

PROJECT NO. 4

Revitalising VerticAlp Emosson's tourism offering for greater appeal

IN BRIEF

The constant need to modernise the transport infrastructure and taking a new step forward with an exhibition space

Passengers discover the Swiss Alps, transported by VerticAlp Emosson in **three spectacular stages**. The sensational ascent begins with the **Châtelard funicular**, one of the steepest in the world with a maximum gradient of 87%. While passengers admire the stunning view, the funicular takes them to Montuires station at 1825 metres above sea level. Next, the **panoramic train** winds its way along the mountainside, unveiling the majestic panoramas of the Mont-Blanc massif and the Bouqui gorge. Lastly, the **minifunicular** brings visitors to the grand square of the Emosson dam overlooking the lake at 1965 meters above sea level.

Major investments have been – and continue to be – made to ensure that this important complex meets **safety standards** and remains an **outstanding tourist attraction** for the next 20 years. The funicular was renovated and modernised between 2014 and 2015, and the carriages of the little train are original, but the engines need replacing. This represents an investment of CHF 500,000. The order is ready to be sent off as soon as possible, as it will take 8 to 10 months for the engines to be delivered. Lastly, the minifunicular dates back to the



early 90s and its electric control system also needs modernising; electronics have improved significantly in recent decades, and it is difficult to find spare parts for the existing controls. Depending on which of the proposed solutions is chosen, the investment is likely to be between CHF 300,000 and CHF 450,000.

An ambitious project, highlighting this infrastructure and with it the region's entire railway and hydroelectric heritage, is also under review. This project envisages a **permanent exhibition** situated at the half-way point, at **Montuires station**. This space will showcase the role of **transport infrastructure** in the region's history, between Châtelard and Barberine (today VerticAlp Emosson), from the perspective of Finhaut's destiny as a producer of **hydroelectricity**.

The Centre will offer visitors an **immersive exhibition** in the heart of this alpine valley with an exceptional historical heritage. By combining information on the region's history with interactive presentations, visitors can expect an **entertaining and educational** experience. Created with various levels of interpretation in mind, the Centre will welcome visitors of all ages and will even have a **train driving simulator** for younger visitors. Investment is estimated at CHF 250,000.

DESCRIPTION

An appealing tourist attraction, the commitment of other stakeholders and seasonal complementarity in the valley

- VerticAlp Emosson is a **well-known tourist attraction** drawing over 40,000 visitors each year.
- This project, supported by the Commune of Finhaut, majority shareholder, is part of a drive to develop a **sustainable tourism offering**. La Maison du Tourisme de Finhaut supports and leads such projects.
- VerticAlp is encouraging non-motorised transport for the entire valley by providing an alternative to motorised access to Emosson.
- Since 2024, VerticAlp Emosson has a new asset: VerticAlp Vallée du Trient SA. This new operating company brings VerticAlp Emosson and TéléMarécottes together to ensure that the two sites, at Salvan (ski) and Finhaut (sensational ascent), are run **efficiently**, benefiting from the similarities of their clientele and from their **seasonal complementarity** (pooling of staff who can be employed all year round, etc.).
- The exhibition space will **extend the time visitors spend** at the site, therefore increasing consumption potential at the site (restaurant, shop, even hotel, etc.), boosting the local economy and encouraging visitors to prolong their stay to enjoy more of the valley's treasures.



WHY SHOULD YOU SUPPORT THIS PROJECT?

A realistic project that is sustainable, coherent and provides momentum

- VerticAlp Emosson's **operating revenue** covers its running costs, but it is **not enough to finance the investments** outlined above.
- VerticAlp Emosson has enormous potential, which has already been put to full use, but to make it an enduring stakeholder in the Trient Valley's tourism offering, we must ensure its ability to **revitalise**. The modernisation of its infrastructure is one aspect, but the creation of an exhibition would enable it to attract new clients, who are mindful of its history and heritage, while at the same time attracting even more families.
- This tourism offering is completely in line with a desire for **sustainable tourism** and **non-motorised transport** in the tourist destination of Trient Valley.

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