

— STATION VILLAGE —





as being known as the most internationally represented French ski resort, all disciplines combined, is now proud to be the one with the most Olympic medallists at the Sochi Olympic Games. where it was brilliantly represented by Steve Missillier, Ivan Perrillat, Jonathan Midol and Beniamin Daviet. This is another string to our bow. as well as a logical progression for our resort, which is also a member of the prestigious Club TOTFA - Top of the French Alps - a label awarded by the France Montagnes organisation to the 17 top French ski resorts. A real skier's idyll, the "grand ski village" concept is most brilliantly typified by Le Grand-Bornand. Its chalets, 400 of which date back to the 17th century, sit alongside leisure facilities worthy of the greatest high-altitude destinations. Freestyle culture is nurtured by an agro-pastoral tradition that remains alive and well, and the farms that are passed on from father to son are now neighbours to the cosiest establishments. With these advantages under its belt. Le Grand-Bornand has managed to turn the culture of paradox into an art form. It's a whole way of life in the mountains. One that's different and fulfilling. More contemplative types will find the rare luxury of a salutary retreat in our unspoilt valleys, while thrill-seekers can enjoy a busy calendar of events for which the area is famous, with this winter's highlights including the 8th "Glisse en Cœur", the number 1 charity event in the French mountains. More than ever, Le Grand-Bornand is a resort that thinks big when it comes to vou...

We wish all our guests a wonderful winter and great skiing!

- 4 New
- 6 Favourites
- 9 Educational pack
- 10 Calendar Glisse en Cœur
- 12 Lifestyle

### Le Grand-Bornand in figures

- 90 km of Alpine ski slopes (220 km with the Aravis pass valid for all ski lifts in Le Grand-Bornand, La Clusaz, Manigod and Saint-Jean-de-Sixt)
- 22 km (i.e. 86 ha) of ski slopes with snow guaranteed all season thanks to the 184 snow machines
- 42 ski slopes (3 black, 13 red, 14 blue, 12 green)
- 29 ski lifts (2 gondolas, 13 chairlifts, 14 ski tows)
- 39,700 skiers per hour: the visitor throughput of our ski lifts
- · 2,236 inhabitants... with 24,280 beds for tourists
- 1.100m maximum change in altitude
- 9 champions under contract including 4 medallists in the Sochi Olympics, one Alpine skiing World Champion, and two World Vice-Champions (snowboard cross and skicross)
- · Around 400 old chalets, the oldest of which dates back to 1664 and is still home to the same family!

#### Press officer: Julien-Gabriel Perbellini

Tel. 00 33 (0)4 50 02 78 05 / 00 33 (0)6 28 42 66 23 E-mail: presse@legrandbornand.com

All the visuals illustrating this press release are rights-free and available on request. Feel free to contact us to arrange any personalised press visits during the winter.

© Photos: OT Le Grand-Bornand - Agence Belle Montagne, B. Delerue, FIREM, A. Losserand, J. Masi MON OEIL, P.I.C, G. Piel, M.A. Verpaelst / Aravis - S. Chappaz, G. Lansard, P. Lebeau, D. Machet

### A land of champions

### The record French resort of awarded a medal in the J.O. of Sochi 2014 Tessa Worley's resort, world champion 2013

Selfie of the class of 2014-2015!

Known as "the school of champions", the Ski-Club of the French resort that earned a record number of medals at the Sochi Olympics is putting forward 9 athletes, all disciplines combined, on the international skiing circuits:



- Steve Missillier, silver medal in the J.O. of Sochi (alpine skiing giant slalom)
- Ivan Perrillat, bronze medal in the J.O. of Sochi (relav cross-country skiing)
- Jonathan Midol, bronze medal in the J.O. of Sochi (skicross)
- Benjamin Daviet, bronze medal in the J.O. of Sochi (relay handi cross-country skiing)
- Tessa Worley, world champion 2013 (alpine skiing giant
- Bastien Midol, vice-champion of the world 2013 (skicross)
- Nelly Moënne-Loccoz, vice-champion of the world 2011 (snowboard cross)
- Thomas Mermillod (alpine skiina)
- Lucas Chanavat (crosscountry skiing)

- 2 -- 3 -

## New for winter 2014-2015

Ski area, activities and services... Le Grand-Bornand continues with its pursuit of excellence in customer satisfaction, by paying attention to its traditional advantages: offering the modernity of one of the world's 17 biggest Alpine resorts, combined with the comfort and friendliness of an authentic Savoyard village.



### Upgrade your holidays with La Conciergerie des Aravis...

La Conciergerie des Aravis, as well as offering various steward services, offers a whole range of luxury services such as delivery of skis, shopping and ski passes, as well as the option of a private concierge, babysitter or even a home chef... for 5-star holidays in the snow!

Conciergerie des Aravis : <a href="http://laconciergeriedesaravis.fr">http://laconciergeriedesaravis.fr</a>



# Save time - pick up a ski pass from your equipment hire company or vending machine!

No more waiting at the ski lifts! Following the success of the strategy at the top Swiss and Austrian ski resorts, which lead the way when it comes to customer service, around fifteen sports shops in Le Grand-Bornand are now authorised to sell ski passes. Save more time for skiing by buying your day pass when you pick up your equipment, for example, thus avoiding unnecessary journeys. Also worth noting are the new ski pass vending machines, another way to spend more time on the slopes!



#### "Vidéoparkgb": online freestyle, from its best angle

Regularly cited as one of the greatest facilities in the French Alps, the Snowparkgb - Snowpark Le Grand-Bornand to give it its full title - and its 6 hectares of inventive board sports runs now has its own "Vidéoparkgb", a video system installed on the big airbag, enabling freestylers to film their best run, view it on a screen installed in the park, and even better, share it with their friends via social networking. Please note, all videos made are published live to Le Grand-Bornand's website. Follow it all winter at www.legrandbornand.com/videoparkgb



#### "Skiing and secrets of Le Grand-Bornand": the ESF invents guided ski tours

Alongside the new introductory sessions in slalom, powder skiing and ski trekking, for the first time this winter, the ESF ski school at Le Grand-Bornand is offering skiing trips accompanied by an instructor who is well-versed in our local heritage. From weathered hamlets to isolated chapels, enjoy three hours of ski sightseeing in a small group, with all members having the same level of ability, in order to ski smart... before taking a tea break at the farm and enjoying a lovely piece of Reblochon cheese. In January and March, on Fridays from 2 pm to 5 pm. Rates: €45 per person for half a day (equipment hire and tea not included).

Ecole du Ski Français www.esf-grand-bo.com

# Introductory snowshoe hike: my first night in an igloo...

What could be more thrilling than a night in an igloo, after an athletic snowshoe hike (400m change in altitude) with a group of friends, along with a meal by the fire, like in the greatest adventure novels? At dawn, you'll enjoy breakfast at the neighbouring farm... An experience that's something of a rite of passage, for teenagers aged 12 and up, from Le Grand-Bornand ski school, the Ecole de ski de fond du Grand-Bornand.

Rates: €140 (evening meal and breakfast included) - <a href="https://www.esf-skidefond.com">www.esf-skidefond.com</a>



J-

### Favourites

Tailor-made skiing packages in the most beautiful ski areas in France, without the "manufactured" aspect - that's the promise we make at Le Grand-Bornand. And because there is (also) life outside of skiing, the "star" resort of Les Aravis offers a whole range of original activities for free spirits...from dawn till dusk.

17H00 19H00 8H00 9H00 11H00 12H00 13H00 14H00 15H00 16H00 18H00 20H00 10H00

#### Follow in the footsteps of Martin Fourcade. in the "Sylvie Becaert" international biathlon stadium...

A discipline that's become extremely popular since the triumph of Martin Fourcade, who won three medals at the Sochi Olympics, the biathlon has found its French home at Le Grand-Bornand, still riding high on the success of the 1st World Cup in the discipline, hosted by France last December. From €15 per shooting introduction session with the instructors of the ESF. www.esf-skidefond.com





### Build up your thigh muscles with downhill skiing at Le Lachat

3 km of non-stop skiing with a change in altitude of 1100m; such are the amazing measurements of the longest ski slope in Le Grand-Bornand. There's plenty for die-hard skiing fans to love, with the added bonus of a 360° view from the top of Mont Lachat, the highest point of the ski area. Unless you opt for the very athletic descent of the 2000, THE legendary slope at Le Grand-Bornand which served as the "unofficial" training ground of Tessa Worley, giant slalom World



There's a Scandinavian feel to this revitalising break at the 3-star holiday village of L'Auberge Nordigue, in the enchanting setting of the Bouchet valley: a week of sessions to discover yoga, relaxation and meditation in the open air, learning "correct breathing", on snowshoe hikes. A gentle way to approach the mountain to awaken the senses. take your time, and be moved by the beauty of the site. A massage session and two aquagym sessions round off this programme of relaxation. Rates: from €706 per person for a week-long all-inclusive break. Auberge Nordigue

www.auberge-nordique.com





#### The véloski skibike, an exclusive activity «made in... Le **Grand-Bornand»!**

The véloski skibike, which is practised exclusively in the French Alps, is an invention of the Mermillod brothers that's 100% «made in Le Grand-Bornand». It consists of riding down the slopes, weaving in-between the skiers, astride machines designed in a neighbouring village and approved by the French Ministry of Transport. Easily accessible, even for non-skiers, it's a chance for everyone aged 10 and above to sample the thrills of gliding along the snow for the first time, in total safety thanks to the unique braking system that makes it easy to control your own speed. €80 per introductory session for two, with the Ecole du Ski Français. www.esf-grand-bo.com



Haute-Savoie, Le Grand-Bornand is also the home of farm-made Reblochon cheese. Every Thursday, one of its fifty working farms opens its doors to the public. It's a chance to discover the various steps involved in making Reblochon, the iconic cheese of Les Aravis, which eniovs AOP (Designation of Protected Origin) status. From milking the cows to maturing in the cellar, the "cream of cheeses" so highly prized by gourmets reveals all the secrets of its inimitable flavour and texture for a final tasting. Rates: €4.30 per adult - €2.50 per child. Free for under-6's.





Faire le

### Sledding: wacky races in the twilight...

A half-hour downhill sled ride at dusk, taking advantage of the fact that the ski area is cleared for the snow ploughs at that time of day: that's the challenge set by the Starski ski school. In the light of the headlamps, steering genuine racing sleds, the supervised course goes along a green slope that's ideal for racing at breakneck speed. For ages 7 and up. Rates: €20 per person, including sled hire and...mulled wine on arrival.

Ecole de ski ESI Starski www.esi-starski.net

#### Night skiing on the longest lit slope in Haute-Savoie

For those who want to make the fun last, Le Grand-Bornand offers a night-time skiing session every Tuesday from 6.30 pm to 10.30 pm. It's a dream opportunity to enjoy the longest lit slope in Haute-Savoie, in absolute, restorative peace and quiet. Please note, the first part of the evening is open to new board sports (paret - a type of wooden sled, skibobbing, etc.) until 7.30 pm. Rates: €11.50 per person. Free when you buy a 6-day pass.



#### Enjoy a fondue under the stars

Escapism guaranteed on this moonlit snowshoe hike in the heights of the resort. The Ecole du Ski Français offers this activity, with an original twist:eachguestcontributestowards the dinner in their own way by helping to carry the ingredients to the site, then by pitching in to make the fondue in an authentic wood stove. This is followed by a night of songs and mountain stories, before heading back down the village.

Rates: €50 per person. Ecole du Ski Français www.esf-grand-bo.com



tour

pical of Les Aravis - what better way to rediscover the joys of the mountain as a couple? Le Grand-Bornand is a dream come true for many lovers, with this "Escapade de charme" short break starting from €399 per person including accommodation for 3 nights, an Alpine skiing day pass, a session exploring the ski area with a skiing instructor "all to yourselves", a night-time snowshoe hike including a fondue under the stars, and a twohour well-being session with a body treatment at the "Les Perles de Senteurs" institute (see p. 13). Our little personal touch: a free bottle of champagne on arrival... Offer valid from 03 to 31/01, and from 14/03 to 25/04/2015.

Agence Belle Montagne www.agence-bellemontagne.com



From 3<sup>rd</sup> to 17<sup>th</sup> january and from 28th march to 4th april 2015

Your XXL vacation ! Accommodation and ski pass packages

#### **STARTING FROM** 160 € / PERS.

7 nights accommodation in a flat + 6 day alpine lift pass for Le Grand-Bornand + fun tournament at Le Grand-Bornand's ice skating rink

> + discounts from 20% to 40% on equipment rentals and lessons .and many other surprises to discover on www.legrandbornand-reservation.com

From 20<sup>th</sup> to 27th december 2014

#### At Christmas. Kids ski for free in Le Grand-Bornand!

We offer your children their ski passes \*

This offer is available until 25th November! So, don't hesitate and treat your kids!

\* for one 6-days adult lift pass reserved, one child ski pass (under 8) of the same duration for free.

> > Information and reservation: +33 (0)4 50 02 78 06

Ed-u-ca-tion: that's the watchword this winter at Le Grand-Bornand. Indeed, the resort has set up various schemes and workshops to raise awareness of the mountains as well as the rules governing conduct on the slopes, for peace of mind during your skiing holidays.



#### «Freeride» courses: the safe way to go off-piste with the ESF

Ecole du Ski Français - www.esf-grand-bo.com

Budding freeriders can sample the joys of powder snow in safety, on the courses given by the Ecole du Ski Français in the secure freeride area at Le Grand-Bornand. It's a way of combining freedom and safety while raising awareness of the mountain environment and its dangers in the company of an experienced instructor. The programme includes courses for various levels of ability, for young people aged 8 and up and for adults, such as off-piste skiing techniques, finding imaginary avalanche victims, operating an Arva, etc. Rates: €175 per person for a course of 6 half-days.



#### Web communication: resort workers on camera

The resort managers answer web users' guestions... This winter, Le Grand-Bornand will further strengthen the bond with its community by inviting people to attend "Google hangout" web sessions ahead of the school holidays. The aim is for people to interact with the resort managers, whom they can see on their webcams, for a session of direct, unfiltered discussion. Snow and traffic conditions, skiability, etc. are among the subjects covered frankly during these new, immersive online experiences, which are part of Le Grand-Bornand's efforts to achieve its goal of e-tourism excellence.



### 2014-2015 calendar

#### moments

#### > SAINT-GERMAIN DES NEIGES

#### 27 to 30 November 2014

A week before the start of the season. Le Grand-Bornand is exporting the ski spirit to the middle of Paris, for the big French ski festival!



#### > SKI FORCE WINTER TOUR

#### 6 and 7 December 2014

A day of ski-testing to celebrate the start of the season at a manufacturers' village, featuring the top ski equipment brands. Trial sessions and free access to the ski lifts for testers, bargain deals on food, etc.

#### > UN NOEL AU GRAND-BORNAND (CHRISTMAS AT LE GRAND-BORNAND)



A week of enchantment during which Le Grand-Bornand is transformed into a Christmas village: illuminations, street performance, torch-lit descents and a living crèche... followed by the arrival of Father Christmas, always a spectacular sight!

#### > NOËL NORDIOUE (NORDIC CHRISTMAS) Tuesday 23 December 2014

Igloo-building, sled rides, pyrotechnic displays... Le Grand-Bornand resembles a little Lapland in the last few hours before Father Christmas arrives.

#### > SNOWPARKGB WEEKEND

#### 17 and 18 January 2015

THE freestyle event of the winter. For two days, the snowpark is abuzz with meetings between pros and amateurs. Expect to see amazing feats in a great atmosphere!

#### > LA BORNANDINE

#### Sunday 1 February 2015

A marathon or half-marathon Nordic race with over 500 competitors every year since 1986. La Bornandine has become an institution. The best cross-country skiers traditionally gather there in a sporty, friendly atmosphere.

#### > FRENCH ALPINE WORLD SKI CHAM-PIONSHIPS, "BENJAMINS" CATEGORY

#### 3 to 6 February 2015

300 young athletes pre-selected by the various regional committees compete in the super-combined, giant slalom and slalom events.

#### > ROSSIGNOL ON TOUR

#### 9 and 10 February 2015

Two days of free testing to discover the new range from Rossignol, the resort's skiing equipment partner.

#### > GRAND-BO WINTER SHOW

#### Thursday 19 February 2015

The professionals of Le Grand-Bornand reveal the behindthe-scenes secrets of the resort, at a night of entertainment...find out all about snow-ploughing and piste maintenance, amongst other surprises!

#### > GLISSE EN COEUR

#### 20 to 22 March 2015

- 10 -

"Les 24h du Grand-Bornand", the top highlight of the winter! A community-oriented sports challenge combined with music performances not seen anywhere else in France, attended by over 1,300 competitors - famous and unknown - and up to 12,000 spectators, all for a good cause. A team skiing competition for 24 hours non-stop. and music from the most popular artists on the French scene... (see opposite).



## Glisse en Coeur

### Glisse en Cœur The number 1 charity event in the French mountains 8<sup>th</sup> year - 20, 21 and 22 March 2015

24 hours of board sports and concerts, all for a good cause... in seven years, "Glisse en Coeur" has established itself as the number 1 charity event in the French mountains. This success relies on its original concept, a "snow marathon" where the competitors are divided into teams, based on a great idea: gathering as many donations as possible to support a children's charity, and to try and raise more than a million euros' worth of contributions for all years combined.

Be they artists, star presenters, sportspeople, business leaders or members of the public, over 1,300 "competitors with a heart" are getting ready to compete in this winter's 24-hour non-stop marathon of sports and music, which will be energetically supporting the Laurette Fugain association this year.

Alongside the competition, which every year features super-committed celebrities like the "star" journalists of the French 8 o'clock news, Gilles Bouleau and David Pujadas in 2013, the ineffable Régine and François-René Duchâble or the tireless Stéphane Thébaut, sponsor and main host of the event, Le Grand-Bornand will be filled with the sounds of a big, free night-time concert given by a leading French performer, on Saturday 21 March. After Christophe Maé, Jenifer, Louis Bertignac and Zaz, who in previous years succeeded in attracting 12,000 fans to the foot of the slopes as the competition was in full swing, who will follow in their footsteps this year to become a prestigious ambassador of «Glisse en Coeur»?

#### Special press kit available on request.

Information, programme and donations online: www.glisseencoeur.com



promote the work of the Laurette Fugain association and raise funds, but also a lovely tribute to my daughter Laurette, Laurette who learned to ski Fugain on the slopes of Le 🍀 Grand-Bornand from

an early age. During her fight against leukaemia, she wanted to put on her skis and come to breathe the mountain air and admire the snow for the last time. She therefore spent her last Christmas here, opposite the mountains. This image will remain forever engraved in my heart as a mum. Thank you for your wonderful gift to the association."

Stéphanie Fugain, President of the Laurette Fugain association

#### People who have already skied to save a life:

Tal, Gilles Bouleau, Alessandra Sublet, David Pujadas, Régine, Tessa Worley, Harry Roselmack, Stéphane Thébaut, Zinedine Soualem, Elie Semoun, Jean Galfione, Yodélice, Arnaud Boissières, PPDA (Patrick Poivre d'Arvor), François-René Duchâble...













#### Je skie pour une vie!" ("I'm skiing to save a life!") PRESS TRIP Join the media team and enjoy the Glisse en Cœur experience from inside!

Special behind-the-scenes access to the event, meetings arranged with this year's organisers and sponsors, not forgetting the joys of skiing for a good cause. Contact Julien-Gabriel Perbellini on 04 50 02 78 05 - presse@legrandbornand.com





## Lifestyle

An authentic mountain village, Le Grand-Bornand embraces a lifestyle that combines traditional values with a pioneering spirit. It's an opportunity for visitors to revisit the classics at a selection of first-rate establishments, and indulge their hedonistic side a little.

#### At the Maison Hudry, Kiki H. has earned her 4<sup>th</sup> star!

Her name is a hallmark in itself. Kiki H. aka Marie-Christine Hudry will be seeing her chalet-hotel's star rise this winter, at Les Cimes\*\*\*\* in Le Grand-Bornand Chinaillon. This family establishment's history is closely linked to that of the resort, since Kiki is none other than the daughter of a "white gold" pioneer at Le Grand-Bornand: Ernest Hudry. One of the resort's first skiing instructors, he was also the first person to hire out winter sports equipment at a house conveniently built in the 50s at the entrance to the village, a short walk from the ski lifts. With his souvenir shop and guesthouse/luggage store, "we were like a drugstore!" jokes Kiki. Choosing not to stray from the original spirit of the place, the hotel's current owner, who took over the family business in the 80s with her partner Jean, even took inspiration from it to create the concept-hotel that we











"Whether they're enjoying a coffee, well-being break or holiday at the hotel, I like the idea of everyone experiencing our hotel as they wish..." Kiki H.

(re)discover today, after an intense campaign of renovation... The Hôtel Les Cimes at the Maison Hudry, now rated 4 stars, has 8 rooms and suites with views of the ski slopes and the old village of Chinaillon. All the rooms have a balneotherapy area and a cosy feel, something which is important to the flamboyant Kiki. The décor is to die for: vintage furniture, luxurious fabrics, precious objects, shelves filled with books, and comfy beds, against a backdrop of fine, natural materials - stone and wood - without giving in to the trends of the moment, deemed "too cold" by the lady of the house. A new well-being area with a spa, sauna and Turkish bath, and an English-style bar area, the "Strato" opens onto the adjoining sports shop, with rare and prestigious brands for sale (Bogner, etc.). Rates: from €139 per night in a double room. Hôtel Les Cimes\*\*\*\* - Maison Hudry - www.hotel-les-cimes.com



## "Les Perles de Senteurs" beauty institute rated 3 stars for sustainable development

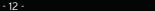
A champion of natural beauty, "Les Perles de Senteurs" beauty salon in Le Grand-Bornand Village is the first establishment in Haute-Savoie (and the 6th in France) to be awarded the highest distinction of the new sustainable development label, 3 stars, by the CNAIB - Confédération Nationale et Artisanale des Instituts de Beauté (National Artisanal Confederation of Beauty Institutes). This excellence label, which is currently being approved by the French Ministry of the Environment, is the realisation of the ambitions of Corinne Valette, a State-qualified bio-aesthetician who wanted to meet a number of social, economic and environmental criteria in her work. This includes using certified organic natural beauty products, organic cotton linen made under fair trade working conditions, and efforts made to choose short supply chains, following the waste-sorting and environmental protection guidelines to the letter when making choices relating to the running of the salon... Yet another reason to enjoy a Bol d'Air Jacquier oxygen treatment before setting off on the slopes, or an Indian facial sculpting massage (a relaxing technique that's as good for your face as it is for your spirit). Rates: from €5 per treatment, chosen individually from the list. €58 per Indian facial sculpting massage, for a 1-hour session.

Institut Les Perles de Senteurs - www.perles-de-senteurs.fr



# "L'Entracte" restaurant and wine bar is a bridge between the snow and the foothills...

The owners of the «L'Entracte» restaurant at Le Grand-Bornand Chinaillon, Nathalie and Laurent Cipriano, have brought a great deal of added value to this establishment, one of the most highly recommended in the resort, by attaching a shop and wine bar to it. It offers a low-lit atmosphere ideal for a winetasting among friends around the sociable central island, sitting on a banquette covered in animal hide or perched on a barrel in high table mode... With recycled teak furniture, designer "bottle" lights, a menu showcasing the finest Savoie wines (Maison Grisard, etc.), and tapas made with cooked meats and local cheeses as an accompaniment, it's the latest destination for hedonists at Le Grand-Bornand. Next, take a seat at your table and discover the restaurant's menu, ranging from local specialities to Italian gastronomy, so dear to the Neapolitan chef...





# TERRE DE



## The record French resort of awarded a medal in the J.O. of Sochi 2014

Steve Missillier, silver (giant slalom) / Jonathan Midol, bronze (skicross)/ Ivan Perrillat, bronze (relay cross-country skiing) / Benjamin Daviet, bronze (relay handi cross-country skiing)

# The resort of Tessa Worley, world champion 2013 (giant slalom),

of Bastien Midol, vice-champion of the world 2013 (skicross) and of Nelly Moenne-Loccoz, vice-champion of the world 2011 (snowboardcross)

