



Club Med *Cefalù*

FEAM Product Marketing
- April 2020 -

Club Med 
amazing you

Agenda

1

Sicily & Cefalù Destination

- Introduction
- Experiences to live in Sicily
- Events & Festivals during the summer on the island

2

Club Med Cefalù

- Targeted clientele
- Product positioning & pillars
 - A paradise for hedonists
 - An ideal natural setting to reconnect
 - A privileged location to explore the authentic Sicily
- A family adventure
- Must-try experiences

3

Factsheet

Part one

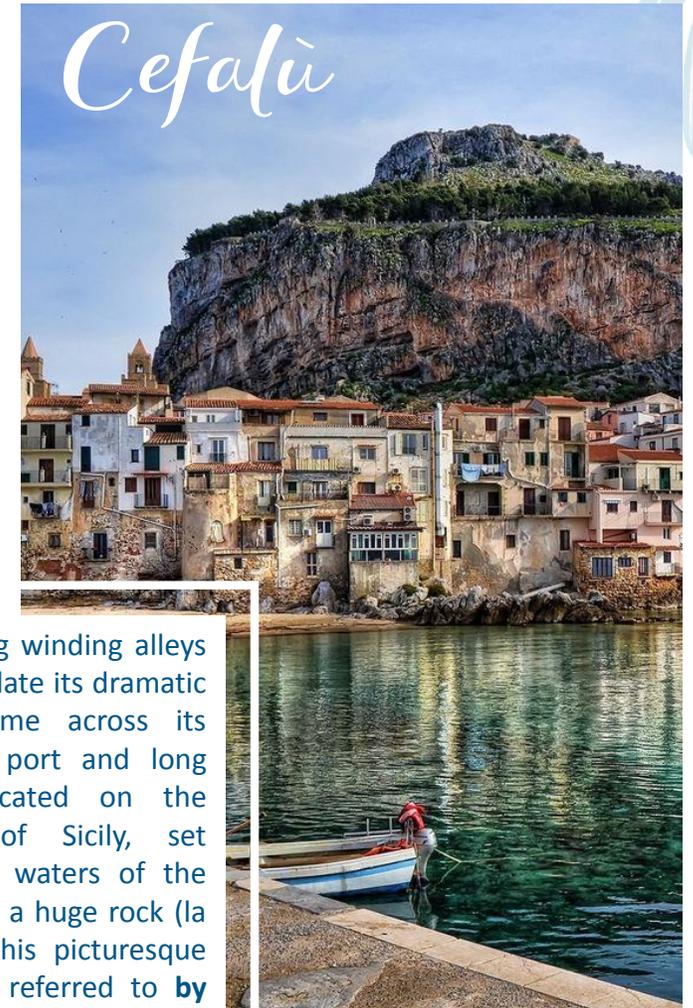
Sicily & Cefalù Destination



Sicily Destination

pearl of the Mediterranean

Lovely, wild and volcanic, gateway between Europe and Africa, this unparalleled beauty island provides an **outstanding heritage** with **breathtaking panoramas**, and a **unique gastronomy**. Travel the island through its unique charming villages, explore its Greek temples and baroque palaces, cross its vines and olive groves, walk on the sun-heated sand and refresh yourself in its crystalline waters. Sicily is full of surprises !



Stride the charming winding alleys of **Cefalù**, contemplate its dramatic cathedral and come across its traditional fishing port and long sandy beach. Located on the northern coast of Sicily, set between the blue waters of the Mediterranean and a huge rock (la rocca di Cefalù), this picturesque old town is often referred to **by locals as the most authentic Sicilian escape.**

An exceptional island

with a rich cultural diversity



UNESCO World Heritage Sites

Agrigento & the Valley of the Temples
Villa Romana del Casale
The Aeolian Islands
The late Baroque towns of the Val di Noto
Syracuse & Rocky Necropolis of Pantalica
Mount Etna



Monuments & Temples

Segesta
Archaeological Park of Selinunte
Castello di Lombardia
Greek theater of Taormina



Charming towns & villages

Cefalù
Castelmona
Castelbuono
Montalbano Elicona
Savoca



Sicilian dishes

- Delicious mix of Occident & Orient
- Arancini (fried rice balls), Sfincione (Sicilian pizza), Fish couscous, Caponata (vegetable salad)
 - Granita (frozen ice-cream), Cannoli (little deep-fried pastry)



Sicilian Dolce Vita

at the heart of lush nature



Natural parks and reserves

Hiking and diving
National Parks of Madonie & Nebrodi
Zingaro & Vendicari Nature Reserves
Alcantara Gorges
Saline di Trapani



Islands and volcanoes

Climbing the Etna & the Stromboli
The Aeolian and the Egadi Islands
Fossa di Vulcano



Agriculture

Orange, melon & vegetables production
Wine tasting
Milk & olive oil production
Grain farm



Beach and Mediterranean

Farniente
Sandy beaches & creeks
Boat excursion to islands
Kayaking & Snorkeling





Authentic experiences

1

Discover the wonders of **the Valley of the Temples in Agrigento** during the sunset.

2

Stroll through the old town of the **Isle of Orthygia** and the **authentic market of Syracuse**.

3

Set out by boat to **explore the Aeolian Islands**.

4

Enjoy a **traditional outdoor puppet show**.

5

Diving in the **Marine Reserve of Ustica**.

Exciting events & festivals

during the summer



MARCH

Almond Blossom Festival: to celebrate the flowering of the almond trees of this period which symbolize the beginning of the spring in Sicily

APRIL

Settimana Santa (Holy week)

MAY

The Greek Theater Festival: a month and a half of ancient Greek plays in the original Greek Theater in Syracuse

Sagra del Tatarata: a folkloristic festival that includes Arab costumes to the sound of big drums in Casteltermini

JUNE

Taormina Film Festival: world celebrities come to the Eastern coast of the Italian island to present their movies at the historic festival

JULY

The Feast of Santa Rosalia in Palermo: During the week-long festivities Palermo becomes an open-air theater

AUGUST

Ferragosto (Assumption Day): August 15, a national holiday in Italy celebrated most often with processions, festivals, and gatherings

Palio dei Normanni: historic celebration in which locals dress in medieval costumes and parade around town (Mid-August.)

SEPTEMBER

Festival Internazionale del Cuscus: ten days rich in events, from morning to afternoon, cultural encounters, cooking shows and talkshow



Part two

**Club Med
Cefalù**





Set on rugged cliffs boasting unparalleled views on Mediterranean waters, the ultimate Epicurean getaway to unwind, reconnect and embrace Sicilian-Chic art de vivre

#ClubMedCefalù

Targeted clientele



COUPLES



FRIENDS



FAMILIES WITH TEENAGERS

Looking for the perfect short getaway to discover new cities while escaping the daily grind.

In the restful and natural setting of the Club Med site, perched on rugged cliffs.

CITY BREAKERS



LAZY SEEKERS



CULTURE & DISCOVERY LOVERS



EPICUREAN

Crossroads of civilizations, Sicily is an island with a rich and exceptional history. Main places of interests can be reached within a short time.

Thrilled about discovering new flavors and gastronomic specialties. Wanting to experience the real Dolce Vita.

Club Med Cefalù

an atypical place to enjoy a magical and unique experience



Palazzo

Historic buildings with typical architecture



Perched on cliffs

A natural plateau overlooking the Cefalù bay, the old town and its Rocca



Villetta

Original and private accommodations



Chapel



Wooden decks

Embedded in the rocks, over the water



Product positioning and pillars

#ClubMedCefalù



**A paradise for hedonists,
with refined table in a
trendy atmosphere**



**An ideal natural setting
to rejuvenate and
reconnect with ourselves**



**A privileged location to
explore the authentic
Sicily and its scenic
beauties**



Paradise for hedonists



Stand Up Paddle School*: paddle excursion, paddle Yoga, giant paddle..., an one of the kind discovery of the bay on the water.

Glide over the water around the coastline with the **sailing School*** and experiment further thrilling **watersports*** (kayaking, snorkeling, ...).



An **authentic and exquisite culinary experience**, based on fresh local products, in an **ambiance inspired by the Riviera Clubs**:

- Buffet and cooking show with stunning view at the main restaurant **La Rocca**
- Sicilian and Italian specialties to taste in a baroque decor at **Palazzo Gourmet Lounge**
- Grill & Mediterranean freshness along the water at **Riva Beach restaurant***
- **Appetizers and Mediterranean cocktails** in a festive atmosphere and stripes-chic setting, with live music during the summer

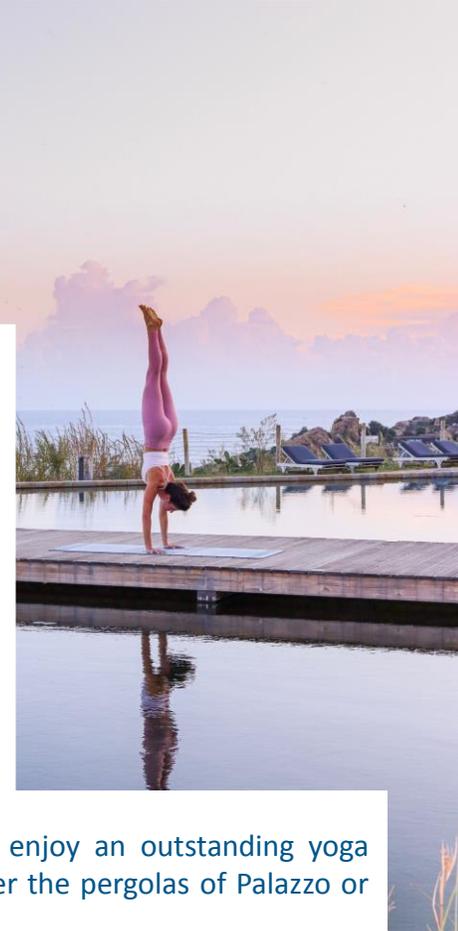
*available from monday 25 May to saturday 31 October 2020



Reconnect with ourselves



A natural heaven of peace with **restful and soothing settings, perfect to sunbath and contemplate the horizon**: on the wooden deck with feet in crystal water, from the Zen Pool or from the main Pool looking at the bay and the magnificent Rocca.



Yoga school by Heberson: From sunrise to sunset, enjoy an outstanding yoga experience in idyllic settings: near the Zen pool, under the pergolas of Palazzo or on the wooden deck.

Walking & Hiking School: Wonderful hikes in the Madonies adapted to all ages & levels and with various themes (family reconnection, Nordic walking, local culture etc.). Throughout 1 day or a half a day, you will reconnect with nature, accompanied by a local guide. (activity offered from Monday 28 September to Saturday 31 October 2020)



Explore the authentic Sicily



A whole new offer to meet expectations for customization, exclusivity and authenticity

- **Dedicated discovery conciergerie:** an expert available 24/24, to assist excursions planification and customization
- **Pick & Choose offer:** discover Sicily on your own and at your own pace, while benefiting from advice & recommendations on the best places to go. A package with a Fiat 500, Fuel and Insurance. Options could be added to personalize your tour according to your wishes.
- **Escapades & Circuits Découverte by ClubMed** in Sicily and Italy for further explorations:
 - Vestiges and flavors of Sicily (8 days/ 7 nights)
 - Escapade in Sicily (4 days/3 nights)
 - Escapade in Roma (4 days/3 nights)
 - South and Trulli flavors (8 days/ 7 nights)
 - Napoli e Mare (7 days/ 6 nights)



The resort is ideally located 20 minutes walking from Cefalù's old town, its majestic Arab-Norman cathedral, its picturesque alleyways, and the impressive Rocca that dominates the city.

It is also the perfect base camp to explore and discover the wonders of the Northern Sicily, with most places of interest within 2.5 hour drive.



An adventure to live as a family!

adapted to the youngest members of the tribe



During the high season and holidays, a program specially dedicated to teenagers (8-17 yo), with a GO to accompany them (not supervise them). The program is modelled on the adult's one, with different timetables.

Our purpose ? Enable them to make sport, meet, share and create memories with people of their age.

Some accommodations are adapted to families: Superior rooms, Deluxe & communicating suites



- Sport activities and tournaments (tennis, archery, etc.), dedicated to kids
- Introduction to magic with a magician
- Introduction to photography & a digital contest organized by our eGO
- Participation to other funny games (pool games, ...)
- Video games & movies projection in the Meetings room
- Reserved table to teenagers for dinner, and games during the evening

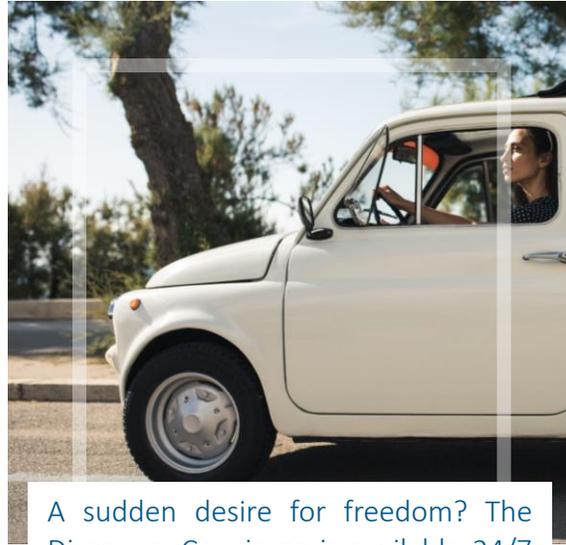
Must-Try Experiences Ψ

Exquisite signature dishes



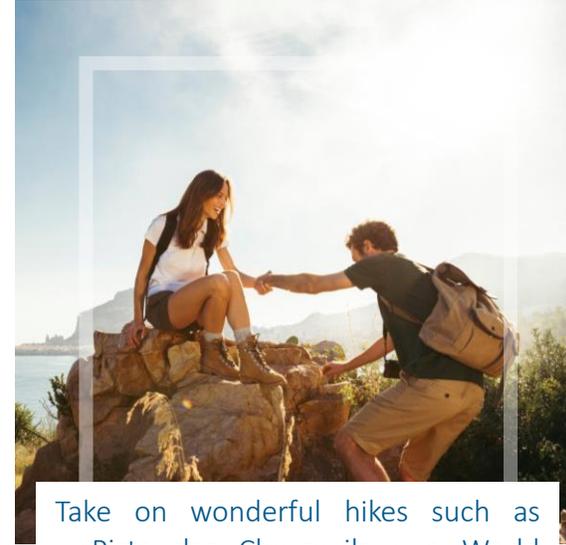
Experience Italian refinement at the Palazzo, a historic 18th century palace reconverted to house Italian art. Discover a baroque-inspired room with a black grand piano. Dine at the Gourmet Lounge, an epicentre of epicurean refinement. When the waiter hands you the menu, will you be tempted by the Germon tuna, accompanied with sweet and sour caponata, pine nuts and raisins?

Dolce Vita in a Fiat 500



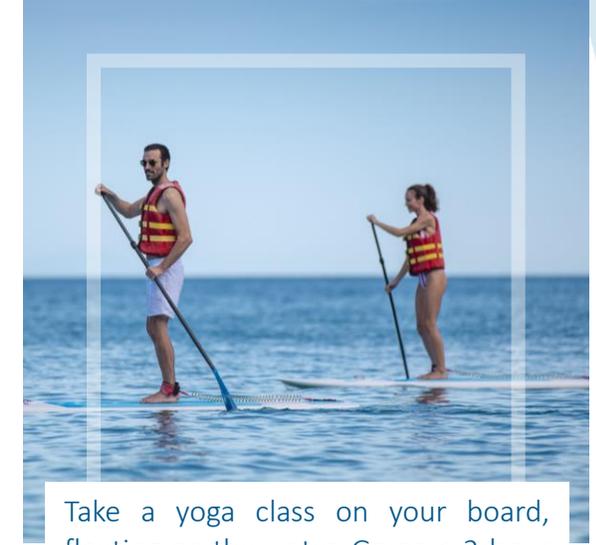
A sudden desire for freedom? The Discovery Concierge is available 24/7 to help you plan and personalize your Italian excursions. Follow deep tracks in the Parco delle Madonie nature reserve. Live your dreams of discovering the Italian atmosphere at your own pace in an iconic Fiat 500'. Walk along the Sicilian coast or get goosebumps in your private box at the Palermo opera house.

A unique hiking experience



Take on wonderful hikes such as « Piste des Chevreuils » a World Heritage Site in the regional Park of Madonie. Every day, discover new itineraries and be amazed at the sight of breathtaking landscapes without forgetting to listen to our local Sicilian guide's anecdotes.

Glide across the water



Take a yoga class on your board, floating on the water. Go on a 2-hour visit around the coastline and admire the clock towers of the 12th century Norman cathedral overlooking Cefalù. Practice your balance while maintaining a team spirit with 7 other people on an XXL board. In the evening, paddle in hand, slowly drift towards the sun as it sets over the sea.

General Information

Access: 90 min. from Palermo Airport and 120 min. from Catane Airport

Property size: 14 ha

Local currency: euro (€)

Accommodations (322 rooms)

Factsheet



Wellness retreat

Zen Zone for adults

- Zen Pool

Yoga School

- Wide range of Yoga classes
- In Fitness room or exterior in magical settings

Club Med Spa by Carita

- 700 m² dedicated to the absolute wellness (12 treatment room incl. 2 duo)
- Relaxation space (outdoor and indoor) with incredible view on the bay
- Hair beauty salon
- Sauna & Hammam



Sports & Activities

Water sports*: sailing school, scuba diving, snorkeling, kayaking, Stand Up Paddle School

Land sports: trekking & hiking school*, yoga school, archery, bocce, tennis, volleyball, football, ping pong

A **rich program of excursions** to discover the Sicily (Pick & Choose)

Fitness

- Wide range of classes
- Musculation and Cardio training
- Stretching & Pilates room
- Outdoor space for fitness classes

Bathing experience

- Main pool
- Natural Zen pool
- Wooden deck in the rocks



Food & Beverage

3 Restaurants

- La Riva Beach*, Beach restaurant
- La Rocca, main restaurant with stunning view over Cefalù
- Il Palazzo Gourmet Lounge

4 bars

- Il Palazzo Gourmet Lounge
- Eden Bar, Zen pool bar
- Il Covo Bar*, beach bar
- Azzuro, main bar



Kids & Families

Resort accessible from 8 yo

No Kids Club

Programm dedicated to kids (in high season):

- Sportives tournaments
- Initiation to magic and photography
- Video games and movies projection

Meeting & Events

3 meeting rooms (max 145 pax.)

A range of team building activities and water sports

Possible privatization



**not availbe all year long*