



## W VERBIER WAS NAMED WORLD'S BEST SKI HOTEL BY WORLD SKI AWARDS

*The prestigious award has just been unveiled at a 4<sup>th</sup> annual red-carpet event for the elite of the ski hospitality industry*



Switzerland's  
Best Ski Hotel



World's  
Best Ski Hotel

On the 19<sup>th</sup> of November, W Verbier was honored to be marked both Switzerland's Best Ski Hotel and World's Best Ski Hotel by the reputed World Ski Award organization based on over 1.6 million votes cast by professionals working within the ski industry and ski tourism consumers.



Featuring 123 stylish rooms and suites with signature W beds, private balcony and fireplace, as well as 6 restaurants and bars (including the newly opened local modern cuisine restaurant W Kitchen) and AWAY spa (with La Prairie recently becoming its flagship brand), W Verbier managed to outcome 25 luxurious properties in Best Ski Hotel category, winners of the respective Best Ski Hotel nomination in each of the featured 25 skiing destinations, and 14 luxury hotels in Switzerland's Best Ski Hotel category.

The gala ceremony was attended by Pierre-Henri Bovsovers, General Manager of W Verbier, and Nicolas Pascal, Director of Sales of W Verbier. Pierre-Henri can hardly hide his joy and gratefulness to his loyal team and the hotel owners when he speaks about this fantastic award: "I am delighted that after only three years of its existence, W Verbier has already received such a prestigious award and I would like to thank each team member for their amazing input. Special thanks to the owners who have done such a great job of designing and opening this hotel".

Switzerland's Best Ski Hotel and World's Best Ski Hotel awards became a perfect addition to the international recognition already received by W Verbier. In 2016, hotel was also named Luxury Modern Hotel of the year by LUXURY TRAVEL GUIDE and Switzerland's Leading Hotel Residences by WORLD TRAVEL AWARDS. Other notable awards include becoming recognized by one of The Best Ski Resorts in Europe over Reader's Choice Awards by Conde Nast Traveler (2015), as well as having won Best Lobby Luxury For Excellence in Hospitality Design nomination by Gold Key Hospitality Award (2014), and being included in 101 Top Suites list by Elite Traveler for the Extreme WOW Suite and in IT List by Travel + Leisure; both in 2014.

It is the excellent dedication and genuine passion for the job shown by each team member, providing WOW service behind expectation 24/7, that has made these awards possible, and the property, constantly evolving according to guest's demands, is striving to receive even more high-class recognition in the nearest future.

## **About World Ski Awards**

World Ski Awards is the sister organization of World Travel Awards, currently celebrating its 23<sup>rd</sup> anniversary. Launched in 2013, World Ski Awards aim is to drive up standards within the ski industry by rewarding the organizations that are leaders in their field.

World Ski Awards was developed in reaction to overwhelming demand from the ski industry for a programme that was fair and transparent; a programme with a mission to serve as the definitive benchmark of excellence, and to help to foster a new era of growth in ski tourism.

The reaction to the annual World Ski Awards is vindication of this vision. Hundreds of thousands of travel professionals and skiers across the globe vote for their favorite ski tourism products and brands, whilst the audience who gather for the unveiling of the inaugural winners serve as a "who's who" in ski hospitality.

The World Ski Awards programme has categories for the Best Ski Resort, Best Ski Hotel, Best Ski Boutique Hotel and Best Ski Chalet for each of the world's top 25 ski tourism nations. The individual country level winner with the most overall votes will not only win the national award but also the world level award in the respective category.

A number of categories exist on a world level only; World's Best Ski Tour Operator, World's Best Ski Travel Agent, World's Best Ski Transfer Operator, World's Best Ski Resort Company, World's Best Freestyle Resort, World's Best Indoor Ski Resort, World's Best Heli-Ski Operator, World's Best New Ski Hotel, World's Best New Ski Chalet, and the special World Ski Awards Academy Awards for Outstanding Contribution to Ski Tourism and Ski Legend.

The voting methodology is simple; votes are cast by professionals working within the ski industry — senior executives, travel buyers, tour operators, agents and media — and by the public (ski tourism consumers). Votes are submitted online at World Ski Awards website. The voting works on a first-past-the-post system to ensure impartiality and independence.

## **About W Verbier**

The first alpine escape of W Hotels Worldwide, W Verbier is also the first hotel of the international hotel chain in Switzerland. Perched at 1531 meters, only steps away from the main gondola offering immediate access to over 400 kilometers of ski, biking and hiking terrain, the hotel features 123 stylish guest rooms and suites with private balconies, fire places and W branded Residences.

Open year-round, W Verbier proposes to discover 6 bars and restaurants. From amplifying morning coffee soaked in with the first sun rays in W CAFÉ to a rewarding après-ski drink feasting and dancing your skiing boots off to covet DJ beats in W OFF PISTE and indulging yourself with the finest cocktails customized by our mixologists, sipped together with heart-dropping sunsets observed from a gorgeous panoramic terrace in W LIVING ROOM, W Verbier steals the scene. Other limitless possibilities include a compulsive

palette of flavors to experience in a newly-premiered modern Swiss cuisine restaurant W KITCHEN, in a playful CARVE Sushi Bar, or in an exclusive signature Sergi Arola's EAT-HOLA Tapas Bar, all together inviting to never stop exploring.

Guests are also invited to recharge and detoxify in 800 sqm. of relaxing surroundings in the signature AWAY® spa including an indoor/outdoor-heated WET pool, hammam, sauna and jacuzzi, as well as a 24/7 accessible FIT gym. Starting from December 2016, La Prairie will become the flagship brand at AWAY® spa.

With 300 sqm. of functional event spaces, W Verbier offers everything under one roof. Whatever else guests need to amp up their stay, just ask. The renowned Whatever/Whenever service team is there to make it happen 24/7.