

Press release

Thomas Cook sets up its new pop-up stores in Mercialys shopping centers

Paris, September 22, 2015 – Thomas Cook is opening two new pop-up travel stores in Mercialys' Clermont-Ferrand and Quimper shopping centers.

Following the success of its first pop-up store, the travel industry pioneer is moving forward with this initiative and inaugurating two new pop-up stores in the Nacarat (Clermont-Ferrand) and Glann Odet (Quimper) shopping centers until October 31, 2015 to help boost its winter sales.

Located close to leading stores and in areas with high footfall, these pop-up travel agents are ideally positioned to attract new customers. Customers will be able to plan their holidays, make payments or even put together more complex bespoke trips.

The pop-up stores have been designed in partnership with Altavia Pallas, a commercial architecture agency, which has developed the stand's commercial performance by increasing its appeal.

Fully rethought design

With their modern, digital design, these pop-up stores incorporate the graphic guidelines from the new architectural concept for Thomas Cook stores, offering a beautiful invitation to travel. An expert team of Thomas Cook travel advisors are on hand to welcome customers in these comfortable new open spaces and help them plan their holidays.

So they can immerse themselves fully in their travel plans, in line with Thomas Cook's high tech, high touch strategy, 3D Travel Glasses are available to customers, along with a digital screen showing content about the brand and Jet tours club videos. Customers also have access to two touchscreen tablets for browsing the thomascok.fr site and watching the Jet tours club videos.

Jérôme Delente, Thomas Cook Network Director: "The Quimper and Clermont-Ferrand pop-up stores have everything needed for customers at the Glann Odet and Nacarat malls to enjoy a completely new experience around our brand and stores. With their smart design and digital features, they offer a new travel experience, in line with the new Thomas Cook store concept. These pop-up stores will also benefit from the expertise built up by Mercialys, which is constantly innovating to make day-to-day life easier for its customers. Plans will be considered for further pop-up stores to be opened in other regions in January 2016".

Mercialys is delighted to welcome on board the pop-up stores of Thomas Cook, the iconic travel brand. With their strong, differentiating identity, these innovatively-designed points of sale are in line with customers' new travel demands and will enable Mercialys to develop and consolidate its range of services.



About Thomas Cook

A package holiday pioneer, Thomas Cook Plc is one of the leading travel groups in Europe and worldwide, with over 22 million customers. In France, Thomas Cook is the number one integrated distribution network on the leisure travel market and Jet tours is the second largest tour operator, with a market share of around 11%. The company has over 500 points of sale throughout France and is supported by nearly 1,200 employees. Its omni-channel strategy offers its customers user-friendly flexible booking choices (online, over the phone or in-store).

Thomas Cook press contact

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About Mercialys

Mercialys, one of France's leading real estate companies, owns, manages and is constantly transforming a portfolio of 59 shopping centers throughout France. Through their proximity, human scale, innovative features and local engagement, the centers represent a different way of looking at retail, with agility and pragmatism, creating value for all the stakeholders involved.

Mercialys press contact

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