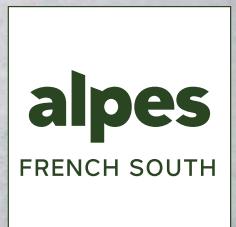




purealpes

JUST OUT
WINTER SEASON 2021/2022





#*OuaTousBesoinDesAlpesDuSud*

Welcoming, inventive, eco-friendly
and more generous than ever,
the Southern Alps invites you to take an even
bigger breath of fresh air this winter!





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THE SOUTHERN ALPS, WIDE OPEN SPACES AND A FRESH NEW IMAGE

A paradise of endless expanses of snow, majestic peaks and human-scale villages, the Southern Alps never fails to amaze. And of course, visitors adore the simple, meaningful pleasures of this stunning destination, topped with unique travel experiences and a pristine environment...

Three-quarters of the Provence-Alpes-Côte d'Azur region are actually non-urbanized and nature reigns here, even just a few kilometres inland from the coast. The Alpes-de-Haute-Provence and Hautes-Alpes are among France's least-populated areas, with under 200,000 inhabitants each, while Mercantour and Ecrins National Parks and the Regional Nature Reserves of Queyras, Les Baronnies Provençales and Les Préalpes d'Azur boast sublime landscapes steeped in raw beauty. Larch forests, majestic peaks, icy torrents, sparkling lakes, intimate valleys, secret dells, medieval villages and MKII ski resorts promise both ultimate tranquillity and dazzling changes of scenery, while nurturing the environment.

NOT JUST SKIING...



Thanks to excellent weather conditions, in particular snow blowing up from the Gulf of Genoa, the Southern Alps has been a skiing destination for over a century. The range is criss-crossed with 2,500 km of ski slopes.

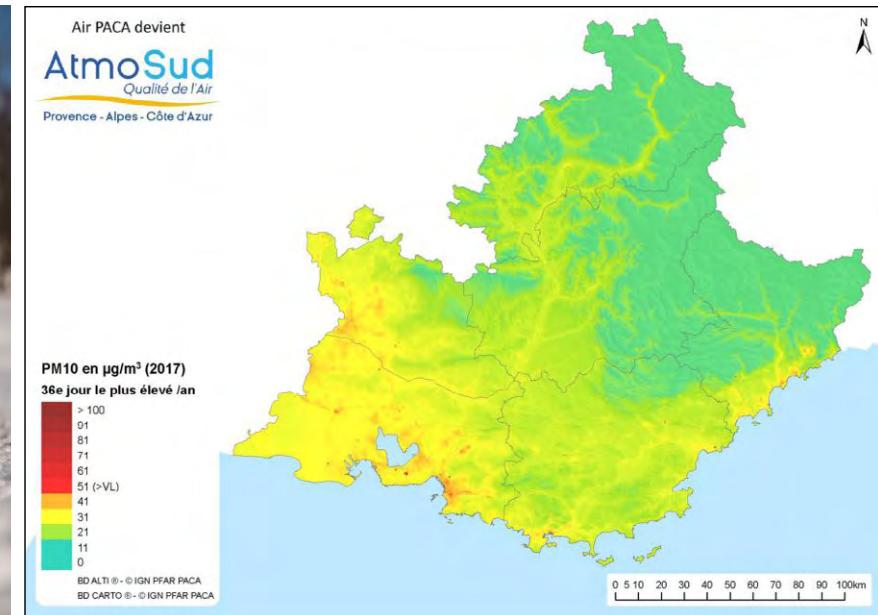
Serre-Chevalier, the world-famous ski resort near Briançon, is **celebrating its 80th anniversary in 2021-2022**, while **Montclar-les-Deux Vallées** in Vallée de la Blanche is **celebrating its 50th anniversary**, alongside **Isola 2000** at the gateway to Mercantour National Park.

Committed to preserving the local landscapes and diversifying their activities, these first-generation ski resorts have always refused the temptation of a 100% ski-based economy. In fact, skiing is simply

part of winter lifestyle and visitors are also encouraged to get to know the men and women who live there all year round, delve into local culinary pleasures and top up on well-being. The Southern Alps' geographical and sociological diversity has naturally forged a wide range of activities, from ice climbing to gliding, hot air ballooning, ziplining and dog sledding.

Deprived of their ski lifts for the 2020-2021 winter season, these historic resorts have also proved their unshakeable resilience.

The Southern Alps has always strived to safeguard its natural treasures, a source of well-being, thrilling sensations and relaxation alike. Today, at a time when ecological issues are a priority, the destination



is proving that eco-friendliness and economic development can go hand in hand. Thanks to the **Provence-Alpes-Côte d'Azur region's unfailing commitment to gentle mobility**, this secretive area is increasingly well-connected to railway stations and airports alike.

Boasting **zero pollution peaks** and a thousand stars twinkling in Europe's purest skies, the Southern Alps promises an unforgettable change of scenery. In fact, more and more city dwellers are making it their year-round home, transforming what was once a simple winter holiday in the sunshine into an office in the **snowy mountains...**



A LAND OF CHAMPIONS

Two-times alpine skiing world champion **Mathieu Faivre** will be representing France at the 2022 Beijing Winter Olympics. Also walking in the footsteps of **Luc Alphand**: the double Olympic snowboard champion **Pierre Vaultier**, world handiskiing star **Arthur Bauchet**, skicrosser **Alizée Baron**, cross-country skiers **Richard Jouve** and **Coraline Thomas Hugues** and half-pipe specialist **Lucile Lefèvre**. Both based in Gap, the 7 times world rally champion **Sébastien Ogier** and parachutist Stéphanie Texier will be writing the region's name in gold both in the air and on the roads.

THE SOUTHERN ALPS, A DRIVING FORCE

The **Southern Alps** is a fabulous complement to Provence-Alpes-Côte d'Azur's iconic destinations **Provence** and **Côte d'Azur**. We meet with overseas tour operators throughout the year, and they are always pleasantly surprised by our close proximity to both the Alpine peaks and Mediterranean coast. France's 2nd most popular mountain range in terms of overnight stays, the Southern Alps still needs to expand its international clientele, which currently represents just 15% of tourists. This ambition forms the cornerstone of our current development strategy.

For the last 4 years, we have focused strongly on forging and promoting the identity of the **“Alpes French South” destination brand** (“Alpes du Sud” for French-speaking markets) in close collaboration with the Provence-Alpes-Côte d'Azur Regional Council and Hautes-Alpes Development

Agency. Encompassing the southern area of the French Alps, the **“Alpes French South”** brand image cultivates the Pure theme - purenature, puresun, puresnow, etc. It is currently our flagship destination.

Working hand in hand with our partner ski resorts, we are moving forwards together to promote this magnificent mountain range in both winter and summer and are currently fine-tuning our communication campaign for the coming winter season, targeting both French and European markets. Next January, we will be proudly taking part in the major annual international “Destination Montagnes” meeting under the “Alpes French South” banner.

François de CANSON

President of the Provence-Alpes-Côte d'Azur
Regional Tourist Board

A LASTING COMMITMENT IN PACE WITH THE VALUES OF THE SOUTHERN ALPS

Conveyors powered by solar panels, cable cars gradually reducing the number of old ski lift pylons and the development of non-motorized nature activities: the Southern Alps is committed to achieving faultless sustainable development for the tourism of tomorrow, forged in partnership with local men and women and in respect of the environment. A hub of **pioneering resorts in energy transition**, such as Les Orres and Serre-Chevalier - the first ski resort to produce its own electricity -, plus high investments in gentle mobility, the Southern Alps has resolutely jumped on the ecological transition train in order to consume less and better.

The “Resorts of Tomorrow” contract spearheaded by the Provence-Alpes-Côte d’Azur region allocates 50 million euros to the Southern Alps.

www.maregionsud.fr

ENCOURAGING GENTLE MOBILITY AT A FRIENDLY PRICE...

According to the Mountain Riders Association, transportation accounts for over half (57%) of total greenhouse gas emissions from mountain tourism. In addition, according to the firm G2A, traffic jams are the main reason why people don't go skiing! That's why the Provence-Alpes-Côte d'Azur region encourages alternatives to car travel.

• Carpooling

A solution promoted by various resorts: for example, in Val d'Allos, carpooling enthusiasts benefit from a full day's skiing for the price of a half-day.

• Zou bus services

In the Hautes-Alpes area, Zou offers services to ski resorts from the train stations of Gap, Mont-Dauphin, Embrun, Briançon and Argentière-les-Ecrins. If you're travelling from Nice airport or station, or from Grasse, the Alpes-Maritimes buses serve the resorts of Valberg and Gréolières-les-Bains at unbeatable rates. Another example? The buses also run to Montclar-les-Deux Vallées from Marseille-Provence airport and Aix-en-Provence TGV train station.

• Train des Neiges

You'll find services to the Southern Alps resorts running every weekend from the region's ZOU! train stations in Marseille, Aix and Manosque. If you're travelling from Nice or Digne-les-Bains, the Train des Neiges works in conjunction with Zou buses to serve Val d'Allos, the small resort of Casterino, and more.

zou.maregionsud.fr





© R. Palomba - Adobe Stock - LeNaturgraphie

65 SKI RESORTS PACKED WITH THE PERSONALITY OF THE SOUTH!

A medieval hamlet, year-round lively little shopping town, 20th-century heritage resort or hilltop mountain village...

Simply pick your mountain break! You'll be hard pushed to beat the diversity on offer in the Southern Alps. Serre-Chevalier Grand Domaine offers a unique opportunity to admire **Briançon – an ancient citadel built by Vauban, now a UNESCO World Heritage Site** - from a cable car. Meanwhile, **Europe's highest village, Saint-Véran** in Queyras, welcomes visitors with four-star hotels in the clouds and charming guest rooms in gorgeous old log cabins.

Freeriders love the snowy valleys of **alpine hamlets** such as Crévoux and Serre-Eyraud, still home to a few farms. Puy-Saint-Vincent and Vallouise are

coveted by mountaineers the world over, while Les Orres, Vars and Orcières-Merlette boast beautiful examples of **high-design architecture**... And that's not counting the many small family resorts with a big heart, such as Ancelle, Chazelet, Ceillac, Grand-Puy and Gréolières. The list is long!

The activities on offer are as varied as the resorts themselves. Lac d'Allos, **Europe's highest natural lake**, is steeped in a magical atmosphere in winter. Slide into your snowshoes and head out to explore. Cross-country skiing is popular everywhere: there's nothing quite like catching a **glimpse of the Mediterranean** from a Mercantour mountain ridge after a long ascent. Opt for the company of a guide for this eco-friendly climb, a proud bearer of the

“Esprit Parc National” quality label. Alternatively, how about a trapper-style adventure in the Vallée des Merveilles adorned with **Neolithic engravings** or a full immersion in wild larch forests? You can also enjoy an **escape game** in the underground galleries of Fort Vauban in Seyne-les-Alpes, admire the Little Big Horn exhibition by Ousmane Sow in the **fortified, UNESCO-listed village of Mont-Dauphin**, or roam the **arty “Parcours des Fées” trail in Crévoux**. Boréon-Saint-Martin-Vésubie takes the biscuit when it comes to sporting activities, with a breathtaking line-up of skating, biathlon, telemark, ice climbing, cross-country skiing, snowshoeing, ziplining and even indoor canyoning at the Vesúbia Mountain Park - **a mountain sports complex unique in Europe**.



10 REASONS TO VISIT IN WINTER

1 MORE SUNSHINE

The sun shines 300 days a year in the Southern Alps, clocking up (according to the Météo France weather service) a total of 2,600 hours of sunshine, just like the Mediterranean coast. In February 2020, the Alpes-de-Haute-Provence area enjoyed 187 hours of sunshine (versus 79 in Paris and 120 in Savoie!). Serre-Chevalier has long been nicknamed the **Winter Riviera** and its slogan - “Always blue skies, fresh snow and Provencal sunshine” - keeps its promises. What's more, traditional sundial making is part of the Queyras area's rich craft heritage.

2 ZERO POLLUTION PEAKS

You won't find any major groups or polluting activities here: the Southern Alps boasts **zero pollution peaks** and promises visitors fabulously **pure air**. To ensure this beautiful site is preserved to the full, the various Southern Alps resorts are among the most innovative in Europe in terms of **renewable energy production** and mindful consumption and are committed to a resolutely eco-friendly travel offering.

3 AN ENDEARING AND AUTHENTIC WELCOME

All of the customer satisfaction surveys say the same thing: **people come back happy from their stay in the Southern Alps**. In short, the Southern Alps isn't a factory... Whether you're meeting with the local producers, enjoying an introduction to arts & crafts, discovering new activities, or simply savouring a meal in a friendly auberge, **authentic human relationships are an essential part of daily life here**.

4 DAZZLING PANORAMIC VIEWS

Take to the heights in the Southern Alps and lap up the sweeping vistas over the Ecrins and Mercantour peaks, Italian border, **scintillating Mediterranean Sea** on the horizon and blue lakes frozen in time... Don't miss this season's Top 2 new winter terraces: the **Grand-Puy solarium** in Vallée de la Blanche and **high-altitude Pic Vert restaurant** in Les Orres, just at the top of the ski lift of the same name, at a height of 2,230 metres. The view from the terrace spans Embrun valley and Serre-Ponçon lake.

5 AFFORDABLE SKI RESORTS

Ski passes in the Southern Alps are very competitively-priced. In the Alpes-Maritimes, for example, you can ski on 30 km of slopes at Roubion, just 1 hour from Nice, for €18 per adult/day and €14 per child if you book at

www.roubion.com

Accommodation and food are also cheaper than in the Northern Alps. An example? €50/night at the Balcons du Grand-Puy, in the stunning setting of the Blanche mountain chain, between January 3rd and February 5th, 2022. Last but not least, you'll find a variety of passes giving access to numerous activities at a friendly price:

NEW IN 2021-2022

The **Colmiane Carte Privilège card** (€25) and **Passp'Orres**, offering tobogganing on rails, unlimited access to the skating rink, cinema and pedestrian ski lifts. 3-day pass: adults €20, children €15. 6-day pass: adults €38, children €26.



6 LARCH, THE KING OF WOOD

In autumn, the huge larch forests turn flaming red, setting the Southern Alps ablaze. **Larix decidua**, or larch wood, was used to manufacture the very first skis in the Briançon area and is still used to protect both the exterior and interior of the region's chalets. Its needles have **medicinal properties** and its resinous scent makes it a sensation in the kitchen, where it is used to perfume syrups, desserts and sweets, as well as liqueurs. Don't miss a visit to the Mountain Spirit Fabrik distillery in Briançon! A pioneering species, larch grows on **impoverished soils, which it helps to enrich**.

7 STARRY SKIES

Nights in the Southern Alps are just as beautiful as the days. The International Dark-Sky Association, based in the United States, awarded the "**International Dark Sky Reserve**" label to the Alpes Azur Mercantour area in 2019 in recognition of the exceptional quality of its night skies and actions undertaken to reduce light pollution. Several resorts, including Valberg and Les Orres, bear the "**Starry Towns and Villages**" label, awarded to municipalities using 34% less artificial light than average.



8 MOUNTAINEERING VILLAGES

Mountaineering was classified as part of UNESCO Intangible Heritage in December 2019. The Ecrins mountain range in the Southern Alps is the second-largest mountaineering area in France after Mont-Blanc, and its hotspots such as **Ailefroide, La Bérarde and La Grave** are reputed the world over. Under the aegis of Ecrins National Park, the Agence de Développement des Hautes-Alpes and Provence-Alpes-Côte d'Azur Regional Council, five villages have now launched an application for the very-exclusive "**Mountaineering Villages**" (Villages d'Alpinisme) label created in 2008 by the Austrian Alpine Club, sporting the motto "**Less but better**". These peaceful localities devoted to **gentle tourism** cherish the mountain environment and boast a diverse and respectful mountain sports offering that honours the region's eco-sustainable policy. The five Southern Alps candidate villages are **Vallouise-Pelvoux, La Grave, La Chapelle-en-Valgaudemar, Saint-Christophe-en-Oisans and Valjouffrey**.

www.ecrins-parcnational.fr

9 A FESTIVE ATMOSPHERE

The Southern Alps prides in its natural, sincere character, where slow tourism reigns and **Christmas is celebrated** in purest Provencal tradition. But that doesn't mean you can't have fun and enjoy a challenge! The singer **Mika is kicking off the season in Vars at 1,850 metres**, while **San Severino** is launching the **1st edition of Les Hivernotes in Val d'Allos**, followed by the **Altitude Jazz Festival in Serre-Chevalier-Briançon**. **Les Piolets d'Or in Briançon** is a fitting reminder of the region's status as a cradle of mountaineering – you can also opt for the **Ice Climbing Ecrins event in L'Argentière-la-Bessée** or Nordic Walkin, held for the first time this year in **Puy-Saint-Vincent**. **Orcières-Merlette 1850** will be welcoming the **Alpine Skiing Europa Cup** women's speed events, while **Queyras** is the venue for the renowned **Grand Béal ski mountaineering** competition and **Vars** is hosting the **Speed Ski World Cup** on the legendary Chabrières slope. Equally mythical, **Isola 2000** is welcoming the Andros Trophy and E-Trophée Andros (its rally version), both 100% electric this year. Wellbeing is on the menu of the Igloo Pelvoo village in Pelvoux-Vallouise, while **Gap Bayard au Féminin** is offering workshops, massages and gourmet treats curated specially for women on February 5th and 6th, 2022. And there's no need to be sporty!

Check out this winter's full list of events
docs.google.com



© Grotte de Neige - P. Tournaire - Les Orres - W. Camus - Speedline

10 UNIQUE EXPERIENCES

Ski Joëring, horse-drawn skiing through 17 km of forest trails.

www.blancheserreponcon-tourisme.com

Hot-air ballooning over a bocage of hedgerows and canals, a site unique in Europe.

www.champsaur-valgaudemar.com

Moonlit hikes on the Nordic domain of Ubaye.

www.blancheserreponcon-tourisme.com

Waouland cross-country trail, in the footsteps of champion Alizée Baron.

orcieres.labellemontagne.com

A guaranteed shot of adrenalin on the **1,870-metre SpeedLine**, reaching speeds of up to 140 km/h.
speedline-lesorres.com

Dog sledding in the Mercantour wilderness.
www.isola2000.com

Freeriding with champions Maël Ollivier and Tonin Lecomte.
www.valdallos.com

Night skiing on a lit slope lined with interactive LEDs.
www.paysdesecrins.com

Snow cave-gallery exhibiting 30 snow and ice sculptures on the caribou theme.
www.vars.com



SKI DOMAINS OR VILLAGE RESORTS?

LES ORRES

Serre-Ponçon valley

A high-altitude concierge, high-speed fibre optic Internet and innovative activities: Les Orres is a sun-kissed, innovative Mountain Lab. A pilot for the European Smart Altitude programme, the village aims to develop a resilient mountain tourism model. Set at the gateway to Ecrins National Park, gazing out over Serre-Ponçon lake, it guarantees excellent skiing conditions from the Christmas holidays onwards thanks to its sustainable snow cannons. 2 conveyors on the new snow front, at 1,800 metres, provide free and comfortable access to the first snow sports space and other non-ski activities such as tobogganing. A 2-km zipline is scheduled to link the summit of Pic Vert to the opposite side of the domain in 2022.

www.lesorres.com

ORCIÈRES-MERLETTE

Champsaur Valgaudemar valley

Snugly tucked away under the watchful guard of Vieux Chaillol, Tête de Dormillouse, Pointe des Estaris and the other 3,000-metre peaks of Ecrins National Park, Orcières-Merlette was Champsaur's first ski resort and remains the largest, boasting 100 km of slopes rising to 2,725 metres. A holder of the "Familles Plus" label, the resort overflows with activities and smart innovations, including Blue Label trails crossing green and blue slopes and offering exceptional panoramic vistas. In 1970, Orcières-Merlette also invented the "snow school" concept. With non-stop fun and frolics including a winter park and igloo evenings on Rocherousse plateau, you'll never get bored here. Among the resort's 22 hamlets, Prapic and Serre-Eyraud are our absolute faves.

www.orcieres.com

SERRE-CHEVALIER

Guisane valley

In 1941, Serre-Chevalier inaugurated the longest cable car in Europe. 25 years ago, the resort invented the first "accrobranche" treetop adventure course. In celebration of this year's 80th anniversary, Serre-Chevalier is opening a giant zipline in late 2021. 80% of the resort's 250 km of slopes are located at altitudes of over 2,000 metres and the ski domain stretches from Col du Galibier to Briançon. Skiers and pedestrians enjoy unique views over the town's UNESCO World Heritage fortifications from the Prorel cable car. Serre-Chevalier also boasts thermal baths, located in the town of Monêtier-les-Bains. The first ski resort to produce its own electricity by combining hydroelectricity, solar power and micro wind turbines, it upholds a strong eco-friendly commitment.

www.serre-chevalier.com



© R. Morel - OT Vars - R. Palomba - E. Molle

VARS Guillestrois valley

The season is kicking off with a giant concert by the singer Mika. A dynamic resort, Vars caters to a wide public thanks to its speed ski slope, Vars Parc for freeriders, wild environment and groomed trails at altitudes of over 2,000 metres. It shares the Vars la Forêt Blanche ski domain - boasting 180 km of slopes and a 1,100-metre downhill slope - with Risoul. Les Claux forms the heart of the resort, which also spans three other villages: Sainte-Marie, Saint-Marcelin and Sainte-Catherine. From its highest point at 2,750 metres, you can glimpse Mont-Ventoux, Mont-Blanc, the Ecrins mountains and even Serre-Ponçon lake.

www.vars.com

VAL D'ALLOS Verdon valley

Every Wednesday, Gilles, an ambassador of the Mercantour Écotourisme heritage label, introduces visitors to the jewel of Allos - the 13th-century Notre-Dame-de-Valvert church. The village, which forms part of Mercantour National Park, is renowned for its farms, ancient washtubs, dairy cooperatives and market coveted by the region's producers. You can access the Espace Lumière and its 180 kilometres of slopes from two village resorts, La Fou and Le Seignus, dotted with chalets hidden away among the larch trees. The pistes are spread over five slopes - perfect for soaking up the sun until dusk.

en.valdallos.com

PRA LOUP Ubaye valley

Fancy savouring a traditional Provencal Aioli at an altitude of 1,500 metres? It's only in Pra Loup! A cable car takes you from Les Molanès, in the quieter part of this dual-level resort, to the heart of the ski domain at 1,800 metres. From there, a ski-in ski-out link to La Fou d'Allos provides access to 180 km of slopes at the Espace Lumière. In the evening, you can enjoy dining at Le Peguieou high-altitude restaurant at an impressive 2,365 metres. Located just 7 km from Barcelonnette, the little capital of the Ubaye area, Pra Loup and its Mediterranean atmosphere have been delighting ski enthusiasts since 1961.

www.praloup.com

MONTCLAR-LES-DEUX VALLÉES La Blanche and Ubaye valley

A little corner of Switzerland in Provence! What better way to describe the Blanche-Serre-Ponçon area? Celebrating its 50th anniversary in 2021, Montclar-les-Deux Vallées was one of France's first resort towns. A handful of very unusual little buildings shaped like a mountain form the heart of the pedestrian village. 17 ski lifts whisk skiers up to the 50 kilometres of slopes facing Serre-Ponçon lake or on the heights of Ubaye valley, but visitors are especially encouraged to meet with locals, hike on the groomed trails and tour the forts of Seyne-les-Alpes and Barcelonnette. Another special feature: the resort – the Southern Alps' nearest ski resort to Marseille - is managed as a cooperative.

www.montclar.com

VALBERG Cians/Vars valley

The Alpes-Maritimes' oldest resort is set on a mountain pass between the Saint-Honorat mountain range and Mont Mounier. It boasts the Flocon Vert, Familles Plus and Village Etoilé (Dark Sky) labels. Home to 800 inhabitants, the village is almost devoid of light pollution and astronomy is one of the many non-ski activities of this delightful resort at the gateway to Mercantour National Park, near the Cians and Daluis gorges. With its cocktail of farms, typical old houses, modern accommodation, a pedestrian area and electric carsharing amenities, Valberg is a hub of well-being. The latest addition? A special trail dedicated to yoga.

www.valberg.com



AURON Mercantour National Park and Alpes Azuréennes

A former alpine farming village located in the high country of Nice, adorned with an historic chapel, Auron is a resort on the up and up. This winter, it is inaugurating an indoor swimming pool, together with the lit Colombier slope dedicated to athlete training. The ski domain, ranging from 1,250 to 2,450 metres, is the largest in the Alpes-Maritimes and offers breathtaking views over the Italian border and peaks of the Mercantour area. In December 2021, Le Monde des Neiges is opening the first phase of its future five-star holiday resort – a first in the Southern Alps. The architecture of this magnificent site is inspired by the ancient barns of La Tinée.

hiver.auron.com



CASTERINO Roya valley

Nestling in Haute-Roya, in the town of Tende, Casterino is a pristine paradise at the foot of Mercantour National Park. Perched at an altitude of 1,550 metres on the French border, the hamlet is surrounded by beautiful peaks: Mount Agnelino, Le Chajol, the Sainte-Marie mountains and mythical Mount Bégo worshipped by pastors from the valleys of Fontanalba and Merveilles in Neolithic times. Just 1½ hours by car from the buzzing city of Nice, and served by the Train des Merveilles, it is the departure point for the Vallée des Merveilles' internationally-famed cave paintings in summer. In winter, visitors enjoy cross-country skiing, climbing the Mercantour peaks to catch a bird's eye view of the Mediterranean, or snowshoeing to the Refuge des Merveilles, surrounded by frozen lakes.

www.menton-riviera-merveilles.fr



A MOUNTAIN OF ORGANIC TREATS

Home to over 40% certified-organic farmland, the Hautes-Alpes is now France's leading organic area*, with 430 farms producing organic wines, cured meats, cheeses, vegetables and fruit, such as Alpes-de-Haute-Durance IGP (Protected Geographical Indication) apples.

Even the mushrooms are organic here! Shiitake and oyster mushrooms flourish in the exceptional setting of the Rochambeau barracks, a UNESCO World Heritage Site designed by Vauban located in the fortified village of Mont-Dauphin. Queyras blue cheese and soft cheeses courtesy of the Fromagerie de Monbardon cheesemaker and Cooperative Laitière des Alpes du Sud dairy cooperative are also matured inside this national monument.

Wash them down with a drop of the exquisite "La Grave-La Meije 3200" chartreuse. The Alpes-de-Haute-Provence area boasts another precious elixir too: Montclar mineral water, collected from France's

highest natural spring at an altitude of 1,650 metres. Lamb, spelt, citrus fruits, fish and other seafood treasures all adorn the rich cuisine of the Alpes-Maritimes.

A beautiful blend of Provence, Italy and Mediterranean, the Southern Alps pampers visitors with a fabulous choice of specialties, ranging from Champsaur "tourton" fritters to Valgaudemar "oreilles d'âne" spinach bake, Queyras fondu and Nice's famous "farcis" stuffed vegetables. The local cuisine is tasty, healthy and primarily vegetarian.

*Source : Agence Française pour le développement et la promotion de l'Agriculture Biologique.



©Studio Chevillon

HOSPITALITY REFOUND: BOUTIQUE-HOTELS, CHALETS, HOLIDAY RESORTS & SELF-CATERING

LE 16I150**** MONTAGNE & SPA NUXE Vars

This boutique hotel at the foot of the Olympic slope features 29 high design rooms & suites, plus a bistronomic "SKITCHEN" restaurant. The hotchpotch decor mixes stone and solid oak, plus items by Paulin and Starck, and classic Sixties memorabilia. There's even a secret room for children and a "Refuge" suite for 10 guests. The 300 m² Nuxe Spa unveils a world of wellness, playing with light and shade, and fire and water. Perched at an altitude of 1,650 metres (hence its name, simply pronounced sixteen hundred and fifty), it is situated just 50 metres from the Sainte-Marie ski lift.

hotel16-150.com

CHALET BLANC HÔTEL & SPA**** Fully renovated! Montgenèvre

Set at an altitude of 1,860 metres in Montgenèvre, just over an hour from Turin airport, the four-star Chalet Blanc Hotel has had a makeover. The 30 rooms offer a blend of traditional Alpine architecture and cosy contemporary touches.

www.hotelchaletblanc.com

LE MAHANA Champcella, Ecrins National Park

More and more people yearn to take a break from the digital world every year... This new self-catering gite in Ecrins National Park, just next to the ice waterfalls and Freissinières cross-country ski area, offers everything you need to switch off: organic latex mattresses, a wood stove and even a larch wood tub. Wifi is by request only and activities include husky dog cuddling and collecting eggs from the henhouse. Your hosts, Maud and Bruno, offer an adapted welcome for challenged guests and carers. And for extra environmental-friendliness, they pick guests up free of charge from the station! From €735 euros per week for 5 guests.

lemahana.com

COMING SOON IN RISOUl FOR AGES 18-35

Yariv Abehsara, the Director of Travelfactory, aims to create a range of special mountain breaks for 18-35 year-olds keen to get away from it all, have fun and share unforgettable travel experiences. Backed by the Compagnie des Alpes, Yariv has chosen Risoul - a popular resort among freeriders - as the location for the first Yoonly & Friends.

www.yoonly.eu

Offering a chic, casual, industrial-style decor, this residential hotel-come-hostel will feature lofts, studios and apartments for 4, 5, 6 or 9 guests, together with relaxation and gaming areas for chilling, a luggage room and, of course, a restaurant-bar, baptised Le YoYo.

AUBERGE DE LA ROCHE La Colmiane-Valdeblore

Located between La Tinée and Vésubie, in the countryside above Nice, this beautiful and refined-yet-rustic auberge encompasses two old stone houses. The five rooms are bedecked with antique furniture, including an ancient castle fireplace, Celtic tub, Art Deco glass slabs and 1910 Thonet chairs from the Café de Paris in Monaco... Permaculture vegetable gardens, a henhouse built around the terraced garden and meat smoking room provide the ingredients for the gastronomic delights concocted by chefs Louis Philippe Riel and Alexis Bijaoui. And you can wind up your fine dining experience with a cup of homegrown flower tea. Auberge open from Friday evening to Tuesday morning. Night & dinner for two guests €375.

www.laubergedelaroche.com



ALPIN D'HÔME Orres

Set on tiered terraces gazing out over Embrun valley, this bubble tent hamlet nestling among larch trees now features two new domes - including one accessible to reduced-mobility guests - and three Finnish kotas. The occupants of its cosy wooden cottages and 11 domes are pampered with a new kota grill this year (also welcoming exterior diners), promising a delightful evening by the fireside.

www.alpin-dhome.fr



LE PURE MONTAGNE RESORT & SPA Boréon-Saint-Martin-Vésubie

Inaugurated in July 2021, this four-star apartment hotel features 34 luxury suites set in five large Alpine chalets. You'll find a Nordic space there too from December 2021, complete with sauna, steam room and jacuzzi, as well as an outdoor Nordic bath set on a terrace overlooking the valley. Tip for bargain hunters: in keeping with the current youth hostel trend, the establishment also offers ten modular rooms for 2 to 8 guests.

www.puremontagneresort.fr

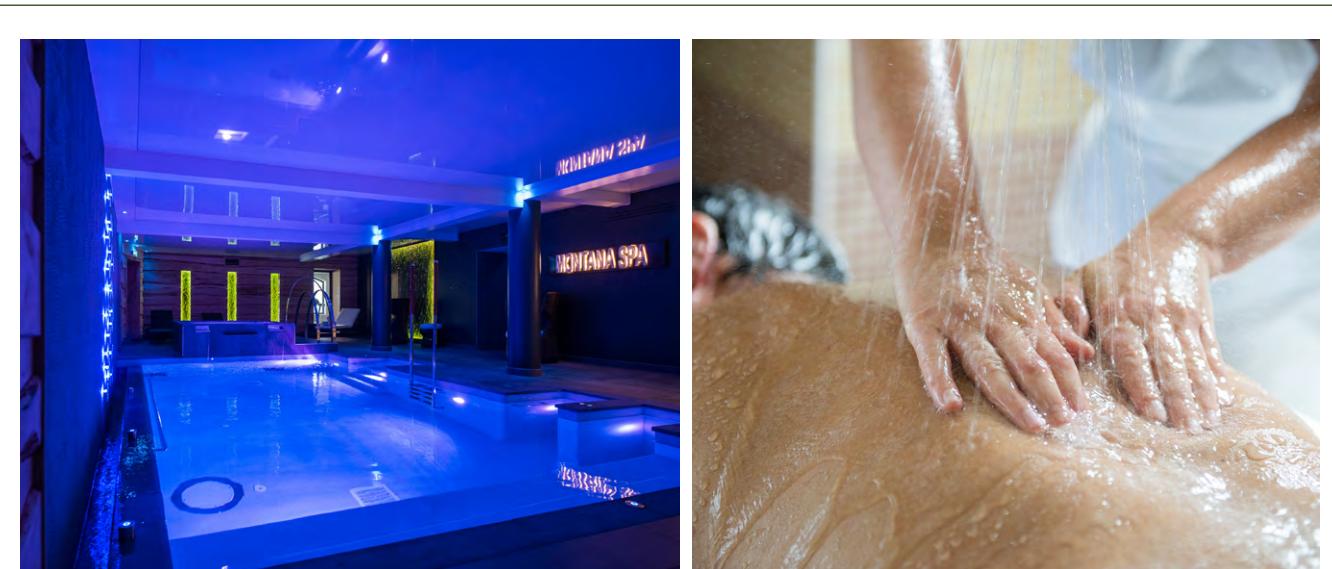


CHALETS PLEIN SUD

Isola 2000

These five luxury chalets for 6 to 13 guests sport a superb wooden decor combining the dual delights of the Côte d'Azur and mountains. The accommodation is spacious too: the Castor chalet for 13 guests spans an impressive 240 m². Each chalet is fitted with its own spa and sauna, together with expansive terraces perfect for high-altitude sunbathing and enjoying the view from the Belvédère quarter. Breakfast is delivered every morning.

leschaletspleinsud.com



AND NEW SPAS...

Le Sauze, a new top-of-the-range Spa at the Montana Chalet Hôtel****

It's snowing outside... and inside! Bathed in a cosy atmosphere, this brand new 500 m² spa features a sensory pool, counter-current pool, steam room complete with starry sky, sauna, sensory showers and a snow cabin (unique in France). The treatments are courtesy of Pure Altitude.

www.montana-chalet.com

A new thermal spa in Digne-les-Bains

Good news for holidaymakers at the Alpes-de-Haute-Provence ski resorts, especially if you're in the Blanche Serre-Ponçon area: the Thermes de Digne-les-Bains has just opened a superb new thermal spa. The large indoor- outdoor pool on the first floor offers sweeping views over the Vallée des Sources and pampers bathers with the benefits of highly-mineralized waters springing naturally from the foot of the cliff at temperatures of 22 to 42°C. A tribute to the great explorer Alexandra David-Neel, who retired to this gorgeous little corner of the world, the spa menu includes a Kansu Bowl Tibetan Massage.

www.thermesdignelesbains.com



LE MONDE DES NEIGES

**The Southern Alps' first five-star holiday resort
Auron**

The Southern Alps' first five-star holiday resort is opening its doors in Auron in 2022, with accommodation available from late 2021! Boasting an impeccable South-West orientation and sublime, 180° vistas over the ski domain and peaks of Mercantour National Park, the resort is entirely pedestrian. Its very-elegant wood and stone architecture is inspired by the ancient barns of La Tinée valley. Michelin 2020 two-star Chef Bruno Oger will be pampering guests with his culinary marvels at the five thematic restaurants.

www.mondedesneiges.com



RÉSIDENCE CRISTAL LODGE Saint-Chaffrey (Serre Chevalier)

This new apartment hotel enjoys an ideal location at the heart of Serre-Chevalier ski resort, meaning everything is accessible on foot. The establishment is situated on the site of Hôtel de la Balme – a family-run hotel owned by French skiing champion Luc Alphand. The site also features two new buildings forming a holiday condominium, with 45 apartments ranging from 2-room to 4-room duplex cabins.

www.serre-chevalier.com



HÔTEL LA ROBÉYÈRE & SPA

Awarded a 4th star, Embrun

Set at the foot of the ski resorts of Les Orres, Réallon and Crévoux, overlooking Durance plain and Serre-Ponçon lake, this exceptional, recently-refurbished address has just joined the BW Signature Collection by Best Western hotel network. Now boasting four stars, Hôtel de la Robéyère is an historic 18th-century building, clinging to the slopes of Embrun rock. Its Bains de la Robéyère spa features an alluring treatment menu, Nordic bath with gorgeous views, solarium, steam room, sauna and indoor swimming pool. A guaranteed exquisite experience in the mountains.

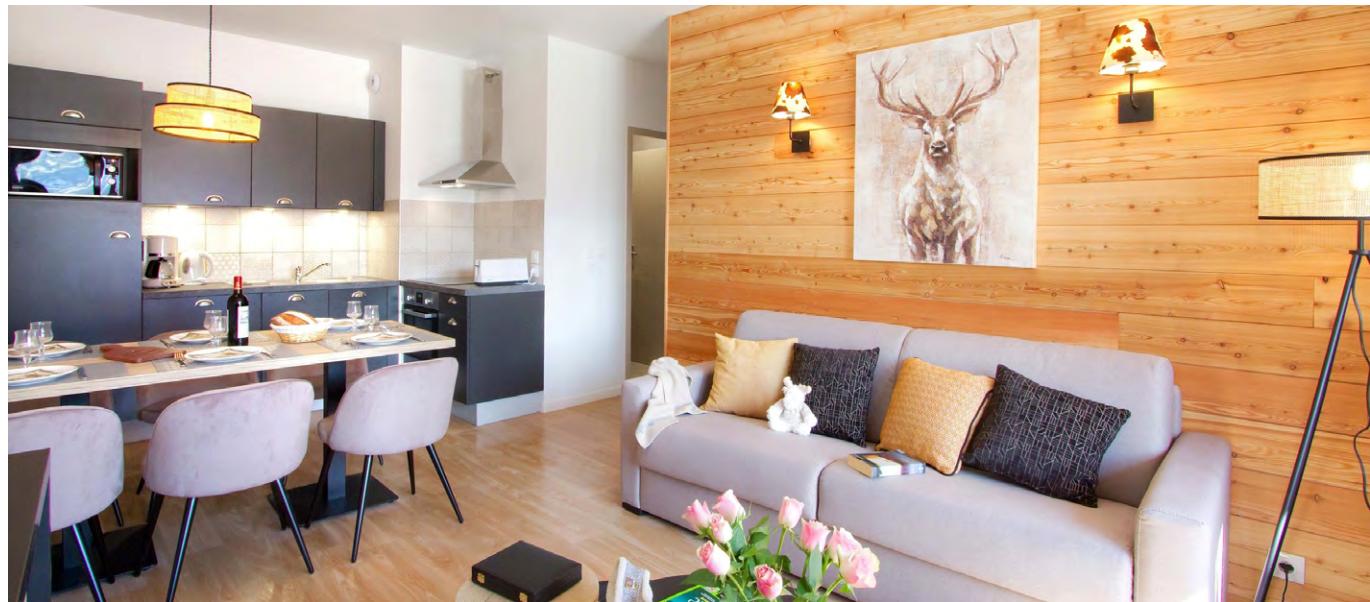
www.larobeyere.com



LES CHALETS DES ÉCRINS La Joue du Loup (Devoluy)

L'Écrin des Neiges hotel is offering 8 new luxury chalets for 6 guests. Built in solid wood, the chalets enjoy hotel services, including breakfast served at the hotel or delivered to your chalet, a ski room at the foot of the slopes, bar, etc.

www.ledevoluy.com



RÉSIDENCE ROCHEBRUNE 2 (Les Cimes) - Orcières Merlette 1850

This brand new four-star apartment hotel has taken up its winter quarters in Orcières Merlette 1850. Spanning 3,800 m², it features 3 chalets and a total of 50 lodgings ranging from studios to 4 rooms, accommodating a total of 250 guests. The establishment offers a spa with sauna, steam room and jacuzzi, plus an indoor heated swimming pool, also accessible from the Rochebrune 1 "Le Vallon" apartment hotel.

www.orcieres.com



MAJOR SKI DOMAINS & VILLAGE RESORTS

alpes FRENCH SOUTH

High-speed train station

Airport

River

Nature Parks

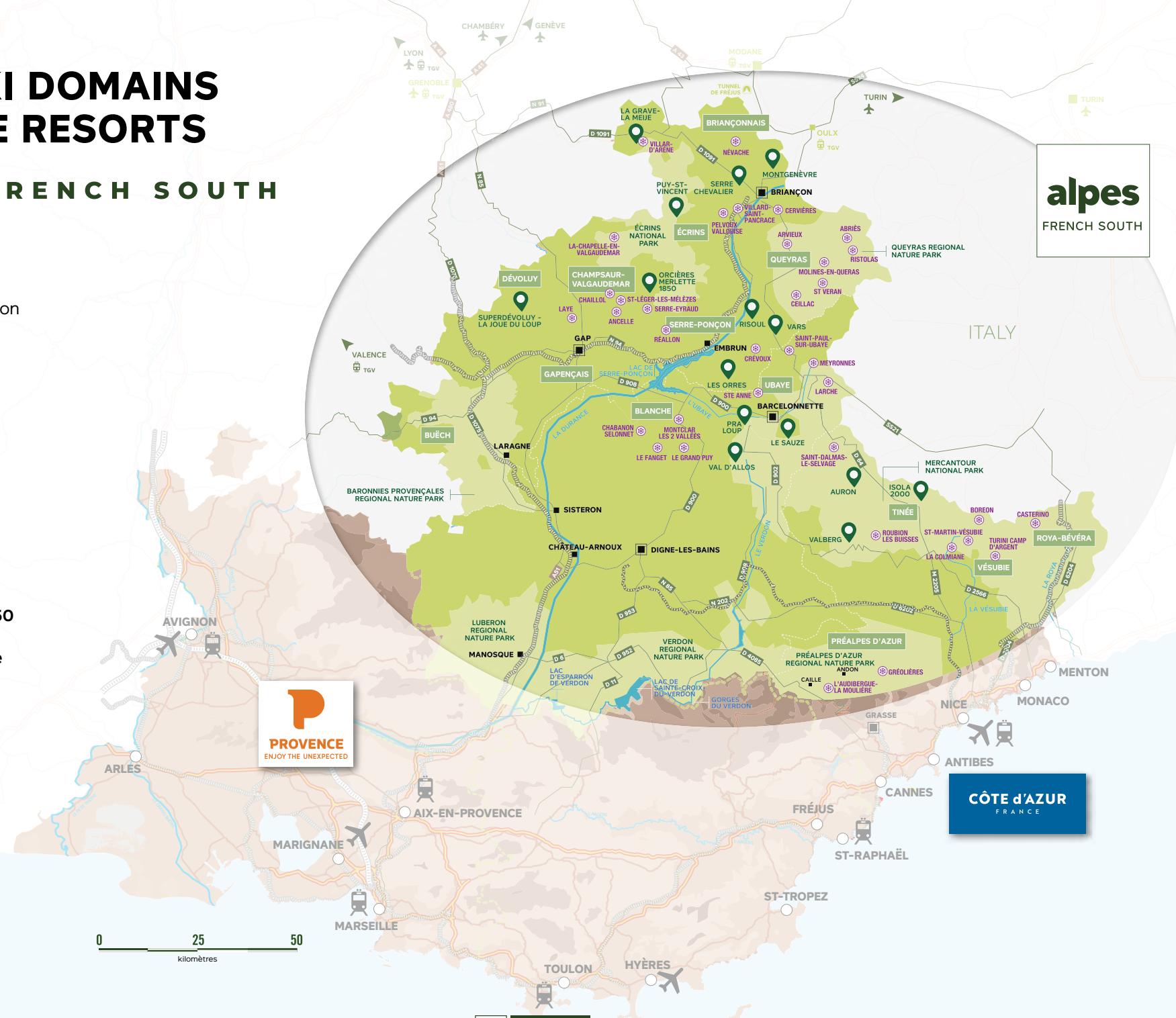
Main towns

Valleys

Major ski resorts

- 📍 Pra-Loup
- 📍 Le Sauze
- 📍 Val d'Allos
- 📍 Vars
- 📍 Risoul
- 📍 Orcières-Merlette 1850
- 📍 Puy-Saint-Vincent
- 📍 Serre Chevalier Vallée
- 📍 Montgenèvre
- 📍 Superdévoluy
- 📍 La Joue Du Loup
- 📍 Les Orres
- 📍 Isola 2000
- 📍 Auron
- 📍 Valberg
- 📍 La Grave La Meije

📍 Ski resorts



MAJOR SKI DOMAINS

► ALPES-DE-HAUTE-PROVENCE (04)

Vallée de l'Ubaye

Pra-Loup

www.praloup.com

Le Sauze

www.sauze.com

Vallée du Verdon

Val d'Allos

www.valdallos.com

► HAUTES-ALPES (05)

Vallée du Guillestrois

Domaine de la Forêt Blanche - Vars

www.vars.com

Vallée du Guillestrois / Queyras

Risoul

www.risoul.com

Vallée du Champsaur Valgaudemar

Orcières Merlette 1850

www.orcieres.com

Vallée de la Vallouise

Puy-Saint-Vincent

www.puysaintvincent.com

Vallée de la Guisane

Serre Chevalier Vallée Briançon

www.serre-chevalier.com

VILLAGE RESORTS

► ALPES-DE-HAUTE-PROVENCE (04)

Vallée de La Blanche et de l'Ubaye

Montclar les 2 Vallées

www.montclar.com

Vallée de La Blanche

Chabanon - Le Grand Puy

www.blancheserreoncon-tourisme.com

► HAUTES-ALPES (05)

Vallée de la Romanche

Station village du Chazelet &

Domaine Nordique de Villar d'Arène

www.chazelet.com

Vallée de la Clarée

Névache - Val-des-Prés

www.claree-tourisme.fr

Vallée de la Vallouise

Pelvoux-Vallouise

www.paysdesecrins.com

Vallée du Queyras

Le Queyras

www.queyras-montagne.com

Vallée du Champsaur

Ancelle, Champsaur 3 Gliss Chaillol

Laye - Saint-Léger-les-Mélèzes

www.champsaur3gliss.com/fr

Vallée de Serre-Ponçon

Réallon - Crévoux

en.realloon-ski.com

en.crevoux.fr

► ALPES-MARITIMES (06)

Les Vallées de la Vésubie
et du Valdeblore

La Colmiane - Saint-Martin-Vésubie

Turini - Camp d'Argent

www.colmiane.com

www.saintmartinvesubie.fr

www.puremontagne.fr

KEY FIGURES

alpes FRENCH SOUTH

HOW TO GET THERE?

FROM AIRPORTS

Marseille: www.info-ler.fr

Nice: www.lignesdazur.com

Lyon, Grenoble, Turin,
Chambéry, Milan, Genève:
www.linkbus-alps.com

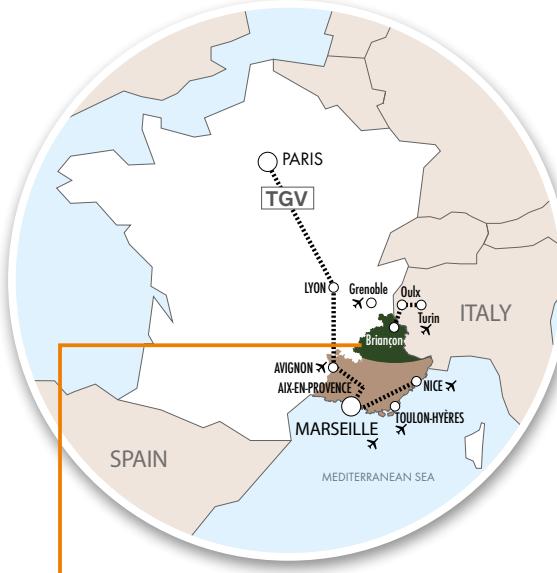
FROM TRAIN STATIONS

Aix TGV, Marseille, Lyon TGV,
Oulx TGV, Modane:

www.linkbus-alps.com

www.autocars-resalp.com

www.autocars-imbert.com



450 000

INHABITANTS

(8 % of the region's population)



2nd

MOUNTAIN
DESTINATION
IN FRANCE



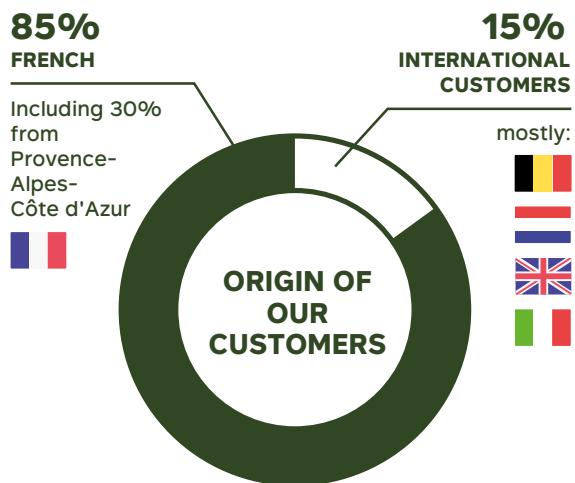
30

MILLION
OVERNIGHT
STAYS

15%
OF THE REGION'S
ECONOMIC ACTIVITY

€1,8 BILLION
TOURIST SPENDING

ZERO POLLUTION PEAKS



SEASONAL DISTRIBUTION

	WINTER	37%
	SUMMER	47%
	SPRING-AUTUMN	16%

2019 key figures and tourism activity

- **12,000 km²**, 40% of the Provence-Alpes-Côte d'Azur region's surface area and 8% of regional population
- **7 Nature Parks and 2 UNESCO Geoparks and National Geological Reserves**
- **26 lakes**, including Europe's largest natural high-altitude lake (**Allos**) and one of France's largest reservoirs (**Serre-Ponçon**)
- Europe's highest village: **Saint-Véran** (2 042 m)
- Europe's highest town: **Briançon** (1 326 m)
- **65 ski resorts and cross-country ski domains**
- **2nd French mountain destination**
(15% of regional economic activity)
- **30 million overnight stays**
(47% in summer, 37% in winter, 16% in spring/autumn)
- **€1.8 tourist spending billion** of economic benefits
- **85% French** travellers - **15%** international travellers

Activities: winter sports, outdoor and mountain activities (white water sports, aerial, sports, climbing, etc.) and all types of touring (hiking, horse riding, cycling, driving, motorbiking, etc.).



#AlpesFrenchSouth

#PureAlpes



#OnaTousBesoinduSud

FIND OUT MORE

SOUTHERN ALPS WEB PAGES



WINTER PHOTO GALLERY

<p>AGENDA Événements Saison Hiver Alpes du Sud 2021-2022</p> <p>Événements accessoires à modélisations ou perturbations de l'actualité</p>	 REGION SUD PROVENCE-ALPES-CÔTE D'AZUR	 COMITÉ RÉGIONAL DE TOURISME
<p>TOUT L'HIVER</p> <p>L'ESPRESSO HIBOU LA BATAILLE DES HAUTS EN HIVER D'ORIGINE SÔNE (100% énergie renouvelable)</p> <p>Gastronomie Gourmande</p> <p>LA CHANSON D'AMOUR L'Amour, c'est un état d'esprit. Natureux, respecté, laïc et universel. C'est une force qui unit les hommes. C'est une force qui anime le village perché de Monestier des Saules pour une durée limitée. Du 1er au 15 janvier, venez danser, chanter et déguster avec passionnément plusieurs dizaines d'artistes chanteurs. Chansons liées à l'amour, à l'espérance, à l'espérance d'un avenir meilleur... d'Amour et de l'Amour. Il existe également une programmation de spectacles en direct sur la chaîne YouTube de la commune de Monestier des Saules à partir du 1er décembre jusqu'à mi-janvier et en ligne jusqu'au 15 janvier.</p> <p>De 10h à 18h, accès libre à la vente de billets de séances de cinéma. Toutes les séances ont été adaptées aux protocoles sanitaires et sont suivies d'un débat avec les réalisateurs de films ou leurs invités. Pour les séances de cinéma, il faut réserver une place par personne. Les places sont à vendre au prix unique de 10€. Pour les séances de théâtre ou de chorégraphie, il faut réserver une place par personne. Le prix unique de l'entrée est de 10€. Pour les séances de cinéma, il faut réserver une place par personne. Le prix unique de l'entrée est de 10€.</p> <p>RESERVATION CINÉMA www.toutlhiver.com/cinema.html</p>	<p>OCTOBRE</p> <p>15 OCTOBRE 2021 ÉVÉNEMENT HIBOU</p> <p>LA CHANSON D'AMOUR Monestier des Saules</p> <p>Paul Aguirre, également un des fondateurs du festival, nous présente son nouveau événement, le grand Guit' sur une simple idée de faire danser et chanter les gens. Un événement qui se déroulera dans le village perché de Monestier des Saules pour donner à toute une ville une autre dimension.</p> <p>www.toutlhiver.com/la-chanson-damour-la-chanson-damour.html</p>	<p>DÉCEMBRE</p> <p>OUVERTURES DES STATIONS</p> <p>Mais préparent des remontées très floues pour l'ouverture des stations de ski. Les stations doivent attendre que les conditions météorologiques soient meilleures pour déclencher l'ouverture officielle de chaque station.</p> <p>10 DÉCEMBRE 2021 OUVERTURE DES STATIONS</p> <p>Sur les deux dernières semaines, plusieurs stations ont annoncé leur ouverture officielle. Mais elles doivent encore vérifier les conditions météorologiques pour permettre l'accès au public.</p> <p>Le 10 décembre, inauguration de la saison hivernale à Vars et Val d'Allos. La station de Vars a été inaugurée le 10 novembre, mais elle doit encore être vérifiée pour permettre l'accès au public.</p> <p>Le 10 décembre, ouverture officielle de la station de la Plagne. La station de la Plagne a été inaugurée le 10 novembre, mais elle doit encore être vérifiée pour permettre l'accès au public.</p> <p>www.toutlhiver.com/ouverture-des-stations-10-decembre.html</p>
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2021-2022 EVENTS CALENDAR



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SUD**
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ALPES
CÔTE D'AZUR



TOURISM
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✉ presse@provence-alpes-cotedazur.com

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