#1 Geode?

#2 Objectives

#3 On traditional markets, what’s new?
- Context
- Strengthen the basics
- Looking for innovation

#4 Emerging markets mega trends
- Working on fundamentals
Mountain project management for ski area planning in various countries (Japan, Russia, Georgia, Ukraine, Romania…)
Ski instructor, mountain expert

- 2011 – 2015 : Mountain and international project director, consulting, engineering, master planning company GEODE
  - Ski area planning and design in Russia, Georgia, Ukraine, Romania, Poland,…
  - Project management
- 2015 : member of executive committee Cluster Montagne
- 2014 : Sochi Olympic Games Course preparation crew
- 2008 – 2014 : Ski instructor and trainer
  Former junior Alpine ski racer and world cup telemark racer
- 2008 – 2011 : Ministry of Foreign Affairs, Project management, based in Africa and then Paris headquarters
- 2008: Master degree of political science international relations, Science Po Grenoble and University Sorbonne Paris 1

Martin Francou
International Project director
Based in the French Alps
31 years old

GEODE QUICK INTRO

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GEODE QUICK INTRO

- Originally land surveyors and topographers
- Rapidly a reference partner to design ski area in the Alps
- A mountain department is today working hard world-wide to share its know how in sport-leisure-tourism planning and design

40 Experts in land development

27 years

8 countries

Olympics, Chamonix, Val d’Isère, Caucasus, Japan

First terrain analysis, potential and feasibility study

Masterplanning : green field project and upgrading of existing resort
- Resort (accomodation, commercial spaces, F&B,…)
- Infrastructure (roads, networks)
- Mountain sport, leisure and tourism activities
  - Summer
  - Winter

Business plan, project planning and governance setting-up

Detailed project studies
- Strong expertise on ski area (snow, piste, lift)
- Expertise summer and no ski activities

Supervision of work
GEODE QUICK INTRO

Masterplanning of Elbrus Partners: CDA
Our mission: New planning for Elbrus Valley (creation of 12000 new beds).
Planning of mountain activities for summer and winter time
GEODE QUICK INTRO

Masterplanning of mountain resort in Russia
Partners: AECOM, CDA
Our mission: planning of all pistes, lifts, snow making system for a new resort of about 130kms of pistes and 20’000 beds
Planning of mountain activities to create an all year round destination for Russians and foreigners
GEODE QUICK INTRO
Our key principles when masterplanning

• Choose best location, respect and value the site:
  • Map and slope computered analysis, yes... but field visit by foot!
  • Involving Multi disciplinary team... and local stakeholders/managers

• Help the decision for new investment

• When skiing, priviledge downhill, create ski experience and mythic slopes

• Think straightforward no ski activities!

• Value emotional experience

• Design specific zones for targeted groups’ needs

• Make the resort itself — accomodation and F&B outlets — a touristic experience by itself

• Anticipate operation costs and challenges
PRESENTATION OBJECTIVES

• As planners, priviledged stakeholder (and pusher) in development process and trends

• Propose a crossing vision of experiences in different markets... in few minutes!
  • Traditional markets
  • Emerging markets

• Keep in mind that under these trends, guests’ experiences and needs should prevail...

• and each site has its own context (social, history, topography, climate...)
TRADITIONAL MARKET: WHAT’S NEW?

Context

Investment: makes new major-scale projects difficult
Market growth: Skiers flows stagnant
Infrastructure: getting old, renovation challenging
Market offers: Competition
Maturity: Often well-developed touristic products and return on experiences
Challenges: all year round? Accommodation?
TRADITIONAL MARKET: WHAT’S NEW?
4 pillars

Re-development of the ski area
- Targeted groups
- Lift systems optimizations
- Ski pistes: ludic, mythic, fluidity, comfort and safety
- Snow quest

Re-construction of the resort
- Access: still a challenge
- New mobility
- Sustainable

Looking for innovation...
New leisure quest
- Summer attractiveness
- No ski activities

Toward new generation of smart resort
- High technology
- Digital solution
- Operation benefits
- Guests experiences

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STRENGTHEN THE BASICS...
Ski area re-development

Optimisation of the existing
Snow guarantee
Comfort and safety
Ski experience
Targeted groups
STRENGTHEN THE BASICS...
Ski area re-development

Ladis – family oriented

Serre Chevalier – Ski emotional experience
STRENGTHEN THE BASICS...
Ski area re-development

Val Thorens – mixing thrilling experience and skiing

Val d’Isère – La folie douce
STRENGTHEN THE BASICS...
Resort reconstruction

Renovation programs
Environment awareness
Resort positioning, « resort experience »
Transport: Access (still a challenge) and soft mobility
Summer attractiveness
New outdoor trends
Investments on Spa and water
Priority for Softer investment?
INNOVATION QUEST
Looking for new leisure

Nature and culture
Dignes les Bains – France
Land artist Goldsworthy
INNOVATION QUEST
Looking for new leisure

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#3 Trad. market
INNOVATION QUEST

Toward new generation of resort?

Impacts on guests experience…
And resort governance
Towards new generation of smart resort?
EMERGING DESTINATION

Working on fundamentals…

Infrastructure
- Easy access to resort
- Smart urbanism: match natural terrain, connect to environment and leisure project: find its own design and atmosphere!

Ski area
- Mythic slopes
- Adress groups needs
- Market specificities

Looking for innovation…

Facilities and services – think and do sustainable
- Social aspects
- Sensitization to environment

From the design phase integrate no ski activities

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ON EMERGING MARKETS

WORKING ON FUNDAMENTALS

- Make the access to the resort easy

(i.e. Sochi, China, Korea)
ON EMERGING MARKETS
WORKING ON FUNDAMENTALS

Resort planning: match with natural terrain and connect with pistes

Smart urbanism is:

- refusing standards, pastiches and integrate the resort to surroundings and context
- Environment-friendly, sustainable lodging
- encourage soft mobility
- ski in / ski out and also outdoor activities connected

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ON EMERGING MARKETS
WORKING ON FUNDAMENTALS

- encourage soft mobility
ON EMERGING MARKETS
WORKING ON FUNDAMENTALS

Ski area
- privilege downhill
- value the learning process
- mythic slopes
- address targeted groups
  - Family
  - Beginners
  - youths
ON EMERGING MARKETS

INNOVATION QUEST

Consider straightforward no ski activities and summer season

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Choosing best sites
- combining computer analysis and prior field work
- anticipating future operation issues
- working with future managers to share true passion for mountain

Not necessarily reinventing the wheel
- realistic approach

But find the niche, tell a story and possibly transform to mass destination
THANKS FOR YOUR ATTENTION