

Pierre & Vacances acquires the RendezvousCheznous.com marketplace to provide its customers new travel experiences

Pierre & Vacances announces the acquisition of French start-up company RendezvousCheznous.com, a marketplace launched in 2014 that acts as an intermediary between holidaymakers and local hosts to provide authentic holiday experiences. The acquisition is part of the Pierre & Vacances strategy to enhance its offer by proposing its customers immersive holiday experiences and experiential travel.

PIERRE & VACANCES ENHANCES ITS EXPERIENTIAL TRAVEL OFFER

As the leading European holiday specialist, Pierre & Vacances receives more than two million holidaymakers each year. It aims to meet their needs in all aspects of their holiday: air transport, transfer, car rental, hotel services, as well as discovering their destination by going off the beaten track.

In this respect, RendezvousCheznous proposes an original way of discovering France: throughout the country, local hosts, who are genuine ambassadors for their region or their know-how, share authentic experiences through outdoor activities, city walks, cooking experiences, wine-tasting and local craftsmanship and artistic activities. Going caving in the Ardèche region, or taking part in a water treasure hunt in Fréjus, are among the **1,300 authentic experiences currently offered by the French start-up.**

For Pascale Roque, CEO of Pierre & Vacances Tourisme: *"In recent years, immersive experiences have become a priority focus in enhancing our offer. The acquisition of RendezvousCheznous fits entirely with our strategy aimed at further enhancing our customers' holiday experiences. It illustrates our ability to forge innovative partnerships that are fully integrated into the digital era, in order to meet the expectations of today's holidaymakers. Our medium-term objective is to become a leader in the experiential holiday sector, suited to all desires."*

"The unforgettable memories we take with us from our holidays with family or friends are often associated with moments experienced together, especially when meeting people passionately interested in their towns and regions. We have shared this conviction with Pierre & Vacances since the start of our partnership in 2014. Joining their teams will help us step up the development of RendezvousCheznous, especially the portfolio of original and authentic experiences offered online, and thereby contribute to digitalising the market of tourism and leisure experiences", states Pierre-Jeremy Gardiner, co-founder of RendezvousCheznous.

The RendezvousCheznous team has four staff members, who have joined Pierre & Vacances' employees and will continue to operate out of Marseille, from the largest breeding ground for innovative companies and start-ups in the PACA region, Marseille Innovation.

AUTHENTIC AND ORIGINAL TRAVEL EXPERIENCES ALREADY AT THE HEART OF THE PIERRE & VACANCES OFFER

Pierre & Vacances has developed numerous offers in recent years, with the aim of providing rich and varied holiday experiences. Around 30 residences now carry the **Local Discovery** label through organised walks, cultural visits, discovery of local products and knowledge with weekly workshops offered to customers to explore the best of the region where they are staying.

With its **Make My Day** concept, Pierre & Vacances invites its customers to enjoy unforgettable days through new experiences, stimulation of the senses, a burst of adrenaline or excelling oneself. At five mountain destinations for example, the brand offers a wide range of original activities: zip-lining, dog sledding, e-fat bike, laser biathlon, airboard party as well as paragliding, night-time snowshoe trekking...

With RendezvousCheznous, Pierre & Vacances aims to enhance the overall travel experience at all its residences, enabling holidaymakers to discover local culture through new activities and friendly exchanges, an aspiration that is increasingly relevant today!

Photos on request

About RendezvousCheznous

Founded by Pascale Fildier and Pierre-Jeremy Gardiner and launched in 2014, RendezvousCheznous is the first collaborative website that offers an alternative way to discover France: throughout the country, local hosts can become ambassadors for their region or their know-how by sharing authentic experiences with visitors. The site has already picked more than 1,300 original leisure activities in all French regions and enables web users to reserve them in just a few clicks.

www.rendezvouscheznous.com

About Pierre & Vacances

Created in 1967 in Avoriaz, Pierre & Vacances is the the European leader in holiday residences. The historical brand of the Pierre & Vacances-Center Parcs Group has offered unique and unrestrictive holiday experiences for more than 50 years, cultivating the values of freedom, aesthetics, nature and pleasure. Located in the heart of the most attractive seaside, mountain or countryside resorts, Pierre & Vacances offers three distinct holiday experiences to more than two million holidaymakers every year: premium residences, for an outstanding stay and experience in a chic and relaxing environment; villages for an extensive range of activities, waterparks and clubs for children of all ages; and residences, apartments and homes ideally located and fully equipped. With more than 260 destinations and almost 20,000 accommodation units in metropolitan France, the French West Indies, Spain, the Canary Islands and the Balearics, Italy, Croatia, Portugal, Mauritius, and more recently Montenegro, Greece, Crete and Madeira, Pierre & Vacances is already a destination in itself.

www.pierreetvacances.com



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