



**MooVert**  
FRANCE



## PRESS RELEASE

—  
Spring 2024



Photo © Auræ Cocoon

### Moovert and Auræ Cocoon announce partnership to develop and strengthen “Glamping” offerings in France.

MooVert and Auræ Cocoon are pleased to announce their strategic partnership aimed at developing and enhancing the «glamping» tourism offering in France. This collaboration seeks to revolutionize the hospitality sector by providing unique and sustainable accommodation options for travelers seeking authentic experiences.

As the tourism industry evolves, so do the expectations of travelers. In an era of hyper-connectivity and a growing need for escape, well-being, eco-responsibility, and authenticity, a new trend is emerging, redefining the concept of vacations. Welcome to the era of “glamping”, where comfort and adventure converge to offer an unparalleled tourist experience.

#### **GLAMPING, MORE THAN JUST CAMPING UNDER THE STARS**

Glamping, a blend of “glamour” and “camping”, transcends the traditional notion of camping under the stars. It represents a harmonious fusion of comfort and immersion in nature, attracting those seeking a different kind of experience where connection with nature does not sacrifice comfort.



Photo © Auræ Cocoon





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## THE OFFERING IN FRANCE

Many owners of vacation rentals, bed and breakfasts, and even campgrounds have the space to develop this new offering but may lack guidance on how to proceed. Additionally, farmers, often facing difficulties, could diversify their income by developing tourism offerings on their lands, coupled with authentic experiences related to their productions and activities.

To support these future operators in the hospitality sector and enhance the tourism ecosystem in France, a partnership has been formed between MooVert and Auraa Cocoon. The two startups found common ground through their participation in the PTI incubation program (Provence Travel Innovation), one of the five Labs of France Tourisme Lab under the Directorate General of Enterprises at the Ministry of Economy, Finance, and Recovery.

## AURAE COCOON AND MOOVERT: A PARTNERSHIP FOR TOURISTIC INNOVATION IN FRANCE

This innovative partnership offers a comprehensive solution for all aspects of a project, from conception to implementation, and from distribution to commercialization. Auraa Cocoon, specialized in the design of playful structures, and MooVert, the committed booking platform, join forces to provide personalized support. Whether the project is led by an adventure enthusiast, a professional aiming to create an exceptional tourist offering, or a company or agricultural artisan, this collaboration ensures full support at every stage.

The Magic of Glamping In this quest for a different kind of tourism, MooVert emerges as a pioneering platform that already speaks 12 languages, addressing not only French travelers but also international tourists seeking environmentally conscious local French tourism products. MooVert does not just offer glamping accommodations but embodies the spirit of this new trend. As a trusted partner, MooVert offers travelers a carefully curated selection of unique, eco-responsible, and authentic experiences, from mountain peaks to peaceful lakeshores.

## THE COMFORT OF UNIQUE ACCOMMODATIONS WITH AURAE COCOON.

Auraa Cocoon specializes in the design, production, and distribution of innovative and unique accommodation solutions. At the heart of its exceptional product range lies the Lotus, a true gem of reimagined nomadic accommodation. Combining elegance and modernity, the Lotus embodies refinement, offering travelers a high-end experience where glamour and comfort harmoniously meet. Soon, Auraa Cocoon will also launch sanitary solutions that are modular, flexible, and autonomous, further enhancing the experience of unique accommodations.





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## THE SEARCH FOR REGENERATIVE TOURISM

**Pier TOGNAZZINI**, the Founder of MooVert, states, *"Today's French or international travelers seek more than just a simple tourist visit to France. They aspire to live unique experiences, create memorable memories, and venture off the beaten path. France has much to offer, but often, accommodation providers need help with the commercialization and distribution of their offerings, and travelers are lost in the digital ecosystem. MooVert bridges the gap between the two».*

**Lætitia LECLERRE**, Co founder of Auraa Cocoon adds, *"Glamping addresses this new tourism quest, and Auraa Cocoon supports service providers offering unique accommodations, unexplored destinations, and authentic proximity to nature. Embark on an Adventure with Style Glamping is not just a passing trend; it's a revolution in how we perceive our travels. It embodies the idea that adventure and comfort can coexist harmoniously".*

**So, if you're looking for a different tourist experience, glamping is an invitation to explore the world with a fresh perspective, to live adventure with style, and to create memories that will last a lifetime. Join us in this new era of tourism, where the search for something different becomes an adventure in itself.**

Photo © Auraa Cocoon



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