

Villars Gryon®

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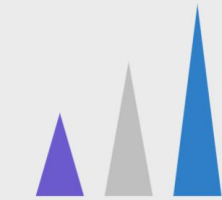
Accommodation (beds)



Hotels Chalets/second homes B&B/youth hostels/campsites

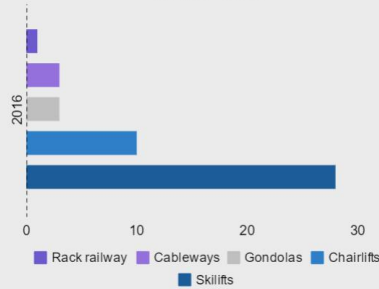


Altitude



Town Middle point Glacier

Cable cars



Villars-Gryon
Altitude: 1 300 m
3 500 inhabitants



Transportation:
1 hour far from big cities and lake Geneva
Accessible by train and bus from Aigle and Bex

Ski slopes (125 km)



Blue (40%) Red (39%) Black (10%) Yellow (8%) Other (3%)



Challenges

Economic challenges

Attract more and more people

What already exists:
Free for the children under 9 years old (skipass + accommodation)

Our proposal:
Loyalty card and/or payment card for every service available
Mobile phone repairing services
Cyber café
WiFi areas
Promote activities other than skiing: sports center, bowling, sports bars, cinema

Environmental challenges

Be even more sustainable

What already exists:
Label "Flocan vert" (only resort in Switzerland)
"Green table" - "Green charter"
Exhibition about sustainable development

Green actions by the tourism office (eco-friendly regarding activities offered, brochures, equipment purchased and infrastructures)

Our proposal:
Green transportation: increase parking price to encourage people to use public transport, by increasing their frequency and reducing its price

Social challenges

Everybody should be welcome in Villars

What already exists:
Label "Familles Bienvenues"
Baby sitting and daycare
Baby articles rental

Our proposal:
Adapt ski rates to everyone's situation (student, retired, disabled, etc.)
Organise events during winter season, targeting children: storytelling (local myths), curling initiation etc.



Recommendations



Cable cars

Renovate the old chairlifts and gondolas to increase capacity regarding the fact that, today, the current installations can carry 38 000 people per hour. This number might be increased thanks to the renovation of the cable cars. We think particularly about the 2-seat-chairlift between Villars and Les Diablerets, that should be replaced with a 4-seat-chairlift (at least)

Accommodation

Offering unusual accommodation all the year.
Ex: igloos, white pods, caravans
These types of accommodation should be affordable for every level of income and should be eco-friendly in agreement with the ski resort philosophy

Restaurants

Organise themed evenings (Spanish, Chinese, Mexican etc.)
Discount card offered along with the night booking in an accommodation of the resort