



## BEST UK CHALET COMPANY

PRESENTED BY  
THE TELEGRAPH SKI AND SNOWBOARD

### Alpholics

Alpholics are an independent catered chalet company based in La Plagne, France. Last winter our La Plagne chalets ran at a combined occupancy of over 95% for the winter period. Like many other chalet companies we provide restaurant standard cuisine and a highly personalised service with sought after facilities such as outdoor hot tubs in all of our chalets, boot warmers and a sauna but what makes us stand out are the extra touches and unique experiences we are able to offer to improve the guest experience:

- The original chalet test centre for Bataleon Snowboards, Switchback Bindings & Armada skis
- which are available for our guests (and non guests in fact) to try out throughout the season. Bataleon Snowboards won the World Snow Award for Best Snowboard Manufacturer in 2015 and we also work with Dragon who won best goggle manufacturer. We also work with other top brands such as Planks Clothing & Celtek Gloves
- We believe safety is paramount in order to sustain an enjoyable life as a snowsports enthusiast and that is why we have teamed up with Sandbox Helmets and last winter began stocking their incredible helmets in our chalets. These were greatly received by many of our guests, a large no. of whom did not wear one previously.
- We pioneered La Plagne's answer to La Folie Douce with DJs and a vocalist up the mountain at Restaurant D'Altitude de La Bergerie. This has grown into an institution in La Plagne over the last year and is the only mountain top place to really party in the resort, attracting upwards of 500 people. Alpholics conceived this event, Charlie, the founder of Alpholics runs the event and is the resident DJ and our host from Chalet Blanchot, Poppy Janella, is the vocalist. We feel this event was the only thing that was missing in La Plagne and is now something that the tourists and seasonaires alike could not do without. This benefits Alpholics guests especially as we can get them special deals on drinks/tables at the event as well as always giving them a shout out on the microphone which always goes down well. Next winter we will have our own raised Gondola to DJ in which will only add to the excitement and atmosphere. They are also building a permanent outdoor bar and upgrading the sound system to deal with the burgeoning demand.
- Our 2nd All-Inclusive Snowboard Camp with Onyx Snowboarding took place in April and was a roaring success again. We even put on a huge BBQ in the snowpark with a custom built kicker and rail jam which was MC'ed and judged by Onyx Snowboard school and was followed by a huge after party featuring Script MC who is the MC of worldwide superstar DJ and producer Netsky.
- Last summer we managed to procure 10 of the actual cinema seats from the Val D'Isere cinema that was being knocked down and built our 1st bespoke chalet cinema in our flagship chalet, Chalet Orshanti in Plagne 1800. We then installed a top of the range HD projector and 100" screen and a booming cinema surround sound system. We then added the brand new Apple TV including Netflix which gave our guests access to millions of movies, TV shows and games on demand. We even bought a popcorn machine and served popcorn to our guests!
- We support our team of young UK talent including Madi Rowlands, Youth Olympic Half Pipe Gold medalist 2016 & 3 times British freestyle ski champion.
- Our 2 La Plagne Chalets are rated the no.1 & no.2 holiday rental properties on Tripadvisor for the WHOLE of the Savoie region based on traveller reviews. This is something we are very proud of given that there are 2272 other properties in this list. That can't be a fluke!
- We were runners up for this award in 2014 and shortlisted again in 2015 (no runners up were named) and would dearly love to go one better this time. Please give us a vote.