

British Airways takes to the slopes this winter



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Press Release Summary: Booking a ski trip this winter is now even easier with British Airways' new ski pages providing flexibility to book flights, hotels, car hire and transfers online to 50 of the world's best ski areas

Press Release Body: With an increase in the number of weekend breaks especially into Europe, skiers can take greater advantage of the wide selection of frequent **BA flights** available to destinations such as Lyon, Basel, Grenoble, Milan, Turin, Verona, Venice, Sofia, Munich, Geneva, Zurich, Innsbruck and Salzburg.

[British Airways](#) is one of the few airlines to provide free ski carriage in Europe and North America allowing skis and poles or snowboards, plus boots and bindings to be taken in addition to normal checked baggage allowance.

Travellers can now book **British Airways flights** as well as car hire, accommodation, ski and board hire along with lift passes all at the same time on the new dedicated [British Airways ski holidays](#) information and booking pages.

With 35 resorts available in Europe, including 10 new ones this season - Bad Aussee, Hochgurgl, Nassfeld, Sölden, St Johann in Austria; Evian/Thollon in France; Champoluc, Val di Fassa, Val Gardena in Italy and Engelberg in Switzerland, travellers have more choice to tailor-make their individual requirements. Europe has the best snow making facilities in the world so whether the skier is just a beginner or a deep powder, off-piste specialist there are plenty of resorts to suit all requirements.

The latest additions to the ski holidays section of the **British Airways site** are intended to provide visitors with the information they need to make a properly informed decision on where to stay. Ski resorts can now be easily organised by geographic location, by the skier's skill level, or are perfect for families. Ski holiday guides are also provided to help visitors get the most out of their holiday with ski or car hire, tips on skiing, finding the right resort, obtaining lift passes, ski and board allowances as well as resort maps and flight information.

For those in need of some inspiration ba.com/ski now also includes top tips from Chemmy Alcott, Britain's top alpine skier, including personal advice on whether to rent or buy skis as well as her favourite ski destinations around the world.

Some would argue that France is the best place to hit the slopes – not just in the Alps, but in the world. High altitude means unparalleled snow reliability and spectacular views make the ski resorts near [Grenoble](#) ideal. Chamonix, at the foot of **Mont Blanc** is the number one ski resort with several glaciers, gastronomic delights and lively après ski.

The rest of the Alps also have some great skiing terrain. Austria certainly lives up to its reputation – a ski holiday top spot with stunning Alpine villages where visitors are guaranteed a warm welcome. In neighbouring Switzerland world renowned skiing and awe-inspiring scenery come together perfectly. The most famous is St. Moritz, the host of two **Winter Olympics** and an **FIS World Ski Championship**.

Italy is fast emerging as an exciting and fashionable European ski destination, with several [ski resorts near Turin](#) presenting a modern and fashionable image and some of the best ski slopes in the northwest.

The updated site also includes information and the ability to book ski holidays in North America. From the jaw-dropping scenery of the Rockies to the European style of Quebec, Canada and the US offer some of the best winter ski resorts in the world, such as Killington, Aspen, Colorado and other fantastic [ski resorts in New Hampshire](#).

About British Airways
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