

Covid-19: the Pierre & Vacances-Center Parcs Group mobilised and multiplying initiatives

In the current health crisis, the Pierre & Vacances-Center Parcs Group, the European Leader in local tourism, has involved itself in social action through voluntary donations and support.

Support for healthcare workers

In recent weeks, the Group has stepped up to offer healthcare workers, who find themselves in the front-line of this health crisis, accommodation near their workplace. Fully-equipped apartments have been made available in our Aparthotels Adagio, Pierre & Vacances villages and the Villages Nature Paris domain.

To support health workers at the Est Francilien Hospital Group, almost 50 bunches of flowers are prepared by teams at Villages Nature Paris and delivered every week. Several thousand Easter eggs and bags of chocolate, initially destined for the Pierre & Vacances villages and residences were distributed over the Easter period to three hospitals in the Paris region in Pontoise, Magny en Vexin and Melun. The Center Parcs teams in Germany, especially those at the Nordseeküste and Allgau parks and in Belgium, including the Vossemereen park, also took part in the distribution of chocolates to health workers and more than 700 children.

Initiatives to collect or distribute equipment

To contribute to community efforts, the Group has supplied several thousand masks to numerous hospitals and fire brigades in several regions. Hundreds of litres of hand sanitizer, protective gowns, head and shoe covers have also been distributed.

Our teams are mobilised every day. The team at the Pierre & Vacances Domaine de Pont Royal village stepped up to collect sheets and material to use to manufacture protective gowns. Les Seniorales residents made protective masks out of material, primarily for shop-owners. The Pierre & Vacances Bahia Calpe hotel collected and distributed gloves to the police services in Calpe.

Also involved in this aim to contribute to national solidarity, our teams at Sainte-Luce in Martinique, chose to take part in the Dedette sponsored race "alone but all together". In respect of the lockdown measures, the participants ran around the gardens of the

residence and covered 66km, enabling them to make a donation of €2,500 to health workers in Martinique.

Food donations

Following the closure of the domains in France and Europe and to face the crisis collectively, Center Parcs donated all of its food stocks to food banks, with the Domaine les Bois-France located in Normandy donating its stocks to the Restos du Coeur in the region for example.

Actions have also been organised to assist people in need. Pierre & Vacances Spain is working with local charities that are helping people in disadvantaged or fragile situations by distributing food, fresh produce and hygiene products.

Taking care of vulnerable people

The Pierre & Vacances teams are mobilised to welcome those that are the most in need to help them feel safe during this difficult people.

Taking care of our staff

To accompany all of our employees during this lockdown period, a psychological and coaching service has been set up in France to discuss issues and answer questions, whether personal or professional.

*“Through these various initiatives, the Group’s teams are proud to take part in community efforts being made during this unprecedented crisis”. The Pierre & Vacances-Center Parcs Group is resolutely engaged and fully committed. We all have a role to play, let’s remain engaged and socially present” stated **Yann Caillère, CEO, Pierre & Vacances-Center Parcs Group.***

About Pierre & Vacances- Center Parcs Group

The leading European holiday group, Pierre & Vacances-Center Parcs has developed and managed innovative environmentally-friendly holiday and leisure concepts for more than 50 years, offering seaside, mountain, countryside and city destinations. Today with its complementary brands - Pierre & Vacances, Center Parcs, Sunparks, Villages Nature Paris, Aparthotels Adagio and maeva.com, – the Group operates a tourism network with 45,000 apartments and homes located in 285 sites in Europe.

With the talent of its 12,850 employees, the PVCP Group generated revenue of €1,673 million and welcomed eight million customers in 2018/2019.

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