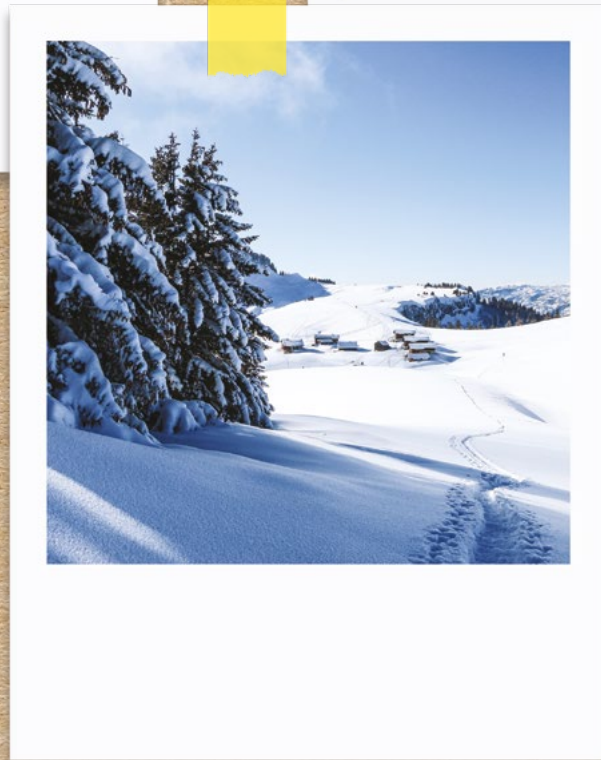
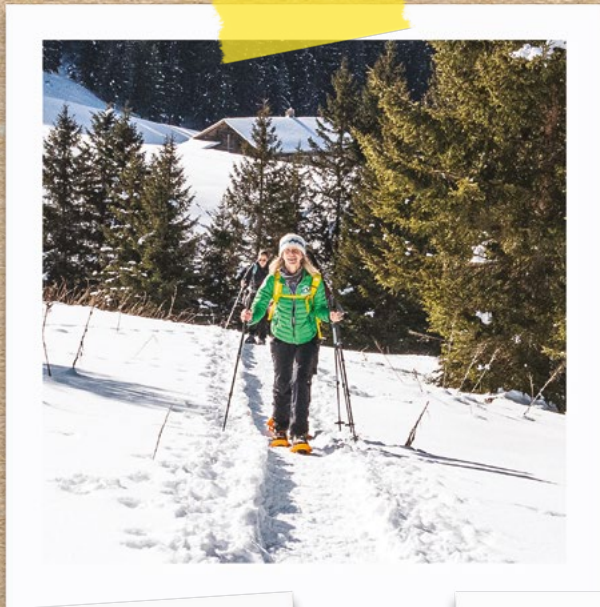




PRESS RELEASE

Winter / Spring 2023 - 2024





Away from the pistes!

From the snowy peaks of the Aravis mountain range to stunning wintry scenes by Lake Annecy. Annecy Mountains breathes life into a unique and captivating destination. Make like a trapper and don your snowshoes, treat yourself to a reflective or indulgent getaway and experience culinary delights and local wisdom. This is a region that everyone can dive right into and enjoy.

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Photo Credit: D. Delahaye, OT Thônes Cœur des Vallées, C. Ferrand, J. Cathala, G. Lansard, G. Piel, P. Guilbaud, L. Frigout, T. Vattard, S. Goudeau, OT SLA M. Goy, OT SLA Refuge Là Haut, Manigod Tourisme, MGM, Pays de Filliere

The key figures



Come to Annecy Mountains

BY CAR

Autoroute A41

exit « Annecy centre » and « Annecy nord »

Autoroute A40

exit « Bonneville/Aravis »
(35 mins)

BY TRAIN

Annecy TGV Station

Direct line Paris-Annecy
(3 hours 40 mins - 5 to 7 times per day)

Valserhône TGV Station

(45 mins)

BY PLANE

International airports for regular
and low cost airlines

Geneva

44 km (45 mins)

Lyon - Saint Exupéry

125 km (1 hour 30 mins)

ACCOMMODATION & GASTRONOMY



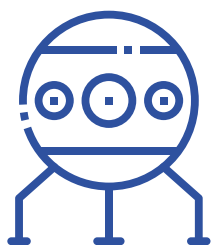
6

**5-star
hotels**



21

**4-star
hotels**

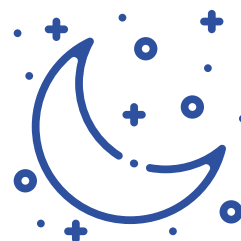


14

**unusual
places to stay**
(cabin, bubble...)

20

**summer
refuges**

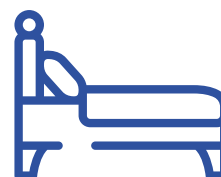


10,2 million
**the number of tourist
overnight stays**



11 stars
(Guide Michelin)

Laurent Petit (3)
Jean Sulpice (2)
Yoann Conte (2)
Florian Favario (2)
Stéphane Dattrino (1)
Eric Prowalski (1)
Vincent Favre Félix (1)



142 900
tourist beds
within
Annecy Mountains

SPORT, OUTDOOR, HERITAGE & NATURAL ENVIRONMENT



214 km of cross-country skiing tracks

Aravis: 108 km
(La Clusaz et Manigod /
Thônes: 50 km,
Le Grand-Bornand: 58 km).
Semnoz: 35 km, Talloires
Montmin: 16 km,
Glières: 28 km,
Val de Tamié: 27 km.



270 km of downhill slopes

Aravis: 210 km,
Semnoz: 20 km,
Talloires Montmin: 5 slopes,
Sambuy: 40 km



Altitude

320 m at the
lowest altitude and
2 750 m at the
highest point in the area
(la pointe Percée,
on the commune of
Le Grand-Bornand)

1 467 km of hiking trails

200 000

The amount of
paragliding and hang
gliding jumps per year,
in and around Annecy
Mountains.

18

The number of
cols to climb on
your road bike

4

snowparks

1

biathlon
stadium

5

via ferrata
sites

3

lake fishing
spots

8

canyoning
spots

20

climbing
spots

3

caving
spots

8

skateparks



Reblochons

130 farms
10 cheese
maturers
5 200 cows
6 million
Reblochon
per year

1

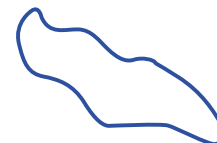
Geopark
Regional Nature
Park in the
Bauges massif
(UNESCO 2015)



2

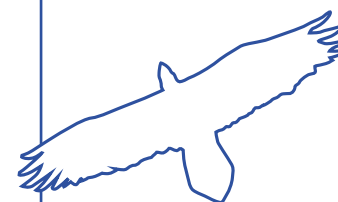
natural reserves

Roc de Chère and
Bout du Lac,
managed by
Asters



Lac d'Annecy

Average depth: 41 m
Maximum depth: 80 m
Length of shoreline: 40 km



3

Couples of Bearded Vultures

settled and reproducing in
the Bornes-Aravis Massif



2

historic sites

to commemorate
the Resistance:
Plateau des Glières
& Morette

7

Natura 2000 sites

A network that
identifies natural
sites in order
maintain and
protect species
and habitats that
may be under
threat

New

A land of discovery, bubbling with life. Unique and surprising activities where you can enjoy the spectacle of nature while fully embracing the Annecy Mountains.

// ALPES AVENTURES (LCZ)

The bike rental shop Alpes Aventures is open all year long which of course includes this winter. A great way to explore the mountains differently with original activities that will please the whole family, such as downhill MTB, electric MTB or Mountain Trott' (scooters) on the snow. Alpes Aventures has a wide range of cycling experiences on offer so you can create your own personalised adventure or maybe even plan a team-building activity, there are so many possible events.

Added bonus: D'janté: bistro vélo & co: come and discover a welcoming and friendly place surrounded by all things related to cycling, with a bicycle shop and a bistro. A selection of drinks and light snacks/fast food made using fresh, quality ingredients. After a day of skiing, cycling or other activities in La Clusaz, come and grab something to eat or drink at Alpes Aventures in the centre of the village.

www.alpesaventures.com



2/ TREAT YOURSELVES TO A RETREAT AT THE ZENSPACE CHALET...

Le Grand-Bornand was chosen by American dancer and circus performer Sydney Martinie, qualified yoga instructor, specialised in the art of movement, as a great place to come and do all sorts of yoga practices in a spectacular, inspiring natural environment, so this is where she decided to open an 'annex' of her school in Lyon, Zenspace. The 360m² chalet has a space for yoga as well as individual rooms that are all decorated with a minimalistic approach, for those looking for a wellness retreat based on a specific theme or for a professional course. Qualified instructors and physiotherapists will guide you in an environment that is perfectly suited to self-reflection and meditation.

www.zen-space.fr



3/ DAKA STORE, THE STRATEGIC PLACE TO STOP BY FOR SPORTS FANS AND FOODIES...

This new meeting place in Saint-Jean-de-Sixt, between La Clusaz and Le Grand-Bornand, is the perfect concept store where you can enjoy the delicious homemade delights and a hot drink (or cold drink depending on what you fancy) at the coffee shop, browse the clothing range, and bring your sports equipment for repairs, verifications or even hire equipment for skiing, ski touring, MTB (with or without electrical assistance), road or gravel cycling... there's something here for everyone! This multi-purpose place is ideal for fans of exciting activities and culinary adventures and is open all year round, from 8 am to 6 pm, and 7 days a week during the school holidays.

www.daka-store.com



4/ CREATING A BOUTIQUE HOTEL ON THE BANKS OF THE THIOU - THE AUBERGE DU LYONNAIS

The Auberge du Lyonnais is at the heart of Annecy's historic town centre, and recent renovations have transformed it into a luxury 4-star hotel. This place has everything to make you feel good: breathtaking view of the Thiou and the roofs of the old town, beautiful, raw and noble materials such as wood, stone and concrete intertwined with vegetation. Camille and Charles gave the restaurant a makeover in 2022, they were then awarded the 'Maître Restaurateur' title and they continued renovation work in 2023 to now offer 12 rooms, including a 55m² suite with 16m² outdoor terrace and breathtaking view of the Thiou, the Château d'Annecy and mountains, and 11 rooms between 14 and 18m². From €117/night, incl. breakfast

www.auberge-du-lyonnais.com



5/ MGM (MANIGOD): A NEW HOLIDAY APARTMENT BUILDING, THE 'HAMEAU DE L'OURS'

Holidaymakers come and stay here for the fantastic natural environment, right at the top of the Col de la Croix-Fry in Manigod. The holiday apartment building is ideally located at 1,500 m, with 48 high-end apartments that are sure to please the whole family, those who have come for skiing, snowshoeing or any other mountain activities. The well-equipped apartments are in an intimate, unspoilt setting, for an unforgettable stay. The quality of the MGM services guarantees you'll be able to relax and just focus on enjoying your time here. To perfectly round-off this experience, there's a Spa Montagnes du Monde® where all the senses will be heightened and holidaymakers can treat themselves to a moment of pure and utter pampering.

www.manigod.com • +33 (0)4 50 44 92 44



Nature bathing

Spend time in wide open spaces, far from the crowds, where you can take some time out in nature and appreciate the sheer scale of this stunning landscape.

1/ MOONLIT SKI TOURING & NIGHT IN A TIPI

Cross-country skiing is an adventure on skis, where you'll feel like you're the very first to venture onto the virgin snow. Skiing at night with the moon lighting your way is a whole new sensation in the heart of a fairytale landscape. Peace and quiet reign supreme for this experience. Make the most of your evening as the Thônes guides take you for a night in a mountain teepee, deep in the heart of the peaks, for a starry night and a stunning wake-up call as the day gently breaks.

More info: from €70/person for the full moon trip. From €140/person for a night in a tipi with evening meal and breakfast.

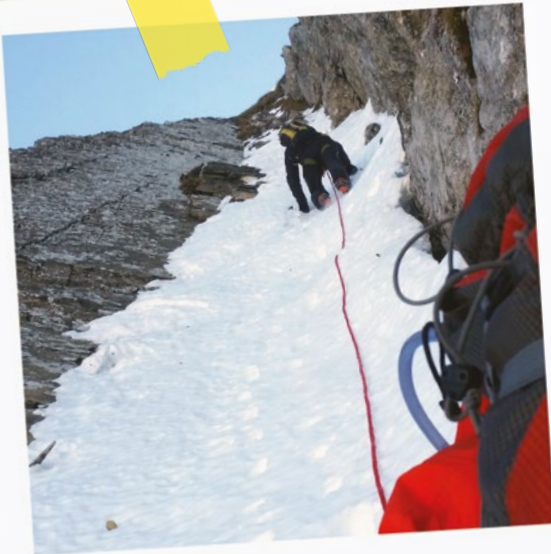
www.guides-des-aravis.com

2/ AN ICE'CITING EXPERIENCE: CLIMB THE ICE FALLS

When the temperatures plunge and winter arrives, the flowing waters turn into a fabulous playground. Equipped with studs and picks, head to Montremont Valley, just a few kilometres from Thônes for this activity that is actually easier than it looks. An extraordinary place where the refreshing summer waterfalls are transformed into temporary ice structures... Didier will take the group to discover 'mountaineering' on ice for a morning.

From €150 per person (price based on a group of at least 3 people)

www.guides-des-aravis.com

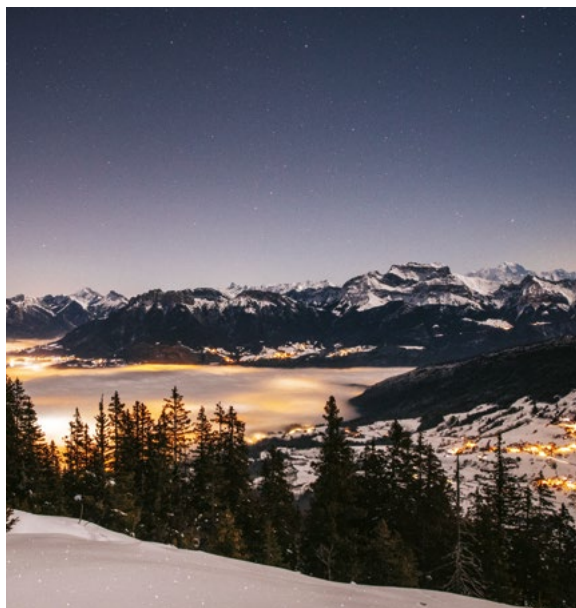


3/ AN APERITIF AT THE TOP OF THE SEMNOZ!

Lauris from the Bureau des Guides in Annecy takes participants (beginners or the more experienced) on a snowshoeing outing off the beaten track, through the forest and across the Semnoz Alpine pastures. On the outing, there's a magnificent 360° panoramic view where participants can admire the sunset over the Alps while enjoying typical Savoyard drinks and snacks. On the way back, you'll be equipped with headlamps. An approx. 2-hour outing

From €45 - including a guide, snowshoes and a headlamp & snacks. 5 people min.

www.annecyguidesmontagne.com



4/ EXPLORING ALONG THE WATER'S EDGE

There are so many streams and waterfalls in the Sources du Lac d'Annecy destination. If you're looking for a good excuse to go for a stroll, walk or exploration, we recommend going to the Bout du Lac reserve and the 5 waterfalls in spring when the snow has just melted, because this is when the waters are at their warmest. A great way to explore the area without a guide.

Free-of-charge except Seythenex waterfall (from €9).

www.sources-lac-annecy.com



5/ A TASTE OF THE FAR NORTH IN MANIGOD

Let yourself be guided by mushers Brice and Orlane, while you sit pretty and enjoy a ride in the great wide open with a Northern touch. The wind on your face, the sound of the dogs barking and the crunch of the snow beneath the sledge, surrounded by conifer trees and snowy peaks. What a way to discover this winter activity. As well as the dog-sledding trip, you get to learn about life in the pack and spend some quality time with the dogs, helping to set them up for the ride. The activity lasts one hour in total: 30-minute ride + 30 minutes meeting the musher.

www.manigod.com • +33 (0)4 50 44 92 44



6/ AN AFTERNOON OF ADVENTURE AND RELAXATION FOR BUDDING TRAPPERS IN MANIGOD!

Treading softly, kids can take on the role of a genuine trapper, searching for animal tracks hidden in the forest, building an igloo and lighting a fire in the snow to warm themselves up as they set off on a wintry adventure. A wonderful idea for a whole new way to spend an afternoon with friends. A paper chase, a treasure hunt and an afternoon snack will round off a fun-packed day. Each child will receive a booklet about animal tracks so they can learn about the mountain and its secrets on their grand expedition.

More info (website in French): Only available during school holidays, booking required, every Wednesday afternoon. Sign up at the ESF ski school at Col de la Croix Fry (+33 (0)4 50 44 92 04) and Col de Merdassier (+33 (0)4 50 02 54 29) • info@esfmanigod.com



7/ THE OUTSTANDING GRAMUSSET REFUGE

Gramusset Refuge is also known as the Refuge de la Pointe Percée, and has recently been renovated and a whole new chalet to sleep 36 was built alongside the historic refuge dating from 1928, which itself was given a makeover and the old-fashioned wing from the 1970s was knocked down. Set in a limestone environment that is listed as a Natura 2000 area, Gramusset is now almost entirely self-sufficient in terms of energy, thanks to top-quality, cutting-edge environmental renovation. This is one of the only refuges run by the CAF (French Alpine Club) that is open and manned in winter, and it stands guard over the Aravis mountains with a sheer drop down across the valley, making it a popular place for ski-touring in the region.

www.refugelapointepercee.ffcam.fr



Immersive mountain-dweller experience

By meeting the local people, you become immersed in a whole world of knowledge and culture typical to Annecy Mountains.



1/ STARKI TRAINS BUDDING LITTLE TRAPPERS!

The 'Little Trappers' workshop is organised by the Starki ski school in Le Grand-Bornand and offers children from the age of 5 to really embrace their experience in the mountains. These nature outings led by Sébastien Fontanel, ski instructor and mountain guide, combine sports and discovery and the little adventurers will be taking part in a treasure hunt on snowshoes, observe their surroundings using binoculars and learn about the survival techniques in the forest (lighting a fire in the snow or building a makeshift shelter)!

Prices: from €32/child
www.star.ski.fr



2/ DECORATIVE, CULINARY POTTERY AT JULIE'S STUDIO IN HÉRY-SUR-ALBY

Julie has been working with glazed pottery (red clay, often covered with white or coloured metallic oxide slip) to create simple or decorated pieces for 18 years now on her family's old farm. The pottery is covered with a translucent glaze and then baked at 1,000°C in a kiln, to create crockery with simple designs and playful, colourful decoration. For those who would like to find out more, stop by to see Julie in her studio next to the shop.

Shop open from Tuesday to Saturday, 2.30pm to 6.30pm (mornings in February and March, appointments only) - 1380 route de liaudy
www.poteriedejulie.fr

3/ 'PAPI JO': A PULLED PORK BURGER WITH... RALPH LAUREN!

Papi Jo is a restaurant in a wooden cabin overlooking Le Grand-Bornand, run by the smartly dressed Lucas Janier (Papi Jo) and his team who serve quality cuisine using fresh products, accompanied by a wine list and selection of inspired coffees and fruit juices, around the fire or fire pit out on the terrace. Come here to grab a quick bite to eat or take the time to appreciate the comfort of an old leather sofa and admire the view of the slopes down below. The menu features a selection of the best trapper-style dishes in a Ralph Lauren, gentleman farmer style atmosphere, inspired by the spectacular Colorado ranch. The atmosphere and decoration go perfectly well together, creating a striking effect that will whisk skiers away on a journey across borders and through time!



4/ AT THE MAISON BÉTEMPS, SPECIALIST BAKERS SINCE 1932, THE TRADITIONAL 'BESCOINS' FLY OFF THE SHELVES!

Four generations of bakers and pastry chefs at the helm of this institution in the culinary world of Le Grand-Bornand. Bruno Bétemps & sons, Quentin and Félix, only work with local products. Among other delicious delights, the 'bescoin' which comes from the word 'biscuit', is a 100% local ancient tradition that is not very widely known. The Princes of Savoie were great fans of this little soft brioche with a hint of aniseed and saffron, and they are still traditionally offered to loved ones at the 'Fête Patronale Bornadine' on 15 August. The Bétemps family bake them every weekend, all year round. Their top tip: "Enjoy your bescoin with some butter and mountain honey". Yum!



5/ FLORENCE MULIARDO SCULPTS AND PAINTS GIANT TEETH AS A TRIBUTE TO HER SON.

Florence Muliardo is a self-taught visual artist and works under her brand MULIARDO FQD. She is well-known for her incredible, 2-metre-high sculptures of women and is now showcasing her artistic talent through another theme: teeth, which she believes symbolise life. She believes that a tooth's two solid roots embody the concepts of life, sharing and family. She came up with the



idea for this artistic project when her son Quentin suddenly passed away at the age of 20. At her studio in Thônes, each tooth is sculpted and then decorated with a character from a comic strip - a passion she shared with Quentin - and then marked with a

sign in tribute to her son. These teeth are unique and personal works of art and have been exhibited at the Grand Palais in Paris, as well as New York, Tokyo and Miami. The exhibition is soon coming to her hometown, to mark the Saison Culturelle de Thônes event.

Free-of-charge. From 20 January to 24 February, exhibition in Thônes, 1 rue Blanche. Monday-Saturday: 9am - 12pm & 2pm - 6pm

www.thonescoeurdesvallees.com

6/ ALTITUDE B & B

A new concept that now means the Là-Haut refuge is accessible to everyone. Once reserved just for groups, the refuge is now also open to families looking to experience a wonderful overnight stay at 1,830 m.

You can expect:

- To wake up and enjoy breakfast while watching the chamois, from €200 based on 2 people sharing (+€60 per extra person).
- Comfortable dormitory-style rooms that sleep up to 6.
- A private bathroom per family.

Optional: transport, panoramic sauna, evening meal, groceries or picnics, wine list.

www.lahaut.net

7/ LE GRIZZLY

Originally from Savoie, Edouard Loubet chose to return to the Alps, more specifically to the La Clusaz-Manigod ski area. The restaurant Le Grizzly is the ideal opportunity for a fine-dining experience with the reblochon cheese pie or smoked rack of lamb with thyme for example. Edouard Loubet's mountain cuisine showcases local products he collects from local producers. The restaurant is at an altitude of 1,635 m and the superb panoramic view takes people by surprise, day after day. Open every lunchtime during the winter season, and in evenings for private functions - Beauregard Sector. Edouard Loubet has the Bocuse d'Or in his sights! He is one of the six lucky French candidates to have been selected for the Bocuse d'Or (international culinary competition) that takes place in September.

www.legrizzlybeauregard.fr

8/ CATHY COHENDET, MOUNTAIN GUIDE FOR THE PAST 30 YEARS.

"The mountain is where I feel liberated. After my agricultural studies and after spending a few summer seasons at Paccaly Alpine pastures, I decided to become a qualified mountain guide. This winter will be my 30th season at Manigod ESF ski school. I still take great pleasure in sharing and passing on my passion for nature and the mountains on my guided outings. Les Follières is my favourite place, a place I'll never get tired of, a magical place in all seasons." Set off with this nature-loving guide and you'll come back with a new perspective of the natural environment all around us, having discovered traditional dwellings, pastoral life, animal footprints and so much more on a half or full-day outing.

www.manigod.com • info@esfmanigod.com





ANNECY MOUNTAINS

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