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Got a ski client looking for a wow factor? We've got the answer

Sooner or later you're going to get a know-it-all skier asking you for something a bit different, a destination they've never heard of, a place so unusual it's not on anyone else's radar. And that's when you play your joker. Kashmir. Wham! They won't be expecting that.

Situated in what Asia specialist Amerpsand Travel describes as 'the mother of all mountain ranges', Kashmir in the northern Indian subcontinent isn't a ski destination for the wobbly first-timer or even good intermediates; this is somewhere exclusively for the adventure-seeking powder hound.

Until recently, this region was off limits due to a long-standing territorial dispute between India and Pakistan, but its undiscovered slopes are now open. Ampersand's senior southeast Asia specialist Mark Wright visited Kashmir earlier in the year and tested out the skiing. You can check out his skiing adventures [here](#).

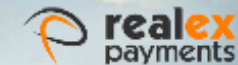
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The resort of Gulmarg is Kashmir's ski hub and now boasts the world's highest gondola, whisking skiers up to the giddy heights of 13,400ft (4,084m) from where the valley deep powder and pine littered terrain and steep descents, making for an exhilarating ski experience. Tell that to your clients.

They're still not looking impressed? Then tell them there's heli-skiing too, offering access to the best virgin Himalayan snow and jaw-dropping views of the chain of summits that stretch to the horizon.

Kashmir is no Val d'Isère, says Ampersand, and the un-groomed slopes don't have the same polish and infrastructure as most well known resorts, but it is a wild mountain of extreme beauty in the land of snow leopards, monkeys and eagles and offers a truly unique ski experience.

The operator features the Hotel Highlands Park in the centre of Gulmarg, a boutique property with views of the Apharwat range, located for easy access to the slopes.

Ampersand's 'Unknown Kashmir Ski' package starts from £1890 per person and includes:

- 7 nights at the Hotel Highlands Park in Gulmarg
- 1 night on a houseboat in Srinagar, the summer capital of Kashmir
- 1 night in a 5-star hotel in Delhi on a B&B basis
- International and domestic flights
- Ski passes
- Advanced ski guide
- Assisted arrival and departure transfers
- Ampersand Travel can also assist with arranging private insurance

Betcha that client is starting to look keen now. Kashmir might be too adventurous even for them, but pulling this rabbit from the hat will ensure they'll come back to you next time they're looking for something with a wow factor.

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