



The white island.

This winter, try skiing at Les Arcs. The three Les Arcs villages are at altitudes of 5,170, 5,820 and 6,460 feet respectively, in the heart of the biggest skiable area in the French Alps: in the Savoy département, just opposite Mont-Blanc. There are more than 37,000 acres to ski over, at up to 10,000 feet; with more than 70 different itineraries served by 48 ski lifts (which start right from your doorstep), you can spend a whole week at Les Arcs without taking the same route or meeting the same conditions twice. These vary from easy to very difficult, on piste, virgin snow or cross-country... and there is an excellent ski school with experienced monitors for children between 6 and 16 years.

Les Arcs is an exceptional place in every way: fine powdery snow, immense forests, sunshine, every kind of activity and service: 3-star hotels, comfortable residential facilities, bars, restaurants, night clubs, cinemas, shops, children's nursery, etc.

Before you leave the "white island", find out about the different ways you can become a

property owner there. Because after one winter at Les Arcs, you'll want to come back every year.

How to get to Les Arcs: By car: 150 km from Geneva via Moutiers and Bourg-St-Maurice. By train: to Bourg-St-Maurice station. Cable car from Bourg to Arc: 1600. By air: via Geneva or Lyons.

*Les Arcs
your mountain island.*



Les Arcs

SAVOY-FRANCE

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I would like further information on: SKS

Staying at Les Arcs.
 Buying property at Les Arcs.

The White Island

NOW – it is a mega region after its link-up by cable car with next-door bigger neighbour La Plagne and hundreds of km of pistes.

DOING IT... THE FRENCH WAY

By RAYMOND THIRLLE



There's no half measures when the French develop a leisure complex. They move mountains.

First they build the ski runs, then fit their hotels and apartment blocks round them in a guaranteed.

They wonder they have received so much acclaim for making life easy for the skier.

Yet mention purpose built resort and many skiers turn up noses and dismiss them with snooty quips like: I don't like impersonal. I don't like skyscrapers in the Alps.

The detractors of purpose built cannot surely be real skiers. For these new complexes are the answer to every skier's on your doorstep.

You only have to visit the French resort of Les Arcs, in the High Tarentaise, to see how things are laid on for you. The same saving over traditional resorts is enormous.

9.15 am. The waitress trots right into my room with cheery Bonjour and a five-minute egg (it takes a minute longer to boil at altitude).

9.30 am. I wrestle into tight racing pants, swilling down the breakfast coffee as Les Arcs radio tells me all the fall has laid a six-inch carpet of powder.

9.35 am. I step into my skis at the Hotel Golf ski room and take an 80-meter schuss to the nearest lift.

9.45 am. I am being whisked over the top of the mountain into a brilliant sunrise, smugly thinking about the skier in the traditional resort who is still trudging his way towards his queue at the cable car.

Les Arcs, made up of three villages, at 1600, 1800 and 2000 metres, is world famous for pioneering ski evolotif, the excellent teaching system which starts pupils on very short skis and puts them on longer ones as their ability increases.

The beginners are vastly outnumbered by armies of young and competent skiers from all over Europe; in Les Arcs for the good skiing and bargain accommodation.

The miles of well-manicured ski runs in Les Arcs suit all grades, particularly the third year skier on. For the good skier there are some very testing runs, too, many off-piste possibilities and trips to neighbouring resorts. And next year the resort chiefs plan to sing a new cable car up to the 10,000ft Aiguille Rouge to open slopes and... summer skiing.

The adventurous ski school of Les Arcs has not stopped with ski evolotif. They teach powder, hell and glacier tech-

Continued over

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Purpose Built Resorts

Praise for France's purpose built ski resorts which "fulfilled every skiers' dream of instant and extensive skiing right outside your hotel door." Note also the Erna Low ski ad selling week-long ski trips by bus for £69.