**Issued on behalf of Stena Line**

**February 3, 2017**

**THERE’S NO BUSINESS LIKE *SNOW* BUSINESS WITH STENA LINE**

THE latest research from ABTA shows that 29% of people are planning to take a winter holiday this year and with bookings up 16% on last year, it’s no wonder that leading ferry company Stena Line has high hopes for its brand new day trip to **Snow Factor** at intu Braehead which is the UK’s longest *indoor real snow* slope.

Ski enthusiasts can get some practice in ahead of their break on the slopes or simply enjoy a fun day out with friends or family from only **£50\*** per person.

This great value trip includes return Superfast ferry travel by car from Belfast to Cairnryan, a slope session with up to four hours practice time and the provision of all ski or snowboard equipment.

As well as a real snow ski slope, there is also sledging, an ice climbing wall, an ice bar and Bavarian restaurant which is perfect for enjoying some *après-ski* and a hard earned rest after a fun day on the piste.

Orla Noonan, Travel Commercial Manager Irish Sea at Stena Line, is encouraging everyone to *get their ski’s on* and try out a jam-packed day on the slopes.

“We are very excited to launch the new Stena Line day trip to Snow Factor at intu Braehead. The venue has something for everyone from experienced skiers who want to maintain their skills before their winter holiday, to those with snowboarding or ski experience who are looking for a fun day out.

“There’s lots to do at Snow Factor and for something really unusual, why not give sledging a go or even the ice climbing wall where you can axe your way up 12 metres of snow!

“This exciting day trip is available on Thursdays, Saturdays and Sundays until 25 June and from 7 September - 17 December but book quickly as we expect spaces to fill up fast,” added Orla.

Stena Line is the Irish Sea’s leading ferry company with an unrivalled choice of 4 routes and 28 daily sailings between Ireland and Britain.

With Stena Line the journey by ferry is part of the adventure as you can avail of free Wi-Fi, free movies, great eateries as well as a dedicated games room and play areas.

To find out more or to book the Snow Factor day trip go to [www.stenaline.co.uk/ski](http://www.stenaline.co.uk/ski) or call 08447 70 70 70.

***\****From only £50 per person is based on a car and up to 4 persons, £200 return. Conditions apply.

***Please see the Stena Line website for full terms and conditions***

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**MEDIA ENQUIRIES: For further information, please contact Bronagh Cobain of Duffy Rafferty Communications on 028 9073 0880 or email** Bronagh@duffyrafferty.com