



PRESS KIT

2019

IN FIGURES

SERRE-PONÇON
37.4% OF SUMMER
TOURISM IN THE
HAUTE-ALPES

10% OF ANNUAL
TOURISM INCOME
FROM THE
DEPARTMENT



850
BUSINESSES

5 000
EMPLOYEES

210 M€
REVENUE

1100 BERTHS

3 SERVICE STATIONS

10 PUBLIC PORTS AND
DOCKS 3 PRIVATE DOCKS

90 KM OF LAKESHORE

9 BEACHES
«BLUE PAVILION «
ONLY LAKE CER-
TIFIED IN FRANCE
«CLEAN PORTS «



66,977 TOURIST
BEDS OR 17% OF
TOURIST BEDS

941 491 (+ 4.1%)
OVERNIGHT STAYS
IN 2018 (SUMMER)



Beginning of the development : 1955

Beginning of construction of the reservoir :
november 16, 1959

Completion of the works : 1961

Average annual electricity production :
700GWh

GWh1.2 billion m3 of water (320 000 Olympic
swimming pools)

An area of 2800 hectares (1555 football fields)
20km long and 3 km de large wide at its
maximum.

The Dam, a whole History

a whole History The floods of 1843 and 1856 and later the summer droughts, in particular those of 1895, are at the origin of the first projects of the dam on the Durance. Two whole villages were razed before 1959 the water gently flooded the valley.

Today, the lake is part of the landscape, the displaced populations are forgotten, and the lake has become a major territorial asset.

The largest reservoir of water in France, Serre-Ponçon is the reference site for multi-use water management (energy production, “water tower” of Provence with 200 million cubic meters dedicated to agriculture, drinking water supply, nautical and tourist activities, territory and flood management ...).





SUMMARY

What's New	p.04
Focus : Summer Trends	p.06
Environnement	p.08
Cycling	p.10
Events	p.12
Local products	p.14

What's New



Serre-Ponçon Lake acquires a harbor master's office

The Harbor of Lake Serre-Ponçon is the «head of the bow» of the development strategy initiated several years ago. It will diversify the range of water sports on the large alpine lake. The Harbor Master's Office is the technical management center for the entire lake, which offers nautical services such as a launch ramp with a harbor dock, a fairing area, a dry dock and a pontoon gas station.



The project is made up of five functional units :

- Reception areas for the public (exhibition area, promotion / marketing area) which are intended to send visitors to the cultural and tourist network of the territory ;
- A clubhouse with quality catering open to all ;
- Technical spaces (workshops, storage, garages), dedicated to the nautical and tourism management of Lake Serre-Ponçon ;
- The offices of the Lake Development Joint Union (administrative headquarters) ;
- Outdoor spaces (near and surrounding), including a boat launching ramp/ dock, providing nautical services on the eastern part of the reservoir on tidal beaches to guarantee qualitative activity over a minimum period of 6 months.

The € 4.125 million project is expected to be delivered in spring 2019. 2019.

The Serre-Ponçon Tourist Office relocates on the lake The Serre-Ponçon

Tourist Office has begun a profound change in its welcome policy. In addition to its various tourist reception offices and in response to changes in tourist behavior, the Tourist Office now travels to meet visitors wherever they are.

In 2018, the first stage of this initiative resulted in the acquisition of a tourist welcome vehicle that travels on the territory in accordance with news and festivals or points of interest, like a food truck! Markets, concerts, beaches and trailheads of the most famous hikes are therefore new meeting points to inform and advise holidaymakers.

In 2019, the Serre-Ponçon Tourist Office innovated and acquired a tourist boat to meet boaters but also to offer original tourist services such as intimate concerts in the heart of the most beautiful coves of the lake. The boat will embark a dozen people onboard and can dock easily on all the banks of the lake. It will also be used during major events and for destination press receptions.



The Alpine Club of Serre-Ponçon is acquiring a 9m50 sailboat

The sailing school based on the northern end of Serre-Ponçon straddles the lake and the Embrun lagoon offering a wide range of activities to its customers. To complete the offer but also to provide a more educational and contemplative perspective of boating, the NAC as it is called here is building a beautiful boat of about ten meters long in Finistère. It will cross France, from West to East in spring 2019 to get into the water on the lake and teach sailing but is especially ideal to provide visitors with beautiful lake rides.



FOCUS : the summer trends

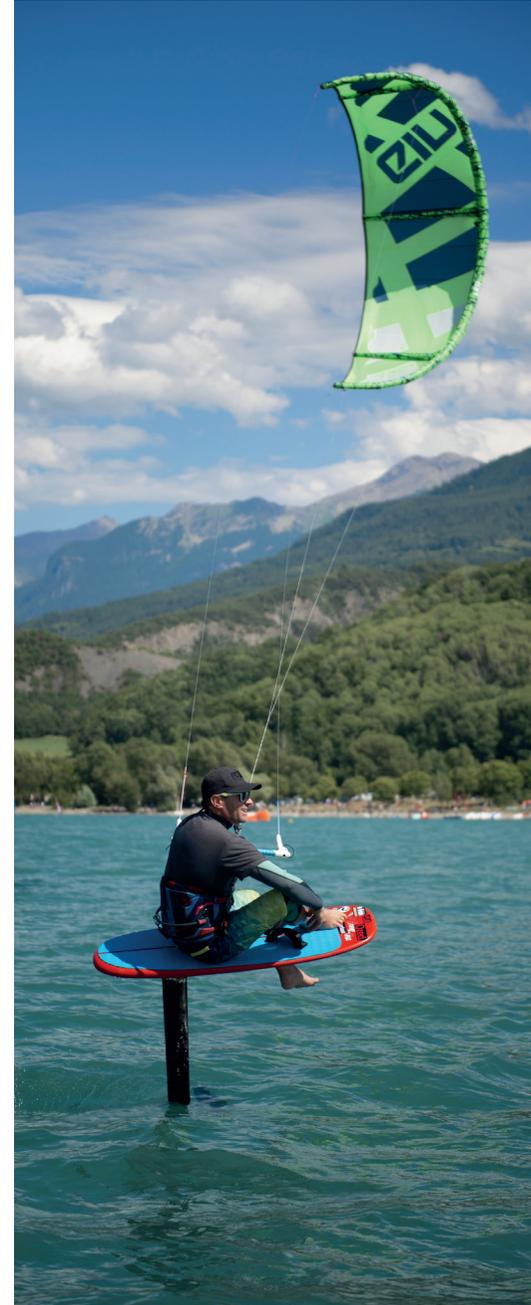
Serre-Ponçon thermals and foils, a beautiful love story



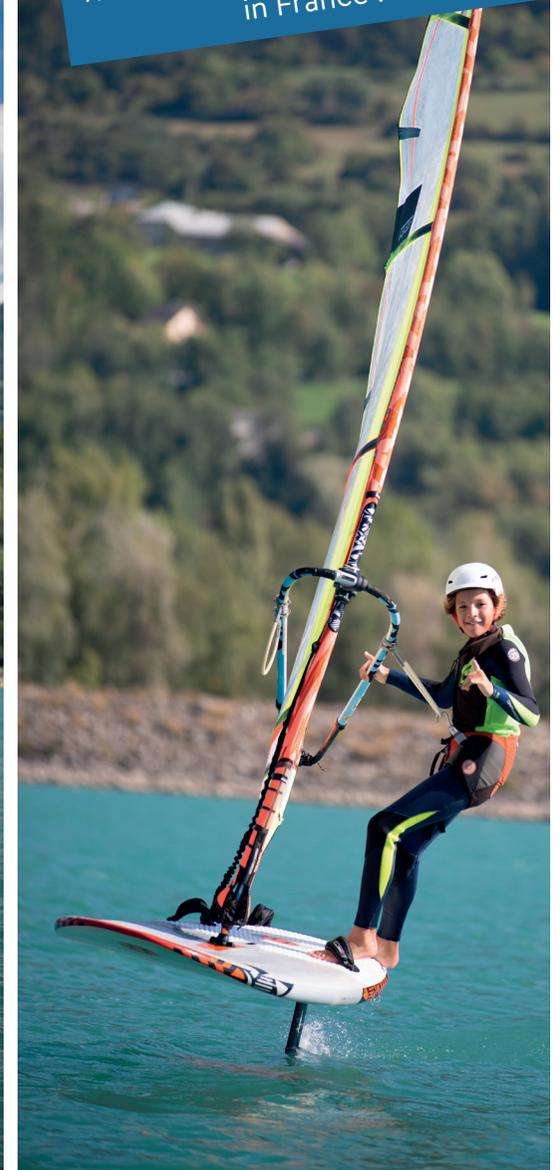
A foil is a float that is placed under a kitesurf board, wakeboard, or windsurf board that allows the board to «levitate» above the water, offering a unique and incredible sensation sought by all riders.

In Serre-Ponçon, the foil finds an ideal playground thanks to its gentle water and moderate but almost daily breezes (the foil makes it possible to take advantage of «low» wind speeds).

Indeed, the mountains encircling the lake and the thermal amplitudes between the beautiful days and the cool night favor stable and regular thermal breezes from mid-day and until the end of the afternoon. Whatever the conditions, the foilers are always the first ones to the water!!!



**Windfoil Serre-Ponçon
29-30 June 2019**
The biggest gathering of Windfoils
in France !!

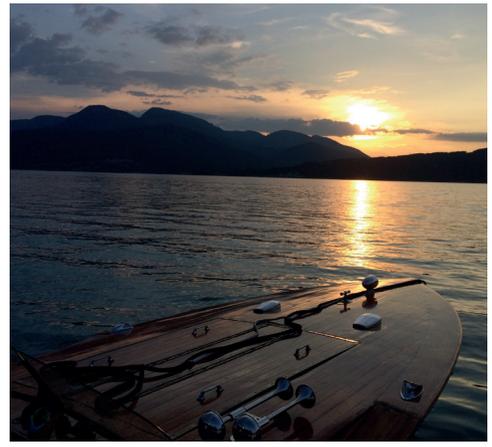




Perfect relaxation : the "apérolac" at sunset

The end of the day on Serre-Ponçon is always special. The East-West profile of the lake offers exceptional light and views of the setting sun. It's a perfect time to relax with friends and enjoy regional products in an original setting ... On the water!!! There are many ways to enjoy it; paddling for example, after a trip pulled by a boat to reach a wild isolated cove. After enjoying the moment (in moderation), the return is an easy paddle with the breeze at your back; it seems like the lake is flowing downstream! For a slightly more festive version with friends, the apéritif boat is equipped with speakers and can accommodate a dozen people, promising unforgettable moments. For the aesthetically indulgent, the Venetian boat would be privileged for a more intimate atmosphere ...

www.serreponcon-tourisme.com



Focus on activities

All boat licenses (coastal, river, offshore and limited radiotelephone operator's certificate), boat rental (with or without license), ultralight / seaplane, pedal boat, water park, giant bubble, water skiing, wakeboarding , towed buoys, jet skiing, sea kayaking, rowing, windsurfing, kite surfing, paddle boarding, leisure fishing ...

Culture and heritage (Embrun archiepiscopal city, Boscodon abbey in Crots, Museoscope in Rousset, cultural center «The twentieth» in Savines -Le-Lac, House of water and energies in Rousset), lake (Embrun) etc ...

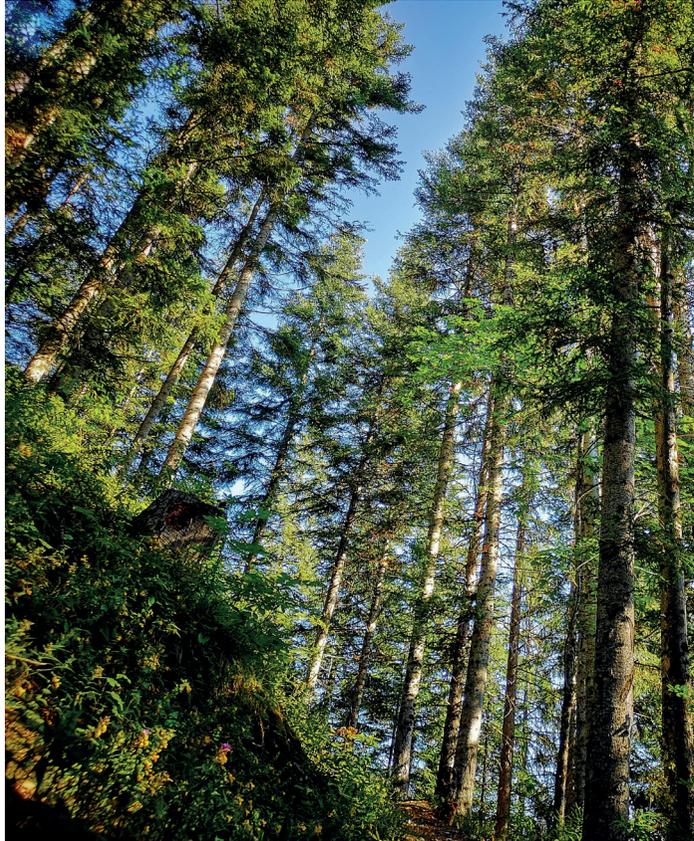


ENVIRONMENT

La ripisylve du Liou : à la découverte de la forêt noyée de Serre-Ponçon

At the northern end of the lake there is a little known place. The Liou wetland is exceptionally diverse. Populated by trees with mangrove-like aerial roots, it is also a migration point for many species of birds. It is in some ways the little Camargue of Serre-Ponçon! Long ignored and threatened by destructive activities, SMADESEP, the Serre-Ponçon Joint Development and Development Association decided to develop this site by installing a discovery trail perched on stilts over the water to allow exploration of this unusual landscape. This route will also serve as an observation post for experienced naturalists.





About ten kilometers of soft mobility around the lake thanks to a footbridge

A new footbridge crosses the Durance at Embrun and is reserved for soft mobility uses. Located at the exact location of an old bridge which was bombed by the allies during the Second World War (and of which there was only the central pillar left as a witness), it is now possible to connect several emblematic sites to one another. The Roc d'Embrun and its protected plain are very popular with walkers and are connected to the Embrun lagoon at the end of the lake of Serre-Ponçon (which can also be toured by a dedicated trail). The footbridge of Clapière will connect this area with the Liou wetlands and the dike of the lake to reach the beaches of Garenne in Crots. The old pillar was kept under the bridge for its historical significance but also for the rapids it creates in the Durance to the delight of kayakers and rafters.



Floating islands to preserve the biodiversity of the lake

Because of its hydro-electric exploitation, the lake of Serre-Ponçon is subjected to important variations of water heights exceeding thirty meters. This phenomenon, known as tidal range, prevents the development of underwater flora at the edge of shorelines; habitats which are necessary for the reproduction of certain species of fish such as pike.

After 2 years of research and development, these floating rafts have been installed on the lake. This is a worldwide first supported by EDF and the Union for Development of Serre-Ponçon Lake.

The surface of these islets will be vegetated for better landscape integration but also specifically to allow growth of ecosystems favorable to local fauna especially migratory birds which cross the region every year.

Boscodon, an exceptional forest

The forest of Boscodon, overlooking the lake of Serre-ponçon, is an emblematic forest of the Hautes-Alpes. Considered by the National Forest Office as one of the purest places in France, it has just been labeled «Forêt d'exception» (Exceptional Forest) and joined a network of fifteen forests across France selected for their exemplary character in terms of shared-usage and sustainable development.



Embrun, Tour stage city for the 6th time



On July 25 the town of Embrun will be the start of the 18th stage of the Tour de France, first of 3 days alpinas that will conclude the Tour before the finish on the Champs Elysées. The climbers will have the opportunity to show their abilities in high mountain on this first big alpine stage, where they will have to climb three times beyond the 2,000 meter mark altitude... A rarity on a stage of the Tour de France. In this case, the triptych is composed of ascents Pass of Vars, Izoard and Galibier !



Enduro World Series debut at Les Orres in 2019



After hosting for 5 years the French Enduro Series and the European Enduro Series in 2018, Les Orres resort has been selected to organize the 5th round of the 2019 Enduro World Series to be held from July 5th through 7th 2019. The Enduro World Series (EWS) is an innovative race that combines competition, adventure, exploration and thrills. It brings together the best enduro riders in the world. Pros, amateurs, women and men; in total, there will be more than 400 competitors from more than 40 different nationalities. In 5 years, the Enduro World Series has become a real global phenomenon with an average audience of more than 4,000 visitors from all over the planet. This event is now known and recognized as the international event of Enduro MTB, thanks to its spectacular routes, famous destinations (Whistler Canada, Northstar California...), and the presence of the top pro riders and worldwide brands

The bike parks of Serre-Ponçon are on top !

The Orres ski resort is one of the largest showrooms for mountain biking in France with its Bike Park (created in 2004), ranked in the Top 5 of French Bike Parks and the first in the Southern Alps. Today its fame transcends borders. 13 downhill slopes and 2 enduro routes (27km of signposted and secured trails in total) host 14,000 mountain bike days and 182,000 mountain bike passes each summer. With the new six-seater detachable chairlift Pic Vert, the Bike Park expands in 2019 with new routes: A blue downhill trail and two new enduro routes, one black and one red.

On the other side of the lake, the resort of Réallon continues its development by calling on the renowned shapers of the Evo Bike Park in Digne; the first bike park open all year and recognized for the quality of its routes. Réallon already proposes a red run overlooking Serre-Ponçon, a blue trail, a green trail as well as a red enduro route and another easier green one. The new trail will be inaugurated at the Outdoor Mix Festival from 7th to 10th June 2019 for the return of the downhill mountain bike in this outdoor sports event.



THE EVENTS

**Outdoor Mix Festival: from
07 to 10 June 2019**



7th edition of this essential event for outdoor enthusiasts. On the program, four days of sports shows and outdoor concerts with lake Serre-Ponçon for decoration.

400 athletes and 7000 festival-goers and more than 20000 visitors are expected around this gathering of outdoor sports (climbing, paragliding, slackline, kayak, longboard, skateboard, yoga, mountain biking ...) in exceptional locations.

www.outdoormixfestival.com

**The "Faites du Lac!" (Make the Lake) :
June 15, 2019**



Traditional launch of the nautical season on Lake Serre-Ponçon. The opportunity to enjoy for free all water activities with Serre-Ponçon businesses.

Every year, a new location. The next edition will take place in Saint-Vincent-les-Forts (Ubaye City - Serre-Ponçon) on the Ubaye branch of the lake.

www.serreponcon-tourisme.com

**Swimrunman :
June 30th, 2019**



The Swimrunman, a sporting competition in the heart of nature combining running and swimming, has a new stage on its calendar and will run its courses around Embrun and in Lake Serre-Ponçon. Swimming takes place in the «open water» of Lake Serre-Ponçon, and the running is similar to trail running since it takes place on dirt paths. The participants will be able to compete on a course of 10km in sprint format, a « classic » format of 22km and a long distance of 38km.

www.swimrunman.fr

Parcours des Fées (Trail of the Fairies) : July August



10th edition of this artistic course on a hiking trail promises once again to meet a great success. Nearly twenty original works created on the spot by international artists are to be discovered along an easy trail leading to the Razis waterfall. The Trail of the Fairies also features the shepherd's hut and the cube cabin, 2 works of livable art for unforgettable nights in the mountains and under the stars thanks to their transparent roofs. Nearly 15,000 visitors have traveled this artistic path in 2018. This is an anniversary edition that promises to stay imprinted in visitor's memories.

parcours-des-fees.fr

Trad'In Festival : début juillet 2019



10th edition for this festival of World Music which promises once again to move the crowds on the waters of Embrun. No fewer than 4,000 festival-goers are expected this year to enjoy the 3 nights of concerts organized around 3 headliners who will be unveiled in the spring of 2019. No question that the program of this anniversary edition will be a hit !

www.tradinfestival.com

EmbrunMan : August 15, 2019

This XXL triathlon, considered one of the toughest in the world, will start again in Embrun for its 36th edition. The 1,500 participants from 28 different nationalities will compete in a 3.8km swim, followed by a 188km bike ride around the Serre-Ponçon lake and up to the famous Izoard pass, at an altitude of 2,360 meters, finishing with a marathon of 42,195km. The record of the race is held by a Frenchman, Hervé Faure, author in 2013 of a performance in 09h24min08s

www.embrunman.com

18th stage of Tour de France

Embrun - Valloire



5th stop of the des Enduro World Series
in Les Orres

from 5th through the 7th of July 2019

more information on page 10

LOCAL PRODUCTS



Otantic ice cream

Since 2015, the young small business Otantic handcrafts high-end ice creams and sorbets with the support of Gérard Cabiron, Meilleur Ouvrier de France (Best Artisan in France) in the «frozen desserts» category in 2007. Organic with 0% added sugar, at the beginning of the year they won the Transgourmet partnership which allows them to optimize their distribution particularly for restaurant owners around Lake Serre-Ponçon. Outside of the exotic flavors, most of the raw materials used in making the ice cream come from the Hautes-Alpes department (Ecrins spring water and local cream).

www.glacesotantic.fr

The brewery of Serre-Ponçon

Nicolas Garcin and David Allesio brew an organic and 100% local beer that is found all around the lake. Brewed with the spring water of the Ecrins and using organic grains, their range offers a white beer, the Glaci'ale, a blonde, the Caturige (of the same name as the inhabitants of Charges where the brewery is based) and a more full-bodied Amber beer, the Dure à Cuire. The next goal of the brewers is to produce their own hops used in their beer.

www.facebook.com/basp05



Delicatessen Lamorlette

And eight! By winning a silver medal for its traditional dry sausage «Le Barcelo» at the 2018 Agricultural Show, the firm of Lamorlette in the Ile de France confirms its know-how, now with eight titles to their name. The family business founded in 2000 employs about twenty employees. It specializes in the wholesale, partial-wholesale and retail meat trade. All the meats come from local high alpine producers, gathered under the label «Hautes-Alpes, Naturellement».

www.facebook.com/Maison LaMorlette



ACCESS AND SITUATION



Nearest Airports

Marseille, 2 hour drive from Serre-Ponçon

Grenoble, 2 hour 40 minute drive from Serre-Ponçon

Turin (Italy), 2 hour 20 minute drive from Serre-Ponçon



By train

Nearest TGV train stations: Valence, Marseille and Oulx (Italy)

SNCF train stations at Chorges and Embrun, direct trains from Paris and Marseille



By the road

From Grenoble by the National Road 85 (Napoléon road) until Gap then National Road 94 to Embrun.

From Marseille by the A51 motorway to La Saulce, then direction Tallard and Embrun by the National Roads 85 and 94.





Serre-Ponçon

Contact Press Service

Thomas Loos : +33 (0)4 92 43 72 70

+33 (0)6 15 78 79 44

medias@serreponcon-tourisme.com

www.serreponcon-tourisme.com



Serre-Ponçon



#serreponcon

Images available on request.

©**photos** : Office de Tourisme de Serre-Ponçon / Le Naturographe / Aureflex / HC-Photographie / Cabinet Anne Lévy Architecture / Serre-Ponçon Tour / Sud Escapades / Arté / Lionel Macaluso - Alps Epic / Manu Molle / Johan Desma / Philippe Murtas / Serge Sang / Rémi Morel / Brasserie Artisanale de Serre-Ponçon / Otantic / Lamorlette / Pat Domeyne - Agence de Développement des Hautes-Alpes / ASO-Alex Broadway / x

Conception OT Serre-Ponçon / Impression Labouré / Document non contractuel / Ne pas jeter sur la voie publique