



AVORIAZ
1800

PRESS RELEASE
WINTER 2020



SUMMARY

01

AVORIAZ & UNIQUE
P 4-5

02

AVORIAZ & SO GREEN
P 6-7

03

AVORIAZ & NEWS
P 8-11

04

AVORIAZ & ACTIVITIES
P 12-15

05

AVORIAZ
& THE OTHERS
P 16-17

06

AVORIAZ
& EVENTS
P 18-19

01

AVORIAZ & UNIQUE

DO YOU KNOW AVORIAZ 1800? IF NOT, YOU WILL LOVE IT!

It is **unique**, it is **innovative**, it is **vehicle-free** and it is nestled on a ridge at an altitude of 1,800 m.

Three men created this resort. One wanted it vehicle-free, the other wanted it to have mimetic architecture and the last wanted it to be pioneering.

It is this magic combination which makes it a **timeless ski resort** offering more than just a holiday experience.

It is located in the heart of **'les Portes du Soleil'**, a cross-border ski area with over 600 km of slopes.

Its altitude means that it enjoys optimum snow cover, limiting the need to produce additional snow.

**'WE WERE BOTH BRAVE
AND RECKLESS. WE
WERE PROBABLY EVEN
CRAZY'.**

Jean Vuarnet

This winter, Avoriaz benefits from a new hotel and a new gaming area and has increased its ski area on the Swiss border. This has all been achieved in line with the continued ethos of sustainability.

DATE OF SKI AREA OPENING:

**13 DECEMBER 2019 TO
19 APRIL 2020**





**100%
VEHICLE-
FREE**

**32
PEAKS**



**1,800m
D'ALTITUDE**



**19 000
BEDS**



**100 HORSES
20 SLEDGES**



**28 RESTAURANTS
AND 33 MORE ON
THE SLOPES**



**100% original
with a unique style of
architecture.**



**2 fun ecological zones with 30
sculptures hidden in the forest and
2 cabins.**



**1 fun water area with Cees a
full-time gardener who cares for
1,500 plants**



**1 20th century heritage
accreditation**

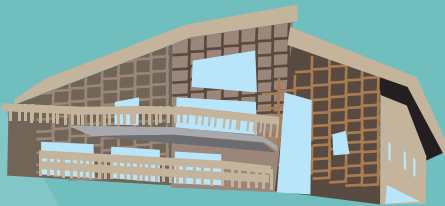


02

AVORIAZ & SO GREEN

‘AVORIAZ, THE ONLY ENTIRELY VEHICLE-FREE RESORT IN EUROPE, WITH 2 NATURAL SNOWPARKS, HAS BEEN VOTED THE BEST SPOT IN THE WORLD BY CNN, AND HAS WON THE AWARD FOR THE MOST INNOVATIVE SKI RESORT AT THE WORLD SNOW AWARD. AVORIAZ IS COMMITTED TO NEW INNOVATION AND PROMOTES ECO-FRIENDLY PARTNERSHIPS.’

SKI SLOPES INSTEAD OF ROADS AND CARS



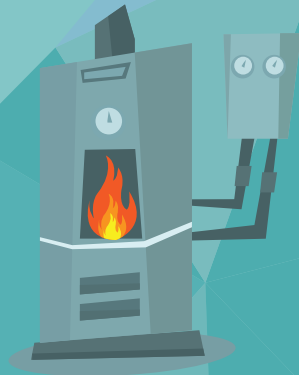
SUSTAINABLE BUILDINGS

Insulated snow doors to improve building insulation, unjoined balconies to ensure a break in thermal bridges and external insulation.

A whole area with the Green Key accreditation - the top international accreditation for eco tourist accommodation.

A BI-ENERGY NETWORK

An energy consumption lower than 44% in accordance with thermal regulations. A 2,000 Kw wood-fired boiler to supply 470 dwellings and the Aquariaz aquatic centre. Additional energy for the wood-fired boiler and the remainder of the resort is provided by a power plant, equipped with a controller (the first of its kind in France) calculating whether it is peak or off-peak and providing the resort's needs in real time.





SORTING OF WASTE

The policy in place is aimed at reducing waste at source. Purchases are selected, with recycled products favoured. They are sorted and processed through the appropriate channels. There are waste sorting bins available across the whole skiing area. The resort also has a waste disposal site on site.

AN UNSPOILT AND LIVING ENVIRONMENT

Avoriaz preserves its land by carrying out environmental impact studies in consultation with the National Office for Forests, the Hunting Federation and Alpine associations. Protected areas for animals mean that lynx, wolves, black grouse and rock ptarmigans can be seen on our slopes.



AN ISO 14001 ACCREDITED SKIING AREA SINCE 2007

The snow groomers are driven in an eco-responsible manner and follow behind one another. They are equipped with the Snowsat system (software which measures snow to the millimetre).

SNOW CANNONS

Nearly all the snow cannons have been replaced by modern machines which consume 3 times less energy. In addition, the snow cannons are used very rarely and prudently. The skiing area's altitude means that there is natural snow cover most of the time.



THE STASH & LIL'STASH

These areas created in the middle of the forest for those who love nature are the epitome of ecological skiing as envisaged by their designer, Jake Burton (creator of the BURTON snowboard brand). All components are made from recycled fallen dead trees. A wooden cabin is hidden away in the area which displays information on how to limit the impact on the environment. This is also an area of reforestation.

03

AVORIAZ & NEWS

NEW HOTEL SINCE 1966:

Mil8 is a relaxing, contemporary haven at altitude. Avoriaz 1800 is looking forward to the opening of its second 4-star residence. **The Mil8 4-Star Hotel**

This hotel will open its doors a few days before Christmas. Designed in **the atypical and mimetic architectural style of Avoriaz**, this contemporary establishment has breathtaking views of the snow-covered peaks. **An Alpine way of life is to be enjoyed here...** The atmosphere offers 'luxurious' après-ski.

Head to the well-being area for some **relaxation with a view**, or enjoy the unique experience of a counter-current infinity pool.

Additional information:

B&B price: €250 to €370. 42 spacious bedrooms and suites (21 to 56 m²).

MIL8
Hôtel Avoriaz
★★★★





IN GAMING MODE AT THE LOUNGE ROC

Head to the Lounge Roc **for some great après-ski** - two atmospheres in one place! Enjoy **sophisticated cocktails and tapas** in cosy surroundings, or the gaming area with 4 bowling alleys, 2 of which are immersive with a digital ambiance transporting players into a fantasy world. There is also pinball, a pool table and a **360° virtual reality - an exciting addition** for this winter. **Fly down a roller coaster** through majestic landscapes, **travel in space** or test your nerves with a **horror film!**

Prices:

Bowling without video projection €9.80 per game With video projection €10.80 per game.

Born VR Super Egg prices for 2 players: €5 per game.



03

AVORIAZ & NEWS

CROSS-COUNTRY SKIING: 2 NEW ROUTES

After the introduction of the Jordières trail last year, the cross-country skiing area has increased further with 2 new routes. All that remains is to choose between the climb and admiring the sunset on the summit of Arare, or plunging deep into the forest on the Jordières trail. The aim is to have the opportunity to relax and enjoy exploring the Avoriaz 1800 area. There are 2 to 6 km trails which allow a gentle introduction to or practice of cross-country skiing and/or splitboarding. It is the perfect way for nature lovers to enjoy the peace and to feel at one with the mountains.

- Avoriaz snowboard School is a school run by local lad and double French champion, Johann Baisamy. This year, it is offering a coaching package + splitboard equipment. Cross-country skiing is now finally available to snowboarders!

- Evolution 2 offers group lessons for up to 6 people. Tone your thighs by learning how to go uphill on skis with friends and family. It is another way of tackling the mountains.



1 NEW SKI RUN TO ENJOY! A RED SKI RUN STARTING FROM

Pointe de Mossette. The peak with the legendary view of the Dents du Midi. Les Cases ski run: 2.5 km with a 445 metre drop in altitude.

A NEW CHILDCARE OPTION FOR KIDS

The Avrizou tourist daycare centre now offers skiing lessons at the Avoriaz 1800 daycare centre. Young holidaymakers from 6 months to 5 years can enjoy games and skiing activities for a few hours for one day or more.

**Open throughout from 22 December to 17 April
+33 (0)4 50 74 05 65**



04

AVORIAZ & ACTIVITIES

TOP 10

NOT-TO-BE-MISSED ACTIVITIES:



DIVE UNDER THE ICE, A UNIQUE EXPERIENCE PROVIDING AMAZING MEMORIES!

Supervised by a professional, you must be an experienced diver in order to enjoy this visual underwater treat.

PRICE: €95
+33(0)4 50 71 48 47



SLED DOGS

Glide over the snow on a forest track and guide your own team by learning the art of mushing?

Price: €100 per person
+33 (0)6 80 93 26 20



SNOWMOBILES

An original idea for exploring the mountains from another angle after the ski runs close. Learn the enjoyment of driving these machines with tracks either alone, or with family and friends.

Price: €135 per person

+33 (0)6 08 22 18 15



AQUA YOGA

A morning wake-up call with Stéphanie. Begin your day gently before the ski runs open and then head off for the slopes feeling calm and serene.

Price: €10 for 1 session

+33(0)4 50 74 24 42



INUIT NIGHT

Want to sleep in an igloo? Play at being explorers and spend an amazing night in the Village Igloo Avoriaz! Embrace adventure by spending an exciting night tucked up in an igloo.

Price: €350 for 2 people (snowshoe hike + aperitif + meal + night + breakfast)

+33(0)7 77 99 45 77

04

AVORIAZ & ACTIVITIES

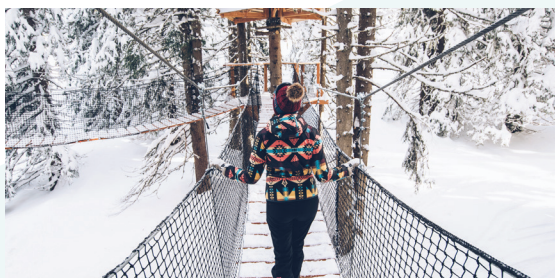


FOLIE DOUCE

Après-ski in the sunshine from 4.00 pm onwards on the terrace of the Folie Douce!

Archery Tag (2 opposing teams with foam bows and arrows) This action-packed game offers the ultimate family-fun experience for all to enjoy.

Price: €10 per person
+33 (0)7 67 30 35 51



LIL'STASH

The Lil'Stash is a fun beginners' slope which is not to be missed. Located in an enchanted setting in the heart of Proclou forest, where little Shreddie is hiding and where there are gas BBQs and picnic tables, as well as suspended walkways, slides, ropes, sculptures and games to discover. Perfect for children and the young at heart!



NIGHT TOBOGGAN RUN

A toboggan run to enjoy as a group lined up behind each other - set off on a fun and exciting ride!

Price: €20 per person
+33 (0)4 50 74 02 11



FAT BIKE

Set off on dedicated trails on special MOUSTACHE bikes for an hour of thrilling mountain biking on snow!

Price: €35 for 1 hour
+33(0)4 50 74 02 18



STREET ART TRAIL

TRAILHave you ever seen street art in the mountains?

This year, artist Lucas Beaufort is supporting the Art de Nasty. In addition to the Tunnel, come and follow the trail created by Lucas about the stories of life in Avoriaz in 1966. Around fifteen wall frescoes brighten buildings in Avoriaz 1800 and are waiting to be admired by passers-by.

Visite gratuite
+33 (0)4 50 74 02 11

05

AVORIAZ & THE OTHERS



MOUSTACHE

A brand born from electricity, and the story of men which is much like the story of Avoriaz itself. It is a tale of enthusiasts who took risks and gambles in the pursuit of an innovative idea.

In 2011, these former LaPierre employees took the plunge and launched Moustache. As cycling enthusiasts, they wanted to develop their own skills and see others enjoy the sport they loved. By developing a fully electric bike, they opened up new horizons and a new way of cycling. The overall aim is always to leave a minimal footprint on the mountains.

Moustache chose Avoriaz 1800 as its vast playground. It is a unique, varied and extensive cycling area including roads and La Racine for all types of bike which is open every day of the week.

This winter Moustache and Avoriaz are embarking on a joint venture which will continue on into the summer.

LE MONT

The resort is continuing its partnership with Le Mont. Together, they design and create designer street furniture made from recycled wood.

KIA

Avoriaz is increasingly turning towards electricity when looking for innovative ideas through partnerships with strong brands and through looking for solutions to a smooth flow of traffic. From the fully electric car to a fully electric snowmobile!

KIRORO

Nature resorts give each other a helping hand! A season ticket can be bought at any resort which gives you 3 days of free skiing in a partner resort.

Kiroro is a Japanese resort for those who love powder snow in untouched areas and love to travel. Just like Avoriaz, they are committed to offering their holidaymakers a real experience and not just a simple holiday.

EQ LOVE

Entirely natural and certified fully organic sun creams manufactured in France. Discover a range which will take care of both you and the planet this winter.

STORY IDEA

'In the shoes of a taxi driver from Avoriaz': Portrait of Thierry, a driver in Avoriaz for 19 years. Experience behind the scenes at the vehicle-free resort.

'A Focus on a Yeti collector' Simon is a sculptor like no other. He is brimming with imagination and, with the help of his chainsaw, sculpts for us characters from Shreddie's forest.

'Avoriaz has architecture like nowhere else'. An introduction to the architectural team in Avoriaz with Simon Cloutier, formally of the ESF (French Ski School) and young protégé of the architect Jacques Labro.

06

AVORIAZ & EVENTS

21 TO 27 DECEMBER:

Christmasweek, a magical show of light and sound. Many free activities and entertainment for families over the festive holiday week.

13 TO 15 DECEMBER:

OPENING with the Rock On Snow weekend, free trial of equipment and many activities around the theme of snow sports.

31 DECEMBER:

Celebrate the New Year with Dj Fun Radio live in the resort.



8 FEBRUARY TO 9 MARCH:

The grand carnival parade Throughout the holidays in February, the centre of Avoriaz 1800 village comes alive with the grand parade every Thursday. Come and admire the procession of huge floats and village mascots led by the children.

21 TO 28 MARCH:

Snowboxx, THE Electro Music Festival, now in its 4th year!!

FROM 15 TO 21 MARCH:

The 10th Rock The Piste.
Enjoy IAM Friday 20 March in.

17 TO 19 APRIL:

CLOSING with the Rock On Spring weekend, spring skiing, free trial of equipment. Collection 2021 available for preview, Après-ski madness throughout the resort. Many free introductions and demonstrations. By Like That



AVORIAZ & PRESS

PRESS TRIP:

16 to 18 December: The new Mil8 4-star hotel
13 to 16 January: What is new in Avoriaz.
Fat Bike experience with Moustache

CONTACT :

Berthollier Aurélie
Avoriaz Press & Communication
+33 (0)6 43 45 59 94
medias@avoriaz.com

FOLLOW US:

@avoriaz1800



VISUAL RESOURCES:

Royalty free photos on our online photo library, press releases and press files, maps, logos, accessible 24 hours a day: www.avoriaz.com rubrique espace presse. We have an audio-visual production service; this bank of video images in professional format is available on request. Non-contractual document. The information and prices are given for information only and are subject to change. The Avoriaz 1800 Tourist Office cannot be held responsible for any change whatsoever.

PRODUCTION:

Conception graphique et illustration : Delphine Laurenchet
Rédaction : Aurélie Berthollier
Photographe : Loïc Bouchet / Aurélie Berthollier
Imprimerie Verte : Couleur Montagne

