

PVCP partners with Iyone to develop short tourism market jointly, a new achievement in the Sino-French tourism cooperation

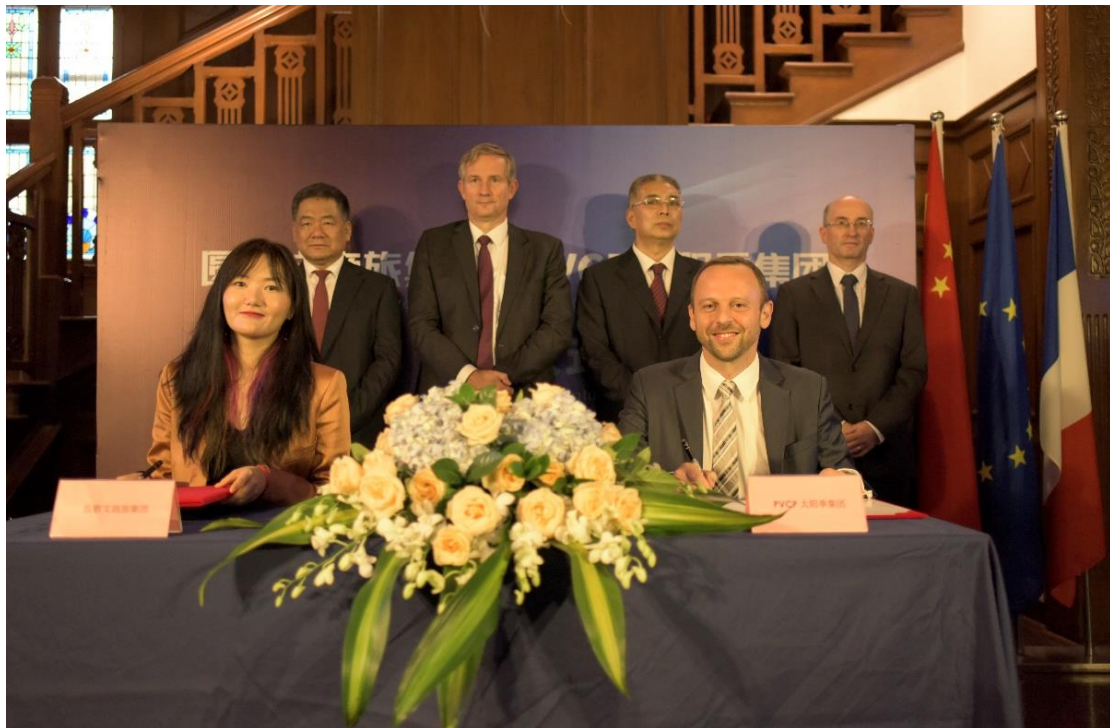
Shanghai, Nov.6th, 2020

With the normalization of China's prevention and control of the pandemic, China's tourism industry has begun to gradually recover. However, the epidemic has had an irreversible impact on people's consumption habit, consumer behavior, and consumer demand. People become more cautious about consumption. Consumers pursue health and ecology and pay more attention to product safety and quality. At the same time, people also want to spend time with their families more than ever.

In the post-Covid-19 era, consumers still have strong demand for tourism, but their consumption concepts have shifted to family and short-distance travel.

PVCP has been in the European tourism and holiday market for more than 50 years and is well versed in the family vacation. The core product of PVCP Group is short-distance family vacation. It currently operates nearly 300 resorts in Europe, creating a wonderful holiday experience for five generations of European families.

Despite the global economic downturn affected by the epidemic, during the third CIIE, PVCP Group still signed three projects, one of which is PV-Holidays Nature Yishui . During the CIIE, PVCP and IVYONE signed the contract at the residence of the French Consulate General in Shanghai.



Signing ceremony at the residence of the French Consulate General in Shanghai

Regarding the development of PVCP Group in China, French ambassador to China Laurent Bili said, “The economic exchanges between China and France are not limited to trade exchanges. There is also a need for greater cooperation in the service industry. PVCP Group has been a player in the service industry for a long time and is a representative of the French tourism enterprise. With 53 years of experience, PVCP can share the original French vacation with China, and explore a greater space of the service industry in China.”



Ambassador Laurent Bili addresses the signing ceremony

Facing the Beijing-Tianjin-Hebei family group, PV-Holidays Nature Yishui will offer an in-depth vacation experience immersed in nature. The resort has a planned area of 310 mu and has about 260 accommodation units, including a variety of iconic room types such as tree houses, boat houses, and themed cottages.



Iconic room types

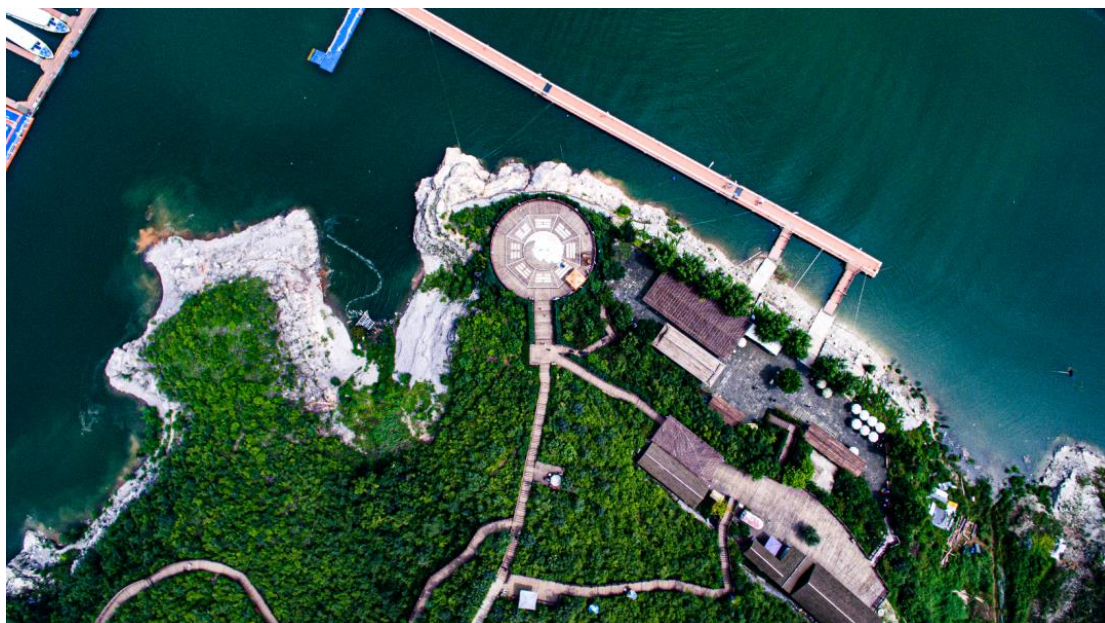
The resort will inherit PVCP Group's experience in leisure and recreational activities, and provide a rich holiday experience, especially the all-age activities such as cycling, water sports, outdoor adventure, children's amusement, pony club , petting farm, etc., to meet the holiday needs of the whole family.



High rope



Petting farm



Yishui Lake scenery

PV-Holidays Nature Yishui is targeted to open in 2022. Under the ecological investment and construction concept of IVYONE and with the development and operation expertise of PVCP Group, Yishui Lake Tourism Resort will become a well-known comprehensive leisure and vacation destination in the Beijing-Tianjin-Hebei region, and become a new benchmark for Sino-French cooperation in tourism industry.