



SUMMER
MOUNTAIN
BACKPACKING

ACEEPT 2015 - Team Culture Cures Crew

OBJECTIVES

- Summer destination
- Expertise of local producers
- Open mind of "savoyards" population
- Culture sharing
- You as Ambassadors

TARGET

Savoie
MON+
BLANC

Motivation

- Experience backpack travelling
- Nature lovers
- Share moments with others

Profile

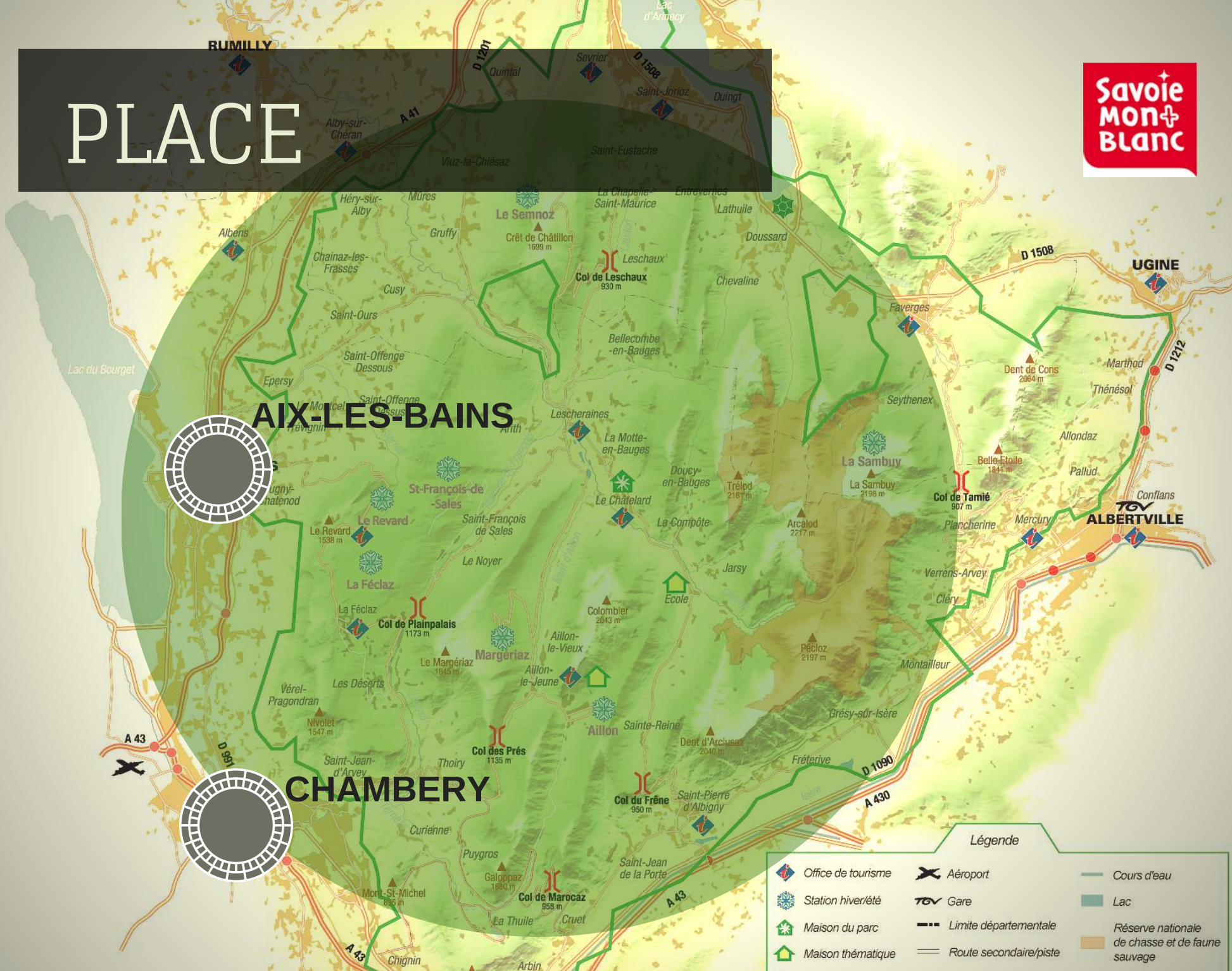
- 18-30 years old
- French people
- Skiers in savoie ski station
- Couchsurfing users
- Open minded

CONCEPT

A 5-day package entertainment to discover Savoie during summer.

- Orientation game (3 days) & Relax (2 days)
- 3 teams of 2-3 persons
- Living with locals

PLACE



AIX-LES-BAINS

CHAMBERY

ALBERTVILLE

Légende

- | | | |
|--------------------|------------------------|---|
| Office de tourisme | Aéroport | Cours d'eau |
| Station hiver/été | Gare | Lac |
| Maison du parc | Limite départementale | Réserve nationale de chasse et de faune sauvage |
| Maison thématique | Route secondaire/piste | |

ACTIVITIES

- 4 visits of producers
- A list of local experts (vineyard, brewery, cheese factory...)
- Point scoring process



ACCOMODATION

1) Local population

Selection criteria:

- Open minded
- Capacity of 2-3 beds
- Sharing dinner & breakfast

2) 3-stars Hotel at Aix-les-Bains

TRANSPORTATION

Savoie
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BLANC

To build their own way during the game

- Various options: biking, hiking, horse-riding, autostop

- Partnership with rental company



dreamstime

PRICE

Included in the package

- Accomodation
- Partnership for transport
- Meals with families or producers
- 2 dinners at Aix-les-Bains
- Visits of producers factory
- Wateractivities at Aix-les-Bains

MARKETING

1) To locals and producers

- Personal approach (Letter - call - visit)

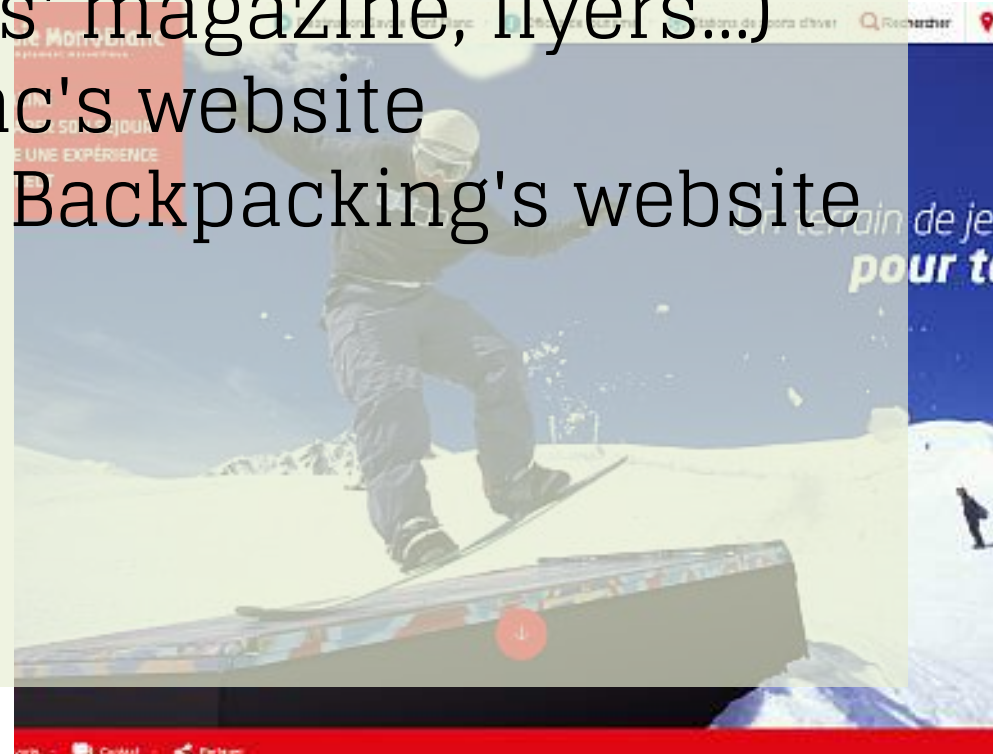
- Public Relation (Meetings - Local news)



MARKETING

2) To our target

- Communication campaign (cutout backpacker, skiers' magazine, flyers...)
- Savoie Mont- Blanc's website
- Summer Mountain Backpacking's website
- PR
- Facebook



AMBASSADORS

Savoie
MON
BLANC

- A community of summer Savoie lovers
- Social network on the website
 - To share pictures and testimonies



Now pack
your backpack and
get involved!