



CHAMONIX-MONT-BLANC



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PRESS FILE
SUMMER 2020

SERVOZ - LES HOUCHES - CHAMONIX-MONT-BLANC - ARGENTIERE - VALLORCINE



CHAMONIX-MONT-BLANC

OPEN THE WAY

OUVREZ LA VOIE



NEW BRAND STRATEGY FOR THE CHAMONIX-MONT-BLANC VALLEY

The « Chamonix-Mont-Blanc Valley » includes five resorts (Servoz - Les Houches - Chamonix-Mont-Blanc - Argentière - Vallorcine). Whilst benefitting from the strength of a unified brand, each destination is unique! The brand strategy highlights the charm and diversity of our villages and landscapes, which as a whole, constitute the attractiveness of the valley.

Through collective consultation, a brand guide was developed which affirms our marketing position and our identity. It also serves to unite residents, social, economic and institutional partners around a shared project that corresponds to the Valley's ambitions and profile.

Since the beginnings of tourism in the 18th century, the Chamonix Mont-Blanc Valley has never ceased to write pages of history.

It is here that Alpinism began, that mountain tourism developed, that the first Winter Olympics were born and that technical prowess set its sights on the summits. With each generation, new mountain sports emerge whilst literary legends continue to inspire generations across the globe.



The strong values which qualify this unique Alpine locality are:

- **Energy**
- **Pioneering Spirit**
- **Commitment**

The brand identity is founded on 3 pillars:

- **Extraordinary adventure**
- **Captivating nature**
- **A vibrant capital**

The signature « **OPEN THE WAY** » is an invitation to the visitor to write their personal page of history in the Chamonix-Mont-Blanc Valley.

« **OPEN THE WAY** » also illustrates the pioneering spirit characteristic of the Valley's philosophy, not only in mountain practices, but also with relation to all that touches this exceptional alpine environment.

Find out more about the brand identity :

www.chamonix.com/open-the-way,2000,en.html

HISTORY

The year 1741 remains an important date in the history of the Chamonix valley, for it was when two Englishmen, Wyndham and Poccocke, first visited this small mountain village at the foot of Mont-Blanc. They ventured up the mountain to a viewpoint overlooking the glacier des Bois, describing it as a formidable “sea of ice” and subsequently creating a summer attraction, that of visiting the famous ‘Mer de Glace’.

The conquest of Mont Blanc by Jacques Balmat and Michel-Gabriel Paccard in 1786 demystified the peaks dominating the valley and forever sealed the destiny of the Chamonix valley, whose inhabitants lived off the land, earning a meager living from agro-pastoral activities.

Tourism developed during the 1800s with the emergence of inns and hotels. After 1860, when the Savoy became a part of France, Chamonix was doted with a decent highway, providing access to large stagecoaches. The railway arrived in the valley in 1901 marking a major turning point in the fast developing trend of tourism.

The famous Montanvers cog railway was inaugurated in 1908 and the first ever winter Olympic Games were organised in Chamonix in 1924, contributing to the development of winter sports in the valley.



© Collection Musée Alpin Chamonix

QUELQUES DATES

1091: First official reference to Chamonix - Aimon 1st, Count of Geneva, donated the Chamonix Valley to the Benedictine monks

1741: First tourist visit to Chamonix by two Englishmen: William Windham and Richard Poccocke

1786, 8 August: 1st ascent of Mont-Blanc two Chamonix men: Dr. Michel-Gabriel Paccard and Jacques Balmat

1821: Creation of the Compagnie des Guides de Chamonix

1860: The Savoy region becomes a part of France

1901, 12 July: Inauguration of the railway between Saint-Gervais-le Fayet and Chamonix

1908, 9 August: Montanvers cog railway

1920: New Flégère Gondola lift

1924: First Winter Olympics in Chamonix

1927: The Planpraz cable car

1934: Opening of the Chamonix golf course

1936: Bellevue cableway at Les Houches

1954: The Aiguille du Midi cable car

1965: Opening of the Mont-Blanc tunnel

1971: The Prarion cable car

2004: The Vallorcine cable car

ALPINISM INSCRIBED WITH UNESCO



© Yucca Films

AS OF DECEMBER 12, 2019, MOUNTAINEERING IS NOW INSCRIBED ON UNESCO'S REPRESENTATIVE LIST OF INTANGIBLE CULTURAL HERITAGE OF HUMANITY.

Beyond the practice of sport, the inscription takes into account the social and cultural aspects of mountaineering: importance of interactions between man and his environment, but also between practitioners, the role of knowledge transmission, the characteristics of the values that animate the mountaineering community, etc.

Headed by France, Switzerland and Italy, this inscription is only the beginning and the concerned parties are mobilized to put measures of safeguard in place. The commitment of the three tendering states, the local authorities, the Alpine Clubs and the associations of guides is «to respect the fundamental principle of free access to the high mountains». These measures will be the subject of an annual meeting between the countries concerned in order to take stock of progress. The three Alpine Clubs will dedicate a section of their websites to monitoring the work, so that all practitioners can stay informed regarding the evolution of safeguard and supportive actions.

<https://ich.unesco.org/en/RL/alpinism01471?RL=01471>

A CANDIDATURE FOR THE MONT BLANC MASSIF

Another application is underway, initiated by Chamonix in 2017, and supported by the international communities surrounding Mont-Blanc as well as the French, Italian and Swiss governments. The goal is to initiate **the inscription of the Mont-Blanc Massif to the UNESCO World Heritage list under the designation of "Cultural Landscape"**.

In February 2020, a **MONT BLANC CHARTER** was signed between the various municipalities and inter-municipal authorities around the Mont-Blanc Massif. The charter undertakes to draw up a **Management Plan** integrating the challenges of climate change, respectful of inherent values, and the cultural landscapes of the different territories.

This approach is adopted within the framework of the *Espace Mont Blanc* and this Management Plan will constitute a basic work document for the application.



CONFERENCE : UNESCO AND MONT BLANC

Thursday, August 26, 2020, the Association "Friends of Old Chamonix" is organizing a free conference on Unesco and Mont-Blanc, presented by Bernard Debarbieux, author of a book on the subject*. The academic will talk of the origins and history of this candidacy, at the same time explaining the workings of UNESCO.

«*Unesco au Mont-Blanc*», published in January 2020 by Editions Paulsen.

EMBLEMATIC CHAMONIX MOUNTAIN GUIDES' COMPANY



IN 2021, THE WORLD'S OLDEST MOUNTAIN GUIDING COMPANY WILL CELEBRATE ITS 200TH BIRTHDAY !

«The 200th anniversary of the Company, not only honours its fabulous history, but provides an opportunity to look to the future, to envisage the guiding profession of tomorrow.

These 200 years are also a celebration of the fundamentals of the guiding profession: the spirit of the rope party, the physical and moral commitment, freedom in the mountains, transmission of knowledge and above all a respect for fragile natural resources.

The year 2020 marks the bicentennial date of the Emergency Fund of the Compagnie de Guides de Chamonix. This support fund based on the moral values of aid and solidarity, provides assistance to Guides and their families in the face of adversity.»

Oliver GREBER, Président de la Compagnie des Guides de Chamonix

THE LONGEST ROPE-PARTY IN THE WORLD: MAY 2021

Between the Aiguille du Midi and Helbronner Point (Italy) at an altitude of 3000 metres, 200 people (one for each year of the Compagnie) will form an impressive line across the glaciers.

A great rope-party to celebrate the 200 years of the Guides' Company and the values of the profession. The performance will be simultaneously broadcast in the Chamonix Valley on giant screens and reenacted by local actors and associations in the streets of the town.

THE COMPAGNIE AND THE ENVIRONMENT

As mountain professionals, guides derive tremendous pleasure from conveying the beauty of their working environment whilst also remembering its great fragility. Faced with climate change, the Compagnie des Guides aims to become a committed advocate for the environment.

The increased visibility generated by the celebrations of the 200th anniversary presents a unique opportunity to showcase studies by a range of different researchers, including geomorphologists, glaciologists and ecologists. Part of the strategy of the 200th anniversary will be to promote and share current knowledge on the changing face of the mountains and to highlight different scientific, media, artistic and educational projects.

“The mountains don't belong to us, we are borrowing them from our children.”

The celebration will be punctuated by many events throughout the year. See the programme :

www.chamonix-guides.com/en/200-year-of-guides-company



MOUNTAIN GUIDES' FESTIVAL: AUGUST 2020

Every year the traditional Fete des Guides is a wonderful opportunity for the public to share in the spirit of mountaineering and to partake in the festivities.

This year the Compagnie des guides will remember the 70 years past since the first ascent of the Annapurna 8091 metres by members of the *Compagnie*.

ENVIRONMENT



Aware of the necessity to preserve this exceptional and fragile environment, the Chamonix Valley, was awarded the “Flocon Vert Label”, which rewards mountain resorts committed to the development of sustainable tourism, in 2013.

Recently 30 concrete actions for ecological and energy transition in different areas have been implemented: mobility, housing and building, energy, waste and circular economy ...

ADAPT MONT BLANC: SUSTAINABLE CLIMATE CHANGE STRATEGIES

A hot topic in mountain areas, climate change and its repercussions on human activities is a reality tourism sector where the evolution of snow cover, the shift of seasons and the modification of landscapes require rapid and shared decision-making.

The main objective of the AdaPT Mont-Blanc cross-border project is to provide planning and land management tools for adaptation to climate change.

The work of many scientists, carried out throughout the Espace Mont Blanc territory as part of the Adapt Mont Blanc project, shows that changes are already well underway and that they will accelerate in the coming decades leading to major modifications in the natural environment: retreat of glaciers, degradation of permafrost, reduction of 4 to 5 weeks of snow cover up to 2000 m altitude on the southern slopes, increased forestation, migration in the altitude of plants and animals ...

So many threats - but also opportunities - which necessitate choices, particularly in terms of tourism strategy. Ski areas below 2000 m altitude which will be particularly affected and difficult to maintain. On the other hand, an opportunity will emerge for off-season tourism which will benefit from the lengthening of the summer period. Mountain areas are likely to be impacted by a flow of tourists who will seek higher altitudes during hot weather periods.

The participatory approach of the AdaPT Mont-Blanc project unites elected officials from the Espace Mont-Blanc region along with socio-professionals and associations in a quest for sustainable solutions.

More than 200 people have worked on three main themes: natural resources and agriculture, natural risks and sustainable tourism. A booklet of recommendations establishes the guidelines of the project, the tools which will assist elected officials in their adaptation strategy.

www.espace-mont-blanc.com/adapt-mont-blanc



© OT Vallée de Chamonix

A HIGH MOUNTAIN CLIMATE PLAN

Global warming affects the large mountain ranges two to three times faster than other areas of the planet and it is profoundly changing the landscapes and practices in the high mountains.

In the Mont-Blanc Massif, the temperature has increased by 2°C since the 1930s compared to 0.74°C on a global scale in the 20th century.

The Chamonix community, sensitive for years to the evolution of these phenomena, has brought together and mobilized the actors in various fields in order to elaborate a « **High Mountain Climate Plan** ».



© OT Vallée de Chamonix



© Salomé Abrial

SOFT MOBILITY AND FREE TRANSPORT

For the past 15 years, thanks to the free transport network initiated by the municipalities of the Valley, all residents, and visitors benefit from free travel on the bus and train lines between Servoz and Vallorcine. At the same time, the Chamonix-Mont-Blanc valley continues to develop and structure its eco-mobility services: electric shuttles, hybrid and natural gas buses, railway renovations and enhanced transport timetables, pedestrian and road cycling routes.

www.chamonix.fr



«LA VALLÉE»: NEW FREE LOCAL MAGAZINE

This summer, the birth of a new magazine distributed throughout the Chamonix Valley aims to bring together, share and inspire its readers

The objective of this new media is to convey useful information and to highlight good initiatives, whether they come from communities, businesses, associations or citizens, based on core values: economic, ecological and social transitions, soft mobility, sustainable tourism...

Contact : info@alpinemedias.com

WILD MONT BLANC PROJECT

CREA Mont-Blanc (Altitude Ecosystem Research Centre) is a scientific NGO, based in Chamonix, whose mission is to explore the impact of climate change on biodiversity and share this knowledge with decision-makers and citizens. Expert in alpine ecology and data science, CREA Mont-Blanc has put participatory science at the heart of its approach.

In April 2020 CREA Mont-Blanc and the Communauté de communes de la Vallée de Chamonix-Mont-Blanc launched the project “Wild Mont-Blanc”, a new online citizen science project, available in French and English and open to all !

It calls upon citizens from around the world to help identify the animals in the hundreds of thousands of photos taken by 40 automatic cameras recently installed at altitudes between 1300m and 2700m in and around the Mont Blanc Massif. This project will help scientists understand how animals are responding to changes in their environment.

The initiative is funded by the Investments for the Future programme of the French Agency for Energy and Environment (ADEME) and by the Communauté de communes de la Vallée de Chamonix-Mont-Blanc.



PROTECTING AN EXCEPTIONAL NATURAL HERITAGE

« THE CHAMONIX VALLEY IS A TEMPLE »

“[...] When entering the Chamonix valley, you will believe you have stepped into a cabinet of natural curiosities, a sort of divine laboratory where Providence reserves a sample of all the phenomena of creation, or rather into a mysterious sanctuary where the elements of the visible world rest. *

Victor HUGO

* Extract of a Voyage to the Alps, 1831

The Chamonix Valley is located in an exceptional natural setting.

Eternal snow, glaciers, mountain pastures, forests, mountain lakes and wetlands form a remarkable ensemble and more than 90% of the territory of the Chamonix Valley is affected by protective measures.



© Christophe Raylat

2 classified sites

- The Mont-Blanc Massif, the largest site in the Rhône Alpes Region with 26,000 hectares
- Le Balcon du Mont-Blanc, 470 hectares above the village of Les Houches, facing Mont-Blanc

2 registered sites

- The Diosaz gorges (75 ha)
- The hamlet of Trélé champs and its surroundings (38 ha)

3 natural reserves

- [The Aiguilles Rouges Nature Reserve](#) (3279 ha)
- [The Vallon de Bérard Nature reserve](#) (540 ha)
- [The Carlaveyron Nature Reserve](#) (598 ha)

The Aiguilles Rouges Chalet Laboratory

Located on the Col des Montets, the Aiguilles Rouges Chalet Laboratory is managed by the association “Friends of the Natural Reserves of the Massif des Aiguilles Rouges” (ARNAR). It offers the general public an opportunity to discover the fascinating world of mountain flora and fauna : botanical paths, naturalized animals, film projections, multimedia, geology, microscopes ... An Aladdin’s Cave for nature lovers of all ages, dedicated to the observation of nature and its curiosities.

It is the responsibility of the Community of Communes, along with its partners, to reconcile environmental protection, human activities and public awareness by carrying out actions to protect, manage and enhance natural areas. In Haute Savoie, the State has delegated the management of Natural Reserves to **ASTERS**, Conservatoire des Espaces Naturels.

The Natural Reserves of Aiguilles Rouges, Carlaveyron and Bérard, cover a total area of 4415 ha with a vast collection of ecosystems and biotopes. The Reserves, located between the altitudes of 1200 and 2965 metres, include 17 lakes, 6 glaciers and characteristic areas, 569 species of plants and 355 species of animals. 250 km of trails are available to hikers.

ENVIRONNEMENT COMPAGNIE DU MONT BLANC



The Compagnie du Mont Blanc (CMB), the lift operator for the Chamonix Mont-Blanc Valley, is also committed to sustainable development through several concrete actions.

www.montblancnaturalresort.com



© OT Vallée de Chamonix

AN OBSERVATORY TO KEEP TRACK OF ANIMAL AND PLANT BIODIVERSITY AND NUMBERS

Every year since the launch of the Observatory in 2014, naturalist experts carry out inventories each spring on the various mountain sites and ski areas. They update knowledge of flora and fauna, record developments following various works (change of ski lifts, artificial snow, ski slopes). New species are regularly discovered, demonstrating a biodiversity of great richness which it is vital to preserve and to highlight.

THE GRANDS MONTETS TAKES ACTION TO IMPROVE THE HABITAT FOR THE TETRAS LYRE (BLACK GROUSE)

As part of the Environmental Observatory, naturalist experts have identified areas on ski domains which are potentially favorable to the black grouse.

Since the decline in pastoralism, mountain pastures have been strongly colonized by rhododendrons. Hence in the Autumns of 2018 and 2019, clearing work was undertaken on the Grands Montets (the Pendant sector in 2019 and the sector under the former Tabé chairlift in 2018). The goal is to regain blueberry and herbaceous areas, in order to offer black grouse chicks better food resources and to increase their chance of survival.

This work was co-financed by the Compagnie du Mont Blanc and the Auvergne Rhône-Alpes Region, managed by Instinctivement Nature. Results so far have been very satisfactory.



LANDSCAPE READING TABLE ON THE PLAN DE L'AIGUILLE

New reading tables were installed at the Plan de l'Aiguille (mid-station of the Aiguille du Midi) in 2019 so that visitors may fully appreciate the ecological and landscape riches of this site, as well as their evolution in relation to climate change.

ACCOMMODATION

THE GRAND HOTEL DES ALPES IS AWARDED ITS 5TH STAR

After a complete interior refurbishment, the Grand Hôtel des Alpes obtained a 5th star in November 2019.

The architect Hartmut Grabowski has sublimated the elegance of the establishment, opting for clear, bright woodwork and a refined, warm decoration. Since 1840, the Grand Hôtel des Alpes has been part of the history of Chamonix. Located in the heart of the pedestrian area, it offers 27 rooms and 3 suites, including a honeymoon suite in the hotel tower which was added to the hotel in 1927, following the tourist boom subsequent to the 1924 Olympic Games.

The hotel also has a SPA (with massage and treatment room, indoor pool, Jacuzzi, sauna, hammam, and salt wall).

www.grandhoteldesalpes.com



© Grand Hôtel des Alpes



© Pointe Isabelle



© Pointe Isabelle

THE POINTE ISABELLE*** GROWS A WING

This summer, following building work which began in 2019, the 3 star Pointe Isabelle hotel, ideally located in the heart of Chamonix, will feature 27 new rooms, including several suites and a gym area. To accommodate this extension, a new wing has been built at the back of the existing building and an additional floor was added to include a sauna and a garden with breathtaking views.

This expansion project was entrusted to the Chamoniard Chevallier architects firm. The interior decoration, orchestrated by a Scandinavian designer, will be in the same vein as the existing building, which pays tribute to Isabella Straton, the great English mountaineer and woman of character who was notably the first to make the winter ascent of Mont Blanc in 1876 !

In a bid to be more environmentally friendly, the hotel has exchanged its oil heating for gas and has also replaced all windows to improve thermal insulation

<https://pointeisabelle.com>

A NEW PENTHOUSE SUITE AT THE HOTEL MONT BLANC***
BY SYBILLE DE MARGERIE**

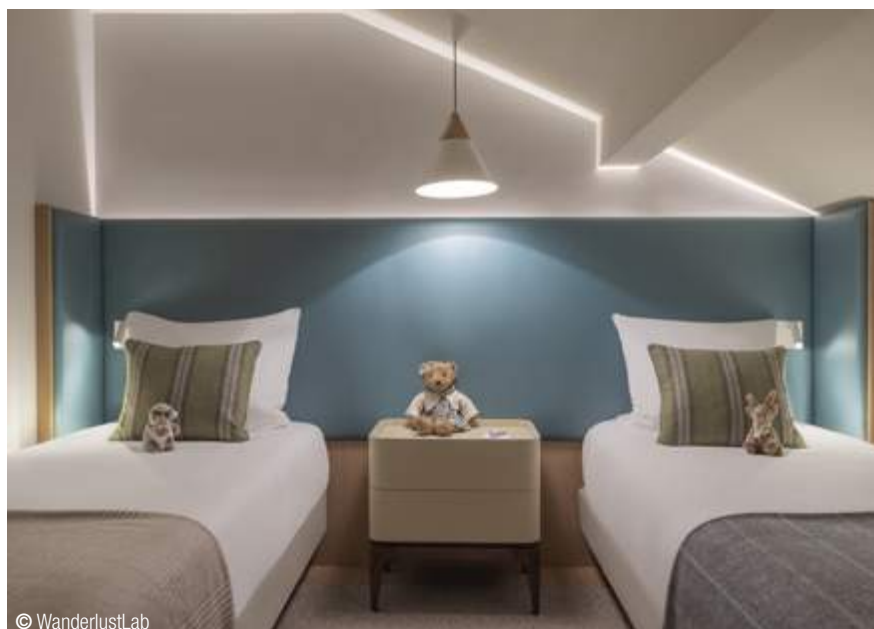
Since last winter, the iconic Hotel Mont Blanc ***** offers the most exceptional suite!

Interior decorator Sybille de Margerie has conceived this 110m² penthouse on the top floor of one of Chamonix's historic hotels. The space is organized around a master suite of 55m², with a bathroom with walk-in shower, a living room which can be used as an additional bedroom as well as a children's bedroom and private bathroom. The wow factor is also created by impressive sky lights and a large bathtub facing Mont Blanc. An exclusive stay and unforgettable moments of well-being guaranteed.

www.hotelmontblancchamonix.com



© WanderlustLab



© WanderlustLab

HOTEL AIGUILLE DU MIDI - LES BOSSONS

Located in the village of Bossons, 3 km from Chamonix, the Aiguille du Midi Hotel *** has cultivated with passion the tradition of hospitality and fine dining. For over a century and through five generations the Farini family has been attentive to the well-being of their guests!

After renovating its restaurant, the hotel now offers its customers a magnificent entrance lobby which includes easy access for reduced mobility guests. Concealed behind the hotel's colourful facade is a delightful park, a vegetable garden, heated swimming pool, tennis courts etc.

The restaurant is one of those gourmet addresses appreciated by Chamonix Valley locals! A top tip is the summer lunch in the garden with breathtaking views of the Aiguille du Midi ...of course!

Lunch formula - from 23 € / person

The Chamonix artist Claude d'Ham has just created an immersive silhouette of pioneering climbers so hotel guests may capture amusing souvenirs of their stay

www.hotel-aigilledumidi.com



© ML Farini

GASTRONOMY

EMMANUEL RENAUT'S BRIGADE TAKES OVER THE BOIS PRIN KITCHENS

Triple Michelin star Chef Emmanuel Renaut fell in love with the Auberge du Bois Prin, which is hardly surprising given its lofty location just above the town of Chamonix. Built in 1976 by the Carrier family, this emblematic establishment has been a firm favourite of many distinguished guests. For the record, the Dalai Lama had stayed here in 1988.

The chef and previous owner Denis Carrier has retired but he has found a worthy successor. Famous French chef Emmanuel Renaut has entrusted the kitchens and restaurant to his brigade. Whilst they bring new flavours to the table, they continue to be inspired by local cuisine, local produce and indeed fresh fruit, vegetables and fragrant herbs from the most scenic vegetable garden imaginable!

<https://boisprin.com/en/restaurant.html>



© Auberge du Bois Prin



© Auberge du Bois Prin



SENSORY DINING AT THE SAUVAGEONNE

The Sauvageonne team in Servoz will offer an original experience this summer by organizing dinners in the dark, with blind tasting of full menus, food and wine associations included. Valery Allard, sommelier by trade, had the idea of creating a dedicated dining area in the basement of his restaurant, to offer his guests a unique sensory gastronomic journey! And it doesn't end there... the dinner is filmed and those who wish can leave with their video of the evening.

<http://restaurant-sauvageonne.fr/>

SESAME: 100% ORGANIC VEGETARIAN CANTEN IN CHAMONIX

Nicolas Pujol has recently opened «Sesame» restaurant in Chamonix, a 100% organic vegetable canteen. This yoga addict chose to give up meat 15 years ago. He explains "Alongside my job in finance in the City, in 2009 I opened a Vegan restaurant (Veganroutes) in Soho – London. The restaurant was in a London bus and its success confirmed the strong trend and the growing interest in squeezed green juices, sprouted seeds and plant food". Convinced of the benefits of this diet in a sporting environment where the population lives so close to nature, he took the plunge. His Chamoniard restaurant proposes a menu of homemade dishes, 100% vegetable, 100% organic, favoring local and seasonal produce with no freezing, no industrial additives and no refined sugar...

In order to ensure a balance between useful calories and gustatory pleasure, the dishes are prepared by skilled and passionate cooks and nutritionists who work in close collaboration with naturopaths.

For takeaways, the packaging is compostable and biodegradable or with a refundable deposit.

All organic waste is collected by a local association and recycled.

<https://www.sesame-montblanc.com/>



© N. Pujol

CANAILLES

BISTROT CHAMONIARD WITH ACCENTS OF A BOUCHON LYONNAIS

30 years of experience in quality restaurants from La Baule (his region of origin), to Paris, from La Rochelle to Angers have stood Louri Becq in good stead for this new restaurant project. He defines his bistrot in Chamonix as a “place of sharing”.

Chamonix was a childhood dream for Louri. He discovered the mountains for the first time at the age of 5 and seized every opportunity to return to the valley until he finally took up residence in 2013 .

Canailles opened in July 2019 with its own label of «Committed Artisan-Restaurateur» which advocates home-made fresh cuisine strongly influenced by Lyon’s gastronomy. The restaurant privileges local produce from sustainable or organic farming. The menu naturally reflects this trend, Louri’s priority being to give pleasure to his customers! .

Some things, such as Beaujolaise eggs poached in wine sauce, pike dumpling or andouillette served with succulent Lyonnaise potatoes and tart with pink pralines just don’t stand up to translation, but have to be tasted!

Reservations recommended in season and at weekends.

www.canailles-chamonix.com



© I.Becq



© J.Binet - Akashon

THE AKASHON IS AWARDED A MICHELIN BIB GOURMAND

Located in the centre of Chamonix, a stone’s throw from the Aiguille du Midi cable car, the restaurant of the Héliopic hotel**** was awarded a Bib Gourmand in 2020.

Chef Julien Binet, a native of Chamonix, expresses his passion for the local terroir and for mountain flavours through his cuisine. Combining regional gastronomy and French savoir-faire, he produces dishes which are personal, traditional and refined!

With an outdoor terrace overlooking the mountains, the Akashon opens its doors every evening from 7 pm to 10 pm.

<https://restaurant-akashon.com/>



ANNAPURNA 2 - GRILL N 'CURRIES : THE NEW INDIAN AVENUE RAVANEL LE ROUGE IN CHAMONIX

Established since 28 years in Chamonix, the managers of the Annapurna restaurant, well known to lovers of Indian cuisine, have just opened a second establishment. Also located on Avenue Ravel le Rouge, this new restaurant occupies the ground floor of a stylish property development. The interior decor is warm and welcoming, mixing modernity and tradition to reflect a lively and dynamic India.

The Annapurna 2-Grill N'Curries menu offers gourmet dishes from northern India, especially grilled in the clay oven, and authentic, traditional curry recipes.

All dishes are made from excellent quality spices and according to favourite recipes elaborated through 30 years of experience.

Dishes suitable for vegetarians, vegans, fans of grills or curries.

www.annapurna-chamonix.com

EXCURSIONS FOR FOODIES

LUNCH WITH A VIEW ON BLAITIERE MOUNTAIN

Nestled on the north-facing slopes of the Chamonix Valley, the Blaitière pasture lands are located at 1928m. Every summer, the young shepherd Julien Callegari takes up his seasonal residence with his flock of goats.

Julien invites visitors to taste the delicious cheeses he makes from the goats' milk (Tomme and fresh cheeses). For 11 €, hikers may enjoy an Alpine platter of cheeses and home-produced dried meats. Reservations: +33 (0)6 13 62 73 91.

Blaitière mountain pastures can be reached in two hours on foot from the centre of Chamonix and are also accessible via the Plan de l'Aiguille.

See the different routes



© C. Gilbert

A MAGICAL EVENING AT CHALET CERRO

A specialist Alpine receptive agency 1786.travel organises this intimate and original evening in a unique location.

As night falls, equipped with headlamps and good shoes, a twenty minute hike up the mountain will reveal, at the end of the path, an authentic and delightful cabin amidst the trees. Welcomed by the friendly manager of the chalet du Cerro, customers will enjoy a Savoyard dinner in a unique setting and taste the famous farçon, a typical slow-cooked dish of the region. The descent through the forest at the end of the evening, guided by stars and moon will offer memorable moments!

Built in 1850 on the right bank of the Bossons Glacier, the Cerro chalet was originally a wooden hut that served as a refreshment halt for travellers crossing the glacier in both directions. It opens every summer to the delight of hikers and food lovers.

1786.travel



AT ONE WITH NATURE

SYLVOTHERAPY & FOREST BATHS

Originally from Mayenne in the Loire region, Frédérique Arthuis has been living happily in the Chamonix Valley for the past 6 years. She is a silvotherapy practitioner and has just founded «Bien Hêtre en Forêt» (forest well-being) !

'Silvotherapy' is the ancient practice of reconnecting with the potent and healing energy of trees.

Scientifically proven to improve overall health, forest-bathing or Shinrin-Yoku as it's known in Japan, is a therapeutic practice which improves our health in a number of vital ways. Frédérique offers forest bathing experiences from € 25 / person in groups of 3 to 8 people / € 60 for an individual session.

Contact : +33(0)7 61 63 98 93

www.chamonix.com/bien-hetre-en-foret-74,3-5414464,en.html



© P. Convers

FORAGING WITH PHILIPPE

Chef at home, Philippe Convers has been using wild plants in his dishes for years. After going on many training courses with recognized ethnobotanists, he enjoys nothing more than sharing his knowledge. Take a trip with Philippe along the paths of the Chamonix valley to discover wild edible plants with their marked flavours and nutritive values - micronutrients, trace elements and antioxidants - all so beneficial for health.

This 3-hour outing enables participants to identify certain local edible plants such as hogweed, egopod, sweet clover, yarrow, aliary ...

During the walk, this passionate chef will share a few secrets about the traditional uses of various plants, the active ingredients they contain and his favourite recipes for using them in cooking.

Price 35 € / person: 3h

Information and reservations: +33 (0)6 79 23 44 79

www.callchef.fr

A RENAISSANCE WALK IN ONE OF CHAMONIX'S MOST PRISTINE ENVIRONNEMENTS

Through contact with the healing powers of nature, now is an opportunity for reflection on how to evolve in our world's fragile environments. Originally designed for nature photographers, Teresa Kaufman hosts this walk for all visitors who can appreciate the music of bird songs, the discovery of rare flowers and the subtle odours of fields of wild grass while drawing energy from one of the valley's most enchanting natural environments. In order to respect the safe measures of social distancing, this Discovery and Photo Walk will be proposed on a private One to One basis for individual solo travelers, couples or very small families. It will take place in the late afternoon in an isolated neighborhood on the territory of Les Houches. The unique environment for this walk is especially healing due to its magnetic - and positive energy. The consoling and warm late-afternoon light and soothing silence adds to the sense of well-being.

Duration : approximately 3 hours.

Price : 60 € per person with a minimum of 2 persons. 120€ for one person.

A maximum of 4 persons on a walk. A reduced price will be offered for young children.

Tel. Teresa - +33 6 08 95 89 42 - www.teresakaufman.com



© Teresa Kaufman

ACTIVE SUMMMER

For those who wish to take advantage of expert advice in order to discover or improve techniques in mountain trail running, the Compagnie des Guides de Chamonix has two new outings on offer this summer :

MOUNTAIN RUNNING FOR TRAILERS

Initiation Wednesday mornings

Book a morning to roam Chamonix's mountain paths in rhythm and tempo! The sessions take participants along the valley's balcony routes to work on stride and endurance with plenty of tips and technical advice on running in the mountains.

Half day 38€

GLACIERS FOR TRAILERS

Combining « Trail and Alpinism », The Aiguille du Tour Express race entails reaching this summit at 3540m in one day from the bottom of the Valley. With more than 2000 metres of positive elevation this a great challenge and an opportunity for runners to add a new dimension to their trail experience!

Prices and dates on request depending on the number of people per group – Private formula only.

www.chamonix-guides.com



TRAIL VALLEY

With its diversity of trails and exceptional panoramas, the Chamonix-Mont-Blanc Valley has become a firm favorite with trail runners!

For both beginners and experts, there are 18 marked routes of varying lengths and difficulty between Servoz and Vallorcine.

Descriptions and topos on : www.valleedutrail.com



© OT Vallée de Chamonix

AWESOME: RAFT YOUR WAY THOUGH CHAMONIX

An original thrilling experience to share with the family or in small groups with the Evolution 2 guides.

45 minutes of navigation down the Arve river, a refreshing way to discover Chamonix.

From 45 € / pers.

www.evolution2-chamonix.com



© OT Vallée de Chamonix

AN 18 HOLE 5 STAR GOLF COURSE

The Chamonix Golf Course enjoys a majestic location, nestled on the valley floor between the Mont Blanc and Aiguilles Rouges Massifs at the foot of the famous granite peaks of the Drus. One tends to associate mountain golf courses with many variations in the relief, however this is not the case in Chamonix. The remarkable design of the course bears the prestigious signature of the American architect Robert Trent Jones Senior. The course is technical, subtle, adorned with small water obstacles and defended by numerous bunkers.

www.golfdechamonix.com



© OT Vallée de Chamonix

LET'S NOT LOSE OUR BEARINGS

The Chamonix Mont-Blanc Valley offers 5 fun orienteering courses suitable for everyone; a wonderful opportunity to discover natural beauty spots in Servoz, Les Houches, Chamonix, Argentière and Vallorcine. Orientation maps are available in the Chamonix Valley Tourist Offices, they are free of charge and the orienteering trails are accessible all year round (weather permitting). Allow approximately 2 hours per circuit. Orienteering is a sport consisting in following a defined route on a very precise map.

The route is identified by markers (gray), placed on remarkable elements of the terrain, which are referenced on the map as compulsory passage points. Participants must punch their card with the pliers attached to the terminals. A fun activity for all the family.



MONT-BLANC NATURAL RESORT

THE AIGUILLE DU MIDI – A MUST DO !

Inaugurated in 1955, this cable car, which rises to 3842m, was for a long time the highest in the world. In the space of 20 minutes, it transports thousands of visitors every year into the realms of the high mountains. Visitors experience the magnificent 360° panorama of the Mont-Blanc massif and the surrounding French, Swiss and Italian Alps ! It is also a privileged gateway for many alpinists.

In 2013, the construction of the «Step into the Void» marked a new page in the history of this emblematic site. This attraction, as unusual as it is breathtaking, is a real architectural and technical feat: an enclosed glass platform 2.50 m long, suspended above 1000 m of void.



© OT Vallée de Chamonix



**L'OISEAU
DES CIMES**

**VOYAGE EN 4D
AU CŒUR DU
MONT-BLANC**

**TRIP TO THE HEART
OF MONT-BLANC**

12 MIN

MONT-BLANC
NATURAL RESORT
OT

NEW IMMERSIVE SPACE : first 4D cinema dedicated to the mountains

A brand new space is now available to visitors in a movie theatre located at the Aiguille du Midi cable car departure station. Equipped with 3D glasses, spectators, standing on dynamic pneumatic platforms, will live a breathtaking multi-sensory experience, seeing the mountains through the eyes of a yellow-billed croug, flying over the exceptional landscapes and peaks of the Mont-Blanc Massif.

Duration of the session: 12 minutes.
From 8 € / person

*** : Access is not included in MONT BLANC Unlimited
and MONT-BLANC MultiPass*

A CARTOON PUBLICATION: «AIGUILLE DU MIDI 3842 METRES»

The chamoniarde Elisa Giacometti, author of several Comic Books on emblematic themes of the Chamonix Valley, has just finished a new comic book, dedicated to the epic adventure of the construction of the Aiguille du Midi cable car. Beautifully illustrated by Joël Alessandra, this 68-page book will be published in August 2020.

Price: € 16 / On sale in Chamonix bookstores.



90 ANS DU TELEPHERIQUE DU BREVENT 1930-2020

THE BREVENT CELEBRATES ITS 90TH BIRTHDAY, BUT IT'S THE ADVENTURE OF A CENTURY !

It all started in 1920, when Alfred Cachat, famous hotelier Chamoniard, applied for a concession to build a ski lift. Guests of the prestigious new Majestic Palace and other Chamonix tourists were soon to benefit from a sports facility departing virtually from the centre of Chamonix. The valley was buzzing at the time and work on the Aiguille du Midi aerial funicular, undertaken before the war, was about to resume.

The Brevent project was to build a cable car identical to that of the Aiguille du Midi which would depart from Chamonix to Planpraz. It would require 23 pylons with a very impressive cable which would reach an altitude of 2000m.

The company was set up in 1922 and in October of the same year, the concession was signed. But the authorizations were very slow in coming and the delay in the "Brévent" project was actually providential for the future construction.

André Rebuffel, a very innovative engineer, subsequently invented an ultra modern cable car in place of the original project which was based on pre-war technology. The First World War had left its mark and the initial enchantment of the project was followed by terrible financial setbacks for the Cachat family. Alfred Cachat finally sold his assets in the company to Edouard Pellerin.

The first cable car section from Chamonix to Planpraz was to open in July 1928, followed by a second section from Planpraz to the summit of Brevent at 2525 metres. The latter was a single span cable way – 1350 metres without pylons! This engineering feat was accomplished thanks to the technological prowess of Rebuffel!

IN AUGUST 1930, THE BREVENT CABLE CAR BECAME THE HIGHEST IN FRANCE !

And today it is the oldest site accessible by cable car that is still running.

Source : Denis Cardoso

Images from the archives of the Savoy and Ain cinema library : <https://vimeo.com/341788042>

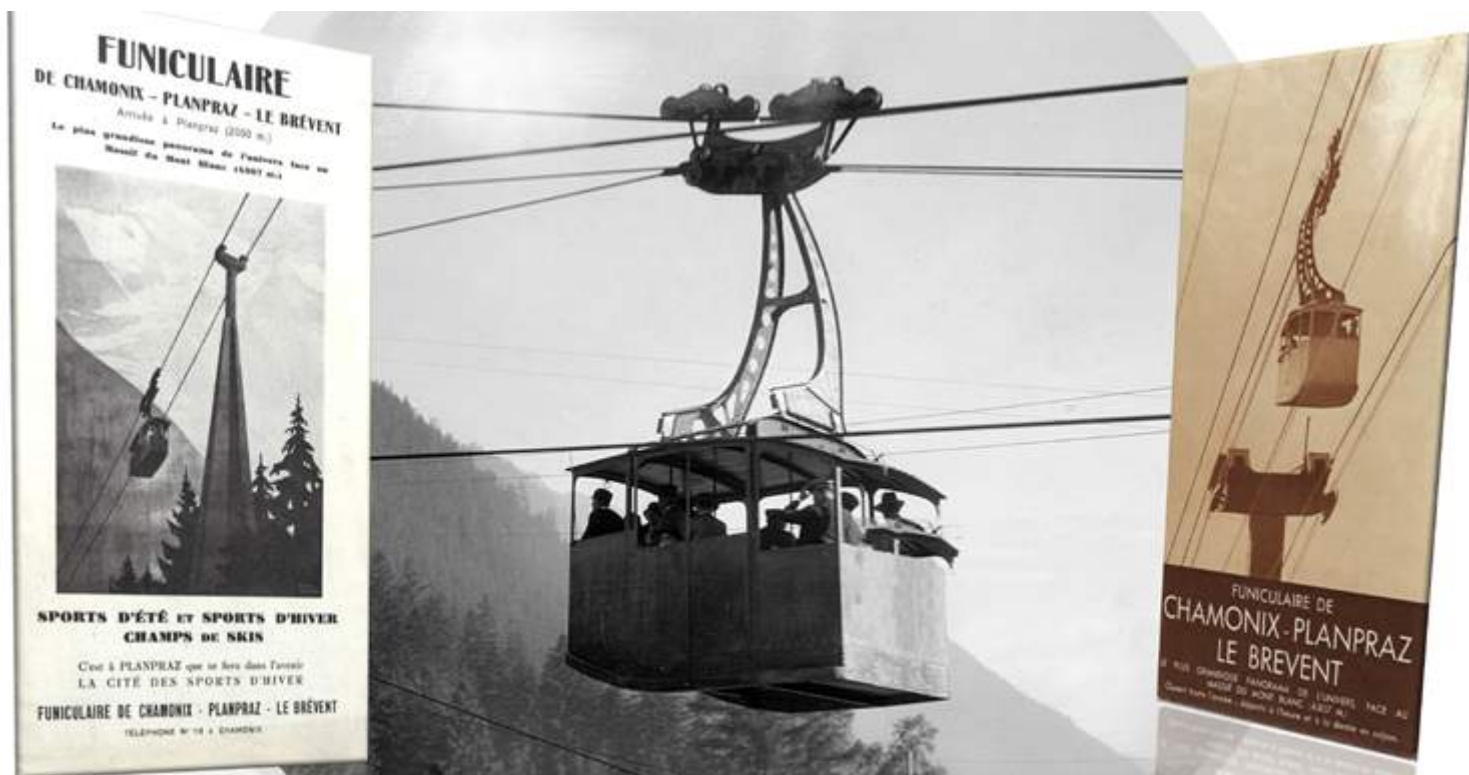
TÉLÉFÉRIQUE
CHAMONIX - PLANPRAZ - BREVENT



1930 - 2020



© OT Vallée de Chamonix



ARTISTS' CORNER

STUDIO RUSC

Rusc is a newly opened ceramics studio and artists' co-working space which cultivates creativity! 'Rusc' is a latin translation of 'ruche' which in English is a bee hive, and this is what business partners Raquel and Chris have created; a busy hub of innovation and expression that hosts a range of artistic disciplines in Chamonix. They share their workshop with resident and guest artists in order to offer pottery classes, life drawing, photography, sculpture and ceramic painting.

"Dare Art" is the leitmotif of Raquel Calleja. "I want people to come to Rusc and be inspired to ask questions, to be moved, to put them in touch with their own creativity, their curiosity, maybe their own fragility" says Raquel.

It began as a dream, but Raquel realised it could come true when she met other passionate artists at her small studio in Chamonix. Raquel loves collaboration and she decided not to embark on the Rusc journey alone. A kindred spirit and good friend, Chris Kerr, also based in Chamonix, was inspired by her ideas and drive. She invited him to join the project.

"Chamonix is full of energetic people who love the outdoors and so much of what is celebrated here is external" says Chris "It became clear to us that there was also a need for creative expression and internal focus and rusc provides this opportunity".

www.studio-rusc.com



© Rusc



© Rusc



© J. De Vérité

JOSEE DE VERITE: IRONMONGER ARTIST OF THE GLACIERS

Every summer, mountaineer and sculptor Josée de Vérité combs the Bossons glacier in search of metallic debris, which she then descends in her backpack to her pretty chalet des Pècles, in the Chamonix Valley .

For several years, she has been collecting the scraps «regurgitated» by the glacier to transform them into works of art. Her workshop at the bottom of her garden offers breathtaking views of this glacier that she loves so much. The pieces of metal that she retrieves from the glacier come essentially from the accidents of the two Air India planes that crashed succesively on Mont Blanc (Malabar Princess - 1950, Kangchenjunga - 1966). After decades trapped within the ice, Josée's artistic flare gives a second existence to these forgotten witnesses of the terrible dramas enacted on Mont Blanc.

Last summer, as a tribute to « the disappeared from the disappearing glacier», José de Vérité erected a commemorative plaque at the viewpoint, above the Cerro hut, in memory of all those that perished.

THE MYTH OF MALABAR PRINCESS

60 years ago, on November 3, 1950, the Air India Constellation «Malabar Princess» crashed above the Mont-Blanc Massif. The plane, bound for Geneva, had taken off from Bombay with 40 sailors and 8 crew members on board. No survivors were found.

In addition to the passengers, the plane transported a cargo of precious stones and gold bars ... legend or reality?

This story has been a source of inspiration for both literature and cinema: Henri Troyat was inspired by it to write his novel «La Neige en Deuil»(Snow in Mourning), adapted to Hollywood in an eponymous film "The Mountain", shot partly in Chamonix, with Spencer Tracy and Robert Redford in 1956. More recently, in 2004, Gilles Legrand directed the film «Malabar Princess», offering Jacques Villeret one of his last roles.

In 2013, a mountaineer discovered a box containing precious stones on the Bossons glacier. To date, the treasure is still under seal and the investigation continues, in search of the owners ...



© OT Vallée de Chamonix

HERITAGE

PAYS D'ART ET D'HISTOIRE LABEL: THE FIRST STEP ENDORSED

Since 2016, the Communities of Communes of the Mont-Blanc region (CCPMB) and the Chamonix Mont-Blanc Valley (CCVCMB) have been working together to obtain the label «Pays d'Art et d'Histoire». The essential theme of the application is the «International birthplace of mountain tourism».

Our alpine valleys are not only sports destinations, but also places rich in history and heritage. This label would preserve, enhance and make better known to both inhabitants and visitors, the diversity of the Chamonix Mont-Blanc Valley.

In March 2020, the first stage of the application for the label Pays d'Art et d'Histoire was validated by the Regional Direction of Cultural Affairs (Ministry of Culture).

The region has long been a place of habitation and passage of populations. Beginning in the 18th century, tourists first discovered the glaciers, then sought to reach the summits or to take the waters, and continue to travel through this multifaceted mountain territory with its omnipresent history. Across the centuries, locals helped mountaineers and scientists to access the mountains and to reach the highest peaks. The present identity of towns and villages is the result of three centuries of tourism and development. The mountain and its landscapes are the motivation of visitors today as of yesterday; they have been largely represented, notably through paintings, engravings and photography. The communities of the 13 communes of the Pays du Mont Blanc have launched numerous initiatives aimed at the public and organize a bi-annual programme to highlight lesser known aspects of the local heritage.

Consult the programme : <https://www.ccpmb.fr/actualite/nouveau-carnet-de-rendez-route-vers-pays-dart-dhistoire-sorti/>



ALPINE HERITAGE AT YOUR FINGER TIPS : MOUNTAINMUSEUMS.ORG

In April 2020, the first digital platform for sharing the rich collections of mountain museums was launched.

This trilingual website (FR-IT-EN) created by the Alpine Museum of Chamonix and the Museo Nazionale della Montagna in Turin (Italy) unveils their collections on the Alps and mountain culture.

The virtual visitor can discover nearly 8000 works of art, photographs, documents and objects.

The museo nazionale della Montagna offers 5,000 pieces out of the 30,000 catalogued in the last two years, and the Chamonix Alpine Museum provides 3,000 documented pieces out of the 15,000 that make up its collection.

Discover themed galleries and virtual tours of exhibitions... An innovative and fun tool to open the doors of mountain culture to everyone!

www.mountainmuseums.org



#CATALOGUE



REDISCOVER CHAMONIX AND ITS HIDDEN TREASURES

Chamonix has much to reveal, a past which is intertwined with its present, architecture and landscapes shaped by several hundred years of farming, alpinism and tourism. Take a stroll through the picturesque centre with a heritage guide and be prepared to be enthralled!

Duration approximately 1h30 - 9 € / pers

Registration in the tourist offices of the Chamonix valley.

ARGENTIÈRE HERITAGE

NEW: A TREASURE HUNT IN ARGENTIÈRE

Whether for a family, individuals or a group of friends, this fun itinerary introduces visitors to the old village of Argentière, its heritage, its nature, its craftsmen and its hidden charms.

The game is available free of charge at the Tourist Offices in the Chamonix-Mont-Blanc Valley. There are 20 questions on this pedestrian circuit, accessible to all, which takes approximately two hours to complete at one's leisure. Participants can check the correct responses at any Valley Tourist Office and pick up their prize if they are successful.

www.chamonix.com



© OT Vallée de Chamonix



THE CHARMING PROTESTANT CHAPEL CELEBRATES ITS 100TH BIRTHDAY

In the Mont-Blanc region, with the arrival of foreign visitors, six Protestant temples progressively saw the light of day in popular tourist resorts..

Raoul Allier, dean of the Faculty of Protestant Theology in Paris, stayed regularly in Argentière. Having lost his son in the turmoil of the Great War, he sought inner peace in this mountain environment. With friends of the same faith they purchased a plot of land in order to build a small church.

Located in a remote wooded spot at the foot of the Argentière moraine they erected a larch wood chapel with a roof of shingles according to local tradition. It was inaugurated in 1920.

Very quickly the Argenterauds (inhabitants of Argentière), although Catholic, took part in the festivals organized each year by the Protestant community. The elderly folk remember the parties with great emotion. This chapel remains unchanged, exuding the bygone charm of another era, and merits the stroll through the old village of Argentière to wish it a happy birthday.

Discussions and debates on the theme: «peace and sharing» 7, 8 et 9 August

with the family descendants of Raoul ALLIER
www.protestantschamonix.org/about-us

Source : *Blog de Christine Boymond Lasserre*

A FEW FIGURES



© OT Vallée de Chamonix

ONE VALLEY, 4 VILLAGES

- Servoz : 1023 residents
- Les Houches : 3 024 residents
- Chamonix-Mont-Blanc : 9 399 residents
- Vallorcine : 411 residents

TOTAL : 13 857 residents (Source INSEE 2019)

BED CAPACITY

The Valley offers 81 960 tourist beds (figures issued from summer 2019 statistics) :

- 21 829 professional beds
- 15 573 direct rentals
- 44 316 private beds

BREAKDOWN OF PROFESSIONAL BEDS IN SUMMER :

- 15,7 % rental agencies
- 14 % tourist residences
- 29,5 % hôtels
- 11,3 % clubs and holiday centres
- 29,5 % campsites

NUMBER OF SUMMER OVERNIGHT STAYS

3 972 112

PERCENTAGE OF FRENCH GUESTS

49,82 % of summer visitors

PERCENTAGE OF SUMMER FOREIGN GUESTS 50,18 %

- 1 – United Kingdom 16,8%
- 2 - USA 8,7%
- 3 - Switzerland 7,2%
- 4 – United Arab Emirates 6,9%
- 5 – Italy 6,2%
- 6 - Germany 4,1%
- 7 – South Korea 3,9%
- 8 - China 3,6%
- 9 - Spain 3,4%
- 10 - Israel 3,2%



© OT Vallée de Chamonix



Partenaires officiels

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CHAMONIX-MONT-BLANC

SERVOZ - LES HOUCHES - CHAMONIX-MONT-BLANC - ARGENTIÈRE - VALLORCINE

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 #montblanc
 #leshouches
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