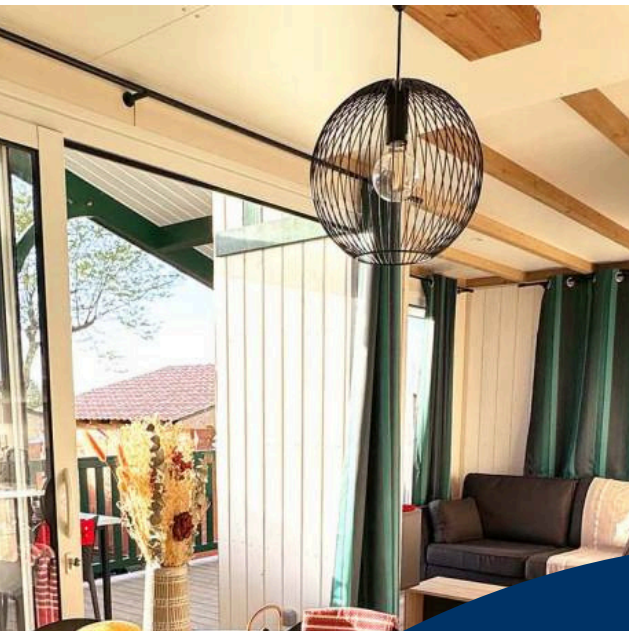




maeva | vacansoleil

Groupe  
**Pierre & Vacances**  
*CenterParcs*



**Increase your occupancy**  
**with smart distribution across**  
**Europe, all year round!**



# Your booking power behind the scenes

We are maeva | Vacansoleil, a dynamic European platform specializing in holiday rental distribution. You probably recognize our names, as we have been active in the hospitality industry for 55 years. Vacansoleil as a tour operator, and maeva as an online distribution platform. Since autumn 2023, following the acquisition of the Vacansoleil brand by maeva, we have been operating as a unified team.



## Our goal?

To let the whole world (starting with all of Europe) know how special your holiday accommodation is. Together with you, we aim to create unique experiences for holidaymakers and camping enthusiasts. As a member of the Pierre & Vacances-Center Parcs Group, we are committed to the sustainable development of tourism entrepreneurship in Europe.

## The formula?

An energetic blend of maeva's distribution expertise and Vacansoleil's 55 years of market experience, fully tailored to your needs and situation. While maeva has traditionally been firmly rooted in the French market, Vacansoleil, originally Dutch, has been a European leader in luxury camping holidays for years. So, you see, we know the ropes. With two renowned brands and 180 experienced international team members by your side, you will be visible across Europe.

# 8 Key Points you need to know about us!

2

trusted brands



1

European distribution  
platform



Tailored solutions customized  
to your unique needs



Easy connexion! Multiple gateways  
for real-time connectivity

180

dedicated international team  
members at your service

+6800

partners in Europe

+55

years of experience  
in holiday adventures

Groupe

**Pierre & Vacances**  
*CenterParcs*

powered by the Pierre &  
Vacances-Center Parcs Group

# 1 distribution platform, 5 benefits for you

Whether you are the owner of a campsite, apartment complex, holiday residence, family friendly pension... or ski lift company, we connect guests from all over Europe to your destination. Discover how we do this and what it yields for you.

1

## Be found by your target audience throughout Europe

Imagine your holiday domain and services in the spotlight 365 days a year, reaching our 16 million unique website visitors. That's what you want, right? Let us handle it. Discover how we connect your accommodation with the right audience. Our international booking platforms have everything needed to boost your occupancy rates and revenue. How? By using advanced distribution techniques and channel management solutions that seamlessly integrate with your system. With this knowledge, you can confidently face the season ahead.



2

## Reap the benefits of market diversification

Each country has its own vacation peaks and periods, which creates opportunities for your occupancy. By operating in more and more European countries, you benefit from international market coverage. What's in it for you? Improved guest distribution, fewer gaps in your planning, and higher occupancy rates—even in the challenging off-season. This translates to extra revenue for your hospitality and services. A win-win!



3

## Choose sustainable tourism development

We believe the future is green. More and more guests are consciously choosing vacations with a minimal ecological footprint. That's why we promote eco-friendly initiatives and proudly showcase how green your business is. By highlighting certified sustainable activities (such as Green Key, European Ecolabel, ADEME for the French market) on our website, you gain an edge with everyone who cares about the environment.

4

## Benefit from 55 years of expertise and experience

Every adventure starts with a dream. The dream of Vacansoleil began in the 'Summer of '69' when we rented out our first touring caravans. Over the next 55 years, Vacansoleil became the European market leader in camping holidays. Maeva, originally a holiday residence, has also been around for 50 years. In the past 10 years, the brand has transformed into an advanced marketplace for accommodations and a service platform for holiday providers. Today, we operate as a team, sharing our knowledge and experience. More importantly, what we found enjoyable back then, we still do every day with just as much love and joy. It's in our DNA. You can tell from everything we do that we are passionate about the outdoors, just like you!

5

## Powered by Pierre & Vacances-Center Parcs Group

Did you know there is complete organization behind you? As a member of the Pierre et Vacances-Center Parcs Group, we are part of the European market leaders in renewed local tourism. With its brands Center Parcs, Pierre & Vacances, Adagio, maeva and Vacansoleil, the group welcomes 8 million holidaymakers to 44.800 accommodations in 17 countries every year. In summer and winter, at campsites and holiday parks, in apartments and winter sports accommodations, from family holidays to weekend getaways.



## Why families and 55+ choose us

We take pride in the fact that families with children and travelers aged 55+ choose us for their vacations year after year. Why? Because we truly understand what matters to them. Their specific wishes and needs are always our starting point. By listening closely, we pinpoint exactly which holiday destinations are perfect for them. That's our reputation.

Great vacation happiness often lies in the little things: the warm smile of the receptionist when you arrive after a long journey, the excited eyes of your children coming back from fun-filled activities. These are the experiences we aim to create and pass on from generation to generation. Together with our partners, we craft unforgettable vacations that both young and old will cherish in their memories.



## We promise you:



Personal collaboration tailored to your needs



Clear agreements that provide peace of mind



Less paperwork thanks to fixed automatic payments



Streamlined processes with smart technology



A solid organization you can rely on

## Our “à la carte” partnerships!

### Freesale collaboration:

With our extensive connectivity options, we can easily link your stock to our distribution platform! Based on your specific needs, we provide support to boost your occupancy rate. A one-season commitment, renewable.

+  
**2500**  
partners

### Linear collaboration:

Choose peace of mind! Through our linear collaboration, we commit for 1, 2, or 3 seasons. Pay quarterly for the entire season. We handle the risk and manage all marketing efforts, while you welcome our guests with your renowned hospitality!

+  
**120**  
partners

### Affiliation collaboration:

To take things a step further, we have developed an affiliation program that grants you the right to use our brand. This includes a marketing concept (entertainment, communication advice, etc.) and an ecological transition plan based on an environmental assessment. Depending on your needs, we can also manage your Revenue Management strategy. A 3-season commitment.

+  
**50**  
partners



## Maintain overview and control at any time

No matter which collaboration model you choose—be it allotment, linear, free sale, or a combination—you remain in control of your inventory. With our advanced technology, we ensure seamless integration with your reservation system. Additionally, we establish clear agreements with automatic payments on fixed dates, eliminating the need for you to send invoices. This saves you both time and paperwork.



## Maximum connectivity

For us, connectivity means inbound and outbound flows! So we connect directly to your PMS system via a secure API connection, making it easy to list your inventory with us! You can also boost your visibility through our channel management platform! Enjoy maximum connectivity thanks to our partnerships with a wide range of platforms and booking engines: DEdge, E-Season, Aventio, Phobs, Ctoutvert, Homeres, and many more! We are constantly expanding and enhancing our capabilities. Depending on the platform, we also offer the option to provide additional services, such as accommodations add-ons, directly.



## Extra services & assurance

When a customer chooses your accommodation, they do so with full conviction. Thanks to extensive information on our website and the tips and advice from our experienced customer service team, they find the holiday that truly suits them. Moreover, booking is worry-free and flexible. With our Flexi-packages, we offer optimal assurance and protection, both for the customer and for you as a provider.



## Give yourself some breathing space!

In the tourism sector, you're constantly juggling multiple responsibilities: bookings, legislation, staff management, and investments. The season passes quickly, and you still need to keep your guests satisfied. Imagine how much easier it would be to alleviate some of these concerns. We not only help boost your occupancy rate but also collaborate with you to tackle challenges and seize opportunities. Rest assured, we keep a close eye on market developments for you.



## Let's have coffee regularly!

Building a strong connection with you is crucial to us. We want you to feel comfortable and valued. That's why your product manager is more than just a direct phone number. You deserve someone who speaks your language, understands your challenges, and listens to your story. We'd love to visit you—not just once, but regularly. With over 10 years of industry experience, our product managers have traveled many miles, often as entrepreneurs themselves. So, rest assured: you're speaking with a colleague who truly understands.



# Interested in collaborating with maeva | Vacansoleil?

## Take the first step towards more bookings

Contact us on: [partners-vacansoleil@maeva.com](mailto:partners-vacansoleil@maeva.com)



maeva

11 rue de cambrai - Espace Pont de Flandre Paris 75019  
[www.maeva.com](http://www.maeva.com)



Vacansoleil

Center Parcs De Kempervennen Shared Service Center - Kempervennendreef 8 5563 VB Westerhoven The Netherlands  
[www.vacansoleil.com](http://www.vacansoleil.com)

## Our experts are here for you!



Admir

Our expert for: Balkan, Scandinavia, Eastern Europe



Eva

Our international coordinator



Leen

Our expert for: Spain, Portugal, Belgium, Luxembourg, Greece



Leonardo

Our expert for: Italy, Germany, Austria, the Netherlands and Switzerland



Doris

Our expert for: Tourism residencies, familial pensions... and ski pass, and ski lessons



Olivier

Our expert for: Real estate agencies



Anne-Sophie

Our expert for: France



Charlotte

Our great captain!