



Auvergne-Rhône-Alpes is a region two-thirds covered by mountains and home to the highest summit in Europe (Mont Blanc, 4,809 metres), so it is a natural stronghold for the sector. There is a host of players here: a ski resort could be created just with regional players!

SPECIFIC FEATURES AND STRENGTHS OF THE SECTOR

Auvergne-Rhône-Alpes is a stronghold for the mountain and outdoor development sector. Evidence of this comes from the **560 companies involved in mountain sports and tourist development** that are established in the region.

Although many players are located in the Alpine valley, companies in the sector are also to be found throughout the territory.

A further strength of the sector lies in the wealth of activities pursued by companies in the region. With all the skills available in Auvergne-Rhône-Alpes, a ski resort could be created from A to Z! It is actually the **leading region to create a mountain resort on a greenfield site**.

Auvergne-Rhône-Alpes welcomes innovative startups (many incubators are present) as well as major companies, attracted by the space available.

The ecosystem of the mountain and outdoor development sector contributes to its vitality. The Montagne and Outdoor Sports Valley clusters are active at regional and national scale.

The region is the birthplace of the Winter Olympics (the first ever were held in 1924 at Chamonix, then Grenoble in 1968 and Albertville in 1992) and mountains are in its blood. Its history and the champions it is home to (Martin Fourcade, Marion Rolland, Marie Bochet to name but a few) contribute to its appeal.

Moreover, Auvergne-Rhône-Alpes is the **top region in France for its sports industry, with 100,000 jobs and over €4 billion in turnover**.



KEY FIGURES

FOR THE SECTOR

- **#1 ski area in the world with 203 ski resorts**
- **3 mountain ranges: the Alps, the Massif Central and the Jura**
- **560 companies working in mountain sports and tourism development**
- **€10.7 billion in turnover (including €1.2 billion for ski resort operators and €2.4 billion for companies working in mountain sports and tourism development)**

12

MAIN AREAS OF ACTIVITY IN THE SECTOR

- Industrial production
- Ski resort management
- Ski lift installations and equipment
- Snow cover and winter maintenance
- Snow clearing and winter road maintenance
- Development of difficult areas
- Facilities and equipment for sport and leisure activities
- Design and sale of sports items
- Information and signage
- Safety and rescue of persons
- Monitoring and testing, instrumentation maintenance
- Water, energy and waste management

JOBS AND TRAINING

92,000

DIRECT AND INDIRECT JOBS IN THE RESORTS

8,000 employees in companies active in mountain sports and tourism development.

In the territory there are several establishments providing training in mountain and outdoor professions: the École Nationale des Sports de Montagne (Chamonix), CNPC Sport: École de Commerce du Sport (Grenoble) or the Centre de Formation aux Métiers de la Montagne (Thônes) in the MFR (rural vocation training) network. There is also the Lycée des Métiers de la Montagne (Saint-Michel-de-Maurienne) and the Lycée des Métiers des Services en Montagne (Moûtiers).

Several non-specialist establishments also provide training courses for this sector: Université Savoie Mont Blanc, Université Grenoble Alpes, EM Lyon, Institut Polytechnique de Grenoble or Institut Sport et Management offered by Grenoble Ecole de Management.

THE SECTOR'S ECOSYSTEM



The clusters Montagne and OSV (Outdoor Sports Valley) are umbrellas for and represent the companies in the sector both in France and abroad.



There are several associations and professional bodies in the region: Savoie Mont Blanc Tourisme, Domaines Skiables de France, Nordic France, France Montagnes, Afmont and the Syndicat National des Guides de Montagne (mountain guides federation).



Lastly, Iffremmont (Institut de Formation et de Recherche en Médecine de Montagne), Crea Mont Blanc, Apriam, CNRM, Inserm and Irstea are among the cutting-edge research centres that promote innovation in the sector.



COMPANIES ESTABLISHED

IN AUVERGNE-RHÔNE-ALPES

LEITNER ropeways

SKIDATA

Doppelmayr

RaidLight

PisterBunny

PETZL

Joly & Philippe

TECHNOALPIN

fusalp

WINTERSTEIGER Thinking about tomorrow

ORDEEX

IDM PARTENAIRE TECHNIQUE POUR LA MONTAGNE

ROSSIGNOL

tessier

PDMA

WINTERSTEIGER Thinking about tomorrow

GMM

MND

SALOMON TIME TO PLAY



Contact us:

www.invest-in-auvergnerhonealpes.com

+33 (0)4 73 19 59 97

