

“ Enjoy a new, authentic and sustainable
tourist experience ”



MooVert
FRANCE

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www.moovert.fr

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Our observations

THE NEW EXPECTATIONS OF FRENCH TRAVELERS...

1. **70 %** of French people who were surveyed would like to travel more sustainably (*).
 2. **50%** of them prefer more environmentally friendly accommodations. They prioritize nature and outdoor activities.
 3. **68 %** of French people say that preserving nature and the environment are more important concerns than before the COVID 19 health crisis began (**).
- Nevertheless, **87 %** of them do not know of any label that guarantees a responsible and environmentally friendly tourist trip.
4. Finally, according to the latest post-pandemic studies the French want to return to **their roots, have access to "more sustainable" and made in France offers, and be more focused on local production.**

*Study with 5555 participants conducted by ADN Tourisme and the CRT's (Région Tourism Board) of several regions (Late 2021)

**Study carried out on 1009 participants by the IFOP Poll for Sustainable Tourism Meetings (March 2021)

... AND OF TRAVELERS AROUND THE WORLD

1. **3 out of 5** travelers worldwide are prepared to pay more to make a trip more sustainable.
2. **50 %** would prefer a less frequented destination to avoid mass tourism.
3. **42 %** of the 29.000 participants still have a hard time finding less attractive and busy destinations.

Source: Booking, Expedia Group and Wakefield Research.

« Tomorrow's traveler has new needs and desires. They are looking for :

- authenticity
- more responsible, sustainable and local consumption.

MooVert's mission

Following these observations, MooVert has a truly worthy ambition: to become an ambassador of responsible, authentic and sustainable French tourism offer and bringing it to French and international clients alike.

MooVert is committed to 3 axes:



Of its partners: to select, promote and support service providers specializing in the ecological and digital transition, particularly in rural areas.

Of travelers: MooVert informs and educates travelers. The platform increases the visibility of a sector that actually meets their expectations.



Valuing the local heritage and authenticity of various regions.



To open up to an international clientele by making local offers more accessible.

The concept

MooVert is a reservation site that brings together a group of hosts, restaurants and service providers who share common values:

- **authenticity;**
- **respect for the environment;**
- **great quality of reception and service.**

AUTHENTIC

Carefully selected accommodations known by the network of French tourism Institutions for being actors of local development and promoters of regional heritage.

SUSTAINABLE

Service providers are evaluated in order to help provide the final consumer with more environmentally friendly accommodations, restaurants and activities.

A **MooVert algorithm** was built in collaboration with **Teragir/La Clef Verte** (for the sustainability part) and **Bienvenue à la Ferme** (for the authenticity and regional promotion part).



Clef Verte



This algorithm allows service providers to be assigned 3, 4 or 5 pine cones.

This is not a labeling tool but a tool to help the final customer choose where they spend their vacation.



Made in France: a 100% French showcase.

How does MooVert stand out?

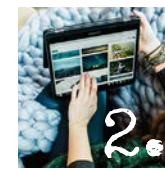
OPENING UP BEYOND OUR BORDERS



1.

We are open to a “general public” international clientele and **especially to tourism professionals** who are often lost in the digital ecosystem in order to bring them unique access to a truly sustainable and authentic offer.

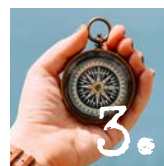
A CONTEMPORARY STANCE



2.

We offer a ready-to-use easy, ergonomic and simple **digital solution** to tourism professionals, service providers and final customers. MooVert’s showcase is dynamic and attractive.

SUPPORTING A SOLID NETWORK



3.

MooVert wants to **capitalize on over 20 years of experience in the promotion of French tourism around the world.**

To make MooVert known and to develop it in close collaboration with Tourism Institutions.

CAREFULLY CURATED



4.

Introducing an **eco-friendly and authentic offer** in accordance with MooVert’s values and the need to change tomorrow’s tourism practices.

MooVert and the Destination France Plan

MooVert has set a series of objectives in line with its values and defined by the Destination France plan:

1. Contribute to the tourism sector's ecological transition in France.
2. Develop and promote more sustainable tourism.
3. Support the development and attractiveness of tourism in France.
4. Accelerate the digital transition in the agricultural and natural sectors.
5. Contribute to the improvement of the quality of the French tourism offer.
6. Promote the overseas territories and their know-how.
7. Promote soft mobility.
8. Give a concrete response to local and regional requirements in order to develop marketing and promotion of an often little known and much sought after formidable and authentic know-how in France and in the world.



*"I hope that we will be able to bring out, **between the traditional and the new players**, the ability to aggregate and allow people to live new and more authentic experiences by linking the physical and the digital. That is to say that what we need to work on, and I believe that we have an immense asset, is what we call the **"French Touch"**."*

Emmanuel Macron - French President



"The main post-pandemic challenges:

- 1) the rise in **quality of the tourism offer**
 - 2) the acceleration of the **ecological and digital transition** on which it also depends
 - 3) making tourism **jobs within the tourism sector attractive again**".
- Jean Castex - Former Prime Minister



"Our goal: to become the world's leading destination for sustainable tourism by wagering on quality by 2030. This is what French tourism of the coming decade will look like!"

Jean-Baptiste Lemoine - Former Secretary of State to the minister of Europe and Foreign Affairs in charge of tourism, French citizens living abroad and the French-speaking world



*"Destination France's collective ambition is to make France **the leading natural and cultural tourist destination by 2030**".*

Barbara Pompili - Former Minister of Environmental Transition

* Statements made in November 2021 during the presentation of the Destination France Plan

MooVert's key dates

November 2021

Became a member of the Paris Saclay French Tech.



April 2022

Entered into a partnership with Terragir for the Green Key Label with MooVert's promotion for all recommended accommodations.



Clef Verte

July 2022

MooVert was commended in the latest study on "Sustainable Tourism in France" among the actors of sustainable tourism in France.*



March 2022

Integrated the DGE's (Direction Générale des Entreprises, or The Directorate General for Enterprise) France Tourisme Lab's Slow Tourisme Lab structure of the Ministry of the Economy, Finance and Recovery.



July 2022

Member of Atout France.

* Study conducted by the CSA study institute and Prisma Media Solutions (June 2022)



A few key numbers



Over 180
accommodations

ranging from lodges and B&B's to
classic hotels, present online



Over 60
partners and hosts

already trust us



Present at

over 5 exhibitions

in France and internationally to boost MooVert's
visibility



1 founder and
7 investors

who care about developing sustainable tourism in
France and boosting regions



11 languages

The website is multilingual and ready to address a large international clientele

Pier Tognazzini is Italian and has been promoting France, his adopted country, for over 20 years.

Through his experiences, he has developed a close partnership with Atout France in Paris and its branches around the world. He has created a network with the institutions for the promotion of French tourism, but also a professional network in France and the world with the main players of the leisure tourism sector.



Pier Tognazzini
President & Founder
of MooVert

“ Our ambition is to share our expertise with our customers through authentic and sustainable stays everywhere in France. We want to enhance our precious know-how and meet the new expectations of tomorrow’s tourists.

MooVert wants to be a key player of the strategies and guidelines of the Destination France Plan to contribute in making this country the first world destination for sustainable tourism by 2030. ”

Pier is also a traveler who enjoys taking his time, discovering and living local and authentic experiences. He is perfectly acquainted with the concepts of slow food and slow tourism. He has been traveling in this way since he was young. Indeed, agri-tourism or rural tourism in Italy have existed for over 20 years and represented a turnover of 1.4 billion € (1,45 billion \$) in 2019.

He struggled to find the same spirit in France, despite it being a country with so much to offer. So Pier Tognazzini decided to create MooVert in 2021, a reflection born in his mind in 2017 and maturing ever since.

Contact

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