

HOLIDAYS WITH ALTITUDE – ERNA LOW ANNOUNCES NEW SUMMER ALPINE PROGRAMME

[Erna Low](#), the UK's original alpine specialist, has announced the launch of their new summer programme – **Holidays with Altitude**, a selection of the best summer Alpine resorts which offer fun and exciting activities suitable for all the family.

With an increasing demand from clients looking to escape to the Alps over the hot summer months, Erna Low is delighted to offer sporting holidays to the popular French resorts of Les Arcs, Chamonix, Morzine, Les Deux Alpes and Serre Chevalier as part of the new [Holidays with Altitude](#) programme.

Using their wealth of experience from selling ski holidays since 1932, Erna Low has launched a new website www.ernalowsummer.co.uk to showcase their latest alpine activity programme and with prices starting from just £282* for a family of four in a luxury self catered apartment, the option for a summer break in a recession is still within reach. The mountains are famous for offering a host of high adrenalin sporting activities such as mountain biking, paragliding, kayaking, white water rafting and for those wishing to ski all year round, why not head to one of the glacier resorts which boast fantastic summer skiing? For those wishing simply to relax and unwind, the Alps could not be better designed. With stunning scenery and breathtaking views, spend your days by the pool or on a sun trapped terrace absorbing the mountain air. Hikes and walks through the numerous national parks of the Alps offer privileged access to unspoilt nature and mountain wildlife.

Activity passes are available and are often even included in the price of the accommodation. For holidays to the village of Arc 1950 over the summer 2009, every guest will be provided with a FREE activity pass for the week providing access to countless activities such as archery, golf, tennis, swimming and numerous fitness classes and well as tuition from professional experts. If a cultural holiday is sought after, head to the UNESCO town of Briancon in Serre Chevalier, the highest town in France, where the ancient medieval town offers museums, churches and guided tours on its exceptional heritage. Serre Chevalier is also home to one of the only golf course in the world which is spread over two countries - play the front nine holes in France and the back nine in Italy!

'As a keen mountain biker, am delighted Erna Low has decided to extend its portfolio to include year round holidays' says Rob Saville, Erna Low's summer programme coordinator, 'not enough people know about how beautiful the Alps are in the summer and how much they have to offer. I shall personally be booking myself out to watch the [Tour de France](#) reach Les Arcs in July and if I can combine a visit to the mountain bike races 'Megavalanche' in Alpe d'Huez and 'Mountain of Hell' in Les Deux Alpes then it will be a summer well spent.'

See the mountains from a different angle – book a summer **Holiday with Altitude**. www.ernalowsummer.co.uk 0845 863 0525 or email summer@ernalow.co.uk.

Based on 1 bedroom 4 person apartment, 4 MGM Les Hauts de Chavants, Les Houches, w/c 6th June. No travel included.

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