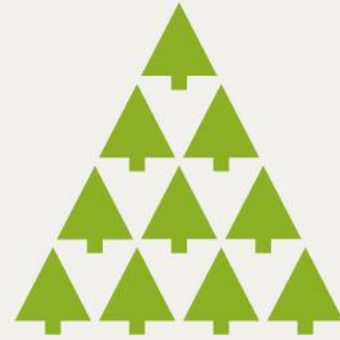


XIII European Mountain Convention

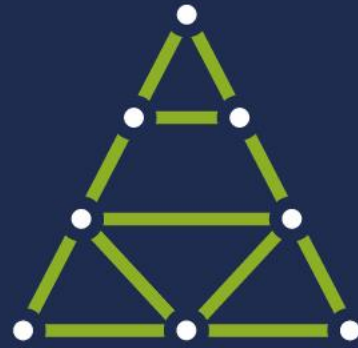
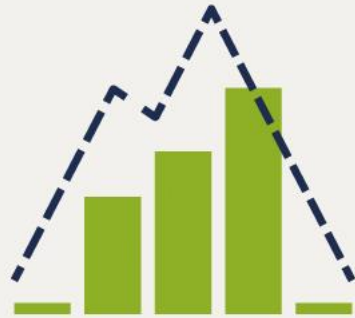
Shaping the future of mountain economies

15 - 18 October 2024 | Puigcerdà - Catalonia



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Transitions of Mountain Resorts : the case of St Pierre de Chartreuse/Le Planolet Ski resort



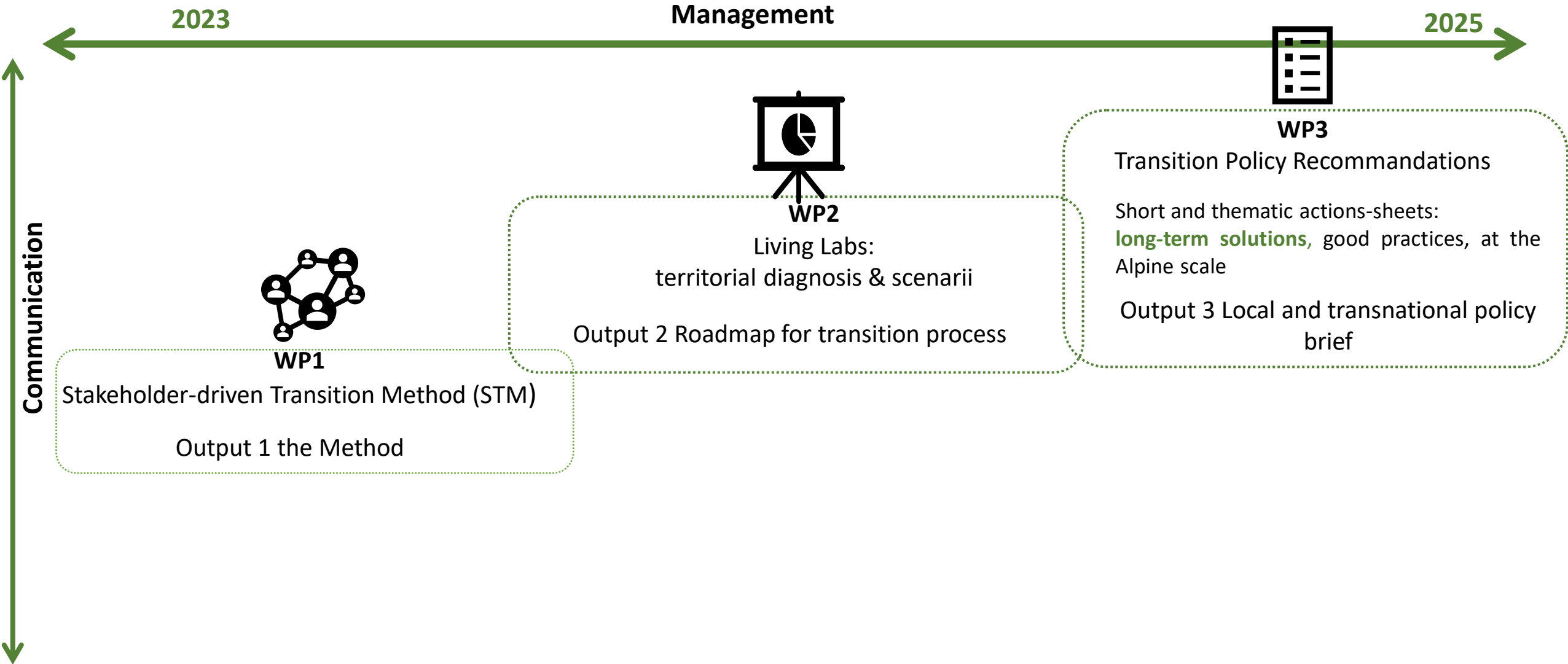
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Project TranStat

- Project TranStat, Transitions to Sustainable Ski Tourism in the Alps of Tomorrow, project coordinated by INRAE-LESSEM Grenoble, (2022-2025)
- Project funded by Interreg programm 2021-2027, priority 1 (a green and climate resilient Alpine region)
- Focus on the future of the ski resorts and the touristic mountain areas
- 2 key objective
 - Better characterise the transition processes, touristic as territorial, without any transition references framework
 - Support diversity of stakeholders in the transition approach



Reminders of project expectations



TranStat, Transitions to Sustainable Ski Tourism in the Alps of Tomorrow



-  Saint-Pierre-de-Chartreuse
-  Megève
-  Maniva SKI
-  Chiesa in Valmalenco
-  Sankt Corona
-  Grosses Wassertal
-  Kranjska Gora
-  Rogla
-  Surselva



Coordination, INRAE-LESSEM, Grenoble



St Pierre de Chartreuse : spatial organization of the ski area

St Pierre de Chartreuse/Le Planolet : a medium-sized ski area



- 26 ski slopes, 35 km
- 14 cable cars
 - 1 gondola lift
 - 3 chairlifts
 - 10 ski lifts

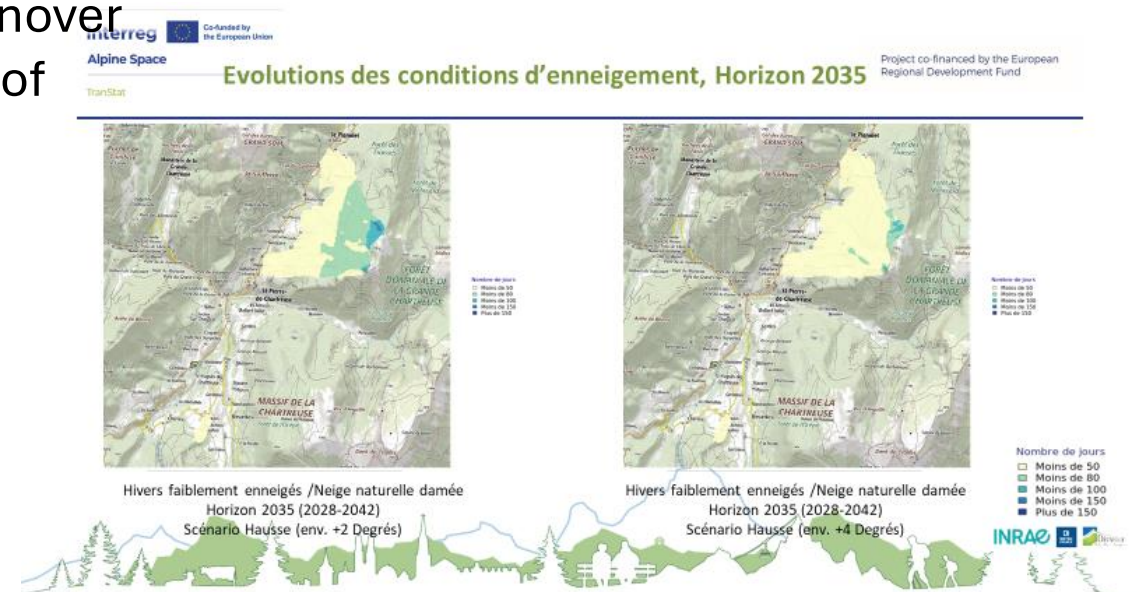
- 3 doors for the ski area
 - A medium ski resort (2958 people/km/h)
 - A family resort but a challenging ski area
- Ski area 2023/2024
 - 5 ski lifts, area of the Planolet

- In region Auvergne Rhône-Alpes, near Grenoble
- Localized in a protected area (Regional Natural Park)
- A long history for this ski resort built at the beginning of the 20th century



Current challenges : climate change and business model

- Climate change and their impacts on snow cover
 - 73 days ski area open (100 days as target for a ski area's profitability)
 - Unfavorable projections of snow cover by 2035 and only 2 snow guns
- A business model in difficulty
 - Only 130 000 skier days and 1,3 Meuros average turnover
 - A high level of debt (ski area) : more than 2 Meuros of loan repayment for the local authorities
 - Financial difficulties for the local communities
- A lot of conflicts about the future of the ski area/ski resort : how to imagine the future ?



An ongoing approach

- A collective approach with monthly meeting
- Presentation of the systemic diagnostic at 3 scales (ski area/ski resort/ wider area) and sharing it with the whole population -> a public meeting with 130 participants
 - Current situation not only due to climate change but rooted in a long history. Some structural problems
 - Objectivation of the main vulnerabilities and favorable resources
 - Analysis of the touristic demand with B to B questionnaires and on ongoing questionnaire for the inhabitants and their motivations (towards ski resort and tourism)
- A change in the “atmosphere” with less conflicts : a choice to work on an intermediate scenario
 - Choice to delegate for the next 5 years the reduced ski area (only 5 ski-lifts) to the association “Nouvelles Traces en Chartreuse
 - A specific work on the touristic offer between 2 sites, Le Planolet and the Essarts
 - Collection of the different projects, touristic or not
 - Work on values, touristic objectives, types of tourism...



A collective and participatory approach

- The ski area/tourism competency under the responsibility of the intercommunality (17 communes) since 2016
 - Different ski area's management modalities : public, private
 - In 2023/2024, a choice to delegate the ski area management to an association « Nouvelles Traces en Chartreuse »
- A hard winter season 2023-2024 with around 10 days of opening : a lack of snow
 - But a satisfied clientele
- A collective approach led by the public authorities (intercommunality and communes) during the period 2023/2024
 - A will to discuss about the future of the ski area, the ski resort and the tourism in the area



Working with nature: how to rethink tourism in mountain areas?

Lessons learned & recommendations

- A real sharing of the diagnosis of the current situation, with the vulnerabilities and the favorable elements -> this sharing process could take time but it's an obligation
- A need to structure the participatory approach with different governance circles : in St Pierre de Chartreuse, different groups, Coordination Group, Allied Group, Wider audience
- A need to define the transition process : what are the principles (sobriety, objectives of the target of tourist attendance, ...) ? The place of the ski area, the tourism in this transition pathway and the need to work on its specific transition process
- A key point of sharing the experiences, the initiatives inside a network and a monitoring process of these experiences (with quantitative but also immaterial criteria)



Gràcies
Gracias
Thank you
Merci

