

# 2019 GREATER CHINA SALES MISSION

La Vallée Village, Paris

LA VALLÉE  VILLAGE

A MEMBER OF THE BICESTER VILLAGE SHOPPING COLLECTION\*

APRIL 2019

# SOME KEY FIGURES

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**120** French  
and international brands

Offering all-year round reductions  
of minimum -33% off the  
recommended retail price



**175** Guest nationalities  
representing almost 90% of the  
world's nationalities



**6** millions visitors

La Vallée Village holds third place just after  
Disneyland® Paris and the Domaine de  
Versailles in the latest classification of the  
most visited cultural and tourist sites around  
Paris. This classification was made public in  
October 2016 by the Ile-de-France Regional  
Tourism Committee



**BEST** Group  
Shopping Experience  
Award (ITB) in Berlin March  
2015

# STRATEGICALLY LOCATED



**40** minutes

From Paris city center  
Premier world tourism destination with  
83,8million foreign visitors in 2014



**5** minutes

from Disneyland® Paris,  
Europe's most visited tourist attraction  
with 14.8 million visitors in 2015



**Orly** Airport > 45-minute drive  
**Roissy** Airport > 35-minute drive



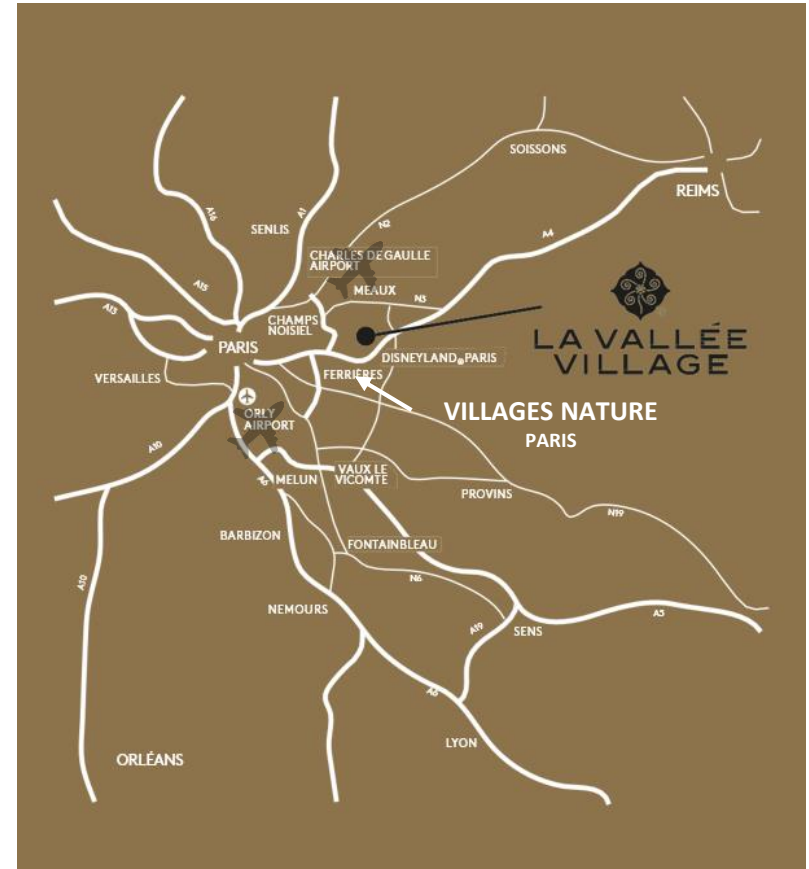
**1** km

Away from the regional rail line RER A



**5** minutes

from the high speed TGV and Eurostar  
rail station that connects the region  
with the rest of France, Continental  
Europe and Great Britain



# ACCESSIBILITY

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Dedicated Shuttle Service from  
Disney® Resort hotels



**2** daily departures to La Vallée Village  
The Shopping Express® runs from central Paris  
(Place des Pyramides)



Valet Parking



# RESTAURANTS & CAFES



We have in La Vallée Village a wide selection of prestigious restaurants

- Le Menu Palais
- Ladurée
- Pierre Hermé
- Amorino
- La Maison du Chocolat
- Starbucks Coffee
- Prêt à Manger



LE MENU PALAIS



PRÊT À MANGER



LA MAISON DU CHOCOLAT



PIERRE HERME



LADUREE



AMORINO



STARBUCKS





# UNIQUE PLACES FOR EXPRESSION & EVENTS

## Vip Lounge



The VIP Lounge is a cosy space with a Parisian feel, welcoming different profiles of high qualified guests.

Reception capacity: 35 guests in cocktail set-up and 18 guests in Lounge set-up.



## The Art Gallery



The art gallery is a pleasant and entertaining space to have a break during the shopping; exhibitions follow one another on various topics, often surprising, always enriching.

Reception capacity : 60 guests in cocktail set up.



# 5-STAR SERVICES



WELCOME CENTER WITH MULTILINGUAL STAFF



COMPLIMENTARY WI-FI



RESTAURANTS & CAFÉS



HANDS-FREE SHOPPING



AIR MILES REDEMPTION WHEN YOU SHOP AT LA VALLÉE VILLAGE



VALET PARKING (WEEKENDS ONLY)



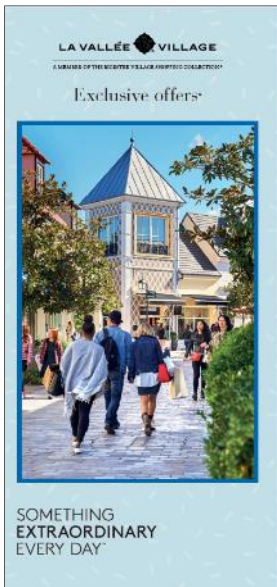
PHONE-CHARGING STATION



TAX-FREE LOUNGE

Non-EU residents can enjoy a minimum 12% tax refund on purchases of more than €175 (per boutique) they take home.





La Vallée Village is pleased to offer you additional discounts upon presentation of this flyer in the participating boutiques here below:

*Baccarat*

20% off the La Vallée Village price with a minimum purchase of €500

**CH**

20% off the La Vallée Village price with a minimum purchase of €500

Calvin Klein Jeans

20% off the La Vallée Village price with a minimum purchase of €100\*

Calvin Klein

20% off the La Vallée Village price with a minimum purchase of €300\*

CLERGERIE

20% off the La Vallée Village price with a minimum purchase of €400

FURLA

20% off the La Vallée Village price storewide\*

*Hugoboss*

20% off the outlet price with a minimum purchase of €300

HESCHUNG

20% off the La Vallée Village price with a minimum purchase of €400

**BOSS**

20% off the La Vallée Village price with a minimum purchase of €500

LALIQUE

20% off the La Vallée Village price with a minimum purchase of €500

LANCEL

20% off the La Vallée Village price with a minimum purchase of €500

MICHAEL KORS

20% off the La Vallée Village price with a minimum purchase of €300

MONT BLANC

20% off the La Vallée Village price with a minimum purchase of €300

Paul Smith

20% off the La Vallée Village price\*

PAULE KA

20% off the La Vallée Village price with a minimum purchase of €500

Topetto

20% off the La Vallée Village price with a minimum purchase of €20

SONIA RYKIEL

PARIS

20% off the La Vallée Village price with a minimum purchase of €500

TED BAKER

20% off the La Vallée Village price with a minimum purchase of €500

THE KOOPLES

20% off the La Vallée Village price with a minimum purchase of €200

TOMMY HILFINGER

20% off the La Vallée Village price with a minimum purchase of €200\*

Villeroy & Boch

20% off the La Vallée Village price with a minimum purchase of €300

LA VALLÉE VILLAGE

\*Offer cannot be combined with other offers. Reduction applied at the participating boutiques of cash sale in the La Vallée Village price.com presentation of the voucher code (50% OFF)

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# EXCLUSIVE MICE PROGRAMME

## CONCEPT

Offer exclusive services dedicated to business travelling clients all year long. Type of tourism in which large groups, usually planned well in advance, are brought together for a particular purpose.

## PROFILE

Business Sectors: Cosmetics, Bank, Insurance, Health Care, Electronic Supplies, Automotive Industry.

Majority comes from South-East Asia and Greater China.

In 2018, the Mice Offer flyer has been offered to 16900 guests.

## 2 Different kind of Groups:

- **BAU Groups** : small Corporate groups (15-50 pax) – no specific negotiation ahead
- **Incentive/Mice Large groups** : minimum 100 pax, usually ad hoc large groups, visit planned on several days, negotiations ahead + sometimes signed contract to confirm specific offers and terms of the visit. Usually these groups stay a minimum of 3-4 hours in the village, meaning they spent a long time to shop.

-> Additional Brand Offers are a great added value for the Tourism Team, as it can be an important lever to confirm a group lead.

## How to participate?

- Inform us that you would like to have your brand highlighted and/or mentioned in the communications
- Send special offers reserved to this clientele

## BRAND VISIBILITY OPPORTUNITIES

Partner's brochure:

Brand and products mention



# EXCLUSIVE MICE PROGRAMME

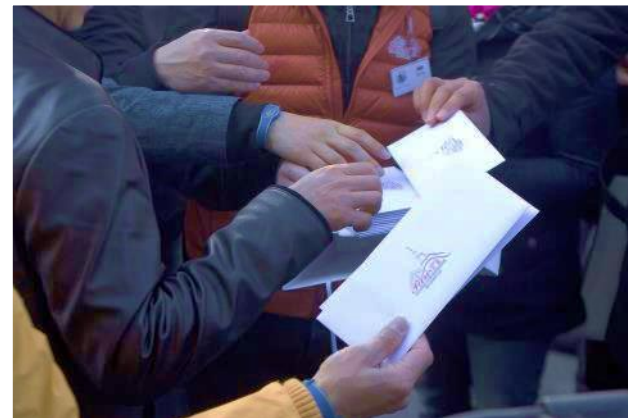


## HOSPITALITY FOR MICE GROUPS

- Free coach parking
- Coach dispatchers and assistance for bus drop off within segregated areas
- Centralized drop-off and pick-up point
- Welcome desks with company signage and dedicated hostesses
- Bespoke Welcome Signage
- Company's logo on Welcome packs (envelopes, F&B vouchers)
- Exclusive Flyer offering additional advantages in participating boutiques
- VIP Lounge for a tailor-made hospitality
- VIP Card (10% further reduction in 6 boutiques of their choice) for guests
- F&B Voucher for a Coffee Break and Sweet Treat
- Free WiFi
- Tax Free Lounge

# EXCLUSIVE MICE PROGRAMME

## IN VILLAGE SIGNAGES & WELCOME PACKS WITH COMPANY'S LOGO





# CHINESE SOCIAL MEDIA PLATFORMS

La Vallée Village



LVV Chinese Official  
巴黎河谷购物村中文官网:



WeChat Shake  
微信摇一摇



Tourism Platform  
线上旅游合作平台



阿里巴巴集团旗下旅行品牌



LVV WECHAT OFFICIAL  
ACCOUNT  
微信公众号



LVV WEIBO OFFICIAL  
ACCOUNT  
巴黎河谷购物村官方微博



Little Red Book  
巴黎河谷购物村官方小红书



# SHOP & EARN

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Take your shopping experience further and earn rewards. Visit The Bicester Village Shopping Collection in Europe to shop and earn with any of these frequent flyer, frequent traveller or reward programmes





# ESCAPADES AROUND LA VALLEE VILLAGE

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## SEA LIFE

Located just five minutes from La Vallée Village, the SEA LIFE Aquarium takes you on a magical and interactive journey into a fascinating marine world with more than 300 species in 50 display pools.

## DISNEYLAND PARIS

Discover a world of colour and light and marvel just 5 minutes from the Village.

## CHAMPAGNE PANNIER

In the heart of the Marne valley, the Champagne PANNIER medieval cellars offer a full range of champagne acclaimed by some of the most renowned international juries.

## VAUX LE VICOMTE

This stately home, built in the 17th century by Nicolas Fouquet, Superintendent of Finances during the reign of Louis XIV, made the king so jealous that it inspired him to create one of the world's most beautiful buildings, the Palace of Versailles.

## MUSEUM OF THE GREAT WAR

Opened on 11 November 2011, the Museum of the Great War offers a new vision of the first global conflict (1914-1918), with a collection that is unique in Europe.

## FONTAINEBLEAU

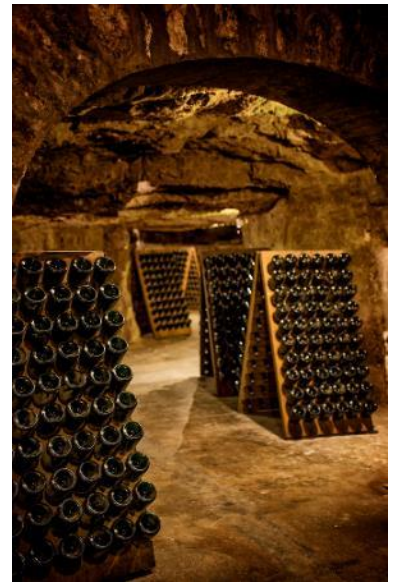
During the reign of François I, this former royal hunting lodge was transformed into a spectacular palace, which is still surrounded by the largest forest in Île-de-France.

## PROVINS

Listed as one of UNESCO's World Heritage Sites, the city of Provins invites the visitor to discover its early fortifications, monuments and fairs: an opportunity to experience life in the Middle Ages.

## BARBIZON

Known as the 'Village of Painters', Barbizon attracted many of the pre-Impressionist French artists looking for beautiful scenery.





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