



## Club Med, the Pioneer of the All-Inclusive Concept, Aims To Become The Most Desirable Lifestyle Vacation Brand

### ***Club Med Reveals All-New Brand Identity and Corporate Social Responsibility Initiatives***

**MIAMI (April 4, 2023)** – Today marks a new chapter for [Club Med](#), the pioneer of the all-inclusive concept with beach and mountain resorts worldwide, with the announcement of its all-new refreshed and modernized brand identity. Taking inspiration from the original Club Med philosophy – creating simple moments of happiness – the iconic lifestyle brand shares details about its evolution into providing a more premium, family-friendly, and eco-conscious experience. Continuing its strong ambition to be the most desirable lifestyle vacation brand, Club Med also shares details about its ongoing corporate social responsibility initiatives.

#### **Introducing an Elevated Brand Identity**

In 1950, Gérard Blitz founded the first Club Med resort in the Balearic Islands of Spain in an effort to give people a village to enjoy more moments of happiness and disconnect with an unlimited selection of outdoor activities, entertainment, and food & beverages. From there, Club Med's concept and signature pioneering spirit was born. Today, Club Med is taking elements from that original foundation, its French heritage, and its core essence – simplicity, epicureanism, nature and freedom – and using them to revive its personality into a premium all-inclusive brand that marries a luxury experience with simple moments.

Now, Club Med's brand identity offers a truly unique differentiation in the market and speaks to its history of offering ultimate disconnection with a new campaign coined: "***That's L'Esprit Libre***". The slogan renews and reaffirms the optimistic embrace of life that Club Med is famed for: the art of living a happy life.

"When the complexities of everyday life are removed so one can focus on special moments, like having ice cream for breakfast and putting on ski boots, or if your family vacation actually feels like a vacation – ***That's L'Esprit Libre***," said **Kevin Armstrong, Senior Director of Brand & Communications for Club Med North America and the Caribbean**. "Our new brand positioning takes inspiration from our long-standing 73-year history and iconic advertising campaigns, reinforcing our pioneering essence as well as our forthcoming journey with simplicity, modernized luxury, and playfulness."

Club Med operates nearly 70 all-inclusive beach and mountain resorts worldwide and sees between three to five new resort openings or renovations per year that appeal to both luxury travel and family-friendly experiences. The brand's expansion has also continued to evolve into becoming more upscale with the recent launch of its [Exclusive Collection](#) portfolio, a collection of 5-star resorts, villas, chalets, spaces and a yacht around the world that include elements taking luxury to the next level, from artfully-crafted single plated dishes to larger high-design multi-bedroom suites. Looking ahead, Club Med is prioritizing expansion of its Exclusive Collection portfolio by opening more Exclusive Collection properties and including Exclusive Collection spaces within its four-star resorts.

"Throughout our 73-year history, we've watched our brand redefine the all-inclusive concept and evolve into a product that prioritizes simple luxuries that are ultimately the most meaningful for travelers," says **Carolyne Doyon, President and CEO of Club Med North America and the Caribbean**. "Therefore, we find it important to look back on our roots and pay homage to what has made Club Med what it is today:

delivering unique experiences in desirable locations with moments of togetherness, personalization, and opportunities to create life long memories to ensure our guests enjoy the feeling of being completely carefree. *That's L'Esprit Libre.*"

As part of this brand evolution, Club Med is enhancing all consumer communication touchpoints with refreshed logos, iconography, and color palette from its website and emails to the 'My Club Med' app and in-resort signage in order to reflect its new identity both in the resorts and outside.

For more information, please visit [www.clubmed.us/anewchapter](http://www.clubmed.us/anewchapter).

### **Pioneering Sustainable Tourism**

In addition to its brand evolution, Club Med has also put significant focus on accelerating its ongoing sustainability efforts dedicated to responsible tourism like the elimination of single-use plastics, energy management, and cultural preservation. As part of their "[Happy to Care](#)" program, some of the commitments for 2023-2024 include:

- Prioritization of local sourcing like Club Med Québec, which sources 80% of its food products from Canada, and Club Med Cancun, which sources 65% from Mexico.
- Combatting food waste through the development of food waste programs, like a partnership with Solucycle at Club Med Québec, which converts organic waste into renewable energy sources.
- Creating the Club Med RecycleWear collection, a staff uniform as well as boutique products made from recycled plastic, which has recycled over 2 million plastic water bottles since its deployment in 2019.
- All North American, Caribbean, and Mexican resorts have eliminated all single-use plastic products, saving more than 60,000 plastic bottles each year in Club Med Michès Playa Esmeralda alone.
- Green Globe re-certification for Club Med Michès Playa Esmeralda, Club Med Punta Cana (reaching gold status with 5 consecutive years of certification), Club Med Turquoise, Club Med Ixtapa Pacific, Club Med Cancún, Club Med Québec with a new certification planned for Club Med Columbus this year.
- Turtle monitoring and protection program in Club Med Ixtapa, which has saved more than 13,000 baby turtles in the past year.

### **ABOUT CLUB MED**

Club Med, founded in 1950 by Gérard Blitz, is the pioneer of the all-inclusive concept, offering nearly 70 premium resorts in stunning locations around the world including North and South America, Caribbean, Asia, Africa, Europe and the Mediterranean. Each Club Med resort features authentic local style and comfortably upscale accommodations, superior sports programming and activities, enriching children's programs, gourmet dining, and warm and friendly service by its world-renown staff with legendary hospitality skills, an all-encompassing energy and diverse backgrounds.

Club Med operates in more than 32 countries and continues to maintain its authentic Club Med spirit with an international staff of more than 23,000 employees from more than 110 different nationalities. Led by its pioneering spirit, Club Med continues to grow and adapt to each market with three to five new resort openings or renovations per year, including a new mountain resort annually.

For more information, visit [www.clubmed.us](http://www.clubmed.us), call 1-800-Club-Med (1-800-258-2633), or contact a preferred travel professional. For an inside look at Club Med, follow Club Med on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

##

## **Club Med Media Contacts**

### **Sydney Dixon**

Public Relations & Partnerships Manager

[sydney.dixon@clubmed.com](mailto:sydney.dixon@clubmed.com)

### **QUINN PR**

[clubmed@quinn.pr](mailto:clubmed@quinn.pr)