



2022/2023 Partner book

ORELLE – LES 3 VALLEES

**Tourist Office
& Booking center**



WE WELCOME YOU ALLYEAR LONG

Everyday during winter and summer seasons
From Monday to Friday during low season



contact@orelletourisme.net



www.orelle.net
reservation.orelle.net



+33 (0)4 79 56 87 22

Functioning

- ✿ Tourist Office is a tourisme organization created in 2008, composed of a « Bureau » (operationnal commitee), a Conseil d'Administration (board of directors), professionnels & unprofessional partners (you !) and a staff employed (us!)

Joining our Team means becoming a brand ambassor, contributing to the tourism development of Orellee, participating in debates and strategy and of course benefit partner advantages

- The booking center was created in 2010. The structure is registred as « Travel Agent », a registration issued by Atout France. This registration authorizes it to sale all-inclusive products.
 - ✿ 48 apartments (250 beds), are sold are marketed by us as well as 17 camping pitches and products from professionals (packages, ski lessons, equipment, etc.) . 2 new unusals accomodation from 2021/2022



OFFICE DE
TOURISME



A Team at your disposal

3 people all year round, 1 during winter season



VIRGINIE PETINOT

Promotion, Officer



VANESSA PERRET

Manager



CHARLINE ALBERTINO

Sales Officer



MALLORIE ISSTARTEL

Orelle destination
advisor

Winter 2021/2022



Our missions

Wear the colors of Orelle loud and clear to promote the territory and the partners that make it up and attract visitors, travellers, holidaymakers....

+ WELCOME

We welcome and advise visitors all year long by providing informed and up-to-date information in the tourist office but also out where flows are concentrated.

+ PROMOTE

Promotion is made into 3 languages, in France and abroad, via different media. The website, social networks, practical documentation, radio, reception of journalists, professional promotional trips. Each year, we also strengthen our database of photos and videos

+ ENTERTAIN

We offer various activities & entertainment during winter and summer

+ MANAGE PUBLIC EQUIPMENTS

The municipality entrusts us with the management of several facilities such as camping, gites, the ice rink in winter and electric mountain bikes in summer.

+ BOOKING CENTER

For more than 10 years, we have been marketing accommodation alone or in an all-inclusive pack, but also a whole catalog of products (ski passes, ski lessons, equipment, half-board, etc.) to French and international, individual and group customers. .

+ FEDERATE

The Tourist Office has a central role in the federation of its actors around projects and common actions aimed at increasing the tourist development of Orelle. It supports its partners, informs them, assists them in their projects.



Numbers

+ WELCOME

320 days/ year

4 languages spoken

+ PROMOTE

700 000 pages seen /website

21 000 followers

+ ENTERTAIN

10 show/year

>40 visits, excursions, ...

+ SALE

>300 bookings

230 000€ turnover





Why would you become « Partner of the Tourist Office »



+ VISIBILITY

You will be highlighted on our website, on practical documentation or via our promotional trips. Very well referenced, our site is a very attractive additional link to your accommodation/activity.

+ PARTNERS ADVANTAGES

You are regularly and directly informed about the resort's news. You benefit from free advice from the team of the tourist office and have access to training, at a lower cost, or even free of charge.
You are also invited to promotional trips

+ PARTICIPATION

Being a partner means being able to act and participate in the tourist development of Orelle, in its success and therefore in the success of your property/structure. You participate in general meetings and decisions, but also in the financing of the structure thanks to your contribution, which makes it possible to set up communication, animations, services,

+ SUPPORT

Doubts about a configuration, a price, a classification project or even a global project to implement? The Tourist Office is there to support you, advise you or direct you to the right contacts.

Host : your interests into give us your apartment for the saling



- The subscription to the booking center doesn't require additional fees compared to the Tourist Office membership. A commission will be deducted from each rental. No rental = no commission.
 - Commission from 5% to 12% according to the marketing channel; you choose the channel (and the commission) you accept to grant (basic commission is 12% for direct & individual sales)
 - Free & unlimited closure of weeks you want keep for you or sale by yourself thanks to a private planning available 24h/24.
- The Booking center manage several channel :
 - **Direct website:** <https://booking.orelle.net/> accomodation or package thanks to special discount negociate with partners (skipass, ski rental, ski lessons, ...)
 - **Partners websites:** Travelski.com, Locatour.com, Lastminute.com ; all are available for french market, belgium and netherland one .
 - **Group sales**
- The booking center regularly sends you advice on best practices, pricing aids and other information to improve your marketing and help you succeed,
- She can also take pictures of your apartment, free of charge,
- Finally, she is responsible for quotes, reminders, collections, contract management, collection of tourist tax.

You will be in contact with a human-sized Team where the customer relationship as well as the partner relationship are privileged. The period we are going through gives back all its legitimacy to the local reservation center. Indeed, people need to be reassured about the situation of their destination, they need a real person speaking their language, the same person before, during and after the stay, the same person who will be on spot and who can guide them.





Last achievements

+ HOST SPACE

New for 2021 and constantly evolving, this space is dedicated to all host. It is a space of useful information regarding the rental of your furnished accommodation, the management or even the improvement of the property, its marketing, etc.

[Let's discover the space](#)

+ NEW COMMUNICATION MEDIA

New website www.orelle.net

More modern, clearer and more readable, it is also 100% accessible from a mobile and 100% translated into 3 languages (French, English, Italian)

New sales website <https://booking.orelle.net>

More pleasant and more ergonomic, it too is now translated into 3 languages and accessible from a mobile. The visuals and the possibility of highlighting specific offers make it much more attractive and commercially effective.

New practical documentation

Completely adapted to new practices, the documentation is now produced internally and printed on demand and still in 3 languages. It comes in the form of a visual and cardboard pocket inside which it is possible to slip targeted information. The entire brochure is therefore no longer systematically printed. A la carte distribution and reasoned printing is therefore preferred.



Work in progress...



NEW TOURIST OFFICE BUILDING

From this summer of 2022, the Tourist Office will take place in the new building located next to the ice rink. Its modern architecture catches the eye: this is the goal of a Tourist Office!

Attract visitors to inform them, advise them, direct them, to offer them the best experience and the best welcome on the territory.

This place is more spacious, more ergonomic thanks to 2 through entrances. It will offer a more friendly & warm welcome. A more comfortable and suitable space is provided for waiting. The boutique corner will allow a real enhancement of souvenirs and local nuggets. Without forgetting the ubiquitous digital information that will complete the experience.



SUMMER OPENING OF TELECABINS

Orelle, which has begun to write its new winter chapter thanks to the fabulous new gondolas, is taking another step in its development: from this summer of 2022,; these same gondolas, **Orelle and Orelle-Caron, will be open 1 day a week**, for the greatest everyone's happiness.

On the program, hiking or biking, fishing, geocaching, discovery of the summits, the fauna of the flora and local curiosities, without forgetting a multitude of activities that will be offered throughout the summer to highlight this new product, The mountain restaurant will also be open for the occasion, as will the Bar de la Place Télécabine, the souvenir shop, „

The must-see: the absolutely majestic viewpoint at the top of the Cime-Caron, one of the only points at an altitude of 3200m, accessible in summer, so easily and quickly. With, of course, access to Val Thorens now in winter and summer!



WINTER

Following the excellent 2021/2022 winter, the Tourist Office is already working on new activities to complement, always better, the "ski" product, offered in winter. This winter saw the launch of the snake-gliss activity, but also the marking of 5 snowshoe trails through the villages. All these activities have really delighted young and old alike. So many complementary activities to skiing and which greatly contribute to the success of the stay.

Become a partner !

Join now our network of more than 50 members who participate in the development of the resort and its tourist development, and become; you too are a real player in your success and that of your resort!



Tourist Office

Annual subscription

1st sept 2021 – 31th august 2022

Rates on next page



Booking center

No additionnal subscription

Commission between 5% to 17%
according to channel marketing

Free & unlimited closure of planning



2022/2023 Rates

Catégorie	Amount
Private owners & Tourist Office <input type="checkbox"/>	Regular part: 63,75 € + Variable part according bed & apartments : + 3.15€/ bed + 26.50 € / slice of 10 apartments (from 11 ^{ème})
Refuge <input type="checkbox"/>	191.00 €
Hôtel <input type="checkbox"/>	381.00 €
Museum <input type="checkbox"/>	128.00 €
Taxi <input type="checkbox"/>	128.00 €
Ski lift company <input type="checkbox"/>	16 655.00 €
Ski school <input type="checkbox"/>	Regular part 116.00 € + 63,75€/instructor
Activity Provider <input type="checkbox"/>	63,75 €
Shop <80m ² <input type="checkbox"/>	191.00 €
Shop >80m ² <input type="checkbox"/>	381.00 €





CONTACT

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