

Press release

New airline launches, opening up route into heart of the Swiss Alps

New airline powdair has launched ticket sales through its website powdair.ski with a winter schedule that links Sion Airport with eight airports in the UK, Germany and Belgium.

The skiers airline, based in Sion – the heart of Switzerland’s winter sport region, the Valais, will offer skiers and snowboarders across the UK, Northern Germany and the Benelux Countries the chance to reach some of the world’s most famous winter sports resorts quickly and efficiently.

Flights commence from December 14, 2017 and will significantly cut transfer times to some of Switzerland’s most popular ski resorts for winter sports enthusiasts including Zermatt, Verbier, Saas Fee, Crans Montana and Nendaz. A variety of transfer options from Sion Airport to onward destinations are available to book at the point of ticket purchase, including shared and private journeys to the major resorts in the region.

Ticket pricing for powdair will be completely transparent with very little fluctuation across peak dates, meaning that families won’t feel hard done by during the busier school holiday periods – it means booking up fast, but at little or no extra cost than during the non-peak times.

The eight airports that will be served by powdair are - London Luton, London Southend, Southampton, Bristol, Manchester and Edinburgh as well as Antwerp and Hamburg.

Marcelline Kuonen, Head of Experience and Market Management at Valais Promotion, said: “We are looking forward to seeing direct flights into the Valais region commencing in December this year with powdair and welcoming more guests into our fantastic region. The Valais is one of Europe’s premier winter sports regions in the very heart of the Alps with destinations such as Zermatt, Saas Fee, Verbier and Crans Montana - some of the world’s top ski resorts within easy reach of Sion Airport. The new flight routes with powdair will make it even easier for skiers and snowboarders from Great Britain, Germany and the Benelux Countries to visit the Valais and we very much welcome this new initiative”.

Aline Bovier-Gantzer from Sion Airport said: “We are really excited to welcome powdair into Sion and fly to new destinations in the UK, Germany and Belgium. The chance to bring in winter sports tourists into Sion Airport is a great opportunity for the region and we are looking forward to welcoming our new guests here. Our airport is ideally located to easily reach the well-known ski resorts in the Valais and we hope that it will also provide a link from Sion to destinations such as London and Edinburgh as well.”

Zoë Ombler, Head of Commercial for powdair said: “It’s not every day that we get to launch an airline and especially one that opens up a completely new route into an airport that is so close to some of the world’s best ski resorts. The response we have already seen on social media shows the kind of interest people have in the area and regular, scheduled flights into Sion are long overdue. Every winter sports enthusiast knows about the sheer quality of ski resorts in the Valais region and we are proud to be able to help our customers reach those resorts faster than any other available option”.

“We are looking forward to welcoming powdair to Antwerp Airport”, Marcel Buelens, CEO of Antwerp and Ostend-Bruges Airport stated. He added; “There has been a very high demand for flights to skiing destinations from Antwerp, and we are convinced that the powdair proposal will be welcomed enthusiastically by the many skiers and snowboarders travelling to the Valais region.”

Schedule

Antwerp – Sion

Monday	15.00-16.15	POW467
Wednesday	15.00-16.15	POW467
Thursday	10.25-11.35	POW467
Friday	15.00-16.15	POW467

Sion – Antwerp

Monday	13.00-14.15	POW467
Wednesday	13.00-14.15	POW467
Thursday	8.30-9.40	POW467
Friday	13.00-14.15	POW467

www.powdair.ski

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About powdair – information for journalists

powdair is registered as a company in Dublin, Ireland and will be operating two aircraft from its base in Sion, Switzerland. The airline is privately owned with a management team based in Ireland and Switzerland.

powdair is a single class airline but it does not fit into the category of 'Budget Airlines' - average fare prices will be around €160.

Flight times are typically between 1 hour 25 minutes and 2 hours from the UK airports.

Baggage allowances: 23kg luggage and skis / snowboard included in ticket price