

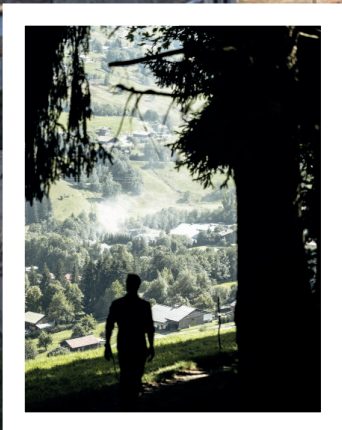
Beaumier

PRESS KIT
2024

THE RIGHT PLACE, THE RIGHT TIME



*Emotions, which leave
memories for life.*



FOR «DISCERNING TRAVELLERS».

Beaumier has a ring to it. Round and lively, familiar and distinctive, the name of this 19th century explorer makes a mark. Little by little, so do our holiday destinations. Far from the hustle and bustle of the big cities, routines fade away and an authentic closeness to nature prevails through memorable experiences.

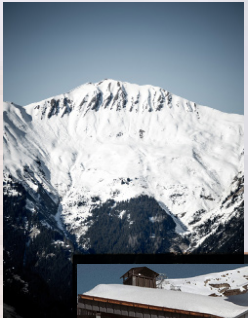
A NAME

A name that supports our expansion in Europe, inspired by French explorer, Auguste Beaumier, a geographer and writer. A name that sounds beautiful, generous and French, where it takes its origins.

A SYMBOL

A new logo, inspired by luggage tags and travel memorabilia.
A symbol that speaks to our two anchors, the mountains and the sea.
A stamp of approval, a badge of quality.

And a signature.



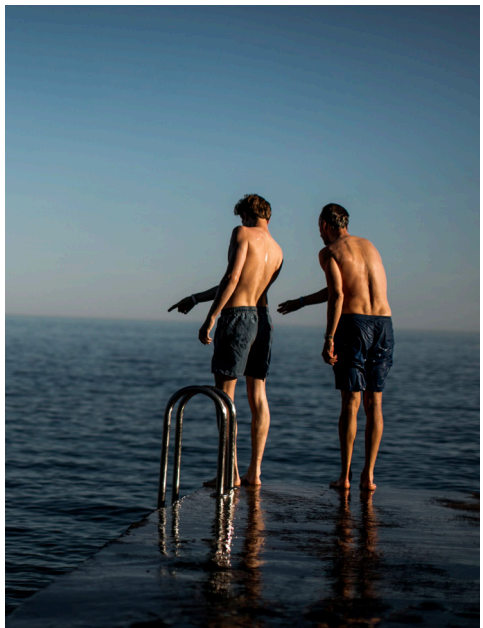
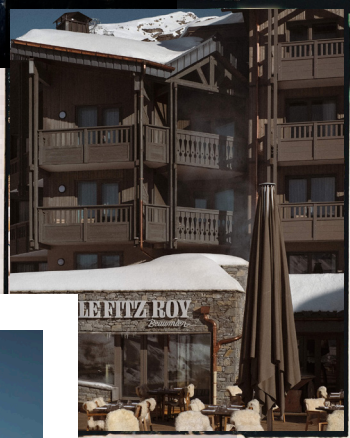
We believe that true hospitality is about combining...

Authenticity and experiences to create emotions.

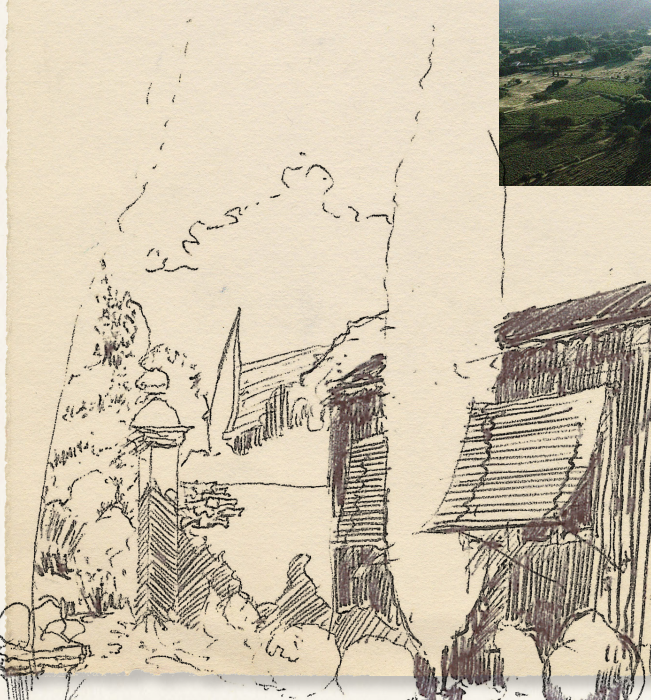
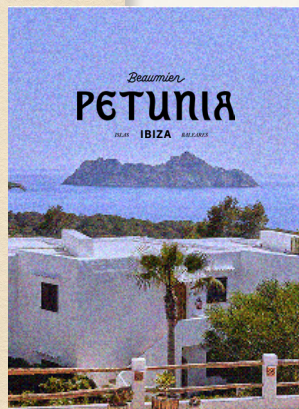
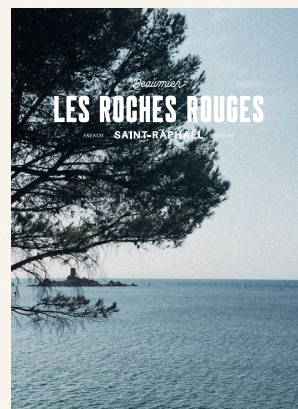
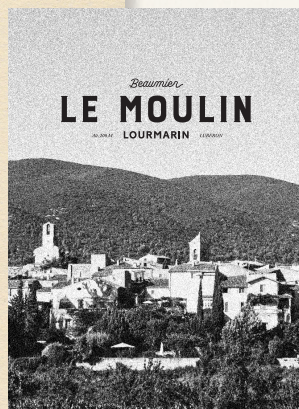
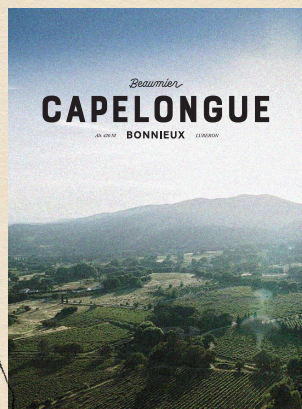
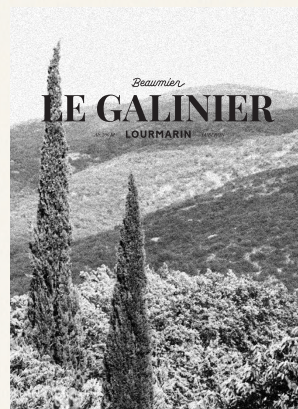
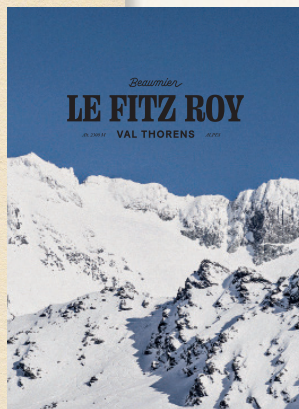
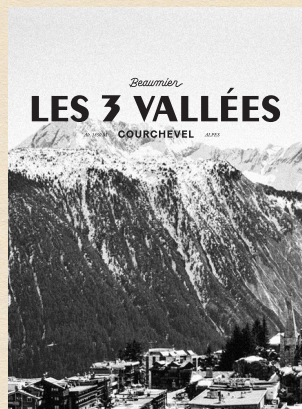
We create hotels full of life and soul by anchoring them in their local culture and environment, celebrating what locals do best and focusing on quality.

We create exceptional experiences to help our guests make the most of the surrounding nature and culture, deepening their understanding and creating life-long memories.

With a sense of heritage, we invite guests to enjoy life to the full, to celebrate every moment and foster deep connections.



PLACES FULL OF AUTHENTIC STORIES, RICH IN EMOTION.



Beaumièr
CAPELONGUE
 IN THE HEART OF BONNIEUX IN THE LUBERON

THE PROVENCE STYLE CALM

Overlooking the village of Bonnieux, Capelongue is a hamlet designed around a village square. Living to the rhythm of local events, artists' residencies and festivals, the estate celebrates creativity, gastronomy and contemporary crafts. Capelongue is the heritage and embodiment of Provence today. The panorama is breathtaking. From the edge of the Claparèdes plateau on which it stands, Capelongue overlooks Bonnieux, a magnificent village perched in the heart of the Golden Triangle of the Luberon.

Authenticity, friendliness and generosity reign, cradled by the charm of this Provence of the hinterland where one comes to take refuge. A place full of soul that invites you to take a step back and let off steam.

LOCATION

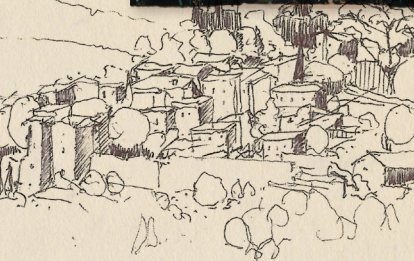
Provence - the real Luberon, an emblematic southern destination.
 Bonnieux, a historic village with views of Mont Ventoux.

THE OFFER

57 rooms and suites
 2 restaurants : La Bergerie &
 La Bastide, 1* Michelin
 3 bars including the Café
 2 swimming pools
 Spa: a Roman bath, a
 cryogenic bath, a hamman,
 3 treatment rooms including
 1 double room
 1 fitness room
 Outdoor cinema, pétanque,
 yoga, hiking, cycling

THE KEY ELEMENTS

Immersion in the heart
 of nature
 The view of the Luberon
 The refined and authentic
 and authentic cuisine of chef
 Noël Bérard
 A Provencal hamlet
 The connection with nature,
 people and yourself



Beaumier
LE MOULIN
DEPUIS 1805 LOURMARIN LUBERON

VILLAGE LIFE

Le Moulin is located in the heart of Lourmarin, in a former oil mill dating from the 18th century. Nestled within the Luberon, Le Moulin de Lourmarin is a boutique, charming hotel with a rich character that tells the story of an authentic and traditional Provence. Located a few steps from the castle of Lourmarin, the hotel welcomes its guests to an enchanting setting, surrounded by lime trees. In any season, whether it's by the fireplace, in the lounge, on the terraces or the patio, the Moulin de Lourmarin is the ideal place to enjoy the peace and quiet and serenity of Provence.

Le Moulin is the village hotel, the local and friendly landmark open to all. It is the ideal place to relax. Whether you are joining us just for lunch or for a few days, enjoy a glass of pastis, play a game of pétanque and visit the local shops.

LOCATION

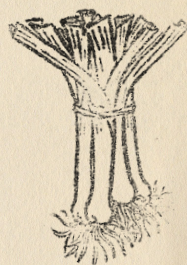
In the heart of Lourmarin, an authentic Provencal village.
 At the foot of the castle of Lourmarin

THE OFFER

35 rooms and suites
 1 restaurant «Bacheto»
 1 bar
 A grocery shop
 «Les Commissions»
 1 swimming pool
 Hiking, horse riding and
 mountain biking, electric
 bike rental, cultural visits,
 visits to vineyards, visits to
 lavender fields.

THE KEY ELEMENTS

A quiet but lively place
 Living to the rhythm
 of the village
 A warm place, redesigned by
 the interior design cabinet
 Jaune



Beaumier
LE GALINIER
DE 200 M² LOURMARIN LUBERON

THE FAMILY HOME

A former Provençal bastide from the XVIIIth century, Le Galinier is a family home that reopens every summer. Here you will find the forgotten Provence, the crafts, the cuisine, the literature and the art that make the region so rich. Free of all clichés, you can relax here, away from the hustle and bustle, facing The Petit Luberon.

Nestled in its 3 hectare estate, the grounds invite guests to enjoy a total change of scenery. The garden is an oasis of flowers and hundred-year-old trees, alongside a swimming pool and water features to offer a haven of peace with the scent of Provence. Offering several spaces that combine intimacy, conviviality and comfort, this guest house boasts a Provençal decor, from which emerges an atmosphere so personal that it gives the impression of being at home, or at least at the home of friends.

LOCATION

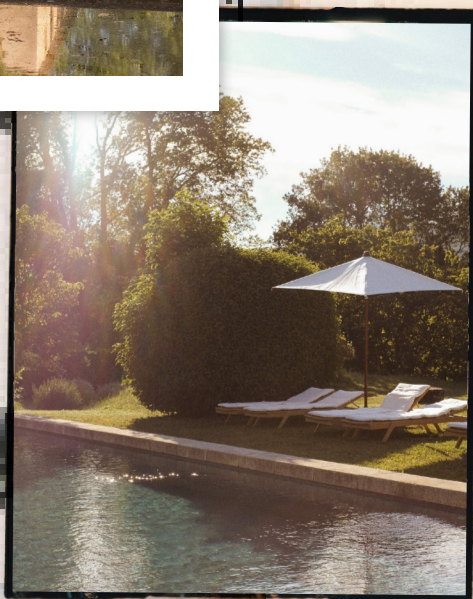
In the heart of Lourmarin, in a large private estate, hidden behind hundred-year-old trees.

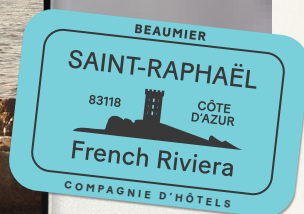
THE OFFER

9 rooms, suites and apartments
 Hiking, horse riding and mountain biking, electric bike rental, cultural visits, visits to vineyards, visits to lavender fields.

THE KEY ELEMENTS

A secret place to live preserved in time
 A view of the Luberon hinterland
 A relaxed atmosphere
 A family home to share





Beaumier
LES ROCHES ROUGES
 FRENCH SAINT-RAPHAËL RIVIERA

THE BIG BLUE

Azure blue, pure white and red ochre. Three colours to pay homage to this holiday hotel, a figure of the Esterel, which lives with its feet in the water to the rhythm of the sea and the light. On a Mediterranean beach, in a protected environment facing the Ile d'Or, Les Roches Rouges has set its modernist architecture, characteristic of the late 1950s, between the pines and tamarisk trees. To come to Les Roches Rouges is to get away from the world.

To fully taste Provence, its flavours, its smells, the long sunbaths... To take care of oneself, to appreciate the passing of time and to taste with refinement the simple pleasures of holidays by the sea. Living outside, living barefoot. Taking time, enjoying the people you love and taking time for yourself. To party. Being curious, active or lazy. Being on holiday...

LOCATION

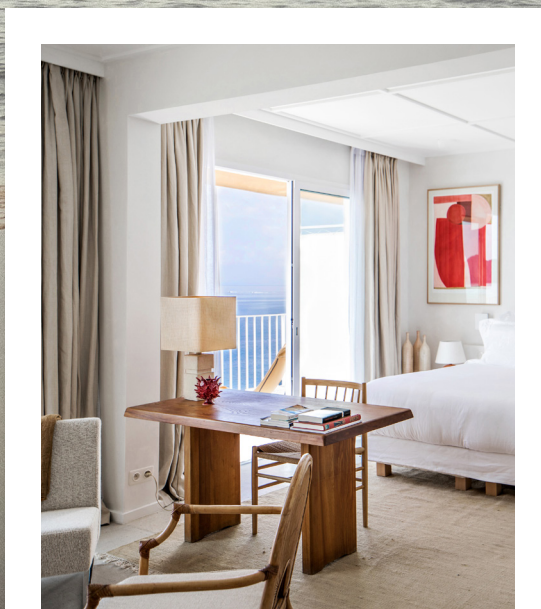
Provence - Côte d'Azur, a mythical destination in the South of France. At the foot of the Esterel massif, a unique location facing the sea.

THE OFFER

44 rooms and suites
 2 restaurants, including
 Récif 1* Michelin
 3 bars
 2 swimming pools including
 a large seawater pool
 Spa by Kalmar &
 Holidermie
 Open-air cinema, ping-
 pong, diving, petanque,
 yoga, hiking, paddle,
 kayaking, fishing.

THE KEY ELEMENTS

Feet in the water
 French Riviera charm
 The colour:
 blue, white and ochre
 A unique and rare place
 on holiday on the coast
 The Mediterranean garden
 Simple and friendly luxury
 The Mediterranean / Esterel



Beaumier
PETUNIA
 ISLAS IBIZA BALEARES

AN INTIMATE HIDEAWAY

Coming to Petunia is to step out of the world and let yourself be bewitched by the island of magnetic attributes, Es Vedrà. Between fascination and intrigue, experience Ibiza differently, discovering its myths. Simplicity, authenticity and refinement. The lush vegetation, the climate, the sea and the view make it a privileged and unmissable place.

The architecture of the hotel gives full reign to nature, the sea and its gardens. Guests can enjoy this spectacle at any hour of the day, in one of the 42 hotel's light-filled rooms and suites with natural materials. White, wood, wicker. An aesthetic imprinted with sobriety and simplicity, which is voluntarily discrete in front of the exterior beauty.

LOCATION

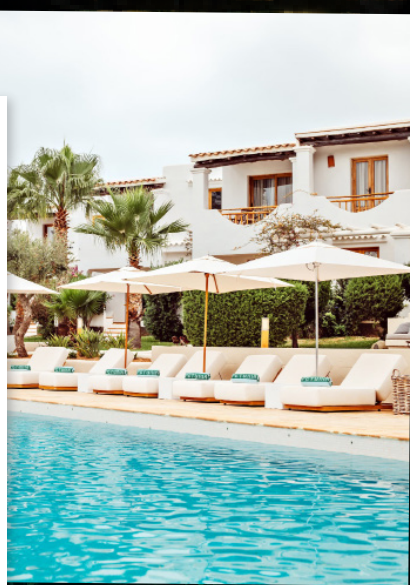
Balearic Islands - Ibiza, the island of a thousand facets, in the heart of the Mediterranean sea. A magical place overlooking the famous islet Es Vedrà.

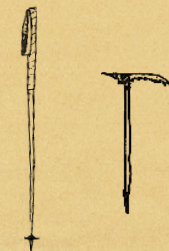
THE OFFER

42 rooms and suites
 3 restaurants
 1 bar including a rooftop terrace
 1 swimming pool
 Spa with treatment rooms and fitness area
 Open-air cinema, diving, yoga, Petunia boat, hiking, paddle, kayaking, fishing.

THE KEY ELEMENTS

An intimate hideaway
 Mediterranean food with products from the garden
 Raw and natural material
 A unique and rare place on holiday on the coast
 The Mediterranean garden
 Mediterranean/Balearic Islands





Beaumiér
L'ALPAGA
ALPES MEGÈVE ALPES

HAMLET SPIRIT

A few minutes from the village, in the heart of Megève and the Aravis mountain range, the traveller is immersed in a natural setting. As typically seen in a mountain hamlet, the chalets of the Alpaga appear at the bend of a path and are organised around the heart of the hotel; the main chalet, its restaurants and the gardens.

In summer and winter alike, immerse yourself in the magnificent natural landscape from the heated outdoor pool, Swedish bath and sauna, and gaze at Mont Blanc in all its majesty.

People come to the Alpaga for the luxury of its rooms, but also for its refined cuisine, led by Chef Alexandre Baule. An authentic experience, that celebrates the Megevan region.

THE STATION AND LOCATION

Megève : traditional village of Haute-Savoie, focused on gastronomy and luxury. Alpaga is located just outside the village, facing Mont-Blanc in the heart of nature.

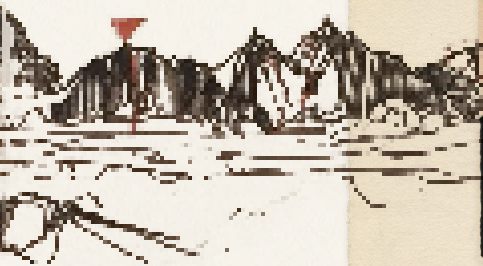
THE OFFER

33 rooms and suites
5 private chalets from
3 to 6 rooms
2 restaurants, including La
Table de L'Alpaga 1*
Michelin
Spa by Maison Caulières,
indoor leisure bath, outdoor
Swedish bath facing Mont-
Blanc, an outdoor sauna and
an outdoor heated swimming
pool
Fitness area

THE KEY ELEMENTS

The hamlet of Megevan
chalets
The gastronomic stage
The intimate luxury
The breathtaking view
of Mont Blanc



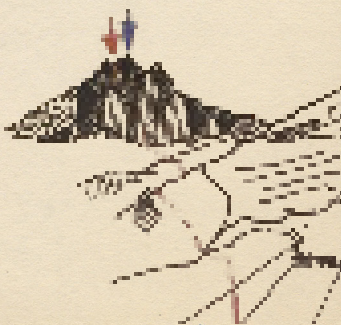


Beaumier
LES 3 VALLÉES
ALPES COURCHEVEL ALPES

THE LUXURY INN

Built in the early 1950s as a skiers' hostel, the hotel helped pave the way for the Courchevel dream. Ideally located on the slopes and the Croisette, it embodies a vision of modernity linked to the pioneers of French design and the furniture of Jean Prouvé and Charlotte Perriand, who built the Courchevel legacy and invented the framework of winter sports. The art of living in the mountains is fully reflected in the authenticity of this Alpine chalet.

With 31 large rooms, a gourmet grocery shop, a relaxation bath and a spa, les 3 Vallées is a modernist hotel at heart, offering refined luxury with the resort's chic boutiques and nightlife. An unrivalled setting for those who wish to experience one of the world's most beautiful ski areas.



THE STATION AND LOCATION

Courchevel 1850, in the heart of the 3 Vallées, a reference destination for skiing and après-ski.

THE OFFER

- 30 rooms and 1 suite
- 1 restaurant
- Terrace at the foot of the slopes
- Relaxation area with hammam, sauna and relaxing bath
- Spa by Kalmar & Holidermie
- Ski shop

THE KEY ELEMENTS

- Luxury guest house
- The grocery shop to keep the taste of holidays alive longer
- Historic furniture from the 1950s



Beaumier

LE VAL THORENS

ALPES VAL THORENS ALPES

SEVENTIES COOL

Situated in the heart of the resort, Le Val Thorens is a historic destination. At 2300 metres, it faces one of the largest ski areas in the world. This grand hotel, both contemporary and retro, is an animated place where sharing and conviviality go hand in hand.

Living at Val Thorens means having the freedom to explore multiple amenities in one place: 2 restaurants, 80 rooms and family suites, a terrace, a dazzling panorama, a huge indoor pool, a spa and a bar designed as an open space on the terrace, all offering a vibrant and fun atmosphere. A rounded experience, which transforms the traditional way of looking at the mountains to offer a chic and family-friendly adventure with each new season.

THE STATION AND LOCATION

Val Thorens: 2300m, the highest resort in Europe, opened in 1971.
A central location, ski-in ski-out, in the historic centre of the resort.

THE OFFER

- 80 rooms & suites
- A brasserie restaurant
- A mountain restaurant: the fondue, Savoyard specialties
- A bar, the 1971
- Panoramic terrace
- Spa by Maison Caulières, Holidermie & Therabody
- Swimming pool with mountain view
- Relaxation area with sauna and hammam
- Ski shop

THE KEY ELEMENTS

- Festive spirit
- A lively, gourmet terrace with a breathtaking view of the slopes
- Ski-in / Ski-out
- Design inspired by the history of the place



Beaumier
LE FITZ ROY
 VAL THORENS

THE MOUNTAIN CLUB

In the heart of Europe's highest resort, on the slopes' roundabout, Le Fitz Roy has always been a meeting place for mountain enthusiasts who value elegance, conviviality and luxury without ostentation. Sitting by the fire, under a blanket in the library, or in the warmth of one of the 72 rooms, feel at home here.

On the terrace, the view of the summits invites you to relax, taste buds are awakened by the renewed gastronomic offering in the restaurant that has become a must for lovers of fine dining. Nestled in the heart of the hotel, the spa, a true haven of peace, invites you to take a break between nature treatments, swimming pool immersion or simply the hammam. The quality of the service and the sense of welcome create a home from home environment to enjoy with friends and family.

THE STATION AND LOCATION

Val Thorens: 2300m, the highest resort in Europe, opened in 1971.
 A central location, ski-in ski-out, in the historic centre of the resort.

THE OFFER

72 rooms
 Bar with central fireplace
 and library
 Restaurant Beca
 Terrace with a view
 of the peaks
 Spa by Maison Caulières,
 Holidermie & Therabody
 Swimming pool, sauna,
 hammam
 Ski shop

THE KEY ELEMENTS

The mountain club
 A warm, lively and timeless
 place
 The hotel elegantly cultivates
 the art of refined hospitality
 and comfort



Grand Hotel Belvedere

Alt. 1274m WENGEN SUISSE

A REIMAGINED SWITZERLAND

Set away from the centre of the resort, on the edge of a forest, Le Grand Hôtel Belvédère is a place that awakens the imagination. At an altitude of 1274 metres, with its skis on in winter and hiking trails in summer, it faces a panoramic mountain landscape comprising the Schilthorn, Silberhorn and Jungfrau. The hotel, comprising the Waldrand and Belvédère hotels, is a fine example of Alpine and Bernese craftsmanship, combining modernity and tradition.

As Wengen is a pedestrian resort, you arrive from Lauterbrunnen on a cog railway dating from 1893. With 90 rooms and suites, the hotel is ideal for individual travellers, couples and families. The 2 restaurants offer cuisine that celebrates regional flavours while incorporating contemporary touches. A unique place where relaxation will be at the heart of the experience thanks to its spa shared between indoors and outdoors. Summer or winter, Le Grand Hôtel Belvédère is the ideal place to retreat for body, mind and soul.

THE STATION AND LOCATION

Wengen, nestled in the heart of the Bernese Alps, in the Jungfrau region, will delight the most adventurous in search of freedom and breathtaking scenery. A place for contemplation or a sporting day out. Cosy atmosphere, warm ambience. Friendly, timeless. A heritage.

THE OFFER

90 rooms & suites
2 restaurants
2 bars
Panoramic terrace
1 spa: 4 treatment rooms,
including 1 double, 2 saunas,
1 hammam, an indoor
and outdoor pool

THE KEY ELEMENTS

Listed historic building
Design inspired by the
history of the site
A lively terrace with breath-
taking views of the
surrounding peaks
Ski-in / Ski-out
Arrival by a cog railway



CHEFS' PORTRAITS

**ALEXANDRE BAULE**

Alexandre Baule's journey from his native Isère to L'Alpaga – from Baux-de-Provence to Cannes, via Paris – has been filled with the highest standards and constant creativity. Which makes him perfect for Beaumier. Trained in renowned establishments, he took over the head of the kitchens in Megève in 2022 and confirmed his ambition to go even further. This lover of fine products, crowned with a Michelin star in 2023, for his restaurant «La Table de L'Alpaga», knows how to combine authenticity and modernity. He likes to tell beautiful gourmet stories, around a living ecosystem, inspiring and inscribing it in an ever more responsible approach.

His cuisine is primarily based on taste at the Bistrot de l'Alpaga and a more classic, authentic and personal version at La Table de l'Alpaga.

**NOËL BÉRARD**

His career, which has taken him from one of France's top restaurants to another, has forged a cuisine that is in tune with the times, both rooted and attentive to their needs.

After spending a few years in Hong Kong, then with Edouard Loubet, he took over the reins of the Capelongue restaurants to add his own touch and vision of cuisine. The restaurant «La Bastide» was crowned with a Michelin star in 2022.

His pragmatic approach to cooking is in tune with the times, without forgetting the heritage of the region and the place.

From the asparagus of Villelaure to the truffles of the Carpentras market, via the lamb of Sisteron, the trout of the Sorgue, or the homemade olive oil... He draws his inspiration from the land and the cycle of the seasons, combining spontaneity with respect for the products.

THE BEAUMIER COLLECTIVE, A RANGE OF COLLABORATIONS

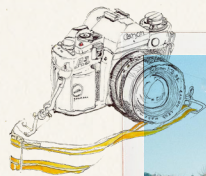
Jérémy du Chaffaut
Editor, Midi Editions

“In search of contemporary Provençal furniture to decorate the premises.”



Studio Saint-Lazare
Creative Studio

“Giving meaning to spaces, identities and visual stories. A different, more sensitive, less perfect luxury.”



Jaune

Architects - Luberon's Hotels

“A search for authenticity in the hospitality industry, immersing guests in local and fair trade know-how; the true luxury of today.”



Jérôme Lefort
Writer

“Bringing the brand to life, through chosen words, finely chiselled and balanced, to tell its story.”



Hubert Poirot Bourdain
Illustrator

“Telling the brand, its stories and its heritage in a different way.”

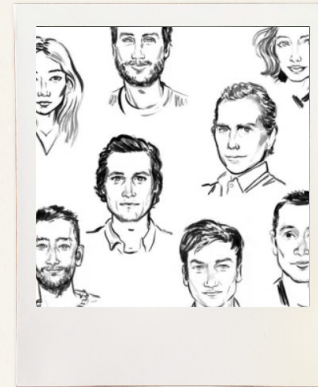




Charles & Co

Architects - Alps Hotels

“Highlighting design by working with raw materials and quality craftsmen to create unique spaces with depth and substance.”



Spectre

Sound Designer

“Signing lively and kaleidoscopic soundtracks, with notes of jazz, samba and pop... more or less rhythmic and sensual, perfectly in tune with the hotels.”

Atelier Lamarck

Landscaper

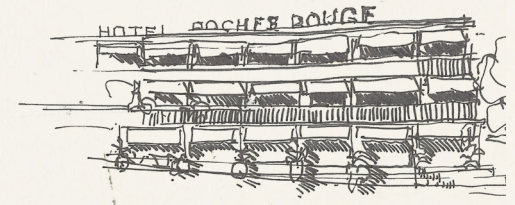
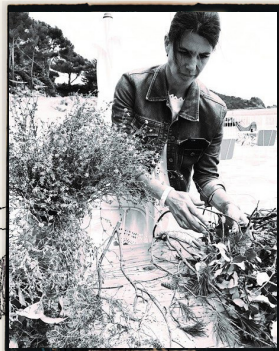
“Explore the idea of temporality and develop short, medium and long term scenarios, forgetting the classical idea of the garden.”



Festen

Architects - Les Roches Rouges

“To allow people to disconnect, to keep the aesthetic and visual soul of the Riviera by enhancing the true appearance of the building.”



PRESS RELATIONS

FRANCE

Lifestyle

Magna Presse

13, Rue de la Grange Batelière, 75009 Paris / +33 (0)1 76 47 12 90
beaumier@magnapresse.com

Corporate

Melchior France

98, rue Pierre Demours 75017 Paris / +33 (0)1 45 51 22 40
beaumier@agencemelchior.com

UK / US

Re:Agency

UK : 21A Noel Street, London, W1F 8GR / +44 7501 948 351
US : 223 West 13th Street, The Studio, New York, NY, 10011 / +1 (718) 877 1787
beaumier@re-agency.com

AUSTRIA / GERMANY / SWITZERLAND

Melchior DACH

Kaulbachstrasse 70 80539 Munich / +49 (0)176 43242451
beaumier@agencemelchior.com

SPAIN / LATIN AMERICA

Deborah Arantes PR

www.deboraharantes.com / +44 07788 371155
hello@deboraharantes.com



www.beumier.com