



## THE 1950 EXPERIENCE

Today, I would like to say a word about the 1950 experience. Arc 1950 Le Village is the most recently built resort in the Haute-Tarentaise, a diamond set in the heart of the mountains. Being a new resort in the French Alps means a lot, especially when we are lucky enough to share the same prestige as neighbouring resorts Val d'Isère, Courchevel and Méribel... Every season, the Village enchants its French and international visitors with its colourful 5\* ski-in / ski-out residences, high-end services, car-free streets, pretty boutiques, varied restaurants and exceptional events. It really does represent a new art of living a winter sports holiday. I would like to be able to say that this is my Village, but I think it is more that I belong to it. I feel that I have always loved this resort: I skied the site before the Village existed and then as it was built and developed... I am deeply attached to Arc 1950 Le Village and everything that makes it unique. I think that the people who love it feel a little like they become the site's developers.

In 2004, when the Village was first opened, its unique concept shone brightly throughout the Alps from its location at 1950 metres with its spectacular views and guaranteed snow. Today, it shines even brighter, thanks to the men and women who have kept faith with the concept and made it a real asset, through their affection for this exceptional place, the quality of their welcome and the diversity of their offer. I am talking about the Village's ambassadors, of course, the apartment owners who come from every corner of the world, the retailers and our loyal partner, Pierre & Vacances Premium, which will be celebrating its 10th year in the Village this winter. Arc 1950 Le Village currently has many other ambitions. I would therefore like to invite you to come and visit our Village to discover a unique experience every day: the 1950 experience.

*Nathalie Guidon*

General Manager - Resort Club Arc 1950



## 1. The 5\* Village



## The 1950 Experience

When you ski through the Village streets, your eyes are drawn to the views of Mont Blanc, the Aiguille Rouge and the mountains of the Haute Tarentaise, with no cars to disturb you. This cocoon of comfort is built above a large underground car park that offers easy parking when you arrive in the resort and direct access to the apartments. For all ages and generations, Arc 1950 Le Village is an attractive, practical and comfortable resort.

The quality of service, the search for details that improve the 1950 Experience and the warm welcome from the resort's professionals have borne their fruit. This quest for excellence, which the Village's managers, Pierre & Vacances Premium and the retailers have worked to achieve, has been rewarded by its 5\* tourism residence classification being renewed and by the TripAdvisor Certificate of Excellence 2018.

In the Village, everything is accessible right next to your residence, whether you are on foot or on your skis. Fabulous boutiques, animated bars, elegant restaurants and a welcoming crèche meet everyone's requirements, from the simplest to the most exceptional.

Après-ski here is joyful; the resort organises games, shows and concerts to enjoy with your family or friends. The events are programmed according to specific themes and the wealth of entertainment reflects the 1950 Experience. Children are happy, so their parents are too...

In every residence, swimming pools, Jacuzzis and fitness rooms are an integral part of the après-ski programme. To take relaxation even further, the Deep Nature Arc 1950 Spa encourages visitors of all types and ages to recharge their batteries. With its theme grottoes, counter-current swimming lanes, Turkis baths, Jacuzzis, nail bars and massage rooms overlooking Mont Blanc, it truly has turned your wellbeing into an art of living.

Coming on holiday to Arc 1950 Le Village means the freedom to choose the duration of your stay and your arrival and departure dates (flexibility offered by Pierre & Vacances Premium subject to conditions and availability).

It also means savouring the unique atmosphere of this welcoming resort where people always greet you with a smile. This serene ambience makes you want just one thing...to come back again.



*#experience1950*

### **Pierre & Vacances Premium has invited Maeva.com into the Village**

Owners in the Village, loyal to Pierre & Vacances Premium, can now also have confidence in its partner company, Maeva.com

This reservation service is for private owners' apartments that are decorated in the Village's usual charming style. It will now be possible to reserve a stay in the Village through either Pierre & Vacances Premium or Maeva.com.

Informations : [www.arc1950.com](http://www.arc1950.com)

### **PRESS CONTACT**

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