



ENGRAVED ON MY HEART.

## Group Media Trip - Living traditions in Valais

Destinations: Anzère and Crans-Montana

Dates: Tuesday, 17<sup>th</sup> to Saturday, 21<sup>st</sup> September 2019

Participants: max. 8 international journalists

Highlights: Museum of bisses (traditional irrigation channels), hike along a bisse, Le Tsalan Alpine pasture, introduction to Alphorn and the art of raclette scraping and the Federal Folk Music Festival in Crans-Montana



[www.visitvalais.ch](http://www.visitvalais.ch)



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## Valais - land of traditions

Customs and traditions are cared for and preserved in Valais. There are for example the bisses, the historic irrigation channels. A bisse is an open ditch delivering priceless water from mountain streams - often by daring routes - to arid pastures and fields, vineyards and orchards. Many bisses are still in use today and so are carefully maintained. Numerous trails accompany these historic watercourses, inviting visitors to varied hikes on historic trails.

Valais also offers plenty of culinary delights for its residents and visitors. Robust wines with mineral notes, cheeses with floral undertones, vitamin-rich fruit and vegetables, characterful salted meats and rare spices - Valais is home to a large number of local specialities that taste simply wonderful. From the flatlands of the Rhone valley to the mountain pastures, not forgetting the sun-kissed orchards, the canton is a garden of delights where know-how that has been passed down through the generations combines with daring culinary creations to create sheer joy for the taste buds.





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## Anzère

Anzère lies on a sunny terrace above the Rhone Valley. Because of its sunny climate and the lowest precipitation levels in Switzerland, Valais farmers built numerous bisses - the common irrigation canals. Three major bisses spanning 70 kilometres traverse the borough. The first bisses were built in the mid-fifteenth century, and Anzère has opened a small museum to commemorate the bisses. Visitors will also find numerous alpine settlements with simple mountain huts made of stone or aged wood.

[www.anzere.ch](http://www.anzere.ch)

### Interview partners in Anzère\* :

- Gaëtan Morard of the museum des bisses
- Lucien Morard, caretaker of the bisse
- Rosemarie from the alp Tsalan
- The guide of the hike (person to be defined)

## Crans-Montana

Stretching from the Rhone valley to the Plaine Morte Glacier at 3000m, Crans-Montana is a sunny region with a breathtaking view over a string of mountain peaks that unfold from Bietschhorn to Mont Blanc via the Matterhorn. With its lakes, forests, glacier and vineyards, the region has something to offer every nature lover.

Sports fans, too, will be delighted to discover a large array of amenities dedicated to sporting activities, whilst cultural devotees will enjoy the wide range of museums, events and festivals. In fact, Crans-Montana combines all the benefits of the urban lifestyle within a mountain setting, with a wide selection of restaurants ranging from mountain huts to award-winning restaurants, numerous boutiques and shops, a wellness centre, a variety of entertainment and a vibrant nightlife.

[www.crans-montana.ch](http://www.crans-montana.ch)

### Interview partners in Crans-Montana\* (tbc):

- Bruno Huggler, director of Crans-Montana Tourism and Congress and president of the organisation committee of the Federal Folk Music Festival
- A winemaker representing the Crans-Montana Winemaker's Association (tbc)
- Sandrine Espejo, secretary-general of the Colombire Hamlet Association
- Stephane Robyr, manager of the Corbyre Alpine pasture and master cheesemaker.
- Franck Reynaud, a Michelin-starred chef and creator of a dishes based around Valais products.

*\*Interviews can be organized according to journalists' interest and availability of the speakers.*



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Program (subject to modification)

Tuesday, 17<sup>th</sup> of September 2019 - Hello Valais!

Individual journey to Anzère.

15:00 Individual arrival of the participants in Anzère. Meet with Valentine Gaillet (+41 76 624 28 46) from Anzère Tourism and Flurina Manser (+41 79 640 31 91) from Valais/Wallis Promotion. Check-in at the hotel Zodiaque.

#### **Hotel Zodiaque**

Place du Village 8

CH-1972 Anzère

Phone: +41 27 399 16 16

[www.anzere-vacances.ch](http://www.anzere-vacances.ch)

15:30 Guided hike with the caretaker of the bisse along the Bisse de Sion and the Grand Bisse d'Ayent up to Le Pertou. The hike passes by the remaining sections of the old bisse, which will feature on Switzerland's new CHF 100 note. From here, a minibus will pick you up and take you to Valais's bisse museum.

17:00 Visit of the museum of bisses.

#### **Musée des Bisses**

The museum traces the history of the bisses throughout the centuries, taking visitors on a journey back in time across four floors and 270m<sup>2</sup> of exhibition space. Nearly 1,000 documents and hundreds of objects explain why the bisses have been crucial to the development of the region for so long.





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- 19:00 Welcome drinks and presentation by Valais/Wallis Promotion and Anzère Tourism at the Hôtel Zodiaque. Damian Indermitte, director of Anzère Tourisme, will attend.
- 19:30 Dinner at the restaurant of the hotel.
- Overnight in Anzère.



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## Wednesday, 18<sup>th</sup> of September 2019 –Tsalan Alpine pasture and bisse

- 08:00 Breakfast at the hotel.
- 09:00 Meet with Valentine Gaillet (+41 79 624 28 46) from Anzère Tourism and the guide at the lobby of the hotel.  
*Remember to bring a good pair of walking shoes and a bottle of water.*
- 09:30 Journey up via cable car, 30-minute walk followed by a visit to Le Tsalan Alpine pasture.

### **Le Tsalan Alpine pasture**

Nestled at 2,100m in altitude, Le Tsalan Alpine pasture will offer you a magnificent view of the Valais Alps. Rosemarie, who runs the pasture, works with her cheesemakers to produce fromage frais, sérac, tomme and raclette cheeses that visitors are sure to find delicious.



- 12:00 Lunch at le Tsalan.



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14:00 Guided hike back to Anzère via the **Bisse de Sion**. (3h)

The path leads up to the Duez Alpine pasture, then continues on virtually level ground to the Serin Alpine pasture. The return journey begins by following the Bisse de Sion, a historic irrigation canal built between 1901 and 1903 to channel water from the Lienne river to the local agricultural areas.

17:30 Free time. Take the opportunity to relax at the **Anzère Spa & Wellness** thermal baths. You can enjoy free entry.  
[www.anzerewellness.ch](http://www.anzerewellness.ch)

19:00 Dinner at the restaurant Le Panorama

**Restaurant Le Panorama**

Route d'Anzère 32  
CH-1972 Anzère  
Phone: +41 27 399 31 00  
[www.h-eden.ch](http://www.h-eden.ch)

Overnight in Anzère



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## Thursday, 19<sup>th</sup> of September 2019 - Anzère & Crans-Montana

- 08:00 Breakfast at the hotel and check-out.  
*Please leave your luggage at the hotel reception. You'll collect it before the transfer to Crans-Montana.*
- 09:00 Meet with Valentine Gaillet (+41 79 624 28 46) from Anzère Tourism at the lobby of the hotel.
- 09:30 **Alphorn class and introduction to the art of raclette scraping.**
- 12:00 Raclette lunch at the village place.
- 14:00 Return to the hotel to collect luggage and transfer by minibus to Crans-Montana (45 mins).
- 15:00 Arrival in Crans-Montana. Meet with Pierre-Henri Mainetti (+41 79 673 69 25) from Crans-Montana Tourism & Congress. Check-in at the hotel du Parc.

### **Hotel du Parc**

Route du Parc 5  
CH-3963 Crans-Montana  
Phone: +41 27 481 41 01  
[www.parc-hotel.ch/](http://www.parc-hotel.ch/)

- 16:00 Visit of Crans-Montana with Pierre-Henri Mainetti.
- 18:30 Evening meal at the marquee restaurant in Crans  
<http://www.cransmontana2019.ch/perimetre/?lang=fr> Point n°3
- 20:30-22:30 Opening concert of the Federal Folk Music Festival with Flurina Manser (+41 79 640 31 91) from Valais/Wallis Promotion.

### **Federal Folk Music Festival**

The Federal Folk Music Festival is the flagship event of the Association of Swiss Folk Music (ASMP - Association suisse de la musique populaire). The ASMP's goal is to promote new and traditional music and support folk musicians. The ASMP's active support contributes to the development of the history of Swiss folk music, which evolved from the rural dance music of the 19th century.



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The first Federal Folk Music Festival took place in 1971 in Sargans in the canton of St. Gallen. Since then, the festival has taken place every four years in different regions of Switzerland.

Overnight in Crans-Montana



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## Friday, 20<sup>th</sup> of September 2019 – Federal Folk Music Festival

08:00 Breakfast at the hotel.

09:30-14:00 Vineyard experience and folk music in a wine cellar.

- A tour of the **built heritage** of the village of Lens
- A walk through the **vineyard**
- Visit of **La Romaine wine cellar** and tasting of Valais specialities
- Continue to the Salle Bourgeoisiale in Lens for appetisers followed by a **traditional Valais meal**.



14:30 Hike along the **Bisse du Tsittoret** from the Cave du Scex.

Visit to the **Museum of Colombire Pasture**.  
Chalet visits and on-site activity.



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17:00 Return to the hotel.  
Opportunity to visit the folk music market.

19:00 Evening meal at the local produce area of the Federal Folk Music Festival.

Enjoy a meal at the heart of the festival. A lively atmosphere is guaranteed on the benches of the **local produce area**. Try the regional products offered by local producers.

<http://www.cransmontana2019.ch/perimetre/?lang=fr> Point n°4

Free time at the festival to listen to the wide choice of concerts.

Overnight in Crans-Montana



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## Saturday, 21<sup>st</sup> of September 2019 - Goodbye Valais!

08:00 Breakfast at the hotel and check-out.

Morning at the festival: discover a host of concerts and dishes in the catering chalets. You will receive a meal voucher that is valid at all catering sales points.

From 14:00 Individual departure.



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### Additional information for your article

[www.visitvalais.ch](http://www.visitvalais.ch) - Official website of Valais/Wallis Promotion with countless ideas for what to do plus news about Valais.

[www.myswitzerland.com](http://www.myswitzerland.com) - Official website of Switzerland Tourism.

### Websites of the destinations visited

[www.anzere.ch](http://www.anzere.ch) - Anzère

[www.crans-montana.ch](http://www.crans-montana.ch) - Crans-Montana

### Photos of Valais

You will find more than 4,500 pictures of Valais in our photo library, available for editorial use. Please respect copyright.

<https://photos.valais.ch>

### Insurance

Participants are responsible for arranging their own insurance.

### Travel to Valais

Travel to Valais is organized by Switzerland Tourism.

### Social Media

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[@ValaisWallis](#) [#Valais](#) [#MySummerInValais](#)



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## Contacts for your media trip

### **Valais/Wallis Promotion**

Rue Pré Fleuri 6  
CH - 1951 Sion  
[www.visitvalais.ch](http://www.visitvalais.ch)

### **Flurina Manser**

Corporate Communications  
Direct: +41 27 327 35 28  
Mobile: +41 79 640 31 91  
E-mail: [flurina.manser@valais.ch](mailto:flurina.manser@valais.ch)

### **Anzère Tourisme**

Place du Village 8  
CH - 1972 Anzère  
[www.anzere.ch](http://www.anzere.ch)

### **Valentine Gaillet**

Marketing & Sales  
Direct: +41 27 399 28 00  
Mobile: +41 79 624 28 46  
E-mail: [valentine.gaillet@anzere.ch](mailto:valentine.gaillet@anzere.ch)

### **Crans-Montana Tourism & Congress**

Route des Arolles 4  
CH - 3963 Crans-Montana  
[www.crans-montana.ch](http://www.crans-montana.ch)

### **Pierre-Henri Mainetti**

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