



Smart Mountain: inventing the mountain regions of tomorrow

Working closely with the 'Smart Mountain,' regional project, the Metropole Nice Côte d'Azur is working to develop **the mountain sports sector** in order to generate **more businesses and jobs in mountainous regions**, throughout the year, and modernise the ski resorts, including through new technologies (deploying IoT infrastructures, and Wi-Fi on the ski runs, etc.).

The specific objective of the Smart Mountain project involved **fully transitioning winter sports resorts into outdoor nature resorts capable of providing attractive innovative activities and services throughout the year.**

Three projects have been given priority:

- Continue the work to modernise and diversify** the ski resorts' major facilities, including snow cannons and ski lifts in order to improve the winter tourist facilities and meet the vital modernisation requirements. The aim is also to diversify leisure activities across all 4 seasons
- Improve the reputation of the ski resorts by organising large scale events**, including international competitions (skiing, mountain biking, trail, etc.). This requires consolidating the resorts' positioning and the Nice Côte d'Azur ski station brand, and supporting the 'Travel in the Alps' destination contract scheme.
- Environmental management** thanks to a programme rehabilitating and integrating the ski slopes into the landscape and addressing environmental issues at each project stage, especially for water catchment, and hillside dams



Objectives:

- ▶ Mobilise the Mountain cluster to provide services for companies and the region
- ▶ Develop the centre of the ski resorts, provide fast broadband and deploy IoT infrastructure
- ▶ Develop organically sourced materials



PROJECT

Key figures

Ski area

Auron-Isola 2000-Saint-Dalmas-Le-Selvage:

€160m Invested since 2003

€5.4m In grants from the Metropole/per year for the Nice Côte d'Azur ski resorts

€12m Annual turnover

2,000 jobs

Spotlight: Public private partnership for the Mercantour ski resorts'

The public-private partnership for the Mercantour ski resorts is tasked with managing the necessary development and infrastructure of the ski area for skiing (downhill et Nordic), and any sport that requires the use of the ski-lifts. It is also responsible for promoting all the ski resorts as a whole. It should be noted that **the area of the Mercantour ski resorts is fully integrated within the Metropole Nice Cote d'Azur's Espace valléen [mountain sports areas]**. Projects can be coordinated by the resort authority, the department, the region and the Metropole working together. For example, the Auron ski resort is the starting point for the future mountain ebiking trail, one of the priority projects of the Valley Area whose scope includes the valleys of Tinée and Vésubie, covering 22 towns and villages.