



Press release: Monday 28th September 2009

**Soften the impact of the Euro with up to a third off Pierre & Vacances
this winter**

European ski accommodation specialist Pierre & Vacances is aiming to soften the impact of the Euro by extending its hugely popular summer 'Eurobuster' deal to offer to up to 35 percent off *all* ski resorts throughout the winter season. The major price fall is applicable for *all* dates throughout the winter season including the school holidays, Christmas and New Year.

The ski Eurobuster guarantees a minimum of 15 percent discount on all 120 of Pierre & Vacances' ski accommodation in the French Alps and Pyrenees, from budget apartments to chic hotels. This deal can also be combined with any other offer currently available for Pierre & Vacances products, including the early booking discount for holidays booked before 31st October, leading to savings of up to 32 percent. Pierre & Vacances ski accommodation will therefore be available for as little as £55 per person, per week – a third off the original price.

The offer is also valid on P&V's winter sun products including Hotels Latitudes, Residence MGM and most Maeva residences in Spain, the French Caribbean, and all French children's holiday villages.

The original Eurobuster deal was introduced to offset the poor Euro/Sterling exchange rate of early 2009, restoring prices to the average exchange rate in 2008. It was the success of this campaign that led Pierre & Vacances to extend the offer to its winter ski properties. The offer will be launched on Thursday 1st October and will remain in place until the end of the ski season in April 2010.

The Eurobuster deal is being introduced at an exciting time for Pierre & Vacances, which has recently announced the introduction of short ski breaks from one to four nights, aimed at giving maximum flexibility to holidaymakers.

For more information and to take advantage of the offer, please visit: <http://www.pv-holidays.com> and use promotional code 8258.

Ends

About Pierre & Vacances

Pierre & Vacances is the number one provider of holiday residences, villages and hotels all over France and is the European leader in ski accommodation. The Pierre & Vacances group as a whole has 120 ski residences and hotels in

over 40 major ski resorts across the French Alps and Pyrenees. These properties range from affordable, self-catering studio apartments through to luxurious four-star chalets and upmarket hotels using four brands: Pierre & Vacances, Maeva, Résidences MGM and Latitudes Hotels.

Further information

For further consumer information on Pierre & Vacances, please visit: www.pv-holidays.com or telephone: 0870 026 7144.

For trade bookings please visit: <http://trade.pv-holidays.com>

Visit the Pierre & Vacances blog at <http://blog.pv-holidays.com>

Follow Pierre & Vacances on Twitter at:

<http://www.twitter.com/pvholidays>

Media information and press trips

For media information and images or if you're interested in a press trip, please contact Susie Tempest or Jenny Groutage at The Saltmarsh Partnership on 020 7928 1600 or email susie/jenny@saltmarshpr.co.uk.

The Saltmarsh Partnership can also help source prices for flights, ferries and trains to Pierre & Vacances' accommodation.