

Les Menuires, a landmark in Skiing!



**PRESS
KIT**
WINTER 2024 • 2025



Les Menuires Affirms Its Identity

Certain resorts have a knack for getting people talking, and Les Menuires is no exception, often sparking lively linguistic debates. Let's be clear once and for all: **Les Menuires is spelled without any accents.** No acute, no grave, no circumflex, nor any hats other than the helmets and winter hats! Indeed, the "friendliest" resort in the 3 Vallées is pronounced "Meunires," not Ménuires, despite its well-played role among the other resorts in the world's largest ski area, boasting 600 kilometres of groomed, marked, and enhanced pistes every year.

An "Ultra" Modernist Resort

Though it lacks accents in its name, Les Menuires has always emphasised its architecture. "Whether people talk about me positively or negatively, it doesn't matter. The important thing is that they talk about me!" said Léon Zitrone. This phrase fits Les Menuires perfectly. Victim of "bashing" since its inception in the 1960s – long before the term existed! – the resort has established an integrated architectural style that became exemplary in the 2000s when planning the mountains of the future. Today, it is an unmissable destination for skiers worldwide.

Even now, it remains a topic of discussion, whether people love it or not! The resort, long mocked – referred to as a "Sarcelles of the snow" in Libération and described as "the witness of a fleeting madness of genius architects craving cathedrals" by Mille Routes in 1973 – has forged a unique identity. It is now regarded **as a model of modernist architecture, featuring large complexes that are far more ecological than the rows of faux-Swiss chalets seen in some valleys.** As for the "Brelin" building, with its 640 apartments from the early 70s, quickly dubbed the "snow cruiser," it is now labelled as a remarkable 20th-century heritage. This year, all eyes are on the famous Croisette, the station's bustling hub with numerous shops and services, undergoing a major facelift!

Pros and Cons... But a Rock-Solid Reputation!

"Besides its architecture, which clearly reflects its era but doesn't integrate well into the beautiful mountain landscape, this resort is fantastic!"

"The resort centre dates back to the 70s, with concrete-heavy architecture that is very practical, featuring a concentration of shops, bars, and restaurants in the La Croisette gallery. There are also beautiful chalets a bit further down in the resort."



LES MENUIRES: A SKIING HERITAGE!

While the resort's appearance often divides opinion, one aspect has always been universally praised: the skiing!

- **Guaranteed Snow:** Located in the heart of the 3 Vallées (7 resorts, 600 km of slopes, 50,000 metres of vertical drop), Les Menuires, at 1850 metres altitude, is surrounded by some of the Alps' most iconic peaks.
- **Best Value for Money in the 3 Vallées:** As the gateway to the world's largest and most famous ski area, this friendly, sporty, and family-oriented resort – certified Famille Plus – offers a wide range of accommodation, services, and activities.
- **Easy Access and Ski-in/Ski-out:** Accessible by train via Moûtiers, with a shuttle system, the resort is designed for 100% ski-in/ski-out. You can park your car in one of the many car parks (free outdoors, paid indoors).

For Its 60th Anniversary, La Croisette Gets a Makeover!

With its sixty shops, nine services (Tourist Office, booking centre, piste services, Post Office, banks, pharmacy, Sports Club, medical office...), and nine co-owned properties (555 apartments), La Croisette is the essential hub of the resort. The 1640 m² of this avant-garde gallery, a star of the 70^s, are frequented daily by both locals and tourists and are now getting a second lease of life!



The Architect's Eye: Emmanuel Ritz - Ritz Atelier (Chambéry)

Already behind the renovations of the Lac du Lou refuge and the Maison de l'Abeille Noire et de la Nature, Emmanuel Ritz was chosen by the resort to renovate the famous La Croisette. The work, which began in mid-May 2024, will be completed for this winter season. Here's an insight from this Savoyard architect, a great lover of the Belleville area.



HOW WOULD YOU DESCRIBE THE CREATION OF LA CROISSETTE IN ITS TIME?

It's an iconic piece of 70^s architecture! It belongs to the Brutalism movement: this doesn't mean "brutal" but rather true, in harmony with its use. La Croisette reflects this modern era - significant in architecture - and aligns with its progressive period. The idea was to bring people to skiing so they could share time together, respecting both individual and collective needs. This gallery fully embodies this aim, with a real focus on functional distribution routes, as it is a place designed for strolling.

IN YOUR OPINION, WHAT WERE THE AREAS THAT NEEDED IMPROVEMENT?

These were the four key areas addressed by the specifications:

- Fire safety compliance due to evolving standards.
- The slipperiness and acoustics of the floor for everyone's comfort.
- The disorientation and lack of wayfinding within the gallery.
- The absence of signage and identity connected to the friendlyMenuires brand.

WHAT SOLUTIONS DID YOU PROVIDE?

In architecture, the whole is to the part what the part is to the whole: we don't offer a solution, but a process that solves all the problems. In the case of La Croisette, signage also needs to help solve the navigation issue, for example. That's why I proposed a comprehensive process based on working on both the floor and the ceiling. These two facing planes - literally and figuratively - are the keystones of orientation. We highlighted them by playing with colours and materials: for the floor, we chose the dynamic red, the DNA of friendlyMenuires, for the high-traffic, anti-slip, and acoustic comfort carpet; for the ceiling, which is insulated and open, black makes the Alpine wooden slats - therefore biosourced! - stand out, with embedded lights resembling shooting stars.

TO ADDRESS THE LACK OF LANDMARKS, DID YOU USE A COMMON THEME?

Absolutely! Highlighting the side of the gallery facing the snow front was crucial for this vast functional gallery that was lacking in landmarks. There was visual saturation due to the mix of materials and surfaces. That's why, throughout La Croisette, along the shop windows on the snow side, we opted for a path of red LEDs on the ceiling and a dynamic pattern on the floor. Thus, even if playing blind man's buff, one can now instantly tell if you are on the slope side or valley side!

WERE THERE OTHER MEASURES IMPLEMENTED TO FACILITATE ORIENTATION?

Absolutely! To make orientation easier, we marked the floor every five metres - inspired by the invention of postal address numbering. We also redesigned the identification of entrances and exits, similar to airport boarding gates: a red wall area with large numbering for the snow side entrances and human-sized sporty silhouettes for access to the accommodations. This way, it is understandable for all nationalities. Finally, to standardise the signage for the shops, their names and logos are now displayed in front of their entrances on illuminated totems in two distinctive colours: black for services, red for shops.

OVERALL, WHAT DID YOU AIM TO ACHIEVE WITH THIS RENOVATION?

I wanted to reveal a very modern identity, as the gallery was in the 70^s, but with a contemporary style reflecting that of Les Menuires. La Croisette should mirror the station: welcoming, sporty, fun, and family-friendly... We are in a space for human passage, for leisurely strolling, which is its primary identity. Therefore, the work on flows (stripes on the floor, stripes on the wooden slats, elongated lights...) was essential and designed with a very dynamic look, reflecting the spirit of Les Menuires.



When Clients Chat About La Croisette* ...

"Everything is well thought out: shops in underground galleries and access to everything without setting foot outside!"

"I love the easy and convenient access to La Croisette, the commercial centre of Les Menuires, with numerous bars, restaurants, and activities."

"The strong point of Les Menuires? Its covered area of La Croisette for shopping and moving around, even in bad weather!"

*Customer reviews collected on Skipass.com

The perfect ski deal for families

NEW

**1 DAY OF FREE SKIING
ON THE WORLD'S LARGEST
SKI AREA!**

The 3 Vallées ski area is rethinking its ski offer to make it more accessible to all families and adapt to their evolving compositions (traditional, single-parent, blended, large, same-sex families...!)

For example, with the new Family Flex pass, you get 1 day of free skiing on the world's largest ski area with the purchase of 6 or more consecutive days of skiing!

And, as is typical in Les Menuires, one new feature often hides another:

- This pass is available for groups of 3 or more people (with a maximum of 2 adults): an exclusive – and inclusive! – innovation in France, catering to single-parent families with just 1 adult and 2 children;
- The child rate now applies to all young people aged 5 to 17. This extends the joy of skiing for families, whether between parents and child(ren) or grandparents and grandchild(ren)!

Example rates

**LES 3 VALLÉES
FOR 6 DAYS OF SKIING
AT THE PRICE OF 5**



1 adult + 2 children (8 and 13 years old)

€972

(compared to €1065 in 2023-2024)
a savings of **8.76%** (€93)



2 adults + 1 child (15 years old)

€972

(compared to €1065 in 2023-2024)
a savings of **8.76%** (€93)



2 seniors + 2 grandchildren (- 18 years old)

€1295.60

(compared to €1425 in 2023-2024)
a savings of **9.08%** (€129.40)

Family Flex offer conditions: from 3 people (maximum 2 adults, maximum 6 children aged 5-17), valid for 6 or more consecutive days of skiing, applicable to the Les 3 Vallées and Menuires/Saint-Martin areas. The duration and area of the passes must be the same for all family members benefiting from the offer. Only one payment is required to take advantage of the offer.

INFO

• SEVABEL +33 4 79 00 62 75



Accommodation

NEW

ALPEEN* HOTEL
BEST VALUE FOR MONEY!**

Les Menuires is the friendly resort that adapts to all styles... and all budgets! So, whether you're staying as a couple or a group at the best value for money on the world's largest ski area, head to Alpeen. This friendly, ski-in/ski-out accommodation is THE new address in the heart of Les Menuires not to be missed. Completely renovated, the former "Le Piolet" hotel has been acquired by the management of the nearby Ho 36 hotel, which plans to merge the two addresses into a hotel complex in the near future. Until then, welcome to the new Alpeen hotel.

To bring modernity and charm to the 33 rooms and junior suites (2 to 8 people) as well as the common areas, the establishment enlisted the eye and talent of Creo, an Italian designer who brings a modern, graphic, and cosy mountain ambience. The high-quality, custom woodwork – such as the headboards – is also "made in Italy."

Services: A 110-seat restaurant with a terrace highlights local products and quality dishes with a modern menu featuring Savoyard specialties – of course! – and adds an exotic touch like the chef's Thai salad or the trendy Bo Bun. Vegetarians are also well catered for with dedicated recipes. Here, no one is forgotten!

INFO

- From €130 to €280 for a double room in winter, from €170 for a 4-person room including breakfast.
- Open year-round.
- Alpeen hotel +33 (0)4 79 55 08 40
www.alpeenhotel.com



On the territory of Les Menuires & Saint-Martin-de-Belleville,
we are united.

Better yet: we are one!

We understand that everything that lives forms a single ecosystem,
in which each part directly depends on the others.

SOCIÉTAL



Because we are one,
we strive to open our mountains to everyone,
to ensure our children receive a quality
education, and to provide our seniors with all
the care and support they need.

HUMAN



Because we are one,
we work together every day to stimulate our
local economy by promoting employment
and training, and encouraging local
entrepreneurship.
We do everything possible to warmly
welcome our seasonal workers, visitors, and
newcomers. Everything to ensure they feel at
home and naturally integrate into our project
to make the present and future shine brightly
in our region.

SOCIAL



Because we are one,
we innovate with initiatives that promote
living well together.
Throughout the year, we offer everyone
quality medical care, numerous local services,
enriching community and cultural activities,
and thriving sports opportunities.

NATURE



Because we are one,
we are the guardians of the nature that
surrounds us. We fiercely protect our natural
resources and the beauty of our landscapes.
We are committed to environmental
preservation and support projects that
minimize our ecological footprint and raise
awareness.





A committed territory where it is good to live, work and stay

Dry toilets
on the slopes

600 m²
of solar panels
on ski lifts
(140 MWh/year produced)

700
accommodations
dedicated to seasonal workers

17
ESF instructors
specialized in adaptive skiing
and adaptive biathlon

100%
of snow groomers
using biofuel
made from vegetable oil
(HVO)

1
medical center
open 7 days a week, 365 days a year
(salaried doctors, 7 specialties:
trauma, dermatology, gynecology...)

Green Snowflake Label
since 2022

650
housing
renovations*
for 4.1 million euros



1
new wellness center
in Saint-Martin
80% of the heat needs
covered by biomass,
solar heating, thermal energy
recovery for use of the spa, etc.

**Reduction
of merchant waste**
with the app «Too Good to Go»

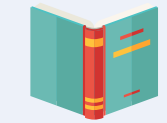
**Public lighting
controlled**
= 25 to 30%
energy savings
(replacing night lights
with regulators
and LED tension, etc.)

Light Tracks
The Belleville association
that informs and acts
in favor of sustainable
development
(spring cleaning,
object repair, waste collection
with Mountain Riders...)

must have



REUSABLE CUP
To bring along for enjoying hot
chocolates in the resort. Without which,
the cup is sold for €1 for the benefit of
the association Les Petits Princes.



**THE «PETIT GUIDE ECO
CITOYEN DES BELLEVILLE»**
Available in all apartments and
better understanding of responsible
living thanks to its thematic sheets
(generalities/energy/water/digital/
mobility/waste/consumption...)

*as part of the ORIL – Operation for the Rehabilitation of Leisure Real Estate.



good reasons
to choose
Les Menuires

1 IT IS THE BIGGEST SKI AREA IN THE WORLD

There's no question about it. Les Menuires is the heart of the 3 Vallées and the gateway to a skiable domain comprising 600 km of slopes and 7 resorts connected by the summits. An unrivalled winter playground. Simply put, it's the pinnacle of the French mountain scene.

2 GUARANTEED SNOW

This high-altitude resort with 85% of its slopes located above 1,800 m and 52% of its terrain serviced by snow-making equipment, always provides optimum snow cover and plenty of powder snow.

3 SKI-IN/SKI-OUT HOLIDAYS

This integrated resort has been designed so that all (or almost all) of its accommodations can be reached ski-in/ski-out. A real luxury! No car required, just park your vehicle for the duration of your stay and enjoy the different areas and their atmospheres by following the footpaths or hopping on the free shuttles.

'Stunning scenery, numerous slopes. The modern, comfortable high altitude amenities are perfect for picnics with plenty of tables and terraces available, and splendid panoramic views.'

An impressed customer

4 SKI FOR ALL LEVELS

A large area means a large range of options for the slopes. At Les Menuires, beginners have access to all the ski areas and are just as pampered as experienced skiers. There are 54 green, 142 blue, 111 red and 35 black pistes in the 3 Vallées area. In other words, there are virtually as many easy slopes as there are challenging ones.

5 FUN SLOPES

Popular for its traditional slopes, the resort also boasts three fun zones: the Pixel Area, with its snow park and boardercross, and the Friendly Natural Park, a kingdom of bumps and races among friends, complete with a discovery trail of the local wildlife for the little ones. More of a powder snow and ungroomed spaces enthusiast? Head for the three Liberty Ride zones, ungroomed areas to rediscover the thrills of off-piste skiing in complete safety.

6 EVERYTHING FOR THE FAMILY

Awarded the Famille Plus label, the resort welcomes babies from 3 months and children of all ages in dedicated facilities. Mini-club ski lessons are available from the age of 3, and the Piou-Piou Village offers a wide range of packages for children to discover the world of skiing and snowboarding. Families also love tobogganing at the Boukty Camp, the fun park and the aqua park.

7 MOUNTAINS OF ACTIVITIES

Both on and off the slopes, Les Menuires offers a multitude of indoor and outdoor activities: sledging, tobogganing, walking, snow groomer rides, snowmobiling or dog sledding, meeting an alpine farmer, snowshoeing, as well as fitness or yoga classes, a cinema and relaxation in one of the resort's wellness areas. Not to mention ski touring and cross-country skiing.

8 FOR ITS ARCHITECTURAL AND CULTURAL HERITAGE

While the ski slopes remain one of the resort's main assets, Les Menuires offers a rich architectural heritage (Baroque at the Notre-Dame-de-la-Vie sanctuary and Brutalist in the heart of the resort), museums (Musée de Saint-Martin-de-Belleville, the Maison de l'abeille noire (House of the Black Bee)), heritage trails... And excellent restaurants where you can enjoy the best of the Savoyard region.

9 THE BEST VALUE FOR MONEY IN THE 3 VALLÉES

As the gateway to the 3 Vallées at every level, Les Menuires has been promoting the idea of 'accessible' skiing for 60 years. This is why the resort offers both luxurious 4-star hotels and affordable tourist residences.

10 FOR FRIENDLINESS

There's no fuss here! True to its friendly Menuires signature, the resort cultivates a unique state of mind, a subtle blend of simplicity and friendliness. 94% of visitors are satisfied or very satisfied with their stay in Les Menuires (BVA study 2023/2024). In addition, Les Menuires ranks as one of France's leading resorts, particularly appreciated for its friendly atmosphere.

"We decided to set up in Les Menuires in 2016 because we believed in the resort's dynamism. At the heart of the 3 Vallées, it's the most discreet and family-friendly resort, it has great potential for development and its slogan, friendly Menuires, fits perfectly with the state of mind we foster here. This resort has everything you could wish for: it remains accessible, it has a soul, it is friendly and it has the drive to constantly improve in quality."

Christophe Jambon, restaurateur and owner of Le Comptoir, La Marmite and l'Alpin Steak House.



Winter events

MEMO

Opening date

07/12/2024

Closing date

21/04/2025

Les Menuires pass

€64 per day

€320 for 6 days (price of 5!)

Les 3 Vallées pass

€79 per day

€395 for 6 days (price of 5!)



THE EPICUREAN 4 - 11 JANUARY 2025

The Winemakers' Week

Evenings of tasting with your feet in the snow to start the year off right: welcome to the 2nd edition of the Winemakers' Week in Les Menuires. Fruity, oaky, full-bodied, supple, vigorous... there's something for every nose and palate! For this second edition, the diversity of our French vineyards can be felt, seen, studied, and tasted in a convivial atmosphere at altitude for an epicurean and enriching après-ski, meeting the men and women who bring the vine to life and live from it.

INFO

- €8/person for access to all 4 tasting evenings
- Les Menuires Tourist Office
- +33 (0)4 79 00 73 00 - lesmenuires.com

THE CHARITABLE 20 FEBRUARY 2025

The Trophée de l'Espoir

As a supportive resort, Les Menuires organises various events contributing to the funding of associations. Among them, the Trophée de l'Espoir, sponsored by David Douillet - double Olympic judo champion and quadruple world champion who has a piste named after him in Les Menuires. For 26 years, this event continues to unite participants from all walks of life for a day of activities, all-level sports, solidarity, and generosity. The goal: to raise funds for the Alliance Paralysie Cérébrale des Alpes (ALPYSIA). It serves to remind us of the perseverance and determination of those living with disabilities, to raise public awareness, and to promote inclusion.

INFO

- Les Menuires Tourist Office
- +33 (0)4 79 00 73 00 - lesmenuires.com



THE CRAZY 29 MARCH 2025

Completely at La Masse!

For its 3rd edition, Completely at La Masse is not so crazy after all! With 190 participants last year, the event – organised by the Les Menuires Sports Club in collaboration with the resort's services – returns this winter, highlighting snow sports in the La Masse area, a must-see spot on the 3 Vallées circuit.

Open to everyone, this full day of laughter, sport, camaraderie, and zany participants gathers competitors – whether sports licence holders or not – and holidaymakers looking for quirky activities. The morning is dedicated to self-challenge with a solo or duo descent, scattered with obstacles over 4.3 km with a 1000 m vertical drop. At the finish: the little racers win their weight in candy and adults in local beer, "Brava Vela." The afternoon, even more fun, takes place at the Olympic Stadium and Croisette with a giant barbecue, sled race, water slide, and concert.

INFO

- Les Menuires Tourist Office
+33 (0)4 79 00 73 00 - lesmenuires.com



THE RELAXING EXPERIENCE FROM APRIL 6 TO 11, 2025

Yogiski - 9th edition

Morning yoga at an altitude of 2800 metres, day retreats with Nordic baths and saunas, après-ski, and meditative evenings in a mountain refuge with descents under the stars... to reach slow altitude from morning to night, join us for the 9th edition of Yogiski in Les Menuires and Saint-Martin-de-Belleville. Experience introductions to Ayurveda, Tai Chi, naturopathy, candlelit Yin yoga, foot reflexology, sound baths, wellness and vegetarian meals... the many gentle experiences during this flagship wellness week awaken all the senses to achieve a positive attitude.

Following Lili Barbery last year, this year's event will feature Caroline Perrineau, a yoga teacher known as "@theyoginist," as one of the ambassadors. After studying sustainable development, Caroline Perrineau went to Shanghai for her first job. There, she discovered yoga, became a teacher, and continued her Green Mindset training in Bali. Upon returning to France, she became known on Instagram by striking yoga poses in front of Parisian monuments, highlighting the work of lines and showcasing the aesthetics of yoga in addition to its philosophy. The yogi, who describes herself more as a yoga teacher than an influencer (with 106,000 followers), will be present at this 9th edition of Yogiski. An opportunity for participants to attend her classes and discover her teachings!

INFO

- Free access upon registration.
- Les Menuires Tourist Office
+33 (0)4 79 00 73 00
lesmenuires.com
- Saint-Martin Tourist Office
+33 (0)4 79 00 20 00
st-martin-belleville.com/fr/yogiski

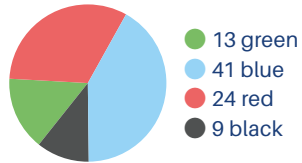


@THEYOGINIST

Key figures

LES MENUIRES

160 KM OF SLOPES
with **87** slopes



31

ski lifts



28km of cross-country skiing slopes

5

fun areas



540

snow cannons
covering **57%**
of the area

15 km
of safety
nets

LES 3 VALLÉES

600 KM OF SLOPES
with **339** slopes

118km of cross-country skiing slopes

28

fun zones



+160

ski lifts

6
glaciers



25

accessible
peaks



+83%

of the ski area
above 1 800 m

2634

SNOW CANNONS

63

mountain restaurants



74

**GROOMING
MACHINES**

in les 3 Vallées

14 378 hours of grooming

57 hiking trails

54 ski lifts
for pedestrians



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friendlyMenuires

LES 3 VALLÉES