VILLARS ALPINE
RESORT

THEME

The physical & inner journey.

OUR VALUES

Efficiency • Sharing • Authenticity

Sympathy • Respect • Flexibility

THE TEAM

- Dynamic
- Open-minded
- Flexible
- Pro-active
- Polyvalent
- Creative

Tone of voice: Warm, friendly, respectful & personalised.

VILLARS ALPINE RESORT

"A JOURNEY TO THE HOTEL INDUSTRY OF TOMORROW."

OUR MISSION

We aspire to challenge the traditional hotel industry by creating a unique and holistic concept that meets the needs of tomorrow's travelers.

OUR VISION

Be a hybrid destination subtly blending hospitality, education and sustainability.

OUR 3 PILLARS

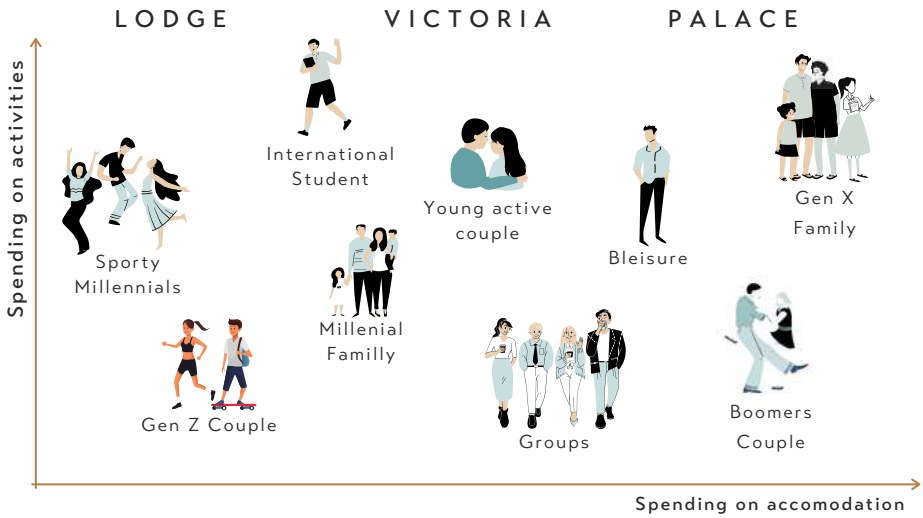
Hospitality

Education

Sustainability

OUR TARGET CLIENTS

The diverse and complete infrastructures of the VAR will attract a very varied clientele (all generations, all backgrounds and all cultures).



DIGITAL TOUCH POINTS:

DISTRIBUTION CHANNELS

Booking, Trip Advisor, Social Media, Websites, Expedia, Google+, Voyagiste, Amadeus, Sabre, Galilio/Apollo

STRATEGIC PARTNERSHIP

Suisse Tourisme, Villars Tourisme, Vaud Promotion, Alpes Vaudoises, Écoles de Ski (ESS et VSS), GIEVO (Groupement des intérêts économiques de Villars-sur-Ollon), Société des hôteliers de Villars et environ, TPC, Télé Villars-Gryon-Diablerets, Goldbach Media, Hôtellerie Suisse, Influenceurs, Ambassadeurs EHL.

HOTEL & RESIDENCE
VICTORIA
1894

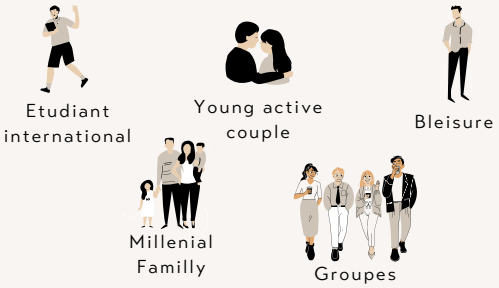
SIGNATURES

- 111 secrets les mieux gardés des Alpes Vaudoises
- Le Risotto à la Tessinoise
- Bloody Heidi, Sex on the Mountain

FACILITIES

- 150 Rooms
- 3 Restaurants
- 1 Bar
- 1 Meeting Room
- 1 Lobby
- 1 Co-working
- 1 Pool
- 1 Fitness
- 1 Sauna & Hammam

TARGET CLIENTS



VICTORIA HOTEL & RESIDENCE

"A REAL HELVETIC HUB"

PROFIL

Elegant rooms with creative common spaces

The Victoria offers a fabulous blend of minimalism and elegance with a decor that subtly reminds one of Switzerland.

Design & Lifestyle | Inspiring Meeting | Snow Sports | Typically Swiss (2023)

FOOD & BEVERAGE

All restaurants of the Victoria offer the option to share plates, creating a warm and friendly atmosphere.

LE PEPPINO
Trattoria Artisanale
"A culinary journey to discover the conviviality of the South shared with friends or family."

CARNOTZET
Typically Swiss
"A culinary experience based on local specialties."

LES SAISONS
Seasonal buffet
"Dishes served in the form of a buffet following the rhythm of the four seasons."

INITIATIVE "FACE OF THE PRODUCERS":

It raises awareness about the importance of eating locally and supports local artisans and Swiss know-how.

SERVICES:

Kids area | Co-working space | Ski Room & Repair | Lunch Baskets | Pasta Workshops

IDENTITY:

- Atmosphere: Convivial, welcoming, familial.
- Design: Minimalist and elegant with a "fun and colorful" decoration: nature & technology.
- Colors: Natural and soothing colors.
- Music: A Spotify playlist "Mountain Vibe", "Swiss Made".

#606533 | #A4A87E | #E7DECF | #EACEB0 | #A18F7B | #746355

COMMUNICATION THEMES:

Modern Swiss Life, Swiss Innovation, Local, Authentic, Mountain Sports, Family Activities.

SINGER	ACTOR	TRANSPORT	MOVIE	SPORT
Bastian Baker	Charlie Chaplin	Train	Heidi	Hockey

VILLARS LODGE

"UNFORGETTABLE AND FUN TIMES WITH FRIENDS."

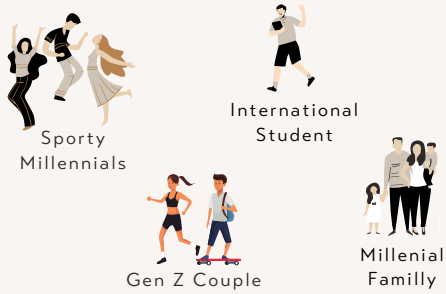
SIGNATURES

- Rolling Stones Magazine
- Cheese Burger Board
- Gin Iconic

FACILITIES

- 57 Rooms
- 142 Beds
- 1 Bar Central
- 2 Meeting Rooms
- 1 Lobby

TARGET CLIENTS



PROFIL

Simple & welcoming rooms, lively and modern common areas.

The Villars Lodge is a trendy place that encourages meetings in a friendly and relaxed environment. The young waiters with their atypical look bring a quirky side to the lobby full of history.

Swiss Family Lodging | Swiss Bike | Snow Sports

FOOD & BEVERAGE

A simple and playful cuisine that encourages sharing and gathering.

All dishes are served on small plates to allow customers to explore and share a variety of cuisines, textures, and flavors with friends. The objective is to take our customers on a culinary journey around the world while highlighting seasonal products.

RESTAURANT DU LODGE

Mountain Tapas

Dishes in small portions to share with friends or family.

BAR DU LODGE

Spice Up Your Gin

Various Gin, Tonics and garden herbs to spice up the Gin Tonic of the Lodge's guests.

SERVICES:

Kids area | Board games | Ski Room & Repairing | Lunch Baskets

IDENTITY:

- Atmosphere: Casual, friendly, family oriented.
- Design: Based on the mountain vibe with a touch of "Rock & Roll" & playful illustrations.
- Colors: Mix between natural and playful colors.
- Music: A Spotify playlist "Young Wild & Free", "Hipster Classics".

#E9B7AE | #628D7C | #E1916C | #DC9B49 | #ADB697 | #619C96

COMMUNICATION THEMES:

Cooking to share, Homemade recipes, Board games, Lodge evenings, Cocktails, Mountain sports, Family activities.

SINGERS	ACTOR	TRANSPORT	MOVIE	SPORT
Elvis Presley	James Dean	Bicycle	Grease	Snowboard

VILLARS PALACE

"A JOURNEY THROUGH TIME"

SIGNATURES

- Jimmy Nelson ou BD Tintin
- Volaille Fermière à la broche
- Corto Maltese, Tintin, Haddock's Whiskey

FACILITIES

- 125 Rooms
- 1 Restaurant
- 1 Bar
- 7 Meeting Rooms
- 1 Salle Expositions
- 1 Ballroom
- 1 Theatre
- Wellness centre
- Fitness, Pool
- Sport Center

TARGET CLIENTS

Young active couple

Bleisure

Boomers Couple

Gen X Family

PROFIL

High-end rooms, luxurious and warm common spaces
Through both physical and digital experiences, the Palace takes its guests on a journey to new worlds, new cultures, new stories and new adventures.

Spa & Vitality

Swiss historic hotels

Snow Sport

Inspiring Meeting

FOOD & BEVERAGE

A bistronomic cuisine in a warm and laid back atmosphere.
La Rotisserie is a bistronomic restaurant with a concept combining "farm to table" and "sharing". Local meats are put at the center of the table and accompanied by various tasty garnishes and homemade sauces to share.

ROTISSERIE
From farm to table
A bistronomic kitchen putting forward local and seasonal products.

MEMORABLIA BAR
Mixology over time
A mix between historical and modern cocktails in a unique setting.

THE BALLROOM
The Palace Caterer
An upscale caterer offering elegant and refined cuisine for all types of events.

SERVICES:

A la carte treatments

SPA Suites

Ski Room & Repair

Lunch Baskets

TedX Conferences

IDENTITY:

- Atmosphere: Warm & classy with dedicated and personalized service.
- Design: Based on culture, art and history.
- Colors: Mix of natural and historical colors.
- Music: A Spotify playlist "1920s Jazz".

#B4CACF #6D8A98 #423F4D #C08E64 #EACEB0 #423F4D

COMMUNICATION THEMES

Time travel, culture, art, sustainability, learning, homemade, knowledge sharing, well-being, permaculture, sport.

SINGER	ACTOR	TRANSPORT	MOVIE	SPORT
David Bowie	Sean Connery	Horse carriage	The Grand Budapest Hotel	Golf

Peppino
TRATTORIA ARTIGIANALE

LES SIGNATURES

- Ottolenghi Simple
- Les Spaghetti della Mama à partager
- Spritz Veneziano

INSTALLATIONS

- 100 Places
- 1 Cuisine ouverte
- 1 Four à gaz
- 1 Bar à Pâtes
- 1 Salle de Jeux

CLIENTS CIBLES

Etudiant international

Young active couple

Bleisure

Millenial Familly

Groupes

PEPPINO

"À LA DÉCOUVERTE DE LA CONVIVIALITÉ DU SUD."

PROFIL

Une Trattoria Artisanale, le retour aux traditions culinaires.

Le Peppino c'est un véritable voyage culinaire à la découverte de la convivialité du Sud partagé entre amis ou en famille. Ici les pâtes sont faites maison, les pizzas sont cuites selon des méthodes traditionnelles et l'huile d'olive infusée avec des herbes du jardin vient directement d'Italie.

Partage · Convivial · Authentique · Fait Maison

UNE CUISINE ARTISANALE ET CONVIVIALE.

Les plats du Peppino sont des plats généreux fait pour être partagé en famille. Ici tout est au posé au milieu de la table permettant aux clients de découvrir de multiples saveurs en un seul et même repas.

PÂTES FRAICHES

Le goût de l'Italie

Un goût incomparable et une cuisson al dente pour un voyage direct vers l'Italie.

PIZZAS

Pour tous les gôuts

Des pizzas classiques, personnalisées, moitié/moitié ou encore de tailles différentes.

A PARTAGER

Convivial & amusant

Servis au centre de la table, ces petits plats permettent la découverte de multiples saveurs.

SERVICES:

Coin enfants · Take Away · Arena (écran géant) · Workshop Pizza · Workshop pâtes

IDENTITÉ:

- Atmosphère: Chaleureuse, familiale, authentique et conviviale.
- Design: Terre à terre, inspiré de la nature avec une cuisine ouverte.
- Couleurs: Tons clairs, bois, granite, "earthy".
- Musique: Une playlist Spotify "Italian Music", "Italian Music Band", Jazz.

#FAF2E1 · #B74F22 · #5E7361 · #615952

THÈMES DE COMMUNICATION:

Cuisine Italienne, Recettes, Producteurs locaux & italiens, L'art du café, Pâtes fraiches, Pizza, Spécialités Italienne et Tessinoises.

CHANTEUR	ACTEUR	TRANSPORT	FILM	SPORT
Zucchero	Roberto Benigni	Vespa	Vacances Romaines	Soccer

VILLARS PALACE ACADEMY

Swiss Hospitality & Leadership School.

"UNIQUE TRAINING FOR THE LEADERS OF TOMORROW".

OUR VISION

The Villars Palace Academy is the first educational hotel complex in the Swiss Alps. It combines hotel training and unique learning experiences to form the leaders of tomorrow.

OUR PILLARS

Hospitality • Education • Sustainability

OUR VALUES

- Responsability
- Passion
- Resilience
- Respect

INSTRUCTORS

- Dynamic
- Pro-active
- Open-minded
- Multi-tasker
- Flexible
- Creative

Tone of voice: Warm, friendly, respectful and personalised.

OUR 3 PROGRAMMES

Full professional Diploma Program

24 months

CONTENT:

- VET by EHL Training
- Future skills courses
- French for Hospitality
- Expeditions & Challenges
- Practical immersions & internship

CERTIFICATIONS:

- Professional Diploma in Hotel Administration (EHL certified)
- Diplôme de français professionnel THR (min. B1 level)
- Future skills certifications

Gap Year / Foundation Programme

7 months

CONTENT:

- VET by EHL Training
- Future skills courses
- French for Hospitality
- Expeditions & Challenges
- Practical immersions & internship

CERTIFICATIONS:

- Foundation certificate in Hotel Administration (EHL certified)
- Diplôme de français professionnel THR (A2 level)
- Future skills certifications

360° Summer Hospitality Programme

2 months

CONTENT:

- French courses or IELTS preparation
- Hospitality practical skills & immersions
- Future skills courses
- Weekend expeditions & challenges

CERTIFICATIONS:

- Villars Palace Academy Certificate in Hospitality foundation
- Language level certificate
- Future skills certificates
- Work experience references

OUR TARGET CLIENTS

Looking for a "Gap Year"

In professional reconversion

Preperaring for university studies

Looking for a course that combines theory and practice

DIGITAL POINT OF CONTACT:

DISTRIBUTION CHANNELS:

Réseaux Sociaux, Site Internet, Platform Agents.

STRATEGIC PARTNERSHIPS:

VET by EHL, True Nature, ATMA, Regen, Villars Institute, CVPC, London School of Communication, Chef Tosca, Impro.ch, Swiss Insect, Search Inside Yourself, Iris Créativité.

WE BELIEVE

Villars Alpine Resort Sustainability Program

"A HOLISTIC APPROACH WITH A COLLABORATIVE SPIRIT."

OUR PILLARS

Planet • People • Progress

OUR OBJECTIVES

1. Be a good neighbors
2. Revolutionise our food system
3. Empower people
4. Sustainable Hotel Operations
5. Supporting Ethical Trade & Unprivileged People

GREEN TEAM

- Charlotte Boutilly
- Mirto Marchesi
- Sebastien Michea
- Frederic Jay
- Amélie Horner

ECO-LABEL

Green Key

OUR PARTNERS

EPFL

hepia
Haute école du paysage, d'ingénierie et d'architecture de Genève

atma

EHL

Swiss tainable committed

VILLARS INSTITUTE

myclimate
shape our future

SUMMIT FOUNDATION

WHO WE ARE

As an Eco-Resort, we are committed to doing our best in supporting environmental and societal causes. Even though our actions focus on 4 different SDGs, they still have touchpoints in all 17 goals. We believe all our actions are interdependent and should be used together instead of seperatly.

MAIN THEMES

ENERGY & CO2 EMISSIONS

Analysis of our carbon footprint and optimization of our energy consumption by implementing innovative solutions.

THE FUTURE OF FOOD

Offer innovative dishes with a low environmental impact (e.g. vegan meat, synthetic meat, insects, 100% local dishes etc.).

CONTINUOUS TRAINING

To constantly offer professional training to allow all our employees to evolve within our group (via the Villars Palace Academy).

ZERO WASTE

A circular mindset where nothing is thrown away but everything is put back into the system via the 5R concept: Refuse, Reduce, Reuse, Recycle and Repair.

PERMACULTURE GARDEN

In collaboration with HEPIA, the garden will not only allow us to produce vegetables directly on site but also to offer different workshops.

ACTION PLAN

1. Analysis of the VAR's carbon footprint.
2. Assessment of sustainable actions to date.
3. Implementation of selected sustainable actions.
4. Implementation of the SDG's pathway.
5. Implementation of Zero Waste strategies.
6. Continuous improvement with the goal of becoming "Net Zero."

INITIATIVES

"Clean Up" day in the mountains.

Initiation to permaculture.

Countinous training & education.

Donation Box.

"Meatless Monday" for employees.

Zero plastic initiative.

Sustainability ambassadors.

Training of young migrants (VPA).