

PRESS KIT

WINTER 2022-2023




la Rosière
ESPACE SAN BERNARDO



SUMMARY



I.
**A ski resort
straddling
France and Italy**

Some 1,850m above sea level and a stone's throw from Italy, La Rosière towers above the Haute-Tarentaise, offering visitors a unique selection of attractions.

Plenty of powder

Located a few kilometres from Mont Blanc and a short distance from the Col du Petit Saint-Bernard, La Rosière enjoys exceptionally good climatic conditions. This ensures excellent snow coverage from mid-December to the end of April. La Rosière is ranked in the top ten of snow-sure ski resorts in France, averaging almost 7 metres of accumulated snow each year.

Sunshine galore

Located on south-facing slopes, La Rosière runs along an east-west axis, offering a 180° panorama over the valley. From dawn to dusk, the sun is here to bring light and warmth to your day!

La dolce vita is just a stone's throw away

The Espace San Bernardo ski area is like no other in the northern Alps. It connects La Rosière in France to La Thuile in Italy. With a total of 154km of slopes, it's possible to ski into Italy and explore its culture and countryside, so distinct from those of its French counterparts, and yet so similar too, so inextricably linked La Rosière's history is to that of its Italian neighbours. On both sides of the border the ski area features green and blue slopes, which are spacious and suitable for all skill levels; red and black slopes for the more daring; snow-shoeing trails, cross-country skiing trails and freeride zones with powder aplenty and steep, technically challenging descents. In the Espace San Bernardo there's something of everything and something for everyone, regardless of your preferences and skill levels.

A welcoming ski resort that's easy to find your way around

Founded in 1960 by former shepherds who turned their hand to construction and skiing, La Rosière is a resort with a friendly, down-to-earth vibe. It compares favourably with other resorts, in fact, it's up there with the big players. Residents, shopkeepers, accommodation providers, restaurateurs and leisure activity professionals are all passionate about providing visitors with the best possible service, winter and summer alike.



II.
New this winter

The La Rosière experience is firmly rooted in the traditions of the Savoy region, acknowledging its debt to the past but looking to the future. This year features several new additions to an already packed programme of tourist attractions and services.

Buy one, get one free

La Rosière is really going the extra mile by offering two weeks for the price of one! Fancy being one of the first – and the last – to ski the Espace San Bernardo? Thanks to the joint efforts of the Ski Area and accommodation providers like Le Refuge, Le Crystal (above), Le Tyrol, Adélie Immobilier, La Rosière Immobilier, Le Diamant des Cimes and L'Aiglon, it's within your grasp. Book a week-long stay on the opening week of the season (10th to 17th December 2022) and receive free accommodation for the last week of the season (15th to 22nd April 2023). This offer also applies to the purchase of a 6-day ski pass. Hurry, places are limited!

The Xperiences pass

It's not just about the skiing! It's easy to see how you might want to spend all your time on the Espace San Bernardo clocking up the miles on the ski slopes and enjoying the stunning scenery. However, there's so much more to do in the mountains! The Xperiences pass lets holidaymakers choose from a huge range of leisure activities at the resort. The pass includes an extra half-day of skiing; a First Track session where you'll get to ski at dawn before breakfasting at the new high-altitude restaurant, PARADiS; free cancellation insurance (valid up to 2 days before arrival); not to mention a wide selection of non-skiing activities suitable for both young and old: ice-skating, cinema, X'Treme Luge monorail sled, outdoor laser tag and paintball.



PARADIS



||
New this winter

L'Orée du Bois

At the heart of the historic part of the village (Vieux Village), a stone's throw from the shuttle bus stop serving the Roches Noires chairlift, this new wood-clad building with traditional lauze (flagstone) roof contains six luxury apartments ranging from 100 to 160m² in size with a guest capacity of 8 to 15 people per flat. Some flats have their own private outdoor hot tub. The facility is awaiting confirmation of its 5-star rating.

La Pause

Do you prefer eating on the go to ensure you don't miss out on one bit of powder skiing? La Pause is now open! Located on the top floor of the Maison du Ski in La Rosière, this venue opened this year and is available for anyone to bring and eat their packed lunch. Suitable for groups, families, couples etc, the space has been well thought-out and boasts all necessary facilities. Thanks to La Pause, anyone can enjoy their lunch, sheltered from the elements. It's also a great spot to relax between skiing sessions!

Everyone's going

to PARADIS! This new mountain restaurant opened in summer 2022 and is now getting ready for its first winter season. Located on La Rosière's golf course, this high-altitude eatery boasts stunning views and room for 120 diners outside and 170 indoors. On the menu there's plenty to warm you up and satisfy even the most demanding appetites in the shape of elegantly produced dishes which marry traditional recipes with creative flair. Local and seasonal produce has pride of place. It's also the only high-altitude building which uses a wood pellet boiler to heat the water and the building itself. There is also a rainwater harvesting system which will be used to water the golf course in the summer.

Winter Golf, new this season

Talking of golf...have you ever played in the snow? On March 30th, 2023, the La Rosière ski area is organizing its first snow golf tournament. Open to pros, semi-pros and amateurs, the tournament will see teams of two face off on a 3-hole course. During the afternoon there will be round-table sessions where various experts will discuss topics ranging from diversification in the mountain tourism economy to water management.



III. **A more sustainable mountain economy**

The natural world provides daily reminders that human activity in all spheres of life needs to be viewed through the lens of its potential to impact the environment. La Rosière does not pretend to have all the answers, but it's committed to protecting this wonderful mountain setting in a way that will be marked by transparency and enthusiasm, ensuring that from now on, protecting the local environment will go hand-in-hand with managing local tourist activities.

En route to Flocon Vert certification

The 'Flocon Vert' (the green snowflake) is a label awarded to mountain destinations which can demonstrate a commitment towards sustainable tourism. This label has been developed by the Mountain Riders not-for-profit to help mountain-lovers identify the most environmentally friendly tourist destinations. Picking a ski resort that's been awarded the Flocon Vert is a way of supporting responsible tourism. La Rosière and its various stakeholders began the process to obtain the Flocon Vert label in June 2022. It's hoped this process will bear fruit by spring 2023. If the bid is successful, it will attest to the resort's commitment to quality and ongoing improvement in its various activities as measured according to some twenty different criteria across 4 categories: governance and destination, local economy, social and cultural, natural resources and ecologies.

Renovations to accommodation and buildings

Energy efficiency in housing stock and other buildings is very much a live issue, especially in ski resorts where weather conditions can be extreme. In La Rosière, accommodation and other buildings have had a real make-over, making them more user-friendly and less resource-hungry. By way of example, the Diamant des Cimes and Oliver chalets, the Balcons de Tarentaise and the Les Alpages apartment complex have all been renovated, as has the Maison du Ski.

Encouraging more eco-friendly travel

Transport represents 60% of the carbon footprint of holidaymakers travelling by car. To reduce these emissions, the ski resort's management has decided to reward visitors who come as far as Bourg-Saint-Maurice by train. The Ski Area will offer all rail travellers a 15% discount voucher on their next ski pass. Accommodation providers are also offering these travellers certain services, which would normally have to be paid for, free of charge, such as the hire of linen.



III. *A more sustainable mountain economy*

The Ski Area's process of continuous improvement

France's ski areas have signed up to a charter of 16 environmental commitments with a view to reducing the sector's impact in multiple fields: energy-efficient use of machinery and vehicles, more efficient use of ski-lifts, more eco-friendly approach to snow-making, better waste management. An energy-saving approach is of the essence this year:

- The closure of ski-lifts where more than one lift is available and a reduction in the speed of lifts during quiet periods as long as this does not affect service quality.
- All personnel trained to operate chairlifts and snow groomers in an energy-efficient manner.
- A reduction in water and electricity usage thanks to a real-time snow depth measurement solution (SNOWSAT) fitted to all snow-making and grooming equipment. This will make snow-making operations more efficient.
- Calling a halt to snow-making at the start of the season if natural snowfall is deemed adequate to open the slopes.
- A 10% reduction in snow groomers' fuel consumption thanks to the SNOWSAT solution and a reduction in slope width during quieter periods.



IV. *The Ski Area*

Whatever your level of expertise or personal preferences, the Espace San Bernardo ski area is suitable for all.

Some 154km of slopes between France and Italy

- 80% of slopes are located above 1,850m above sea level.
- Eight green slopes, 25 blue slopes, 35 red slopes, 14 black slopes.
- Almost 7 metres of accumulated snow during winter 2021–2022.
- Manageable numbers of people on the slopes, ensuring a pleasant skiing experience and no long queues at ski-lifts. The ratio of 154 kilometres of slopes for 13,500 beds is a good one.

On foot or with small children? No problem!

The Pass Piéton offers access to 5 chairlifts, (both ascent and descent journeys), for users on foot or wearing snowshoes. The views of Mont Blanc and the Col du Petit Saint-Bernard, 2,400 metres above sea level are no longer just for skiers!



Children under the age of 5 benefit from a free lift pass on the French portion of the Ski Area (proof of age required). There is a 2 euro charge for the magnetic pass.



V
**Families
forever!**

The Ski Area

La Rosière is a Famille Plus-accredited ski resort. In addition to committing to respect specific criteria, we have made a family-friendly approach into a way of life. All kinds of families are welcome in La Rosière – large or small, single-parent families, young children and teens. The very lay-out and construction of the resort and the range of facilities, services and activities on offer ensure all families can enjoy the perfect stress-free holiday.

Famille Plus certification

As a Famille Plus-accredited resort, La Rosière and its stakeholders have made commitments in 6 areas:

1. A welcome that's tailored to families
2. Entertainment suitable for all age groups
3. Prices tailored to different ages
4. Activities which can be enjoyed by different age groups on their own or together
5. Easy access to shops and services
6. The highest standards of professional child-care approach from our employees

Compliance with these criteria is checked on a regular basis by an independent body, helping ensure families receive a warm welcome and can enjoy a holiday to remember.



The Club des Galopins

Managed by the ESF (the French Ski School), the club is open to children aged between 18 months and 12 years. It operates on 2 sites, La Rosière Centre and Les Eucherts. The Baby Club is aimed at children between 18 months and 3 years and the Club Loisirs is for 3 to 12-year-olds. Lunch is available (optional extra). Everything has been done to ensure both children and parents can make the most of their time here.

The Famiglia offer for families with pre-teens

The perfect solution for families with children aged under 13. For each service purchased by an adult, you'll be given an equivalent service for a child – totally free! Six-day ski passes, ski equipment hire, 6-day group ski lessons with the ESF, ice-skating or cinema tickets etc. For each purchase of one of these services for an adult, you'll receive the equivalent service for a child – free.

This offer is only available from La Rosière Réservation when you book accommodation through this service for the week of 15th to 22nd April 2023.



VI.
*Make your own
mini-adventures*

Cross-country skiing by night – why not?

An evening in which to discover cross-country skiing. Every Tuesday, night cross-country skiing taster sessions are held by La Rosière's ski schools (Evo2 and ESF). From attaching your ski skins to managing energy levels and moving efficiently, the instructors will teach the course attendees this sport's basics. What's more, you'll enjoy a beautiful sunset over the valley and a Savoyard snack in the middle of the forest.

Una pizza, per favore!

With the opening of the slopes, it's time to get our skis on and head off on the Roches Noires chairlift. We'll begin with the Belette blue run for a gentle warm-up, heading for the Le Fort chairlift. On arrival at the Fort de La Redoute, 2,390 metres above sea level, enjoy the view of Mont Blanc, take a photograph from the Panoramic Expérience walkway before heading northwards towards the two Bellecombe chairlifts, taking you over the border. Buongiorno Italia!

Enjoy the more challenging Italian runs and glide through the pine trees towards La Thuile until you reach the town. Pizza, pasta, antipasti...it's time to refuel and La Thuile boasts numerous good eateries a stone's throw from the slopes. But don't spend too much time lounging around on the terrace! Ciao bella, make sure you get back to France before 3pm to enjoy the afternoon sun bathing the slopes of La Rosière.

Making a cross-border trip on skis in the northern Alps is very much a La Rosière experience – and a unique one at that!



VI.
**Make your own
mini-adventures**

The Igloo experience

This traditional Inuit dwelling has always held a certain fascination. Want to learn how to build one? The ESF organizes fun igloo-building afternoons in the heart of the forest, aimed at young and old.

Would you like to have a drink, a meal or even sleep in an igloo? It's time to explore the Village Igloo, a 130m² venue in the shape of a giant dome sculpted from ice at the heart of La Rosière's ski area. You can come and enjoy a drink here during the day and have a delicious Savoyard fondue on Wednesday evenings. For those who want to experience the igloo to the fullest, Village Igloo has its own cosy and comfortable guest rooms where you'll sleep on beds hewn from the ice.

From 300€ for two people (half-board).

For more information: reservation@village-igloo.fr
04 50 05 51 37

Tackle the mountains in snowshoes

La Rosière also boasts almost 27km of hiking trails, accessible on foot or using snowshoes. Around 12km of these trails are signposted and groomed.

Want to get outdoors, but at a pace of your choosing? You can buy a walking pass and have unlimited access to 5 chairlifts. For instance, set off from Les Eucherts along 3km of easy groomed trails and head for the Le Fort chairlift which will whisk you effortlessly to 2,390m above sea level. Once there, admire the view whilst enjoying a mulled wine before walking 3.4km along the ridge line to reach the Roc Noir. If you've got the energy, you could take the downwards path (6km). If your thighs are starting to feel it a bit, why not return by means of the Roches Noires chairlift: you'll arrive directly at the foot of the slopes in La Rosière for a well-deserved break and a tasty snack.

Thanks to the Bureau Montagne, you can also explore these walking trails in the safest possible way, in the company of a guide.



VII.
*Ride. Eat.
Sleep. Repeat.*

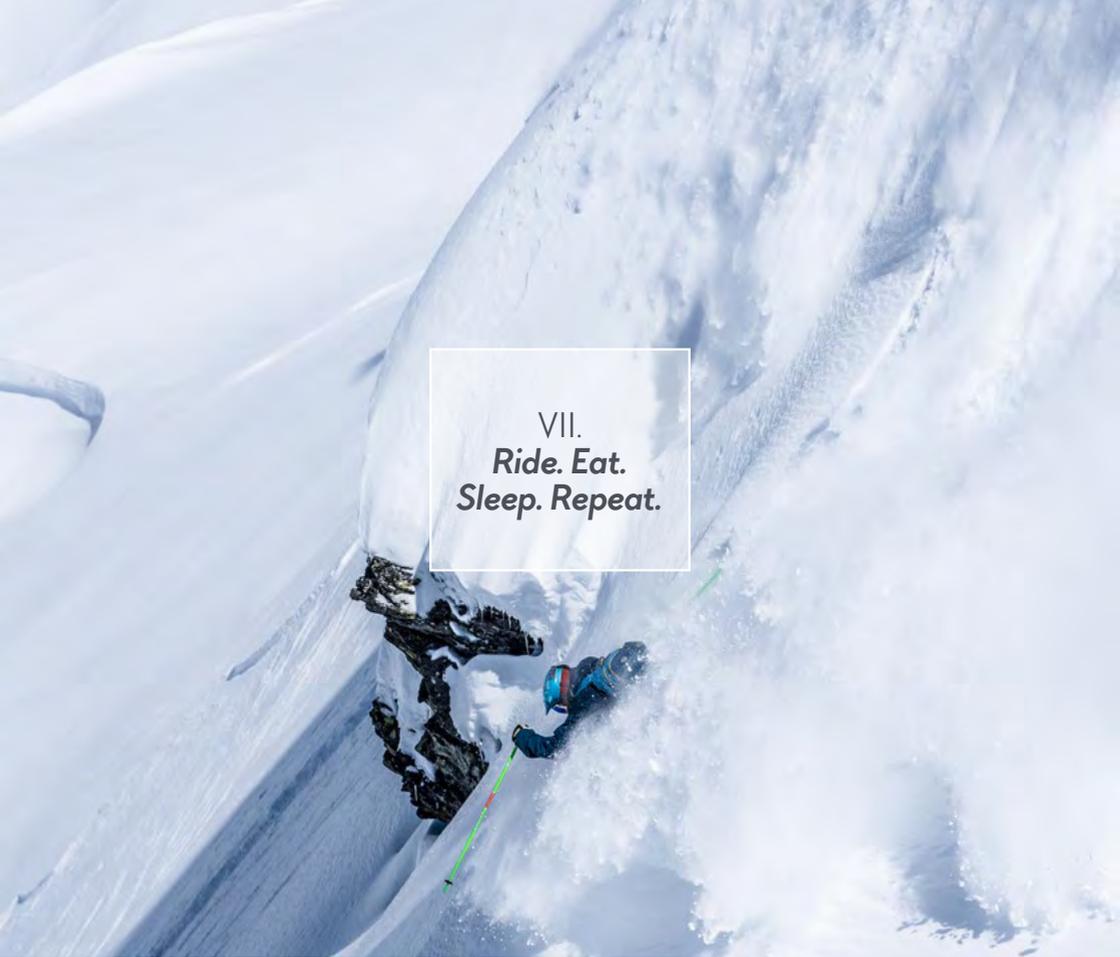
The Mont Valaisan sector and the area's extremely good snow coverage have made La Rosière a favourite amongst fans of freeriding, whether on skis or boards. Major competitive events are held here during the winter season.

Safety Shred Days

The biggest freeride gathering in France will be back in La Rosière for the second year, from 7th to 11th January 2023. Hosted by Victor Daviet, a pro snowboarder riding for Salomon, this event will help raise awareness amongst the general public of the dangers of the mountains, as well as offering advice in mountain risk management and mountain/avalanche rescue.

In what will be a relaxed event, course participants will be trained how to look for avalanche victims by professionals from the ANENA (The National Agency for the Study of Snow and Avalanches) and big snowboarding names like Victor De Le Rue, Thomas Delfino and Marion Haerty. Alongside this, the event will feature lectures, workshops simulating avalanche rescue situations and banked slalom displays.





VII.
**Ride. Eat.
Sleep. Repeat.**

Go big or go home

For those wanting to understand what freeriding is, just visit La Rosière in January 2023. Three competitions organized by Evo2 will bring the world's best freeriders to the north faces of Mont Valaisan and Le Fort.

- **Freeride World Qualifier ** - 5th January 2023:** 90 of France's best amateur freeriders will tear down the slopes to try to win through to the next round.
- **Freeride Junior Tour ** - 7th January 2023:** here comes the next generation! Come and see the 90 best up-and-coming freeriders in the discipline in action.
- **Freeride World Qualifier **** - 11th January 2023:** The FWQ**** is the golden ticket for entry to the very exclusive club that is the Freeride World Tour. Eighty competitors will face off on the powder.

Freeride skiing is an extreme sport where competitors must descend a demarcated off-piste section as quickly as possible whilst overcoming obstacles (humps, rocks and cliffs).

The dates of these events may be moved by a day either side depending on weather conditions.



VIII. *Slow snow: take a break*

The mountain, the great outdoors, the scenery. Peace and quiet, noises deadened by snow. La Rosière is a perfect place for anyone wanting to tune out, get back to nature and just carve out some quality me-time.

Wide open SPACes

Several venues boast luxury SPA facilities.

- The Zen Altitude package at the Spa Montagnes du Monde – Alpen Lodge – 235€
 - One ‘Bol d’Oxygène’ face treatment
 - One body treatment, scrub and wrap, lasting 50 minutes
 - One 50-minute-long body massage
- The ‘Cairn’ signature facial treatment at Sky Spa, 90€
 - Bonus Sky Spa: children are welcome from four years up for a maiden voyage into the world of well-being.
- Romantic evening – Alparena – 310€
 - Two 50-minute massages of your choice at 3pm
 - Private use of the outdoor sauna and Nordic bath from 4pm to 5.30pm
 - Two glasses of champagne at sunset
 - Three-course evening meal or set daily menu at the ALPAGIO restaurant

Get those endorphins pumping

Our daily routine sometimes leaves us with little time for exercise or sports. What if you made use of your time at La Rosière to get back into shape? All the hotels and many apartment buildings have their own gyms and cardiovascular fitness suites. Who says you have to be out on the slopes to burn off some calories?!





IX.
***La Rosière,
tailored to you***

The Dolce Vita Adventure

From 11/12/2022 to 07/04/2023, subject to availability.

With the Dolce Vita Adventure, dare to set off on an incredible two-day getaway in France and Italy. Explore the Espace San Bernardo ski area, experience Italian-style well-being at the Pré-St-Didier thermal baths and enjoy a real adventure as you travel between Savoy and the Val d'Aosta.

From 245€ per person (the package is available on weekends from 285 € per person),

Includes:

- Two-day ski pass for the La Rosière – Espace San Bernardo ski area
- One night (half-board) in a luxury double room in a lovely 4 star hotel, Le Miramonti, La Thuile (Italy).
- Entry to the Pré-Saint-Didier thermal baths (Italy-Val d'Aosta) on the first day of your stay, from 3pm. You'll enjoy relaxing in the thermal waters rising from the heart of the mountain at a temperature of 37°C. You have access to all areas of the thermal baths, waterfalls, saunas, hammams, indoor and outdoor hot tubs, the tearoom, the late afternoon aperitif buffet and the various relaxation areas.
- Return transfers from the foot of the slopes at La Thuile to the hotel are by private shuttle bus.



IX.
***La Rosière,
tailored to you***

Antipasti

From 09/12 to 17/12/22. Minimum 3-night stay. We want to reward the first to venture onto the Espace San Bernardo ski area with a half-price package. Are you raring to get out on the slopes but only have a few days free? Don't delay – the Antipasti short break package is perfect for you. With these stays of three to five nights we get the ski season off to a great-value start.

Price from 100 € per person based on 4 people sharing an apartment for 3 nights. Includes a 2-day adult ski pass for the Espace San Bernardo ski area.

Tutto Bene

From 07/01 to 01/04/2023, subject to availability.

Definitely the best-priced package of the whole season! Available only during some periods outside the school holidays, it's the perfect package to make the most of the Espace San Bernardo ski area at a competitive rate. Couples and groups of friends, young or old will just love this offer, which allows them to enjoy the resort to the max.

Price from 255 € per person based on 4 people sharing an apartment for 7 nights. Includes a 6-day adult ski pass for the Espace San Bernardo ski area.



X.
**All year-round
sun!**

La Rosière is also a delight in the summer – it looks very different but retains its old-world charm – and has plenty to offer summer visitors.

We'll see you from the 24th of June 2023 for outings along our hiking paths and speedy descents in our bike park.

In sella

The major addition for the 2023 summer season: a mountain-bike trail linking France with Italy that's downhill all the way! La Rosière and la Thuile will be the only joint Franco-Italian mountain-biking area in Europe. Everyone loves nipping over the border on skis for a pizza in the winter, they'll be just as happy to do it by bike!

Cooling off!

The long summer days and the sunny climate make for generous doses of vitamin D and pleasantly warm weather for holidaymakers. At 1,850 metres above sea level, there's a cool breeze and the evenings aren't too hot – perfect for sharing special moments with friends, such as the sunset over rose-tinted mountains!

Happy Families

During the summer, the Club des Galopins is free! From Monday to Friday between 9am and 5pm, the Club's team offers a free service for 3 to 11-year-olds. Games, treasure hunts, competitions – they'll experience the great outdoors in La Rosière in complete safety. If there's an unwelcome guest in the form of rain, art and craft activities and board games will keep them amused indoors. For 11 to 15-year-olds, the Team Riders programme features a range of activities at discounted rates from Tuesday to Thursday, including a high-ropes adventure course, laser tag, rafting, paintballing, ice-skating and bowling. This enables teens to spend some of their holiday with people of a similar age.





X.
**All year-round
sun!**

Nine holes with a view

Located 2,000 metres above sea level, high above the valley of the Haute Tarentaise, La Rosière's golf course boasts the highest nine-hole course in Europe, set amidst breath-takingly beautiful scenery in the heart of the Alps. This FFGolf-approved course hugs the contours, embracing the natural ups and downs of the site, criss-crossing almost 10 hectares of Alpine pastures.

Hiking heaven

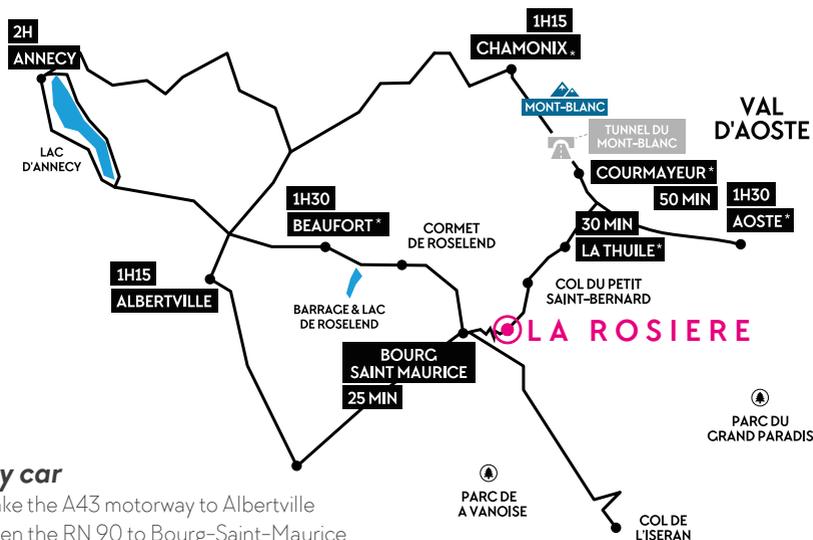
Summertime is hiking-time! Set off during the coolness of the early morning and hop on the Roches Noires chairlift. Once you've reached the top, take the Chemin des Militaires path with its incredible views over the Col du Petit Saint-Bernard and Mont-Blanc. Follow in the footsteps of the soldiers once stationed at the Fort and slowly walk down into the valley. Enjoy views of the valley and take the chance to observe its flora and fauna during the two hour-long descent. On arriving at the Plan de l'Arc, enjoy a break beside this artificial lake recently created by the resort. Numerous activities are organized here throughout the week: football tournaments, archery, games of skill, French bowls and more.





XI.
*Practical
information*

GETTING HERE



By car

Take the A43 motorway to Albertville then the RN 90 to Bourg-Saint-Maurice followed by the RD 1090 for 23 km until you reach la Rosière

GPS users should remember the Col du Petit Saint-Bernard is open from the end of May to November.

Only in summer

Via Italy through the Mont Blanc tunnel and Courmayeur. At Prê Saint Didier, follow signs for La Thuile, then Col du Petit Saint-Bernard

By airplane

Aéroport de Chambéry, 135km distant
Aéroport de Lyon Saint-Exupéry, 210km distant
Geneva International Airport, 215 km distant

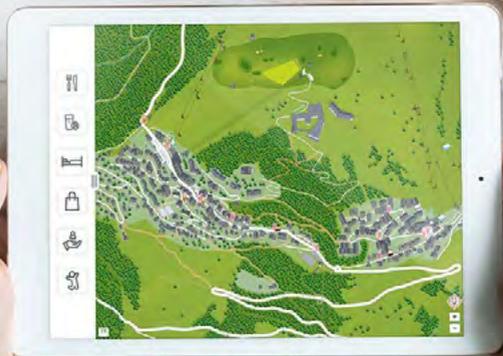
By train

Bourg-Saint-Maurice TGV train station, 23km distant. TGV-Thalys high-speed service

XI. Practical information



 **GRINCAT**
the interactive guide
to La Rosière



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