



ZENVENTURE

Club Med Ψ



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INTRODUCING ZENVENTURE

Since its inception, Club Med has taken a forward-thinking and pioneering approach to the way in which people holiday. From the creation of the all-inclusive model in the post war era, through to an upscaling overhaul at the turn of the century to become a luxury to be enjoyed together, Club Med is again innovating the holiday experience through the creation of the brand new concept of *Zenventure*.

People's needs and their ideas of what makes a holiday enjoyable have changed, especially over the course of the last year. Since the pandemic hit in March 2020, many people have been forced to cancel their holidays or put travel plans on hold for an extended period of time - all of which has removed the opportunity for people to escape their fast-paced everyday lives and take the time to make memories and carve out experiences which will last a lifetime. The global pandemic has only accelerated this change in mindset even further, by not only impacting where and how people can travel, but also calling into question what people want from their holiday.

Research commissioned by Club Med shows that over three quarters (77%) of UK adults agreed that the thought of being able to travel again has been a key component in keeping their spirits up throughout the pandemic, and this figure increased to 82% when looking at those aged between 30-44 years. Within this group, some of those hardest hit by the pandemic include families, who need to escape from the challenges presented in recent times and have a holiday which offers an unforgettable experience for the whole family, from young to old.

Over half (51%) cited that what they desire from a holiday has now changed in light of COVID-19 and this is all leading to a new way of holidaying with almost two in five (37%) highlighting they will never take going on holiday for granted again. Now more than ever people want to make the most out of abroad experiences, and almost eight in ten (77%) are now looking for both more adventure and more relaxation on their holidays. With *Zenventure*, Club Med is introducing just that - a new category of travel: Zen meets Adventure.





The concept of *Zenventure* is an evolution of a trend for demanding more from holidays that has sped up during the pandemic, and now meets the needs of the newly emerged Generation Corona. This ‘Generation C,’ as futurologist Tristan Horx describes it, will follow the motto ‘quality instead of quantity’ more than ever and stands for ‘more quality of life, more sustainability, less growth mania and environmental blindness.’

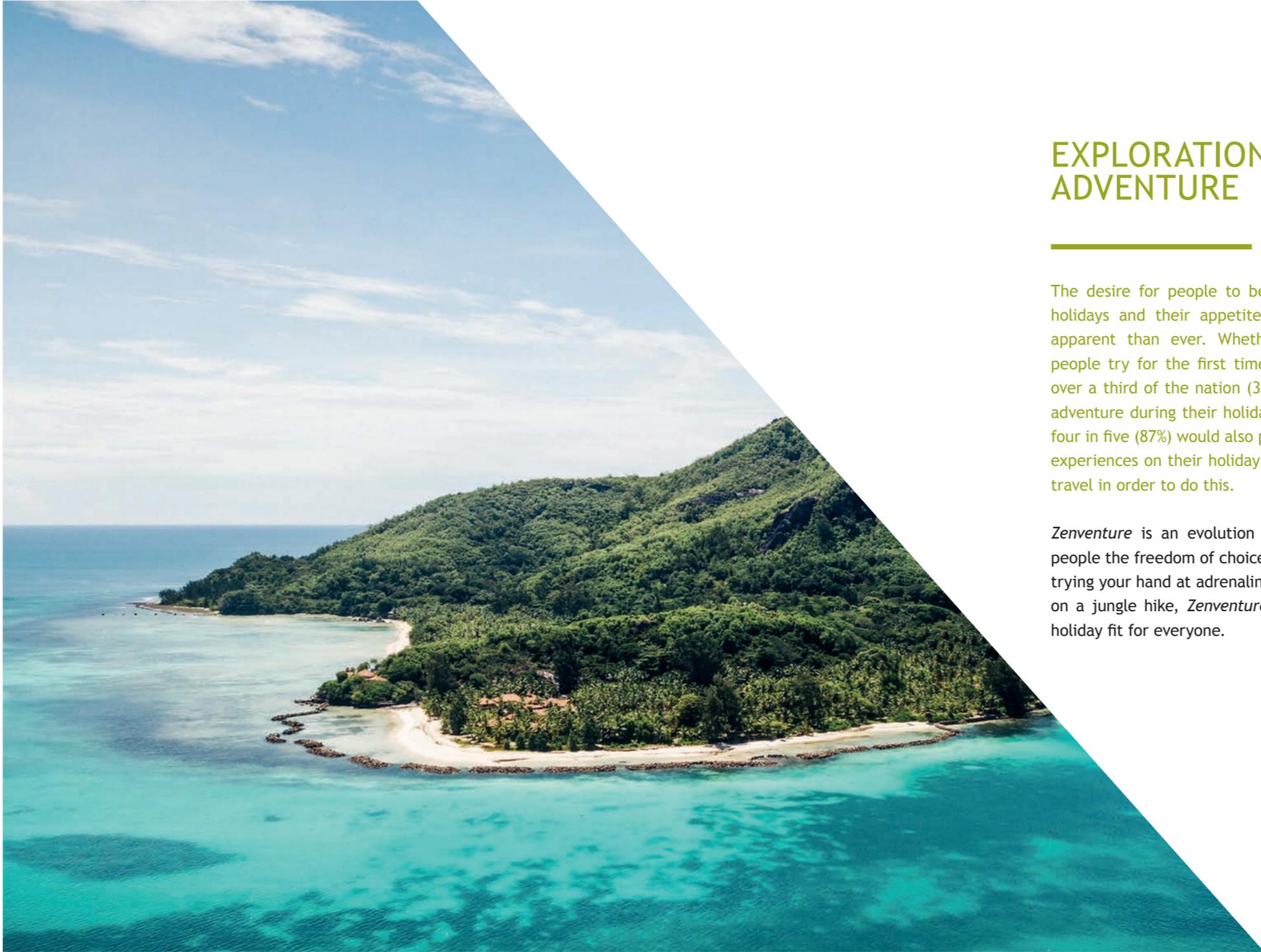
This luxurious holiday concept embodies the combination of adventure and variety with relaxation, mindfulness, culinary enjoyment, design and luxury, while staying true to Club Med’s ethos and historical roots. The new style of holiday will initially launch in the brand-new, Exclusive Collection (and private island) resort in the [Seychelles](#) - a destination which offers extraordinary nature in a luxurious setting that relaxes the soul, as well as thrilling adventure activities on tap.

Club Med will be introducing Meditation, Vibhava Yoga and Archery to the new Seychelles resort on the private island of Sainte Anne giving guests an array of options for both relaxing and adventurous pursuits - sometimes offering both within the same activity.

Estelle Giraudeau, Managing Director, UK & Northern Europe at Club Med comments: “Club Med was founded on the vision that ‘The purpose of life is to be happy. The time to be happy is now. And the place to be happy is here’, and with the introduction of *Zenventure*, we strive to ensure this statement continues to guide our thoughts and the experiences that we provide for our guests at our resorts all around the world. We know families and much of our audience were hit particularly hard with the COVID-19 pandemic and now more than ever, we want to offer holidaymakers added value that goes far beyond the holiday itself. ”

Zenventure stands for an optimal balance of adventure and relaxation. The concept is thus based on the four core aspects of exploration & adventure, relaxation & mindfulness, design & luxury and culinary & indulgence, all of which combine to create a balanced, luxurious overall experience.

Through the experiences on offer in-resort and in the wider destination, it will be possible to take home memories of zen and adventure experiences that will help guests to shape their lives more consciously in the long term.



EXPLORATION & ADVENTURE

The desire for people to be more adventurous on their holidays and their appetite to try new things is more apparent than ever. Whether it is the activities that people try for the first time or the destinations visited, over a third of the nation (36%) are now looking for more adventure during their holidays, post-pandemic. A further four in five (87%) would also prefer to have a wide range of experiences on their holiday without the need for further travel in order to do this.

Zenventure is an evolution of a growing trend to offer people the freedom of choice. Whether relaxing by a pool, trying your hand at adrenaline fueled watersports or going on a jungle hike, *Zenventure* combines it all to create a holiday fit for everyone.

When it comes to encompassing a holiday experience suitable for all ages, data from within the Club Med business shows there has been an increased appetite for three-generation (3G) family holidays, where it would appear grandparents are making up for lost time and wish to spend precious time with their children and their grandchildren. Many people have missed out on creating memories in the last year, and *Zenventure* provides 3G families with the perfect combination of activities which can all be enjoyed together.

Estelle Giraudeau, Managing Director, UK & Northern Europe at Club Med comments: “When creating a new product offering, it’s important for us to review what people are looking to take away from their holiday. This is something we have already seen with our *Amazing Family* programme whereby our study revealed intergenerational bonding was a key driver in a holiday selection process for families. As a result, we have provided activities designed to give families the opportunity to come together, reconnect and create shared memories together. From initial trials in a handful of resorts, the *Amazing Family* programme is now in 25 resorts worldwide.”



Between 2018 and 2019, Club Med saw a worldwide revenue growth of 27% for its excursions and now the brand offers more must-try activities than it has in its 70-year history in response to customer demand for people wanting to channel their inner explorer and discover more about the destination and local culture. From dog sledding in the Alps to swinging over the Montaña Redonda in the Dominican Republic and discovering an underwater trail in the Maldives - there is no shortage of activities to inspire guests to live in the moment, while also experiencing the best of what these destinations and varying landscapes have to offer.

More than four in five (87%) would prefer to have a wide range of experiences on holiday without the need for further travel and almost one in five (16%) want to try more adventurous activities while on a trip abroad.

Maxime Fabre, Hiking Instructor & Green GO at Club Med Seychelles comments: “Adventure is at everyone’s fingertips at any given time, you just need to go for it. Go places you’ve never been before, taste new food, learn new skills and live your life fully. The notion of adventure may vary from a person to another, however, what remains the same is the need to actively seek for those adventures. A good way to trigger this sense of excitement, this little

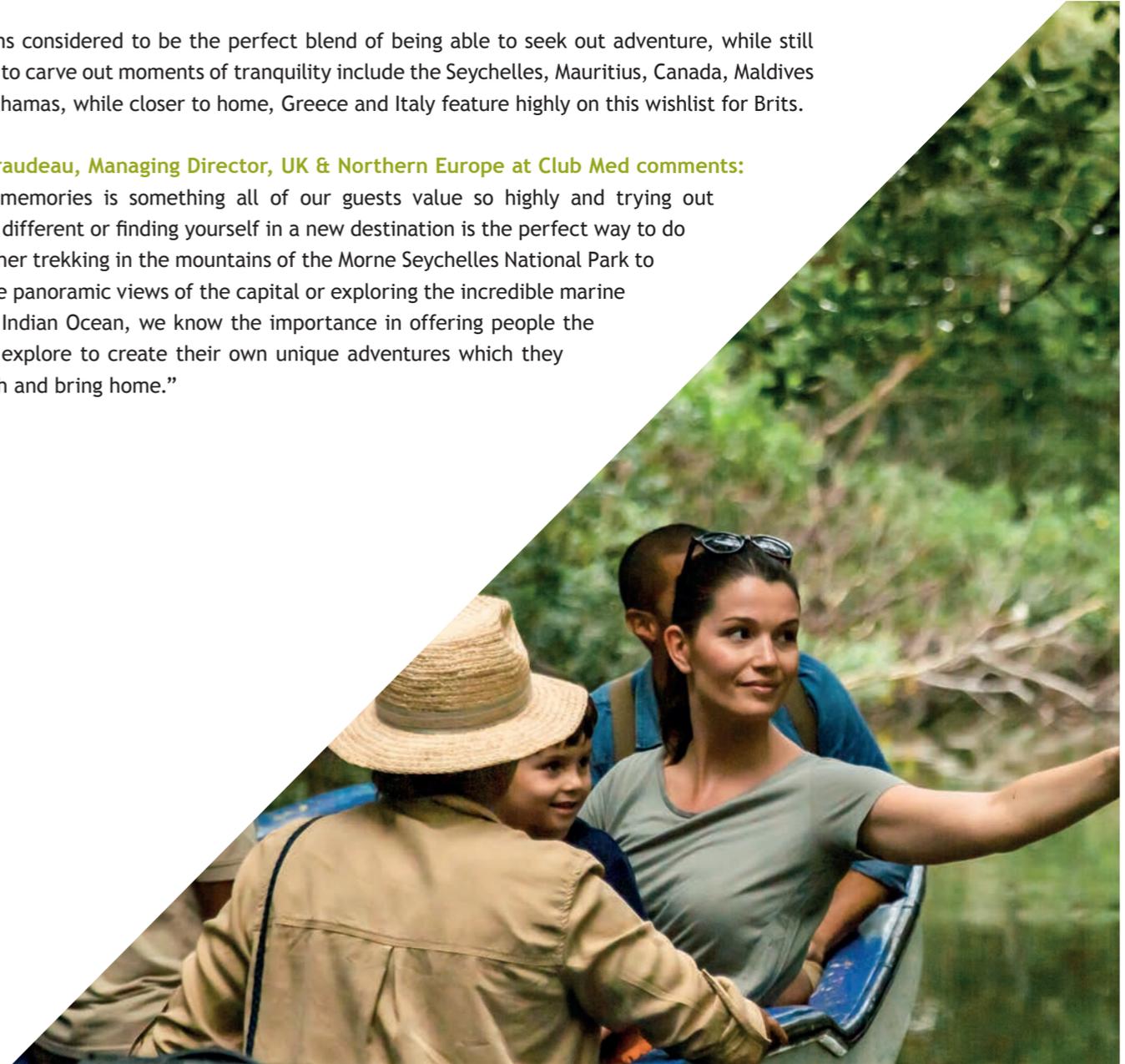
rush of adrenaline, is by simply experiencing something new. Visit an exotic island thousands of kilometers away, surrounded by emerald seas, white sand, unique foreign animals and luxuriant vegetation.”

When it comes to exploration, over half of people (54%) agreed that a perfect adventure involves a trip to a new destination to take in new sights, cultures and cuisines and one in five (20%) want to discover these destinations in a more adventurous way such as sightseeing via kayak. Guests staying in the [Seychelles](#) can also rent kayaks with glass bottoms, not only to soak in the scenery around them but also to view the underwater paradise from above.

Destinations considered to be the perfect blend of being able to seek out adventure, while still being able to carve out moments of tranquility include the Seychelles, Mauritius, Canada, Maldives and the Bahamas, while closer to home, Greece and Italy feature highly on this wishlist for Brits.

Estelle Giraudeau, Managing Director, UK & Northern Europe at Club Med comments:

“Creating memories is something all of our guests value so highly and trying out something different or finding yourself in a new destination is the perfect way to do this. Whether trekking in the mountains of the Morne Seychelles National Park to soak up the panoramic views of the capital or exploring the incredible marine life in the Indian Ocean, we know the importance in offering people the chance to explore to create their own unique adventures which they will cherish and bring home.”



RELAXATION & MINDFULNESS

Providing moments of relaxation and a calming environment to unwind has never been so important. Holidays have always provided people with a sense of escapism from their day-to-day life, but in light of the pandemic and the restrictions put in place for the best part of 12 months, now more than ever people are seeking ways to 'switch off' and transport themselves into a paradise and holiday they have been dreaming of.

Almost one in three (29%) of Brits want more time to themselves to reconnect and this time for self care is incredibly important to those aged between 30 and 44 years, with 40% of this age bracket agreeing with this. Given young families have been one of the hardest hit groups as a result of the global pandemic, it is perhaps no surprise that many of those in this age bracket want to take this time to step back and unwind from the relentless woes of the past 12 months.

Relaxation can mean so many different things for different people and some of the top identified ways to bring a sense of calm and tranquility include spending quality times with loved ones (59%), having experiences which are in or closely linked with nature (36%) and carrying out zen-based activities such as yoga or meditation (16%). A further 17% are also hoping to try new activities such as mindfulness on their next holiday.

With this in mind, in the [Seychelles](#) and through *Zenventure*, a brand new signature yoga workshop has been created which involves a gentle walk through the natural landscape of the Sainte-Anne Marine National Park, all the while interspersed with yoga and stretching along the way. The combination of walking with yoga provides the perfect activity for those who want to reconnect their mind and soul in stunning and natural open-air surroundings.

Elsa Bulting, Wellness and Yoga Instructor at Club Med Seychelles comments: "The current pandemic increased the level of stress of many people. The relaxation, breathing and meditation aspects of yoga really help in reducing stress as we learn how to better cope with emotions and the relaxing effect on nervous and physical tensions is immediate. Creating moments of zen and switching off are fundamental to improve sleep and recharge the body. Club Med Seychelles, with its extensive relaxing activities offering, is the ideal place to disconnect from your stressful busy life and reconnect with yourself."

The demand for relaxing holidays have never been so popular, and Google search data looking at month on month increases between January and February 2021 has shown a 83% increase in people looking for 'relaxing holidays' and an uplift of 222% for searches on 'spa holidays'.

Estelle Giraudeau, Managing Director, UK & Northern Europe at Club Med comments: "The impact of the past 12 months on peoples' mental health cannot be underestimated and it is no surprise that people are looking at ways to transport themselves not only abroad at a time when international travel is possible, but also transport their mind away from what has been an incredibly difficult and turbulent time. The research also revealed that a third (33%) of people missed what holidays provided such as being able to experience new cultures or relaxing on a beach and we are delighted to be welcoming back our British guests to offer them the ultimate relaxation experience they have been dreaming of."





DESIGN & LUXURY

Since 2005, Club Med has undergone a dramatic upscaling strategy to ensure guests are experiencing luxury across the board. Since the appointment of Henri Giscard d'Estaing as the CEO of Club Med in the same year, the brand has invested €2 billion in building new resorts and renovating existing properties all around the world. The launch of the Exclusive Collection in 2015 is a testament to the shift to create a premium product, allowing guests to experience a new level of luxury, with resorts, chalets, villas and spaces combining refinement and detail with an experience which is inherently authentic to the Club Med brand. From elegant decors to state of the art facilities and an abundance of choice when it comes to in-resort amenities, no expense is being spared to create a luxurious holiday experience for all guests.

Club Med now boasts nine Exclusive Collection resorts, villas and chalets and an additional eight Exclusive Collection spaces within existing 4T resorts.





There is a clear trend emerging when it comes to the amount of money people are prepared to part with for their holiday, with this on the increase in light of Covid-19. The research supports this finding with almost one in four (22%) being prepared to spend more money on their next holiday compared to previous years - perhaps owing to missed trips in 2020 and early 2021. In addition to this, 16% of people are now planning the ultimate trip of a lifetime once the pandemic is over.

Reflecting this, Club Med has seen the average order value (AOV) of holidays increase by 20% year-on-year as the demand for privacy and space in the current climate continues to dominate, coupled with the fact that many (including Club Med's core audience) still have money to spend on holidays that may have been previously allocated elsewhere in 2020.

When it comes to spending more on a luxurious experience, Club Med presents the Exclusive Collection, which boasts beautifully designed

villas, chalets, resorts and in-resort spaces all over the world. In 2019, sales for Exclusive Collection properties and 5T spaces increased by 500% compared to 2018, and now in 2021, they represent 10% of overall holiday bookings. Combining the perfect mix of luxury and privacy, the Exclusive Collection offers high-touch service across the board from the moment you are collected via a private transfer from the airport. This demand for a more premium experience is reinforced further by Google search data which has shown a month-on-month increase (between January and February 2021) of 50% for people looking for 'luxury holidays'.

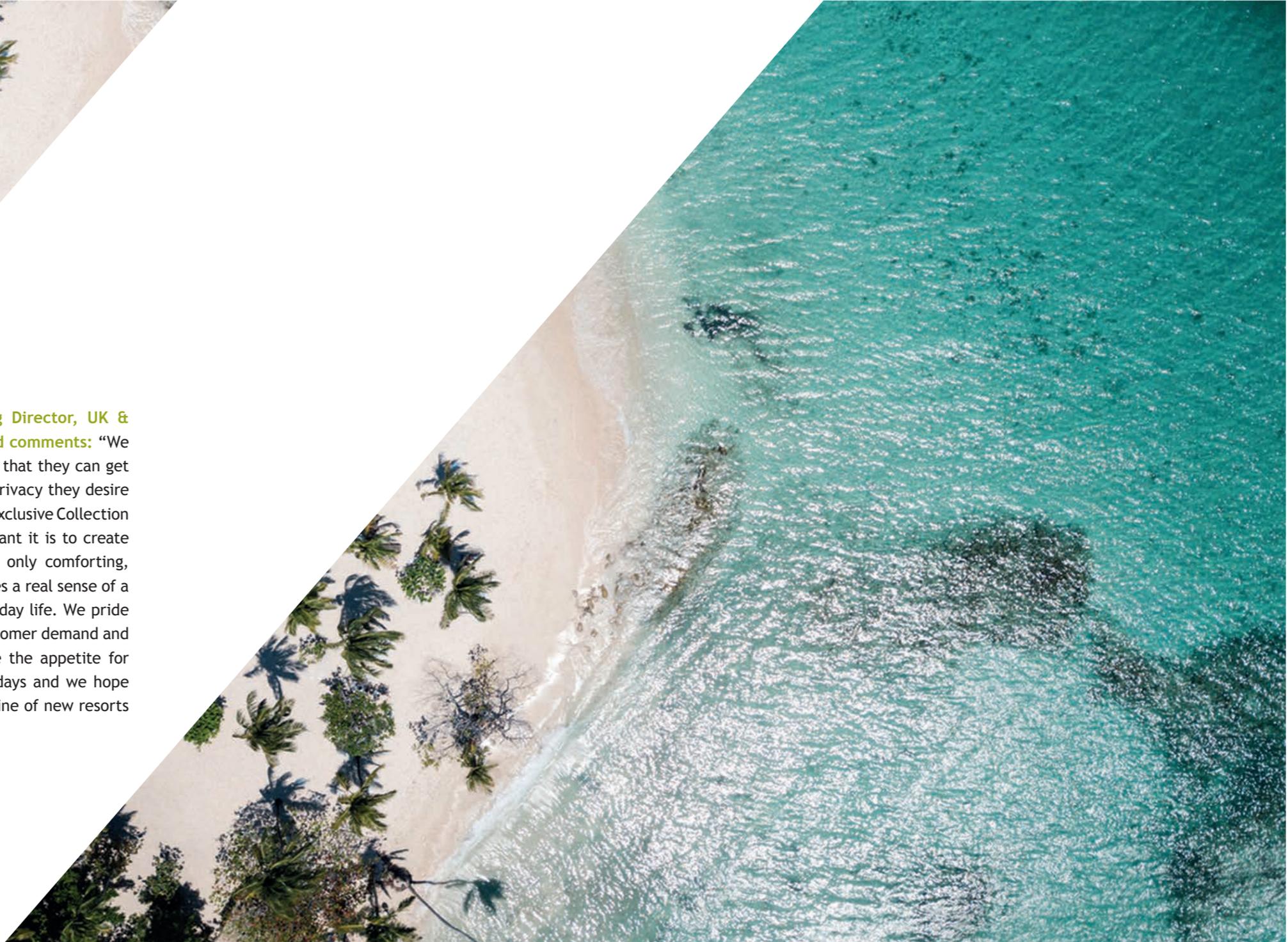
No exception to this luxury, is the new resort in the [Seychelles](#). Not only is this a new destination for Club Med, but in a series of firsts, it is also the first time the brand will be opening a resort on its own private island - set in 220 hectares of luscious greenery. The Seychelles is just one of many new Exclusive Collection resorts, with an extensive and ambitious pipeline of new properties underway including resorts in Alentejo, Portugal and Lido, Venice; and 4T resorts with 5T Exclusive Collection spaces in Borneo, Thailand and South Africa as well as new ski resorts (Changbaishan, Lijiang and Thaiwoo) in China, among others.



Guillaume Gauthier, CEO and Creative Director at GG&Grace comments: “Our focus while designing the Club Med Seychelles resort was to reconcile nature and refinement in a unique, vibrant and fresh explorer chic spirit. We capitalised on the rich natural and historical heritage of the island and planned a design that adapts to the uniqueness of both families and honeymooners. The challenge was to develop a dynamic and playful family aspect, which revolves around adventure and exploration, while developing a couple of aspects, revolving around an eco-luxury experience combined with nature and wellbeing.”

In addition to top level service, over a quarter (26%) of those surveyed cited that staying in a luxurious environment helps them to relax and this is such a key component from the very outset when conceptualising a new resort.

Estelle Giraudeau, Managing Director, UK & Northern Europe at Club Med comments: “We want to ensure our customers that they can get the extra space and level of privacy they desire with our 5-Trident spaces and Exclusive Collection resorts. We know how important it is to create an environment which is not only comforting, but is also opulent and provides a real sense of a treat and escape from day-to-day life. We pride ourselves in responding to customer demand and trends, and we cannot ignore the appetite for luxury when it comes to holidays and we hope that *Zenventure* and our pipeline of new resorts will provide just that.”



CULINARY & INDULGENCE

Trying new and local cuisines is such an integral part of any holiday. In fact, the survey revealed that great food and drink was the number one aspect which defined a perfect holiday, as agreed by two thirds (66%) of those polled. Mealtimes are such an incredibly social aspect of any holiday where the whole party, whether a group of friends, family or loved ones all come together and take enjoyment from this precious time spent with each other.

Almost three quarters (72%) of those surveyed mentioned that they are more adventurous with their food options abroad compared to when at home. Whether this is freshly caught and grilled fish from the Indian Ocean, steamed mussels in France or plantain mash in the Dominican Republic, Club Med offers a huge variety of top quality food across all resorts to allow guests to taste the local cuisine and challenge their taste buds with perhaps new and unusual flavour combinations.

Vincent Wan Pang Cheung, Head Chef at Club Med Seychelles comments: “Here in the Seychelles, and particularly in Sainte Anne Island, we are lucky to have access to plenty of local ingredients. The menus are created to make sure guests are able to indulge in local flavors and my philosophy is to respect the products I work with. Providing excellent cuisine is very important to guests satisfaction and I try to go above and beyond their expectations as what they eat actively participate in making sure they have an excellent holiday.”

Estelle Giraudeau, Managing Director, UK & Northern Europe at Club Med comments: “Club Med is renowned for its vast culinary offering, with high quality, local ingredients served in resorts to offer guests a chance to sample food from all parts of the globe. Whether our guests prefer our extensive buffet-style offering, or opt for fine dining with our gourmet a la carte restaurants, we pride ourselves in ensuring there are many culinary delights our customers can explore and indulge in.

Going hand in hand with a vast selection of food and drinks offering, we also know how vital it is to act and implement a sustainable practice in everything we do. While tourism provides a whole host of benefits for economies, the negative impacts - particularly on the environment - cannot be ignored. With this in mind, we introduced the ‘[Happy to Care](#)’ initiative in 2019, a programme which has seen almost 80% of our resorts receive a Green Globe certification with the aim to reach 100% by the end of 2021. As part of this initiative, we have limited food waste in our restaurants to 101g per meal and per person thanks to 70 years experience in managing generous and judicious buffets, and are dedicated to banning single-use products including straws, cups, plates, cutlery, plastic containers and many more from all resorts.

In addition to changes rolled out across our resorts worldwide, we also strive to give back and support the local communities in which our resorts are located. Now, 75% of all jobs at Club Med resorts are created locally and more than 400 local producers are supported in agro-ecology globally. By adopting an eco-friendly mindset and working harmoniously with guests, suppliers and local communities, we constantly seek ways to protect the planet and safeguard this for future generations.”



66%

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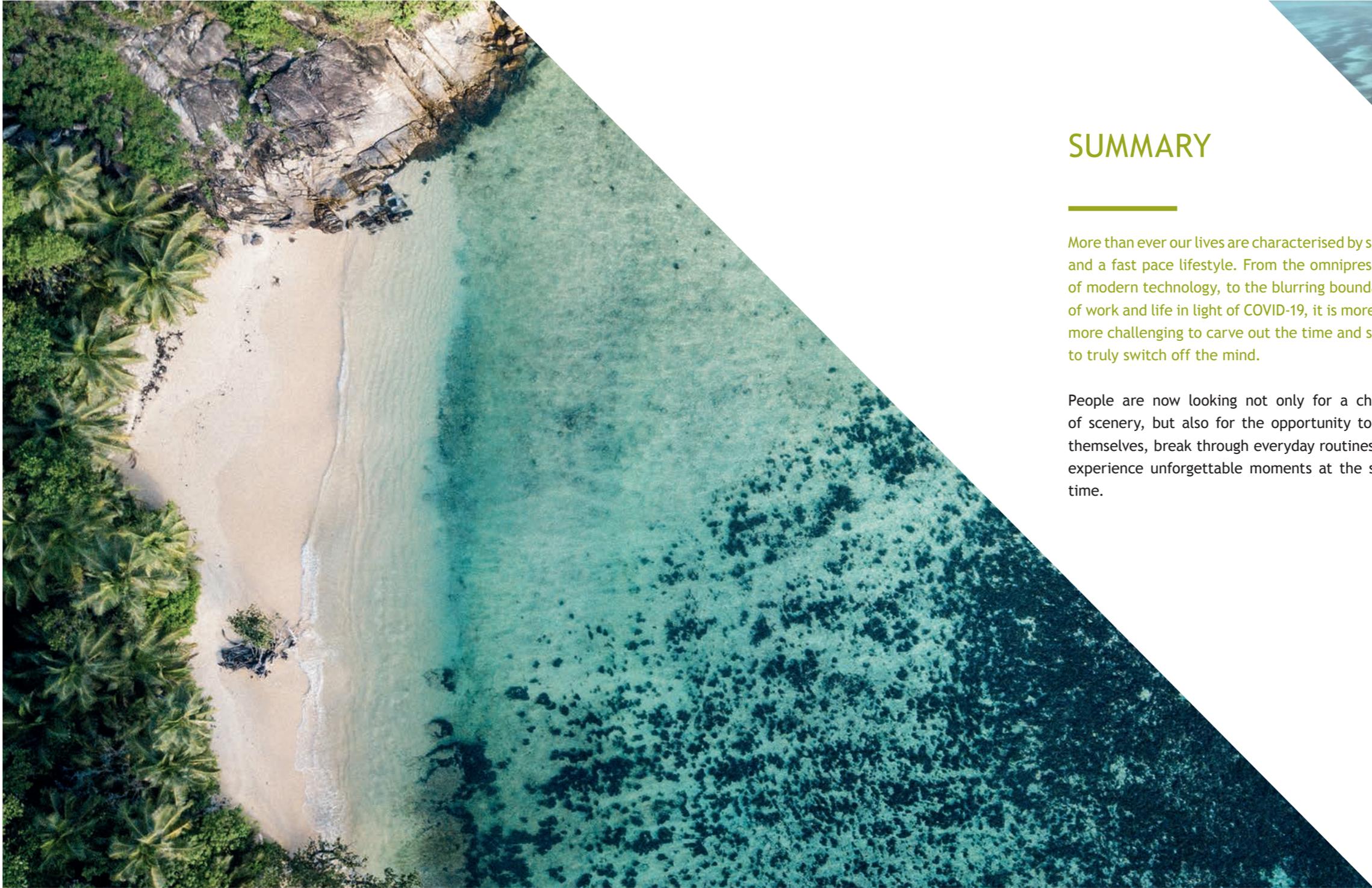
72%

of those surveyed mentioned that they are more adventurous with their food options abroad compared to when at home



80%

of Club Med receive a Green Globe certification with the aim to reach 100% by the end of 2021



SUMMARY

More than ever our lives are characterised by stress and a fast pace lifestyle. From the omnipresence of modern technology, to the blurring boundaries of work and life in light of COVID-19, it is more and more challenging to carve out the time and space to truly switch off the mind.

People are now looking not only for a change of scenery, but also for the opportunity to find themselves, break through everyday routines and experience unforgettable moments at the same time.

Tristan Horx, Futurologist commented: “Due to the change in needs in the modern age, the task of travel has also changed. What used to be concept trips - i.e. experiences defined in advance to be consumed - have increasingly turned into experiential trips. The desire to focus on the here and now, to lose oneself, thus became more important, with experience and memories taking center stage. This is about understanding travel as part of individual self-realisation.”

Estelle Giraudeau, Managing Director, UK & Northern Europe at Club Med comments: “*Zenventure* at its very heart is a mindset. While applying this to a new holiday concept, the two are not mutually exclusive and *Zenventure* stretches far beyond this. The ambition for guests to embrace relaxation, mindfulness and inner balance in all walks of life is something which we hope to highlight and take forward in our resorts and thinking for years to come.”



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