

Club Med



Press release
Club Med Exclusive Collection Cefalù

September 2025

The rebirth of a myth *and the charm of la dolce vita*

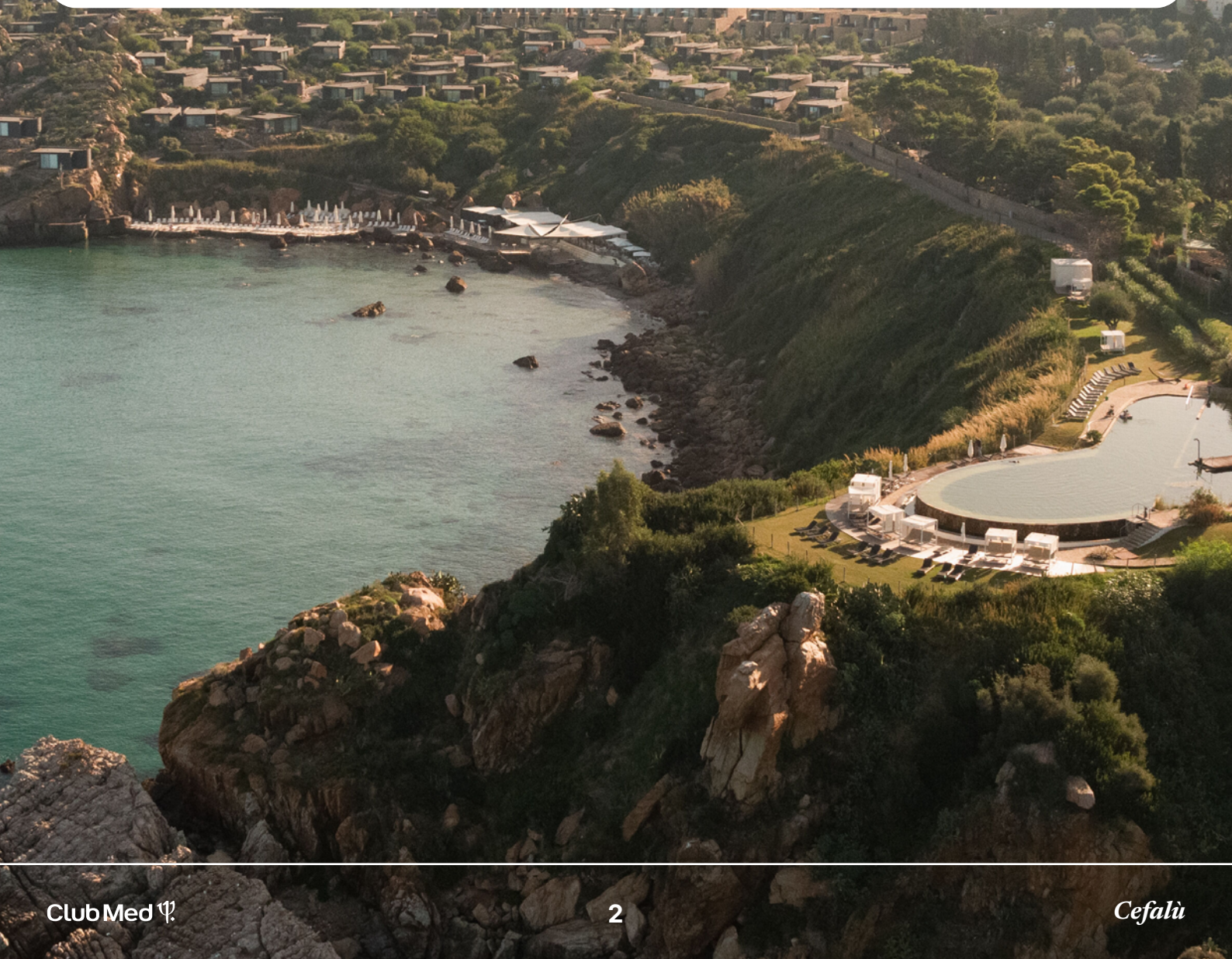
« The purpose of life is to be happy. The place to be happy is here. The time to be happy is now! »

This was the philosophy of Club Med's founder, Gérard Blitz, who loved Italy and its dolce vita so much that he set up some of the first Club Med villages there, including one in Cefalù way back in 1957. Completely overhauled and reopened in 2018, Club Med's first Exclusive Collection Resort on the Mediterranean coast is distinguished by its architecture, elegant and finely wrought down to the last detail, while preserving its historical heritage.

This 16-hectare Resort is built on a rocky headland overlooking the Tyrrhenian Sea. Nature, culture and the Mediterranean lifestyle fuse in this exceptional haven of serenity, located just 15 minutes' walk from the storied Sicilian fishing village of Cefalù.

Here, thanks to Club Med's all-inclusive package, pleasure-seekers with a taste for the finer things in life can explore the area's Sicilian heritage as well as the Resort's signature gastronomy, which sets store by local and Italian flavours. What with its unbeatable combination of culinary experiences, water and land-based sports and recreation, and total relaxation at the Sothys spa overlooking the Mediterranean, every moment spent at the Resort is about physical and mental well-being.

Club Med's Exclusive Collection Cefalù Resort cultivates a refined, cozy atmosphere – in which children aged 8 and up are welcome too. Its unique design blends the elegance of a Sicilian palazzo with stylish contemporary architecture, creating a timeless harmony of stone, vegetation and modernity. Fully revamped in 2018, the Resort redefines luxury in the carefree Club Med spirit, in which personal freedom and sharing memorable experiences come first.



Destination

Cefalù

A unique site

Set between the sea and the mountains of Sicily's northern coast, Club Med Exclusive Collection Cefalù is named after the fishing village that lies opposite the Resort. The storied little town of Cefalù is a hidden treasure in the mountainous Madonie region, nestled at the foot of a 268-metre rocky promontory known simply as *La Rocca*, i.e. "The Rock". Stroll through its maze of cobbled lanes, dotted with little arts & crafts shops and picturesque cafés as well as abiding monuments to the Greek, Roman, Byzantine and Arab cultures that have left indelible marks on this crossroads of civilizations. Pause to admire the view from the shore or from its majestic Norman cathedral, a UNESCO World Heritage Site.

Club Med chose to build its Resort opposite this Sicilian jewel over sixty years ago. It's the perfect spot for an enchanted Mediterranean interlude, a one-of-a-kind invitation to savour the gentle Sicilian way of life in an extraordinary setting.

A refined rendering of luxury

Club Med, which pioneered the art of all-inclusive holidays, is yet again redefining the concept of "travelling for pleasure". Far from the classic norms of luxury, it banks on a discreet brand of elegance in which Nature, generosity and the free pursuit of pleasure trump superfluous considerations. Cefalù is a flagship Resort among Club Med's Exclusive Collection. Its refined approach puts a premium on shared, precious moments and experiences, and on an authentic lifestyle amid a well-preserved environment – and it promises an unforgettable stay.



Club Med's Exclusive Collection Resorts are designed to meet the expectations of modern-day travellers, combining comfort, privacy, personalised services, surprises and unforgettable experiences. It's all about attention to detail, those little touches that make visitors feel fully free to let go and let themselves in for a truly carefree holiday.

Present-day luxury is taking on a very different form. It's becoming more subjective, moving away from traditional standards and closer to what vacationers are really looking for: moments of blissful hedonism, shared pleasures, and free choice in the pursuit of those pleasures. These are the distinguishing values of an Exclusive Collection Resort.

One key component of this unique approach to hospitality is its concierge service, provided by a dedicated team that personalises each guest's stay from arrival to departure. The concierge service anticipates even their pre-arrival needs by calling guests to help them prepare for their upcoming trip and providing private transfer service to and from the train station or airport for guests in the Suites. The Rooms at the Resort come with a Sothys Welcome Pack and a mini-bar stocked with non-alcoholic beverages, while the Suites come with room service, including a continental breakfast to start your day.

A Sicilian haven of peace and tranquility

Built on a rocky cape culminating at a height of 244 meters, Club Med Cefalù enjoys a stunning location with panoramic views of the Mediterranean and the Rocca. The Resort has a total of 321 Superior and Deluxe rooms and suites, including 128 ultra-contemporary Villettas, which are interspersed between the rocks and vegetation, and blend right into the landscape. The Resort's serene setting makes it a haven of peace, a perfect spot for a laid-back getaway. With its restaurants, relaxation areas and wellness facilities, every nook at the Resort invites guests to unwind and take it easy. Guests can wend their way down the lanes leading from the promontory to the water via a pontoon that skirts the rock, providing direct access to the sea. The beauty of the landscape can be savored tranquilly – and comfortably – in this unique natural setting.



A designer Resort

Club Med Exclusive Collection Cefalù, a mix of modernity and reverence for local traditions, was planned by Italian architects King Roselli, and its interior decoration by Sophie Jacqmin. The Resort's architecture is designed to harmonise with its environment, combining authenticity with respect for its natural surroundings: hence the predominance of stone and wood in the Resort's low-rise buildings.



Respect for cultural and religious heritage

Although now situated on the private premises of a Club Med Resort, the church of Santa Lucia is still used for religious celebrations, including the Feast of Saint Lucy on December 13, when several masses are celebrated by the bishop of Cefalù, all of which are open to the general public. It's also a dream setting for a church wedding!



Fusing design and history

Recently renovated to the highest standards, the Resort combines comfort and contemporary design, while highlighting and reinterpreting tradition and the past through the prism of new uses. Its new configuration elegantly integrates the little church of Santa Lucia and the Palazzo into the Resort, two Baroque edifices listed as cultural heritage sites that are particularly cherished by Club Med. Renovations carried out in 2018 have preserved their historic charm. The Palazzo now houses the Gourmet Lounge, a restaurant

that offers an Italian gastronomic experience in a historic and evocative setting. And Santa Lucia, now incorporated into Club Med Cefalù, is a place steeped in history and tradition.

« The constraints imposed by Nature, the respect for the site demanded by the local authorities, and our own architectural concept all fit together. Making the most of the rocks, using wood, preserving as much of the vegetation as possible, and building low-rises – that was, at any rate, the idiom we wanted to employ. »

Jeremy King and Katia Scarioni –
of King Roselli Architetti



Accommodation for one and all

The 128 elegantly wood-clad Deluxe Villettas at the Resort blend seamlessly into the surrounding landscape. These small 40 m² villas are nestled into the Mediterranean landscape of rocks and brush. Each Villetta has natural wood façades, a bedroom with a freestanding “island” bathtub, a small living room and a private deck surrounded by vegetation.

The Resort's 110 Superior and 9 Deluxe rooms and its 11 Suites are located in the Borgo section, in a succession of small two-story buildings separated by dry-stack stone walls. They epitomize the style of the Resort, a felicitous blend of comfort and design.

« Club Med Exclusive Collection Cefalù is a setting that really glorifies Nature. »

Sophie Jacqmin, Interior designer

A well-kept secret

One of the Suites at the Resort is “hidden”: *Baia* is a separate villa on the edge of the rocky promontory. It has its own little sea-facing garden with an unobstructed view of the shore. Designed to accommodate a party of two, it's a charming little haven of peace with charming stone walls.



The ground-floor rooms open out onto a lush garden, and each of the upper-floor rooms has its own balcony. They can be combined to accommodate families of four. The Suites are located on the top floor with panoramic views of the sea. The rooms, by interior designer Sophie Jacqmin, are spacious (ranging from 34 to 66 m²) and decorated with a soft, baroque-style touch, using noble materials such as mother-of-pearl and light wood, who's white and silver hues set off the brightly colored cushions and carpets.



Epicurean delights... *Sicilian-style*

From local specialties to international dishes, dining with a view of the sea or at an 18th-century palace, Club Med Exclusive Collection Cefalù offers all-inclusive gourmet cuisine all day long.



La Rocca

The ideal spot to relish the best of Italian and international cuisine is on the terrace (open in the summertime), on the cozy patio around a small ornamental pool, with breathtaking views of the bay. La Rocca serves breakfast, lunch and dinner, and includes gluten-free, vegetarian and vegan dishes on the menu. On some evenings, a barbecue is set up on the terrace for delicious grilled fish, meat and vegetables. And for dessert lovers, the pistachio paste on plain pizza crust fresh from the oven is a must.

Il Palazzo

Housed in an 18th-century former palace, the Palazzo restaurant blends baroque charm with a refined atmosphere. Spread over two levels, it celebrates Sicilian cuisine through a selection of local flavors. The restaurant has several dining areas, including a rooftop terrace with breathtaking views of the sea and an elegant indoor dining room. From late breakfast to dinner*, in a cozy, lounge-style atmosphere, Il Palazzo serves various local specialties, including the must-try *arancini filanti* (deep-fried rice balls), *caponata* (chopped fried aubergine and other vegetables) and, of course, freshly caught fish. There's even an in-house delicatessen for guests to prolong their culinary experience by picking up a few souvenirs of local flavors.

**Dinner reservations required*



Riva Beach Restaurant

Facing the horizon where the sea meets the sky, Riva Beach Restaurant is a perfect place for an epicurean break with your feet almost in the water. For lunch or a late snack after basking in the afternoon sunshine, enjoy the flavors of the Mediterranean in the form of barbecued fish and other fresh local produce. And for a very special repast*, dine on lobster or prime rib of beef under the stars. All in an elegant, laid-back ambiance, lulled by the soft lapping of the waves against the shore.

**à la carte*

A hidden bar

The Palazzo wine bar serves a selection of Italian, French and international vintages* in a lounge-style atmosphere featuring live music acts in the evening. A wide range of soft drinks, mixed drinks and hot drinks are also available at the bar, as well as a choice assortment of cigars* and Italian sweet treats.

**à la carte*



Azzurro

With its wide terrace around the main pool, the *Azzurro Bar* is the beating heart of the Resort. Open till midnight, it's the place to be for a casual or celebratory drink at any time of the day or evening, a paragon of Italy's renowned hospitality. And at dusk it's the ideal spot to watch the sun set, to the rhythm of the music, over a glass of champagne*.

**Champagne is included for Exclusive Collection guests from 6 pm*

Il Covo Bar

Take a few steps down towards the water to reach this cozier bar nestled among the rocks along the shore. At any hour of the day, you can order refreshments at the bar just a few steps away and then settle comfortably into a seat on the terrace or on a deckchair facing the sea. Guests turn out for special events a few evenings a week, to watch the setting sun gild the sea in flaming hues of orange reflected by the waves onto the surrounding rocks.



Sports for one and all

at your own pace

Club Med Exclusive Collection Cefalù benefits from a privileged location along the Tyrrhenian shore, which makes it an ideal spot for water and land-based sports – whether you want to try out a new discipline, hone your skills or perfect your game. The Resort offers a total of 29 sports as part of its all-inclusive package, as well as 21 recreational activities à la carte for a more bespoke vacation experience. So, take advantage of this exceptional site and its wide-ranging facilities to recharge your batteries, surpass yourself and make the most of your seaside holiday.

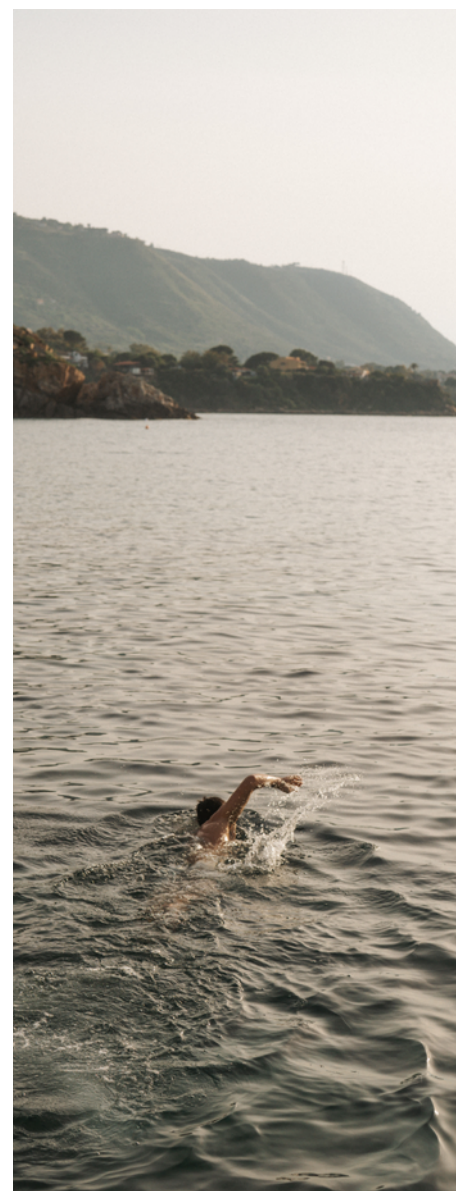
Take to the sea...

Head over to the Base Nautique*, where the rocks plunge into the crystal-clear Cefalù bay, for a wide range of water sports. Sailboats are available for beginners and seasoned sailors as well: skippers aged 16 and up can sail solo, and children 8 years and up can come aboard if accompanied by an adult. Adventurers eager to explore the surrounding waters can kayak or snorkel around the bay, or try out the new sport of pedal-powered stand-up paddleboarding.

**Open May–September*

...or chill out by the pool

After a dip in the salty sea, what could be more relaxing than lounging or lazing by the pool? Actually, the Resort has two of them: the main pool, in the middle of the Resort, and a more out-of-the-way natural Zen pool reserved for adults. They're both perfect for chilling out and savoring a moment of peace and quiet. And for a workout in (or on) the water, there's an aqua-fitness program featuring aquadynamic classes as well as FloatFit HIIT (High-Intensity Interval Training) on a floating gym mat.



Hiking the Madonie mountains

What better way to reconnect with family and friends and to decompress than walking through unspoiled Nature? Take a hike along the 40,000-hectare Madonie plateau, a UNESCO World Heritage Site, and discover the natural treasures of the Sicilian hinterland, from the north coast of the island to Pizzo Carbonara, the highest peak in the Madonie mountains. Madonie Natural Park is one of Italy's ten UNESCO-protected Global Geoparks. Its extraordinary biodiversity ranges from 1,800 species of flora, with a profusion of flowers and trees, to many species of wildlife, including golden eagles. Resort guests can hike the trails here on their own with the aid of the My Club Med Guide app.

The Resort has also forged a partnership with the Petraviva Madonie Cooperative, whose local Sicilian guides know the Madonie region inside and out. They offer variously themed "Discovery" hikes* (Nature, Sports, Culture, Wellness, etc.) of various difficulty levels for Resort guests aged 12 and up.

**Offered only on certain dates – and not during heatwaves.*



Learn a sport at the world's biggest sports school!

Club Med offers a wide range of sports for novices and experienced practitioners alike, supervised by certified G.O.®s.

That includes group tennis lessons for all levels, for adults as well as kids aged 11 and up, on the Resort's four courts. With state-of-the-art equipment (e.g. Babolat rackets) at your disposal and instruction provided by qualified, certified G.O.®s, Club Med lessons are guaranteed to make for an optimal learning experience. All Resort guests aged 8 and up can use the tennis courts.

The spacious and fully equipped gym at Club Med Exclusive Collection Cefalù offers a variety of fitness disciplines, including cardio fitness workouts, functional strength training, stretching and Pilates, to try out for the first time or to practice alone, in a class or with a private coach (available on request).

Last but by no means least, the Resort offers a wide range of team sports and shared recreational activities, including soccer, pétanque (boules) and table tennis. Guests can also try their hand at archery and horseback riding* for unforgettable moments in a unique setting.

**à la carte*



Time to relax

Sothys savoir-faire

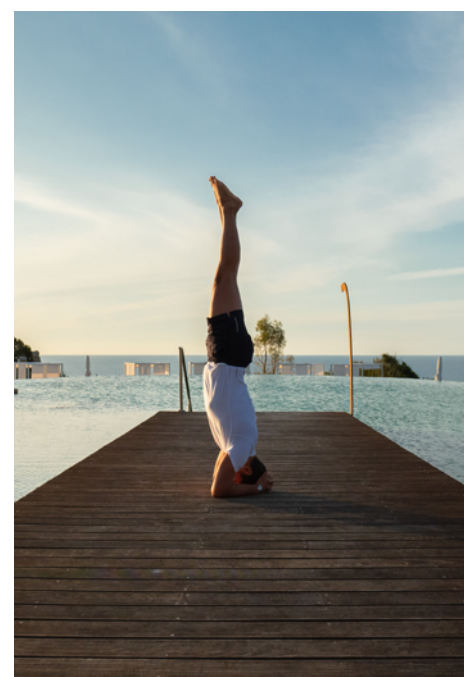
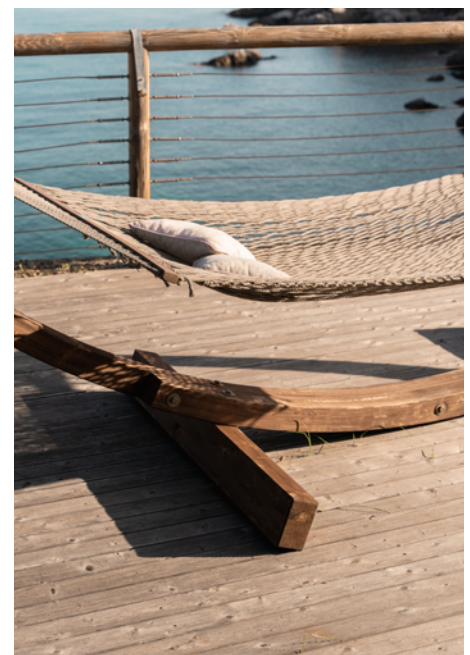
Club Med has partnered with Sothys to run the Spa at Club Med Exclusive Collection Cefalù: 700 m² devoted to wellness in a natural setting that's perfect for a rejuvenating break, replete with tropical showers, sauna and hammam. The spa's panoramic view of the Sicilian bay and its outdoor relaxation areas give this place an air of paradise. Sothys offers various facial and body treatment protocols to help you reconnect with nature and with yourself, to restore the inner harmony between your body and mind. All the cabins are suited for manicures and pedicures as well.



Yoga School by Heberson

The Yoga School wellness program, designed by Heberson Oliveira, one of France's most renowned yogis, offers total immersion in the art of Vibhava Yoga – a method Heberson has been developing for over twenty years. "Vibhava" means "development" in Sanskrit, reflecting an approach that is progressive – and accessible to one and all. Instructors specially trained by Heberson Oliveira offer yoga sessions in sync with the sun's daily path across the sky and at various special sites around the Resort: beside the Zen pool, under the Palazzo pergolas, on the pontoons along the shore, and even on paddleboards. Approximately five sessions are held daily for guests aged 16 and up. This unique experience is all about fluidity, self-mastery and serenity: an inner voyage to harmonize body and mind in an ideal setting for relaxation and revitalization.

Ode au bien-être avec
10 multi-purpose individual treatment **cabins**
2 multi-purpose **duo cabins**
1 relaxation area with sea view
2 hammams: one at the spa* and another near the gym that's open to all Resort guests)
1 sauna
**included in reservations for treatment at the spa*



Discovering *the sunny island*

With three hundred days of sunshine a year, its mild climate and unspoiled Nature, Sicily is an ideal destination all year round, where history, culture and tradition come together. Whether you're looking for adventure or eager to find out about the area's natural and cultural riches, there are plenty of different ways to discover the largest island in the Mediterranean. And this Resort is a perfect base from which to explore the environs, including the islands of Filicudi and Alicudi – and even to climb Mount Etna!



Discover Palermo, Tindari and Corleone in a Fiat 500

Palermo, named "Italian Capital of Culture" in 2018, surprises visitors with its abundance of open-air artworks and the fragrances of its culinary specialties wafting through the Sicilian capital. Corleone is a small town in the inland countryside south of Palermo known for its excellent wines. And the storied town of Tindari, famed for its Sanctuary of the Black Madonna, is built directly on the shore.

Etna

Rising up 3,369 m high behind the city of Catania, Mount Etna can be reached by four-wheel drive from the Resort. Near the summit, you can get a close-up view of Europe's biggest active volcano – a thrilling, one-of-a-kind experience of the power of nature.

Targa Florio route

Castelbuono, a small medieval town in the Palermo province, is a real treasure not to be missed! The route of the Targa Florio (a legendary automobile race), which runs through breathtaking scenery, will take you there. Discover its chapel and the 14th-century castle that dominates the town's skyline as well as its cobbled lanes and gastronomic specialties.

Yacht outings

The Resort offers several exclusive outings on a yacht. Time seems to stand still as you sail the placid waters, savour the local produce and take a dip in the crystal-clear waters of the Mediterranean. One excursion takes place at Alicudi, one of the pearls of the Aeolian Islands, a perfect spot for fishing, snorkeling and swimming.

**All these outings are à la carte.*



Discovery tours by Club Med

Discover remarkable species of flora and fauna, enjoy authentic shared moments and unforgettable encounters, explore “insider” itineraries and treasures of history and cultural heritage: Club Med offers off-the-beaten-track tours led by local French-speaking guides to unlock the secrets of each travel destination. Before or after your stay at Club Med Exclusive Collection Cefalù, take a Discovery Tour: it's bound to make for marvelous memories.

Vestiges and flavors of Sicily past and present*

You can explore Sicily differently, in a small group, with Club Med: Climb up to Mount Etna's Silvestri Craters at 2,000 meters above sea level, discover the Doric Temple of Segesta, and enjoy a cooking workshops and fortified wine tastings at a family-run winery in Marsala. Between sea and volcano, archeological sites and medieval churches – with stops in Syracuse, Taormina, Erice and Palermo, this “unconventional” tour wends its way through starkly contrasting landscapes and three millennia of Mediterranean culture.

Southern Sicily getaway*

This route through southern Sicily explores Baroque cities and ancient Greek archaeological sites, including Ragusa, with a family dinner in the ballroom of the Arezzo Palace; Syracuse, famous for its ancient Jewish ritual baths; and Agrigento, home to a Roman villa from the third century BC. These are the stops along the way to the heart of Mediterranean culture and history.

**All these outings are à la carte.*

Club Med's *commitments*



A well-preserved site

When Club Med was founded back in 1950, its guiding principle was to offer a getaway for vacationers to spend time living in harmony with beautiful natural surroundings, recharging their batteries in a pristine environment. Ever since, Club Med has specialised in dream holidays set in dream locations – and respecting the fragility of these special sites. Club Med Exclusive Collection Cefalù makes every effort to preserve and enhance its natural surroundings. Located near Madonie National Park, the Resort is specially designed to blend seamlessly into its environs so as not to mar the existing landscape.

The accommodations at the Resort are built of natural, untreated materials, painstakingly selected for their durability and low maintenance requirements. The architecture is designed to harmonize aesthetically with the surrounding landscape and to stand the test of time. What's more, the Villetta rooftops are covered with a substrate that promotes the natural growth of plant life. Club Med Cefalù incorporates some historic 18th-century buildings that are listed as architectural monuments and have been restored to their former glory, including the Church of Santa Lucia and the Palazzo, which is home to the Resort's specialty restaurant. Some ruins on the Resort grounds have also been preserved.



A Zen pool is located at the westernmost tip of the Resort. This natural outdoor pool is cleaned naturally, without the use of chlorine, by means of biofiltration, i.e. purification by aquatic plants.

Bye-Bye Plastic

As part of Club Med's commitment since 2018 to reduce its environmental impact, all its Resorts are gradually banning single-use plastic at their bars, restaurants and accommodations. Club Med Exclusive Collection Cefalù is no exception to this "Bye-Bye Plastic" program, providing glass water bottles in all the rooms, which are continually collected, cleaned and then refilled.



Local sourcing

The key to culinary excellence at Club Med Cefalù is its rigorous selection of produce mainly from Sicilian and Italian terroirs. 70 per cent of the food at the Resort is locally sourced, which guarantees freshness and authenticity – as well as supporting farmers within the region and celebrating the flavors of Sicily. Local sourcing is one component of Club Med's concerted efforts to shrink its carbon footprint by reducing transportation emissions and making the most of local resources. This environmentally sound purchasing policy reflects Club Med's commitment to a more responsible and sustainable form of tourism.

Positive environmental impact

In 2024, Club Med Exclusive Collection Cefalù donated €2,000 to the Petraviva Madonie cooperative, a local nursery that seeks to protect Sicily's biodiversity as well as its agricultural interests and heritage. This financial support will help fund the construction of a water-efficient micro-irrigation system and the planting of 200 fruit trees – of 60 different varieties – in order to preserve Sicily's rich varietal heritage of indigenous fruit trees of scientific, historical or cultural value.

Animal welfare

In line with its core values, Club Med has been working with experts for several years to help local service providers adopt and apply best practices in animal welfare. Club Med's Animal Welfare program, which forms part of its multi-pronged *Happy To Care* commitment, was reinforced in 2023 by drafting guidelines for tour-operating subcontractors and organising audits by Global Spirit, a company that specialises in auditing animal welfare standards in the tourism industry.

Green Globe certified

The Exclusive Collection Cefalù Resort has been awarded Green Globe certification every year since 2018. This ecolabel attests to its waste management efforts, efficient use of water and energy, local sourcing, measures to reduce pollution and protect biodiversity, and commitment to continuous improvement.



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 vacation 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 vacations for active families and couples. Club Med employs nearly 25,000 Gentils Organizers (G.O.s®) and Gentils Employés (G.E.s®), representing 110 nationalities.

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