

summer 2025

PRESS KIT



La Clusaz
Haute Savoie - France

PR ess Kit



Welcome to La Clusaz





Renowned and unmissable, La Clusaz is the perfect summer getaway. Whether you're into hiking, mountain biking, fine dining, cultural happenings, sports, or music festivals, there's something for everyone, always in good company.

As a gateway to the French Alps, La Clusaz charms visitors with its authenticity and vibrant energy. Over time, the resort has shaped a unique identity, blending a sense of adventure with a warm, welcoming spirit. Thrill-seekers will love the Bike Park, sports fans will be moved by our major events, and those in search of peace or cultural inspiration will find what they're looking for in the heart of the mountains.

La Clusaz has that special spark that keeps you wanting more.

La Clusaz – original by tradition. Welcome to our world.

The village

Altitude: 1 100 mètres
Residents: 1 843
Number of beds: 24 099
Hôtels: 22
5-star hotel: 1
4-star hotels: 3
Apartment hotels: 4

Nature's treasures

The Aravis range

Number of valleys: 12
Glacial lakes (Confins & Tardevant): 2
Aravis Nature Reserve: 3 700 ha
Chamois: more than 600
Eco trail: 1

Summits

La Grande Balme : 2 616 m
The highest point in La Clusaz
Pointe des Verres : 2 616 m
Le Trou de la mouche : 2 499 m
La Pointe de Tardevant : 2 501 m
Col de Balme : 2 481 m
Col des Aravis : 1 487 m
Porte des Aravis : 2 400

The labels



In Annecy Mountains

Ideally located, La Clusaz sits at the heart of a rich and diverse region. The "Annecy Mountains" project brings together five neighboring destinations—Annecy, Les Sources du Lac, Le Grand-Bornand, Thônes, and Manigod—to highlight this unique area where lakes meet mountains. It's an invitation to dive into the must-see experiences of the local culture, while embracing a more thoughtful and sustainable way of enjoying the mountains.

Informations : www.annecymountains.com



Off the road

La Distillerie des Aravis

Romain and Sarah, a brother-and-sister duo from a family of distillers, decided to breathe new life into an old stone house tucked away in the Aravis mountains. During the renovation, they stumbled upon a hidden compartment in an old cabinet and inside, a set of handwritten notes by Father Matthieu, a monk and herbalist once famed for his homemade liqueurs. Among the forgotten recipes was one for Father Matthieu's Génépi elixir long lost to time.

Inspired by the discovery, Romain and Sarah revived the recipe, bringing back a centuries-old craft with care and passion. Today, Father Matthieu's Génépi lives on steeped in tradition and infused with spirit. Since then, the Distillerie des Aravis has grown, opening its doors to visitors eager to learn more about their artisanal process. Set in the heart of the French Alps, the distillery proudly carries on the legacy inviting guests into the warm, copper-scented world of the still.

32 millions de reblochon cheeses are produced and sold each year

Fête du Reblochon & de l'Artisanat

A strong symbol of the rich heritage that makes the people of La Clusaz proud, the Reblochon Festival is a day to experience and share with family and friends. The festivities include a parade of herds and floats, folk dances, cow milking, traditional bread-making, and the preparation of Reblochon cheese. It's a day full of discovery, all set in the authentic atmosphere of our village, a tradition that has been going strong for over 60 years.

Sunday, August 10, 2025

Alps Music Festival

The 4th edition of the Alps Music Festival will take place from August 29 to 31, 2025, in the Aravis region, celebrating local heritage through five iconic mountain sounds: alphorn, accordion, harmonica, violin, and yodeling. Over the course of the weekend, three major events will bring the music to life across La Clusaz, Le Grand-Bornand, and Thônes, featuring world-renowned artists in each genre. With more than 12 concerts on the program, these three days promise a festive, high-altitude celebration of alpine culture.

29th-31st August 2025

Lou Socali, 50 Years of Dance and Music!

The folkloric group Lou Socali celebrates its 50th anniversary this year. Founded in 1975 in La Clusaz, the group brings together over 80 dancers and musicians of all ages. For 50 years, Lou Socali has preserved and shared traditional dances and music, performing locally in Haute-Savoie and abroad.

During their many performances, Lou Socali showcase classic dances such as waltzes, polkas, and quadrilles, as well as living depictions of mountain life. They embody the spirit of camaraderie and sharing that is at the heart of Savoie's traditions.

Portrait Idea:

End of an Era: Yvette Perillat's Final Season in La Clusaz

It's not just the ram that symbolizes La Clusaz, Yvette Perillat has been the local legend for years. Whether behind the counter in her shop or on the slopes, Yvette is a living symbol of La Clusaz. This year marks her final season running her shop on the Place de l'Eglise. After more than 60 years of steering her business with a firm hand, it's time for Yvette to bid farewell.





lar



Fête du Reblochon
& de l'Artisanat

Lou Socali



Where does the symbol of the ram come from?

In the 17th century, the Duke of Savoy visited La Clusaz for the first time and took the opportunity to elevate the village to the status of a market town. This new status allowed the locals to hold a weekly market and two annual fairs, boosting the local economy, particularly livestock farming.

It was during this time that a symbol was created to represent the town: a silver sheep on a green background. Over the years, this sheep evolved into a ram, an animal more determined and resolute, perfectly embodying the spirit of the people of La Clusaz.



Alps Music Festival

La Distillerie des Aravis



Focus On: The Tavaillon Chore

The «tavaillon chore» isn't really a chore, it's much more than that. Tavaillons aren't like cinder blocks or sheet metal; they're wooden shingles steeped in tradition, straight from our mountains. Once carved by hand, these wooden tiles fit together like pieces of a giant puzzle, protecting farmhouses and chalets from the elements.

This so-called chore is, in fact, a moment of coming together with family, friends, and neighbors, to repair rooftops and, more importantly, to preserve the authenticity of La Clusaz's mountain chalets. It's a beautiful display of community spirit and solidarity that strengthens the bonds between villagers.



Immersive and Interactive Space at the Beau Regard Station

Since this winter, the Beauregard gondola station has been completely transformed into an immersive, interactive experience where the freedom to dare takes center stage. Visitors are invited to explore four immersive scenes, each deeply rooted in the spirit of La Clusaz.

This bright, welcoming space offers a 7 minute sound and light show, promising a powerful emotional journey through a multi-sensory projection that reveals every facet of La Clusaz.

La Grange des Minis

Summer 2024 marked a major shift for the ice rink. In line with an eco-friendly and more sustainable approach, the rink will no longer be iced over during the summer months. Instead, it has once again been transformed into a playful space for children aged 0 to 8, both from the village and beyond.

This summer playground features five themed zones designed to introduce little ones to the mountain world through hands-on activities, building games, and motor skill courses. It's a fun and engaging way to spark curiosity and inspire children and their parents to explore nature and the wonders of the mountains around them.

*Entry: €12 for children / €4 for adults /
Family pass (4 people): €25
La Clusaz ice rink starting 5th July 2025*

Mini Explorers: Discovering the Village with Gisèle!

This summer, children have the chance to learn more about the village of La Clusaz with Gisèle, a heritage guide from Savoie Mont-Blanc and passionate about the history of her village. During a 40-minute tour, Gisèle will share the stories, secrets, and legends of La Clusaz. Children will leave with unforgettable memories and a vivid imagination of mountain life.

Info: This tour is specially tailored for children aged 5 to 10. For more information and to sign up, visit the La Clusaz Tourist Office.



Hameau des Alpes

La Clusaz is a must-see destination for anyone interested in mountain heritage. In addition to guided tours of the village, the Hameau des Alpes offers year-round interactive spaces: discover the secrets of Reblochon cheese, explore the ski museum, visit a traditional communal oven, historic granaries, and an old sawmill. It's a deep dive into the rich cultural heritage of La Clusaz.

New this year: the Hameau des Tout-Petits, a special time slot designed just for young children to explore nature and heritage through games and hands-on activities. This space introduces little ones to mountain life with playful workshops centered around the farm: touching, tasting, building, and mimicking the daily tasks of mountain farmers all in a warm and authentic setting. 1.5-hour sessions are held weekly.

Le Coup du Bélier

This summer, we're heading back to the Hameau des Alpes to hear the wild tales of the «Coup du Bélier.» Join us every Tuesday late morning for a timeless experience and a fun, interactive way to learn about the history of La Clusaz.

For more information and to sign up, visit the La Clusaz Tourist Office.

Pass Expérience : One pass for the whole family guaranteed to wear the kids out!

The Experience Pass in La Clusaz is like an all-you-can-play buffet of activities. Kids have a blast, parents get to relax, and everyone gets to explore La Clusaz in a fun, laid-back way. This pass lets you pack your holiday with discovery without breaking the bank and gives you unlimited access to a wide range of activities: ski lifts, the outdoor leisure base, the Mini Barn, the Hameau des Alpes... something for everyone to enjoy!

The Moonlight Walk

Dusk in La Clusaz always brings a touch of magic, both in winter and summer. This year is no exception, and the Moonlit Walk returns for its 3rd edition. As evening falls and the sky sparkles, the night is bathed in a soft light. The village then dims all public lighting to fully embrace the gentle summer night. By the light of candles and torches, artists illuminate the streets; visitors happily discover this intimate route, dotted with performances, concerts, and surprising characters throughout the evening.

Saturday, June 28, 2025

A way of life

A “Chave”



1

La Bascule - The giant swing in the Aravis Mountains

Perched at 1,860 meters, this high-flying adventure gives you a breathtaking 6-minute ride over the stunning Confins Valley and the Aravis mountain range. With two intensity levels, including a dramatic 90° drop, it's a one-of-a-kind thrill that combines adrenaline and alpine beauty. An unforgettable experience in the heart of nature!

Price: €15 per person without the lift access

Le Balcon des Aravis

Perched at the top of the Crêt du Merle chairlift and right next to La Bascule, the Balcon des Aravis is the perfect spot for a well-deserved break. With stunning views of the Aravis mountains, sun-facing deck chairs, and self-service grills, this panoramic terrace is ideal for a family picnic, drinks with friends, or simply relaxing after a great hike.

2



3

Focus on : La Maison des Aravis

Mathilde and Sarah warmly welcome you to their family farmhouse, lovingly transformed into charming guest rooms for an authentic stay in La Clusaz ! Just steps from hiking trailheads, nestled between village life and the stunning Confins plateau, it's the perfect place to unwind for a weekend or longer.

The traditional chalet's charm, combined with the comfort of private rooms, offers a cozy escape for families or friends eager to explore the peaks and Savoyard heritage.

This winter, the Ferme du Var expanded its offering with the Mazot, three brand-new rooms featuring access to a sauna, creating an intimate space to relax and enjoy the fresh mountain air.

<https://www.maisons-des-aravis.com/>



kind of summer



4

Champ des Platines : season 6 !

For a new season, Champ des Platines is taking over the heights of La Clusaz. This year, Radio Meuh, with its unmistakable Reblochon charm, has planned three musical and bucolic gatherings in June, July, and September, right in the heart of our mountain pastures. The only way to get there is by a short hike, making it the perfect chance to recharge, then dance, nap, and refuel. With sunsets and refreshing drinks, it's a wonderful way to close a summer day with music!

*Once-a-month events on July 16,
August 13, and September 6, 2025.*

A taste of La Clusaz - Where to eat in La Clusaz

Vincent Deforce - Le Cin5

A five-star service under the stars

Edouard Loubet - Le Grizzly

Lunch with a view of Mont-Blanc

Romand Fournier - Le Chalet des Joux

For a gently disconnected evening


Le Vieux Chalet

Where warmth and authenticity meet

5

La Scierie

Where the party vibes come alive



6

Focus on : L'Outa, the local hangout at the heart of the village

Since this winter, Romain Thévenet has taken the direction of L'Outa, an authentic restaurant right in the heart of the village. Here, you can enjoy traditional Haute-Savoie specialties alongside classic dishes, all served in a warm and friendly atmosphere. Whether you're savoring a meal, enjoying a coffee on the sunny terrace with mountain views, or simply looking for a pleasant spot to relax, L'Outa is the perfect place. In partnership with local producers, the restaurant guarantees a 100% authentic dining experience.

Inhale adrenaline

Bélier VTT : June 14 & 15, 2025

For its fourth edition, the Bélier VTT event is back on June 14 & 15, 2025, promising an exciting weekend full of sport in a friendly and authentic atmosphere. On the agenda: XC races, rides and e-rides, a randuro, kids' races, and plenty of other surprises. Join us in June to take on the Bélier on the trails of La Clusaz. This year, Kilian Bron will be there to the delight of fans of the French mountain biker.

Bélier Trail & Hike: August 22 to 24, 2025

Every summer, La Clusaz hosts the Bélier Trail & Hike, a flagship event for trail and hiking enthusiasts. For over 35 years, it has offered a variety of routes set against the stunning landscapes of La Clusaz, providing a sporting challenge for everyone, from seasoned runners to nature-loving walkers.

Via Ferrata Yves Pollet Villard Escalade

Halfway between hiking and mountaineering, via ferrata is a great way to get an adrenaline rush while tackling impressive rock faces. Located in the Combe de Borderan, our 700-meter via ferrata is equipped with ladders, bridges, ramps, and cables. You can take your time to admire the stunning high-altitude views around you. Nearby, on the road to the Col des Aravis, there's a climbing site with 81 routes suitable for all skill levels.

Front row seats to the Aravis

Tandem paragliding flights in La Clusaz promise complete disconnection from the everyday. Up in the air, you'll have front-row seats to discover the Aravis and the surrounding mountains of La Clusaz. This experience lets you explore nature in a thrilling and unique way. Prepare to be amazed by breathtaking panoramic views. Whether you're chasing adrenaline or simply seeking a timeless moment, a tandem paraglide here will leave unforgettable memories.

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La Clusaz's Bike Park

New at La Clusaz: The Bike Park is being upgraded with the addition of the first section of a new 550-meter green flowline downhill trail on the Family Run, featuring an average gradient of 6%. This work is being carried out by Alltracks Concept. Additionally, maintenance will continue on the Grenèche downhill trail, and about 1 km of the Ferriaz downhill trail will be renovated.

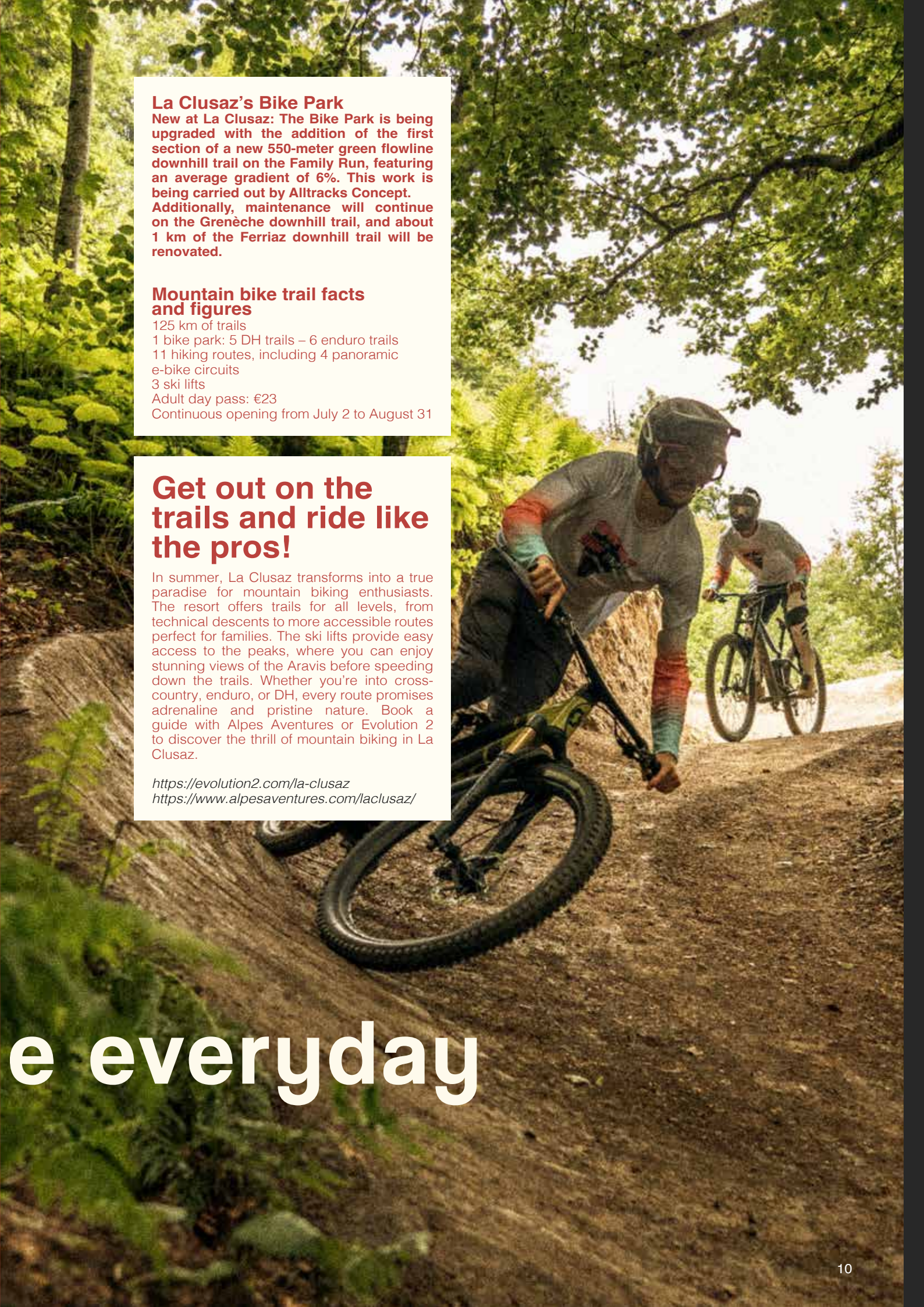
Mountain bike trail facts and figures

125 km of trails
1 bike park: 5 DH trails – 6 enduro trails
11 hiking routes, including 4 panoramic e-bike circuits
3 ski lifts
Adult day pass: €23
Continuous opening from July 2 to August 31

Get out on the trails and ride like the pros!

In summer, La Clusaz transforms into a true paradise for mountain biking enthusiasts. The resort offers trails for all levels, from technical descents to more accessible routes perfect for families. The ski lifts provide easy access to the peaks, where you can enjoy stunning views of the Aravis before speeding down the trails. Whether you're into cross-country, enduro, or DH, every route promises adrenaline and pristine nature. Book a guide with Alpes Aventures or Evolution 2 to discover the thrill of mountain biking in La Clusaz.

<https://evolution2.com/la-clusaz>
<https://www.alpesaventures.com/lacclusaz/>

A full-page background image showing two mountain bikers riding down a dirt trail in a forest. The lead biker is in the foreground, wearing a grey shirt, black shorts, and a helmet, leaning forward. The second biker is further back, also on a trail bike. The trail is surrounded by lush green trees and foliage.

e everyday



Premium unplugging

One-of-a-kind experience Enjoying an afternoon snack at a mountain alpine farm

Les Corbassières: a farm that lets you know exactly what's on your plate.

This alpine farm offers visitors the chance to experience daily life on a mountain farm, from herding the livestock and milking cows to making and aging Reblochon cheese, as well as enjoying delicious snacks and meals made with local products.

What we love: the breathtaking view of the Aravis mountain range.

Taking the time to slow down

Former La Clusaz skier and world vice-champion Raphaëlle Monod turned to organic cosmetics at the end of her sports career, creating her own brand, Snö Éternelle. She developed a range of fresh, 100% natural skincare products that respect every skin type.

Since this winter, the Snö Beauty Lab has opened its doors in the heart of La Clusaz, offering a wide range of facial treatments designed to help you learn how to take care of yourself.

Snö Beauty Lab - 396 Route du Col des Aravis, 74220 La Clusaz

La Clusaz Yoga Festival

Treat yourself to some "me time" and let yourself be guided through wellness workshops nestled in the heart of the Aravis mountains, that's the promise of the La Clusaz Yoga Festival. Over three and a half days, immerse yourself in a variety of workshops, yoga classes, and masterclasses led by expert instructors, offering sessions both outdoors and indoors. This year, the festival is also hosting a Yogi Lounge, a relaxing space for attendees to connect, featuring talks, workshops, introductions to different practices, and plenty of other surprises.

Save the dates: July 3 to 6, 2025.

Informations : <https://laclusaz-yogafestival.com/>

Focus on : le Yoga Toumo

Toumo Yoga is a Tibetan practice that helps generate heat in the body through breathing and meditation. Monks use it to withstand cold temperatures and strengthen their mind. At the La Clusaz Yoga Festival, participants have the chance to try this practice by immersing themselves in cold water, boosting focus and overall well-being.

Buvette de Paccaly

Every summer, Astrid Marty gathers wild mountain flowers that are then used in the dishes at the Buvette de Paccaly. Nestled at the foot of one of the most beautiful valleys in the Aravis, this mountain hut serves up plates featuring the local mountain flora. Astrid takes pride in knowing these plants intimately, thanks to her work as a mid-mountain guide, which allows her to spend plenty of time in nature. Accessible by foot or mountain bike, it's definitely a spot worth stopping by!

La Clusaz Aquatic Center

After a year and a half of renovations, the La Clusaz Aquatic Center is reopening this summer to welcome visitors in improved conditions for the summer season. In response to energy and environmental challenges, a complete renovation of the outdoor pool and upgrades to the facilities were a top priority for the community as part of its long-term planning.

Opening in early July 2025.

Must-Do Hikes in La Clusaz

Tardevant Lake at dawn : the perfect way to start your day on the right foot.

Sunset from the summit of Beauregard : a breathtaking panorama of Mont Blanc to end your day.

<https://www.guides-laclusaz.com/activites-ete-guides-la-clusaz/>



PHILIPPINE BORIES
PRESS OFFICER

Mail : presse@laclusaz.com
Tél : +33 (0)4 50 32 65 02
Tél : +33 (0)6 71 87 01 86



www.laclusaz.com/espace-presse.html