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Press Release – Cityus expands into the Swiss Alps

Cityus Press Release | Diversification into Alpine Hospitality

Cityus expands into alpine hospitality and the seminar market through its operating partnership with Latitude Champéry

European serviced apartment and hospitality operator Cityus has expanded its operational footprint into the Swiss Alps marking a key diversification milestone for the company's hospitality model.

Cityus has successfully leveraged its existing reservations, guest services, sales and accounting infrastructure to manage operations for Latitude Champéry, a growing collection of alpine chalets and serviced apartments catering to leisure travellers, remote workers and corporate clients. This strategic move demonstrates Cityus' ability to extend its operational expertise into year-round alpine hospitality, corporate retreats and executive seminars.

Recognised as one of the Most Beautiful Villages in Switzerland and situated at the foot of the iconic Dents du Midi mountain range, Champéry offers direct access to the Portes du Soleil, one of the world's largest interconnected ski resort.

Latitude Champéry comprises a curated collection of fully renovated chalets and apartments, designed to accommodate both leisure travellers and corporate groups seeking an exclusive setting for executive seminars, team retreats and off-site meetings.

- **The leisure portfolio:** offering year-round alpine escapes for couples, families and groups in thoughtfully renovated chalets and apartments that preserve traditional architecture while combining natural materials, discreet elegance and modern comfort. Guests are encouraged to experience authentic village life, discover local traditions and enjoy the mountains in every season.

- **Corporate retreats and seminars:** offering executive groups and small teams an intimate setting reserved exclusively for their group, combining the warmth of a family home with dedicated meeting spaces. The concept encourages meaningful exchanges beyond the meeting room, fostering creativity, team cohesion and well-being through personalised programmes and experiences developed with local partners.

- **Well-being and the alpine experience:** placing relaxation and reconnection at the heart of the guest experience. Selected properties feature saunas, jacuzzis, private cinemas, fireplaces and generous communal spaces with mountain views, creating an intimate setting to unwind and reconnect with nature.

Operational expertise meets personalised alpine hospitality

Drawing on its established operational expertise, Cityus combines centralised reservations, sales and revenue management with Latitude Champéry's dedicated local team. This approach ensures personalised guest support, flexibility and attentive service while preserving the property's distinctive identity, authentic alpine character and strong connection to the local community.

The operating partnership forms part of Cityus' broader growth strategy to diversify its hospitality portfolio across Switzerland and key European destinations, while strengthening its revenue management capabilities across short, mid and long-term stays.

"The launch and growth of our operations for Latitude Champéry represent an exciting evolution for Cityus. By applying our operational framework and excellent service standards to the alpine sector, we can serve small corporate teams looking for inspiring seminar settings alongside families and leisure travellers seeking authentic and premium-quality apartments in the mountains. Champéry combines a rich heritage with exceptional access, and our on-the-ground team ensures every guest experiences the same consistent care and reliability that define Cityus across Europe - **Bella Nokes, Founder & CEO, Cityus**

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About Cityus: Cityus provides premium serviced apartments across key European business and leisure destinations, including Switzerland, Paris, and Luxembourg. Combining flexible, fully equipped residential accommodation with high-touch guest support and corporate booking solutions, Cityus helps global professionals feel at home wherever business takes them.