



Punta Cana

Club Med Punta Cana

EAF product marketing – October 2019

Club Med 
amazing you

Agenda

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PUNTA CANA
DESTINATION &
COMPETITION



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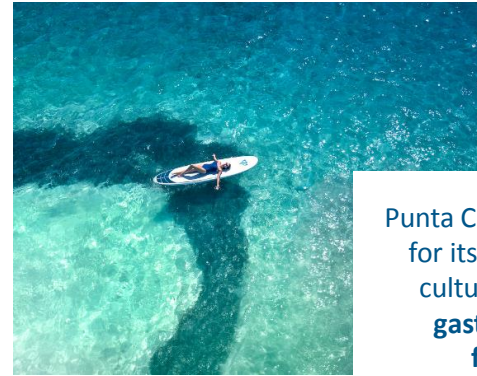
Punta Cana Destination

A Caribbean jewel



Playa de Arena Gorda, Playa Bávaro, & Playa de El Cortecito are **among the best beaches in the world**, with warm, calm waters on stretches of fine white sands.

Blessed with one of the Caribbean region’s longest white sand coastlines punctuated with sky-reaching coconut palms, **Punta Cana is well renowned for its postcard beaches.**



Punta Cana is known for its vibrant local culture: **exquisite gastronomy** and **festive spirit.**



It is also a **golf mecca** with more than 12 courses.



Punta Cana is **very well connected** thanks to its international airport, receiving flights from 26 countries. It has a **great accessibility from Europe** with direct flights from main cities

Resort positioning *vs competition*

Competitors are huge resorts next to each other.



Club Med Punta Cana benefits from an unspoilt spot with **1km water front and 600m of postcard beach**, away from the crowded hotel areas.



Competitors mostly take care of children from **4 to 12 years old**.

Club Med Punta Cana is the only resort with **childcare from 4 months**, and has the **greatest choice of activities for parents & children thanks to the dedicated Amazing Family program**.



Competitors are mostly huge resorts with **standardized infrastructure** that are designed for **only one single target**.

Club Med Punta Cana offers the **greatest choice of spaces and ambiances**. It has a lively resort center for families to have fun, a **Zen Oasis** for adults to relax, and a **5T space** offering more exclusive experiences.



Competitors have a **basic sports offer**.

Club Med Punta Cana offers **innovative activities and unique experiences**: CREACTIVE by Cirque du Soleil, golf infrastructure onsite, water sports, a real sports school with courses tailored to all levels.



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



Club Med Punta Cana at a glance



TIARA, EXCLUSIVE
COLLECTION AREA

RESORT
CENTER FOR ALL

ZEN OASIS
FOR ADULTS



Product positioning and pillars

#ClubMedPuntaCana

A

TASTE OF CARRIBEAN
LUXURY FOR A
PREMIUM GETAWAY



E

VERYONE &
ANYONE'S
PARADISE



A

AN INNOVATIVE
SPORTS &
ACTIVITIES
OFFER FOR
LIMITLESS
ADVENTURES



A

PRIVILEGED
LOCATION
A MILLION MILES
FROM THE ORDINARY



Product positioning and pillars

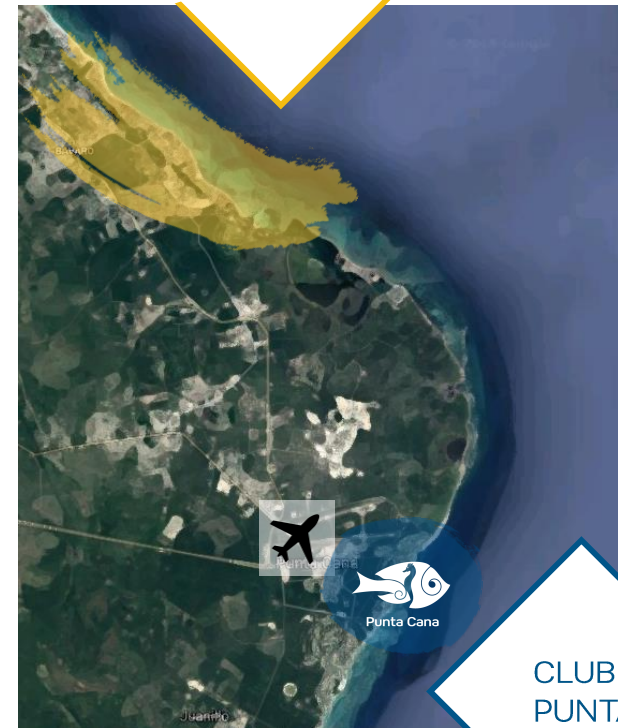
A privileged location



Club Med was the first resort brand to settle in Punta Cana and has a privileged location on 600m of white sand beach, nearby luxury villas and golf courses.



BAVARO COAST
where most resorts are located



It welcomes GMs in a peaceful environment, **away from the busy Bavao coast** and only 5 minutes away from the airport.

Product positioning and pillars

A taste of Caribbean luxury



Oceanfront pool overlooking the Caribbean sea

NEW TIARA CLUB MED EXCLUSIVE COLLECTION SPACE

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



All-day room service



Champagne served by the glass from 6pm

Private concierge service & much more...

A scenic golf experience with courses overlooking the sea



A COMPLETE GOLF OFFER

All-inclusive, in-Resort golf training center with synthetic pitch & putt green surface, 18 holes putting mini golf and **professional instructions** for adults and children

At extra charges, just outside the Resort, **45 holes of championship golf**, with ocean front and 14 ocean view holes



Product positioning and pillars

An innovative sports & activities offer



A wide range of sports and activities on the water, on the ground, and in the air. **Sailing, diving* kitesurfing***, paddle boarding, tennis, yoga...

Club Med CREACTIVE concept by Cirque du Soleil, a one-of-a-kind circus-style playground with **up to 30 recreational, acrobatic and artistic activities** for both adults and children.



**at extra cost*



Product positioning and pillars

Everyone and anyone's paradise

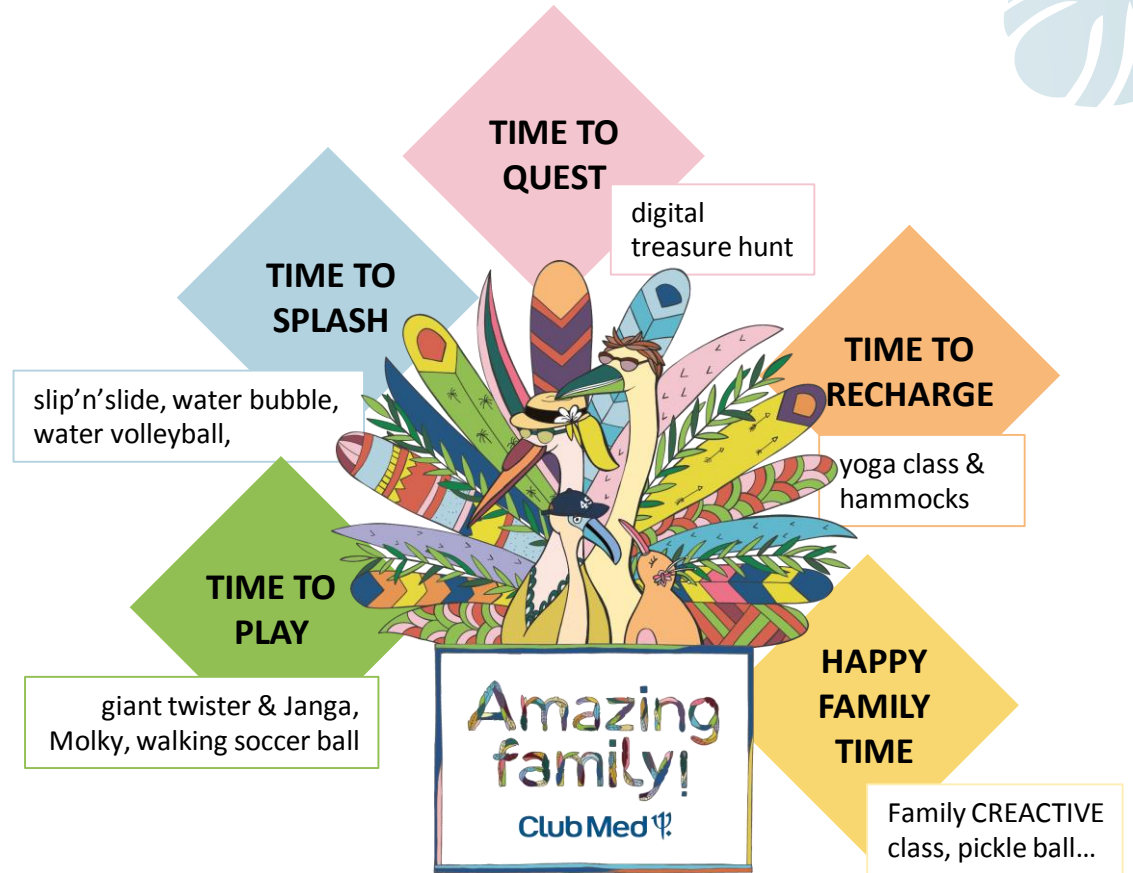
S **SNAPSHOT OF AN AMAZING FAMILY EXPERIENCE**



Special amenities
for the small ones

Children's club for all ages:
Baby,
Petit,
Mini &
Passworld
+ Pyjama club

Ideal family accommodations:
family suites, deluxe &
superiors



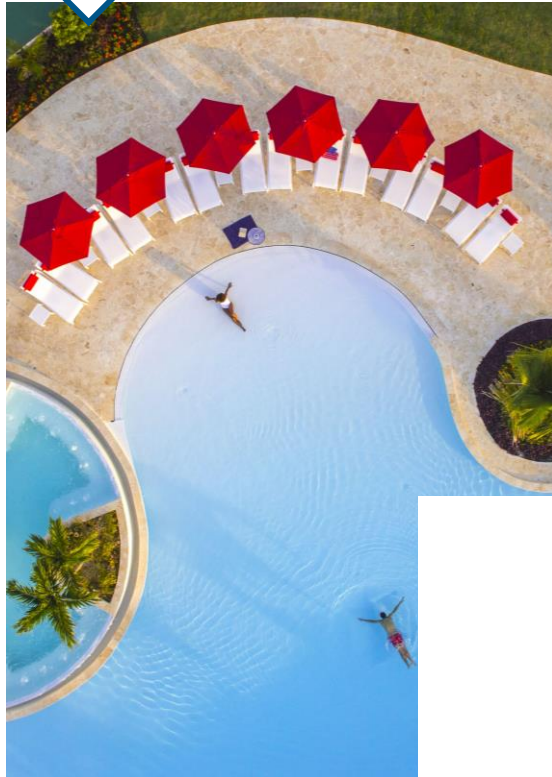
Enables families to enjoy quality time for **everlasting memories** thanks to a wide range of activities to do together.



Product positioning and pillars

Everyone and anyone's paradise

SNAPSHOT OF AN AMAZING ADULT EXPERIENCE



Zen Oasis: a peaceful haven for **adults** looking for a relaxing and exclusive experience.

Quiet pool, Hibiscus bar serving healthy smoothies, teas & light snacks, dedicated **Zen beach** & wellness activities



Club Med Spa
by l'Occitane



Beauty salon & barber shop



Fitness center with state-of-the-art equipment and fitness classes inspired by the latest trends

Dedicated accommodations



2019 Novelties

An even more premium experience

\$3 Million investment

All accommodations fully refreshed



New dining experience at the Indigo Beach Lounge



Tiara Exclusive Collection fully renovated



Fully renovated ocean front conference center



Renovated buffets in The Samana & Hispaniola restaurants

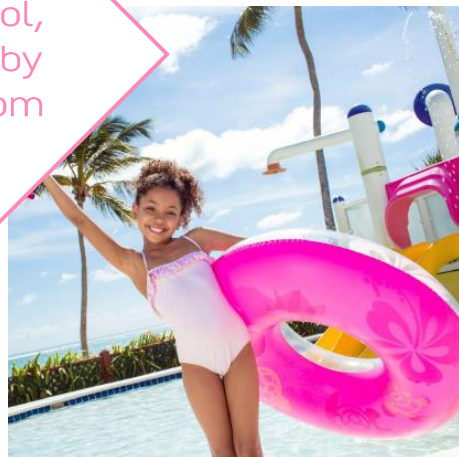


2019 Novelties

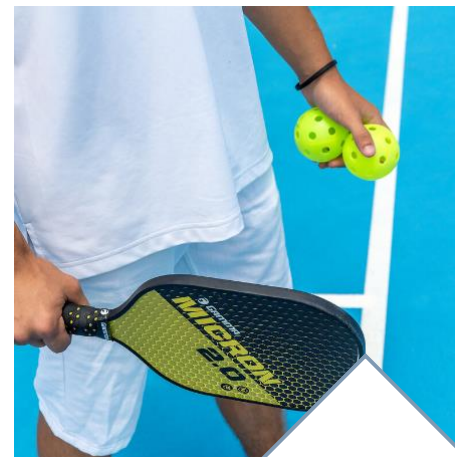
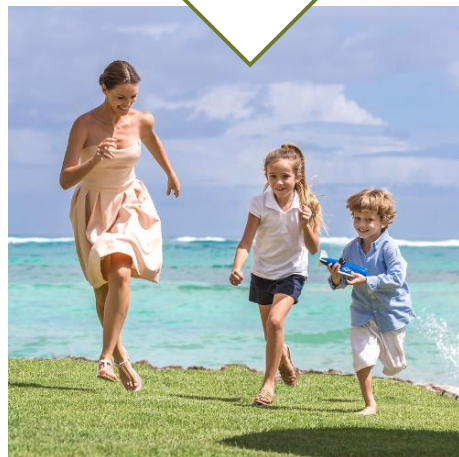
An enhanced family experience

\$3 Million investment

Renovated Kids Club: pool, playground, kids room & baby feeding room



Amazing family program: giant wooden games, water games, digital treasure hunt, family meditation...



4 new Pickle Ball courts

Must try experiences



CLUB MED CREACTIVE BY CIRQUE DU SOLEIL

Fly above the palm trees with the flying trapeze, learn to climb silks, to juggle and more with the help of our expert Cirque du Soleil Circassiens at our unique circus playground. Take part in your favorite circus show.



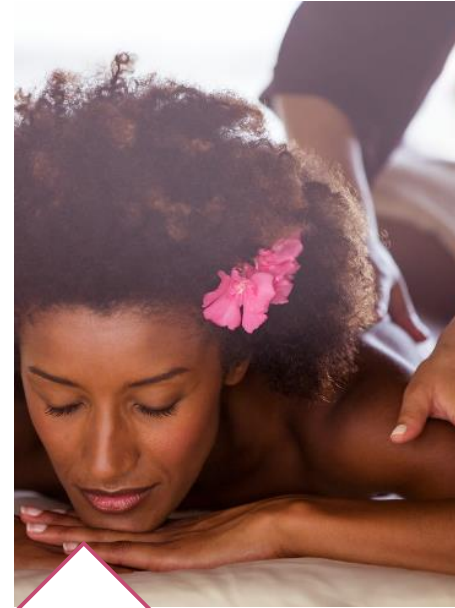
IN-POOL LOUNGE CHAIRS AT THE ZEN OASIS

Spend a worry-free, quiet afternoon lounging, swimming, and relaxing by the oversized adult-exclusive Zen Pool. Relax in the jacuzzi then head over to the bar for a refreshing drink.



MAGICAL SUNRISE AT INDIGO BEACH LOUNGE

Watch a breathtaking sunrise while savoring your breakfast on the oceanfront terrace of our Indigo Beach Lounge restaurant.



TREAT YOURSELF AT OUR L'OCCITANE SPA

Go on an authentic sensory journey into the heart of Provence, France with L'Occitane iconic lavender treatments, or L'Occitane oceanfront signature baths. Disconnect by the spa pool or enjoy a massage in our oceanfront palapas.



PUTT IN AN OCEANFRONT PGA GREEN

Improve your swing at the Corales 18-hole golf course, home of the PGA championship and one of the best golf courses in the world, with memorable ocean views.

Main points of differentiation

Vs Michès Playa Esmeralda



C CLUB MED CREACTIVE
BY CIRQUE
DU SOLEIL



W ORKTAINTMENT
FLAGSHIP WITH
AN OCEANVIEW
CONFERENCE CENTER



W ATERSPORT GALORE
WITH SAILING, KITE
SURFING, DIVING,
PADDLE BOARDING

G OLF OVERLOOKING
THE SEA

