



MooVert
FRANCE

PRESS RELEASE

1st December 2022

LET'S MEET IN VEGAS!

MooVert will exhibit from **Booth #61611-9** at CES 2023 (January 5-8 in Las Vegas) in the Eureka Park Marketplace Hall G at the Sands Expo Convention Center.

Las Vegas Convention Center
201 Sands Avenue - Las Vegas -
NV 89169 - USA.



FRENCH MEDIA ARE TALKING ABOUT IT:

MooVert, the new site for environmentally respectful stays in France.
(Le Figaro)

MooVert launches its platform of eco-responsible accommodations
(TourMag)

France: who is MooVert, the new face of sustainable tourism?
(L'Echo Touristique)

Moovert, sustainable tourisme in our Regions
(BFM TV IdF)

MooVert presents in Las Vegas for the 2023 edition of CES (Consumer Electronics Show)

Only just launched, already being noticed! MooVert, the new online platform for sustainable and authentic French accommodation and experiences, was chosen by Business France and the Ministry of Economy, Finance and Recovery to represent Travel Tech of the French delegation at the CES Exhibition in Las Vegas in January 2023.

International meeting place for innovation, the Las Vegas CES (Consumer Electronics Show) is the proving ground for break through technologies and global innovators ranging from HDMI to Bluetooth connection, right back to the remote control or the Walkman!

After a virtual version in 2021 and a return to face-to-face presentation in 2022 hit by numerous cancellations due to the emergence of a new COVID variant, the CES is returning for its 56th edition and promises to be better than ever. More than 4,400 exhibitors, visitors and investors from 163 countries worldwide will meet from January 5-8, 2023. This year's theme is 'Tech for a better tomorrow', or how technological innovation can assure a better future, particularly regarding concrete solutions to eradicate climate change.



Tomorrow's traveller still has the same desire to discover the world, but their expectations and aspirations are changing: increasingly they wish to come back to nature and give meaning to their travels.

Uncovering little gems for holiday makers, **MooVert** enables easier access to French heritage, offers an abundant and authentic know-how, often little known but very sought after amongst tour operators, travel agencies and, ultimately, travellers.



CHOSEN TO REPRESENT FRENCH DELEGATION IN NEVADA'S CAPITAL, MOOVERT HAS SET THREE MAIN OBJECTIVES:

- 1** — Present its technological solution to bring to the fore a French holiday experience which is sustainable and authentic to American and international media.
- 2** — Offer American and worldwide travellers and tourism professionals an alternative practice of tourism, personalised and off the beaten track.
- 3** — Seek out investors to expand the platform's technological capacities and to grow its international reach.





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ABOUT



Created in 2021, **MooVert** is an online platform which offers international and French travellers sustainable accommodation and authentic service providers.

Founded by Pier Tognazzini and available in eleven languages, **MooVert** allows each traveller to find their own hidden gem and has made it their mission to “facilitate discovery of France’s natural, authentic, cultural, agricultural and gastronomic heritage, still so little known”. The platform benefits from a network built up over more than 20 years of Pier’s promotion of France throughout the world.

CONTACTS

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Press kit available:
<https://moovert.fr/presse/>