

Discover the Largest Linked Ski Areas in the World

Unique among ski destinations worldwide, France features linked ski resorts within four separate domains that allow visitors to ski from resort to resort without ever having to descend from the slopes. Perfect for skiers of all levels, from beginners to experts, visitors can explore and admire breathtaking alpine views and bask in luxury at the many four and five-star hotels. Attracting a cosmopolitan clientele keen on both vigorous exercise and pleasure, the area boasts high quality ski trails and lifts, superb snow parks and high altitude skiing for guaranteed snow.

Les Trois Vallées is the largest ski domain in the world and is a must for skiers looking for huge vertical drops, gourmet food easily accessible from the ski runs and lively nightlife. Featuring more than 375 miles of ski trails among the ski stations Courchevel, Méribel, La Tania, Les Menuires, Val Thorens, Saint Martin de Belleville and Orelle, Les Trois Vallées offers a wide variety of scenery, state-of-the-art ski lifts and exacting security standards to ensure the safety of all visitors. Each of the different resorts also has its own architectural style and character, enabling guests to choose the place to stay that suits them best.

Located only a few miles from Les Trois Vallées, the domain Paradiski brings together the ski stations of La Plagne, Les Arcs and Peisey Vallandry. At altitudes between 4,000 to 10,000 feet, this skiers' paradise features more than 260 miles of ski trails interweaving through forest and peaks, where skiers can take on challenging off-trail descents. The domain also features the Vanoise Express, a double-decker cable car, which can carry 4,000 people per hour. All of the resorts are car-free, with skiing from resort to resort and offer a myriad of family-friendly facilities.

For those who yearn to ski in the tracks of champions, the vast and prestigious Espace Killy, named after three-time French Olympic gold medal winner Jean-Claude Killy, hailing from Val d'Isère, is the perfect destination, with 190 miles of ski trails between Val d'Isère and Tignes. Espace Killy is particularly renowned for hosting many prestigious competitions, including the Critérium de la Première Neige in Val d'Isère (an Alpine Ski World Cup event) and the X Games Europe in Tignes. Along with high-level skiing and guaranteed snow, the two resorts are havens of peace and quiet where guests can relax in some of France's best luxury hotels.

Straddling the Franco-Swiss border, Portes du Soleil includes twelve linked resorts with Morzine, Avoriaz, Les Gets, Châtel, Montriond, St Jean d'Aulps and La Chapelle d'Abondance in France plus Champéry, Val d'illiez-Les Crozets-Champoussin, Morgins and Torgnon in Switzerland. Featuring a stunning view of the nearby Mont Blanc, guests can spend the morning skiing and then take a lunch break at an authentic restaurant featuring the best of Savoyarde cuisine.



This natural powder reserve at the heart of the Alps offers skiers pristine surroundings, mountain lifts that are hidden amid the snow-covered forest, runs that wind their way through snow meadows and quaint mountain chalets. The ski area enjoys exceptionally good snowfall from mid-November to the end of April, with an average of 25.69 ft of powder every year. A veritable "ski safari," visitors can ski not only between resorts within the domain but can also cross the Franco-Swiss border on skis.

Access

Approximately one hour from the Geneva International airport and 30 minutes from Cluses and Thonon-les-Bains train stations.

Opening/Closing dates

From December 21st, 2013 to April 13th, 2014

Facts and figures

- Large ski area crossing France and Switzerland
- 24.61 ft of snowfall on average per year
- 403 miles of slopes
- 133 miles of cross-country skiing
- 195 lifts
- 286 runs over 404 miles
- 900 snow cannons
- 11 snow parks
- 1 half-pipe
- 5 boardercross
- 286 runs with varying gradations:
 - o Black: 27
 - Red: 104
 - o Blue: 122
 - o Green: 33
 - Plus special beginners' areas

Ski Pass Winter Rates 2013-2014

Six days adult: \$311.56 Six days child: \$233.51

What makes this domain special?

Features skiing between twelve resorts and two countries.

Special Events

Rock the Pistes Festival - From March 26th to 30th, 2014

Combining snow sports and music, this free, open-air daytime music festival takes place in the heart of the ski area, where the best pop-rock scene is accessible with ski passes.

Snowshoeing followed by an aperitif in an igloo

This guided snowshoeing expedition suitable for all levels takes participants across the bucolic mountain pastures of Les Gets. Following the jaunt, guests are invited for an aperitif and local specialties enjoyed in an igloo.

Unique Activities

Skijöring

A novel winter sport where a person on skis is pulled by a horse, skijöring is a family-friendly activity perfect for children five years and older. Children are pulled by a pony and can also enjoy tepee activities.

Freestyle/Freeride

The Portes du Soleil has nine snow parks conveniently located around the ski area. All parks feature boxes, tables, wall rides, big air jumps, raised bends, air bags and rails that riders of all levels can appreciate.

Other Activities:

- Snowshoeing
- Ice-rinks
- Watersports center
- Sledding
- Paragliding
- Yooner
- Visits to cheese-makers

Contact:

Les Gets Press Office <u>communication@lesgets.com</u> 011 33 450 75 81 70

Morzine-Avoriaz Press Office <u>communication@morzine-avoriaz.com</u> 011 33 450 74 71 99



Portes du Soleil Resort

Les Gets

Known as Porte du Soleil's eco-friendly ski resort, the village of Les Gets has been a strong proponent of sustainable tourism, focusing on preserving and enhancing the natural environment. The resort's green features include:

- Wood-fired heating plant supplying twelve municipal buildings
- Distribution of pocket ashtrays
- Car-sharing initiative: One free ski pass for every three passes bought
- Environmental charter for accommodation providers
- ISO 14001 certifications held by: the ski lift company, the 18-hole golf course (the first in France) and Les Gets Tourist Office
- Annual Clean-up Day: Special day for cleaning the resort and the slopes after the winter season

2013/2014 Updates

Le Grand Cry Videototem

Perfect for families, this Native American themed snow sports area features tepees offering facepainting workshops and a trappers' hut, as well as other games. Children can also make their own rain dance or song video, which they can then download to the internet and share with friends.

The Deborah Anthonioz Boardercross Course

This boardercross course was developed and designed with input from Les Gets native and ambassador, Deborah Anthonioz, the women's Olympic boardercross silver medal-winner at the Vancouver Winter Games in 2010. Open to the general public, the course receives excellent snowfall throughout the season. Note that a live HD webcam is installed on the course and footage can be viewed at <u>www.lesgets.com</u>.

Rock the Pistes: the Season's Flagship Event

Portes du Soleil invites visitors to Rock the Pistes, a one-of-a-kind festival from March 26th to March 30th, 2014, combining snow sports and music. The revelry features concerts that are free with ski passes, showcasing the best of the French and international pop/rock scene. The festival will be held during the day in the heart of the ski area.

Contact: Chrystelle FELISAZ <u>communication@lesgets.com</u> 011 33 450 75 81 70 or 011 33 610 23 77 47 (cellular)



Portes du Soleil resort

Morzine

An early pioneer of skiing with the construction of the third French cable car in 1934, Morzine has preserved its authentic village charm while also developing tourism in a sustainable manner at its high-quality winter sports resort. Morzine is innovating and investing to make its ski area more easily accessible by installing the very latest in ski lifts.

2013/2014 Updates

New Gondola Lifts

Morzine has installed new gondola lifts in the Pléney sector that will be in service at the beginning of the season. These lifts will carry 3,000 skiers per hour, compared to 1,700 people carried by the two old lifts combined.

The "Babysnow": An Ideal Children's Activity

Children under three can experience the pleasures of snow sports, thanks to the new "Babysnow." Resembling a snow scooter or an adapted snowboard, it offers children from the age of one (once the child can stand) the chance to experience snow sports for the first time. This activity is available exclusively with the École du Ski Français in Morzine .

Le Chemin des Zouzous

This new run in the Pléney sector opens the doors to the animal world for the youngest skiers. The 1.2-mile educational trail features life-size reproductions of wild animals, offering an original way to learn about the local fauna.

Anniversary of the École du Ski Français

The École du Ski Français will celebrate its 75th birthday in February 2014, where the resort's ski instructors, nicknamed the 'Pulls Rouges,' will showcase their superb skills.

Contact: Nadine CHEVALIER communication@morzine-avoriaz.com 011 33 450 74 71 99 or 011 33 608 34 04 54 (cellular)



Ranging from 3,937 to 10,662 ft in altitude, Paradiski is a 264-mile ski domain linking the resorts of Les Arcs, Peisey-Vallandry and La Plagne. Well-known for its beautiful scenery, Paradiski is located at the entrance to the Vanoise National Park, a natural protected area of 205 square miles. With 70% of its slopes above 6,561 ft and a plethora of top quality snow, Paradiski ensures optimum snow conditions from December to April.

100% Renewable Energy

The ski lift network is powered by 100% green energy and is certified by the European label, TÜV-SUD (www.tuev-sued.de), requiring the strictest standards set to date for renewable energy, including hydroelectricity, wind power and solar power.

Access

<u>By train</u> TGV direct from Paris, Lille, Nantes Eurostar direct from London, and Thalys from Brussels and Amsterdam <u>By plane</u> From the following airports: Lyon Saint-Exupéry, Chambéry-Savoie, Grenoble-Isère and Geneva

Opening/Closing dates From December 12th, 2013 to April 26th, 2014

Key facts and figures

- Base: 3,937 ft
- Highest peak: 10,662 ft
- 70% of the ski runs above 6,561 ft
- Two equipped glaciers above 9,842 ft
- 264 miles of slopes
- 635 acres of artificial snow
- 793 snow cannons
- 95 miles of cross country and Nordic skiing trails
- 3 snow parks
- 3 boardercross
- 4 boardergliss

- 2 half-pipes
- 2 luge runs
- Vanoise Express world's largest double-decker cable car, which crosses between the mountains of the three resorts in just four minutes, carrying 4,000 people per hour. The Paradiski lift system is one of the fastest and most modern that exists.

Ski Pass Winter Rates 2013-2014

1 day adult: \$70.18 6 days adult: \$363.38

What makes this domain special?

Renowned for its stunning panoramic background, Paradiski is surrounded by some of the most celebrated peaks in the French Alps and is also the gateway to the Vanoise national park, a nature reserve of 205 square miles.

Updates

Paradiski celebrates 10 years of the Vanoise Express Cable Car

On December 20th, 2003, skiers embarked for the first time on the Vanoise Express cable car. To celebrate this anniversary, Paradiski has asked the haute-couture designer, Jean-Charles DeCastelbajac, to decorate the Vanoise Express. The world-renowned artist and innovator will decorate the double-decker Vanoise Express cable cars, on display during the winter of 2013/2014.

Paradiski Gravity

This year Paradiski is hosting "Paradiski Gravity" on December 16th, 2013. A world first in "highline," the high-altitude slack line will be strung between two cable cars 1,246 ft high. Two of the world's best 'highliners,' Julien Millot and Tancrede Melet will negotiate their way along the rope, which will be suspended over the valley between the two cable cars of the Vanoise Express, defying gravity against a breathtaking backdrop.

Largest Igloo Village

Following the first winter's success, Les Arcs' Igloo Village comes back even bigger and better, announcing two exciting new updates:

- An even bigger village (4,305 square ft, exclusive to France) comprising an ice sculpture gallery and several new rooms inviting guests to spend the night.
- Igloo rooms, inviting nature lovers to immerse themselves for one night in an arctic atmosphere, comfortably cocooned in expedition duvets.

Contact: Paradiski Press Office Alexandre Bérard / Alternative Média <u>alexberard@paradiskipress.com</u> 011 33 (0)4 76 12 01 33



Paradiski resort

Les Arcs

A ski- in/ski-out resort established in 1968, Les Arcs is a perfect example of the integration of modern architecture into the natural landscape. Consisting of four interconnected, car-free, high altitude locations, Les Arcs is constantly evolving through innovation and ambition. Facing Mont Blanc at the foot of the Aiguille Rouge (10,584 ft) and featuring an Arolla pine forest, Arc 2000 has one of the longest slopes in Europe with a height differential of 6,975 ft.

2013/2014 Updates

Ski area:

- New rope drag at the top of Replat chairlift (Villaroger)
- Improvement of the artificial snow network
- Slope safety: This winter, the ski area is continuing its safety awareness campaign with postcards created and distributed by the ski patrollers and place mats in the high altitude and resort restaurants. To complete the campaign, eight short high-impact videos have been produced with images showing correct and incorrect behavior on the slopes. Available online beginning January 2014.

Red Bull Linecatcher, renowned freeskiing contest

From January 11th to 18th, 2014, the world's best backcountry skiing specialists will participate in this contest, known as the biggest off-piste ski competition in France.

Contact: Charlène THOMASSET presse@lesarcs.com +33(0)4 79 07 90 86



Paradiski Resort

La Plagne

La Plagne is a family winter sports and summer resort located in the French Alps between 4,100 to 10,662 ft. Internationally renowned for its expansive ski area ideal for all levels, La Plagne is committed to improving skier experience and the quality of its customer service.

From traditional to altitude villages, La Plagne has over 53,387 beds spread over ten destinations. The atmosphere and architecture are diverse and recount over 50 years of the history of winter sports.

2013/2014 Updates

France's only bobsleigh track

La Plagne boasts France's only bobsleigh track and is one of only seven in Europe. Built for the Albertville Olympic Games in 1992, the track has since been developed for tourist descents and is the resort's top après-ski activity. From mid-December to April, tourists can experience the thrill of descending at speeds between 50 and 75 miles/hr in one of three special machines, making La Plagne's track one of just seven in the world to offer this possibility to the general public.

Moguls and Ski Cross World Cup Finals

A few weeks after the Olympic Games from March 19th to 23rd, 2014, the best international athletes, including the Olympic medal winners, will compete for the Moguls and Ski Cross World Cup finals at La Plagne's stadium "Jean Luc Crétier," renovated in 2012.

Contact:

Séverine GONTHIER and Anaïs LAURENT presse@la-plagne.com +33(0)4 79 09 99 38

espace killy

Named after France's most famous skier, the Espace Killy comprises the two renowned ski resorts of Tignes (6,889 ft) and Val d'Isère (6,069 ft). It offers a total ski area of 189 miles with a wide range of terrain and some of the best backcountry skiing in Europe. The area is one of the most snow-sure in Europe and offers skiing virtually year-round, thanks to the Pissaillas Glacier and La Grande Motte Glacier. Other winter activities in Tignes and Val d'Isère include: ice climbing, heli skiing, ice karting, snowmobiling, and ice diving.

Access:

The Espace Killy ski area can be accessed via the surrounding airports of Geneva, Lyon, Chambéry, and Grenoble. The closest railway station is located in Bourg St. Maurice, 18 miles away.

Opening/Closing dates

Espace Killy: November 30th, 2013 to May 4th, 2014 Tignes: October 12th, 2013 to May 11th, 2014 Grande Motte Glacier: October 12th, 2013 to May 11th, 2014

Key facts and figures:

- Base: 5,090 ft
- Peak: 11,340 ft
- Vertical Drop: 6,396 ft
- Length of Slopes: 186 miles
- 158 runs from easy to challenging
- 88 ultra-modern ski lifts
- 2 glaciers
- 2 snow parks
- 9 slalom stadiums
- 1 mogul stadium
- 1 gliss' park
- Snow-making
- 2 funiculars
- 4 gondolas
- 5 cable cars
- 18 chair lifts
- 25 modern chair lifts
- 25 ski lifts
- 186 miles of runs with varying gradations
 - o 22 green slopes
 - o 68 blue slopes
 - o 39 red slopes
 - 26 black slopes

Ski Pass Winter Rates 2013-2014:

1 day adult: \$66.25 1 day child: \$53.13 6 days adult: \$331.24 6 days child: \$264.99

What makes this domain special?

The Espace Killy has an exceptional reputation for off-piste skiing. This vast territory encircles the skiing area from all sides and there are over 1,000 ski guides to accompany visitors.

Updates

Tignes 1800: a new village in Tignes

As part of an effort to modernize the village of Tignes 1800, located in the heart of the Tignes-Val d'Isère ski area, four chalets will open in December 2013, followed by three additional chalets, scheduled to open in December 2016. The "village" atmosphere will attract a new family-orientated clientele looking for a quiet, forested environment and a favorable altitude for young children. Newly created beginner ski runs and adapted ski lifts now service what has always been a ski in/ski out village.

Yoga Festival in Val d'Isère

The Yoga Festival, from February 28th to March 2nd, 2014, in Val d'Isère is the first of its kind in a French ski resort. The events are for all those looking to practice yoga in a relaxed and festive atmosphere. This challenge is the brainchild of Charlotte Saint Jean, founder of the French online yoga website YogaChezMoi.com.

Contact:

Press Office Tignes <u>presse@tignes.net</u> 011 33 (0)6 76 02 12 38

Press Office Val d'Isère presse2@valdisere.com 011 33 (0)4 79 06 06 60



Espace Killy Resort Tignes

Known for its youthful and trendy atmosphere, Tignes is the perfect fit for the adventurous skier who wants to also partake in a lively night-life scene.

Demographics

Cosmopolitan and Young More than 53% of guests are foreigners 60% are men 56% are in the under 35 age bracket 52% are in the 15-35 year-old age bracket

Freestyle and Freeride

In Tignes, 30% of skiers visit the areas dedicated to freestyle. Tignes has an exceptional reputation for off-piste skiing: 80% of the ski area is classed as backcountry sectors.

2013/2014 Updates

Tignespace

The most innovative sports and convention center in the Alps boasts the very latest in versatile and functional facilities for use by not only individual customers but also locals, visitors, business functions, top athletes as well as local associations, international squads and school groups.

Gondola Lift

The outdated Aéroski gondola lift in Tignes le Lac that connects the resort to Val d'Isère via the Tovière Massif has been replaced by new, high-tech and more comfortable cabins and top and bottom terminals.

X Games Tignes

The European version of the Winter X Games, co-produced by Canal+ and ESPN will take place over three days in Tignes, inviting 150 athletes from around the world to compete in eight disciplines. The X Games Tignes are a unique version of the Winter X Games held in the US.

Contact: Stéphanie AILLET and Margot SELLA <u>presse@tignes.net</u> +33 (0)4 79 40 03 11 or +33 (0)6 76 02 12 38



Espace Killy Resort

Val d'Isère

In the heart of Savoie, Val d'Isère is a gateway into the celebrated world of the Espace Killy ski area. The resort is a harmonious blend of tradition and modernity while also preserving the heart and soul of the charming village of Val d'Isère. Surrounded by a range of awe-inspiring summits, Val d'Isère has hosted the Olympic Games, the Critérium de la Première Neige, and the Alpine skiing World Championships. Many of the greatest champions in Alpine skiing have raced down the fabled Face de Bellevarde and the Solaise piste in Val d'Isère.

2013/2014 Updates

Val d'Isère has played a major role in the history of competitive alpine skiing. For more than fifty years, the resort has hosted competitions every winter.

58th Criterium de la Première Neige

Men's (December 14th and 15th, 2013) and Women's Alpine Ski World Cup (December 21st and 22nd, 2013). Val d'Isère kicks off the winter with its alpine skiing champions: spectacle guaranteed over two weekends open to the public. An exceptional event.

Val d'Isère Polo Masters, January 15th to 18th, 2014

The top polo players compete against each other in a snowy arena for four days. <u>www.polo-masters.com</u>

Second Winter Golf Event, March 25th to March 30th, 2014

A unique golf competition held on snow in the natural Manchet Valley. Forty teams of two players will compete on a nine-hole course prepared especially for the event.

Contact: Sophie MARTIN presse2@valdisere.com +33 (0)4 79 06 06 60



Les Trois Vallées is the largest ski area in the world featuring 380 miles of slopes connected by 170 ski lifts, providing the best possible setting for skiers of all abilities.

Les Trois Vallées is home to the following eight internationally renowned ski resorts that are linked together by a unique network of ski lifts and ski runs: Courchevel, La Tania, Méribel, Brides-les-Bains, Les Menuires, St Martin de Belleville, Val Thorens and Orelle.

These eight different resorts offer a vast array of lodging options, ranging from budget options to prestigious five-star luxury accommodations.

Access:

<u>By plane</u> New for 2013-2014: Orly – Chambéry – Trois Vallées Resorts with Transavia Airline, twice a week (Thursday and Sunday) <u>By train</u> The closest railway station is located in Moûtiers, between 11-23 miles from the ski resorts

Opening/Closing dates

From December 7th, 2013 to April 25th, 2014

Key facts and figures:

- Base: 4,300 ft
- Peak: 10,500 ft
- A total vertical descent of over 38 miles
- 380 miles of interconnected runs
- 318 runs with varying gradations
 - \circ 19 green
 - \circ 35 blue
 - 34 red
 - 8 black
- 172 ski lifts
- 3 cable cars
- 4 funitels
- 33 gondolas

- 42 detachable chair lifts
- 22 chair lifts
- 45 drag lifts
- 23 other lifts
- 7 tubing runs
- 40 fun zones and snow parks

Ski Pass Winter Rates 2013-2014:

1 day adult: \$74.77 1 day child: \$59.82 6 days adult: \$363.38 6 days child: \$290.70

What makes this domain special?

Stretching over 25,916 acres, Les Trois Vallées is the world largest ski area and is even bigger than the five largest ski areas of North America combined.

Updates

Vail Resorts and Les Trois Vallées Partnership

- 2013-2014 Epic Pass Holders (comprising top North American resorts) receive five free days at Les Trois Vallées
- Les Trois Vallées season pass holders are offered five free days at Vail Resorts' world-class mountain resorts

SCOTT Goggles and Les Trois Vallées

The sports accessories company SCOTT is now offering a collector's product featuring Les Trois Vallées' logo on the elastic strap and lens. This limited-edition model will be on sale in the sports stores of the various resorts.

Ski Lifts

In Val Thorens, Les Trois Vallées two-chair lift is transformed into a four-seat detachable chair lift using the existing base to optimize the equipment in place and to minimize the work's environmental impact. The second line detachable lift now going to Méribel/Courchevel and Les Menuires will significantly improve return access to Les Trois Vallées.

Les Trois Vallées Enduro: April 6th, 2014

Enduro is an event open to the public that allows competitors to discover Les Trois Vallées' ski area in festive, friendly atmosphere through various events: freeride, skiercross, KL, slalom, derby, etc.

Contact: Association Les Trois Vallées Vincent LALANNE – Directeur vlalanne@les3vallees.com

Audrey CHENU - Project and Event Manager achenu@les3vallees.com 011 33 (0)4 79 24 07 77



Les 3 Vallées Resort

Courchevel

Featuring nineteen green, thirty-five blue, thirty-four red and eight black ski runs, Courchevel is a veritable playground, accommodating skiers of all abilities. There are numerous activities outside of skiing as well, including the wildly popular toboggan run where participants can sled from La Croisette to Courchevel Village on a 1.5-mile run.

Courchevel boasts the highest number of ski instructors in Europe, with over 1,000 men and women employed by the resort. Ski instructors are regularly trained in customer service and foreign language skills.

2013/2014 Updates

Women's Alpine Ski World Cup: December 17th, 2013

This year the slalom competition for the Women's Alpine Ski World Cup will be held at the Emile Allais stadium. Known for drawing an impassioned crowd, Courchevel has hosted three Alpine Ski World Cup events that were among the most popular athletic events of the year.

Contact: Nathalie FAURE <u>nathalie@courchevel.com</u> 01133 (0)4 79 08 00 29





The world's largest ski area

Les 3 Vallées Resort

Les Ménuires

A family paradise, Les Menuires/Saint Martin de Belleville boasts some of the most prestigious mountains in Les Trois Vallées. Every Wednesday afternoon, snowshoe expeditions are organized for children ages four to ten, accompanied by instructors from the École du Ski Français. Children enjoy spotting animal tracks, building igloos and campfires as well as other dynamic snow games.

2013/2014 Updates

Speed Mountain

Speed Mountain, the longest toboggan run in the French Alps, is ideal for the family looking for adventure. On individual toboggans, children and adults race against the resort mascot Boukty down a 4,000 ft run full of twists, descents and banked turns. For those who want to beat their own speed record and pit themselves against their friends or family, Les Menuires has created a new amateur speed skiing course.

The Roc'n Bike Festival, January 18 and 19, 2014

Les Menuires is thrilled to announce their inaugural Roc'n Bike Festival. This mountain biking on snow event will offer rides, equipment tests, a derby and other events for experienced bikers along with shows and music to liven up the crowd.

Contact: Estelle ROY presse@lesmenuires.com 011 33 (0)4 79 00 73 00



Les 3 Vallées Resort

Méribel

Founded by the British skier Major Lindsay, Méribel is known as the first resort in Les Trois Vallées. The resort embodies the charm of an authentic alpine village, with wooden and stone chalets scattered around the mountain. Méribel offers its guests a wide variety of housing options, from hotels to picturesque chalets, as well as numerous hors-ski activities and many events.

2013/2014 Updates

Innovative Communications Strategy

Méribel unveils a new communications strategy that represents a fresh start and significant restructuring of its positioning and image, designed to succeed in a winter sports market in a state of flux. The resort will base its strategy on the four core advantages that make it one of the most prestigious snow holiday destinations in the world: its unique location, 'districts,' architecture and diverse activities.

A winter edition of Alpes Home

Alpes Home is the only trade show in the Alps to feature the most original and off-beat trends in home decoration. Alpes Home will celebrate its fifth birthday with its next trade show in February 2014.

Contact: Julien CLATOT <u>j.clatot@meribel.net</u> 011 33 (0)4 79 08 60 01



Les 3 Vallées Resort

Val Thorens

At the top of Les Trois Vallées, Val Thorens opens out onto the largest ski area in the world, with more than 370 miles of slopes. Innovative and sporty, featuring ski-in/ski-out lodging, Val Thorens is a car-free resort. Between powder snow fields and perfectly groomed slopes, the huge Val Thorens ski area offers every kind of snow sport imaginable, with activities for every taste and ability level.

2013/2014 Updates

Digital Immersion Experience

Unlike any other ski resort in France, Val Thorens aims to give guests an unrivaled welcome through a complete "digital ecosystem" immersion. Upon arrival, guests are met in the village by Tourist Office hostesses with tablet computers. The resort also features a large screen in the center of the village featuring updates from the resort. Val Thorens has also launched an iPhone app so that visitors can stay connected "on-the-go" and, new for 2014, a "virtual superfriend" allowing visitors to stay in direct contact with the resort. This digital ecosystem keeps in touch via email and text to keep skiers up to date with the resort's top tips as they happen and ensure visitors take full advantage of their Val Thorens experience.

E-store

The full range of Val Thorens clothing and accessories is now on sale online in partnership with the Freegun brand. <u>www.valthorens.com</u>

Trophée Andros

From December 6th to 8th, 2013, Val Thorens will host motor racing competitions on ice with a press preview on Friday, December 6th, allowing media and public access to the team compounds, cars, drivers, and behind the scenes action.

Contact: Emilie ROUZAUD emilie@valthorens.com 011 33 (0)4 79 00 08 08