

Club Med 



Phuket

# *Phuket Family Oasis*

OPENING NOVEMBER 2020



# Agenda

1

PHUKET  
DESTINATION &  
COMPETITORS



2

PHUKET RESORT  
AND NEW FAMILY  
OASIS

3

NEW ROOMS  
DETAILS



4

APPENDIX






# Part one

## Destination and competitors overview

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An aerial photograph of a tropical coastline. The water is a vibrant turquoise color, showing some darker patches of coral or rocks beneath the surface. A long, narrow wooden pier extends from the shore into the water. Two white speedboats are moored at the pier, and a smaller wooden boat is nearby. The shoreline is a mix of white sand and dark, jagged rocks. Lush green vegetation covers the land to the right of the rocks.

Phuket is made up of dramatic karst islands and relaxed beaches.

With over 30 beaches to choose from, there's space for everyone. Discover underwater wonders in the nearby tropical islands. Venture a little more beyond, and open your eyes to rich culture. Have a taste of the exquisite southern-Thai cuisine which can be found across the island.

Phuket, Thailand's vivid largest island, is so diverse, an adventure you won't soon forget.



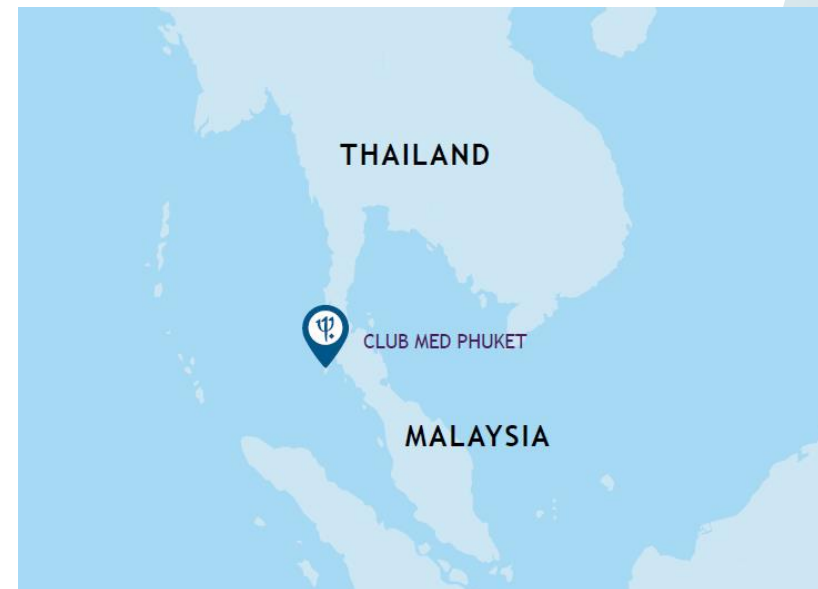
# Accessibility

## THAILAND IS A LEADING ASIAN DESTINATION

- Close to 39 million tourists visited Thailand in 2019. This represents +4% compared to 2018. (thaiwebsites.com)
- Chinese represents the biggest source of tourists, followed by Malaysia, Korea, Japan, Russia, USA, France. Tourists make up about 12% of Thailand's GDP. (thaiwebsites.com)

## AN INTERNATIONAL ACCESS

- Phuket is one of the southern provinces of Thailand. It consists of the island of Phuket - the country's largest - and another 32 smaller islands off its coast. It lies off the west coast of Thailand in the Andaman Sea.
- The nearest airport is Phuket International airport which is 45-min away from the resort.



From	Duration	Frequency (weekly)
Paris	15h35	Indirect flights
Frankfort	15h30	Indirect flights
Brussels	17h	Indirect flights
Milano	14h30	Indirect flights
Amsterdam	15h25	Indirect flights

# Climate – and the best time to go

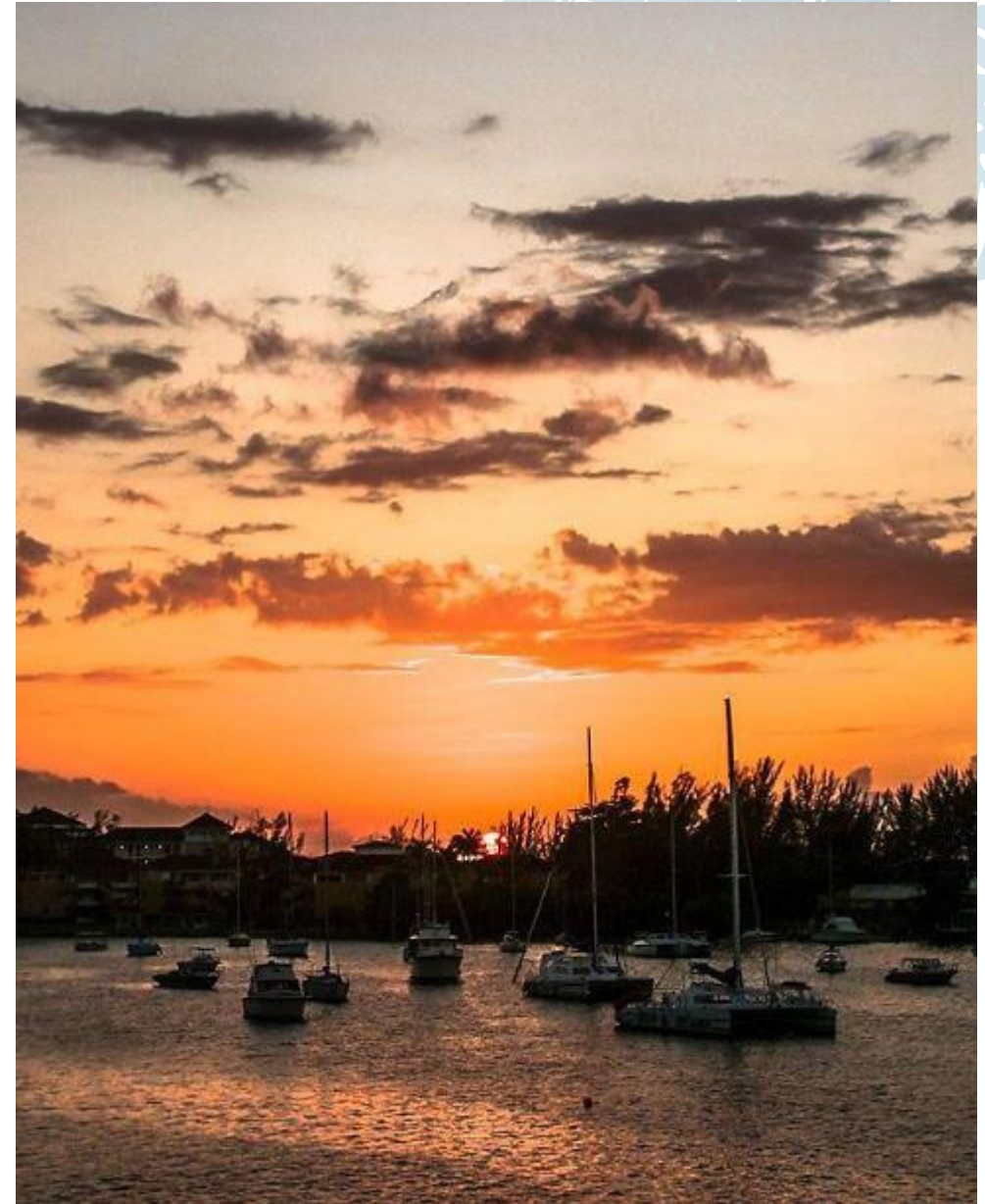
Phuket has a tropical monsoonal climate with average temperature around 24°C to 32°C. It's warm year-round, and it's hottest from April to May and from September to October. Thai New Year, Songkran festival falls on mid-April, where you will enjoy celebrations and water festivals across the country.

Thanks to its position in the Andaman Sea, Phuket weather is mostly mild. The island avoids the majority of the typhoons and tropical storms.

Any time is good to travel to Phuket with December - March being the best months. During the north-east monsoon season, Mainland Thailand blocks the monsoon rains, leaving only cool breeze and blue skies over Phuket, with humidity at its lowest.

## Weather in Phuket by Month

January (best)	February (best)	March (best)
April (hot)	May (hot)	June
July	August	September
October	November	December (best)





# Destination Review – famous for fine beaches and glistering sea

Deemed as one of the world's best beach destinations with over 30 to choose from, Phuket is also a good base for exploring the nearby islands and their must-see attractions. These include world-famous places like Phang Nga Bay and the Phi Phi Islands.



Phang Nga Bay known as James Bond island for its appearance in a Bond film



Phi Phi Island is Thailand's island-superstar, featured in The Beach movie



Similan Islands consists of 11 islands which form a huge National park



Patong Beach is Phuket's most famous beach, buzzing with life



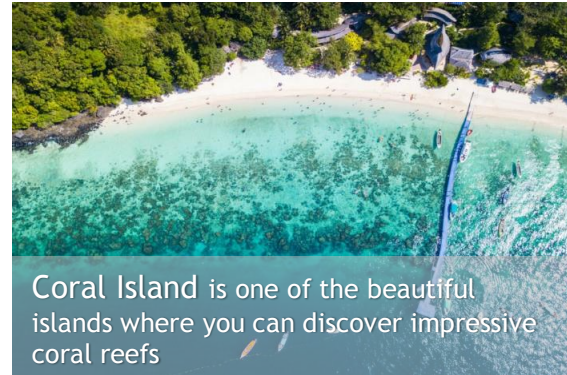
Kata Beach is located in a bustling, family-friendly town in Phuket's west coast



Kamala Beach offers a quiet stretch of sand with a more relaxed feel



Island-hop around Phuket and aim to visit all 30 beaches



Coral Island is one of the beautiful islands where you can discover impressive coral reefs



Samet Nangshe Viewpoint offers spectacular views of Phang Nga Bay



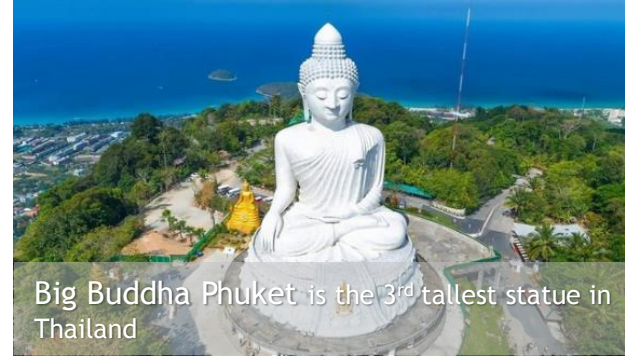
# Destination Review - a rainbow spectrum of spectacular holiday

## An immersion into Thailand's History with Phuket culture highlights

- Phuket was previously known as Thalang, also Salang and Jungceylon. Phuket is a word derived from the Malay word "Bukit" meaning Hill, as Phuket does indeed have many hills.
- Besides its pristine beaches, Phuket is also well-known for its historical Old Town, beautiful viewpoints, iconic cultural attractions and night spots

## A great location to discover natural attractions

## Plenty of outdoors activities to experience in an amazing backdrop





# Competition review - Phuket is a strong family destination



HOLIDAYINN MAI KHAO BEACH 4\*



SPLASH BEACH RESORT 5\*



SRI PANWA PHUKET LUXURY VILLAS

1. Competitors offer big modern infrastructures backed by international groups. They have big capacities, numerous facilities and most are family-oriented hotels/resorts with modern look
2. Hotels have a strong kids/family offer with dedicated activities and infrastructures: waterparks, waterslides, face painting, origami, cooking class, kids MuayTai, family yoga. Even brands like Banyan Tree offer kids clubs
3. Couple-oriented resorts are luxurious (pool villas)
4. Kid facilities are extremely colorful and trendy
5. Presence of family-themed rooms that provide catchy visuals



*Part two*

# Club Med Phuket & Family Oasis

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## Heart of Thai Vibrancy

## must-try Experience Ψ



Thai boxing

Jump into the ring, get your heart pumping and keep your wide eyes open.

Break a sweat with an exciting Thai boxing class led by our trained, skilled instructor. Muay Thai is also known as the « Art of Eight Limbs » because it makes use of punches, kicks, elbows, and knee strikes for maximum impact using specific points of contact. It's a fun way to learn about vibrant Thai culture and work on a new fitness routine. Our daily lessons are part of our all-inclusive Phuket resort experience.



Thai cooking class

Learn how to cook Thai dishes and return with a surprising new skill to share with family and friends at home. Join our talented chefs for a hands-on cooking class at the Sanook bar. Whip up traditional delights such as green curry, tom yum soup, and more during this enlightening cooking class. Thai cooking class is scheduled 3 times a week.



Thai night

As part of your all-inclusive Phuket stay, an evening performance follows days of immersive experiences like Thai markets around the swimming pool, authentic Thai dishes including spring rolls and curry, and local Thai arts and crafts artisans. At the center of the resort, this thrilling celebration welcomes your whole family to encounter the heart and soul of Thai culture. Be inspired by the energy of Thailand during your stay at Club Med Phuket.



Thai adventure

Get out and explore Phuket island's spectacular natural sites and the cultural gems of Thailand through thrilling excursions. Choose from our selection of themed packages and let us guide you on a journey of discovery and excitement. From visits to inspiring Buddhist temples and Big Buddha, to exotic island expeditions or a journey to Phi Phi and James Bond Islands, you will find adventures for every taste and imagination to enjoy.







# *New Family Oasis*

Enriching our offer with families in mind

**The objective is to reinforce the family orientation of the resort and strengthen the unique resort positioning as The heart of Thai vibrancy to become the number 1 All -Inclusive Family Destination in Thailand.**



# Launching 1<sup>st</sup> Family Oasis in APAC

Getting to the heart of *Thai* vibrancy in  
family



*Family tastes*

Dedicated poolside bar and restaurant

*Family splash*

Pool fun with  
families in mind and  
playful design



*Family rooms*

28 Deluxe accommodation designed  
for families with our **4 Deluxe  
Family Oasis themed rooms**



*Family experiences*

Amazing Family events





# *A family oasis nestled in the high energy section of the resort*

With the creation of Family Oasis, we are increasing the zones of our resort:

- “Zen” zone with zen pool and specialty restaurant
- Heart of the resort mixing different populations, nightlife, main restaurant and main bar
- High energy zone with our activities and new Songkran Family Oasis
- To create the new Family Oasis we need to remove the squash, badminton and reduce the golf - see Appendix section





# Songkran Family Oasis - where you can eat, play, sleep, repeat

Songkran: Thai New Year's national holiday is rich with symbolic traditions. It is a festival of unity, where family members celebrate together.

Voluntarily distinctive from the rest of the resort, an oversized elephant totem highlights this exclusive and private area.

The Family Oasis is a haven encompassed by a beautiful bamboo forest and a lush garden, offering families a step into nature. The new space alternated between built areas and open spaces, separated by rich greenery and landscapes, bringing guests closer to nature than ever before.

Each area within the Family Oasis is meant for flexibility; spaces to meet, play, and share, as well as some coves for more intimate family moments. The architectural structure such as the Iconic Poolside Bar, All-Day Dining Restaurant and the Cabanas are designed in wood or lacquered metal to enhance the natural elements used such as wood, bamboo, driftwood and natural weaving.

The Family Oasis offers the following facilities for parents and kids:

- A lap pool of 25 meters for swimming
- A shaded kids pools area
- A water game area
- Our iconic bar
- All day dining



Master Layout



WIP: Layout plans & renderings NOK for communication, subject to change



# An aquatic playground for kids

The elephant, an iconic national symbol of Thailand, which celebrates strength and longevity, is represented throughout the public areas and guest rooms.

A dedicated Kids Pool with a mini water playground to delight the senses, will also be a key feature of the new area.





# And parents

Families can look forward to two brand new family-friendly pools, featuring playful designs for a splashing good time.

The 25-metres family Lap Pool will be served by a dedicated iconic poolside bar, inspired by Thai umbrellas, to keep all guests hydrated.



WIP: Layout plans & renderings NOK for communication, subject to change



# *View of the lap pool and iconic bar*



WIP: Layout plans & renderings NOK for communication, subject to change



# *The* Ma Phrao bar



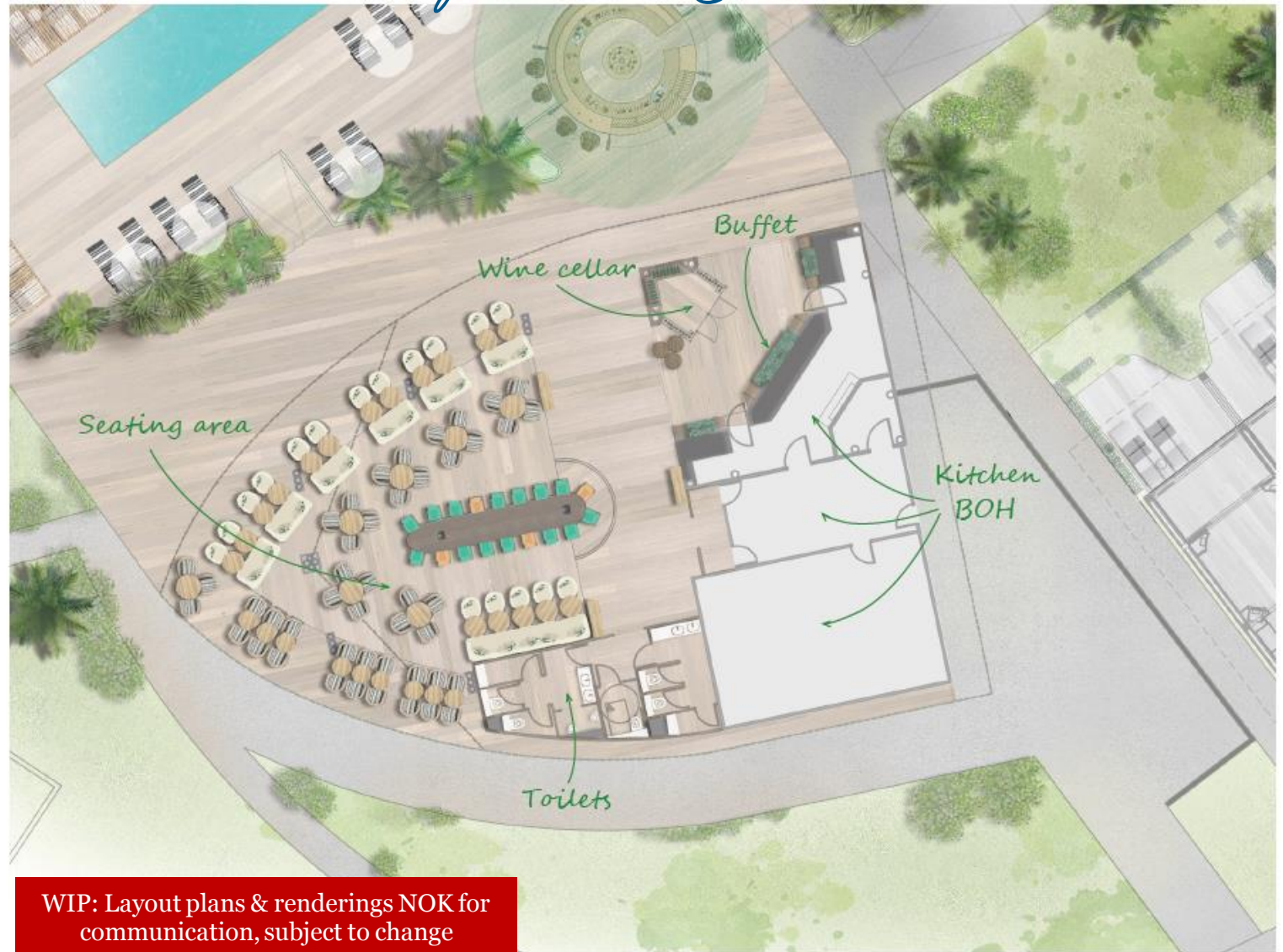
WIP: Layout plans & renderings NOK for communication, subject to change



# The Sum Paow all-day dining restaurant

An all-day dining restaurant, shaped like a Thai boat, filled with natural elements provides a variety of kid-friendly food options.

Adults can also unwind with a glass or two in our wine corner (wine stand).

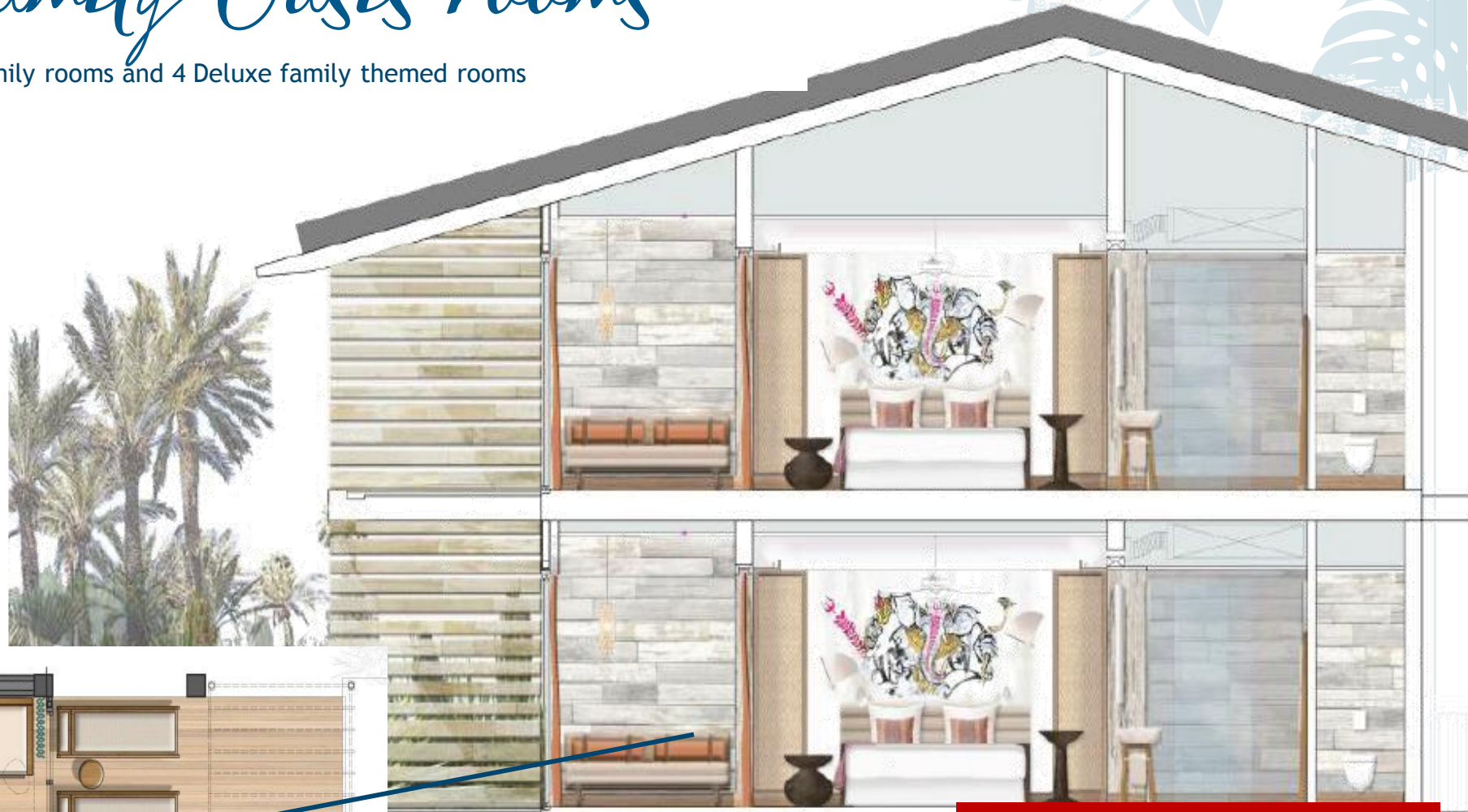


WIP: Layout plans & renderings NOK for communication, subject to change



# Our Deluxe Family Oasis rooms

Close to the swimming pool, with 28 Deluxe family rooms and 4 Deluxe family themed rooms



WIP: Layout plans & renderings NOK for communication, subject to change



# Deluxe Family Oasis rooms



For families to spend their holidays together with a touch of extra comfort.

28 Deluxe Family Rooms, perfect for two adults and two children with enough room for one more baby. The rooms on the ground floor come with a terrace and direct access to the garden for the kids to play in, while rooms on the first floor are accentuated with a balcony.

- 28 Family rooms
- Occupation: 2 adults + 2 kids 11 years old + 1 baby
- Rooms are not mixable
- Building:
  - Ground floor with terrace and small garden
  - 1st floor with balcony
- Surface:
  - Interior = 41,5 / 42 m<sup>2</sup>
  - Exterior = 10 m<sup>2</sup>

IMAGE 3D - ILLUSTRATION NON CONTRACTUELLE  
3D PICTURE - NON CONTRACTUAL IMAGE





## Deluxe Family Oasis themed rooms

Our first Family Themed Rooms, each inspired by the local Thai flora and fauna that encapsulates the resort. In the themed rooms, kids' furniture creates a dream-like atmosphere, with a giant banyan tree as the center of attention, while the selected patterns further emphasize the authentic and local feeling of these upscale shelters. These themed rooms are especially perfect for those with younger children, as the quirky and fun environment will stimulate their senses, while separation curtains throughout the space will give parents a sense of privacy while still being within reach of their little ones.



- 4 Themed rooms with a specific interior design, inspired by local nature and fauna
- Separation of the spaces by a curtain
- Playful kid part
- Occupation: 2 adults + 2 kids 11 years old + 1 baby
- **Rooms are not mixable**
- Building:
  - Ground floor with terrace and small garden for more convenience
  - 1st floor with balcony
- Surface:
  - Interior = 41,5 / 42 m2
  - Exterior = 10 m2



# Part three

## Room details

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# Price positioning rooms





# Room reclass

Code	Type of room (NA)	Indoor Surface area	Total Surface area	NB of room	Nb of beds	Total real beds	Ccial beds / room	Total ccial beds	Surcharge
H2/C2	Superieur room	28	30	82	3	246	2.5	205	0%
C2+C2	Interconecting Superior room	28*2	30*2	150	6	900	5	750	0%
A2	Deluxe room (Terrace or Balcony)	30	38	20	3	60	2	40	20%
A2+A2	Interconnecting Deluxe room (Terrace or Balcony)	30*2	38*2	54	6	324	4	216	20%
A2+	Deluxe room	34	34	20	3	60	2	40	15%
A4	Deluxe Family Oasis room	42	52	28	4	112	3	84	45%
A4+	Deluxe Family Oasis themed room	42	52	4	4	16	3	12	50%
S2+A2	Interconnecting Suite + Deluxe room (Terrace or Balcony)	74+30	127	4	6	24	4.5	18	50%
S2	Suite Balcony	74	90	10	3	30	2.5	25	80%
TOTAL			/	372	/	1,772	/	1,390	/



# Rooms more in details

- 1 bathroom with 2 basins + Rain shower
- 1 separated bathroom
- Closets
- Parents areas with 2 zippables beds (100 x 200 cm) + 1 TV
- Kids areas with 2 twin beds (90 x 190 cm)
- Parents and kids areas are separated by one curtain
- Possibility to add 1 baby bed
- Furnished balcony
- Family and themed rooms have the same floor map but the design and furniture are different, especially for the kids area lay out

## Rooms amenities:

- AC
- Safe
- Telephone
- TV flat screen
- Wifi
- Iron and board
- Mini bar (complimentary upon arrival without alcohol)
- Kettle with tea / coffe kit
- International plug + USB plug

## Bathroom:

- Hair Dryer
- Magnifying mirror
- Toiletry
- Bathrobe and slippers
- Turn down service at night





# *Part four*

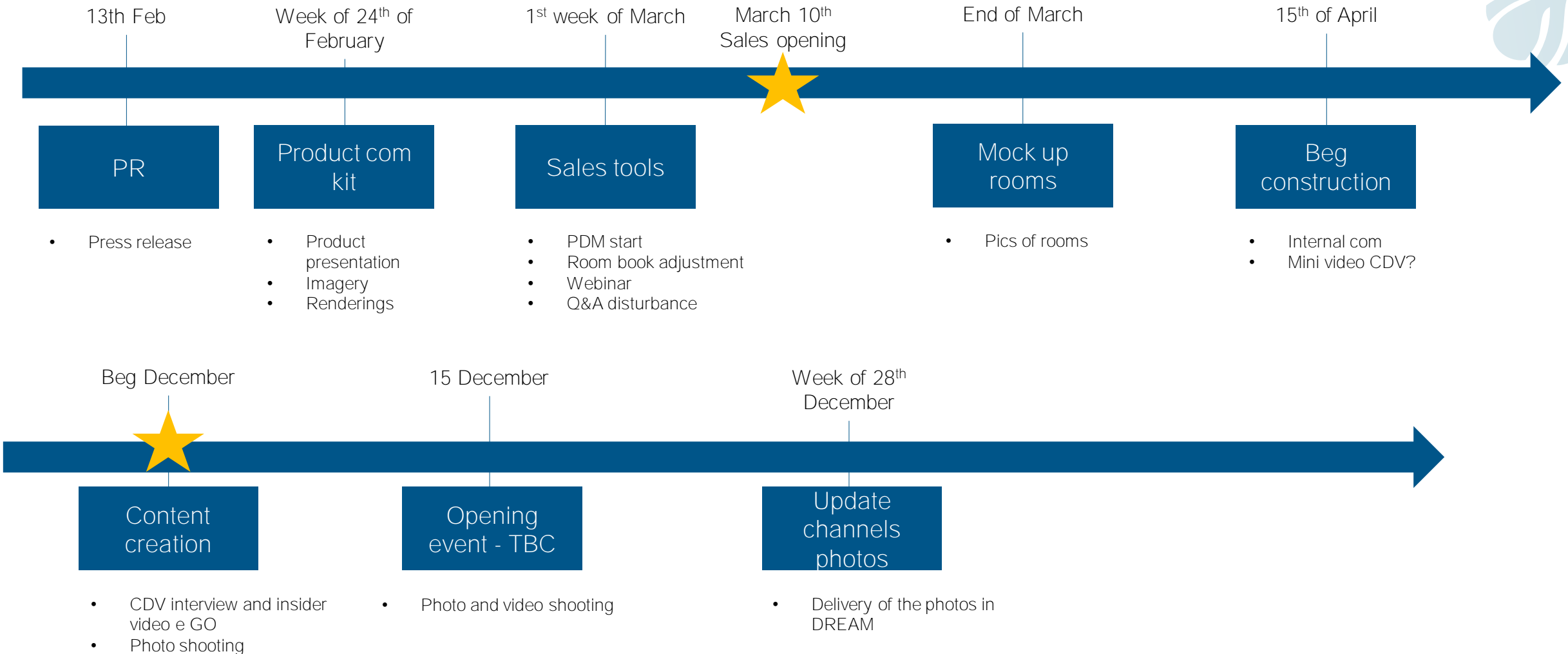
## Appendix

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# Marketing timeline





# Planning of construction works

## Family Oasis

20<sup>th</sup> of March to 20<sup>th</sup> of April  
Landscaping works – minimal disturbances  
2 rooms decom from 16 March to 19<sup>th</sup> April

20<sup>th</sup> of April to 15<sup>th</sup> of September  
Construction works – disturbances  
20<sup>th</sup> April to 11 Sept 38 rooms blocked

15<sup>th</sup> of September to 30<sup>th</sup> of November:  
Interior ID – minimal disturbances  
12 Sept to 11 Dec: 16 rooms blocked

End March 2020  
Mock up rooms

## Full resort renovation

2021

March 2021 to Nov 2021: all rooms refurbishment

2022

March – April 2022: resort closure for full renovation





# Adaptation of the activities area

- Sport center is relocated under the roof of the sport tribune
- The current sport center back of house will be transformed into a support kitchen for the snack / all day dining
- The squash court is demolished, and its back wall is retained to serve an acoustic and visual buffer
- The tennis court at the back of the existing sport center is removed
- The golf course is reduced to 6 holes





# Questions and answers



**Are the rooms located in the Family Oasis bookable with other types of rooms?**

No, if guests want to book several rooms they need to stay all within the Family Oasis in the same category of rooms

*Example: I am a family of 6, we can book two rooms within the Family Oasis, but not a Club Room and Deluxe Family Oasis.*

**Can I book a Deluxe Family Oasis room and a Deluxe themed Family Oasis room?**

No, you need to book either 2 Deluxe Family Oasis room or Deluxe themed Family Oasis room. Reason being that our themed rooms will be located in the same area, and for safety reasons families need to stay close to each other

**What happens if I have a family of 2 adults and 2 kids older than 11 yo?**

There is a derogation for kids until 15 yo. But to ensure guest experience and comfort, no derogation will be given for kids older than 15 yo. Please apply according to normal process for derogation