

original holidays since 1932

# Erna Low

## What's New at Erna Low for Winter 2012/13?

- \* Erna Low 80<sup>th</sup> anniversary celebrations and special offers
- \* The prestigious "Erna Low Selection"
- \* Brand new accommodation and resorts added to the programme
- \* Savings of up to 20% for early bookers & Price Guarantee



CEO Joanna Yellowlees-Bound is very excited about the forthcoming celebrations:

"2012 is a year for celebrations! In this our 80<sup>th</sup> year we are incredibly proud to commemorate the colourful life of ski industry pioneer Erna Low. Renowned ski journalist Mark Frary has been commissioned to write a fascinating biography of Erna's life and we will also be bringing together all her old movie material to create a film showcasing the company's early years."

Erna Low is the UK's leading self-drive and accommodation only ski holiday specialists. We offer the highest standard of service from a helpful and knowledgeable team of ski /snowboard specialists. Flexible travel options and a huge range of accommodation, combined with the team's personal experience means clients will always receive the very best help and advice.

This year each member of the Erna Low team have handpicked their favourite properties across a range of resorts in the French Alps and compiled them to create "**The Erna Low Selection.**" Every property has been personally visited by a staff member and therefore any questions can be answered using their own experiences. Those highlighted are:

- Arc 1950 Le Village, Les Arcs
- L'Amara, Avoriaz
- Les Terrasses d'Eos, Flaine
- Le Chalet des Dolines, Montgenèvre
- L'Aiglon de Morzine, Morzine
- Les Granges du Soleil, Plagne Soleil
- Les Cîmes Blanches, La Rosière
- Eco Le Ruitor, Ste Foy
- Le Nevada, Tignes Val Claret
- Le Hameau du Kashmir, Val Thorens

In total, Erna Low features over 75 resorts in the French Alps and many more in Italy, Austria, Switzerland, Canada and the USA. We provide excellent value for money and quality holidays for clients with any budget. New resorts featured on our website for this season include La Clusaz, Les Contamines and Châtel in France and fabulous new luxury and exclusive chalet apartments in Cervinia, Italy.

Managing Director Jane Bolton says "The holiday brand Erna gave her name to continues to grow. This year we plan on giving her remarkable life story the airing it deserves. We truly believe that our heritage, outstanding service and strong desire to offer the best value for money to our clients make Erna Low unique."

Enquiries and bookings: Erna Low [www.ernalow.co.uk](http://www.ernalow.co.uk) 0845 863 0525

Media Enquiries: Jane Bolton, [jane.bolton@ernalow.co.uk](mailto:jane.bolton@ernalow.co.uk) +44 (0)20 7584 2841



9 Reece Mews, London SW7 3HE  
Tel: Informations and Reservations 0845 863 0525 Brochure Line (24 hours) 0207 7584 7820  
Fax: 020 7589 9531 E-mail [info@ernalow.co.uk](mailto:info@ernalow.co.uk) Website: [www.ernalow.co.uk](http://www.ernalow.co.uk)  
Directors: Joanna Yellowlees-Bound ♦ Mensun Bound Company Registration No: 2374247 VAT No. 503 5637 64

