



Press release: Wednesday 22<sup>nd</sup> July 2009

### **Guaranteed summer sunshine or your money back with P&V**

Leading European accommodation provider P&V is offering to reimburse sun lovers if their holiday to France is interrupted by more than four days of rain in any one week, as part of its insurance cover for summer 2009.

The 'Sunshine Guarantee' is being offered in conjunction with insurance company EuropAssistance and will give customers staying at any Pierre et Vacances property in France up to €150 if their holiday is affected by bad weather. The insurance company will analyse satellite photographs taken by the French national weather bureau to assess claims. Policyholders will then be informed by telephone, text or email if they are liable for compensation.

The 'Sunshine Guarantee' costs €67 per booking and includes multirisk cover. The policy is for bookings at all 75 Pierre et Vacances properties in mainland France, including family holiday villages in Normandy, beach properties on the Côte d'Azur and self-catering apartments in the Loire Valley.

Pierre et Vacances is one brand of accommodation within the P&V group. It offers comfortable and spacious apartments, houses, villas and holiday villages across France, Spain and the French Caribbean and is the largest brand in the P&V portfolio.

The 'Sunshine Guarantee' is just another reason to book your summer holiday with P&V. This summer, P&V also launched a 'Eurobuster' campaign which gives all customers at least 22 per cent off all P&V properties\* on all dates until November 2009. The deal can also be combined with any other P&V offer including the 15 per cent early booking discount and the 20 per cent long stay discount for holidays of two weeks or more. For more information, please visit: [http://www.pv-holidays.com/beattheeuro\\_ms](http://www.pv-holidays.com/beattheeuro_ms)

Cathy Rankin, sales and marketing manager at P&V comments: "Nearly a third of our UK customers have already signed up for our Sunshine Guarantee insurance policy. We hope that more customers can take advantage of this offer before travelling this summer. Since the UK has experienced poor summers for the last few years, Brits like the peace of mind that is offered in knowing they will be compensated if the weather abroad is a complete wash out.

"We offer a similar policy for our ski properties in the winter with our 'snow guarantee,' whereby guests can receive a full refund five days prior to their ski trip if less than 35 per cent of the resort is open."

The 'Sunshine Guarantee' insurance is offered on P&V's Pierre et Vacances properties in France only and is available for all holidays taken before the 12<sup>th</sup> October 2009. For more information, please visit: <http://www.pv-holidays.com>.

\* 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](http://www.pv-holidays.com) or telephone: 0870 026 7144.

For trade bookings please visit: <http://trade.pv-holidays.com>

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

Follow P&V on Twitter at <http://www.twitter.com/pvholidays>

**Media information**

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