



Kemer Product Presentation
FEAM PRODUCT MARKETING – JUNE 2019



Summary

- ◆ — Customer target & Pillars of the Customer Experience
- ◆ — Summer 2019 Novelties
- ◆ — Must Try Experiences



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What kind of customers are we targeting?

Adults-only Resort



ACTIVE SOLO & FRIENDS

Those who want to reset, disconnect, take their rush of adrenaline, enjoy vibrant & entertaining nightlife



WATERSPORTS ENTHUSIASTS

Combine festive holidays with water sport activities to keep in good shape



ACTIVE COUPLES

Those who want to mingle with other people, get together, relax, join the party

Those who want to disconnect in an idyllic setting, get active and enjoy vibrant & entertaining nightlife

What are the main pillars of the experience?

A SITE ON THE TURKISH WILD SIDE



- ✓ Club Med was one of the **first** to **settle** in 1979 on this **unspoilt and wide site** of 40 ha, on a **protected bay** with creeks overlooking a clear and turquoise sea
- ✓ **2 distinct beaches areas:**
 - Along the *pine forest* over 180 meters
 - Close to the *main bar*
- ✓ **2 swimming pools**
- ✓ Club rooms with a selection located in the **pine wood** or **seafront**

MAKE WATER YOUR PLAYGROUND



- ✓ **Waterskiing and Wakeboarding Schools** with 1 fixed and 1 floating pontoon
- ✓ Group lessons 6 days a week for all levels
- ✓ Perfect conditions for learning and/or progress
- ✓ Possibility to make real progress and master your movements with **private lessons***

AN ACTIVE AND SPORTY RESORT



- ✓ An active and sporty resort with a **wide range of activities**
- ✓ Sports activities to keep in good shape such as : tennis, archery, fitness, etc.
- ✓ An outdoor 100% Wood **Beach Gym** to stay in shape in a beautiful setting
- ✓ The opportunity to relax while participating in activities: **yoga**, table tennis, petanque, swimming pool

A RESORT FOR EPICUREANS



- ✓ Discover Turkish and International delights in our restaurants
- ✓ A **festive** and **friendly atmosphere** for unforgettable holidays
- ✓ **Entertainment** during the day and at night to share moments and memories with friends
- ✓ Have fun in the evening with different **parties** every night
- ✓ Ideal place to meet new people

* At extra cost



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A new Beach Gym Concept

*A completely new concept for Club Med with 100% wood elements and located on the beach under the shade of the pine trees, facing the beach.
An amazing opportunity for guests to stay in shape during holidays by working out outdoors in a beautiful setting meters away from the turquoise waters.*



* NON PROFESSIONAL PICTURES DO NOT SHARE EXTERNALLY

THE ELEMENTS

- * Dumbbells and Olympic Bars
- * Bench press
- * Squats structure
- * Pull up bar
- * Striking bag
- * Abdominal Structure
- * Fixed and Adjustable Bench
- * Different weight choices ranging from 3 to 20
- * Kilos
- * Ropes + Tires



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A new yoga offer

A full program giving GMs numerous opportunities to discover one of the most trendy activities nowadays, yoga. An amazing activity with a plethora of benefits ranging from increased strength to flexibility to heart health, to practice at different times of the day in the Resort's most beautiful spots.



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THE DIFFERENT EXPERIENCES

- * Sunrise contemplations
- * Vibhava paddle yoga
- * Hiking yoga
- * Beginner, Intermediate Vibhava yoga
- * Flexibility & Breathing workshops
- * Restorative Vibhava yoga
- * Vibhava yoga in pairs
- * Sunset meditation

DETAILED PROGRAM AVAILABLE, [HERE](#).



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New sunbeds at the Zen Zone



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New wooden sunbeds at the Zen zone, located at the far end of the village, under the pine trees. Enjoy a calm and serene environment to unwind under the pine's shade and its pleasing scents, with wonderful views on the turquoise sea.

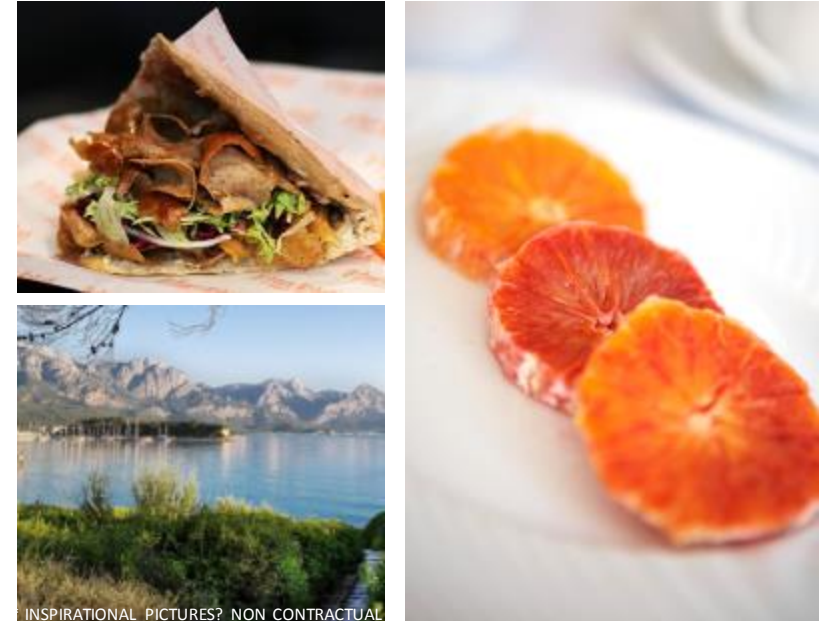
& More Novelties

RENOVATED TENNIS COURTS AND WELCOME HUT



GMs can now enjoy completely renovated tennis courts with a bright blue finish and a more comfortable welcome hut with shaded areas and seats.

RENOVATED SNACKING AREA



The snacking area has enhanced its experience with a larger area and more snacking options, for all day pleasures with views on the turquoise waters. *Snacking options include : döner kebab, quesadillas, fruits, crêpes, cookies.*



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WATERSKIING THRILLS



Here, waterskiing and wakeboarding are by far the most popular sports. After setting off from the pier, skip over the calm azure-blue sea and show off your ski skills. Enjoy thrilling sensations cutting the waves with speed and elegance. You will for sure not want to skip your turn!

UNFORGETTABLE NIGHTS



As night falls, get dressed up in red and white and head down to the pool for the Turkish Night! Savour grilled lamb and try some of the delicious desserts laid out on an elegantly-dressed white table. Keep the night going at the Roman amphitheatre where old stones now house modern projectors, gradually transforming into a buzzing dance floor.

SUNSET BEACHBALL



With the amber sun slowly sinking over the sea, the ambiance over the volleyball field gets animated by two teams facing off. Play the game of your life in a friendly, high-energy atmosphere with a full cheering crowd. Afterwards, enjoy a well-deserved aperitif(1) with your new friends.

A SECLUDED MOMENT ON THE SAND



There is a private spot that few G.M® know about. A secret area of golden beach, hidden between the sea and pine trees, with sun loungers. Enjoy a fresh fruit cocktail below a colourful sunbrella. In the background, a few white buildings can be seen between the trees. Out at sea, a windsurfer zips across the waves, guided by the winds. Time feels paused in this moment of pure calm.