

Press kit

Winter 2026 - 2027



CRANS MONTANA 
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Crans-Montana, a visionary Alpine destination

Crans-Montana in a few figures

140 km of ski slopes	18 peaks over 4,000 metres in view	300 days of sunshine a year
24 ski lifts	Around 190 shops and boutiques	4 free shuttle bus routes, year-round
32 hotels	13 minutes by funicular from the valley to Crans-Montana	20 mountain restaurants

Crans-Montana, a busy winter

At an altitude of 1,500 metres, overlooking the Rhone Valley and surrounded by a ring of 18 peaks which are over 4,000 metres high, Crans-Montana is heading into the 2026–2027 winter season with a very special dynamic. A new hotel opening, infrastructure developments, winter experiences and a major international event will mark a season that culminates in February with the 2027 FIS Alpine World Ski Championships in Crans-Montana.

Crans-Montana combines mountains, sport, lifestyle, culture and wellbeing in a spectacular Alpine setting. With a population of around 16,000, the destination is bustling all year round, and offers a particularly wide range of accommodation, restaurants, shops, activities and services.

Crans-Montana is a mecca for skiing and major international events, and has been hosting the world's elite skiers on its slopes for a long time. Winter 2026–2027 continues this sporting legacy, with an event of exceptional significance: forty years on from the 1987 edition, the FIS Alpine World Ski Championships will return to the resort for two weeks of competition.

- Further information**
- [Why Crans-Montana ?](#)
 - [Facts & Figures](#)
 - [Sunshine & panoramic views, a unique natural setting](#)
 - [An ideal destination 365 days of the year](#)
 - [Crans-Montana's winter charm](#)



Crans-Montana combines mountains, sport, lifestyle, culture and wellbeing in a spectacular Alpine setting.

Skiing & snowsports: winter on a grand scale

A vast ski area looking out over the Alps

At an altitude ranging from 1,500 to 3,000 metres, Crans-Montana’s 140 kilometres of slopes stretch out like a vast balcony overlooking the Valais Alps. Many of the pistes are characterised by long, wide slopes, offering a wide variety of terrain and varied levels of difficulty, from beginners’ slopes to more challenging runs, including the Mont Lachaux and the Nationale pistes, which will welcome the best athletes in the world in February.

The ski area can be accessed via three main entry points spread across the destination: Crans-Cry d’Er, Montana-Arnouva and Barzettes-Violettes. The various sectors are interconnected, making it easy to vary your routes throughout the day. At higher altitudes, over 20 restaurants, mountain huts and terraces complete the experience, allowing you to combine skiing with fine dining and panoramic views.

The ski area should be open from 28 November 2026 until 4 April 2027, subject to suitable snow conditions.

Ski passes: a simpler and faster digital experience

For winter 2026–2027, Crans-Montana is offering a clear and attractive pricing structure, with prices set in advance to make it easier to plan your holiday. The adult day pass, for example, is available online for CHF 79.–, when booked by midnight the day before, making it easy to benefit from competitive rates while still being able to check the weather forecast before your day on the slopes.

The digital purchasing process is also designed to be quick and seamless. Ski passes can be purchased online and loaded remotely onto a compatible card, allowing skiers to head straight to the ski lifts without having to pass by the ticket offices. Online prices are also more competitive than prices at the ticket offices. And to complete the offer, a Fastlane option offers priority access to the ski lifts.

Skiers who are 65 and over can also take advantage of the « Journées Têtes Blanches » senior special, a package which combines a day’s skiing and lunch for CHF 49.–. This offer is available on Tuesdays, Wednesdays and Thursdays during several periods in the low season, and offers particularly attractive conditions to enjoy the ski area on weekdays.

For skiers wanting to enjoy the ski area regularly, several season passes are available. Pass One is the standard season pass and allows access to the ski area from summer 2026 through until the end of the 2026–2027 winter season.

Crans-Montana is also part of the international Epic Pass network, which brings together over 90 ski areas worldwide. The Epic Pass offers unlimited access to the Crans-Montana ski area, whilst other passes within the network also allow you to ski in other resorts.

- Further information
- ▶ [Winter opening hours and prices for the ski area](#)
 - ▶ [2026/27 season tickets for the ski lifts](#)

La Nationale and Mont Lachaux, two iconic slopes

During the World Championships, the vast majority of the ski area will remain open to the public. The two competition slopes, Mont Lachaux and La Nationale, will be reserved primarily for races between 25 January and 15 February 2027.

These two courses at the heart of the World Championships programme have very different profiles, although they share the same finish area. The Nationale, 3.8 km long with a vertical drop of 969 metres, will host the men’s downhill and super-G, as well as the women’s and men’s giant slaloms. Its profile alternates between wide, fast turns, gliding sections, changes in terrain and more technical sections, notably between Bella Lui, the Cassure de Cry d’Er and the Mur des Mélèzes.

The 2.45 km long Mont Lachaux slope with a vertical drop of 665 metres will host the women’s downhill and super-G, the women’s and men’s slaloms, and the team parallel slalom. Completely redesigned in 2010 and nicknamed the « Women’s Kitzbühel », the features of the course are its changes in gradient, the sections where the slope is not visible, significant breaks in the terrain and a particularly demanding final wall. Concentrating the competitions on these two slopes will also ensure that the majority of the rest of the ski area remains open to the public during the World Championships.

- Further information
- ▶ [Skiing in Crans-Montana during the World Championships](#)
 - ▶ [2027 FIS Alpine World Ski Championships](#)
 - ▶ [2027 FIS Alpine World Ski Championships – Press kit](#)
 - ▶ [Competitive skiing, the beating heart of Crans-Montana](#)

Ski touring and cross-country skiing

With 16 routes, the Ski Rando Parc is a vast playground for ski touring. Over 40 kilometres of marked and secure trails and more than 5,500 metres of vertical drop offer a variety of routes and levels of difficulty. From introductory routes to the most challenging trails, the Ski Rando Parc offers a wide range of options for beginners and experienced skiers alike.

Cross-country skiing completes the offering with 20 kilometres of trails dedicated to classic and skating styles, stretching between the Severiano Ballesteros golf course, La Moubra, Les Briesses and the Plaine Morte glacier. At an altitude of nearly 3,000 metres, the glacier offers an extraordinary setting: a vast landscape of snow and ice opens up in front of you against the backdrop of the peaks and the spectacular setting of the glacier.

At Plaine Morte, the snow grooming there has also become a visual signature. Thanks to GPS technology fitted to the snow groomers, some of the tracks take the shape of a dove or a butterfly, and are visible from the top of the ski lifts.

- Further information
- ▶ [The Crans-Montana ski area](#)
 - ▶ [Ski Rando Parc](#)
 - ▶ [Cross country skiing](#)



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An evolving destination

L’Ucirole, a new boutique hotel in the heart of Crans–Montana

This winter, a new 4-star hotel is opening its doors in the heart of Crans–Montana: L’Ucirole.

Located just a few minutes from the ski lifts, this 60-room boutique hotel replaces the former Mirabeau, which has been completely re-furnished.

The hotel will particularly highlight its distinctive culinary identity. Its Altario restaurant will serve Italian cuisine, while the Spica bar will offer a cosy and elegant evening atmosphere.

L’Ucirole will also feature a fully equipped spa, a fitness centre and treatment rooms, as well as a multi-purpose space which can host business seminars or pop-up shops.

Operated by the Sophos Hotels group, L’Ucirole aims to offer a contemporary take on Alpine hospitality, combining a mountain holiday with fine dining, wellness and a sophisticated atmosphere.

This opening is part of a wider drive to develop Crans–Montana’s hotel and property offering. Nearly half a dozen projects are currently underway in the destination. At various stages of development, they will gradually help to enhance the destination’s offering over the coming years, and demonstrate Crans–Montana’s enduring appeal.

- Further information**
- [Hotels in Crans–Montana](#)
 - [A wide range of accommodation](#)
 - [All accommodation](#)

Modernised facilities

The Grand Signal car park, located in Montana–Vermala, reopened to the public in December 2025 following a complete refurbishment. Entirely redesigned, it now offers 286 spaces. The Chetzeron car park is also nearing the end of a complete refurbishment and will be ready to welcome visitors this winter. Among the improvements, a new payment system, new lifts, as well as refurbished floors and surfaces, with the aim of providing more pleasant, functional and comfortable spaces.

Improved transport services from December 2026

From 13 December 2026 onwards, the new shuttle bus network timetable will feature increased frequency and extended operating hours on several routes. The announced improvements particularly concern the Sierre–Chermignon–Montana route, which will see four additional return journeys, with adjustments also planned for the Sierre–Mollens–Montana–Crans route and the Barzettes–Aminona section. Within the destination, the shuttle buses also allow visitors to travel free of charge all year round.

Resources planned for the long term

Among the key infrastructure investments made in recent years, Lake Chermignon plays a central role in the management of water

resources in the region. After two years of construction, completed in 2024, the dam was raised, increasing its capacity to 300,000 m³

This reservoir has several complementary purposes, from artificial snowmaking to irrigating golf courses, as well as meeting agricultural and local authority needs. The project also incorporates a biotope and a space developed for the public, as part of a long-term approach.



© L’Ucirole



© L’Ucirole



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Crans-Montana 2027 : the skiing world is heading to Crans-Montana

1 to 14 February 2027

From 1 to 14 February 2027, Crans-Montana will host the FIS Alpine World Ski Championships. Forty years on from the historic 1987 event, some 600 athletes from around 80 nations will compete for 11 world titles on two iconic slopes: Mont Lachaux and the Nationale. The programme will feature all the major alpine skiing disciplines: downhill, super-G, giant slalom, slalom, team combined and team parallel. Over the course of fourteen days, a series of men's and women's competitions will take place in a destination buzzing with excitement for this exceptional event.

Crans-Montana 2027 in a few figures

- 14 days of World Championships
- 11 world titles to be awarded
- 600 athletes from some 80 nations
- 1,000 media representatives expected
- 1,500 volunteers involved
- 12,000 VIP guests
- 500 hours of live coverage with an estimated 134 million viewers
- 150,000 spectators expected
- An event nearly six times larger than a World Cup weekend

1987, a unique chapter in the history of Swiss sport

The return of the World Championships to Crans-Montana holds special historical significance. In 1987, the Swiss team achieved a performance that has gone down in history: 14 medals, including 8 world titles out of the 10 up for grabs, 4 silver medals and 2 bronze.

Pirmin Zurbriggen, Maria Walliser, Erika Hess, Vreni Schneider, Peter Müller, Michela Figini and Karl Alpiger are among the names associated with that edition, which became a landmark in the history of Swiss sport.

Forty years on, Crans-Montana is set to write a new chapter in this history.

Two weeks of sport, celebrations and culture

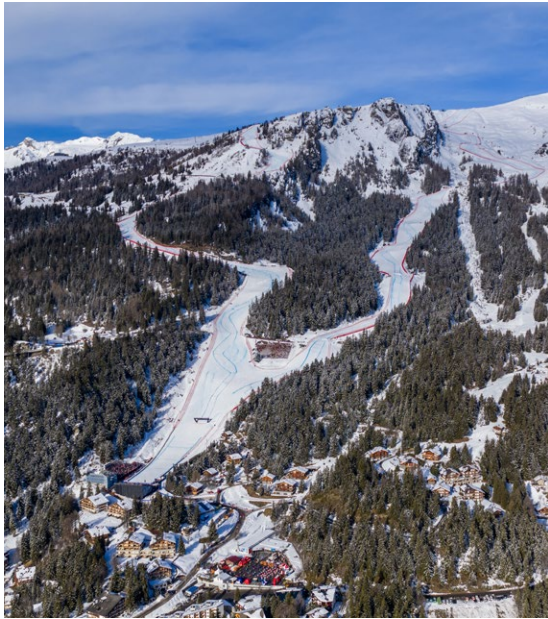
The Championships will also be enjoyed beyond the slopes. The Ycoor Fan Zone will be one of the hubs for the festivities: live broadcasts of the races on a giant screen, entertainment and food and drink throughout the day, followed by official medal ceremonies and bib draws in the evening. On 1 February, a grand opening ceremony, which is free, will officially launch the Championships in Ycoor, with over 6,000 spectators expected. At Le Régent Conference Centre, The Music Hall will extend the experience with a range of cultural

events. Among the first names announced are Barbara Hendricks, Anthony Kavanagh, the Valaisia Brass Band and the Chœur des Collèges du Valais romand. The programme will conclude with Schlager music, a nod to the popular, festive atmosphere that is an integral part of major skiing events. Sport, music, culture and entertainment will come together to create a huge public festival throughout the Championships.

Further information

- [Programme for the Crans-Montana 2027 races](#)
- [Festival and Fan zone](#)
- [Crans-Montana 2027 official site](#)
- [2027 FIS Alpine World Ski Championships – Crans-Montana](#)
- [2027 FIS Alpine World Ski Championships – Press kit](#)
- [Competition skiing: the beating heart of Crans-Montana](#)
- [Crans-Montana, birth of a legendary ski resort](#)

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Winter beyond the slopes

A winter of magical moments and memorable experiences

In Crans-Montana, winter is so much more than just downhill skiing. Hiking and outdoor activities, family fun, wellness, fine dining, culture and indoor leisure activities complete the destination's offering, allowing you to enjoy a variety of experiences throughout your stay.

A glance of the Alpine lifestyle

- 47,5 km km of winter walking routes, across 9 trails
- Over 130 restaurants and bars
- 11 restaurants awarded by Gault&Millau 2026, with a total of 156 points, and 2 Michelin-star restaurants
- 21 winegrowers and winemakers in the region
- 320 hectares of vineyards, where around thirty grape varieties are grown
- A wide variety of indoor and outdoor activities, from curling to padel, including rock climbing and dog sledding

Winter events

As well as the World Championships, there are several events throughout the winter season in Crans-Montana. On 4 December 2026, Crans-Montana Illuminated will mark the start of the festive season. Now a tradition, this family-friendly event coincides with the illumination of the resort's Christmas decorations, there's a procession with Father Christmas, entertainment and the gradual lighting of the large Christmas trees, immersing Crans-Montana into its winter decor.

Following the success of its first edition, the Crans-Montana Christmas Village will also return in a bigger format on Place Victoria, from 18 December 2026 to 3 January 2027. With 27 chalets, local craftspeople and traders, a covered dining area and daily entertainment, there will be even more to this second edition.

On 24 and 25 December, the Christmas entertainment will give children the chance to meet Father Christmas, alongside a range of family-friendly activities.

Between 1 and 6 March 2027, Crans-Montana will also host the FESA Week 2027, organised by Ski Valais. Around 140 young U16 athletes from 15 nations will gather in the resort for an international training camp and four competitions, keeping the momentum going for the next generation of alpine skiers for a few weeks after the World Championships.

- Further information**
- [This winter in Crans-Montana](#)
 - [A family winter](#)

A Swiss theme on the Lantern Path

Every winter in Crans-Montana, the Lantern Path transforms the Jack Nicklaus golf course into an illuminated trail in the heart of nature. Over a distance of around two kilometres, lanterns, light installations, entertainment and shows accompany visitors along the walk.

The theme of the trail for winter 2026–2027 will be « Switzerland ». The theme will naturally echo this very special season for the destination with the Alpine World Ski Championships taking place in February, whilst retaining the identity of the Lantern Path itself: a family-friendly winter experience, designed for visitors of all ages. The Lantern Path will be open free of charge between 4 December 2026 and 7 March 2027, from 17.00 to 22.00 in the evening. Opening is subject to snow conditions to ensure the best possible experience.

- Further information**
- [Press kit – The Lantern Path](#)
 - [The Lantern Path](#)
 - [Welcome – The Lantern Path](#)

The Severiano Ballesteros golf course reinvents itself in winter

In the heart of Crans-Montana, in winter the snow-covered Severiano Ballesteros golf course is home to Snow Island – a true playground for families. Snow tubing, sledging, a beginners' ski area, electric snowmobiles and an airbag allow younger visitors to discover snow and winter sports in different ways. The snowtubing run remains at the heart of Snow Island, but has been moved this winter to take advantage of more favourable snow conditions, and to further enhance the visitor experience. Bibi's House, situated in the heart of Snow Island, also offers activities supervised by the Crans-Montana Tourism & Congress team. Children can take part in creative workshops, play or enjoy the reading corner. Bibi, the resort's mascot, also comes to meet them every Saturday, and on Wednesdays during the high season. Situated just a stone's throw from the Rue du Prado, Snow Island makes it easy to combine snow activities, outdoor cafés, dining and shopping, all against a stunning panoramic backdrop.

- Further information**
- [Snow Island](#)
 - [Bibi's House at Snow Island](#)
 - [A family winter](#)



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Wellbeing: recharge in the heart of the Alps

After a day in the great outdoors, Crans-Montana offers plenty of opportunities to slow down and recharge your batteries. Spas, swimming pools, massages, saunas, steam rooms and hot tubs are available in several establishments across the resort, whilst yoga, Pilates and a range of other wellness experiences allow you to make the most of these moments of relaxation. You can easily combine sport, nature and relaxation in the same holiday.

- Further information**
- [Wellness, fitness, swimming pools & spa](#)

Gastronomy : blending Valais terroir with flavours from around the world

Crans-Montana boasts a culinary tradition deeply rooted in its local terroir whilst remaining open to the world. With over 130 restaurants and bars, Valais specialities sit alongside Italian, Japanese, Argentinian and Mediterranean cuisines, as well as many other international influences.

Cheeses, cured meats and other regional produce play a key role in this culinary identity. Raclette is one of its hallmarks: several cheese dairies and mountain pastures in the region are renowned for their expertise in producing Raclette du Valais AOP. In 2025, the Alpage de la Cave du Sex pasture was crowned world champion in the alpine cheese category at the World Raclette Championships.

Wine plays a key role in this gastronomic culture. The region's vineyards cover 320 hectares and are home to around thirty grape varieties, including Humagne, Petite Arvine and Cornalin. Wineries and winemakers invite visitors to discover these wines in the heart of the Valais hillsides, naturally enhancing the experience of terroir.

The destination boasts 11 establishments recognised in the 2026 edition of Gault&Millau, with a total of 156 points, as well as two Michelin star restaurants, L'Ours and LeMontBlanc.

- Further information**
- [Refined and varied gastronomy](#)
 - [A wine region](#)

Culture and lifestyle

Crans-Montana keeps its vibrant cultural life going throughout the winter. Exhibitions, museums, galleries, concerts and cultural events make it easy to combine a holiday in the mountains with artistic exploration. The Fondation Opale, the only contemporary art centre dedicated to promoting Australian Indigenous art in Europe, is one



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of the region's iconic cultural venues. Located in Lens, just a few minutes from Crans-Montana, it will host the exhibition «ANANGU PUTIN-GURU – Spinifex People of the Desert», dedicated to the art of the Spinifex people, from 13 December 2026 until 11 April 2027. Organised in partnership with the Kluge-Ruhe Aboriginal Art Collection at the University of Virginia, it will bring together more than 60 works from the Spinifex Arts Project, highlighting this people's relationship with their ancestral lands as well as the evolution of their artistic practices.

The Crans-Montana Biennale also integrates contemporary art directly into the destination, through permanent works installed in public spaces as well as temporary projects and exhibitions. For winter 2026–2027, it will notably be running a project with the photographer Yann Arthus-Bertrand: a selection of around 100 portraits of people from Valais will be exhibited from early 2027 on the Place du Scandia and in front of Saint-Christophe Church. The project will culminate in an exhibition at the Fondation Opale in 2027.

Crans-Montana Classics also contributes to the destination's cultural life through a programme dedicated to classical music, combining concerts, masterclasses and other musical events. The various museums and galleries, as well as the cinema, round off this cultural offering.

- Further information**
- [All about culture in Crans-Montana](#)

And indoor sport too

The Crans-Montana Sports Center offers a wide range of indoor activities. These include three padel courts, two indoor tennis courts, badminton, pickleball and table tennis, as well as a 500 m² climbing wall and a bouldering area. The centre also has a fitness area.

In Ycoor, the indoor curling hall has three rinks, open to both experienced players and those wanting to try the sport for the first time through an introductory lesson.

In Lens, Alaïa Club completes the destination's indoor offering, with padel courts and a trampoline park, bringing racket sports and acrobatic activities together under one roof.

Finally, in the centre of Crans-Montana, Le Bowling offers four bowling lanes, as well as a pool table and darts, providing another option for an activity with friends or family.

- Further information**
- [Crans-Montana Sports Center](#)
 - [Curling at Ycoor](#)
 - [Alaïa](#)
 - [Le Bowling](#)
 - [Winter beyond the slopes](#)

Hiking and outdoor activities, family fun, wellness, fine dining, culture and indoor leisure activities complete the destination's offering, allowing you to enjoy a variety of experiences throughout your stay.

Media contact

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Alexandre Spahr

Head of Public Relations & Media
alexandre.spahr@crans-montana.ch
Tel: +41 27 485 04 90

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Sales & Markets

.....

Pierre-Henri Mainetti

Head of Sales & Markets Department
UK – North America – Brazil
ph.mainetti@crans-montana.ch
Tel: +41 27 484 21 17

.....

Evan Pasquini

Market manager for
Italy – France – GCC
evan.pasquini@crans-montana.ch
Tel: +41 27 485 04 42

.....

Nathalie Güller

Market manager
German-speaking Switzerland
nathalie.guller@crans-montana.ch
Tel: +41 27 485 04 43

.....

Aurélie Duc

Market manager
French-speaking Switzerland – Benelux
aurelie.duc@crans-montana.ch
Tél: +41 27 485 04 45

.....

Crans-Montana Tourism & Congress | Route des Arolles 4 | 3963 Crans-Montana

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