

ISOLA 2000

Ski with views of the Mediterranean

PRESS KIT · WINTER 2026–27

5 DEC 2026 → 18 APR 2027



AT A GLANCE

Discover the resort in 30 seconds

The highest ski area in the Alpes-Maritimes, from 2,000 to 2,600 m — just 1 hr 30 min from Nice Côte d’Azur Airport.

120 km

OF SKI RUNS

45

SKI RUNS

20

SKI LIFTS

3 500

BEDS

326 000

SKIERS / SEASON

27 %

INTERNATIONAL

A DESTINATION ON THE RISE
Strong Instagram growth · 8.1 million reached · 84,000 overseas website visitors



Five highlights. One exciting season.

05.12

THE BIG GULLI PARTY

Filming of a Gulli TV show on the snow front, to be broadcast on 30 December.

21.02

TOURNÉE DES SOMMETS

Free entertainment village hosted by RFM and Canal+: games, giveaways and plenty of atmosphere.

03—04.04

SKI MOUNTAINEERING & TRAIL DUATHLON

A new event combining ski mountaineering and winter trail running, with the option to enter either discipline individually.

ALL WINTER

SNOW PAINTBALL

White camouflage and action-packed games behind the snowdrifts, right in the heart of the resort.

ALL WINTER

A DAY IN THE LIFE OF A MUSHER

Learn to drive your own dog sled team.



ONE DAY · TWO HORIZONS

Nice in the morning. 2,603 m in the afternoon.

Just 90 minutes separate Nice Côte d'Azur Airport from the slopes at 2,000 m. Leave the car behind: bus route 92 and the dedicated snow buses wind up the Tinée Valley past perched villages and mountain wildlife. At the top, the chairlift to Cime de Sistron (2,603 m) reveals a 360° panorama: the Mediterranean on a clear day, and the great Alpine peaks in the other direction. All around lie 120 km of ski runs across three sectors.

SISTRON · 2,603 M
A panorama from the Alps to the
Mediterranean

From the airport to the summit in one day

SUGGESTED REPORTING ITINERARY

Early morning · Meet the ski patrol before the lifts open: snow measurements, the daily conditions briefing and avalanche control.

Morning · Ski fresh snow after a snowfall, with low sunlight illuminating the mountain cirque. Interview skiers about their first impressions.

Afternoon · Walk along the groomed trail to the Col de la Lombarde for views over the Italian valley. Meet walkers and snowshoers drawn to the white landscapes and the crunch of fresh snow underfoot.

Après-ski · Enjoy a dog-sled ride, visit the dairy farm, try a yoga session or share a raclette or fondue.

During snowfall · Film a snowfall time-lapse and snow groomers working at night.

STORY ANGLES BY MEDIA

TV · “From the sea to the Alpine peaks in one day” — an immersive report

National press · Car-free ski resorts / A day in the life of a musher / Dairy farmers and cheesemakers at 2,000 m in a ski resort

International press · Fly and ski from Nice

Digital · Vertical video: “From the Promenade des Anglais to Sistrion”

CONTACTS & INTERVIEWEES

Head of ski patrol or resort snow specialist

Météo-France Nice forecaster

Sylvain or Jordan, from the Isola 2000 dairy farm

Pierre, the resort’s musher

The Lombarde effect

Isola lies beside the Col de la Lombarde, on the border with Italy's Piedmont region. During easterly return weather systems, low-pressure areas over the Gulf of Genoa push humid Mediterranean air up against the mountains. The moisture can bring heavy snowfall. When the northern Alps stay dry, Isola can receive a metre of snow. Between storms, the Mediterranean sunshine returns.

SNOWFALL · KEY FIGURES

Winter 2025–26: 4.80 m of cumulative snowfall.

Average over the past ten seasons: 4.72 m.

All-time record, winter 2008–09: 10.42 m, including 3.30 m in December 2008.

Previous record, winter 1995–96: 6.38 m.

Winter 2023–24: 7.23 m, including 3.50 m in March 2024. However, the exceptional snowfall disrupted resort operations and access.



Filming the Lombarde effect.

SUGGESTED REPORTING ITINERARY

Early morning · Join the ski patrol before opening: snow measurements, daily conditions reports and preventive avalanche control.

Morning · Ski fresh powder under blue skies, surrounded by snow-covered peaks. Capture skiers' reactions.

Afternoon · Walk up the groomed trail to the Col de la Lombarde and look out towards Italy. Meet walkers and snowshoers enjoying the white scenery and crunching snow.

During snowfall · Film a time-lapse of falling snow and snow groomers at work after dark.

STORY ANGLES BY MEDIA

TV & weather · "Why does it snow here when other resorts stay dry?"

National press · Climate and the benefits of altitude

Regional press · Explaining easterly snowfall to Riviera residents

Digital · Time-lapse of a snowstorm, explained in 30 seconds

CONTACTS & INTERVIEWEES

Pierre Alengrin, Head of Ski Patrol and Ski Area Director
Resort snow specialist
Météo-France Nice forecaster



SPORT · ELITE COMPETITION

HOME OF CHAMPIONS

Small resort. Big stage.

Following the 2025 Junior World Championships and the 2026 European Cup, the spotlight returns in 2027: Snowboard Cross European Cup (23–25 January), Snowscoot World Cup (12–14 March) and French Snowboard Championships (12–17 April). Season-closing celebrations take place on 17 and 18 April.

A weekend on the snowboard cross course

SUGGESTED REPORTING ITINERARY

The day before · Explore the course with a coach and follow the riders' preparations.

Race day, morning · Qualifying heats, mass starts, banked turns and jumps.

Race day, afternoon · Finals, podium ceremonies and interviews.

Outside competition · Young riders from the Back to Back club train on the same course as the elite.

Competition schedule to be confirmed with the organisers.

STORY ANGLES BY MEDIA

TV & sports press · European Cup and French Championships

Regional press · Profiles of athletes from the French Riviera

Magazines · A small resort with a thriving snowboard scene

Digital · On-board footage and podium-side interviews

CONTACTS & INTERVIEWEES

Julia Pereira

Back to Back club / Olivier François

European Cup organising committee

Isola athletes

Snowscoot World Cup.

SUGGESTED REPORTING ITINERARY

12–14 March 2027 · Snowscoot World Cup at Isola 2000.

Before the events · Meet the organisers, see the course being prepared and follow track inspection.

During competition · Starts, turns, jumps and competitors' reactions.

After the events · Podium ceremonies and interviews with athletes.

Detailed timetable and programme to be confirmed.

STORY IDEAS

A World Cup in the heart of the Southern Alps. Discover a thrilling and unusual winter sport. Go behind the scenes with competitors and organisers, capture spectacular racing and immediate reactions.

CONTACTS & INTERVIEWEES

Bruce Rulfo

Virginie Tumorticchi

BEHIND THE SCENES

Before the first skier

Before the slopes open, ski patrollers mark and secure the runs — and journalists can accompany them on skis. Avalanche rescue dogs demonstrate how they locate a buried casualty. Pierre, the musher, harnesses his team of huskies. At the Chastillon dairy farm, visitors can watch calves being fed and cows being milked.

BEFORE THE SLOPES OPEN: GENUINE ENCOUNTERS.



A day behind the scenes

SUGGESTED REPORTING ITINERARY

Dawn · Join the ski patrol before opening for first tracks and sunrise over the mountain cirque.

Morning · Watch an avalanche search-and-rescue dog exercise: the dog locates and digs out a simulated casualty.

Afternoon · Go dog sledding with Pierre the musher and his pack of huskies.

Late afternoon · Visit the Chastillon dairy farm: calves, milking and mountain farming traditions.

STORY ANGLES BY MEDIA

TV · “A day with Isola’s ski patrol” — immersive report

Magazines · Mountain professions and personal stories

Family press · Experiencing the mountains beyond skiing with children

Digital · Short video of an avalanche rescue dog at work

CONTACTS & INTERVIEWEES

Pierre Alengrin, Head of Ski Patrol

Avalanche rescue dog handler

Pierre, musher at Le Traîneau des Loups Blancs

Sylvain and Jordan, brothers and dairy farmers at Chastillon

Building the mountain resort of tomorrow

Already awarded the Famille Plus and Accueil Vélo labels (2026), Isola is working towards Flocon Vert, a benchmark certification for mountain destinations committed to sustainability. The resort can be reached from Nice without a car. QR codes throughout Isola village reveal its heritage. On the slopes, adaptive sit-ski tandems make skiing accessible to people with reduced mobility. Local producers keep traditional skills alive and celebrate the region’s distinctive products.

BIODIVERSITY

WATER + ENERGY

FOUR SEASONS

LOCAL LIFE



A sustainable resort — accessible to everyone

SUGGESTED REPORTING ITINERARY

Morning · Travel by bus from Nice with car-free skiers through the Tinée Valley.

Late morning · Explore the heritage trail in Isola village using QR codes for a self-guided visit.

Lunch · Eat on the snow front. Meet Isola's mayor in the village to discuss current projects.

Afternoon · Discover adaptive tandem skiing on the slopes and visit Isoulard, the children's play village.

STORY ANGLES BY MEDIA

National press · How ski resorts are preparing for a future beyond skiing

Regional press · From village to ski resort: a shared vision / From the coast to the slopes without a car

Travel press · Certifications, greener transport and digital discovery

Digital · How to reach the slopes without a car

CONTACTS & INTERVIEWEES

Mylène Agnelli, Mayor of Isola

Virginie Tumorticchi, Tourism Office Director

Flocon Vert contacts: Carole Bagi and Virginie

Tumorticchi, alongside Nancy Leca, Deputy Mayor of Isola



APRÈS-SKI · WITH A TWIST

Isola 2000: beyond skiing

20–21 March 2027 · Saveurs de Montagne Festival: the Vikings arrive at Isola 2000.

All winter · Snow paintball and “A Day in the Life of a Musher”: learn to drive a dog sled team.

All winter · Yoga and meditation in a yurt.

10–11 April 2027 · 5th Isola 2000 Wellness Festival: Wim Hof-inspired cold-water immersion, yoga, tai chi, kobido facial massage, snowshoe hikes and yoga.

An extraordinary winter

STORY FORMATS

“Adrenaline”, one day · Join a ski patroller before the lifts open, learn to drive a dog sled team, ski tour to the Col de la Lombarde on the Italian border and try snow paintball.

“Wellness”, 10–11 April · Cold-water immersion in the river, yoga in a yurt, snowshoe-and-yoga outing with Guides Tinée Mercantour, and outdoor tai chi.

“Vikings”, 20–21 March · Immerse yourself in the Saveurs de Montagne Festival.

STORY ANGLES BY MEDIA

TV · “Vikings on the slopes” — an offbeat end-of-news report

Wellness press · Cold-water immersion, yoga and a yurt at altitude

Leisure press · What can you do in the mountains if you don't ski?

Digital · First reactions to a cold-water dip

CONTACTS & INTERVIEWEES

Anne De Coster, Head of Entertainment

Virginie Tumorticchi, Wellness Festival organiser

Dorian Marte, paintball provider

Virginie Tumorticchi, Saveurs de Montagne Festival organiser

Moments worth filming

DECEMBER

JANUARY → FEBRUARY

MARCH

APRIL



FESTIVE SEASON

5 Dec · Opening day and Big Gulli Party
24 Dec · Torchlight descent and Father Christmas arriving by dog sled
31 Dec · New Year's Eve celebration and fireworks

ELITE SPORT & ATMOSPHERE

23–25 Jan · Snowboard Cross European Cup
21 Feb · Tournée des Sommets (RFM)
February · Torchlight descents and fireworks

SNOW SPORTS & VIKINGS

12–14 Mar · Snowscoot World Cup
20–21 Mar · Vikings at the Saveurs de Montagne Festival

A GRAND FINALE

3–4 Apr · Ski mountaineering and trail duathlon
10–11 Apr · Wellness Festival
12–15 Apr · French Snowboard Cross Championships
17–18 Apr · Closing party with Julia Pereira

PRESS VISITS

Your story, tailor-made

Press enquiries: Virginie Tumorticchi / Xavier Gaillard
HD photos: <https://phototheque.isola2000.com>

5 DEC 2026 → 18 APR 2027
Bus route 92 and dedicated snow
buses from Nice
Ski passes and deals · isola2000.com

PRESS KIT · WINTER 2026–27



Let's talk mountains

MANAGEMENT, PRESS & EVENTS

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