AVORIAZ



AVORIAZ
Portes du Soleil 1800

2026/2027

www.avoriaz.com

FOREWORD

Birthdays are often moments of nostalgia, a chance to look back at how far we have come. At Avoriaz, we continue to cherish our heritage, but above all, we choose to look ahead.

For 60 years, our story has been the one of a destination that has never sought to follow trends, but rather to imagine them. Here, we have always liked to take a different path, to invent, sometimes to get things wrong, but above all, to keep moving forward.

A car-free resort high in the mountains. Architecture unlike anything else. Wide-open spaces designed first and foremost for the sheer pleasure of riding. The audacity to do things differently has been part of our identity from day one.

It is this pioneering spirit that continues to inspire the people who bring Avoriaz to life today. The resort teams, local businesses, residents, partners and passionate people all share the same desire: to keep evolving the destination without ever losing sight of what makes it unique.

Because the mountains are changing, we must continue to imagine what they can become. To create new experiences, evolve our practices, protect our environment and, more than ever, remain a living, creative playground open to everyone. That was our driving force in 1967. It is still what inspires us today, and what will continue to guide us tomorrow.

This press kit tells the story of Avoriaz, of course. But above all, it shows how that same mindset continues to express itself today through projects, ideas and people who are already imagining the next chapters.

Because in Avoriaz, audacity is not a thing of the past. It is the legacy passed down to us by its founders. It is now up to us to keep it alive.

Camille Torte
Director of the Avoriaz 1800 Tourist Office





Camille Torte

FOREWORD

@nikoaou_r

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AUDACITY AS A LEGACY



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AVO, IN A NUTSHELL



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AUDACITY AS A LE

WE WERE BOTH RECKLESS AND BRAVE. WE WERE EVEN, PROBABLY, MAD.

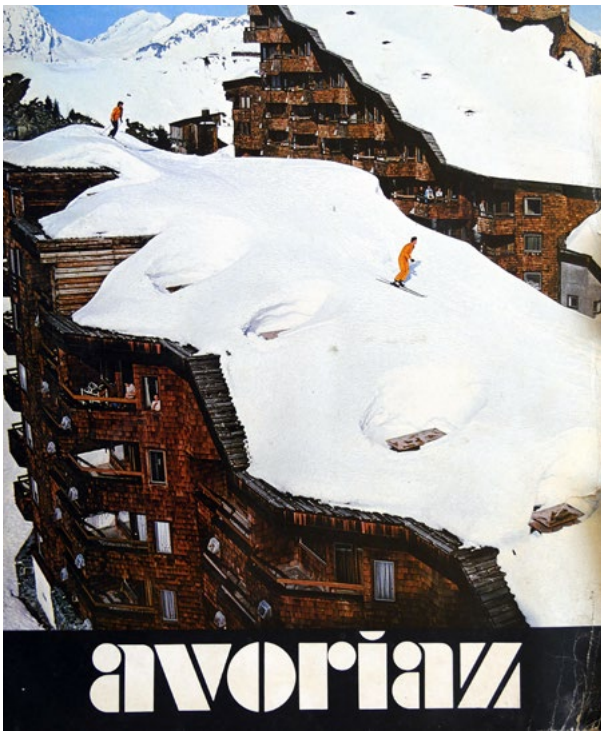
Jean Vuarnet



EGACY







Archive ©Avoriaz

Today, in everyone's mind, Avoriaz is an iconic ski resort known for its magical atmosphere, where people get around on skis, snowboards, on foot or by horse-drawn sleigh. Its buildings seem to play hide-and-seek with the surrounding landscape, while ski slopes wind their way through the resort, allowing everyone to ski right back to their doorstep.

And yet, in the early 1960s, no one could have imagined that the Avoreaz plateau, perched high above Morzine, would one day become one of the most iconic resorts in the French Alps.

It is often said that the name Avoriaz comes from the French phrase "ça ne vaut rien" ("it's worth nothing"). A mocking nickname once given to this high-altitude plateau, considered too harsh and inhospitable to be of any real value. Quite ironic, considering what this land would one day become...

In reality, the earliest written records date from the 12th century. At the time, the plateau was known as "Evoreya", a vast alpine pasture owned by the Rovorée family and later used by the monks of Aulps Abbey. Over the centuries, Evoreya became Avoréa, then Avoreaz, before finally taking on the name we know today: Avoriaz.

Meanwhile, by the end of the 1950s, Morzine was already an established ski resort but was beginning to face growing competition from the new high-altitude resorts developing rapidly across the Alps. To keep attracting visitors, Morzine needed to find a new way forward. And Jean Vuarnet, a local boy, had one.

Just back from winning downhill gold at the Winter Squaw Valley Olympic Games, Jean Vuarnet put his sporting career aside to pursue an idea as audacious as it was ambitious: to create a completely unique resort, a haven for skiers unlike anything that had come before.

The early days were far from easy. The project struggled to convince people, financial partners pulled out, and even construction of the cable car was delayed. Many would have given up. Jean Vuarnet did not.

Little by little, he surrounded himself with talented people who were ready to join him on this crazy adventure: the young property developer Gérard Brémond and Jacques Labro, an architect who had already been awarded the prestigious Prix de Rome.

They were all barely thirty years old but shared the same dream: to create a resort unlike any other.

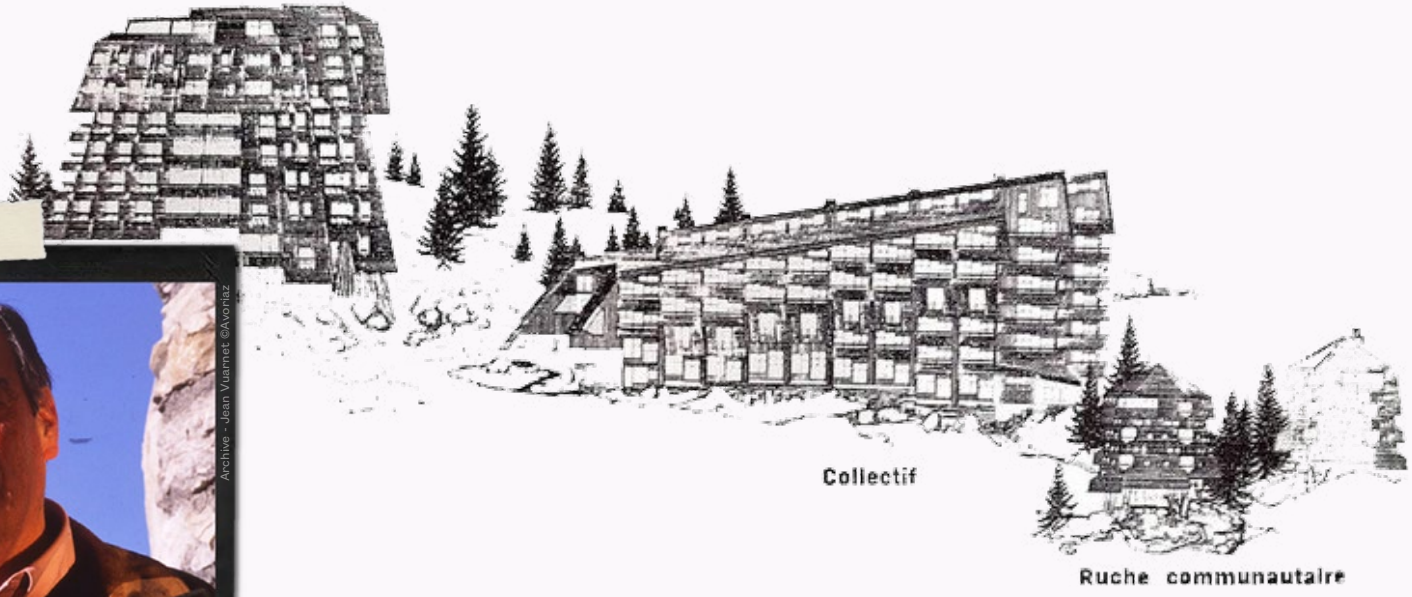
Avoriaz opened at the end of 1966. The gamble had paid off. And 60 years later, those same founding principles still shape Avoriaz today.







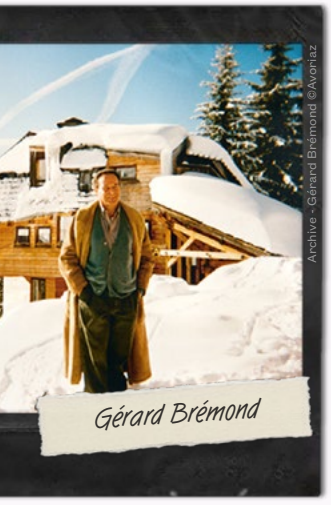
THE VISION



uarnet



s Labro



Gérard Brémond

WHAT HAS MADE AVORIAZ SO SUCCESSFUL IS A SERIES OF COMPLETELY CRAZY PROJECTS.

Gérard Brémond

THE L



Archive ©Avoriaz

EGACY



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BEFORE THE FIRST BUILDINGS ARE EVEN BUILT, ONE QUESTION GUIDES THE ENTIRE PROJECT: HOW DO YOU CREATE A RESORT DESIGNED ENTIRELY AROUND SKIING?

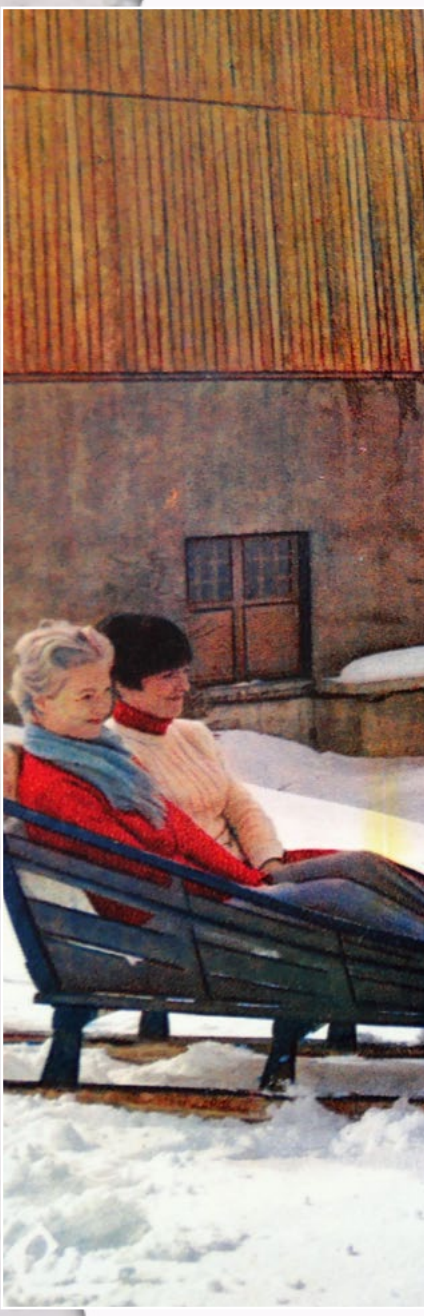
In the early 1960s, cars were king. Cities were being designed around them, and mountain resorts were following the same model. Jean Vuarnet took the opposite approach: in Avoriaz, cars would stay down in the valley. Once visitors reached the plateau, the chance of scenery had to be complete.

This idea became the starting point for the entire development. Rather than adapting the mountain to the resort, the trio chose to adapt the resort to the mountain.

The landscape was never seen as an obstacle, but as the very heart of the project. The architecture follows the mountain's natural lines rather than cutting across them. Timber-clad facades blend into the surrounding rock, ski runs weave through the resort, and lifts connect the different neighbourhoods seamlessly. Even the routes through the resort were designed so that people could move from one building to another on skis, right up to their own front door.

For the first time, skiing was no longer simply an activity: it became the most natural way to get around Avoriaz.

FROM REIND



But with motor vehicles banned, there was still one practical problem to solve: how to transport visitors and their luggage around the resort? Avoriaz came up with an idea as audacious as it was unusual: sleighs pulled by reindeer coming straight from Lapland.

The experience was certainly unique, but reality soon caught up. The mountain environment turned out not to be well suited to reindeer, which were progressively replaced by powerful draught horses, especially horses from the Jura region, much better suited to moving through Avoriaz's snowy streets.

Horses remain part of everyday life in the resort to this day, carrying visitors and their luggage from one end of Avoriaz to the other. And the reindeer never entirely disappeared either: the resort's logo still features the outline of a reindeer's head, a nod to the very first four-legged companions of the Avoriaz adventure.

Still car-free, Avoriaz remains a place where the sound of traffic gives way to the sound of skis gliding over the snow and horses' hooves pulling sleighs. At the time, this approach was revolutionary. While most French ski resorts were being developed around cars and standardised buildings, particularly with the launch of the French government's Plan Neige, Avoriaz chose a completely different path.

60 YEARS LATER

AND STILL NO CARS .

DEER





Archive ©Avoriaz

TO HORSES

THE LAB



ONCE THE RESORT WAS BUILT, THE STORY WAS FAR FROM OVER.

AVORIAZ
QUICKLY BECAME
A PLAYGROUND FOR EXPERIMENTATION,
A LABORATORY
WHERE EVEN THE MOST AUDACIOUS IDEAS
OFTEN ENDED UP BECOMING THE NORM.
HERE ARE SOME OF THE ONES
THAT SHAPED THE RESORT.

Archive ©Avoriaz

THE LAB



THE LAB



1967

PIERRE & VACANCES, A STORY BORN IN AVORIAZ

Avoriaz opened at the same time Pierre & Vacances was created. And that was no coincidence: Gérard Brémond was behind both projects, convinced that there was another way to imagine mountain holidays.

It was here that he built the very first Pierre & Vacances residence. The idea caught on and, nearly 60 years later, the brand has become a major name in European tourism and a leading provider of mountain accommodation.

In Avoriaz, that legacy is still very much alive. Pierre & Vacances now operates six residences in the resort, including L'Amara, its premium residence. All of them remain true to the distinctive mimetic architecture that has shaped Avoriaz from the very beginning.


@nikooo_r

1973

FANTASY TAKES OVER AVORIAZ

The resort was finally there, ready to welcome its first skiers! But there was still one challenge: putting Avoriaz on the map and giving people a reason to come and discover it.
That was when Gérard Brémond met a young advertising team led by Lionel Chouchan. Together, they started to imagine an event unique enough to draw journalists, celebrities and curious visitors all the way up to the resort.

Lionel Chouchan came up with an audacious idea: a festival dedicated entirely to fantasy cinema, a type still largely absent from the major film festivals of the time. Avoriaz turned out to be the perfect setting. With its unusual buildings perched high above the cliffs and its unique architecture, the resort already had something almost supernatural.

And just like that, in 1973, the Avoriaz International Fantastic Film Festival was born. Success came almost immediately. At its very first edition, the jury awarded its top prize to Duel, directed by a young American filmmaker still largely unknown to the general public: Steven Spielberg.

For the next twenty years, actors, directors, musicians and public figures made their way to Avoriaz every winter. Jane Birkin and Serge Gainsbourg, Brigitte Bardot, James Cameron, Christopher Walken, Robert De Niro, Nicole Garcia... Avoriaz became an unexpected gathering place, attracting attention far beyond the ski slopes.

Once again, Avoriaz was one step ahead: turning an event into a genuine communication tool, creating surprise and getting people talking about the resort in a completely unexpected way. That philosophy is still very much alive today, through the many events that continue to shape Avoriaz winters, including Rock On Snow, Snowboxx and the Fine Cup.



Serge Gainsbourg et Jane Birkin. ©Getty images

Brigitte Bardot en 1968. ©Photo Archives Le DL

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THE LAB

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1975

KIDS DESERVE A HOLIDAY TOO

Back then, learning to ski mostly meant following an instructor and working through a series of exercises. But all too often, children would end up in tears at the very thought of going to ski school.

That was until Annie Famose, a ski champion based in Avoriaz, began to wonder whether there might be a better way to help children fall in love with skiing. Inspired in part by methods used in Austria, she imagined a much more playful approach to learning: bumps and slides shaped into the snow, colourful surroundings, and games that allowed children to progress at their own pace.

The idea quickly proved its worth and, in 1975, the Village des Enfants was born in Avoriaz. Children could spend the whole day there, alternating between skiing, games, meals, shows and age-appropriate activities. It was a small revolution that transformed holidays for children just as much as for their parents.

Today, the concept has spread far beyond Avoriaz and inspired countless ski schools across the French mountains. Ever heard of "Club Piou-Piou"?

2012

A TROPICAL OASIS AT 1,800 METRES



Yes, palm trees can grow at an altitude of 1,800 metres. Or at least, they can in Avoriaz.

Creating a tropical jungle in the heart of the Alps might sound completely crazy, yet that is exactly the challenge Aquariaz took on. Inside this 2,400 m² aquatic centre, a lazy river, heated pools and lush vegetation sit side by side with snow-covered peaks. No fewer than 1,500 plants and 183 trees grow here! To help maintain this extraordinary vegetation, rainwater is collected and reused to water the plants throughout Aquariaz. More than just a swimming pool, Aquariaz offers an experience for the whole family, with a tube half-pipe and dedicated water-play areas.

Holiday residences, a fantasy film festival, a new way of teaching children to ski, a tropical jungle at 1,800 metres... Every era comes with its own unconventional ideas. And in 2026, Avoriaz's idea lab is still very much open.

THE LAB

THE PLAY-GROUND

ALWAYS ONE TURN AHEAD

In the mid-1980s, a new kind of board coming straight from the United States began appearing on the slopes. Snowboarding was as intriguing as it was disruptive. Considered dangerous, marginal or simply incompatible with skiing, the sport was still banned in many French resorts.

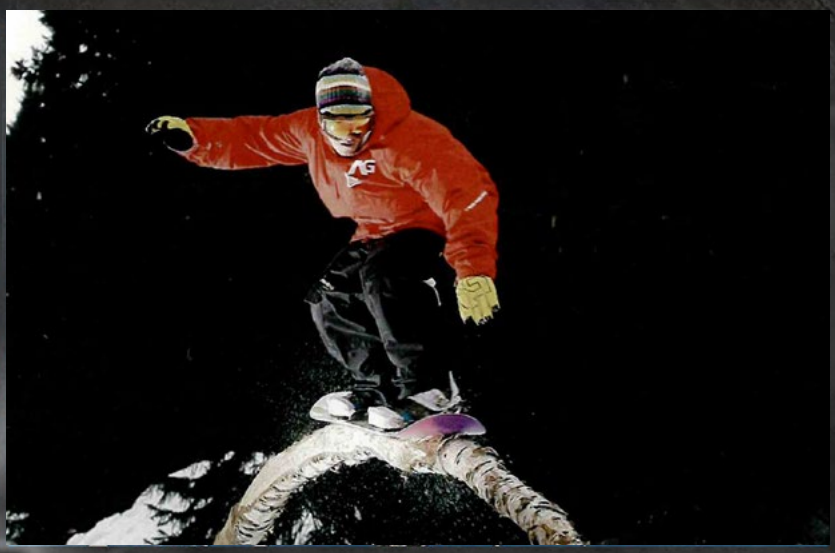
Of course, Avoriaz chose a very different path. The resort had always been built on embracing new ways of experiencing the mountains rather than resisting them. So when snowboarding arrived, it naturally found a home here.

Riders quickly followed and, in 1987, Avoriaz hosted the very first Snowboard Nations Cup, one of the first major international snowboarding competitions in Europe. The world's best riders came together and, little by little, Avoriaz became one of the leading hubs of this emerging ride culture in Europe.

When freestyle began to emerge in the early 1990s, Avoriaz once again chose to lead rather than follow. In 1993, the resort opened France's first permanent snowpark, a space entirely designed for a discipline that was still in its early days. While some dismissed freestyle as a passing trend, Avoriaz had already sensed the profound shift taking place in skiing and snowboarding.

A few years later, the stories of Avoriaz and snowboarding became even more closely linked. Jake Burton, founder of the Burton brand, recognised in Avoriaz a vision he shared: a creative mountain where new ways of riding are invented rather than simply repeating those of the past.

That shared philosophy grew into a long-standing partnership and, in 2006, led to the creation of Europe's first Stash: a natural and eco-designed snowpark built in the Lindarets forest, where features made largely from reclaimed wood from the surrounding forest blend into the terrain. In 2014, CNN even named it the world's best spot to ride!



Archive ©Snowboard MDS



Archive ©Avoriaz

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WHY "THE STASH"?

In English, *stash* means a hiding place or something kept secret. As a passionate freerider who loved powder and hidden spots, Jake Burton Carpenter wanted to keep sharing his love of snowboarding with his sons, whose riding was increasingly turning towards freestyle and snowparks. So he came up with a concept that could bring those two worlds together: snowparks built deep in the forest, tucked away from view, where the features follow the natural terrain and riders can discover lines hidden among the trees.

That is where the name The Stash comes from: a nod to those secret spots snowboarders pass on from one rider to another. After creating the first Stash in Jackson Hole (Wyoming, USA), Burton chose Avoriaz for the first European edition: a unique snowpark where the riding experience blends into the mountain rather than reshaping it.

AND TO-DAY?



More than thirty years after opening France's first permanent snowpark, Avoriaz remains one of the leading destinations for freestyle enthusiasts. Today, four snowparks welcome riders of all levels. From Lil'Stash for first-timers to Nami Park for experienced riders, with The Stash and La Chapelle in between, each has its own lines and character. And for fans of old-school freestyle, Avoriaz is still home to the last half-pipe in France!

Throughout the season, the features are constantly reshaped by the shapers: what you ride in January may already be gone by March. But one thing never changes: the love of riding.

©Bastien Sturma

WHY "NAMI" ?

For thirty years, riders knew it as the Arare Snowpark. Last winter, it became Nami Park. In Japanese, nami means "wave", a fitting name for the new lines shaped around the fluidity and movement of surfing. Japanese-inspired design elements have also given this iconic Avoriaz spot a new identity, without losing the spirit that has made it iconic among riders.

Sixty years on, Avoriaz's snowparks are still finding new ways to surprise.

THE PLAY-GROUND

THE AVORIA
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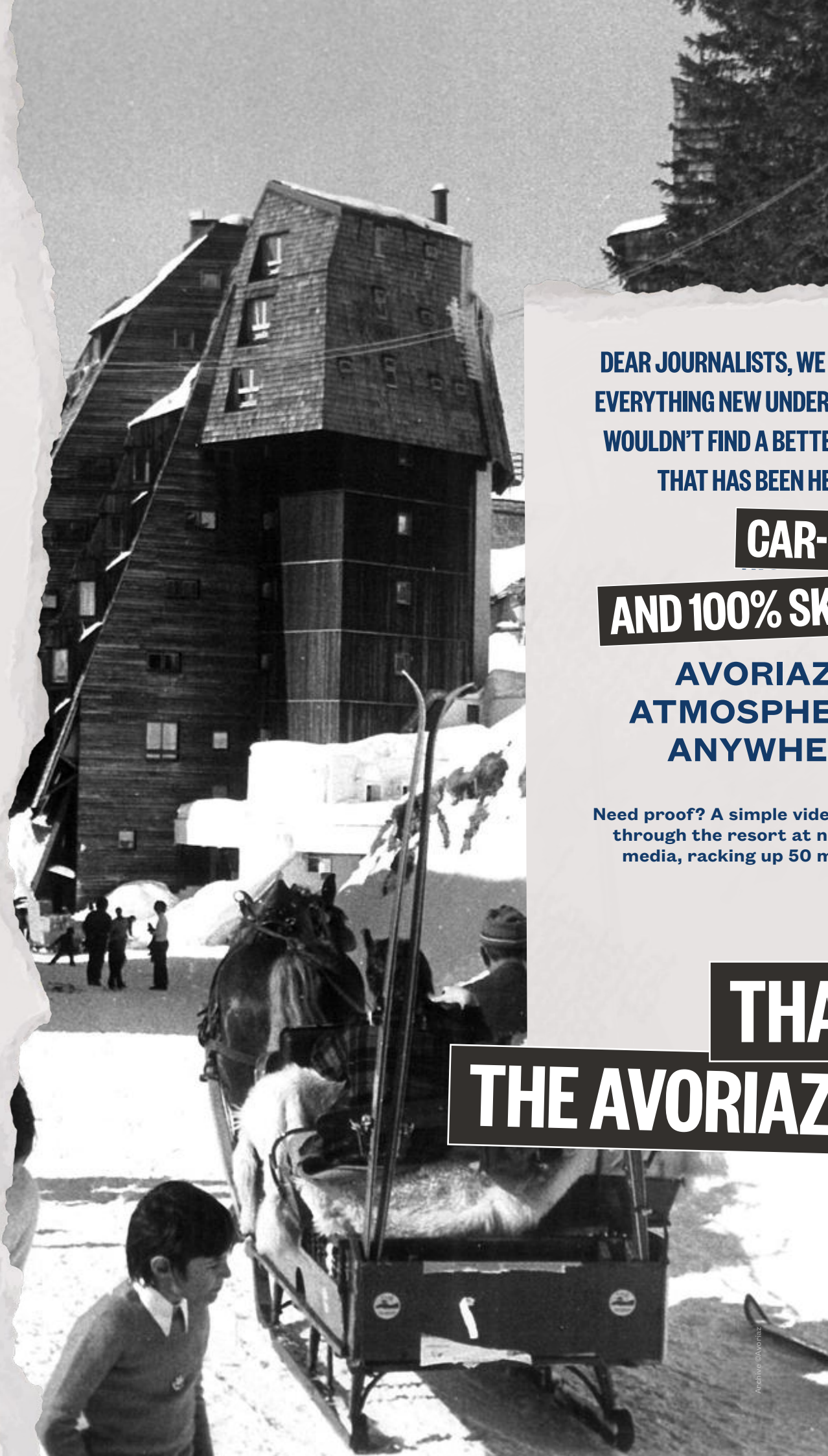
NEVER STOP
INVENTING,
EXPERIMENTING
AND CHALLENGING
THE RULES.

@nikoooo_r



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IT TOOK **AUDACITY**
TO IMAGINE
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Archive ©Avoriaz



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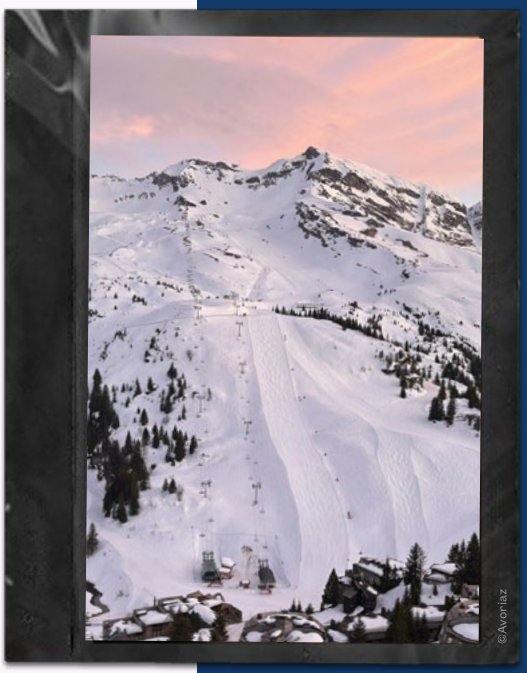
KEEP REINVENTIN

FOR 60 YEARS, AVORIAZ HAS KEPT REINVENTING

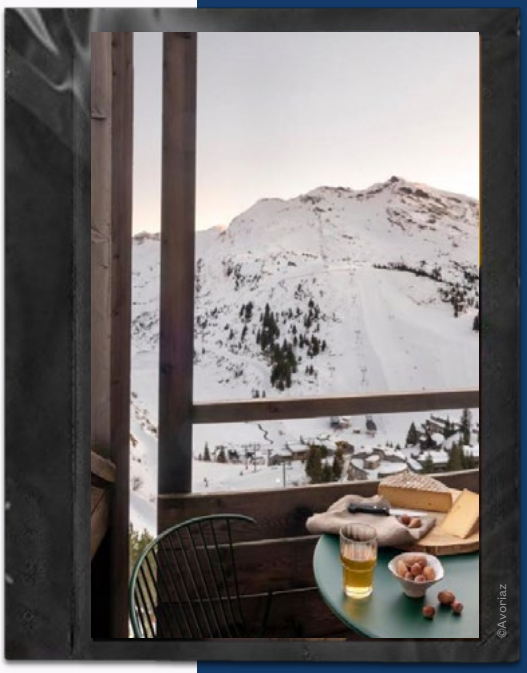
ITSELF WITHOUT EVER LOSING SIGHT OF ITS IDENTITY.
QUITE THE OPPOSITE, IN FACT:
EACH NEW CHAPTER HAS ONLY MADE IT STRONGER.

TO MEET THE EVOLVING EXPECTATIONS OF BOTH RESIDENTS AND VISITORS, SEVERAL NEW PROJECTS WILL COME TO LIFE THIS WINTER.

NG







PIERRE & VACANCES CAPELLA RESIDENCE

EVERYTHING IS NEW... EXCEPT THE VIEW!

An iconic Avoriaz address, Capella is entering a new chapter. At 1,800 metres, the residence now combines redesigned comfort, ski-in ski-out holidays and exceptional views over the Dents Blanches mountain or the village of Avoriaz.

Its 143 apartments for four guests have been fully renovated, the common areas reimagined, and a new south-facing indoor pool now offers the chance to relax while taking in breathtaking views of the surrounding peaks.

But the renovation goes beyond comfort. Improved insulation and major energy-efficiency upgrades have cut the carbon footprint of a stay by 50%. It is a clear example of Pierre & Vacances' commitment to reducing its environmental impact and proving that low-carbon solutions are possible at altitude too.

Sixty years after the first residences were built, the idea remains the same: keep moving forward without losing what makes Avoriaz unique.







THE STABLES

A LIVING HERITAGE, REIMAGINED

In Avoriaz, it is not unusual to see a horse-drawn sleigh carrying luggage or visitors through the resort. Behind this almost timeless scene lies a carefully organised system: each coachman works with five horses, which take turns throughout the day to limit their working hours and ensure regular rest days.

It is easy to forget, but all these horses need somewhere to live too!

Built in the late 1980s, the old stables no longer met today's standards. For more than a year, coachmen and architects worked side by side to design a more functional building. Stall sizes, ventilation, hay storage, saddlery and working areas were all designed around their day-to-day experience and the needs of the horses.

The new stables are organised into 25 independent units, giving each coachman a dedicated space for their five horses. The 125 stalls are larger, giving the horses more space to move around and lie down comfortably. A vacuum system removes manure directly from the stalls, before it is processed and added to the organic material used to reseed the ski slopes in spring.

Upstairs, enough hay for the entire winter season is stored directly above the stalls and can be distributed below. Even the automatic doors have been fitted with motors designed to operate quietly so as not to frighten the horses.

And because the horses' comfort goes hand in hand with that of the coachmen, their facilities have also been upgraded, with changing rooms, showers, a large common area and six additional apartments alongside the eleven already in place. A 500 m² sleigh garage, connected by a large tunnel, also allows horses to be harnessed and unharnessed under cover.

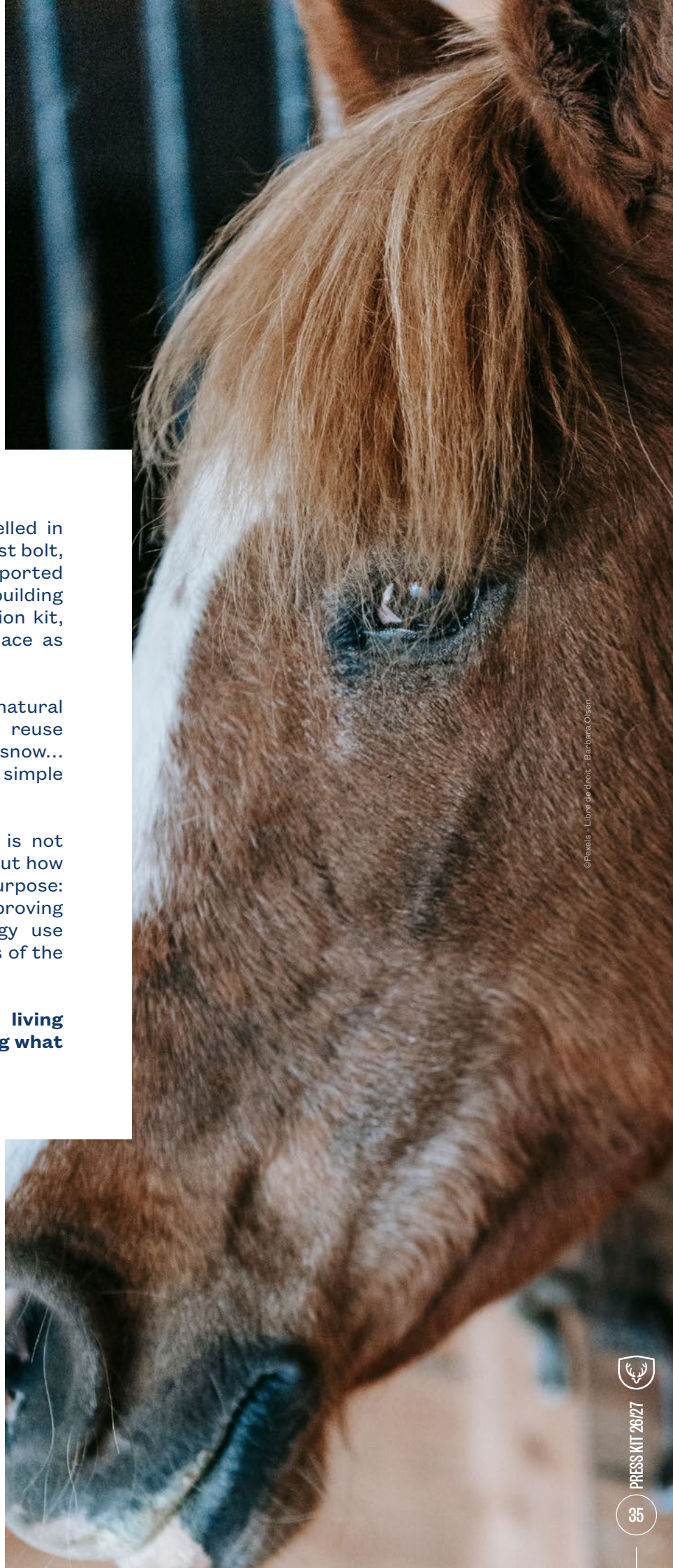
At 2,500 m², the building also presented a major construction challenge. Between the demolition of the old stables in spring and the planned completion at the end of November, there were just six months to build an entirely new facility before winter arrived.

Every component was therefore modelled in 3D in advance, numbered down to the last bolt, and pre-assembled before being transported to Avoriaz for installation. An XXL building designed almost like a giant construction kit, with every piece ready to slot into place as soon as it arrived in Avoriaz.

A combination of wood and metal, natural ventilation, thermal vestibules, waste reuse and a roof designed to channel melting snow... The new stables are much more than a simple functional building.

As elsewhere in Avoriaz, architecture is not only about how a building looks, but about how it works. Here, every choice serves a purpose: making life easier for the coachmen, improving the horses' wellbeing, reducing energy use and adapting to the extreme conditions of the mountains.

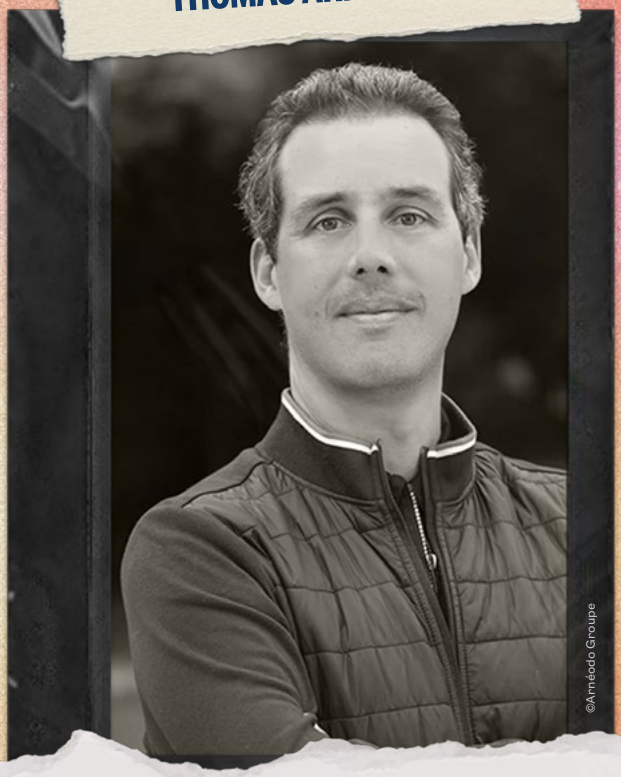
A very Avoriaz way of bringing a living heritage into the future without losing what makes it unique.



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THE CHARAC

THOMAS ARNEODO



Thomas Arneodo has lived in Avoriaz for 40 years. After growing up in the resort and attending the local school, he left Avoriaz for a few years to continue his studies. He returned in 2010 to take over the family real estate agency, while gradually developing several other businesses alongside it: cleaning and concierge services, the bowling alley, restaurants including Le Lounge and La Cachette, and R Traiteur.

THE WAY PEOPLE EXPERIENCE A MOUNTAIN HOLIDAY HAS CHANGED A LOT OVER THE PAST 60 YEARS. WHAT ARE VISITORS LOOKING FOR TODAY, AND WHAT DO YOU THINK THEY WILL BE LOOKING FOR TOMORROW?

Avoriaz has changed a lot over the years. When you look at the first archive photos, you realise just how far the resort has come since 1967, when there was only one hotel and one residence. Avoriaz has managed to grow while keeping its pedestrian identity, which for me is a huge part of its charm.

Our guests' habits have changed a lot too. In the past, people came to the mountains to ski from 9am to 5pm, every day. Thanks to its ski-in/ski-out, Avoriaz still attracts plenty of skiers, but today people also want to spend more time enjoying the resort itself and trying activities beyond skiing. After all, not everyone in a family or group of friends necessarily skis.
I think this wider range of activities will become increasingly important in the years ahead.

YOU ARE PREPARING TO OPEN A NEW RESTAURANT ON THE SLOPES FOR WINTER 2027–2028. CAN YOU TELL US A LITTLE MORE ABOUT THE PROJECT?

The idea behind Le Petit Pin is to offer quality food directly on the slopes. There is plenty of choice around the main snowfront, but once you are out on the ski area, there are actually far fewer options.

TERS OF AVO

We had the opportunity and wanted to create somewhere serving good food made with local products, alongside a great wine list, without turning it into fine dining.

The restaurant will have a modern feel with a slight retro touch, but above all, we want it to feel warm and welcoming. The idea is to welcome everyone, from families with children at lunchtime to people who want to extend the day with some après-ski.

We are also considering opening two or three evenings a week for Savoyard dinners overlooking Avoriaz illuminated at night. It is the kind of view you simply do not get anywhere else.

HOW DO YOU IMAGINE AVORIAZ IN 60 YEARS?

I hope Avoriaz will still be a destination that innovates and will adapt to the challenges ahead.

With climate change, winter seasons are likely to become shorter, but I remain optimistic.

Above all, I hope we will have preserved what makes Avoriaz what it is: our architectural guidelines, the timber-covered buildings, the mimetic architecture that gives the resort so much of its character... And of course, I hope Avoriaz will remains car-free.


©Scalpfoto


©Le Roc Lounge

WHAT'S NEW AT LA CHAPELLE SNOWPARK

More than thirty years after Avoriaz opened France's first permanent snowpark, its freestyle scene is still evolving.

La Chapelle, already the favourite spot for sunset sessions, is getting a new-look chill area this winter with phase two of the project "Marches de la Chapelle". The space is being extended to create a real meeting place around the park: somewhere to ride, watch the action, catch up with friends or simply hang out as the sun goes down.

The new area will provide a setting for concerts, DJ sets and events throughout the season, bringing even more life around the park. And this winter, a skate ramp is joining the line-up too. The snow will be removed throughout the season, it means riders can swap skis or snowboard for a skateboard whenever they feel like it.

The new space is set to open at the beginning of the winter, with an official launch planned for December. Follow ***@avoriazsnowparks*** on Instagram for the latest updates.



BLACK CHAPELLE NIGHTS ARE BACK





And the good news doesn't stop there! Black Chapelle nights are back this January, giving night-riding fans another chance to experience La Chapelle after dark. Following a first edition last winter that quickly won over both regular riders and newcomers, the snowpark will light up again for several evening sessions this season. The concept is simple: ride under the floodlights, with music playing and the kind of shared energy that you can only understand once you are there. It is a completely different way to experience La Chapelle and to keep the session going long after the lifts have closed.

Sixty years on and Avoriaz is still finding new ways to reinvent the ride.

THE CHARAC

JEAN-NOËL CALVET, SNOWPARK MANAGER



Jean-Noël grew up in Avoriaz. He moved from the Cantal region when he was still young and never really left. He joined SERMA (the company that operates the ski lifts) in 2000 and today, manages Avoriaz's snowparks and bike park, shaping the resort's playgrounds for more than 25 years.

HOW DO YOU STAY CREATIVE WHEN SHAPING A SNOWPARK?

The job has changed enormously over the years: the parks themselves, safety standards, the kind of riding we offer... In the beginning, snowparks were designed for a very core crowd of highly skilled riders. Over time, we started opening them up to a much wider audience, making freestyle more accessible and more fun.

That took time and experience. We began exploring different kinds of snowparks: not just jumps, but rails, boxes, more freeride-inspired areas and natural features. We also put a lot of work into creating a real progression between features.

Today, the biggest challenge is making people want to give freestyle a try and, above all, enjoy it. Freestyle is a discipline in its own right, and our job is to get people hooked!

We are not necessarily trying to build huge Olympic-size half-pipes for professional riders anymore. They require an enormous amount of work and energy, which we would rather put into creating parks that are accessible, progressive and fun.

WHY DO YOU THINK AVORIAZ BECAME SUCH AN ICONIC DESTINATION FOR RIDERS?

First of all, there is Avoriaz's long history with snowboarding. France's first snowboard club was founded here, and there have always been people in the resort willing to welcome and support that community.

Back then, Avoriaz was a bit like California! While some resorts were still suspicious of snowboarding, Avoriaz was already hosting a round of the Nations Cup, with the Surf drag lift taking riders straight up the mountain. It was bold, and definitely ahead of its time.

TERS OF AVO

Then came the Paris skate scene, bringing snowboards straight over from the US. I was in my twenties watching all this happen and I thought it was incredible. I kept pushing my father, who worked for the ski lift company, to get Avoriaz its own snowpark.

That is how the Arare Snowpark was born in 1993. At the time, it was basically a dedicated off-piste area for snowboarders, filled with features made from whatever we could get our hands on, including a picnic table and even a Volkswagen Beetle!

Once I had finished my studies and military service, I decided to give shaping a try... and 25 years later, I am still here. Since then, we have experimented with all kinds of things, but the goal has never changed: well-shaped parks that simply feel good to ride. Places where having fun comes first.



WHAT WOULD YOUR DREAM SKI AREA LOOK LIKE?

Could we turn the whole resort into one giant snowpark? More seriously, last winter we started opening La Chapelle Snowpark for a few night sessions, and it worked really well. Riding at night is a completely different feeling from riding during the day. It is quieter, softer somehow... I would love to develop that further in the future.
It also means people who work down in the valley during the day can come up and ride after work. And there is something pretty special about it. Even if you are a tourist arriving on Saturday after a long drive, imagine being able to do a few runs that evening before heading off for raclette. How good is that?

HOW DO YOU THINK FREESTYLE SKIING AND SNOWBOARDING WILL EVOLVE IN THE FUTURE?

We don't really know what the mountains, or Avoriaz, will look like in 60 years. But I hope that less reliable snowfall will not mean snowparks are pushed aside in favour of alpine skiing alone. We'll need to be smart: share resources, make the best use of space, think carefully about how riders move around the ski area, and find ways to keep skiing and snowboarding playful even if the ski areas become smaller.

We have already started exploring this at Arare by shaping parts of the piste edges so people can play with the terrain, carve turns almost like they would on a skateboard, or hit a few small jumps instead of simply racing straight down the slope. For me, that is what freestyle is really about: taking your time, riding with friends, sharing tips and, above all, having a lot of fun.

KEEP EXPL

PLAN BRAZY CHILL ZONE

YOUR NEW SPOT WITH A VIEW

SOMETHING NEW IS TAKING SHAPE AT PLAN BRAZY THIS WINTER. At the top of the Arare sector, with the Dents du Midi in full view, Plan Brazy is becoming the perfect spot to take a break between runs.

A picnic area, a sunny terrace and a rooftop overlooking the peaks will make it an easy place to stop, hang out and enjoy the view.

Some may even stay long enough for a nap...



KEEP

ORING



EXPLORING

THE CHARAC

OSCAR MANDIN, FREERIDE SKIER



Born and raised in the valley, 29-year-old Oscar has been riding in Avoriaz since he was a kid. His thing? Freeride skiing. Competing at the highest level and qualified for the Freeride World Tour, to become an Avoriaz ambassador felt like a natural fit.

YOUR FIRST RIDING MEMORY IN AVORIAZ?

Two come to mind straight away. The first is all those days spent at La Chapelle Snowpark. That's where I landed my first tricks and got into freestyle. I used to go there with my dad and my brother, who I was always trying to copy.

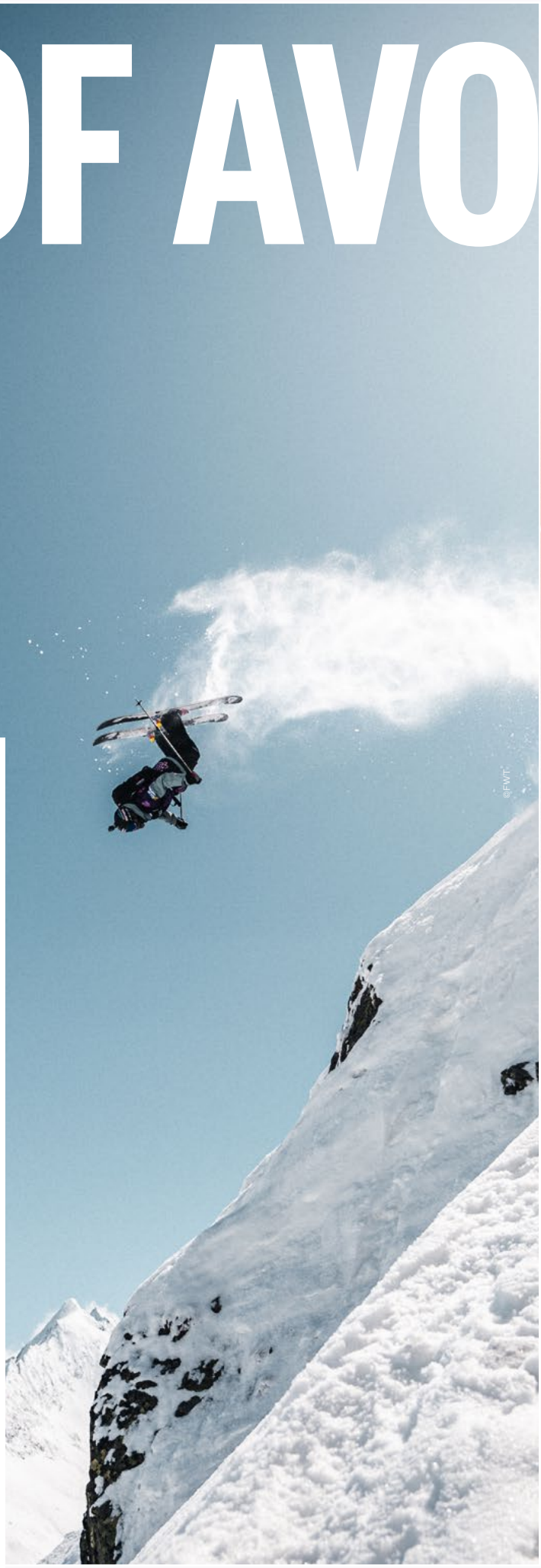
And if I had to pick one specific memory, it would be my first backflip, when I was eight, right next to the Brochaux chairlift. I still remember it perfectly. My mum filmed it. The clip wasn't exactly amazing, but the memory is definitely stuck!

WHAT DO YOU FIND IN AVORIAZ THAT YOU DON'T GET ANYWHERE ELSE?

First of all, Avoriaz is home. It's where I grew up and learned to ski, so there's always that feeling of being completely at ease, riding spots you know by heart. And being right in the heart of the Portes du Soleil gives you access to an incredible playground.

YOUR FAVOURITE SPOT TO RIDE IN AVORIAZ?

TERS OF AVO



No chance I'm telling you that! Otherwise it won't be secret anymore and there'll be tracks everywhere. For somewhere a little less confidential, I'd say Crozats. It's a freeride area monitored by the ski patrol, where you can really enjoy yourself while staying safe, and that matters a lot.

HOW DO YOU IMAGINE THE MOUNTAINS AND YOUR SPORT IN 60 YEARS?

That's a good question... I really hope climate change won't hit the mountains too hard and that we'll still have plenty of snow. I choose to stay optimistic because, honestly, Avoriaz covered in snow is pretty magical. There's nothing quite like it.

At the same time, the resort has changed a lot in the past years. Skiing is still a huge part of Avoriaz, of course, but there's much more to it now. There are activities all year round, and I think that's a big part of the future of the mountains too.

KEEP DREAMING



©Germain Pennet

A NEW CHAPTER FOR THE SALLE DES FESTIVALS

After welcoming Johnny Hallyday, Steven Spielberg and plenty of other stars in the 1970s and 80s, Avoriaz's Salle des Festivals could soon be getting a refresh.

There is no date to announce yet, but the resort is currently looking at how the venue could be brought up to date and given new life. Still at the feasibility stage, the project could see the space redesigned to host conferences, seminars, events and cultural shows, while also introducing new uses such as a coworking area.

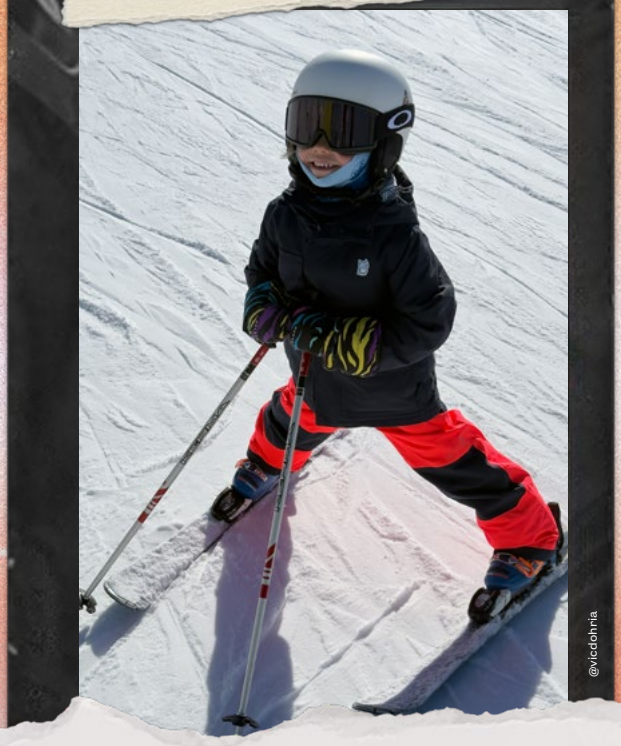
The idea? To turn the Salle des Festivals into a real polyvalent venue, able to adapt to the seasons, the resort's events and the people who use it.



@nikooo_r

THE CHARAC

LIV, AVORIAZ LOCAL



At just seven years old, Liv already knows Avoriaz by heart. She has spent her winters and summers here since she was little, heading back to Brittany between seasons.

TERS OF AVO

IF A FRIEND CAME TO AVORIAZ FOR THE FIRST TIME, WHAT WOULD YOU SHOW THEM FIRST?

I'd take them to school by sledge, and then at break time we'd make snowmen in the playground. After that, I'd take them bowling! One time I got two strikes, it was so cool!

IF YOU COULD INVENT A BRAND-NEW ACTIVITY IN AVORIAZ, WHAT WOULD IT BE?

I'd take some bowling pins, attach them underneath my snowboards like skateboard wheels, and then ride them down the slopes.

WHAT DO YOU LIKE MOST ABOUT LIVING HERE?

In winter, my favourite thing is snowboarding, especially the jumps. The slopes in Avoriaz are really cool, and I love the boxes too. They're features in the snowpark that you can jump onto. I ride them at the Lil'Stash.

In summer, my favourite thing is skateboarding. I like mountain biking too, but I still prefer skating. They put a skatepark in the resort in summer and I love it.

KEEP SHARING





WINTER EVENTS

01

11-13 DECEMBER 2026

ROCK ON SNOW
OPENING WEEKEND WITH THE HAUTE-SAVOIE'S
BIGGEST SKI TEST EVENT

02

THURSDAY 24 DECEMBER 2026

CHRISTMAS SHOWS

03

THURSDAY 31 DECEMBER 2026

NEW YEAR'S EVE

04

13-20 MARCH 2027

SNOWBOXX
ELECTRONIC MUSIC FESTIVAL

05

14-20 MARCH 2027

ROCK THE PISTES FESTIVAL

KEEP CARIN

From the very beginning, Avoriaz has worked to protect its environment and heritage, improve the way visitors are welcomed and stay one step ahead of their expectations. In recent years, that long-standing commitment has been recognised through several national labels and awards.

DESTINATION D'EXCELLENCE

Awarded by Atout France, the Destination d'Excellence label recognises destinations that combine high standards of quality with a strong commitment to sustainability.
Since autumn 2025, Avoriaz has held the label in recognition of the quality of its welcome and services, as well as the continuous efforts made by teams across the resort to keep improving the visitor experience.

FLOCON VERT

Avoriaz didn't wait for sustainability to become a buzzword before taking action!
Since 2021, the resort has held the Flocon Vert label, which recognises mountain destinations committed to a more sustainable future. From local life to economy and governance to natural resources, the label is based on 21 criteria and encourages destinations to keep moving forward year after year. Because building a more sustainable mountain resort is an ongoing process that needs efforts day after day.

TOUTOURISME

More and more visitors want to bring their four-legged friends on holiday too, and Avoriaz is ready to welcome them! By joining the Toutourisme label, the resort is making it easier to enjoy a dog-friendly stay while keeping things pleasant for everyone. A dedicated guide, adapted services and a few simple guidelines help dogs, owners and other visitors share the resort happily.



©Céline Ducrettet

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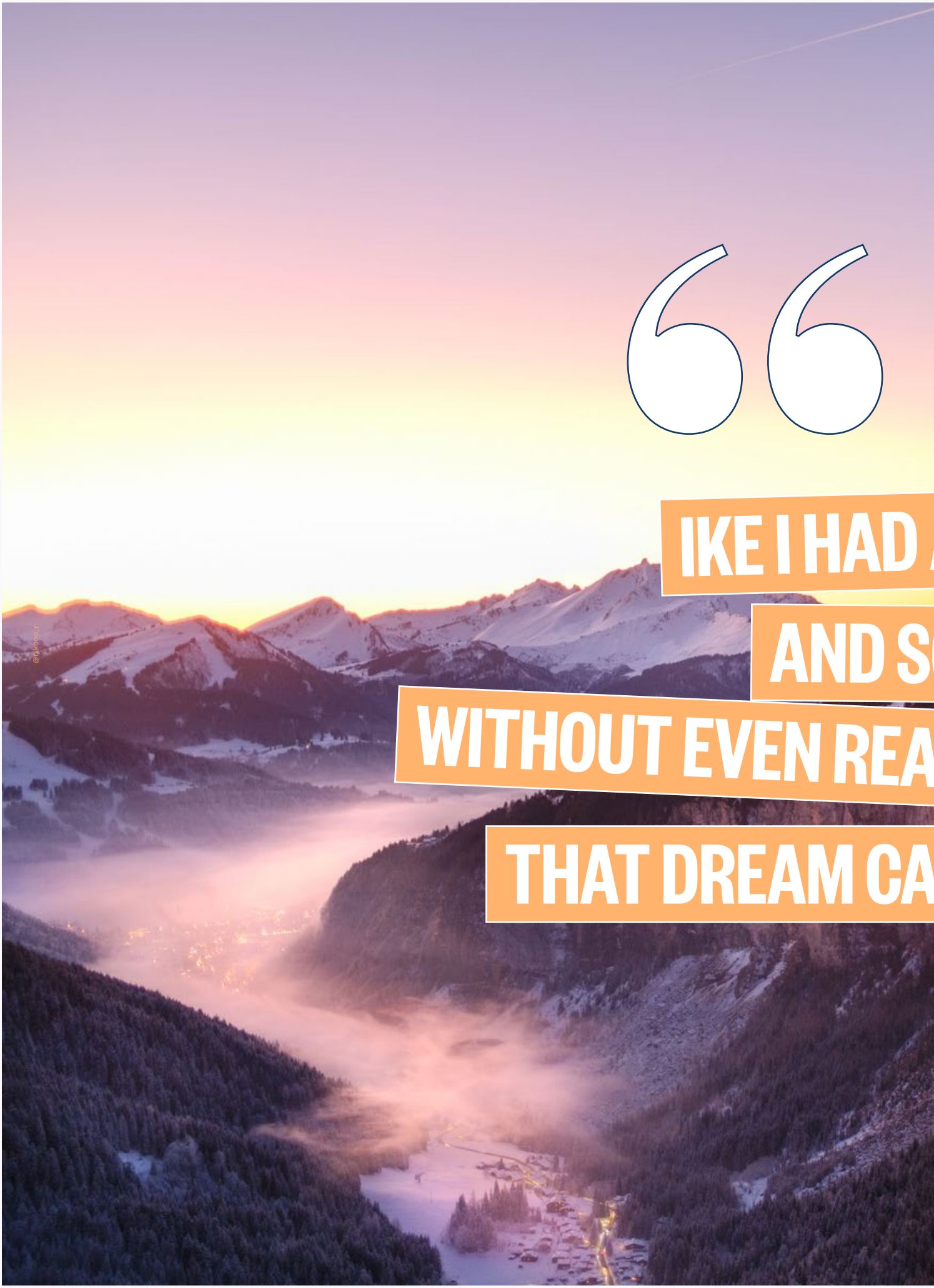


“ARCHITECTURE CONTEMPORAINE REMARQUABLE”

WELL KNOWN AND WIDELY CELEBRATED, AVORIAZ’S ARCHITECTURE HAS NOTHING LEFT TO PROVE. FOR 60 YEARS, IT HAS BEEN WINNING OVER THOUSANDS OF VISITORS.

From day one, Avoriaz was designed to work with the mountain rather than compete with it. That approach earned the resort’s architecture the «Architecture contemporaine remarquable” label.

And its architectural heritage continues to gain recognition. In 2025, Les Hauts-Forts II, designed by Jacques Labro (1935–2024), reached another milestone when the building was officially listed as a Monument historique.


IKE I HAD
AND S
WITHOUT EVEN REA
THAT DREAM CA


IT FEELS
A DREAM,
OMEHOW,
LISING IT,
ME TRUE.
Jean Vuarnet

AVO IN A NU

NO TIME TO READ THE WHOLE PRESS KIT?
NO WORRIES, HERE'S AVORIAZ IN A NUTSHELL.





100%

SKI-IN/SKI-OUT.

STORY-WORTHY.

CAR-FREE.

LSHELL

UTSHELL

PRE-OPENING WEEKENDS

28/29 NOVEMBER 2026

5/6 DECEMBER 2026



WINTER SEASON

11 DECEMBER 2026

18 APRIL 2027

(RESORT OPEN)

1,182-2,225 M

SKI AREA ALTITUDE

AVO IN A NU



ACCOMMODATION

18,846 BEDS AVAILABLE

DURING WINTER 2025/26

AVERAGE OCCUPANCY RATE: 80%

WHILE WINTER MOUNTAIN TOURISM
IS STAGNATING OVERALL,
AVORIAZ HAS RECORDED RISING VISITOR NUMBERS
FOR SIX SEASONS IN A ROW,
ALL WITHOUT ADDING A SINGLE NEW BED!

GUEST MIX:

42,2% FRENCH

52,8% INTERNATIONAL

01
UK: 24,5%

02
NETHERLANDS: 9,9%

03
BELGIUM: 4,1%



600 KM OF SLOPES

ACROSS THE PORTES DU SOLEIL SKI AREA

LAST WINTER

1,340,047 SKIER DAYS

25 COACHMEN, 125 HORSES

1,168,900

OVERNIGHT STAYS
DURING WINTER 2025/26

4 LABELS & CERTIFICATIONS

DESTINATION D'EXCELLENCE,
FLOCON VERT,
ARCHITECTURE CONTEMPORAINE REMARQUABLE
AND TOUTOURISME

AVO IN A NU

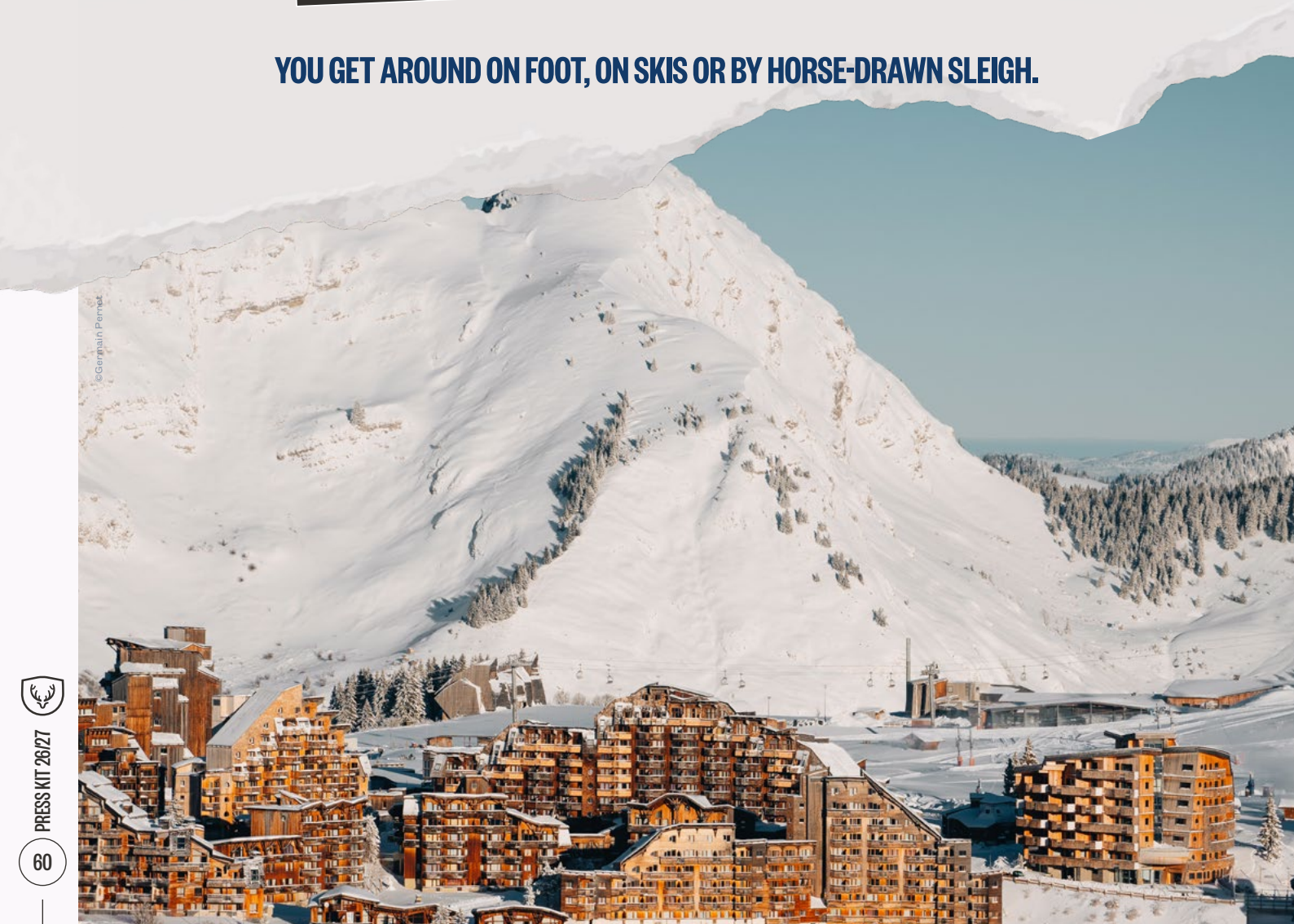
AVO IN A NUTSHELL

WHAT MAKES AVORIAZ SO UNIQUE

NO CARS, NO ROADS.

AVORIAZ IS 100% CAR-FREE AND FULLY SKIABLE.

YOU GET AROUND ON FOOT, ON SKIS OR BY HORSE-DRAWN SLEIGH.



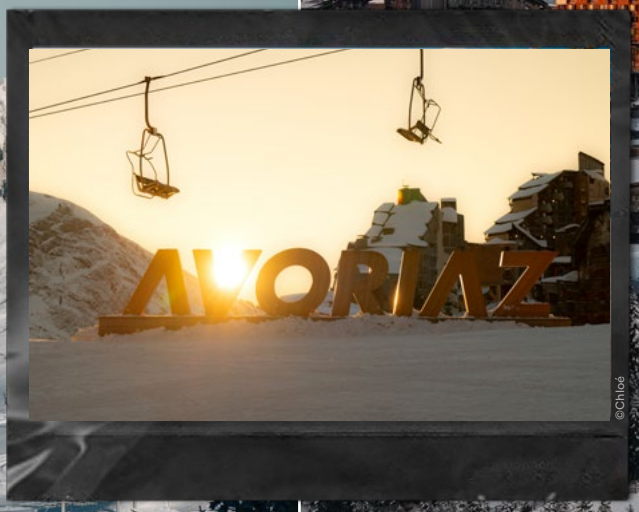
©Germain Pernet

THE ARCHITECTURE IS PART OF THE EXPERIENCE

RAW WOOD, ORGANIC SHAPES AND BUILDINGS DESIGNED TO FOLLOW THE MOUNTAIN RATHER THAN STAND APART FROM IT. THE RESULT IS A TOTAL IMMERSION: A RESORT THAT FEELS LIKE A WORLD OF ITS OWN.







©Germain Pernet



FREE STYLE &RIDE



600 KM OF LINKED SLOPES

ACROSS FRANCE AND SWITZERLAND,
ALL WITHIN THE PORTES DU SOLEIL.

SNOWBOARDING & FREESTYLE ARE PART OF AVORIAZ'S DNA.

SINCE THE 1980S,
THE RESORT HAS BEEN AT THE HEART OF THE SCENE,
FROM FRANCE'S FIRST PERMANENT SNOWPARK
AND MAJOR INTERNATIONAL SNOWBOARD
COMPETITIONS TO TODAY'S FOUR SNOWPARKS
AND THE LAST HALF-PIPE IN FRANCE.

@nikoko_jr

GREEN BEFORE GREEN WAS COOL

NO NEW TOURIST BEDS SINCE 2015.
NO ENDLESS CONSTRUCTION,
YET VISITOR NUMBERS KEEP BREAKING RECORDS.
AVORIAZ HAS ALSO HELD THE FLOCON VERT SUSTAINABILITY LABEL SINCE 2021.
AND SINCE 2024, 100% OF PISTE GROOMING RUNS
ON RENEWABLE HVO FUEL,
CUTTING CO_2 EMISSIONS BY 82%.

TO DISCOVE
THIS WI

EXPERIENCES NOT TO MISS

Speed riding on a dedicated area, three marked ski-touring routes, 23 km of free cross-country skiing from Avoriaz, ice diving, Avo Kart (think Mario Kart but mountain style) dog sledding, ski joëring, ice climbing, street art at altitude, and a visit to Seraussaix Farm for raclette made right here in the mountains.

LEGENDARY RUNS

THE SWISS WALL: Right on the French-Swiss border between Avoriaz and Champéry-Les Crosets, the legendary Swiss Wall has a reputation as one of the steepest and toughest ski runs in the world. Its average gradient is 37°, with sections reaching 76% and even up to 90% in places! Over its 1 km length, the moguls can grow to two metres high. Your legs have been warned.

CROZATS SNOWCROSS: The one Oscar Mandin was telling you about. With more than 600 metres of vertical drop over 3 km, Crozats is one of Avoriaz's freeride musts. The run is left ungroomed and follows the natural terrain, but is secured and patrolled by the ski patrol, with avalanche prevention work, marked boundaries and rescue cover.
Easy to reach from the top of the Grandes Combes chairlift, this wide, wild bowl down the Hauts-Forts is exactly the kind of place every freerider dreams to find on a powder morning.

THE "COUPE DU MONDE" RUN: This red run takes its name from the international ski races once held here. It was created in 1974 as Avoriaz stepped into the international competition scene, hosting an Alpine Ski World Cup event. Wide turns, mountain views and plenty of room to carve, if that's your thing, you're going to love this one.



ER
NTER





OUR FAVOURITE SPOTS

FOR FOODIES:

LA RÉSERVE

A refined bistro-style restaurant where local specialities are given a more elegant twist.

FOR APRÈS-SKI:

LA FOLIE DOUCE

No introduction needed. La Folie Douce is one of Avoriaz's sunset après-ski iconics, mixing bold local food, a buzzing atmosphere and live shows.

FOR SOMETHING DIFFERENT:

VILLAGE IGLOO

Right by the slopes, this unusual spot serves homemade food made with local ingredients, from Savoyard sharing boards to brunch. Grab a table outside or head inside the igloo, either way the setting does the rest.

FOR A STYLISH DINNER:

LE ROC LOUNGE

Come for the atmosphere, stay for the food. Seasonal ingredients and quality produce are at the heart of an elegant yet generous menu.

FOR A DRINK:

CHEZ ZAZA, Avoriaz's new party bar.



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JOURNALISTS, NEED MORE INFO, STORY IDEAS,
OR WANT TO DISCOVER OR REDISCOVER AVORIAZ?

GET IN TOUCH!

Cécile Chevalier

PRESS, PARTNERSHIPS
& INFLUENCER RELATIONS OFFICER
AVORIAZ 1800

+33 (0)6 33 85 07 25
presse@avoriaz.com

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CONT



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