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Flaine, a resort ahead of the curve

WINTER 26/27 PRESS KIT



HAUTE-SAVOIE
MONT-BLANC



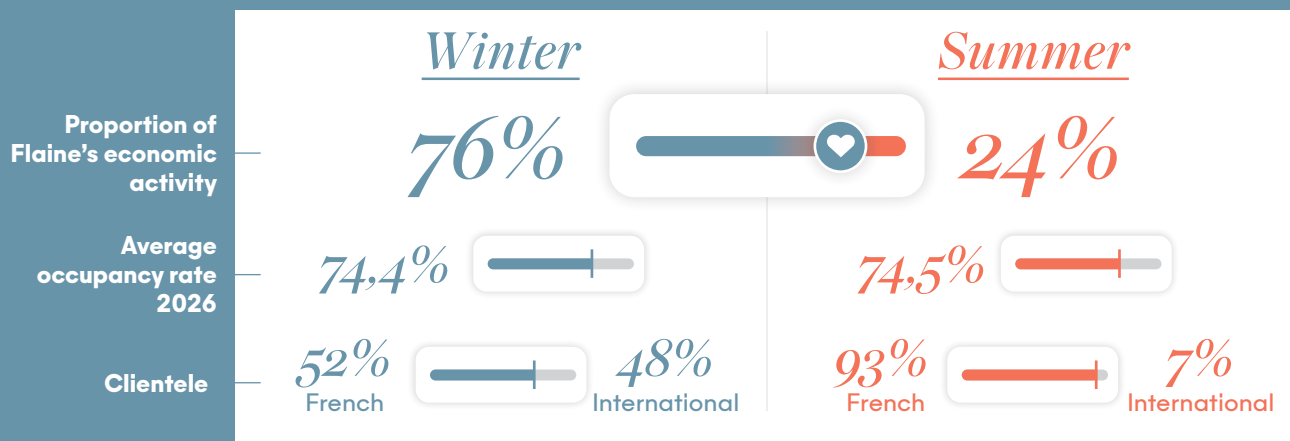
Flaine, a destination ahead of the curve

SOME RESORTS FOLLOW THEIR TIMES.
OTHERS SET THE PACE.
FLAINE BELONGS TO THE LATTER.

From the very beginning, it was conceived as **a vision** rather than a mere destination — one that **challenges convention** and **reimagines what it means to live in the mountains**. Here, **skiing** meets **nature**, **art** and **architecture** engage in dialogue with the **landscape**, and every design choice serves a single ambition: **to create a resort that breaks with established models, an open-air laboratory of ideas**.

Flaine has always owned this singularity. It provokes, questions, sparks conversation. Its architecture, its urban design and its **strong identity** leave no one indifferent. Some see it as an avant-garde masterpiece, others as a radical statement. Opinions differ and the debate continues — proof that, more than half a century after it was built, **Flaine remains a resort resolutely apart**.

LEADING HIGH-ALTITUDE RESORT



CLIENTELE

French visitors come from



- Ile de France
- Haut de France
- Brittany
- Grand Est

Regions International visitors come from



- England (1st in winter and 2nd in summer)
- The Netherlands (2nd in winter and 1st in summer)
- Belgium (3rd in both seasons)
- Switzerland (4th in both seasons)

TARGET OF 1,000,000 REACHED!

Flaine offers **8,500 commercial beds** in winter and **7,500 in summer**, backed by a diverse range of accommodation tailored and segmented to meet the expectations of both domestic and international guests.

The goal set for 2030 was to reach one million overnight stays combined across winter and summer.

Flaine has proven remarkably effective at marketing its professional bed stock, hitting that target well ahead of schedule — passing the million mark by the end of summer 2026, with 1,015,000 overnight stays.

The consistently high occupancy rates, in both winter and summer, reflect the resort's tourist appeal, the quality of its offering, and the strength of its positioning.

Starting point

SKI DEALS

Free skiing for under-8s and over-75s

Because there's no age limit on discovering the joys of skiing, the Grand Massif offers a free day pass to children under 8 (as well as skiers over 75). It's a thoughtful touch that lets families make the most of their stay and introduce the youngest skiers to the slopes with complete peace of mind. The free pass, valid for the current day only, is issued exclusively at ticket offices upon presentation of valid proof of age (excluding ski card and insurance).

www.flaine.com/en/skipasses/



ACCOMMODATION DEALS

>> Season launch

4-star hotel stay + ski pass included

To kick off the winter season in style, the RockyPop Flaine Hotel & Spa**** is offering an all-inclusive ski package from €79 per person, per night.

The offer includes one night in a 4-star hotel in the heart of Flaine plus a day ski pass per person. Valid for stays between 4 and 11 December 2026 inclusive.

www.flaine.com/en/great-deals/

NEW

Book ski lessons and lift pass in just one click

Students of the École du Ski Français (ESF) can now book their ski lessons and the corresponding lift pass — matched exactly to the dates and length of the course — in a single step via the marketplace on flaine.com. It's a welcome simplification for families and time-pressed skiers alike, who no longer need to juggle two separate bookings. The pass can be collected directly from the ESF Flaine office, just before the lesson — a streamlined customer journey designed so that, once on the slopes, the only thing left to worry about is clicking into your skis.

www.flaine.com/en/book-your-stay/



Cutting-edge skiing



THE GRAND MASSIF: 5 RESORTS, ONE SKI AREA

France's 4th-largest «ski-in, ski-out» linked ski area, the Grand Massif brings together **five resorts**, each with its own distinct yet complementary character: **Flaine**, bold and contemporary; **Les Carroz**, warm and family-friendly; **Morillon**, true to its village spirit; **Samoëns**, with its natural charm; and **Sixt-Fer-à-Cheval**, quiet and unspoilt. With **60 ski lifts**, skiers can enjoy no fewer than **139 runs** for all levels.

Grand Massif	Adult (ages 15 à 74)	Child (ages 8 à 14)
4 consecutive hours	€56.70	€45.40
1-day	€63.00	€50.40

The Grand Massif is open from 19 December 2026 to 12 April 2027.

Flaine	Adult (ages 15 à 74)	Child (ages 8 à 14)
4 consecutive hours	€54.60	€43.70
1-day	€60.70	€48.60

Flaine's ski area is open from 5 December 2026 to 18 April 2027.

DEDICATED BEGINNER AREAS

In Flaine, **beginners have specially designed areas right in the heart of the resort** where they can learn at their own pace. **Four lifts — including three covered magic carpets** (Pré, Michalet and Bissac) and **one gondola — are free** for beginners, letting them build confidence and progress on skis. **Three dedicated sectors are also set up in the sheltered** Pré and Bissac zones, where everyone can find their rhythm before gradually moving on to the other green runs via the Ballacha drag lift.

Because beginners explore the mountain differently, a **dedicated pass** is then available to them, giving access to the Ballacha and Forêt drag lifts, the Gérats chairlift, and around ten green runs.

Beginners rates	Adult (ages 15-74)	Child (ages 8-14)
4 consecutive hours	€27.50	€22
1-day	€30.50	€24.40

NATURALLY RELIABLE SNOW COVER

Snow cover is rarely a concern in Flaine. Thanks to a particularly favourable geographical setting, **the resort regularly ranks among the snowiest in France**. Its north-west-facing slopes and its position at the foot of high cliffs help trap precipitation and keep temperatures low — ideal conditions for snow. As a result, the first snowfall often arrives early in the season, and **cover stays consistent right through to spring**, topped up as needed by a network of around a hundred snow guns.



A BREATHTAKING PANORAMA

At the top of the **Grandes Platières gondola**, a **spectacular panorama** awaits visitors. From this summit, the view takes in **Mont Blanc** along with a **full 360° panorama over the Aravis, Belledonne and Jura mountain ranges** — a viewpoint just as accessible to walkers as it is to skiers.

FOUR ROUTES TO THE SUMMIT

Flaine also makes it easy to reach the ski area, with **four departure points spread across the resort**: the Grands Vans chairlift, the Grandes Platières gondola, the Tête des Verds chairlift and the Aup de Véran gondola. This layout smooths out the morning rush and gets skiers onto the slopes quickly, without the wait.



Top speed



ICE DRIVING

On ice or snow, driving feels a lot like skiing: acceleration, braking, steering, counter-steering, sliding, cornering... Whether you're after a quick thrill or a longer challenge, packages range from **a first taste to multi-day courses** to suit every appetite — and it's also a great way **to sharpen your handling skills** for snowy or icy roads back home.

Rate

The Renault Sport taster course	€210
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Duration: 1h30 (15 minutes of theory, followed by 1h15 of driving time shared between two participants)

www.circuitglace.com

MOUNTAIN KART

Starting from the top of the Aup de Véran gondola, mountain karting delivers **a full dose of thrills!** Once the slopes close for the day, drivers take on a wild 616-metre descent behind the wheel of a kart built for snow. Several routes are on offer, taking in the Méphisto, Calcite, Pin and Érable pistes.

Minimum height 1.4m. Information and bookings at the Grandes Platières gondola ticket office.

Rate

From	€27.50
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www.flaine.com/en/fiche/mountain-kart-in-winter/



MOON BIKE

Fitted with rear tracks for extra lift and a front ski for manoeuvrability, this thoroughly modern machine is **an eco-friendly alternative to the snowmobile**. Powered by an electric motor, this “zero-emission” vehicle lets riders explore nature respectfully and in near-total silence. Whether you'd rather wander through snow-covered forests for a peaceful escape from it all or race down the slopes chasing a new kind of thrill, both are possible on these guided outings.

Rate

1-hour session	From €70
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(15 minutes of introduction plus 45 minutes riding)

www.flaine.com/en/fiche/moonbikes-the-electric-snowmobile/

DOG-SLEDDING

With Évasion Nordique, visitors can try their hand at driving a dog sled at Les Molliets! After a briefing from a qualified instructor, each participant **takes charge of their own sled**, pulled by three to four Siberian huskies. The activity combines technique, a real bond with the dogs and total immersion in nature. Turns, climbs, descents: guests learn to pace the effort, guide the team and enjoy this uniquely eco-friendly way of gliding through the snow. Several packages are available, from

a one-hour introduction to full-day outings, for groups of four or five people upwards.

Rates	Adult	Child (under 12)
1-hour	€100	€80
Half day	€180	€120
Full day	€350	€250

www.flaine.com/en/fiche/driving-a-dog-sled-team/

On tiptoe



SNOWSHOE ADVENTURES

A cosy afternoon tea, an unusual aperitif, or dinner at altitude — take your pick for a plunge into winter magic. Strap on your snowshoes and head for a hand-built igloo in the heart of a snow-covered landscape. In the afternoon, the experience is gentle and family-friendly: an easy walk takes visitors of all ages to the frosted refuge, where a comforting spread awaits — mulled wine, hot chocolate and homemade pastries. By evening, the setting is transformed. As the sun sets, **a guided walk leads to the glittering igloo** deep in the forest. Once there, enjoy a mountain-style aperitif or a full Savoyard dinner: fondue, cold cuts, cheese and homemade desserts, all paired with local wines and the traditional génépi liqueur. The walk back, headlamps on, is full of good cheer, the odd slide, and a sky full of stars.

Rate	Adult	Child
From	€38	€30

Igloo raquettes - +33 (0)6 59 58 09 91 - igloo.raquettes@gmail.com

ZEN MOMENTS ON THE YOGA TRAIL

A 3km trail, 10 yoga poses, a chance to let go and reconnect with nature — that's the promise of this yoga circuit blending wellbeing for body and mind. The most dedicated yogis can round off the experience with a restorative meditation session facing the Aravis mountains.

www.flaine.com/en/fiche/yoga-parcours-detente/



SNOW TRAIL RUNNING, ONE STRIDE AT A TIME

Three trail-running routes let running enthusiasts take in stunning views over the Arve valley and the forests of the Combe de Vernant, from the Col de Pierre Carrée. The routes are relatively easy-going (little elevation gain, 3 to 6km in length), but for those craving more of a challenge, there's a timed version too! These timed runs **can be tracked via the «Flaine Les Carroz Espace Outdoor» app** — with geolocation and Bluetooth switched on, checkpoints along the route record your split times!

www.flaine.com/en/non-skiing-activities/snow/trail-running-on-snow/

Cutting-edge technology



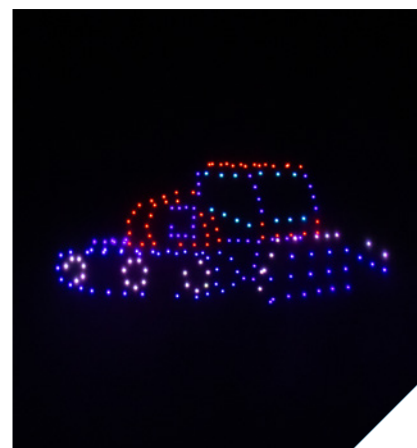
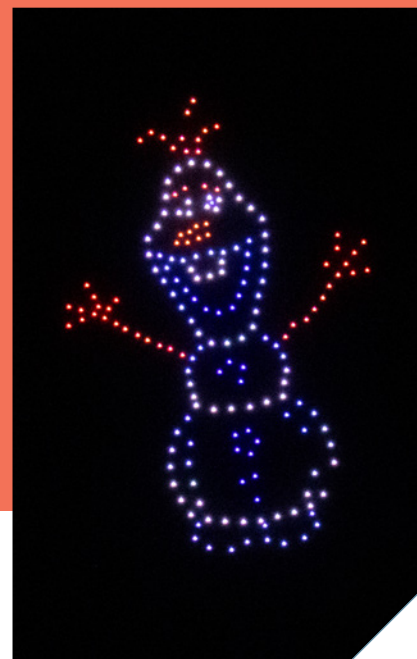
TECHNOLOGY IN THE SERVICE OF SAFETY

In Flaine, innovation isn't limited to ski-area infrastructure — it also serves skier safety. Since 2023, Grand Massif Domaines Skiabes has been rolling out a pioneering approach that combines new technology, scientific analysis and human presence to better understand behaviour on the slopes, **prevent accidents and strengthen skiers' sense of security.**

Drones are at the heart of the most innovative tools in use. Operated by the ski patrol, **they track skier flow** and pinpoint exactly where crossing points, speed or **behaviour create heightened risk.** This aerial view provides information that simply can't be gathered from the ground, making it possible to **adapt trail layouts or prevention measures** where they're needed most. The goal isn't to monitor skiers, but to **anticipate risk before it turns into an accident.**

This approach also draws on **artificial intelligence** and **data analysis.** Working with researchers, the Grand Massif Domaines Skiabes teams are mining more than ten years of accident data **to identify the main risk factors and better understand how accidents happen.** This research allows prevention measures to evolve on solid, evidence-based footing and helps **guide decisions made by the piste safety service.**

Technology also strengthens the work of **ski patrollers** on the ground. **Specially trained in prevention,** equipped with higher-visibility gear and backed by observation and analysis tools, **they take a proactive approach with skiers, reinforcing safe behaviour on the slopes.** The effort is paying off: in the space of a single season, the sense of insecurity on the slopes has dropped markedly — concrete proof of how technological innovation and human expertise can work together to make the **mountain safer than ever.**



WHEN INNOVATION LIGHTS UP THE SKY

True to its pioneering spirit, Flaine was the first French resort to stage illuminated drone shows. By choosing this innovative technology to bring its winter evenings to life, the resort once again demonstrated its knack for dreaming up entirely new experiences — right in keeping with its **avant-garde DNA**.

For five years now, every Wednesday during the Christmas and winter holidays, several hundred drones take to the night sky at dusk in a genuine aerial ballet. Synchronised to a soundtrack, they trace moving pictures of light, sketching fleeting shapes and **scenes overhead** that delight visitors of all ages — a technological feat that turns Flaine's skyline into an open-air stage.

Since their launch, these shows have only grown bigger. What began as a one-off event with 40 drones taking to the air has gradually become a not-to-be-missed fixture of the winter season, with ever more ambitious displays and a steadily rising number of shows, drones and spectators.

Now one of the resort's signature events, the drone shows return this winter with 200 drones lighting up the sky over Flaine across six new dates.

**Dates 2026/2027 :
23 & 30 December 2026 –
10, 17, 24 February & 3 March 2027**

Diamond-sharp architecture

FLAINE: THE AVANT-GARDE THAT HASN'T AGED A DAY



CONCRETE AS A SIGNATURE

When Flaine welcomed its first visitors in the late 1960s, it looked like no other resort. **Conceived by Éric and Sylvie Boissonnas and designed by Marcel Breuer**, an iconic figure of the Bauhaus movement, it broke every rule of mountain architecture. Here, there are no faux-chalets or folksy decoration: **raw concrete converses with the rock**, the buildings hug the slope, and the mountain itself remains the centrepiece of the landscape. More than fifty years after it was built, this radical vision looks more **contemporary** than ever.

A RESORT DESIGNED WITH SKIERS IN MIND

Long before anyone was talking about **soft mobility or car-free resorts**, Flaine had already made that choice. Vehicles are kept out of the way, and **getting around means going on foot or on skis**, with direct access to the ski area and buildings arranged around shared living spaces. A visionary layout that still delivers rare comfort and a seamless experience today, one where the architecture is entirely at the service of holidaymakers.

AN ARCHITECTURAL HERITAGE ICON

Rhythmic façades, sculptural volumes, diamond-point panelling, dramatic cantilevers, orange inclined lifts and monumental chimneys: in Flaine, every architectural detail reflects Marcel Breuer's genius and his drive to combine aesthetics, function and integration with the landscape. This singular identity, which has crossed the decades without losing any of its modern edge, has today earned the resort **listed status as 20th century architectural heritage**.



This winter at the Art Centre

FLAINE, PHOTOGRAPHS BY MYR MURATET

Curated by the CAUE de Haute-Savoie, this exhibition explores Flaine through the lens of photographer Myr Muratet. **It shines a light on this modernist architectural masterpiece**, designed by Bauhaus master Marcel Breuer. Muratet's photographs take hold of the myth to reveal the true spirit of the place. Alongside them, the exhibition traces Flaine's history from 1954 to the present day, with archive images charting the resort's construction from its **earliest sketches through to its most recent developments**.

www.flaine.com/en/fiche/exposition-photographie-myr-muratet/



To find out more about the resort's architectural heritage,
the Art Centre offers a free guided tour every week (registration required).

AN OPEN-AIR GALLERY



A MUSEUM WITHOUT WALLS

When they dreamed up Flaine, Éric and Sylvie Boissonnas had one simple ambition: **to make art accessible to everyone, with no doors, no admission tickets, and no ceiling but the Alpine sky.** Here, the artworks are part of the landscape, waiting to be discovered on a stroll through the resort or between two runs.

Among them, **Carl Nesjar's «Fontaine de glace»** (Ice Fountain), at the entrance to Flaine Forum, is transformed every winter by snow and icicles. Just below, Victor **Vasarely's «Trois Hexagones»** (Three Hexagons) plays with colour and optical illusion as a tribute to the **Bauhaus**.

Also at Flaine Forum, atop a small hill, **Jean Dubuffet's «Le Boqueteau des 7 arbres»** (The Grove of Seven Trees) draws plenty of attention — not least from children who love sledging down its slopes. A little further on, **Pablo Picasso's** 12-metre-high **«La Tête de Femme»** (Woman's Head) reveals a different silhouette from every angle. Also worth seeking out: **Pol Bury's «La Fontaine de l'Auditorium»** (Auditorium Fountain), **Vera Cardot's «Empreintes de corde»** (Rope Imprints), **Davos Hanich's «Les Faisceaux»** (Beams), **Philippe Pastor's «Arbres brûlés»** (Burnt Trees), and the five chimneys designed by **Marcel Breuer** himself...

THE ART CENTRE, A LABORATORY FOR CREATIVITY

Founded at **Sylvie Boissonnas's initiative** right from the resort's earliest days, the **Art Centre** carries on this ambition of making culture accessible to all. Temporary exhibitions, photography, painting, sculpture and contemporary installations all add another dimension to a ski holiday.



This winter

A HANDS-ON EXHIBITION FOR YOUNG VISITORS, «IMAGES VIVANTES» («LIVING IMAGES»), PRODUCED BY THE CENTRE POMPIDOU

The eight interactive workshops invite **children** to experiment with optical illusions, colour play and visual transformations by handling, observing and freely exploring the works on show. **In this exhibition-workshop devised by Yaacov Agam, everything becomes movement!**

www.flaine.com/en/fiche/living-images-centre-pompidou-exhibition-workshop/



Top acces

BY AIR

1h from Geneva airport
Regular bus line to Flaine
the week-end

BY TRAIN

30 mins from TGV Cluses station
Regular bus line to Flaine

BY ROAD

30 mins from A40
motorway exit 19 Cluses centre

PRESS

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