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Britain on Wednesday warned its skiers and snowboarders to avoid excess alcohol when taking to France's ski slopes, after a spate of drink-related deaths and serious accidents.

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More than thirty Britons died in Alpine accidents last year, half of whom were under 25. Many died because they underestimated the risk of drinking at a high altitude, British diplomats in the French city of Lyon said.

“Over the past years, we’ve noticed a rise in accidents in resorts linked to alcohol consumption, particularly accidents on the slopes, mostly among young people,” British ambassador Peter Westmacott told reporters when launching an anti-drink campaign.

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