

OLIVIER GREBER ELECTED PRESIDENT OF THE CHAMONIX-MONT-BLANC VALLEY TOURIST OFFICE

A new chapter to strengthen collaboration between local authorities, tourism professionals and the valley's historic institutions

Chamonix-Mont-Blanc, 29 June 2026

At its meeting on **25 June 2026**, the newly appointed Management Committee of the **Chamonix-Mont-Blanc Valley Tourist Office** (covering the municipalities of **Servoz, Les Houches, Chamonix and Vallorcine**) elected **Olivier Greber** as President of the association.

President of the **Compagnie des Guides de Chamonix** and a widely respected figure within the local mountain community, Olivier Greber succeeds the previous leadership with the ambition of building on the work already accomplished while opening a new chapter in the governance of tourism across the valley.

His election reflects a collective vision supported by the **Communauté de Communes de la Vallée de Chamonix-Mont-Blanc**, with the objective of strengthening cooperation between local authorities, tourism professionals and the valley's long-established institutions.

According to **François-Xavier Laffin**, President of the **Communauté de Communes de la Vallée de Chamonix-Mont-Blanc**, this appointment fully embodies the shared ambition to bring together the valley's key stakeholders in order to address tomorrow's challenges collectively: developing high-quality tourism that respects both residents' quality of life and the natural environment, adapting visitor flows and destination capacity, and modernising the governance of the Tourist Office.

"This election perfectly reflects our commitment to bringing together the valley's historic institutions. In light of the challenges ahead, we need a dynamic Tourist Office that serves as a genuine platform for dialogue between local authorities and tourism professionals, supporting a shared vision for the future of tourism," said François-Xavier Laffin.

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Paul Coquoz, Chair of the meeting and long-serving Treasurer of the Tourist Office, also emphasised the importance of strategic continuity, highlighting the need to maintain the policies already adopted to preserve the valley's natural environment—an essential foundation of both its identity and its attractiveness.

In his first address, Olivier Greber underlined the President's key role: setting a clear direction, encouraging dialogue and creating the conditions for a more agile, open and collaborative governance model. He intends to launch an organisational reform in the near future to facilitate discussions on the tourism policies that will shape the valley over the coming years.

"The President's role is to provide clear direction for the organisation. I want the Tourist Office to become an even more open and agile forum for dialogue, bringing together local authorities, tourism professionals and the valley's historic institutions. We must continue to promote the Chamonix-Mont-Blanc brand while preserving the balance across our communities and protecting the quality of life of those who live here," said Olivier Greber.

This new presidency will continue the efforts already undertaken to strengthen the **Chamonix-Mont-Blanc** brand, maintain a balanced development across the valley's different villages, and promote a tourism model that respects natural resources, local residents and visitors' expectations.

Olivier Greber will be supported in this mission by the valley's four mayors, who will serve as Vice Presidents, together with the other members of the Executive Board representing the territory's main economic sectors, including ski lift operators, hotels and restaurants, retail businesses and social tourism organisations.

Through this renewed governance, the **Chamonix-Mont-Blanc Valley Tourist Office** aims to reinforce its role as a collective tool serving the entire destination: a place for coordination, strategic thinking and action, supporting the transition towards a sustainable tourism model, preserving the destination's international appeal and building a balanced, responsible and shared future.

About Olivier Greber

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A highly respected figure in the Chamonix mountain community, Olivier Greber was born in the **Guebwiller Valley**, in the Alsace region of France. He arrived in Chamonix in **1980** while completing his military service and chose to make the valley his home.

A qualified **UIAGM mountain guide** since **1989**, he continues to practise as a guide with the **Compagnie des Guides de Chamonix**.

As President of this historic institution—one of the oldest and most iconic mountain guide associations in the world—he was re-elected in **December 2024** for a further three-year term.

His career combines extensive field experience, an in-depth understanding of mountaineering issues, and a forward-looking vision that takes into account changing outdoor practices, evolving visitor expectations and the environmental transitions affecting mountain destinations.

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