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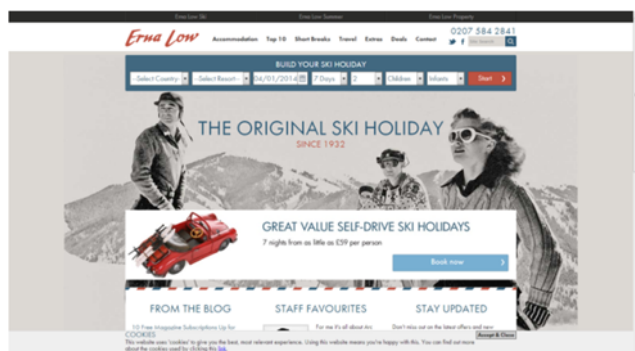
Oldest UK ski tour operator to launch brand new dynamic website

In response to client feedback from an in-depth questionnaire to its clients, Erna Low will be launching a brand new website this autumn which will enable holiday makers to dynamically package their ski holiday. The website will be supported by a state-of-the-art reservations system with much more functionality and flexibility.

Clients will choose their accommodation first and then have the option to include a Eurotunnel le Shuttle crossing, accommodation only, or to add flights. Flights will be available via **easyJet, British Airways, Jet2 and Monarch** from the majority of UK airports to destination gateways in:

- France
- Switzerland
- Austria
- Italy
- Germany

Transfers will also be bookable online via local private taxi transfer companies or clients can book car hire.



Erna Low has also significantly increased the number of accommodation suppliers they are working with and will have more hotels in **Austria, Italy and Switzerland** as well as **USA and Canada and more short break accommodations** that can be easily dynamically packaged with flights using the new system.

“Last year was a watershed year for the company with its 80th anniversary and the publication of a biography of the life of Erna Low,” says Joanna Yellowlees-Bound, CEO of Erna Low. “This project of launching a new dynamic website is indicative of the fact that although we may be the oldest British ski company, we are constantly evolving and changing to suit our clients’ needs.”

For any further information please **contact Joanna or Jane on 0207 584 2841 or jane.bolton@ernalow.co.uk**



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