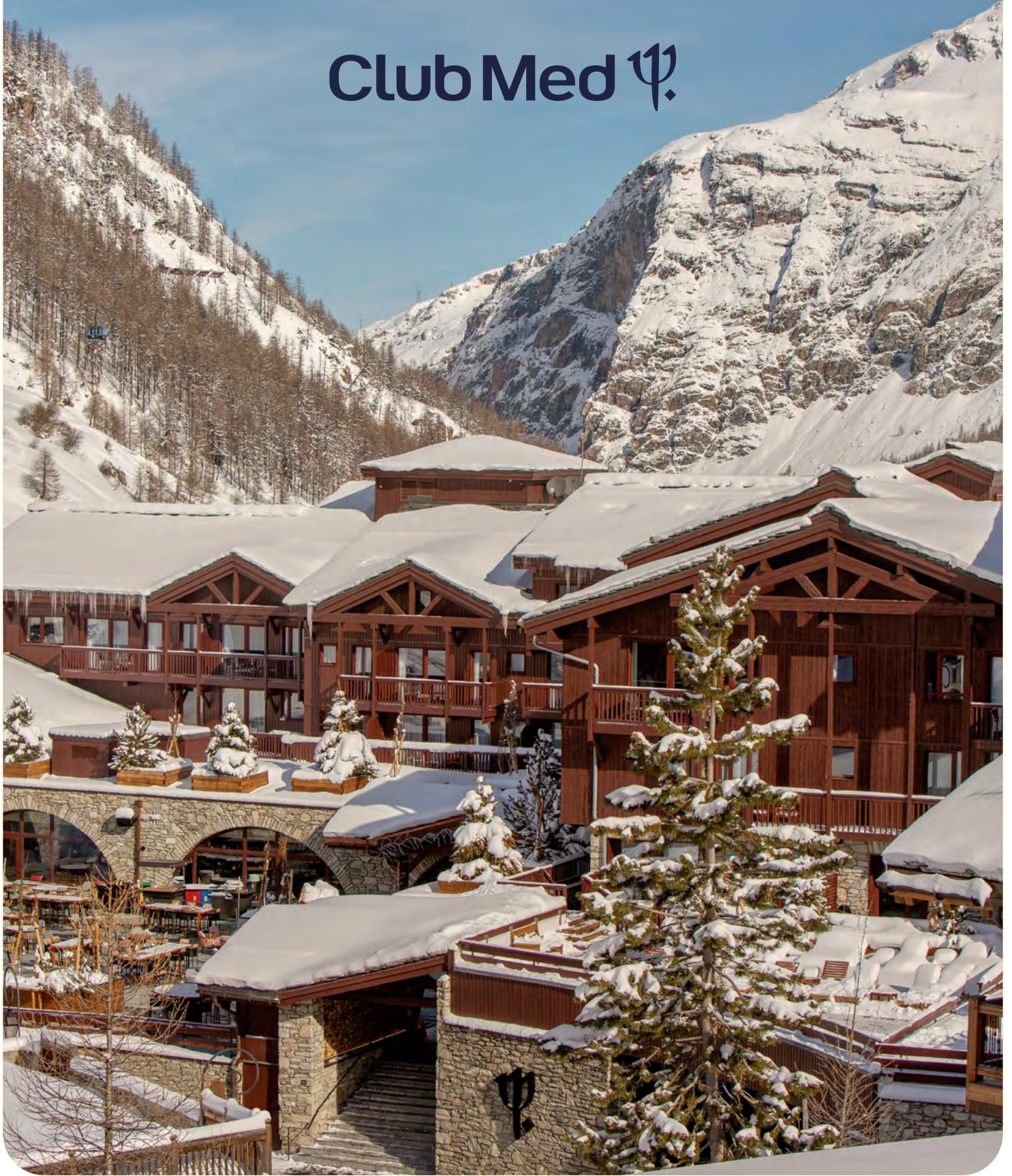


Club Med 



*Press kit*

*January 2025*

# **Club Med completes its upscale transformation *in the mountains***



# A legacy *of excellence*

Since opening its first mountain Resort in Leysin, Switzerland, in **1957**, Club Med has not only pioneered all-inclusive vacations but has also established itself as the leader in mountain getaways.

With **21 Resorts** nestled in the world's most stunning mountain ranges—from the French and European Alps to Asia and North America—Club Med offers a truly immersive experience in the heart of breathtaking snow-capped peaks. Its strategic presence ensures a variety of experiences while respecting and contributing to the development of local regions.

**During the 2025 winter season, more than 280,000 travelers from 83 different countries will place their trust in Club Med for their mountain vacations.**



## *The Secret to Club Med's Lasting Success in the Mountains*

Above all, it's the ability to provide seamless, stress-free mountain vacations.

With over 70 years of expertise, Club Med delivers unforgettable experiences tailored to every guest—whether first-time skiers or seasoned enthusiasts, couples, solo travelers, families, or groups of friends from around the world.

Its offering is built on five key pillars: an unmatched on- and off-ski experience with a diverse range of activities, the ultimate family-friendly vacations, a holistic approach to well-being, refined and varied gastronomy, and a vibrant, welcoming atmosphere.



## An unrivalled, seamless ski experience

Club Med makes every effort to free travelers from the logistical constraints associated with mountain vacations: with ski-in/ski-out access to the slopes, professional support, a dedicated service for arrivals and departures (*Easy arrival*<sup>1</sup>), quality equipment available on site, sourced from the best brands (such as Rossignol), and ski rooms with private lockers, allowing guests to store their equipment with complete peace of mind at the foot of the slopes.

Ski group lessons for all levels - from beginner to expert, child or adult - are included in the package as well as the ski passes. Club Med has forged trusted partnerships with ski schools throughout Europe, in France (ESF), Switzerland and Italy.

Young and old alike can benefit from ski lessons with an instructor (from age 4 for skiing, 8 for snowboarding). More than just ski lessons, Club Med offers a friendly, professional environment for guests to start learning in complete serenity, thanks to gentle guidance and dedicated snow gardens allowing beginners to take their first steps in an accessible area. For those with a passion for the powder, ski instructors act as guides to help guests make the most of the best snow conditions at the right time, providing peace of mind.

Many other activities are included in the all-inclusive package: snowshoeing hikes or snowboarding, and ski mountaineering (skimo)\*, guided by professional

### <sup>1</sup>*Easy arrival*

This service makes it even easier for customers to get started on the slopes. A few clicks are all it takes to fill in the essential information before your stay, so you can find your ski equipment ready and adjusted in your locker for a ski-in, ski-out start the morning after your arrival.

instructors sourced from Club Med partners.

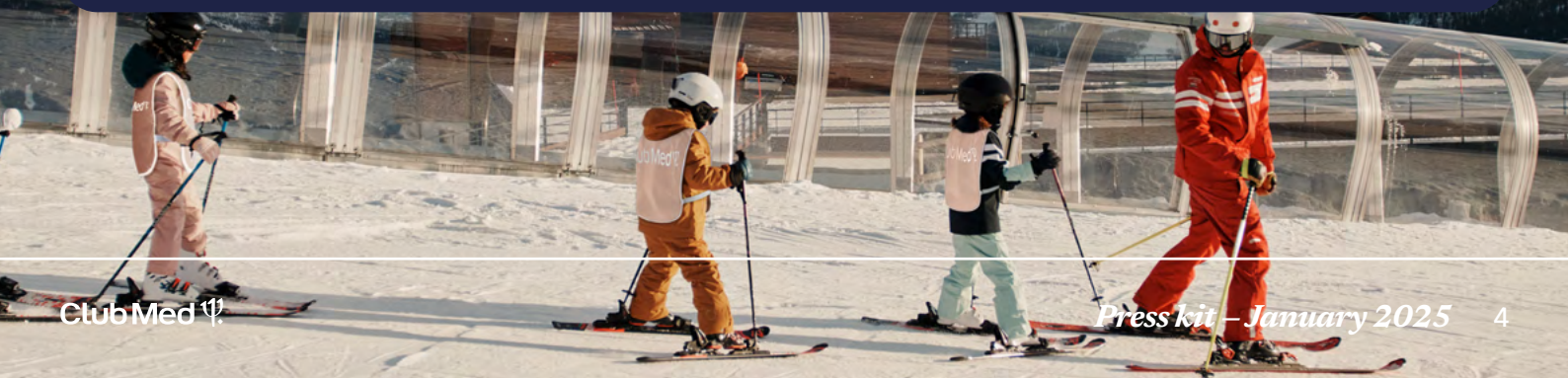
Also, each resort has its own attractions, offering a wide range of activities including hiking, snowshoeing, fat biking, ice diving and dog sledding.

*\*Depending on skiing level and weather conditions.*

## Bringing Club Med's pioneering spirit to the peaks of the Chinese mountains



Since 2023, Club Med has been offering its own Club Med Ski School at its mountain Resorts in China, allowing Chinese guests to train with instructors who are also G.O.s®! Applying the French method of the École Nationale de Ski et Alpinisme, the Club Med spirit is even expressed in ski lessons, teaching guests how to ski in a friendly, supportive environment. The four Club Med Resorts in China are staffed by over one hundred local and international instructors.



## And skiing is only the beginning...

The Club Med Resort can also be the ideal starting point for discovering the surrounding area: Val d'Isère, a historic mountain village; Quebec Charlevoix and its sled run with a breathtaking view of the St. Lawrence River; Kiroro Grand or Kiroro Peak, in the heart of the Japanese wilderness and the traditional villages of Hokkaido.

With a mix of sports and cultural activities, the escape from the everyday is guaranteed. The mountain experience is designed to suit every taste, ensuring all guests are satisfied.



## The best in family vacations

While vacations are the ideal time to reconnect as a family and share moments together, at Club Med it's also the perfect opportunity to indulge in some *me time*. Each mountain Resort offers a program to meet the wants and needs of every age group:

### *Baby and Petit Club®*

Staffed by certified G.Os®, Baby Club® welcomes babies from the age of 4 months, while the Petit Club® caters to toddlers aged 2 and over.

### *Mini Club Med +®*

From the age of 4, group ski lessons with instructors are included and organized within the Kids' Clubs. The G.Os® ensure the children are properly prepared from head to toe: ski boots, gloves, helmet and sun cream! And for non-skiers, various other activities have been developed specifically for each age group.

### *Teens & Chill Pass*

Teens can also take advantage of lessons on offer, incorporating both snowboarding and skiing —whatever suits their fancy! Off the slopes, the Teens and Chill Pass programs also include a wide range of activities, whether during the day or après-ski (with escape games, for example).



## A holistic approach to well-being

To enjoy the mountains in a different way, Club Med offers a balanced approach to well-being, combining sports, relaxation, and nutrition.

## A complete sports offering

Each Resort has modern facilities with open access and offers a variety of activities for all levels: cardio training, yoga, stretching, and strength training. Daily classes are available to help everyone progress at their own pace.

## Well-being and relaxation

Club Med Resorts feature spas\*, swimming pools\*, and fitness rooms, providing an ideal space to recharge after a day in the mountains.

Each spa is managed by an exceptional partner, carefully selected from Sothys, Payot, Cinq Mondes, or myBlend.

## A healthy and balanced diet

Club Med pays special attention to nutrition, offering healthy and varied options in the restaurants and bars of each Resort, allowing everyone to combine pleasure and well-being.

## Japanese well-being experience

Club Med Kiroro Grand is home to the first traditional Japanese Onsen bath at Club Med, where guests can reinvigorate the body in soothing, natural hot spring waters, guaranteed to relax the muscles and help them unwind after a day on the slopes.



*\*Exception: no pool at La Plagne and Val Thorens, and no spa at Saint-Moritz.*

## Yoga School ByHeberson



Heberson Oliveira, now considered one of France's most renowned yoga masters, has spent over 20 years developing his own yoga method: «*Vibhava Yoga*». For Club Med, he is rolling out a comprehensive and innovative yoga program in 4 of Alpine Resorts, with over 23 hours of classes a week and dedicated sessions for learning to sleep better at the top of the mountains.



## A variety of refined dining experiences



From specialty restaurants to haute cuisine and international cuisine, Club Med applies its expertise to provide guests with a gastronomic offering inspired by local flavors: the ginseng dishes

typical of Changbaishan in China, seafood and raw fish from Hokkaido in Japan, the mushroom festival in Charlevoix in Quebec, and transalpine flavors with gourmet food and wine pairings.



## Supporting local producers

At Club Med Québec Charlevoix, 80% of the food on offer comes from Canada, with 30% produced within 100km of the Resort. The Resort has also partnered with a local artisanal company, Hydromel Charlevoix, to create a beehive development initiative to grow and harvest honey for use in the local dishes and beverages on offer in its restaurants and bars.

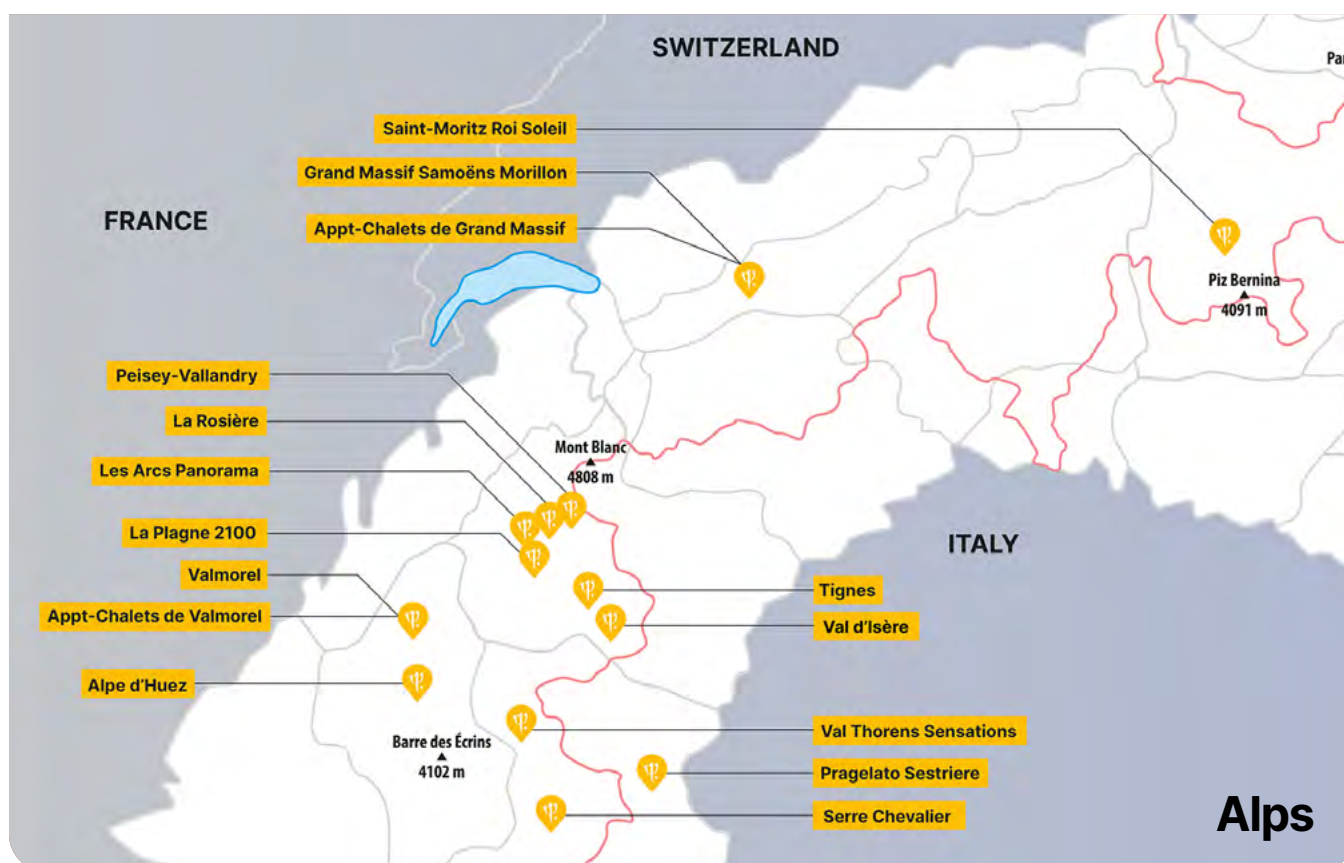


## A lively atmosphere

With live music, DJ sets, dance shows, candlelit concerts and DIY workshops, the artistic program promises to create a mountain of memories. After a day on the slopes, exploring the great outdoors, or simply enjoying all the Resort has to offer, come evening it's time for soirées and aperitifs, during which the international teams of G.O.s® are committed to ensuring guests' experience is full of festive, convivial, joyful moments.

# Ever-increasing *development*

Since 2013, Club Med and its partners have invested over a **billion euros in the construction and renovation** of the mountain Resorts.





## **Club Med has strengthened its presence year after year in the most beautiful mountain destinations.**

In 2022, Club Med inaugurated its third Resort in China, followed by a return in Tignes with a new premium Resort at the foot of the slopes. Shortly after, it opened its first Exclusive Collection address in the mountains at Val d'Isère.

That same year, Club Med expanded its Pradelato Sestriere Resort in Italy with 17 new wooden chalets and strengthened its presence in Hokkaido (Japan) by opening a Resort in Kiroro, renowned for its exceptional snow cover.

In 2023, a new Exclusive Collection Space opened at La Rosière, while a second Resort was launched in Kiroro, set to become an Exclusive Collection in late 2024. In 2024, the legendary Serre Chevalier

Resort reopened after a complete renovation.

In the coming years, Club Med will continue its development in the mountains, aiming to make all its new Resorts bi-seasonal, benefiting both guests and local communities. New openings and renovations are planned, notably in Italy (San Sicario, 2027) and Switzerland (Saint-Moritz, 2027).

## **The Renewal of Club Med Serre Chevalier**



Fully renovated in 2024, Club Med Serre Chevalier combines modern comfort with a mountain-inspired design, featuring bright rooms and natural wood decor. This premium resort, designed like an alpine hamlet and nestled in the Hautes-Alpes valley, offers direct access to over 250 kilometers of ski slopes. Ideally located at the foot of the slopes, it offers a wide range of activities, from alpine skiing to snowboarding, as well as unique experiences such as fat biking, snowkiting, and ice karting. The restaurants offer warm and gourmet cuisine with a view of the mountains in a cozy, intimate atmosphere. The Payot spa, with its treatment rooms and hammam, along with the indoor pool, provide the perfect space to unwind after a day on the slopes. This family-friendly Resort allows families to share moments of joy with activities suited for all ages, making it a true haven of well-being and conviviality.

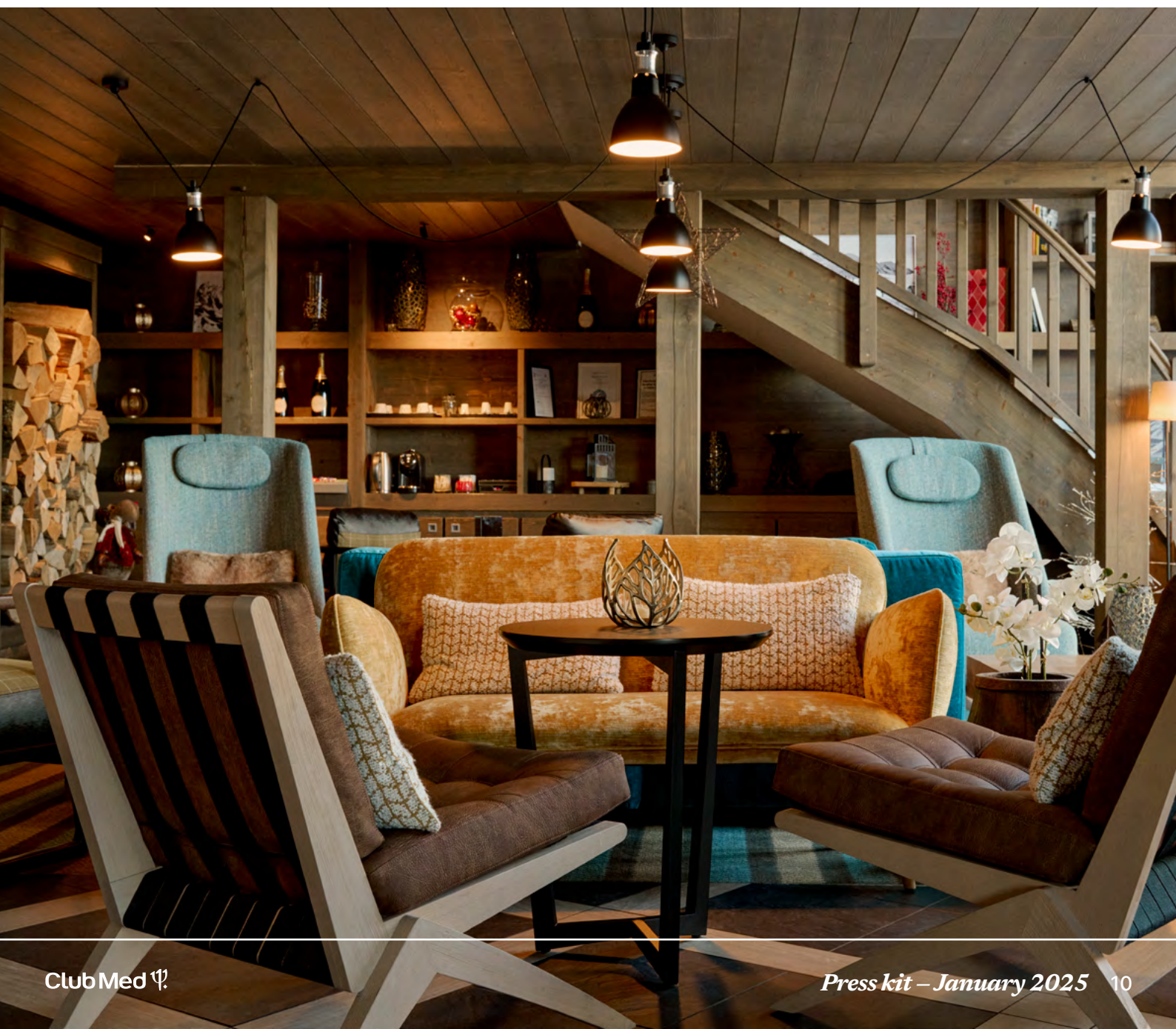


# Exclusive Collection mountain experience



Designed for those who prefer the luxury of privacy, Club Med Exclusive Collection offers a more intimate way of life. Without sacrificing the wide range of activities and services that are the Club Med hallmark, Club Med Exclusive Collection takes the mountain experience even further, with more exclusive services. Today, the Club Med Exclusive Collection mountain portfolio offers 3 different experiences:

- 80 Chalet-Apartments at Valmorel and Grand Massif Samoëns Morillon Apartments.
- 5 Exclusive Collection Spaces within our Resorts: Valmorel, Arcs Panorama, Tignes, La Rosière and Québec Charlevoix
- 2 Exclusive Collection Resorts: Val d'Isère and Kiroro Peak.





# Where sustainability *is part of the journey*



*Happy To Care*, the CSR program of Club Med aims to care for the environment and local communities, echoing the ideal on which Club Med has been built since 1950: living together in harmony within a preserved natural environment. The program applies to Resorts worldwide and is, of course, also implemented in the mountains.



## Sustainable construction

In this context, Club Med has decided to go beyond the regulations and, as of 2017, has committed to eco-certifying the construction of all new Resorts and major renovations with the BREEAM label. Since 2017, all of Club Med mountain Resorts in Europe and North America have been BREEAM-certified.

Delivered by the Building Research Establishment (BRE), a private organization specializing in sustainable construction research, the BREEAM (BRE Environmental Assessment Method) certification has been created in 1990. It is a British environmental assessment framework for buildings, aiming to measure

and improve the ecological impact of new and renovated buildings. Its evaluation is based on multiple criteria, such as energy performance, water management, and greenhouse gas emissions. Owned by the charitable organization BRE Trust, the BRE thus supports the development of more environmentally friendly practices.

## Sustainable operations

Club Med applies Green Globe certification criteria to the day-to-day management of its Resorts. This independent, international label, one of the most prestigious and demanding, rewards tourism professionals whose activities

respect the numerous criteria outlined in the certification standards. Today, 100% of the Resorts in the Alps are Green Globe certified.

## Reducing the impact of Resorts on the ecosystem

As part of the *Bye-Bye Plastic* program, launched in 2018, Club Med aims to eliminate all single-use disposable plastic in the bars, restaurants and rooms of all its Resorts. To reduce food waste, Club Med has developed *live cooking* shows and a plated service: where individual food portions are prepared on-the-spot in front of guests.

**Club Med La Rosière is the 1<sup>st</sup> establishment in the Alps to achieve the «Excellent» level of BREEAM certification, for the construction of the Exclusive Collection space at La Rosière.**

At La Rosière, special attention has been given to energy consumption, which has been optimized through precise regulation and an advanced centralized technical management system.

With 4,000 sensors, this Resort has become Club Med's first smart building. Its Building Management System (BMS) controls all technical equipment, leading to a 15–20% reduction in annual energy consumption.

As for the Exclusive Collection space, several innovations have contributed to this certification:

- Solar panels installed on the balconies
- Innovative heating systems to maximize energy sources
- Rainwater recovery systems for efficient water management
- By optimizing overall energy consumption, Club Med La Rosière successfully achieved BREEAM «Excellent» certification.



## Preserving resources

Thanks to the various pieces of equipment installed to monitor and analyze water consumption on a daily basis, Club Med reduced its consumption in its mountain Resorts. In addition to thermal insulation, the BMS, and equipment to optimize energy management, Club Med also implemented a number of

key measures last winter, including improved temperature control inside its Resorts. Since 2022, these actions enabled Club Med to reduce energy consumption by 15% during the winter months.

## Committed Partnerships

In Europe, Club Med has established a second-life partnership with Ski'N Surf (for 15 years) and Rossignol (for 25 years).

Since 2021, the partnership with Ski'N Surf has expanded to include a circular economy and eco-responsible program called SKI'R, led by Tri-Vallées (a recycling company in the Auvergne-Rhône-Alpes region), Ski'N Surf (a ski equipment re-employment company), and Cyclo (a circular economy consultancy in Savoie-Mont-Blanc).

This initiative ensures that at the end of each season, all end-of-life helmets and skis from the rental fleet are repurposed into a new eco-design cycle.

In addition to helmets, these two partnerships enable Club Med to recycle an average of 9,000 skis and snowboards and 4,500 pairs of boots each year.

To help preserve natural and cultural environments, Club Med has also established partnerships with the Vanoise and Écrins National Parks in France, providing financial

support to these institutions for biodiversity conservation and the re-vegetation of certain areas.

## Supporting Local Communities

Club Med is committed to supporting the local economy and communities.

In 2023, nearly 73% of the direct and indirect jobs created by Club Med worldwide were filled locally.

On average, 60% of fresh food purchases made by a resort come from suppliers within the country where it is located.





# Multicultural ambassadors *at customer service*

The Gracious Organizers or G.Os® are ambassadors of the Club Med mindset and hail from all over the world: 90% of Club Med Resorts have more than 8 different nationalities among their teams, which means that the majority of travelers can be welcomed in their own language.

The G.Os® form a caring, smiling, passionate, multicultural team, allowing them to forge a personal connection with guests (known as G.Ms®, or Gracious Members); their mission is to make the G.Ms®' vacation unforgettable. In Club Med mountain Resorts worldwide, more than 6,000 Gracious Organizers (G.Os®) and Gracious Employees (G.Es®) of over 25 nationalities, speaking over 30 different languages, take care of customers each season.






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.Os®) and Gentils Employés (G.Es®), representing 110 nationalities.

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