



# TESTING

Center Parcs brings a water

by Juliana Gilling

For Michel Linet-Frion, creative director at Pierre & Vacances Center Parcs, the new Aquariaz water park at Avoriaz shows the “marriage of know-how” that is transforming the business. It is the first Center Parcs Aqua Mundo at a Pierre & Vacances ski resort.

“In a Center Parcs, you expect an Aqua Mundo. You come because there is one,” says Linet-Frion. “But putting an Aqua Mundo packed with green tropical plants into a ski resort was completely unexpected. It’s a novelty, and it’s going to make a huge difference to the resort.

“We’re exploring new territory, and it’s a big experiment,” he says. “Aquariaz hasn’t gone through a winter season yet, but already in the summer it’s full every day and it’s very appreciated, so it’s sure to be a success. We could probably do an Aquariaz in other ski resorts that we operate. I think it will become popular in the French Alps and maybe in U.S. ski resorts once they know about it.”