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Press release

Dodge May half term price hikes with Pierre & Vacances

London, 10th May 2010: While other destinations in Europe bump up prices over the UK's May half term holiday, accommodation in France remains affordable, as French school break dates are different from those in the UK.

French self catering accommodation specialist Pierre & Vacances even offers discounts of up to €300 (£256) per week at its family-friendly holiday resorts during the peak school holiday periods, with week long breaks starting from as little as £294 for a family of four during May half term.

Cathy Rankin, UK and Ireland sales and marketing director explains: "Many families don't realise that they can save £££s by making smart travel purchases during UK school holidays. While some destinations have holidays that coincide with ours, the dates in France are often different. The May half term break is an excellent example where accommodation availability in France remains good and prices affordable.

"This year, to make the most of the deals that genuinely do exist during the half term breaks, we would advise researching ferry crossings at different times of the day, as well as looking at alternative ports for the cheapest options. And of course if you plan your holiday using a sea crossing, you don't need to worry about any flight disruption that might be caused by drifting volcanic ash!"

Below we have listed some of the best deals on offer at Pierre & Vacances properties across Northern France, including information on events and festivals taking place during half term. Unless otherwise stated, all prices listed below are for one week from the 29th May – 5th June 2010. For further details, or to make a booking, please visit <http://www.pv-holidays.com> or call 0870 026 7144.

Celebrate the 66th D-Day Anniversary in Normandy

With more cross-channel ferry routes than any other region, Normandy is a real gateway to France and from the 3rd – 7th June 2010, Normandy celebrates the 66th anniversary of the Allies' landing in 1944 with ceremonies and other commemorative events. Throughout the week, towns and cities throughout Normandy will be celebrating the anniversary with firework displays, guided walks, live music and celebratory picnics.

Accommodation: Pierre & Vacances Normandy Garden Resort is located just a few kilometers from the D-Day landing beaches and is currently offering discounts of up to €300 (£256) on apartments and houses booked during May half term week. The Resort offers free children's clubs, tennis courts, a children's playground and an indoor 'Aquaclub' with heated swimming pools, whirlpools, jacuzzis and waterslides. A three-bedroom cottage sleeping up to six people starts from €640 (£545) for the week.

Transport: Normandy Garden resort is located just 30 minutes from Caen port, which has direct ferries from Portsmouth with Brittany Ferries. Ferry fares on the 29th May and 5th June 2010 start from £168 each way for a family of four plus one car.

Take part in the La Rochelle Cavalcade in Vendee

Every year, the historical seaside town of La Rochelle hosts a 'Cavalcade' over one weekend. This year's festival takes place on the 29th - 30th May 2010 and features fanfares, parades and live music. The family festival is particularly popular in the evenings, where a night parade of floats light up the streets of La Rochelle.

Accommodation: Pierre & Vacances Port Bourgenay Resort lies at the heart of the Vendee region and acts as a great base for exploring La Rochelle and the area. The Resort is currently offering discounts of up to €260 (£223) on apartments and houses booked during May half term week. The resort is set over a 90-hectare site and offers free children's clubs, a nine-hole golf course, and aquatic centre with three swimming pools and a local beach, accessible on foot. Prices for a three-bedroom house sleeping up to six people start from €505 (£432) for the week.

Transport: Port Bourgenay is approximately four hours from Roscoff ferry port, which has direct ferries from Plymouth and Cork with Brittany ferries. Ferry fares on the 29th May and 5th June 2010 start from £202 each way for a family of four plus one car. Alternatively, Rail Europe offer trains from London to Trouville, via Paris, for £87pp each way.

Enjoy a break with nature in Picardy

The Picardy coastline is a fantastic choice for a nature escape this May half term with opportunities for bird and seal watching at the Marquenterre Ornithological Park. The area is ideal to explore by bicycle, on horseback or even as part of a sea-kayaking trip.

Accommodation: Pierre & Vacances Belle Dune Resort is the Pierre & Vacances groups' largest holiday family holiday village. The 250-hectare lakeside eco site is totally traffic-free and accessible via a number of pedestrian and cycling trails. The park boasts access to the local Belle Dune Golf Course and also features an outdoor 'Aquaclub' water park, tennis courts, mini golf and archery. Children will also have free access to the children's clubs which run an 'eco'liday' programme in conjunction with the WWF to provide a fun and educational club where children can learn about the environment. A three bedroom house suitable for up to six people is €500.50 (£425) for the week – €270 off the original price.

Transport: Belle Dune is just forty minutes from Calais ferry port, with regular services from Dover with P&O Ferries. Ferry fares on the 29th May and 5th June 2010 start from £45 each way for a family of four and one car.

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/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.

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