

- PRESS RELEASE -

Partnership agreement between the Pierre & Vacances-Center Parcs and TUI France groups

Paris, 8 July 2013 - Pierre & Vacances-Center Parcs and TUI France are joining forces and have signed a partnership agreement aimed at distributing the Pierre & Vacances Villages Clubs and Center Parcs brands, as well as strengthening the existing offering of the specialist tour operator via the Nouvelles Frontières and Passion des îles brands as well as creating privileged relations with the Corsair International airline company.

A new offering with Center Parcs France villages to be marketed in the TUI France distribution network

This is the first time that Center Parcs France has opened up its distribution to a third-party network.

As of mid-July 2013, 286 selling points in the TUI France distribution network are to promote the Center Parcs brand in France via exclusive events and showcase campaigns. The same measures are to be implemented for the Pierre & Vacances Villages Clubs located in mainland France and the French West Indies.

New products in the Nouvelles Frontières and Passion des Îles offerings to shake up existing offer

The existing offering under the Nouvelles Frontières and Passion des îles brands is to be renewed with a half-board club formula and car rental for the Sainte-Luce site in Martinique in Nouvelles Frontières' Caribbean and Indian Ocean brochure.

An exclusive package offer including air travel, accommodation, catering or car rental is to be created for the two French West Indies sites, Sainte Anne and Sainte-Luce, and is to be integrated into the Caribbean brochure by Passion des îles, the specialist in à-la-carte travel for long-haul islands.

The partnership also includes an agreement with airline company, Corsair International, which is to become the privileged airline, especially for Pierre & Vacances-Center Parcs holidaymakers. Corsair International will therefore be visible in all the French West Indies destination pages on the Pierre & Vacances brand commercial website.

A partnership corresponding to both leaders' ambitions

The partnership agreement signed with the Pierre & Vacances-Center Parcs Group is to enable the TUI network to bolster its presence in the local product segment and to develop a short-stay offering.

By pooling in-depth knowledge of customers and their expectations from the “product highlights” associated with holidays in the French West Indies at the Pierre & Vacances Villages Clubs, Passion des îles and Nouvelles Frontières are to offer original packages at very competitive prices.

The Pierre & Vacances-Center Parcs Group aims to strengthen distribution of the Center Parcs brand in France and optimise sales performances at the Pierre & Vacances Villages Clubs in the French West Indies and in France, using the TUI network.

Via this privileged partnership, the two groups are stating their aim to join forces in promoting strong brands highlighting the common challenges and complementary aspects between Pierre & Vacances-Center Parcs, the European leader in local tourism and TUI, the global reference in tour operating and distribution.

In order to make this partnership successful, comprehensive measures are planned

As of 15 July, an annual training and action plan for the network as a whole is to be established. This e-learning programme concerns both network managers and agency directors as well as agency employees and plans for product training on site. From July to October 2013, agencies in the network are to benefit from information and training sessions.

About TUI France

A 100% subsidiary of TUI Travel PLC, **TUI France** covers the Nouvelles Frontières, Marmara, TUI, Passion des îles by Tourinter and Aventuria brands as well as the Corsair International airline company. TUI France is the current leader in the French tourism market with market share of 28% in tour operating and significant expertise in all businesses in the profession. With brand assets that constitute a unique value in France, TUI France offers a wide range of products, adapted to each business segment: hotel clubs, sightseeing tours, à-la-carte and tailor-made holidays.

About Pierre & Vacances-Center Parcs

Created in 1967, the **Pierre & Vacances-Center Parcs Group** is the European leader in local tourism. It has built its growth on an original business model of synergies between its two businesses of property development and tourism.

Today, with its complementary tourism brands, Pierre & Vacances and its two Premium and Villages Clubs labels, Maeva, Center Parcs, Sunparks, Adagio and Adagio Access, the Group operates a tourism network of around 500,000 apartments and homes, located in 300 sites in Europe. In 2011/2012, the Group welcomed almost 7.5 million European customers and had turnover of €1.419bn.

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