



PRESS KIT

Winter 2014/15



La Plagne: Resort info

1 resort, 10 destinations

La Plagne is really 10 resorts in one, with

6 of its villages above 1800m
(Plagne 1800, Plagne Aime 2000, Plagne Centre, Plagne Soleil/Plagne Villages, Plagne-Bellecôte and Belle-Plagne) and the other

4 traditional village-style resorts at medium altitude (1250/1450m)
(Montchavin les-Coches, Plagne-Montalbert and Champagny en Vanoise).

This mosaic of different destinations offers a multitude of different ambiances and atmospheres that also reflect the changing architectural styles of winter sports resorts since 1961. Most of La Plagne's villages were designed by architect Michel Bezançon.

La Plagne is part of the Paradiski area and therefore is one of the **large ski resorts** and is also a **family-friendly resort** with adapted package offers.



Date of creation: 1961
Altitude: 1250-3250m
Geographical location: Savoie - Tarentaise valley
Distance: 660km from Paris, 400km from Marseille and 200km from both Lyon and Geneva airports or Turin.
Direct link on Eurostar from London and Thalys from Brussels and Amsterdam
Capacity: 53 437 beds
with 23,057 rental capacity (tourism residences, hotels and holiday clubs) and 21,267 professional beds.

Logo

The red pom-pom hat is a strong symbol that evokes the identity of La Plagne. The logo was created in 1966 for Guy Lux's TV show "Interneiges" when it was broadcast from the resort and was significantly changed in 1982 and 2005.

NEW Accommodation

In spring 2014, **Hôtel Araucaria in Plagne Centre obtained its 4th star.** The spa has been renovated with the addition of a 9m x 3.50m counter-current and spa pool.

€ from 86€ on B&B basis (for a double room) and from 111€ on 1/2 board basis (for a double room)

i www.araucaria-hotel.com

Agenda

Festivities



Nuit du Pompon Rouge - 31st December, 2014

A sound and light show in Plagne Centre on the theme of the Age of Fire. «In an era when snow and the burning core of the earth coexisted... a decor that was both glacial and burning gave rise to the start of a race that was determined to make a place for itself!» Special lighting, a fire show, pyrotechnics and artistes amongst the audience.



12th Gorzderette - 31st January and 1st February, 2015

A fun and original event that has become a cult happening in Champagny en Vanoise, the Gorzderette is one of the top meetings for mountain enthusiasts. Last year, 450 participants competed in the multi-activity tournament: ice climbing and other activity trials or events that combine different alpine disciplines.

i gorzderette.free.fr



Sky dinner - 12th February, 2015

a gastronomic meal 380 metres above ground level

40 holidaymakers on the Paradiski resort this week will be in the Vanoise Express, the cable car's two cabins, fully decorated, to enjoy the unique experience of a special menu. Prepared by the **chef of a major gastronomic restaurant**, the theme will be "an original twist on mountain cuisine".

i www.paradiski.com

Subli' Cîmes - April 5 - 16, 2015

NEW

6 summits, 6 sensations. 6 of the peaks over 2000m will be stayed with eclectic and original scenery to surprise skiers.



For "relaxation addicts":

- Private beach at the Bécoin with sand, deckchairs, beach huts, performers & DJ
- Zen Attitude area at the Arpette with Tai Chi lessons at the top, Jacuzzi, sauna and massage, and relaxing music playing

If you're looking for the Far North:

- Polar safari at the Grande Rochette with reindeer, huskies and a Lapp village

If you're in search of thrills:

- At the Roche de Mio, accro-bunje reversed, big air bag and tyrolean

For families, (big) kids and foodies:

- Candy-filled cabin at Le Fornelet, with heroes from your favourite folk tales
- Original bouncy structures at La Rossa



Agenda

Sports events

Yeti Race - 13th December, 2014

This year once again, the general public can compete on the same course as **teams of champions** from the Étoiles du Sport event with 5 trials over a distance of **20km** with **1000m** elevation gain. The winning team will be invited to the Étoiles du Sport opening ceremony.

 www.yetirace.com

13^{ème} edition of "Les Etoiles du Sport" - 14 - 19 December, 2014

Our annual meet for top-level French athletes focusing on the strong theme of: «**Today's champions sponsor tomorrow's champions**».

 www.lesetoilesdusport.com



Bobsleigh & Skeleton World Cup

26th January - 1st February, 2015

With the aim of continuing its dynamic of hosting top sports events once again, the Olympic track will welcome the best athletes on the circuit from **20 different nations**. France will be represented with the "**Costerg**" men's team that took part in the Sochi Olympic Games.

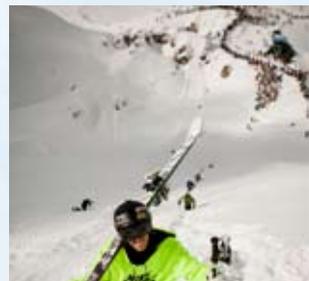
There's twice as much fun this year as La Plagne will also be hosting a European Cup event from **November 30th** to **December 7th**.



Ice Climbing World Cup

5 - 7 February, 2015

After hosting 2 World Cup events over the past 3 years, Champagny en Vanoise is now a key stage in the international calendar. In 2014, the ice tower welcomed nearly **100** athletes from **19** different countries for "**speed**" and "**difficulty**" events.



Shred It with Kevin Rolland

February 2015

For the past 2 years, Kevin Rolland has invited his international **ski buddies** to come and enjoy a **free session** on his favourite spot. Last year, the list included the 2 other Sochi medallists: **Justin Dorey** and **Mike Riddle**. The riders are in a natural setting and offer a real show with jumps that reach **30m high!**

There is seating for the public, music, autograph signing and evening events in the resort's bars.

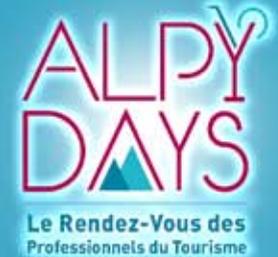
Agenda

Pros events

Alpy days

12 - 14 December, 2014

For the 4th consecutive year, La Plagne is hosting this educational trip for tourism professionals. Organised by Locatour, in collaboration with Savoie Mont-Blanc Tourisme and Pierre&Vacances, this B to B promotion event to make professionals aware of the French mountain resort offer assembles **700 tourism professionals**. They find out how a resort operates and the typical client experience.



Les Big Boss font du ski

12 - 14 December, 2014

Bringing together **110** e-commerce, e-retail and e-tourisme decision makers for 2 days devoted to influence networking, organised in collaboration with travelski.com.

Vente-privee.com package

In autumn 2013, La Plagne offered a package for the resort's opening week end on the vente-privee.com website, priced at **99€**, i.e. 50% reduction on the public price.

1500 holidaymakers took advantage of this offer and rented **450** apartments. This will be organised again for the opening weekend of **12 - 14 December, 2014**.



Ski area

Opening dates

Paradiski: du **20/12/2014** to **25/04/2015**
The altitude sector of La Plagne will open on **13/12/2014**



PARADISKI = la Plagne + les Arcs + Peisey-Vallandry

Since 2003, La Plagne, the world's no.1 resort, is part of the Paradiski area, linked by the Vanoise Express, the world's largest cable car.

Vanoise Express

An ultra-modern lift with 2 double-decker panoramic cabins
Crossing time: 4 mins
Cabin capacity: 200
Flow: 4000 people/hr

Plus points

- Second largest ski area in the world with **425 km** of runs
- Variety of landscape and slope exposure, from **1200 to 3250m** altitude
- **Accessible** for winter sports enthusiasts of all levels
- 70% of the runs are above 2000m altitude
- One of the world's **most modern** ski lift systems and artificial snow networks
- Exceptional situation at the entrance to the Vanoise National Park with views to Mont-Blanc and the Pierra Menta

Paradiski: the figures

132 ski lifts: including **3** cable cars, **1** funicular, **1** funitel, **14** gondolas, **62** chairlifts, **51** drag lifts.

233 runs: **36** black, **68** red, **119** blue, **10** green.

2 equipped glaciers, **2** snowparks, **3** boarder cross, **3** boarder gliss, **1** half pipe, **4** toboggan runs, **1** waterslide, **1** rey park and **3** airbags.

261 hectares with snow cover and **808** snow canons

98 000 beds

€ Adultes (age 14/64), Free up to 6 yrs
Paradiski unlimited: 1 day **55,50€** / 6 days **285€**
La Plagne : 1 day **49€** / 6 days **241€** / 4hr **39€**

NEW The 6 day family pack is changing, and now parents ski for the child price (age 6 - 17).
La Plagne : **752€**, i.e. **188€/pers**, Paradiski : **890€**, i.e. **222,50€/pers**



Works

Total: **11,6 M d'€**

- **Replacing Les Colosses 4 seater chairlift with** an 8 seat, high-speed chair to boost the Plagne-Bellecôte sector. Maximum flow will increase from 2400 to 4400 pers/hr. In 22 years of service, this was the chairlift that held the record in France for the number of people carried.
- **Taking down Leitchoum** draglift to put it up in Plagne Soleil to take skiers to Le Dou du Praz.
- **Removed:** Colosses draglift, Croëts tow rope and Belle-Plagne chairlift.
- **Installation of a covered beginners' carpet** in Belle-Plagne to replace Ecole draglift.
- **Reshaping Cornegidouille run (la Roche sector)** to make it easier (if the dossier has been accepted by the French authorities).
- **Developing Le Gentil area** in Plagne-Montalbert with the installation of a beginners' drag lift, 2 beginners' carpets and a recreation area.
- **Opening of Plagne-Montalbert gondola has been put back to December 2015.** Pylons 6 to 13 will be put in over autumn 2014 then the work will be finished in 2015.



Activities

The only French bobsleigh track

La Plagne's unique feature! It is one of 7 European tracks. **1500m** long with **19 bends**, it was built for the **Albertville Olympic Games in 1992**. The track is still used by French clubs for training and for international competitions, as well as for 3 different types of tourist descents. Please note that the track's ice specialists went to Sochi to supervise the icing of the Olympic track.

Tourism

Olympic Experience

Initiation descent in a real competition bobsleigh piloted by Bruno Mingeon (*Olympic medallist and World Champion*), assisted by a brakeman.

With a top speed close to **130km/h**, this descent is even more thrilling than the "Bob racing".

During the Christmas holidays and March 2014.

On reservation. Clothing provided.

Minimum age 18 - € 295€

 +33 (0)6 80 86 11 24



Other engines: From fast to even faster...80 to 120 km/h:

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

Minimum height 1m30 - € 41€

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

Bob Racing: bobsleigh for tourists with 3 people sitting behind a professional pilot. It takes just 1 minute to go down at **120 km/hr** and is the closest thing to a real competition descent.

Minimum age 18 - € 115€

 Freephone no. 0 800 00 1992 or +33 (0)4 79 09 12 73 - www.la-plagne.com

Practical Info

- Open mid-December to April
- The Bob Raft and the Speed Luge were invented in La Plagne and are exclusive to the resort.
- Winter 2013/14: **12 401 people** went down the track (76% Bob Raft, 18% Bob Racing and 6% Speed Luge)

La Plagne bobsleigh calendar

- 17 - 23 November, 2014: Royal Air Force Championship
- 24 - 30 November, 2014: FIBT international training
- 30 November to 7 December, 2014: Bobsleigh European Cup
- 26 Janvier to 1 February, 2015: Bobsleigh and Skeleton World Cup
- 2 - 14 March, 2015: British Championships (*army and national*).



Bobsleigh, luge & skeleton club

240 members aged 9 to 60.

In winter 2013/14, the club recruited Maija Tiruma, ex-luge competitor from Latvia.

The club trains for 3 types of descents:

Luge : on your back and feet first. **Minimum age 8**

Children supervised by a trainer start close to the bottom of the track to try just a few bends, then as they progress, they start higher and higher up.

La Plagne's 'ambassador': Morgane Bonnefoy, 27th in the Sochi Olympics

Bobsleigh : **Minimum age 16**

The club proposes assessment physical tests for anyone who wants to train as a pusher or driver.

La Plagne's 'ambassadors': Loïc Costerg and his team, 20th in the 2 man bob and 17th in the 4 man bob at the Sochi Games.

Loïc's next objective: the 2018 winter Olympics.

Skeleton : On your stomach, head first. **Minimum age 14**

Speeding down the La Plagne track, the skeleton can exceed 120km/hr and the pilot can experience up to 5G (*gravity*), which is more than an astronaut when his spaceship takes off.

Open days for the general public during the winter

 +33 (0)4 79 09 08 24 - www.cbis-laplagne.fr

Activities

Ice tower

Created in 2003 in Champagny en Vanoise, this steel structure has a central pillar and 2 lateral arms. The tower is **22m** high and has ramps on gradients adapted to every level of climber: beginners can take part in initiation sessions every week with mountain guides or experts from the World Cup circuit.



To learn

We lend crampons, ice axes and harnesses

Minimum age 10, Tuesday and Thursday from 5.30pm.

Open mid-December to mid-March (*depends on weather conditions*)

Accessible by car in the Champagny le Haut valley at 1500m altitude.

€ 38€ for 2hrs.

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

Icing the tower

This is done from November, often at night when the temperature drops below zero. The tower is watered from the top using snow canon nozzles and the ice forms in successive layers. **The Champagny en Vanoise team is the only one in the world that can make ice in 45° overhangs.** It takes about a week on average to cover the tower with ice.

Other après ski activities



Airboard

After the pistes close, 1 hr descent to Plagne-Montalbert.

Supervised by ESF instructors, Thursday and Friday evenings, min. age 16.

€ 25€

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



Igloo village

Igloos for groups or couples. The igloo village at Plagne Soleil also has an igloo restaurant seating 50. 2 formulas are offered Wednesday to Saturday: dinner or dinner + night stay.

€ Meal from 49€, Meal + night stay from 99€.

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



2 toboggan runs

"Colorado Park" in Plagne Centre (1.5 km) and "Eldorado Park" in Plagne-Bellecôte (2.9 km) open in the afternoon and evening.

Toboggan, goggles, head lamp and obligatory helmet provided.

Minimum height: 1.40m (4'6")

Financial

PARTNERSHIP WITH PUYDUFOU.

In April 2014, La Plagne entered into a partnership with Le Puy du Fou, voted the world's best leisure park in 2012. Since they have a fairly similar clientele, the 2 sites decided to develop a commercial and promotional collaboration. From April to September 2014, Le Puy du Fou has been promoting La Plagne. When the season starts, La Plagne will take over and promote the Park through its tourist information offices and by showing the promotion film in its cinemas and on the internal resort screens.

Distinctions

The world's most visited resort

For over 6 years, independent management consultant, Laurent Vanat, has been compiling an international report on winter sports and mountain tourism.

The latest edition (*April 2014*) highlights the world's most visited ski resorts.

La Plagne comes in 1st place with an average of over **2.5M** visitors during the last winter seasons.

2nd: Saalbach-Hinterglemm in Austria with 2.4M visitors

3rd: SkiWelt Wilder Kaiser-Brixental in the Austrian Tyrol with 2.3M visitors

No.1 resort in Equipe Magazine's top 50 resorts

In November 2013, La Plagne was in 1st place for the 5th time since 2005!

"Accessibility" Trophy

In April 2014, at the "French Mountain Awards - New definition" organised by France Montagnes, La Plagne won the award for the "Accessibility" category for its "Cool Ski" offer, with an progressive approach to learning to ski. The offer consists of a day ticket that gives access to a special area to (re)start learning to ski close to the client's accommodation in a protected zone with specific signage, adapted ski lifts, wide, easy runs and circuits advised for first turns outside the protected areas.

5 "Cool ski" areas in the La Plagne ski area. € 29€



Financial

Key figures for the winter season 2013/14

Ski area

2 462 435 ski days (-4,1% compared to 2012/13)

69 500 000 € turnover

5,90m total snow between November 2013 and April 2014

28 837 descents on the 2 toboggan runs



Occupancy

2 979 000 night stays (-3% compared to 2012/13)

56 night stays on average per bed

41,9% occupancy rate

34% of market share from night stays in residences, the main source of accommodation, followed by holiday clubs (21%)

There has been a transfer of professional accommodation towards the “traditional” rental sector, private rentals and cold (*privately-owned*) beds.

The significant changes in terms of stocks of beds partly explains the lower results.

Professional rental accommodation has lost 7 percentage points of its capacity (*leases coming to an end*).

It is mainly tourism residences that have lost stock.

Clientele

With a **34,8% international clientele**, La Plagne confirms its perimeter of influence. Foreign market share:

-  16,8% British
-  6,1% Belgian
-  4,9% Dutch
-  1,8% German
-  0,9% Russian



Great ideas

Activities that are still confidential



Day clubbing at Fort Colorado

Open-air bar just above Plagne Centre with a double life: a horse-riding centre in summer and a Day Clubbing bar from 11am to 7pm in winter! Manager **Marion Colombo** launched the concept 2 seasons ago with a snack-style menu, music and DJ **entertainment**, in a “ranch” atmosphere.

Snakegliss for afters

Le Forperet altitude restaurant in Plagne-Montalbert is known for its **traditional tartiflette** that cooks for 1½ hrs in the oven and comes out looking like a cake, as well as its rustic setting. **Roland**, the owner, also offers an as yet little known product that includes: free transport to the restaurant, dinner then “snakegliss” return with head lamps, supervised by an ESF instructor.

6 people minimum.

€ Meal + descente : 45€

i forperet.com

Moonlight Ski, accessible to non skieurs

Every **Wednesday** evening, **Oxygène** ski school offers an evening in La Grande Rochette restaurant at 2505m altitude, skiing back down to Plagne Centre with head lamps.

Non skiers can now accompany their friends with a “**Taxi ski**” service to go back down.

This is a chair on skis, piloted by an experienced instructor.

Number of places limited, no extra cost.

€ meal + learning to use an avalanche victim detector + supervision + return transport: 80€, under 13s: 48€

i oxygene-ski.com

Telemark Experience

Beginners’ lesson with the ESF and Evolution 2 in Montchavin-les Coches.

Learning to telemark allows good skiers to get away from the marked runs and try something new. The extra freedom of not being attached at the heel is exciting and looks very elegant. **Montchavin-Les Coches** has organised international competitions regularly since 1995 and will be hosting a **World Cup event** in 2016 and **World Championships** in 2017.

€ 2hr beginners’ lesson: 36€ (*equipment rental from village shops*).

Offer from the central reservation service

A child’s ski pass free for 2 adult passes bought

For any reservation of an all-inclusive package (*7 nights accommodation + 6 day Paradiski pass*), 1 child’s ski pass (*age 6-13*) is free for 2 identical adult ski passes purchased in the package.

Examples: 20 - 27 or 21 - 28/12/2014: 1197€/family

4 - 18 April 2015: 997€/family

i Booking Center +33 (0)4 79 09 79 79 - www.la-plagne.com



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