



PRESS RELEASE



POWDER WHITE LAUNCHES SKISTAY: WORLD'S FIRST SKI-DEDICATED ONLINE BOOKING FACILITY FOR HOTELS, CHALETS AND APARTMENTS

Ski operator Powder White to
revolutionise industry with
new booking platform

New offering set to
transform Powder White into
truly global business

Leading ski operator, Powder White, has launched a new online booking platform, called SkiStay, which offers potential customers the world's largest pool of ski-dedicated unpackaged hotel, chalet and apartment options.

Unlike other tour operators, Powder White's SkiStay provides unpackaged ski-dedicated accommodation options with live prices and availability. This means browsers can view real-time prices and availability of ski accommodation across 46 resorts worldwide.

The launch of SkiStay evolves Powder White from a European operator into a truly global one. Whilst Powder White will continue its successful operation in the French, Austrian and Swiss Alps, the operator will expand its portfolio into new markets including Italy, USA and Canada.

What makes SkiStay truly unique is that it is the only online booking platform dedicated entirely to the ski industry. Customers booking through SkiStay have the reassurance that all accommodation is entirely suited for skiing holiday having been individually selected by Powder White experts. SkiStay will also allow for passes and ski hire to be arranged during the easy booking process.

Fraser Ewart-White, Powder White co-founder said:

"We identified a gap in the market; previously there was no dedicated booking engine for ski accommodation, with the ability to pre-book ski extras. SkiStay is a natural step in the evolution of flexible ski holidays and will further enhance Powder White's tailor-made offering. Consumers will no longer



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have to spend hours searching the internet for their perfect ski trip."

A select group of hoteliers will be listed on SkiStay, with the incentive of competitive commission rates for bookings made through the platform.

SkiStay is the latest chapter in the story of Powder White's on-going growth. The new booking platform broadens Powder White's offering out to territories previously untapped by the operator. SkiStay is expected to help increase Powder White's annual turnover from £7m to £20m over the next three years.

Founded in 2003, Powder White currently operates in 14 resorts in Austria, France and Switzerland. The collection includes 55 chalets and a selection of handpicked hotels in the big five resorts of Courchevel, Meribel, Val d'Isere, St Anton and Verbier, and apartments in thirteen top French resorts including Avoriaz, Les Arcs, Val Thorens and Tignes.

FOR MORE INFORMATION VISIT:

For more information visit www.powderwhite.com or call the team on +44 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.