

# Erna Low

PRESS INFORMATION: 1 July 2015

## ERNA LOW – THE SPECIALISTS FOR ARC 1950 SKI HOLIDAYS

**Erna Low** has been instrumental in the selling of ski holidays to the snow-sure purpose built village of Arc 1950 since its development in 2003.

Located just below the village of Arc 2000, Arc 1950 offers excellent access to the slopes and great high altitude skiing. More experienced skiers can access the Aiguille Rouge, at an altitude of over 3,000m within three lifts from the resort, while there are plenty of cruising blues above Arc 2000 for more recreational skiers. It is also easier than many may think to get over to the Vanoise Express and to treat yourself to a day skiing in La Plagnes and enjoying all that the immense Paradiski ski area has to offer.

With its charming pedestrianised village, Arc 1950 has been a popular choice of destination for families since it opened its slopes to skiers 11 years ago.

Jane Bolton, Managing Director of Erna Low says, "Our clients absolutely love the resort and I took my own family to Arc 1950 for the first time last season. It was perfect and as a destination, it really makes a ski holiday as easy as it can be."

**Erna Low Property** has also been the exclusive estate agent in the village since its completion back in 2003, responsible for selling the real estate in the village. There are now over 750 apartments in resort.

Joanna Yellowlees-Bound, Erna Low CEO adds, "With the upturn in the economy combined with Arc 1950 being a world class ski resort, there is much demand for apartments in the resort with a strong turnover of apartments being sold in the village to savvy investors when they come on to the market."

Erna Low offers 7 nights in Arc 1950 from £412 pp including flights and transfers (self-drive incl. Eurotunnel with upgrade from £226pp).

[www.ernalow.co.uk](http://www.ernalow.co.uk)

[www.ernalowproperty.co.uk](http://www.ernalowproperty.co.uk)

0207 584 2841

### **ENDS**

For further information please contact:

Erna Low PR Manager Vanessa Fisher [vanessa@vanessafisher.com](mailto:vanessa@vanessafisher.com) 07957 618525

Erna Low Managing Director Jane Bolton [jane.bolton@ernalow.co.uk](mailto:jane.bolton@ernalow.co.uk) 0207 584 2841

### **ABOUT ERNA LOW**

Erna Low is the oldest independent ski company, founded in 1932 by pioneering entrepreneur, Miss Erna Low. A leading ski operator to all the best resorts in France, Austria, Italy, Switzerland, Canada, Erna Low offers flights from 21 UK airports direct to the mountains with resort transfers/car hire, or great value self-drive ski holidays including Eurotunnel crossings. [www.ernalow.co.uk](http://www.ernalow.co.uk)

Erna Low Property was founded in 2003, following the launch of the ski village Arc 1950, where Erna Low Property has its dedicated Estate Agency to sell properties all over the Alps and the South of France to property investors. See [www.ernalowproperty.co.uk](http://www.ernalowproperty.co.uk)