

Club Med 

The best of *family* vacations



. Kit press .

NOVEMBER 2023



Founded in 1950, Club Med has made welcoming families an essential part of its DNA. Its pioneering spirit led it to imagine a multi-generational *all-inclusive* vacation concept through the creation of the first Mini Club Med® in 1967. This approach has been maintained over the years as society has evolved.

Club Med continues to listen to families the world over, constantly developing and innovating to ensure it can provide them with the warmest welcomes and first-class entertainment. And because we know babies, kids and teenagers all have very different wants and needs, we offer a range of sports, activities and experiences designed to suit all ages.

That's why we've introduced our latest addition: Teens Club Med & Chill Pass Club Med programs for teenagers. All our vacations are designed to be experienced alone, with your partner, as part of a large group or as a family.

The numbers say it all

In 2023, 200,000 families—or 800,000 people—worldwide will be going on vacation with Club Med. **This figure is up by 20% compared to 2022.**

Le Club Med & families 6 milestones

● 1957

One year after the opening of the first mountain village in Leysin, Switzerland, Club Med launches a childcare service giving parents the opportunity to ski carefree.

● 1967

Opening of the first Mini Club Med® for 4-10 year-olds.

● 2005

Creation of Passworld, a space dedicated to 11-17 year-olds, offering sports and creative activities.

● 2017

The launch of the Amazing Family® program offers guests the opportunity to rediscover the pleasure of spending your vacation together as a family.

● 2021

Mini Club Med+® enhances Mini Club Med®, inspired by the principles of Positive Education.

● 2023

Creation of the Teens and Chill Pass Club Med programs, dedicated to teens from 11 to 17 year-olds.

Serenity

Set off with peace of mind

On vacation, why complicate things? Especially when family is involved... Luckily, Club Med has thought of everything to ease the burden on parents so they can set off with peace of mind. A multitude of infrastructures, activities and facilities have been designed to ensure that each member of the family can enjoy their stay, their way.



Ample spaces

Each Club Med resort has spaces specifically dedicated to sharing special moments and bonding as a family. Sprawling terraces and XXL tables for dining, gardens for strolling, pools for relaxing... everything has been conceived, designed and developed to bring people together. The Cancun and Marrakech la Palmeraie* resorts also offer a **Family Oasis**, specifically designed for parents on vacation with their children. From the rooms to the poolside relaxation areas, this oasis offers a host of facilities and amenities perfect for getting the family together to relax and have a ball.

**April 2024*

Tribe Trips*

At Club Med, we always think big. Huge, in fact... with stays designed for multi-generational families, from 8 to 30 people. Grandparents, parents and children are all welcome. And we've thought of everything to ensure your stay goes as smoothly as possible: from group transfers to a personalized welcome, from adjoining and nearby rooms to dinner reservations in the resort's main restaurant.

**upon reservation*

Specially designed rooms

Club Med offers a wide range of accommodation options to meet the individual needs of every family. To start, we offer the possibility of connecting rooms: ideal for teenagers seeking some independence. Then, there's the family room with a separate area for younger guests. These spaces are customizable, perfect if you're traveling with small children. Last but by no means least, the **Family Suite** boasts two separate bathrooms, perfect for preserving everyone's privacy.



Everything for baby

Club Med makes everyday life easier for parents, thanks to a whole range of useful and practical services. These include the provision (free of charge) of a stroller or baby carrier (in mountain resorts during the summer season) and changing areas located throughout the shared areas of each resort. In addition, all resorts with a Baby Club Med® and/or Petit Club Med® have an infirmary staffed by qualified nurses.

The baby kit

Traveling light with a baby is never easy! That's why we've come up with the **Club Med Baby Welcome®** kit. Offered as part of the **all-inclusive** package at resorts*, it is designed for children under 2 years of age. This kit, conveniently included in your room, has all the equipment needed to wash, change, feed and put your baby to sleep, including a bathtub, changing mat, bottle warmer and cot.

**Resorts with a Kid's Club*



Mealtimes

On vacation, there are times when you'll want to enjoy family meals, with all generations around the same table. At other times, you'll want peace and quiet, with no baby bottles to prepare or meals to heat up... And that's why Club Med has designed different dining areas to suit everyone, whatever your tastes or mood!



Children are the guests of honor

With Club Med, children under 6 stay free in our beach and mountain resorts during the summer months. And for winter vacations in the snow, children under 4 stay free.

The family zone

Here, everything has been designed for family gatherings, complete with large, spacious tables and highchairs.

L'Hispaniola, a restaurant at our Punta Cana resort even has a children's playground.

Baby corner

Located in the main restaurant of each Resort and catering to children under 2 years of age, this buffet area offers parents a dedicated space where they can prepare their own meals or choose from a selection of well-balanced baby food, as well as dishes concocted by our chefs and adapted to appeal to toddlers' tastebuds. High chairs and booster seats are also available.

Bottle preparation area

Free to access and open 24/7 at resorts with a Baby Club Med®, parents will find all the equipment they need to prepare meals for their little ones.

Reconnection

Bringing the family together

Created in 2017 by Club Med, the Amazing Family® program takes a fresh look at vacations for the extended family. Whether basking in the sun or frolicking in the snow, it's the perfect opportunity to bring different generations together and reunite families, creating the ideal setting for children of all ages and their parents to reconnect. Unlock a world of shared experiences through a plethora of sporting, playful and creative activities... there are endless opportunities to relax and enjoy moments together as a family. Time that counts, moments to remember.



Sports for all ages

A whole host of sporting activities can be enjoyed by the entire family, whether by the sea or in the mountains, all winter and summer-long. The offer ranges from the more traditional, such as sailing, tennis, downhill skiing or hiking, to more original activities, such as circus arts, paddleboarding, dance, kitesurfing and water volleyball... And as for more competitive guests seeking a real challenge, they can test their limits at the Family Olympics.



Swimming facilities

To each their own pool. Some resorts (such as La Pointe aux Canonnières, Magna Marbella, Marrakech la Palmeraie, La Caravelle and Michès Playa Esmeralda, among others) have a water playground dedicated to younger guests. Located at the heart of the family areas, these offer—depending on the resort—access to a paddling pool, a shallow end pool and a wide variety of water games.

Relax at the spa

The spa isn't just for parents! Teenagers (aged 13 to 17) can tag along for a shared moment of relaxation. In certain resorts, Club Med has adapted its treatment menu and developed a protocol that guarantees the safety and privacy of younger guests. The treatments on offer include back and scalp massages, facials, hairdressing services and manicure sessions.

We also offer *Mommy and Me* and *Daddy and Me* packages, for more special moments, where parents and their mini-mes can benefit from the same treatment. Last but not least, a special program has been designed for 6-12 year olds, offering targeted treatments using TooFruit certified organic dermatological products.



Yoga for the whole family

Club Med has been offering yoga classes at its resorts since the 1970s. And now, this serene activity can be enjoyed by the whole family, with classes specially designed to accommodate parents and kids. We even have baby yoga, for children from 3 months to 2 years of age, available at our mountain resorts.

Games areas

Parents are being transported back to their childhood... and their kids are loving every minute of it! With original and pocket versions of all the classic board games, to take to the beach or play from the comfort of a cozy terrace overlooking the mountains, everyone is sure to be game. Indulge in the timeless charm of legendary games like Mikado, Twister, and Jenga. The perfect activity for fun-loving groups of all ages that can be enjoyed while basking in the summer sun or keeping warm indoors in the depths of winter. There's also time for creativity and leisure, whether you're decorating a sandcastle, training for a kite-flying competition, or taking part in a handicraft workshop on a cold or rainy day... It's all the little pleasures that make these shared moments into unforgettable family memories.



Snack time

It's 4 p.m. and that can only mean one thing... Snack time! Gather round and sample all the cakes, tarts, brioches, and fruit on offer—with fruit juices in summer and hot chocolate in winter. A simple, yet delightful meal, when parents and kids come together to share something sweet, with both gourmet and healthy options available. Because snack time is sacred! Especially on a family vacation. So much so, that we've decided to take it up a notch with the even more convivial *Super Snacktime*, organized once a week.

Out and about

At every resort, you'll have everything you could possibly need to organize, plan and map out hikes (with those all-important baby-carriers available at mountain resorts during the summer months), mountain-biking routes or other family excursions to stunning locations that are well worth the detour. The aim is to discover new landscapes, visit preserved natural areas, and marvel at rich architectural heritage and unique views of the sea or mountains. The perfect activity, combining exercise and escapism, helping to strengthen or forge new bonds between parents and children



Rising stars

Each week, children and teenagers work with our GOs to prepare and rehearse a show that will be performed for the parents as part of the evening entertainment. Depending on the resort, the program includes dancing, singing, and even circus acts... making it one of the most eagerly awaited events of any vacation. And with good reason: it unites young holidaymakers around a single project designed to entertain and amaze parents and families.

Freedom

Go at your own pace

Energizing children, while giving parents back some me-time. While the adults are taking time out to relax and unwind, younger guests have a wide range of options at their disposal. At Club Med we know that children and teenagers don't have the same aspirations or interests as their parents, nor do they go at the same pace! To meet the needs of our younger guests, Club Med has devised age-specific programs, with two new additions in 2023: Teens Club Med for 11-13 year-olds and Chill Pass Club Med for 14-17 year-olds.

The idea is to accompany kids and teens of all ages during their vacation. While the whole family can still enjoy their stay together, we are giving younger guests the opportunity to break away and engage in activities designed specifically with them in mind.

Reserved to adults

While the kids and teens are off having fun, parents are invited to relax in our adults-only *Zen* zones. Depending on the resort, these may include a swimming pool, a bar, a lounge or even a Jacuzzi... The perfect place to recharge your batteries and relax in complete tranquility.



Baby Club Med®

*where they don't just grow...
they thrive*

Baby Club Med® is a calm, comforting environment specifically designed for children aged 4 to 23 months. Here, our GOs, who are trained, qualified and experienced in early childhood care, cater to toddlers' needs, while respecting their development and their insatiable appetite for discovery. The equipment and games are specially adapted to foster early learning, and there's also an area reserved exclusively for naps! Depending on the resort and the season, we also offer outdoor walks, nursery rhymes, motor skills development, musical activities... and much more! As for mealtimes, babies can have lunch or a snack in the company of the GOs or their parents. At selected resorts, these *à la carte* services are not included in the *all-inclusive* package and come at an additional cost.



Petit Club Med®

*taking the first steps into the
great big world*

A Club Med for 2-3 year-olds? That's Petit Club Med®! Allowing small children to enjoy their stay while experiencing new things with the same intensity and emotion as their parents. All activities have been designed to suit their age group, and combine sport, creativity, expression, games, and even taking part in a show... They are looked after by GOs trained and qualified to work with young children. Our GOs help them to come into their own, assert themselves and open up to others, in an environment specifically designed with them in mind. A personalized, *à la carte* welcome is also offered at an additional cost in certain resorts.

Mini Club Med®

*building relationships and
growing with confidence*

Since the creation of Mini Club in 1967, childcare for 4-10 year-olds has been constantly redeveloped to make vacations an unforgettable experience for kids, parents and the extended family. This approach is all the more relevant today, with Mini Club Med® +, where the GOs offer children the chance to take part in activities that are as fun as they are constructive. These activities are based on skills such as adaptability, collaboration, creativity and emotional intelligence, helping children to learn and develop while also having fun—an approach inspired by the Positive Education method. Mini Club Med® + means games, entertainment, laughter, giggles... all designed to make their time spent with the GOs even more special.



GOs trained in Positive Education techniques

Mini Club Med®+ is run by GOs who are specially trained in Positive Education techniques, having completed a course developed by Professor Ilona Boniwell, a specialist in positive psychology. Our GOs have learned to identify and develop children's strengths, so as to generate a dynamic of cooperation and compassion in all the activities on offer.

Teens Club Med *awakening the senses*

With Teens Club Med, a new program launched in 2023, Club Med aims to give teenagers aged 11 to 13 a taste for *real* encounters in *real* life settings during their vacation. The idea is to encourage them to take full advantage of their surroundings and to awaken their senses through personalized experiences designed and orchestrated by GOs trained to connect with the teenagers of today. Teens on vacation with their families at Club Med can also take advantage of this opportunity to share, exchange and (re)engage in dialogue with their parents.



Chill Pass Club Med *reconnecting with « real » life*

Chill Pass Club Med encourages 14-17 year-olds to tear themselves away from their screens and embrace the world around them. Here, they'll get the opportunity to interact with others their age and take part in group activities, which vary from day to day, depending on each individual's goals, mood and personality. We have a track record of pleasing everyone...



First-class GOs

To run Club Med Teens and Club Med Chill Pass, GOs are chosen for their ability to keep up with today's teens. Halfway between a big brother or sister (as some may themselves be from Generation Z!) and a mentor and leader, these GOs excel in encouraging young people to broaden their horizons by listening to them and, above all, by speaking their language. They act as facilitators, taking teenagers seriously, without taking themselves too seriously!

We love families! Since 1967, Club Med has been doing its utmost to bring generations together: from children, to grandparents... with the aim of ensuring the very best in leisure, sport and vacations. All while creating unforgettable memories of time spent together and the unique experiences enjoyed by the whole family.





Founded in 1950 by Gérard Blitz, later joined by Gilbert Trigano, Club Med pioneered the all-inclusive vacation club concept, and was the first to incorporate childcare, with the creation of the Mini Club in 1967. Present in 40 countries, and with 67 Premium and Exclusive Collection Resorts, Club Med offers a carefree vacation experience in stunning locations around the world. Thanks to the support of its shareholder Fosun Tourism Group and the success of its repositioning strategy, today, Club Med is the world leader in high-end, experience-oriented all-inclusive vacations for families and couples alike. Club Med employs nearly 25,000 Gentil Organizers (G.Os) and Gentil Employees (G.Es), representing 110 nationalities.



Press

Contacts

Thierry ORSONI

Communication director

thierry.orsoni@clubmed.com

+33 (0)1 53 35 31 29

✕ @th_orsoni

Louba DOROSHINA

**Head of Communications External
and International**

liubov.doroshina@clubmed.com

+33 (0)1 53 35 35 08

Camille FILY

Communication manager

camille.fily@clubmed.com

+33 (0)1 53 35 30 62

✕ @camille_fily

Follow us on social media:



For further information, please visit:

www.clubmed.fr

Visuals [here](#)