

PRESS KIT 2024/2025

Ski areas Accommodation Climbing even in winter Activities The mountains for all Famille Plus label

**

WINTER HIGHLIGHTS

JEAN-LUC BOCH

PRESIDENT OF THE NATIONAL **ASSOCIATION OF MAYORS OF MOUNTAIN RESORTS** PRESIDENT OF FRANCE MONTAGNES

"The winter season has plenty of new additions and a wealth of events in store to delight holidaymakers.

Our resorts continue to enhance the quality of their accommodation and facilities, and to share the best of what the mountains have to offer, including pure fresh air, stunning landscapes, and a friendly, welcoming atmosphere to as many people as possible, filling them with good energy and positive vibes.

A successful holiday has a lot to do with the quality of the different services provided in resort - accommodation, restaurants, sports shops... Seasonal workers play a big role to play in this, and for the past two years the ANMSM and France Travail have put a great deal of effort into the recruitment process to ensure customers' needs are met.

In winter the mountains can be very varied, with different levels of snow depending on the time of season, the massif, and the altitude. The vast array of French resorts ensures there is something for everyone, from keen sports enthusiasts to more contemplative visitors, as well as families, which is why both French and international visitors love our mountain resorts so much."









P4	SKI AREAS
P8	ESF
P11	THE MOUN
P12	LES P'TITS
P14	ACCOMMO
P18	CLIMBING
P21	ACTIVITIES
P26	FAMILLE P
P28	FOR MORE
P32	FRANCE M
P34	KEY FEATU

WINTER 2024 / 2025

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CONTENTS WINTER 2024/2025

TAINS FOR ALL

FLAMBEAUX

DATION

EVEN IN WINTER

LUS LABEL

SUSTAINABLE TOURISM

ONTAGNES

JRES



ALL THE LATEST FROM THE HIGH ALTITUDE SKI AREAS

French ski resorts have a host of new features in store for the 2024-2025 winter season. From technological innovations to new infrastructures, the ski areas are reinventing themselves to ensure an amazing experience for all skiers, whatever their level. Discover the changes and improvements that await you on the slopes this winter.

INNOVATIONS

Peyragudes is taking further steps towards drastically reducing its carbon footprint by running all its piste grooming vehicles and snow-clearing machines with HVO (Hydrotreated Vegetable Oil) biofuel instead of the GNR (off-road fuel) used until now. Made from sustainable vegetable oils or reprocessed waste (grease, cooking oil, etc.), HVO, derived from renewable raw materials, greatly reduces the impact on the environment. Emissions of polluting particles such as nitrogen oxides and fine particles are reduced by 30%. By switching all piste grooming vehicles and snow-clearing machines to HVO, Peyragudes will reduce the carbon impact of each day's skiing by 62%.

The Pyrenees resort joins the Compagnie des Alpes ski areas, which, after a successful trial run in **Les Arcs and La Plagne**, extended the use of biofuel to their entire fleet of piste grooming vechicles (synthetic HVO fuel) for 2022-2023. SEMVAL which is the operating company for the **Valmeinier** ski area, is also converting its fleet this winter.

Following a recent transformation, Cime Caron, the highest point in the **Val Thorens** ski area, will be home to SKI AREAS new state-of-the-art



building for winter 2024-2025: Caron 3200. With the help of government architects and specialist landscape architects, the building has been desgined to ensure it blends harmoniously into its surroundings. The complex will house a restaurant, wine bar, rooftop terrace and a multi-service area.

THEMED RUNS

In **Les Arcs**, the Cabanes themed runs immerse you in a world populated by giant animals that are normally not visible to the naked eye. After passing through a giant magnifying glass as a symbolic gateway, skiers of all ages can ski past a selection of species that are representative of the mountain's different natural environments. By exploring the lives of insects, lepidopterans and arachnids, they will discover the richness of mountain biodiversity beyond the large, emblematic animals usually seen.

In **Méribel**, the tunnel built beneath the Roc de Fer competition run has now been transformed into a

work of street art by Franck Blériot. The artist, who has produced 250 pieces of work in France and abroad, has created a unique cover for the front and inside of the tunnel.

The summit of the Roc de Fer, located at one end of the Méribel ski area, will be divided into 3 zones by next winter. This will comprise of a suspended swing with a photo viewpoint, an area to obersve the summits using a holographic sighting system, and an area to relax on the hammock.

SKI LIFTS

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In **Les 2 Alpes**, the legendary Jandri Express ski lift, which dates back to 1985, will be replaced this winter by the Jandri (3S) to meet the current needs or requirements (either work) or the resort. In particular, in terms of capacity, reliability in all weather weather conditions, comfort and speed.

Loyal visitors to **Alpe d'Huez** who use the DMC Grandes Rousses every day have been eagerly



awaiting its modernisation, with transformation work beginning this winter.

Faster, more comfortable, safer and with less impact on the environment, the new gondola lift from Le Vallon to **Val d'Isère** is an important step forward in the resort's drive for improved standards of both customer satisfaction and environmental impact. The new Vallon gondola will provide upgraded access from the Vallon de

l'Iseran to the high-altitude sectors, modernising the link that dates back to 1972 (drag lift) and 1986 (chairlift).

In **Courchevel**, the Saulire cable car is getting ready to reopen after being closed for two winter seasons. More than 70 years after the creation of its first cable car, the Société des 3 Vallées, in collaboration with POMA, has delivered a lift characteristic of the resort with this third edition of the cable car. Two key themes have been defined, including offering a unique customer experience (with an all-glass cabin, for example), and incorporating the latest technological innovations.

This winter, the **Les Arcs / Peisey-Vallandry** ski area will see the relaunch of the emblematic link between the Arc 1800 resort and the summits. The metamorphosis of Transarc, which began in December 2023, is now complete. The reinvented, high-performance cabins will be more spacious, faster and with a lower consumption of electricity, in line with current ecological standards. A mineral gallery will welcome visitors at the mid-station.

In **La Rosière**, the 40th anniversary of the France/Italy ski link will be celebrated with the refurbishment of the Chardonnets link (going from a 4-seater to a 6-seater chairlift).

Commissioned in 1982, the Duche chairlift, which takes skiers from the wild Annes valley back to the resort of **Le Grand Bornand** will be replaced this winter by a new lift: a different route reduces the impact on the environment by avoiding wetlands and sensitive natural habitats, improves safety by moving away from the chalets dotting the slopes, is better integrated from an architectural point of view and is more energyefficient.

Also, worth noting is the new 6-seater Marais chairlift in **Tignes**, and the new Sétaz gondola lift at in **Valloire**, which will replace the previous lift. In **Corrençon**, the ski area has been improved with a new ropetow lift and remodelling work, particularly on the snow front.

SKIPASS DEALS*

- The 3 resorts in the **Montagnes du Jura** are all part of the Magic Pass, joining a total of 80 ski resorts in Switzerland, Italy and France that can now be accessed with the same ski pass.

- New reduced-rate skipass (€22) for students at La Bresse-Hohneck

- Jack'Pote: 1 day pass bought = 1 free on weekdays in **Valberg** (excluding school holidays)

- Weather guarantee in **Val Cenis**: the resort reimburses skiers in the event of bad weather

- Ski & Fly at **La Colmiane**: skipass with zip line access

- Free skipass for children aged under 8 on the **Tignes - Val d'Isère** ski area

- Dynamic pricing of ski passes in **Orcières** Merlette 1850

- Unlimited pedestrian pass in Les Saisies

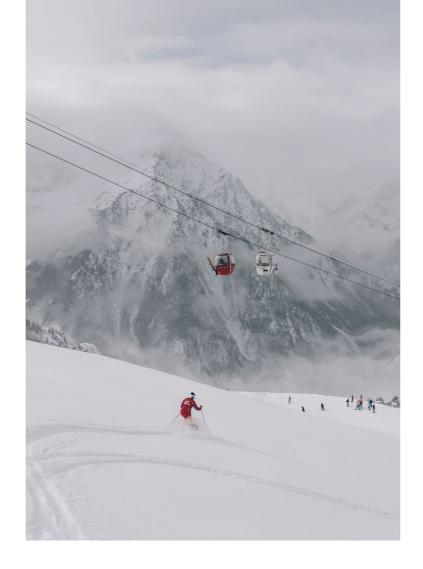
- Gresi'Mountainpass card in Les 7 Laux and Le Collet; multi-site electronic skipass

*See general terms and conditions of sale from the resort concerned.

OTHER SKI RELATED ARTICLE IDEAS:

- Admire the sunrise or sunset over the ski areas in the company of the piste groomers (**OZ 3300**, **Villard-de-Lans..**). In the morning, before the lifts open, and in the evening after they close, enjoy the slopes as if you were alone in the world. This activity is supervised by a professional.

- Discover or rediscover the fun runs, such as Tiki l'écureuil in **Les 7 Laux**, a 2-hour circuit that takes you to all 3 of the resort's ski areas.



- Try your hand at freestyle in **Le Dévoluy**'s 1948 snowpark, which is both accessible and progressive.

- Find out more about **Les Arcs**' awareness areas: the Géants de Malgovert (a fun run where the fascinating secrets of the forest are revealed at each turn) and the Varet glacier exhibition.

- Experience an unforgettable moment skiing with an eagle in **Morzine**

- Follow young beginners on the **Col de Marcieu** carousel. The carousel can be used completely independently, at the touch of a button.

ANNE MARTY DEPUTY PRESIDENT OF THE FRENCH SKI AREAS UNION (DOMAINES SKIABLES DE FRANCE)

"Summer is gradually making way for the mountain's other flagship season, and our ski area teams can't wait to start preparing for winter.

Our mountain regions are diverse, which is what creates such appeal. From major Alpine resorts to village resorts, large snow-covered expanses to small family resorts, our offering is a varied as our customers' needs and expectations.

What these destinations all have in common is the commitment of our teams to ensure our customers enjoy the very best experience.

In line with our eco-responsible initiatives, this winter we are once again committed to ensuring the best season for lovers of skiing and our mountains."

WINTER 2024 / 2025



ESF PREPARES TO CELEBRATE ITS 80TH **ANNIVERSARY IN 2025**

ORIGINALLY. THE AIM OF THE FRENCH AUTHORITIES WAS TO ENSURE SAFE SKI INSTRUCTION. 1945 SAW THE CREATION OF THE NATIONAL UNION OF FRENCH SKI INSTRUCTORS AND THE ESF FRENCH SKI SCHOOL LABEL

Present in all the French massifs, the esf has since become an international benchmark, whose expertise is widely recognised and acclaimed. Over the decades, esf instructors have continually adapted to showcase their love of skiing and the mountains. Let's look back at some of the key moments in the French Ski School's history!

1937: Emile ALLAIS, Alpine skiing world champion awarded the 1st ski instructor's medal.

1945: the first school was formed to train instructors in the French ski method. These passionate visionaries wanted to create a structure that would encompass and protect their profession. November 13th of that same year saw the launch of the National Union of French Ski Instructors (SNMSF), comprising all 41 esf ski schools.

50s: creation of the esf star system with medals recognising the level of technical achievement.

1951: 1st Challenge des Moniteurs, French ski instructor's championships in Méribel.

1958: the Red Sweater becomes the "official" uniform of esf instructors.

1965: 105 esf ski schools and 1,750 instructors.

1972: creation of technical training days for esf ski instructors, which still take place

1980: 1st edition of the Etoile d'Or in Megève.

80s: creation of the Flocon, initiated by Olga CHAPPAZ.

1985: 210 esf ski schools and 9,600 instructors.

1986: 1st edition of the Ski d'Or competition in Megève

1994: 1st Skiopen Cog d'Or competition in Alpe d'Huez.

1995: 220 esf ski schools and 12,000 instructors.

1996: 1st edition of the 'Dernier Planté de bâton' waste collection event on the slopes

2000: launch of an online reservation system for ski lessons.

2003: 1st edition of Ski d'Or for parents in Courchevel 1850.

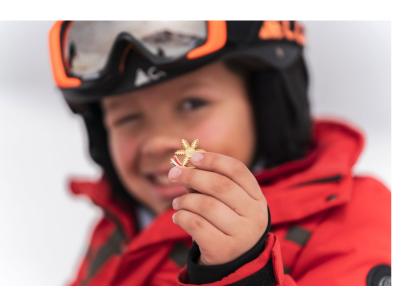
2006: 1st Rouge Légende ceremony showcasing newly qualified instructors.

2006: 220 esf ski schools and 15,600 instructors.

2007: creation of the "Piou-Piou Club".

2020: launch of the Children and the Mountains endowment fund, in aid of mountain discovery classes.

2024: 210 esf ski schools and 16,500 instructors.



ERIC BRÈCHE PRESIDENT OF THE ESF **FRENCH SKI SCHOOLS**

"The 2024-2025 winter season will be a special one as we will be celebrating the 80th anniversary of French Ski Schools in November 2025 in Paris. 80 years and so many symbolic moments and events, such as star medals and the famous red sweater, that have become landmarks for millions of families. Throughout the winter, esf ski instructors will continue to ensure you enjoy incredible mountain experiences.

For us, the mountains are so much more than just scenery or a landscape; our lives revolve around them, they are somewhere true relationships are formed, between ski instructors, key players in the mountain ecosystem, and customers, their pupils. It represents our livelihood all year round and is what helps us face up to so many challenges, both in terms of climate, as well as on a social level. Whilst climate imbalance is of major concern, so is life in the mountains."

WINTER 2024 / 2025

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esf



OF CUSTOMERS SKI (ALPINE SKIING) DURING THEIR STAY: SKIING REMAINS THE MAIN ACTIVITY AND REASON MOST HOLIDAYMAKERS HEAD TO OUR RESORTS IN WINTER

WORLD-LEADING CONNECTED SKI AREAS IN FRANCE

9%

73%

OF FRANCE'S POPULATION TAKES PART IN ALPINE SKIING, SNOWBOARDING OR SKI TOURING OVER A GIVEN WINTER

138 000

JOBS ARE DEPENDENT ON THE OPENING OF THE SKI AREAS (18,000 DIRECT JOBS AND 120,000 INDIRECT JOBS)

20 000

SKI INSTRUCTORS, 16,500 OF WHICH ARE WITH ESF

1200 MOUN INCLU EQUIP

MOUNTAIN SPORTS SHOPS, INCLUDING SNOWSPORTS EQUIPMENT RENTAL SHOPS



OF SNOWSPORTS ENTHUSIASTS ARE LESS THAN 45 YEARS OLD

Sources: Consomontagne ANMSM - G2A et LHM, Enquête ANMSM avec G2A et CoManaging, Opinion Way pour l'ANMSM, DSF, Atout France, Willy Fux - LHM Marketing et conseils, SNMSF - G2A Consulting.

THE MOUNTAINS FOR ALL

ADAPTIVE SKIING POSSIBILITIES!

Using adaptive methods and equipment, our specialist esf ski instructors are on hand to ensure the enjoyment of snowsports for all. The esf welcomes those with cognitive disabilities (such as autism and Down syndrome), visual impairments (blindness and low vision), and temporary or permanent physical disabilities.

With a focus on specialist training, sit skiing has become a key area of growth for the esf in **Vaujany**. With 8 specialist ski instructors and equipment adapted to all forms of disability, family sessions are available as well as instructions on how to use the equipment independently.

As part of their CSR initiative, **Les Menuires** and **Saint Martin de Belleville** place particular importance on the human centred approach. Ensuring everyone from visitors to residents and seasonal workers alike, are provided with 17 specialist sit ski and sit ski biathlon esf instructors.

Serre Chevalier's ski area has invested a great deal in being able to welcome disabled skiers, with 39 ski lifts accessible to sit skis, 2 adaptive skipass options, specially trained instructors, dedicated premises and 5 tourism information offices bearing the Tourism and Disability certification. Resort brand ambassador and triple Paralympic Alpine skiing champion, Arthur Bauchet even has a ski run named after him here.

In terms of champions, many top skiers train on our slopes and are no strangers to the podiums. What's more, the Handiski World Championships will be taking place in **Tignes** in 2027. The Handicap+ disability initiative reaffirms the resort's commitment to inclusivity and accessibility for

WINTER 2024 / 2025



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all. It includes creating packages for People with Reduced Mobility (PRM) comprising of services, audio brochures for the visually impaired and the guarantee that every event will be accessible to all. Not forgetting the organisation of World Disability Day on December 3rd 2024, dedicated to raising awareness and ensuring inclusivity for those with disabilities in our mountain resorts.

The very first Handi Neige festival was held in 2024 in **Peisey-Vallandry** on the Paradiski ski area; the biggest handi Snowsport gathering in France, welcomed athletes, champions and Snowsports enthusiasts.

And also: the ANAÉ association organises holidays that are accessible to all in **Pralognan-la-Vanoise**, giving carers the chance to have a break, with tailor-made activities available for those who need assistance.

AUVERGNE RHÔNE-ALPES TOURISME: SUPPORTING ACCESS TO WINTER SPORTS FOR EVERYONE - INITIATIVES AND INNOVATIVE FACILITIES FOR PEOPLE WITH DISABILITIES.

Promoting initiatives that are designed to encourage access to winter sports for anyone with a disability in the Auvergne-Rhône-Alpes region, and ensuring the joys of Snowsports are accessible to all is a priority for the agency, both in resort. With the implementation of innovative facilities, and also on a regional level with the rolling out of the Tourisme et Handicap certification that guarantees accessibility to activities and accommodation in more than 500 certified sites. Not forgetting the H+ approach set up by the Region and the Regional Tourist Board.

The aim is to encourage and support tourist destinations (tourist offices, resorts, parks...) who are keen to set up new disability-friendly actions and services for the benefit of all.





LES P'TITS FLAMBEAUX THE NATIONAL CHARITY EVENT IS BACK IN THE MOUNTAINS AGAIN FOR 2025

THE FRENCH MOUNTAIN RESORTS JOIN FORCES IN AID OF CHILDREN

In conjunction with its three founding members, the National Association of French Ski Resorts, French Ski Areas, and the National Union of French Ski Instructors, in 2024 France Montagnes launched a brand-new national charity event aiming to give children the opportunity to discover the mountains.

On Thursday February 20th 2025, more than 150 French ski resorts will take part in a simultaneous torchlit descent organised by the esf ski school.

20,000 torches will be on sale to raise funds for the Petits Princes, Génération Montagne and Enfance et Montagne associations.

Now a regular mountain event, "Les p'tits flambeaux" aims to unite French ski resorts with the shared goal of raising funds to give children who are not fortunate enough to go on holiday the opportunity to discover the French massifs, and the benefits of the mountains.

BENEFICIARIES:

PETITS PRINCES

Created in 1987, the Petits Princes Association helps make dreams become a reality for children and teenagers who are seriously ill. It comprises of 3 goals:

- To give children a boost in their fight against their illness, so that they may continue to follow their passions and make their dreams a reality, giving them more energy to fight their illness.

- To monitor children throughout their illness: Petits Princes is the only association in France to make several dreams a reality for the same child, depending on how their illness progresses and the treatment they are receiving. Volunteers from the association remain in regular contact with the children, as well as their families and medical staff to ensure long-term support.

- To support the whole family: because the illness affects each member of the family, the parents and siblings are often also included in the child's dream experience.

GÉNÉRATION MONTAGNE

In April 2022, the French Ski Areas created the Génération Montagne fund, whose aim is to lead and finance targeted charitable actions involving the ski areas environmental, social and charity issues in the French massifs. Invested in



the Essentiem endowment fund, the Génération Montagne fund is run by a governance committee whose aim is to choose which actions to carry out, and to advise on projects, whilst supporting and monitoring the actions that are carried out.

"Zero waste in the mountains by 2030", is the ambitious goal set by Mountain Riders in 2020. To help them reach their target, the Génération

Montagne fund sup contributes to the a training of stakehold ts this initiative and eness of campaigns and

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ENFANCE ET MONTAGNE

Used for educational mountain discovery of Enfance et Montagne fund is dedicated to s and reviving the Fren of winter and summe mountains. The aim of financial assistance t

in decidion agrie endowment in dedicated to supporting eviding the French tradition iter and summer school trips to the itains. The aim of the fund is to provide cial assistance to schools that wish to carry nountain-themed educational projects and

provide multiple benefits to children. This includes discovering a new environment, learning to be more independent, living in a group, taking part in sporting and cultural activities. As well as discovering the magic of the mountains and improving their knowledge of nature, whilst making them aware of the importance of protecting the environment for our future

Created by the National Union of French Ski Instructors (SNMSF), who are authorised to teach the French Skiing Method and share their knowledge of the mountain environment, the project reaffirms their commitment to children and to giving a new lease of life to educational mountain discovery trips.





A NEW LEASE OF LIFE ACCOMMODATION

There's a wave of new and refurbished accommodation in our mountain resorts, combining modernity, comfort, and respect for the environment. Let's look at the trends and innovations that are redefining mountain holidays.

HOTELS

Built in the 1860s, La Couronne is the oldest hotel in the **Chamonix** valley still operating. It has undergone some major renovations and expansions, with the decoration entrusted to German-Danish designer Gesa Hansen. For her, "Hotel La Couronne symbolises the spirit of mountaineering and the natural beauty of the Chamonix valley. Every aspect of the design is charged with the pure energy of the surrounding peaks, in perfect harmony with nature. Inspired by the simplicity of a mountain refuge, the changing hues of the seasons and the use of Alpine materials, it strikes a delicate balance between modernity and tradition."

Les Menuires is the friendly resort that suits all styles... and all budgets! So, if you're looking for one of the best value for money accommodation options for two or more people in the world's largest ski area, head to l'Alpeen. This friendly, ski-in/ski-out hotel is THE latest not-to-bemissed place to stay in the heart of Les Menuires. Completely renovated, the former Hotel «Le Piolet» was bought by the management of the Ho36 - the hotel next door - who intend to create a hotel complex by combining the 2 addresses. To restore its cachet and character, the hotel called on



talented Italian designer, Creo, to create a modern, yet cosy mountain ambiance.

As part of a drive to diversify its tourist offering, the **Pic du Midi** is currently renovating the historic Laquets hotel, built in the 1930s. This essential stopover on the way to the top of the mountain, 200 metres downhill from the observatory, will undergo a major transformation to become a topof-the-range hotel by 2026. Costing almost €8 million, this renovation and expansion project will help to meet the high demand for accommodation at the Pic du Midi and shorten the current wait of more than a year to sleep high among the stars.

And also: the 3-star Les Roches 1500 hotel in Praz-de-Lys Sommand, with its rooftop terrace overlooking the slopes (opened in December 2023).

<u>Chalets</u>

Perched high above **Saint-Martin de Belleville**, the 280 m² Snow Fall chalet, which can accommodate 12 guests, combines modernity, comfort and understated luxury. Designed by British agency Valentine Clark, it offers an elegant, light-filled open-plan living space, with spacious rooms and uninterrupted views of the peaks and the village. The colour palette of greens, blues, whites and greys and the organic, contemporary design harmoniously reflect the local landscape.

Steeped in history, La Ferme d'Edouard is located just a stone's throw from the centre of **Saint-Martin de Belleville**. "We undertook an extraordinary renovation project to preserve this historic building, recalling the days when this barn and stable were the heart of the home" explains the owner. With 460 m² set over 5 levels, 6 en suite bedrooms and extensive wellness area including an indoor swimming pool, watched over by a herd of Tarine cows depicted in a wall fresco in a nod to the past - this family chalet offers a



precious return to its origins.

Featuring an oversized gable roof that almost touches the ground and low sloping side walls, the Huttopia Montana chalets in **Champagnyen-Vanoise** are instantly recognisable with their characteristic mountain chalet architecture! Adapted from one of the brand's iconic models, these 8 new wooden chalets by Huttopia are a

WINTER 2024 / 2025

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"made-to-measure" creation by the brand's design team. This is a strategic choice for the municipality, which supports the Champagny-le Haut valley's status as a classified and protected natural area. The range of chalets means that the campsite is now able to open in winter and for extended periods, with a privileged location at the heart of the Nordic site (ice climbing tower, Nordic skiing, snowshoeing, dog sledding, ski joëring, etc.).

<u>GÎTES AND GUEST</u> HOUSES

Recently renovated, the Blancrupt - Terre de Sapins family gîte is set in the heart of the **Lac Blanc** resort in the Vosges. Originally, Nadine and Jean-Marc ran the gîte and dormitories. With the help of their cousin Simon, their children, Mathilde and Julien wanted to transform the house they had grown up in. While Jean-Marc, a carpenter by training, took charge of the building work using local craftsmen, Nadine took care of the decoration. Creative by nature, she hunted out and repurposed her finds to create a harmonious atmosphere.

After being closed for over a year, Les Matins Bleus guesthouse is now reopening, with its new owners, who are fans of the Vercors, ready to welcome visitors. Madame Vergne has 2 rooms in the heart of **Villard-de-Lans**, in Uncle Jules' gîte. Step inside this unusual house, where the bedrooms are on the ground floor and the owners live upstairs: perfect for getting top tips on the local area!

Combining traditional Savoyard features and modern additions, La tête de Mule gîte in **Crest-Voland Cohennoz** enjoys an exceptional location at an altitude of 1,490 metres. This prestigious farmhouse extends over three levels and can accommodate up to 25 people across 2 gîtes. The recent renovations have resulted in superb facilities in a sun-drenched location, right on the Espace Diamant ski slopes. Ideal for weddings and seminars.

The Evasion au Naturel eco-tourism centre at **Col de Marcieu** (Plateau des Petites Roches) comprises 7 "mountain" chalets built from Chartreuse



wood. Everything has been designed to limit the impact on the environment. Set in the forest at an altitude of 1,100 metres, the chalets are just 75 metres from the ski resort. The centre offers fun, educational activities, in keeping with their values of protecting nature, and preparing meals using local produce. Following major renovations, the wellness area is now accessible to all (PRM access), along with a yurt and table d'hôte to complete the new facilities.

HOLIDAY CENTRES AND GROUPS

After several months of work, Le Flumet holiday centre in **Vaujany** is ready to reopen its doors to welcome the first school ski and mountain trips of winter 2024-2025. Managed by the Chemins du Monde association, the centre works with its educational teams to develop themed programmes based on understanding the mountain environment and its way of life.

The Ferme du Praz in Les Contamines-Montjoie is ready to open its doors with an ambitious and exciting mission this winter. Supported by the Comité de Ski du Mont Blanc (Mont Blanc Ski Committee) and the Fédération Française de Ski (French Ski Federation), this establishment aims to become a benchmark in the world of sports. Located in the heart of the 4-season Nordic ski area, it provides an ideal setting for athlete training, instruction and preparation for major sporting events. The accommodation is mainly intended for sports clubs and federations, with a calendar drawn up at the start of the winter season. La Ferme du Praz is also positioned as a talent development centre, encouraging the practice of nearby disciplines, such as crosscountry skiing, biathlon, ski jumping and ski touring. It also offers training and coaching opportunities for high-potential athletes. This unique facility is housed in an old farmhouse built in 1875.



RESIDENCES

In **Peisey-Vallandry**, the spirit and design of 'Le Quartz' was designed as a nod to what was imagined some fifty years ago in Les Arcs - and thus to Charlotte Perriand, who was behind it. To pay homage to Charlotte Perriand, who worked with Le Corbusier, the building is set to angle the slope perfectly - creating the best possible view and the terraces are raised and offset - for greater privacy.

After 20 years of battling an unscrupulous developer and 6 years of closure, "Les Terrasses de Termignon" tourism residence, ideally located at the foot of the slopes in **Val Cenis**, has reopened, providing some 600 beds. This will both revitalise the village's tourist offering and the economy of the entire region. It is a story of community and solidarity, involving almost 100 owners, and is also one of the rare success stories of a completed project in a rural regeneration zone (RRZ).

Also worth noting: the new Méri-Bellecombe Villa Parcs residence in **Brides-les-Bains** and two new luxury residences in **Méribel** Centre: Fleur des Alpes and Génépi, and the Odalys 4* residence opened last year in **Auron**.

CLUB MED

What's the secret to Club Med's longstanding success in the mountains?

First and foremost, its ability to ensure a smooth and hassle-free holiday in the mountains.

Thanks to the expertise it has developed over almost 70 years, Club Med is able to offer unforgettable experiences and fulfil the specific needs of each customer. Whether they are beginners or already passionate about skiing, couples or solo travellers, families or groups of friends of all nationalities, Club Med is there to help!

Club Med does its utmost to take care of the tricky logistics that a holiday in the mountains can bring, by providing ski-in/ski-out access, professional instruction, a dedicated check-in/check-out service



WINTER 2024 / 2025

#THEMOUNTAINSOFFRANCE!



(to ease arrival), quality branded equipment available on site, and ski rooms with individual lockers at the foot of the slopes.

Its expertise in organising holidays is based on its well-known, successful concept comprising 5 pillars: unrivalled skiing and non-skiing with an array of activities, family-friendly holidays, an holistic approach to well-being, a varied and refined dining experience in a celebratory, sociable atmosphere.

NEW

The total transformation of Club Med Resort Serre Chevalier, and its reopening on December 15th 2024. Welcoming guests to Serre Chevalier since 1965, this renovation project sees Club Med reassert its commitment to the Southern Alps. The 50-million-euro transformation will ensure upgraded facilities and services for customers, energy efficiency through the building's redesign, as well as enhanced working and living conditions for Resort staff during the season.

Carried out in line with environmental standards, these renovation works will bring a new lease of life to this iconic destination, inspired by an Alpine hamlet, and set right at the foot of the slopes.

Emblematic style: Built in the style of a mountain hamlet, Club Med Resort Serre Chevalier blends in perfectly with the local Briançonnais architectural heritage and surrounding valley. Renovated by interior architect Laurent Maugoust, the use of wood as a raw material highlights the surrounding natural environment. Inside, the region's emblematic sundial is showcased throughout, right up to the custom-made headboards, imbuing the rooms with sunshine.

Exclusive Collection at the Chalets de Valmorel The Chalets are the promise of an intimate and tranquil stay, with access to the lively Resort and its vast range of services and activities. Boasting the best views and the best service, the modern and comfortable chalets are the perfect haven for a holiday with families and friends.

CLIMBING EVEN IN WINTER

INDOOR

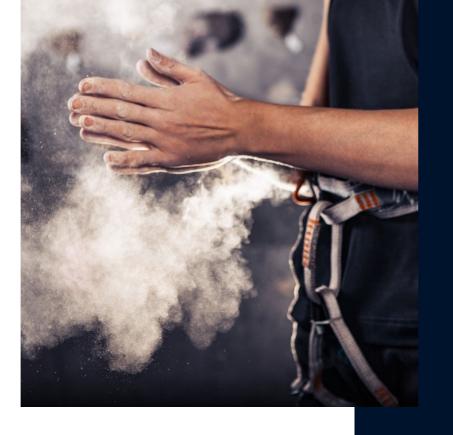
Suitable for all levels, all ages and featuring modern facilities, many excellent climbing gyms have been available in mountain resorts for a very long time. You'll find both local champions and schoolchildren using them all year round, as well as their popularity with holidaymakers, whether on walls or boulders is booming.

Here are just a few examples:

- The "Rêves de blocs" climbing gym in La Plagne (training, children's and chill zones),
- The climbing boulder at the new Panoramic multiactivity complex in Puy Saint Vincent,
- The indoor wall in La Rosière, the climbing area in **Courchevel**'s Aquamotion (around thirty routes and fifty boulders).
- The new vertical routes at Tignespace,
- The Bernard Fabre climbing gym in **OZ 3300**
- The Palais des Sports et des Congrès in Alpe d'Huez.
- Le Dévoluy sports centre,
- The boulders in Avoriaz,
- The Méribel Olympic Park,
- The Belleville climbing wall,
- Cham'Vosges in La Bresse,
- Le Signal in Les Saisies...

BRIANCON

Briançon is recognised as one of France's most popular climbing destinations. The Mondial de l'escalade has been held there every year for 35 years, and Briancon's Parc des Sports was even awarded the "Olympic Games Preparation Centre for Paris 2024" accreditation for climbing. Open all year round, a stylish new outdoor climbing wall was inaugurated in 2023; featuring 80 different routes and a speed wall, it has already hosted several IFSC World Cup stages. To complete the



triptych of climbing disciplines (difficulty / speed / bouldering), the "Bloc 027" bouldering gym opened in 2024 in Briancon, offering 660m2 of climbing surfaces for all levels!

WINTER VIA FERRATA

Suspended above the void, feel your heart skip a beat on the winter via ferrata in the resort of Aussois. Specially designed for Europe's largest 'via' (7 interconnected sections), the Diablotins via ferrata takes in several footbridges and a monkey bridge on the west face of the Esseillon forts. Comprising an icy 500-metre traverse over a listed site, a vestige of the defensive lines of the House of Savoy, it looks very challenging but is accessible to anyone over the age of 10. An activity to be enjoyed in complete safety under the supervision of a mountain guide.

ICE CLIMBING

NATURAL SITES

When the cold weather sweeps into the valleys in winter, the streams and waterfalls are transformed into magnificent ice-blue cascades that mountaineers love to climb. Ice axes and crampons ay the ready! In Val d'Isère, professional guides offer ice climbing over La Daille waterfall for anyone over the age of 10.



HOW DO YOU EXPLAIN THE **CURRENT TREND IN CLIMBING?**

Climbing has become much more popular in recent years. Patrick Edlinger was amongst those to raise the sport's profile, and the days of it being reserved for specialists are now a thing of the past. The proliferation of climbing gyms in France has enabled more and more people to experience this fantastic activity, no longer the sole realm of those living in the southern regions where most of the climbing sites are to be found. Public and private climbing gyms now mean that city-dwellers can easily indulge in the joys of climbing, just like going to the gym or swimming pool. Women are equally well catered for, as climbing is a sport in which they can perform as well as men, if not better: strength is only one parameter, but flexibility, technique and mental strength are all attributes in which women excel. Finally, climbing is a game, a personal challenge, something to look forward to. Climbing is addictive, and it's easy to get hooked!

DO YOU HAVE ANY ADVICE FOR **BEGINNERS?**

We all climb when we're young! In fact, babies can't resist trying to climb all the objects around them! These days, it's easier than ever to start climbing: most towns have one or more climbing gyms with facilities that mean you can climb in all weathers, and in the safest possible conditions (regulated infrastructures, supervision, advice, etc.). However, there is nothing to stop you starting out on a rock face, as was the rule 20 or 30 years ago. The important thing is to be well-advised and wellsupported when taking your first forays; the basic safety techniques are not too complex, but they do require patience and rigorous attention. Using the services of a professional (mountain guide, climbing instructor), or joining a club are good options for getting started in the safest possible wav.

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WHAT EQUIPMENT DO YOU NEED?

Strictly speaking, climbing isn't an expensive activity. Access to outdoor climbs is free, and once you've acquired the basic equipment (harness, rope, quickdraws, shoes, helmet, all from around €350), climbing outdoors only costs the transport to get to the site. For indoor climbing, you may only need a pair of climbing shoes (bouldering gyms are very popular). Of course, you'll need to pay for access to the gym, either individually (generally comparable to the price of a cinema ticket), or on a subscription basis.

WHAT VALUES DOES CLIMBING **PROMOTE?**

It is commonplace to say that climbing promotes pure values such as freedom, contact with nature and the harmonious development of the body. But these are not the only benefits of this unique activity. Climbing gives you a chance to get away from it all, to concentrate exclusively on the pleasure of movement and the elevation of your body up the wall. All in a friendly atmosphere (indoor climbing) and/or in the heart of a magnificent, unspoilt natural setting (natural climbing).

Climbing boosts your self-confidence, improves your self-control, and gives you the self-knowledge you need to excel. What's more, when you climb as part of a roped party, you place your life in the hands of your belayer; it's a powerful gesture, a relationship of total trust such as the modern world rarely offers. The moments shared with your climbing companion will always be engraved in your memory, often giving rise to life-long friendships!



Full of natural sites, the Haute Maurienne is a 'must visit' destination in the world of ice, especially in **Bonneval-sur-Arc**. Remaining accessible right up to the end of the season, which is quite a rare occurrence in resort.

The bottom of the **Peisey-Vallandry** valley is full of waterfalls that freeze during winter, varying in difficulty to suit all levels of climber. They offer a great opportunity to get up close to the bewitching beauty of ice, an ephemeral force with astonishing colours and shapes. This supervised activity is available through professionals, such as the mountain guides office in Les Arcs/Peisey-Vallandry.

In **Les Contamines-Montjoie**, on the coldest days of the year, it's all about the vertical. Put on your crampons, pick up your ice axe and set off to climb fantastical glacial formations under the guidance of experienced and passionate guides. Cold and magical, the protected site of Notre-Dame de la Gorge is a rare spot, and the ideal base for learning about this unique activity. Once night has fallen, this magical crystalline universe invites you to enjoy an even more captivating and memorable experience! Analysing, anticipating, and saving your energy is the key to an extraordinary and timeless moment suspended over the ice.

The **Pic du Midi** icefall offers a variety of challenges for beginners and experienced climbers alike. It's a rare opportunity to combine your exploration of the mountains with breath-taking views of the Pyrenean peaks. For a first experience on the ice, starting from the observatory terrace, beginners abseil down the frozen waterfall. Guided by a professional, they then gradually climb the 25-metre route up for their first taste of ice climbing.

Located close to **OZ 3300** at an altitude of 2,100 metres, the Lac Besson and La Fare icefalls make for an imposing setting. Beginners can book an introductory session with the Mountain Guides Office to try ice climbing in complete safety.

Introductory ice climbing courses are also available in Chamonix, Chamrousse, Les 3 Vallées, Alpe d'Huez, Notre Dame de Bellecombe, Morzine,



Saint-Sorlin-d'Arves, **Sancy**, **Auron**. A unique, thrilling mountain adventure thanks to the guidance and supervision of professionals.

TOWERS

Unique to Europe, the **Champagny le Haut** valley is home to an artificial, 22-metre-high ice tower that features climbs of varying levels of difficulty. It is a regular venue for international competitions (World and European Cups) and is the official training camp for the French national team, including the Ladevant brothers, who dominate the world circuit.

Inaugurated in January 2022 to coincide with Ice Climbing Écrins, a major event in the world of ice climbing, the Freissinières Ice Tower (**Pays des Ecrins**) is an artificial structure supplied by a natural spring. You can even enjoy night-time introductory sessions.

And also: the ice wall at the Altiport in **Courchevel** (16 metres high).

EXPERIENCES ACTIVITIES

For the 2024-2025 winter season, the French mountains will again be offering a wide range of activities. Snow and adventure enthusiasts will be spoilt for choice. Every year, a host of new activities emerge, promising to surprise and delight both those looking for thrills and those wanting to relax.

IT'LL BLOW YOU AWAY

A world first and exclusive to **La Plagne**: two cabins, unlike any others, have been incorporated into the new Glacier gondola line, which goes up to the Live 3000 themed summit at an altitude of



3,080 metres. These minimalist cabins are open to the elements for a hair-raising journey. Strapped in, passengers are in direct contact with the elements, with semi-open grated flooring and no glass to surround you! This incredible idea represents an unprecedented challenge for the resort, the technicians supporting the project who made it all possible, and, of course, the customers giving it a go, as well as a real adrenalin rush.

20

The list of toboggan runs on rails has been extended with the addition of a new installation in **Chamrousse**, diversifying the range of activities on offer in the resort. Last year, we saw the opening of the world's longest pylon zip line. Up at altitude, a unique experience awaits visitors to the resort where they can immerse themselves in a polar experience in total safety with a bivouac on ice. The "base camp" is an opportunity to spend an unusual night at an altitude of over 2,000 metres on a frozen lake, where night-time ice diving is also available. This activity is supervised by qualified instructors, with top-of-the-range expedition equipment available.

Back to zip lines... a new one has opened in **Pralognan-la-Vanoise**, which can be combined with a snowshoe hike. A 30-minute walk in the snow with Clément takes you to the Cascade de la Fraîche - often frozen, depending on the season with the village of Pralognan, the Chavière valley and the majestic Vanoise glaciers as a backdrop. Then it is time for a sensational 1,400 metredescent down 4 zip lines with 3 sections above the stream below. Afterwards, enjoy snowshoeing back to the village, feet in the snow, eyes to the sky...

In the Sancy massif, L'Xtrem Aventure de la Biche in **Super-Besse** is a course of zip lines, footbridges, via ferrata, monkey bridges, underground tobogganing and jumps into the void to be enjoyed in summer and winter alike.

Mountain resorts offer survival courses and expeditions into the elements, suitable for sports enthusiasts and active families. In **Orcières Merlette 1850**, Raid Urcinia, originally a summer event, is back this winter in a different, sportier format. The concept involves exploring the deserted ski slopes at night, led by a professional, for a wonderfully immersive experience. There's also the Robinson des Montagnes activity in **Ste Foy Tarentaise**, and the Survivor Course in the forest near **Le Collet d'Allevard**.

As part of its efforts to diversify tourism and find activities for the biotope lake in every season, **Combloux** is looking to set up a group of regular cold-water swimmers. This activity will be carried out in a safe and supervised environment. If that's too chilly for you, this winter the village will be offering a new season of Légendes de Combloux, based around the local Savoyard gastronomy: immerse yourself in local stories and traditions with a theatrical walk, a sound and light show and entertainment for all the family.

Peyragudes now offers you the chance to hurtle down the slopes at the end of the day on a SNOOC, with over 600 metres of vertical drop. Accessible to anyone over the age of 10, this innovative piece of equipment combines ski touring and tobogganing and makes for a fun experience. Accompanied by an instructor, the descent is part of the sustainable tourism activities offered by Peyragudes, with a low environmental impact for skiers and non-skiers alike.

Le Panorama de **Tignes** cultural and digital area creates a unique immersive experience to explore the resort in a whole new way. Equipped with a virtual reality headset, you're off on an incredible journey to explore the old submerged village under the Lac du Chevril, learn about the construction of Tignes' dam (the highest in France), the development of winter sports and the Grande Motte glacier. Discover a captivating 3D reconstruction of Tignes over the last 100 years, from the original mountain village to the resort we know today.

FOR A MOMENT OF CALM

Saint-Martin de Belleville's new relaxation centre, La Belle Vie, boasts genuine environmental credentials (80% of its heating needs are covered by biomass). Its eco-responsible construction, fixtures and fittings (wood-fired heating, reinforced thermal insulation, heat recovery from waste water, etc.), are aligned with the resort's commitment to achieve the most virtuous carbon footprint



possible. You'll love the panoramic Finnish sauna made entirely of glass and the cold-water well that opens out onto the mountains.

New spas are adding to the already vast range of facilities on offer in mountain resorts, including the creation of a wellness area at Le Splendid residence in **Villard de Lans**, incorporating a floatation cabin and an outdoor swimming pool, which is open throughout the winter season. The Grand Spa Thermal in **Brides-les-Bains**, the wellness area in **Les Contamines-Montjoie** which opened last year, and Balnéa in the **Hautes-Pyrénées**, are all waiting to be rediscovered.

One of the most popular mountain activities is a dog-sled ride, which also involves spending quality time with our 4-legged friends. This activity will be available for the first time in **Morzine** this winter. In **Le Dévoluy**, Inès and Laureen's pack are heading up the hill this year, setting up camp at the top of a chairlift at over 2,000 metres. The forty-odd dogs

will be on hand to give visitors the chance to try their hand at driving.

In the **Pays des Ecrins**, after sharing a moment of complicity with the dogs on a cani-hike, sit back and relax and let yourself be guided by the musher. Afterwards, you can help look after the dogs and get involved in their end-of-day routine. Animals also accompany other mountain activities, such as ski-joëring in **Alpe d'Huez** and reindeer rides in **Peisey-Vallandry**, which are rare and wonderful opportunities for visitors.

Horses are recognised as emotional facilitators, helping people to achieve their therapeutic, educational and learning objectives. With this in mind, Amanda Locatelli created the Equit'Horizon riding centre in **Le Grand Bornand**, combining horse rides with equine mediation, ideal for the most vulnerable in particular.

THE MOUNTAINS ARE, FIRST AND FOREMOST, A MAGNIFICENT LANDSCAPE, inviting you to



take a break from it all and contemplate the peaks around you. Even if beautiful views are everywhere, viewpoints and walkways make it easier to take exceptional photos. In **Vaujany**, La Fare is a brand-new viewpoint that gives you the perfect place from which to admire La Fare waterfall, the Grandes Rousses and the Oisans valley...

WINTER 2024 / 2025

Mountain plants and flowers are best enjoyed in summer on themed walks, but even in winter, in the **Val d'Arly**, you can learn about the botany specific to the area, thanks to Emilie from the Cairn Plantes shop, which harvests and sells medicinal plants. Take part in a workshop to learn about the different plants and how you can use them safely in balms, herbal teas and aromatherapy.

THE PIC DU MIDI AND ITS OBSERVATORY ARE ON THE WAY TO GAINING UNESCO STATUS.

Along with the Cirque de Gavarnie, the Hautes-Pyrénées could soon have a second UNESCO World Heritage site. Launched in 2014, the application led by the joint association of the Pic du Midi and Toulouse III University is now entering the preparation phase for the second hearing, which will focus on the boundaries and protection of the site. With UNESCO's recognition, the world's oldest high mountain observatory still in operation would be very close to reaching the stars.

And don't forget to visit the savoir-faire trail in the Pays de Gex - **Monts Jura** in the Jura Mountains, where you can meet with professionals, or enjoy the new themed trail in Les Saisies, with huts retracing the history of the resort since its creation in the 1960s, and riddles to solve along the way!

KEEPING THE LITTLE ONES BUSY

This winter, **Praz de Lys Sommand** and OZ 3300 have a new way for toddlers to learn all about the mountains, with activities on specially adapted balance bikes. This activity, which is a big hit with families, is being developed for winter and summer alike, so that everyone can enjoy the thrill of sliding down the slopes. In **Le Corbier**, for example, balance bikes for snow can be hired all winter long, and there's even a fun and inventive competition for children aged between 3 and 5.

In **Val Thorens**, children aged 6 to 14 have the chance to learn about the different mountain professions thanks to the Ski Patrol Experience: 4 fun and educational workshops led by a professional (grooming with a mini piste groomer,



signposting and skier's rules, mini snowmobile and rescue with stretchers and recovery). At Valkids, the children's area in **Val d'Isère**, with its fun run, toboggan run and play area, kids can also learning about ski area professions whilst enjoying themselves.

The Maison de la Réserve near Lac de Tueda in the nature reserve of the same name, is now run in partnership with **Méribel** Tourist Office, the commune of Les Allues and the Vanoise National Park. This area is a place for families to learn about the local fauna and flora, and is open throughout the winter season.

And also: some of our resorts are celebrating, including **Le Collet d'Allevard** with its 70th anniversary, and the 40th anniversary of the link between **the Rosière** ski area and its Italian neighbours.

Admittedly, night falls early at certain times of the winter and the days can seem short. But there's plenty to do for visitors of all ages. In the Vercors, a new night-time trail is being created at Bois Barbu in **Villard de Lans**. With the help of an audioguide, visitors can enjoy an immersive experience along a themed route with around ten points of interest, starting from the cross-country ski runs. Between an audio walk and a sound and light show, the route will reveal the village's heritage in a new and poetic way, with projections, lighting and storytelling mixed with original music.

TO DISCOVER AND REDISCOVER:

- Ski touring is the hottest new activity in the resorts! Whether you're into fitness skiing to improve your cardio, ski touring for a walk in the great outdoors or ski mountaineering for more advanced skiers, there are now plenty of safe itineraries to choose from in the mountains, as well as professionals for those looking for a guide. This year, new routes have been developed for the first time in **Val d'Allos Le Seignus**, for example.



- Ice caves, a unique experience, can be found in **Vars** and other resorts.

- If you fancy a mountain-themed Escape Game, you're in luck as there are lots of operators now organising adventures involving challenges and puzzles for all the family. The latest is the Route du Sel in **Pralognan-la-Vanoise**, where you must deliver your cargo to a safe place!!

- France's only bobsleigh track is in **La Plagne**, where runs are available to the public, or you can also put yourself in the shoes of a professional racer for a full day.

- A hugely popular activity, tobogganing (see p31) is infinitely versatile, with a host of fun activities on offer, such as in **Champ du Feu** where a drag lift takes you and your toboggan to the top or discovering unspoilt areas on an airboard in **Lansen-Vercors** and in **Gérardmer**. **Val d'Allos La Foux** also has a recently modernised tobogganing area, as does **La Bresse Haute-Vosge**s with its Wiidoo-Gliss area.

- Every year, snowshoe walks are expanded to include new activities, in particular food or wine tastings and other interesting discoveries. In **Les 2 Alpes**, an outing bearing the "Esprit Parc National" label is not-to-be-missed, as you get to see chamois in their natural winter habitat.

- Caving, with mountain caves in the Jura Mountains or on the Petites Roches plateau in Isère are to be explored.

- Yoga is becoming a staple in the mountains, with classes offered outdoors for an invigorating boost, such as in **OZ 3300**, and in **Le Grand-Bornand** with Toumo yoga.

- A first paragliding flight on skis is an experience that can only be enjoyed in the mountains. In **Valmeinier**, paragliders take to the skies at an



altitude of 2,750 metres for a magical flight with over 1,200 metres of vertical drop, known as "le Must".

- The mountains also lend themselves particularly well to team-building and corporate coaching, as in **Villard de Lans / Corrençon**, with the Nordic esf (night skiing, ski orienteering, snow biking, etc.).

WINTER 2024 / 2025



And also:

- Discover unusual activities such as go-karting on snow in **Avoriaz**,

- Yurt outings in **Valmorel**,
- Candlelit tours of farms in the Vosges,
- Ruisseling in Les Contamines-Montjoie,
- -Ice-floating in Savoie,
- Ice-skating on a natural lake in the **Jura** Mountains,
- A hot-air balloon flight in La Clusaz...

SPOTLIGHT ON IGLOOS AND DOMES

Spending the night in an igloo is the experience of a lifetime! And in France you can only do it in the mountains, generally above altitudes of 2,000 metres, during the coldest months (from late December to early March).

However, there's always a high demand, so make sure you book ahead! The geodesic dome is a great alternative, offering a wild night's sleep and considered a good starting point for a wilderness experience. Watogla Camp is a new addition to **Puy Saint Vincent**, in harmony with nature and at the heart of the elements.

In **Les Angles**, the Catalan Pyrenees are showcased through an igloo activity, from the age of 5 and up, in comfortable, heated structures: savour a fondue or Catalan mixed grill with a short walk on snowshoes to get there, a fun search for an aperitif, a Cava tasting, and a grand finale with a snake-glide descent under the stars.

Guided by mid-mountain guide Rémy, in **Combloux** participants take an evening snowshoe hike to the igloo village and its tepee, set in an enchanting landscape, where a traditional fondue awaits them. The night is spent comfortably in the igloos, with only the quiet of nature for company. In the morning, after a lovely breakfast, it is time to bring this memorable Nordic adventure to a close as participants head back down to the resort.





41"FAMILLE PLUS" RESORTS IN THE MOUNTAINS

Choosing a Famille Plus resort guarantees: - A personalised welcome for families - Activities for everyone, including a dedicated family programme tailored for each age group and an alternative programme in the event of bad weather.

Valloire and Isola 2000 have just joined the initiative.

What's new in in these family-orientated resorts?

Skiing:

- Explor Games on the slopes of Val d'Allos le Seignus

- Family Flex skipass in **Les Menuires** and **Les 3 Vallées**: 1 free day's skiing for every 5 consecutive days of skiing purchased in the world's largest ski area. This offer was created to suit the changing configuration of families (traditional, single-parent, blended, large, same-sex parents...), and their wallets!

Facilities:

- New child-care centre in Les Angles

- New flexible arrangements at **Les Contamines-Montjoie** child-care centre, especially good for seasonal and resident staff

- Teenager Room at Les Airelles in **Courchevel** (games room with amenities)

- Extension of the Palais des Sports et des Congrès in **Alpe d'Huez** with an area dedicated to young children: hands-on games, motor skills, reading corner, etc.



Activities for children:

New footpath in **Peyragudes**, as part of a spectacular circuit suitable for everyone
Gaston l'Aiglon's Safari in **Val d'Isère**: the perfect trail for young detectives around the village and ski area

- Green Mojo electric scooters in **La Bresse Haute-Vosges**, a fun ride combining scooters with culinary delights

- New tree-top adventure course in **Tignes**

- Children's biscuit-making workshop in **Villard de** Lans

- Family igloo-building in **Le Grand-Bornand** with the esf ski school

- The bowling alley in **Orcières Merlette 1850** has been modified to make the lanes as child friendly as possible.

- A new play area and activities hub in **Crest-Voland Cohennoz**, where the Place du Cernix has been given a whole new look.

TO DATE, THERE ARE 1,513 SERVICE PROVIDERS IN THE MOUNTAINS BEARING THE "FAMILLE PLUS" ACCREDITATION, including 250 restaurants, 560 accommodation providers,

153 sports shops, 100 child-care centre/ski kindergartens and 455 accredited activities.

Here are some of these service providers committed to providing the best possible welcome for families:

Activities:

The Musée d'Oé in Aussois: Step back in time and learn to make butter the old-fashioned way.
The children's village with the esf in Val d'Allos
La Foux: the recently built children's village has created a supervised area where children aged 2 ½ and upwards can experience snowsports for the first time. Little ones love trying out all the fun stuff in the snow without mum or dad, with a team of trained ski instructors to look after them from start to finish.

- **Courchevel** Aventures: fun activities from age 4 and up.

- Cloclo la mono in **Le Dévoluy**: à la carte Famille



Plus activities such as treasure-hunting fun, trapper games or Eskimo biathlon.

- Wiidoo Gliss in **La Bresse Hautes-Vosges**: a wide range of year-round activities

- Ludi-poney at the Haras du Vercors in **Villard de** Lans / Corrençon: learning how to take care of horses in a fun way.

- Nomad Esprit in **Orcières Merlette 1850**: the specialist in teaching children to drive dog sleds

WINTER 2024 / 2025

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- Torchlit night-time expedition in **Besse**: Led by theatre-trained guides, an entertaining evening awaits. A far cry from traditional tours, the outings are real theatrical adventures whose success is based on a clever blend of historical knowledge and humour - the secret of which is in the hands of our guides!

Hotels / Restaurants:

- Restaurant Le Garibeuil in **Valberg**: family cuisine and a children's area

- 4-star Le Marielle hotel in **Val Thorens**: children's playroom

- 4-star La Chaudanne hotel and 5-star Le Kaïla hotel in **Méribel**: these emblematic and historic hotels have teamed up with the Lego brand to completely refurbish their kids' club.

- Solenige guesthouse in **Vaujany**: an oasis of comfort and serenity nestled in an enchanting setting.

- Chalet Hôtel du Mont-Charvin in **Crest-Voland**: family-friendly accommodation with childcare facilities and plenty of entertainment.

FAMILLE PLUS, THE MOUNTAINS UNITED

The National Association of Mayors of Mountain Resorts (ANMSM) is running the 7th edition of the "Famille Plus, the mountains united" campaign, in partnership with the Petits Princes Association. This helps make dreams become a reality for children and teenagers who are seriously ill, and to give them a boost in their fight against their illness.

"Famille Plus" labelled resorts have launched a number of solidarity initiatives and events to increase their commitment to the campaign's main objectives: child and family well-being, health, sharing and creating mountain memories.

The two-part project comprises:

- the organisation of resort-based fundraising actions and initiatives: shows, torchlit descents, contributing to the purchase of skipasses and holidays...

- welcoming children and their families to make their dream come true, far from their hospital bed, high up in the French mountains: discovering the snow, the landscapes, skiing , dog sledding...



MOUNTAIN INITIATIVES

FOR MORE SUSTAINABLE TOURISM

See also : https://www.anmsm.fr/cimes-durables

GREENER TRANSPORT

THE MAIN SOURCE OF CO2 EMISSIONS ON A MOUNTAIN HOLIDAY IS TRANSPORT, WHICH IS MAINLY BY CAR. IN RECENT YEARS, RESORTS HAVE THEREFORE BEEN STEPPING UP THEIR EFFORTS TO FIND SOLUTIONS.

Firstly, the question of how to get around within the resort often arises. While some resorts are 'car-free', designed from the outset to be entirely pedestrian (**Avoriaz, Les Arcs...**), others are working to improve the way holidaymakers get around by offering electric shuttles (**Peyragudes**) or electric scooters (**Tignes**).

The problem of the last few kilometres, which are often the most congested and perhaps the least accessible, is also being studied. Lifts from the valley are sometimes the solution. The Eau d'Olle Express, a lift linking the commune of Allemond to the resort of **OZ 3300**, provides easier access to the mountain area while limiting the carbon footprint caused by transport. Access to the village of **Corrençon** has been made easier with a bus service 4 times a day from Grenoble on the T64 line, which you no longer need to book the day before. The service will be available from autumn 2024.

In 2019, the creation of <mark>the Skyvall valley lift</mark>, open all year round in **Peyragudes**, has drastically



reduced the number of vehicles between the bottom of the valley and the resort, estimated at 40,000 fewer vehicles per year. It has enabled a 4-season offer to be developed, with winter/ summer tourism spearheaded by two key areas: wellness, thanks to the reputation of Balnéa, and sport, particularly skiing and mountain biking.

Energy-efficient public transport, such as the train, is the best ally for a more sustainable holiday. Many resorts can be reached easily by train + shuttle, or even by night train (**Briançon**), which is both practical and enjoyable! We have a number of useful resources on how to get to mountain resorts by train, available on request.

Les Arcs is the only destination to have a funicular linking an international railway station to a mountain resort. The funicular is available in winter to holidaymakers travelling by train and in summer to pedestrians. Opening times and periods have been extended to cater for both visitors and resort workers.

To help holidaymakers who are keen to reduce the impact of their transport but don't know how to do it in the mountains, intuitive search engines to find the right means of transport are available on the websites of mountain resorts (Haute-Maurienne Vanoise, for example).

Les 2 Alpes is the 1st mountain destination in Isère to use the 360° Smart Mobility system developed by Antidots. Customers from all over the world will be able to book their multi-mode "Door to Door" transport from home to Les 2 Alpes in a single purchase. The various offers available will be linked to a carbon footprint, enabling customers to choose the most environmentally friendly mode of transport.

Packaged or combined offers are also available on a wider scale. **Combloux** recently launched its Gocombloux ticket booking tool. This multi-mode platform allows you to book all your journeys, from your place of residence to your holiday destination,



all at the same time, in one payment. The carbon footprint of the journey is also estimated. The aim is both to simplify travel for visitors and to encourage them to use public transport rather than private cars.

For cross-border resorts and villages, collaboration between countries is necessary, as

WINTER 2024 / 2025



PROTECTED AREAS AND CERTIFICATION

Mindful of the remarkable environment that the mountains have to offer, **Vaujany** was awarded the Station Verte label in 2014 for its efforts. This certification recognises an area, renowned at national level as a well-organised resort, offering holidays that promote a natural, authentic, and environmentally friendly form of tourism with a human perspective... **Peisey-Vallandry** has also been awarded this label.

Le Dévoluy attaches particular importance to the environment around it, with more than half of the massif listed as a Natura 2000 area, and the Souloise, Ribière and Riou rivers bearing the "River in Good Condition" status. But that's not all! Councillors, local residents and industry stakeholders are working together to promote sustainable tourism.

A number of mountain destinations have been awarded the Village Etoilé certification (Les Orres), which guarantees a better quality of the nighttime environment, or that they are located in the International Starry Sky Reserve (Valberg, Saint Lary...). Thanks to Europe's largest natural reserve, created in 2013, the Hautes-Pyrénées are making the night sky accessible to everyone. Observe it through a telescope from the Pic du Midi, listen to it on a moonlit walk, understand it with an astronomer from viewpoints and mountain passes, or contemplate it from the warmth of an outdoor Nordic bath... There are so many wonderful experiences to enjoy in the reserve, including newly-developed viewing sites designed to encourage observation of the sky, activities on foot or on water organised by mountain guides in summer, and top-of-the-range accommodation where you can sleep beneath the



stars. There is even a map listing all the stargazing sites easily accessible on foot or by car. In the **Hautes-Pyrénées**, half of the region is involved in promoting the night sky. Some 251 municipalities are committed to reducing their light pollution to let the stars shine. Here, the night is intriguing, not frightening and fascinating anyone who takes a moment to look up to the sky.

Natura 2000 sites are fundamental elements of European biodiversity conservation policy, and aim to ensure that biodiversity issues are taken into consideration in the activities people engage in. There are many such protected areas in the mountains, including Valmeinier and Chamrousse.

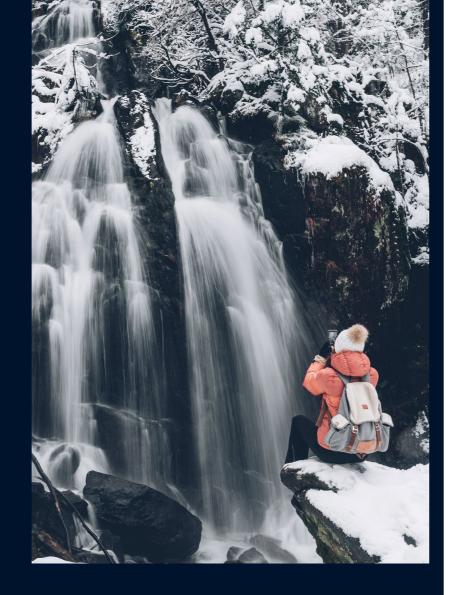
Note: in Morzine-Avoriaz, the municipality has obtained PEFC status (Programme for the Endorsement of Forest Certification), which guarantees the use of sustainable wood and forest management.

29 mountain resorts have been awarded the Flocon Vert eco-label. Some resorts, such as **Les Arcs**, **Vallée de Chamonix Mont-Blanc, Valberg, Lansen-Vercors** and **Arêches-Beaufort** have even been awarded two Flocons.

The Flocon Vert is first and foremost a continual improvement initiative that involves all the stakeholders in a specific locality as they transition to sustainable tourism in the mountains.

ZERO WASTE OBJECTIVE

2023 marked a historic turning point with the pledge by mountain stakeholders to work towards the goal of Zero Waste in the Mountains by 2030. France Montagnes is a signatory to the national charter initiated by the Mountain Riders



Association, which was behind the first litter picks in the mountains over 20 years ago.

At the end of winter or at the beginning of summer, resorts launch large-scale litter-picking operations. These operations are often collaborative, involving residents, schoolchildren, mountain professionals, holidaymakers, etc.

As part of the Zero Waste in the Mountains by 2030 national charter, some resorts are taking part in the "Adopte un Spot" programme, which involves the scientific monitoring of waste in a single area of tourist activity. In **Val d'Isère**, La Daille snow front has been studied twice a year since the beginning of 2023.

OVER 50 ACTIVITIES IN THE MOUNTAINS IN WINTER

THE FOLLOWING ARE A FEW EXAMPLES OF WINTER ACTIVITIES:

Skiing Snowboarding Monoskiing - Snowscoot Ski touring Nordic skiing Biathlon Ski jumping Fat bike / 4x4 scooters / MTB on snow Snowkite Speed riding Wingjump Snooc Snowshoeing Walker's paths Types of toboggans (yooner, snake gliss, paret, airboard, snow sled board...) Frozen waterfalls White trails Nordic walking Dog sledding Paragliding / hanggliding Microlight flying / hot air ballooning Mountaineering Snowmobiling Ice diving Airbag (with different devices) / bungee jumping Bun J ride Yoga Devalmoon Rubber rings on snow Bowling alleys / cinemas/ swimming pools / libraries / nightclubs / squash courts / gyms / museums... Ice driving Ice skating Petting farms Zip wires Climbing walls...

WINTER 2024 / 2025

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SPOTLIGHT ON A POPULAR MOUNTAIN ACTIVITY: TOBOGGANNING

On dedicated runs or routes open to tobogganers, or after the last skiers have left the slopes for the day, there are tobogganing opportunities for all the family, from the youngest right up to sports enthusiasts looking for a fun thrill!

All resorts bearing the Famille Plus accreditation

offer at least two safe toboggan runs adapted to specific children's age groups (a compulsory criteria amongst the facilities required for the accreditation): one for 2 - 6-year-olds, and one for 6 -12-year-olds.

Crazy, sturdy (or not so sturdy), tied together, on rubber rings, old-fashioned, small, or large... toboggans of all shapes and sizes can be found, with new innovations and safe new techniques. For example, this winter in the Famille Plus resorts here's a new snow-tubing track in Aussois and a new toboggan zone in Méribel on the redeveloped Chaudanne snow front. In Les Houches, the Skicamp is a great play area and a must for children, with a range of fun activities for all ages, including snow tubing, toboggan runs, and a zip line.



FRANCE Montagnes

THE FRANCE MONTAGNES ASSOCIATION UNITES FRANCE'S LEADING PLAYERS IN MOUNTAIN TOURISM TO PROMOTE THE DESTINATION AND ALL 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 tool for professionals and organisations in this field.



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.

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

THE MOUNTAINS OF FRANCE!

FRANCE MONTAGNES'S INTERNATIONAL BRAND

In 2022, France Montagnes launched 'The Mountains of France!' – a new brand to promote the French mountains internationally.

Embodied by a simple, geometric mountain logo bearing the colours of the French flag, the brand is easy to understand and is recognisable by all.

Its name allows us to showcase the diversity of the French mountains, which are home to an incredible seven massifs, available to enjoy all year round.

DESTINATION MONTAGNES

After 22 years, the Destination Montagnes international trade show (formerly known as Grand Ski) will showcase the French mountains heading back to Isere. Organised by tourism development agency Atout France, it will be held at Grenoble Alpes for the coming 3 years, from 2025 to 2027.

The numbers are dizzyingly high, with 450 tour operators from around the world gathering at WTC Grenoble Convention Centre and at Alpexpo in the capital of the French Alps, where some 10,000 business meetings will take place over two days. The winning proposal was led by two territorial marketing agencies, Isère Attractivité and Grenoble Alpes, with the support of Alpexpo and WTC Grenoble Convention Centre. The two agencies defended a strong positioning based on a sustainable, accessible, and inclusive "4-season mountain destination".

This upcoming event reiterates the excellence of the Isère and Grenoble brand identity, illustrating the expertise and investment of all the professionals involved in this sector (120,000 employed in mountain tourism, 17,000 of which are in the Isère department), and involvement by all the mountain stakeholders in Isère. The mountain ecosystem is changing and new ways of discovering the destination are coming to the fore. The Isère Attractivité marketing agency and its partners support these changes by working together to encourage alternative non-skiing activities to satisfy increasing demand.

THE 7 MOUNTAIN RANGES

THE NORTHERN ALPS

A paradise for skiing and the largest linked ski areas

THE SOUTHERN ALPS

Exceptional sunshine and abundant snow

THE PYRENEES

One of the leading resorts for well-being thanks to thermal water







THE VOSGES

The famous balloons of the Vosges located between lakes and forests

THE JURA MOUNTAINS

One of the largest nordic areas in Europe

THE MASSIF CENTRAL

Ski on a volcano and discover world heritage classified sites

<u>CORSICA</u>

Ski on an island of character



THE FRENCH MOUNTAINS

resorts or Alpine/Nordic ski 320 destinations in France

million tourists each winter

of all French tourists stay in the mountains

of overnight stays are 27% of overnight stays are attributed to international customers

55%

of customers state the location in the resort as the main reason for choosing their accommodation

6800000

tourist beds in the mountains, making up one third of the national tourist offering

SUSTAINABLE TOURISM AND GOING GREEN

of equipped zones in 1 to 2% of equipped zones in the mountains - Totalling approximately 12,000 km²

> hours between Paris and the nearest resorts by train

Mountain ranges in France: Northern Alps, Southern Alps, Vosges, Jura, Pyrenees, Massif Central and Corsica

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

of mountain zones in France, 23% or mountain 20165 in France, totalling some 124,000 km²

48%

of customers believe that climate change is already having an effect for their holiday

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of customers saying the 75% environment is one of their holiday selection criteria

SUN VALLEY, **PARTNER OF FRANCE MONTAGNES**

FOUNDED IN 1983 BY ÉDOUARD **TERZIBACHIAN, THE MOGUL** SKIING ENTHUSIAST SOON **ASKED HIS BROTHER GILLES TO JOIN FORCES WITH HIM TO CREATE THE DUO THAT WOULD** GO ON TO DEVELOP THE BRAND.

Sun Valley has always been the epitome of innovation, with its performance-driven collections showcasing a unique style and a strong attachment to freedom and harmony with nature.

The brand started out from a workshop in Marseille, where the first ski suits were designed; combining technical qualities and style, they reflected Edouard's passion for the mountains and skiing.

Thanks to partnerships with sporting events, and its easily recognisable, brightly coloured ski suits, the brand quickly made a name for itself on the French market.

After 40 years of innovation and success, Sun Valley remains proud of its South of France origins, whilst remaining true to its founder's competitive and creative spirit.

100% French, this independent company is a benchmark in the world of skiing, freeride and travel.

WWW.SUN-VALLEY.COM

Sources: Consomontagne ANMSM - G2A et LHM, Enquête ANMSM avec G2A et CoManaging, Opinion Way pour l'ANMSM, DSF, Atout France, Willy Fux - LHM Marketing et conseils, SNMSF - G2A Consulting.

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(c)Agence Zoom

SPOTLIGHT ON BEN CAVET

Vice-World Champion in 2017 and 2021 World Cup: 26 podiums, including 2 gold, 12 silver and 12 bronze medals Olympic Games: 3 times an Olympian, he took 4th place in 2022.

Wearing Sun Valley since he joined the French team in 2010, Ben has been an athlete and brand ambassador since 2018.

Very much a perfectionist and a keen advocate of human and family values, much like the brand, his feedback is of great help when it comes to cocreating products.



Martine JADIS France Montagnes

m.jadis@france-montagnes.com

+33(0)4 79 65 06 75

Maxime BOBAN France Montagnes

m.boban@france-montagnes.com

+33(0)4 79 65 06 74

france-montagnes.com



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