

FRANCE

yes, you can

Innovations keep the ABTOF website
www.franceyesyoucan.com at the forefront of travel sites

France is the obvious choice for UK holidaymakers wanting a foreign holiday that won't break the bank. It's very easy to get to, with a multitude of low cost airline routes. However, there simply is no need to fly and hire a car unless you particularly want to. Just load up your own with whatever you fancy taking and use one of the many modern, fast and comfortable ferry services. Or let the train take the strain. Whichever way, this is a simple step for anyone who wants to shave pounds off the cost of their holiday.

To make booking easier, we've added **two new services** to our highly regarded website, www.franceyesyoucan.com. The first is an **online brochure rack**, which has almost 60 current brochures in it with more added almost daily. All can be read in a page turning format and are fully searchable by region, holiday type, activity or your own search term (eg Provence or Vendee). You can also download them. Best of all, you can add relevant pages from different brochures to a personal selection and download/print them from there. **Your own, personalised brochure.**

Don't forget that booking with a reputable and bonded tour operator, such as the members of ABTOF, means you will also pay for the majority of your holiday costs in Sterling, so you needn't worry about the exchange rate until you're thinking about *un sandwich* on the beach or a *bière* in the square.

The second addition is, we believe, unique in the travel industry. **Our website now talks to you** and works with all accessibility hot keys. This is obviously great for anyone with a degree of visual impairment (you can also increase font sizes). However, if you've ever scan read a website because you're trying to do something else you'll know that this could be a great way of doing two things at once. Click the Text Reader box on a page and either highlight some text and click play, or run your mouse over it. Plus, you can change the language for an instant translation- useful for holidaymakers who have English as a second language.

Finally, **exclusively for the press**, we are very pleased to announce that our members handbook is available as an online page turning brochure again. It's all fully hyperlinked so searching for and contacting members has never been easier. The handbook can be found at
<http://budurl.com/handbook>

ABTOF is The Association of British Travel Organisers to France. Media Enquiries only:
Patrick Daly. 07813 344 810 patrick@abtof.org.uk



19th February 2009

FAMILY HOLIDAYS IN FRANCE FROM £313 WITH CANVAS HOLIDAYS

Families can still enjoy a great holiday in France together this year despite the current economic climate with Canvas Holidays' seven nights for the price of four offer – plus a free massage to help release the stresses of the daily grind.

The offer - valid on stays with a minimum of seven nights for arrivals onsite on or before the 26th June 2009 - is available at the Michelin '4 red tent' awarded Sologne Parc des Alicourts site in the Loire Valley, France. Set in a glorious lakeside location this site has an excellent pool complex and sports facilities such as tennis, golf, football, volleyball, basketball. There's also a luxurious spa centre - where the free massage treatment will take place – with a sauna and a Turkish bath.

A seven night holiday at Sologne Parc Des Alicourts, Pierrefitte, Loire, France for arrivals onsite on 23rd May costs from **£313 per family** with accommodation for two adults and all children in a fully equipped Maxi tent. This price applies to bookings made by 31st March '09 and includes a return midweek Dover to Dunkerque ferry crossing for a car and passengers. The same holiday with accommodation in a two bedroom mobile home costs from **£373 per family**.

For more information on Canvas Holidays see www.canvasholidays.co.uk or call 0870 192 1159.

-Ends-

Editor's Note

Canvas Holidays was the first tour operator to offer package mobile home and camping holidays to Europe over 40 years ago, and today is one of the UK's leading camping and outdoor-living tour operators with 100 sites across 9 European countries including Austria, Switzerland, Italy, France and Holland.

Media Enquires: For further information please contact James Watts, Rebecca Shay or Candice Wagener at Siren PR on 020 3008 6280 or e-mail: james.watts@sirenpr.co.uk, rebecca.shay@sirenpr.co.uk or candice.wagner@sirenpr.co.uk

Press release

25 February 2009

FRANCE IS FAVOURITE FOR AFFORDABLE FAMILY HOLIDAYS

August holidays with siblu start from as little as £572

Families searching for a great value summer holiday will find self-catering in France difficult to beat this year, with savings of up to £150 available on sunshine breaks through siblu holidays (www.siblu.com; 0871 911 7777).

Siblu offers 20 outstanding holiday parcs in destinations as diverse as Calvados in Normandy and Frejus on the Cote d'Azur, with August prices from as little as £572 for a seven-night family stay (based on return Dover-Calais ferries and seven-nights accommodation, from 23 August at Domaine de Kerlann in Brittany).

Siblu parcs are packed with pools, leisure facilities and children's clubs that are totally free to use, making them a great value choice for parents with active kids.

Families can explore local towns and attractions for little cost, with activity ideas as wide-ranging as hiring a GPS loaded with tourist information in the Vendée (rent from Le Bois Masson for just €9 per day) to riding lessons through the forests and along the coast of Charente Maritime (book through La Pignade from €15).

Most siblu holiday homes come with free barbecues and fully equipped kitchens, which makes self-catering simple. This gives families a great excuse to roam around many of France's local farmer's markets, where mouth-watering fresh produce is cheap to buy.

Kate Locke, siblu sales and marketing director says: "A recent survey from Co-Op Travel group shows that holiday prices to Turkey, Spain, Egypt and the US are rocketing by up to 40% (and an average of 20%) this year. Our self-catering accommodation in France starts from just £330 in the May school holidays. That is unbeatable value for a sea-side holiday abroad."

- Ends -

Notes to editors:**About siblu**

Siblu is France's leading holiday-parc group, comprising 14 family holiday parcs in Normandy, Brittany, Loire Valley, Vendée, Charente Maritime, Aquitaine, Languedoc and Côte d'Azur. Siblu also sells holidays to 11 hand-picked parcs in France, Spain and Italy.

With over 30 years of experience, siblu offers holidays at real French holiday parcs packed with fabulous pools, free children's clubs and sports.

Siblu is fully bonded through ABTA so families can book with total piece of mind. Siblu is a member of the Association of Independent Tour Operators (AITO) and the Association of British Travel Organisers to France (ABTOF).

Over 4,500 French and UK families own their own holiday homes at siblu parcs. Owning a mobile home is popular because it gives people the chance to have their very own ready-to-go holiday home from as little at £12,000. For more information visit www.sibluexclusif.com.

For more information:

Daniel Johnson

siblu PR manager

t: 01442 293 209

m: 07718 982 665

latest press information: www.siblu.com/press

take part in our blog: <http://blog.siblu.com>

Bryanston Court : Selden Hill : Hemel Hempstead : HP2 4TN



P&V News – February 2009

P&V (also known as Pierre and Vacances or 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:

New MGM spa resort launching August 2009

P&V has announced the opening of a new MGM spa resort in Normandy in August 2009. Residence de Houlgate will be P&V's first seaside property belonging to its upmarket MGM brand, located just 600m from the beach and set within five hectares of land. The residence will comprise 125 accommodation units including 82 self-catering apartments and 44 houses. It will benefit from luxury fittings, a heated outdoor pool and direct access to a luxury spa.

Discounts on summer beach holidays

P&V is currently offering up to 30% off summer beach holidays across France on two-week stays taken between 18th July – 1st August 2009. There are over 30 properties to choose from located throughout France including Picardy, Normandy, the Loire Valley and the Cote d'Azur.

P&V is also now featuring 20 percent off long stay holidays of two consecutive weeks or more, as well as 20 percent off holidays booked two months or more in advance. The two offers can also be combined, leading to savings of up to 40 percent.

Weekend offers to Eurodisney

Located on the doorstep of Eurodisney, with free transfers to the park, the Adagio aparthotel Val d'Europe provides a cheaper alternative to Disney branded hotels. The property offers spacious and comfortable self-catering apartments and is also located next to one of Europe's largest shopping centres and within easy traveling distance to the centre of Paris, making it a perfect weekend getaway for the whole family. Prices start from just £53 per night for a studio apartment sleeping up to three people.

Discounted family holidays in Northern France

P&V operates fourteen 'Holiday Villages' throughout France, all with exceptional facilities for families with children between the ages of three months and 18 years of age. New for 2009, P&V is offering children's clubs and activities free of charge when accommodation is booked on line. *A seven-night stay at Belle Dune Holiday Village in Picardy during the May half term starts from £497 (previously £585) for a self-catering studio apartment sleeping four people. Facilities include indoor and outdoor swimming pools, mini golf, tennis courts, bicycle hire and an 18-hole golf course.*

Family summer holidays in the Alps

The French Alps are not just great for skiing breaks, but also make an ideal bases for a family holiday in the summer months, particularly for families with older and teenage children. A huge array of adventure sports are on offer in many regions, including hiking, rock climbing, kayaking, mountain biking, paragliding and much more. *Seven nights in a self-catering one-bedroom apartment in Avoriaz staying at P&V's Balcons du Soleil property starts from £436 per apartment. The property offers an outdoor swimming pool as well as a range of free activities and children's clubs.*

Great value city breaks across France

P&V's Adagio city apart-hotels are located in some of the most popular cities in France including Paris, Annecy, Strasbourg and Bordeaux. With central locations, comfortable, fully fitted accommodation and a la carte hotel-style services, Adagio properties offer the perfect base for weekend city breaks in France. *Prices at the recently opened Adagio Strasbourg starts from £92 per night for a studio apartment sleeping two people.*

Golfing holidays for all levels

P&V has many properties that are ideally located next to some of France's finest golf courses, while many residences boast their own private courses on site. A week's stay at Hôtel Latitudes Golf de Seilh in Toulouse starts from £620 for a double room. The property benefits from access to two 18-hole golf courses, including a verdant, 90-hectare international course designed by Jean Garaialde and Jérémy Pern. Discounted green fees are available for all hotel guests.

Further information

For further information please visit the P&V website at <http://www.pv-holidays.com> or call 0870 026 7144. 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.

Bowhills

Press Release: February 2009 **Affordable France**

What's all this nonsense about it being cheaper to stay in the UK this year?

Well, Bowhills certainly don't agree and with their passion for all things French you would expect them to say that but the leading French holiday specialist can prove why travelling to France is exceptional value for money and beats staying in the UK hands down!

1) Normandy – Just a hop across the channel!

Northern France is easily accessible and instead of sitting in endless traffic queues it is possible to begin a holiday with a leisurely cruise across the channel and who knows, the weather may even be brighter too. Bowhills accommodation ranges from cottages and farmhouses near the coast to family resorts and residences with Jacuzzi, Spa and pool. Prices start from as little as £273 per week – That's just £54 per person!



Fort Mahon, Normandy
Ref:J63 – Sleeps 4/6
Prices from £587 to
£1188 per week

2) Provence – Showbiz on a shoestring!

The South of France, renowned for its glitz, glamour and boutique chic, is the holiday destination for the rich and famous but a holiday here needn't cost the earth and with prices for Bowhills stylish villas and resorts starting from as little as £437 per week clients can afford to indulge.



Claviers, Provence
Ref: FME106 – Sleeps
4/6
Prices from £437 to
£1623 per week



Cannes Mandelieu,
Provence.
Ref: FME670 - Sleeps
2/4
Prices from £280 to £924
per week

3) Flexi-Stays – Cheaper alternatives to 2 week holidays.

Staying in one of Bowhills selected resorts for 10 days instead of 2 weeks and booking ferries or flights on a week day rather than a weekend will drive down the final cost of a holiday.

Marianne Wanstall, Director of Bowhills said “We are responding to what clients ask for – Flexible holidays to suit busy lifestyles and we are encouraging our owners to sign up to this idea so they will get more choice when looking for that perfect holiday.”



Parentis en Born, Atlantic Coast
Ref: FA318 – Sleeps 4 + 2ch
Prices from £36 to £146 per
night

4) Villas near Lakes or the Sea – You don’t always need a pool!

Booking a villa without a pool can save the pennies but that doesn’t mean families need to miss out on all the fun. By choosing a villa close to the sea in Brittany or near a sandy lake in the Dordogne families can still benefit from plenty of fun near the water.



St Jacut de la Mer, Northern
Brittany
Ref FNB117 – Sleeps 6
Prices from £513 to £1173 per
week.

These are just some of Bowhills suggestions. For more ideas visit www.bowhills.co.uk. For press details contact Tim Patient, 01329 226 023 tim.patient@bowhills.co.uk



PRESS RELEASE

20th February 2009

Cycling Holidays with French Pedals

French Pedals offers self-guided, circular cycling holidays in Normandy.

Clients can choose between the 4 night /3 day short break (ideal for a long weekend) or the 6 night / 7 day break. Both offer a tour through the quiet country lanes of Normandy whilst taking in the beauty, history and traditions of the region.

Accommodation is in good quality local hotels, giving guests plenty of opportunity to sample the excellent regional food and drink.

The cycling is gentle - each day you are presented with a route map that will lead you through the best of the region, whilst your luggage is transferred to your next night's accommodation.

Prices are £446 per person for the 4 night short break and £899 for the 7 day tour (an early season discount of £20 per person is available until 28/2/09).

For more details or to book, call French Pedals on 0845 838 4796, email bookings@frenchpedals.co.uk or visit www.frenchpedals.co.uk.

- ENDS -

Note to Editors : French Pedals was started in April 2008 by Bob Davidson, who discovered his love for cycling tours at the age of ten. Since then he hasn't looked back and now has considerable experience of cycling tours through many parts of the UK and Europe.

French Pedals holidays are geared towards a comfortable and relaxing break, allowing guests to gently explore the delights of Normandy and enjoy the friendly local hospitality, with all the hard work of planning, bike maintenance and luggage carrying taken off your hands.

For more details contact Bob Davidson 01752 481020 or email bob@frenchpedals.co.uk

Reasons to go to France in 2009 Information from Keycamp

1) More exciting tree house accommodation

After unprecedented demand this year, Keycamp has launched more of its tree houses for 2009.

Each tree house has been cleverly constructed around the trunk and is accessed via a spiral staircase which leads magically into the forest canopy, around 4-5 metres above the ground. The thatched-roofed living accommodation offers two sleeping areas, with one double and four single beds, plus a large decked terrace with table and chairs. A fully-equipped Frontier Tent with kitchen facilities is provided on the ground for cooking and, should the occasional night on terra-firma be preferred, it also has beds.

A four night stay in a tree house, followed by three nights in a Villanova mobile home with decking at Les Chateau des Marais in Chambord starting on 19 May will cost £518 for a family of two adults and up to four children. The cost of a return Dover-Calais ferry crossing is included in the price, while alternative crossings are available at a supplement.

2) Launch of motorhomes

If you fancy experiencing the thrill of the open road and getting to explore more of Le Belle France, Keycamp will be offering European motorhome holidays for the first time in 2009.

With eleven pick up and drop off points across France, it couldn't be easier to tailor make a trip that takes in beach, country and even city destinations, exploring all those places you've always dreamed of visiting in one unique holiday.

With seven nights in high season starting from £1,184, based on a type B motorhome with a pick up and drop off in Paris West and excluding parc fees, it's a great way to create a holiday perfectly tailored to you and your family.

3) Some fabulous new all-action parcs

Rocks, Relaxation and Spiritual Enlightenment – Explore the Pyrenees with Keycamp

Keycamp's new parc at Luz St Sauveur offers an unusual combination – access to an abundance of adventure sports, a raft of relaxation opportunities and a superb location within easy distance of Lourdes, the foremost city when it comes to Christian pilgrimages.

Accommodation is in the form of Keycamp's brand new mountain lodges, which offer three bedrooms plus a spacious and comfortable living area.

Seven nights starting from 23 May for a family of two adults and up to four children staying in a lodge will cost £495, which includes return Dover-Calais ferry crossings. Alternative ferry crossings, overnight stops, rail travel or fly drive packages are available at a supplement.

Activity on the Ardèche

Located in the breathtaking Ardèche, close to the Pont d'Arc, Keycamp's new parc Les Ranchisses at Largentière is the perfect base for those who love an action-packed break.

Seven nights starting from 02 September for a family of two adults and up to four children staying in a Villanova mobile with decking and air-conditioning will cost £391, including return Dover-Calais ferry crossings. Alternative ferry crossings, rail travel or fly-drive packages are available at a supplement.

4) Some great deals

Not only are mid-week return Dover-Calais ferry crossings included in the price of a Keycamp holiday, but because there's no set arrival or departure dates at the parcs, and customers can stay for as long as short as they wish, those choosing to fly can shop around for the cheapest flights and book their holidays with dates to suit.

Additionally, Keycamp has a great early booking offer, which means that families booking by 31 March will be able to save up to 35% off the base price of low season breaks and even 15% off the base price of selected high season holidays.

For further information or to book, visit www.keycamp.co.uk or call 0844 406 0319

Ooh La Low Cost!

With the falling Euro, a holiday abroad is increasingly perceived as more expensive than staying in the UK. cottages4you, the UK's leading self catering cottage provider offering over 3000 cottages and villas, proves that a holiday in France doesn't need to cost the earth, with properties starting from just £6pppn.

Fast facts for France with cottages4you:

- 20% discount on over 200 properties for arrivals from now until 15th July 2009, including Easter, Bank Holidays and May half-term.
- Seven nights from £6 per person per night accommodation only.
- Seven nights from £8 per person per night including accommodation and return ferry transport – ferry transport can be arranged by cottages4you for ultimate convenience when booking your break.
- An Easter break to Brittany, Normandy & Pas de Calais for a family of four, including accommodation and return ferry transport from £299.50 per week.
- Four night holiday breaks for couples from £150 per property, including May Bank Holiday weekend.
- May half-term holidays for a family of four from £339 per week covering a wide variety of regions.
- Summer holidays during July and August for a family of four from £599 per week covering a wide variety of regions.

Crunch-friendly activities:

Whilst on holiday, there are plenty of activities and restaurants which won't blow the budget.

- Visit the Bagetelle amusement park - 77€ for two adults and two children under 12 or Parc Asterix, with the third longest wooden roller coaster in Europe, costs 39€ for adults and 29€ for children under 12.
- If eating out, choose a family-run restaurant, away from the busy tourist areas, where a three course meal ranges from 14€ to 25€ and children's meals starting at just 6€.
- For those who choose to eat in the cottage, why not visit the local markets for fresh produce at low prices – a kilo of fresh prawns can be bought for as little as 9€. For those bringing their own car then why not bring your own essential supplies from home!
- For travellers seeing the sights in their car, petrol has come down from last summer and costs between 1.12€ and 1.16€ per litre and diesel costs under a Euro*.

cottages4you

www.cottages4you.co.uk

0845 268 1560

*Prices correct in February 09

For more press information or images about cottages4you please contact press@lucrecommunications.com or speak to Katie, Gaby or Nikki on 0113 243 1117.



ABTOF lunch – February 2009

SeaFrance at a Glance

SeaFrance is the only French ferry operator on the Dover to Calais route and currently offers up to 30 daily sailings across its three strong passenger fleet. All of these crossings are operated by SeaFrance's superferries, the award-winning SeaFrance Rodin, her sister ship, the SeaFrance Berlioz, and the newest addition to the fleet, the SeaFrance Molière.

SeaFrance is happy to support media trips, or simply offer a crossing to allow media to experience our service. Two feature ideas and fare details are given below, or please do contact us to talk over any other suggestions.

Gourmet trips to Calais

With an international reputation for fine cuisine, France is the perfect destination for food lovers. Whether it's Michelin starred restaurants or cosy local brasseries you fancy, the north of France has delicacies to suit all tastes. Enjoy the rustic local produce in a traditional rural setting, with a local map highlighting key producers to visit, or spoil yourself with a slap up meal served with regional wine. This unknown foodie heaven is a simple hop across the Channel with SeaFrance Dover-Calais Ferries, so it's easy to stock up on authentic produce and impress your friends at home.

seafranceholidays.com

With the credit crunch biting and holidaymakers looking to avoid flying, France is tipped to be a popular holiday choice in 2009. Web-based tour-operator seafranceholidays.com offers fantastic short break deals with hotels in northern France and Belgium, including Brussels, Arras and Le Touquet. Many of the hotels offer three nights for the price of two and prices include a return car ferry crossing with SeaFrance and accommodation on a bed and breakfast basis. Three night breaks start from just £106 per person with seafranceholidays.com.

Current fares

SeaFrance Dover-Calais Ferries operates up to 15 daily return car ferry crossings on the Dover-Calais route. Online fares (including high season travel at off-peak times) for a car and up to five passengers start from just £25 each way and from £25 return for a day trip.

The best fares can be found at seafrance.com or by calling 0871 22 22 500

ENDS

For further press information contact:

Sara Whines / Ruth Philpin at bgb communications

Tel: 0207 902 2990 or email rphilpin@bgb.co.uk / swhines@bgb.co.uk



matthews holidays

8 Bishopsmead Parade · East Horsley · Surrey · KT24 6RP

Press Release Press Release Press Release Press Release Press Release

Self Drive Mobile Home holidays to France

Whitsun Half Term. A Matthews Holidays Whitsun Special is always good value and this year we give a choice of four 4* campsites to choose from and at a fabulous price for families – Just £279 for 7 nights in a two bedroom mobile home starting on the 24th May 2009 including Dover/Calais return for a family of 2 adults and up to 3 children. Choice of campsites on this offer: Beg Meil, Carnac, Clarys Plage, and Royan.

School Holiday Bargains. Early Bookers looking to grab a bargain in 2009 will get a great deal for the school summer holidays period – Matthews Holidays have some great reductions for bookings made by the end of March 2009 on selected campsites, even for the peak summer holiday dates. Parents who are tied to the traditional late July/early August dates for their holidays will be able to make significant savings if they book early.

Prices for a family taking a 14-night holiday starting the 22nd July will start at £990 (after the early bookers discount). This price is for a two-bedroom mobile home on a 4* campsite by the sea and includes Dover/Calais return for 2 adults and up to three children.

Ecole de Cirque – The Circus School at our Royan campsite. This is very popular with all our families and it is free. Children are taught the art of juggling, acrobatics, balancing and many of the skills of the 'Big Top'. By the end of the week the children are ready to give an entertaining performance using their new found skills for parents and all to enjoy magical!

Introducing Ty-Nadan – A new addition for the 2009 season. An action packed Adventure Park with an 'adventure course' for everyone from the age of 5 years to late teens. The campsite has its own adventure park, where thrills are guaranteed! An Acrobatic course in the trees, Monkeywalk, Crazy Bridge, Zipwire, Paint Balling, Kayaks, and Archery are just a few of the activities that are on offer. It is set in the heart of the Breton countryside in grounds of 60 acres. A river (with its own small sandy beach) flows through the campsite and provides endless fun for children.

*** **Just added to our website** **** Take a look at the video clips of our newest campsite! From our Ty Nadan campsite page, you can now watch video clips of the horse riding, paintballing, canoeing, adventure park, quad biking and more.

Press Contact : Iris Matthews
Telephone : 01483 284044
e-mail: iris@matthewsholidays.ltd.uk
Reservations: 01483 285213
www.matthewsfrance.co.uk

24.02.09