

**The Pierre & Vacances-Center Parcs Group announces the creation  
of its Innovation Division**

- **Nomination of Jean-Marc Humbert**
- **Strategic Partnership with Welcome City Lab**

Paris, 24 January 2019

Under the framework of its Ambition 2022 strategic plan, the European leader in tourism holidays, the Pierre & Vacances-Center Parcs Group aims to increase its offer of innovative and differentiating services and products.

To implement this priority strategic focus, the Group announces the **creation of an Innovation division**. Reporting to the Digital and Sales Division, directed by Grégory Sion, **Jean-Marc Humbert has been nominated Director of Group Innovation**.

The division is to undertake innovative tests that disrupt existing models using the ecosystem of start-up companies.

For 2019, four priority themes have been chosen:

- **Seniors**
- **Millennials**
- **Personalised offers**
- **Customer experience during their stay (new services and activities)**

Around 30 employees from all units are currently mobilised in working groups to focus on each of these themes. Selected concepts will become the object of Proof of Concepts (POC) and pilot tests as of March 2019.

### **About Jean-Marc Humbert**

Jean Marc Humbert is 50 years old and a graduate from Sciences-Po Paris, with a Master's and a DESS in economy from Paris 1 – Panthéon Sorbonne.

In 1995, he joined Bossard Consultants that became Cap Gemini Consulting, before moving to the recently-created strategy and transformation consultancy firm Kea Partners in 2003, where he became partner and shareholder. In 23 years of consulting, Jean-Marc Humbert has accompanied firms ranging from start-ups to major groups, both in and outside France, in transformation, activity creation and innovation projects.

### **A first strategic partnership with Welcome City Lab**

As part of the launch of its new innovation strategy, **the Pierre & Vacances-Center Parcs Group has joined forces with Welcome City Lab**, the world leading incubator of start-up companies specialised in tourism innovation. It is to become a member of the company's steering committee, alongside 10 other major tourism and travel groups, in order to test new solutions and new services in partnership with the most innovative start-ups on the market.

"The objective of our Innovation division is to contribute to the roll-out of the Group's new strategy while relying on a collaborative and cooperative working method by creating a fluid and personalised customer journey. We will aim to favour the test journey in partnership with start-ups. For 2019, our aim is to develop 20 test projects. Our partnership with Welcome City Lab should help us step up our development in terms of innovation to enhance our customers' experience", **states Grégory Sion, head of Sales, Digital and Innovation.**

#### **Press contacts:**

Pierre & Vacances-Center Parcs Group

Valérie Lauthier – Tel. : +33(0)158215461 - [valerie.lauthier@groupepvcp.com](mailto:valerie.lauthier@groupepvcp.com) - @ValerieLauthier

Anna Almeida – Tel. : +33(0)158216429 - [anna.almeida@groupepvcp.com](mailto:anna.almeida@groupepvcp.com) - @Anna\_Almeida

Welcome City Lab

Lola Vassileff – Tel. : + 33 (0)6 16 77 20 79 – [lola.vassileff@parisandco.com](mailto:lola.vassileff@parisandco.com)

### **About the Pierre & Vacances-Center Parcs Group**

The Pierre & Vacances-Center Parcs Group is the European leader in local tourism. For the past 50 years since its creation in 1967, the Group has developed innovative leisure and holiday concepts, while respecting the environment, offering the most attractive European destinations in seaside, mountain, countryside and city centre destinations.

With its complementary brands – Pierre & Vacances, Maeva.com, Center Parcs, Villages Nature Paris, Sunparks and Aparthotels Adagio – the Pierre & Vacances-Center Parcs Group welcomes 8 million customers to its tourism network of 45,000 apartments and homes, located in 280 sites around

Europe. The Group's holding company, Pierre et Vacances SA, is listed on the Euronext Paris segment of the Paris stockmarket.

[www.groupepvcp.com](http://www.groupepvcp.com) - @GroupePVCP 