

LES 3 VALLÉES' HISTORY

From Shared History to Collective Strength

The story of Les 3 Vallées begins well before the 1970s. Following the annexation of Savoie to France in 1860, the ski resorts opened up a new economy that allowed local families to make a living from the mountains. At that time, skiing was used above all as a means of transport: in 1936, in Les Allues, the first “tele-sled” marked a founding milestone. Then, from 1946 onwards, came the first facilities giving access to higher altitudes, as well as the earliest mountain restaurants, heralding the rise of mountain tourism.

In the 1970s and 1980s, carried by the momentum of the 1968 Grenoble Olympic Games, Les 3 Vallées became a vast playground for adventure. Skiing was opening up to a wider public, new resorts were created, ski areas were interconnected and modern facilities firmly established Les 3 Vallées as a leading reference in the world of skiing.

In 1992, the story took on an international dimension. The Albertville Olympic Games elevated the resorts of Les 3 Vallées to Olympic status. It was also the year that saw the birth of La Tania and the connection of Brides-les-Bains to the ski area. The introduction of a single ski pass and fully interconnected lifts paved the way for large-scale winter tourism.

From the 2000s onwards, the ski area has continued to assert its unique identity. The integration of Orelle further strengthened its exceptional scale, its key asset in the face of competition. Over the years, Les 3 Vallées has established itself as the world leader, widely recognised as a benchmark in alpine skiing. Each resort cultivates its own character, offering experiences tailored to every style, budget and desire. At the same time, growing awareness of climatic, economic and social challenges has become central to preparing for the future.

WHO ARE WE?

Les 3 Vallées Association (A3V) is tasked with promoting and marketing the Les 3 Vallées area throughout the year. Created in 1971, at the origin of the joint ski pass, it has embodied for over 50 years the collective will of local stakeholders to unite around a destination that is unique in the world.

A3V is mandated by the municipalities, the lift companies and the French Ski Schools (ESF) of the seven resorts in the area — Courchevel, Méribel, Brides les Bains, Les Menuires, Saint Martin de Belleville, Val Thorens and Orelle — to uphold a shared vision and highlight the strength of the collective.

YOUR PRESS CONTACT:**Emie Charpentier – PR and Communication Manager**

Your press contact for Les 3 Vallées. Emie supports journalists, influencers and partners with their projects to showcase the ski area and its resorts. She also highlights the richness of the region throughout the year. She is at your disposal for any request for information, interviews or collaboration.

To contact her : media@les3vallees.com