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PRESS RELEASE

Riviera Noël concludes its 2025 edition and confirms the strength of its regional model

With 652,000 visitors welcomed across all sites over 35 days of operation, Riviera Noël concludes its 2025 edition with a very positive outcome, marked by stable attendance, a rich programme and a visitor experience that has been widely praised. The event ran smoothly throughout, confirming the reliability of the safety arrangements and the quality of coordination between teams, partners and local and cantonal authorities.

Music at the heart of the Montreux experience

True to the city's DNA, the 2025 edition placed music at the centre of the experience. Throughout the event, 51 concerts animated the market, featuring an eclectic programme ranging from regional folk music and music schools to jazz, pop-rock, gospel and DJ sets.

Beyond the programme itself, this edition marked a notable shift in visitor profiles. Riviera Noël welcomed more young visitors, a stronger presence of German-speaking Swiss guests, as well as a significant increase in international tourism.

Vevey: a local market that was highly appreciated

The reorganisation of the market improved the clarity of the offer and the fluidity of visitor circulation, strengthening the site's integration into the heart of the city.

This refocused layout attracted a curious audience that enjoyed strolling, engaging in conversation and discovering the chalets. Exhibitors highlighted the quality of interactions and an atmosphere well suited to building connections. The warm and calm ambience of the site particularly appealed to the local population, who appreciated having a welcoming place conducive to encounters and exchanges.

Rochers-de-Naye confirm their strong appeal

Thanks to the originality of this world-renowned attraction, visitors book their tickets as early as September, eager to experience this magical interlude. In close collaboration with MOB, the experience showcases the unique setting of Rochers-de-Naye, the enchanting cogwheel train ascent and the much-anticipated meeting with Father Christmas, a highlight that delights both young and old.



Once again, the House of Father Christmas at Rochers-de-Naye recorded high attendance. The occupancy rate reached 85% before the opening and rose to 100% just a few days after launch, confirming strong anticipation and sustained public interest. In total, 25,000 visitors were welcomed. Favourable weather conditions allowed for the full operation of the attraction.

Villeneuve: an accessible, family-oriented site

The small train linking the SBB railway station, the car park and the Village of the Elves proved very popular with visitors. This service increased the visibility of local shops and exhibitors while facilitating access to the site.

Activities for children, particularly creative workshops such as the candle-making workshop, were also highly appreciated by families.

For its second edition, Villeneuve strengthened its links with the city's activities and continues to seek even closer integration within its site.

Very positive feedback from exhibitors

The vast majority of exhibitors expressed high satisfaction with the 2025 edition, both in terms of stable attendance and the quality of interactions with visitors.

These responses confirm the rigour of the exhibitor selection process and Riviera Noël's clear positioning as one of the few Christmas markets that prioritises craftsmanship, with 72% Swiss exhibitors.

With more than 200 chalets spread across Montreux, Vevey and Villeneuve, Riviera Noël offers visitors an exceptional diversity of choice in a coherent, high-quality setting deeply rooted in artisanal know-how.

Exhibitors share their experiences

"We are returning for the ninth year and we meet a loyal customer base that comes back specifically every year. This stability, combined with new visitors, has even allowed us to record a slight increase. People take the time to talk and understand the craftsmanship."

— Gwenaël, Nagwe Creation

"This was my first time taking part in a Christmas market of this scale and the experience has been very positive. I met a completely new clientele from all over Switzerland, and the market gave me real visibility for the future."

— Cristina Pogaci



"In Montreux, the audience is very international. We speak several languages every day, which makes the experience very stimulating and different from other markets. There is a constant, very diverse flow of visitors who are curious and open. It's an excellent opportunity for us, without hesitation."

— Giuliano Bigler, HyperSuper

Sustainable mobility and a well-managed regional deployment

Mobility remained a central focus, encouraging the use of public transport and ensuring smooth travel throughout the Riviera. Free buses at weekends, made possible thanks to the Municipality of Montreux and Riviera Noël, improved traffic management and reduced motorised traffic. Many visitors chose to travel by train and public transport.

An edition confirming the maturity of Riviera Noël

The 2025 edition confirms Riviera Noël's ability to deliver a safe, structured and unifying event, combining tradition, innovation, culture and strong territorial roots.

The regional development of Riviera Noël took place under excellent conditions, confirming the relevance of the regional approach and the complementarity of the sites.

About Montreux Noël SA

Since 1994, Montreux Noël SA has organised one of Europe's most emblematic Christmas markets. Each year, more than 500,000 visitors experience the magic of the festive season on the shores of Lake Geneva, combining craftsmanship, gastronomy and enchantment. The company is committed to delivering a high-quality, safe and sustainable experience while promoting local stakeholders and products. Renowned for its expertise and attention to detail, Montreux Noël is now a national and European benchmark in festive and tourism events.

About the Riviera Noël Foundation

Founded in 2024, the Riviera Noël Foundation brings together the cities of Montreux, Vevey and Villeneuve around a shared ambition: to develop a unifying and sustainable event across the Riviera vaudoise. Its mission is to ensure safety, mobility and sustainability while strengthening regional cooperation. The Foundation coordinates the strategic axes of Riviera Noël and ensures a balance between tourist appeal, respect for the territory and residents' quality of life.

Press contact

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Annexes:

- Photos from the 2025 edition