

July 2009

**Carry on skiing during the crunch...  
Erna Low offers numerous ways to get your skis on next season  
with the launch of the 09-10 brochure**

- Early booking discounts of up to 20%
- Competitive low pricing across all residences
- Price match guarantee means we cannot be beaten
- Free upgrade to FlexiPlus for all Eurotunnel passengers
- Brand new website with user-friendly search functions and navigation
- Great selection of new resorts and residences featured

**Award-winning ski tour operator [Erna Low](#) knows how important it is to keep skiing during difficult times and our latest 09-10 brochure is released today packed with offers, ideas and tips to get to the slopes this winter for less. With prices starting at only £65 per person\* for a week in the Alps, there is no reason why a recession should come between us and our love of the mountains.**

From offering free kids helmets to our loyalty club members to our popular price match guarantee, Erna Low has striven to keep offering the best value ski holidays with numerous credit crunch tips for skiers and extra ways to save throughout the brochure. New for winter 09-10, we are proud to include the resorts of Les Gets and Montgenevre in France and Steamboat in the USA as well as a selection of luxury 4\* residences in Samoens, Les Carroz, Tignes Le Lac and Bourg St Maurice. Also new for winter 09-10, Erna Low are the newly-appointed management company for the 4\* boutique residence L'Aiglon de Morzine. Set to be very popular for next season flexible arrivals, 8-night stays over Christmas and New Year, and short breaks are also possible at L'Aiglon. Erna Low is thrilled by the launch of this new branch of the business.

We are constantly striving to revise and modernise our product and by keeping our look 'fresh' and up-to-date ensures we are ahead in the market in all areas as holiday searches move further online. To complement the brochure arrival, Erna Low has also just launched its brand-new [ski holiday website](#) with defining new features set to improve the usability of the site; it contains comprehensive search facilities, prominently displayed offers, more accessible pricing, geographical navigation of featured residences and resorts resulting in a site which is overall easier to navigate. Due to high demand from our loyal clients who are constantly giving us feedback on their ski holidays, the website goes hand in hand with the launch of the Erna Low [blog](#).

'Our last season was extremely successful, despite the financial doom and gloom,' says Joanna Yellowlees-Bound, CEO of Erna Low, 'We attribute this to our outstanding value for money, our huge choice of resorts and properties and our excellent customer service; all of which our clients have come to appreciate

and expect. Self catering and/or self drive holidays enable skiers and boarders to make significant savings on their holidays and we plan to continue offering the best possible prices and value to ensure as many of us get skiing next winter.'

Erna Low is now taking reservations for next winter: [www.ernalow.co.uk](http://www.ernalow.co.uk) 0845 863 0525

\* based on 6 people sharing an apartment at Les Gentianes in Puy St Vincent w/c 2<sup>nd</sup> January 2010 for one week on self catering basis. Includes return Eurotunnel crossings. Includes 10% accommodation discount for early booking (all reservations made more than 60 days prior to arrival).

ENDS

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**Note to Editors:**

About Erna Low - Erna Low is the oldest ski tour operator in the UK, sending clients on winter holidays since 1932. Specialising in self-catering holidays for the independent traveller, Erna Low offers ski holiday to suit every need and budget to over 80 top resorts around the world. In addition to the price match guarantee and great ski offers, Erna Low offers highly competitive rates on accommodation-only packages with the possibility of combining special rates for self drivers on the Eurotunnel. Erna Low was voted the 'Best Independent Ski Operator to France' by Maison de la France in the 2008 British Travel Trade Awards. [www.ernalow.co.uk](http://www.ernalow.co.uk)