SPORTS ATHLETES: WHICH IMPACTS ON MOUNTAIN TOURISM DESTINATIONS?

JB GRANGE - 2015 World Champion
SUMMARY

1. What is a mountain tourism destination?
2. Place of sport athletes on a marketing strategy
3. Mountain destination needs
4. Cases of famous destination
5. Sport athletes but not only...
6. Mountain promotion: Global action for local impact!
1. WHAT IS A MOUNTAIN TOURISM DESTINATION?

Geographic area in mountain that attracts visitors
2. PLACE OF SPORT ATHLETES
ON A MARKETING STRATEGY

- Destination positioning
- Destination branding
- Destination image

ATHLETES
3. MOUNTAIN DESTINATION NEEDS

1. Sales an tourism offer
2. Beds occupancy
3. Communicate
4. Creating events

HARDWARE INFRASTRUCTURES
SOFTWARE MARKETING & SERVICES
MOUNTAIN RESORTS SUPPORTING ATHLETES

ATHLETE = AMBASSADOR

• National impact
• Short term image
4. CASE OF FAMOUS DESTINATIONS

CHAMONIX MONT-BLANC

la Clusaz

TIGNES
CHAMONIX VALLEY
International sport events dedicated to each athlete’s team

AURÉLIEN DUCROZ
FREERIDE WORLD TOUR

GUILLERMO FAYED
FIS KANDAHAR WORLD CUP

ROMAIN DESGRANGE
WORLD CUP CLIMBING

SASHA DEVILLAZ
UTMB

Cluster montagne
Mountain Development
France
ATHLETES ARE RESORTS!

30 champions since 1960 in all kind of discipline

CANDIDE THOVEX

LA CLUSAZ

MOUNTAIN DESTINATION
ATHLETES ARE PART OF THE MARKETING DNA
GUERLAIN CHICHERIT
Motor sport event in mountain

National Sport Federation Partnership  High media coverage

XAVIER BERTONI
Winter X Games
WHEN ATHLETES ARE DOING PROMOTION OF THE MONT-BLANC
5. SPORT ATHLETES BUT NOT ONLY
SERFAUS FISS LADIS
No athletes. Ambassadors are children's & families!

TIGNES AND ISCHGL Athletes are star people!
6. MOUNTAIN PROMOTION
GLOBAL ACTION FOR LOCAL IMPACT

CASE OF MOUNTAIN TOUR DE FRANCE
BY FRANCE MONTAGNES
MOUNTAIN PROMOTION
GLOBAL ACTION FOR LOCAL IMPACT
CASE OF MOUNTAIN TOUR DE FRANCE
BY FRANCE MONTAGNES
THANK YOU FOR YOUR ATTENTION!

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