

Beat: Travel

## In FRANCE, PLAGNE AIME 2000 is a Resort of the Future

### Re-design my resort Project

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**USPA NEWS** - A Press Conference was given at Hôtel Saint-James d'Albany in PARIS on October 26, 2016 to introduce the new ambitious and innovative development of 'Plagne Aime 2000' calling it 'Re-design my resort!' with the challenge of transforming the ski Resort into 'The resort of the future'...

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At that Conference were attending for explanations the following :

- Corinne MAIRONI GONTHIER, Mayor of Aime La Plagne and Architect
- Jean-Michel WILMOTTE, Architect / President of Wilmotte & Associates
- Gérard BREMOND, President of Groupe Pierre & Vacances - Center Parcs
- Jean-Luc BOCH, Mayor of La Plagne Tarentaise

They were explaining that behind this long time and expensive project was the spirit of creating key elements with originality, modernity, an ongoing dialogue with nature, culture, ecology and the creation of a site that is lively from morning through to evening. It will cover 54 000 sq.m surface area with 2450 beds.

The development will be built around a central square with a lit ski run running through the buildings. A number of facilities are planned :

- \* an aqua-leisure centre with original activities based on a mountain theme (water climb, slow river“i)
- \* Project of a starred restaurant
- \* Retail spaces, with one area reserved for pop-up boutiques and a flag ship
- \* A number of conference / seminar rooms
- \* An interactive art gallery
- \* High-end hotel facilities with a 5\* hotel
- \* Original accommodation that can be adapted to guests´ requirements, with large picture windows
- \* A Nursery
- \* A bowling alley, new generation indoor and outdoor games rooms
- \* Panoramic Connecting paths for guests and visitors
- \* 100 space car park

The emphasis being on that the buildings will all be low energy consumption buildings.

Future Events program :

\* Grande Odyssée Savoie Mont Blanc ““ January 13, 2017 : La Plagne taking part in the 13th Edition of the 'Grande Odyssée Savoie Mont Blanc', the world´s hardest international sled dog race, which will be coming through the Tarentaise valley for the first time (20 of the best international mushers and their dogs - 6th stage covering 67 kilometres over a circuit leaving from Plagne Montalbert, with 3140m elevation gain).

\* Yeti Race ““ 3rd edition ““ December 10, 2016 : in teams of 2, the participants take on teams of champions from the Etoiles du Sport with special events on a snow-covered course (orientation, precision, strength, agility, endurance). Helping each other is the key concept of this race. There are 2 courses : 20km (1000m elevation gain) and 10km (500m elevation gain).

\* Ice Climbing World Championships ““ Elites ““ Februry 4-5, 2017 : Armed with ice axes and crampons, the world’s top 110 ice climbers meet in Champagny-en-Vanoise to take on the Ice Tower. The key element of the competition is the 25m high iced metal structure, the climbers’ vertical climbing frame for the 2 disciplines: 'Speed', a Spiderman-style sprint, and 'Lead', where endurance and strength win the day.

\* Telemark FIS World Championships ““ March 14-19, 2017 : After organising 5 telemark World Cups, Montchavin-la Plagne is hosting the world’s finest for 4 days of competition between the sites of Montchavin-la Plagne and the stadium in Plagne Centre. To the rhythm of lunges and raised heels, the telemarkers race through the gates like snow warriors combining strength, endurance and grace.

\* 1st SUPERSLALOM by Julien Lizeroux ““ April 1, 2017 : The world’s longest slalom course ! Amateur and experienced skiers measure up against pros from the world of international skiing in a fun, sporting atmosphere. The idea for this event came from 2 of La Plagne’s top skiers : slalom champion Julien Lizeroux and Julien Régnier, pioneer of freestyle and back country skiing. Race programme : autographs and skiing with the champions, concert with a live band.

\* SUBLICIMES ““ 3rd EDITION, April 5-18, 2017 : 12 days of free and original entertainment on 6 key peaks of the ski area. Accessible to skiers (and mostly to non-skiers also), each peak proposes a different theme adapted to all age groups.  
(...)

To be noticed :

\* A report in April 2016 by Laurent Vanat, an independent management consultant, confirmed the resort’s status as the world’s most visited resort with 2.5M visitors over the past few seasons.

\* La Plagne is also pronounced to be the favourite resort of both French and European visitors, according to the results of a survey carried out by tour operator SnowTrex with 40 000 clients from 8 countries.

The altitude of 2000m guarantees the snow coverage thanks not only to an artificial snow system which links all the resorts, including the villages, but also to the direct access from Plagne Bellecôte and Belle Plagne to the glacier at 3250m. The sizeable investments made over recent years in artificial snow and new ski lifts already proved their worth....

Source : Plagne Aime 2000 Press Conference, October 26, 2016 in PARIS

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