



**KITZBÜHEL, WORLD SKI AWARDS
VAL THORENS WINS WORLD'S BEST SKI
RESORT TITLE FOR THE FOURTH TIME**

**AND FOR THE FIFTH TIME IN A ROW, IS VOTED THE
BEST RESORT IN FRANCE**

While the first skiers were hurtling down Val Thorens' freshly groomed slopes during this week's sneak preview, the highest altitude resort in Europe won the much-coveted title of "World's Best Resort" for the fourth time.

*The resort's dedicated team earned recognition once again on Saturday the 18th of November in Kitzbühel (Austria). With **this fourth crowning achievement**, the now-legendary ski resort cements its status as a world leader and puts French expertise in pole position in the world of skiing and beyond.*

A FEW WORDS FROM GRÉGORIO GUZZO, TOURIST OFFICE DIRECTOR:

"Just after 4,800 skiers had glided down Val Thorens' slopes yesterday, the resort was voted the best in the world by a majority of the 1,600,000 overall votes: Val Thorens holds a special place in skiers' hearts, as demonstrated by them voting for the resort once again this year. We are very happy, it's the result of a joint effort by a team that's always asking itself how to keep providing our clients with the very best."

A FEW WORDS FROM SION RAPSON, WORLD SKI AWARDS DIRECTOR

"I would like to personally congratulate Val Thorens for rising to the summit and achieving the coveted title of the World's Best Ski Resort 2017. To be recognised by the international ski community and worldwide ski consumers as the number one example of ski tourism excellence is a truly wonderful and inspiring achievement.

My admiration goes to the whole team behind Val Thorens' success, and I am so happy that their tireless work and commitment to becoming the very best of the best could be formally rewarded here at the 5th annual World Ski Awards. Huge congratulations!"

EXCEPTIONAL ACCOMMODATION RECOGNISED BY THE WORLD SKI AWARDS

Val Thorens aims for excellence in all areas and is developing accommodation for every budget to complete its offer of apartments and family residences. Six 4 and 5 star hotels have been built in the last 6 years, to meet the needs of a new clientele. Speaking of which, the 4-star **Fahrenheit7** hotel, a fun, designer establishment, which opened in December 2016, won the title of **best new hotel in the world** at the World Ski Awards. And the 5-star **Altapura**, opened by the talented Maison Sibuet in 2011, also won the title of **best hotel in France**



Representatives from the resort's ski lift company, ski schools, snow grooming, slope maintenance, technical services, hospitality and security teams celebrate winning the World's Best Resort title for the 4th time.

A "LIVE UNITED" RESORT

These awards are the result of a common vision and values shared by all of the resort's key players, who come together under the "Live United" umbrella. In Val Thorens, togetherness means strength, and it's together that Val Thorens locals have provided the means to strive for excellence in expanding their resort and making it a world benchmark.

INVESTMENT FOR EVERYONE

Symbolic of a new model in snow tourism, Val Thorens develops in four fundamental areas every season, ensuring everyone enjoys an intense, unforgettable experience. Between 2010 and 2020, Val Thorens is implementing an action plan with investment of over 839 million euros in:

- **Innovation:** the 1st resort to equip its ski area with free Wi-Fi in 2011, it has become a bonafide SMART SKI RESORT through a fleet of technological developments for its clients: the SkiFlux system informing skiers of how busy ski runs are in real time, smart management of snow production and maintenance...
- **Installing ski lifts** at the cutting edge of comfort and technology. A new gondola lift is due to open in La Moraine this season.
- **Creating unique experiences** on the ski area and in the resort such as the mega-zip line and the Fun slope fun run.
- **Renovation and building** offering holidaymakers and residents excellent living standards.



THE BEST OF THE BEST

Val Thorens has succeeded in establishing itself as a leader among French resorts with an international standing. Amongst the competitors for the title were some of the most renowned resorts in the world: Chamonix (Fr), Courchevel (Fr), Val d'Isère (Fr), Kitzbühel (Austria), Ischgl (Austria), Val Gardena (Italy), Cortina d'Ampezzo (Italy), Whistler Blackcomb (Canada), Lake Louise (Canada), Portillo (Chile), Zermatt (Switzerland), St Moritz (Switzerland), Verbier (Switzerland), Jackson Hole (USA), Vail (USA), and even Aspen (USA)

THE WORLD SKI AWARDS

The World Ski Awards is the benchmark awards ceremony in the skiing world. For this 5th edition in Kitzbühel (Austria), 1,600,000 online votes from 85 countries were registered. Winning the title of "World's Best Resort" is the highest global distinction it is possible for a resort to win.

VAL THORENS, A RESORT FOR EVERYONE

The resort was voted for by all sectors of the public: families, groups, couples - everyone finds a haven that suits them, enjoys a privileged welcome and an unparalleled ski area, the highest point in the 3 Vallées, the world's largest ski area.

With the creation of Club Val Thorens last season, the resort has underlined its desire to be as close as possible to its most loyal clients. Val Thorens believes that by sharing these exclusive experiences with clients and by being on hand to hear their views, we will forge a strong, unique connection that's indispensable to the resort philosophy. Want to know what the most recent event was? It was just last Friday, when Val Thorens' VIP clients were able to enjoy the slopes free of charge before the official opening of the ski resort this weekend.