

News for immediate release – March 2026

## **Peak Retreats offers incredible value “coolcations” in the French Alps this summer**

Peak Retreats, the award-winning French Alps specialist, has launched its refreshed summer programme, championing great value family coolcations across a handpicked collection of Alpine villages. Now an employee-owned business, Peak Retreats continues to focus on personal service and expert local knowledge, helping families find affordable ways to escape rising temperatures. These high-altitude villages offer space, fresh air and an impressive mix of activities, from gentle adventures to more adrenaline-fuelled fun.

To make planning easier, Peak Retreats has introduced new themes that group experiences by interest, highlighting everything from mountain biking, via ferrata and canyoning to swimming spots, paddleboarding, pedalos, treetop adventures and family-friendly trails. With flexible travel options, including holidays by train, Peak Retreats makes it simple to enjoy a cooler and more fulfilling type of summer holiday.

Alison Willis, Managing Director of Peak Retreats says, "We are converts to summer holidays in the mountains. The contrast to busy beaches and sweaty airport queues couldn't be more stark. With our new curated selection of Alpine villages teamed with our themes, helping you match what you want from a holiday to a destination, we want to help more people discover the joys of a holiday to the mountains this summer. Plus, they are incredible value, with a school holiday week trip to pretty Val Cenis coming in at under £1000 for a family of up to six. We're also championing travel by train, the summer is an ideal time to try slow travel and our team can help navigate train schedules and transfers."

### **Families can enjoy a week's holiday including accommodation and ferry with options starting at under £1000:**

- Set between the Vanoise National Park and Italy, [Val Cenis](#) is a superb base for exploring Lac du Mont Cenis and enjoying varied summer activities for all ages. Peak Retreats offers a week's holiday at [Les Chalets de Flambeau](#) for up to six people for just £781 per apartment including travel (based on a two-bedroom apartment w/c 22/08/2026). These comfortable apartments are ideally located in a sunny setting mid-way between the centres of the two villages that make up Val Cenis; facilities include an indoor heated pool, children's pool, hot tub, steam room and sauna.
- [Le Grand Bornand](#) gives families a great-value base near Annecy, combining outdoor adventures with authentic Savoyard character in the traditional home of Reblochon cheese. Peak Retreats offers a week's holiday at [Les Chalets de Joy](#) for up to six people for just £1746 per apartment including travel (based on a prestige two-bedroom apartment w/c 22/08/2026). These four-star luxury apartments are located in the heart of the village; facilities include an indoor heated pool, children's pool, hot tub, sauna and steam room.
- Set among forest with easy access to the Grand Massif, [Samoëns](#) is a bustling village classed as a national heritage site, with a wide choice of summer sports and activities. Peak Retreats offers a week's holiday at [La Reine des Prés](#) for up to six people for just £1741 per apartment including travel (based on a two-bedroom apartment w/c 22/07/2026). These comfortable apartments are located just a five-minute walk from the main village square; facilities include an indoor heated pool, hot tub, sauna and steam room.
- [Chamonix](#) is widely considered the activities centre of the Alps and for good reason. Set at the foot of Europe's highest mountain, Mont Blanc, it's a bustling yet traditional town with 50+ sports and activities to choose from. Peak Retreats offers a week's holiday at [Le Cristal de Jade](#) for up to six people for just £1679 per apartment including travel (based on a two-bedroom apartment w/c 29/08/2026). These four-star luxury apartments are perfectly located next to the famous Aiguille du Midi cable car and enjoy one of the most convenient locations in the resort; facilities include an indoor heated pool, hot tub, sauna and steam room.
- With sunny mountain views and easy access to Italy, [La Rosière](#) offers families a relaxed base with plenty of summer sports and activities. Peak Retreats offers a week's holiday at [Les Cimes Blanches](#) for up to six people for just £1388 (based on two-bedroom apartment w/c 15/08/2026). Les Cimes Blanches is located in the quieter Les Eucherts area of the resort, with panoramic views of the Tarentaise Valley; facilities include an indoor heated pool, hot tub, sauna and steam room.

### **A theme for everyone**

Peak Retreats' new holiday themes are designed to make it easier for families to plan their summer trip, guided by its expert team.

[Adrenaline-fuelled adventures](#) – showcases the high-energy side of the French Alps, with resorts offering mountain biking, via ferrata, paragliding, canyoning and other high-thrill summer mountain experiences.

[Activities for everyone](#) – featuring resorts with an accessible mix of gentle outdoor experiences, including walking routes, swimming spots, paddleboarding, pedalos and family-focused attractions.

[Slow travel](#) – summer is the perfect time for families to take their time getting to and from the French Alps, so whether it's a smooth and relaxing train journey or the freedom of self-drive, Peak Retreats can suggest travel itineraries and book transport.

[Cultural experiences](#) – covering resorts with strong cultural appeal including traditional markets, festivals, local crafts, food producers and notable historic sites.

[Relaxation](#) – highlights destinations and accommodation offering strong wellbeing credentials, including residences with spa and wellness areas such as indoor pools, saunas, steam rooms and salt caves, as well as options for private outdoor hot tubs and outdoor yoga in scenic mountain settings.

With its expanded summer offering and curated activity themes, Peak Retreats is set to make family coolcations in the French Alps more accessible than ever.

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Editor's notes:

Peak Retreats ([peakretreats.co.uk](http://peakretreats.co.uk); 023 9283 9310) is an award-winning, employee-owned French Alps specialist offering holidays in more than 70 resorts in winter and a curated selection of 13 handpicked villages in summer. Summer destinations are chosen for their charm, varied activities and high-quality amenities. Summer packages include a ferry from Dover to Calais. Train travel or accommodation-only bookings can be arranged. Peak Retreats is ABTA bonded for holiday packages. With a passionate UK-based team, who provide authentic personal service, Peak Retreats has had loyal clients since 2002.

For more information, images or enquiries, email [nicola@peakretreats.com](mailto:nicola@peakretreats.com) or call 023 9289 0974. Peak Retreats is on [Facebook](#) and [Instagram](#).