

FOR FREE AND IMMEDIATE RELEASE

LOOK FORWARD TO THE NEW SKI SEASON WITH SKI-DRIVE SPECIALIST, ERNA LOW

- More premium self-catering properties in France
- Massive increase in Swiss, Austrian and Italian resorts
- Great deal prices in USA and Canada
- Best value early-booker discounts

With the 2011/12 ski season in sight, Erna Low is preparing for another exciting season with an expanded portfolio of self-drive, self-catering holidays across Europe.

Self-drive holidays, including a Eurotunnel crossing with free FlexiPlus upgrade, or accommodation-only arrangements, are available to the popular French resorts of Les Arcs, Arc 1950 – new resort spa opens this season – La Plagne, Tignes, Flaine and Morzine. New 4* apartments by CGH in Alpe D'Huez, Val Cenis, Tignes and Peisey Vallandry with prices from £170 ppp 7-nights, 8 sharing, for departures 7th January and new PVP, P&V and Maeva accommodation in the Crozats area of Avoriaz offer home from home comforts. Prices from £122 pppw, 7-nights, 7 sharing, for departures 21st January.

The greatly anticipated Edenarc Residence in Arc1800 will launch this season as will the 5* Village Montana Plein Sud in Val Thorens offering high altitude skiing and stunning panoramas with prices from £98pppw (Edenarc) and £305 (Val Thorens), 7 nights, 6 sharing, for departures 21st January.

“Equally the lesser known resorts and villages, such as Champagny en Vanoise, Oz en Oisans and Orelle have become very popular with our clients as they access the main ski domains at very affordable prices and with the flexible self-drive arrangement clients can be sure to avoid the risk of ash clouds,” says Joanna Yellowlees Bound, CEO, Erna Low. “But while we are well known for our strength in France providing good quality, value-for-money holidays, our clients want the same experience in Switzerland, Austria and Italy. This year we have expanded this part of our portfolio substantially with properties in the best resorts which we know will satisfy this demand. It's all about choice after all!”

Erna Low continues to offer great, tailor made, boutique packages to the USA and Canada where the skiing and hospitality is legendary. From Whistler to Aspen, from Copper to Vail, skiers will discover a new experience when they go stateside; holidays from as little as £878 p/p for 7 days in Tremblant, for departures on 7th Dec including flights and transfers.

Call our knowledgeable and helpful Sales Team now on 0845 863 0525 or visit www.ernalow.co.uk for details of resorts and availability and take advantage of early booking discounts up to 20% off accommodation prices on selected holidays and departure dates, including peak weeks. The Erna Low Price Match Guarantee means the Company will beat the price of the same holiday if it can be found cheaper through any other UK tour operator. ATOL and ABTOT protected holidays for total peace of mind.

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