

Paris, 07 January 2022

The Destination Montagnes - Grand Ski 2022 trade show is postponed to 1 and 2 March 2022

In order to bring together French professionals and international tour operators under the best possible conditions, Atout France and its partners on the Destination Montagnes - Grand Ski steering committee have decided to postpone the Destination Montagnes - Grand Ski trade show by a few weeks.

The Destination Montagnes - Grand Ski 2022 trade show, initially planned for 25 and 26 January in Chambéry, was set to bring together French professionals and international tour operators in order to plan the international recovery of the destination for 2023.

However, given the considerable effort made by sales teams to welcome visitors to resorts this winter and the reorientation of sales initiatives for different markets due to the public health situation, French professionals have, via their representatives, expressed a desire to postpone the show in order to be fully available to optimise the current season.

This delay is also part of a wish to optimise the economic benefits of the event, in the hope of being able to enjoy a context in mid-March that facilitates the attendance of international tour operators – and particularly those from the United Kingdom – who represent the biggest foreign clientele for skiing in France.

Destination Montagnes - Grand Ski 2022 will therefore be held on 1 and 2 March 2022 in Chambéry.

The Rencontres de Destination Montagnes - Grand Ski, a day-long conference in advance of the show, will be rescheduled at a later date.

