



Club Med Celebrates 75 years of the All-Inclusive Concept

Club Med, the pioneer of the all-inclusive concept, marks 75 years of service

From its first beach village in Majorca in 1950, Club Med now has 68 premium & luxury resorts in 40 countries worldwide

The global travel brand has now completed its journey to upscale and remains a leader in premium, sustainable, and tech-forward tourism



Holidaymakers at Club Med Cefalu (Sicily); Club Med's longest running resort opened in 1957 and is still open to this day, following a number of full-scale renovations. Club Med, All rights reserved

LONDON - 2 JUNE 2025: This year marks the 75th anniversary of the leading luxury all-inclusive holiday company, [Club Med](#), with the brand celebrating this momentous milestone from this month. Founded in 1950 by entrepreneur Gérard Blitz and later supported by Gilbert Trigano, the pair created Club Med and simultaneously invented the all-inclusive holiday model - a revolutionary concept in tourism at the time, but one which is now a mainstay of many holidaymakers around the globe.

Blitz opened the first Club Med village on the Spanish island of Majorca in 1950. At the time Club Med was a non-profit, and guests were housed in simple straw huts, which embodied a carefree, communal lifestyle. In the aftermath of World War II, this innovative approach was designed to foster a sense of togetherness regardless of race or religion, and the name 'village' remains a part of Club



Med resorts to this day as a nod to the brand's humble origins. 75 years later, and with a portfolio of over 70 premium resorts across 40 countries worldwide, Club Med continues to redefine the art of travel with purpose, passion, and a commitment to happiness.

Club Med's all-inclusive cashless holiday experience began with beaded necklaces being traded for goods and services. Inspired by Polynesian flower garlands, colourful beads were colour coded to represent different all-inclusive packages, and guests would need no other form of payment. Today, the beads have evolved into digital bracelets, which offer cashless payments and provide room and ski locker access without the need to carry any extra keys or cards.

Anne Browaeys, CEO of Club Med EMEA and North America says *"Our 75th anniversary is a celebration of Club Med's spirit of innovation and resilience throughout the years. Since inventing the all-inclusive holiday in 1950, we have reinvented ourselves time and again to continue delivering a leading experience for our customers. We recently completed an upmarket transformation and are constantly implementing new digital and sustainable innovations."*

We thank our loyal customers past and present, as well as our valued trade partners, for their support over the last 75 years. Whatever comes next for Club Med as a brand, we will continue to honour our founding purpose of happiness and the spirit of freedom."

Humble beach huts in Majorca were soon followed by Club Med Leysin, the brand's first ski resort in the Swiss Alps, in 1956. Club Med now boasts 23 ski resorts worldwide spanning Europe, North America and Asia, and proudly hosted 25,000 British skiers across its mountain resorts last season. True to their roots as leading sport and activity providers, Club Med ski resorts all offer group ski school lessons as an integral part of their all-inclusive packages. Many of these resorts also feature convenient ski-in, ski-out access, allowing guests to hit the slopes directly from their accommodation. This seamless access eliminates the hassle of transport and maximizes time on the snow, creating a smoother, more immersive alpine experience for skiers of all levels.

In 1965, Club Med created the concept of buffet dining. As the brand has evolved over time, it has introduced a more elevated approach, with resorts now boasting both a la carte and gourmet buffet restaurants, the latter housing live cooking stations to cook specialties such as outdoor barbecues or fresh raclettes to order.

By 1967, Club Med invented the kids club concept, paving the way for now another industry-wide standard. Mini Club was created to offer dedicated children's activities whilst simultaneously giving parents some much needed rest and relaxation. Now known for their leading children's services, Club Med runs five different categories of kid's club providing tailored specialist care and activities to children aged 4 months through to 17 years. Coupled with its vast array of in-resort activities, Club Med has built a leading offering that appeals to all generations. Thanks to this, 70% of the company's UK customers are families.



From the very beginning, Club Med paved the way for holidays with onsite sports and activities included for its guests at all resorts from mountains to sea. Skip forward to 2025 and the brand now offers a host of 60 activities and excursions to suit all interests – from traditional tennis and golf to novel sports such as padel tennis to wingfoil, and even flying trapeze classes in their Circus program. Qualified instructors such as ESF French ski school, Yoga by Heberon and padel by Babolat enable guests to hone their skills, while excursions like sunset cruises and Vespa road trips showcase the best of local culture, scenery and cuisine.

In 2004, Club Med President Henri Giscard D'Estaing initiated a move to upscale the brand to a premium market positioning. Two decades years later, the brand has successfully transformed its 70 plus resorts worldwide to premium all-inclusive accommodations, including 20 Exclusive Collection resorts and spaces – the brand's most luxury category.

As part of the upscaling process, Club Med opened its first European full Exclusive Collection resort in Cefalù, a complete renovation of one of its earliest villages, which first opened in 1957. The premium all-inclusive package took Club Med's classic offering to a new level, adding on additional perks such as all-inclusive room service, personal concierge, and in-room champagne each evening.

Shortly after, in 2019, Club Med opened its first private-island resort. Club Med Seychelles sits on Saint Anne Island and is once again categorised as Exclusive Collection, appealing to Club Med's most luxury clientele. The resort comes complete with accommodation options including suites with private pools and three bedroom villas, plus four bars & restaurants and spa by Cinq Mondes. Outside, a number of water based activities and excursions make the most of the Indian Ocean private island setting.

Soon to follow this was the brand's first ever entirely Exclusive Collection ski resort in Val d'Isere, following Club Med's trusted blueprint of ski-in-ski-out location and included group ski school. As with all Club Med packages, the all-inclusive food & beverage and kids club, coupled with the Easy Arrival system for equipment hire, makes a family ski holiday with Club Med as seamless and stress free as possible.

In 2022, Club Med returned to Spain for the first time since closing its original Majorca village. Club Med Magna Marbella now sits on the outskirts of Marbella Old Town and is now consistently one of the brand's bestselling resorts for UK customers. With facilities including a driving range, flying trapeze and adult zen pool combined with excursions to wonders like the Alhambra, it is a favourite with culture and activities enthusiasts alike.

To mark its 75th anniversary, this June, Club Med unveils a global brand campaign titled *75 Years of L'Esprit Libre*. The creative is a tribute to the pioneering mindset that has shaped the brand's DNA since 1950 and celebrates the essence of freedom and self-expression.



At the heart of the campaign, a holiday film, weaves together unseen archival footage and modern visuals to blur the boundaries between past, present, and future. The narrative celebrates the brand's history and its timeless spirit of freedom and reinvention. Tongue in cheek campaign copy reminds viewers: *'We didn't invent the words digital detox, social network, quality time, travel influencer, or game changer — but we did invent the places where you could truly live them'.*

Looking ahead, 2026 will mark a first for Club Med with the opening of Club Med South Africa Beach & Safari, the brand's first resort in South Africa. As a dual beach and safari experience, Club Med South Africa will be nestled on the North Coast of South Africa, fondly known as the "Dolphin Coast," and will boast panoramic views of pristine beaches and ample opportunity for watersports. Whilst staying with Club Med, guests will have the chance to embark on a safari experience to discover the country's wildlife, at a Big-5 game reserve located a short flight or drive inland from the coastal resort.

Club Med also continues to innovate from the forefront of the industry, as it has done from its very conception. To stay connected with what its guests want, Club Med's data factory processes five million data points a day, which it analyses and converts to a development pipeline. Whether it's expanding services like its AI powered WhatsApp chat or Travel Agent Portal, achieving 85% eco-certified resorts with the Green Globe certification, or designing new family-friendly programs grounded in positive education, Club Med commits to continuing to deliver holidays with purpose.

For more information on Club Med's 75 years of heritage, visit clubmed.co.uk/l/brand-heritage.

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High res imagery downloadable [HERE](#)

About Club Med

Founded in 1950 by Gérard Blitz, joined by Gilbert Trigano, Club Med is the inventor of the concept of an all-inclusive vacation club and the supervision of children, with the creation of the Mini Club in 1967. Present in 40 countries across the world, and with 68 Premium and Exclusive Collection Resorts, Club Med offers a freespirted holiday experience in exceptional destinations and sites. Thanks to the successful implementation of its repositioning strategy and with the support of its shareholder Fosun Tourism Group, Club Med is today the global leader in high-end, experiential all-inclusive holidays for active families and couples. Club Med employs nearly 25,000 Gentils Organizers (G.Os®) and Gentils Employés (G.Es®), representing 110 nationalities

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