



Irish holidaymakers to benefit from poor Sterling – Euro exchange rate

26 May 2009: This summer, Irish travellers can save up to 45% as part of a campaign to help the British beat the poor Sterling to Euro exchange rate. Leading accommodation provider P&V is offering Brits discounted hotels, self-catering apartments and family holiday villages for 2008 prices. Irish customers will also be eligible for these discounts. The offer is available on all P&V properties* on all dates – including the school summer holidays.

The European accommodation specialist has launched the ‘Eurobusting’ campaign for the whole of this summer basing its prices on the Euro to Sterling exchange rate of summer 2008 (£1 to €1.28), when holidays were around 22 per cent cheaper than earlier this month. Irish customers will therefore reap the benefits of the weak pound by receiving at least a fifth off the current Euro rate for their summer holidays.

Full details are available at: http://www.pv-holidays.com/beatstheeuro_ms using the promotional code 8258.

These latest deals can also be combined with any other P&V offer currently available, including the 15 per cent early booking discount or the 20 per cent discount on stays over two weeks. Again, more details can be found by visiting: http://www.pv-holidays.com/beatstheeuro_ms

The offer gives a minimum 22 per cent reduction on all properties in the P&V portfolio, including family-friendly holiday villages on France’s Atlantic coast, beach apartments in Spain and hotels in the Alps. The offer is valid on all holidays until 7th November 2009.

But in some cases, the savings can be even bigger. For example, one week in July in a three bedroom house sleeping up to six people at the Pierre & Vacances Port Bourgenay Holiday Village would normally cost €2,040, but with a Eurobuster discount, the price goes down to just €1591.20.

The Eurobuster deal can also be used in conjunction with other offers, including the long-stay discount of 20 percent for holidays of two weeks or more. Two weeks at the same house in Port Bourgenay with a 20 percent long stay discount and a Eurobuster discount, therefore costs just €2633.28 - a saving of €1586.72.

This holiday village is in a superb location for a family holiday in the Vendee region of France. Located 9km south of Les Sables-d’Olonne, the 90-hectare car-free village offers numerous activities for all ages, ranging from a nine-hole golf course, an aquatic centre with three swimming pools, six tennis courts, a central lake and a

beach accessible on foot. Free children's clubs are included in the price and preferential rates at the Bourgenay golf course are also available to all guests. To see videos of the property, please visit: <http://www.youtube.com/watch?v=sh5uFpFHQmY>

All prices quoted are for accommodation-only basis. For more information and to access the offers, please visit: http://www.pv-holidays.com/beatstheeuro_ms.

* Offer excludes Adagio City Aparthotels.

Ends

About P&V

P&V (also known as Pierre & Vacances or PV-Holidays) is the number one provider of holiday residences, villages and hotels all over France. It offers self-catering and hotel holidays in France, Spain, Italy, Morocco, Tunisia, Switzerland and the Caribbean through its five brands: Pierre & Vacances, Maeva, Residences MGM, Latitudes Hotels and Adagio City Aparthotel.

Further information

For further consumer information on P&V, please visit: www.pv-holidays.com or telephone: 33 (0)1 58 21 55 84

Visit the P&V blog at <http://blog.pv-holidays.com>.

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