

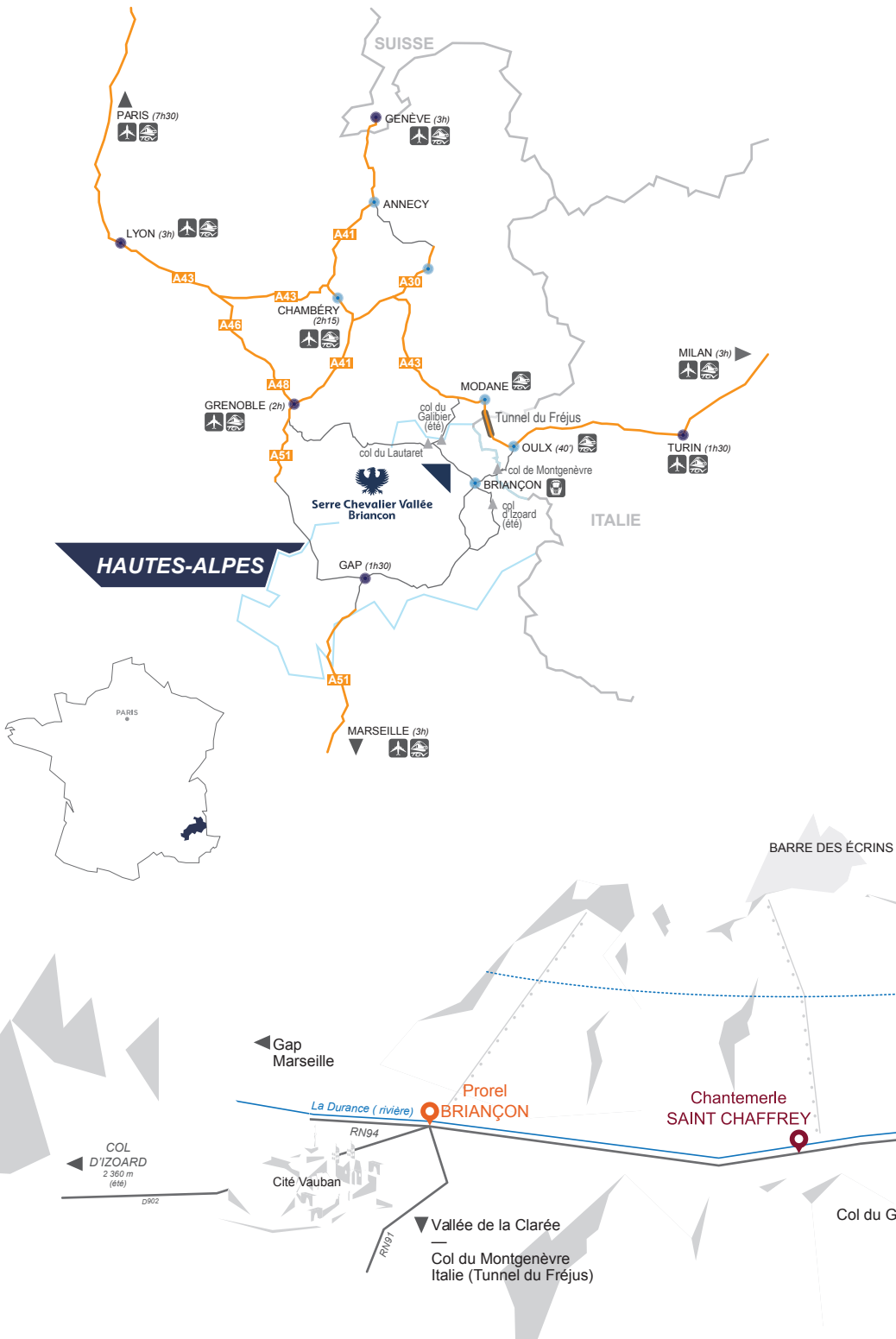
2019
2020



Serre Chevalier Vallée Briançon

PRESS KIT





ACCESS

AIRPORTS Turin (Italy) 110km, Grenoble 150km, Lyon 190km, Marseille 250km, Milan (Italy) 260km

RAILWAY STATIONS SNCF Briançon, TGV Oulx (Italy) 35km

FROM PARIS

Paris-Oulx by train and shuttle

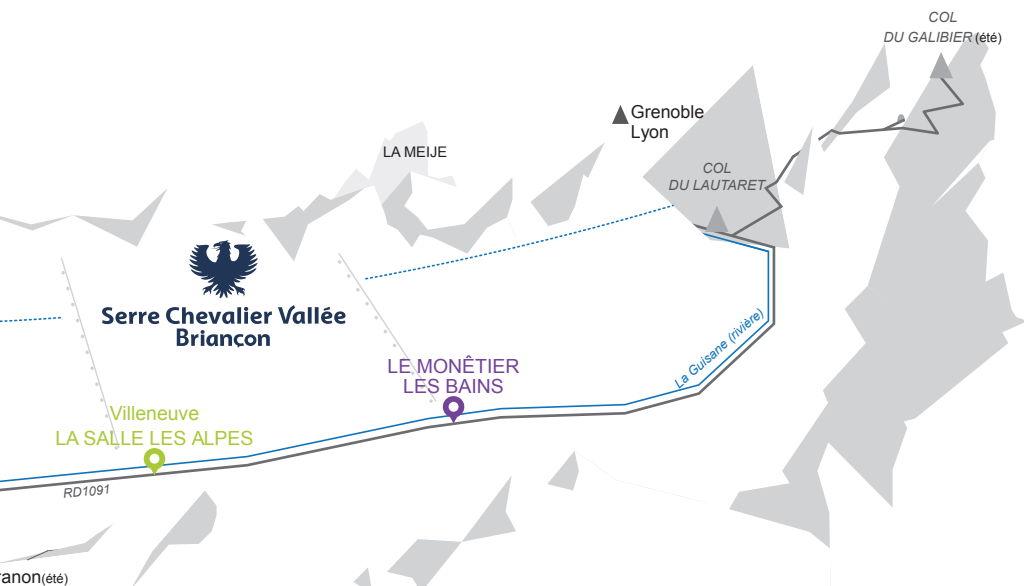
Paris-Grenoble by train and hire-car

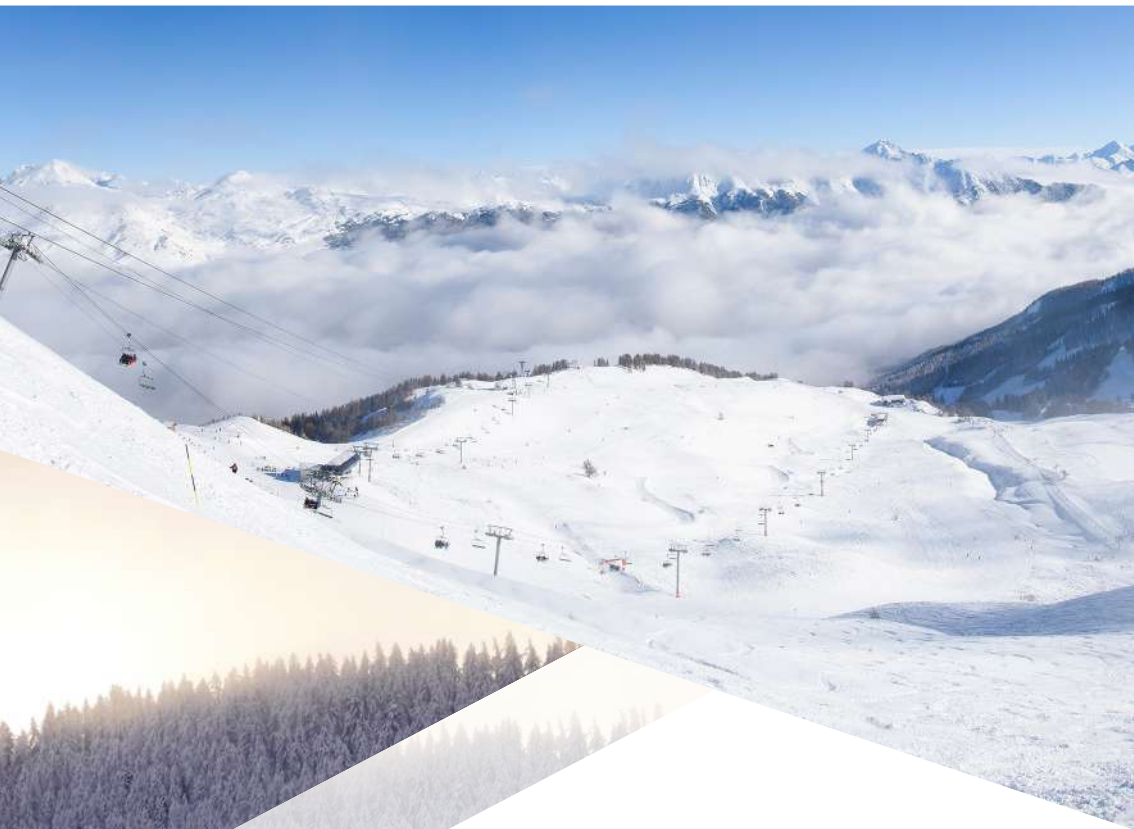
Paris-Turin by plane and shuttle or hire-car

Paris-Briançon by overnight train

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FACTS AND FIGURES

300 days of sunshine per year

410 hectares of pistes

1st class air quality

3 authentic mountain villages

1 town, Briançon, with UNESCO World Heritage fortifications

1,5 hours to the nearest airport

millions of stars shining in your eyes !



EDITORIAL

When our visitors are asked why they love Serre Chevalier Vallée Briançon, three elements stand out: sunshine, pure air and friendly locals.

This is a valley with mixed influences: a Mediterranean climate with the colourful architecture of the South of France, the mountain peaks and high altitudes of the Alps, and a touch of Italian dolce vita.



Serre Chevalier Vallée Briançon is a place apart in the French alpine landscape. Serre Chevalier comprises a valley with three mountain villages and a town, Briançon, all at the base of the lifts and ski runs and close to all urban facilities at the same time.



LOCATION Hautes Alpes department in the Southern Alps

x x x x

ALTITUDE between 1 300 and 2 800m.

x x x x

YEAR-ROUND POPULATION 16 480 inhabitants

x x x x

OVERALL CAPACITY 51 995 beds

x x x x

ORIGIN OF ITS NAME «Serre» meaning a rounded hilltop exposed to the winds, «Chevalier» comes from the Provençal word for shepherd «cambeou», who in the Middle Ages would bring the flocks to pasture on our mountain

x x x x

EMBLEM An eagle, borrowed from the coat of arms of Baron Borel du Bez

x x x x

FIRST SKI LIFT 1941 the Chantemerle cable-car, the longest in Europe at that time

WHAT'S NEW?

Eychauda and Cibouit Chairlifts



These two lifts on the Monêtier sector will be replaced to insure a quicker **link between the different sectors**. POMA, the manufacturer, has decided to equip the stations of l'Eychauda, a 6-man high-speed chairlift, with **solar panels** during construction, which will be a **world first**. These solar panels, which fit the rounded forms of the stations, are **made in Serre Chevalier** by Sunwind Design, a local business, continuing the Renewable Energy Project begun last winter..

Cosmo Briançon Cinema

This cinema, which opened in April 2019, is the only one in this region to have a Dolby Atmos sound system, the latest audio technology.



Médiathèque La Ruche, Briançon

In the new Coeur de Ville town centre, this multimedia library will buzz with fun events!

Le 15.9 Restaurant, Briançon



This is the first restaurant in the new Coeur de Ville town centre of Briançon, opened in July 2019. Le 15.9 serves local meat and also outstanding cuts grilled over a special «Jospier» wood fire, the Rolls Royce of charcoal ovens, bringing out all the flavour in grilled meat. Local produce and slow food products guarantee excellent quality. A good wine-list, beers and cocktails, tapas for apéritif and even a year-round Sunday brunch, set in a trendy modern atmosphere!

L'Orée du Bois Restaurant, le Bez, La Salle les Alpes



Every month, the Chef changes his menu of gourmet cuisine with seasonal produce. Dishes are home-made using local produce, to be enjoyed in this beautiful vault with its semi-open kitchen.

«Chalet Prestige» Hogan, Le Monétier les Bains

The luxury Chalet Hogan, with seven bedrooms to sleep up to 15 people, is a plush refuge in a holiday-home spirit, with its large windows, indoor pool, sauna, home cinema, games room, all in a chic and modern setting, which revisits the mountain chalet style.

La Cabane, Mountain Restaurant, Villeneuve

From the top of the Aravet chairlift, you can reach this restaurant serving traditional mountain cuisine made from fresh produce. Plats du jour and home-made desserts, plate service.

La Briance, Mountain Restaurant, Chantemerle

You will find this restaurant away from the lifts, serving traditional «grandmother» recipes with a new slant and high-quality ingredients. Slow-food in a contemporary mountain spirit.





AN INNOVATIVE PROJECT

RENEWABLE ENERGY

Last winter, Serre Chevalier Vallée was the **first ski resort to produce its own electricity** by combining **3 types of renewable energy**: hydroelectricity, solar panels and micro wind-turbines. The aim of this project is to produce **30% of total energy needs for the ski area by 2021**.

The 6 PHOTOVOLTAIC electricity production sites installed in autumn 2018 gave **very encouraging results**, because a mountain environment boosts this technology's capacity to convert solar energy due to low temperatures and to snow reflecting the light. The risk paid off for the test site on the Vallons chairlift, demonstrating how the soft solar panels replacing the curved glazing of a chairlift station with an average angle of 67° were integrated, allowing optimized production during the winter, which is the peak period of energy consumption. Moreover this curved configuration is ideal as snow cannot accumulate on it.



Two different WIND TURBINE technologies (one with a vertical axis and one with a horizontal axis) were also on trial on the Prorel pass at an altitude of 2 400m to test their efficiency in this rough environment of violent winds, hoar frost, extreme temperatures... The analysis of these tests and the non-turbulent type of wind prevailing from the north or the south of the pass give preference to a horizontal axis. A second turbine with a horizontal axis will therefore replace the other model.

Regarding **HYDROELECTRICITY**, the ski area is set up with snow-making equipment whose principals are close to those of a hydroelectric plant: pumping water under pressure in pipes to feed the snow-cannons, with catchments on the springs of Le Bez (La Salle les Alpes) et Peytavin (Chantemerle) and close to snow-making pipes. Two studies of technical feasibility were begun in 2018 in order to evaluate the energy-producing potential of these two sites: they would allow the production of **almost 25% of the annual power requirements** of the ski area's equipment. Technical and environmental studies in their pre-project phase are under way; two installations will be built in order to be in service for the winter season 2020-2021.





Serre Chavalier ski area is pursuing its investment in the production of renewable energy to meet the target set in 2018 to produce **30% of its power requirements by 2021 on site.**

This year SCV Domaine Skiable will open **new renewable energy production units:**

- > A new wind turbine on the Prorel pass 40m from the first
- > 4 major photovoltaic production sites on the Prorel gondola in Briançon, the new Eychauda chairlift in Monétier and the Combes chairlift in Chantemerle
- > Technical and environmental studies are under way on hydroelectricity sources with the aim to **open the first production site in 2020** and a second one in 2021.





«Intelligent power network» Project:

Serre Chevalier ski area holds a major advantage in this grand project: existing infrastructures which serve to support the deployment of an energy control strategy, a private electricity distribution network and an omnipresent internet network thanks to optical fibre available throughout the ski area. In 2019 the first brick of an intelligent power network was laid, with means for detailed measurement of energy consumption by segment (snow-making, ski lifts and other...). These tools will enable us to check and quantify the efficiency of our actions to optimise energy use and to maximise our own use of renewable energy in real time.

In parallel to the deployment of new production units, Serre Chevalier ski area is actively working to reduce energy consumption on its lift installations through various actions:

- > Acquiring new and more efficient equipment;
- > Energy optimisation: improving energy efficiency without harming customer satisfaction;
- > Renovation of existing equipment: insulating buildings, replacing equipment with more energy-efficient material, renewing technology...



In 2018 Serre Chevalier Vallée became the first ski area in the Southern Alps to receive the Green Globe label, the first certification in the world for sustainable development in tourism.



GREAT SKIING
AT LOW PRICES

from
249€

7-night accommodation
+ 6-day ski pass
14/12 to 21/12/19
04/01 to 25/01/20
21/03 to closing

Serre Chevalier Vallée, the largest ski area in the Southern Alps is part of the 13 French ski areas with over 1 million skier-days per season.

SKIING

Opening
7th and 8th
December 2019

Whole resort opening
non-stop from
14th December 2019
to 19th April 2020

3901 hectares of skiing

410 hectares of groomed and marked runs

81 pistes (13 black, 29 red, 26 blue, 13 green)

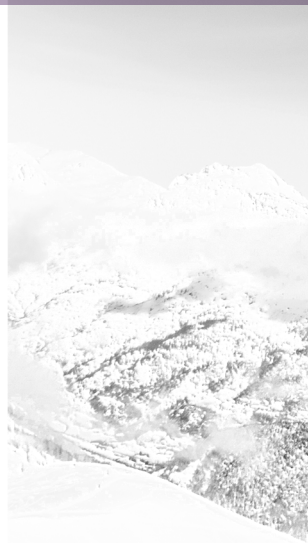
59 ski lifts

80% of the runs are above 2 000m in altitude which assures excellent snow-quality all winter

+ de 158ha or one third of the ski area, covered by snow-making equipment

19 snow-grooming machines (one of which is hybrid)

4 fun-zones (snow park, boarder cross, funnycross, Melezone)





SKIING



Night skiing

Open to all during the French school holidays!



First tracks

Ski before the resort opens every Wednesday of the season



XXL Skiing

Some lifts open early from 08:30 during the Feb-March holidays



Bruts de Neige areas

Ungroomed runs without the risks!

News of our local champions

PIERRE VAULTIER

x x x x

Two-time Olympic snowboarding champion.

Following the immense success of his video «Shapes» filmed in Serre Chevalier last winter with Red Bull, Pierre Vaultier is working on a project of the same type, also in Serre Chevalier. The idea is to work from the unique and successful experience of «Shapes» and make it even better! At the same time he is preparing to compete in the Snowboard Cross World Cup races with an important date coming up in February: the pre-Olympics in Beijing where the Olympics will be held in 2022. It's vital for the best preparation for the Games, which are the ultimate goal!



ARTHUR BAUCHET

x x x x

Four-time medalist in Para-Alpine Skiing, World Champion in Para-Giant Slalom, Slalom and Super Combined in 2019

Aged only just eighteen, the young high school graduate has lined up some intense seasons. This winter, Arthur will be able to brush up his preparation for the two years to come, which will be busy with the World Championships and the Olympics.

SKIING ..AND MORE

Whether you are a beginner or an aficionado, all the activities offered by the valley of Serre Chevalier Briançon make for a variety of pleasures and new sensations to try out!

Wintersports...

— Mountain Kart + Mountain Bob

From the summit of the cable car at 2 491m, descend 300m vertical and 2 km of downhill on a «Mountain Kart» or on a «Mountain Bob» sledge.





Devalbob

Sledge 4 km downhill on 573m vertical and 26 turns twisting through the larch forest!



Snooc

A unique machine combining back country skiing and sledging!



Snowkite

On the mythical Col du Lautaret spot.



Snowscoot

Combining BMX and snowboarding with frame, fork and handlebars to speed downhill on the runs.



Fatbike

Specially prepared marked runs.

Only
in Serre Che!

Quadbike

Four-wheel mountain bikes on snow and ice.



New!

Cani-quadbike

Another world first at Serre Chevalier!
On a trail from Chantemerle to Briançon,
following the river. Accessible to everyone
over 1.45m tall.



Paragliding

Fly on skis over the valley from the ski runs!



Ski-joering

Horse-drawn skiing





Back-country Skiing

Two constantly prepared and marked runs for everyone to safely try out this wilderness sport.



Nordic Skiing

45 km of trails for all levels.



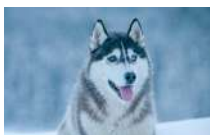
Heliskiing

Leaving Serre Chevalier by shuttle bus to Sestrières, helicopter drop in the nearby Italian valleys.



Biathlon

24-target biathlon stadium, European Cup approved.



Dog Sledding

Specially prepared trail and marked itineraries.



Snowmobile

Outings through the larch forests, which can finish up with a meal in a mountain restaurant!

Ice...

Ice falls

Initiation climbs up a frozen waterfall facing the Briançon fortifications, or discovery climbs on the natural frozen waterfalls of the valley.

Ruisseling

Go up a frozen stream using crampons and learn to comprehend ice.

Driving on ice

Initiation and driving lessons on how to drive on ice, to learn to control your vehicle on the famous Trophée Andros circuit.

Go-kart on ice

Skidding and sliding on the 1st ice go-kart in the Hautes Alpes department.



Showsheoing the FUN way





What to do with the kids...

Rider Leader

Workshops with ski-patrolmen to learn the right skills when skiing off-piste.

Adventure School

Follow animal tracks, learn to use an avalanche victim detector, learn to identify conifers, build an igloo, have tea in a yurt...

Aqualudic Centre

In Briançon, a 300m pool with games and a giant water-slide.

Paintball in snow and outdoor Laser game

Poney-Sled, Baby poney, and Carriage-ride

Patri'mômes

A fun workshop for 6-12 year-olds to discover Briançon's heritage!

Escape Room

And also...

Sled runs, skating rinks, swimming-pools, indoor skate-park, bowling alley, cinemas...

...and culture too!

The town of Briançon, its fortifications designed by Vauban, its 300-year-old collegiate church, its forts and monuments listed by UNESCO World Heritage: numerous tours are available.

x x x x

Authentic villages in the valley of Serre Chevalier with their chapels, churches and museums.

x x x x

The fifty or so sundials you can admire throughout the valley.

«Gourmands d'histoire» tour

A fun tour of Briançon followed by a cookery workshop.

Contemporary Art Centre

In the heart of Briançon's old town, the CAC is situated in the old prisons of the Courthouse, with a show entitled «Art and Poetry, from the intimate to the universal». A selection of 15 contemporary artists show their works in the 300 sq.m of the old courthouse, a historic monument.

Les Ecrins National Park

Guided tours, shows, conferences, workshops to discover the biological riches of this park, which begins in Monêtier les Bains.

Astro-mythological outings

To discover the night sky with the help of a lazer pointer.

FOCUS ON

**GUIDED TOUR
OF THE COLLEGIATE CHURCH**
To uncover the mysteries of its paintings, its hidden passages, its clock-house, its incredible rafters and other treasures!

LARCH TREES

our local ressource

In Serre Chevalier Vallée Briançon larch trees are the best! In our larch forests you will find the best skiing, and the larch also produces the tastiest liqueurs and timber for the most beautiful chalets!



Skiing in the larch forests

Larch forests are reputed for off-piste skiing. They allow skiers to turn among the trees, and are also very useful in poor visibility.

Mélèzone

This is a fun course on the ski area with wooden modules and picnic areas for relaxing.



Gastronomy

Larch is the ingredient to bring an original touch to sweet and savory dishes, and it also makes great liqueur!

Chalets

Local carpenters and joiners use this majestic wood to build furniture and typical local chalets.



RELAX

With its healthy, sunny climate, Briançon was made «climatic resort» in 1914. Monêtier les Bains' natural hot springs make for the best in relaxation.



Grands Bains in Monêtier

Hot water which naturally springs at 44° is reputed for its benefits and is rich in minerals. You can enjoy 600sq.m of indoor and outdoor pools, jacuzzis, a trilogy of baths from 40° to 17°, a sauna, hammam... all with breathtaking views of the surrounding mountains. Beauty treatments and a restaurant on site.

GoCryo

Whole-body cryotherapy and cryolipolysis centre which opened in 2018.

SPAS

A wide range of spas available in the valley: Pure Altitude Grand Aigle Spa • Calazen Le Christiania Spa • Nuxe Grand Hotel Spa • Ahimsa Le Monêtier Spa • Thémaé Rock Noir Spa.

Nordic Hiking and Hiking in Awareness

Sunrise hike

Yoga hikes

«Biophinity»

Well-being through chromotherapy and chromobioenergy, using local flowers and plants, crystals and colours.





WHAT'S THE PLAN FOR TONIGHT?



Après-ski in most bars in the valley.
For those with enough energy after skiing all day,
many evening activities are possible:



- Night skiing
- Late-night opening at the Grands Bains hot baths in Monétier
- Back-country skiing by night
- Snowmobile outings with dinner in a mountain restaurant
- Casino in Briançon
- Briançon Theatre

Continue your evening till late with a locally brewed beer, a shot of genepy or larch liqueur in the bars.



“À TABLE!”

Local specialities, gastronomic restaurants, family restaurants, and even raclette delivered to your chalet: our numerous local restaurants will know how to wake up your taste-buds!

Our Adress Book

Le Chazal gourmet restaurant

The chef, Fabien Ferdinand, honours local produce through fine and revisited cuisine which he garnishes with flowers and plants gathered in the valley.

L'Alpin family restaurant

Located in the centre of Briançon is this lovely address offering refined mountain cuisine created using local seasonal produce. A good wine-list and cocktails for you to discover.

Allo Raclette home delivery food

A wide offer of raclettes and fondues as well as other mountain specialites to take away or have delivered from Briançon to Monêtier with equipment on loan.

Mountain Spirit Fabrik distillery

The «liquoristerie» is an organic craft distillery using wild essences which are gathered by hand. The resulting local specialities are «Genepy des Alpes» or the famous «Larch Liqueur».

La Tourmente, La Brasserie des Grands Cols brewery

You can find a selection of light beers and specialist beers brewed locally using spring water. Blonde (lager), white, amber, and also thyme beer or Hautes Alpes genepy beer!

Good Produce

Two weekly markets are held in Briançon (on Wednesday and Sunday mornings) where local produce mixes with Italian and Provençal goods.

A pleasure for the eye and for your taste-buds!

Good Initiative



Too Good To Go

The Grand Aigle hotel, in the village of La Salle les Alpes, has engaged to fight food waste by offering on the Too Good To Go app, surprise food baskets with unsold sweet and savory goodies.



RECIPE



INGRÉDIENTS

4 PERS

- * 400g. fresh trout
- * 200g. sea salt
- * 130g. brown sugar
- * 4 soup spoons larch liqueur
- * 1.5 soup spoon pink peppercorns
- * 1 bouquet of dill



GRAVLAX OF RAINBOW TROUT WITH LARCH LIQUEUR

- 1- In a bowl, mix sea salt, brown sugar, larch liqueur, crushed peppercorns and half the dill.
- 2 - Remove bones and skin (optional) from the trout fillets.
- 3 - Spread the mixture on both sides of the fish and place it skin side down in a dish. Leave for 24 hours or ideally 48 hours. Drain as necessary.
- 4 - Rinse the fish in cold water, dry delicately and cover with the remaining chopped dill then leave in a cool place for 2-3 hours.
- 5 - Cut the rainbow trout into thin slices and serve with lime juice and a green salad.

recipe and photo @ciboulette_archives

MAJOR EVENTS



Skipass Le Deal 14/12

The more skiers sign up, the lower the price of the skipass!

x x x x

Trophée Andros 18 and 19/01

Motor racing on ice

x x x x

Serre Chevalier Grand Prix 14/03

Open to all for a derby day on the ski area

x x x x



Serre Che Snow Trail
18 and 19/01

A breathtaking winter trail race!

x x x x



Altitude Jazz Festival
20 to 31/01

A multitude of jazz concerts throughout the valley

x x x x



Trophée Serre Chevalier

Ski race, concerts and a crazy atmosphere!

x x x x



**Serre Chevalier Vallée
Briançon**

PRESS CONTACTS

LAURA PAGÈS

Attachée de Presse Agence RévolutionR
33 (0)6 72 07 11 31
lpages@revolutionr.com

LISA GIBELLO

& SIBYLLE BRECHU

Attachées de Presse
Office de Tourisme
de Serre Chevalier Vallée Briançon
33 (0)4 92 24 98 93
33 (0)6 89 37 64 75
communication1@serre-chevalier.com

