



SPORTS ATHLETES: WHICH IMPACTS ON MOUNTAIN TOURISM

DESTINATIONS ?



JB GRANGE - 2015 World Champion

SUMMARY

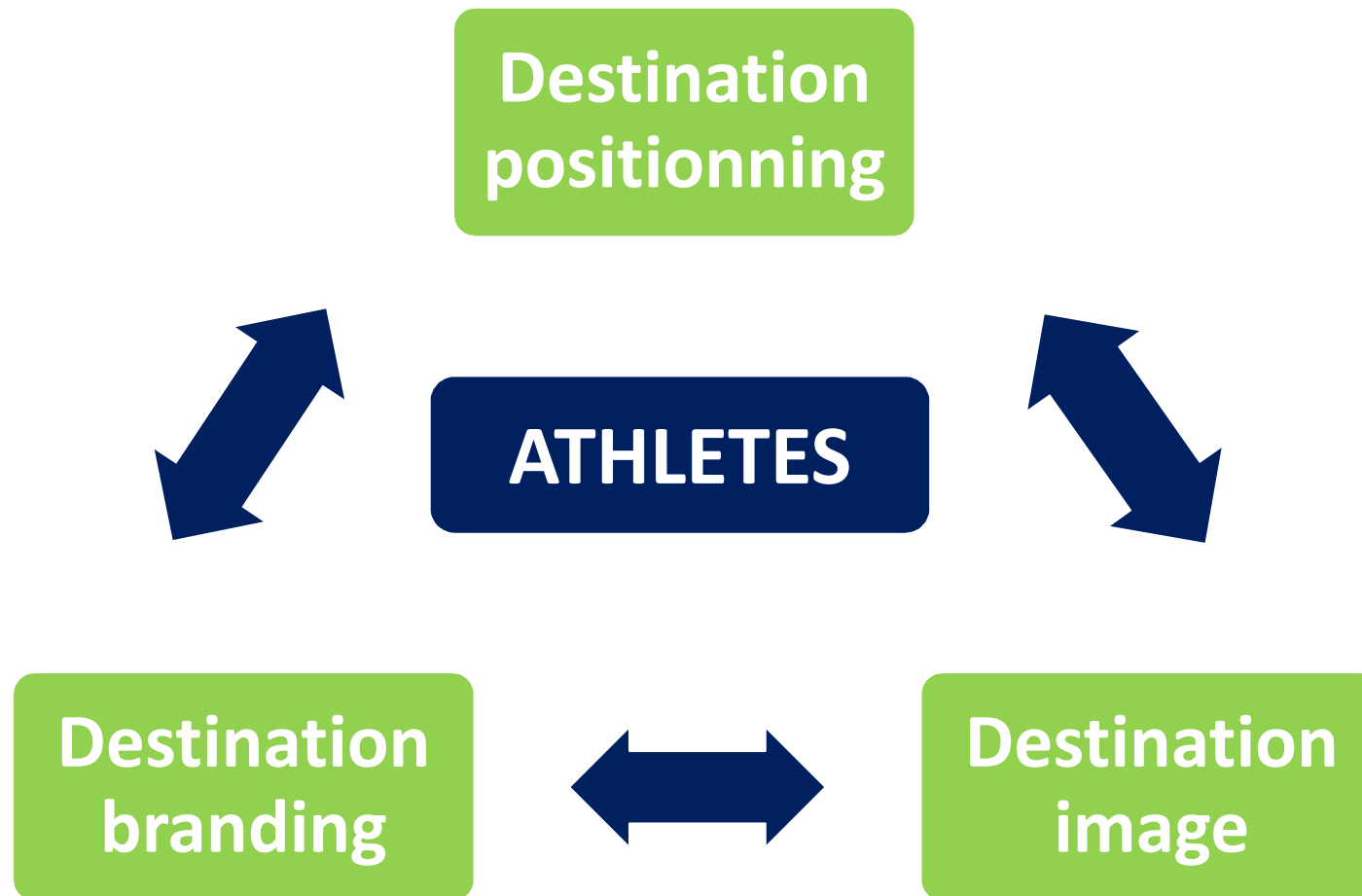
- 1. What is a mountain tourism destination ?**
- 2. Place of sport athletes on a marketing strategy**
- 3. Mountain destination needs**
- 4. Cases of famous destination**
- 5. Sport athletes but not only...**
- 6. Mountain promotion : Global action for local impact !**

1. WHAT IS A MOUNTAIN TOURISM DESTINATION ?

**Geographic area in mountain that attracts
visitors**



2. PLACE OF SPORT ATHLETES ON A MARKETING STRATEGY



3. MOUNTAIN DESTINATION NEEDS



1. Sales and tourism offer
2. Beds occupancy
3. Communicate
4. Creating events

HARDWARE
INFRASTRUCTURES
SOFTWARE
MARKETING & SERVICES

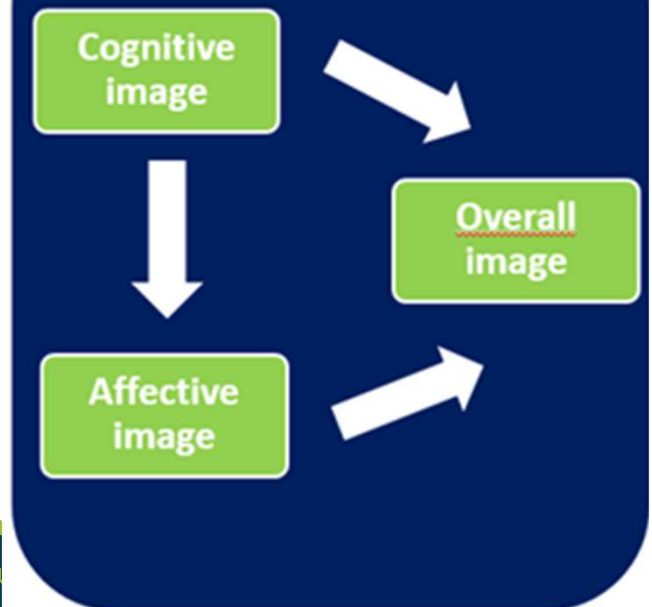
MOUNTAIN RESORTS SUPPORTING ATHLETES

ATHLETE = AMBASSADOR

- National impact
- Short term image



PERCEIVED DESTINATION IMAGE





4.

CASE OF FAMOUS DESTINATIONS





Cluster 
montagne
Mountain Development France



CHAMONIX VALLEY





International sport events dedicated to each athlete's team



AURÉLIEN DUCROZ
FREERIDE WORLD
TOUR



ROMAIN DESGRANGE
WORLD CUP CLIMBING



SASHA DEVILLAZ
UTMB



GUILLERMO FAYED
FIS KANDAHAR WORLD CUP



Cluster 
montagne
Mountain Development France



LA CLUSAZ



ATHLETES ARE RESORTS !

30 champions since 1960 in all kind of discipline



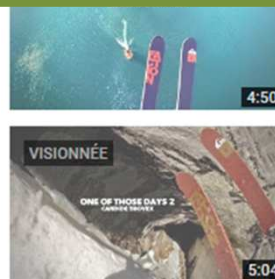
CANDIDE
THOVEX



LA CLUSAZ



MOUNTAIN
DESTINATION



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ATHLETES ARE PART OF THE MARKETING DNA



**GUERLAIN
CHICHERIT**
Motor
sport
event in
mountain



Cluster
montagne
Mountain Development France

XAVIER BERTONI
Winter X Games



National Sport Federation Partnership High media coverage





WHEN ATHLETES ARE DOING PROMOTION OF THE MONT-BLANC







5. SPORT ATHLETES BUT NOT ONLY



SERFAUS FISS LADIS

No athletes. Ambassadors are children's & families !



TIGNES AND ISCHGL

Athletes are star people !



6.

MOUNTAIN PROMOTION GLOBAL ACTION FOR LOCAL IMPACT

CASE OF MOUNTAIN TOUR DE FRANCE
BY FRANCE MONTAGNES







THANK YOU FOR YOUR ATTENTION !



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