



PRESSKIT

SUMMER 2016

CRANS MONTANA 
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1. CRANS-MONTANA

From the plains around the Rhône up to the Plaine Morte glacier at 3000 metres altitude, Crans-Montana is a sunny region with stunning views from the amphitheatre of peaks stretching from the Bietschhorn round to Mont-Blanc via Mont Cervin. Lakes, forests, a glacier, vines – you name it – the region has it all for nature-lovers. Sports enthusiasts will appreciate the numerous amenities dedicated to them, as culture vultures will the variety of museums, events and festivals. Crans-Montana certainly has all the plus points of an urban lifestyle in the mountains with a huge choice of restaurants ranging from refuge huts to Michelin-starred restaurants, lots of boutiques and shops, a wellness centre, a variety of entertainment and lively nightlife.



2. EXCEPTIONAL OFFERS

2.1 VERY GOOD TRIP

From January 2016, you can enjoy a unique experience each month in Crans-Montana. Lasting for one month at a time, each of the 12 experiences remains a secret until it is revealed on the first day of the month in question. Learn how to harvest grapes with a winemaker from the region, cook with a local Michelin-starred chef or make your own mountain cheese – everyone will find something to their taste among the range of original and exclusive activities designed to let visitors see a different side to Crans-Montana and the surrounding region. Check out the Crans-Montana media channels to discover a unique and surprising new experience each month. www.crans-montana.ch/en/verygoodtrip

2.2 SUNGETHER

Following the tremendous success of our ski weekend last Winter, here comes the Summer Edition enriched with sun, pastures and clean air, setted up again by Crans Montana and the European dating leader Match.com. For walkers and bikers, we offer a mountain of hikes! Others can enjoy paddling or wakeboarding on the lake, climbing trees, golfing and much more. Each night everyone will gather for a festive aperitif followed by a delicious dinner and a completely crazy party! Love is definitely in the air this summer at Crans-Montana **from 8 to 11 July 2016**. www.crans-montana.ch/en/sungether



3. HIGHLIGHTS

3.1 CRANS-MONTANA BEACH CLUB

To make the most of the summer season, the Beach will be in operation at the Étang Long **from 11 June to 21 August 2016**. Open from 11am until 9pm, those with energy to burn can take on beach volleyball, banana boating on the lake or cable wakeboarding. Deckchairs, swimming, restaurants and beach bars will be welcomed by visitors seeking rest and relaxation. The Étang Long will also be home to the Maison de Bibi, open to kids all summer with lots of free activities and entertainment. Crans-Montana turns into a beach resort with something to keep everyone in the family happy! www.crans-montana.ch/en/beachclub



3.2 GRANDEUR NATURE

The Grandeur Nature park in Aminona is a place of relaxation, ideal for walking and making the most of the stunning panorama, sunshine and untouched nature. Hiking and biking enthusiasts will love the many trails along the bisses, in the forests and over the mountain pastures. Grandeur Nature is also laying on a programme of gentler activities which are supervised and free for all family members **from 16 July to 21 August 2016**. On the culture front, guests can visit the Colombire eco-museum or learn about making cheese in one of the mountain refuges. There are lots of restaurants and refuges with sunny terraces ready to lay on gourmet experiences for visitors. www.crans-montana.ch/en/grandeurnature



3.3 CRANS-MONTANA, IDEAL FOR FAMILIES

With its “family destination” label, Crans-Montana is an ideal spot for great holidays, where there is something for kids and adults alike among the numerous summer activities on offer. The Maison de Bibi at the Étang Long has activities, crafts, games and fun on offer for kids **from 25 June to 28 August 2016**. The region’s lakes have lots to offer, including fishing, swimming, pedalos, cable wakeboarding and banana boating. There are also lots of picnic spots and walks that are suitable for all ages. Other family activities on offer include a thrilling treasure hunt all around Crans-Montana, the Fun Forest park, pony and horse trekking, cycling, tennis and the climbing wall. www.crans-montana.ch/en/familles



3.4 CRANS-MONTANA, A BIKERS' PARADISE

Crans-Montana has always had close links with cycling over the years. In 1984, it welcomed a stage of the Tour de France and since then, the Tour de Suisse and the Tour de Romandie have come here regularly. With several Swiss Bike Hotels and key events such as UNICEF's Cycling for Children and the first stage of the Haute-Route Dolomites-Swiss Alps, the region could not be better suited to cycling enthusiasts. Steve Morabito himself, the professional cyclist competing in the 2016 Tour de France, is responsible for the design of several routes around Crans-Montana. Furthermore, the awesome Bikepark opened in 2001 and has quality descents for all levels.

The area also boasts varied biking facilities such as:

- > **A bikepark with red and black trails, two North-Shores and Pumptrack**
- > **An enduro and cross-country mountain bike map showing tons of maintained trails**
- > **Over 200km of road cycling routes around Crans-Montana for roadies, 10 of which are designed, tested and approved by Steve Morabito**
- > **Several charging stations for electric bikes**
- > **Three 3-star hotels designated as Swiss Bike Hotels: Hôtel du Lac, Hôtel Ad'Eldorado and Hôtel Olympic**
- > **Several sports shops dedicated to cycling, biking courses and supervision as well as organised training camps**

Everything is easily reached from the plains thanks to the Sierra-Montana funicular which takes bikes at no extra cost. Cross-country, enduro, downhill and electric bikers alike will have their expectations exceeded in Crans-Montana. www.crans-montana.ch/en/bike



3.5 CRANS-MONTANA PARKS RIDE A WAVE OF SUCCESS

Crans-Montana spoils freestylers with its three parks! The parks' new layout, endorsed by Nicolas Vuignier, freestyle professional and ambassador for Crans-Montana, forms part of a project devoted to riders which invites them not only to go out and have fun in the wakepark, bikepark and snowpark, but also to share their photos, videos and experiences on a new website. This summer, the wakepark on the Étang Long will have a second tow bar for wakeboarders, waterskiers and those on inflatable banana boats. www.crans-montana-parks.ch

The region is focussed on developing action sports and the Alaïa project is creating in Crans-Montana the first indoor and outdoor action sports centre in French-speaking Switzerland. High-quality equipment such as trampolines, indoor big-air bags, foam pits and skateparks will offer something to suit everybody. Crans-Montana's snowpark, bikepark and wakepark will host the festivities during camps and will be used as part of the programme. The project is under way and aims to open for winter 2016-2017. www.alaia.ch



3.6 GOLF CLUB CRANS-SUR-SIERRE SETTING FOR THE OMEGA EUROPEAN MASTERS

With industry reviews rating it as one of the most beautiful in the world, the Severiano Ballesteros golf course welcomes amateurs and professionals in an unbeatable setting against a magnificent alpine panorama.

From May 2016, the new website, www.golfcrans.ch, will be in operation, allowing clients to book and pay green fees at any time, with different prices depending on the time of day, season and how busy the course is. With the new system, golf lovers can also reserve their accommodation directly in Crans-Montana as well as book 3 to 5 day courses geared towards adults and children. The golf course hosts the Omega European Masters and also lays on tailor-made courses to discover the internationally renowned green, which has hosted the likes of José Maria Olazabal, Sergio Garcia and Lee Westwood.



3.7 HIDDEN TREASURES AWAIT...

SOURCES OF INSPIRATION AT THE FONDATION PIERRE ARNAUD

From **29 April to 10 July 2016**, the Fondation Pierre Arnaud opens its doors to visitors to rediscover the works of Maurice Zermatten with a reading of two of his books: *L'esprit des tempêtes* and *L'homme aux herbes*. Between the first book (written in 1946) and the second (written in 1980) Maurice Zermatten spent time in and wrote prolifically about his country. These two works, at the start and end of his writing career, discuss opposing themes: The wizard and the medicine man, good and bad, the past and future etc. Set against a backdrop of Valais, the words of Maurice Zermatten touch on big literary themes and pose universal questions, through their undeniably beautiful language, recognised by numerous literary awards.

www.fondationpierrearnaud.ch



3.8 LES RENCONTRES DE CRANS-MONTANA CULTURAL SOCIETY

"Encounters with Freedom", is an exceptional exhibition which will take place as part of the events organised by the "Rencontres de Crans-Montana" cultural society at the Fondation Pierre Arnaud between **22 July and 2 October 2016**. Visitors can discover forty-eight works painted by world-renowned artists on real fragments of the Berlin Wall. There will also be concerts, round table discussions and short films on the theme of freedom, organized throughout summer by the Rencontres de Crans-Montana. Under the aegis of the "Rencontres de Crans-Montana" cultural society, cultural events are organised year-round. Themes are carefully chosen so as to link in with the interests of the resort's guests. The idea is that the events are interactive, participatory, convivial, fun, set in different locations and open to all ages and people. Culture without boundaries or limits, covering art, music, dance, cinema, literature, sciences and many other subjects. www.rencontres-cransmontana.ch

4. TOP EVENTS

4.1 JUMPING LONGINES CRANS-MONTANA

From 28 to 31 July 2016, at the Cry d'Er car park, the Jumping Longines of Crans-Montana welcomes the best riders for one of the toughest competitions in the international equestrian calendar. With an ideal setting and strong shared values, namely elegance, refinement, tradition and a high level sporting performance, Crans-Montana is delighted to host this wonderful event.
www.jumpingcransmontana.ch



4.2 OMEGA EUROPEAN MASTERS

On the amazing Severiano Ballesteros golf course, against an incredible alpine panorama, the Omega European Masters, one of the most prestigious and competitive golf competitions in Europe, will take place between **1 and 4 September 2016**. This world-renowned golf competition, which in 2016 will celebrate its 70th birthday on this site, has seen players such as Spaniards Severiano Ballesteros, José María Olazábal and Sergio García, Scotsman Colin Montgomerie, South African Ernie Els and Brit Lee Westwood win the much coveted trophy.

www.omegaeuropeanmasters.com



5. SPECIAL EVENTS

5.1 SPORT TALENTS CHARITY DAY

The second year of this golf competition in aid of young promising sportsmen and women will take place **on 27 May 2016**. In 2015, this fantastic event saw celebrities such as Didier Cuche, Christian Karembeu, Dominique Gisin, Didier Défago and Jean-François Rossé competing against each other on behalf of Ski Valais/Wallis Memories and the Panathlon Club Valais Sion.

www.sport-talents.ch

5.2 CYCLING FOR CHILDREN

On 18 June 2016, UNICEF Suisse is putting on its Cycling for Children event in Crans-Montana for the first time. It is an informal cycling event dedicated to families, sporty types and businesses who want to raise money for children in difficult circumstances all over the world. The course is a 25km circuit with a climb of 884m, which amateurs or sport-enthusiasts can complete as many times as they want. Both individual and team participants will be raising as much money as possible for children suffering from malnutrition or lacking access to drinking water. With music and spectators cheering them on, participants will have support all the way round the course, with rehydrating drinks and deckchairs laid on for them during well-deserved breaks. Throughout the day, there will be activities for kids in the sports hall car park and from 5pm, when the riding stops, the festivities will take over with food, music and activities.

www.unicef.ch/en/cycling-for-children



Give it all.

CYCLING FOR CHILDREN
18 JUNE 2016, CRANS-MONTANA
give-it-all.ch

The sporty fund-raising campaign
for children around the world.

Sign up now!

IN CORPORATION WITH
CRANS MONTANA   

unicef 

5.3 AMBASSADORS OF MUSIC

Groups of young American musicians from some 15 states will be meeting in Crans-Montana for a music camp set in the heart of the Valais Alps. **From 17 June to 26 July 2016**, all of the groups will be performing free-entry concerts in the grand garage car park.

www.crans-montana.ch/en/ambassadorsofmusic

5.4 STREET PARTIES

On every Friday **during 15 July to 26 August 2016**, Avenue de la Gare and Rue Luis-Antille will be the place to be for holiday-makers. Local produce, crafts, food and musical acts... 30 local businesses will be heading down to the street to make the most of the summer season.

www.crans-montana.ch/en/fetesdanslarue



5.5 SWISS NATIONAL HOLIDAY

The national holiday weekend will be celebrated in style in Crans-Montana. Aquatic displays on Lake Grenon will be taking place **on 30 and 31 July and also 1 August 2016** in the afternoon as well as the evening. There will be an amazing fireworks display as part of the aquatic display in the evening of 1 August. www.crans-montana.ch/en/fetenationale

5.6 VISION ART FESTIVAL

From 20 to 27 August 2016, the top artists from the international street art scene will let their imagination run riot and their talent break the monotony of grey walls, creating brilliant works of art around the pistes and resort. The 2015 Vision Art Festival, which welcomed artists who are used to performing their talents in the biggest cities around the world, has meant that Crans-Montana can call itself a vibrant artistic destination where urban art sits alongside nature and the majestic alpine panorama.

During this week-long festival, there will be a children's day where kids can paint unique works alongside artists, which will then be sold at auction at the VAF evening event in aid of the VAF Kids Foundation. This charitable organization aims to give children new outlooks by funding projects to explore art in Switzerland and abroad. www.visionartfestival.com



5.7 HAUTE ROUTE DOLOMITES SWISS ALPS

This competition takes place over seven consecutive days from Geneva to Venice, covering 900km over which cyclists must tackle 12 ascents of over 2000m. At the end of the first stage contestants will come to Crans-Montana, **on 5 September 2016**. The following morning they will head towards Saint Gotthard during the stage covering 137km, arriving in Venice on 11 September 2016. www.hauteroute.org

5.8 DÉSALPE

Come and experience the legendary descent of cattle from the pastures to the centre of Crans-Montana **on 17 September 2016**. This is a wonderful procession with musical events, food stalls and cheese stalls laid on for visitors for a day with a great atmosphere.

www.crans-montana.ch/en/desalpe



6. HISTORY

In 1893, Hôtel du Parc, Montana's first hotel, opened its doors. It was thought up by two friends who were also local hunters, Louis Antille and Michel Zufferey, and is perched on a majestic south-facing plateau looking towards the Bernese Alps.

The forward-thinking Dr Stephani, who was based in Geneva, brought his patients to Luis Antille in Crans-Montana for the air quality and the landscape, and also opened the first proper road in the resort in 1896. From little acorns, great oaks grow and in 1906 Englishman Sir Henry Lunn decided to bring golf to the resort for the first time. In 1908 Crans-Montana opened an 18-hole golf course, known then as "the highest in the world".

In 1911, "the longest funicular in Switzerland" was opened: 4.2km long and linking Sierre to the resort in one hour, instead of the four hours that would be required on the back of a mule. In that same year, an esteemed descendant of the Lunn family, Arnold, Henry's son, turned Crans-Montana into "the resort for pioneers of alpine skiing", organising what the sports press called "the first major downhill challenge in the history of skiing": The Lord Roberts of Kandahar Cup Challenge.

The Severiano Ballesteros golf course hosted in 1939 the Premier Open Suisse de Golf, which became the European Masters in 1983 where the world's best golfers came to compete: Jack Nicklaus, Dallemagne, Angelini, Van Donck, Ballesteros, Player, Miller, Faldo, Ernie Els and so on... As the years went by, the resort rode a wave of success and in 1987 hosted the Alpine Skiing World Championships, which was immortalised by 1500 journalists, photographers and cameramen from 35 countries.



7. STATISTICS SHEET

- > 34 hotels / 93 bars and restaurants / 120 shops and boutiques
19 picnic areas
- > Lifts open from June to October from 9.15am until 4.30pm.

Hiking

- > 280km of walking trails
- > 6 bisses

Biking

- > 200km of road cycling routes
- > 177km of cross-country and enduro trails
- > 1 bikepark

Golf

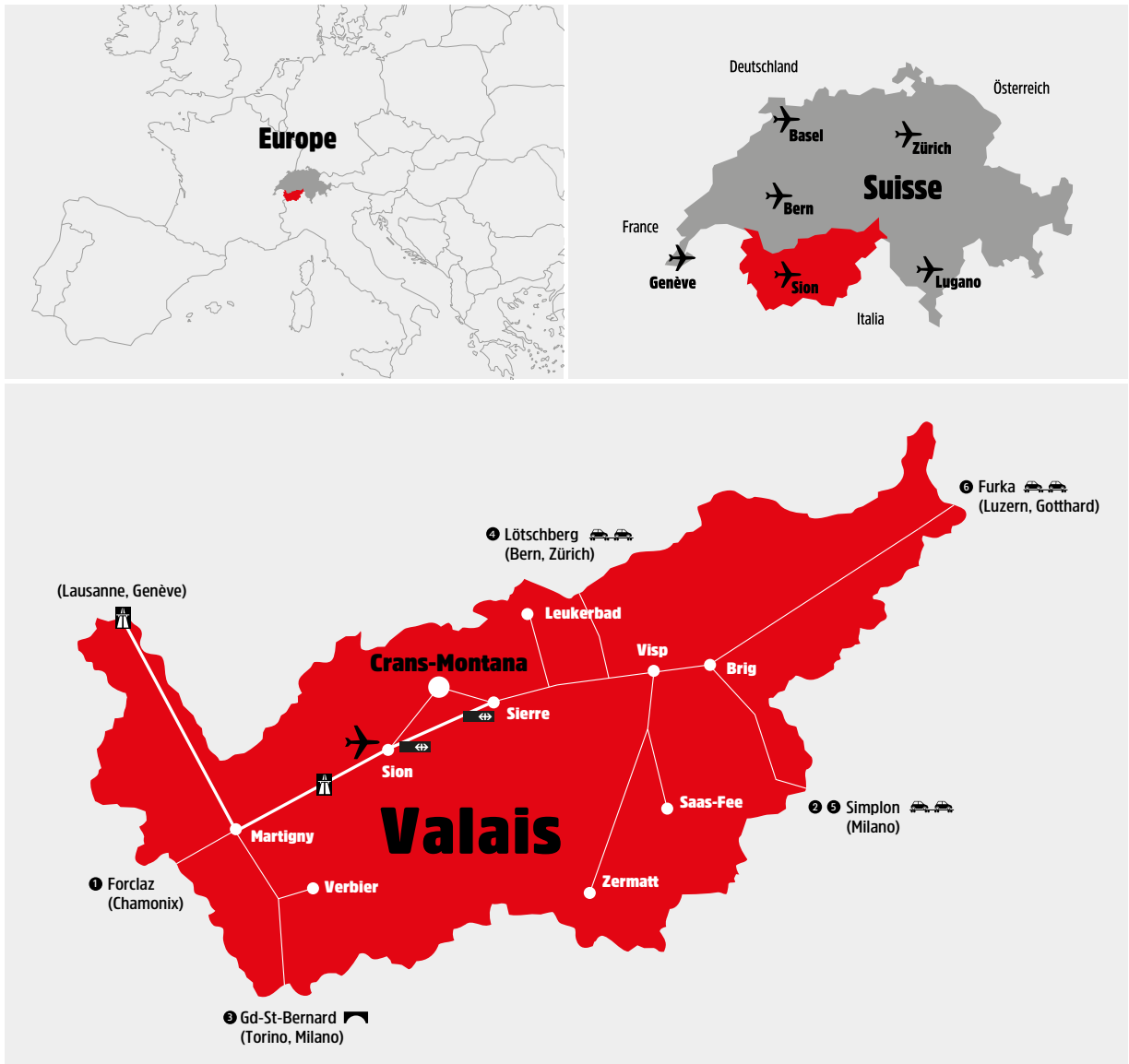
- > 1 mini-golf course at the Ycoor Lake
- > 1 x 18-hole course – handicapping system – Severiano Ballesteros
- > 1 x 9-hole course – handicapping system – Jack Nicklaus
- > 1 x 9-hole course – no handicapping system, open all year
Chermignon d'en Bas
- > 1 x 9-hole course – no handicapping system – Super Crans – Vermala

Fishing

- > 7 fishing lakes



8. TRAVEL



BY PLANE

Geneva: 180km
 Zurich: 300km
 Milano Malpensa: 220km
 Sion (regional): 30km

BY CAR

- > Take the A9 motorway to Sierre, then head towards Crans-Montana (15km)
- > Over the Forclaz **1** and Simplon mountain passes **2** and through the Great St Bernard tunnel **3**
- > By car-carrying shuttle train through the Lötschberg **4** (Kandersteg-Goppenstein), Simplon **5** (Iselle-Brig) and Furka **6** (Realp-Oberwald) tunnels

BY TRAIN www.cff.ch

- > Switzerland: Direct connections from Basel, Bern, Geneva/airport, Lausanne and Zurich/airport (Sierre station)
- > Europe: Fast connections across the whole European network via Milan or Paris (TGV Lyria) (Sierre station)

BY FUNICULAR www.cie-smc.ch

Direct access from Sierre twice hourly
 (non-stop: 12 mins / all stops: 20 mins)

BY BUS www.cie-smc.ch - www.carpostal.ch

Sion station: ~45 mins
 Sierre station: ~35 mins

Free shuttle bus service throughout the resort

BY TAXI

Sion station
 Sierre station



Genève
2h15



Glacier d'Aletsch
1h45



Milan
2h30



Chamonix/Mont Blanc
1h30



Château de Chillon
1h



Gstaad
2h



Montreux
1h15

CRANS MONTANA 
Absolutely



Zermatt/Matterhorn
1h30



Lavaux
1h15



Lausanne
1h30



Interlaken
2h15



Berne
2h



Lucerne
3h



Zurich
3h

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CRANS MONTANA 

Absolutely

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