

Press release: Monday 26th October 2009

Guaranteed snow or your money back on ski holidays with Pierre & Vacances

Following on from the success of Pierre & Vacances' popular 'sunshine guarantee' insurance policy this summer, the European accommodation specialist is now offering a 'snow guarantee' on all winter ski holidays. The policy allows holidaymakers the option of cancelling their ski holiday free of charge if snow conditions in resort are insufficient.

Cancellation applies if a lack or excess of snow entails the closure of over two thirds of the ski lifts normally in service, for a minimum of two consecutive days. A refund can be claimed within the five days preceding the departure date. The insurance policy is being offered in association with Europ Assistance, to offer a full refund on Pierre & Vacances ski holidays booked between the 19th December 2009 and the 10th April 2010. The policy, starting from €30 per booking, is applicable to all ski holidays booked at 'Pierre & Vacances' or 'Maeva' branded properties this winter.

The 'Snow Guarantee' is just another reason to book your winter ski holiday with Pierre & Vacances, as the company has also recently extended its 'Eurobuster' deal to offer at least 15 per cent off all ski holidays on all dates throughout the winter, including Christmas, New Year and the school half term holidays. The deal can also be combined with any other Pierre & Vacances offer currently available to lead to savings of up to 32 percent. For more information and to take advantage of the offer, please visit: <http://www.pv-holidays.com> and use promotional code 8258.

The 'snow guarantee' comes hot on the heels of the summer 'sunshine guarantee' which offered to reimburse sun lovers if their holiday to France was interrupted by more than four days of rain in one week.

For more information and further terms and conditions for the Snow Guarantee, please visit: http://www.pv-holidays.com/hu_ski_services_snow_guarantee.php

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.