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SKI COMPANY PEAK RETREATS BOUGHT BY EMPLOYEES

4TH SEPTEMBER 2025

The award-winning French Alps ski specialist is the the only UK ski company to be employee-owned. It was founded in 2002. NEW

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Over 23 years after founding the business, Xavier Schouller and Nathalie Soma, alongside Olivier Lepoureau who joined in 2005, have transferred their ownership in Peak Retreats to an employee ownership structure.

They say it will preserve the company's values and culture.

Xavier, Nathalie and Olivier will remain in the business ensuring a smooth transition, with senior management stepping up as Directors.

- Allison Willis, Managing Director
- Nicola Moss, Marketing Director
- Tim Reed, Sales Director

"One of the reasons we chose to go down this route, as we thought about succession, is the confidence we have in knowing that Peak Retreats is going to continue to be run by people who truly care about it and will look after what we have built," said Xavier Schouller,

"This means continuity in our approach to clients, to delivering exceptional customer service, sharing our experience and developing new product."



Xavier has been a good friend to PlanetSKI over the years, keeping us informed about news from the French resorts, and he is a pleasure to ski with.

Though if you are lucky enough to make a few turns with him you need to be at the top of your game – he doesn't hang about.



Image c/o Peak Retreats

"We are excited about this next phase for Peak Retreats, and the team is keen to share their ideas for future projects," said the new Managing Director, Alison Willis.

"We want Peak Retreats to be the first choice for experience-rich mountain holidays to the French Alps for families, couples and friends, and those looking to travel by train.

"Transitioning to this new model allows us to retain the values that have underpinned our success so far; that is long-term relationships with suppliers, a commitment to our team (many of whom have been part of Peak Retreats for over 10 years) and a desire to offer something different and unique to the market, from genuine personal service to really knowing our product inside out."

The business joins a community of employee-owned businesses that includes the John Lewis Partnership, Richer Sounds and Riverford Organic Farmers.


Research suggests that the model has benefits for both employees and long-term business performance with an increase in productivity and engagement resulting from employees having a direct stake in the company's success.

Peak Retreats has joined the Employee Ownership Association, EOA, in order to connect with like-minded companies. opportunity.

James de le Vingne, Chief Executive of the EOA, said: "Congratulations to Peak Retreats on making the move to employee ownership.

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"They're joining a rapidly expanding sector that's statistically shown to have positive social, community, and environmental impacts.

"Transitioning is a commitment to a better way of working, and Peak Retreats is helping grow a sector into a larger and more vital part of the UK economy."

To find out more about Peak Retreats visit peakretreats.co.uk



Peak Retreats

About Peak Retreats

It is a French Alps specialist offering accommodation for summer and winter holidays in over 70 mountain resorts, traditional and high altitude, chosen for their charm, easy access to great skiing and superb amenities.

All holidays include travel by Eurotunnel, with a free FlexiPlus upgrade, at selected dates.

Accommodation only and travel by train via Paris or Lille can be arranged, including the Eurostar Snow service.

The team can also advise on and book lift passes, ski hire and ski school for clients.

Peak Retreats is a member of ABTA and has had loyal clients since its inception in 2002.



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