

India Market Highlights

- ❑ **Strong Luxury Booking Momentum:** The India market continues to generate robust demand for Courchevel, with multiple high-value FIT and group enquiries across premium properties, reinforcing its position as the preferred luxury alpine destination.
- ❑ **Significant Revenue Contribution:** Successfully secured a confirmed booking valued at **EUR 87,660**, alongside the **60-pax EO Retreat at Le Lana Courchevel**, demonstrating strong conversion across both leisure and group segments.
- ❑ **Healthy Sales Pipeline:** Active enquiries continue to build for the **2026/27 winter season**, particularly from HNW families, honeymooners, and repeat luxury travellers seeking exclusive ski experiences in Courchevel.
- ❑ **Strategic Market Development:** Strengthened destination visibility through key trade initiatives, including the upcoming Courchevel India Roadshow, collaboration discussions with Air France, participation at WTC Ahmedabad, and engagement with the French Embassy to further elevate Courchevel's presence in the Indian market.
- ❑ **Trade Education Driving Demand:** Continued positioning Courchevel as a year-round luxury destination, equipping key travel partners with destination knowledge, sales tools, and luxury content to drive qualified enquiries and long-term market growth.

SALES & MARKETING ACTIVITIES

Please be advised that below are the leads that came through our office. We recommend our partners to deal directly with the property, and should there be a live query that seeks our attention and support, please be sure to share the details so we can assist in closing the deal.

Agency Name	Booker's Name	Stay Period	Details
Custom Holidays	Sanika Kondvilkar	Dec-26	Hotel Carlina Courchevel 1850 Travel date - 19th Dec - 23rd Dec No of pax - 02 adults + 01 kid (10 yrs)

LeisureWays	Ashish Chadha	Dec-26	EO Retreat: Le Lana Courchevel 09–12 December 2026 60 Guests Group Lunch at Le Chalet de Pierres 10 December 2026 50–60 Guests
The Travel Library	Malove Shah	Feb-27	2feb to 7th feb, 2 rooms, 5nights, Courchevel
The C Experience	Siddharth Todi	Jan-27	Stay Period: 13–19 January 2027 (any four consecutive nights within these dates) Accommodation Requirements: 4 rooms, 1 large suite
Tripstore	Sumit Mishra	Jan-27	Guests: 02 Adults (Honeymoon) Stay Dates: 02 January – 05 January Duration: 03 Nights
Pangea Travels	Kanika Gandhi	Dec-26	4pax - Dec 25th to 2nd Jan

- Courchevel Tourism Board – India Roadshow planning for the upcoming roadshow is well underway, with preparations progressing across all key areas. The guest list is being carefully curated to include high-potential luxury travel advisors and trade partners aligned with Courchevel's target market. Simultaneously, venue options are being evaluated and finalized to ensure the events provide the ideal setting for meaningful networking and destination promotion. Coordination with stakeholders is ongoing to deliver a successful roadshow that enhances trade engagement and generates quality business opportunities.
- Successfully secured confirmed winter season bookings through key trade partners, with Leisureways and Panage Travels confirming bookings for December 2026, while The Travel Library has confirmed a booking for February 2027. These confirmations reflect continued trade engagement and growing demand for Courchevel among the Indian luxury travel market.
- Courchevel will be showcased at the inaugural **World Travel Collective (WTC) Ahmedabad 2026**, providing a strategic platform to strengthen the destination's presence in Western India. The event will enable direct engagement with luxury and premium travel advisors, generate qualified business

leads, and position Courchevel as the preferred alpine destination for affluent Indian travellers. It will also create opportunities to promote both winter and year-round experiences, expand trade partnerships, and drive bookings for the 2026/27 season.

Travel Agency/ Company Name	Agent Contact Person	Summary Of Meeting
The Travel Club	Akshay A Taled	The Travel Club is a premium outbound travel company specialising in bespoke luxury holidays, FITs, honeymoons, corporate travel, and MICE. Established in 2014, the company offers end-to-end travel solutions, including tailor-made itineraries, flights, hotels, visas, travel insurance, airport transfers, and concierge-style services. Led by Akshay Taleda, Holiday Specialist and Founder, the agency is known for its consultative approach, destination expertise, and ability to curate exceptional luxury travel experiences for discerning leisure and corporate travellers. The agent had previously attended our Courchevel Roadshow in Bangalore and was re-briefed on Courchevel's positioning as a year-round luxury destination, with a focus on its summer experiences, outdoor activities, wellness offerings, Michelin-starred dining, and luxury hospitality in addition to its world-renowned winter season. The discussion reinforced Courchevel's appeal beyond skiing, making it an attractive option for affluent travellers seeking exclusive alpine experiences throughout the year. The agent appreciated the updated destination insights and confirmed that he will proactively position Courchevel to the right target audience, particularly HNIs and luxury leisure travellers looking for unique European holiday experiences. He also expressed interest in exploring opportunities to incorporate Courchevel into bespoke France itineraries for suitable clients.
Travel Oytser	Pavnit Kaur	Stay Dates: 15–17 January (2 Nights) Rooms: 2 Double Occupancy Rooms Occasion: Wedding Anniversary Celebration Connected with the agent regarding the Airlles Courchevel enquiry. The client is interested in a 2-night stay, driven by budget considerations, while acknowledging the property's Minimum Length of Stay (MLOS) policy. The agent will submit the enquiry directly to the Reservations team and keep One Rep Global copied on all correspondence, enabling us to actively track the opportunity and support conversion. Next Step: Awaiting the property's response on the possibility of accommodating the requested stay within the existing MLOS guidelines.

Travellers Company	Prabhjeet Kaur	Travel Period: New Year Length of Stay: 1 Week Guests: Family of 6 Discussed the current booking trends for France and demand for European winter holidays. The agent shared that interest in luxury alpine destinations remains strong, with an active enquiry for a family of six planning a one-week New Year stay at Airelles Courchevel. The clients are seeking a premium ski holiday with spacious accommodation, world-class skiing, and exclusive luxury experiences. The enquiry reflects sustained demand for high-end winter travel to France, particularly from affluent families booking festive season holidays. Next Step: The enquiry is currently being progressed, and One Rep Global will continue to support the agent to maximize conversion.
SOTC	Rama Tamang	Discussed the requirement for luxury-focused Courchevel video assets to support targeted outreach. Roma intends to use the content to promote Courchevel as a premium alpine destination to the YPO and EO communities, showcasing the destination's luxury hotels, exclusive experiences, fine dining, shopping, and winter lifestyle. Relevant video assets have been requested to support these marketing initiatives.
Business France (French Embassy)	Juliette Guillemet	Shared an update on the upcoming Courchevel India Roadshow and expressed our interest in extending a formal invitation to the French Ambassador or a senior Embassy official to attend the event as the Chief Guest. Discussed the opportunity to strengthen institutional engagement and elevate the profile of the roadshow through Embassy participation. We will share the confirmed event details with the Embassy shortly to facilitate scheduling and secure the availability of a senior representative.
Harmony Tours	Kalpesh Bhutta	Connected with the agent to discuss a Courchevel enquiry. Briefed him on the destination, addressed the specific requirements, and shared the relevant details. The latest Courchevel Sales Guide was also provided as a reference to support future client proposals and facilitate the enquiry.
Makson Travels	Vikram Kajaria	Discussed Courchevel's positioning as a year-round destination, highlighting its growing appeal beyond the winter ski season with summer experiences, outdoor adventures, wellness offerings, and luxury hospitality. Encouraged the agent to proactively introduce Courchevel to clients for both summer and winter travel. The agent shared that enquiries for Courchevel from their clientele typically begin in October, with most guests planning travel for December and January. Highlighted that we are already receiving enquiries from the Indian market. However, the agent explained that their clientele generally prefer not to plan too far ahead due to the uncertainty surrounding the ongoing geopolitical situation in Europe. As a result, guests remain cautious about making advance commitments, opting instead to finalize their travel plans closer to the departure date should the situation remain stable.

Air France/ KLM	Laure Daynie	Held a strategic discussion with Laure regarding the upcoming Courchevel India Roadshow, which will be conducted across three key cities. The conversation focused on exploring a marketing collaboration with Air France to enhance the brand's visibility and engagement within the travel trade. Proposed a joint activation whereby Air France would sponsor return flight tickets as an exclusive prize for a winning travel advisor during the roadshow, creating greater excitement and incentivizing participation. The discussion also included inviting Air France to participate in the roadshow, strengthening brand synergies and positioning the airline as a preferred partner for travel to France. Laure expressed strong interest in the proposed collaboration and has invited us to the Air France office for a follow-up meeting to discuss the partnership in greater detail, including activation mechanics.
Trip Store Holidays	Adya Dave	Property: Cheval Blanc Courchevel Travel Period: January Guests: 2 Pax Discussed with the agent regarding an active Courchevel enquiry. Based on the client's requirements, Cheval Blanc Courchevel was recommended as the preferred property. The agent is keen to secure the booking at the earliest and is actively progressing the proposal with the client. Next Step: One Rep Global will continue to support the agent with any additional information required to facilitate a timely conversion.
Trip Store Holidays	Sumit Mishra	Property: Le K2 Palace Guests: 2 Adults (Honeymoon) Stay Dates: 02–05 January Duration: 3 Nights Received a honeymoon enquiry from Tripstore Holidays for a 3-night stay at Le K2 Palace. The clients are specifically seeking a 5-star ski-in/ski-out luxury resort for their honeymoon. The enquiry has been shared with the Reservations team to confirm availability and provide the best available rates. Simultaneously, the agent has been briefed on the property's key selling points, including its luxury positioning, ski-in/ski-out access, bespoke experiences, and honeymoon appeal, to strengthen the recommendation and support conversion. Their preference is to stay in Courchevel 1850, with the itinerary centred around skiing and attending any music festivals or concerts taking place during their stay. For context, the family stayed at K2 Val d'Isère last year as K2 Palace Courchevel was fully booked during their preferred travel dates. Next Step: Awaiting the Reservations team's response on availability and pricing, following which the proposal will be presented to the clients.

Vara5	Manan Gupta	The company is a luxury travel platform specializing in highly personalized and exclusive experiences for affluent travellers. It operates as an invitation-only service, with membership driven through referrals and a carefully curated client selection process. The business is supported by a distinguished panel of experts with extensive expertise across travel, hospitality, art, food, and wine, enabling unparalleled insider access and bespoke itineraries. Notably, Chris Walker from Leading Hotels of the World serves on its advisory board, further strengthening its luxury positioning. The company currently has a team of 15 employees and has experienced impressive early growth. Within its first two months of operations, it generated USD 2 million in business, onboarded 20 clients, and successfully curated 150 bespoke journeys. Looking ahead, the company aims to serve 200 clients in its first year, with an ambitious growth plan to expand its client base to 1,000 clients over the next few years. Shared a brief on Courchevel, with a particular focus on its positioning as a year-round luxury destination, extending beyond its world-renowned winter ski season. Key highlights included its exceptional alpine experiences, Michelin-starred dining, luxury shopping, wellness offerings, and summer activities. The agency has a client whose expressed interest in travelling to Courchevel. Awaiting the guest's dates and stay preference. The agency has a client whose expressed interest in travelling to Courchevel. Awaiting the guest's dates and stay preference.
The C Experience	Siddharth Todi	Stay Dates: 10–14 March 2027 Duration: 4 Nights Guests: 8 Pax Accommodation: 4 Rooms + 1 Large Suite Booking Value: EUR 87,660 (Confirmed) Engaged with the travel partner on a luxury group enquiry for Les Airelles Courchevel. The requirement comprised 4 guest rooms and 1 large suite for 8 guests. Working closely with the Reservations team, availability and the most competitive rates were secured, supporting the agent through the booking process. Outcome: The booking has been confirmed for 10–14 March 2027 (4 nights), with a total booking value of EUR 87,660, representing a successful conversion for the property.

Leisureways	Ashish Chadha	Travel Window: 5–20 February 2027 Duration: 7 Nights Guests: Mr. Priyadarshan Mundhra, Mrs. Shweta Mundhra, Mr. Pranay Mundhra (Single Occupancy – King Bed) Received an enquiry for a 7-night stay at Les Airelles Courchevel within the travel window of 5–20 February 2027. The enquiry was actively followed up with the travel partner; however, the agent subsequently confirmed that the clients had booked and paid for alternate accommodation, resulting in the opportunity being lost. Outcome: Booking did not materialize as the clients confirmed another property before the enquiry could be converted.
Leisureways	Ashish Chadha	Property: Le Lana Courchevel Event: EO Retreat Stay Dates: 09–12 December 2026 Guests: 60 Pax (Confirmed) Venue: Le Chalet de Pierres Experience: Private Group Lunch Date: 10 December 2026 Guests: 50–60 Pax (Confirmed) Supported the travel partner for the EO Retreat at Le Lana Courchevel. As part of the programme, the group requested a bespoke lunch experience at Le Chalet de Pierres, with an emphasis on exclusivity, premium service, and a memorable alpine setting aligned with the EO brand experience. Outcome: Both the EO Retreat at Le Lana Courchevel (09–12 December 2026) and the private group lunch at Le Chalet de Pierres on 10 December 2026 have been successfully confirmed, securing a high-value group movement for the destination.
The Travel Library	Malove Shah	Destination: Courchevel Travel Dates: 02–07 February Duration: 5 Nights Requirement: 2 Rooms Connected with the travel partner following his return from ILTM, where he reported positive engagements. He also shared an active enquiry for Courchevel for 02–07 February, requiring 2 rooms for a 5-night stay. The opportunity is currently being progressed, and the most suitable luxury property options have been discussed to support the proposal. Next Step: Follow up with the agent on the preferred property selection and assist with rates, availability, and conversion support.

Holiday Exotica	Hiral Somani	Discussed with the POC the value of showcasing Courchevel at WTC Ahmedabad and participating in the event as a strategic opportunity to strengthen the brand's presence in the Gujarat market. The event provides access to 700+ travel agents from Ahmedabad, Surat, Rajkot, Vadodara, and other key secondary cities, with an estimated 50–70 pre-qualified business meetings over two days. Participation will enable direct engagement with luxury leisure-focused travel partners, drive quality lead generation, strengthen trade relationships, and enhance brand visibility in one of India's fastest-growing outbound travel markets.
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INDUSTRY NOTES, UPDATES & ARTICLES

- **Please find below the upcoming industry events happening in the Month of August:**
 - **ITM Jaipur:** 31st July – 2nd August
 - **World Travel Collective:** 03rd & 04th August
- **All outbound articles relevant to the Courchevel Tourism Board or outbound travel:**
 - India's outbound travel heading for a Reality Check [Travel Trends Today](#)
 - Indians travelling more, but 50% travellers spend under Rs 1 Lakh abroad [NDTV Travel](#)
 - India becomes world's 11th largest outbound travel spender : WTTC Report [Trav Talk](#)
 - India's outbound travel defies west Asia turmoil as Thailand, Australia, Singapore & US woo tourists [Live Mint](#)
 - Outbound travel plummets over 20% as West Asia conflict disrupts tourism [The Hindu Business Line](#)

FUTURE SALES FOCUS:

- ☐ **Drive Winter 2026/27 Conversions:** Prioritize the conversion of the active FIT and group pipeline into confirmed bookings for the peak winter season.
- ☐ **Courchevel India Roadshow – September 2026:** Successfully plan for the seamless execution of the Courchevel India Roadshow across key source markets to strengthen trade engagement, educate luxury travel advisors, and generate qualified leads for the 2026/27 winter season.
- ☐ **Strengthen Trade Engagement:** Continue targeted sales calls, destination presentations, and product training sessions with luxury travel partners to increase destination awareness and drive enquiries.
- ☐ **Promote Year-Round Positioning:** Reinforce Courchevel's appeal beyond skiing by highlighting its summer experiences, wellness, gastronomy, luxury shopping, and outdoor adventures.



July Month End Report

By One Rep Global – A Sales, Marketing and PR Luxury Specialist
Representation Company, India Market

Prepared for Courchevel Tourism Board

- ▣ **Expand HNWI & Luxury Networks:** Deepen engagement with YPO, EO, luxury concierge companies, bespoke travel designers, and UHNI-focused agencies to drive high-value leisure and group business.
- ▣ **Maximize Destination Visibility:** Leverage strategic platforms such as WTC Ahmedabad 2026, airline partnerships, and joint marketing initiatives with hotel partners to enhance brand awareness and generate qualified business opportunities.