

## SHAPING THE FACE OF TOMORROW'S MOUNTAINS

Cluster Montagne's role is to represent and promote French sustainable mountain tourism know-how both in France and abroad. The organisation supports its members in their innovation and international development processes, helping them maintain France's position as the recognised world leader in mountain planning and development.

Thanks to its network of more than 100 members, which represent the country's main players in terms of development and planning, including companies, operators and municipalities, Cluster Montagne has been able to identify the major expectations and industry trends for the future.

### Safer

Tomorrow's ski resorts will be safer. For over 30 years, French ski resorts have been using the latest technologies to combine and optimize prevention, mitigation and risk reduction.

### More playful

Resorts have developed all kinds of activities to suit every type of holidaymaker. From family leisure to top-level sporting events, most French resorts offer up to 50 different types of summer and winter activities.

### More of an experience

In the future, a stay in the mountains will offer even more than it does today. In fact, it will be more of an all-round "experience", as French ski resorts have now geared-up to find a way of delivering elements that will allow their customers to build a real emotional bond with the mountains, with skywalks, vertical walks and interactive museums.

### More eco-friendly

France has been working on the environmental sustainability of its ski resorts for some time now. Every year, an independent NGO awards a "Flocon Vert" (green snowflake) to ski resorts that do the most to be sustainable.

### More accessible

French ski resorts are already making great progress, not just in offering accessible environments for those with reduced mobility and other special needs, but also ensuring they are easy to access and suitable for everyone.

### More interactive

What seemed impossible in the past is now commonplace in countless French ski resorts. Advances in technology mean that not only can you book a ski pass or restaurant from the comfort of your own home, but you can also measure your skiing speed, get the stats' from your last run and compare these against those of your ski-buddies.

The face of tomorrow's mountains is shaped, daily, by all of those involved in mountain planning and development. This includes Cluster Montagne's members, who have a particularly fresh outlook on the future of French ski resorts. Keeping these up-to-date on innovations is one of Cluster Montagne's key roles.

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**Cluster Montagne:** Cluster Montagne represents and promote, throughout the world, the French know-how for sustainable mountain tourism development. The association has more than 100 members in 2014. [www.cluster-montagne.com](http://www.cluster-montagne.com)



An initiative of

**Rhône-Alpes** Région

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