

## *Alpine Lifestyle Partners*



ALP photo recently used for a BBC news story

## *Style Life*

*The newsletter for investment  
partners and potential partners*

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

Welcome to the 2<sup>nd</sup> edition of *Stylelife*, the newsletter for Alpine Lifestyle Partners and potential partners. Our thanks for the very positive feedback on the first edition.

Alpine Lifestyle Partners develop investment opportunities in the fast growing tourist region from Mont Blanc to Lac Lemman in the French  and Swiss  Alps, with a focus on the Chablais/Portes du Soleil region.

Summer 2003 will be remembered as a classic summer. Sustained blue skies and record temperatures ensured holidays were a great success in the mountains.

This year the choice of a Mountain and Lake destination was never more popular. Perfect warm temperatures and an

increased promotion of sports and family activities ensured that resorts had the no-vacancy signs up during August, with an important first in Châtel – this ski resort was sold out for the first time ever during summer weeks ! Great news for ALP who have already seen a significant growth in their investment values !

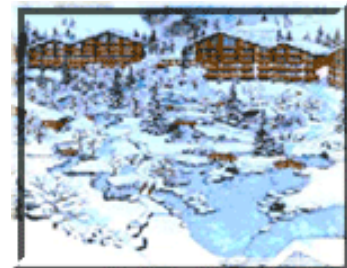
### **ALP extend their range of products**

#### *a) ALP Investments - mid term dividends*

Following demand from potential partners and especially ex-pats, ALP are now offering an enhanced version of their investment programme for chalet developments. Based on the original plan, an option for a mid-term dividend or coupon as part of the overall returns will now be offered. For more detailed information contact [info@alplifestyle.com](mailto:info@alplifestyle.com).

#### *b) ALP Investment Marketing - land, hotels and spas*

Having identified areas of high growth in the Alpine region, ALP are working with local residents and businesses to present new opportunities to investors.



**Spa Developments**

These include land, prime site hotels and spas. These new opportunities can be found on our website [www.alplifestyle.com](http://www.alplifestyle.com). ALP also work with a number of individual investors to source specific investment requirements.

### **More flights & lower prices**

During the past weeks a number of airlines have made announcements which will positively impact the ALP business plan, the most significant of these is Swiss

([www.swiss.com](http://www.swiss.com)), the national airline that has launched Easyjet style flights on all of its European routes as well as slashing



#### More Low Cost Flights

airfares. This makes access to the region even easier and especially cost-effective, it encourages commuting and more weekend breaks from the major European cities. There are also new flights from Duo, [www.duo.com](http://www.duo.com), the budget price newcomer. Easyjet are extending their destinations from Geneva and there are also new routes from BMI Baby ([www.bmibaby.com](http://www.bmibaby.com) - Teeside, Cardiff, Manchester and E.Midlands), Flybe ([www.flybe.com](http://www.flybe.com) - Southampton) and LOT ([www.lot.com](http://www.lot.com) - Warsaw).

#### Significant local government investment in the Haute Savoie Region

There have been two announcements of significance to tourism in the Haute Savoie region of France. Firstly there has been a departmental grant awarded to the region in excess of € 30 million solely for the development and consolidation of tourism in the region, with a focus on stations which offer summer as well as winter activities. There has also been progress towards finalising (this month) the €130 million needed for the Thonon by pass. This will form an important element of the enhanced route from Geneva to Thonon which will cut the 1h15 journey time from Geneva airport to the Portes du Soleil significantly by 2006

#### ALP investor packages for the 2004 ski season

For investors seriously considering partnering and investing with Alpine Lifestyle Partners, special reduced-rate

packages, based on our new Tournesol chalet will be available.

Investors will get a feel for the region, the potential for investment and see at first hand what the largest ski



**New chalet will have stunning views**

domain in the world has to offer. For more information email: [info@alplifestyle.com](mailto:info@alplifestyle.com).

#### Off piste..... stories and bits and pieces....

.....Chatel (F) will open some ski pistes at the beginning of December giving it one of the longest (non-glacier) ski seasons in the Alps....rumours of a 2014 bid for the Olympics by Haute Savoie.....Thermes Parc at Val d'Illeiez (CH) starts construction of spa side apartments.....

**Coming soon....**ALP are in discussions to launch pre developed spa centres for key tourist centres in conjunction with investors, in order to meet a growing demand for alternative activities, especially in ski stations ....more soon

#### ALP launch [www.alplifestyle.com](http://www.alplifestyle.com)

Alpine Lifestyle Partners are now live on the web, with their new web site including information about ALP and ALP products.



**ALP on line**

So to keep up to date with everything ALP, click on the link below.

**For more information or discussions, email or visit Alpine Lifestyle Partners:**

[info@alplifestyle.com](mailto:info@alplifestyle.com) or  
[www.alplifestyle.com](http://www.alplifestyle.com)