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# Peak Retreats Voted Best Ski Tour Op For 3rd Year in a Row

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Peak Retreats was been named Best Ski Operator for the third time running at the Telegraph Travel Awards 2025 announced this month.

The awards are decided by votes from Telegraph readers, with over 20,000 readers voting this time round for their favourite destinations, airlines and travel companies. The winners were those who garnered the highest average ratings among readers.

“We are absolutely delighted to have been awarded Best Ski Operator for the third time in a row by the Telegraph. It’s especially meaningful as the results are decided by their readers, based on their own holiday experiences,” commented Alison Willis, Peak Retreats’ General Manager who added, “I am so proud of our team. It’s their dedication to delivering brilliant service and sharing their passion for skiing and their unrivalled knowledge of our resorts across the French Alps that makes us unique.”



Peak Retreats prides itself on its range of resorts and accommodation, which encompasses both traditional village resorts with uncrowded slopes and the world-renowned ski areas that make the French Alps a first-class ski destination. They cover over 70 ski resorts across the French Alps.

“It’s fantastic to get this recognition from Telegraph readers for the third time running. It’s testament to our team’s commitment to being the French Alps specialists, knowing our resorts inside out, which allows us to help match clients to their perfect ski holiday and give them the best possible ski holiday experience,” said company co-founder Xavier Schouller, who added, “Only six of the 20 winners retained their titles from last time the awards ran, so we feel very honoured to be among those who did so. We really appreciate everyone who voted, thank you, and we can’t wait to help more skiers get out to the slopes this coming season and beyond.”

The company, which has been established for over 20 years, was founded by Xavier Schouller and Nathalie Soma in 2002. The senior management team was joined by Olivier Lepoureau in 2005.

It’s the team’s expertise and advice that sets Peak Retreats apart, guiding clients to a ski holiday that suits their needs; from helping clients navigate ski school options to offering tailored advice on the best resorts and booking travel including packages with trains. As well as a UK-based team, many of whom have been with the company over 10 years, and a team in France, Peak Retreats boasts a network of local contacts in the French Alps, which enables it to really deliver for clients and gives the company a unique advantage.



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