

Club Med

Press kit

— September 2023



Forget everything you know about Club Med, or almost everything. If you know nothing about it, forget yourself within these pages for a minute. Carry only your desires to travel, your dreams of beaches or serene mountains, of luxury without the bling, and above all, keep a free spirit. We are convinced that this is the best way to rediscover lost paradises, the time we no longer had, and the simple pleasure of suspended moments.

That's Club Med



Club Med At a glance

Known for its worldwide all-inclusive beach and mountain Resorts, offering a truly unique perspective since 1950.

With rich a history spanning over **70 years**, Club Med's 70 Resorts are located in **the most sought-after destinations spanning across 5 continents**, with new openings and renovations planned every year to open the door to even more hidden gems to worldwide travelers. Club Med celebrates the beauty of the world - and the curiosity of those who inhabit it.

As a **pioneering company**, Club Med is the originator of **all-inclusive vacations**, through the creation of the Mini Club, international buffets, and has now transcended its **French origins** to become **a global brand with an international clientele**. Embracing new ideas with enthusiasm, elegance and a free spirit. Who said you can't innovate at 70?

The vision of **Henri Giscard d'Estaing**
President of Club Med

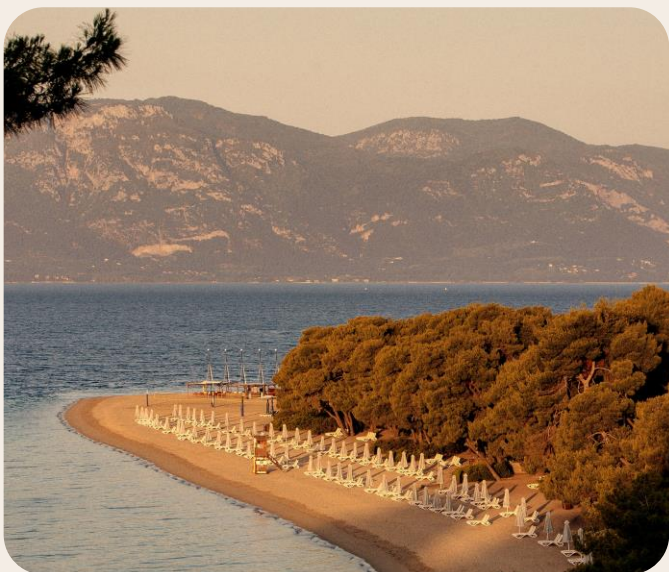
“

«Developing a dedicated time and space where it becomes possible to fully enjoy the feeling of freedom requires a lot of work, and it has been precisely the heart of our expertise for 70 years.»



Our story: A dive into the Mediterranean Fifties

The Club Med was born from the visionary idea of our founder **Gérard Blitz**, a utopian water-polo player, whose personal ethos was to be happy, and whose vision became a reality on June 4, 1950, in the form of a village made of canvas tents set amid the soft sands and warm ocean breezes of Majorca, Spain. It became a natural haven where everyone addressed each other informally to create a sense of community, and where everything was included within the village, allowing everyone to leave behind the memories of war, social classes, financial barriers and focus on what really matters: finding happiness.



In that first summer, **2,400 people** gathered under the canvas roofs, dining together at long communal tables set with dishes acquired from surplus stock of the American army. Among them were **sports-loving friends**, eager for water skiing, diving, petanque game, and picnics to savor freshly-grilled fish with a view.

“

*“The purpose in life is to be happy,
the moment to be happy is now, and
the place to be happy is here.”*

———— **Gérard Blitz**
Founder of Club Med

In 1950, the journalist and Olympic athlete Marcel Hansen recounts his stay at Club Med in L'Equipe, a renowned French sports newspaper:

“To depart, forsaking all else. To no longer peruse the pages of a newspaper, nor listen to the radio. To bid farewell to cumbersome conventions. To abandon everything and become someone else, for a span of two weeks. Far from the madding crowd, and close to those who too have felt the irresistible yearning for a gentle exile, a profound breath of fresh air.”

These pioneers would become the future **Gracious Organizers**, the iconic animators of Club Med affectionately known as G.Os, that make up the warm and unifying spirit that defines the Club's DNA and has been branded as the “Club Med Spirit”.

The first G.Os knew they had to recreate this unique holiday get-together, so the following year, the bikini-clad gatherings moved to Golfo di Baratti, on the North-East coast of Italy. In 1953, **Gilbert Trigano**, the supplier of the first village tents, officially joined the, now, yearly adventure.

The enthusiasm for these early all-inclusive beginnings went beyond Europe's borders, and then **transcended the experience from sea to mountain**, leading to the creation of the **first winter Club** which opened in 1957, atop the Swiss Alps in Leysin.

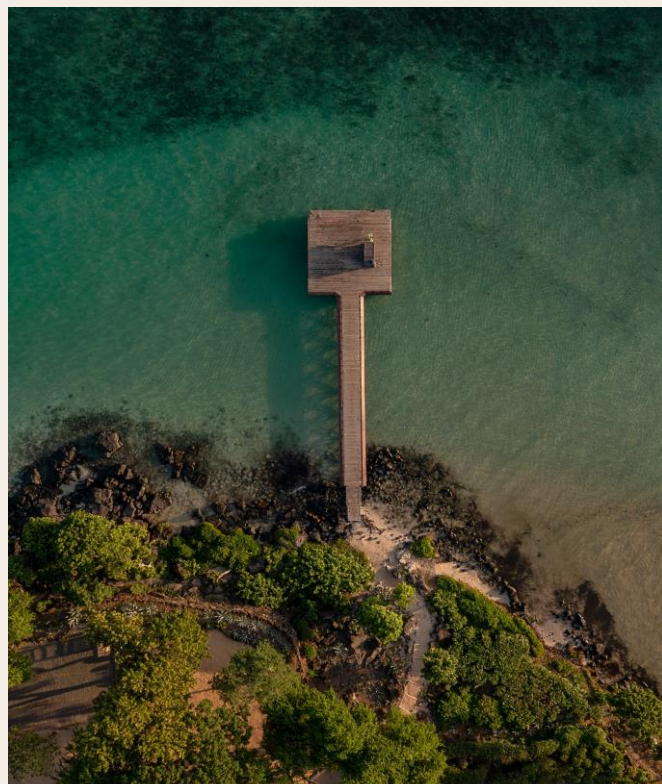
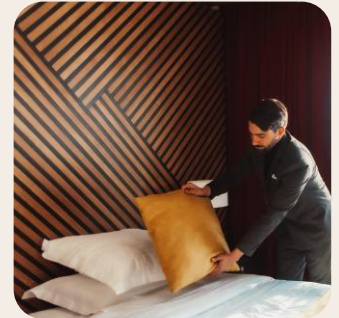


A decade later, the Club Med family continued its pioneering spirit and welcomed an emblematic birth: **the Mini Club**. Far from its humble beginning, today the Mini Club has become an iconic element of Club Med's family programming and has evolved to now champion positive education and foster growth and empowerment.

In 2004, with a desire to elevate the dreams of travelers even further, **Club Med underwent an inspiring transformation through an upscale evolution** befitting the dazzling locations where it stood. This evolution combines the essence of nature, generosity, and **epicurean freedom** from its inception across the world's most magnificent destinations.

The brands evolution continued throughout the 2000s which saw the introduction of a new luxury, **Club Med Exclusive Collection**, marked by the opening of La Plantation d'Albion in 2007, an exceptional resort nestled in one of the last untamed coves of Mauritius. The Exclusive Collection range is designed **to create a sense of luxury and exclusivity within the finest Resorts, combining the warmth and a carefree attitude that continues to celebrate the Club Med spirit.**

With nearly 70 premium Resorts opened or entirely redesigned, the horizon unfolds with unapologetic elegance and a vision that embodies the pioneering spirit that turned **one man's idea of happiness into a reality.**



Key Dates

1950	Creation of the very first Club Med in Alcudia, Majorca, Spain
1957	Opening of the first mountain Resort in Leysin, Switzerland
1965	Introduction of the buffet concept
1967	Invention of children's professional supervision during vacations with the Mini Club Med
1970	Club Med becomes the largest multi-sports club in the world
1992	The legendary French sailing yacht Club Med 2 embarks on its maiden cruise
2004	Club Med elevates its brand to a premium all-inclusive positioning
2007	Opening of the first Exclusive Collection Resort, La Plantation d'Albion
2010	Fosun acquires a stake in Club Med, which opens its first Resort in China.
2015	Fosun becomes the majority shareholder of Club Med
2018	Launch of the Club Med Joyview concept in China

Development of the Chinese Market with Fosun International:

With the aim of expanding Club Med's presence in the Asian market, particularly in China, its president, Henri Giscard d'Estaing, sought a financial partner with a strong foothold in China. In 2015, he accepted the acquisition offer from the conglomerate Fosun, which aligned with his vision of upscale development. The Club was valued at 940 million euros as part of the agreement.

Our vision: **nowhere else, all around the world**

Club Med embodies a foundational vision of **carefreeness and freedom**. A vision that emerged as a vital response after World War II and has since evolved into a **unique solution to our modern needs: reconnection, well-being, nature, and disconnection**.

Creating innovative spaces to reconnect with what truly matters

Club Med is known for creating moments of happiness and simplicity through its all-inclusive formula. It offers family-oriented experiences designed for all ages and emphasizes sustainability efforts. At Club Med, people can meet others and celebrate without judgment, all while embracing the joys of the present moment and themselves. It's a journey toward well-being and discovering novel ways to nurture it. Whether taking part in a new sport or activity in a judgement-free atmosphere or taking the time to unwind and rejuvenate in the spa & wellness spaces, Club Med replaces everyday stress with serene memories that matter the most.

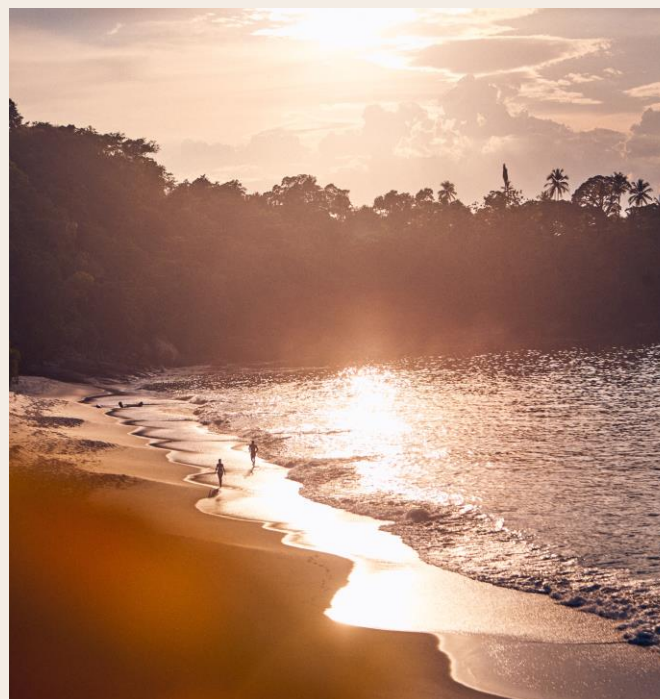


A carefree prelude to the vacation ahead

During the era of Club Convoys in the 1980s, when Great Members – the affectionate nickname for Club Med's guests – were accompanied by train to their destination, the bar cars were joyfully transformed into dance floors.

Pioneering the most beautiful destinations

Having established the very first Resort in Punta Cana in the 1980s, situated on one of the most stunning beaches on the island, Club Med played a key role in the construction of the Punta Cana International Airport, contributing to the development of international tourism in the country.



Keys values at the core

Kindness, the joy of pleasing others with genuine service and support.

Freedom, the ability to freely explore vast hectares of nature in awe-inspiring landscapes, to venture into uncharted territories, to let go of time constraints, and to feel perfectly at ease with oneself.

Multiculturalism, building longstanding connections with host communities worldwide: local producers, the international staff of G.Os & G.Es, designers, and beyond.

A pioneering spirit that enabled Club Med to reinvent travel, continuously exploring new and uncharted horizons.

Responsibility, to protect the places and people that make all of this possible, consistently exceeding official requirements for many years.

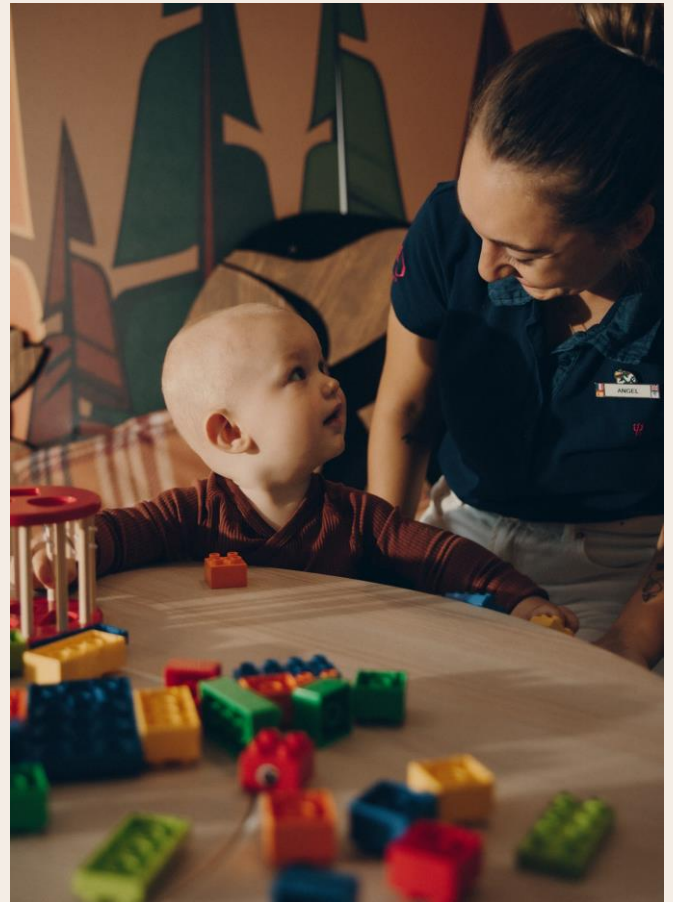
By capitalizing on its strengths while fearlessly embracing innovation



What sets Club Med apart is its **exceptional locations situated in the most world-renowned destination or pioneering an all-new site for guests to explore** – all while ensuring the utmost respect for the local environment and communities.

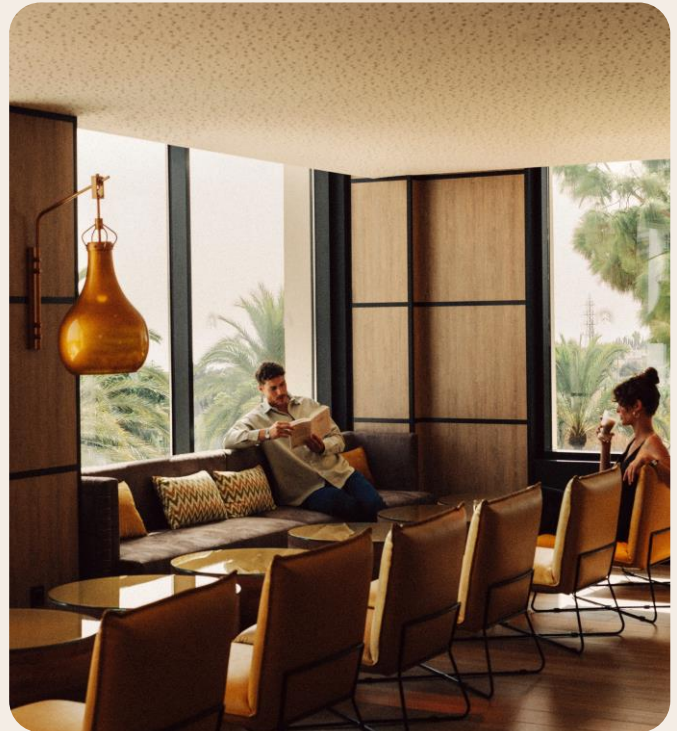
While the Seychelles has become a popular destination, the island of Sainte-Anne, with its protected marine national park, has chosen to host only one exclusive Resort, which is a Club Med.

To fully enjoy these total escapes while finding **the perfect balance, Club Med's family experience is second to none**. Club Med aims to deliver the perfect combination for every family member's enjoyment and reconnection, with **qualified childcare staff boasting expertise adapted to all ages from 4 months to 17 years old**. All Resorts offer dedicated activities and services like Baby Club Med, Mini Club Med, **tailor-made activities for pre-teens and teens**, intergenerational experiences through the **Club Med Amazing Family program**, allowing families to cherish new memories together or **Zen Zones dedicated for adults only**. Happy couple, happy kids, happy families.



So, of course, Club Med Resorts offer a variety of ambiances, from quiet and peaceful moments to vibrant and lively, with options tailored to personal preferences. For instance, the **Club Med Live program** offers residency weeks for emerging artists, in exchange for exclusive concerts.

Additionally, Club Med holds the distinction of being **the largest sports and wellness club**, attentively embracing emerging practices to offer activities like aerial yoga, padel, flying trapeze, wing foil, and more. The attention to detail along with the inviting and warm atmosphere, is fostered by the international staff of **multicultural and multilingual Gracious Organizers** hailing from diverse corners of the globe. The G.Os truly impart Club Med's personality and key values, so much that some guests rejoice in finding them year after year **as if they would reunite with friends**.



Emphasizing well-being extends to the **culinary experience**, where Club Med combines its French culinary expertise with locally-inspired gastronomy. Since 2008, the **Green Farmers program**, in partnership with AGRISUD, has been promoting local peasant agriculture near the Resorts. Almost 500 farmers have been trained in agroecology principles worldwide, supplying Club Med restaurants with **delicious, fresh, local, healthy, and meaningful produce**.

Each Resort's unique design is thoughtfully crafted by **world-renowned architects** (such as Jean Philippe Nuel, Marc Hertrich, Sophie Jacquemin) and **local designers** (like Asmaa Chraïbi in Morocco, Sergio Escarfullery in the Dominican Republic, Victoria Wood in South Africa), who source regional and sustainable materials. Far from standardized hotels, **every space in each Resort is thoughtfully inspired by the country's culture and surroundings**, in line with the poet Muriel Rukeyser's words: "*The journey is my home*".

The Green Farmers Program during the Pandemic

Wherever it is established, Club Med actively contributes to the local economy. At Cap Skirring in Senegal for instance, for over a decade, the NGO Agrisud and Club Med have been providing support to nearly 180 women farmers, empowering them to supply the village with agro-ecological products. During the pandemic and despite the Resort's closure, the Club Med Foundation decided to purchase a portion of the harvest from the women farmers who typically supply the restaurants and buffet, to distribute fruit and vegetable baskets to almost 700 vulnerable families.



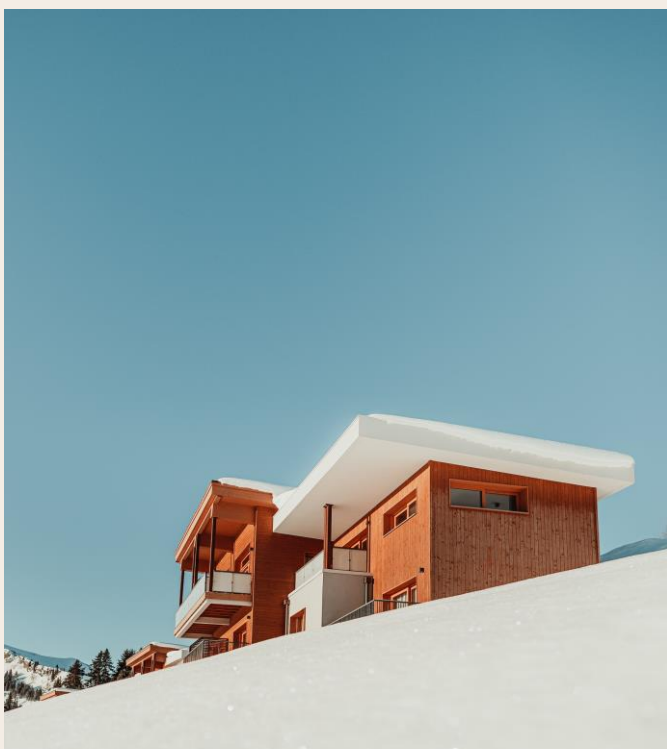
Our ambition: **keep on reinventing travel experiences**

Exclusive Collection, our unique interpretation of luxury

Following the guiding principle of **Club Med's upscale transformation**, the **Exclusive Collection** offers a refined and authentically luxurious way of living, free from pretention and ostentatiousness while still **catering to the standards and needs of an elevated clientele**.



The Club Med Exclusive Collection consists of a portfolio with **5 Resorts, 10 Spaces within premium Resorts, 4 Villas & Chalets***, and the iconic **5-masted legendary French sailing yacht, the Club Med 2**. It provides **more exclusivity with private spaces** adjacent to the main areas of the Resort (bars, pools, lounges), personal room service and butlers, evening champagne service, as well as partnerships with prestigious establishments such as Sothys spas or the French culinary school Ferrandi, responsible for creating the dishes on Club Med 2.



*As of September 2023

“

“Club Med Exclusive Collection is a new chapter in Club Med's upscale transformation. We have defined our own vision of luxury for those who break free from conventional norms and prefer precious moments and sharing, in an exceptional and preserved environment. Those seeking a luxury that is less rigid, less traditional, more human, and more mindful of its impact on the environment and the local communities.”

——— **Henri Giscard d'Estaing**
President of Club Med

Worldwide Beach and Mountain Resorts

While many large hotels focus solely on remote beaches, Club Med has long understood the growing environmental topics that play an important role in operating resorts in the mountains. Having been a mountain pioneer since the 50s, Club Med is undoubtedly the leader in its ski offering, with Resorts set in the world's best ski domains (15 Resorts in the French, Swiss and Italian Alps, 4 more in Québec, Japan and China).

Its premium all-inclusive experience covers kids care, ski passes, lessons, gourmet cuisine, easy arrival and transport... And a wide variety of outdoor activities in summer as well, such as canyoning in white waters, mountain top yoga, cycling in renowned Tour de France routes and educational hikes with knowledgeable guides about the fauna and flora. Luxury is also created by embracing moments to reconnect with nature in its purest form.

Happy to Care: Being happy here and now... and tomorrow



Throughout its history, Club Med has forged a strong belief: living together in harmony and rejuvenating in pristine nature. For over 60 years, the Club's development has been grounded in values and practices that fall under what is now known as sustainable development. Building Resorts that seamlessly blend into exceptional locations, paying special attention to energy efficiency and water conservation, promoting innovation in environmental stewardship, mastering water purification and recycling techniques...

But also, committing to local solidarity and giving paramount importance to the well-being and development of employees.

In 2005, Club Med chose to organize and unify its efforts by creating a dedicated department for Corporate Social Responsibility (CSR). After several successive roadmaps, the latest one is named Happy to Care. While the journey is still long, at Club Med, responsibility is already an integral part of the all-inclusive experience.

Happy to Care program's three pillars:

- 1** Expert in dream locations, conscious of their fragility
- 2** Global pioneer, local development accelerator
- 3** Inventor of G.Os, G.Es, and G.Ms, convinced that happy G.Os and G.Es make happy G.Ms

Keys dates

1950	Establishment of Club Méditerranée as a non-profit association
1965	Opening of the first permanent Village in Agadir, Morocco, to contribute to the recovery of this region devastated by the 1960 earthquake
1973	Construction of the first wastewater treatment plant in Mauritius at Pointe aux Canonnières
1978	Installation of Europe's largest solar collector field at Club Med Les Boucaniers in Martinique
1979	Creation of the Club Med Foundation, one of the oldest foundations established by a company in France
2005	Establishment of a dedicated CSR department
2007	Creation of the first organic wastewater treatment plant with filtering gardens in the Indian Ocean at Albion
2012	Valmorel becomes the first mountain hotel in France certified HQE™ (High Environmental Quality)
2013	Construction of China's first natural pool at Club Med Guilin
2019	The new CSR road map is named Happy to Care
2023	Club Med Tignes has become the first hotel in the Alps to achieve the Very Good level of BREEAM certification

Some examples and actions*

Preserving our natural heritage

- Almost all Club Med Resorts are GREEN GLOBE eco-certified.
- 63% of new Resorts or major renovations have been eco-certified or built to BREEAM standards (or equivalent) since 2018.
- Less than 10% of built spaces on the total area of our sites.
- The Bye-Bye Plastic program was launched in 2018 to eliminate most single-use plastic products from bars, restaurants, and rooms by 2023.
- More than 50 partnerships worldwide between local environmental associations and 34 of our Resorts.
- The Very Important Turtles kit accompanies all Resorts regularly hosting sea turtle nests in deploying best practices; for example, 200 turtle eggs are protected each year in the Bintan Island nursery in Indonesia.

Sharing value, locally

- Nearly 94% of jobs created by Club Med are filled locally.
- On average, 56% of fresh food product purchases by a Resort are sourced from local suppliers in the host country.
- Through the Green Farmers program in partnership with Agrisud, in 2022, over 390 small-scale farmers were supported in transitioning to agroecology in 7 countries and delivered 115 tons of fresh, healthy, and local products to 11 nearby Resorts.
- The Club Med Foundation has been in existence for 45 years and promotes solidarity projects around Club sites. For example, in partnership with the Casamasanté and Aide & Action associations, the Cap Skirring Resort in Senegal has enabled 1,500 children to receive medical care and financed the electrification of more than 10 nearby schools.

Offering more than jobs

- In 2023, Club Med was voted the «best hospitality-tourism company to work for» by employees in a survey by French economic magazine Capital.
- 80% of Service Managers and 100% of Village Chiefs are promoted internally.
- 90% of the Resorts have staff representing over 8 nationalities and provide training in managing multicultural teams.

Welcome to the Club

Over the span of 70 years, the trident-emblazoned brand has firmly established itself at the heart of vacationers' desires. Rooted in French culture, with iconic brand campaigns that now grace art galleries, and a prominent presence in the global landscape of premium tourism, offering an unparalleled promise. Its pioneering vision has propelled it through eras with an ever-present foresight, exemplified today by being among the first holiday resorts to venture into China and continuing to cast light upon uncharted territories. To keep an eye on the horizon, you know now your next destination.

Press kit visuals available [here](#)

Contacts

Press

Follow us on our social networks



Founded in 1950 by Gérard Blitz, later joined by Gilbert Trigano, Club Med is the pioneer of the all-inclusive holiday club concept and child supervision, with the creation of Mini Club Club Med in 1967. Present in 40 countries around the world, and with 67 Premium and Exclusive Collection Resorts, Club Med offers a carefree vacation experience in exceptional destinations and sites. Thanks to the support of its shareholder Fosun Tourism Group and the successful implementation of its repositioning strategy, Club Med is today the global leader in upscale, experiential, all-inclusive vacations for families and active couples. Club Med employs nearly 25,000 Great Organizers (G.Os) and Great Employees (G.Es), representing 110 nationalities.

Thierry Orsoni

Communication Director

thierry.orsoni@clubmed.com

+33 (0)1 53 35 31 29

✉ @Th_Orsoni

Louba Doroshina

*External and International
Communication Manager*

liubov.doroshina@clubmed.com

+33 (0)1 53 35 35 08

Camille Fily

*External Communication
Project Manager*

camille.fily@clubmed.com

+33 (0)1 53 35 30 62

✉ @Camille_Fily