

Les 3 Vallées, the largest ski area in the world and a unique mountain destination all year round, occasionally collaborates with content creators whose universe, values, and audiences align with our brand image. This charter outlines our collaboration conditions and main expectations. It also helps us identify the most relevant profiles for the destination.

ABOUT LES 3 VALLÉES



Les 3 Vallées make up the largest ski area in the world. This domain brings together seven renowned resorts: Courchevel, Méribel, Val Thorens, Les Menuires, Saint-Martin-de-Belleville, Brides-les-Bains, and Orelle.



Beyond its vast ski area, Les 3 Vallées captivate visitors with exceptional gastronomy and a wide variety of accommodations, from affordable hotels to luxury chalets and five-star establishments, a destination where adventure, relaxation, and breathtaking Alpine scenery come together.



Spanning 600 kilometers of interconnected slopes, Les 3 Vallées offer an unparalleled winter sports experience, with a wide range of activities suitable for all levels, from beginners to experts.



In summer, Les 3 Vallées transform into a vibrant outdoor playground, offering opportunities for hiking, mountain biking, and many other leisure activities amid stunning landscapes.

DESIRED PROFILE

- **Themes:** Ski and mountain sports, outdoor activities, gastronomy, wellness, and lifestyle.
- Audience: Aligned with Les 3 Vallées' target audiences, depending on the season.
- **Engagement:** Engagement rate and visual quality take priority over community size.
- **Tone:** Authentic, positive, and friendly content.
- Formats: Ability to create short-form content (Reels, TikTok, Stories).

OUR SOCIAL MEDIA



176K @les3Vallees_officiel



27,4K

@les3Vallees_officiel



89K @Les 3 Vallées





829

@Les3vallees_france @les3Vallees_officiel

INFLUENCER CHARTER



Promote values of kindness by sharing authentic moments that respect others and their privacy, while emphasizing safety.
Represent the diversity of profiles and skill levels, a destination to be enjoyed by everyone, free from stereotypes.
Show courtesy and encourage the harmonious sharing of the slopes.



Safety First:

Adopt responsible
behavior on the slopes
by respecting safety
rules and other skiers.
Wearing a helmet is
mandatory, using a
phone while skiing
should be avoided, and
consuming or
promoting alcohol on
the slopes is strictly
prohibited.



Respect for the Environment:

Adopt an ecoresponsible attitude by
minimizing waste and
respecting nature and
local wildlife.
Drones: Their use is
prohibited without
prior written
authorization from the
relevant resorts and
must comply strictly
with current
regulations (DGAC).



Authenticity & Transparency:

Clearly mention your collaboration with Les 3 Vallées in your posts, and create original content that highlights the unique features of the area, in order to reflect an authentic and distinctive experience.



Respect for Les 3 Vallées' Visual Identity:

Use the official logos, colors, and visuals in accordance with the brand guidelines to ensure a consistent and professional image. If in doubt, contact the media team, and feel free to use the photos available in our media library.

COLLABORATION & DELIVERABLES

- Hosting periods: Mainly before the Christmas holidays, as well as in January, March, and April.
- Average stay: 2 to 3 nights, depending on the project.
- **Expected deliverables:** At least one video (Reel and/or TikTok) and on-site stories, with systematic tagging of @les3vallees_officiel, as well as the relevant resorts and partners.
- Publications: To be shared during the stay (stories) and within 7 days after departure.
- Reporting: Performance results (reach, views, engagement) must be provided within 10 days following the last publication.
- Applications: Please send your request (desired period, introduction, statistics, and proposed editorial angles) to media@les3vallees.com

