

LE DOMAINE DU BOIS AUX DAIMS

VIENNE DÉPARTEMENT - FRANCE



Environmental protection

Reduce, recycle, compensate - p.6

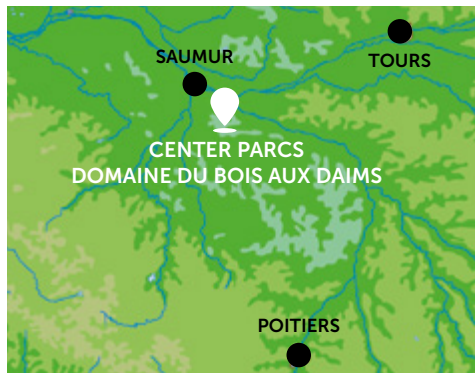
Guest experience

Unprecedented animal encounters - p.14

Local engagement

Contributing to the development of territories - p.22

Fact sheet



5th Center Parcs in France

264 hectare site

10% only of the total area is built on

800 environmentally friendly cottages certified with NF HQE™ (high environmental quality) certificate for tertiary buildings, aiming for BBC status (Bâtiment Basse Consommation – low consumption building)

9 tree houses

26,000 m² of covered sport and leisure facilities, including the Aqua Mundo water-park, spa, shops and restaurants, meeting rooms, the bowling, the animal farm, the kid's club and more

600 employees working to offer these services to the customers.



The wildlife experience



10 hectare Animal Core: discover woodland animals in a 3 hectare deer clearing, a large aviary, a nature trail and more



35 hectares preserved to protect local flora and fauna in the "Sanctuary" area



13 hectare "Reservation" enclosures populated with deer, located close to three of the residential hamlets (19% of total cottages)



86 hectare "Forest" enclosures where deer live and wander freely through the residential areas (81% of cottages)



2,000 m² of wetland at the heart of the village



Four aquariums, including one 50 m³ Cenote Pool (immersed aquarium) in the Aqua Mundo, to swim alongside exotic fish

SUMMARY



Environmental protection

Feature: Reduce, recycle, compensate
p.6

Key numbers
p.12

**Interview with Thierry Dubois,
environmental conservation officer at LPO Vienne**
p.13



Guest experience

Feature: Unprecedented animal encounters
p.14

Column by film-maker Jacques Perrin
p.19

A weekend of discovery
p.20



Local engagement

Feature: Contributing to the development of territories
p.22

**Interview with Bruno Belin,
President of the Vienne Département**
p.26

Center Parcs: impact on the local community
p.27



FOREWORD

European leader in local tourism, the Pierre & Vacances-Center Parcs Group works according to a business model based on two complementary activities; property development and tourism. This gives the Group a strong, long-term responsibility.

The Group is committed to sustainable development both during the initial property development stage of its projects, and subsequently during the tourism operating. The Group's actions follow three guiding principles:

- limiting the environmental impact of building with a view to reducing the impact on species and their habitats, whilst maintaining high standards of environmental quality in building;
- offering customers leisure activities to relax and to discover the natural and cultural richness of the local area, whilst experimenting more sustainable ways of life;

- being a sustainable business partner, creating jobs, generating wealth and developing what the area has to offer.

Each new project is a chance to move forward. In 2010, the Domaine des Trois Forêts in Moselle, in the Lorraine Region was a step forward for environmental efficiency, using renewable energy, wooden buildings, attaining HQE™ certification, preserving biodiversity and more.

The opening in June 2015 of the new Center Parcs – the Domaine du Bois aux Daims in the Vienne Département – marks a new stage.

This site is an outstanding example of environmental efficiency and respect for the local surroundings, and will go even further in what is offered to guests: unprecedented opportunities for discovery through observation and interaction with Europe's woodland animals.

FEATURE

Reduce, recycle, compensate

Center Parcs is one of the first tourism companies to have committed to implement an environmentally friendly action plan. Its environmental management system has held European certification ISO 14001 since 1999.

All Center Parcs projects strive to meet environmental performance targets focused on water, energy, waste management and biodiversity. As such, the latest Center Parcs – Domaine du Bois aux Daims in the Vienne Département – has the NF HQE™ (high environmental quality) certification for tertiary buildings for the Market Dome, the cottages and the animal farm. When in full operation, the environmental management system is certified ISO 14001.

A cycle center offers bikes of all sizes, as well as tandems, children's trailers, baby seats, etc. Some electric vehicles are also available for guests, and others are reserved for staff.

Solar panels on the car park

Energy management is a priority policy for Center Parcs, and is based on two key concepts: energy efficiency, and access to renewable energy. The Domaine du Bois aux Daims benefits from a set of photovoltaic solar panels. Positioned on top of the car shades in the visitor car park, these will produce about 400 MWh/year.

A car-free village

Journeys around the village are made exclusively using eco-friendly vehicles.



**WE REDUCE THE ENVIRONMENTAL
IMPACT AS MUCH AS POSSIBLE,
RECYCLE WHEN WE CAN AND THEN
COMPENSATE**

800 high environmental quality (HQE™) cottages

The design of the cottages, which are grouped together into hamlets, is based on a high level of energy efficiency, with an estimated annual energy consumption lower than 50 kWh/m²/year (calculation based on the French government's Heating regulation act 2005). The average consumption for accommodation in France, meanwhile, is four times higher than that¹. This low level of energy consumption is reached due to measures taken as part of the HQE™ approach, including:

- bioclimatic design, including east-, south- and west-facing orientation, optimised bay window sizing and advanced roofing, which provides protection from the sun in summer to avoid the need for air conditioning;
- high-performance insulation to reduce the need for heating, air tightness;
- use of semi-detached cottages to further reduce heat loss;
- wooden construction to limit thermal bridges and prefabrication to drastically reduce the environmental impact of on-site building;
- choice of low-consumption technical equipments: LED light bulbs, electrical goods with Class A energy efficiency rating;
- systems that regulate ventilation based on room occupancy;
- most efficient use possible of heating system through centrally controlled thermostats;
- high-efficiency boilers and low-temperature radiators.



The "green building site" approach

The majority of all waste produced in France comes from the building sector: nearly 345 million tonnes in 2012 (70% of the total), compared with 10% of total waste originating from households.²

The Pierre & Vacances-Center Parcs Group has set up a 'green building site' approach, in accordance with goal 3 of the HQE™ – High Performance certification.

The result? 97% of building site waste has been sorted and recovered for further use; of this, half – cardboard, clinker, plasterboard etc. – has been recycled.

Composting food waste

Food waste produced by guests, restaurants, the Aqua Mundo etc., combined with green waste from site upkeep represents about 1,850 tonnes of waste per year. A new system is now in place to process it, with two dehydrators to treat organic waste from the catering services.

Food waste will be dehydrated to make a dry powder which can be used as compost. Center Parcs is also experimenting with composting in 150 residential cottages, asking volunteer families to sort their own organic waste.

If this project is successful, it could be extended throughout the whole village. The village also has an active recovery policy for all waste, with the goal of sorting 30% of waste.

A certified environmental management system

The eco-friendly approach extends to the village's operation. The ISO 14001 certification shows how serious the environmental management is, including water and energy consumption and sorting and recovery of waste.

ISO 14001 CENTER PARCS, COMMITTED BY NATURE

In addition, the internal tool BEST! allows to evaluate the village's management based on 18 environmental and social criteria.

8 (1) Source: « Building sector: 2009 key figures », ADEME
 (2) Source: « 2012 waste production results », Figures and Statistics, Commissariat Général du Développement Durable, n°615, March 2015



Efficient water and energy consumption in central buildings

Facilities such as the Aqua Mundo, the spa, the greenhouse, the logistics and administrative offices and the meeting centre are all located under the Dome. This compact layout creates a thermal buffer zone for the greenhouse.

For certain facilities, like the bowling and the animal farm, BBC (Bâtiment Basse Consommation, low-consumption building) energy performance rating has cut energy consumption to 50% of legally required levels.

The insulation for the Aqua Mundo, the greenhouse and the spa is particularly efficient, thanks to a translucent, insulating, inflatable covering made of ETFE plastic film.

Furthermore, a natural ventilation system

allows important energy savings on ventilation and air conditioning. So, with no need for air conditioning, the greenhouse temperature is maintained at 28 degrees centigrade, even in summer. Without this natural ventilation system, temperatures could reach 38 degrees centigrade.

Finally, in the Aqua Mundo – with its wave pool, water slides, whirlpool and wild water rapids – and in the spa, managing water consumption is a major challenge. Several recovery systems are in place to ensure efficient management of water. Among these is a reverse osmosis process which allows to recycle water from pool filters.

After treatment, this water is reused for the daily pool top-up, which makes for a saving of about 80 to 100m³ of water, or 8% of the village's entire daily water usage.

Heritage species



18 new ponds, providing a habitat for the crested newt



6 hectares of forest glade, replicating the habitat of the European nightjar



15 hectares of forest glade cultivated with Devil's bit, to create new habitat for the endangered marsh fritillary butterfly

Conservation of ecosystems and biodiversity

Long before the Domaine du Bois aux Daims project was carried out, a comprehensive inventory of the site's wildlife and habitats was carried out to map out how best to preserve the balance of the local ecosystem from season to season. At the same time, a partnership agreement was reached with both Vienne Nature and the LPO Vienne (Bird Protection League).

This culminated in the establishment of a monitoring committee whose role it is to carry out an annual analysis on the evolution of the site's biodiversity.

Preliminary studies map out ecological challenges which are then taken into account in the site's development plan.

10% only of the total area is built on

Buildings are located so as to avoid the majority of sensitive areas, and include impact reduction and compensation measures, such as:

- the preservation of the majority of natural habitats by leaving them not built (no cottages),
- the creation of new habitats specially designed to encourage two heritage species: the crested newt and the marsh fritillary butterfly,
- the acquisition of the Bourdigal estate (60 hectares), in order to preserve its agricultural activity, while using eco-friendly land management practices,
- creation of a new bed for the Bourdigal stream and renaturalisation of its whole length in order to preserve its population of white-clawed crayfish,
- improvement of conservation of habitats for woodland (birds, bats and reptiles) and aquatic (insects and amphibians) species.

The ecological management plan for the site also includes replanting local, rustic plant varieties which are uninvasive and indigenous to the local countryside, along with the use of phytosanitary treatments only under exceptional circumstances.



Key figures



ENERGY

cottage energy consumption

50 kWh/m²/year

204 kWh/m²/year

average domestic energy consumption in France

COTTAGES

HQE (high environmental quality) **BBC** (low consumption building) **CERTIFICATION** **COMPLIANT**

400 MWh/year produced by solar panels in the main car park



WASTE

BUILDING OF COTTAGES

97% of waste recovered, of which: **82%** transformed into matter

RUNNING THE VILLAGE

2 dehydrators for composting food waste from restaurants



MOBILITY

1 000 bikes for guests **275** bikes with trailers for staff



BIODIVERSITY

90% of village area left undeveloped

2 protected species living in preserved habitats - the marsh fritillary butterfly and the crested newt -

250 nesting boxes for bats, swallows, tits, owls and sparrows

51,000 trees and bushes planted

3 squirrel bridges to help squirrels to cross roads safely



WATER

33% saving in water use thanks to reverse osmosis treatment in pool filters

Thierry Dubois

Environmental conservation officer at LPO Vienne (Bird Protection League)

INTERVIEW

“Humans and nature are totally dependent on each other...”

What’s the LPO’s view on the coexistence of humans and nature?

Thierry Dubois: the LPO’s guiding philosophy is “acting for biodiversity”... but it’s also acting for people. You see, we’re totally dependent on each other; humans have a greater and greater control over nature, but we’re also completely reliant on nature and what nature offers us. It would be a pleasant dream – wanting to stop human development – but we have to change the way people think so that when we’re planning our activities, we give nature the consideration it deserves.

Why has the Vienne LPO chosen to go into a partnership with Pierre & Vacances-Center Parcs for this new Center Parcs village? What is your contribution to the partnership?

T.D.: The national LPO is the largest nature protection society in France, with 46,000 members and a network of 79 regional associations. We encourage companies to work together with our local divisions to explore ways of doing more for biodiversity on all levels and as close as possible to the work they carry out. In terms of our agreement with the Domaine du Bois aux Daims we, at the Vienne LPO, not only offer our expert

knowledge of the nature and history of the region’s biodiversity, but also our 15 years of experience of the integration of biodiversity in property development. That’s how we’ve been able, for example, to work with architects during the planning process in order to create 70 nesting boxes each for bats and birds on the cottages...

The agreement with Center Parcs also lays out plans for a biodiversity Observatory in the village. Could you explain what it is about?

T.D.: The Observatory lets us follow the development of biodiversity in the village, and evaluate how the management decisions affect it. The Vienne LPO and Vienne Nature (the village’s other biodiversity partner) have put together a scientific observation methodology based on biological indicators in order to follow the long and short-term development of the site’s flora and fauna. A 20-year plan with species-specific protocols will allow us to follow the development not only of the site’s three heritage species (the European nightjar, the crested newt and the marsh fritillary butterfly), but also of more common wildlife (amphibians, birds, bats, etc.). These observations started alongside the building phase.



FEATURE

Unprecedented animal encounters

One of the defining characteristics of the Domaine du Bois aux Daims is the omnipresence of European wildlife. There are a number of ways to interact with the site's animal life, from observation to guided contact...

In the words of psychiatrist and ethologist Boris Cyrulnik, "animals [...] offer us joy and regulation mechanisms. They help us to rebalance ourselves". Whether tame, domestic or wild, animals are a natural mediator between humans and their environment. The emotions involved in interacting with animals help us to raise awareness of species preservation, habitat conservation, and to develop a new attitude towards our own environment. The Domaine du Bois aux Daims offers a wealth of opportunities, letting you experience unique moments of discovery about the lives of animals.

The Animal Core

At the heart of the village is the 10 hectare Animal Core, home to many woodland creatures. Deer, foxes, badgers, polecats, wild boar and more, along with about 30 species of bird can all be spotted living in their natural environment either from hides

or footpaths.

Within the Animal Core is a 3 hectare clearing, home to a European red deer stag and several does in their natural woodland habitat. They can be seen from several observatories, including from the tree-top canopy walkway. A nearby "nature trail" with 9 information points gives families the chance to learn about the forest's animals. At the end of the trail is a walk-in 400 m² aviary, and home to a huge variety of the region's bird-life. The Animal Core makes watching the lives of animals like foxes and badgers – often tricky to spot in the wild – possible. In fact, the Domaine du Bois aux Daims is home to some of the animals which featured in Jacques Perrin's latest film *Les Saisons*. Thanks to imprinting techniques, these animals were born and raised in captivity, and have had extensive contact with humans. They trust people, making for easy observation and contact.



WE NEED ANIMALS FOR OUR OWN STABILITY... THEY OFFER US JOY AND REGULATION MECHANISM.

Center Parcs has started several new activities for young people to help raise awareness about protecting nature: "Wanabe" activities for 4 to 10 year olds, and "Center Parcs Academy" for older children. These help children learn about working with nature and animals. In "Caretaker Academy" for example, children can follow an animal caretaker on his daily rounds; looking after the animals, feeding them, cleaning their houses, etc.

In "Animal Reporter Academy", children can observe and photograph jays, magpies, crows, pigeons, thrushes, blackbirds and turtledoves in the aviary, or foxes, badgers and polecats from hides in the forest.

These are moments to share, but also moments for children to look afresh at our environment and develop a richer and more respectful attitude towards nature. Brand new activities will also be on offer, such as microlight flights alongside flocks of geese.

The enclosures: living with fallow deer

Our residential hamlets are located within the "Reservation" and "Forest" enclosures, which let guests live alongside the village's fallow deer, or even just watch them from inside their cottages.

The "Reservation" enclosures, towards the north of the village, consist of five enclosures in the middle of the cottages. The "Forest" enclosures, which cover about 86 hectares – 38% of the village – consist of two large immersion enclosures. Fallow deer have access to the areas around the hamlets so that they can move around in peace, and so that guests can truly experience living alongside them. Guests staying in the "Forest" enclosures will have the chance to see fallow deer walking freely around their cot-

tages. This level of cohabitation is a first, and is all part of an animal observation protocol.

The Sanctuary area: preserved nature

35 hectares of woodland have been left totally undeveloped in order to encourage the development of the site's flora and fauna. This is where the majority of measures dedicated to protected species, such as the crested newt (the amphibian family) and the marsh fritillary butterfly, can be found. None of the animals here have been introduced; they are all completely indigenous to the area.

This zone is only accessible as part of guided tours led by a team of naturalists, to learn about the local flora and fauna and their conservation.



Partnership with film-maker Jacques Perrin

While Jacques Perrin was making his latest film, *Les Saisons*, Gérard Brémond, Pierre & Vacances-Center Parcs Group Chairman-CEO, was starting to work on the new Center Parcs, the *Domaine du Bois aux Daims* in the *Vienne Département*.

Their meeting gave rise to a partnership allowing the *Domaine* to welcome some of the animals which had been involved in filming. This is the perfect opportunity for guests in the *Domaine du Bois aux Daims* to get a privileged glimpse of the lives and behaviour of these animals.

(see guest column by Jacques Perrin, p.19)





The animal farm and the pony club: get to know domestic animals

This space of 1,900m² includes a main building, courtyard, stable and paddock. It is an area dedicated to getting to know domestic animals from local breeds (the Poitou goat, the Poitou donkey etc.), and from heritage, rare and threatened breeds. It's a place to discover farm life: brushing down cows, foals and donkeys, feeding the hens and the rabbits, emptying the milk urns, collecting eggs and more!

At the pony club, children can learn how to care for ponies – feeding, grooming and saddling them – before taking them on a ride round the village.

The Cenote Pool: swim alongside exotic fish

For the first time in France, located at the heart of the Aqua Mundo, the Cenote Pool offers the amazing sensory experience of diving into a tropical aquarium... By strapping on a snorkel and diving into the coral reef, you can see through into a huge tank full of colourful fish, rays and other exotic sea creatures: silver arowana, red-tailed catfish and even piranhas.



8 caretakers looking out for the well-being of the animals

The animal care team takes care of all the animals' needs, including:

- raising animals: incubation, weigh-ins, cleaning, etc. ;
- ensuring their well-being: making sure all their biological and behavioural needs are met, providing special care and cleaning all their buildings and equipment;
- implementing actions to support biodiversity and conservation of endangered species;
- raising awareness among adults and children through learning activities and events.

COLUMN

Jacques Perrin, Film-maker

Introduced to wildlife cinema by his friend Gérard Vienne in the 1980s, Jacques Perrin is currently producing his 5th feature on the natural world, *Les Saisons*.

After travelling the skies in the trail of migratory birds, and surfing the oceans in his previous films, Jacques Perrin's newest film takes us on a journey through time to re-discover the great swathes of Europe we've shared with wild animals since the last ice age. Throughout the shared history of humans and animals, our relationship with nature has changed. For much of this history we were scared of animals; we respected them, admired them, hunted them, copied them. Today, we have quite simply forgotten them. And yet, for all that we have subjected it to, nature keeps fighting back. In fact, forests are coming back, and species that disappeared centuries ago are reappearing.

The importance of the natural world to humans cannot simply be explained, it must be lived. The forest is the air we breathe, the water we drink and the ground that nourishes us. Not to mention that forests feed our dreams, our thoughts, our myths, our hopes and our desires. We must be deprived of nature in order to appreciate its true value:

we humans have tamed the wild part of our world. No display of logic could convince anyone to protect nature. Only a display of emotion can make a lasting impact on people's mentalities.

"The importance of the natural world to humans cannot simply be explained, it must be lived."

Our films praise the feeling, the poetry and the vision of animals by casting them as true protagonists. We have been able to recreate our forgotten closeness to the natural world using the technique of animal imprinting.

Our partnership with Center Parcs allows guests at the Domaine du Bois aux Daims to experience this closeness; meeting an animal eye to eye is a real experience, one which transforms and enriches. It is a first step towards understanding the importance of preserving spaces where wild animals have the freedom to express themselves, free from constraints.

A weekend of discovery

FRIDAY

ARRIVAL

5 pm

Arrival from Poitiers after a less than an hour drive. **Pick up your bikes and get settled into your cottage**



8 pm

Dinner at the restaurant.
Bowling night and video games at the Dome



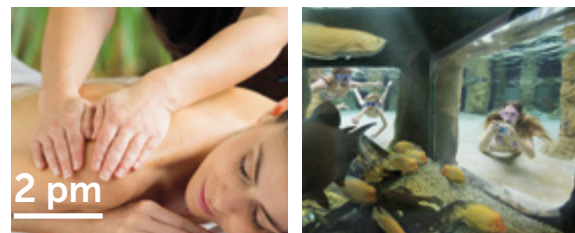
SATURDAY

8 am **Breakfast on the terrace**
- perhaps the deer will pay us a morning visit...

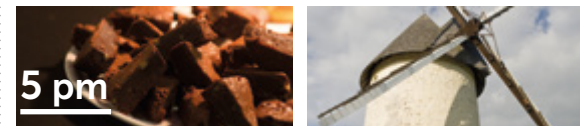
9 am **Explore the site by bike** and on foot, and meet the animals in the Animal Core



11 am **Shop for local produce at the Market place**



Mum goes for a massage at the **Deep Nature Spa** while **Dad goes to the Aqua Mundo with the kids.**



5 pm **A foodie trip** out to the little village of Trois Moutiers, including a visit to artisan chocolaterie "Les chocolats du Bellay"

9 pm **After an evening of family board games in the cottage,** bedtime for everyone ready for a Sunday devoted to animals!

SUNDAY

10 am **Discovery workshops for each of the kids:**



"Wannabe a caretaker": follow the animal carers on their daily rounds (feeding and caring for the deer)
"Wannabe an animal reporter": meet the birds in the aviary and become an assistant on a film set

11 am



Meet up in the Cocoon Café for a light family breakfast, then head off to the Aqua Mundo

2 pm **The kids begin their afternoon at the animal farm,** meeting and playing with the animals



4 pm **A family challenge on the High Adventure Trail!**

7 pm **A quick trip to the local produce shop,** before dinner at the restaurant

MONDAY

8 am The kids will want to make the most of the last few hours of their stay: it's time for another **family visit to the woodland creatures in the Animal Core**



9 am

Come back to have breakfast and pack the luggages

DEPARTURE

10 am **Next stop: Futuroscope** (50 minutes drive) to take advantage of the Center Parcs "Pack & Go Futuroscope" offer, with 4 entries included – dive in to a fun, fantasy, fairytale future





FEATURE

Contributing to the development of local communities

The Pierre & Vacances-Center Parcs Group, by choosing to locate their 5th French Center Parcs in the Vienne Département, has become a major regional employer. But alongside direct job creation, Center Parcs also boosts the area's whole economy...

Approximately 600 jobs created

The Domaine du Bois aux Daims will be able to welcome 400,000 visitors a year. This capacity will, upon opening, call for nearly 600 full and part-time jobs. These roles are spread across two sectors.

The first, operations, consists of about 260 roles:

- about 55 in recreation (hospitality, entertainment, sport and leisure, spa);
- about 210 in catering and retail (170 chefs, porters, waiters etc. plus 40 sales roles in the supermarket, bakery and the shop).

The second sector, support, consists of about 340 roles:

- about 220 in housekeeping, to keep cottages and the Dome clean and tidy;
- about 30 in maintenance (inspection and upgrade of buildings and appliances in cottages and the Dome) and gardening services (upkeep of green spaces);
- about 4 in animal health and security (qualified animal caretakers and imprinters);
- about 45 in SH&E (safety, health and environment) ensuring the safety and security of people and goods on site (including swimming teachers and lifeguards);
- about 12 in site administration (secretarial, meetings, finances, purchasing and human resources).



**CREATING AND SHARING WEALTH,
GENERATING BENEFITS FOR
TERRITORIES: EMPLOYMENT,
BUSINESSES AND TOURISM.**



Prioritising local recruitment

Just like in its other four villages in France, the Center Parcs recruitment policy facilitates access for those on income support through partnerships with local stakeholders (such as the Pôle Emploi), provides appropriate training and, etc.

In accordance with its employment strategy, Center Parcs also pays special attention to preventing discrimination by promoting diversity and equal opportunities. A cornerstone of this undertaking is guided by the Group's Mission Handicap according to their strategy to encourage the employment

staff with disabilities.

These actions are therefore geared towards the long-term employment of people with disabilities, as well as to raising awareness and developing partnerships with disabled workers' organisations (for the sub-contracting of certain jobs: bike repairs, groundskeeping etc.).

This strategy aims to maximise benefits on a local level and applies equally to our selection process for all sub-contractors providing catering or leisure activities on site. It is applied during both the building and operating of the site.

A purchasing policy prioritising local businesses

The development of a major project like the Domaine du Bois aux Daims has to be supported by agreements with local trade organisations to ensure cooperation with local companies. For example, since 2011, two years before site building started, presentations about the project were organised through the Poitou-Charentes CCI⁽¹⁾. This helped small and medium-sized enterprises and very small businesses to fully understand the project, its stages of development, the project's projected needs and how to group together to be able to respond to them.

During building, local purchasing was subject to specific follow-up measures. 71% of works purchased during the building phase were contracted in the Poitou-Charentes region (including the Vienne, Charente Maritime, Charente and Deux-Sèvres Départements).

Supporting the development of local tourism

Enjoying a stay at the Domaine du Bois aux Daims is not just an opportunity for the unique experience of living in a forest among woodland animals, but also an opportunity to discover Vienne's local heritage and tourist attractions, from theme parks like Futuroscope®, to Romanesque churches, medieval gardens, animal habitats and local artisan craftsmanship. Partnership with the Regional Tourism Committee (CDT) helps guests at the Domaine du Bois aux Daims to make the most of what the region has to offer, including:

- a tourist information point at reception, staffed seven days a week to answer guests' enquiries and provide information about 140 tourism operators, as well as to sell their tickets at special rates.
- a shop run by the CDT offering regional, artisanal produce such as wine, chocolate and souvenirs. A short film showing a cross-section of what's on offer for tourists in Vienne, made by the CDT, is available in all cottages. Finally, a partnership deal has been organised with Futuroscope®, including cross-promotion on both websites and jointly run offers such as Pack & Go – one stay at Center Parcs and 4 entries to Futuroscope®.

Fair recruitment: a chance for everyone

In order to eliminate discrimination and create a fairer employee selection process, a strengths-based recruitment methodology has been put in place in collaboration with the Pôle Emploi to recruit the majority of cleaning, hospitality and catering staff.

This methodology evaluates an applicant's ability to perform a role, based on their performance in real situations rather than on professional experience or qualifications.

Bruno Belin

President of the Vienne
Département



“The Domaine du Bois aux Daims is a real boost for Vienne’s appeal to tourists”

Could you tell us about what’s on offer for tourists now in Vienne and what could come along in the future?

Bruno Belin: Our Département is a leader in rural tourism thanks to its remarkable heritage, the quality of its countryside and above all its leisure parks, which we can’t bring up without mentioning Futuroscope. This has been the bridgehead of our draw for tourists for the 30 years since it was built, bringing in a revenue of €700 million. We are creating a varied tourist industry in Vienne with about 15 sites that we have a will to develop. Our goal is to be achieving €1 billion per year in tourist revenue by 2020.

How does the opening of the Bois aux Daims fit in with all this?

B.B.: The opening of the Bois aux Daims Center Parcs will be a real boost to the Vienne’s existing ability to draw tourists. It’s also been a chance to balance out Futuroscope in the south of the Département with a comparable development in the north. This is a wealth creation opportunity for Vienne of the sort we’ve supported for a quarter of a century.

What kind of partnerships have you put in place with this new stakeholder?

B.B.: To fund this Center Parcs, we have established a semi-public limited company; the Vienne Département is a majority shareholder alongside local authorities and private investors. It’s a perfect example of public-private partnership. With the support of the CCI⁽¹⁾, more than 70% of building contracts for this Center Parcs were awarded to companies either in Vienne or the wider region. It is a remarkable result! 600 jobs have also been created. The Pôle Emploi, local government both on a local and regional level, and other organisations like the Missions Locales and Emploi86 and the Poitou-Charentes Region have worked together to give everyone in the area a chance to join Center Parcs.

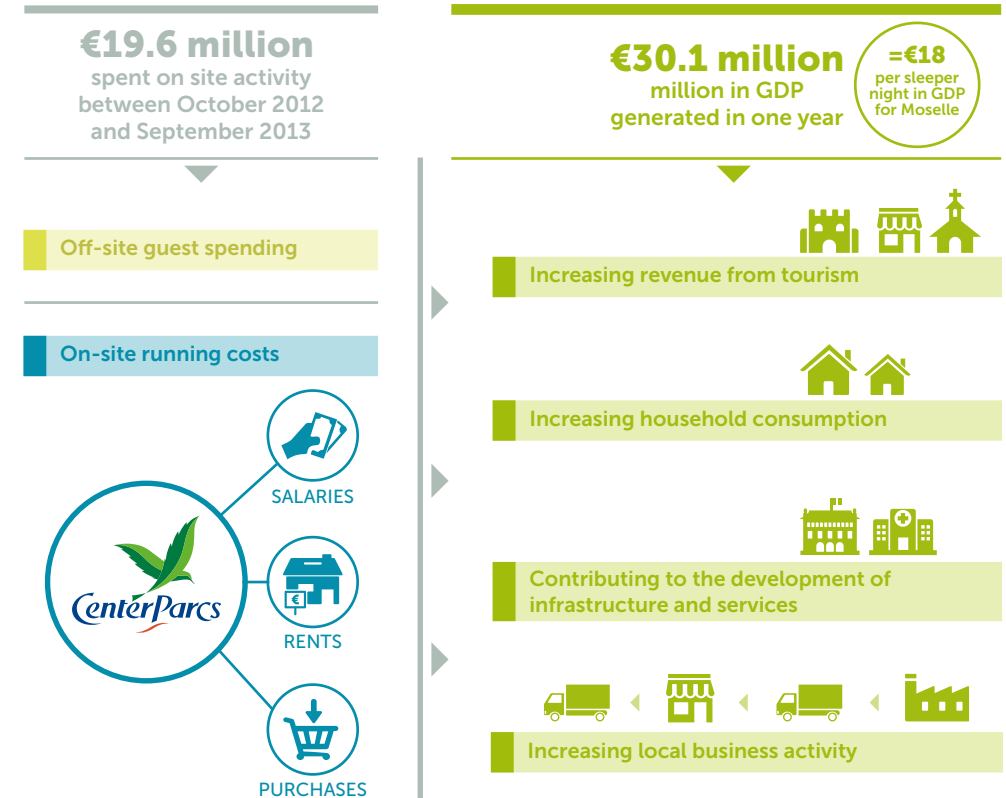
How do you plan on developing the appeal of the rest of Vienne to guests at Center Parcs?

B.B.: Center Parcs, the Vienne Tourism Office and local tourism businesses are working together on initiatives to enhance the region’s tourist industry. Their first advertising campaigns in the Paris metro, promoting a dozen different sites including Center Parcs, with the baseline “Stay in Futuroscope country!”, were a roaring success. With a great campaign promise: “Dive into happiness!” Not a bad prospect...

Center Parcs community impact case study: les Trois Forêts, Moselle

A 2013 study¹, carried out using the Local Footprint[®] tool, has helped us to evaluate the wealth created in the local area by the Domaine des Trois Forêts in Moselle, Lorraine. Taking into account things like the purchases needed for operating the site, salary payments and cottage rent paid to local owners, as well as off-site guest spending and long-term job creation, it’s possible to estimate the boost to local GDP² generated by the village.

IMPACT ON THE LOCAL ECONOMY³



IMPACT ON EMPLOYMENT

885 long-term jobs sustained in the local economy including **610 on-site jobs**
Multiplier effect: 1,5 (1 on-site job = 0.5 off-site job)



(1) Study conducted by Utopies
 (2) Gross Domestic Product
 (3) Area covered: Alsace and Lorraine regions

“The Domaine du Bois aux Daims is the 5th Center Parcs to open in France.

Each new project is a chance to move forward. In 2010, the Domaine des Trois Forêts in Moselle, in the Lorraine Region was a step forward for environmental efficiency.

The opening of a new Center Parcs – the Domaine du Bois aux Daims in the Vienne Département– marks a new stage. This site is an outstanding example of environmental efficiency and respect for the local surroundings, and will go even further in what is offered to guests; unprecedented opportunities for discovery through observation and interaction with Europe’s woodland animals.”

Groupe
Pierre & Vacances
CenterParcs

Design & production:

Text: Alain Chauveau

Graphic design: Victor Nioré - VNBC

Photo credits:

Pierre & Vacances-Center Parcs photo library
Arnal, C., Bergoend E., Feverston J. / Getty Images,
Futuroscope, Hurks T. Fotografie, Jendrol L. / Getty
Images, Land R., Laurent M. / CRT Lorraine,
Mathieu C., Sigaud L. / Galatee films, Thion A.-E,
Vandenbroucke J.

www.groupepvcp.com

