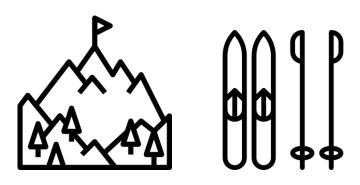
Quality Management in mountain hospitality in the french Alps

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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

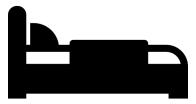




⇒ 55 major ski resorts including Val Thorens, Courchevel, Tignes & Val d'Isère, Méribel, Les Arcs & La Plagne, Chamonix, Megève...

⇒ A total of 800,000 beds







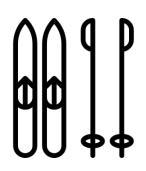
GROUPE MONTAGNETTES

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?



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?

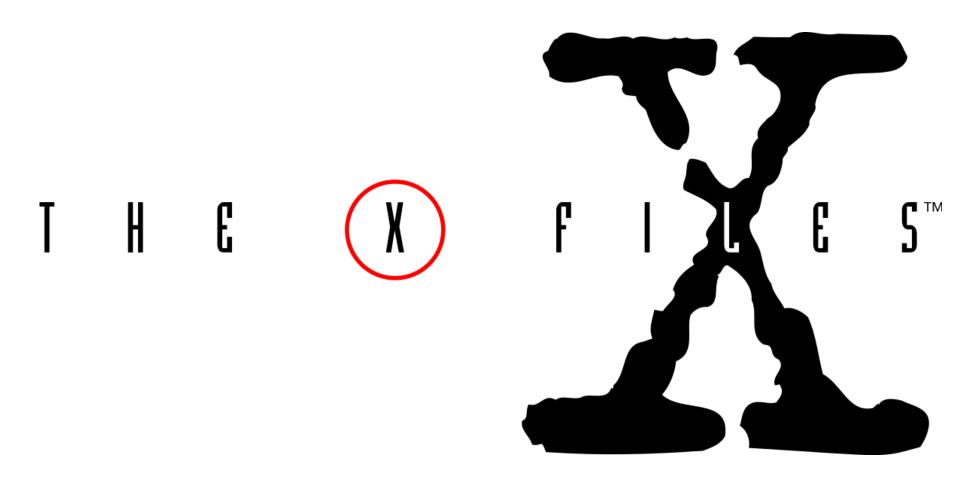
Ski, Spa, snow-shoeing, dog sledge, ice driving, ice diving, country skiing, bobsleigh, snake gliss...



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?

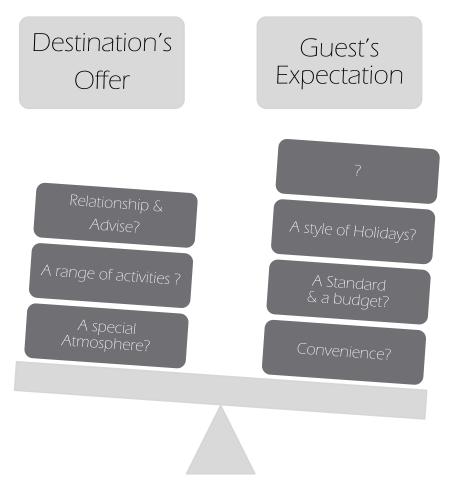


May Quality be the result of matching with the guest's requested experience?

& Offer UX design of Ski holidays?



What is a good ski holiday Xperience?



Is Experience a style of Holiday?

Solution Friends ⇒ Activities to share Family Expectation Special Country of the C Solution



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

Solution Seeking the best relationship Economic mountain destination both accommodatoin solution & services ⇒ Less services proposed Solution services services and a large Services + ⇒ Expecting advices and

e.g.: bread delivery, conciergerie

service, transfer services



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

Atmosphere

Promises

France is offering different types of ski resorts

- ⇒ Traditionnal villages
- ⇒ High altitude resorts with clubbing

Solution

- ⇒ Work on destination marketing
- ⇒ Mastering the town planning to improve the organisation
- ⇒ Improve the ambiance by understressiong strong points

Activities

Promises

- ⇒ Ski areas
- ⇒ Activities panel

Solutior

- ⇒ Developping new activities : zip line, sledge slopes, wellness center...
- ⇒ Improving ski areas' quality

Services

Promises|

- ⇒ Informatioi
- ⇒ Access
- ⇒ Family services
- \Rightarrow Shop or bar/restaurant off ϵ

Solution

- ⇒ Improving what is existing: transfers, inside, transportation access to information
- ⇒ Developping what does not exist by creating new concept.

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

Digital tools

Promises

- ⇒ Get the information quickly
- ⇒ don't loose time
- ⇒ Give the choice

Solution

- ⇒ A good WIFI network
- → Website or app adapted to each use, for booking, preparing the stay, during the stay and while leaving
- ⇒ Giving the right information at the right time.

Easy access to services

romises

- ⇒ Booking everything altogether?
- ⇒ New kind of desk?
- ⇒ Or no more desk

Solution

- ⇒ UX design on website
- ⇒ UX design on desk

Personalized Advices Promises

- ⇒ Dedicated information
- ⇒ Targeted services
- ⇒ New offers and concepts
- ⇒ Personal and human relationships

Solutior

- ⇒ Data managemeni
- ⇒ Marketing automation
- ⇒ Anticipation
- **⇒** training

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!

