

THE MOUNTAINS of France!

Press kit
WINTER 22-23



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

> The warmest of welcomes to our holidaymakers

Winter 2021-2022 saw a return of French visitors to our resorts, and we are now looking forward to an exciting new winter season, with the opportunity to welcome many international skiers again.

With the increasing popularity of our resorts, an easy customer journey is essential, making for a totally unforgettable mountain holiday with family or friends, in exceptional natural surroundings. The journey to our resorts is a big part of this, and with that in mind, we recently reached out to transport operators and public authorities in a bid to enhance the traveller's experience, showcasing travel by train as the most low-carbon form of transport, and making the journey part of the holiday.

Welcoming families also remains one of our resorts' top priorities. Many Famille Plus labelled resorts (National Association of Mayors of Mountain Resorts - ANMSM) provide family-friendly services that offer a wealth of advantages.

And finally, this winter, the Observatory of Mountain Resorts, managed by the ANMSM and Atout France in conjunction with France Montagnes and our many partners across all our mountain ranges will allow us to adapt services and activities to better fulfil customer needs, thanks to detailed occupancy figures.





The new international brand of the French mountains.

Autumn 2022 will see France Montagnes and Atout France launch a new brand, 'The Mountains of France!', to promote the French mountains internationally.

The brand is embodied by a simple, geometric mountain logo bearing the colours of the French flag. Easy to understand, it is recognisable by all.

'The Mountains of France!' 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.

Mountains for all in France

François Gaillard, director of France Montagnes, comments: "Our international marketing campaign will focus on French

mountains that are inclusive, forward-thinking, unifying, and mindful of the challenges that lie ahead. I'm convinced that the mountains are a 21st-century haven, and that there is a mountain for everyone, every budget, and every aspiration in France. We want to demystify the French mountains, highlighting their desirability and accessibility to all. It is important for France Montagnes to launch a strong brand in line with current consumer behaviour and expectations."

Our promise: however much you know about the mountains, whatever your age, aspirations, budget, level of fitness or geographical location - there's a mountain for you in France!



An ambitious 'feel good' campaign.

Thanks to funding provided by Atout France, an ambitious multichannel marketing campaign will be rolled out this autumn, based on a video clip that focuses on people, with original background music in line with current consumer trends. The ad will be televised and shown online, according to the market.

The tone of the campaign is deliberately 'feel good', in the style of the brand's French version: 'La montagne, ça vous gagne!' (The mountains are good for you!), which will also be launched this autumn on the domestic market. It will in fact be a relaunch, as this baseline was hugely successful when it first came out in the 90s; so much so that it is still used today by many French mountain



enthusiasts. France Montagnes and Atout France decided to officially relaunch this iconic and unifying slogan, which is one of the most powerful France has ever known, updating it to match today's consumer behaviour.



News.

Legendary destinations and secret villages, perfect places for family get-togethers, twinkling snowflakes and art de vivre – there’s plenty that’ll make you want to (re)discover, or stay in the mountains!

Skiing.

An exciting new season is about to begin in our French ski resorts, and there’s plenty to smile about. With more fun activities, high-performance equipment, and innovative developments, our visitors will experience unforgettable moments.

Skiing is fun

Have a blast on the newly designed fun runs in Valloire, Morzine (Pingouin boardercross), Villard-de-Lans, Saint-François Longchamp (Opoualand), and on Val Thorens’ space-themed run. In Le Grand-Bornand, the all-new Môm’Park features child-sized freestyle modules, with the Défi Môm’ rounding off the resort’s fun offering with bells and mirrors in line with the run’s cow and farming theme. In Le Collet d’Allevard’s new Tétrás Délire Park, you can ski and learn about the environment at the same time: animals, nature, heritage...

There have been changes to other snowparks that welcome all levels, including experts, too: Les Sybelles’ snowpark has been entirely redesigned, and Belle Plagne’s snowpark has been relocated to Montchavin-Les-

Coches, with an area dedicated to spectators who want to sit back and watch the show!

Easy does it...

As well as ESF supervision, the ski areas feature several safe beginner zones for all ages. You’ll find more info here: presse.france-montagnes.com

Arc 2000 is home to a new beginner’s area, with three zones in which you can learn at your own pace: first time on the snow, first turns and first descents.

Le Dévoluy has launched a new «premiers pas» skipass for

beginners, offering access to easy zones and ski lifts. A new beginner’s area is also opening in Les Orres.

Children reign

The focus is well and truly on children this year in Les Menuires, where they can step into the boots of a ski patroller (Ski Patrol Experience with mini-snowmobile, emergency rescue sled, searching for avalanche victims, mini-snow groomer...), and in La Bresse where they can be a ‘ski patroller for a day’. These fun, educational activities give children an insight into this mountain profession in a light-hearted way, whilst thinking about safety and a possible future career at the same time!

Important: from this winter, children under the age of eight ski for free in Val d’Isère.





From 6-19 February 2023, Courchevel and Méribel will host the Alpine World Ski Championships - an exceptional event for skiing and the French mountains.

The World Championships are an international ski celebration, bringing together the world's elite alpine skiers as they battle it out to take home the ultimate title.

Every two years, competitors seek to win highly coveted world champion titles. Unforgettable for skiers, spectators and everyone involved, Courchevel and Méribel are proud to be able to host this rare and intense event, showcasing the excellence of the French mountains far and wide.

Over the course of two spectacular weeks, spectators (whether on foot or on skis) will experience a totally one-of-a-kind event in the heart of Les 3 Vallées.

With several zones on the side of the two competition runs where fans can get right up close to the races, as well as stands and VIP areas, spectators can choose the tickets that suit them best!

For ticket information, please visit the official website:
<https://www.courchevelmeribel2023.com/en/ticketing/>

Going green

Take a look at the eco-commitments made by our ski areas, with top tips on how to ski in an environmentally friendly way: presse.france-montagnes.com

A pioneer ski area in terms of renewable energy, Serre-Chevalier installed two hydro-electric turbines in 2022. The aim for 2023 is to generate 30% of its energy needs from solar, wind and hydroelectric renewable sources.

Cutting-edge technology

New ski lifts will be inaugurated this winter, to breathe new life into particular zones, improve skier flow, or replace older equipment.

Les 2 Alpes has many ambitious development and redesign projects in store for its ski area, to enhance the quality of its ski offering. This winter for example, the chairlift in la Vallée Blanche area will be replaced by a telemix, taking passengers up to 2,100 metres, and the Super Venosc gondola lift (opened in 2022). The redesign of the snow front is continuing, and work to replace the famous Jandri Express gondola is underway. A first for France, this unique gondola lift will open in stages from 2024.

Still in the Oisans region, the new Huez Express gondola lift will provide a direct, fast and comfortable link between Huez village and Vieil Alpe, from the Paganon lift station. This new gondola will round off the resort's TCSP public transport plan, using the Alpe express to connect the different resort sectors by cable, offering extensive opening hours every day. And since last winter, in Courchevel, the ski lifts are considered as public transport between the villages, and are

no longer reserved exclusively for skiers. The aim is to reduce road traffic, and therefore CO2 emissions, as well as the journey time. This means holidaymakers can enjoy longer evenings out, go to a concert, or have dinner in one of Courchevel's many villages. It also means seasonal workers can get to work without having to use their car.

A new 100% electric gondola lift is soon to open in La Norma. Beautifully landscaped, it features discreet stations and pylons that blend in perfectly with the mountain surroundings. The renewable energy required is generated locally, thanks to the Haute Maurienne dams and the valley's hydroelectric power stations.

In the Pyrenees, the resort of Saint-Lary has invested 23 million euros updating the main Espiaube sector, with the addition of a new gondola lift and a new chairlift. The project led to the removal of 5 outdated ski lifts this summer, and the creation of new runs. Conscious of future climate challenges, Peyragudes has increased its ski area by almost 20% for the coming winter, extending onto a zone that enjoys plentiful natural snow.

In the resort of Vars, in the Hautes-Alpes, it's all about creating more

skiing time. Since 2018, the ski lift company has carried out extensive investments to modernise the ski area, so that visitors can spend less time in transportation and more time on the slopes. With this in mind, two new 6-seater chairlifts will be opening this winter.

Important: a new look for the Aiguille Percée chairlift in Tignes, updating of the Transarc in Les Arcs, with a new layout to improve access in particular, a new chairlift in Valberg (le Garisson) and the new Côte du Bois gondola lift in La Toussuire (opening of a first section following an €8.5 million investment).

The French ski areas are world leaders in terms of technology and modernity.

Sleep well.

A good night's sleep in a totally different place is a vital part of any holiday. Nowadays, so much importance is attached to finding a place where you feel right at home... only better!

This winter in the mountains, the focus is on beautiful renovations:

Upgrading the accommodation and improving the service, as well as reviving the property's original spirit and placing particular importance on its raison d'être, its history and its roots in the local community.

In terms of hotels, the new owners of the 3-star Chalet Alpage, set in a quiet area of La Clusaz, have renovated the rooms and communal areas, showcasing the hotel's family atmosphere and Savoyard decor. Their restaurant, which is open to all, serves fresh, local produce.

The same family spirit can be found at the 3-star Hotel Névé in Morzine. Created in 1961 by Solange and Claude, it has recently reopened its doors and offers relaxing,

cosy comfort in a retro-modern setting.

In Les Arcs, the 4-star Hotel La Cachette has been taken over by the Friendly Hotels Collection group, who collaborated with the renowned Patriarche architectural agency for their renovations. This multi-discipline, innovation-oriented agency has created a decor reminiscent of Charlotte Perriand's inimitable style.

In the Val d'Arly, the Chalet Hotel l'Eau Vive in St Nicolas la Chapelle has also been completely renovated following a change of owners. A special mention should be made to the family apartment, with a mezzanine and children's play area above the dining room.

In Le Grand Tourmalet ski area, the renovation of what was previously the Hotel La Crête Blanche has



allowed for the creation of a new eco-responsible hotel, La Voie Lactée, for this winter.

Also worth noting is the upgrade of two hotels in Courchevel, the 4-star Courcheneige, and the 4-star Mamie Couch, along with the takeover of the Hotel Les Mélèzes in Les Houches by Laurent Sauvebois, Anthony Pallier and a group of investors from Lyon. It will open on 15 December 2022 under the Ibis Styles label.

In Val Thorens, the 3 Vallées, Fahrenheit 7, Fitz Roy and Altapura hotels are making carefully thought-out refurbishments to embody the resort's visionary spirit.

In Les Saisies, Les Chalets Joguet have taken over the Village des Armaillis, breathing new life into the residence and chalets that have made this area famous.

In Vaujany, the former Hotel Etendard at the heart of the resort has become the Résidence

de l'Etendard (Terresens). Ideally located just a few metres from the cable car that connects to the ski area in Alpe d'Huez, this cosy residence features comfortable apartments. From the terrace, guests can admire the impressive La Fare waterfall.

The old Cassiopée residence in Belle-Plagne, which was designed in the shape of the constellation, has been given an impressive facelift and the result is the W2050, a new high-end apartment complex. More than 80% of the work was carried out by local companies, with particular attention being paid to the building's insulation.

The latest - and perhaps the most spectacular - renovation is of one of the famous centuries-old chalets in Le Grand-Bornand, a French resort that has managed to preserve the greatest number of these locally distinct chalets that are witness to a bygone era. Doriane and Damien Borel's transformation of Chalet HappyView has brought to life an emblematic house that was inhabited by the village postman, very frugally, until the 1990s. This isolated farmhouse on the edge of the forest is now a 5-star dream chalet, a must-see for its views, history and unparalleled comfort.

News

The 4-star Higalik hotel in Les Ménuires completes the property development programme for

the entrance to the resort. The hotel boasts Savoyard brasserie Le Télémark, a wellness area by Sothys, and a games room for children.

Not far away, in Saint Martin de Belleville, the new 5-star M Lodge already has all the makings of an exceptional hotel. The Table du M restaurant delivers a relaxed gastronomic experience, and its wellness area, the Spa Valmont by M Lodge, offers exquisite treatments that are nothing less than a delight. The village is also home this winter to the sumptuous Nanook chalet; both chic and contemporary, this jewel of a property extends over five floors. Every detail, enhanced by the beautiful mountain light, has been carefully thought out. Its central fireplace, impressive swimming pool, and even the chandelier, designed as a piece of art, all add a majestic touch to the design.

Beautiful chalets that are both peaceful and elegant are also

available to rent in Morzine. These include the River Chalet, situated in a secluded location by the river - the perfect setting for a retreat with friends, or a romantic getaway.

Hip Hideouts is opening two new fully-serviced properties, with Chalet Cala Slopeside at the heart of Val d'Isère, and Chalet Loup in the unspoilt hamlet of Le Fornet. Hip Hideouts now has 16 exceptional properties on offer in Val d'Isère, all in chalets or serviced penthouses.

Newly available in the Sancy Massif are two noteworthy establishments; the 5-star Chalet Impériale in Super Besse and the Atelier Mont-Dorien in Le Mont-Dore. The first is a large capacity chalet (14 beds) while the second is a town house, newly renovated in a contemporary style.

Also worth noting are new residences in La Rosière (l'Orée du Bois, with a private outdoor jacuzzi), La Plagne Montalbert (Le



Snoroc - Terresens), Valmeinier (L'Olvera, completely ski in/ski out), Alpe d'Huez (Duval - Odalys, with 1,444 beds, making it the largest accommodation provider in the resort) and Peisey-Vallandry (Les Jardins de Peisey).

Club Med

In the liveliest area of Tignes, Club Med's new resort Val Claret adds a touch of glitz to mountain life.

Club Med in Val d'Isère will become the very first of the Exclusive Collection Resorts to be located in the mountains. Completely renovated, the 215 deluxe bedrooms and suites, as well as the exclusive yoga classes, are all focused on the guest experience, while being more eco-responsible. The new eco-designed building, certified by BREEAN, is built on the site of the previous hotel, and is aiming for a Green Globe certification. The 'Happy to Care' programme is dedicated to responsible tourism, and will be further developed to make Club Med Val d'Isère the leader for tourism that respects the environment and the living world.

Nature

For a totally immersive experience, a number of new accommodation options have been added. In Puy-Saint-Vincent, for example, the Watogla Camp is the perfect starting point for wilderness adventures, sleeping beneath the starry skies. Other ideas include Les 7 Laux campsite, where you can stay in cosy and authentic gypsy caravans, or in the Jura Mountains, where the Domaine de l'Authentique welcomes the adventurous in charming cabins perched up in the trees.

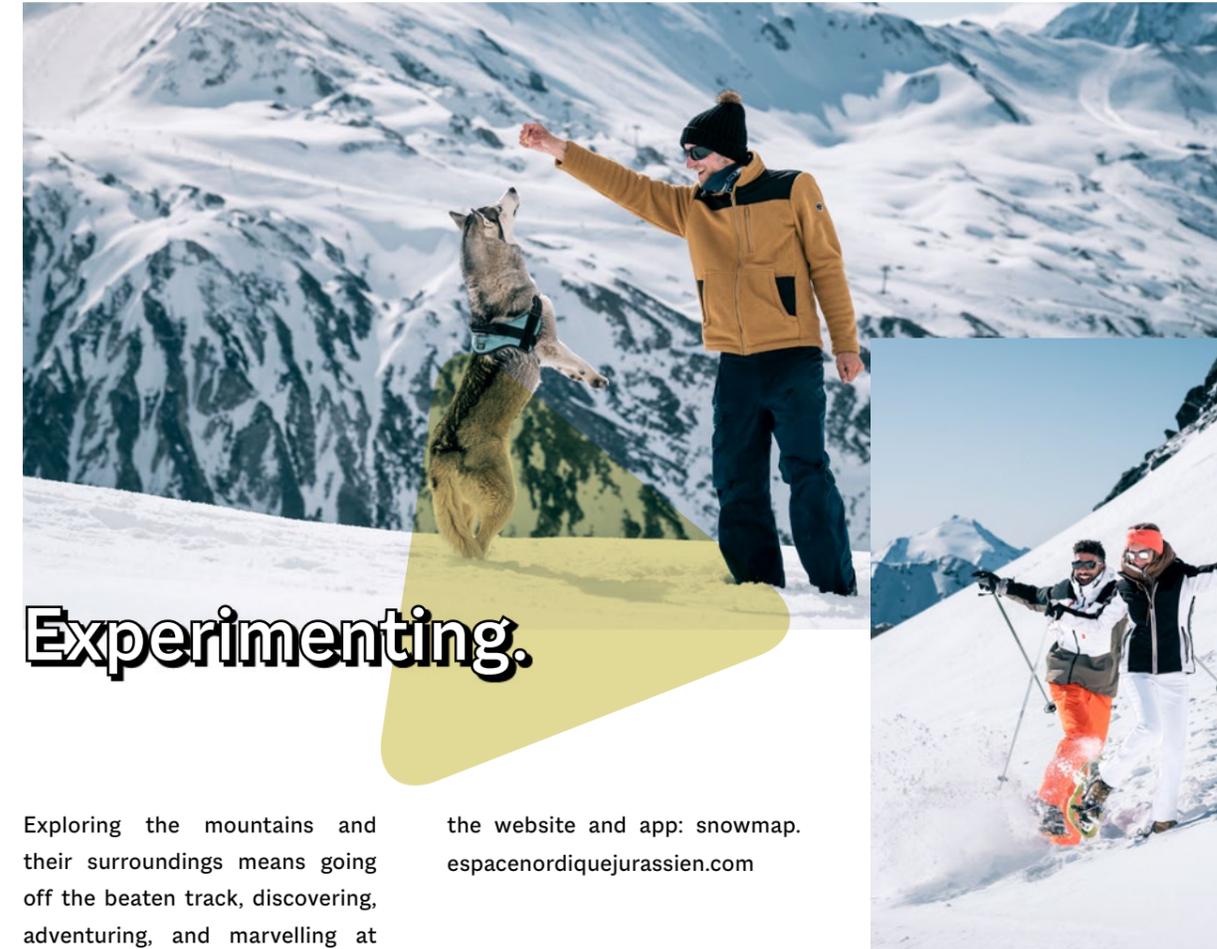
The quintessential mountain experience has to be a night in an igloo. This winter, why not head to Arêches Beaufort in the Beaufortain, where for the first time you can enjoy a night in an igloo, at an altitude of 2,000 metres. Cosy up under a snug duvet, on a soft mattress, for a peaceful night in the silent, white kingdom... truly magical.

100% flexible holidays with Ski m'arrange

The concept, which offers tailor-made holidays outside the traditional seven-day Saturday-Saturday format in order to relieve the overcrowded roads in high season, is being taken to

a whole new level this winter. With a turnover of more than six million last year, 14 partners (TOs & service providers) have joined forces with the Savoie Mont Blanc Agency, who launched the campaign, to develop dedicated offers to match holidaymaker's needs. According to a study carried out by Contours, 90% said they would prefer more flexibility when travelling to the Savoie and Haute-Savoie regions, with a clear preference for Sunday-Sunday holidays, except for young working people, under 30, who prefer short stays, ideally during the week. www.savoie-mont-blanc.com/montagne-hiver/ski-marrange/

Important info:
 Beautiful refurbishments of hotels, residences and chalets, as well as increasingly immersive stays for contact with mountain nature.



Exploring the mountains and their surroundings means going off the beaten track, discovering, adventuring, and marvelling at the natural world around us. Traditional or innovative, gentle or fast, comfortable or vertiginous, what new activities are in store for us this winter 2022-2023?

Tradition

Times they are a-changin' in terms of Nordic skiing. The Jura Mountains Nordic ski area has developed an innovative mapping tool for this winter, known as Geotrek. For the first time in France, the cross-country ski trails, snowshoe trails and other Nordic itineraries in the Jura Mountains will be promoted and listed on

the website and app: snowmap.espacenordiquejurassien.com

Monclar, in the Southern Alps has seen huge growth in the popularity of biathlon, with the development of the sport using not only Nordic skis, but also snowshoes and even scooters.

To (re)discover the mountains through Nordic skiing, whatever your level, the ESF ski school in Pralognan-la-Vanoise is offering a new week-long programme, with a different activity every afternoon: classic cross-country skiing, technical classes, exploring the domain, biathlon for beginners, skating...

Our ideas for each activity:

Do you have to get lost to find yourself? The answer may lie in Oz, in Isère, where all you need is a map and a compass to take part in a fun challenge, open to everyone. This winter, two new orienteering courses will be available with questions on history, heritage, fauna, flora and the landscape.

For snowshoeing enthusiasts, three new activities caught our attention: themed hikes in Vaujany (with an app that recounts local stories and history along the way), night walks in Alpe d'Huez where, with the aid of a headlamp, you can

enjoy a hike up the mountain in the quiet of the evening for a delicious dinner in an igloo, or the 'apéro Mazot' outings in the Val d'Arly, where Eric will take you out for an evening walk before inviting you back to his chalet (currently under renovation) for a tasting session of cheeses matured by Eric himself.

For an icy thrill, head to the new ice cave at an altitude of 3,400 metres in Les 2 Alpes, or Lac du Lou in Les Menuires where you can snorkel beneath the ice; a unique experience, immersed in the tranquillity of an incredible landscape.

Finally, our all-time favourite is tobogganing, of course! How about a wild ride on a Yooner in Super Besse, or a Snooc in Mont-Dore? Don't hesitate to contact us for more details on where to find all the new toboggan runs. Also worth noting: a new 4-season toboggan run in La Norma, and a snowtubing track at Val Thorens.

For a magical time with the beautiful sled dogs, children from 3 to 7-years old will be able to enjoy the 'Baby Sled', on offer for the first time this winter in Sainte-Foy-Tarentaise. And they will even be the ones driving the sled!

Ski touring is still on the rise, an activity ever more popular in recent years, whatever your skiing level. This winter, two new trails will be inaugurated in Saint-François Longchamp, as well as four new itineraries in Vars, where

instructional workshops are also available.

The ESF's new 'Trace' pack allows you to discover magical landscapes in the Grand-Bornand area, accompanied by a professional.

A four-day 'Ski de rando Dévoluy' trek is aimed at those who want to improve, and who can already manage 1,000 metres of vertical ascent. In the heart of an untamed massif, and accompanied by a high mountain guide, skiers will be accommodated in an old 19th-century farm.

Innovation

With nearly 50 different activities now available in the mountains, we're sure you haven't tried everything yet!

When it comes to adrenaline, you're in for a treat with the new survival courses offered by the ESF

in Pralognan-La-Vanoise. Aimed at both adults and teenagers, this fun and informative three-day course will enable participants to reconnect with nature and learn survival techniques, while also improving their skiing.

In La Bresse, families can test their problem-solving skills and team spirit as they try to decipher the puzzles in the Wiidoo-Gliss Park's Escape Game, and the Explor Game at the Bois des Lutins.

Back on earth, or rather back on the snow, Les 7 Laux has come up with a new well-being discipline known as heart coherence. This breathing method is well-known to yogis and considered a universal health tool available to everyone. Fabienne Helip runs outdoor classes where breathing and movement are combined to help the body adapt to the mountain environment.

And if you prefer enjoying the mountains at your own pace, take off in a Swincar; this new activity, which is very popular



with holidaymakers, is being introduced in Saint-Sorlin d'Arves this year. Furthermore, this off-road vehicle is 100% electric.

The two-wheel snow queen

Cycling and its playful off-shoots are ruling the mountains these days, and not only in summer - it's time to discover a new kind of bike... on snow!

New this winter in Arêches-Beaufort, electric snow bike rides promise wonderful adventures of discovery and a wealth of new sensations. Cyclists are guided to secluded hamlets and remote spots, mainly at nightfall, and all inaccessible by car.

In Les Saisies too, the whole family can enjoy snow bike trips; the perfect way to see the resort in a completely new way.

In Les Contamines-Montjoie, guided electric Fat Bike tours set off at the end of the afternoon, finishing with a traditional meal, either in one of the village restaurants or up at altitude on the slopes.

Fat Bike tours are also available in Saint-Lary in the Pyrenees, and in many other resorts thanks to the supervision of French Cycling Instructors.

Moonbiking is the latest craze, and possibly the most popular yet. The first electric snow scooter will be available to try out this winter in Courchevel on a dedicated track, or in La Giétaz in the Val d'Arly, where you can explore a nature trail. Created in the French Alps, the Moonbike was developed for general use, and is notably light and easy to use.

In Peisey Vallandry, AvéIO is combining two disciplines, e-biking, and ski touring, to maximise the fun. The result is the Sk'e-bike - a totally new activity. Thanks to the electrical assistance, the adventurous can start their climb at the very foot of the slopes, switching to touring skis later to head on up to the snowy summits. Perfect in spring, for example!

Our favourites

The Frescoes of the Aiguille Rouge: There's an unexpected spot in Les Arcs, hidden from view, which, every morning, begins a transformation and literally turns on the light(s). The Varet gondola lift stores its cabins at night in a 500-square-metre garage at the top of the lift. This space is transformed during the day into an exhilarating light exhibition based on the four seasons, where visitors are welcome to wander, listen and contemplate the magical frescoes on the walls.

Four ski courses for deaf and hard-of-hearing skiers run by the ESF ski school in Belle Plagne. "For Mélissa, one of our instructors, sign language is her mother tongue as both her parents are deaf and mute. With her partner, Pierrick, she has spearheaded the launch of these new one-week ski courses, which enable participants to improve their skiing, learn new skills and take part in a timed competition at the end of the week," explains Thierry Jadot, director of the ESF in Belle Plagne. In total, five instructors are fluent in sign language, offering both individual and group lessons.

Season's activities:

Nordic skiing, snowshoeing, ski touring, baby-sled, zip wires, heart coherence, snow bikes, tobogganing...



New activities for the family

All aboard for the zip wire at Peyragudes! With the Family Plus label, this resort is doing everything possible to ensure that teenagers coming to the mountains can enjoy a burst of fresh air along with awesome sensations. The 335 metre-long zip wire, in a cascade of three different sections, is also open in the early evening.

At Les Angles, up at an altitude of 2,100 metres at the heart of the ski area, a small village of igloos

awaits, ready to give families a wonderful night out. After a short snowshoe hike, enjoy a traditional mountain supper in an igloo before a fun descent in a snake-gliss; attached toboggans that wind their way down to the resort.

In Val d'Isère, children under the age of 10 can take part in ESF Team-rider lessons to try their hand at freestyle skiing. As for the younger ones, they are welcome to join courses offering tobogganing, treasure hunts, and learning about the mountain environment through play.

In La Clusaz, snowshoe sessions are available for children from the age of six. They head off in small

groups with a guide to discover an area of the mountain, learning about its history, nature and wildlife.

The Savoie Mont Blanc Agency launches an XXL and 100% digital concierge service

This winter, more than 1,000 activities can be booked online in just one click on the brand new marketplace set up by the Savoie Mont Blanc Agency in partnership with the Alentour platform, managed by French local tourism operator, and supported by the Banque des territoires/Caisses des dépôts and France Relance.

Topic suggestions.

Don't hesitate to contact us if you need any help regarding features and articles on the following subjects:

1. Meet our mountain authors

Literary gatherings based around tales of the mountains are being held from 17-21 January 2023 to mark the 'Les rencontres d'Arêches-Beaufort, sur les traces de Roger Frison-Roche' event.

2. Take part in a mountaintop event.

Every winter, our mountains host a wealth of different events. This year, why not cover the Snowboard Cross World Cup in Les 2 Alpes (26-29 October), the Ski Mountaineering World Cup in Val Thorens (25-27 November), the Télémark World Cup in Les Contamines-Montjoie (6-9 January 2023), the National Transplant and Dialysis Games in Ste-Foy-Tarentaise (15-25 January 2023), the 40th anniversary of the Snow Sculpture competition

in Valloire (17-20 January 2023), the Kandahar Alpine Skiing World Cup in Les Houches (3-4 February 2023) or the Glisse en Cœur charity event in Le Grand-Bornand (24-26 March 2023).

3. Embark on a virtual experience

In Les Arcs, a resort of 'Remarkable contemporary architecture', embark on a virtual visit of one of Charlotte Perriand's apartments.

You'll find another immersive experience in Vaujany, as you fly over the village and the surrounding area on a professional flight simulator.

4. Discover our restaurants specialising in locally sourced food.

Sample creative and authentic recipes in our new slopeside and resort restaurants and cafés: Paradis in La Rosière, Là-Haut in Le Mont Dore, La Terrasse Food & Chill in Saint-

François Longchamp, Shed Café in Le Grand-Bornand (with local ice creams), Au Toré in Saint-Martin-de-Belleville, l'Adress in Vallandry...

5. Meet our illustrators

Isère Attractivité has given free rein to its local illustrators, inviting them to depict their favourite mountain ranges, highlighting its particularities and outstanding features. Amongst the illustrators, you'll find Agathe Rogier, Mélissande Poncet, Maeva Revellin alias Miss is Mr, Hannah Mikolajczak...

6. Recharge your batteries in the moonlight

Several new night-time activities are on offer, including ice waterfalls by night in the Pays des Ecrins, snowshoeing-meditation to the light of the moon in Les Saisies, a night in an igloo...

For solo travellers.

Get away from it all. In total freedom, at your own pace, doing exactly what you want to do. Solo travel is bang on trend. Being at one with yourself to create and enjoy new experiences, taking a step back from your busy life and from those around you is what many aspire to in this post-Covid era. Setting off on your own to rediscover yourself, to make new discoveries and to push yourself out of your comfort zone is dizzyingly delicious in the mountains!

Whilst some might feel the need to head to lively, happening places that are packed full of people, others prefer to enjoy the peace and quiet of a break based upon simplicity, nature and inspiration.

To satisfy your wanderlust in total safety, many resorts have come up with an all-new offering. In Peisey-Vallandry, Hotel Arpin and the Hotel-Chalet La Tarine no longer charge single room supplements, and the MMV Tignes Brévières Club Hotel has some great deals available on 7-night stays on full board in a single room when you use the SOLO promo code (when booking online).

Wanderful Chalet in Les Arcs exudes a co-living spirit and

welcomes many solo travellers. The single rooms are close to the chalet's shared areas (kitchen, lounge, yoga room and reading area) and enjoy a cosy setting in the heart of nature.

Solo travel doesn't necessarily mean you want to be living out of a rucksack!

You can also recharge your batteries in the tranquil well-being idyll of a Spa like O'dycéa in Le Dévoluy. In January 2023, head to the Detox and Well-Being festival in Les Orres for three days to get away from it all, catch your breath, and focus on yourself, and what's really important in your life.



If you're looking to make new friends, youth hostels can be a great starting point, such as the one in La Clusaz or the Moontain Hostel in Oz-en-Oisans, which is a great melting pot for all ages. La Michaille guesthouse in Mont Jura welcomes its visitors to get together around the table for dinner in the evening.

Solo travellers at Le Monal hotel in Chef-Lieu de Sainte-Foy-Tarentaise are invited to immerse themselves into village life: Le Monal bar is a lively place to get together and meet new people. Head to the bar in the morning to enjoy coffee with the locals!

And to push your limits, make your way to the bobsleigh run in La Plagne, for thrills and spills on the speedluge, as you embark on high-speed descent at 90 km/hour! A cocktail of adventure and emotions meaning you'll never look back...

For seniors.

Taking your grandchildren away on holiday to the mountains is nothing new, but silver skiers truly love our regions, and particularly enjoy travelling around them in low season. Time, well-being, and new discoveries are top choices for this clientele, of whom our resorts take extra special care.

Many of our senior visitors learned how to ski years ago, and it has become a regular holiday choice for them - with an abundance of free ski pass offers and preferential rates available with them in mind.

What's more, they hit the slopes that they want, when they want, and for as long as they want - which is great for their fitness and even contributes to healthy aging! Time spent at high altitudes can lead to lower blood pressure and help fight against cardiovascular disease. The mild climate of the Vercors massif is especially appealing to this age group, with Corrençon en Vercors dedicating a whole week to them in October («blue week»), with get togethers, meetings, tasting sessions... and so much more.

Other such events are held in a

number of resorts, such as the Festival Accord des Montagnes accordion festival in la Bresse, the Festival de l'Aventure adventure festival in Les Angles, the Festival International d'Art Pyrotechnique pyrotechnic arts festival in Courchevel, Classicaval classical music festival in Val d'Isère...

As well as skiing, many gentle outdoor activities tend to appeal to our senior visitors, such as snowshoe sessions, walking routes for a gentle stroll, Nordic walking, yoga... the choice of leisure activities is an important criteria for seniors when choosing their holiday destination (39%, +10%)*.

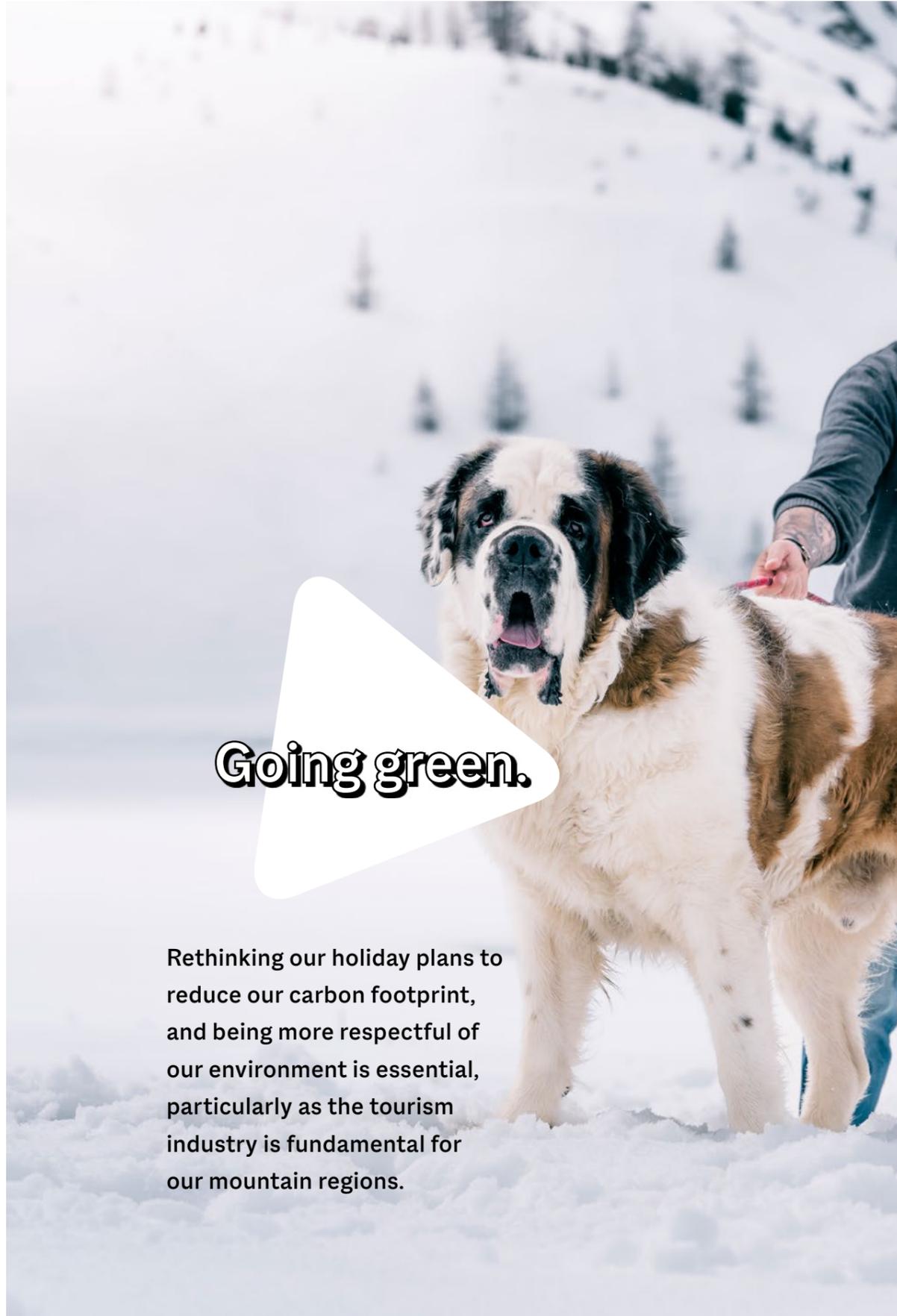
Food and wine lovers will enjoy local produce tasting sessions,



such as the one run by the Accord bar in Arêches-Beaufort, as well as the regional specialities on offer in our many village restaurants.

Culture vultures won't want to miss the guided tours to explore our ski resorts, discovering their history and architecture in a friendly, sociable atmosphere, with new events and activities organised every year. And if you want to know everything there is to know, head to La Clusaz! At the age of 81, Maurice Pessey is the ESF French ski school's oldest instructor. He's still teaching, and will be only too happy to tell you all about the village's history in between two ski turns.

* Annual holiday barometer produced by Europ Assistance - focusing on holiday plans for French seniors (aged 65 and over)



Going green.

Rethinking our holiday plans to reduce our carbon footprint, and being more respectful of our environment is essential, particularly as the tourism industry is fundamental for our mountain regions.

1. Choose sustainable transport.

Travelling by train, or not using your car during your stay, is possible in all our resorts. With transport being the main cause of greenhouse gases in France, several initiatives have been launched to encourage visitors to use public transport, or to change their arrival and departure dates to avoid the Saturday traffic jams. There's still a long way to go, but our resorts are taking action with discounted ski passes when you carshare, and partnerships set up with Tictactrip (a leader in intermodal passenger transport).

50% of 18 to 24-year-olds state «the development of alternative forms of transport: opting for non-polluting forms of transport is one of the mountains' key challenges.»

2. Look out for the green snowflake.

Adapted especially for our mountain resorts, a dozen now bear the label,

guaranteeing their sustainable and genuine commitment. In addition to respecting the criteria as far as the ski areas, municipality and energy are concerned, the destination promises to showcase local heritage and sustainable development for visitors and locals alike, through the promotion of local arts and crafts, protected areas of natural beauty, eco-responsible events...

More information is available here: www.flocon-vert.org

3. Buy local.

With many cooperatives and farms selling their goods and organising activities, it's easy to buy local mountain produce and specialities, which is a big part of what a trip to the mountains is all about: there's cheese of course, as well as sweet treats, local alcoholic drinks, heirloom vegetables... you'll be spoilt for choice!

4. Stay in an eco-gîte or sustainable accommodation option.

Often guesthouses,

these accommodation providers are very respectful of their natural surroundings, opting to use local, unpolluted resources. An example of this is Le Toï du Monde - a 4 épis eco-gîte in the Val d'Arly - which is energy self-sufficient and carbon neutral, using a combination of solar thermal and wood burning energy, as well as natural wood wool insulation.

Increasing numbers of tourism residences now bear the Green Key label (53 in 2020), such as the 5-star Pierre & Vacances Amara residence in Avoriaz, which is an eco-designed and original resort by definition.

5. Make the most of our natural waters.

Thermal spas are one of the main reasons behind the development of our mountain regions. Looking after yourself thanks to the goodness of the land and all that it offers, with the greatest respect, is possible. For example, since 2020, Les Thermes du Mont Dore thermal spa has been committed to a large campaign to protect the environment and develop recycling.

6. Opt for sustainable tourism in our natural parks.

France's protected national parks are perfect for many different types of tourism, based on human encounters, emotion, discoveries, and a chance to rest and relax at one with nature. The Ecrins, Vanoise and Mercantour are all taking steps to enhance the natural environment, through actions that involve everyone.

7. Take part in the 'Zero waste in the mountains' event.

At the end of winter, or at the start of summer, resorts embark on large-scale waste collection campaigns. Every year, the Mountain Riders association raises awareness and encourages visitors and locals to help clean and protect our mountains. In 2021, 7.5 tons of waste were collected, over the course of 52 collections, involving almost 3,000 volunteers! Created 20 years ago, the association hopes

to coordinate more than 100 waste collections in 2023. It also carries out actions aimed at involving professionals and school children.

8. Take part in an activity to raise awareness.

The mountain environment is very distinct, its landscapes iconic. Raising awareness of the mountain environment to holidaymakers and helping them gain a deeper understanding about the world in which we ski are the objectives of sustainable mountain tourism. Many resorts organise activities based on these objectives: discovering mountain bogs, having fun adopting eco-responsible habits with an ESF ski instructor, learning about the resort architecture with a tour guide...

9. Look, don't touch.

Mountain fauna is abundant, iconic, even legendary (have you heard of the Dahu, France's answer to the abominable snowman?). Exploring the mountains also

means respecting those who live there inconspicuously. Mountain guides and leaders have an in-depth understanding of the animals in the ecosystem, from the forests to the summits. They take a gentle, quiet approach, sharing their knowledge with visitors. So shhhh... open your eyes and slow down, you're entering the land of wild animals.

10. Discover the ski areas' eco-commitments.

Ski area operators have come together to adopt a road map comprising sixteen eco-commitments concerning climate change, with an action plan aiming to save energy, and gradually make skiing carbon neutral, with zero CO2 emissions by 2037. It incorporates measures to better manage, save and share water used to produce artificial snow, to offset snowfall variability. It also envisages investments to protect biodiversity, and a proactive strategy to help preserve the landscapes, not forgetting the question of waste linked to tourism.

The French mountains and sustainable tourism

3 number of hours between Paris and the nearest resorts by train

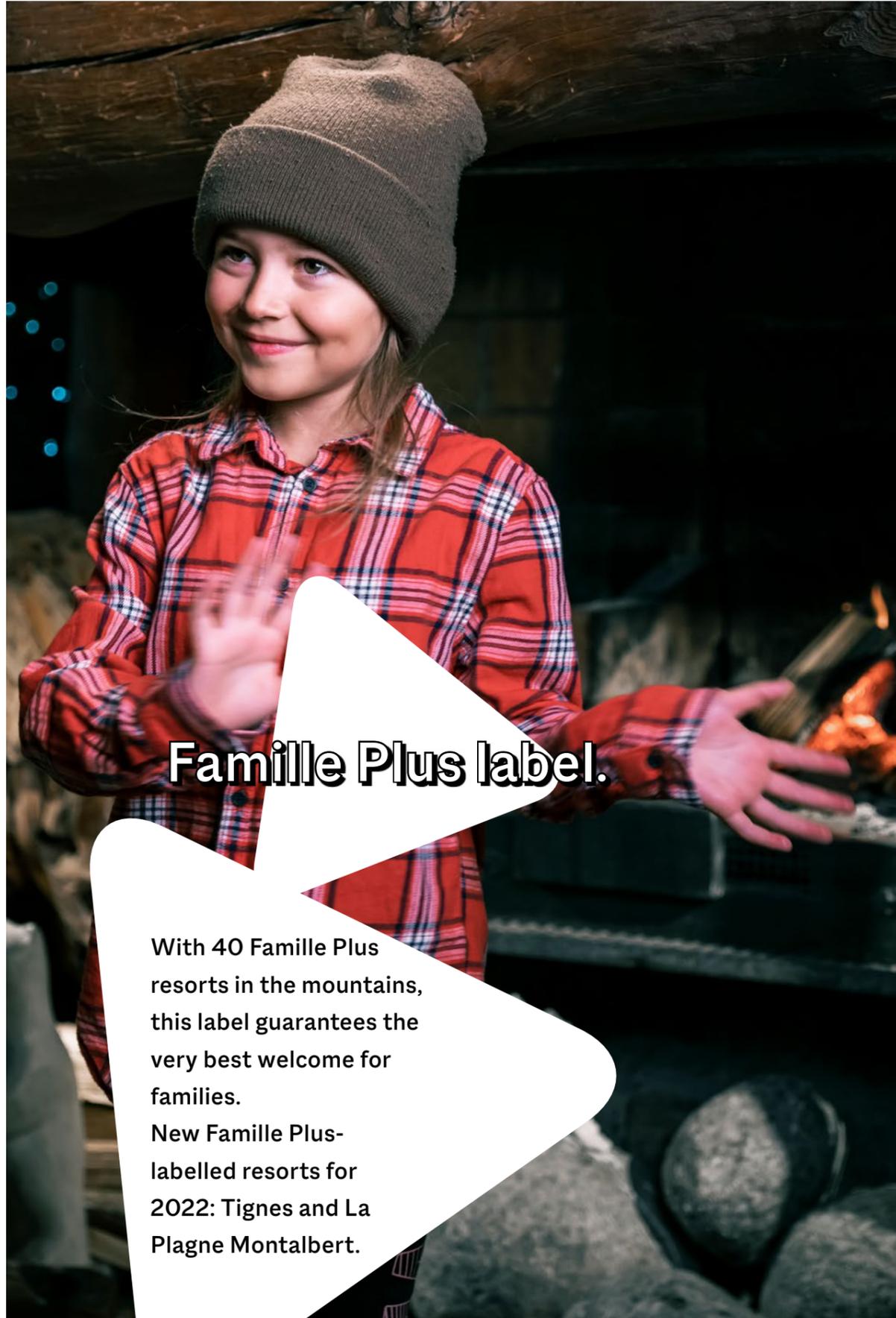
7 Mountain ranges in France: Northern Alps, Southern Alps, Vosges, Jura, Pyrenees, Massif Central and Corsica

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

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

48% of customers believe that climate change is already having an effect, with 62% saying the environment is one of their holiday selection criteria

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



Famille Plus label.

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

New Famille Plus-labelled resorts for 2022: Tignes and La Plagne Montalbert.

Sharing amazing experiences together.

With 40 labelled resorts in the mountains, and over 2,500 service providers who have signed up to this quality approach (restaurants, accommodation providers, sports shops, airports and activity organisers), 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 a back-up selection of entertainment and activities in the event of bad weather.

- Prices to suit all budgets and all ages with free Alpine ski passes for the under fives, free cross-country skiing and Nordic activities (including free access to snowshoe itineraries) for the under sixes, as well as 'tribe' / 'extended family' prices to meet the needs of modern families. Famille Plus resorts feature special beginner zones for children and their parents on the ski area, as well as 'all inclusive' passes including childcare, ski school and ski lifts.

- Activities for all ages to enjoy together, or separately, such as tobogganning. Labelled resorts have at least two safe toboggan runs for different ages (2-6 years and 6-12 years), which are accessible free of charge throughout the day, with picnic tables, play areas, toilets and baby changing facilities nearby.

- Services to make your holiday easier: 4x4 pushchair rental, high chairs and bottle warmers in restaurants... Labelled restaurants offer varied kids menus that showcase local produce and regional specialities: ½ portion = ½ price (up to the age of 12).

This year, the focus is very much on indoor picnic areas (labelled resorts must provide at least one), which is a service families appreciate, and enjoy using. The picnic area in Tignes, for example, boasts a 'home from home' atmosphere, with games available for your use. In Val d'Isère, le Lounge is located at the top of the Solaise gondola lift, featuring exhibitions and large bay windows. Les Angles ski resort boasts a newly renovated exceptional picnic room which is one of the largest and most beautiful in Europe. It even has an open fire and grill on which you can barbecue your local speciality sausages, or whatever you fancy for lunch, in a wonderful setting. There's nothing quite like it anywhere in France!

- 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.





Famille Plus, the mountains united.

The National Association of Mayors of Mountain Resorts (ANMSM) has created the 'Famille Plus, the mountains united' campaign, in partnership with the Petits Princes Association to help 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 dreams come true away from their hospital bed, high up in the French mountains: discovering the snow and the landscapes, with activities such as skiing and dog sledding.



There are so many reasons to choose the French mountains!

French resorts: a world leader for more than 100 years.

The mountains have so much to offer this year, more than ever.

The French mountains

320 resorts or Alpine/Nordic ski destinations in France

10 million tourists each winter

19% of all French tourists stay in the mountains

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

6,800,000 tourist beds in the mountains, making up one third of the national tourist offering

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

Corsica

Ski on an island of character

THE MOUNTAINS of France!

Ski areas

26 connected ski areas in France - world-leading

9% of France's population takes part in Alpine skiing, snowboarding or ski touring over a given winter

75% of snowsports enthusiasts are less than 45 years old

138,000

jobs are dependent on the opening of the ski areas (18,000 direct jobs and 120,000 indirect jobs)

The French ski resorts boast large, connected ski areas with stunning landscapes, which have earned them an international reputation. Modern and forward-thinking, they come up with new developments every year, adapting to the latest disciplines and the needs of snowsports enthusiasts: safe ski zones for beginner adults, fun areas for our youngest visitors, and comfortable, fast ski lifts to replace older equipment.

Enhancing the ski experience

To liven things up on the slopes with a good dose of fun for those who want to ski just as much, but in a different way, the resorts add a pinch of music (concerts on the slopes), a generous splash of entertainment, a good measure of events, a few ounces of theming, and plenty of stunning viewpoints. These concepts are increasingly popular, evolving each season in line with trends and the needs of both French and international customers. Investments are made by the ski areas to create new spaces and redesign those that are already in place.



Reinventing snowsports

You can learn to ski at any age, and many adults give it a go every year. For them, and for all those who don't yet feel comfortable enough to devour steep slopes, our resorts have created 'zen' and 'cool ski' zones, as well as 'easy parks' - quiet, safe areas on the slopes.

Heading straight down a flat run, full pelt, is a little dépassé now. When you watch children ski, it's obvious they are drawn to bumps and moguls straight away! And children aren't the only ones! Boardercrosses are on a roll right now, whether they are designed and approved by well-known French champions, or if they push the concept one step further, with snow tunnels, bridges, spirals and banked turns.

The time spent on the slopes has also changed, with longer opening hours making for a different experience early in the morning or late at night.

Hitting the slopes according to your chosen discipline

Instead of just planning your day in terms of ascents and descents, now you can design your route according to your chosen discipline.

You might not be a champion, but how about a little freestyle, with some impressive jumps? Our resorts are constantly innovating to come up with snowparks that are open to all, even beginners. Budding freeriders and skiers who've reached a good level, but who don't consider themselves to be daredevils will love our ungroomed runs in a safe environment, where they can experience thrills and spills at the heart of nature, whilst still on the ski area.

Themed runs

In the past, skiers planned their route for the day according to the run that matched their level. Now, it's more a question of 'what do I feel like doing today?'

We believe that snowsports are about having fun, first and foremost, which is great news for children, with themed runs, exploring the nature and wildlife, mascots to find on the slopes, quiet ski zones, forest skiing and tunnels.

For others, it's more about getting a good dose of fresh air whilst soaking up the stunning scenery, which is possible now thanks to new runs which are often designed as panoramic visits, with photo points promising the best views to share on social media, and orientation tables that will delight culture vultures.

Activities

73% of customers ski (Alpine skiing) during their stay: skiing remains the main activity and the reason most holidaymakers head to our resorts in winter

Over **50** activities in the mountains in winter

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

20,000 ski instructors, 17,000 of which are at the ESF

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

1,200 mountain sports shops, including snowsports equipment rental shops

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
- Microflight 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...

As well as activities and introductory sessions organised by the tourist offices (snowball competitions, concerts)

Spotlight on a popular mountain activity: tobogganning

Whether you head to a dedicated run, a route that's open to tobogganers, or a ski run at the end of the day, tobogganing can be enjoyed by all ages, with all levels of thrills and excitement to choose from!

Famille Plus resorts all have at least two safe toboggan runs, adapted to suit two- to six-year-olds, and six- to 12-year-olds (compulsory Famille Plus criteria)

Hair-raising, steady or a little wobbly, all joined together, on rubber rings, big or small... you'll find all sorts of toboggans in our resorts, with new additions and new ways of having fun in total safety. Take your pick from airboards, snake gliss, yooners, snoocs, snowracers, paret... Not forgetting the only bobsleigh run in France, situated in La Plagne.





The benefits of the mountains on both body and mind

Being at altitude is proven to have a beneficial effect on one's health. You develop more red blood cells, therefore improving your physical condition, just like high-level sportsmen and women.

Being in the sunshine encourages the body's production of vitamin D, which is essential for healthy bones and a great way of boosting our spirits.

Finally, admiring such stunning views can help us feel a sense of calm and tranquillity, far from the stresses of our daily lives. Thanks to the many varied activities on offer in the mountains, the body creates endorphins which promote a feeling of well-being.



Alexandre MAULIN, President of the French Ski Areas

Roll on winter!

The mountains adopt a different look with each season, much to the delight of nature lovers. As we approach a new winter season, our ski area operators have pulled out all the stops to prepare an ever-changing playground, offering a whole host of experiences, ranging from the natural joys of the snow to extreme thrills.

They have also intensified their eco-commitments in a bid to keep the beautiful natural environment clean and protected. Each of them enforces our 16 eco-commitments to save water and energy, reduce waste, and protect biodiversity, with the goal of becoming carbon neutral by 2037. When the mountains are once again clad in their snow-white coat, everything will be in place to welcome those in search of fresh air and the great outdoors, breathing new life into our regions.

esf is a leading stakeholder in the French mountains

The French ski technique went mainstream from 1937 onwards and is still one of the most renowned in the world.

96% of ESF ski instructors consider themselves to be actively involved in the success of their resort.

74% of instructors put continuing their profession down to the contact with customers ('Seeing the happiness on a child's face after a lesson' or 'sharing my passion')

2022 SNMSF - G2A Consulting survey



Eric BRECHE, President of the ESF French Ski Schools

Enjoy the winter in your own way!

Last winter gave us the opportunity to start welcoming visitors again, and the 2022/2023 season looks extremely encouraging. True ambassadors of our snow-capped mountains, our ESF ski instructors are as committed and ready as ever to share their knowledge and passion with snowsports fans from far and wide, whether they're in search of new discoveries, breathtaking landscapes, a chance to beat the clock, or to learn new techniques to take them to the next level!

This year, France Montagnes will be hosting France's leading online holiday booking platform 'Mon Séjour En Montagne'. With no commission to pay, and one basket for everything (accommodation, ski passes, ski equipment rental and ski lessons), MSEM makes it even easier to stay in the mountains, encouraging visitors to explore our regions both in winter and in summer!



Martine ACHARD
France Montagnes
Responsable Promotion

m.achard@france-montagnes.com
+33(0)4 79 65 06 75

FRANCE MONTAGNES

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