



Press release  
Verbier, December 3, 2024

## Verbier 4Vallées and Thyon, the first Swiss resorts on the Skiif application!

From the 2024/2025 winter season, Verbier 4Vallées and Thyon will be on Skiif, the collaborative geolocation application for skiing. Since it was launched in 2023, Skiif has been hugely successful. Having convinced over 100,000 skiers in one ski area from the very first season (and 20,000 more during the off-peak period), Skiif continues to attract an ever-increasing number of users. It now includes Verbier 4Vallées and Thyon, and a number of other Swiss resorts have followed suit and will be joining this winter.

Skiif reached the semi-finals of the prestigious “BFM Académie 2024” (competition for the business models of aspiring entrepreneurs). It provides a highly innovative approach for improving the overall skiing experience, introducing new functions and a new vision for the future of mountain resorts.

### The Viral sensation App keeps evolving!



#### THIS WINTER'S MAJOR INNOVATION IS THE “SKIIF MAP”:

A new feature that allows Skiers to track and find their friends on the slopes. With real-time location sharing, meeting up at the top of a slope or at a mountain restaurant becomes incredibly easy and reliable. This highly anticipated feature enhances the app's community-driven approach and conviviality.

Created by Lalée Pinoncelly, a ski enthusiast and digital professional, Skiif takes the form of a digital, intuitive, and detailed map of ski runs, inspired by traditional paper trail maps (which inevitably end up in the trash...). The GPS app, which adopts all the features of classic GPS systems, allows users to track their real-time location and create personalized routes based on their skill level and snow conditions.



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Collaborative and user-friendly, it also meets the growing demand for safety and peace of mind on the slopes, thanks to features such as a geolocated 'SOS' button, the 'choose your skiroom' option that guides skiers back to their starting point with a single click, and the active participation of users, updating information about slope conditions and lift crowds themselves.

### **Ambitions that match the challenges faced by ski resorts**

Skiif plans to integrate summer activities such as mountain biking, hiking, and other experiences that offer a new way to enjoy and discover the mountains, making it the only community-driven, multi-resort app showcasing all mountain resort activities year-round. Skiif aims to become an essential tool by progressively expanding into a comprehensive mountain-focused platform, with the goal of enhancing resort appeal and moving beyond the "all-ski" model.

To fully integrate ski area operators into the Skiif ecosystem, the app now offers the "Skiif Pro" subscription, enabling operators to communicate directly with skiers and update ski area information in real time. For example, its first Swiss partner resort is Verbier 4Vallées.

### **1.5 Million to Conquer the Tomorrow's Mountain**

Believing in its ambitions, the Skiif team successfully completed a second funding round in July 2024, bringing its total investment capacity to €1.5 million. This funding will accelerate the app's European expansion (with a target of 1 million Skiifers this winter) and support the development of innovative services for mountain tourism professionals.

Lalée Pinoncely, Skiif's founder, sums up the challenge: *"Skiif is the first community-based, multi-resort GPS. It is one of a kind in the world and allows skiers to enjoy the slopes safely. A skier who discovers Skiif becomes a Skiifer. My long-term vision, to overcome emerging challenges and transform ski resorts into year-round mountain destinations, is to rely on an enthusiastic community that unites Skiifers and mountain professionals worldwide, across all four seasons."*



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Free for individuals and available via subscription for brands and resorts, Skiif brings together all mountain stakeholders to embrace a responsible and joyful future.

Skiif is available for download on the App Store and Google Play.

The new version, featuring the SnapSkiif function and European resorts, will be available starting December 1st, 2024

**For more information:**

Lalée PINONCELY — Founder of Skiif — +33 6.35.47.07.62 — [lalee@skiif.com](mailto:lalee@skiif.com)  
Elise PHILIPPOT — Communication & PR Manager — +33 6.75.12.01.43 —  
[elise.philippot@epcommunication.fr](mailto:elise.philippot@epcommunication.fr)

Laurent Vaucher – CEO of Téléverbier – +41 27 775 25 11  
[l.vaucher@televerbier.ch](mailto:l.vaucher@televerbier.ch)

Eric Crettaz – General Manager of Télé-Thyon – +41 27 282 57 11 -  
[e.crettaz@tele-thyon.ch](mailto:e.crettaz@tele-thyon.ch)

Website:

[www.skiif.com](http://www.skiif.com)

[www.verbier4vallées.ch](http://www.verbier4vallées.ch)