Press kit

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#MountainPlanet
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**Press Contact**  
Alternative Media - Alexandre BÉRARD  
Tel. +33 (0)4 76 12 01 33 - Mobile. +33 (0)6 08 61 36 97  
email: alex@alternativemedia.fr
1) Welcome to Grenoble / Alpexpo

Mountain Planet was created with the great French ambition to share the mountain as widely as possible. This ambition needs to have mountains with well-developed spaces to bring them to life, but that is impossible without a genuine industrial sector. This international trade show has been showcasing their expertise for many years.

Mountain Planet welcomes professionals from all over the world, whether they come as visitors or as exhibitors. This openness to the world had made it a leader unveiling innovations and sharing about trends in the sector. We know that the expectations of our clients and tourists evolve fast. Mountain players must respond to these ever-changing needs fast, anticipating and adapting constantly. We must preserve our essential values of authenticity, local heritage, reliability, safety, and the magic of our snowy mountain tops, but they must also combine with the new challenges we face in developing and adapting to the market, such as the digital transformation, sustainable development, diversification and renewal of clients.

We, along with our partners and exhibitors, work on meeting the needs of sector professionals that participate in this show and have made it the dynamic meeting place it is today. Over 900 brands are represented and we are expecting over 18,000 visitors, including a growing number of international visitors. The trade show is confirming its position as a place of exchanges with a rich program filled with conferences and product and service presentations.

On behalf of everyone, I would like to thank our historical partners, DSF and ANEM, players from the OITAF, Cluster Montagne and all the players making up the select committee for their commitment to Mountain Planet.

I wish you all an excellent trade show and welcome to Grenoble, an Olympic city celebrating the 50th anniversary of its Games!

Claus HABFAST
Chair of Alpexpo
2) The international mountain industry meets at Mountain Planet

For three days, from April 18 to 20, 2018, Alpexpo Grenoble turns into the international capital of mountain development. With more than 900 exhibiting brands and 18,000 visitors expected from all over the world, Mountain Planet is the unmissable event for the global mountain industry. Today, there are over 2,000 ski resorts in 67 countries around the world.

For manufacturers, operators, elected officials, service companies and all professionals in this sector, it is an essential event that takes place every two years at Alpexpo Grenoble in the heart of the French Alps. Mountain Planet is the largest showcase for mountain industrialists in a 50,000 sqm showroom. It gives companies recognized for their excellence the opportunity to display their creativity. Exhibiting companies range in all shapes and sizes, from start-ups to large international groups but also start-ups, but they share something in common. They are working for the mountains of tomorrow.

Mountain Planet is the place to discover the innovations that range from a stone-collecting machine, to snow guns that operate at positive temperatures, snow farms, grips that allow rescuers to travel along the rope, vehicles that can slide on any slope, groomers that run on electricity, all-terrain scooters, giant zip lines, original drying cabinets, “palace” type ropeways, slalom poles, helicopters, wooden furniture, waterproof jackets, a multifunctional descender, trail areas, avalanche risk signs, electronic packages on your phone... and many other innovations that build the mountain of tomorrow.

The 16 business sectors present at Mountain Planet represent dynamic sectors that are evolving every day. For example, ropeway transport—aerial tram, gondola and chairlifts—is experiencing a excellent dynamics. It represents a global market estimated in 2016 at over €1.524 billion ($1.9 billion) and is expected to more than double by 2024 to €3.6 billion ($4.6 billion) according to Persistence Market Research Pvt. Ltd in New York. This is excellent news and means great prospects for professionals in the sector.
3) The business sectors present at Mountain Planet

Mountain Planet consists of 16 distinct business sectors covering nearly 50,000 sqm, with 42,000 sqm indoor and 8,000 sqm outdoor. 900 brands from 25 countries exhibit at Mountain Planet with 31% international exhibitors and 20% new exhibitors.

- Ropeway installations and equipment
- Snow-making and slope maintenance equipment
- Safety and rescue equipment
- Equipment for development and maintenance of mountain terrain and hard-to-reach areas
- Sports and leisure: equipment and development
- Safety, information, signage
- Command control, maintenance, monitoring, measuring and instrumentation systems
- Energy, water and waste management equipment and installations
- Town planning, architecture, housing, environment and engineering
- Services, consulting, training, education
- Institutions and organisations involved in planning and development
- Mountain tourism communication and development agencies
- Transport
- Hotels, thermalism, spas, fitness, health and relaxation areas

Mountain Planet is aimed at professional visitors, with the following distribution (2016 data):

- 30% Société d’exploitation de station
  - Resort operating company
- 16% Collectivité territoriale, service public, office de tourisme ou de promotion, loisirs, hébergement
  - Tourist or promotional body, leisure activities, accommodation
- 12% Fabricant, fournisseur, industrie
  - Manufacturer, supplier, industry
- 10% Activités de services
  - Service provider
- 9% Entreprise du bâtiment, construction, génie civil
  - Construction and building firm
- 5% Transport, énergie, développement durable
  - Transportation, energy, sustainable development
- 3% Architecture, urbanisme, maître d’ouvrage
  - Architecture, urban and regional planning company
- 1% Formation, enseignement
  - Training, education
- 1% Institutionnel, organisation professionnelle, ambassade
  - Professional federation or union, diplomatic
- 1% Etudiant
  - Student
- 10% Autres
  - Other activity

Figures certified by EXPOSTATS and UNIMEV
4 - A new prospective area in the heart of Mountain Planet

For this 2018 edition, Mountain Planet has chosen to give the floor to professionals and experts who are on the field all year round. Mountain Planet has created the Agora as a place for exchanges and prospects on the strategic and environmental issues of mountain development in the imminent future.

THE AGORA SPACE will host three round tables and 15-minute presentations given by professionals who will provide feedback on experience related to a problem and present their innovative solutions.

Mountain Planet Round Tables
In partnership with:

Global Ski Economy - International Report on Snow and Mountain Tourism, by Laurent VANAT

Let's start with a worldwide tour! Between analysis and perception of the world economy of ski resorts through the much awaited “2018 International report on Snow and Mountain Tourism”, by the Swiss expert Laurent Vanat, Mountain Planet invites you to hear an overview of new destinations, new clients that will inspire or be inspired by more mature markets.

Speakers
• Laurent VANAT, Laurent Vanat Consulting, Switzerland
• Pierre LESTAS, President of the French National Ski Areas Association, Domaines Skiables de France
• Vladislav SUBBOTIN, Director Alpine Ski Industry Union, Russia
• Sandro LAZZARI, President of Piz de Sella and Dolomiti Superski
Thursday 2 p.m. - 2:45 p.m.

Mutation or evolution of the ski resort economic model: a question of culture or altitude?

To face the future, to face the changes in consumption patterns and new expectations from both French and international customers, ski area operators must adapt. Mountain Planet gives the floor to operators who have moved to a global approach to the customer experience, all year long, by evolving their offers and business models and having a helicopter view.

Speakers
• Agnès PANNIER-RUNACHER, Deputy Chief Executive of Compagnie des Alpes, France
• Li YI, CEO, Wanda Indoor SKI, Chine
• Aleksandre ONOPRISHVILI, Director of Mountain Resorts Development, Mountain Resorts of Georgia
• JIMMY ACKERSON, General Manager, Corralco Resort de Montaña, Chile

Friday 11 a.m. - 11:45 a.m.

Environmental issues and effects on the development of tomorrow’s ski resorts

Grenoble is a city of innovation. The French national Institute for Research in Sciences and Technologies for the Environment and Agriculture (IRSTEA) testifies to this dynamic serving territories. Applied research supports ski area operators, particularly with regard to the economic and ecological sustainability of their actions. Mountain Planet presents examples of resorts that have taken this step.

Speakers
• Thomas SPIEGELBERGER, Research Director, French national Institute for Research in Sciences and Technologies for the Environment and Agriculture (IRSTEA), France
• Mauro BASSIGNANA, Rural Agronomy Institute, Aoste Italy
• Pascal De THIERSANT, President of the Executive Board for the Société des Trois Valleys, France
• Jodi WESTBURY, Marketing & Communication Director, Grouse Mountain Resort
• Kevin SMITH, Mountain Operations Manager, Grouse Mountain Resort
• Jean-Pierre ROUGEAX, Mayor of Valloire et Président de la Commission Cimes Durables de l’ANMS
5) A mountain of innovations

In collaboration with Lumiplan, Mountain Planet has developed an innovations guide that can be directly accessed online from the Mountain Planet application for smartphones, iOS and Android. The innovations guide will be available from the first day of the exhibition and throughout its duration. It will provide visitors the chance to see what main innovations developed by exhibiting companies are presenting at Mountain Planet.

From a stone-collecting machine, to snow guns that operate at positive temperatures, snow farms, grips that allow rescuers to travel along the rope, vehicles that can slide on any slope, groomers that run on electricity, all-terrain scooters, giant zip lines, original drying cabinets, “palace” type ropeways, slalom poles, helicopters, wooden furniture, waterproof jackets, a multifunctional descender, trail areas, avalanche risk signs, electronic phone packages, and so much more.

There is a long list of innovations to discover at Mountain Planet—the show that is resolutely turned towards the future, revealing the trends, new tools, and advanced technologies found in the mountain industry.
6) Highlights, conferences, and events

Being open to the world and building the future: Mountain Planet is true to the spirit of innovation that abounds in the city of Grenoble. In 2018, the trade show will be offering a conference and round table program covering the diverse issues at hand in the industry and mountain tourism.

**Wednesday April 18Th**

10:00 a.m. - 11:30 a.m. Opening ceremony – Pelvoux amphitheater (1st floor)

11:00 a.m. Rollglider, the year roud solution for ski resorts - by WALLTOPIA with the testimonials from Veneta Yanyova – Agora area

11:30 a.m. Press conference CII SAVOIE - Booth 815 - Alley 8

12:00 a.m. Opening pavillon Collectif Savoie - Booth CCI de Savoie - Booth 815 - Alley 8

12:15 a.m. Press conference POMA – Booth 117 - Alley 1
Contact: Alexandre Bérard – Tel. +33(0)6 08 61 36 97 – email: alex@ampr.fr

2:00 p.m. MOUNTAIN PLANET ROUND TABLE
Global ski economy - international report on snow and mountain tourism, by laurent VANAT, international expert - Agora area - Contact: Alexandre Bérard – Tel. +33(0)6 08 61 36 97 – email: alex@ampr.fr

2:30 p.m. – 4:30 p.m. Working group meeting Nordic France / Fédération Rhône-Alpes Nordique – Salle les Bans

3:30 p.m. Press conference LEITNER PRINOTH & DEMACLENKO - Booth 1320 Alley 13 - Contact: Maurizio Todesco  - email: Maurizio.todesco@leitner-ropeways.com

3:30 p.m. A new generation of webcams by SKAPING-ALTAMENDI with the testimonials from J.P. Caurier - Agora area

4:00 p.m. Ski Resort of the Future ? By Isère Tourisme. With the testimonials from Chantal Carlioz, Vice-President in charge of tourism in the department– Agora area

4:00 p.m. Opening Grenoble Alpes Isère area - Booth 702 - Alley 7

4:00 p.m. Workshop: « mountain sustainable tourism with the green snowflake » - By Camille Rey-Gorrez director of Mountain Riders - Salle Chartreuse

4:30 p.m. Press conference : La station du Futur – By Isère Tourisme - Salle Belle Etoile

4:30 p.m. The comfort of use in tourist facilities By PIC BOIS with the testimonials from Béatrice Goy and Gérard Thievenaz – Agora area

5:00 p.m. Gains and productivity savings of new hydraulic drilling assemblies - by ETABLISSEMENTS ANDRÉ CROS with the testimonials from Thierry Rataud, Bruno Lasserre and Frédéric Martin – Agora area
Thursday April 19th

09:00 a.m. Grow your market, attract non skiers and new users
By SNOOC with the testimonials from Cyril COLMET DAAGE - Agora area

09:00 a.m. - 13:00 a.m. O.I.T.A.F SEMINARY (International Ropeway Transport Organization on the theme): Environmental protection in the field of ropeway transportation: ecological, economic and social aspects - Pelvoux conference room - Simultaneous translation in 4 languages (EN-FR-IT-DE) - Contact and registration: info@oitaf.org

09:00 a.m. Avalanche debrief - ANENA - By Dominique LETANG, directo of ANENA and Frédéric Jarry, project manager at ANENA - Salle 7 Laux

9:15 a.m. - 2:00 p.m. ANEM Seminar on the theme: “The Circular Economy: A practice that is still ongoing in the mountains” - Contact and registration: http://www.anem.fr/colloqueMP2018.asp - Salle Belle étoile

9:30 a.m. How to highlight the early season in resort? By VIADIGIS qith the testimony of Solène Robert - Agora area

10:00 a.m. Press conference TECHNOALPIN - Snowfactory, all weather snow production : Challenges & Operator’s feedback - Booth 103 - Alley 1

10:00 a.m. Summery and latest news METEO France - Free entrance - Salle 7 Laux

10:00 a.m. Cost savings in artificial snow-production. By ERSO AUSTRIA with the testimonials from Jean Weinling - Agora area

10:30 a.m. Digitalization of Tourism Destinations for sales, and marketing - BY ALTUROS DESTINATIONS with the testimonials from Daniel Wakounig - Agora area

11:00 a.m. Cluster Montagne Trophies & Sustainable Summits Awards - Booth 715 / 705 - Alley 7

11:00 a.m. Presentation of the project « Radio Secours »- ANENA – EMD et SYSOCO - Free entrance - Salle 7 Laux

11:15 a.m. - 11:30 a.m. Presentation of the innovation: SNOWPLAK – ANENA - Free entrance - Salle 7 Laux

11:30 a.m. - 12:00 a.m. Presentation of the study on local Forecast of Avalanche Risk for roads – Pôle Alpin des Risques Naturels – ANENA – Free entrance - Salle 7 Laux
11:30 a.m. - 12:30 a.m. By GLENAT funds for heritage and creation -
With the testimonials from Aurore Beluard - Agora area - With the Musée Dauphinois (Isère department), Musée Savoisien (Savoie department), and in the presence of Arthur Novat.
The GLENAT Fund for Heritage and Creation is raising funds from April 18 to December 31, 2018 to be able to list their panoramas as public collections carrying the Musée de France label. By entering into the Musée Dauphinois and Musée Savoisien inventory, Pierre and Frédérique Novat's original work will become inalienable and imprescriptible: the communities they belong to undertake to preserve them in good condition to pass them on to future generations.

12:30 a.m. - 1:00 p.m. PROSNOW project general overview, a forecasting system to manage and optimise snowfall in Alpine ski areas - Météo France and CEN - Salle 7 Laux – Free entrance - Contact: prosnow.org

2:00 p.m. – 2:45 p.m. MOUNTAIN PLANET ROUND TABLE
Changes and evolutions in the resort economic model: a question of culture and altitude?
- Agora area - Contact: Alexandre Bérard - Tel. +33(0)6 08 61 36 97 – email. alex@ampr.fr

2:00 p.m. - 5:00 p.m. Digital innovations: how to accelerate value creation for your destination?
Cluster Member companies of the Cluster Montagne, accompanied by a customer or partner, present feedback on digital innovations - Pelvoux amphitheater

2:20 p.m. Digital marketing trends in mountain tourism by 2025 5 - Switch - Pelvoux amphitheater
Major trends and weak signals for 2025? How will consumers behave? From the USA to China, the Agency Switch Consulting analyses more than 900 sources of information every week. Review of digital marketing trends applied to mountain tourism in the coming years. Contact : Armelle Solelhac - Tel. +33(0)6 75 70 58 59 - infos@switchconsulting.fr

2:40 p.m. BigData on the slopes - COGNIDIS - Pelvoux amphitheater
Testimony from Serre Chevalier resort on the use of customer data. What data was used and for what purpose? Cognidis will take a look back on its first customer studies carried out in the ropeway industry.

3:00 p.m. Webcams that blow your mind but what purpose do they serve? Skaping - Pelvoux amphitheater - Webcams, the most viewed page on the resort websites, are a digital showcase. Grand Tourmalet chose to entrust its webcam park to Skaping in 2017. Contact: Tel. 04 76 21 79 37 - email. info@skaping.com

3:20 p.m. Connected customers, expert communities, multi-activities, multi-season... Mhikes - Pelvoux amphitheater - How the Rossignol/Raidlight group rolled out Mhikes—the platform for enhanced route generation to record geolocated content through GPS tracking and photos—offers guidance through mobile applications. Raidlight managed to animate its “Trail Stations” network through its mobile real-time guidance application. Contact: Tel. +33(0)4 80 80 61 31 - contact@mhikes.com

4:40 p.m. PayinTech and La Plagne, an all-in-one object for an immersive and seamless customer experience - PayinTech - Pelvoux amphitheater - How to digitize and fluidify the customer experience in resorts, build customer loyalty and develop purchasing? PayinTech and La Plagne offer an innovative response with a solution that brings together the global offer, increases traffic and retains holidaymakers: a unique object to pay and access all services through the resort's loyalty program for both summer and winter. Contact : Tel. +33(0)1 81 69 47 00 - email.contact@payintech.com

4:00 p.m. Smartcard : the first continuously connected ski pass - e-Liberty - Pelvoux amphitheater
Christian Mars, CEO of the e-Liberty Group, will present the first continuously connected ski pass. Beyond controlling access to the ski area via the cloud without specific infrastructures on the ground, this smart pass makes it possible to roll out a large number of new monetisable services based on the geolocation of skiers in real time on the slopes and in the resort. This patented, innovative support aims to revolutionize the operators’ business model.

4:20 p.m. Digital solutions to guide skiers and optimize resources s - Lumiplan - Pelvoux amphitheater
Patrick Grand’Eury - CEO of Lumiplan Montagne will explain how Lumiplan has developed an integrated and unique system for guiding skiers in real time on the slopes, based on data from ropeway and slope traffic as well as wait time measurement systems. In addition to the comfort and safety provided to resort customers, this innovation also has a positive impact on operator resource management, snow-making and grooming.
Contact: Tel. +33 (0)4 79 31 32 46 – email. montagne@lumiplan.com & patrick.grandeury@lumiplan.com
4:40 p.m. How to succeed the digital transformation? - Visconti - Pelvoux amphitheater
Even though most French leaders feel that it is urgent to engage a transformation, in reality few have passed the threshold. What are the obstacles that explain this delay and how can digital transformation be successful? Contact: Jean-Christophe HOFF - Equity Partner - Tel: +33 (0)6 30 09 73 85 – email. jean-christophe.hoff@visconti.partners

3:30 p.m. Results of tests to evaluate the tensile strength and the load bearing capacity of rockfall nets according to new ISO boothards - By France Maccaferri - with the testimonials from Alberto Grimod - Agora area

4:00 p.m. Increase the volume of snow production - By AQUAGO - TECHSUB with the testimonials from Matthieu Metzger - Agora area

4:30 p.m. The interest of virtual reality to highlight your products and achievements
By VIP STUDIO /with the testimonials from Christophe Michel - Agora area

5:00 p.m. Events: a mountain of innovations to attract customers to the mountains? Conference organized by the CLUB EURO ALPIN / with the testimonials from François Badjily (Alpe d'Huez), Gilles Vanheule (Deux Alpes) and Nicolas Alarcon (Déplacer les montagnes) - Agora area

Friday April 20Th

9:30 a.m. - 12:00 a.m. Urban cable car transportation: International soft mobility practices for future transportation - Salle Meije
Organized by the Club Euro Alpin, a network of the Grenoble Chamber of Commerce and Industry in partnership with the Chaînon association and with the backing of ANEM and DSF. The issues of mobility and energy transition are ongoing issues and it is appropriate to reflect on the challenges of the city-valley-resort ropeway connections which widely exist in our neighboring Alpine countries and in the world. In Alpine and Pyrenean valleys and mountains, several large-scale projects or modernisations are being carried out. Abroad, Italy, Switzerland and Austria have invested heavily in this type of installation, as have many private and public operators in South America and Asia. It is a new technical and economic model to access resorts and mountains that must be imagined, but it also must be compared with installations from all over the world, including our Alpine neighbors. Contacts: lechainonmanquant@icloud.com and Francis.Fiesinger@grenoble.cci.fr

10:00 a.m. Fun gliss areas: solutions adapted to your territory
By Wise Ride with the testimonials from de Xavier Join - Agora area

10:30 a.m. A development tool to represent and promote, throughout the world, the French know-how for sustainable mountain tourism development - By Cluster Montagne with the testimonials from Nathalie Saint-Marcel, Pierre-François Adam and Gwenaëlle Valentin - Agora area

11:00 a.m. Eco snow Grooming Award ceremony, stand Kässbohrer – in the presence of Pierre Lestas, President of Domaines Skiables de France Bernard Pascal-Mousselard, President of ADSP - The French national association of piste managers and winter sports resort safety - Stand Kbooth 101

11:00 a.m. MOUNTAIN PLANET ROUND TABLE
Environmental issues and effects on the development of tomorrow’s ski resorts – Agora area - Contact: Alexandre Bérard – Tel. +33(0)6 08 61 36 97 – email. alex@ampr.fr

2:00 p.m. Presentation of the winners of the Digital Mountain Awards - Agora area
Contact: G.E.O - Tel: +33(0)6 74 39 72 69 - email. bernard.volk@alpipro.com

3:00 p.m. Intervention proposed by Vis Bien Ta Saison Association - Agora area

3:30 p.m. The white dream - The epic of winter sports in the Alps
By Le Musée Dauphinois, with the testimonials from Franck Philippeaux - Agora area
7) The worldwide ski resort economy: Preview of the International Report on Snow and Mountain Tourism

Swiss expert Laurent Vanat has chosen Mountain Planet, the world’s leading trade fair for mountain development and industry, to unveil the conclusions of his “Annual International Report on Snow and Mountain Tourism”.

For 10 years, the Swiss consultant Laurent Vanat has been monitoring and analysing the world ski and mountain market by publishing his International Report on Snow and Mountain Tourism every April.

Internationally recognized, Laurent Vanat’s annual report “International report on snow & mountain tourism” lists and analyses data from over 2,000 ski resorts in 67 countries around the world.

Facts, figures, investments, visits, trends, snow fall, and more: the report examines and details the ski, snow and mountain industry and its evolution. It contains information on all destinations in the Alps and North America, new arrivals, such as China or the less well-known destinations, such as India or Turkey. Each year, the International Report on Snow and Mountain Tourism highlights the situation, evolution trends and potential of the ski market to help international players in the snow and mountain tourism industry meet the important challenges ahead.

In 2017, Laurent Vanat had highlighted “a revolution in the classic ski business model and the leap forward shown by Chinese ski resorts”. See you on April 18, 2018 at 2 p.m. in the Agora Area at Mountain Planet to discover a preview of the report’s conclusions. The report will be published in English, French and Chinese.
8) The French mountain economy in figures

22.8% of French land is mountainous, representing a total of 124,016 ksqm: the economic activity linked to the mountains is essential in France. France has the largest ski space across all continents, with one particularity: internationally renowned resorts such as the Trois Valleys, Paradiski, Les Sybelles, etc. are connected with other resorts. France has 350 alpine ski resorts (France Montagnes data). With 3,287 ropeways in service (Ministry of the Environment data), France is the leading country in the world in terms of the number of ropeways. They are located on the seven French mountain ranges: Northern Alps, Southern Alps, Pyrenees, Jura, Massif Central, Vosges and Corsica.

A market worth €9 billion and 10 million tourists every winter
French ski areas represent a winter market estimated at €9 billion for 10 million tourists, including 30% foreigners. Domaines Skiables de France has counted 51.1 million skier days (winter season 2016-2017), placing France in the 3rd place behind Austria at 52.1 million and the United States at 54.7 million.

With 120,000 jobs, ski resorts are an essential pole of attraction for the mountains
Winter tourism jobs across all French resorts is estimated at 120,000 people including 18,000 in ropeway operation companies (French National Ski Areas Association data). For every job in a ropeway and ski area operation, there are five people employed in delivering related services in the resort. The ski areas in ski resorts are a source of activity and employment for many partners. Other professions such as hotels and accommodations, instructors, restaurants, shopkeepers, etc. benefit very directly from ski area visitors.

According to ANMSM (National Association of Elected Officials in Mountainous Regions), 39.5% of French people go on holiday in winter, of which 8.2% go to winter sports but 7.5% go skiing. In 2016/2017, 400,000 pairs of skis and 450,000 boots were sold on the French market.
9) The French ropeway fleet in figures

Au premier rang mondial par le nombre, le parc français de remontées mécaniques est In first place worldwide by the number, the number of French ropeways is comprised of 3,287 installations and 400 conveyor belts (STRMTG data at 31/12/2016), distributed as follows:

- 1,123 aerial ropeways
- 2,130 surface lifts
- 34 other
- 400 carpet lifts

Aerial ropeways, in the regulatory sense, includes dual-rope and mono-rope aerial ropeways (gondola lifts and chairlifts). The term surface lift includes rod surface lifts (fixed or detachable), with ropes, reels or low rope. Other ropeway installations include funicular railways, inclined elevators, and rack railways.

The French fleet represents almost 17% of the world’s entire fleet. The 3,287 ropeways in France are located in 318 sites—ski resorts, tourist sites, urban services or other sites—and are operated by 519 operators. This fleet represents 2,901 km of developed length, equivalent to a flight from Paris to Cairo, and has a cumulated altitude rise of 743 km, the equivalent of a drive from Grenoble to Lille.

For 2017, investments in new installations amount to €102.24 million, or 8.5% of the industry’s €1.206 billion revenue.

This €M102.24 investment corresponds to 50 new installations which were built in 2017, including 16 surface lifts, 5 fixed grip chairlifts, 8 detachable grip chairlifts, 4 gondola lifts, and 17 carpet lifts. New installations are most often built to replace several existing and obsolete installations, thus reducing the number of towers.

France spearheads technological innovation with a wide variety of high-performance equipment and a majority of recent installations. For the winter 2017/2018 season, we saw the arrival of high-end installations in France, both in terms of technology and availability and comfort for users with 10-passenger cabins with heated seats in Val d’Isère and a premium heated bubble chairlift in Méribel.

(Data: Domaines Skiiables de France and Service Technique des Remontées Mécaniques and des Transports Guidés)
10) Eyes on the 2018 Pyeongchang and 1968 Grenoble Winter Olympics

The Winter Olympic Games were held three times in France: 1992 in Albertville, 1968 in Grenoble, and 1924 in Chamonix.

2018 is a historic year for Grenoble due to celebrations for the 50th anniversary of the 1968 Winter Olympics and the organization of the International Mountain Development Trade Show. A time that brought spectacular transformations to the city as well as the ski and mountain industries. French companies such as Rossignol, POMA, Petzl, and Montaz Mautino became international references and inspired the creation of the Mountain Planet trade show held at Alpexpo in 1974.

This anniversary of the Olympic Games is also the anniversary of Alpexpo, Grenoble's event park. Indeed, Alpexpo was created from this Olympic history. The structure itself was completed in December 1967 and final work ended in early February 1968. The building served as a bus station and housed luxury boutiques and the off-post studio for the radio Europe 1. Designed by the architects Jean and Claude Prouvé, Alpexpo welcomed nearly 800,000 people throughout the games.

50 years later, on 26 February 2018, the French athletes returning from the Pyeongchang Winter Olympic Games in South Korea were welcomed by more than 4,000 people during a grand evening event in Grenoble at the Summum Alpexpo to celebrate their success with the crowd. A unique event in several ways: for the first time, this event was co-organized by the Alpexpo teams and the CNOSF (French National Olympic and Sports Committee), outside of Paris and in a concert hall.
11) Practical Information

Time and entrance fee:
- Wednesday April 18th - 9 a.m. - 7 p.m.
- Thursday April 19th - 9 a.m. - 7 p.m.
- Friday April 20th - 9 a.m. - 5 p.m.

Exhibition area
Alpexpo - Parc des Expositions
Avenue d’Innsbruck - 38000 Grenoble - France
www.mountain-planet.com

TRADE SHOW EXCLUSIVELY FOR PROFESSIONALS.
Entrance fee: 30 € incl. VAT per person.
Free entrance for badge or invitation holders

Access:
By tram
When leaving the Grenoble train station, take tramway A to Echirolles Denis Papin.
Exit Line A, Pole Sud – Alpexpo.

By bus
Line Chrono 3 Alpexpo stop
Line Chrono 6 Grand Place stop
Line 12 arrêt Grand Place stop
Line Flexo 66 and 68 Alpexpo stop (only on reservation, please call – +33 4 38 70 38 70)

By train
Grenoble / Paris,
Less than 3H by high-speed train
1H15 min from Lyon Part-Dieu train station

By car
Tollway – A49 – A48 – A41 – A51 > Rocade Sud,
Exit 6 Alpepxo.
Free parking

By plane
Grenoble, near three international airports:
• Aéroport Grenoble/St Geoirs 30 mn
tel: 33 (0)4 65 48 48
• Aéroport Lyon/St-Exupéry 50 mn
tel: 0826 800 826
(To come from Lyon/St-Exupéry Airport – www.faurevercors.fr / FR / Navette-Aeroport. awp)
• Aéroport Genève/Cointrin 2 h: tel: 00 41 (22) 717 71 11 – info@gva.ch
(To come from Geneva Airport: www.aerocar.fr)
12) Contacts

Mountain Planet 2018 Organisation
ALPEXPO
President: Claus HABFAST
Executive Director: François HEID
CS 52408 - 38034 Grenoble Cedex 2 - France
Tel: +33 (0) 4 76 39 66 00
Website: www.alpexpo.com

Mountain Planet 2018 Presidency
Mr. Claus HABFAST, President of Alpexpo
Mrs. Marie-Noëlle BATTISTEL, President of ANEM
Mr. Pierre LESTAS, President of Domaines skiables de France

Mountain Planet 2018 Team
• Product manager: Laurette BONZY
  Direct line: +33 (0) 4 76 39 64 10
  Email: laurette.bonzy@alpexpo.com

• Sales representative: Coralie ATTEN
  Direct line: +33 (0) 4 76 39 64 03
  Email: coralie.atten@alpexpo.com

• Communications Director: Florence COURNOT
  Direct line: +33 (0) 4 76 39 64 56
  Email: florence.cournot@alpexpo.com

• Press contact: Alexandre BÉRARD - Alternative Media
  Tel. +33 (0)4 76 12 01 33 - Mobile. +33 (0)6 08 61 36 97
  email : alex@alternativemedia.fr

Accreditation requests:

Credits: Alpexpo, Nuts image, Ville de Grenoble, Edyta Tolwinska.