

SPECIAL WINTER MEDIA PROJECT «FLYING TO THE MOUNTAINS» 2015

Alpine resorts: Austria – France – Switzerland

This project is an advertising campaign designed to support the 2015 ski season. Journalists have tested popular ski resorts in different countries and are offering their own top list for readers. Each project represents a travel guide of sorts. The information and PR materials published on respective websites will be in rotation during the entire winter season.

Project partners:



FLYING TO THE MOUNTAINS 2015: AUSTRIA, FRANCE, SWITZERLAND



IN FALL AND EARLY WINTER, we traditionally start selecting a ski resort. In the September and October timeframe, all ski resorts start their advertising and information campaigns and, as we're getting closer to wintertime, ski resort news become in huge demand. Glaciers open in late October, while most ski resorts officially open in November or December. It is the time when most skiers open a new winter season. The next stage is internal communication in the audience, when all news and information materials have reached their target audience and heated by the approaching vacation. One of the most important objectives of the *Flying to the Mountains* project is an efficient placement of relevant materials with a due consideration of the audiences' interest peaks for a maximum effect.

PRE-SEASON ANNOUNCEMENTS: October – December 2014

It is no secret that every ski resort is unique in its own way. The journalists have tested several popular ski resorts in various countries and have drafted their own top list for readers. Each project represents a winter guide for travelers.

PRESS TOUR 1: Les Menuires, France (February)

Largest alpine skiable area in the Three Valleys.



The world's largest ski area

www.lesmenuires.com



www.hotel-montvallon-menuires.com/en



www.la-bouitte.com

PRESS TOUR 2: Leukerbad, Switzerland (March)

Largest wellness resort in the Alps where you can enjoy both skiing and spa services.



www.leukerbad.ch



www.sourcesdesalpes.ch



www.swiss.com

PRESS TOUR 3: Gastein, Austria (April)

Season finale on the thermal skiing resort of Gastein is "more than simply skiing."



www.gastein.com

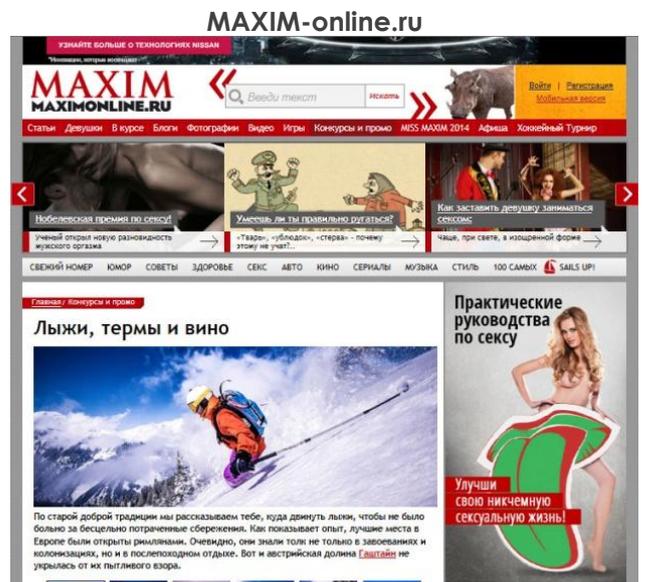
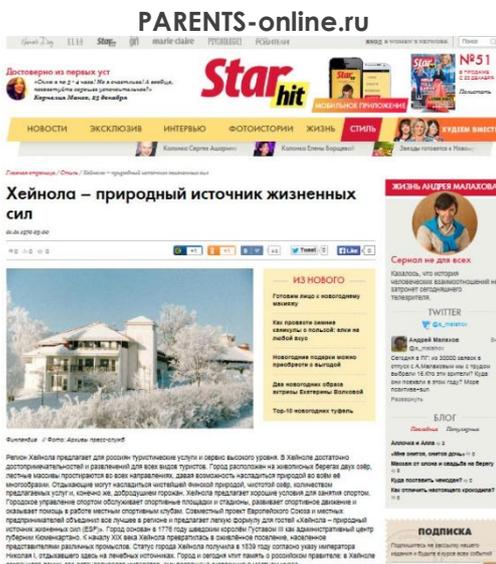
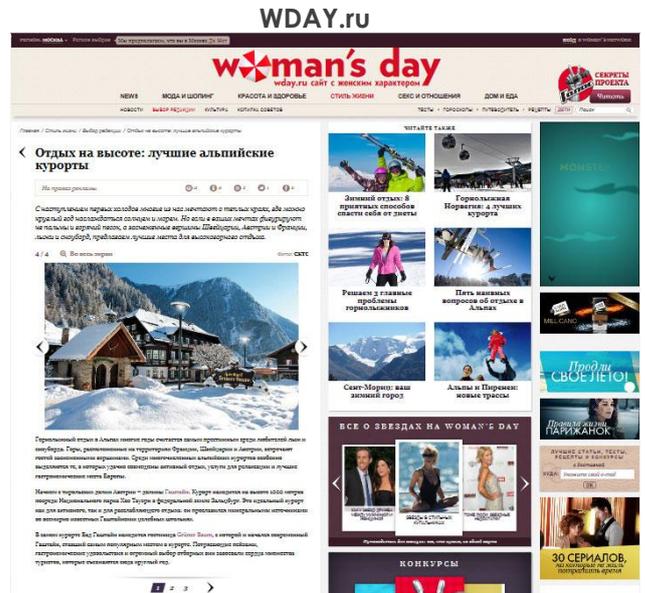


www.hoteldorf.com/ru/

This project is an advertising campaign to support the 2015 ski season in select regions, skiing resorts, and hotels. The information and PR materials published on most popular resources will be in rotation during the entire winter season. The project audience exceeds 5mln people.

PR MATERIALS: REPORTS AND ANNOUNCEMENTS

Traditional online announcements for a new season are published by top internet resources (ELLE.ru, WDAY.ru, MAXIM-online.ru, PARENTS-online.ru) using their own PR tools and content for various focus groups (men, women, families with children, etc.) in October, during the peak period for ski resort search. All announcements were drafted based on the results of last year season at **Les Menuires (France)**, **Leukerbad (Switzerland)**, and **Gastein (Austria)**. This campaign is designed to increase focus on the upcoming ski season and is of great importance in the overall support of the annual *Flying to the Mountains* project.



Additionally, TV coverage of the project will be provided by the **Russian Amazing Life TV Channel** that has been broadcasting on a regular basis (24/7) since January 15, 2007. Currently, the potential viewership of the channel reaches 57 mln viewers who have a technical capability to watch cable TV at home (*Amazing Life* is on a channel lineup of cable providers).

PRESS TOUR 1: WINTER VACATION IN THE MOUNTAINS, LES MENUIRES (FRANCE)

LES MENUIRES, a ski resort located in the heart of the Olympic Savoie, is not only a skiers' paradise, but also a great destination for a family vacation. This resort offers varied activities for everyone – downhill skiing, snowboarding, cross-country skiing, special hiking trails, snowmobiles, Roc n Bob toboggan run, paragliding, outdoor heated swimming pool, and a sports center with the aquaclub and spa services. Sunlit terraces offer a great relaxation area after a whole day skiing...

Les Menuires is part of Les Trois Vallées skiing area, the largest ski domain in the world. The single ski pass of Les Trois Vallées includes 200 lifts, 600 km of slopes, and a guarantee of perfect snow for the entire season.

TOUR DATES: February 2014

France and its skiing resorts are presented by the example of Les Menuires in Les Trois Vallées. The Project includes a lot of materials for the 2015 season. The materials are distributed as one package from September till October.

Project partners:

Les Menuires tourist office (<http://ru.lesmenuires.com/>). Located in the very heart of the Olympic Savoie, this resort offers varied activities for both skiing professionals and families with kids.

Compass Car (www.compass-car.com) is always at your disposal when traveling to the Alps. Compass Car will help you discover the "art to live French style" with cars of your dreams and exclusive services.

The single ski pass of Les Trois Vallées grants a unique opportunity to go on a safari in the largest skiing area in the world. Les Trois Vallées has 8 connected skiing stations, 600 km of slopes, 6 glaciers, 85% of the territory located higher than 1,800m, over 350 lifts and breathtaking views.



I. An **exclusive photoshoot** was held in Les Menuires – San Martin and in the Le Chalet du Mont Vallon Hotel. Photographer: Sergej Litvinenko.



II. After the press-tour, exclusive informational materials were prepared and published on the top rated websites.

A) "Go to the Alps" **overview article** was published in the travel section of the MAXIM website (www.maximonline.ru) with photographs and video materials on the Les Menuires resort:

MAXIM ONLINE.RU

БУДЬ В КУРСЕ!

Отпусти себя в Альпы!

Если ты еще не придушил себе планы на зимний отпуск, то самое время нешта. С каждым годом приобретение билетов дорожает, а гостиницы (особенно хорошие) наполняются более резвыми туристами. Чтобы ты не метался между вариантами, мы, как обычно, предлагаем тебе лучший. Так во Франции, в Трех Долинах (в это, на сегодняшний, самый большой горнолыжный регион в мире) расположено не только большой, но очень гостеприимный, курорт Ле-Менюир. На высоте 1850 метров пушистый снег с обширными местами ски-пат не соходит до конца сезона.

Особенности курорта вполне можно считать психологичные навыки инструкторов на склоне. Они не будут смеяться, когда ты собьешься с ног, а наоборот, добродушно постанут на лыжи и спустят со склона под самым чутким руководством. Недалеким Ле-Менюир считается идеальным местом для незначительных покупок. Здесь посылка и подарков превращает доставку заказа онлайн с гарантией DPD. Звонить в ней не придется с возмущенными, до открытого меланхолического подмигивания, чтобы подогнали оптимистичные не выдавая тебе в полной мере наслаждения красотой пейзажей и катания.

Далеко от Ле-Менюир, ранее недостроенный новинкам, обзавелся новой трассой «Le Bouquetin», спускающийся с его вершины. Теперь падать на него и полюбуйтесь красотой пейзажей с высоты. Паркеры и бармены, паркеры Ле-Менюир могут даже ненавидеть лыжников, не рискуя, при этом, конечно, конечно при спуске.

Иногда склоны Ле-Менюир можно не только по трассе, французская команда Бол Арретт именно оттуда заступила свой веб-страница в катании в стиле «ноушол», чтобы ты мог рассмотреть склоны в онлайн режиме. Сейчас уже небази не царю такую затею. Сейчас они будут и неделю фрирайда, которая пройдет в Ле-Менюир с 21 по 28 марта 2015 года. Кульминацией шоу станет дрифт Бол Арретт.

А вообще, здесь и так много вариантов есть для заката. Помимо от души развлечения в Тот Райт, или отпусти в водные процедуры в Бадно-развлекательным и wellness-центре в Ле-Бриор. А в ресторане Maison de Savou любой желающий может научиться готовить местные блюда по шеф-поваром и семейным рецептам. Оперативную программу курорт готовит так, что придет праздновать его 50-летие 12 февраля 2015 года. В этот день ски-пати склоны вокруг Ле-Менюир будет сопровождать светомузыкальное шоу, склоны сойдут при спуске с фанатами, да и вообще будет много сюрпризов.

Чтобы не было ступенчатая ориентации на местности ты не оказался в плохом отеле и не отправился паровым не уютным, мы дадим тебе пару советов на проверенные места. Отель, в котором ты точно не встретишь домашней живности и грубых парничков, располагается всего в нескольких метрах от горнолыжного подъемника. Le Chalet du Mont Vallon обладает удивительным списком преимуществ: спа-центр, сауна, крытый бассейн и бесплатный вид с балкона на горы и долины. Ресторан отеля подают туринские блюда местной кухни. Продолжить знакомство с местной кухней можно в ресторане La Boutique, стилизованном двумя зданиями Ликтена. Расположение ресторана с видом на горы, традиционная своякозав кухня - фондю, раклет, партифлет - на залитых солнцем террасах не оставит равнодушной ни одну, даже самую черствую, душу.

Спустившись метров на 400 вниз, можно обнаружить не только деревушку Сен-Парген-де-Бельвиль, но и атмосферу здесь традиционную своякозу эпохосору. Ресторан на окраине туристкой, деревне Сен-Парген-де-Бельвиль удалось остаться аутентичным местом, радуя гостями глэма уютным улочками и фермами из камня и дерева. Здесь любят проводить вечеринки самые впечатлительные лыжники. Приезжай, не только из-за склонов, но и потому, что тут очень уютно курорт.

ИРА-перевоз MAXIM
Скачай цифровую версию MAXIM в App Store!

Что западные звезды думают о нашей музыке?
Смотри «ВИДЕОСАЛОН» и гордись! Или...

Видео дня
Санта Тимопулос
100
Он обвел свой шедевр. Сексанталетней раскаты будет обогриван 14 ноября

Видео недели

Шутка дня
MAXIM
У вас есть вегетарианское меню? - Да! - Сожгите его.
12 ноября - 18:00
12 ноября - 18:00

Фото дня
MAXIM
СМ-Мисс MAXIM 2014 Тина Колосова
Всё фото дня | Поделиться

Привет от LOEWE и TAG Heuer
LOEWE
TAG Heuer
Коллекция и привлекательна и TAG Heuer!

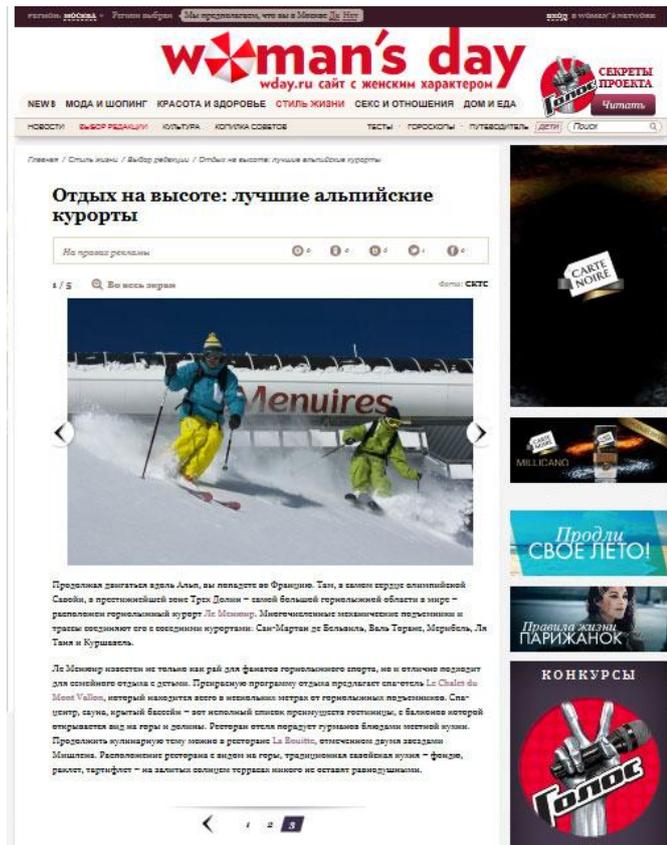
Конкурсы и промо
LOEWE
TAG Heuer
Коллекция и привлекательна и TAG Heuer!

NIGHT IS ON
ВЛЮБИ МЕНЯ

Original link:

<http://www.maximonline.ru/guide/promo/article/11833/?tmppp=3afaa86051ddc9ca18bd99fd12de20ff>

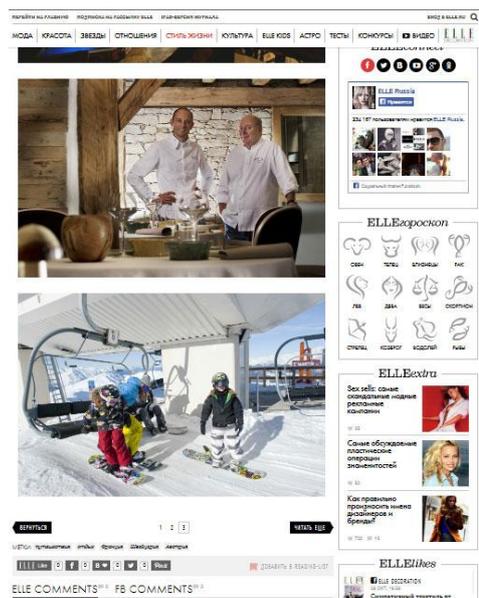
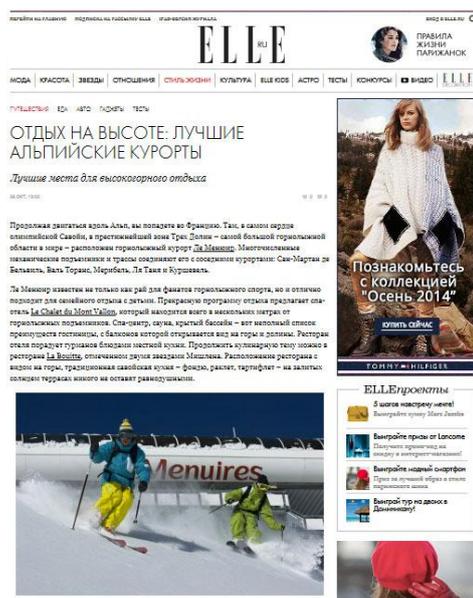
B) "Vacation in the Mountains: best Alpine resorts" **article** with an **overview** of ski resorts recommended by the publishing house and partner hotels for 2015 ski season was published on the **MarieClaire, Parents, and Psychologies** websites (www.wday.ru).



Direct link:

<http://www.wday.ru/stil-zhizny/vibor-redakcii/otdyih-na-vyisote-luchshie-alpiyskie-kurortyi/3/>

C) "Vacation in the Mountains: best Alpine resorts" **article** with an **overview** of ski resorts recommended by the publishing house and partner hotels for 2015 ski season was published in the travel section of the **ELLE** website (www.elle.ru).



Original link:

<http://www.elle.ru/stil-zhizni/puteshestviya/otdyih-na-vyisote-luchshie-alpiyskie-kurortyi/3/>

Prepared by OOO SKTS © (Travel, Media & Promotion Projects)

III. At the end of the press tour, related articles were published in the printed media of a total volume of 9 pages.

In the 11/2012 issue of **Krasota i Zdorovye [Beauty and Health] magazine**, a two-page article was published:



CEO Magazine – in the 10/2014 issue of the CEO magazine, an exclusive 4-page article on Alpine ski resorts in winter was published:



In the 11/2012 issue of **Krasota i Zdorovye magazine**, a two-page article with the news from Les Menuires, Leukerbad, and Gastein resorts was published:



TV PROGRAM: «FAMILY DRIVE IN ALPS (FRANCE)»

At the end of the tour, the following **programs** of the *Family Drive* series **were aired** on the **Amazing Life TV Channel** (host: Evgeny Cheltsov):

As a result of the trip to France (**February 2014**) 13-minute author's program of the *Family Drive* series were recorded and **aired** on the **Amazing Life TV Channel**. **Each program repeated ten times** during one week. **The total show time: 130 minutes.**

Name	Premiered	Show time, min	
		1 run	After repeated
«Family drive. Les Menuires skiing resort, France»	October	13	130
PROGRAM SPONSORS:			
			
TOTAL:			130

'Family Drive' **TV program** of the trip to France, Les Menuires premiered on October 5, rotation on October 5-11 (show time 13 min.):



The Russian TV Channel Amazing Life has been broadcasting on a regular basis (24/7) since January 15, 2007. Currently, the potential viewership of the channel reaches 57 mln viewers who have a technical capability to watch cable TV at home (*Amazing Life* is on a channel lineup of cable providers).

Prepared by OOO SKTS © (Travel, Media & Promotion Projects)

PRESS TOUR 7: WINTER VACATION IN THE MOUNTAINS, LEUKERBAD (SWITZERLAND)

LEUKERBAD was first discovered by the ancient Romans who were well aware of the local health-giving hot springs. Much later, Johann Wolfgang von Goethe would recover here his physical and creative powers, and Vladimir Nabokov would spend family vacations here. Today, Leukerbad is a ski resort where visitors can also enjoy a magnificent spa and wellness program. Snow&Spa pass is very popular since it allows tourists to use all lifts and thermal baths every day. Presently, 30 baths and pools are open for visitors, thus making Leukerbad the largest wellness resort in the Alps.

TOUR DATES: MARCH 2014

Switzerland and its ski resorts were presented by example of the thermal resort Leukerbad. The Project is an advertising campaign for the entire 2015 winter season. Reports with photos and video clips were published on the MAXIM website (www.maximonline.ru) and distributed through the mailing list of registered subscribers.

Project partners:

Leukerbad (www.leukerbad.ch) is a great combination of a ski resort and a wellness center. Snow&Spa pass is very popular since it grants an opportunity to use all lifts and thermal baths every day. Today, 30 baths and pools are open for visitors, thus making Leukerbad the largest wellness resort in the Alps.

Hotel Les Sources des Alpes (www.sourcesdesalpes.ch) is the most luxurious hotel owned by Relais & Châteaux. Here, you can find 30 magnificently decorated guestrooms, a major wellness center, saunas, thermal baths, a swimming pool, and a beauty parlor. The Hotel also has one of the most famous gourmet restaurants La Malvosie.

SWISS (www.swiss.com) stands for traditional Swiss values, highest standards, and timeliness. SWISS is a member airline of the world's largest airline alliances – Star Alliance. SWISS "Taste of Switzerland" catering concept offers an inflight menu of regional specialties from all over the country.

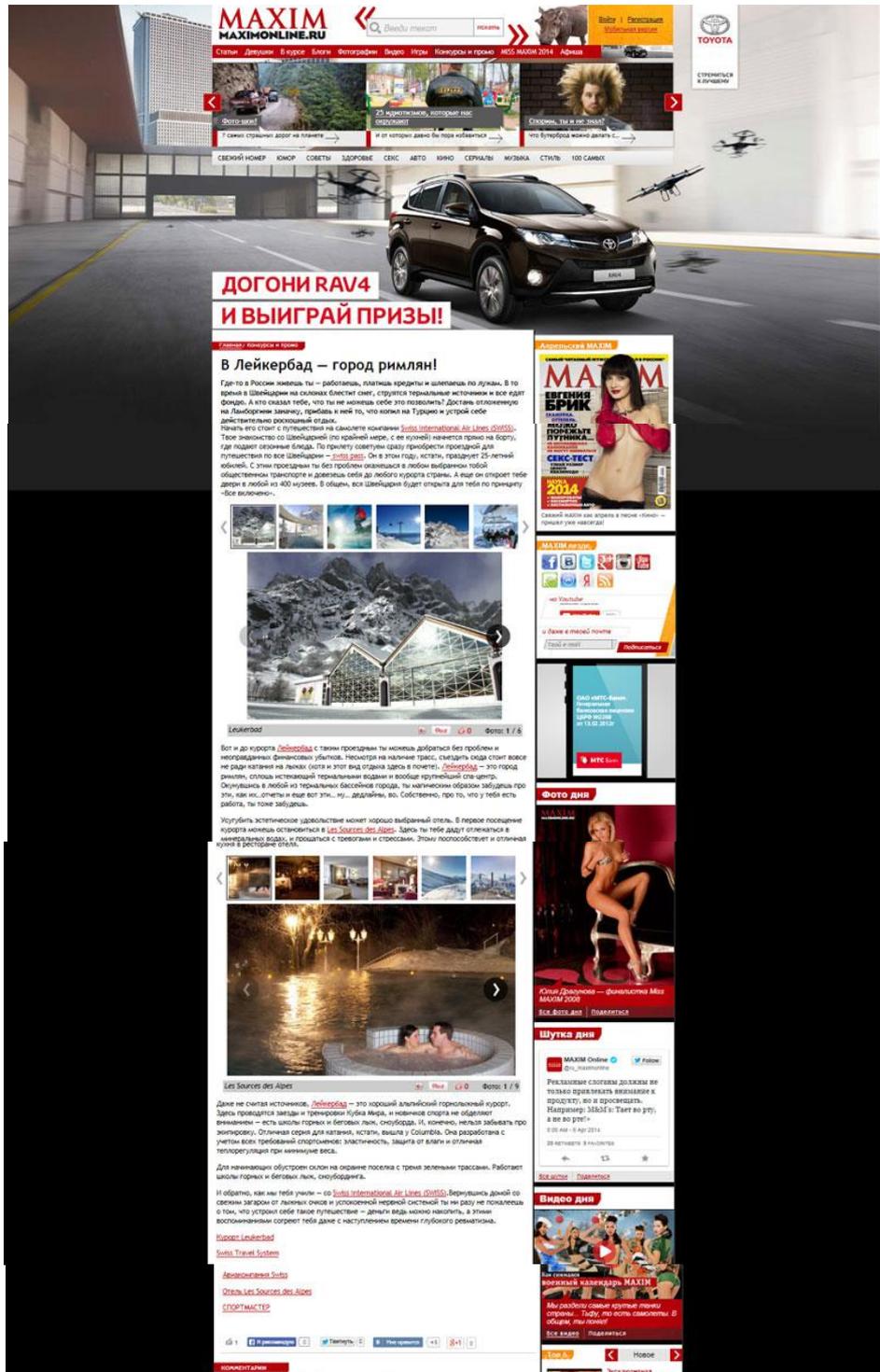


I. An **exclusive photoshoot** was held at Leukerbad and Hotel Les Sources des Alpes. Photographer: Elena Polyakova.



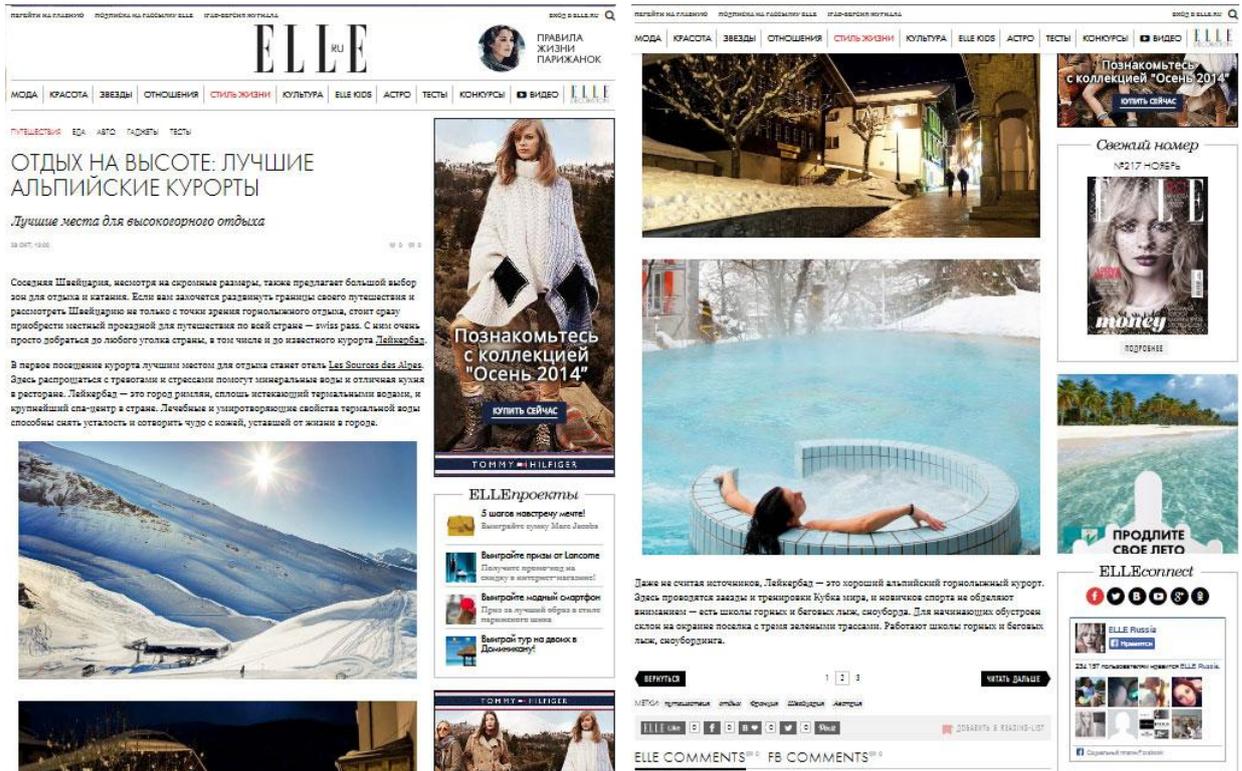
II. As the followup to the tour, exclusive informational **materials** were prepared and **published on top rated websites.**

A) "Going to the Roman city of Leukerbad" **overview article** with photographs and video clips from Leukerbad was published in the Travel section of the website (www.maximonline.ru)



Original link: <http://www.maximonline.ru/promo-i-konkursy/article/10916/?tmpp=bc9ff6d9c28de0cfe6bf79be32da300e>

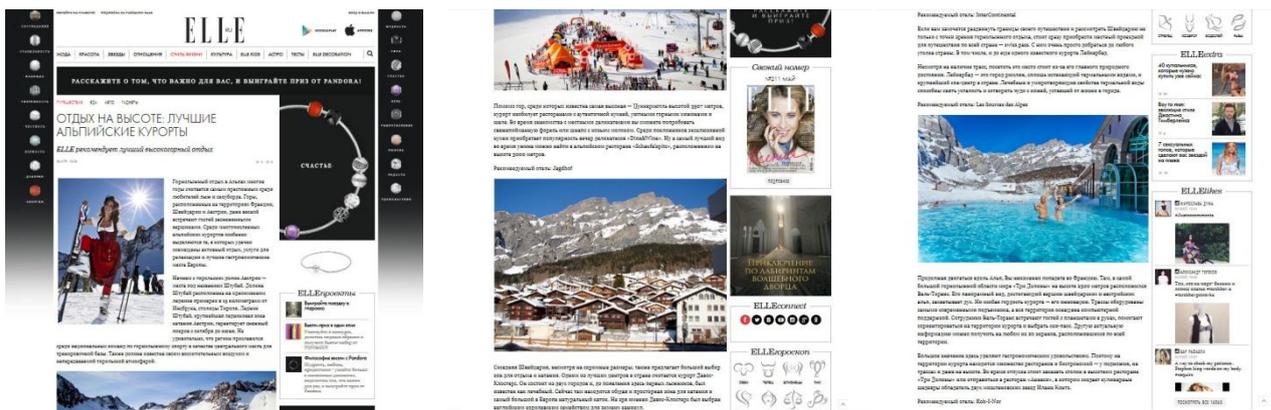
B) "Vacation in the Mountains: best Alpine resorts" **article** with an **overview** of ski resorts recommended by the publishing house and partner hotels for 2015 ski season was published in the travel section of the **ELLE** website (www.elle.ru).



Original link:

<http://www.elle.ru/stil-zhizni/puteshestviya/otdyih-na-выsоте-luchshie-alpiyskie-kurortyi/2/>

C) "Vacation in the Mountains: best Alpine resorts" **overview article** was published in the travel section of the **ELLE** website (www.elle.ru) at the end of the 2014 season as a tour report. The article provides information on Leukerbad, Les Sources des Alpes, and other partners.



Direct link: <http://www.elle.ru/stil-zhizni/puteshestviya/otdyih-na-выsоте-luchshie-alpiyskie-kurortyi/?token=25b2f66af9dbdd1cc5ebe6d8c109c271>

D) "Vacation in the Mountains: best Alpine resorts" **article** with an **overview** of ski resorts recommended by the publishing house and partner hotels for 2015 ski season was published on the **MarieClaire, Parents, and Psychologies** websites (www.wday.ru).

Отдых на высоте: лучшие альпийские курорты

На правах рекламы

4 / 4 Все статьи

Снежная Швейцария, несмотря на скромные размеры, также предлагает большой выбор зон для отдыха и катания. Если вам хочется раздвинуть границы своего путешествия и рассмотреть Швейцарию не только с точки зрения горнолыжного отдыха, стоит сразу приобрести местный проездной для путешественников по всей стране — жемчужина. С ним очень просто добраться до любого уголка страны, в том числе и до известного курорта Лейкербад.

В первую очередь курортам лучшим местом для отдыха станет отель Les Sources des Alpes. Здесь распределиться с трапециями и ступенями помогут минеральные воды и отличная кухня в ресторане.

Лейкербад — это город дилемм, сложившаяся термальными водами, и крупнейший спелеоцентр в стране. Лечебные и оздоровительные свойства термальной воды способны снять усталость и согреть чуждо с кожей, уставшей от жизни в городе.

Даже не считая нечеловеческих, Лейкербад — это отличный альпийский горнолыжный курорт. Здесь проводятся забеги и тренировки Кубка мира, и мужчины спорта не обделены вниманием — есть школы герман и богатых лыж, сноуборда. Для начинающих обустроены склоны на склоне пологих и трезих зеленых трассами. Работают школы герман и богатых лыж, сноубординга.

Читайте также:

- Зимний отдых: 8 приятных способов спасти себя от джеты
- Горнолыжная Норвегия: 4 лучших курорта
- Решаем 3 главные проблемы горнолыжника
- Пять главных вопросов об отдыхе в Альпах
- Сент-Мориц: ваш зимний город
- Альпы и Пиренеи: новые трассы

ВСЕ О ЗВЕЗДАХ НА WOMAN'S DAY

КОНКУРСЫ

30 СЕРИАЛОВ, не перечислять их все

Direct link:

<http://www.wday.ru/stil-zhizny/vibor-redakcii/otdyih-na-vyisote-luchshie-alpiyskie-kurortyi/>

"Vacation in the Mountains: best Alpine resorts" **overview article** was published on the **MarieClaire, Parents, and Psychologies** websites (www.wday.ru) at the end of 2014 season as a tour report. The article provides information on Leukerbad, Les Sources des Alpes, and other partners.



Direct link: <http://www.wday.ru/stil-zhizny/otdyih-na-vyisote-luchshie-alpiyskie-kurortyi/?token=ef5da20d3da0b09e40f879fd4003c639>

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PRESS TOUR 3: SEASON FINALE IN THE ALPS, GASTEIN (AUSTRIA)

GASTEIN VALLEY is well-known for the healing properties of its hot mineral springs. The Celts in Gastein were involved in gold mining, which would bring considerable prosperity to the valley and an upswing in trade in centuries to follow. The actual name "Gastein" was first mentioned in a document in 1203. The fame of Gastein's healing springs reached its first high point in the 16th century. It was not until under Habsburg Archduke Ferdinand III that this development was revived once again. Emperor Francis I also lent his considerable weight to its increased profile. Through construction of the Tauern railways at the onset of the 20th century, this spa community, which had only been accessible by horse-and-carriage, was now quite easy to reach. Gastein would become a place where grand-scale European politics was conducted. In fact, during Bismarck's time, Gastein was nicknamed the "Spa of Diplomats."

TOUR DATES: APRIL 2014

The skiing season finale took place in Gastein (Austria). Reports were published on the MAXIM website (www.maximonline.ru) and distributed through the mailing list of registered subscribers.

Project partners:

Gastein ski resort (www.gastein.com) lies in the midst of the Hohe Tauern National Park and in the heart of Salzburg province. A place where you can breathe in the fresh mountain air at the fog-free elevation of 1,000 meters above sea level. A single destination with a phenomenal selection of indoor and outdoor activities, not to mention spa and wellness services. Guarantee of snow, gorgeous slopes, and ski runs of different complexity help Gastein stand out among other ski resorts.

Hotel Grüner Baum (www.hoteldorf.com/ru/). It all started in 1831 when Archduke Johann laid the foundation for a hunting lodge in the Kötschachtal valley above Bad Gastein. After that, the region started developing very fast. In the course of the past century the Grüner Baum Resort Hotel became an exclusive address for notable health-resort-guests of the health-resort Gastein. Today, it is a luxurious family-run hotel with great service. The hotel restaurants offer both Austrian and international cuisine made by best chefs from local produce.



I. An **exclusive photoshoot** was held at the Gastein ski resort and Hotel Grüner Baum. Credit: Gastein Tourismus.



II. As a followup to the tour, exclusive promotional **materials** were prepared and published on the **top rated websites**.

A) "Skiing, baths, and wine" **overview article** was published in the Travel section of the MAXIM website (www.maximonline.ru). The article provides photographs and video clips on the Gastein resort and Hotel Grüner Baum:

The screenshot shows the MAXIM website interface. At the top, there's a navigation bar with the MAXIM logo and a search bar. Below it, there are several horizontal banners and a main article titled "Лыжи, термы и вино" (Skiing, thermal baths, and wine). The article features a large photo of a skier and text describing the Gastein resort. To the right, there's a sidebar with a "Практические руководства по сексу" (Practical guides to sex) article and a "ЖЕНЬ ФУТБОЛИСТОВ!" (Women footballers!) article. At the bottom, there's a "Десктопы интересных людей" (Desktops of interesting people) section with a photo of a woman surrounded by oranges. The page also includes social media sharing options and a "MAXIM" app download button.

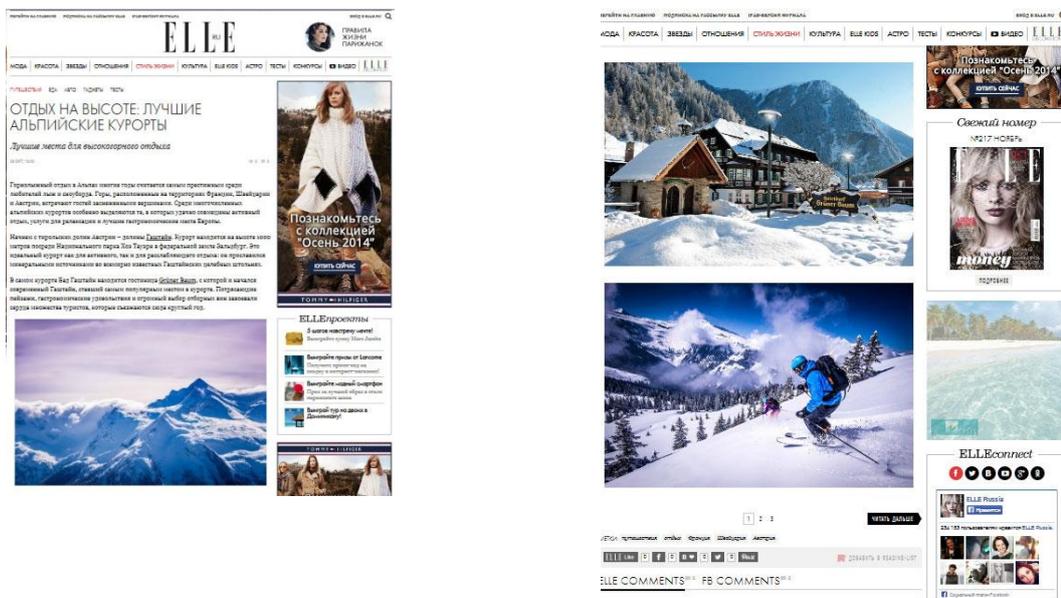
Original link: <http://www.maximonline.ru/promo-i-konkursy/article/11110/?tmpp=64639560c5df0af68adb64d846310521>

B) "Vacation in the Mountains: best Alpine resorts" **article** with an **overview** of ski resorts recommended by the publishing house and partner hotels for 2015 ski season was published on the **MarieClaire**, **Parents**, and **Psychologies** websites (www.wday.ru).



Direct link: <http://www.wday.ru/stil-zhizny/vibor-redakcii/otdyih-na-vyisote-luchshie-alpiyskie-kurortyi/>

C) "Vacation in the Mountains: best Alpine resorts" **article** with an **overview** of ski resorts recommended by the publishing house and partner hotels for 2015 ski season was published in the travel section of the **ELLE** website (www.elle.ru).



Original link: <http://www.elle.ru/stil-zhizni/puteshestviya/otdyih-na-vyisote-luchshie-alpiyskie-kurortyi/>

Prepared by OOO SKTS © (Travel, Media & Promotion Projects)

TV PROGRAM: «FAMILY DRIVE IN ALPS (AUSTRIA)»

At the end of the tour, the following **programs** of the *Family Drive* series **were aired** on the **Amazing Life TV Channel** (host: Evgeny Cheltsov):

As a result of the trip to Austria (**April 2014**) 13-minute author's program of the *Family Drive* series were recorded and **aired** on the **Amazing Life TV Channel**. **Each program repeated ten times** during one week. **The total show time: 130 minutes.**

Name	Premiered	Show time, min	
		1 run	After repeats
«Family drive. Gastein, Austria»	October	13	130
PROGRAM SPONSORS:			
			
TOTAL:			130

'Family Drive' **TV program** of the trip to Austria, Gastein valley premiered on October 12, rotation on October 12-18 (show time 13 min.):



The Russian TV Channel Amazing Life has been broadcasting on a regular basis (24/7) since January 15, 2007. Currently, the potential viewership of the channel reaches 57 mln viewers who have a technical capability to watch cable TV at home (*Amazing Life* is on a channel lineup of cable providers).

Prepared by OOO SKTS © (Travel, Media & Promotion Projects)

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MAIN SEASON SUPPORT (FRANCE): January - April 2015

WINTER IN FRANCE. February and March are traditional months for French tourists to go skiing during the winter break from school. When talking about the French Alps it is crucial to mention that mountain vacations nowadays offer much more than just skiing. For most travelers a perfect vacation is the one that comprises many experiences, from hotel ski services to wine tasting at the highest mountain chalets. Skiing, nevertheless, is the cornerstone of any winter vacation in the French Alps.

A primary objective of the *Flying to the Mountains* project is to publish original materials in a timely and efficient manner, based on the results of media tours during the entire ski season.

During the 2015 season, **Maisons et Hôtels Sibuet** became a strategic partner of its resorts in the French Alps. Sibuet does not offer merely hotel services, but the *Art de Vivre*; the art of vacationing at famous Alpine resorts. While following mandatory traditions and individuality, the hospitality here has achieved the highest level of refined quality. Each hotel is unique, attracting its own guests, who often become life-long friends.

PRESS TOUR 4: Megève, France (February)

The Alpine capital of the *Art de Vivre* where everything is breathing elegance.



www.megeve.com



www.maisons-hotels-sibuet.com



rendezvousenfrance.com

www.rendezvousenfrance.com

PRESS TOUR 5: Saint Gervais, France (February)

A thermal ski resort known as the "thermal baths of Mont Blanc."



www.saintgervais.com



www.swiss.com

PRESS TOUR 6: Avoriaz, France (March)

A great example of modernism integrated into a rural area.



www.avoriaz.com



www.maisons-hotels-sibuet.com



rendezvousenfrance.com

www.rendezvousenfrance.com

This project is an advertising campaign to support the 2015 ski season in select regions, skiing resorts, and hotels. The information and PR materials published on most popular resources will be in rotation during the entire winter season. The project audience exceeds 5mln people.

PRESS TOUR 4: WINTER VACATION IN THE MOUNTAINS, MEGÈVE (FRANCE)

MEGÈVE is the Alpine capital of the *Art de Vivre* where everything practically breathes elegance. It takes only an hour from Geneva – and you find yourself in the most authentic Alpine village. In Megève, tourists can enjoy 445 km of snow pistes nestled at the base of the magnificently towering Mont Blanc. However, this is not everything that Megève has to offer. Paved streets, perfectly preserved architecture, luxurious stores, premium services, and spa centers make Megève a true paradise after a full day on the slopes.

Maisons et Hôtels Sibuet operates three boutique hotels in Megève and presents the French *Art de Vivre* concept. All hotels offer the services of Pure Altitude SPA with the energy of all five natural elements for a balanced and harmonious vacation.

TOUR DATES: February 2015

While presenting the French Alps, it is important to mention that a vacation in the mountains is more than just a ski outing. **Maisons et Hôtels Sibuet** is a strategic partner of our project that promotes not only the finest hotels, but the *Art de Vivre*, the art of vacation and the very essence of traveling in Megève. All materials will be published as one package from February through April.

Project partners:

Megève ski resort (www.megeve.com) is a luxury resort for skiing and haute cuisine connoisseurs. Megève is known as one of the best food resorts in France. Everything here breathes elegance and charm.

Maisons et Hôtels Sibuet (www.maisons-hotels-sibuet.com) does not offer merely hotel services, but the art of life; the art of vacationing at famous Alpine resorts. While following mandatory traditions and individuality, the hospitality here has achieved the highest level of refined quality. Each hotel is unique, attracting its own guests, who often become life-long friends.

The legendary 4* **Mont-Blanc Megève Hotel** became a home away from home for multiple guests a long time ago. The wild and lavish **Lodge Park Hotel** is walking distance from the cable cars. The hotel is filled with the warm elegance and the spirit of travel. **Les Fermes de Marie Hotel** is more than a mere hotel, it is the hearth of tradition and uniqueness. In this 5* hotel, you will be able to spend your vacation in the atmosphere of elegance, tranquility, and dignity.



I. An **exclusive photoshoot** was held at Mageve and Sibuet Maisons & Hotels. Photographer: Maria Popova.



PRESS TOUR 5: WINTER VACATION IN THE MOUNTAINS, SAINT GERVAIS (FRANCE)

SAINT GERVAIS is a thermal ski resort that is often called the “thermal baths of Mont Blanc.” Thermal water running from numerous springs is crystal clear and is free from any adverse environmental impacts. Its composition is so good for skin that sometimes it is even called a “beauty serum.” Besides that, the thermal water has an amazing relaxation effect – it calms down the nervous system, relieves pain and muscular fatigue, which is really important for skiers. Saint Gervais today is an autonomous resort located at the foot of Mont Blanc.

Open air SPA will be a wonderful supplement to intensive skiing days high in the mountains, especially that the resort offers over 450km of skiing pistes.

TOUR DATES: February 2015

While presenting the French Alps, it is important to mention that a vacation in the mountains is more than just a ski outing. **Maisons et Hôtels Sibuet** is a strategic partner of our project that promotes not only the finest hotels, but the *Art de Vivre*, the art of vacation and the very essence of traveling in Megève and Saint Gervais. All materials will be published as one package from February through April.

Project partners:

Saint Gervais resort (www.saintgervais.com) located in the heart of the Olympic Savoie offers various types of activities for skiing fans and families with children.

“**Mont Blanc Baths**” are a great solution for maintaining your health, beauty, and good spirits. The thermal baths is an ideal place for seeing friends or spending a day with your family in naturally heated water at 34C. All procedures consist of 18 stages that take 1.5 hours during which you will feel how your stress relieves and your whole body relaxes from head to toes.

Maisons et Hôtels Sibuet (www.maisons-hotels-sibuet.com) does not offer merely hotel services, but the art of life; the art of vacationing at famous Alpine resorts. While following mandatory traditions and individuality, the hospitality here has achieved the highest level of refined quality. Each hotel is unique, attracting its own guests, who often become life-long friends.



I. At the end of the tour, an **exclusive photoshoot** was performed at Megeve and Sibuet hotels. Credit: Maria Popova.



II. As a followup to the tour, exclusive promotional materials were prepared and published on the top rated websites.

A) "Not only the village" **overview article** was published in the Travel section of the MAXIM website (www.maximonline.ru). The article provides photographs and video clips on the Megeve resort and Sibuet Hotels:

The screenshot displays the MAXIM website interface. The main article, titled "Не просто деревушка", describes the Megeve region and its resorts. It features several photographs: a street view in Megeve, the interior of Hotel Lodge Park, and the restaurant at Hotel Mont-Blanc. The text highlights the region's amenities, including ski resorts, restaurants, and spa services. The website also includes a sidebar with various content blocks, such as a date-specific section for "08 апреля" (April 8th), a "Видео дня" (Video of the Day) section, and a "Видео недели" (Video of the Week) section. The overall design is clean and professional, with a focus on high-quality images and informative text.

Original link:

<http://www.maximonline.ru/guide/promo/article/12431/?tmpp=e23b979184843cf12f07a13a426025e4>

B) "Sun gate to the mountains" **overview article** was published in the travel section of the **ELLE** website (www.elle.ru). The article provides overview information on Avoriaz, Megeve, and Sibuet hotels:

The screenshot shows the ELLE.ru website interface. The main article is titled "СОЛНЕЧНЫЕ ВОРОТА В ГОРЫ" (Sun Gate to the Mountains) with a subtitle "Где-то в глубине солнечной области катания Порт-дю-Солей спрятались 14 горнолыжных станций. Две из них привлекли наше внимание количеством трасс и прекрасными отелями". The article text describes the region's architecture, ski resorts, and the quality of the ski lift system. It mentions that the region is a perfect example of modern, integrated architecture in a mountainous area. The article also highlights the quality of the ski lift system, which is unique in the world. The article is accompanied by several images, including a snowy mountain landscape and a modern ski resort building. The article is categorized under "ПУТЕШЕСТВИЯ" (Travel) and "БЕДА (АБО) ГАДЖЕТЫ" (Gadgets). The article is also featured in the "ELLEпроекты" (ELLE Projects) section, which includes a "Свежий номер" (New Issue) of ELLE magazine and an "ELLEconnect" section with social media links.

The screenshot shows the ELLE.ru website interface for the "Отель Lodge Park" article. The article is titled "Отель Lodge Park" and is part of the "ELLEпроекты" (ELLE Projects) section. The article text describes the hotel's location in the French Alps, its modern design, and its amenities. It mentions that the hotel is a perfect example of modern architecture in a mountainous area. The article is accompanied by several images, including a snowy mountain landscape and a modern hotel building. The article is categorized under "ПУТЕШЕСТВИЯ" (Travel) and "БЕДА (АБО) ГАДЖЕТЫ" (Gadgets). The article is also featured in the "ELLEпроекты" section, which includes a "Свежий номер" (New Issue) of ELLE magazine and an "ELLEconnect" section with social media links.

Original link: <http://www.elle.ru/stil-zhizni/puteshestviya/solnechnye-vorota-v-gory/?token=34902e69c1d0202945a0ad513d17e002>

C) "Sun gate to the mountains" article with an overview of ski resorts Megeve and Avoriaz and partner hotels Sibuet was published on the MarieClaire, Parents, and Psychologies websites (www.wday.ru).

Солнечные ворота в горы

Где-то в глубине солнечной области катаясь Порт-дю-Солей встречаются 14 горнолыжных станций. Две из них привлекали наше внимание количеством трасс и прекрасными отелями.

Курорт Межев

Межев и Hotel Sibuet предлагает не просто каток на курорте, но и высший уровень гостеприимства и комфорта с обязательным соблюдением традиций и индивидуального колорита. Легендарный Mont-Blanc Megeve – четырехзвездная гостиница, приютившая на одном горнолыжном. Обладая почти легендарной славой, отель Межев был модернизирован в соответствии с повышающимися стандартами качества гостиниц класса люкс, расположенный рядом с подъемниками, в самом сердце Межева и обеспечивая быстрый доступ ко всем развлекательным мероприятиям.

Если ты никогда не видела комнаты изголовья кроватей, туфли из красного дерева вперемешку со стульями под кожу страуса, открытые в зимнего джипа и симпатичный отель Lodge Park – от отеля с уютными номерами в шотландском стиле до подлинных возможностей для шага.

Отель Les Fermes de Marie – больше, нежели просто отель. Это сразу о шале, построенном из строительных материалов, производящих из дуба альпийских ферм. Этот материал несколько сотен лет, и это говорит лишь об их прочности и долговечности. Где еще предаваться отдыху и ощущать местный колорит каждой клеточкой тела, если не в одном из таких традиционных шале.

Курорт Аворияз

Бытует мнение, что регион региона Порт-дю-Солей Аворияз стал благодаря тому, что здесь самое большое количество трасс среди местных горнолыжных станций. Трассы здесь на любой вкус: для начинающих и тех, кто уже вышел во вкус и не рискует сползая по неустойчивости ног; живописных и отличающихся минимальными пейзажами; смешан и красоч. Да и до соседней Швейцарии, где тоже попадаются неплохие трассы, отсюда рукой подать. Разумеется, при наличии такого горнолыжного богатства найти отель или апартаменты без прямого выхода на склоны в Авориязе затруднительно.

Чтобы выбрать отель, как вышло, одного выхода на склоны мало. В хорошем отеле должно быть спрятанное место, лишний сервис и обязательные уютная ванна. Таким требованиям для любого горнолыжника в Авориязе может стать обновленный отель Des Dromonts, который входит в цепочку отелей Отели Maisons & Hotels Sibuet. В 2015 году Maisons & Hotels Sibuet выступает стратегическим партнером на всех трасс своих домашних курортах французских Альп: Межев, Валь-Торанс и Аворияз. В Des Dromonts царит обстановка 60-х годов и сервис по кондиции «лишняя квартира» со всеми современными технологиями. Все 28 номеров и 6 люксов сочетают традиционную отделку номеров из натуральных материалов и современное оснащение. Maisons & Hotels Sibuet – это не только комфортабельный отель, но и рестораны Les Fermes Tignes, предлагающие свежие морепродукты и лесную дичь в жаркой, а также обновленные Park Athlète SPA с концепцией пяти элементов и природными ингредиентами.

Отель Lodge Park

А вблизи Межева, у подножия горы Моблан, находится термальный курорт Сен-Жевре, который называют «ваннами Моблана». Если твою кожу не притягивает целебному воздействию термальной воды, вытекающей из источников, посещение этого места обязательно. Эти ванны очень полезны для кожи. Местные даже зовут его «кварцевой красотой». Кроме этого вода обладает потрясающим общеразслабляющим эффектом. Она успокаивает нервную систему и снимает боль и мышечное утомление, что так полезно лыжникам.

Отель Des Dromonts

Межев – еще один курорт высшего класса – не просто альпийская деревушка. Это горнолыжный рай, где можно развлекаться как на склонах, так и после него. Всего час езды от Женевы, и ты уже на Моблане со всеми новейшими 448 км смешаных трасс, выложенными уютными,

Курорт Сен-Жевре

Партнеры проекта: Горнолыжный курорт Межев, горнолыжный курорт Аворияз, отели Maisons & Hotels Sibuet, курорт Сен-Жевре, офис по туризму Франции Alpes France.

Материал: путешествия, адреналин, дорогие курорты

2 апреля 2015

КОММЕНДИИ

PRESS TOUR 6: WINTER VACATION IN THE MOUNTAINS, AVORIAZ (FRANCE)

AVORIAZ, the heart of the famous Portes du Soleil ski area, has celebrated its 50th anniversary this year. The architecture of Avoriaz is a perfect example of modernism integrated into a rural area. Driving is prohibited, only horse-driven carriages are allowed in the streets of Avoriaz, which at the same time serve as ski pistes.

The ski resort looks harmoniously in the rocky landscape of the Alps, and all hotels and apartments have direct access to the slopes. Avoriaz invites all tourists to come see the pristine mountains that surround this wonderful area. The wooden siding of chalets and living quarters, high snow, fir trees and spruces, tranquility and pedestrian-friendliness of the town contribute to a wonderful atmosphere of skiing in pristine Alpine landscapes.

TOUR DATES – March 2015

The French Alps offer much more than just skiing. **Maisons et Hôtels Sibuet** is a strategic partner of our project that promotes not only the finest hotels, but the *Art de Vivre*, the art of vacation and the very essence of traveling in Avoriaz, where the renovated Des Dromonts Hotel opened its doors in December 2014. All materials will be published as a package of reports and announcements before the new ski season of 2016.

Project partners:

Avoriaz ski resort (www.avoriaz.com) is located in a northern area, in the heart of the famous Portes du Soleil resort that has celebrated its 50th anniversary this year. The ski resort lies harmoniously among the towering Alpine mountains. The architecture of Avoriaz is a perfect example of modernism that was integrated into a rural area.

Maisons et Hôtels Sibuet (www.maisons-hotels-sibuet.com) Sibuet does not offer merely hotel services, but the art of life; the art of vacationing at famous Alpine resorts. While following mandatory traditions and individuality, the hospitality here has achieved the highest level of refined quality. Each hotel is unique, attracting its own guests, who often become life-long friends.

Des Dromonts Avoriaz Hotel re-opened in December 2014 after an extensive renovation. This legendary hotel with the atmosphere of the 1960s was renovated with the use of natural materials that created a very unique style. All 28 rooms and 6 suites are decorated in accordance with the "ski apartment" concept. The Hotel boasts the modern design and the traditional decoration of rooms and public areas.



I. An **exclusive photoshoot** was held at Avoriaz and Sibuet Maisons & Hotels. Photographer: Alexander Batrakov.



II. As a followup to the tour, exclusive promotional **materials** were prepared and published on the **top rated websites**.

A) "Sun gate to the mountains" **overview article** was published in the Travel section of the MAXIM website (www.maximonline.ru). The article provides photographs and video clips on the Avoriaz resort and Hotel Des Dromonts:



Original link:

<http://www.maximonline.ru/guide/promo/article/12498/?tmpp=2c88a5ee6a0071d792e1cb10398b8c81>

Prepared by OOO SKTS © (Travel, Media & Promotion Projects)

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NEXT SEASONS ANNOUNCES: AUSTRIA AND FRANCE

IN FALL AND EARLY WINTER, we traditionally start selecting a ski resort. In the September and October timeframe, all ski resorts start their advertising and information campaigns and, as we're getting closer to wintertime, ski resort news become in huge demand. Glaciers open in late October, while most ski resorts officially open in November or December. It is the time when most skiers open a new winter season. The next stage is internal communication in the audience, when all news and information materials have reached their target audience and heated by the approaching vacation. One of the most important objectives of the *Flying to the Mountains* project is an efficient placement of relevant materials with a due consideration of the audiences' interest peaks for a maximum effect.

PRE-SEASON ANNOUNCEMENTS: October – December 2015

It is no secret that every ski resort is unique in its own way. The journalists have tested several popular ski resorts in various countries and have drafted their own top list for readers. Each project represents a winter guide for travelers.

PRESS TOUR 7: Val d'Isere, France (March)

A legendary ski resort at the Espace Killy for champions and amateurs.



www.valdisere.com



www.hotellesbarmes.com/ru/

**PRESS TOUR 8: Tignes. France (March)**

The most visited skiing resort among mountainous ski areas in France.



www.tignes.net



www.village-montana.com

**PRESS TOUR 9: Sölden, Austria (April)**

The Austrian Sölden is a trendsetter in the area of winter sports and entertainment.



www.soelden.com



www.bergländ-soelden.at



www.austrian.com

This project is an advertising campaign to support the 2015 ski season in select regions, skiing resorts, and hotels. The information and PR materials published on most popular resources will be in rotation during the entire winter season. The project audience exceeds 5mln people.

PRESS TOUR 7: WINTER VACATION IN THE MOUNTAINS, VAL D'ISERE (FRANCE)

VAL D'ISERE is an authentic Alpine village that had existed long before the skiing resorts were built in this area. Celtic tribes lived in Val d'Isere before the Romans came here. Today it is a modern skiing resort located in the Espace Killy. Skiers from all over the world are attracted by the uniqueness of this Savoie city combined with the genuine Alpine hospitality.

Val d'Isere is located 1,850m above the sea level. It is surrounded by the French Vanoise National Park and the Italian Grand Paradiso National Park. The Italian border is only 5km away. Val d'Isere has 90 ski runs, two zones of ice driving in Le Fornet and Grand Motte, and multiple expert difficulty trails. This resort is focusing mostly on experienced skiers. You can easily tell that from a large number of red and black diamonds and the famous Olympic

slopes (in 1992, this ski area hosted the Olympic Downhill races). The season here runs from November to April.

TOUR DATES: March 2015**Project partners:**

Val d'Isere (www.valdisere.com) holds annual World Cup Downhill races, super giant slalom (November-December), and snowboarding. This sport-oriented resort offers various types of sports: cycling, swimming, fishing, hiking in snowshoes, hand gliding and paragliding, snow scooters, and an ice rink.

Val d'Isere is the birthplace of Jean-Claude Killy, the legendary triple Olympic champion, and it is truly a real mecca of skiing. The 1992 Winter Olympics and FIS Alpine World Ski Championships 2009 were held here. Here you can find the fastest cable cars and year-round skiing on glaciers.

Hotel les Barmes de L'Ours (www.hotellesbarmes.com/ru/) is located at the foot of the legendary Face of Belvedere Olympic trail. The hotel is decorated as a genuine Alpine chalet and has a state-of-the-art spa center where after a whole day on the slopes you can rest and dive in the pool under the starry sky, warm up in a sauna or Turkish baths. Les Barmes de L'Ours has three restaurants serving "mountainous" European cuisine. You can order fondue at Coin Savoyard, a steak at La Rotisserie, and anything else from the delicious menu at La Table De L'Ours.



I. At the end of the tour, an **exclusive photoshoot** was performed at the Val d'Isere resort and at les Barmes de L'Ours hotel. Credit: Semen Sych.



PRESS TOUR 8: WINTER VACATIONS IN THE MOUNTAINS, TIGNES (FRANCE)

TIGNES is one of the world's most high-altitude skiing resort (2,100 m above the sea level) made up of several villages of varying altitude, including Tignes-Le-Lac, Val Claret, and Tignes-Les-Boisses (aka Tignes 1800). This resort is located within the Espace Killy skiing area, and the resort altitude makes it possible to ski from November to May. Tignes offers 300km of pistes for all abilities. The elevation difference between the highest glacier peak and the lowest Tignes-Les-Brevières (at 1,500m) is 1,900 m. The PowerAid Air Bag and XXL HalfPipe built as part of Winter X Games are the biggest and fastest in the world. There are also beginners trails with 8 free lifts.

Over the last decade, Tignes has been the number one resort among high-altitude resorts. The winter statistics boasts almost half a million visitors, which means 2.5 mln accommodations. No wonder that Russian skiers have chosen Tignes – it is sports-oriented, entertaining and affordable, just what a winter vacation must look like. Additional bonuses: Russian-speaking instructors in most skiing schools, Russian radio shows on T Tignes, and Russian themed nights at local restaurants.

TOUR DATES: March 2015

Project Partners:

Tignes Ski Resort (www.tignes.net)

Tignes has trails with Bun J Ride for a 30-meter trampoline take-off. Your jump will last 4 seconds of free fall on skis, snowboard, or sledge with a soft landing on Tyrolienne elastic rope. Another entertainment can be winter diving under the ice of Tignes Lake located at 2,100m above the sea level. Tignes is also a musical capital of the Alps, Christmas concerts attract over 25,000 guests. On April 11-14, 2016, Tignes will host the musical festival Live in Tignes by Les Francofolies.

Hotel Village Montana Tignes (www.village-montana.com) is located at the very heart of the resort and is walking distance to the slopes. The hotel has four restaurants, one of which is a well-known local restaurant with a bar called Les Chanterelles. Just like any other typically Alpine hotel Village Montana has a spa center and an open air pool.



I. At the end of the tour, an **exclusive photoshoot** was performed at the Tignes resort and at Village Montana hotel. Credit: Semen Sych.



II. As a followup to the tour, exclusive promotional materials were prepared and published on the top rated websites.

A) "Resorts a la France" article with an overview of French ski resorts in Avoriaz, Tignes, and Val d'Isere, as well as Sibuet hotels, was published in the Lifestyle section of the ELLE website (www.elle.ru):

The screenshot shows a detailed article on the ELLE website. The main headline is "КУРОРТЫ ПО-ФРАНЦУЗСКИ" (Ski resorts in France). The article is divided into sections for Avoriaz, Tignes, and Val d'Isere. Each section includes a photograph of the resort and descriptive text. A sidebar on the right contains "ELLE Экспресс" (ELLE Express) news items, such as "Женщина в белом" (Woman in white) and "Косплейеры: как это работает?". At the bottom, there are social media sharing options, a "Читайте также" (Read also) section with image thumbnails, and a "COMMENTS" section.

Direct link: <http://www.elle.ru/stil-zhizni/puteshestviya/kurortyi-po-frantsuzski/?token=fceb4be8b2e54779b8e53799748935e>

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B) An overview article announcing the 2016 ski season ("Resorts a la France") was published in the Travel section of www.maximonline.ru. The article includes materials from Avoriaz, Tignes, and Val d'Isere:

Оратор	Лайки	Аптеки
Ваня	4	4
Аптеки	4	3
Владимир Поников	4	3
Дмитрий Савинов	3	2

Original link:

<http://www.maximonline.ru/guide/promo/article/13921/?tmpp=e57f7ea23f3d84731f6f37c25117e59e>

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III. Based on the results of the press tour, articles were published in printed media of a total volume of 5 pages.

The 12/2015 issue of **Krasota I Zdorovye [Beauty and Health] magazine** published a 1-page article with an overview of ski resorts:



An article also has been published on the **web-portal of Beauty and Health magazine** (www.kiz.ru) and mobile version as well as on iPad digital platform.



10.09.2015 - Анонсы горнолыжных направлений сезона

Сезон – традиционное время выбора места для зимней поездки в горы. В сентябре-октябре приходят все анонсы новых направлений и информация о ски-курортах. В этот период проводятся семинары, вебинары и лекции, это время, когда специалисты рассказывают о новых местах, где можно провести свой отпуск. Мы предлагаем вам ознакомиться с анонсами новых направлений, которые мы подготовили специально для вас.

Горнолыжный курорт **Альпика** (www.alpika.ru) находится на юго-востоке от Москвы. Это идеальный вариант для тех, кто хочет отдохнуть в горах недалеко от столицы. Альпика предлагает все условия для комфортного отдыха: развитая инфраструктура, современные подъемники, уютные отели и рестораны. Здесь вы сможете насладиться прекрасными видами на долину и горы.

Горнолыжный курорт **Вальдгейм** (www.waldgeim.ru) расположен в долине Альп. Это идеальное место для любителей спокойного отдыха и любителей активного отдыха. Вальдгейм предлагает все условия для комфортного отдыха: развитая инфраструктура, современные подъемники, уютные отели и рестораны. Здесь вы сможете насладиться прекрасными видами на долину и горы.

Горнолыжный курорт **Тинь** (www.tin.ru) находится в долине Альп. Это идеальное место для любителей спокойного отдыха и любителей активного отдыха. Тинь предлагает все условия для комфортного отдыха: развитая инфраструктура, современные подъемники, уютные отели и рестораны. Здесь вы сможете насладиться прекрасными видами на долину и горы.

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14.10.2015 - Винный вечер «Вина Франции. Регион Рона-Альпы»

Вино – это не просто напиток, это искусство. Вино – это история, это культура, это традиция. Вино – это то, что объединяет людей. Вино – это то, что делает жизнь прекраснее. Вино – это то, что делает нас людьми.

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06.11.2015 - Финляндия остается традиционным новогодним направлением

Новый Год – это время, когда мы собираемся вместе. Новый Год – это время, когда мы забываем о проблемах и наслаждаемся жизнью. Новый Год – это время, когда мы делаем новые планы и начинаем новую жизнь.

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21.12.2015 - Новый отель Sibuet открывается на курорте Флан

Новый отель Sibuet – это идеальное место для любителей спокойного отдыха и любителей активного отдыха. Sibuet предлагает все условия для комфортного отдыха: развитая инфраструктура, современные подъемники, уютные отели и рестораны. Здесь вы сможете насладиться прекрасными видами на долину и горы.

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10.12.2015 - Итоговый отчет по проекту «Улетаем в Горы» 2015

Проект «Улетаем в Горы» 2015 – это проект, который помог нам узнать много нового о горнолыжных направлениях. Проект «Улетаем в Горы» 2015 – это проект, который помог нам узнать много нового о горнолыжных направлениях.

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30.11.2015 - Альпийские отели Sibuet открывают зимний сезон

Альпийские отели Sibuet – это идеальное место для любителей спокойного отдыха и любителей активного отдыха. Sibuet предлагает все условия для комфортного отдыха: развитая инфраструктура, современные подъемники, уютные отели и рестораны. Здесь вы сможете насладиться прекрасными видами на долину и горы.

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