

Press Release: 28 October 2008.

PV-Holidays at World Travel Market

PV-Holidays, the European specialist in self catering accommodation, will be appearing at World Travel Market between the 10th and 13th November 2008 and would like to meet with all trade contacts, agents, operators, MICE specialists and bedbanks.

PV-Holidays will have its own booth at the Maison de la France stand (EM420) and is inviting potential clients and partners to meet with them, without an appointment, on Wednesday 12th and Thursday 13th November to discuss future business ventures.

PV-Holidays' appearance at World Travel Market comes at an exciting time for the company as it has just celebrated its 40th birthday and continues to develop its offerings in many major European cities. So far this year for example, PV-Holiday's Adagio brand has opened four new city apart-hotels in Strasbourg, Basel, Annecy and Paris. Listed on the French Stock market, the company has an annual turnover of €1.4 billion and welcomes over 6.6 million guests through its portfolio of properties annually.

The operator, also known as Pierre et Vacances, aims to build its brand and customer base in the UK, positioning itself as the leading provider of self-catering holidays to France and the Mediterranean. The vast range includes everything from simple two star budget apartments to multi-activity holiday villages and four star luxury hotels in some of Europe's finest cities.

Ends

Further information

For further consumer information on PV-Holidays, please visit: 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.

For media information and images, please contact Susie Tempest or Jenny Groutage at The Saltmarsh Partnership on 020 7928 1600 or email susie/jenny@saltmarshpr.co.uk

Become a fan of PV-Holidays on Facebook!