



## Club Med Resorts in Turkey



January 2019



## DESTINATION

- Highlights
- Accessibility & Climate
- Club Med Offer in Turkey



## CLUB MED PALMIYE 4T

- Targeted clientele
- Main experience's pillars & product proofs



## CLUB MED BODRUM 4T

- Targeted clientele
- Main experience's pillars & product proofs



## CLUB MED KEMER 3T

- Targeted clientele
- Main experience's pillars

HISTORICAL BUILDINGS



BEAUTIFUL BEACHES



ARCHAEOLOGICAL SITES



TURKISH FOOD



# TURKEY'S HIGHLIGHTS

- Turkey is **bouncing back** after some challenging years: a **significant increase in bookings** last Summer 2018 reflected a **renewed interest** in the country (+69% vs 2017)\*
- Many holidaymakers chose Turkey as they seek **good balance between value and price**: « Turkey offers great value, and it has everything from culture in Ephesus to nightlife, weather and eating out. »\*
- Turkey 'stand out' as a best **country to travel in 2019** for British holidaymakers according to [express.co.uk](https://www.express.co.uk)

Significant measures were taken to overcome the different crisis the country faced in the past years and the country is experiencing a fast recovery : more information [here](#)

Source\*: <https://www.independent.ie/life/travel/travel-talk/pl-conghaile-tourists-are-returning-to-turkey-so-what-about-a-summer-holiday-36679226.html>

MOUNTAINOUS TERRITORY



TURKISH BATHS



NATURAL WONDERS

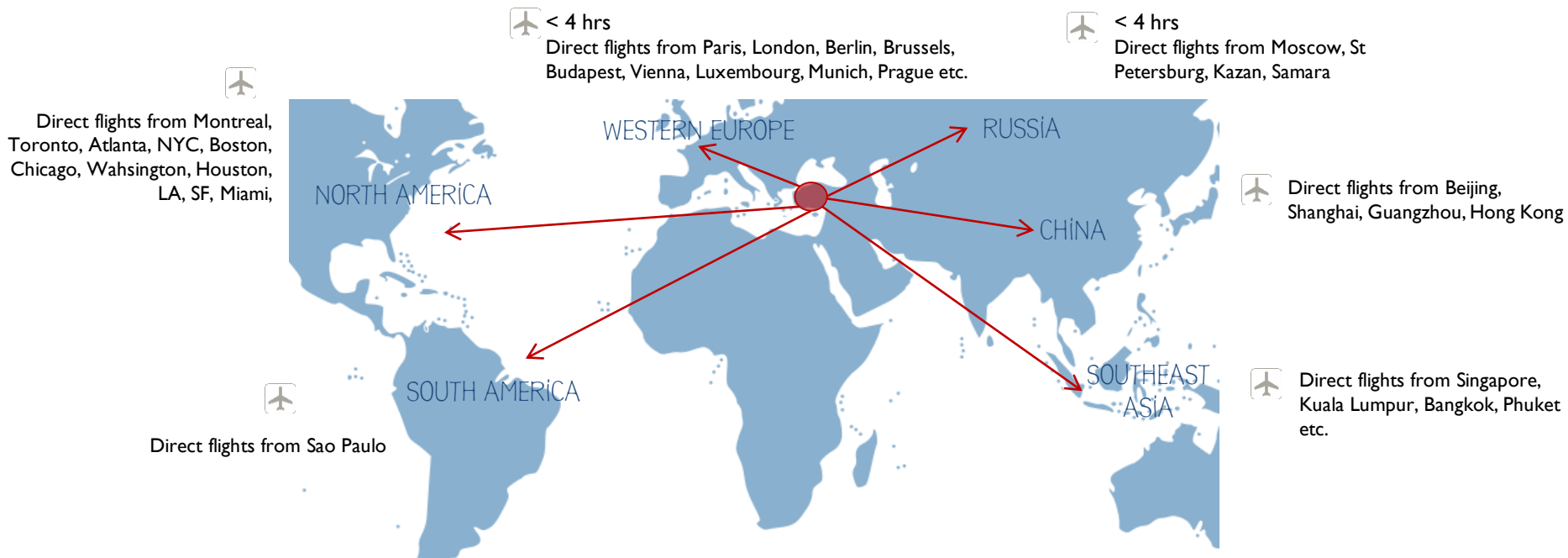


PEOPLE'S HOSPITALITY



# Turkey is located in Central Europe with direct flights from most parts of the world

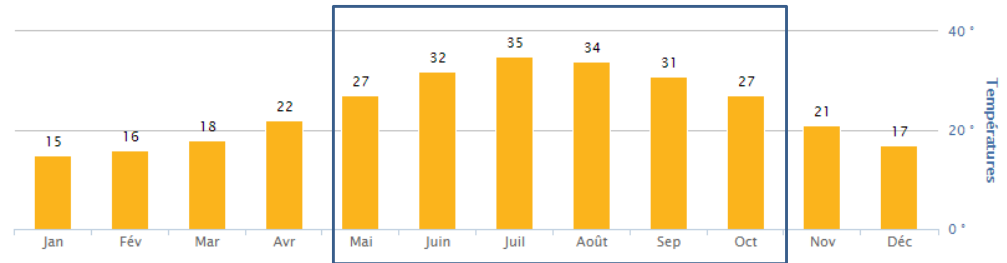
## Great air accessibility from Western Europe and Russia with small duration and time difference



# Our Club Med resorts are situated on the Turkish Riviera They enjoy a typical Mediterranean climate with hot, dry and sunny Summer



## Turkish Riviera weather temperature average (°C)

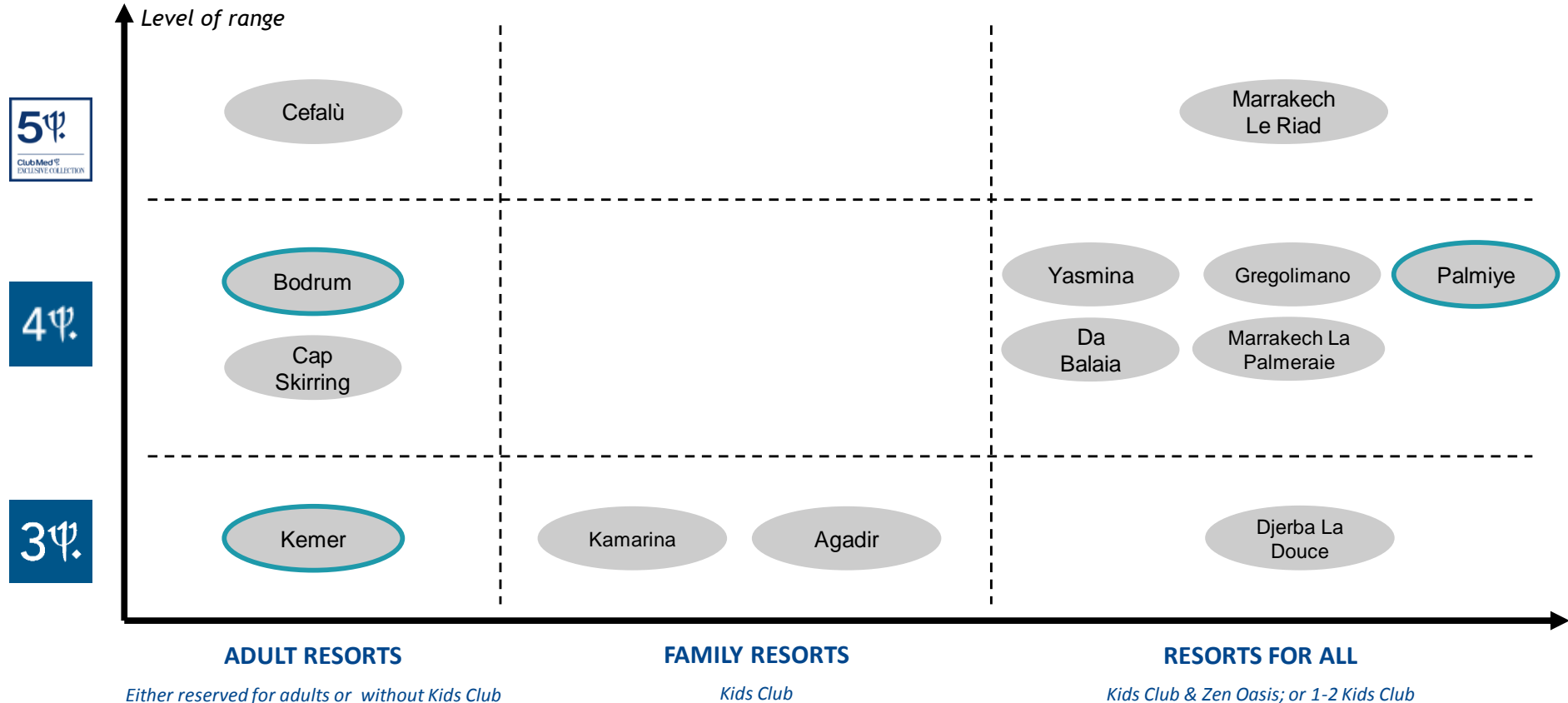


## Turkish Riviera sea temperature average (°C)

	Apr	May	Jun	Jul	Aug	Sept	Oct
Water °C	17°	19°	22°	24°	25°	24°	22°

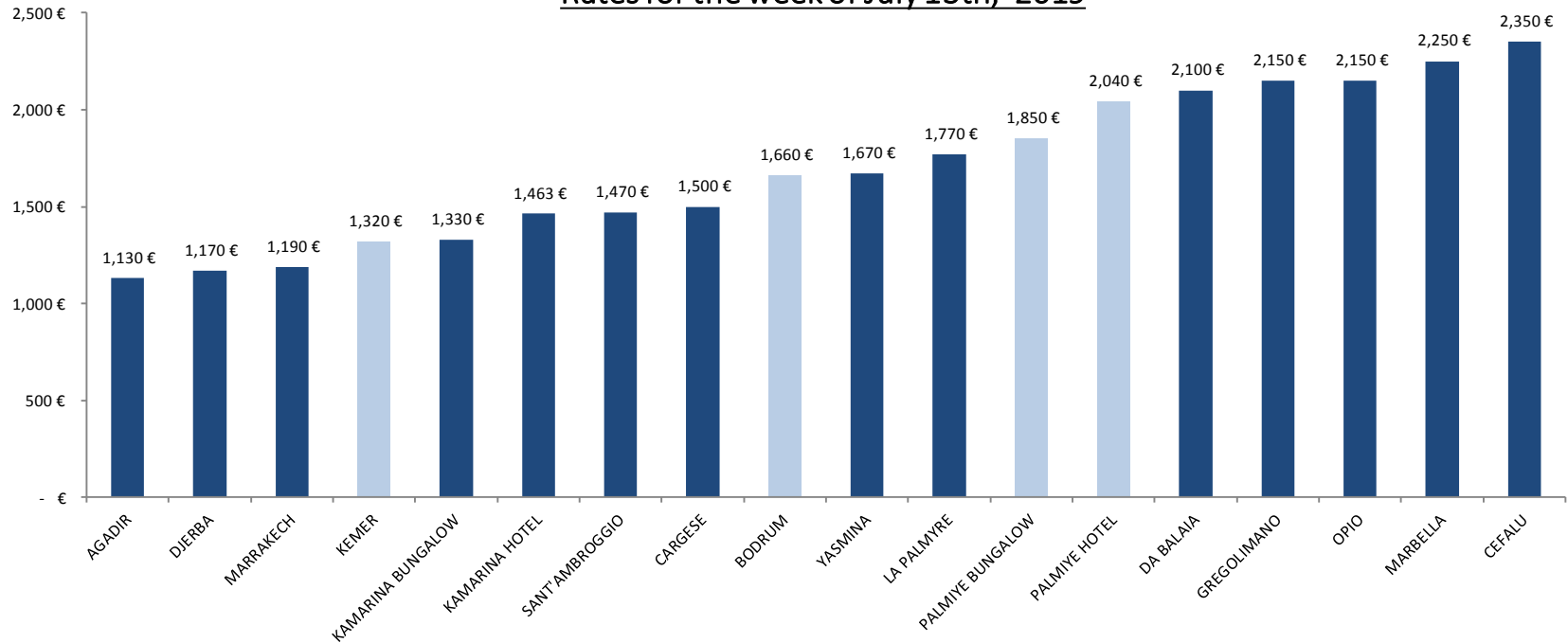
Source: [www.partir.com](http://www.partir.com)

# We have a complete Resorts Offer in Turkey, with 3 resorts featuring a distinct positioning in terms of range and targeted clientele



# Our Turkish resorts are among the best price/quality ratio of their range in our Short Haul portfolio

Rates for the week of July 13th, 2019



Source: S19 VV ranking for an entry level rate for one adult, based on double occupancy room

# Club Med has 3 resorts in Turkey

## What are their key differentiating elements?



Palmiye

4T

- A large resort with a “Villagio” area with bungalows in lush gardens, and a seafront Hotel part
- A families & children paradise with amazing Kids Clubs including a pool with water slides
- A lush vegetation with large flowered gardens
- Bathing spots with 5 swimming pools including 2 Zen pools for more relaxation
- A recognized culinary experience with 4 different catering facilities
- A plethora of sports activities including Flying trapeze and Waterski



Bodrum  
Palmiye

4T

- Turkey’s renowned and upscale seaside destination
- A resort without Kids Club
- A “human scale” Resort (4ha) for a warmer, friendlier and intimate experience and atmosphere
- A Resort perched at the top of a hill with pontoons on the beach and in the middle of rocky coves
- The paradise of sailors: a famous spot for windsurfing and funboarding



Kemer

3T

- A Child-free Resort designed for fun-loving friends looking for adults-only vacations
- Resort nestled between the beach and glorious Mount Taurus
- Waterskiing, wakeboarding and windsurfing are the Resort’s star watersports
- A Festive spirit and night life combined with an active and sporty lifestyle to keep in good shape



# Club Med has 3 resorts in Turkey

## What kind of atmosphere shall we expect?



Palmiye



Bodrum  
Palmiye



Kemer





# Palmiye 4Ψ

*Open from April 13th until  
November 2<sup>nd</sup>, 2019*

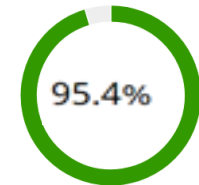
# Summer 2018 throwback: Palmiye, a flagship Resort with excellent GM feedback

A Resort to recruit new GMs

- ✓ A wonderful and very well maintained site
- ✓ Great hospitality infrastructures
- ✓ Excellent food quality and variety



 **ReviewPro**  
GUEST INTELLIGENCE



The best Review Pro index in July-August 2018 among our Sun Resorts in the Europe & Africa zone



## CLUB MED PALMIYE

In Turkey, close to Antalya, **CLUB MED PALMIYE** is nestled between a vast beach and the foot of the Taurus Mountains.

The “Villagio” with its **Bungalows** scattered throughout the gardens, sit in the shade of a pine grove and the **Hotel**, a four floor building looks out onto the Mediterranean. Two different complementary atmospheres for this great family Club Med, which is home to a vast array of land and water sports, with something for all ages.

All facilities, activities and infrastructures are accessible for all customers.



For Summer 2019, both parts will be opened , and we'll offer more capacity with the extension of the Hotel opening dates:

The Palmiye Hotel, will open from *April 13<sup>th</sup> (vs. June 2<sup>nd</sup> in 2018) until November 2<sup>nd</sup>, 2019*

The Palmiye Bungalows will open from *April 27<sup>th</sup> and until November 2<sup>nd</sup>, 2019*





Hotel –  
Without animation

Bungalows –  
Resort center

# What kind of customers are we targeting?



## 3G FAMILIES

*Combine holidays with the entire family by spending some time together and creating memories with facilities & activities for everyone (all Kids Clubs, 2 calm pools in stunning zen areas, vast gardens and beaches, several restaurants, plenty of land & water activities)*



## MILLENNIAL FAMILIES

*Combine “me time” & family time ;  
Learn about Turkey vibrant history &  
Discover new sports and sensations*



## ACTIVE COUPLES & FRIENDS

*Watersports and land sports lovers, looking for active holidays in a breathtaking setting*

# What are the main pillars of the experience?

AN IDYLIC & PRESERVED SITE  
BETWEEN SEA AND MOUNTAINS



THE PERFECT ACTIVITIES FOR  
SPORT LOVERS



A DREAM HOLIDAY  
FOR CHILDREN




AN IMMERSION IN TURKISH  
FLAVOURS



# What are the main pillars of the experience?

*An idyllic & preserved site between sea and mountains*

- ✓ Nestled at the edge of a **long private beach 800 meters long**, composed of gray sand and, by the sea, a mixture of sand and small pebbles and rocks
- ✓ At the foot of the **wild peaks of the Taurus Mountains**
- ✓ Sparkling **blue sea**
- ✓ **Hectares of exotic gardens** with grass, flowers, fruit trees...meticulously maintained
- ✓ A choice of **room comfort** from Superior rooms to Suites, divided between the hotel and bungalows. The **bungalows** (one or two upper storeys) are arranged in semi-circular rows around the centre of the Resort, surrounded by gardens. The **hotel** has 4 floors and faces the sea and the main pool.
- ✓ Besides the beach, **5 pools** to choose from: 2 main pools, 2 refined and calm pools and even 1 indoor!



Modern and colorful rooms



# What are the main pillars of the experience?

*The perfect activities for sport lovers*

- ✓ A Club Med with the most **varied** choice of **activities** to satisfy all needs and profiles with a multitude of **land & water activities**
- ✓ A perfect stretch of water on the Aegean for **water skiing** or **wakeboarding**
- ✓ **Tennis School with ideal facilities:** 11 synthetic grass courts, 1 hard court and a training wall. All courts are lit
- ✓ **Flying Trapeze and circus activities**

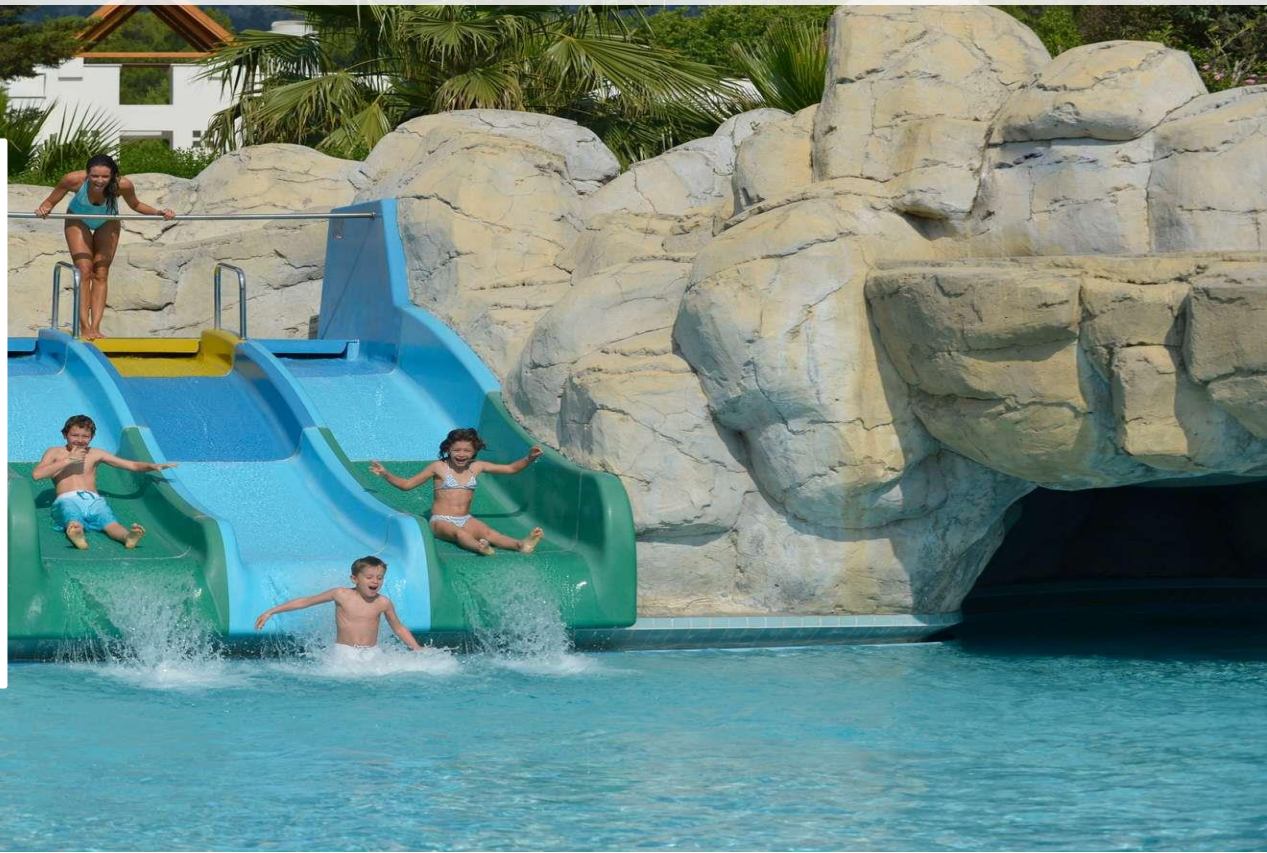


# What are the main pillars of the experience?

*A dream holiday for children*

- ✓ Childcare from 4 months to 17 years with **great infrastructure**
- ✓ A kids pool with **several water games and slides**
- ✓ **Flying trapeze** and circus activities, from 4 years old
- ✓ Activities and sports to **share** with the family
- ✓ A Passworld designed as a "**Showroom**"
- ✓ **Teen Spa\***: specific beauty treatments for teenagers, from 11 years old

\* At extra cost



# What are the main pillars of the experience?

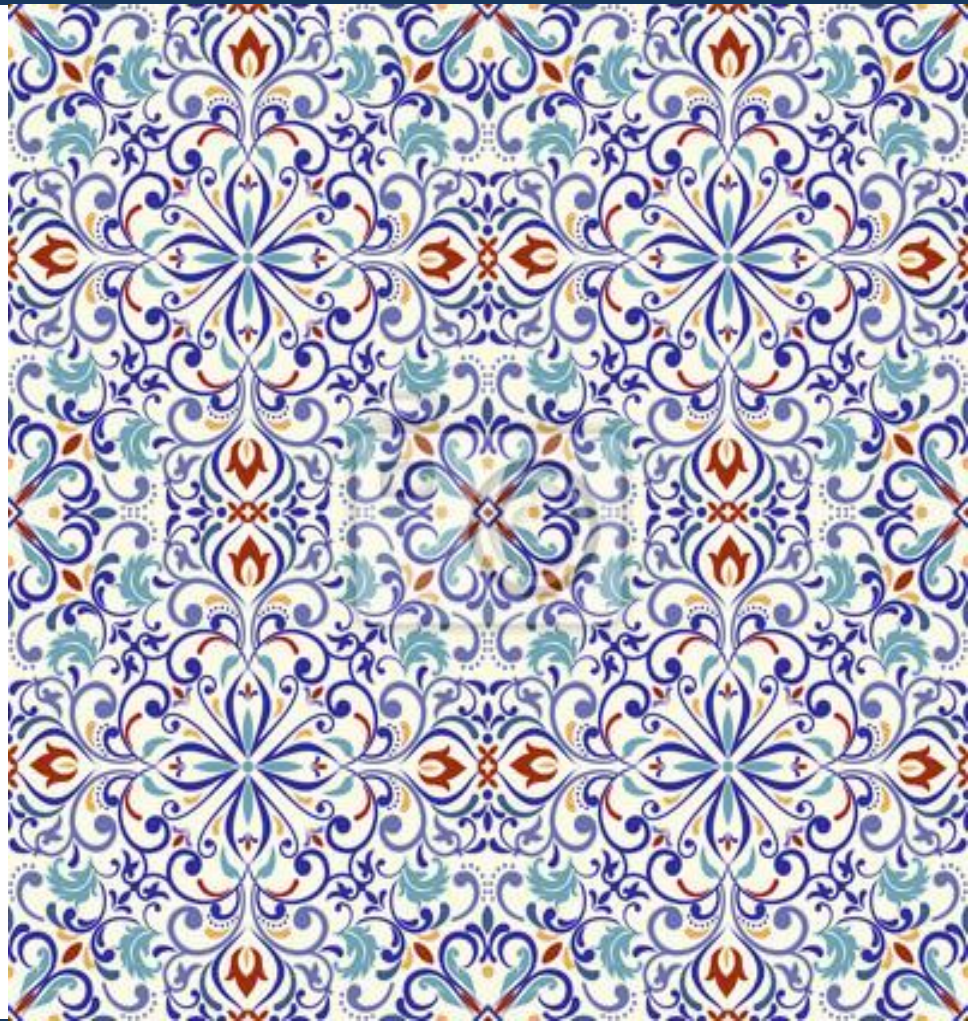
*An immersion in Turkish flavours*

- ✓ **Delicious Turkish cuisine** at our 4 restaurants
- ✓ 2 specialty restaurants in a typical Turkish decor to taste the best of **local specialties, regional fresh products and grilled meats**
- ✓ **High quality restaurants** in terms of setting and offer : wide choice and variety of buffets including an Asian corner, seafood, grilled meats & Turkish specialties
- ✓ A **traditional Turkish bath and rituals** at our Club Med Spa by SOTHYS\*
- ✓ **A plunge into history** while discovering the lost cities of Demre and Myra, or the Roman and Byzantine ruins of Phasélýs

\* At extra cost



# must-try Experiences



## Stimulate your senses in the gardens

Take the white flagstone path which weaves through the lush green gardens. Walk in-between the spiral-shaped trees to reach your sun lounger facing the azure sea. To cool off in the shade, join your friends on an elegant, ivory-coloured canopy bed. Stretched out on the cushions, inhale the soft fragrance of the bougainvillea.





## Feast at the Topkapi restaurant

Take a seat on the terrace of the Topkapi restaurant under wreaths of pink, yellow and orange flowers. Relish a magical moment on the banks of a lake, with ducks and swans gliding past. The chef is ready to spoil you, serving plates of the best local specialities under the glow of the copper lanterns.

## Snorkelling from a traditional boat

Set off on a traditional wooden caique boat for an unforgettable outing over the cobalt blue water of the Mediterranean. Lay back on the front deck, rocked by the lapping waves, and tuck into a plate of fresh fruit. Slip on your flippers and join the sealife in the crystal-clear water by a natural cove.





## Bursts of laughter down slides

Enjoy watching your little ones splashing around in the fantastic Mini Club Med swimming pool. In this fairytale-like rocky decor, they take off with shrieks of laughter down the four colourful half-tube slides.



## Oriental beauty rituals

Push open the doors to the Spa by SOTHYS and experience a real Turkish beauty ritual. With a frangipani flower in your hair, luxuriate in a cloud of softness. Rejuvenate between the blue mosaics and the refined grey marble columns of the Turkish baths. Treat yourself to an Aromassage and the benefits of its essential oils.





# Bodrum 4Ψ

*Open from May 26th until  
September 29th, 2019*

# What kind of customers are we targeting?



## COUPLES

*Enjoy holidays in a refined seaside destination, in a charming setting for relaxing and immersive experience*



## SOLO & FRIENDS

*Combine activities, entertainment & relaxation in a human scale resort for more conviviality*



## FAMILIES WITH TEENAGERS

*Combine “family time” with the possibility for everyone to participate in different activities and discover the wonders of Turkey*

Those looking for calm and conviviality in a human-sized resort with an enchanting setting

## What are the main pillars of the experience?

UNIQUE HILLSIDE TO BEACHFRONT  
SETTING IN A POPULAR BEACH  
DESTINATION



AN INTIMATE ATMOSPHERE FOR A  
CONVIVIAL EXPERIENCE



A PARADISE FOR SAILORS



A REAL DISCOVERY  
OF TURKEY



# What are the main pillars of the experience?

*Unique hillside to beachfront setting in a popular beach destination*

- ✓ At the **top of a hill**, overlooking the Aegean Sea
- ✓ **Rocky coves** for a surprising sunbathing experience, and for more intimacy
- ✓ A real **floral jewel**, superbly located in a pine forest
- ✓ All accommodations located in **bungalows**, small two-storey buildings, **dotted throughout the gardens** along colourful flowered paths
- ✓ Nearby Bodrum town, a **popular beach destination** with a sophisticated Marina, yachts, restaurants, shops & nightlife
- ✓ **Traditional caique excursion\*** to discover idyllic bays

\* At extra cost



Modern rooms with  
a marine spirit

# What are the main pillars of the experience?

*An intimate atmosphere for a convivial experience*



- ✓ **Human-sized resort** with only 4ha
- ✓ **Convivial**, pleasant and **warm atmosphere**: customers meet easily and quickly
- ✓ Possibility to be more **isolated** on the **canopied beds** on the **teak pontoons**
- ✓ A **wellness center\*** in the middle of the **pine forest** for a realm of total relaxation
- ✓ **Outdoor palapas and relaxation areas** right off the Aegean sea for a unique Mediterranean experience with fresh & scented air

\* At extra cost

# What are the main pillars of the experience?

*A paradise for sailors*

- ✓ Perfectly located on a peninsula sheltered from **fast-flowing currents** to enjoy water sports in the best possible conditions
- ✓ **Windsurf, Funboard & Sailing School** included in the package, for all levels with the best equipment and facilities
- ✓ **Bodrum is a renowned spot** for windsurfers throughout the Summer months (particularly from June to September)
- ✓ Possibility to make real progress and master your movements with **private lessons\***

\* At extra cost



# What are the main pillars of the experience?

*A real discovery of Turkey*

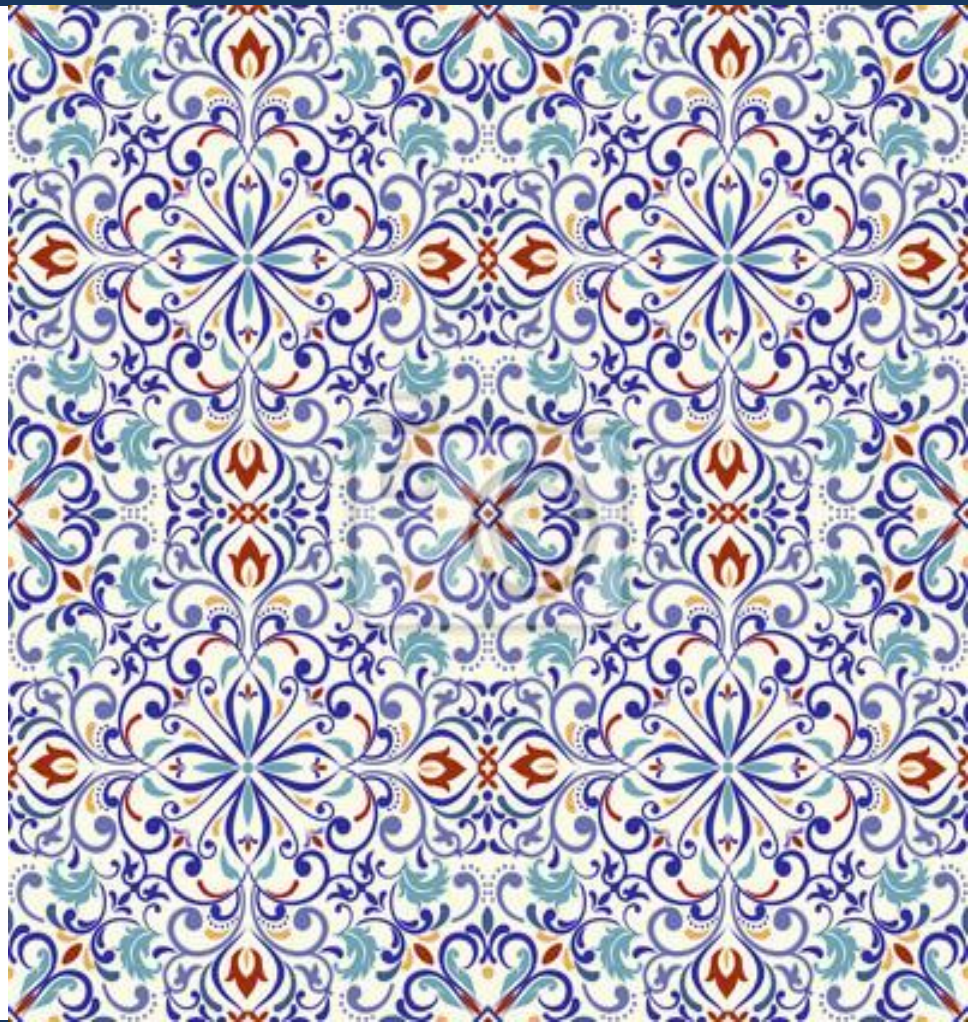


- ✓ A cuisine rich in **unique flavors** with local specialties in our 2 restaurants
- ✓ Precious **inheritance** of the Ottoman Empire, the delicious Turkish cuisine is also surprising by its **variety** as it is the basis of many recipes on the northern and eastern coast of the Mediterranean
- ✓ Terraces of our restaurants overlooking the sea and providing an **exceptional panorama**
- ✓ Discover the **treasures** of the region: Ephesus, Pamukkale and Hierapolis, Sites on the UNESCO World Heritage List
- ✓ Combine with Tours & Getaway\*

\* At extra cost

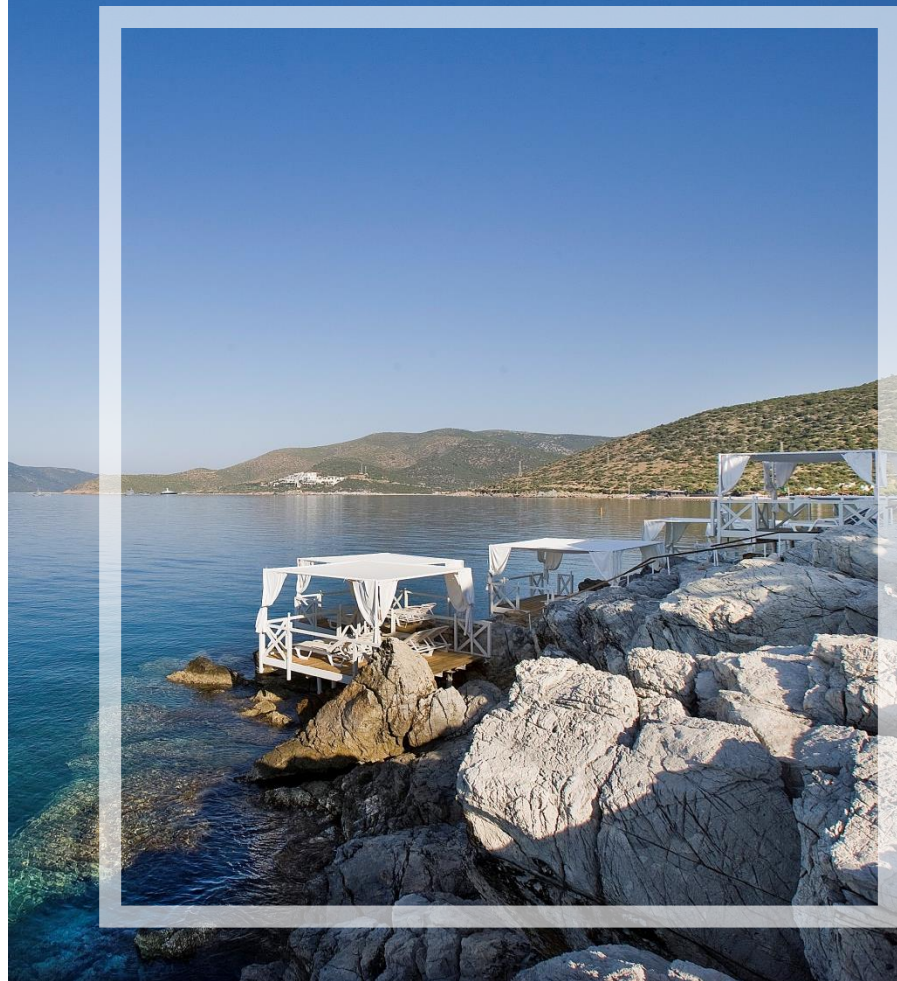


# must-try Experiences



## A secluded nest by the sea

Take the wooden walkway which leads towards the rocks, and pick one of the teak platforms perched above the waves and looking out over the sea. Whether as a couple or with the family, enjoy the feeling of seclusion in your private cocoon, each one with a scattering of deckchairs. Curtains offer more privacy to this romantic setting.



## Set sail for freedom

Lapped by the waters of the Aegean sea, the coastline is regularly swept by a refreshing breeze, adored by windsurfers. Find your balance, then find the wind. Your G.O® will give you all the advice necessary to make your board skills a breeze. Caught in a gust of freedom, hope aboard one of the catamarans with room for up to one adult and one child. In the blink of an eye, leave the cove and admire the rocky coastline.



## Marine adventure on a caïque

Follow the poppy and palm-tree lined pathway to reach a small traditional boat, or caïque, moored to the main pontoon. Onboard, soak up the sun on the comfy cushions on deck. Relax to the sound of lapping waves, and savour the fresh sea spray. In the distance, you can make out the Greek island of Kos, homeland to the Father of Medicine, Hippocrates. Enjoy snorkelling in the sheltered crystal-clear water of the natural coves.





## Massage among the pine trees

Take your place under a palapa hut, hung between the pine trees, for an unwinding massage. Like a bird, you gaze out over the sea, while the white curtains around you billow gently in the breeze. Inhale the soft scent of the pines mixing with the salty air. Enjoy this unique moment and utterly relaxing moment where the sea meets the sky.

## Bodrum's old town

Explore the streets of this chic seaside resort and discover its magnificent yachts, gourmet restaurants and hip evenings out. Founded by the Greeks under the name Halicarnassus, the city of Bodrum used to house the tomb of Mausolus, considered one of the seven wonders of the ancient world. Medieval ramparts surround you as you are transported back in time to Antiquity.





# Kemer

3Ψ

*Open from June 8th until  
August 31s, 2019*



# Summary

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





# Summary

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

# 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



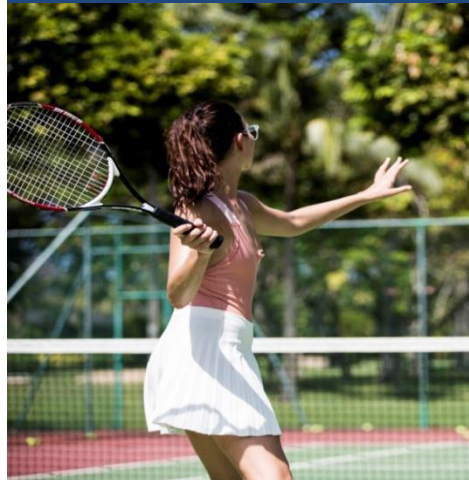
- ✓ Club Med was one of the **first** to settle in 1979 on this **unspoilt and wide site** of 40 ha, on a **protected bay** with creeks overlooking a clear and turquoise sea
- ✓ **2 distinct beaches areas:**
  - Along the pine forest over 180 meters
  - Close to the main bar
- ✓ **2 swimming pools**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



# Summary

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

# 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



\* NON PROFESSIONAL PICTURES DO NOT SHARE EXTERNALLY

# 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.*



\* NON PROFESSIONAL PICTURES DO NOT SHARE EXTERNALLY

## THE DIFFERENT EXPERIENCES

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

DETAILED PROGRAM AVAILABLE, [HERE](#).



\* NON PROFESSIONAL PICTURES DO NOT SHARE EXTERNALLY

## New sunbeds at the Zen Zone



New wooden sunbeds beds 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.

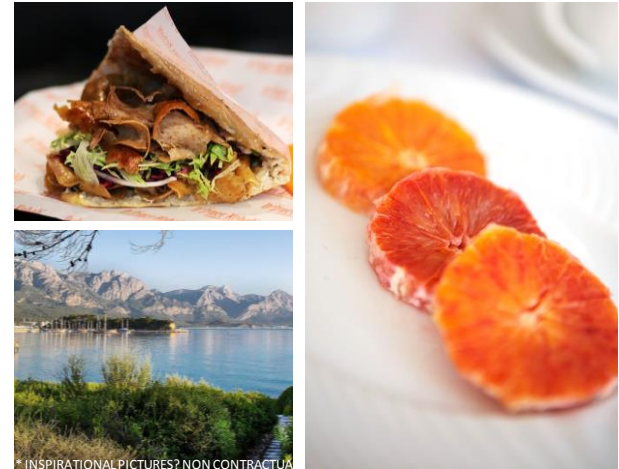
\* NON PROFESSIONAL PICTURES DO NOT SHARE EXTERNALLY

## & More Novelties

### RENOVATED TENNIS COURTS AND WELCOME HUT



### RENOVATED SNACKING AREA



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

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.*





# Summary

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

# must-try Experiences

## 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.