



## VILLAGES NATURE. PARIS

Press release

Paris, Thursday 9 November 2017

### Worldwide Hospitality Awards 2017: Villages Nature® Paris awarded the prize for the "Best Initiative in Sustainable Development and Social Responsibility"

#### VILLAGES NATURE® PARIS, DISTINGUISHED BY THE INTERNATIONAL HOTEL INDUSTRY

The Worldwide Hospitality Awards chose Villages Nature® Paris - the first European tourism eco-destination designed by Euro Disney S.C.A and Pierre & Vacances-Center Parcs groups - for the "Best Initiative in Sustainable Development and Social Responsibility" prize during the award ceremony that brought together more than 700 professionals from the hotel industry on Wednesday 8th November in Paris.

Picked by an international advisory board with members stemming from the tourism, hotel and business industries, Villages Nature® Paris was designated the winner out of around 15 projects for its exemplary position favouring sustainable development, its innovation and the efficiency of the actions implemented.

#### VILLAGES NATURE® PARIS, AN ECO-DESTINATION

Villages Nature® Paris is implementing a comprehensive and original approach to the tourism sector, based on the Sustainable Action Plan that includes 10 targets defined by the "One Planet Living" methodology drawn up by the non-governmental organisation, Bioregional. This methodology is based on four action levers:

- construction of efficient buildings,
- maximising use of renewable energies including geothermal energy,
- favouring low-carbon materials for building works,
- facilitating access via public transport.

The commitment of Villages Nature® Paris to sustainable development has been recognised by the United Nations Environmental Programme under the framework of the Global Partnership for Sustainable Tourism. Villages Nature® Paris aims to become a flagship for innovation in responsible tourism in the 21<sup>st</sup> century in view of its comprehensive and coherent objectives in terms of programming, architecture, landscaping design, sustainable and regional development.

**This exemplary innovation is recognised and praised by the hotel industry at the 2017 Worldwide Hospitality Awards today.**



## **VILLAGES NATURE® PARIS, THE FIRST ECOTOURISM DESTINATION IN EUROPE**

Discover the innovative sustainable tourism concept created by the in Euro Disney S.C.A and Pierre & Vacances-Center Parcs groups.

<https://youtu.be/r7RKT6SKMeU>

### **ABOUT VILLAGES NATURE® PARIS**

Designed by Euro Disney S.C.A. and Pierre & Vacances-Center Parcs, Villages Nature® Paris is the first European tourism eco-destination based on a harmony between man and nature. It presents an original universe of experiences and offers five areas of discovery: the Aqualagon, the Lakeside Promenade, the Extraordinary Gardens, the BelleVie farm and the Forest of Legends.

[www.centerparcs.fr/Villages\\_Nature](http://www.centerparcs.fr/Villages_Nature) | [@villagesnature](https://www.instagram.com/villagesnature)

### **ABOUT EURO DISNEY S.C.A.**

The Group operates the Disneyland® Paris site which includes the Disneyland® park, the Walt Disney Studios® park, seven theme-based hotels with total capacity of around 5,800 rooms (without taking account of around 2,700 rooms at hotels operated by third-party partners located at the site), two congress centres, the Disney® Village entertainment centre and a 27-hole golf-course. The Group's activity also includes development of a 2,230-hectare site, half of which remains to be developed.

[corporate.disneylandparis.fr](http://corporate.disneylandparis.fr) | [disneylandparis-news.com](http://disneylandparis-news.com) | Facebook et Youtube : Disneylandparis | [@EuroDisney](https://www.instagram.com/EuroDisney)

### **ABOUT PIERRE & VACANCES-CENTER PARCS**

The leading holiday group in Europe, Pierre & Vacances-Center Parcs has 50 years of experience in the development and management of environmentally friendly and innovative holiday and leisure concepts located in seaside, mountain, countryside and city-centre destinations. Its business model is based on two complementary businesses: property development and tourism. Its well-known brands, Pierre & Vacances, Center Parcs, Aparthotels Adagio®, and maeva.com offer residences and resorts in 280 destinations in Europe. With the talent of its 12,000 staff members, the PVCP Group has revenue of €1.506bn and welcomes eight million holidaymakers in 2016/2017.

### **PRESS CONTACTS - PIERRE & VACANCES-CENTER PARCS GROUP**

Valérie Lauthier : +33 (0)1.58.21.54.61 | [valerie.lauthier@groupepvcp.com](mailto:valerie.lauthier@groupepvcp.com) | [@ValerieLauthier](https://www.instagram.com/ValerieLauthier)

Gaëlle Ferry : +33 (0)1.58.21.54.84 | [gaelle.ferry@groupepvcp.com](mailto:gaelle.ferry@groupepvcp.com) | [@GaelleFy](https://www.instagram.com/GaelleFy)