

## ARMANCETTE HOTEL, CHALET & SPA

### OVERVIEW



The new boutique and family-owned hotel group, The Almae Collection, launches Armancette Hotel, Chalets & Spa. Set in the lesser-known Evasion Mont-Blanc region of the French Alps, in the heart of picturesque village Saint-Nicholas Veroce, Armancette offers guests the ultimate secluded mountainside escape. Larger groups, or those looking for ski-in ski-out facilities can book one of the three chalets further up the mountain in Saint-Nicholas or one of the three chalets in Chamonix. With exciting expansion plans, The Almae Collection has announced four exquisite apartments opening in spring / summer, Palazzo Garzoni, overlooking the Grand Canal in Venice, and a beautiful property in Cognac, set to open in 2023.

#### KEY MESSAGING

Set in a picturesque remote village | a secluded mountainside escape | the secret at the end of the road where time stands still | escape the crowds | set in the lesser-known Evasion Mont-Blanc region of The Alps | authentic French hospitality | understated luxury | ultimate family escape to reconnect | year-round mountainside destination.

#### LOCATION

Set in the heart of the picturesque village of Saint-Nicholas, Armancette offers access to the lesser-known Evasion Mont-Blanc region of The Alps. Just 20 minutes from Megeve and 1 hour 15 minutes from Geneva Airport, Armancette is an easily accessible, yet secluded, luxury destination for those in the know, looking to escape the crowds of Megeve.

#### ARMANCETTE HOTEL, CHALET & SPA

Open year-round, the 17-room boutique hotel offers direct access to the slopes via a chairlift just a stone's throw from the hotel. Larger groups, or those looking for a ski-in ski-out option can book one of the six standalone exclusive chalets (three in Saint Nicolas and three in Chamonix), which can sleep between 8 and 16 people.

#### DINING AT ARMANCETTE

Dining destination restaurant, La Table d'Armancette, serves the finest local and seasonal French cuisine, menu favourites include L'Escalope de Foie Gras Poêlé and Quasi de Veau. For a more relaxed setting, guests can head to Mont Joly Bistro and Wine Bar, offering comforting classics, a resident sommelier and cosy tearoom.

#### WELLNESS OFFERING

Home to an impressive spa, with indoor and outdoor swimming pools, outdoor jacuzzi, three treatment rooms and state of the art fitness suite, guests are invited to treat their mind, body and soul amidst breathtakingly beautiful nature. A highlight of the property is the steaming outdoor pool with panoramic views of The Alps, from the Domes de Milage to Mont Vorassay.

## EXPERIENCES

A range of experiences on are available year-round as well as seasonal activities including:

### In the winter:

- Horse-drawn sleigh and dog sled rides
- Igloo and aperitif igloo construction
- Sledging
- Skiing and snowboarding
- Snowshoeing

### In the summer:

- Mountain bike trips, with or without electrical assistance
- Mountain golf courses and mini golf
- Tennis
- Tree-top adventure course
- Trail hiking and mountaineering
- Climbing, via ferrata
- Gourmet getaways in a mountain hut
- Yoga & meditation
- Hiking
- Canyoning and rafting

## THE ARMANCETTE TRAVELLER

- Armancette should appeal to an international crowd of global travellers who are country neutral and not money conscious – they might have a house in London, a beach house in the South of France, visit a boutique hotel in New England or stay for a weekend at the Biennale in Venice
- This kind of traveller will search the world for the most pure and authentic off the beaten track experience
- This traveller reads Vogue UK, Travel and Leisure, gossip in Tatler and Harper's Bazaar, Architectural Digest, Vanity Fair, the Financial Times; they avidly follow Instagram and believe wholly in word of mouth from the great and the good. They book through A&K, Scott Dunn, Red Savannah, Original Travel, Alice Daunt and Nota Bene