



ENGRAVED ON MY HEART.

## Group Media Trip – Colours of autumn

Destinations: Fully, Val d'Anniviers and Leukerbad

Dates: Tuesday, 8<sup>th</sup> to Saturday, 12<sup>th</sup> October 2019

Participants: max. 10 international journalists

Highlights: Chestnuts from Fully, wine cellars, Valais Vineyard Trail, autumn walk in the Val d'Anniviers, thermal spa resort of Leukerbad



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



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## Fully

Fully is known for its vineyards and fine wines – especially those made from grapes of the Petite Arvine variety. Nearby, Les Follatères is a nationally important nature reserve, home to an exceptional wealth of plant and animal life. A large chestnut grove offers an idyllic backdrop for the annual chestnut festival, which showcases a variety of local cuisine. The spectacular landscapes on Fully's doorstep allow for magnificent hikes – such as the popular Tour of the Muverans.

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

## Val d'Anniviers

Framed by peaks higher than 4,000 m, the Val d'Anniviers is an Alpine valley linking Sierre with the resorts of St-Luc, Chandolin, Zinal, Grimontz and Vercorin. In winter, snow sports enthusiasts enjoy a vast expanse of pistes and freeride zones against an incomparable mountain backdrop, in three ski areas accessible with one ski pass. In summer, the Val d'Anniviers offers endless opportunities for hikes and mountain ascents, at altitudes ranging from 500 to 4,500 metres. There are so many exciting places to explore – such as the Moiry dam and its turquoise waters, the Zinal copper mine, the Planets Trail, the Adventure Forest at Vercorin, the Moiry via ferrata, and the Three Bisses circuit – that you won't want to leave!

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

## Leukerbad and surroundings

Every day, 3.9 million litres of water at a temperature of 51 degrees gush from 65 thermal springs in the mountain spa resort of Leukerbad. Alongside various public thermal baths and a medical rehabilitation centre, attractions include sensational winter sports and summer adventure activities. After their exertions, all visitors – in summer and winter alike – should enjoy a blissfully relaxing spell at one of the welcoming spas.

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





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**Programme** (subject to alteration)  
**Tuesday, 8<sup>th</sup> October 2019 – Hello Valais!**

Individual journey to Fully.

16:00 Individual arrival of participants in Fully. Meet with Alexandre Roduit (+41 79 723 80 51) from Fully Tourisme at the bus stop «Fully, poste».

Check-in at hotel de Fully.

**Hotel de Fully**

Rue de l'Eglise 16  
CH-1926 Fully  
Phone: +41 27 746 30 60  
[www.hotel-de-fully.ch](http://www.hotel-de-fully.ch)

18:30 Meet with a representative of Valais/Wallis Promotion at Cave André Roduit & Fils.

**Cave André Roduit & Fils**

Chemin des Claives 20  
CH-1926 Fully  
Phone: +41 27 746 12 59  
[www.rodutvins.ch](http://www.rodutvins.ch)

18:45 Official presentation by Valais/Wallis Promotion and Fully Tourisme.

19:00 Guided tasting of wines from the region.

19:30 Dinner of «Brisolée», a traditional autumn dish.

**The chestnuts of Valais**

Chestnuts were once known in Valais as the «bread of the poor». At that time, Valais was the largest producer of chestnuts in Switzerland, along with Ticino. Today, large chestnut groves can still be found in Fully and Mörel and offer delightful walks. In autumn, the people of Valais enjoy serving roast chestnuts in a traditional dish known as «brisolée» along with various local meat and cheese specialities, slices of Valais rye bread and fresh apples.

<https://www.valais.ch/en/about-valais/local-products/chestnuts>

Overnight in Fully.



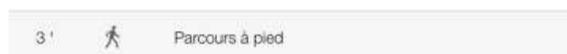
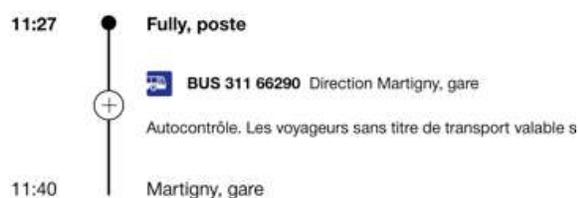
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## Wednesday, 9<sup>th</sup> October 2019 – Exploring the Valais «terroir»

- 08:00 Breakfast at the hotel and check-out.  
*Please leave your luggage at hotel reception.*
- 09:30 Meet with Alexandre Roduit (+41 79 723 80 51) from Fully Tourisme at the hotel lobby.  
*NOTE: Please wear good walking boots and bring a bottle of water.*
- 09:45 Visit the chestnut forest and vineyards of Fully with a knowledgeable guide.



- 11:15 Collect your luggage from hotel reception.
- 11:27 Transfer from Fully to Sierre.





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12:08 Arrival in Sierre. Meet with a representative from Sierre-Anniviers Marketing. Organised transfer to the Château de Villa for lunch.

#### **Château de Villa**

Rue de Ste-Catherine 4

CH-3960 Sierre

Phone: +41 27 455 18 96

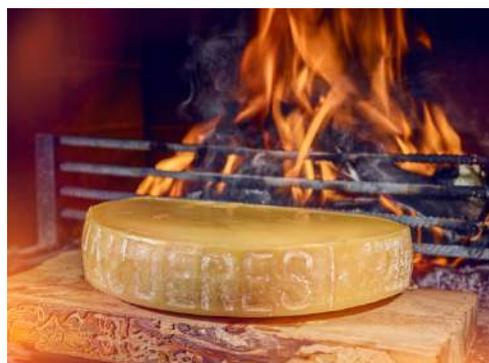
[www.chateaudevilla.ch](http://www.chateaudevilla.ch)

12:15 Lunch with traditional Raclette du Valais cheese AOP.

#### **Raclette du Valais AOP**

According to legend, it was a Valais winegrower called Léon who invented the tradition of eating Raclette. One cold day, he warmed up a piece of cheese over an open log fire, rather than eating it raw, and this quintessential Valais delicacy was born. To this day, Valais cheese-makers use an ancient, traditional recipe to turn untreated milk into the finest and most authentic product Valais has to offer: Raclette du Valais cheese AOP.

<https://www.valais.ch/en/about-valais/local-products/raclette-du-valais-aop>



14:30 Organised transfer from Sierre to Vissoie.

15:00 Visit to the new **Fromagerie d'Anniviers** (TBC).  
[www.fromagerie-anniviers.ch/](http://www.fromagerie-anniviers.ch/)

17:00 Organised transfer from Vissoie to Zinal.



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17:20 Arrival in Zinal. Check-in at Swisspeak Resort.

### **Swisspeak Resort, Zinal**

Located by the cable car station, the Swisspeak Resort in Zinal offers guests apartments that combine modern technology and typical local appeal. Your guide for your stay in this magnificent mountain setting is the Swisspeak mobile app: your smartphone becomes your key to a Valais of thrilling activities and authentic charm. All the services aim to provide guests with mountain experiences in the best possible conditions, so that their stay may be enriching, refreshing - and blissfully relaxing.

[www.swisspeakresorts.com/en/our\\_resorts/zinal](http://www.swisspeakresorts.com/en/our_resorts/zinal)



17:30 Time at leisure.

19:30 Dinner at the Restaurant Pension de la Poste.

### **Pension de la Poste**

Rue Montferrier 29

CH-3961 Zinal

Phone: +41 27 475 11 87

<http://lapostezinal.ch>

Overnight in Zinal.

## Thursday, 10<sup>th</sup> October 2019 – Autumn walk in the Val d’Anniviers

- 08:30 Breakfast at the hotel.
- 09:30 Meet with a representative of Sierre-Anniviers Tourism in the hotel lobby.  
Organised transfer to the Moiry dam.  
*NOTE: Please wear good walking boots and bring a bottle of water.*
- 10:00 Hike in the Moiry region.

### **Moiry dam**

Located beyond Grimetz, high up in the Val de Moiry, the Moiry dam entered service in 1958. It is not the most impressive dam in Valais, but from the path that leads up to the summit of the Sasseneire (3,254 m), the views of the turquoise waters of the reservoir and the Moiry Glacier are magnificent. The dam and glacier are both accessible by car or PostBus from June to October, weather permitting. The access road is closed in winter. Fascinating guided tours of the dam’s interior in summer tell its story and reveal its secrets.

[www.valdanniviers.ch/tourism/moiry.html](http://www.valdanniviers.ch/tourism/moiry.html)



- 12:00 Picnic.
- 13:30 Continuation of the walk.

16:00 Guided visit of the historical heart of the village of **Grimenz** and the Maison Bourgeoisiale.

### **Tasting of the «Vin des Glaciers»**

The «Vin des Glaciers» is a legendary wine rooted in ancestral tradition: an integral part of the valley's heritage. Its unusual origin and strong, persistent flavour make this a wine unlike any other. The principle is simple: the barrels are never emptied. Each year, new wine is added to the old. The «Vin des Glaciers» cannot be bought; it can only be enjoyed in the cellars of the Val d'Anniviers, drawn directly from the barrel.

[www.valdanniviers.ch/tourism/glacier.html](http://www.valdanniviers.ch/tourism/glacier.html)



18:30 Return to your hotel and time at leisure. *Suggestion: make the most of the spa at your hotel.*

19:30 Dinner at Hotel-Restaurant Le Trift.

### **Hotel-Restaurant Le Trift**

Route de Liddes

CH-3961 Zinal

Phone: +41 27 475 14 66

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

Overnight in Zinal.



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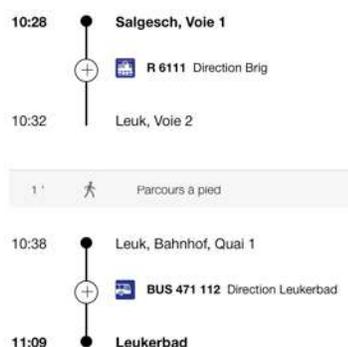
## Friday, 11<sup>th</sup> October 2019 – Varen and surroundings

- 07:30 Breakfast at the hotel and check-out.
- 08:30 Organised transfer to Salgesch.
- 09:15 Visit to the **Wine Museum** in Salgesch.  
[www.museedevin-valais.ch/en/](http://www.museedevin-valais.ch/en/)

### Visit to the Wine Museum

For thousands of years people have cultivated grapes and made wine in Valais, leading to the exceptional variety on offer today. The Wine Museum and its permanent exhibition in Salgesch tell the story of this long and distinctive tradition. During the course of your museum visit, you will discover the secrets of local winemaking, along with the passion and skill that winemakers have put into this craft for generations. As you travel back in time, you learn how customs, equipment and the landscape itself have evolved. The exhibition was redesigned in 2015 with loving attention to detail, and provides a compelling and comprehensive insight into this exceptional aspect of Valais heritage.

- 10:28 Transfer by train and bus from Salgesch to Leukerbad.



- 11:09 Arrival in Leukerbad. Meet with a representative from Leukerbad Tourism at the bus stop.



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11:15 Check-in at hotel

**Hotel Römerhof**  
Rathausstrasse 16  
CH-3954 Leukerbad  
Phone: +41 27 472 99 99  
[www.hotelroemerhof.ch](http://www.hotelroemerhof.ch)

**Hotel Alpenblick**  
Rathausstrasse 36  
CH-3954 Leukerbad  
Phone: +41 27 472 70 70  
[www.alpenblick-leukerbad.ch](http://www.alpenblick-leukerbad.ch)

12:00 Lunch at the Restaurant Wildstrubel by the Gemmi Pass.

**Restaurant Wildstrubel**  
Gemmi  
CH-3954 Leukerbad  
Phone: +41 27 470 12 01  
[www.gemmi.ch](http://www.gemmi.ch)

14:00 Guided visit to the «Thermal canyon walk».

### **Walk to the thermal springs in Leukerbad**

The «Thermal spring trek» theme trail explores the history and significance of the thermal spring water in Leukerbad. The route begins in the village centre and crosses the resort to reach the Dala gorge. Information panels along the way give details of the various hot springs in the resort and reveal the medicinal properties of the thermal water and its importance for the local economy. At the entrance to the Dala gorge, we leave the theme trail and begin the «Thermal canyon walk». This follows a walkway opened in 2004: a secured steel structure that leads deep into the gorge. Leukerbad's famous thermal springs bubble up in the river bed below your feet. Rust-brown streaks show the high iron content of the thermal water, which emerges from cracks and fissures in the gorge's rock walls. The wheelchair-accessible walkway is about 600 metres long and leads through the Dala gorge as far as a 35-metre-high waterfall.

<https://www.valais.ch/en/touren/hiking/hikes/walk-to-the-thermal-springs-in-leukerbad>





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15:30 Thermal pools.

**Thermal spa resort of Leukerbad**

Every day, 3.9 million litres of water, rich in precious minerals, bubble out of natural springs to feed the 30 thermal pools of Leukerbad: pure energy for body, mind and soul. Leukerbad is the largest thermal spa resort in the Alps: here, wellness is no passing fad. Take your pick from more than 300 different wellness treatments as you enjoy a seductive variety of spa facilities. Leukerbad also offers a wide range of summer and winter sports activities, along with a mouth-watering choice of cuisine.

<https://www.valais.ch/en/activities/wellness-water/thermal-baths/thermal-resort-at-leukerbad>

17:30 Time at leisure.

19:30 Dinner at the Restaurant Römerhof.

**Hotel-Restaurant Römerhof**

Rathausstrasse 16

CH-3954 Leukerbad

Phone: + 41 27 472 99 99

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

Overnight in Leukerbad.



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## Saturday, 12<sup>th</sup> October 2019 – Varen and departure

- 08:00 Breakfast at your hotel and check-out
- 09:30 Meet with a representative from Leukerbad Tourism in front of the Tourist Office.
- 09:50 Arrival in Varen. Visit to the Chevalier Bayard wine cellar and the vineyards
- 11:30 Tasting of wines and local delicacies: «Valais platter» and Raclette du Valais cheese AOP

### «Valais platter»

Known in French-speaking regions as the «Assiette Valaisanne» and in German-speaking areas as the «Walliser Teller», the gastronomic emblem of Valais perfectly embodies the convivial nature of social events here. The cold spread, designed for sharing and central to any drinks gathering, features several of the region's authentic gourmet treasures including Valais dried meat IGP, Valais cured ham IGP, Valais cured bacon IGP, Raclette du Valais cheese AOP, Valais rye bread AOP and Valais cured sausage.

<https://www.valais.ch/en/about-valais/local-products/quality-labelled-products/assiette-valaisanne>



- 13:30 Individual departure of participants.



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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.fullytourisme.ch](http://www.fullytourisme.ch) - Fully

[www.sierre-anniviers.ch](http://www.sierre-anniviers.ch) - Val d'Anniviers

[www.varen.ch](http://www.varen.ch) - Varen

[www.leukerbad.ch](http://www.leukerbad.ch) - Leukerbad

## 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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Instagram: @valaiswallis - [www.instagram.com/valaiswallis](http://www.instagram.com/valaiswallis)

Facebook: Valais Wallis - [www.facebook.com/valaiswallis](http://www.facebook.com/valaiswallis)

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



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### **Fully Tourism**

Rue de l'Eglise 54  
CH - 1926 Fully  
[www.fullytourisme.ch](http://www.fullytourisme.ch)

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### **My Leukerbad**

c/o Leukerbad Tourismus  
Rathaus  
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[www.leukerbad.ch](http://www.leukerbad.ch)

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