savills

THE SKI REPORT

WINTER 2026-27



RESEARCH



FOREWORD



JEREMY ROLLASON
HEAD OF SAVILLS SKI

The French expression "plus ça change, plus c'est la même chose," is a cliché often applied to historical events, human nature, or indeed politics. Since we first published Savills Ski Report 21 years ago, much has changed, but some things, like demand for prime ski properties, have stayed the same. In the early noughties, there was strong property price growth in many European destinations. Resort markets, including the Alps, profited from low borrowing costs (ECB rates were an attractive 2%), income tax rates were lower, market confidence was buoyant and geopolitical risks were less pronounced.

Fast forward to 2026-27, and the landscape is hugely different. Bank base rates are higher, lending criteria are stricter, bonuses (for those lucky enough to receive one) are taxed more and global uncertainty prevails. And yet, demand for mountain property has never been stronger. Last year we reported price growth of 3% in the prime markets and ultra-prime markets rose a heady 9%. These numbers are again emulated in the last 12 months, with prime markets up 3.8% and ultra-prime markets returning another robust performance at 5.3%. So, what is driving this seemingly perpetual growth?

In Savills recently published Spotlight on Wealth Trends, Geneva, Gstaad, St Moritz, Crans-Montana, Zermatt, Kitzbühel, Verbier and Villars all feature among the top 30 destinations for next-generation wealth. Several of these markets, alongside Aspen and Vail, also rank among the world's leading wealth hubs. With a record number of self-made billionaires under the age of 39, according to Forbes, it is easy to see why these increasingly year-round destinations continue to attract a wealthy, globally mobile audience.

On the subject of year-round appeal, we have long since published our Winter Resilience Index. While still relevant, we have for the first time this year ranked the same group of ski resorts for their summer resilience. Notably, Ischgl in Austria and Mont-Tremblant in Canada perform particularly well given their long summer seasons, a busy events calendar and strong connectivity. However, it is the combined rankings that produce some of the most interesting results. Notably, Ischgl again ranks an impressive eighth overall and Grimentz also in the top 10.

We hope you enjoy reading this year's report, which includes a deeper dive into the evolving world of branded residences (page 14). Finally, our review of champagne prices across ski resorts worldwide reveals a surprising result: those in search of the best value may need to look beyond Europe. Santé!

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PEAK SKI DEMAND



KELCIE SELLERS
ASSOCIATE DIRECTOR, WORLD RESEARCH

MARKET OVERVIEW

Record participation, rising investment and sustained buyer demand are reinforcing the long-term strength of global ski property markets. Skier visits have reached an all time high of 399 million, according to the most recent data. Growth across Asia, alongside continued investment in resort infrastructure, is helping to expand the appeal and accessibility of ski destinations globally.



NORTH AMERICA

Several North American resorts faced difficult ski conditions in the 2025-26 season, with snow shortages reported across the Rockies. The average national snowfall at ski resorts totalled just 112 inches (284.48 cm), below the 10-year average of 169 inches (429.26 cm). This decline was concentrated in the traditional destinations in the Rocky Mountains such as Utah and Colorado; however, resorts in the Northeast and the Southeast reported one of their best seasons in the past decade, supporting the national numbers. As a result of lower snowfall, ski visits in the United States dropped to 52.6 million in the 2025-26 season according to the National Ski Areas Association, a fall of 14.5% year-on-year.

EUROPE

European ski markets had a strong season, with healthy interest across the Alps. In Italy, the Winter Olympics in Cortina d'Ampezzo contributed to a 41% increase in overnight stays in Alpine and Apennine municipalities compared with 2022-23, the season before the Olympic announcement. In Austria, ski visits rose 3.8% year on year to 54 million in 2025-26, putting the country ahead of the US despite similarly weak snowfall. Increased investment in snowmaking helped offset conditions; without it, the Austrian Cable Car Association estimates Austria could have recorded 10.4 million fewer visits. In France, the Three Valleys, including Courchevel and Méribel, continues to see strong interest, with 24 million cable transport journeys expected in the 2026-27 winter season.





ASIA PACIFIC

The Asia Pacific region, particularly China and Japan, continues to see strong growth in alpine culture and winter sports. Japan's resorts cater to domestic and international visitors, with resorts across Hokkaido evolving as premium destinations. China has seen the region's strongest visitor growth, with government estimates suggesting an 89.2% year-on-year increase to 118 million visits in 2025-26. Significant investment in resort infrastructure, alongside improved rail and air links and ski equipment travel services, has supported this growth. Combined with a growing focus on healthy lifestyles, these investments are helping build a larger domestic skier base.

PRIME PRICES

Prime ski property values continue to rise, but performance is becoming increasingly selective. Resorts with constrained supply, strong year-round appeal and access to international buyers are pulling away from the wider market.

Prime residential property prices in ski markets have remained resilient despite economic, political and climate uncertainty. Average prime asking prices in ski resorts rose by 3.8% over the year to September 2026, supported by limited supply, strong demand and growing desirability beyond the winter season.

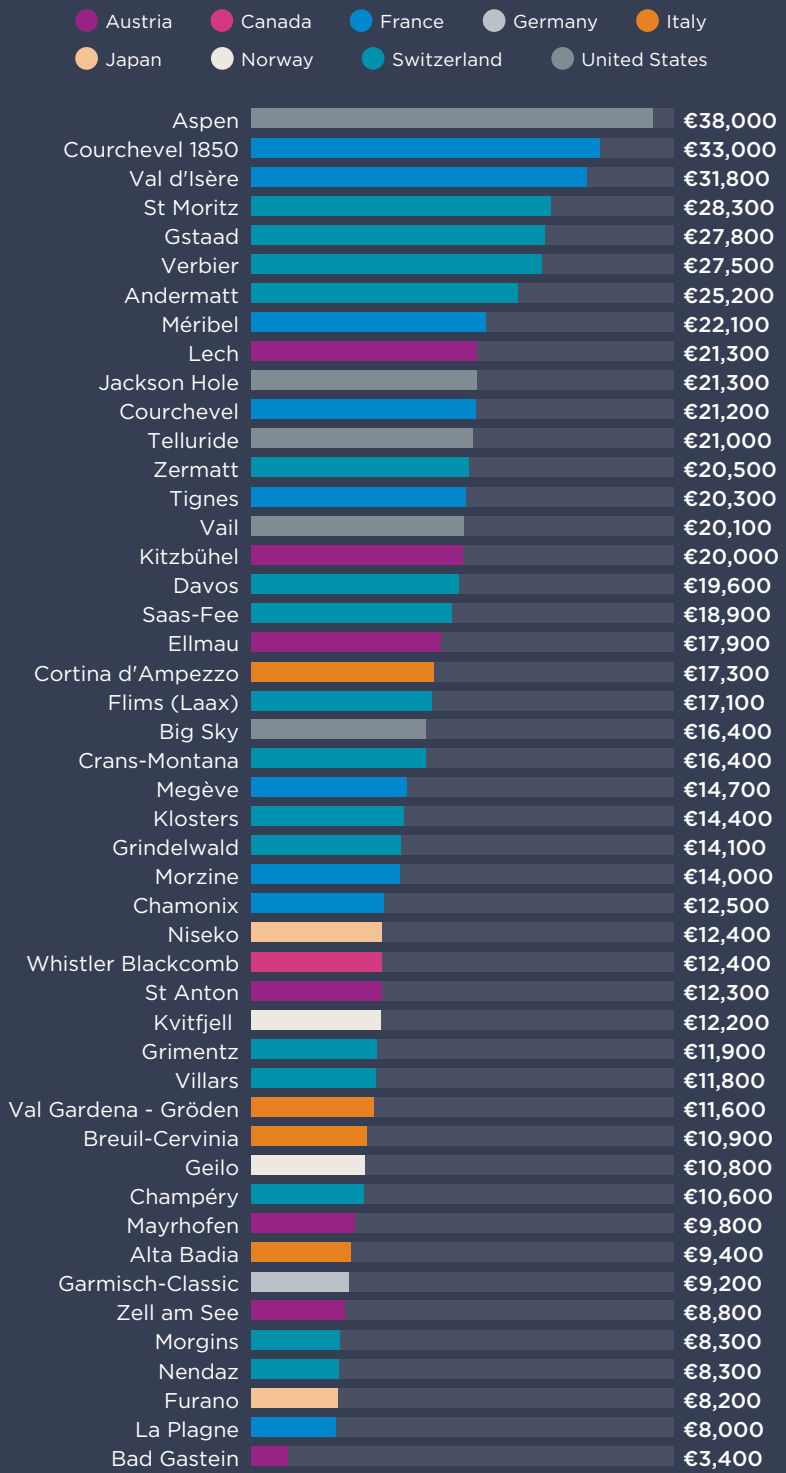
The prime residential markets in many ski destinations have also remained relatively insulated from wider macroeconomic headwinds such as interest rate movements, as many purchases are often cash-funded.

Currency fluctuations have also played a role in shaping market dynamics. Over the year to September 2026, the US dollar weakened against the euro, making US-based ski properties competitively priced in euro terms. However, prices in local currencies have remained stable, reflecting underlying strength in domestic markets.

Limited supply and sustained buyer demand continue to support pricing across leading ski resorts, with average prime asking prices now more than 50% above pre-pandemic levels. Growing interest in mountain living, combined with the flexibility of remote working and the evolution of ski resorts into year-round destinations, has broadened the buyer base and reinforced long-term demand for prime ski property.

Prime ski property is a trophy asset that provides lifestyle benefits, portfolio diversification and a vehicle for long-term wealth preservation. These factors are bolstered by resort investment in summer season provisions such as music festivals, biking and hiking trails and hospitality offerings remaining open beyond the ski season. Alongside a growing number of international schools and high-quality education options, these improvements and additional infrastructure are helping resorts to attract year-round residents.

PRIME PRICES PER SQUARE METRE



Source: Savills Research

Note: The Savills Ski Prime Price League offers a comparative snapshot of leading global ski resorts, ranking them by average asking price per square metre for prime residential property. For this analysis, Savills defines prime as properties priced above €750,000.

For buyers, headline price alone provides only part of the picture. The strongest long-term prospects are likely to be found in resorts combining restricted development, reliable access, year-round amenities and a broad buyer base. Property quality and location within each resort will remain critical as market performance becomes increasingly selective.

ASPEN

Aspen retains the top position in the Prime Price League for the sixth consecutive year. Average asking prices for prime ski property rose to €38,000 per square metre, up 8% on 2025 and 6.8% in local currency terms. This year-round destination attracts buyers and skiers from across the globe, with its four distinct ski areas and variety of amenities. A deep pool of wealthy buyers and constrained supply continue to support pricing. Aspen also ranks highly in the Savills Next-Generation Wealth Hubs Index, which analyses the destinations best positioned to attract the next generation of wealth. The resort's strong performance highlights how leading mountain destinations have evolved beyond traditional second-home markets to support year-round living.

COURCHEVEL 1850

Ranking second in our Prime Price League and first overall in France, Courchevel 1850 continues to attract buyers from across the world to its prime property market. Average prime asking prices stand at €33,000 per square metre, up 9.5% over the past year. The resort offers skiers access to the Three Valleys, ample hospitality, retail, and dining offerings and top-calibre prime residential property. Demand is underpinned by its global reputation and restrained development pipeline. Buyers are increasingly focused on trophy ski-in/ski-out assets, while continued infrastructure investment and a strong hospitality sector reinforce the resort's long-term market strength.

ST MORITZ

St Moritz, Switzerland's highest-priced destination in the list, is known for prime residential property, diverse outdoor pursuits and an average of 322 sunny days throughout the year. Average prime residential asking prices stand at €28,300 per square metre. The market benefits from supply scarcity, political and economic stability and a global buyer base seeking wealth preservation rather than purely investment returns. Restrictions on foreign buyers also help maintain exclusivity and limit turnover.

JACKSON HOLE

Jackson Hole is a new entrant to the 2026 Prime Price League. The Wyoming ski destination, perhaps best known for hosting the annual meeting of central bankers, is also known for one of the longest vertical drops in the United States, exceeding 4,000 feet (1,200 metres). It is the second most expensive resort in North America, with average prime asking prices of €21,300 per square metre. Although its buyer base remains more domestic than those of Aspen or Vail, demand is healthy, supported by the area's privacy and year-round recreational offering.

LECH

Lech is Austria's highest-priced ski destination in the list, with average prime residential asking prices of €21,300 per square metre. Strict planning controls and limited development opportunities severely restrict new supply, supporting long-term capital growth. Extensive ski runs and reliable snow-cover support winter demand, and the market has also broadened its summer offering to create a stronger year-round market.

ULTRA-PRIME PRICING

The summit of prime residential prices, ultra-prime property can be found across ski resorts globally, but are concentrated in the United States, France and Switzerland.

Four of the five markets studied in the United States feature at the top of the Ultra-Prime Price League. Aspen remains top of the table, with ultra-prime asking prices of €75,800 per square metre. This figure is 51% higher than in Val d'Isère, which ranks second in the ultra-prime rankings. New entrants Jackson Hole and Telluride both have ultra-prime asking prices above €30,000 per square metre.

Vail remains a consistent performer in the ultra-prime rankings, coming fourth this year, with average ultra-prime prices at €45,800 per square metre.

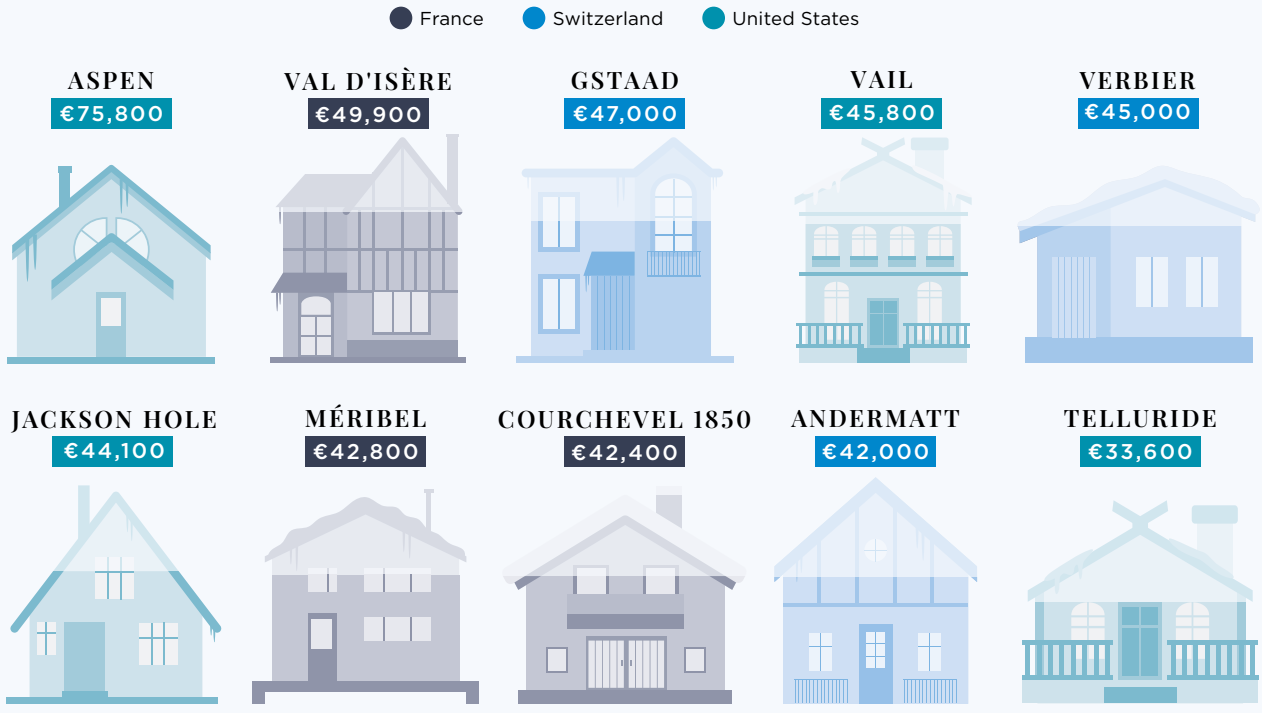
France and Switzerland each account for three destinations in the top 10 for ultra-prime pricing. Val d'Isère, Méribel and Courchevel 1850 lead the French resorts for ultra-prime pricing. All three benefit from the supply-demand imbalance evident across the world's leading ski markets, where suitable prime and ultra-prime stock remains insufficient to meet demand.

In Switzerland, many of the most desirable properties transact off market, bypassing public listings.

These discreet sales often achieve prices from €40,000 to €75,000 per square metre, reflecting the scarcity and exclusivity of ultra-prime stock. Gstaad, Switzerland's highest-ranked ultra-prime destination, records average asking prices of €47,000 per square metre. It is followed by Verbier and Andermatt, where average ultra-prime asking prices readily exceed €40,000 per square metre.

Supply restrictions are a defining feature across ski resorts. New inventory remains minimal, often due to zoning regulations, limited land availability, or preservation policies. This persistent imbalance between demand and supply supports elevated pricing and reinforces exclusivity and long-term value of ultra-prime ski property.

TOP 10 ULTRA-PRIME SKI RESORTS, BY ULTRA-PRIME PRICE PER SQUARE METRE



Source: Savills Research

Note: Based on each market's top available prices and number of current listings per market.

SKI MARKET OUTLOOK

The global ski market is likely to evolve over the coming year, creating opportunities and challenges for buyers. We compare 10 leading global resorts across four indicators that are likely to shape market performance. The outlook score combines climate resilience, prime property values, supply conditions and accessibility for international buyers, with higher scores indicating stronger near-term prospects.

Andermatt has the strongest prospects of the 10 markets assessed. Its high altitude and reliable snowfall make it highly climate-resilient and desirable to international skiers.

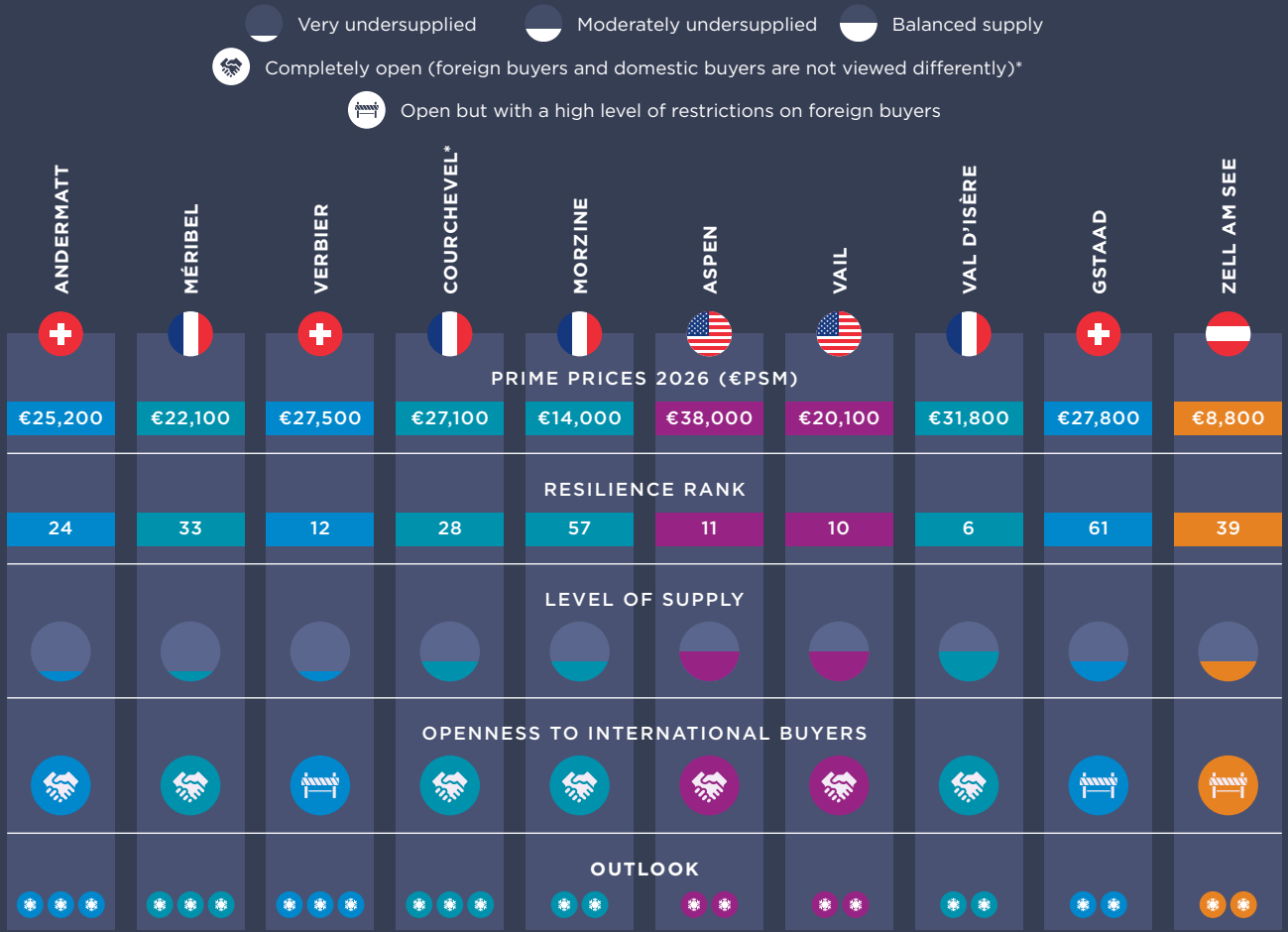
It is also among the most permissive Swiss markets to foreign buyers, while both Verbier and Gstaad have some restrictions on property purchase for overseas buyers. The year ahead looks positive for Andermatt given this openness, elevated buyer demand and restrained supply.

French Alpine resorts benefit from a compelling combination of international buyer appeal, climate resilience and supply constraints, all of which support long-term value growth. However, not all markets are equal.

Méribel's acute shortage of available stock is likely to continue placing upward pressure on prices, while Val d'Isère's more balanced market provides greater purchasing opportunities. For buyers, these differences in supply levels can be as important as headline price levels.

In the United States, Aspen and Vail see the strongest outlook with a balanced level of supply of prime properties. High levels of development in these resorts will continue to create opportunities for both domestic and international buyers to purchase prime ski properties.

PRIME PROPERTY SKI MARKET OUTLOOK



Source: Savills Research

* Average of Courchevel and Courchevel 1850

WINTER RESILIENCE

Glacial and high-altitude resorts remain the most resilient, while lower-elevation destinations face growing challenges from less reliable snowfall and shorter seasons.

The 2025-26 ski season produced a mixed resilience picture among resorts around the globe. The most resilient regions remain those at the highest altitudes and with the lowest temperatures, where conditions unsurprisingly enable better snow retention. This trend has continued into the 2026-27 Resilience Index, with the top six performing resorts in this year's index all located on glaciers: Zermatt, Breuil-Cervinia, Tignes, Saas-Fee, Solden and Val d'Isère.

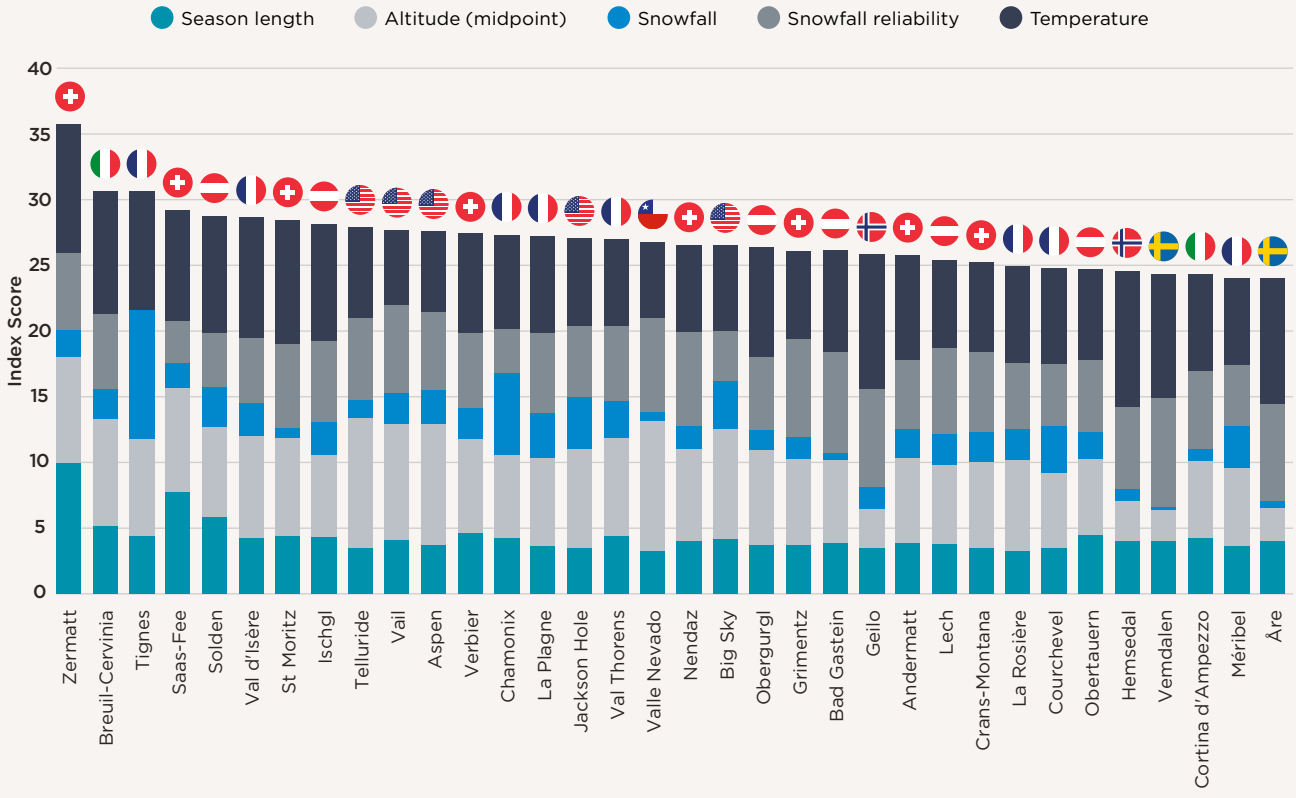
The El Niño weather pattern for the 2026-27 ski season will drive a mixed outlook for resort ski conditions across the globe.

Following lower snowfall across many locations in the 2025-26 ski season, subdued conditions may persist in the western United States, Japan and Europe.

El Niño may also create greater challenges for snowpack retention in northerly markets, including Canada and Norway.

Altitude is a key determinant of winter resilience, with the six most resilient resorts all located at high altitudes and on glaciers. Locations ranked seventh to 21st are all at altitudes above 2,000 metres.

SAVILLS SKI WINTER RESILIENCE INDEX 2026-27



Source: Savills Research

The French resort of Tignes was a particularly strong performer this year and recorded exceptional snowfall, while Sölden in Austria and Zermatt in Switzerland also recorded significant snowfall.

Among resorts located below 2,000 metres, the strongest performers were concentrated in Scandinavia, including Geilo, Hemsedal, Vemdalen and Åre, and around Salzburg in central Austria, including Bad Gastein and Zell am See. The Austrian resorts benefited from strong snowfall during the most recent winter, while Scandinavian destinations continue to gain an advantage from their northerly latitude, which supports both snowfall and snow retention.

The longer-term winter resilience of lower and mid-altitude resorts in Japan (Furano and Niseko) and Canada (Whistler Blackcomb and Mont Tremblant) remains uncertain.

Although the Japanese destinations recorded favourable snowfall in 2024-25, conditions weakened during the most recent season.

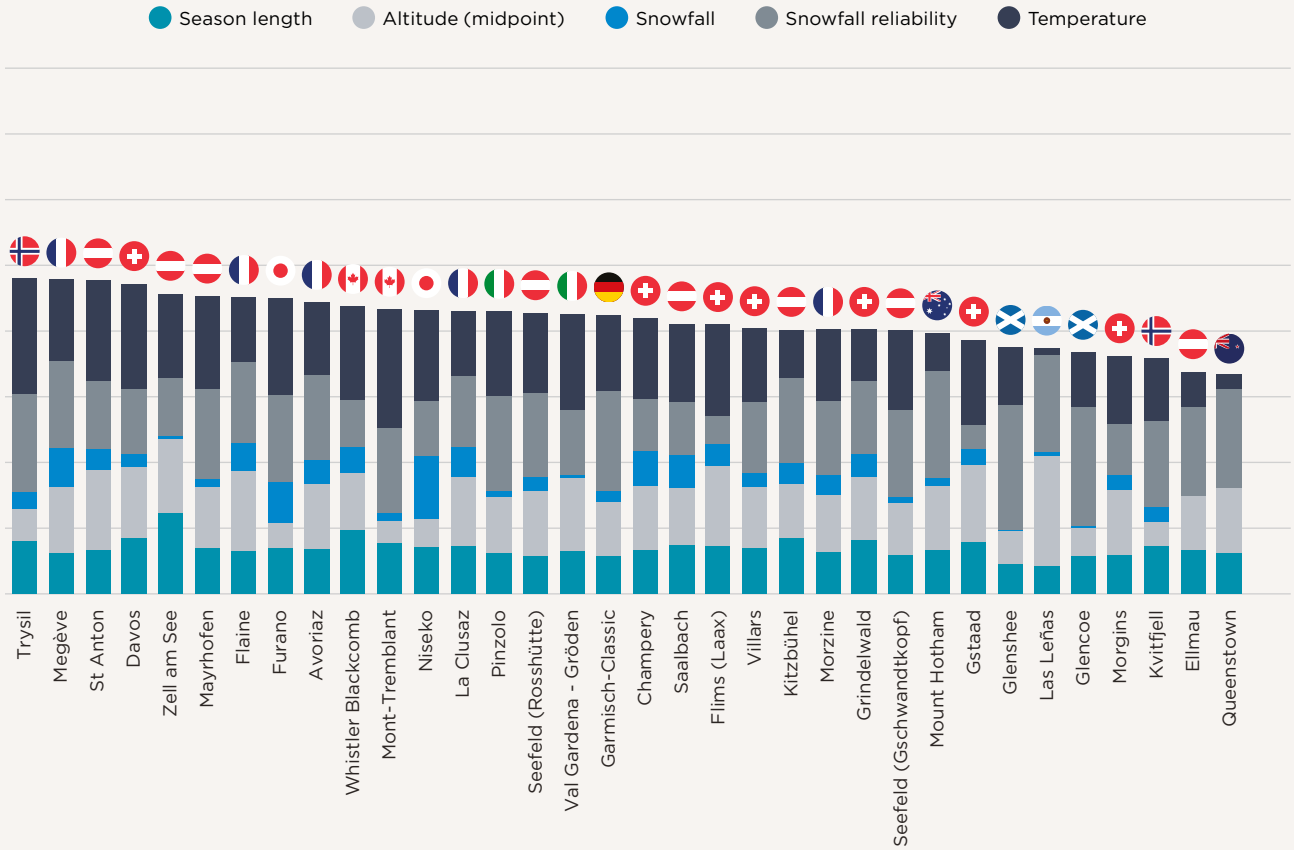
A strong El Niño event, which typically occurs every two to seven years, could compound the effect of rising global temperatures and pressure season length, snowfall and snow retention.

Zermatt-Cervinia, the last resort to offer year-round skiing, closed in August 2026 for the first time since 2022, after a heatwave prevented overnight refreezing on the Theodul Glacier. Other glacier destinations have also ended their summer seasons early as high temperatures reduced snow cover. Against a backdrop of weaker snowfall, snow retention is becoming increasingly important to preserving skiable terrain. An El Niño event could also reduce snowfall reliability and lead to prolonged dry spells during winter.

Low and mid-altitude resorts are likely to be most exposed. In the 2025-26 winter season, several lower-altitude Alpine destinations recorded substantially less snowfall.

Overall, winter resilience remains the strongest among the high-altitude glacial resorts and resorts at northerly latitudes. By contrast, lower-altitude resorts and those with more southerly latitudes are facing challenges such as rising temperatures, increased exposure to extreme weather and less reliable snowfall. These factors are challenging resilience, given the threat of shorter ski seasons, which accelerates the need for a broader year-round offering.

SAVILLS SKI WINTER RESILIENCE INDEX 2026-27



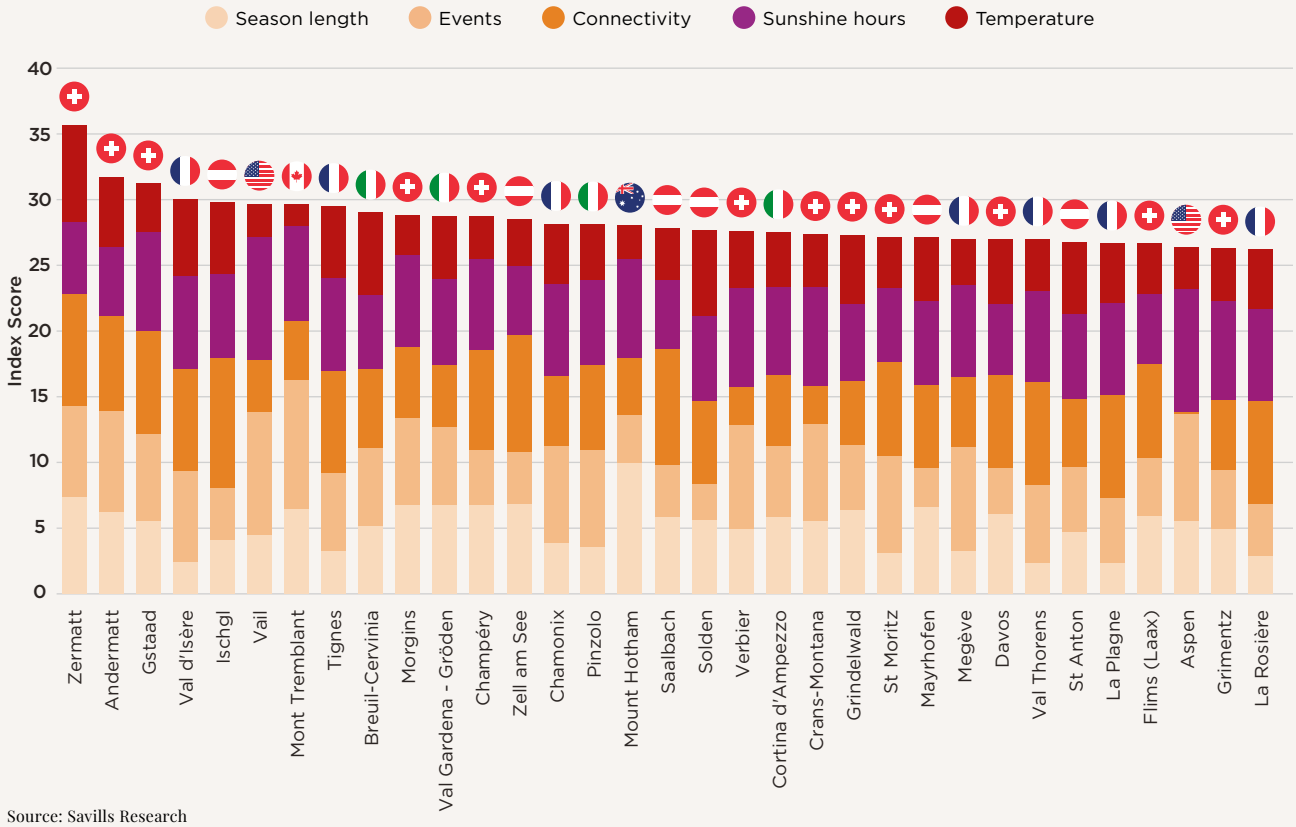
SUMMER RESILIENCE

Shorter ski seasons and less reliable snow are pushing resorts to strengthen their year-round appeal. The Summer Resilience Index looks at the resorts that deliver during the summer months.

The Summer Resilience Index assesses how effectively resorts can sustain demand beyond the ski season through activities such as hiking, mountain biking and golf. It is based on five measures: summer season length, events, connectivity, summer sunshine hours and temperature. Resorts score most highly where these factors combine to support an accessible, varied and durable summer offering.

High-altitude Swiss resorts, including Zermatt and Andermatt, performed well in the Summer Resilience Index because of their lower summer temperatures, connectivity and long summer seasons. For Zermatt, which previously offered year-round skiing, investment in summer activities is becoming central to maintaining a year-round calendar.

SAVILLS SKI SUMMER RESILIENCE INDEX 2026-27



Source: Savills Research

Vail, Mont Tremblant and other North American resorts scored highly for the breadth of events held during summer.

In Mont Tremblant, the International Blues Festival sits alongside sporting events like an annual marathon and Ironman competitions, reinforcing the resort's desirability as a summer activity destination. Aspen combines access to Colorado's hot springs with cycling events such as the Snowmass Bike Park race series, creating a varied offer for summer visitors.

Italian resorts, which tend to record average or weaker winter resilience, generally perform better in the summer ranking. Val Gardena places 11th overall, supported by the strong connectivity, sunshine and events on offer within the resort and across the Dolomites.

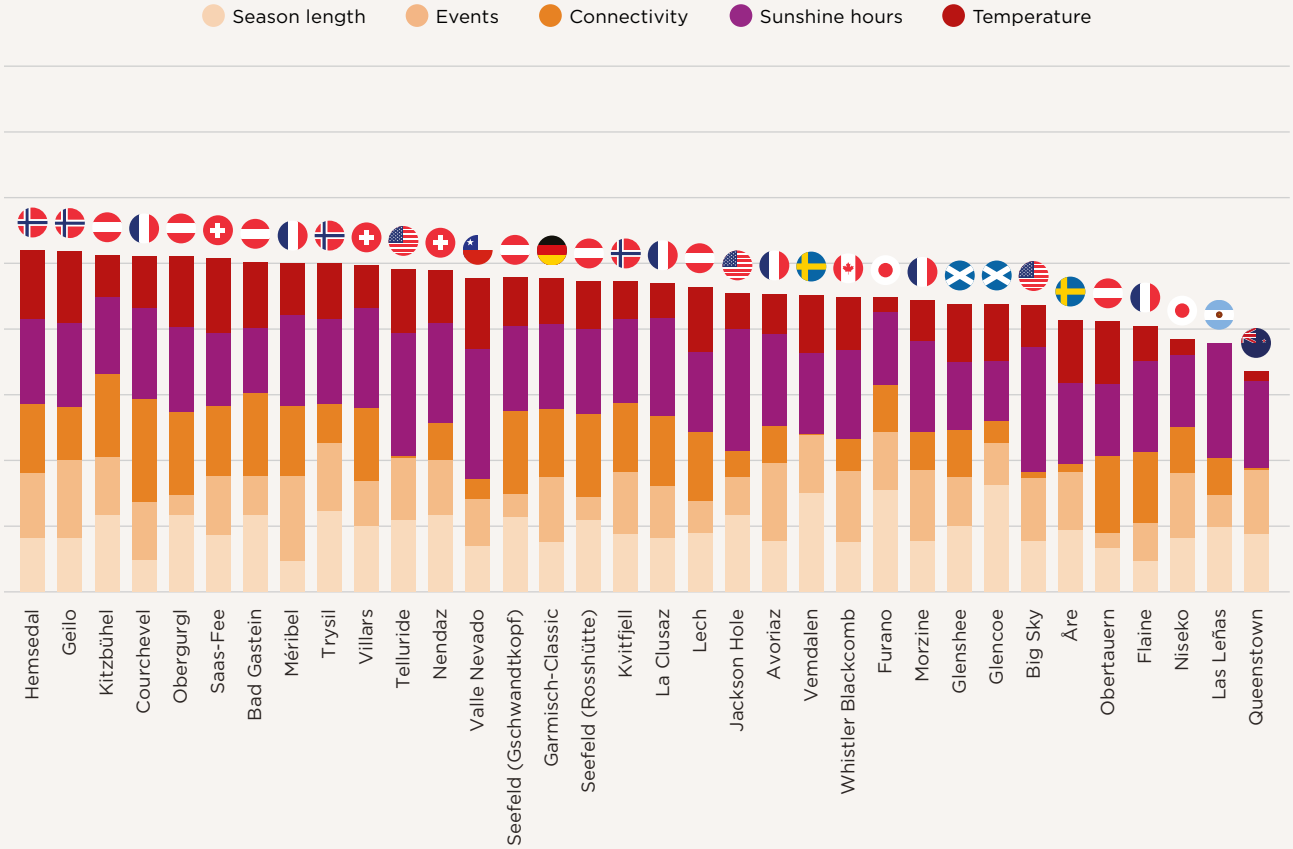
Cortina d'Ampezzo, host of the 2026 Winter Olympics, can also use its new facilities for ice-skating and hockey events during the summer months.

For mid-altitude resorts, summer offers an important counterbalance to greater uncertainty around the winter season. Resorts such as Morgins and Gstaad in Switzerland and Val Gardena-Gröden in Italy perform strongly in the Summer Resilience Index, supported by established year-round outdoor recreation. This diversification is becoming increasingly significant as snowfall declines.

Tignes and Val d'Isère perform strongly across both the summer and winter indices. Their high altitude and cooler temperatures support skiing into the summer months, while well-established summer programmes broaden their appeal beyond the traditional ski season.

For resorts with shorter ski seasons, expanding summer tourism presents an opportunity to offset the impacts of declining snow cover. As demand grows for cooler summer destinations, mountain resorts are well placed to attract visitors beyond the winter season and strengthen their year-round appeal.

SAVILLS SKI SUMMER RESILIENCE INDEX 2026-27



OVERALL RESILIENCE

Conditions remained fragmented across resorts at every altitude during the 2025-26 ski season. With an El Niño event expected to continue into early 2027, uncertainty around snowfall and ski conditions is likely to persist.

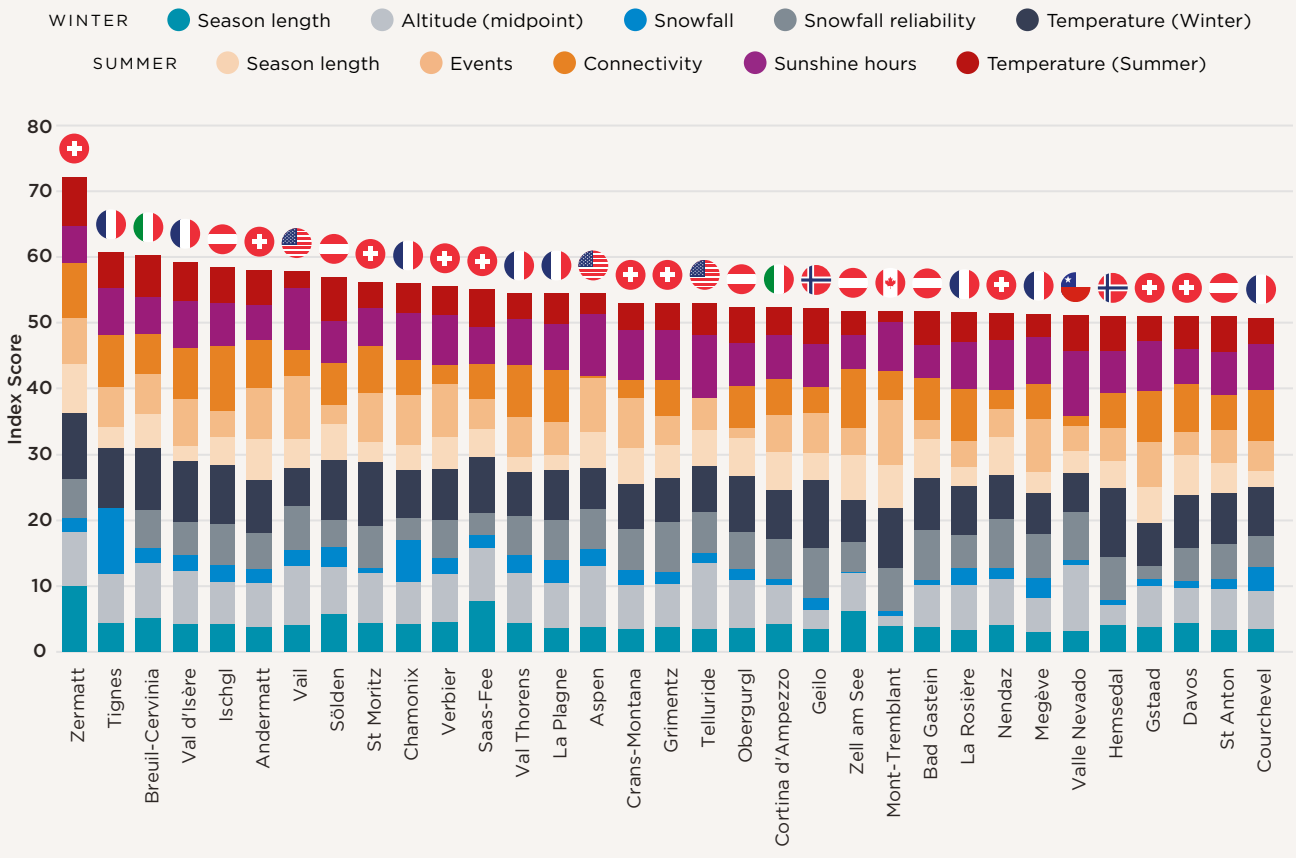
Glacial and high-altitude resorts remain the most resilient across both summer and winter, even as summer skiing becomes a challenge. In response, ski locations globally have developed their summer season offerings such as music and food festivals, building out hiking and biking trails, and extending the hospitality opening times in order to provide financial and ecological resilience when skiing may not be possible.

Zermatt ranks first on both the winter and summer resilience indices due to a cooler summer season with a wide range of events as well as reliable snow and a high altitude for the winter season.

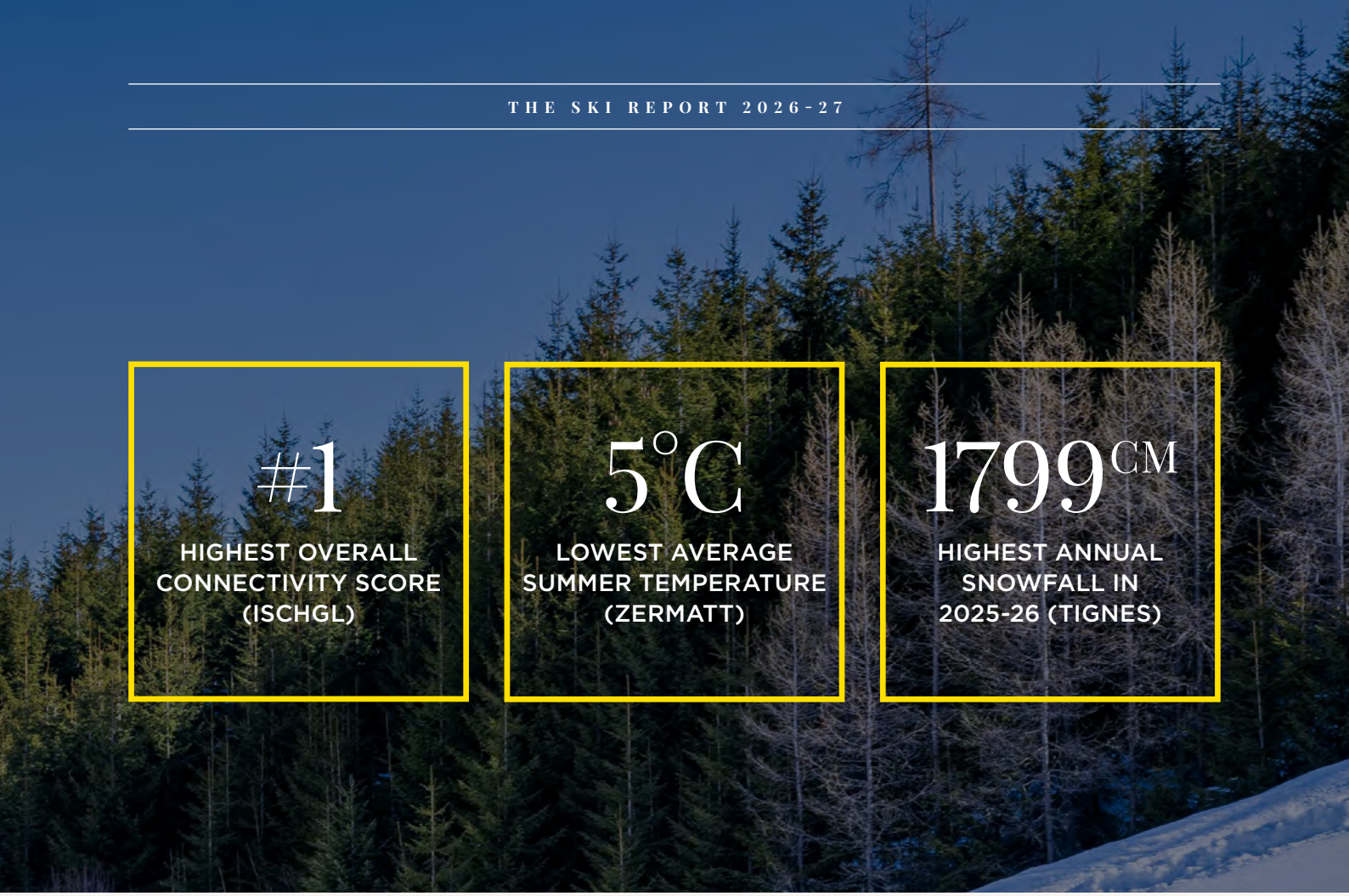
Other Swiss resorts such as Morgins and Gstaad, which face some uncertainty over winter resilience, also performed well on the summer resilience index.

Weather events like El Niño and less predictable snowfall are accelerating investment in year-round tourism. Increasingly, resorts that deliver on broader leisure and lifestyle offerings will continue to outperform.

SAVILLS SKI COMBINED RESILIENCE INDEX 2026-27



Source: Savills Research

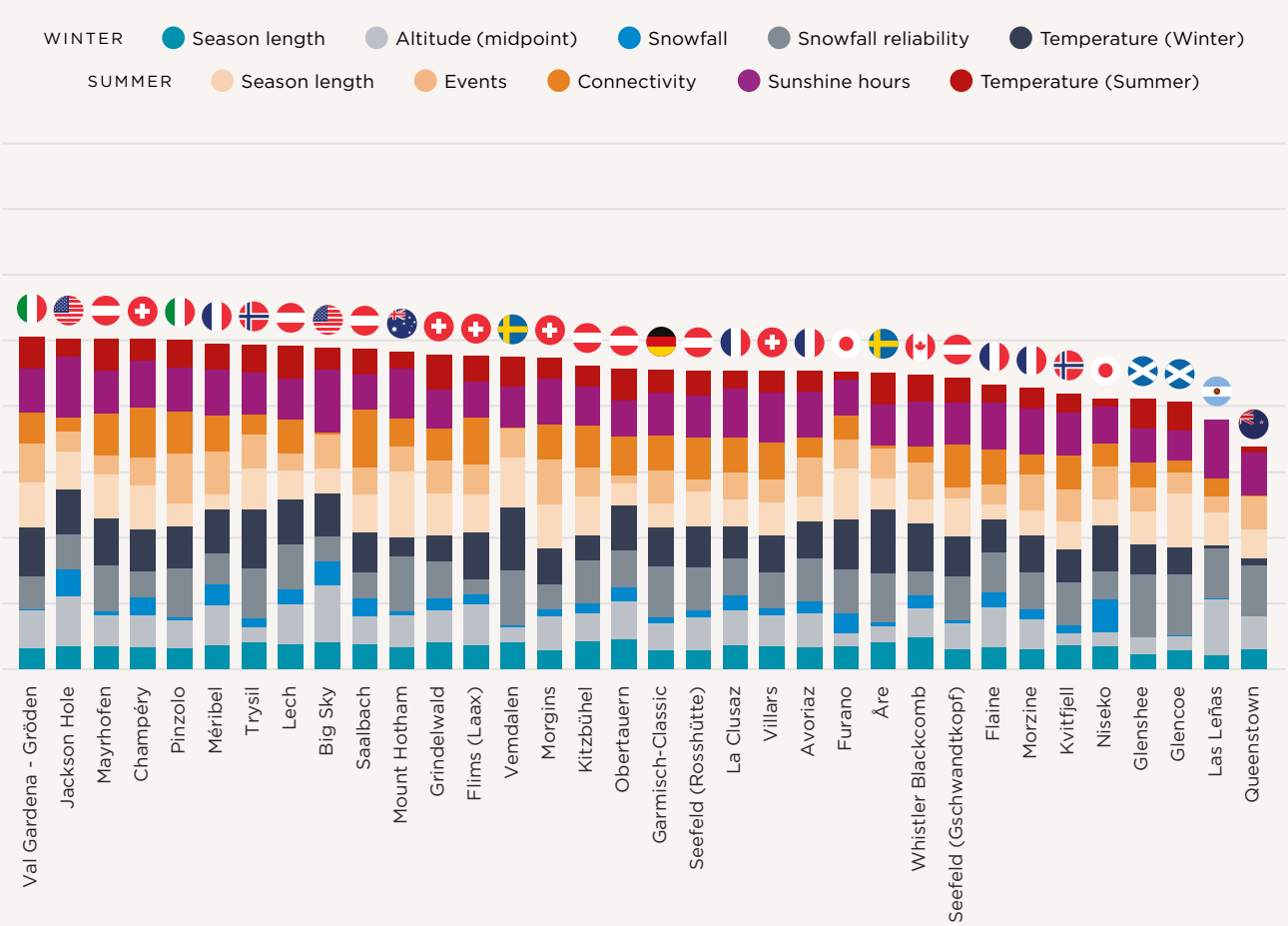


#1
HIGHEST OVERALL CONNECTIVITY SCORE (ISCHGL)

5°C
LOWEST AVERAGE SUMMER TEMPERATURE (ZERMATT)

1799CM
HIGHEST ANNUAL SNOWFALL IN 2025-26 (TIGNES)

SAVILLS SKI COMBINED RESILIENCE INDEX 2026-27



BRANDED RESIDENCES

AND SKI RESORTS



LOUIS KEIGHLEY
HEAD OF SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY



KELCIE SELLERS
ASSOCIATE DIRECTOR, WORLD RESEARCH

Ski resorts offer many of the characteristics that support branded residential scheme performance: constrained supply, strong lifestyle pulls, a highly international buyer base and growing demand for professionally managed ownership solutions.

Branded residences have evolved from a niche product into one of the fastest-growing segments of the global prime residential market. Combining residential ownership with hospitality-led services, amenities and operational expertise, they address many of the priorities of high net worth buyers.

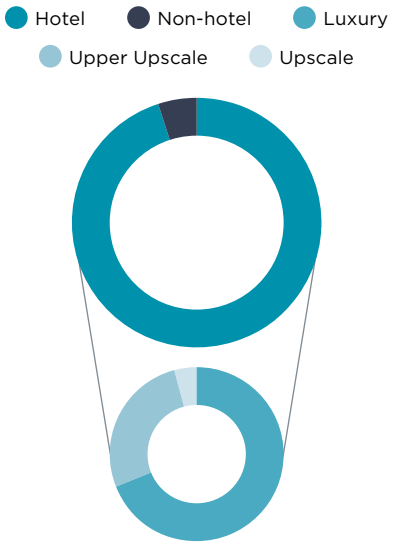
Ski destinations are particularly suited to branded residential development because owners benefit from professionally managed, lock-up-and-leave homes in markets where seasonal and part-time occupation remains common, despite growing demand for year-round living. For brands and developers, these schemes provide differentiation within established prime residential markets and can support pricing through brand affiliation and recognition.

Branded residences are now an established residential product across ski markets. There are 40 completed projects in ski destinations globally, providing approximately 3,700 units.

Until 2031, a further 15 schemes with approximately 790 additional units are in the pipeline. Almost all of the completed and pipeline projects are mixed-use or integrated resort developments, enabling residents to access hotel services and amenities.

Hospitality brands account for 95% of the completed schemes and 87% of pipeline schemes. Of these hospitality-branded developments, 69% are positioned within the luxury chain scale and 27% are in the upper-upscale chain scale, emphasising the importance of the prime residential market for brands operating in ski destinations.

COMPLETED BRANDED RESIDENCE SCHEMES BY CLASSIFICATION, SUPPLY 2026-27



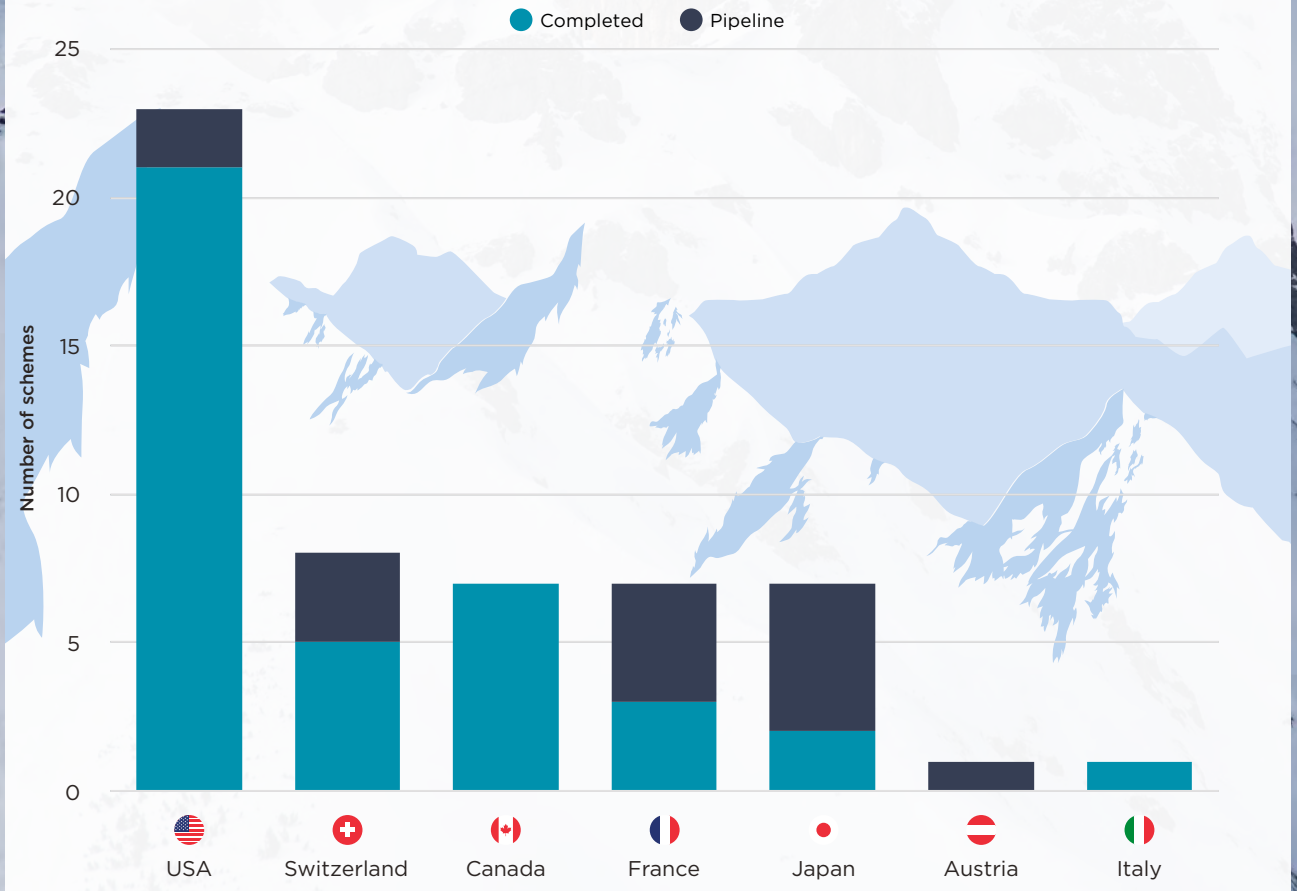
Source: Savills Research using Savills Global Residential Development Consultancy

Development of branded residences in ski destinations is not limited to North America, with growth opportunities emerging across the Alps and Japan. Niseko's rise as a globally recognised luxury resort illustrates the potential for branded development in Asia Pacific.

Across the Alps, new hotel and residential projects are helping to reposition ski resorts as year-round lifestyle destinations. Switzerland is the most developed of the Alpine destinations, with five completed and three pipeline schemes. Constrained supply, international buyer demand and the growth of professionally managed ownership models continue to support the expansion of branded residential schemes across leading ski destinations.

As global brands expand beyond traditional urban and coastal markets, they are following internationally mobile wealth into mountain destinations. Investment in summertime wellness, hospitality, outdoor recreation and cultural amenities is extending demand beyond the winter season and strengthening the commercial case for branded operators. The sector is growing across Alpine markets, with buyers appreciating the appeal of the lock-up-and-leave nature of the properties. A handful of premium brands such as Six Senses, Four Seasons and Aman are developing these projects, creating opportunities for distinct buyer segments. Now and going forward, branded residences are emerging as a market segment able to compete with ultra-prime chalets on quality, management and amenities.

BRANDED RESIDENCES – SKI SUPPLY 2026-27



Source: Savills Research using Savills Global Residential Development Consultancy

ON-MOUNTAIN DINING

THE PRICE OF THE PISTE

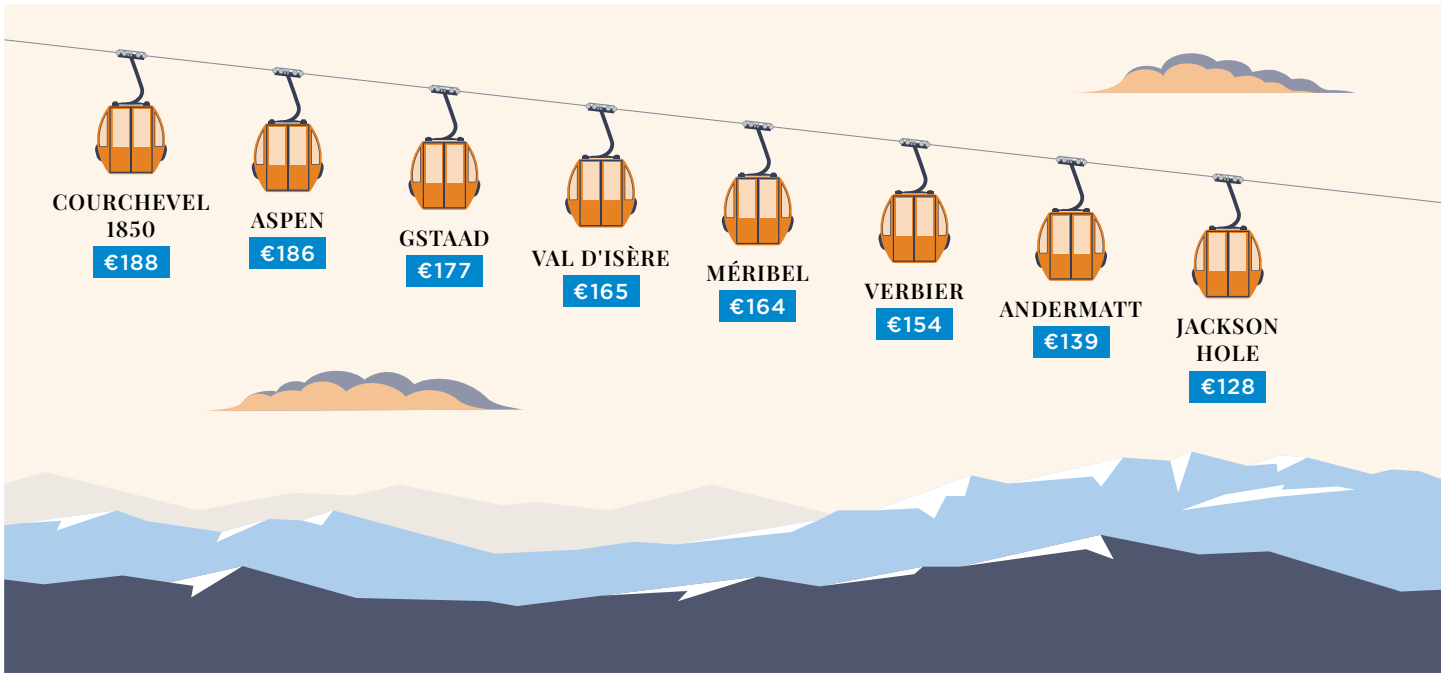
For many skiers, mountainside meals are as much a part of the ski experience as the slopes themselves. Dynamic offers, from sunny terraces to fireside restaurants, on-mountain dining turns a day of skiing into a true occasion.

The cost of on-slope dining experiences vary considerably globally, and Courchevel 1850 tops the ranking for family dining. A piste-side meal for a family of four, comprising a shared starter, two adult main courses, two children's main courses and a shared dessert, averages €188. Aspen follows closely at €186, while Gstaad ranks third at €177. At the other end of the table, Whistler Blackcomb offers the greatest value, averaging €84.

While value can still be found within established resorts, the results underscore the premium that is attached to the ultra-prime Alpine destinations. Val d'Isère and Méribel complete a French-dominated top five for meal prices, at €165 and €164 respectively.

Families can ski to a lower altitude in the Three Valleys and visit Courchevel, excluding its 1850 enclave, and find meal prices averaging €124, while Cortina d'Ampezzo comes in at €115.

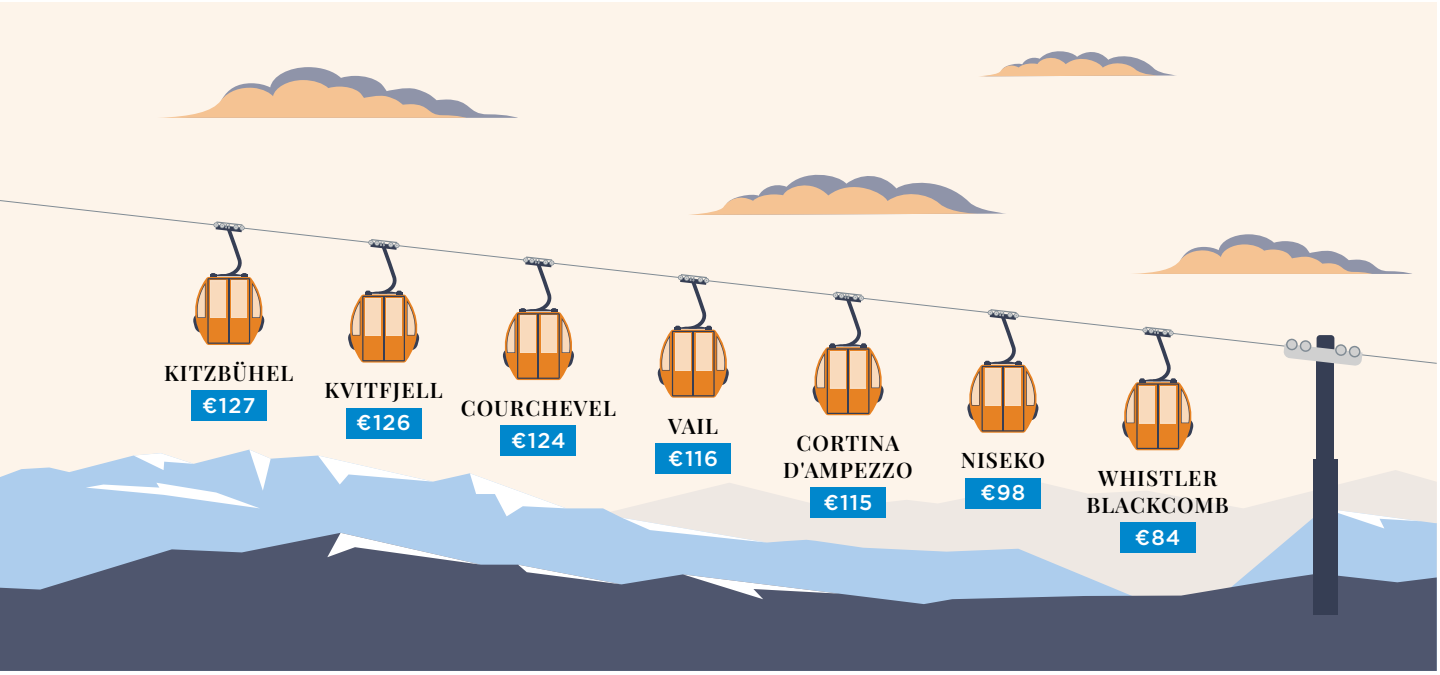
AVERAGE PRICE FOR A MEAL FOR FAMILY OF FOUR ON THE PISTE



Source: Savills Research
Notes: Prices were collected in local currencies and converted into euros for consistency. The restaurants studied are those with on-piste addresses across the top 10 ultra-prime residential ski resorts and leading resorts across France, the US, Italy, Japan and Canada.



AVERAGE PRICE FOR A MEAL FOR FAMILY OF FOUR ON THE PISTE



To mark the 21st edition of the Savills Ski report, we have examined the price of a bottle of champagne across on-piste restaurants in leading ski resorts.

The champagne prices tell a slightly different story from the restaurant picture. Gstaad is the clear outlier, with the price of a bottle of champagne averaging €231, nearly three times the €77 recorded in Niseko. Kitzbühel ranks second at €138, followed by Courchevel 1850 at €131. Aspen, Méribel and Andermatt cluster close behind, all averaging between €127 and €130.

For buyers and visitors, these costs provide another lens through which to assess the wider ski resort experience. Ultra-prime destinations command a clear premium, but high-quality skiing and après-ski do not always require the highest level of spending. Whistler Blackcomb, Niseko and Cortina d'Ampezzo demonstrate that these internationally recognised resorts deliver on lifestyle but are also comparatively affordable on-mountain dining.

AVERAGE PRICE FOR A BOTTLE OF CHAMPAGNE ON THE PISTE



Source: Savills Research
Note: The restaurants studied are those with on-piste addresses across the top 10 ultra-prime residential ski resorts and leading resorts across France, the US, Italy, Japan, Norway and Canada. They are the same restaurants studied for dining costs.



CONTACTS

SAVILLS WORLD RESEARCH

We monitor global real estate markets and the forces that shape them. Working with our teams across the globe and drawing on market intelligence and published data, we produce a range of market-leading publications, as well as providing bespoke research for our clients.

WORLD RESEARCH

Kelcie Sellers
Associate Director
+44 (0) 20 3618 3524
kelcie.sellers@savills.com

Connor Chilton
Associate
+44 (0) 20 7016 3854
connor.chilton@savills.com

SAVILLS SKI

Jeremy Rollason
Head of Savills Ski
+44 (0) 7969 785 525
jrollason@savills.com

Deyan Visser
Savills Ski
+44 (0) 7974 063 889
deyan.visser@savills.com

Maddy Silvester
Savills Ski, London
+44 (0) 7870 900 313
maddy.silvester@savills.com

SAVILLS SKI NETWORK

Sam Scott
Verbier
+41 (0) 76 603 28 79
sam.scott@savills.com

Juliette Villemagne
Verbier
+41 (0) 27 565 89 40
juliette.villemagne@savills.com

Yann Berger
Verbier
+41 (0) 79 369 46 42
yann.berger@savills.com

Lucinda Brousse
Saanen/Gstaad
+41 (0) 79 825 96 99
lucinda.brousse@savills.com

Jérôme Lagoutte
Courchevel 1850
+33 (0) 6 19 83 29 45
jlagoutte@savills.com

Arnaud Gourdet
Courchevel Moriond
+33 (0) 6 69 01 54 98
arnaud.gourdet@savills.com

Ophélie Dupont
Méribel
+33 (0) 6 18 20 52 10
ophelie.dupont@savills.com

Lucie Allemand
Annecy
+33 (0) 6 28 53 58 70
lucie.allemand@savills.com

Guy Murdoch
Annecy
+33 (0) 6 29 38 26 68
gmurdoch@savills.com

Sébastien Michaud
Morzine Immobilier,
International Associate of Savills
+33 (0) 450 79 13 09
sebastien@morzine-immo.com

Paul Watts
Morzine Immobilier,
International Associate of Savills
+33 (0) 450 79 13 09
paul@morzine-immo.com

Johnny Cartwright
Zell am See
+43 (0) 664 877 8769
jcartwright@austrianproperties.net

Sebastian Scheufele
Modesta,
International Associate of Savills
+43 676 940 29 49
scheufele@modesta.at

Lucas Grimaldi
BOAN Immobilier,
International Associate of Savills
+33 4 50 21 02 97
lucas.grimaldi@agenceboan.com

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