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Sia and Best of the Alps announce a strategic collaboration to redefine alpine tourism excellence.

Paris, February 27, 2026 - Sia and Best of the Alps are pleased to announce the launch of a strategic collaboration aimed at accelerating the transformation, attractiveness and international reach of **Best of the Alps**, the iconic association bringing together some of Europe's most prestigious ski resorts, including **Chamonix, Megève, Lech Zürs am Alberg, St. Anton am Alberg, Kitzbühel, Davos, Crans-Montana, Courmayeur, and Cortina d'Ampezzo**.

Supported by a strategic partnership with **Revue Espaces**, the initiative will combine brand strategy, content, influence and media expertise to enhance visibility, credibility and thought leadership across key markets.

Particular focus will be placed on **building Best of the Alps' awareness in the United States**, a high-potential market driven by growing demand for European ski experiences among US travelers and luxury travel professionals.

As a global consulting group specializing in strategy, management, and AI, Sia brings together more than 3,000 professionals across 19 countries, notably in Europe, North America, the Middle East, and Asia. Sia also brings together strong marketing and creative capabilities that sit at the intersection of strategy, consulting, and marketing communications. Its end-to-end solutions blend category-leading design, technology, and straight insight to craft transformative experiences and connectivity. With a team of 300 designers, marketing consultants, and digital experts, Sia helps key players in their industries accelerate their transformation and growth by bringing together consulting and design expertise.

For over 30 years, Best of the Alps has brought together 9 of the Alps' most emblematic destinations in France, Switzerland, Austria, and Italy. Best of the Alps invites visitors to meet the people of the amazing Alpine community, explore beautiful nature, and celebrate the culture in these unique Alpine destinations.

Through this alliance, Best of the Alps aims to position itself as a **reference platform for international B2B partners**, enabling tour operators, travel advisors and resellers to access a powerful, unified ecosystem of iconic Alpine destinations.

*“The strength of Best of the Alps lies in the collective power of its member resorts. Our ambition is to go beyond destination promotion and position Best of the Alps as the reference platform for Alpine professionals, sharing best practices and industry insights through research conducted with **Revue Espaces, Tourisme et Loisirs** and the development of an AI-powered knowledge platform. This partnership allows us to amplify our collective impact and strengthen the international attractiveness of the Alpine destinations we represent,”* said Nicolas Durochat, Director of Best of the Alps and Managing Director of Chamonix Tourism Office.

“This collaboration opens a new chapter for Best of the Alps. Our ambition is to build a strong, modern, and desirable brand, aligned with the expectations of both industry partners and international audiences. Leveraging Sia’s expertise in branding, website redesign, trade marketing and business development, we will reinforce the association’s collective positioning while showcasing the distinctive identity of each destination,” said Bertrand Le Moigne, Partner Public Sector and Tourism at Sia.

About Sia

Sia is a next-generation, global management consulting group. Founded in 1999, we were born digital. Today our strategy and management capabilities are augmented by data science, enhanced by creativity and driven by responsibility. We’re optimists for change and we help clients initiate, navigate and benefit from transformation. We believe optimism is a force multiplier, helping clients to mitigate downside and maximize opportunity. With expertise across a broad range of sectors and services, our 3,000 consultants serve clients worldwide from 48 locations in 19 countries. Our expertise delivers results. Our optimism transforms outcomes.