



Press info: 03 September 2014

ERNA LOW - THE WINTER SEASON AHEAD

As the winter ski season approaches [Erna Low](#) takes a look at what lies ahead and showcase “what’s new” for the 14-15 winter season.

In addition, Erna Low present from key wintersports media some predictions for the coming winter on market growth, resort choice and equipment trends.*

Joanna Yellowlees-Bound, CEO of Erna Low comments on her company’s development, “We have expanded our ski offering for winter 2014-15 in response to our clients’ requests.

We are delighted to be able to offer, for the first time a wide selection of [hotels](#) from family-run 3* to luxury 5*hotels across some of the most popular French ski resorts and we plan to expand this collection into Switzerland as the season approaches.

Most importantly, we are able to offer flights and transfers to make these ski holidays complete, as well as offering self-drive and accommodation-only packages.

Jane Bolton, Erna Low MD adds, “The size of the ski market is still under threat, whilst the UK is coming out of recession, but there are positive signs that people are returning to the slopes, and we see an increase in figures with more skiers booking than in the depth of the recession.”

NEW ERNA LOW TOP 10 HOTELS

Erna Low offers hotel bookings with flights and transfers included. They have selected their [Top 10 hotels](#) including the 5* Altapura and 5* Koh-I Nor in Val Thorens or for example, the 4* Village Montana in Tignes or the 3* La Toviere in Val d’Isere - for families, couples or individuals that want a ski holiday perhaps with a half board option, or a short stay break. Examples include:

5*[Hotel Koh-I Nor](#), Val Thorens, in an exceptional location offering 5* luxury
7 nights, 2 sharing HB, incl flights Gatwick –Geneva and private transfers, £2,899, accom only £2,061 (£1,031pp)

4*[Hotel Le Petit Dru](#), Morzine – in the heart of Morzine, hugely popular with families
7 nights, 2 sharing HB, incl flights Gatwick –Geneva and shared transfers, £1,553, accom only £1,210 (£605pp)

3*[Hotel La Toviere](#), Val d’Isere – on the slopes, close to the centre of town with superb views
7 nights, 2 sharing, HB incl flights Gatwick - Geneva and private transfers, £2,559, accom only £1,692 (£846pp)

All offers depart 17 January 2015

ERNA LOW NEW IN FRANCE

A taste of some of the new apartments Erna Low offers this winter:

New in Flaine – [Les Terrasses d'Hélios](#) – Ski in/out including heated pool – these brand new apartments offer access to Flaine's fantastic skiing, with all you need on site.

7 nights, incl Eurotunnel crossing with free upgrade to Flexiplus – 2 bedroom 6 person apartment, 10th Jan £1,018, 28th March £1,453, 14th Feb £2,808. Book by: 4th November

New in Montgenevre, [Le Napoleon](#) offers top of the range apartments built in an exceptional central location, opposite the slopes in the centre of the small village.

7 nights, incl Eurotunnel crossing with free upgrade to Flexiplus – 2 bedroom 4/6 person apartment, 10th Jan £1,133, 28th March £1,370, 14th Feb £2,647. Book by: 31st October

New in Valmorel, [La Grange aux Fees](#) – A fabulous new 4* residence in a great sunny location in Valmorel. 7 nights, incl Eurotunnel crossing with free upgrade to Flexiplus – 2 bedroom 4/6 person apartment, 10th Jan £1,017, 28th March £1,183. Book by: 31st October

ERNA LOW NEW FRESH TRACKS IN WHISTLER

Erna Low has expanded their programme to Whistler in Canada, to include 12 different accommodation options all including the Erna Low *Exclusive* free [Fresh Tracks](#) experience.

7 nights staying at the [Crystal Lodge](#) in the heart of Whistler Village, including direct scheduled flights from Heathrow with British Airways, shared shuttle transfers to resort and lodging on room only basis- from £1088 (pp/two sharing). Departs 20th January 2015 (10 nights from £1231pp)

Easter ski: 10 nights staying at the ski in/out [Coast Blackcomb Suites](#) on the slopes at Blackcomb mountain, including direct scheduled flights from Heathrow with Air Canada, shared shuttle transfers to resort and lodging on room only basis in a 2 bedroom suite based on 2 adults & 2 children (under 12yrs) from £5,134, Departs 4 April 2015

www.ernalow.co.uk

0207 584 2841

twitter @ErnaLow

facebook /ernalowski

www.ernalow.co.uk/blog

ENDS

*INDUSTRY PREDICTIONS attached and available to view on the [Erna Low Press Centre](#)

Erna Low is the oldest, independent ski company in the UK founded in 1932.

Erna Low was voted as the ski company with the most satisfied customers in the Ski Club Consumer Report 2013.

For further information, prices or images please contact:

Vanessa Fisher vanessa@vanessafisher.com 07957 618525 or

Jane Bolton jane.bolton@ernalow.co.uk 0207 584 2841