



AVORIAZ, THE SUMMER WE DID'NT EXPECT (AND WON'T FORGET!)

For a long time, summer in the mountains remained in the shadow of beaches and lounging in the sun. Yet, those who tried it know it: once experienced, summer in the mountains becomes a must. And Avoriaz is the perfect example.

Until 2020, the summer season played a secondary role, with a modest occupancy rate of 35%.

But the resort took a strategic turn, focusing on a dynamic, outdoor and accessible summer.

The result? A rapid surge in popularity!

In 2023, Avoriaz shattered its records with more than 300,000 overnight stays in only two months, a 58% occupancy rate, and an expanded accommodation offer without any new construction.

So, why such enthusiasm? Because summer in the moutains is the perfect breath of fresh air.

Here, no scorching heat, just ideal temperatures to stay active without feeling suffocated. And above all, it's much more than just hiking! Mountain biking, trail running, paragliding, rock climbing, via ferrata, canyoning, yoga in the great outdoors...

With an ever-evolving range of activities and a setting waiting to be explored, Avoriaz stands out as the perfect playground for a summer that strikes the perfect balance between relaxation and adventure.

SEE YOU ON JULY 5TH!



18 900

The resort has a total of 18,900 beds, including 13,500 'tourist' beds, which are available for both summer and winter seasons

307 900

In 2023, the resort recorded 307,000 overnight stays, compared to 263,000 in 2022 and 253,000 in 2021.



25

There are 25 lifts, 5 Bike Parks, and 1 pass for the entiere Portes du Soleil area.



19

There are 19 moutain biking trails available on the Avoriaz Bike Park.

3 LABELS





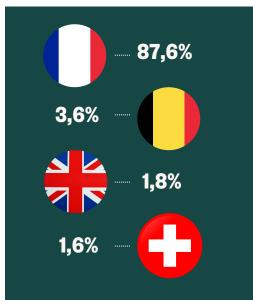




1190>2466 m

3 areas

14 areas







FOCUS ON THE EVOLUTION AND ITS SURGE IN POPULARITY

2021 447 000 entries
2022 718 000 entries
2023 811 000 entries
2024 928 000 entries



In 2024, Avoriaz recorded 928,235 entries, accounting for 45% of the total entries in Portes du Soleil

Long considered the global benchmark, Whistler Bike Park dominated the mountain biking scene with its exceptional facilities and 80 km of varied trails. However, in 2024, Avoriaz shocked the world by surpassing Whistler in the number of entries, a first in the history of global mountain biking!







A D L for everyone

WHY IS AVORIAZ SO POPULAR?

PROGRESSIVE BIKE PARK

Wether you're a beginner or an experienced rider, from green to black trails, you'll definitely find tracks suited to your level. Bike schools on the resort offer lessons to help cyclists improve, making the park accessible even to young riders and beginners.

A WIDE VARIETY OF TRAILS

It is one of the largest Bike Parks in France, with 4 dedicated areas, each with its own unique features. In addition to classic downhill trails, Avoriaz also offers enduro and e-bike trails. This diversity allows riders to mix things up and discover new sensations, while adapting to their preferences and skill levels.

THE QUALITY OF THE TRAILS

Our team of shapers meticulously maintains the trails. Thanks to their expertise, they craft the tracks to create a dream playground suitable for all levels.

A FREESTYLE AREA

The freestyle area continues to attract more and more riders! Each season, the shapers design a dedicated freestyle are. Whether for performance or just for the show, we love to sit back and watch the riders in action.

ITS LOCATION

Located at the heart of the Portes du Soleil area, Avoriaz provides access to 5 bike parks, totaling 50 downhill trails and 600 km of marked paths, served by 21 lifts! From Avoriaz, connections to the Morzine, Châtel and Swiss resorts guaranteed, with no waiting, all accessible by bike! There's no need for shuttle buses.







ALL THE INFO HERE

| informations |- |

THE AVORIAZ BIKE PARK IT'S...



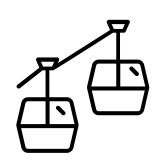
LIFT PASS PRICES

AVORIAZ BIKE PARK

Single ride pass : €8.30 for one ascent €78 for 12 rides

AVORIAZ BIKE PARK

5-hour pass: €36 Day pass: €39



ON THE NEW SIDE



Chill Con Carne, a new red trail, will be available in the Séraussaix area this summer. With a very aerial profile, it meets the expectations of experiences mountain bikers and will feature no less than 17 kickers! The only red trail among the 10 available, it completes the range to cover all difficulty levels.

Tested and approved by Tahnée Seagrave, an iconic rider and ambassador, winner of several World Cup races and multiple medalist at the UCI Downhill World Championships.

Avoriaz is launching night sessions dedicated to mountain biking, for an even more intense experience.

The sessions will take place once a week, from 5pm to 7pm, in the Séraussaix area.



T | agenda | D | |

SOME EVENTS THAT MAKE THE BIKE PARK COME ALIVE

The Bike Park organizes several events throughout the season that cater to all skill levels. No pressure, just fun!

PASS'PORTES (JUNE 27-29, 2025)

Embark on an epic mountain biking weekend through the most beautiful trails of the Portes du Soleil, between France and Switzerland!

HIT THE PARK (DATE TO BE ANNOUNCED)

Ride with the pros from the FOX team, capture the moment, and enjoy souvenir photos during the aprèsbike!

NO NAME (DATE TO BE ANNOUNCED)

A stress-free time trial to test your skills in a relaxed and fun atmosphere!

RIP OFF WORLDS (DATE TO BE ANNOUNCED)

An unmissable mountain biking competition, where adrenaline and passion meet on the trails of Avoriaz!

ANIMOZ FESTIVAL (DATE TO BE ANNOUNCED)

Mountain biking contest and an epic party for an unforgettable weekend with riders and friends!

SUPER MORZINE FLOW (DATE TO BE ANNOUNCED)

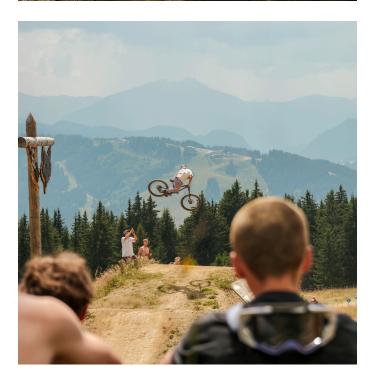
A fun and accessible descent for all, to end the season on a relaxed and festive note!

GIRLS ONLY RACE (DATE TO BE ANNOUNCED)

A 100% female event to experience mountain biking in a friendly atmosphere, with no competition pressure.







ALL THE INFO HERE



HOW IS A MOUNTAIN BIKING TRAIL CREATED?

Creating a mountain biking trail requires careful planning: permits are necessary, a budget must be allocated, and the design is carried out by specialized shapers. Beyond the technical aspects, it is essential to ensure good coexistence with other mountain users.

THE EMERGENCE OF A NEW CLIENTELE AND NEW BIKING PRACTICES. THE ACTIVITIES ARE ALSO DIVERSIFYING: BIKING IN THE MORNING AND HIKING IN THE AFTERNOON.

The electrification of mountain biking attracts a new clientele and diversifies the activities. In Avoriaz, adaptability is key, with half-day passes allowing you to switch between biking in the morning and hiking in the afternoon. This flexibility is essential to meet evolving expectations and offer an increasingly dynamic experience.

WITH THE RISE OF THE BIKE PARK, NEW, STILL LITTLE-KNOWN PROFESSIONS ARE EMERGING, SUCH AS SHAPERS, WHO SCULPT THE TRAILS, AND BIKE PATROLLERS, WHO ENSURE THE SAFETY OF RIDERS.

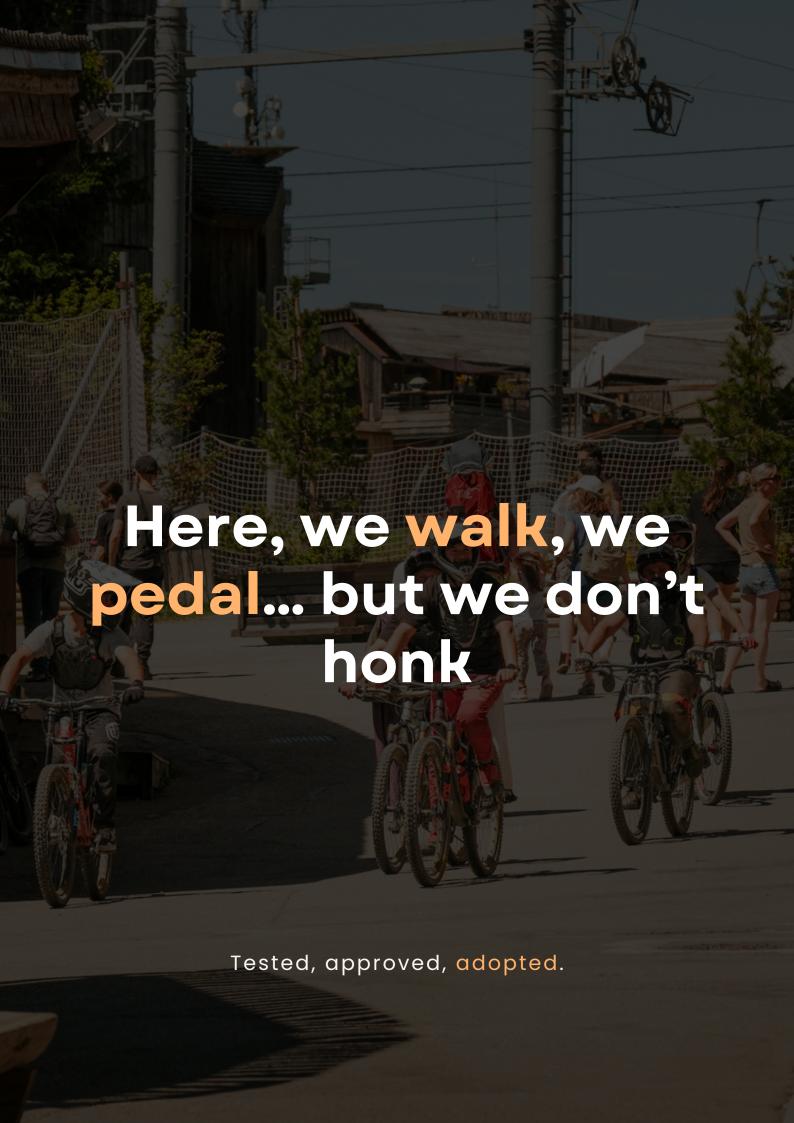
Focus on little-known yet essential professions.

THE DEVELOPMENT OF INFRASTRUCTURE ACCESSIBLE TO THE 'GENERAL PUBLIC' IS IDENTIFIED AS ESSENTIAL FOR THE GROWTH OF THE MOUNTAIN BIKING TOURISM OFFERING.

To develop a tourism product, it must be accessible to everyone. This notion of accessibility is crucial in attracting customers. In Canada, mountain biking is also popular because such 'easy' infrastructure exists. Trails need to be accessible for the whole family. Avoriaz currently has 4 green trails.

THE MOUNTAIN BIKING MARKET IS GROWING. IT HELPS EXTEND THE SHOULDER SEASONS AS OPERATIONS ARE POSSIBLE FOR 4 MONTHS.

With the mountain biking market booming, Avoriaz is leveraging this momentum to expand its appeal. With operations spanning four months, the resort boosts the shoulder seasons and reinforces its status as a leading mountain biking destination.





In Avoriaz, environmental commitment has been part of its DNA since its inception. From the beginning, three pioneers envisioned a model of sustainable tourism, challenging the preconceived ideas and certainties of the past.

Today, this commitment guides our strategy. In close collaboration with the resort's stakeholders, we are continually working on its evolution. ogether, we implement concrete actions to reduce our carbon footprint, preserve biodiversity, and raise awareness among our visitors of a more responsible approach to the mountains.

MOBILITY THE ALPIN EXPRESS PASS

FOR A LOW-CARBON STAY

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

The goal of this initiative is to encourage resort professionals to offer discounts to holidaymakers who travel to Avoriaz by train.

As we know, taking the train is not always the most economical or fastest option. To reward holidaymakers for their efforts to reduce their carbon footprint, many resort professionals have committed to offering them preferential rates. This initiative aims to encourage visitors to prioritize the train when traveling to Avoriaz.

Since the launch of the project (winter 2024), Avoriaz has seen a dozen professionals (hotels, activity providers, ski schools, etc.) join the cause. This season, 456 passes were distributed, compared to just 111 last winter, highlighting the growing success of the initiative.



RESOURCE MANAGEMENT WATER, HELP!

HERE, WE RECYCLE WATER

This unique eco-responsible initiative helps preserve water resources and prevent wastage, while ensuring the smooth operation of the resort's services. Public pool regulations require a minimum of 30 liters of fresh water per bather per day.

The collected and recycled water is used for:

- > Irrigating the tee-offs and greens of the Avoriaz golf course. It's worth noting that at Avoriaz, no fairways are watered, representing 85% of the golf course's total area.
- > Watering green spaces and flowerbeds throughout the resort.
- > Supplying the bike wash stations for the Bike Park, which records over 800,000 visits per year (the most visited Bike Park in Europe).
- > Operating the "ventriglisse" (water slide).

Additional note: The ventriglisse operates in a closed loop, and the water needed for its operation is also stored, ensuring it doesn't need to be replaced daily.

Clearly, the gamble of creating a pioneering eco-friendly resort resonates strongly today in the face of environmental challenges.

GREENER WASTE

THE BIOCYCLE ARRIVES IN AVO



The Biocycle is an initiative for collecting food waste launched by Montagne Verte in the summer of 2023. Due to its success, it was extended to the entire valley in 2024 and will be rolled out in Avoriaz for the summer of 2025.

Since January 1, 2024, a new national law requires all hotels and commercial restaurants to properly manage their food waste. However, many establishments may struggle to meet this requirement.

Montagne Verte's collection system relies on a cyclist using an electric bike, equipped with an electric trailer, capable of transporting up to 250 kg of food waste from restaurants and hotels.

Many local businesses have already joined the initiative, and we are continuing an intensive awareness campaign to encourage even more partners to get involved.





BIODIVERSITY

THE ALPIN EXPRESS PASS

FOR A LOW-CARONB STAY

Since 2018, the lift company has established a wildlife and plant monitoring program to:

- · Catalog and track species,
- · Identify key areas of concern,
- · Develop action plans accordingly.



PARTS OF THE SKI AREA ARE CLOSED TO SKIERS AND RESERVED FOR THE PROTECTION OF THE BLACK GROUSE.



INSTALLATIONS LOCATED IN SENSITIVE AREAS ARE EQUIPPED WITH CABLE MARKERS TO PROTECT BIRDS.

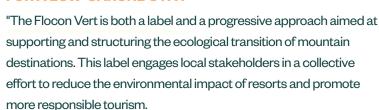


TREE PROTECTION DEVICES HAVE BEEN INSTALLED IN THE STASH SNOWPARK.

CERTIFICATION

THE ALPIN EXPRESS PASS

FOR A LOW-CARONB STAY



It serves as a compass, providing clear direction and a path to follow for destinations wishing to commit to sustainable practices.

In this regard, Mountain Riders provides a detailed roadmap to guide territories in their strategic and operational decisions.

Avoriaz received the Flocon Vert label in September 2021, confirming its commitment to ecological transition and its ambition to become a model in sustainable development.



LL ABOUT OUR ACTIONS

CARBON BALANCE

AVORIAZ HAS CALCULATED ITS CARBON FOOTPRINT

LIMIT OUR IMPACT

Avoriaz has just completed its first-ever carbon footprint for the entire resort. This unprecedented assessment takes into account the ski area, the activities of accommodation providers, shopkeepers, holidaymakers and local authorities.

To be carried out in 2024, this assessment will provide a precise picture of our carbon footprint and form an essential basis for guiding our future actions. The first results have just been unveiled, and a detailed document is currently being published.

This approach is in line with the ongoing commitment of Avoriaz, a pioneering resort in terms of ecology and awarded the Flocon Vert label in 2021.

To take things a step further, Avoriaz has set up a working group of volunteer professionals from the resort, to work together on concrete solutions to the various issues identified. I'm on a business trip. I'll send you the press kit on Monday or Tuesday without fail.



WHILE ONE RIDES, THE OTHERS HAVE FUN

Here, wide open spaces replace tight towels, and adrenalin takes precedence over idleness. What really sets Avoriaz apart is its ability to offer a real vacation program for every member of the family.

> MORE INFORMATION ON ALL OUR ACTIVITIES







VIA FERRATA/ CLIMBING











TREE CLIMBING

SKATE PARK

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

While one rider is riding downhill after downhill, or setting off on an enduro/e-bike loop, the others can enjoy over 70 activities, free or at a reduced price thanks to the Multi Pass Portes du Soleil.

On the menu: swimming in the tropical jungle of Aquariaz, tennis, mini-golf, padel, hiking with chairlift access included, children's games, inflatable structures, a variety of activities... here, everything can be done on foot, by bike or on a scooter!









MINI-GOLF **TRAMPOLINES**

WATER SLIDE

PLAYGROUND



> MORE ABOUT MULTIPASS

With your Multi Pass (€15/day, or just €3/day if you stay at least two nights with a partner accommodation provider), you have access to over 70 activities to out without try moderation in the 12 Portes du Soleil resorts.

AQUARIAZ



Techeslase | | | E







A TOUCH OF DANSE AVEC LES STARS HANGS OVER AVORIAZ

Forget the clichés: dancing isn't (really) just for grannies and grandpas anymore.

Avoriaz is on the move, and not just a little: this rhythmic week welcomes over 1,500 dancers to the resort.

The program includes a festival of couples' dances featuring salsa, bachata, kizomba, rock, swing, west coast swing and Argentine tango.

A veritable explosion of styles for enthusiasts and the curious alike, with over 130 hours of classes open to all - from absolute beginners to seasoned dancers.

And because learning is never as good as having fun, theme evenings allow you to put your newly acquired steps straight into practice... on a lively dance floor.







THERE ARE EVEN CLASSES IN ENGLISH **



THE + OF THE WEEK

This year, we're delighted to welcome Denitsa Ikonomova, famous French dancer from Danse avec les Stars, and her partner François Alu, star dancer with the Paris Opera. They will be the festival's godmother and godfather. Join them on Thursday August 28 for classes and an exceptional performance!





THE KINGDOM OF MTB

#1

AVORIAZ IS THE WORLD'S #1 BIKE PARK, AHEAD OF WHISTLER! WITH TRAILS FOR EVERY LEVEL, FROM BEGINNERS TO PRO DH RIDERS, AND DIRECT ACCESS TO THE VAST PORTES DU SOLEIL AREA, BOREDOM IS SIMPLY NOT AN OPTION ON TWO WHEELS.

A LIFE-SIZED PLAYGROUND 🐇

A BIKE PARK FOR RIDERS AND PLENTY OF ACTIVITIES FOR THOSE WHO TAG ALONG!

HIKING, PARAGLIDING, CANYONING, CLIMBING, VIA FERRATA, GOLF... HERE, THE OUTDOORS REIGN SUPREME! AND UNLIKE CROWDED BEACHES, THE MOUNTAINS OFFER SPACE, TRANQUILITY, AND A BREATH OF FRESH AIR.

A PARADISE FOR FAMILIES 🔡

WITH THE MULTI PASS FOR JUST €15 PER DAY, YOU GET UNLIMITED ACCESS TO OVER 70 ACTIVITIES: SWIMMING POOLS, SKI LIFTS, MINI-GOLF, TENNIS... PLENTY TO KEEP BOTH KIDS AND ADULTS ENTERTAINED WITHOUT BREAKING THE BANK!

#4

A PEDESTRIAN (AND ECO-FRIENDLY) RESORT 14

IN AVORIAZ, ZERO CARS, 100% SERENITY! HERE, EVERYTHING IS DONE ON FOOT OR BY BIKE IN A UNIQUE SETTING. AND WITH ITS STRONG COMMITMENT TO SUSTAINABLE DEVELOPMENT, THE RESORT PROVES THAT YOU CAN HAVE FUN WHILE RESPECTING THE MOUNTAINS.

IDEAL TEMPERATURES 🥮

#5

NO MORE HEATWAVES! AT 1800 METERS ABOVE SEA LEVEL, THE DAYS ARE SUNNY BUT PLEASANT, AND THE NIGHTS ARE COOL FOR A VACATION WITHOUT SUFFOCATING.



CONTACT

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

Laury Eloy

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











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