Perched at 1600 meters, Flaine is a high-altitude resort. While its geographic location is a major advantage in winter, it had to get creative to shine in summer too! A natural trailblazer, Flaine took an innovative step nearly 20 years ago by implementing a strategy focused on families and affordability, placing children at the heart of its summer tourism development. This forward-thinking direction has paid off: for the past 7 years, Flaine has ranked in the TOP 3 of the G2A summer panel (including both village and high-altitude resorts) and is the leader among high-altitude resorts.

**A Strategic Choice**

As nature tourism gained momentum in the 2000s, the growing interest in outdoor activities (hiking, mountain biking, wellness) boosted the appeal of mountains in summer. To stand out, high-altitude resorts had to adapt. Some focused on chairlifts to broaden hiking opportunities, while others bet on mountain biking. Flaine, recognizing the key role children play in family vacation decisions, and under the leadership of Pierre Claessen, then the new tourism director, decided to introduce free activities for children as early as 2007. Building on this success, the initiative evolved in 2013 with the creation of the Flaine Summer Pass, offering privileged access to a wide range of sports and cultural activities. In 2014, the program expanded thanks to partnerships with accommodation providers, further strengthening the resort’s summer offering. Today, summer is a season in its own right in Flaine.

**Significant Economic Results**

The strategy has proven effective: Flaine’s summer visitor numbers have increased fivefold since 2007, rising from 45,500 overnight stays to 221,500 in 2024. Tourist tax revenue has grown from €15,500 in 2007 to €122,000 in 2024. Occupancy rates have also surged, from 22–25% in 2007 to 66–70% in 2024. Sales of the Flaine Summer Pass have consistently increased, from 6,238 in 2013 to 21,000 in 2024, while participation in activities has jumped from 24,000 to 115,000 over the same period.

**A Broad and Cross-Sector Dynamic**

Today, all stakeholders in the resort are on board. Whereas only 2 shops and 2 restaurants were open in summer 2007, by 2024, all Forum businesses and 21 restaurants were welcoming guests. The Flaine Pass has also become a strong commercial tool for accommodation providers. In 2024, 13 of them took part in the initiative (including holiday centers, tourist residences, vacation villages, and club hotels).

To further enhance its summer offering, Flaine has chosen to propose varied themed weeks rather than relying on one large flagship event. This approach diversifies the experiences available to visitors and keeps interest high throughout the season.

**The Flaine Summer Pass Today**

A true golden ticket giving access to over 35 free\* sports and cultural activities. Worn as a wristband, the Flaine Summer Pass allows visitors to enjoy activities, entertainment, workshops, shows, and concerts organized by the Tourist Office without breaking the bank—all summer long, from June 28 to August 29, 2025.

\*Offer valid with participating accommodation providers. (Conditions for obtaining the Pass vary by provider.)

While vacationers are pampered, locals are not left out: for just €16/day, they too can enjoy unlimited access. And best of all—buy 3 Passes, get the 4th one free!

More info: <https://www.flaine.com/en/flaine-summer-pass/>