

The Art Ψ of *free time* Club Med



As contemporary aspirations evolve, Club Med redefines its brand promise through “The Art of Free Time”



Life is at a rapid pace. Everyone urges us to do more, faster, pushing us to perform. Pressure is at an all-time high. So is mental overload.

Club Med’s new platform, “*The Art of Free Time*”, is a deliberate departure from the pressures of everyday life, challenging the notion that more isn’t always better. Reconnecting with the founding promise “*Happiness Here and Now*” the campaign celebrates rituals, language, and a distinctive sense of community, all brought to life with an elegance and irreverence uniquely its own.

That difference is freedom. Yesterday's Free Spirit becomes today's “Art of Free Time”. A purposeful and engaging vision built around freedom of choice during a stay, whether that means doing everything or doing absolutely nothing, and the ability to embrace a suspended moment to reconnect with oneself and one's emotions. With this campaign, Club Med celebrates a new kind of luxury: the luxury of reclaiming your free time.

A new expression of an iconic brand spirit

For Club Med, The Art of Free Time is a modern expression of the freedom, joy, and togetherness that have defined the brand from the beginning, reimagined for today.

«The Art of Free Time»

In a world of endless scrolling, constant notifications, and always-on expectations, moments of genuine connection, discovery, and joy can feel increasingly rare. Somewhere along the way, we've become experts at documenting, planning, and sharing our experiences, but not always at fully living them. In fact, A recent survey uncovered nearly 39,000 people across 39 countries and found that 38% of people value enjoyment but don't experience enough of it in their daily lives¹. Hence Club Med's desire to listen to this emerging need and offer its own alternative to this acceleration.

At the heart of the concept is one simple question: What is luxury wasn't about having more, but making more room for what matters most? Enter The Art of Free Time. Club Med's celebration of the freedom to live each moment on your own terms, whether that means doing everything, nothing, or finding joy somewhere in between.



The Pursuit of Happiness

For more than 80 years, researchers at Harvard University² have studied the foundations of happiness. Their findings point to a simple truth that it is always worth remembering: we thrive when we feel connected to others, take care of ourselves, and make time for the moments that bring us joy. That belief sits at the heart of this new campaign.

Life's New Luxury

“The Art of Free Time” is a mindset. A philosophy. It's a way of looking at life differently. Free time is when the best parts of life happen. It's about making room for adventure, connection, discovery and the freedom to play. It's when you put down your phone and embrace the present, without a schedule, without expectations; without guilt.

A Modern Expression of the Club Med Spirit

With “The Art of Free Time” campaign, Club Med is responding to travellers' evolving expectations through a distinctive and deeply embodied positioning: that of a lifestyle, iconic and global brand. A strategic shift that takes the form of a semantic step aside, allowing Club Med to better express the uniqueness that has long been its strength in the eyes of its customers.

“The Art of Free Time is built on the belief that in a world that constantly encourages us to do more, free time has become one of life's greatest luxuries. Since its inception, its Mediterranean cultural roots, Club Med has championed a different way of experiencing that time, one defined by freedom, connection, and discovery. This campaign is a modern expression of that enduring spirit, reimagined for today's traveler. It reflects the cultural strength of the Club Med brand, its enduring relevance across generations and markets, and the strategic role it will play in our next chapter of growth.”

Stéphane Maquaire
President Chief Executive Officer, Club Med

¹ Source: the IKEA Life at Home Report
² Source: the Harvard Study of Adult Development

Ψ *A Mediterranean heritage that has shaped a strong identity for 75 years*

The story of Club Med begins in the Mediterranean, where life has long been shaped by a deep appreciation for togetherness, spontaneity, and the simple pleasure of being present. What started as Club Méditerranée became more than a abridged name. It became a way of seeing the world that continues to define the brand more than 75 years later.

Back to Our Roots

In 1950, the very first Club Med opened on the island of Mallorca, Spain thanks in part to Gérard Blitz, Resistance hero and water polo champion.

His philosophy was simple *"The purpose of life is happiness. The time to be happy is now. And the place to be happy is here."* At the time, "here" meant Alcúdia and its Mediterranean bay. A vision of holidays rooted in simplicity, authenticity and effortless joy.



The Art of Living, Centuries in the Making

For centuries, the Mediterranean has represented more than a destination. It embodies a way of life. A culture rooted in simple pleasures, meaningful connections, and the art of living well. Here, moments are meant to be savored, whether gathered around a long meal, enjoying the sea, or sharing time with family and friends. Free time is not viewed as empty or unproductive. It is an essential part of a life well lived. From the Italian Dolce Vita to the glamour of the French Riviera, this enduring spirit continues to inspire people around the world today.

Happiness on Your Own Terms

Since 1950, Club Med has provided GM's with the freedom to spend your time exactly as you choose. Rooted in a pioneering spirit, the brand creates space for adventure, discovery, connection, and the moments that matter most. For some, it's a day filled with activities and new experiences. For others, it's a quiet moment by the water, a spa treatment, or an afternoon spent admiring the view from a sun-soaked terrace. At Club Med, every stay unfolds on your own terms.



A unique community behind a richer experience

At Club Med, the word "community" is anything but a buzzword. For more than 75 years, G.O.s and G.M.s have shared a common language, traditions and rituals. As ambassadors of the Club Med spirit, G.O.s pass on something invaluable: the value of time taken for oneself.

A Culture of Connection

At Club Med, community isn't a feature of the experience. It's part of the brand's DNA. Since 1950, G.O.s have brought to life a culture of connection, spontaneity, and shared joy that remains central to the Club Med spirit today.

Whether traveling solo, as a couple, with family, or among friends, guests are free to shape each day as they choose. Some embrace the energy of shared meals, sports, and celebrations, while others seek quiet moments of relaxation by the sea, at the spa, or beside a serene Zen pool.

It's this balance between togetherness and personal freedom that makes the experience uniquely Club Med, creating space for every guest to enjoy their free time in the way that feels most meaningful to them.

A Different Way to Experience Time

From pioneering the all-inclusive experience to championing The Art of Free Time, Club Med has always put freedom at the heart of the journey. The freedom to connect or disconnect, to do more or less, and to enjoy every moment on your own terms.



G.O.s: The Colleagues Behind the Club Med Spirit

G.O.s are the living embodiment of the Club Med spirit and the heart of The Art of Free Time. More than hosts, instructors, or entertainers, they help guests make every moment their own. Whether through sport, relaxation, discovery, or shared experiences, they create the atmosphere that has set Club Med apart for generations. They add something no itinerary can replicate: warmth, energy, and a genuine sense of belonging. Through their ability to bring people together, spark new passions, and create memorable moments, they transform free time into something richer and more meaningful. In an increasingly digital world, they are a powerful reminder that the most memorable experiences are still deeply human.



A Campaign as Distinctive as the Brand Itself

"Free time is precious. It allows us to live more fully, rather than simply produce more. This belief inspired The Art of Free Time, a new expression of Club Med's vision, shaped by today's evolving aspirations and its Mediterranean cultural roots. To bring this ambition to life, we chose BETC following a competitive pitch involving several agencies. Their ability to help iconic brands stay relevant and resonate with contemporary culture naturally aligned with our desire to reframe the way people think about free time."

Armelle Vimont-Laurent - Digital marketing, brand & product director, Club Med



A creative team

To bring the campaign "The Art of Free Time" to life, BETC, led by Creative Director David Martin Angelus, brought together director Fleur Fortuné and photographer Tom Emmerson. Together, they have set the tone, established a particular perspective and added a touch of whimsy to the concept of an "all-inclusive" holiday, the art of hospitality, happiness and freedom. The result is a vibrant, original and inspiring campaign that breaks away from traditional hospitality advertising.

Breaking the mold

A departure from convention. That's the spirit behind The Art of Free Time. Rather than portraying vacation as an escape from everyday life, the campaign celebrates the freedom to experience each moment exactly as you choose.

Through a series of playful and unexpected scenes, the campaign brings to life Club Med's distinctive vision of travel: one where spontaneity, discovery, relaxation, and connection coexist effortlessly. From the turquoise shores of Punta Cana to the snow-covered peaks of La Rosière, the characters embrace the freedom to do more, less, or anything in between.

The result is a fresh expression of the Club Med spirit, one rooted in joy, possibility, and the art of living fully.

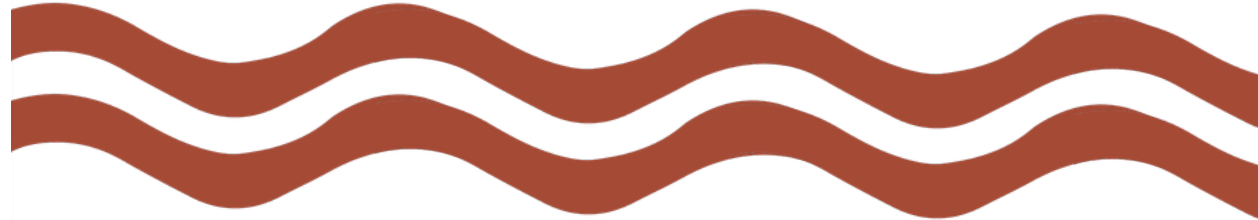


Authentically Club Med

Director Fleur Fortuné and photographer Tom Emmerson created a bold visual world that is pop-inspired, sun-drenched, graphic, and playfully irreverent. Each scene captures free time fully lived, transforming everyday vacation moments into expressions of freedom, joy, and personal choice.

Grounded in authenticity rather than aspiration alone, the campaign celebrates real experiences and genuine emotions.

Complemented by an original retro-inspired soundtrack that feels nostalgic without feeling dated, the campaign brings a distinctive French sensibility to life. The result is a creative expression that reinforces Club Med's unique identity while helping it stand apart in a crowded travel landscape.



A Campaign in Many Forms

"The Art of Free Time" launches across multiple formats: a 63-second cinema film, a 30-second TV spot, two 20-second TV edits. In addition, there is a series of 10 images for display (on the Underground, on billboards, etc.) or for use in the press. Launching globally from 6 September 2026.

With the new campaign "The Art of Free Time", Club Med reaffirms its place as a pioneer in the art of hospitality. Once again, the brand demonstrates its ability to transform a contemporary aspiration into a powerful cultural territory, where togetherness becomes a way of life, freedom becomes an experience, and time itself becomes an art of living.

BETC Agency:

Management and sales team: Bertille Toledano, Marine Hakim, Julie Valero, Margaux David

Creative team: David Martin, Ezequiel Scarpini, Josefina Mateo-Burton,

Strategic planning: Sebastien Houdusse

Production company: POP

Director: Fleur Fortuné,

Photographer: Tom Emmerson

Club Med :

Global Marketing: Armelle Vimont-Laurent, Lucile Sarthou, Salomé Benguigui,

EMEA Marketing: Géraldine Hammer, Paul Guedj, Salomé Salimi

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About Club Med: Founded in 1950 by Gérard Blitz, who was joined in turn by Gilbert Trigano, Club Med invented the concept of all-inclusive holiday clubs and also holidays with childcare with the creation of Mini Club in 1967. Operating in 40 countries around the world and with 68 Premium and Exclusive Collection Resorts, Club Med offers a carefree holiday experience in exceptional destinations and locations. Thanks to the success of its repositioning strategy and with the support of its shareholder Fosun Tourism Group, Club Med is now the world leader in high-end, experiential all-inclusive holidays for active families and couples. Club Med employs nearly 25,000 Gentils Organisateurs (G.O[®]) and Gentils Employés (G.E[®]), representing 110 nationalities.

clubmed.fr

Club Med Ψ - PRESS CONTACTS

Luba Doroshina

External and International Communications Manager

liubov.doroshina@clubmed.com

Camille Fily

Press Relations Manager for France

camille.fily@clubmed.com