

Winter 2013/2014 has been an exciting year for Erna Low with sales up again year-on-year and a bumper snow season. With the launch of a brand new website and CRM, it is a massive step forward for the brand. The new site allows customers to book accommodation, airline tickets, rail travel, ground transportation and extras in one basket, using a unique platform which integrates with its reservation system.

A key factor of the project was the direct integration of the site and booking engine, unlike many sites which pass bookings to another domain. The solution ensures a seamless customer journey, bringing together content, product and availability. This approach has additional benefits for tracking, site analysis and improved customer service.

The site, which was designed by Pixeldot and developed by VSI-Thinking, is mobile and tablet friendly, ensuring the widest possible audience. The site is tested on all the key mobile and tablet devices from Apple, Sony, Google, Amazon, and Samsung. With some customers experiencing as much as 55% inbound mobile traffic from email marketing, this was a critical aspect of the project. With such high mobile device usage, social media integration has been added to every page to encourage users to spread the Erna Low brand and products through channels such as Facebook and Twitter, increasing engagement.

Mark Thomas, Managing Director of VSI-thinking explained, *“We have worked with other companies in the ski travel sector and delivered multi award-winning web sites, we are confident Erna Low will experience the same success”*. He continued, *“It has been great working with such a forward thinking team, who recognise the importance of a fully integrated web solution”*.

Joanna Yellowlees-Bound, CEO of Erna Low says *“We are delighted to have made this technological leap – as the oldest independent ski company founded in 1932, it is hugely satisfying to ensure that our website is cutting edge and offering the latest technology, so that we can continue to focus on the client and customer experience – which is our number one priority. We were delighted to have been selected as the ski company that most skiers would book with again in the Ski Club of Great Britain Market Report in Autumn of 2014 – and our new website will allow us to continue to ensure that we are the number one port-of-call for skiers”*.

The screenshot shows the Erna Low website homepage. At the top, the Erna Low logo is on the left, and navigation links for Accommodation, Top 10, Short Breaks, Travel, Extras, Deals, Contact, and Login are on the right. A phone number 0207 584 2841 and social media icons for Facebook, Twitter, and LinkedIn are also present. Below the navigation is a search bar titled "FIND YOUR SKI HOLIDAY" with dropdown menus for "Select Country", "Select Resort", a date picker for "dd/mm/yyyy", and "7 Nights", "Adults", and "Children". A "Search" button is on the right. The main banner features a photograph of three people in ski gear with the text "THE ORIGINAL SKI HOLIDAY SINCE 1932". Below the banner is a call to action: "BOOK NOW FOR WINTER 2014/15" with a sub-headline "Secure your preferred ski accommodation with just a £100 deposit" and a "More Info" button. The page is divided into three columns: "EASTER SKIING" with a photo of a skier and a "Easter Skiing" button; "THE SELECTION" with a "HANDPICKED APPROVED APARTMENTS" badge and a "The Selection" button; and "SHORT SKI BREAKS" with a photo of a pen and a "Short Ski Breaks" button. Below these are three sections: "STAY UPDATED" with a "Register" button, "WHY ERNA LOW" with a "About Erna Low" button, and "FROM THE BLOG" with a "More posts" button. The footer contains the Erna Low logo, contact information, and copyright notice: "© Copyright 2014 Erna Low | Terms & Conditions | Privacy & cookies | Sitemap | FAQs | Contact Us".

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