

# The chalet pioneer

**ERNA Low, the former Austrian javelin champion who created the ski chalet party concept, has died aged 92.**

She was studying in London in 1932 when she placed an advert in the *Morning Post*, saying: 'Viennese undergraduette taking party to Austria, fortnight £15.' This bold scheme, in fact, funded a trip to see her parents but it also marked the start

of her pioneering contribution to the British travel industry.

During the war years she hired boarding schools and country houses to host house parties for people wishing to escape the gloom of hostilities. Then in 1948, for 38 guineas, Erna offered an all-inclusive fortnight skiing holiday to Murren, Switzerland, and the package ski holiday was born.

When Erna merged her house party theme with her ski packages, the chalet concept as we know it today – skiing strangers sharing an Alpine chalet with staff to help cook and clean, took off.

Erna Low continues as an innovative travel company specialising in self-drive ski holidays to the French Alps.

## Find out more

For a guide to Pisa and reviews of hotels in the town, go to **DESTINATIONS** and click on Italy



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