

Station de Trail© network



***« A service for running athletes, a tool for touristic development for the territories ».
How to turn an activity into a tourism product.***

stationsdetrail.com

Partners:





Trailrunning...

In 2014, the trail gathered **2,5 million of regular participants** in France, including **400 000 passionate participants**.

A large number of runner panels:

- ✓ Road runners who come « to green »
- ✓ Attractiveness for players of other endurance sports, particularly winter sports
- ✓ Evolution of hikers practices
- ✓ ...

A growing popularity :

- ✓ By the popularity of some « stars » of the discipline
- ✓ By the values (back to Nature, protection of the environnement, love of effort, etc.)

→ As proof, the explosion of the number of races, and the number of participants

Great growth potential:

- ✓ Trailrunning is developing fast in other countries of Europe, USA, and also Asia (Japan, China, Hong-Kong...)

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Station de Trail© : 5 tools

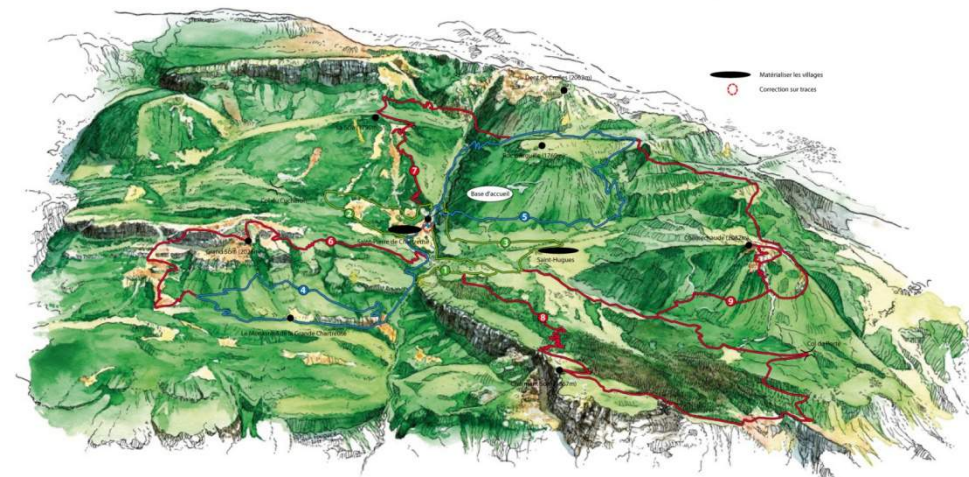


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1) Marked Trails

- ✓ Different levels of difficulty, **GREEN** easy, **BLUE** middle, **RED** difficult and **BLACK** very difficult
- ✓ For running or trekking, alone or with friends
- ✓ Made from existing routes



Maps are given to the runners, as well as the tracking and the geolocalization by a smartphone application.

Two boards displaying all the trails of the station are installed inside and outside the station.



2) Trail Stadium©

The Trail Stadium is a real innovation. Its workshops allow people to train in a specific way. The measurements are specific so that runners can calculate their paces.

Its different workshops are :

- ✓ Short loops (**preferably of grass**) of **200m to 500m**, almost flat.
- ✓ Long loops **around 1km and 3km**. Ideally, it must have different types of terrain.
- ✓ A uphill workshop, about **200 meters between 10 and 15%**.
- ✓ One **Vertical Kilometer**, which means 1.000m of denivelation for about 2km to 5km. For the areas that don't have enough hill, a ½ Kilometer Vertical or another uphill workshop is organized.





3) A community website

The website www.stationsdetrail.com is dedicated for the Station de Trail network.



Pre-home, common to the network



A dedicated part for the Station



All the information about the trails, workshops, events, news, etc...



Time tracking platform for the users .



4) A smartphone app

Available since summer 2013, version 2 with a better performance will be released starting from 2016

- Geolocalization on the trails, even without GSM connection.
- Advertisement widjets , communication tool
- CRM tool....



Download 

A new experience of the trail

- ▶ the tracking of the trail in real time
- ▶ the possibility of timing your performances
- ▶ practice informations
- ▶ a search engine
- ▶ other user's opinions

An unique tool

- ▶ some maps in 2D and 3D
- ▶ a very intuitive and easy use
- ▶ works offline



Available on Play Store



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5) A welcome desk

The welcome desk is a multi-purpose space, it's the heart of each Station de Trail.

The welcome desk propose different services:

- **Introduction of the trail routes**, maps.
- Different information about the partners and the territories on which the station is established.
- Showers and cloakrooms.
- **Computers** on which users can connect to the website www.stationdetrail.com and save their timings
- Eventually :
 - o Product testing of the Raidlight brand (free)
 - o **Fitness equipment**, : sauna, treadmill, jacuzzi, massage chair, etc.





The Station de Trail network

A human-sized network

+ MORE THAN 214 TRAILS TO DISCOVER THROUGHOUT EUROPE!



- ✓ 1 Station in June 2011
 - + Chartreuse
- ✓ 3 Stations in June 2012
 - + Vercors and Vésubie
- ✓ 8 Stations and Spots in 2013
 - + Pyrénées, Oisans, Ecrins, Vosges, La Réunion, Alpe of Grand Serre.
- ✓ 12 stations in 2014
 - + 1st station in Belgium.
- ✓ 18 stations in 2015
- ✓ 25 expected in 2016
 - + Projects on other European countries, Spain, Switzerland...

Goal : 50 Trail Stations in France, and much more worldwide.

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Management structure?

According to the local context:

- ✓ Tourism Office
- ✓ Local structure
- ✓ Association of all actors involved (public and private)
- ✓ Private structure
- ✓ ...

A Goal :

Bring together ALL the actors of the territory concerned by the project to the management...

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Environmental impact

A« nature » activity:

- ✓ Absence of bad impact of the practice for the environment
- ✓ Use of existing trails
- ✓ Integration of marks to the existing ones

→ Routes have been marked for example in the heart of France National Parks - Mercantour, Alpe Maritime (Italy) – as well as in Natura 2000 areas and Nature Reserves

Trailrunners does respect the Nature.





A win investment

A moderate investment :

- ✓ engineering fees
- ✓ licence for using designs
- ✓ purchases of signs and other things (optional)

= about 40K€ for setting up

Strong communication:

- ✓ Positive economical consequences with thousands of trailrunners coming for 1, 2 or more days
- ✓ National and international visibility for the territories
- ✓ Access to shared databases for communication...

A profitable development tool for a growing practice!

As a comparison...

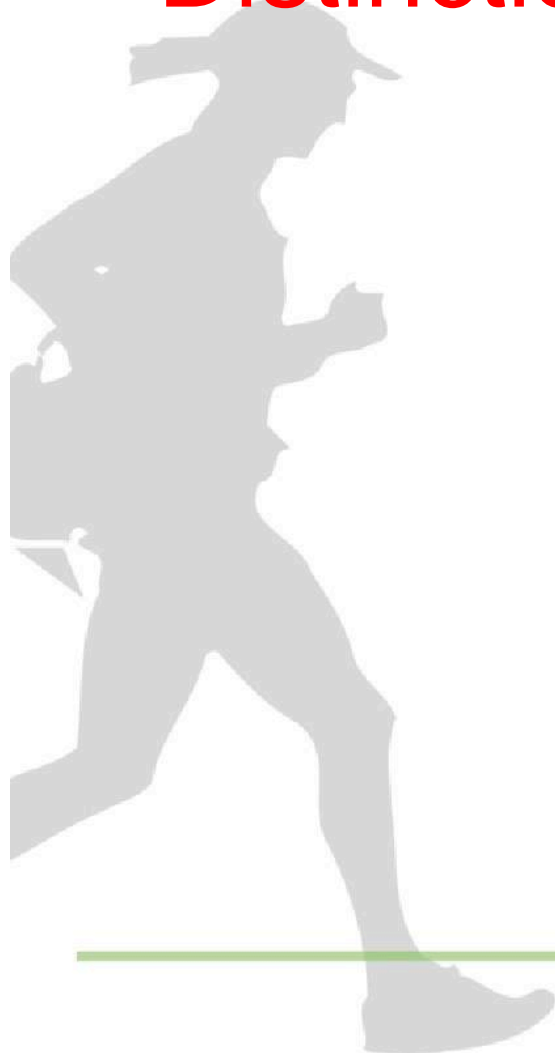
→ VTT area= 100K€ minimum → via ferrata = 40K€ → adventure park= 50K€

... + costs of maintenance, normalization, etc.

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Distinctions,



**Finalists of the Innovation and Tourism
Trophy in Rhône-Alpes 2012**



**Bref Rhône Alpes Trophy for Innovation
(2011)**



**Presentation to the National Congress
of the French Regional Nature Parks
(2012)**



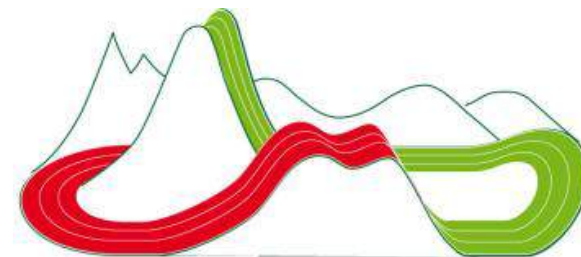
Montagne 2040 Label
By Région Rhône-Alpes.

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Conclusion

- ✓ A modern and innovative tool for a sustainable activity
- ✓ A diversification and development tool for the territory
- ✓ A thoughtful and winning investment (30K€ to 50K€)





Station de Trail Association

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TRAIL RUNNING STATION CONCEPT

More than **214** paths to discover across Europe!

KMM

MARKED TRACKS

UPHILL WORKSHOP

TRAIL RUNNING STADIUM

INFORMATION CENTER

COACHING

TRAIL RUNNING LOOP

FREE MATERIAL TO TEST

Information center

Marked tracks

Website and mobile app

Entertainment and events

FIND ALL OUR TRAIL RUNNING STATION

Belgique Herbeumont • Pays-Basque • Haut-Bugey • Digne les Bains • Vallée du Jehon
 • Pays des Ecrins • Vésubie • Couserans • Luchon • Alpe du Grand Serre • Chartreuse •
 Oisans • Pays d'Alleverd • Belledonne • Vercors • Sainte Menehould • Pays de Lumbres
 • Artouste • Corbières • Vosges • Bures-sur-yvette • La Réunion • Salazie

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Network partners



SKI TOURING RESORT CONCEPT



-  **HOME** Tips, showers, locker rooms
-  **MARKED SKITOURING TRACKS** To practice safely
-  **TRAINING / SECURITY** coaching & information
-  **SKITOURING EQUIPMENT TEST**
-  **INFO / TIPS** By mountain professionals
-  **MOUNTAIN SKITOURING MAPS & TOPO**

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