



Grand Est region



Provence region



MooVert
FRANCE

Live a new, authentic and responsible tourism experience through a BtoB and BtoC reservation platform for French and international customers.

PRESS RELEASE 2025

www.moover.fr

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A NEW NEED FOR FREEDOM

The new expectations of travelers: the desire to get away from it all more in nature

France... A need for environment



70% of French people surveyed want to travel more responsibly



50% of them would like to offer more environmentally-friendly accommodation



87% are not familiar with any label guaranteeing responsible, environmentally-friendly travel

International... A need for sustainability



3 out of 5 travelers

worldwide are willing to pay more for sustainable travel



42%

of 29,000 people surveyed have difficulty finding less popular destinations

Travelers have **new needs** when it comes to tourism. They are looking for more **responsible, sustainable, local and authentic consumption.**

OUR MISSION

MooVert is an online booking platform offering a committed, authentic and responsible French tourism experience.



MooVert's ambition is to become **one of the ambassadors of France's authentic, responsible tourism offer**, and to propose it to French and, above all, international customers.



MooVert aims to guarantee **contact with tourism service providers** who contribute to the enhancement of their heritage, eco-responsibility and short distribution circuits in France.



MooVert is committed to **marketing and promoting authentic, local know-how** as a concrete response to a new dynamic of sustainable and responsible tourism development in France.



Distribution and promotion is carried out **in France, but more particularly abroad**, to the general public as well as to tourism professionals (Tour Operators, Travel Agencies, Private Conciergeries).



"With MooVert we were able to discover the authenticity of France while traveling responsibly. No other tour operator had managed to offer us a similar experience."

— Testimony of the Chinese delegation in Yvelines - Autumn 2024



Normandie region

FOCUS ON THE MOOVERT ALGORITHM

How does it work?



Algorithm

MooVert has created an algorithm made up of 68 questions that maps the sustainable and authentic tourism offer of territories.



The algorithm was co-constructed with **Teragir/La Clef Verte** for the eco-responsibility part and **Bienvenue à la Ferme** for the authenticity and valorization of territories part.

The algorithm allows the attribution of a “**scoring**” to service providers in order to help consumers in their choice with **3, 4 or 5 pine cones**. We would like to make it clear that our “scoring” is not a label but an observation that helps the end customer in the choice of accommodation.

Bretagne region



Datas verification

Methodology based on 3 axes:

- Answer a 68-question questionnaire and provide supporting documents (works, installations, etc.)
- Customers rate service providers. Feedback from customers enables to support the development of hosting providers
- MooVert carries out random audits to verify service providers' commitments.



Our algorithm has a second objective: support

Helping service providers who wish to do so to optimize their results.

Supporting accommodation providers in the ecological transition with usage/assistance solutions in the fields of energy, water, insulation or waste treatment.

Supporting accommodation providers in better digitizing their commitments to enhancing the value of the territories.

MOOVERT'S INNOVATION IN THE TRAVEL TECH MARKET

What makes MooVert different and innovative?



A unique, authentic and internationally accessible offering

MooVert is the only platform to bring together a rigorous selection of authentic and responsible French tourism experiences. Available in 14 languages, enables travelers from all over the world to discover a sustainable and confidential France, often invisible on the web.



A solution designed for all publics

MooVert is aimed at both the general public (B2C) and tourism professionals (B2B). Thanks to its intuitive interface and dedicated services (agencies, tour operators, concierge services, etc.), it facilitates the integration of sustainable offers into existing distribution channels.



A unique algorithm for transparency

Developed with experts from La Clef Verte (Teragir) and Bienvenue à la Ferme, our algorithm assigns a score to each service provider, combining eco-responsibility and local roots. A trusted tool to guide travelers in their choices.



A partner committed to local players

MooVert supports tourism professionals in their ecological and digital transition. Personalized advice, promotion of commitments, digitalization tools: together we build a more sustainable, more visible, more impactful offering.



MOOVERT CALENDAR



November 2021

Member of French Tech Paris Saclay.



April 2022

Partnership with Terragir for the Clef Verte label, highlighting MooVert for all label-labeled accommodation.



October 2022

Launch of MooVert at ILFTM - Top Resa in Paris



March 2023

Moovert at ITB Berlin

PRINTEMPS

September & October 2023

Partnership with le Printemps Haussmann



March 2022

Integration of the Slow Tourisme Lab structure into the France Tourisme Lab of the DGE (Direction Générale des Entreprises) at the Ministry of the Economy, Finance and Recovery.

July 2022

MooVert has been recognized in the latest study on "Sustainable Tourism in France" as one of the key players in sustainable tourism in France*.



Member of Atout France.



January 2023

MooVert has been chosen by Business France and the French Ministry of the Economy, Finance and Recovery to represent the French Delegation's Travel Tech at CES in Las Vegas.



June 2023

MooVert chosen by the Southern Region to represent Travel Tech at VivaTech

PARIS&CO

October 2023

Presence in Cahier des Tendances 2024



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



MOOVERT CALENDAR



January 2024

MooVert and Atout France's Innovation Unit take part in the Destination Montagne trade show in Chambéry



April 2024

Participation in Rendez Vous en France Paris alongside Choose Paris Region, OTCP Paris and Atout France



June 2024

Partnership with Le Vieux Campeur to carry the Club Card



September 2024

MooVert becomes an active member of the Pole Campagne at Atout France



Co-funded by the European Union



Open Tourisme Lab

February 2024

MooVert has been selected as one of 10 French start-ups for the European FIST MILE project in partnership with the EU, the OTL (Open Tourisme Lab) part of France Tourisme Lab with the French Ministry of the Economy.



May 2024

MooVert takes part in Viva-Tech 2024 in partnership with Business France.



July 2024

Signing of Ty-Win partnership and NEW PACKAGE OFFER for MooVert with new interface for the 2024 Olympic Games



MooVert chosen by Atout France from among 2 start-ups to take part in the French Travel Days trade show



Start-up Village iftm

Participation at IFTM Top Resa in the Start VillageUp by Orchestra



EN QUELQUES CHIFFRES



640+
accommodations

from B&Bs to traditional hotels, online



280+
partners & hosts

who trust us



Present at

more than 9

trade fairs worldwide



1 founder & 7 investors

committed to the development of sustainable tourism in France
and the enhancement of local communities



14 languages

Multilingual, the site is ready
to address a wide range of
international customers



+ 120 Itineraries

Turnkey packages from local service providers



1 CES in Las Vegas

in 2023 chosen by the French Ministry of the Economy
and Finance to represent French Travel Tech

Grand Est region



Pays de la Loire region



Occitanie region



SOME OF OUR PARTNERS



WE'RE TALKING ABOUT US

National press & medias



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Piémont region

WE'RE TALKING ABOUT US

National press & medias



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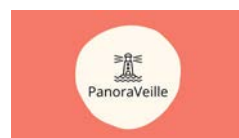
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Piémont region

Pier Tognazzini is Italian and has been promoting his adopted country, France, for over 20 years, working closely with Atout France in Paris and its branches around the world.

He has built up a network with French tourism promotion institutions, as well as a professional network in France and around the world with the main players in the leisure tourism sector.



Pier Tognazzini
Founder & President of MooVert

« Our ambition is to pass on our expertise to our customers through authentic, eco-responsible stays all over France. Our aim is to promote valuable local know-how and respond concretely to the new expectations of tomorrow's travelers. MooVert is committed to being a key player in the Destination France Plan and is fully in line with the determination of the French Ministry of the Economy, Atout France and the French Presidency to make France, by 2030, the world's leading sustainable tourism destination.



Pier is also a traveler who likes to take his time, discover, and enjoy authentic local experiences. He is very familiar with the concepts of slow food and slow tourism. He's been traveling this way since he was very young. In fact, agritourism or rural tourism in Italy has been around for over 20 years, with sales set to reach 1.7 billion by 2023, and he struggles to find the same spirit in France, a country with so much to offer.

Pier Tognazzini therefore decided to found MooVert in 2021, a brainchild that was born in 2017 and has been maturing ever since.



Hauts-de-France region



Champagne region



MooVert
FRANCE

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