

Press release

Pierre & Vacances launches new 'France Fantastique!' campaign with up to 40 per cent off early summer holidays

London, 7 March 2011: Pierre & Vacances, leader for holiday accommodation in France, has launched a brand new money saving campaign, with up to 40 percent off early summer holiday bookings - including May half term.

The 'France Fantastique!' campaign offers a guaranteed 25 per cent saving on selected Pierre & Vacances and Maeva properties, for stays during April – early July. Additional early bird and long stay discounts can result in savings of up to 40 per cent.

Pierre & Vacances' popular family-friendly Resorts are included in the deal and are the perfect option for families with young children. The Resorts, which are dotted all over France, including Normandy, Brittany and Saint Tropez, are car free villages in incredible coastal or rural locations with shops, restaurants, swimming pools and aqua parks on site.

On top of these rock bottom prices, the Resorts also offer free kids clubs for three to 18 year olds from April to early July. The clubs are supervised by professional child carers who organize safe, age relevant activities including sports tournaments and coaching, mini golf, trampolining, circus training, drama lessons and an end of week show.

The 'France Fantastique!' deal is available for stays from April to mid July and must be booked before April 22. Below are outlined a number of examples of the campaign, which goes live on March 8 at http://www.pv-holidays.com/gb-en/resorts_ms

Pierre & Vacances Resort Lacanau, Atlantic Coast- 40 percent off

A one bedroom house sleeping up to five people from 2-16 July is **reduced by 40 percent** from €2,760 (£2,340) to €1,656 (£1,404).

Lacanau is a 4.6 hectare family resort set in the heart of a vast pine forest, freshwater lake and dune area. The resort lies just two kilometres from the Atlantic Ocean and is 55 kilometres from the city of Bordeaux. Onsite there is a huge water park and separate children's pool and opportunities to play golf at two nearby courses. Day excursions mountain biking and horse riding are also available.

Pierre & Vacances Resort Belle Dune, Picardy- 36 percent off

*A three bedroom house sleeping up to eight people from 9-16 July is **reduced by 36 percent** from €1690 (£1,435) to €1077 (£915).*

Belle Dune Resort is a lakeside eco-village nestled in an area of sand dunes and pine trees in Northern France and is one of Pierre & Vacances largest resorts. The 250-hectare site is traffic-free and accessible via a number of pedestrian and cycling

trails. The resort has an outdoor 'Aquaclub' water park with a heated pool, wave area, waterslides and whirlpool spas and tennis courts, mini golf, pedalos on the resort lake, archery and access to the 18 hole Belle Dune Golf Course (ranked amongst the top ten courses in France), The park is just a forty-minute drive from Calais ferry port.

Pierre & Vacances Resort Cap Esterel, South of France- 33 percent off

*A one bedroom sea view apartment sleeping up to five people from 28 May to 4 June (May half-term) is **reduced by 33 percent** from €850 (£720) to €569 (£483).*

The 210-hectare resort overlooks the Mediterranean and is perched on a red rock hillside. The resort is surrounded by a purpose-built golf course and gardens and is just 30 minutes away from the white sandy beaches of Cannes. Onsite facilities include three large swimming pools with wave machines, two children's pools, a small farm, tennis courts and bicycle hire.

For more details please visit www.pierreetvacances.co.uk

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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 and Spain, 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.pierreetvacances.co.uk 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/pierreetvacances>

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.