

ORELLE

PRESS KIT

**WINTER
2025-2026**

ANNIVERSARY

**30 YEARS OF
ALPINE BOLDNESS**

WHAT'S NEW

**Comfort and
Mobility First**

Guest profile

WINTER IN ORELLE

**Big Skiing, the
Authentic Way**



**22 November 2025
03 May 2026**

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Orelle at a glance

150 km of slopes in Orelle-Val Thorens

600 km of slopes across Les 3 Vallées

3 summits above **3000 m**

1300 tourist beds

15 min by gondola from the village to the ski area

1000 parking spaces at the gondola base, including **80** with EV charging points

 11,4 K

 20 K



*One of the freshest
ski resorts in France*

Orelle Turns 30: A Resort Like No Other

Nestled in the heart of the Maurienne Valley, Orelle celebrates this winter three decades of history, growth, and a shared passion for the mountains. Balancing rural tradition with modern tourism, the most discreet gateway to the 3 Vallées has forged a unique identity: **a vibrant village, direct access to one of the largest ski areas in the world, and a promise kept every winter – that of a preserved, genuine environment open to wide horizons.**

Since the inauguration of the 3 Vallées Express gondola in 1996, Orelle has carved its own path, far from traditional standards. No pretence here: those who come are connoisseurs, seeking **the essentials without giving up the exceptional.** High-altitude skiing, varied and accessible. Spectacular scenery. And a real village where people greet each other by their first name.

Today, Orelle celebrates its 30th anniversary, firmly rooted in the present and resolutely looking to the future.

This press kit invites you to discover its history, what's new, and the unique atmosphere of an anniversary season marked by style, skiing, and a nod to the 1990s.

Virginie Petinot

PR Manager

1996
2026



AN ALPINE ADVENTURE THAT MADE ITS OWN WAY

ORELLE: A VILLAGE, A VISION, AN EVOLUTION.

From its rural origins to its integration into the 3 Vallées, Orelle has taken bold, coherent steps in its transformation. Off the beaten track, this Savoie commune has built its own trajectory, driven by a constant desire to open up while staying true to itself.



FROM STONE TO SLOPES: A TRANSFORMATION ROOTED IN TIME

Orelle is first and foremost an authentic mountain village, made up of ten hamlets with names as poetic as they are familiar: Bonvillard, Francoz, Le Noiray, Le Pousset, La Fusine...

For centuries, its inhabitants lived from agriculture, forestry, and the quarrying of lauze, the local roofing stone. The name Aurelle – its former name – is thought to come from the Latin aurum ("gold"), a reference to its generous sunshine.

In the late 19th century, the construction of the Prémont electrochemical plant marked a turning point: locals became "farmer-workers", splitting their time between the fields and industry. Then, in the 1930s, the building of the Bissorte dam transformed the valley. Hydroelectricity took hold, and ways of life changed.

But it was in the 1990s that Orelle truly shifted into a new era.



1996: ORELLE TAKES TO THE HEIGHTS

In January 1996, one gondola changed everything. In just a few minutes, skiers could now travel from Francoz to the Orelle-Val Thorens ski area, and then on to the 3 Vallées.

A quiet but decisive **revolution that placed the village in the same league as major resorts – yet with an identity all its own.**

Since then, the resort has continued to evolve while staying true to its original spirit: human scale, mountain-focused, and accessible without compromising on quality.

19962026

KEY DATES IN ORELLE'S HISTORY

1988

Opening of the Rosaël chairlift, Maurienne side.

1996

Inauguration of the 3 Vallées Express gondola: Orelle joins the 3 Vallées.

2001

Construction of the Peyron and Bouchet chairlifts.

2008

Creation of the Tourist Office.

2009

Opening of the Hameau des Eaux d'Orelle residence

2010

Launch of the central booking office.



2014

Installation of the highest zipline in the world (3,230 m).

2024

Opening of HOB Orelle and Caron 3200 complex.

2021

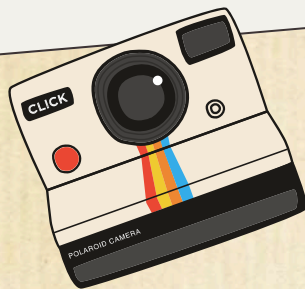
Replacement of the 3 Vallées Express with the Orelle Gondola + creation of a link to Cime Caron with the Caron Gondola.

2025

Opening of the multi-storey parking facility (743 spaces) at the gondola base.



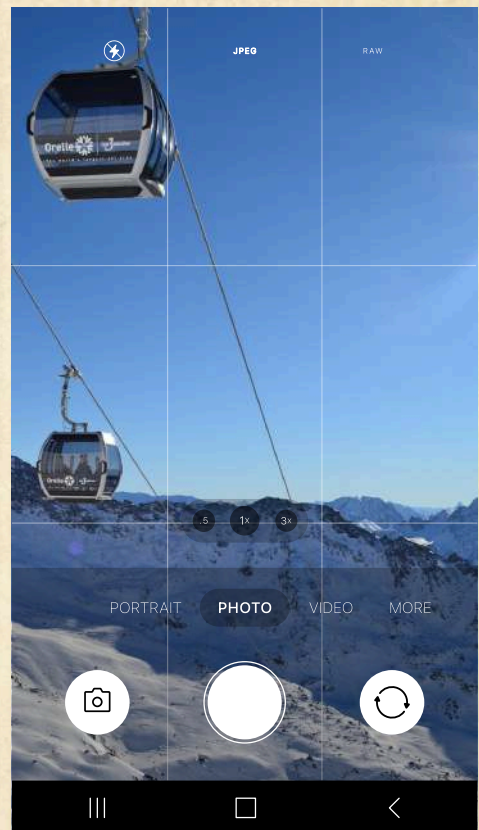
1988 Rosaël Chairlift



1996 inauguration of the 3 Vallées Express



2014 - installation of La tyrolienne



2021 - Access to Cime Capon

WINTER IN ORELLE: BIG SKIING, THE AUTHENTIC WAY

In Orelle, winter is lived intensely.

Here, there's no pretence and no endless queues: the experience begins as soon as you arrive, in the heart of a preserved alpine village, before you climb to higher ground. In just 15 minutes by gondola, skiers reach a high-mountain universe directly connected to Val Thorens, Cime Caron, and the entire 3 Vallées – the largest ski area in the world®



Direct Access to an XXL Playground: 600 Kilometres of Pure Pleasure

This is Orelle's promise every season: uncompromising skiing in optimal conditions.

Thanks to the 3 Vallées ski pass, snow lovers can access 600 km of slopes, 85% of which are located above 1,800 m, ensuring quality natural snow cover throughout the season.

Even better: Orelle offers one of the highest and fastest entry points to the domain, far from the hustle of overcrowded resorts.

Orelle – Val Thorens: Where Altitude Guarantees Snow

The Orelle–Val Thorens area alone already offers an exceptional ski domain:

- 150 km of slopes for all levels, between 2,300 m and 3,230 m altitude
- Spectacular panoramas, from glaciers to ridges and hanging valleys
- Long-lasting, high-quality snow, thanks to altitude
- Varied terrain, perfect for both expert skiers and families

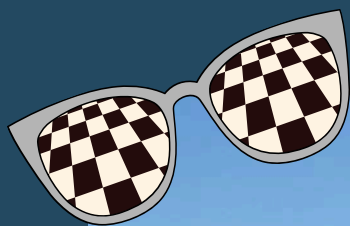
Modern ski lifts ensure smooth flow and a stress-free experience, even during peak periods.



GUARANTEED THRILLS

Orelle is also a paradise for thrill-seekers. Here stands the highest peak of the 3 Vallées: **Le Bouchet, at 3,230 m**. And from here begins a one-of-a-kind experience:

- **The highest zipline in the world** – a 1,300 m descent at over 100 km/h, suspended above the glacier, between sky and snow.
- 1 minute 45 seconds of pure adrenaline, from the Bouchet chairlift to the Thorens Funitel.



THE CIME CARON EXPERIENCE

In winter 2024–2025, Orelle took a new step with the opening of **Caron 3200**, a panoramic welcome area perched at 3,200 m, on the mythical summit of Cime Caron. Accessible via the new Orelle–Caron gondola, this hybrid space offers:

- A restaurant
- A wine bar
- A shop
- A rooftop with a **360° view over the Alps**

It's a new way to experience the mountain – right at the summit.



WHAT'S NEW FOR WINTER 2025- 2026? COMFORT AND MOBILITY FIRST!

At 30 years old, Orelle is not slowing down – quite the opposite.

The most “Maurienne” of Tarentaise resorts continues to evolve, offering smoother arrivals, refined accommodation, and skiing adapted to the desires of a new generation.

This anniversary season comes with innovations that reinforce Orelle’s positioning: modern, accessible, and always true to its values.



A NEW CAR PARK FOR EASIER ACCESS

743 ADDITIONAL SPACES AT THE GONDOLA BASE

This winter, skiers will discover a brand-new multi-storey car park, located right at the departure point of the Orelle gondola. Spread over 3–4 levels, this new facility offers:

- 743 spaces, including 80 equipped with EV charging stations
- Optimised traffic flow between levels
- Direct connection to ski area departure facilities

A major investment of over €9 million (excl. tax), led by the SETAM / STOR group, to meet growing demand and significantly improve arrival comfort.

Total parking capacity now exceeds 1,000 vehicles, with the existing 300 outdoor spaces.



SHUTTLE SERVICE: A MORE CONNECTED RESORT

SAINT-MICHEL-VALLOIRE STATION ↔ ORELLE GONDOLA: NOW A DIRECT LINK

To improve accessibility, a regular shuttle service will run between Saint-Michel-Valloire train station and the Orelle gondola for the entire season, from 22 November 2025 to 3 May 2026:

- Every weekend (Saturday and Sunday)
- Daily during French school holidays
- Timetables adapted to train arrivals and gondola opening hours

Average fare : about €2.50 per trip.

NEW ACCOMMODATION: LE COSY LODGE

In the hamlet of Le Poucet, Orelle welcomes a new premium address: Le Cosy Lodge, a carefully renovated village house offering:

- 7 high-standard apartments, totalling 43 beds
- Warm, mountain-inspired décor
- High-end services for families and groups of friends

This new accommodation enhances Orelle's lodging offer with an intimate, convivial premium option.

Contact : Orelle Résa
+33 4 79 56 87 22

Authentic charm meets premium comfort

ESF ORELLE OPENS TO THE NEW GENERATION OF SKIERS

A FREESKI CLUB FOR FREEDOM AND STYLE LOVERS

Keeping up with evolving snow sports trends, the Orelle French Ski School (ESF) is launching a brand-new freeski programme this winter – a booming discipline combining creativity, technical skills, and freedom:

- Freestyle skiing (jumps, tricks, snowpark)
- Backcountry & freeride (off-piste in natural terrain)
- Mogul skiing

Led by specialised instructors, the Freeski Club is open to both adults and children, aiming to help participants progress safely while developing personal style and all-terrain autonomy.

Following the success of Orelle Hors-Piste by ESF, this new programme confirms ESF's dynamism and ability to adapt to the expectations of the new generation of skiers.

Contact : ESF Orelle
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30 Years: A 1990s-Style Anniversary Season

Winter 2025-2026 marks a symbolic milestone for Orelle, as the resort celebrates its 30th anniversary. A chance to look back on its unique journey, while offering a season filled with celebration, retro-positive vibes, and moments of sharing.”

A festive programme throughout the winter

To celebrate in style, Orelle is diving back into the atmosphere of its founding decade: the 1990s – the era of the resort's early days and its first descents towards the summit slopes. All season long, visitors and regulars will enjoy highlights shaped by friendly events, retro nods, and a deliberately festive spirit:

1990s Tribute Concerts

Dance beats, alternative rock, iconic pop: a musical programme designed to bring back the energy of the era – live, in the heart of the valley.

Monoskier Gathering

A wink to the station's origins and the pioneering figures of free skiing: Orelle will host a retro session in collaboration with passionate monoski enthusiasts.

Quirky On-Snow Events & Surprises

Quizzes, DJ sets at altitude, costumed runs, reinvented après-ski... The winter will be punctuated by open-to-all events, in a spirit that's both intergenerational and festive.



An Anniversary that tells a story

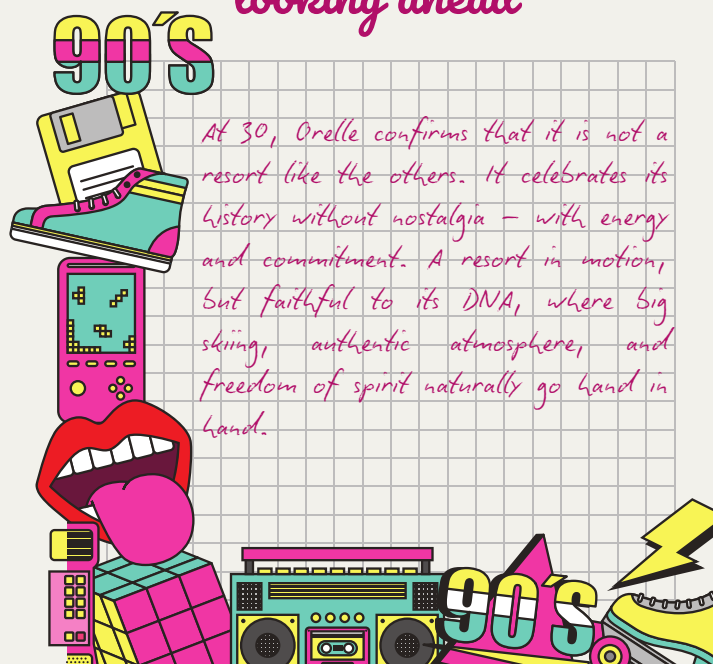
Beyond the festivities, this anniversary is a chance to reaffirm Orelle's founding values:

- A measured development, rooted in a living territory
- Direct access to world-class alpine skiing, without unnecessary frills
- A genuine human experience, simple and real, that wins the loyalty of its visitors

Thirty years after the first gondola ride, the resort continues with the same ambition: to offer accessible high-altitude skiing in a preserved setting, while listening to the evolving expectations of modern tourism and the desires of new generations.

30 years and already looking ahead

At 30, Orelle confirms that it is not a resort like the others. It celebrates its history without nostalgia – with energy and commitment. A resort in motion, but faithful to its DNA, where big skiing, authentic atmosphere, and freedom of spirit naturally go hand in hand.



SUMMER IN ORELLE: CYCLING, HIKING, PURE ALPINE ESCAPE

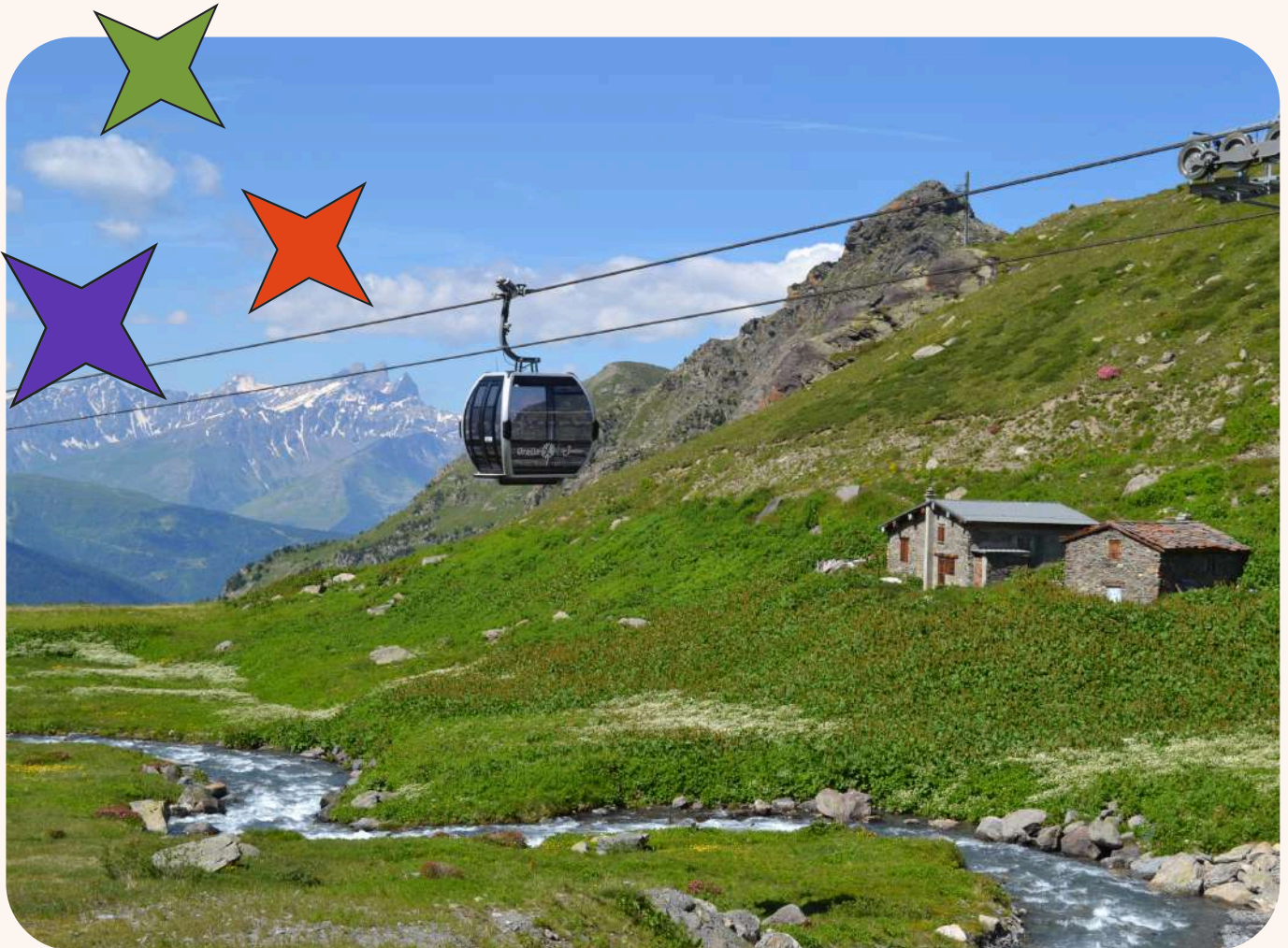
Renowned for its direct access to high-altitude skiing, Orelle is also a sought-after summer destination for nature lovers, wide-open spaces, and Alpine heritage. From panoramic hikes to legendary cycling passes and peaks accessible by gondola, the mountain experience goes far beyond winter.

A gondola open 7 days a week, up to 3,230 m

One of the major new features of summer 2026: the Orelle gondola will operate every day in July and August, offering continuous access to the high mountains. In less than 30 minutes, visitors can reach:

- Plan Bouchet, at 2,350 m – gateway to high-altitude trails
- Cime Caron, at 3,230 m – the legendary peak of the 3 Vallées

This 7-day-a-week service opens up an unprecedented opportunity: crossing from one valley to another, just like in winter, with a direct summer link between Maurienne and Tarentaise. A treat for hikers, mountain bikers, and panorama lovers.



An Accessible... and Contemplative Mountain

At Plan Bouchet, a new development project is being considered: the creation of a rest and contemplation area in the heart of the alpine meadows at 2,350 m altitude. The idea is to offer a peaceful space for observation, relaxation, and reconnection with nature – a haven for hikers and visitors seeking silence, scenery, and fresh air.

THE CIME CARON, SUMMER VERSION: A UNIQUE PANORAMIC STOP

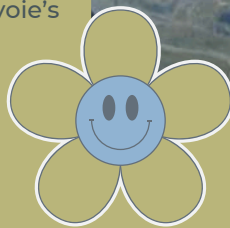
From summer 2026, Cime Caron will join the list of “3000-metre” peaks accessible by gondola.

CARON 3200

This multi-experience venue will offer:

- A panoramic restaurant with breathtaking views
- A wine bar to savour the moment
- A shop and exhibition spaces
- Above all, an open-air rooftop with a 360° view over the surrounding mountain ranges

From the terrace, the Alps' most iconic peaks reveal themselves: Aiguilles d'Arves, La Meije, the Écrins... and even Mont Blanc, visible on a clear day. A spectacular stop at one of Savoie's most beautiful viewpoints.



Cycling and Hiking: A 100% Outdoor Destination

Located in the heart of the Maurienne's legendary mountain passes, Orelle remains a strategic starting point for cycling enthusiasts. Within a 90 km radius: Galibier, Iseran, Madeleine, Glandon, Croix de Fer... legendary names that quicken the hearts of cyclists. For hiking, the area offers a variety of trails to suit all levels:

- Family walks along the Chemin des Moulins
- Sporty hikes to the Rosaël pass or Lac du Loup
- Wildlife and flora outings to spot marmots, birds of prey, and alpine flowers

CUSTOMER PROFILE: A TRIBE OF PASSIONATE EXPERTS

Orelle attracts a well-defined clientele – discerning, loyal, and seeking meaning. Here, there are no show-offs and no “status tourism”. People come for the essentials: skiing, the mountains, and a sense of freedom.

A connoisseur's profile

Orelle's guests know exactly what they're here for:

- Fast access to high-altitude skiing, without the over-the-top extras
- Optimal snow cover, extended thanks to altitude
- Thrills, from freeride to panoramic views and the zipline
- A simple, sincere, human atmosphere – far from the crowds

They know the 3 Vallées, but prefer the Maurienne side: more discreet, more direct.

A joyful, sporty, and committed tribe

They are seasoned skiers, sometimes with family, sometimes with friends – always chasing fresh air.

A community of enthusiasts who hit the slopes at first light, but also take time to pause for a sunset over the ridges.

Their priorities:

- Quality skiing
- Smooth-flowing infrastructure
- Respect for the mountain environment

And what they appreciate above all: the feeling of freedom and authenticity that Orelle provides.

*Here for the essentials:
the ride, the peaks,
the freedom.*



ORELLE: CLOSER THAN YOU THINK

One of Orelle's major advantages is its **easy access** – in both summer and winter. Whether for a day of skiing, a weekend escape, or a longer stay, getting to the resort is simple, quick, and comfortable. Accessibility will be even better this season with the new shuttle between the nearest train station and the gondola.

By Road

- 2 hrs from Lyon, Geneva, or Turin
- 1 hr 30 from Grenoble
- 1 hr from Chambéry
- Just 6 km from the nearest motorway exit (A43)

From France: A43 to Saint-Michel-de-Maurienne, then RD1006 for 6 km

From Italy: A43 to Modane, then RD1006 for 10 km

By Train

The stations of Saint-Michel-Valloire (6 km) and Modane (10 km) offer direct access from many major French and European cities.

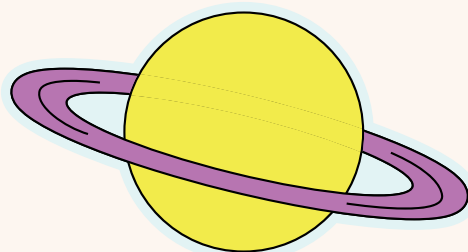
- Up to 3 direct TGV trains per day from Paris
- Connections possible from Brussels, Lille, Nantes, Brest, and more

New for 2025–2026: A regular shuttle will connect Saint-Michel station to the Orelle gondola every weekend and daily during school holidays.

By Air

Three airports are less than two hours from Orelle:

- Lyon Saint-Exupéry
- Chambéry Savoie Mont Blanc
- Turin (Italy)



THIRTY YEARS AND THE WHOLE MOUNTAIN AHEAD



At 30, Orelle doesn't claim a place among the giants – it embodies another way of experiencing the mountains.

- That of an authentic alpine village that has connected to the world's largest ski area without losing its soul
- That of a modern resort, innovating without ostentation, welcoming a passionate, discerning, loyal clientele every season
- That of a living territory, experiencing the mountains all year round, and offering every visitor – skier, hiker, dreamer, or cyclist – an experience that is both intense and serene

With its new car park, redesigned accommodations, smooth shuttle connections, summer initiatives, and an anniversary season under the banner of sharing, Orelle continues to forge its path – a path that is free, direct, alpine, and turned towards the future.

A free Alpine way. A path to the future

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