

A family of three is running into the ocean on a tropical beach. The mother, wearing a yellow one-piece swimsuit, is on the left, the father, wearing red shorts, is on the right, and a young child in a striped swimsuit is in the middle. They are running away from the camera, splashing water. The beach is sandy and the water is clear and blue. In the background, there are palm trees and a small building on a hillside.

Family at Club Med

gMDT Product Marketing



Club Med, a pioneer in family holidays

Since 1950

Club Med continuously innovates to adapt its All-Inclusive holiday offerings to the ever-evolving expectations of families, aiming to provide them with the best holiday experience.

In 1967

Launch of **Mini Club Med™**, the first ever professional child supervision programme for holidays.

In 2005

Creation of **Club Med Passworld™** specifically for teenagers.

In 2017

Start of **Club Med Amazing Family!™ programme** to offer an intergenerational experience, featuring activities thoughtfully designed to enhance parent-child bonding moments.

In 2022

Drawing inspiration from Positive Education principles, and working with world renowned experts in Positive psychology, learning and well-being, Club Med reimagines child supervision during holidays and expanded its offer by introducing **Mini Club Med +** for 4-10 year olds.

In 2023

Revamp of the teenagers' offer and launch of new **Teens Club Med** for 11-13 year olds and **Chill Pass Club Med** for 14-17 year olds across several Resorts.



Happy kids, Happy families

Different desires, holidays together. At Club Med, everything is in place to create precious moments for the whole family and unforgettable memories for all.

Resorts have everything to ensure an ideal experience for families: every detail is designed to offer total peace of mind, making holidays truly stress-free. Create a bespoke adventure together, with happy memories behind every family photo caption. An All-Inclusive stay at Club Med is as much a source of escape and pleasure as it is about reconnection and serenity.

Kids Clubs

From 4 months to 17 years old

Comfortable accommodation

Suitable for families

Activities

Designed for every member of the tribe

Dining

Elaborate offerings even for your little ones



Promise

3 benefits of the Family offer

01.

Serene family escape

#Adaptability #Ease
#Functionality #Tranquillity

With **family-oriented** infrastructure and facilities, Club Med simplifies and streamlines the organisation to allow each family member to **fully relax** and enjoy precious moments together. G.Ms™ can set off with peace of mind.

02.

Family reconnection

#Together #Emotion
#Joy #Sharing

A holiday offer designed to **promote family reconnection**. G.Ms™ can 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.

03.

Fulfilment for each family member

#Choice #Freedom
#Activities #Relaxation #Pleasure

To enable everyone to **develop their individuality, have fun and recharge**, Club Med has developed specific offers adapted to the needs and desires of each family member. All within a serene setting for parents, thanks to the **qualified G.Os™ in the Kids Clubs**.



01.

Serene family escape

Club Med Resorts make it easy for families to gather, providing dedicated spaces that encourage shared moments.

From **spacious terraces** with family-sized tables for **lunches together** overlooking the sea, a **dedicated pool** and **connecting rooms**, we've thought of everything.

Club Med also lightens the load for parents by providing essentials for the little ones, including the Club Med Baby Welcome™ kit.

Every detail is carefully thought out to **facilitate parental organisation** and delight every member of the tribe.



Rooms & Services

Club Med's Special Touch

Equipment designed to meet the needs of little ones and facilitate parents' organisation.



Rooms

You'll find a range of accommodation options tailored to suit families. This includes **connecting rooms** (guaranteed from the time of booking), **family rooms** with separate areas, and up to **two separate bedrooms**. Additionally, some Resorts offer **family Suites**, with two **separate bathrooms** for preserving everyone's privacy.

Room capacity

Rooms can accommodate 3, 4, 5, or 6 guests depending on the Resort. Suites, Villas and Chalets can accommodate 8-10 guests.



Facilities

Club Med Baby Welcome™ kit¹

This kit is available for all children aged 0 to 2 years. It is **provided in the room** and includes all the necessary equipment such as a bathtub, crib and bottle warmer. A sleeping bag and nappy bin can also be available upon request.

Kids Welcome Kit

For children aged 24–35 months, a step stool and potty are **provided in the room**. Additionally, upon request, you can access a non-slip mat for the bathtub and a bed rail.

+ **Prams** are available for free at the reception, and baby carriers are also provided in our summer mountain Resorts.

Changing facilities

Resorts are equipped with **changing facilities** for maximum convenience. Available in common areas 24/7

Nurse's room

Qualified staff are available in all Resorts with Baby Club Med™ or Petit Club Med™.

Boutique

Diapers are not provided by our Baby our Petit Clubs, but our boutiques usually sell emergency items (toilet products, diaper changes, etc.).



Dining

Dedicated spaces for families

Within the main restaurants, there are **dedicated areas for families**, complete with everything needed for gatherings, including large tables, highchairs and even booster seats.

Food Offer

In all our restaurants, we offer a range of options tailored to babies and children, to satisfy all tastes and accommodate dietary restrictions or allergies.

Baby Corner²

A dedicated counter for children aged 0 to 2 years in the main restaurant. This area offers balanced baby food options as well as kitchen utensils.

Baby Bottle Preparation area³

In a dedicated room, **you'll find all the equipment and amenities** to prepare baby meals: blender, steriliser, bottle warmer, microwave, refrigerator, milk (both whole and skimmed), water and biscuits. Available 24/7.

Snack time and other delightful moments

Delicious surprises are planned throughout the week to delight every taste bud. On the menu: pancakes, seasonal fruits, a Big Family Tea Time event... A historic expertise in creating memorable events that will leave lasting memories for the whole family.

¹ Club Med Baby Welcome™ kit – offered in all Resorts welcoming children under 2 years old.

² Baby Food Area – available in all Resorts welcoming children under 2 years old.

³ Offered in Resorts with Baby Club Med™ only

Spaces & Amenities

Club Med's Special Touch

Specially designed spaces for each age group.



Family Oasis

Specifically designed and entirely dedicated to families, Club Med's Family Oasis offer a **family area** where everything is tailored for them: accommodation, pool and water games, bar, furnishings and sun loungers...

Where to find them

Cancun

Aguamarina, a seaside family oasis, offers parents a chance to unwind by the pool as their kids frolic in the water, or savour fruity mocktails together. Just a short stroll away, families can even enjoy a nap in bungalows designed for both adults and children.

To come in 2024: Le Ksar in Marrakech la Palmeraie !



Spaces designed with everyone in mind

Children

There are multiple dedicated areas for each Kids Club. These often include several **playrooms** and activity spaces where kids can learn through play and explore a wide range of activities. The littlest ones also have a brightly coloured room with stimulating games. Children can also enjoy **outdoor play areas** when available.

Teens¹

Various spaces are designed for teenagers to hang out and relax together, accessible throughout the day to serve as social hubs for interaction. They can also enjoy our **outdoor areas** where they can spend time together, have fun, play and plan their activities as they please.

Families¹

Dedicated rooms are available for games and bonding moments with all the family. In our ESAP Resorts, there are even specially designed Amazing Family spaces, where both young and old can create unforgettable memories during their stay.

Adults Only¹

Various areas are exclusively for adults. These might include a **pool, bar or lounge** – perfect places to unwind in an atmosphere tailored just for them.



Family pools & water games

Family water facilities¹

Including amenities such as paddling pools, pools with gradual depth and water play areas.

Usually available in these locations:

- In the Family Oasis
- At the main pool
- In a dedicated children's pool within the Kids Club's premises

Mini Splash² concept

- Water playground
- Designed for families & children

¹At selected resorts, details in the appendix.
²See Mini Splash specifications in the appendix.



Water Parks NAM

Club Med's splash park is a vibrant oasis where kids can frolic and play in a safe water wonderland. With interactive water features, colorful fountains, and exciting play structures, children are invited to let their imaginations run wild as they splash, giggle, and make new friends.



**Club Med Michès Playa Esmeralda
Splash Park**



**Club Med Cancun
Splash Park Opening in 2024**

→ **Coming soon in : Club Med Punta Cana**



02. Family Reconnection

Club Med ensures that families spend quality time together and create unforgettable memories.

Through the **Club Med Amazing Family!**[™] programme and various initiatives within our Resorts, including sports, meals, snacks and well-being activities, families have all they need to come together and make the most of their time in each other's company.



Club Med Amazing Family!™

A time for bonding and creating unforgettable family moments!

Club Med's Special Touch

Club Med draws upon its expertise to create enjoyable opportunities for families who, now more than ever, seek to reconnect through specially designed games and activities.

[Offer communication kit](#) →

[Amazing Family web page](#) →



Concept

A concept developed with innovation experts

It was also co-created with G.Os™ following ethnological research in various Resorts, aiming to understand how families interact together.

A multigenerational concept

The Amazing Family!™ programme is an innovative concept of shared activities between parents and children to reconnect and create unforgettable memories.

Children, parents and grandparents—all generations together. With your own family and others.



For shared moments

A weekly programme of activities that enables families to do things together and share quality time, resulting in lasting memories.



A variety of Activities

A diversity of activities encapsulated in different “TIME TO” themes. A combination of 3-5 “TIME TO” deployed according to Resorts within a weekly schedule

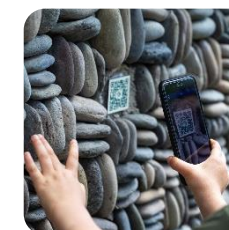
Time to Splash



Time to Play



Time to Quest



Time to Recharge



Time to Move



Time to Celebrate



Time to Care



Time to Cook



Time to Snow



Examples of games: Time to Play : A host of over-sized games mixing logic skills, team spirit and fun : Giant Twister, Connect 5, Molky, Giant Jenga... Time to Splash : Slip'N'Slide, boat race..., Time to move : Family Olympics, sandcastle building, kite competition... Applicable to both Sun and Mountain Resorts. Please refer to the Appendix for the list of Resorts included in this offer.

Wellness & Sports Experiences¹



Sports Experiences

At Club Med, we make sports accessible from the age of 3 to encourage kids to try out and discover new sports.

Sports offered within the Kids Clubs

Supervised by qualified G.Os™.
E.g. Tennis, Circus from 4 years old, Ski from 3 years old, etc.

Sports accessible for independent practice from 4 years old

With adult supervision to promote parent-child participation.
E.g. Tennis (> 4 years old), Kayaking, Padel (>6 years old), Paddle, Golf (>8 years old), etc.

Sessions designed for families

E.g. Family circus sessions in Marbella.



Family yoga

Within the Heberston yoga school in EAF Resorts, we've developed a yoga module for babies aged 4 months to 3 years old, as well as the Vibhava Parents & Children module, open to children from 4 years old.

Family rally

We've designed a fun course specifically for families, with challenges suitable for the little ones. Available in our Mountain Resorts during the summer.

Family hike

Enjoy a half-day guided hike, suitable for the whole family, even those with baby carriers. Available in our Mountain Resorts during the summer.



Wellness Experiences



Spaces and cocooning activities that offer quality moments of tranquility with family and/or alone.*

A partnership with Too Fruit¹, a brand of organic and natural cosmetics dedicated to children, with other 30 products available in our spas.

- Body and facial massages using dedicated products and care protocols for children starting from 6 years old.
- A selection of body and facial massages available to teenagers from 13 years old.
- Facial and/or body treatments for parents and children in double cabins.

¹ Available in selected Resorts.

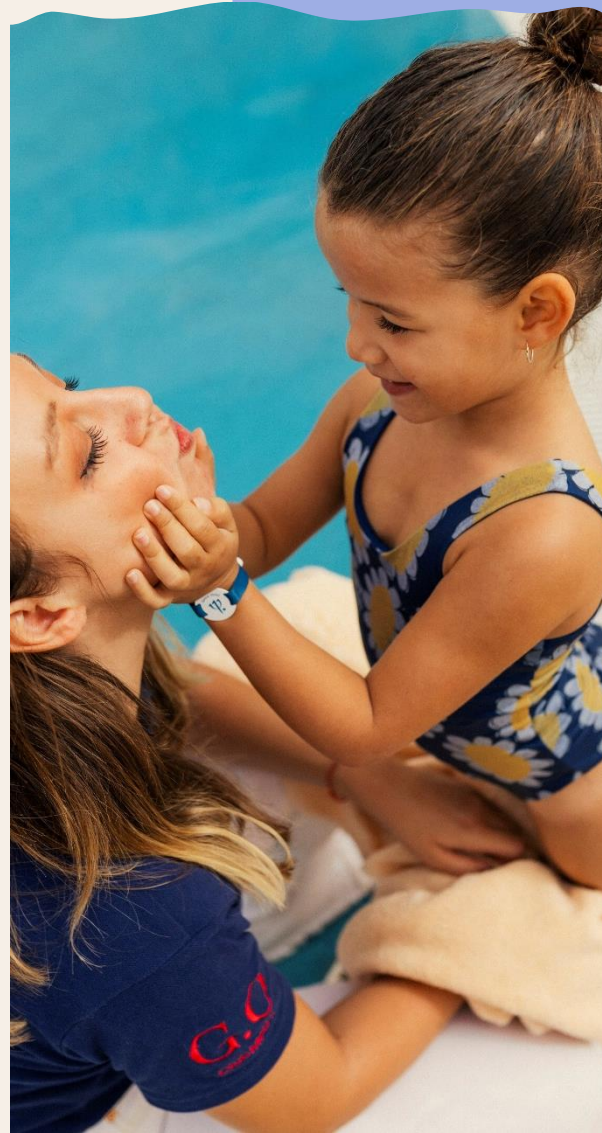
* At extra cost

03.

Fulfilment for each family member

Because every family member deserves to enjoy their holiday at their own pace, Club Med offers something for everyone.

We have Kids Clubs with specially tailored programmes for each age group, a wide range for activities designed for adults, and opportunities for everyone to reconnect in an environment that allows each family member to flourish.



- **Baby Club Med™**
For ages 4- 23 months
- **Petit Club Med™**
For ages 2 - 3 years
- **Mini Club Med +**
For ages 4- 10 years
- **Teens Club Med**
For ages 11- 13 years
- **Chill Pass Club Med**
For ages 14- 17 years
- **For Adults**

By reservation and *at extra cost*

Baby Club Med™

From 4 to 23 months

Philosophy & Practical information

Baby Club Med™ provides **babies a tailored environment that's both nurturing and stimulating**. We pay special attention to creating spaces that cater to the needs of little ones, ensuring their safety and promoting their development, rest, motor skills and entertainment.

Qualified early childhood professionals¹ take care of them with kindness, and the staff-to-child ratio complies with current regulations.

A daily logbook will keep parents informed about their child's daily schedule and activities.

This service is available for an additional fee and has limited capacity to ensure the well-being and safety of the children.

¹ For example in France, all Resorts comply with French standards for young children's care, 100% of caregivers are certified. For the EAF zone: Supervision in small groups to meet the needs of each child: 4 to 13 months = 5 children per caregiver, 14 to 36 months = 8 children per caregiver.

Club Med's Special Touch

Children who walk and those who don't are cared for separately, allowing each little explorer to progress at their own pace.

They will discover a variety of sounds, colours and materials.

They can also develop their motor skills using vibrant equipment or enjoy the natural surroundings.

- Baby Equipment and Toys
- Stimulating activities for psychomotor development (outdoor discovery, arts and crafts, music initiation and educational games).
- Naps and quiet breaks.
- Specially prepared meals for babies and the option to have lunch with the G.Os™.

6 days a week in EAF
7 days a week in other regions
Mountain: 08:30 - 17:00
Beach: 08:45 - 17:30

Typical daily schedule

- 09:00 – Family breakfast to kick off the day
- 09:30 – Playtime, outdoor strolls and well-deserved rest!
- 11:00 – It's time for a balanced lunch (with or without parents)
- 12:00 – Naptime and relaxation
- 14:00 – Gym session for stretching, crawling and exploration
- 16:00 – Feeling hungry? Snack time!
- 16:30 – Let the creativity flow! Salt dough, painting, or musical exploration
- 17:30 – Heartwarming reunions with parents

[More details on the offer](#) →



By reservation and *at extra cost*

Petit Club Med™

From 2 to 3 years old

Philosophy & Practical information

Petit Club Med™ provides a playful environment designed to encourage exploration and socialisation for children aged 2 to 3 years.

They get to enjoy tailor-made leisure activities, including **arts and crafts, music and educational games**.

Qualified early childhood professionals¹ take care of them with kindness, and the staff-to-child ratio complies with current regulations.

The number of available spots is limited to ensure their well-being and safety.

Club Med's Special Touch

We provide an extensive timeframe with childcare service to look after your little ones, even in the evenings.

Our teams adapt to each child's schedule, alternating between activity and rest times throughout the day.

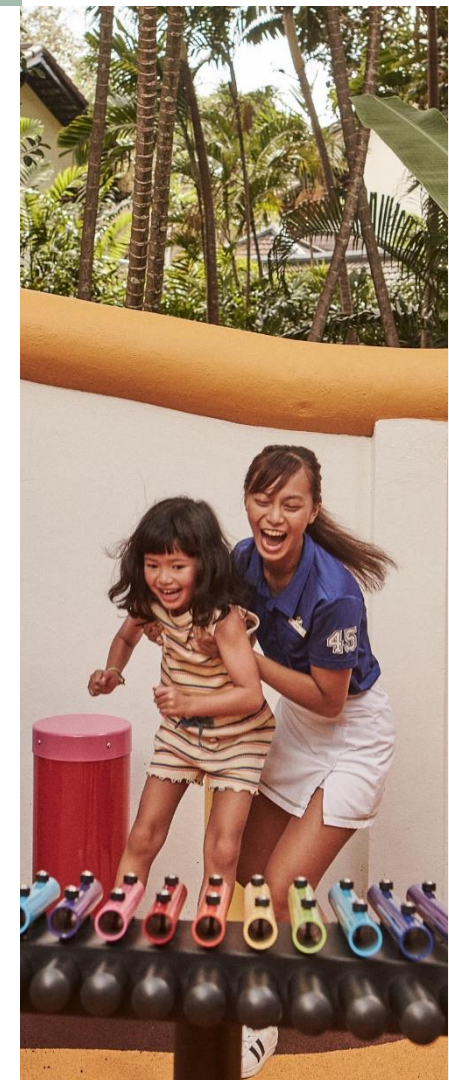
- Collective artwork and motor skill courses, treasure hunts: awakening, sociability and discovery play a significant role in each child's day.
- Naptime, reading stories, and nursery rhymes provide quieter moments for your children to recharge.
- Activities related to skiing in the mountains, creative arts, expression and play.
- Relaxation time.

6 days a week in EAF
7 days a week in other regions
Mountain: 08:30 - 17:00
Beach: 08:45 - 17:30
Evening: 19:30 - 21:00²

Typical daily schedule

- 09:00 – Family breakfast to kick off the day
- 10:00 – Painting, treasure hunts, little tennis, or a Village stroll
- 11:00 – It's time for a balanced and yummy lunch (with or without parents)
- 12:30 – Rest and naptime for everyone to recharge!
- 14:30 – Dress-up, face painting, or poolside games, kicking off a delightful afternoon
- 16:30 – A brief relaxation break: musical listening for some, nursery rhymes for others
- 17:30 – Reunion with parents
- 19:00 - Evening program with the G.Os™²

[More details on the offer →](#)



¹In France, 100% of caregivers are certified, and all Resorts comply with French standards for young children's care.

²Available in all Resorts with Petit and Mini Club Med+. Included except on certain dates (14th July, 15th August). Please note that children join their families for dinner before the evening program

Service included

Mini Club Med + From 4 to 10 years old

What's included

A new pedagogical approach

Inspired by Positive Education, promoting 6 strengths (see right)

New activities

Exciting and diversified new activities

The best of the original Mini Club Med

Sports, games, Mini Club Med Show...

Club Med's Special Touch

Inspired by the principles of Positive Education, this approach goes beyond entertainment, promoting and nurturing children's individual and collective strengths through fun activities and sports that spark new discoveries and passions.

An approach promoting 6 strengths



Creativity



Courage



Confidence



Cooperation



Connection



Celebration

[Offer communication kit](#)



¹ Included except on certain dates (14th July, 15th August), etc. Please note that children join their families for dinner before the evening program

6 days a week in EAF
7 days a week in other BUs
Mountain: 08:30 - 17:00
Beach: 08:45 - 17:30
Evening: 19:00 - 21:00¹

Example Activities

Let's Roll!

Everyone moving in the same direction! Using tubes, children must roll marbles from the start to the finish line. Between teamwork and adaptability, they explore various marbles to advance together toward a common goal.

Nature Detective

Adventure awaits! During this treasure hunt, children set out to explore nature in search of all its treasures. Trees, flowers, animals... they will learn to recognise the world around them. An outdoor walk that will breathe life into their curiosity.



An approach designed for kids to be happy, connect & grow with confidence

Service included

Teens Club Med & Chill Pass Club Med

From 11 to 17 years old

In 2023, Club Med revamps its holiday programmes for teenagers.

At 11, 14, or 17 years old, teens have different interests, backgrounds, rhythms and curiosities. To better connect with them, Club Med is introducing **two new offers** in 2023: **TEENS CLUB MED** for 11-13-year-olds and **CHILL PASS CLUB MED** for 14-17-year-olds. The goal is to foster harmonious group dynamics and provide activities that cater precisely to the various facets of teenage life during holidays.

How were these programmes developed?

Several weeks of immersion in five Club Med Resorts in 2020 and 2022, our partnered agency compiled a multifaceted profile of the teenagers who frequented these Resorts to design the best possible experience.

Club Med's Special Touch

By encouraging face-to-face interactions, these age-tailored programmes create a sense of togetherness right from the start of the trip. This allows teenagers to meet, choose activities that interest them, and form special bonds.

Day 1 purpose : building group cohesion

Activities are tailored for each age group, encouraging socialisation among teenagers and enabling them to connect over shared interests as soon as they arrive.

[Offer communication kit](#)



2 unique programmes based on different principles for each age group

Teens

Break the routine and create unexpected moments

Activities are reimagined and **adventure games** provide fresh and surprising approaches to familiar activities (sports, water games, etc.).

Showcase and share their talents

Club Med facilitating teens' creative expression through workshops and dance performances during the grand show.

Chill Pass

Time to unwind

Teens can rediscover spaces and will be able to experience moments within **unexpected locations** through **ephemeral activities**.

Offering exclusive and magical evenings

Exclusive evenings (pool party, laser game) just for them to experience that sense of freedom and autonomy.



Overview: Club Med's Kids Clubs

At extra cost

Baby Club Med™ For 4 to 23 months



Focus on the senses and emotions

A **calm** and **reassuring** environment, just like home

- **Limited availability**
25 children on average
- **2 age groups**
4-14 months & 14-24 months

Petit Club Med™ For 2 to 3 years old



Focus on discovery and socialisation

A **warm** and safe environment that stimulates their **creativity** and **curiosity**

- **Limited availability**
25 children on average
- **2 age groups**
2 years & 3 years

Dedicated facilities with a fun programme designed for each age group, organised and supervised by specialised and attentive G.Os™

Included in the package

Mini Club Med + For 4 to 10 years old

S22



Focus on strengths, energy and fun

Dedicated spaces offering a choice of environments by age/activity

- New educational approach inspired by Positive Education
- **Limited availability.** Resort registration required.
- **3 age groups**
4-5 years, 6-7 years & 8-10 years

Our promise:

Children discover new things about themselves, others, and the world at their own pace through playful and interactive experiences. They return from their holidays with rich memories and newfound knowledge.

Teens & Chill Pass For 11 to 17 years old

S23



Activities **dedicated to teenagers**, adapted to their **tastes** and at their **pace**

- **Teens Club Med**
A programme designed for teenagers aged 11 to 13 years.
- **Chill Pass Club Med**
A programme designed for teenagers aged 14 to 17 years.
- **2 age groups**

Moments tailored for adults who are more than just parents.

While the children are having a blast, adults can momentarily shed their parenting responsibilities and indulge in facilities designed exclusively for them. This includes lounging spaces, serene pools complete with bars – all moments to themselves, free from any pangs of guilt.



+60 activities

Unlimited sports options with courses tailored to different levels and a spa* featuring renowned brands



Excursions¹

Excursions to explore the surrounding areas of the Resorts and live new experiences



Evenings

Unique evening events and spectacular shows

The choice to do everything or nothing at all!

Adults

[Wellness at Club Med](#)



¹At extra cost

Club Med Family offer in a nutshell



Summary
Key Figures
Commercial Offers

The perfect balance between shared time and personal time



Family Experiences¹

- Club Med Amazing Family!™
- Family water-based games
- Parent-child wellness and spa sessions
- Family treasure hunts and hikes

Facilities

- Family rooms
- Family areas
- Family pools
- Family dining areas in restaurants

Kids & Teens Clubs

- baby Club Med
- petit Club Med
- mini+ Club Med
- TEENS & CHIL PASS Club Med

Activities¹

- Ski & Snowboard
- Canoe Kayak
- Yoga and massages
- Golf
- Racket sports, and more

¹This list is not exhaustive and varies depending on age.



More than 50 years expertise in making all family members happy

Pioneers in Kids Clubs

With trained and specialised G.Os™

At extra cost



Included in the package



Travel with peace of mind

Family Service

Club Med Baby Welcome™ kit, bottle room, nurse's room, changing facilities, etc.



Dedicated accommodation

Comfort for the entire family

Connecting rooms, family rooms and Suites



Family Facilities

Top-notch equipment and facilities

Family areas and pools, family-friendly restaurant amenities



Family Activities



To create lasting memories

Club Med Amazing Family!™, unique activities

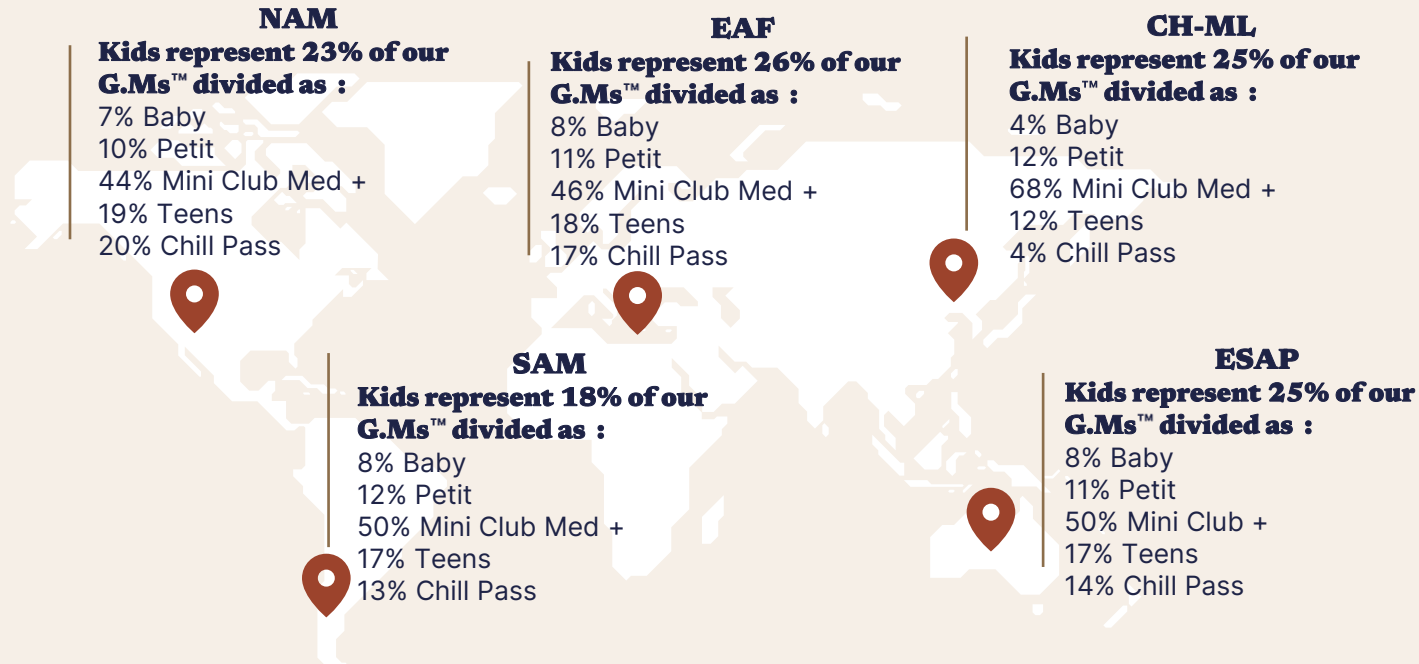


- Unique to Club Med : A very international and internationally trained G.O™ team. No-one else welcomes each guest in his own language for kids, with teams who have worked throughout the world and been trained at Club Med.
- Facilities for children of all ages, one of the broadest offerings in the world of hospitality.
- Club Med's kids' clubs provide an extensive list of sports and activities for children to explore, create, learn and grow.
- A wide range of activities and facilities dedicated to families, allowing them to come together, bond and create lasting memories.
- Always family-friendly: free stays for children under 4 years old and price reductions for children aged 4 to 17¹ are available.

¹ Depends on BUs' offer (slide 19)

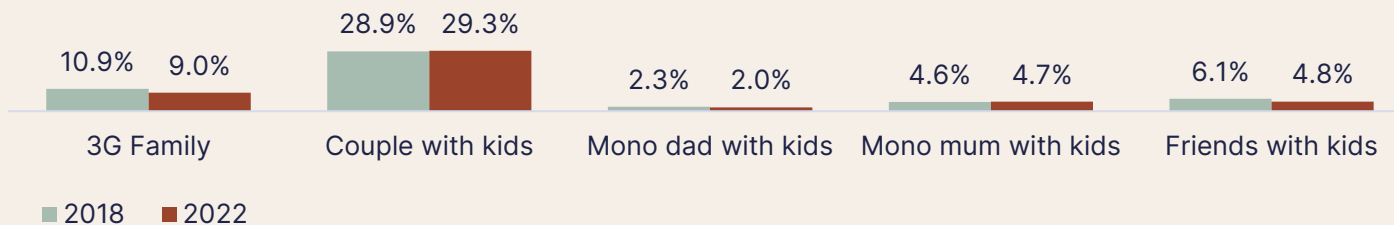
Key Figures

% of client database & distribution per Kids Club



 which represent **308,000 G.Ms™ aged 0 - 17 yrs old in 2022**

Family customer base evolution (in total households)



We have 173 kids clubs worldwide :

- **25 Baby Club Med™**
for ages 4 to 23 months
= **40% of our Resorts with Baby Club Med™**
- **46 Petit Club Med™**
for ages 2 to 3 years
= **70% of our Resorts with Petit Club Med™**
- **51 Mini Club Med +**
for ages 4 to 10 years
= **80% of our Resorts with Mini Club Med**
- **52 Teen Supervision**
for ages 11 to 17 years
= **80% of our Resorts with Teen Supervision**



Commercial Offers for NAM G.Ms

Kids under 4 years old

Stay free* in ALL resorts worldwide

4-11 years old

-50% discount on their stay in all NAM resorts and IZ Sun resorts

-20%* discount on their stay in IZ Ski resorts

12-15 years old

-20% discount on their stay in all NAM resorts and IZ Sun resorts (no discount in IZ ski resorts)

Please note that these free stays and discounts are already included in the prices provided and apply exclusively to the accommodation portion (excluding transportation and potential

Kids policy NAM GMs			
	under 4	4-11	12-17
Sun NAM	-100%	-50%	-20%
Ski NAM	-100%	-50%	-20%
Sun EAF	-100%	-50%	-20%
Ski EAF	-100%	-20%	0%
Sun APAC	-100%	-50%	-20%
Ski APAC	-100%	-50%	-20%
Sun SAM	-100%	-50%	-20%



Six or More, Save More: Families from 6+ adults

Take your tribe (cousins, grandparents, grandchildren, etc.) on holiday and receive special attentions included in your stay.

Extra 5% discount

Get an extra 5% OFF your booking, when traveling with 6 or more adult guests. Offer can be combined with ANY other promotion.

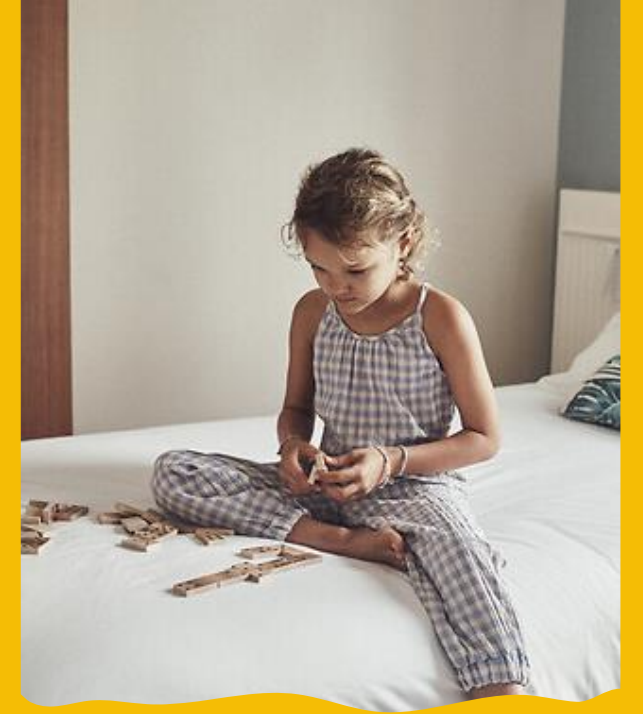
Offer valid for groups of minimum 6+ adult guests, max 15 guests (adults & kids)

To book please contact our call center:
+1 (888) 932-2582

Offer applicable to all NAM resorts bookings. Blackout dates apply including Christmas & New Year weeks, President Week, Thanksgiving Week



Visual assets



**Photos
Videos**

Dream baskets have been created to showcase the best of our latest photoshoots

Family Experience



LIFT_SUN_EC_L119_116



TIGC_L122_078



ALHC_A122_013



ALBC_EC_A122_092



PCAC_J121_139

[Complete dream basket available here](#)

Dream baskets have been created to showcase the best of our latest photoshoots



Kids Focus



PCAC_J121_112



LROC_G122_083



TEENS_SUN_B123_073



PRAC_A123_115



MMAC_J122_123

+ Latest Kids photoshoots :

- MINI_CLUB_SNOW_C123 (mini-club+ snow)
- TEENS_SUN_B123 (teens sun)
- DBAC_J122 (teens sun)
- ARPC_F222 (summer mountains)
- PCAC_J121 (mini-club+ sun)

[Complete dream basket available here](#)

Illustrative videos for each programme



Mini Club Med + Aspirational video – Mountain

Dream:

FR: MINICLUBMED+_D122_MOUNTAINS_FR
EN: MINICLUBMED+_D122_MOUNTAINS_EN

Youtube

FR : <https://youtu.be/Q4dx27jJ7PM>
EN : <https://youtu.be/Op8qrvRWvnk>



Amazing Family!™ video

Dream:

FR: AMAZING_FAMILY_B120_FR
EN: AMAZING_FAMILY_B120_EN

Youtube

EN : <https://youtu.be/oOnPHMOOZ8Q>
FR : <https://youtu.be/38xmKhomd7Q>



Mini Club Med + Aspirational video - Sun

Dream:

FR: MINICLUB+_J121_FR
EN: MINICLUB+_J121_EN
ES: MINICLUB+_J121_ES

YouTube (unlisted)

✓ FR : <https://youtu.be/eqU0ace5BRc>
✓ EN: <https://youtu.be/2ViFW4FNv44>
✓ ES : https://youtu.be/OmF7Abv_fs4



Mini Club Med + Training video

Dream:

✓ MINICLUBMED+_PEDAGOGIC_D122_EN
✓ MINICLUBMED+_PEDAGOGIC_D122_FR

Youtube:

✓ FR : https://youtu.be/hogG_ytqqIU
✓ EN: <https://youtu.be/aojpEQyrcHM>

Version courte 30s:

✓ MINICLUBMED+30_PEDAGOGIC_D122_EN
✓ MINICLUBMED+30_PEDAGOGIC_D122_FR



Dedicated video for 14-17-year-olds

Dream horizontal format:

TEENSF_CHILLPASS_SUN_B123

Dream vertical format:

TEENSF_CHILLPASS_SUN_B123_VERTICAL

YouTube link: [here](#)



Generic video for 11-17-year-olds

Dream:

TEENSF_CHILLPASS_GENERIC_SUN_B123

YouTube link: [here](#)

[CHINA VERSION AVAILABLE HERE](#)
[CANADA VERSION AVAILABLE HERE](#)

Communication Guidelines



**Tone
Glossary**

Glossary

Do

Dare, bond
Spark
Discoveries
Portrait
The little ones
Jungle lullaby
Treetop treasures
Castle builders
Capture the moment
For ever
Fun flashbacks
Splash saga
Little moments, big joy
Little jumps, big laughs
Tiny hands, round eyes
New friendships
A postcard of memories
Jumping into one's arms
Filling up the photo album
Coming out of their shell
Catching snowflakes
Sorting seashells
Growing up in so many ways

...

Don'ts

The little monsters
Having a blast



FREEDOM AND YOU
fresh
aψr

Family Press Kit

A ready-to-use press kit that covers the key points of the family experience at Club Med.

Available with a snow or sun cover, the content remains the same.



Sun version links :

[EN : Press kit_Family_SUN_VEN.pdf](#)

[FR : DossierPresse_Famille_SUN_VF.pdf](#)



Snow version links :

[EN : Press kit_Family_SNOW_VEN.pdf](#)

[FR : DossierPresse_Famille_SNOW_VF.pdf](#)

Brand Identity Assets

Logos have been designed following the brand identity update



Baby Club Med_Logo



Petit Club Med_Logo



Mini Club Med+_Logo



Teens & Chill Pass_Logo



Amazing Family!

The logos are available in multiple formats for Teens & Chill Pass logos (individual logos and 2 mashup formats)

Appendix

Useful documents from other BUs

- ✓ Kit de Com EAF Famille été 2023
- ✓ Offre Tribu
- ✓ Sport – Toolkit
- ✓ Wellness Product Presentation
- ✓ Amazing Family
- ✓ Baby & Petit Club Med
- ✓ Kit de comm gamme Access Jeunes Parents
- ✓ Mini Club Med +
- ✓ Teens & Chill Pass Club Med

Recap Club Med Kids Clubs

Baby Club Med	Petit Club Med	Mini Club Med +	Teenagers club/supervision	Amazing Family
25	45	51	52	42

BU	Resorts	Baby Club Med	Petit Club Med	Mini Club Med +	Teenagers club/supervision	Amazing Family
EA	La Plantation d'Albion Club Med		1	1	1	
EA	Les Villas d'Albion		1	1	1	
EA	Alpe d'Huez	1	1	1	1	1
EA	Les Arcs Panorama	1	1	1	1	1
EA	La Caravelle	1	1	1	1	1
EA	Cap Skirring				1	
EA	Da Balaia	1	1	1	1	1
EA	Djerba La Douce	1	1	1	1	
EA	Grand Massif Samoëns Morillon	1	1	1	1	1
EA	Apartments-Chalets Grand Massif Samoëns	1	1	1	1	1
EA	Gregolimano			1	1	
EA	La Palmyre Atlantique	1	1	1	1	1
EA	La Rosière	1	1	1	1	1
EA	La Pointe au1 Canonniers	1	1	1	1	1
EA	Magna Marbella	1	1	1	1	1
EA	Marrakech la Palmeraie	1	1	1	1	1
EA	Opio en Provence	1	1	1	1	1
EA	Palmiye Hôtel	1	1	1	1	1
EA	Palmiye	1	1	1	1	1
EA	La Plagne 2100		1	1	1	1
EA	Pragelato Sestriere		1	1	1	1
EA	Peisey-Vallandry		1	1	1	1
EA	Serre-Chevalier	1	1	1	1	1
EA	Seychelles		1	1	1	1
EA	Saint-Moritz Roi Soleil			1	1	
EA	Tignes		1	1	1	1
EA	Val d'Isère			1	1	1
EA	Valmorel	1	1	1	1	1
EA	Apartments-Chalets Valmorel	1	1	1	1	1
EA	Yasmina		1	1	1	

BU	Resorts	Baby Club Med	Petit Club Med	Mini Club Med +	Teenagers club/supervision	Amazing Family
APAC	Bali	1	1	1	1	1
APAC	Beidahu		1	1	1	1
APAC	Changbaishan			1		
APAC	Cherating beach	1	1	1	1	1
APAC	Guilin		1	1	1	1
APAC	Kabira Ishigaki		1	1	1	1
APAC	Kani			1	1	1
APAC	Kiroro Grand		1	1	1	
APAC	Lijiang		1	1	1	1
APAC	Phuket	1	1	1	1	1
APAC	Bintan Island		1	1	1	1
APAC	Sahoro Hokkaido		1	1	1	1
APAC	Tomamu Hokkaido		1	1	1	1
APAC	Yabuli		1	1	1	
NAM	Cancún		1	1	1	1
NAM	Iltapa Pacific	1	1	1	1	1
NAM	Michès Playa Esmeralda	1	1	1	1	1
NAM	Punta Cana	1	1	1	1	1
NAM	Quebec Charlevoix1	1	1	1	1	1
NAM	Colombus				1	
SAM	Lake Paradise			1	1	1
SAM	Rio Das Pedras		1	1	1	1
SAM	Trancoso		1	1	1	1

[link here](#)



Roll out: Club Med Teens & Club Med Chill Pass

As of 1st July 2023, **13 Resorts** have been deployed

Initial focus on Sun Resorts



EAF Resorts

- La Caravelle
- Seychelles
- La Pointe aux Cannoniers
- La Plantation d'Albion

NAM Resorts

- Punta Cana
- Michès Playa Esmeralda
- Cancùn
- Ixtapa Pacific

APAC & SAM Resorts

- Kani
- Bali
- Bintan Island
- Cherating beach
- Phuket

Following this, there will be a **gradual rollout** and a **winter version is set to launch in W24.**

W24 :

- All EAF mountain Resorts - Winter version
- Cap Skirring – Sun version

Our goal is to **have 100% of Resorts onboarded** with the new teen offer by W24.

Junior & Passworld naming will be phased out completely with deployment of
Teens Club Med & Club Med Chill Pass



Amazing Family Resorts

BU	Category	Country	Resort code	Resort	Amazing Family
EA	Mountain	France	ALHC	Alpe d'Huez	Done
EA	Mountain	France	AEXC	Arcs Extrême	No
EA	Mountain	France	ARPC	Arcs Panorama	Done
EA	Mountain	France	GMAC	Grand Massif	Done
EA	Mountain	France	PLAC	La Plagne 2100	Done
EA	Mountain	France	LROC	La Rosière	Done
EA	Mountain	France	PVAC	Peisey-Vallandry	Done
EA	Mountain	France	SCHC	Serre-Chevalier	Done
EA	Mountain	France	TIGC	Tignes	Done
EA	Mountain	France	VDIC	Val d'Isère	Done
EA	Mountain	France	VTHC	Val Thorens Sensations	No
EA	Mountain	France	VMOC	Valmorel	Done
EA	Mountain	Italy	PRAC	Pragelato Sestriere	Done
EA	Mountain	Switzerland	SMRC	Saint-Moritz Roi Soleil	No

BU	Category	Country	Resort code	Resort	Amazing Family
EA	Sun	France	LPAC	La Palmyre Atlantique	Done
EA	Sun	France	OPIC	Opio en Provence	Done
EA	Sun	France	VERC	Vittel	No
EA	Sun	Greece	GREC	Gregolimano	No
EA	Sun	Italy	CFAC	Cefalu	No
EA	Sun	Portugal	DBAC	Da Balaia	Done
EA	Sun	Spain	MMAC	Magna Marbella	Done
EA	Sun	Morocco	MPAC	Marrakech la Palmeraie	Done
EA	Sun	Morocco	YASC	Yasmina	No
EA	Sun	Senegal	CSKC	Cap Skirring	No
EA	Sun	Tunisia	DDOC	Djerba la Douce	No
EA	Sun	Turkey	BODC	Bodrum	No
EA	Sun	Turkey	PALC	Palmiye Bungalow	Done
EA	Sun	French West Indies	CARC	La Caravelle	Done
EA	Sun	French West Indies	BUCC	Les Boucaniers	No
EA	Sun	Mauritius	ALBC	La Plantation d'Albion	No
EA	Sun	Mauritius	MAUC	La Pointe aux Canoniers	Done
EA	Sun	Seychelles	SEYC	Seychelles	Done
EA	Cruise	France	CM2C	Club Med 2	No

BU	Category	Country	Resort code	Resort	Amazing Family
ESAP	Sun	Indonesia	BALC	Bali	Done
ESAP	Sun	Indonesia	RBIC	Bintan Island	Done
ESAP	Mountain	Japan	SAOC	Hokkaido Sahoro	Done
ESAP	Sun	Japan	KABC	Kabira Ishigaki	Done
ESAP	Mountain	Japan	KIPC	Kiroro Peak	No
ESAP	Mountain	Japan	TOMC	Tomamu	Done
ESAP	Sun	Malaysia	CHEC	Cherating	Done
ESAP	Sun	Maldives	KANC	Kani	Done
ESAP	Sun	Thailand	PHUC	Phuket	Done

BU	Category	Country	Resort code	Resort	Amazing Family
GC	Countryside	China	ANJJ	Anji	Done
GC	Mountain	China	BEIC	Beidahu	Done
GC	Mountain	China	CBAC	Changbaishan	No
GC	Sun	China	CGBJ	Golden Coast	Done
GC	Countryside	China	GUIC	Guilin	Done
GC	Countryside	China	LJIC	Lijiang	Done
GC	Countryside	China	LAKJ	Thousand Island	Done
GC	Mountain	China	YABC	Yabuli	No
GC	Countryside	China	YANJ	Yanqing Lejing	Done
GC	Countryside	China	YAQJ	Yanqing Lijing	Closed

[Link here](#)

BU	Category	Country	Resort code	Resort	Amazing Family
NAM	Sun	Bahamas	COLC	Columbus Isle	No
NAM	Mountain	Canada	QCHC	Quebec Charlevoix	Summer 23
NAM	Sun	Dominican Republic	MPEC	Michès Playa Esmeralda	Done
NAM	Sun	Dominican Republic	PCAC	Punta Cana	Done
NAM	Sun	Mexico	CANC	Cancun Yucatan	Done
NAM	Sun	Mexico	IXTC	Ixtapa Pacific	Winter 23
NAM	Sun	Turks & Caicos	TURC	Turquoise	No
SAM	Sun	Brazil	LAPC	Lake Paradise	Done
SAM	Sun	Brazil	RDPC	Rio das Pedras	Done
SAM	Sun	Brazil	TRAC	Trancoso	Done

Aquatic facilities

FAMILIES & CHILDREN

MAIN POOL WITH CHILDREN'S FACILITIES

Definition:

- Accessible to all
- Located in the heart of the Resort

Characteristics:

- With a paddling pool / shallow area / or neither
- With or without water games
- Heated or unheated
- Open year-round or seasonally
- Outdoor and/or indoor
- Opening period: summer, winter or both
- Specify the dates

CHILDREN'S POOL WITHIN THE KIDS CLUB

Definition:

- Exclusively for children aged 4 months to 10 years.

Characteristics:

- Petit and/or Mini Club
- With or without water games
- Heated or unheated
- Open year-round or seasonally
- Outdoor and/or indoor
- Opening period: summer, winter or both
- Specify the dates
- Operating hours of the Kids Club only / Accessible to families outside of Kids Club hours

SPACES DEDICATED TO FAMILIES

Definition:

I-FAMILY POOL

- Separate from the main pool
- Designed for families
- Children of all ages

Characteristics:

- With or without water games
- Heated or unheated
- Heated or unheated
- Open year-round or seasonally
- Outdoor and/or indoor
- Opening period: summer, winter or both
- Specify the dates

II. MINI SPLASH*

Water playground with aquatic games
Designed for children and families

NEW



DEFINITION REMINDER:

Shallow area (for children): The shallow end of a pool, gradually deepening from the beginning to the end.

Paddling pool (for babies): 10cm deep

Aquatic facilities availability

Mini Splash	Family Pool	Kids Pool
<p>La Caravelle (cf next slide) Cancun¹ (coming December '24)</p>	<p>Cancun¹ La Pointe aux Canonniers Marrakech la Palmeraie¹ Michès Playa Esmeralda Seychelles</p> <p><i>¹Located within a Family Oasis</i></p>	<p>La Plantation d'Albion Bali Cancun Changbaishan Da Balaia Djerba Ixtapa Pacific Kabira Lake Paradise Lijiang Magna Marbella Marrakech la Palmeraie Michès Playa Esmeralda Opio Palmiye Punta Cana Phuket Rio Das Pedras Trancoso Yasmina</p>

[Cf extract updated on 20/12/23](#)

More information about “Mini Splash” Concept

What is “Mini Splash”?

"Mini Splash" is a **water playground for children and families** that is:

- ✓ **Designed with the child's experience in mind,**
- ✓ **Accessible to children of all ages and their parents**

This name has received legal approval.

What ISN'T "Mini Splash"?

This aquatic facility is not:

- ✓ **a pool**
- ✓ **already part of a Kids Club area**
- ✓ **a component of the family pool**

Example

Mini Splash is now available at La Caravelle!



Note: Accessible exclusively for children under 11 years old