

**Savoie
MON+
BLANC**

Savoie Mon+Blanc
TOURISM



Savoie Mont Blanc: a cycling destination

23 November 2015

LOCATION

- ✦ **In the South East of France**
- ✦ **In the French Alps**
- ✦ **Close to Geneva and Lyon**

- ✦ **Easy access**



- **4 international airports**
Geneva, Grenoble, Lyon, Chambéry (in winter)
- **International railway**
with TGV: 2hrs50 from Paris, Eurostar from London,
Thalys from Bruxelles
- **A large network of motorways**

AN ALL YEAR ROUND TOURISTIC DESTINATION

- ✦ **One of France's most important tourist destinations located at the heart of the French Alps**
- ✦ **SMB covers two third of the French Alps**
- ✦ **It gathers:**
 - 110 ski resorts
 - 17 fully linked ski areas
 - 4,000 km of downhill ski slopes
 - 4 large lakes
 - Over 80 beaches
 - 1 National and 2 regional parks
 - Vineyards and gastronomy
 - A land of outdoor activities

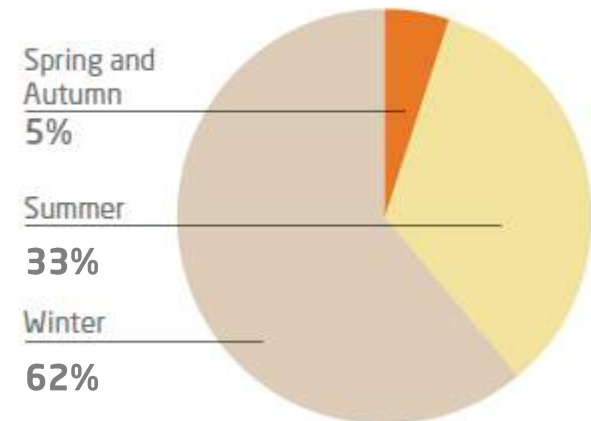


SAVOIE MONT BLANC'S VISITORS

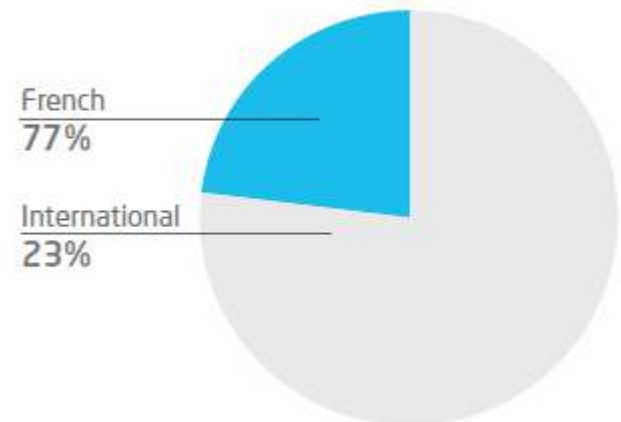
- ★ **Total visit number:**
68,1 bed nights
- ★ **Summer clientele:**
77% of the clientele is French and
23% is foreign
(1: NL • 2:GB • 3:B)
- ★ **Winter clientele:**
44% of the clientele is foreign
(1: GB • 2:NL • 3:B)



AN ALL YEAR ROUND DESTINATION



SUMMER CLIENTELE



CYCLING

✦ In France :

- 26 million of regular cyclists (40 % of inhabitants)
- 1,5 million professionnals (1 per week)
- 3 million bike sold per year
- 1,6 billion: turnover of the market

✦ A niche market in Savoie Mont Blanc: a growing activity for the past 5 years

- Cycling was popular at the national and international level is now also famous at the european levels.
- Cycling events put forward the activity
Many local cycling races (Critérium du Dauphiné...)

- Tour de France: a very strong impact where the stages take place
- Start of the TDF in 2014 in the UK (Yokshire)
- Start of the TDF in 2015 in the Netherland (Utrecht)
- Etape du Tour (prior to the TDF): more than 15,000 participants



WHY THE CHOICE OF CYCLING AS A MARKETING NICHE IN SAVOIE MONT BLANC?

★ A fantastic offer for all

■ Trained cyclists

More than 100 mountains passes with mythical ones: Galibier, Iseran, Madeleine thanks to the Tour de France

■ Leisure cyclists

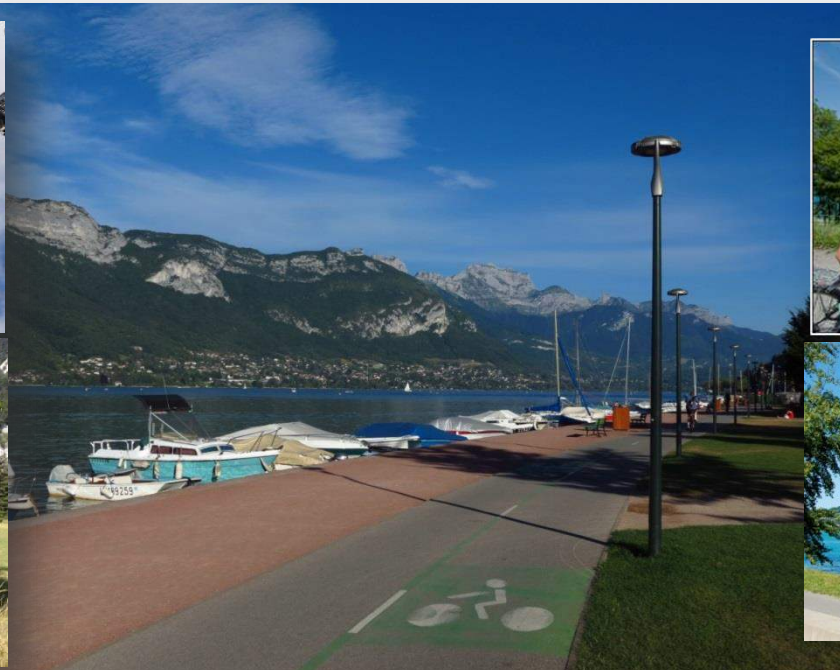
- A strong commitment of the local authorities : Cycling network always improved (signs, paths...) - More than 6,000km of cycling itineraries divided into 101 circuits
- Country lanes around the lakes (Annecy, Bourget...) or along the Rhone river (Via Rhône)
- Cycling in the vineyards of Savoie
- Cycling with electric bikes (bikes with batteries)



WHY THE CHOICE OF CYCLING AS A MARKETING NICHE IN SAVOIE MONT BLANC?

★ A strong commitment of the local authorities, private Partners and tourism industry

- More than 200 accommodation dedicated to cyclists (secure rooms, tools, food tailored to cyclists)
- Tailor-made cycling tours: local or international tour operators are organising tailor made tour for all types of clients



CYCLING: A DEDICATED MARKETING APPROACH

- ★ **We sponsor national and international cycling competitions**
(Tour de France, Critérium...)
- ★ **We organise events like « one day «one pass »**
From June to mid-September 12 of SMB's most famous « cols » are closed to cars and dedicated to cyclist
- ★ **We promote the activity at the national and international level**
 - Press conferences in the UK, Belgium, Netherland
 - Individual meetings with editors of specialised magazines...
 - Contact with Tour Operators
- ★ **We have links with local partners**
Partnership with French cycling teams (AG2R)



SPECIFIC MARKETING TOOLS

✦ Savoie Mont Blanc has developed specific tools

- Cycling map
- Press release
- Cycling magazine
- Posters
- Goodies: cycling bottles, cycling jersey...



Savoie Mont+Blanc
Simply wonderful

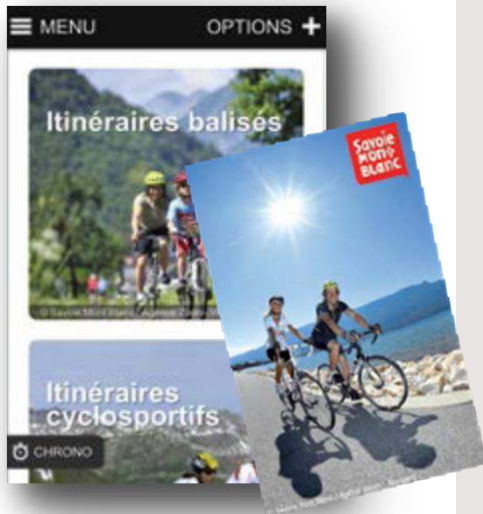
Our cycling selection
Voor de fiets

2015
CYCLE TOURING • MAP
KAART • FIETSTOEREN

www.savoie-mont-blanc.com/en

SPECIFIC MARKETING TOOLS

- Cycling App with a selection of itineraries
- Dedicated content on the website



Savoie Mont Blanc
FRENCH ALPS

DISCOVER · THINGS TO DO · ACCOMMODATION · FOOD & DRINKS · PRACTICAL INFORMATION · WEATHER

Home · Things to do · Cycling & mountain biking

CYCLING & MOUNTAIN BIKING

— With its beautiful and varied countryside, Savoie Mont Blanc offers a wide range of cycling itineraries of all levels of difficulty, from flat rides through river valleys to long alpine ascents into the heart of the French Alps. —

Sort by: [dropdown]

Thumbnail view · List view · Map view

457 results
Refine your search

Thonon-les-Bains
Genève · Bonneville · Chambéry
Aix-les-Bains · Albertville · Bourg-Saint-Maurice
Saint-Jean-de-Maurienne

Town, area

AIX-LES-BAINS
51 - AIX/ANNECY

ANNECY
11-ALBANAIS CIRCUIT

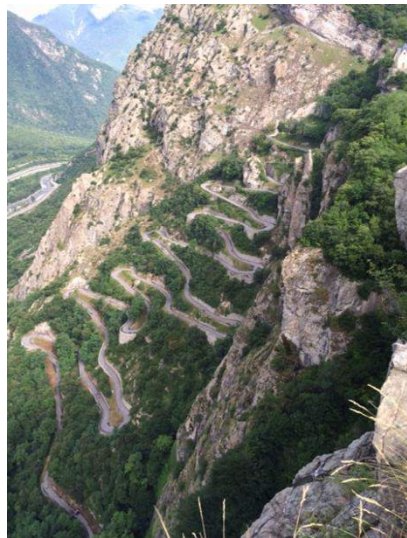
ANNECY
51-ANNECY-AIX LES BAINS

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SAVOIE MONT BLANC'S PARTNERS COMMITMENT

✦ Savoie Mont Blanc's partners are on the same line

- **Maurienne Tourism:** the largest cycling area in the world (The French cycling Team is training there)
- Cycling camps developed in **many resorts** (La Toussuire, La Rosière)
- **Saint-Gervais**
- **Portes du Soleil...** after being the mecca for mountain biking, the PDS are keen in developing the cycling activities in the area



THINGS TO IMPROVE...



- ★ **Choose actions to attract the non-sportive clientele.**
- ★ **Work the image of cycling in SMB: a destination more famous for mountain biking** with clearly identified spots (Portes du Soleil...) and to be open to cycling
 - Highlight the strengths of our territory to compete with other strong cycling destinations (Spain, Italy, Austria...)
 - A cycling clientele which must be promoted on a specific way and per market
- ★ **Capitalize on opportunities to develop the soft cycling:**
 - SMBT is involved in the Via Rhona cycling project - a large itineraries starting on the shore of Lake Geneva to the Mediterranean sea.
 - Strong development of the ebike (cycling and mountain biking)

Thank you for your attention

Contact

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