

## Book a 'ridiculously cheap' ski holiday thanks to December's mild weather

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Press release from: [Ski-Direct](#)

Agency: **Web Certain Europe Ltd**

December's slump in ski holiday bookings means prices were dramatically reduced and ski fans can pick up some great bargains.

December saw a slump in ski holiday bookings as skiers were put off by reports of unseasonably mild weather, even though most of the major European ski resorts stayed open.

The drop in bookings caused an industry-wide price slash. Now weather conditions have picked up and there are still huge bargains to pick up.

David Tonks of independent ski holiday agent, [www.ski-direct.co.uk](http://www.ski-direct.co.uk) described the current price of ski holidays as "ridiculously cheap" even though recent snowfalls across Europe have increased bookings and demand since the New Year.

Until this season, it has been rare for ski holidays to be marketed at cheap rates, unlike Mediterranean holidays. However, it is now possible to book seven nights in a top European ski resort for as little as £99 per person, including flights.

David Tonks says: "There was a lot of worry across the industry in December when the weather was so mild in Europe and a lot of relief when the snow fell in January. The Ski-Direct team have one hundred years combined experience in the ski holiday industry and we have never seen prices drop so quickly across the board.

"There are huge bargains out there for people who want to book a ski holiday now."

The mild weather only affected Europe. North American ski resorts have had excellent conditions since the start of the season.

Since the snowfall in the first two weeks of January, Ski-Direct has made more bookings than in the last two months.

Ski-Direct is one of the UK's leading independent ski holiday agents providing ski holiday offers across Europe and North America. The [www.ski-direct.co.uk](http://www.ski-direct.co.uk) team has over 100 combined years experience skiing and marketing ski holidays. They work with major tour operators as well as specialist ski companies to offer a wide range of ski holidays and they specialise in chalet ski holiday packages.

Ski-Direct is a member of the Midlands Co-operative Society.

Independent online travel agency specialising in ski holidays.

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