



Pierre & Vacances

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Press release

**Pierre & Vacances launches 2010/2011 ski season
Featuring new properties and 20 per cent discounts**

London, August 31 2010: French ski accommodation specialist Pierre & Vacances is celebrating the launch of its new brochure for the 2010/2011 ski season. The brochure includes the introduction of the Pierre & Vacances Premium brand as well as the addition of two newly added properties. Accommodation prices, availability and early bird booking discounts of up to 20 per cent are also available via www.pv-holidays.com

Pierre & Vacances offers self-catering ski accommodation in over 40 top ski resorts in the French Alps and Pyrenees. The coming season sees **the launch of Pierre & Vacances Premium**, a brand that features eleven of the company's most stylish and spacious properties – many boasting spa facilities and heated swimming pools.

Two of the Premium properties are also **new additions to Pierre & Vacances** for 2010. Pierre & Vacances Premium Arc 1950 Le Village comprises eight luxury residences with apartments sleeping up to 10 people. On site facilities include free wi-fi, an outdoor heated swimming pool, a restaurant and a fitness suite. Prices start from £478 per week for a studio apartment sleeping two people.

Pierre & Vacances Premium Flaine Montsoleil Les Terrasses d'Eos is only the company's second property in Flaine, offering spacious apartments suitable for up to eight people. Facilities include a heated indoor and outdoor swimming pool, a fitness centre, restaurants and individual ski lockers. Prices start from £492 per week for a one-bedroom apartment sleeping up to four people.

To celebrate the launch of the ski season, Pierre & Vacances is also offering **early booking discounts** of up to 20 per cent on selected properties booked up to five months in advance. Savings of 15 per cent are valid on bookings made four months in advance and 10 per cent discounts are applicable to bookings made three months prior to arrival.

As an example, a two-bedroom apartment suitable for up to six people in the newly renovated Pierre & Vacances La Tania Christiana apartments, located in the Courchevel Valley of the Trois Vallees is priced at £1,139 in February 2010, a discount of 20 per cent from the original price of £1,424.

Ends

About Pierre & Vacances

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.