Physical and administrative data
(73 and 74 départemental councils, RGD 73/74)
- 10,416 km²
- 5,700 km of water courses
- Highest point: Mont Blanc 4,810 m
- 71 cantons
- 599 municipalities
- 1,153,047 inhabitants

Nature areas
- 4 large lakes
  - Lake Geneva (French part): 234 km²
  - Lake Bourget: 45 km²
  - Lake Annecy: 27 km²
  - Lake Aiguebelette: 5 km²
- 2 regional parks
  - Bauges Regional Park (in two départements, 73 and 74): 856 km²
  - Chartreuse Regional Park (in two départements, 73 and 38): 767 km²
- 1 national park
  - Vanoise National Park: 535 km²
- 15 regional and national nature reserves [www.reservesnaturelles.fr]
  Area of nature reserves: 277 km²
- 43 Sites of Community Importance (SCI) within the NATURA 2000 network
- Area of SCIs [INPN/MNHN 2012]: 1,775 km²
- 2 UNESCO Geoparks: Bauges and Chablais

Transport and acces
Rail
17 high-speed train stations (TGV and “TGV des Neiges” in winter).
Thalys and Thalys Neige train connections to northern France, Belgium, the Netherlands and Germany.
Eurostar connections to London (Eurostar and Eurostar Ski).

Motorway
316 km of motorways [source: SETRA 31/12/2011]
A40, A410, A41, A43, A430

Air
Chambéry regional airport
Near to Lyon Saint-Exupéry and Geneva international airports

Accommodation capacity (SMBT monitor 2013)
1,376,700 tourist beds
- 80% of beds are in the mountains
- 41% are commercial beds
- 52% of beds are in Savoie, 48% in Haute-Savoie

Establishments

<table>
<thead>
<tr>
<th>Type of Accommodation</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second homes and non-categorized holiday rentals</td>
<td>161,451</td>
</tr>
<tr>
<td>Categorized holiday rentals</td>
<td>38,444</td>
</tr>
<tr>
<td>Hotels (categorized and non-categorized)</td>
<td>1,119</td>
</tr>
<tr>
<td>Group accommodation</td>
<td>504</td>
</tr>
<tr>
<td>Apartment complexes</td>
<td>472</td>
</tr>
<tr>
<td>Mountain huts &amp; hostels</td>
<td>345</td>
</tr>
<tr>
<td>Campsites</td>
<td>271</td>
</tr>
<tr>
<td>Accredited bed &amp; breakfasts</td>
<td>246 structures / 693 rooms</td>
</tr>
</tbody>
</table>

Other accommodation

<table>
<thead>
<tr>
<th>Type of Accommodation</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Gîtes de France” holiday rentals</td>
<td>2,715</td>
</tr>
<tr>
<td>CLÉVACANCES holiday rentals</td>
<td>457</td>
</tr>
<tr>
<td>Campervan parks and service areas</td>
<td>98</td>
</tr>
<tr>
<td>Winter caravan sites</td>
<td>46</td>
</tr>
</tbody>
</table>

Economic fabric [INSEE CLAP 31/12/2010]
- Agriculture [AGRESTE RA 2010]: 5,867 farms
- Small businesses [INSEE SIRENE 2012]: 26,875 companies
- Retail, transport, services: 62,364 companies
  Of which shops, vehicle repairs: 15,385 companies
- Public administration, health, education, social services: 19,925 companies
- Building and public works: 12,395 companies
- Industry: 5,613 companies
TOURISM IN SAVOIE MONT BLANC

Total visitor numbers - 2012
Departmental area *
68,1 million bed nights

[Source BET F. MARECHAND]

Annual visitor numbers - commercial bed nights
[DGCCIS INSEE - Gîtes de France - 2012]
- Apartment complexes (full year): 12,696,800 bed nights
- Hotels (full year): 7,744,600 bed nights
- Group accommodation excluding holiday centres (full year): 3,947,000 bed nights
- Campsites (May-September): 2,116,300 bed nights
- Holiday rentals through centralized booking services (full year): 411,900 bed nights

Annual foreign visitor numbers - commercial bed nights
[DGCCIS INSEE - Gîtes de France - 2012]
- 7,691,500 bed nights
- > 29% of total bed nights

Combined surveys of hotels, campsites, group accommodation excluding holiday centres, apartment complexes and holiday rentals

Country of origin of foreign visitors
[DGCCIS INSEE - Gîtes de France - 2012]
Foreign visitors - percentage of bed nights

Salaried jobs in tourism
[Poûle Emploi Unistatis 2010 provisional]
48,161 salaried tourism jobs, that is, 15% of salaried jobs in Savoie Mont Blanc.

Tax revenues from tourism
[Municipalities 2009]
178 municipalities and associations of municipalities collect tourist taxes
Tourist tax revenue 2009: €16,6 millions
> 65% of tourist taxes for the Rhône-Alpes region

Tourism in Savoie Mont Blanc is also
- 130 tourist offices [UDOTSI 73 and 74]
- 11 casinos - Gross earnings from gambling: €123,6 millions [www.lescasinos.org 2009-2010]
- 7 spa towns [CNETH 2013]
- 52,711 spa therapy patients* [CNETH 2012]
- 14 conference destinations [SMBT 2013]
> including 10 conference centres [SMBT 2013]
- 4,952 restaurants [INSEE 2012]
> including 31 with Michelin stars [Michelin 2013]

Visitor numbers for the most popular tourist attractions*
[Sources: attractions - SMBT survey - 2012]
* Ticket-only entry, whether paid or free

Tourist attraction visitor numbers
[SMBT and FACIM - 2012]
- Museums, religious buildings and castles: 1,239,063 visitors
- Guided visits: 224,360 visitors
- Outdoor attractions: 2,889,707 entries and journeys, including 2,323,220 cable car journeys

Sundays and holidays

[Source BET F. MARECHAND]

Foreign visitors – percentage of bed nights


Details for the cable cars
(1) Total number of journeys: returns + single journeys
(2) Journeys recorded for the upward journey. People who do the round trip are counted just once

[INSEE 2012]

* The spas at Thonon and Evian were closed for renovation until August 2012

Summer
Spring and autumn
Winter

11% 8% 7% 7% 5% 4% 2%
NJ 8% 7% 7% 5% 4% 2%
**Skiing in Savoie Mont Blanc**

*DSF - RAT - SMBT - Etude Contours - Winter 2011-2012*

- Expenditure in ski areas**: €5.8 billion = 19% of Savoie Mont Blanc’s GDP
- Average daily expenditure per person: 128 €
  
  **Expenditure by downhill skiers and their entourage**

*Savoie and Haute-Savoie: winter 2012-2013*

- Ski lift operator revenues: €869.1 million
  
  > 67% of the total for France

- Number of skier days for downhill skiing: 35.2 million
  
  > 61% of the total for France

- Nordic ski area revenues: €3.5 million
  
  > 31% of the total for France

Nordic ski areas affiliated to départemental associations: 38

[Savoie and Haute-Savoie Nordic]

Investment in ski areas: €217 millions

[Atout France Montagne Leaders DSF]

> 71% of the total for France

French Ski Schools (ESF): 94

[SNMSF 2012-2013]

ESF instructors: 9,330

> 60% of the total for France’s mountain areas

**Winter in Savoie Mont Blanc**

- Number of resorts offering downhill skiing: 94
- Number of resorts offering Nordic activities: 74
- Total area of ski areas: 566 km²
  
  > 55% of ski areas in France

- Area of groomed trails: 132 km²
  
  > 47% of France’s ski lifts

- Total vertical drop: 353,627 m
  
  > 60% of France’s ski lifts

- VTM/Hr (000)*: *: 559,931 m.skiers/hr
  
  > 60% of France’s ski lifts

- Nordic ski areas affiliated to départemental associations: 38
  
  [Savoie and Haute-Savoie Nordic]

Investment in ski areas: €217 millions

[Atout France Montagne Leaders DSF]

> 71% of the total for France

French Ski Schools (ESF): 94 [SNMSF 2012-2013]

> 60% of the total for France’s mountain areas

**Activities enjoyed by French winter holidaymakers in Savoie Mont Blanc**

[SDT TNS-SOFRES Winter 2012-2013]

(Several responses possible)

- 70% - Downhill skiing
- 15% - Short walks
- 12% - Hiking
- 11% - Other winter sports (excluding downhill skiing, snowboarding and cross-country skiing)
- 8% - Visits to towns and cities
- 8% - Other cultural activities
- 7% - Shopping in towns and cities
- 6% - Cross-country skiing
- 6% - No particular activities
- 4% - Visiting markets, fairs, flea markets

**Definitions**

The départemental area covers all of Savoie and Haute-Savoie.

The winter sports area covers the départements’ mountain areas.

VTM/Hr (000): Vertical Transport Metres per Hour = number of people lifted 1,000 vertical metres in one hour (vertical rise of a lift; times the lift capacity per hour, divided by 1,000). The total VTM is the sum of the VTM for all the lifts in an area and provides a measure of its “ski production” capacity. It is also used as an indicator of ski area performance.
SAVOIE MONT BLANC IN SUMMER

Total summer visitor numbers - 2012

Départemental area

22.3 million de bed nights

- June 9%
- July 31%
- August 48%
- September 12%

[Source: BET F. MARCHAND]

Summer visitor numbers - commercial bed nights

[DGCS INSEE – Gîtes de France - Summer 2012]

- Apartment complexes: 2,989,200 bed nights
- Hotels: 2,522,800 bed nights
- Campsites: 2,014,900 bed nights
- Group accommodation excluding holiday centres: 1,205,500 bed nights
- Holiday rentals through centralized booking services: 193,200 bed nights

Summer foreign visitor numbers - commercial bed nights

[DGCS INSEE – Gîtes de France - Summer 2012]

2,098,100 bed nights, 24% of total bed nights

Survey of all types of commercial accommodation in ski resorts

Country of origin of foreign visitors in summer

[DGCS INSEE – Gîtes de France - Summer 2012]

Survey of hotels, campsites and holiday rentals

Outdoor activities

- 18,190 km (approx.) of signposted footpaths [CG73 and 74]
- 11 GRs (long-distance footpaths) = 1,305 km [CG73 and 74]
- 15 GRPs (regional long-distance footpaths) = 1,128 km [CG73 and 74]
- 2,358 walking guides [73 and 74 prefectures]

- 5,426 km of signposted cycling routes [CG73 and 74]
- 237 km of veloroutes* [CG73 and 74]
- 2,613 km of FFC-approved mountain-bike trails [FFC]
- 517 biking instructors [73 and 74 prefectures]

* A veloroute is a safe, continuous (including through towns), signposted, medium to long-distance cycling route along cycleways or quiet roads.

- 106 paraglider take-offs [FFVL]
- 425 paragliding instructors [73 and 74 prefectures]
- 291 bolted climbing areas [FFME]
- 50 via ferrata [FFME]
- 120 canyoning gorges [FFME]
- 73 tree-top adventure courses [SMBT/SITRA]
- 3,902 mountain guides and climbing instructors [73 and 74 prefectures]

- 5,600 km of 1st category fishing beats (salmon and/or trout)
- 35,000 ha of small still waters
- 40 restricted beats (no kill or one fish bag limit) [FDPPMA 73 and 74]
- 13 golf courses [FFG]

Water sports

[SMBT/SITRA 2013]

- 84 indoor and outdoor swimming pools
- 90 beaches and bathing areas
- Aix les Bains – Lake Bourget
- Thonon les Bains – Lake Geneva
- 333 canoeing/kayaking and white-water sports instructors [73 and 74 prefectures]

Visitor numbers for summer activities

[SMBT surveys 2012]

Swimming pools in resorts: 1,362,917 entries
Supervised, pay-to-enter beaches: 1,156,438 entries

Activities enjoyed by French summer holidaymakers in Savoie Mont Blanc

[SDT TNS-SOFRES Summer 2012]

(Several responses possible)

- 43% - Hiking
- 32% - Short walks
- 23% - Visits to towns and cities
- 17% - Swimming, beaches
- 13% - Shopping in towns and cities
- 11% - Visiting markets, fairs, flea markets
- 11% - Visiting natural sites
- 10% - Museums, exhibitions
- 10% - Other physical or sports activities
- 10% - Cycling, mountain biking

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pro.savoie-mont-blanc.com

Last update: December 2013

Acknowledgments: In all uses, please cite the sources of the data as noted in this publication, together with the phrase "Data processing: Observatoire SMBT."