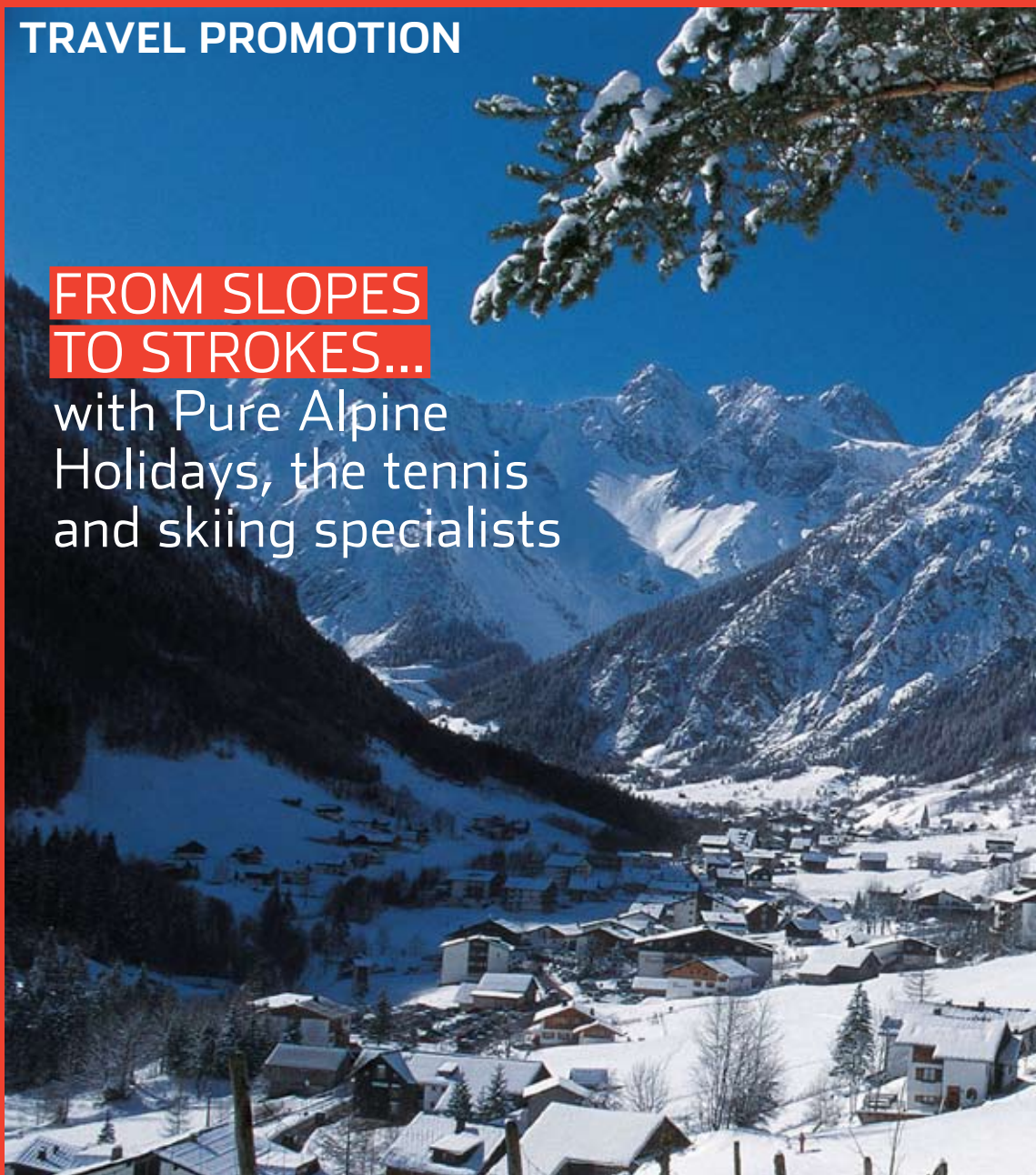


TRAVEL PROMOTION

FROM SLOPES TO STROKES...

with Pure Alpine
Holidays, the tennis
and skiing specialists



The summer might be drawing to a close but that's no excuse to hang up your racket and consign your tennis shoes to the back of the wardrobe. In fact, it's the perfect time to think about taking a tennis holiday. But what if you don't want to have your backhand analysed all day long, or your family would prefer tackling the slopes to hitting the courts?

You could, of course, all go on separate holidays, but if the kids don't come along, then who's going to carry the bags? It's a chewy one, right enough.

One possible solution is to pick a trip that combines the best of winter and summer fun – tennis and skiing – in one tailor-made, family-friendly

package. Pure Alpine Holidays, which specialises in knitting together tennis and skiing in a variety of locations, does just that.

'What's most important to us is that you can pick and choose,' says Kasia Chmielewska, Pure Alpine's director. 'From resort, to hotel, to activity, we can create a unique, bespoke winter holiday.'

Operating from Brand and Kleinwalsertal in the Austrian Alps, Madesimo in Italy, Savognin in Switzerland, and Serre Chevalier in France, Pure Alpine's charming resorts are a welcome reprieve from the hustle and bustle of the concrete jungle.

The company's flagship locale is Brand, one of the locations used in

the most recent Bond film. Brand's flexibility is a major plus point; guests can ski to the village from any point and then walk to the tennis courts in just 10 minutes. The same is true of the other resorts, all of which have indoor tennis facilities.

'What's perfect is that everything in all our resorts is so close,' says Kasia. 'We want guests to be able to choose whether to ski or play tennis on a whim, with maximum ease.'

Pure Alpine also has excellent relationships with the local tennis and ski schools, making it easy to arrange tennis and ski lessons. The company even offers a special Back to Skiing programme for those looking to rediscover their ski legs.

Also, as far as accommodation

goes, Pure Alpine works with a range of affordable apartments and top-notch hotels in all five resorts.

Other activities on offer include **snowshoeing, ice skating, tobogganing, curling, mountain biking, archery, horse riding, swimming, golf, hiking and fishing**. Special packages include pro-hosted tennis coaching weeks in Brand and an Italian cooking course in Madesimo.

PRICES... Tailor-made holidays start at £425pp and pro-hosted tennis weeks at £474pp. Doubles match tactics from £328pp, Tennis & Ski from £679pp, Ski & Cook from £589pp, Junior Tennis Exchange from £325pp.

IF YOU FANCY MAKING THE ALPS YOUR SPORTING PLAYGROUND THIS WINTER, VISIT
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