

PRESS KIT

WINTER 2013-2014



Get on the right track !



 **paradiski**

NEW

SKI AREA



MADE-TO-MEASURE SKIING: A BETTER OFFER ADAPTED TO ALL

The Société d'Aménagement de la Plagne (*ski area operator*) is innovating by presenting **offers based on client profile rather than just the size of the ski area**. Until now, communication has always been aimed at experienced skiers, so that beginner and intermediate skiers might feel left out. The idea from now on is to **communicate with all levels of skier** and adapt offers to all of them. This will result in particular in the **creation of a "Coolski" day pass** that gives access to a **special beginners' area**. Learners can enjoy a safe, closed zone close to their accommodation and circuits of progressive levels with specific signs and rest areas. The interest of this new approach is the skier's possible progression towards buying a range of other passes (*4hrs or a day pass for La Plagne or Paradiski*). 5 Coolski areas will be created altogether. **CoolSki tariff: 28€**
Further info: +33 (0)4 79 09 67 00 - www.la-plagne.com

A SECOND TOBOGGAN RUN

Longer and easier to get to than the Colorado Park toboggan run in Plagne Centre, this new run on the Arpette is lit and **only open in the evening**. It goes from the top of the Arpette chairlift and finishes **2.9 kilometres** further down above Plagne-Bellecôte, with **500 metres vertical drop!** Hourly price and unlimited formulas. Minimum height 1m40.
Further info: www.la-plagne.com



ACCOMMODATION



OPENING OF 4* HOTEL "LE COCOON"

This new hotel, just 40 metres from the chairlift in Plagne 1800, opened at the end of 2012. It was given a 4* classification in July 2013. The stone and wood chalet with its **7 bedrooms decorated in a personal and cosy style** has the atmosphere of a chambre d'hôtes. Owner Corinne offers a tailor-made welcome to her clients and focuses on quality of service. B&B formula with the possibility of reserving a Savoyard dinner. Finnish sauna and Jacuzzi on the terrace.

Double room with breakfast from 148€/night.
Further info: +33 (0)4 79 55 00 26 - www.hotel-lecocoon.fr



OPENING OF THE CARLINA'S HOTEL RESIDENCE

From December 2013, the 4* Carlina hotel in Belle-Plagne will complete its offer with a new annexe residence that has **5 apartments ranging from 100 to 145m². 13 bedrooms** in total, each of which has an en-suite bathroom. The residence is **ski in, ski out** and all the apartments are south-facing with balconies and their own ski locker with boot dryer. Access to the hotel spa is included. Optional services: breakfast pack, meal delivery and shopping on arrival.
Tariffs: From 2640€ per week
Further info: +33 (0)4 79 09 78 46 - www.carlina-belleplagne.com



APP AND FITNESS



PLAGNE ACCESS APP

La Plagne has exclusively developed this free **app to help its clients in the lead-up to their holiday**. From 30 days before your arrival, information is sent by text message to guide your preparation and offer useful advice: transport info, directions, where you can put chains on, etc... On arrival, the app helps to identify and geo-locate your accommodation, as well as key locations such as the Tourist Office, ski pass offices and the ski school. The app exists in English.



AQUAFUSION ARRIVES

The Espace Paradisio aqua-centre in Montchavin-les Coches and Plagne-Bellecôte's outdoor pool have been offering this activity since winter 2013/14. It is exclusively offered by the centres managed by Récréa. Aquafusion is a combination of 4 complementary activity groups (**aqua bike, hydrotone (water weights), trampoline and weights**) to improve muscle tone and physical condition, encourage weight loss and manage stress. A group session lasts 45 minutes. The exercise is intensive and repetitive.

Cost: from 14€
Further info: +33 (0)4 79 09 33 20 - www.espace-paradisio.com
+33 (0)4 79 09 05 89 - www.piscine-bellecote.fr



WORKS AND PROJECTS



RE-WORKING THE SKI AREA TO IMPROVE SKIER FLOW

- "Amica" blue run is being adapted for beginners
- **For environmental reasons and with the aim of reducing the number of pylons**, "Les Coqs" 4 seater chairlift is being moved to replace the Les Bauches 2 person chairlift which is used by more people now that the Dérochoir has been opened. "La Roche" chairlift flow will be increased from 1800 to 2800 pers/hr.
- Complete renovation of the Télémetro in Plagne Centre
- Steep, high altitude black runs "Rochu" and "Bellecôte" are being reworked.



PROJECTS TO COME :

- **2014** : Construction of a gondola in Plagne-Montalbert
- **2015** : Replacement of "Les Colosses" chairlift in Plagne-Bellecôte
- **2017** : Replacement of the Glacier gondola

END OF THE RENOVATION OF THE PLAGNE CENTRE GALLERIES

After 3 years of renovation work, the 3440 m² of the shopping gallery and links in Plagne Centre have been completely revamped. The final phase of the works around the Place de la Cheminée and Les Ecrins has just been finished. Total cost: **9M€**, financed by the local authorities in Macôt la Plagne and the Plagne Centre Co-owners and Owners Association.



EVENTS - SPORTS

DECEMBER 15 - 20, 2013: 12TH EDITION OF THE ETOILES DU SPORT

Annual meeting of top-level French athletes that focuses on a strong theme: «Today's champions sponsor tomorrow's champions».

Nouveau! New this year! A race that is open to the general public in teams of two with a selection on 14/12 to participate in the EDS Raid alongside the athletes.



JANUARY 31ST TO FEBRUARY 1ST 2014 : ICE CLIMBING WORLD CUP

The ice tower in Champagny en Vanoise hosts the best international climbers for the 3rd stage out of 6 in the "speed" and "difficulty" World Cup events. A hundred or so athletes from 25 countries, including France, are expected.

The youth World Championships are held just after that, on February 8 & 9, 2014, with 60 competitors from a dozen different countries.



FEBRUARY 22ND 2014 : 3RD GRAND BEC MARATHON

A popular cross-country skiing event that brings together nearly 600 skiers of all levels for 6 races at the Nordic site in Champagny le Haut.



MARCH 19 - 23, 2014: MOGULS AND SKI CROSS WORLD CUP FINALS

A few weeks after the Olympic Games, the best international athletes, including the Olympic medal winners, will take over the Plagne Centre stadium "Jean Luc Crétier" that was completely reshaped in 2012. **Exclusive: a new world format for the moguls event with a "Big Air" final!**



MARCH 24 & 25, 2014: 2ND SHRED IT WITH KEVIN ROLLAND

Kevin Rolland makes the most of the end of the season by inviting his ski buddies to La Plagne just after the Europe Winter X-Games. This "family get-together" with international freeskiers, and halfpipe, slopestyle and backcountry specialists is the chance to improve in your favourite spot in free skiing sessions, in a laid-back atmosphere.



EVENTS - PARTY DATES

DECEMBER 16TH 2013: PARADISKI CELEBRATES ITS 10TH ANNIVERSARY

(see presentation of Ski Area)

DECEMBER 31ST 2013 : RED POMPOM NIGHT

After 6 "snow disco" editions, the event is back with a **new concept** at the bottom of the slopes in Plagne Centre. You can enjoy the last hours of 2013 watching a **giant outdoor show** where holidaymakers will be submerged in a surprising and magical atmosphere!



25 & 26 JANUARY 2014 : 11TH GORZDERETTE

An original, fun, multi-activity tournament that is based around Champagny le Haut's ice tower. It keeps getting better from one year to the next, with even more unusual events and ever-increasing numbers of mountain lovers up for a fun time.



JANUARY 27 - 31 2014 : 3RD MIX MOUNTAIN

Well-known DJs get together for "Mix and Grill" on the slopes and evenings in Plagne-Montalbert.



APRIL 12 - 19 2014 : KIDS EXPERIENCE, A SPECIAL KIDS' WEEK

A new themed week where children aged 4 to 12 enjoy all the fun of the snow and families have the chance to play together in the white stuff.



2014 OLYMPIC GAMES FROM LA PLAGNE TO SOCHI

Just a few months before the Sochi Olympic Games, suspense still reigns over which athletes will be competing. 8 competitors from La Plagne could be chosen for 6 events but are still awaiting an official response.

SKI FREESTYLE - SKI HALF PIPE

Kevin Rolland

At 24, Kevin's list of titles **speaks for itself**: four-time winner of the X Games, Half Pipe World Champion in 2009 and 2011, winner of the Dew Tour 2011 and the King of Style in 2010... Following an injury, he was back on top form last season, winning a bronze medal at the X Games Europe in particular. **He just needs an Olympic medal** to complete his trophy case!



Benoît Valentin

In the same vein as Kevin Rolland, 21 year old **Benoît is currently the 8th best skier in the world in his discipline**. His list of titles includes his World Cup victory in 2011, 3rd place in the World Cup in Cardrona in 2013 and an 8th place in the X Games in Aspen. Interrupted by a cruciate ligament injury in February 2013 when he was on the up and up, Benoît is now back on the circuit and extremely motivated by the chance to win a medal for France at the Olympics.



SKI FREESTYLE - SLOPE STYLE

Victor Bérard

First spotted 5 years ago when he won the SFR Big Air in La Clusaz, Victor has made great progress since then! At 20, **he is in 12th place in the World Cup general ranking (including a 4th place at the event in Spain in March 2013)** and has been French Champion two years running in 2012 and 2013. It is therefore quite natural that he should have been picked for the new French slopestyle team created in 2013 by the French Ski Federation.



Antoine Adelisse

At 16, Antoine is **one of French slopestyle's new and rising stars**. He also stands out for his versatility with a good level in half pipe. In particular, he was French champion in 2011 and won the SFR Freeskiing tour 2011 in both disciplines. He was no. 3 in France in slopestyle last season, with a number of promising performances: 45th on the World Cup circuit, a surprise 5th place in the World Championships in Norway, 13th in the World Cup event in Silvaplana in Switzerland and winner of the SFR Tour in Val Thorens! He is also a member of the new French slopestyle team.



ALPINE

Slalom : Julien Lizeroux

After 2 years off the race circuit following a knee operation, the World Vice-Champion 2009 has out everything into his **return to competition** with the aim of getting to the Olympics. This included being back in the starting gates at the end of winter 2013 as fore-runner for the slalom World Cup event in Kranjska Gora. He is concentrating on his training to get back to top form and **aims to participate in the first stage of the slalom World Cup in Lévi**, in Finland, in November 2013.



Downhill: Brice Roger

At 23, in his first full season on the World Cup circuit, **Brice went straight in to the top 30 (overall ranking 2012/13: 30th in the Downhill, 25th in the Super Combined)**. He also stood out at the last World Championships in Schladming by finishing 15th as well as getting the best time in the second training descent. Brice's current ambition is to be one of France's top 4 downhillers. His short-term objective is to finish in the world top 15 and go to the Olympics.



ICE SPORTS

Bobsleigh: Loïc Costerg

26 year old bobsleigh driver **Loïc Costerg is at the head of the only French team in the World Cup**. In 2013, 3 years after starting in competition, the team got the best results for a French team (*two top 10 results in the World Cup in Altenberg and a 10th place in the European championships*) since Bruno Mingeon won his Olympic medals. Bruno, who is Loïc's mentor, believes in his talent and gives him advice and support. **The team is currently 19th in the world in the 2 man bob and 22nd in the 4 man bob** in the world cup general ranking. Loïc is confident that he can improve his results in the 4 man bob by, amongst other things, getting a new chassis for the bobsleigh and with **the arrival of 2 new pushers (Ely Lefort, who pushes for the Monaco team and Manuel Reymaert, a sprinter who participated in the Peking Games)**. **Other pushers in the team: Romain Heinrich, Florent Ribot, Damien Mech and Jérémy Bouthurin.**



Luge: Morgane Bonnefoy

At 22, Morgane is **currently 27th in the world in luge**. The young athlete is quite determined to live the Olympic dream and is aiming for the top 15 in Sochi. **France's only representative in the discipline**, she trains with the Italian team with which she has a partnership. Following a serious accident during a competition in 2011, her motivation remains intact. Her return has been **synonymous with a real improvement** because, apart from her solid qualities as a driver, she has gained two precious tenths of seconds on her starts!



LA PLAGNE

FAMILY WINTER SPORTS AND SUMMER RESORT located in the French Alps between 1250 and 3250 metres. For over 50 years, the destination has become internationally renowned for its huge ski area with 225 kilometres of runs for all levels of skier. Since 2003, it has been one of the resorts that make up the Paradiski area: la Plagne, les Arcs/Peisey-Vallandry (see *Ski area presentation*).



FROM TRADITIONAL VILLAGES TO PURPOSE-BUILT ALTITUDE VILLAGES

La Plagne has **53,387 beds** spread over **10 destinations**, situated between 1250 and 2100 metres (*Plagne 1800, Plagne Centre, Plagne Aime 2000, Plagne Soleil, Plagne Villages, Plagne Bellecôte, Belle-Plagne, Montchavin-les Coches, Champagny en Vanoise et Plagne-Montalbert*). The atmosphere and architecture are diverse and recount over 50 years of the history of winter sports! With **63% of its beds in rental accommodation**, la Plagne is one of the resorts that offers the most rental potential.



HOW TO GET TO LA PLAGNE

660km from Paris, 200km from Lyon (*airport*), Geneva (*airport*) or Turin, 400km from Marseille. Eurostar direct from Londres and Thalys from Brussels and Amsterdam.

GOOD IDEAS

UNLIMITED TOBOGGANING AT HALF PRICE

New this winter! When you buy a minimum 6 day La Plagne or Paradiski ski pass and an unlimited pass for the toboggan run, you get a 50% reduction on the 6 day unlimited toboggan pass = 25€ instead of 50€! Valid for the Colorado Park toboggan run in Plagne Centre and the new Arpette run. **Further info: +33 (0)4 79 09 67 00 - www.la-plagne.com**

BOBSLEIGH FOR THE BEST PRICE

Families get one free! 2 parents and 2 children under 18 = 123€ instead of 164€

Sundays (reservation and payment at least 15 days in advance)

1 bobraft place free for 3 places purchased, i.e. 123€ instead of 164€

1 bobracing place free for 2 purchased, i.e. 230€ instead of 345€

Further info: Freephone N° +33 (0) 800 00 1992 - www.la-plagne.com

A FREE CHILD SKI PASS AT CHRISTMAS

For any reservation of 7 nights accommodation + Paradiski Découverte or Paradiski 6 day pass, **1 child ski pass (6-13 years) free** for 2 adult ski passes of the same type purchased in an all-inclusive package.

e.g. 2 adults and 2 children 6/13 yrs: 1067€/family

Valid December 21 - 28 or 22 - 29, 2013

Further info: Centrale de réservation +33 (0)4 79 09 79 79

www.la-plagne.com



SKI AREA

PARADISKI OPENING DATES: 21/12/2013 - 26/04/2014.

LA PLAGNE'S HIGH ALTITUDE AREA WILL BE OPENING ON 14/12/2013.

From 1200 to 3250 metres, Paradiski is a varied ski area with **425 km of slopes** for snow lovers of all levels, from beginners to the most experienced.

It is the second largest ski area in the world and one of the very large interconnected areas, with the massifs of Les Arcs/ Peisey-Vallandry and la Plagne linked by the **Vanoise Express**. **The world's largest cable car** is an ultra-modern machine whose two-level panoramic cabins cross between the massifs of the 3 resorts in just 4 minutes. It can carry 4000 people per hour. The Paradiski lift system is one of the fastest and most modern that exists.

With **70% of the ski runs at over 2000 metres** and one of the world's most modern artificial snow systems, Paradiski guarantees top-quality snow conditions from December to April.

With the best-known peaks, such as Mont Blanc and the Pierra Menta forming a panoramic background, Paradiski is also the gateway to the Vanoise national park, a nature reserve of 53,000 hectares.



PARADISKI IN NUMBERS

133 ski lifts including:

1 funicular, 2 cabriolets,
3 cable cars, 1 funitel, 11 gondolas,
63 chair lifts, 52 drag lifts.

SKI PASS PRICES FOR ADULTS

Paradiski unlimited: 1 day 53.50€ / 6 day 277€

la Plagne: 1 day 48€ / 6 day 235€



A WINTER ANNIVERSARY, PARADISKI CELEBRATES 10 YEARS

Ten years ago, on the **20th December 2003**, skiers embarked for the first time on the Vanoise Express cable car. In the space of 10 years, **PARADISKI has welcomed over 5 million skiers on its pistes!**

To celebrate this anniversary, Paradiski has asked the french haute-couture designer, **Jean-Charles De Castelbajac**, to decorate its Vanoise Express. The world-renowned artist and innovator will cover the two double-decker Vanoise Express cable cars in a unique creation which will feature throughout winter 2013/2014.

This year PARADISKI is creating an event on the **16th December 2013** featuring **PARADISKI GRAVITY**. This will mark a world first in «highline» (*high altitude slackline*). The slack line will be strung between two cable cars 380m 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 an awesome backdrop!



Further info: www.paradiski.com et [facebook.com/paradiski](https://www.facebook.com/paradiski)

ORIGINAL APRES SKI ACTIVITIES

ICE CLIMBING

Learn to ice climb with the mountain guides on the ice tower in Champagny en Vanoise from mid-December to mid-March. The 22 metre-high structure has 3 sections that form ramps of different gradients adapted to all levels of climber from beginner to professional. Wearing a shoulder harness and supervised from below by a professional, climbers make their way to the top using ice axes and crampons climbing right on the ice itself. Access by car in the valley of Champagny le Haut at 1500 metres altitude.

Minimum age 10. Tuesdays and Thursdays from 5.30pm.

Price: 38€/pers for a 2hr session.

Loan of crampons, ice axes and harnesses.

Further info: +33 (0)4 79 55 06 55 - www.champagny.com



"LAST TRACKS" ON AN AIRBOARD

Join a group for an hour-long descent on an airboard (snow bodyboard) when the slopes shut in Plagne-Montalbert. Leaves from Le Fomelet at 1970 metres and goes down to Plagne-Montalbert at 1250 metres. Supervised by the ESF, Thursday and Friday evenings. Minimum age 16.

Price: 25€

Further info: +33 (0)4 79 09 77 24 - www.esf-montalbert.com



MY IGLOO VILLAGE

Just above Plagne Soleil, Edouard and Sylvain, founders of Blacksheep, offer tourists the unique experience of having dinner and spending the night in an igloo, either in a shared 'dormitory' style room or in a private room. This winter the igloo restaurant capacity is going up from 30 to 40 guests and you can enjoy the new decor! Last winter, more than 800 guests tried out this activity between December and the start of April!

2 formulas are offered: dinner, or dinner + overnight stay. From 49€.

Further info: +33 (0)9 51 38 88 15 - www.blacksheep-igloo.com



PORTRAIT

MARC GOSTOLI, LA PLAGNE'S OWN GYRO GEARLOOSE

Marc has several hats: he is a ski instructor, an inventor, director of GM Systems and founder of the "Antenne Handicap" association in La Plagne.

His concern for the disabled has pushed him to make the most of his passion for mechanics and his knowledge of skiing to invent and patent 4 machines that allow everyone to ski. His concern is to ensure that disabled skiers can get as close as possible to the same sensations as non-disabled skiers, push back the limits of their handicap and, above all, be as independent as possible.

One of his main achievements was the "Trottiski": a machine that mechanically reproduces the 8 movements that are essential for skiing. Initially created to allow disabled skiers to ski standing up, Marc is convinced that there is a great future for his invention! After carefully analysing the technique of skiing, he believes that he has come up with a revolutionary tool for beginners in ski school who would be able to learn through perception rather than mimicry. Some ski schools are already using the concept.



Marc GOSTOLI

He has gone even further by suggesting that European Cup skiers test the machine. They are now using it to refine their position.

With a thousand ideas in his head, Marc is also imagining his Trottiski in a freestyle version or even one for extreme skiing!

His latest invention is a 'rescue chair' on the slopes which would revolutionize the use of the traditional snow patrollers' sled!



Trottiski



Rescue chair

FRANCE'S ONLY BOBSLEIGH TRACK

There are 7 bobsleigh tracks in Europe and La Plagne has the only one in France.

TOURIST USE

Built for the Albertville Olympic Games in 1992, the track has since been developed for tourist descents as well as its initial sports vocation and this has become **the resort's no.1 après-ski activity**. From mid-December to April, tourists can experience the thrill of going down at between 80 and 120 km/hr in one of 3 special machines, making **la Plagne's track one of just 7 in the world to offer this possibility to the general public**.

1 - Bob Raft: a self-driving and self-braking machine that takes 4 passengers. It takes **1 ½ minutes** to go down at **80 km/h**. Ideal for a first experience and the most accessible.
Minimum height 1m30 - **Price:** 41€

2 - Speed Luge: a single place luge where the passenger is half sitting, half lying. The machine reaches a speed of **90 km/h**.
Minimum age 16 - **Price:** 107€

3 - Bob Racing: bobsleigh for tourists with 3 people sitting behind a professional pilot. The descent takes **1 minute** at **120 km/h** and is the closest thing to a real competition descent.
Minimum age 18 - **Price:** 115€

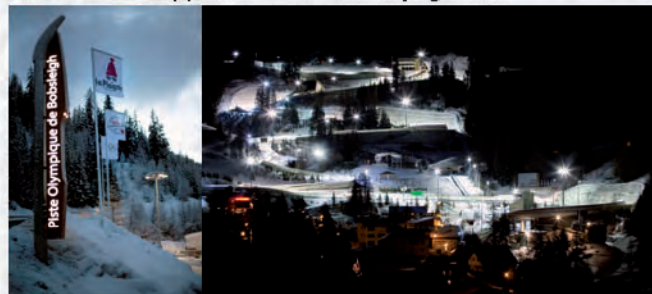


Note that the Bob Raft and the Speed Luge were invented in La Plagne and are exclusive to the resort.

WINTER 2012/13

12,736 people went down the track
80% Bob Raft, 15.5% Bob Racing & 4.5% Speed Luge.

Further info: +33 (0)4 79 09 12 73 - www.la-plagne.com



COMPETITION USE

Recognized for its technical quality and the quality of its ice, **the La Plagne track has been chosen by all the international teams for competition preparation in December 2013 and March 2014**. Teams from Austria, Canada, Switzerland, Monaco, Germany and France will also be at the track in October 2013 to **prepare for the winter Olympic Games**.

Although the track was off the international competition circuit for several years, La Plagne was determined to get back in service on a sports competition level... something that has now been achieved after hosting 2 Bobsleigh and Luge World Cups in 2011 and 2012, with another World Cup event on the programme in December 2014.



IN THE WINGS

Under technical manager Alain Bessard, there are now **4 permanent** members of staff at the bobsleigh track and a total of **9 employees in winter with different technical tasks**: managing the ice plant, timing the descents, producing and maintaining the ice, transport logistics to take the machines and the tourists from the arrival point back up to the top, etc.

This is all brought together in a **single job role called "glacier" (ice expert)**. The expertise of La Plagne team's is recognized, with other tracks regularly asking for advice.



ROMAIN PITON - ICE EXPERT

What are the characteristics of the job?

"The first is its originality, since there are very few of us! It is also a very physical seasonal job that requires us to be very resistant to the cold - we lose between 7 and 10 kilos over the winter! Some of our tasks are quite regulated but since ice is living matter, we have to constantly adapt to the weather conditions to look after it and repair it because of the damage caused by the machines going down the run every day".



FINANCIAL

"PLAGNE RENOV" RENOVATION PROGRAMME

4 YEARS ON

Since 2009, the communes of Macôt la Plagne, Aime and Montchavin-les-Coches and the Société d'Aménagement de la Plagne have been collaborating with the different real estate agencies on re-starting renovation work in La Plagne. This **financial aid programme** is open to owners of a rental property in the resort. In **4 years, 218 apartments have been refreshed and renovated**. About 100 of them have received financial aid from Plagne Renov. There is an increasing number of applications every year.

HOW DOES IT WORK?

- **have the apartment classified** : double classification using stars (*departmental classification and Paradiski Crystals*)
- **have the work done and benefit from aid in the form of an advance on rental revenue (CLEM) or a grant from the local communes**

Conditions of eligibility:

- carry out a minimum amount of work
- put the apartment up for rental for a minimum of 14 weeks with a real estate agency for 9 years

RESULTS

112 apartments are currently being renovated with a third of those benefiting from financial aid.

Average duration of the works: **6 months**

Average cost = **25,424€**

Before

After



KEY FIGURES FOR THE SEASON 2012/13

2,300,454 skier days sold (-1.4% compared to 2011/12)

406,750 holidays

2,440,500 night stays

WHO COMES TO SKI IN LA PLAGNE ?

69% of our clientele comes for a week, **61%** with their family and **68%** are repeat visitors (*already visited an average of 7*

times).

67,4% are French (*from Paris, Rhône-Alpes, Pas-de-Calais and Brittany*). The **32,6%** from abroad are mainly British, Dutch and

Belgian.

They ski about **5,8 times** a week and their level is intermediate to expert. **70%** ski mainly on red runs. They book 3 to 6 months ahead on average and spend a group average of **2364€**, i.e. **550€/pers**

(source IPSOS, based on clients booking through the La Plagne reservation service for winter 2012/13)

DECEMBER 13 - 15, 2013 - ALPY DAYS

For the third year running, La Plagne will host this **EducTour for professionals from the tourism sector**, organised by Travel Factory, Savoie Mont-Blanc Tourisme and Pierre&Vacances. In 2012, this **B to B French mountain promotion event** brought together nearly 250 travel agents, online sales specialists, lodging operators, tour operators or transporters. **The aim** is to boost winter sports holidays in travel agencies.

On the programme: (re)discovering the winter sports experience, conferences and fun events.

"THE BIG BOSSES ON THE SLOPES"

Parallel, and in addition to this, there will be an **original event that will group 110 e-commerce, e-retail and e-tourism decision-makers**. Organised with travelski.com and financed by fifteen well-known e-commerce service providers, the two days are fully dedicated to influence networking with a giant speed-dating event and talks by two international internet stars, amongst other things.

ALPY DAYS

Le Rendez-Vous des
Professionnels du Tourisme





CONTACTS

**Séverine GONTHIER
& Anaïs ALAURENT**

LA PLAGNE PR

Email: presse@la-plagne.com

Tel.: +33 (0)4 79 09 99 38/39

Mobile: +33 (0)6 74 23 41 08

Skype: [severine_gonthier](https://www.skype.com/people/severine_gonthier)
et [anais_alaurent](https://www.skype.com/people/anais_alaurent)

Facebook: www.facebook.com/presse.laplagne

Find all informations on our online press room:

www.presse-laplagne.com

No login or password required

UK PR OFFICE (TRAVEL PR)

Sue OCKWELL

S.Ockwell@travelpr.co.uk

Mika BISHOP

M.Bishop@travelpr.co.uk

Helena HAMLYN

H.Hamlyn@travelpr.co.uk

Tel.: +44 (0)20 8891 4440



Savoie Mon & Blanc
implantés en Savoie

