

Summer holidays go live with Pierre & Vacances

Early booking savings available up to 35 per cent!

26 December 2011, London: Summer holidays at over 45,000 apartments throughout France and Spain can be booked from today with the launch of the new Pierre & Vacances 2012 brochure. Product highlights for the self-catering accommodation giant include early-bird booking discounts, a new waterside residence in Brittany as well as enhanced facilities plus new regional activities added to its soon-to-be re-branded Resorts.

Bargain breaks in France and Spain should be snapped up early with 35 per cent savings possible by combining long-stay and early booking discounts.

Early booking and long stay offers

The early bookings offers are available **for up to 13** night stays for bookings made before 31 March 2012 for holidays from April to August and until 31 May 2012 for holidays from September to November. Long stay discounts are valid on stays of 14 to 20 consecutive nights. Discounts are as follows:

- **Maeva**- up to 20 per cent off for early booking/ up to 15 per cent off for long stay
- **Pierre & Vacances Residences**- up to 20 per cent off for early bookings/ 10 per cent off for long stay
- **Pierre & Vacances Resorts**- up to 15 per cent off for early bookings/ 10 per cent off for long stay
- **Pierre & Vacances Premium**- up to 15 per cent off for early bookings/ 10 per cent off for long stay
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The offers exclude peak holiday dates of 14 July- 24 August 2012.

The Pierre & Vacances summer portfolio offers exciting new additions and discounts for 2012. Full details of the summer portfolio from Pierre & Vacances can be seen at: <http://bit.ly/sofXcw>

New residence

Le Coteau et la Mer in Douarnenez, Brittany is the latest addition to the Pierre & Vacances summer portfolio. The waterfront residence is located 50 metres from Les Sables Blancs Beach and has 64 one to two bedroom apartments, sleeping up to seven people, many of which have panoramic views of Douarnenez Bay. Guests will have access to the residence's heated swimming pool which faces the sea and a solarium. There is also a Thalassotherapy centre just a few minutes walk from the apartments where treatments can be pre-booked.

Highest waterpark in Europe

A brand new water park, **Aquariaz**, is to open in the Alpine resort of Avoriaz - the birthplace of Pierre & Vacances - in May 2012. Designed by Center Parcs Europe, it will be the largest water park at high altitude in Europe.

The conservatory style aqua park will cover 2,000 metres squared with large swimming pools, flowing rivers, hot tubs, water slides, a wading pool and a climbing wall. The entire area will be decorated with plants and trees to invoke a tropical atmosphere and floor to ceiling windows will allow panoramic views of the Portes du Soleil area.

New ‘Holiday Village’ branding

From January 2012, Pierre & Vacances 13 Resorts across France and Spain will be re-branded to Holiday Villages with the aim of providing guests with further on site facilities, à la carte services and integrated regional activities.

Key new features include **a five free activities pass** available per booking ranging from bike hire to discovering circus skills and more free activities for the whole family including fitness sessions, sports tournaments and evening shows. Pre-bookable children’s clubs are offered and improved baby kits will be available including items such as a night light and mosquito net. Further details on the Holiday Villages can be seen at http://www.pv-holidays.com/gb-en/resorts/early-booking-offers_os

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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://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/pierreenvacances>

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. Pierre & Vacances also has 30 ‘Adagio’ city centre aparthotels across Europe, ideally located at the heart of cities such as Paris, Brussels, Berlin and Vienna.

Sustainable action

Pierre & Vacances is committed to sustainable action and adopted the tagline ‘Nature deserves a break’ in 2009. It seeks to reduce its CO2 emissions and abide by ‘green’ initiatives by building new residences with environmentally friendly designs. Preserving natural resources also takes high priority with emphasis on water management systems and promoting local produce in all destinations. Pierre & Vacances is also an engaged social leader with employee and customer programmes

designed to improve awareness of protecting the environment such as the 'ecolidays' initiative.

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/amelia@saltmarshpr.co.uk.