

PRESS RELEASE

ALPEXPO, Grenoble (France), April 19, 2024

**Winners of the 2024
«Mountain Planet Awards»**



For 50 years, Mountain Planet has been the essential meeting place for the international mountain community, showcasing innovations and the latest market trends presented by over 900 exhibiting brands across 50,000 m2 of exhibition space.

In celebration of this milestone anniversary, the «Mountain Planet Awards» were organized to highlight the exhibitors' outstanding new products. Candidates for this prestigious award presented their groundbreaking innovations, all less than a year old, to a jury composed of mountain industry experts and professionals. Nearly 40 innovations were reviewed and evaluated by the jury.

On this Thursday, April 18, the awards ceremony took place, and here are the five winning innovations of the «Mountain Planet Awards»:

Category: Mobility

Name of the Innovation: Joëlette E-Motion by Joëlette and Co

Joëlette E-Motion is the electric version of the renowned single-wheel all-terrain wheelchair, designed to enable people with reduced mobility to engage in outdoor activities such as hiking or running. This innovation targets all individuals with disabilities or mobility issues on rugged terrain.

Launched in the European market in July 2023

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Category: Digital / Customer Journey

Name of the Innovation: XP Connect by INTENSE

XP Connect revolutionizes ski resorts by digitalizing the visitor experience. How? By simplifying the management and purchase of ski passes, allowing for 70% autonomous sales. The associated mobile app features an e-wallet technology, enabling users to manage their pass anytime via NFC (Near Field Communication). No more waiting in line at ticket counters—just pull out your phone and hit the slopes with ease!

Launching in December 2024 in the Pyrenees at Bagnères-de-Luchon for Haute-Garonne Montagne – INTENSE

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Category: Diversification/Tourism

Name of the Innovation: AEROLIVE Experience and SKYRIDER Thrill-Seeking Cabins by POMA

La Plagne Development Company has innovatively created the AEROLIVE experience for thrill-seekers by installing 2 unique cabins on the Glaciers aerial ropeway. Each cabin, completely open (without any glass), allows passengers to experience incredible views and sensations while standing, harnessed from the back, feet dangling over the abyss.

POMA has turned this idea into reality, designing and building these cabins, which can be adapted to already existing installations and for various contexts (urban, mountainous, tourist sites).

The technicality of the innovation particularly lies in the passenger safety mechanism in the cabins, patented by SIGMA, a subsidiary of POMA. Building on this experience and innovation, the POMA Group has decided to expand the concept into a new range of thrill-seeking cabins, the SKYRIDER series.

Launched in April 2024

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Category: Biodiversity/sustainable development

Name of the Innovation: Adopt'1 Spot by the Mountain Riders Association

Adopt'1 Spot is a collaborative science initiative approved by the Ministry of Ecological Transition. To adopt a spot, one must commit to conducting two cleanups per year for three years within the same area and with the same number of participants. This program aims to monitor the evolution of wild pollution and develop strategies to reduce such waste at the source.

The initiative aligns with the national goal linked to the National Mountain Zero Waste Charter by 2030, focusing on three priorities: reduce, raise awareness, collect, and finally, assess.

A spot can be adopted by local communities, economic stakeholders, ski area managers, brands and businesses, associations, and schools.

Launched in April 2023

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Category: Jury's favorite

Name of the Innovation: Orbit Brake by Indiana'ventures

The Orbit Brake was specifically designed for the SLALOMFLY zipline carts. Its dual purpose is to increase the throughput of the zipline while ensuring optimal safety levels. How does it work? Thanks to a clever system of springs, the Orbit Brake automatically activates when the centrifugal force reaches a certain speed. In summary, this innovation enhances the profitability and relevance of SLALOMFLY courses, providing a more dynamic and secure experience for zipline enthusiasts.

Launched in April 2024

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Created in 1974 in Grenoble, France, MOUNTAIN PLANET is a trade show for mountain development and industry. The next edition will take place from April 21 to 23, 2026 at Alpexpo, the event park in Grenoble, France. It is a major event and international meeting place for mountain development, showcasing the most recent innovations and trends in the market, and taking place every two years. Every two years, it brings the entire global mountain ecosystem—manufacturers, elected representatives, local authorities, accommodation providers, ski area operators, and more—together. It allows industry professionals to unveil their latest innovations and technological advancements to bring economic and environmental sustainability to mountain development. Every edition of MOUNTAIN PLANET hosts over 900 exhibitors and international brands. It covers a surface area of 50.000 m². More than 23,000 professional visitors from over 71 countries participate. For more info, visit mountain-planet.com

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