



//NEWS

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# Peak 24-25 Dates 80% Booked

**Ski holiday companies are warning that peak weeks for the upcoming ski season are getting increasingly booked up.**

Skiers hoping to travel particularly over the February half-term holiday period as well as over Christmas and New Year or at Easter are being advised to secure their holidays imminently to ensure the best choice and most reasonable price possible.

“Peak dates always sell early but February half-term already has very limited availability across all suppliers for chalets,” said Richard Sinclair of ski holiday travel agency **SNO**, who added, “With much lower inflation than last year, and deposits remaining low, customers are finding it easier to book early. In addition, more clients are asking to pay in instalments, showing that careful budgeting is still the order of the day.”

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**Ski Beat**, who have been organising ski chalet holidays to France for almost four decades reports that around half of their 24-25 holidays are now sold, with peak dates such as New Year over 80% booked.

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“This still leaves plenty of holidays left for skiers who haven’t finalised their plans, but is a clear indication that many skiers like to know where and when they are going, well ahead of time, with many of our guests rebooking soon after they return from their ski holiday,” said Ski Beat’s Laura Hazell (pictured below).



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Xavier Schouller boss of French ski- holiday specialists **Peak Retreats**, confirms the popularity of New Year, noting,

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“As ever the Christmas and New Year period is going to be busy since the whole of Europe are on holiday for the same two weeks from 21st December to 5th January. If you can get away the week before, from the 14th of December and this will be a great week to go as prices will be low season and it won’t be busy. Resorts like Tignes, Val d’Isère, Val Thorens are normally popular that week but of the absolute snow guarantee they offer. We are seeing a lot of interest and it’s definitely a good week to go for those who can.”

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Most ski holiday companies are also reporting their booking numbers overall are up on recent years too.

**Sunweb** report they've seen a 25% increase in sales for winter holiday packages, compared to this time last year. Spokesperson Jack Bolus commented,

“Interest in winter holidays is beginning to ramp up and our sales numbers reflect that. With all packages purchased with Sunweb, holidaymakers will get a lift pass included in the total cost too.”

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If you don't have to travel in the peak weeks, January will be quieter and is low season in France for the five weeks running from 4th January so in this we would include the first week of February too. With usually excellent snow and very low prices it's a good time to go for those who are not tied to school holidays.

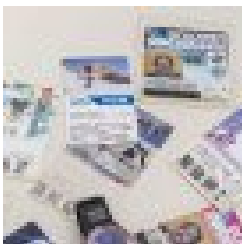
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“European school holidays start on the 8th of February with French holidays last four weeks the middle two weeks are always the busiest as they overlap two regions each. This year the Paris area start on the 15th so we expect that week to be the busiest especially since it is also the main UK week and part of Holland too. Accommodation availability for that week is currently still decent but it's already filling up fast and will become quite tight come October so for anyone looking to go that popular week we certainly recommend to book now rather than wait. Prices could increase as availability is getting tighter,” adds Xavier Schouller.

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Image top credit La Rosiere Tourist office, image above credit C Ducruet and Val Thorens Tourist Office.

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