

PRESS KIT

Yelloh! Village 2019



Introduction



Camping has changed, and has enjoyed a real success in recent years. Holidaymakers are turning to this type of holiday in increasing numbers. Today it is obvious that the camping sector has become a strong trend in the world of tourism. In 2017 French campsites recorded more than 124 million overnight stays, up 5.6% compared to 2016. But what explains this evolution? Today, holidaymakers are looking for greater authenticity, they want to feel closer to nature, be able to get together as a family or with their friends and share those special moments, they are in search of conviviality and that human touch. By choosing this type of authentic holiday, Yelloh! Village customers can live a genuine experience, and enjoy a magical break far from the worries and stress of everyday life, during their stay with us. Today's contemporary nomads, those yearning to return to nature, holidaymakers in search of relaxation, wellness-lovers and get-up-and-go campers: all will find their own special place here with Yelloh! Village...

Nowadays, the camping sector (France's HPA) has acquired a certain amount of prestige by offering holidaymakers all sorts of highly-rated campsites, upmarket accommodation & infrastructure and ever more amazing entertainment, and by holding fast to a philosophy which places people and countryside above all else.

¹ According to the Xerfi institute

An overview of the Yelloh! Village group

Yelloh! Village is today one of the largest high-end camping-village networks - in franchise format - founded on common values shared by both consumers and campsite managers. Established in June 2000, Yelloh! Village aims to bring together camping villages under a single name and to become the benchmark in upmarket camping. The Yelloh! Village network currently comprises 86 establishments which have joined forces.

When the project began, a few pioneers within the camping sector decided to join forces and come together under the Yelloh! Village name.

Yelloh! Village was therefore able to meet the needs of these dynamic professionals to build and develop a Europe-wide network providing a high-capacity combination of services, which was uniform with regard to quality of location, reception and facilities, so as to react precisely and immediately to the expectations of European travellers.

Most importantly, the Yelloh! Village group is a network of 86 camping-villages, 79 of which are in France, 6 in Spain and 1 in Portugal. In all, these comprise 22.755 accommodation options, including 12.723 cottage, chalet and bungalow rental options for 2 to 10 people, and 10.032 traditional camping pitches.

For the 2019 season 7 new campsites have joined the chain:

- **The Yelloh! Village Le Domaine de l'Esquiras**, at Vallon-Pont-d'Arc, in the Ardèche
- **The Yelloh! Village La Marende**, at Argelès-sur-Mer, in the Pyrénées-Orientales
- **The Yelloh! Village Le Grand Paris**, at Nesles-la-Vallée, in the Val-d'Oise
- **The Yelloh! Village Le Ranch**, at La Plaine sur Mer, in the Loire Atlantique
- **The Yelloh! Village Le Maridor**, at Agde, in the Hérault
- **The Yelloh! Village Sant Miquel**, at Colera, on the Costa Brava
- **The Yelloh! Village Les Tropiques**, at Torreilles, in the Pyrénées-Orientales

http://www.yellohvillage.co.uk/new_villages/new_yelloh_village

Yelloh! Village



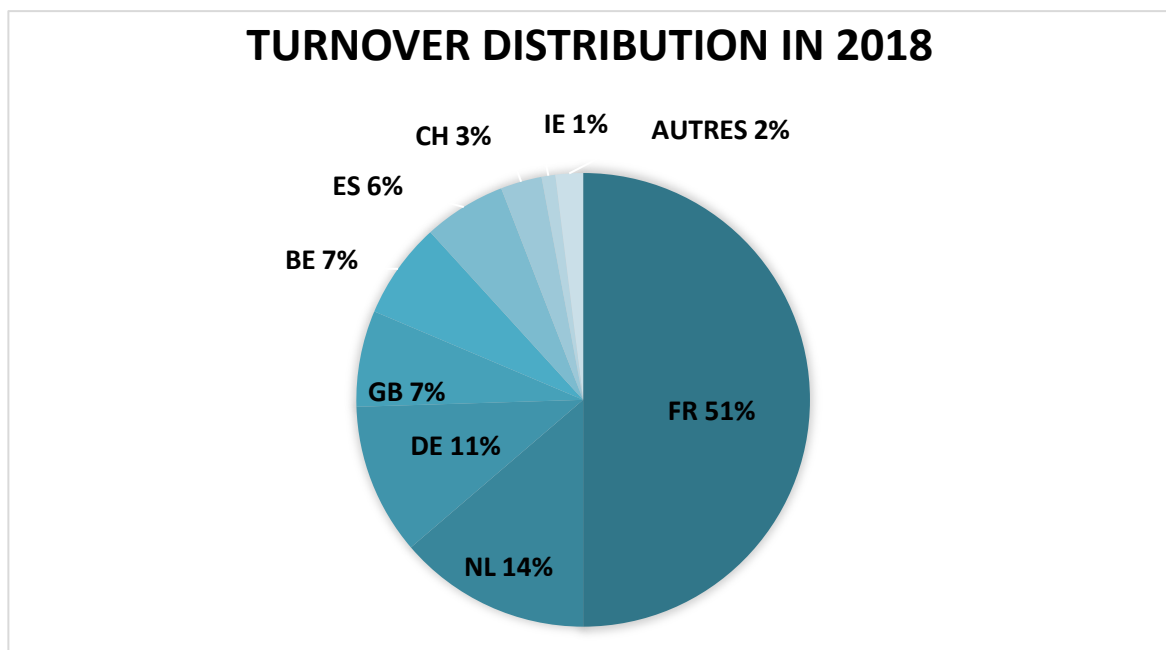
Yelloh! Village in figures



Above all, the strength of the network comes from the constant investments made to improve the camping-villages. The acquisition and renewal of the rental units; maintenance, construction of new

facilities, efficient staff... Unlike investment groups, Yelloh! Village looks towards long-term business sustainability and towards handing down our heritage to future generations. This method of “well thought-out capitalism” means that reinvestment is an ongoing phenomenon.

Yelloh! Village is a highly-visible cross-border name which clearly and innovatively meets the stiffer requirements of consumers, and which has been able to adapt to the new needs of holidaymakers, sometimes anticipating such needs: customising options, suitable and sometimes quirky accommodation options, more comfortable living space, entertainment, customised facilities and aquatic areas, with everything “close to nature”.



To find out more about the group’s profile, its activity, its strategy and its communication both online and off: press releases, press articles, newsletters, TV advertising, etc. All the information you need is available on the group’s website dedicated to the press and campsite managers:

<https://www.yellohvillagepro.com/en/>

Two different ranges for even better holidays!

Since 2015, Yelloh! Village has been providing two separate ranges with different identities, specific features and characters, but which all still share the same values of quality and comfort that are responsible for the successful reputation of Yelloh! Village campsites.

- The "**Club**" range comprises 55 Yelloh! Village campsites which offer customers lively and active holidays featuring various equipment and entertainment throughout the season.
- The "**Authentic**" range comprises 29 of the group's campsites which prioritise nature, a warm welcome and a feeling of togetherness.

Yelloh! Village quality recognised and rewarded

The 84 Yelloh! Village have been able to retain their own special features and originality, as well as to share various values which pertain to Yelloh! Village as a whole. Among these, the requirement for quality is fundamentally important.

When holidaymakers come to a Yelloh! Village, they can therefore be sure of finding campsites which guarantee them the same quality of accommodation structure (reception, bathroom facilities, shops, food, aquatic areas etc.), both for camping pitches (for tents, caravans and camper vans) as well as for rental pitches (fitted tent, mobile home, cottage or chalet), upmarket facilities and a wide variety of entertainment.

All Yelloh! Village campsites are therefore committed to shared requirements, which are inspected every year by an independent auditing firm:

- bookings made easy through a Call Centre and/or website
- a customised welcome
- a protected environment
- attention to requirements
- high-quality and very comfortable accommodation
- facilities which are useful on a daily basis, and which are of the same quality and quantity throughout the year
- a wide range of fun and outdoor activities for everyone
- natural and artificial pools, some of which are heated and covered
- competent organisers for people of all ages
- clear and precise information about life in the village.

The Yelloh! Village group's requirement for excellence is recognised by all sorts of people and organisations from the world of tourism: for example, various campsites were awarded 5 stars when the last reform of the 2016 HPA classification took place.

http://www.yellohvillage.co.uk/5_star_campsite

Aquitaine:

- The Yelloh! Village Les Grands Pins, in Lacanau
- The Yelloh! Village Sylvamar, in Hossegor
- The Yelloh! Village Château de Fonrives, in Rives
- The Yelloh! Village Lous Seurrots, in Saint Julien en Born
- The Yelloh! Village Au Lac de Biscarrosse, in Parentis-en-Born

Auvergne

- The Yelloh! Village Le Pré Bas, in Murol

Brittany:

- The Yelloh! Village L'Océan Breton, in Loctudy

- The Yelloh! Village Les Mouettes, in Morlaix
- The Yelloh! Village Le P'tit Bois, in Saint-Malo
- The Yelloh! Village Port de Plaisance, in Bénodet
- The Yelloh! Village Le Ranolien, in Perros-Guirec
- The Yelloh! Village Mané Guernehué, in Baden

Centre/Val de Loire region:

- The Yelloh! Village Parc du Val de Loire, in Chaumont sur Loire

Languedoc-Roussillon:

- The Yelloh! Village Aloha, in Sérignan Plage
- The Yelloh! Village le Domaine d'Arnauteille, in Carcassonne
- The Yelloh! Village La Petite Camargue, in Aigues-Mortes
- The Yelloh! Village Le Brasilia, in Canet-en-Roussillon
- The Yelloh! Village le Club Farret, in Vias-Plage
- The Yelloh! Village Les Petits Camarguais, in Le Grau du Roi
- The Yelloh! Village Le Sérignan Plage, in Sérignan Plage

Midi-Pyrénées:

- The Yelloh! Village Le Lac des 3 Vallées, in Lectoure

Pays de la Loire :

- The Yelloh! Village Le Pin Parasol, in La Chapelle Hermier

Provence-Alpes-Côte d'Azur:

- The Yelloh! Village Domaine du Colombier, in Fréjus
- The Yelloh! Village Les Tournels, in St Tropez
- The Yelloh! Village l'Etoile des Neiges, in Saint-Jean Montclar
- The Yelloh! Village La Bastiane, in Puget sur Argens

Rhône-Alpes:

- The Yelloh! Village La Plaine, in Ruoms
- The Yelloh! Village Le Soleil Vivarais, in Vallon-Pont-d'Arc
- The Yelloh! Village Les Bois du Châtelas, near Montélimar

Lower Normandy:

- The Yelloh! Village Les Iles, at Granville

Champagne-Ardenne:

- The Yelloh! Village Yelloh! En Champagne, in Eclaron

Yelloh! Village was also the first camping group to be awarded, for all its French locations, "**Qualité Tourisme TM**" status by the tourism ministry. "**Qualité Tourisme TM**" is a mark of trust for both

professionals and their customers; it brings together rigorous processes to which tourism professionals are committed, the purpose of which is service quality for customer satisfaction.

Similarly, every Yelloh! Village respects a specific authorised **Qualité Tourisme** charter, which includes more than 500 points. As well as this quality charter, a summary for customers is available about every camping-village and features specific criteria such as the setting of the Yelloh! Village, the aquatic area, the facilities available, the activities proposed etc.

Finally, Yelloh! Village has been recognised by various respected tourist guides such as the **ADAC**, the **ANWB** and the **Guide Michelin Camping France**.

With more than 17 million members, German automobile club ADAC is Europe's largest automobile and tourism group. The ADAC's camping and caravanning guides select and classify more than 6,000 campsites every year, the best of which are awarded the famous "Superplatz" prize, which is a guarantee of quality. Of the campsites selected in this way, five belong to the Yelloh! Village group:

- Yelloh! Village Le Brasilia
- Yelloh! Village Le Sérignan Plage
- Yelloh! Village Aloha
- Yelloh! Village Le Club Farret
- Yelloh! Village Les Grands Pins
- Yelloh! Village Les Tournels
- Yelloh! Village Algarve Turiscampo

In 2017, the Yelloh! Village Le Brasilia, which has won the Superplatz prize every year in a row since 1995, has also been awarded a special prize for excellence!

The "Top Camping" seal of approval is awarded to outstanding campsites by the Dutch guide ANWB. Yelloh! Village is delighted and proud to be on the list: a just recognition of its values, its commitments and its demanding quality standards! The villages named as "Top Campings" for 2019:

- Yelloh! Village Le Brasilia
- Yelloh! Village Aloha
- Yelloh! Village Sylvamar
- Yelloh! Village Le Club Farret
- Yelloh! Village Le Ranolien
- Yelloh! Village Le Sérignan Plage
- Yelloh! Village Soleil Vivarais

However, the most revealing figure regarding this quality requirement lies elsewhere: of around 78,000 customer questionnaires analysed for the 2017 season, Yelloh! Village is proud to announce a **customer satisfaction figure of 92%!***

*Customers who assessed the quality of their stay with a score of 7/10 or higher.

A dynamic pricing policy

Yelloh! Village has put together its price list using several special offers. To start with, in some villages customers who book their stays by 31st December can enjoy a 10% discount using the Early Booking offer.

Yelloh! Village is also offering increasing numbers of services: half-board with its “irresistible” prices for both adults and children is available in some camping-villages.

For people looking to recharge their batteries in the heart of the countryside, Yelloh! Village has its Long Stay special offer during the low season: 10% off for stays lasting from 10 to 21 nights depending on villages.

Yelloh! Village also has special offers available for Works committees, with all sorts of discounts on camping stays, in both rental accommodation and on pitches.

The Yelloh! Plus loyalty programme

Launched in 2009, the Yelloh! Plus loyalty card is free of charge and provides all sorts of benefits. For example, it enables you to accumulate points during your stay which give you one or more nights free of charge during your next stay, in any camping-village and at certain times of year.

In 2018, more than 310,000 customers had Yelloh! Plus loyalty cards, and no fewer than 10.500 families enjoyed the benefits of the programme with one or more free overnight stays from Yelloh! Village campsites rewarding their loyalty.

Great camping holidays for children and teenagers

With Yelloh! Village, children take centre stage on holiday. Campsites combine safety and freedom. Children can have fun in the clubs which are supervised by happy and competent multilingual organisers, as well as enjoy high-quality facilities and holidaying in a safe environment. There are three Kids' Clubs with Yelloh! Village:



- Yelloh! Kids, 5 to 7 year olds: handicraft workshops, painting, drawing, model making and more. Games in specially-fitted areas, introduction to certain sports, paper chases, treasure hunts, putting on shows, fancy dress creation, face painting and more.
- Yelloh! Juniors, 8 to 12 year olds: handicraft workshops, games in specially-fitted areas, sports, tournaments, paper chases, treasure hunts, shows and more.

- Yelloh! Teens, 13 to 17 years old: sports activities, matches, tournaments, hiking, mountain biking, show evenings, karaoke and more, depending on their interests.



And we have also given some thought to the littlest among us, by setting up a Yelloh! Babies area in some campsites, where you will find suitable fittings, special décor, recreation areas, bathroom facilities especially for babies and more.

Finally, our mascot Yellito is always on hand to welcome and play with the children, accompanied from this year by Yellita.



Wellness holidays at Yelloh! Village with balneotherapy

At Yelloh! Village, as well as unforgettable holidays, various campsites provide water-based health and wellness options.

Balneotherapy uses the benefits of the gentleness of water and the combined action of heat and hydro massage. Massage using jets of water relaxes the muscles and provides an amazing feeling of wellbeing at stress points such as the nape of the neck and the back. All of these techniques provide complete relaxation. In the mountains after having been skiing or beside the sea as part of a relaxing holiday, you can come and enjoy some balneotherapy in our Yelloh! Village. The most important thing is not to deprive yourself, and book your relaxing stay in one of the following Yelloh! Village!

So as to clarify the wellness offers available from Yelloh! Village, these are divided into three categories, depending on the facilities, the treatments given, their area and their infrastructures: SPA & Balneo, Wellness Centre and Wellness Area.

So some of our villages have a Spa and Balneotherapy infrastructure with sauna, hammam, whirlpool bath, multijet bath, hydro massage path and relaxing massages.

Spa and Balneotherapy Complexes:

- The **Yelloh! Village Mer et Soleil**, in the heart of the seaside resort of Le Cap d'Agde, has a 600 m² spa and balneotherapy area, with massages, beauty treatments, covered swimming pool with hydro massage path, counter-current swimming, a traditional hammam, sauna, wet or dry treatment cabins and a yoga room.

- At the **Yelloh! Village Le Ranolien**, in les Côtes d'Armor, a 500 m² spa is available for customers, with beauty treatments, traditional massage, hammam, sauna, whirlpool bath and aquatic area. You'll also find massage paths, a Jacuzzi, hydro-jet massages and even a hairdressing area!
- The **Yelloh! Village Sylvamar**, in Hossegor, with its "Dune et Eau" area, has a hammam, Nordic sauna, Jacuzzi, multi-jet baths and hydro-massage path. Wellness and fitness are on the menu with Shiatsu massage, a massage path and Aquabike lessons. And then you can stop off at the herbal tea room at the centre after enjoying a massage.
- The **Yelloh! Village Le Sérignan Plage**, in Sérignan, can provide you with some lovely massages, gentle moments and wellness with its 2,800 m² spa and balneotherapy area. Here, a Jacuzzi, manicures and pedicures, as well as beauty treatments, are available. You can try out different types of massage, comfortably settled back on the ergonomically-designed seating.
- **The Yelloh! Village Le Brasilia**, in Canet-en-Roussillon, invites you to come and enjoy a spot of wellness, relaxation and beauty treatment with its "Papillon Spa" area. Hammam, Jacuzzi, herbal tea room, beauty treatments and more! There are just so many ways of discovering - or rediscovering - wellness!
- The **Yelloh! Village Domaine du Colombier**, in Fréjus, has all sorts of types of treatments available in its spa and balneotherapy area. With a hammam, Jacuzzi, manicures and pedicures, Shiatsu massages, hydro-massage baths, Aquabike lessons and more, let yourself be carried away on a wave of relaxation!
- The **Yelloh! Village Les Tournels**, in St Tropez, will meet all your needs when it comes to wellness, via its spa and balneotherapy area. With a Jacuzzi, hammam, sauna, massage, hydro-massage baths, body treatments and facials, manicures, pedicures and more, the choices are endless!

Other Yelloh! Village have wellness Centres with more private areas for relaxation.

- The **Yelloh! Village Les Grands Pins**, in Lacanau Océan, has fitted a 160 m² sauna and hammam area with fitness room, Scandinavian sauna, hammam, cold water jet shower and relaxing massages. You'll even find a salad bar and herbal tea room there!
- The **Yelloh! Village Le Club Farret**, in the Hérault at Vias Plage, has a 200 m² area with sauna, hammam, two massage rooms, hairdressing room and Jacuzzi, which is located both inside and outside the centre. And of course the whole place is surrounded by a relaxing little garden!
- The wellness centre of the **Yelloh! Village Les Bois du Châtelas** in Drôme has a Jacuzzi, sauna, hammam, massage and body treatments available in a cosy setting with meticulous decor. You'll also find a herbal tea room here, for relaxing in a really lovely atmosphere.
- The **Yelloh! Village Les 4 Montagnes**, in Isère, has everything to meet your needs and desires. With a hammam, Jacuzzi, body treatments, sauna, whirlpool baths and more, this is the perfect place to enjoy a truly unforgettable experience.
- You'll find all sorts of different treatments at the wellness centre of the **Yelloh! Village l'Étoile des Neiges**, in St Jean Montclar. With a hammam, spa, sauna, body treatments and facials, massage table and more, let our beauticians take care of you!

- Gentleness, treatments and relaxation at the **Yelloh! Village Au Lac de Biscarrosse**, in Parentis en Born. Your camping holiday in les Landes will be an opportunity to pamper yourself and come out looking beautiful!
- During your camping holiday in Auvergne, staying at the **Yelloh! Village Le Pré Bas** in Murot, you'll be able to enjoy the wellness centre for recharging those batteries, relaxing and discovering a whole world of treatments and gentleness.
- Push open the door of the wellness centre of the **Yelloh! Village Les Mouettes**, in Morlaix, and enter a whole world of tranquillity, gentleness and treatment options. Just the thing for enjoying some time devoted entirely to yourself and experiencing your stay in a whole new way!
- An atmosphere that's full of peace and serenity, a whole world of treatment and gentleness: this is what awaits you at the wellness centre of the **Yelloh! Village Mané Guernehué**, in Morbihan.
- Fancy a spot of gentleness and treatment in a real little cocoon that's available just for you? Then choose the Wellness Centre of the **Yelloh! Village Les Pins**, in the Côtes d'Armor.
- A Jacuzzi, a sauna and massages... What could be better for enjoying an amazing holiday with the wellness centre of the **Yelloh! Village Payrac Les Pins**, in the Lot.
- Fancy the idea of recharging those batteries or enjoying a little time that's especially for you? Then you're in luck with the **Yelloh! Village Les Voiles d'Anjou**, in Saumur. Its wellness centre will be an opportunity to enjoy some truly unforgettable times!
- What could be more enjoyable than treating yourself to a moment of total relaxation during your camping holiday at **Yelloh! Village Les Tropiques**. Make the most of the wellness centre and all its benefits: jacuzzi, hammam, treatments, massages...

Finally, other Yelloh! Village have smaller areas dedicated to wellness, relaxation and body treatments.

To add to our choice of wellness alternatives, some of the campsites of the Yelloh! Village group are planning to incorporate balneotherapy and wellness areas. So, year after year, Yelloh! Village is providing an increasing range of wellness facilities.

You can see all the Yelloh! Village campsites with wellness facilities at:

http://www.yellohvillage.co.uk/the_wellness_proposal/the_wellness_proposal