



# Samoens

TO FALL IN LOVE WITH

## Press Kit

RESERVED FOR TRUE MOUNTAIN LOVERS

## TO FALL IN LOVE WITH

### ♥ *A real mountain village*

Imagine a mountain village in the heart of a wide valley, surrounded by alpine pastures in the summer and snow-capped peaks reaching 2,500 meters in the winter, with access to the 5th largest ski area in France! Located just a few kilometres from the Swiss border, Samoëns is much more than a ski resort: it is above all a charming village, full of history, which lives year-round. Far from the hustle and bustle of the big resorts, Samoëns offers a friendly, family atmosphere with locals who share their passion for the mountains and embrace the mix of tradition and modernity.

### ♥ *Once upon a time*

Nothing beats a stroll through the old Haute-Savoie village to appreciate the richness of its heritage: the old town, the current village centre, the church square, the covered market halls, and the famous large lime tree. As you wander through the narrow streets, you can imagine what the village looked like in the time of the ancient stone masons (Frahans), many of whom were called upon to work on major construction sites in European cities to perfect their stonemasonry skills. A legacy that is evident in the village walls, fountains, ponds, washhouses, and old farms.

### ♥ *Mountain pastures*

The inhabitants of Samoëns are called "Septimontains" in reference to the 7 mountain pastures that surround the village. These fertile mountain pastures are dedicated to high-quality dairy farming thanks to around twenty farms still in operation and the dairy cooperative that transforms the milk from the herds (Abondance, Montbéliarde, and Tarine) into Reblochon with a protected designation of origin label (PDO). Some local farms keep their milk to make their own cheeses, concoct gourmet snacks, and lead educational tours.



#### **Pierre Bianco, stonemason**

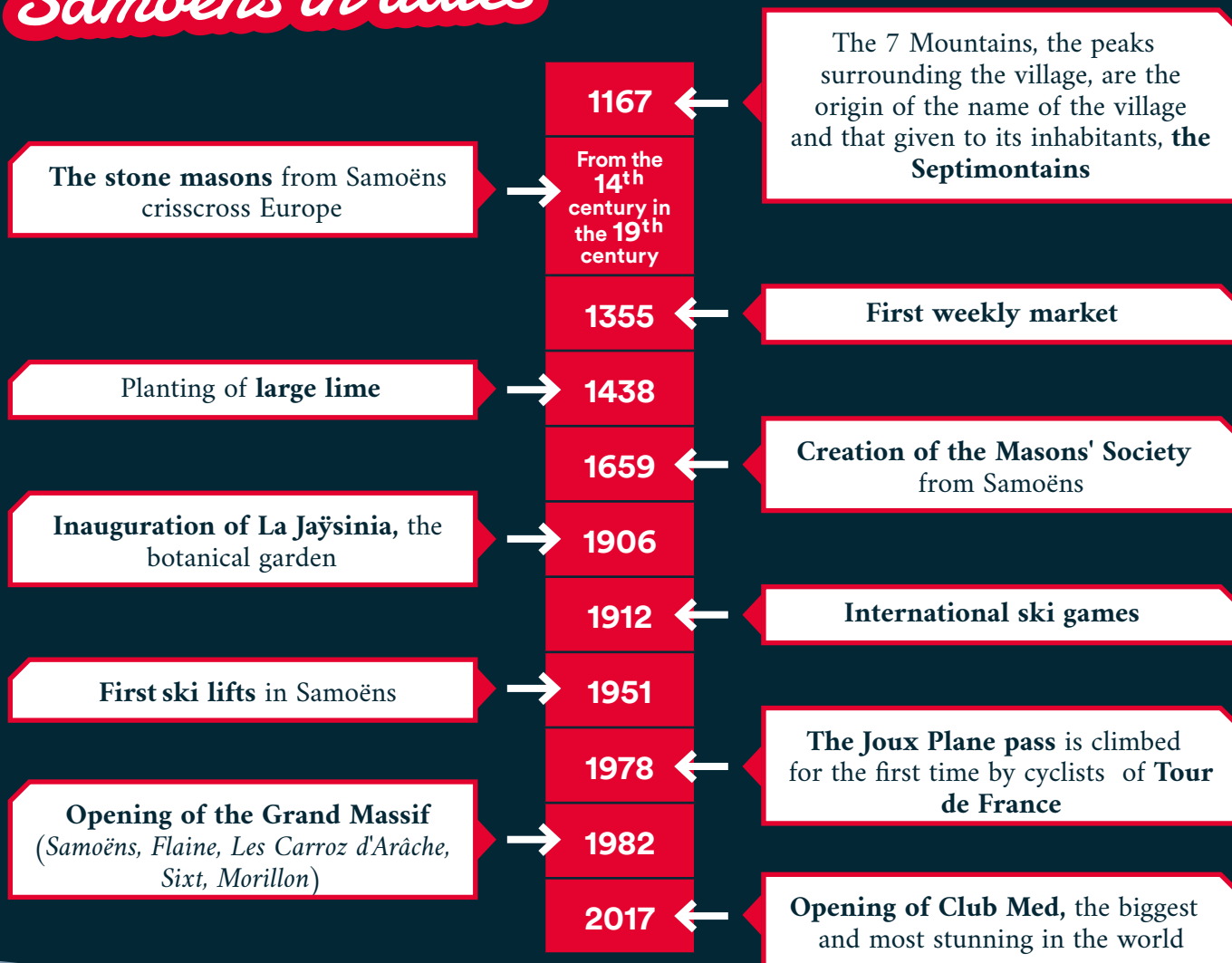
Born in Samoëns, Pierre Bianco is the epitome of stone mason expertise. Trained at the age of 14 in Annemasse, he gained solid experience on exceptional construction sites such as the Château du Bérrouze and the hamlet of Les Marillys. In his workshop filled with antique tools and creations in progress, he shares his love of stone and presents his unique invention: the lithophone, an instrument with crystalline sounds. At over 80 years old, he remains a key figure in the village, still driven by a desire to pass on his knowledge.

Find all our portraits:

[samoens.com/category/les-septimontains](https://samoens.com/category/les-septimontains)



# Samoëns in dates



## GET THERE, SO FAST!

**Airport:** 1 hour from Geneva International Airport

**Train :** 25 minutes from Cluses TER station, 1 hour 15 minutes from Bellegarde TGV station

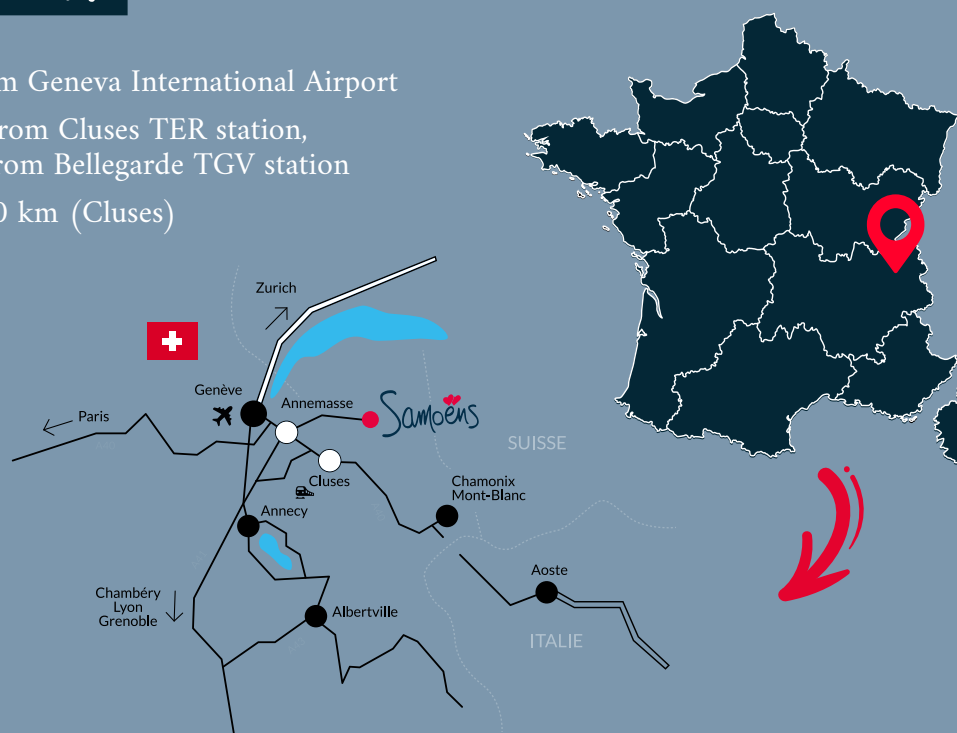
**Motorway:** A40: 20 km (Cluses)

**Lyon:** 200 km

**Paris :** 600 km

**Geneva:** 57 km

**Brussels:** 847 km



# TO MAKE THE HEART RACE

## ♥ What's new this winter

### RETREAT & REJUVENATE

#### Chalet Montplaisir

Perched at an altitude of 1,400 meters, Chalet Montplaisir offers a retreat nestled in the heart of nature, accessible only by snowshoes or ski touring. A former alpine chalet renovated in an ecological and warm spirit, it accommodates up to 10 people in an authentic setting, without mobile network, conducive to disconnection. The chalet has 120 m<sup>2</sup> on three levels, with three bedrooms, a dormitory, two bathrooms and a large living room facing south, opening onto the mountain. Modern comforts rub shoulders with respect for the environment: spring water, photovoltaic panels, wood-burning stove heating. Optional Afghan walking or cold yoga sessions can be offered on site, for a rejuvenating stay with family or friends.

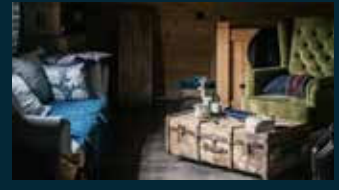
8 people max from €600 for 2 nights.

Afghan walk: €30/person; Cold yoga: €30/person

[mont-plaisir.com](http://mont-plaisir.com)



HOT OFF  
THE PRESS



NEW  
2025



### CULTIVATING HAPPINESS

#### The botanical garden opens its doors in winter

The Samoëns Botanical Garden, a 'Remarkable Garden of France' since 1996 and candidate for classification as a historical monument, now opens its doors in winter. The opportunity to discover a panoramic view of the village, the ruins of the Tornalta castle, the chapel of Jaÿsinia and plants such as the Christmas rose, the winter eranthus, the snowdrops, the Abschazie hellebores, the old man's beard...

Free entry.

[samoens.com/jardin-botanique-alpin-de-la-jaysinia](http://samoens.com/jardin-botanique-alpin-de-la-jaysinia)



## Good deals

### KID FRIENDLY



Day alpine ski pass  
**free for under 8s**  
across the entire  
Grand Massif.

### MOBILITY



**Free shuttles**  
between Samoëns  
and the Haut-  
Giffre resorts

### REDUCTION



Up to **-30% off**  
on packages via  
the Samoëns reser-  
vation centre.

### ALL INCLUSIVE



From **1,500 €/week**  
(7/02-7/03/2026)  
for 4 people with  
accommodation + 4  
6-day Grand Massif  
passes.

## WINTER EVENTS



To experience a magical Christmas in the mountains, head to Samoëns! In its historic village, around the Place du Gros Tilleul, the magic of Christmas comes to life in an enchanting world: sparkling decorations, a Christmas village with artisans, shows, strolls of magical characters, a living nativity scene, entertainment for young and old, decoration workshops, a merchant raffle with a multitude of prizes to be won, and fireworks. Highlights include the Santa Claus parade on his sleigh and the Christmas Run - a costumed race through the illuminated streets of Samoëns, open to all ages and levels, from beginner runners to seasoned athletes (races from 750m to 10km).

*Family ski break from €1,308 in a 4-person apartment + 2 adult 6-day ski passes + free child ski passes every day for children under 8 + access to the Christmas village (based on 2 adults and 2 children under 8).*



'Les Vignerons Font Du Ski' is a unique event offering wine lovers the opportunity to discover the region's wines through tastings of fine vintages and discussions with winemakers after a day of skiing.

*From €250/person including accommodation for 3 nights from January 9 to 12, 2026 + 3 days of exhibition (based on 2 people).*



Paragliding specialists, thrill and freedom lovers or simply the curious are invited to test paragliding equipment from a range of brands, take part in numerous activities and fly over the Giffre valley, in a friendly atmosphere. *From €140/ per person including accommodation for 2 nights from April 4 to 6 + ski pass + access to the festival (based on 2 people).*

**LIVE FOR SKIING, LOVE SKIING...**



## ♥ Alpine skiing

### The Grand Massif: top 5 in France!

The Grand Massif connects Samoëns, Les Carroz-d'Arâches, Morillon, Sixt-Fer-à-Cheval, and Flaine, which is internationally renowned. With 265 km of slopes, it is the 5th largest linked ski area in France. An exceptional area that can also be explored as a family, taking only blue runs! As a bonus: the view of Mont Blanc and 360° panoramas of the Alps.

⇒ From 13 December 2025 – 12 April 2026

6-day rate: €354.00/adult; €283.20/child (8-14 years)

Daily rate: €59/adult, €47.20/child (8-14 years)

4-hour rate: €25.70/adult, €20.60/child (8-14 years)

[skipass-grand-massif.com/en](http://skipass-grand-massif.com/en) 

### To get started with skiing, it's here!

In Samoëns 1600, the Saix plateau offers new skiers one of the largest beginner areas in Haute-Savoie. Its advantages?

- ⇒ 1 cable car access, without stairs
- ⇒ 1 large plateau with gentle slopes
- ⇒ 1 nursery, 1 fun sliding area,
- 1 Septisnake and ZiZiPanPan's Mysterious Forest for beginners to have fun
- ⇒ 7 easy ski lifts
- ⇒ 1 covered magic carpet
- ⇒ 1 special beginner package
- ⇒ Children less than 8 years old - free ski day

### Panoramic nature piste

The Cascades piste is a 14 km red piste, far from the ski lifts, which connects Flaine to the Sixt-Fer-à-Cheval nature reserve. From the summit of the Grandes Platières, at an altitude of 2,500 metres, to the banks of the Giffre 1,750 metres below, you can admire in turn Mont Blanc, the Désert de Platé, Lake Gers, the Tenneverge, the Ruan and a multitude of frozen waterfalls. An hour of panoramic skiing before arriving at Sixt. A shuttle bus connects you to the Grand Massif Express gondola in Samoëns, for a ski return to the Grand Massif resorts.

### No stress ski equipment

Ski shops in Samoëns offer lightweight, intuitive, and forgiving equipment for confident and safe progress on the slopes. Equipment delivery and home collection are available upon request from Mountain Ski Shop. Heated lockers for skis and boots are available at the start and finish of the Grand Massif Express and Vercland gondola lifts in Samoëns 1600.

[samoens.com/ski-lockers](http://samoens.com/ski-lockers) 



**HOT OFF  
THE PRESS**

## ♥ *Ski touring and paragliding*

Sons of two famous free flight pioneers - Michel Jardin (founder of one of the first hang-gliding schools in 1973), and Paul Leroy, (a pioneering paraglider in the valley) - Julien and Thomas grew up in the air and on the slopes of Haut-Giffre. Today, they offer thrill-seekers a unique combo: ski touring and tandem paragliding. Among the routes, Bostan refuge can be reached in a 2-hour climb before a spectacular panoramic flight between the Aravis, Chablais, and Mont-Blanc, facing peaks exceeding 3,000 meters. Meals and/or overnight stay possible at the Bostan refuge.

*From €200.*

[samoens.com/en/ski-touring-and-paragliding-trip-super-combo-2-ski-fly](https://samoens.com/en/ski-touring-and-paragliding-trip-super-combo-2-ski-fly)



## ♥ *Off-piste skiing and night in a refuge*

### **The Lac de Gers refuge**

Sleeping in the heart of a wild valley far from the ski lifts, is possible! Accessible on snow shoes or on skis via the panoramic red Cascades run (from Samoëns to the Sixt-Fer-à-Cheval reserve) or via the Combe de Gers from Flaine (ungroomed but secure), the lake refuge opens in winter for a cozy night at an altitude of 1,533 meters. A magical experience, with a homemade meal made with organic, local or French products, and an evening by the fire. Caroline and Nicolas, concerned about the environment, have equipped the refuge with solar panels, a low-energy generator, zero-emission natural gas heating, an independent wastewater treatment plant, a composter and limit the use of disposable products and plastic.

*3 rooms for 4/6 and 7 people. Half-board from €72 including bed and bathroom linen, a hot shower, dinner with a drink and breakfast. Free shuttle from Sixt to the Grand Massif Express cable car in Samoëns.*

⇒ **From December 21 to March 30.**

[samoens.com/en/gers-lake-refuge](https://samoens.com/en/gers-lake-refuge)



## ♥ *Ski-friendly*



### **The Grand Massif is committed!**

Grand Massif Ski Area is implementing a strategy to limit its pressure on the environment by 2030. Zero carbon objective!

⇒ **Objective 1** : Net Zero Carbon = reducing direct gas (electricity consumption, vehicle fuel...)

⇒ **Objective 2** : positive biodiversity = reducing the impact on the natural environment and implement positive actions (restoration of degraded environments, protection of sensitive areas, enhancement of natural heritage...).

⇒ **Objective 3** : water resource management and zero lost waste = improvement of sorting at source, search for specific waste recovery channels through recycling or reconditioning + know the water resource and implement actions for balanced management.

[grand-massif.com/environmental-approach](https://grand-massif.com/environmental-approach)



## FAVOURITE PLACES TO STAY



### AUTHENTIC

#### **La Ferme d'En Bas: charming chambre d'hôte**

In the heart of a small hamlet, a stone's throw from the cross-country ski slopes, Véronique and André welcome you to their renovated Savoyard-style farmhouse. Four cozy guest rooms, each with a shower and toilet, offer comfortable nights. For breakfast, you'll find organic bread, yoghurts, homemade compote and jams, pastries from the pastry chef, and a freshly baked brioche. For dinner, enjoy homemade dishes at the table d'hôte in the living room by the fireplace, served three times a week. As a bonus, there's an outdoor Jacuzzi® on the terrace. The ski bus to the Grand Massif runs from the farm.

*From €109 per night in a double room with breakfast (2 people).*

*Evening meal: €33/adult.*

[samoens.com/en/la-ferme-den-bas](http://samoens.com/en/la-ferme-den-bas)

### CONTEMPORARY

#### **Les suites d'Alexane rooms and suites\*\*\*\* High-end Hotel and Residence\*\*\*\***

Spacious, modern, and exotic, each of the rooms and suites transports guests to the traditional arts of the Andes, Himalayas, and Rockies. On the ground floor, live jazz, blues, or pop-rock concerts are offered in the Piano Bar. Relaxation options include a whirlpool, sauna, steam room, and à la carte treatments at the spa. For the little ones, there's baby equipment and play areas (ball pit, puzzles and books...). For the grown-ups, there's board games, billiards, table football, and Wii video games. As a bonus, and at no extra cost, there's a 14-seat movie theatre available for private use by the family.

*From €1,818 per week for 4, or €64 per night/person.*

[mgm-hotels-residences.com/en/hotel/les-suites-dalexane](http://mgm-hotels-residences.com/en/hotel/les-suites-dalexane)



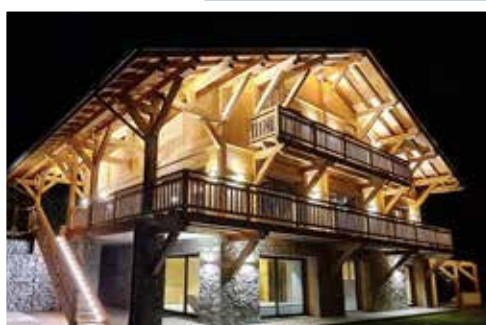
### LUXURY

#### **L'Hermine: Chalet & Spa\*\*\*\***

This exceptional chalet, the most luxurious in the Grand Massif, offers a tailor-made experience. Located in the hamlet of Vercland, at the foot of the cable car, it has been enhanced by the Haute-Savoie decorator and interior designer Angélique Buisson. Her trademark: combining authenticity, modernity, and simplicity in a refined style, in harmony with the mountains. 5 master suites, 1 family suite for 4, 1 bright living/dining room area of 80 m<sup>2</sup> (cross-fireplace) with open kitchen, lounge area, and terrace with views of the Criou, the Bourgeoise, and the Cirque du Fer-à-cheval. Fitness room, heated indoor pool with counter-current swimming, hammam, and outdoor spa. And also: ski room with boot dryer, wine cellar, carport with electric charging station, DVDs & BlueRays, 55" OLED TV, PlayStation 4, Netflix, Canal+, Wi-Fi.

*From €5,000 per weekend or €8,000 per week.*

[lherminesamoens.fr](http://lherminesamoens.fr)



# On the table!

## SPECIALTIES

### L'Étable and its famous 'soupe chatrée'



Josiane Sauze has set up her restaurant in the stables of an old farm, tastefully refurbished and decorated, without losing any of the farm's soul. With a rating of nearly 5/5 on Tripadvisor, it's the regional dishes which are its attraction;

well-simmered boeuf bourguignon, or authentic Savoyard fondue. Each dish tells a story! Among them, that of the soupe châtée, an exclusive specialty of Haut-Giffre made with onions, cheese, and bread. Eaten with a fork, this rustic peasant dish allowed the Septimontains to use up all the leftovers and recharge their batteries.

*Information and reservations at*  
+33 (0)4 50 34 99 73 and +33 (0)6 35 32 73 50.  
[samoens.com/en/restaurant-letable](http://samoens.com/en/restaurant-letable) 

## AT THE FARM


### Dinner at the Dunoyers' table



The Dunoyer family come from a long family of Septimontain farmers specialising in the production of milk for the manufacture of Savoyard cheeses.

Combining mastery of modern techniques with respect

for ancestral traditions, this farm offers tours of its establishment and invites guests to sit down at a large table to the sound of the accordion. On the menu: Savoyard dishes (fondue, tartiflette, raclette, Savoyard stew, diots with polenta, goat's cheese...) in a room overlooking the stable. A friendly atmosphere is guaranteed!

*Adult menu from €30.* +33 (0)4 50 34 91 61.  
[samoens.com/en/ferme-dunoyer](http://samoens.com/en/ferme-dunoyer) 

## TEA TIME

### La Jaÿsinia: pâtissier & ice cream specialists



It's been Samoëns' gourmet institution since 1880. The Froissard family has been at the helm since 1998 - Thierry, the father, was World Pastry Champion in 1989 and MOF Ice Cream Maker in 1994. His two children are now taking over: his daughter manages the shop and his son is in the kitchen. Beyond the recipes, Thierry passes on the values inherited from his parents, grocers in a small village in the Jura. To try: the Samoëns chalet, an artisanal iced log, and the Septimontaine galette, a butter and blueberry brioche.

*Iced chalet: €63, iced log from €31, Septimontaine galette from €5.*

[samoens.com/en/a-la-jaysinia](http://samoens.com/en/a-la-jaysinia) 

## ON THE GO

### La Valentine: Savoyard food truck



Tempting products to regain your strength after a day in the great outdoors: Burgers, kebabs, fresh fries, raclette box, cookies and waffles, made from local products: breads from the Charles bakery in Taninges, raclette from the fruitière du Haut-Fleury (Mieussy),

minced steaks from Giffre Viande (Taninges) and local beers.

*Raclette box: €7, Savoyard burger: €14.*

[samoens.com/en/la-valentine-food-truck](http://samoens.com/en/la-valentine-food-truck) 

# Samoëns in figures



## THE VILLAGE

- 2,400** residents
- 24,000** tourist beds
- 9,729** hectares
- 720 m to 2,500 m** altitude
- 34** Frahans sculptures
- 9** chapels



## ACCOMMODATION

- 16** hotels and tourist residences
- 3** holiday villages including a ΨΨΨΨ Club Med
- 2** bed and breakfast
- 2** gîtes d'étapes
- 5** refuge including **3** open in winter
- 1** holiday centre



## SPORTS WINTER

- 5th largest** ski area of France
- 265 km** of slopes
- 62** ski lifts
- 139** pistes
- 16** fun zones
- 6** free ride zones
- 16** cross-country ski trails over **69 km**
- 15** snowshoe trails over **60 km**
- 1** Olympic ice rink semi-exterior



# BREAKING THE ICE

A FIRM  
FAVORITE

## GET HEARTS RACING

### Cold (icy!) water swimming

Diving into the icy waters (less than 5°C) of Lac aux Dames is now accessible to all, supervised by a professional. This experience combines breathing, self-improvement, and immersion in a soothing natural setting. In addition to being stimulating, cold-water swimming offers real benefits: stress reduction, improved recovery, and strengthening the immune system.

*Breathing + swimming: €75/person (45 min to 1 hour). Mindset coaching (breathing, walking and swimming): €100/person (1.5 to 2 hours). Stay including accommodation for 2 nights, meals and 2 days of Mindset coaching: from €180/person.*

[samoens.com/en/immersion-and-swimming-in-icy-water](https://samoens.com/en/immersion-and-swimming-in-icy-water) ✨

## WARMING THE BODY

### Cold Yoga

Cold yoga practices (toumo) were developed primarily by Tibetans in the Himalayas under very "hostile" conditions. During this snowshoe hike, participants practice yoga postures, activate their breathing, contract their muscles, and rub their bodies to activate internal heat. Breathing is used as a tool for awareness. These are all tips for reconnecting with your environment and yourself, and learning how to better combat the cold.

*Group sessions from €25.*

[samoens.com/en/cold-yoga-quintessence-mountain-guide](https://samoens.com/en/cold-yoga-quintessence-mountain-guide) ✨

## APERITIF AT ALTITUDE

### Apér'haut!

Samoëns offers an aperitif suspended in the air, aboard the Vercland cable car, to enjoy the scenery, comfortably seated in a cozy blanket. On the menu: a sharing platter with Savoyard and other cheeses, fine charcuterie, crudities, fresh fruit and tasty accompaniments. Also, wine, fruit juice or fresh water. A 50-minute experience with breathtaking views of the surrounding mountains.

⇒ **Every Thursday from 23/01/26 – 27/03/26**

*From €190 per cabin (up to 6 people).*

*From €530 for 3 days/2 nights in an apartment + 2 Grand Massif 2-day ski passes (265 km of skiing) + 2 places for the suspended aperitif.*

**Online reservations:** [grand-massif.com/en/the-floating-aperitif](https://grand-massif.com/en/the-floating-aperitif) ✨

**Stays:** [booking.samoens.com](https://booking.samoens.com) ✨

## THE 4-SEASON ADVENTURE!

### Hiking & Rafting

At the foot of the Septimontain peaks, on a plateau, flows the Giffre, a mountain river fed by the countless waterfalls at the end of the valley. Rafting, kayaking and hydrospeed enthusiasts have a blast in the summer, but also in the winter thanks to the packraft, an inflatable boat (inflated in less than ten minutes and light – 3 kg) which allows you to combine hiking, on foot or by bike, kayaking and river exploration in the rapids of the Giffre. A sporting adventure, adapted to the level of each and supervised by a professional.

The activity includes a hike to begin with, which allows access to a multitude of starting points and secret routes on the river.

*Beginners from 14 years old or seasoned athletes looking for new adventures*

*Half day (3 hours): €95. Full day (6 hours including lunch break): €180.*

*All year round, every day.*

[www.samoens.com/en/parckraft-2-zen-river-camp](https://www.samoens.com/en/parckraft-2-zen-river-camp) ✨

NEW  
2025

**DON'T CLOSE THIS PRESS KIT  
OR LEAVE SAMOËNS WITHOUT HAVING TESTED  
THESE LOCAL SPECIALTIES!**



**The Crioutin**

A cow's milk goat's cheese with an AOP (Protected Designation of Origin) label,

which has become the star product of Ferme du Criou.



**The chalet of Samoëns**

An artisanal ice cream log made with raspberry sorbet, cow's milk vanilla ice cream,

meringue, nougatine and whipped cream, to take away at La Jaÿsinia.



**The brioche septimontaine**

A butter and blueberry brioche, concocted by award winning Thierry Froissard, (Meilleur

Ouvrier de France Glacier) and member of the jury of the Pastry World Cup!



**The soupe chatrée!**

A rustic dish exclusive to Haut-Giffre, made with bread, onions and cheese.

Recipe on request!

***We're counting on you!***

**PRESS CONTACTS**

**DUODECIM**

*Betony Garner, Amélie Penz  
et Alyse Zajackowski*

betony@betonygarner.co.uk | +33 (0)7 85 77 50 52

**SAMOËNS TOURIST OFFICE**

*Isabelle Cadoux*

isabelle@samoens.com | +33 (0)6 76 54 13 83