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Which? Issue “Recommended Provider” List For Ski Holidays

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The consumer service research organisation Which? has issued a [list of seven ski holiday companies it's recommends](#) based on a selection of criteria with results compiled from scoring by more than 1,000 skiers.

All seven companies scored between 83% and 85% over all and the good news for the wider industry was that of the 20+ ski companies surveyed, all scored pretty highly, getting at least 4 stars out of five in each sub-category.

Although Which? was a prominent independent name in ski holiday information in the pre-internet era of the 1970s-90's, publishing a popular annual ski guide book, this is believed to be the first-ever survey of consumer-experience of ski holiday providers conducted by the UK's largest consumer group.

The seven top companies were Inghams (85%), Alpine Elements (84%), Club Med (84%), Heidi (83%), The Ski Club of Great Britain (83%), Neilson (83%) and the multiple [Telegraph Travel Awards Best Ski Company Winner](#), including earlier this year, Peak Retreats (83%).

For Inghams Ski it's a great week as they also won Best Ski Operator at The Times and Sunday Times Travel Awards 2025, voted for by readers.

"To celebrate not one, but two major accolades this week is such a proud moment for myself and the whole team at Inghams Ski," said John Mansell, Managing Director of Inghams Ski, who added, "To be recognised by consumers as an official Which? Recommended Ski Provider, and to be named as Best Ski Operator at The Times and The Sunday Times is very special, and as we gear up for the next winter season, we can start on a high."

Describing Peak Retreats service in awarding it Recommended Provider status, Which? report:

"From a smooth booking process to exceptional service in the resort, Peak Retreats was rated highly by customers. Services met their expectations and some described their facilities as 'premium' and 'luxury', though they cater to lower budgets too. It specialises in breaks to France in a number of locations it describes as 'unspoilt and traditional'. And it makes it easy to personalise your holiday: you can choose to stay in a self-catered apartment, chalet or hotel for instance, plus it can organise your Channel crossing if you fancy a self-drive trip. ...This high level of customer service helped lead to lots of lovely holiday memories."

Heidi has grown rapidly since it was established in 2018 by aiming to make ski travel simpler, more accessible, and more flexible. The company offers customisable holidays for 350+ ski resorts across Europe, allowing travellers to build tailor-made packages for durations of their choice – from long weekends to full-week stays and beyond. The company also holds an 'Excellent' Trustpilot rating from over 3,900 reviews.

Marcus Blunt, Co-founder of Heidi, said, "We're absolutely thrilled to be recognised by Which? as a top UK Recommended Ski Holiday Provider. Our mission has always been to help people find their freedom in the mountains, and make ski holidays more accessible for everyone. This endorsement is a huge testament to the work of our incredible team and the resulting trust of our customers."

The seven ski companies who scored enough to be declared Which? Recommended Providers now have the option to purchase the right to use The Which? Recommended Provider logo.

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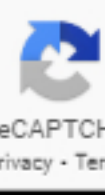
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