



RÉPUBLIQUE FRANÇAISE

Liberté
Égalité
Fraternité



agence nationale
de la cohésion
des territoires



February 2023

Avenir Montagnes: engaged transitions



AVENIR MONTAGNES KEY FIGURES

9 massifs

including
6 in mainland France



27 %
of the national territory
is covered by
mountain ranges

8 617
municipalities

in mountain areas

10 million
inhabitants



15 %
of the French
population



ENGINEERING

31 M€ and **187 territories**
supported

62

mountain areas
supported in the preparation
and implementation of a
diversified and sustainable
tourisme strategy

100

innovative or inclusive mobility
projects supported

25

territories supported to upgrade
their **leisure facilities**



Avenir Montagnes Fund

ENDOWED WITH

331 M€

OVER 2021 AND
2022

including
300 M€
for investment shared
between State and
Regions

31 M€
in engineering

669
projects and
territories
supported across all
programmes

INVESTMENT

300 M€ State and regions
in equal parts

50 M€

of government funding allocated
in 2021 and

100 M€ in 2022

for **482 investment projects** for
a total investment of **560 M€**

15 M€

committed to **restoring trails
and biodiversity** i.e **85 projects**
for a total investment of **29 M€**

18 M€

committed in favour of
thermalism, i.e **15 projects**
for a total investment of
73 M€



Avenir Montagnes: a plan to promote sustainable and resilient tourism

350 ski resorts, 120,000 direct and indirect jobs, top 3 winter tourist destinations in the world: French mountains are one of the most popular tourist destinations. However, the health crisis has revealed their vulnerabilities, which will be exacerbated in the coming years by climate change. Indeed, mountain regions are subject to major changes such as difficulties with snow cover, melting glaciers and the erosion of biodiversity. The challenges are numerous.

Aware of the potential but also the fragility of the French mountains, Avenir Montagnes is laying the foundations for a new model. A more diversified, more sustainable tourism model. A model that enhances the quality of life of local residents and guarantees a successful holiday experience for tourists, all year round.

With this in mind, on 27 May 2021, Prime Minister Jean Castex presented **Avenir Montagnes**, a major plan for the future of the mountains. Following extensive consultations with mountain stakeholders, this major plan aims at supporting mountain regions towards more sustainable and diversified tourism. The plan has 3 priorities:

- encouraging the **diversification of the tourism offering** and attracting new customers,
- accelerate the **ecological transition** of mountain tourism,
- revitalise **leisure accommodation** and curb the formation of «cold beds». The «3DS» law also strengthened the tourist residence model by allowing local property companies backed by local authorities to have priority for the purchase of accommodation in order to continue renting it out.

With 331 M€ over two years (2021 and 2022), Avenir Montagnes has two components, implemented on the ground by the mountain commissariats:

INVESTMENT:

300 M€ shared equally between the State and the regions to support investment in regions.

ENGINEERING:

31 M€ allocated to 3 support schemes tailored to the challenges faced by mountain regions: Avenir Montagnes Ingénierie, Avenir Montagnes Mobilities and France Tourism Engineering.

THE 'COMMISSARIATS DE MASSIFS'

The Commissariats de Massifs, the ANCT's territorial offices within the specific framework of the Loi Montagne (mountain law), advise and support the regional 'prefects' coordinating the Massif (mountain range) in implementing the policy of planning, revitalising and developing the Massif. In particular, they co-finance projects under the CPIERs (inter-regional State-Regions plan contracts) for the Massif. They also provide the general secretariat for the Massif Committees: consultative bodies that bring together the key players in the region, and provide cross-sectoral, inter-regional and inter-ministerial support for local authorities, public and private players with projects in the Massif. Since 2021, they have been responsible for the deployment of Avenir Montagnes, massif by massif, and providing support for the 62 awarded territories of Avenir Montagnes Ingénierie.

AVENIR MONTAGNES INVESTMENT

Mobilisation of 300M€ in investment funding financed equally by the State and the Regions, including 50M€ in 2021 and 100M€ in 2022 for the State.

Eligible equipment and investment projects must be located within the perimeter of a mountain range (massif) and be carried out by local authorities or other mountain range players (public bodies, associations, joint associations, companies, etc.). They can be involved in a number of areas:

- the development of sustainable tourist facilities linked to two- or four-season diversification and the modernisation of facilities for snow-related activities;
- support for the ecological transition of activities and the protection of biodiversity. A budget of 10M€ has been earmarked for the creation and restoration of 1,000km of footpaths as a tool for

nature education and the preservation of biodiversity;

- the development of first (or last) kilometre mobility, including cable transport;
- the renovation of certain tourist accommodation and the creation or renovation of accommodation for seasonal workers;
- the renovation or modernisation of spa establishments and wellness centres or the upgrading or diversification of the spa offering, as well as the enhancement of the historical heritage. In the end, 18M€ was allocated to the spa sector, against an initial target of 10M€.

In 2021 and 2022, 150M€ of State funding has been committed to 484 investment projects, generating a total investment of 560M€.

Local authorities (communes, intermunicipalities, departments) account for 67% of project sponsors and 64% of the subsidies allocated in 2021 and 2022. Other beneficiaries are associations, enterprises, Natural Regional Parks and National Parks.

The projects supported by the State as part of Avenir Montagnes Investissement are available at the following address: [Avenir Montagnes investissement 2021](#)



Three engineering support scheme

AVENIR MONTAGNES ENGINEERING

Territorial support programme managed by ANCT, with the support of the Banque des Territoires, with a budget of 16M€ over two years. It provides tailor-made operational support to 62 selected mountain areas in the design and implementation of their transition projects towards more sustainable and diversified diversified tourism.

The 62 winning territories have been selected in two rounds, in October 2021 and February 2022. They will benefit from :

- flat-rate funding of 60,000€ per year for 2 years, by the by the ANCT, of a dedicated project manager, to support the design, implementation implementation, and monitoring of the new tourism development project in transition;
- access to engineering services from around twenty partners, with new cooperation agreements signed with the FFCAM, Nordic France, the FFRandonnée, the Fédération des Grands sites sites de France, Cerema and the Fabrique des transitions. The service offer is available at the following address: [OffreDeService AM v6.pdf \(agence-cohesion-territoires.gouv.fr\)](#). The Banque des Territoires finances methodological support for project project leaders to accelerate the development and organisation of the project;
- coordination and sharing of experience at national level and by mountain range with the support of the Massif Commissariat.

A dedicated support programme for elected representatives of the 62 Avenir Montagnes Ingénierie territories is being deployed in partnership with the Fabrique des Transitions.

AVENIR MONTAGNES MOBILITIES

With a budget of 10 M€, supported by the ANCT et France Mobilités, this scheme provides engineering support to sustainable, innovative and inclusive mobility projects in mountain areas.

The scheme is open to local authorities and their private partners. Winners receive financial support of up to 50% of the eligible part of their project, up to a maximum of 200,000€ (with a maximum grant of 25 000€ for the investment component), and technical support from CEREMA. 100 projects have been selected in March and October 2022.

The projects supported under the Avenir Montagnes Mobilités are available at the following address address below:

<https://www.francemobilites.fr/cartographie-laureats#montagnes>

FRANCE TOURISM ENGINEERING

Led by Atout France and endowed with 5M€ financed by the Banque des Territoires, this scheme aims to provide engineering support to 50 mountain resorts mountain resorts to renovate their leisure facilities. In the first round of selection, 25 sites were shortlisted in December 2021, covering 33 resorts. Each sites will benefit from tailor-made engineering tailored engineering support from Atout France for 2 years corresponding to a financial commitment of 100,000€.





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Realisation: communication service ANCT - Crédits photos : iStock, Benjamin Becker BFC Tourisme, Rémi Fabrégue Agence Kros, Hugues-Marie Duclos/ANCT - Février 2



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