



PRESS RELEASE



EPIC 2012/13 SNOW SEASON BOOSTS SKI HOLIDAY INDUSTRY

Whilst the endless cold snap in the UK is starting to wear thin, it's a different story for European ski resorts, which are benefitting from the best and most consistent snowfall in a generation.



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Tailor-made specialist Powder White reports the biggest ever boom in early bookings, with forward sales for Christmas and New Year weeks next season up by 168% and 281% respectively year on year. Traditionally quieter months have also seen forward bookings rise, with December sales up 202% year on year indicating a confidence that the ski season will start with snow on the slopes.

The boost is a welcome upturn after the contraction of the ski holiday industry as a whole throughout 2011/12 and is, according to Powder White co-founder Fraser Ewart-White, an indication of a renewed confidence amongst the skiing public.

"We have seen two back to back seasons of good solid conditions right throughout the season across Europe. Improvements in the macroeconomic situation and perhaps a case of recession fatigue also have a part to play. Whilst the late booking mentality of ski holidays will always exist, skiers and boarders are realising the benefit of planning ahead to get the best value and best choice of travel and accommodation options."

Early booking discounts (10% off chalets and 20% off apartments) and low air fares are amongst the enticements for Powder White's guests booking ahead for next season, with peak weeks already booking up fast.

Those looking to squeeze in a trip this April also have the benefit of end of season prices for peak season snow conditions. More of the white stuff is on the way, with 31cm due in Val d'Isere, France and 26cm forecast in Verbier, Switzerland over the next nine days, adding to already excellent conditions.

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