

THE GRAND SKI TRAVEL MARKET: TOWARDS MORE SUSTAINABILITY

For several years, Atout France has been committed to limiting environmental footprint of its events. A case in point being the Grand Ski show for which we have been prioritising the use of wooden stands (created by the company Deplacer Les Montagnes) since 2016 and which can be used year after year. Most of the pieces of furniture are rented and carpets are recycled.

Atout France also aims at reducing its waste (i.e using water fountains instead of individual plastic bottles), but also reducing its food waste and using seasonal, locally grown products for events' meals.

For the Grand Ski 2019, 2020 and 2021, Atout France is working in collaboration with Mountain Riders (an association which guides destinations in the process of achieving the "Flocon vert" classification) to go further in terms of ecological and sustainable events via a number of different actions:

- Creating a sustainable tourism area manned by Mountain Riders since 2020
 - From next year, the implementation of a system to measure the life-span of the stands
- Note: Deplacer Les Montagnes remits 1% of its turnover as compensation to the association Mountains Riders

The guidelines for selecting carriers to transfer attendees between the various event sites (from hotels to exhibition center to networking evenings) include an assessment of their environmental approach and the number of vehicles is optimized.

Last but not least, a carbon assessment of the event will be carried out in 2020, for the first time since the 2015 edition. It will be the perfect opportunity to get a full picture of the event in terms of CO2 production and to identify the room for improvement towards a more sustainable event.

