



MooVert
FRANCE

Discover a new way to experience tourism in France, authentic and responsible, through a BtoB and BtoC booking platform for French and international customers

PRESS RELEASE 2026/2027

www.moovert.fr





CONTENTS

p. 3 A NEW NEED FOR FREEDOM

p. 4 OUR MISSION

p. 5 FOCUS ON THE MOOVERT
ALGORITHM

p. 6 MOOVERT'S INNOVATION IN THE
TRAVEL TECH MARKET

p. 7 MOOVERT' CALENDAR

p. 9 FEW KEY FIGURES

p. 10 OUR PARTNERS

p. 11 WE'RE TALKING ABOUT US

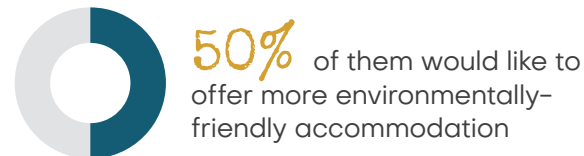
p. 13 THE FOUNDER

p. 14 CONTACT

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



International... A need for sustainability



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 and responsible tourism offer and to promote it to French travellers and, above all, international customers.



MooVert aims to connect users with tourism service providers who contribute to the promotion of their heritage, environmental responsibility and short distribution channels 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 are carried out in France, but more particularly abroad, to the general public as well as to professionals of tourism (tour operators, travel agencies, private concierge services).



« Avec MooVert nous avons pu découvrir l'authenticité de la France tout en voyageant responsable. Aucun opérateur touristique n'avait réussi à nous proposer une expérience semblable. »

— Témoignage délégation Chinoise dans les Yvelines – Automne 2024

Délégation Chinoise MooVert. © photo Moovert

How does it work?



Algorithm

MooVert has developed an algorithm composed 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 component and with **Bienvenue à la Ferme** (Welcome to the Farm) for the authenticity and territorial enhancement component. The algorithm assigns a “score” to service providers to help consumers make their choices, using 3, 4 or 5 pine cones. Please note that this “scoring” is not a label, but an assessment tool that helps end customers choose their accommodation.



Data verification

Methodology based on 3 pillars:

- Completion of a 68-question questionnaire and provision of supporting documents (works, installations, etc.)
- Customer ratings of service providers. Feedback from customers helps support the continuous improvement of hosting providers
- MooVert conducts random audits to verify service providers' commitments



Our algorithm has a second objective: support

It helps service providers who wish to improve their performance.

It supports accommodation providers in the ecological transition through practical guidance and assistance in areas such as energy, water management, insulation, and waste treatment.

It also supports accommodation providers in better digitizing their sustainability commitments to enhance transparency and visibility.

What makes MooVert different and innovative?

1. 

A unique, authentic and internationally accessible offering

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

3. 

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.

2. 

A solution designed for all audiences

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.

4. 

A partner committed to local players

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



MOOVERT' CALENDAR



November 2021

Member of French Tech Paris Saclay.



April 2022

Partnership with Ter-ragir for the Clef Verte label, highlighting Moo-Vert 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, OTC 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



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 VivaTech 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



Participation at IFTM Top Resa in the Start VillageUp by Orchestra

MOOVERT' CALENDAR



January 2025
China Workshop in partnership with ACAV in Paris



May 2025
Mission to the U.S. to present French Travel Tech solutions for the 2028 Los Angeles Olympics with Business France



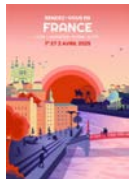
September 2025
MooVert publishes in the "White Paper," a leading reference on Travel Tech innovation in France, published by the Slow Tourism Lab of the French Ministry of the Economy



November 2025
Finalist in the "Fund Truck" competition by Maddyness



December 2025
An official French delegation will visit Tuscany to study Italian agritourism in collaboration with Atout France and the French Ministry of Tourism



April 2025
MooVert at the "Rendez-Vous en France" trade show in Lyon. The largest tourism event in France, featuring the Paris Region



July 2025
At Vivatech with the Île-de-France Region and a conference on the future of travel



September 2025
3rd Mice Group for China in the South of France, in partnership with Campus Sud des Métiers and the Nice Chamber of Commerce and Industry



November 2025
MooVert named a finalist for the UN Tourism Award, Category 2, Improving the tourism offering

MOOVERT IN FEW KEY FIGURES



820+

accommodations

from B&Bs to traditional hotels,
online



340+

partners & hosts

who trust us



Present at

more than 11

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 interna-
tional customers



+ 150 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

VIVATECH

3 Vivatech

SOME OF OUR PARTNERS



WE'RE TALKING ABOUT US

Press & international medias

LE FIGARO
Voyage

[Read article](#)

petit futé

[Read article](#)

Le Quotidien
du Tourisme

[Read article](#)

marie claire

[Read article](#)

LA TRIBUNE

[Read article](#)

L'EXPRESS

[Read article](#)



airzen

[Listen](#)

TV5 MONDE

[Watch the show](#)

BFM BUSINESS

[Watch the show](#)

BFM TV.

[Watch the show](#)

WE'RE TALKING ABOUT US

Press & international medias



[Read article](#)



[Read article](#)



[Read article](#)



[Read article](#)



[Read article](#)



B SMART

[Watch the show](#)



[Read article](#)

WE'RE TALKING ABOUT US

Press & international medias



ESPACES
tourisme et loisirs

Canada
[Read article](#)

KURIER

Austria
[Read article](#)



USA
[Read article](#)

fvw | TravelTalk

Germany
[Read article](#)



USA
[Read article](#)

ITSP
MAGAZINE

USA
[Read article](#)

TRAME&TECH
Magazine di Tecnologia e Innovazione

Italy
[Read article](#)

Quotidiano
Travel
www.travelquotidiano.com

Italy
[Read article](#)

LA NAZIONE

Italy
[Read article](#)

agenzia di viaggi
magazine

Italy
[Read article](#)



Italy
[Read article](#)



Pier Tognazzini
MooVert CEO & founder

Pier Tognazzini is Italian and has been dedicated to promoting France, his adopted country, for over 20 years.

Through his experience, he has developed a close collaboration with Atout France in Paris and its offices around the world. He has built a network with French tourism promotion institutions, as well as a professional network in France and internationally among key players in the leisure tourism sector.

« Our ambition is to share our expertise with our clients through authentic and eco-responsible stays throughout France. We aim to showcase valuable local know-how and respond concretely to the new expectations of tomorrow's travellers.

MooVert is committed as a key player in the Destination France Plan and fully aligns with the ambition of the Ministry of the Economy, Atout France, and the Presidency of the Republic to make France, by 2030, the world's leading sustainable tourist destination.



Pier is also a traveller who enjoys taking his time, discovering and experiencing local and authentic experiences. He is very familiar with the concepts of slow food and slow tourism. He has been traveling this way since a very young age. Indeed, agritourism and rural tourism in Italy have existed for over 20 years and represented a turnover of € 1.9 billion in 2025.

He struggles to find the same spirit in France, a country that nevertheless has so much to offer.

Pier Tognazzini then decided to found MooVert in 2021, a project that was conceived in his mind in 2017 and has been developing ever since.



MooVert
FRANCE

Contact

More infos :

Team Press

contact@moovert.fr

T. +33 6 4500 0854

www.moovert.fr

Follow us :

