

VT NEWS FLASH WINTER 2016 / 2017

26TH NOVEMBER > 1ST MAY

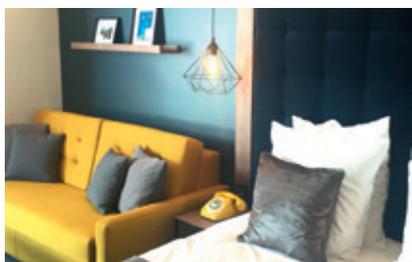
HIGHLIGHTING VAL THORENS' MAJOR NEW DEVELOPMENTS.



Val Thorens

ACCOMMODATION

LE FAHRENHEIT SEVEN VAL THORENS' NEW 4* EXPERIENTIAL HOTEL



Light years away from the world of traditional hotels, Le Fahrenheit Seven 4-star establishment **is set to be a buzzing new hot spot for Val Thorens locals and holiday-makers alike.**

The Hotel Mercure, an historic and pioneer establishment of Val Thorens gives away to the Fahrenheit Seven. The hotel is completely renovated and re-designed in a cosy, cheery style to make way for Le Fahrenheit Seven. Rooted in local history, the hotel showcases the resort's pioneer spirit through a number of design nods to the 1970s, the decade in which Val Thorens was created.

The generously sized bedrooms (27m² and larger) are **decorated in a chic, vintage style.** The fun, colourful furniture immerses you in the atmosphere of the resort's early days, as do the numerous archive photographs displayed on the walls. Ideal for families or groups of friends, **the hotel's adjoining bedrooms can accommodate up to 6 people.**

The delicious and explosive Fahrenheit Seven taste experience starts at breakfast time: a culinary journey offers 7 different



breakfasts a week (American breakfast on Saturdays, Scandinavian on Sunday...).

The owners came up with the idea after a long-lasting friendship between two families, the Ungers and the Vidonis, who both share a passion for skiing, sociability and hospitality. Joining them on this adventure is hotel general manager and third partner Dominique Tournier. Legendary in Val Thorens for playing a number of roles in the resort, Dominique is well-known for having been ski champion Adrien Théaux's coach, as well as manager and founder of Val Thorens' legendary Folie Douce.

Mountain culture: "Fahrenheit 7" or -13.89 degrees Celsius is the temperature required to create the perfect snowflake! But rest assured, the hotel is always warm and cosy!

Retreat to the ski room's bar! For a final coffee before tackling the ski runs or a bite to eat while changing your skis, visit the F°7 Ski Bar, which is reserved for hotel guests and their instructors.

Facilities: 107 bedrooms, 3 living and dining areas: an outdoor après-ski bar, Le Zinc 'fooding', a fireside dining area, a rotisserie restaurant, two rooftop-style terraces, a well-being area and a fantastic meeting room for people who really have to get down to work!

Price: from 230€ per double room in B&B accommodation.

INFORMATION AND BOOKING:
www.fahrenheitseven.com
+33 (0)4 79 00 04 04
reservation@fahrenheitseven.com

THE DESIRE
FOR INNOVATION
CONTINUES TO
INVIGORATE
VAL THORENS' HOTEL
PROVISION WITH
EXTRAORDINARY
NEW EXPERIENCES

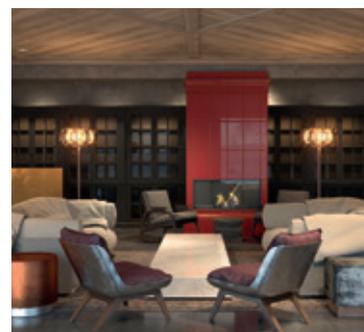
LA DATCHA: 1ST ECO- BUILT GUEST HOUSE

La Datcha is Val Thorens' **first guest house, as well as the first building in a ski resort to be built entirely using 'Passivhaus*' approved eco-friendly construction techniques.**

The entire chalet was designed to reduce its environmental impact as much as possible, managing energy consumption, using insulation and saving water. The owners of this unusual establishment are a multilingual Val Thorens family with a keen sense of welcome and service. The head chef and staff at the heart of this magnificent chalet make their guests' luxury dreams come true.

Facilities: 1,200m² chalet over 5 floors, 5 bedrooms, capacity for 15 people, golfing simulator, F1 simulator, 2 cinema screens, 2 wine cellars, cigar room, swimming pool, large 10-seater Jacuzzi, steam room, sauna, outdoor Whirlpool bath, relaxation-massage area, 2 children's areas, sports-fitness room, business centre, library.

INFORMATION AND BOOKING:
www.ladatcha.com/valthorens.



SKI RUNS



GOOD NEWS FROM SETAM

SETAM, Val Thorens' ski lift company, is investing 14 million euros in order to provide skiers with even more comfort and enjoyment, as well as new opportunities to help them get the most out of the ski area.

A chairlift offering a bird's eye view of the stadium In the Péclet area, Le Roc ski tow is making way for a detachable 6-seater chair lift going to the top of Les Trolles run. Residents at the higher of the resort now have a new doorstep skiing itinerary.

A facelift for Boismint

The Boismint sector has been updated with the addition of a new detachable 6-seater chair lift. Faster and following a slightly different route to its predecessor, it provides skiers with new opportunities for getting the most out of the ski area. Good news for those who love skiing in the first sunshine of the day.

@SAFETY: LIVE INFO ON THE SLOPES

The digital revolution is underway to keep skiers safe on the Val Thorens ski area. The innovative, cutting edge resort piste and rescue service is implementing the 'Ski Flux' system, which gives skiers real-time information about how busy the runs are.

The system is entirely new to France and lets you measure the **flow of skiers on the runs, bringing its users real benefits**. 'Ski Flux' was tested on the Grand Fond sector where 6 giant screens were installed at the top and bottom of the ski lifts.

Specific information such as different snow levels on the runs, a **geolocalized** weather report and itinerary tips will also be broadcast live so you have all the information you need to make every day the best day of the season!

ALPINE SIGNATURE SKIPASS

A new skipass offer allows you to enjoy the biggest ski areas in Europe: Les 3 Vallées with 600 kilometres of runs, Paradiski with 425 kilometres of runs and Tignes-Val d'Isère with 300 kilometres of runs - a total of 1,325 kilometres of runs to hurtle down.

Price: 348€ for a 6-day skipass per person.

CHILDREN'S GROUP LESSONS USING WINGJUMP SUITS EXCLUSIVELY IN VAL THORENS

Designed to be like parachutes, Wingjump suits are worn like capes and attached to your ski poles. They inflate as you pick up speed, providing a light, safe, gliding sensation. A teaching "toy" for children who will feel as if they're being carried along by the air while gliding, wingjump suits also help children to learn where to place their ski poles. **A real innovation in ski teaching**, kids love it and ask for it time and again!

Price: children's group lessons for 5 to 12 years old in small groups limited to 8 children. 212€ for 6 half-day morning sessions.

INFORMATION: Skicool Ski School / +33 (0)4 79 00 04 92

MONOSKIING IS BACK

Ski Cool is bringing monoskiing back. Hugely popular and fashionable in the 1980s, monoskiing used to be the hot new snowsport on the block before it was overtaken by snowboarding. Available in private lessons, skiers pick it up very quickly. You have to really throw yourself into it to get anywhere on a monoski; speed will be your trusty companion!

Price: rates available on request. Group and individual lessons available.

INFORMATION: Skicool Ski School / +33 (0)4 79 00 04 92

APRÈS-SKI

HAVING GIVEN MOUNTAIN GASTRONOMY AND HOSPITALITY AN OVERHAUL, VAL THORENS IS NOW REINVENTING APRÈS-SKI, WITH SOMETHING TO SUIT EVERY TASTE

AURÉLIE'S CHILLED-OUT TEA ROOM

A new 200m² **foodie lounge** is taking shape in the resort centre. It's half **gallery/shop** dedicated to mountain artists and artisans: photographs, paintings and everyday art objects, and half **gourmet café** for relaxing over a bowl of organic soup, Alpine flower detox tea or Beaufort cheese muffin. It's not just an art gallery or a traditional tea room, but a place of sharing that aims to get you back in touch with what really matters.

The homely atmosphere radiates through the warm welcome offered by owner Aurélie Rey, daughter of Val Thorens' first guide Camille Rey, and the cosy décor with sofas, low tables and thick rugs. **Yoga classes** are available for non-skiers in the mornings, and mums of young children even have the option of dropping their little ones off in the book corner. In the evening, the tea room livens up with **champagne and finger food** to share.

It's a new social hub that promises to fizz with endless ideas and is already making an enviable name for itself.

That little extra: the delicious menu even offers Gluten Free options!

INFORMATION: Place Caron

"HOME-STYLE" COOKERY LESSONS

It's not just skiing you can learn on holiday in Val Thorens, you can also learn how to cook! La Maison brasserie is putting its expertise, as well as its values of conviviality and sharing held so dear by its two owners: Romain and Fabien, and by Michelin-starred chef Cyril Attrazic, to good use. These three Aveyron locals are opening the doors to their kitchen to **share the secrets of 'aligot'**, the restaurant's signature cheese and potato dish.

In a simple, no-fuss atmosphere, everyone gets stuck in slicing, cutting, cooking and finally stirring together this precious delicacy. La Maison's Head Chef's passion for local produce shines through as he imparts his cookery tips: Aveyron 'cabécou' goats cheese, Cantal pork chop, prime rib of beef and cured meats from the Aubrac mountain plateaus.

It's all rounded off beautifully with a meal of 'aligot' and prime rib of beef, in the company of the young chef.

Lessons once a month on Tuesday.

INFORMATION: +33 (0)4 79 00 00 48 / contact@la-maison-valthorens.fr
www.la-maison-valthorens.fr

LE ZINC : "FOODING" WINE BAR



The Zinc wine bistro is a **dream destination for food and wine fans**. Whilst sharing a great bottle of wine with friends or a loved one to the sound of a live band, the idea is to get your taste-buds working in overdrive. Full-bodied, tannic, robust, light, dry, sweet, sparkling... there's so much choice when it comes to wine, with over 150 quality wines on the menu! Sat at one of the high tables or propping up the bar (made of zinc, obviously!) wine tasting is accompanied by cheeses, cured meats and specialities to share. In terms of décor, **stylish vintage** is probably the best way to describe it, with double armchairs and diffused lighting.

That little extra: a live band gets Le Zinc jumping three times a week!

Open from 6pm to 1am.

INFORMATION AND BOOKING: +33 (0)4 79 00 04 04
www.fahrenheitseven.com



DRIV'INN: THE CHIC CAR CLUB

In the Caron gallery, a **new area has been fitted out dedicated to the joys of car racing**, featuring 3 exclusive high-tech Ellip6 driving simulators. Total immersion guaranteed: from simply discovering the track or car, to a proper on-site or inter Ellip6 site competition. Races can be between networks of players or virtual opponents. On the simulator drivers will even have the chance to try out Val Thorens' Alain Prost ice-driving track! And to relax after a good race, head to the elegant **"British motoring club" style bar** to chat about incredible cars and enjoy the local wine.

That little extra: available for private hire on request for birthdays, work seminars, hen and stag dos!

INFORMATION: Galerie Caron

LE CREWZER THE RIDER'S HQ



Riding takes pride of place at Le Crewzer!

Beers from around the world, appetiser platters, burgers and **live broadcasts of alternative sports competitions including snowboarding, skating and surfing.**

In the daytime, you'll find owners Antoine Diet and Victor Freydrich instructing skiers on the slopes, but from 5pm they're at Le Crewzer for the daily debrief.

That little décor extra: Le Crewzer lends its wall space to exhibitions and sales of outdoor and sports photos.

INFORMATION: Immeuble des Neves
crewzervts@gmail.com

SAVE THE DATE

THE 26TH ET 27TH NOVEMBER: THE GRANDE PREMIERE

Val Thorens is rolling out the red carpet for the opening of the ski season. Free equipment tests of all the new developments in skiing, snow, accessories and much more!

This year the highest altitude resort in Europe is putting on a show to mark the start of the ski season. **Val Tho will be taking centre stage and plunging snowsports fans into a life-sized cinematic wonderland.** The theme extends through fun accessories: a giant clapperboard to kick things off, a (real!) red carpet on the freshly groomed, practically deserted runs. A host of other surprises await attendees at the opening weekend of the 2016/2017 winter season, which is attended by the snowsports elite. This weekend, you're the stars!

Professionals from the major, most exclusive and alternative brands are coming to Val Thorens to present their innovations in equipment, clothing and accessories.

Every snowsport will be on the bill, including all varieties of equipment manufacturers: Alpine skiing, snowboarding, ski touring, freeride skiing, freestyle and snowscoots, as well as brand new inventions to discover!

Throughout the weekend a number of activity zones will be hosted by professionals in the discipline: mini snowpark, big air bag, snow-scoot trampolines, ski touring area and carving zone. The Rock On Snowboard Tour and the Freegun Snowscoot Tour will also both kick off that weekend.

The legendary Val Thorens event will be just like its resort: celebratory and colourful, with the atmosphere of a world film premiere!

There will be non-stop entertainment in the brand village with Happy Hour, games galore and a number of free gifts. Ski instructors from the UCPA will also be in the village to guide skiers around the ski area and show them all the best spots!

On Saturday, the fun will be followed by a huge DJ après-ski show from 5pm to 6.30pm. A promising headline act will be unveiled in October, so stay tuned!

Grande Première offer on the 26th and 27th of November 2016: weekend from 108€ per person

2-day ski pass + accommodation in a (full occupancy) 4-person studio apartment + admission to ski equipment tests.

INFORMATION VAL THORENS BOOKING:
+33 (0)4 79 00 01 06 / www.valthorens.com

**Offer subject to availability and conditions*

2ND, 3RD AND 4TH OF DECEMBER: ANDROS TROPHY

The best F1 drivers will be gathering on the Alain Prost ice-driving circuit to compete in the first stage of the Andros Trophy.



9TH AND 10TH OF DECEMBER: SKI CROSS TOUR LAUNCH 2 WORLD CUP SKI CROSS STAGES

For the 6th year in a row, Val Thorens is hosting two consecutive ski cross World Cup stages. This winter, Val Thorens opens the competition by organising the 1st stage on the world circuit. The resort has made itself an essential part of the competition thanks to its spectacular course and warm welcome. **Jean-Frédéric Chapuis** is expected to make an appearance on his eponymous home turf run as he sets about the task of winning a 3rd Crystal Globe!

23RD APRIL TO 1ST MAY: 'LES APOTHÉOSE DAYS'

'Les Apothéose Days' have become an unmissable **springtime skiing** event for many skiing enthusiasts, but also for families, children and even non-skiing holidaymakers. Everyone gets together at 2,300 metres to share an unforgettable time in a fun, friendly atmosphere.

On the programme: one week of skiing, celebration, entertainment, shows and introductions to new activities.

Entertainment are free of charge.

1ST MAY: LAST DAY OF SKIING!

PRESS CONTACTS

MONTAGNES REPRESENTATION LTD

Nadine Carle-Edgar

+44 (0)7 905 25 24 60 - nadine@montagnes.uk.com

VAL THORENS TOURIST OFFICE

Emilie Rouzard & Mathilde Oyon

+33 (0)4 79 00 84 83 / +33 (0)6 20 01 56 81
emilie@valthorens.com / mathilde@valthorens.com

Espace Presse : www.valthorens.com/presse