

SKIDOOH

Premium Digital Out of Home
Advertising in the French Alps

ELONEX™

OKLEY



Capture the attention of high-value consumers in premium settings by advertising on a unique network of digital screens located at ski lift stations in the breathtaking French Alps. These high-traffic locations offer unparalleled visibility, engaging skiers and snowboarders as they wait for their lift - creating the perfect opportunity to showcase your brand in an environment where leisure, luxury, and adventure converge.

With a captive audience in an exclusive, high-spending demographic, your message will stand out on dynamic, high-impact digital displays, ensuring maximum exposure and engagement. Elevate your brand's presence where it matters most - on the slopes of the world's most prestigious ski resorts!

Ski resorts in the French Alps

Reach affluent audiences at the most prestigious ski resorts in France.



Digital out of home advertising in the mountains!

A unique, dynamic and premium advertising network designed for brands to reach clearly defined, affluent and fully engaged audiences.

- 61 advertising screens
- 3 giant screens
- Located at high dwell time Ski Lift stations
- 20 second, full motion advertising slots
- Exact targeting
- Highly impactful and memorable





7 RESORTS TALLING

**26,851,000 ski lift
station visitors**

in winter 2023/24

Resort data

Ski lift station visits recorded over winter 2023/24



13

screens

5,900,000 station visits



Val Thorens

8

screens

4,700,000 station visits



MÉRIBEL
CŒUR DES 3 VALLÉES

8

screens

4,200,000 station visits



12

screens

2,750,000 station visits



LA PLAGNE
Paradiski

9

screens

INCLUDING 3 GIANT SCREENS!

3,500,000 station visits



AVORIAZ
1800

9

screens

5,111,000 station visits



megève
LE RENDEZ-VOUS

2

screens

690,000 station visits





Affluent demographics

This affluent, engaged, and experience-seeking audience makes the French Alps an ideal location for brands targeting high-net-worth individuals, adventure enthusiasts, and luxury consumers.

Socioeconomic status



Income and profession

The majority of travellers in the French Alps are middle to high-income earners. They are often professionals, executives, entrepreneurs, or business owners seeking a luxurious escape.



Luxury travel

Luxury travellers, especially in resorts like Courchevel, Megeve, and Méribel, are drawn to the region's premium amenities where ultra-high-net-worth individuals frequent.



25-55

core audience

young professionals,
families, and corporate
groups

18-30

younger demographic

often visits for group trips
or ski festivals.

55+

retirees

also form a segment,
particularly in quieter,
high-end resorts.

Interests and lifestyle

Peak travel season in the French Alps is from December to March, with stays ranging from long weekends to full weeks.

Many travelers book package deals or opt for luxury chalets, resorts, and boutique hotels, seeking premium amenities and exceptional service.



Global presence

The French Alps attract a diverse international clientele. Visitors from the UK make up the largest percentage of foreign guests.



Growing trends

Alongside Dutch, Belgian, German, Swiss, and Scandinavian visitors, there's an increasing influx of luxury travellers from Brazil, America, the Middle East, and China.

1 Sports, outdoor activities + adventure

2 Premium fashion, ski gear + tech

3 Luxury experiences, fine dining + spa treatments

4 Environmentally conscious

Key figures

91%

consider the advertising conveys modernity and innovation

85%

of skiers remember the messaging from our digital screens

83%

find advertising sparks curiosity and attracts attention



Val Thorens

High Quality Snowsocks

PLUS D'INFO WWW.TVSKI.TV MORE INFO

ATTENTE
WAIT TIME

A PARTIR DE CE POINT
FROM THIS POINT

10
minutes

CETTE GARE EST EQUIPEE D'UN SYSTEME DE
VIDEOSURVEILLANCE

THIS STATION IS EQUIPED WITH A VIDEO-SURVEILLANCE SYSTEM

VAL THORENS



FESTIVAL
INTERNATIONAL
D'ART
TECHNIQUE
BREVETÉ

PIROCHAPONE

WAIT TIME
A PARTIR
DE CE POINT
FROM
THIS POINT
15
minutes



FREE WI-FI





MOUNTAIN
INFO



Telécabine
Belle Plagne
COURMAYEUR - BELLE PLAGNE
1000 M - 2000 M
1000 M - 2000 M
1000 M - 2000 M

le Mio-

PLAGNE

TELECARASSE DE BELLE PLAGNE

TELECARASSE DE BELLE PLAGNE

Val Thorens



PLUS D'AVIS LUMI.TV/SKILTV MORE D'AVIS



Cime



ELONEX™

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