Beat: Travel

MMV- THE CLUB EXPERIENCE At The HEIGHTS In The FRENCH ALPS

CLUB HOLIDAYS IN THE MOUNTAINS

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USPA NEWS - MMV, the second largest hotel operator in the French Alps, specialises in Club holidays in the mountains. For your skiing holidays or your next summer holidays, they offer stays in Hotel Club (full board, half board or all inclusive) and Residence Club for rent. You can go on a snow holiday and enjoy a stay in the mountains (in the Alps or the Pyrenees) for two, with family or friends.

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- Mmv rhymes its name with Mes Meilleures Vacances (My Best Holidays) to offer its customers all the Club à la carte holiday solutions.

* Varied accommodation, with full board in Club Hotels or flat rentals in Club Residences.

* Club à la carte leisure activities, with Children's Clubs for children aged 4 to -17, entertainment, sports or leisure activities, excursions, wellness treatments...

* A la carte length of stay: a weekend, a week, or even a month, with a completely free arrival and departure day.

- Commitments to sustainable development mmv - In 7 points, mmv is committed to more responsible tourism.

* Preserving the resources: limiting the impact of their activity on the environment as much as possible by reducing the consumption and waste production.

* Integrating eco-construction rules for all the new buildings Because the business is primarily in the field of accommodation, mmv, with its mmv by Terrésens brand, has been committed for many years to taking ecological criteria into account right from the design stage, based on recognized HQE and BBC approaches and labels.

* Integrating responsible consumption into their catering offer Good quality food is an increasingly important concern in the society, which is why they take particular care to favour products selected and elaborated with care by their chefs.

* Promoting responsible purchasing their purchases today have a strong impact on the environment. By favouring responsible purchasing, they limit this impact, for example, by favouring organic or recycled products.

* Raising awareness and mobilising their teams Because the teams are the main vectors and players in the Sustainable Tourism policy, they pay particular attention to integrating them into their approach.

* Informing and educating their customers They seek to communicate and disseminate their values in order to help the customers understand and adhere to their approach.

* Getting involved in solidarity projects

- Eco-construction

* Aware that the future will involve a new way of building and a new way of living, mmv and Terrésens, a designer of environmentally friendly real estate, have joined forces within the mmv by Terrésens brand to integrate the rules of eco-construction for new mmv Residences.

- Self catering apartments & hotel rooms

2 ranges of comfort and services, hotel formula with half-board or full board with all-inclusive option, Spas with jacuzzis, saunas, hammams and massages, Children's Clubs from 18 months to 17 years old, indoor and outdoor activities always more surprising, all the snow sports and leisure activities à la carte.

- Hotel Club mmv

2 catering formulas: half board or full board, with the possibility of an All Inclusive option. Their chefs surprise and delight you with a variety of gourmet dishes.

- Residence Club mmv

Some Residences offer a partner restaurant when you want to put your feet under the table thanks to the half-board option available for a week or a weekend! Also à la carte: morning service of warm bread and pastries and ready-to-eat meals cooked by a partner sorter...

- In Summary

* Founded in 1989, MMV is present in 16 ski resorts, including 6 resorts whose ski areas are operated by Compagnie des Alpes: Les Arcs, Flaine, Les Menuires, La Plagne, Samoëns, and Tignes. Other ski resorts in which MMV operates lodging include L'Alpe d'Huez, Les 2 Alpes, Isola 2000, Montgenèvre, Les Saisies, and Val Thorens.

* MMV offers high-end 4-star and Premium lodging facilities specializing in family mountain vacation accommodations, winter and summer, with high-quality activities and infrastructures that generate high customer satisfaction ratings that have garnered the certificate of excellence label on Tripadvisor (10 establishments) or Travelers' Review Awards on Booking.com (5 establishments have an average rating of 9.8).

* All MMV's hotels and residences offer a full array of services: both outdoor and indoor activities and animations, relaxation, fitness, and wellness spaces, and clubs for kids of all ages. The international clientele, composed mainly of English, Belgian, and Dutch tourists, represents roughly a third of the total.

* MMV has 1,000 employees, of whom 90% are seasonal. It operates a total of 11,500 tourist beds. The occupancy rate reached an average of 79% in 2022. MMV's annual sales total nearly €75 million euros,1 of which 10% are generated in the summer.

* MMV is deploying a sustained development strategy: among the approximately 20 assets it operates, 8 have been opened since 2019, including 2 this year (Les Clarines at Les 2 Alpes at the beginning of the ski season, and Samoëns Village at Samoëns, which opened on June 30, 2022). MMV expects to open 1 to 2 new structures a year over the course of the next 3 years.

* In addition, MMV is expanding its offering with the launch in 2022 of Mountain Collection, a lodging venture topped up with enhanced services within 4* and 5* small residences and chalets. This activity, which complements the existing club hotel and residence offering of MMV, contributes to increasing the use of tourist lodgings, which in turn boosts the development of the resorts in question.

Source:
- MMV Press Conference on September 29, 2022 @ We Are in Paris.
With the Presence of:
* Jean-Marc Philippini - President & Co-Founder of MMV
* Bryce Arnaud-Battandier - CEO

- Compagnie des Alpes

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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