

Portes du Soleil

PRESS PACK

WINTER 2008-2009



Abondance, Avoriaz, Châtel,
La Chapelle d'Abondance, Les Gets,
Montriond, Morzine, St Jean d'Aulps



Champéry, Morgins, Torgon,
Val d'Illeaz - Les Crosets - Champoussin



www.portesdusoleil.com



Skiing within easy reach of major European centres

★ The Portes du Soleil is **the nearest network of ski resorts to Geneva international airport**.
London is 3 hours from the ski area, and Paris one hour, once the plane has touched down.

★ A few access figures

Portes du Soleil – Geneva airport: 1 hour / 64 km
International flights to Geneva from 84 destinations.
49 companies fly to this airport.
388 daily flights (on average) to Geneva airport.



Number of weekly
flights from
departure towns:

Amsterdam:	55
Brussels :	57
Frankfort :	48
London :	240
Madrid :	42
Paris :	95
Roma :	41
Zurich :	63

★ Excellent Easy Jet service to 40 European cities.
Low cost travel for cheaper holidays!

★ Direct TGV access from Paris, and Lyon to Thonon-les-Bains and Cluses.
Direct TGV access from Paris to Aigle (30 mins. from the Swiss Portes du Soleil resorts.)
Night train direct from Barcelona.

GETTING TO THE PORTES DU SOLEIL BY TRAIN OR CAR FROM MAIN FRENCH AND SWISS TOWNS

TOWN OF DEPARTURE	TRAIN (timescale, arrival at Thonon-les-Bains station in France at Val-d'Illiez station in Switzerland)	CAR (Distance in km / timescale)
Paris	4h30	595 Km / 6h10
Marseille	4h30	500 Km / 5h10
Lyon	2h30	210 Km / 2h20
Strasbourg	7h50	350 Km / 3h45
Lille	6h45	765 Km / 8h00
Zurich	3h35	240 Km / 2h35
Berne	2h30	115 Km / 1h20

The Portes du Soleil,

a S(no)w Limit complex

❄ In the Northern Alps, between Lake Geneva and Mont Blanc, the **Franco-Swiss Portes du Soleil area** links 12 resorts. Geneva lies on the doorstep of this enormous snowsport region, which provides **a unique experience** for skiers: 650 km of ski-slopes!

12 resorts, 2 countries, 3 valleys, 266 pistes, 195 ski-lifts, 10 snowparks...And all with **one ski-pass!** Over the last 40 years, statistics for the Portes du Soleil have "shot off the top of the graph". And yet it remains a personal, conserved environment, where the ski-lifts are barely visible.

THE SKI AREA IS OPEN FROM 20TH DECEMBER 2008 TO 26TH APRIL 2009



«Ski-safari»,

a different style of snowsports

The immensity of the area, a succession of valleys, in a wild nature preserve - an invitation to go travelling on skis...Where skiing equals nature, and endless ski-slopes wind down through pine forests, leaving the ski-lifts far behind.

It's a ski-safari in the heart of a deep powder nature reserve!



2 COUNTRIES / 12 RESORTS



IN FRANCE

Abondance

Avoriaz

Châtel

La Chapelle d'Abondance

Les Gets

Montriond

Morzine

St Jean d'Aulps

IN SWITZERLAND

Champéry

Morgins

Torgon

Val d'Illeaz

Les Crosets-

Champoussin

Portes du Soleil key figures

- * 266 pistes, 25 black, 100 red, 106 blue, 35 green
- * 650 Km ski-runs
- * 10 snowparks
- * 195 lifts
- * Hourly capacity: 250 298 skiers/h
- * 24 458 574 ski-lift passengers in winter 2008-2009
- * 90 million Euros turnover for winter 2007-2008
- * 89 restaurants on the pistes



The Portes du Soleil,

Deep powder nature reserve

❄️ Lying between 1 000m and 2 466m in altitude, this area of the Northern Alps benefits from **abundant natural snow-fall**: 5.90m of accumulated snow at 1 400m (average for Morgins over the last 30 years. Source: *Swiss customs in Morgins*); 8.70m at 2 200m (average for Avoriaz over the last 10 years. Source: *SERMA*). Heavy snow-fall has always been one of the distinct advantages of the Portes du Soleil. The Portes du Soleil is a veritable **deep powder nature reserve**, spanning over **400 km²**.



Average snowfall in centimetres at 1 400m from 1980 to 2007 (source: *Swiss customs in Morgins*)

Oct	:	13	cm
Nov	:	58	cm
Déc	:	104	cm
Jan	:	112	cm
Fév	:	108	cm
Mars	:	88	cm
Avril	:	65	cm

Top **10 spots**
for **powder fans**

- * Avoriaz snowcross
- * Cuboré and Chavanette sectors in Champéry,
- * The Rosta in Les Gets
- * Pointe de Nyon and Pointe de Chamossière in Morzine,
- * In Champoussin, the couloirs down from the Pointe de l'Au the Aiguille des Champeys, and the Combe de Bonavau
- * Couloirs down from the Pointe des Mossettes to Les Crosets

❄️ To ensure that holiday-makers really make the most of the **snow** and **top-quality skiing**, over **1 050 people** are employed on the ski-slopes and ski-lifts, working behind the scenes. Slope security is provided on a daily basis by over **175 ski-patrollers**, and **90 snow-grooming machines** ensure the most perfect snow for all snowsports. In addition to nature's supply, 400 hectares of snow can be provided by **700 snow-cans**.



Prices and special offers

★ In **2009**, Portes du Soleil **1 day ski-pass** will remain the **same price as in 2008**.
The Portes du Soleil guarantees a price-freeze this winter, a great relief for all keen skiers.

	20/12/08 - 03/04/09			15% discount before 20/12/08 and from 04/04/09 until season's end		
	Adult	Child ¹	Senior ²	Adult	Child ¹	Senior ²
½ day ³	29 €	19 €	23 €	25 €	16 €	20 €
from 11am	35 €	23 €	28 €	30 €	20 €	24 €
1 day	39 €	26 €	31 €	33 €	22 €	26 €
6 days	200 €	134 €	160 €	170 €	114 €	136 €
Season	760 €	509 €	608 €	-	-	-

¹ "Child" price = to 15yrs:
a 33% discount on the "Adult" price!

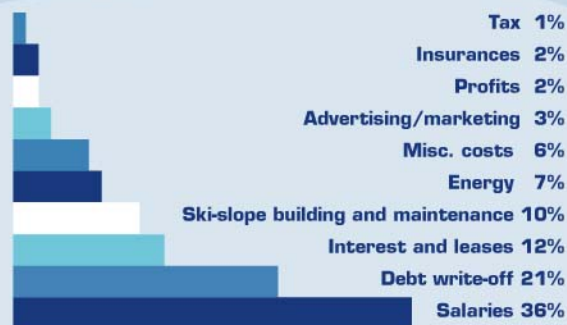
² "Senior" price = from 61yrs:
a 20% discount on the "Adult" price.

³ "½ day" = until 1pm or from 12pm.

Special offers

★ The Portes du Soleil: the most competitive ski domain!

According to market research undertaken by www.mensup.fr in November 2007, based on a ratio of 6 day ski-pass/number of kilometres of ski-slopes, our French-Swiss ski domain has the **cheapest ski-passes/slopes ratio**. Out of 10 other French ski areas, the Portes du Soleil came up trumps with the best price ratio for their ski-passes...only 0.29€ per kilometre of ski-run!



**BREAKDOWN OF THE PRICE OF
A PORTES DU SOLEIL SKI-PASS**

SOURCE: CHAMPÉRY SKI LIFT COMPANY, 2007

* **From 28th March to 3rd April 2009:**
Pay for 4 days, ski for 6!

* **The 'Glisse' ski-pass:**
from 4th April 2009, children (-12)
ski free if accompanied by a paying
adult!

Offers subject to conditions

★ Smart purchasing for smart skiing:

- * Internet ski-pass sales (Avoriaz, Châtel, les Gets, Morzine, La Chapelle d'Abondance, Torgon, Champéry, Morgins)
- * Text message ski-pass sales (swiss resorts)
- * "Direct to lift" pass (Avoriaz): buy and reserve ski-passes online, without having to go to the lift-pass office. Your ski-pass will automatically recharge as you pass through the turnstile.

«THE PORTES DU SOLEIL SKI SLOPES PANORAMA»

2 COUNTRIES
12 RESORTS
1 AREA
1 SKI-PASS



Interactive 3D map on
www.portesdusoleil.com

The Portes du Soleil,

New for 2009

★ Since the Portes du Soleil's beginnings (over 40 years ago!) the domain has never ceased to develop: up-grading ski-lifts, new theme-based ski-slopes, and a variety of services designed to satisfy the wishes of ever-more demanding clients!

★ New ultra-fast ski lift

In Les Crosets: the 4-seater chairlift «Crosets II» has been replaced by a high-speed **detachable 8-seater!** This is only the second of its size in Switzerland. It has an hourly passenger flow of 4 000, and skiers will be whisked up to the summit in only 3 minutes and 30 seconds!

★ New website!

Priority for photos and interactivity, so that potential visitors can discover the ski-slopes from their home, planning circuits in the comfort of their sitting room! An **interactive 3D map**, surprisingly life-like, can be consulted at www.portesdusoleil.com.



On ski slopes...

Burton Kids Parkway in Avoriaz: where young riders (from age 8) can begin to grasp how snowparks work. Red and green lights at the start: picturegrammes illustrating how the run should be tackled.

The Little Stash. Following the success of last season's 'Stash' launch, Avoriaz is opening a 'mini-Stash' at the heart of the village exclusively for kids. This new addition - just like its big brother - emphasises the values of new generation snow parks: respect for the environment without limiting snowsports enjoyment.

«**Valais Ski Card**»: this ski-pass is designed for itinerant skiers, as it gives access to 50 Swiss ski resorts (several of which are Morgins, Champoussin, Les Crosets and Champéry) and nearly 2 800 km of ski-slopes, all with one ski-pass!

★ Concerned about sustainable development, alongside making life easier for holiday-makers, **bus services between resorts** in the same valley have been greatly improved. No longer any need to constantly clear the snow off your car, not to mention the hassle of snow-chains and flat batteries! Holiday-makers can hop on the Columbus in the Abondance valley, the Baladaulp'Bus in the Aulps valley and on the train in the Illiez valley.

A Nature Reserve playground for children, for gourmets...

★ The Portes du Soleil are **ideal for families** and children. 4 resorts have been awarded the 'families plus' certificate: Châtel, Avoriaz, Morzine and les Gets. On the ski-slopes, the adventure is never-ending: tailor-made runs, themed slopes, special equipment...

★ Avoriaz

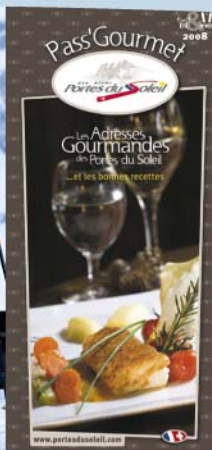
The Little Stash and the **Burton Kids Parkway**: two areas reserved for young riders wishing to emulate their heroes.
More info page 8

★ Les Gets

The Grand Cry territory: a genuine American Indian village on the ski-slopes, ideal for children aged 5 to 12. A boarder-cross style run which is perfect for young explorers to discover this unique and magical territory! **Boarder-cross** for **beginners** on Chavannes. Bumps, banked corners.
A new tow-rope is in place this winter (215m long), making skiing a lot more fun for beginners!

★ Abondance

The Ludoffaz. In the village centre, a snowfield specially designed for children. A place for learning to ski in safety, or for having fun with parents: several slopes available for tobogganing, snake-gliss and airboard!



For families looking for a refreshing break between runs, there's nothing better than a good restaurant! The Portes du Soleil has selected 50 quality restaurants that specialize in regional produce, 'slow-food' and good quality cuisine, both on the ski-slopes and in the resorts. **The 'Pass'Gourmet** guide is free, and is available at lift-pass offices and Tourist offices.

The Grande Odyssée

Savoie Mont Blanc

An international dog-sleigh race, with **Nicolas Vanier** as patron: 25 world-class mushers from 15 different countries. The Grande Odyssée Savoie Mont Blanc is **one of the 4 biggest dog-sleigh races on the planet**. **1 000 kilometres** await these competition dogs, who will be spurred on by tens of thousands of spectators.

Main dates of the Savoie Mont Blanc Grande Odyssée

- * **11TH JANUARY:** first leg of the 5th year's race in Avoriaz.
- * **12TH JANUARY: Mass Start (in line start)** of all 25 teams in La Chapelle d'Abondance.
- * **13TH AND 14TH JANUARY: Long distance stage (140 km):** starts in Les Gets, finishes in Champéry, passing through Morzine and Morgins. The pinnacle of the race will be a **nocturnal bivouac** half-way round the circuit at Erigné, in Morzine's Vallée de la Manche.



The entire program on
www.portesdusoleil.com

A giraffe on the ski-slopes!

It's the Portes du Soleil's brand **new European advertising campaign** for this winter. A far cry from the classic clichés used by other ski areas, the Portes du Soleil is shouting its new slogan:

«Deep Powder Nature Reserve!»

A giraffe, this new advertising campaign's emissary, will be doing the rounds from October. She'll be on the **web**, at **airports**, in the **press**, on the **radio**...popping up all over the place, especially where you are least expecting to see her.

MAIN DATES OF THE TOUR



ON TOUR

:: October and November :: inflight Easy-Jet
magazine Migros
and Touring (Switzerland)

:: November and January :: lastminute.com
voyages-sncf.com - expedia.fr
meteo123.com - meteoconsult.fr
viamichelin.fr

:: November :: posters in Geneva and Bâle
international airports

:: From 5th to 19th November :: painting of an
entire metro train on line 1 in Paris:
700 000 travellers per day!

In case you want
to be there for her
coming-out party,
she'll be in **Paris** on the
16th October.

It'll be an off-beat
and original soirée, as unusual
as our advertising campaign!



Next time you are on Safari in the Portes du Soleil,
our press team will look take care of all the logistics
(transfer from airport, accommodation, restaurants, ski-passes).

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Press and media section (documents, photos) at
www.portesdusoleil.com

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