

LES MENUIRES



Lucas Beaufort

PRESS PACK WINTER 2020

© Illustration: Lucas Beaufort | Photography: David André

LES MENUIRES IS A DESTINATION...

PANORAMIC

There's certainly no lack of incredible summits in Les Menuires! Le Mont de la Chambre peaks at 2,850 metres, whilst the legendary Pointe de la Masse reaches up to 2,804 metres. Fans of untouched snowy slopes and breath-taking views won't be disappointed.

EMBLEMATIC

Located at the gateway to Les 3 Vallées, the world's largest ski area, the resort of Les Menuires provides access to 8 resorts, 600 km of runs, of which 85% are above altitudes of 1,800 metres, 50,000 metres of vertical drop and some of the most epic Alpine peaks, including La Cime Caron (3,200 metres), La Saulire (2,700 metres) and Le Mont du Vallon (2,952 metres).

OLYMPIC

Les Menuires hosted the men's special slalom event during the Albertville Olympic Games in 1992.

AFFORDABLE

No need to lie about your age anymore! It's not only the under 5s who get a free ski pass - the whole family skis at the children's rate with the Family Pass!

ARCHI DESIGN

Part of the 'Snow Plan' and built from scratch in 1964, Les Menuires is now considered a symbol of modern architecture. Typical 1970^s style buildings rub shoulders with more recent designs (Savoyard-inspired chalets, luxury complexes...), to create an unusual and much acclaimed architectural heritage. The resort's historic 'Brelin' cruise liner-style building on La Croisette was awarded the 'Patrimoine du XX^e Siècle' heritage label in 2003, whilst its contemporary clock tower won the first ever Prix d'Architecture Métallique in 2000.

FUN

With the 'Speed Mountain' toboggan run on rails boasting 1,000 metres of thrilling twists and turns and ups and downs, the mini KL speed skiing run, the 'Roc'N Bob' toboggan run and the 'Roc'N Bike' fat biking on snow, adrenaline junkies will get their fix here! Not forgetting the Fun Park and Aqua-Fun Centre with paddling pool, waterslide, ice cave, pools with water massage jets and underwater seating.

ZYGOMATIC

In conjunction with French comedian Florent Peyre, the first edition of Les Menuires Comedy Festival made some 2,000 visitors laugh and smile in 2019. For its 2nd edition, from the 9th to the 13th of March 2020, the event will welcome many guests, including Belgian singer and comedian, Laura Laune.

LES MENUIRES IS A DESTINATION...

ECSTATIC

What better than a relaxing massage or a few lengths of the pool after a day on the slopes? Les Menuires is home to two leisure complexes dedicated to well-being, treatments and relaxation: Les Bruyères Aquafun & Wellness Centre (3,500 m²) and La Croisette Sports Centre (4,500 m²), as well as some 10 different spa areas in apartment complexes and hotels, open to all.

PRACTICAL

If you thought beginners would be best suited to the lower slopes, think again! In Les Menuires, the Easy Rider 3 Vallées label promises wide descents and gentle slopes, even way up high - accessible to experienced skiers, improvers and total beginners.

ECO-FRIENDLY

Strongly committed to preserving its natural environment, the resort was the first to carry out a study of its carbon footprint in 2007. The ski lift company is BIOM certified: BIOM is a Cop21-labelled indicator which measures the commitment and actions put in place with regards the social, environmental and economic responsibility of winter sports.

Les Menuires was also the first French resort to join the Protect Our Winters international association last winter. The resort uses biodegradable oil in its piste grooming machines and its drivers have been taught eco-friendly driving techniques. Large sums of money have been invested in enhancing ski lift provision (93.5 million Euros last year), reducing the number of pylons and improve performance with the objective of providing ever-increasing levels of comfort to skiers, whilst reducing energy consumption and visual pollution.

FRIENDLY - AND SO MUCH MORE

Why choose Les Menuires?

Because it's THE place to go for a fantastic ski holiday!

☺ Guaranteed skiing

Les Menuires has an amazing ski area (up at 1,800 metres, 51% of the area is covered by snow machines). Snow is guaranteed all season long and the location on two sides of the valley promises of all-day sunshine.

☺ Prices to suit every pocket

The resort is the best value for money in Les 3 Vallées, with a huge choice of accommodation and services for every kind of holiday and budget.

☺ Family-friendly

Awarded the Family Plus label, the resort boasts the largest ski kindergarten in France and welcomes babies from age 3 months and up.



© Photography: David Andre

LES MENUIRES ARTISTIC TALENT

EXCLUSIVE

Les Menuires hosts the 'On vous raconte des histo'arts' Lucas Beaufort open-air exhibition from 7th December 2019 to 26th April 2020. A journey around 'snow' and 'street' art taking you through over a half-century of history and skiing.

THE PROJECT

Familiar with street art? Try summit art!

The self-described 'Swiss Army pen knife' artist Lucas Beaufort came up with the On vous raconte des histo'arts open-air exhibition concept for Les Menuires. It blends the history of the resort with the 'recover' technique, which consists of painting and adding motifs and characters to existing magazine covers and images.

The artist worked on 15 photos from the resort archives for Les Menuires, adding a few of his friendly coloured monsters, called 'Gus Gus'. Straight out of their creator's childhood nightmares, these fun and endearing little chaps offer a new take on photos of the mountain landscape, tracing bridges between past and contemporary history. Printed in massive format, the customised visuals will be dotted about the resort, creating a bit of an arty paperchase for all the family.

THE ARTIST

Born in Cannes, Lucas Beaufort is snowsports crazy. A skater since the age of 6, he was Chief Editor of the crossover magazine Desillusion, and only started drawing 10 years ago. 'I was looking for a special present for my twin brother back in 2009. I did a drawing for him and my family encouraged me to take it further. I was asked to show my work in Nice three months later, which I ended up doing just a year later.' And he has never looked back, illustrating snowsports magazine covers, skates, bottles, shoes - not to mention making the Devoted video documentary all about skating magazines.

He had a lot on his plate, realising a few months ago that he didn't have time for snowboarding any more. And so it was that he came up with the multi-disciplinary exhibition entitled On vous raconte des histo'arts. 'The idea is to go out and meet people, but also to create a connection, encounters, dialogue between the generations. Some people will recognise the locations in the photos from the time when they were taken, and others will be seeing them for the first time. Either way, it's a way of bringing people, resorts and valleys together'. And a way of adding a touch of humour to the mountain landscapes.



'ON VOUS RACONTE DES HISTOI'ARTS DE LUCAS BEAUFORT

© Illustration: Lucas Beaufort | Photography: Arthur Bertrand

PHOTO RALLY

To follow the artist's trail, Les Menuires invites visitors to take pictures of themselves in front of Lucas Beaufort's photos and share them on social media with #rallyemenuires. Anyone stepping up to the challenge and snapping themselves in front of every photo can claim a VIP gift at the Tourist Office.

And, even better than that, the most original series of shots by the end of the season will win a gift worth €200.



3 QUESTIONS FOR LUCAS BEAUFORT

1. What is your connection with the mountains?

It's very strong. When I was a child, we went to the mountains to hike and play in the great outdoors. Later on, I headed out with my snowshoes to explore wild places and then race down the slopes. My current aim: 100 days of snowsports in 2020!

2. What did you know about Les Menuires before working on the resort?

Next to nothing. I avoided doing any research on its history before we chose the 15 views for the exhibition together. It was important to be told the story behind each photo so that I would approach the shots without any preconceived ideas.

3. What is your personal mantra?

Share, connect, give out love.

YOGA FRIENDLY IN PURSUIT OF ZEN

FROM 4TH TO 11TH APRIL SPRING SUN SALUTATIONS



From 4th to 11th April 2020, the resort will host the fourth edition of Yogiski week. A week of yoga, walking, relaxation and meditation, combining the joys of snowsports, kindness and good humour.

In the programme, you'll find free workshops open to all: Do In, sophrology, reflexology, yoga, shiatsu, sylvotherapy... as well as nutrition, stress management and naturotherapy conferences. Mindfulness walks by the river, outdoor pranayama yoga sessions and breathing exercises will help revitalise your body and soothe your mind. The perfect way to round off the ski season, and a few easy relaxation techniques to take home with you to fit into your daily routine.

Price: free entry – registration required.

Contact: Les Menuires Tourist Office
+33(0)4 79 00 73 00 | lesmenuires.com

OFFER INCLUDES

- ✔ 1-week apartment rental (ski-in/ski-out)
- ✔ Les Menuires 6-day ski pass
- ✔ Access to workshops (registration required)

Price: from 343 € per person

Infos and reservations:

reservation@lesmenuires.com
or +33(0)4 79 00 79 79



© Photography: Les Menuires Tourist Office

100% GIRL POWER

NEW

AQUA CROSS TRAINING TASTER

100% FUN

Inspired by cross fit, aqua cross training comes to Les Menuires' sports centre straight from the USA. It's a lot more than just cycling in the water, using resistance bands, dumbbells and other accessories to intensify effort and make different parts of the body work simultaneously through a combination of exercises and techniques, aquafitness, aquagym and aquaboxing etc.

Price: €12 per person, 45 mins

Contact: Les Menuires Sports Centre
+33(0)4 79 01 08 83 | lesmenuires.com

NEW

TREAT YOURSELF TO A SPECIAL PREGNANCY MASSAGE

100% WELL-BEING

Designed to relieve the physical and emotional discomforts related to pregnancy, this special massage for pregnant women soothes pain and muscular tension in the back and legs. It's a moment of pure bliss, relaxing expectant mothers and promoting sleep, which makes it great for baby's well-being too.

Price: €80 for a 60-minute treatment.

Contact: Spa Ô des Cimes Les Clarines
+33(0)4 79 41 41 41 | cgh-residences.co



© Photography: David André | Les 3 Vallées

FOR SHARING SPA DAY AT L'OURS BLANC****

A 4* chalet-hotel located up above the resort, L'Ours Blanc boasts doorstep skiing and a fully equipped spa for one-off treatments or half-day spa experiences.

So, what's on offer? A Japanese bath to activate the circulation, outdoor Jacuzzi with views of La Masse range, steam room, experience shower, crushed ice fountain and two saunas – one inside and the other outside in the pure Scandinavian tradition. A fitness room and various treatment areas offer weight loss, relaxation and sports body sculpting.

Price: €100 per person for 1/2-day access
to the spa, lunch included

Contact: Hôtel L'Ours Blanc
+33(0)4 79 00 61 66
or hotel-ours-blanc.com



NEW

TAKE A BREAK

100% FOR THE GIRLS

For a weekend in the snow with the girls, combining fantastic skiing, serious cocooning and gourmet cheeses, Les Menuires has come up with a girly break at an amazing price. Everything – almost - is included. All you have to do it sort out the cast list!

OFFER INCLUDES

- ☑ 3 days/2 nights with breakfast in a ski-in / ski-out hotel in the resort centre
- ☑ 2-day Les 3 Vallées ski pass
- ☑ 1 half-day snowshoe session (morning or afternoon)
- ☑ 2-day Pass Liberté (choice of activities: pool, spa, weights, fitness)
- ☑ Savoyard evening at a mountain restaurant with return journey by Catski

Cost: from €320 per person

Info and reservations:

reservation@lesmenuires.com

or +33(0)4 79 00 79 79



INTERVIEW

WITH MANUELA SYLVESTRE

There are six women in Les Menuires' ski patrol service and Manuela Sylvestre is one of them. Born in the valley and the latest addition to the team, she was a member of the French national ski team before becoming a ski instructor.

How did you become a member of the ski patrol service?

It was two years ago. I was born in the Belleville Valley and started with the ski club, like all the kids around here. I was in the French national team, going on to teach at the ESF French ski school after that. After 15 years, I felt the need to do something else, so I qualified in first aid to see how I would cope and how I would handle other people in pain. I felt confident, so I went for it.

Does being a woman make a difference in your job?

Not really for me personally. There is no real physical difference, maybe you bring a little more gentleness and more of a listening ear when dealing with people and incidents, but our main strength comes from working together. Being a ski patroller is all about team work and mutual support.

What is your typical day?

There are two types of day. One with an active avalanche control plan (PIDA) and the other without. If there is no PIDA I'm at my post by 8.30am and the first thing I do is turn on the radio. After that, I check my sector (signage and protection etc.) and then the Mont de la Chambre sector before skiers are allowed access. Once the runs are open, I go out on patrol, greet people and assist with accidents and looking after the injured as required. If we have a PIDA, that means we're going to trigger avalanches to make the ski area safe. We set the explosives and the machine triggers them. It's no easy matter. The mountains can be a dangerous place and you have to be vigilant at all times.

AMAZING EXPERIENCES UP, UP AND AWAY

NEW

TAKE A SPIN ON A SNOW GROOMER ONE 'SUNNY NIGHT'

TRAVEL IN STYLE

If you've always dreamt of a different kind of mountain experience, every Wednesday, Thursday and Friday, Christophe invites you to climb aboard a...piste groomer! After reaching the top at 2,300 metres, everyone goes back down to enjoy the sunset, followed by a traditional Savoyard fondue or grilled prime rib. You'll head back to the resort at night by starlight - with a big grin on your face!

Price: from €70 per adult and €40 per child
(ride up with meal included - excl. drinks)

Contact: Christophe Lecomte +33(0)6 20 81 71 19

NEW

TRY SKI TOURING UNDER THE STARS

For anyone who fancies giving ski touring a go but has never dared take the first step, Les Menuires have created the Étoilée. A relaxed evening session (272 metre vertical climb) takes you up to Refuge du Lac du Lou.

Fully kitted out (water, helmet, AVD, shovel and probe, touring skis and special boots), participants set off from the French ski school at Les Bruyères or La Croisette at 1,760 metres for a climb up to 2,030 metres. Yannick the warden serves pre-dinner drinks on arrival and a hearty mountain meal is available. A groomed run takes you back down again. Guaranteed high-energy fun!

Price: from €35 per person - access possible without a ski pass. Safety kit (AVD, shovel and probe provided, touring equipment extra)

Contact: ESF Les Menuires
+33(0)4 79 00 61 43
or esf-lesmenuires.fr

2ND EDITION LES 24 HEURES DES MENUIRES 7TH AND 8TH DECEMBER 2019 FIRST ONE TO THE SLOPES!

For the second year in a row, the resort will mark the start of the season with 24 hours of non-stop snowsports festivities! Starts with breakfast at 8.30am and an early-morning warm-up on the La Croisette snow front. Advice available from one of the Sports Centre's fitness coaches before attacking the sporty part of the day: obstacle course on skis, L'Aiglon test, slalom, night-time skiing in aid of the AFM Téléthon and an introduction to ski touring on the 'Menuires' blue run to the chairlift of the same name. 269 metres of height gain! And the day ends with plenty of fun: Big Air Bag, laser games (9 years and up), concerts and a torch-lit descent.

OFFER INCLUDES

- ☉ 2 nights in a ski-in/ski-out apartment for 4 people
- ☉ '24h des Menuires' ski pass
- ☉ Access to all activities

Price: from 91,60 € per person for the weekend
Info and reservations: reservation@lesmenuires.com
or +33(0)4 79 00 79 79





© Photography: David Andre

GREAT FOR CHILDREN AND ADULTS TOO

NEW

FLY A DRONE

What could be higher than the summit of Les Menuires? Easy Drone offers outdoor drone flying taster sessions. Learn the basics of flying or hone your skills on a fun course with your feet in the snow and your head in the clouds.

Or maybe something else? Treat yourself to a family photoshoot with videos and photos of your adventures on- or off-piste. Priceless holiday memories!

Price: from €45 per person, 1- to 4-hour photoshoot.

Groups of 2 to 4 people.

Contact: Ski Top stores and Dress Code on La Croisette
+33(0)6 31 09 30 58

UNUSUAL EXPERIENCE

ELECTRIC SNOW SCOOTER

Trialled last year, the all-terrain electric scooter (twin-engine, fat tyres, hydraulic brakes, suspension) is back in Les Menuires for adventures on the trails around the Plan de l'Eau – as a family, with friends or solo.

It's only available to try out at three resorts in the whole of France.

Price: €55 per person per 90-minute accompanied session (includes pass, scooter, helmet and protection).

From age 14 and up. Groups of 2 to 5 people.

Scoters are available from 2 stores on La Croisette.

Contact: Ski Top stores and Dress Code on La Croisette
+33(0)6 31 09 30 58

ADVENTURE

TAKE THE SNOW MAZE CHALLENGE

Junctions, dead ends, false trails... you'll have to be pretty clever to find your way out of the Snow Maze created at the top of Roc 1. Carved out of ice and measuring around 20 metres across and 2 metres high, the maze has a few surprises in store this winter. Ideal family fun, easy to get to and free of charge, even if you're on foot. And if you get a bit chilly in there trying to find your way out, just make your way along, trailing your hand continuously on the right- or left-hand wall all the way to get straight to the exit.



© Photography: Les Menuires Tourist Office

FUN

TAKE ON THE TOBOGGAN RUN... ON A SCOOTER!

If you're already familiar with the Roc'n Bike toboggan run, you'll be amazed at what you find there this year: scooters! With all the proper kit, you can now race down the 4 km snow run with its 22 banked turns, including the 'Roc rapids' and 450-metre vertical descent. Fantastic fun in the safe hands of a qualified activity organiser.

Price: €35 per person for 2 descents
(includes: pass, scooter, helmet and protection)

From age 14 and up.

Contact: Shops Ski Top and Dress Code on La Croisette
+33(0)6 31 09 30 58

TEAM RIDER COURSE

For teenagers looking for new thrills, the ESF French ski school has come up with a totally safe freestyle and freeride course where you can give freestyle, snowpark, freeriding, backcountry and boardercross a go. Technical instruction coupled with exploring new snowsports areas (powder, forest etc.): how to operate an AVD (Avalanche Victim Detector), understanding the mountain environment, off-piste safety. From age 13 and up, minimum level required Étoile d'or.

Price: €240 for 5 sessions 9.30am-1pm, Monday to Friday.

Information and programme: Sunday evening at the ESF French ski school on La Croisette. Safety equipment provided.

Contact: ESF Les Menuires

+33(0)4 79 00 61 43 | esf-lesmenuires.fr

ADULT-FREE ZONE

MY FIRST TORCH-LIT DESCENT

Children already had 3 Piou-Piou learn-to-ski villages and a nursery for ages 3 months and over, and now they can also do their first ever torchlit descent with Les Menuires French ski school. From age 3 years and up.

Available during the school holidays, booking required at the ESF French ski school.

Price: €5 per child, including torch and hot chocolate.

Contact: ESF Les Menuires

+33(0)4 79 00 61 43 | esf-lesmenuires.fr

DON'T MISS

THE WONDER OF CHRISTMAS OFFER

Father Christmas comes early to Les Menuires with the "Wonder of Christmas" package for the week of 21st to 28th December - our 'gift' to you!

OFFER INCLUDES

- 7 nights in an apartment for 4 people
- 6-day 3 Vallées Family Pass
- The essential Christmas Box with Christmas tree plus decorations delivered to the apartment.

Price: from €1,584 for a family of 4.

Info and reservations:

reservation@lesmenuires.com

or +33(0)4 79 00 79 79

SMILE FRIENDLY

COMEDY FESTIVAL LES MENUIRES DU RIRE 2ND EDITION 9TH TO 13TH MARCH 2020

All-out fun in the snow to all-out belly laughs – a smooth move with the first edition of Les Menuires Du Rire last year. In conjunction with comedian, actor and mimic Florent Peyre, the first edition attracted around 2,000 people to a festival of laughter, concerts, shows, events, encounters and all kinds of challenge. On the back of this initial success, the event returns from 9th to 13th March 2020 with guest star Laura Laune, Belgian singer and comedian. She was the winner of season 12 of 'France's got talent'.

It's going to be big!

Price: €20 to €30, depending on the show.

Info and reservations: reservation@lesmenuires.com
or +33(0)4 79 00 79 79

OFFER INCLUDES

- 🕒 7 nights in a ski-in / ski-out apartment
- 🕒 6-day Les Menuires ski pass
- 🕒 1 show

Price: from €408 per person.

Optional: 6-day 3 Vallées passes.

Info and reservations: reservation@lesmenuires.com
or +33(0)4 79 00 79 79



© Photography: Les Menuires Tourist Office

SLEEP-FRIENDLY

NEW CHALET 2000 IN REBERTY

Traditional stone and wood with south west-facing terraces overlooking the Vallon du Lou... this is what you can expect to find at the Chalet 2000 complex from January 2020 – up above the resort in the Reberty 2000 district. Ideally located a few metres from the slopes, shops, rental outlets, restaurants and the ESF Piou Piou Club, the complex features 5 luxury apartments measuring 67m² to 156m², some with Jacuzzi. A charming, restful place perched up on the mountain, but easy to get to with the free shuttle that will take you to different parts of the resort.

Price: from €1,500 for an apartment for 6 people
Info and reservations: Agence des Belleville
+33(0)4 79 00 61 13 | agence-des-belleville.com



NEW LES CHALETS DU SOLEIL CGH

Calling all large families, groups of friends and lovers of group holidays. The CGH Group has taken over 90 apartments in Reberty 2000, so a number of huge apartments (up to 15 people!) are now available. Ski-in / ski-out, with direct links to 600 kilometres of runs in Les 3 Vallées.

Split between two large chalets, the accommodation comes in two styles: 'contemporary' and 'authentic' with wood fires. Access to sauna/steam room for the contemporary apartments, DVD players in the authentic ones. All feature a high chair and Wii console, with raclette and fondue sets available on request. The only problem is knowing which one to choose! Open from 14th December 2019.

Price: from €1,736 for the weeks of 14th December 2019 and 11th April 2020 for a 6-room apartment for 10/12 people
Special offer: 10% off the best available price when you book a holiday – no cancellations, changes or refunds allowed.

Info and reservations: Les chalets du soleil
+33(0)4 79 00 13 00 | chaletsdusoleil.com

NEW BELAMBRA CLUB SELECTION LES BRUYERES

At the foot of the slopes in the heart of the resort, this new establishment offers all of the Belambra services and savoir-faire as an all-inclusive package: delicious buffet, kids' club for children aged 3-5 all season long and for 6-17-year-olds during the French school holidays, fun, family-friendly après-ski at the end of the day, luggage store, personal ski lockers, terrace-solarium and direct access to the slopes.

Guide price depending on booking period: €1,965* per week for 2 adults and 2 children with full board for the week of 4th to 11th January 2020.
**price for bookings made before 31/10/2019*

Info and booking:
reservation@lesmenuires.com
or +33(0)4 79 00 79 79

LES MENUIRES MATHEMATICS

1,492,193 SKI DAYS



47% FOREIGN VISITORS

TOP 3:



British



Belgian



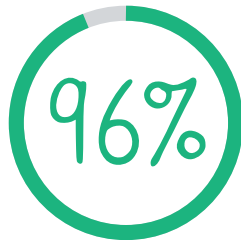
Dutch

26,389

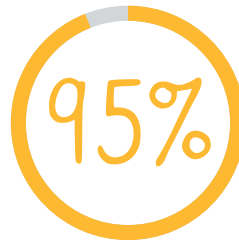
tourist
beds

1,661,000

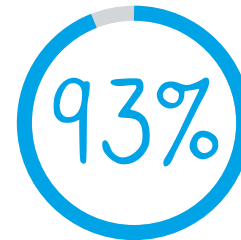
overnight
stays



satisfied
or very satisfied
(94% CDA)



positive or very
positive word
of mouth referral
(91% CDA)



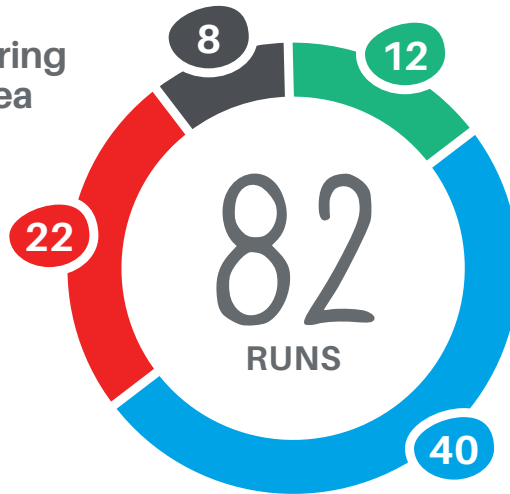
intend
to come back
(91% CDA)

160 KM OF SNOWSPORTS

and 600 km in Les 3 Vallées

459
snowmakers covering
51% of the ski area
2,587 in les 3 Vallées

14,378
hours
of piste grooming
74 piste grooming machines
across les 3 Vallées



28 KM
of cross-country
skiing trails

+ **1** snowpark
+ **5** fun zones
Les 3 Vallées: 42 fun zones

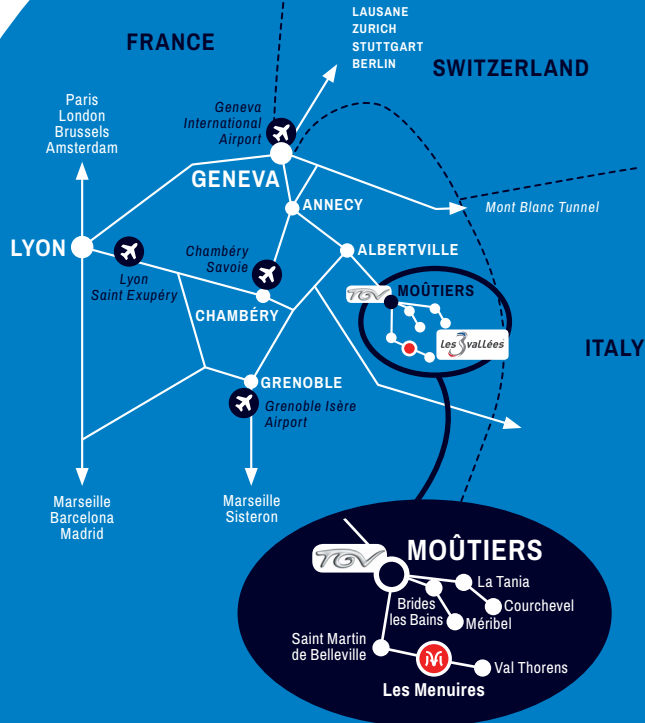
8,8 KM
of nets

33
ski lifts



14,621,000
ski lift journeys

ACCESS



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