

#2 NUMBERS AND TRENDS

LA PLAGNE, THE No.1 RESORT IN TERMS OF OCCUPANCY*

* Source: G2A survey – figures for winter 2016/2017 (N)

For the past 3 years, la Plagne's occupancy rates have been rising. The different ongoing projects in the resort have contributed to this positive development, as have the school holidays which now tend to favour the mountains.

Overall tourism capacity:
54 275 beds
Largest number of rental beds in the Alps

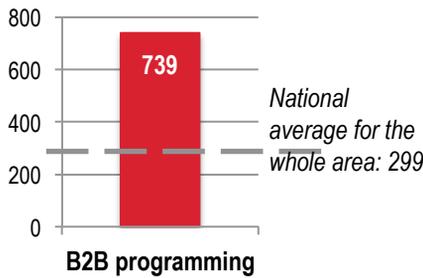
3 257 800 night stays
Represents **14%** of all night stays in Savoie

Warm beds: **+1%**

Cold beds: **-0,8%**

29% of visitors come during the February school holiday period

We recorded an increase of **+33.4%** occupancy during the spring holidays



*B2B programming = number of times a tour operator or travel agent proposes La Plagne as a tourist destination



Per bed (winter 15/16)

- 6235€** economic profit
- 60** night stays
- 47** skier days
- 1391€** ski lift revenue



2 400 seasonal jobs in winter

LA PLAGNE, 520HA OF MARKED RUNS

The number of skier days increased over winter 2016/2017. Once again, the slow start to the season was balanced by the increase recorded in the spring holidays. The *Société d'Aménagement de la Plagne (SAP)* is responsible for the resort's ski lifts and is part of Paradiski, along with Les Arcs and Peisey-Vallandry

+1.5% in the number of skier days in a year
i.e. a total of **3 257 800** skier days purchased
Represents **9.8%** of all skier days purchased in Savoie Mont Blanc

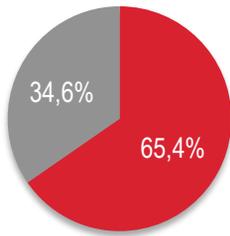
28 million = number of passages on La Plagne's 77 ski lifts

76M€ = turnover for the Société d'Aménagement de la Plagne (SAP), the ski lift company

The spring holidays recorded an increase of **38.4%** skier days

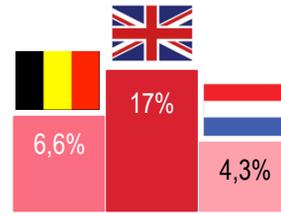


OUR CLIENTELE IN FIGURES



■ French
■ Other nationalities

Among the 34.6%...



These clients' preferred holiday periods are the 1st week of January and the 1st week of April

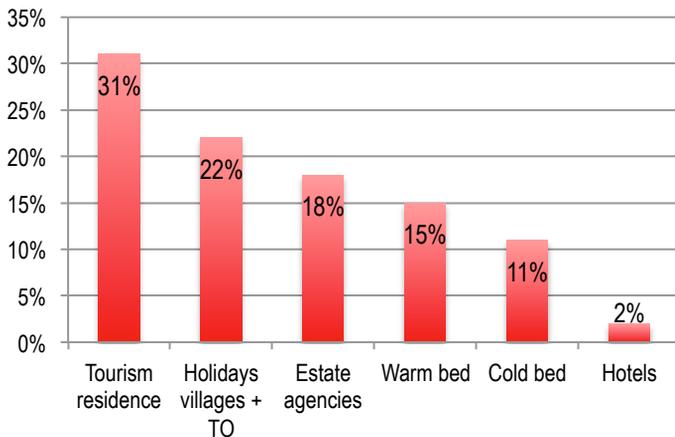
Typical profile:

Family of 5, 73% ski on red and black runs 6 times per stay on average and stay 7 to 10 days



71% are loyal customers who come back to La Plagne

Accommodation type – market share (in no. of night stays)



Current trends in La Plagne

La Plagne has noted a regular increase in occupancy figures (+1.7%), made possible in particular by its vast ski area (1038 ha) and one of the largest rental networks in the Alps.

The spring holidays are playing an increasingly important role: the 2016/17 season saw an increase of 33.4% in the number of stays; this period, along with the February school holidays, are the most popular commercial periods.

La Plagne's clientele is family-oriented and sporty, French in majority (65.4%) and loyal to the resort.

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