



ENGRAVED ON MY HEART.

Group media trip – Tavolata Fiesta

Destinations: Leuk & Sierre Anniviers

Partners: Swiss Wine Valais, Parc Naturel Regional Pfyn-Finges, Musée de la vigne et du vin, and Erlebniswelt Roggen

Dates: Thursday 22nd to Sunday 25th August 2024 (3 nights, 4 days)

Participants: max. 6 international journalists

Highlights: Indulge in an unforgettable sensorial experience from 22 to 25 August 2024 in Valais! Our press trip begins in Sierre-Salgesch, where you will receive a warm welcome at Hotel Arkanum. Join us for a wine tasting experience at a local winery, followed by a gourmet meal. On the second day, explore the region's rich winemaking heritage with a guided tour of the Valais Wine and Vine Museum in Sierre, as well as a wine tasting and raclette at Château de Villa. This is followed by a hike to Salgesch and a visit to the Cave du Rhodan winery. Round off the evening with a tavolata, a social celebration of local cuisine. Join us on a fully immersive culinary and oenological journey.

Fitness level: ★ ★ ★ 1 out of 3



www.visitvalais.ch

VALAIS/WALLIS PROMOTION



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Taste of Valais!

Valais enjoys above-average amounts of sunshine and boasts magnificent natural landscapes: ideal for kicking back and relaxing. Thanks to the ideal conditions, Valais produces a wide variety of delicious natural produce. With its 4,700 hectares of vineyards, Valais is the leading winemaking region in Switzerland and has the most AOP- and IGP-labelled products in the country. Raclette, air-dried beef, and rye bread are among the local specialties that foodies seek out and chefs love to use in their creations. 79 gourmet restaurants in Valais have 1109 Gault&Millau points and 10 Michelin stars between them. 67 restaurants have been awarded the «Saveurs du Valais» (Flavours of Valais) label, indicating that they source their ingredients from local farmers and winemakers and serve mainly Valais specialties.

Robust wines with mineral notes, cheeses with floral undertones, vitamin-rich fruit and vegetables, characterful salted meats and rare spices - Valais is home to a large number of local specialties that taste simply wonderful. From the flatlands of the Rhone valley to the mountain pastures, not forgetting the sun-kissed orchards, the canton is a garden of delights where know-how passed down through the generations combines with daring culinary creations to create sheer joy for the taste buds. Intensely flavoured fruits, rare spices, golden cereals, and brandies with fine aromas are the result of thousands of hours of sunshine, transforming Valais into a garden full of delicious delights. Skills and knowledge handed down from generation to generation have allowed nature in this mountainous part of the country to be tamed, resulting in produce of the highest quality. Diversity, flavour, character, authenticity and passion - local products from Valais invite you on a journey of discovery through this unique landscape.

The Valais brand is a mark of recognition of the origin and quality of products which are emblematic of the Canton of Valais. The criteria attributed to this brand are: products must originate from the Valais, adherence to the specifications and the commitment of the enterprise through the signature of a charter, respect for the values of the brand and the principles of sustainable development.

This welcoming region in the south of Switzerland, framed by famous Alpine peaks, is home to countless prized gastronomic treasures and traditions. If just one could be mentioned it would be Raclette cheese, served spontaneously at village festivities and family gatherings. Valais is also one of the Swiss regions with the greatest number of gastronomic restaurants per head of population. For the year 2024, Gault&Millau lists 79 restaurants.

At the «Saveurs du Valais» (Flavours of Valais) restaurants, you can try seasonal local food and enjoy Valais specialties made from traditional recipes. Fancy a traditional raclette, an «assiette valaisanne» (a platter of local foods) or some asparagus? At restaurants bearing the «Saveurs du Valais» label, you can try Valais specialties and enjoy Valais wines. Certainly, there are other dishes to discover as well, depending on the valley and region. Explore an amazing range of delicious cheese and meat specialties and treat yourself to a dessert featuring Valais apricots and Williams pears in season. To round off your meal, you can choose from two Valais AOP spirits: Abricotine and Valais pear brandy.



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Transport within Switzerland

Swiss Travel System (STS) is happy to provide you with a 1st class Swiss Travel Pass for your unlimited travel by train, bus and boat through Switzerland.

- All benefits and services: [swisstravelpass.com](https://www.swisstravelpass.com)
- Media & trade kit download on mystnet.com
- Free useful apps for your journey: **Swiss Travel Guide app** and **Grand Train Tour of Switzerland app**
- Social media: #swisstravelsystem, #swisstravelpass and #grandtraintour





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Valais

The magnificent natural landscapes of Valais have enchanted visitors for centuries. From the ancient larch forests to the Alpine summits, from the crystal-clear mountain lakes to the abundant flora and fauna, this precious heritage is unrivalled – and has enjoyed increasing protection over the years thanks to an innovative range of initiatives. Renewable energy, environmentally friendly accommodation, programmes to encourage the use of public transport: discover some of the region's sustainability initiatives.

www.visitvalais.ch

@ValaisWallis #Valais #MySummerInValais

Sierre-Salgesch

Wine-growing and cultural events both have a big importance in this region.

Thanks to its central position, Sierre is also an ideal starting point for lots of excursions. Over 640 selected Grand Crus from more than 102 vineyards are ready for winetasting in the Oenotheque at the Château de Villa.

The Meyer-Haus in Sierre and the Zumofen-Haus in the wine village Salgesch make up together the Wine and Vineyard Museum and are linked by a 6 km long themed walk.

www.sierre.ch

@salgesch #salgesch #sierre #wine #swisswinevalais #swisswine #naturparkpfynfinges
@sierretourisme #SierreTourisme

Leuk

Discover traces of history in Leuk: the Roman fireplace and the medieval Bishops palace bear witness to Leuk's great past. Susten is the gateway to the Pfywald Nature Reserve, a forest that is the largest contiguous pine forest in central Europe. Its variety of habitats never fails to impress the visitor. In this relatively small region you will find boiling hot steppes, dry pine forests and primeval alluvial forests, ponds and rough pasture land.

www.leuk.ch

@leuktourismus #Leuk

Swiss Wine Valais

Swiss Wine Valais embodies the excellence and passion of Valais winegrowers. As the umbrella association for the protection and professional promotion of Valais wines, it is committed to preserving the authenticity and quality of Valais wines, while promoting their richness and diversity.

In collaboration with its members, Swiss Wine Valais organizes events, tastings and promotional activities aimed at raising the profile of Valais wines on the national and international scene.

www.swisswinevalais.ch

@swisswinevalais #swisswinevalais #swisswine #wine



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Program of the trip *(Subject to alteration)*

Thursday, 22nd August 2024 - Hello Valais.

- TBC Individual arrival of participants in Sierre-Salgesch.
- 16 :00 Individual check-in at the Hotel Arkanum
Unterdorfstrasse 1 - 3970 Salgesch
+41 27 451 21 00
www.hotelarkanum.ch
info@hotelarkanum.ch
- 16:30 Meeting at the hotel lobby with **Nathalie Studer** (+41 78 743 11 03) - Sierre Anniviers Marketing and **Tania Viaccoz** Valais/Wallis Promotion.
- 16:45 Transfer by car to Clos de Tsampéhro.
- 17:00 Meeting with **Johanna Dayer** (+41 79 308 80 06) - Master of Wine and wine tasting in the “guérite” (gatehouse) of the Clos de Tsampéhro
- 19:45 Transfer back by car to your hotel.
- 20 :00 Evening meal at the Hotel Arkanum
Unterdorfstrasse 1 - 3970 Salgesch
+41 27 451 21 00
www.hotelarkanum.ch
info@hotelarkanum.ch
- Overnight stay in Sierre-Salgesch.



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Friday, 23th August 2024 -

- 08:00 Individual breakfast at the hotel
- 08:50 Individual transfer by train from Salgesch to Sierre, **Nathalie Studer** (+41 78 743 11 03) will be waiting for you at the train station Sierre. Then you go together to Wine Museum by walk. *Please be on time at train station, 10' away from your hotel.*

Salgesch → Sierre/Siders

Ve. 23.08.2024, 3 min

09:03 ●—————● 09:06

- 09:30 Guided visit of the museum with Heidi Kuonen.
- 11:30 Wine tasting at Château de Villa a unique place at the heart of Sierre's vineyards. Meeting with **Gérard-Philippe Mabillard** Director of Swiss Wine Valais and presentation about the wine in Valais and Tavolata concept.
- Lunch Raclette Party at the Restaurant Château de Villa
Rue Ste-Catherine 4 - 3960 Sierre
+41 27 455 18 96
www.chateaudevilla.ch
info@chateaudevilla.ch
- 13:00 - Short hike from Sierre to Salgesch with **Julien Petit** Director of Sierre-Anniviers Marketing, through the vineyards. 1h15' - 4,75km





14:30 – At the end of your hike, you will visit the Cave du Rhodan with **Olivier Mounir**
16:30 – wine maker, patron and owner of the Swiss winery of the year 2022. He will explain the grape varieties and the Philosophie of sustainable agriculture.

Adresse:

Cave du Rhodan Mounir Weine
Flantheystrasse 1
3970 Salgesch

Contact : +41 27 455 04 07

17:00 Back to your hotel and time for a rest.

19:00 Dinner at the restaurant **hotel**.

Overnight stay in Sierre-Salgesch.



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Saturday, 24th August 2024 – Tavolata Fiesta.

- 07:30 Individual breakfast at the hotel.
- 08:10 Meeting with **Armin Christen** (+41 27 452 60 67) Head of environment and education of the Natural Park in the lobby of your hotel.
- 08:28 Walk for your hotel to the train station with Armin Christen to catch your train to Leuk. *Please be on time.*

Salgesch → Leuk

Sa. 24.08.2024, 6 min

🚶 2' 08:28 ●—————● 08:32

- 09:30 Time at disposal to visit the park. The Pfyn-Finges Regional Nature Park stretches from 500 to 4,100 metres above sea level in central Valais between Gampel and Sierre. Nowhere else in the Alpine arc are there so many imposing, world-famous four-thousand-metre peaks as in Valais. The nature park takes its name from the Pfynwald conservation area. Finges is the French translation of Pfyn. Its uniqueness lies in its natural potential: its USPs are Pfynwald, geology (Illgraben, wild Rhone), wine (80 wineries in the park perimeter), ornithology (rarest bird species) and bilingualism (language border)
- 12:00 End of the visit, individual transfer by taxi from bus stop “Parc de Finges” to Erschmatt. *Taxi will be reserved by Valais Wallis Promotion.*
- 12:20 Meeting point at the parking lot for the lunch with Edmund Steiner +41 79 286 74 90 at the **Burgerhaus (old community center) in front of the 400-year-old wood-fired oven**
- After-noon Rye: Exploring a Valaisan natural and cultural heritage:
- Baking rye bread the traditional way in the old bakery
- Visit of the village of Erschmatt - Experience the rye world interactively
- Until - Interview
- 17:00 Transfer back to Leuk with taxi or Erschmatt Crew.
- 17:35 A shuttle is organized to the Tavolata until 18:30. *In case of bad weather, the Tavolata will stand in the building SOSTA next to the Leuk train station. Staff of the organization will indicate you the right place.*






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18:00 Meeting with **Andy Varonier**, Organiser of Tavolata Pfyn-Finges Regional Naturel Park.

19:00 Dinner at the heart of Sierre-Leuk vineyards for the Tavolata. Varen (Good weather) / Susten (bad weather)
www.pfyn-finges.ch/tavolata
+41 27 452 60 60
admin@pfyn-finges.ch

23:00 End of the Tavolata, you can use the shuttle back to Leuk. The last train to Salgesch is at 23:59. *If you prefer to go back earlier to the hotel it's also possible depending on shuttle and train connections.*

 R91 Direction St-Gingolph (Suisse)	a partir de CHF 2.2
21:25 ●	21:28 ●
Voie 1	3 min
<hr/>	
 R91 Direction St-Maurice	à partir de CHF 2.2
21:59 ●	22:02 ●
Voie 1	3 min
<hr/>	
 R91 Direction Monthey	à partir de CHF 2.2
22:59 ●	23:02 ●
Voie 1	3 min
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 R91 Direction St-Maurice	à partir de CHF 2.2
23:59 ●	00:02 ●
Voie 1	3 min
<hr/>	
1 dimanche, 25.08.2024	
 R91 Direction Martigny	à partir de CHF 2.2
00:53 ●	00:57 ●
Voie 1	4 min

00:00 Overnight stay in Sierre.



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Sunday, 25th August 2024 - Goodbye Valais.

- 08:00 Breakfast at the hotel and check-out.
- 09:00 Individual check-out depending on your flight or train connection.
- 12:00 End of the media trip.



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Additional information for your publications

www.visitvalais.ch - Official website of Valais/Wallis Promotion with countless ideas for what to do in our region plus news about Valais.

www.myswitzerland.com - Official website of Switzerland Tourism.

Websites of the destinations visited.

www.sierre.ch - Sierre

www.leuk.ch - Leuk

www.pfyn-finges.ch/en/ - Natural Park Pfyn-Finges

www.erschmatt.ch/en/ - Erlebniswelt Roggen

Photos of Valais

You will find more than 18,000 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.

Arrival and departure

Arrival and departure are organised by Switzerland Tourism.

Social Media

Share your Valais travel experiences with us:

Valais:

Twitter: @valaiswallis - www.twitter.com/valaiswallis

Instagram: @valaiswallis - www.instagram.com/valaiswallis

Facebook: Valais Wallis - www.facebook.com/valaiswallis

@ValaisWallis #Valais #MySummeInValais

Salgesch:

Instagram: @salgesch - www.instagram.com/salgesch/

Facebook: Salgesch @3970salgesch - www.facebook.com/3970salgesch/

Sierre Tourisme - www.facebook.com/SierreTourisme/

@salgesch #salgesch #sierre #wine #swisswinevalais #swisswine #naturparkpfynfinges

Sierre:

Twitter / X: @SierreTourisme - www.twitter.com/SierreTourisme

Instagram: @Sierretourisme - www.instagram.com/sierretourisme

Facebook: Sierre Tourisme - www.facebook.com/SierreTourisme

@sierretourisme #SierreTourisme



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Leuk:

Instagram: @leuktourismus - www.instagram.com/leuktourismus/

Facebook: @Leuk Tourismus - www.facebook.com/haloleuk/

@leuktourismus #Leuk

Swiss Wine Valais:

Instagram: @swisswinevalais - www.instagram.com/swisswinevalais

Facebook: @Swiss Wine Valais - www.facebook.com/swisswinevalais

@swisswinevalais #swisswinevalais #swisswine #wine



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