



Serre Chevalier news

What's new on the pistes
issue #1 - October 2008

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Editorial

This new newspaper is a key link with our clients, our partners, our friends... Serre Chevalier's ski area, not least behind the scenes, is on the move... And we have decided to keep you informed of our projects and our new accomplishments to share our view of how our ski area should be. We are constantly evolving in our search for quality. At the heart of our operations is the setting up of QSE (Quality, Security, Environment), a strict undertaking engineered by our staff to harmoniously develop all the activities with respect for the environment as well as users. Confirmation in the first quarter of 2008 show great results from collective and determined action. Come and discover what is on offer in our ski area through the pages of our first edition and share our passion for this magnificent and welcoming valley. Happy reading !

Jean-Yves SALLE
President



The new generation snow cannon.
Serre Chevalier has one of the widest networks of artificial snow in Europe with 146 hectares of its ski area covered.

QSE : the letter of commitment from the Domaine Skiable.

Client satisfaction, health and security of its workforce, protection of our environment, are the three pillars of our QSE management system. (Quality, Safety, Environment). These values are integrated into all our organisational processes and services.

This approach is designed to make the business more responsible and competitive through the realisation of these important objectives.

By providing this idea of sustainable development in the Serre Chevalier ski area we are committed to limiting our impact on the environment by controlling our demands and dealing with waste appropriately.

This commitment also concerns the health and safety of the staff with a preventative approach of risk management. Each one is conscious of their role and their personal responsibility in terms of accident prevention, health at work or damage to the environment.

Our workforce training is one of the levers which can help us to reach our objectives, which is why we dedicate substantial sums to this particular activity.

The continuous research and improvement of our management system Quality, Safety and Environment is based on the monitoring of our performance and the enforcement of measures collected from the audit results.

In brief, our undertaking has made public the politics of QSE, our objectives and results of our activities, through our means of communication, promoting dialogue with all the company's staff and their partners.

Artificial snow

With nearly 30% of the ski area equipped with artificial snow Serre Chevalier is one of Europe's leading resorts. Snow machines have become essential for easing the whims of the weather and guaranteeing all season skiing. How do we manufacture this rather unusual snowflake ?

What is the recipe for artificial snow?

The principle is simple : some air, water and cold. Pressurized cold air is mixed with finely sprayed water inside a snow machine. this is possible when the temperature is at -2°C or less with dry air and -4°C when the air is humid. There is no chemical additive in this composition (the 'snowmax' has been out of use for a very long time). When artificial snow melts it turns into water, and nothing else.

Why make it ?

Artificial snow enables us to guarantee skiing for our clients who book early in the season, at a time when it is impossible to predict how much snow will fall at Christmas or in February. Knowing that an area like Serre Chevalier has 146 hectares of artificial snow at their disposal reassures the skiers. The artificial snow guarantees minimum snow at the beginning of the season, and during the season when snowflakes are sometimes scarce.

How does a snow machine work (they are no longer called snow cannon) ?

In Serre Chevalier two types of machines are used : «low pressure» and «high pressure». The «low pressure» model, or «mono fluid» was the first invented. Generally they are mounted on a trolley and they resemble giant fans. They only need pressurized water and electricity. The water is sprayed in micro-droplets through the mini-jet heads inserted around the cannon and mixed with the pressurized air. The turbine situated in the centre provides the power to project the snow. These type of snow machines can be mobile or placed on a tower for improved efficiency.

The «high pressure» or «bi-fluid» machines are the metal poles which you see planted at the edge of the pistes. They are linked to a complicated system of air and water pipes to the nerve centre : the snow factory. In this discreet building, water and air are pressurized and sent down the pipes depending on the needs and weather conditions (temperature, humidity and wind). The number of snow machines which can function simultaneously are limited to the air and water availability. Therefore the snow machines activate alternately.

Where do we collect the water ?

Just like all work which is linked to making artificial snow, the water extraction respects a very strict ruling aimed at preserving this natural resource. The water is pumped from its natural habitat then stored in high altitude reservoirs where it is cooled. This stockpiling is done during periods when there is an abundance of water. This allows the necessary quantities of water to be immediately used in the system whilst it is cold and reducing the electricity consumption by using gravity (the reservoirs are situated upstream from the factory). There is no direct extraction from the Serre Chevalier drinking water system.

How do we build an artificial snow network ?

The design of the system fulfills specific needs :

- It enables skiing back to the resort throughout the winter.
- It ensures links between the different areas.
- It improves skiing conditions in sensitive areas. (eg : in busy areas, exposed sites, topography...).
- It guarantees sporting events.

It is not about increasing the size of the existing ski area.

How does the artificial snow system works ?

During the winter season the artificial snow system is organised by a «snow plan». This predicts the amount of artificial snow needed in specific areas, according to levels of priority (for example, a slope for returning to the resort will have a higher priority). Next, the production of snow depends on the temperature, the needs and availability of air and water. There are some climatic phenomena which disrupt the manufacture of artificial snow : temperatures which are too warm or temperature inversions (colder down in the valley than up at altitude).

How much does artificial snow cost ?

It is difficult to estimate the cost of artificial snow. Firstly you must take into account all the necessary investments to build a system, which for one slope equipped with snow machines, reservoirs and a snow factory costs more than 2 million euros ! We estimate that one cubic metre of artificial snow costs about one euro. In the last ten years the energy consumption has been reduced by half.

Is it possible to visit a snow factory ?

Yes, it is. You can visit our artificial snow factories throughout the winter.

For more information contact the reception desk at the ski area : 04 92 25 55 00.

Sustainable skiing

Serre Chevalier is one of the few resorts which have been certified QSE. A strict regulation to produce greener grass and whiter snow.

The ruling QSE (Quality, Safety, Environment, the famous ISO 14001) was set up by Serre Chevalier the 13th March 2008. It is not a PR stunt, but a permanent and ongoing effort to reduce energy consumption and pollution. Serre Chevalier, like the other resorts of the "Groupe Compagnie des Alpes", embraces sustainable development, ie, accommodates profitability, client satisfaction and the reduction of pollution and energy consumption.

In reality that means installing hydrocarbon separators in the piste-basher garages, biological fountains for cleaning parts, creating 15 collection points for refuse, additional removal of 31 pylons this year and progressive burying of electric lines and

cables, replacement of high wattage bulbs for low consumption models (producing an economy equivalent to an annual electricity expenditure of 93 homes).

This is an important financial investment: more than 250,000 euros for 2007/2008 and the same amount for 2008/2009. The results speak for themselves : the ski area has reduced its annual energy consumption by 2%.

Serre Chevalier, like the other resorts of the "Groupe Compagnie des Alpes", embraces sustainable development.

Serre Chevalier big clean up

Each year, the Serre Chevalier ski area dedicates two days to collecting rubbish and cleaning areas at altitude. This year, volunteers from the Serre Chevalier Tourist Office and the Grand Briançonnais Community also came to help clean the slopes.



With QSE, sustainable economic development is a hands-on approach.

Recycling skipasses

500,000 ski passes are sold every year in our ski area, or half a million plastic cards with electronic chips that we need to recycle or re-use. Two possibilities exist to prolong the life of these hands-free keycards :

- If you often come to Serre Chevalier the simplest is to keep your card. You can present it at the sales desk on your next day of skiing or recharge it via the internet before your visit and avoid queuing.

- If you are not sure that you will come back or re-use the card, leave it in one of the recycling bins put at your disposal in the ski area or bring it back to the sales desk.



Don't forget you can recycle your ski passes.

Ski area figures

115 runs in total

25 green runs 33 blue runs 42 red runs 15 black runs

145.9 hectares of artificial snow

(more than 30% of the ski domain is covered).

66 lifts

3 cable cars + 5 cable car sections + 21 chair lifts
+ 34 drag lifts + 3 moving walkways

24 piste-bashers

441 employees

101 employees all year round + 340 seasonal
workers at the height of the winter.

115 pistes : which one is your favourite ?

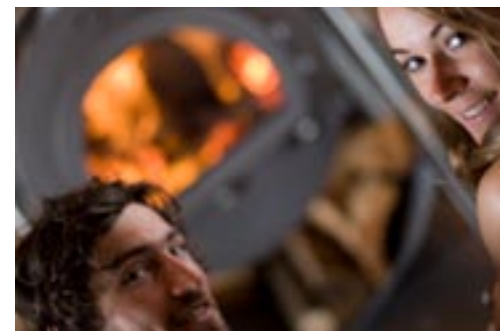


“Serre Chevalier Owner’s” club: for the area’s ambassadors

The “Serre Chevalier’s Owner’s club” is aimed at second home owners and is celebrating its second birthday this year (not to be confused with the resort’s Ski Club). It is directed at keeping a strong link between the ski area and owners in the valley. A simple subscription (free) keeps you informed of the latest news, you receive Serre Chevalier Info and access to a dedicated space on the internet to benefit from the Ambassador program. Are you family, friends or clients are skiing ? Accumulate points for skipasses.

More information on :

<http://proprietaires.serre-chevalier.com>



Become a Serre Chevalier ambassador and win free skipasses.

Survey 2007/2008 : the quality of the slopes rated

Out of the 28 French resorts studied, Serre Chevalier came second in terms of skier’s satisfaction concerning the preparation of the slopes. Out of 92% of clients interviewed (60% men, half of which were very good skiers) were satisfied. The second gratifying point which came out of this survey was the average wait at the ski lifts : Serre Chevalier was classed

fourth with 91% of satisfied skiers.

The independent study group Contours carried out this survey during the winter of 2007/2008 in Serre Chevalier but also in 28 ski areas (operated by the “Groupe Compagnie des Alpes” as well as Les Deux Alpes, L’Alpe d’Huez, resorts in the Pyrenées, etc.).

Follow the arrows

Colours, new signs and a new map : this winter all the signposting has been improved and harmonised to keep you skiing in the right direction. Each site is colour coded: Briançon is in orange, Chantemerle in red, Villeneuve green and Monétier mauve. Pictograms indicate the return routes to the villages, the direction of a slope and numbered landmarks allow easy identification of strategic points at altitude on the map or on the piste.



Easier to understand, easier to ski.

In the summer, work is still in progress...

- A new drag lift will be servicing the snowpark on the ‘Alpage’ sector. You will no longer need to take the chair lift from La Forêt to do your loops in the “Fun Space”.
- Forget about the diesel fumes at La Cucumelle chair lift ! Starting from next winter this lift will be electric-powered: less noise and more comfort.
- Numerous work on the slopes : widening (the Vallons and Casse du Boeuf pistes) and maintenance (grass sowing, stone removing, terrassing).
- The piste-basher park welcomes new blood : each year on the domain we replace three machines for more recent models and therefore more energy economy.
- For the children, two new moving walkways have been installed : at the discovery space at L’Aravet and at the novice’s sector at Ratier.



300 horsepower on the snow : it’s easy to tame (well, nearly !) with Rémy’s advice.

Interview : at the piste-bashing school

Fancy taking the wheel of a 10 ton piste-basher ? Now a possibility for anyone at the Serre Chevalier ‘Grooming School’, the unique occasion to tame these monster machines that groom our slopes. Rémy Valdenaire, 28 years old, is the piste-basher driver who came up with this idea.

- What is the Grooming School’s aim ?

- To give the opportunity to discover the piste-basher driver’s job. It has an educational side, by understanding how this machine works, and a fun side by seeing how it feels on the snow, to experience a real driving pleasure.

- How does a lesson unfold ?

- After ten minutes of explanations I hand over the wheel and you can try and drive for twenty minutes. We have designed a slope with bumps, slants and raised turns. You start by trying forward and reverse (and soon discover that the wheel is very sensitive !), I explain the bashing system in the front and at the back, the blade and the roller. After the drive, I take time to answer all the questions about my job.

- How do these first timers react ?

- Some of them have their eyes wide open, it is a dream for them! They realise quickly that manipulating the machine is a child’s game, but working with the roller and the blade is a lot more difficult. For example, when you turn, you have to think about lifting the roller otherwise you leave tracks from the caterpillars. The blade is even more delicate to handle, those who try always start by digging holes ! We estimate that a professional driver needs four seasons to be versatile on all types of snow.

- These are impressive machines...

- Yes, they are between 330 and 430 horsepower, they weigh between 8 and 10 tons, consume 29 litres of diesel an hour and cost more than 300,000 euros to buy.

Price and information at «Points Info Vente» or 04 92 25 55 00.

Location : on La Rouge plateau, at the top of the La Casse du Boeuf chair lift.

news

Hold on to your cigarette butts !

Pocket ashtrays have been made available for all smokers: 50,000 were distributed last winter. The goal is zero cigarette butts under the chair lifts !

The Serre Chevalier Derby

This competition with simple rules (the first to arrive wins !) and a relaxed atmosphere is open to everyone, pros as well as amateurs. To be held in March 2009. Stay updated on www.SerreChevalier.com

Serre Chevalier Attitude

Get your free publication all about Serre Chevalier in December : two issues are anticipated for this season, the December issue and the February issue.

The «Mélèzone»

Discover this riding zone with modules made out of larch wood, a family trail in the natural environment between 1,800 and 2,000 metres high. The meeting point is near the Champcella drag lift at Chantemerle.

L’Espace

Serre Chevalier welcome you to the Serre d’Aigle shopping centre (at the foot of Luc Alphan slope in Chantemerle). Take time to visit your Espace, a funky, convivial place to watch the latest Serre Chevalier videos, photo exhibitions... You can also find out about different types of skipasses, fidelity programs (Ambassador, see above), or surf on our internet site.

Holiski

After a year of tests which took place in Serre Chevalier and Les Arcs, the Holiski card is finally up and running ! This subscription allows preferential prices the whole length of the season which are directly debited on your bank account at the end of each month. Discover this new way of skiing on www.holiski.com and at l’Espace (information and subscription).

