



///FEATURE

26-27 Ski Holiday Sales Booming

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We may only be half-way through this ski season, but ski holiday companies are reporting a surge in demand for holidays next winter.

One skiing travel agency says 76% of enquiries they're currently receiving are for next winter, rather than the remaining two months of this and tour operators say key 26-27 dates are already getting booked up.

Ski holiday specialists Iglu found in a customer survey that 31% of respondents said they book early to secure exactly what they want, making it the most popular answer compared to 'leaving it late' and 'waiting for an offer'.

"Ski Solutions have seen a distinct trend for early booking this season with forward enquiries up 20% year on year," said Ian McClrath, the company's Managing Director, who added, "The demand for 26/27 started in January this year, typically this has been late February or March."



Family Christmas in the Mountains CREDIT Sunday River

When's Popular

Club Med reported record breaking results for their Winter 27 sales opening which closed on Friday with a 13% increase on last year. Peak demand was driven by New Year's Week 2026, with December departures up 12.4%, closely followed by February Half Term and Easter 2027.

"It is particularly important for skiers and snowboarders to book peak travel dates early. Christmas 2026 is on a Friday this year, and New Year the following Thursday, and Ski Beat is seeing strong demand for departures on both 19th and 26th December, as well as for February half term 2027, and Easter, which falls early, on March 28th 2027," says Laura Hazell of ski Chalet specialist, **Ski Beat**.

Richard Sinclair, director of ski holiday travel agency SNO.co.uk says their advance bookings for 26-27 are at record levels too.

"We've been blown away by forward bookings for next winter 2026/2027 and especially demand for **all-inclusive ski holidays**, which are up by more than a quarter over the same time last year," he says, adding "If you need to go in school holiday peak-dates, and you want an affordable ski chalet, book it now, because the cheapest catered chalets sell out faster than anything else."

Iglu notes that families in particular should certainly be booking for the February half-term 2027 now, as it is the most popular booking date for the travel agency at present.

"It's such a key week in the ski season, and savvy families are committing now for the best childcare options and the most family-friendly resorts," a spokesperson said.

Richard Sinclair adds that it's important to check your local February 2027 half-term school dates, because next year some schools are a week earlier than others, and some suppliers haven't cottoned on yet, he says, so the earlier week currently has normal or not-inflated prices.



What's Popular?

Chalet holidays, all inclusive holidays and group holidays and high altitude destinations are the most in early demand.

Ski Beat, say that chalets for next winter are already under strong demand, with one chalet already fully booked for New Year 2026 and Easter 2027.

"Securing the 'right' resort, and chalet, and locking in their winter sports holiday is far more important for most skiers than waiting until the last minute. A high proportion of our guests re-book shortly after returning from their current ski holiday, up to a year or more in advance, and new guests are keen not to leave their choices to chance either," Laura Hazell explains.

"We have seen strong early demand for chalets, especially for peak dates. Accommodation in snow sure, high altitude resorts has also been popular," adds Ian McClrath.

Where's Popular?

Club Med say their top performing resorts were La Plagne, which saw a +31% increase since bookings in last year's sale, followed by Les Arcs Panorama which saw a +23% increase, and the Exclusive Collection resort Club Med Tignes at +15% increase, followed by Alpe D'Huez at +14%.

You could try somewhere new though and you might get a great price. When new resorts are launched in the UK market, prices can be low. Given the new capacity in Norway, prices have been really competitive this winter, and this continues for early bookings for next year.



Repeat Bookers

A good deal of the demand appears to be from repeat customers, bookings from which are up 23% vs last year in Club Med's case.

"Our established customer base continues to prioritise securing their preferred resorts and dates early," a company spokesperson said.

French ski specialists **Peak Retreats** agree and note the current amazing conditions in the alps are driving their repeat bookings too.

"Our clients returning from their ski holidays and those looking to get organised early for next season are already able to put down deposits to secure their choice of apartment and resort for next season. With New Year having been extremely popular this season, we're seeing lots of interest already from those who want to get booked in early for this date to avoid disappointment. The good snow conditions are creating a FOMO effect for those who didn't get out to the slopes this year (of course they can still book for March and April) but this is also driving early bookings. Next year's programme will include a wider range of properties in the resorts that we know our clients love," says the company's Managing Director Alison Willis.

Final Tips

Although anyone can book early, groups of more than six should be booking now for next winter, to secure sole occupancy of a chalet, preferred flight departure points and the accommodation of choice.

It's worth keeping an eye out for early booking offers, and act fast! Early booking offers are on Iglu's site, but they can be short-lived, so if you see an additional benefit, like a lift-pass offer or cash discount, it's a good time to confirm.

"There is more choice than ever, but use a comparison site to find it. Agents have millions of holidays on site, including low-cost packages from the main operators and flexible holidays that could be short breaks, complex arrangements, or a particular hotel not typically available on the UK market," say IGLU.

Phil Wright, Iglu's Head of Sales and Service, said, "We're already taking many bookings for next season, especially at peak holiday dates, for groups and for those taking over a whole chalet. It's a question of paying a low deposit now to guarantee your booking, to have peace of mind for your next ski holiday."

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