



## PRESS RELEASE



# BRITS DEFY THE HEATWAVE IN SEARCH OF THE SLOPES...

Whilst the UK basked in sunshine during the July heatwave, leading ski specialists Scott Dunn bucked the trend by witnessing a surge in ski enquiries for the forthcoming 2013/14 ski season.

**Scott Dunn**  
ANYTHING ELSE IS JUST A HOLIDAY

## SCOTT DUNN SKI ENQUIRES UP BY 110% FOR THE 2013/14 SEASON

### JULY 2013 SALES UP BY 20% FROM 2012

Whilst the UK basked in sunshine during the July heatwave, leading ski specialists Scott Dunn bucked the trend by witnessing a surge in ski enquiries for the forthcoming 2013/14 ski season. Forward bookings for the group were up by 20% from July 2012 while overall ski enquiries rose by 110% from last year.

An indication that Brits still have a love for the cold even during sweltering temperatures, Scott Dunn's Managing Director Simon Russell comments "Naturally we receive a substantial number of both early ski bookings and enquiries during the Summer months but these absolutely soared during July. Certainly the strong snowfall last season throughout the European resorts has helped to boost confidence amongst the skiing public and encouraged them to snap up a ski holiday months in advance.

The launch of two brand new chalets in the heart of Val d'Isère this season, combined with unveiling a series of new ski/sun twin trip itineraries including a 12-night Whistler & Hawaii itinerary, are among fresh enticements for Scott Dunn's clientele. This season also marks the launch of the group's Private Chalets & Apartments programme across the resorts of Courchevel 1850, Courchevel Le Praz, Val d'Isère, Zermatt and St Anton. Perfect for keen skiers seeking ultimate flexibility and independence during their trip, all of the properties in this new

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portfolio are self-catering but still allow guests to benefit from Scott Dunn's exemplary in-resort concierge services from pre-arrival fridge stock and daily delivery of fresh bread and pastries to organising ski hire/passes/lessons.

Scott Dunn has been creating luxury ski holidays since 1986 and has a range of chalets, apartments and rooms in shared chalets throughout Europe and North America. Scott Dunn's existing 23 ski chalets are situated in four of the best resorts in the Alps: Val d'Isère, Courchevel 1850, St Anton and Zermatt and range from small apartments to some of the most magnificent chalets in the Alps. They can accommodate groups of 6 to 14 and with neighbouring properties in these regions, Scott Dunn can also accommodate up to 50 people in close proximity. Each chalet comes with a private chef who is able to tailor menus to any guest requirement, private chalet host to serve you drinks and canapés and driver service to take guests around the resort (except Zermatt). There is also the option of having a UK trained private nanny to ensure little ones are looked after whilst parents enjoy time on the slopes in all serviced resorts (Zermatt, Courchevel 1850, Val d'Isère and St. Anton).

FOR MORE INFORMATION VISIT:

More information on Scott Dunn  
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