

# Club Med furthers international growth with four new resorts

Continuing on its international growth strategy, Club Med has announced four new destinations in Quebec, Vietnam, Sri Lanka and the Seychelles. This on the eve of the official opening of its new mountain resorts of Grand Massif Samoëns Morillon in the Haute-Savoie region of France and Tomamu Hokkaido in Japan.

Olivier Hannaert, managing director of Club Med Southern Africa, notes that these resort openings are fully consistent with the international development strategy of Club Med with the ambition to open between three and five new resorts per year, internationally, between now and 2020.

“Our mission is to innovate constantly and find new ways to provide clients with a worldwide playground to rediscover, recharge and just reconnect, either alone or with loved ones. Us opening these new resorts is but one way of remaining true to this mission,” says Hannaert.

## Le Massif de Charlevoix, Club Med opens its 1st Resort in Canada



Le Massif de Charlevoix (Image Supplied)

Club Med plans to open a new resort in 2020, Le Massif de Charlevoix in Quebec. This new resort represents an investment of CAD 120m (€80m). Not only will this be the first Club Med resort in Canada, but also a Club Med destination that reinvents the all-inclusive format in North America.

With 300 rooms, this resort will have an “Exclusive Collection” space and will be the first Club Med mountain resort to be open all year round. Designed to convey the authentic “Québécois” spirit at every stage of the guest experience (from its architecture to its spa concept, activities, excursions and dining offering), this new Club Med will celebrate its natural environment to the full.

The opening of this new resort will create 350 direct jobs and 400 indirect jobs, making Club Med an active and substantial contributor to local activity, especially in terms of energising key areas of the hospitality industry, including catering and services.

## **Two new destinations in South-East Asia:**

In this part of the world where Club Med has been operating for a long time (the brand opened its first village here at Cherating Beach in Malaysia in 1979) Club Med is building on the success of its most recent upgrades - Bali and Bintan Island in Indonesia, and Kani in the Maldives - to strengthen its regional presence in premium resorts.

- Opening in 2021 - the Club Med Ho Tram resort close to Ho Chi Minh City in the south-east of Vietnam
- Opening by summer 2019 - the Club Med Ceylon resort in south-western Sri Lanka

## **The first Club Med in Vietnam**



Vietnam (Image Supplied)

With its rich cultural and natural heritage, Vietnam is an ideal destination for the opening of this all-new Club Med: the first in the country. The south-eastern region of Vung Tau is renowned for its beautiful unspoiled landscapes, making this an idyllic location for a completely immersive experience of Vietnamese tradition and culture. Just 90 minutes from Ho Chi Minh international airport, the future Club Med Ho Tram will welcome international family guests and MICE groups from around the world.

With 300 rooms, from Deluxe to Suite, it will offer a range of childcare facilities (4 months to 11 years) and leisure activities.

For this project, Club Med is working alongside Dynasty Investment, a boutique private equity investment fund managing a diverse portfolio of real estate, education and tourism assets. This new opening will contribute to promoting tourism in Vietnam, with a particular focus on international target groups, and will benefit the local economy through the creation of direct and indirect jobs.

## **Club Med Ceylon in Sri Lanka**



Sri Lanka - Ceylon (Image Supplied)

Located in the south-west of Sri Lanka, 90 minutes from Colombo International Airport, the new Club Med Ceylon will be designed for families, working-age couples and corporate guests. Its exceptional setting surrounded by luxuriant vegetation borders a white sandy beach with crystal clear turquoise water. The new resort will offer 372 rooms and a full range of childcare services.

The resort will reflect Sri Lanka's unique culture and cuisine, vibrant traditional colours, bustling lifestyle for guests to experience and will be the starting point to the discovery of the surrounding breath-taking landscapes, rich wildlife and brilliant heritage sites of Sri Lanka.

## **First Club Med in the Seychelles**

This new 5 Trident Exclusive Collection Resort on Sainte-Anne Island in the Seychelles archipelago will launch in 2020 and will be open all year round at the heart of the Sainte-Anne Marine National Park.

Just 30 minutes from Mahé International Airport, this future Club Med Resort will be accessible for international guests, the majority of whom are expected to come from Europe and Asia. The new resort will boast 295 rooms – from Club to Suite – and offer its family guests the full range of childcare facilities – from Petit Club to Junior's Club.

For this new project, Club Med is working alongside NMH (New Mauritius Hotels), the largest and longest-established hotel group in Mauritius, where it operates all the Beachcomber hotels on the island. Beachcomber Hotels also operates the Beachcomber Seychelles Sainte Anne Resort and Spa hotel, which currently has 87 rooms. The Club Med proposal to take over the hotel under a new leasing arrangement with NMH will see the capacity of the hotel infrastructure significantly expanded.

The opening of the new Club Med Resort will represent a total investment of around €70m for NMH - an investment that will boost its capacity to around 300 rooms, and make a valuable contribution to local economic development through the creation of several hundred direct jobs and an equal number of indirect jobs.

Henri Giscard d'Estaing President of Club Med declared: "I'm particularly happy to see Club Med secure a base in the Seychelles, one of the three most luxurious destinations, alongside the Maldives and Mauritius."