



# THE MOUNTAINS of France!

France Montagnes

Press kit

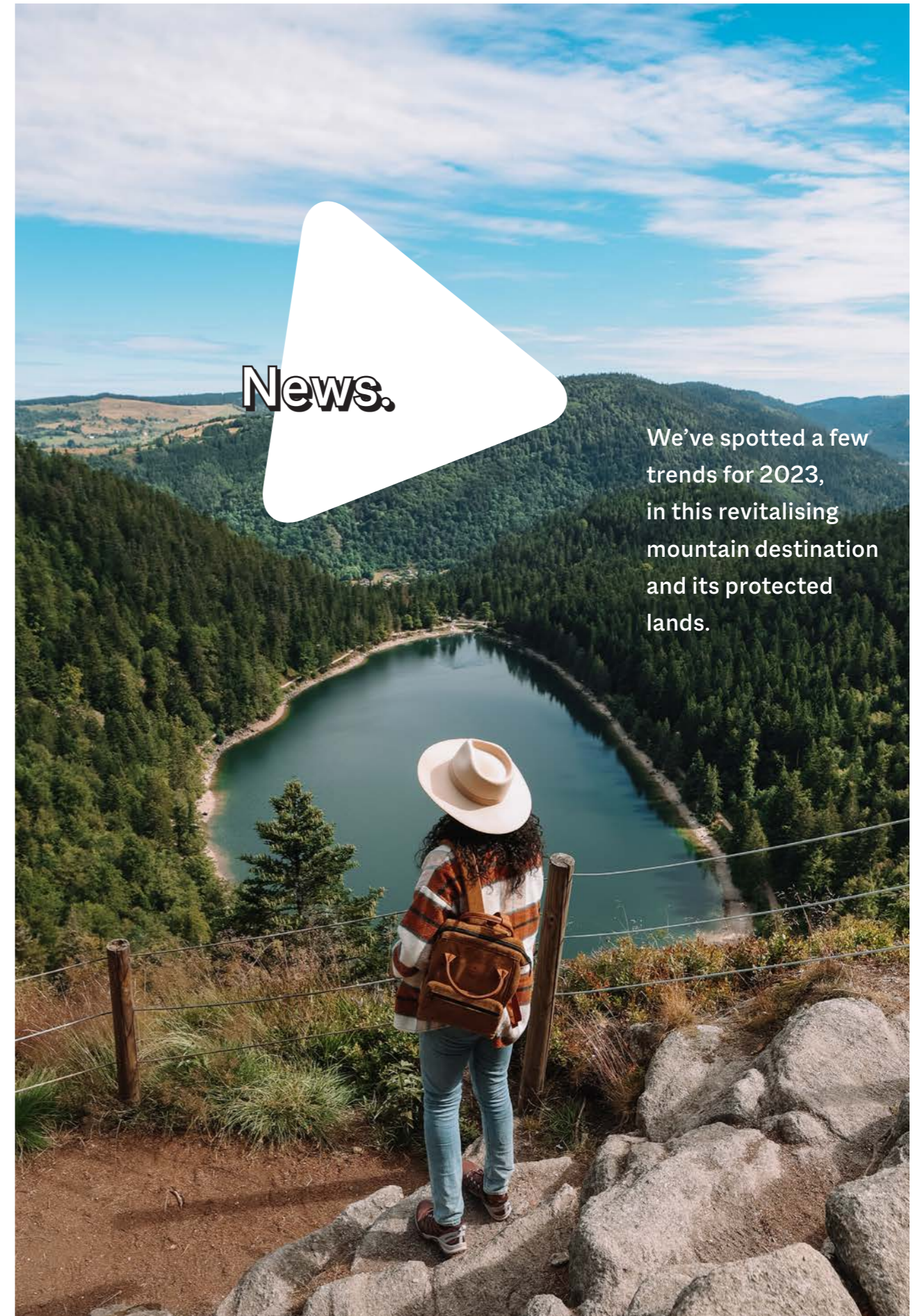
**SUMMER 2023**

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Sharing amazing experiences together

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# News.

We've spotted a few trends for 2023, in this revitalising mountain destination and its protected lands.

# Trends for 2023.

With beautiful scenery as far as the eye can see, fresh air, family-friendly activities and art of living, the mountains in summer are much sought after by both French and international visitors.

## Hiking's for everyone

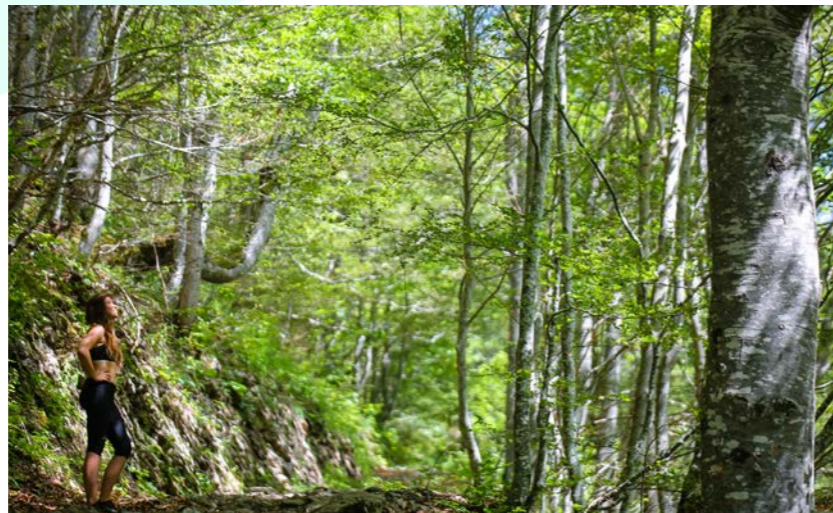
You don't need to be an expert hiker to walk along easily accessible paths, with the immensity of the spectacular summits ahead of you.

The most panoramic: Close to the resort of Les 2 Alpes, two new paths are accessible on foot or by ski lift if you'd rather take in less of a climb - the Balcons du Vénéon and the Vallée Blanche paths. They boast stunning views over the Oisans region and its rivers, as well as its green and white peaks.

The path most loved by locals: In the Haute-Maurienne valley, the «Petit Bonheur» trail extends over 50km from Modane to Bonneval-sur-Arc. A great way to get from one village to another, this pleasant and easy walk in the

heart of nature is a big hit with locals and visitors alike. Along the way, hikers will enjoy a succession of wonderful experiences and happy family time together: picnic tables, sun terraces, cabins, wind detectors, swings, silvotherapy areas...

The contemplative path: Courchevel's new contemplative path invites visitors to experience and truly feel a connection to Mother Nature, in both body and mind. Exercises are provided along the route to encourage walkers to live in the present moment, to focus on the way the body and mind feel, to connect with inner and outer nature - a precious moment of relaxation, harmony and revitalisation.



The all-rounder: La Via Chartreuse, a 12 kilometre-long walking and cycling path that can be enjoyed on foot, by bike or on horseback, offers several discovery stops along the way. In 2023, a new section was added between Entre-Deux Guiers and Les Echelles, leading onto the Voie Sarde and the Saint Christophe caves. Fairly flat, this easy walk takes in the mountain scenery of the Chartreuse with its limestone cliffs and wooded hillsides.

The Baroque trail: As part of the Baroque circuits, six new walks through the Pays du Mont-Blanc are being gradually introduced, showcasing the wealth of architectural, cultural and scientific Baroque art... Combloux has chosen music as the theme to its fun route in the mountains, punctuated with giant instruments to admire and play along the way.

The alpine pasture chalet route: in Morzine, two new routes have been created around the Nyon alpine pasture chalets, that used to be small farms. These educational trails give visitors the chance to discover mountain life of yesteryear. Visit the inside of the chalets, thanks to a designated QR code.

## Our favourite - kidding around!

This year, cute baby goats take pride of place in the mountains, with two activities available so that families can have a great time with animals in the Savoie Mont-Blanc region: - Le Grand-Bornand mountain guides office challenges hikers to herd the goats and lead them to a barn for milking time. Enjoy a well-deserved snack with the farmers after a 90-minute walk.

- Showcased for the first time at the Paris International Agricultural Show, goat agility is a new activity that awaits you this summer in Morzine. Goats spend a lot of their time playing and pitting themselves against each other, making them leaders of the pack when it comes to agility. After an introduction to the goats, Eric Blanchot gives visitors a chance to discover their way of life, learn

how to herd them and tackle little obstacles with them. Experience an incredible moment bonding with them.

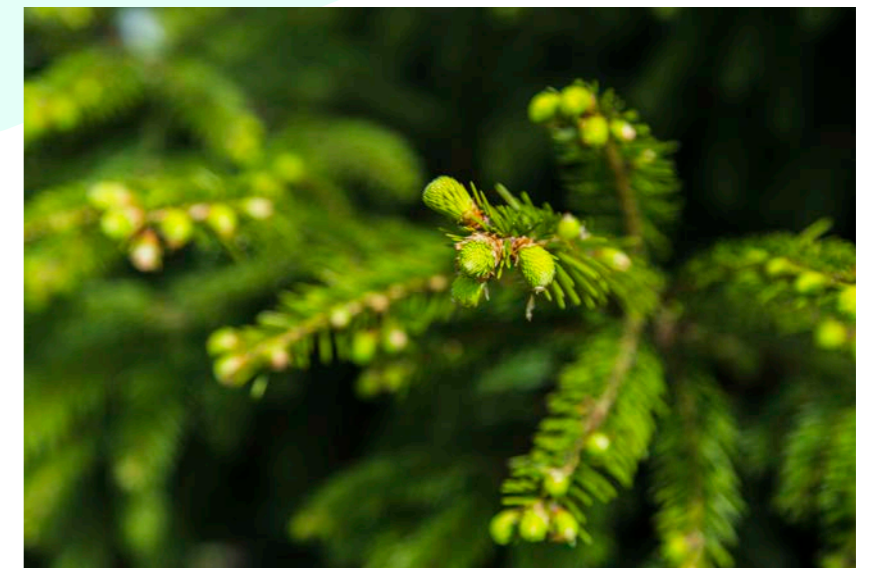
## Mountain medicine

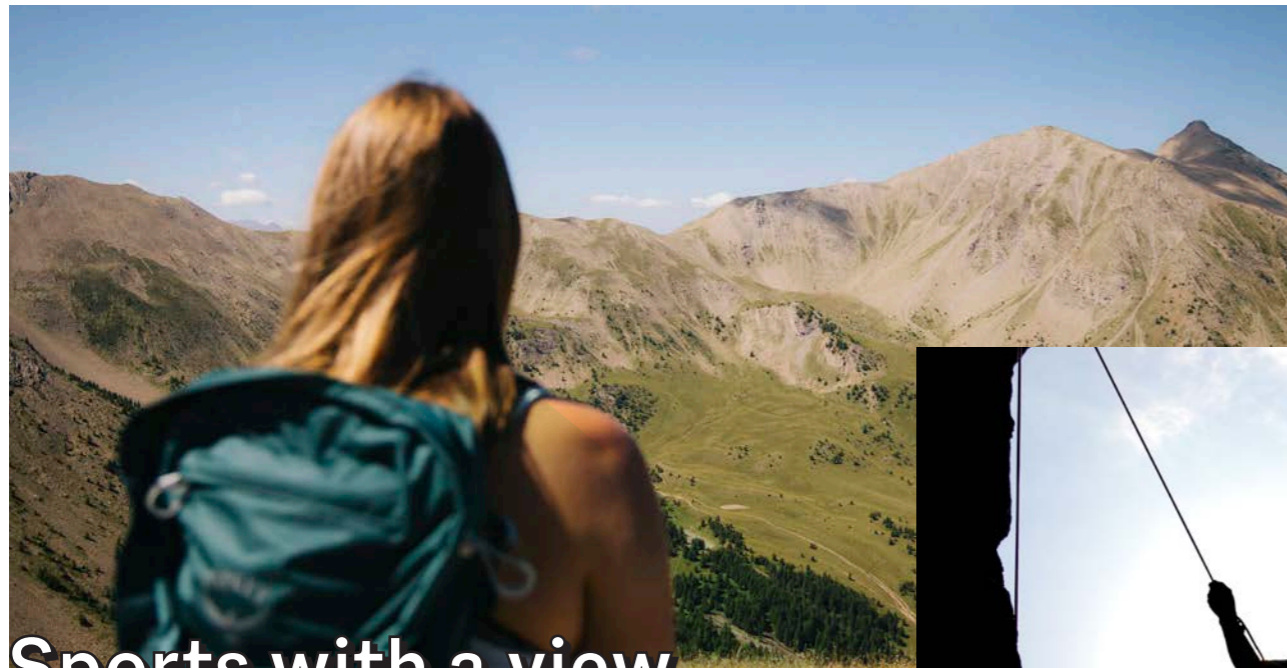
Three new additions to help find out more about mountain medicinal plants: - Botanical path to discover the plants of Val d'Arly: Set off on this easy family route to discover the plant world that surrounds us. Accessible from Notre Dame de Bellecombe village centre, information boards detail the properties and benefits of our very own plants!

- Play at being a "budding" doctor, by making a hiker's first aid kit with Alicia Blanc, an agronomy-trained mountain leader who

specialises in edible, culinary and medicinal plants. She invites visitors to walk with her along Le Grand-Bornand's secret paths to discover the little-known healing properties of certain plants: Saint John's wort, arnica, plantain. Enjoy a week of gathering leaves and plants, making herbal teas, healing balms and oils.

- In Les Contamines-Montjoie, Amandine Gouloumes organises two mountain yoga weekends in the highest nature reserve in France. For this wellbeing escapade and on the hike up to Les Prés mountain refuge, guests will be accompanied by a mid-mountain leader who will fill them in on the edible and medicinal plants found in our mountains. Time will be set aside for meditation and fauna observation during the hike. At the mountain refuge, yoga sessions will be held at sunrise and sunset to reap the benefits of nature's energy.





# Sports with a view.

A few ideas for panoramic activities to try this summer.

## Dizzily high activities

In Les Menuires, the journey up La Masse is a stunning eight-minute spectacle, a 1,000-metre vertical climb that takes you to La Masse summit at an altitude of 2,803 metres. The experience lets you fly over one of Les 3 Vallées' legendary summits, soaring over lakes while enjoying a 360° view over the many surrounding mountains, including Mont Blanc, the Grandes Jorasses and the Barre des Ecrins. Following the success of its first season, four additional glass-floored cabins have been installed

to complete the experience. You'll also be able to go behind the scenes on the gondola lift's construction and explore the secrets of its machinery thanks to a Lego® model.

In Val Cenis, a new 60-metre Himalayan footbridge is opening above the Ambin gorges, allowing access to a viewing platform and a new Via Ferrata that's rated Fairly Difficult.

The only one of its kind in France, in Gérardmer, Les Vosges: guaranteed thrills on the ski jump's summer Airboard. Lying head first on an inflatable toboggan (airboard), beginners can glide at full speed along a 35° slope for the purest adrenaline rush ever! Equipped with a helmet, safety jumpsuit, protective gear and an



airboard, climb aboard the jump and build a bit of momentum before diving into a vertiginous descent. You'll find yourself at the bottom of the arena in a matter of seconds!

### Two new zip lines have caught our attention:

- In Chamrousse, with the launch of the largest pylon zip line in the world: major thrills and technological prowess
- In Lioran, where you can fly over volcanic slopes on a 1,100-metre descent

## Activities to push your limits

In Serre Chevalier Briançon Valley, climbing takes pride of place this summer with the World Cup in July, as well as the opening of a new, modern, designer outdoor climbing wall, and a new indoor bouldering room. Beloved by city dwellers, this activity has become massively more accessible in recent years. The proliferation of climbing walls in France has enabled increasing numbers of people to discover the sport, before coming to the mountains to experience a whole new side. **Climbing** nurtures values such as freedom, contact with nature, and harmonious physical development. But those are far from its only benefits, it also lets you tackle the void in a friendly atmosphere (indoors) and/or at the heart of a preserved, magnificent natural environment (natural site). Climbing strengthens self-confidence and improves self-control, as well as the self-knowledge you need to push your limits. Climbing is a game, a personal challenge, it's addictive and you can quickly get hooked! A new bouldering site will also be available in Chamrousse.

In Oz 3300, a new orienteering trail is available through the mountain ski area and the village. Armed with a compass, map and questionnaire, adventurers use compass directions to find markers where they can stamp their maps and answer questions.

The goal is to get your bearings using natural and artificial pointers to find the markers. Questions are asked at each stage to hone your knowledge of the mountain setting.

And also: families can push their limits on Sunday 9<sup>th</sup> July 2023 by tackling the Valmeinier Obstacle Race. Two obstacle races are on the programme with one for children up to the age of 15 and another for adults, as well as a family challenge to round off the day...

Note: the opening of the Board, a new sports centre in Val Thorens, which boasts a swimming pool, gym and fitness area, wellness centre and sports fields.

## Easy access activities

La Rosière golf course will feature a covered driving range this summer, and its new Club House will be fully open. The resort also offers new multi-activity passes (Activ'été) to discover new activities while saving on the cost (a single pass gives you access to ski lifts, cinema, ice-rink, toboggan and more).

**Multi-activity passes** are everywhere in the mountains, you'll find them in over 100 resorts! It's no wonder when you realise that there are 80 different

activities available. In the majority of sites, purchasing one often provides unlimited access to equipment including swimming pools, aqua-fun centres, ski lifts, mountain biking trails, golf, tennis, watersports lakes. Add a bit of novelty by trying a new activity thanks to your pass: a rail toboggan descent, biathlon laser session, spa, zip line, 15-minute pony ride, guided tour of a local chapel or even tales of the landscape. Extras are sometimes included, from goodies to discounts at shops and restaurants, access to private sales.

**Sports activities for this season:**

Climbing, escape game, zip line, orienteering trail, golf, treetop adventure trail, swincar...



In Val d'Isère, the Val Pass offers access to a huge number of unlimited, varied activities, as well as discounts to enjoy throughout the resort, from the aqua area to the exceptional natural surroundings, to the Bike Park for mountain bikes, or electrically assisted mountain bikes.

In Peisey-Vallandry, go for the "I don't hike!" pass. Like its "I don't ski!" equivalent in winter, it's aimed at people who come to the mountains to discover everything on offer, not just the hiking trails. It also includes cultural visits and yoga sessions.

And also: set off for a two-day safari along La Plagne's trails in a Swincar, a comfortable

and little all-terrain electric vehicle. Spend the night in a bivouac or mountain refuge.

### Dream activities

In Cauterets, on a viewing platform at the top of the chair lift, activity coordinators Thibaut and Pierre André pass on their passion for the mountains to the public via a free activity. Using their telescope, you can watch Pyrenean chamois goats and even bearded vultures, an emblematic Pyrenean creature and protected species that nests locally.

In Les Saisies, Le Parc des Elfes is an extraordinary adventure for all ages in search of "Servans": cheeky little elves that live in the enchanted forest. These crafty



little pranksters with mischievous smiles welcome children to their realm. In the olden days, as a means of protection, they would be offered the first cream of the morning which they loved to drink. Unfortunately, this custom died out making them feel neglected, so they're rumoured to take their revenge by nibbling holes in Beaufort cheese wheels so people think it's Swiss gruyère! Children are invited to look for clues and seek them out from tree to tree along the paths, in suspended nets, cabins, toboggans and magical tunnels.

# What's new in the biking world.

Whether you're ready to tackle an alpine pass, brave a mountain trail on a MTB or are just looking for a pleasant ride on an electric bike, you'll find a playground to suit all your needs in the Mountains of France.

Spotlight on new resort features for cycling enthusiasts:

## Cycling and electric mountain biking

Bike Experience opened in Taninges (Praz-de-Lys Sommand) in December 2022. Ben and his team of instructors, guides and cycle technicians have been passionate about cycling in all its forms for over 20 years. They've come up with some new concepts for summer 2023, including a gourmet mountain bike ride in the Giffre Mountains, where you travel between farms and local producers. Dotted with attractions along the route, tasting mountain pasture cheese and local craft beers amongst other things, the route is accessible to all, including families with children over the age of 2 and a half.

Wattsup Fatbike, a new fat bike and electric mountain bike academy in La Giétaz means you can cycle all-year-round. At the Col des Aravis, you'll find enthusiastic instructors who will ride with you from village to village, either on an electric mountain bike or a fat bike.

With its gondola lift connection to Méribel and its close proximity to iconic routes such as the legendary Col de la Loze, Brides-Les-Bains offers an exceptional playground for all cycling fans! Set at the foot of Les 3 Vallées, you can explore the whole of the Tarentaise valley by bike from here. Having developed cycling as an activity, the resort promotes it to holidaymakers and spa guests in numerous ways. For example, it offers hydrogen-powered

e-bikes for hire from spring until the beginning of October. Also worthy of note: a MTB/e-MTB beginners course around Val d'Isère.

## Downhill MTB routes using ski lifts

Les 2 Alpes' busiest MTB downhill track in the height of the summer - the legendary Venosc red route - will have a competitor this year with the addition of the new Black Garden mountain bike trail, a black route taking experts down to the village.

This summer, to complete Lioran's current offering (a bike park comprising eight DH tracks, a Kid Zone and a Pump track), two Enduro routes will be added in the Cirque de Font d'Alagnon. No need to pedal your way back up as you can hop on the Rombière chairlift with your bike! Views of



Puy Mary «Grand Site de France» from the top make it well worth it!

This winter, Peyragudes created a new downhill run for the UCI DHI MTB World Cup, which will take place from 1 to 3 September. Set under the Skyvall gondola lift and comprising both woodland and open sections, this new international DH track showcases the natural terrain, combining earth, rocky sections and roots. It is the third international level downhill run in the Pyrenees Mountain range, standing alongside those in Vall Nord and Lourdes. On the Pyrenees side, also worthy of note, is the additional track in Les Angles bike park.

In Val d'Isère, a new learning zone has been created for beginner mountain bikers, showcasing different types of trails found on the area. From this summer, sample tracks will be available so that users can improve their downhill technique.

### Cycle routes

**La Belle Via is the new name for the V62 and V63 cycle routes that run from Savoie or Haute-Savoie towards the Drôme department, via the Isère department, and which is linked to the Via Rhôna.**

The 369 kilometre-long route connects Roman, from the Via Rhôna in the north, passing by the banks of Lake Bourget, then on to Chambéry or Lake Annecy, by way of an easy tour of the valley. It boasts beautifully varied

surroundings and landscapes, between lakes, countryside, towns, vineyards and mountainous backdrops, along a route dotted with natural, cultural, wine and culinary attractions.

In Savoie Mont-Blanc, the cycle route passes by the foot of the Bauges Géoparc and crosses two area labelled "Vineyard and Discoveries". Two routes from Savoie Mont-Blanc:

- On the Savoie side, starting from Chanaz near the Chautagne vineyard, the tour begins with a boat-bike cruise on the Canal de Savières and Lake Bourget, continuing to the Grand Port of Aix-les-Bains Riviera des Alpes, where the route joins the shore and beaches of Lac du Bourget, the largest natural lake in France. It then goes on to Chambéry, City of Art and History, before heading to Les Marches and the Saint-André Lake through the Cœur de Savoie vineyards, and finally follows the banks of the Isère towards Grenoble and Romans.



- On the Haute-Savoie side and starting from Annecy, the alternative V62 130-kilometre route via the Tour des Bauges runs along the lake and beaches as far as Ugine, Pays d'Albertville and Saint-Pierre-d'Albigny, whose rivers feed Lake Annecy before joining Montmélian and Porte de Savoie towards the Isère and Drôme departments.

Popular with cycling enthusiasts looking to explore the Champsaur valley and conquer as many peaks and passes as possible, the resort of Orcières enjoys a privileged location at the gateway to the Ecrins National Park, as well as exceptional weather conditions. The resort is a partner of the Orcières Cycling Team, an organisation involved not only in road cycling but also in cyclocross and MTB. The club represents the resort with cyclists from all over Provence and beyond, including some regular podium qualifiers. Apart from the competition division, the club plans to hold friendly get-togethers and discovery days for children, supervised by instructors and in partnership with the ESF French Ski School in Orcières.



**Jean-Luc BOCH,**  
**President of the National Association of Mayors of Mountain Resorts**  
**President of France Montagnes**

The upcoming summer is our opportunity to affirm the summer's position as a season in its own right in the mountains. Increasing visitor numbers in recent years confirm that both the French and visitors from around the world are (re)discovering the mountains and all that they offer: a total change of scenery, outdoor activities, the chance to explore a new region and even time to admire the views and reflect. Summer in the mountains gives families in particular a chance to be together in stunning surroundings, amidst a protected natural environment.

This summer season is the realisation of a diversification plan the French State, local councillors, and mountain professionals are committed to. They have been working towards this goal for many years, across the French mountain ranges, while adapting to environmental issues. Head to the mountains in summer and get your fill of unforgettable emotions and experiences!



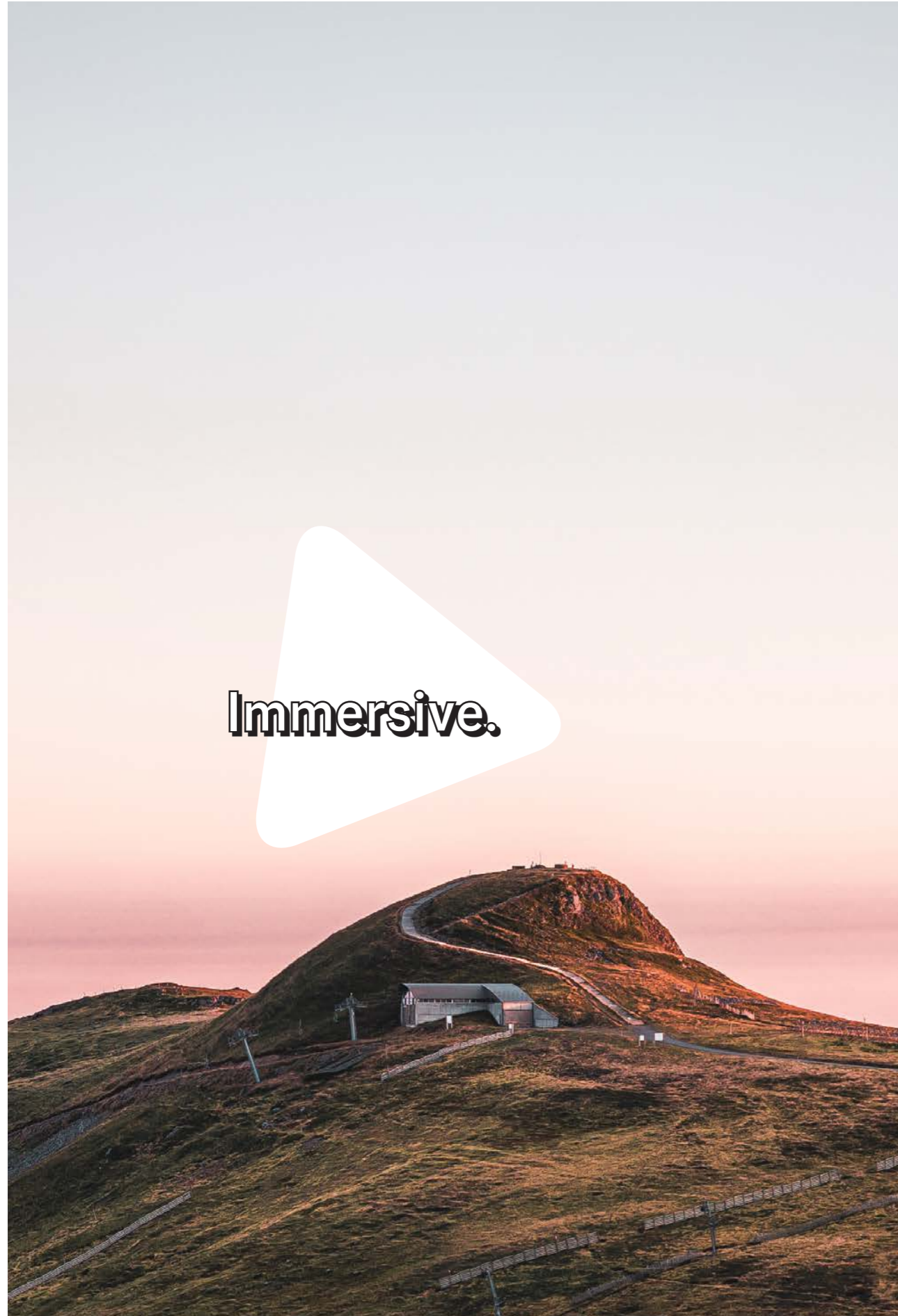
## The mountain activities in figures

Over **80** activities in the mountains in summer

**40** resorts labelled as Famille Plus

**1,550** mountain guides at the Syndicat National des Guides de Montagne

**1,200** MCF cycling instructors and 75 schools with the French Cycling Instructor label



**Immersive.**

# Topic suggestions.

## 1. A new design concept for the Jura massif

Winners of the «Avenir Montagnes» plan launched by the French government in 2021, the Grandes Traversées du Jura (GTJ) and Espace Nordique Jurassien (ENJ) associations are heading up a building and design project for outdoor sports locations.

Across the Jura Mountains, this project involves the creation and expansion of original structures for different uses: areas to socialise in, campsites and cabins to enhance the tourist accommodation offering throughout the year, and to improve the services provided.

profession very seriously, focusing on areas such as sustainable transport, environmentally-friendly activities, and more.

New infrastructures have been developed to encourage the general public to talk and learn about these change and the mountains in general:

- In the Pyrenean resort of Cauterets, the Maison de l'Alpinisme et du Pyrénéisme (centre for mountaineering and pyreneism) is a place of new discoveries, where you can meet and share information and advice about exploring the mountains, whatever your level. Meet professional guides, get top tips on how to explore the mountains safely, pick up hiking maps and more.

## 2. Guides - adapting to new challenges

The SNGM (French Mountain Guides Association) takes the matter of how climate change impacts the mountain guide

- The Chamonix Valley climate adventure themed paths invite visitors to follow a story in the tracks of iconic scientist Joseph Vallot and his family, who were already asking questions about the valley's climate and landscape changes back in the 19th century.

- In Les Contamines-Montjoie, a new area devoted to the Nature Reserve will be created this spring, in time for its launch in summer 2023. By presenting the natural setting and the species that live there, it will give the public an opportunity to discover the nature reserve through events and activities.

## 3. "Montagne Mon Trip": Flexible, fun, relaxing, cool trips for young travellers!

This travel site features competitively priced holidays, with flexible dates and durations, as well as a variety of experiences. It gives the under 30s a chance to enjoy what's really important to them - freedom and flexibility.

In partnership with travel providers, the Savoie Mont Blanc agency has come up with offers in line with exactly what Gen Z travellers in search of outdoor activities and great deals are looking for.

# 4. Immerse yourself in a mountain event

Shadow the organisers and visitors of a new event as it takes place for the very first time.

A few examples: Pétanque festival in June, Villard-de-Lans, Oisans Trail Tour - starting from Oz 3300 - Friday 14 July and Saturday 15 July 2023 (added extra: a children's race), the 60<sup>th</sup> anniversary of the Vanoise National Park on the 6, 7 and 8 July 2023 in various locations (Pralognan, Tignes), a new dog trail (cani-trail) event in La Plagne on the 8 and 9 July 2023, the MTB World Cup in September 2023 in the Portes du Soleil (Morzine).

As France's capital of outdoor activities, Les Arcs Bourg Saint Maurice will play host to no less

than five French championships, where it will be showcasing several disciplines: the French hydrospeed championships on the 20 and 21 May 2023, the French paragliding championships from 5 to 11 June 2023, the French MTB downhill championships from the 5 to the 8 July 2023, the French canoeing and kayak cross championships from the 24 to the 30 July 2023, as well as the French 3D archery championships from the 10 to the 13 August 2023.

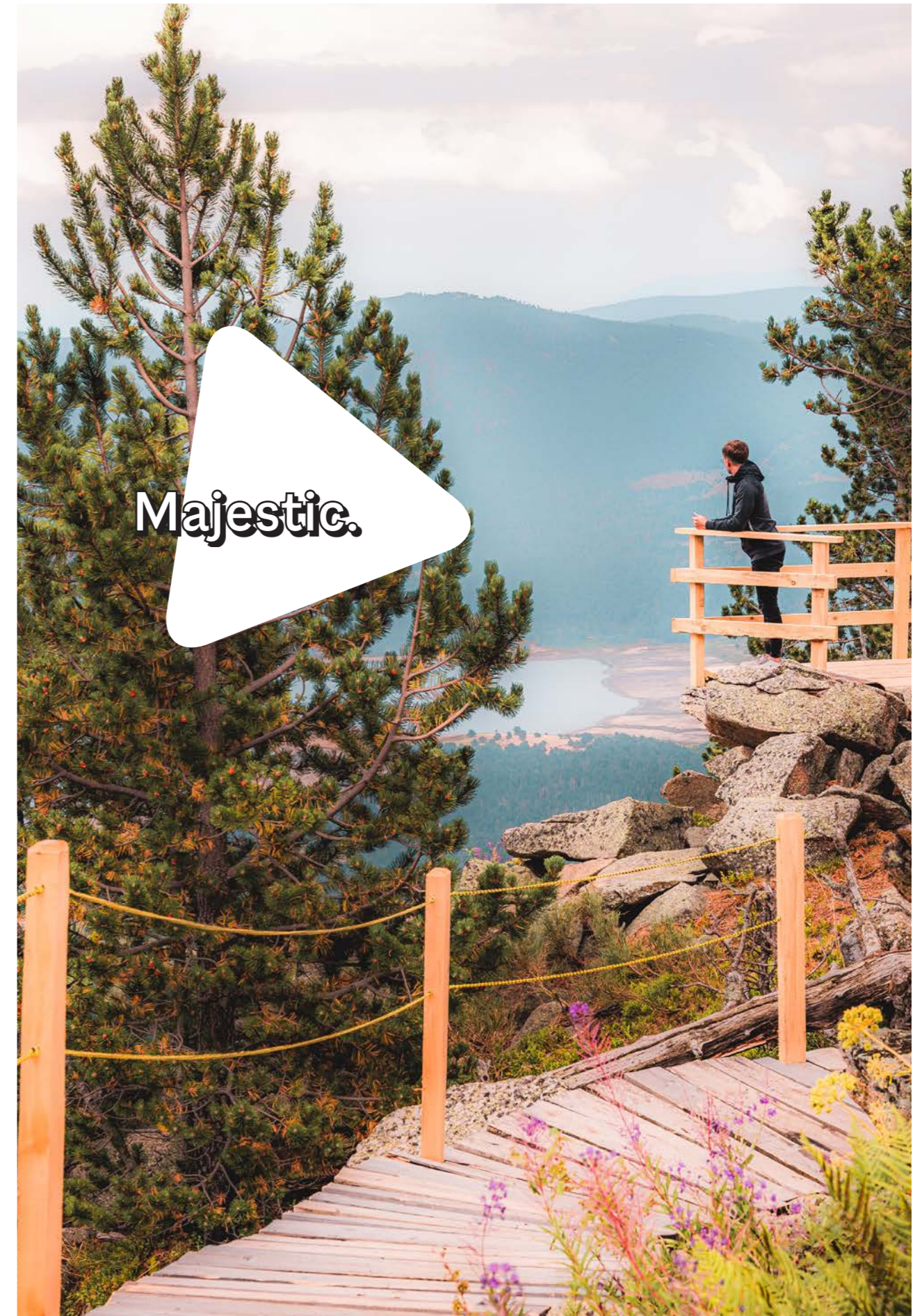
From 27 June 27 to 2 July 2023, for Valloire's 12<sup>th</sup> Straw and Hay Sculpture Competition, an innovative 3D plant sculpture will



be made for the first time. This experimental sculpture will stand next to the competition's giant creations, which can reach up to 6 metres high.

Not forgetting, the cherry on the mountain events' cake... the Tour de France, in which our massifs and regions will play a starring role. The event will be reuniting with Courchevel again, which will host the arrival on the 19 July.

**France Montagnes will be on site at the different stages, bearing its branding and logo, with a peloton of ski instructors and champions in a flagship stage.**







# A vast choice of accommodation.

Being comfortable on holiday is a priority. Being able to enjoy an incredible view of the peaks or forests is one of the determining factors for a successful holiday. Up in the mountains, you will find accommodation to suit all budgets and every wish, with something for everyone. Below we focus on the latest developments and establishments that offer a truly immersive experience.

## What's new

Panoramic domes are the best way to sleep among the elements while staying warm and comfortable. In Valmeinier, in the heart of the mountains and in the middle of a

forest, two new domes have been installed, boasting impressive views over the valley. Accessible via a 3km forest trail, they are part of a new theme initiated by hosts Julien and Margaux, who ended up here after a long search to realise their dream of a simple, independent lifestyle with their two huskies..

Several new establishments are opening in Arêches-Beaufort this summer, in harmony with the unspoilt and magnificent spirit of the Beaufortain. In 1929, the Hotel de La Roche opened in the Beaufort village, amidst snow-covered mountains and springtime gentian flowers. Nothing has changed - or almost



nothing. The hotel has been totally revamped while preserving the precious authenticity and the promise of a place deeply rooted in the region.

Also worthy of note are the new facilities at the Domelin campsite, taken over by Huttopia, specialists in the art of camping in nature in a simple and authentic way. Ten canvas rental homes (Ponza tents) will be available for the 2023 season. The Huttopia group is also taking up residence in the Vosges forest near Gérardmer, in Granges-Aumontzey, in keeping with the guidelines of responsible ecotourism.

In Combloux, since the change of ownership and renovations in 2019, the 4-star L'Alpen Valley chalet-hotel hadn't yet reopened during the summer. Following extension work which has increased the number of rooms from 29 to 43 while expanding the Mont Blanc facing common areas, the chalet-hotel and its restaurant Le Cellier are back in service this summer.

In Les Menuires, the top-of-the-range Pure Valley hotel complex has done things in style with the 4-star Higalik, a spectacular construction that follows the mountain's relief and which will be open for its first summer this year. In Saint-Martin-de-Belleville, the new 5-star M Lodge and its restaurant La Table du M, are an invitation to share a moment of simple conviviality.

In Morzine, two luxury chalets await their first summer visitors: south facing and state-of-the-art Chalet le Pré and Chalet 218, fully renovated to a high standard by a local property developer (More Mountain Group) and offering a private garden.

## Accommodation immersed in nature

How about staying where nature itself seems to be both inside and out? Where you can hear the birds in the morning, see the treetops, the sun on the water or green pastures as soon as you open your

eyes? We asked the press officers of French mountain resorts to recommend their best ideas for a holiday immersed in nature.

### In the Savoie Mont-Blanc area:

Chalets on stilts: Les Bogs des Bauges - Chambres d'hôtes des Esseroliettes have been awarded the Savoie Mont-Blanc Excellence accreditation. In Arith, nestled in the Regional Nature Park, these chalets were designed with environmentally friendly materials. Tucked away, fully immersed in nature, with wild fauna and flora all around, they inspire you to contemplate the magnificent simplicity of a passing day or the changing seasons. Two donkeys and a horse roam freely in the park, and many birds, deer and doe live nearby.

A visionary eco-gîte: The relais de Charlemagne in Val Cenis. Owner, Christian Finas, a lover of wide open spaces and a fervent defender of the ecological transition, embarked on a crazy project. Two years ago, he decided to buy back the abandoned Fontanettes hamlet with his family. Committed to protecting the environment, Christian opted for a very low-carbon building: meticulous architecture that made the most of local resources, reclaiming the know-how of the elders, filtering spring water, using local bio-sourced materials... This haven of peace, accessible only on foot, is designed to show us what mountain tourism will be like in 2030!

A former 19<sup>th</sup> century mountain pasture farm: the Chalet Refuge de Beauregard in Praz-de-Lys Sommand enjoys a peaceful location in a unique site on the edge of a Natura 2000 area. Newly renovated, this former farmhouse has its own spring and produces its own electricity. The chalet is surrounded by paths that lead you to beautiful viewpoints, where you can admire the majestic Mont Blanc and Aravis mountain ranges and meet chamois, mouflons, marmots, eagles and vultures along the way...

A yurt: in the heart of the Vanoise National Park, near the Entre-le-Lac refuge and well-known to walkers on the GR5, Franck and his team invite their guests

## Bang on trend in terms of unusual accommodation:

Sleeping in a bubble means being close to the elements, contemplating the stars, feeling how small you are in a mountain landscape.

to spend a night in a yurt. Here, everything is homemade! The two cows (Mandarine and Islande) are milked morning and evening and the yoghurts served for dessert are made that same morning, only a few metres from the dining room - an out-of-the-ordinary experience on the edge of Lac de la Plagne lake.

**A bed and breakfast dedicated to ecotourism:** The Lou Becus B&B in Les Contamines-Montjoie has obtained the VAOLO certification, a collaborative platform for travellers conscious about their impact on the environment. The evaluation is carried out using criteria that aim to establish the commitment of the hosts to three key pillars: socio-economic, environmental and cultural.

**A former milk cellar:** Chez Mil'Gonnet in Les Menuires is an unusual place, miles from any noise or light pollution. Originally, the valleys of Deux Nants and Nant Brun, where it is located, were a simple pastoral place dedicated to the making of butter and cheese, the collection of milk, the gathering of hay...

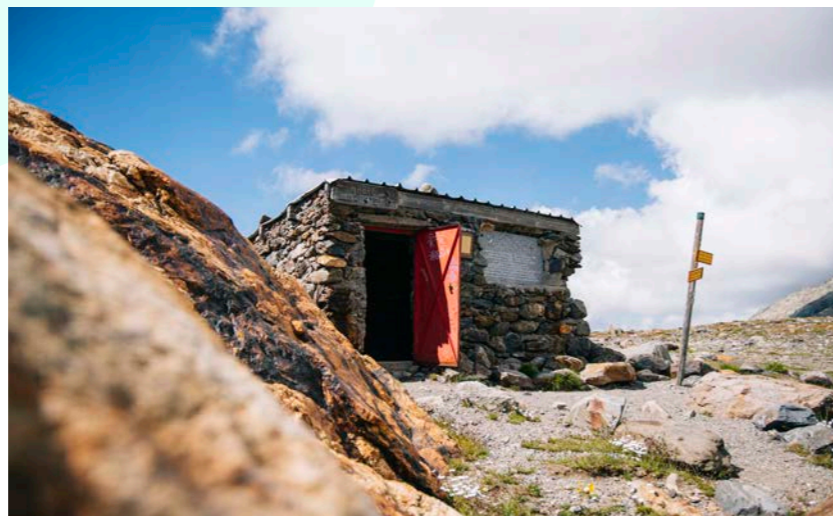
**A slow food place:** facing Mont Blanc, the Toï du Monde in Flumet offers a restaurant, accommodation and live entertainment in the heart

of the Val d'Arly. In terms of cuisine, the restaurant favours local produce and even grows many of its vegetables on site.

Also worth noting: follow the Clé Verte brand (Amara and Atria/Crozat residences in Avoriaz, for example).

## Where the fairies live: Treetop cabins

If you want to sleep in a fairy cabin, head to Roche Sully campsite in the Jura Mountains. In addition to its traditional cottages, this ecological campsite in Ornans has some truly unique accommodation, including a fairy cabin: a locally built, small wooden chalet where you can fulfil your childhood dreams.



The Nids des Vosges in Champdray, near Gérardmer, are all treehouses but each one is unique. Their «cosy hut» spirit is combined with elegance, with a stylish Finnish hot tub.

The Cab'Âne enjoys an exceptional forest setting, with breathtaking views of Valmorel and the surrounding area: a real cocoon of well-being perched 4 metres off the ground. Designed to be autonomous and sustainable, it is equipped with dry toilets and solar panels.

You can also sleep in a cabin immersed in nature in Lioran (the Hutte Perchée, hanging from the top of a 9-metre-high fir tree!), in the Val d'Arly (Cabanes entre Terre et Ciel) and in La Bresse (Clairière aux Cabanes)...

## Mountain refuges

Sleeping overnight in a refuge with your family is not just for experienced hikers: some are barely an hour and a half's walk from the resort. Located in the heart of incredible landscapes, whether private or affiliated to the French Federation of Alpine and Mountain Clubs (FFCAM), many have been renovated, offering higher standards of comfort, aiming for carbon neutrality and reducing their impact.

**Where:** The Valette refuge in Pralognan-la-Vanoise (three small chalets, sustainable consumption and innovative menus at an altitude of 2,590 metres), the Lacs Merlet refuge in Courchevel (the smallest in the Vanoise Park), the Fare refuge in OZ 3300, the Plan Lombardie refuge in Val Thorens, the Fond des Fours refuge in Val d'Isère (run by Claire and her family), the Wallon Marcadau refuge in Cauterets...

## Bubbles

Bang on trend in terms of unusual accommodation, sleeping in a bubble means being close to the elements, contemplating the stars, feeling how small you are in a mountain landscape. Simple accommodation for a wealth of emotions and enjoyment - the true definition of immersive accommodation.

**Where:** Une Bulle en Aure in Saint-Lary in the Pyrenees, Géociel in Arêches-Beaufort (with astro animation), Bulles de Mines d'Or in Morzine (with local food specialities)...



## Tents and portaledges

And why not sleep in a tent or hanging on the side of a mountain?

**Where:** at the Ruitor refuge with its bivouac nights in Sainte-Foy Tarentaise, in Chamrousse, or in Les Arcs where the local guides office offer nights in portaledges hanging on the side of a cliff, in Auvergne with Terre Horizon Sancy and its six spacious lodge tents.

**Other nature-minded addresses:** L'Oriel du Sénépy in Matheysine, l'Evasion au Naturel at the Col de Marcieu (a group of wooden eco-gîtes with educational nature activities such as walks with donkeys), the Rebanchon gîte in Serre-Chevalier (bearing the National Park label), Les Alisiers hotel at Lac Blanc (Vosges), the Ibex chalet in Orcières (eco-responsible and off the beaten track).



## The mountains are alive with art and culture.

A stay in the mountains is not only a chance to breathe in the beauty of the magnificent landscapes, but also to understand and be conscious of the heritage and mountain culture. Many different experiences allow us to balance pure culture with the great outdoors - from open-air exhibitions and outdoor tours to events devoted to knowledge and learning, all set in nature!

### Outdoor exhibitions

In the vast Haute-Maurienne forest that is home to the Monolith, you'll find a marked-out Land Art trail designed by local Aussois

sculptor, Serge Couvert. In 2013, he designed a route based on the theme of family and happiness, sculpted from 3-metre-high tree trunks. Serge has just finished his 18th sculpture, "La femme à l'enfant", and has already started planning his next one.

Setting the trend: «Arts-Nature» Horizons in Sancy Launched in 2007, "Horizons" is THE place to go for art enthusiasts. Set in the outdoors, the event is celebrating its 17th anniversary this year with contemporary, pop-up and life-size pieces of art in the heart of Sancy. Discovering these works of art also encourages visitors to explore the massif's lesser known, but no less spectacular, natural sites!



Nationally and internationally renowned artists adopt an area and breathe a new aesthetic dimension into it. Over the years, the sites and the artwork are updated and renewed to offer visitors new discoveries that are accessible free of charge, on foot, by horse or by electric mountain bike.

Also worthy of a mention: Landart and geo-poetry in the Jura Mountains with the "Bidons sans Frontières" and the Land'Art Festival in Valtin near Gérardmer in the Vosges mountains.

### Immersive tours

Get a little closer to life at the summit and experience mountain life of the past and the present with tours organised by enthusiasts. These are just a few unusual and unmissable suggestions, often organised by the FACIM (Foundation for International Cultural Action in the Mountains) guides who work alongside many Tourist Information Offices, especially those in the Savoie Mont-Blanc area:

- Sightseeing trips around the industrial heritage sites and dams in Arêches-Beaufort, Tignes and the hydroelectric power station in the Pays d'Evian

- Tours of the original "La Battante" sawmill in Morzine

- Visits to the Ballastière educational farm orchard in Landry, home to many traditional varieties of fruit

- Visits to Aigueblanche walnut oil mill in Valmorel

- Fun-filled guided visits of Les Contamines-Montjoie, hosted by Gérard Barbier

- Electric bike tours of Briançon's UNESCO certified forts

- Guided tours and escape game at Vauban citadel in Seyne-les-Alpes

- Visits of La Colmiane, an hour from Nice, organised by the Trait d'Union association

- Amazing guided tours of Venosc: a two and a half hours guided tour filled with points of interest, information about the settlers of yesteryear, their survival and life through the ages until the development of Les 2 Alpes ski resort.

**Unmissable: Take in the peace and tranquillity of the unusual churches and chapels.**

Whether traditional or experimental, these mountain churches will never cease to amaze you. The Savoie Mont-Blanc, Tarentaise, Maurienne, Beaufortain and Val d'Arly areas all boast an exceptional Baroque religious heritage.

Take the opportunity to wander around Saint-Sorlin d'Arves church, Montgésin chapel near La Plagne, take in a sensory visit to Notre-Dame-des-Vernettes (Peisey-Vallandry) Chapel, or walk the seven-chapel route in Val d'Isère.

The "mysteries of the sanctuary" visit offers an alternative way to explore the Notre Dame de La Vie sanctuary, a symbolic Baroque monument in the Belleville Valley. With help from a peddler, a merchant and a pilgrim, unravel all the hidden secrets and myths.

Further to the south, pay a visit to Le Dévoluy's "Mère-Eglise" Chapel, deemed a historic monument since 1927. It hosts "Musique en Dévoluy", the oldest Music Festival in the Hautes-Alpes (throughout the Summer).

### Cultural hikes

When taking a walk through the mountains, our sense of sight is heightened - one might say that it's the wow effect of the out of this world landscape. But what if we were to add an auditory level to this experience by recounting stories and playing music, or if art were to add a touch of excitement? These one-of-a-kind hikes are organised ad hoc throughout the summer months.

In Chartreuse, anyone above the age of 8 can experience piano music in the great outdoors. After a couple of hours of easy walking, budding music-lovers can settle at dusk for an open-air music concert unlike any other. Whether sitting or lying in a forest clearing or meadow, with a piano by your side, Alexandre Guhéry - mountain guide and professional pianist - invites you to join his enchanted interlude. Gaze upon nature at twilight and let the sound of the piano take over - a magical, intimate and poetic experience.

"Lectures en Chemin" (Stories along the Way) is a very easy guided hike near Pralognan-La-Vanoise, with regular reading stops for tales of the mountains, its dwellers and conquerors. Through

accounts of mountaineers, herdsmen and explorers, travel the summits of the world on this storytelling stroll!

Discover the new walk round the six lakes in Orcières, where art lends itself to glorifying nature, enhancing its rich heritage and revealing the mountains' secrets. Visitors are guided by the unique and original artwork that blends into the landscape perfectly. These works of art open the door to a poetic and accessible walk for the whole family, highlighting the history and heritage of Orcières, whilst respecting the balance of the natural environment.

### Themed museums

There's no better way to familiarise yourself with the environment and mountain life than by heading to the museums and eco-museums.

Housed in one of Chambéry's oldest buildings, the Savoisien museum has been totally upgraded by the Department of Savoie, reopening its doors on 29 April 2023. The museum of Savoie history and culture takes its visitors on a journey from the Palaeolithic era to the present day, with over 2,000 artifacts to be discovered amongst 2,000 m<sup>2</sup> of exhibition space. With its minimalist design, this original exhibition offers a timeless visit. The museum's courtyard has been fitted out to host shows, concerts, workshops and other such events.

**Unmissable:** La Source in Le Grand-Bornand is a fun Alpine exploration for the whole family. In an authentic farm setting, La Source features workshops and teaching areas on several levels, as well as an educational farm, exhibit and performance spaces, including a 'must visit' Bô'bar at the centre of these different zones. Outside, an exceptional artistic backdrop takes children on a journey to the heart of Alpine heritage. New for 2023: additional recreational and educational facilities (a second upcycled ecological riding ring, a large marmot burrow, two massive art installations).

In La Clusaz, Le Hameau des Alpes comprises a museum, old sawmill, traditional oven and two barns. The museum immerses visitors in the history of skiing and the region through fun, themed areas. And hey presto, you've gone back in time!

Also worth noting: Matheysine's useum of ancient artifacts (Alpe du Grand-Serre), Saint-Lary's



(Pyrénées) heritage centre and the "Men and stone: a local adventure" at Aime La Plagne's archaeological centre.

### Cultural events

- 16 to 28 July: Les Arcs Music Academy Festival
- 5 to 6 August: The Festival of traditional ovens and trades of yesteryear in Crest-Voland Cohennoz
- 9 to 10 August: Circus walk in Cauterets
- 12 August: Mountain pasture Festival in Praz-de-Lys Sommand
- 20 August: The horse and carriage Festival in Flumet / Saint-Nicolas-la-Chapelle

Also worth noting: The Grand Chahut (the Big Ruckus) in Villard-de-Lans, the Symphonie Lumière (Symphony of Light) in Courchevel, the Canta'l Rock Festival Bike Show (in Le Lioran), La Rosière Bands Camp, La Mazure and Le Miroir heritage festival (Sainte-Foy-Tarentaise), Chamrousse en piste, the Festicatal'Angles (a festival of Catalan culture and traditions)...

## Useful mountain figures

**320** resorts or Alpine/Nordic ski destinations in France

**3** hours between Paris and the nearest resorts by train

**23%** of mountain zones in France, totalling some 124,000 km<sup>2</sup>

**7** mountain zones in France: Northern Alps, Southern Alps, Vosges, Jura, Pyrenees, Massif Central and Corsica

**5** National Parks located in the mountains: The Vanoise, the Pyrenees, the Cévennes, the Ecrins and the Mercantour

**1 to 2%** of equipped zones in the mountains totalling approximately 12,000 km<sup>2</sup>

**75%** of mountain visitors prioritise sustainability when choosing a holiday



**Famille Plus.**

# Sharing amazing experiences together.

With 40 Famille Plus resorts in the mountains, the label guarantees the very best welcome for families.

With more than 2,500 service providers who have signed up to this quality approach (restaurants, accommodation providers, sports shops, airports, activity organisers, etc.), choosing a Famille Plus resort is your promise of:

- A personalised welcome for families
- Entertainment and activities suitable for all ages, with a family-specific entertainment programme, as well as back-up selection of entertainment and activities in the event of bad weather
- Prices to suit all budgets and all ages
- Activities for all ages to enjoy together or separately
- Services to make your holiday easier including 4x4 pushchair rental, high chairs and bottle warmers in restaurants. Labelled restaurants offer varied kids

menus that showcase local produce, half portion = half price (up to the age of 12) and regional specialities.

- The highest standards of professional childcare: with facilities adapted to suit their needs, some welcoming children from the age of three months, or 18 months, with flexible time slots.

Head to our website, you'll find suggestions for family activities, depending on the children's ages, energy levels, what they feel like doing, new discoveries to make...

## What's new in our Famille Plus-



## labelled resorts for summer 2023:

### Accommodation:

Village Montana in Tignes (Les Etincelles group) is focusing increasingly on families, with the addition of several family-friendly services and facilities this summer: table tennis, pétanque, trampolines, scooter track, children's activities, fun vegetable gardens, Montana BBQ nights and more.

In La Bresse, in addition to its current selection of unique accommodation, Bol d'Air now offers three new family cabins: «The Gardener's Cabin» taking you back to nature, «The Mysterious Mini-Mansion» for a magical journey to the Land of Fairy Tales, and «The Artists' Cabin» - a nod to talented local artists, sculptors and painters.



**New activities for children of all ages:**

For teens and children who are used to hiking, head to Le Grand-Bornand where you can camp beneath the stars. Organised by Le Grand-Bornand's mountain guides office, this new experience comprises a two and a half hours hike, installation of tents, dinner in a mountain refuge, a night in a tent as a family and breakfast.

For children who love learning about the dark ages, Aussois features a new cultural centre devoted to the cave paintings at Fort Victor-Emmanuel. See reproduction cave paintings and make fun discoveries with boxes that transport you back to Neolithic times and the

Cathedral of Light - a total immersion to the stone age with sound and images taking you on a journey through time.

For children who love to run around, head to Crest-Voland to explore the Mont Lachat and Vardaches treetop fun footbridges.

For teenagers in search of new thrills, Peyragudes has pulled out all the stops to ensure they enjoy a good dose of fresh mountain air. They'll find a waterfall zip line at the top of the Skyvall cable car, as well as tubing, MTB and a Pumptrack.

Gérardmer takes archery to a new level, with beginner and advanced sessions, battle archery (the same

principle as paintball but with a bow and foam ball arrows) and arc trap (the same principle as ball trap with a bow).

To cool off, children will love Combloux and its biotope lake. This first ecological lake in France has completed its offering by adding some extra facilities, including a paddling pool.



## France Montagnes: Who are we?

The France Montagnes association unites France's leading players in mountain tourism to promote the destination and all that it has to offer, both nationally and internationally.

Created in January 2010 and focusing purely on mountain tourism, it offers a place to meet and discuss, as well as a shared communication and promotion tools for professionals and organisations in this field.

With this in mind, France Montagnes carries out campaigns for all of the French mountain destinations with the aim of raising their profile, while bolstering their image and visitor numbers, and gaining new national and international market share.

In 2022, France Montagnes launched a new international brand: The Mountains of France!.

France Montagnes is based at Alpespace business centre in Porte-de-Savoie, France.

## Our partner: Go for a timeless look with Skidress

A perfect blend of elegance and sportswear, Skidress stands out thanks to its modern style and chic details. A tailored fit, high-performance materials (echoing its mountain sports range) and quality finishes (red, white and blue motif, vintage illustrations and faux fur). The brand's signature: Creating a timeless look since 1930.

Discover Skidress...

Daring: Create your own bold style. Dare to mix casual, sporty and chic styles to create an elegant, unique, and comfortable look. High standards: Opt for stylish comfort. Elegant but easy to move around in. The very best quality and a modern look.

A timeless look: A tailored fit that complements your figure, with exclusive chic detailing. Timeless colours enhanced with signature finishes. Whether you're going into town or want to look good on the slopes, Skidress is your winter wardrobe's best friend.

See the collection at [skidress.com](https://www.skidress.com)



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