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Best ski holiday companies 2025

Reviews from more than 1,000 skiers and snowboarders reveal the top-rated providers

AA
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Senior researcher & writer

Amy Axworthy is a travel journalist and product reviewer. She was shortlisted for Best News Writer at the BSME Talent Awards in 2023 for uncovering consumer harm.

All the ski holiday companies featured in our latest survey delivered a decent break for their customers, but it was Inghams that came out on top.

As a result of most customers telling us they had a good time on their ski trips, thanks in large part to the holiday companies they booked through, the best companies had to work harder to earn our top recommendation.

Inghams secured a Which? Recommend Provider (WRP) badge, and we identified six other ski holiday specialists that go above and beyond in their service, all worthy of WRP status.

While our WRPs scored similarly, they have their differences. Alpine Elements, for instance, leaves you free to book your preferred travel yourself without compromising on customer support, while Club Med exclusively provides hassle-free all-inclusive packages which includes everything from flights to lift passes and food – great for those wanting to focus on improving their skiing skills.

Some companies let you choose a package deal, but give you the option to book your own extras, including ski hire and ski passes, elsewhere. Just remember, package holidays are covered by the Package Travel Regulations, which provide financial protection if anything goes awry.

Whether you want an all-inclusive week on the slopes that's all organised for you door-to-door, or a quick DIY weekend getaway where you have freedom to choose your own meals and transport, there's a Which? Recommended Provider to suit you. See the full results below.

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Why you can trust our reviews of ski holiday providers

✓ **Expert analysis**

We don't evaluate providers on our individual preferences, nor do we accept freebies. Instead, we asked the opinions of 1,040 holidaymakers about their recent 1,885 ski holidays, so you can book with confidence.

✓ **Which? Recommended Providers**

Our Which? Recommended Providers are the best of the best. They must meet strict criteria, including high customer scores plus uncompromising standards on the customer service available and cancellation policies.

Best ski holiday companies for 2025

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Ski holiday providers↓↑	Customer score ↓↑	Organisation ↓↑	Description matched reality
RECOMMENDED PROVIDER Inghams (54)	85%	★★★★★	★★★★☆
RECOMMENDED PROVIDER Alpine Elements (45)	84%	★★★★★	
RECOMMENDED PROVIDER Club Med (53)	84%	★★★★★	★★★★★
RECOMMENDED PROVIDER Heidi (51)	83%	★★★★☆	★★★★☆
Lastminute.com (74)	83%	★★★★★	★★★★☆
RECOMMENDED PROVIDER Neilson (63)	83%	★★★★☆	★★★★☆
RECOMMENDED PROVIDER Peak Retreats (40)	83%	★★★★★	★★★★☆

+ Show all rows

Survey conducted in August-September 2025 based on responses from 1,040 members of the public who have been on 1,885 skiing holidays in the past three years. Trips were a mixture of packages and non-packages. Sample sizes in brackets. 'n/a' indicates we did not receive enough responses to report on a company in that category. Customer score based on satisfaction and whether members would recommend.

> No ski holiday company we surveyed scored poorly, but a few shone brighter than the rest. Along with meeting our strict criteria, our Which? Recommended Providers are the companies that travellers were most likely to recommend and were most satisfied with. We also ensured that they have expertise in holidays on the slopes, tailoring holidays specific to skiers' needs.

Amy Axworthy
Which? senior researcher

Which ski holiday providers does Which? recommend?

Inghams, Which? Recommended Provider

Verdict: The top scorer in the Which? ski company survey

Customer score: 85%

Pros

- Five-star rating for organisation
- Outstanding customer service
- You can book all the extras, from flights to lessons
- Has a snow guarantee policy

Cons

- Nothing major

The highest-scoring ski holiday company in our survey has been running for more than 90 years. Inghams offers a variety of accommodation types and boards, from self-catered apartments to fully catered chalets, and can book any extras, from ski/ snowboarding lessons to lift passes and equipment hire.

Inghams provides ski holidays to multiple resorts across Europe, as well as Canada, which went down well with travellers. One told us: 'They've got a brilliant selection of resorts. We found a great one with a lively apres-ski scene. Everything was sorted for us.' Another described their holiday as 'memorable and unique'.

High-quality customer service and friendly staff were stand-out features for the Inghams customers we surveyed. The standard is perhaps kept so high as the staff looking after you – from the in-resort reps who assist with queries and problems, to the chalet staff – are usually directly employed by Inghams rather than a third party.

A customer told us: 'The chalet host was a total legend. The food was delicious and the place was always immaculate. It felt like a proper home from home.' Great experiences have led to repeat bookings by the holidaymakers we talked to. One concluded: 'Inghams is a consistently great company to book with. They have good package prices [and] staff are great.'

Although some customers paid a decent sum for their Inghams holiday, they thought they received good value for money. One remarked: 'It was expensive, but better than anyone else.'

Book a ski holiday with Inghams.

Alpine Elements, Which? Recommended Provider

Verdict: Provides stress-free ski holidays with splendid service

Customer score: 84%

Pros

- Supportive customer service
- Top facilities
- Simple booking system

Cons

- You can't book flights through them

Alpine Elements is a British ski holiday company that mainly offers trips to hotels and catered chalets in France and Austria, which are run exclusively by the company. Some of its holidays include transfers from the airport to your accommodation (for free or a fee), but you'll need to book your flight or Channel crossing separately.

Multiple travellers raved about how well-organised their Alpine Elements ski holiday was. One told us: 'They made everything straightforward and hassle-free, which is what a busy mum like me needs. The accommodation and resort choices were great and their support throughout the trip was excellent. I'd definitely use them again for future ski holidays.'

Alpine Elements was awarded five out of five stars in our research for how well its holidays matched the reality of what customers experienced. One traveller who booked a catered holiday told us that the food was varied and of high quality, while another received 'personalised and premium service'.

Book a ski holiday with Alpine Elements.

Club Med, Which? Recommended Provider

Verdict: A deluxe, all-inclusive model that makes ski holidays easy

Customer score: 84%

Pros

- Has a snow guarantee policy
- Great ratings for food and drink
- Helpful staff

Cons

- Only offers all-inclusive ski holidays

Club Med has specialised in over 75 years of all-inclusive holidays and its ski trips are no different. It operates in 15 resorts in Europe and almost everything is included in the initial price you pay, including meals, lift passes and even ski lessons or guiding.

One customer explained that 'the all-inclusive deal was a game-changer' and made it especially easy with kids as they didn't have to worry about a thing once there.

Club Med clearly excels at this all-inclusive approach scoring the full five star ratings for its impeccable organisation and food and drink. So it's no surprise customers described their Club Med holidays as 'stress free', 'premium' and 'one to remember'.

Book a ski holiday with Club Med.

Heidi, Which? Recommended Provider

Verdict: A great option for choice and flexibility

Customer score: 83%

Pros

- A wide-range of booking options and holiday durations
- High survey scores across the board
- Descriptions of holidays match the reality well

Cons

- No in-resort reps

Unlike some of our other WRPs, Heidi offers ski holidays for flexible durations, including lots of options for short breaks. It's a British company that has a huge array of locations and accommodations to choose from – more than most other companies in our survey. Holidaymakers praised its 'simple' and 'smooth' booking process and 'great deals'.

With Heidi, you can tailor your package depending on your budget and needs, which holidaymakers appreciated. One told us: 'They understand what skiers want and provide this with excellent customer service.' Another appreciated how the company was generally easy to deal with and kept them up to date with all the information they required.

Book a ski holiday with Heidi.

Neilson, Which? Recommended Provider

Verdict: Offers a wide variety of experiences while being detail-orientated

Customer score: 83%

Pros

- Service described as brilliant
- You can book all the extras, from flights to lessons
- Has holidays to suit varied traveller needs

Cons

- Inflexible holiday durations

'They take the stress out of ski holidays', is how one holidaymaker summed up their experience with Neilson. It offers ski trips across France, Italy, Austria and Andorra, and offers to book your flights, transfers and accommodation. You can also add on a lift pass, equipment and tuition in advance, and its most premium holidays include free coaching and guiding.

Neilson's ski instructors were described by survey respondents as fantastic, especially for children. But it is not just for family holidays, as one traveller explained: 'Neilson's perfect for a group trip. Great food and the reps organised loads of activities like snowshoeing. Just a great all-round package.'

And while it's not the cheapest operator, one customer claimed you 'pay for what you get'. Another loyal customer has used them for many years and never had any problems: in their opinion it's the 'best company for ski holidays'.

Book a ski holiday with Neilson.

Peak Retreats, Which? Recommended Provider

Verdict: Provides fantastic ski holidays to the French Alps

Customer score: 83%

Pros

- Trips were described as easy to book
- Welcoming and helpful customer service
- Lots of self-catered properties to choose from

Cons

- Only offers trips to France (but numerous resorts to choose from)

From a smooth booking process to exceptional service in the resort, Peak Retreats was rated highly by customers. Services met their expectations and some described their facilities as 'premium' and 'luxury', though they cater to lower budgets too.

It specialises in breaks to France in a number of locations it describes as 'unspoilt and traditional'. And it makes it easy to personalise your holiday: you can choose to stay in a self-catered apartment, chalet or hotel for instance, plus it can organise your Channel crossing if you fancy a self-drive trip.

One person who had an issue with their transfer received an upgrade from Peak Retreats in their accommodation to make up for it. This high level of customer service helped lead to lots of lovely holiday memories.

Book a ski holiday with Peak Retreats.

Ski Club of Great Britain, Which? Recommended Provider

Verdict: Highly recommended for ski enthusiasts and solo travellers

Customer score: 83%

Pros

- Specialises in solo holidays
- Excels in customer service
- Lots of personalisation available

Cons

- Requires a membership fee (usually £80)

The Ski Club of Great Britain has been operational for over 100 years. It works differently to our other Recommended Providers as you must be a member to book its holidays, which involves paying a fee. Membership also gets you access to a community of keen skiers and discounts on things such as equipment and insurance.

The specifics of what you can book vary by trip, but your holiday will generally include accommodation and airport transfers, as well as lift passes and guiding. It also provides ski leaders and reps in selected resorts to assist you. The wide range of package options were appreciated by members we spoke to and in one case, 'delivered more than [their] expectations'.

A unique and large part of The Ski Club of Great Britain's holidays is socialising. This makes the company's trips a good option for solo travellers who want to meet like-minded skiers and snowboarders.

Overall, customers were extremely complimentary on everything from the up-to-expectation accommodation and 'pleasing' food and drinks, to the 'professional' and 'patient' ski instructors and well-planned and managed activities.

Book a ski holiday with Ski Club of Great Britain.

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