

PRESS RELEASE - APRIL 19, 2018



MOUNTAIN PLANET UNVEILS A FEW IDEAS ON HOW RESORT BUSINESS MODELS WILL BE EVOLVING

Grenoble - April 18, 2018. Among the many conferences having taken place during Mountain Planet's second day, the round table on "Evolutions and changes in the resort "Changes and evolutions of the economic model of the ski resorts: a question of culture and altitude?", organized by Mountain Planet and reuniting a wide range of industry experts: Agnès PANNIER-RUNACHER (Deputy General Manager of Compagnie des Alpes), Li YI, (CEO Vanda Indoor SKI, China), Aleksandre ONOPRISHVILI (Director of Mountain Resorts Development, Mountain Resorts of Georgia) and Jimmy ACKERSON (General Manager, Corralco Resort de Montaña, Chile). Here are some of the main ideas they exchanged in front of a captive audience.

The Chilean and Georgian Experience.

These two countries have in commun the recent development of their ski business, and have therefore integrated sustainable development in their models. "Georgia generated 7.5 million skier days in 2017 and has several projects to continue growing the business, integrating social and environmental issues," stated Aleksandre ONOPRISHVILI. Jimmy Ackerson had a similar discourse: "We can develop our own model in Chile, that will bring inhabitants and the younger generations to enjoy a sport that they do not know well, and attract foreign skiers from Brazil and Europe, and even North America."

France: A Testimonial from Compagnie Des Alpes (CDA).

CDA was required to widen the scope of their original business—ski area management—by integrating other activities such as real estate, tour operating, and more, where the client is at the heart of all the issues and challenges. For Agnès PANNIER-RUNACHER, resorts must offer more activities, within a global customer offering. Indeed, with the progress we see in modern ropeways, waiting times are reduced and guests tend to take advantage of that time to do other activities. These other activities are to be classified in two categories, according to Agnès PANNIER-RUNACHER: "Everything that breaks from the brutality of the urban setting (spas, well-being, relaxation, etc.), and on the other hand thrill activities that spark adrenaline. Success for these activities is based on how well they are balanced, avoiding over-spreading with gadget type activities and by developing investments over a period of 15 to 20 years. The idea is to vacation in the mountain, not just go skiing." Resorts must also offer the guest a global offering and make their journey easy. "Customer experience starts when they think 'How about a ski vacation?'" states Agnès PANNIER-RUNACHER.

China has a wide variety of routes.

The country currently has 700 resorts and is continuing this development at a frantic pace. But a majority of them have fewer than five lifts. However, each year, one world-class resort leaves Chinese soil. Not to mention the ski domes, the real specificity of the country. "In China, the second generation of skiers is coming. They are younger, more eager for novelties and modernity," explains Li Yi, "without forgetting the policy of the second child: Chinese families will expand, and look more and more to spend the weekend in a place that is easy to access, friendly, fun and with activities for all. That's why the dome skis are on a roll."

Integrate sustainable development, vary the activities, globalize the offer to the customer to facilitate their journey. These are some ideas dealing with the evolution of the economic model of resorts. At the conference that brought together Marie-Noëlle Battistel (President of the Association Nationale des Elus de la Montagne) and Pierre LESTAS (President of Domaines Skiabiles de France), Pierre Lestas confirmed: "French resorts had a good winter, with around 54 million skiers. We can do even better and aim for the \$60 million mark by rejuvenating our clientele and implementing



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a concerted real estate plan. Without forgetting the circular economy," adds Marie-Noëlle Battistel, "a practice that is still topical in the mountains". The various conferences organized by Mountain Planet were attended by a large number of listeners, because, in addition to being an exhibition place for the mountain's industrial know-how, the exhibition is also a place for exchange and foresight for all the sectors concerned.

The exhibition ends on Friday, April 20. Tomorrow, one of the highlights will be the round table "Integrating environmental issues into tomorrow's resort." The speakers are:

- Thomas SPIEGELBERGER, Director of Research, Institut national de recherche en Sciences et Technologies pour l'Environnement et l'Agriculture (IRSTEA), France
- Mauro BASSIGNANA, Regional Agricultural Institute, Aosta Italy
- Pascal De THIERSANT, Chairman of the Management Board Société des Trois Vallées, France
- Kevin SMITH, Manager of Mountain Operations, Grouse Mountain Resort
- Jean-Pierre ROUGEAUX, Mayor of Valloire and President of the ANMS Sustainable Cimes Commission

Mountain Planet: facts and figures

*Created in 1974 in Grenoble, Mountain Planet is the world exhibition for mountain development and industry. It allows professionals in the sector to unveil innovations and the latest trends/technologies for sustainable mountain development in summer and winter. Mountain Planet welcomes more than 900 international brands. Its exhibition area is 42,000 m². More than 18,000 trade visitors from over 60 countries come to each edition. More information at: mountain-planet.com
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