

Swiss Adventure Company e-Alps Doubles Guest Numbers as Demand Grows for Guided Alpine E-Bike Expeditions

The company behind the first e-bike adaptation of the legendary Chamonix-Zermatt Haute Route is helping redefine how travelers experience the Swiss Alps

VALAIS, SWITZERLAND, August 18, 2026 /EINPresswire.com/ -- As travelers increasingly seek more active, immersive ways to explore iconic destinations, Swiss adventure company e-Alps, the e-mountain bike Haute Route pioneers, is experiencing significant growth in demand for guided journeys across the Alps. The company reports an average annual growth rate of 50% over the past three years and doubled the number of guests served in 2026, signaling a growing appetite for premium, multi-day alpine adventures that combine challenge, comfort, and local expertise.

Founded in 2018 by Swiss alpine enthusiast Maxence Carron and Adrià Mercadé, e-Alps was created to make legendary mountain routes accessible to a wider range of travelers without removing the sense of adventure and achievement that defines alpine exploration.



E-ALPS

EPIC E-BIKE ADVENTURES

The e-MTB Haute Route pioneers



UNESCO Haute Route - Photo Credit Jeremie Carron

The company's signature experience, the Chamonix-Zermatt Haute Route by e-bike, is the first guided e-MTB adaptation of one of the Alps' most iconic crossings. The seven-day journey takes



Guests don't just want to see the Alps from a viewpoint—they want to move through them, connect with the landscape, meet local people, and feel a real sense of accomplishment.”

*Maxence Carron | co-founder
| e-Alps.*

travelers through some of Switzerland's most spectacular landscapes, connecting legendary destinations including Chamonix, Verbier, and Zermatt while combining expert guides, premium e-bikes, luggage transfers, handpicked accommodations, and local mountain expertise.

“People are looking for more meaningful ways to experience destinations,” says Maxence Carron, co-founder of e-Alps. “They don't just want to see the Alps from a viewpoint—they want to move through them, connect with the landscape, meet local people, and feel a real sense of accomplishment. E-mountain bikes have created a new opportunity to share these experiences with more

travelers while preserving the adventure at the heart of the journey.”

A New Generation of Alpine Travelers

Since launching, e-Alps has welcomed approximately 3,000 travelers who have completed the company's signature Chamonix–Zermatt Haute Route experience. While the company initially attracted primarily European travelers from Switzerland, Belgium, and the Netherlands, demand has expanded internationally, with increasing interest from the United States, Canada, the United Kingdom, Australia, and Northern Europe.

The company's typical guests are travelers between 45 and 70 years old who are seeking active, premium experiences. Many travel as couples, families, friends, or mixed-level groups, an audience that has historically found traditional mountain biking challenging due to differences in fitness levels and technical ability.

“E-bikes have changed who can experience these types of journeys,” says Carron. “We're seeing couples, parents and children, and groups of friends traveling together because everyone can share the same adventure, even if they have different levels of cycling experience.”

The Rise of Shoulder Season Alpine Travel

While the traditional Alpine summer season runs from June through October, e-Alps has seen particularly strong demand in September, when conditions are often ideal for riding and trails are quieter than during peak summer months.

The company's booking window also reflects the shift toward experience-led travel planning, with most guests reserving trips six to 12 months in advance, particularly North American travelers planning major European adventures.

Expanding the Future of Alpine Adventure

Beyond its flagship Chamonix–Zermatt route, e-Alps has expanded its offerings to include

additional multi-day journeys such as [Verbier–Zermatt](#), [Crans-Montana–Zermatt](#), the [Tour du Mont Blanc](#), and the Alpine Discovery route designed for less experienced riders.

The company's newest itineraries reflect growing demand for accessible adventure experiences that combine iconic landscapes with premium hospitality and seamless logistics.

By the Numbers:

- Founded in 2018
- 50% average annual growth over the past three years
- Guest numbers doubled in 2026
- Approximately 3,000 travelers have completed the Chamonix–Zermatt Haute Route by e-bike
- Travel season: June–October
- Average booking lead time: 6–12 months
- Guests traveling from the U.S., Canada, UK, Australia, and across Europe

For more information about e-Alps and its guided alpine e-MTB journeys, visit www.e-alps.com.

###

About e-Alps:

Founded in 2018 and headquartered in Valais, Switzerland, e-Alps creates premium guided e-mountain bike journeys across the Swiss Alps. Combining expert local guides, carefully designed routes, premium e-bikes, luggage transfers, handpicked accommodations, and authentic regional experiences, e-Alps helps travelers discover the Alps from the inside—through the trails, villages, landscapes, and people that make each journey unforgettable.

Notes to Editors:

Press images available here:

https://drive.google.com/drive/folders/14PssozFQUvHysNQCoPve_CQGg-KMtTqS?usp=sharing
(more available on request)

For more information or to arrange interviews, please contact:

Sarah Lizzy Aversano, Senior Account Director, Roam Generation
sarah@roamgeneration.com

Sarah Aversano

Roam Generation

sarah@roamgeneration.com

Visit us on social media:

[Instagram](#)

[Facebook](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935021296>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.