

Destination

Courchevel 2014

www.courchevel.com

www.itwalliance.com

Courchevel is a ski resort located in the French Alps in the well known Tarentaise Valley (Rhône-Alpes region).

It is part of Les Trois Vallées, which makes up the largest linked ski area in the world.

Destination Courchevel has been produced by the International Travel Writers Alliance with the support of *Courchevel Tourisme*.

It provides a media resource for Alliance members and other professional travel writers, editors, broadcasters and photographers.

Courchevel Tourisme will be delighted to provide travel journalists with more information and images, and will be pleased to discuss potential press trips.



COURCHEVEL

SAVOIE - FRANCE

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Destination Courchevel

An Alpine destination known worldwide for its elegance and refinement

Courchevel is the most eastern resort of Les 3 Vallées (3 Valleys), which is the biggest connected ski area in the world.

The five biggest north American ski areas could fit in it.



Summer in Courchevel

During July and August, Courchevel attracts walkers and cyclists looking to embrace the clear mountain air, Alpine scenery and hiking and biking routes.

Getting there :

Courchevel is located a two hour drive from the international airports of Lyon and Geneva and 90 minutes drive from the airports of Grenoble and Chambéry.

Courchevel is spread out and made up of the following four villages, which all have their own atmosphere :

- Courchevel
- Courchevel Moriond
- Courchevel Village
- Courchevel Le Praz

Of these, Courchevel is the highest, and the most well known.

During the winter months Courchevel is one of the world's premier ski resorts, known for the quality and regularity of its snow and for its excellent lift system, which is virtually queue free, even at the busiest of times.

There is a range of accommodation including two *palaces*, 16 five-star and seven four-star hotels.

Courchevel attracts a wide clientele including members of the European royal families and the very well known from the world of sport, film and entertainment.

Fine dining

Courchevel is also known for its fine dining and is the ski resort with the most Michelin starred restaurants.

Seven Courchevel restaurants share 12 Michelin stars, including five restaurants which have been awarded 2 Michelin stars.

The retail experience

Courchevel also has a range of luxury retail outlets including Louis Vuitton, Hermes, Valentino, Prada, Cartier, Fendi, Dior and Chanel.

Courchevel in winter

The Courchevel winter season runs from December to April (7 December 2013 to 25 April 2014).



Located in the 3 Valleys ski area, Courchevel is part of the biggest interconnected ski area in the world, with the parallel valleys linked by lifts or runs over the ridges and passes.

The Courchevel ski area alone has 150 kilometres of alpine ski runs served by 58 lifts.

It offers 19 green, 35 blue, 34 red and eight black pistes, providing runs for skiers of all abilities, with 50% of its slopes deemed 'easy runs'.



In addition :

- the piste department is carefully diversifying with several themed areas
- Zen Zones have been created to provide a space to practice and progress in peace
- on the Verdons piste, the Family Park is the perfect place for families who want to have fun skiing, and
- presided over by Loup Gris, the Indians Piste is for children.



As for advanced skiing, expert skiers will find some of the most exciting "couloirs" in the 3 Valleys at the peak of Saulire (Couloir Tournier and Grand Couloir).

Every winter the toboggan run is getting more and more popular. From La Croisette you can reach Courchevel Village on a 2.3km sledding piste!

For children, there are two areas for the 3-6 year and 6-11 year olds.

The "yooner", a vintage sled used in the 1900s by children to go to school, is also highly popular. Introductory sessions with training are available

Key facts : Courchevel

- Number of km of downhill ski trails 150km
- Number of lifts 58
- Number of km of cross-country skiing 66km
- Number of snow parks 4
- Number of easy/beginner zones 4

And in the 3 Valleys

- Number of km of downhill ski trails 600km
- Number of lifts 170
- Number of slopes 318

What's on in Courchevel

Courchevel stages a number of annual events during the year including :



FIS Ladies' Alpine Ski World Cup 17 December 2013

In December 2010, thirty-one years after the Alpine Skiing World Cup was last held in the resort, Courchevel successfully applied to re-enter the closed circle of resorts that organize a stage of the World Cup.

In four years, Courchevel has managed to reoccupy a permanent place in the international Alpine skiing calendar.

Ice-Skating gala

The finest French ice skaters perform in Courchevel during December in an ice show as a highlight of the end of the year festivities.



BMW Snow Polo Masters 30 January to 02 February 2014

France has Europe's finest snow polo tournaments, and Courchevel stages the grand finale of the BMW Polo Masters.

The Altiport offers spectators and players a unique panorama in the highest terrain for the sport.

Teams from France, Italy and Switzerland compete, with spectators enjoying free viewing from the road or the ski slopes.

Verdons By Night

Skiing at night has also become very popular and, in Courchevel, this takes place every Wednesday.

For participants, this is the opportunity to ski in a unique atmosphere while enjoying freestyle demonstrations and the chance to test equipment.

Firework displays and the International Fireworks Festival

Courchevel has been staging grand firework displays for 20 years with over 600 firework events staged in the resort.



This makes Courchevel the leader in mountain pyrotechnics, with Christmas, New Year's Day, Easter and all of the major events celebrated with firework displays.

Since 2003 Courchevel has also been staging the International Fireworks Festival, which allows teams of competing specialists, including the Italians, Spanish and Austrians, to demonstrate their pyrotechnic skills.

The 2013 festival attracted 30,000 spectators.

Where to stay in Courchevel



Courchevel offers a wide range of accommodation to suit all tastes and budgets including hotels, chalets, mountain huts, studios and apartments and holiday villages.



At the top end, Courchevel has the highest concentration of luxury mountain hotels in the world including two of France's five-star *palace* hotels.

In total there are 47 hotels available with most of these ski-in/ski-out, a service that is particularly appreciated by holiday makers.

Of the hotels :

- two (five-star) *palaces*
- 16 five-star hotels
- seven four-star hotels
- 15 three-star hotels, and
- Six two-star hotels.

For the budget conscious, Courchevel's holiday centres and clubs offer half-board or full-board packages.

The 'Palace' rating

In 2011 France introduced a *Palace* rating for the most exclusive, luxury five-star hotels in the country.

To date, France has awarded *Palace* status to just 13 hotels, of which Courchevel has two. These are the Airelles and the Cheval Blanc, located in the exclusive tree lined Jardin Alpin area of Courchevel.



Le Cheval Blanc



Les Airelles

Accommodation update

L'Apogée Courchevel

L'Apogée Courchevel, the most recent hotel from the Oetker Collection, opens on 11 December 2013 in the heart of the Jardin Alpin.

L'Apogée is located at the foot of the pistes and has 33 suites, 20 rooms and a penthouse with Jacuzzi and private terrace.

Chef Yannick Franques oversees the restaurant's kitchens with a grill area, terrace with views of the 3 Valleys ski pistes and a caviar bar.

The hotel caters for those in search of well-being with a spa, indoor pool and gym.

Le Petit Palais



Le Petit Palais, the most recent luxury chalet in Courchevel on the Bellecôte piste, is located five minutes' walk from the centre of the resort.

The 1,500m² chalet treats guests to seven suites, a cinema room, bar and nightclub. The fitness area has a 13m long pool, sauna, Turkish bath, gym and beauty salon.

Le Cheval Blanc Courchevel

Le Cheval Blanc, one of Courchevel's two *Palaces*, and known for its luxury and the quality of its services, unveils a new look every season.

This winter, the modern Le White brasserie has a new cream and beige interior and a live cooking area will open onto its terrace for skiers at lunchtime.

The spa's Turkish bath, Jacuzzi and "experience shower" have been completely redesigned.

Le K2



The 5* Le K2 on the Cospillot piste provides views of the valley.

Linked up by corridors, it has five chalets as well as a 29-room and suite hotel, bar, smoking room, brasserie, fine dining restaurant, spa, games rooms, cinema room and more.

The hotel has recently joined the *Leading Hotels of the World*.

Hotel upgrades

Hotels in Courchevel use the time between seasons to upgrade their facilities:

- the 5* hotels Le Lana and Le Manali have renovated several suites
- the 5* Annapurna has gone for a modern style before it celebrates its 40th anniversary this winter



- a children's play area has been built outside and the indoor games room has been entirely redecorated at the 5* Strato
- the 3* Les Peupliers hotel has renovated 15 of its rooms

For more information on accommodation in Courchevel visit :
www.courchevel.com/winter/en/accommodation-e48.html

What and where to eat



Courchevel is known for the excellence of its dining experience, seven restaurants enjoying a total of 12 stars in the Michelin guide.

The resort has a total of 68 restaurants offering a range of cuisine including French classic, Italian and international.

Restaurant's update

La Cave des Creux

La Cave des Creux, a new restaurant located at an altitude of 2,112m was a one time shepherds home.

Run by two young, local, former ski instructors, and serves a bistro/ brasserie menu with regional specialities and quality products.

The authentic décor brings together mountain, industrial and vintage styles.

The outdoor terrace offers panoramic views of the 3 Valleys ski resort and Mont Blanc.

La Table du Kilimandjaro and Le Kintessence



Recent Michelin stars awarded to La Table du Kilimandjaro (2 stars) and Le Kintessence (1 star) reflect the excellent quality of Courchevel's restaurants.

Le Genépi



Thierry Mugnier, chef at Le Genépi, has been named "Maître restaurateur de France."

The title recognises the quality of the restaurant and guarantees that all the dishes served here are cooked on-site.

L'Arbé

L'Arbé restaurant in the very heart of Courchevel is beginning its second winter season.

Run by Jean-Luc Martin, the brasserie serves high quality traditional dishes in a relaxed and friendly atmosphere.

L'Epicerie

Former ski champion Bernard Charvin has transformed his family home in Courchevel Village into a restaurant called L'Epicerie.

In a warm wooded setting adorned with old family photos, the chef serves tasty and hearty dishes made using fresh produce.

Courchevel in spring and summer

The summer season in Courchevel focuses on July and August



Courchevel's ideal location in the legendary Tarentaise Valley, and its proximity to the Vanoise National Park, makes this a perfect summer destination.

Visitors of all ages and abilities can get up and down the mountains via the pathways or by cable car.

There is the chance to walk alone or with mountain guides along the passes and summits accessible from Courchevel.

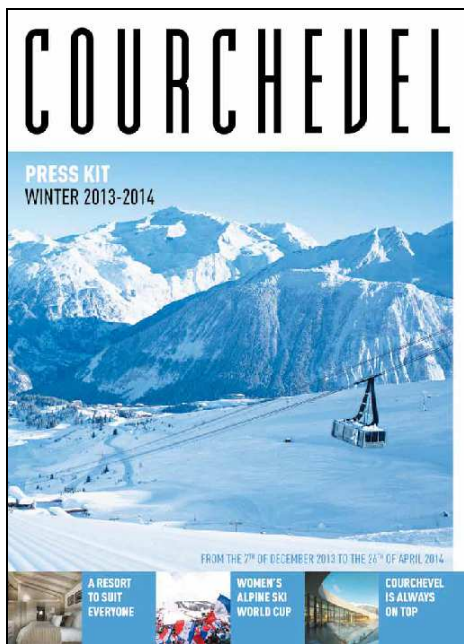
Courchevel also has an annual summer programme of cultural, entertainment and sporting event.

The Ski jumping world cup

One of these is the Ski jumping world cup held in August on the Olympic ski jump in Le Praz.

The best ski jumpers from 15 nationalities are represented in the two-day competition.

Destination Courchevel : more media information



For more media information on Courchevel click :

Winter Press Kit 2013/14

www.courchevel.eu/documents/telechargement/presse/dp/Presskit-Courchevel-20132014.zip

Regarding : history and infrastructure :

http://www.courchevel.eu/documents/telechargement/presse/dp/HISTORYDOCUMENT_COURCHEVEL2013.zip

http://www.courchevel.eu/documents/telechargement/presse/dp/LAYOUTDOCUMENT_COURCHEVEL2013.zip

Summer Press Kit 2013

<http://www.courchevel.com/telecharge.php?file=documents/telechargement/presse/dp/Dossierdepresse-Courcheveleteen2013.pdf>

Access to the Courchevel Images library

<http://mediabase.courchevel.com/>

Skimap Courchevel

<http://www.courchevel.com/telecharge.php?file=documents/telechargement/plans/courchevelskimap.pdf>

Skimap 3 Vallées

<http://www.courchevel.com/telecharge.php?file=documents/telechargement/plans/3valleesskimap.pdf>



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