



Pierre & Vacances

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latitudes

adagio

adagio

Press release

## €100 off your next Pierre & Vacances holiday with the new World Cup Lotto

**London, 8<sup>th</sup> June 2010:** Football fans staying at any Pierre & Vacances property in France, Spain or Italy this summer could be in with a chance of winning €100 off the price of their next holiday, thanks to a new World Cup Lotto launched today (Tuesday) by the self catering accommodation specialist.

World Cup fever will be hitting all Pierre & Vacances properties this summer with TV screens erected at every property to show all of the games throughout the competition. As an added extra, if France, Spain or Italy win a game when a Pierre & Vacances customer is staying in a property in the respective country, they will be given €100 off the price of their next holiday. The offer is valid for games played during the customers holiday dates with a €100 discount offered every time the host country wins a game during this period.

To enter, customers will need to visit the Pierre & Vacances Facebook page at <http://www.facebook.com/PVholidays> and enter their booking details. A voucher will then be sent to any winning customers upon their return to the UK.

The World Cup Lotto is being offered alongside two other Pierre & Vacances summer deals, including the 'Mega Offer' campaign which runs until the 21<sup>st</sup> June and gives customers summer holiday accommodation from as little as €5 per person, per night. The company is also offering up to €400 off its family-friendly holiday resorts in France, Spain and Sardinia this summer for all bookings made before the 3<sup>rd</sup> July 2010.

For further details, or to make a booking, please visit <http://www.pv-holidays.com> or call 0870 026 7144.

**Ends**

### 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](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/pvolidays>

### 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.