August Month End Report

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

Prepared for Courchevel Tourism Board

India Market Highlights

- **Strong Booking Momentum:** Confirmed Courchevel bookings across December 2026–March 2027, including La Sivolière, Le K2 Palace, Les Airelles and Hotel Le Lana.
- **Healthy Group Pipeline:** Significant opportunities under discussion, including a 50-pax HNI group and 80-pax EO Chapter Retreat, strengthening the MICE pipeline.
- **High Agent Engagement**: Strong traction among key luxury agencies, with several partners regularly selling Courchevel and generating repeat business.
- **Roadshow Focus:** Final preparations underway for the Delhi, Kolkata and Mumbai Roadshow (7–12 September), with active agent outreach and strong RSVP momentum.
- **Strategic Partnerships:** Emirates collaboration secured for the roadshow, including airline tickets for B2c and B2B events.
- **Growth Opportunity:** Continued focus on positioning Courchevel as a year-round luxury destination, with strong potential across luxury FIT, celebrations and MICE, supported by its diverse hotel, chalet and experiential offering.
- **FAM Opportunity:** 8 agents confirmed for the Courchevel LIVE – ILTM Cannes FAM, with further follow-up underway to maximise participation.
- **Conversion Priority:** Immediate focus remains on converting active enquiries, nurturing group leads and driving repeat business from high-potential luxury accounts.

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
A Travel Duet	Tejaswini Taralkar	Jan-27	Check-in: 28 January 2027 Check-out: 01 February 2027, for 4 nights Guests: 10 Adults (5 elderly couples) Occasion: 70th Birthday Celebration (29 January 2027) Room Preference: Private Chalets
Luxeploria	Shashank Hundia	Dec-26	23rd Dec, 5nts, 2rooms at La Sivoliere
Hop In Trip	Sherin Kamar	Dec-26	2 Pax, Dec, 20nights booked at K2 Palace
Holidays & More	Dipaali Bhatt	Oct-26	Property: Les Airelles Courchevel Travel Dates: 24 December – 01 January Occupancy: 2 Adults + 2 Children
Bookitfree.com	Arvind Garodia	Jan-27	Small group at K2 Palace for January '26, with 9 double room
Neferetti Weddings	Mahendra Gangadharam	Mar-27	HNI Group – 4 Nights / 5 Days | 20 March 2027 Group Size: 50 pax Accommodation: 25 double-occupancy rooms Duration: 4 nights / 5 days Travel Date: 20 March 2027

The C Experience	Siddharth Todi	Mar-27	80 pax in March 2027 for an EO Chapter Retreat, with accommodation requested at Hotel Le Lana, Courchevel.

- **Courchevel Three-City Roadshow** – September 2026: Coordinated preparations for the upcoming Courchevel three-city roadshow scheduled from 7th to 12th September, covering Delhi, Kolkata, and Mumbai. The team has been actively working on end to end logistics, qu quotes, negotiations, RSVPs, agent outreach, confirmations, and overall event preparations, while coordinating with the relevant stakeholders to ensure smooth execution across all three cities. Further to the B2B activations, this also includes a B2C activation with Vara5 targeting 12-14 HNI couples. Dinner will be hosted at Indian Accent in Delhi on the Monday nigiht.

- **Courchevel LIVE** – ILTM Cannes FAM: Checked the availability and interest of agents for the upcoming ILTM Cannes FAM to Courchevel. Based on the responses and suitability of the agents, 8 participants have been confirmed so far. Formal invitations will be sent by Courchevel Tourisme, with further follow-ups underway to finalize participation and ensure a strong agent mix for the FAM. Hoping to confirm a room block of 10 for India.

- **World Travel Collective (WTC):** Our team members Urmee and Akansha participated in the World Travel Collective (WTC) Ahmedabad on 3rd and 4th August, engaging with a wide range of travel agencies and industry partners. The participating agencies showed strong interest in the destination, with discussions focused on the experiences, and opportunities to promote them in the Indian market. Following the event, the team stayed an additional day in Ahmedabad to conduct one-on-one meetings with agents who were unable to attend the show, ensuring they were also briefed on the Courchevel Tourism Board and key offerings.

- **Kolkata City Outreach:** Our team member Reema travelled to Kolkata for a focused city-specific outreach initiative, meeting with key travel partners and agencies in the market. The objective was to strengthen existing relationships, identify new business opportunities, and create greater awareness of our represented properties and their offerings among the Kolkata travel trade. This was in line with our upcoming roadshow ensuring the market is ready.

- Luxeploria and Hop In Trip have confirmed bookings for December 2026, with stays booked at La Sivolière and Le K2 Palace respectively.

- Bookitfree.com has confirmed a booking for January 2027 for 9 double rooms at Le K2 Palace.

- The C Experience has confirmed a booking for an EO chapter retreat in March 2027 for 80 guests, with Hotel Le Lana confirmed for the stay.

Travel Agency/CompanyName	Contact Person	Meeting Insights
Emirates	Jamshed Reporter	Discussed potential collaboration with Emirates for the upcoming Courchevel India Roadshow and Vara5-curated B2C event. Emirates has confirmed support with one Economy Class ticket for the B2B workshop quiz winner in each city, along with two Business Class tickets for a couple at the consumer event, complemented by Courchevel hotel stay vouchers. The meeting was attended by Mohammed Sarhan, Vice President – India & Nepal; Jamshed Reporter, Sales Manager – Delhi; and Tarun Sharma, Regional Manager. Courchevel's destination offerings and skiing experiences were presented, with Mr. Sarhan sharing his personal affinity for the destination as a regular visitor and skiing enthusiast. The discussion also explored a potential Emirates Skiing FAM to Courchevel and opportunities to tap into the Kolkata market through the roadshow. A follow-up meeting has been scheduled between the Vara5 and Emirates teams to align on the B2C audience profile, activation, branding and overall partnership details.
My Last Minute Travel	Rutvij Smith	The agent was briefed on Courchevel and its positioning as a prestigious luxury mountain destination. The discussion highlighted that Courchevel is not only a winter ski destination but a year-round destination offering exclusive experiences across all seasons, including summer, spring, autumn, and winter activities. The agent was introduced to the destination's diverse luxury offerings, including outdoor adventures, wellness experiences, gastronomy, and bespoke experiences for discerning travellers. The agent acknowledged the strong potential of Courchevel for their luxury clientele and expressed interest in considering the destination for future high-end travel proposals.
Welgrow Travels Pvt Ltd	Radhika Khanijo	The agent is well acquainted with Courchevel and its positioning as a prestigious luxury mountain destination. The discussion focused on its year-round appeal. The agent recognised the destination's strong potential for luxury clientele and expressed interest in considering Courchevel for future high-end travel proposals.
Travel Lobby	Rajiv Arora	The agent has strong knowledge of Courchevel and its luxury positioning, with an understanding of the destination's winter and year-round offerings. The discussion highlighted its diverse luxury experiences, including skiing, wellness, gastronomy, outdoor activities and bespoke experiences.

Travel Savvy	Kanika Kochhar	Spoke with her regarding the Courchevel Roadshow. She mentioned that she might be travelling during the proposed dates and, therefore, is yet to confirm her availability. She will get back to us once she has clarity on her travel plans and will confirm her participation accordingly.
Azura Holidays	Sohail Hanafi	Agent is familiar with Courchevel and its luxury offerings and regularly recommends the destination to high-value FIT clients travelling to the French Alps. They position Courchevel as a premium destination, particularly for clients seeking luxury accommodation, skiing, fine dining and exclusive experiences. During the discussion, we reinforced Courchevel's key USPs, including its luxury hotel portfolio, world-class skiing, après-ski, gastronomy and exclusive experiences.
Travellers Company	Prabhjeet Kaur	The agent is a Courchevel Destination Knowledge Champion and has won the last two quizzes at the Courchevel India - Delhi Roadshow, demonstrating strong knowledge and interest in the destination. She has confirmed her participation at the upcoming event and is looking forward to meeting the team, strengthening her relationship with the destination partners, and learning about the latest updates, new experiences, and developments in Courchevel.
M.R. Holiday Mystique Pvt Ltd	Manish Kapur	Briefed the agent on Courchevel, its luxury positioning and diverse accommodation portfolio, ranging from premium apartments and private chalets to iconic Palace hotels. The discussion also covered the destination's year-round appeal, key luxury experiences and the upcoming Courchevel India Roadshow.
Bespoke Tailormade Experiences	Chhavi Chadha	Re-briefed agent on Courchevel's premium luxury positioning and year-round appeal, with an overview of its extensive accommodation options, from high-end apartments and exclusive chalets to renowned Palace hotels. The discussion highlighted the destination's seasonal experiences and its strong potential for luxury and bespoke travel.
Leisureways	Ashish Chadha	The agent was re-introduced to Courchevel's distinctive luxury proposition, with emphasis on its year-round appeal and diverse accommodation portfolio, including luxury apartments, private chalets and Palace hotels. The discussion also highlighted the destination's exclusive experiences and relevance for high-end, bespoke travel. The agent books Courchevel multiple times every year for it's clients.
The C Experience	Siddharth Todi	Query received for 80 pax in March 2027 for an EO Chapter Retreat, with accommodation requested at Hotel Le Lana, Courchevel. The client requires a DMC to manage the experiences, as the itinerary includes several experiences and activities. A DMC contact has been shared with the client for further coordination.
Travel Oytser	Ajay Jaipuria	Discussed the upcoming Courchevel FAM and re-briefed the agent on the destination's luxury positioning and key experiences. The agent expressed strong interest in participating and sought clarification on a few details, which were shared accordingly. He is keen to proceed and is expected to confirm his participation shortly.
Serendipty and Beyond	Ketaki Kapur	The agent was briefed on Courchevel as a year-round luxury destination, beyond its winter ski offering. Key highlights included outdoor adventures, wellness, gastronomy, and bespoke experiences. The agent recognised its potential for their luxury clientele and expressed interest in considering Courchevel for future high-end travel proposals.

Neferrtiti Weddings	Mahendra Gangadharan	Query for HNI Group – 4 Nights / 5 Days | 20 March 2027 Group Size: 50 pax Accommodation: 25 double-occupancy rooms Duration: 4 nights / 5 days Travel Date: 20 March 2027 Briefed agency and shared the destination sales guide, DMC details, and a list of 5-star hotels with the client for further consideration.
Business France (French Embassy)	Juliette Guillemet	Invited the POC and the French Ambassador to the Courchevel Delhi Workshop. The POC confirmed her attendance. Also explored upcoming events where the brand could be represented. While there are events scheduled in October and November, none currently offer a suitable opportunity for brand representation. The next major relevant event is the ID Art Festival in February 2027, for which the POC will share an invitation with us.
Blingbird	Kanishka Rajput	Introduced Courchevel as a premium luxury destination, showcasing its diverse year-round experiences and strong appeal for affluent travellers. The agent expressed interest in exploring Courchevel for future luxury itineraries and was invited to the Delhi Roadshow to further familiarise themselves with the destination and its offerings.
30 Sundays	Girija Handrale	Presented Courchevel as a prestigious luxury mountain destination with strong year-round appeal beyond skiing. The agent saw potential for their high-end clientele and expressed interest in future proposals. Invited the agent to the Delhi Roadshow to deepen product knowledge and engage directly with the Courchevel team.
Crib LifeStyle Management	Vijaya Eastwood	Briefed the agent on Courchevel's positioning as a prestigious luxury mountain destination, highlighting its year-round appeal beyond the winter ski season. The agent acknowledged its strong potential for their luxury clientele and expressed interest in considering Courchevel for future high-end proposals. The agent was also invited to the Delhi Roadshow to meet the Courchevel team in person, gain deeper product knowledge, and explore the destination's luxury offerings firsthand.
Beyond Ordinary	Srikant Kalyansundaram	Discussed the Courchevel FAM with the agent and re-briefed him on the destination and programme highlights. He sought clarification on a few participation requirements, which were addressed accordingly. The agent expressed interest in the opportunity and will revert at the earliest with an update on his participation.

Pathfinders	Mahendra Vakharia	The agent is very well-versed with Courchevel and has extensive familiarity with the destination, having previously arranged bookings for luxury clientele. The agent shared that they had organised a milestone birthday celebration in Courchevel last year, including exclusive experiences such as horse-drawn carriage arrangements. They also regularly cater to ski clients who visit Courchevel during the winter season. The agent was further briefed on Courchevel's positioning as a year-round luxury destination, highlighting that the destination extends beyond skiing with exclusive summer, spring, and autumn experiences, including wellness, outdoor activities, gastronomy, and bespoke luxury experiences. The agent acknowledged the strong potential to further promote Courchevel for high-end leisure travellers and expressed interest in considering additional experiences for future luxury itineraries.
Your Travel Secretary	Pallavi Pandey	The agent is well familiar with Courchevel's year-round luxury positioning and its appeal as a premium mountain destination beyond the winter ski season. She has been invited to the Delhi Courchevel Roadshow and confirmed her attendance, providing an opportunity to meet the Courchevel team in person and gain deeper insights into the destination and its luxury offerings. The agent's most recent booking was at Rosewood Courchevel, with the guests sharing very positive feedback and being highly satisfied with the destination, hotel experience, attention to detail, and service.
Bookitfree.com	Anshuman Garodia	Booking confirmed for a small group at K2 Palace for January '26, with 9 double rooms confirmed. A great addition to our January group bookings and another step towards a successful start to the new year!
CURATED HOLIDAYS	Chirag Mer	Met with the agent at WTC Ahmedabad and briefed them on Courchevel's positioning as a prestigious luxury mountain destination. The discussion focused on the destination's evolution beyond its traditional winter ski proposition, highlighting its year-round appeal, including summer experiences, outdoor adventures, wellness, gastronomy, luxury shopping and bespoke experiences. The agent gained a broader understanding of Courchevel's diverse offerings and recognised its potential for their high-end clientele, particularly for experiential and luxury leisure travel. The agent expressed interest in considering Courchevel for relevant future proposals.
VOYAGE VISION	Ushma Dalal	The agent was briefed on Courchevel and its positioning as a prestigious luxury destination. The agent was not well versed with the destination or its broader luxury offerings beyond its reputation as a winter ski destination. The discussion therefore focused on introducing Courchevel as a year-round luxury destination, showcasing its summer, spring, autumn and winter experiences, including outdoor adventures, wellness, gastronomy, shopping and bespoke experiences for discerning travellers. The agent gained a better understanding of the destination's diverse offerings and its potential for their high-end clientele and will consider Courchevel for relevant future travel proposals.

Hop In Trip Ind Pvt Ltd	Sherin Kamar	The discussion cantered on the client's successful bookings for the Courchevel destination, including a significant 29th booking with K2 Palace for December. The client also committed to participating in a FAM trip post the ILTM event and expressed ongoing support for Courchevel as a destination for the upcoming season.
Quantum Holidays	Neelu Samant	Discussed the upcoming Courchevel India Roadshow and re-briefed the agent on the destination and event highlights. She mentioned a prior commitment to attend a Switzerland Tourism event from 8–10 September but expressed interest in attending the Mumbai Roadshow and will make every effort to participate.
Jay Tours	Jayant Chheda	The agent is already well acquainted with Courchevel and has previously sold the destination, with existing client files featuring Courchevel. During the discussion, the agent was updated on the destination's luxury positioning, year-round appeal, and diverse experiences, including skiing and winter activities, outdoor adventures, wellness, gastronomy, and bespoke experiences. The conversation also reinforced the destination's relevance for their high-end clientele, and the agent confirmed that they will continue to promote Courchevel and consider it for upcoming luxury Europe proposals.
Nimbus Holidays	Sumit Mittal	Briefed the agent on Courchevel's luxury positioning, with a focus on its appeal as a premium destination beyond the traditional ski season. Discussed the destination's year-round offerings, including skiing and winter sports, summer outdoor activities, wellness, gastronomy, shopping, and curated experiences for high-end travellers. Also highlighted the range of luxury hotels and bespoke experiences available across the different levels of Courchevel. The agent was receptive to the destination and its positioning and will look at incorporating Courchevel into future luxury Europe itineraries for suitable clientele.
Luxeploria	Shashank Hundia	Confirmed a Courchevel booking for 5 nights from 23 December 2026, comprising two rooms at La Sivolière. The agent regularly sells Courchevel, indicating strong potential for further business development. Additional hotels from the portfolio will be introduced to support upcoming client requirements.
Holidays & More	Dipaali Bhatt	Confirmed a Courchevel booking and is currently exploring rates for Le K2 Palace, with a preference for Les Airelles. The agent is seeking competitive options within a specific budget range, presenting an opportunity to support the requirement with suitable rates and alternative luxury hotels from the portfolio. Further engagement will focus on identifying the best-fit accommodation to maximise conversion potential.

INDUSTRY NOTES, UPDATES & ARTICLES

- ***Please find below the upcoming industry events happening in the Month of September:***

  - ***ITM Amritsar****: 11th, 12th & 13th September*
  - ***Arabian Travel Market (ATM):*** *14th – 17th September*
  - ***Melange Tradeshow:*** *26th & 27th September*
  - ***Atout France:*** *20th – 24th Septembe*

- ***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
  - Navigating the Future of Global Tourism: How Two Thousand and Twenty Five's Most Visited Cities Are Embracing Social Media Trends, Overcoming Overtourism, and Paving the Way for Sustainable Travel Travel and Tour World
  - France Unlocks a New Tourism Future With Saudi-Backed Dragon Ball Z Theme Park Bringing Global Fans Together Travel and Tour World
  - Infinity Experiences brings curated global experiences under one standard ET Travel World

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FUTURE SALES FOCUS:

- **Drive Winter 2026/27 Conversions:** Prioritise conversion of active FIT and group enquiries into confirmed bookings, with focused follow-ups on all leads generated through the roadshow and recent sales calls.
- **Post-Roadshow Conversion:** Conduct structured follow-ups with all agents met during the Courchevel India Roadshow to convert enquiries into bookings and identify immediate winter 2026/27 opportunities.
- **Strengthen Luxury Trade Engagement:** Continue targeted sales calls, destination presentations and product training with key luxury agencies to deepen destination knowledge and generate qualified enquiries.
- **Melange Participation:** Participate in Melange Edition 3 to engage with pre-approved, curated buyers across Mumbai and key Tier 2/3 markets including Pune, Ahmedabad, Surat, Rajkot and Raipur, leveraging the hosted-buyer format to generate high-quality business leads.
- **Expand Beyond Ski:** Continue reinforcing Courchevel's year-round luxury positioning, highlighting summer experiences, wellness, gastronomy, outdoor activities, shopping and bespoke experiences to broaden demand.
- **Develop Group & MICE Business:** Prioritise conversion of emerging HNI, celebration and MICE opportunities,
- **Maximise Existing Accounts:** Deepen engagement with high-performing Courchevel sellers and introduce the wider portfolio of Palace hotels, luxury properties, chalets and apartments to drive repeat and incremental business.

One Rep Global In Action

