

# ***RDDM INFO***

*THE REGION DENTS DU MIDI JOURNAL*

Champéry · Champoussin · Les Crosets · Morgins · Troistorrents · Val-d'Illeiez



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





## EDITORIAL

Region Dents du Midi, November 2024

### Regional Strategic Vision 2050

The Illiez Valley has embarked on a transformative path with our freshly minted **2050 Vision and Objectives**, a comprehensive action plan born of an unprecedented collaboration between tourism stakeholders, political decision-makers and the wider community. This ambitious undertaking reaffirms the region's determination to position itself as a model of innovation, sustainability, and dynamism, with a focus on the well-being of everyone who lives, visits, or invests their time and efforts here.

Building this vision required moving beyond conventional project development approaches, embracing innovative, community-driven strategies. The development process was shaped by participatory workshops, insightful exchanges, and collective reflection on the unique challenges and strengths of the Illiez Valley. The resulting plan has a clear goal: to make the region a year-round destination of choice where quality of life and tourism experiences enhance each other. Structured around four fundamental pillars— infrastructure development, diverse tourism offerings, coordinated governance, and improved mobility—the document provides a solid framework for fostering and sustaining new economic and tourism opportunities.

This visionary plan isn't just for tourists or adventure enthusiasts—it's for everyone who calls Region Dents du Midi home, whether as a resident, a second-home owner, or a visitor. This is a shared experience: every nook and cranny, every summit, and every encounter contributes to what makes the region not only unique, but uniquely hospitable. Everyone, regardless of their connection to the region, can find a welcoming, inspiring environment where they feel both at home and as a guest.

Proactive and resolutely future-oriented, this plan embraces the challenges and opportunities of the future, integrating climate change, digital innovation, and year-round diversification to create a region of endless possibilities for both visitors and residents. We wrote the book on wintertime hospitality, and today we boldly embark on a new chapter, where diverse storylines of culture, terroir, experiences, well-being, and meaningful human connections weave together in an epic adventure tale, set against the backdrop of our iconic mountains.

The **2050 Vision and Objectives** is more than just a plan—it is a call to action. The storyline is in place but bringing it to life requires the full commitment of everyone involved—be they entrepreneurs, local officials, mountain guides, or residents. Region Dents du Midi wants to redefine what it means to belong, fulfilling our promise and transforming from a destination into a vibrant space for living, sharing, and thriving—now and for generations to come.

Looking forward to a wonderful 2024–2025 season ahead!

Henri-Pierre Galletti  
President of Region Dents du Midi SA (RDDM SA)

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# What's New

## *Olaf's Magical Forest Walk*

As night falls, the magical Vallon de They will glow with a dazzling array of decorations inspired by the movie *Frozen*. With your game booklet in hand, set off on a quest to discover the hidden Olaf snowmen scattered throughout the forest. A few lucky adventurers will have the chance to win family tickets to Disneyland Paris!

- Wednesday, January 1st to Sunday, January 5th, 2025
- From 17h30 - 19h30
- Free
- Game booklet available at the Morgins Sports Centre ice rink

## *A Playground for Everyone in Champéry*

Inspired by the idea of creating a place where visitors and residents of all generations can gather together, the Commune of Champéry has completely redesigned and renovated the much-loved and well-worn playground at the entrance to the village.

This pilot project, called Generations in Motion, is the first of its kind in Valais. It was developed in partnership with the Hopp-la Foundation, an association that specialises in fostering intergenerational connections.

Built to the highest safety standards, durable locust-wood structures resist the elements and encourage open-air recreation while strengthening community bonds. A covered seating area and thoughtful accessibility features make this an inclusive, welcoming space for visitors of all ages and abilities.



## Renovating the Morgins Tourist Office

In 2021, the spectacular explosion and attempted robbery of the bank machine on the front of our building left the Morgins tourist office ravaged. Forced to relocate, we moved into temporary digs in the vacant office of the Banque Cantonale du Valais on the village square. Since then, the Municipality of Troistorrents has acquired the space.

This, coupled with the excellent number of visitors to the new site and the ambitious village square redesign project, has encouraged us to make this temporary office our permanent home. To that end, we have embarked on a much-needed renovation, transforming the dated bank office into a welcoming, client-friendly space. The new design will feature attractive new display stands, a comfortable seating area where clients can browse our brochures, and a more modern layout for streamlined customer service. We look forward to seeing you here!

- Our opening is planned for mid-December at the latest, pending the final stages of work.

## Region Dents du Midi Souvenirs

Looking for the perfect, unique gift for a special someone on your holiday gift list? Region Dents du Midi has got you covered with brand-new items for sale in our tourist office shops!

- Jingle all the way with traditional Swiss cowbells. We're thrilled to introduce two miniature bronze cowbells, hand-crafted by Hugues Perrin at Champéry's historic bell foundry. Decorated with Swiss symbols, these bells make a timeless, authentic gift.
- Deck your halls, and yourself, with exclusive new Raclette World Championships merch! Choose from aprons, knives, caps, pepper mills, socks, and more—and show off your championship colours in Morgins, October 24th – 26th, 2025.
- Be merry and bright with RDDM must-haves: an iconic Victorinox Swiss Army knife, a sleek stainless water bottle, and our very first limited-edition hoodie collection! They're coming soon—follow us on social media to be the first to know when they hit the shelves!

## Magic Carpets in Planachaux and Morgins

Portes du Soleil Suisse SA has introduced two covered conveyor belts, replacing the existing tow ropes in two high-traffic areas.

A double magic carpet tunnel lift at the top of La Foileuse in Morgins and a single magic carpet tunnel at Planachaux, just above Chez Coquoz restaurant, will improve comfort and safety for beginners of all ages.



## RACLETTE WORLD CHAMPIONSHIPS



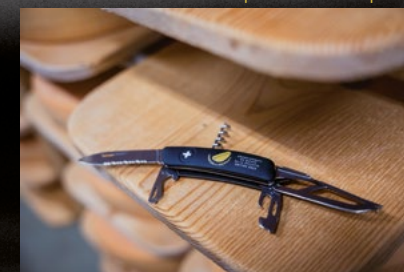
Reversible bucket hat 20 CHF



Apron with leather strap 65 CHF



Wine cooler 129 CHF



Swiss Army knife 65 CHF



Peppermill 60 CHF



Corduroy hat 20 CHF



Trucker hat 20 CHF



Flaked Bex Mines salt 15 CHF



Tote bag 5 CHF



Socks 15 CHF



# Lifts



## Les Portes du Soleil opening

› Saturday 21.12.2024

## Partial opening

› Saturday 14.12.2024 (subject to snow conditions)

## End of season closures

› Champoussin - Morgins : Sunday 06.04.2025

› Champéry - Les Crosets : Sunday 13.04.2025

## LIFT PASS PRICES 2024-2025

### Les Portes du Soleil (Switzerland & France)

- › 600 km slopes
- › 208 lifts

	Ticket window			Internet (pds-ch.ch)		
	Adult	Child	Junior Senior	Adult	Child	Junior Senior
5 hours	71.-	53.-	64.-	65.-	49.-	59.-
1 day	79.-	59.-	71.-	72.-	54.-	65.-
2 days	150.-	113.-	135.-	137.-	103.-	123.-
3 days	225.-	169.-	203.-	205.-	154.-	185.-
4 days	281.-	211.-	253.-	256.-	192.-	230.-
5 days	352.-	264.-	317.-	320.-	240.-	288.-
5x 1 day	395.-	295.-	355.-	360.-	270.-	325.-
6 days	403.-	302.-	363.-	367.-	275.-	330.-
7 days	470.-	353.-	423.-	428.-	321.-	385.-
8 days	537.-	403.-	483.-	490.-	368.-	441.-
9 days	604.-	453.-	544.-	551.-	413.-	496.-
10 days	632.-	474.-	569.-	576.-	432.-	518.-
11 days	652.-	489.-	587.-	594.-	446.-	535.-
12 days	711.-	533.-	640.-	648.-	486.-	583.-
13 days	770.-	578.-	693.-	702.-	527.-	632.-
14 days	830.-	623.-	747.-	756.-	567.-	680.-
15 days	889.-	667.-	800.-	810.-	608.-	729.-
Season	1176.-	882.-	1058.-	1176.-	882.-	1058.-
½ Season from 08.02	647.-	485.-	582.-	647.-	485.-	582.-

### Swiss Area (Champéry, Les Crosets, Champoussin, Morgins)

- › 100 km slopes
- › 33 lifts

	Ticket window			Internet (pds-ch.ch)		
	Adult	Child	Junior Senior	Adult	Child	Junior Senior
5 hours	64.-	48.-	58.-	59.-	44.-	53.-
from 11:00	64.-	48.-	58.-	59.-	44.-	53.-
from 13:30	57.-	43.-	51.-	52.-	39.-	47.-
1 day	71.-	53.-	64.-	65.-	49.-	59.-
5x 1 day	355.-	265.-	320.-	325.-	245.-	295.-
Season	941.-	659.-	847.-	941.-	659.-	847.-
50 pts	60.-	45.-	54.-	60.-	45.-	54.-
100 pts	120.-	90.-	108.-	120.-	90.-	108.-

Prices are in CHF and are subject to change.  
Ticket window and lift opening hours at pds-ch.ch

Save time and get the best prices when  
you purchase your lift passes online!



Easy, flexible, and free! With the Portes du Soleil loyalty program, each lift pass purchase earns *Soleils*, which can be exchanged for a free lift pass. To participate, sign up at [www.skipass-pds-ch.ch/en/my-club-portes-du-soleil-en](http://www.skipass-pds-ch.ch/en/my-club-portes-du-soleil-en).

### MiniPass Champéry - Les Crosets

Pass valid for:

- ▶ Champéry
- ▶ Planachaux
- ▶ Crosets
- ▶ Hameau
- ▶ Chapelle
- ▶ Planachaux magic carpet

	Ticket window			Internet (pds-ch.ch)		
	Adult	Child	Junior Senior	Adult	Child	Junior Senior
from 11:00	44.-	33.-	40.-	41.-	31.-	37.-
from 13:30	39.-	29.-	35.-	36.-	27.-	32.-
1 day	49.-	37.-	44.-	45.-	34.-	41.-

### MiniPass Morgins

Pass valid for:

- ▶ Morgins
- ▶ Truche
- ▶ Foilleuse magic carpet

	Ticket window			Internet (pds-ch.ch)		
	Adult	Child	Junior Senior	Adult	Child	Junior Senior
from 11:00	39.-	29.-	35.-	35.-	26.-	32.-
from 13:30	34.-	26.-	31.-	31.-	23.-	28.-
1 day	43.-	32.-	39.-	39.-	29.-	35.-

### MiniPass Champoussin

- ▶ Sépaya
- 1 free Child pass (-12 yrs) with simultaneous Adult pass purchase (ticket window only)

	Ticket window		Minipass & Points Cards
	Adult	Child	
from 11:00	32.-	24.-	
from 13:30	29.-	22.-	
1 day	36.-	27.-	

#### DURATION

- 5 hours > valid from the 1st lift passage
- ½ Season > from 08.02.2025
- -15 % > from 29.03.2025

#### AGE CATEGORIES (proof of ID required)

- Adult > 26 - 64 yrs
- Senior > 65 - 74 yrs
- Super senior > 75+ yrs (26.-/day, 260.-/season)
- Junior > 16 - 25 yrs
- Child > 5 - 15 yrs

Children under 5 must be in possession of a pass issued free of charge at one of our points of sale with adequate documentation.

#### FAMILIES/GROUPS (passes for the same duration and with a single payment) 4 or more paying people:

- Family: approx. -10% at ticket windows only, from 5 hours to 3 days (father, mother, children 5-19 yrs)
- Group pass: approx. -10%, from 4 consecutive days

Discount available for groups of 13 or more paying guests, with prior booking at least 24 hours in advance by email at [info@pds-ch.ch](mailto:info@pds-ch.ch). (discounts are non-cumulative):

- 13 - 49 people > approx -10% at the ticket window, from 5 hours to 15 days
- 50 people or more > approx -15% at the ticket window, from 5 hours to 15 days

#### AXESS smart card mandatory > 4.-

- non-refundable but reusable
- Photo required from 8 days on

For 5-hour to 15-day passes: if you plan to start skiing in Champéry, Les Crosets, Champoussin, or Morgins, the pass must be purchased at the ticket counter of one of these resorts, online at [pds-ch.ch](http://pds-ch.ch), or via one of the Swiss partners (RailAway, Ticketcorner, etc.). Holders of 5-hour to 15-day passes purchased in France must start from a French resort within the Portes du Soleil, or pay a surcharge to activate the pass in Switzerland.

### La Chapelle drag lift - Les Crosets

- Children up to 12 yrs free
- Children 13+ yrs: 1.- per ride or 12.-/day

**New** : A double magic carpet tunnel lift at the top of La Foilleuse in Morgins and a single magic carpet tunnel at Planachaux will improve comfort and safety for beginners of all ages.

### Le Géant & Snowly drag lifts - Morgins

Le Géant ticket window

1 day	24.-	20 points card	16.-
5 hours	21.-	40 points card	24.-
3 hours	18.-		

- ▶ Géant > 2 points/passage
- ▶ Snowly > 1 point/passage
- ▶ Passes for Les Portes du Soleil or 3CM (Champéry, Les Crosets, Champoussin, Morgins) lifts are also valid; the MiniPass is not valid.

## SPECIAL OFFERS

### Promo Days

Portes du Soleil Adult day pass -20%

- ▶ Offer valid on Tuesdays and Thursdays
  - 04.01.2025 - 07.02.2025
  - 08.03.2025 - 15.03.2025
  - 23.03.2025 till end of season.
- ▶ Available online only at [portesdusoleil.com](http://portesdusoleil.com), minimum 1 week prior.

### Rock the Pistes Festival

Portes du Soleil 7 days for the price of 6

- ▶ Offer valid from 16 - 22.03.2025
- ▶ Available online at [pds-ch.ch](http://pds-ch.ch) and at ticket windows until 16.03.2025.

### Train + Ski

Hit the Slopes by Train

- ▶ Travel for free on the Corbier — Collombey — Monthey — Champéry — Morgins — Les Crosets — Champoussin route with purchase of a 5-hour to 15-day pass at Monthey-Ville station.
- ▶ This offer is available online at [pds-ch.ch](http://pds-ch.ch) or at the lift ticket windows with proof of a SKI PASS ticket purchased from the train station ticket machines.
- ▶ Holders of a season pass may purchase a free-travel sticker for the same journey for 68.- (48.- for children and 58.- for juniors). Go to the lift ticket windows or the Monthey-Ville train station for more information.

### Glide Pass

Free Child pass for 5+ days starting 29.03.2025

- ▶ 1 free Child pass (-12 yrs, born in or after 2013) with any purchase of an Adult Portes du Soleil pass for 5+ days.
- ▶ Available online at [pds-ch.ch](http://pds-ch.ch) and at ticket windows.

### Ski & Sleep

All-inclusive stay with hotel and lift passes -15%

- ▶ The offer includes:
  - 7 nights accommodation
  - 6-day Portes du Soleil lift pass
  - 1 welcome gift worth CHF 20.- from Region Dents du Midi
- ▶ Offer excluding school holidays, available online at [regiondentsdumidi.ch](http://regiondentsdumidi.ch).



# Marketing, Products & Communication

Region Dents du Midi's marketing team has one essential goal: to place our region firmly on the map, attracting visitors and creating memorable experiences through innovative products and campaigns. No detail is too small, from crafting and sharing compelling ad campaigns to campaigning to hold major events, to organising initiatives that build and boost our brand recognition.

Beyond these efforts, we're dedicated to establishing Region Dents du Midi as a household name in Switzerland and beyond. To this end, we work with strategic partners to amplify their sales and communications. Here, we invite you to explore some of our flagship projects and ongoing missions, all thoughtfully curated to make our destination unforgettable.

## *Portes du Soleil Suisse SA Campaign*

RDDM SA manages all promotional campaigns for Portes du Soleil Suisse SA's ski area, from raising the resort's profile to running targeted initiatives like early-bird season passes and the Flash Sale. By selecting top partners, negotiating strategic collaborations, and optimizing budgets, RDDM SA ensures maximum impact and performance for every campaign.

## *To Market to Market in Autumn*

Over the past several years, RDDM has made a concerted effort to promote autumn tourism, tapping into a season bursting with vibrant colours and a wealth of fun activities. You already know that the Multi Pass is valid till the end of October and the lifts stay open on weekends and school holidays. But did you know that we've launched a 360° campaign inviting clients and future visitors to enjoy the magic of an endless Alpine summer and soak up everything we have to offer?

## *European MTB Championships*

Champéry's legendary downhill course, the Coupe du Monde, was once again home to Europe's elite mountain bike riders and RDDM SA's marketing team managed every aspect of production and communications for the event from start to finish! We created visuals, coordinated video production, created image content, and generated social media content. What's more, throughout the weekend, our team also ran a press room open 12 hours a day and coordinated on-site operations with partners and event stakeholders, ensuring prime visibility for sponsors.

- If you missed it, watch the event highlights on our YouTube channel!

## *Winter Campaign in Full Swing*

As summer winds down, our autumn campaign goes live, kicking off the planning and early promotions for winter. From digital billboards and media ads to sponsored social activations and large-scale partnerships, our teams roll out a comprehensive communication plan from November to April. This strategy highlights the ski area, leisure activities, cultural offerings, and events that shape the season.

Video available  
here





## FAM Trips. AKA Familiarisation Tours

Also known as Familiarisation Tours, FAM Trips exist to familiarise travel professionals - like tour operators, travel agencies, and other international travel professionals - with a tourist destination. RDDM SA organizes several events like this every year – showcasing our region, its infrastructure, and products, actively supporting the commercialisation of our offer and promoting RDDM with key target markets. In 2024, in partnership with Matterhorn Region\* and Switzerland Tourism, **we hosted 10 Fam Trips** before September 30th:

	11.01 - 12.01.2024	Pre-Convention Switzerland Travel Mart (multi-market)
	09.03 - 10.03.2024	Tour Operators
	30.03 - 02.04.2024	Snow Hero
	20.05 - 21.05.2024	Sky Walker Tour
	02.06 - 03.06.2024	New Concept Tour (Asia)
	16.06 - 18.06.2024	Tour Operators
	03.08 - 06.08.2024	Matkapojat
	18.09 - 19.09.2024	Tour Operators
	26.09 - 26.09.2024	ReWild
	30.09.2024	Tour Operators

These trips helped foster the development of overnight packages between tour operators (TO) and our local service providers (hotels, restaurants, etc.). Several of our contacts have already turned their visits into commercial offers! For example:

- ▶ The 'Ski Stay' package marketed by a Canadian TO in Champéry;
- ▶ The popular 'Menu Point de Vue' package, which combines a round-trip cable car ride with a meal at the summit at the Croix de Culet restaurant (or a variation with a ride in the Champéry Tourist Train + meal at Cantine Sur Coux;
- ▶ A UK TO called 'Railway Great Journey', reserved over 800 overnight stays for clients traveling by train across Switzerland;
- ▶ The French TO Club Chilowé will offer a snowshoeing holiday (including tasting local specialties, husky trekking, and local guide support) in Morgins on three dates during the 2024-2025 winter season.

Matterhorn Region (MRAG) is a subsidiary of Valais/Wallis Promotion. Their mission is to promote and market its partners' offers, serving as the cantonal centre of expertise in commercialisation. RDDM is an active partner of MRAG.







## Media Trips and Production Tours

Media Trips, on the other hand, are organized to give journalists and influencers an immersive experience of our region, whether it's a general introduction to all we have to offer or through a specific theme or activity. Participants explore and experience the region to create articles, reports, and photo/video content that helps promote our destination across multiple platforms, reaching future clients.

Our media partners also sometimes take the lead, producing their own content for articles, social media, or even television. While popular topics often include skiing, biking, hiking, and local cuisine, we cover a wide range of themes throughout all four seasons.

As of September 30th, 2024, RDDM SA has organised and hosted **over 20 media trips**.

	14.01 - 17.01.2024	Wintersport.nl
	15.01 - 17.01.2024	Ski & Wellness
	18.01 - 19.01.2024	Voyager
	24.01 - 26.01.2024	Camille Marion · Magazine ATE
	25.01.2024	Laurent Grabet · 24 Heures
	29.01.2024	Alpes Magazine
	01.02.2024	Laurent Grabet · 24 Heures
	29.02 - 03.03.2024	Bärner Metischi
	12.06 - 13.06.2024	France 2 · Météo à la carte
	27.06 - 29.06.2024	Médias italiens
	01.07 - 02.07.2024	43 Ride
	03.07 - 04.07.2024	Sidetracked · Magazine digital anglais
	07.07 - 08.07.2024	Bike.se
	13.07 - 15.07.2024	Korea TV
	16.07 - 17.07.2024	Laurent Grabet · 24 Heures
	22.07 - 23.07.2024	Geo Mag
	05.08 - 09.08.2024	Enduro MTB
	27.08 - 29.08.2024	Mengo Juice
	30.08 - 01.09.2024	Andeast
	11.09 - 14.09.2024	Content Creator Camp
	20.09 - 21.09.2024	ARTE · Les Papilles
	21.09 - 24.09.2024	Content Creator Camp Nordics
	27.09 - 29.09.2024	Les Others







## Valais Bike Campaign

In 2024, Valais2025 kicked off an exciting and ambitious campaign spotlighting mountain biking, in partnership with destinations hosting events for the 2025 UCI Mountain Bike World Championships. Dropped at regular intervals throughout the summer and autumn, the campaign promotes Valais as a premier mountain biking destination using stunning imagery from the 'Secret Spot' project, short videos showcasing the region's best-kept-secret biking locations. This campaign will continue into 2025. The key objectives of this campaign are as follows:

### Marketing Objectives

- Increase mountain bike tourism in Valais
- Drum up excitement for and ensure the success of the UCI Mountain Bike World Championships

### Communication Objectives

- Position Valais as a top mountain biking destination for key potential markets in Switzerland
- Drive traffic to the general campaign page and specific destination pages on valais.ch
- Boost awareness of the UCI Mountain Bike World Championships to attract spectators

### Target Audience

- Mountain bikers of all ages and abilities specifically, but more generally outdoor enthusiasts with a passion for adventure
- For event itself, the audience expands to include potential spectators who may not be active riders themselves

## #SecretSpot Project

At the end of June, we teamed up with Valais2025 to film an episode of the series 'Valais The Secret Spot of Biking'. This web series presents seven iconic mountain biking destinations in Valais. At each spot, local riders and athletes meet up with Kriss Kyle, currently one of the most exciting and innovative riders with some 475K followers on social media, to host him as he rides the canton's best trails.

Get ready for breathtaking views, stunning mountain bike riding, and action-packed sequences on spectacular trails. If you haven't seen it yet, tune in to check out the series—our episode is first on the list!

Video  
available here





## 2050 Vision and Objectives for Tourism in the Illiez Valley

Amidst climate upheavals and a rapidly changing tourism industry, RDDM SA is committed to ensuring a sustainable and dynamic future for the Illiez Valley.

With this goal in mind, we are proud to present 2050 Vision & Objectives, a comprehensive, long-term project that aims to lay the groundwork for a resilient, sustainable tourism industry that can withstand today's economic, environmental, and social challenges.

To accomplish this, RDDM has put together a broad coalition of partners— including the lift company Portes du Soleil Switzerland SA, the three valley municipalities, agricultural entities, public transportation, accommodation providers, second-home owners, and seasonal residents. Our intention is to make the Illiez Valley a welcoming haven where a diverse population feels equally at home, whether you are a holidaymaker, day-tripper, resident, second-home owner, seasonal worker, service provider, or a 'local'.

**The Illiez Valley, which comes from the local patois Vau-de-lie meaning Valley of Water, is a vibrant destination for both living and leisure, year-round. Authentic, innovative, and accessible, the valley draws its appeal from a sustainably coordinated approach among stakeholders, designed to meet the expectations of visitors, residents, second-home owners, and seasonal residents alike.**

This ambitious vision is outlined in a multi-year action plan, inspired by other successful destinations and based on thorough analysis. We have consulted across the board, engaging input from every sector imaginable, and drawing on partnerships with groups like the Canton of Valais Economy, Tourism, and Innovation Service, Chablais Région, Valais Wallis Promotion, and the Valais Tourism Board.

### Four Pillars of the 2050 Vision & Objectives plan:

1. Optimise touristic and economic infrastructure to drive local development, making regular improvements to infrastructure and public services.
2. Create profitable tourism products that showcase the area's unique strengths and diversity of experiences.
3. Establish a coordinated model of governance that unites local councils, residents, businesses, visitors, and seasonal staff in responsible, harmonious management.
4. Enhance mobility and accessibility throughout the valley, especially through public transport, to ensure efficient use of infrastructures year-round.

### Guiding Principles

Our guiding principles are supporting tourism and economic growth while safeguarding the valley's natural resources. We aim to improve infrastructure, public services, and local amenities in each village to meet the needs of everyone here. We also believe that encouraging interaction and integration between residents, visitors, and seasonal staff, and fostering a welcoming atmosphere for everyone is key. Collaboration with neighbouring regions is also essential to boost our appeal, while an innovative, adaptive approach will help us stay competitive in an ever-changing market. Above all, we're committed to working together to ensure that this long-term vision strikes a chord with everyone who has a vested interest in our valley's future.

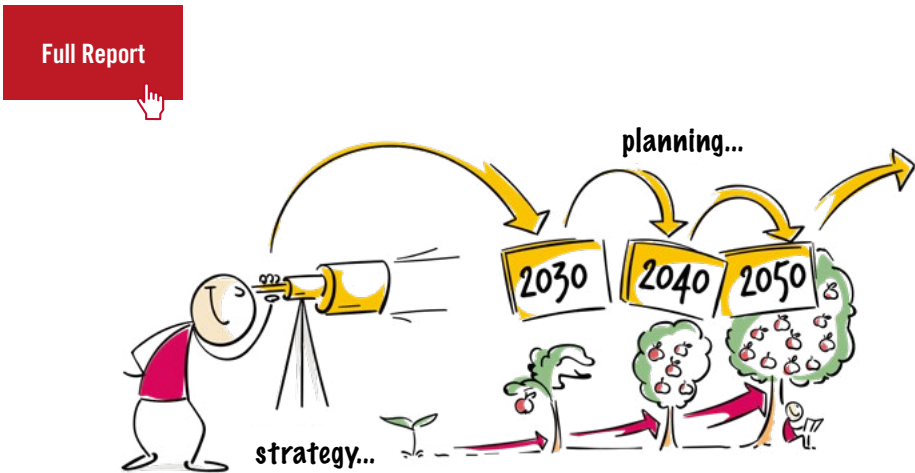
### Looking Ahead

With the 2050 Vision & Objectives project, Region Dents du Midi is mapping out a bright future for tourism that balances authenticity, innovation, and sustainability. By setting clear priorities, we will improve the region's resilience and bolster the continued level of satisfaction felt by residents, seasonal visitors, local businesses, and holidaymakers. This project will perpetuate the Illiez Valley's position as a year-round, sought-after destination.

### Expected results and next steps



RDDM SA's shareholders endorsed the plan's vision, strategies, and guiding principles at a special general meeting on September 18th, 2024. Our next step will be to implement the plan, beginning with a first phase that will see us from 2025 through to 2030. In this phase, we will begin development of specific projects and implement detailed action plans, while monitoring key performance indicators, all validated by our stakeholders' governing bodies.





# Quality Conscious



## *Rent Out My Chalet or Apartment? Why Not!*

RDDM SA has been partnering for many years with one of the leading booking engines in Switzerland and Germany, specialising in accommodation distribution, reserving tourist activities, and selling packaged products and items like books, hiking maps, souvenirs, and textiles.

Our reservation services provide a professional approach, help you attract new clients, and increase booking volumes and sales for stays in the Dents du Midi region. With this tool, RDDM SA offers a personalised service and a range of benefits for property owners looking to rent out their property. For more details, visit [logeur.regiondentsdumidi.ch](http://logeur.regiondentsdumidi.ch).

Check out  
the brochure



## *Your Voice Matters!*

This summer, RDDM SA launched a fresh initiative to garner feedback from visitors and second-home owners about the quality of service at our tourist offices: the Google Reviews Card. The results are in, and they're glowing! With an impressive 4.5/5 average rating for our team's personalised service and expert advice, we couldn't be prouder.

Your feedback is priceless—it helps us fine-tune our services and better understand your needs. We'll be running this campaign again this winter, so we invite every guest to share their experience on Google.

## *Renewing Our Certifications*

At RDDM SA, we believe that quality development is key to success. We aim not only to deliver exceptional services and continually improve the tourism experience for our visitors (external quality), but also to empower and professionalise our staff (internal quality). As proof of our commitment to excellence, we have recently renewed our ISO 9001, ISO 14001, and Valais Excellence certifications for the next four years.

These prestigious certifications reaffirm our dedication to maintaining high standards in both quality management and environmental stewardship. ISO 9001 showcases our commitment to providing top-tier services, while ISO 14001 highlights our sustainable, environmentally conscious approach to tourism. The Valais Excellence label celebrates businesses that prioritise their social and environmental responsibilities, all while consistently improving their offerings.





# Winter 2024-2025 Calendar

## We Need You!

Our events and festivals wouldn't be the same without the energy and dedication of our amazing volunteers. Join the team and bring your enthusiasm and good vibes to support the region. Together, let's make every event unforgettable!

## November

- 08-09 Champéry Film Festival - Champéry
- 09 Chante Vièze Choir Concert 10th edition - Morgins  
Suze Festival - Val-d'Illeiez
- 15 Storytelling Soirée - Troistorrents
- 16 Memories of the Illeiez Valley - RTS Archives - Val-d'Illeiez
- 22 The World's Highest Cabaret - Champéry
- 23-24 Christmas Market - Troistorrents
- 24 NC Vox Concert - Troistorrents

## December

- 01-24 Advent Windows - Champéry | Troistorrents-Morgins
- 05 Evening Get-Together - Let's Talk About... - Troistorrents
- 08 Saint Nicholas' Day - Val-d'Illeiez
- 13-14 C'est l'Hiver ! Morgins Festival 20th edition - Morgins
- 15 World Ice Skating Day - Champéry
- 21 Opening Season Party - Champéry
- 21-27 Fun Park - Val-d'Illeiez
- 22 Christmas Market - Champoussin  
Echo de la Montagne Christmas Concert - Champéry
- 23 Rencontres Musicales - Christmas Carols with the Levedy Ensemble - Champéry
- 24 Meet Father Christmas - Region Dents du Midi
- 25 Santa on the Slopes - Region Dents du Midi
- 26-28 Fairyland Fantasy - Winter Wonderland - Region Dents du Midi
- 27 Art Champéry - art auction - Champéry  
Foilieuse Vertical Race - Swiss Skimo Championships - Morgins  
Rencontres Musicales - La Schola de Sion Vocal Ensemble - Champéry
- 28 Spectacle on Ice - Champéry
- 29-31 Fun Park - Morgins
- 30 Fairyland Fantasy - Champoussin  
Comedy showcase - At Your Service ! - Val-d'Illeiez
- 31 New Year's Eve - Region Dents du Midi  
Ice Disco - Champéry

Program subject to change. The full, updated events calendar is available on our website, and in local shops and tourist offices.

## January

- 01-05 Fun Park - Morgins
- 02-04 Fairyland Fantasy - Astro Diva - Region Dents du Midi
- 17-19 Theatre - Knock First ! - Val-d'Illeiez
- 22-24 Welsh Alpine Championships - Champéry-Les Crosets
- 24-26 Theatre - Knock First ! - Val-d'Illeiez
- 25 En Pistes avec le Nouvelliste ski day - Morgins
- 31.01 Theatre - Knock First ! - Val-d'Illeiez
- 01.02

## February

- 02 Freestyle Romand Tour - Les Crosets
- 08 Grand Prix Migros - Les Crosets  
Children's Theatre - Gazelle's Special Day - Troistorrents
- 09 Migros Ski Day - Les Crosets
- 15 En Pistes avec le Nouvelliste ski day - Les Crosets
- 28.02 Carnaboum - Val-d'Illeiez
- 04.03

## March

- 01 Children's Carnaval - Champéry
- 01-09 Fun Park - Champéry
- 02-08 Ski Mountaineering World Championships - Morgins
- 04 Children's Carnaval - Morgins
- 07-09 Planach Festival - Champéry
- 08 Sledge Race - Champoussin  
Art Workshops - Troistorrents
- 16-22 Rock The Pistes Festival - Portes du Soleil
- 29 Banked Slalom - Les Crosets
- 29-30 Ski for Haïti 2025 - Les Crosets

## April

- 07-12 Maxi-Rires Comedy Festival - Champéry
- 12 Aventure for Everyone Festival - Troistorrents
- 26 Champéry Hockey Club Centennial Tournament - Champéry

## May

- 10 Écho de la Montagne Annual Concert - Champéry
- 17 The Monthey d'Illeiez footrace - Val-d'Illeiez
- 24 Corsican Music Concert - Val-d'Illeiez
- 31 Champéry Hockey Club Centennial Gala Dinner - Champéry



## Fairyland Fantasy

These captivating street spectacles showcase music, choreography, and poetic artistry – lighting up the night with whimsy and magic. One of our most popular events, this is an enchanting evening for spectators of all ages!

- ▶ 26.12.2024 · Champéry
- ▶ 27.12.2024 · Les Crosets
- ▶ 28.12.2024 · Morgins
- ▶ 02.01.2025 · Champoussin
- ▶ 03.01.2025 · Morgins
- ▶ 04.01.2025 · Champéry
- ▶ regiondentsdumidi.ch

## ISMF World Championships Region Dents du Midi

Morgins welcomes back the world's best ski mountaineers! This March, Region Dents du Midi will host the thrilling Ski Mountaineering World Championships. In the build-up to the Olympics, this event promises to be even more exciting than the events we held for the 2008 World Championships and the World Cup races in 2022 and 2023.

- ▶ 02-08.03.2025
- ▶ rddmworldcup.ch

## Save the dates !

### Spring, summer, & autumn 2025

- ▶ 07-08.06.2025  
50th Giron de la Vallée d'Illiez brass band festival  
Val-d'Illiez
- ▶ 27-29.06.2025  
Pass'Portes du Soleil · Portes du Soleil
- ▶ 31.07-14.08.2025  
Rencontres Musicales · Champéry
- ▶ 02-07.09.2025  
UCI 2025 Mountain Bike World Championships (downhill) Champéry
- ▶ 24-26.10.2025  
Raclette World Championships Morgins

## Welsh Alpine Championships

This wintertime favourite is where the decades-long friendship between Region Dents du Midi and the land of the iconic red dragon got its start. Drawing young skiers from Wales, but also from Scotland, England, Switzerland, and around the world to Champéry – Les Crosets, this is a week-long event culminating in slalom and giant slalom races with a convivial, fair play attitude.

- ▶ 22-24.01.2025
- ▶ regiondentsdumidi.ch

## Grand Prix Migros & Migros Ski Day

Les Crosets is set to host two major family-friendly events in early February 2025. The weekend kicks off Saturday with the Grand Prix Migros, the fifth leg of the world's largest kids' ski race, for kids ages 8 to 16. Sunday, the whole family can ski together at the Migros Ski Day – winter's ultimate family event, featuring fun races, loads of games, and fantastic prizes up for grabs!

- ▶ 08-09.02.2025
- ▶ regiondentsdumidi.ch

## Maxi-Rires Festival

For one, side-splitting week, the crème de la comedy crème will meet up in Champéry to show off their best punchlines and cleverest witticisms. The laid-back, convivial atmosphere of this ultra-cool comedy festival is proof that laughter is truly the best medicine.

- ▶ 07-12.04.2025
- ▶ maxi-rires.ch



# Region Dents du Midi in the Spotlight

Get ready for an action-packed year, as the Dents du Midi region takes centre stage with three unmissable world-class events! From the Ski Mountaineering World Championships to the Downhill Mountain Biking World Championships and the Raclette Festival, the Illiez Valley will be the backdrop for extraordinary feats, unforgettable moments, and a true celebration of sportsmanship and community. Don't miss out on the excitement!





# Local Talent

## Bravo Manon!

At RDDM SA, we're shaping the future in a lot of ways. As proud contributors to Switzerland's world-class vocational education system, we're committed to nurturing skilled professionals right here in our own valley. By offering internships across the diverse tourism sector, we're not only investing in the industry's future but also fulfilling an important social responsibility.

A big round of applause goes to Manon Kühn, who earned her Commercial Employee Certificate (CFC) in June 2024 in the Hospitality, Gastronomy, and Tourism field. Manon, we wish you every success as you continue to shine, both personally and professionally!

## Meet Ethan Perrin, Our Rising Star

This promising young rider from Val-d'Illiez is only 16 years old, but he is already making a name for himself in BMX. One of the top Swiss riders in his category, he's been riding since he was six, and joined the Swisscycling squad in 2021. He continues to push his limits both at home and abroad.

Currently studying at the School of Commerce in Martigny with a focus on Sports Studies, Ethan is about to take a big step up into the Junior category, where he'll face off on SX (Supercross) tracks featuring jumps up to eight meters high – just like the Elite riders. In 2025 he hopes to make a strong debut in the Junior division and qualify for the upcoming European Championships.



### Can you explain what you love most about BMX?

What I love most are the jumps. In the air, you're so light it feels like flying, and that sense of freedom is indescribable! I also enjoy getting creative on the track. You can approach the same line in so many ways, I get such a kick out of expressing myself that way. And the adrenaline of the races—lining up with seven other riders on the start grid, you have to be strong, fast, and technical all at once.

### Where do you train and how often do you train?

I train twice a week, on Tuesdays and Thursdays with the Sion BMX club, where the level is really intense. On Wednesdays, the Swisscycling team riders gather for a session in Grandson, Échichens, or Aigle. In addition to track training, I also do weight training, mental preparation, and technical exercises. All in all, I train eight to ten times a week. My program adjusts depending on the time of year and upcoming competitions.

### You're also currently studying at the Martigny Business School. How do you balance your studies, social life, and sports?

I'm lucky to be at a specialised sports school, so I can use my afternoons to train. My best friends are also competitive athletes, so they understand the priorities I've set for myself. Balancing travel, training, and homework takes good organisation, but I've found my rhythm. The days are pretty long—I take the train every morning at 6:30 and in the evenings, I go to the gym, or I go home to do my homework before heading out again for track training.

### It sounds like BMX takes up a lot of your time. Do you still manage to find time for other sports or hobbies?

BMX does take up a big chunk of my time, but I still manage to find some free time to hang out with my friends and family, going hiking or skiing in our beautiful region. Before I fully committed to BMX, I competed in skiing, but eventually, I had to choose between the two.

### What inspired you to start BMX, and how did you discover the sport?

I've always been a bit of a daredevil. I went from a balance bike to a two-wheeler by the time I was three, and as a kid I loved building little jumps with planks or anything I could find outside. I first saw trial biking at the Mountain Bike and Trial World Championships in Champéry, and I immediately wanted to give it a try. Unfortunately, the trial club didn't take kids under eight, but the president suggested I start with BMX, which would give me a good foundation for trial. That's how it all began—and once I discovered BMX jumps and bumps, I forgot all about trial!





**In August 2023, you were selected for the World Championships in Scotland. What are your best personal and sporting memories of this event?**

I was lucky enough to compete in the World Championships back in 2019 in Belgium, but 2023 was the first time I flew abroad for my sport. In Glasgow, all the cycling disciplines were represented, and I got to watch other events like freestyle and road cycling. The city center of Glasgow was closed to traffic for the road cycling races, which was incredible—riding around the city and strolling through downtown with no cars anywhere!

On the sporting side, I ended up sharing an apartment with a Brazilian rider from my category. We spent a lot of time together, track training together, doing sprints on rest days, and eating together at mealtime. My goal was to make it past the qualifiers, which I did. In the end, I made it to the eighth-finals, but I got into a tangle with a Canadian rider, which slowed me down and cost me the quarter-finals.

**In late 2023 and early 2024, you had to stop riding for several months because of injuries. How did you cope, and how did you handle the lack of competition and the long down-time before you could get back to your sport?**

I unfortunately had several injuries in my 2022 and 2023 seasons (two broken elbows, a serious hematoma, a concussion, a broken wrist, and fractured fingers). With every injury, the hardest part is accepting the situation... but each time, I've come back stronger.

At the end of 2023, a second elbow fracture kept me from training during the off-season. When I was ready to go back, a herniated disc kept me off the tracks for another ten weeks. This back injury was particularly difficult because I wasn't allowed any physical activity at all. That meant I started the season with zero winter training and nearly five months without riding.

I have always tried to find something positive in these moments, but it hasn't always been easy, especially since you never get a break from social media—you can see all the other riders progressing and you just feel powerless. Despite all that, these injuries helped me get to understand my body better, showed me my limits, and forced me to work on my mental resilience. Plus, it was nice to have time to spend with my friends and family!

**Despite that rough patch, you had a strong 2024 season, ending with a fifth-place finish in the overall standings. How are you feeling today?**

The first two rounds were tough, I wasn't fully prepared and had barely two weeks of training under my belt. But in all the subsequent rounds, I managed to qualify for the finals and even make it onto the podium. That fifth-place finish reflects my consistency at the end of the season.

At the European Championships in Verona in June, I just missed the semi-finals, finishing fifth in the quarter-finals (top 25 in Europe). That's my best result at a European Championship. Plus, from the quarter-finals onwards, the races were broadcast live on Eurosport, as we were racing with both Juniors and Elites. It was the first time I was on TV!

Today, I feel great. I'm training hard, and I'm in good shape. I'm looking forward to a proper winter training session. I've just returned from a week-long camp in Troyes where I got to train on an 8-meter ramp. Next season, I'll be moving up to the Juniors category, which is almost like starting a new sport. We'll be riding on the same tracks as the Elites internationally, which means 8-meter starts and all the pro-level lines. It's a big change, and most riders usually stay in the Challenge category. In Switzerland, only a few riders will move up to Juniors next year, and the only Swiss track with an 8-meter ramp is in Aigle.

To train properly on these ramps, I'll spend some time on the Paris Olympic track during the Christmas holidays, and then I'll head to Verona, where the first round of the European Cup will take place. This event will count towards the qualifications for the 2025 European and World Championships.



**Which BMX athlete inspires you the most, and why?**

I really admire Joris Daudet, who's been at the top of BMX for years. He's won every major competition and is incredibly fast on all types of tracks. He's truly impressive. I also like the style of Swiss rider Renaud Blanc, who, in my opinion, is the most technically skilled rider on the circuit.

**What are your goals or expectations for the 2025 season?**

I'm really hoping to have the best winter preparation possible so I'm fully ready for my first season in the Juniors and can enjoy every moment on the track. I want to ride clean, fast, and perform well. Qualifying for the European Championships would be amazing and making it to the World Championships would be just incredible. But for now, I'm focusing on my performance and progression—results will follow. The Junior years are tough because the competition is intense, but my career is just getting started. I need to stay patient and gain as much experience as possible from every European race I'll be part of.

I also want to thank all the people and companies who help fund my competition seasons. None of this would be possible without their support.





# Stay in the Know

## Website

- ▶ [regiondentsdumidi.ch](http://regiondentsdumidi.ch)
- ▶ [logueur.regiondentsdumidi.ch](http://logueur.regiondentsdumidi.ch) (for hosts)

## Tourist Offices

- ▶ Champéry
- ▶ Morgins

## Virtual Information Points

- ▶ Val-d'Illiez (train station)
- ▶ Champoussin (Antre d'Eux)

## Social Media

- ▶ Région Dents du Midi
- ▶ @RegionDentsDuMidi
- ▶ @RegDentsDuMidi
- ▶ Région Dents du Midi
- ▶ Région Dents du Midi SA
- ▶ @regiondentsdumidi
- ▶ #regiondentsdumidi

## WhatsApp Info Service

- ▶ Sign up for news alerts on your phone (free service). Registration at:

## Partner & Client Newsletters

- ▶ News, events, special offers, and up-to-date insider tips.
- ▶ Sign up for the newsletter by filling out the form at [regiondentsdumidi.ch](http://regiondentsdumidi.ch)

## Maps & Brochures

## RDDM Info

- ▶ A bi-annual publication sent to letterboxes in the Illiez Valley and to all second-home owners





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