

New app helps skiers plan journeys to 400 resorts in the Alps

Winter 2014

Roger Lascelles is pleased to announce the launch of the 'Ski Resort and Rail Map of the Alps' app - the first to provide a clear and detailed winter-sports focused map of the Alps, showing several hundred ski resorts, and how to reach them by train (from the UK or an Alpine airport).

The app is an amended and updated version of the acclaimed SkiRail Map of the Alps, and is available for iPhone, iPad and Android devices. It can be used offline (once downloaded) and charts the position of over 440 ski resorts across the Alpine region from Lyon to Ljubljana, and Milan to Munich. The app includes the following:

- detailed info for 130 rail-served resorts from Swiss slopes within an hour's train ride of Zurich, to Italian resorts just an hour from the Mediterranean
- the position of 25 airports in, or near, the Alps, highlighting the ones with their own railway station for an easy connection with the local rail network
- the route of the original direct Eurostar service to the French Alps, and the more recent connecting service to the Swiss Alps
- the routes of more than 15 overnight trains from countries across Europe to help skiers and boarders travel to the mountains from destinations as far afield as London, Paris, Rome, Prague, Copenhagen and Moscow
- routes to well known rail-accessible resorts such as Chamonix, Zermatt, St Anton, Kitzbuhel and Mayrhofen
- a number of unusual resorts including Liechtenstein's Malbun, and France's Gréolieres Les Neige, just 20 kms from the Mediterranean with views across to Corsica

The iPhone app additionally enables users to flick through a book section which contains a full range of skiing information on those resorts directly accessible by rail including the extent and difficulty of downhill and cross-country skiing, altitude, vertical drop, and journey times by rail to the nearest city. Clicking on each resort in the book section takes the user straight to the location on the main map.

Neil Guthrie, who led the research for the app, adds: "*Intrepid skiers and boarders can now plan their relaxing, low-carbon adventures from their smartphones, and benefit from rail-based travel, the most enjoyable form of mountain transport other than skiing itself. Whether travelling all the way from the UK by train, or making a rail transfer from one of the many Alpine airports, the app targets the more adventurous skier and snowboarder who likes to plan their own travel to the mountains, and who may also enjoy a rail-based safari trip taking in several resorts in one holiday.*"

The app is currently available from iTunes for £1.99 and Google Play for 49p.

The app is part of a suite of related winter-sports products developed by Roger Lascelles which also includes the original SkiRail Map of the Alps, and a **free** French ski vocabulary guide which can be downloaded at www.rogerlascellesmaps.co.uk/SkiRail_Map_Main.aspx?area=Ski_Rail_Map_of_the_Alps

A discount of 25% off the original 'SkiRail Map of the Alps' (bought from the Roger Lascelles website) is offered to all those who download the app.

Ends

For more information including a free review copy of the app please contact sales@rogerlascellesmaps.co.uk or visit www.rogerlascellesmaps.co.uk or visit our facebook page <https://www.facebook.com/roger.lascelles.75>

Selection of reviews for the original SkiRail Map of the Alps

- 'A much better option than trying to make sense of the various rail networks' websites' Chamonet.com
- 'An interesting and helpful start to your rail experience' Where to Ski and Snowboard (website)
- 'For less than a tenner it puts everything you need in one handy package. If you're planning a big ski rail trip this winter, it's indispensable. Verdict – excellent if you fancy a rail jaunt. Useful even if not as it maps out resorts, how they are linked, and how to get there' Fall-line Skiing Issue 95
- 'This map enables you to understand where resorts are, and plan exciting journeys to reach them. I love it!' Responsible Skiing – Veronica's Blog
- Simon Calder's Travel Tip of the Week The Independent (Feb 2011)
- 'A map showing the key rail routes to the main Alpine airports – a terrific idea' Man in Seat 61
- 'Green-minded skiers should get their hands on this map' Green Magazine