

COMPAGNIE DES ALPES LAUNCHES “MULTICIMES”, ITS UNLIMITED, FLEXIBLE AND MULTISITE ACCOMMODATION PASS VALID IN 6 MAJOR RESORTS FOR THE ENTIRE SEASON

Paris, 22 December 2021 – As a committed partner determined to promote its host regions, Compagnie des Alpes is innovating and launching a flexible and multisite offer through its network of real estate agencies in resorts, combining unlimited accommodation and Ski à la Carte membership, to “foster the desire for skiing holidays”.

The **Multicimes** offer is aimed at all ski and mountain fans – in the Auvergne Rhône Alpes region and beyond – keen to **make the very most of the season in six of the most stunning resorts the Alps have to offer: Flaine, Les Arcs, Tignes, La Plagne, Les Menuires and Serre Chevalier.**

Holders of the Multicimes Pass will be able to **book accommodation at the foot of the slopes as many times as they wish during the season (except during school holidays), without having to pay for the rental, and with a Ski à la Carte reduced priced subscription.**

For Ludovic Di Meglio, Head of CDA’s Real Estate Agencies division: *“Coming to the mountains to ski and/or work remotely for a night, a weekend or even longer is something French people really dream of doing. To make their growing desire a reality, we have created this offer in record time. It gives people the chance to spend up to 95 nights in our resorts, with the added bonus of being able to vary the destination each time.”*

Bookings can be made online at multicimes.com, specifying the dates and the desired resort; Multicimes allocates accommodation as requests are received. Pass holders will be able to rent flats at no cost: the only charge is for options such as cleaning or the provision of bed linen.

All accommodation is ideally located in the centre of each resort and is fully equipped. Multicimes Pass holders will also benefit from early check-in and late check-out so that they can really make the most of their stay.

Yariv Abehsera, Director of the Distribution & Hospitality Division - Winter/Summer Mountain Resorts, said: *“We are developing our offers for holidaymakers and intentionist travellers so as better to meet expectations in terms of flexibility, simplicity and mastery of the customer experience. We are playing our role as a distribution facilitator by constantly innovating to win new customers for our attractive mountain destinations.”*

As a genuine French player and a driving force truly at home in the Alps, CDA’s projects and activities contribute directly and indirectly to the dynamism and economy of the ecosystem of its host areas, helping co-construct the future of the mountains today and in the long term.

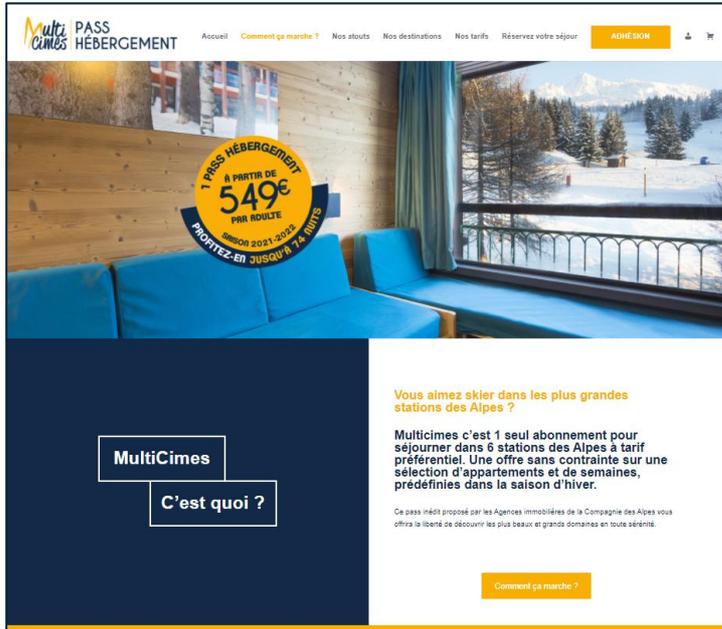
PRESS CONTACT

Xavier Yvon - Corpus - xavier.yvon@corp-us.fr +33 6 88 29 72 37

Sandra Picard - Director of Communications, Branding and CSR
sandra.picard@compagniedesalpes.fr +33 1 46 84 88 53



www.compagniedesalpes.com



ABOUT COMPAGNIE DES ALPES

Since it was founded in 1989, Compagnie des Alpes (CDA) has established itself as an uncontested leader in the leisure industry. Today, the Group operates 10 prestigious ski resorts and 12 renowned leisure parks, using an integrated approach that combines operational excellence and quality to achieve the Very High Satisfaction of its customers but also the local communities in which it is present. Compagnie des Alpes also exports its expertise, offering consulting and assistance services to projects in diverse regions around the world. The Group strives to tailor its offering as closely as possible to the needs and expectations of customers and stakeholders alike. In keeping with this goal, over the years the Group has branched out into new business lines such as accommodation and retail through specialised subsidiaries offering services that complement the Group’s core expertise in order to “do best what matters most”. www.compagniedesalpes.com

COMPAGNIE DES ALPES’ MOUNTAIN RESORTS



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