

PVCP Group furthers its development in tourism market in China during 2019 CIIE

Shanghai, Nov.5th, 2019

The 2019 China International Expo is opened on Nov.5 at the National Exhibition and Convention Center in Shanghai. As a platform that connects international companies with China businesses, the CIIE has attracted over 3000 companies from over 150 countries this year, far exceeding the scale of last year. The French enterprise Pierre & Vacances-Center Parcs Group (PVCP Group) is attending the Expo for the first time this year. Different from other exhibitors which are showcasing tangible products, what PVCP offers is intangible, that is its tourism offerings which are well-tested in Europe in the past 52 years in Europe.



PVCP China's booth at CIIE 2019



PVCP exhibits at the French Pavilion

During the CIIE, Dimitri Delopoulos, CEO of PVCP China was interviewed by the state media CCTV 2 (Business Channel). During the interview, Mr. Delopoulos introduced in Chinese the company PVCP Group and its businesses in China. He also debuted the cute deer mascot to the Chinese public.



Dimitri Delopoulos, CEO of PVCP China at CCTV 2

In recent years, with the increase of people's consumption level in China, the demand for tourism products is also rising. At the same time, however, tourism products of high quality, good service and good experience is still insufficient in China, the requirement for quality development of tourism in China remain pressing.

As the No.1 tourist tourism destinations in the world, France is in a leading position in terms of tourism development, and its expertise in tourism destination development and operation is worth taking reference. As a company that has undergone rapid development together with the tide of French tourism industry, PVCP Group in the past half century has accumulated rich experience in the design, development and operation of tourist destinations. PVCP Group's unique holiday and leisure concepts include tourism residences located in scenic spots, both mountains and seaside, and one-stop tourism destinations combining leisure facilities and accommodation that can be easily accessed from big cities. Through these concepts, we provide a comfortable space that feels like home and thoughtful service, providing families and friends with an unforgettable holiday.

Entered in China in 2016, PVCP Group plans to develop the group's tourism concepts and products in China.



Avoriaz ski resort

“PVCP is very glad to be part of the winter Olympics and help build Thaiwoo into a world-class resort destination. Developing ski resort is one of the advantages of PVCP as the group started with a legendary ski resort Avoriaz in 1967, which is still in operation now. PVCP will bring its over 50 years of international experience and operation model to present unique holiday experience to the Chinese families. In the

future, we would welcome opportunities like this to combine our experience with the development of Chinese tourism landscape.”



Aqua Mundo

Sunparks is the signature product of PVCP Group, it is a one-stop all-season family resort destination in nature. With fully equipped cottages situated in nature; subtropical swimming paradise Aqua Mundo; the indoor Market Dome combining dining, retail and an array of activities; and a huge range of indoor and outdoor leisure facilities and activities, SUNPARKS® is the ideal place for families to experience a meaningful, memorable holiday in nature. Currently we have 24 parks in Europe and it has created happy memories for tens of thousands of families in European countries like France, Germany and the Netherlands. And we hope to bring this very product that we're proud of to China.” Said Dimitri Delopoulos, CEO of PVCP China.