

“ Enjoy a new, authentic and sustainable  
tourist experience ”



**MooVert**  
FRANCE

2023  
**PRESS  
RELEASE**

[www.moovert.fr](http://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

MooVert is an online booking platform that offers an engaged, authentic, and responsible French tourist experience.

- MooVert has some of the loftiest ambitions today: **to become one of the ambassadors for France's authentic and responsible tourism offering**, catering to both French and more importantly, international clientele.
- MooVert **aims to ensure connections** with tourism service providers who contribute to the preservation of their heritage, eco-responsibility, and short distribution channels in France.
- MooVert is committed **to marketing and promoting local and authentic «savoir faire»** to effectively address a new era of sustainable and responsible tourism development in France.
- Distribution and promotion take place **in France, but more specifically abroad**, targeting both the general public and tourism professionals (Tour Operators, Travel Agencies, Private Concierges).



# 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).



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?

1.

Bringing together an authentic and sustainable French touristic offer on **a single web booking platform** that supports **11 different languages**.

2.

Having created **an easy and dynamic solution** not only for the general public (**BtoC**) but also for Tourism Professionals (**BtoB**) such as Travel Agencies, Tour Operators, Private Concierges, etc.

3.

Co-developing a **MooVert algorithm** in collaboration with Teragir/La Clef Verte (for the eco-responsible aspect) and Bienvenue à la Ferme (for authenticity and territorial enhancement), which assigns a «scoring» to service providers to assist consumers in their choices.

4.

Providing a **user-friendly intranet** for service providers to digitize their tourist offer. The platform then facilitates marketing and distribution through modern and user-friendly communication.

5.

Supporting service providers in **their ecological transition** by offering usage advice and capitalizing on the work already done.

6.

Enabling collaboration among **three stakeholders** (institutions, businesses and the nonprofit sector) on a platform with a common goal: **to make France the world's leading sustainable tourism destination by 2030**.



# 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.



**July 2022**

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



**July 2022**

Member of Atout France.

**October 2022**

Launch of MooVert at the IFTM -  
Top Resa Paris' event



**Mars 2023**

ITB Berlin' event



**ITB**  
The World's  
Leading  
Travel Hub



**January 2023**

MooVert was chosen by Business  
France and the Ministry of Economy,  
Finance and Recovery to represent the Travel Tech  
of the France Delegation at the CES show in Las  
Vegas.



**Juin 2023**

MooVert was chosen by  
The South Area of France to  
represent the Travel Tech at  
VivaTech

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



## A few key numbers



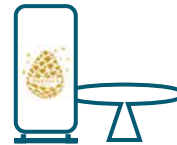
Over 450  
accommodations

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



Over 160  
partners and hosts

already trust us



Present at

over 7 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

# Our partners



OFFICIAL  
PARTNER  
2023



Clef Verte



LA FABRIQUE  
DE SUCCÈS



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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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