

CLUB MED  
DJERBA LA DOUCE 3T  
RELAUNCH  
SUMMER 2019



Product Marketing FEAM  
January 2019

CONTENT

◆ — DJERBA LA DOUCE RESORT RELAUNCH

◆ — DESTINATION & COMPETITION

◆ — THE PILLARS OF AN AMAZING EXPERIENCE

◆ — EXHIBITS





Djerba  
La Douce

Experiment 1001 oriental traditions in the  
heart of a nearby exotic island

CONTENT

RELAUNCH OF DJERBA LA DOUCE RESORT

DESTINATION & COMPETITION

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EXHIBITS

# The rebirth of Djerba la Douce by reopening the La Douce area



For the first time **in 5 years**, in Summer 2019, our Djerba la Douce 3T Resort will be reopening its La Douce area: the most historic part of the Resort with charming bungalows of typical architecture, flowery walkways, and a stunning beachfront location inviting to unwind.



# The Resort's different areas



La Douce –  
Center of Resort

Calypso –  
Calm & relaxing part of the  
Resort

## Our relaunch objectives



**Meet demand** for both **the destination** with a strong rebound in growth for Tourism, and **the Resort** which delivered excellent occupancy rates in summer 2018 in addition to a record in satisfaction



**Offer additional capacities for the July-August** period, in one of the most popular resorts to our clientele.



**Relaunch M&E activity** in a resort holding all necessary Meeting and Events infrastructures, located in a short-haul destination and benefiting from optimal weather all-year round.

# A spectacular return to growth after years of difficulties



## How ?

- ❖ An excellent Price-to Quality ratio
- ❖ Security efforts administered by the government

**+22%**

Of growth in tourism  
from 2017-2018

**+68%**

In booking volumes between  
July and August in Tunisia, the  
most post popular South Med  
destination for the French  
market

Top tourism  
arrivals by volume  
in 2018:

- #1 : Tunisia
- #2 : Algeria
- #3 : France
- #4 : UK
- #5: Germany



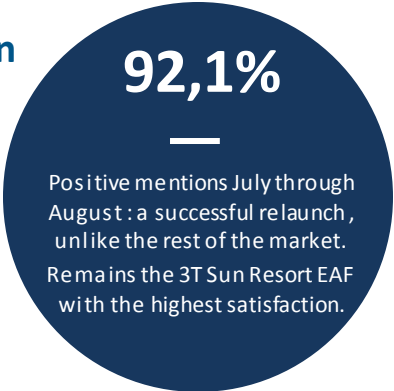
Strong  
Growth for  
Russia

Source: SETO data for Summer 2018 bookings until end of August ; Tour mag : [https://www.tourmag.com/La-Tunisie%C2%A0vise-le-million-de-touristes-franais-en-2019\\_a96567.html](https://www.tourmag.com/La-Tunisie%C2%A0vise-le-million-de-touristes-franais-en-2019_a96567.html)

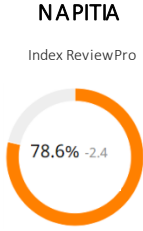
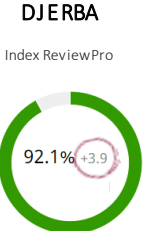
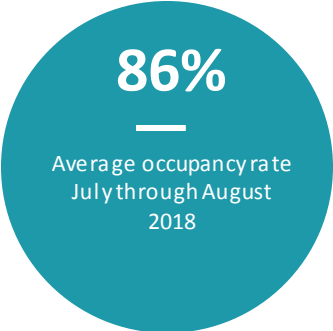


# Our 3T Resort positioning itself with a record satisfaction

## Record Satisfaction



## Excellent Occupancy Rate



Source: Review Pro for July-August 2018 vs. LY ;

1,5M€ to reopen the reknown La Douce area for Summer 2019

## Reopening of 202 bungalows *(+40% inventory vs. S18)*



1,5M€ to reopen the reknown La Douce area for Summer 2019

Pool and common areas refreshment





1,5M€ to reopen the reknown La Douce area for Summer 2019

## Complete Main Bar renovation and Beachfront Terrace addition



NAVIGATION

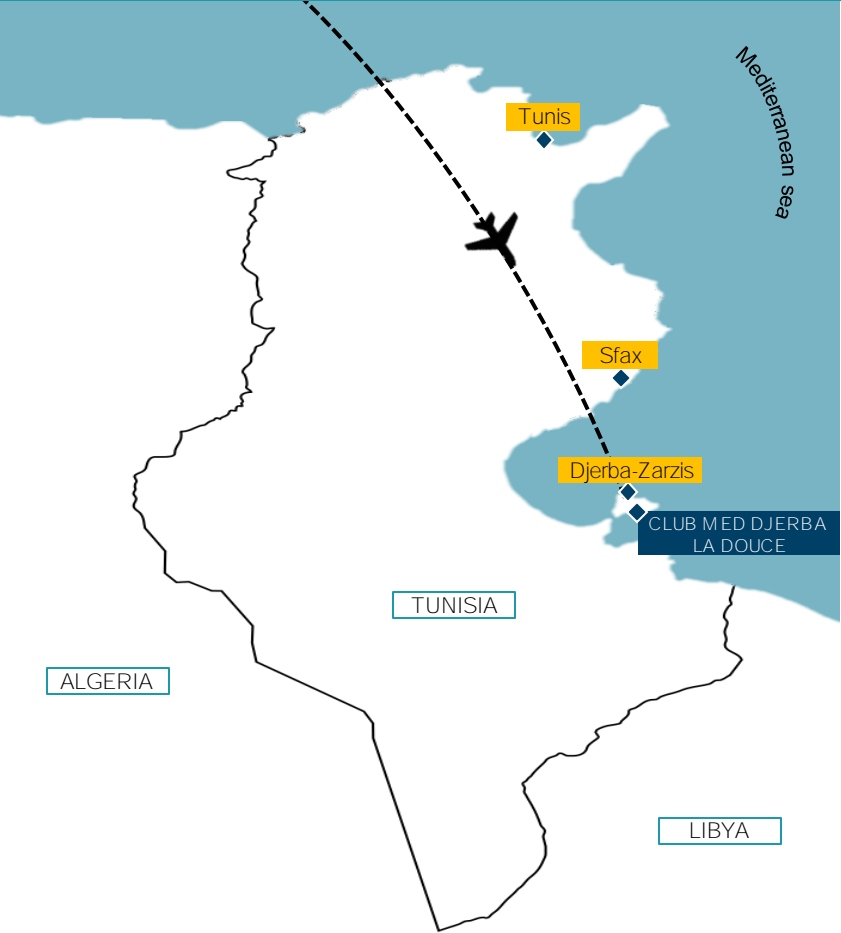
DJERBA LA DOUCE RESORT RELAUNCH

**DESTINATION & COMPETITION**

THE PILLARS OF AN AMAZING EXPERIENCE

EXHIBITS

# Djerba, an accessible destination ideal all year round thanks to an optimal climate



- ❖ Less than 3 hours away by flight from European capitals (direct from Paris as well as several European cities, and Russia)
- ❖ 30 min. bus transfer from Djerba-Zarzis Airport

### Temperatures

Mois	Avr	Mai	Jui	Jui	Aoû	Sep
Min (°C)	13	16	20	22	23	21
Max (°C)	22	26	29	32	33	30

### Sunshine

Mois	Avr	Mai	Jui	Jui	Aoû	Sep
Soleil (heures)	9	10	11	12	11	9

### Sea temperature

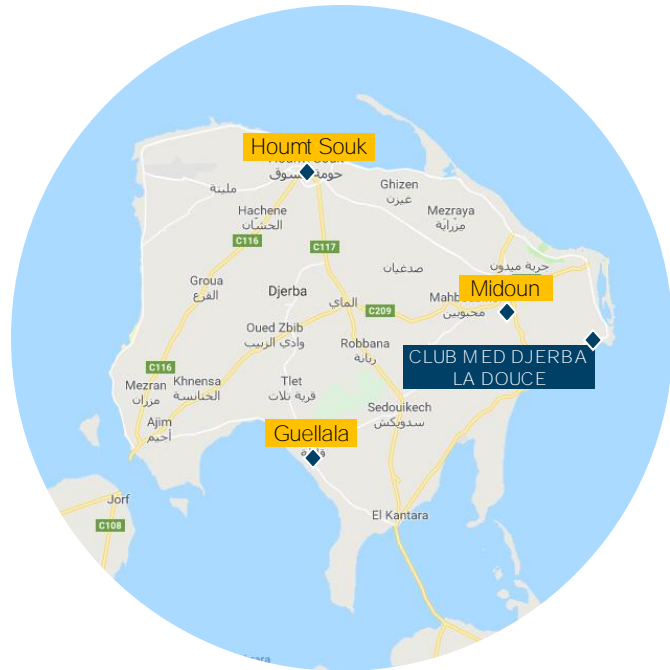
Mois	Avr	Mai	Jui	Jui	Aoû	Sep
Temp. (°C)	17	19	22	26	28	27

Source: Climat et voyages: Djerba



## Touristic assets of the « Island of Dreams »

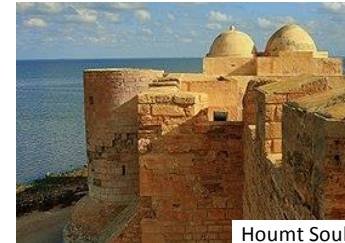
The island of Djerba extends over 25 km and especially seduces for its soft white sand beaches, crystal clear water and its wealth in history.



- ✓ **A change in scenery:** a mythical location of incomparable beauty that enchanted Ulysses after escaping the siren song ; the island offers a wide range of land and water activities, as well as breathtaking excursions
- ✓ **In between cultural treasures & local heritage:** the **Houmt Souk village** (formed by whitewashed houses and superb mosques); the numerous **souks** ; art, culture, pottery at **Guellala**; the reknown synagogue of **La Ghriba** (one of the most ancient in Africa); the **Jamel-Fadhoun Mosque**; the lighthouse of **Taguermess** ; the footsteps of Star Wars in **Tataouine**, etc.



Guellala



Houmt Souk



Synagogue of La Ghriba



Taguermess Lighthouse



Jamel-Fadhoun Mosque

## Competition overview\*

1. Radisson Blu Resort & Thalasso, Djerba 5\*
2. Club Jumbo Djerba Sun Club 3\*
3. Caribbean World Thalasso Djerba 4\*
4. Club Marmara Palm Beach Djerba 4\*
5. TUI MAGIC LIFE Penelope Beach 4\*
6. Sentido Djerba Beach 4\*
7. Iberostar Mehari Djerba 4\*
8. Seabel Rym Beach 4\*
9. Robinson Club Djerba Bahiya 4\*
10. Seabel Aladin Djerba 3\*



## About the competition

- ✓ A hotel offer focusing specifically on the **East** of the island
- ✓ **Direct competitors**, 4-star hotels or beachfront Resorts, all-inclusive, high-capacity and family oriented
- ✓ Major **tourism brands** present on the island : TUI, Robinson, Iberostar, etc.
- ✓ Competitors offer **included land and water activities**, and **Kid's Club** (4-17 yrs)

## Club Med Djerba La Douce vs. competition

- ❖ **Idyllic location** for a getaway: a privileged location, **isolated from the competition**, to enjoy a long soft and white sanded beach
- ❖ The only hotel offering **childcare from 4 months** (and over), a solid **entertainment team**, and an authentic **conviviality**
- ❖ **Included activities** vs. Competition such as archery, stand-up paddle but also sports with included group classes such as sailing or tennis with 14 courts
- ❖ A Resort for all targets, with a **strong zoning** : calm & comfort at Calypso and authenticity and entertainment at La Douce.
- ❖ A Resort that **survived** the Tunisian crisis and that **successfully reopened**, unlike the rest of the market ; the **best price/quality ratio** for a family vacation
- ❖ Huge **M&E facilities** vs competition : to host conventions, seminars at an **easily accessible** destination with **favorable weather** all year round.

\* See more details in Appendix

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DJERBA LA DOUCE RESORT RELAUNCH

DESTINATION & COMPETITION

**THE PILLARS OF AN AMAZING EXPERIENCE**

EXHIBITS



# What type of customers are we targeting ?

1



## Loyal GMs

- ❖ A Flagship Resort with an authentic Club Med spirit
- ❖ A priority Resort for our Napitia loyal clientele : GMs can enjoy similarities in terms of pricing and services.

2



## New GM

- ❖ **Families**: easy access to destination + all Kids Club
- ❖ **Multi-generational families**: the Resort offers numerous areas and activities dedicated to every member of the family, areas to relax in calm atmospheres prong rejuvenation but also group activities in order to reconnect as a family.
- ❖ **Adults** : couples, friends, individuals : calm and relaxing areas to mingle with other GMs.
- ❖ **Sports enthusiasts**: the ideal location to experience sailing, tennis, horse-riding, golf.

3



## M&E

- ❖ 12 meeting rooms with a maximum capacity of 300 for seminars or conventions
- ❖ Short-haul and an easy access destination
- ❖ Sunny and favorable climate in between seasons

conviviality and authenticity, just by the sun : a resort for all

## Club Med Djerba La Douce 3T : pillars of the customer experience

### Relaxing holidays on the island of a thousand gardens

- A **privileged location** in the preserved part of the island, with direct access to a 1km white-sanded beach surrounded by date palms and flower gardens
- **Absolute relaxation under the sun** : perfect temperatures, soft and sunny, alternating between laying back on the beautiful golden beach, swimming in the warm crystal clear water, and a fitness session facing the sea under the palapa, to the rhythm of the sea breeze
- A choice of **3 pools** : entertainment at the main pool, calm at the Calypso pool, or the coolness of the interior pool
- Taste **the pleasures of the sea** in an **excellent sailing spot** (vast lagoon, shallow depth, favorable wind) : do not miss the catamaran armada.

### A complete change of scenery in an oasis rich in local heritage

- A locally inspired **architecture** with typical accommodations : Menzel bungalows and their patios, the pastel blue rooms of the Calypso residence illustrating weaving and the richness of local crafts
- Tunisian **specialties** : couscous, chorba, mechoui salad, etc.
- An **experience built around the local culture** : arab language classes, snake charming, oriental dance shows, horse shows on the beach
- Excursions to discover **the hidden treasures** of the island: Ia Ghriba, Houmt , Guellala but also Ta touine and Matmata !
- An **oriental well-being** experience at the Club Med SPA by DECLEOR : hammam, sauna, bodycare.

### Training in the heart of the beauty and authenticity of the Tunisian nature

- 14 **tennis** courts (clay) in the middle of a lush garden
- The **Djerba Golf Club** near the Resort considered one of the best in the Mediterranean : at least 27 holes!
- **Horseback riding escapes** between palm fields, olive groves, dunes, salt lakes and secret beaches

### A land for friendly encounters and local interactions, ideal for a convivial holiday

- An **authentic Club Med spirit** with lots of conviviality
- The **hospitality, smile and kindness** of the Djerbians
- **Kids Clubs** for all ages, from babies to teens, with activities to flourish and enjoy the holidays : treasure hunts, oriental workshops, sandcastle competitions, pool games, etc.

# A perfect family getaway on the Island of Sun





A charming La Douce area inspired by the local atmosphere and colors

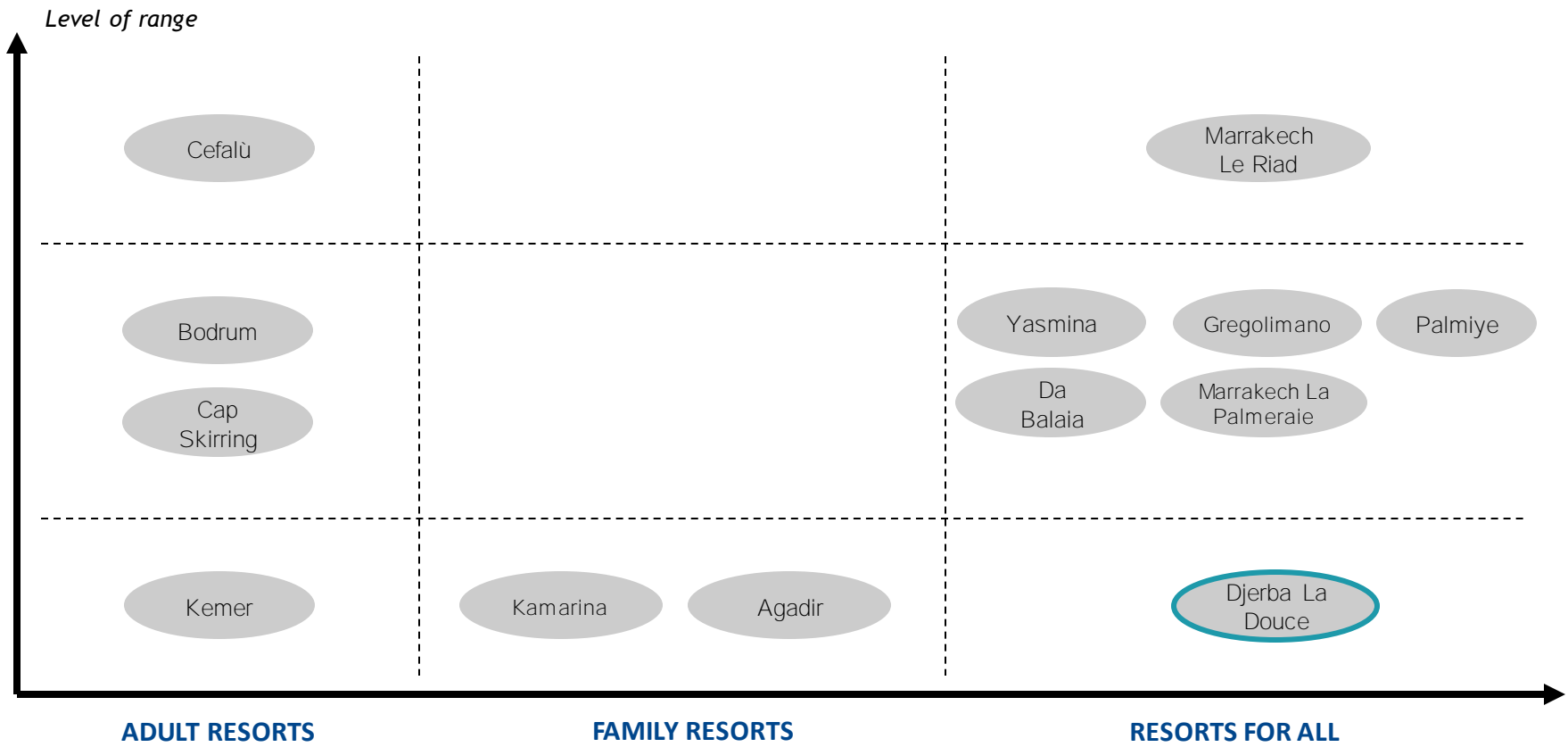




## Comfort in the « Calypso » area



# Distinct positioning in Short Haul Club Med Resorts portfolio (North Med + South Med)



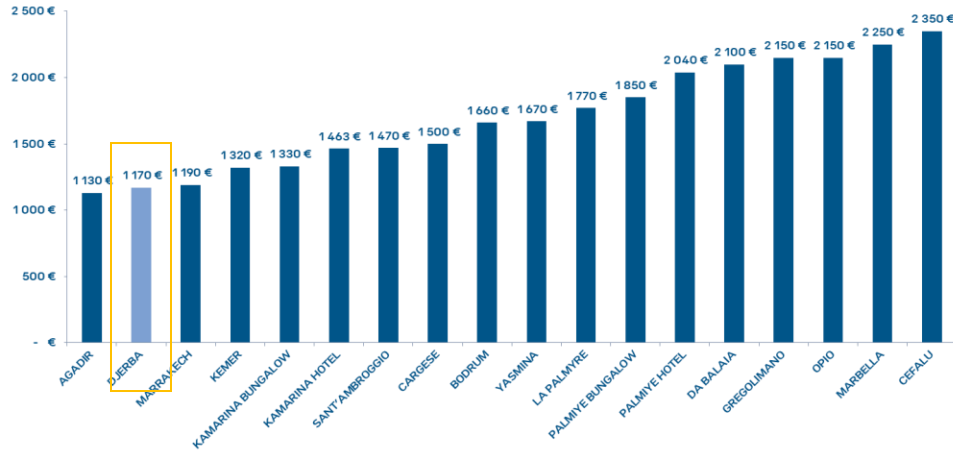
*Either reserved for adults or without Kids Club*

*Kids Club*

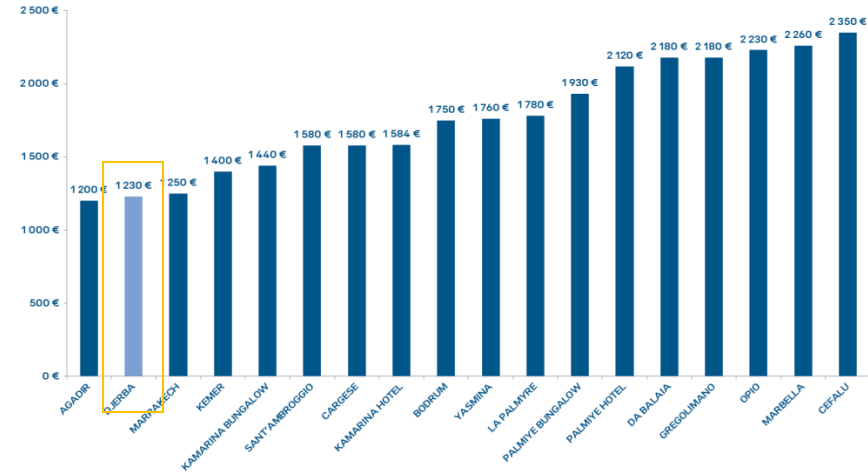
*Kids Club & Zen Oasis; or 1-2 Kids Club*

# Summer 2019 price positioning: one of our best PQR among our Short Haul Resorts portfolio

Semaine du 13 juillet 2019



Semaine du 10 août 2019



For the Summer 2019 period, our VV price stands among the **lowest** in our Short Haul offers, positioning the Resort with an **excellent Price to Quality ratio**.

Source: Price positioning WS 19

## Djerba La Douce's key differentiators compared to our Short Haul 3T Resorts



Djerba  
la Douce

- An exotic destination with a strong local influence providing an amazing change of scenery in less than 3 hours flight.
- Located on an island South of Tunisia, along a beautiful 1km soft-sanded beach, surrounded by lush gardens, a true paradise to unwind.
- A perfect spot to try out sailing (vast lagoon, shallow, wind), tennis (14 courts) but even golf or horse-riding in the area.
- A resort with an authentic Club Med spirit : comfort and calmness in Calypso, authenticity and animation in La Douce & services/activities adapted to all members of the family.



Kamarina

- A Mediterranean resort in between sea and nature in an authentic Italian villaggio, between colored places and charming little streets.
- A green paradise for families, in the middle of a vast pine tree forest with a large array of sports activities, beautiful dedicated infrastructures and the Amazing family concept.
- A privileged location for an amazing discovery experience: numerous World Heritage Sites/Sicilian treasures, local products and culinary specialties in restaurants.



Agadir

- An easily accessible destination of high-contrast laying on a beautiful large beach: between the tenderness of Southern Morocco and the intensity of the Atlantic Ocean.
- A resort respecting the local oriental culture: beautiful blue tiled fountains, oleander and eucalyptus scented breezes, local F&B specialties and Moroccan well-being.
- One of the best destinations to learn to play golf, improve level or experience an unforgettable horse riding adventure on the beach.
- A historic Resort nourished by an authentic Club Med spirit, as a pioneer of the Club Med portfolio.



# must-try Experiences



## Fun aboard a catamaran

Alone or in pairs, embark on the exciting Armada challenge. Hoist the sails of your catamaran; find your wind and lean back, hanging centimeters above the water in this thrilling race. Look out for the silver shimmer of spotted sea bass following the boat's hull. Outshine, and be the first to cross the finish line.





## From Djerba to Star Wars

Relive some of the iconic Star Wars scenes in the Tunisian desert. Continue the adventure west into the rocky valleys, to the Sidi Driss Hotel in Matmata. Previously occupied by the Berbers, this hotel built into rocks was used as a setting for the franchise's first film. Drive south to the middle of a lunar-like landscape and cross the commercial town of Tataouine.



## Enjoy a traditional mint tea

Behind the Calypso residence, the gentle blue walls decorated with green curtains evoke the Mediterranean Sea and palm trees. At the Aziza, the bedrooms remind the sunset. A bedhead inspired by a traditional weaving technique hangs on the red wall. Sip an Oriental mint tea, immersed in this welcoming and local atmosphere, before enjoying a spicy vegetable tagine dinner.





## In conclusion



A Short Haul and easily accessible beach destination



A promise in change of scenery due to a strong local culture



The best option on the island with excellent satisfaction results



One of the best Price to Quality ratio

NAVIGATION

DJERBA LA DOUCE RESORT RELAUNCH

DESTINATION & COMPETITION

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EXHIBITS

# Exhibit 1 : Details on Club Med Djerba La Douce 3T



## General information

- ✓ Transfer time from airport Djerba-Zarzis : 30 min
- ✓ 19 hectares with 1km of beach



## Well-being

### Club Med SPA by DECLÉOR\*

- Duo treatment rooms for couples
- Relaxation area with sauna & hammam



## Restaurants & Bars

### 2 restaurants

- Le Calypso (Main Restaurant)
- Le Pergola (Buffet Restaurant)

### 2 bars

- Le Sherazade (Main Bar)
- L'Olivier



## Accommodation (501 rooms)

- 📌 « Douce » Area – Refreshed in 2019  
202 Bungalows with 9 connecting and 3 Accessibles

- 📌 « Calypso » Area – Renovated in 2015  
209 Superior Rooms (42 connecting)  
28 Deluxe Rooms (20 connecting)



## Families

- Baby Club Med\* (4-23 mths)
- Petit Club Med\* (2-3 yrs)
- Mini Club Med (4-10 yrs)
- Junior Club Med (11-17 yrs)
- Pyjama Club\*

+++

- Spa for Teens \*
- Little Tennis



## Sports & Activities

### Land Sports

- Tennis School
- Fitness School
- Archery School
- 📌 Cardio training room with new materials
- Beach Volley
- Football
- Ping pong
- Fitness Walking
- Basketball
- Golf\*
- Horseriding\*

### Watersports

- Sailing School *most fun Experience!*
- Stand-up Paddle
- Kayak

### 4 pools

- Main pool
- Calm pool
- Interior Pool
- Kids Pool



## Excursions

Unforgettable excursions

- Matmata in 4X4
- Island Tour
- Discover the coast in Speedboat
- Quad ride
- Berber Villages



## Meetings & Events

12 meeting rooms with a maximum capacity of 300\*



Refreshment






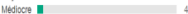
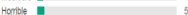



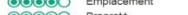

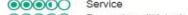



Renovation

\* Additional fee

## Exhibit 2 : Details on competition (1/5)

All competition below offer all-inclusive packages  
(except for Radisson Blu Resort & Thalasso who offer semi-pension packages)

Name	Photo	Positioning	Rooms	F&B	Kids Club & Activities	Sports & Activities	Well-being	Other	TripAdvisor* Score
Radisson Blu Resort & Thalasso, Djerba *****		<ul style="list-style-type: none"> <li>- Modern comfort and oriental design</li> <li>- In the middle of a 10 hectars palm tree parc and direct access to beach</li> <li>- Very modern thalasso</li> </ul>	296 Rooms	4 restaurants & 5 bars	<ul style="list-style-type: none"> <li>- VIC Kid's Club (4 to 12yrs)</li> <li>- Game room, daycare, silent room, theater, mini kitchen, mini restaurant, garden and paint and sketching classe</li> <li>- Babysitting</li> </ul>	<ul style="list-style-type: none"> <li>- Tennis</li> <li>- Ping-pong</li> <li>- Pétanque</li> <li>- Board games</li> <li>- Aérobic</li> <li>- Golf</li> <li>- Jet ski</li> <li>- Catamaran</li> <li>- Tennis classes</li> <li>- Sailing</li> <li>- Horseriding ( 8km)</li> </ul>	<ul style="list-style-type: none"> <li>- 1 100 m<sup>2</sup> interior pool, 1 heated interior pool</li> <li>- Direct access to beach</li> <li>- Fitness Room</li> <li>- Athénée Thalasso &amp; Spa (3500 m<sup>2</sup> sur 2 niveaux avec 50 salles de soin)</li> </ul>	<ul style="list-style-type: none"> <li>- Family and friends areas: 12 cabañas and 8 huts</li> <li>- Excursions</li> <li>- M&amp;E (6 conference rooms (300pax))</li> </ul>	<p>4,0  1 434 avis</p> <p>Excellent  47 %</p> <p>Très bon  32 %</p> <p>Moyen  12 %</p> <p>Médiocre  4 %</p> <p>Horrible  5 %</p> <p>34 / 109 Hotels in Djerba Island</p>
Club Jumbo Djerba Sun Club ***		<ul style="list-style-type: none"> <li>- In the heart of a 10 hectar garden</li> <li>- Relaxation, animation and sports activities</li> <li>- Focus Famille</li> </ul>	385 Rooms	2 restaurants & 7 bars different atmospheres	<ul style="list-style-type: none"> <li>- Kids Club (4 to 12 yrs)</li> </ul>	<ul style="list-style-type: none"> <li>- 2 pétanque fields</li> <li>- Ping Pong</li> <li>- Multisport field</li> <li>- Minigolf</li> <li>- 4 Tennis courts</li> <li>- Kayak</li> <li>- Archery</li> <li>- Golf</li> <li>- Horseriding</li> <li>- Quad</li> <li>- Jet ski</li> </ul>	<ul style="list-style-type: none"> <li>- 2 big pools, 2 kids pools. 1 interior pool heated during winter</li> <li>- Aérobic, aquagym</li> <li>- Spa with hammam</li> </ul>	<ul style="list-style-type: none"> <li>- theater/perform ance hall</li> <li>- nightclub</li> <li>- Casino nearby</li> <li>- Tours &amp; Excursions</li> </ul>	<p>3,5  1 451 avis</p> <p> 33 %</p> <p> 33 %</p> <p> 33 %</p> <p> 33 %</p> <p> 33 %</p> <p>Emplacement</p> <p>Propreté</p> <p>Service</p> <p>Rapport qualité / prix</p> <p>74 / 109 Hotels in Djerba Island</p>


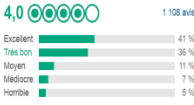

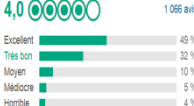
Not included in the price

★ Best Practice



## Exhibit 2 : Details on competition (2/5)

All competition below offer all-inclusive packages  
(except for Radisson Blu Resort & Thalasso who offer semi-pension packages)

Name	Photo	Positioning	Rooms	F&B	Kids Club & Activities	Sports & Activities	Well-being	Other	TripAdvisor* Score
Caribbean World Thalasso Djerba ****		<ul style="list-style-type: none"> <li>- Exotic design, caribbean atmosphere and decor</li> <li>- In the heart of 6,5 ha lush gardens with direct access to beach</li> <li>- Family oriented</li> </ul>	450 Rooms	3 restaurants & 6 bars	<ul style="list-style-type: none"> <li>- Kids Club (4 to 14 yrs)</li> <li>- Aqua park (waterslides) ★</li> </ul>	<ul style="list-style-type: none"> <li>-- Dance classes, Tennis, Mini golf, Multisport field, Pétanque, Archery, darts, Beach Volley, Water- polo, sailing, kayak</li> <li>- Horseriding</li> <li>-- pool table, foosball, video games</li> <li>- Parachute, water ski</li> <li>- Golf</li> </ul>	<ul style="list-style-type: none"> <li>- 4 pools with 1 for kids</li> <li>- Fitness</li> <li>- Thalassotherapy</li> </ul>	<ul style="list-style-type: none"> <li>- Nightclub</li> <li>- Quads</li> <li>- Camelback tour</li> <li>- Excursions</li> </ul>	 <p>30 / 109 Hotels in Djerba Island</p>
Club Marmara Palm Beach Djerba ****		<ul style="list-style-type: none"> <li>- In the heart of a green property, located on one of the prettiest beaches in Djerba</li> <li>- Family oriented</li> </ul>	302 Rooms	1 restaurant & 3 bars	<ul style="list-style-type: none"> <li>- Mini Club (3-7 yrs) , Little Club (8 -10 yrs), Kids Club (11-13) : stimulative games, sports, mini-disco, pool.</li> <li>- Teen Club (14-17 yrs) : sports, music, wifi, relax areas</li> </ul>	<ul style="list-style-type: none"> <li>- Tennis; Ping Pong; Mini-football; Beach-volley; Pétanque; Water-polo ; Kanoe.</li> <li>- Horseriding; Golf</li> <li>- windsurfing, sailing, water ski, jet ski, banana boat, ringo, scuba diving, parachute</li> </ul>	<ul style="list-style-type: none"> <li>- 2 pools</li> <li>- Fitness with tai-chi</li> <li>- Spa</li> </ul>	<ul style="list-style-type: none"> <li>- Casino nearby</li> </ul>	 <p>Djerba Island</p>





Not included in the price



Best Practice

## Exhibit 2 : Details on competition (3/5)

All competition below offer all-inclusive packages  
(except for Radisson Blu Resort & Thalasso who offer semi-pension packages)




Name	Photo	Positioning	Rooms	F&B	Kids Club & Activities	Sports & Activities	Well-being	Other	TripAdvisor* Score
TUI MAGIC LIFE Penelope Beach ****		- An oasis located on one of the most beautiful beaches of Djerba - Charm, Conviviality, Relax - Family Focused	289 Rooms	3 themed restaurants & 5 bars	- Kids Club (3 to 16yrs) - Playground - 1 mini aqua Park with 5 waterslides ★	- Tennis - Ping Pong - Volley-ball - Mini-football - Pétanque & Darts - TArchery - <b>Kanoe, banana boat, water ski and wakeboard.</b> - Windsurf and catamaran	- 5 pools + 3 baby pools -- Sauna & Hammam - Aérobic, step; gymnastics - Spa	- Tours & Excursions	 21 / 109 Hotels in Djerba Island
Sentido Djerba Beach ****		- Located in vast gardens and direct access to a private beach - Tunisian atmosphere - Family focused	246 Rooms	2 restaurants & 4 bars	- Mini Club (4 to 12 yrs) - Playground	- Beach volleyball - Ping Pong - Tennis - Darts - Pétanque - <b>Horseriding</b> - Golf - Bowling - Kite surf - Diving	- 2 pools+ kids pool - Sauna & Hammam - Gym - Spa	- Night entertainment - <b>Discovery Walk</b> - <b>Mini nightclub</b>	 2 / 109 Hotels in Djerba Island

Not included in the price

★ Best Practice

## Exhibit 2 : Details on competition (4/5)

All competition below offer all-inclusive packages  
(except for Radisson Blu Resort & Thalasso who offer semi-pension packages)






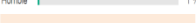





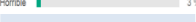
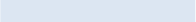
Name	Photo	Positioning	Rooms	F&B	Kids Club & Activities	Sports & Activities	Well-being	Other	TripAdvisor* Score
Iberostar Mehari Djerba ****		<ul style="list-style-type: none"> <li>- Beachfront location and tunisian atmosphere</li> <li>- 80 000m<sup>2</sup> gardens</li> <li>- Familles + Couples</li> </ul>	300 Rooms	2 restaurants & 3 bars	<ul style="list-style-type: none"> <li>- Monkey camp (4-7yrs) : nature discovery</li> <li>- Dolphin camp (8 – 12) : enjoy the beach with creativity</li> <li>- Eagle camp (13-17 yrs) : xbox, chill out zone, performance stage</li> </ul>	<ul style="list-style-type: none"> <li>- Basket-ball</li> <li>- Beach-volley</li> <li>- Pétanque</li> <li>- Ping Pong</li> <li>- Tennis</li> <li>- Archery and mini-golf</li> <li>- Kanoë and windsurfing</li> <li>- Golf</li> <li>- Horsriding</li> <li>- VTT</li> <li>- Water Ski</li> </ul>	<ul style="list-style-type: none"> <li>- 3 pools</li> <li>- Aérobic &amp; aquagym</li> <li>- Fitness</li> <li>- Spa and body care</li> </ul>	<ul style="list-style-type: none"> <li>- Night entertainment</li> <li>- Exclusive zones for adults</li> <li>- Excursions</li> <li>- 4 conference rooms :12m<sup>2</sup> to 220m<sup>2</sup></li> </ul>	 <p>4,5/5 2 052 avis</p> <p>Excellent 57% Très bon 31% Moyen 9% Médiocre 2% Horrible 1%</p>
Seabel Rym Beach ****		<ul style="list-style-type: none"> <li>- Charming and discrete</li> <li>- Authenticity and conviviality</li> <li>- In an 11hectar palm grove, along a beautiful 11 hectar soft-sanded beach</li> <li>- Family oriented</li> </ul>	- 352 rooms entirely renovated in 7 little buildings inspired by the local architecture and with interior gardens	2 restaurants & 4 bars	Mini-Club (3 to 7 yrs)	<ul style="list-style-type: none"> <li>- Tennis</li> <li>- Beach Volley</li> <li>- Football</li> <li>- Kayak &amp; Planche à voile</li> <li>- Pétanque, Tir à l'arc, ping-pong</li> <li>- Mini-golf</li> <li>- Tennis nocturne</li> <li>- Billard, jeux vidéos</li> <li>- Ski nautique, parachute, bateau</li> <li>- Equitation</li> </ul>	<ul style="list-style-type: none"> <li>- Exterior pool + interior+ kids</li> <li>- Hammam</li> <li>- Spa (14 rooms)</li> </ul>	<ul style="list-style-type: none"> <li>- Night entertainment</li> <li>- M&amp;E area</li> <li>- Car rental/ VTT &amp; Quad</li> </ul>	 <p>4,0/5 3 324 avis</p> <p>Très bon 33% Excellent 27% Moyen 21% Médiocre 13% Horrible 6%</p> <p>Emplacement Propreté Service Rapport qualité / prix</p>

Not included in the price

★ Best Practice

## Exhibit 2 : Details on competition(5/5)

All competition below offer all-inclusive packages  
(except for Radisson Blu Resort & Thalasso who offer semi-pension packages)

Name	Photo	Positioning	Rooms	F&B	Kids Club & Activities	Sports & Activities	Well-being	Other	TripAdvisor* Score
Robinson Club Djerba Bahiya ****		<ul style="list-style-type: none"> <li>- A charming club of menzel style</li> <li>- Direct access to a sandy beach</li> <li>- Beautiful lush gardens</li> <li>- Family oriented</li> </ul>	336 Rooms	2 restaurants (1 beach restaurant) & 3 bars	<ul style="list-style-type: none"> <li>- Kids Club (3-&amp;è yrs)</li> <li>- <b>Swimming lessons for kids</b></li> </ul>	<ul style="list-style-type: none"> <li>- Windsurfing and sailing (classes not included)</li> <li>- Stand up paddle (classes not included)</li> <li>- Beach-volley, ping pong, darts, water-polo, et football tennis</li> <li>- <b>Kite surf, archery &amp; Golf</b></li> </ul>	<ul style="list-style-type: none"> <li>- 3 pools with 1 dedicated to kids</li> <li>- GroupFitness Room, interior cycling and exterior solarium</li> <li>★ <b>Yoga, pilates, Stretch &amp; Relax.</b></li> <li>- <b>Sauna &amp; Hammam</b></li> <li>- <b>SPA WellFit</b></li> </ul>	<ul style="list-style-type: none"> <li>- Night entertainment</li> <li>- <b>Excursions</b></li> </ul>	<p>4,5  125 avis</p> <p>Excellent  70 %</p> <p>Très bon  22 %</p> <p>Moyen  4 %</p> <p>Médiocre  3 %</p> <p>Horrible  1 %</p> <p>10 / 109 Hotels in Djerba Island</p>
Seabel Aladin Djerba ***		<ul style="list-style-type: none"> <li>- Design inspired by local architecture in the center of a flowery park</li> </ul>	- 318 rooms either in a building or bungalows inspired by djerba's culture	1 restaurant & 3 bars	<ul style="list-style-type: none"> <li>- Kids Club (4-12 yrs)</li> <li>- Pool, beach and playground games</li> <li>- Makeup classes</li> <li>- Shows</li> <li>- Mini-nightclub</li> </ul>	<ul style="list-style-type: none"> <li>- 5 tennis courts</li> <li>- Mini-golf</li> <li>- Pétanque, ping-pong</li> <li>- Beach-volley</li> <li>- Football, darts.</li> <li>- Aérobic, jogging, gymnastics, modern and oriental dance</li> <li>- <b>All motorised water activities</b></li> <li>- <b>Night tennis</b></li> </ul>	<ul style="list-style-type: none"> <li>- 3 interior and exterior pools(with 1 of each for Kids)</li> <li>- <b>Hammam et bodycare</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>Quad and camelback excursions</b></li> </ul>	<p>4,0  1 559 avis</p> <p>Excellent  39 %</p> <p>Très bon  38 %</p> <p>Moyen  14 %</p> <p>Médiocre  6 %</p> <p>Horrible  3 %</p> <p>24 / 109 Hotels in Djerba Island</p>

Not included in the price

★ Best Practice



