
Le Restaurant
sowell
HÔTELS & RÉSIDENCES

# A GROUP IN CONSTANT EVOLUTION



Our founder, Jean-Paul Schaeffer, acquired the 3-star family hotel Les Bergers in Pra Loup. He still owns and manages the group today.

**3 activities :**
Management / Construction / Promotion

## 1985

## 1997 -> 2002

**Acquisition of 3 establishments:**
- Le Pas du Loup 3* / Le New Chastillon 4* (Isola 2000)
- Le Terminus (Carcassonne)

Company creation : Hôtels du Soleil

## 2007 -> 2010

**Acquisition of 3 establishments :**
- Hôtel Saint-Tropez (Port Grimaud) 4*
- Hôtel le Parc (Briançon) 4*
- Hôtel le Beach (Trouville) 4*

Identity change for : Soleil Vacances Hôtels, Hôtels Clubs & Résidences

## 2013 -> 2015

**Acquisition and construction of 5 establishments:**
- Les Amandiers (Village Camarguais Arles) 4*
- L'Olivier (Village Camarguais Arles) 4*
- Les Mazets (Village Camarguais Arles)
- Résidence Port Grimaud (Port Grimaud) 4*
- Les Perles de Saint-Tropez (Port Grimaud) 4*

## 2016 -> 2017

**Acquisition and construction of 5 establishments:**
- Hôtel Valfréjus (Valfréjus) 3*
- Les Jardins de la Balme (Val d'Isère)
- Les Salines (Batz sur Mer)
- Pignada Plage (Soustons) 3*
- Les Chênes Verts 3* / Riviera 4* (Saint-Raphaël)

## 2018 -> 2020

**Acquisition and construction of 5 establishments:**
- Les Chevaliers (Carcassonne) 4*
- Hôtel du Roi & Spa (Carcassonne) premier 5*
- Hôtel des Dromonts (Avoriaz) 4*
- Hôtel La Plage (Saint-Raphaël) 4*
- Mont Blanc & Spa (Saint-Gervais) 4*

## 2021

Soleil Vacances Hôtels, Hôtels Clubs & Résidences becomes SOWELL HÔTELS & RÉSIDENCES

**Available in 4 brands:**

SOWELL Family · SOWELL HÔTELS · SOWELL RÉSIDENCES · SOWELL COLLECTION

**1 objective : improving customer quality.**

## 2021 -> 2025

**Acquisition and construction of 11 establishments:**
- La Lauzière (La Plagne) 3*
- Cap d'Agde 4* / Les Lauriers Roses 3* / Les Jardins du Cap 4* (Cap d'Agde)
- Le Grau du Roi 4* / Les Sablons 3* (Le Grau du Roi)
- Les Hameaux de Camargue (Arles)
- Résidences Les Cavales / Les Sentes (Carcans)
- Le Moulin de Vernègues (Mallemort) 4*
- Le Marmotel (Pra Loup) 4*
- Domaine de la Petite Isle (Isle sur la Sorgue) 4*

## Incoming...

**2025 :**
- Le Grand Hôtel Dieu (Nîmes) 5*
- La Villa Arena (Nîmes) 4*
- L'Alpe Blanche (Vars) 4*

**2026/27 :**
- Projets de constructions 3* et 4* (La Plagne)
- Projets de constructions 4* (Risoul)

# SOWELL
# in a few figures




**40 years**

*of experience*




**60M€**

*in turnover in 2024*



**40**

*establishments spread across 21 destinations across France*



**1000+**

*collaborators at the height of the season*



**8000+**

*beds to manage and market*



**200 000+**

*clients hosted per year*



**550 000+**

*overnight stays in 2024*




# COME AND DISCOVER OUR HOTELS AND RESIDENCES

## In the most beautiful mountain resorts in the French Alps

## NORTHERN ALPS

**AVORIAZ**
Hôtel des Dromonts****

**LA PLAGNE**
La Lauzière***

**SAINT-GERVAIS**
Mont-Blanc & Spa****

**LES MENUIRES**
Pierre Blanche****
Crêt Voland****

**VALFREJUS**
Valfréjus***

## SOUTHERN ALPS

**SERRE CHEVALIER BRIANCON**
Hôtel des Dromonts****

**PRA LOUP**
Les Bergers***
Pra Loup***
Marmotel***

**VARS**
Vars****
L'Alpe Blanche****

**ISOLA 2000**
Le Pas du Loup***
New Chastillon****

# SO’INCLUSIVE BY SOWELL






An affordable all-inclusive solution to allow you to fully enjoy your vacation on a budget.

You can enjoy your meals and aperitifs on the terrace, with a view over the sea, at the bar, or in the hotel's main restaurant.

**Discover our package**
**SO’INCLUSIVE !**

## BREAKFAST

**Breakfast served as a buffet** (hot and cold) from 7 a.m. to 1 p.m. **with the option of a packed lunch to compose** and take away for lunch

## SNACK

## DINNER

**Buffets** include a salad bar, charcuterie, hors d'oeuvres, meats and fish, cooked vegetables, starchy foods, cheeses, fruits, and desserts.
**Wine is included.**

## BAR

**10am-10pm:** Sodas, syrups, fruit juices, beer, wines, hot drinks.
**12pm-1:30pm and 6:30pm-10pm:** A selection of alcoholic beverages.

# 4 RANGES

## Sowell Family

Ideal for a peaceful family vacation : aquatic areas, So'inclusive package.

## Sowell Hôtels

Lifestyle establishments, hotel services, So' Inclusive package in an exceptional environment.

## Sowell Résidences

Apartment-style accommodation, perfectly equipped and designed for independent vacations.

## Sowell Collection

Prestigious establishments, premium services in an elegant and refined setting.

# AVORIAZ 1800 - THE RESORT

- Fully pedestrianized resort in the Portes du Soleil ski area
- High altitude and numerous hiking trails
- Numerous activities: hiking, mountain biking, via ferrata, golf, visits to local farms and producers, treetop adventure park, Aquariaz water park, swimming at Lake Montriond, paragliding, Brochaux waterfall, rafting, mini golf, mountain karting, skate park, and more.

Portes du Soleil

- From 1,800m to 2,466m above sea level
- More than 200 ski lifts









## THE HOTEL

Hotel in the heart of the resort

ELIOSPA wellness area (outdoor sauna & Nordic bath, indoor sauna & steam room)

Fitness room

SO'INCLUSIVE package

## THE ROOMS

35 rooms & suites

For 1 to 6 people

Classic to Superior

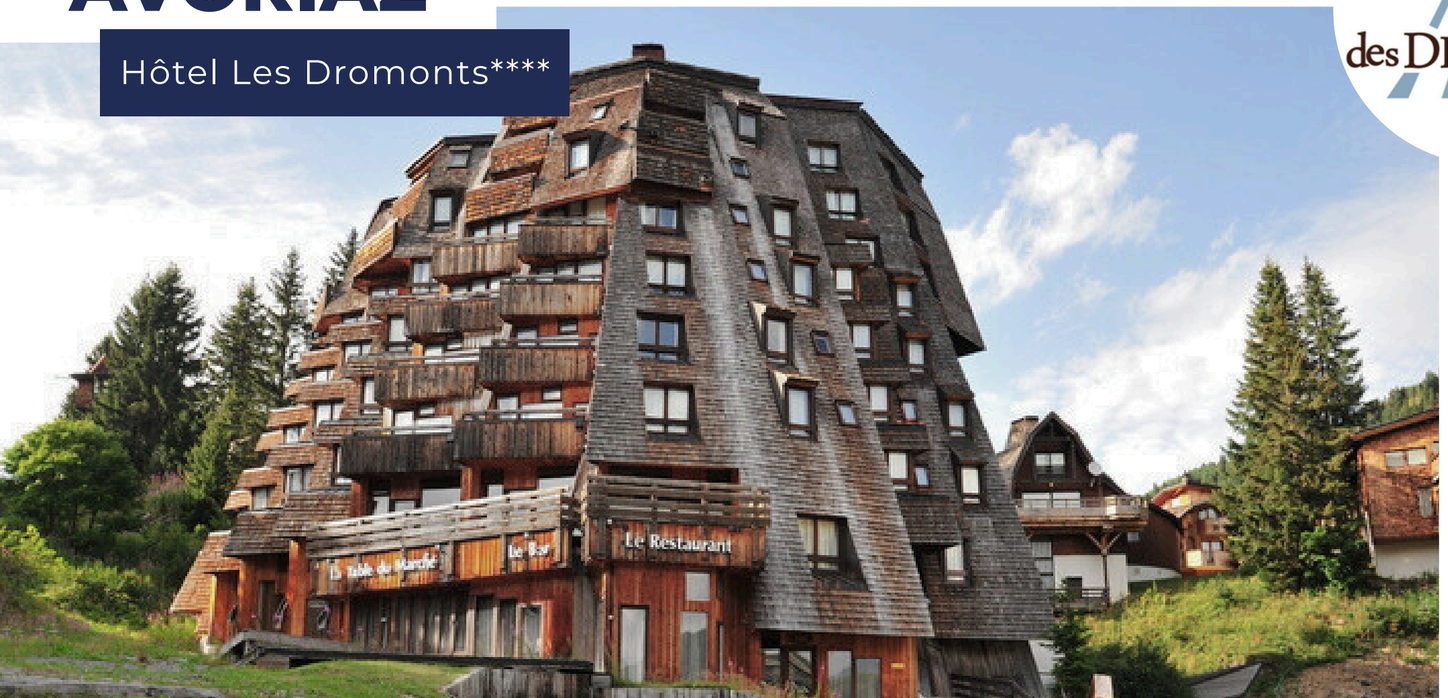
Warm atmosphere

Premium amenities



# AVORIAZ

Hôtel Les Dromonts****






# PLAGNE MONTALBERT- THE RESORT

- Resort spread over 11 levels from 700 to 2,100m above sea level
- "Famille Plus" label
- Numerous activities: hiking around the peaks and lakes of the Paradiski area, downhill cycling and mountain biking, whitewater sports (rafting, kayaking, hydrospeed, etc.), trail running, via ferrata & climbing, treetop adventure parks, paragliding, mountain karting, leisure center, orienteering, dog trekking, laser tag, and more.

paradiski
Les Arcs • Peisey-Vallandry • la Plagne

- From 1250m to 3250m above sea level
- More than 130 ski lifts





Famille Plus
VIVRE ENSEMBLE
DE BELLES EXPÉRIENCES





## THE HOTEL

Hotel located in the Montalbert district

Fully renovated in 2021

SO'INCLUSIVE package

Unheated outdoor pool

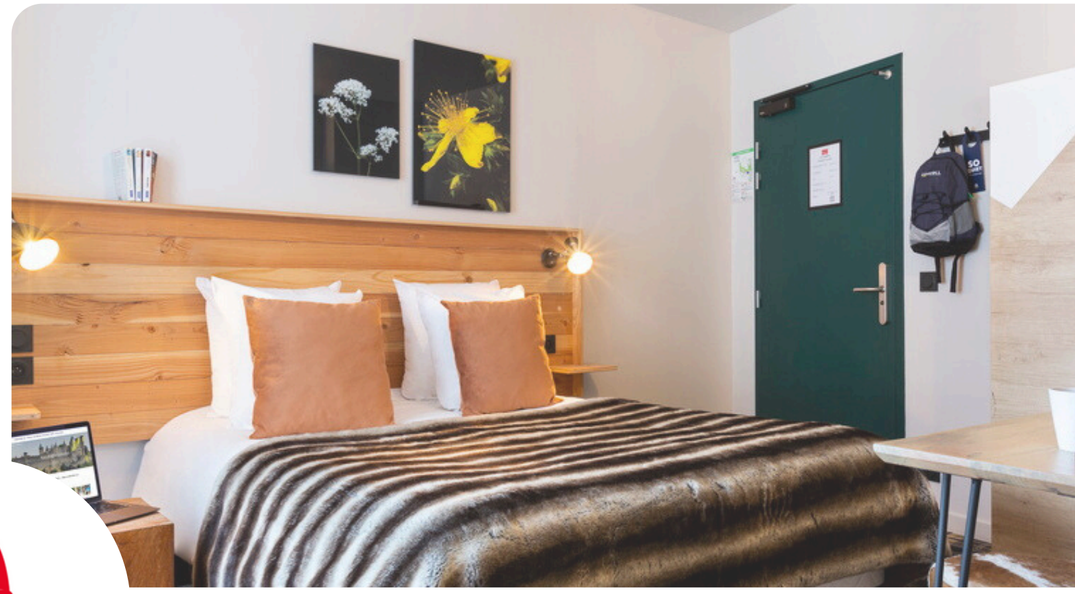
## THE ROOMS

109 rooms & suites

For 1 to 4 people

Valley & slope views

Comfort or Superior (with balcony)



# LA PLAGNE

Hôtel la Lauzière***



LA PLAGNE



# SAINT-GERVAIS - THE RESORT

- Thermal resort at the foot of Mont Blanc
- "Famille Plus" label
- Numerous activities: Mont Blanc train, Saint-Gervais thermal baths, hiking, mountain biking, fat biking, climbing, treetop adventure park, via ferrata, bungee jumping, soccer, mountaineering, tennis, horseback riding, trail running, ice skating, orienteering, mini-golf, skate park, cultural workshops, and more.

Domaine Evasion MONT BLANC

- From 850m to 2353m above sea level
- 111 ski lifts





Famille Plus
VIVRE ENSEMBLE
DE BELLES EXPÉRIENCES





## THE HOTEL

**Hotel facing Mont Blanc**

**Fully renovated**

**SO'INCLUSIVE package**

**ELIOSPA wellness area (sauna, hammam, jacuzzi, and treatment rooms)**

## THE ROOMS

**99 rooms**

**For 1 to 4 people**

**Classic or Superior (with balcony and beautiful view)**

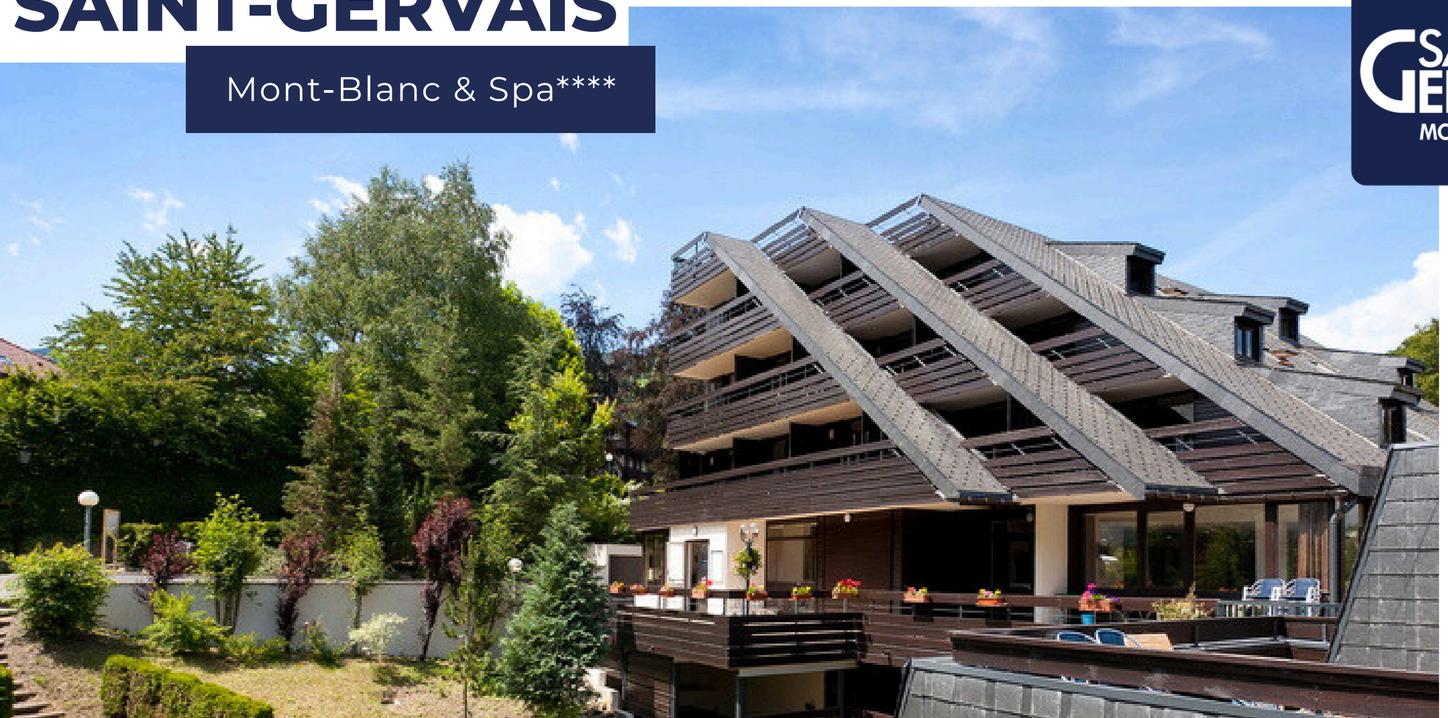
sowell HÔTELS MONT BLANC & SPA



# SAINT-GERVAIS

Mont-Blanc & Spa****

SAINTS GERVAIS MONT-BLANC





# LES MÉNUIRES - THE RESORT

- One of the 7 resorts in the 3 Vallées ski area
- "Famille Plus" label
- Numerous activities: hiking, mountaineering, cycling, water park, rail luge, inflatable playground, multi-sports grounds, biathlon, cinema, library, kids' and teens' clubs, tennis, archery, climbing, farm tours, mini-golf, mountain karting, paintball, orienteering, ziplining, fishing, and more.

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Les 3 vallées savoie france

- From 1850m to 3230m above sea level
- 156 ski lifts





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DE BELLES EXPÉRIENCES





## THE RESIDENCES

Located 100m from the resort center via elevator

Brelin district, close to the shopping mall

Small indoor pool

## THE APARTEMENTS

79 studios & apartments spread across the two residences

For 2 to 7 people

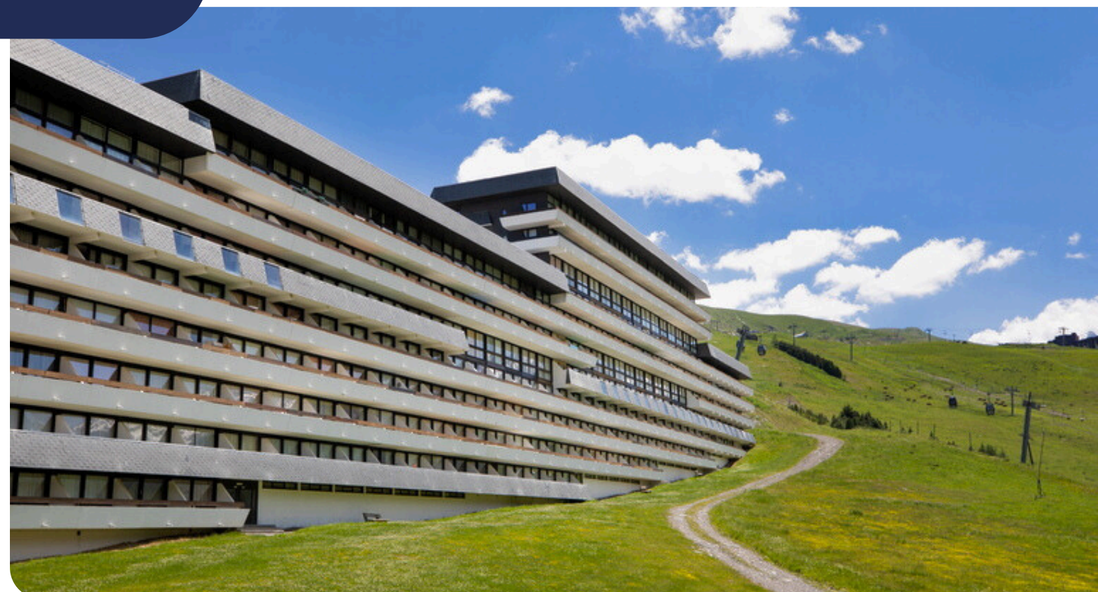
Fully equipped, most with balconies



# LES MÉNUIRES

Pierre Blanche**** & Crêt Voland****





# VALFRÉJUS - THE RESORT

- Family resort with modern, fast ski lifts
- "Famille Plus" label
- Numerous activities: hiking, mountaineering, cycling and mountain biking, climbing, via ferrata, trail running, horseback riding, whitewater sports, cinema, treetop adventure park, zip line, water park, fishing, mini golf, skate park, tennis, escape game, mountain karting, village entertainment, and more.

Valfréjus
Haute Maurienne Vanoise

- From 1550m to 2737m above sea level
- 10 ski lifts





Famille Plus
VIVRE ENSEMBLE
DE BELLES EXPÉRIENCES





## THE HOTEL

Hotel in the heart of the resort, 150m from the hiking trails

SO'INCLUSIVE package

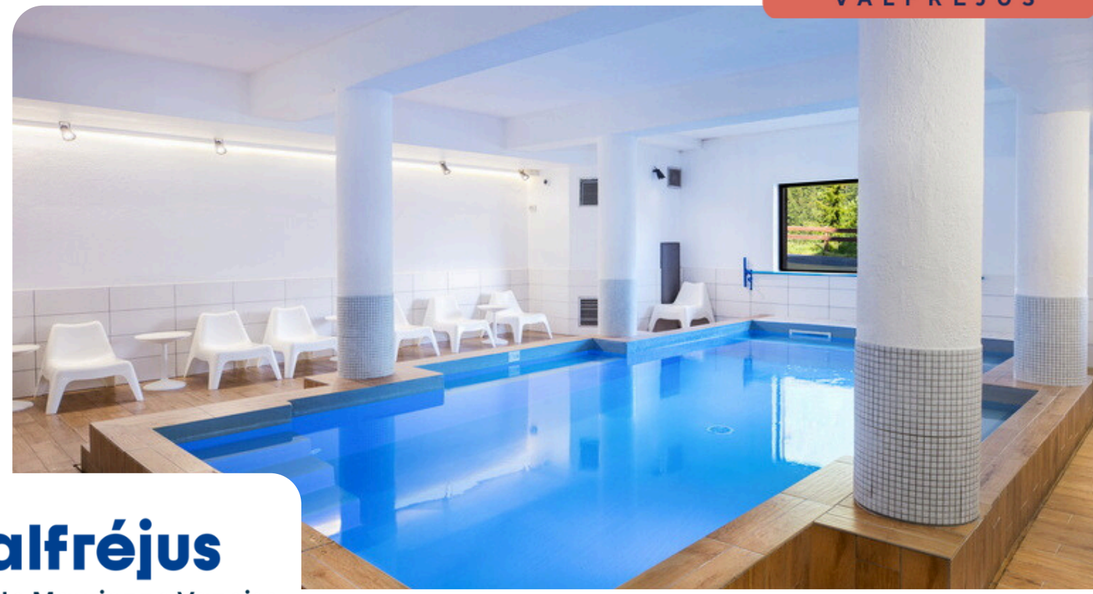
Relaxation area with sauna and indoor pool

## THE ROOMS

101 rooms & suites

For 1 to 4 people

Classic or superior (with balcony)



# VALFRÉJUS

Valfréjus***



Valfréjus
Haute Maurienne Vanoise



# SERRE-CHEVALIER 1200 / BRIANÇON- THE RESORT

- Southern Alps thermal resort, spread over 4 levels
- Numerous activities: hiking, cycling, mountain biking, spa treatments at the Grands Bains du Monêtier, ice skating, aquatic center, tour of the fortified city designed by Vauban, horseback riding, whitewater sports, paragliding, via ferrata, bowling, tennis, escape game, treetop adventure course, leisure center, fishing, and more.

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Serre Chevalier Vallée

- From 1200m to 2830m above sea level
- 60 ski lifts









## THE HOTEL

Hotel located in downtown Briançon, 300m from the Prorel cable car

SO'INCLUSIVE package

ELIOSPA Spa with indoor pool, sauna, and treatment rooms

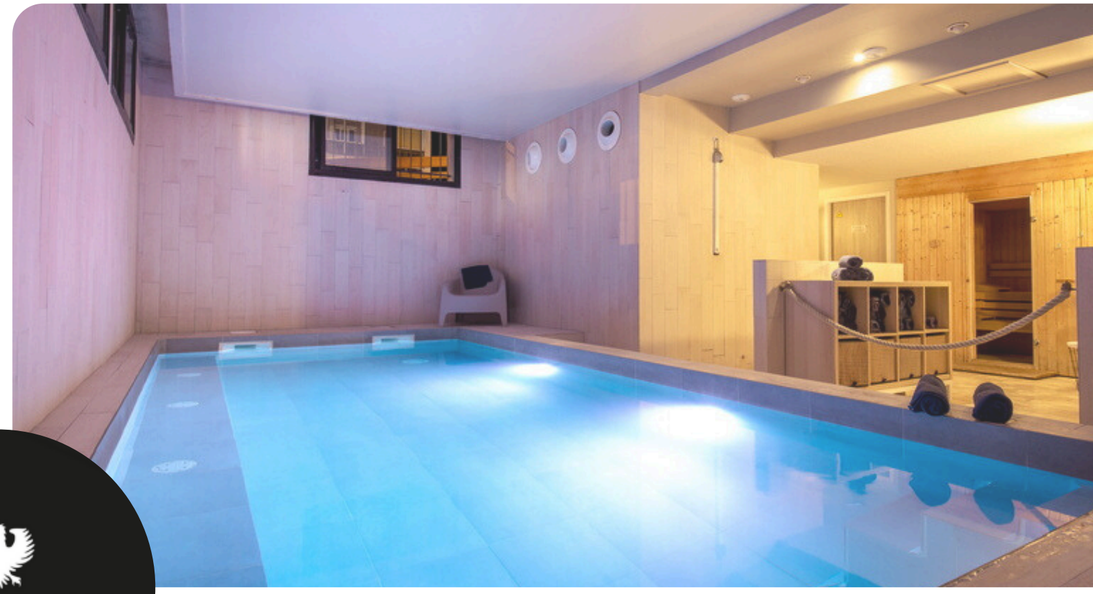
## THE ROOMS

69 rooms

For 1 to 4 people

Classic or Superior (with view)

SOWELL HÔTELS
LE PARC & SPA



# SERRE-CHEVALIER / BRIANÇON

Serre Chevalier Vallée
Briançon

Le Parc & Spa****





# PRA LOUP - THE RESORT

- Family resort in the Southern Alps located in the Espace Lumière ski area (Pra Loup & La Foux d'Allos)
- "Famille Plus" label
- Numerous activities: cycling, mountain biking, hiking, whitewater activities on the Ubaye River (rafting, hydrospeed, canyoning), golf, paragliding, rail tobogganing, Barcelonette swimming pool, fishing, tennis, bowling, cinema, bouncy castles, treetop adventure park, trampoline park, and more.

PraLoup .SKI espace lumière

- From 1500m to 2575m above sea level
- 36 ski lifts





Famille Plus VIVRE ENSEMBLE DE BELLES EXPÉRIENCES





## THE HOTEL

Located in Pra Loup 1600, 250m from the resort center

SO'INCLUSIVE package

Indoor pool with paddling pool & sauna

## THE ROOMS

65 rooms

For 1 to 4 people

Classic or Superior (with better exposure and view)

SOWELL Family
LES BERGERS

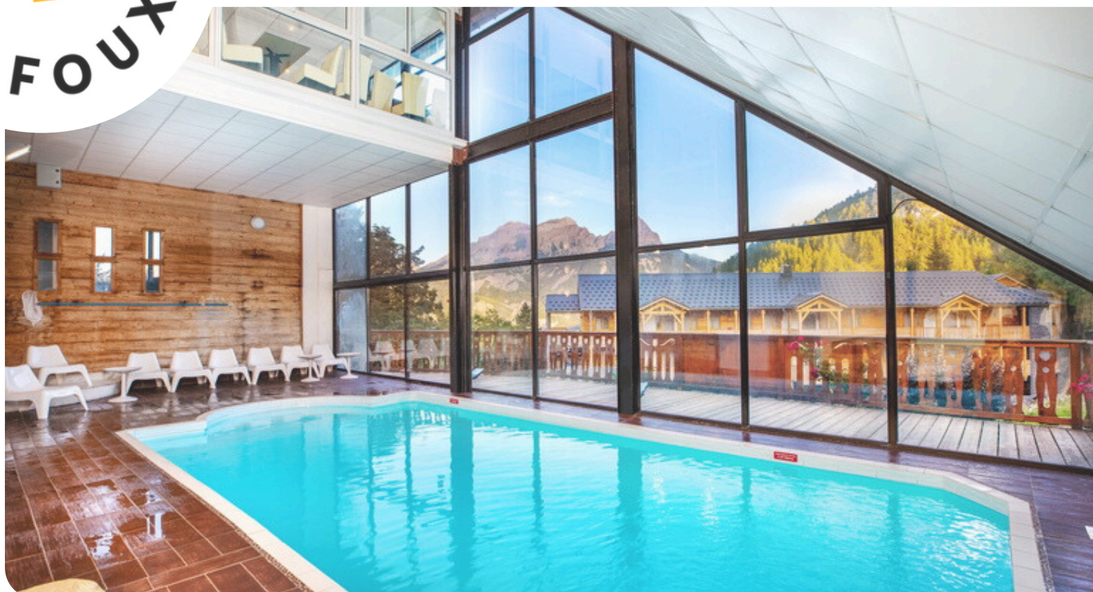


# PRA LOUP

Les Bergers***



PRALOUP LA FOUX
ESPACE LUMIÈRE



## THE RESIDENCE

**Located in Pra Loup 1600, 250m from the resort center**

**SO'INCLUSIVE package available.**

**Indoor pool with paddling pool and sauna at the neighboring hotel (Hotel Les Bergers).**

## THE APARTEMENTS

**54 apartments & studios**

**For 2 to 9 people**

**Fully equipped & with balconies**

SOWELL RÉSIDENCES PRA LOUP



# PRA LOUP

Pra Loup***



PRALOUP LA FOUX ESPACE LUMIÈRE



# PRA LOUP

Marmotel & Spa***

## THE HOTEL

Hotel in the resort center, close to shops

SO'INCLUSIVE package

ELIOSPA Spa with whirlpools, sauna & hammam, and treatment rooms

## THE ROOMS

96 rooms

For 1 to 4 people

Classic, superior (mountain view), or deluxe (mountain view & balcony)






PRALOUP LA FOUX
ESPACE LUMIÈRE



SOWELL COLLECTION

# ISOLA 2000 - THE RESORT

- A resort located just 1h30 from Nice, enjoying exceptional sunshine
- "Famille Plus" label
- Numerous activities: hiking, cycling, downhill mountain biking, heated outdoor swimming pool, trail running, climbing, pump track, treetop adventure park, mountain karting, tennis, archery, farm tours, horseback riding, trampoline park, dog hiking, and more.

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- From 1810m to 2600m above sea level
- 20 ski lifts









## THE HOTEL

Hotel in the center of the resort, close to shops

Large terrace with mountain views

SO'INCLUSIVE package

## THE ROOMS

116 rooms

For 1 to 4 people

Classic (ground floor), Comfort, or Superior (with balcony)

sowell HÔTELS
LE PAS DU LOUP




# ISOLA 2000

Le Pas du Loup***



isola 2000



## THE RESIDENCE

**Residence in the center of the resort, close to shops**

**Breakfast area**

**Relaxation area with small indoor pool and sauna**

## THE APARTEMENTS

**75 apartments & studios**

**For 2 to 6 people**

**Fully equipped, most with balconies**

SOWELL RÉSIDENCES NEW CHASTILLON



# ISOLA 2000

New Chastillon****



isola 2000



# VARS - THE RESORT

- A resort in the Southern Alps enjoying exceptional sunshine
- "Famille Plus" label
- Numerous activities: hiking, cycling, downhill mountain biking, rail sledging, outdoor swimming pool, trail running, mountain karting, orienteering, whitewater sports (rafting, kayaking, aquarando, canorafting), paragliding, tennis, horseback riding, archery, and more.

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Vars
LA FORÊT BLANCHE

- From 1600m to 2750m above sea level
- 36 modern ski lifts





Famille Plus
VIVRE ENSEMBLE
DE BELLES EXPÉRIENCES





NEW · NEW · NEW · NEW · NEW · 2025

## THE HOTEL

Brand new hotel, on the edge of the forest, at the starting point of some of the most beautiful hikes

SO'INCLUSIVE package

ELIOSPA Spa with indoor pool, sauna, hammam, and treatment rooms

## THE ROOMS

70 rooms

For 1 to 4 people

Standard or superior (with balcony)

sowell Family



# VARS

Vars****



Vars
LA FORÊT BLANCHE



NEW · NEW · NEW · NEW · NEW · 2025

## THE HOTEL

**Brand new hotel, on the edge of the forest, at the starting point of some of the most beautiful hikes**

**SO'INCLUSIVE package**

**ELIOSPA Spa with indoor pool, sauna, hammam, and treatment rooms**

## THE ROOMS

**70 rooms**

**For 1 to 4 people**

**Standard or superior (with balcony)**

SOWELL HÔTELS



# VARS

L'Alpe Blanche****



Vars
LA FORÊT BLANCHE



SOWELL HÔTELS & RÉSIDENCES

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**FRANCE**



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**SEE YOU SOON !**