

Cash-Strapped Families give Camping in Biarritz the thumbs up

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Popular challenger brand, EuroParcs, has seen a significant increase in 2011 holiday bookings to its Le Ruisseau camping super-park near Biarritz (<http://www.europarcs.com/siteR.htm>), from families with young children. EuroParcs specialise in mobile home holidays on campsites in France and Spain, and this year has seen an overwhelming trend for families with babies / toddlers to book their holiday in the south west of France.

Rod Jones, Director at EuroParcs explains 'The South West of France has as much sun and facilities as the Cote D'Azur, but without the crowds and not as expensive. For those reasons families are choosing the region and in particular for us, camping at Le Ruisseau. This year they're swapping the glamour of Nice & Cannes with a better value for money holiday.' Jones went on to say 'we have had to order a number of additional baby packs for our customers'.

The South West of France, which includes the Bordeaux wine region, the Pyrenees, the Dordogne and Europe's largest sand dune - Dune du Pyla, offers families a wide selection of places to explore and experience. And with airlines such as British Airways, Easyjet and Ryanair offering flights to a number of airports in the region, including Biarritz and Bordeaux, the concept of a camping holiday in the Biarritz (<http://www.europarcs.com/siteR.htm>) area appeals to today's cash-strapped families.

The Pays Basque Tourism office commented 'We have great beaches in the area, particularly good for young children as the sand gently slopes into the sea. With this in mind we have worked together with local companies to ensure we offer the best value for families and offer a good range of accommodation to suit different budgets.'

For more information about the region and taking young children on holiday, EuroParcs' staff at Le Ruisseau have put together a guide to the Pays Basque and the Top 10 best tips for taking babies / toddlers on holiday (<http://www.europarcs.com/baby-toddler-holidays.htm>), which will help mums and dads plan for their holiday this year.

About EuroParcs

For 23 years EuroParcs have been providing quality camping in mobile home holidays at prices as much as 30% less expensive than competitors at the same campsites. For 2011, as part of the continued expansion of the business, EuroParcs has invested heavily in its mobile home fleet offering up to 100% expansion on some campsites. For more information about EuroParcs, please visit <http://www.europarcs.com>

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