



Cancún
Yucatán

Club Med Cancún

EAF product marketing – October 2019

Club Med 
amazing you

Agenda

1

CANCUN
DESTINATION &
COMPETITION

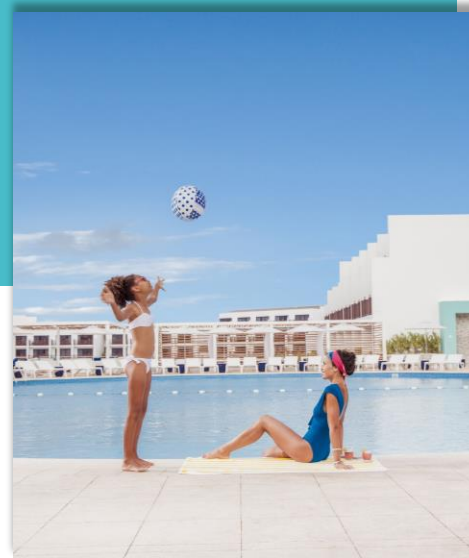


2

CLUB MED
CANCUN
PRODUCT
PILLARS

3

CLUB MED
CANCUN
NOVELTIES

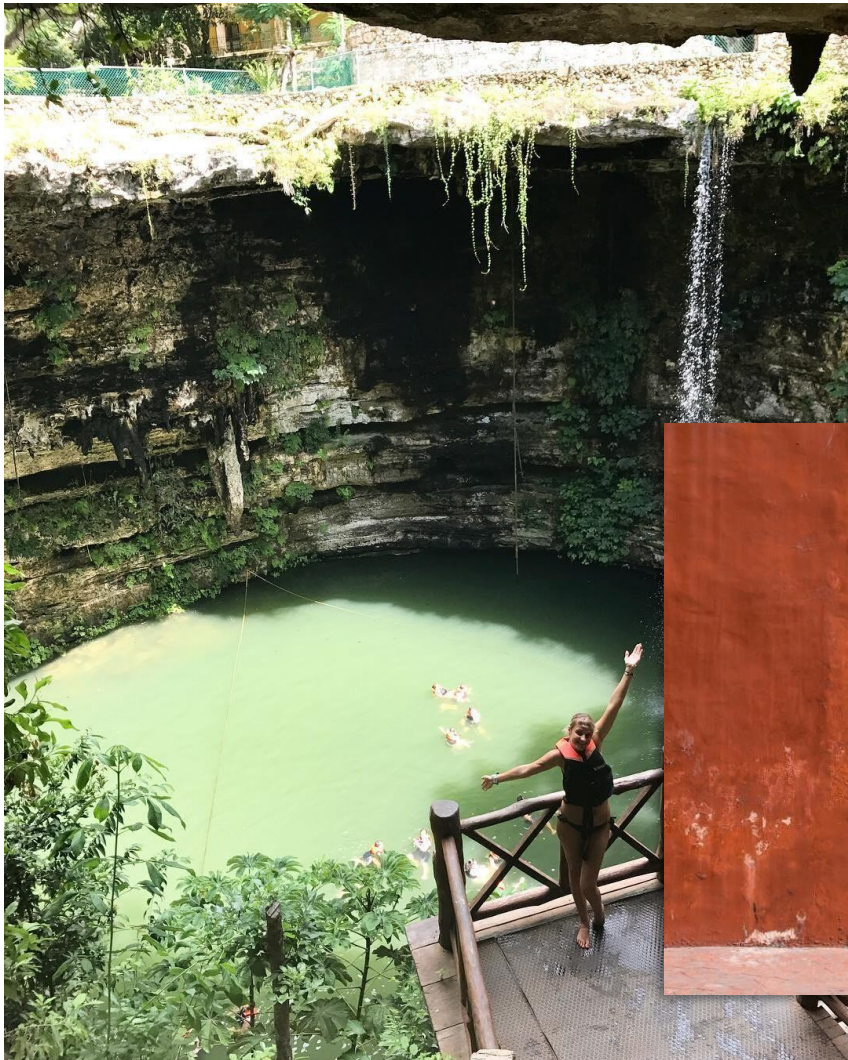


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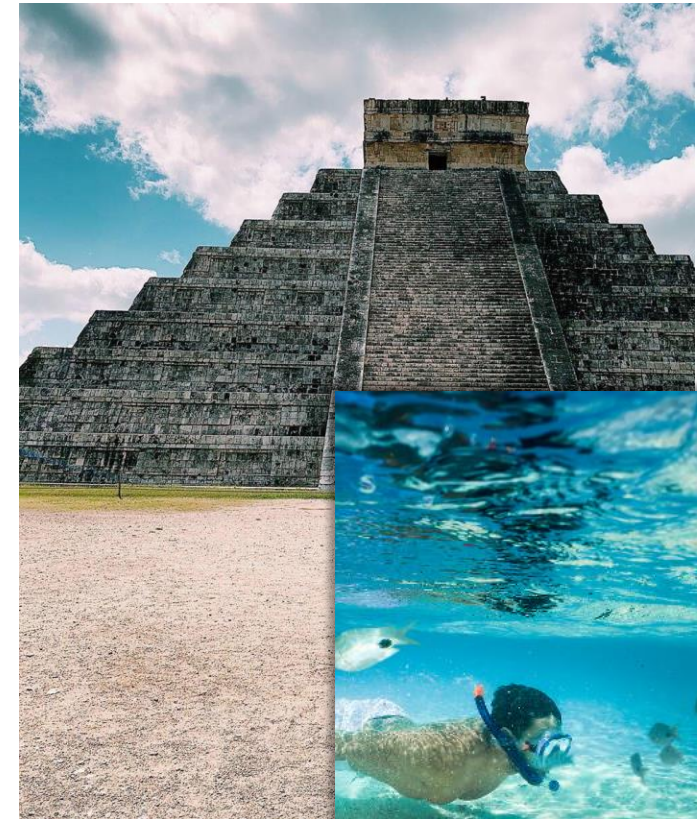
MUST TRY
EXPERIENCES

Yucatan Destination

A cultural & natural paradise



Mexico's Yucatan peninsula is worldwide known for both its **breathtaking landscapes** and its **rich culture**. There, magnificent **cenotes** meet calm powdery sand beaches, and **Mayan ruins of Chichen Itza** coexist with **Cancún's vibrant nightlife**.



Yucatan is also home of the **second world largest coral reef**, a real paradise for snorkeling enthusiasts.

Resort positioning *vs competition*



1
Families

Competitors mostly take care of children from **4 to 12 years old.** Club Med Cancún is the only resort offering a **dedicated space for family fun** and also has the **greatest choice of activities for parents & children with its Amazing Family program.**

Club Med Cancún is the only resort offering a

2
Preserved site

Competitors are **compact resorts** next to each other, with **standardized design & infrastructure**



Club Med Cancún benefits from an unspoilt spot with **three postcard beaches** and a **calm lagoon**, away from the crowded hotel areas.



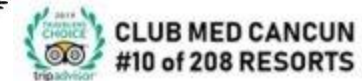
Activities
3

Competitors have a very **basic sport offer.**

Club Med Cancún offers a **whole host of included & innovative activities:** especially waterskiing and wakeboarding schools with classes tailored to all levels, and flying trapeze.

4
Value for money

Club Med Cancún's price positioning is aligned with 4* & 5* all-inclusive competitors. It offers a **great value for money** as it has the more complete all-inclusive package.



Club Med Cancún at a glance



RESORT CENTER

Oceanfront La Estencia
Argentinian grill

Waterskiing on the
calm lagoon

Snorkeling
from the beach

JADE, EXCLUSIVE
COLLECTION AREA

AGUAMARINA,
FAMILY OASIS

Taco Arte
Beach Lounge



Cancún
Yucatán

Product positioning and pillars

#ClubMedCancún

A

AN OASIS OF FUN AND ADVENTURES FOR FAMILIES



T

THE ULTIMATE PLAYING FIELD ON THE WATER AND ON THE GROUND



A

REAL EPICUREAN EXPERIENCE FOR HEDONISTS



A

LUXURY BASE CAMP TO EXPLORE MEXICO'S WONDERS



Product positioning and pillars

A luxury base camp



Club Med **was the first resort to settle in Cancún** and has a privileged location on the Northeast tip of Mexico's Yucatan peninsula

The Resort spreads along **three postcard beaches** away from all the other hotels



JADE, CLUB MED EXCLUSIVE COLLECTION SPACE

A 5T area offering exclusive services & amenities for exceptional stays.

High-end accommodations (Suites & Deluxe)

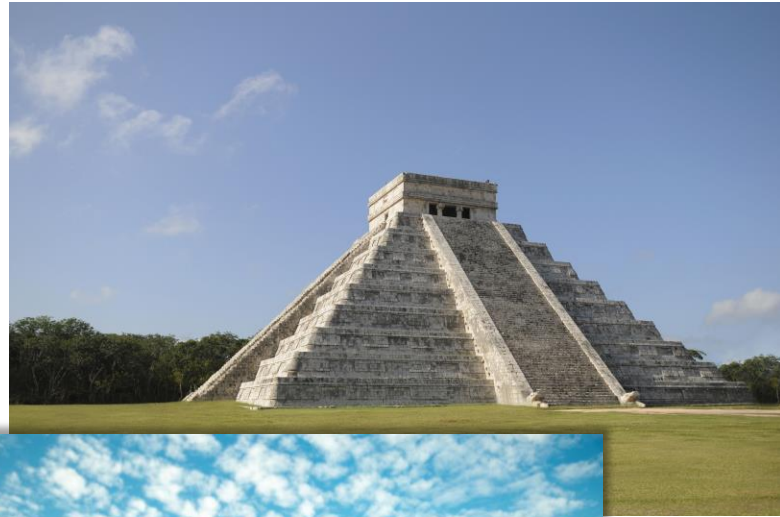
Dedicated bar lounge

Dedicated oceanfront infinity pool

All-day room service, private concierge & much more...

Product positioning and pillars

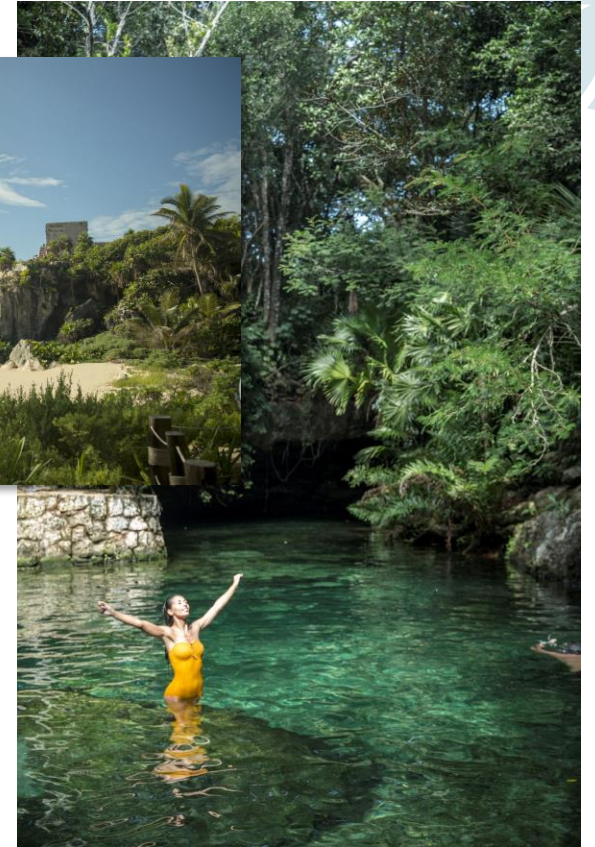
To explore Mexico's wonders



Tulum ruins,
Coba ruins &
Chichen Itza



Breathtaking beaches (Tulum, Isla
Mujeres, Playa del Carmen)
& Cenotes



Valladolid town

Product positioning and pillars

An oasis of fun for families



AGUAMARINA, A FAMILY EXCLUSIVE AREA

An oceanfront space dedicated to family fun, a real oasis of happiness.

Family rooms with separate bedrooms, a family pool, a bar "La Marina" and a dedicated Family beach



Kids clubs
from 2 years old.



Enables families to enjoy quality time for **everlasting memories** thanks to a wide range of activities to do together.

Product positioning and pillars

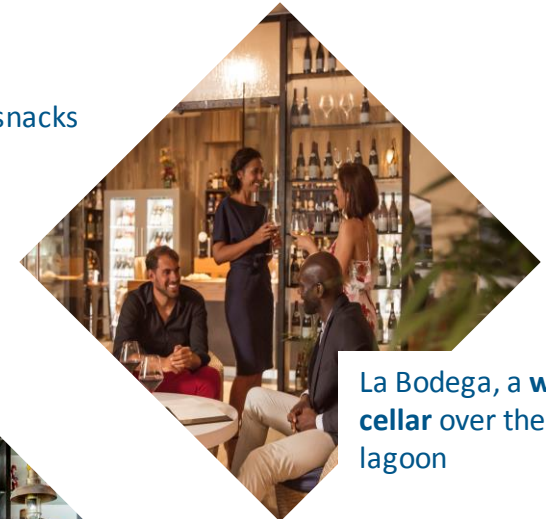
A real epicurean experience



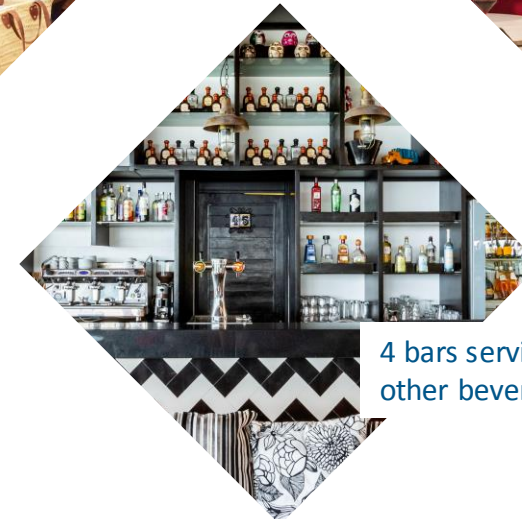
Main **buffet-style restaurant**, fully renovated. Taco Arte Beach Lounge serving **Mexican specialties** and La Estancia, an ocean front **Argentinian steakhouse**



The **Crêperie**, offering light snacks



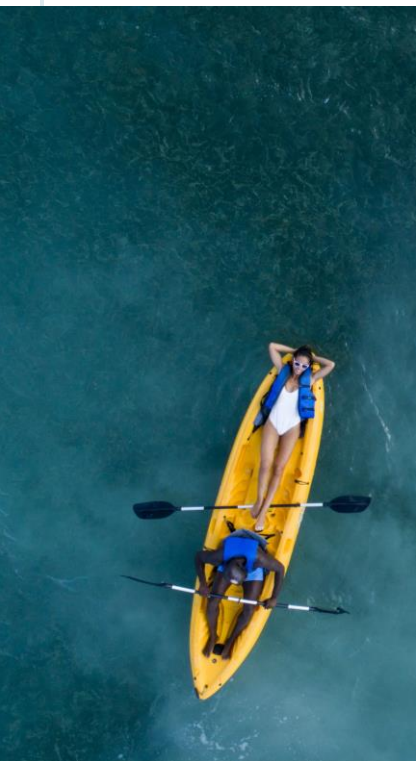
La Bodega, a **wine cellar** over the lagoon



4 bars serving cocktails and other beverages

Product positioning and pillars

The ultimate playground



Among the widest range of sports and activities on the water, on the ground, and in the air.

- **waterskiing & wakeboarding school** on the lagoon
- snorkeling
- scuba diving*
- **windsurfing school**
- kayaking
- stand up paddle boarding
- archery school
- **flying trapeze**
- tennis
- mini golf...



**at extra cost*

2017-19 Novelties

An even more premium experience

\$12 Million investment

All accommodations fully refreshed



Renovation of the Jade Exclusive Collection space (bar, pool deck & rooms)
+ Bluetooth sound system & SKINJAY shower capsule system



Refreshed reception & improved main pool deck



Refreshed meetings & events facilities
+ new components "working wall", "F&B tray", "energy wall"



2017-19 Novelties

An even more premium experience

\$12 Million investment



A brand new L'Occitane Spa offering a unique traditional experience The Temazcal



2017-19 Novelties

An enhanced family experience

\$12 Million investment

Amazing family program: a whole host of parents-children activities



New in Aguamarina: additional family rooms and a brand new family pool & bar



New Club Med Passworld for teenagers (11-17 yr.)



2017-19 Novelties

New gourmet experiences

\$12 Million investment

New Beach Lounge Taco Arte, offering Mexican specialties with a magnificent ocean view



New Bodega wine cellar over the lagoon : offering a wide selection of the finest wines, champagnes & spirits



New terrace at La Estancia restaurant



New La Crêperie offering snacks & treats



Must Try Experiences



EXPLORE CHICHEN ITZA

Discover the region's most spectacular sites: take a dip in cave-preserved cenotes, natural pools hidden in the jungle; explore the Mayan ruins of Chichen Itza, one of the Seven Wonders of the World, or the trendy oceanfront ruins of Tulum.



THE WORLD'S SECOND LARGEST CORAL REEF

Experience life under the sea as you snorkel through the colorful and magnificent Belize Barrier Reef, the second largest in the world, right from the beaches of the resort!



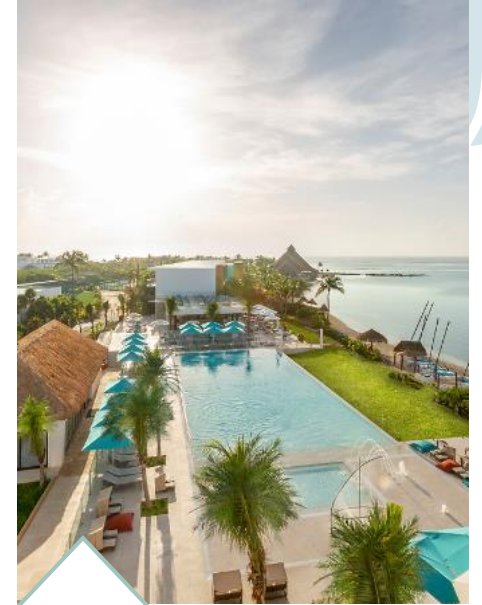
TRY AUTHENTIC MEXICAN FOOD

Artisan guacamole and hand-crafted tacos are just a few of the specialties to savor at Taco Arte, our trendy and vibrant oceanfront restaurant featuring authentic Mexican cuisine and ambiance



WATERSKI ON CLUB MED'S BEST SPOT

Learn or practice your wakeboard and waterski skills in the beautiful and peaceful Nichupé lagoon surrounded by mangroves, at no extra cost.



AGUAMARINA, OUR DEDICATED FAMILY SPACE

Lounge pool-side as your kids splash in the pool, or share fruity "mocktails" in Aguamarina, our oceanfront oasis dedicated to families. Take an afternoon nap next to your little ones in neighboring adult and mini cabanas. Here, kids are the VIPs!