



**CHAMONIX-MONT-BLANC**



# **PRESS FILE WINTER 2023-2024**



**SERVOZ - LES HOUCHES - CHAMONIX-MONT-BLANC - ARGENTIÈRE - VALLORCINE**



**Chamonix-Mont-Blanc Valley unveils its new winter communication campaign concept, «Reconnect with Nature,» aimed at engaging winter visitors in biodiversity preservation and reaffirming its status as a valley with a positive energy outlook.**

The Chamonix-Mont-Blanc valley is a flagship destination for winter activities, offering everyone a unique experience in an authentic alpine atmosphere. In recent years, the evolution of tourism has been marked by the growing impact of technology: online booking platforms, social networks, mobile applications, and more recently, Artificial Intelligence (AI) have transformed how tourists search, compare, plan, and experience their stays. Faced with these profound changes, the teams at the Tourism Office, along with other stakeholders in the Chamonix-Mont-Blanc Valley, have collaborated on the communication and marketing strategy for winter 2023-24.

**«RECONNECTING WITH NATURE»**

At the heart of this inspiring concept lies the recognition of the vulnerability of the Chamonix-Mont-Blanc Valley. More than just offering a variety of winter activities, Chamonix-Mont-Blanc aims to provide «mountain vacations» with a more responsible and educational dimension. Here, visitors will have the unique opportunity to reconnect with nature by participating in activities that raise awareness about wildlife protection and the surrounding biodiversity. It's a destination where mountain adventure is coupled with a true immersion in the alpine ecosystem, creating an unforgettable and educational experience for nature enthusiasts. This biodiversity awareness will enable everyone to better understand the environmental challenges facing the valley.

By learning how their activities can influence these ecosystems, visitors can become responsible actors in nature preservation, thus contributing to raising awareness about the Chamonix-Mont-Blanc Valley as a preferred destination for winter sports.



“

This campaign is an extension of what has been carried out with valley stakeholders since 2014. It reflects a significant shift towards more engaged and responsible form of communication, based on concrete actions related to biodiversity, such as awareness-raising videos about respecting wildlife, «Wild Face,» or the «Mountain Sharing» initiative that promotes eco-responsible practices, encouraging everyone to become involved in wildlife preservation during the winter. The visual impact and audience generated by this approach will strengthen our message about preserving our territory: we protect what we love, and by showcasing it, everyone can better defend it and become aware of its fragility.

Nicolas Durochat  
Director of the Tourism Office of the Chamonix-Mont-Blanc Valley.

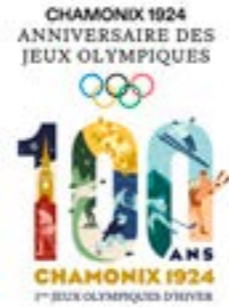
**AI-GENERATED IMAGE, ENHANCED BY HUMANS**

In the realm of graphic design, we wanted to capture this moment of connection, to freeze it in time, and to help our clients find a more virtuous sense of their behavior before, during, and after their stay. The incorporation of animals into our visual identity is the generative artificial intelligence's interpretation of raising awareness and preserving our environment.

This 'Human-Animal' duo, as guardians and witnesses of the delicate beauty of their habitat, strengthens our desire to cultivate love, respect, and protection for what we cherish.

While the initial result generated by AI was promising but imperfect, the intervention of an Artistic Director was pivotal: their expertise translated human emotion into a captivating graphic composition. This work takes on even greater significance today as we aim to raise awareness about the biodiversity of our region.

# CENTENARY OF THE FIRST WINTER OLYMPIC GAMES IN CHAMONIX



Birthplace of the first Winter Olympic Games in 1924, Chamonix is celebrating the 100th anniversary of this iconic event that greatly contributed to the resort's international reputation. Popular since the 19th century with a summer mountaineering clientele, the small town at the foot of Mont Blanc took on a new dimension following the organization of the 1924 Games and truly initiated the shift towards winter sports.



## HISTORY

On January 25th, 1924, on a cold and sunny afternoon, Chamonix celebrated with great joy the opening ceremony of the first «Winter Games,» organized for the occasion of the VIII Olympiad.

260 participants (13 women and 247 men) from 16 nations took part in this adventure: Austria, Belgium, Canada, the United States, Finland, France, Great Britain, Hungary, Italy, Latvia, Norway, Poland, Sweden, Switzerland, Czechoslovakia, and Yugoslavia.

At the time, six disciplines were on the programme: ice hockey, speed skating, figure skating, curling, bobsleigh, and of course skiing, which included only men's Nordic disciplines (cross-country skiing, ski jumping, Nordic combined, and military skiing, an ancestor of biathlon).

88 journalists followed the exploits of enthusiastic athletes, applauded by nearly 10,000 spectators.

IN 1926 «The International Week of Winter Sports in Chamonix-Mont-Blanc» officially received the well-deserved title of the «First Winter Olympic Games in History.»

Discover the original programme !  
[1924 Programme 25 janvier.pdf \(chamonix.com\)](#)

To learn more, visit our blog  
[1924 : THE FIRST WINTER OLYMPIC GAMES](#)

## OFFICIEL FILM CHAMONIX 1924



© Collection D. Cardoso

# ANECDOTES



## THRILLS FOR THE ICE RINK

For these games, the world's largest ice rink was constructed in record time. A few weeks before the D-day, 1.70 meters of snow fell over the valley in just twenty-four hours: an unprecedented event in the memory of Chamonix residents!

It took several weeks, with the help of the army and hundreds of locals, to completely clear the massive stadium and the surface of the ice rink.



© Archives municipales de Chamonix-Mont-Blanc / Fonds Gay-Couttet



© CIO

## BROOMS IN THE PARADE

On January 25th at 2:30 PM, starting from the Town Hall, the Chamonix Guides Association lead the procession, followed by the Sports Union, the Ski School... Athletes from different delegations were all dressed in their sportswear, some carrying their skates, others their skis, a few towing a bobsled, and curling players proudly displaying their brooms!

## A STAR IS BORN

The French writer Roger Frison-Roche described with emotion that this parade would be forever engraved on his memory, down to the finest detail. One particularly moving sight in the Norwegian delegation, next to a «blond giant», was a small girl of about twelve, «so delicate in her little pleated skirt and her blazer in club colours» - it was the ice-skater Sonia Henie.

At the age of 11, Sonja was the youngest athlete to have participated in the Olympic Games. She finished last in Chamonix, but would later become a triple Olympic champion before retiring from the ice rinks in 1936, following the Garmisch-Partenkirchen Olympics, to grace the Hollywood red carpets and pursue a career as an actress.



© CIO - Gay-Couttet

## DELAYED PODIUM

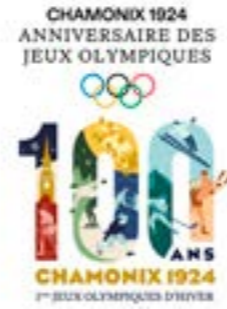
In ski jumping, the length and style of the jumps were taken into account to calculate the ranking. In 1924, on the Bossons ski jump, American jumper Anders HAUGEN, of Norwegian origin, found himself in 1st place with the longest jump, but his style score relegated him to 4th place.

Fifty years later, a Norwegian specialist in Nordic combined looked into the matter and recalculated the scores. HAUGEN was returned to the podium! He went to collect his bronze medal in Oslo in 1974, at the age of 86!>



© Archives municipales de Chamonix-Mont-Blanc / Fonds Gay-Couttet

# OLYMPIC SPIRIT TANGIBLE AND INTANGIBLE HERITAGE



Subsequently, the Chamonix Valley naturally became a part of skiing history and hosted numerous international competitions, including the World Ski Championships in 1937 and 1962, as well as around twenty editions of the Kandahar (Alpine Skiing World Cup) since 1948; the latest one is scheduled for February 2024, on the famous "Verte" des Houches.

The Olympic spirit truly reigns in this valley, where sports have become a genuine tradition: since 1924, Chamonix has been represented by one or more athletes in each of the 21 editions of the Winter Olympic Games.»

## IN THE FOOTSTEPS...

The tangible heritage primarily consists of the sports facilities built for the Games, which were the largest in the world at the time !



Designed to break all existing records, the Mont Ski Jump in Les Bossons is still occasionally used today, a testament to its relevance and the enduring tradition of ski jumping in the valley.



In the forest above Les Pèlerins, you can also see some vestiges of the bobsleigh track. Their construction is remarkable, as it was done using dry stone techniques, which are now inscribed as part of UNESCO's intangible cultural heritage. This track was the most sophisticated in the world.



Lastly, the Olympic Park, renamed by IOC President Juan Antonio Samaranch in 1984. During the Chamonix 1924 Games, it corresponded to the area of the 36,000m<sup>2</sup> ice rink and also included the Sports Pavilion. It was the venue for the opening and closing ceremonies, as well as the start/finish for cross-country and military skiing events.



While very little remains of the original ice rink and Pavilion, this area is still the sporting heart of the town today. It hosts the ice rink, the speed skating stadium, the Karine Ruby Sports Center, the Robert Baisse Cross-Country Ski Centre, and the Richard Bozon Sports Centre, including the pool and the Coubertin multi-sport hall!

# THE HIGHLIGHTS OF THE 100TH ANNIVERSARY CELEBRATION



Initiated in 2023 in collaboration with the Paris 2024 teams, the celebrations include an extensive events' programme: sporting events, official and popular ceremonies, cultural exhibitions, publication of a reference book, and engagements in educational institutions.



**2 December 2023:** Publishing of the anniversary book of the 1st Olympic Winter Games Chamonix 1924 (also in English) «Chamonix 1924: the first Olympic Winter Games»

**From 2 December 2023 to 15 March 2025:** Exhibition : the invention of the Olympic Winter Games at the Maison de la Mémoire et du Patrimoine in Chamonix

**From 2 December 2023 to 29 June 2024:** Exhibition : Champions at the Olympic Games at the Maison de village in Argentière

**From 18 to 21 December 2023:** 7th edition of the "Micros d'Or (Audi-Visual Festival), on the eve of the Olympic centenary.

**25th January 2024:** D-Day! 100 years after the opening ceremony of Chamonix 1924

**From 2 to 4 February 2024:** Kandahar Alpine Ski World Cup – downhill and slalom. 100 years after the creation of the International Ski Federation (FIS) in Chamonix-Mont-Blanc

**16 March 2024:** Official and popular ceremony of the 100th anniversary of the 1st Olympic Winter Games in Chamonix 1924

**23 June 2024:** Olympic Day  
Chamonix-Mont-Blanc welcomes the torch relay of the Paris 2024 Olympic Games

# AGENDA

## SCIENCE IN CHAMONIX

From 7 to 27 October 2023

<https://www.fetedelascience.fr/la-science-en-fete-chamonix>

## CHAMONIX PHOTO NATURE FESTIVAL

From 21 to 23 October 2023

The goal of the Chamonix Photo Festival is to bring together tourists, photography enthusiasts, and professionals from here and abroad over three days.

<https://chamonixphotofestival.com/>

## CHRISTMAS MAGIC ARRIVES IN THE CHAMONIX VALLEY

From 16 December 2023, to 7 January 2024

During the Christmas holidays, enchanting decorations and magical parades will bring the streets of Chamonix town centre to life. Children's performances will also be offered in Les Houches, Servoz, and Vallorcine.



## 37TH EDITION OF THE «MICROS D'OR» AWARDS

From 18 to 21 December 2023

Established in 1987 by the UJSF (Union of Sports Journalists in France - Association recognized by the Ministry of Sports), the «Micros d'Or» awards honor the best audio-visual reports of the year. This return is justified by the centenary of the 1924 Chamonix Winter Olympics, which enhances and enriches the history of the world capital of skiing and mountaineering!

<https://www.microsdor-ujsf.fr/>

## VITALINI KANDAHAR JUNIOR

From 6 to 8 January 2024

International Downhill Ski competition – U14 organized by Les Houches  
[www.kandaharjunior.com](http://www.kandaharjunior.com)

## CENTENARY OF THE 1924 OLYMPIC GAMES

25 January 2024

The Big Day! Exactly 100 years to the day after the opening ceremony of Chamonix 1924. To celebrate the 100th anniversary of the first Winter Olympics in history, several highlights will mark the winter season.

## KANDAHAR - SKI WORLD CUP

From 2 to 4 February 2024

Le «Kandahar» is an alpine ski race that takes place on «la Verte» in Les Houches. The best skiers in the world will compete in the slalom and downhill races.

<https://www.chamonixworldcup.com/en>

## LA TRACE DES GRANDS

9 & 10 March 2024

Launched in 2021, La Trace des Grands is a ski mountaineering race in the Chamonix-Mont-Blanc Valley. It takes place on the Grands-Montets site. A choice of three races allows the expression of all forms of ski touring.

<https://www.latracedesgrands.com/>



## CHAMONIX UNLIMITED FESTIVAL

April 2024

Now an important date in the winter agenda, the Unlimited Festival brings together skiing and music on mountain tops! The DNA of the event: a lineup of artists from the electro scene in small-scale open-air venues, on the most beautiful sites of the Chamonix-Mont-Blanc Valley! Dates and programme to follow on.

[www.chamonix-unlimited.com](http://www.chamonix-unlimited.com)

## FREERIDE DAY

Early 2024

Early May (date subject to snow cover) End the season in style at the Grands Montets with the traditional freeride party

[www.montblancnaturalresort.com](http://www.montblancnaturalresort.com)

# KANDAHAR

## DOWNHILL IS BACK ON THE VERTE DES HOUCHES

From 2 to 4 February 2024, the world's finest skiers will compete on the famous «Verte des Houches» for a slalom and two downhill events!

Established in 1928 in Austria, the Arlberg Kandahar event is now organized in St. Anton (Austria), Garmisch-Partenkirchen (Germany), and Chamonix Mont-Blanc.

The first ever Arlberg Kandahar took place in 1928 in Austria. AK races are hosted by St-Anton (Austria), Garmisch-Partenkirchen (Germany) and Chamonix Mont-Blanc. This world-famous race was created by the English man Arnold Lunn. A generation before that, his father Henry Lunn organised races for members of the Ski Club of Great Britain on the slopes in Chamonix. At the time SCGB members arrived in Chamonix in horse drawn stage coaches! In 1948 Chamonix hosted its first AK race. The race took place on the piste des Glaciers, beneath the north face of the Aiguille du Midi. The local lad James Coultet, from the village of Les Bossons, won both the downhill and combined races that year. The piste was later deemed too dangerous and was abandoned in favour of Les Houches in 1952.

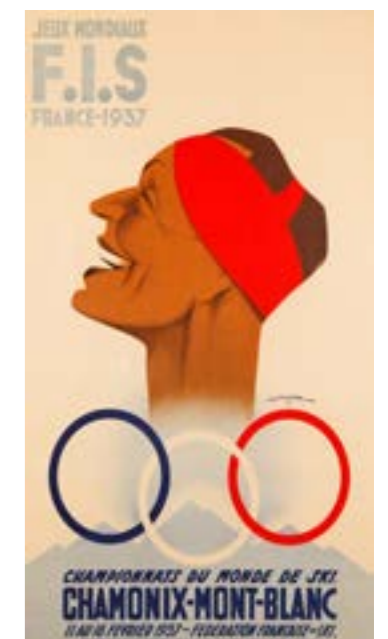
<https://www.chamonixworldcup.com/en>



## 100 YEARS AGO, THE BIRTH OF THE INTERNATIONAL SKI FEDERATION (FIS) IN CHAMONIX

On 2 February 1924, during the Winter Olympics in Chamonix, the International Ski Federation (FIS) was established in the salons of the Majestic Hotel! At that time, it comprised 14 nations, compared to the 135 nations it includes today.

Following the 1924 Winter Olympics, the Chamonix Valley was chosen to host the FIS World Championships in 1937, where 18 nations competed for 10 days in various skiing events including relay cross-country skiing (40km), downhill, ski jumping, slalom, cross-country (18km), military patrol, combined jump, and long-distance skiing (50km). These world championships were even broadcasted on the radio!



# ENVIRONMENT



## THE CHAMONIX VALLEY: A LABORATORY FOR ENERGY AND ECOLOGICAL TRANSITION

Aware that it is essential to preserve this environment, as exceptional as it is fragile, the Chamonix-Mont-Blanc Valley is resolutely committed to the multiple challenges of ecological transition in many domains: mobility, habitat infrastructures, energy, waste disposal and circular economy... Consult the press file.

[Consulter le Dossier de presse – transition écologique : dossier de presse environnement 2023 \(cc-valleede-chamonix-mont-blanc.fr\)](https://www.valleede-chamonix-mont-blanc.fr/dossier-de-presse-environnement-2023)



## SUSTAINABLE MOUNTAIN DESTINATION

Visitors can find a specific tab on the Tourism Office's website that lists all the measures, environmental certifications, and concrete actions taken by the socio-professional stakeholders in the Chamonix-Mont-Blanc Valley to promote sustainability.

[Destination Montagne Durable : Chamonix Mont Blanc](https://www.valleede-chamonix-mont-blanc.fr/destination-montagne-durable-chamonix-mont-blanc)



## RENEWAL OF THE «GREEN SNOWFLAKE» LABEL

A pioneer in this initiative (the Chamonix Valley has been certified since 2013), the Chamonix Mont-Blanc Valley destination renewed its «Green Snowflake» certification in 2022 and achieved a 2-snowflake rating.

<https://www.flocon-vert.org/stations-laureates/vallee-de-chamonix-fr/>

# ENVIRONMENT

## COMMITTED TO NATURE

The Chamonix Valley has 3 Nature Reserves, one Natura 2000 site, two classified sites and 90% of the lands is tributary to protective measures. There is a collective awareness of the need to respect our biodiversity and the preservation of ecosystems.

## SHARING THE MOUNTAINS

In order to raise awareness among the numerous winter activity enthusiasts (such as ski touring, snowshoeing, freeriding), several stakeholders in the region have developed tools to encourage practitioners to balance enjoyment with the preservation of vulnerable wildlife, especially during the winter.



Initiated by the COMMUNITY OF COMMUNES OF THE CHAMONIX MONT BLANC VALLEY, ASTERS CEN 74, the MONT BLANC COMPANY, ARNAR, CREA, CHAMONJARDE, the GUIDES COMPANY, and WWF, this project initially targets mountain professionals (high mountain guides, mountain guides, ski instructors, etc.), who are the best advocates and ambassadors of the mountain.

Implemented through various media (maps, videos, etc.), this awareness campaign aims to promote eco-responsible practices that empower everyone to become stewards of wildlife preservation during the winter season.

## PRINCIPE DE L'ENTONNOIR



- Funnel principle: Avoid creating multiple tracks near the forest.
- Go around or keep a good distance from forest edges and snow-free areas.
- In the forest, stick to the main routes both uphill and downhill.
- Respect tranquility zones marked by ropes or specific signs.
- Hike without dogs or keep them on a leash.
- If you encounter an animal, stop to allow it to move away.
- On open snowy slopes, you have the freedom to choose your route.

# LA COMPAGNIE DU MONT-BLANC : A NATURE-COMMITTED COMPANY

In order to continue reducing the impacts of its activities on biodiversity, the Compagnie du Mont Blanc (ski lift company) joined the «Companies Committed to Nature» programme in 2022, led by the French Biodiversity Office. The company has established a voluntary action plan consisting of several commitments:

1. Gradual marking of all cable installations for ski lifts that may pose an obstacle to birds, especially mountain grouse species (such as the Western Capercaillie, Rock Ptarmigan, etc.).
2. Annual deployment of awareness campaigns to encourage users to respect biodiversity (including podcasts, videos, etc.).
3. Gradual dismantling of obsolete old installations to reduce sources of pollution and allow vegetation to recover.

These actions represent an extension of the commitments made by the Mont-Blanc Company over the past 10 years through its Biodiversity and Landscape Observatory, which includes regular ecological surveys, consideration of environmental issues in future development projects, and protection measures for the wintering areas of species like the Western Capercaillie.



## THE ENERGY EFFICIENCY PLAN OF THE COMPAGNIE DU MONT-BLANC

The Compagnie du Mont-Blanc aims to gradually decarbonize its activities. An energy efficiency plan was therefore established during the winter of 2022-2023, and various measures have been implemented by the sites, including reducing the speed of ski lifts during low traffic, lowering temperature settings, weekly monitoring of energy consumption, and investing in more energy-efficient equipment, among others.

The results are promising; for example, these various actions have allowed:

- For the Grands Montets area, to reduce its electricity consumption by approximately 5% and improve its performance indicator (kWh per passage) by 18%.
- For the Montenvers site, to reduce its electricity consumption by 4% despite ongoing construction work and thereby improve its performance indicator (kWh per passage) by 22%.

<https://www.chamonix.com/infos-et-services/espace-presse/la-compagnie-du-mont-blanc-environnement-et-innovation>



Furthermore, the company has equipped the snow groomers at Flégère with differential GPS systems to optimize grooming plans and snow production. These enhancements have resulted in a fuel savings of over 13% compared to the previous winter. The tracking software will, therefore, be deployed at the Brévent and Balme sites starting in the winter of 2023-2024.

Finally, during the previous season, the Balme ski area tested HVO100 in its snow groomers. This fuel, produced from waste materials such as used cooking oils and recycled animal fats, reduces greenhouse gas emissions by approximately 80% compared to the previously used GTL. The Brévent and Flégère ski areas will also use this fuel, which comes at an additional cost of approximately 10%, starting in the winter of 2023-2024.



# FREE NATURE OUTINGS



## FREE NATURE OUTINGS WINTER IN THE MOUNTAINS: A FRAGILE LIFE

Organized as part of the activities within the natural reserves of the Aiguilles Rouges Massif and Natura 2000, free nature outings are offered this winter on Wednesday afternoons, focusing on the sensitivity of wildlife during the winter season.

Alex, a nature guide employed by the Community of Communes of the Chamonix-Mont-Blanc Valley, leads a family-oriented audience (children aged 10 and above) in understanding signs of wildlife presence. He provides valuable insights into how animals adapt to winter conditions. Additionally, he imparts precious advice to help visitors act responsibly and minimize disturbance to winter wildlife: avoiding quiet zones, staying on designated paths, being discreet, assessing and reducing their impact, and more.

Throughout the winter, there will also be screenings, lectures, and discussions on various nature-related topics (lynx, wolves, etc.). During school vacations, one lecture and one outing are offered each week. [alex.bruneau@ccvcm.fr](mailto:alex.bruneau@ccvcm.fr) 07 63 78 62 84

## SPECIAL WILDLIFE SNOWSHOE OUTING - WITH THE CHAMONIX MOUNTAIN GUIDES COMPANY

Thursday Afternoons head to the Col des Montets, in the upper Chamonix Valley, to observe the usually elusive chamois and ibex. (Meeting at 3:30 PM\*) Starting from €50 per person.

<https://www.chamonix-guides.com/fr>



## A JOURNEY INTO WINTER WONDERLAND - VALLORCINE

A native of Chamonix, Xavier Dunand has always travelled the mountains. His training as a heritage guide in Vallorcine allows him to understand his Alpine roots and the harmonious connection between Man and Nature. After training as a herbalist at the Lyonnaise School of Medicinal Plants and Natural Knowledge, he added a string to his bow by obtaining a teaching diploma from the School of Energy Yoga in Evian. He continues his journey through geobiology, with as a common thread, listening and feeling the vibration of the Earth. By offering nature outings this winter, Xavier wishes to share his experience and to introduce participants to a fresh approach to nature, in connection with the elements that surround us. This sentence from the great mountaineer Gaston Rébuffat could sum up Xavier's philosophy: "What embellishes a pile of rocks or a snowy slope, is the smile that is in your heart" from the book "Entre Terre et Ciel". Dates and prices on request

<http://www.xavierdunand.com/>  
06 09 81 36 97



# PORTRAITS

## DANIEL RODRIGUES

An ecologist, wildlife photographer, and mountain guide with the Chamonix Mountain Guides Company, Daniel Rodrigues lives and works in the Chamonix Valley. Driven by a deep passion for alpine wildlife, he notably produced a remarkable documentary in 2017 entitled «ORIGINS,» focusing on glacial relics—those animals that have persisted since the last glaciation: the alpine ptarmigan, three-toed woodpecker, Eurasian pygmy owl, Tengmalm's owl, and hazel grouse.

As an active member of the renowned Chamonix Mountain Guides Company, of which he is one of the Directors, he leverages his ecological expertise to lead the company toward environmentally responsible practices. This includes assessing their carbon footprint to reduce emissions, adapting trips and activities to incorporate sustainable and responsible practices, eliminating plastic supplies from their offerings, using eco-designed equipment, and implementing actions for the preservation of certain species of alpine fauna.

<http://www.daniel-rodrigues.fr/>



## OCÉANE VIBERT

Initially a risk management consultant, and later a ski patroller and explosives expert, Océane Vibert, a native of Beaufortain, has been at the helm of the Chamoniarde association since 2016. Her role? Coordinating the association's missions. What she loves most about her job? «Being in contact with so many different stakeholders, and being encouraged and supported whenever we have a new project or a new idea!» From implementing Himalayan oxygen mask setups using carbon oxygen bottles to projects like creating an immersive 360-degree mountain rescue experience (scheduled for the upcoming fall), ideas are never in short supply!

The missions of La Chamoniarde:

- **Inform and raise awareness:** Hikers, skiers, and mountaineers can visit the Office of High Mountain (OHM), located within the premises of the Maison de la Montagne, to prepare their mountain excursions. This is a free service. The Mountain Risk Centre allows everyone to learn about the natural mountain environment and its hazards, offering free educational activities to educate and raise awareness among young audiences about the mountains. The association also produces documentation and videos.

- **Training sessions:** Field trips, both in summer and winter, enable participants to learn or revisit the fundamentals of mountain safety. The association also provides access to 5 avalanche transceiver (DVA) parks in the Chamonix Valley, freely accessible within the ski areas.

- **Rescue operations:** La Chamoniarde carries out a unique rescue mission as it manages the mountain rescue radio network, its relays, and alert beacons placed in mountain refuges. This network is monitored 24/7 by the PGHM (High Mountain Police) in Chamonix, which also uses it as an operational working network. Annually, at the request of the municipality of Chamonix, the association organizes an avalanche exercise that brings together all the rescue actors in the valley. La Chamoniarde actively supports the PGHM in Chamonix by providing rescue equipment and collaborating on innovative projects. The rescue personnel of La Chamoniarde, comprising both volunteer and professional mountain experts (guides, ski patrollers), may be called upon by the PGHM for reinforcement when needed. They also provide rescue services at events such as the UTMB, the Mont Blanc Marathon, and the Trail des Aiguilles Rouges.

<https://www.chamoniarde.com/>

# THE NEW MER DE GLACE GONDOLA

Explored for the first time by Englishmen William Windham and Richard Pococke in 1741, La Mer de Glace, the largest French glacier, is a living witness to the climate changes of our time.

In order to preserve and enhance the memory of this emblematic site an investment programme of over 53 million euros is underway.

As part of the reconfiguration of the site, a new gondola lift will be opening in December 2023 in order to transport visitors to the ice cave, or skiers arriving from the Vallée Blanche. The gondola will depart from the end platform of the Montanvers site and will arrive 600m up glacier. The existing 500 steps to access the glacier will no longer exist.



### Technical specifications:

- 16 cabins with a capacity of 10 persons each
- 6 inline pylons
- Flow rate: 1500 persons per hour
- Length: 581 meters
- Vertical drop: 203 meters

<https://www.montblancnaturalresort.com/en/projet-montanvers>





# 4 SKI AREAS ON 4 MOUNTAINSIDES

The Chamonix-Mont-Blanc valley offers a little over 110 km of marked downhill trails, 90% of which are located at an altitude of 2000 m and above. There are also 50 km of marked trails for cross-country skiing. Chamonix attracts some of the world's best skiers and snowboarders, and the reputation of the Grands Montets and the Vallée Blanche is far reaching. But the valley also offers several areas for intermediate and beginner skiers. This winter, the season begins on 18 November 2023 (subject to snow conditions) and ends on 4 May 2024. Spring skiing conditions in the valley are optimal.

## LES HOUCHES (1008m - 1900m)

Located at the entrance to the Chamonix valley, this is an ideal area for family skiing. There are many picturesque, gentle, tree-lined slopes and the views over the Mont-Blanc Massif and the Aravis mountain range are superb. The area also has some technical descents, not least the famous «Verte des Houches», the Downhill World Cup slope on which the best skiers of the world will compete on 3 & 4 February 2024 during the Kandahar races.



## LES GRANDS MONTETS (2765m)

Partially located on a glacier, this ski area covers three mountainsides (the Argentière glacier, Lognan and the Pendant) and offers a vast range of on and off-piste skiing with tremendous vertical drop. It is a popular departure point for ski touring.



## BRÉVENT - FLÉGÈRE (2525m)

Facing the Mont Blanc range, with a sunny exposition, the Brévent - Flégère ski area offers incredible panoramic views and a variety of slopes suitable for all types of skier and levels of expertise



## BALME - LE TOUR (2270m)

The snow-covered mountain pastures of Balme can be reached both from the village of Le Tour and from Vallorcine. Wide and gentle sunny slopes offer exceptional views of the Mont-Blanc Massif and on the Vallorcine side, tree-lined descents with many variants appeal to all levels of skier. Since December 2022, the new Charamillon Gondola (departing from Le Tour) is able to transport 2,200 people per hour, compared to 1,004 with the old equipment.

# LIFT PASS DEALS



## MONT BLANC UNLIMITED

Visits & ski safari in 3 countries: France, Switzerland and Italy

- 1132 km of ski runs (with Verbier) for season and annual passes ; for short stays, the number of km of ski runs is slightly less.
- 76 green runs /142 blue runs/208 red runs/76 black runs

### GOOD DEAL : 2 days = 3 days \*

\*available on promotional dates :

First snows : from 18 November to 15 December 2023

Spring ski : from 30 March to 5 May 2024

**WEB ONLY** : purchase anticipated = purchase rewarded ; best rates for the online purchase of a day or several-day pass (pre-purchase must be at least 3 days before 1st days of skiing)

Opening dates are given as a guideline and are subject to snow coverage.

## LES HOUCHES

First domain at the entrance to the Chamonix Valley. A 360° view of the surrounding summits.

- 31km de ski slopes
- 2 green runs/7 blue runs/12 red runs/2 black runs

**SMART** : Les Houches Ski Deal – best rates for the online purchase of a day or several-day pass (pre-purchase must be at least 3 days before 1st days of skiing)

## CHAMONIX LE PASS

A pass 100 % ski to enjoy the three major areas of Chamonix de Chamonix :

- 108 km of ski runs
- 17 green runs/30 blue runs/27 red runs/14 black runs

### GOOD DEAL : day pass -20% (53.60€ instead of 67€)\*

\*available on promotional dates :

First snows : from 18 November to 15 December 2023

Spring ski : from 30 March to 5 May 2024

**WEB ONLY** : purchase anticipated = purchase rewarded ; best rates for the online purchase of a day or several-day pass (pre-purchase must be at least 3 days before 1st days of skiing)

# SKI TOURING: ON THE UP!



Over the past few years in the Chamonix Valley, ski touring has become more and more popular. In order to facilitate training and practice, there are now four marked routes of different lengths and difficulty. After the effort, the reward is a gentle ski down the slopes!

Four marked itineraries (not patrolled) for different levels of ski tourists. Descent via the ski slopes.

- LES HOUCHEs / Prarion : elevation 841 metres
- ARGENTIÈRE / Lognan via La Trapette (not recommended for beginners) elevation 730 metres
- ARGENTIÈRE / Refuge de Lognan : elevation 800 metres
- LE TOUR / Charamillon : elevation 358 metres

**Ski de Randonnée - La Chamoniarde**

## CUSTOM BACKCOUNTRY SKIING COURSES WITH CHAMONIX MOUNTAIN ENDURANCE

Chloé Lantier, the director of the «Chamonix Mountain Endurance» academy, is offering backcountry skiing courses this winter to help you progress in the mountains, on glaciers, and in technical terrain. She leads a team of mountain enthusiasts, athletes, certified coaches, and IFMGA High Mountain Guides. Their programmes are bilingual, in both French and English.

<https://chamonixacademy.com/>



## LA CHAMONIARDE

The Chamoniarde is a mountain rescue and prevention association which organizes courses for adults to raise mountain safety awareness. Weekend ski touring courses enable customers to acquire better knowledge of the mountains in order to gain autonomy and better awareness of potential risks..

More information : Formations sécurité HIVER - La Chamoniarde  
See portrait Océane Vibert, Director of the association, on page 14

# ACTIVITIES

## VALLÉE BLANCHE BY THE LIGHT OF THE FULL MOON

Skiing down the Vallée Blanche by the light of the full moon is an extraordinary experience, allowing you to discover a magical atmosphere in the heart of the high mountains, with silhouettes, play of shadows, and stars. Over more than 20 km and 2,000 m of altitude difference, guided by the high mountain guides of the Compagnie des Guides de Chamonix, you'll follow an exceptional route on a glacier, amidst seracs and crevasses, at the foot of the iconic peaks and needles of the Mont-Blanc Massif. After enjoying the last lights of the day, dine at the cozy Requin refuge before setting off again. Starting from €420/person.

<https://www.chamonix-guides.com/en/activities/details/vallée-blanche-moonlight>



## CROSS-COUNTRY SKIING

The Chamonix-Mont-Blanc valley has a Nordic ski area of about fifty kilometres – both classic and skating pistes – in the resorts of Les Houches, Chamonix, Argentière and Vallorcine. A detailed map of cross-country skiing trails is available at tourist offices or cross-country ski centres throughout the valley. After being shunned a little and considered «too tiring», cross-country skiing has become fashionable, especially since the advent of the «skating» technique, and it now attracts skiers of all ages. Boosted by the closure of the ski lifts during the Covid pandemic, the number of cross-country skiers has tripled since 2020.

## FREE NOCTURNAL SESSIONS ON THURSDAYS

During the French holidays, the green track of the Bois du Bouchet, Chamonix, is free for evening sessions from 18:30 to 20:30



## ACCESSIBLE SKIING FOR ALL: HANDISKI AT LES HOUCHEs

The ESF of Les Houches, in collaboration with the Association Loisirs Assis Evasion, offers skiing instruction and skill development in autonomy or guided wheelchair skiing excursions to all individuals with disabilities.»

**Handiski Ski adapté et assisté - esf Les Houches (esf-leshouches.com)**



# GOURMET NEWS

## NEW AT ALTITUDE - MAISON DES DRUS REPLACES SERAC

Starting December 2023, the SERAC (Société d'Exploitation des Restaurants d'Altitude de Chamonix) changes ownership and becomes MAISON DES DRUS.



Under the new management, all establishments will offer homemade, seasonal cuisine made from local products, with a focus on short supply chains and small-scale producers.

## THE RENOVATION OF 3 RESTAURANTS:



**B**  
BERGERIE DE PLANPRAZ  
RESTAURANT / HAUTE SAVOIE  
Alt. 2 000 M

On the Brévent ski area, the BERGERIE DE PLANPRAZ will undergo a makeover with a new cozy and warm decoration centered around its iconic fireplace. The Bergerie's panoramic terrace, offering an exceptional view of the Mont-Blanc range, will also be revamped.



le  
**Comptoir**  
SANDWICHES  
2.000 M

Also on the Brévent ski area, LE COMPTOIR DE LA BERGERIE will be completely redesigned to accommodate more guests both indoors and outdoors.



**Foehn**  
SANDWICHES  
1.991 M

On the Flégère ski area, the snack 'Tendance Foehn' will become FOEHN SANDWICHES, embracing a distinctly Savoyard style with an entirely new decor.

# GOURMET NEWS



## LES VIEILLES LUGES

Originally from Finland and having spent 40 years in Switzerland, Serge Sozonoff took over the reins of this magnificent mountain farmhouse last winter. It was transformed into a mountain restaurant several years ago and is located on the slopes of the Houches ski area (easily accessible by skiing on the blue slope 'Aillouds'). For those who prefer to hike up, Les Vieilles Luges can be reached on snowshoes (a 20-minute easy ascent) from the Maison Neuve parking lot.

The new team has preserved the charm of the place, and the talented chef Jenny (who delighted food enthusiasts at Hibou Deli in Chamonix) offers numerous Savoyard specialties, including the half-and-half fondue, 'diots' with polenta, Tomme cheese pie, as well as more original dishes like tomato and lentil crumble. The desserts are also worth trying. The restaurant welcomes guests from Thursday to Sunday. Upon request, it is possible to organize evenings for groups of 15 or more. Access with headlamps can be by snowshoeing or ski touring, accompanied by a mountain professional.

[www.vieillesluges.com](http://www.vieillesluges.com)

## OLYMPIC LOGS

To pay tribute to the centenary of the first 1924 Chamonix Winter Olympics, the young and talented chocolatier Paul Fattier (Aux Petits Gourmands) came up with the idea of creating a collection of gourmet Yule logs for this winter. The collection is themed around the Olympic sports that were in competition during that era: bobsleigh, ski jumping, ice hockey, and more.

Paul comes from a strong heritage: his mother, Jacqueline, at the helm of Aux Petits Gourmands, is a former French cross-country skiing champion and the inventor of the '4810' chocolate (awarded the Creative Research Award at the Salon du Chocolat in Paris 2014). His aunt, Sylviane Tavernier, was the first female guide to join the legendary Compagnie des Guides de Chamonix, and his uncle, Pierre Carrier, a double-starred gastronome, was long at the helm of the iconic Chamonix establishment, Hameau Albert 1er\*\*\*\*. Hameau Albert 1er\*\*\*\*.

**auxpetits  
gourmands**



## PIN PIN: A NEW ORGANIC MICRO-BAKERY IN CHAMONIX

«Good bread to your doorstep» is the motto of this new organic micro-bakery in Chamonix, blending tradition, proximity, and sustainability. Natural sourdough and 100% organic products. Operating exclusively online without a physical store, the future micro-bakery offers bicycle-cargo delivery. Camille Candella, founder of Pin Pin - Collectif, drew inspiration from his experiences in prestigious restaurants like Flocon de Sel\*\*\*, shaping his passion for craftsmanship. Driven by an unwavering commitment to the environment, Camille has designed every aspect of this micro-bakery to reflect his core values.»

[www.pin-pin.co](http://www.pin-pin.co) / [https://www.instagram.com/pinpin\\_collectif](https://www.instagram.com/pinpin_collectif)



# NEW ACCOMMODATION

## A NIGHT IN THE STUDIO OF THE FRENCH PAINTER MARCEL WIBAULT

Opening this winter, art lovers will have the opportunity to spend a night in the former studio of the painter Marcel Wibault (1904-1998), the Alpenrose chalet, transformed into a bed and breakfast.

Interior designer Emma Wibault, the artist's granddaughter, realizes a project that was particularly close to her heart to showcase the heritage of this famous mountain painter from Chamonix.

It will preserve the soul of the place, while bringing a touch of comfort and a cozy spirit that will highlight the paintings of her grandfather.

The chalet is located at 62, chemin du Cé, a stone's throw from Chamonix city centre.

Expected opening: Christmas 2023  
Contact : 06 73 03 17 07



## 2 NEW SUITES AT THE GRAND HOTEL DES ALPES\*\*\*\*\*

After a complete interior renovation, the Grand Hôtel des Alpes was awarded a 5th star in November 2019. The architect Hartmut Grabowski had sublimated the elegance of the place, opting for light and bright woodwork, a refined and warm decoration.

The creation of two new suites was entrusted to him. Since 1840, the Grand Hôtel des Alpes has been part of Chamonix's history. The establishment also has a SPA (with massage room and treatments, indoor pool, Jacuzzi, sauna, hammam, and salt wall).

[www.grandhoteldesalpes.com](http://www.grandhoteldesalpes.com)



## LYKKE HOTEL & SPA (FORMER MERCURE CHAMONIX)

After a complete makeover, the former Mercure hotel located in the centre of Chamonix is being transformed from December 2023 into the Lykke Hotel & Spa.

Like the Danish way of life («Lykke» means «happiness» in Danish), this new concept of the Best Mont-Blanc group gives pride of place to the «slow life». The atmosphere and the cozy and comfortable interior decoration, inspired by nature, invite to share precious moments, with family, friends or colleagues. The hotel has 132 rooms, a restaurant, and a wellness area (opening March 2024) with swimming pool, sauna, hammam, jacuzzi and spa Cinq Mondes, a ski shop and private covered parking.

<https://www.lykkechamonix.com/>

# NEW ACCOMMODATION

## CHALET HOTEL LE PRIEURÉ AWARDED ITS 4TH STAR

Completely renovated in 2015 while preserving its history and authenticity, featuring a décor which pays homage to mountaineering and guides, this centrally located Chamonix chalet hotel is part of the Best Mont-Blanc group. In 2023, a Cinq Mondes spa opens its doors, and the hotel attains its well-deserved fourth star.

[prieurechamonix.com](http://prieurechamonix.com)



## THE HELIOPIC CELEBRATES ITS 10TH ANNIVERSARY

Since its opening in December 2013, the Heliopic Hotel & Spa has remained as vibrant as ever! The services at the establishment have continuously expanded over the seasons. For example, they created two restaurants: Akashon, where Chef Julien Binet has been honored with a Bib Gourmand for three years, and recently, a Frometon specialties restaurant, with recipes crafted using cheeses from Master Cheesemaker Pierre Gay. On the accommodation front, this year sees a fresh design for the rooms and the addition of Privilege Suites. Business travelers are not left behind, as the 220m² business space undergoes a facelift for the reopening on December 1, 2023. Special 10th-anniversary offer: a shared stay, including one night in a double room with breakfast, two 10th-anniversary dinners at the Akashon restaurant - a special 4-course menu featuring the most iconic recipes created by Chef Julien Binet since the opening, and two complimentary aperitifs at the hotel bar. Starting from €290 in a standard double room, available on certain Fridays or Saturdays from December to April.

<https://www.heliopic-hotel-spa.com/>



## WORK & RIDE AT GRANDS MONTETS HOTEL

Grands Montets Hotel & Spa has introduced a new meeting room capable of accommodating around thirty people. The establishment features 39 rooms, including 2 new rooms with accessibility for persons with reduced mobility (PMR), a wellness area (indoor pool, sauna, steam room, and jacuzzi), and a fitness room. Located less than 300 meters from the Grands Montets ski lifts, it's an ideal location for organizing a mountain seminar.

[www.hotel-grands-montets.com](http://www.hotel-grands-montets.com)



# CULTURE

## EXHIBITIONS - CENTENARY OF THE CHAMONIX OLYMPIC GAMES

From December 2, 2023, to March 15, 2025: Exhibition 'Chamonix 1924: The Invention of the Winter Olympic Games' at the Maison de la Mémoire et du Patrimoine (House of Memory and Heritage)

From December 2, 2023, to June 29, 2024:

Exhibition 'Chamonix: From Champions to the Olympic Games' at the Maison de Village in Argentière  
Exhibition on Winter Olympic Games posters since 1924 at Triangle de l'Amitié Square



## 2 EXHIBITIONS TO DISCOVER AT LIBRAIRIE SAUVAGE ON THE THEME OF THE OLYMPIC GAMES

### RETRO EXHIBITION ON THE 1924 OLYMPICS

From late January to early February 2024, Chamonix artist Claude d'Ham will display her charming retro paintings at the Sauvage bookstore gallery, paying tribute to the first Winter Games in Chamonix. Naïve scenes painted on linen canvases to illustrate the various sports in competition at the time: curling, ice hockey, bobsleigh, ski jumping, figure skating...

[http://clo.dham.free.fr/cham\\_retro.html](http://clo.dham.free.fr/cham_retro.html)  
<https://www.lalibrairiesauvage.com/>



### ENGRAVING EXHIBITION ON OLYMPIC SPORTS

A mountain enthusiast, born in the Beaufortin region, Alain Bar is passionate about sports and teaching. Engraving is a demanding technique that, to be successful, must be executed perfectly. It allows him to achieve the level of perfection he aspires to. His work has been awarded numerous prizes, and a retrospective was dedicated to him at the Olympic Museum in Lausanne in 1997. This winter, a selection of his engravings on Olympic sports will be showcased at Librairie Sauvage.

<https://www.alainbar.com/>



### THE ENSA FRESCO

Approaching its 80th birthday, the National School of Skiing and Mountaineering (ENSA) has painted a grand and iconic fresco on its tower.

This initiative, led by Serge Koenig, aims to artistically represent the historical sports practices in the mountains and further anchor them in their respective territories. This work is also in line with the tradition of Chamonix, a town where several murals converge.

On the two columns of the tower overlooking Mont-Blanc Square, skiing and mountaineering; a female skier and a high mountain guide engage in a mirrored effect, highlighting historical equipment.

The style of the artist Swed Oner illuminates the marks left by life's trials, resonating perfectly with the spirit of the ENSA fresco. It stands at a height of 20 meters and is twice 4 meters wide, adorning the building designed by architect Roger TAILLIBERT at the heart of the world's mountain capital.

<https://www.ensa.sports.gouv.fr/>



# CULTURE



## LIONEL WIBAULT: THE PAINTER OF 100 MONT BLANCS

High mountain guide and artist, the Chamoniard Lionel Wibault wields the ice axe as well as the paintbrush. Son of the painter Marcel Wibault (1904-1998), whose mountain paintings are now sought after, Lionel grew up in the Chamonix valley, bathed in an atmosphere of love for painting and the mountains.

Member of the Compagnie des Guides de Chamonix since 1971, he spends much time in the Mont-Blanc Massif and the Swiss Alps and has climbed nearly 2,500 summits. In his notebooks, he carefully records the list of his many climbs: 83 times Mont Blanc, 22 times the Matterhorn, 21 times the Aiguille Verte, 15 times the Drus ...

He draws from these face-to-face meetings impressive experiences that he revives through paintings. If the guide has largely achieved his mountaineering objectives, the painter set himself a mountain sized challenge thirty years ago: to paint 100 different aspects of Mont Blanc



Lionel Wibault has just completed his 100 canvases of the Giant of the Alps, and he enlisted the author Joëlle Dartigue-Paccalet, who had already authored a beautiful book on Marcel Wibault, and the first volume of the book on his 50 paintings of the Roof of Europe. The second volume will be released this winter.

<http://www.wibault.fr>  
<https://www.touchamonix.fr/a-propos-de-joelle/>



# CULTURE

## MATHEWS' MEMORIAL - IN MEMORY OF A PRESIDENT

At the entrance of Parc Couttet, in the centre of Chamonix, stands an imposing century-old monument. Originally, the monument was located in the garden of Hotel Couttet, an establishment built in 1867 by the guide François Couttet to welcome his mountaineer friends.

This monument was raised in memory of Charles Edward Mathews (1834-1905) 8th President of the Alpine Club and 1st President of the Climbers' Club. Member of a foremost mountaineering family, Mathews was an advocate for climbing in a sustainable and ethical manner.

During his life Mathews was passionate about Mont Blanc; he made the ascension 12 times and offered an imperishable tribute to the monarch of mountains in his monograph "The Annals of Mont Blanc" (1898).

The memorial was unveiled in 1907 and was accepted on behalf of Chamonix by Mathews' good friend, the artist Gabriel Loppé. The inscription, written by the Bishop of Bristol, pays testament to Mathews' humility and generosity of spirit.



Mountain Lovers  
To a mountain lover  
The members of the alpine fraternity  
To one of its members  
The brother to one of those who  
Assisted the founder  
Friends to a very sure friend  
He went away, wept by all

From the mid-1800s, the Alpine Club pioneered amateur mountaineering and established close bonds with Chamonix and its guiding community. This memorial stands in testament to the enduring bond of friendship between the Alpine Club and Chamonix. It allows us to recall the legacy of many iconic client-guide partnerships that contributed to the exploration of the Alps:

- Edward Whymper and Michel Croz, pioneers of the Golden Age of Alpinism: 1865 - first ascent of the Grandes-Jorasses (pointe 4184 m) and the Matterhorn (4478 m),
- Douglas Freshfield and François Devouassoud, climbing partners for 30 years: 1868 – first ascent of the north summit of Elbrus (5621 m) and Kazbek (5047 m) in the Caucasus,
- James Eccles and Michel Payot (a 40 year-long collaboration): 1877 – 1st ascent of the Peuterey ridge on Mont Blanc

Charles Mathews viewed mountaineering as a «noble pastime.» The spirit of adventure and the legacy of 19th-century pioneers still resonate in the world of modern mountaineering.

# WELLNESS

## HELIOPIC\*\*\*\* NUXE SPA - ALREADY 10 YEARS!

Opened since 2013, the Heliopic Hotel & Spa\*\*\*\* features a 500 m<sup>2</sup> wellness area, including a Nuxe Spa, with a 15-meter long swimming pool. To celebrate this anniversary in style, a special 10th-anniversary offer will be available at the Heliopic Spa: a discovery kit with 5 Nuxe products offered for every reservation of the Nuxe Massage Heliopic, the hotel's signature treatment. Inspired by hiking and skiing, this facial and body massage rejuvenates and revitalizes through the skilled use of two warm wooden sticks. Duration: 1h30 - €165.

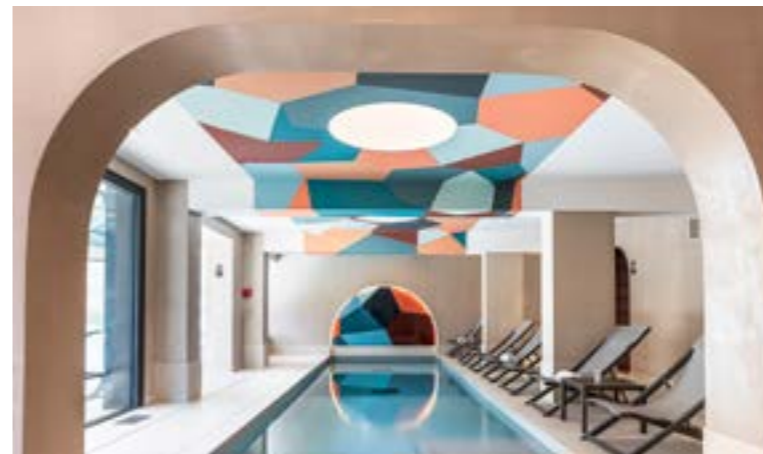
[heliopic-hotel-spa.com](http://heliopic-hotel-spa.com)



## LES GRANDS MONTETS HOTEL & SPA: MASSAGE + SPA PACKAGE

For a relaxing day in Argentière and complete disconnection through massage and enjoying the wellness area (indoor pool, sauna, steam room, outdoor jacuzzi) with a stunning view of the valley. Starting from €55 for a relaxing massage and 1 hour of spa access. Reservation required – Offer available every day from 11 am to 3 pm except Saturdays.

[www.hotel-grands-montets.com](http://www.hotel-grands-montets.com)



## BUT ALSO...

New Cinq Mondes skincare brand at the wellness area of Hotel Alpina Eclectic \*\*\*\* (Best Mont Blanc Group)

<https://www.alpinachamonix.com/le-spa>



## OPENING OF A 5 MONDES SPA AT CHALET HOTEL LE PRIEURÉ

First winter to enjoy a sensory journey at the Cinq Mondes spa at Chalet Hotel Le Prieuré \*\*\*\* in Chamonix. The new wellness area includes a steam room, a jacuzzi, an outdoor sauna, a herbal tea room, a pool, and a fitness room. Tailored massages and Cinq Mondes treatments are provided in one of the 3 cabins. The spa area is open to external customers with a reservation for a treatment.

<https://www.prieurechamonix.com/le-spa>

# MADE IN CHAMONIX

## ATELIER COLETTE ARTISANAL SOAP SHOP IN CHAMONIX

Charlotte Ravel grew up in the Chamonix Valley before pursuing advanced studies in cosmetics manufacturing in a laboratory in Nantes. A great traveler, she had the idea a few years ago to create a mobile shop specializing in the bulk sale of responsible products for home maintenance and personal care.

In addition to her mobile shop named 'Colette,' which she sets up every Saturday morning at the Chamonix market, she has recently opened a charming boutique in Chamonix Sud. In this boutique, she offers a range of handmade, cold-processed natural soaps made in her workshop in Chamonix Mont-Blanc.

06 35 71 47 78

<https://www.atelier-colette.fr/>



## RECYCLED BANANA POUCHES

Originally from the Parisian region, Eugénie was 'parachuted' into the Chamonix-Mont-Blanc valley in 2020, where she landed smoothly. She quickly developed a passion for paragliding and, by chance, was given an old, retired paragliding wing in vibrant vintage colors. A few months later, a friend gifted her a 1960s sewing machine, salvaged from items to be donated. The creative young artist quickly had the idea to use her sewing machine to craft a 'banana'—a practical and ingenious accessory that adapts to all styles.

She embraced the project, mixing colors and fabrics to create her designs. She incorporated climbing ropes with an adjustable knot as a strap. Recycling is in vogue and makes perfect sense in a valley as sports-oriented as Chamonix, with its numerous outdoor sports enthusiasts. Eugénie created her brand: Banaanaaa Split! The banana pouches are crafted in Montroc, at the foot of the Tour glacier, on request and made to measure!

<https://www.instagram.com/banaanaasplit/>



## SARAH CARTIER: FROM THE REFUGE TO CERAMICS

As the guardian of the Charpoua refuge, a ski and snowboard instructor, and a potter, Sarah is a true multitasker. She creates pieces in stoneware and/or porcelain, drawing inspiration from various sources. Meanwhile, you can find her creations at @ateliercolette\_boutiquenomade in Chamonix. For more information, visit:

<https://www.leventdescimes.info/>



# WHO ARE WE ?



## WRITING HISTORY FOR OVER 250 YEARS

**Birthplace of alpinism, the Chamonix Mont-Blanc Valley has been writing mountain history since the beginnings of tourism in 1741.**  
Through the identity of 5 villages (Servoz, Les Houches, Chamonix, Argentière et Vallorcine) (re)discover the multiple facets of this unique valley.



## THE PILLARS OF THE IDENTITY CHAMONIX MONT-BLANC

**Captivating nature**  
A place where nature is of an intensity beyond measure.

**An extraordinary history**  
A never-ending story between mountains and people.

**A vibrant capital**  
The epicenter of mountain culture.



## OUR SOCIAL NETWORKS IN FIGURES

**Facebook**  
225 215  
Community (April 2023)  
6,8 Millions  
Page covers

**Instagram**  
190 918  
Community (April 2023)  
2,2 Millions  
Page covers



## OUR SIGNATURE OPEN THE WAY

**At the foot of Mont Blanc, 4810m, the highest peak of Western Europe, the Chamonix Mont-Blanc Valley is a temple of the mountain tourism.**  
In the face of such sacralized landscapes, we must be both humble and audacious. This birthplace of legends and exploits is worthy of absolute respect, whilst inspiring the pioneering spirit. Impelled to the heights by its needles and summits, bordered by rivers and glaciers, this exceptional environment calls for a high sense of responsibility.



## INFLUENCERS KEY INFLUENCERS OF INTEREST TO US

**Today, the reputation of the Chamonix Valley is far-reaching.** In addition to inspirational content, we wish to relate the stories which have made, make and will make the identity of the Chamonix valley, via the following axes:

- Nature
- Sport
- Culture & heritage

# INFLUENCERS' CHARTA\*



**Discovery of local wildlife and flora, raising awareness to this fragile ecosystem that must be protected.**

- Good practices to adopt in our mountain environment, living harmoniously and with minimal impact,
- Raising awareness to the effects of climate change,
- The Chamonix valley, sustainable mountain destination.

<https://en.chamonix.com/la-vallee/destination-montagne-durable>



**An amazing playground to be consumed with moderation.** Whatever one's approach and level of commitment, the Chamonix valley offers everyone an opportunity to live their personal adventure.



**Alpine, scientific, architectural, artistic, musical, literary, audiovisual...**  
**The Chamonix Valley has also been a place that inspires.** Much more than a ski resort, Chamonix is a mountain capital, full of authentic personalities who are the soul of this cosmopolitan place.



An influencer is a "person who, due to their popularity and expertise in a given field, is capable of influencing the consumer practices of Internet users through the ideas they disseminate" (source Larousse). For us, the influencer is also a content creator who combines creativity and analytical skills to relate their experience, with authenticity and objectivity, to a specific audience.

## KEY FIGURES FROM WINTER 22/23:

**Number of tourist beds :** 82,370 of which 15,861 are professional beds, 17,150 private rentals and 42 902 holiday homes

**Number of bednights :**  
4 055 500 over the winter period.

**Origins of our visitors :**  
French : 48.7%  
Europe and overseas 51.3%

## RANKING WINTER 22/23:

TOP 1 : UK



TOP 2 : USA



TOP 3 : Switzerland



## TEN DESTINATIONS, ONE OBJECTIVE: BEST OF THE ALPS STRENGTHENS ITS ACTION IN FAVOUR OF THE ENVIRONMENT

Some resorts are already well advanced while others are still in their infancy. In order to trigger a new dynamic and define a common direction, Best of the Alps is strengthening its action in favour of sustainable development.

This association, made up of ten emblematic Alpine destinations, is a hub of expertise: sharing of knowledge, centralization of resources and experience. Its essential missions are carried out by Best of The Alps management, headed by Sammy Salm. In 2022, the first working groups met to discuss specific themes related to the diverse territories of neighbouring countries, i.e. Germany, Austria, Switzerland, Italy and France.

The aim being to play an active role in the sustainable development sector and to pave the way towards more respectful tourism, to which Chamonix-Mont-Blanc, St. Anton am Arlberg, Crans-Montana, Kitzbühel, Megève, Garmisch-Partenkirchen, Lech Zürs am Arlberg, Cortina d'Ampezzo, Courmayeur and Davos owe their reputation

<https://www.bestofthealps.com/en/>



Our network is growing with new partners who share the same values as the Chamonix-Mont-Blanc identity.

These renowned brands strengthen our offer and our commitment to the valley's visitors.

Together, we are opening the way to partnerships rich in unique experiences...





PRESS CONTACTS :

**OFFICE DE TOURISME DE LA VALLÉE DE CHAMONIX-MONT-BLANC**

Claire Burnet : [press.uk@chamonix.com](mailto:press.uk@chamonix.com)

Cécile Gruffat : [c.gruffat@chamonix.com](mailto:c.gruffat@chamonix.com) • Astrid Lanceau : [presse@chamonix.com](mailto:presse@chamonix.com)



Yucca Films, Office de tourisme de la vallée de Chamonix Mont-Blanc, Alexandre Juillet, Morgane Raylat, Cécile Gruffat, Club des sports de Chamonix, Gaëtan Haugéard, Fabian Bodet, Salomé Abrial, Collection Musée Alpin de Chamonix, Archive Communales de Chamonix, Cie du Mont-Blanc, Cie des Guides, Daniel Rodrigues, Atelier Colette, Heliopic, Alex Bruneau, Lykke Hôtel, Les Vieilles Luges, Claude D'Ham, Lionel Wibault, La Chamoniarde, Xavier Dunand, Maxime Coquard, Sarah Cartier, Alain Bar, GORDE Gaston, Pin-Pin Collectif, Family Couttet-Champion



[@chamonixmontblanc](https://www.instagram.com/chamonixmontblanc)



[@chamonixmontblanc](https://www.facebook.com/chamonixmontblanc)



[photo.chamonix.com](http://photo.chamonix.com)



[Chamonix-Mont-Blanc](https://www.youtube.com/Chamonix-Mont-Blanc)



[chamonix.com](http://chamonix.com)