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Earliest Easter In A Decade Sends 2027 Booking Soaring

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Ski holiday companies are noticing Easter bookings for next winter are running well ahead of normal as skiers register that Easter Sunday's earliest date in more than a decade ups the chances of better snow in one of the key holiday periods.

After falling as late as April 20th over the past few years, Easter Sunday falls on March 28th next season, its earliest date since 2015, and one that won't be seen as early again until 2032.

Tour operators believe the early date is increasing its attractiveness to families who usually book the peak February or New Year weeks but want to save money whilst still having a good chance of good snow conditions.

Cormac Stanford, Head of Marketing at travel agency **Iglu Ski** commented, "We're seeing a real uplift in early bookings, with Easter being a major focal point, particularly for families and groups. That may well be due to Easter next year being early, but also to the sustained excellent snow we saw in 2026."

Tour operators are reporting Easter 2027 booking well up already. Nicola Moss of French ski holiday specialist's **Peak Retreats** says the company are currently 42% up, year on year, for bookings for the main Easter week (the first week of the Easter holidays).

"Easter is performing particularly well this year; we expect there will be families who typically book New Year and February half term who will be considering Easter for the first time this season, supported by attractive pricing and excellent conditions in recent years," she said.

Rob Dixon at **Skiworld** said they were seeing the same scenario.

"While it's still early in the booking cycle overall, Easter 2027 weeks are already seeing an uptick from early planners. Beyond the early date itself, this is perhaps being driven by a shift in weather patterns. As you know, the last few seasons have shown that March and April consistently offer some of the most reliable, high-quality snow of the winter, especially in high-altitude resorts. Perhaps skiers have realised late-season is no longer a gamble, so they are securing prime spaces early," he said.

Besides the likelihood of better snow than your average Easter and lower prices than other main holiday periods, some travel companies say Easter has other benefits.

"Take a spring ski holiday and expect sunshine, blue-bird days, fewer crowds, shorter lift queues, longer daylight hours and keener prices. Although Easter 2027 will be busier than the final weeks of the season, ski resorts are more relaxed, temperatures kinder, and it is a good time for those travelling with kids to keep to school holiday dates, while steering clear of the busy February half-term departure., says chalet-specialist **Ski Beat**'s Laura Hazell, who adds, "For optimum conditions, head for ski areas with north-facing slopes that hold the snow better, for longer, but set out early for crisper morning pistes."

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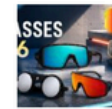
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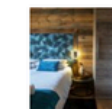
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