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Press release

Save up to 35 per cent on New Year ski accommodation with Pierre & Vacances

London, 13 December 2010: Ski accommodation specialist Pierre & Vacances is offering up to 35 per cent off its self-catering accommodation this New Year. The discount is available for seven night holidays from December 25/ 26 to January 1/ 2. Pierre & Vacances has also announced a range of short New Year breaks of two to five nights at incredible low prices at over 15 resorts from La Plagne to Avoriaz.

Arrivals for seven night stays are on Christmas Day or Boxing Day- perfect for those who fancy breaking away from stuffy English Christmas traditions and getting into the festive spirit, alpine-style, in stunning snow covered ski resorts. Record-breaking early snowfall, with more cold weather to come, also promises perfect skiing conditions for visitors to the Alps this December.

Below we have included a small selection of these fantastic discount deals – more offers are available by visiting www.pv-holidays.com/gb-en/ski-holiday-france_ms or calling 0870 026 7144.

Pierre & Vacances Residence Le Tabor, Valmeinier - SAVE 35%

A one bedroom apartment sleeping up to five people from December 25 to January 1 costs €637 (£535), originally €980 (£832).

The residence is made up of four wood-clad buildings designed in a typical Savoyard style. The rooms have exceptional panoramic views overlooking the resort from the balconies and boast flat screen televisions with four international channels. The ski lifts and shops are only 300 metres away.

<http://bit.ly/gVkulC>

Pierre & Vacances Residence Les Temples de Soleil, Val Thorens - SAVE 35%

A superior one bedroom apartment for up to five people from December 25 to January 1 costs €953 (£800), originally €1,467 (£1,232).

Set right on the slopes, close to the resort centre and its leisure activities, this residence boasts doorstep skiing from every building. It has its own shopping area with a restaurant, bar, mini market, newsagent and ski equipment rental shop. All apartments feature balconies, most with spectacular panoramic views over the mountain summits.

<http://bit.ly/dLQ51J>

Pierre & Vacances Residence Le Quartz, Belle Plagne - SAVE 30%

A one bedroom apartment sleeping up to four people from December 26 to January 2 costs €938 (£787), originally €1,340 (£1,125).

Residence Le Quartz sits in a quiet location just 15 metres from the slopes. The fully refurbished residence comprises a chalet built of wood and local slate that blends perfectly into the landscape. The south and south east facing apartments feature a balcony or open terrace with sun loungers and all the apartments have good quality amenities.

<http://bit.ly/gwMO5E>

Short breaks over New Year

For those who are short on time but still want to get a festive ski fix, Pierre & Vacances has also announced a range of short breaks over the New Year period from two to five nights. Below we have listed examples of four night short-breaks – more ideas are available by visiting www.pv-holidays.com/gb-en/ski-holiday-france_ms

Pierre & Vacances Residence Le Mont Soleil, Plagne Soleil

A studio apartment for up to four people from December 29 to January 2 costs €906 (£759) for a four night break

Just 100 metres from the ski lifts and shops, this deluxe residence enjoys a privileged location at the heart of the ski area. Split over two traditional chalets, these apartments feature either a balcony or a terrace.

<http://bit.ly/gwMO5E>

Pierre & Vacances Premium Residence Le Village, Arc 1950

A studio for two people costs €1500 (£1,257) for a four night break

This four star property is new to the Pierre & Vacances portfolio and 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.

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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 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 Jenny Groutage or Amelia Astley Birtwistle at The Saltmarsh Partnership on 020 7928 1600 or email jenny@saltmarshpr.co.uk / amelia@saltmarshpr.co.uk

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