

Press release

### **Pierre & Vacances launches ski sales for 2011 / 2012**

**London, 20 June 2011:** While most Brits are reveling in sunny temperatures, French self catering accommodation specialist Pierre & Vacances is gearing up for an exciting winter and is pleased to announce the start of ski sales for the 2011/2012 season. Ski enthusiasts are now able to book great deals on their winter ski accommodation at [www.pierreetvacances.co.uk](http://www.pierreetvacances.co.uk)

Pierre & Vacances provides self-catering accommodation in over 40 top ski resorts in the French Alps and Pyrenees, offering affordable and comfortable apartments in the heart of the action. To celebrate the launch of ski bookings for 2011, the company is 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.

In 2011, Pierre & Vacances will also once again be offering its '**snow guarantee**' policy on all winter ski holidays, allowing holidaymakers peace of mind with the option to cancel their ski holiday free of charge if snow conditions in resort are insufficient up to five days prior to departure.

For those wishing to take advantage of the early booking offers, Pierre & Vacances is pleased to announce a range of **new products for 2011**, including three properties in the redeveloped resort of Avoriaz; one new addition to the company's 'Premium' portfolio; brand new spa facilities in Arcs 1950 and Avoriaz 1800; and refurbishments in resorts including Val Thorens, Le Tania and Val d'Isere.

The three new properties in Avoriaz are among the first new build apartments created in the French resort since its conception by Pierre & Vacances in 1967. The three developments - Pierre & Vacances Les Crozats, Maeva Electra and Pierre & Vacances Premium L'Amara - collectively boast more than 470 rooms and will open this December. The Premium L'Amara property will also feature a state of the art 'Deep Nature Spa' by Algotharm.

For more details or to make a booking please visit [www.pierreetvacances.co.uk](http://www.pierreetvacances.co.uk) or call 0870 0267 144.

**Ends**

#### **About Pierre & Vacances**

Pierre & Vacances is the number one provider of holiday residences, resorts and hotels all over France and is the European leader in ski accommodation. The Pierre & Vacances group features 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 using the following brands: Pierre & Vacances Residences, Pierre & Vacances Premium, Maeva and Latitudes Hotels. NB Pierre & Vacances Premium incorporates properties formerly known by the Residences MGM and Intrawest brands.

#### **Further information**

For further consumer information on Pierre & Vacances, please visit: [www.pierreetvacances.co.uk](http://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](mailto:jenny@saltmarshpr.co.uk) / [amelia@saltmarshpr.co.uk](mailto:amelia@saltmarshpr.co.uk)

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