

The Times travel editor's award

PT Ski Ltd

You don't find many ski company owners who step in to provide emergency childcare when you're late off the slopes. But when I was delayed by the sheer joy of completing two black runs, I found my son not only being looked after, but also happily playing a game of Pass the Pigs with James Palmer-Tomkinson, co-founder with his wife, Sos, of PT Ski.

That is because this little outfit, featuring the single resort of Klosters in Switzerland, gives a highly personalised service, with both James and Sos trying to ski with each of their guests, as well as offering excellent tips on where to eat in a resort they know inside out. Even their welcome gifts are carefully thought out, and include stamped postcards and lip salve.

"My ethos is that people must be looked after as if they were our private guests," says James, who gave up a career in City banking to show people the resort he has skied in all his life. Which perhaps explains why so many of their clients return each year, and why they received almost as many votes from you, the readers, as they take on holiday every year.

Its particular forte is family holidays — with a brood of four, James loves children and believes they learn best through having fun and racing. Sos ensures that the mix is right in the children's groups. "It's

the single most important thing for a family ski holiday," she says. "If your child is unhappy in ski school, you're not going to enjoy your holiday."

It is never going to be cheap in Klosters, much beloved by the royal family, but neither do you need to be a millionaire to go there; in fact, PT Ski offers incredible value compared with similar high-end family ski companies. You will certainly get the royal treatment when you travel with them, and that's why I am giving them *The Times* Travel Editor's Award for 2014.

JANE KNIGHT