



## Located in Guangxi province in southern China, Guilin offers excellent accessibility and stunning discoveries



1h30 from Hong Kong2h25 from Taipei2h30 from Shanghai3h15 from Beijing

3h20 from Hong Kong West Kowloon train station



Mild climate from 8 to 28 degrees during the year Best time to go: April – October



Home of iconic Chinese landscapes and famous Li River "Guilin's mountain and water scenery is the best under heaven"

## Introducing Guilin

#### **Exceptional nature environment**

- Famous for its series of karst mountains and caves
- Forest coverage rate: 70.91%, with more than 1000 types of plants: gingko, pine, osmanthus trees are the main plants.
- Guilin means • « Sweet osmanthus forest »

#### Splendid culture from multi-ethnic groups

- A multi-cultural habitat for 28 minority groups in total, of which Yao and Zhuang are the majority.
- Minority culture is widely celebrated: Sanyuesan and etc.

#### **Renown tourism destination**

- the highest reputation



Li River, Xiangshan Mountain, Reed Flute Cave, Longji Rice Terrace enjoy

**Designated as State historical &** cultural cities, home of four 5A scenic spots and twenty-five 4A scenic spots

#### **Inspiration of Chinese painters**

Many famous painters including Xu • Beihong, Huang Binhong, Li Ketan and Bai Xueshi have used Guilin's unique scenery as inspiration for their masterpieces

## **Destination moodboard**







## TARGET AUDIENCE

#### CULTURALLY CURIOUS

They want to learn something during their trip, and understand more about local culture to enrich their knowledge.

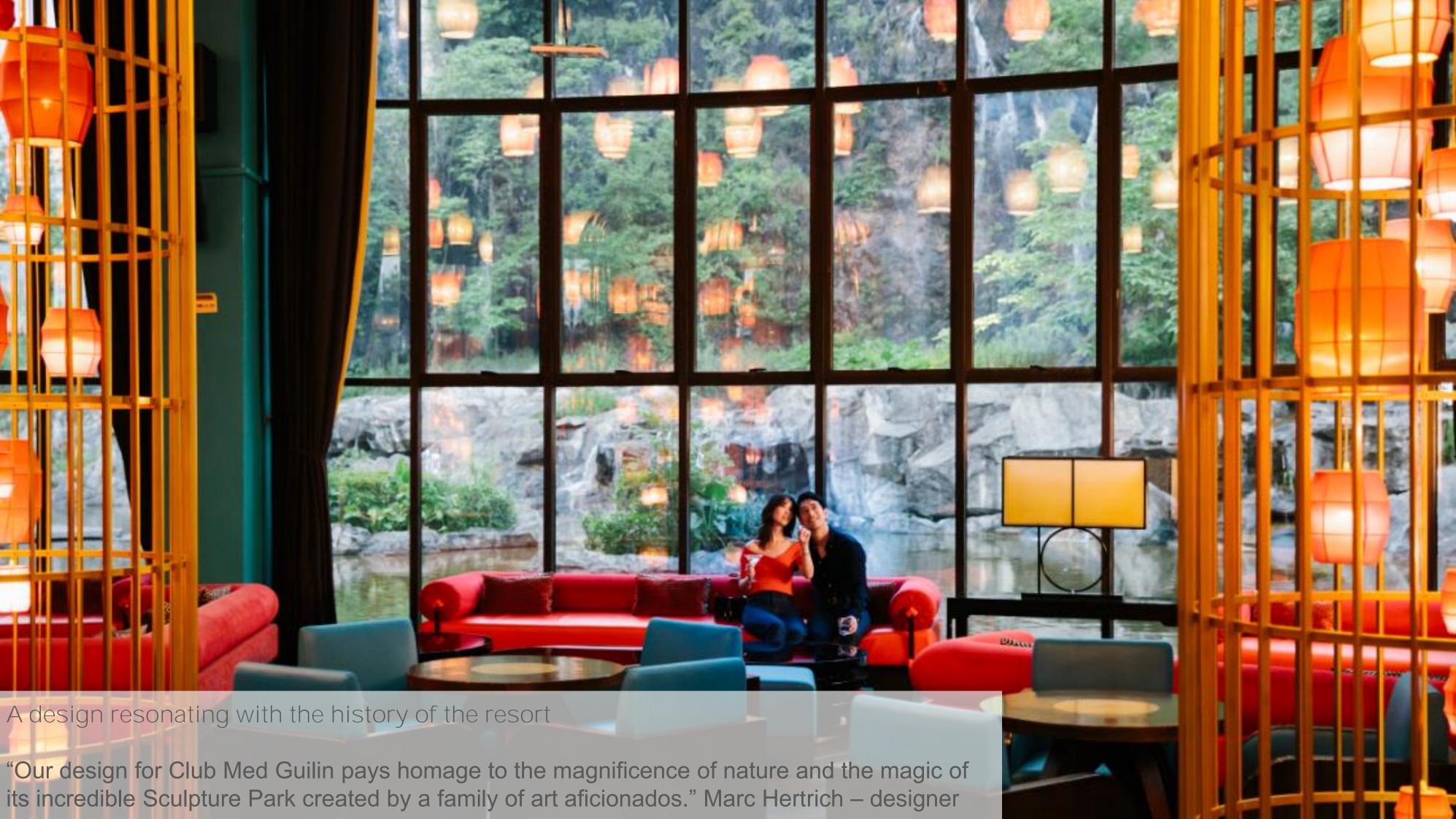
vacation.

EXPERIENCE SEEKERS

They seek unique experiences with their families, and are looking for a spark of surprise and a one-of-a-kind



Founded in 1997 by private collectors, Yuzi paradise sculpture park is dedicated to promote contemporary art and culture across China. The l'Atelier bar once hosted a get-together for artists, with the purpose to create and share new artworks and inspirations.



## Club Med Guilin is located in a spacious 46-acre park which features activity areas, modern sculptures and landscape viewpoints



1. Reception, boutique and excursion centre

- 2. Resort center:
  - L'Atelier bar
    - Main restaurant
  - La Lanterne indoor playground: indoor wall climbing, trapeze, VR games, circus school, etc
    - Mongolian barbecue & hotpot restaurant

4. Lotus restaurant, moon bar, cooking lessons

6. Outdoor natural rock climbing

9. Outdoor activities area: Tennis, Golf practice, Archery, Badminton, Basketball, trapeze, Bungee bounce

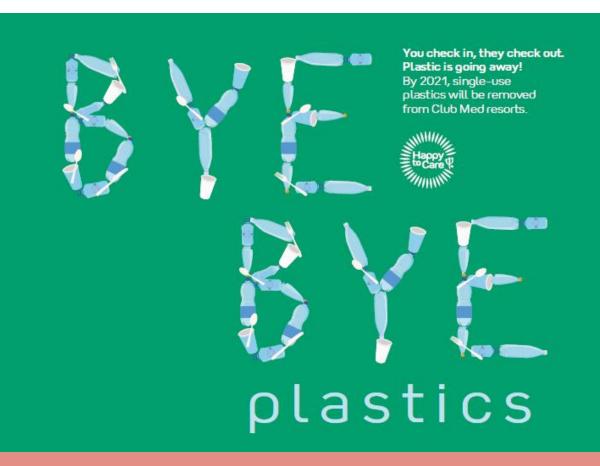
10. Courtyard building: accommodation, noodle bar, Tea house

## **BSR highlights** Club Med Guilin is China's flagship resort for Happy-to-Care initiatives

Sustainability is part of Club Med's journey. Club Med was founded upon the ideal of living together in harmony and the idea of revitalization through nature. This inspiring vision comes with the responsibility of respecting the host country, its communities, landscapes and resources, and helping support its social development. Being the flagship resort in China for Happy-to-Care, Club Med Guilin aims to see through every effort to create a lasting and positive impact.



Green Globe certified: Awarded Gold status for continuous certification over 5 years



All F&B single-use plastic have been completely removed in 2019.

By end of 2020, all single=use plastic will be eliminated from all rooms.





2019: In support of the local farmers and collaboration with Agrisud, 6000kg of fruits and vegetables grown by nearby farms were delivered to Club Med for use in our F&B premises.



To help with the education of ethnic minorities in Guilin, Club Med donated RMB147,844 to Couleurs de Chine



Club Med Guilin has been supporting local sports school since 2018. A total of RMB45,000 was donated to the school to support young athletes. To capitalize on the beauty of Guilin which revolves around nature, culture and art, a place where you can...

Experience the wonders...

Where nature and art meet

Natural

Marvel at Mystical Nature escape the city and connect with the wonders of Guilin for some tranquility



Immerse in Arts & Culture explore the rich tapestry in our very own openair museum and lively local culture



Embark on a family adventure All-year-round, get active with your family with both indoors and outdoors fun





## Where Nature and Art Meet



Unleash your inner MasterChef in our culinary school and you will be on your way to be a better cook in no time.

> Enjoy peace and tranquility at the Zen Pool or Spa\*

Immerse in art & nature with Nature Walk, Mountain Bike, Nature Hike



#### **#1 Natural Fabric Dyeing\***

Challenge other guests at Tennis & Archery

tournaments

Fabric Dyeing with dyes and colorants derived from plants or minerals. Design and make your own handkerchief or scarf!

MMSI-M Experience  $\Psi$ 

#### **#3 Cruise down** the mythical Li River\*

Be prepared to get enchanted by the scenery of Li River which gathers all the beauty of Guilin nature landscape.

Experience  $\Psi$ 



#### **CHECK-IN**



\*at extra cost

NATURAL - CULTURAL - PLAYFUL

#### **#4 Rock Climbing** must-tru Experience (\*) indoor & outdoor

Check out Amazing Family Program, specially curated for you and your family to bond and reconnect

Defy gravity and try climbing, whether on karst mountains outdoors (summer) or indoors in La Lanterne (all-year round).

Try the delicious Mongolian BBQ in Mongolian Restaurant

Have your fill at 3 of our restaurants and bars

#### CHECK-OUT

Learn more about wine at the wine cellar

#### **#5 Discover Nature, Arts & Culture with Club Med Play**

Follow a digital quest with your family using our Club Med Play game app to discover over 100 contemporary sculptures in the resort park.

must-tru Experience 4 Experience the wonders...

#### Happy-to-Care ppy flagship resort in China

## Where nature and art meet

	<b>NATURAL</b> Marvel at Mystic Nature	<b>CULTURAL</b> Immerse in Arts & Culture	<b>PLAYFUL</b> Embark on a Family Adventure
Must-tur Experience 19.	<ul> <li>Excursions: Li River*</li> <li>Art Centre: Natural Fabric Dyeing*</li> </ul>	NEW! Local cooking lesson	<ul> <li>Rock Climbing indoor &amp; outdoor</li> <li>Club Med Play (art &amp; nature)</li> </ul>
<b>REINFORCED</b> (to strengthen the activities with a twist)	<ul> <li>Biking tour</li> <li>Hiking around Guilin</li> <li>Morning walk in the Art park</li> </ul>	<ul> <li>NEW! Implementation of Signature dishes</li> <li>NEW! Lotus restaurant new menu + kids menu (opening date TBC)</li> </ul>	<ul> <li>NEW! Gardening in the aromatic garden (July)</li> <li>NEW! Mini Club Signature activities</li> <li>Amazing Family Program - Time to care activities</li> </ul>
OTHERS	<ul> <li>NEW! Yoga in nature - enjoy detox drink after your morning session</li> <li>NEW! Art Centre: Hydrosol Distillation*</li> <li>NEW! Partnership with Agrisud</li> <li>Tai Chi</li> <li>Zen Pool</li> <li>Spa</li> <li>Outdoor happenings &amp; shows</li> <li>Excursions: Jeep discovery tour*</li> <li>Excursions*: others like Reed Flute Cave &amp; Longji Rice Terrace</li> <li>Art Centre: Nature printing*</li> <li>Art Centre: Nature painting*</li> </ul>	<ul> <li>Excursions: Impression show* (opening date TBC)</li> <li>Art Centre: Food crafting*</li> <li>Art Centre: Figurine painting*</li> <li>Art Centre: oil tea*</li> <li>Wine cellar</li> <li>Mongolian BBQ &amp; hotpot restaurant concept</li> <li>Noodles Bar</li> <li>Ethnic Minority Festivals, both inside and outside of the Resort (specific period of the year)</li> </ul>	<ul> <li>NEW! Art Centre: Soap DIY with Pure Essential Oil*</li> <li>NEW! Footgolf</li> <li>Amazing Family - Time to cook</li> <li>Amazing Family Program</li> <li>Excursions: Side car getaway*</li> <li>Virtual reality activities</li> <li>Indoor playground</li> <li>Indoor &amp; Outdoor flying trapeze</li> <li>Daily night shows</li> </ul>

Natura



NATURE YOGA

Guilin, a place which holds many of China's spectacular sceneries is perfect for yoga. Join us in our daily yoga class with the view at the yoga house, and feel the peacefulness of the world.

After, sip on your choice of detox juice, freshly prepared for you.

- Subject to weather conditions
- Daily yoga lessons
- Yoga + fresh juices: 2 times per week



ECO GARDEN WITH AROMATIC HERBS & LOCALLY-GROWN VEGETABLES - JULY

Take a walk around our eco-garden and discover various culinary herbs and spices, commonly used in the local and regional cuisine. Here you can smell the aromatic leaves of lemongrass, basil, mint and many others. Learn how you can grow these vegetables at home; use them in your cooking classes to enhance the flavour and aroma of the food; and spot them in the dishes which we prepare for you daily.

- More details will be available soon



#### **OUR INITIATIVES WITH AGRISUD**

Together with Agrisud, Club Med Guilin has implemented the Guilin Farmers Project, in order to offer our guests agro-ecological products grown with love by family farms around Guilin Village.

This great project allows our guests to reap the benefits of healthy and eco-friendly products, with a positive impact on local development and to promote sustainable agriculture. These vegetables are used in various food dishes, as well as ingredients in cooking classes.

Available soon: We welcome you to join us in gardening and excursions activities to find out more

Vatural



#### **BIKING TOUR**

Start your morning on a mountain bike, a tour guided by our experienced G.O. Activate your body and experience awe with the breathtaking views before you.

- Subject to weather conditions
- Daily
- Helmet will be provided



#### HIKING AROUND GUILIN

Explore the secret part of our park to immerse in the typical Guilin landscape. Water buffalos and karts mountains are on the program. An enjoyable way to embrace the nature and to learn about local culture from our G.O. guide.

- Subject to weather conditions
- Daily

#### MORNING WALK IN THE ART PARK

Stroll though the gardens between contemporary sculptures and beautiful nature in our 46-ha park. Guided by our G.O., discover artworks, flowers and plants - an easy, educational and fun moment, suitable for you and your family.

At 10am daily, bring your kids to meet our resident ducks by the lake for a duck observation. These animals roam freely and enjoy the quiet environment of the park in Club Med Guilin.

- Subject to weather conditions
- Daily

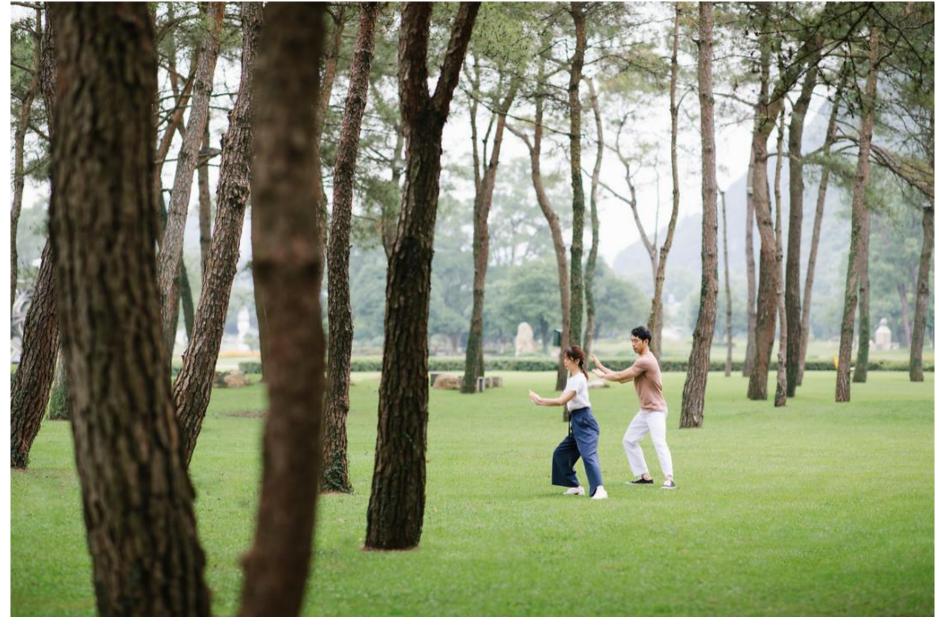
Natural



#### HYDROSOL DISTILLATION\* BY ART CENTRE

Learn about Hydrosol Distillation, where pure and natural waters are produced during distillation of plant materials such as leaves, flowers, peels, berries, wood, stems and roots. Hydrosol is a by-product of essential oil, which is full of energy from natural plants and is beneficial for our skin.

- Visit the Art Centre to find out more. Class is available daily.



#### TAI CHI

Reconnect with nature, join the age-old Chinese martial art of Tai Chi, which focuses on exercises for health, mind and body. Tai Chi seeks to develop the body's internal power, balance, and resilience. Suitable to practice at any age, Tai Chi is recognized for its value in developing and maintaining overall physical health.

- Daily

\*at extra cost

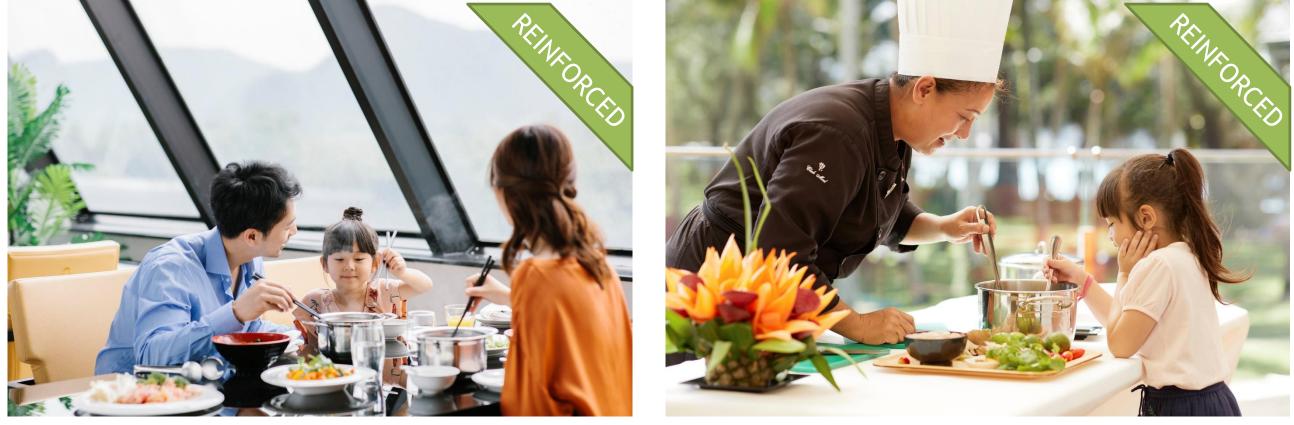
Cultural





Head to our restaurant, and be greeted with the wide array of choices on our buffet line. Indulge in Guilin's culinary delights as we showcase some of the must-try signature dishes.

More information will be available soon



#### NEW MENU IN LOTUS RESTAURANT

Enjoy a new culinary experience with your family. We've got something for everyone, and a special menu for the kids too. Take your pick from the new additions of healthy dishes, a fusion of Guilin delicacies and fresh-picks from Agrisud.

(opening date TBC)

#### Γ

#### **COOKING LESSON UPGRADE**

As part of our Must-try Experiences, unleash your inner MasterChef in our culinary school or join the Amazing Family cooking classes. Learn a step-by-step guide by our professional Chefs, and you will be on your way to be a better cook in no time.

\* Classes with Aromatic Herbs from our eco-garden will be available from July

Cultural



#### **EXCURSIONS: IMPRESSION SHOW\***

A show not to be missed! Enjoy a world-class spectacular play in the world's largest natural theater. This grand scale production with the Li River and its Karstik mountains as a background, and more than 600 performers, all of whom are local people of the Li River, will mesmerize you. It creatively unites the classical Sanjie Liu's songs, ethnic groups' culture and the fishing lights to reflect the harmonious atmosphere between Humans and Nature.

(opening date TBC, The show could be cancelled according to the weather conditions)



#### **OIL TEA BY ART CENTRE\***

Oil tea is one of Guilin's specialty which has a distinct flavor. It originates from the ethnic people living in mountainous areas, who make and drink oil tea to freshen up and keep warm in winter.

Learn to make the Oil Tea and drink it like a local.

- Visit the Art Centre to find out more. Class is available daily.

## Mini Club Signature Activities: Playful

At Mini Club, your children will enjoy activities which are fun and educational at the same time. Meet new friends. Meet the world.



#### LITTLE LOCAL COOKING @ CULINARY SCHOOL

What better way to delight your children than participating in a cook-off together? Join in the newly-introduced activity in Club Med Guilin and bring home more memories.



#### GARDENING & LEARNING @ ECO AROMATIC PLANT GARDEN (JULY)

In this session, your children will be exposed to different types of herbs and plants as they embark on a journey to discover the world around them.



#### SCULPTURES & STATUE DISCOVERY

# Amazing Family Programme based on new resort positioning: *Playful*



#### **BRING FAMILIES CLOSER**

At Club Med, we truly believe holidays are the perfect opportunity to bring families closer together! With our 'Amazing Family' programme, we are giving parents the opportunity to create special memories with their children through a fun-filled weekly agenda of activities. It's time to ditch the screens, and find your inner kid to reconnect with your little ones!

PANA Op CED

Included in your Club Med Premium All-Inclusive package, the Amazing Family programme presents:

#### Time to Move

A selection of energizing sports & games

#### - Time to Play

take the time to bond while enjoying giant life-size board games

#### - Time to Care

Participate in meaningful activities for children to learn more about going green and the local Guilin culture

#### - Time to Quest

Treasure hunt for the family

Playful



#### **ART CENTRE**

Situated in the resort, the Art Centre serves as a creative space and gallery to get your daily dose of creativity and inspiration. Ignite your creative self and the joy of making something fun and beautiful. Get arty with various art experiences\* at the Art Centre, or simply walk through the gallery for some art therapy.



## SOAP-MAKING WITH PURE ESSENTIAL OIL BY ART CENTRE\*

Create your own naturally scented handmade soap with high quality ingredients like pure essential oil. Each handmade soap bar is natural, safe, and gentle to the skin. Take the first step towards eliminating chemical and allergens from your household.

- Visit the Art Centre to find out more. Class is available daily.

Playful



#### FOOTGOLF

Do you play football? Does golf sound familiar to you? Try this new and popular sports with us as part of the all-inclusive package! Recently introduced in our resort, enjoy a game of football on the beautiful golf course at Club Med Guilin. Aim to get the ball into a 21" footgolf cup with as few kicks as possible. Suitable for everyone, have a go and experience footgolf with your family.

- Free Game: everyday from 9am to 12pm and from 2pm to 5pm
- Lesson and Game: 4pm every Monday and Thursday

The game started in Holland in 2009 and has been popular with many countries worldwide. China Footgolf Association was founded in 2017. More information here.

### **INDOOR PLAYGROUND FOR KIDS & ADULTS**

All-year-round sports activities in the 900m<sup>2</sup> indoor playground:

- activities and more
- 4. games
- play area for kids.



1. Swing through the air with our indoor flying trapeze or try the outdoor trapeze for a nature experience.

2. Watch your kids develop their circus skills through balancing, juggling

Reach the top on our climbing wall. Choose from 3 difficulty levels. Embrace a world of imagination into the virtual world with up to 30 V.R.

5. Train and have fun in our multi-sports field

Witness your kids conquer the first challenge of their lives in the Mini Gym. Let them roam the specially built playground and other versatile



Natural Fabric Dyeing at art centre\*

Local cooking lessons





Discover nature, arts & culture as a family with Club Med Play



Must-tur Experience 4.)

#### **IMMERSE YOURSELF INTO THE ICONIC GUILIN LANDSCAPE\***

Cruise down the mythical Li River\* and enjoy the landscape that inspired so many artists.

Be prepared to get enchanted by the scenery of Li River which gathers all the beauty of Guilin nature landscape. As you cruise down, the beauty of the mountain and river gradually unveils in front of you. Listen to the story from ancient times told by the rafter while you appreciate the scenery on the river: the mysterious patterns on the rocks, the lush greenery and cottage houses of quaint villages on the river banks. When it rains, the misty view presents another kind of poetic beauty. You will feel like walking into a painting which you become a

Go to excursion centre for more information. Booking in



Must-tur Experience 4?

## LIVE THE MAGIC IN NATURE WITH OUTDOOR & INDOOR

Defy gravity and try climbing, whether on karst mountains outdoors (summer) or indoors in La Lanterne (all-year round).

The rock climbing in Guilin is the ideal spot combining the fun of sports with breathtaking views. Our well-trained rock climbing G.Os will prepare you carefully with professional equipment to ensure your safety and recommend the area suitable for your level. Confident and composed, try to discover numerous routes hidden in the cracks along your adventure upwards. Our G.Os are always there to keep you safe and make recommendation when necessary. Don't forget to turn around and appreciate the fascinating nature view when you reach the top. If you want to enjoy the thrill and the fun all-year-round, you can also try the wall climbing in our indoor playground: with areas of different colors, all skill levels can have their fun while defying gravity. Kids can also have a taste of climbing fun in the dedicated area for them.

The sense of achievement will come to you not only at the moment of reaching the top, but also everytime you challenge the impossible to find your own way up, step by step.

\*Minimum age: 8 years old





#### LOCAL COOKING LESSONS

Unleash your inner MasterChef in our culinary school and you will be on your way to be a better cook in no time. Tickle your taste buds by sampling your very own creation with different local recipes such as the famed Gulin Noodles and Yanshuo

For more hands-on cooking experience with your family, join the Amazing Family cooking classes and learn a step-by-step guide on how to create a mouthwatering Guilin dessert like the Guilin Tapioca and Mango.

Bring home new skills and memories with your family as you embark on cooking classes together.

\* Classes with Aromatic Herbs from our eco-garden will be





#### **NATURAL FABRIC DYEING AT ART CENTRE\***

Ignite your creative self and the joy of making something fun and beautiful. Get arty with an experience at the Art Centre, and try your hands on Fabric Dyeing with dyes and colourants derived from plants or minerals. Suitable and safe for kids, design and make your own handkerchief or scarf, a lovely gift for your family and friends.

Situated in the resort, the Art Centre serves as a creative space and gallery to get your daily dose of creativity and inspiration. Art beautifies, evokes emotions and enhances essential life skills through reflection and expression of each art piece. Club Med Guilin is the only resort in APAC with an Art Centre, a visit not to be missed during your stay.



Must-tur Experience 4.)

#### DISCOVER NATURE, ARTS & CULTURE AS A FAMILY WITH CLUB MED PLAY APP

Follow a digital quest with your family using our Club Med Play game app on your mobile phone to discover over 100 contemporary sculptures in the resort park. Combining augmented reality and puzzles, this game guides you on a journey to discover nature and environment protection tips across the resort. Explore our open-air museum which houses a diversity of local plants and flowers, as well as modern art sculptures accomplished by local and international artists. Witness the magical blend of arts and nature with the mountains as backdrop; Osmanthus trees and camphor trees dominate the terrain; continue to embark on an eye-opening journey to appreciate the modern sculptures of different styles and materials, while the scent of Osmanthus follow along.

The beauty of life and art is all around you, waiting to be discovered. The relaxing, refreshing and scenic walk will awake your body and mind to prepare the whole family for an amazing day to come.

## activity highlights by season by P&S Team

These recommendations will be fine-tuned according to seasons.

#### Every season to highlight:

summer

spring

1 Family activity
 1 Sport activity
 1 Food & Beverage
 1 Excursion or spa
 1 Art Centre activity

Including special events program (e.g.: CNY, Dragon Boat festival)

Highlights of the season will be marked with a star

# JEW CONCEPJ

autumn







Club Med  $\mathfrak{P}$ 

**Family:** Go on a morning walk with your family on an trail to discover arts & culture among the Osmanthus trees

Sports: Yoga with a view + detox juice

**F&B:** Enjoy refreshing detox juices at l'Atelier after your morning yoga session

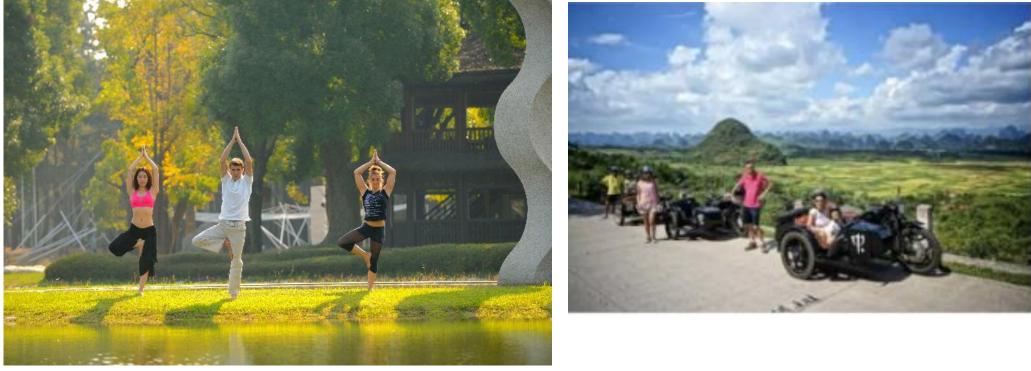
**Excursion:** Buggy countryside exploration\*\* Discover the village way of life on the road, while enjoying Guilin's splendid scenery.

Art Centre: Oil tea\*

### **Special festivity:**

Minority Festivals: Ethnic festivals are always filled with beautiful legends and featured activities to celebrate. In every month, there are festivals held in different areas by different minorities. In our resort, special events and activities will be held to celebrate these festivals.









**Family:** Amazing Family Programme (Time to Cook) with aromatic plants from eco garden (Jul)



**Sports:** Hiking among the beautiful landscape of Guilin

**F&B:** healthy/ Agrisud and local menu at lotus restaurant (Jul)

**Excursions:** Impression show\*\* Enjoy a play in a the world's largest natural theater with the Li River as its backdrop. (opening date TBC)

Art Centre: Soap DIY or Dyeing fabric\*

### **Special festivity:**

**Dragon boat festival:** as one of the most important festivals in China, discover our special program in resort

\*A la carte - Art Centre activities \*\*Excursions extra cost





Club Med 4





## **Family:** Amazing Family - Time to play (giant game)

#### Sports: Biking

**F&B:** Wine School (visit the wine cellar for a class on wine tasting and bring home your own wine\*)

**Excursions:** Jeep discovery\*\*

Art Centre: plants collage\*

## **Special festivity:**



Club Med  $\mathfrak{P}$ 

Mid-Autumn Festival and National day: watch as the Resort sets the mood for fun and games during these festive season.

\*A la carte - Art Centre activities \*\*Excursions extra cost









Family: Amazing Family - Time to Care art & craft



Club Med ♥

Sports: Indoor Flying trapeze and circus school

F&B: Hotpot in Mongolian restaurant

**Spa:** Signature Aromasoul massage\*\*

**Art Center:** Wood crafting\*

## **Special festivity:**

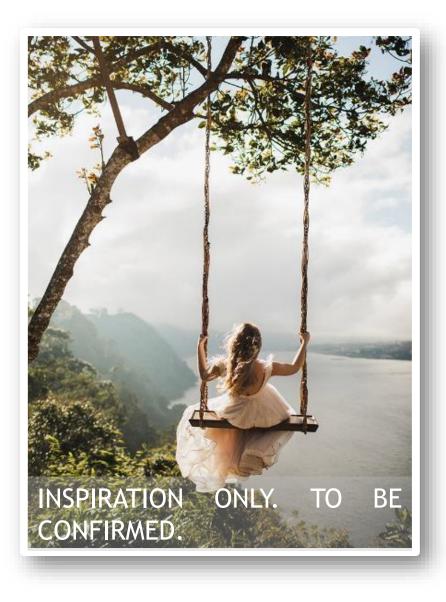
Chinese NY events program: lion dance, family treasure hunt, night show, Chinese calligraphy, fireworks, dumpling workshop

\*A la carte - Art Center activities \*\*Excursions extra cost





## Top 10 Instagrammable spots







Outdoors rockclimbing















## Excursions update for reopening

#### **Excursions open for reopening**

Private and safe in resort or phase 2:

- Buggy
- •Side car
- Jungle cave tour
- Horse riding

#### Private out of resort :

- Jeep tour
- •Bamboo river Lee

Out of resort with group or private but in public area

- City tour , Elephant mountain park
- •7 star park
- •2 river 4 lake

#### **Excursions closed for reopening**

- Impression show
- Romance show
- Rice field

## **Communication assets**

#### RESORT SCHEDULE

#### RESORT WELCOME CARD

Insert Name

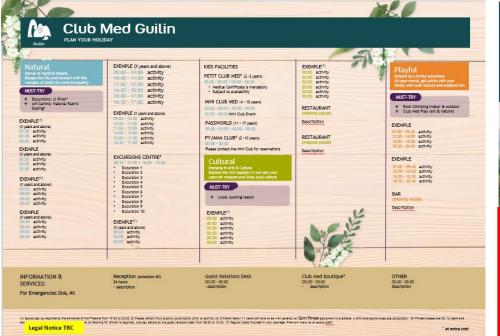


#### Welcome to Club Med Guilin

Step into the beauty of Club Med Guilin. Explore nature, arts & culture, and many more family adventures to bring home more than memories.

At Club Med Guilin, we look forward to spending a truly amazing holiday with you and your loved ones





Top 10 Photo Spots

je j

Guilin

Share with us your Club Med Guilin experience. Snap a shot at these photo-worthy locations and hashtag #clubmedguilin



ClubMedGUIC



#### 1 pic to be confirmed

#### VISUALS

