

Press release

Pierre & Vacances launches 2011/2012 ski brochure - unveiling brand new properties

5 September 2011, London: French ski accommodation specialist, Pierre & Vacances, has released its 2011/2012 winter brochure which features brand new ski properties and spas opening in December 2011. The brochure also reveals early booking discounts of up to 20 per cent, no admin fees for online bookings made before 31 October 2011, cheaper February half term prices than in 2011 and a snow guarantee.

The three new residences are the latest additions to the popular sustainable resort of Avoriaz, which opened in the 60s as the first ski resort of its kind – built with the natural habitat in mind and with pedestrianised streets. The new residences will open their doors for the first time this December and combined offer 470 ski apartments.

The first property is the five star **Premium L'Amara** residence with spacious, modern apartments, ski-in-ski-out facilities and a cardio-training room, swimming pool, spa and day nursery. The second is the Pierre & Vacances four star **Les Crozats** residence which lies in the heart of Avoriaz featuring ski-in-ski-out facilities, a cardio training studio and sauna/steam room. The third new property is the three star **Maeva Electra** residence which has funky apartment interiors and views over Avoriaz and the Morzine Valley.

'Deep Nature Spas' by leading French marine beauty brand Algotherm will open in the L'Amara district in Avoriaz and in Pierre & Vacances Premium Le Village in Arc 1950. Both new spas offer multiple treatment rooms, saunas, Jacuzzi's, swimming pools, relaxation rooms with fireplaces and mountain views.

Early booking discounts of up to 20 per cent are available for stays booked by 31 October 2011 for departures before 3 March 2012 and for bookings made by 15 December 2011 for departures from 10 March until 21 April. Peak periods are excluded from this offer.

February half term prices for 2012 are up to 19 per cent cheaper than in February 2011. For example, a week's stay in a one bedroom apartment sleeping four people at Pierre & Vacances Le Tikal in Val Thorens in February half term 2012 (11-18 February) costs £1,663 which is a reduction of £324 (a 19.5 per cent reduction) from the 2011 price.

Bookings affected by bad weather are covered by a snow guarantee which is free. A full refund of the accommodation and any extras such as ski lessons are refunded in the event of a lack or excess of snow prior to the holiday departure date. There are some date restrictions - for full terms and conditions visit www.pierreetvacances.co.uk.

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 and Maeva. 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 or telephone: 0870 026 7144.

For trade bookings please visit: <http://to.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.