

A full-page background image showing three skiers descending a snowy mountain slope. The skier in the foreground is wearing a red suit and a white helmet. The skier in the middle is wearing a blue jacket and a yellow helmet. The skier in the background is wearing a dark suit and a black helmet. They are all leaving tracks in the snow. The sky is clear and blue.

Experience the Mountains

New for
2023

A standardised
customer journey in
all schools

My 'Mountain Adventure' to
discover the mountains in
summer

PRESS KITT OFFER 2022-2023

esf

Edito

With more than 75 years of experience and know-how,
the esf and its 17,000 instructors are committed in offering a strong
and personalised experience to everyone.

**Our services are evolving to adapt to current changes and
challenges and to have better communication with our customers**

With this, everyone will find the esf experience that corresponds to
their expectations, level and desires. Learning and teaching remain
at the heart of the esf services and these will always be shared and
transmitted through every stage of the process. Everyone can then
appreciate and better understand the environment in which they
progress. Our instructors guide their students towards ever greater
autonomy, so that they evolve with maximum safety.

As ambassadors of the mountains
and the territory in which they live all year round, we are alongside
those who want to escape, challenge themselves, surprise
themselves, discover, feed themselves, create memories, share
moments with family or friends and enjoy. We simply want to live!

**Eric Brèche, President of the National Union of
French Ski Instructors/esf**



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Before my stay

I can choose a lesson that suits me

Whether for learning, development or discovery, esf has a course/lesson adapted to my needs. No matter which resort I go to, the lessons are designed to be harmonised so I can find the same offer and follow my progress whatever esf school I choose.

For children, learning can begin from the age of 3 (sometimes earlier if the chosen esf has a nursery or daycare centre). As children progress each year, they gain more confidence and autonomy to discover other disciplines.

In addition to these traditional esf courses/lessons, esf offers a wide range of disciplines to learn the basics or improve in the following:

For Adults 'esf Experiences' offers 3

levels: beginner, intermediate and advanced.

In addition to these traditional alpine skiing lessons that are designed to learn the basics, improve or challenge yourself in alpine skiing, esf offers a wide range of winter sport disciplines, covering all your needs and desires, depending on your development and your abilities.

Esf also offers:

- Snowboarding
- Snowshoe walks
- Cross-country skiing
- Biathlon
- Freestyle

- Ski Touring

- Off-piste (see Snow and Mountain pX).

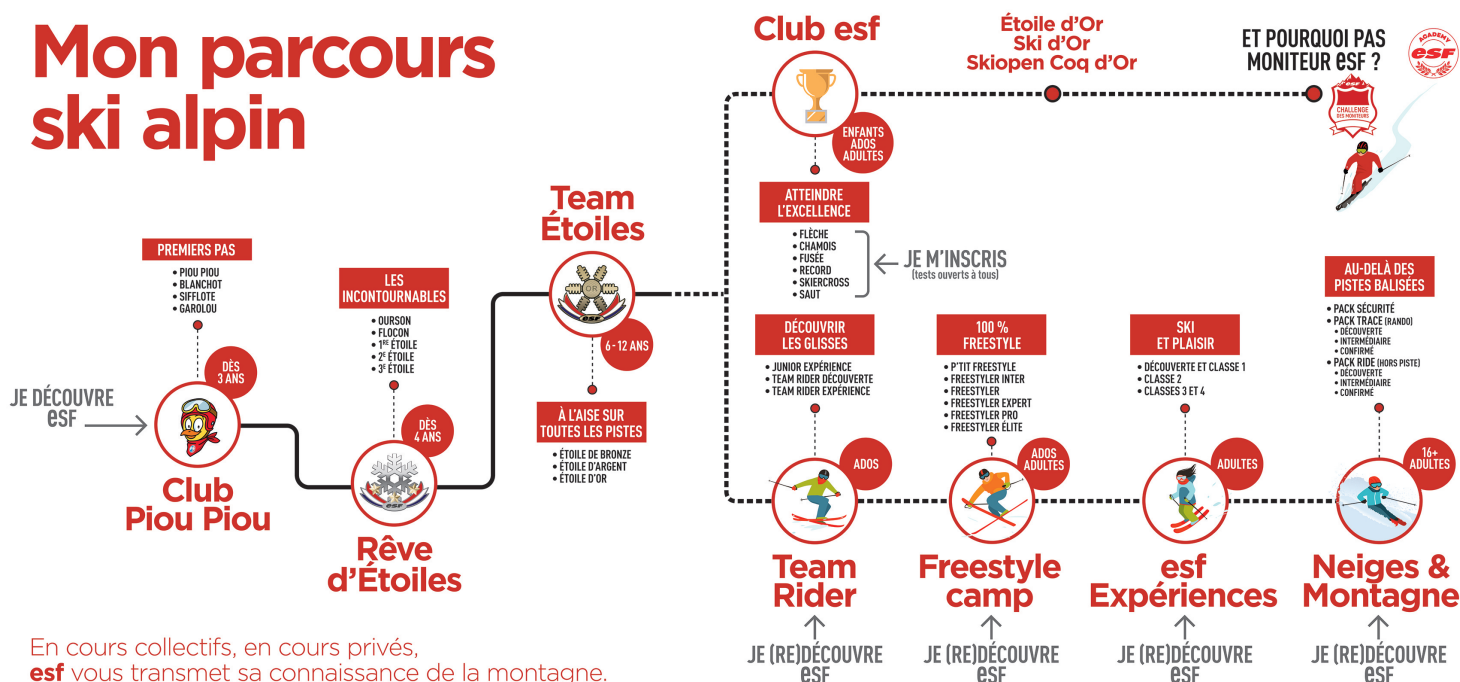
- Assisted Skiing (Disabled Skiing): in pairs or independently, seated or standing, there are many ways to overcome any disability so that everyone, without distinction, can fully enjoy the pleasures of skiing.

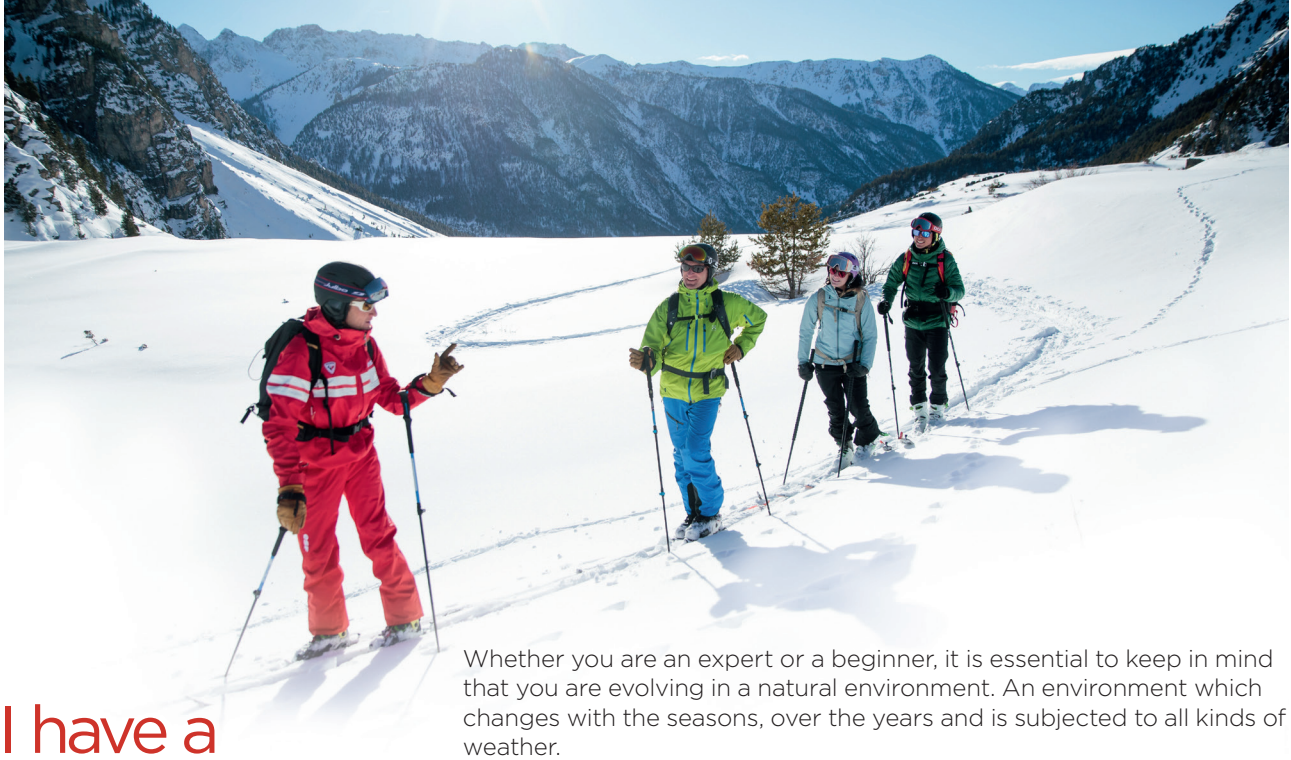
- Or even Telemark and Monoski, the vintage trend that is back in fashion!

Find all the offers available according to the resorts on esf.net or esf-uk.co.uk

3

Mon parcours ski alpin





I have a responsible practice

Whether you are an expert or a beginner, it is essential to keep in mind that you are evolving in a natural environment. An environment which changes with the seasons, over the years and is subjected to all kinds of weather.

Having the right reflexes, developing a sense of observation and remaining humble in the face of this environment are all acquired.

The 'Snow and Mountain' offer allows you to train in basic safety principles but also to obtain more of an advanced knowledge of the mountains according to your level of experience. All helping to reach the objective of living extraordinary experiences.

Security

Learn the Basics of Security

The esf instructor provides training to allow you to be more autonomous and responsible, to understand the equipment specific to off-piste and to learn the basic rules for practicing skiing in an unmarked environment.

- > Group of 8 people maximum, on skis, snowboard or snowshoes.
- > Duration: 2 hours of tool/equipment training or 2 hours of tool/equipment training and 1 hour of skiing.

Ride (Off-piste)

Learn the basic techniques and rules of off-piste skiing.

With the instructor, discover the mountain away from the noise and pisted slopes where you will gain autonomy, familiarise yourself with this specific environment and treat yourself to immaculate ungroomed spaces.

- > Group of 8 people maximum, on skis, snowboard or snowshoes.
- > Duration: 1/2 day or day.

Trace

Dare to go where the ski lifts do not take you. Ski Touring or Snowshoeing in complete serenity.

- > Group of 6 people maximum, on skis, snowboard or snowshoes.
- > Duration: Full day or half-days

Included in all packs: Technique and risk management, rescue and avalanche search. This offer is offered in conjunction with ANENA (National Association for the Study of Snow and Avalanches).

Safety is essential

From an early age safety becomes everyone's business. For the little ones this message is integrated into the learning guide, which checks the knowledge learnt at the end of the course/lesson. Whatever the level, this section 'aptitude for the mountain environment' is presented.



I plan and I organise my mountain trip



In addition, esf has created French Mountain Trip or MSEM (Mon-Sejour-en-Montagne).

'French Mountain Trip' is a unique platform that allows you to have all the essential offers for your stay in the mountains at your fingertips.

From ski lessons, ski lift passes, accommodation, equipment rentals or transport (SNCF, bus, etc), nothing could be easier to book your trip in complete peace of mind in one basket transaction. .



Launched in 2018, FMT is dedicated to the mountains by facilitating the booking of lessons from the 220 French Ski Schools at the same time as the purchase of ski lift passes, rental equipment from more than 400 rental shops and the search and booking of your accommodation.

FMT offers you the guarantee of being able to prepare your stay in advance, without stress and to organise a 100% personalised holiday in your own time.

As well as being convenient in many ways to its visitors, it has also been designed to federate and bring together mountain professionals of both summer and winter alike. All professionals offer or set services and within their own conditions and esf does not receive any commission.

The objective is to facilitate access to the mountains and to support the professionals who work there on a daily basis. This helps to promote the areas and territories while raising customer awareness of responsible and committed tourism through, among other things, a user friendly platform.

To prepare for my holidays in the mountains, I have the option now of <https://www.french-mountain-trip.com/>

Numbers

For the 2021/2022 season, the platform recorded 140,00,000 turnover and 600,000 orders. Mostly French (85%), the clientele also comes from Belgium, England and Switzerland.



During
my stay

6

I learn while having fun

White Challenge

Launched in 2021, the 'White Challenge' is a unique escape game with the objective to address the theme of safety in a fun way. For 30 minutes, on the snow, visitors become special agents of the snowy mountain environment and must prove their knowledge, solve puzzles and face the challenges of the mountain. Find the esf offering the offer on esf.net or esf-uk.co.uk

The Game by esf

The White Challenge echoes its big brother 'The Game by esf' which is an event which brings together each year, over one day, hundreds of team participants who must escape from a ski area by winning and solving sporting events and puzzles to escape from their enemy. Good humour and the challenge to escape makes it possible to approach the importance of safety in relation to the mountains and the protection of the environment. **Enjoy dozens of sporting and intellectual challenges with no mandatory pressure.**

Julien Lizeroux and Ophélie David from the esf team will accompany the teams on the tests!

Post it

For my esf lesson, i will ensure i have :

- Sunscreen in my pocket
- A suitable helmet
- Goggles or sunglasses depending on the weather
- Winter clothing adapted to the weather conditions (thermal underwear, neck warmer, etc.)
- My lift pass, stored on the left side
- A snack

I vibrate to the rythm of the competitions

KID CONTEST BY **esf**

COURCHEVEL 1650
MARCH 18TH 2023

Skiers and snowboarders compete for the title of King and Queen through three events (freeride, skiercross and freestyle).



150
PARTICIPANTS
10 TOT



7

18^{DE} NORDIC SKIERCROSS

L'ALPE D'HUEZ
MARCH 18TH 2023

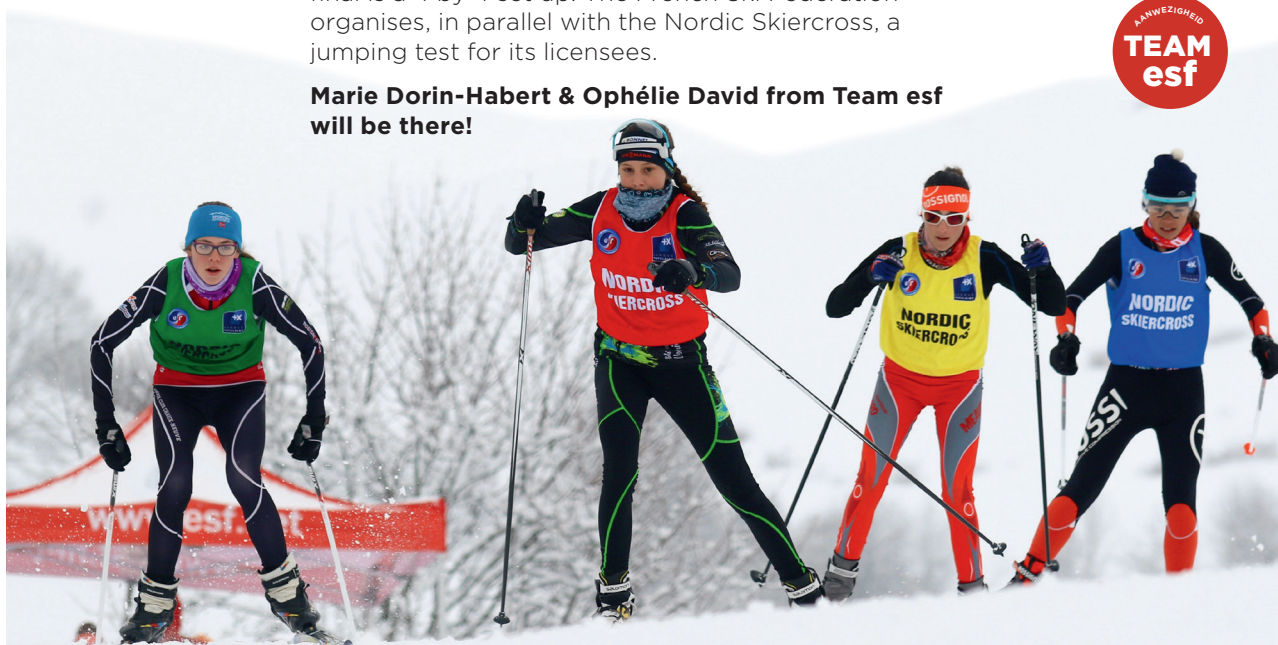


200

200 PARTICIPANTS
OPEN TO GIRLS AND
BOYS. AGE CATEGORIES
DETERMINED BY LEVEL

In series you need to complete a cross-country ski race on a slippery and technical course. Firstly, in an individual qualification time consisting of a biathlon test and a Nordic ski course with a passage to the shooting range with 5 laser rifle targets. The second part and the final is a 4 by 4 set up. The French Ski Federation organises, in parallel with the Nordic Skiercross, a jumping test for its licensees.

Marie Dorin-Habert & Ophélie David from Team esf will be there!



42^{STE} ÉTOILE D'OR

PEISEY VALLANDRY
MARCH 9TH TO 11TH 2023



This is an opportunity for esf students to compete on a national scale. After a qualification event (giant slalom of the Fleche format) followed by the parallel final the best will go on to the final stages of the Ski Open Coq d'Or. This real esf championship has brought out some big names like Marie Marchand-Arvier, former downhiller of the French team and winner of the 1995 edition.

Julien Lizeroux & Jean-Baptiste Grange from Team esf will be there !



900

PARTICIPANTS - YOUNG PEOPLE WITH BIRTH DATES FALLING IN 2008 - 2009 - 2010 - 2011 - 2012 - 2013



27^{STE} SKIOPEN COQ D'OR

MEGÈVE
MARCH 22ND TO 25TH 2023



The only competition that allows esf students and club members to meet! Co-organised by esf and the French Ski Federation, the Skiopen Coq d'Or promotes the spirit of competition and allows young talents to be identified as possible champions. Similar to double world champion in giant slalom Tessa Worley, who is illustrated in 2002.

Marie Dorin-Habert, Ophélie David, Julien Lizeroux & Jean-Baptiste Grange from Team esf will be there !



1500

PARTICIPANTS
YOUNG PEOPLE WITH BIRTH DATES FALLING IN 2008 - 2009 - 2010 - 2011



35^{STE} SKI

SERRE-CHEVALIER APRIL 1ST AND 2ND 2023

young people with birth dates falling in 2007 and before

Format: This competition takes place over two days and includes a two-run slalom (Chamois type) and a parallel slalom final. For 17 years now, the Ski d'or des parents has also allowed the parents of participants in the Étoile d'or or the Ski d'or to compete with each other in a friendly and sporty way.

Jean-Baptiste Grange from Team esf will be there !



600
COMPETITORS

200

200 COMPETITORS FOR THE SKI
D'OR DES PARENTS
YOUNG PEOPLE WITH BIRTH
DATES FALLING IN 2007 AND
BEFORE



71^{STE} CHALLENGE DES MONITEURS

AVORIAZ APRIL 17TH TO 22ND 2023

The best esf instructors in France meet for a full week to take compete in around 40 events. In addition to the 'traditional' events like skiing, cross country and snowboarding, new disciplines regularly come to enhance the competition like: skicross, snowboardcross, slopestyle, ski touring, ski mountaineering and a team event (team parallel slalom).

Objective: To highlight all the disciplines taught within the esf family and give pride of place to the champions of the 'red sweaters'. The event brings together the entire ski world (members of the French teams, coaches, equipment manufacturers, mountain personalities, distinguished guests, etc.).*



2000
ATTENDEES OF THE
ESF FAMILY OF
INSTRUCTORS

9



After my stay

I'm planning my next trip



Enjoying the great outdoors while understanding the issues related to the protection of nature is the objective of Montagne Experiences.

If we can convince everyone that it is more sustainable to respectfully use the mountain rather than consume it, we will have succeeded in our mission! Montagne Experiences is for everyone, whatever your sporting level. Designed for you to enjoy the mountains in summer and winter with a wide range of non-skiing activities intended for all audiences and all ages.





Montagne Experiences is an initiative for:

- **Structuring the diverse array of activities** expected by municipalities and major accommodation providers by bringing together local players and providers.
- **Capitalising on the material and human resources of local esf** representations like the ski school building premises, the staff and the digital tools such as French Mountain Trip.
- **Develop a homogeneous offer** at the national level and this under a new federative banner.
- **Respectfully use the mountain rather than consume it** in a process of transversality of learning in all seasons.

It is enriched this year with an offer exclusively designed for 3-12 year olds using the Piou-Piou Clubs called, «Mon Aventure en Montagne».

mon aventure MONTAGNE

These are courses of 5 half days which aim to introduce you to the mountain environment through various learning activities and educational fun activities. All supervised by esf instructors. The 4 schools that have tested this device for this launch in the summer of 2022 are Morzine, Montgenèvre, Peisey Vallandry and Les Menuires.

Let the adventure continue !



Read the press kit - corporate
esf 2022/2023



**SYNDICAT NATIONAL
DES MONITEURS DU SKI FRANÇAIS**

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