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Peak Retreats wins Best Ski Operator for the third time at Telegraph Travel Awards 2025

Peak Retreats (peakretreats.co.uk; 023 9283 9310) was named Best Ski Operator for the third time running at the Telegraph Travel Awards on 11th July 2025. 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.

Alison Willis, General Manager said:

> "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.
>
> 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."

Xavier Schouller, Peak Retreats Co-Founder said:

> "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.
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> 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. 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.

With over 70 ski resorts across the French Alps, 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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Editor's notes:

Peak Retreats (peakretreats.co.uk; 023 9283 9310) is an award-winning French Alps specialist offering summer and winter holidays in over 70 mountain resorts, from traditional villages to high-altitude winter playgrounds, all with access to great skiing and superb amenities. Holidays can include travel by Eurotunnel, with a free FlexiPlus upgrade on most dates, or by train or ferry. Peak Retreats is a member of ABTA. With a passionate UK-based team, who provide authentic personal service tailored to each client's needs, Peak Retreats has had loyal clients since its inception in 2002.

For more information, images or enquiries, email nicola@peakretreats.com or call 023 9289 0974. Peak Retreats is on Facebook and Instagram.