







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 ski resorts in the 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
- High altitude and guaranteed snow
- Numerous activities: dog sledging, snowmobiling, sledging, biathlon, water park, climbing, and more.
- Après-ski

Portes du Soleil

- From 1,800m to 2,466m altitude
- 600 km of slopes
- More than 200 ski lifts
- 12 resorts between France and Switzerland









THE HOTEL

Ski-in / ski-out access to the Portes du Soleil ski area

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

Two restaurants: “Le Festival” & “Les Enfants Terribles”

THE ROOMS

35 rooms and suites

For 1 to 6 people

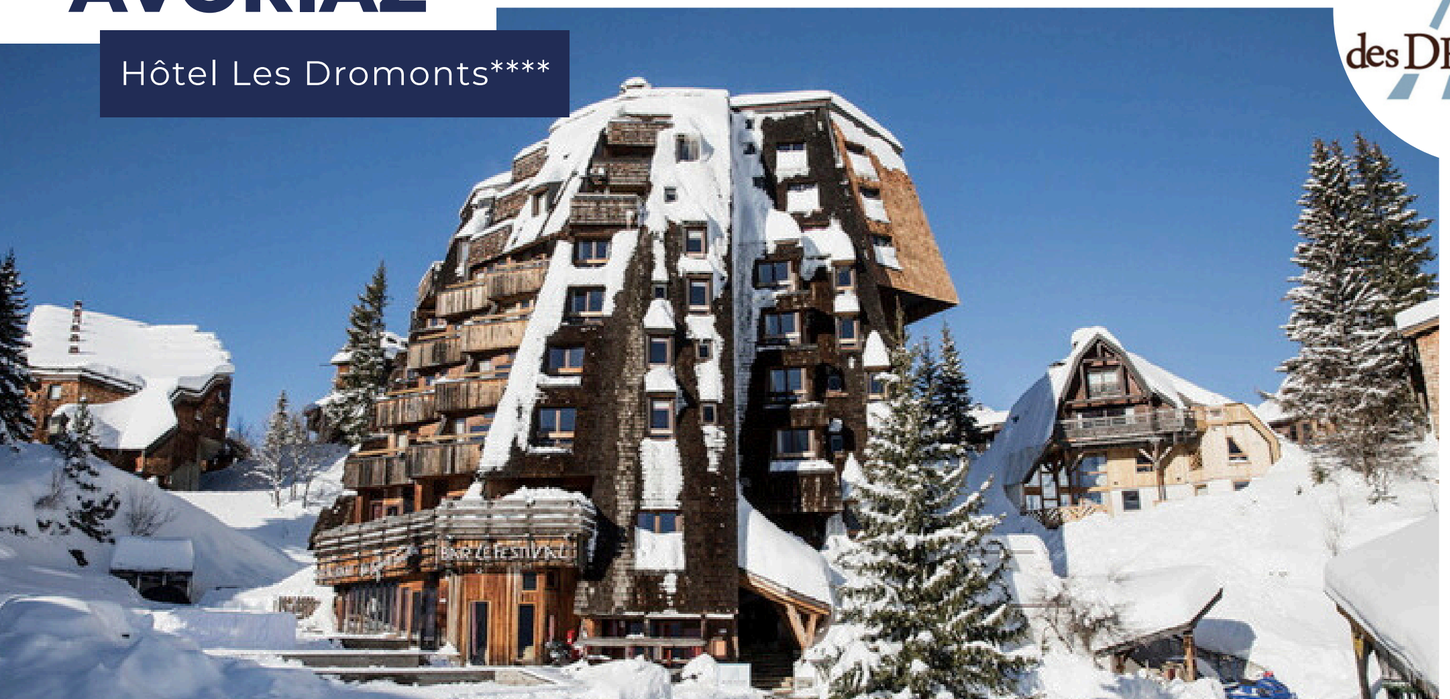
Classic to Superior

Warm atmosphere

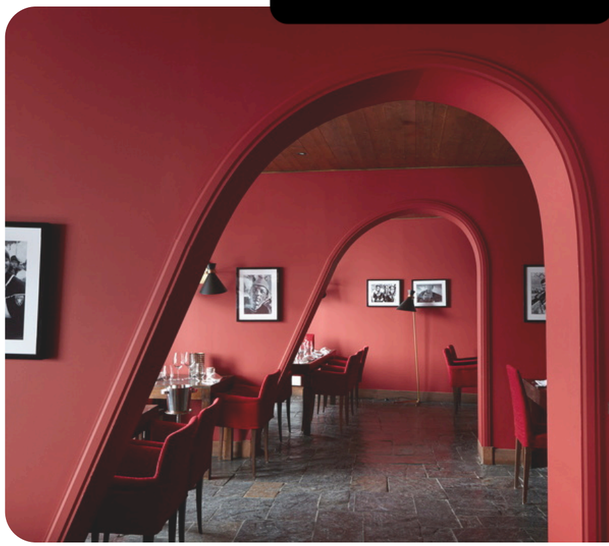
Premium amenities

AVORIAZ

Hôtel Les Dromonts****









PLAGNE MONTALBERT- THE RESORT

- Resort spread over 11 levels ranging from 700 to 2,100 meters above sea level
- High altitude and guaranteed snow
- Numerous activities: dog sledging, snowshoeing, sledging, bobsleigh, ice skating, snowmobiling, biathlon, snowbiking, paragliding, and more.

paradiski
Les Arcs • Peisey-Vallandry • la Plagne

- From 1,250m to 3,250m altitude
- 425 km of slopes
- More than 130 ski lifts
- 70% of the ski area is over 2,000m





Famille Plus
VIVRE ENSEMBLE
DE BELLES EXPÉRIENCES





THE HOTEL

Ski-in/ski-out hotel - Montalbert district

Fully renovated in 2021

SO'INCLUSIVE package

Ski shop on site

THE ROOMS

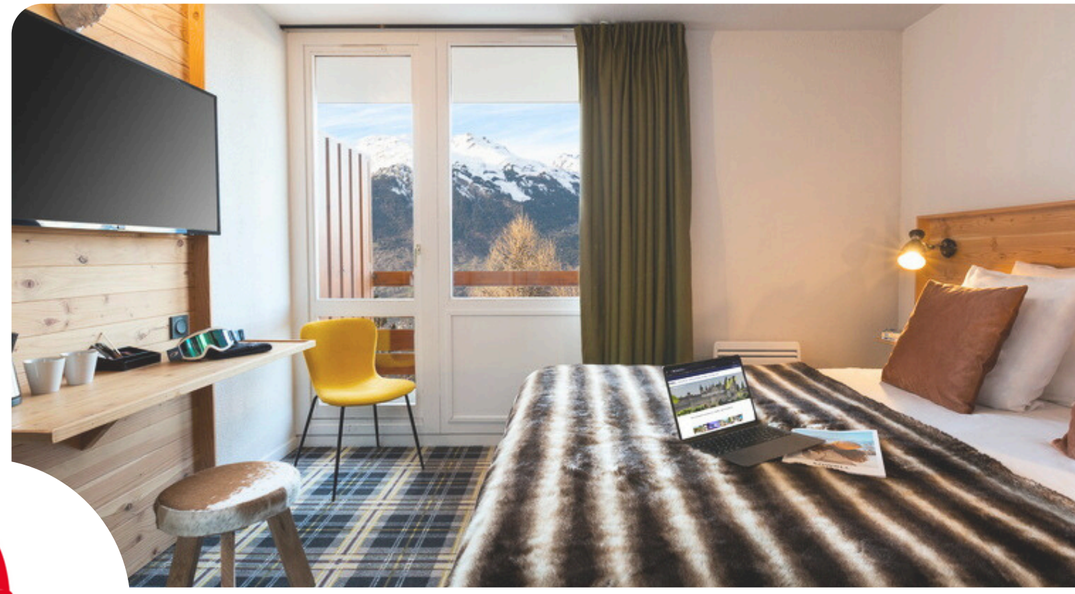
109 rooms and suites

For 1 to 4 people

Valley and slope views

Comfort or Superior (with balcony)

sowell Family
LA LAUZIÈRE



LA PLAGNE

Hôtel la Lauzière***



LA PLAGNE



SAINT-GERVAIS - THE RESORT

- Spa resort at the foot of Mont Blanc
- "Famille Plus" labeled resort
- 850 snow cannons guaranteeing snow cover all season long
- Numerous activities: Mont Blanc train, snowshoeing, cross-country skiing, sledging, aquatic center, paragliding, and more.

Domaine Evasion MONT BLANC

- From 850m to 2,353m altitude
- 445 km of slopes for all levels
- 111 ski lifts





Famille Plus
VIVRE ENSEMBLE
DE BELLES EXPÉRIENCES





THE HOTEL

Hotel facing Mont Blanc

Completely renovated

SO'INCLUSIVE package

ELIOSPA relaxation area (sauna, hammam, jacuzzi, and treatment rooms)

THE ROOMS

99 rooms

For 1 to 4 people

Classic or Superior (with balcony and beautiful view)



SAINT-GERVAIS

Mont-Blanc & Spa****





LES MÉNUIRES - THE RESORT

- One of the 7 resorts in the world's largest ski area: Les 3 Vallées!
- High altitude and guaranteed snow
- Après-ski
- Numerous activities: snowmobiling, paragliding, cross-country skiing & biathlon, sledging, snowshoeing, sports & water park, cinema, and more.

Les 3 Vallées savoie france

- From 1,850m to 3,230m altitude
- 600 km of slopes for all levels
- 156 ski lifts









FamillePlus
VIVRE ENSEMBLE
DE BELLES EXPÉRIENCES

THE RESIDENCES

Ski-in/ski-out access to the 3 Vallées ski area

Brelin district

100m from the resort center via elevator

Small indoor pool

THE APARTEMENTS

79 studios and 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

- Valfréjus - La Norma Ski Area
- 70 snow cannons guarantee snow cover all season long
- Reach the top of the slopes in just two ultra-fast lifts
- Family resort offering numerous activities: sledging, ice skating, speed riding, snowshoeing, and more.

Valfréjus
Haute Maurienne Vanoise

- From 1,550m to 2,737m altitude
- 23 slopes for all levels
- 10 modern ski lifts





THE HOTEL

150m from the slopes leading to the Arrondiaz gondola lift

SO'INCLUSIVE package

Relaxation area with sauna and indoor pool

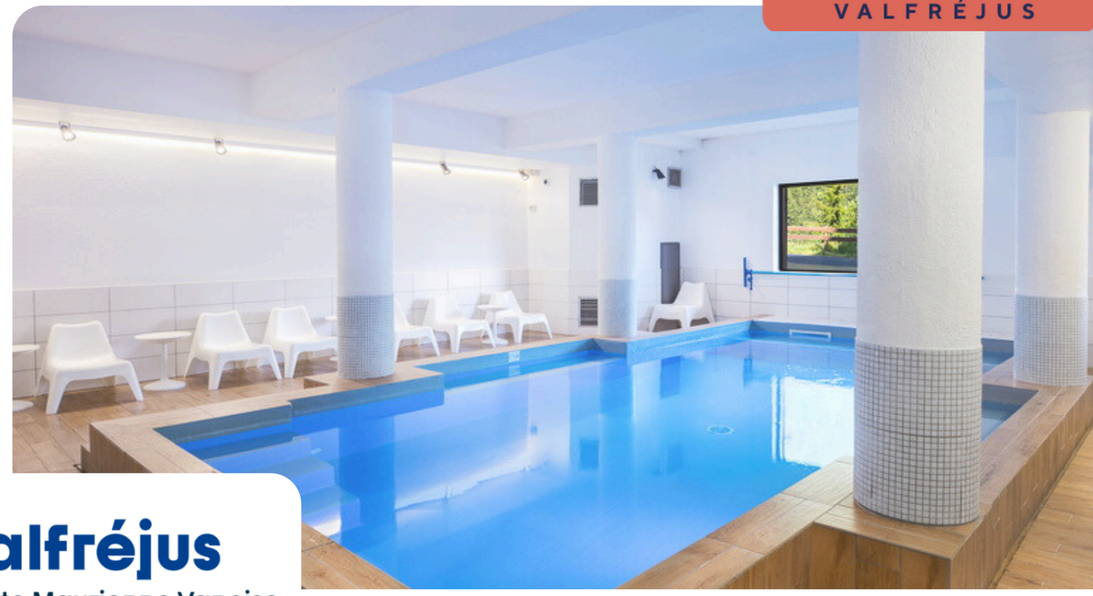
THE ROOMS

101 rooms & suites

For 1 to 4 people

Classic or superior (with balcony)

SOWELL Family VALFRÉJUS



VALFRÉJUS

Valfréjus***



Valfréjus
Haute Maurienne Vanoise



SERRE-CHEVALIER 1200 / BRIANCON- THE RESORT

- Serre-Chevalier Vallée ski area, the largest in the Southern Alps
- Thermal resort spread over 4 levels
- Numerous activities: sledging, cross-country skiing, ice skating, snowshoeing, mountain karting, dog sledging, swimming pool, and more.
- Après-ski

Serre Chevalier Vallée

- From 1,200m to 2,830m altitude
- 250 km of slopes for all levels
- 60 ski lifts









THE HOTEL

300m from the Prorel gondola lift, providing access to the Serre-Chevalier Vallée ski area.

SO'INCLUSIVE package

Spa with indoor pool, sauna, and treatment rooms

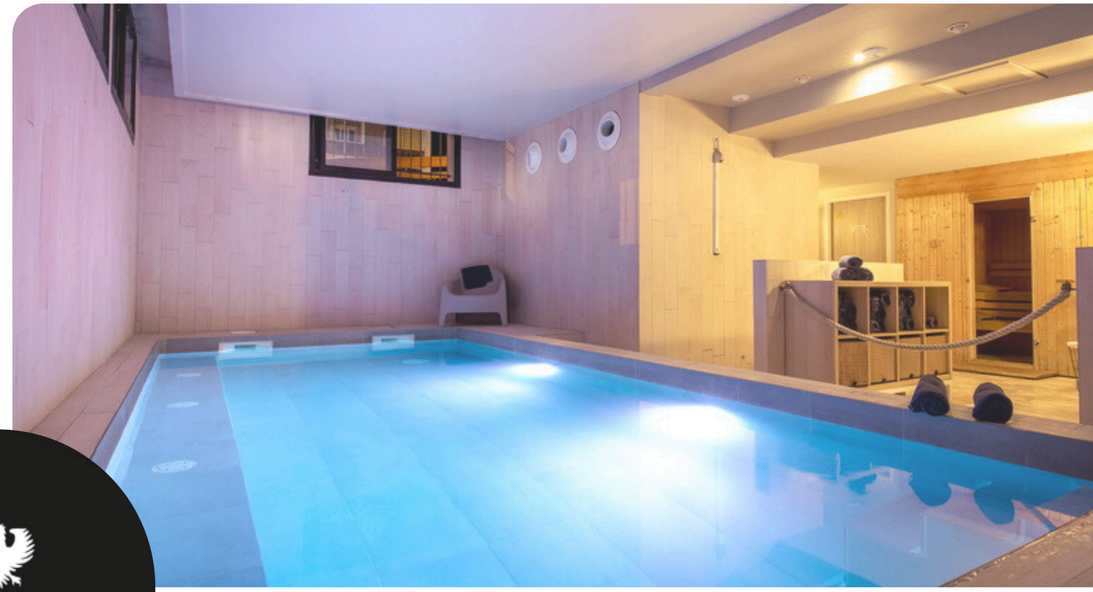
THE ROOMS

69 rooms

For 1 to 4 people

Classic or Superior (with view)

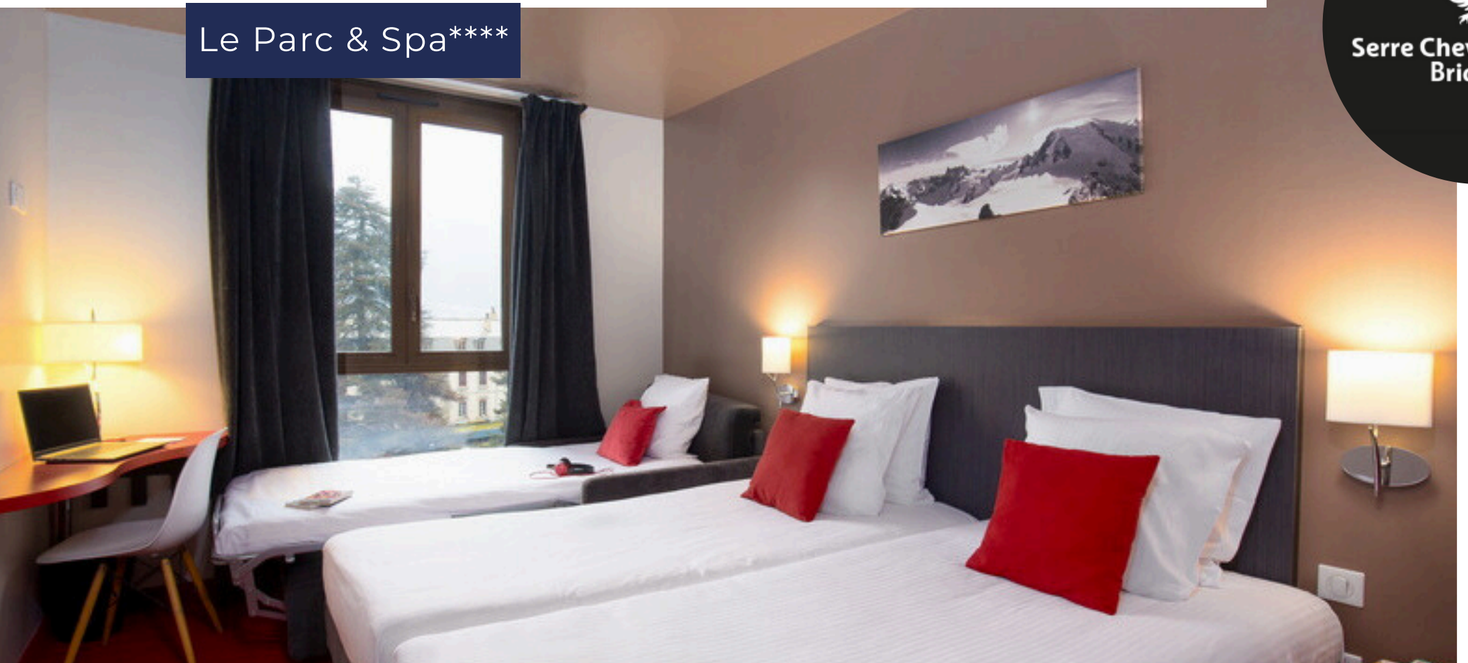
SOWELL HÔTELS
LE PARC & SPA



SERRE-CHEVALIER / BRIANÇON

Le Parc & Spa****

Serre Chevalier Vallée
Briançon





PRA LOUP- THE RESORT

- Family resort in the Southern Alps with access to the Espace Lumière ski area (Pra Loup & La Foux d'Allos)
- Exceptional sunshine
- Numerous activities: ice skating, games room, luge on rails, sledging, snowshoeing, cinema, and more.

PraLoup .SKI espace lumière

- From 1,500m to 2,575m altitude
- 180 km of slopes for all levels
- 36 ski lifts









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DE BELLES EXPÉRIENCES

THE HOTEL

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

SO'INCLUSIVE package

Indoor pool with paddling pool and sauna

THE ROOMS

65 rooms

For 1 to 4 people

Classic or Superior (with better exposure and view)



PRA LOUP

Les Bergers***



PRALOUP
ESPACE LUMIÈRE
LA FOUX



SOWELL Family
LES BERGERS

THE RESIDENCE

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

SO'INCLUSIVE package available

Indoor pool with paddling pool and sauna in the neighboring establishment (Hotel Les Bergers)

THE APARTEMENTS

54 apartments & studios

For 2 to 9 people

Fully equipped & with a balcony

SOWELL RÉSIDENCES PRA LOUP



PRA LOUP

Pra Loup***



PRALOUP LA FOUX ESPACE LUMIÈRE



THE HOTEL

Hotel at the bottom of the slopes, right next to the Costebelle gondola lift, ski-in/ski-out

One restaurant "Le Refuge"

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

THE ROOMS

96 rooms

For 1 to 4 people

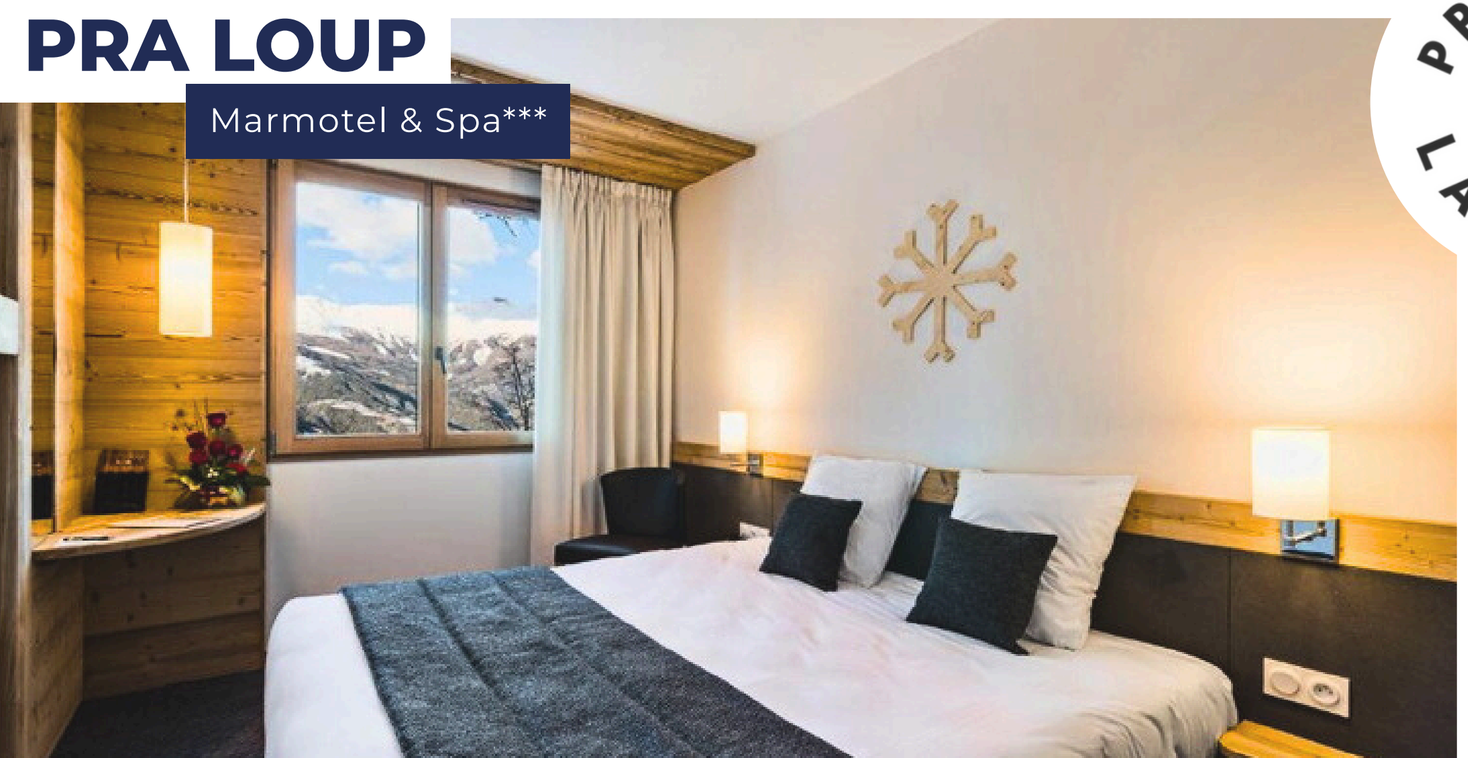
Classic, Superior (mountain view), or Deluxe (mountain view & balcony)

SOWELL COLLECTION



PRA LOUP

Marmotel & Spa***



PRALOUP LA FOUX
ESPACE LUMIÈRE



ISOLA 2000 - THE RESORT

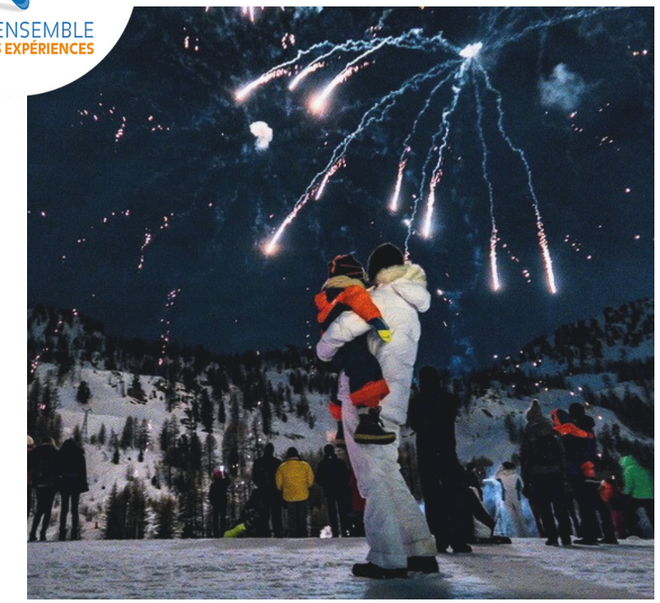
- Resort located at an altitude of 2,000 meters, just 1h30 from Nice
- High altitude & exceptional sunshine
- Numerous activities: snowmobiling, snowshoeing, sledging, paragliding, dog sledding, etc.

- From 1810m to 2600m altitude
- 255 km of slopes for all levels
- 20 ski lifts









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DE BELLES EXPÉRIENCES

THE HOTEL

Ski-in/ski-out hotel, 50m from ski schools and cable cars

Close by the grocery shops

SO'INCLUSIVE package

THE ROOMS

116 rooms

For 1 to 4 people

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



ISOLA 2000

Le Pas du Loup***





THE RESIDENCE

Ski-in/ski-out residence, 50 meters from the chairlift and close by the grocery shops

Breakfast area

Relaxation area with small indoor pool and sauna

THE APARTMENTS

75 apartments & studios

For 2 to 6 people

Fully equipped, most with balconies

SOWELL RÉSIDENCES NEW CHASTILLON

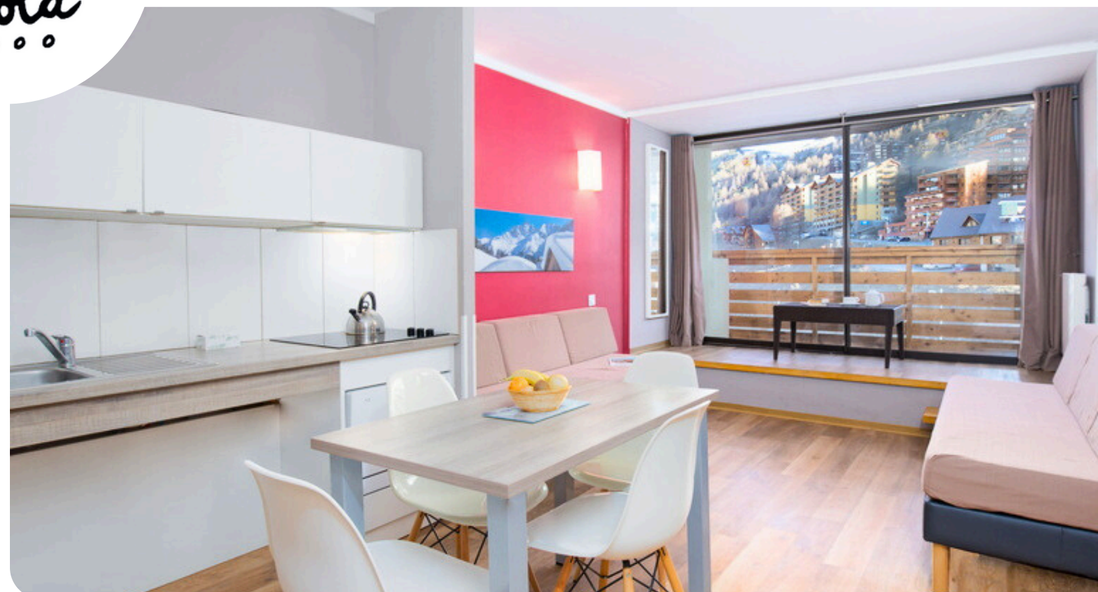


ISOLA 2000

New Chastillon****



isola 2000



VARS - THE RESORT

- Vars-Risoul La Forêt Blanche Ski Area
- High altitude & exceptional sunshine
- Numerous activities: sledging, swimming, mountain karting, sledding, snowshoeing, speed ski track, and more.

Vars
LA FORÊT BLANCHE

- From 1600m to 2750m altitude
- 185 km of slopes for all levels
- 36 modern ski lifts









FamillePlus
VIVRE ENSEMBLE
DE BELLES EXPÉRIENCES

NEW · NEW · NEW · NEW · NEW · 2025

sowell Family

THE HOTEL

Brand new ski-in/ski-out hotel

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)



VARS

Vars****



Vars
LA FORÊT BLANCHE



NEW · NEW · NEW · NEW · NEW · 2025

THE HOTEL

Brand new ski-in/ski-out hotel

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

SOFISOL – R.C.S Aix en Provence N°383 312 154 – N° Gestion 2010 B 592 – S.A.S. au Capital de 6592500.00 € - SIRET 383 312 154 00040 - APE 6420Z

SEE YOU SOON !