



Château-d'Œx, the 20.11.2023

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44th International Balloon Festival



The Swiss skies will once again come alive with vibrant colors and spectacular shapes during the 44th edition of the International Balloon Festival in Château-d'Œx. Scheduled from the 20th to the 28th of January 2024, this iconic event annually attracts hot air balloon enthusiasts from around the world for an unforgettable experience.



Established in 1979, the International Balloon Festival takes place each year at the end of January over a span of 9 days in the hot air balloon capital of Switzerland, Château-d'Œx. The festival welcomes hot air balloons from around the globe and gathers between 20,000 and 50,000 spectators, as well as the world's top balloonists, per edition.



The connection between Château-d'Œx and hot air balloons is deeply rooted in history. In 1999, the Breitling Orbiter 3, piloted by Bertrand Piccard and Brian Jones, took off from Château-d'Œx for the first non-stop round-the-world balloon flight. It is primarily the geographical location that has enabled Château-d'Œx to host such an event, as the region offers optimal meteorological conditions for balloon flights.



From the 20th to the 28th of January 2024, the Festival will host its 44th edition, themed around festivities, encounters, and enchantment. Starting January 20, over 60 pilots from around the world will converge on Château-d'Œx! Each day, spectators will have the opportunity to witness the inflation of the balloons and see them gracefully ascend into the sky, offering a breath-taking spectacle in the middle of the mountainous and snowy backdrop. In addition to balloon flights, special events will punctuate the schedule of this 44th edition, including competitions, acrobatic flight demonstrations, the ascent of special-shaped balloons, tethered flights for children, and more, allowing visitors to immerse themselves in the world of ballooning in the Swiss Alps.

For all general information regarding the Festival, the program, access, or ticket prices, please visit www.festivaldeballons.ch. Swiss and international media are cordially invited to cover this exceptional event. Press accreditations can be obtained by completing [the accreditation form](#).

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