

Press Release from Planet Ski

The National Snow Show at the NEC

Thousands of snowsport fans have been at the first ever National Snow Show that took place at the NEC, Birmingham this weekend. PlanetSKI was among them.

Skiers and snowboarders gathered for two days of speakers, retail brands, interactive features, entertainment and face-to-face access to resorts and destinations.

For many it is finally a chance to talk snowsports and look forward to the winter ahead after an 18-month layoff caused by Covid-19.

Now forgive me for being a little bit self-indulgent but as I passed by the Ellis Brigham stand the legend that is Dan Egan was signing copies of his latest book and caught my eye.

“Hey James, good to see you again. PlanetSKI is brilliant, I love it... keep up the good work. This show is great. We must have a ski next time you pass through on one of your US road trips.”

We have had plenty of reaction from PlanetSKI readers and this one kind of sums it up in our opinion:

[Tracey Hill commented](#)

“We thoroughly enjoyed our ski ‘fix’ really really missed last year and actually we travelled up from Kent with friends to visit the show.

“The talks were good and Dan Egan was a bonus.

Read the whole story at

<https://planetski.eu/2021/10/22/national-snow-show-this-weekend/>

