



PRESS RELEASE



STAY SAFE ON THE SLOPES

Ski operator Powder White's tips on avoiding slips ups when holidaying in the mountains



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

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

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Venturing off to the mountains is always an exciting prospect. However, there are several considerations that should be taken into account ahead of a trip to the snow, that differ to a normal holiday. Specialist ski operator Powder White has put together a handy checklist of tips that will give snow-lovers peace of mind and ensure they focus on having the time of their lives.

ARRANGE A MEETING UP SPOT

With so many other skiers and riders on the pistes, and runs endlessly merging and dividing, it can be easy to lose members of your groups. To avoid getting split up on the slopes, arrange before you head up the mountain a place and time to meet for lunch or a mid-morning hot chocolate. This way if you do find yourself alone, you'll know exactly where to head to find your friends. Carrying a mobile phone is also worthwhile for emergencies. Creating a whatsapp group is a great way to reach everyone easily.

TAKE OUT INSURANCE

Winter sports trips carry risks you won't face on your average beach holiday, and accidents are more likely on the slopes. Insurance is just as essential as your skis and boots. Also, make sure you know exactly what's covered. For example, some policies won't cover you if you don't wear a helmet or if you ski off-piste without a qualified instructor. If you've already got travel insurance, check whether winter sports are covered; you may need to top up your policy.

SAFETY HELMETS

There are often debates on whether helmets are geek or chic. The truth is, collisions and accidents are often unavoidable, regardless of how experienced a skier you are, so it's better to

be safe than sorry. Helmets come in a range of colours and styles and can be very comfortable. They can usually be rented quite cheaply along with skis and boards.

SLOPE ETIQUETTE

Whether you're a skiing veteran or a newbie, try to remember the rules of the road. Some tips to remember include: the skier in front of you has right of way, always look uphill before your descent to see what's coming, and keep your speed under control. Finally, queuing is often a necessary evil whilst skiing, but don't be the skier everyone dislikes by cutting lines. Also, if you're going to stop and take a group selfie or an artistic shot of the scenery, ensure you stop at the side of the piste rather than right in the middle of it.

DON'T SKI UNDER THE INFLUENCE

A piste-side beer in the sun can be a lovely way to relax after a tough morning on the slopes. But don't over-do it. The effects of alcohol are stronger when you're dehydrated, which is often the case by lunchtime. Skiing or boarding whilst drunk is as dangerous and illegal as doing so whilst driving. Avoid nasty accidents, fines, and even arrest by saving the drinking until the evening. It's called 'après ski' for a reason.

LAYER UP

Your body temperature will alter throughout the day depending on how active you are, and what the weather is like. Always check the weather report in the morning and wear layers that can easily be added or removed. Nothing ruins skiing more than being cold. A comfortable base layer that whisks away sweat will keep you warm and dry. Invest in a good quality jacket and trousers or salopettes to keep you toasty from the first run of the day to the last.

KNOW YOUR LIMITS

You should always ski on runs suited to your ability. Novices should not hit the more advanced runs, and if you're a complete beginner, try having a few lessons at a dry slope or indoor ski centre before your holiday. This will make a huge difference to your trip and will let you make the most from the mountains.

BE AWARE

An obvious, but simple and important rule is to be aware of your surroundings. Be aware of fellow skiers and boarders by keeping your head up and looking around, and try to anticipate where and when they are next going to turn so as to avoid collisions. And always respect all posted signs and warnings.

As long as you keep these safety rules in mind, you'll be on track for a skiing holiday to remember. Powder White offers catered chalets in St Anton, Meribel, Verbier, Val d'Isere and Courchevel.

FOR MORE INFORMATION VISIT:

For more information visit www.powderwhite.com/

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.