

*2021 HOSPITALITY AWARDS
BEST ACCOMMODATION CONCEPT CANDIDACY*

NOMADISM

x

*ACCOR LIVE LIMITLESS:
The Augmented Van Experience*



Context



Itinerant tourism, often called "the world of motorhomes" has been a very dynamic market for years and which has experienced a strong acceleration for 2 years.

Its attractions are numerous and speak to everyone: family reunification in times of health crisis, rapprochement with nature in an era of ecology, well-being, sport and discovery... In a word, Freedom. On a European scale, France stands out as the second country in terms of sales and the first destination for the consumption of this itinerant tourism (PACA, Aquitaine, Brittany and Normandy in the lead).

The media around the world are echoing this craze (Les Echos, Bloomberg, CNN, Le Figaro, le Parisien, TFI, BFM etc.), attracting every day a little more first-time buyers tempted by the adventure and talk about Booming Market .



Summary

01

**COLLABORATION
PRESENTATION**

02

OUR OFFERS

03

COMMUNICATION

04

**RETURN ON
EXPERIENCE
AND NEXT STEPS**



1 COLLABORATION PRESENTATION



About Nomadism

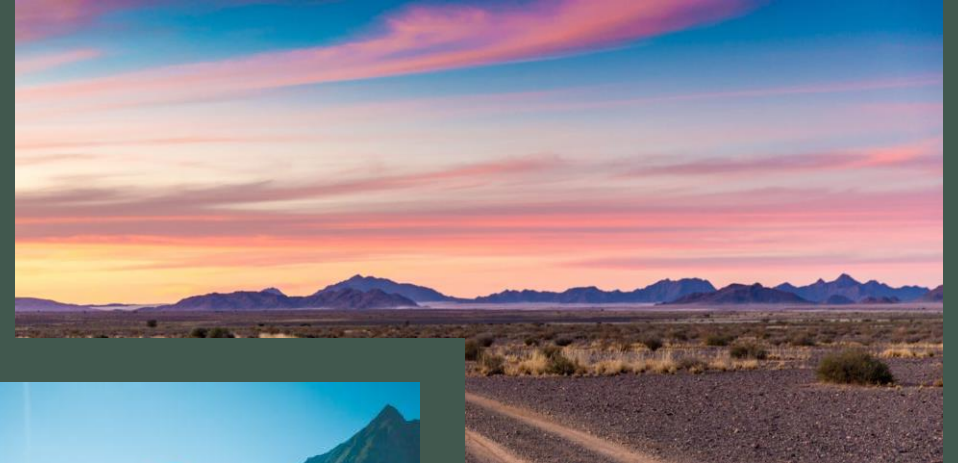
Experience the enchantment of a hotel on wheels

Today's tourism has nomadic inspirations which are constantly being demonstrated.

We are all looking for exclusive adventures and seamless experiences to live more actively, to get closer to nature and cultivate our well-being, to rediscover our cultural heritage - but rather in an unusual way -, and to enjoy our family in complete freedom and even off the beaten track.

This "adventurer" who slumbers in us also seeks to preserve his comfort.

We have thus created the Nomadism travel experience with premium 4x4 vans, designed as suites in a boutique hotel with all the expected services and offering easy and unparalleled driving pleasure and which optimize nomadic comfort.



About ALL – Accor Live Limitless

A powerful loyalty program. A daily lifestyle companion.



ALL - Accor Live Limitless brings hospitality out of hotels to elevate everyday moments.

With the industry's widest portfolio, Accor's brand ecosystem lets guests live, work, and play. At home and away. With benefits and rewards in every corner of the world, going from our luxury to economy experiences: over 6000 hotels, Accor restaurants and bars and at our partners' locations.

Even when they're not travelling, our customers experience Accor moments every day and everywhere. Whether it is on a flight, on a ride, through retail or a co-branded payment card, or through donations to Planet 21 and Solidarity Accor.



ALL also unlocks lifestyle experiences and enables members to enjoy the finer things in life, with ground-breaking experiences, encounters and events that money simply can't buy.

*Ready to live Limitless?
It couldn't be easier!*



About Nomadism x ALL

The best of travel and hospitality

Since summer 2021, Nomadism and ALL have joined forces to provide travellers the best of travel and hospitality throughout **road trip experiences**.

A win-win partnership for guests between a start-up and an international group to answer the new slow-travel trend.

Discover in the following slides the different experiences we created together.



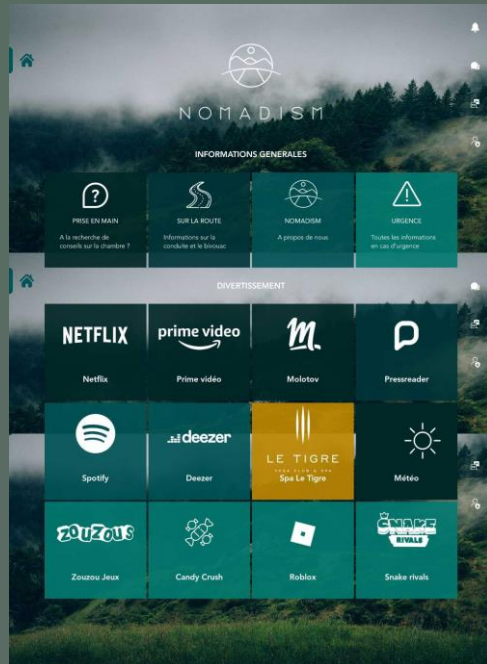
2 OUR OFFERS

Turnkey weeks in vans in infinite locations



Fully-equipped Nomadism vans

Unforgettable experiences with the best level of comfort



Designed as premium hotel suites, Nomadism vans are offering exceptional services where **each room is equipped with the latest technologies**: Wifi, variable light, video projector, in-room dashboard delivering a wide range of connected services (Spotify, Netflix, Deezer and PressReader (7000 press titles updated daily), a personalized GPS with routes and points of interest, are included).

Whether it's for a Zen break punctuated by Tiger Yoga classes, or for a gourmet getaway to discover the local producers and the best chefs' tables, take the road for an incredible adventure this summer!

Nomadism stays are available for 4 people and include:

- The rental of a Nomadism vehicle for 4 people for 6 days / 5 nights
- Unlimited mileage during the stay
- Access to all connected services in the vehicle
- Online Yoga classes
- Assistance during the trip available on the tablet connected in the vehicle



(Re)discover France

by travelling through Normandy or in Brittany



Normandy

The Norman roads are known for their magical landscapes and a rich heritage that travelers can enjoy along the way. Lovers of escape and majestic views can discover the wonders of the region: culture, art, gastronomy, history, everything comes together to create an adventure that will delight everyone.

Or Brittany

Between land and sea, our travellers will discover the wild landscapes of Brittany, a real change of scenery that would almost make them forget that they are in France! From the wind howling in the moors, to the power of the ocean which sculpts the coasts, Brittany never ceases to dazzle.

They will discover the region's treasures along the beaches, hiking trails and enjoy the sun that set over the sea in a constantly changing spectacle.



Whether in the Nomadism van or during walks in the great outdoors, guests will fully enjoy every region's wild sceneries. The freedom to take the road as they see fit, stop and take the time to enjoy the magical landscapes. this is the program that Nomadism and Accor offers travellers for a wilderness getaway!

Amazing advantages for the guests with ALL

As a way of thanking the loyalty of our guests, the introduction of the vans came with great prices and advantages from ALL - Accor Live Limitless loyalty program:

Gain ALL loyalty points

By booking and travelling with the Nomadism van



Burn ALL loyalty points

By paying partially or getting a "free" trip with the Nomadism van



Package examples

Adapted to different guest profiles



*Gain new loyalty
points from
ALL - Accor
Live Limitless
Loyalty program*

SUMMER 2021:

2 road trips in Normandy and Brittany
6 days / 5 nights
Price: 1500 €

Earn rate : 1€ spent = 1 ALL loyalty point earned

Staying period: from July 10th to August 31st
Booking on Nomadism website

2 road trips in Normandy and Brittany
4 days / 3 nights

Price: 50 000 ALL reward points

Staying period: from Sept. 2nd to Sept. 29th
Booking on Limitless Experience by ALL website

CURRENT OFFERS:

« Télétravan »

4 days/3 nights for 2 people

Departure: Vanves

2 different stays in Normandy

Price: 850€

Available until November 7th 2021

Long Weekend:

3 days/2 nights for 2 to 4 persons

Departure: Vanves

Price: 650€

Available until November 7th 2021

And so many more to come.

*Use your existing
points for a
« free » trip
offered by ALL*





3 COMMUNICATION

A multi-platform strategy



A 360° Communication Plan

A communication plan was designed and implemented throughout summer 2021, where ALL members were targeted first. Later on, different social media activations were made (posts, promotion and a contest) in order to reach more customers



Digital communication on the concept and the offers



La Normandie autrement en van 4x4 aménagé

Falaises, Crépuscules, Galets...

Partez sur les routes de la Normandie et ses trésors à bord d'un van Mercedes 4x4 ! Pour les amoureux d'évasion et de points de vue majestueux, vous pourrez découvrir les merveilles de la région à bord de votre **van aménagé Nomadism**. Pour chaque euro dépensé, cumulez également des points Reward !

JE RESERVE



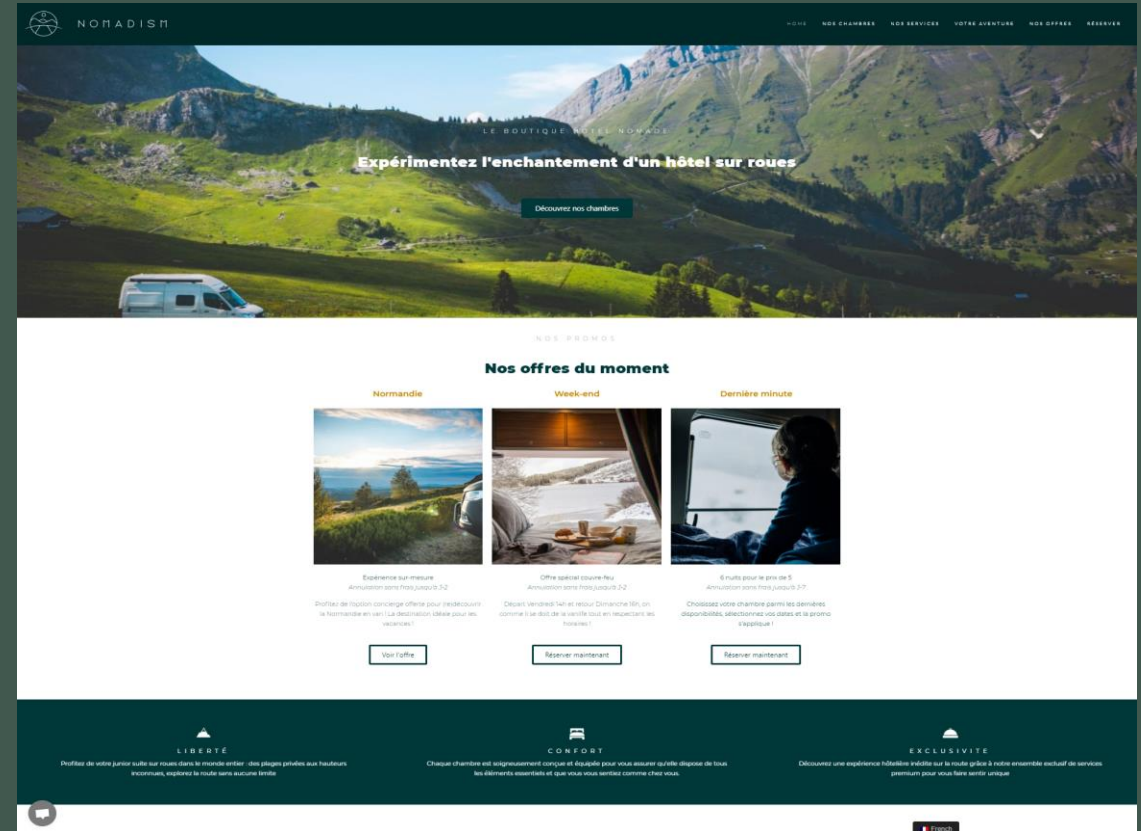
La rentrée en télétravail

Chaque jour, un nouvel environnement de travail.

Vous voulez profiter du **télétravail** pour prendre l'air sans contraintes ? Découvrez la vie en Van.

Grâce au wi-fi (déconnectable) et à la 4G dans le van, vous pourrez facilement **travailler quel que soit l'endroit où vous vous trouvez**. Dans un van ultra confort ou à l'extérieur sur une petite table pour profiter du beau temps et de la nature, c'est ça la magie du **télétravail en van** !

RESERVER



Email promotions delivered in Andorra, Austria, Belgium, France, Germany, Italy, Israel, Luxemburg, Monaco, Netherlands, Portugal, Spain, Switzerland, United Kingdom

Exclusive offers on Nomadism's Website



4 *RETURN ON EXPERIENCE AND NEXT STEPS*



Excellent opening rates during all communication campaigns and very high occupation rates

Global View

- 572,000 Interactions with advertising & 52,000 website visits
- Occupation rate: 90% of the packages were sold throughout summer 2021

Highest point of visits (following the July social media post)
With x7,8 more online demands and x11,2 more calls

Opening rate: 35% in average
Click rate: 5% in average



Limitless Experiences 05/07/2021

Online publication of
Nomadism experiences in
Normandy & Brittany



Ecard FR 10/07/2021

Brittany & Normandy van
road trip



Ecard FR 26/07/2021

Brittany & Normandy van
road trip



SoMe FR 26/07/2021

Facebook ALL FR



SoMe FR 15/09/2021

Teletravan post on
Facebook



Ecard FR 29/09/2021

Weekend van road trip



Ecard FR 16/09/2021

Work from a
van offer



SoMe Global 06/10/2021

Contest on Instagram
to win a "Teletravan"
experience



*Great feedbacks motivate us to go further
on a dedicated and tailor-made collaboration*



FUTURE OBJECTIVES

Following the customer journey, we observed that our guests are pleased with the vans' design, level of comfort and amenities, as well as the guidance and service provided. We collected different informations in order to:

- Evaluate and better understand customer needs,
- Plan accordingly new improvements and upgrades,
- Develop a partnership to produce the vans: They already are on their way!





*Stay tuned
for Nomadism x Accor
tailor-made and premium
adventure...*

*A new limitless experience
coming in 2022!*



NOMADISM

X



ACCOR

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ EMBLEMS \ SLS \ SO
MORGANS ORIGINALS \ SOFITEL \ RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN
PULLMAN \ SWISSÔTEL \ ANGSANA \ 25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL
MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ GREET
IBIS BUDGET \ JO&JOE \ HOTELF1