



PRESS KIT

ARC 1950



~ 20 YEARS AGO, LES ARCS 1950 OPENED ITS DOORS – A TOTALLY UNIQUE CONCEPT IN THE ALPS ~



Arc 1950 le Village, a luxury resort and an avant-garde concept

20 years ago **a new mountain village concept was born**, pioneering and innovative. An entirely pedestrian resort, ski-in-ski-out, with only the swish of skis on snow to break the silence. This was the visionary gamble of Canadian promoter "Intrawest" renowned for its Whistler and Mont Tremblant projects. The first stone of Arc 1950 was laid in June 2002, and thus began **the marvellous story of a strategically planned, cosy and natural village facing Mont Blanc**.

The idea that seemed a little crazy at the dawn of the new millennium, **is now a model**. Arc 1950 is situated in a carefully chosen environment, avant-garde and economically viable.

An integrated, **pedestrian resort with 5* tourist residences** and a **688 place underground car park**, managed by an ASL (Association Syndicale Libre (Free Syndicate Association)).

It has **8 residences offering 3,900 beds, hotel services and 35 retailers in proximity**. Arc 1950 is a resort dedicated to skiing and outdoor sports; joyful, festive, friendly and forward-looking - everything one ought to be at age 20!

Arc 1950 architecture: a resort blending into the landscape

The Arc 1950 resort concept rests **on a desire to integrate into the natural environment**; adapted to its **thermal and auditory** characteristics, as well as its flora and fauna.

Its siting and organisation present **a novel way to enjoy a holiday**, prioritising client experience with ease of passage, accessibility, freedom, fluidity and relaxation.

Architectural coherence is a cornerstone of the resort's construction, which was mainly directed by Eldon Beck, one of the best architects and designers of tourist resorts from across the Atlantic.

His plans left nothing to chance: **the placement of the businesses, the practicability of the pedestrian streets and the ski-in-ski-out access from the residences**. Plans of the village were based on principles of integration into the environment, privileging **solar exposure** to limit energy consumption and offer views of the surrounding peaks, and respect for the forest. The result is construction on a **human scale**, and chalet-style design, with exterior stone walls, tinted or coloured wood cladding and slate roofs to **respect traditional architecture**. Suitable for the mountains and based on strict specifications that create **harmonious and coherent architecture** in the resort.

Breath-taking 360°: Arc 1950's fabulous environment

Arc 1950's situation with in **a carefully studied environment**, chosen to limit **its impact on flora and fauna**, is also attractive. The views of **Mont Blanc and Aiguille Rouge** offer an exceptional panorama. Nestling at **the heart of the Paradiski area** gives clients access **to 425 km of slopes**; one of the largest ski areas in the world.

Village maintenance, 20 years ahead

ASL manages and maintains the common areas. At the planning stage, **cold-resistant trees and shrubs were chosen that consume little water in summer**. The plantation plan integrates with the buildings, **ensuring practicability for snow clearance and noise insulation**.

Natural fertiliser, compost, straw, and bovine or horse manure are used. In winter, snow clearance is carried out with the less aggressive calcium salts instead of sodium chloride, as part of **an ecologically responsible approach**.



Key dates



JUNE 2002

The first stone is laid



JULY 2003

Opening of the "Hameau du Glacier",
1st completed residence



FROM DECEMBER 2003 TO JULY 2007

Opening of the 7 other residences



DECEMBER 2007

Inauguration of the village



20 years, a celebration of youth!

To celebrate its 20th birthday, Arc 1950 **has a programme of festivities, entertainment and events throughout** the year, winter and summer. Holidaymakers in Arc 1950 will enjoy celebrations with the retailers and owners, who are all proud of and sincerely attached to their exceptional village.

Programme on page 8 and 9

https://www.arc1950.com/index_en.html

~ 20 YEARS AGO... ~

Harmonised façades, window displays, signs

Since day one the sine qua non condition of installation is that businesses must accept harmonised shop windows and façades, thus guaranteeing **the village a pleasant aesthetic**. All new fittings must be agreed by the ASL, guardian of Arc 1950's identity.

The village squares; living spaces

Arc 1950 has **several small squares**. They are built to a human scale and bring to life the different areas of the village. The entertainment is divided among them, so that they are all excellent places **to meet and enjoy good times**. They are always lively, with people meeting, enjoying a drink or an open air show. The retailers and owners are committed to this **village culture** and ensure that the squares are always decorated and welcoming.



Energy, food for thought

20 years ago, petrol or gas energy already posed questions for promoters, whether of **cost or security**. At the time, solar energy remained a marginal resource and so the architects of Arc 1950 chose **under-floor heating** for the apartments, **with optimal building insulation and limited window openings**. Today, that choice bears a cost and so, as part of a various renovations, low energy light bulbs and new, more efficient and economic radiators have been installed.

This pioneering approach has also been applied to the car park, which has led the way with the installation of electric charging points for vehicles and 100% LED lighting. This is also the case in the village, where the enchanting lights and decorations are switched to **low-energy LEDs at the start of summer**.





35 businesses, convenience on the doorstep

In Arc 1950, businesses are arranged for **the convenience of the clientele!**

The resort counts **35 business establishments**, located **to facilitate the client journey**. Commercial surfaces were predefined at design stage, giving a precise allocation to each of the 35 businesses, with their size and number adapted to the anticipated demand.

The idea was **to provide holidaymakers with the opportunity to make all types of purchases and enjoy all the services without leaving the village**. It was also envisaged that a premises would retain the same use for its entire commercial existence to guarantee a balance of businesses on site, by using a specifications requirement at every act of sale. This ensures that there's something to appeal to everyone in the thirty-odd shops, restaurants and pubs!





Ski through the pedestrian heart of the village

Arc 1950's charm lies also in its pedestrianisation and **the ski slope crossing it from north to south**, passing by each residence. The slope is called "**la Piste aux Étoiles (the Slope of Fame)**" in homage to all the celebrities who have attended the "Les Arcs Film Festival", each of whom has a signed panel. Skiers and pedestrians travel the village in **relaxed harmony**, side-by-side; there is nowhere else like it.

"8 residences, no more!": the judicious development of Arc 1950

Arc 1950's culture is that of a **friendly, intimate environment**. With its **8 residences, 698 apartments and 3,900 beds**, the resort maintains that culture through a reasonable approach to development. This was a surprising, **wise and remarkable decision** for a ski resort at a time when all-out development was the more common approach. Since December 2007, **no new construction has been added to the project**. The 3,900 beds are exploited intelligently, without falling into excess, which permits conservation of the lifestyle and high quality services so desired by clients.



A haven of peace for seminars in a natural environment

Arc 1950 is a prime **destination for business tourism**. Fully-equipped meeting rooms with audiovisual equipment **for 50 to 120 people**, a large reception room that can be adapted to accommodate **up to 280 people**, flats that can be converted into sub-committees, wifi, numerous team activities, quality restaurants... Arc 1950 is the perfect destination for teambuildings.

<https://www.arc1950.com/en/incentive.html>

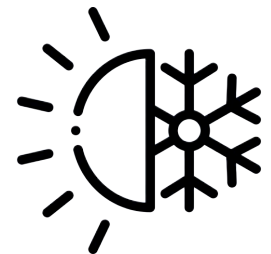
~ UNIQUE: COMMITTED OWNERS AND RETAILERS ~

Association Syndicat Libre watches over the Arc 1950 Resort, committed owners

Arc 1950 Le Village resort is managed by **the Association Syndicat Libre**, which brings together **the owners and retailers**, members since acquisition. The ASL safeguards the principles guiding **this destination towards success**, and accompanying its development. **This includes management of the common areas outside the co-ownership properties, including maintenance of the village and green spaces, snow clearance, renovation, village security and surveillance, entertainments, public relations, sales and marketing.**

The resort and its staff, fortified by the commitment and motivation of its members, can be proud of preserving the magic of Arc 1950 over the years. From its opening day, to its coming of age, client service has been the driver of the resort's future development. It is the key to creating **a unique and unforgettable holiday experience**. A volunteer Board of owners and retailers manages Arc 1950 in collaboration with the professional staff. **Their varied experience adds value to the organisation's daily management and all parties are guided by the common interest.**

Arc 1950 really is financed and directed by the owners and retailers. The accommodation providers and retailers respectively pay 2.35% and 2% of their turnover, while owners pay a contribution in proportion to their surface area. This strength of individual commitment to the collective interest allows the resort to take a harmonious, reasoned approach. This is also due to close cooperation with the Mairie, ADS and AB Tourisme. Such a dynamic is fundamental to Arc 1950's success, **achieved by prioritising client experience.**



Seasonal workers

Arc 1950 has almost **400 on-site staff**.

The village is thus **an important actor in the local economy** and entirely aware of its role. Therefore, the Bourg St Maurice / Les Arcs Mairie provides **a website** for its seasonal workers, through which they can **access job offers and prepare their arrival** (accommodation, transport etc.).

Meetings are held at **the beginning of each season, so everyone can meet and** explore the area and key people.

20 years

ARC 1950

20 years: a birthday to celebrate!

This year, **Arc 1950** celebrates its **20th birthday**. As the song says "it isn't every day we are 20". Celebrations, entertainment, concerts and shows: to make this birthday a really special occasion! One to be celebrated **all year in this unique village**, which deserves a birthday party worthy of the name!

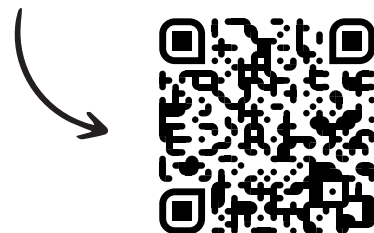
Let the celebrations begin! The launch of this anniversary will **take place on December 16th**, along with the opening of a not-to-be-missed event in the Arc 1950 Village: Les Arcs Film Festival.

<https://www.arc1950.com/en/les-arcs-european-film-festival.html>



4 highlights of the 20th birthday

To celebrate Arc 1950's 20 summers, here are 4 of the season's highlights not to be missed, for any reason!



1 The magic of Christmas! – Christmas and New Year enchantment

From 23 to 30 December 2023 - From 30 December to 6 January 2024

The magic of Christmas has to be seen to be believed, so visit Arc 1950 and experience the excitement of the Father Christmas parades, pyrotechnic displays and the percussion groups wandering the snowy streets during Christmas week.

Bring in the New Year full of resolution, with live concerts, DJ and pyrotechnic displays to bring Arc 1950 to its feet, dancing and singing, on 31 December!

How to end 2023 in a burst of magic and leap joyfully into 2024!

3 At Arc 1950, XXL ski shows with Association des Barrebus and the Village instructors

14 February, 21 February, 28 February and 6 March

360°, Backflip, grabs, the Arc 1950 Airshow takes off! During the February holidays the "Barrebus" team presents a host of freestyle tricks, each more impressive than the last, in the streets of Arc 1950! An unforgettable event, energetic and convivial, for an evening with a kick and an incredible spectacle! A stunning ski-show, not to be missed!

2 Concert and M Radio live set

12 January

In partnership with M Radio, Arc 1950 goes "live" on Thursday night with a free concert; atmosphere guaranteed for holidaymakers and inhabitants alike. On Friday, the day begins with "M Radio Réveil" from 6 to 10 a.m.; broadcasting live across France with Vincent Cerutti and Isabelle Giami!

4 And, on most Thursdays in the village, we dance

Every Thursday

The programme includes concerts with pop rock, rock'n'roll and soul groups, live in the village squares, with free aperitifs from our retailers to complete your festive experience. The village becomes an open-air dancefloor.



Winter 23-24 events : <https://www.arc1950.com/en/winter-events-arc-1950.html>

~ FREE ENTERTAINMENT ALL YEAR ROUND! ~

Arc 1950, winter with a thousand and one festivities

Entertainment and festivities make a trip to Arc 1950 **unforgettable**. The entertainment **offered is all free and accessible to all**. It's a perfect recipe, allowing everyone to relax completely and enjoy themselves.

In winter, **entertainment for all ages is provided several times a week**: ski shows with the Evolution 2 and ESF instructors in the Association des Barrebus, freestyle mode, dazzling Christmas and New Year parades, pyrotechnic displays, cookery workshops, illuminations, open air and in-restaurant concerts, fashion shows, costume shows and more.

At Arc 1950, winter is a party.

<https://www.arc1950.com/en/entertainment-programme.html>



Enjoy a breath of fresh air with the Outdoor Pass: free outdoor activities all summer

In summer, Arc 1950 offers a wide range of summer activities offering the chance to explore the mountain in diverse ways, especially with the "Outdoor Pass"*.

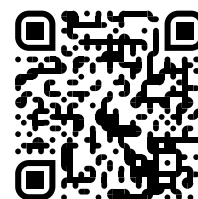
Arc 1950 offers each resident staying a minimum of 5 nights in the village a choice of 3 free summer cultural (fauna, flora), gastronomic and sporting (trail, hiking, Nordic walking, yoga, keep-fit, Zumba, archery, golf archery etc.) activities.

A great way to take the air, with the Mont Blanc back-drop as a bonus!

Key figures

- Winter : **between 6 and 16 free après-ski entertainments** each week, according to theme
- Summer : **15 recurring, free entertainments** each week + **3-5 free entertainments each week** on the Wednesday theme + **1 free concert per week + 3 free activities per person** for stays of 5 nights and more, with the Outdoor Pass.
- **2,000 children** a year welcomed to the childcare centre
- **165 ski instructors** (35 Evolution 2 and 130 ESF)
- **7,680km!** The cumulative height of the jumps made by the riders at all of our ski shows.

** Discover the Outdoor Pass*



A boisterous summer!

For a festive, lively summer, visit Arc 1950! On the programme: **free week-long entertainment** to enjoy with friends and family. The different activities are divided into zones within the resort, by age: **the 3-5 year group can play in inflatable structures** on a dragon theme, **the 6-12 year group can play in similar structures** on a pirate theme, at the base of another residence, **and those aged 12 and up have a dedicated terrain with beach soccer, slackline, ping-pong tables, a trampoline and table football, in yet another area of the village.** The quiet zone is found in the lower part of the village, facing Mont Blanc, **with keep-fit, yoga, Zumba and a solarium equipped with XXL sun loungers.** Another area is reserved for archery, and another is dedicated to the practice of step. Finally, the departure points for hiking, trail and Nordic walking are separate to those for mountain bike initiation. There's also a tennis court available, for some lively racket work! **There are several entertainments on offer every day**, so you can celebrate a magical get-away in the authentic streets of Arc 1950: **games, workshops, shows, concerts and all kinds of surprises.**

See the programme at: www.arc1950.com

Contact : ASL Resort Club Arc 1950 – Tel : +33 (0)4 79 04 19 00 / E-mail : contact@arc1950.com



Find out more



Winter

Entertainment : <https://www.arc1950.com/en/entertainment-programme.html>

Events : <https://www.arc1950.com/en/winter-events-arc-1950.html>



Summer

Entertainment : <https://www.arc1950.com/en/entertainment-programme-summer-arc-1950.html>

Mountain Activities : <https://www.arc1950.com/en/mountain-outdoor-activities.html>

Arc 1950 Wednesdays : <https://www.arc1950.com/en/arc-1950s-special-wednesdays.html>

«Arc on stage» Thursdays : <https://www.arc1950.com/en/concert-comic-show-thursday-arc-1950.html>

~ ARC 1950, WINNING QUALITIES ~



" The services, free entertainment and activities offered by Arc 1950 help to make a successful holiday! "

Here are some of this destination's additional attractions.

Wellness, the Deep Nature Spa

The exceptional **Deep Nature Spa** was established in December 2011. It has become one of the largest and most beautiful in the Alps, noteworthy given the relative size of Arc 1950. The site of more than **1,000m² of mineral ambiance** is an essential for relaxation, with sophisticated decoration, massage cabins open on views of Mont Blanc, grottos, outside pools, saunas, hammams, jacuzzi and Nordic baths. **The Spa is in the Source de Marie residence, open to all. Deep Nature Spa is open winter and summer, every day** from 10 a.m. to 12 a.m. and from 2 p.m. to 8 p.m.

Tariffs : ■ 37€ adult spa entry. ■ 25€ child spa entry (open to children from 4- 15 years on Monday, Tuesday, Thursday, Friday, Saturday and Sunday from 10 a.m. to 12 p.m. and on Wednesday from 2 p.m. to 6 p.m.)

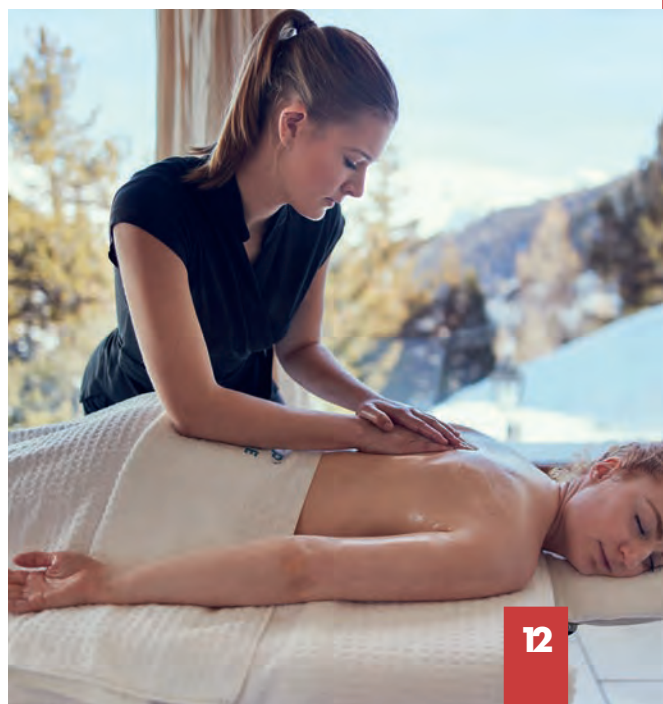
Contact: Telephone: +33 (0)4 79 41 42 90 / Mail: arc1950@deepnature.fr
<https://www.deepnature.fr/en/spa-arc-1950-les-sources-de-marie>

Free wellness areas for clients in each residence

Each of the **8 residences** has an **inside and/or outside swimming pool**, a **wellness area** (hammam, sauna, jacuzzi) and a fitness room, for relaxation as a family and a quiet moment.

Businesses of local fibre

Arc 1950 has over **35 businesses**, including **14 restaurants/bars**, truly convivial places for après-ski or a lazy summer afternoon on the terrace. Half of them, careful of their carbon imprint, **offer dishes or products of local Savoyard origin**, with a **short-circuit supply chain**, and there are also **organic, vegetarian and vegan dishes made with fresh, local and seasonal produce**. Produce shops allow you to buy food at the foot of your residence, or fetch fresh bread every morning. Sport shops offer ski rental and there's something for every taste in fashion or souvenirs. The construction of the village makes shopping **a calm and easy experience**.





Arc 1950, pedestrian paradise

Arc 1950 has pushed **pedestrianisation** to the limit. As soon as they arrive, holidaymakers park their cars **in the underground car park, with direct access to the apartments.**

For those arriving in Bourg Saint Maurice by train, then by funicular railway, free shuttle buses bring clients to Arc 1950. Once installed, holidaymakers get around on foot or on skis in the snowy village streets, to the joy of children (and their parents), who gambol around in safety.

2 ski schools

With Paradiski and its 425km on the doorstep, the lure of skiing is irresistible! **Two ski schools** offer group or private lessons to children and adults.

ESF : ESF Arc 1950 has 130 instructors, a secure area with **5 free lifts and 3 entirely equipped chalets, in Arc 2000.**

In addition to skiing and snowboarding, unique group or private expeditions are on the menu, like yooner, igloo evenings, ski touring or an introduction to security, with the Hors-piste Academy.

Contact: Mail - contact@esf-arc-1950.com
Tel - +33 (0)4 79 08 24 19

EVOLUTION 2 is open winter and summer, **offering group ski lessons for a maximum of 10 people** for the benefit of the participants and their apprenticeship. Winter après-ski outings are also available, with snake gliss, and **in summer mountain E-bike tops the bill, followed closely by electric scooter, hiking and canyoning or via ferrata in nearby valleys.**

Contact: Mail - contact.arc1950@evolution2.com
Tel - +33 (0)4 79 04 25 72



1 childcare centre and family services

Yeti Camp is a unique children's club receiving children for full (with lunch option) or half days from age 3 up to adolescence. It welcomes, on average, 80 children every week. In winter, ski lessons can begin at age 3. The Yeti Camp also organises special activities and entertainment per age group. In addition, Arc 1950 can provide children's games, a list of babysitters, and the hotel residences have baby equipment (travel cots, high chair, changing mat, pushchair etc.).

Contact: Email - yeticamp@evolution2.com
Tel - +33 (0)4 79 07 05 57

~ 20 YEARS FOR THE LOVE OF SKIING AND MOUNTAIN BIKING ~

Each season is special: enjoy skiing and mountain biking in the same natural area!



Tariffs 2023/2024

- Classic Pass : 330 € for 6 days
- Essential Pass : 369 € for 6 days
- Premium Pass : 436 € for 6 days

Paradiski: one of the world's largest ski areas

3 resorts in one: welcome to Paradiski!

Breathtakingly immense, **Paradiski contains 132 lifts accessing 425 km of slopes**, divided amongst the resorts of Les Arcs, La Plagne and Peisey-Vallandry. **Paradiski is the second largest ski area in the world, with lifts leading onto 258 slopes perched between 1,200 and 3,226 metres altitude.** Skiers glide into the majestic landscape of the summits, to gaze awestruck at snowy peaks that reach to the sky and stretch to the horizon.

Paradiski can also offer the promise of a naturally snowy experience, as with 70% of its slopes above 2,000 metres altitude, it can be pretty sure of snow cover from early December to late April. "A Paradiski" to satisfy all types of skiers: 2 snow parks, 6 boardercross, 11 competition slopes, halfpipe, waterslide and 153 km of cross-country.

The ski area also contains activity zones: **zip-wire, luminous frescos, network-connected panoramic terraces, a mountain animal museum, the Aiguille Rouge walkway, themed slopes, Yuge photo spots and more.**

For non-skiers: meet at the Igloo village, or enjoy dog-sledding or tobogganing. The great bonus at Arc 1950; leaving your residence on skis, certain of the snow! That's true luxury.

And in summer, mountain bike!

In Arcs and Arc 1950 there's room to pedal! Roll freely in the Arcs Bike Park's 149 km of sign-posted routes, accessible to all. 10 bike-friendly lifts access some great mountain bike adventures. Enduro, Cross-Country and mountain E-bike trails offer a fun way to get out and explore the mountains. Then, the pump track offers an adrenalin hit! You can also travel by way of Peisey-Vallandry, to vary the experience and scenery. Don't panic! For those who think mountain biking is just for the hard-core, Arc 1950 has provided easy green and blue slopes, so you can ease your way into the discipline before taking on the steep slopes and sharp corners. Mountain bike rental and lessons are available, and the Pass includes a range of options to suit everyone, so mountain bikers, no excuses; on your bikes! At Arc 1950, we think of everything, for everyone. The greatest asset + : at Arc 1950, Bike Park slope 66 traverses the Village.

Mountain bike at Arc 1950 : <https://www.arc1950.com/en/mountain-bike-les-arcs.html>



~ ACCOMMODATION: A DIVERSE, QUALITY OFFER ~

Arc 1950 **offers a wide range of luxury accommodation.** The property, managed by Pierre & Vacances, won the Travellers' Choice 2022 Award, a prestigious prize awarded **to the 10% best hotels and Tourist residences on the platform.**



A variety of accommodation providers

Several operators market the **3,900 beds of Arc 1950.** Historically, **Pierre & Vacances has been the resort's largest accommodation provider,** and time has brought some more diversity. Currently, holidaymakers can choose between **Pierre & Vacances,** which manages 56% of the accommodation, Maeva Home 11%, Cimalpes, 3%) and private owners, 30%. **Private owners** rent via several websites: **Booking, Airbnb, Abritel/HomeAway, or the village website Arc1950Booking.com, as well as directly.**

Whoever the provider, for 20 years the quality of services and accommodation have been the central preoccupation. The apartments and residences are of consistent quality, proof of all parties' **desire to maintain their village to the highest peak of mountain hospitality.**

Comfort, space & luxury; 20 years of choice

From the outset, Arc 1950 promoters chose **to emphasise space and comfort,** which was a new slant on the ski holiday. A decision at the time often decried but, in fact, ahead of its time. Now, with many resorts being renovated, we see that it makes perfect sense. So a studio is for two, not four, people and some even have a fireplace for that extra comfort. **Architects have risen to the challenges of gaining and optimising space, creating large apartments of practical configuration in which everyone can feel at ease.**

The accommodation **is highly functional, with no wasted space,** with ingenious storage, sliding doors and spacious living areas for holidaymakers' maximum enjoyment.

Apartments for all

Holidaymakers enjoy a wealth of choice ranging from a **25m² studio for two, to a large 5 room apartment of 100m² for 10.** Such a space when on holiday is the first criteria for success and a luxury which, 20 years ago, was revolutionary. Furthermore, **each accommodation has its own decorative style; modern or traditional but always in the mountains.** Depending on the residence, the decor can be Canadian, Tyrolean, North-American, Scandinavian or Savoyard and every holidaymaker can find accommodation to meet their expectations.

A welcome kit, an open equipped kitchen (oven, Nespresso machine, toaster etc.), one or more en-suite bathrooms with bath and/or shower offer an assurance of comfort, and household linen is provided (sheets, duvets, pillows, towels etc.), which lightens the luggage!

The + of Arc 1950: the beds are made when you arrive.

■ Winter weekly tariff: from 1,256€ for 2 people

■ Summer weekly tariff: from 627€ for 2 people

■ See the residences :

<https://www.arc1950.com/en/residences-of-arc-1950.html>

■ To book :

<https://www.arc1950.com/en/reserve-your-hotel-apartment-in-the-ski-resort-arc-1950.html>

Concierges, 5 star holidays!

A concierge in Paradise! Happiness is a concierge; holidaymakers can enjoy the services of several concierge services in the village, with **cleaning, linen and towels, bed-making, keys etc.** A quality service to make it easier for holidaymakers. Some concierge services also carry out year-round apartment maintenance for private rental owners (repairs, chimney-sweeping etc.).

■ See these service providers : <https://www.arc1950.com/en/arc-1950-conciergerie.html>

~ “MY SMALL BUSINESS” KNOWS NO CRISIS ~

A reassuring altitude

At 1950 m altitude, Arc 1950 is among the resorts **that enjoy good winter snow cover**; a persuasive argument for ski lovers.

5 star resort

Arc 1950 has always sought no less than 5* excellence. It has achieved that goal. Integration into the countryside, limited development with **8 tourist residences and a total of 3,900 beds, apartments from studio to 5 rooms with high quality hotel services**, nearby businesses and services, Paradiski at the door, as well as mountain bike and hiking trails in summer, tranquillity, **free entertainment, an exceptional Deep Nature spa** for a village this size...

These are the assets contributing to the resort's luxury classification. **The stunning panorama of Aiguille Rouge and Mont Blanc is 5* in itself.** Clients know what they want and, having enjoyed the simplicity and premium holidays at Arc 1950, coming back is inevitable.



The 'Flocon Vert des Arcs' Label

Arc 1950 is a part **of the “des Arcs” galaxy**, bringing together **Bourg-Saint-Maurice, Arc 1600, Arc 1800 et Arc 2000**. In 2020, les Arcs became the first Savoyard resort to win the **“Flocon Vert”** label, after a year-long audit by the Mountain Riders Association. All the sites worked together to take concrete action in the areas of local economy, society & culture and governance, as well as in destination, environment and natural resources. The Flocon Vert label is a reward for **the pro-active sustainable development** approach of the destination. The ski area carried out a carbon assessment, which led to the creation of a fleet of electric vehicles for staff.

Quiet zones were created to protect the Tetrax-Lyre (protected bird species), which nests in the woods, and a **highly energy-efficient chalet was built** at the departure of the Lanchettes chairlift, to reduce consumption by half. The resort **favours the use of tap water rather than plastic bottled** water by clients, and motivates holidaymakers to equip themselves with an attractive “Les Arcs” logo gourd, which they can refill at the water fountains in the ski area and villages.

Recycling bags are available in each of the Arc 1950 apartments, allowing better waste management. The waste disposal areas of all residences have recycling facilities. Finally, the villages tourist offices sensitise their staff **to prefer car-sharing or use of the funicular railway to come to work**, to recycle, **to better manage office energy consumption**, to **limit their digital footprint and also to design eco-friendly events**.

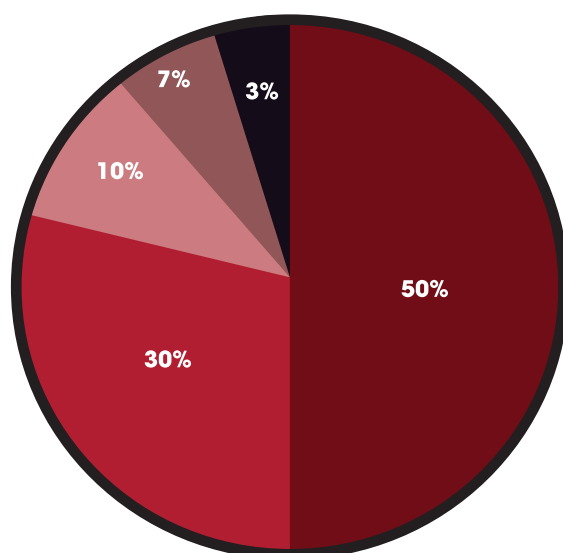
Satisfied clientele = loyal clientele

The resort provides holidaymakers with the benefits **of an autonomous village on a human scale**, with pedestrian circulation. Arc 1950 has a timeless feel and brings leisure and wellness activities, and businesses in a single area.

The clientele is often families, mainly from a higher social echelon, who seek properties and services equivalent to those found on the doorstep in urban centres. Arc 1950 has risen to the challenge of providing such services in a friendly and festive mountain setting.

Come to seek revitalisation, tranquillity, ease, winding down, holidaymakers cite the Arc 1950 apres-ski experience, in addition to the quality and immensity of the ski area, and 66% of them recommend it overall. Arc 1950 meets the criteria of a demanding clientele seeking **something unusual and convivial**, and most of them come back year after year.

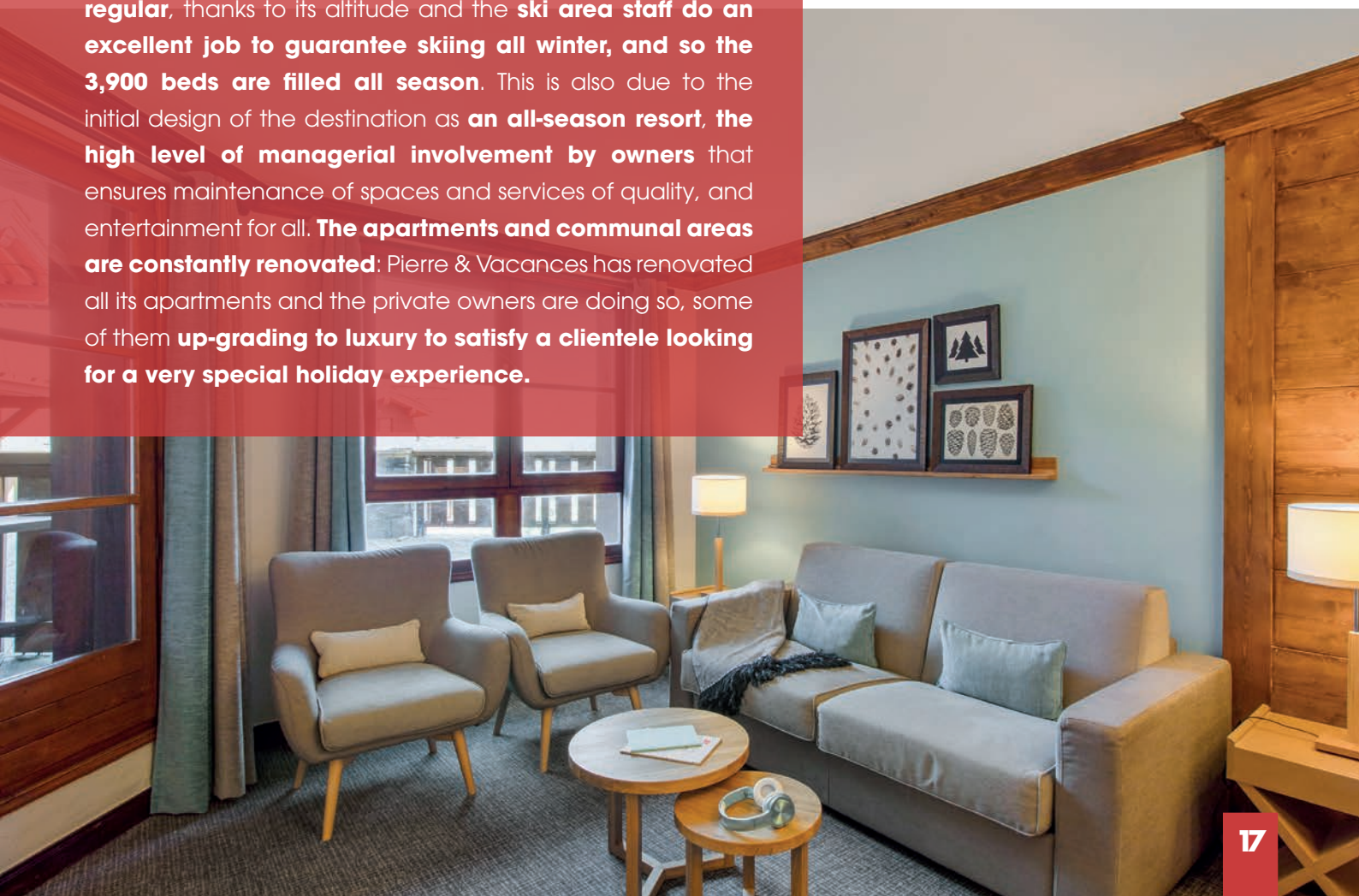
Division of clientele



- France : 50 %
- Great Britain : 30 %
- Belgium : 10 %
- Netherlands : 7 %
- Other : 3 %

Occupancy: Arc 1950, the Alpine exception

It's rare enough to point out that Arc 1950 does not have to about empty beds like other resorts. **Snow is regular**, thanks to its altitude and the **ski area staff do an excellent job to guarantee skiing all winter, and so the 3,900 beds are filled all season.** This is also due to the initial design of the destination as **an all-season resort, the high level of managerial involvement by owners** that ensures maintenance of spaces and services of quality, and entertainment for all. **The apartments and communal areas are constantly renovated:** Pierre & Vacances has renovated all its apartments and the private owners are doing so, some of them **up-grading to luxury to satisfy a clientele looking for a very special holiday experience.**



~ ARC 1950, FORWARD-LOOKING RESORT ~

Deployment of high-debit pro Wi-Fi: factor in tourism development.

When it opened, Arc 1950 **already had a high-performance fibre-optic communications network.**

At the start of the winter 2023/24 season, this investment continues with the installation of very **high speed fibre optics**, to offer an **ultra-modern Wi-Fi network** in all the village streets. **Such easy internet navigation is unique, and much sought-after by clients.** To optimise the quality of information provided to clients, ASL will install screens in each reception area, **digitalising village communications.**

The residences will individually define their own very high speed network connections for the apartments. All accommodations are already equipped **with a good computer link**, particularly good for distance working. Arc 1950 will support and accompany this development in future, positioning the destination **as an attractive place for remote working**; mixing work and leisure can extend activity at each end of the season.



Towards a client journey facilitated with secure, connected keys

The Village is committed to simplifying the client journey. After concertation between Pierre & Vacances and owners, Pierre & Vacances decided to install **a system of connected, secure keys**, modelled on systems employed by other hotel operators.

A year ago, an experiment was conducted in the residence Refuge du Montagnard, perfecting the keys' function. The system was an immediate success with owners and holidaymakers, and could soon be **generalised throughout the residences.**

The principle of secure keys is pretty simple. Prior to arrival, **a client receives instructions** on presenting themselves at their accommodation, **opening up their apartment and/or accessing the communal areas, with their telephone.** So it just takes one lift journey, from the car park to the apartment, before installation in the apartment! No more queuing in reception!

However, to answer the questions to which no smartphone can respond, personnel will continue to be present on reception at Refuge du Montagnard, **to direct, reassure and inform clients** on the operation of the residence and all the activities, outings and leisure possibilities in Arc 1950.





On the horizon for winter 24-25, recycling revisited and re-mastered

Waste management requires **special organisation** in this pedestrian village. To date, each residence and business has **a waste area and rubbish is taken from there to bins in the car park, and loaded into a skip.**

Winter 2024/25 will see an evolution with the installation of molok waste containers outside the village, a move motivated by **the Communauté de Communes de la Haute-Tarentaise**. To transfer these bins, the current waste disposal model must be revised. Several distinct transfer points will be provided near the residences, with stone wall built to hide the moloks and **ensure a minimal visual and olfactory impact.**

To encourage tourists to recycle their waste, the Communauté de Communes de Haute-Tarentaise **offers free kraft bags for pre-collection of recyclable waste and distributes free communication supports to accommodation providers** renting lodgings with a kitchen. **Composting** is a future project, for restaurants as well as tourists.



A village always moving forward and reflecting on improvements to client experience

Committing to **ecological transition**, keeping the village **up-to-date and improving the client experience**: these are the various objectives driving **modernisation at Arc 1950**. Concerned for **the environment** and

wishing **to retain the village's 5* status**, each residence has now launched an Energy Performance Analysis (EPA). The EPA will **estimate energy consumption and carbon emissions** in every dwelling, which is a requirement of both sales and rental. Planning for **the modernisation of communal areas** (swimming pools, ski lockers etc.) is also underway.

The resort is **in constant motion**, always advancing and considering how best to provide its clientele with the best quality experience. Thus, a number of new projects are waiting in the wings: **the installation of screens in reception areas** to avoid the extensive use of paper, **the modernisation of village equipment** and the **creation of new leisure infrastructure** to improve client comfort. Furthermore, the Outdoor Pass offer will be continued, with a number of new entertainments to explore from summer 2024! **At Arc 1950, there's always a surprise in store.**

VILLAGE MAP SUMMER – WINTER



COME TO ARC 1950

Services

- Office de Tourisme
Tourist Office
- Toiletttes
Toilets
- Forfaits
Ski pass
- DAB
ATM
- Yéti Camp - Club enfant
Day nursery - Kids Club
- Spot photo
Photo spot

Résidences

Arc 1950 le Village

- Auberge Jérôme
- Chalet des Lys
- Hameau du Glacier
- Jardins de la cascade
- Manoir Savoie
- Prince des Cimes
- Refuge du Montagnard
- Sources de Marie
- Piscines & jacuzzis des résidences
Residences swimming pool

Résidences Arc 1950

- Arc 1950 residences
- Hameau des Oursons
Bear Lodge

Immobilier Real Estate

- Les Arcs Immobilier & Erna Low
- Cimelpes

Se déplacer To move

- Parking couvert payant EFFIA
Underground paid car park
- Accueil information parking
Car park reception
- Arrêts navettes gratuites
Free shuttle bus stop

Snacking, restaurants & bars

- Le 1950 Brasserie
- Les Belles Pintes
- Cascade Sucrée
- Le Chalet de Luigi
- Le Mazot
- Meli's Snack
- Monkey Coffee
- Nonna Lisa
- O'Chaud
- Le Parvis des Arcs
- Le Perce Neige
- La Table des Lys
- La Vache Rouge
- Wood Bear Café

Shopping

- Instinct Photo
- Les Petits Toubadours
- The Shop

Bien-être Wellness

- Deep Nature Spa

Ski et Aventures

Ski and Adventures

- Caméléon Organisations
- Ecole du Ski Française
- Evolution 2

Magasins d'équipements et sportswear

Equipment and sportswear shops

- Freeride
- Intersport / Ski service
- Le Manoir Ski Service
- Netski Arc 1950
- Precision Ski
- Skishop Arc 1950
- Ski Republic Spirit 1950

Alimentation Food

- L'Arc Doré
- Carrefour Montagne
- Le Gourmet Montagnard

Infrastructures hiver

Winter infrastructures

- Piste des Étoiles
Slope of Fame
- Spot photo Arcs Film Festival
Photo spot Arcs Film Festival
- Accès domaine skiable
Ski area access
- Piste de luge
Sledge slope
- Jardin d'enfants école de ski
Children skischool dedicated area

Infrastructures été

Summer infrastructures

- Bac à sable
Sandbox
- Beach soccer
- Court de tennis
Tennis court
- Jardin d'enfants
Children's playground
- Jeux en bois
Wooden games
- Mur d'escalade
Climbing wall
- Structure gonflable
Bouncy structure
- Tennis de table
Table tennis
- Terrain de pétanque
Pétanque ground
- Tir à l'arc
Archery
- Trampoline
- Parcours santé /
Parcours raquettes
Fitness trail / snowshoe trail
- Slacklines
- Départ de randonnée
Hiking departure



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LES ARCS
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