

53 Pierre & Vacances destinations labelled Green Key in 2019

The brand's commitment rewarded

For more than 50 years, leading European holiday specialist, Pierre & Vacances, has pledged to offer its customers unforgettable holiday experiences while preserving the environment. Since 2011, the brand has also embarked on a programme to obtain Green Key labelling for its sites. Today, 53 Pierre & Vacances destinations carry the label, which testifies to the commitments made by the brand and its employees to respect local issues and the environment.

The 53 Pierre & Vacances sites boasting the Green Key label include:

- 100% of the premium residences
- 100% of the countryside residences
- Almost all the Pierre & Vacances villages

This year, three new Pierre & Vacances premium residences are to join the 21 already carrying the label: Presqu'île de la Touques (Deauville), Les Chalets du Forum (Courchevel) and the Haguna residence (Biarritz).

TARGET REACHED: 100% OF PREMIUM RESIDENCES LABELLED

"At the Les Terrasses d'Hélios residence, located in the heart of magnificent natural surroundings, we offer a high level of comfort and quality of service. At this site, opened in 2014, we have implemented concrete measures to reduce our environmental footprint including hydro-economic taps, movement sensors on heating systems and electric car charging terminals. Our customers are increasingly sensitive to the alternatives we can provide to help them make the right gestures during their stay. For example, offering a shuttle service instead of using a car, encouraging them to consume local and organic produce, and easy waste management", **states Rachelle Chauffaut, Head of the Pierre & Vacances Flaine Zone** for which the Les Terrasses d'Hélios residence was nominated as the **Green Key jury's "coup de cœur"** this year.

"The Green Key label, awarded by an external organisation, testifies to the environmental performance of our sites and is a transparent guarantee of our commitment to our customers. Since 2011, the number of residences meeting the label's requirements has constantly risen and we have delivered our 2019 target to obtain the label for 100% of the premium residences. At present, more than a third of the directly managed Pierre & Vacances sites have been awarded the label. In 2020, we aim to go a step further by targeting Green Key labelling for all Center Parcs domains in Europe (France, Belgium, the Netherlands and Germany)" **adds Marie Balmain, Director of Sustainable Development and Foundation Pierre & Vacances–Center Parcs Group.**

GREEN KEY: LEADING INTERNATIONAL ENVIRONMENTAL LABEL FOR TOURISM ACCOMMODATION

With more than 2,900 establishments labelled in 57 countries, 624 of which in France, the Green Key label offers millions of holidaymakers and professionals the guarantee of staying in tourism accommodation that is committed to reducing its environmental footprint. Waste, energy and water management, responsible purchases and customer awareness are all criteria that are taken into account by the establishments awarded the label.

In choosing to respect Green Key requirements, Pierre & Vacances has embarked on a positive approach to accompanying holidaymakers in looking for more environmentally-friendly holidays. Every year, Pierre & Vacances maintains and strengthens its efforts by making its teams aware and implicating them in the Green Key labelling procedure.

List of Pierre & Vacances residences carrying the Green Key label in 2019:

PV premium Antibes - Port-Prestige; PV premium - Les Calanques des Issambres; PV premium Ile de Ré - Le Palais des Gouverneurs; PV premium Tignes Val Claret - L'Ecrin des Neiges; PV premium Arc 1800 - les Alpagnes de Chantel; PV premium Avoriaz - Amara; PV premium Arc 1950 - Le Village; PV premium Chamonix - Les Ginabelles; PV premium Le Crotoy - Résidence de la Plage; PV premium Meribel - Les Fermes de Méribel; PV premium Les Carroz d'Araches - Les Fermes du Soleil; PV premium Flaine - Les Terrasses d'Hélios; PV premium Flaine - Les Terrasses d'Eos; PV premium Residence et spa Houlgate; PV premium Le Pouliguen - Le Domaine de Cramphore; PV premium Meribel - les Crêts; PV premium Cannes - Les Rives de Cannes Mandelieu; PV premium Aime-la-Plagne Les Hauts Bois; PV premium Roquebrune - Julia Augusta; PV premium les Ménuires - Les Alpagnes de Reberty; PV premium Douarnenez - Le Coteau et la mer; PV premium Biarritz - Haguna; PV premium Courchevel - Les Chalets du Forum; PV premium Deauville - Presqu'île de la Touque; PV Saint-Jean-de-Luz - Eguzki; PV Argentat - Les Belles Rives; PV Avoriaz - Saskia Falaise; PV Plagne 1800 - Plagne Lauze; PV Cannes - Villa Francia; PV Eguisheim - Le Clos d'Eguisheim; PV Grimaud - Les Parcs de Grimaud; PV Le Guilvinec - Cap Marine; PV Ile d'Aix - Le Fort de la Rade; PV Jonsac - Les Rives de la Seugne; PV Loches - Le Moulin des Cordeliers; PV Monflanquin - La Résidence du Lac; Résidence Maeva Megève - Le Mont d'Arbois; PV Marciac - Le Hameau du lac; PV Mandelieu - Les Jardins Ombragés; PV Omaha Beach - Le Green Beach; PV Saint-Jean-Pied-de-Port - Parc d'Arradoy; PV Saint-Malo - Ty Mat; PV Val d'Isère - La Daille; PV Valmorel - Athamante et Valériane; Village Club Belle Dune; Village Club Port-Bourgenay; Village Club Normandy Garden; Village Club Cap Esterel; Village Club Port du Crouesty; Village Club Lacanau; Village Club Moliets; Village Club Pont-Royal in Provence; Village Club Le Rouret in Ardèche.

About Pierre & Vacances

Created in 1967 in Avoriaz, Pierre & Vacances is the leading European holiday specialist. The brand 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.

CONTACTS

Press Relations - Pierre & Vacances-Center Parcs Group

Anna Almeida - +33(0)1.58.21.64.29

Lucie Audren - +33(0)1.58.21.65.19

Marion Sarrio - +33(0)1.58.21.60.38

rptourisme@groupepvcp.com

Press website: <http://rptourisme.pierreetvacances.com/>

INFORMATION & RESERVATIONS

www.pierreetvacances.com // 0 891 70 1000

Instagram: [PierreetVacances](#)

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