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Peak Retreats becomes first employee-owned ski company in UK

BY SKIER & SNOWBOARDER on 5TH SEPTEMBER 2025 · 0

Award-winning French Alps ski specialist, Peak Retreats, has announced that it has made the move to employee ownership, making it the only UK ski company to be employee-owned. This puts Peak Retreats' passionate, experienced and dedicated team at the heart of the business, allowing them to develop, innovate and evolve the company going forward, with a real stake in its future.

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. This ensures the preservation of the company's values and culture as Peak Retreats looks to an exciting future.



Xavier, Nathalie and Olivier will remain in the business ensuring a smooth transition, with senior management stepping up as Directors. Alison Willis becomes Managing Director, Nicola Moss, Marketing Director, and 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. This means continuity in our approach to clients, to delivering exceptional customer service, sharing our experience and developing new product," said Xavier Schouller, Peak Retreats Founder.

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

Lyndsey Hawkins, Peak Retreats Web Content and Systems Manager, said: "I recently celebrated 20 years at Peak Retreats, transitioning to an employee-owned company feels like another milestone achievement. Having seen Peak Retreats go from strength to strength over the years, it's exciting to know that, as employees, we now have a share in that success. We're fired up to go even further for clients and the business. This move shows the team's dedication and commitment is being recognised and the company is investing in us."

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 to make the most of this opportunity.

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

Transitioning to employee ownership means that Peak Retreats has secured its succession in a positive way, which allows it to continue to build on its success as the French Alps specialist, known for its expertise, extensive range of resorts and accommodation and excellent customer service.

To find out more about Peak Retreats visit [peakretreats.co.uk](https://peakretreats.co.uk)



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