

Press kit

Summer / Autumn 2026



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CRANS MONTANA 
Absolutely

www.crans-montana.ch/en





Crans-Montana, in a few figures

- **A plateau at an altitude of 1,500 metres** offering exceptional views over the Rhone Valley and more than 18 peaks over 4,000 metres high, including Mont Blanc and the Matterhorn
- **320 hectares of vineyards and 21 winemakers**, blending tradition with exploration of the terroir
- **3 golf courses**: the 18-hole Severiano Ballesteros course, an international benchmark, and two 9-hole courses, the Jack Nicklaus and the Noas
- **10 lakes at the heart of the resort and in the mountains**, offering walks, swimming and water sports, and to complete it all, a Beach Club and dedicated relaxation areas
- **Plaine Morte, a glacier at 3,000 m**, which offers wonderful views. Accessible by ski lift or on foot, you'll also find a mountain restaurant and several hiking trails
- **Over 320 km of hiking trails, 139 km of mountain bike routes and 360 km of road cycling routes**, suitable for all levels
- **A funicular linking Sierre and Crans-Montana in 12 minutes**, providing quick and direct access to the mountains via the longest funicular railway in Europe
- **4 ski lifts** operating in summer, up to an altitude of 3,000 m
- **Over 130 restaurants**, from friendly bistros to fine dining establishments, for a complete culinary experience
- **15,000 year-round residents and 35 hotels**, making for a vibrant region and high-quality tourist facilities

Crans-Montana, where you can enjoy the mountains all year round

Set on a sunny plateau facing the highest peaks of the Alps, Crans-Montana offers a mountain experience that is both spectacular and accessible. The panoramic views here stretch out across the Rhone Valley and over the great peaks in Valais, in a setting where nature, sport and the art of living are brought together.

The destination stands out thanks to its rare balance between vibrancy and nature. In just a few minutes, you can leave the bustle of the centre behind to reach the mountain pastures, forests or scenic trails. In both summer and winter, this proximity to the mountains allows you to make the most of the great outdoors, whether through hiking, cycling, golf or winter sports.

Crans-Montana cultivates a unique identity within the Alps: that of a destination that is vibrant all year round. Cultural life, international sporting events, gastronomy and local traditions punctuate the seasons and create an atmosphere that is both cosmopolitan and welcoming.

This vitality is accompanied by a genuine ambition for the future. Crans-Montana is continuing to develop with a long-term vision, driven by the modernisation of its infrastructure, a growing focus on sustainability and a clear commitment to strengthening its international profile. The arrival of Vail Resorts, through the acquisition of the ski lifts in 2023 and integration into the Epic Pass network, marks a major milestone in this process. Hosting the Mountain Bike World Championships in 2025, followed by the FIS Alpine Ski World Championships in 2027, as well as the prospect of an Olympic bid in 2038, reflect Crans-Montana's confidence, dynamism and ability to position itself among the leading Alpine destinations.

Bolstered by its exceptional natural setting, wealth of experiences and forward-looking vision, Crans-Montana is established as a destination where the mountains can be enjoyed to the full, whatever the season.



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Crans-Montana is a region with a wealth of stories to tell, from its iconic landscapes and sporting events to its constant innovations.

Further information

- ▶ [Why Crans-Montana ?](#)
- ▶ [Fact & Figures](#)
- ▶ [Sun & views, a unique natural environment](#)
- ▶ [An ideal destination 365 days a year](#)

The highlights of summer in Crans-Montana

Nature, hiking and panoramic views

In Crans-Montana, every step brings you closer to the mountains. From spring to autumn, the area offers spectacular scenery and a variety of trails that invite you to explore ridges, forests, lakes and valleys. Every hike offers unique views of the Rhone Valley, the Valais peaks and the terraced vineyards.

Plaine Morte

At an altitude of 3,000 metres, La Plaine Morte is one of Crans-Montana's major natural sites. The 'Trail of another time' runs along the edge of the glacier and invites you to trace its history. Along the route, landmarks and information boards help you visualise the glacier's evolution and better understand the gradual transformation of this high-altitude landscape. From this vast glacial plateau, a hike also leads to the Wildstrubel hut through spectacular rocky scenery. A contemplative and educational experience, offering a sensitive insight into the mountain and its evolution.



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Media story suggestions

- ▶ The Plaine Morte: walking at 3,000 m on a visibly retreating glacier – a spectacular hike that vividly illustrates its evolution.
- ▶ The 'bisses': when the history of water in Valais becomes a hike.
- ▶ The Tièche, one of the last wild rivers in Valais – a compelling angle about the preservation of a natural area.



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Iconic hikes

Crans-Montana offers a wide range of trails to suit everyone: from family-friendly walks to more challenging routes for experienced hikers. Each trail invites you to explore alpine forests, mountain pastures and wild valleys, with spectacular views of the Valais peaks.

Among the must-do walks:

- The Bisse du Ro, a spectacular hike linking Lake Tseuzier to Crans-Montana. Carved into the rock in the 15th century, this 'bisse' or irrigation channel crosses dizzying sections and now stands out thanks to its suspension footbridge which opened in 2020, offering a bird's-eye view of the Ertentse valley.
- The Bisse du Tsittoret, very popular with families, which follows the watercourse to the Tièche valley. The trail offers remarkable panoramic views of the great Alpine peaks and passes through a variety of landscapes, including forests, waterfalls and mountain pastures, and a stop at the hamlet of Colombire, a testament to traditional life in a 'mayer' chalet.
- The Marmot Trail, between Cry d'Er and the Violettes hut, is an ideal route for observing these iconic Alpine inhabitants in their natural habitat, against the backdrop of the highest peaks in the Alpine massif.
- The Grand Bisse de Lens, an historic route linking Icogne to Chermignon-d'en-Bas. This 15th-century bisse winds its way around the Châtelard hill, dominated by the statue of Christ the King, and offers impressive stretches with unobstructed views over the Rhone plain.
- The Trubelstock, a more challenging climb leading to a summit offering exceptional views of Valais and the Bernese Alps, as well as the Rhone Valley and the central Valais hills.

Further information

- ▶ [Plaine Morte](#)
- ▶ [The pleasures of summer hiking](#)



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Crans-montana, a cycling destination

In Crans-Montana, cycling has become a cornerstone of the summer experience. Whether it's mountain biking, e-biking, gravel biking or road cycling, the destination now offers one of the most complete cycling experiences in the Alps, underpinned by a clear strategy for year-round development.

The area offers a unique diversity of landscapes and riding terrain. The network stretches from the vineyards of the Rhone Valley up to the Plaine Morte glacier at an altitude of 3,000 metres, allowing riders to explore a wide variety of environments: alpine forests, historic villages, mountain pastures, panoramic ridges and high-altitude trails.

This topographical diversity also allows for a particularly long cycling season. Routes in the valley are generally accessible from March to November, whilst those around the plateau can be enjoyed from May to October and high-altitude routes from the start of summer.

To support the growth of cycling, Crans-Montana has been working for several years to rethink and develop its network of trails. The aim is to provide an increasingly coherent, clear and high-quality

offering, tailored to the diversity of cycling styles and abilities. Some routes have been reassessed, others created or redesigned, whilst several new trails are still awaiting approval. The network thus continues to evolve to meet cyclists' expectations and strengthen Crans-Montana's position as a leading cycling destination.

In this context, a complete overhaul of the signage, in line with the new SuisseMobile standards, is planned for spring 2026. This key step will significantly improve the customer experience.



An offering that is constantly improving

The Arnouva Flowtrail

The big new feature is the Arnouva Flowtrail, accessible from the Bike Park but separate from the downhill tracks. The result of a collaboration between the ski lifts, the Association of the Municipalities of Crans-Montana and Crans-Montana Tourism & Congress, this 2.5 km trail with a descent of 180m has been designed for:

- ▶ Beginners
- ▶ Families
- ▶ Riders looking to improve

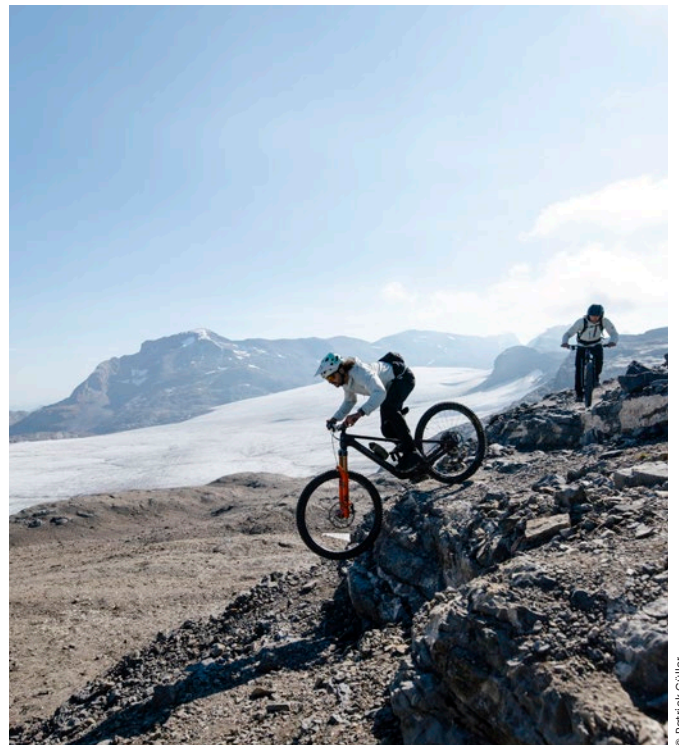
With its smooth, banked turns, gentle gradient and fun layout, it offers a gentle introduction to the sport whilst remaining within the Bike Park environment.

The Crans-Montana – Sierre Flowtrail

The Crans-Montana – Sierre Flowtrail starts right from the resort and has been completely renovated and completed this year. Although it is not strictly part of the Bike Park, this 9 km trail, with a 905 m descent, serves as a natural extension, offering thrill-seekers a smooth and accessible route amidst the panoramic views of the Valais.

- ▶ 9 km of continuous descent
- ▶ A drop of 905 m
- ▶ Banked turns and accessible technical sections
- ▶ Panoramic views over the Rhone Valley
- ▶ A fun, flowing route

It allows you to extend the experience all the way to Sierre, linking the mountains to the valley in a single continuous descent. The return journey is made easy by the Sierre-Montana funicular, which allows you to quickly reach Crans-Montana to set off on another downhill.



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Plaine Morte Bike : The Alpine « Signature Trail »

For experienced riders, the Plaine Morte Bike route offers a spectacular Alpine experience.

- ▶ Starting at an altitude of nearly 3,000m, from the glacier
- ▶ Approximately 3,000 m downhill to Sierre
- ▶ Rocky ridges, Alpine forests and wild valleys
- ▶ A distinct high mountain atmosphere

Some sections have hosted a stage of the Enduro World Series, highlighting the challenging nature of the route.

As with the Flowtrail, the return to the resort is possible via the Sierre-Montana funicular.

E-bikes: freedom and flexibility at the heart of the plateau

Crans-Montana boasts a rare asset in the mountains: a vast plateau that allows flat cycling, whilst offering the chance to climb up to the mountain pastures, where you can enjoy a gourmet break in a mountain-top restaurant, or descend into the valley if you feel like it. With an e-bike, you can make the most of this freedom, tailoring your routes to suit your mood, from leisurely rides to more challenging climbs.

The routes wind through villages, pastures, forests and vineyards, alternating between flat sections and gentle climbs. The electric assistance allows both families and keen cyclists to cover long distances and fully enjoy the diverse landscapes of the Haut-Plateau. Every ride therefore becomes a flexible experience: ride, stop, explore, go up or down, without any constraints.

Thanks to this unique plateau, Crans-Montana is not just a mountain resort: it is a region designed for e-bikes, where cycling becomes a genuine means to explore, and is contemplative and accessible for everyone.

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Road cycling: an Alpine benchmark

With over 360 km of road cycling routes, Crans-Montana has established itself as a leading destination for road cycling in the Alps. Some of the routes were designed in collaboration with Steve Morabito, a former professional cyclist from Valais and a regular on the Tour de France. As an expert on the region, he helped design several routes suitable for different levels, linking the Rhone Valley to historic villages, vineyards and high-altitude landscapes.

These scenic routes allow cyclists to ride through spectacular scenery, amongst terraced vineyards, alpine forests and mountain lakes.

The destination also boasts a rich cycling history. Crans-Montana notably hosted the finish of a key stage of the Giro d'Italia in 2023, as well as the Tour de Suisse, the Tour de Romandie, the Tour des Stations and a Tour de France finish in 1984.

Another major advantage lies in the resort's location: situated on a plateau at an altitude of 1,500 metres, it offers easy access to various valleys and Alpine passes. After a long ride, cyclists can also return to the resort via the funicular railway which links Siere to Crans-Montana, a unique advantage for maximising enjoyment and minimising effort.

Media story suggestions

- ▶ [Plaine Morte Bike](#): the enduro route linking the glacier to the valley floor on a 3,000-metre descent.
- ▶ [Crans-Montana](#), a testing ground for the new SuisseMobile MTB signage. Beyond the trails, the destination is rethinking how to interpret, understand and experience the mountains by bike.
- ▶ [When ski schools switch to summer and focus on cycling.](#)
- ▶ [E-Bike](#): the perfect terrain in Crans-Montana, between the plateau and the peaks.

Crans-Montana stands out as a complete bike destination, where every discipline finds its perfect playground, from leisure riding to high performance.

Gravel : The spirit of adventure

A cross between road and off-road cycling, gravel embodies a new way of exploring the mountains. In Crans-Montana, this versatile bike finds the perfect playground: scenic roads, forest tracks and alpine paths come one after another, offering varied routes with views of the Valais peaks and the Rhone Valley.

The destination offers three main gravel routes – Miriougues, Aminona and Louché – each with several variants and distances, making a total of seven routes. This structure caters to different levels depending on how much you want to explore, and varies from accessible rides to more challenging adventures.

For those seeking to explore further afield, gravel cycling also allows you to venture beyond Crans-Montana, through vineyards and neighbouring villages, and to link up with a variety of other routes offered in the region, or some of the iconic Valais trails.

The destination will also host GRAAALPS between 14 and 19 July 2026, an ultra-distance gravel race where Crans-Montana will be at the heart of the adventure. This year, the 800 km route starts in Mandelieu and finishes in Crans-Montana, whilst the 500 km and 300 km routes are loops, starting and finishing in Crans-Montana. These routes which cross the Alps, offer a unique experience which combines self-reliance, exploration and pushing the limits, fully embodying the spirit of gravel cycling.

Further information

- ▶ [Crans-Montana, an outstanding bike destination](#)
- ▶ [The gravel trend comes to Crans-Montana](#)
- ▶ [Flowtrails to expand the bike offer](#)
- ▶ [Plaine Morte Bike: an alpine signature for committed riders](#)
- ▶ [All about e-biking in Crans-Montana](#)
- ▶ [Challenging cycle routes](#)

A golf course where mountain peaks are the horizon

The Crans-sur-Sierre Golf Club

The Crans-sur-Sierre Golf Club, with its two flagship courses, ranks among the most renowned alpine golf courses in Europe. The club offers a complete experience, combining sport, nature and exceptional views, and attracts both amateur and professional golfers.

The Severiano Ballesteros championship course, a benchmark in European golf, hosts the OMEGA European Masters every year. The 2026 edition, to be held between 3 and 6 September, is one of the continent's most prestigious golfing events.

The Jack Nicklaus Course, a spectacular nine-hole, 2,729-metre, par-35 layout, completes the offering. Repeatedly voted the most beautiful nine-hole course in Switzerland, it combines technical fairways, strategic hazards and views over the Valais Alps. Open to players with a handicap of up to 54 or by special permission, it offers a stimulating challenge for all levels and is captivating thanks to its technical diversity and natural setting.

Together, these courses allow golfers to enjoy high-quality courses in an exceptional alpine setting, where sport, relaxation and panoramic views combine to create an unforgettable experience. As well as its own facilities, Crans-Montana is part of a particularly rich golfing environment. Its central location in Valais provides easy access to several other high-quality courses, notably in Sierre, Sion and Leukerbad, offering visitors the chance to enjoy a variety of golfing experiences throughout their stay.

For an international clientele, this synergy is a real asset: staying in Crans-Montana means enjoying a world-class high-altitude golf course whilst also having privileged access to a variety of nearby courses. This rare combination enhances the destination's appeal as the ideal base for a comprehensive golfing holiday in the Swiss Alps.

Further information

- ▶ [Crans-sur-Sierre Golf Club : golf at its peak](#)

With its iconic courses and spectacular panoramas, Crans-Montana offers one of the finest golfing experiences in the Alps.

Media story suggestions

- ▶ The Jack Nicklaus Course, the art of 9 holes at altitude – a short course with a strong identity and technical challenge
- ▶ Maintenance on a golf course at 1,500 m whilst respecting the environment. Water, maintenance, biodiversity, altitude: behind the scenes at an exceptional golf course



Gastronomy, local produce and agritourism

Crans-Montana has outstanding culinary diversity: over 130 restaurants, ranging from cosy bistros to Michelin-star establishments, offering everything from international cuisine to local specialities. With 142 Gault&Millau points and two Michelin-star restaurants, the resort combines quality with variety.

But the culinary experience isn't limited to the village: mountain huts, nestled in the heart of the alpine pastures, offer a convivial break with views over the mountains. Fresh cheeses, Valais specialities and local drinks are served in an authentic atmosphere, where encounters with producers and hikers create a genuine connection with the local terroir. Combining hiking, panoramic views and fine dining, these alpine stops are an integral part of the Crans-Montana experience.



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© Le Mayen

New for 2026: Déli'Cima, an exceptional gastronomic event in Crans-Montana

On 20 September 2026, Crans-Montana will host Déli'Cima, a day entirely dedicated to gastronomy, local wines and regional produce. The Orangerie at the Ycoor Gardens will be transformed into an exclusive culinary stage where chefs and artisans will offer a unique experience combining gourmet discoveries, conviviality and elegance.

Déli'Cima has been designed to be a truly collaborative gourmet menu featuring seven renowned chefs from the destination: Franck Reynaud, Silvain Stefanazzi, Félicien Christe, Yann Kriba, Emiliano Vignoni, Yannick Crepaux and Jhonny Setjo. Together, they will present a unique and exclusive menu, inspired by plants from our mountains, where each chef will present their creations in a refined and immersive dining experience.

The event will also showcase food and wine pairings, with a selection of local wines chosen to complement each dish, as well as highlighting the region's produce and culinary expertise. Beyond the culinary experience, Déli'Cima will offer guests the privilege of watching the chefs at work, gaining an insight into their world and sharing a special moment with them, in an atmosphere that is both intimate and warm.

Enhanced by elegant decor, the Orangerie and its large glass arcade, will host this gourmet interlude in a bright setting. Outside, a lounge by the Ycoor Lake will invite guests to make the experience last even longer in a relaxed and refined atmosphere with music.

With Déli'Cima, Crans-Montana invites you to discover the thriving gastronomy here, which is deeply embodied and rooted in the local area.

Further information

- ▶ [Gastronomy which is sophisticated and multifaceted](#)
- ▶ [Déli'Cima, an exceptional gourmet event](#)



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Media story suggestions

- ▶ In Crans-Montana, the mountain pastures still thrive behind the picture-postcard scenery. Herds of cows, summer cheese and a vibrant farming community coexist with the destination's international image and lifestyle.
- ▶ The story of Cornalin at Château de Vaas. An ancient grape variety, a historic site and a significant part of Valais's wine-growing heritage.

A destination on the move – New developments and projects for 2026

A new hotel: L'Uciole

A new 4-star boutique hotel will open its doors in the heart of Crans-Montana in December 2026.

L'Uciole will offer:

- ▶ 60 rooms
- ▶ An Italian restaurant
- ▶ The Spica speakeasy bar
- ▶ A full-service spa
- ▶ A fitness centre and treatment rooms

This new establishment positions itself as a lifestyle hotel with a strong culinary identity, blending contemporary Alpine hospitality with an elegant nightlife atmosphere.



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Media story suggestions

- ▶ Growth in the hospitality sector in Crans-Montana: renovations, upgrades and new openings signal a new wave of momentum for the sector on the Haut-Plateau.
- ▶ Lake Chermignon: when water becomes a strategic issue for the resort.

Adapting to the mountains of tomorrow

In Crans-Montana, sustainability is not just a concept, but a concrete response to climate challenges that are transforming the mountains. The destination is now structuring its development around a clear objective: to manage its resources sustainably whilst preserving its appeal.

Water at the heart of the strategy

Whilst snow defines the resort's image, it is water that guarantees its future.

With the modernisation of Lake Chermignon, which after two years of work now has an increased capacity of 300,000 m³, Crans-Montana is securing a vital element to the region: drinking water, artificial snowmaking and irrigation.

Designed to go beyond a purely utilitarian function, the site also incorporates a biotope and what will become walking areas in the future, illustrating an approach where resource management and quality of life are brought together.

Producing and consuming differently

Energy transition is already visible.

In four years, energy use in public lighting has fallen by 30%, thanks to a switch to LED. On the innovation front, a wastewater turbine project will eventually generate almost 1,900 MWh of local renewable energy per year.

A changing tourism experience

This shift is directly reflected in offerings in the destination.

Hotels, infrastructure and events are gradually incorporating sustainable practices: renewable energy, local sourcing, waste management and environmental certification. This is a fundamental transformation affecting the entire tourism ecosystem, from the holiday itself to the experience on the ground.

A booming destination

Crans-Montana is undergoing a dynamic period of renovation and development, with hotel modernisation, new property developments and the arrival of new businesses. Its appeal is thanks to a recognised quality of life, its modern infrastructure and easy accessibility.

A long-term vision

Driven by a strategy that is shared by the three municipalities of Lens, Icoigne and Crans-Montana, this momentum is part of a vision for 2030: to make Crans-Montana a destination where the development of tourism and responsible resource management go hand in hand.

Further information

- ▶ [A new hotel: L'Uciole](#)
- ▶ [Sustainable development and resource management](#)
- ▶ [Economic growth in Crans-Montana](#)

Highlights and events for 2026

Am Stram Gram – Family and cultural festival

Am Stram Gram is a one-of-a-kind festival, 100% free and 100% dedicated to children. Every year, it offers young people a total immersion in the world of culture, creativity and performance, bringing them into contact with artists who know how to connect with children in a unique way. The aim is to entertain whilst educating, to introduce new forms of artistic expression and to stimulate curiosity. Original and ever-evolving, the festival changes its main theme each year: in 2026, it's all about the Wild West, with activities and shows designed around this theme. Screen-free, Am Stram Gram offers children a full day of games, shows and outdoor workshops, encouraging them to move, explore and interact with their surroundings, in contrast to the usual distractions.

Further information ► [Am Stram Gram official website](#)

OMEGA European Masters

Every late summer, Crans-Montana becomes the European centre of golf for a week. The OMEGA European Masters is one of Switzerland's most prestigious tournaments and a highlight of the European professional circuit.

The tournament is not just a competition: it is a complete experience. Russell Dawson, an international journalist and broadcaster, has been covering it for 27 years and finds the same excitement every year on the Haut-Plateau course, which combines sport with spectacular scenery.

Sponsors and partners create exclusive experiences, combining networking, local cuisine and cultural discoveries, making the tournament a prime venue for business.

During this intense week, Crans-Montana buzzes with festivals, markets, culinary experiences and VIP hospitality. Combining sport, conviviality and lifestyle, the OMEGA European Masters perfectly illustrates the resort's vibrancy and appeal.

Further information ► [OMEGA European Masters official website](#)



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Media story suggestions

- Wildstrubel by UTMB®: how an ultra-trail transforms a destination
- OMEGA European Masters: much more than a tournament, a week where business is also conducted
- 2027 Worlds: behind the scenes, Crans-Montana in its decisive phase
- Am Stram Gram: the children's festival that focuses on a screen-free day

En route to the 2027 FIS Alpine Skiing World Championships

With less than a year to go until the 2027 FIS Alpine Skiing World Championships, Crans-Montana is entering a phase of practical preparation. The event is now taking shape on the ground, as the organising team step up their efforts as the deadline approaches. In 2026, several key milestones illustrate this momentum: the opening of ticket sales, the launch of recruiting around 1,500 volunteers, and an intensifying preparation of logistics. These are all signs that the project is evolving into a reality in motion.

Forty years after the 1987 World Championships, the destination sees 2027 as a unifying and defining project, set to strengthen the resort's international standing in the long term.

Further information ► [FIS World Championships official website](#)

Wildstrubel by UTMB® – Major international trail running event

In just four editions, the Wildstrubel by UTMB® has become a major event on the international trail running calendar, with 8,000 participants expected in 2026. The unique route crosses the Alps, from Valais to the Bernese Oberland, combining physical challenge, pushing one's limits and spectacular views.

Ryan Baumann, the event's current director, oversees the coordination and organisation of this iconic race, working closely with local and international partners. Alongside him, Jean-Yves Rey, a well-known figure in the mountain and sporting communities of Crans-Montana, has helped to design the route and integrate Valais Alpine culture into the spirit of the race. As director of the Sports & Leisure department at the Association of Municipalities of Crans-Montana, he oversees the management of facilities dedicated to sport, leisure and events – a central role in the technical and logistical preparation of Wildstrubel and other large-scale outdoor events.

The Wildstrubel by UTMB® goes beyond the scope of the race itself: it transforms Crans-Montana into a true trail running and nature destination, offering international visibility, tourist appeal and inspiration for all mountain enthusiasts.

Big news for 2026: the Wild Glacier Marathon

For this anniversary edition, a new route is being launched: the Wild Glacier Marathon, starting from Lenk. This 42 km course with 2,700 m of elevation gain crosses the Wildhorn massif between the Bernese Oberland and Valais, offering a unique immersion in a spectacular glacial landscape. Passing through traditional mountain pastures, waterfalls, glaciers and ancient mountain passes, the route leads to Crans-Montana, allowing runners to experience the highlight of the Wildstrubel by UTMB®.

This new route makes ultra-trail running accessible to a wider audience, whilst retaining the intensity and excitement of alpine races. It perfectly illustrates how a sporting event can transform a destination: international visibility, boosting tourism and promoting trail running, hiking and nature.

Further information ► [Wildstrubel by UTMB® official website](#)

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