

Club Med



Press release
Club Med Serre Chevalier

September 2024

Club Med Serre Chevalier: *a remodelled Resort*

Alpine bliss: *decompress high up in the mountains*

Craving sunshine, snow and pure mountain air this winter? Then head for Serre Chevalier valley in the Hautes-Alpes, where Club Med has just totally revamped its Resort – an eco-friendly makeover that has breathed new life into this iconic Alpine getaway.

This premium Resort, modelled on an Alpine hamlet, is ideally located at the foot of the slopes, with direct access to a 250-km ski area along the edge of Écrins National Park. But what really makes this a unique spot is its breathtaking panoramas, the Payot spa and the thermal baths in Le Monétier, and its rich and lovingly preserved local heritage. Serre Chevalier is made-to-measure for a relaxing, rejuvenating vacation high up in the mountains – all-inclusive, so it's hassle-free.

Alpine *expertise*

Club Med and the mountains go way back to 1957, when Club Med opened its very first winter sports destination in Leysin, Switzerland. Club Med now runs 21 Resorts in some of the world's most beautiful mountains and highest-altitude ski areas, including 13 in the Alps.



All-inclusive for a hassle-free vacation

Club Med pioneered the all-inclusive family vacation. You can pack your bags and head for the mountains without worrying about a thing. Club Med will take care of it: travel arrangements, transfers, accommodation, ski gear and passes, skiing lessons and so forth – it's all prearranged for you. So you can take it easy and spend your time enjoying your vacation to the hilt.

Experience & know-how

At its Resorts near the world's most popular ski slopes, Club Med has cultivated close partnerships with the ski schools in each country, including the French Ski School (ESF). Thanks to these tight partnerships, Club Med can provide expert training and supervision for skiers at all levels of proficiency, from beginners to advanced. The program includes everything from downhill and cross-country skiing to snowboarding and a nursery ski school for the little ones. Over the course of nearly 70 years of running first-rate mountain Resorts, Club Med has fine-tuned the art of delivering skiing experiences that come up to the expectations of modern-day vacationers. It's all made to measure to deliver an unforgettable experience for one and all.

Sunday to Sunday

Checking in and out on Sundays, rather than Saturdays, makes for smoother and more easygoing turnover for everyone concerned. Because on Sundays, before or after a week of fun and relaxation, sensations and indelible memories, incoming and outgoing vacationers can avoid the usual Saturday congestion on the roads and on the slopes.

Natural *grandeur*

Set in a gorgeous valley with breathtaking panoramas of spectacular scenery and a rich architectural, cultural, natural and culinary heritage to enjoy, Serre Chevalier is a destination in a league of its own.

Exceptional location

What's more, Serre Chevalier is the only ski Resort next to Briançon, France's highest town at an elevation of 1,326 meters, with a population of over 10,000. It lies in Guisane valley, which runs for about 30 km through the villages of Saint-Chaffrey, La Salle-les-Alpes and Le Monêtier-les-Bains, as well as a dozen traditional hamlets, to the foot of the Écrins National Park massif. It was here, in this grand natural wonderland, that Club Med opened one of its first Resorts, near the thermal baths of Le Monêtier, in 1957. Club Med Serre Chevalier opened in 1965 and moved to its current site at La-Salle-les-Alpes in 2001. The Resort is designed as an Alpine village so as to blend in seamlessly with its natural surroundings.

White Winter Wonderland

The surroundings are idyllic. Between larch forests, sun-drenched glaciers and high snow-clad mountains – with over 150 peaks above 3,000 m, including the Barre des Écrins (4,102 m) – the Serre Chevalier valley offers access to 250 km of slopes in the largest ski area in the southern Alps. An ideal location for solo schussing, snowboarding with friends, or frolicking with family on the funslopes.



Preserved natural and cultural heritage

Welcome to the Briançonnais. This natural region of France is a haven of peace, where people come to relish the local lifestyle, commune with nature and take their time taking it all in. No rush, no fuss, no stress. It's a pleasure to stroll down the streets and narrow lanes of Briançon, officially declared a *Ville d'Art et d'Histoire* (Town of Art and History), with its 17th-century fortifications, now a UNESCO World Heritage Site, built by Vauban under Louis XIV. Everything in this part of southeast France recounts the history and cultural heritage of the area, from its larch wood-framed and cut stone façades, the town's unusual bell tower and the medieval frescoes on the walls of Saint Bartholomew's chapel in La Salle-les-Alpes to the hearty local cuisine and farms.



Vacationing at the very *foot of the slopes*

Got gear, will travel

Vacationers can book ski gear in advance through Club Med's *Easy Arrival* service. Just fill in your information online and in a few clicks you can reserve your equipment. Open your locker the day after arrival and you'll find your order, adjusted to your party's sizes and specifications, ready and waiting for you to gear up and hit the slopes.

Skiing & snowboarding for all

From beginners – starting at age 4 – to seasoned skiers, your all-inclusive package gives you full access to the slopes plus 25 hours of group classes with a ski instructor at your level of proficiency. The same goes for snowboarding, starting at age 8. *À la carte* programs with private bespoke lessons are also available.



Everything at Club Med Serre Chevalier is designed and arranged to relieve guests of the logistical hassles that often plague winter sports vacations. Ski passes handed out upon arrival, ski-in-ski-out access to the slopes, support, supervision and pointers provided by G.O.s® and expert instructors, quality gear and private lockers in the ski room, even a coffee break before donning your ski boots – everything you need to hit the slopes and leave all your worries behind.



French Ski School expertise

Make way for the experts! Club Med draws on the know-how and experience, the soft skills and attentiveness to learners' needs, of accredited instructors from the French Ski School (École du ski français, ESF for short), all of whom know this valley and these mountains inside and out. They teach the right form, moves and body postures to master the slopes – as well as respect for the local flora and fauna. They cultivate a skiing culture of high standards, the fruit of a long-standing partnership between Club Med and the ESF dating back to the 1970s.

Rossignol: a special partner

Club Med also works with equipment manufacturers renowned for their expertise. When it comes to winter sports, Rossignol is Club Med's supplier of choice. At some Resorts, the brand even lets guests try out its latest innovations, including such high-performance gear as Essential skis, which are made from a very small number of materials, all of which can be recycled and reused. After a season or two, Rossignol rounds up the skis from each Club Med Resort in the mountains to recycle them and give them a second lease of life.



Ride higher and faster

Serre Chevalier now gets you higher faster! The Pontillas gondola, which can be boarded right in front of the Resort, now takes skiers all the way up to the Méa plateau, at an elevation of 2,255 m, more swiftly and comfortably, for a smoother skiing experience. The ascent takes less than 9 minutes – which makes this new lift the fastest in the Hautes-Alpes.

Skiing isn't all...

In addition to downhill skiing, Club Med Serre Chevalier offers a wide range of other sports to enjoy in the bracing Alpine air. Winter disciplines offered à la carte* at Serre Chevalier include snowkiting, fat biking on snow, snowshoeing hikes by night, heli-skiing, tandem paragliding, ice karting, an off-piste daytrip to the small ski resort at La Grave (30 km away) and an introduction to the biathlon, to name just a few. Families can also have fun on the ice rink* or go snowshoeing together with a certified local guide. For instant immersion in Alpine nature, cross-country* and Nordic skiing* are also on the à la carte menu.

The Team Rider program is specially designed for teenagers: the most experienced teen skiers can practice alternative disciplines like mogul skiing, jumps, slalom, ski cross, Alpine touring, skiing along the edge of the slot or in deep powder – whatever they feel like doing!

Last but not least, history and architecture buffs will delight in strolling the streets of nearby Briançon.



Three figures: three good reasons to go skiing at Serre Chevalier:

- **250 km** of slopes makes it the largest ski area in the Southern Alps.
- **80%** of the slopes are above 2,000 m, which means optimum snow cover.
- **300** days of sunshine a year: it's a sunny life in the Southern Alps!



*at extra cost

A brand-new *Resort*

Modelled on an Alpine hamlet, Club Med Serre Chevalier fits right in with the local Briançonnais architectural heritage and blends seamlessly into the valley, without marring the landscape at all. The Resort has now been overhauled by interior designer Laurent Maugoust. The influence of the natural surroundings is conspicuous in the prominence of interior and exterior wooden elements – as well as windows all over to let the sun shine in wherever possible.

Under the sign of the sunshine

Sundials are a widespread emblem of the Southern Alps and a traditional ornament on the fronts of chalets in the Queyras valley. They're also a leitmotif at the Resort, a source of inspiration for the décor, in the main lobby as in the accommodations. An XXL pendant lamp above the reception area shines like the glowing sphere of the sun in the sky. The sunshine motif recurs in the rounded made-to-measure headboards on the beds, solar patterns in the carpeting, and round, illuminated bathroom mirrors.



Natural wood predominates in the furnishings, from nightstands to wall lamps, as if to evoke the sylvan surroundings. Ochre curtains and soft cushioned seats enhance the mellow effect to create a warm, relaxing indoor ambient. The view from the windows is of nature, snow-clad mountains and ski slopes, amplifying the impression of a warm cocoon inside in contrast with the cold outdoors. The remodeling of the Resort has also presented an opportunity to create connecting rooms, so that parents and children, friends, and cliques {tribus} can now share suites or reside side by side.



Le Vauban *Gourmet dining*

Le Vauban (named after the 17th-century military engineer who built Briançon's fortifications) is the Resort's main restaurant and social hub. It's the place for young and old, families and friends, to meet up, starting with their first coffee and croissant in the morning. There's something for everyone on the lunch and dinner menus, which cater to gourmets and gormandizers, vegetarians, cheese enthusiasts and sweet tooths alike. With its huge picture windows looking out on the mountains, blonde wood furnishings, colorful rugs and typical chalet-style seats, this restaurant is a hospitable hot spot for families and foodies of all stripes.

La Meije *Comfort food*

La Meije, named after a legendary peak on the northwest edge of the Écrins mountain range, is the Resort's specialty restaurant. Its natural wood paneling and matching furniture, Alpine cowbells dangling from the ceiling, and red floors produce the casual feel and warm, personable atmosphere of a mountain gîte. What's on the menu? Traditional regional varieties of comfort food, ranging from local recipes and pierrade (stone-grilled beef) to wild garlic fondue, followed by blueberry pie for dessert – a must-taste! In a word, the best in traditional Hautes-Alpes cuisine.

The Izoard *A bar with a view*

The bar is named after the pass connecting Briançon to Château-Ville-Vieille. This is a hot spot not to be missed at the Resort, with its panoramic view of La Salle-Alpes village and its chapel bell tower. The softly-lit colorful interior, with coffee tables and seats of various heights, creates a low-key atmosphere – ideal for hanging out with friends or chilling out at any hour of the day or evening. Some come for intimate conversation over cocktails, others to warm up and taste-test a local beer with friends, share a hot chocolate en famille, or just sit there comfortably reading a chapter or two of a good book over a spiced hot toddy.

Family reunions

A vacation in the mountains is the ideal setting for a family reunion. Engaging in sports and games together, enjoying outings and strolls, shows and meals together are all good ways to strengthen bonds and reconnect with loved ones. This is quality time par excellence: sharing relaxed moments and exciting family experiences that you'll recall with a contented sigh for many years to come.

Creativity and recreation

Club Med has put together an *Amazing Family* program with a view to uniting and reuniting the generations. The program offers a wide array of creative recreational activities for the whole family. Up here in the snowclad mountains, this is a golden opportunity to have fun outdoors playing giant wooden board games or building a snowman together, to attend a medal-awarding ceremony for budding or veteran skiers, or to warm up indoors over a hearty snack. These family activities are all designed and run to delight young and old alike.

Each to their club

Club Med has several different clubs for different age groups ranging from 4 to 17 years old.

Mini Club Med + holds ski classes for kids from the age of 4. In a dedicated ski room for children, the G.O.s® fit the little skiers out from head to toe with everything they need: ski boots, gloves, helmets and sun cream. Non-skiers can choose between various activities organized for each different age group.

Teens Club & Chill Pass Club Med

This is new at Club Med: special snowboarding and skiing programs and classes for teens. The Teens Club (for kids aged 11–13) and Chill Pass Club Med (14–17) offer diverse activities away from the slopes for pre-teens and teenagers, including daytime and après-ski escape games as well as evening activities.

Kids come first

Club Med's mountain Resorts are free of charge for children under 4 years of age. Because kids are welcome here! Everything is designed or adapted to be kid-friendly. In addition to creating connecting rooms, which makes it easier for parents and children to room together, the Serre Chevalier Resort's recent makeover provides for family-friendly sections at Le Vauban restaurant, replete with high chairs and booster seats for diminutive diners. The Resort even has a special restaurant for families with kids aged 2 to 7, which has been redesigned and redecorated in bright candy-colored hues. The youngest Resort-goers are also welcome to take part in a wide variety of fun, recreational and educational activities offered all day long, including an introduction to skiing for beginners age 4 and up, early learning games and activities designed to help them discover nature.



A kit and club for wee tots

Baby Welcome Kit

How does a family “travel light” with a baby? Club Med's answer is the Baby Welcome Kit. This kit for infants and toddlers under 2 years of age is included in Serre Chevalier Resort's all-inclusive package. Each kit, which families will find in their room upon arrival, contains a baby bathtub and changing mat, bottle warmer and folding crib – everything you need to wash, change, feed and put your little ones to bed.

Baby et Petit Club*

Special G.O.s® – trained, certified and licensed to provide childcare – look after infants from the age of 4 months at the Baby Club and toddlers aged 2 and up at the Petit Club. The clubs offer them various activities and early-learning games. A new indoor playroom and entirely remodeled outdoor playground have now been added to the Petit Club facilities at Serre Chevalier.

**at extra cost*

Relax, loosen up *and decompress in the water*

The physical and mental health benefits of water are writ large at Club Med Serre Chevalier. Whether it's a matter of loosening up in the spa, swimming laps in the pool or reaping the therapeutic virtues of thermal baths at the Grands Bains Thermaux du Monêtier, these benefits are yours for the taking. Just dip in and let go.

Relaxation and wellness

The Payot spa at Club Med Serre Chevalier has been redesigned, renovated and redecorated, and now has 8 wellness cabins. Like the surroundings in the Briançonnais, the spa's interiors are mostly wood. It also has a steam bath and yoga classes, as well as a workout area to keep in shape. So make the most of these on-site self-care facilities to do yourself a world of good.

Indoor pool

Another fount of watery wellness is the Resort's indoor pool, replete with a panoramic view of the surrounding mountainscape. Swimming a few laps in the pool is a good way to warm up before putting on your skis or to relax after all the exertion and excitement on the slopes.

Thermal baths

Discover the benefits of the natural hot springs at the Grands Bains Thermaux in Monêtier-les-Bains*, located next door to Club Med Serre Chevalier. Immerse yourself in its *Roman Trilogy* : three pools at different temperatures ranging from 17 to 40°C.

**at extra cost*



A preserved *natural environment*

Club Med's "Happy to Care" program has been going strong for several years now at its Resorts all over the world. Club Med Serre Chevalier is no exception. Its recent €50 million remodeling was planned and carried out according to socially and environmentally responsible and sustainable standards. *Happy to Care* is all about respecting the surrounding natural environment and choosing to contribute to the region's economic and ecological dynamic. Incidentally, with regard to sustainable energy, Serre Chevalier is the first Club Med ski Resort to generate its own electricity, with a medium-term goal of producing enough power to cover 30–50% of its energy requirements by 2030.



Eco-friendly makeover

Club Med Serre Chevalier's remodeling project was expressly designed to minimize its environmental footprint. Conforming to all the architectural norms of a hamlet set in nature and at the foot of ski slopes, the Resort is now more fully integrated into the Alpine ecosystem. To this end, the raw materials used for the makeover were painstakingly selected with a view to minimizing waste and maximizing sustainability. Some of the existing furniture, certain building materials and construction site waste were recycled or reused to give them a second lease of life.



Nothing is lost, everything is transformed, thanks to donations, reparations and reusing.

In the course of the Club Med Serre Chevalier makeover, 250 mattresses, 900 comforters and pillows were donated to the Red Cross, Doctors Without Borders and a homeless shelter in Lyon. Hundreds of tables and chairs, box springs, dressers, shelves and shelving units, ski racks and so on were fixed up, then resold at bargain-basement prices by La Miraille recycled goods stores and their partners in Briançon, Gap, Embrun and other towns in the vicinity. Similarly, hundreds of toys and costumes were donated to local preschools and daycare centers. On the other hand, 150 restaurant chairs, 115 lamps and a great many decorative items were repaired and restored by local craftsmen for reuse in the renovated Resort. And 600 pieces of furniture in mint condition were moved to the G.O.s® lodgings.

Eco-labels in the offing

Club Med Serre Chevalier has set its sights on obtaining the BREEAM* rating "Very Good" for the whole Resort in recognition of its energy-efficiency upgrades, woodwork renovation, installation of double-flow ventilation, interior building insulation, and the replacement of boilers and heating elements with modern energy-saving models. In addition, charging stations for electric vehicles have been added at the Resort's indoor and outdoor parking areas. And the G.O.s® are now housed in a new eco-friendly building (composed of prefabricated wooden modules) on the premises – which also improves their workaday lives by reducing their daily commute. This particular building is on track to receive BREEAM's "Excellent" rating, which would be a first for a resort in the Alps – not just for Club Med Alpine Resorts, but for all resorts in the Alps. BREEAM certification is based on 10 sustainability criteria, including energy and water consumption, waste management and recovery, the sourcing of building materials, and land use and ecology. An "Excellent" score means an overall environmental assessment surpassing 70% of sustainability expectations.

**Building Research Establishment Environmental Assessment Method: a British environmental standard established in 1990*

Drinking water

In the final stage of the remodeling project, water fountains were installed at meeting points and other highly frequented spots around the Resort. These new fountains uphold the tradition of public fountains in the Briançonnais area, which supplies very pure spring water.

Eco-responsible choices

Club Med is committed to supporting local economies and communities. Worldwide, nearly 94% of the jobs created directly or indirectly by Club Med are filled by local hiring. What's more, on average, 56% of the fresh produce used by Club Med Resorts is sourced from local farms or suppliers. Serre Chevalier is no exception: the Resort makes a point of using local distribution networks, hiring local guides to teach children and adults about environmental protection, and putting up signs around the Resort to instill and encourage eco-friendly behavior.



Renewable energy

60% of the electricity now consumed at Club Med's mountain Resorts in Europe is produced by renewable energy sources.

By the end of 2025, all Club Med Resorts will be fully solar, wind and/or hydro powered.

Green for the Blue Planet


All of Club Med's Alpine Resorts are Green Globe certified. This international ecolabel, officially recognized by the United Nations' World Tourism Organization and the World Travel & Tourism Council (WTTC), supports and rewards professionals who adopt sustainable environmental and social practices in running their tourist business. Certification criteria include greenhouse gas emissions, water management, protection of biodiversity, waste management and energy efficiency. Each certified company is reaudited annually.



Founded in 1950 by Gérard Blitz, later joined by Gilbert Trigano, Club Med is the inventor of the concept of an all-inclusive vacation club and the supervision of children, with the creation of the Mini Club in 1967. Present in 40 countries across the world, and with 67 Premium and Exclusive Collection Resorts, Club Med offers a freespirted vacation experience in exceptional destinations and sites. Thanks to the support of its shareholder Fosun Tourism Group and the successful implementation of its repositioning strategy, Club Med is today the global leader in high-end, experiential all-inclusive vacations for active families and couples. Club Med employs nearly 25,000 Gentils Organizers (G.O.s®) and Gentils Employés (G.E.s®), representing 110 nationalities

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