

TRAVEL AND HOSPITALITY

Four Seasons to ski into first European mountain property

December 9, 2016



Four Seasons Hotel, Megève and the Chalet Du Mont d'Arbois, Megève, A Four Seasons Hotel

By STAFF REPORTS

Four Seasons Hotels and Resorts is hitting the slopes in the French village of Megève.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The hospitality brand has announced plans to open a hotel set among the Haute-Savoie Alpine range outside Geneva, Switzerland for a late 2017 debut and timed for 2018's peak ski season. For its first European mountain destination, Four Seasons has partnered with lifestyle company Edmond de Rothschild Heritage, owned by Benjamin and Ariane de Rothschild.

Take a gondola to your chalet

Four Seasons plans include the all-new mountainside Four Seasons Hotel, Megève and a number of traditional ski chalets in the heart of Mont d'Arbois, a medieval village at the mountain's base.

Situated only 44 miles from Geneva International Airport, Megève offers more than 130 Alpine runs and off-trail terrain for skiers of all levels to enjoy. Megève also provides views of Mont Blanc.

Four Seasons, Megève will be the first area hotel to provide guests with mountain-side access.

In addition to the 55-room hotel, Four Seasons will operate a collection of existing chalets that have been renovated under the hotelier's banner. The chalets are nestled in the heart of the historic ski village and located close to the mountain's main gondola.

For the spring and summer months, Four Seasons will manage the Golf du Mont D'Arbois. The 18-hole course was designed by three-time British Open champion Sir Henry Cotton.



Golf du Mont D'Arbois will be operated by Four Seasons

"This partnership will bring new dimensions not only to our hospitality at Mont d'Arbois but also to the town of Megve," said Ariane de Rothschild, chairwoman of the executive committee of Edmond de Rothschild Group, in a statement.

"The professionalism, international network and longstanding experience of Four Seasons in the hospitality industry are second to none, and I am particularly proud that the Hotel and Chalet in Megve will be Four Seasons first luxury mountain destination in Europe," she said.

Four Seasons' addition of the Four Seasons Hotel Megve and the Chalet du Mont d'Arbois, Megve, A Four Seasons Hotel will be the hospitality brand's third location in France. The ski resort will join Four Seasons hotel George V in Paris and Grand-Htel du Cap-Ferrat, A Four Seasons Hotel in the French Riviera.

The mountain-side property will be Four Seasons' fifth ski destination found in its portfolio. Four Seasons operates hotels in Whistler, British Columbia, Canada, Vail, CO, Santa Fe, NM and Jackson Hole, WY.



Four Seasons Resort, Whistler, British Columbia, Canada

According to a report by Knight Frank, the opulence of ski resorts does not protect the sector from customers' hunting for a deal, with buyers appreciating a good value.

Affluent customers who enjoy homes in the mountains and ski resorts as second residences still want to be sure that they are getting a good deal, with interest in locations that offer great values such as Chamonix and Saint Gervais, France, both near the base of Mont Blanc in the Swiss Alps, strengthening. Customers want worth and appeal for their purchases and investments, making villages such as Val d'Isere Verbier, Switzerland and Chamonix best-in-class considerations ([see story](#)).