

PRESS INFORMATION: 17 September 2018

Erna Low

Erna Low - The Ski Specialist To The French Alps Launches Winter 2018-2019

Erna Low, the Ski Specialist to the French Alps, launches the winter season with **10 New Properties**.

For the first time, Erna Low adds the picturesque resort of **Arêches-Beaufort**. Arêches-Beaufort is a great resort for families as it has a much shorter drive time from Calais as well as being a good value alternative to more well-known resorts. It is close to Albertville in the Beaufortain valley and will be particularly attractive to lovers of the famous Beaufort cheese. Whilst the resort is little-known on the UK market, the advantage is that prices are very competitive throughout the season.

A seven night stay in the New 4* [La Cle des Cimes Residence](#) with its indoor pool and ô Pure spa will cost just £747 for the week beginning 05 January 2019 for a 1 bedroom apartment for 4 person including a return Flexiplus crossing with Eurotunnel for 1 car. That equates to £187 per person including travel.

Joanna Yellowlees-Bound, CEO of Erna Low comments, "Over the last few seasons we have realised that we are selling more self-drive ski holidays to the French Alps than any other type of ski holiday, so moving forward this is what we have decided to focus on – [ski holidays to France](#). With all our years of experience and knowledge, we endeavour to find the best ski holidays for our clients".

Over 30 years ago, in Erna Low's Guide to Family Skiing of 1973, founder Erna Low herself wrote; *"Renting a furnished apartment is a very popular and comparatively inexpensive way for a family to enjoy a ski holiday. Apartments can be rented in all the modern French ski stations - **La Plagne, Les Arcs, Flaine** and many others."*

Erna Low added, *"Taking your own car has financial advantages if at least four people travel together, take their own food for the journey and motor through the night. Your car and passenger passage by boat (Sealink or Townsend Thorensen) should be booked well in advance direct with the shipping company. Remember to drive on the RIGHT and take pills for car sickness."*

Today Erna Low continues to promote travelling by car to the Alps and the company enjoys a special partnership with Eurotunnel. The result is that all clients travel with Flexiplus (equivalent to travelling Club or First Class on a flight). Clients enjoy access to the new Flexiplus lounges in Folkestone and Calais and benefit from priority boarding.

New in Alpe d'Huez the 5* Hotel & Residence Daria-I Nor

This new hotel with some additional spacious apartments in the [Residence Daria-I-Nor](#) is in the central Eclose area of **Alpe d'Huez**, with spectacular panoramic views of the valley and easy access to the slopes. Erna Low offer 7 nights from 05 January 2019 for £1536 for a 1 bedroom apartment

with cabin for 4 persons including use of the fabulous spa facilities at the hotel. This price also includes a return Flexiplus crossing with Eurotunnel.

Ever Popular Arc 1950

Arc 1950 remains one of the most popular resorts offered by Erna Low. Book now for **Half Term:** [Erna Low](http://www.ernalow.co.uk) offers 7 nights in ski in-out Arc 1950, France, for February half term with a saving of 10% on the accommodation. A spacious 2 bedroom apartment for 4/6 persons was £3801 and is now £3460. All residences have their own pool and the resort offers a programme of activities for children during the week, as well as having a crèche for little ones. This price also includes a return Flexiplus crossing with Eurotunnel arriving 16 February 2019. There are further Early Booking Discounts of up to 20% off low season dates.

www.ernalow.co.uk

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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 and beyond. Erna Low can offer 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 @ErnaLow

New properties for 2018-2019 includes:

Alpe d'Huez L'Apenrose/Residence Daria-I-Nor/Hotel Daria-I-Nor

Areche Beaufort – Le Cle des Cimes

Chamonix – Folie Douce Hotel

La Rosiere – Hyatt Centric

Les Houches – Les Chalets Elena

Les Saisies – Les Chalets des Cimes

Samoens – Residence Alexane

St Martin de Belleville - Caseblanche

Tignes – L'Altaviva

Valmorel – Residence Anitea