



The Chamonix-Mont-Blanc Valley Tourist Office is launching an engaging and collaborative initiative “Limit your footprint, unleash your emotions”, an eco-responsible contest designed in partnership with the Compagnie des Guides de Chamonix, the Compagnie du Mont-Blanc, and the communication agency Night Session. This initiative is designed to encourage new ways of travelling while highlighting the destination’s commitments to sustainability.

## A pragmatic response to environmental challenges

The Chamonix-Mont-Blanc Valley has made sustainability a core pillar of its tourism strategy. Awarded the Flocon Vert label, the destination is working hand in hand with its historic partners to co-create a more mindful and inspiring type of stay.

As a historic partner, the Compagnie des Guides de Chamonix has always promoted respectful and sustainable mountain practices. By diversifying its activities and raising client awareness, it encourages a more thoughtful approach to high-altitude activities.

The Compagnie du Mont-Blanc also acts daily.

As a “Purpose-Driven Company,” certified ISO 14001 and 50001, it has made carbon reduction a key part of its environmental strategy. In just three years, it has reduced its greenhouse gas emissions (scopes 1 & 2) by 53%, by combining several measures including the widespread use of HVO100 for its piste groomers, implementing an energy sobriety plan, and electrifying more than half of its vehicle fleet.

Acknowledging that visitor mobility is a major challenge, the CMB invests €3 million each year in the valley’s bus network and offers free access to the Mont-Blanc Express train (Le Fayet–Vallorcine) for Mont-Blanc Unlimited pass holders, encouraging low-impact transport.



**“With this initiative, we want to prove that safeguarding our valley’s biodiversity and enhancing its tourist appeal are not contradictory, but can reinforce each other. It’s about telling and experiencing the Chamonix-Mont-Blanc Valley in a more sustainable and inspiring way while continuing to be an experimental lab for the future of Alpine tourism.”**

*Nicolas Durochat, Director, Chamonix-Mont-Blanc Valley Tourist Office*

## An inspiring and committed contest

More than just a game, “Limit your footprint, unleash your emotions” is a digital platform inviting each participant to design their own stay in the valley by selecting:

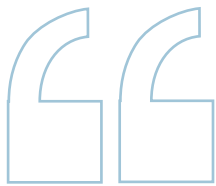
- a low-impact mode of transport,
- eco-responsible accommodation,
- up to three nature-based and low-carbon activities.

Today, mobility accounts for the largest contributor to a trip's carbon emissions. This campaign is about changing habits by promoting cleaner alternatives\_ from trains to low-impact-transport\_ instead of planes or petrol cars.

In this context, the Chamonix-Mont-Blanc Valley Tourist Office is promoting a sustainable mindset from the very start of a journey, by raising travellers' awareness of the crucial issues linked to transport. This message, in line with the conclusions of the carbon audits of tourist destinations, is designed to be positive, unifying, and without causing guilt: travelling differently is not about giving up; it is about discovering and experiencing differently.

With a central railway station, the Mont-Blanc Express train line (Servoz–Vallorcine), free shuttle services, and cycle paths, Chamonix already makes car-free travel easier.

This initiative delivers a strong message, backed by transparent communication and an engaging, playful mechanism: low-carbon mobility should become the reference mode of access to the valley.

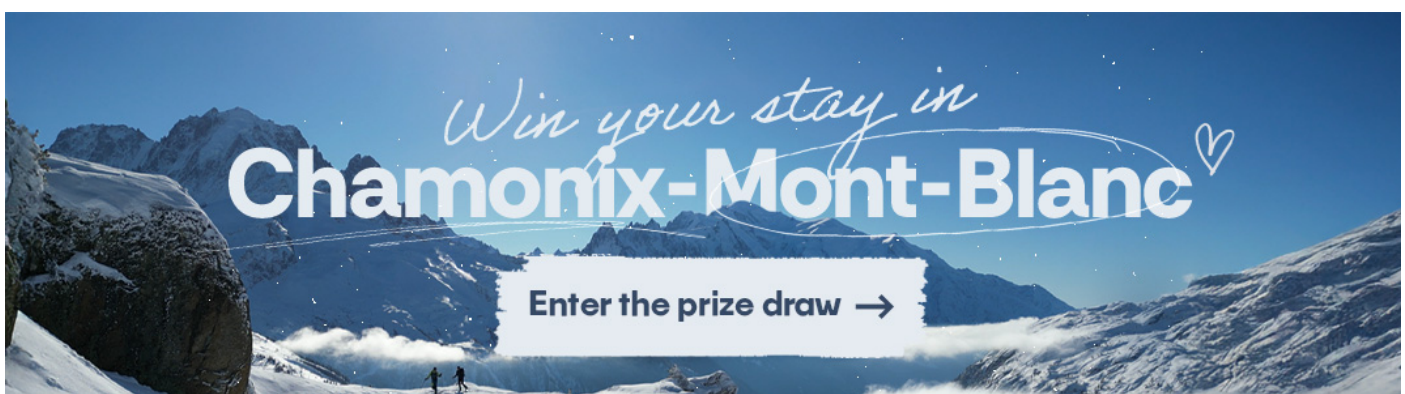


**“Visitor travel accounts for more than 90% of our carbon footprint. This contest reflects our ambition to make low-carbon mobility a key driver in achieving our climate goals, aligned with the Paris Agreement.”**

*Mathieu Dechavanne, CEO Compagnie du Mont-Blanc*

Transparency is at the heart of the project: from sharing the carbon footprint of the proposed stays to implementation costs, CRM mechanics, communication channels used, and even participation results. Everything will be made accessible, serving as a living study.

This transparency is not just a promise of sincerity; it's a way to assess the real impact of actions and to inspire other territories. In a sector still too often dominated by commercial approaches, **this initiative embraces a culture of open and constructive experimentation. It reflects a collective ambition: to learn together, to share insights, and to inform future strategies for low-carbon alpine tourism.**





## A living, inspiring mountain revealed through authentic experience

Far from clichés and mass tourism, this campaign showcases a different relationship with the mountain – based on respect, emotion, and discovery.

Among the activities on offer\*:

- **ski touring,**
- **ice climbing**
- **glacier hiking,**
- **snowshoeing,**
- **and the legendary Vallée Blanche off-piste glacier descent.**

These experiences are all rooted in the natural rhythm of the mountains and their seasons. They connect travellers with the natural spaces of the Chamonix-Mont-Blanc Valley and raise their awareness of conservation messages. Other slower-paced experiences include:

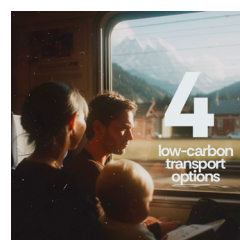
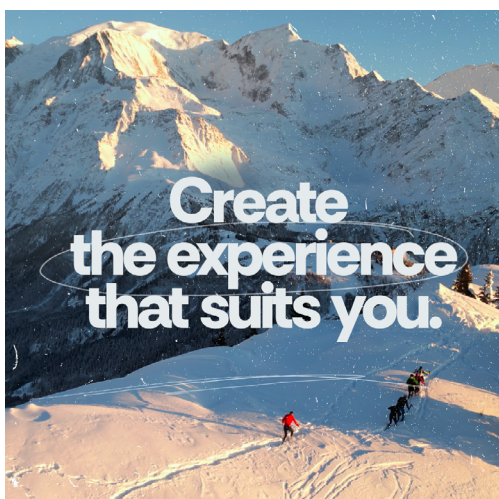
- **discovering the work of crystal hunters,**
- **a glacier exploration,**
- **an authentic immersion on a farm,**
- **an avalanche workshops,**
- **Wildlife observation,**
- **and a guided tour of the Aiguille du Midi.**

*\*Participants may choose a maximum of 3 activities.*



**Every kilogram of carbon released into the atmosphere causes 15 kilograms of ice to melt. Our mountains are changing rapidly, and they call on us to act decisively. Raising awareness about transport and our environmental impact is essential to building tomorrow's tourism.**

*Daniel Rodrigues, Director, Compagnie des Guides de Chamonix*



## A taste of local, responsible gastronomy

In line with the contest's spirit, gastronomy is a key part of the experience. The winners will enjoy four dinners in local establishments committed to sustainability, with a focus on :

- **locavore cuisine, with seasonal and locally sourced ingredients;**
- **supporting regional farming and food producers,**
- **waste reduction through composting and responsible practices.**

## Contest details:

The prize is a 5-day / 4-night\* eco-responsible stay for two people in the Chamonix-Mont-Blanc Valley, including:

- **round-trip transportation,**
- **eco-certified accommodation,**
- **up to three selected activities,**
- **four sustainable dinners.**

\*Travel dates are flexible between January 1 and April 1, 2026 (excluding French school holidays).

**On October 15, 2025, the Chamonix-Mont-Blanc Valley Tourist Office will hold the prize draw and award the stay to the winner\*!**

**The strongest emotions are the ones we share,  
the winner will enjoy this incredible experience with a guest of their choice**

More information

<https://en.chamonix.com/limitez-votre-empreinte-liberez-vos-emotions>

URL contest

<https://newsletters.chamonix.com/zn/limityourfootprint>