



Pierre & Vacances

maeva



latitudes



adagio

Press release

Normandy tops France bookings as passengers shun air travel

London, 26th July 2010: UK bookings to Normandy with France accommodation specialist, Pierre & Vacances are up by eight per cent compared with this time last year, with other regions in Northern France displaying a similar increase.

Picardy and Brittany are both also showing strong bookings in comparison with the rest of France.

Cathy Rankin, UK + Ireland Sales and Marketing Director said: "We are seeing a distinctive booking trend this year in favour of French holiday destinations easily accessed by car via good ferry and Eurotunnel links."

Pierre & Vacances' figures show bookings decreasing incrementally as car journey times from Calais increase. Traditionally popular destinations in the South have seen the biggest reduction in UK visitors this year.

Cathy continued: "The spectre of the ash crisis does still seem to be hanging over air travel, and Normandy in particular, is benefitting from the fall out."

Normandy Late availability

There is still time to book great value summer breaks in Normandy with Pierre & Vacances from the 31st July – 7th August 2010

For more information and deals please visit: <http://www.pv-holidays.com> or call 0870 026 7144.

Pierre & Vacances Premium Residence and Spa Houlgate, Normandy - 40 % saving

€822 (£693) per week for a one bedroom apartment sleeping up to four people from the August 14 2010. This price has been reduced from the published price of €1,370 (£1,155) per week.

Newly launched Pierre & Vacances Premium Houlgate is just 600m from Normandy's stunning Deuaville Bay. On site there is a large outdoor swimming pool and children's play area, as well as a health spa. Local attractions include the picturesque towns of Le Touquet and Trouville. <http://bit.ly/cXbvWl>

20 % reduction - Two weeks at the Pierre & Vacances Deauville Golf Resort, Deauville costs €1,646 (£1,387) for a one bedroom apartment sleeping up to four people from the August 14 – 28, 2010. This price has been reduced from the published price of €2,030 (£1,711) for 14 nights.

The Pierre & Vacances Deauville Golf Resort is a typical Deauville-style building that offers 151 spacious and comfortable apartments. On the edge of the Barrière de Deauville golf course, the resort lies just 2km from the town centre, in a peaceful, woody setting. Facilities include a large heated outdoor pool, a paddling pool, a jacuzzi, a children's play area and wi-fi internet connection in all rooms. <http://bit.ly/9OVgOf>

Pierre & Vacances Residence Omaha Beach, Omaha Beach - 39 % saving

€690 (£581) per week for a beach house sleeping up to five people from the August 14 – 21, 2010. This price has been reduced from the published price of €1,150 (£960) per week.

The Pierre & Vacances Omaha Beach is a newly constructed property perfectly located for exploring Normandy and Brittany, including the famous World War II D-day beaches, the town of Deauville and the renowned Mont St Michel. On-site you'll find two heated swimming pools, a sauna, children's play area and access to one of France's Top 50 Golf Courses - the International Omaha Beach Golf Club. <http://bit.ly/d5FnXo>

Pierre & Vacances Normandy Garden Resort, Branville - 20 % discount

€1,232 (£1,038) per week for a two bedroom house sleeping up to six people from the August 14-21, 2010. This price has been reduced from the published price of €1,540 (£1,298) per week.

The Pierre & Vacances Normandy Garden offers cottage-style houses and apartments built in the typical Normandy style (wood decoration, wooden shutters, slate or tile roofs), spread over a 10-hectare estate. For relaxation and leisure there is a covered tropical Aquatic Park and its swimming pools (with whirlpools, jacuzzi and children's pool), sauna, hammam, tennis and children's playground. <http://bit.ly/dsS1yo>

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 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.

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