

Frequent skier? 'Ski à la carte' is just what you need.

WHAT IS IT ?

Created in 2008 under the name 'Holiski', 'Ski à la carte' is a concept developed by the Compagnie des Alpes. Based on a principle similar to that used for motorway toll badges, the technology gives skiers hands-free access to the slopes without having to waste time at the ski-pass offices. The pass also gives permanent reductions on the adult day rate and payment is only due at the start of the following month.

The system is based upon a card, individually designed for each of the ski areas involved:

Les Arcs/Peisey-Vallandry, la Plagne, Paradiski, l'Espace Killy (Tignes et Val d'Isère), Grand Massif, Serre-Chevalier.

As well as choosing their own design for the card, each ski resort also determines the name of its product (E.g.: Infini Tignes), its daily rates and any particular advantages to the customer they wish to include.

WHO IS IT FOR ?

The 'Ski à la carte' formula is mainly targeted at regular skiers who take to the slopes for between 8 and 20 days per year. Day trippers, weekenders, those who come for one holiday or return many times... The typical subscriber to this service loves skiing on a grand scale and wants to enjoy the complete freedom of using the main ski areas in the Alps.

ADVANTAGES

A number of advantages are offered by all the resorts involved:

- A standardised subscription cost of €29
- A permanent reduction on the adult day pass rate
- No more queuing at the ski-pass offices
- Monthly billing... and pay only for the days you have actually skied
- Loyalty rewarded by €1 day passes
- Each card can be used across all the resorts equipped with the Holiski technology



NEW THIS YEAR

And this year, the offer has been further improved:

- Free subscription for juniors (<18 years) when at least one adult is registered on the same account plus a reduced rate for senior citizens (€15).
- A discount system has been set up, allowing the most loyal skiers the chance to get day passes at just €1 throughout the season (their 9th, 14th and 19th days skiing).
- Finally, this year, another three ski areas of Trentaise have become partners of the new formula: Sainte Foy Tarentaise, Valmorel Le Grand Domaine and La Rosière Espace San Bernardo. Whilst these are not yet equipped with the appropriate technology, they are offering 15% reductions on their day pass rates (on standard tariffs inc. VAT) on presentation of the card. This does require a visit to the cash desks.



The commercial principles of 'Ski à la carte' have been listed in the attached file.

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T E C H N I C A L I N F O R M A T I O N

Each of the resorts in the 'Ski à la carte' network can provide their own, individualised, nominative cards, giving direct access to the following ski areas: Les Arcs/Peisey-Vallandry, La Plagne, Paradiski, Espace Killy (Tignes & Val d'Isère), Grand Massif and Serre-Chevalier.

HOW TO SUBSCRIBE?

You can subscribe to 'Ski à la carte' via the Internet - either through the various websites of the ski resorts involved or directly via www.skialacarte.fr/en :

- From the customer's own computer with the cards being sent out to their home address within 24 hours.

- From the PCs or sales terminals made available to customers throughout the resorts, the card being handed over on-site.

HOW DOES IT WORK?

Subscription to 'Ski à la carte' costs €29 (Standard tariff including VAT), regardless of the resort chosen when subscribing on-line. Some specific tariffs exist for juniors and seniors (see below).

Renewal is by tacit consent on 1st October the following year, the card being a right of access to the service and all its advantages. The variable cost corresponds to the number of skiing days the cardholders 'consume' across the various resorts involved. Only those days actually 'consumed' by customers are invoiced (the basic unit being the adult day pass). The invoice total is debited from the customer's bank card the following month, with the customer providing their bank card details when subscribing via their resort website or via skialacarte.fr/en, using a secure on-line sales channel.

KEY FIGURES

Subscription cost	29 €
Junior tariff (<18 ans)	€0 when purchased in conjunction with at least one adult subscription (18-64 years)
Senior citizen tariff (> 64 ans)	15 €
Up to 25% discount on the standard adult day pass rate (public rates including VAT)	
Recommendations	Subscription cost for the recommended person : €23 Bonus of €6 for each recommendation resulting in a subscription
Insurance	Offered as an optional extra at €19
Loyalty bonus	A cut-rate day pass every 4th day, starting from the 9th day on the slopes! The 9th, 14th, 19th, etc. day's skiing will only be invoiced at €1.

