

NEWS FRENCH ALPS



Press luncheon

September 22nd 2017

Partners

France Montagnes
Alpe d'Huez
La Clusaz
Les Menuires
Val Thorens



FRANCE MONTAGNES

- ⇒ Organization gathering suppliers in the tourism industry at the French Alps
- ⇒ Created in 2010
- ⇒ Aim: Promoting the French Alps all year round nationally and internationally

THE FRENCH ALPS IN FIGURES

- ⇒ France is the leading ski destination in Europe
- ⇒ Possibilities for skiing all year round
- ⇒ 350 resorts
- ⇒ 3 391 ski lifts
- ⇒ 26 581 hectares of groomed ski slopes – highest in France at 3 560 m above the sea
- ⇒ 1 direct route from Finland to Geneva

Trends 17/18

⇒ the foody mountains

⇒ the themed mountains

⇒ the original mountains

⇒ the online mountains



Family destination

Famille Plus label awards 45 ski resorts

- ⇒ National label
- ⇒ Family-friendly services
- ⇒ Accommodation and restaurant facilities
- ⇒ Activities for all age
- ⇒ Appealing events to families



VIVRE ENSEMBLE
DE BELLES EXPÉRIENCES



Christmas is magical

- ⇒ Many events free of charge
- ⇒ All resorts already opened
- ⇒ Magical atmosphere



———— Skiing into spring

Why choosing spring for skiing in the French Alps ?

- ⇒ From March 20th
- ⇒ Good snow conditions
- ⇒ Longer and warmer days
- ⇒ Lots of events and activities in the resorts
- ⇒ Excellent value for money



ALPE D'HUEZ

Celine Perrillon



alpe*huez



Visitez et inscrivez-vous au blog
presse de l'Alpe d'Huez
<http://presse.alpedhuez.com>

ALPE D'HUEZ - PASSPORT

alpe*huez

⇒ **Sunshine**

Nicknamed « l'île au soleil » - ' The island in the sun', perched on a full south facing plateau at 1860 m altitude.

⇒ **A huge ski area, great variety and progressive slopes**

250 km of pistes – 800 skiable hectares – 120 pistes. The higher you climb, the harder the pistes.

⇒ **Gentle learning**

2 protected areas reserved for debutant skiers at the foot of the pistes.

⇒ **The longest vertical drops in Europe**

5 pistes over 2000 m including the 'Sarenne' and its 16 km run.

⇒ **Breathtaking Panoramas and vista points**

Panorama of the Pic Blanc at 3330 m altitude : an amazing view over 1/5th of France.



New this season... On the slopes

2 new fun-filled areas :

- ⇒ Roger the shepherd (in the Bergers area) – Difficulty: green – with a pasture land theme
- ⇒ Jacky the lumberjack (in Auris / La Corniche) – Difficulty: blue – with a themed route of art and sculpture on wood.

Attractions and coloured obstacles of all styles : whoops, bosses, banked bends, tunnels to cross, slalom, pipe, canyon, comical figures and photo spots...

Wonderful times to be shared, on snow and ice, with family and friends.



Optimisation and modernisation of the artificial snow making equipment

alpe*huez

- ⇒ The installation of **68 state-of-the-art ventilator snow canons** means guaranteed snow from the beginning of the season enabling a substantial increase in the production of snow at higher temperatures.
- ⇒ The system is set up over 3 strategic axes between 1800m and 2300m : Bergers, Jeux and Signal. Supplier **TechnoAlpin**.
- ⇒ With the addition of the snow-making machines, the ski area will house **one of the largest fleets of ventilator snow canons in France!**



What's new – Ski lifts

alpe*huez

Enhancing operations in la Grave and ski lifts in the Meije valley

- ⇒ 30 year concession
- ⇒ Project Motivation : the drive to keep up the « legend » of la Grave - the site is unique and world famous for its off piste itineraries .

The challenges

- ⇒ Technical challenges: renovation and modernisation of the existing ski lifts + construction of a new, 3rd section enabling access to the summit of the Dôme de la Lauze at 3600 m.
- ⇒ Commercial Challenge : relaunch activity in the winter + develop tourism during the rest of the year.

TELEPHERIQUES
la Grave
la Meije
1450
3600
2150m de différence



ACTIVITIES

New 4 season Alpine Coaster toboggan

There's even more to share as Alpe d'Huez has created an Alpine Coaster- a **4 season** toboggan **on rails** setting off from the Bergers.

This is the very latest of its kind. The idea was inspired by theme parks so this is the equivalent of a roller coaster in the snow! All ages can share in this thrilling downhill activity **winter and summer** alike.

The coaster functions in all weathers.

It's on a lit, 1000m long circuit alternating banked bends, waves and jumps.



LA CLUSAZ

Stéphanie Pollet



FAST AND GLORIOUS

- ⇒ 2h30 flight from Stockholm or Oslo to Geneva
- ⇒ 3h00 flight from Helsinki to Geneva
- ⇒ 1h55 flight from Copenhagen to Geneva
- ⇒ 50 mins drive from Geneva Airport

110 YEARS ANNIVERSARY of tourism, skiing ...at your service

- ⇒ **1907** the first sports facilities were created.
- ⇒ **125 km** of slopes over the La Clusaz-Manigod ski area
- ⇒ **1.100 m – 2.600 m** altitude
- ⇒ **84** slopes (Black runs 7-Red runs 29-Blue runs 30-Green runs 18)
- ⇒ **49** ski lifts
- ⇒ **37.8€** adult ski pass
- ⇒ **15.000 m** combined vertical drop
- ⇒ **24 265** beds
- ⇒ **1916** inhabitants
- ⇒ Open from **23rd December** 2017 to **29 April** 2018

Travel in the morning and ski
in the afternoon

THE MAGIC OF CHRISTMAS

19th Pestacles du Père-Noël Festival 24 to 31 December.

For nearly 20 years, “Pestacles”, the biggest family, street arts festival in the Alps during. The Festival is unique in France for children and adults to marvel at the Christmas magic and festive entertainment around the village, all free of charge. Children of all ages will discover new activities around the Christmas theme through music, theatre, street theatre plus new and innovative children’s rides.

From 4pm to 7pm every day the resort buzzes with performances from over 20 artistic companies, with of course the much waited for spectacular arrival of the man in red....Father Christmas!



GRAND SKI

« Great weather, great skiing »

The new ski lifts

Winter 2017/18 a new detachable 6-seater chairlift for an increased up-lift capacity, comfort and speed accompanied by a brand-new bottom station which will accommodate the main ticket office, the Sports Club and an area for ski lockers.

Full Moon 2018 : x 2 for the 15th anniversary !

For the 15th edition, La Clusaz is organizing 2 Full Moon parties on the 3rd February and the 3rd March 2018. Ski down the slopes by the light of the moon until 1am with concerts, DJ sets, shows..

A « SKI-MOUNTAINEERING » RESORT

A wide range of services has been developed to help enthusiasts discover the domain and/or the discipline, including; marked slopes, specialized ski schools, guides, ski-mountaineering excursions, beginner lessons and equipment hire.

2 new ski mountaineering tracks to begin on or to practice on

Both with a vertical drop about 600m and distance 5km from village center for beginner level and advanced.



FAMILIES FIRST !

Awarded the “famille plus” label for the last 16 years and organizes events and provides services adapted to both children and teenagers. The label has helped encourage additional services to make parents jobs.



Aravis Aqua park: panoramic view over the snow peaks with an indoor and outdoor pool, waterfall, whirlpool bath, sauna and steam room as well as a fitness suite. There are aquabike, aquagym and yoga sessions and a dedicated paddling pool for smaller children.

In addition dedicated sledge runs and ski school gardens, children can try out **ski jeoring** (skiing pulled by a horse) or **pony sledging** for younger children.

The Family Run

The resort’s freestyle training area of 2 tracks separated by a green run to let skiers and snowboarders get a safe but fun taste of the sport. It is also a big picnic area open to all and the obligatory stop for a selfie in front of the letters « L A C L U S A Z »!

FreeSkid Tour, the off-piste competition for kids

The « FreeSkid Tour » is the first of its kind for children of 10-13 years to enter the Freeride Junior Tour circuit. The race is designed to give the children a first experience of competition in a fun and educational way.



SPRING SKI

As the days get longer and warmer and faces start to have a sun kissed look...it means spring skiing time in La Clusaz!!

Radio Meuh Circus Festival : friends together !

5 days of festivities with 4 under the circus tent and over 10 fringe stages free to all on the slopes or in the centre of the village with music ranging from electro, soul, hip-hop, disco or rock and all this at altitude. Enjoy a fun and laid-back atmosphere in the hometown of one of the most popular web radios in France www.radiomeuh.com

Spring skiing : learn to ski for free in La Clusaz in April

Free ski lesson for beginner adults*

Free ski pass for children and adults*

50% discount on equipment hire*

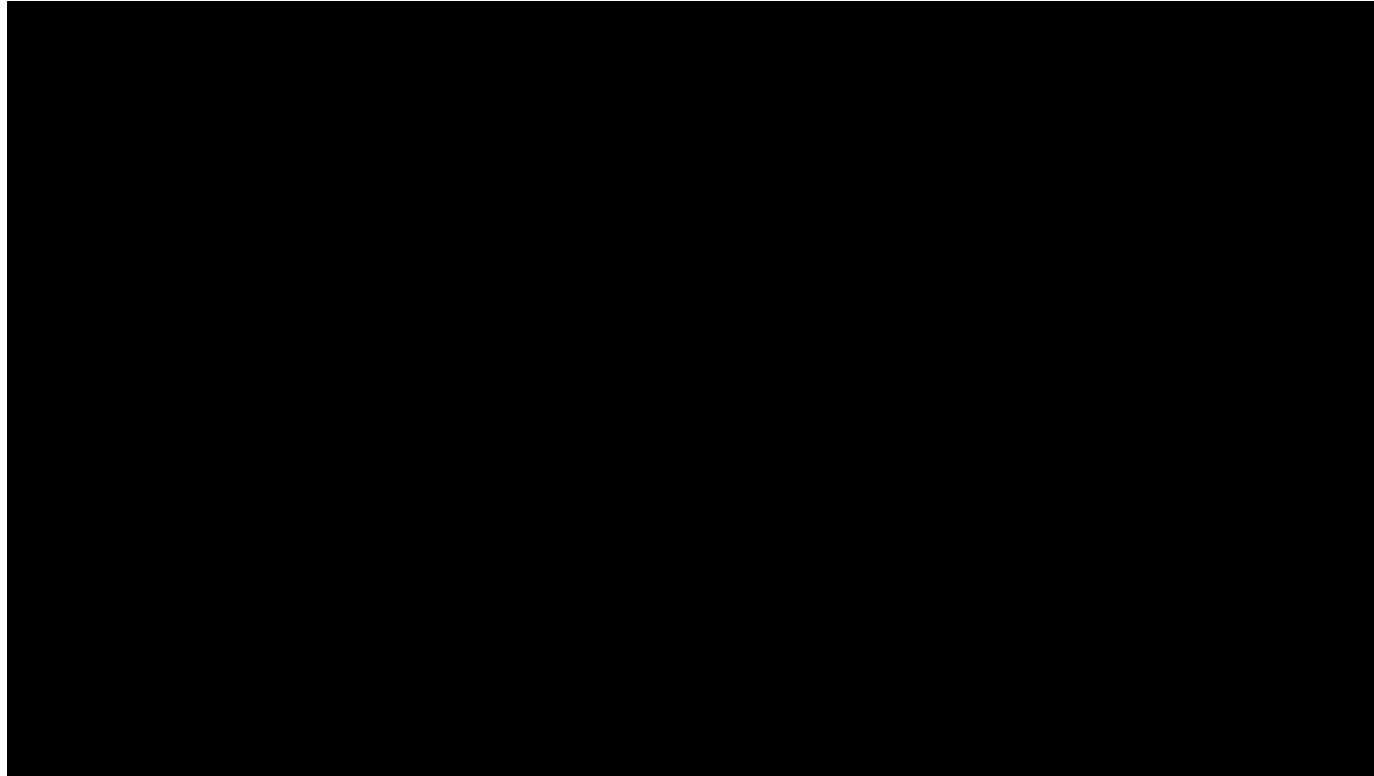
Deep Nature Spa et son parcours aquatique signé Serge Blanco

Located in the Prestige Odalys Residence, the new spa in La Clusaz is one of the biggest in the Alps with 850m² Deep Nature offers a unique experience with the **aqua trail** by Serge Blanco



LES MENUIRES – ST MARTIN DE BELLEVILLE

Estelle Roy



Menuires Geek Festival – December 9th and 10th

- ⇒ The first time an event focused on technology and gaming takes place in a mountain environment.
- ⇒ Intergenerational event offering activities for individuals as well as groups
- ⇒ A festival for everyone:
 - ⇒ Retro-gaming for the nostalgic
 - ⇒ Simulation space for the curious
 - ⇒ Game experience for the impatient of novelties
 - ⇒ Internet of Things – meetings between professionals and the public
 - ⇒ Laser Games on snow
 - ⇒ An escape room in igloo to work the meninges
 - ⇒ Board games, theme nights, concerts, exhibitions, projections in a fun after-ski atmosphere



Menuires geek festival_Fotolia

THE GOOD DEAL FOR MGF

2 days Pass for the festival,
1 or 2 nights,
2 days skipass for Les Menuires / St Martin

From 106 € per person



Yogiski week – From April 7th – 14th 2018



Yogiski Week _ N.Folliet

- ⇒ Relaxation week
- ⇒ Workshops to discover yoga, shiatsu, Do In, sophrology, etc.
- ⇒ Conferences and meetings on current topics
- ⇒ Full and rich program for a day or after ski

YOGI SKI WEEK with family or friends

The week for 4 persons including accommodation, ski passes Menuires/Saint Martin (6 days) and workshops à l'unité or 5 workshops of your own choice.

From 1150€ or 287,50€/pers



New refuge Lac du Lou

- ⇒ Renovated to create a special mountain refuge
- ⇒ Construction of a chalet next to the old refuge:
 - ⇒ 30 beds
 - ⇒ Service de restauration
 - ⇒ Overnight, bed and breakfast, lunch and dinner
 - ⇒ Accessible by snowshoeing, off-piste skiing or ski touring (about 45 minutes)
 - ⇒ Tarif half board: 48 € per person



Hostel HO 36



- ⇒ New hostel with a modern and vintage decoration
- ⇒ 45 rooms from 2 to 10 persons and 5 privatized lofts
- ⇒ Bar and restaurant proposing fresh and local products à la carte
- ⇒ Chilling room, an equipped kitchen, computers and printers available free of charge.



HO 36 Chambre / Selfie_D.André



⇒ Prices for a stay: 35 € per person per night

Ski Chic

- ⇒ Rent ski clothes for the week
- ⇒ From 8 years
- ⇒ Delivered upon arrival and picked up on departure
- ⇒ Several choices of range and color
- ⇒ Brands: Quiksilver, Roxy, Fusalp
- ⇒ Prices from 79,90 € for children an 99,90 € for adults



Adults and children _ Ski Chic



VAL THORENS

Nathalie Grosse



Val Thorens

Le plus grand domaine skiable du monde

Les 3 vallées



THE HIGHEST EUROPEAN SKI RESORT

from November 18th 2017 to May 8th 2018



Val Thorens

Le plus grand domaine skiable du monde



Born of the imagination of visionary pioneers in 1971, "it is a station not as the others" which envisages every development in a spirit of community, user-friendliness, and innovation.

AWARDS

Val Thorens has been awarded 3 times Best Ski resort in the World



INTERNATIONAL RESORT

Skiers are coming from more than 55 countries, over 5 continents



SKI AREA, the ski at the forefront of the comfort and of the modernity



Val Thorens

Le plus grand domaine skiable du monde



- ⇒ 600 km of slopes in the 3 Vallées, the largest interconnected ski area in the world
- ⇒ Beginners' area "Easy Rider" : 2 free areas with 4 carpets et 8 lifts accessible for beginners.
- ⇒ 18 free Wifi zones on the ski area.
- ⇒ Pedestrians : 4 dedicated paths et 13 lifts (including the cable car Cimme Caron)
- ⇒ 1 Snowpark et 1 Familypark, 1 Ski Cross stadium « Jean-Frédéric Chapuis », 1 FunSlope, 1 slope deicated to ski touring, 1 DVA park

NEWS

Blue slope « La Corniche »

A new run facing the sun.



New cabin on the Moraine sector (in replacement of the chairlift) with a better comfort



« La Camille », a permanent ski touring track



ACCOMMODATION & GASTRONOMY

Val Thorens, a resort where you are feeling good !

News

2 Igloo Pods and a Finnish bath
on the roof of the hotel Pashmina*****



Lac du Lou's refuge

A new address for a wild experience.
31 beds and a restaurant.



Le concept-store Supernova
Eat a fresh and healthy dishes
while you are shopping !



Les Explorateurs = 1 Michelin star.



Residence Montana Lodge 5*

17 self-catered appartements in
a contemporary atmosphere.



ACTIVITIES AND APRES-SKI

ZEN & ROCK'N ROLL

Le Toboggan
6 km of fun!



Ice diving in a frozen lake



Ice driving with a kart or a car



Mega Zip Line
the highest in Europe



Yoga nature
Wellness in the mountain



Folie Douce dance floor
THE place to be ... to enjoy the last beams and to admire the sunset.



WINTER HIGHLIGHTS

Opening : November 18th 2017



Val Thorens

Le plus grand domaine skiable du monde



« LA GRANDE PREMIERE »

November 25th & 26th

The launch of the ski season in France!
Free testing of all kind of new sliding equipment.



ANDROS TROPHY

December 2nd & 3rd
cars' and motorbikes' races on the ice. Very spectacular !



SKI CROSS WORLD CUP

December 7th & 9th



APOTHEOSE DAYS

May 1st to 8th

Unavoidable Spring skiing festival !

CLOSING : May 18th 2018



France *france.fr*