



Pierre & Vacances

maeva



latitudes



Press release

## **Ski sales up by 17% with Pierre & Vacances as customers discover lesser-known resorts**

**London, 14<sup>th</sup> January 2010:** The recent cold snap in the UK has led to a surge in bookings for European ski accommodation specialist Pierre & Vacances, particularly in the lesser-known ski resorts across the Alps and Pyrenees, where sales have increased on average by 17%. Pierre & Vacances also believes that the recent snowfall across the country has encouraged families to book a trip to the slopes, with self-catering accommodation over February half term week in particular demand. Skiers, and particularly families, are advised to book as soon as possible to avoid disappointment.

Pierre & Vacances, which offers accommodation in over 40 ski resorts in the Alps and Pyrenees, as well as all over France, has this month seen an increase in bookings for properties in the lesser-known resorts, which offer large ski areas and more affordable ski packs and après ski activity. Pierre & Vacances properties in resorts such as Les Coches, Valloire and Valmeinier, Avoriaz and Les Carroz have reported increases in bookings at an average of +17% on previous years, indicating that customers may be willing to try slightly less well-known resorts in order to get the best value from their annual trip to the slopes.

Trading over the past two weeks has been particularly strong for Pierre & Vacances with January trading now on a par with last winter. Recent sales have also recorded an increase in holidays booked for later in the season, when rates are lower. British skiers may be hoping for an excellent season, like last year's, when the snow lasted well into the later months.

Sales for the end of March are already strong, with ski trips booked for the week before Easter (commencing 27<sup>th</sup> March 2010) being particularly popular. This week is classed as 'off peak' in France, but is a school holiday for much of the UK – thus British customers are taking advantage of being able to get a low season price for a holiday in a high season week.

Pierre & Vacances is also putting the recent increase in sales down to its current 'Beat the Euro' campaign, which aims to alleviate the poor Euro/Sterling exchange rate by offering at least 15 per cent off all ski accommodation across the Alps and Pyrenees. This deal is valid on all dates until the end of the season – including school holiday and Easter dates. Prices for a one-week break in Alpe d'Huez for example start from only £343 (previously £404) for a studio apartment sleeping two people at Pierre & Vacances Résidence Les Bergers in April 2010.

Snow conditions are currently excellent across the Alps with lots of fresh snow and cold temperatures reported, particularly in the Southern Alps in resorts such as Alpe d'Huez and Vars, where snowfall of up to 14cm per day is expected this week.

**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](http://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 Rebecca Genin or Jenny Groutage at The Saltmarsh Partnership on 020 7928 1600 or email [rebecca/jenny@saltmarshpr.co.uk](mailto:rebecca/jenny@saltmarshpr.co.uk).

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