



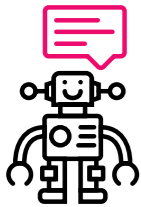
THE MOUNTAINS of France!

France Montagnes

WINTER HIGHLIGHTS 2023/2024

WE ASKED CHATGPT

“WRITE AN ARTICLE ABOUT THE TRENDS FOR WINTER 2023-2024 IN THE FRENCH MOUNTAINS”



Winter 2023-2024 in the French mountains looks set to be exciting, with new trends to delight winter sports fans. Let's take a look at what's in store.

ALTERNATIVE SNOWSPORTS

Freestyle skiing, snowkiting, snowscotting, fatbiking on snow and speed riding will become increasingly popular, offering alternative thrills and sensations to traditional skiing and snowboarding techniques.

SUSTAINABLE TOURISM

French ski resorts are increasingly committed to sustainable tourism, by reducing their carbon footprint and promoting eco-friendly measures.

CONCLUSION

Winter 2023-2024 in the French mountains looks set to abound with variety and exciting experiences. Whether you are a winter sports enthusiast or seeking relaxation in the heart of nature, prepare to enjoy unforgettable moments in a protected environment.

DIVERSIFICATION OF ACTIVITIES

The resorts are showcasing cultural and fun activities, inviting visitors to discover local art and gastronomy, spas and well-being activities, in addition to snowsports.

SKI TOURING IS BANG ON TREND

Ski touring is increasingly popular, giving skiers the chance to explore protected landscapes off the beaten track.

3 QUESTIONS TO MOUNTAIN RIDERS



WHAT IS MOUNTAIN RIDERS?

Mountain Riders is an association founded in 2001, campaigning for ecological change in the mountains.

OUR APPROACH:

to educate without preaching.

OUR MISSION:

to support mountain areas and enthusiasts to work towards a more sustainable use of the environment.

WHAT ARE YOUR MAIN INITIATIVES?

We have three main action areas:

EDUCATION:

Our educational projects aim to stimulate curiosity, consider alternative viewpoints, and provoke debate on the issues of climate change, responsible energy use, and appropriate planning for land use in mountain areas. It is also educating people about the mountains by making them accessible to all - its sports, culture, and professions... with all that this can bring, not only to the individual but also to groups, in their self-growth, personal fulfilment, commitment and social inclusion.

THE ZERO WASTE MOUNTAIN PROGRAMME:

Every year we oversee this awareness campaign to encourage people to clean the mountains and keep them waste-free. In 2022, 25 tonnes of waste was collected during the 80 collections organised, involving more than 5,000 volunteers!

THE FLOCON VERT LABEL:

We support mountain regions in their application to be awarded the Flocon Vert (Green Snowflake) label. The aim of this label is to promote tourist destinations with a state-of-the-art sustainable development policy, showcasing their commitment to these initiatives.

On 20th July 2023, the resort of Lans-en-Vercors (38) and Les Contamines Montjoie (74) joined the network of 22 Flocon Vert-accredited destinations.

WHAT ADVICE WOULD YOU GIVE HOLIDAYMAKERS AND SKIERS TO HELP THEM PROTECT THE MOUNTAINS?

It is important to bear in mind that the first way to reduce your carbon footprint during your stay in mountains is the transport you choose! There are now many train and bus options available, as well as car sharing! Another solution is to opt for a longer stay, rather than several short stays in the same destination.



ALL THE LATEST FROM THE HIGH-ALTITUDE SKI AREAS

TRANSFORMATIONS

A must-see in **Savoie Mont-Blanc**, the trip up to **Montenvers and the Mer de Glace glacier** will see the addition of a new gondola lift, replacing the 530 steps down to the site (Chamonix Mont-Blanc).

Saint-Lary ski area is completing its transformation process with the second phase of a large investment project. Eventually, three new high-speed ski lifts will replace five ski lifts, whilst reducing the number of pylons. Streamlining the ski area is part of a process that includes the summer season too, by making the Col du Portet (the entrance to the Pyrénées National Park) car-free, and accessible via gondola lift.

The resort of **Les 2 Alpes** is continuing with its ski area redesign and development ski area plans that it began in 2020. **Important:** a new look for the Vallée Blanche sector for all skiers, regardless of their level (with night skiing available), brand-new learning zones on the lower slopes, and improved skier flow thanks to well-designed new ski lifts.



ANNIVERSARIES

Paradiski and **Les Sybelles** will be celebrating their **20th anniversary** with events and activities throughout the winter

Le Lys ski area in **Cauterets** will be celebrating its **60th anniversary**

The Art at the Summit exhibition in **Courchevel** will be taking place for **the fifteenth year**: one of a kind in the mountains, this open-air museum invites visitors to discover monumental works dotted around the mountain peaks. Skiers in **Pralognan La Vanoise** can also admire works of art by local artists at the «Pralo Art» open-air art exhibition displayed on the ski lift pylons.



AMUSEMENT

SKIERS CAN EXPECT EXPERIENCES AND WONDER THIS WINTER WITH FUN THINGS HAPPENING EVERYWHERE, FOR ALL AGES.

Arêches Beaufort's Cuvy zone welcomes the whole family to get together and soak up views of Mont Blanc, whether on Alpine skis, touring skis or snowshoes. It's the perfect place to meet for a picnic, with games and giant hammocks too!

Over in Les Sybelles, skiers can explore the new fun run in **Saint-Sorlin d'Arves**, themed in the style of an interactive game.

Anyone who's ever been on a rollercoaster will know that you can't get away without the traditional photo, taken when you least expect it. In **Alpe d'Huez**, skiers and walkers will be snapped on



Le Chalvet chairlift, capturing their descent from the iconic Sarenne run, and at the top of Pic Blanc at 3,330 metres.

And for more thrills and spills, **Le Dévoluy**'s snowpark now boasts three airbags, so that you can ski through the air!



SKIPASS PRICES

Val Cenis is the first ski resort in Europe to have a «weather guarantee», protecting visitors from weather disrupting their plans

From this winter, **Les Arcs** is offering a dynamic skipass pricing policy, to boost off-peak sales in particular

SKI LIFT OPTIMISATION

La Plagne, the only resort to develop and assemble its ski lifts internally, will be opening its new Glaciers gondola lift this winter. It will replace an old lift, meaning it can free the glacier's permafrost area of ski lifts.

In **Font Romeu Pyrénées 2000**, the ski lift connecting Font Romeu resort centre with the ski area's Les Airelles sector is boasting a new-look. After 40 years' service transporting some 7 million skiers, the time has come to replace the famous «eggs» by a 10-seater panoramic gondola lift, adapted for users with reduced mobility.

In **Valmorel**, the Planchamp gondola lift will replace an old lift in the resort centre.

Serre Chevalier continues its ski lift renovation project with the new Pontillas gondola lift replacing two old lifts. A beginner's zone will be created close to the arrival station.

In **La Rosière**, a new beginner's zone is being created close to the new Dahu chairlift (replacing the old drag lift).



ACCOMMODATION

RENOVATIONS

SUSTAINABLE RENOVATIONS

Set in **Savoie Mont-Blanc's Le Grand-Bornand** resort, Gramusset mountain refuge has just undergone major renovations with the construction of a brand-new 36-bed chalet that sits beside the historic refuge, built in 1928. The original refuge has been enhanced, with the old wing (added in the 1970s) removed. Situated in a Natura 2000 listed setting, Gramusset is now virtually energy self-sufficient, thanks to its exemplary eco-friendly renovations.

In 2022, the SCIC Etoiles du Verdon, which promotes fair tourism and «tourism for all», reopened Rochecline in **Val d'Allos** to welcome school parties, individuals, and groups at the very affordable rate of €39 full board (summer price 2023). The SCIC is gradually opening other hostels with similar ambitions: reducing energy consumption, hiring employees via the local social tourism network, purchasing environmentally friendly products, cooking with local produce, offering educational workshops, welcoming special groups, etc.

Le Duchet holiday village in the **Jura** mountains has been completely renovated: 19 months of work to improve guests' experience and to upgrade its facilities. The complex has been restored using local bio-sourced materials to make it a great ethical model from an environmental point of view.



In **Valberg**, 24 self-catering holiday units owned by the local community have benefited from energy-efficiency renovations and improvements. Furthermore, the old equipment was offered at an «equipment fair» to the local residents (donations of furniture, plumbing equipment, etc.).

Worth noting: **Cauterets** is launching its «Green Diamond» label to promote energy-efficient accommodation. This label allows owners in the resort to benefit from professional advice, particularly when it comes to renovating their property. From this winter, the resort will showcase accommodation that combines comfort and energy savings, using new criteria based on the DPE (Energy Performance Diagnosis) of its partner accommodations.

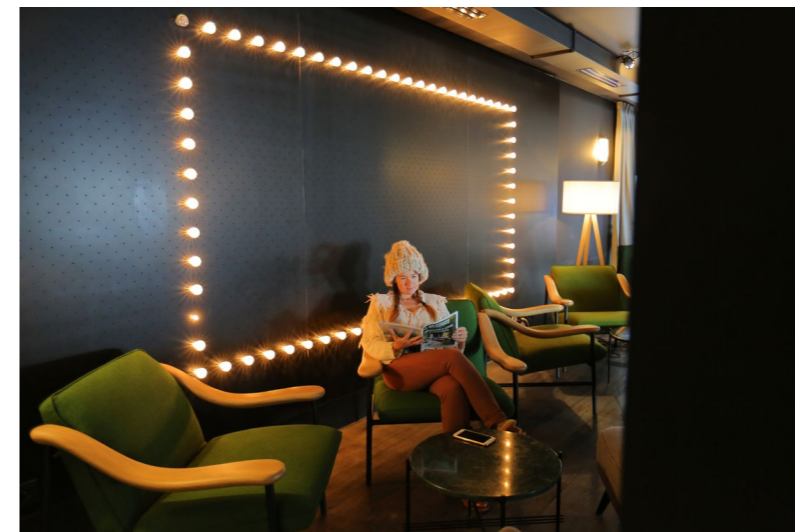
UNUSUAL: IN GÉRARDMER, AN OLD VOSGES FARMHOUSE HAS RECENTLY BEEN RENOVATED WITH CABINS ON THE ROOF!



RECREATING IN THE ORIGINAL SPIRIT

In 1929, Hotel de La Roche opened in the village of **Beaufort**, surrounded by snow-capped mountains. The hotel has now reinvented itself, while retaining the authenticity so precious **to the Beaufortain region**. Major renovations have been carried out, with the promise of preserving the original spirit of the place, which was established almost 100 years ago.

The former CCAS (Communal Centre for Social Action) in the heart of the village of **Saint-Lary** is to be refurbished, and will include a top-of-the-range hotel, thus returning it to its origins. In the 1960s, the building housed the very popular Le Sporting hotel.



And unique in France: Chalet Sarcleret in **Morzine** has been lovingly renovated in the style of a classic English country house, creating a truly unique experience in the heart of the Alps.



REFURBISHING OLD BUILDINGS

In **Les Contamines-Montjoie**, Carole and Alexandre Vial are brimming with new ideas, and have just renovated an old building dating from 1962. Chalet Nant Rouge is now a welcoming gîte, open all year round, and accommodating up to 32 people in 7 apartments that can also be joined together if required.

In the heart of **Valloire**, a historic building, well known to locals and holidaymakers alike, is currently being converted into a small luxury residence comprising 5 apartments and a shop. The 5-star COSY ALP will open in December 2024.

In **Font-Romeu / Pyrénées 2000**, l'Ermitage is a listed building located in a former pilgrimage site, and which is set to become a one-of-a-kind establishment catering to a discerning clientele. The location is ideal for reviving the age-old tradition of high-quality hotel accommodation and restoring Font-Romeu to its former glory. The 4-star Grand Hôtel l'Ermitage will also be home to a unique restaurant and catering training centre, under the patronage of Gilles Goujon.

Other properties are getting a new lease of life or upgrade:

- Set at the foot of the **Grand Tourmalet** slopes in La Mongie, the former Crête Blanche hotel has been renovated into a 4-star hotel. The establishment now bears the attractive name of «la Voie Lactée».

- The Côte Brune hotel in **Les 2 Alpes** has just been awarded a 4th star.

Also worth noting: thanks to the Savoie department and the ESF French Ski School in **Saint-Sorlin d'Arves**, the UCPA centre in the heart of the village, which had been closed for several years, has been refurbished to become the Auberge de Saint-Sorlin.



ACCOMMODATION

NEW

NEW PROPERTIES ARE OPENING IN THE MOUNTAINS THIS WINTER:

YOGA RETREAT

Situated in an inspiring natural setting, **Le Grand-Bornand** has been named as a prime location for practising yoga in its many different forms. American dancer and circus artist Sydney Martinie, a qualified yoga teacher specialising in the art of movement has chosen Le Grand-Bornand as the location for an ‘annex’ to her Lyon-based ‘Zenspace’ school. With its radical, uncluttered decor, the chalet now welcomes wellness enthusiasts for retreats.

CREATIVE BREAK

Designed by star architect and town planner Jean-Michel Wilmotte, with interior design by Olivier Frémont, 4 chalets divided into 21 apartments will round off the Grand Hôtel de **Serre Chevalier**’s offering for this winter.

Four kilometres from the top of the **Col du Tourmalet**, the 4-star La Voie Lactée hotel has been taken over and lovingly renovated by Nathalie and Philippe. Interior decor enthusiast, Nathalie has been kept busy during the renovation works, hunting down every piece of furniture, knick-knack, and piece of crockery, one by one... The result is stunning!

LUXURY CHALETS

Located in a quiet, authentic area, the seven Chalets Célénia were inspired by Méribel’s surroundings and traditional Savoyard hamlets. Each chalet is unique and offers a range of superb facilities, including an indoor swimming pool for the two largest chalets.

In Courchevel, the Cimalpes agency are launching new properties this winter: Chalet White Sand, set in a charming hamlet, Chalet Bois des Barnes, which is part of a new development featuring top-of-the-range facilities, and Chalet Bois du Ban, which extends over 5 levels. The famous K2 Palace will also be opening 5 new chalet suites.

In Val d’Isère, the prestigious Alpine Collection - Silverstone Lodge is ideally situated on the slopes, enjoying a unique and rare location just 2 minutes on skis from the village centre. Silverstone Lodge comprises luxurious chalet-style apartments and a stunning penthouse.

USER-FRIENDLY

Practical, well-located, and accessible, tourism residences are always very popular. Several new residences are opening this winter:

- Le Lodge des Glaciers in **La Rosière**: 11 apartments for 4 to 18 people
- Le Roc in **Valmorel**: 2km from the resort centre, at the foot of a ski slope
- Le Mont d’Auron in **Auron**: a 4-star Odalys Prestige residence at the gateway to the Mercantour National Park
- Falcon Lodge in **Méribel**: with hotel services and a wellness area
- This winter, the exclusive Alticimes residence in **Brides-Les-Bains** will feature 7 new apartments, including a rooftop apartment with a terrace and Jacuzzi. Like the 6 existing apartments, they will be decorated in colourful hues reminiscent of the Savoie mountain flowers.

FOR A NIGHT LIKE NO OTHER

Three new cabins will be available to rent at Bol d’Air in **La Bresse**; an unmissable spot in the forest that also boasts a host of activities in the heart of the Hautes-Vosges mountains.

In the **Jura** Mountains, the Ecrins du Val de Mouthe promises a top-of-the-range night in cabins out in snow-covered cabins.

For a top-of-the-range stay, spend the night at one with nature in a pod-style igloo in **Pralognan La Vanoise**, or in a bubble beneath the stars at the Cians campsite in Beuil (Alpes Maritimes).



OT Pays des Lacs et Petite Montagne_BFC Tourisme



SIMPLY EXCEPTIONAL

Club Med mountain resorts offer incredible all-inclusive packages, including skiing and other activities for all ages, as well as high-quality accommodation and exclusive services.

In La Rosière, the Club Med Exclusive Collection 5 Trident resort (new), features suites and apartments right at the foot of the slopes. From the lounge, enjoy magnificent views over the Haute Tarentaise valley, while revelling in the peace and quiet of your cosy, intimate apartment, within the 4 Tridents-Resort.

Also worth noting is Club Med Val d’Isère’s upgrade (Exclusive collection), and the recent opening of the spectacular Tignes resort.

THE LES ETINCELLES GROUP, LEADING LUXURY HOTEL GROUP IN THE ALPS

Created in September 2018, this collection of hotels, chalets and residences is developing a new approach to mountain holidays in the heart of high-altitude resorts. With 15 hotels, 19 chalets and 10 residences, each one offers a unique, tailor-made, and eclectic offering at the foot of the slopes...

New for winter 23-24:

- Voulez Vous hotels in 4 destinations: Tignes, Les Arcs, L’Alpe d’Huez, Val Thorens. A stay in a 5-star Voulez Vous hotel in a high-altitude resort, right at the foot of the slopes, means getting away from it all and having fun. The Voulez Vous approach focuses on a sociable atmosphere, entertainment, and elegance: enjoy unique gastronomic, well-being and (re)creative experiences for exclusive and unforgettable memories.
- New hotel in 2023: Au Chamois d’Or, Alpe d’Huez: a truly ski-in/ski-out hotel, boasting an exceptional location at the top of the resort.

- Carte Blanche, the finest collection of chalets in the Alps: With 19 exceptional chalets, and 7 more for the 2023/2024 season, the Les Etincelles group is expanding its exclusive Carte Blanche collection, spread across Tignes, Val d’Isère, La Plagne, Val Thorens, and soon Courchevel. Guerlain Chicherit (one of the group’s founders and former freeride world champion) has given free rein to his creativity, drawing on his many travels for a project in which he is personally involved: “I really wanted each chalet to be unique, creating a magical experience for the guests, especially children”.



ACCOMMODATION

VINTAGE CAMPING VIBE

CAMPING IS BACK WITH A VENGEANCE (REQUESTS UP 76% ON PINTEREST!). OPEN-AIR HOTELS MEAN YOU NO LONGER HAVE TO CHOOSE BETWEEN COMFORT AND NATURE, EVEN IN WINTER. VAN AND CAMPERVAN ENTHUSIASTS WILL FIND LOW-COST SERVICE AREAS IN SEVERAL RESORTS WHERE THEY CAN SPEND THE NIGHT, INCLUDING MONÉTIER-LES-BAINS, AND AT THE PLAGNE SOLEIL SNOW CARAVAN PARK.

In **Saint-Lary** in the Pyrenees, Camping d'Autun and its 60s caravan, coupled to a gleaming 403 station wagon, sets the tone right at the entrance to the site.

The south-facing La Forêt campsite in **La Rosière** offers exceptional views of Mont Pourri, with terraced pitches, and the peace and comfort of its spacious mobile homes.

Some campsites offer the chance to experience life in a traditional caravan, with unspoilt views of the mountains, and authentic decor inspired by nomadic travel. At the campsite in **Les 7 Laux**, craftsmen have built a traditional caravan using carefully chosen wood. At **Saint-Maurice sur Moselle** in the Vosges, the traditional Scaravella caravan sits in a peaceful spot on the edge of the woods.

MY CABIN IN THE MOUNTAINS

To meet the growing demand for roaming the globe, the Grande Traversée du Jura and the Espace Nordique Jurassien have joined forces on a special project. The idea is to develop a new concept dedicated to the **Jura** Mountains. Original wooden structures, each with a different use, have been created over several levels: communal areas, bivouac areas and cabins.

Well aware of the trend for holidays closer to nature, Huttopia's campsites and villages have come up with some original ideas, such as stand-alone pitches for vans. In **Font-Romeu** and **Bozel (Savoie Mont-Blanc Excellence accredited)**, cabins with woodburners await visitors.

Chalet-style mobile homes are also available in many campsites and caravan parks, such as Domaine de l'Oursière in **Villard-de-Lans**. These lightweight homes also mean you can take advantage of the campsite's services and facilities (indoor swimming pool, hot tubs, solariums, etc.), which are much appreciated after a day's skiing.

Cabins in the snow are also available to rent in **Val Cenis**: these small chalets are made of rough-hewn logs with a planted roof (a Canadian inspiration). Visitors will appreciate the ecological, handmade, and healthy 100% pure wool bedding, composting toilets, and peaceful atmosphere.

In the heart of the Pays des Ecrins, **Puy-Saint-Vincent** is home to Finnish-inspired kotas. These rustic little hexagonal huts, which mean «hunting huts» and which were originally made by the indigenous Sami tribe in Lapland, have a fireplace in the middle to protect you from the cold.

At **Gérardmer** in the Hautes-Vosges, round or contemporary little cabins await families at the Vallée Verte campsite on the banks of Longemer Lake, with the added bonus of underfloor heating.

You'll find the same love of the great outdoors and immersion in nature at **Peyragudes**, where a trapper lodge is available at La Pène Blanche Wellness Sport Camping.



3 QUESTIONS TO PIERRE BENOIT DE COIGNAC, DIGITAL NOMAD

PLEASE COULD YOU INTRODUCE YOURSELF

My name is Pierre, I'm 23 years old, and I'm a videographer, photographer, and graphic designer. I live in a campervan that I designed myself with the aim of travelling around France and Europe whilst continuing my work.

I'm lucky to have a job that I can do remotely most of the time, which has allowed me to experience the life of a digital nomad for a year, and I don't intend to stop there.



WHAT DOES BEING A «DIGITAL NOMAD» MEAN TO YOU?

For me, being a digital nomad means having the opportunity to be where I want, when I want.

It's a sense of freedom that I look for in this way of life. It's the perfect compromise between travel and work, allowing me to be closer to nature because no matter where I am, I can park my campervan amongst nature.

WHAT IS YOUR CONNECTION TO THE MOUNTAINS AND HOW DOES IT FIT INTO YOUR LINE OF BUSINESS?

I was born in a small mountain village called Revel in Isère. I grew up with a view of the mountains, and as a result I have always been into mountain sports.

I want to keep this connection with the mountains, and I think the reason I kitted out my campervan and decided to be a digital nomad was to be closer to the mountains and all the activities associated with them. Having spent two years in Paris, I felt the need to get closer to nature and the mountains, so I could take advantage of all these opportunities whilst still developing my business. It allowed me to live closer to ski resorts, and to create my own content.

Through the content I create, my goal is to show how magnificent our mountains are, and the sense of fulfilment you can get simply by being in this environment. I also want to show that the mountains are accessible to all, but that they must be respected.



DE QUOI FAIRE

SPOTLIGHT ON ACTIVITIES

WHAT'S NEW IN THE WORLD OF THE GREAT OUTDOORS

This year, take to the great outdoors with three new zip lines: one in Chamrousse, with more than 500 metres of vertical drop starting from the top of the ski area (the world's largest pylon zip line), one in Valloire featuring specialist technology (the only one of its kind in France), and Le Grand Tourmalet's Ice Tyro zip line experience above frozen waterfalls.

Zip lines boasting breath-taking views also await visitors to the ski resorts of Peyragudes, La Bresse, Orcières Merlette 1850, Monts-Jura and La Colmiane.

ACTIVITIES FOR ALL AGES

WHATEVER YOUR AGE, A WINTER FULL OF GREAT FAMILY ADVENTURE AWAITS YOU. MANY CHILDREN VISIT WITH THEIR GRANDPARENTS, WHO ARE KEEN FOR THEM TO DISCOVER THEIR BELOVED MOUNTAINS. THESE ARE JUST A FEW OF THE ACTIVITIES THEY CAN ENJOY TOGETHER:

FOR LASTING MEMORIES

- Hit the slopes before anyone else with the ski patrollers. Available in several Savoie Mont-Blanc resorts, including Tignes



- Brave a toboggan run on rails, suitable for everyone aged 3 to 99! (La Norma and Montgenèvre)

- Lose yourself to find yourself on an orienteering course or in an Escape Game (Oz 3300 or Gréolières-les-Neiges)

- Enjoy a delicious cheese fondue in an igloo in Alpe d'Huez or Puy Saint Vincent, or try a chocolate version in Méribel

- Ski over fun or themed runs (the new Epilobe and the legend of Pikaboué skiercross in Pralognan La Vanoise, Tiki the squirrel in Le 7 Laux, the Pingouin boardercross in Morzine, and the Tétrás Délire Park in Le Collet - Belledonne)

- Take the lift up to the Aiguille du Midi in just 20 minutes to discover its legendary high mountain landscapes (Chamonix Mont-Blanc).



SHARING MOUNTAIN TRADITIONS

- Take to fresh snow in a pair of snowshoes in Valloire, in the Vercors, as well as in Le Grand-Bornand (the ESF French ski school also offer night walks beneath the stars), Ste-Foy Tarentaise (themed «Robinson des Montagnes» survival technique walks), Valberg, on the Petites Roches plateau in Chartreuse (Cyrille's story telling walks), La Clusaz, Le Dévoluy (hikes combined with archery: l'Arc Trappeur), and Le Grand Tourmalet (sensory night-time walk)

- Get (back) into Nordic skiing and take advantage of the Catalan Pyrenees Nordic resorts Happy Day prices (Font-Romeu)

- Try the regional farm produce, sit yourself down and enjoy Arêches-Beaufort specialities, or a hot chocolate in Saint-Lary... head to a slopeside restaurant or picnic to music in Praz de Lys-Sommand (Winter FestiGrat's), or Serre-Chevalier (new Mea area on the slopes)

- Wrap up warm and take a sleigh-ride through the forest with the huskies (Valmorel, Ecrins massif, Valmeinier and Orcières Merlette 1850)

- Experience the magic of a night-time torch-lit descent. Children are welcome too and will be supervised by ESF instructors (Les Menuires and Saint-Sorlin d'Arves)

- Try traditional or modern tobogganing in designated areas (Wiidoo Gliss at La Bresse, Objet Glissant Non Identifié - Unidentified Sliding Object at Alpe du Grand Serre, luge park in Villard-de-Lans, horse-drawn tobogganing at the Ferme Equitable in Monts-Jura, the tobogganing area in Combloux, and Xtreme Luge in La Rosière)

- Come during the Festive season and immerse yourself in the magic of the Christmas markets at Gérardmer in the Vosges, or the lively street entertainment in Chamonix Mont-Blanc.



GREAT EXPERIENCES FOR TEENAGERS

- Take a ride down France's only bobsleigh run on the Bobraft in La Plagne (80 km/hr)

- Master the world of virtual reality in Auron with headsets that offer various skiing and/or cultural experiences

- Climb to the top and take «a step into the void» in Les 2 Alpes at an altitude of 3,400 metres

SOMETHING FOR EVERYONE

- Discover real works of art: intriguing for the little ones and interesting for everyone, break down the barriers to art whilst you walk and ski. A feast for the eyes awaits you along the sculptures path in Aussois, Art at the Summit in Courchevel, fresques lumineuses exhibition in Les Arcs, ice caves and igloos, ice sculptures in Brides-les-Bains...

- Visit the hamlets and villages... on a Fatbike in Val d'Isère or take an eBike through the snow in Avoriaz (electrically assisted bikes specifically designed for riding in the snow). A unique way to admire the scenery from a different angle, with an adrenaline rush to boot! Something for everyone at any age and fitness level, even if you're not an experienced cyclist

EXPERIENCES WITH ANIMALS

- See Pyrenean animals in their natural habitat in Les Angles, or ask the nature conservationists in Cauterets where to spot the local fauna

- Enjoy a unique experience with Les Aigles du Léman in Morzine, encountering new and rare species of birds whilst skiing



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.

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.

FRANCE MONTAGNES HAS PUT ITS NAME TO THE ZERO WASTE IN NATURE BY 2030 CHARTER LAUNCHED BY MOUNTAIN RIDERS.

This association, which is involved in waste collection in the mountains amongst other things, collected more than 11.5 tonnes of waste in 2022, 19% of which was plastic. Not only does this plastic pollute the mountains, it also often ends up in the world's oceans.

To ensure that our unifying slogan "The mountains of France!" doesn't become "Mountains of plastic!", we felt it was important that we stop adding to this devastating chain of waste.

With this in mind, and after great consideration with regards local and hand-crafted promotional items, in 2023, France Montagnes took the decision to gradually stop their production.

Today, we would like «The mountains of France!» slogan to be showcased on useful, good quality items that are in line with our values. We are already working internally to achieve this.

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
- Snoc
- 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
- 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, snoccs, snowracers, paret... Not forgetting the only bobsleigh run in France, situated in La Plagne.



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**

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.

SUSTAINABLE TOURISM AND GOING GREEN

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

3 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 Pyrenees, 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 for their holiday

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



3 QUESTIONS TO EMILIE VUILLEQUEZ, SKITECH GENERAL MANAGER

PLEASE COULD YOU INTRODUCE YOURSELF AND SKITEC?

As a mountain enthusiast, I wanted to be proud of, and responsible for my local economy, which is why I launched SkiTEC in January 2021, in the Savoie region. Our concept stems from the fact that a considerable number of skis are thrown away each year, around 500,000 in France alone, and they are not fully recyclable.

Our mission is to provide a practical and unique solution to breathe new life back into these old skis, recycling 20% of them back into furniture, structures, or design solutions.

SkiTEC is a collective interest cooperative company (SCIC SA), based in Alpespace, with a team of five employees, backed by 64 investors, including seven directors.

WHAT IS YOUR CONCEPT AND WHO IS IT AIMED AT?

Based in the Alps, SkiTEC designs and manufactures structures and furniture using old skis that aids the development of:

- Sustainable tourism: furniture with unique designs and tailor-made fittings
- Environmentally friendly transport: bicycle and bus shelters
- Renewable energy: solar canopies and structures

Skis are our raw material, our source of inspiration. We play with their shapes and their unusual form to reimagine original and lasting creations. Our main clients are the hotel industry, Alpine property developers, and local communities.



HOW ARE YOU INVOLVED IN UPCYCLING?

Circular economy is at the heart of our mission, with our ambition being to conserve our planet's resources so one man's waste becomes the raw material for another. In France, we have developed unique expertise in upcycling skis. For more than two years, we have invented and expanded a new profession: from assessing the skis, to transforming them and carrying out their installation on site.

We bring skis back to life in the form of **furniture** (such as bar tables, benches, stools), as well as **tailor-made designs and decor**, such as interior cladding and trellises, and **structures** such as bicycle shelters, bus shelters, and solar bases. The goal is to create a sustainable economic model reusing these materials. Through the unique design of our creations, we seek to bring the mountains back to life.

A LITTLE SOUVENIR TO TAKE HOME?

TRADITIONAL SOUVENIRS

Les souvenirs les plus prisés sont souvent très traditionnels, comme par exemple le célèbre couteau Opinel (à Valmeinier, à Saint-Sorlin d'Arves...), les boules à neige, les boîtes à meuh (Valmorel), ou les marmottes qui sifflent achetées par les enfants comme par les adultes. **Kitsch is the new chic!**

REGIONAL PRODUCE

CHEESE IS A DEFINITE MUST WHEN IT COMES TO SOUVENIRS TO SLIP INSIDE YOUR SUITCASE!

And our mountain regions produce some delicious ones to suit all tastes, including Munster from Les Vosges, such as the resort of Lac Blanc, traditional Beaufort from Savoie Mont-Blanc (Arêches-Beaufort for example), not forgetting Comté from the Jura Mountains, and Saint-Nectaire from the Sancy massif.

Top tip: dairy cooperatives and cheesemongers often sell vacuum-packed cheese, which is a practical solution if you are travelling. There's even a Beaufort vending machine in front of Aime La Plagne station! Head to Les Montagnards and Val Mont-Blanc GAEC farms (Combloux) or stop off at the farm in Avoriaz; set on the edge of the resort, it's easy to pop into on your way home.

Other foodie ideas: local charcuterie (Magalitz pork from Pralognan la Vanoise, diot sausages from Valloire, black pork from Bigorre...), mountain spirits and liqueurs (to be drunk in moderation,



such as Gënëpi from Les 2 Alpes and Orcières Merlette 1850, beer from many distilleries such as Les Contamines Montjoie and Villard-de-Lans, the unmissable larch liqueur from the southern Alps - the Serre-Chevalier Valley in particular), dried herbs (Anne-Laure's herbal tea infusions in Haute Maurienne Vanoise, and herbal teas in Le Dévoluy), bilberry jam, sweet treats from the Pyrénées (gâteau à la Broche pyramid cake in Saint-Lary, berlingot sweets in Cauterets), raspberry Ancolie cake from Val d'Isère, and the list goes on.

The mountains are also home to hand-crafted items, such as pottery. In the Hautes-Vosges, you'll find hand-crafted pottery painted with locally produced colours. From her workshop in Sainte-Foy-Tarentaise in Savoie Mont-Blanc, Anne Marmottan designs, creates, decorates and fires unique pieces of pottery. For a unique souvenir like no other, inspired by the poetic world of the mountains, Anne's La Rosière coffee cups are available to buy from the Tourist Office.

Or if you're in Morzine, take home a piece of local culture in the form of a traditional mug handcrafted by enthusiastic potter Gégé.

MODERN INVENTIONS

From his workshop in Le Grand-Bornand, "Tonton Carton" makes toys, sets for events, and fancy dress, including a cow's outfit (the cow is the village's emblem). This was an unusual career change for the former industrial ecology engineer, whose achievements include a fun, environmentally, recycled Christmas tree!

Whilst last year's celebrations have drawn to a close in the resort, the fiftieth anniversary of Les 7 Laux lives on through bags and accessories! Based in the Belledonne massif, designer IsaBelChoz came up with the idea of recycling marketing materials (advertising canvases) to turn them into useful items such as duffle bags, shopping bags, belt bags, pouches, pencil cases, card holders, and more.

In terms of original edible items, we've spotted Alpine spirulina harvested by Bruno Chatelard in Savoie on sale in Brides-Les-Bains, gourmet snail-based delicacies in Praz-de-Lys Sommand (Arno's snail farm), as well as preserves made by Méribel's only Michelin-star chef.

Why not take home a souvenir bearing the name of your favourite resort: the Tourist Office shops have a whole range of t-shirts, mugs, magnets, USB sticks and other souvenir items on sale. We highly recommend the original and fun items such as Les Arcs-shaped pasta, Courchevel beanies made for the ladies World Cup events, and Valberg's own clothing collection.

To celebrate its 60th anniversary, Les Menuires turned to the latest designers. Discover a large format poster of the resort by Docteur Paper, a famous illustrator who takes elements and symbols of destinations to create simple unidimensional illustrations.

As well as: cosmetic products and soaps, such as those on sale at the Savonnerie Doux Voyages in Chamrousse.

RESORT-SPECIFIC ITEMS

In Chamonix, sports enthusiasts can take home a pair of Alain multi-purpose poles, (skiing, hiking) available in around twenty different colours. Made in the «Pays du Mont-Blanc» by an ISO 14001 environmental certified company, they feature long ergonomic grips.

Showcasing traditional expertise and quality products, Gérardmer has maintained its thriving textile industry, working with brands such as Le Jacquard Français, Garnier-Thiébaud, and Linvosges.

Les Angles has its very own locally designed and produced Catalan fabric. Each municipality in the region has its own fabrics, in different colours and designs. With its unique identity, Catalonia abounds with original gifts such as coscolls liqueur, available to buy in Font-Romeu / Pyrénées 2000: based around a core of angelica-style flavours, Fleur de Couscouille is made according to a traditional recipe.

Not forgetting: books that recount the history of the region, such as Le Rouge Gazon resort's 'histoire d'une chaume' (Vosges), and wood crafted items in Val d'Allos representing regional elements and symbols (such as stars).



SHARING AMAZING EXPERIENCES TOGETHER

39 FAMILLE PLUS RESORTS IN THE MOUNTAINS

With 39 labelled resorts in the mountains, and more than 2,500 service providers who have signed up to this quality approach (restaurants, accommodation providers, sports shops, airports, 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 back-up selection of entertainment and activities in the event of bad weather.
- Prices to suit all budgets and all ages with free Alpine skipasses for the under 5s, free cross-country skiing and Nordic activities (including free access to snowshoe itineraries) for the under 6s, 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. 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.

New entertainment and activities for 23-24 in labelled resorts:

In Le Grand-Bornand, dragons will slide across the snow in a Snow Dragon Boat in a fun atmosphere.

In La Bresse (Hautes-Vosges), the over 8s can ride electric scooters over a snowy circuit.

In Les 2 Alpes, a new green ski run welcomes beginners, with magic carpets to make learning easier.

In Le Dévoluy, “Milou’s donkeys” has activities for all ages, fun rides, and flexible pricing.

In Méribel, a nature conservationist welcomes parents and children to learn more about the flora and fauna in the heart of the Tueda reserve.

- Services to make holidays hassle-free: loan of all-terrain pushchairs, highchairs, bottle warmers... Labelled restaurants have varied children’s menus using local produce. ½ sizes at ½ price (up to the age of 12), with regional specialities.

New facilities/services for 23-24 in labelled resorts:

La Plagne Montalbert is rounding off its offering with a 700m² multi-activity hall in the heart of the village. Peyragudes has a new Balnéa pool, where you can learn to swim in a fun way, without even realising it thanks to its fun aqua circuit.

You can also learn to swim in Courchevel’s Aquamotion Centre (fine motor skills, getting used to the water, baby swimmers...).

Childcare equipment is available to hire from the Tourist Office in Combloux.



A new well-being area in the heart of nature is opening in Les Contamines Montjoie, with family-friendly sessions.

Font-Romeu’s new Airelles gondola lift will be accessible to pushchairs.

- The highest standards of professional childcare: with facilities adapted to suit their needs, some welcoming children from the age of 3 months, or 18 months, with flexible time slots.

Children from the age of 2 ½ are taken great care of by the Ecole du Ski Français French Ski School in Val d’Allos La Foux. Their new “ESF children’s village” comprises a supervised lunch, multi-activity option, and «easy baby» package so that parents can make the most of their holiday too.

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 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 dream come true, far from their hospital bed, high up in the French mountains: discovering the snow, the landscapes, skiing, dog sledding...





FAMILLE PLUS, THE MOUNTAINS AND THE ENVIRONMENT

THE FAMILLE PLUS QUALITY STANDARD ALSO FOCUSES ON RAISING AWARENESS OF AND DISCOVERING THE ENVIRONMENT AND LOCAL HERITAGE.

Many labelled mountain resorts have set up family-friendly initiatives, including:

- In **Aussois**: a weekly anti-waste walk
- In **Le Grand-Bornand**: raising awareness of the mountain environment and safety with “Dahu Freeride” courses run by the esf French Ski School
- In **La Clusaz**: nature conservationists
- In **Les Contamines Montjoie**: activities run by the nature reserve on how to protect the wildlife
- In **Combloux**: family-friendly bike hire with baby seats and baby carriers available
- In **Les Menuires**: «black bee and nature centre»
- In **La Rosière** and **Val d’Isère**: farm and sheepfold visits
- In **Méribel**: renovation of the nature reserve museum by local artisans
- In **Les 2 Alpes**: adopting eco-friendly habits to reduce your carbon footprint
- In **Valberg**: agropastoral, zero waste and protecting the night sky activities
- In **Orcières Merlette 1850**: mountain plant workshops from the age of 6
- In **Val d’Allos**: snow trapper circuit for all ages, to learn about the fauna and flora



- In **Le Dévoluy**: Natura 2000 visits from the age of 10, workshops following animal tracks...
- In **La Bresse**: raising awareness about eco-friendly habits in the accommodation
- In **Gérardmer**: identification of eco-sensitive zones and listed sites in walking guides
- In **Les Angles**: environmentally friendly orientation course, open to all
- In **Peyragudes**: introduction of electric shuttlebuses
- In **Font-Romeu**: “Grignotte la Marmotte”, new educational trail to observe marmots in their natural habitat from two different points.

Some Famille Plus resorts are also committed to the **Flocon Vert** (green snowflake) label (including Le Grand-Bornand, Auron and Les Angles).



GO FOR A TIMELESS LOOK WITH SKIDRESS

A PERFECT BLEND OF ELEGANCE AND SPORTSWEAR, SKIDRESS STANDS OUT THANKS TO ITS MODERN STYLE AND CHIC DETAILS.

A tailored fit, high-performance materials (echoing its mountain sports range) and quality finishes (red, white and blue motif, vintage illustrations and faux fur).

The brand’s signature: Creating a timeless look since 1930.

DISCOVER SKIDRESS

Daring: Create your own bold style. Dare to mix casual, sporty and chic styles to create an elegant, unique, and comfortable look.

High standards: Opt for stylish comfort. Elegant but easy to move around in. The very best quality and a modern look.

A TIMELESS LOOK:

A tailored fit that complements your figure, with exclusive chic detailing. Timeless colours enhanced with signature finishes.



Whether you’re going into town or want to look good on the slopes, Skidress is your winter wardrobe’s best friend.

SEE THE COLLECTION AT [SKIDRESS.COM](https://www.skidress.com)

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