

What makes Redpoint different?

Redpoint is a small, independent company run by husband and wife partnership Nina and Greg. Because it is their own company, Redpoint offer the attention to detail and personal service that is often lacking in larger ski companies.

Established in 1995, Redpoint has nurtured a select group of skilled instructors who genuinely love what they do. This means that the instruction is always high quality in English speaking groups with a maximum size limit of eight.

Greg and Nina are very hands on in resort and much in to do anything that needs doing: from driving the airport mini bus to sorting out any special requirements. This way they can keep an eye on things to make sure their guests are getting a great holiday - one of the reasons why they have such a high rebooking rate of around 70%.

Because Redpoint specialise in the Ziller Valley, one of the largest ski areas in Austria, they are experts in the region with a local knowledge second to none.

In addition to regular skiing and guiding, Redpoint run special targeted ski weeks, including:

- Women only ski weeks.
- Adaptive skiing so that the disabled can ski with friends and family, not as part of a separate group.
- Solo ski weeks.
- Family ski weeks, including family learn to ski.
- Learn to ski weeks and short breaks.
- Return to ski holidays for those who need a confidence boost.
- Ski challenge weeks
- skiing all the runs in the valley in just six days!



PR Contact
The Ideal Marketing Company, 92 Coventry Road, Market Harborough, Leicestershire, LE16 9DA
Tel: 01858 44 55 43 | Email: redpoint@idealmarketingcompany.com



Redpoint Holidays Ltd, BCM Box 1785, London WC1N 3XX
Sales Tel: 0845 680 12 14 | Email: sales@redpoint.co.uk
Customer Service Tel: 0845 680 12 16 | Email: customerservice@redpoint.co.uk
Registered in England No. 3577563. Registered Address: 60 The Spinney, Wolverhampton, WV3 9EU

Creating ski and activity holidays to Austria since 1995

What can Redpoint do for you?

As a small company, Redpoint don't have a huge budget for advertising and rely upon word of mouth and carefully targeted PR to spread the word.

Free editorial

Between them, Nina and Greg have over 30 years of experience in teaching people to ski and are able to supply well written editorial features on a range of topics associated with ski and activity holidays. They have written articles which have appeared in a variety of travel publications including the Travel Magazine, Piste, Racer Ready and Fall Line magazines. Articles about Redpoint have also appeared in the Guardian, the Daily Mail Ski and Snowboard, the Times and the Express on Sunday to name but a few.

Greg and Nina have the experience to write knowledgeably on a number of topics including:

- Tips for learning to ski
- Tips for taking children skiing for the first time
- Adaptive skiing for the disabled
- How women and men ski differently
- Skiing on a budget
- Summer skiing
- Going it alone – the advantages of holidaying solo
- The merits of an activity holiday
- Keeping your teenager entertained on holiday

Nina and Greg are happy to supply full editorial or to contribute with quotes and information to any features you may be writing.



PR Contact

The Ideal Marketing Company, 92 Coventry Road, Market Harborough, Leicestershire, LE16 9DA
Tel: 01858 44 55 43 | Email: redpoint@idealmarketingcompany.com

Redpoint Holidays Ltd, BCM Box 1785, London WC1N 3XX
Sales Tel: 0845 680 12 14 | Email: sales@redpoint.co.uk

Customer Service Tel: 0845 680 12 16 | Email: customerservice@redpoint.co.uk
Registered in England No. 3577563. Registered Address: 60 The Spinney, Wolverhampton, WV3 9EU

Creating ski and activity holidays to Austria since 1995



Contact Redpoint

Free press places

Each year we have a limited number of free places for members of the press. These are available to freelance, magazine and newspaper journalists who are able to guarantee a minimum one page article on the trip for an appropriate national publication.

Austria specialists

Being exclusively based in the Ziller Valley makes Redpoint knowledgeable Austrian specialists. They have extensive knowledge of the ski areas, local attractions and some places a little more off the tourist trail. They can advise on the best places to ski and also explain why the area is such a great place to visit in the summer for walking, cycling and adventure activities. Not only that, but this is Greg and Nina's home and their love of the region is obvious.

The eco angle

Redpoint's base, Fugen is an eco friendly resort, having recently switched to a heating system that uses waste energy from the local sawmill and bio power generation plant.

Many of the hotels and private houses also have solar collectors on the roof for heating water. The issue of traffic in and out of the valley is being reviewed, with suggestions for a car free valley with compulsory use of the local public transport. The excellent train and bus network allows people to travel between the ski areas and villages by using their lift pass as a ticket, a free service which is very popular during peak seasons.



Contact PR agency

If you are a member of the press and would like to find out more about Redpoint, please get in touch with our PR agency via Helen or Alastair at the Ideal Marketing Company.

The Ideal Marketing Company, 92 Coventry Road, Market Harborough, Leicestershire, LE16 9DA
Tel: 01858 44 55 43 | Email: redpoint@idealmarketingcompany.com

PR Contact

The Ideal Marketing Company, 92 Coventry Road, Market Harborough, Leicestershire, LE16 9DA
Tel: 01858 44 55 43 | Email: redpoint@idealmarketingcompany.com



Redpoint Holidays Ltd, BCM Box 1785, London WC1N 3XX
Sales Tel: 0845 680 12 14 | Email: sales@redpoint.co.uk
Customer Service Tel: 0845 680 12 16 | Email: customerservice@redpoint.co.uk
Registered in England No. 3577563. Registered Address: 60 The Spinney, Wolverhampton, WV3 9EU

Creating ski and activity holidays to Austria since 1995