

COURMAYEUR MONT BLANC

- Located at the foot of the Mont Blanc massif
- Altitude: 1224m above sea level
- Second largest municipality in the Aosta Valley
- 2800 inhabitants | >30000 in high season
- Historic center | 9 districts | 2 valleys
- Distance from airports: Geneva 1.3h | Turin 1.30h | Milan 2h
- 3000 beds
- 100+ restaurants



POSITIONING

In 2016 Courmayeur undertook a rebranding process for a new positioning with a clearer and more defined image.

Enjoy Italy at its Peak is the location claim that contains the promise offered to the visitor: to find the best that Italy and Courmayeur represent in terms of culture, food, hospitality, entertainment, sport and tradition. All in a dynamic and international, multifaceted context, characterized by quality, sober elegance and class, in the presence of a unique natural heritage.

Everything revolves around Mont Blanc



POSITIONING

In 2019, Courmayeur entered the Best of The Alps network, the network of 11 Alpine destinations of excellence (www.bestofthealps.com) and in the ranking of Italian mountain destinations drawn up by Ski Pass 2021-2022 it is among the top three destinations considered most fashionable and trendy.

Courmayeur, as summarized in the work carried out by Interbrand, represents: "a unique combination of fine food culture, adventurous sport activities, sophisticated relaxation and prime shopping in the incomparable Mont Blanc setting".

In 2022, the New York Times listed Courmayeur in sixteenth place among the destinations to visit at least once in a lifetime, a "place where the visitor can be part of the solution and which has long strived to find a balance between tourism and conservation".

Keeping this positive image firm, Courmayeur has declined further messages and actions: icon of the mountain; example of care for the territory; environmental protection model; place of 360° well-being; networking and a sense of belonging. Images and projects through which Courmayeur interprets the concepts of sustainability and impact.

Being a partner of Courmayeur allows you to associate your image with this development and promotion model.



OUR PROMISE

Enjoy Italy at its Peak

Values

- Freedom
- Curiosity
- Refined elegance

Courmayeur Mont Blanc can offer you, all year round, fantastic activities and opportunities in a unique place, with breathtaking views.

Personality

- Multifaceted
- Vibrant
- Polished

Drivers

- Quality
- Great cuisine
- Relax
- Wide range of activities

Support of the Tourism Board: communication and event

- 2/3 campaigns per year: summer, autumn, winter, sport
- 1250 daily users of the site
- +280k followers facebook+IG 30 press releases per year
- Reputation: 13 thousand mentions positive per year in Italian media, 700 abroad
- Advertising Value Equivalency of annual press and TV releases in Italy: 74.8 million Euros
- 300k Euro digital media budget\y
- 300k Euro media relations budget\y

OUR AUDIENCE

Travelers from all over the world, who are looking for an experience in the journey.

They choose places with a soul, a unique and authentic charm.

They know that Italy is synonymous of quality and refined elegance and seek the same characteristics even when they are in the mountains.

In their free time they want to enjoy the best of what life offers, in an exclusive alpine setting.

Italy	Foreign countries
Lombardy	France
Piedmont	UK
Liguria	Belgium
Latium	Netherlands
Tuscany	USA



OUR OFFER

Accessibility and sustainability

Over the past 10 years, Courmayeur has been committed to accessibility and sustainability.

Working to make the mountain more and more accessible to all and so that it is lived in its purest meaning is one of the main missions of Courmayeur Mont Blanc, a destination that has always aimed at inclusiveness and respect for the landscape and nature. Sustainability also means paying attention to local food and wine products and taking care of the territory and its most fragile areas.

Entertainment

The calendar of events and activities organized in Courmayeur Mont Blanc is aimed at outdoor lovers, families, children and food lovers. The focus on an international clientele drives Courmayeur to create the perfect mix between tradition, innovation and adrenaline, always remaining faithful to the spirit of a mountain resort.



Food

The food scene of Courmayeur Mont Blanc has grown over the years, becoming a reference point among the most renowned mountain resorts in the international panorama. The restaurants in the area and the events organized throughout the year put the spotlight on the perfect mix of modernity, tradition and fine dining that the culinary tradition of Courmayeur brings to the scene in the center of the country as well as on the ski area and in the side valleys.

Sport

Courmayeur has always been recognized as one of the most iconic destinations for skiing and mountaineering, but it has also become famous for summer sports such as climbing and hiking. Its slopes, literally at the foot of Mont Blanc, and its trails, trodden by the best trail runners in the world, have made Courmayeur an internationally recognized resort. The Sport Center of Courmayeur offers all the possibilities to practice indoor sports at the highest levels: climbing, padel, tennis, pickleball, gym, skating and much more.

Lifestyle

In the center of Courmayeur, you can find the big brands of Made in Italy and international, technical clothing and high-level sports equipment, prestigious jewelry stores, boutiques of objects and furniture. A unique offer the one of Via Roma, the famous pedestrian shopping street, almost one kilometer long. The shops offer food and wine delicacies of the Aosta Valley and handicrafts such as gerls, the unmistakable Sabot or Tatà in wood, which allow you to bring home the colors and essence of the mountain.

COURMAYEUR

MONT BLANC