

FRANCE MONTAGNES LAUNCHED ITS WINTER 2019/2020 SEASON IN LONDON

France Montagnes and Atout France officially launched the winter season on the 10th of September during an evening at Ennismore Sessions House in Clerkenwell, London. More than 50 skiing, travel and lifestyle journalists were gathered to discover the new trends in the industry along with the new activities and places to be in the French mountains.



25 representatives from France Montagnes' partners were present to talk about the major news and openings happening in the French mountains. From new sustainable activities such as 'Easy Trott', an electric snow scooter; the development of new routes for ski touring to the nocturnal gastronomic rendezvous' at high altitude reachable by gondola, journalists discovered all the new experiences available in the French mountains for the 2019/2020 season.



Highlights of the evening included the yearly French Mountain Media Awards awarding the best articles covering the French Mountains in the UK and Irish newspapers, magazines, and online.

And the winners are...

BEST NEWSPAPER FEATURE

Catherine Murphy for **The Irish Mail**

(shortlisted: Catherine Murphy, David Lafferty, Gill Martin)

BEST MAGAZINE FEATURE

Sam Haddad for **Escapism**

(shortlisted: Daniel Wildey, Mary Novakovich, Sam Haddad)

BEST ONLINE FEATURE

Mark Nicholls for **Riddlemagazine.com**

(shortlisted: Ben Moore, Mark Nicholls, Rupert Mellor)

-ENDS-

For further information please contact:

Tiphaine Rolland

tiphaine.rolland@atout-france.fr

Tel. 020 7061 6623

About Atout France

Atout France - France Tourism Development Agency, is responsible for promoting the development of the tourism industry, the country's largest economic sector. Atout France's primary mission is to monitor and analyse the supply and demand in the tourist market. Atout France is also committed to promoting destinations and tourism partners in and from France. This is achieved through marketing campaigns, online promotion, PR and working closely with the travel trade sector. Atout France is represented in the UK and Ireland from its office in London.

About France Montagne

France Montagnes is the federating body of French mountain resorts, regional tourist boards, ski lift companies, French ski schools etc. France Montagnes' role is to promote travel and tourism year-round to the French Mountains.

France Montagne's partner presents:

Hautes Vosges, Savoie Mont-Blanc tourisme, La Clusaz, le Grand Bornand, les Contamines, Val d'Arly, Tignes les arcs, la Plagne, Courchevel, les Menuires, Isère Tourisme, Vaujany, Alpe d'Huez, Les 2 Alpes Confédération Pyrénéenne, Pierre & Vacances, and the ESF