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Monte-Carlo SBM reveals the name of its future hotel project in Courchevel 1850

Monte-Carlo, Thursday 19 December 2024 – One year after the acquisition of the "Palace des Neiges" in Courchevel 1850, Monte-Carlo Société des Bains de Mer (S.B.M.) Group reveals the name of its ambitious hotel project: "Monte-Carlo One - Courchevel". This is the first variant of its new international brand, "Monte-Carlo One - Hotels & Residences", dedicated to the development of hotels and residences. This historic investment for the Group outside of the Principality illustrates the company's new international momentum and its ambition to develop new growth drivers. The aim is to instil the Monte-Carlo experience and lifestyle in a future collection of establishments highlighting know-how and expertise recognised worldwide for over 160 years.

"Monte-Carlo One - Hotels & Residences", an international ambition in the luxury hotel sector with inspiring destinations, to create places designed by top names in design and architecture.

With the launch of the brand "Monte-Carlo One - Hotels & Residences", Monte-Carlo Société des Bains de Mer, which has a strong reputation and world-renowned expertise in the luxury hotel and gaming sectors, pursues its international development strategy, aiming to take root in the places its customers travel to. A symbol of prestige and excellence, this new brand will now be the one used for all of the Group's international hotel and residence projects. Each establishment, like "Monte-Carlo One - Courchevel", will have its own universe, while enhancing the values of elegance and refinement which are linked to the Monte-Carlo name.

The name "Monte-Carlo One" bridges the gap between legacy and the future of S.B.M.

The "one" refers to the contemporary dimension of Place du Casino, embodied by the new One Monte-Carlo. A leading address that blends in with the prestige of Casino de Monte-Carlo, Hôtel de Paris Monte-Carlo, and the new Café de Paris complex. It is also the embodiment of tomorrow's heritage, a positioning that constantly strives for excellence and therefore the expression of a new era; that of a singular vision of ultra-luxury, hospitality, gastronomy and exclusivity.

"Monte-Carlo One - Courchevel": a future palatial hotel focused on innovation and sustainability

The ambition of Monte-Carlo Société des Bains de Mer Group is to open the doors of "Monte-Carlo One - Courchevel" to its first customers for the 2026/2027 winter season. Nestled in the heart of the prestigious Jardin Alpin, once renovated, this establishment will offer a harmonious union between design and compliance with the highest environmental standards.

An exceptional architectural signature with the architectural firm, Herzog & de Meuron

Herzog & de Meuron is an international architectural firm based in Basel, Switzerland. Founded in 1978, the company is directed by its two founders, Jacques Herzog and Pierre de Meuron, in close collaboration with their associates and CEO. An international team of over 500 employees is now involved in a wide range of projects across Europe, the Americas and Asia. The head office in Basel works closely with its branches in Berlin, Munich, London, Hong Kong, New York, San Francisco and Paris.

For Stéphane Valeri, Chairman and CEO of Monte-Carlo Société des Bains de Mer: *"The creation of **Monte-Carlo One - Hotels & Residences** demonstrates our determination to open up to new markets, offering experiences and a level of excellence characteristic of Monte-Carlo. This brand will embody the values cultivated by our Group, to meet the expectations of an increasingly demanding international clientèle. With Monte-Carlo One – Courchevel, we are rolling out this strategy in an iconic resort that shares these same values and targets a common customer base, without forgetting future synergies in terms of human resources. Courchevel 1850 is also a place of high-level sporting events and is therefore the Alpine reflection of the Principality of Monaco."*

The mayor of Courchevel, Mr Jean-Yves Pachod, said the following on the subject of the installation of Monte-Carlo Société des Bains de Mer Group in the resort: *"We are delighted to welcome "Monte-Carlo One - Courchevel", an ambitious project that is perfectly in keeping with the spirit of excellence and refinement of Courchevel. This collaboration with Monte-Carlo Société des Bains de Mer further reinforces our position as a destination of international renown. We also applaud the Group's commitment to responsible and sustainable luxury, which fits in with our values. We can't wait to see this new prestigious hotel establishment enhance the exceptional offer of our region, particularly in the run-up to the Winter Olympics in 2030."*

About Monte-Carlo Société des Bains de Mer

Monte-Carlo Société des Bains de Mer embodies a new Art de Vivre that is unique in the world with a taste for what is beautiful, fine and good. Its Resort offers Luxury Gaming in its casinos, "haute couture" experiences in its iconic palace hotels and their Diamond Suites and gourmet dining at the cutting edge of modernity, combining Michelin-starred restaurants, international concepts and our own creations, as well as a top-flight artistic and cultural selection. The Resort also offers a fantastic range of sport and well-being activities, shopping and partying. And because the new Art de Vivre Monte-Carlo must evolve towards increasingly ethical and responsible luxury, Monte-Carlo Société des Bains de Mer has been committed since 2007 to a pro-active policy in terms of energy transition, consumption of resources and waste, local fine dining and preservation of the natural heritage. The No. 1 private employer in the Principality of Monaco, the Group launched in 2023 its 4th ethics charter to uphold its values of integrity and responsibility in conducting its professional business.

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