

charta



history

nature



mountain



influencers

adventure



destination



culture

environment



Chamonix

sport

CHAMONIX-MONT-BLANC

passion

Mont-Blanc

SERVOZ - LES HOUCHES - CHAMONIX-MONT-BLANC - ARGENTIÈRE - VALLORCINE

WHO ARE WE ?



WRITING HISTORY FOR OVER 250 YEARS

Birthplace of alpinism, the Chamonix Mont-Blanc Valley has been writing mountain history since the beginnings of tourism in 1741.

Through the identity of 5 villages (Servoz, Les Houches, Chamonix, Argentière et Vallorcine) (re)discover the multiple facets of this unique valley.



THE PILLARS OF THE IDENTITY CHAMONIX MONT-BLANC

Captivating nature
A place where nature is of an intensity beyond measure.

An extraordinary history
A never-ending story between mountains and people.

A vibrant capital
The epicenter of mountain culture.



OUR SOCIAL NETWORKS IN FIGURES

Facebook
225 215
Community (April 2023)
6,8 Millions
Page covers

Instagram
190 918
Community (April 2023)
2,2 Millions
Page covers

OUR SIGNATURE OPEN THE WAY

At the foot of Mont Blanc, 4810m, the highest peak of Western Europe, the Chamonix Mont-Blanc Valley is a temple of the mountain tourism.

In the face of such sacralized landscapes, we must be both humble and audacious. This birthplace of legends and exploits is worthy of absolute respect, whilst inspiring the pioneering spirit. Impelled to the heights by its needles and summits, bordered by rivers and glaciers, this exceptional environment calls for a high sense of responsibility.



INFLUENCERS' CHARTA*

INFLUENCERS KEY INFLUENCERS OF INTEREST TO US

Today, the reputation of the Chamonix Valley is far-reaching. In addition to inspirational content, we wish to relate the stories which have made, make and will make the identity of the Chamonix valley, via the following axes:

- Nature
- Sport
- Culture & heritage



NATURE

Discovery of local wildlife and flora, raising awareness to this fragile ecosystem that must be protected.

- Good practices to adopt in our mountain environment, living harmoniously and with minimal impact,
- Raising awareness to the effects of climate change,
- The Chamonix valley, sustainable mountain destination.

<https://en.chamonix.com/la-vallee/destination-montagne-durable>



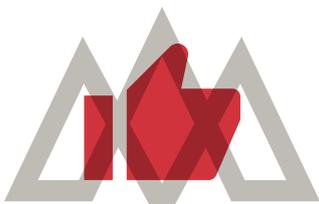
SPORT

An amazing playground to be consumed with moderation. Whatever one's approach and level of commitment, the Chamonix valley offers everyone an opportunity to live their personal adventure.



CULTURE & HERITAGE

Alpine, scientific, architectural, artistic, musical, literary, audiovisual...
The Chamonix Valley has also been a place that inspires. Much more than a ski resort, Chamonix is a mountain capital, full of authentic personalities who are the soul of this cosmopolitan place.



An influencer is a "person who, due to their popularity and expertise in a given field, is capable of influencing the consumer practices of Internet users through the ideas they disseminate" (source Larousse). For us, the influencer is also a content creator who combines creativity and analytical skills to relate their experience, with authenticity and objectivity, to a specific audience.