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Erna Low and welove2ski.com welcomes new ski route from London Oxford Airport to Geneva this winter

[Erna Low Ski Holidays](#), the UK's oldest and most trusted accommodation provider to the Alps, is delighted to announce their partnership with [London Oxford Airport](#) as they launch their new ski route to Geneva, operated by Swiss carrier [Baboo](#). A celebration launch party will take place on Thursday 26th November and is open to local residents to attend.

These will be the first international scheduled flights from London Oxford Airport and will operate weekly on Saturdays from 19 December 2009 using ultra-modern and highly fuel-efficient Bombardier Q400 aircraft, with seat only prices from just £89 one way, inclusive of all departure charges and taxes. Baboo operates a 'full frills' service and flight prices include a generous baggage and complimentary ski or snowboard allowance.

Saturday flight schedules (all times are local):

Depart Geneva 12:20	Arrive Oxford 13:20
Depart Oxford 14:05	Arrive Geneva 17:00

A free launch party on Thursday 26th November at The Vitesse Lounge of London Oxford Airport will take place from 6.30pm until 9pm and is open to all interested parties who wish to attend. The event is held in conjunction with prolific ski website www.welove2ski.com and all attendees will automatically be entered into the prize draw and all monies raised from the event will be donated to the [British Ski Cross Team](#), who are in final preparations for the 2010 Winter Olympics in Vancouver. Fabulous prizes including 2 return flights Oxford-Geneva, a week's accommodation in the Alps, a pair of specially fitted ski Daleboots, a custom ski boot fitting (courtesy of [Outdoor Traders](#), Abingdon) and many more prizes to be won.

Joanna Yellowlees-Bound, CEO of Erna Low, says 'As a keen skier residing in Oxford, I couldn't have wished for better news this season! The new route will make travelling to the Alps so much more convenient thanks to this new service. With the extensive Erna Low portfolio of residences available to book on an 'accommodation-only' package, it is an intelligent move to partner with this first class alpine ski carrier, Baboo.'

London Oxford Airport Managing Director, Steve Jones said: "We are delighted to introduce Geneva as our first international scheduled service and see this as a major turning point in the future of the Airport - we are a niche facility bringing bespoke destinations within a stone's throw of the Oxford and Thames Valley market. Baboo is a highly regarded Swiss regional carrier, their Q400 fleet is perfectly suited to niche markets like ours and we look forward to a long and fruitful relationship with the airline."

Baboo CEO, Jacques Bankir, said: "Baboo is excited to be the first international airline to serve Oxford. Baboo is a Geneva-based niche carrier with an excellent reputation for service to exclusive destinations such as St Tropez, Biarritz or Venice. From the end of October, it also launches a twice-daily prime time schedule between London City and Geneva. With the addition of the Oxford service on Saturdays, smart skiers will be able to reach the numerous Swiss and French resorts that are so easily accessible by train, bus or car direct from Geneva airport: Verbier, Crans-Montana, Zermatt, Chamonix, Flaine, Morzine and Mégevè to name but a few."

ENDS

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Event details:

Location: Vitesse Lounge - Oxfordjet Terminal, Oxford Airport, Langford Lane, Kidlington, Oxford OX5 1RA

Date: Thursday 26th November 2009

Time: 6.30pm to 9pm. Presentation and prize draw from 7.30pm

Entrance is free for all. Places are limited so please RSVP to Alex Yellowlees at alex.yellowlees@ernalow.co.uk or on 0207 590 1624

About the British Ski Cross Team

One of the fastest growing and most-watched winter sports in the world, ski cross is the future of competitive skiing. When four skiers go head-to-head and race down a hazardous course featuring huge jumps and banked turns, reaching speeds of 70mph, excitement is inevitable. Contact too, is unavoidable, which is why the newest

addition to the Winter Olympic programme makes Formula 1 look like a lap around the go-kart track.

Flying the flag for Great Britain is GB Ski Cross: a high-performance team geared towards the future success of British ski cross athletes. The brand-new GB Ski Cross performance plan will guide the team towards the 2014 Winter Olympics in Sochi, Russia, and aims to deliver a top 10 World Cup result in the near future, and ultimately bring home an Olympic medal in 2018.

GB Ski Cross is currently made up of five elite athletes who tour the world each winter, competing on the World Cup with the best skiers out there. Their success has been unprecedented, with all of them ranked in the top 150 in the world. For more information on GB Ski Cross, please visit www.gbskicross.co.uk or email info@gbskicross.co.uk.

