



Samoëns

TO FALL IN LOVE WITH

Press Kit

RESERVED FOR TRUE MOUNTAIN LOVERS



♥ *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 metres 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.



Portrait



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 Marlllys. 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-septi-montains

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

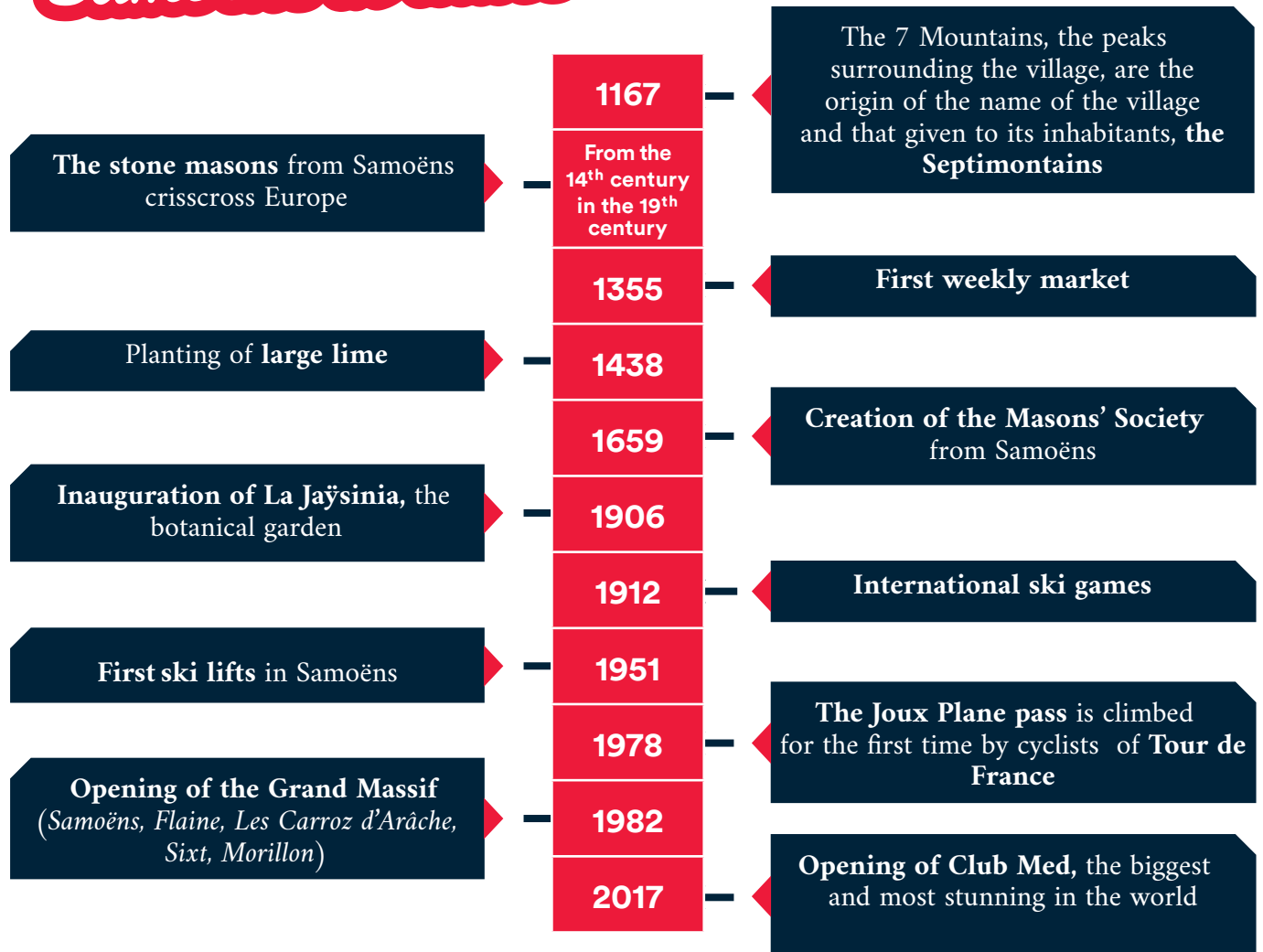
- 16** hotels and tourist residences
- 3** holiday villages including a ΨΨΨΨ Club Med
- 2** bed and breakfast
- 2** gîtes d'étapes
- 5** refuge including **3** open in winter
- 1** holiday centre



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

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

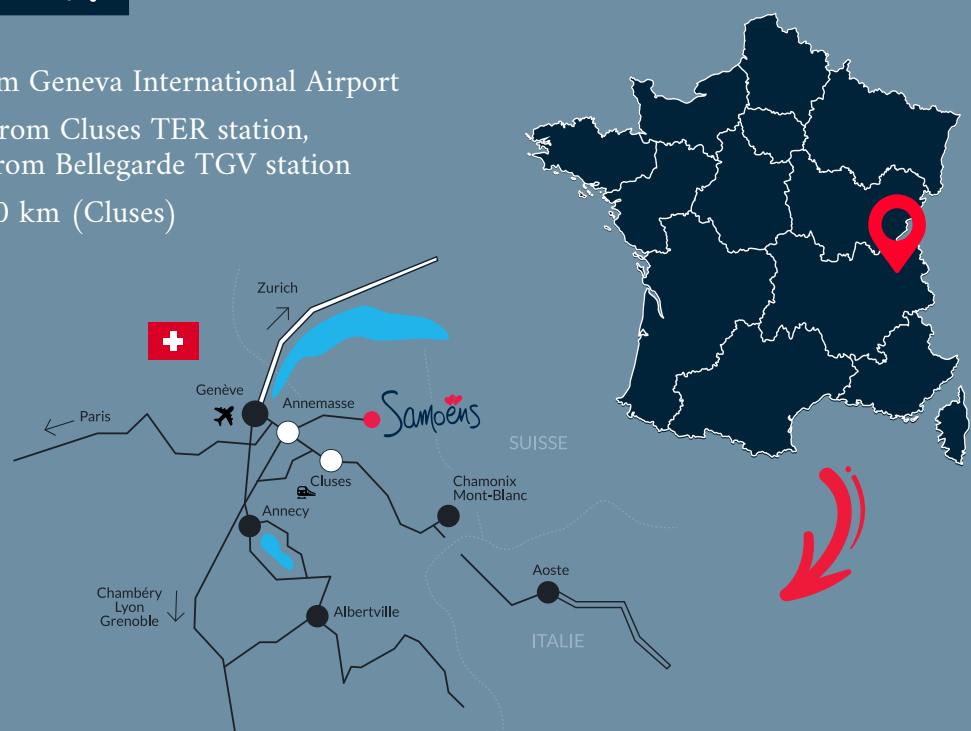
Motorway: A40: 20 km (Cluses)

Lyon: 200 km

Paris : 600 km

Geneva: 57 km

Brussels: 847 km



WINTER EVENTS

Magical Christmas in the mountains

From 19/12/2026 to 03/01/2027



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).

Wine tasting festival

3e edition

From 8 to 11 January 2027



'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).

Test'ival paragliding

From 2 to 4 April 2027



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).*

TO MAKE THE HEART RACE

♥ What's new this winter



© Emerson Simon

SAVORN

A new bistronomic restaurant in Samoëns

A new restaurant is adding to Samoëns' culinary scene with the opening of Savorn, a bistronomic restaurant where seasonal ingredients and homemade dishes take centre stage.

The restaurant was founded by a young Parisian couple who used to spend their holidays in Samoëns several times a year. Having fallen in love with the village, they initially planned to buy an apartment there, before the opportunity arose to take over the former Le Fabio restaurant. They chose to embark on this new adventure in the heart of the Alps.

In a warm and welcoming atmosphere, Savorn puts a creative spin on French culinary classics. One of the restaurant's signature dishes is the Bigorre black pork chop, deglazed with verjuice and served with sautéed vegetables and mashed potatoes with olive oil. For dessert, the Victoria pineapple filled with fresh fruit and topped with crème brûlée stands out for its freshness and originality.

Dishes range from €24 to €35, offering generous and refined cuisine to enjoy with family, as a couple or with friends.

samoens.com/en/restaurant-savorn



A new culinary signature

WITH JUSTINE BIALAIS

A new gourmet experience in the destination, Justine Bialais, a private chef and oenologist, invites visitors to enjoy an exclusive culinary experience, right in their chalet or holiday accommodation. Through creative, generous and seasonal cuisine, she creates bespoke brunches and menus that showcase local produce and the flavours of the region.

Her approach goes far beyond a traditional private-chef service. Combining her expertise in gastronomy and oenology, Justine creates genuine sensory experiences, with carefully selected food and wine pairings for each dish. An intimate dinner, family meal, celebration or evening with friends: every experience is designed to offer a unique moment, centred around conviviality and excellence.

This new offering reflects Samoëns' evolution towards experience-based tourism, where lifestyle, authenticity and quality services take centre stage. It meets the expectations of visitors looking for personalised experiences and further enhances the destination's high-end offering, both in summer and winter.

justinebialaischeffe.fr





LE MAZOT DU PARADIS ****

A charming chalet combining tradition and comfort

A new destination for lovers of characterful accommodation, Le Mazot du Paradis invites guests to discover the Savoyard way of life in an authentic and intimate setting, just 800 metres from the village. Created by combining two former mazots that have been completely renovated, this chalet blends the charm of traditional mountain architecture with the comfort of high-end accommodation.

Just a few minutes from the centre of Samoëns, this 90 m² retreat can accommodate up to five guests. Reclaimed wood, quality materials, a fireplace and carefully chosen décor create a warm atmosphere, ideal for a family or friends' getaway, in summer or winter.

Guests also have access to the wellness and leisure facilities at Hôtel Neige et Roc, including heated swimming pools, a spa, sauna, hammam, fitness room and extensive grounds. The chalet combines the privacy of a private retreat with the services of a charming hotel, for a relaxing and authentic getaway.

The chalet features one double bedroom with a large bed, one twin bedroom with two single beds or a large double bed, and one single bedroom. It also includes a bathroom with a walk-in shower and toilet, a fully equipped kitchen with a microwave oven, dishwasher and electric hob, a dining room and a living room with a fireplace – the perfect place to gather. An additional living room with television is located upstairs.

Bed linen and household linen are provided, including duvet covers, fitted sheets, pillowcases, bath sheets, towels and tea towels. Cleaning is available at an additional cost (€70 for 2 hours).

The ultimate way to complete the experience: have an authentic mobile sauna, wood-fired and clad in cedar wood, delivered to your chalet with Chaleur des Bois.

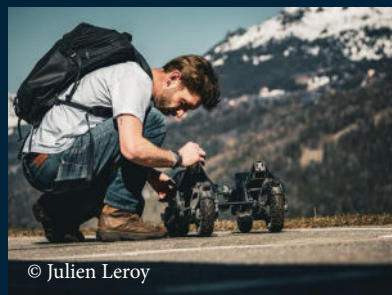
Rental rates: €250 to €750 per day / €1,400 to €2,800 per week.

Chaleur des Bois Sauna: home installation from 4 hours to 4 days, from €220.

samoens.com/en/le-mazot-du-paradis



chaleur-des-bois.com



ELECTRIC SKI

A new way to experience the slopes in Samoëns

This new all-terrain mobility concept brings the sensations of alpine skiing to snowy trails — or even snow-free ones! An original activity that can be enjoyed with or without snow, offering a new way to explore the mountains. Inspired by the latest technological innovations, electric skis faithfully recreate the sensations of traditional skiing while freeing the experience from weather conditions.

Accompanied by an instructor, participants begin with an introduction before setting off on a ride along suitable routes. Accessible to beginners as well as sports enthusiasts looking for new thrills, this activity offers a fun way to experience the mountains away from the ski slopes, while taking in the iconic landscapes of the Giffre Valley.

At the crossroads of winter sports and sustainable mobility, electric skiing perfectly reflects Samoëns' spirit of innovation. This new experience adds to the destination's winter activities and is sure to appeal to visitors looking to discover the mountains in a different way.

An innovation developed by the Masseboeuf brothers and their partner, under the Skwheel brand, which was awarded the Gold Medal and the Lépine Competition Trophy in 2026 after six years of development.

Up to 60 km/h and 2,500 W of power; 50 km range.

Prices: €45 (3 people) / €49 (2 people) / €55 (1 person), including rental and instruction. From age 14.

samoens.com/en/skwheel-electric-ski-e-skools-samoens



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 12 December 2026 to 11 April 2027

Adult 4 hours: €56.70 – Adult full day: €63 – Adult week: €378.

Child (8 to 14 years) – 4 hours: €45.40 – Child full day: €50.40 – Child week: €302.40.

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 Septsnake 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



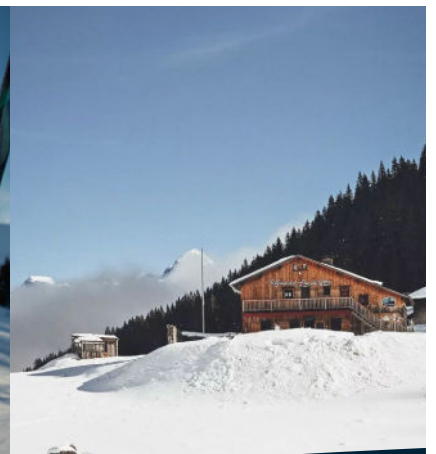
Panoramic nature piste

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 



♥ 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



♥ 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



♥ Ski-friendly



The Grand Massif is committed!

2035, towards transition

5 pillars:

1. Via a voluntary initiative designed for the collective success of the territory
2. Towards a clear vision for 2035, supported by substantial investment
3. To achieve 4 objectives:
 - Maintaining jobs
 - A robust snow offering
 - An attractive non-skiing offer
 - Preserving our natural resources
4. Solidly supported and based on facts from reliable scientific sources
5. Based on 2 complementary plans, Green (non-skiing activities) and White (skiing activities)

resilience-grand-massif.com



ACTIVITIES BEST OF TO BREAK THE ICE



MAKING HEARTS RACE

Cold (icy!) water swimming

Diving into the icy waters (below 5°C!) of Lac aux Dames is now possible outside of competitions: an invigorating challenge to take on with a professional, combining breathing techniques, pushing your limits and connecting with nature, all in a peaceful and enchanting setting.

Beyond the challenge itself, cold-water swimming offers numerous benefits: it helps improve stress resilience and recovery after exercise, boosts the immune system, acts as a natural anti-inflammatory, promotes weight loss and warms both body and heart. Among the first local enthusiasts to embrace this practice are the Septimontains, including local swimming champion Carrie Wilmot.

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

samoens.com/en/immersion-and-swimming-in-icy-water ✨

NEW NORDIC EXPERIENCE IN THE HEART OF THE ALPS

Mobile Sauna

What if winter was also an opportunity to take some time for yourself? By the shores of Lac aux Dames in Samoëns, a mobile sauna offers a unique wellness experience in the heart of nature, both refreshing and relaxing. A moment out of time, surrounded by the lake and forest, offering a striking contrast to the winter cold and snow-covered landscapes.

Heated by a wood-burning stove and clad in cedar wood, the sauna creates a gentle warmth accompanied by a natural woody scent, for a truly immersive sensory experience. The heat helps release tension, soothe muscles and provide a deep sense of well-being.

For those looking for a more invigorating experience, the session can be extended with an ice-cold plunge, creating an authentic hot-and-cold winter ritual under the guidance of a coach.

The ultimate experience: have the sauna delivered and set up at your own chalet!

From 1 December to 30 April, Friday to Sunday, from 9am to 9pm. 1-hour session by the lake: €15/person. Home installation from 4 hours to 4 days, from €220. Capacity: 8 people. Swimsuit and towel required.

chaleur-des-bois.com ✨



WARMING THE BODY

Cold Yoga

Cold yoga practices (toumo) were developed primarily by Tibetans in the Himalayas under very «hostile» conditions. During this snow-hoe 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



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 €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

Stays: booking.samoens.com



MOBILITY

Free shuttles between Samoëns and the Haut-Giffre resorts.



KIDS FRIENDLY

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



REDUCTION

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



ALL INCLUSIVE

From **€1,500/week** (6 Feb–6 Mar 2027) for 4 people, including accommodation + 4 six-day Grand Massif ski passes.

Good deals

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!

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