



Erna low - One of 60 Most Influential Women in Travel

On 14th July 2014, Miss Erna low was named as one of 60 most influential women in travel at the AWTE 60th anniversary event.

The Association of Women Travel Executives (AWTE) has announced the much anticipated '60for60' list which celebrates the 60 women who have made a difference and had an influence in the travel industry over the past six decades.

The '60for60' list was announced at AWTE's 60th anniversary event at The Marriott Grosvenor Square yesterday (14 July 2014).

The '60for60' initiative was created to celebrate AWTE's 60th anniversary, by encouraging people to nominate the 60 most influential women in the travel industry. Finalists were recognised for their contribution to the industry over the past 60 years and spanned the whole sector, including for example, Martha Lane Fox for online travel, and Erna Low for tour operating.

Joanna Yellowlees-Bound, Owner of Erna Low, and Jane Bolton, Managing Director of Erna Low, were both present at the celebration. "It is a great honour for Miss Low to be voted on to this prestigious list of top ladies in travel and I can only reiterate what a privilege it has been to carry Erna Low's very special brand into the modern technological age, whilst continuing to give the same personal touch to our clients."

-ENDS-

Notes to editors:

Two years ago, Erna Low celebrated 80 years in travel – with the launch of a film about her life produced by Steve Keenan, which contained previously unseen archive footage of Erna Low, as well as a biography of the innovative Erna Low, "Aiming High: The Life of Ski and Travel Pioneer Erna Low" by author and ski writer Mark Frary. Erna Low was also entered in the British Travel Industry Hall of Fame in 2002, alongside Richard Branson, an award that is held to "honour excellence and outstanding achievement in those who have played a significant part in creating and developing the travel, hospitality and tourism industry".

For the videos, please see <http://www.ernalow.co.uk/erna-low-archive-footage>

For the autobiography, please see <http://www.ernalow.co.uk/aiming-high-the-erna-low-biography>

Erna Low is the oldest independent ski company in the UK founded in 1932.

Erna Low was voted as the ski company with the most satisfied customers in the Ski Club Consumer Report 2013.

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