

FROM 23 NOVEMBER
TO 4 MAY

24/25

PRESS
KIT



Val Thorens
LES 3 VALLÉES



Editorial

Val Thorens, a unique experience on the roof of the Alps

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At 2,300m altitude, nothing is the same

Perched at the top of the Alps at 2,300m, Val Thorens is much more than a ski resort: it's a unique universe, a journey that transforms every visit into an unforgettable adventure. Everything is different: the height, the atmosphere, the experiences and the lifestyle that makes the resort so unique.

Here it's all about skiing, but not only!

While Val Thorens is renowned for the quality of its slopes and the skiing, it also offers numerous alternatives for non-skiers. There is something for everyone: every visitor, regardless of age, fitness, budget or interests, can find happiness and have unforgettable experiences.

A ski-in/ski-out resort, everything is designed for the comfort of visitors. Every place is within reach, offering a smooth and stress-free stay.

Val Thorens also boasts a cosmopolitan atmosphere and world-renowned sporting events. Travelers come from all over the world, creating an incredible cultural melting pot.

In Val Thorens, the summit is not only geographical: it's an invitation to live exceptional moments, timeless and close to the stars.

Welcome to planet Val Tho'!

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Vincent Lalanne
Director of the Val Thorens Tourist Office

Resort facts & figures

OPEN FROM NOVEMBER 23, 2024
TO MAY 4, 2025



HIGHEST POINT IN LES 3 VALLEES.
LARGEST
SKI AREA IN THE WORLD
WITH 600 KM OF SLOPES



6 MONTHS
OF GUARANTEED SKIING,
THE LONGEST SEASON IN EUROPE



VOTED **THE WORLD'S**
BEST RESORT 8 TIMES
AT THE WORLD
SKI AWARDS

2 300 M · 3 200 M
THE HIGHEST RESORT IN EUROPE



25 623 TOURIST BEDS.
ALL SKI-IN/SKI-OUT



INTERNATIONAL
& **COSMOPOLITAN RESORT.**
WITH OVER **70%** FOREIGN CLIENTS

REVIEW OF THE
2023 - 2024
season

1ST PLACE
AMONG FRENCH RESORTS
WITH
AN AVERAGE OCCUPANCY
RATE OF **88,5%** THROUGHOUT
THE SEASON
(+2.7 POINTS COMPARED TO THE PREVIOUS YEAR)

2 028 300
OVERNIGHT STAYS
(+4.8% COMPARED TO THE PREVIOUS YEAR)

1 900 000
SKIER DAYS
SOLD DURING THE 23/24 SEASON
(VS 1 872 303 THE PREVIOUS YEAR)

Access

2h30 from Geneva & Lyon airports.
50 min from Moûtiers-Salin-Brides-les-Bains SNCF train station.



Did you know?

At 2,300m altitude, nothing is the same...

Cooking time

In Val Thorens, water boils at 85°C compared to 100°C at sea level which lengthens the cooking time for food. For example, rice takes ten minutes longer to cook in Val Thorens than in Moutiers for example.

Wine and altitude

At high altitude, there is less oxygen and the atmospheric pressure is lower. Wine ages faster but become richer and develop in both taste and intensity with more pronounced flavors and aromas. Transporting a wine made in the valley to a resort like Val Thorens requires 15 days to adapt before it tastes properly.

Article idea

Meet with a chef and a sommelier in Val Thorens to learn about the secrets and peculiarities of cooking and wine preservation at 2 300 meters.

New ski area features

Article idea

Talk to the team responsible for designing, constructing and delivering the high-altitude Caron 3 200 building.

CSR Approach

The extraordinary nature of the site necessitated protecting it by limiting the building's energy needs and environmental impact which was a significant challenge given the height and regular extreme weather conditions. To achieve this, the building was designed with local architects and landscape consultants to blend harmoniously with the Cime Caron environment. Additionally, SETAM implemented several measures:

- Use of sustainable raw materials: steel, wood, glass and stainless steel.
- Use of renewable energies (thermo-solar, solar panels, recovery of residual heat from the Orelle-Caron cable car).
- Innovative water resource management using micro-steppe technology.
- Selection of local and national suppliers.
- Sourcing and products made in France.



Destination "Cime Caron"

Cime Caron, the highest point of the Val Thorens ski area at 3,200 meters, offers a breathtaking 360 degree panorama of the surrounding peaks with views of Mont Blanc, too. Accessible to everyone thanks to the ski lifts, Cime Caron is a must-see destination in itself both in winter and summer.

With ongoing investment in recent years, Cime Caron will feature a brand new building this year – called Caron 3 200 – which will open for the winter 2024/2025 season.

Perched at 3 200m, Caron 3 200 is a state of the art facility developed by SETAM (Val Thorens' ski lift company) to offer new services on the iconic summit and improve the visitor experience with places for relaxation, meeting and dining.

The complex will house a new restaurant with 130 seats, a cosy wine bar, a rooftop with a bar and panoramic terrace, as well as an 80m² multi-service space which can serve as a projection room, exhibition hall or reception area for events and seminars.

This final building completes the various phases of development on Cime Caron :

1982

The launch of the **Caron cable car**, the world's largest cable car at the time.

2021

Construction of two gondolas, a €40 million investment to connect **Orelle with Val Thorens** and create a new route from the neighboring Maurienne Valley. They allow access to Cime Caron in less than 20 minutes.

2023

Construction of a **glass pedestrian tunnel** from the new Orelle-Caron lift to the Val Thorens cable car so that visitors arriving with baggage can cross without getting their feet wet ! The tunnel also features a viewing area for visitors to take in the beautiful mountain scenery.

DÉCEMBRE
2024

opening of the new multi-service reception building: **Caron 3 200**.



Replacement of the 2 Lacs chairlift with a new gondola

The 2 Lacs chairlift will be replaced by a fast, comfortable, and modern 10-seat gondola. This new lift will reach higher - to the starting point of the La BEE zip line and Moutière chairlift arrival area - offering more skiing for beginner clients. The departure area will also have a specially designed entrance for children to help them board.

KEY

figures

ARRIVAL ALTITUDE 2 507 M	DEPARTURE ALTITUDE 2 193 M
7 M SPEED /SECOND & 3 500 PEOPLE/HOUR	ELEVATION GAIN 314 M
4 MIN ASCENT	61 CABINS WITH 10 COMFORTABLE SEATS EACH
	ESO TECHNOLOGY OPERATOR-FREE OPERATION

opening
ON

NOVEMBER 23, 2024

Two new ski touring trails in Val Thorens

Salomon and Val Thorens are partnering to develop ski touring and make the activity more accessible to everyone. Two new ski touring trails are opening this season and will connect two areas:

Petite Sud and **Grande Sud**.

Petite Sud

LENGHT
1.8 KILOMETERS

STARTING ALTITUDE
2 230 METERS

ARRIVAL ALTITUDE
2 395 METERS

POSITIVE ELEVATION GAIN
65 METERS

Grande Sud

LENGHT
2.03 KILOMETERS

STARTING ALTITUDE
2 395 METERS

ARRIVAL ALTITUDE
2 738 METERS

POSITIVE ELEVATION GAIN
343 METERS

Also, a brand new blue run, KL, will open and start from the Funitel de Thorens.

New sports events

ONE RESORT,
3 SPECTACULAR INTERNATIONAL SPORTING EVENTS

For years, great sports figures have chosen Val Thorens to prepare for the biggest snow sport competitions: the French and European championships, World Cups and even the Olympic Games.

With its high elevation, snow cover is guaranteed for 6 months a year and the versatile, high-quality facilities in Val Thorens provide an environment conducive to performance and concentration for the world's elite racers - regardless of discipline - where training at altitude offers them real performance advantages.

A brand new sports program, conceived by all the resort's entities, brings together three world-renowned events : the Ice Cross World Championships, the first stage of the Ski Cross World Cup and a stage of the Freeride World Tour. This reinforces Val Thorens' position as a dynamic centre for winter sports excellence.



Ice Cross, extreme skaters meet in Val Thorens

December 5-7, 2024

Val Thorens, in partnership with ASTX (All Terrain Skate Cross) and the French Ice Sports Federation, is organizing a leg of the Ice Cross World Championships from December 5-7, 2024. Staged in the heart of the resort, this most spectacular speed skating competition will see participants launch in groups of four on an ice track dotted with obstacles - all at night - which adds to the thrill and excitement.

Article idea

Ice Cross track preparation and testing with a professional athlete.



Ski Cross World Cup,

December 12-13, 2024

For the twelfth consecutive year, Val Thorens is hosting a stage of the Ski Cross World Cup, a must-see event on the international ski circuit. Skiers will compete four by four on December 12 & 13, 2024, along a course composed of bumps, banked turns and jumps designed by Olympic champion and local ski hero, Jean-Frédéric Chapuis.

Article idea

Behind the scenes with staff preparing the ski cross track, guided by an athlete.



Freeride World Tour, a new peak for Freeride

From 27 January to 1 February 2025.

The Freeride World Tour returns to France after 8 years and sets up in Val Thorens where a stage will be hosted. Thanks to its prime location at 2,300m, Val Thorens and its iconic Cime Caron offer an exceptional playground for competitors, combining technical challenges and breathtaking views. This unique French stage is also the only one accessible by ski lift via the Caron cable car.



Article idea

The Freeski of Belleville promotes young freestyle and freeride talents in the Belleville Valley. Kevin Guri, winner of the Xtreme Verbier 2013, could share his experiences and work to develop the next generation of athletes.

Interviews available on request.

New ski resort features

Altapura^{★★★★★}

Yaki Alta, an inspired cuisine

Opening this season is Altapura's new restaurant – called Yaki Alta - where Asian and European flavors meet in bold fusion cuisine. The restaurant promises a limitless culinary journey where each dish is an exploration of innovative tastes and diverse cultural influences.



L'Oxalys^{★★★★★}

Complete renovation of Montagnettes Group apartments.

Following the renovation of the relaxation area and spa last season, a comprehensive remodelling of all 36 apartments at the 4-star L'Oxalys residence was carried out during the off-season costing €3.5 million. This reflects the Montagnettes Group's commitment to offering unparalleled comfort and quality to its guests from around the world. Agnès Girard, CEO of the group, sees the importance of the investment to ensure the longevity of Montagnettes establishments. Thanks to this modernization, L'Oxalys^{★★★★★} continues to lead in mountain hospitality, providing guests with an unforgettable experience where modernity and tradition blend harmoniously. The residence will reopen on November 29.



Marielle^{★★★★★}

An expanded après-ski offer

Hotel Marielle will launch its vinyl bar every day from 6 PM to 8 PM in the bar area. The concept: a DJ will play only vinyl records chosen by customers themselves. Over 1 000 records will be available, guaranteeing old-school music ambiance!



Oxygène Ski School launches Ski Transfer

A way to hit the slopes without even wearing skis!

Ever fancied heading off into the deeper snow but struggled to get to grips with powder skiing? Or maybe you or a friend can't ski at all? Oxygène, one of the five ski schools in Val Thorens, is launching 'ski transfer', an innovative, fun and comfortable way to experience the slopes without you actually having to ski yourself! The concept is simple. You sit in a chair - on skis - which is controlled and piloted by an Oxygène ski instructor who will take you out onto the slopes, so you can admire the snowy landscapes, meet friends or simply explore an area of the mountains you've always wanted to check out. Think of it as the ultimate Tuc Tuc ride.

Behind the scenes of a connected resort

Innovative by nature, Val Thorens leverages the skills and passion of its teams to develop technology that enhances the safety, comfort, and well-being of guests. As a truly connected mountain, the innovations are abundant: Snowsat mapping system, GPS beacons to locate rescuers, drones for ski area surveillance, making Val Thorens a true pioneer in the use of technology to run the resort.

GPS Beacons, for Increased Efficiency.

Responsiveness and performance are the watchwords behind this innovation! In Val Tho', every member of the ski patrol is equipped with a GPS beacon and radio, providing an efficient means of locating them and sending the nearest patroller to the zone where assistance is required.

Article idea

The connected mountain: Look in detail at the different technologies a modern ski resort uses to run its mountain operations.



14

15

A drone, for Ski Area Surveillance, a First in Europe.

Fitted with two cameras, one that uses thermal imaging, the other with a 180X zoom lens, the drone allows rapid detection of avalanches or other search zones where the situation has to be assessed in order to deploy the right operational or rescue strategy.

Snowsat, for Intelligent Grooming.

A technology at the heart of sustainable, ethical tourism, Snowsat is fitted to all snow groomers. The software includes embedded GPS connected to a map of the ski area to then provide real-time information on the depth of snow cover on the slopes. This technology is also linked up to the snow-making canons which then operate automatically and intelligently to produce snow in a targeted manner.

Ski Flux, the Waze of the Slopes.

Want up-to-date information about skier numbers on the slopes? This is possible in Val Thorens thanks to the new Ski Flux system which keeps skiers informed in real time! Unique in France, this system measures the flow of skiers via sensors located on the slopes and allows users to choose their itinerary accordingly.

Data Montagne, an Optimized Water Management.

Unique in France, Data Montagne is an expert software solution that enables optimized water resource management in the mountains. It addresses the challenge of balancing different uses (human consumption, snow cannons, etc.) and allows for optimal water distribution.

Val Thorens for every budget

Known for welcoming holiday makers of all ages and nationalities, Val Thorens caters for every budget, too. The pleasures of the mountains are accessible to everyone, provided you know the right tips and tricks to save cash and make your money go further!

Skiing in April: Great Skiing at Affordable Prices

Skiing in winter is great, but in spring, Val Thorens offers delightful surprises. The days are longer, the temperatures are milder, and the snow is still excellent! Prices are attractive, and the resort offers attractive promotional packages, making the stay more affordable. These special offers include discounts on ski passes, accommodation, and other perks, allowing you to fully enjoy the last snow of the season without breaking the bank.

Article idea

Club Val Tho: Follow a family on vacation in Val Thorens enjoying the unique activities and events offered by the Club.

Unforgettable 100% Free Experiences with Club Val Tho'

Lovers of the resort have their own club to enjoy exclusive complimentary experiences during their stay! The mission of Club Val Tho' is to make vacations unforgettable by offering over 2,000 free experiences throughout the season. Whether it's riding a snow groomer at dusk, dining in a gourmet restaurant or participating in torchlight descents with the instructors, club members can access these unique experiences.

To have a chance to win, simply sign up and indicate the dates of your stay to be included in the draws. And for those who don't win, many other free activities are offered during school holidays for all club members such as free cheese raclette or hunting for 'hearts' on Valentine's Day.

More info:
club.valthorens.com



Free Meals on a 4-Star Hotel Terrace

No more eating sandwiches in the snow on the slopes to save money! Throughout the winter, Hotel Marielle**** will offer its terrace and large BBQ for "Bring Your Sausage" events. Everyone can come and cook on the terrace with their own products, enjoying the hotel's view and atmosphere. Hotel Marielle even provides free bread, sauces, and cutlery, along with checkered tablecloths, music and a pétanque field!



Val Thorens, more than just skiing!

Activities abound in Val Thorens: snow groomer rides, zipwires, sledding, and more. There's a variety of options to enjoy the pleasures of the snow, guaranteeing an unforgettable experience whether you're a skier or not:



Journey through the Cosmojet universe

on the longest sledding run in France,
a 6 km track starting from the Péclet glacier.

Soar in tandem on La Bee Zip Line,

flying over the slopes for 1,800 meters and landing in the heart of the resort.



Snowtubing, an inflated descent,

sliding with giant tubes down a dedicated track.

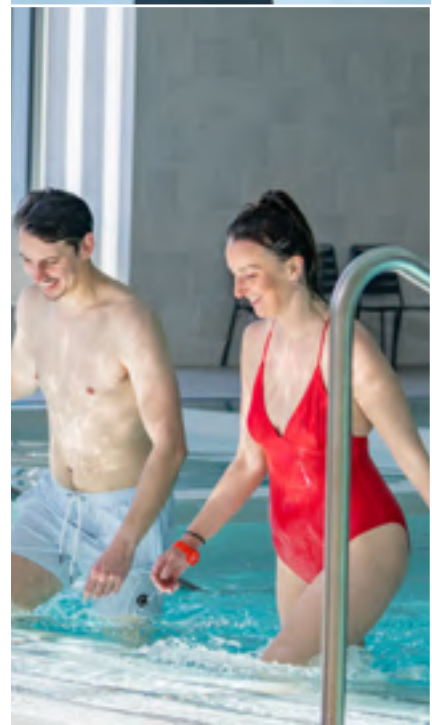


Le Board, a multi-leisure center for the whole family

The "Le Board" sports and multi-leisure center is a valuable asset to the resort, enhancing the skiing experience. Located in the heart of the village, this 17,000 m² space includes leisure, and wellness areas, including pools, a convention center with numerous meeting rooms, a co-working space, and an exceptional rooftop.

Unique among ski resorts, this panoramic terrace can host up to 2,400 people, making it ideal for a variety of ambitious and varied projects such as fun events, sports and concerts. Inside, several modular spaces are available including an auditorium (437 seats), an arena (3,000 people), lounge area (166 m²), and a dedicated event space (281 m²).

More info:
sogevab.com/le-board-val-thorens-2/



Wellness & Relaxation

Article idea

The story behind the three mountain refuge keepers who look after the lodge day to day.

Nature escape at Lac du Lou

At Lac du Lou, a truly refreshing wilderness adventure awaits. Not far from the resort, this lovely Val Tho' destination offers a breath of fresh air and an escape in the midst of the world's largest ski area. Nestled at the edge of the Vanoise National Park, Lac du Lou is frozen over in the winter and sits within a vast, wild plain between the peaks of Cime Caron and Pointe de la Masse. This majestic location is a playground for divers, hikers and nature lovers who cherish wide-open spaces.

This natural gem must be earned. Reaching Lac du Lou is an adventure in itself as it's inaccessible by car or ski lifts. Visitors can get there by snowshoeing, ski touring or via off-piste routes.

Other snowshoe hikes are also available around the resort.

Spend a unique evening in an Igloo...

Far from traditional restaurants, this unique experience offers the chance to taste regional specialties in a setting crafted with passion by professionals. It's a unique opportunity to combine gastronomy in the unusual setting of the Igloo Village which is made totally from ice!

And why not extend the experience by spending the night in a ice bedroom and enjoy a wake-up call in nature with breathtaking views of the resort?



After the effort, the comfort

Val Thorens has more than a dozen spas which are open to everyone, hotel guests or not, offering a real invitation to recharge, unwind, and be pampered. Each spa is unique and has its own characteristics so that everyone can choose a place that suits perfectly:

Spa by Codage at Altapura ★★★★★

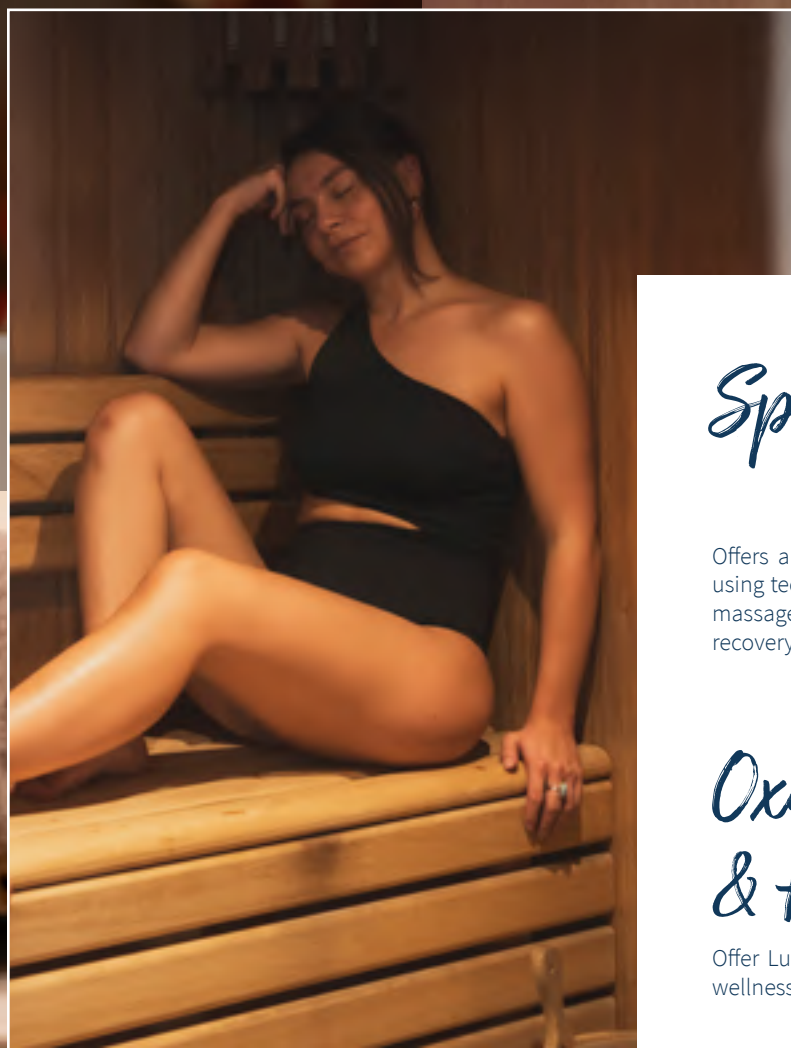
1,000 m² dedicated to well-being and the only indoor/
outdoor pool in the resort.

Koh-I-Nor ★★★★★

Is known for its two pools and outdoor sauna with
breathtaking views of the Val Thorens peaks. New
this winter, the Koh-I-Nor hotel is partnering with the
prestigious spa brand Gemology, which combines
the benefits of precious stones with skincare, offering
innovative and highly effective treatments and
massages.

Spa Nuxe at Marielle ★★★★★

An exceptional setting with diverse treatments offered.



Spa by l'Occitane at Pashmina ★★★★★

Offers a brunch and spa package, along with its "Après-ski" massage, developed
using techniques from the physiotherapy staff of the French ski team. This full-body
massage is specifically designed to enhance performance through rapid muscle
recovery, targeting the deep muscles that are strained during skiing.

Oxalys & Hameau du Kashmir ★★★★★

Offer Lunch & Spa packages that allow you to enjoy a relaxing treatment in their
wellness areas, followed by a meal (starter/main course or main course/dessert).

Résidence Montana Plein Sud ★★★★★

The spa is getting a makeover! In its ongoing effort to provide
guests with an increasingly relaxing and refined experience,
Village Montana has redesigned the space with new decor and
furnishings.

Natural materials, clean lines, and a soft color palette create an
atmosphere conducive to complete relaxation. The pool, the
spa's beating heart, is equipped with a light therapy system,
with treatments enhanced to feature a selection of new
services inspired by the latest trends in wellness.



Agenda

Events not to be missed

23 & 24
NOVEMBER

La Grande Première

It's the opening weekend of the winter season in Val Thorens! An unmissable event for winter sports enthusiasts. It offers a variety of activities, introductory sessions to different disciplines, and a test village to discover the latest products from over 50 brands.

NEW NEW NEW
NEW
NEW NEW NEW

5 > 7

DECEMBER

Ice Cross

Val Thorens is hosting a World Cup event of the Ice Cross World Championships for the first time. A speed skating race will take place at night in the heart of the resort.

12 & 13
DÉCEMBRE

Ski Cross World Cup

For the twelfth consecutive year, Val Thorens is hosting a leg of the Ski Cross World Cup, a key event in the international ski circuit.

NEW NEW NEW
NEW
NEW NEW NEW

27 > 1^{er}

JANUAR - FEBRUARY

Freeride World Tour

The Freeride World Tour returns to France after 8 years and sets up in Val Thorens where a stage will be hosted. Thanks to its prime location at 2,300m, Val Thorens and its iconic Cime Caron offer an exceptional playground for competitors, combining technical challenges and breathtaking views. This unique French stage is also the only one accessible by ski lift via the Caron cable car.

17 > 22

MARCH

Alpine Skiing Masters World Championship

The FIS World Criterium Masters has selected Val Thorens as the host resort this season. This world championship is reserved for women and men over 30 years old, competing in three disciplines: Super-G, Slalom, and Giant Slalom. More than 500 competitors are expected. The opening ceremony will take place on Monday March 17 in the town center, with the championship running from March 17 to 21, followed by a FIS Giant Slalom race on March 22.

18 > 20

MARCH

Festival'Tho

In its 15 years of existence, Festival'Tho, an electronic music festival, has become an unmissable winter event for all lovers of parties, great emotions, and unforgettable moments.

NEW NEW NEW
NEW
NEW NEW NEW

19 > 21

APRIL

Cosmic Mountain Festival

They dreamed it, they made it happen! The team at Val Thorens, in partnership with the Delta Music Festival, are proud to present the first edition of the "Cosmic Mountain Festival", a celebration of music. On the agenda: 3 days of partying and music at the must-see spots in the resort.

3 & 4

MAY

La Grande Dernière

One last weekend of celebration before the end of the season! Val Thorens invites its visitors to strap on their skis for the final descent of the winter season.

But also:

30 years of the valley jazz association

Under the impetus of pioneer Marie-Aline Josserand, the Val Thorens Classique & Jazz Association was founded in 1995. For 30 years, the association's volunteers and friends have worked tirelessly to provide Val Thorens with a high-quality programme of almost 30 concerts a year. To celebrate its 30th birthday, the association has decided to organize a major anniversary concert in April 2025.

Tomorrow's projects

«Plateau du Cairn»

Always looking to the future, Val Thorens is constantly rethinking and evolving. Since the end of the last winter season, the resort has embarked on a number of renovation and refurbishment projects, with the aim of continually improving the visitor experience and pursuing a long-term ecological policy.



The Cairn eco-neighbourhood

With a view to innovation and development, Val Thorens is planning to create an eco-neighbourhood on a brownfield site: the Plateau du Cairn. The aims of the project are to bolster winter tourism and develop summer activities, as well as increasing the use of renewable energy and enabling the construction of new housing for permanent and seasonal staff.

Visuel of the "plateau du Cairn"
© AKTIS

Media contacts

A dedicated press team located in the heart of Val Thorens as well as in London



With an office in the center of the resort, our press team is your essential point of contact to support you organizing and carrying out your assignments. We also have a local PR agency based in London. In constant contact with all those involved in the resort, the press team is here to guide you about all the latest news and help arrange access to key spokespeople.

Anne-Laure Devès & Justine Taglang
Press officer
✉ presse@valthorens.com

Useful contacts:

UK
Tom Herbst PR
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☎ +44 207 274 9937

Resort information is easily available

The press area on our website is freely and easily accessible, day and night, and provides :

- * a link to our photo/video database
- * the latest press kits and press releases
- * fact sheets and key resort information
- * useful contacts



Do not litter.
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*See you soon
on planet Val Thorens!*

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