



**MooVert**  
FRANCE

## PRESS RELEASE

—  
Summer 2025



A getaway in perched cabins in Finistère

## French Tourism Days USA 2025 MooVert: The Sustainable Tourism Innovation Turning Heads in the US.

To celebrate its third anniversary, **MooVert**, the leading French platform for authentic and sustainable tourism, is proud to announce its selection as part of **the Official French delegation** at the **French Tourism Days USA 2025**, alongside 7 other top French Travel Tech startups.

Organized by the **French General Directorate for Enterprise (DGE)** part of the **French Ministry of Economy and Business France**, this mission will take place in **Los Angeles** and **San Francisco** in early June, aiming to promote French tourism innovation to key players in the **US travel market**. MooVert will also be in **Washington DC** beforehand to meet with **international tourism organizations** and **think tanks**.



 **MINISTÈRE  
DE L'ÉCONOMIE,  
DES FINANCES  
ET DE LA SOUVERAINETÉ  
INDUSTRIELLE ET NUMÉRIQUE**

Direction générale  
des Entreprises

**TEAM  
FRANCE**  
— EXPORT —

 **Business  
France**

**FRENCH TOURISM DAYS** 



**MooVert**  
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Hunting truffles in Occitanie

## A HANDPICKED AMBASSADOR OF SUSTAINABLE TOURISM "À LA FRANÇAISE"

Chosen as one of 8 standout startups, MooVert perfectly embodies the dual goals of the mission:

### 1. Captivating American Tourism Professionals with Authenticity and Technology

MooVert offers a **unique multilingual B2B and B2C marketplace** that showcases an exclusive selection of authentic, eco-friendly, off-the-beaten-path travel experiences a category that's in high demand internationally, yet still underrepresented digitally.

Its sleek, intuitive interface includes powerful features such as **real-time availability**, **multi-currency payments** and **dynamic pricing**, making it a game-changer for global travelers as well as **tourism professionals** (travel agencies, tour operators, private concierges, etc.), who benefit from a dedicated B2B portal.

And more than a booking tool, MooVert is a **doorway into France's living heritage**.

From **hunting truffles in Occitanie** to **participating in the grape harvest in Champagne or Burgundy**, from **French cooking classes with local grandmothers** to **learning how to make Brie de Meaux by hand**, MooVert offers a **curated portfolio of 120 immersive itineraries** and over **500 handpicked eco-lodgings across France** all built around **meaningful connections with nature, artisans and local culture**.

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An iodized stay in Belle-Île

## 2. Introducing French Tech Solutions to U.S. Institutions and Impact Investors

At the core of MooVert lies a **cutting-edge algorithm** co-developed with **Green Key** and the **Bienvenue à la Ferme** association, which **maps out sustainable, authentic tourism offers across the countries**.

This technology not only identifies eco-responsible stays and activities but also **supports tourism providers in their green transition and digital transformation**, equipping local operators with tools to scale, innovate and adapt.



### **MORE THAN A MARKETPLACE: A STRATEGIC ALLY FOR LA 2028 AND BEYOND**

**MooVert is not just about travel; it's about transforming territories sustainably.**

This is why **DGE** and **Business France** see MooVert as a **strategic partner** to represent French excellence in sustainable tourism.

As **Los Angeles gears up for the 2028 Games**, the pressure is on to deliver tourism experiences that are **eco-responsible and culturally enriching** and **France is ready to lead**.  
**Are you an impact investor, a VC or a hospitality visionary?**  
The future of tourism is sustainable. The world is choosing solutions like MooVert.  
**Start preparing for 2028 invest in the future of meaningful travel.**







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Escape to the heart of the  
Champagne vineyards

### ALIGNED WITH FRANCE'S NATIONAL TOURISM STRATEGY

MooVert's participation in the French Tourism Days is fully aligned with the French government's ambition led by the **Ministry of the Economy, Atout France**, and the **Presidency of the Republic** to become the **world's #1 sustainable tourism destination by 2030**.

After already representing France at **CES Las Vegas 2023** and **ITB Berlin 2024**, MooVert is now cementing its position as a **high-impact startup with global potential**.

*"MooVert was born from a desire to offer a new way to travel one that respects the land, supports local craftsmanship and responds to travellers' growing demand for authenticity and sustainability. We believe in tourism that celebrates France's living heritage and rural know-how. Our ambition is to reveal a side of France the world hasn't seen one that's deeply human, beautifully natural, and rich with meaning ... and maybe tomorrow California and the US"*

— Pier Tognazzini, founder of MooVert





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## ABOUT MOOVERT

### FRANCE'S LEADER IN SUSTAINABLE TOURISM DISTRIBUTION

Since 2022, MooVert has emerged as the **go-to platform for sustainable tourism in France**, catering to both **B2C (general public)** and **B2B (tourism professionals)** markets.

Thanks to its **tech-forward approach and high quality standards**, MooVert is now a leader in distributing France's sustainable travel offers to international markets especially in **North America, Japan** and **Northern Europe**, where the demand for authentic, meaningful experiences is rising sharply.

### EMPOWERING FRENCH TERRITORIES THROUGH TECH

MooVert is more than a booking platform: it's a **partner for local development**. Its technology empowers local service providers with tools to **map their offers, enhance their sustainability practices** and **digitize their expertise**.

Over the past three years, MooVert has proudly worked with: **Aube Departmental Tourism Agency, Destination Luberon, Paris Convention and Visitors Bureau, Île-de-France Regional Tourism Committee, Provence - Alpes Côte-d'Azur Region** and more.

### Journalists, Media, Partners — Let's Talk!

To mark this new chapter, the MooVert team is available for: TV, radio, or print interviews, in-depth stories on sustainable tourism and local innovation and insights on exporting French Travel Tech globally.

### Media Contact

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Asian tourists discovering France with MooVert

