

For Free and Immediate Release

29th September 2009

**JUST HOW ARE SKI BOOKINGS FARING THIS YEAR?
AN INSIGHT FROM LEADING WINTERSPORTS TOUR OPERATOR
ERNA LOW**

Following great interest in the Erna Low [credit crunch ski report](#) issued in June 2009, [Erna Low Ski Holidays](#) provides a further insight into the status of bookings for this coming ski season.

With summer now firmly behind us, September is usually the time when the UK sets its mind to booking a ski holiday for the approaching winter. However, the current economic downturn together with the steady increase in the value of the Euro means we are witnessing a large percentage of non-commitment and a 'wait and see' attitude from many clients. We predicted such a phenomenon in our credit crunch report as people hold out for the major late bookings deals to be had.

Research was carried out on 156 Erna Low clients who had booked their February half term holiday by this time last year to find out what was holding them back this season. Out of the clients surveyed, 38% were holding off booking waiting for last minute deals, 18% were not planning to book a ski trip at all this season, 26% plan to book but were not yet ready at the moment of our enquiry, only 5% wanted to wait to see what the snow was like and the remaining 13% booked their ski holiday with Erna Low at the time of our call. On a positive note, Erna Low has seen a surge of new bookings for February half term 2010.

Many savvy travellers have already booked up their first choice resort and accommodation for their chosen dates and as a result, availability is becoming limited for popular dates such as New Year and February half term. For those wishing to hold off and wait until the last minute to book, they will need to be prepared to compromise on resort and accommodation and potentially be more flexible on dates. With the cut-backs of capacity from the major chalet operators, there simply will not be accommodation available at the last minute for peak dates. If clients are tied to school holidays, we suggest they book up quick for the accommodation of their choice - or consider Easter skiing which can still offer great conditions without the peak prices.

Launched tomorrow (Wednesday 30th September) P&V, France's largest accommodation supplier is offering **a blanket 15% off the accommodation price for the entire ski season** across the majority of residences under the P&V umbrella (MGM, Pierre et Vacances, Maeva residences and Latitudes hotels) All available to book through Erna Low www.ernalow.co.uk .

'This is the first time an offer has been unrestricted in terms of booking dates and we expect to see huge interest from our clients who have been holding off booking.' Says Jane Bolton, Managing Director of Erna Low 'With over 70

residences included in the offer, this is a great way to secure your ski holiday at a great price while there is still the availability. With offers like this, the popular resorts, residences and dates will be booked up quickly so we urge those yet to book to take advantage.'

Prices start at only £76 per person (including 15% offer) for a week in Maeva residence, [Les Portes de l'Oisans](#) in Vaujany. Based on 6 people sharing a self-catering apartment from the 16th-23rd January 2010. Includes return Eurotunnel crossings with free upgrade to FlexiPlus.

High season prices start at £203 per person (including 15% offer) for a week in Pierre et Vacances residence [Le Thabor in Valmeinier](#). Based on 7 people sharing a self-catering apartment from the 13th-20th February 2010. Includes return Eurotunnel crossings with free upgrade to FlexiPlus.

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Note to Editors:

About Erna Low Erna Low is the UK's top self-drive ski tour operator to the Alps featuring a vast portfolio of self catering accommodation across top Alpine and US ski resorts, and is renowned for offering an extensive range of holidays to suit everyone's needs from basic value apartments to luxury upmarket residences. Winner of the Maison de la France 2008 Travel Trade Awards for 'Best Independent Ski Operator', Erna Low is celebrating over 77years of providing great value holidays, service excellence and great choice of accommodation in the best ski resorts.
www.ernalow.co.uk

To download the credit crunch report, please click [here](#) or visit the [Erna Low press centre](#).

Research was conducted during September 2009 by Erna Low sales consultants to 156 past Erna Low half term bookers.

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