

AVORIAZ

MEDIA KIT
SUMMER 2026
WWW.AVORIAZ.COM



CONTENT

A day in Avoriaz

DAILY AGENDA

Date : 10/07/2026

8:00am WAKING UP IN THE MOUNTAINS

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9:00am MORNING MOUNTAIN BIKING

The Bike Park in a few words.....	P7
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12:00am LUNCH TIME

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2:00pm A MINI-GOLF COURSE

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4:00pm VIA FERRATA

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7:00pm CKECK-IN

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9:00pm CONCERT IN THE RESORT CENTER

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A DAY IN AVORIAZ

🕒 8:20am : Wake up gently with breakfast in the sunshine on the bakery's terrace.

AVORIAZ

IN A FEW WORDS

We'll admit it: for a long time, summer in the mountains suffered from a bit of a bad reputation. Too quiet, not quite 'wow' enough, reserved for seasoned hikers... And then, one day, you give it a go. And that's when everything changes.

Because in reality, the mountains in summer are anything but monotonous. It's the luxury of breathing, of slowing down without getting bored, of being active without feeling stifled. In Avoriaz, you can spend a whole week without doing the same activity twice: mountain biking, trail running, hiking, via ferrata, climbing, paragliding, canyoning, horse riding, swimming at Aquariaz... Here, there's clearly no room for boredom.



Best of all, there's no need to choose between relaxation and active holidays. In Avoriaz, there's something for everyone, whether you're spending time with family, catching up with friends or enjoying some solo activities. You can alternate between moments of relaxation and thrills, without having to compromise.

With summers getting hotter and hotter, the mountains are the obvious choice, offering mild temperatures, nature all around, wide open spaces and that rare sense of getting away from it all, without sacrificing comfort or great places to visit. Still somewhat overlooked when it comes to summer holiday destinations, the mountains nevertheless offer one of the most complete experiences you can have.

In this feature, join us for a typical day in Avoriaz: family outings, time for two, adventures with friends... and thrills for everyone. Here, there's something for everyone, without compromise.

VISIT US FROM JUNE 26 TO AUGUST 30

A UNIQUE RESORT

THOUGHT DIFFERENTLY

Located at an altitude of 1,800 metres, in the heart of the Portes du Soleil ski area, Avoriaz stands out for a concept that is rare in the mountains: there are no cars here!

In both summer and winter, the resort is 100% pedestrianised, offering a unique experience where you get around on foot, on skis or by sledge.

A forward-thinking vision

Ever since it was founded in the 1960s, Avoriaz has broken the mould. Its bold architecture, seamlessly integrated into the cliff face, follows the natural contours of the landscape. The buildings, recognisable by their slender silhouettes and wooden façades, are now an integral part of the resort's identity.

A total immersion

Entirely pedestrianised, Avoriaz is designed to let you experience the mountains to the full: you can set off and return with your skis or bike right at your feet, enjoy direct access to one of the world's largest ski and mountain-biking areas, and take part in a wide range of activities in both summer and winter.

A committed resort

A pioneer in many areas, Avoriaz has always been committed to sustainability, taking concrete steps to protect the environment: sustainable transport, resource management, raising awareness... A mountain looking to the future, without losing sight of its roots.



OVERVIEW

IN FIGURES



18 900

COMMERCIAL BEDS



NUMBER OF VISITS OF
THE AREA

1 470 000



600 KM OF PISTES

IN THE
PORTES DU SOLEIL AREA



ALTITUDE OF
THE BIKE AREA

1 182 M - 2 225 M

FOCUS ON SUMMER 2025

NUMBER OF NIGHTS : **307 700 nights**

AVERAGE OCCUPANCY RATE : **61,4 %**

AVORIAZ CONTINUES ITS DEVELOPMENT WITHOUT ANY ARTIFICIALIZATION OF THE SOIL

For six consecutive seasons, Avoriaz has broken its attendance record (three summers and three winters), while the overall mountain tourism situation has been stagnant.

All this with the same number of beds since 2015 (no new construction has added beds).

Avoriaz has a total of 18,900 beds.

This demonstrates that growth is possible without further developing the mountains.

TOP 4 NATIONALITIES



87,5%

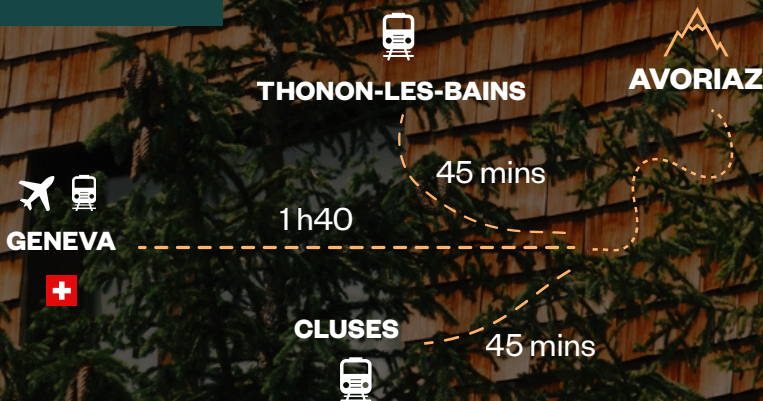
French customers



12,5%

Foreign customers

COME TO AVO



3,9%



1,6%



1,6%



0,7%

RESORT OPENING

FROM JUNE 26 TO AUGUST 30

OUR LABELS



FLOCON VERT
du développement durable



architecture
contemporaine
remarquable



GÉOPARC
CHABLAIS



Organisation
des Nations Unies
pour l'éducation,
la science et la culture



Chablais
Géoparc
mondial
UNESCO



IT'S TIME TO RIDE





A MOUNTAIN BIKING DESTINATION THAT HAS BECOME A BENCHMARK

THE DOWNHILL QUEEN

Located in the heart of the Portes du Soleil, Avoriaz bike park has, over the years, established itself as a leading destination for downhill mountain biking in Europe.

Often boldly compared to its Canadian big sister, Avoriaz now embraces its status as “Whistler’s little sister”, with a clear ambition: to establish itself as a leading mountain biking destination for the long term.

And the figures speak for themselves: with over 20 years of history and record visitor numbers, the Avoriaz bike park is now the most popular in France.

The area spans four complementary sectors, each with its own distinct character and varied atmosphere. From one slope to the next, you move from open mountain pastures to more technical forest sections, with trails that are by turns playful and challenging.

Here, there’s no need for shuttle buses; the ski lifts provide quick access to the trailheads, allowing you to link runs together without interruption.

From beginners to experts seeking thrills, the bike park offers a wide range of trails

A comprehensive playground, designed for progression, performance and to confirm that Avoriaz is no longer an outsider.



WHICH PISTES, FOR WHICH LEVELS?

(TIPS FROM THE LOCALS)

PROCLOU

The newest area, accessible from the station. Forest trails, ‘Lil’Stash’, a treetop adventure course and a mountain bike airbag for all abilities. Stunning views over the golf course and links to Lindarets and Châtel. Ideal for beginners.

SERAUSSAIX

A fast-paced section, ideal for getting a taste of downhill riding, but also one of the most varied in the bike park. With accessible green runs, smooth blue runs and a few more challenging trails, Seraussaix offers a great variety of options to help you progress at your own pace and enjoy a change of scenery.

SUPER MORZINE

The most famous and lively section of the bike park! Banked turns, jumps and the legendary ‘Grosse Bert’ await you. Perfect for trying out your tricks and watching the ‘Whip Off’ competitions. This is where experienced riders come together!

LES LINDARTES

The ultimate technical section, featuring rocks, roots and clay soil. For experienced riders... but with a few surprises in store for intermediate riders too.

4 REASONS TO COME RIDING IN AVORIAZ

EVEN THOUGH THERE ARE PLENTY MORE!

PISTES FOR ALL LEVELS !



Whether you're a beginner or an experienced rider, from green runs to black runs, you're sure to find slopes suited to your ability.

Cycling schools in the resort offer lessons to help cyclists improve, making the park accessible even to the youngest riders and beginners.



A BIG BIKE PARK



It is one of the largest bike parks in France, with four dedicated cycling areas, each with its own distinct character.

As well as downhill trails, Avoriaz also offers enduro and e-bike routes. With a large number of trails and lifts open, the resort stands out as one of the most comprehensive in France.

ITS LOCATION IS IDEAL



Located at the heart of the Portes du Soleil ski area, Avoriaz offers access to five bike parks, comprising a total of 50 downhill runs and 600 km of marked trails, served by 21 ski lifts! From Avoriaz, connections to the ski areas of Morzine, Châtel and the Swiss resorts are guaranteed, with no waiting, and everything can be done by bike! No need to take shuttle buses.



THE QUALITY OF THE PISTES IS RIGHT 🍷



A team of 13 shapers works on the site every day to ensure the quality of the track design and maintenance. As true experts, they shape and maintain the bike park with precision, ensuring smooth, safe trails suitable for all ability levels.

A DAY IN AVORIAZ

🕒 10.00 am: Aquagym class
or
Sports snack at Lil'Stash

FOR THOSE WHO LOVE NUMBERS

JUST TO GIVE YOU A GLIMPSE OF THE BIKE PARK



A 2.6% increase between 2024 and 2025



10 LIFTS

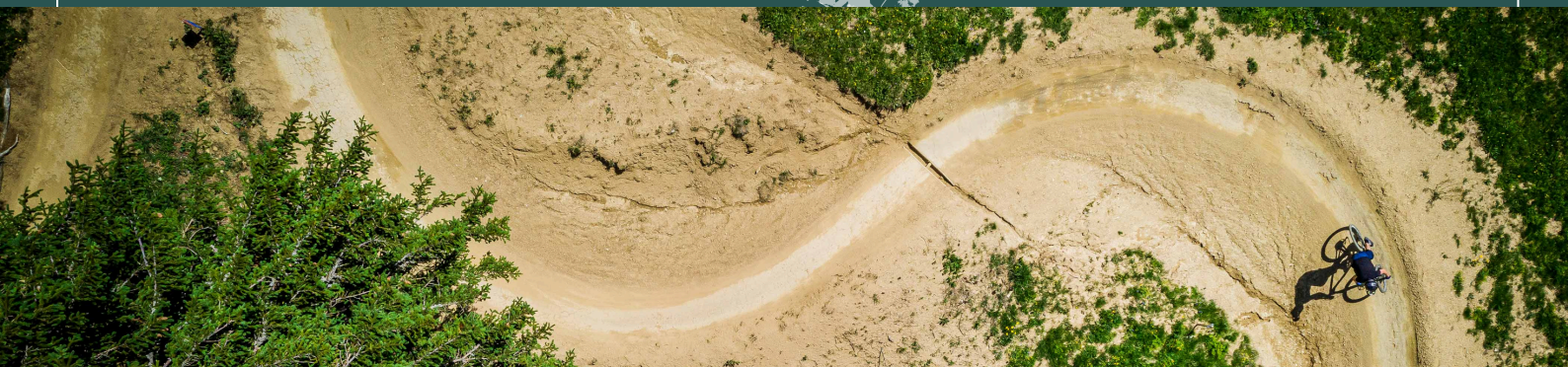
4 RELATED SECTORS

1 LEARNING AREA

19 DOWNHILL TRACKS

3 MOUNTAIN BIKE SCHOOLS

3 THE AVORIAZ BIKE PARK IS LINKED WITH CHÂTEL, LES CROSETS AND MORZINE



BIKE PARK OPENING DATES

June 12 to June 25
partial opening

June 26 to August 30
opening dates

August 31 to
September 13

SOMETHING NEW ON THE PISTES !

AND BELIEVE ME, YOU'RE GOING TO LOVE IT !

LE POP CORN BIKEYARD 🍿

As France's leading resort, Avoriaz is taking things to the next level by opening up its slopes even further to families and beginners. A dedicated area, directly accessible from the resort centre, and a €19 taster pass are the latest additions to the bike park.

Popcorn Park transforms the Avoriaz plateau into a real training ground for downhill mountain biking! Equipped with a ski lift adapted for bikes, this area offers: a green run with banked turns and small bumps, a gentle dual slalom and a mountain bike airbag for risk-free fun.

Designed for learning and improving, this area enables beginners to build confidence, families to share fun moments and experienced riders to warm up before tackling the most technical trails.



SUPER MORZINE'S NOCTURNES



We're extending the fun every Friday ! Whether it's an after-work session or just a ride at golden hour, it's the perfect chance to cycle late into the evening. Until 7pm, enjoy quieter trails and a relaxed atmosphere. Definitely worth a try !



IN THE HEART OF THE TRAILS

A CLOSER LOOK AT THE JOB OF A SHAPER

In summer, the resort takes on a whole new look and the Bike Park comes to life. The lifts are running, the trails are open, and riders set off on green, blue, red or black runs. The shapers, true masters of the slopes, sculpt the snow in winter and the earth in summer, creating bumps, turns and features in both snowparks and bike parks. Their expertise ensures smooth, safe trails suitable for all levels, whatever the season. They also organise around ten mountain biking events every summer, turning the Bike Park into a real playground and meeting place for the riding community.



Ben was the first shaper on the Avoriaz Bike Park team (and the only one at the time).

He started out in the 1990s working on the French Downhill Cup. He set about marking out the track using 70 stakes, a sledgehammer and metres of barrier tape.

Today, the team has 13 shapers, who work together to create a Bike Park featuring 19 superb tracks.

Passionate about snow sports, Ben also 'shapes' the four snowparks in Avoriaz during the winter season.

Jean-Noël Calvet, manager of the Bike Park, tells us: "Even before the first riders took to the chairlifts, the terrain had been meticulously prepared. Every track is shaped, checked, marked out and maintained. Behind every well-shaped and safe bike park lie hours of manual labour, using everything from shovels to pickaxes, to shape the terrain and repair damaged areas."



MOUNTAIN BIKE AGENDA

EVENTS THAT BRING THE BIKE PARK TO LIFE

The Bike Park organises several events throughout the season, catering to all levels. No fuss, just fun !

PASS'PORTES (June 26-28, 2026)

Every summer, more than 8,000 mountain bikers from all over the world (representing 29 nationalities in 2025) gather in the Portes du Soleil for the Pass'Portes, a weekend dedicated entirely to mountain biking that links France and Switzerland via the most beautiful mountain bike trails in the Alps.

A major new feature this year: for the first time in its 20 year history, the Pass'Portes fair is coming to Avoriaz !

Visitors will be able to discover a wide range of brands and try out the latest mountain bikes, e-MTBs and gravel bikes, right on the trails.

BIKE AVENTURES (July 27, 2026)

It's your turn ! Avoriaz Bike Adventures offers a challenge that's as fun as it is athletic, featuring skill tests, surprise challenges and an exploration of the resort, all of which make this adventure accessible to everyone.

Designed for families and curious riders alike, the event promises a friendly atmosphere that opens up mountain biking to as many people as possible, whatever their level.

AVORIAZ STREET LINE (August 19, 2026)

A real treat for the eyes ! Avoriaz Street Line transforms the pedestrian area into a proper playground for riders.

On the programme : Endurance Team Challenge, head-to-head sprints for teenagers and adults, an urban circuit for children, a balance bike race for the little ones... not to mention the slopestyle demo and the tricks contest featuring a giant airbag.

With this event, Avoriaz is bringing mountain biking right into the resort. The aim: to let riders compete in the heart of the village and offer holidaymakers a cycling show that's accessible to everyone, even without heading to the bike park.



> ALL OUR EVENTS HERE <



LET'S RECHARGE OUR ENERGY!



A DAY IN AVORIAZ

🕒 12:07pm: Lunch break at the goat village with the whole family

SHOP LOCAL PRODUCTS AT THE SERAUSSAIX FARM

An unmissable culinary stop: enjoy a bite to eat here and take home some delicious farm-fresh products. Cheese, local specialities and authentic flavours, all in a rural setting in the heart of the mountain pastures.



RECHARGE YOUR BATTERIES AT LA CRÉMAILLÈRE

You simply can't visit Avoriaz without stopping off at the Lindarets goat village! After snapping a few photos with the local residents, we settle down at La Crémaillère to enjoy some hearty, comforting local cuisine, from starter to dessert.



PICNIC AT THE BROCHAUX WATERFALLS

Fancy a breath of fresh air? Head to this spot by the water, perfect for a picnic in the shade, far from the hustle and bustle. A relaxed atmosphere is guaranteed.



SUNSET DRINKS AT L'ÉPICERIE AND DINNER AT MIL8

When the days grow longer and the sun sets late, we treat ourselves to an aperitif on the terrace with a view of the mountains. Golden light and a relaxed atmosphere, the perfect combination for unwinding after a busy day. Then it's off to Mil8 to round off the evening in style with a delicious, convivial dinner in the heart of the resort.





AND AFTER BIKING ?

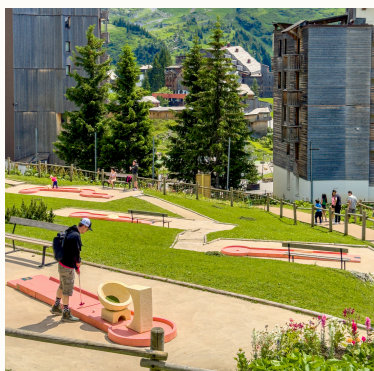


Here, wide open spaces take the place of cramped resorts, and adrenaline takes precedence over relaxation. What really sets Avoriaz apart is its ability to offer a genuine holiday experience for every member of the family.

MULTI PASS: THE GOLDEN TICKET OF THE SUMMER (AND I'M NOT JOKING)

Whilst some enjoy a round of golf, others can make the most of over 70 activities, either free of charge or at a reduced rate thanks to the Portes du Soleil Multi Pass.

On the programme: swimming in the tropical jungle at Aquariaz, tennis, mini-golf, padel, hikes with access to chairlifts, children's games, inflatable play areas and a variety of entertainment... all within walking, cycling or scooter distance, free of charge or at a reduced price !



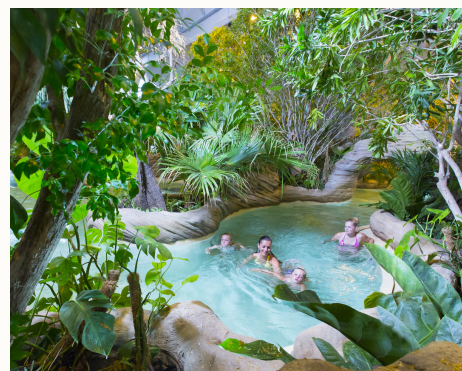
GOLF/PRACTICE/ MINI-GOLF



TRAMPOLINES



TENNIS/PADDLE

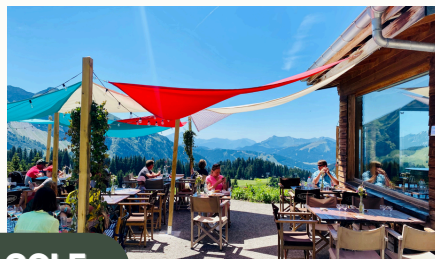


AQUARIAZ

IS IT SWINGING IN AVO ?

Also included in the Multi Pass, Avoriaz Golf Course is nestled on a plateau at an altitude of 1,600 metres, overlooking the Morzine valley. This 9-hole, par-36 course, stretching 2,850 metres, covers 45 hectares of mountain pastures and forests, offering breathtaking views of the Chablais peaks.

For a gourmet break, head to the golf club's restaurant at the 10th hole. On the menu: green-themed dishes, mouth-watering specialities, irresistible desserts... all with a breathtaking view of the course !



INFOS GOLF



THE GREEN WORD

Avoriaz has installed several water recovery systems. This unique eco-friendly initiative helps to conserve water and prevent wastage. Over 25 m³ of water per day is recovered and then recycled for various uses: watering the tees and greens on the golf course (no fairways are watered, representing 85% of the total area), watering the resort's green spaces and flower beds, as well as powering the water slide (water slide). The latter operates as a closed circuit, and the water required for its operation is stored so that it does not need to be replenished daily.

[>MORE INFOS HERE<](#)



SKATE PARK



TRAIL



HIKKING



VIA FERRATA/ CLIMBING



RANDO TROTTINETTE

FOR FAMILIES

In Avoriaz, we are proud to offer a wide range of activities that are included in the price of any stay or available at low cost for the whole family during the summer season.



CANI RANDO



KART



SLIDING MAT



ACRO'PARK



HORSE RIDE



IT'S CHECK-IN TIME.



A DAY IN AVORIAZ

7:00 PM: An overnight stay under Avoriaz's starry skies

CHIC ADDRESS

Imagined in continuity with Avoriaz's distinctive and harmonious architecture, MiL8, a 4-star hotel, was inaugurated in 2020. A true contemporary cocoon, it offers 42 mountain-chic rooms and suites.

Rates (B&B) and info :>> [HERE](#) <<



UNUSUAL ADDRESS

Looking for a unique and unusual experience ? Located just next to Lil' Stash, in the heart of the Proclou forest, this bivouac offers the chance to spend a truly unique night surrounded by nature.

Perfect for an evening with friends or family, the bivouac invites you to experience life in self-sufficiency for one night... or longer if you wish!

Info :>> [HERE](#) <<



COZY ADDRESS

Chalet Aspen, in the heart of Avoriaz, combines authenticity and elegance in a chic, contemporary setting. Its five apartments have been carefully designed and decorated by local craftsmen.

A heated swimming pool, spa, hammam, and fitness room are available to help you unwind after a day in the mountains. An ideal place for disconnection, comfort, and well-being in the very centre of the resort.

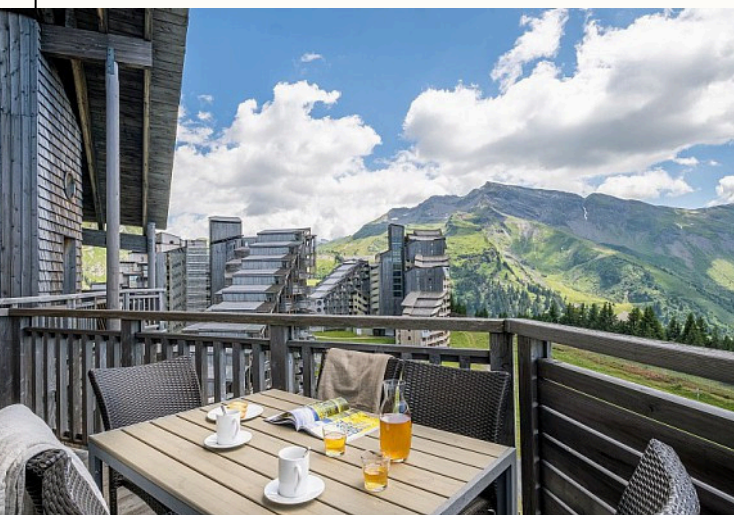
Info :>> [HERE](#) <<



ALL-INCLUSIVE STAYS

To make the most of summer, Pierre & Vacances offers all-inclusive accommodation, perfect for relaxing without worrying about planning. Comfortable apartments, convenient services, and easy access to a wide range of resort activities: hiking, mountain biking, swimming, and children's entertainment. An ideal option for a family holiday or a getaway with friends.

Info :>> [HERE](#) <<





**WHAT'S HAPPENING IN
AVORIAZ
THIS SUMMER ?**



A MELTING POT OF EVENTS

SPOILER: YOU WON'T BE RESTING!



THE DANCE FESTIVAL RETURNS TO AVORIAZ : GET READY TO MOVE !

Let's break the clichés: dance is (really) no longer just for older generations.

In Avoriaz, things are very much alive and then some ! This vibrant week welcomes over 1,500 dancers coming to make the resort come alive.

On the programme: a partner dance festival that brings together salsa, bachata, kizomba, rock, swing, West Coast Swing, and even Argentine tango.

A true explosion of styles for both enthusiasts and curious beginners, with more than 130 hours of classes open to everyone from complete beginners to experienced dancers.

And because you never learn better than when you're having fun, themed evenings let participants immediately put their newly learned moves into practice... on a buzzing dance floor.





CONTACT

Dear journalist friends, if you need information, story ideas, or would like to discover or rediscover Avoriaz, feel free to contact me !

Laury Eloy

Avoriaz Press & Communications
+33 (0)6 33 85 07 25 / laury.elay@avoriaz.com

Victoria EDEL

Marketing & Communications Manager
+33 (0)7 87 36 95 84 / victoria.edel@avoriaz.com



VISUAL RESOURCES:

Photos, videos, press releases and press kits, maps, and logos available upon request.