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THE VACANCES DIRECTES GROUP ACCELERATES ITS EXPANSION

The Vacances Directes group, one of the French leaders on the mobile-home rental market, is launching a new LBO with 21 Centrale Partners, assisted by Capzanine.

With over 35 years in the business, Vacances Directes is now one of the key players on the French campsite market, generating nearly €30m in sales in 2011. Led by its current CEO, Benoit Fuchs, the group offers rented holiday accommodation in over 5,500 mobile-homes spread across approximately one hundred 3- and 4-star camping sites, mainly French (third party or proprietary).

At the end of 2011, Acto Capital, a shareholder since 2006, decided to realise its investment. Its exit allowed 21 Centrale Partners to invest and thereby become the majority shareholder. Capzanine arranged mezzanine financing for this secondary LBO.

This new operation will allow the group to accelerate its development, through both acquisitions (in France and abroad) and organic growth (brand development, improved product offering to its foreign clients, etc.).