

Press release

Pierre & Vacances property awarded France's first five star ranking under new tourism classification

14 July 2011: Ski accommodation specialist Pierre & Vacances is delighted to announce that the Pierre & Vacances Premium Les Terrasses d'Eos in Flaine Montsoleil in the French Alps is the first self-catering property to be awarded a five star ranking under France's new classification scheme for tourist accommodation.

Following the revision of the classification standards of apartment hotels across France, a new category has been developed: five star 'Tourist Residences'. The classification is awarded to those properties that show exceptional service, facilities and standards of accommodation.

The Pierre & Vacances Premium property in Flaine-Montsoleil has become the first property to be listed in this category having met the 175 requirements. The property will maintain its five star ranking for a period of five years.

Karine Morot-Gaudry, director of marketing & communication at Pierre & Vacances Premium comments: "We are proud to be the first major player to get this ranking, which provides guarantees of a high level of service and comfort to our customers and also rewards the work of our team."

Pierre & Vacances Premium Flaine Montsoleil is located in the Grand Massif area, 1,700 metres above sea level. Boasting 122 apartments, from one to three bedrooms, the property also features a heated indoor and outdoor swimming pool, a fitness centre, restaurants and individual ski lockers. Prices for winter accommodation start from €670 per week for a one bedroom apartment sleeping up to four people.

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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.pierreenvacances.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/pierreenvacances>

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.