



# PERMA SOCIAL. CLUB

*Ecotourisme & Permaculture*

Give more meaning to your travels

## Press Kit 2024



# Sommaire

- Alice, founder 3
- The history of Perma Social Club 4
- The concept 5
- Permaculture 7
- Our themed stays 9
- Collaboration with local professionals 12
- They like 13
- They talk about us 14
- Press contact 15



# Alice, founder

40 years old, from Hérault, passionate about travel and permaculture

10 years in the construction industry in London: financial manager and construction economist

Career shift: Permaculture design course and BA in creating tourism business in 2018

Birth of Perma Social Club in 2019, the first permaculture travel agency in France

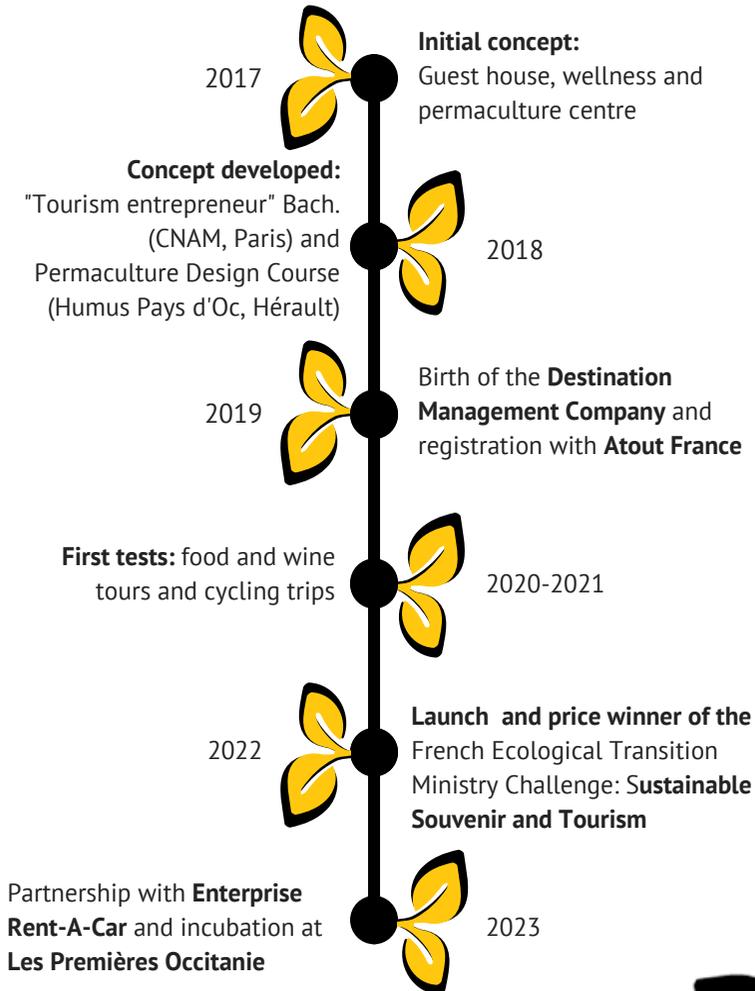
"The real journey starts around the corner"



[LINK TO PORTRAIT ARTICLE](#)



# The story of Perma Social Club



In search of purpose after a career in construction in London, Alice set off with her backpack through Latin America. It was during a time of volunteering in a hotel in Bolivia that she considered the possibility of entering the world of tourism and offering a sustainable alternative in southern France, where she grew up.

The initial plan was to create a guest house based on permaculture principles, a center for well-being and harmony. Throughout 2018, Alice followed a professional course at the CNAM Paris "tourism entrepreneur". Her idea of creating a guest house then got out of the walls to become a local and sustainable travel agency that can enhance the walls of producers and tourism stakeholders already present in the local landscape.

With her degree and a permaculture design course in hand, Alice decided to create Perma Social Club in 2019, the first sustainable and permaculture Destination Management Company in France.

The following years saw the testing of ideas, tours, food, and cycling trips.

Today Perma Social Club offers excursions and trips within a 2-hour radius of Montpellier. The themes include tailor-made food trips, arts & cultural adventures, well-being and surprise treats!

# The concept

## PERMA SOCIAL CLUB

First permaculture travel agency in France!

Why go to the other side of the planet for an ethical and active trip when a change of scenery is right at your doorstep?  
Why not travel locally and move away from mass tourism?

Located in Occitanie, Perma Social Club is France's first local, sustainable and permaculture travel agency.

Focused on ecotourism and permaculture, it differentiates from your typical mass tourism offers. Perma Social Club offers an alternative anchored in sustainable tourism.

Based on permaculture principles, Perma Social Club plays with the complementarities of nature and its ecotourism ecosystem to support and highlight its terroir and territory, with an eco-responsible approach.





## Meet

**Caring for nature, people and sharing resources**

Meet local producers and stakeholders of sustainable tourism who apply the values of permaculture.

Interact with the people who regenerate the soil, take care of and develop biodiversity, people who recycle their waste and offer educational and practical workshops, informative experiences...



## Do and Learn

**Sustainable and transformational experiences**

Experience intimate moments that allow you to reconnect with yourself, with others and with nature.

Trips that transform, leaving each participant with more understanding. Having lived a learning experience with a positive impact on the territory.



## Support

**Supporting local tourism professionals and local producers**

Contributing to the maintenance and development of a local economy.

Enabling local producers and tourism actors, even "competitors", to work differently, develop and diversify their activity and increase their workforce capacity.



# La permaculture



Permaculture is a design methodology applicable to 7 interdependent areas. It plays with complementarities of their elements to create sustainable environments.

The world of tourism and our daily lives can be put in parallel since it includes housing, transportation, food and activities.

To stand out, have a positive impact, support her community and value the diversity already present, Alice has created an agency based on permaculture principles and highlights the ethical stakeholders of her local and tourist ecosystem.





# Our themed trips, experiences and seminars





## Experiences

- Excursions, holidays and/or seminars
- Small groups, with friends, family or colleagues
- Visits of farms, vineyards, cheese dairies, olive groves.
- Tastings of local produce
- Educational, practical and team-building workshops



## Catering

Breakfast, lunch and/or dinner at ethically and ecologically responsible establishments that provide local, agro-ecological and/or organic produce.



## Accommodation

Establishments such as eco-friendly guest houses, gîtes, hotels, unusual accommodation, that are aware of their resources and environmental impact and preserve biodiversity, and/or unusual accommodation (yurts, tiny houses, tree houses, tipis, etc.).



## Transport

There are many ways to minimise our carbon footprint! By bike, foot, bus, train, public transport... we have got you covered, even if you wish for an electric car rental!



# Exemples of our trips...

## HALF-DAY EXCURSION



## CASTLE, WINE AND MUSHROOMS

Welcome to one of the oldest vineyards in Montpellier that works towards preserving and developing biodiversity.

As an historic site of the 17th century, where some of the tapestries are UNESCO classified, the estate practices agroforestry and works to maintain and develop biodiversity in collaboration with an urban permaculture farm.

Hosted by the head of the estate and his team, you can enjoy a guided tour of the winery as well as a wine or juice tasting.

After a stroll through the gardens of the Château, you will visit the permaculture farm where you will be welcomed for an unusual experience: discovery of mushroom farming in a bunker! You will be taken through the production method of a species of edible mushroom farmed on site, and which production is shared with the restaurant of the Château.

And for the more physically inclined, you can go into the bunker built during the war to visit the mushroom farm!



## TERMS AND CONDITIONS

Validity: 1/2day, all year around on request

Min-max size group : 4-15pax

Price: 59€/pax

Dress code: casual with comfortable shoes

Difficulty: Hard. One needs to be able to climb down/up a ladder.

Included: 3 hours of guided visit with discovery of wine cellar, wine tasting, visit of the farm and underground mushroom farming.

In Montpellier



## WEEKEND TRIPS



## PIC-SAINT-LOUP EXPERIENCED DIFFERENTLY

Welcome to your half-boarded nature and gourmet weekend trip close to the mountain Pic-Saint-Loup.

Located in a small picturesque village 20 minutes north of Montpellier, you are close to the few best hiking spots and viewpoints our local area has to offer. Hosted by our friend and colleague Lionel, who is also a winegrower and beekeeper by trade, you will stay in a bioclimatic eco-built gite.

Discovery of a local vineyard, its practices and wines, its commitment to sustainability, followed by a commented tasting... Slow and natural activities: swimming in a local lake, botanical hike, trip on a steam train... And if you enjoy cycling, feel free to bring your own bike, or we could arrange for one to be available to you!

Here is a weekend to enjoy meeting local producers, food and wine tastings, sports activities in nature... this is an active, nature and gourmet weekend!



## TERMS AND CONDITIONS

Price: 2 days, 1 night, all year around on request

Min size group : 2pax

Price: 199€/2pax

Dress code: casual with comfortable shoes

Difficulty: Easy

Included: One night's accommodation in a bioclimatic Gîte de France with a view overlooking a field of olive trees. Half-board (2-courses dinner and breakfast) Wine tasting, botanical walks, experience on a steam train... or best recommendations in the area

Around Pic-Saint-Loup

PERMASOCIAL.CLUB  
03 47 31 20 20

# Example of excursion and seminar in collaboration with

*Château de  
Flaugergues*



 OASIS CITADINE

## EXPERIENCE "CASTLE, WINE AND MUSHROOMS"

Perma Social Club has teamed up with Montpellier's first urban permaculture farm, the Oasis Citadine at Château de Flaugergues, to offer an exclusive experience called "Château, Wines and Mushrooms".

Alice and her team will guide you through wine tasting, a tour of the gardens of the château and the farm, fun learning activities and the discovery of a mushroom farm located in a World War 2 bunker.

It's a great way to travel and work differently!



# They enjoyed the Club



"Thank you for everything Alice, there are no words to say how grateful I am."

-Abdulrahman, during a tourism training



"We were able to meet local market gardeners and wine growers who are passionate about their work and who are very welcoming and willing to share their experience.

We were also able to discover and taste delicious local products.

To be discovered!" -Malka, during a gourmet experience



"A very nice surprise stay!

From the place to the meals, through the excursions, from one surprise to another, all as beautiful and surprising as each other!

A big thank you" -Fabian, during a surprise weekend



"We had the most fantastic holiday organised and guided by Alice from Perma Social Club.

I came from London and had a unique experience with a personalised and tailor-made trip to the South of France..."

-Alana, during a tailor-made holiday

# They talk about us

## laGazette

DE MONTPELLIER



### 1 Du sens pour les vacances

#### ALICE BENISTY-TRIAI

Vin et miel bio autour du Salagou, balades et dégustations chez les vignerons, Alice vient de créer son agence de voyages en ligne basée sur le tourisme durable, Perma Social Club. C'est lors d'un séjour en Bolivie que l'entrepreneuse originaire du Crès a voulu décliner ce type de tourisme écologique dans le sud de la France. Car "on peut faire du tourisme en valorisant le terroir, le local, du sol à l'assiette" en passant par l'hébergement et les modes de transport, dans un périmètre de 200 km autour de Montpellier.

Alice est accompagnée par l'incubateur BIC de Montpellier et son projet est lauréat du Challenge ADEME Open Innovation Tourisme pour ses séjours à taille humaine, participatifs "qui apportent du sens à vos vacances".

Son catalogue de séjours est en ligne et le dernier-né est un week-end surprise aux portes des Cévennes, avec des étapes dévoilées les unes après les autres. À partir de 50 € pour une excursion de 3h. Le site : [permasocial.club](http://permasocial.club). E.R.

MONTPELLIER 3M - LUDOVIC SEVERAC

Feel free to click on the logos below to access the different articles and audios:



# Press Contact

Alice Benisty-Triay  
Founder and Owner  
+33 (0)6 23 47 31 28

[alice@permasocial.club](mailto:alice@permasocial.club)



[@permasocialclub](https://www.instagram.com/permasocialclub)

[www.permasocial.club](http://www.permasocial.club)

[File and visuals](#)

