

WINTER MAGIC IN THE FRENCH ALPS





The Auvergne-Rhône-Alpes region is home to the world's largest ski area and is also the world's top winter sports destination, with 175 resorts drawing 40 million skier days every year. Visitors mobilise over 90,000 jobs and over 12,000 ski instructors. Every year, ski area infrastructure benefits from almost 900 million euros of tourism investment to offer skiers and mountaingoers the best experience possible. The region delivers a stunningly diverse tourist offer, but it can also play the charm card to propose village resorts, high-altitude resorts, family-friendly destinations, and hip go-to resorts for younger adults and for pure sports people.

GET THERE AND GET AROUND

Perfectly situated in the heart of Europe and served by 2 international airports (Lyon and Geneva), there are daily connections with the world's capitals and big city hubs. The resorts have direct shuttle, bus, train and taxi connections, with airport-to-station transfers averaging 1 h to 1 ½ hrs.



A WORLD-FAMOUS DESTINATION: THE NORTHERN ALPS

The northern Alps comprise the world's largest ski area, and are seen as the world's ultimate benchmark for winter sports - a consecration attested by the Winter Olympics that have been hosted three times here, in Chamonix (1924), Grenoble (1968) and Albertville (1992). This is certainly the case of **3 Vallées**, the world's largest ski area, with 600 km of runs open to skiers of all abilities, as well as **Portes du Soleil**, **Paradiski**, and **l'Espace Tignes-Val d'Isère**.

Village resorts including **Chamonix**, **Megève**, **Saint-Gervais**, **La Clusaz** and **Morzine** are a draw for those looking for a little authenticity and lots of unspoilt wilderness. For lively and hip resorts, **Courchevel** to **Val Thorens** and back to **Tignes**, **La Plagne**, **Les Arcs**, **Val d'Isère**, **l'Alped'Huez**, **Les Deux Alpes**, **Avoriaz** and **Flaine** offer a wonderful combination of adrenaline, partying and wide-open spaces.

In contrast, the village resorts nestled in the **Aravis** and **Vanoise** massifs and the **Maurienne** and **Oisans** valleys are simply paradise for outdoorsy families and people looking for authentic villages set in spectacular landscapes.

On the snow-covered flanks of the Alpine massifs, mountains now come à la carte! Skiing's days of dominance are over, and every winter, adventurous new sports are gaining ground, including airboarding, snowscooting, snowshoeing, dogsledding, and Nordic disciplines, alongside spas and hydrotherapy, fine food, wellness, shopping and casinos, all of which now join the winter-season programme of attractions.



THE MOUNTAINS FOR SLOW TRAVEL

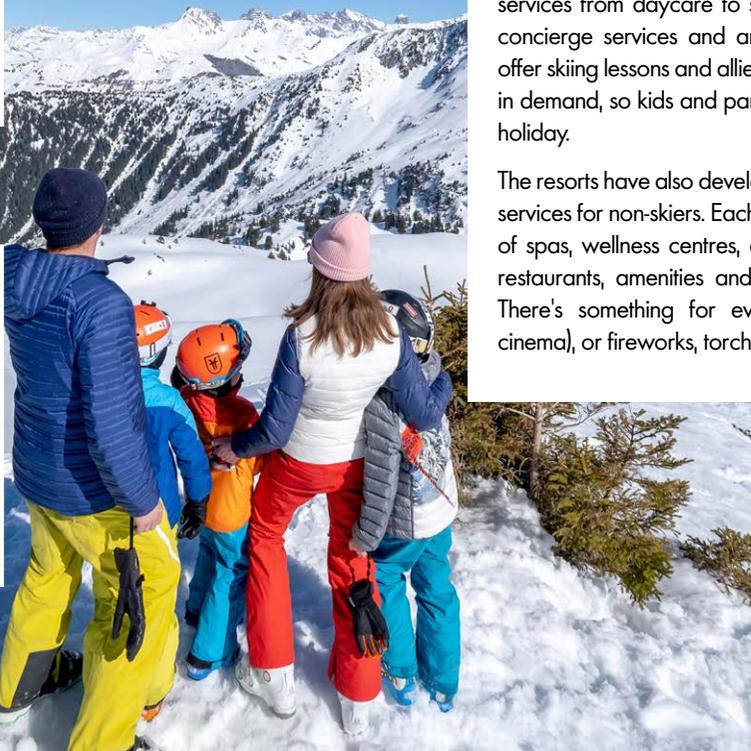
Lakes, waterfalls, rivers, forests, hills and grassland invite travellers to beat the crowds for a **winter escape**. There is an abundance of peace to be found in an extraordinary range of mountainscapes. **The Jura**, **Vercors**, **Bauges** and **Chartreuse** are iconic massifs reflecting this **peaceful world of 'slow travel'** and offer exactly what visitors hoping for untouched wilderness and real mountain-community traditions are looking for. Set deep in snow-covered landscapes, villages everywhere resonate with authentic and cosy charm and character. This is the perfect place to head for to simply recharge your batteries deep in breathtaking protected natural landscape.



SKIING THE VOLCANOES

Auvergne, with its five mountain ranges and its three wintersports resorts (Le Lioran, Le Mont-Dore and Super-Besse) set in vast expanses for Nordic skiing is the perfect place for a family holiday. Reaching a height of 1886 metres, Le Sancy is home to around 100 km of downhill skiing. Its protected areas make Auvergne a total paradise for cross-country skiers and snowshoers, with more than 950 km of well-maintained waymarked routes on the Aubrac Plateau, the slopes of Le Sancy and the Monts du Forez.





THE MOUNTAINS FOR WARM WELCOME

Mountain-country hospitality has always been part of the landscape. Today the tradition continues through a host of services from daycare to ski schools to transport and travel concierge services and amenities. International resorts also offer skiing lessons and allied services in most of the languages in demand, so kids and parents get to enjoy an unforgettable holiday.

The resorts have also developed a large range of facilities and services for non-skiers. Each and every resort counts a number of spas, wellness centres, discos and lounge bars, nurseries, restaurants, amenities and offers entertainment and shows. There's something for everyone. Festivals (jazz, comedy, cinema), or fireworks, torchlight descents, and more...

THE MOUNTAINS FOR FOODIES

The Alps region counts over **30 Michelin-starred restaurants**, including several Michelin 3-star restaurants.

Household-name AOC cheeses like Beaufort, Comté and Reblochon, the storied Savoie wines, exceptional mineral water like Evian, trout from pristine lakes and Alpine charcuterie are all packed with flavour crafted deep in the Alps, and grace restaurant tables in France and around the world.

Berthoud, a delicious local dish was recently awarded AOP status. Prepared using the famous Abondance cheese, which this year celebrates 30 years with its own AOP cheese status and has just been granted further AOP protection by restaurateurs of the "Pays d'art et d'histoire"-status Abondance valley community.





THE MOUNTAINS FOR YOUNGER PEOPLE AND FAMILIES

The mountains are not just a wonderful playground, they're also a place of happiness, for snowsports, to join, meet or reunite, or just for fun.

Resorts are working hard to provide packages that cater to **younger visitors**: facilitating resort access (carshare, shuttles), organising new activities (sledding slopes, stopwatch slaloms, theme-day programmes), festive events and new types of accommodation, plus all sorts of sports activities and preferential rates.

Mountain destinations have always been family-focused, with kids' clubs, playgroups and nursery slopes, and even no-snow activities.

There are already **over 40 resorts** sporting the **Famille Plus Montagne label** - like a "fabulous for families" standard.

Now, with the **Génération Montagne** initiative coordinated by Auvergne-Rhône-Alpes Tourisme, there is a community-wide move in motion to recapture the mountain-going clientele and **reconnect with the younger generation**.



THE REAL MAGIC OF CHRISTMAS

There's real magic to a white Christmas in a winter wonderland. The irresistible charm of lazy snowflakes, garland lights, mulled wine, torchlight descents, and a crackling fireplace snug in the chalet all make for memories to cherish for a lifetime!

Mountain destinations have always been family-focused and they continue to come up with inventive new entertainment and exciting new activities for people of every age. **Offer your loved ones magical Christmas** memories, and experience it all against the Christmas-card backdrop of the Alps, with snowflakes falling and Father Christmas arriving on his sleigh. **Megève, La Clusaz, Saint-Gervais turn on the Christmas magic for kids of all ages.** To really get a taste of something exhilaratingly new, do not miss the chance to try a dogsledding adventure at Avoriaz (Introductory session for beginners, circuits out in the woods, driving alone, in pairs or in family groups).

SANTA CLAUS VILLAGE

At the Col du Mont Sion in the Alps by Lake Geneva lies the house where Santa Claus lives, along with Mrs Claus, the elves, and his faithful reindeer. And children can visit!

The tour will take them to his house and the surrounding lodgings where his faithful Christmas companions sleep, cook, eat and make the toys—Santa's reindeer live in the garden. Everyone can visit Mrs Claus's cottage to snuggle down for a warming Christmas tale.

www.lepetitpays.com



SKI AREA AND THINGS TO DO WHAT'S UP!?

The ski areas keep innovating every season to freshen up with on-trend experiences their visitors expect. They work constantly to deliver safer infrastructures and better amenities.



SEVERAL MAJOR INFRASTRUCTURAL SKI-AREA REDEVELOPMENTS NEARING COMPLETION

Saint-Gervais is crafting a snowsports space to host beginners, and new ski lifts; **Les Deux Alpes** is engineering a **second access to the 3200-metres glacier** via the 8-seater panoramic-window Pierre Grosse gondola lift; **Méribel** is pressing ahead with the trail plan redesign project and creating the **Raffort walkway**.

Alpe d'Huez is getting a brand-new access to the resort with the **Eau d'Olle express** serving **Allemond-Oz**, a state-of-the-art base village-to-resort transit chairlift setting new standards for resort access in the Alps. At **Megève**, the ski area is being further upgraded and retrofitted with a stylish new cutting-edge surface lift climbing from the Four Seasons Hotel, **the La Caboché line**. **Les Deux Alpes** is revamping its ski area too, with two new ski lifts and a redesigned trail plan opening this winter to take skiers out into new spaces.

More advanced skiers will be impatient to see the new downhill run designed for the **2023 Alpine World Ski Championships in Courchevel**. The sumptuously-sculpted 3200-metre-long course is set to be beautiful to ski and a firm crowd favourite. It has been designed to mimic the mythical descents of the world cup circuit, with extraordinary turns, superbly-worked gradient chutes, and an absolutely sublime finish-line run into Courchevel. The resort is now also proposing **freeride lessons for kids and teenagers** via the new Free ride lab zone purpose-created for learning to freeride in a nice safe space!

WILDERNESS WILDLIFE OBSERVATION SPACES ARE ALSO ON-TREND

Méribel is ahead of the curve with the creation of the Piste des Animaux wildlife trail set deep inside a protected forest, enabling skiers to track native 3 Vallées animals like Alpine ibex, chamois and marmots via their tracks, vocalisations, and coat fur. The Piste is also accessible to non-skiers via a path that lines the trail. The **Friendly Natural Park at Les Menuires** is the place to catch sight of black grouse, golden eagles, and all the other fauna native to the Parc National de la Vanoise. From **Morzine** base camp, the Nyon sector is turning into a hub of attractions with the "Les Aigles du Léman" restaurant that now boasts new birds of play, even more shows, and new skiing-snowshoeing trails to follow.

PLAY AND RECREATION ZONES FOR KIDS AND FAMILIES

La Plagne now counts a 12th play-while-you-learn space and has created Buffalo Park, a madcap kids chase through a cowboy-style canyon trail decked out with playful modules and moving slalom gates. At La Plagne again, there's finally an adventure we can engage in together, in a kind of wild-outdoors escape game or like a secret agent, where we have to solve mysteries in augmented reality.



New at Morzine resort is Le Pas de l'Aigle: step into the void and feel the immensity of the Alps under your feet!

At the 2019-metre Pointe de Nyon summit is a dizzying 10-metre-long glass walkway hovering over a **350-metre vertical drop** giving literally breathtaking **360° panoramic views** across Lake Geneva to Mont Blanc. The only way up there is by ski from the top of the Pointe de Nyon chairlift. **Free access to the walkway.**



MOUNTAIN RESORTS MEAN BETTER HEALTH AND WELLNESS

Breaks from hectic city life, letting go, kicking back and relaxing on unforgettable holidays... Mountain getaways revitalise body and soul. It has long been known, but now there's scientific proof: the mountains have beneficial effects for human health, reducing stress, improving cardiovascular function, and strengthening the immune system. This is why all our Alpine mountain resorts now boast their own spas and return-to-fitness facilities, either at destination spa baths like Val d'Isère, Avoriaz and Courchevel or the wellness centres that feature in most big hotels.

BENEFITS OF THERMAL WATERS IN THE MIDDLE OF WINTER

Thermal water rising from Mont Blanc has fed the thermal baths at Saint-Gervais for over 200 years.

Its therapeutic benefits have made Saint-Gervais the only high-altitude spa resort in the Alps with its own hot-water spa: the Bains du Mont-Blanc, offering a series of wellness processes in naturally hot and restorative ancient spring water. Relaxation workshops, saunas on a gradient of temperatures, steam baths, and everyone's favourite open-air pools at the foot of Bonnant gorge. The Bains du Mont Blanc practices a holistic approach to wellness that stages the poetry of the water's epic journey through the bowels of the Earth, inspiring a spectacular scenography that engages all the senses. www.saintgervais.com

Brides-les-Bains is a resort whose thermal waters are well-known for properties used for treating overweight.

Restaurateurs, hotel owners and the wider local community play a committed role in ensuring visitors get the diet and nutrition they need to lose weight healthily. Brides also offers assisted access to the 3 Vallées ski area in outstanding conditions. Well-being enthusiasts can also take advantage of high-quality innovative setups, including the Grand Spa Thermal® and the Thermes de Brides-les-Bains where they'll find half-day treatments as well as courses to 9 days. www.brides-les-bains.com

'Bar in the bath' & Alpinotherapie at Les Grandes Rousses** hotel in Alpe d'Huez.**

The latest concept of Spa des Alpes is a fun variation of the Alpinothérapie© baths. Immerse yourself—dive!—into your favourite cocktails. Sparking or smooth, detoxifying or refreshing... Experience life with passion, on your own or with your partner.

The Alpinothérapie® spa treatment helps fight fatigue and drive toxins out of your body. It boosts your body's natural defences and helps revitalise by amplifying the benefits of your stay. www.hotelgrandesrousses.com



PROFESSIONAL STAFF ATTENTIVE TO THE RESORT-WIDE HEALTH-HYGIENE MEASURES TO ENSURE VISITORS STAY SAFE ALL STAY

As the world adjusts to Covid-19, the mountains are ready to welcome visitors and give them a chance to breathe, meet up, hang out in small groups, and take time to enjoy life's simple pleasures—even if there are precautionary measures to take. To make sure everyone stays safe, the resorts and their staff have implemented all appropriate government-ordered protection and distancing measures and good health-hygiene practices.

SKI SAFE: WILL THE COVID-19 PANDEMIC BE OVER THIS WINTER?

To cover all contingencies in this evolving situation, Les Menuires is implementing a series of measures designed to reassure prospective visitors:

- Refunds given on all bookings by practically all accommodation administrators if the resort gets closed or locked down—the others offer credit.
- Refunds on equipment hire, ski passes and skiing lessons booked.
- Creation of a special local Covid response unit (medical staff, the tourist office, and health-hygiene officers to manage facemasks and critical products and man a 7/7 advice and information hotline).

The big international resorts are adopting a broad-policy approach spanning accommodation, services, ski area, food and dining, activities and going out, to make sure all spaces are safety-compliant and all visitors can confidently move around and enjoy what the resort has to offer.

Resorts and Covid-19

Committed to ensuring that the mountains remain enjoyable

<https://en.france-montagnes.com/french-ski-resorts-and-covid-19>



THE SPORTING EVENTS CALENDAR

The French Alps have successfully hosted the **Winter Olympics** three times so far, and now feature high on the Alpine skiing and winter-sports calendar.

The Alpine Ski World Cup downhill events at **Val d'Isère** (Critérium de la 1ère neige, 5–20 December 2020) and the legendary Kandahar race hosted at Les Houches-Chamonix (30–31 January 2021), the **Biathlon World Cup** at **Annecy-Grand Bornand** (14–20 December 2020), la **Grande Odyssée Savoie Mont-Blanc** (the biggest dogsled race in the Alps, with 400 dogs lining up from 9 to 20 January 2021) are all flagship events in the international wintersports calendar, as the **2023 World Championships** in Méribel-Courchevel draw closer.



FESTIVALS

The French Alps continue to cultivate a storied tradition in the art of how to welcome and wow visitors. This year again, skiers and fans will be spoiled for choice, with a season programme boasting **more than 10 international music festivals** moving the mountains to the sounds of jazz, funk, classical, pop, rock and electro, melting hearts and springtime snow. **Tomorrowland Winter** (20–27 March 2021, at Alpe d'Huez) remains the world-beating hardest-partying music festival on the planet—which is why it draws the world's best DJs. Those in the know will also be penciling in **Rock the Pistes** at the Portes du Soleil ski resort (Morzine–Avoriaz in March 2021), **the International Jazz Festival at Megève** (March 2021), **the Jazz festival in Val-Thorens** by **Jazz in Vienne** (April 2021), **Live in Tignes by Francofolies** (new concept in 2021), and the list goes on.



SPRINGTIME SKIING AND MANY OTHER ACTIVITIES

The past few years have seen the resorts bubbling with ideas to round out the high winter season. The glacier ski resorts like **Val Thorens**, **Tignes**, and **Les Deux Alpes**, not forgetting **Chamonix** with the mythical **Vallée Blanche**, offer snow-sure skiing right through spring.

From mid-March onwards, perfect weather and snowfall converge into ideal conditions for pretty much every snowsport going!

The thick fresh snowfalls and springtime sunshine converge to offer ideal conditions for perfect holidays in the snow—right through to the end of the season! The ski resorts, tourist offices and ski lift operators each come up with creative new ways to lure skiers, families, groups of friends...

Enjoy all sorts of skiing in the morning (**downhill**, **Nordic**, **freeride**, **freestyle and touring**), then try new activities in the afternoon (**mushing**, **ziplining**, **biathlon**, **sledding** or **spa**).

ACCOMMODATION: NEW WORLDS OF COCOONING THIS WINTER!

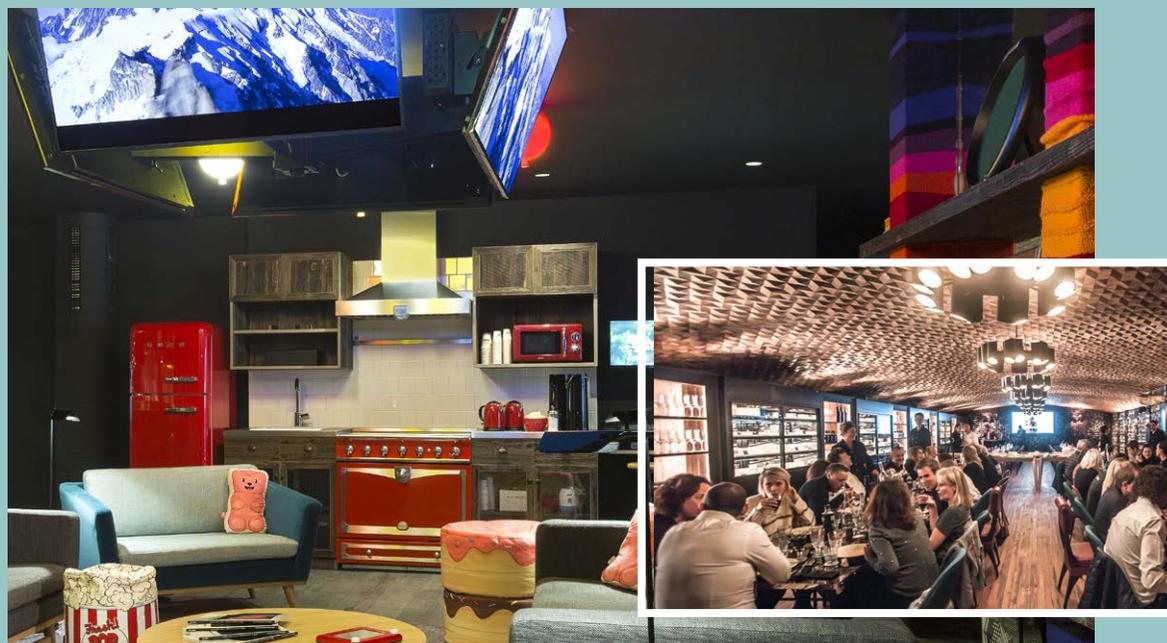
One of the stand-out features of the French Alps is the sheer diversity of accommodation options on offer. From cosy or luxury chalets to self-catering flats, hotels and apartment hotels and back to youth hostels, group-oriented accommodations for party people and hip hospitality experiences for couples, families and friends or solo travellers, French mountain destinations already propose a dazzling array of solutions, and year and year we see smart and stylish new places opening and innovating.



THE NEW HOTELS ON THE RADAR THIS SEASON

- **Le Curling Tignes Val Claret 3' hotel** is the new go-to hideout for groups (35 double, triple and even quad rooms) and offers the kind of value-for-money option that Tignes was missing;
- **Diamond Rock 5' hotel, Tignes**, a stunning 7000m² contemporary mountain refuge enviably located at lakeside Tignes, with 64 cosy and beautifully-appointed Alpine-chic rooms and suites and an outstanding heritage spa on-site;
- **Hotel Plan B in Chamonix Mont Blanc** offers a novel range of accommodation options (35 double rooms including triple-superior and family suites), 7 quad suites, 7 apartments, a 10-bed dorm and a 700m² community space open to all, wrapped around a big central bar and all-day brasserie;
- **Novotel Megève Mont Blanc** opening January 2021 with 92 bright and spacious rooms and family suites, gourmet bar, playspaces and gamesrooms for kids and teens, all set just steps from the slopes and the massive Megève Palais leisure centre;
- New 4-star address at **Val Thorens, Hôtel Marielle**;
- The long-iconic Alpe d'Huez **Grandes Rousses 4' hotel** has just been refurbished and upgraded with high-end furnishings and five-star amenities (concierge service, private shuttle to/from the resort, valet parking, porters and bellboys, plus the hotel-integrated ski-shop and concept store);
- **Lodji 4' hotel** at **Ménuires Saint Martin** offers 47 smart and elegantly refurbished rooms, a spa with a fabulous pool, a 150-seat restaurant with sundeck terrace, and a buzzing lounge bar with music for the après-ski vibe;
- Two new addresses at **Val d'Isère: Le K2 Chogori 5-star Hotel & Spa**, 21 rooms and suites in an unbeatable location, an absolutely superlative guest experience of rare quality with vast spaces and ultra-personalized service—this is pure paradise; and **the chalet-style 4' hotel Le Mont Blanc Val d'Isère**, 30 rooms fitted out in classic Alpine style with a modern touch, using the finest ecological and responsibly-sourced materials;
- **Armancette 5' hotel Saint Gervais** features 17 signature rooms, indoor and outdoor pool, a spa, fine dining restaurant, tearoom, and terrace deck;
- **Hotel Mont-Blanc & Spa by Sowell in Saint-Gervais** proposes 102 4-star rooms and special "All-inclusive Silver" & "All-inclusive Gold" packages that unlock a host of benefits!

ACCOMMODATION FOR YOUNG MOVERS AND SPORTS-FORWARDS



- **Les Houches** is the place to be for young movers on a budget. **The Rocky Pop Hotel** caters to revellers looking for entertainment with its restaurant offering a fresh take on the refectory feel, a cocktail bar, and über-cool games-room featuring table football or babyfoot, arcade games, and more. Rooms are doubles or upwards, all smart and modern function-forward spaces. www.rockypop-chamonix.com

- **H036 Hostels** are a kind of youth hostel-new-look refuge crossover for free-thinking like-minded travellers. They feature rooms, dorms and lofts accommodating 2 to 10 people, sharing free access to community living spaces (chilling room, fully functional kitchen, computers and co-working spaces, and more) plus bar and restaurant. Live the ho36 experience in **La Plagne** and **Les Menuires**. www.ho36hostels.com

- **Folie Douce Hôtels at Chamonix Mont-Blanc** boasts 107 3* 2-to-6-person rooms at competitive preferential rates. It even has a Girls Only hostel dorm that means what it says, plus restaurants, spa, skiing lessons with the Folie Ride Team, and other bonuses. <https://lafoliedoucehotels.com>

- **Mountain Hostel at l'Alpe d'Huez** is a fabulous new mountain-resort accommodation concept, blending the convenience of a hotel with the feel of a "next-gen" youth hostel and focused on creating opportunities thanks to a special app for connecting guests in a peaceful and contemporary mountain-lifestyle atmosphere. The library, fire-place, terrace, and fire pit all invite you to get together with other people. You can choose between private or shared accommodation to build your style of holiday to fit your own budget. www.french.hostelworld.com/hosteldetails.php/Mountain-Hostel/Alpes-d-Huez/272455



RESORT VILLAGES

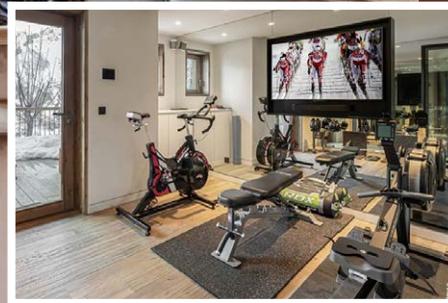
Without a doubt, the stand-out openings this year are:

- **The all-new Club Med La Rosière**, 400 rooms graded 4 & 5 Tridents for an all-inclusive package deal just steps from the pistes, making it the 12th Club Med village listed in the Alps;

- The all-new **MMV Plagne Aime 2000****** ski-in ski-out holiday village counting 228 rooms overlooking the Mont Blanc, spa and wellness centre, on-site integrated ski shop, and a kids programme with activities for toddlers to 17-year-old teens, for a unique high-end resort village experience;

- **The new CGH L'Alpaga at La Toussuire in the Maurienne valley** at the foot of the Sybelles ski runs counts 84 apartments, the Ô des Cimes spa and wellness centre featuring a heated indoor pool, giant jacuzzies, sauna and hammam.





CHALET STYLE

Four Twenty L'ELE by Chalet Hunter (sleeps 10) in Morzine, was formerly a horse stables but has now been transformed into an architectural masterpiece packed with technology and designer fixtures and furnishings, making it the perfect cocoon for snowy winter holidays in Morzine! <https://hunterchalets.com>

Chalet Québec, Ménuires Saint-Martin has 6 rooms—one a master room that can comfortably sleep 14 to house your whole clan. Bespoke design with elegant clean-lined spaces for that Alpine "slow chic" ski-in ski-out vacation. www.cimalpes.ski.fr

The ultra-luxury chalet village Courchevel Ultima Spa & Clinic: a unique and exclusive 3,700 m² property composed of 13 luxuriously-appointed ski-in ski-out chalets complete with spas, indoor and outdoor pools, restaurant, and the full range of hospitality services and amenities including concierge, chauffeur, and more. www.ultimacourchevel.com

UNIQUE AND UNUSUAL PLACES TO STAY

La Feuille treehouse at Saint-Nicolas-la-Chapelle in the Val d'Arly
A new leaf-shaped cabin has just joined the treehouse family, offering 2-person accommodation 10 metres above ground (making it the highest treehouse on site, with the widest views). www.cabanes-entretreeretciel.fr



Les Gets – Chéry Dôme

Set in the peaceful hamlet of Sarre looking out over Les Gets, Chéry Dôme is a dramatic new hotel that is sure to appeal to outdoor-friendly people looking for a completely different overnighting experience. With unrivalled views across the Mont Blanc and neighbouring peaks, it makes an idyllic setting to reconnect with the great outdoors and live a sleep-under-the-stars experience. The dome sleeps 2 to 4 people and is equipped with all the all-mod-con amenities people could want, including Wi-Fi, electricity and outside washroom, and a logburner for a warm snuggle down after a day out skiing, aperitif in hand and a local fondue dinner bubbling.

<https://hebergement-insolite-chery-dome-les-gets.eatbu.com>

Find out more about accommodation
in the region at:
inauvergnerhonealpes.com



**Auvergne
Rhône-Alpes**
Tourisme

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