



# Val d'Anniviers

## Why you should visit us...



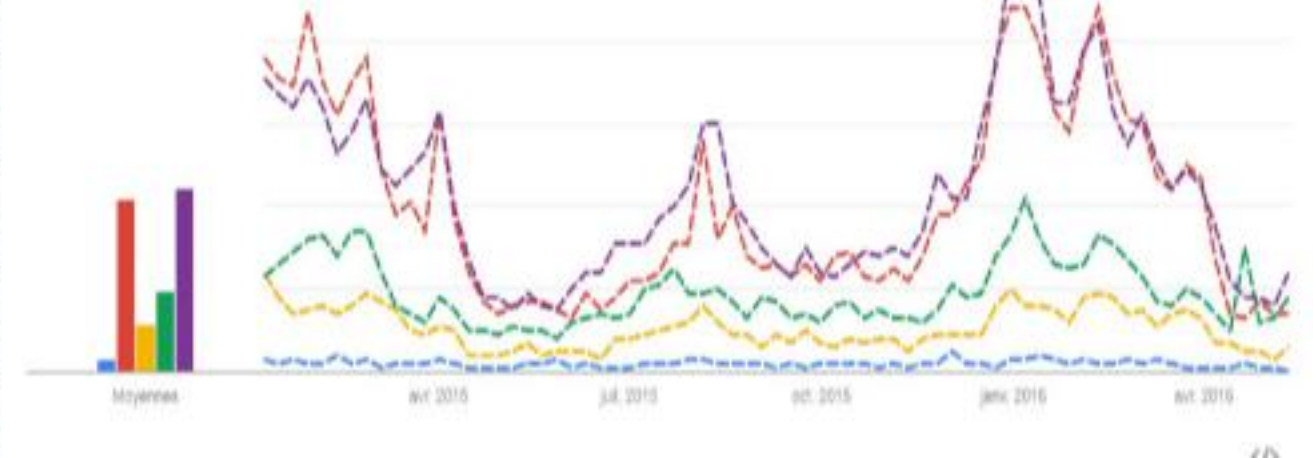
4 stations  
15 villages  
2,700 inhabitants

Target Market

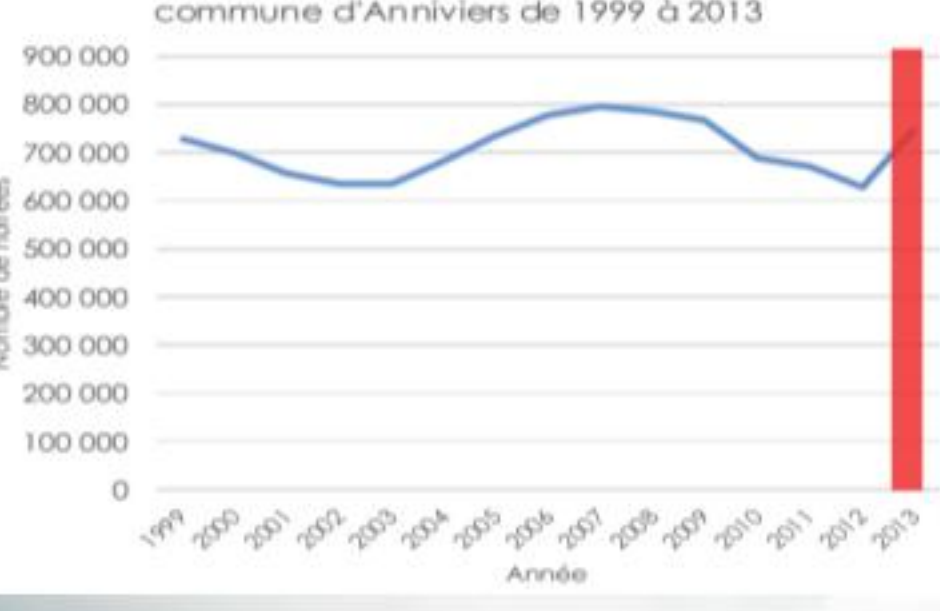


Google Trends from January 2015 until May 2016

Val d'Anniviers  
Grimentz  
Chantonnay  
Vercorin  
Zinal



Nombre de nuitées comptabilisées sur la commune d'Anniviers de 1999 à 2013



Accommodation Type

- TO (12%)
- Hotels & BnB (10%)
- Group a. (13%)
- second home (35%)
- chalet... (29%)
- camping (0%)



Happy  
WINTER



Smell  
THE  
Summer

### Top Events

Spring/Autumn activities

- Opening of the Dow Hill bike season
- Openair Cinema
- Fondue-Lune in Bendolla
- Do It Yourself for Easter
- Rallye du Valais
- Désalpes

Spring/Autumn staging

- Down Hill could be a sport week-end event. By using the winter infrastructure (snowboard), shows, workshops for every age and well known person from the DH industry
- Openair Cinema, instead of doing it during the Winter. They could create a package with a diner, cinema entrance and a night in a hotel.
- Fondue-Lune Bendolla, could be adapted to the inter-season. In Spring, a menu with Dents-de-Lion salad and meringue, double crème and strawberries. In Autumn, a menu with game and chocolate pie.
- Do It Yourself, adapted to Halloween and candy hunt in the Val d'Anniviers



### Challenges

#### Social

Adapt activities and infrastructures to disable persons. Moreover, stations could offer their facilities to schools or organisations for Spring and Autumn camp.

#### Economic

Every restaurants and hotels are closing at the same time, from April until June. Therefore, if the region would like to make the inter-season some attractive, they should pre-book packages to guarantee a minimum overnight sale. Thus, the businesses would be more willing to open.

#### Environmental

Promote more this 2016 summer waste collect in association with Summit Foundation. They should increase their littering prevention in the stations and on the ski slopes.

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