

PRESS KIT WINTER 2023/2024



Yesterday

Today

THE MOUNTAIN DOMAIN: INNOVATIVE SINCE ITS CREATION



Contemplative break



*Aiguille Rousse
and Aliet*

AN AREA WITH A VIEW: THE BALCONY OVER THE VANOISE

The balcony overlooking the Vanoise promises unforgettable moments when time seems to stand still! Whether you're a nature lover, a keen photographer or simply looking for a moment of peace and quietness, the so called "Balcon sur la Vanoise" is the ideal place to escape from everyday life and let yourself be charmed by the majesty of the Bellecôte, Aliet and Aiguille Rousse ranges. It's not unusual to come across a bearded

vulture in flight! As well as picnic tables, the panoramic terrace has binoculars for observation and a photo terminal where you can capture your memories before retrieving them via the Paradiski YUGE application. And new this year: the balcony has been enlarged and given a facelift to make way for a stage worthy of the greatest natural spectacles. Note that the platform is accessible to skiers from the 2300 chairlift at Peisey-Vallandry.

THE PARADISKI YUGE APP

The YUGE app has been designed to provide a unique and personalised experience, tailored to individual tastes and habits. When you set out to explore the Paradiski ski area, it becomes a real personal assistant, invested and available, tucked away in your pocket. It's the perfect companion for anyone who wants to set off on the discovery of this immense playground, its slopes and everything that's hidden there... And new this year: Paradiski YUGE offers an even more entertaining experience by introducing new gamification features.

From now on, users will be able to share their times and routes, and challenge their friends by comparing their statistics and sharing them with their community. This new interactive dimension reinforces the spirit of challenge and adventure within the YUGE community.

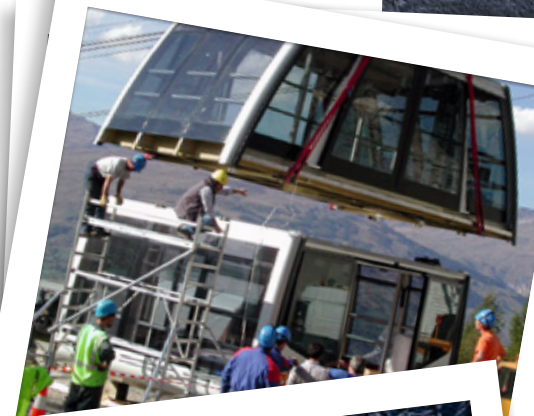
The Paradiski YUGE app will be available from the App Store and Play Store with a new design and improved user experience. Paradiski YUGE is the ultimate tool for taking full advantage of all the features of the Paradiski area.

20TH ANNIVERSARY OF PARADISKI

Since its creation in 2003, Paradiski has been putting the lie to the old proverb that there are none so distant that fate cannot bring them together. The inauguration of the Vanoise Express, an extraordinary cable car linking the mountains, proved that everything can be. This is how Paradiski has realized the unexpected by connecting the resorts of La Plagne, Les Arcs and Peisey-Vallandry, their slopes, the people who live in the valleys and those from around the world.

This winter of 2023-24 will mark the 20th anniversary of Paradiski. This anniversary tribute, which will celebrate the ambition of its visionary creators and the loyalty of the 4.3 million «Paradiskiers», will give pride of place to the unexpected and to encounters... The new logo will be its first gift. Freed from the realistic representation of the snowflake, adopting a more minimalist line and more closely associated with a mountain that is both winter and summer, it evokes radiance, encounters and diversity.

**SEE YOU ON 16 DECEMBER
2023 AT PARADISKI!**



The Vanoise Express

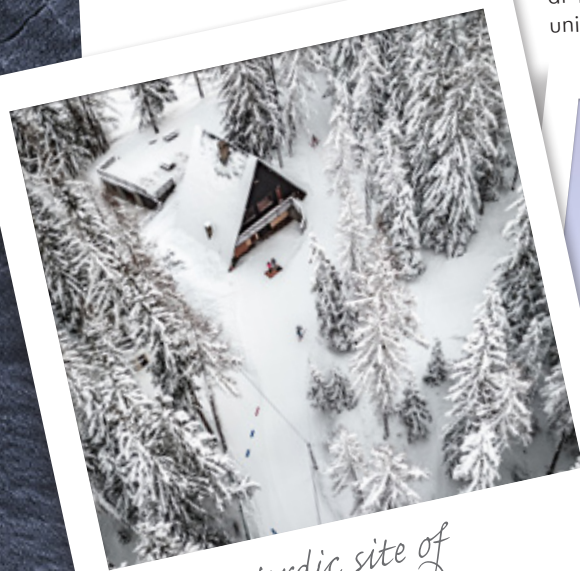
UPGRADING THE NORDIC CENTRE

THE NORDIC CENTRE GETS A MAKEOVER

There's something new on the Nordic site front. It has been redesigned and modernised, with a complete renovation of the building and an extension to include a snack room where skiers and walkers can relax and enjoy a warm meal. New facilities have also been added, including ski lockers, boot dryers so your feet stay warm and a new workshop area for staff. A complete overhaul, then, for a brand new, more comfortable, better-equipped site and a better overall experience for cross-country skiers.

PORTRAIT: ÉRIC PERROT

Éric Perrot is the young up-and-comer in biathlon, a discipline that has carved out a place for itself on the French sporting landscape in the wake of the exploits of some immense champions. Raphaël Poirée, Anaïs Bescond, Martin Fourcade of course, and more recently Quentin Fillon-Maillet, Julia Simon and Émilien Jacquelin... the list is long. And it could well get even longer with our Peiserot biathlete, who is now warming up his ski tips and rifles on the circuit at the highest world level! Product of a union between a French father and a



Nordic site of Peisey-Vallandry



Éric Perrot

Norwegian mother, both biathletes, he was destined to become a champion. He spent his childhood in Peisey-Vallandry and still proudly displays his origins on his cap and rifle. This year, he achieved

his first World Cup podiums in individual and even a first victory in the mixed relay. Driven and supported by a whole region, the future looks bright!

SANTA'S REINDEERS (OR ALMOST)

Places where you can share an experience with a reindeer are extremely rare - there are only 3 breeders in France, for example. So Peisey-Vallandry is extremely lucky and proud to have one of them making its home here. They offer reindeer rides or sleigh rides pulled by the noble animal. This is an opportunity for holidaymakers to enjoy a magical moment of sharing between man and beast, in a wild and magical atmosphere that will leave unforgettable memories for every participant. The farmer will also take the opportunity to pass on his knowledge of the reindeer, a little-known species well worth a visit.

PORTRAIT: FRANCIS GARÇON

A local boy, Francis had the idea of offering another way of discovering the Nordic site of Peisey-Vallandry: in a sleigh harnessed to a reindeer. Fascinated by animals since he was a child, Francis already took his donkeys to discover the Rosuel valley in the summertime. He wanted to find an equally original alternative for the winter and the idea came to him to offer rides with deers. In 2014, he went to Alsace to buy 5 Finnish reindeers: 4 males and 1 female. A few years later, Francis is still present on the Nordic site with his reindeers, and is always happy to tell juicy anecdotes about the valley and this species, which is extremely rare in the French Alps! A good way to keep the magic of Christmas alive!



Magical walk



Francis Garçon

PASSING ON OUR ENVIRONMENTAL COMMITMENTS



Peisey-Vallandry Green Resort



Blooming crocus

A FULLY LABELLED GREEN RESORT

After Peisey-Nancroix was awarded this certification in 2017, it is the turn of the village of Landry that has proved itself worthy of the ecological grail by being awarded the Station Verte (i.e. Green Resort) label. This means that the entire area is now certified. It's a major achievement for the destination and all

those involved, and a proof of the quality of the work that has been done in order to develop conscious, green, sustainable and responsible tourism. An ecotourism that protects the heritage and legacy of the past while laying the foundations for a balanced future that serves local communities.

ON THE WAY TO B-CORP CERTIFICATION

The Domaine de Montagne Les Arcs/Peisey-Vallandry is committed to the B-Corp approach. Following in the footsteps of Taos Ski Valley in the United States, the two resorts have also embarked on the road towards this certification awarded to companies «meeting social and environmental, governance and public transparency requirements». There are now over 5,000 certified companies, including more than 200 in France... and perhaps (probably!) one more soon, since the Domaine de Montagne's application was submitted in April 2022. The aim is to guarantee a conscious and responsible global operational system, integrating today's problematics and aiming to put the seal of sustainability on the business.

This is what B-Corp offers, setting ambitious and high standards around the 5 following key pillars: governance, employees, the community, the environment and customers. Les Arcs and Peisey-Vallandry were the first to obtain the Flocon Vert certification, and certainly hope to also become the first in Europe to be able to display the B-Corp label.

LANDRY TRAIN STATION FOR LOW-CARBON MOBILITY

We sometimes hear people questioning the accessibility of mountain areas. How do you get there? Is by car the only option? Well, the answer is no. Peisey-Vallandry is delighted to have the Landry train station on its territory, which is served by the high-speed train from Paris to Bourg-Saint-Maurice in winter. At a time when clean mobility is becoming an increasingly important social issue, it's a real asset and a strength to be able to offer

this option to winter holidaymakers. There are also shuttle services to the hamlets and resorts of Peisey-Vallandry. A vital green alternative for a sustainable future!



Train station of Landry in 2023



Train station of Landry in 1967

PORTRAIT: THIERRY ARSAC

With his unmistakable lilting accent, Thierry Arzac is a fervent defender of the environment. A member of the Vanoise National Park staff for the past 20 years, he first took charge of the reserves in the Val d'Isère-Tignes area before moving on to Peisey-Nancroix in 2013, the home of the bearded vulture. This wildlife enthusiast is always happy to share his knowledge with the public on various occasions organised by the Vanoise National Park during the school holidays in Les Lanches in the area of Peisey-Vallandry. As well as being involved in protecting the flora

and fauna, Thierry is also a member of the Peisey-Nancroix town council. A man resolutely attached to his region!



HOUSING TODAY: BETWEEN TRADITION AND MODERNITY

LES CRISTAUX BLANCS SHOPPING CENTRE

The new cornerstone of the Plan Peisey district in Peisey-Vallandry, the «Les Cristaux Blancs» residence will revolutionize the idea of modernity and comfort at the heart of the destination. Ideally located just 50 metres from the ski lifts, it will enable ski-in/ski-out access to and from the slopes. With a 133-space 3-level car park including electric charging points, a new 1,033 m² ground-floor shopping centre and 28 homes spread over an area of 2,745 m², the «Les Cristaux Blancs» will mark the culmination of a major renovation project. The Intersport (ski equipment hire) and Sherpa (food and drink) stores from the existing shopping centre will be integrated into this new one. A gift, decoration and stationery shop will also complete the retail offering. With a view to promoting local know-how, the companies that will be contributing their expertise to the construction of this structure (earthworkers, carpenters, etc.) are located in the valley, as far as Chambéry. An innovative vision of the future, right down to the construction itself.

PORTRAIT: ALAIN GIACHINO

Alain Giachino, a true Peiserot, learnt his trade over 30 years ago and now takes great pleasure in restoring chalets. What he loves most about his job is carrying on the work of his predecessors. In the old days, when there was no helicopter, the "lauzes" were transported on big sledges in winter with the help of the snow. Today, they are transported by machine and fitted together like a gigantic jigsaw puzzle, with pieces ranging from 30kg to 50kg. It's a masterpiece that requires a keen eye for detail, because as Alain points out, you have to take out several pieces before you find the right one! This tireless guardian of the Savoy tradition is a master of his trade!



ski-in ski-out residence



All-comfort room

LA COUR AUX ÉCUREUILS RESIDENCE

La Cour aux Écureuils is a new establishment that carries on a long heritage of accommodation while looking to the future with a real breath of modernity. Situated at the foot of the Parchey chairlift, it offers ski-in/ski-out access to the slopes. 51 flats and a self-contained chalet await guests, with spacious accommodation and a style that blends mountain identity with modern codes. Accommodation includes Wi-Fi access and private parking, as well as access to a spa with an indoor swimming pool and a fitness room... ideal for après-ski just the way you like it.



The Cristaux Blancs



Alain Giachino



PRESERVING OUR CULTURAL HERITAGE



Cheese maturing cellar



Jérôme Scalia

HOW BEAUFORT CHEESE IS MADE

Whether Beaufort is produced in mountain chalets or in valley workshops, the steps involved in making it are the same every day. Over the centuries, shepherds, cheese-makers and wine merchants have acquired recognised expertise. Today's Beaufort cheese professionals are firmly rooted in their time, but still strive to respect this ancestral know-how to offer consumers impeccable quality. That's what's happening at the cheese-making workshop at La Chenarie. Since 2019, a

GIE (economic interest group) grouping three GAECs (GAEC Alpin, GAEC de l'Aliet and EARL de Sainte-Agathe) has been set up to pool cheese production and enable local cheese to be marketed on a short supply channel. Guided tours of the cheese-making workshop are available throughout the winter, on Wednesdays at 4.45pm, so that members of the public can familiarise themselves with this local know-how. A free visit for lovers of this renowned cheese!

PORTRAIT: JÉRÔME SCALIA

Jérôme Scalia is one of five partners in the GAEC Alpin. After studying agriculture, and more specifically machinery, Jérôme initially focused on the technical side of the farm. He soon developed a love of making Beaufort, and it was his uncle, Pierre Pocard, who gradually passed on his know-how to him. Today, Pierre

and Jérôme work hand in hand to make Beaufort, with the same meticulous attention to detail that goes into making this hard cheese. Jérôme invites visitors to find out more about his craft every Wednesday at 4.45pm at the cheese-making workshop in La Chenarie.

6 CHAPELS, 2 CHURCHES AND 1 SANCTUARY (NO LESS)

Privileged witnesses to the life of the local inhabitants, the chapels in the various hamlets are open all year round and can be visited by following the Peisey chapels trail. This easy trail (difficulty level blue) takes visitors to each of the 6 chapels in the area: Notre-Dame des Neiges chapel in Beaupraz, Sainte-Agathe chapel in Moulin, Sainte-Marie-Madeleine chapel in Nancroix, Sainte-Marguerite chapel in la Chenarie, Saint-Jacques chapel in Pracompuet and Saint-Pierre chapel in Le Villaret. In addition to the chapels, Peisey-Vallandry has two churches and a sublime sanctuary, Notre-Dame des Vernettes, which is over 300 years old. And that's just the beginning!

The little extra: Guided tours are offered throughout the year in collaboration with the FACIM Foundation. This way, the baroque culture becomes accessible to as many people as possible.



Notre-Dame des Vernettes

THE PEISEY-VALLANDRY QUIZ

Peisey-Vallandry has created its own quiz to help you discover the resort and its villages, their history and their DNA. It helps you connect with the past and better understand where you are. How many chapels are there in the villages of Peisey-Nancroix? What is the original name of Peisey? Or what year was the Peisey-Vallandry ski club founded? The answers to all these questions can

be found in this quiz. Altogether, 50 themed cards and 150 questions, divided into 5 categories, to have fun, challenge your family or friends but also, and above all, to learn more about the natural, cultural and patrimony heritage that makes this area so rich.



Church of Peisey

A REVIVAL OF TRADITIONAL SPORTING ACTIVITIES

SKI TOURING

Ski touring is more usual and part of the landscape. It's also a bit sportier, in that you have to take the place of the ski lifts, using the strength of your legs and the grip of your skins to get up before heading back down the slopes. There are different types of itineraries, with different

levels of difficulty, on both outward and return routes. It's a great way to discover the mountains in winter from a different angle, to get away from the crowds for a while and dive into immensity and great quietness. To be discovered.



ski touring



Movement ski test



SKIJORING

Skijoring, also known as harnessed skiing or equestrian skiing, involves having your skis pulled by a horse or pony. Once again, this practice came to us from the Far North and Scandinavia. The first traces of skikjøring (Norwegian) or skidkörning (Swedish) might even date back to around 2500 BC. Initially a means of locomotion used by farmers, for example, to get around more easily with the help of their animals, it developed into a leisure activity

in modern times, and skijoring was even presented as a demonstration sport at the St Moritz Olympic Games in 1928. Once again, the guarantee of a magical, playful moment shared with the animal.



skijoring

THE PARET

Finally, the paret is a small wooden sledge made up of a board for the seat and a single iron runner for gliding - which allows you to take an edge and ski sitting down in a certain way. The paret has less distant origins, having been invented in Haute Savoie (Manigod). It's less exotic, but still a lot of fun. With friends or family, it's a board sport that's accessible to all and increasingly popular.

TELEMARK

Telemark skiing is one of the oldest forms of snow sports. It originated in Norway in 1868 in the county of Telemark (which explains everything). Although proportionally much rarer than other disciplines, it has nevertheless been made famous by its renowned free heel and bent inside leg turn. It's a trick that requires some skills, but it's also aesthetically pleasing and elegant, as well as a great deal of fun.



Telemark

ACCESS



BY CAR TO PEISEY-VALLANDRY

- 2h15 from Lyon
- 2h30 from Geneva
- 1h30 from Chambéry
- 2h15 from Grenoble
- 3hrs from Turin
- 7hrs from Paris

BY TRAIN TO LANDRY STATION

- 3h30 from Lyon
- 4hrs from Geneva
- 1h45 from Chambéry
- 2h30 from Grenoble
- 10h30 from Turin
- 5hrs from Paris

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