

## GLOBAL RECOGNITION FOR COMPAGNIE DES ALPES

### THE GROUP TAKES 3 LEADING INTERNATIONAL AWARDS IN EACH OF ITS 3 BUSINESS LINES: SKI AREAS, LEISURE PARKS AND DISTRIBUTION & HOSPITALITY

Paris, 22 November 2022 – Compagnie des Alpes was recently voted “World’s Best Ski Resort Group” at the 2022 World Ski Awards, in the new category designating the leader among ski resort operators worldwide. Then, on 15 November, *Chasseurs de Tornades*, Futuroscope’s thrilling new technological ride, was named “World’s Best Ride” at IAAPA Expo in Orlando.

Lastly, Yoonly & Friends, the hybrid lifestyle accommodation concept for 25-35 year olds launched by CDA last winter, yesterday evening received the international award for “Best Food & Beverage & Entertainment Experience” at the Hospitality Awards.

#### World’s Best Ski Resort Group

As the winter season gets underway, Compagnie des Alpes recently took the title of “World’s Best Ski Resort Group” for 2022. **The prize**, awarded at the 10th edition of the World Ski Awards, **confirms the confidence of our customers and industry professionals, whose votes across the world propelled CDA to the top spot on the podium.**

Created in 2013, the World Ski Awards are the only global initiative to recognise, celebrate and encourage excellence in mountain tourism, annually rewarding organisations recognised as leaders in their field.

Up against the biggest international players,<sup>(1)</sup> Compagnie des Alpes was the only French representative in its category. The prize, which rewards the passion and commitment of all employees at our 10 ski areas,<sup>(2)</sup> also offers recognition and acclaim to the entire French mountain industry, putting it in the spotlight on the international stage, and highlighting the expertise and know-how that have been part of its DNA for over 50 years.

(1) <https://worldskiawards.com/award/world-best-ski-resort-group/2022>

(2) La Plagne, Les Arcs, Peisey-Vallandry, Tignes, Val d’Isère, Les Menuires, Méribel, Serre Chevalier, Flaine, Samoëns – Morillon – Sixt-Fer-à-Cheval

#### Historical recognition for the parks, reflecting visitor numbers

This year, the new *Chasseurs de Tornades* ride at Futuroscope has won the Group global acclaim. Already winner of six European awards,<sup>(3)</sup> the immersive ride and its countless technological thrills won the Thea Award for Outstanding Achievement at IAAPA Expo (International Association of Amusement Parks and Attractions) in Orlando, against 300 candidates from among the giants in theme parks worldwide. The prestigious World’s Best Ride award is seen as one of the highest honours in the industry.

It rounds out a series of European and local awards that singled out new rides at CDA parks throughout 2022:

Best Ride EMEA<sup>(4)</sup> award for *Biberburg* (Familypark), Best Eco-Responsible Initiative EMEA<sup>(5)</sup> award for the *Station Cosmos* hotel (Futuroscope), first prize in Customer Experience Excellence France<sup>(6)</sup> for Parc Astérix for the way it “*systematically listens to customer feedback to ensure an impactful, individualised and human experience*”, and membership of the *Auvergne-Rhône-Alpes Region Emblematic Tourist Sites network*<sup>(7)</sup> for Walibi Rhône-Alpes.

**These awards confirm the Group’s resolute strategy of combining defining investments, continuous innovation and stellar operational standards; a strategy that serves its ambition to create and offer unforgettable leisure moments in extraordinary, respected and preserved spaces.**

With over 10 million visitors expected between October 2021 and September 2022, the appeal of our leisure parks has never been so strong – with several of the Group’s parks, including Parc Astérix, Walibi Rhône-Alpes and Futuroscope, reporting record footfall – and satisfaction ratings<sup>(8)</sup> above their 2019 level across all of our sites.

- (3) 2022 Park World Excellence Awards: Best Product Innovation & Best Dark Ride or Media-Based Experience; 2022 European Star Awards: Best New Ride; 2022 Worldofparks Award: Best Novelty in an Amusement Park in Europe; 2022 Parksmania Awards: European Top New Attraction; 2022 Tiqets Remarkable Venue Awards: Most Innovative Venue
- (4) 2022 Park World Excellence Awards: Best Ride
- (5) 2022 Park World Excellence Awards: Best Green Initiative
- (6) 4th edition of the KPMG France Customer Experience Excellence (CEE) barometer
- (7) Sites contributing to the influence of the Auvergne-Rhône-Alpes region, selected as part of its 2022-2028 Tourism Plan
- (8) CDA press release dated 20 October 2022 – [https://news.compagniedesalpes.com/2021-2022\\_sales/?lang=en](https://news.compagniedesalpes.com/2021-2022_sales/?lang=en)

## The new lifestyle “by CDA” concept voted best international innovation

For the past 20 years, Hospitality ON has been bringing together hospitality players from around the world and rewarding the best products, models and innovative concepts meeting the issues and challenges facing the sector in various categories including accommodation, food & beverage, wellness experience, CSR, marketing and HR.

Yoonly & Friends, a 100% CDA hybrid accommodation concept launched last winter with its very first residence in Risoul, this year took out the Best Food & Beverage & Entertainment Experience award. Aimed at 25-35 year olds, Yoonly & Friends offers “*a new and unmatched stay with the conviviality and price of a youth hostel coupled with the comfort and services of a hotel, in a ‘100% place to be’ offering a wealth of sports, encounters and experiences to be shared*”.

This international award confirms the strengthening of CDA’s strategy around accommodation, as reflected in the creation of a Distribution & Hospitality division. Comprising the leading tour operator specialising in door-to-door mountain packages, Travelfactory (which operates the Travelski Express<sup>(9)</sup>), the leading network of real estate agencies in the Alps and, more recently, MMV, the summit experience expert, the new division aims to maximise the volume of accommodation on offer, to streamline and enrich the seamless door-to-door experience, and to improve the customer experience by offering accommodation suited to each of the four seasons. The aim is to develop, delight and renew the pool of mountain-goers to help boost the influence and dynamism of our regions.

(9) <https://news.compagniedesalpes.com/travelski-express-in-france/?lang=en>

## **ABOUT COMPAGNIE DES ALPES**

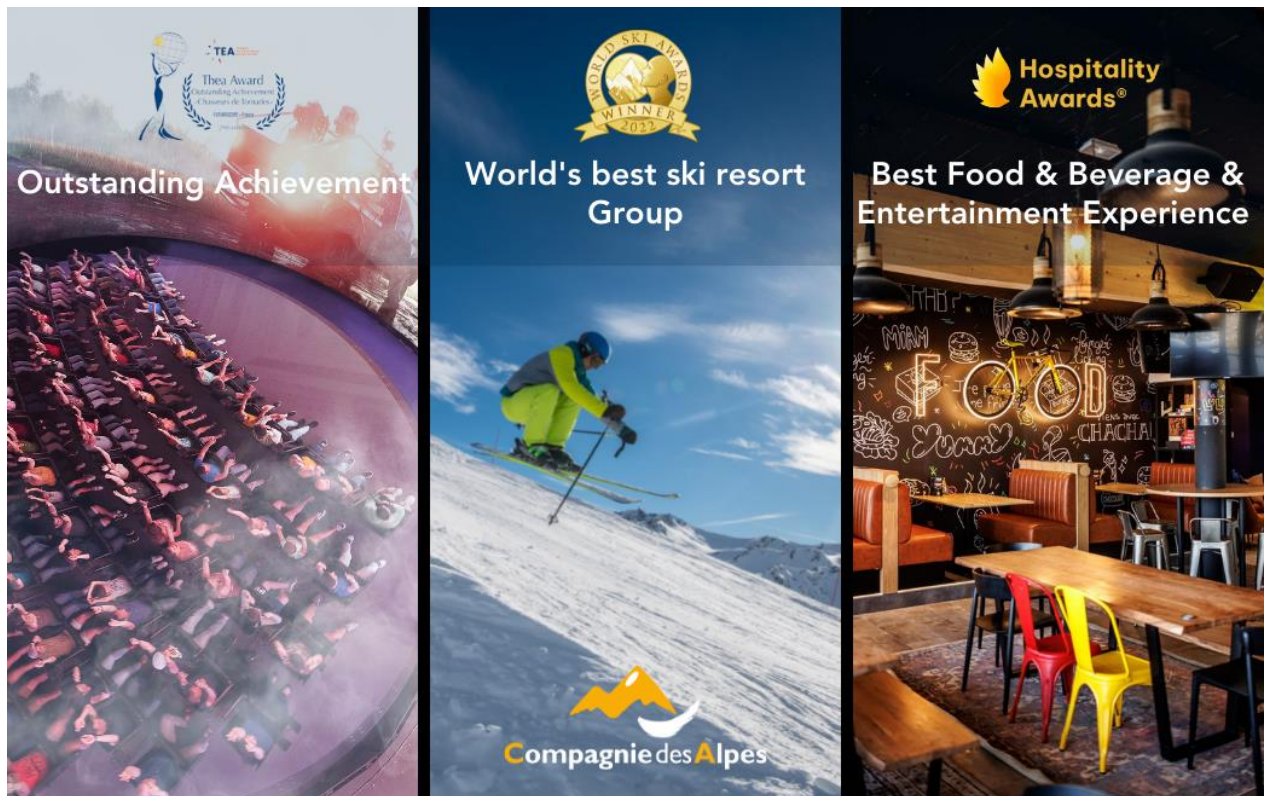
Since its creation in 1989, Compagnie des Alpes (CDA) has been shaping unforgettable moments of leisure for millions of people, with a single objective: allowing everyone to reconnect with themselves and with others by experiencing exceptional moments in some of the most extraordinary parts of the world.

Today, CDA consists of 5,000 employees working in 10 of the most beautiful mountain resorts in the Alps, 12 renowned leisure parks, the leading online distribution marketplace for holidays in the French Alps, accommodation, outdoor and other activities, all operated in an integrated approach devoted to operational excellence and quality, in the service of the Very High Satisfaction of its customers and its host regions.

Embodied in defining developments, attractions, shows, immersive accommodation and digitalisation, CDA's quality offer and unique concepts regularly receive plaudits.

Concerned about the balance of its host regions, CDA aims to promote their vitality and quality of life, while at the same time acting as a driving force for ecological transition. The Group believes in the virtues of dialogue with its stakeholders and in respecting local and regional specificities. It accordingly uses its capacity for innovation to create tailor-made or scalable solutions to preserve these extraordinary areas over the long term. The Group is committed to achieving Net Zero Carbon by 2030.

- Ski Areas: La Plagne, Les Arcs, Peisey-Vallandry, Tignes, Val d'Isère, Les Menuires, Méribel, Serre Chevalier, Flaine, Samoëns – Morillon – Sixt-Fer-à-Cheval
- Leisure Parks: Parc Astérix, Futuroscope, Walibi Rhône-Alpes, Grévin Paris, France Miniature, Walibi Belgium (BE), Aqualibi (BE), Bellewaerde Park (BE), Bellewaerde Aquapark (BE), Walibi Holland (NL), Familypark (AT), Chaplin's World (CH)
- Distribution and Hospitality: Travelfactory (Travelski, Yoonly, etc.), CDA Agences Immobilières, MMV



## **CONTACT PRESSE**

Xavier YVON - Corpus - xavier.yvon@corp-us.fr - +33.6 88 29 72 37

Sandra PICARD - Directrice Communication, Marque et RSE  
sandra.picard@compagniedesalpes.fr - +33 1 46 84 88 53

[www.compagniedesalpes.com](http://www.compagniedesalpes.com)