



Turquoise



**Club Med Turquoise. The happiest shade of blue, reinvented**

Product Presentation – February 2018

**Club Med** 



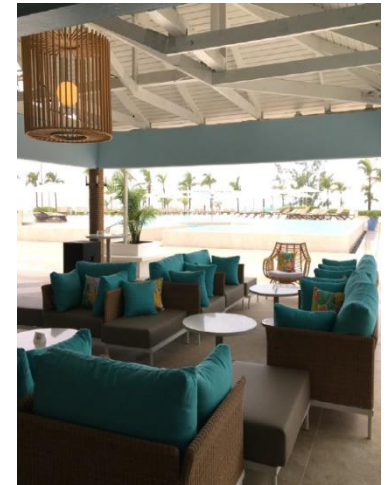
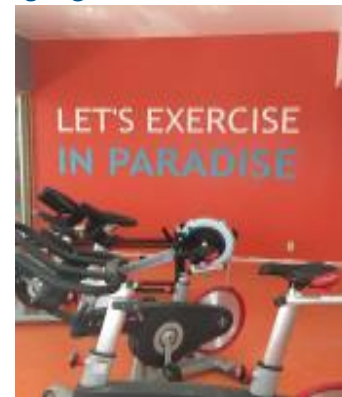
# Our beautiful Club Med Turkoise has just reopened...

- BRAND NEW RESORT CENTER (main pool, main bar, new restaurant terraces & redesigned reception area)
- BRAND NEW DELUXE ROOMS
- BRAND NEW GYM & WELLNESS OUTDOOR AREA

*"The new Turkoise looks amazing!"*



*"Club Med Turkoise looking good post-Irma! [...] the new infinity pool looks gorgeous"*



*"This is the first week opening after the hurricane. Beautiful beach. Beautiful pool."*



We are proud to announce that **Club Med Turkoise** has earned its **4<sup>th</sup> Trident** (effective May 1<sup>st</sup> 2018)

4Ψ

with more product news to come soon...

- An enhanced F&B experience (NEW wine cellar and enhanced Sharkies beach bar)
- 100% of the Club rooms refreshed





Context



Targets



Product



# Club Med Turkoise is set in a unique & very upscale Caribbean destination, Turks & Caicos



The Turks and Caicos Islands, hiding at the southern tip of the Bahamian Archipelago, elude most travelers' radars. This sparsely populated string of low sand cays boasts some of the **world's most spectacular coral reefs**, and has built itself into a **true luxury destination** with **stunning villas** and **five-star resorts**.



**Preserved & exclusive**, boutique-style very upscale competition with high-level service but no activities

**Authentic & tasteful**, contrary to "show-off", still preserving the unique "island" flair

**Watersports-oriented** especially underwater (diving & snorkeling) and boating

Ranking	2*	3*	4*	5*
Hotels in Providenciales (ranked on Google)	2	6	14	7

70% of hotels > 4\*  
⇒ Opportunity for Club Med to align with competition

Club Med Turkoise is located in **Grace Bay of Providenciales Island**, the **#1 beach in the world** according to 2016 TripAdvisor's Travelers' Choice awards



# An accessible destination from North America and Europe (via London and Miami)



On top of all the above direct flights, there are major European connections through **Miami**, some same day and some with a stop over of one night. **An opportunity to discover the vibrant Miami life ?** (Miami Beach 15min from the airport) (details in the Q&A)

# With an amazing value, making Club Med Turkoise the best “affordable upscale” option on the island...



A couple looking for a 7 nights getaway in Turks & Caicos from June 9th to 16th 2018



		GRACE BAY CLUB	seven Stars	BEACH HOUSE (adults-only)	Beaches	Turkoise
Rooms & fees	Accommodations (7 nights)	\$4,893	\$4,900	\$5,929	\$8,044	\$2,098
	Type of package	bed & breakfast	bed & breakfast	all-inclusive	all-inclusive	all-inclusive (land only)
	Taxes & fees	Included	\$1,078	\$1,304	Included	Included
F&B	Breakfast	Included	Included	Included	Included	Included
	Lunch & dinner (30\$ /pax /day)	\$480	\$480	Included	Included	Included
	Alcoholic & non-alcoholic beverages	\$210	\$210	Included	Included	Included
	Tipping for food & beverages (10%)	\$69	\$69	Included	Included	Included
Add-on & activities	Beach / pool chairs	Included	Included	Included	Included	Included
	Water sports activities	Included	Included	Included	Included (incl. scuba diving*)	Included
	Tennis (group lessons)	Included (no classes)	Included (no classes)	X	Included	Included
	Fitness room & classes	Included	Included	Included (no class)	Included	Included
<b>Total price</b>	<b>Price per couple</b>	<b>\$5,652</b>	<b>\$6,737</b>	<b>\$7,233</b>	<b>\$8,044</b>	<b>\$2,098</b>
		Luxury bedroom suite oceanfront	Junior Suite garden view	One bedroom pool view suite	French Village luxury double	Club room (membership fees included)

\*PADI resort certification + 1 tank dive a day included for new divers & 2 all-inclusive dives a day for certified divers

Hypotheses for prices (source: <http://caribya.com/turks.and.caicos/budgeting/>) = lunch : 10\$ / person / day & dinner : 20\$ / person / day ; beverages 15\$ / person / day

# Adult-only all-inclusive resorts offer a narrow choice, between highly couples-oriented romantic resorts and singles ‘party-hard’ experiences



Today, customers looking for ‘adults-only’ all-inclusive vacations have 2 different options:

**Couples and romance focused:** Sandals / Secrets / Zoetry  
or even some independent “boutique-style” properties

**Singles ‘party-hard’** (sometimes ‘trash’):  
Breathless being the most upscale



Forget Sandals, forget Breathless,  
and discover the uniqueness of the adult-only beach resort by Club Med...



# ... and the most accessible adult-only upscale all-Inclusive in the Caribbean



A couple looking for a 7 nights getaway in an adult-only resort from June 9th to 16th 2018

		Secrets Royal Beach Punta Cana (Dominican Republic)	Breathless Montego Bay (Jamaica)	Sandals Royal Bahamian (Bahamas)	Beach House (Turks & Caicos)	Club Med Turkoise
Rooms & fees	Accommodations (7 nights)	\$2,898	\$4,109	\$5,324	\$5,929	\$2,098
	Type of package	<i>all-inclusive</i>	<i>all-inclusive</i>	<i>all-inclusive</i>	<i>all-inclusive</i>	<i>all-inclusive (land only)</i>
	Taxes & fees	Included	Included	Included	\$1,304	Included
F&B	Breakfast, lunch & dinner	Included	Included	Included	Included	Included
	All beverages	Included	Included	Included	Included	Included
	Tipping (10%)	Included	Included	Included	Included	Included
Activities	Water sports activities	Included	Included (snorkeling & kayaking only)	Included (incl. scuba diving*)	Included	Included
	Tennis (incl. lessons)	Included (clinics at extra cost)	Included (no class)	Included	✘	Included
	Fitness room & classes	Included	Fitness center only	Included	Fitness center only	Included
<b>Total price</b>	<b>Price per couple</b>	<b>\$2,898</b> <i>Junior Suite Tropical View Double Beds</i>	<b>\$4,109</b> <i>Allure junior suite king tropical view</i>	<b>\$5,324</b> <i>Balmoral premium</i>	<b>\$7,233</b> <i>One bedroom pool view suite</i>	<b>\$2,098</b> <i>Club room (membership fees included)</i>

\*PADI resort certification + 1 tank dive a day included for new divers & 2 all-inclusive dives a day for certified divers



Context



Targets



Product





# Who is our targeted clientele ?

## Active couples (35-60 yr.)



**DINKs**  
*(double income  
no kid)*

**'Empty  
nesters'**

**'Club Meders'**

## Active singles (30-99 yr.)

**Groups  
of friends**

**Solo travelers**

**Business  
professionals**

*Mingle with other people*

*Get together*

*Join the party*

*Active*

*Relax*

**DIVERS**

**International clientele,  
especially from NAM (US & Canada)  
and Europe (France & Italy)**

*Disconnect*

*Take their rush of adrenaline*

*Not necessarily strong 'party animals'*

*Enjoy vibrant & entertaining nightlife*

*Meet with (old or new) friends*

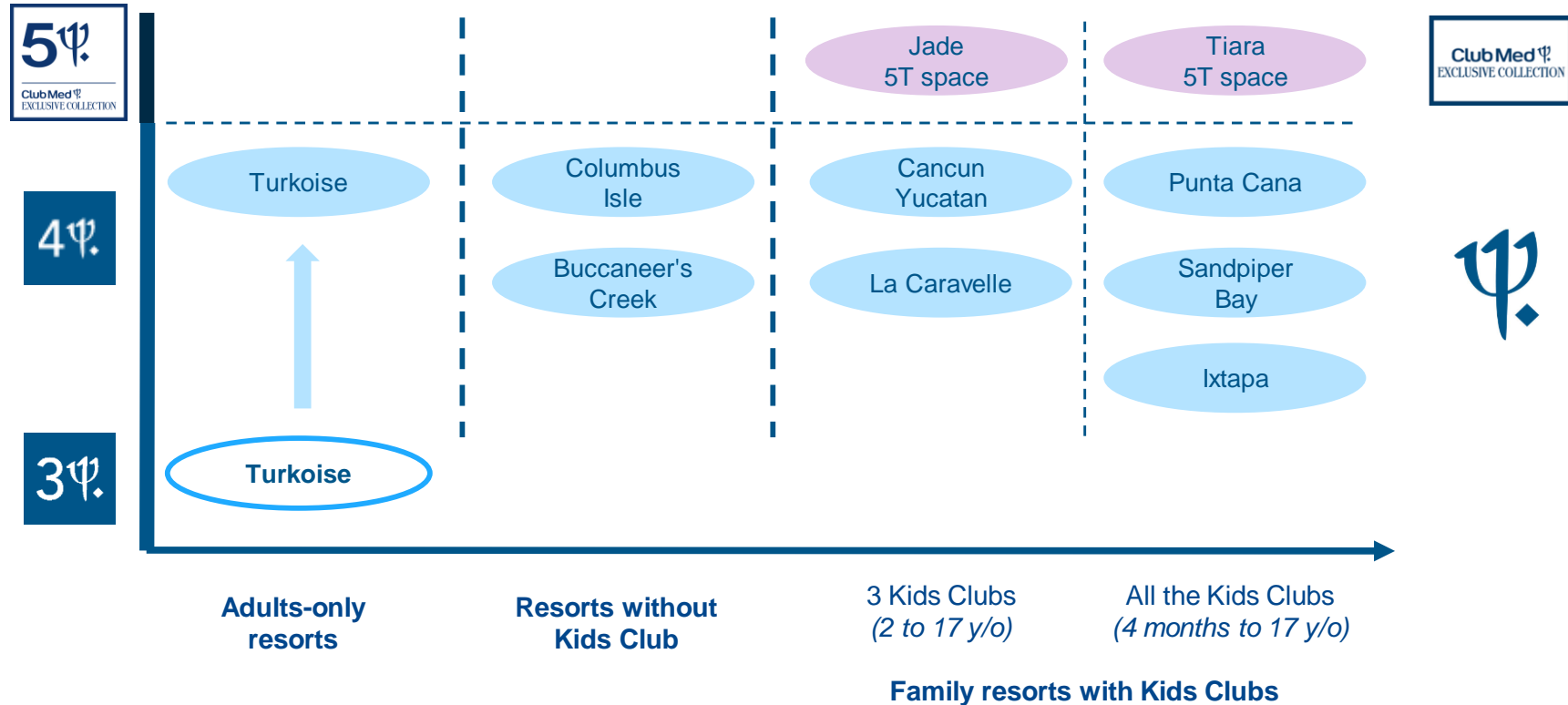
*Reset*



# A unique positioning in Club Med resorts portfolio



## NAM resorts portfolio (starting from Summer 18)



In Club Med resorts portfolio, Turkoise is the unique adults-only resort in North America, and also the unique adults-only beach resort worldwide opened in Winter season\*

\*Kemer, the other adults-only resort of Club Med resorts portfolio, located in Turkey, is opened only 4 months in Summer season

# Turquoise key differentiating points vs. other 'adults-oriented' NAM resorts



	 <b>Turquoise</b>	 <b>Columbus Isle</b>	 <b>Buccaneer's Creek</b>
<b>Positioning</b>	<i>The ultimate grown up playground.</i>	<i>A beach lover's dream vacation come blue.</i>	<i>A watersports resort drenched in Creole joie de vivre.</i>
<b>Destination</b>	<b>TURKS &amp; CAICOS, PROVIDENCIALES</b> Preserved & exclusive #1 beach in the world Very upscale competition	<b>BAHAMAS, SAN SALVADOR</b> Desert island 'Robinson chic' spirit Upscale competition	<b>FRENCH WEST INDIES, MARTINIQUE</b> Unique local culture Mid-scale competition
<b>Size</b>	291 rooms Club & Deluxe	236 rooms Club & Deluxe	292 rooms Club, Deluxe & Suites
<b>Target</b>	<b>Adult-only</b> Active couples & singles Divers	<b>Couples &amp; honeymooners</b> Divers Families with teens during holidays	<b>Active couples &amp; singles</b> Water-skiers & kite surfers Families with teens during holidays
<b>Activities</b>	Scuba diving & snorkeling Sailing Paddle boarding & kayaking Flying trapeze Tennis Fitness	Scuba diving & snorkeling Sailing & windsurfing Paddle boarding & kayaking Tennis Fitness	Waterskiing & wakeboarding Kitesurfing Windsurfing Scuba diving & snorkeling Tennis Fitness
<b>Atmosphere</b>	<b>Festive, adult-exclusive</b>	<b>Calm, romantic</b>	<b>Dynamic, Creole spirit</b>



Context



Targets



Product







# It's a new Turkoise, the same, but different...



**A brand new look (since February 1<sup>st</sup> 2018)  
& A brand new 4 Tridents POSITIONING (from May 1<sup>st</sup> 2018)**

*The one and only all-inclusive barefoot paradise  
for a perfect adult-only getaway filled with joie de vivre,  
where couples, singles and friends will enjoy true disconnection, pick and choose everyday between an active  
lifestyle, complete relaxation and precious moments of togetherness.*

1

**A barefoot paradise,  
redesigned tastefully**



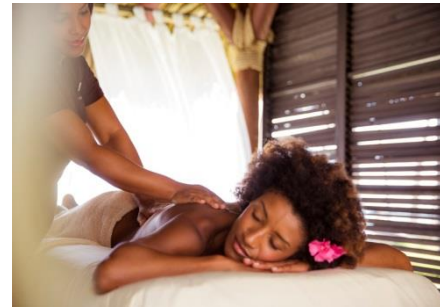
2

**Enjoy an array of  
watersports,  
and explore the ocean  
like never before**



3

**Recharge your body &  
reset your mind**



4

**Experience the true  
Club Med Spirit and its  
'joie de vivre',  
and savor each moment  
of your day**



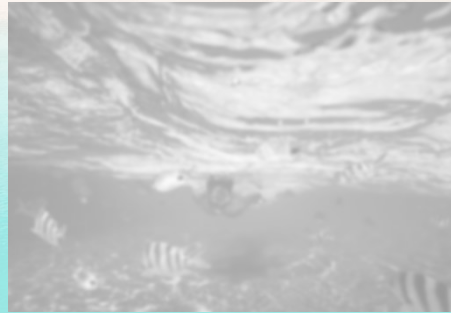
1

A barefoot paradise,  
redesigned tastefully



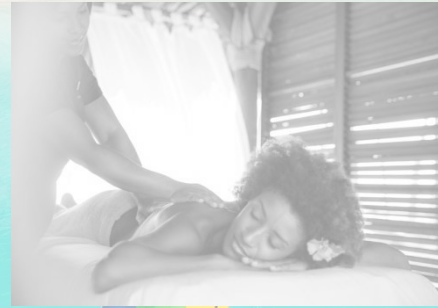
2

Enjoy an array of  
watersports,  
and explore the ocean  
like never before



3

Recharge your body &  
reset your mind



4

Experience the true  
MediSpirit and its  
joie de vivre,  
and savor each moment  
of your day





1

# A BAREFOOT PARADISE, redesigned tastefully

Must Try |  
Experience ★

Located on the  
#1 beach in the world

Grace Bay is the **best beach in the world** according to 2016 TripAdvisor's Travelers' Choice awards offering **warm Caribbean turquoise waters** and a **12-mile stretch of white sandy beaches**



#1 beach in the  
world is Grace Bay



#2 beach in the  
world is Grace Bay

**CNN** travel

VIDEO

**Top 10 beaches on the global list**

1. Grace Bay -- Providenciales, Turks and Caicos

A brand new design  
by Marc Hertrich to magnify the  
ocean view

**BRAND NEW resort center (Feb. 1<sup>st</sup> 2018):**

- NEW! Infinity pool
- NEW! Main bar
- NEW! Theater with LED screen
- Redesigned reception area & NEW! digital bracelets

**BRAND NEW Deluxe rooms (Feb 18) & refreshed Club rooms**

**BRAND NEW F&B experience**

- NEW! Main restaurant & terrace (Feb)
- NEW! Wine cellar (May)
- Enhanced Sharkies (May)

**Enhanced wellness experience (Feb):**

- NEW! Outdoor wellness area
- Renovated fitness center

SIGNATURE

N<sup>o</sup>8

Preserved resorts  
made in paradise

A rich excursions program to  
explore Turks & Caicos islands

**2 highlights**

- Explore the **wet lands** by kayak or paddleboard: a nature reserve full of wild life + iguana sanctuary
- **Kite-boarding:** ideal location for a first initiation due to shallow waters and onshore wind



1



**Must Try |**  
Experience ★

**Walk barefoot on the white powdery sand of breathtaking Grace Bay beach, the #1 beach in the world. And keep your eyes open for dolphins!**



1

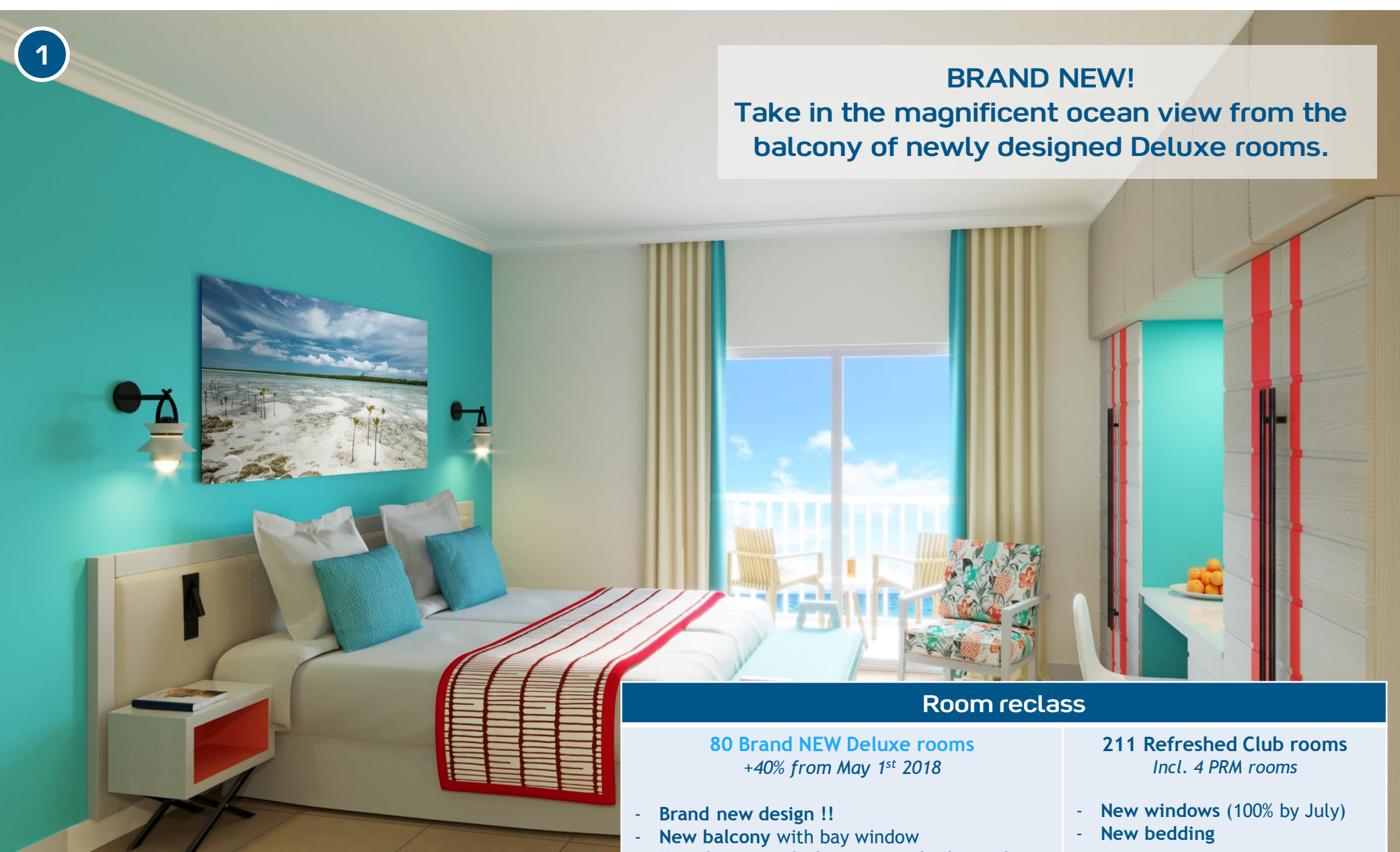
**BRAND NEW!**  
Kicking off the day with morning laps in the  
exquisite and brand new infinity pool.





1

**BRAND NEW!**  
Take in the magnificent ocean view from the balcony of newly designed Deluxe rooms.



### Room reclass

**80 Brand NEW Deluxe rooms**  
+40% from May 1<sup>st</sup> 2018

- Brand new design !!
- New balcony with bay window
- New furniture & shower, stocked mini-bar

**211 Refreshed Club rooms**  
*Incl. 4 PRM rooms*

- New windows (100% by July)
- New bedding

- New bedding
- New TV & digital A/C
- New digital bracelets





1

A barefoot paradise,  
redesigned tastefully



2

Enjoy an array of  
watersports,  
and explore the ocean  
like never before



3

Recharge your body &  
reset your mind



4

Experience the true  
Club Med Spirit and its  
'joie de vivre',  
and savor each moment  
of your day





2

# Enjoy an array of **WATERSPORTS**, and **EXPLORE THE OCEAN** like never before



## Top diving school, one of the best diving spots around the world

Turks & Caicos is one of the world's **top wall-diving destinations** with more than **25 dive sites** boasting breathtaking drop-off walls and a wide range of **marine species**.

A large portion of the coast is **protected by the National Parks Ordinance**, which results in **pristine dive sites** with **abundant marine life**:

Caribbean reef sharks, spotted eagle rays, hawksbill turtles, eels, groupers, horse-eyed jacks and a variety of tropical fish.

**Must Try |  
Experience ★**

SIGNATURE

**N<sup>ψ</sup>87**

Make the oceans  
your playground

## A wide range of water sports for everyone

### Sports school for all levels:

- Snorkeling
- Sailing

### Free access:

- Paddle boarding
- Kayaking

2



**Must Try |  
Experience ★**

**Explore the ocean depths in this divers' paradise,  
one of the world's top wall-diving destinations.**



2

You don't even need to go deep to enjoy an amazing underwater world. Reef sharks will await you on your snorkeling tour.







Gliding in the wind on a dazzling turquoise ocean is mind-blowing.  
Sailing, anyone?



**Paddle-boarding is definitely a trendy sport, but who wouldn't enjoy it even more on transparent curacao blue water?**







**And also, enjoy kayaking on the turquoise Caribbean waters.**

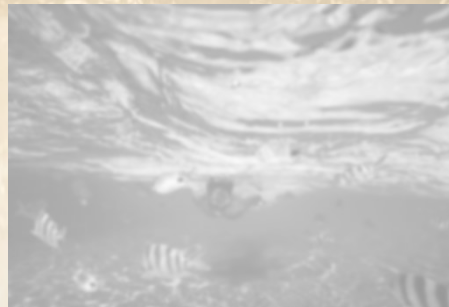
1

A barefoot paradise,  
redesigned tastefully



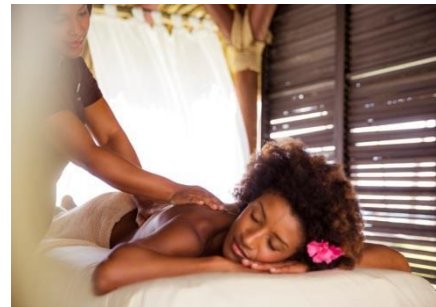
2

Enjoy an array of  
watersports,  
and explore the ocean  
like never before



3

Recharge your body &  
reset your mind



4

Experience the true  
Club Med Spirit and its  
'joie de vivre',  
and savor each moment  
of your day



3

## RECHARGE your body & RESET your mind

SIGNATURE

N<sup>Ψ</sup>52

Zen Zones  
for zen souls

### BRAND NEW! wellness experience

#### 3 new treatment rooms

- 1 double
- 2 singles

3 Beach Palapas facing the sea, for individual or tandem treatments to the sound of waves

SIGNATURE

N<sup>Ψ</sup>4

Sports all day,  
sports everyday

### Wide land sports offer

#### Sports school for all levels:

- **Flying trapeze** in a NEW! location in the resort center
- Tennis
- Fitness

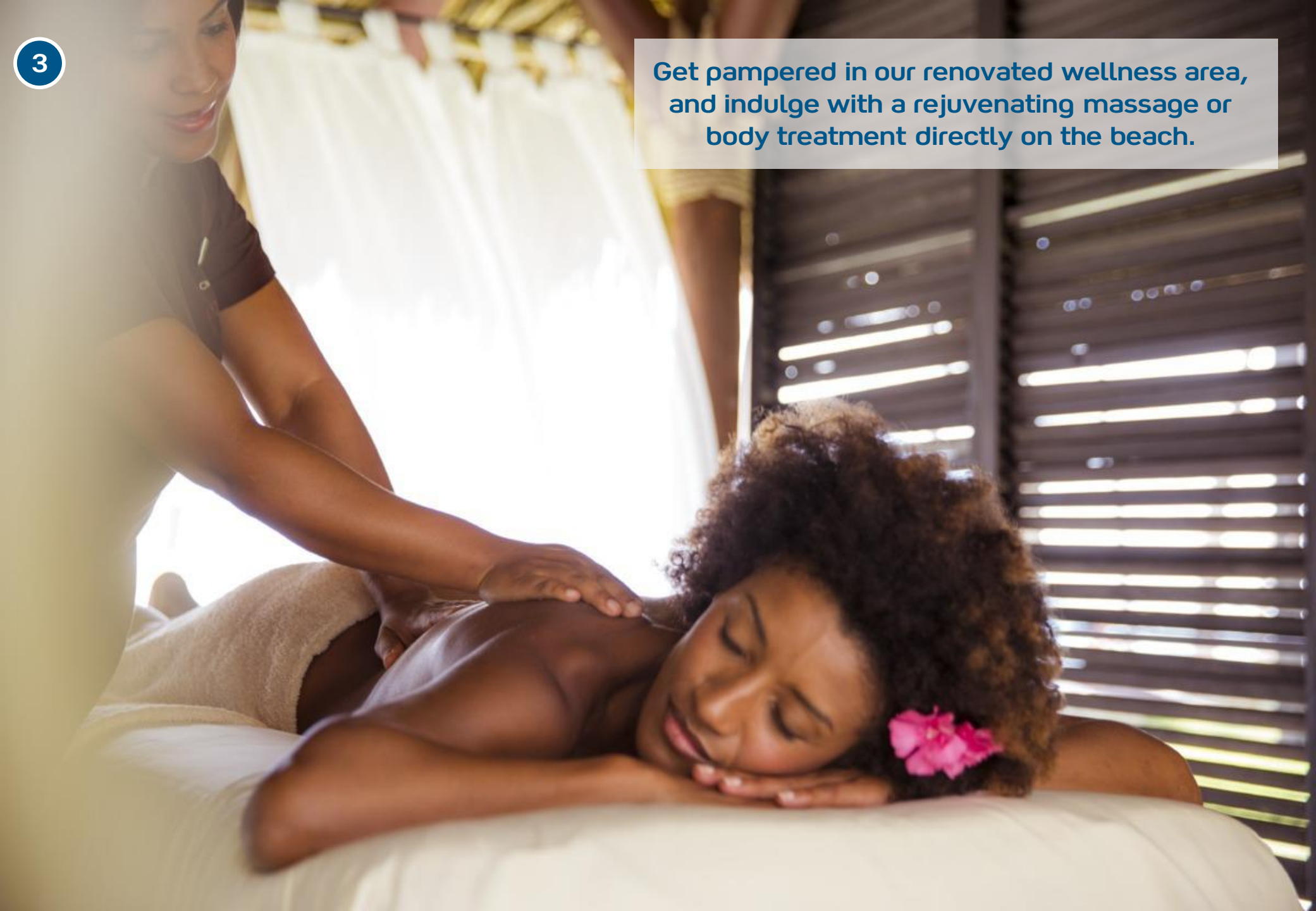
#### Free access:

- Redesigned cardio-training room
- Basketball
- Beach volleyball
- Soccer



3

Get pampered in our renovated wellness area, and indulge with a rejuvenating massage or body treatment directly on the beach.



Start your morning on the right foot with an energizing wake-up fitness class, or break a sweat with our boot camp class; You will get back in shape in no time!

YO AMO EL  
I LOVE  
J'AIME

Fit  
ness





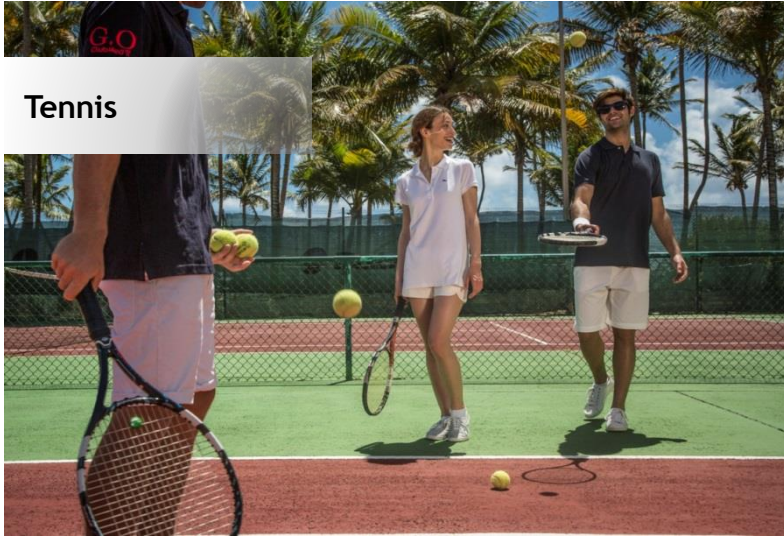
3

You cannot take a Club Med vacation without trying the thrilling experience of the flying trapeze. And if you can see the sea while you fly... isn't it worth the first fear?





### 3 An enhanced resort's program around sports & activities



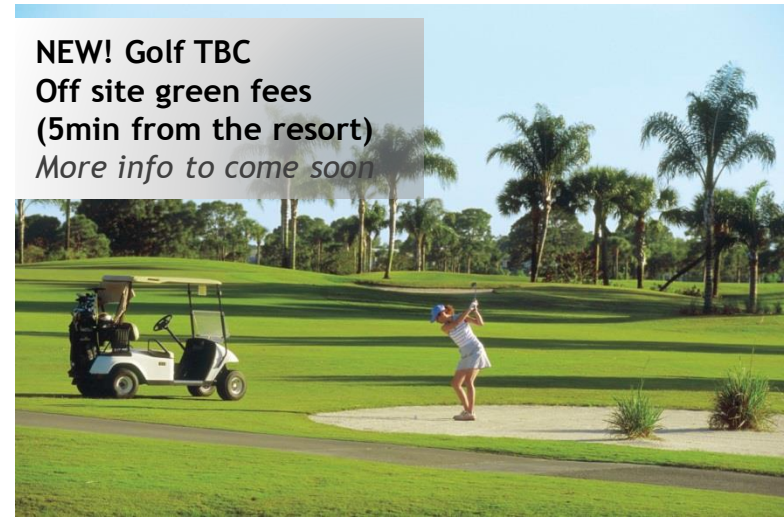
Tennis



Aqua fitness



Beach volleyball tournaments



**NEW! Golf TBC**  
Off site green fees  
(5min from the resort)  
*More info to come soon*



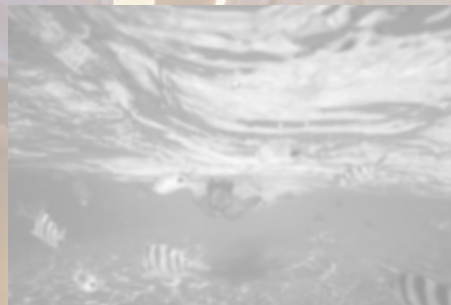
1

A barefoot paradise,  
redesigned tastefully



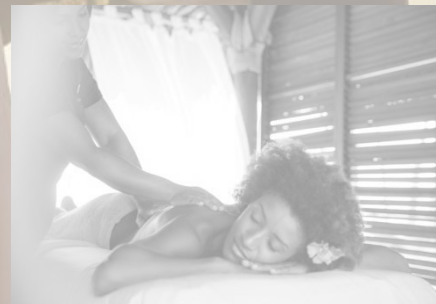
2

Enjoy an array of  
watersports,  
and explore the ocean  
like never before



3

Recharge your body &  
reset your mind



4

Experience the true  
Club Med Spirit and its  
'joie de vivre',  
and savor each moment  
of your day



4

# Experience the true Club Med Spirit and its “JOIE DE VIVRE”, and savor each moment of your day

SIGNATURE

N<sup>°</sup>26

Gourmet everyday,  
gourmet all-day

**NEW! Main bar &  
NEW! Wine cellar** *(May 1<sup>st</sup> 2018)*

**NEWLY RENOVATED!**  
Main restaurant & **NEW! Terrace**

**ENHANCED**  
Sharkies beach snacking & bar  
*(May 1<sup>st</sup> 2018)*

**Must Try |  
Experience ★**

SIGNATURE

N<sup>°</sup>62

Your evening,  
your ambiance

Live the  
Club Med Spirit,  
unique to Turquoise

**Must Try |  
Experience ★**

At each moment of the day,  
choose your ambiance,  
relaxed & chill or fun & active





# 4 Turquoise dining experience at a glance

Newly renovated!

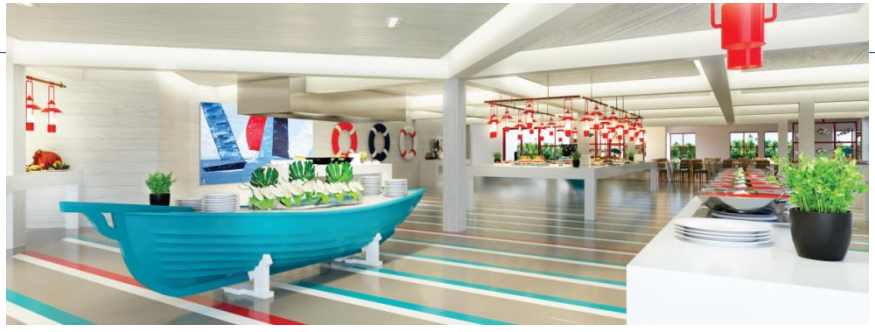
## Grace Bay, main restaurant

From Summer 2017, this restaurant is opened for **breakfast, lunch and dinner** in a newly redesigned area, and offers a **brand new outdoor terrace**.

It offers a **buffet-style international breakfast** as well as a wide choice of **local & international cuisine for lunch and dinner**.

### Opening hours:

- Breakfast: 7.30AM - 10AM
- Lunch: 12PM - 2PM
- Dinner: 7PM - 9.30PM



NEW!

## Blue Coral, main bar

Newly enhanced!  
(may 1st)



## Sharkies, beach snacking & bar

Offering **stunning views** of the Caribbean turquoise waters, this **beachside snacking & bar lounge** welcomes our guests for an **all-day experience** and is a **true institution**.

It offers an **enhanced snacking offer** with **different types of food** (grilled meat & fish, ceviche, salad, etc.), along with a **special selection of alcohol**.

### Opening hours:

- All-Day: 10AM - 12AM (*brunch, late lunch / dinner / day & night snacking*)



NEW!  
(may 1st)

## Wine cellar



**Must Try |**  
Experience ★

**Gather with the fun crowd at the iconic Sharkies  
for unforgettable 'sunset happy hours'  
with live music & finger bites.**



4

**BRAND NEW!**  
Blue Coral main bar for all-day poolside refreshments, pre-dinner cocktails & drinks, and after hour festivities.





**BRAND NEW!**  
Grace Bay main restaurant with gourmet  
buffet and new outdoor terrace  
& **BRAND NEW!** Wine cellar (May 1<sup>st</sup>)





4

Experience the true Club Med spirit and its unrivaled conviviality that creates unforgettable moments of vacation.







**Must Try |**  
**Experience ★**

**Dance your night away under a sky full of stars?  
You cannot miss this white sensations party.**





APPENDIX



# Resort overview

## Resort Information

- **Transfer time** from Providenciales International Airport: 15 min
- **Property size:** 84 acres
- **Currency:** US Dollar

## Sports & Activities

- **Sport schools:** Flying trapeze, tennis, sailing and fitness
- **Open access:** snorkeling, kayaking, paddle boarding and **RENOVATED!** cardio-training room, basketball, beach volleyball, football, volleyball, water polo, mini soccer
- **Special programs\*:** Scuba diving, horseback riding lessons, deep-sea fishing and greens fee packages

## Accommodations

- **291 Rooms**
  - **REFRESHED!** 211 Club Rooms
  - **BRAND NEW!** 80 Deluxe Rooms




# Turquoise

Whether you're a couple, a group of friends, or flying solo,  
this is the ultimate adult-exclusive destination for fun in the sun.

Enjoy thrilling water sports, spectacular diving, and even a swing or two on the flying trapeze -

The festivities start here, on one of the most beautiful beaches in the world.



		°F LOW/HIGH			
		JAN	FEB	MAR	APR
ATLANTIC OCEAN	Low	69	69	71	73
	High	86	86	86	88
TURKS & CAICOS	Low	75	77	77	77
	High	90	91	91	91
HAITI	Low	77	75	73	71
	High	91	89	89	87

\*At extra cost

## Restaurants & Bars

- **ENHANCED!** Sharkies beach snacking & bar (May 1<sup>st</sup>)
- **BRAND NEW!** Grace Bay, buffet-style restaurant with outdoor terrace
- **BRAND NEW!** Blue Coral, main bar
- **BRAND NEW!** Wine cellar (May 1<sup>st</sup>)

## Spa & Wellness\*

- **BRAND NEW!** 3 treatment rooms (1 double and 2 singles)
- **BRAND NEW!** Palapas facing the sea, for individual or tandem treatments

## Excursions\*

- Caicos Cays cruise
- Edge of the banks
- Heart of the islands
- Horse riding
- Kayak eco tour
- North Caicos by bicycle
- Paddle boarding tour
- Sailing in the sunset
- Snorkeling & kayaking adventure
- Undersea explorer
- Water scooter ride



# Resort map



- |   |   |
|---|---|
|  FRONT DESK<br>RECEPTION               |  WELLNESS CENTER<br>ESPACE BIEN-ÊTRE |
|  ROOMS<br>CHAMBRES                     |  TENNIS                              |
|  RESTAURANT                            |  SOCCER<br>FOOTBALL                  |
|  BAR                                   |  BASKETBALL<br>BASKET BALL           |
|  WINE CELLAR<br>CAVÉ À VINS            |  VOLLEYBALL<br>VOLLEY BALL           |
|  DISCOVERY CENTER<br>ESPACE DÉCOUVERTE |  FLYING TRAPEZE<br>TRAPÈZE VOLANT    |
|  LA BOUTIQUE                           |  BOCCÉ BALL<br>PÉTANQUE              |
|  THEATRE                               |  KAYAK                               |
|  INFIRMARY<br>INFIRMIERIE              |  SAILING<br>VOILE                    |
|  BEACH TOWELS<br>SERVIETTES DE PLAGE |  STAND UP PADDLE                   |
|  SWIMMING POOL<br>PISCINE            |  SNORKELING<br>PLONGÉE LIBRE       |
|  FITNESS                             |  SCUBA DIVING<br>PLONGÉE BOUTEILLE |
|  CARDIO-TRAINING                     |  CAR PARK<br>PARKING               |



# Renovation works overview



## A complete transformation of Turkoise resort:

Resort reopening

February 1<sup>st</sup> 2018

May 1<sup>st</sup> 2018

### BRAND NEW resort center:

- NEW! Infinity pool
- NEW! Main bar
- NEW! Theater with LED screen
- Redesigned reception area

### BRAND NEW 80 Deluxe rooms

### Enhanced wellness experience

- NEW! wellness area
- Renovated fitness center

### NEW signage in-resort

### NEW! positioning

4Ψ

### BRAND NEW F&B experience:

- NEW! Main restaurant & outdoor terrace (Feb 18)
- NEW! Wine cellar
- Pool service
- Enhanced Sharkies (beach snacking & bar)



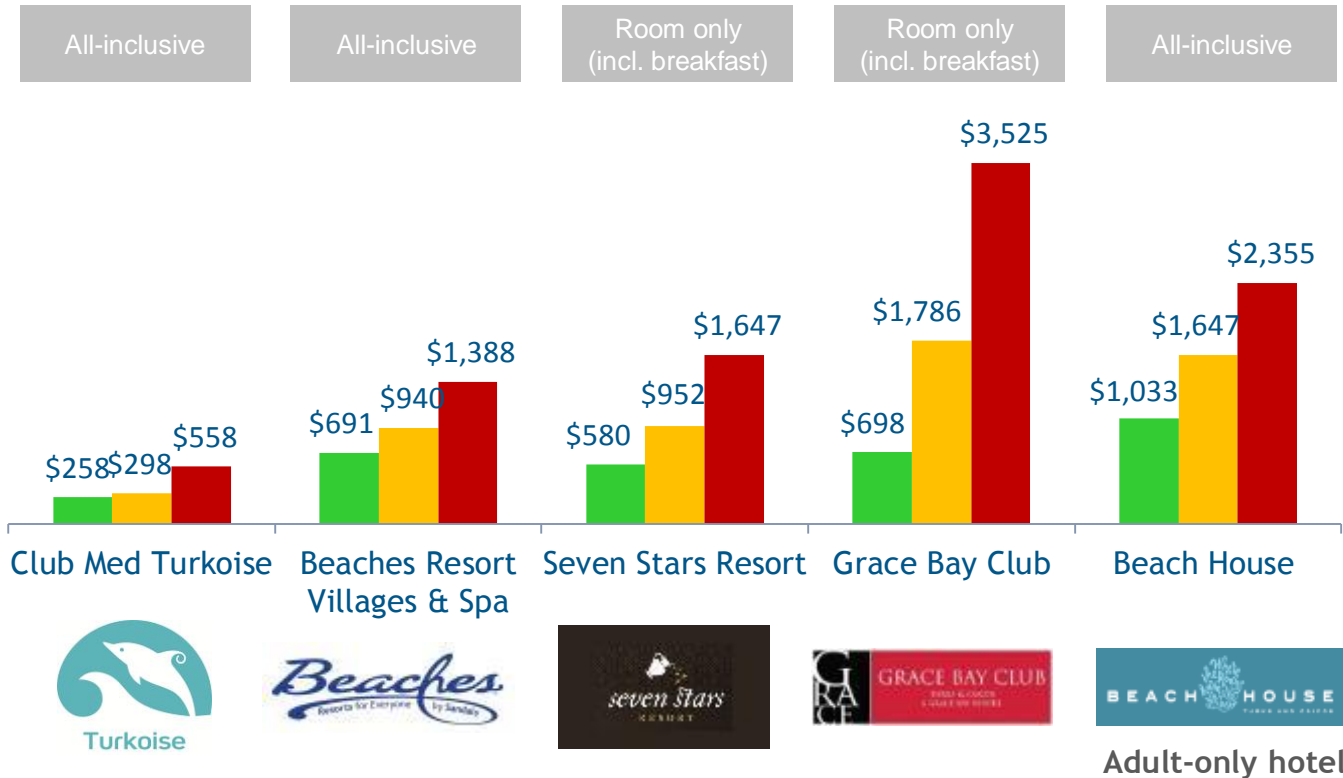


# Pricing comparison vs. competition

## Price per hotel night

1 room, 2 adults, entry room category level (without transportation)

Please note that these resorts don't necessarily offer comparable experience (see value comparison p7)



- Green week (Sep. 29th-30th 2018)
- Orange week (Jan. 6th-7th 2019)
- Red week (Dec. 22th-23th 2018)

CM prices does not include the membership fees (\$60 / adult)

Club Med Turkoise is still the most accessible offer in this exclusive & upscale destination, even when taking into account the prices increase linked to the resort repositioning in 4T



**Turquoise**

Come to discover this brand new Club Med experience

