

StyleLife! ...the alpine lifestyle partners newsletter

alpine lifestyle partners

StyleLife!



The Alpine Alternative to Skiing!

The newsletter for investment partners and potential partners

www.alplifestyle.com

Welcome to the 10th edition of StyleLife! the newsletter for Alpine Lifestyle Partners ("ALP") and potential partners and investors.

Early season ski condition have been excellent, particularly in the Portes du Soleil, which has been quoted as having the best snow in Europe for the season. Further snow during February has ensured that the Olympics and half term holidays are a great success. This has stimulated enormous interest in mountain investment, and real estate secured, tourism based projects in the region.

In this, the landmark 10th edition of StyleLife! we give you an update of our current projects, moving from a prestigious spa opportunity in Verbier to hot beds in the mountains of the Swiss Valais.

As always we welcome your feedback and we would like to take this opportunity, with our 10th edition of StyleLife! to thank all our readers, clients, partners and investors for their great support.

Verbier to get its first luxury spa thanks to Alpine Lifestyle Partners

Alpine Lifestyle Partners are currently working to install an established spa business into the most prestigious new development in the centre of Verbier. This will fill a gap in the market, long awaited by the local businesses and authorities; providing a true luxury spa experience to Verbier visitors (and of course the usual Verbier celebrities).



Verbier to host its first luxury spa

ALP hope that readers will be able to relax and indulge themselves here next season and we will be inviting some lucky readers to join us at the opening (more in a future edition of StyleLife!).

As part of its development towards total lifestyle in the Alps, Alpine Lifestyle Partners have a number of spa projects in development, including commercial property investments. We welcome potential investors to meet with us to discuss the opportunities. Contact info@alplifestyle.com to arrange for an investor meeting with one of our specialists.

Commercial Investments with AngloSwiss Capital

The opportunity for investment in Switzerland extends beyond second home investment to a number of opportunities in commercial property and tourist project investment e.g. com-

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mercial ski lodges, spa and wellness hotels and holiday centres.

Following a successful working relationship during 2005 relating to commercial chalet projects, ALP have partnered with AngloSwiss Capital for the development of commercial operations in the Swiss lifestyle sector.



AngloSwiss will operate as the UK advisory arm for ALP, with the objective of investing their own and third party funds into the Swiss market in a number of ventures relating to property secured investments in the Swiss Alps.

James Dancer, Director of AngloSwiss Capital comments "Working with Alpine Lifestyle Partners has been both a pleasurable and rewarding experience in terms of financial and working relationships. Their knowledge of Swiss business practices and network in the Alpine region makes them an ideal investment partner for AngloSwiss Capital, ensuring that we have the ability to capitalise on what is becoming a very exciting business environment."



Surveying the AngloSwiss site in Crans Montana

The first of these projects is a commercial ski chalet business with spa in Crans Montana (focused on providing that 5* luxury lifestyle experience) and a commercial rental apartment block development, with pool and sports centre access in the Portes du Soleil.

Favourable interest rates and exchange rate conditions continue to make Switzerland a prime location for investment.

The AngloSwiss/ALP partnership intends to bring these benefits to existing and new investors. For further information contact info@alpstyle.com.

Feature: Hot Beds in the Alps

ALP are fast becoming locally known as the 'Hot Bed' specialists in the Alps!



Too many 'cold beds' in the Alps

One of the biggest challenges facing ski resorts and the tourist industry in the Alps is the ability to make full use of resort beds, in order to ensure that a maximum number of skiers can use the tourist facilities.

Resorts often have accommodation which remains unused during a large part of the year, sometimes due to being used only for second residence (i.e. a few weeks a season) or due to being under marketed. This is commonly known as the 'cold bed syndrome' or volets clos (closed shutters).

As the ski industry grows, client requirements are changing and so are the needs of visitors to the Alpine region.

During the 1970's and 1980's, resorts operated a 'pack them in' strategy, creating custom built infrastructure with concrete apartment buildings hosting as many studio apartments as were possible. Quite often 4 people were expected to enjoy their vacations in a space of 20 m².

Client expectations have moved on and today we find many visitors looking for quality lodg-

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ings; spacious and built in the traditional Alpine manner.

More skiers are now looking for a chalet based holiday with a high level of service. Gone are the days when clients would accept any offering just to be in the mountains. According to a ski club of Great Britain poll, 36% of British skiers now have a preference for a catered chalet as their choice of ski resort lodging.

Making use of the 2nd Residence

The catered chalet concept has evolved rapidly in France and is now starting to make a more pronounced appearance in Switzerland. French tax benefits have supported the development of the rental and catered chalet businesses within ski resorts, raising the standards of service to clients in resorts across the French Alps.

The same is now happening in Switzerland with resorts and local communes keen to make sure that any developments are used for the advancement of tourism, rather than second residences. Tax incentives are now being introduced to certain resorts to ensure a focus on commercial opportunities relating to chalet and apartment constructions.

Foreign ownership rules in Switzerland have also hampered the development of tourism as many operators of 'hot bed' businesses tend to be foreigners investing in chalets and participating in the lifestyle.

Alpine Lifestyle Partners have developed a program to ensure that anyone wishing to set up a 'hot bed' related business in Switzerland have the means and know how to do so. ALP is currently working with a number of clients to do this, constructing top end luxury developments as well as good value catered chalet operations. *For further information, info@alplifestyle.com*

ALP in the Easyjet Magazine.

Alpine Lifestyle Partners have often quoted the 'Easyjet factor' as a key to the development of the Chablais/Valais region of the ALP's. As Easyjet go from strength to strength at Geneva airport, it is now Easyjet's turn to quote ALP as being the key to business in this region. In the

January edition of Easyjet magazine, Alpine Lifestyle Partners were recommended as the people to contact when doing business in this fast developing region. It seems that both companies will be key to influencing the future of business in the Alpine region.

Mrs Miggins: Expansion to Switzerland

Following a successful year of operation in Châtel, France, the ALP luxury services company Mrs Miggins is set to launch across the border into Switzerland.



Luxury projects requiring luxury services

Mrs Miggins will play an important part in the future development of ALP partner investments, providing a core of catering and guest management services for the future. *For further information about Mrs Miggins and luxury chalet services, contact info@miggins.net*

Off Piste! ...rumours and bits and pieces.....

ALP award the Golden Cowbell for most promising potential in Welsh skiing to Kirsty Hatcher.....Châtel hosts the European Cup Super G in advance of the Olympics.....ALP still offering special investor rates to stay in Châtel, come and view potential investments.... Stöckli skis "the best in freeride! still offered for testing by ALP.....Champéry/Les Crosets are reporting a 10-12% increase in skiers this season, their 'best season ever!....

For further information on ALP projects or to discuss any aspects of your interest to invest in the region. Please email us at info@alplifestyle.com, or consult our website at www.alplifestyle.com