

HG Capital

Ski Trip 2016



Objectives

- To find an exquisite hotel in a fantastic ski resort, which could accommodate 10 bedrooms in high season
- To host the event in an easily accessible resort with a great après ski culture
- To propose destinations with a mixture of fantastic nightlife, restaurants – but most of all, exceptional pistes and unique ski opportunities for truly experienced skiers
- Find an extra wow factor to the standard ski trip

Challenges

- Finding a hotel in a great resort which will give up to 20 bedrooms in February or March, which is peak time for ski season
- Ensuring the location was no more than 1 hour and 30 minutes from an international airport
- Providing challenging pistes for advanced skiers, yet also finding a resort that could offer fine cuisine and lively nightlife as well

Solutions

- We proposed Chamonix – the bustling, world-class ski resort and haven of excellent après ski spots at an altitude of 1,035 metres
- Some of the highest peaks in the Alps, including the famed Mont Blanc massif, are nestled in scenic Chamonix providing the perfect backdrop from more adventurous skiers
- Chamonix's short transfer time from Geneva Airport – under an hour – was another solution
- Organising an Vallee blanche off-piste day tour