

Quality Management in mountain hospitality in the french Alps

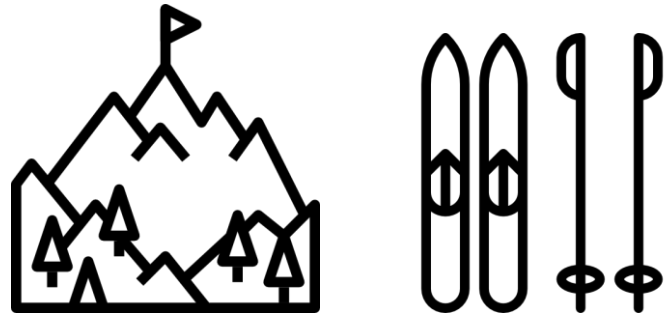
Natacha Blanc Gonnet – Sales and Marketing director



**GROUPE
MONTAGNETTES**
Résidences, Chalets & Hôtels



Some words & figures about mountain tourism in France”?



- ⇒ France means 100 years of mountain development experiences and know-how
- ⇒ Around 300 various mountain resorts in 6 different massifs with 35 international ski destination
- ⇒ Global leader for winter tourist destination with 51 million skier days and 100 million of overnights per year
- ⇒ 1 billion € of gross product for a global revenue of 10 billion € in mountain resorts
- ⇒ More than 350 companies in charge of the mountain tourism development
- ⇒ 130 000 direct jobs

That's why Cluster Montagne had been created.



**SAVOIE
MONT
BLANC**

SAVOIE MONT BLANC

⇒ 55 major ski resorts including Val Thorens, Courchevel, Tignes & Val d'Isère, Méribel, Les Arcs & La Plagne, Chamonix, Megève...

⇒ A total of 800,000 beds





GROUPE MONTAGNETTES

Résidences, Chalets & Hôtels



10
Establishments

2,200 beds

3 collections

15 M€ turnover



5 major
ski destinations

Val Thorens

Les Menuires

Courchevel

La Plagne

Tignes

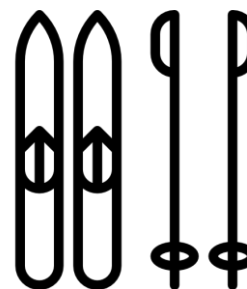


Additional
business

3 conceptual

Restaurants

& 2 ski shops



Some metrics

✓ 30,000 guests

✓ 200,000 nights

✓ 77% to 92%
occupancy rate



40 yearly
employees

130
employees during
the winter season

What is quality
management in the
french mountain
hospitality industry?



Offering the best ski areas and big ski resorts,
ski in – ski out?

We offer a wide range of ski destinations from tiny villages to international ski destination at the top of Europe ☺



Offering a wide range of establishments from 0 to 5 stars?



With a cosy & personalized atmosphere?



With services and facilities?



Is it proposing a wide range of activities?

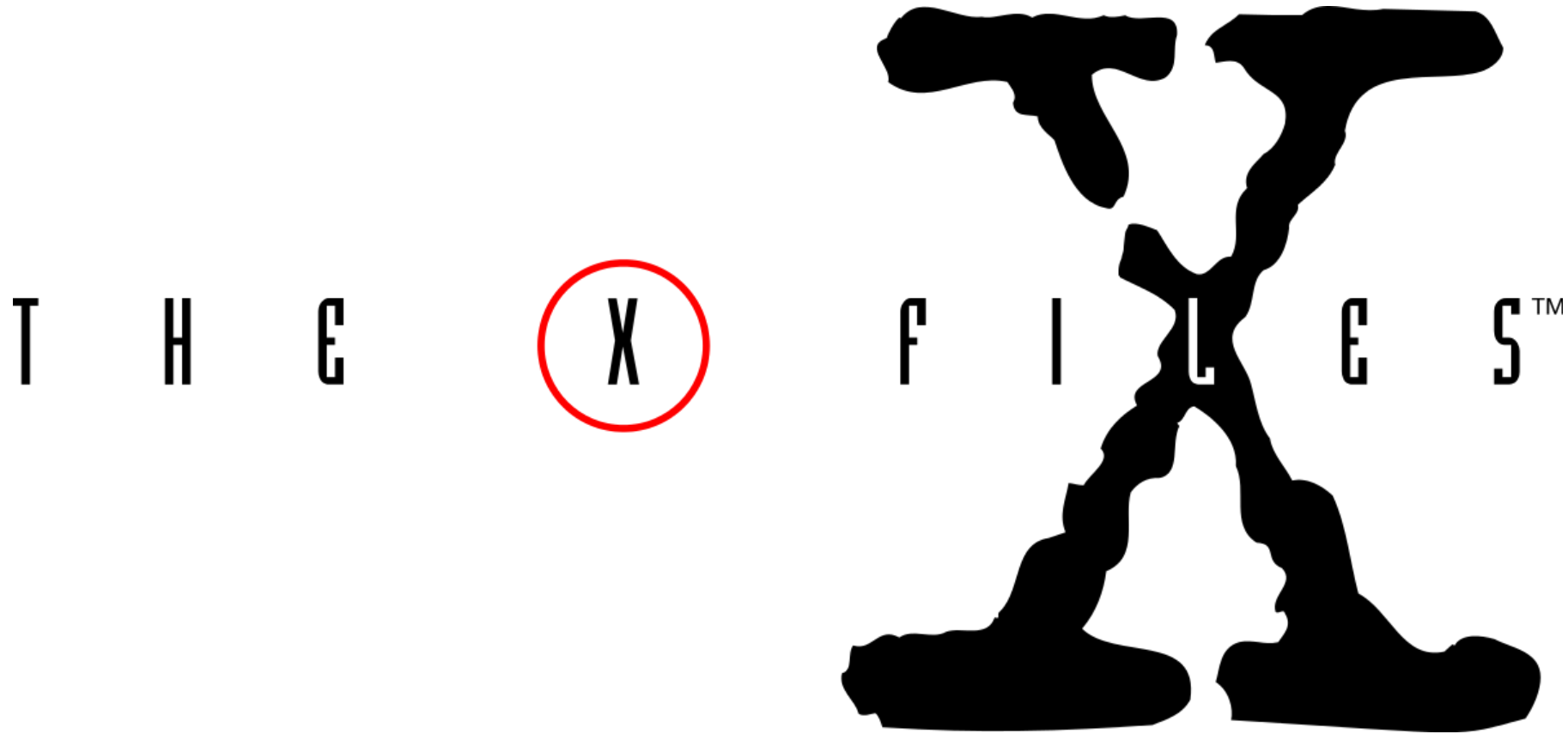
Ski, Spa, snow-shoeing, dog sledge, ice driving, ice diving, country skiing, bobsleigh, snake gliss...



Is quality offering new & high standard services?

Restaurant, spa, ski shop, reception, web sites, personal information...

Quality is probably a part of all those things, but is the truth out there?

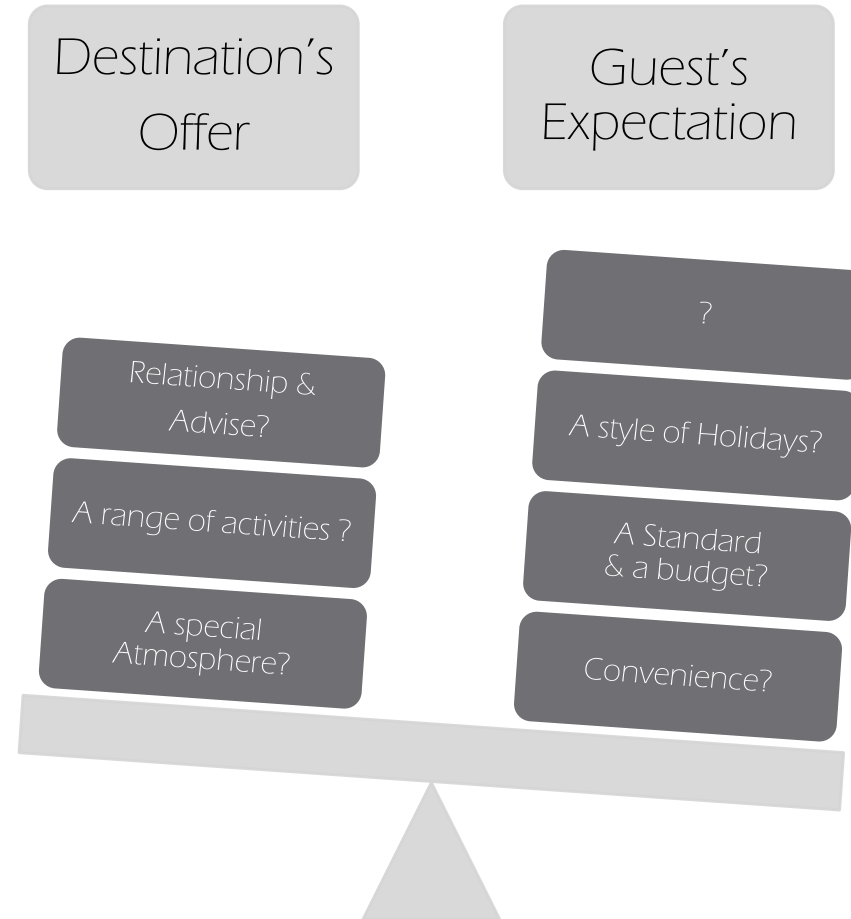


May Quality be the result of matching
with the guest's requested experience?

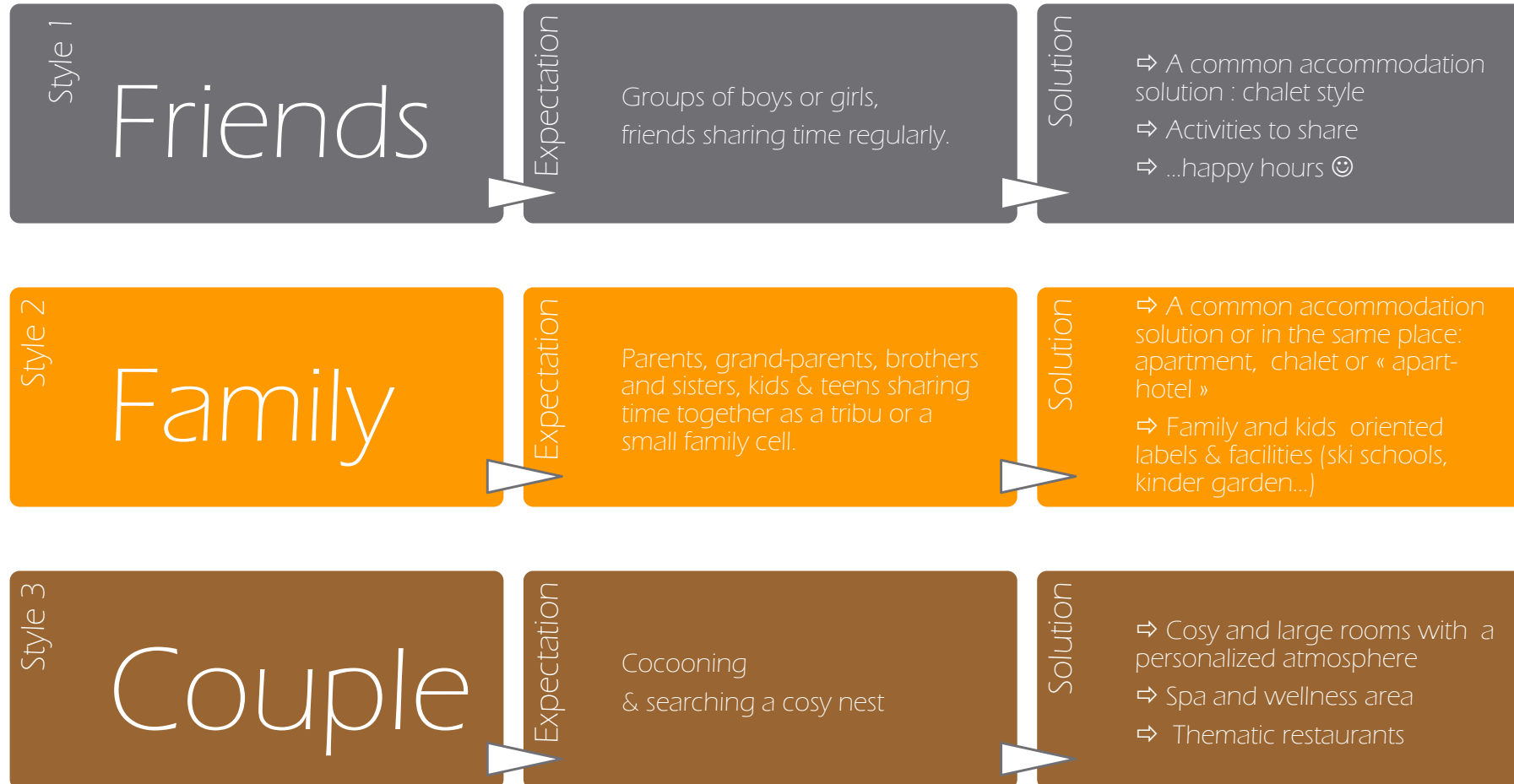
& Offer UX design of Ski holidays?



What is a good ski holiday Xperience?

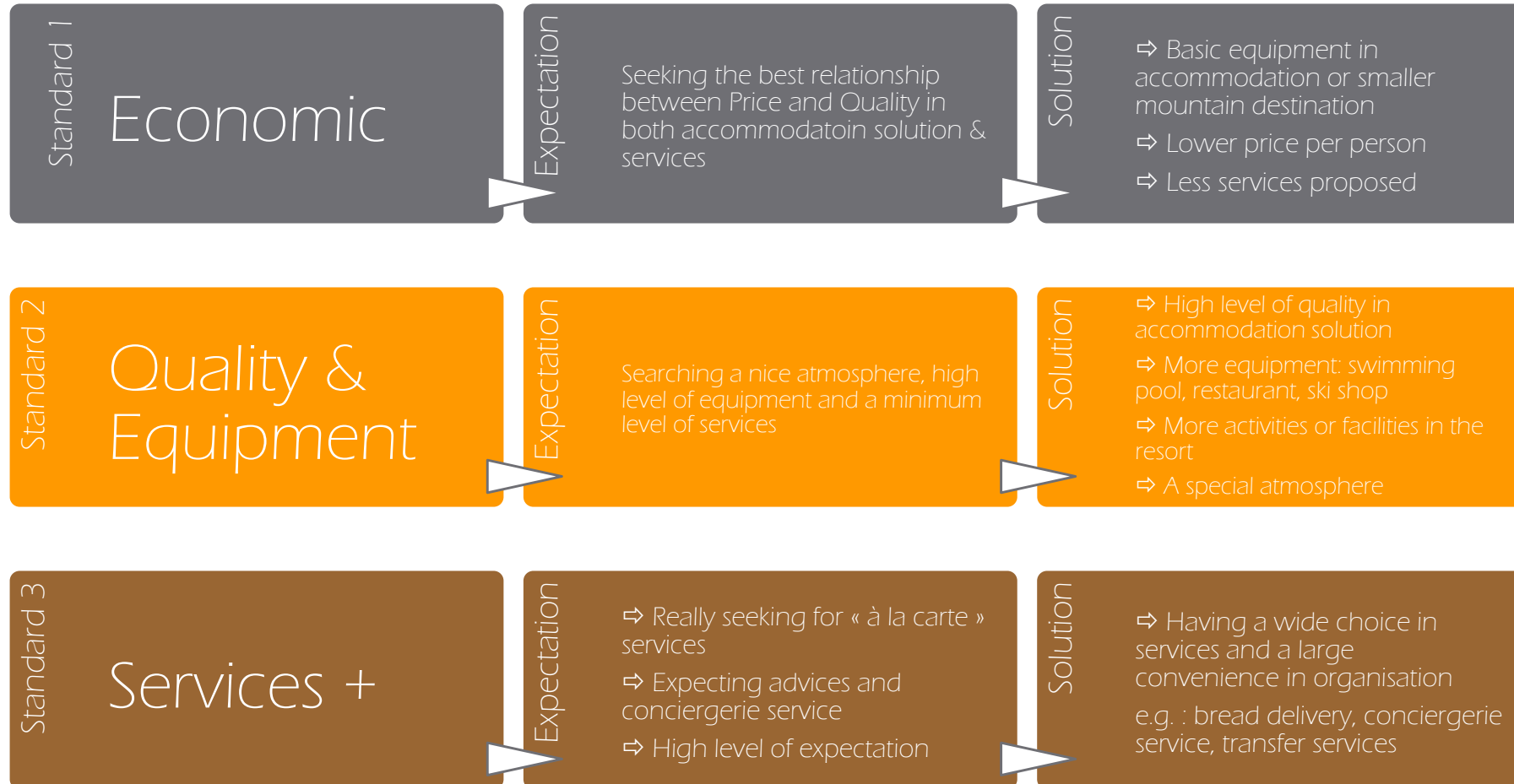


Is Experience a style of Holiday?



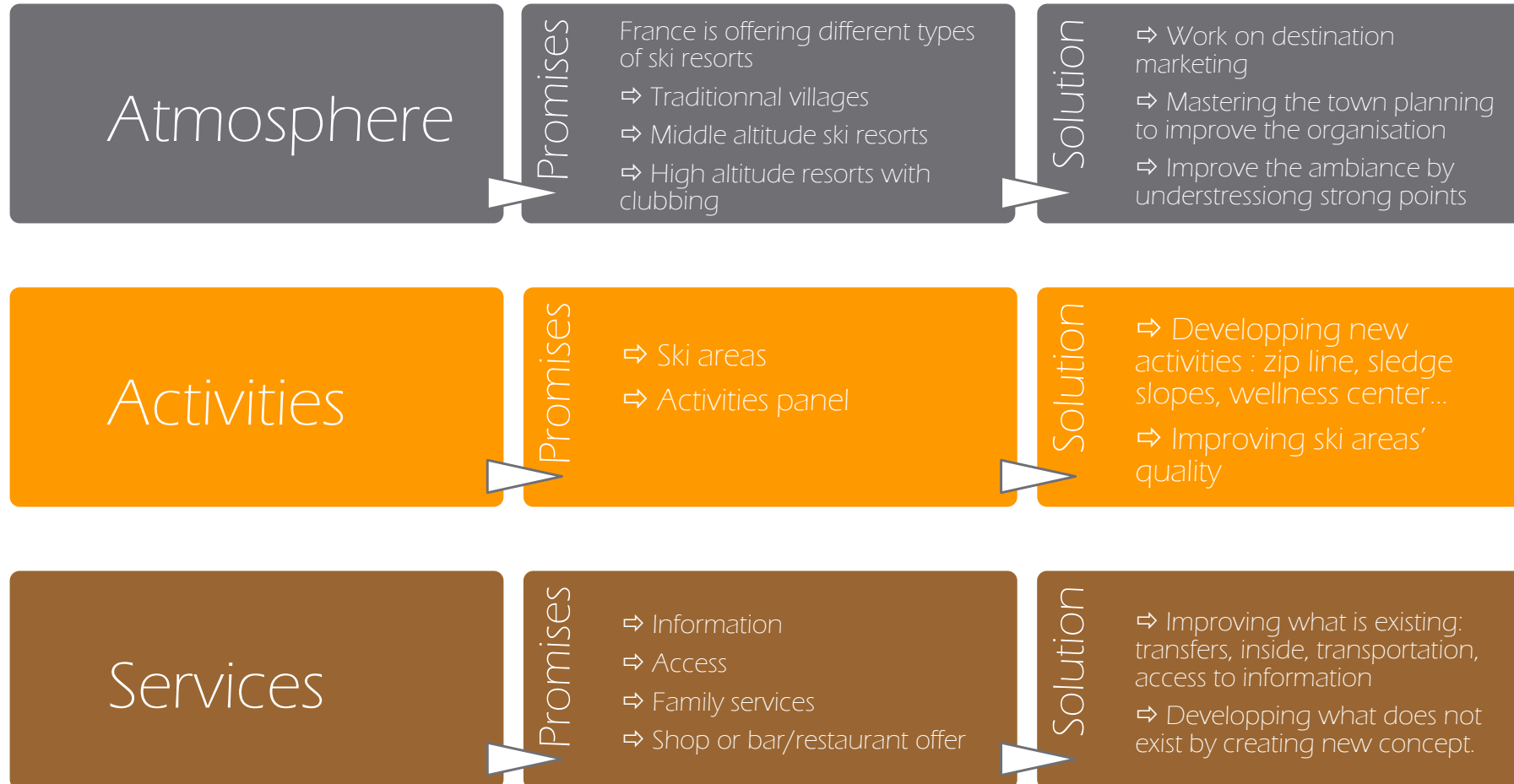


Is an expected standard, part of the experience?
Matching with a budget ?
and a quality/price relationship?

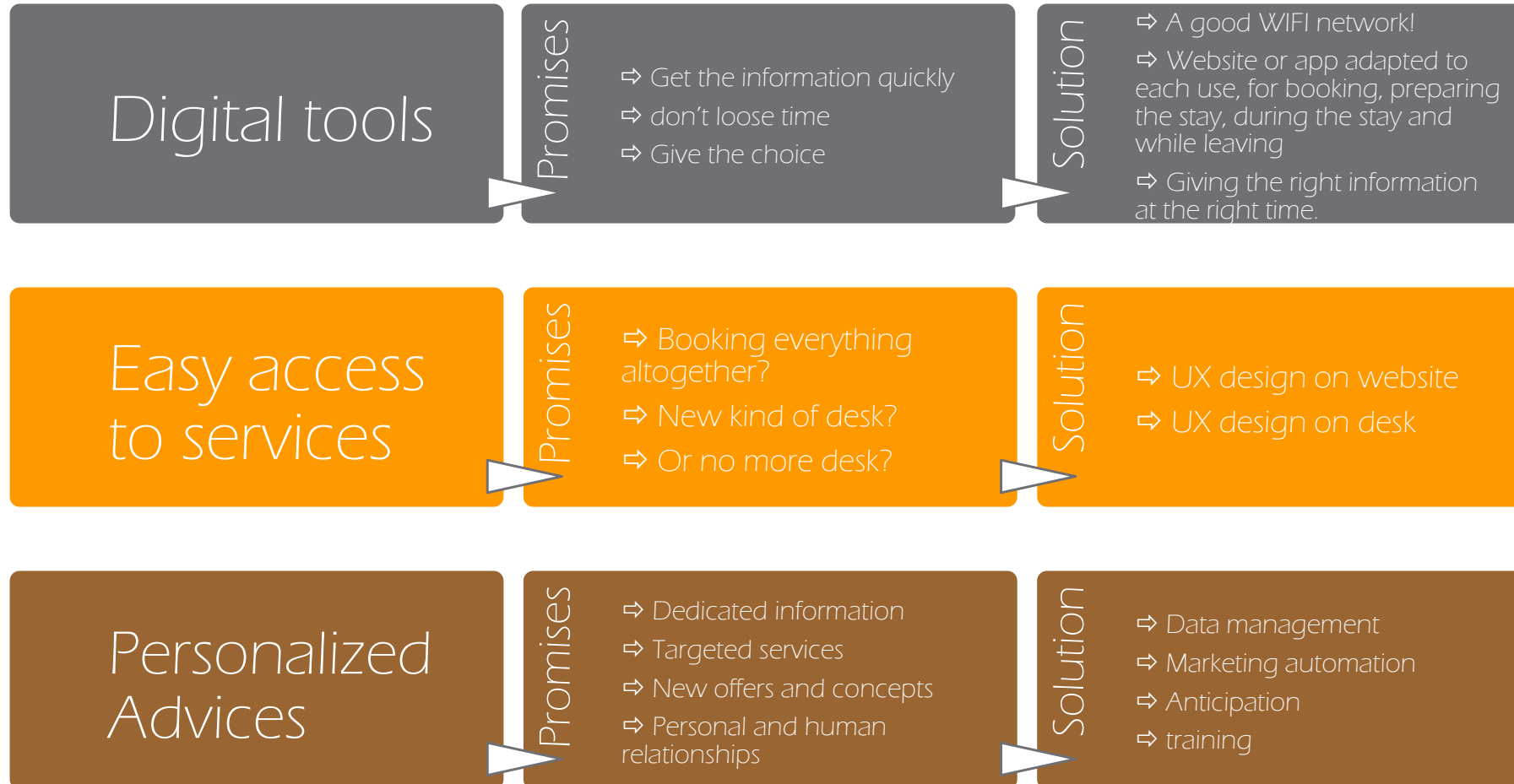




Is the chosen destination part of the experience
and quality?
How to improve it?



How convenience can improve experience and quality,
Answering to a very high level of expectation.



As a conclusion

- ⇒ Remember that the customers' reviews will sooner or later replace the establishment classification and thus explain a new evaluation of quality: their very personal one!
- ⇒ The last booking.com's study was explaining how the decoration of a holiday accommodation could influence our guests' own home decoration.
On the contrary, don't forget in your UX holiday experience design all the details our guests want to see from their daily life in their holiday time: comfort, convenience, immediacy.



Thank you!



**GROUPE
MONTAGNETTES**
Résidences, Chalets & Hôtels