



Alpe d'Huez

**PRODUCT PRESENTATION I**  
**FEAM PRODUCT MARKETING I**

*OPENING JUNE 2020*





# A Resort easily accessible



## GETTING TO L'ALPE D'HUEZ



The closest SNCF train station to l'Alpe d'Huez is Grenoble

Direct TGV & connecting TGV with Thalys and Eurostar

**TGV PARIS—GRENOBLE : 3H00 only!**

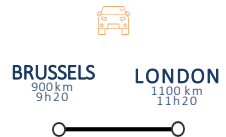


Reach L'Alpe d'Huez by helicopter in less than an hour!  
Altiport on site.

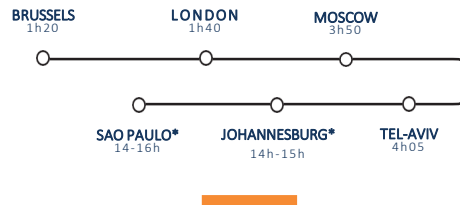


# An international destination

## FROM ABROAD



Lyon Saint Exupery Airport links to international destinations : it is located 2h from l'Alpe d'Huez



\* 1 stop-over



# Pillars of the customer experience

## 1/ ALPE D'HUEZ, A DYNAMIC AND SUNNY RESORT

L'Alpe d'Huez is a mountain resort rich in local culture & events and nestled at 1860m and facing south, benefits from more than 300 days of sunshine per year.

#AMAZEMENT #DISCOVERY



## 2/ AN ENDLESS MOUNTAIN EXPERIENCE

A brand new Resort that embodies the Mountain spirit and boasts wide sunkissed terraces designed even for summer.

#MOUNTAINEXPRIENCE

#IMMERSION

#LETTINGGO



## 3/ A FAMILY PLAYGROUND

The perfect spot to discover stunning natural spaces and to practice summer mountain activities together, family hikes, climbing, sledding.

#SHARING #QUALITYTIME #RECONNECT

## 5/ A WELLBEING PARADISE AT 1860M

The Resort offers an array of wellness activities at an altitude offering the freshest air with a spa, indoor & outdoor pool and fitness, yoga and meditation activities.

#RELAXATION #GETFIT #CHOICES



## 4/ THE LAND OF SPORTS & HIKING

Well-known for its 21 hairpins climbed during the Tour de France ideal for cycling and a vast territory for mountain-biking, trail running and hiking

#PUSHLIMITS #NEWSKILLS



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## Alpe d'Huez

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Just in between the **Northern Alps** and the **Southern Alps** lies Alpe d'Huez, the destination is easily accessible, only 65km away from Grenoble. The resort is accessed by the 21 mythical hairpins of The Tour de France. Perched at 1860m of altitude, the Resort is surrounded by breathtaking alpine pastures and benefits from 300 days of sun per year.

Located in the **Massif of Grandes Rousses** with its glacial lakes and summits over 3000m, the Resorts stands close to the **Ecrins National Park** crisscrossed by 740 km of trails, it is the ideal location to discover nature's diversity in high altitude. The resort is the perfect playground for all different types of cycling but also for relaxation, and stays active throughout the summer.

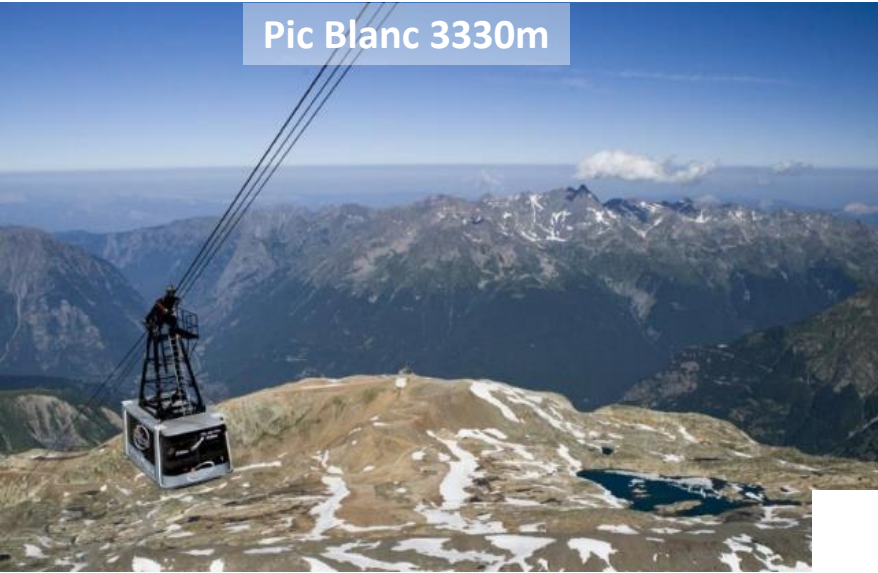




# The surroundings of l'Alpe d'Huez

*L'Isère & Dauphiné*

Pic Blanc 3330m



Vizille Castle



21 hairpins Tour de France



Ecrins National Park



Grenoble



Black Lake – Massif des Grandes Rousses





# A mountain resort rich in local culture & events

## Nature



*La route des roches*

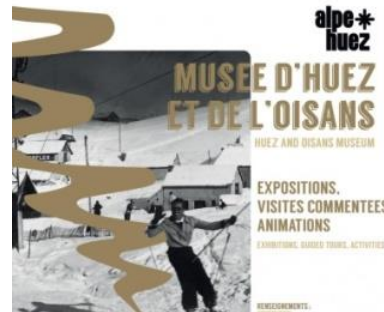


*Le Pic Blanc*



*The Brandes Archaeological Site*

## Culture



## Events



*The most famous descent with 21 curves*



*Mégavalache – one of the most famous marathon race*



*TIME – Alpe d'Huez Triathlon*



*Organ & Choir  
1 concert/week*



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## Alpe d'Huez 4 Ψ

The Resort located near the heart of the village offers 1300m<sup>2</sup> of terraces and a 18m long outdoor swimming pool to swim while contemplating the peaks and the valley.

The interior decoration, inspired by the surroundings, includes the codes of the eternal mountain such as the alpine flora at the Gourmet Lounge "Les Alpages" or hiking/cycling at the main restaurant.







Reception





Bar Le Névé





Bar Le Névé





Main restaurant Le Pic Blanc "Hiking"





Main Restaurant Le Pic Blanc "Cycling"





999 m

**Superior Rooms**  
23,3-36sqm (in existing building)





# Superior Rooms

23,3-37,7sqm (in new building)

1282 m





# Deluxe Rooms

29-36,6sqm + 6-7sqm balcony (in new building)





## Family Suites

52,10sqm with 2 separate bedrooms for kids / parents and 2 bathrooms (in new building)





The image shows a well-appointed hotel suite bedroom. A large bed is the central feature, dressed in white linens with a vibrant red throw blanket. The headboard is a dark red panel with a subtle scale-like pattern. Above the bed, a modern light fixture with three spherical bulbs is mounted. To the right, a tall, light-colored wooden wardrobe with multiple doors stands next to a built-in shelving unit that holds folded white towels. A brass-colored metal luggage rack is positioned near the wardrobe. On the far right, a television displays a skier in a red jacket. The room is carpeted in a light, neutral tone, and a large window with orange curtains is visible on the left.

## Family Suites

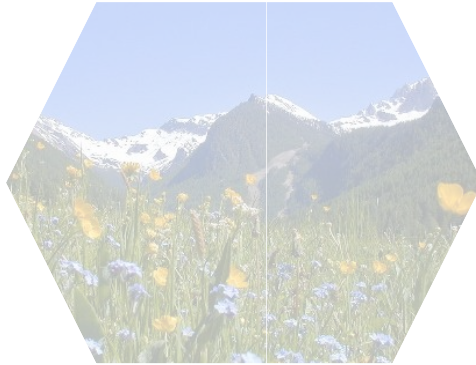
52,10sqm with 2 separate bedrooms for kids / parents and 2 bathrooms (in new building) + 25sqm Balcony



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# A Resort which can accomodate all types of families



Baby services included :

- Baby welcome
- Baby corner
- Kitchen facilities to prepare baby bottles and meals



Babysitting (at extra cost)



Swimming lessons for kids  
(at extra cost)



Indoor heated paddling boat



# An array of activities dedicated to family quality time



**FAMILY SPECIAL HIKE**

Half-day excursion accompanied by a guide.  
Through accessible itineraries, parents and children discover the mountain together. Level: Easy. No minimum age, baby carrier required.  
Offered every day.



**FAMILY RALLY**

Discover a fun course specially designed for families with challenges adapted to your smaller with marked tags all along the trail. After effort comes comfort - everyone gathers at the Resort for a little snack all together.  
Offered once a week.



**PARENTS/CHILDREN PICNIC**

Enjoy a family stroll in the morning; our guides take you to the heart of nature : in areas that he is the only one to know, where you will share a picnic in family and have fun together!  
Offered once a week.



# A self guided day with the family



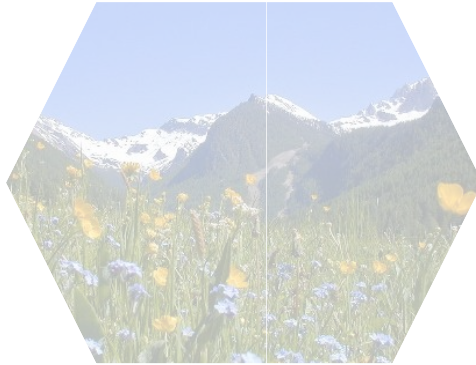
Every morning in each of our resorts, you can prepare your day's picnic and then download the **Mhikes** hiking app that will guide you and your family along the trails. The Guide's Desk is available to facilitate the use of the application and to give good advice on the different routes before families' departure.



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# Mountain Biking

- Mountainbiking school led by expert instructors in each of our resorts.
- Each outing is grouped by skill level:
- **Beginner, expert, advanced.**
- Certain areas are reached by mechanical lifts for which all **passes** are included, along with protective material like helmets, kneepads, elbow pads and chest pads.
- *Ages 8 and up*

## Alpe d'Huez :

- Drop from 3330m (Pic Blanc) to 720m (Allemont)
- 250km of tracks with Megavalanche (world longest) 36 runs
- 13 DH (36 km), 10 Enduro (92.5km) and 13 XCOUNTRY (135.8 km)
- 9 lifts opened – 1 bike park and 3 fun areas





# Electric Mountainbiking

*making areas that were once reserved for experts accessible to all*



## ELECTRIC MOUNTAINBIKING

Bike equipped with a battery that gives a pedaling boost and helps bikers exert themselves.

Side assistance: bikes provide aid or even complete power during difficult stretches, a feature which is particularly useful in the mountains.



- An activity adapted for the broader public that brings together all ages and physical conditions and allows non-athletes to bike alongside more advanced bikers.
- An easy and fun physical activity that is focused on having a good time
- An entertaining experience to discover and share among stunning landscapes
- An activity that respects the environment



# Cycling



CYCLING



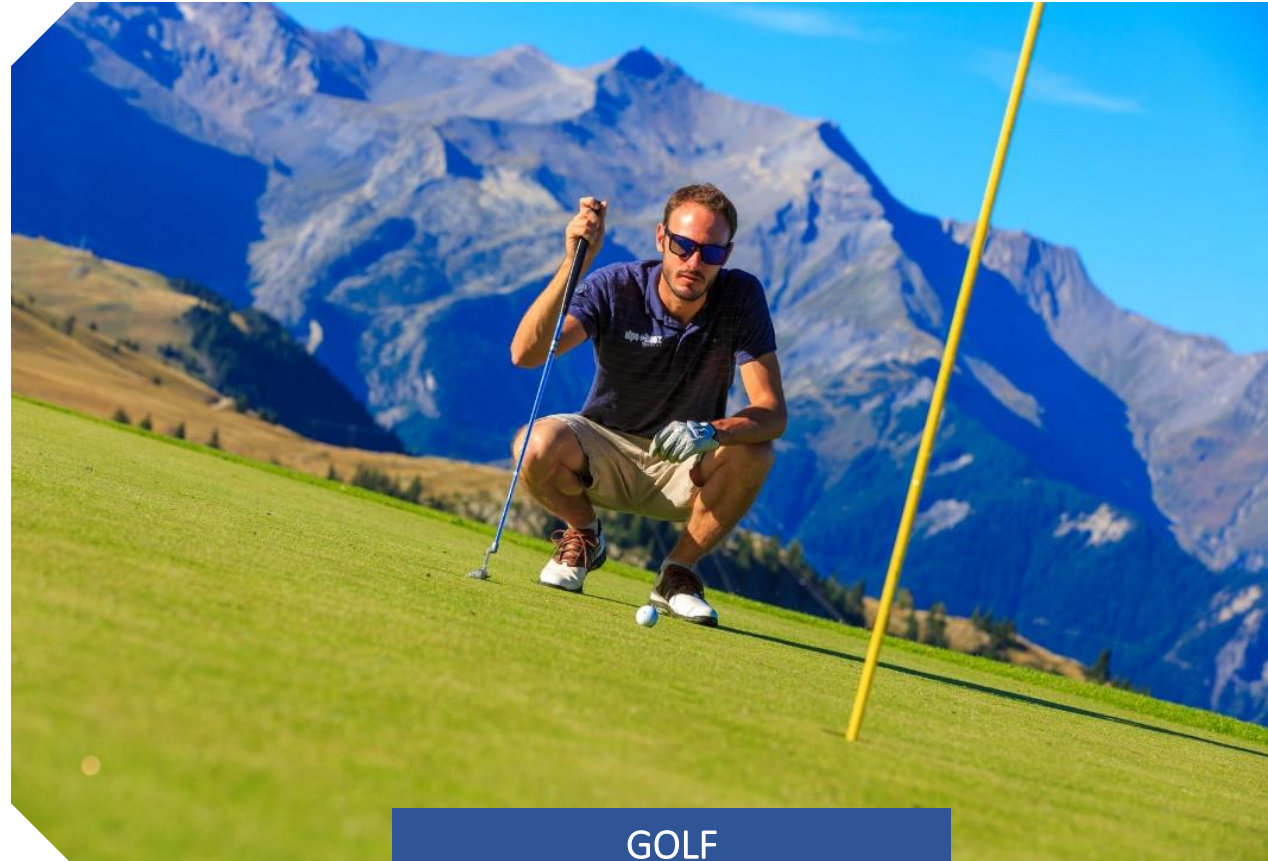


# High altitude sports



TRAILRUNNING

Trailrunning has become more and more popular in recent years. The Alps are the perfect place to experience it! Led by specialized guides.  
**Activity offered in 100% of our resorts.**



GOLF

(à la carte)

**9- hole compact golf.** Course duration: 1h15.  
Green fee and driving range. Equipment hire available.



# 4 Hiking themes to discover exceptional surroundings

Alpe d'Huez is an ideal starting point to discover exceptional panoramas, 12 lakes within walking distance, and prestigious peaks in the Grandes Rousses Massif and not far away from the Écrins National Park (accessible by road). Hiking all outings are led by trained guides.



LAKES AND WATERFALLS

FLORA AND FAUNA

LOCAL FOOD & CULTURE

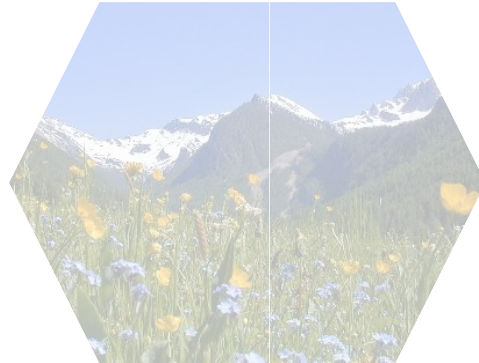
WELLNESS



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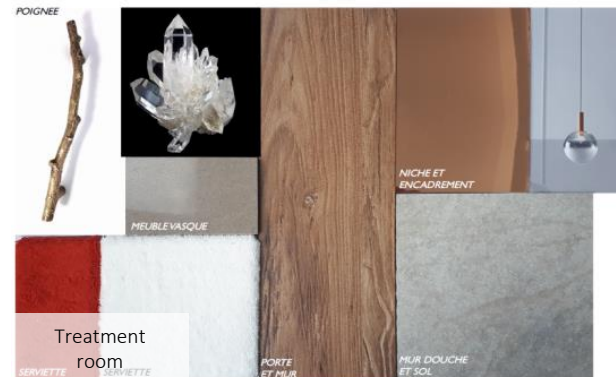
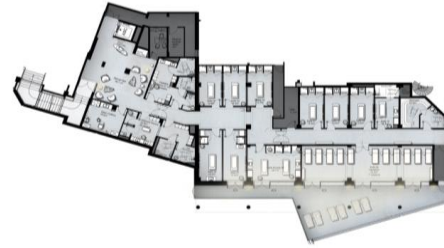
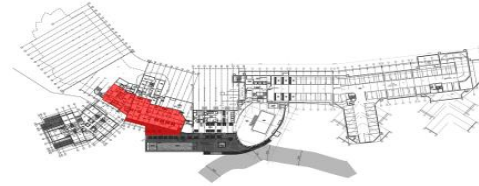
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# A rich wellness offer with spa, indoor pool & fitness

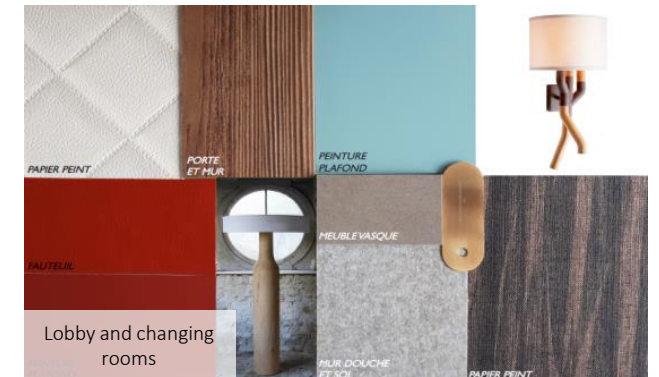
A 600sqm Club Med SPA by PAYOT\* (1/2)

**PAYOT**  
PARIS



## Specificities :

- 9 individual rooms (15,5sqm)
- 1 duo room (29sqm) and 1 multi-use room (17sqm)
- 1 relaxing room (70sqm)
- Duo treatments available : couples, mother/daughter, father/son
- Teenagers Spa treatment available





# A rich wellness offer with spa, indoor pool & fitness

A 600sqm Club Med SPA by PAYOT\* (2/2)

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PARIS



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# Indoor & Outdoor swimming pool



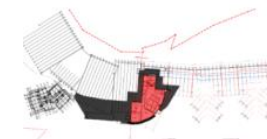
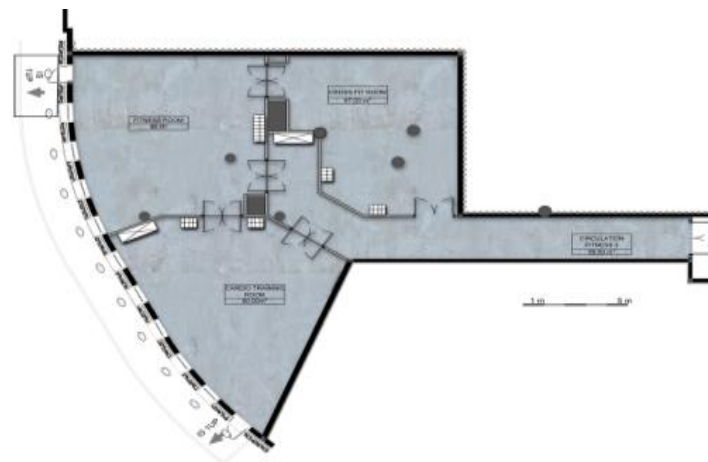
\* Inspirational

18,65m x 6,50m



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A 226sqm fitness center with cross-fit, cardio training and spinning exercise full equipment

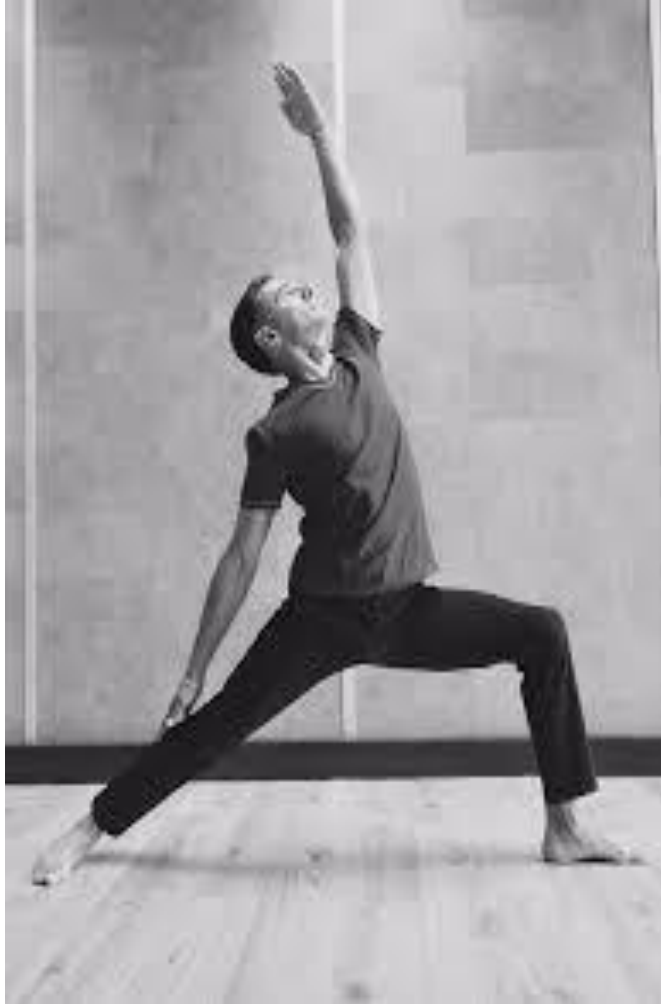


Moodboard – Non contractual



# A dedicated area for adults : wellness, meditation, yoga & reading

« *La Bulle* » - A relaxing room for adults to relax and recharge their batteries\* (54sqm)



- Senses approach : calm music and essential oils
- Meditation & Yoga classes
- Cosy corner with beverages
- Different books on wellbeing & feel good
- Hanging seats, comfy pillows, yoga mats : the room needs to be adjustable (e.g : a yoga class room versus a calm reading room use)
- Natural and relaxing atmosphere and design
- Target : adults – the room needs to allow parents and grandparents to recharge their batteries in a zen environment



must-travel  
Experiences 





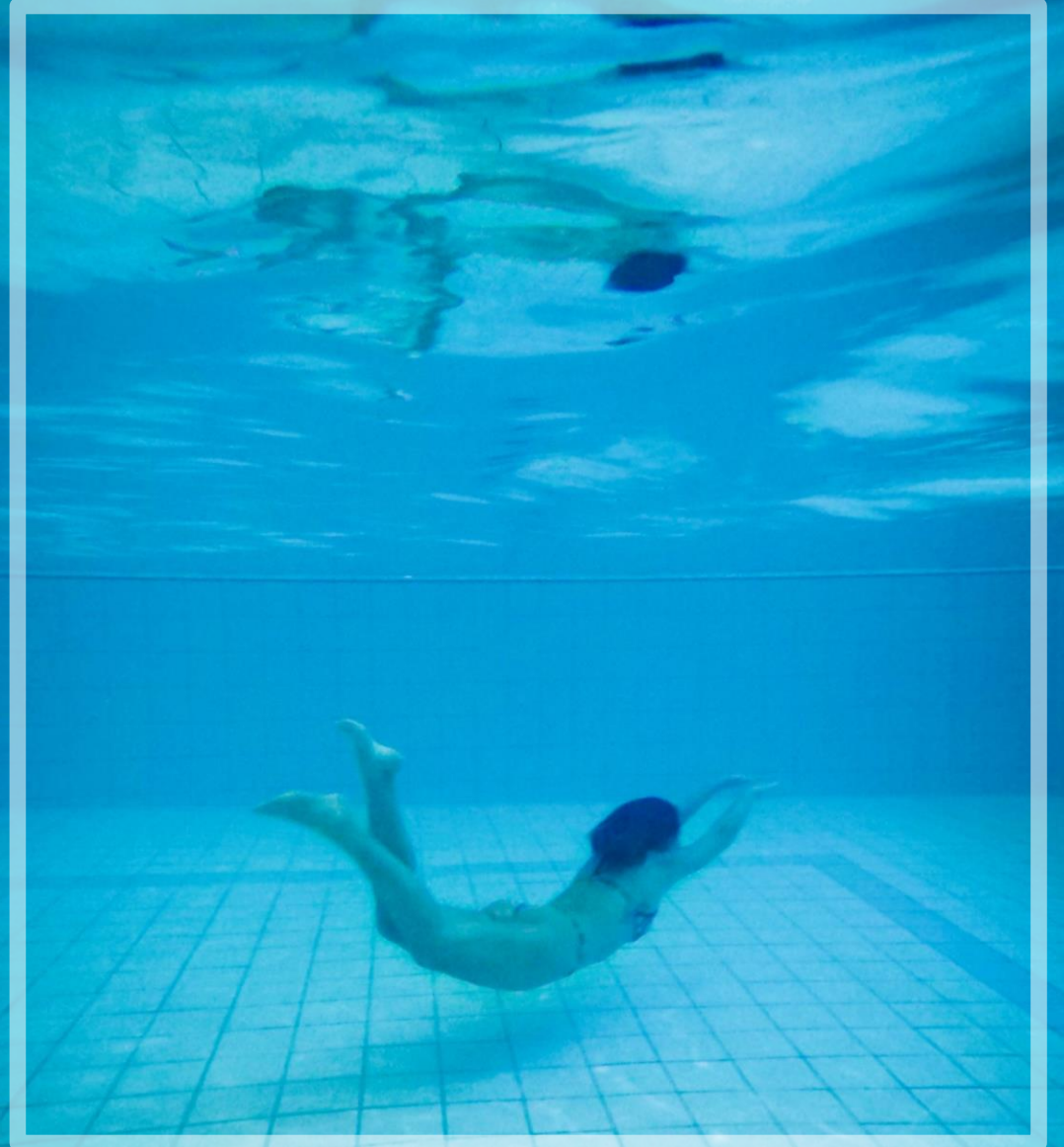
Bask in the Island of Sun



Picture to change



## Swimming laps in the mountains



Picture to change



Cycling in all its forms





## Unwinding at La Bulle

