



## Club Med 2018 North American Market Business Review

### CLUB MED REPORTS RECORD-BREAKING RESULTS FOR NINE YEARS IN A ROW IN NORTH AMERICA

**MIAMI (Jan. 24, 2019)** - After an analysis of the 2018 fiscal year, Club Med - the pioneer of the all-inclusive resort concept - reports today that it officially marked its ninth year in a row of record-breaking business performance in North America.

Throughout the past years, Club Med accelerated the implementation of its three-pronged strategy: upscale, global, and “happy digital” (incorporating new technology as an enabler rather than a distraction from the “real life” experience), positively affecting the outcome of its business. The strategy was designed to meet the needs of family vacations, particularly multigenerational and millennial families, as well as those of active couples, all of which are increasingly attracted by the flexibility, freedom and variety of choices offered by an all-inclusive vacation.

#### Remarkable 2018 Performance, Promising Start to 2019

Club Med North America experienced a very strong 2018 for both the American and the Canadian markets. Compared to 2017, the 2018 year saw a 13 percent increase in total booking revenue for the North American market alone. The strength of this performance was a direct result of bookings both on the individuals’ segment as well as on meetings and events.

These bookings were mostly geared toward Club Med’s Caribbean resorts, with outstanding performances on Club Med Punta Cana in the Dominican Republic, Club Med Turquoise in the Turks and Caicos Islands, and Club Med Cancún Yucatán in Mexico. Following a full renovation and new enhancements, such as the addition of a family infinity pool, Club Med Cancún Yucatán has exceeded its target goals in terms of guest satisfaction, while increasing its topline revenue by 15 percent in 2018 (driven both by volume and the average daily rate), a double digit growth trend that is also observed on its performance to date for Season 1 of 2019 (January to June).

Club Med also continues to see a strong increase in bookings by North American guests to its European resorts. As pioneer and global leader of the all-inclusive ski market, Club Med offers the most convenient and comprehensive ski vacation packages on the market. This has made it simple and cost-effective for Americans and Canadians to enjoy the unique and memorable experience of skiing the Alps, resulting in year-on-year booking increases of up to 35 percent over the past several years.

Globally, approximately 80 percent of the clientele chose to stay in 4-Trident resorts and Exclusive Collection resorts/spaces. The decision to stay in these resorts reflects the demand for upscale accommodations, in which the company is moving toward as part of its strategy.

The outlook for 2019 is extremely positive with North American bookings to date up by 15 percent for Season 1, and a successful opening of reservations for the brand new Club Med Michès Playa Esmeralda, the crown jewel of Club Med's Exclusive Collection, opening this December.

### Club Med Continues to Expand its Portfolio: A Look Forward

As part of its ambitious growth strategy, Club Med continues to expand globally with the opening of several new resorts internationally. Club Med's international strategy is to open and/or fully renovate at least five resorts per year, with one of those including a ski resort in the Alps.

In the North American region, two new one-of-a-kind resorts are in the making:

- **Club Med Michès Playa Esmeralda** - *Opening this December; the first Exclusive Collection resort in the Americas* - As the new crown jewel in the Exclusive Collection portfolio, Club Med Michès Playa Esmeralda will be the very first operating resort in the Miches region of the Dominican Republic once it opens. The resort will boast a unique design that features four boutique villages for a highly personalized vacation.
  - The villages include: Caribbean Paradise, the alluring heart of the resort, full of lush tropical gardens and colorful surprises for every traveler; Explorer Cove, an adventurous getaway offering families a treasure trove of activities; Emerald Jungle, an adult-exclusive, eco-chic retreat within lush Dominican palm groves where peace and wellness await; and Archipelago, an adult-exclusive oceanfront sanctuary designed for those searching for the ultimate touch of exclusivity.
- **Club Med Quebec Charlevoix** - *Opening 2020; the first-ever Club Med resort in Canada* - Marking the return of its ski offering in North America, the highly-anticipated Club Med Quebec Charlevoix will be located approximately 90 minutes from Quebec City and will be open year-round. The 4-Trident, 302-room resort will also host an Exclusive Collection space. Expected activities and excursions include whale watching, waterfront skiing, snow shoeing, sledding, ice fishing, kayaking, hiking and mountain biking.

In 2019, Club Med will also unveil an updated **Club Med Caravelle** (Guadeloupe, French West Indies) through a resort renovation and expansion. The resort will introduce a Zen Oasis zone with new adult-exclusive accommodations and amenities (a concept currently present in Club Med Punta Cana), new oceanfront family suites, new dining experiences and a new spa.

In addition, Club Med also recently fully renovated Club Med Turkoise and Club Med Cancún Yucatán.

- **Club Med Turkoise** - Situated in the heart of the Caribbean, Club Med Turkoise in the Turks and Caicos Islands underwent complete renovations and transformed into a 4-Trident resort in summer of 2018. The resort, located on Grace Bay Beach (ranked as the No. 1 Beach in the World by TripAdvisor), is the brand's only adult-exclusive resort in the North American region, drawing in couples, active vacationers and groups of friends.
- **Club Med Cancún Yucatán** - Following a full resort renovation, Club Med also expanded the popular Mexico resort in 2018 with the addition of the new Aguamarina family area. The expansion introduced 60 new family rooms - 30 Family Club rooms and 30 Family Deluxe rooms - along with a new dedicated reception and an oceanfront pool with family-friendly bar, hosting activities for children of all ages throughout the day.





**Xavier Mufraggi, CEO of Club Med North America and Caribbean, comments on Club Med North America's results:**

*This past year proved to be another remarkable year with another record performance at constant capacity. Our success is a proof of the efficiency of Club Med's repositioning strategy on the upscale segment.*

*Our ski business of North Americans traveling to the Alps, in particular, surpassed our expectations, now equaling the business we produce to the Dominican Republic during the winter months.*

*Our performance in Cancún is even more outstanding, considering the overall market situation of the destination in 2018.*

*The first two months of 2019 - January and February - which represent one of our biggest booking waves of the year, will be very important indicators of the state of demand for travel, in the context of stock market instability.*

*The promising performance of the opening of sales in December 2018 of Club Med Michès Playa Esmeralda in the Dominican Republic, our first Exclusive Collection resort in the region, is an excellent sign of the vitality of the luxury all-inclusive market.*

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