



Pierre & Vacances

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Trade news release

May 20, 2010

Pierre & Vacances predicts summer of love for France!

French accommodation specialist Pierre & Vacances is placing bets on a bumper summer for UK holidays to France, as ongoing volcano and BA strike chaos makes fly-free holidays an increasingly attractive proposition.

Cathy Rankin, UK & Ireland Sales and Marketing Director, Pierre & Vacances reckons now is the time for agents to sell France: "Destinations in France that are well served by UK ferry ports are already seeing a surge in interest this year. Travellers have become nervous about booking flights following the recent ash crisis, on top of ongoing BA flight attendant industrial action. In particular, enquiries have increased for Normandy, Brittany and the Vendee region, which have convenient ferry links and offer excellent value.

"With Euro exchange rates now tipping in favour of Sterling, this is the perfect time for agents to sell France. Aside from providing a beautiful, cultural holiday, there are genuine bargains to be had. French fly-free holidays will offer minimum disruption for clients."

To help agents on their way, **France expert Cathy Rankin has put together her top tips for selling fly-free France on a budget this season:**

Drive to France:

- It gives you the freedom to explore France off the beaten track
- Cheaper fuel costs - diesel is up to 20 per cent cheaper on the continent!
- You can take as much luggage as you want – a huge incentive for those with small children
- Avoid the hassle of queues and security at airports
- Compared to the UK, you can enjoy roads that are relatively traffic jam free

Go self-catering and save:

- You can bring your own favourite low cost grocery essentials with you
- Soak up local culture and save money by shopping for cheese, meat and fresh locally grown veg at local markets
- Fill the car up with excellent good value wine and other edible goodies on the way home

- Dine out for less - you can still eat an amazing home cooked three course 'plat du jour' for under 10 Euros a head in rural France

No need to miss the World Cup

- All World Cup games guaranteed to be on the TV in France in June

Stunning scenery

- France has some amazing beaches - check out Brittany for beaches that rival the Med and Caribbean
- Check our TripAdvisor's Traveller's Choice Destination Awards 2010 – The top 25 France destinations – personal recommendations make all the difference in clinching a sale

Good availability during UK School breaks

- UK and French school breaks don't always coincide – you can actually still book discounted family-friendly accommodation at Pierre & Vacances Resorts during UK May half term which is during term time in France

For further details, or to make a trade booking, please visit <http://trade.pv-holidays.com> or call Marie MacDonald: 01273 560475.

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About Pierre & Vacances

Pierre & Vacances is the number one provider of holiday residences, resorts and hotels all over France. It offers over 45,000 self-catering apartments and hotel rooms throughout France, Spain, Italy and the French Caribbean through the main brands of Pierre & Vacances Residences, Pierre & Vacances Resorts and Pierre & Vacances Premium. The company also operates great value Maeva Residences in France, as well as Latitudes Hotels offering spacious bedrooms and top-class facilities. Pierre & Vacances also offers 30 'Adagio' city centre aparthotels across Europe, ideally located at the heart of cities such as Paris, Brussels, Berlin and Vienna.

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>

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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.

