

Press release for ABTOF Big Lunch: 24th November 2008

Latest news from PV-Holidays

PV-Holidays is the leading provider of self-catering holiday residences, villages and hotels all over France. Please see below for the latest news and offers:

1. Press trips

If you already have a commission to write a feature on France then PV-Holidays would be happy to provide accommodation throughout many parts of the country. PV-Holidays is willing to arrange both individual and group press trips for a wide range of publications. Most accommodation is available year-round and includes locations in the mountains, in major cities and along the coast. To arrange an individual or group press trip, please contact Jenny Groutage at The Saltmarsh Partnership on 020 7928 1600 or email jenny@saltmarshpr.co.uk.

2. Late availability for Christmas breaks in the snow

PV-Holidays' luxury Residence MGM brand is offering great last minute deals on many of its ski properties between 20th – 27th December 2008. The properties, all based in prominent ski resorts including Chamonix, Arc 1800 and Les Houches, offer savings of up to €100 for those wanting to spend Christmas on the slopes. A one-bedroom apartment sleeping four people at the popular La Ginabelle property in Chamonix can now be booked for £1045 per apartment for Christmas week, which works out at just £262 per person.

PV-Holidays is also able to provide budget ski accommodation, with prices from as little as £60 per person for a week's stay at PV-Holiday's Residence L'Aiguille in Chamonix.

3. New online advertising campaign

PV-Holidays has launched a new online ski advertising campaign. Running online until the end of January 2009, the adverts will be shown 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.

4. New sales manager appointed at UK head office

PV-Holidays has appointed a new sales manager to drive sales amongst UK retailers. Marie McDonald joins PV-Holidays with a strong background in travel sales with over 15 years experience in the industry working with TUI, British Airways Holidays and Inspirations Holidays. Marie joins the team in PV-Holiday's Brighton office and will also be working closely with the team in Paris.

5. PV-Holidays launch blog and Facebook page

PV-Holidays has increased its presence online with the launch of both a blog and a Facebook page. Recent blogs, which can be found at <http://pv-holidays.blogspot.com/> include the top ten family-friendly ski resorts, virtual

tours of PV-Holidays properties and hints and tips from loyal customers. The Facebook group has also been set up to give 'fans' of the operator an opportunity to discuss their favourite locations.

6. The France Show 2009

PV-Holidays will be exhibiting at The France Show from the 9th-11th January 2009 at Earls Court and is offering visitors to its website free tickets before the 30th November 2008.

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