



For free and immediate release: 19th September 2013

Erna Low received the highest net promoter score as the most likely operator you would recommend to a friend in the Ski Club of Great Britain's independent research.

The Ski Club of Great Britain has released its new consumer research and is optimistic about the recovery of the Snowsports Market which is great news. The unique analysis is the largest piece of research ever conducted in the snowsports field in the UK. The report has been compiled using data from eleven participating organisations, including tour operators and airlines, during June and July 2013 and the results were revealed yesterday to ski industry professionals and journalists.

The research focused on who is in the market, what they do, what they think and what they intend to do next season. The survey generated 21,000 responses in total. Of these, 13,000 were skiers/snowboarders and approximately 8,000 were not.

95% of the people that skied last season intend to ski in 2013-14, and 75% of lapsed skiers intend to go again in the next 3 years. These positive trends are likely to have been triggered by an improvement in the U.K.'s economic conditions and the consistently good snowfall in the last two seasons.

Erna Low received the highest net promoter score placing as the most likely operator you would recommend to a friend. "We were delighted to learn that we had received the highest score," says Joanna Yellowlees-Bound, CEO of Erna Low. "Our own customer satisfaction questionnaires show that 98% of our clients would recommend us to their friends and family and this has been reflected in the Ski Club's independent research".

For any further information please **contact Joanna or Jane on 0207 584 2841 or jane.bolton@ernalow.co.uk** or for details of the Ski Club Consumer Research contact Vicky the PR Manager Ski Club of Great Britain on 0208 410 2018 / 07740 642 262 or vicky.norman@skiclub.co.uk

About Erna Low - Erna Low is the oldest ski tour operator in the UK, sending clients on winter holidays since 1932. Specialising in self-catering holidays for the independent traveller, Erna Low offers ski holidays to suit every need and budget to over 80 top resorts around the world. Erna Low offers highly competitive rates on accommodation-only with the possibility of combining special rates for self-drive guests on the Eurotunnel. www.ernalow.co.uk



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