cuisine. These experience holidays can then be marketed through the movement's various platforms. For more information, go to www.slowfood.ch.



RDDM INVESTS IN YOUNG TALENT

Home to many internationally renowned athletes, at RDDM we feel it's vital to support our future champions. In a difficult year such as this, with many sporting and training events cancelled due to the health situation, any effort to support young athletes is even more important. Given the role clubs play in training the next generation of athletes, RDDM has developed a policy of sponsorship to support our clubs.

To this end, we have developed a partnership with the Ski Team Dents du Midi, one of the 8 sections of Ski Valais, the association responsible for training and supporting young athletes from 12 to 16 years old who aspire to one day join the **Swiss Ski Team**. This team, with their logo inspired by the destination, unites the Chablais' best young skiers.

RDDM's participation is not limited to snow sports, however, as evidenced by our continuing support of **BBC Troistorrents**, one of the best women's basketball teams in Swiss Romandy. And, given that our valley has long been a hotspot for cycling, it's no coincidence that the **Illeiez Bike Club**, which aims to encourage and train young bikers, is also a partner of RDDM.

Skiing and cycling are an integral part of the tourist offer of the destination. By supporting these sports on our home turf among the valley's youth, RDDM hopes to encourage the continued development of these flagship activities.

BOOKING CENTRE



JOIN OUR BOOKING CENTRE!

RDDM streamlines marketing and promotion for your rental property with our booking platform.

Our goals



**Offer professional
service**



**Increase the volume
of reservations**



**Attract
new customers**

WHY JOIN US?



NO ADMINISTRATIVE HASSLES

We collect reservation fees then transfer the amount directly to your bank account.



BETTER VISIBILITY

Market your property on regional and international booking websites (rddm.ch, valais.ch, myswitzerland.ch, Booking.com, Airbnb ...).



NO-FEE MEMBERSHIP

Your membership is entirely free. If you do not rent your property, you will pay no fees.



LOCAL SUPPORT

We provide marketing support and follow up on customers who can then book directly via Région Dents du Midi.



COMBINED OFFERS

Participate in promotions and package offers combining accommodations, events, and activities.



CENTRALISED MANAGEMENT

Avoid overbooking with centralized management of your quotas and prices. A single change will update all booking sites.



ENHANCED OFFER

Make your property stand out with photos; we can also translate your texts into German and English.



If interested, please contact one of our tourist offices or visit our webpage available in 3 languages:
logeur.regiondentsdumidi.ch.

ACTIVITIES

(SUBJECT TO OFFICIAL AUTHORISATIONS)

CALENDAR DECEMBER 2020 – JANUARY 2021

The show must go on! This year more than ever, we've learned to be creative and flexible as we concoct a tempting menu of winter activities whilst scrupulously abiding by strict cantonal and federal health and safety regulations.

This season's all-new panoply of activities offers total immersion in the magic of an alpine winter, with memorable experiences for guests of all ages to experience nature, winter sports, traditions, well-being, culture and more.

We sincerely thank our many partners for their participation. Their expertise is your guarantee of a truly unique, unforgettable experience.



**ONLINE
TICKET SHOP**

	DECEMBER	JANUARY
1		01 02 13 15 22
2		01 10 16 21 22 24 34
3		34 35
4		
5		
6		15 16
7		27
8		22 31
9		16 22 26
10		30
11		
12		
13		16
14		27
15		15 17 22 25 31
16		16 22
17		30
18		
19	12 16 18 35	
20	10 18	15 16
21	01 02 03 11 30	27
22	01 05 07 11 20 28	17 22
23	01 11 15 16 29 32 37	14 16 22
24	01 11 13	30
25	01 02 04 13	
26	01 13 16 22 24 29 33	
27	09 10 13 23 29	15 16
28	01 02 03 09 11 13 19 21 30	27 28
29	01 06 08 09 11 13 20 25 30	17 22
30	01 11 13 14 16 21 22 32 36	16 22
31	01 11 13	

CHILDREN

- 01 Fun Park - Christmas in the Wild West
- 02 Winter Laser Game
- 03 Christmas & winter decoration workshop
- 04 Christmas Stones workshop
- 05 Christmas biscuits workshop
- 06 Create your own miniature skier, ice-skater, or snowman
- 07 Drawing skills workshop
- 08 Circus workshop
- 09 Children's show « La Fabrik sonore »
- 10 The Little Adventures
- T Chip's & Holly's treasure hunt

WINTER MAGIC

- 11 Villages of light
- 12 Morgins Christmas Tour
- 13 The Christmas hamlet
- 14 Husky dog hike with cheese fondue
- 15 Raclette and husky dog walk
- 16 Disco on Ice

CULTURE & TRADITIONS

- 17 Mountain Film Session
- 18 Beeswax Christmas Candle workshop
- 19 Painting workshop: "the Snow and the Dents du Midi"
- 20 Snow photography adventure
- 21 Introduction to watchmaking
- T Illumination of the Carillon pour la Paix

SKI

- 22 Night skiing (cancelled)
- 23 First Track Skiing in the Région Dents du Midi
- 24 Freestyle skiing coaching day with Laurent De Martin

WINTER SPORTS

- 25 Snowshoe hike & Spruce bud-flavoured toffee workshop
- 26 Tracking the wild fauna on snowshoes
- 27 Snowshoe hike & fondue
- 28 Cheese fondue & torch light descent on foot
- 29 Introduction to trail running on snow
- 30 Ski touring introduction with a professional guide
- 31 Ski mountaineering introduction with our local champion, Yannick Ecoeur
- T Movement Tracks Challenge
- T Ski touring initiation itinerary

WELL-BEING

- 32 Christmas spices and essential oils soap workshop
- 33 Walk, wild plant collecting and pine syrup making
- 34 Protective winter balms and creams workshop
- 35 It smells like a pine tree!
- 36 Create your own natural winter cosmetics
- 37 Sweet treats



This programme is subject to modification. Check our website at www.rddm.ch for regular programme updates! The current situation can, and will, evolve. For this reason, activities for February and March 2021 will be published in a separate brochure or on our website. Visit our website at www.rddm.ch for the full list of activities offered by our partners and area clubs.

T These activities take place every day

EXHIBITIONS

France Schmid (painting)
& **Colette Hayoz** (sculpture)
18.12.2020 - 10.01.2021

Daniel J. Yeomans (painting)
16.01.2021 - 31.01.2021

Nicolas Girod (pastels & inks)
05.02.2021 - 21.02.2021

Ynna Dat (painting)
26.02.2021 - 14.03.2021

Nicolas Lottefier (painting)
19.03.2021 - 11.04.2021

200 Years of Tourism in Morgins
(photos & period documents)
19.12.2020 - 03.01.2021



NEW THIS WINTER



TWICE THE FUN AT THE RDDM FUN PARKS

Christmas in the Wild West

21.12.2020 – 02.01.2021

Whoopie ti yi yo, git along little dogies! C'mon down to the RDDM Wild West Fun Park for a rodeo ride on our mechanical bull plus a bonanza of other cowboy-themed activities!

New York 1960

13.02.2021 - 27.02.2021

Slip on your shades, climb into your Cadillac, and hit the road for New York in the Sixties! Meet up with Marilyn and Elvis and live the American Dream for a day in a vintage American-diner style RDDM fun park. You'll find games, fun activities, bouncy castles and more!



27.12.2020

Nab first tracks at sunrise and work up an appetite for a delicious alpine breakfast before the crowds arrive!

On December 27th, the Champéry cable car and the Crosets 8 and Foilleuse chairlifts will open at 7:30 am. Early birds will get in an hour's worth of skiing on freshly groomed slopes, watch the sun rise over the Dents du Midi, then tuck into a delicious breakfast.

This unforgettable activity requires no registration ahead of time: all you need to do is show up with a valid lift pass when the lifts open! (This activity may be cancelled in case of inclement weather).



21.12 & 29.12.2020 · Morgins

22.12 & 28.12.2020 · Champéry

23.12 & 31.12.2020 · Champoussin

24.12 & 30.12.2020 · Les Crosets

May your holiday be merry and bright! This winter, the villages of Champéry, Champoussin, Les Crosets and Morgins will take turns lighting up the cold winter nights with magical fairy lights. Stroll the light trail through each village in the lead-up to a sparkling, spectacular year-end celebration.



ALL-NEW ACTIVITIES BROCHURE

This winter RDDM will publishing 2 activities brochures. The first, 'An Avalanche of Activities', will cover December and January. The second will cover February to April and will be updated with any government safety measures issued during the winter. Available in French, German and English, you'll find the booklets in our tourist offices and area shops. They will also be distributed by post throughout the Vallée d'Illeiez and in municipalities from St-Maurice to Lausanne (75,000 letterboxes).



EXPECT THE UNEXPECTED



'SAVEURS DENTS DU MIDI' RACLETTE PARTY WITH MIKE HORN

Would you believe it? Our homegrown products labelled 'Saveurs Dents du Midi' (Flavours of the Dents du Midi) have even been spotted in Greenland! In one of his latest videos, world-famous adventurer Mike Horn celebrated his birthday on an ice floe and the star of the party was a delicious Raclette made with cheese produced by Laurent and Magaly Ecoeur in Val-d'Illiez!



INTO THE WILD

Immerse yourself in the perfect silence of an alpine winter paradise, at the foot of the Dents Blanches mountains. Strap on your snowshoes and follow your certified mountain leader to the idyllic Barme plateau, normally inaccessible in winter. Learn about wildlife, explore the snowy landscape under the stars, then make your way to the welcoming warmth of a cosy mountain inn. Warm your toes by a crackling fire, tuck into a delicious Raclette dinner and top it all off with sweet dreams of your 'Wild' night!

Dates: Mondays, Thursdays and Saturdays from December 23rd to March 6th

Price from CHF 249.-

Included in the offer:

- Accommodation at the Cantine de Barme
- Half-board
- Guided hike
- Equipment rental

SUMMER & AUTUMN 2020 FACTS & FIGURES

ACTIVITIES

More than
350
activities

70
different experiences

+330%
increase in participants
as compared to 2019

4.7/5
degree of satisfaction
with the activities

88%
of participants prefer the
new activities concept
offering more choice and
small-group activities
(comparison between
the 2019 and 2020
programme)

TOURIST OFFICES

14,475
requests for information
received at RDDM Tourist
Offices between May and
October 2020 (up 29.6%
as compared to 2019)

1,396
gift certificates for
CHF 100.- distributed
throughout RDDM (see
p. 17)

In 3 tourist offices,
RDDM welcomes guests
365
days a year.

1,687
copies of the hiking map
published by RDDM sold
during summer / autumn



15,649
Multi Passes distributed
to our accommodation
providers and
non-permanent residents

4,382
Multi Passes used between
September 22nd and
November 1st, 2020



Summer campaign aimed at relaunching our visibility and bringing mountain destinations to the forefront for the national clientèle.



Campaign deployed in Swiss Romandy and neighbouring regions of France to showcase the prolonged lift openings and Multi Pass offer until November 1st.

RESTEZ CHEZ NOUS



RDDM.CH

Portes du *Soleil*



Illustration of our principal slogan for Winter 2020-2021, targeting the Swiss market with a simple message: 'Stay in Switzerland this Winter'. (Our house is your house).

INFORMATIONAL DOCUMENTS



1



2



3



4



5



6



7



8



9

- 1 · activity cards
- 2 · restaurant openings booklet
- 3 · summer guidebook
- 4 · winter guidebook
- 5 · activities brochure
- 6 · summer hiking map
- 7 · winter sports map
- 8 · posters & flyers
- 9 · RDDM family map

WE KNOW



WEBSITE
www.rddm.ch
RENTAL OWNERS
logueur.regiondentsdumidi.ch



CLIENT & PARTNER NEWSLETTERS
monthly

GET THE NEWSLETTER !

RDDM regularly sends out an electronic newsletter with current events, events schedule, and handy tips. To sign up, scan this code and complete the form



RDDM INFO

bi-annual publication sent to letterboxes in the Vallée d'Illiez and to all non-permanent residents' addresses



**OFFICES DU TOURISME
DE RÉGION DENTS DU MIDI**
(Champéry, Val-d'Illiez et Morgins)



MASS MAILINGS



SOCIAL NETWORKS

Social networks play an essential role in RDDM's relationship with its clients. They allow us to stay in touch with our worldwide family, relay news, and distribute our breathtaking images and video content. They are also an important means of getting instant feedback from our followers. If you haven't already, please join our worldwide online community on Facebook, Instagram, and Twitter. And don't forget to share the love by tagging #regiondentsdumidi on Instagram!



Région Dents du Midi



@RegDentsDuMidi



@RegionDentsDuMidi



Région Dents du Midi

#regiondentsdumidi







#regiondentsdumidi

TOURIST OFFICES
RÉGION DENTS DU MIDI

CHAMPÉRY

Rue du Village 54
1874 Champéry
+41 24 479 05 50

MORGINS / TROISTORRENTS

Route de Bas-Vièze 4
1875 Morgins
+41 24 477 23 61

VAL-D'ILLIEZ / LES CROSETS
CHAMPOUSSIN

Place du Village 5
1873 Val-d'Illiez
+41 24 477 20 77