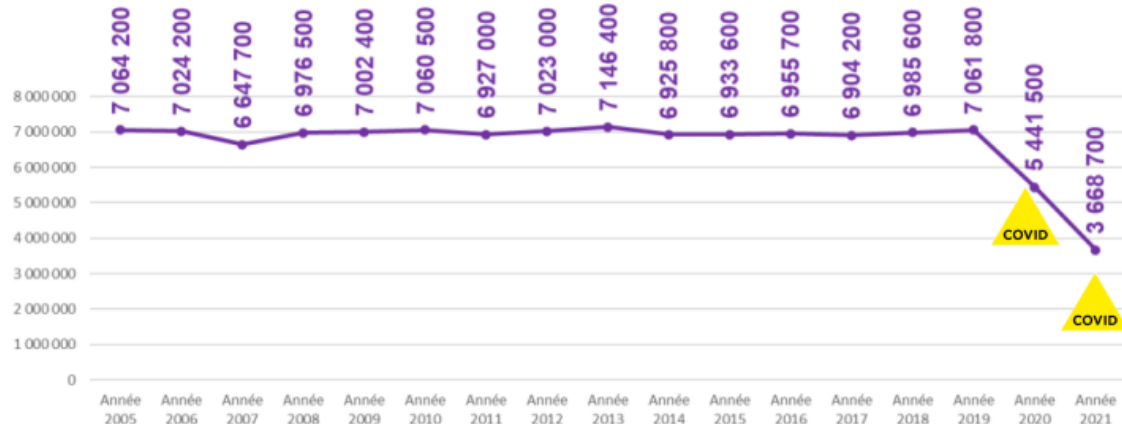


« Les Portes du Soleil », a mountain activity area



Source : BET MARCHAND

Evolution de la fréquentation globale annuelle

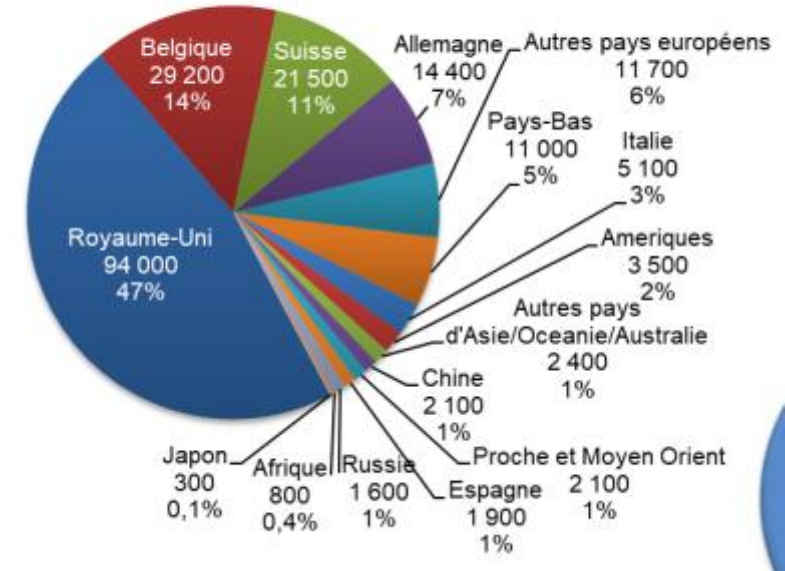


Average annual attendance at the Portes du Soleil

- Importance of foreign tourists

- A big tourist attractiveness

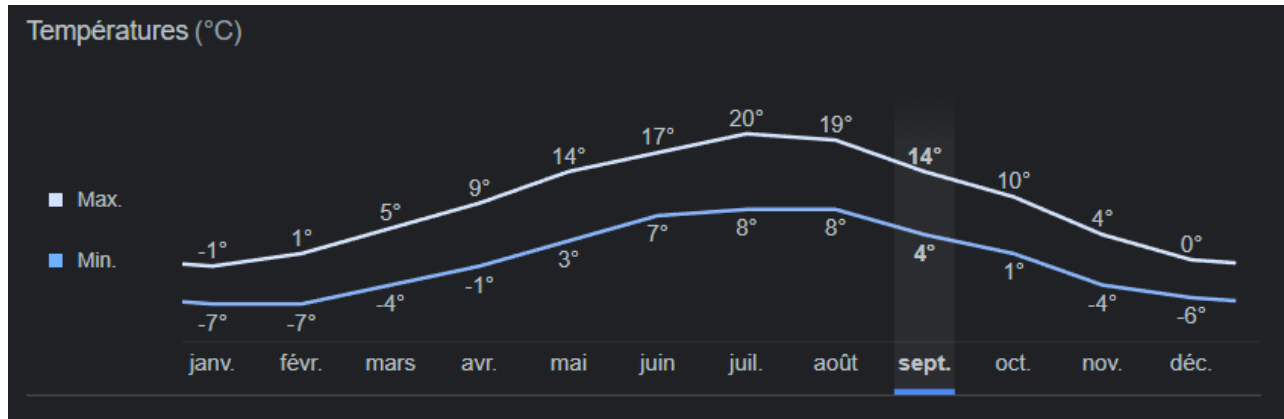
Année 2019



Origin's country of foreign tourists

I) The genesis of activities

1) The role of climate and land morphology



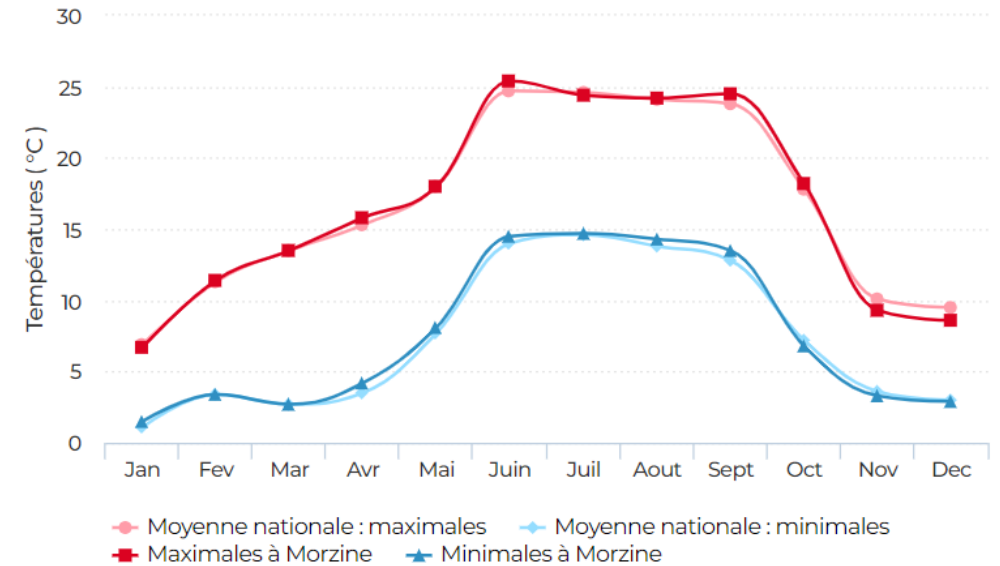
Averages temperatures within the Portes du Soleil

- Presence of great sunshine

- Cold climate with sometimes heavy rains

Températures à Morzine en 2021

(Source : Linternaute.com d'après Météo France)



Annuals temperatures in 2021, Morzine

Historique enneigement -

[tous les mois](#) / [Tous les ans](#)

	Chutes de neige moyennes	Nombre de jours où il a neigé	Enneigement moyen en bas :	Enneigement moyen au sommet :	Enneigement maxi en bas	Enneigement maxi
novembre	4cm	1	18cm	6cm	150cm	8cm
décembre	62cm	3	47cm	84cm	150cm	60cm
janvier	119cm	7	48cm	144cm	150cm	60cm
février	93cm	7	60cm	206cm	230cm	40cm
mars	73cm	6	49cm	233cm	120cm	50cm

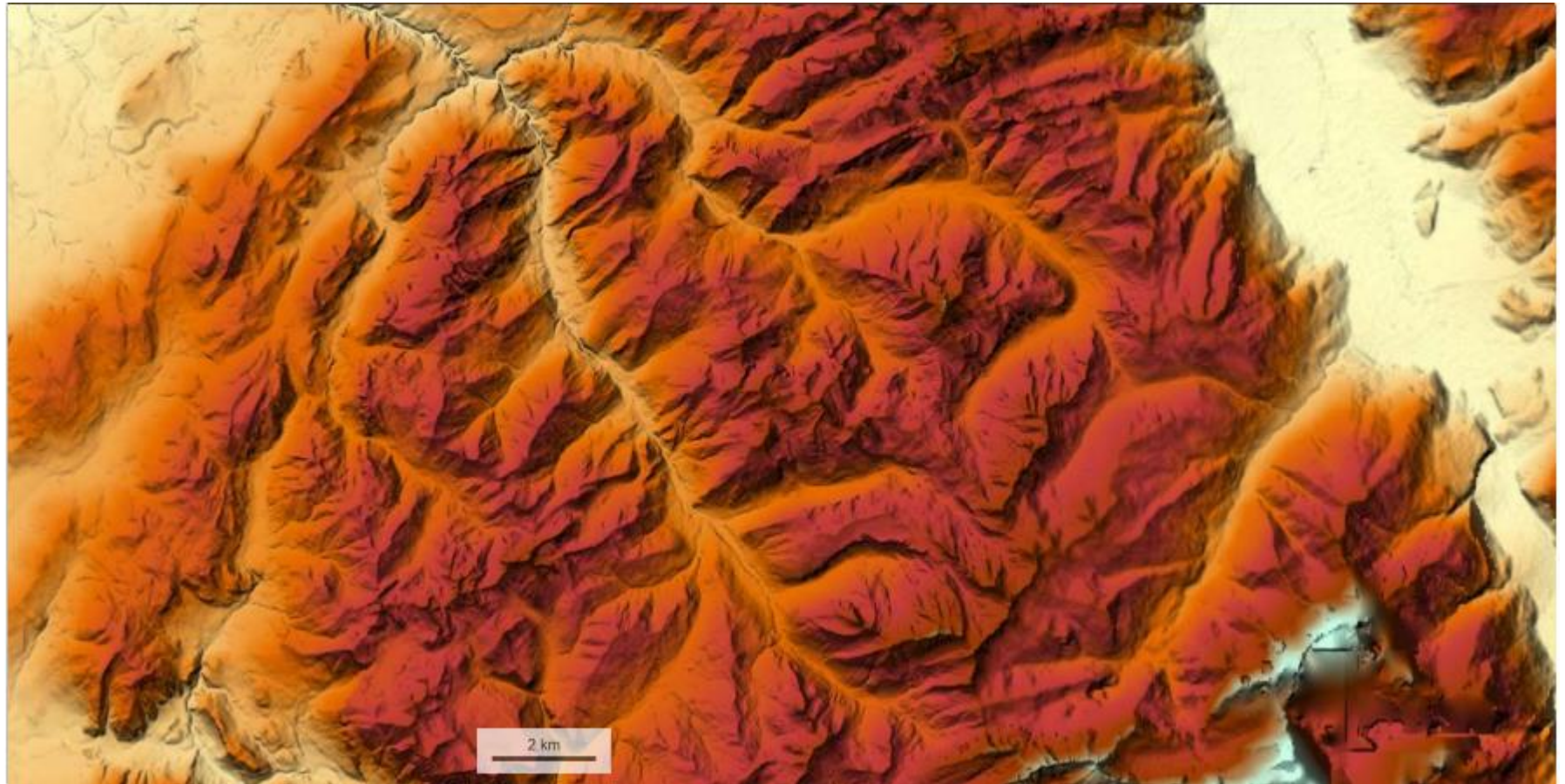
- Presence of
snow for third of
the year

Averages winter snowfalls in the Portes du Soleil ski area

- Hilly and mountainous areas

- Compose of Val d'Abondance, Vallée d'Aulps, Val d'Illiez and Val de Morgins

- Minimum altitude : 734m
- Maximum altitude : 2466m



Relief map of the region where the Portes du Soleil are located, source IGN

2) Historical mountain activities

- Wood industry and sawmill



Traditional sawmill, Morzine

- Stone industry (slate, marble)



Slate quarry, Morzine-Avoriaz

- Mountain farming (cow, sheep, goat)



Abondance Cow, Val d'Abondance



Abondance cheese



Mountain pastures, Avoriaz 60s

3) « The White Gold »



Torgon



Downtown, Morzine

- Development of skiing activities during the 70s
- Creation of skiing resorts (ski slopes and ski lifts)
- Creation of ski schools



Piste map, Portes du Soleil



La Chapelle snowpark, Avoriaz

- Maintenance, slopes securing, slopes grooming

- Installations of ski equipments (snowpark, artificial snow systems)

Domain of Roc d'Enfer, Saint-Jean d'Aulps, La Chèvrerie





Construction of Avoriaz, 70s



Today's station, Avoriaz



Center of the Avoriaz resort, 80s

- Urbanization of villages and some mountain pastures



- A very rich transport network

Road network map, source IGN

II) Evolution of activities over time

1) A demand for diversified activities linked to tourism

- Cultural activities at the heart of the estate



Mechanical music museum, Les Gets



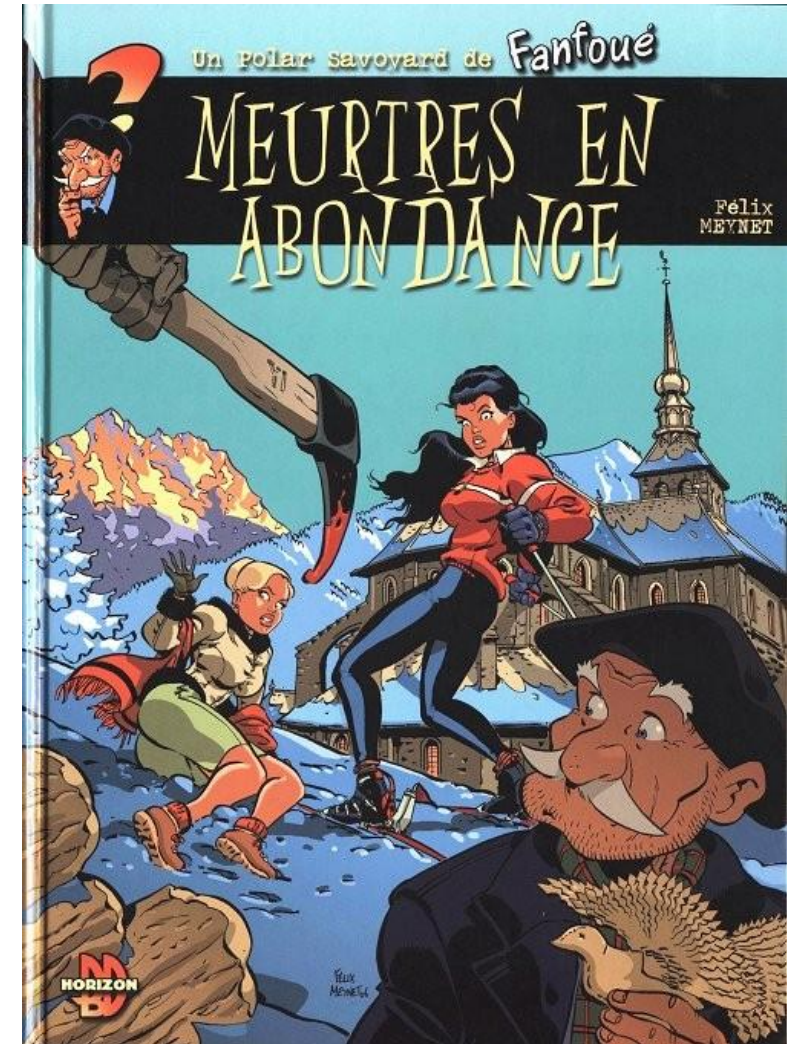
Rock The Pistes festival, Avoriaz

- International cultural shining

Felix Meynet's comics, Abondance



Fantasy film festival, Avoriaz



- A large restaurants presence which reflects the enhancement of local gastronomy

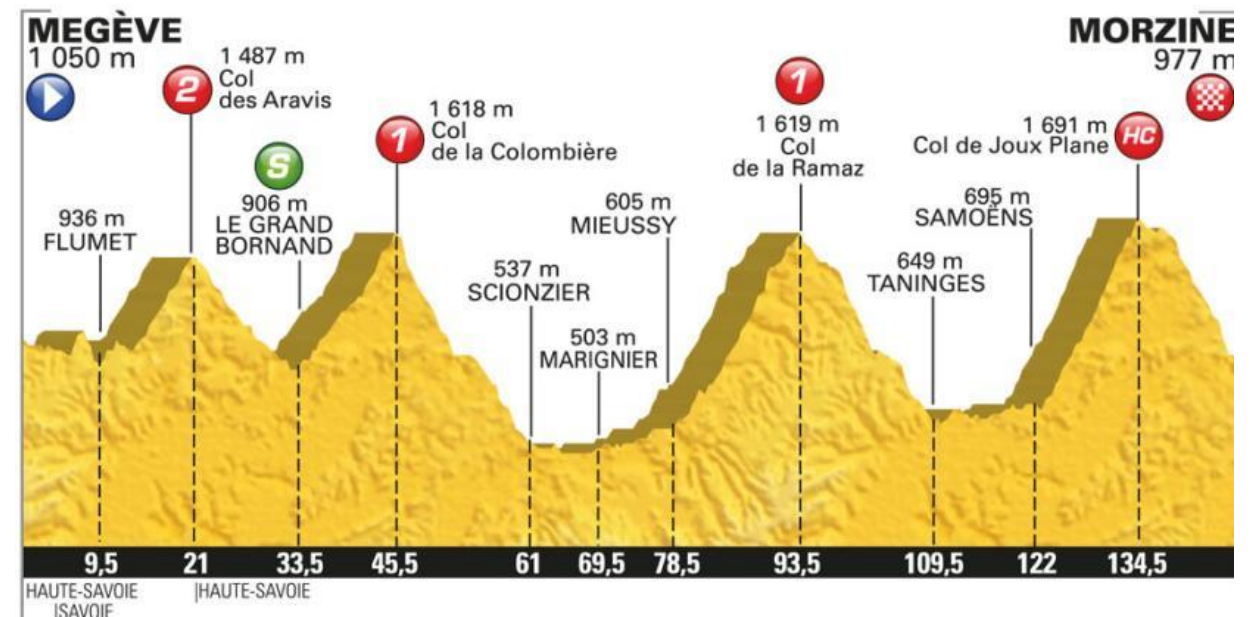


Savoy cake (« Gâteau de Savoie »), La Chamade, Morzine



Raclette cheese (« La Raclette »), La Rotonde, Morzine

- The role of sport in the development of the different municipalities



Profile of stage 10 of the Tour de France 2016



Arrival city of the 9th stage of the Tour de France 2022, Châtel

- National and international sporting influence

Mountain bike world championship 2022, Les Gets



Ski d'Or 2019, Morzine

2) The impact of climate change

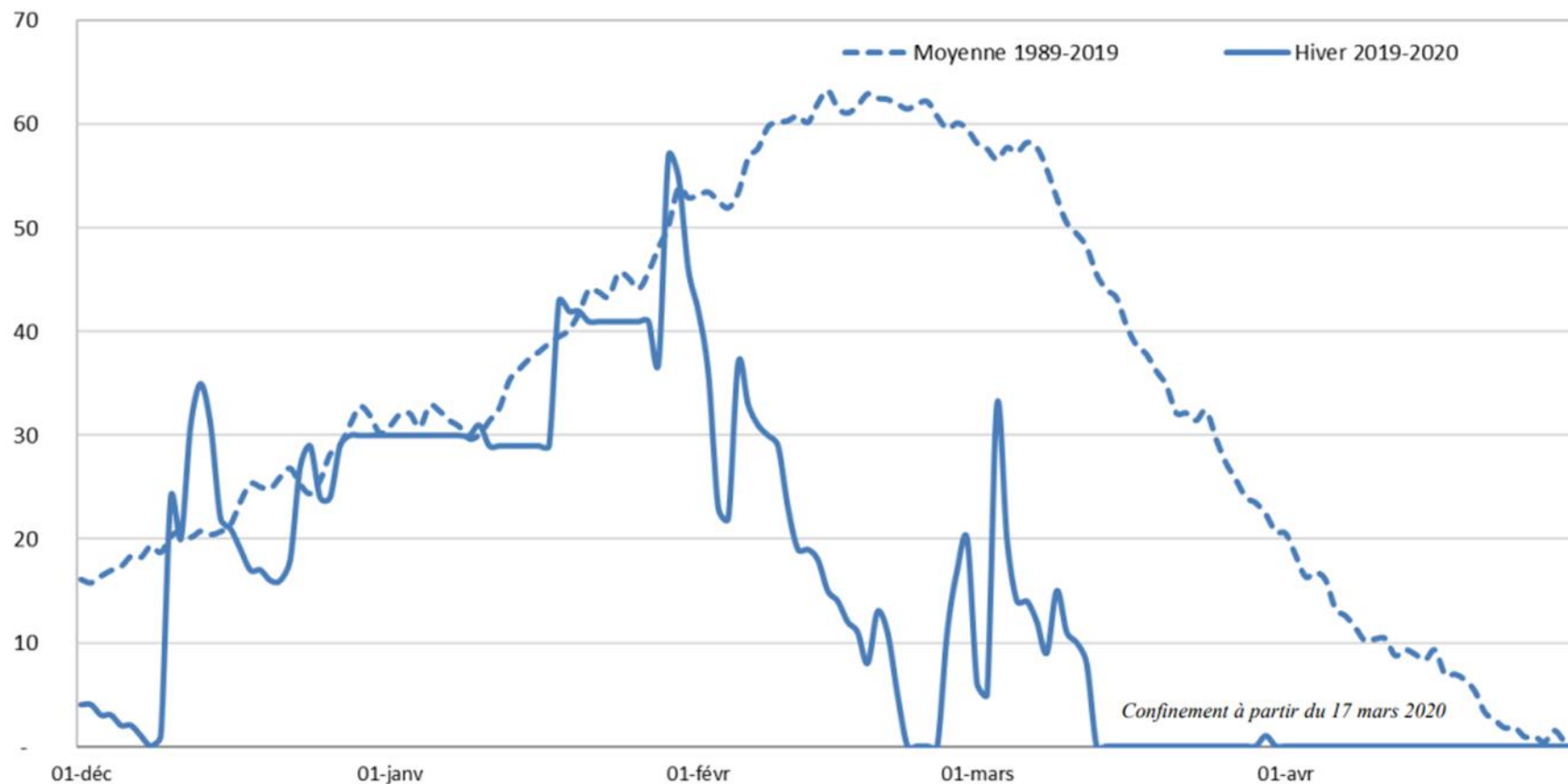
- The Black Grouse an emblematic bird to protect



The Black Grouse

Hauteur de neige (cm) sur la commune de Châtel durant la saison d'hiver
Altitude 1135 m

Source : Météo France



- The decrease in snow cover, a disaster for winter activities

Evolution of snow cover, Châtel



Winter 2022, Avoriaz

- A recent multiplication of winter periods without snow



Winter 2015, Morzine



Usual height of Montriond Lake, Montriond



Montriond Lake in september 2022, Montriond

- The problem of drought, a disaster for tourism, agriculture and breeding

3) The development of new off-snow activities

- Solutions for using the area for purposes other than skiing



Super Morzine Bike Park, Morzine-Avoriaz

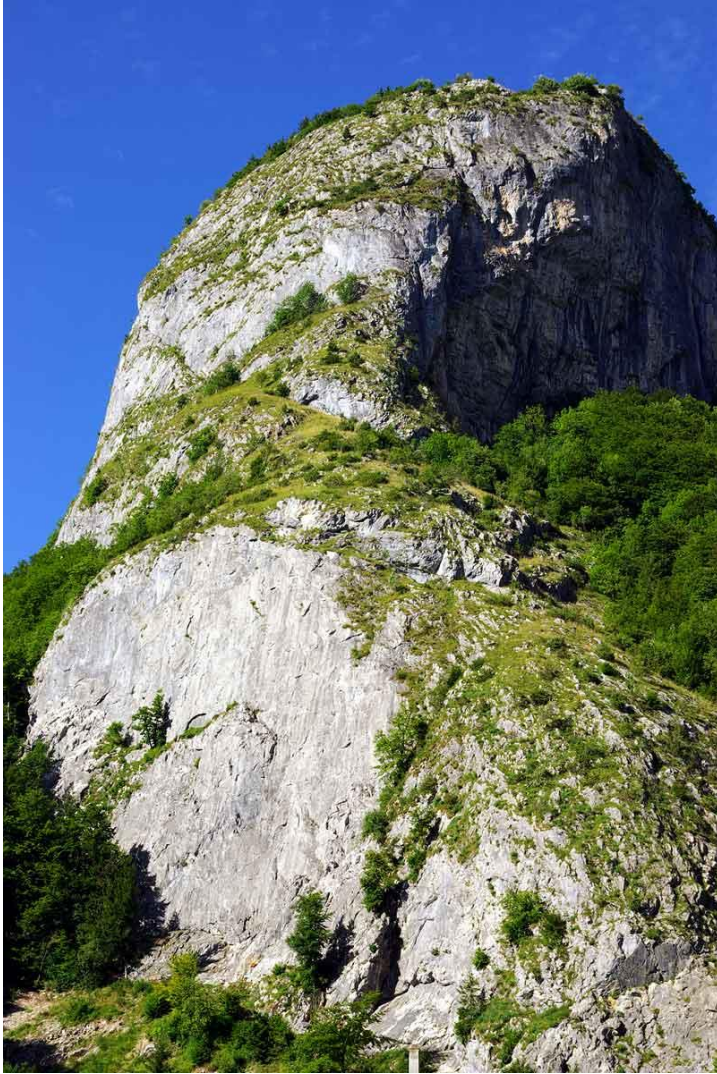
- The rise of downhill mountain biking, a booming activity



Super-Morzine bike park tracks, Morzine-Avoriaz



Official Santa Cruz showroom, Morzine



*Rock climbing, Rocher de la Chaux,
Saint-Jean d'Aulps*

- Presence of other activities such as climbing or white water sports

*Rafting on the Dranse, Morzine, Montriond,
Saint-Jean d'Aulps*



To conclude

- The Portes du Soleil offer a wide range of complementary activities



- The current challenge will be to deal with climate change

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