



Manuel Valls, French Prime Minister, lays the cornerstone of the eco-tourism destination *Villages Nature*

Marne-la-Vallée, December 11th 2014 – Gérard Brémond, Chairman of the Pierre & Vacances-Center Parcs Group, Tom Wolber President of Euro Disney S.A.S. and Dominique Cocquet, Managing Director of Villages Nature, today received Prime Minister Manuel Valls, Jean Daubigny, Préfet of the Ile-de-France Region and Inter-ministerial Delegate for the EuroDisney project, Jean-Paul Huchon, President of the Ile-de-France Regional Council, Vincent Eblé, President of the Seine-et-Marne Regional Council, the elected officials of the Department of Seine-et-Marne and the Mayors of the cities accommodating *Villages Nature* for the laying of the cornerstone of this future European tourist destination due to open in the second half of 2016.

Conceived by Euro Disney S.C.A. and the Pierre & Vacances-Center Parcs Group, this eco-tourism destination for short and medium stays is founded on the quest for harmony between Man and Nature. The most advanced standards for sustainable development govern its design and operation, thanks mainly to the use of a local source of renewable energy: the deep geo-thermal energy of the Ile-de-France Dogger aquifer, which will meet 100% of the site's heating requirements.

Villages Nature is located 32km east of Paris in Seine-et-Marne. It occupies the cities of Villeneuve-le-Comte, Bailly-Romainvilliers and Serris, straddling the Brie Boisée and Sector IV of Marne-la-Vallée/Val d'Europe, which has developed around Disneyland® Paris. Surrounded by the amazing natural environment of the tracts of forest that make up the Brie Boisée, Villages Nature offers a unique holiday experience at the crossroads of Europe.

Villages Nature is the start of a new generation of tourism and land development projects, combining good transport access, proximity to urban areas and a local energy source. This approach of territorial integration is the result of an innovative Sustainable Action Plan, which is measurable across ten quantitative and qualitative criteria throughout each project phase: design, construction and operation as a tourist site. The plan is supported by the UK NGO BioRegional and its "One Planet Living" concept. It was also selected by the United Nations Environment Programme as a major project in 2013, joining the "Global Partnership for Sustainable Tourism".

Being in the public interest, the government has designated Villages Nature as an "Operation of National Interest" (OIN) and a "Project of General Interest" (PIG), mainly because of the major expected social and economic benefits, including the creation of 4,500 direct and indirect jobs, 1,600 of the direct jobs by the end of phase 1 (one thousand direct jobs by 2016, plus the full-time equivalent of up to one thousand jobs on the construction site between now and 2016).

Villages Nature also takes its inspiration from the property development model that has been successful for the Pierre & Vacances-Center Parcs Group for over 45 years: recreational facilities are acquired by institutional investors; the 916 cottages and apartments in the first part of phase 1 will be sold to private investors who entrust the Villages Nature tourist operator with renting out their property.

Investment in the furnished tourist rental accommodation Villages Nature brings a number of benefits:

- 10 years' rental guaranteed by commercial lease
- Recovery of VAT i.e. 20% of the cost of the property, including tax
- The choice of two tax regimes: Censi-Bouvard or Non-Professional Furnished Rental (LMNP)
 - o Up until December 31st, 2016, the Censi-Bouvard system allows to deduct a figure of 11% of the investment amount up to €300,000 per year from your income tax (spread over 9 years).
 - o The LMNP system allows the deduction of charges relating to the investment (land tax, solicitor's fees, work, loan interest) and accounting depreciation of immovable and moveable assets.



“The Villages Nature project enters today a new phase with the set of the cornerstone. Villages Nature is a major innovation of sustainable tourism. Its size and unique features – among which the Aqualagon and the geothermal lagoon, the vegetal architecture and the Hanging gardens – make it a tourist destination with an unprecedented appeal for European customers” related Gérard Brémond, Chairman of the Pierre & Vacances-Center Parcs Group

“Villages Nature paves the way for tomorrow’s tourism. Euro Disney is proud to partner along with Pierre & Vacances – Center Parcs on this highly-innovative project. The company brings its unique storytelling, innovation and creativity know-how to this project” explained Tom Wolber, President of Euro Disney S.A.S.

Dominique Cocquet, the company’s Managing Director, said: *“Today marks the laying of a cornerstone for Villages Nature. After so many years of hard work, our wish is to set a new horizon for our dreams, a future place where we will all work together in one place, a space in time for relaxation and recuperation, dedicated to simple pleasures and marvelling at the beauty of nature, but also a space for human warmth and sharing, playing its part in building a more responsible world.”*

Press contact:

HILL+KNOWLTON STRATEGIES

villagesnature.presse@hkstrategies.com

Tel: +33 (0)1 41 05 44 16 / +33 (0)1 41 05 44 70

About Les Villages Nature de Val d’Europe S.A.S.

A joint subsidiary created on equal terms by Euro Disney S.C.A. and the Pierre & Vacances-Center Parcs Group, the Company is the project owner for the design, development, construction and operational planning for “Villages Nature”, a unique European destination for short and longer breaks, founded on the quest for harmony between Man and Nature and constituting a major innovation in terms of sustainable family tourism.