

WHAT'S NEW?

SOUTHERN FRENCH ALPES

SPRING -
SUMMER 2022

#SouthernFrenchAlpes
#PureAlpes
#visitsouthoffrance

SOUTHERN FRENCH
alpes

RÉGION
SUD
PROVENCE
ALPES
CÔTE D'AZUR



COMITÉ
RÉGIONAL
DE TOURISME



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10 reasons why you should prefer the Southern French Alps in summer



Devoluy ↑

1 Wide open spaces, here we come!

Mountains, holm oak and larch trees as far as the eye can see - far from the madding crowd... the Southern French Alps cover 40% of the territory of the Région Sud and are home to only 8% of the population. Seven natural parks, including the Mercantour and Ecrins national parks and two UNESCO Geoparks, protect their natural beauty.



Cadran solaire, Queyras, Saint-Veran - ©R. Van Rijn ↑

2 Sunny days and cool nights

Sundials are everywhere, proof that the weather is good in the Southern French Alps! Even if the sun's rays are gentle in the daytime, the nights are cool and you get a good night's rest because there's no pollution. Just perfect!



©iStock ↑

3 Dive in!

Swimming, rafting, canyoning, sailing or a siesta beside a stream: there's water everywhere, from the glaciers to the Massif des Écrins and the Durance or Verdon rivers. It gurgles away in the fountains and supplies a myriad of bodies of water. There are 26 main lakes - including the lagoon-coloured Lac de Sainte-Croix, the Lac d'Allos, the largest high mountain lake in Europe, and the inland sea of the Lac de Serre-Ponçon.



Parc National du Mercantour - ©E. Rondeau ↑

4 Make friends

with a smile, whether they're camping on a campsite or in a camper van, in a bed & breakfast or a three-star hotel. The region has adopted the motto of its Villages d'Alpinisme: "Moins mais mieux" (less but better). Here, gentle and sustainable tourism respects the mountain world and the rhythm of nature.

3



©iStock ↑

5 Move over for organic

Oreilles d'âne, tourtons, pissaladière, pommes givrées... the local specialities are as delightful as their names! And healthy, too: the Southern French Alps host the most organic départements in France...



©R. Van Rjin ↑

6 A change of scene just a bike ride away

In the Gapençais or the Champsaur, the Ubaye or the Embrunais, the Queyras or the Préalpes d'Azur, the ever-changing landscapes are perfect for moving around: hiking, cycling or in a van. Get your inspiration from our road trips.



©Flaccomio JC ↑

7 Finding your village

You probably know Mont-Dauphin, Orpierre, Entrevaux or Colmars-les-Alpes... But what about Belvédère, Seyne-les-Alpes or Roure? Whatever the label, the most beautiful village will be the one you choose.



©iStock ↑

8 Star-filled nights

It's worth taking the time to gaze up at the night sky... There are around ten observatories in the Southern French Alps and several territories which are "Réserve Internationale de Ciel Etoilé" (International Dark Sky Reserves)



Faune alpine, Alpes de haute Provence - ©CRT ↑

9 Exceptional wildlife

It's a long hike to get up close to *Saxifraga oppositifolia* (purple mountain saxifrage), the plant which grows at the highest altitude in France. The region where the Alpine ranges and the Mediterranean area meet is home to unique biodiversity.



©iStock ↑

10 Going for a gentle ride

The Région Sud encourages gentle mobility. The southern French Alps are well-covered, even from Paris with the night train to Briançon and Oulx. The ZOU ! regional transport network has set up around 200 regular bus lines and 500 TER a day. And as for the little trains such as the Chemins de Fer de Provence from Nice to Digne, they'll leave you with great memories of your holidays!

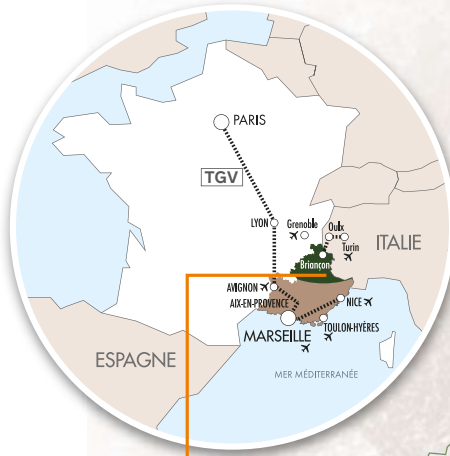
Welcome to the Southern Alps

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



SOUTHERN FRENCH
alpes

Legend

- 7 NATURE PARKS**
 - NATIONAL PARKS: ÉCRINS AND MERCANTOUR
 - REGIONAL NATURE PARKS: QUEYRAS, BARONNIES PROVENÇALES, VERDON, LUBERON AND PRÉALPES DU SUD

- 2 GEOPARKS AND NATIONAL GEOLOGICAL RESERVES**
 - UNESCO HAUTE-PROVENCE GEOPARK AND ALPES COTTIENNES GEOPARK

- LONG-DISTANCE TOURIST ROUTES**
 - ROUTE DES GRANDES ALPES (ALPINE COLS: GALIBIER, IZOARD, VARS, BONETTE, ETC.)
 - ROUTE NAPOLÉON
 - GR5

- SITES OF SPECIAL INTEREST**
 - MONT-DAUPHIN (UNESCO), BRIANÇON (UNESCO), ENTREVAUX, BARCELONNETTE, CASTERINO, NOTRE-DAME-DE-LAUS, VÉSUBIA MOUNTAIN PARK, VALLÉE DES MERVEILLES...

- OUTDOOR ACTIVITIES DESTINATIONS**
 - SERRE-PONÇON, GORGES DU VERDON, DURANCE, UBAYE ET LA ROYA (WHITE WATER SPORTS AND SAILING)...
 - TALLARD, SAINT-VINCENT-LES-FORTS (AERIAL LEISURE ACTIVITIES)...
 - LA MEIJE, VALLOUISE, VALGAUDEMAR, ORPIERRE, CÉÛZE (MOUNTAINEERING AND ROCK CLIMBING)...

- 65 SKI RESORTS AND CROSS-COUNTRY SKI AREAS**
 - MAJOR SKI AREAS
 - VILLAGE RESORTS

- MAIN TOWNS AND CITIES**



PAYS DU BUËCH FROM SISTERON TO DIGNE-LES-BAINS

Standing shoulder to shoulder with the beautiful Southern Alps, the hills of Haute-Provence, rising 700 to 1,200 metres above sea level, pan out in the sunshine under a comfy forest blanket. Trees cover 70% of the 500,000 acres comprising the **Baronnies Provençales** Regional Nature Reserve. **Orpierre** and its cliffs offer a thrilling adventure playground for climbing enthusiasts from the world over. Guarding the gateway to this magnificent area, the citadel of **Sisteron** stands on the Napoleon Road and "Route du Temps" heritage trail leading to **Digne-les-Bains**. Dotted with geological treasures, the trail offers stunning views over **Lure mountain**, a herbalist's paradise.

HOSPITALITY

THERMAL SPA AT THE THERMES

📍 DIGNE-LES-BAINS

Good news for holidaymakers visiting the Alpes-de-Haute-Provence resorts and especially Blanche Serre-Ponçon area: the "Thermes de Digne-les-Bains" has just opened a superb new thermal spa. Set on the first floor, with uninterrupted vistas over the valley of springs, its large outdoor and indoor pools proffer the benefits of highly-mineralized waters springing from the foot of the cliff at temperatures of between 22 and 42°C. A tribute to the great explorer Alexandra David-Neel, who retired to this corner of the Alpes-de-Haute-Provence, the treatment menu features, among others, a Tibetan Kansu Bowl massage.

www.thermesdignelesbains.com



Thermes de Digne-les-Bains - ©Honorat.T ↑

MAS DU GALIFAN

📍 DIGNE-LES-BAINS

You'll only find two self-catering cottages here - "Les Oliviers" and "Les Mûriers" - each accommodating 4 people, with an awe-inspiring 692 acres to share! After 7 years work to restore this estate perched above Digne-les-Bains, swathed in hills of evergreen and white oaks and crossed by a stream, Patrick and Christine Basset have now opened to the public. The site offers a reception hall sure to appeal to wedding planners: late hours and neighbours truly aren't an issue here! 40m² self-catering cottages for 2 to 4 people, €500 per week.

www.domaine-lemasdugalifan.fr



Mas du Galifan ↑

HALTE AIR & GO ECO-LODGES

📍 MARCOUX

Catherine and Jean-Luc built these two delightful, self-catering "eco-gites" for four people with their very own hands! Located in Marcoux, above Digne-les-Bains, the lodges boast stunning views over the Cheval Blanc and Barre des Dourbes mountains. Wood, lime, clay and cork... Only eco-friendly materials were used to create these bioclimatic constructions, designed around wooden frames on stilts. Summertime holidaymakers enjoy a shared swimming pool. Catherine and Jean-Luc's building skills are so impressive that they now host internships for DIY builders. Committed to helping others, they also offer vulnerable guests and their carers a wonderfully relaxing break, assisted by the capable hands of a local association. Their reduced-mobility friendly accommodation will soon be sporting the "Tourism & Handicap" label. An address with a heart and soul. From €450 to €700 per week.

www.halteairetgo.com

SPORTS

ORPIERRE REACHING FOR THE STARS

📍 ORPIERRE

Nestling in Céans valley, Orpierre (Goldstone) wears its name well: its treasures are the cliffs that surround it, criss-crossed with nearly 600 climbing routes. You can even see the climbers progressing upwards from the streets of this little village in the Baronnies Provençales Regional Nature Reserve. The local stores buy and sell climbing gear, and the local professionals love sharing their passion and expertise. The village has also thought of climbers' children and created a series of educational trails for tiny tots in the nearby forest of Beynaves...

www.sisteron-buech.com

PATURLE VIA FERRATA

📍 ORPIERRE

A climbing hotspot famed worldwide, Orpierre has just inaugurated its first "via ferrata" climbing/walking route. The route allows you to move up the cliff face by means of bars anchored in the rock and a cable secured with dynamic lanyards, allowing families and beginners to garner a taste of the head-spinning thrills of climbing in all safety. World-class mountaineering guide Robert Berger-Sabbatel contributed his expert advice to the town for the creation of the new Paturle route.

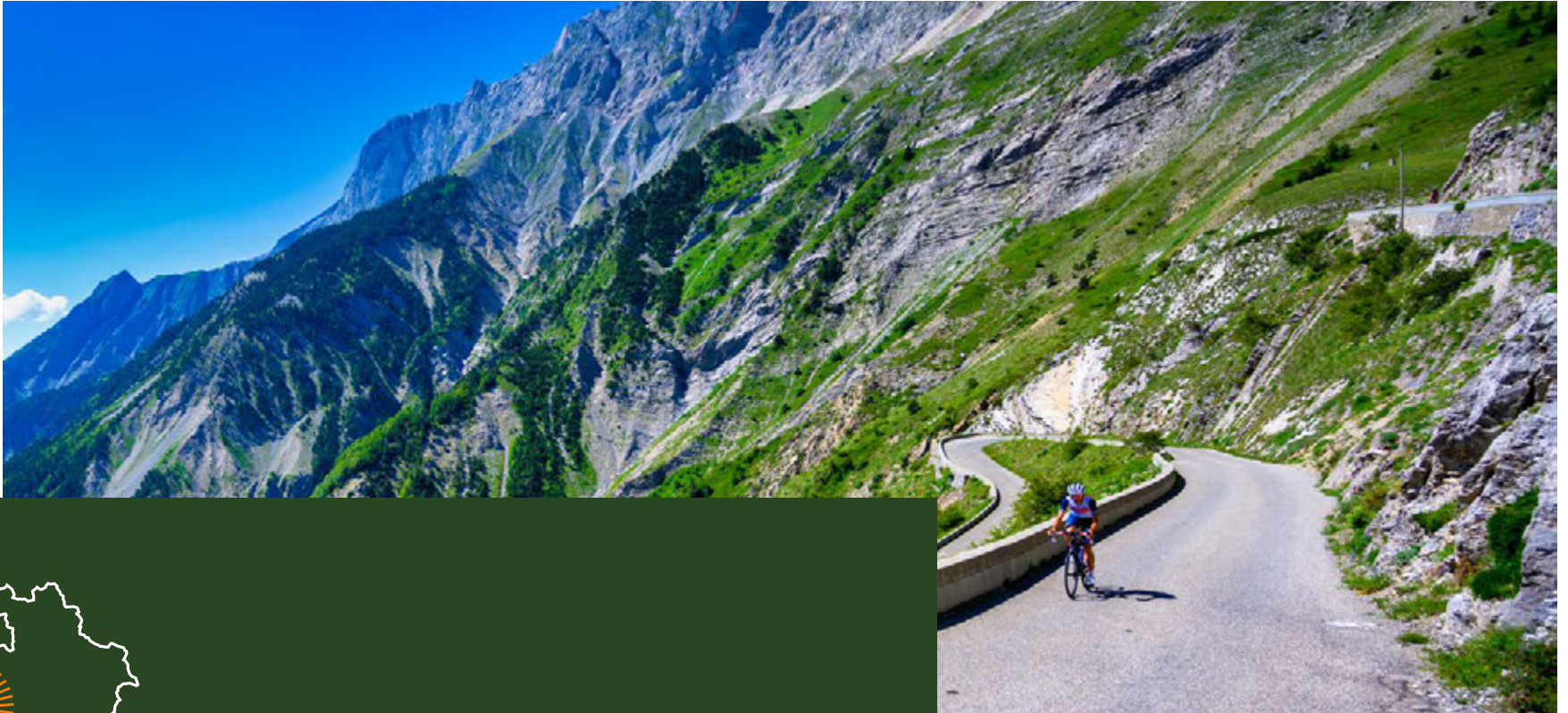
www.orpierre-escaladedurable.com



©Office de Tourisme Sisteron Buëch ↑



Cascade Escalade Orpierre - ©Introthecliff ↑



GAP CHAMPSAUR VALGAUDEMAR DÉVOLUY

The town of **Gap** – the administrative capital of the Hautes-Alpes area – is steeped in the atmosphere of the Southern Alps. Along the ancient Napoleon road, the bluish horizons of Provence give way to breathtaking scenery and Europe's highest bocage adds an extra green touch to **Champsaur** valley. **Valgaudemar**, on the other side of the valley's emblematic **Chaillol** mount, is France's most Himalayan valley, while **Pic de Bure**, the region's largest astronomical observatory, gazes out over the striking mineral formations of the Massif du **Dévoluy**.

ART ET ARCHITECTURE

PROJECTIONS BY ECHAROUX

📍 MOUNTAINEERING VILLAGES OF ÉCRINS

Born and bred in Marseille, and a militant photographer and street artist since 2014, Philippe Echaroux projects giant portraits and messages on town walls and out in nature. His work on the Amazon rainforest hoisted him to worldwide fame. From June to September, 15 of Philippe's astonishing portraits of local inhabitants will be adorning Écrins National Park's seven mountaineering villages (Pelvoux-Val-louise, Valgaudemar, Monêtier-les-Bains, Villar-d'Arêne, La Grave, La Chapelle-en-Valgaudemar and Valjouffrey), projected onto various media including walls, houses and trees. The works produce a minimal amount of light and do not impact local fauna.

www.philippe-echaroux.com

www.ecrins-parcnational.fr



Marseille - ©Philippe Echaroux ↑

HOSPITALITY

NEW ODALYS RESIDENCE

📍 ORCIERES MERLETTE

Set at the foot of the slopes, at the start of the Rocherousse Telemix, "Rochebrune les Cîmes" is an alluring establishment offering a heated indoor pool complete with paddling pool and whirlpool bath, a wellbeing space with sauna, steam room and treatment cabins, and a fitness room. A holder of the "Family Plus" label, Orcières Merlette 1850 enjoys a relaxed lifestyle and exceptional environment in the heart of beautiful Champsaur valley.

Studio from €407 in winter.

www.odalys-vacances.com



Résidences Odalys - Orcières Merlette ↑

TASTE & TEMPTATION

TREETOP TREATS

📍 GAP

Jérémy Clebsattel and his association Alta Natura, set in the grounds of a mansion on the outskirts of Gap, under Col Bayard, offer a host of treetop activities including siestas, overnight stays, concerts, tree climbing and even lunches and dinners from the month of June. The meals, prepared by the restaurant Le Bouchon, are hoisted 7 metres up into a copse of cedar trees, offering dazzling views over Charance and Gap. Prior booking obligatory."

[Facebook Page - Le Bouchon](#)

HAUTES-ALPES WHITE TRUFFLE

📍 HAUTES-ALPES

After 20 years of research, the Robin nursery in Saint-Laurent-du-Cros, has finally succeeded in mastering the white truffle (tuber magnatum) growing cycle. This truffle, hitherto only found in Italy, is rare, expensive, and difficult to grow. Mycorrhization of oak roots was performed in partnership with the National Research Institute for Agriculture, Food and the Environment (Inrae). This family business founded in 1948 is now a leader in controlled mycorrhization. The nursery has already sold 2,500 young oaks carrying the coveted mycorrhiza, grown in the neighbouring Alpes-de-Haute-Provence area.

www.robinpepinieres.com

ARTISANS & COMPANY TOURS

OLEAFLOR NATURAL COSMETICS

Myriam Yaffée's laboratory is located next to the fields, in the mountains a few kilometres from Gap. A phytotherapy consultant, Myriam manufactures artisan skincare treatments and natural cosmetics made with plants grown organically or gathered out in the wild. She also offers workshops and advice on phytotherapy and aromatherapy. You can find her products at Le Panier Gapençais and online.

www.oleaflor.fr

ILAKE, TABLEWEAR

📍 SAINT-LAURENT-DU-CROS

Lucie Roy and Claire Lange set up their glass workshop a year back in Saint-Laurent-du-Cros, in the heart of Champsaur valley. The finesse of their crockery seduced master chef Alain Ducasse, then Jany Gleize from La Bonne Etape: "Customers think the plants are enclosed in the glass, but it's actually a decoration we designed". Hop over to their shop, where you'll also find vases made with recycled wine bottles adorned with plant motifs. Last but not least, Lucie and Claire host courses at their welcoming workshop, opening onto the wide-open spaces of the Écrins mountains."

www.ilake.fr



Filature Valgaudemar - ©P.Domeyne ↑

VALGAUDEMAR WOOL: NEARLY 200 YEARS OLD!

📍 SAINT-FIRMIN-EN-VALGAUDEMAR

The spinning mill of the little village of Saint-Firmin-en-Valgaudemar, often nicknamed France's "most Himalayan valley", has been in operation since 1830. The village produces top-quality merino, angora, alpaca and mohair wool mainly from local flocks using old-fashioned methods. Marie-Laure and Julien Laurent's arrival at the helm has fostered a genuine rebirth, also visible at the chic new factory shop.

www.lainesvalgaudemar.com

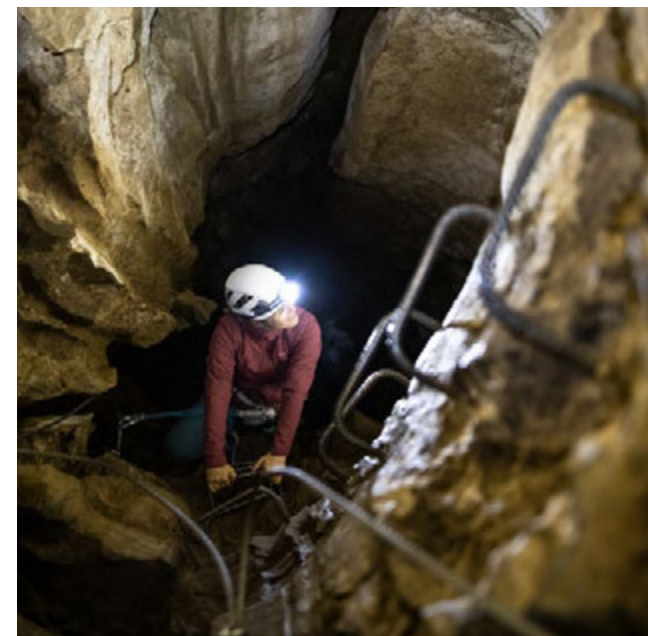
SPORTS

VIA SOUTERRATA IN LE DÉVOLUY: TWO IN ONE!

📍 LE DÉVOLUY

Inaugurated in 2017, the first "Trous de la Tune" via souterrata route has met with massive success. This underground via ferrata, which adventurers can explore kitted out with a harness, hard hat, lanyards and a headlamp, is unique in Europe. Located fifteen minutes on foot from Superdévoluy, it is free and accessible 24/24 in all seasons, although we definitely recommend opting for a caving guide if it's your first time. A new, 45 minutes "Cathédrale" route now extends on from the original "Chatière".

www.ledevoluy.com



Via Souterrata - ©K.Kestler ↑



SERRE-PONÇON EMBRUNAIS UBAYE

Sailing, windsurfing, rafting or a spa break? Basking to the South of the Hautes-Alpes area, **Serre-Ponçon lake** resembles a small inland sea, dedicated to the joys of boating and bathing. **Embrun**, nicknamed the "Little Nice of the Alps", stares down at the lake from the top of its rock. **Ubaye** valley's natural legacy remains untarnished despite its turbulent past, offering a virgin paradise for hiking, skiing and white water sports. In the 19th century, a mad migratory story unfolded in this magical valley, still visible today in the shape of **Barcelonnette's** Mexican-style villas.

HOSPITALITY

HOUSEBOATS

📍 LAC DE SERRE-PONÇON

Moored in the intimate bay of Foreston, these gorgeous houseboats ("tous cabanées") dressed in wood offer a uniquely relaxing experience on the water. Measuring 25m² and beautifully furnished, they feature five berths, a master cabin, living room with single berth and sofa, well-equipped galley and garden furniture ideal for a plancha feast or soothing siesta. The boats are solar powered and fitted with paddles, and an electric craft whisks you out to your floating home. Breakfast is delivered or served on land at the Paillote du Lac, a waterfront restaurant inviting you to lounge back in your personal deckchair and contemplate the surrounding peaks. You'll find water sports gear and outdoor games there too. €667 for two nights from June 17th to September 11th.

www.touescabaneesdulac.com



Toues Cabanees - Lac de Serre Ponçon ↑

LE DOMAINE DE L'ESPERLUETTE

📍 LE-LAUZET-UBAYE

Fanny and Pascal rent out three chalets tucked away amid fir trees in the woods above Lauzet Ubaye. The rocking chairs on the terrace, perched at an altitude of 1,270 metres, promise a soothing tête-à-tête with the surrounding peaks, including the famous "Tête de Louis XVI". Measuring 30m² and incorporating a mezzanine, the chalets welcome 4 guests and are fitted with a living room complete with pellet stove, kitchen and bathroom. Chef Pascal loves pampering guests at this amazing address at the entrance to Ubaye valley. From €115/night. From €667 for two nights from June 17th to September 11th.

www.lescabanessudomainedelesperluette.com



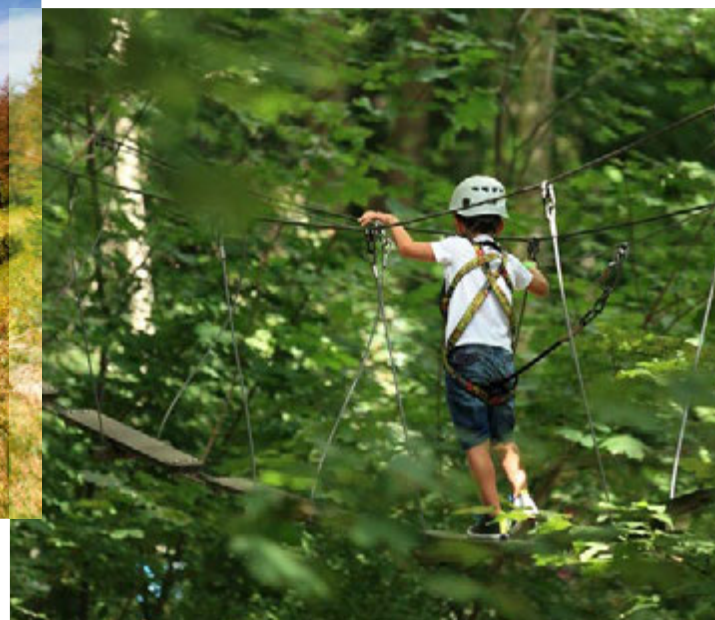
Ubaye ©Chillio.C CRT Sud ↑

JUNGLE LODGE

📍 BARCELONETTE

Situated one kilometre from Barcelonnette, the four "Jungle Lodge" hanging tents and chalets are perched behind the "Jungle Parc" adventure course. Accommodating 4 to 6 guests, they are surrounded by large nets resembling spider's webs, inviting adventurers to get up close and personal with the Austrian pine trees. Tree hugging and barefoot hikes are on the menu too, together with juniper and Scots pine essential oil distilling demonstrations. The managers have also installed a waterski cableway on Siguret lake in Jausiers, the only one of its kind in the Alpes-de-Haute-Provence area! From €75 to €159 per night.

www.jungle-lodge.fr



©Adobe Stock

TASTE & TEMPTATION

FARM TREATS

📍 CHORGES

The Combe family farm is a genuine local landmark! Their brand-new grocery store, located in the locality of Les Bernards, sells Yoann's beef, Cindy's apple juice and preserves and "Lou Pica-Paouto" beer made with Yoann's hops - the Provence Alpes Côte d'Azur region's first 100% local beer. The back-to-basics restaurant serves delicious pizzas on Saturdays all year round and from Thursday to Sunday in summer. You'll also find highly-coveted accommodation there: Serre-Ponçon's picturesque Saint Michel Bay is just nearby."

www.les-jardins-de-chabrieres.fr

HIGH-ALTITUDE GASTRONOMY AT PIC VERT

📍 LES ORRES

Mountain bikers, hikers and foodies love taking a break at this excellent eatery at the top of the Pic Vert ski lift, perched at a dizzy altitude of 2,200 metres. The cuisine, available as self-service or served on the terrace, is beautifully prepared, with starters including beef tataki with celeriac (€8) and lamb shank with spices (€25). And if you fancy something quick and easy, you can simply share a dish of fries or charcuterie platter (€20).

www.restopicvert.com



Le Tribord ↑

LAKESIDE VIEWS AT LE TRIBORD PANORAMIQUE

📍 SERRE-PONÇON LAKE

Comfortably installed in the harbour master's office opening onto a large terrace, Julian Béraud concocts dishes dreams are made of, such as brousse cheese tart with sun-dried tomatoes, or duck gravlax with thyme shortbread and pea sauce... Main course and dessert from €28.50

www.letribordpanoramique.fr

SERRE-PONÇON CRAFT BREWERY

📍 SERRE-PONÇON

We're thrilled to see the arrival of this friendly pub and brewery bedecked with a large wooden terrace and colourful parasols! You can enjoy savouring Nicolas Garcin and David Alesio's craft beers there, including their lager with génépi liqueur and verbena-scented "Glaci'ale". All of the beers are brewed with water from the nearby Roche des Écrins, a hallmark of quality.

www.basp05.com



ARTISANS & COMPANY TOURS

A MASTER JAM MAKER

📍 UBAYE

Béatrice Bellon's blackcurrant, redcurrant and candied strawberry jam earned her the enviable title of "World Jam Champion" at last year's championship headed up by experts from the International Culinary Order and Order of French Master Jam Makers. Béatrice's confit sweet pepper with Espelette pepper, Croqu'barre cereal bars and poppy syrup were already lauded by gourmets. Her achievements are a genuine feat: this self-taught social worker has only been cooking up her marvels at the Gaillard family farm since 2014. Available online at Les Gaillardises de l'Ubaye, from €4.20 per pot.

www.lesgaillardises-ubaye.fr



Les Gaillardises - ©C.Gouron ↑

SPORTS

FOIL ÉLECTRIQUE

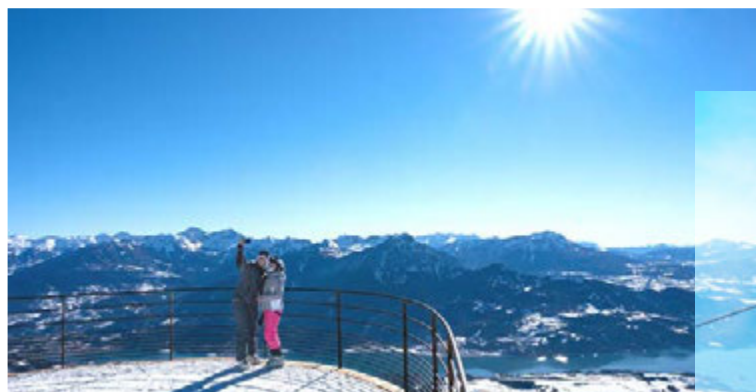
📍 LAC DE SERRE-PONÇON

Serre-Ponçon lake is France's first freshwater site offering electric surfboard and electric foil hire, fitted with electric motors for propulsion. Élise, Eric and Arnaud provide lessons, together with high-performance Carve Phantom eSurfboards and Fliteboard premium eFoil. Safety accessories are available too. Curiosity-seekers can go to Savines-le-Lac to admire their daily antics on the beach in front of the harbour master's office. From €25 for 15 mins, €60 for 45 mins.

www.e-surfer.fr



e-foil - Lac de Serre-Ponçon ↑



Belvédère Réallon - ©OTISP ↑

BELVEDERE

📍 CHABRIÈRES

Situated between Briançon and Gap, facing Le Grand Morgon, the unmissable "Aiguilles de Chabrières" rocky needles soar to an impressive altitude of 2,403 metres. Two ski lifts opened last summer in Réallon hoist sightseers up to a brand new, breathtaking belvedere, gazing out over the lake's 7,400 acres of turquoise waters. A magnificent excursion, although not recommended for people prone to vertigo...

www.envie-de-serre-poncon.com

CLIMBING

📍 CHABRIÈRES

A renowned hiking hotspot, the limestone needles of Chabrières are also popular with climbers. Mountain guide and rock climber Juan Alvarez's website tells you all you need to know about the forty equipped and non-equipped climbing routes on offer.

www.escalade-valbonette.fr



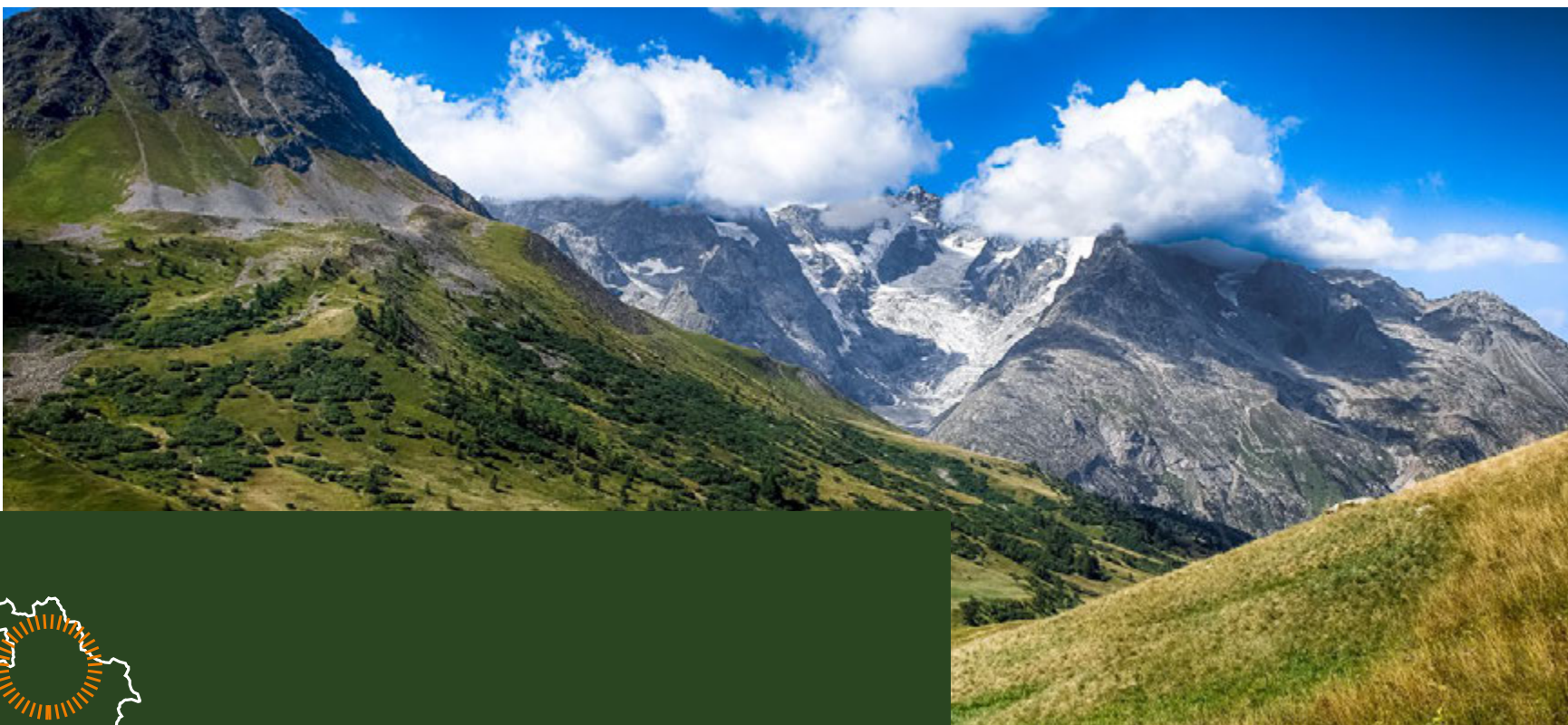
Tyrolienne des Orres - ©Willy Camus ↑

MEGA ZIPLINE

📍 LES ORRES

Set at the top of the Pic Vert ski lift, the thrilling "SpeedLine" zipline offers unique, sweeping views over Serre-Ponçon lake. The heart-stopping 1,870-metre crossing from peak to peak lasts 90 seconds at speeds of up to 140 km/hour.

www.speedline-lesorres.com



GRAND BRIANÇONNAIS ÉCRINS QUEYRAS

Look up and breathe in! Set at the gateway to the ski resorts of **Montgenèvre** and **Serre-Chevalier**, **Briançon** is surrounded, in the words of Vauban, "with valleys that descend into the abyss and mountains that touch the clouds". The latest French summits conquered by mountaineers, **La Meije** and **La Barre des Ecrins** tease the stars, while the great mountain passes of **Galibier** and **Lautaret** spur on sporting feats. At the gateway to **Écrins** National Park, the **Queyras** Regional Nature Reserve – a haven of stone pines, larches and traditional craftsmen – shines like an island in the ocean of the Southern Alps...

THE PARIS-BRIANÇON NIGHT TRAIN IS BACK ON TRACK

After a nine-month stoppage, the Paris-Briançon night train is back on the rails! Its sleeping cars, platforms and access corridors have been refurbished, as well as the exteriors and signage. Wifi is now available in 17 out of 20 carriages, and the soundproofing and air-conditioning have been upgraded.

www.serre-chevalier.com



©iStock

QUEYRAS SUSPENSE

📍 MONT-DAUPHIN

Calling all detectives! The fortified village of Mont-Dauphin has lost its memory... But don't worry – it's not for real! Aided and abetted by Anne Méria, the heroine of the “Investigations of Anne Méria” app developed by digital games specialist Furet Company, families set out to scour the fountain, church, grain measure, armoury, barracks and other major UNESCO World Heritage Sites for clues to solve the mystery...

www.montdauphin-vauban.fr



Mont Dauphin - ©Isabelle Fouilloy ↑

LA PETITE FERME DES REGAINS

📍 VILLAR-SAINT-PANCRACE

A professional ethnologist, Julie Croquet-Colomban already had a passion for Alpine traditions and animal breeds. Her dual interest gave birth to a new adventure: an “educational farm” where she raises heritage hens, cows and pigs. Dressed as a farmer's wife, she invites visitors to don a scarf, satchel, or other old-fashioned accessory and accompany her on a discovery tour of ancient mountain know-how. Her farm is located in Villar-Saint-Pancrace, next to Briançon.

www.izoard-tourisme.fr



Petite ferme de Regains - ©Fred Colomban ↑

HOSPITALITY

SWITCHING OFF AT LE MAHANA

📍 PARC NATIONAL DES ECRINS

Ready for a break from the digital world? This new lodge in Ecrins National Park, near the ice waterfalls and Freissinières cross-country ski domain, offers everything you need to switch off: healthy materials including organic latex mattresses, wood heating and stove, and even a larch bathtub. Wifi is by request only and the activities on offer include husky cuddling and collecting eggs from the hen coop. Your hosts, Maud and Bruno, offer a warm and adapted welcome to carers and people with differences. And to give the environment an extra helping hand, they even pick their guests up at the station for free! From €735 per week for 5 guests.

www.lemahana.com



©Le Mahana ↑

TASTE & TEMPTATION

COVERED MARKET

📍 BRIANÇON

You'll find a tempting array of cheeses, fresh vegetables and cured meats on offer all year round at the Hautes-Alpes' first covered market. This former skatepark on Rue du Général Colaud now hosts around forty small producers, traditional food shops, market gardeners and cheese makers.

www.ville-briancon.fr

"LA GRAVE-LA MEIJE 3200" CHARTREUSE LIQUEUR: GRAB IT WHILE YOU CAN!

📍 LA GRAVE

Chartreuse liqueur collectors have been rushing to La Grave every year since 2020. Why? Because Pays de La Meije is the only place in the world where you'll find just two hundred precious bottles of "La Grave-La Meije 3200" for sale, aged for two years in barrels stored at the top of the cable car...

www.lagrave-lameije.com



Marché couvert de Briançon - ©F. Ecochard ↑

SPORTS

SPRINGBOARD FOR A CHAMPION

📍 SERRE-CHEVALIER

Two-times Olympic snowboardcross champion Pierre Vaultier personally supervised the various design stages of the new, 1,080 m² pump track in Chantemerle – the largest in the Hautes-Alpes. Free of charge and embellished with vegetation, this closed-circuit course, comprising consecutive bumps and banked turns, is suitable for various sports including mountain biking and BMX."

www.serre-chevalier.com

BIKE PARK

📍 ARGENTIÈRE-LA-BESSÉE

Set the left bank of the Durance river, near the whitewater stadium, this new bike park features a 700m² pump track, 610-metre nature track and trial spaces. The technical quality of the various courses promises to satisfy BMX enthusiasts, mountain bikers and canoeing instructors alike, as well as beginners and young aficionados.

www.ville-argentiere.fr



©Seray,T CRT Sud ↑



©Seray,T CRT Sud ↑



PRÉALPES D'AZUR MERCANTOUR

From summits to shores, where the mounts of the Southern Alps plunge into the Mediterranean, cheered on by the Côte d'Azur... Set on the Italian border, **Mercantour** National Park is a hiking and rock climbing paradise, whose high peaks unveil the distant sparkling sea. Nestling between the coast and Southern Alps, the **Préalpes d'Azur** Regional Nature Reserve is carved out by small rivers yearning for the big blue – Le Paillon, La Siagne, Le Var and Le Loup –, with peaceful villages perched on their banks, sheltering precious old frescoes and altarpieces.

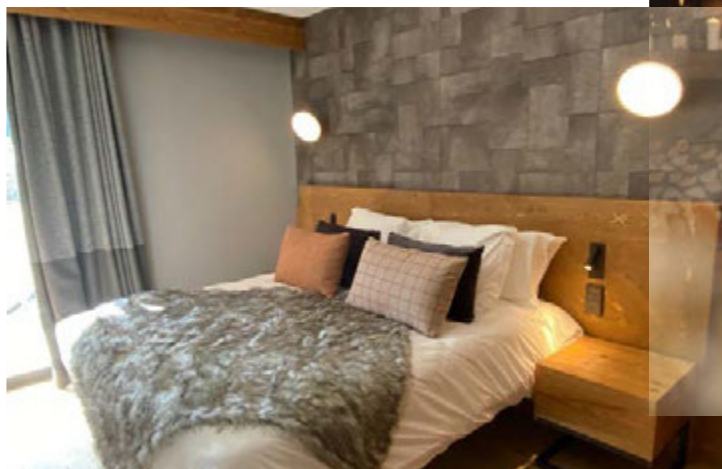
HOSPITALITY

NEW PURE MONTAGNE RESIDENCE

📍 SAINT-MARTIN-DE-VESUBIE

A fabulous new, 200 m² Nordic Space embracing the scenery of Vésubie valley opened its doors in January 2022. Built in stone and wood, and bathed in natural light, this gorgeous spa invites guests to revel in the pleasures of a sauna, steam room and jacuzzi with a view, together with a Nordic bath outside on the terrace. Not forgetting the experience shower, infrared massage tables, heated deckchairs and à la carte treatments courtesy of KOS. With this new spa space, topped with 34 cosily-decorated suites and mountain lounges, the Pure Montagne Resort & Spa promises the perfect nest for an exceptional break in the heart of Vésubie valley, nicknamed the “little Switzerland of Nice”. In winter, the resort teams up with neighbouring ski resorts including La Colmiane to offer guests a variety of great deals. Rooms from €90.

www.puremontagneresort.fr



Pure Montagne Resort - Saint-Martin de Vesubie ↑

DINING AT AUBERGE DE LA ROCHE VALDEBLORE

📍 VALDEBLORE

Appreciated for its raw, refined beauty, this auberge is set in two stone houses in the highlands of Nice, between La Tinée and Vésubie. The five rooms are adorned with vintage furniture: a castle fireplace, Art Deco glass bricks and 1910 Thonet chairs. Permaculture vegetable gardens and a hen coop embrace the terraced layout, plus a smokehouse for the mouth-watering meats served at chef Louis Philippe Riel and Alexis Bijaoui's gastronomic table, adorned with a magnificent stone fireplace. A herbal tea made with garden flowers offers a fitting finale to the fine dining experience. Auberge open from Friday evening to Tuesday morning. Night and dinner for two €375.

www.laubergedelaroches.com



Auberge de La Roche - Vadebore ↑



SPORTS

LE TRINEAU DES LOUPS BLANCS

📍 ISOLA

Huskies don't just come out in winter! Get up close and personal with the pack throughout the year, visit their kennel, lap up their moving story and even grab a hug... You can also indulge in a invigorating canine power walk or stroll followed by a meal with the musher at the Vieux Chalet restaurant.

www.traineaudesloupsblancs.com



Chien de traîneau - ©Georges Veran ↑

MOUNTAIN TRAIL & YOGA

📍 VALBERG

What could possibly be better for meditating than a view over the peaks of Mercantour? This new trail is dotted with very original information panels depicting ten yoga postures, encouraging walkers to enjoy ten serene stop-offs. A shuttle service is available in July and August to the trail's departure and arrival points, as well as Valberg golf club and Col de l'Espaul."

www.valberg.com



©Rémi Bienvenu ↑



Sentier Yoga Valberg - ©Rémi Bienvenu ↑

Zero pollution peaks

85%
french

Including
30% from
Provence-
Alpes-
Côte d'Azur



15%
international
customers

mostly:



Origin of
our customers



SEASONAL DISTRIBUTION

 WINTER _____ **37%**

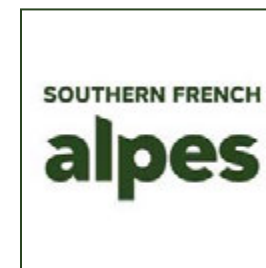
 SUMMER _____ **47%**

 SPRING - FALL _____ **16%**

- **12.000 km²**, 40% of the Provence-Alpes-Côte d'Azur region's surface area and 8% of regional population
- **450.000 inhabitants** (8% of the region's 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)
- **85% French** travellers - **15%** international travellers



purealpes



In order to boost the attractiveness of the Southern Alps massif and its tourist economy, a **"Southern French Alps" collective** has been structured since 2018, at the initiative of the South Region, the Regional Tourism Committee and the Agency Development of the Hautes-Alpes.

Objective: to unite around **a common brand, "Alpes du Sud" ("Southern French Alps" internationally)**, a common strategy and budgets to be stronger and more visible to markets and customers. After working around the values of the brand, a "Southern French Alps" Brand Contract was sealed. Since its launch in January 2018, the Southern French Alps brand has been co-managed by the **Provence-Alpes-Côte d'Azur Regional Tourism Board** and the **Hautes-Alpes Development Agency**. They were joined in 2021 by the **Nice Côte d'Azur Metropolitan Area**. Most of the resorts in Alpes-de-Haute-Provence, Hautes-Alpes and Alpes-Maritimes take part in the promotion/communication actions offered, aimed at the general public, the media and tour operators.

[SOUTHERN ALPS WEB PAGES](#) 


[PHOTO GALLERY](#) 

[2022 SPRING-SUMMER EVENTS CALENDAR](#) 



PROVENCE-ALPES-CÔTE D'AZUR



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