

Lac du Salagou, Occitanie

PERMA SOCIAL. CLUB

Ecotourisme & Permaculture

Sowing seeds in the ground and in people's minds by working and travelling differently

Press Kit 2026



Saint-Guilhem-le-Désert, Occitanie

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Alice, founder

A 44-year-old woman from the Hérault region, with a passion for travel and permaculture

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

Career change: Certified Permaculture Course and Professional Bachelor's Degree in Tourism Entrepreneurship in 2018

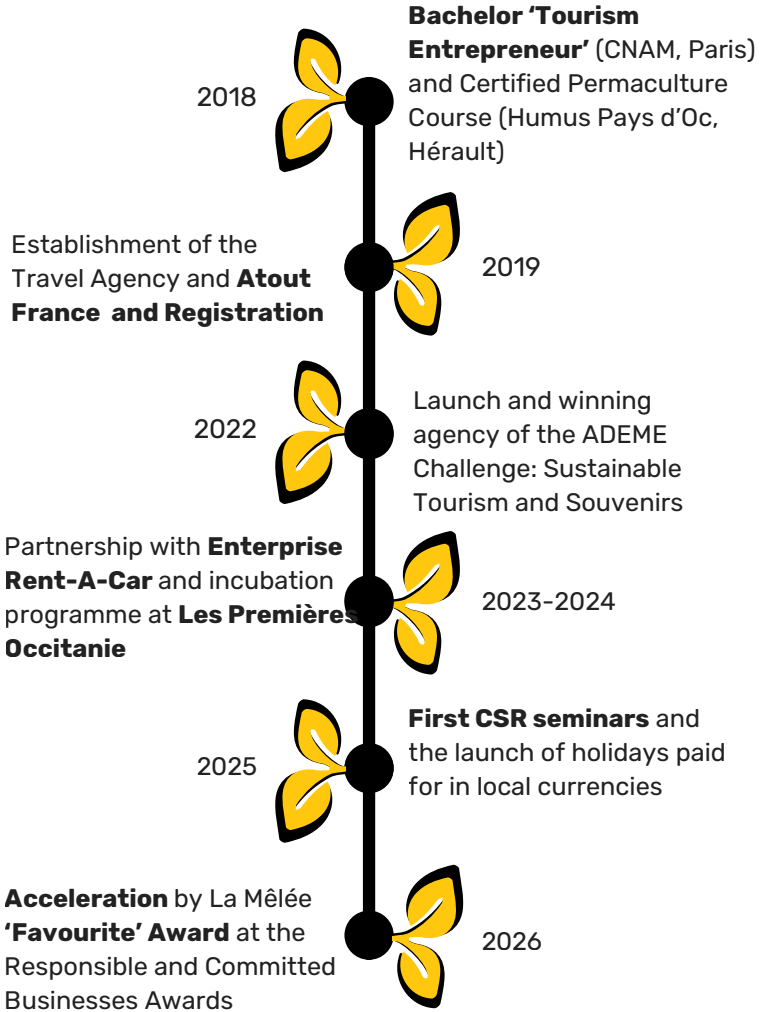
Perma Social Club was founded in 2019 as France's first permaculture-based inbound travel agency

'The real journey begins on your street corner'



ARTICLE LINK PROFILE

The story of Perma Social Club



In search of meaning after a career in the construction industry in London, Alice set off with her rucksack to travel through Latin America.
It was whilst volunteering at a hotel in Bolivia that Alice realised she could enter the world of tourism and offer a sustainable alternative in the south of France, where she grew up.

The idea was to create a guesthouse based on the principles of permaculture – a centre for wellbeing and harmony. Throughout 2018, Alice undertook a 'tourism entrepreneur' course at the CNAM in Paris. The project then expanded beyond the guesthouse to become a local, eco-friendly travel agency that could showcase the work of local producers and tourism stakeholders already active in the area.

With her diploma and a certified permaculture course under her belt, Alice decided to set up Perma Social Club in 2019 – France's first permaculture-based inbound travel agency!

The following years were spent trialling various ideas, including tours, cultural breaks, gourmet holidays and cycling trips.

Today, Perma Social Club offers experiences with a positive impact, mainly in Occitanie and the Provence-Alpes-Côte d'Azur region, covering several themes: gourmet experiences, adventure, surprise and bespoke itineraries, for both private individuals and companies committed to CSR (Corporate Social Responsibility).

The concept “Permatourism”

PERMA SOCIAL CLUB

France’s first permaculture travel agency!

Here is a travel agency offering ‘perma-travel’. An ethical, regenerative journey with a positive and active impact, where a change of scenery is right on your doorstep!
A local travel experience that supports the local economy and steers clear of mass tourism.

Based in Montpellier, Perma Social Club is France’s first local, permaculture-based travel agency.

Focused on ecotourism and permaculture, and a far cry from standardised packages, Perma Social Club offers an alternative rooted in sustainable tourism, primarily in Occitanie and the Provence-Alpes-Côte d’Azur region.

Based on the principles of permaculture, Perma Social Club harnesses the complementary aspects of its natural and ecotourism ecosystem to support and showcase local tourism stakeholders and producers; all of whom are committed to an eco-responsible approach and a spirit of sharing.













Meeting

Caring for nature and people, and sharing our resources

Meet producers and sustainable tourism practitioners who put the values of permaculture into practice.

Interact with people who take a human-centred approach, regenerating the soil, nurturing and developing biodiversity, recycling their waste, and offering educational or hands-on workshops and enriching experiences...

Doing and learning

Sustainable and transformative holidays and experiences

Vivre des moments en petit groupe ou en équipe, afin de se reconnecter à soi-même, aux autres et à la nature.

Des voyages et des expériences qui transforment, où chaque participant peut ressortir grandi en ayant vécu une expérience humaine, apprenante et à impact positif sur le territoire.

Supporting

Supporting tourism stakeholders and local producers

Enjoying moments in small groups or as a team, in order to reconnect with oneself, with others and with nature.

Transformative journeys and experiences, where every participant can emerge enriched, having shared a human and educational experience that has a positive impact on the local area.

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.



FINANCES AND ECONOMY	Fair trade, Crowdfunding
HEALTH AND WELL-BEING	Meditation, Natural hygiene products, Yoga
CULTURE AND EDUCATION	Participative arts and music, Social ecology
TOOLS AND TECHNOLOGIES	Cyclo, Solar, Recycling, Wind
CARE FOR NATURE AND EARTH	Agroforestery, Wild plants, Edible forest, Agroecology
LAND AND GOVE	Cooperatives, Shared habitats, Transitioning towns, Eco-villages
HABITAT	Natural materials, Salvaging and reuse of waters, Auto-construction







Pic Saint Loup, Occitanie

Our themed trips, experiences and seminars





Gourmet

Arts & Culture

Surprise treats

Well-being

Tailor-made

Adventure











Experiences

Day trips, holidays and/or seminars
Small groups, with friends, family or colleagues
Tastings of local produce
Visits to farms, vineyards, cheese dairies, olive groves…
Educational and hands-on workshops, team-building activities

Restauration

Breakfast, lunch and/or dinner at establishments committed to **ethical** and **environmentally responsible** practices, whose produce is locally sourced and comes from **agroecology and/or organic farming.**









Accommodation

BnB holiday cottages, hotels, unique accommodation (yurts, tiny houses, tree houses, teepees…) that are mindful of their resources and their environmental impact

Transport

By **bike**, on foot, by **bus**, by **train**, by public transport… we even offer a **car hire service** for both petrol and **electric** vehicles. There are plenty of ways to **minimise our carbon footprint!**





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!







RMS AND CONDITIONS

: 2 days, 1 night, all year around on request
x size group : 2pax
99€/2pax
de: casual with comfortable shoes
: Easy
One night's accommodation in a bioclimatic Gîte de France with a erlooking a field of olive trees. Half-board (2-courses diner and a breakfast) Wine tasting, botanical walks, experience on a steam r best recommendations in the area

Around Pic-Saint-Loup

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Seminars

For companies committed to a CSR approach

CSR, NATURE AND ECO-FRIENDLY SEMINARS

Sustainable seminars and team-building events in **Occitanie** and the **Provence-Alpes-Côte d'Azur** region, designed to strengthen team cohesion whilst making a tangible commitment to the ecological transition.

Rooted in the principles of **permaculture** and **CSR**, these experiences combine work, relaxation and immersion in natural surroundings, through l**ocal activities**, **sustainable meals** and **environmentally friendly** accommodation.

Here are bespoke packages that **inspire, unite and foster a corporate culture** aligned with today's social and environmental challenges.











Excursions

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 "Wines, Château 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!









Holidays paid for in local currency

in collaboration with la Graine MONNAIE LOCALE

A HOLIDAY USING LOCAL CURRENCY
A first in France!

This ethical and immersive holiday between **Sète** and **Montpellier** places economic innovation at the heart of the journey by incorporating 'La Graine', **the local currency** of the Hérault region, as a means of payment.

Over two days and one night, travellers discover the region's heritage, cuisine, local craftsmanship and sustainable initiatives, whilst directly supporting the local economy through a network of tourism professionals who accept La Graine.

With four flexible packages to choose from, here's your chance to contribute to our local economy!









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



1 Du sens pour les vacanc

ALICE BENISTY-TRIAY

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. E.R.

MONTPELLIER 3M - LUDOVIC SÉVERAC

laGazette DE MONTPELLIER

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P (X)PÉRIENTIEL PODCAST du tourisme positif !

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ENTREPRENDRE À MONTPELLIER

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Files and Visuals

