

# A COMPREHENSIVE APPROACH

Car-free weekends for  
clients living in urban  
areas

# A WORLD THAT'S ON THE MOVE

- ➔ Ownership of an asset is no longer the main social factor. Seeking greater experience, in the here and now, rather than the asset, as a long-term investment.
- ➔ Influence of Instagram feeds: sharing your life by taking beautiful pictures, showing up in the experience to say: "I did this".
- ➔ The new generation of parents is sharing experiences with children. Millennial parents have done lots of activities as young people, and now want to share it with their children
- ➔ Awareness of social and ecological issues, the pursuit of a sense of purpose, changes in travelling habits.
- ➔ A change in the way leisure activities are enjoyed: from performance based on an activity to an enjoyable experience without restrictions
- ➔ Quick access to information makes it easy to organise, to build experiences, and choose...
- ➔ The arrival of new competitors: Alentour, Décathlontravel, Chemins,...
- ➔ The instant service in 3 clicks... making life so much easier.

## AN OPPORTUNITY

- ➔ Only 34% of Parisians have a car (2019)
- ➔ as compared to 42% in 1996.
- ➔ + 39% increase in commuting by bicycle in urban areas since Covid
- ➔ + 11% increase in 1 year in cycling as a leisure activity

# WE DON'T TRAVEL LIKE WE USED TO ANYMORE

- ➔ Before: a vehicle for everyday use, the car, encouraged by facilities for all types of cars: work / daily life / leisure
- ➔ Evolution: urban developments, the electric bicycles of all types, the price of fuel, the Covid impact, remote working, apps, etc. encourage and invite people to reconsider the way they travel.

# THE SHORT STAY AND BICYCLE **TOURISM:**


## A MARKET TO BE CONQUERED

- ➔ A commitment, two marketing approaches:  
a weekend without a car, (travelling  
by bicycle)
- ➔ A potentially suitable region:
  - ➔ Cycle tracks, bicycle rentals
  - ➔ Forest, entertainment and cultural activities
  - ➔ Accommodation services

# (Re)Découvrez la France

Faites l'expérience d'un week-end personnalisé à destination mystère, en France et en train

[Je réserve un SlowBreak](#)

Voir nos avis sur  Trustpilot

## Devenez acteur d'un tourisme plus responsable



Transports  
propres



Hébergements le plus  
possible éco-responsables



Activités respectueuses  
de l'environnement



Ouverture aux autres et  
découverte de soi-même

Notre mission : rendre un voyage en France aussi sexy  
qu'un autre à Bali !

On n'a pas inventé le slow travel, mais ce qu'on souhaite c'est de vous  
convaincre de voyager un peu plus slow, un peu plus souvent.



# Le voyage en quête de sens

(Re) découvrez la France à vélo électrique et en Méhari électrique



CHEMINS

Voyages

Territoires

Expériences ▾

L'esprit Chemins ▾



09 73 88 44 45



Vélo

2 jours / 1 nuit

Échappée  
provençale avec  
ma tribu



A.p.d  
**260 €**  
par personne



Méhari

2 jours / 1 nuit

Lavande et  
miel, l'escapade  
en famille



A.p.d  
**280 €**  
par personne



Vélo

7 jours / 6 nuits

La Boucle  
grandeur  
Nature



A.p.d  
**970 €**  
par personne



Méhari

3 jours / 2 nuits

La Dolce Vita  
entre vignes et  
lavande



A.p.d  
**600 €**  
par personne

la fabrique à souvenirs

# WHAT'S MISSING?

➔ An offer that meets the expectations  
of a car-free weekend:

➔ -

➔ -

➔ -...

➔ Targeted communication

➔ Distribution channels