

Press release

19 companies create

Alliance 46.2

Undertaking for Tourism in France

Paris, 6 February 2014

Accor, Aéroports de Paris, APST, BNP Paribas, Caisse des Dépôts et Consignations, Cityvision, Club Méditerranée, Compagnie des Alpes, Elior, Euro Disney, Galeries Lafayette, GL Events, Groupe Flo, Kering, Lagardère Services, Groupe Lucien Barrière, Groupe Pierre & Vacances-Center Parcs, SNCF and Viparis

Nineteen leading companies active in the French tourism sector (transport, hotels, restaurants, events and infrastructure, finance) have joined forces to strengthen the appeal of France as a leading tourist destination and are launching "**Alliance 46.2, Undertaking for Tourism in France**".

Referring to the geographical coordinates of France, "**Alliance 46.2**" aims to testify to the strategic importance of the activities generated by the French tourism industry and to provide a joint vision of companies in the tourism value chain in order for France to strengthen its leadership as an attractive destination internationally.

A major pillar of our economy, the French tourism sector has lost ground due to increased global competition. "**Alliance 46.2**" aims to create a force for reflection, proposal and action in order to boost growth and create jobs in businesses associated with tourism, in order for the means allocated to the growth in tourism to be considered as a national priority in public debate.

In the coming weeks, Alliance 46.2 is to focus on drawing up concrete and realistic proposals based on four main themes:

- Reception
- Employment/training
- Promotion
- Investment

Four work groups have already been created, headed respectively by Robert Zolade, Chairman of the Supervisory Board of Elios Group, Sven Boinet, Deputy CEO of Accor Group, Anne Yannic, Chairman of Cityvision. The workgroup on the investment is co-chaired by Dominique Marcel, Chairman and Chief Executive Officer of Compagnie des Alpes and Charles Saiag, Head of Real Estate, Corporate Finance, BNP PARIBAS.

Following the Annual General Meeting held today, a Board of Directors has been elected:

Chairman: Gérard BREMOND, Chairman of Pierre & Vacances-Center Parcs Group

Vice Chairman: Sven BOINET, Deputy CEO of Accor Group

Vice-Chairman: Philippe HOUZE, Chairman of Galeries Lafayette Group

Vice-Chairman: Dominique MARCEL, Chairman and Chief Executive Officer of Compagnie des Alpes

Chief Executive Officer: Frédéric PIERRET

All information about the actions of “Alliance 46.2” and their follow-up will be available on the website: www.alliance46-2.fr.

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