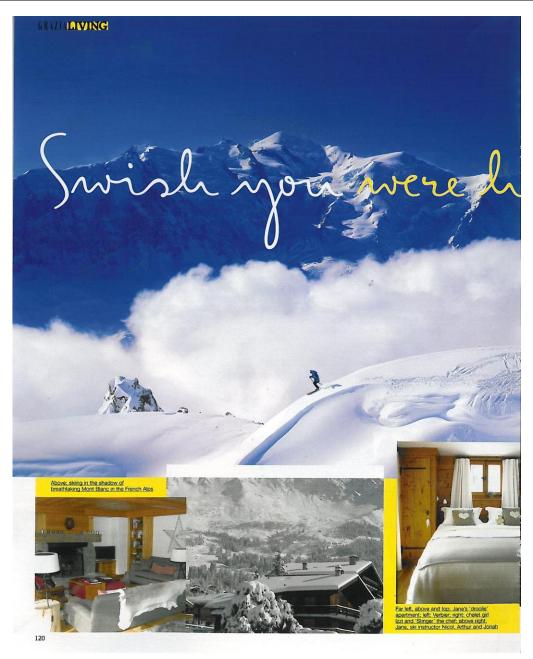
Date	28 February 2011	
Publication	Grazia	
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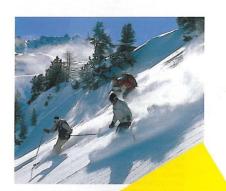
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The Trittkopf cable car in Zürs





FOR SNOW SOPHISTICATES Set between the bigger resorts of St Anton and Lech, Zürs in Austria is high enough to guarantee snow throughout the whole ski season. News features

husband booked a trip there with holiday company Powder Byrne. 'My ski trips tend to be mostly spent trying to figure out the piste map and, as a boarder, working out how to avoid button lifts at all costs. But on this trip, thanks to Powder Byrne's complimentary guiding service, all we needed to do was enjoy the snow. My guide, Oly, sorted out absolutely everything: from getting my board waxed through to picking the best runs. He even arranged lunch reservations, so we had the best outside tables in the sun every day. My favourite was the Hospiz Alm in St Christoph, which has a slide down to the loos - genius if you're struggling in your ski boots! We stayed in the Arlberghaus Hotel in Zürs, which was absolutely lovely, with an amazing six-course meal every night. There's also a gym and spa. Off the slopes, Zürs itself is pretty quiet, but there are the resorts of Lech and St Anton nearby if you

want something a bit livelier - check out the notorious Krazy Kanguruh bar in St Anton.'

## The lowdown Louisa stayed at the 4\*

Hotel Arlberghaus in Zürs; seven nights from £1,703 per person or three nights from £1,000 per person (based on two sharing), including accommodation on a half-board basis. return flights from London, return transfers and resort service. For booking and enquiries, please call the Powder Byrne team on 020 8246 5300 or visit www.powderbyrne.com.





## FOR APRÈS SKIERS

Méribel in France, in the heart of Les 3 Vallées – the world's largest skiing region – has a buzzing nightlife. Associate beauty editor Lauren Murdoch-Smith hit the town.

10 'If après ski is just as important as the on-slope action, book a ski trip to Méribel with VIP Chalets. With eight luxury chalets to choose from (see left and right), they're perfect for your first time or your annual ski jaunt. The hippest bar in town is Dicks Tea Bar (sister to the famous Dicks in Val d'Isère), often frequented by A-listers and royalty. Its speciality is the 'Ski Boot', literally a ski boot full of a delicious champagne cocktail. When you've recovered from the night before, the resort's wide, long runs suit the the more relaxed skier or if you're an adrenaline seeker, head to Mont Vallon, one of the most rated off-piste areas.'



The lowdown

To book, visit www.vip-chalets.com/Resorts/Meribel or call 0844 557 3119. All VIP holidays include return flights and transfers, breakfast, afternoon tea and three-course evening meal with wine (on six days). Check out Dicks at www.dicksteabar.com/meribel.

beth cooper

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## The lowdown

Rose stayed at Amazon Creek (www.amazoncreek. co.uk) which sleeps 10 and starts from £2,136 pppw for accommodation and transfers. To book, visit www.whiteblancmange. com or ring 020 3239 2244. Chamonix offers a three-day ski pass from £96 (www.compagniedu montblanc.'h, Flights to Geneva from £101 return with Swiss International (www.swiss.com)





## FOR ADRENALIN JUNKIES

Chamonix is a lively resort in the French Alps under the shadow of Mont Blanc. Beauty assistant Rose Beer booked a trip with travel company White Blancmange. I knew a stay at the Chalet

Amazon Creek in Chamonix would be actionpacked. After all, it was organised by White Blancmange, fast getting a reputation as one of the hottest ski combanies around. What I hadn't factored in was the heart-pumping adventure I would be going on. I suppose I should have realised – after all, one of the company's founders is an ex-SAS ski instructor.

company's founders is an ex-SAS ski instructor. The highlights of the trip were an incredible helicopter tour which included a surprise landing on the top of Mont Blanc before we were (luckily) deposited halfway down the mountain to ski down, plus our glacier guide, Kathy Murphy, escorting us down the famous "Vallée Blanche", a nawe-inspiring sea of ice that's beautiful, breathtaking and utterly exhilarating. Brd a holidaw with White Blancmeans is not all

But a holiday with White Blancmange is not all vertigo-inducing adventure. Its bespoke service means each member of a party gets exactly the holiday they want. That means a driver on call to ferry you to the bars and restaurants and back, a masseuse on call to make sure you wind down, as well as an in-chalet hammam and Jacuzzis. Now that's what I call a ski holiday!"

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