



Erna Low

NUCO Travel buys Erna Low Travel

London and Manchester 25 June 2019

NUCO Travel, the UK's leading university snowsports specialist, has bought independent ski tour operator Erna Low Travel for an undisclosed sum. The sale comes as Joanna Yellowlees-Bound retires from Erna Low, after 37 years at the helm.

Erna Low Travel was founded in 1932 by Miss Erna Low, pioneer of the British ski holiday and creator of the British ski chalet party. Eight decades on, and now the oldest ski company in Europe, Erna Low Travel remains a leading ski specialist to the French Alps with a vast selection of apartments and hotels.

This sale brings Erna Low into the NUCO Travel family. Founded in 2012 NUCO Travel has carried over 130,000 of the next generation of winter sports enthusiasts to the mountains in its first seven years and is the UK's leading student ski specialist.

Joanna Yellowlees-Bound, who has owned Erna Low Travel since Miss Low's retirement in the late 1990's, said:

"Just as Erna favoured me to take over her life's work, I am now delighted to pass on the mantle to the next generation, and who better than an innovative and thriving ski company such as NUCO Travel, which I have known since its inception and where I am a minority shareholder.

"With Erna Low Travel Managing Director Jane Bolton ensuring our values remain a priority, I know the company will continue to blossom as part of the NUCO family."

NUCO Managing Director, Danny Nugent, added: "I am excited to bring Erna Low which is such a respected family brand, with their experienced and talented team, into the NUCO family. I know both companies will benefit from working together and look forward to ensuring even more snowsports enthusiasts enjoy the very best holidays with us."

Erna Low will continue to be based in its London offices. www.ernalow.co.uk

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Editors notes:

Joanna Yellowlees-Bound remains as owner and CEO of Erna Low Property.

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For more information on Miss Erna Low, see the biography of the life of Erna Low "Aiming High" written in 2012 by Mark Frary, published by Troubador.