



RELIVE THE MAGIC

40 years after the memorable celebration of skiing in 1987, Crans-Montana will be hosting the FIS Alpine World Ski Championships for the second time in its history. The Crans-Montana 2027 Association is meticulously preparing for the event.



Details and information:
cransmontana2027.ch

Brand identity

A project such as the World Championships merits a logo and graphic design which are as unique as the event itself. The brand-new visual identity of Crans-Montana 2027 was unveiled in a public ceremony last November.

Two slopes, one finish stadium

Crans-Montana offers an attractive track concept, with two main slopes that share the same finish stadium. While the Mont Lachaux slope requires very little adjustment, investment is planned on the Nationale slope, specifically in relation to safety, cabling and snow-making. The new stadium renovation project was submitted for public consultation at the end of October 2023 and the construction work, carried out by the municipality of Crans-Montana, should be completed in 2025.

Merger of the committees

Crans-Montana will continue to host the annual Ski World Cup. Men's races are scheduled for 2025, and an unprecedented combination of men's and women's races in is planned for 2026. In order to manage the organisation of these races, the current committee will merge with the Crans-Montana 2027 committee. This pooling of skills will mean the approaching World Championships can be prepared as effectively as possible, while continuing to benefit from the expertise of the World Cup organisation.

The organisation chart

The Crans-Montana 2027 Strategic Steering Committee is made up of members of Swiss-Ski and local representatives, while operational management has been entrusted to Didier Défago (CEO) and Daniel Bollinger (COO). In recent months, they have established staffing requirements and have defined in more detail the organisational structure for Crans-Montana 2027.



600
ATHLETES



80
PARTICIPATING
NATIONS



1400
VOLUNTEERS



134 M
TV SPECTATORS



11
COMPETITIONS



150K
SPECTATORS



142 M
GROSS VALUE
ADDED (CHF)



17K
PRINT AND ONLINE
ARTICLES

At Crans-Montana 2027, we are convinced that our event can leave a lasting mark on the region and create enthusiasm for winter sports. We want to mobilise young people around winter sports, build a strong and sustainable future for our region, strengthen cohesion through powerful emotions.

#INSPIRING
THEFUTURE