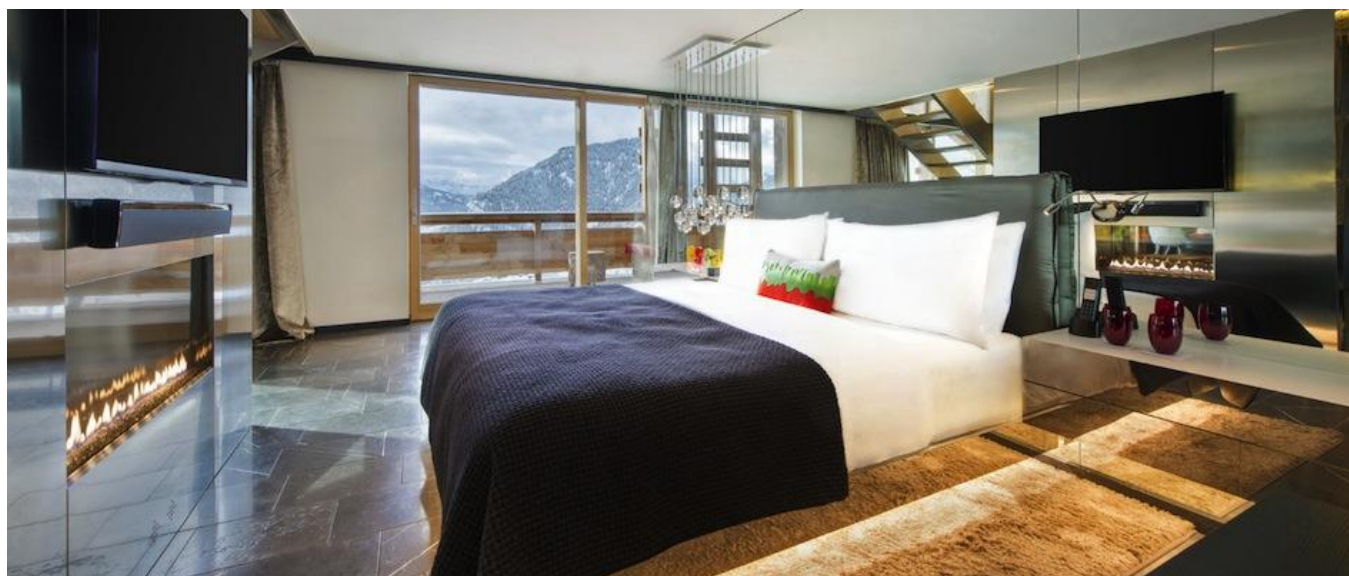




PRESS RELEASE



SMITTEN ON THE SLOPES

Ski tour operator Powder White highlights where to go for ultimate Alpine romance



For further information and images please contact Paul Charles / Julia Perowne / Ollie Druttman / Klara Zakis / Sarah Rigler at Perowne Charles Communications

+44 (0) 20 7792 8884
powderwhite@verypcc.com

See more at
[our newsstand](#)

There's something eternally romantic about skiing; the combination of crisp snow, twinkling lights and cosy fires is enough to thaw even the iciest of hearts. Take a leaf out of Prince William, Mr Darcy and Jay Z's book, this Valentine's Day, and whisk your loved one away to the snowy slopes for the ultimate romantic break. **Powder White**, an independent ski tour operator, has rounded up the best breaks for those seeking ultimate Alpine romance this Valentine's Day.

Eternal Romantics - Les Grandes Alpes - Courchevel 1850

Courchevel 1850 is home to the luxurious Les Grandes Alpes hotel. The ultimate for hopeless romantics, the hotel comes complete with roaring fires and a pianist serenading guests each evening. Embrace the romantic atmosphere after a long day skiing by heading to the newly renovated Bellini's Bar and spend the night sipping vintage champagne. Alternatively, an evening meal at Le Cloche in Courchevel is ideal for couples thanks to its cosy atmosphere and traditional menu.

How: Powder White offers a Garnet Apartment at Les Grandes Alpes hotel from £960 per night during February, based on two adults sharing, including breakfast

Food Fanatics - W Hotel - Verbier

If the way to your partner's heart is through their stomach, then the W Hotel in Verbier is a must. The stylish hotel is home to the two Michelin star Arola, as well as five other restaurants and bars, leaving food fanatics spoilt for choice. Bag a suite where stunning panoramic views of snow-capped mountains provide a beautiful backdrop for a romantic stay.

How: Powder White offers a Cosy Room at the W Hotel from £660 per night during February, based on two adults sharing,

including breakfast

Family Affair - Hotel Le K2 - Courchevel 1850

Who says romance goes out the window once children come along? Guests can still enjoy the best of both worlds by staying at the Hotel Le K2 in Courchevel 1850, which offers pure luxury for adults and great entertainment for children. Adults can enjoy the stunning views of the mountain massifs from the piste-side location, visit the bar and cigar lounge, or dine in the two Michelin starred Le Kintessence. The hotel offers a dedicated space just for children, which includes arcade games, simulators, a recording studio and even an interactive dance floor.

How: Powder White offers a double room at Le K2 from £500 per night during February

Just Friends - Das Mooser - St Anton

For those who aren't loved up and would rather spend Valentine's Day partying with their besties then St. Anton, undeniably the ski party resort of Europe, is the place to be. The Das Mooser, a hip hotel from the owners of the renowned Mooserwirt après ski bar, is located right in the heart of all the action. Just steps away from the ski run, the hotel is right next door to Mooserwirt, ideal for stumbling home after a night of revelry with your Valentine's 'date.'

How: Powder White offers a double room at Mooserwirt from £423 per night during February based on two adults sharing, including breakfast

Two's Company - Petite Marmotte Lodge - Courchevel 1650

Courchevel 1650 is home to the Petite Marmotte Lodge, the Alps' only chalet à deux. Formerly a hay barn, it has recently been converted into a rustic, romantic retreat with magical mountain views from an outdoor hot tub. Set in the cluster of Portetta Mountain Lodges - owned by the clever hoteliers behind Lime Wood and The Pig in the UK - Petite Marmotte is made for lovers with its inviting sheepskin rugs and roaring log fires. Dine together at Le Portetta or have a top chef come and cook a three-course meal in your own private lodge.

How: Powder White offers seven nights from £3,293 during February

Dazzling Duo - Avenue Lodge Hotel- Val d'Isere

For those couples that secretly make everyone else envious with their perfect style and flawless Instagram shots, Avenue Lodge in Val d'Isere is the perfect setting for a weekend away. With 54 rooms designed by French interior designer Jean Philippe Nuel, all the rooms are sophisticated and chic.. Keeping up appearances is easy thanks to the luxe spa with indoor pool, jacuzzi, hair salon and beauty parlour. The hotel's location in the heart of Val d'Isere is mere minutes from the ski lifts, with the old village and the 300km of slopes of the Espace Killy just metres from the door of the hotel. In the evenings guests can

watch the ski instructors on a torch-lit descent down Olympic black run, La Face, whilst sipping on a vinchaud before enjoying the spectacular fireworks display.

How: Powder White offers a Standard Room at the Avenue Lodge Hotel from £392 per night based on 2 adults sharing

FOR MORE INFORMATION VISIT:

To find the perfect romantic break whatever your taste in ski resort (or partner) visit www.powderwhite.com/ or call +44 (0) 20 8877 8888.

About Powder White: Run by ski industry veterans Fraser Ewart-White and Claire Freeland, Powder White began life over a rosé fuelled evening in 2003 to become a ski company with a mission – to unpackage the package and bring the fun and flexibility back to the booking experience. The bespoke chalet, hotel and apartment holiday service offers both UK and international travellers a value tailor-made approach, with industry leading features including an online ‘Manage my booking’ option and flexible chalet catering designed to give customers complete control over their ski holiday. Specialising in the French, Austrian and Swiss Alps, the Powder White team pride themselves on offering unparalleled expertise and local knowledge.