

Alps2Alps' First Annual Alps Transfer Index Reports an 88.5% Price Gap in Ski Resort Transfers

Alps Transfer Index — data-driven report from Alps2Alps | Contrasts in cost, volatility, and service quality of Alpine transfers for the 2025/26 ski season

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Millions of travelers ask the same question: where can I get the best value? Our Index replaces speculation with data. Travelers see where their money goes — and the industry gets clear benchmarks.”

Denis Elkin, Alps2Alps CMO

the airport to a ski resort is more than just logistics — it's the first chapter of every Alpine holiday. Until now, travelers had little hard data on what they were really paying for.

That changes with today's publication of the [Alps Transfer Index 2025](#), the first-of-its-kind annual report from [Alps2Alps](#). Based on more than 500 price points across 50 key routes and a semantic deep-dive into over 7,000 customer reviews, the Index provides unprecedented transparency into one of the Alps' most opaque markets.

Staggering Price Gaps: 88.5% Difference Across Routes

The report's headline finding reveals an 88.5% gap in the cost per kilometer, from €2.08/km on competitive Austrian routes to €3.92/km on logistically complex French corridors. Crucially, the analysis proves that the highest price does not guarantee the best quality: some of the costliest transfers fail to make the top 10 for customer satisfaction.

The Price of Waiting: Booking Late Can Cost a Family Dinner in Courchevel

One of the most striking insights: waiting costs money. Families booking just two weeks before departure pay on average 14.5% more than those reserving six months in advance.

- Italy (+16.7%) and France (+14.2%) show the sharpest surges.
- Austria (+13.7%) and Switzerland (+14.0%) are more stable, but their high baseline price makes last-minute transfers particularly costly.
- Routes such as Munich → Mayrhofen (+17.8%) demonstrate how early-bird deals quickly

vanish.

Value Isn't Evenly Distributed: Austria and Italy Lead

The ATI Value Score, normalizing cost per kilometer, reveals Austria and Northern Italy as best-value champions, with Innsbruck → St. Anton am Arlberg at just €2.08/km.

France and Switzerland retain their premium reputation, but not always with matching service levels. The most expensive route, Grenoble → Les Deux Alpes at €3.92/km, highlights how geography and prestige often outweigh competition.

Service Quality: Swiss Precision, Italian Gap

The ATI Service Quality Index (SQI), derived from 7,000+ reviews, shows Swiss and French resorts dominating:

- Leaders: St. Moritz (92.5), Verbier (91.8), Courchevel (91.4).
- High-volume hubs like Chamonix (88.2) still score well but struggle with bottlenecks.
- No Italian resort makes the top 10, underscoring a gap between affordability and reliability.

Beyond Numbers: An Industry at a Crossroads

Transfers are no longer a ride, but part of the Alpine holiday experience. This makes reliability and comfort critical — and puts operators under pressure to adapt. Broader challenges also loom:

Empty legs (return trips without passengers) account for 35–55% of journeys, inflating costs.

The 2026 Winter Olympics in Italy will stress-test Alpine transport networks.

Sustainability pressures are mounting, with hybrid and electric fleets becoming an expectation.

About Alps2Alps

Alps2Alps was born from a simple yet profound understanding, honed over years in the mountains: the journey from the airport is not a formality; it is part of the overall experience. This philosophy is executed at scale: in 2024, the Alps2Alps team successfully managed over 34,000 individual transfers across 20,000 unique bookings. At its core is a commitment to flexibility, a deep understanding of family-friendliness (reflected in complimentary child seats), and a dedication to transparency and support, powered by a 24/7 customer team and real-time trip tracking via the Alps2Alps app.



The full report "Alps Transfer Index 2025" (PDF) can be downloaded at the company's official website.

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