

Press release: 18<sup>th</sup> September 2008

## **PV-Holidays launches new online advertising campaign**

PV-Holidays, the largest provider of ski apartments and hotels in the French Alps, launches a new ski advertising campaign today. The online campaign will run from September 2008 until the end of January 2009 across a number of websites including Cheap Flights, TripAdvisor and Snow Forecast. It will take on a number of rich media formats including videos and expandable banners, as well as more traditional banner formats.

PV-Holidays has the largest range of ski accommodation in France with 98 apartment residences and hotels in 41 resorts and has recently greatly invested into upgrading its mountain product range. Specific messages will communicate PV-Holidays' numerous strengths including doorstep skiing at over 70 per cent of its residences, on-site ski hire and luxury swimming pools and spa treatments, which are available at PV-Holidays' MGM residences.

The online advertising campaign falls under a major branding campaign for the year to increase traffic and bookings across both the trade and consumer sectors. Future campaigns are planned this year for both the short and summer holiday markets

As well as ski products, PV-Holidays also offers a vast range of all standards throughout France, Italy and Spain. Overall, it has more than 40,000 apartments and hotels rooms in over 200 destinations throughout France. This includes 16 multi-activity holiday villages and 20 city aparthotels.

### **About PV-Holidays**

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. The vast range includes everything from simple two star budget apartments to multi-activity centres and comfortable four-star residences and hotels with excellent facilities.

### **Further information**

For further consumer information on PV-Holidays, please visit: [www.pv-holidays.com](http://www.pv-holidays.com) or telephone: 0870 026 7144.

For further trade enquiries, please go on <http://trade.pv-holidays.com> or telephone 01273 560475.

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