



TABLE OF CONTENTS

KEY FIGURES	4
THE STORY OF AVORIAZ	. 4
ARCHITECTURAL SIGNATURE	6 - 9
THE BEST OF SKIING	10 - 12
	13 - 21
A COMMITTED RESORT	22 - 24
OUR OUTDOOR ACTIVITIES	25 - 27
THE BEST ADDRESSES	. 28 - 31
KEY WINTER EVENTS	70 77
CONTACT	32 - 33
	34

AVORIAZ IN A NUTSHELL

No time to read the full press kit? Here's the key takeaways about Avoriaz!

For the curious, you'll find all the details and extra information in the following pages.

AVORIAZ 2025-2026

100% ski-in/ski-out. 100% car-free. 100% story-worthy.

AT A GLANCE

- Season dates: Dec. 12, 2025 → Apr. 19, 2026
- Accommodation: 18,900 beds (stable since 2015); attendance has been growing for 6 consecutive seasons
- Client mix: 41.8% French / 58.2% international

WHAT MAKES IT UNIQUE?

- No cars, no asphalt roads: Avoriaz is 100% pedestrian and skiable. You get around on foot, on skis, or in a horse-drawn sleigh. A total immersion that makes the resort feel like a bubble outside of time.
- Architecture that stands out: forget postcard chalets! Here it's all about raw wood, organic shapes, and buildings
 blending into the mountainside. The iconic "pinecone" Hôtel des Dromonts is a listed heritage site. In 2025, the
 Hauts-Forts 2 residence was even added to the list of historical monuments.

SLOPES, FREESTYLE & RIDE

- 600 km of ski runs spanning France and Switzerland (Portes du Soleil)
- Snowboarding & freestyle DNA since the 80s: world's first permanent snowpark, Snowboard World Cup, and today still home to 4 parks + France's last halfpipe
- · New in 25/26: Nami Park Japanese surf vibes on snow

A PIONEER IN SUSTAINABILITY

- No new beds since 2015: zero overbuilding, yet record visitor numbers
- · Flocon Vert certified, the leading eco-tourism label
- Since 2024: 100% renewable snow grooming, powered by HVO fuel (-82% CO₂ emissions)
-and many more actions to discover on page 22

MUST-DO EXPERIENCES THIS WINTER

- · Behind the scenes: sleigh drivers, park shapers, avalanche dog handlers, safety drones
- Thrills: speed riding (dedicated area, pro riders), ski touring (3 marked trails), Nordic skiing (23 km free access from Avoriaz)
- Legendary runs: the Swiss Wall (adrenaline guaranteed), Crozats Snowcross (patrolled off-piste), and the World Cup slope
- Unusual outdoor adventures: ice diving, Avo Kart (Mario Kart on snow), dog sledding, ski-joëring, ice climbing, high-altitude street art, or tasting raclette straight from the Seraussaix farm

EVENTS CALENDAR (HIGHLIGHTS)

- · Rock On Snow: Dec. 12-14, 2025 season kick-off & massive gear tests
- · La Grande Odyssée: Jan. 10-11, 2026 prologue & big mushing start
- Snowboxx: Mar. 14–21, 2026 skiing + music festival
- La Fine Cup: April 2026 quirky snow race with homemade sleds



VORIAZ FIGURES



DEC 12, 2025 - APRIL 19, 2026

RESORT OPENING

CAR-FREE RESORT

21 COACHMEN

100 HORSES





SKI AREA

ALTITUDE

1182 M 2225 M





600 KM OF SLOPES

ON THE PORTES DU SOLEIL SKI AREA

FOCUS ON WINTER 2024-2025

NUMBER OF NIGHTS: 1.112 millions

AVERAGE OCCUPANCY RATE:

AVORIAZ CONTINUES ITS DEVELOPMENT WITHOUT ANY LAND **ARTIFICIALIZATION**

For 6 consecutive seasons, Avoriaz made an attendance record (3 summers and 3 winters) while the overall context of mountain destinations is rather stagnant.

All with the same stock of beds since 2015 (no new bed construction). 18.900 beds in total for Avoriaz.

It shows that growth is possible without cementing the mountain more and more!

TOP 6 NATIONALITIES



41,8%

French clientele



58,2%

ABROAD

(MOSTLY FROM EUROPE)

GETTING TO AVO





46,6%









Others: 19%

3 LABELS

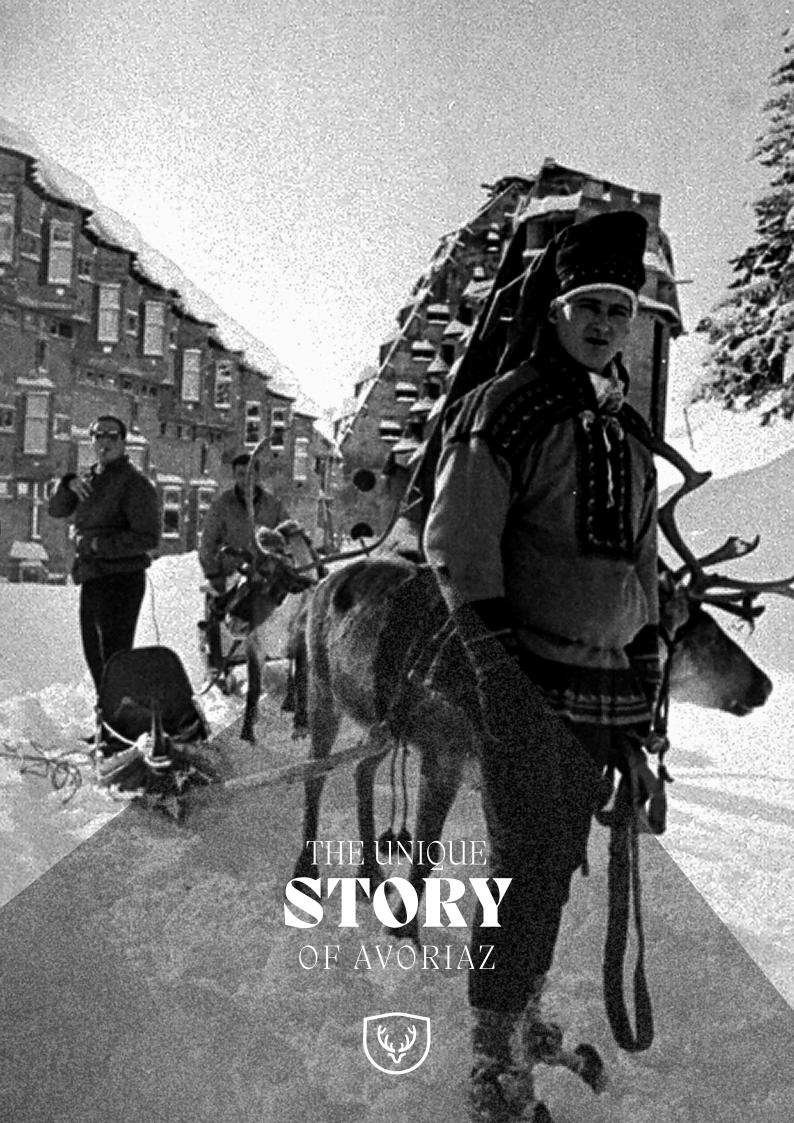






AVORIAZ





WHAT MAKES AVORIAZ SO UNIQUE?

A VISIONARY STORY

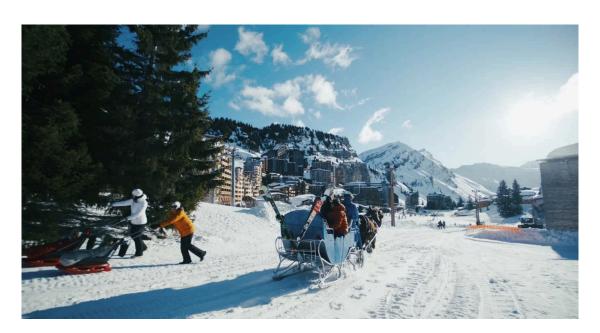
Avoriaz was not born by chance, but from a dream. In the 1960s, Olympic champion Jean Vuarnet was already envisioning a ski area on this wild plateau. Together with young entrepreneur Gérard Brémond and architect Jacques Labro (Grand Prix de Rome), they created a pioneering resort: entirely pedestrian, built in an "organic" architecture that blends seamlessly with the landscape, far from the urban models of the time. A utopia turned into reality, making Avoriaz still one of the most unique resorts in the world.





A CAR-FREE, SNOW-COVERED RESORT

Avoriaz is the only resort in the world that is entirely pedestrian and skiable. Here, you literally ski through the heart of the village—streets are slopes, and the entire town is snow-covered. Cars are left at the entrance parking, and people get around on foot, skis, sleds, or even horse-drawn sleighs. Even without putting on skis, visitors fully experience the snow in complete immersion. This unique feature is what makes Avoriaz truly one-of-a-kind.



SLEDS AS A MEANS OF TRANSPORTATION

True "snow taxis," Avoriaz's sleighs provide transport within the heart of the resort. Pulled by horses, they carry on a cherished tradition and enhance the village's magical atmosphere. More than just a means of getting around, it's a timeless experience that makes Avoriaz a truly unique resort.



DID YOU KNOW THAT IN AVORIAZ, REINDEER ACT AS TAXIS?

From its founding in 1966, Avoriaz opted for an original and environmentally friendly mode of transport: sleighs pulled by reindeer from Lapland.

This unique initiative aimed to offer visitors an authentic and magical experience, while remaining eco-friendly. However, due to the steep slopes of the resort, the reindeer were gradually replaced by sturdy draft horses, notably Jura horses, better suited to the mountainous terrain and winter conditions.



This historic transportation choice is also symbolized in Avoriaz's logo, which features a reindeer head. The emblem pays tribute to the reindeer that marked the resort's early days and reflects Avoriaz's authenticity and pioneering spirit.

MEET THE MEN AND WOMEN LIVING WITH HORSES AT 1,800 M

In Avoriaz, being a coachman is a unique profession, where tradition meets high standards. Today, there are 21 men and women, all certified and trained to work with horses in winter conditions. Each coachman takes care of around five horses, ensuring their well-being and safety throughout the day.

With a heritage dating back to Greco-Roman times, the coachman profession continues here in Avoriaz. Sleighs remain an integral part of daily life in the resort and serve as its main mode of transport, preserving an authentic and magical atmosphere.

Behind the scenes in the stables, meet the passionate individuals who keep this tradition alive. Being a coachman in Avoriaz is much more than guiding a sleigh—it's about building a unique bond with the horses, mastering the terrain, and sharing an extraordinary experience with visitors.

What if you spent a typical day with Clémentine, a coachwoman and equine osteopath?





AVORIAZ: THE ART OF UNIQUE LOGISTICS

Avoriaz is the magic of a 100% car-free resort, but behind this unique feature lies a finely tuned organization. How do guests reach their accommodations without a car? Who coordinates arrivals and departures in the heart of the village? Which behind-the-scenes professions make this extraordinary experience possible?

BEHIND THE SCENES OF THE RESORT

Here, everything is designed to adapt to a car-free environment. But how is the mail delivered? How are public services like firefighters, police, and doctors maintained? And when it comes to shops, how are restaurants and stores supplied without trucks?

SPECIAL MACHINES, EXCEPTIONAL SKILLS

Deliveries at dawn, converted vehicles, custom-made tools... ingenuity is everywhere. But how is waste collection handled? And what goes on behind the scenes in restaurants and hotels?

f l'll give you a glimpse... but to truly understand, you'll have to see it for yourself!











SUSTAINABLE ARCHITECTURE IN HARMONY WITH THE MOUNTAINS

At a time when everyone dreams of pedestrian-friendly, green cities, the founders of Avoriaz made it a reality back in 1966! Unique in France, the concept of "ski-in, ski-out" truly comes to life here. Cars are left in the parking lot—and forgotten. You ski to the bakery, do your shopping by sled, and get around in horse-drawn sleighs.

No Ubers, just draft-horse sleighs. And honestly, it's so much more enjoyable!

In Avoriaz, architecture was never meant to be just a backdrop: it was born from the mountains, adapts to them, and blends seamlessly.

There are no high-rise blocks or standardized façades here: the buildings follow the natural topography, cascading roofs embrace snow as a building material, and the façades are clad in wooden shingles borrowed from traditional farmhouses.

Left intentionally raw, the wood ages over time, taking on shades inspired by the surrounding cliffs. The Hôtel des Dromonts—often nicknamed the "pinecone building" for its sloping, shingle-covered façades—is an icon of this style. This architectural boldness earned its designers the Équerre d'Argent Prize in 1968, and since 2003, the resort has been recognized with the Remarkable Contemporary Architecture label.



ARCHITECTURE THAT LIVES WITH THE SUN

Perched on a sun-drenched plateau, Avoriaz enjoys an ideal exposure. The designers envisioned energy-efficient buildings:

- 95% of apartments face south, while the northern walkways benefit from shade, and shutters were eliminated to maximize natural heating, even when apartments are unoccupied.
- · Insulating double "snow-shedding" roofs
- · Detached balconies to prevent thermal bridges
- External insulation

Everything was designed to combine comfort with energy performance. In 2016, an entire neighborhood even received the Green Key label, the first international distinction for environmentally responsible tourist accommodations.



WOOD IN THE HEART OF AVORIAZ

Untreated red cedar and larch cover the façades. These species, free of chemical treatments, change color with the seasons and weather conditions.

The result: each building takes on a unique hue, blending harmoniously with its natural surroundings.

The varied silhouettes follow the contours of the terrain, as if the resort had naturally grown out of the mountain itself.

DID YOU KNOW?

Chalet Sud, one of the very first chalets in Avoriaz, was designed in 1966-67 by the Atelier d'Architecture d'Avoriaz, specifically by Jacques Labro, co-founder of the resort.

Chalet Sud is not just a beautiful chalet—it is a true legend of Avoriaz, its story deeply intertwined with that of the resort. A favorite among celebrities, it was originally built for Johnny Hallyday, and Brigitte Bardot had her own room there when she visited the Fantastic Film Festival.

The chalet was ahead of its time in terms of ecoconstruction. The young architect used glulam beams salvaged from an unfinished project to create a spectacular inverted boat-hull roof, offering a wide open space free of pillars and a distinctive '60s style that has stood the test of time.



Architect at the Atelier d'Architecture d'Avoriaz, originally founded by Jacques Labro, the visionary behind the resort, Simon Cloutier takes you on a journey through Avoriaz's architectural history. He took over the atelier, which had been the subject of his diploma project in 2000, and worked for many years alongside Jacques Labro. Today, he continues to develop the resort while staying true to his predecessor's vision.

Simon will explain: why organic architecture? Which types of wood were used and why? Does this architecture carry a particular meaning? And most importantly, how does Avoriaz continue to be so forward-thinking in its approach to alpine urbanism and design?





AVORIAZ: ARCHITECTURE UNDER THREAT... BUT NOT RESIGNED

The unique architecture of Avoriaz, with its pyramid-shaped buildings clad in red cedar shingles, is now threatened by new European regulations. Following the tragic Grenfell Tower fire in London in 2017, the EU has banned the use of flammable materials on the façades of mid-rise buildings. In Avoriaz, around twenty buildings are affected, putting at risk the iconic aesthetic that earned the resort its 20th Century Heritage label.

Replacing the wood with inert, uniform composite materials would erase the very identity of Avoriaz. But the resort refuses to accept this standardization. Alongside the town hall, a collective has formed to defend this unique architecture and find technical solutions that reconcile safety with heritage preservation.

LES HAUTS-FORTS 2 LISTED AS A HISTORIC MONUMENT!

A first for Avoriaz, as its avant-garde architecture is now officially recognized and protected.

The building, born from the vision of Jacques Labro (1935–2024), father of Avoriaz's organic architecture, becomes the first work in the resort to join the prestigious inventory of historic monuments.

This listing, decreed on February 18, 2025, by prefectural order (Auvergne Rhône-Alpes region), crowns two years of review by the Ministry of Culture. It is a fitting recognition for an iconic building, a testament to the bold architectural spirit that defines Avoriaz's unique identity.



600 KM OF RIDE BETWEEN FRANCE AND SWITZERLAND

LES PORTES DU SOLEIL : 60 YEARS OF SKIING WITHOUT BORDERS

With a single skipass, skiers can explore 12 interconnected resorts across France and Switzerland. From forested trails and wide boulevards to off-piste routes, this vast 600 km playground offers unmatched diversity for winter sports.

Each resort has its own personality: traditional villages with Savoyard charm, picturesque Swiss stations, or avant-garde, integrated architecture on the French side. There's something for everyone!

At the heart of the area, Avoriaz is the highest resort in the Portes du Soleil. Its central location makes it the perfect starting point to discover all the neighboring resorts.

CROSETS ON AVORIAZ CROSETS CHAMPOUSSIN CHAMPOUSSIN

SOME HISTORY

The ski area celebrated its 60th anniversary last winter. Born in the 1960s from the vision of Jean Vuarnet and Gustave Trombert, it pioneered skiing without borders, linking France and Switzerland. In 1968, the Champéry-Avoriaz connection opened access to the legendary Mur Suisse, one of the steepest runs in the world.

ALL ABOUT THE LIFT PASS

	Tarifs / Rates	Caisse / Desk			Internet		
		Adulte / Adult	Enfant / Children	Jeune/ Sénior Youth/ Senior	Adulte / Adult	Enfant / Children	Jeune/ Sénior Youth/Senior
	5 heures / 5 hours	49.00€	37.00 €	46.00 €	46.00€	34.00 €	42.00 €
	1 jour / 1 day	57.00 €	44.00 €	53.00 €	53.00 €	42.00 €	49.00 €
	2 jours / 2 days	106.00€	80.00€	94.00 €	100.00€	74.00 €	89.00€
	1 samedi / 1 saturday	46.00€	46.00 €	46.00 €	43.00 €	43.00 €	43.00 €
	Samedi + Dimanche / Saturday + Sunday	78.00 €	78.00€	78.00 €	73.00 €	73.00 €	73.00 €
	1 Jour Snowpark (Park & Stash) / 1 day Snowpark	32.00 €	32.00€	32.00€	32.00 €	32.00 €	32.00 €

ALL THE TIPS >>HERE<<

_
۳
S
2
ES

	Caisse / Desk			Internet		
Tarifs / Rates	Adulte / Adult	Enfant / Children	Jeune / Sénior Youth / Senior	Adulte / Adult	Enfant / Children	Jeune / Sénior Youth / Senior
5 heures / 5 hours	63.00 €	47.00 €	57.00 €	61.00 €	46.00 €	55.00 €
1 jour / 1 day	70.00 €	53.00 €	63.00 €	68.00€	51.00 €	61.00 €
2 jours / 2 days	132.00 €	99.00€	119.00 €	129.00 €	95.00 €	116.00 €
3 jours / 3 days	198.00 €	149.00 €	178.00 €	193.00 €	145.00 €	174.00 €
4 jours / 4 days	248.00 €	186.00 €	223.00 €	241.00 €	181.00 €	217.00 €
5 jours / 5 days	310.00 €	233.00 €	279.00 €	301.00 €	226.00 €	271.00 €
5 x 1 jour / 5 x 1 day	350.00 €	265.00 €	315.00 €	340.00 €	255.00 €	305.00 €
6 jours / 6 days	360.00 €	270.00 €	324.00 €	345.00 €	259.00 €	311.00 €
7 jours / 7 days	420.00 €	315.00 €	378.00 €	403.00 €	302.00 €	363.00 €

AVORIAZ: THE PERFECT RESORT... FOR FUN AND SKIING

HERE ARE 5 REASONS TO CHOOSE AVORIAZ FOR YOUR SKI TRIP



Its altitude ensures optimal snow conditions and limits the need for artificial snow production.



In Avoriaz, the architecture was designed with skiers in mind: all accommodations are ski-in/ski-out. No car or walking shoes needed here — you go to get your bread, head to a restaurant... all on skis! Yes, even for a raclette.



Avoriaz is located in the heart of the French Alps, offering breathtaking views of snow-capped peaks and surrounding valleys. Its central position in the Portes du Soleil ski area makes it the perfect starting point for any skier.



The Avoriaz ski area delights skiers of all levels, from beginners to experts. Easily accessible, it is divided into several sectors suited to each skill level: areas for first-time skiers, challenging runs for the more experienced, and routes for the whole family.



The area also attracts freeride enthusiasts thanks to its many well-prepared and safe off-piste zones. Riders can enjoy wide open spaces and varied slopes.



AVORIAZ: BOARD CULTURE IN ITS DNA

Where It All Began!

A visionary since the 1980s, Avoriaz was the first resort in France to embrace snowboarding and the rise of freestyle, hosting the very first Snowboard Nations World Cup and creating the country's first permanent snowpark.

Today, the resort continues this pioneering spirit with four snowparks for all levels, from beginners to experts. Each park has its own identity, lines, and vibe. The features are regularly reshaped, meaning the experience is constantly evolving: what you ride in January might not exist in March. This dynamism attracts some of the largest rider communities across Europe.

For those seeking the ultimate thrill, Avoriaz is home to France's last halfpipe! Even social media star Inoxtag chose Avoriaz last winter to learn snowboarding—proof that the snowboarding spirit is alive and contagious. It's no coincidence that the DNA of snowboarding was born here: it all started in Avoriaz.

LESTASH



In 2008, Avoriaz launched Europe's first natural snowpark.

The course features around 100 wooden modules, discovered along hidden "secret passages." This snowpark is unique its lines are never fixed. As soon as it snows, new trajectories naturally Most emerge. of the modules are made from

deadwood salvaged from

local forests and shaped on-site by the shapers.

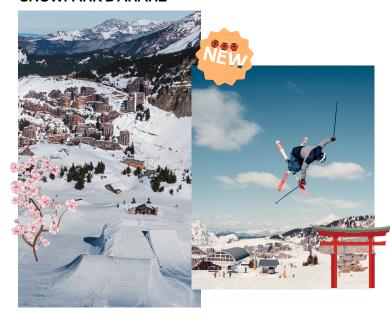
LE LIL'STASH



In 2014, Avoriaz launched a new area for the youngest riders: the Lil'Stash.

Perched cabins, gas barbecues. as as suspended bridges, slides, ropes, sculptures, and games right in the heart of the Proclou forest. The Lil'Stash lets kids experience their first freestyle thrills in a fun and safe environment.

SNOWPARK D'ARARE



SNOWPARK DE LA CHAPELLE

A compact park accessible to all, perfect for training, featuring four kicker lines and two jib lines.

Nami Park: The Japanese Soul of Arare Snowpark

Arare Snowpark, a legendary spot in Avoriaz since 1993, gets a new lease on life this season as Nami Park. "Nami," meaning wave in Japanese, perfectly captures the spirit of the new shaping: fluid lines inspired by surfing, recreating authentic waves of snow.

Designed for experienced riders, Nami Park offers two table lines (L and XL), two lines of rails and boxes (M and L), a small half-pipe, and numerous features to push your limits.

Beyond the shaping, the ambiance evolves with Japanese-inspired decorations, creating a total immersion between mountain and Rising Sun. An iconic spot that retains its freestyle DNA while writing a new chapter in its story.

WHO SAID SKIING IS ONLY FOR WINTER?

It's the most underrated period of the season... yet one of the most magical.

Those in the know understand that spring in the mountains is winter's best-kept secret. Snow still covers the slopes, the sun shines generously, the atmosphere is relaxed, and the days stretch long!

Avoriaz, with its optimal snow conditions through May, ticks all the boxes to make spring skiing an unexpected and unforgettable experience.

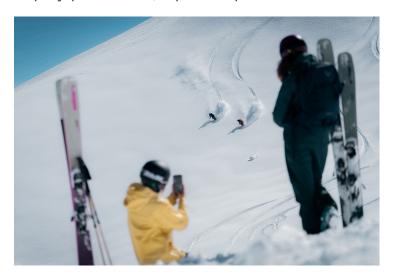
MORE ACCESSIBLE HOLIDAYS

Spring also means gentler prices: lift passes, accommodations, and stays become more affordable. A great opportunity for families to enjoy the mountains without breaking the bank.



THE LUXURY OF CALM

Less crowded at this time of year, the resort offers quieter slopes and minimal lift lines—the perfect opportunity to fully enjoy the ski area, at your own pace.



A RELAXED AND FAMILY-FRIENDLY ATMOSPHERE

Avoriaz comes alive with events, sunny terraces, and a lighter, carefree vibe. Here, you ski, relax, soak up the sun, and enjoy a holiday that combines sport and fun.





OPTIMAL CONDITIONS

Spring in Avoriaz is the perfect combination.

In the morning, the slopes are immaculate for smooth, enjoyable skiing. Later, the snow softens and becomes more "slushy," perfect for having fun, improving your skills, or trying new tricks without pressure. And since skiing is just the beginning, the days continue with sunny terraces, spas, walks, off-slope activities, and après-ski at the summit.

In short, multiple moods in a single day—that's the charm of spring in Avoriaz.



LONGER, SUN-FILLED DAYS

In spring, the days stretch longer and the slopes enjoy generous sunshine. You can ski the area until late afternoon without worrying about the cold or icy patches. The atmosphere is gentler—perfect for family skiing, terrace breaks, and soaking in the panoramic views.



BEHIND THE RIDERS, THE SHAPERS CRAFT THE PLAYGROUND

The role of a shaper remains relatively unknown, yet it is essential to the vibrancy of Avoriaz. These terrain specialists are the true architects of the snowpark! They design, sculpt, and maintain the features that make it famous. Every ramp, jump, and curve passes through their expert hands.

Behind the scenes of their daily work, shapers juggle creativity, technical skill, and weather constraints. Their goal? To provide riders with unique, safe, and always surprising experiences. The Avoriaz team is made up of 10 shapers, each bringing their own vision and energy to keep the four snowparks a lively and inspiring playground.



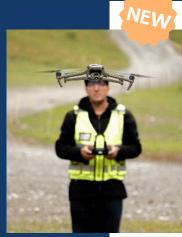
DOG HANDLER: SPOTLIGHT ON TANGUY AND HIS NEW PARTNER

This winter, Avoriaz welcomes a third new avalanche dog handler—a fascinating and vital role for mountain safety. Little known to the general public, this job requires patience, discipline, and a strong bond with a loyal four-legged partner.

Becoming a dog handler means learning to understand and anticipate not only the behavior of the snow but also that of the dog. Training, specific exercises, and daily work are all essential steps to form a team capable of saving lives in the event of an avalanche.







Come and discover the behind-the-scenes of these extraordinary professions. Away from the spotlight, yet always dedicated to enhancing the experience and ensuring safety.

SAFETY REACHES NEW HEIGHTS THIS WINTER

For the first time, Avoriaz is using drones to enhance safety and knowledge of the resort. SERMA has invested in two drones (including one with a thermal camera) and trained four professional drone pilots.

Starting this winter, they will be used for:

- Searches for people in distress
- · Inspection of ski lifts
- Topographic surveys and aerial photography

LEGENDARY RUNS YOU MUST SKI AT LEAST ONCE IN YOUR LIFE



THE SWISS WALL: THE ULTIMATE CHALLENGE FOR EXPERT SKIERS

Do You Know the Swiss Wall?

This famous run sits on the border between France (Avoriaz) and Switzerland (Champéry-Les Crozets).

It is known as one of the steepest and most challenging ski slopes in the world: an average slope of 37° and up to 76% gradient! Some sections can reach a 90% gradient.

Stretching over 1 km, its mogul field can reach 2 meters in height. Brace yourself—your thighs are in for a workout!



LA COUPE DU MONDE: THE CHAMPIONS' RUN

This red run is called the "World Cup" in honor of the sporting events held here. It was created in 1974 to put Avoriaz on the international competition map, hosting an Alpine Ski World Cup. The slope continued to host competitions until 1986, including the prestigious downhill race, a discipline that had brought fame a few years earlier to a local hero: Jean Vuarnet.

In fact, the neighboring red run is named after this Olympic champion and founding figure of Avoriaz.

For carving enthusiasts, this slope is an absolute delight!





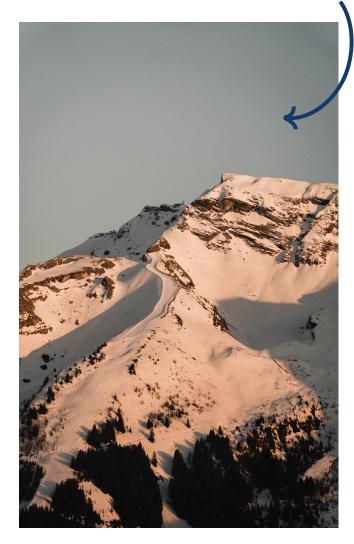
LOOKING TO VENTURE OFF THE BEATEN PATH? THE CROZATS SNOWCROSS AWAITS!

With over 600 meters of vertical drop over 3 km, this route is a must for off-piste enthusiasts in Avoriaz. The approach is easy from the top of the Grandes Combes chairlift.

Les Crozats is an off-piste dream every freerider wants to tackle on a powder morning! This wide, wild couloir beneath the Hauts-Forts offers untouched terrain and stunning views of neighboring peaks and Lake Geneva. Numerous variations are possible depending on conditions and skill level.

The Snowcross is a patrolled off-piste run, monitored by pisteurs who ensure safety by conducting preventive avalanche control, marking the route and hazards, and intervening in case of rescue.

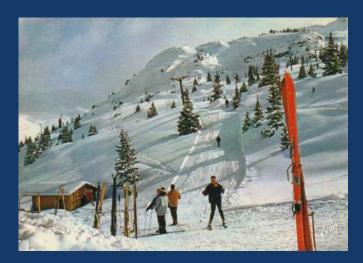
Local tip: make a stop at Le Chalet du Vérard. Step inside a traditional chalet setting and enjoy hearty Savoyard specialties—generous and delicious!



DID YOU KNOW?

La Tête au Bœuf was one of the very first runs established in Avoriaz. It takes its name from the rocky summit of the same name (2,229 m), whose massive silhouette resembles a bull's head. Even today, this historic slope reflects the early days of the resort and offers a unique panorama over the valley.





AVORIAZ, THE BIRTHPLACE OF SPEED RIDING

Speed Riding in a Few Words

Speed riding is a unique discipline that combines the speed of skiing with the freedom of paragliding. Imagine racing down snowy slopes at full speed while piloting a small paraglider wing, allowing you to perform jumps, slides, and spectacular aerial tricks. More than a sport, it's a true dance between snow and sky.

Avoriaz: Meeting Place for the Best Riders

Avoriaz also hosts some of the top speed riders today, including Valentin Delluc and his partner Ugo Gérola, true icons constantly pushing the limits of the discipline. But the spot isn't just for pros, it's open to all enthusiasts, from beginners to experts, coming from across Europe to experience this one-of-a-kind thrill.

Ready to Try a Tandem Flight or an Intro Session?

Avoriaz offers an ideal playground for speed riding. The Chaux Fleurie area is specially dedicated to the discipline, with slopes perfectly suited for launching, gaining speed, and taking flight safely.

For those eager to try, several paragliding schools offer introductory courses guided by passionate professionals, or tandem flights to discover this unparalleled sensation with confidence.





A LITTLE STORY

Inoxtag came to try out the sport last winter alongside top speed rider Valentin Delluc. A local enthusiast, Valentin loves sharing his passion for the sport.

LET IT SLIDE

THIS WINTER, HEAD FOR SKI TOURING

Avoriaz isn't just a paradise for alpine skiing! The resort also offers three marked and secured ski touring routes. A great way for the curious to try out the discipline, and for enthusiasts to explore the peaks surrounding Avoriaz.

INFO >> HERE <<

The Off-Piste Experience on the French-Swiss Border!

Freshly renovated, the former Col de Cou customs house will open its doors this winter for the first time as a mountain refuge. Located on the French-Swiss border between Morzine and Avoriaz, it offers an authentic immersion in the heart of the mountains. Accessible from Avoriaz, the refuge can be reached by skiing down an off-piste slope, followed by a short climb on touring skis. This experience allows you to enjoy a preserved natural setting, far from the ski lifts, and offers the possibility of descending on the Morzine or Swiss side. This opening enriches the region's alpine offering, combining ski touring and off-piste skiing in a wild and accessible environment.







AND WHY NOT SLIDE DIFFERENTLY WITH CROSS-COUNTRY SKIING

While most Nordic skiing areas charge a fee, Avoriaz offers free access, which is a major advantage for vacationers and families.

With 23 km of marked trails in Avoriaz and up to 250 km in total via the Portes du Soleil domain, skiers of all levels are catered for.

Located in the Proclou area, departing from the Falaise district, these trails wind through fir forests and open plateaus, offering exceptional panoramas.

Loops accessible from Avoriaz are entirely free, except for those requiring ski lifts, for which a pedestrian pass is available.

The network includes seven routes, ranging from the easiest (2 green, 2 blue) to more technical courses (2 red and 1 black), allowing everyone to find their perfect track. Designed with families in mind, Avoriaz's cross-country ski area is an ideal activity for both children and adults, combining gentle exercise with stunning surroundings.







INITIATIVES THAT SMILE AT THE PLANET

A green resort through and through, Avoriaz didn't wait for the word "ecology" to become trendy to start caring about it! Born in 1966, the resort has always embraced environmentally conscious approaches.

Today, our destination and tourism model are at the forefront of environmental challenges: climate disruption, overexploitation of resources, and the collapse of biodiversity on a global scale are far from trivial for the entire resort. In this context, our ambition is to preserve our natural environment so that we can continue offering a unique living space for both residents and visitors.

OUR APPROACH

GREEN SNOWFLAKE

In 2021, the resort was awarded the Green Snowflake, a label recognizing its past achievements and ongoing initiatives. The Green Snowflake certifies the sustainable commitment of mountain tourism destinations through 21 criteria across four main areas: Governance & Destination; Local Economy; Social & Cultural; Natural Resources & Ecology. While Avoriaz meets the mandatory criteria, the resort is aware that this process requires ongoing effort and has identified areas for further improvement. Nevertheless, this label celebrates the shared efforts of everyone working toward a more sustainable world.





THE ALPIN EXPRESS PASS

FOR A LOWER-CARBON STAY

Montagne Verte, an environmental association based in the area, is very active in the field of mobility. It is the driving force behind the AlpinExpress Pass.

The aim of this initiative is to encourage local businesses to offer discounts to visitors who reach Avoriaz by train. We know that taking the train is not always the most economical or fastest option. To reward visitors for their efforts to reduce their carbon footprint, many local businesses have committed to offering preferential rates. This initiative encourages travelers to choose the train when coming to Avoriaz.

Since the project was launched a year ago, around ten local businesses—including ski lifts, accommodations, activity providers, and ski schools—have joined the effort.

TAKE [AIR]

FOR A GENTLER FUTURE

The Avoriaz Tourist Office has taken a new step by launching a project with the company TakeAir. The goal is to carry out, for the first time, a comprehensive monitoring of the resort's carbon footprint. This initiative will allow for precise measurement of our emissions and the implementation of a reduction strategy, in line with national decarbonization objectives.

THE BIOCYCLE

FOR GREENER WASTE

This winter, Avoriaz is trialing the collection of organic waste using electric snowmobiles.

Two restaurants are participating in this test phase, with the aim of converting food waste into renewable energy, in line with the new 2024 law on organic waste.

Découvrez toutes les actions mises en place par la station.



WILL TOMORROW'S SKIING BE MORE RESPONSIBLE?

How is the Avoriaz Ski Lift Company (SERMA) adapting to climate change?

Today, more than ever, environmental preservation is at the heart of our priorities. The model of skiing from the past has evolved, and we can no longer repeat yesterday's practices. Climate change and the gradual decrease in snowfall force us to rethink the way we experience the mountains.

At Avoriaz, this awareness translates into concrete and innovative actions. Every decision, investment, and initiative aims to slow the decline of snow, protect natural resources, and ensure a sustainable future for our ski area. Ecology is no longer optional; it is the very condition for the sustainability of skiing and the mountains we cherish.

As a major player in mountain tourism, SERMA has long been committed to preserving this pioneering territory in environmental stewardship. Working alongside local stakeholders, it implements practical solutions to reduce its carbon footprint, raise awareness among staff and visitors, and secure a sustainable future.

A MAJOR INNOVATION: 100% RENEWABLE GROOMING



Until now, snow grooming accounted for 64.6% of the ski area's carbon emissions (2023/24 season). Starting winter 2024/25, Avoriaz takes a decisive step: all 17 snow groomers now run on HVO, a 100% renewable fuel made from hydrotreated used vegetable oils.

Results:

- 82% of emissions come from grooming
- 195 tonnes of CO₂ equivalent emitted (compared to 894 tonnes with conventional diesel)
- 0.54 kg CO₂ eq./liter (compared to 3.17 kg with standard offroad diesel)

This major progress positions Avoriaz as a benchmark in energy transition.



TOWARDS 100% GREEN ENERGY

The second largest source of carbon emissions is electricity. To address this:

- SERMA has signed a contract with EDF for 100% renewable electricity
- Operators are trained in eco-driving, adjusting equipment speed according to demand to save energy while maintaining optimal service

MORE SUSTAINABLE MOBILITY

HVO also powers the company's vehicles. Combined with the purchase of three minibuses for employee carpooling and a route-optimization software, emissions from staff travel have dropped by 65%.

LANDSCAPES AND BIODIVERSITY: CONSTANT VIGILANCE

SERMA takes action to minimize its visual impact and protect the fragile ecosystem:

- · Dismantling obsolete installations
- Systematic re-vegetation of slopes with local plant species
- · Restoration of natural habitats
- Wildlife & flora observatory since 2018 to monitor species, identify sensitive areas, and adapt action plans



OTHER EXAMPLES FOR MANAGING "WHITE GOLD" WITH EFFICIENCY

- Preserve natural snow by producing only the necessary amount and optimizing every cubic meter of water.
- Grass planting on slopes to reduce artificial snow production
- Wooden snow fences to retain snow
- Snowpack measurement technologies to adjust production



ACTIVITIES YOU ABSOLUTELY SHOULDN'T MISS!

EVERYTHING ROLLING?

FAT-BIKE OUTING:

Cycling isn't just for summer! Since 2017, fatbike trails have been expanding. The Evolution 2 school offers a ride through the forest, including an aperitif stop with a tasting of local products.

Rates & info: >>here<<

> AVO KART:

Race down the slopes just like in Mario Kart! Since this summer, Avoriaz has been equipped with these 3-wheeled machines.

Thrill-seekers, hop on board this 3-wheeled vehicle, fitted with hydraulic brakes and designed with a very low center of gravity for maximum stability. With the handlebars in your hands and comfortably seated in a bucket seat, all that's left is to launch yourself into a 3.2 km descent with 600 m of vertical drop.

Rates & info: >>here<<



FOR ANIMAL LOVERS

DOG SLEDDING:

Didier, his daughter Justine, and their pack of Nordic dogs invite you to discover the world of mushing.

Rates: €110 per person >>here<<



COMPLÈTEMENT GIVRÉ

ICE DIVING:

No noise, no movement. Here, air bubbles dance while the rays of the sun or moon play with the frozen surface of this natural ice rink!

Beginner or advanced, follow the safety line through the icy waters of Lake Montriond and benefit from professional guidance, proper equipment, and full gear... for a safe ice diving experience.

Rates & info: >>here<<

ICE CLIMBING:

Armed with ice axes and crampons, you'll tackle frozen walls using techniques similar to rock climbing. A fun, technical, and thrilling activity full of sensations!

Rates & contact: Morzine Avoriaz Guides Office



SKIJORING:

A touch of Scandinavia in Avoriaz. Suitable even for beginners, but for skiers only.

Ski behind your horse and experience a whole new sensation of gliding.

Rates: from €42 / Contact: +33(6) 86 07 31 32





FROM UDDER TO PLATE: AN IMMERSIVE EXPERIENCE AT SERAUSSAIX FARM

Just a stone's throw from Avoriaz, the family-run Seraussaix Farm offers a genuine dive into the life of a farmer. At the helm, a passionate couple carefully raises around 80 dairy cows, along with chickens and pigs. Here, you can enjoy homemade snacks (their raclette is even said to be the best in the area!) or share a farm-style afternoon treat before embarking on a guided tour that reveals the daily life of the farm.

Want to go behind the scenes?

The farm produces its own cheeses, with the spotlight on Reblochon and Abondance. It's a chance to discover, alongside Sébastien, the farm's owner, all the steps of cheese-making: from warm milk straight from the milking to aging in the cellar. An authentic encounter that unveils the secrets of these iconic Savoyard cheeses and showcases the true artisanal know-how behind each wheel.







HIGH-ALTITUDE STREET ART

For the past two years, Avoriaz has been bringing art into its landscapes. The resort invited Nesta, a French self-taught graphic designer and artist, to transform certain tunnels and piste passages into true open-air canvases.

These colorful murals are more than just decoration—they pay tribute to the history, values, and symbols of Avoriaz. Between turns, skiers and snowboarders can spot nods to the snow sports culture that has made the resort famous.

Nesta developed his passion for graffiti by creating the visual identity of the Stash. Since then, he has reinvented 3 of the resort's tunnels, each one carrying Avoriaz's unique imprint.





FOOD CORNER



THE GOURMET SPOT

RESTAURANT LA RÉSERVE

Experience a bistronomic atmosphere at Restaurant La Réserve, where specialties are served with elegance.





THE PLACE TO CELEBRATE

LA FOLIE DOUCE

No introduction needed for the musical adventure of La Folie Douce. It's the must-visit spot for après-ski in sunset mode.

Here, you'll find a mix of bold local cuisine, a friendly atmosphere, and unique live performances!

THE OFFBEAT SPOT

THE IGLOO VILLAGE

Located right on a ski slope, I'll take you to discover this unique spot. Everything is delicious. I love the frosty atmosphere, the Savoyard sharing boards, and the brunch menu. Everything is homemade with local products. Whether on the terrace or inside the igloo, you're in for a magical experience.

THE TRENDY SPOT

RESTAURANT LE ROC LOUNGE

Here, guests come as much for the refined atmosphere as for the food, where seasonal, high-quality ingredients are elevated in an elegant and generous cuisine.







In the wine cellar, the selection—ranging from grand crus to local gems—is designed to delight both connoisseurs and curious newcomers. But the true highlight of the house lies in its signature cocktails, crafted with care by a passionate team. Original, surprising, and perfectly executed... they have become the Lounge's trademark.

WHERE TO STAY

THE STYLISH ADDRESS

HÔTEL LE MIL8

Known locally as the "Mille Huit," this hotel is located in the heart of the village. Designed in the spirit of Avoriaz's distinctive and harmonious architecture, the MiL8 was created by Morzine-based architect Hervé Marullaz. Its "butterfly" shape offers numerous viewpoints over the surrounding peaks and snow-covered rooftops.

Opened in 2020, Hôtel Mil8 is a contemporary haven featuring 42 rooms and suites with chic mountain-inspired décor.

B&B rates and info: >>here<< / Photos: >>here<<





A TRUE AVORIAZ EXPERIENCE

HÔTEL LES DROMONTS

This is the first building of the resort and the first major work by architect Jacques Labro. A 4-star hotel located in the heart of Avoriaz's historic district.

With its 1960s style, its charm leaves no one indifferent. Shaped like a pinecone, this cozy haven for skiers offers 35 rooms. It also features a Pure Altitude spa and two renowned restaurants.

Rates and contact: >>here<< / Photos: >>here<<



FRIENDLY LUXURY

CHALET ASPEN

Much more recent, this chalet houses five luxurious apartments ranging from 180 to 220 m², blending modernity with a mountain spirit.

Designed by architect Jean-Michel Villot in keeping with the resort's traditions, it is located in the center of Avoriaz.



It features a spa, swimming pool, fitness center, and a concierge service ready to cater to all your needs.





INFO >> HERE<<

WINTER'S MOST UNFORGETTABLE NIGHT

THE IGLOO

Cozy beyond imagination, Avoriaz's igloo welcomes you in a unique setting. The Igloo Village offers comfortable overnight stays, with beds, duvets, and blankets suited to winter temperatures. Enjoy a traditional Savoyard fondue in a frosty atmosphere, then spend an unforgettable night in a room carved from snow. An extraordinary experience, perfect for mountain lovers and winter adventure seekers.

INFO >>HERE<<















DECEMBRE 25 - MARS 26 UNLIMITED FOLIE

Every Thursday from December 26 to March 20, from 4PM to 6PM, La Folie Douce will host the leading names of the electronic music scene. (more info coming soon)

Avoriaz offers more than just exceptional ski slopes! The resort comes alive throughout the winter with over 20 sporting and cultural events. Competitions, festivals, concerts, and activities create a vibrant and festive atmosphere, making Avoriaz a must-visit destination all season long.

12 - 14 DECEMBRE 2025

ROCK ON SNOW

A MUST-ATTEND EVENT FOR WINTER SPORTS ENTHUSIASTS!

At Rock On, the winter season kicks off in style.

On the agenda: the biggest ski and snowboard brands offer free demos, competitions, games, beginner sessions, concerts, and discounted lift passes to make the most of the slopes.

10 & 11 JANVIER 2026 THE GRAND ODYSSEY



Avoriaz will have the honor of hosting the prologue and grand start of the next edition of La Grande Odyssée, Europe's premier mushing event. As the true kickoff of this extraordinary adventure, this stage will mark the official launch of the 21st edition.

14 - 21 MARS 2026

SNOWBOXX

A mix of skiing, concerts, and après-ski fun. Spend a week in an unforgettable atmosphere, with an incredible line-up!

AVRIL 2026 (date to be announced)

LA FINE CUP

Avoriaz wraps up its season in style with the Fine Cup, a one-of-a-kind race in France where around a hundred participants compete to create U.F.O.s (Unidentified Sliding Objects) before sending them down the slopes. A perfect opportunity to enjoy the spring conditions and witness the spectacle!





PRESS CONTACT

Dear journalists, if you need information, story ideas, or want to discover—or rediscover—Avoriaz, feel free to contact me!

Laury Eloy

Presse & Communication Avoriaz +33 (0)6 33 85 07 25 / laury.eloy@avoriaz.com









VISUAL RESOURCES:

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