



CHAMONIX-MONT-BLANC



PRESS FILE SUMMER 2023

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



Legendary and authentic: the Chamonix-Mont-Blanc Valley is a reflection of the nature that surrounds it.

A captivating environment

A wealth of history and heritage

A lively capital in the heart of Europe

Alpine performance, romantic contemplation, personal parenthesis, Chamonix reinvents history every day and invites everyone to live their own adventure. The COVID period has made us all aware of the importance of reconnecting with nature and taking the time to enjoy what it offers us.

We are pleased to present our summer press kit, with a special focus on our exceptional environment and the commitments of the valley in favour of ecological transition. Discover new events, new lifts, new hotels, culinary innovations and cultural performance.

You will also discover summer highlights such as the Chamonix Film Festival, the 20th anniversary of the UTMB trail event, the traditional Guides' Festival and the first edition of the Chamonix Photo Festival.

We hope this will inspire you to visit and to share with your readers a unique experience in the Chamonix-Mont-Blanc valley.

**Nicolas Durochat, General Manager
Chamonix-Mont-Blanc Valley Tourist Office**

A LEGENDARY VALLEY AT THE CROSS-ROADS OF 3 COUNTRIES

The Chamonix valley is located at the foot of the exceptional Mont-Blanc massif.

On the borders of Switzerland and Italy, it extends over 28km from west to east and englobes the resorts of Servoz, Houches, Chamonix-Mont-Blanc, Argentière and Vallorcine.

Servoz, with its village architecture opens the doors to the valley. Les Houches, a family village resort, offers an unforgettable panorama over the Aiguilles de Chamonix.

Chamonix-Mont-Blanc, birthplace of mountaineering, is a vibrant alpine town whose unique architectural heritage bears witness to a long and rich history.

Argentière, is a typical village at the northern end of the valley, with many characteristic old farmhouses and a remarkable baroque church and onion bell tower.

Last but not least, Vallorcine, located on the border with Switzerland, is particularly close to nature, ideal for both sporting and contemplative holidays.



Since the beginnings of tourism in the 18th century, the Chamonix-Mont-Blanc Valley is a place where stories have been written.

This is where mountaineering began and where mountain tourism developed, where the first Winter Olympics were born and where technical prowess reached new heights.

Innovative altitude sports continue to emerge here and the past and present great literary narratives inspire generations around the world.

Energy, pioneering spirit, commitment, are the strong values that qualify this exceptional territory.

The Chamonix Valley leads the way and invites the visitor to discover its extraordinary history, explore its captivating nature and live unique experiences in this lively alpine capital!

EXTRAORDINARY HISTORY



APPROACHING 300 YEARS OF TOURISM

The visit of two Englishmen, William Windham and Richard Pococke in 1741, influenced the course of history in the Chamonix-Mont-Blanc Valley.

The two Britons explored the valley and its glaciers and the enthusiastic accounts of their discovery were published in London and in various European newspapers. Writers, painters, scientists, soldiers and tourists were inspired to visit the famous Glaciers of Savoy and in particular the "Mer de Glace".

The conquest of Mont Blanc by Chamonix residents Jacques Balmat and Michel-Gabriel Paccard in 1786 completed the demystification of the peaks that dominate the valley and sealed the destiny of this small rural mountain village.

The train arrived in the valley in 1901, marking a new turning point in the tourist boom already initiated by the establishment of the first hotels and inns at the end of the 18th century. The famous rack and pinion Montenvers railway was inaugurated in 1908, then the first Winter Olympic Games, organized in Chamonix in 1924, contributed to the development of winter sports in the valley.

Around the same time, the first ski lifts were built: the Glacier cable car, Planpraz cable car, Bellevue cable car in Les Houches and later the Aiguille du Midi cable car.

PIONEERING SPIRIT

- 1091 : First legal mention of Chamonix in an act of donation by the Count Aimon 1st
- 1741 : The Britons Windham and Pococke visit the Chamonix Valley
- 1760 : Construction of the first hotel (Madame Coutterand's Inn)
- 1786, 8 August : 1st ascent of Mont Blanc by chamonix men Jacques Balmat and Doctor Michel Gabriel Paccard
- 1821 : Foundation of the Chamonix Guides' Company
- 1860 : The Savoy kingdom becomes a part of France
- 1901 : The train arrives in Chamonix
- 1908 : Montenvers cog railway
- 1924 : The first Winter Olympic games in Chamonix
- 1927 : Planpraz lift
- 1930 : Brevent cable car
- 1934 : Opening of the golf course
- 1936 : Cable car at Bellevue, les Houches
- 1955 : The Aiguille du Midi cable car
- 1965 : Mont-Blanc Tunnel
- 1982 : Trent Jones Senior designs the 18 hole golf course
- 2021 : 200th anniversary of the Chamonix Guides' Company



VALLORCINE, GENTLY DOES IT ...



Green mobility with the Mont-Blanc Express

Linking mountains and plains, France and Switzerland, the Mont-Blanc Express has been servicing the Chamonix Valley and onwards to Martigny, via Vallorcine, for over a century.

Embark on a panoramic journey through the Chamonix valley and discover charming hamlets and superb landscapes along the line. Travel between the villages of Vallorcine and Servoz is free of charge with the guest card.

Still considered a village «apart», this little corner of nature cradled between the Col des Montets and the Swiss border staunchly preserves its identity. Traditional chalets and ancestral farms bear witness to centuries of pastoralism. The village and outlying hamlets appeal to all those seeking a quiet location in the heart of nature.

Local producers, It's only natural!

- **The Vallorcine farm** with its bovine herd of "Les Brunes des Alpes" produces organic cheeses (Tomme de Savoie, Sérac, Petit Vallorcine), yoghurts, cottage cheese: 455 route du col 07 86 72 51 37
- **The organic garden of Vallo**, David Vallas grows organic vegetables and supplies many local restaurants with his seasonal produce. He transforms his red fruits into delicious jams. 06 83 97 94 52
- **Eco bread first**: Recently settled in the hamlet of Siseray, Hélène, an artisan baker, stokes her traditional bread oven several times a week to offer rustic breads made from organic flour. Tel: 06 89 65 53 65

These producers organise a small farmers' market every Tuesday in July and August from 4 p.m. next to the tourist office in Vallorcine.

An historic trail

Setting off from the Col des Montets, the walk along the ancient mule trail, known as the « Chemin des Diligences » allows hikers to discover a preserved cultural heritage: raccards (grain stores), chapels, oratories, the recently renovated church and its protective wall (the Turne). At the end of the walk, the small museum, located in an 18th century farmhouse invites visitors to discover the heritage of Vallorcine residents and the rural life of past centuries.

Maison de Barberine: open in July and August every day except Saturday from 2:30 p.m. to 5:30 p.m.

Xavier Dunand, heritage guide, proposes guided visits of Vallorcine every Wednesday morning at 10am by reservation only: Tel: 06 09 81 36 97

Un coin de fraîcheur et de curiosité, le vallon de Bérard

Enter the superb Berard valley and be captivated by this natural site. Within a half hour's walk from the hamlet of le Buet, a delightful trail leads to the Berard waterfall.

A footbridge straddles the banks of the torrent and offers a spectacular view of the tumultuous waters.

This site also harbours the memory of the famous counterfeiter Joseph Samuel Farinet, who supposedly took refuge in a cave beneath the waterfall. This hidden grotto is now open to the public and information panels tell the story of the colourful character who has become a legend in Alpine regions.



For a gourmet or refreshing break, a chalet-restaurant sits beside the torrent and is open daily from June to September 10 a.m. to 6 p.m.: 06 23 80 64 65

New to the site: The development of a via ferrata at the foot of the waterfall. (See page 22)

AGENDA

Find our events and entertainments programme on
www.chamonix.com

CHAMONIX FILM FESTIVAL

From June 13 to 18: third edition of the Chamonix film festival, an exceptional week for all mountain and adventure enthusiasts
<https://www.chamonixfilmfestival.fr>

ARTOCÈNE

From June 10 to July 23: Artocène festival intersects architecture and contemporary art, developing the themes of alpine landscapes and their fragile and moving nature. The title in 2023 is «emptiness as a landmark» with the presence of Etienne Klein
<https://www.artocene.fr/>

MARATHON DU MONT BLANC

From June 22 to 25: 8 races for this important trail running event: 90km, 42km, Young Race Marathon, 23km, 10km, Vertical KM, Starry Duo and Mini Cross. "Trail Camp" exhibitor village in Chamonix
<https://www.marathonmontblanc.fr/en/>

ARC'TERYX ALPINE ACADEMY

From June 29 to July 2: Mountaineering master classes, cinema projections, concerts, pro demos, climbing modules and numerous free activities for all levels.
<http://chamonix.arcteryxacademy.com>

COUPE DU MONDE D'ESCALADE

From July 7 to 9: a spectacular climbing competition in the centre of Chamonix. Speed and difficulty championships.
<https://www.coupe-du-monde-escalade.com/en/home/>

COSMOJAZZ

From July 22 to 29: the festival invented and mentored by André Manoukian brings both hills and valley alive with the sound of music. Concerts at altitude and in the town, jam sessions and improvisation throughout the valley.
<https://www.cosmojazzfestival.com/en/>

ARGENTRAIL

July 23: Different races and formulas: 14 km and 27km, relay or solo!
<https://www.argentrail.com/en>

MOUNTAIN GUIDES' FESTIVAL

From August 12 to 15: The traditional gathering of the famous « Compagnie ». Parade, induction of new guides, shows and live music... New this summer: the grand return of the Guides' Ball at the Majestic!
<https://www.chamonix-guides.com/en/guides-festival>

NIGHT OF BEARS

August 1 to 13 : an artistic and environmental event in Vallorcine !
<https://nuit-des-ours.com/>

UTMB® : 20ÈME ÉDITION

From August 28 to September 3: an epic trail-running event on a legendary route around the Mont-Blanc Massif, at the crossroads of France, Switzerland and Italy
<https://montblanc.utmb.world/>

TRAIL DES AIGUILLES ROUGES

September 24 : The Trail des Aiguilles Rouges is the last but not the least event of the trail-running season in the Chamonix Valley.
<http://www.aiguillesrouges.fr>

CHAMONIX PHOTO NATURE FESTIVAL

From October 21 to 23: The objective of the Chamonix Photo Festival is simple: to bring together tourists, amateurs and photography professionals, for a 3-day celebration of nature photography.
<https://chamonixphotofestival.com/>

FESTIV'ÉTÉ

L'INDEX, DINE AND PARTY

Enjoying a superb location in the Bois du Bouchet, a few minutes' walk from the centre of Chamonix, this new address is the successor to the Robinson creamery. Brimming with projects, the young managers William Le Roux and Thibaut Colomb, previously show producers and lifelong cooking enthusiasts, have transformed this place by mixing cuisine and culture. The bistro-style decor sets the tone. William is in the kitchen and makes it a point of honor to offer grandmother's dishes cooked as much as possible with local products (organic veal tartare from Vallorcine, snail sauce from Magland with morels from Lake Geneva, etc.). The restaurant has 42 seats and a beautiful terrace with a view of the Mont-Blanc range and the Index peak. This summer, the Jardin de l'Index is transformed into an open-air concert stage, with an eclectic programme: Zoufris Maracas, Chinese Man, Hugues Aufray, Gauthier Capuçon, Groundation and Massilia Sound System!

309, promenade des Crémeries 74400 Chamonix-Mont-Blanc 07 88 69 48 25

<https://index-chamonix.com/>



FESTIVE PROGRAMME AT THE MESS

In the heart of Chamonix, this atmospheric address proposes festive weekends (Fridays and Saturdays): From 5 p.m. to 7 p.m. sunset aperitif to a background of disco/funk house music, in the shade of the rooftop or at the bar. From 9 p.m. to midnight, dine to the rhythm of French and international music in the company of a DJ...

<https://messchamonix.com/en/accueil-english/>

SUMMER EVENING DINING AT THE REFUGE DES AIGLONS 4*

Every Tuesday evening in July and August, the panoramic terrace of the "Table du Refuge" restaurant takes the form of a «barbecue» dinner party! Guests will enjoy the friendly atmosphere with family or friends at the foot of Mont Blanc

<https://aiglons.com/en/>



UTMB® 20TH ANNIVERSARY OF A LEGENDARY TRAIL



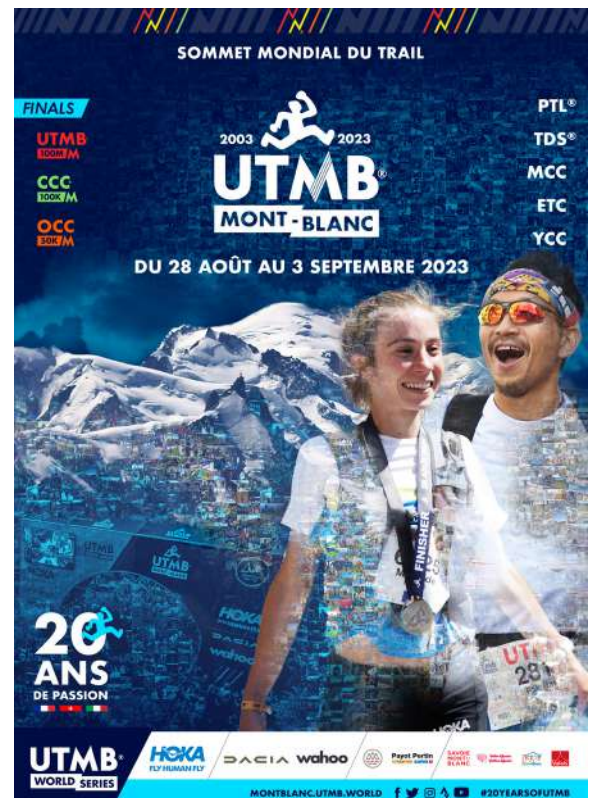
At the origins of this race, a couple, Michel and Catherine Poletti. Michel, a local man was a fan of endurance sport and therefore long-distance trails and had already participated in other legendary races such as the Templiers or even the Grand Raid Ariège.

Naturally, he and Catherine decided that the Chamonix Valley was an ideal location for an endurance race! A former relay race of 7 runners around Mont-Blanc disappeared in 1999 following the Mont-Blanc tunnel fire, creating a new opportunity.

The idea was launched, and it was in 2003 that the first edition of the UTMB® took place in terrible weather conditions! At the time, 720 runners set off on a 153 km course and only 67 were finishers on this first edition of a race that was to become legendary.

The following year, 1400 competitors took the start then 2000 in 2005. It is therefore in 2006, the CCC was created in order to offer more places.

The popularity of the race explodes in the following years, draws are established with waiting lists and the development of new race formats. In 2023 there are no less than 8 events across the week; the UTMB (170 km), the CCC (100km), the TDS (145 km), the OCC (56 km), the MCC (40 km), the YCC (from 4 to 15 km according to age), the PTL (300 km in teams of 2 or 3) and the ETC (15 km)



Many talents and vocations have been revealed thanks to the UTMB®. Since Dawa Sherpa and Krissy Moehl, first winners of the UTMB®, many of the greatest trail runners have followed in their footsteps: Lizzy Hawker with five victories, Kilian Jornet and François d'Haene with four victories, or the French doubles of Xavier Thévenard and Nathalie Mauclair, Ludovic Pommeret and Caroline Chaverot !

On the occasion of this 20th anniversary, a photo exhibition all around Mont-Blanc will take place from the end of June until the end of September. Each municipality crossed by the UTMB will propose a specific theme, illustrated by a dozen photos; friendship, sport, refueling, volunteers, extreme conditions . . .

CHAMONIX PHOTO NATURE FESTIVAL

1st EDITION

Since 1741 and the visit of the first English tourists, tens of millions of visitors have come to marvel at this untouched nature. Glaciers, mountains, rock faces, waterfalls, high altitude lakes, primary forests bring man back to his origins. At the confluence of climate change and the questions raised by new generations, the vision of our summits is changing.



A TEAM OF ENTHUSIASTS...

...United by a common passion, have developed this project with the Chamonix photo club.

Headed by photographers Mario Colonel and Pierre Raphoz, the Photo Nature Chamonix Festival association is born.



IN THE PROGRAMME FROM OCTOBER 21 TO 23, 2023

Exhibitions in the four corners of the valley, screenings of films, documentaries, meetings, conferences/debates.

A base camp set up at the Majestic with meetings, dedications, equipment tests and training.

Workshops to learn the use of modern tools (Photoshop, Lightroom...) to master post-production.

Field trips with masterclasses (with the Cie des Chamonix guides) with life-size equipment tests.

A photo contest with several categories open to the public, which will serve to raise awareness and reveal young talents.

<https://chamonixphotofestival.com/>



UNDER THE PROJECTORS

The young and talented photographer Jérémie Villet, a specialist of white photography, will be the mentor of this first edition.

<https://jeremie-villet.fr/>



ENVIRONMENT



THE CHAMONIX VALLEY: A LABORATORY FOR ENERGY AND ECOLOGICAL TRANSITION

Aware that it is essential to preserve a natural heritage that is as exceptional as it is fragile, the Chamonix-Mont-Blanc valley has been resolutely engaged for several years in multiple battles to protect its environment and actively organize its ecological and energy transition in different areas: mobility, housing and building, energy, waste and circular economy... Consult the Press kit – ecological transition

Consulter le Dossier de presse – cc-valleedechamonixmontblanc.fr



RENEWAL OF THE GREEN FLOCON LABEL

Certified since 2013, the Chamonix Mont-Blanc Valley renewed its Green Flocon label in 2022, attaining 2 snowflakes.

SUSTAINABLE MOUNTAIN DESTINATION

Visitors can find dedicated pages on the Tourist Office website indicating all the environmental measures taken (such as the Hameau Albert 1er, labeled Clé Verte) and concrete actions by socio-professional actors in the Chamonix valley

<https://en.chamonix.com/la-vallee/destination-montagne-durable>



SOFT MOBILITY & FREE MOVEMENT

Electric shuttles, hybrid and gas buses, renovation of the railway line, cycle route, pedestrian paths: the Chamonix valley is developing and structuring its eco-mobility.

Since 2005, the valley's public transport system of both trains and buses is free of charge, providing an all year round service for over 3 million annual passengers in a very busy valley.

ENVIRONMENT

COMMITTED TO NATURE

The Chamonix Valley has 3 Nature Reserves and more than 90% of the land is tributary to protective measures. There is a collective awareness of the need to respect our biodiversity and the preservation of ecosystems.



LA COMPAGNIE DU MONT-BLANC

The Compagnie du Mont-Blanc (CMB), is one of the leading ski lift companies in France.

Concerned about limiting the impact of its activities, and invested in a continuous improvement process, CMB is one of the few managers of ski areas and ski lifts in France to be quadruple certified on 4 standards of requirements.

In 2022, the company obtained the renewal of the certification of its 7 sites according to 4 standards:

- **Quality: ISO 9001**
- **Occupational Health and Safety: ISO 45001**
- **Environment: ISO 14001**
- **Energy: ISO 50001**

THE CHAMONIX GUIDES' COMPANY: A HISTORY OF ADAPTATION

Founded 200 years ago, the Compagnie des Guides de Chamonix is the oldest mountain guiding company in the world. The effects of global warming and climate change have induced the company to diversify its activities and to adapt its programme to the shifting seasons.

Melting glaciers, limited snow cover, repeated rock falls, damage to the habitats of animal and plant species, are just some of the indications that have to be taken into consideration.

The ascent of Mont Blanc is particularly exposed to the consequences of global warming and overcrowding, and for this reason, the Compagnie des Guides has chosen to limit the number of reservations possible, in favour of lesser-known itineraries.

Their «summer» programme of high-mountain activities now begins in April and continues through until early November. Some outings are no longer scheduled in the height of summer due to unsatisfactory conditions.

Consult the booklet:

[LIVRET DES GUIDES ENG – FR](#)

ELEVEN DESTINATIONS, ONE OBJECTIVE: BEST OF THE ALPS STRENGTHENS ITS ACTION IN FAVOUR OF THE ENVIRONMENT

In order to trigger a new dynamic and define a common direction, Best of the Alps is strengthening its action in favour of sustainable development.

This association, made up of eleven emblematic destinations in the Alpine Arc (Germany, Austria, Switzerland, Italy and France). The BOTA organisation is a hub of expertise and knowledge, headed by Sammy Salm.

The aim is also to play a major role in the sustainable development sector and to pave the way towards more respectful tourism, to which Chamonix-Mont-Blanc, St. Anton am Arlberg, Crans-Montana, Kitzbühel, Megève, Garmisch-Partenkirchen, Lech Zürs am Arlberg, Cortina d'Ampezzo, Courmayeur, Seefeld and Davos have pledged their reputation.

<https://www.bestofthealps.com/en/>

ENVIRONMENT

REFRESHMENT CHALET AT BERARD WATERFALL

Accessible in 20 minutes from the hamlet of Le Buet in Vallorcine, the Bérard waterfall bar is located in the heart of nature, above its eponymous waterfall. For a coffee, a lunch or a snack, Marine and Marion offer a small menu based on fresh and «home-made» products and favour short circuits by working with local and regional suppliers and producers. They do not sell bottled water and courageously carry spring water from les Pècles (reputed to be the best water in the valley!) in containers on their backs!

Réservation : +33 (6) 23 80 64 65

facebook.com/cascadedeberard.labuvette



THE NEST BOX TRAIL AROUND SERVOZ

About twenty nest boxes have been installed to allow the observation of great tits, house robins and black redstarts along two accessible paths in the village of Servoz. This educational project with multiple virtues was carried out in partnership with the Parents' Association of the School of Servoz, the CFA Carpentry college of Sallanches, the Community of Communes of the Chamonix Mont-Blanc Valley and the Town Hall of Servoz.

BUT ALSO ... THE LITTLE TOURIST TRAIN IN CHAMONIX TOWN CENTRE which offers a scenic guided tour, with commentary in English, in and around chamonix is now 100 % électrique.

<https://trainchamonix.com/en/>

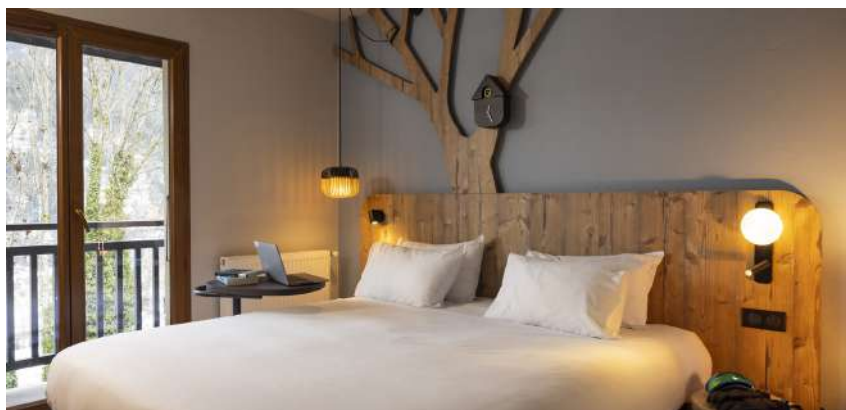


ACCOMMODATION

ATYPICAL ACCOMMODATION

The Charpoua is a small refuge which nestles at the foot of the famous Drus peaks at an altitude of 2,841 metres. The refuge closed after the 2022 season in anticipation of important renovations. Work began in spring 2023 and this rehabilitation project, carried out by the Chamonix municipal council, will give this historic shelter a new lease of life. The new Charpoua hut will reopen to the public in June and will retain the same reception capacity.

<https://refugecharpoua.wixsite.com/refugecharpoua/>



IBIS STYLE LES HOUCHES

Located a stone's throw from the Bellevue cable car in Les Houches, the former Mèlèzes hotel reopened at the end of February 2023 under the Ibis Styles brand, after a complete renovation. The new establishment has 48 rooms and an Italian restaurant (see DP page?). The project management was entrusted to the Parisian firm Didier Knoll & Elodie Goddard Architects. The atmosphere and decoration echo an enveloping nature, like a cozy nest

https://all.accor.com/hotel/B9P8/index.en.shtml?y_source=1

AND ALSO...

Located in an exceptional spot in Les Praz de Chamonix, surrounded by the prestigious 18-hole "Robert Trent Jones Senior" golf course, the Hotel Le Labrador*** is joining the Mont Blanc Collection hotel group this summer.



ACCOMMODATION



LE HAMEAU ALBERT 1ER CELEBRATES ITS 120 BIRTHDAY: 5 GENERATIONS OF THE CARRIER FAMILY AND 5 STARS IN THE HEART OF CHAMONIX

Built in 1903, this emblematic establishment is celebrating its 120th anniversary this year! The initial station inn was built to coincide with the arrival of the train in Chamonix. The hotel has continued to evolve in parallel with the history of the Chamonix valley. For example, central heating was installed in 1924 for the comfort of customers attending the 1st Winter Olympics...

Today, the small family pension has been transformed into a luxury hamlet: the Hameau Albert 1er, in the heart of Chamonix, a 5* hotel with 37 rooms, suites and chalets, a gastronomic table, a farmhouse table, a spa with indoor and outdoor swimming pool facing Mont-Blanc.

The anniversary will be embodied by an exhibition in the establishment's historic building. Customers will also be able to leaf through a family «Gazette», specially published for the occasion, retracing the «biography» of the hotel. The talented chefs will offer gourmet treats on the theme of the 120th anniversary.



[Histoire de famille F JANVIER 2023.pdf \(hameaualbert.fr\)](#)



[Consulter le dossier de presse dédié : Dossier de Presse 120 - 2023 FR.pdf](#)

WORLD CUISINE



YUMIDORI : A CHAMONIX SUSHI WORLD CHAMPION !

A graduate of the World Sushi Skills Institute and already three-time French sushi champion (2017/2018 and 2021), Jérémie Séguda has risen to the top 5 in the general ranking of the world sushi championships in Japan in 2023! In his Yumidori concept store, located on Avenue Ravel-le-Rouge in Chamonix, fans can order homemade bowls, sushi and desserts, to eat-in or take-away.

yumidorichamonix.com

THE NEW GHANDI IN LES HOUCES

Since February 2023, Sitari and his team have reopened the doors of their Indian restaurant located in Saint-Antoine, les Houches. The new interior decoration pays tribute to the famous spiritual guide Ghandi, with a mural patchwork made up of black and white photos that retrace his life story. Vegetarian specialties, grilled meats, curry dishes are on the menu at this reputed

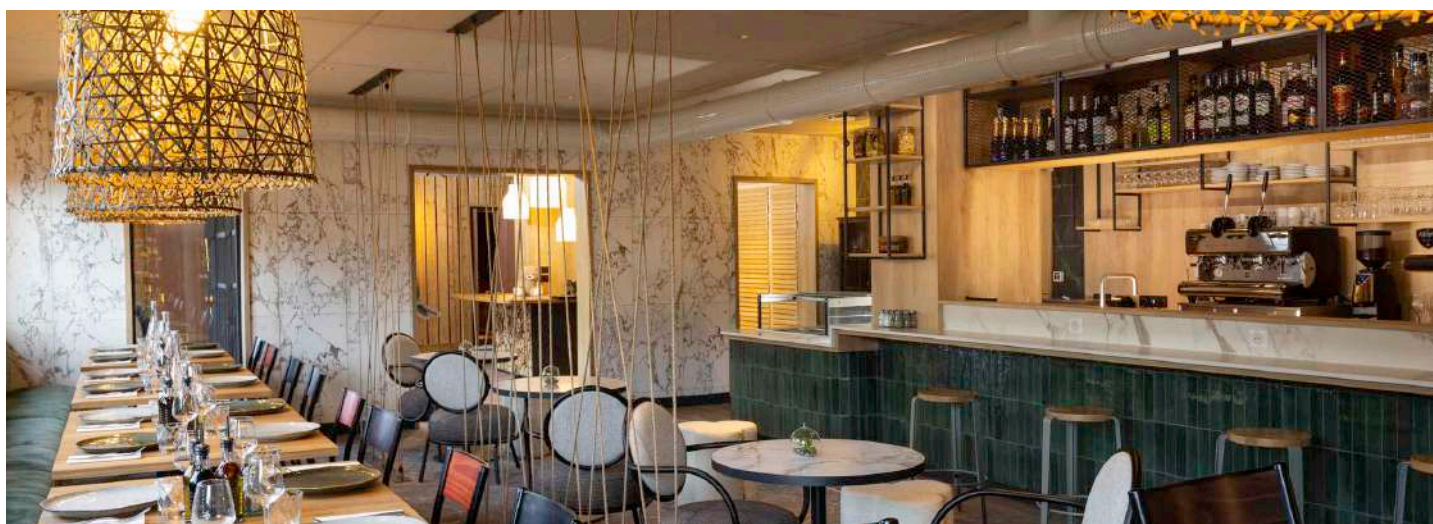
restaurantgandhi.fr



MAMMA GIULIA – ITALIAN SAVOURS IN LES HOUCES

Located in the new Ibis Styles, a stone's throw from the Bellevue cable car, this new address with a cozy and original decoration is masterfully managed by director Mauro Perez. Originally from Florence and having worked on cruise liners for a long time, Mauro has dropped anchor in the Chamonix valley. Together with the chef Tanel, also a fine pastry chef, they are developing an ephemeral menu with Italian accents, favoring fresh and seasonal products. The restaurant can accommodate 65 people and has a small corner that looks like a cheese cellar, for lovers of Savoyard specialties. This summer, Mamma Giulia will be open for lunch and dinner. Closed on Monday

[ibis Styles Les Houches Chamonix - ALL \(accor.com\)](http://ibis-styles-les-houches-chamonix-all.accor.com)



GOURMET NEWS

A NEW GASTRONOMIC TABLE AT THE GORGES DE LA DIOSAZ IN SERVOZ



Hugo Lemercier took over the reins of this address in the centre of Servoz in July 2022, in a building that housed a former post house in the 18th century.

Affiliated to Hôtels & Préférence (hotelspreference.com), the Auberge is classified 3 stars and has 6 rooms. The young couple have planned renovations after the summer.

Hugo concocts refined gourmet cuisine, sublimating fresh and seasonal produce such as snails from Poisy or char from Lake Geneva. Market menu (starter + main course + dessert) from €32 Gourmet menu from €59

auberge-des-gorges.com



A GASTRONOMIC DINNER AT THE HOTEL - REFUGE DU MONTANVERS

Perched at an altitude of 1913m, in a grandiose setting, overlooking the Mer de Glace and facing the majestic Drus, this legendary hotel, dating from 1880, is the ideal setting for a mountain retreat. Accessible in 20 minutes from Chamonix, aboard the famous rack and pinion railway of Montanvers, hotel guests will enjoy a haven of peace, once the last train departs for Chamonix.

This summer a new chef, Alexandre Tamburini, will delight guests with a gourmet dinner. Originally from the Savoy, Alexandre has trained with big names such as: Alain Chapel, Jean-Pierre Jacob, Philippe Labbé, Julien Machet and Boris Campanella who remains his mentor. For five years, Alexandre was head chef at the Fairmont in Geneva. For a chef who is inspired by nature and authenticity, what better place to practice his talents than the Refuge du Montanvers? The charm, history and soul of the place are a source of inspiration for Alexandre and his team.
(from €150 on BB).

<https://www.refugedumontanvers.com>

GOURMET NEWS



ROSE DU PONT, A CAFE RESTAURANT OF REMARKABLE ARCHITECTURE

Passionate about beautiful places, Lydie and Laurent Mougenot have renovated the emblematic Chamonix establishment “La Terrasse” and rechristened it the “Rose du Pont” (Pink of the Bridge).

To breathe new life into this 700 m² noteworthy property, the architect-decorator Christophe Bro chose to retain the cachet of the historic interior, while recreating a second space with a masterful volume and a unique contemporary touch. Outside, the pink color restores its brilliance to the facade. Inside, Art Nouveau is honored with mosaic frescoes, glass paste creations, and moldings.



Christophe Bro imagined a monumental bar in marble and carved wood, backed by a cathedral library filled with bottles which dominates the entire height of the café. Elegant furnishings complete this colorful and impressive renovation. Open every day of the week since December 2022, this vintage and trendy café/restaurant can accommodate 200 people.

www.rose-du-pont.com

THE BIG TABLE IN LES HOUCHES

Located just beneath the mountain museum of Les Houches, the Gîte Michel Fagot opens for dinner every evening this summer (from the beginning of June to the end of September) on the newly renovated terrace. A small menu made up of fresh produce, all homemade, with a €20 menu that changes every evening.

+33.(0)6.75.31.27.41 <https://www.gite-fagot.com/>

MALABAR PRINCESS

This restaurant, formerly Chais Guillaume, reopened during winter 22/23. For lunch, for an aperitif or for dinner, the Malabar Princess, half cheese bar, half restaurant, serves the famous fondue from the Toquicimes competition, under the patronage of French chef Emmanuel Renaut! Open daily 12 noon to 11 p.m. - closed Monday and Tuesday

<https://www.vinsurvin-chamonix.com/en/>

GOURMET STAR

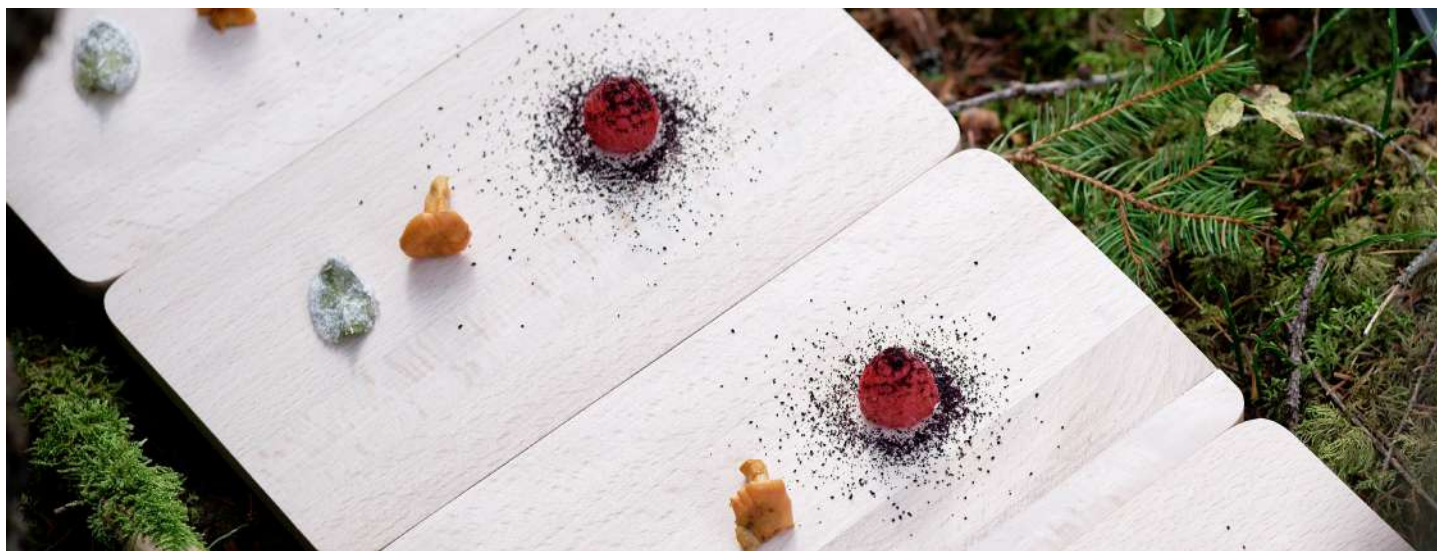


PERRINE BETTIN – CULINARY DESIGNER

Having grown up in the Chamonix Mont-Blanc valley, Perrine Bettin developed a strong attachment to nature and a sensitivity for the environment from a very young age. With a Master in Design & Culinary arts (Ecole de l'ESAD Reims), Perrine has developed an original project in connection with her studies and the close relationship she maintains with her beautiful, yet fragile surroundings.

The practice of culinary design allows her to create unique experiences across the spectrum of food, poetry and the environment. "I am not a chef, but I work with chefs in order to develop new scenarios for tasting, in harmony with the world around us. » To raise awareness through the symbolic, poetic and universal expression of the living and the edible, Perrine is offering culinary experiences this summer, for groups of minimum 6 persons, on the theme of glaciers and/or the forest.

<https://www.bettinperrine.com/>



NEW CREATIONS CHEZ RICHARD

Maison Richard has just created a new chocolate bar, imitating the relief of the Mont-Blanc chain and packaged in a pretty square box, exclusively designed by Mathilde Ravanel, a young artist from Chamonix (www.mont-studio.com). These crunchy bars weigh 160 grams and are made with Valrhona equatorial chocolate (35% for milks - 55% for darks).

<https://patisserie-richard.fr/>



WELL-BEING



A TEEPEE AND A MASSAGE BENEATH THE SUMMITS

After her studies and a position in marketing and communication, Pauline took a radical change of direction and trained as a masseuse. Today, she has created her own structure, @myosens_massages, which offers sports and Swedish massages in the Chamonix valley. The difference is in the teepee, heated by a wood fire in a quiet location in Les Houches. Time to let go, to become aware of your inner-self, to restore movement to the body through relaxing and tonic massages. Info and booking on

<https://myosens.fr/en/accueil-english>

BRUNCH & SPA AT THE HOTEL-REFUGE DES AIGLONS 4*

Enjoy a moment of relaxation in the Deep Nature Spa area of the Refuge des Aiglons (heated outdoor swimming pool with a view of Mont Blanc, whirlpool bath, sauna and hammam) while enjoying a massage of your choice, followed by a delicious brunch in the restaurant The Refuge. The "Discovery" formula starts at €75 per person with brunch, a 20-minute massage and access to the wellness area for 1 hour; The "Relaxation" formula starts at €110 per person with brunch, 45-minute massage and access to the wellness area for 1 hour.

Reservations necessary at least 24 hours in advance – offer available every day from 10 a.m. to 4 p.m. (except Saturdays).

<https://aiglons.com/en/>



SUNDAY BRUNCH AT THE ALPINA HOTEL

For a well-being Sunday morning treat: relaxation at the spa (jacuzzi, sauna, hammam, fitness and rest room) and buffet breakfast at the panoramic Vista, located on the 7th floor, with a breathtaking view of Chamonix and the Massif du Mont Blanc. €160 for 2 people with breakfasts, 30-minute relaxing duo massage and access to the spa for 1 hour.

<https://en.alpinachamonix.com/>

NEW WELLNESS AREA AT THE HOTEL PRIEURE

In the centre of Chamonix, the Hotel Prieuré*** is building a brand new wellness area this summer: Spa Cinq mondes, sauna, hammam, swimming pool, fitness room, treatments and a solarium facing Mont-Blanc.

<https://en.prieurechamonix.com/>

ACTIVITES



SMART: FREE GUIDED TOURS WITH NUYAMA TO EMBLEMATIC SITES

In partnership with the Compagnie du Mont Blanc, the Nuyama trail guides are offering free and educational visits to various sites in the Chamonix Valley this summer. In addition to the thematic discoveries already organized at Montenvers and Aiguille du Midi, guides accompany visitors to the Flégère in Chamonix and to Bellevue in Les Houches. To take part in these informative hikes, amateurs must first book online via the Compagnie du Mont-Blanc website. Flégère site: "Discovering mountain flora and fauna"; Tuesday and Thursday from 11/07 to 24/08. Departures at 9:30 a.m. and 1:30 p.m. Bellevue site: «Plants for use - Man and the mountain». Weekends in June and September, every day in July and August. 2 departures / day - 9:30 a.m. and 1:30 p.m.

<https://www.nuyama.com/en/theoutdoorsoul/>
<https://www.montblancnaturalresort.com/en/visites-guidees>

THEMED CLIMATE ADVENTURE TRAILS

These 5 trails combine fun and science with both a scenario and a plot! Visitors follow in the footsteps of the emblematic scientist Joseph Vallot and the members of his family, who were already questioning the evolution of the climate and the landscapes of the Chamonix valley in the 19th century. A digital application allows you to download all the information and a game kit (5 notebooks, mini-interpretation tools, etc.) can be purchased at the Tourist Offices in the Chamonix valley, at the Maison du Lieutenant in Servoz, or at the Chalet on the Col des Montets. The epilogue of the plot takes place in the centre of Chamonix. United by a common thread, the 5 trails can be discovered separately.

- Flowers (Servoz)
- Forest (Les Houches)
- Wilderness (Chamonix)
- Water (Vallorcine)
- Épilogue in Chamonix centre

Sentiers thématiques de l'aventure climatique :
Chamonix Mont Blanc



ACTIVITES



VIA FERRATA IN VALLORCINE

This summer, a Via Ferrata opens just downstream from the Bérard waterfall. Free access, although the services of a professional guide are recommended. For families, but the level is AD+ (quite difficult).

TRAIL RUNNING WITH THE CHAMONIX GUIDES' COMPANY

The prestigious Compagnie des Guides de Chamonix is offering 3 new trail outings this summer for enthusiasts and experts. Different formulas over 1, 3 or 4 days. Rates from 105 €

More information on <https://www.chamonix-guides.com/en/activities/category/outdoor/mountain-biking>

INCLUSIVE SPORT BY MYLINE

A mountain-lover and aware of disability since a very young age, Charlotte Escoffier is a teacher in Adapted Physical Activity. In 2022, she made the audacious decision to combine her passion with her values by creating MyLine in Chamonix.

Her structure fulfils a mission of social utility with two main objectives: - to accompany people with specific needs to practice an adapted sporting activity in Chamonix with their loved ones. – to facilitate stays in Chamonix for people excluded from existing ordinary tourist facilities by putting them in contact with qualified tourism professionals, and adapted to their needs

www.my-line.fr



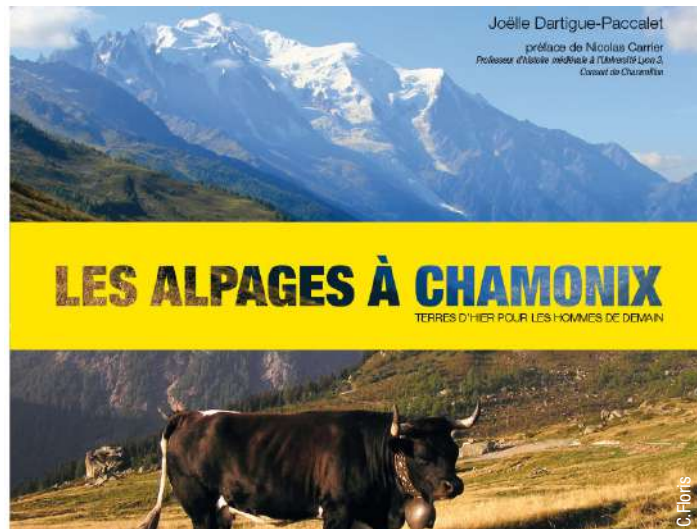
ALPAGES

MOUNTAIN PASTURES AND OWNERSHIP

Before the arrival of tourism, the inhabitants of the Chamonix valley led an agro pastoral life, punctuated by long and harsh winters and significant natural constraints. From spring onwards, the herds headed for the mountain pastures. Today, about twenty farms continue to use the agricultural space of the valley all year round. The many mountain pastures that are still in use represent an essential resource for the livestock: Blaitière, Balme, Chailloux, Charamillon, Charousse, La Flégère, La Pendant, Pormenaz, Loriaz...

These preserved natural sites, endowed with remarkable biodiversity, also bear witness to century-old traditions and heritage.

Since the Middle Ages, by notarial deeds called «Reconnaissances», the mountain pastures have been the property of the «Consorts» (generations of farming families). Among the old deeds found in the archives are those of Charamillon (1730), Blaitière (1790), Balme (1801), Flégère (1842). In the past, major events in the valley (wars, tourism, etc.) have upset this ancestral agro pastoral economic model and led to its decline. Today, the Consorts are committed to reviving and perpetuating the tradition inherited from their ancestors: grazing livestock (essentially cows) on high altitude meadows during the summer months. This desire is not devoid of constraints as abandoned pastureland has had to be reclaimed and cleared, water supplies restored and farm buildings rebuilt. In addition, the mountains are now shared with tourist infrastructures (lifts and restaurants), hikers, cyclists, skiers, dogs and predatory animals.



Nevertheless, these mountain pastures, traditionally called «Mountains», constitute a unique natural heritage, accessible to all. During the summer they resonate with the sound of cow bells and harbour a rich alpine flora. Discover them, respect them, recharge your batteries... Pleasure and contemplation!

Good read :

«Les alpages de la Vallée de Chamonix Mont-Blanc, terres d'hier pour les hommes de demain» par Joëlle Dartigue-Paccalet - Préface : Nicolas Carrier, historien médiéviste - Editions du Pas de Chèvre - 2017



FELT WOOL WORKSHOPS AT BLAITIERE MOUNTAIN FARM

Nestled on the northern slope of the Chamonix valley, the Blaitière mountain pasture is located at an altitude of 1708m. In 2021, a new couple of shepherds took up residence for the summer months with their flock of 60 Thônes and Marthod sheep. This summer, Carine is proposing 2 wool felting workshops (1 date to come in July and 1 date to come in August 2023). The Blaitière mountain pasture is accessible in two hours on foot from the centre of Chamonix, but it is also a possible stopover when walking down from the Plan de l'Aiguille.

Contact : Carine Gardienet, bergère à Blaitière : 06 24 06 64 20

<https://en.chamonix.com/activities/hiking/>

THE ALPAGE AGENDA :

- 10 June: Season migration to Blaitière
- 17 June: Fête des Consorts à Charamillon
- 21 July: Transhumance festival in Argentière. The herd of 1,200 ewes and goats belonging to Vincent and Tifenn Fournier (Orthaz sheepfold) will migrate from the village of Le Tour to Argentière before taking up new grazing quarters at the Flégère.

Find out more about farming in the Chamonix Valley on our blog

<https://en.chamonix.com/infos-et-services/espace-presse/le-bonheur-est-dans-l-alpage>

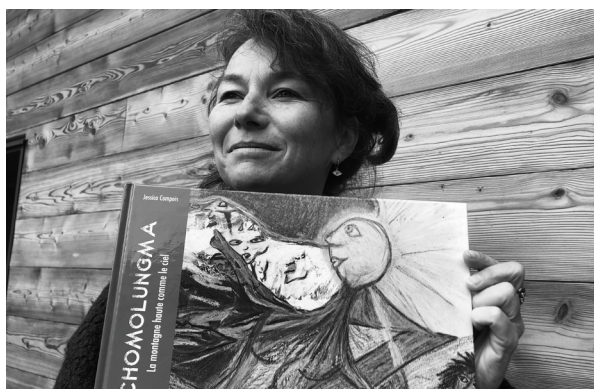


MADE IN CHAMONIX

PUBLISHING HOUSE «LIKE THREE APPLES»

A graduate in art history, with a master's degree in publishing, Jessica Compois has many strings to her bow: journalist, writer, museum curator, publisher, co-founder of Globule radio... In 2022, she decided to create her own publishing house for young people: «Comme Trois Pommes», for which she wrote and illustrated her first album «Chomolungma, the mountain higher than the sky».

Jessica Compois has been nurturing this story for 20 years, ever since Marco Siffredi, her childhood friend, disappeared on Everest. Going beyond the tribute, she wanted to inscribe in the imagination of children reading this tale, the idea that their dreams are accessible. "Like three apples": the first apple appeals to the IMAGINATION; the second awakens CURIOSITY, and the third apple is for COMMITMENT. 1 euro per book is donated to an association that supports children and women in the country where the mountain is located. She wants to launch a collection entirely dedicated to stories or tales that have the emblematic peaks as their backdrop.



HÄSTKO: SPORT'S UNDERWEAR

Imagine two girls, passionate about horse riding, Crossfit®, trail running, cross-country skiing and snowboarding. Aurélie and Joséphine are free spirits. They met in Chamonix Mont-Blanc, a favorite playground for outdoor sports and came to the same conclusion: finding good sports lingerie - both technical AND aesthetic - is not an easy task! Sports bras that compress like Marie-Antoinette's corsets and panties that relax didn't do anything for them! Following yet another injury in the saddle, they finally got started: time to revolutionize sports lingerie. HÄSTKO launched its first range in October 2019.

<https://hastko.com/en>



ROCK & ROMANCE PARENTHÈSE: A COMMITTED YOUNG BRAND MADE IN CHAMONIX!

A concept store with a whole range of attractive products and a young brand made in Chamonix, created by Florence and her niece Camille: "Parenthèse Rock & Romance". Their environmental commitment: reduce the carbon footprint, promote French know-how & limit waste

- Proximity: 50% of their products are made in Europe, mainly in France
- Objective 0 waste: they think and create their collections in such a way as to optimize the use of their fabrics
- Mini series: production in small quantities, as and when ordered
- Reused packaging: a maximum of recycled packaging to ship orders

[parentheserockromance](#)



PLACES OF WORSHIP AND CULTURE

REMARKABLE STAINED GLASS WINDOWS IN VALLORCINE CHURCH

Built in the same place since the 13th century, the existing Vallorcine church dates from 1756 and due to avalanche threats, it was rebuilt perpendicular to the initial church. Since the 18th century it has undergone seven restorations. The most recent restoration necessitated several years of closure and the church finally reopened its doors in January 2023.

The interior of the building is of an immaculate white and houses magnificent 18th century paintings – probably the work of Vallorcin artists – which were revealed when restoration works began and were restored in accordance with the Venice charter. Visitors will also have the pleasure of discovering exceptional stained-glass windows, created by the Dominican priest Father Kim. Local resident Dominique Ancy, who has been very involved in this restoration project, tells us that Father Kim, who is of Korean origin, combines the gesture of the oriental calligrapher in an upward movement, with the light of Western colour. 751 years after the foundation of the church in 1272, the restored edifice bears witness to the skills of the Vallorcine people, alongside the talent of a contemporary artist of international renown.

eglise-vallorcine.fr



REJUVENATION FOR THE CHAMONIX PROTESTANT CHURCH

Dating from 1860, the temple (or “English chapel”) was built to provide a place of worship for the many British subjects already passing through Chamonix. Regularly maintained and frequented, it spans the centuries. The building is now owned by the Reform Church of France. Ambitious renovation work on both the temple and the presbytery, which began in 2022, is underway for an overall budget of €1,550,000. In addition to the necessary repairs and fittings, technical equipment to facilitate the organization of cultural activities (concerts, exhibitions, screenings, etc.) is being installed. Visit: Presse | protestantschamonix

RESTORATION OF THE PAINTINGS IN ARGENTIÈRE CHURCH

The renovation project for the paintings of the Argentière church was initiated by the town hall in 2022 and was completed early 2023. Works were carried out by a company specializing in the renovation of heritage sites. The magnificent Baroque altarpiece, built out of stone pine is adorned with gold leaf and carmine. The Argentière church regularly hosts organ concerts.



EXHIBITIONS

ALTITUDE LAURENCE GANCEL AT THE HAMEAU ALBERT 1ER

From April 4 to November 5, 2023

An exhibition of oils on canvas in the footsteps of James David Forbes who opened the Haute Route - CHAMONIX – ZERMATT- in August 1842.

LAURENCE GANCEL, painter, captures the atmosphere of fleeting moments in the mountains and creates spellbinding landscapes.

A work in the service of light, sentiments and the forces of nature

Exposition d'huiles sur toile – Laurence Gancel | Hameau Albert 1er



ALPINE VISIONS AND PAPER LANDSCAPES CÉCILE FOURCADE AT LA LIBRAIRIE SAUVAGE

From July 26 to September 25, 2023

A graduate of the Ecole Nationale Supérieure des Beaux-Arts in Paris and in architecture, Cécile Fourcade uses different processes such as photography, watercolour, engraving... She has developed a technique which conveys the emotions she has experienced in the mountains since her early childhood. Her works, composed of different layers of thin paper superimposed, glued and cut, inevitably draws the gaze to the horizon of peaks and crests. The relief and the sky come together like the mountaineer evolving along a ridge, between sky and earth.

lalibrairiesauvage.com

UP ON THE MOUNTAIN: CLAUDE D'HAM AT THE PLAN DE L'AIGUILLE REFUGE

From June 21 to October 31, 2023

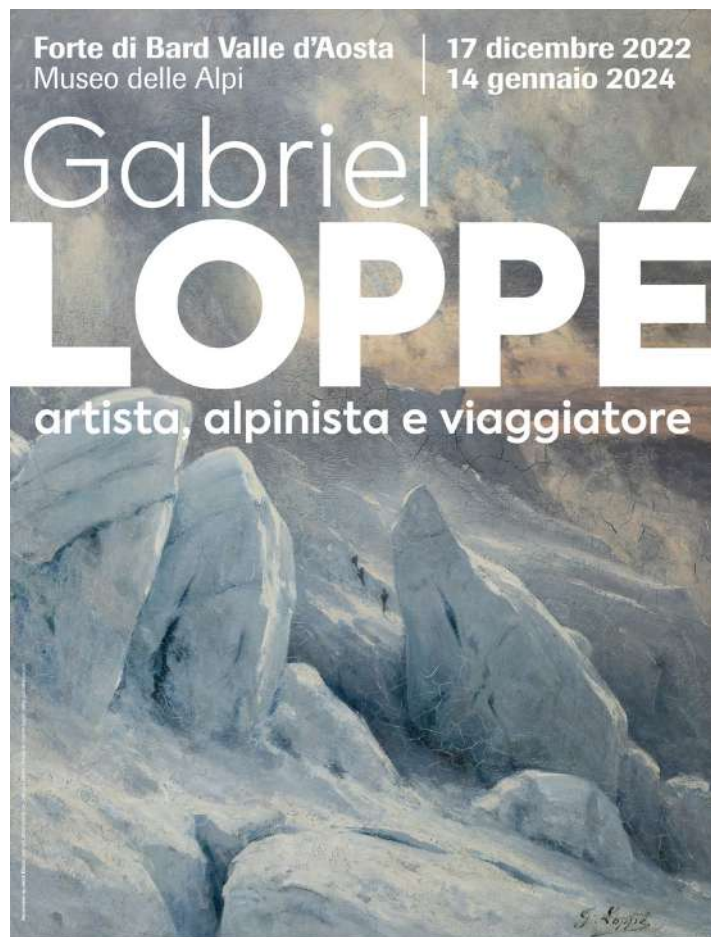
This summer/autumn, Chamonix artist Claude d'Ham exhibits her charming retro paintings at the Refuge du Plan de l'Aiguille. The chalet/refuge is perched at an altitude of 2,300m and is easily accessible by cable car or alternatively, on foot from Chamonix (allow 2 hours). An exhibition of around forty paintings, illustrating timeless mountain life in the Chamonix valley using sepia colours, but also illustrations of bucolic country life in brighter tones. Through her paintings, Claude d'Ham invites us to return to childhood, her favorite theme. An exhibition that will delight children and visitors of all ages.

<http://clo.dham.free.fr/>

<https://refuge-plan-aiguille.com/>



A DAY OUTSIDE THE WALLS



LOPPÉ EXHIBITION AT FORT DE BARD

From December 17, 2022 to January 14, 2024

Located less than 100 km from Chamonix in the Italian Val d'Aosta, the Fort de Bard hosts a remarkable exhibition dedicated to Gabriel Loppé (1825-1913), painter- mountaineer, photographer, and traveller. Witness to spectacular panoramas, the artist depicts in his works the grandeur of the mountains, the glaciers severed by crevasses and fissures and magnificent sunsets, particularly from the summit of Mont Blanc. From 1849 to 1912, he regularly stayed in Chamonix, where he found immense inspiration. This exhibition brings together more than 90 paintings, drawings and photographs to illustrate the different facets of this strong personality in the world of alpine painting and 19th century mountaineering.

To find out more: Gabriel Loppé (1825-1913), artist, mountaineer, photographer and traveller.

<https://www.fortedibard.it/en/mostre/gabriel-loppe-artiste-alpiniste-et-voyageur/>



charta



history

nature



mountain



influencers

adventure



destination



culture

environment



Chamonix

sport

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

passion

Mont-Blanc

WHO ARE WE ?



WRITING HISTORY FOR OVER 250 YEARS

Birthplace of alpinism, the Chamonix Mont-Blanc Valley has been writing mountain history since the beginnings of tourism in 1741.

Through the identity of 5 villages (Servoz, Les Houches, Chamonix, Argentière et Vallorcine) (re)discover the multiple facets of this unique valley.



THE PILLARS OF THE IDENTITY CHAMONIX MONT-BLANC

Captivating nature

A place where nature is of an intensity beyond measure.

An extraordinary history

A never-ending story between mountains and people.

A vibrant capital

The epicenter of mountain culture.



OUR SOCIAL NETWORKS IN FIGURES

Facebook

225 215

Community (April 2023)

6,8 Millions

Page covers

Instagram

190 918

Community (April 2023)

2,2 Millions

Page covers



OUR SIGNATURE OPEN THE WAY

At the foot of Mont Blanc, 4810m, the highest peak of Western Europe, the Chamonix Mont-Blanc Valley is a temple of the mountain tourism.

In the face of such sacralized landscapes, we must be both humble and audacious.

This birthplace of legends and exploits is worthy of absolute respect, whilst inspiring the pioneering spirit. Impelled to the heights by its needles and summits, bordered by rivers and glaciers, this exceptional environment calls for a high sense of responsibility.



INFLUENCERS KEY INFLUENCERS OF INTEREST TO US

Today, the reputation of the Chamonix Valley is far-reaching. In addition to inspirational content, we wish to relate the stories which have made, make and will make the identity of the Chamonix valley, via the following axes:

- Nature
- Sport
- Culture & heritage

- Sport
- Culture & histoire



NATURE

Discovery of local wildlife and flora, raising awareness to this fragile ecosystem that must be protected.

- Good practices to adopt in our mountain environment, living harmoniously and with minimal impact,
- Raising awareness to the effects of climate change,
- The Chamonix valley, sustainable mountain destination.
<https://en.chamonix.com/la-vallee/destination-montagne-durable>



SPORT

An amazing playground to be consumed with moderation.

Whatever one's approach and level of commitment, the Chamonix valley offers everyone an opportunity to live their personal adventure.



CULTURE & HERITAGE

Alpine, scientific, architectural, artistic, musical, literary, audiovisual...

The Chamonix Valley has also been a place that inspires. Much more than a ski resort, Chamonix is a mountain capital, full of authentic personalities who are the soul of this cosmopolitan place.



An influencer is a "person who, due to their popularity and expertise in a given field, is capable of influencing the consumer practices of Internet users through the ideas they disseminate" (source Larousse). For us, the influencer is also a content creator who combines creativity and analytical skills to relate their experience, with authenticity and objectivity, to a specific audience.

SUMMER 2022 FIGURES

Number of beds in the Chamonix Valley: **82,469 beds with 20,612 professional, 16,308 semi-professional and 44,256 private beds.**

Number of bed-nights: **8 million bed-nights in 2022** with 53% in summer and 47% in winter. Growth in summer stats in recent years

Client origins: France **54.1%** - Other countries **45,9%**

PODIUM SUMMER 2022

TOP 1: UK

TOP 2: USA

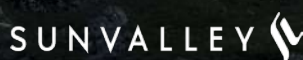
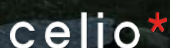
TOP 3: NETHERLANDS

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Official Partnership



Yucca Films, Office de tourisme de la vallée de Chamonix Mont-Blanc, Alexandre Juillet, Morgane Raylat, Cécile Gruffat, Club des sports de Chamonix, Gaëtan Haugeard, Fabian Bodet, Salomé Abrial, Collection Musée Alpin de Chamonix, Agence Zoom, Pierre Raphoz, Archive Communales de Chamonix, Cie du Mont-Blanc, Cie des Guides, Auberges des Gorges de la Disoaz, Gabriel Loppé, Corentin Leray, Jérémie Villet, Mario Colonnell, Daniel Rodrigues, Nuyama, Le Mess, Refuge des Aiglons, UTMB, MB Collection, Ibis Style, Seb Montaz, Best MB, Gîte Michel Fagot



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[@chamonixmontblanc](https://www.facebook.com/chamonixmontblanc)



photo.chamonix.com



[Chamonix-Mont-Blanc](https://www.youtube.com/Chamonix-Mont-Blanc)



[chamonix.com](https://www.chamonix.com)