

## Press release

### Lower prices on February half-term ski accommodation in 2012

**24 October 2011, London:** February half-term ski holidays don't need to break the bank as ski accommodation specialist, Pierre & Vacances, sees price differences of 33 per cent from last season due to the unusual calendar year. The company has self-catering apartments, which sleep from two to ten people, in 40 resorts across the French Alps and Pyrenees.

Lower prices for the half term holiday are available at a range of Pierre & Vacances properties. This is due to the 2012 half term week of 11-19 February being classed as off peak or 'term time' in France. The UK is one of the only European countries (alongside Denmark) which have half term during this period. Visitors will therefore be able to enjoy off peak prices and less crowded pistes, restaurants and bars.

For example, the price of a one bedroom apartment sleeping up to four people at *Pierre & Vacances Les Terrasses d'Azur* in Isola 2000 costs £674 which is 33 per cent cheaper than February 2011. The price is just £24 per person per night. The fully equipped apartments at Les Terrasses d'Azur each have a balcony or terrace and access to the ski lifts and resort centre via a free funicular railway.

Cathy Rankin, UK & Ireland Sales and Marketing Director, adds, "*In 2012, the UK should make the most of its advantageous calendar to get the best value for ski holidays. During February half term and the first week of the Easter holidays the British market will pretty much have the whole of the Pierre & Vacances portfolio to themselves, as the rest of Europe is still in term time.*"

*"Also, there has already been heavy snowfall at high altitude resorts in the Alps which makes us hopeful that the ski conditions will be much better than last year."*

In addition to modern, comfortable apartments Pierre & Vacances offers its guests preferential rates on lift passes and ski equipment which are both pre-bookable. It also provides all bookings with a **snow guarantee** and offers a full refund in the case of too much or too little snow. \*

\*= Terms and conditions apply

**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](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.