



Cap Skirring

Cap Skirring

renovation & expansion

MARKETING PRODUIT EAF

– February 2019 –

Club Med 
amazing you

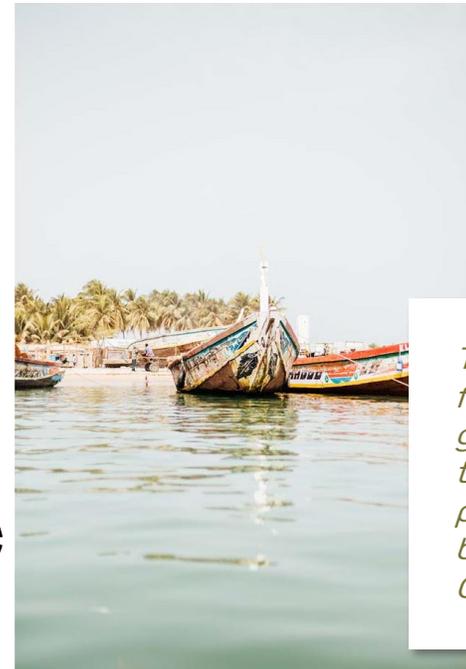
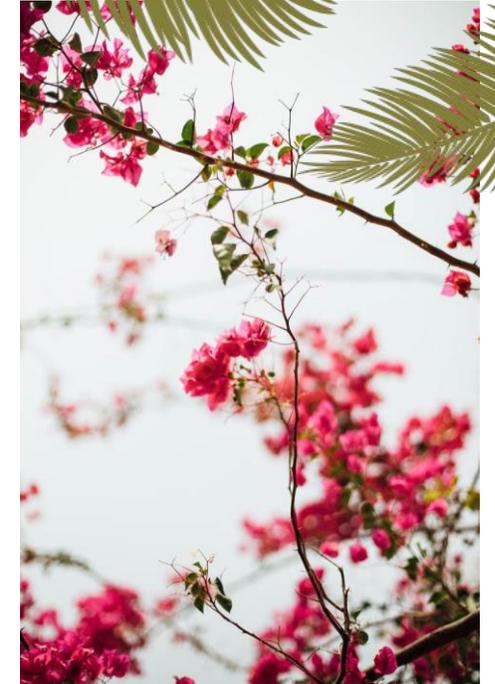
A historic Resort

Since 1973



Almost 50 years after its opening, Cap Skirring is taking on a brand new face. The flagship of the Club Med experience in Africa is enriching its offer with new and ever more fascinating adventures in the heart of Casamance.

repositioned



Tucked away between a palm-fringed beach and blossoming gardens, Cap Skirring is a feast for the senses. In this protected paradise, adventurous souls will be seduced by the warm hues of Casamance.

Agenda

1

DESTINATION:
SENEGAL



2

PROJECT KEY
POINTS



3

THE FUTURE OF
CLUB MED CAP
SKIRRING



Part 1

**DESTINATION:
SENEGAL**



Senegal

A warm and colorful country



From the lush Casamance delta to the Sahel savannahs, Senegal is home to rich natural and cultural diversity that makes it the perfect place to discover Africa: many national parks, picturesque markets, fine sand beaches, and captivating music.

Crossroads of civilizations, land of Wolof, Diola, Matingues, Serer and Toucouleurs, Senegal requires to take his time and stick to the rhythm of everyday life where music is omnipresent and palaver, a habit.



CAPITAL
DAKAR



2nd Economic Power
IN FRENCH SPEAKING
WEST AFRICA



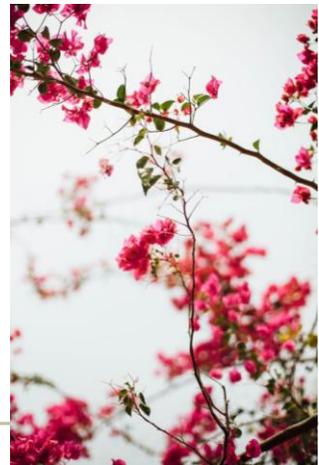
15,726,037
RESIDENTS



French, Wolof & Diola
& 4 OTHER OFFICIAL
LANGUAGES

Casamance

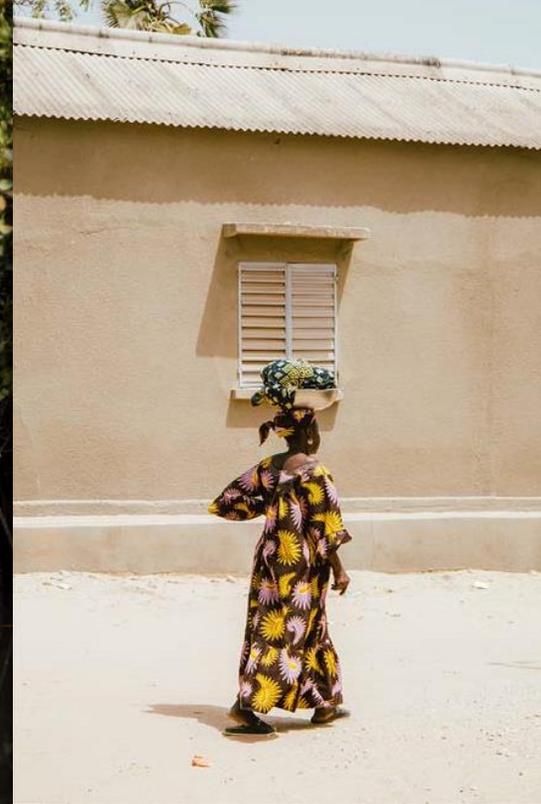
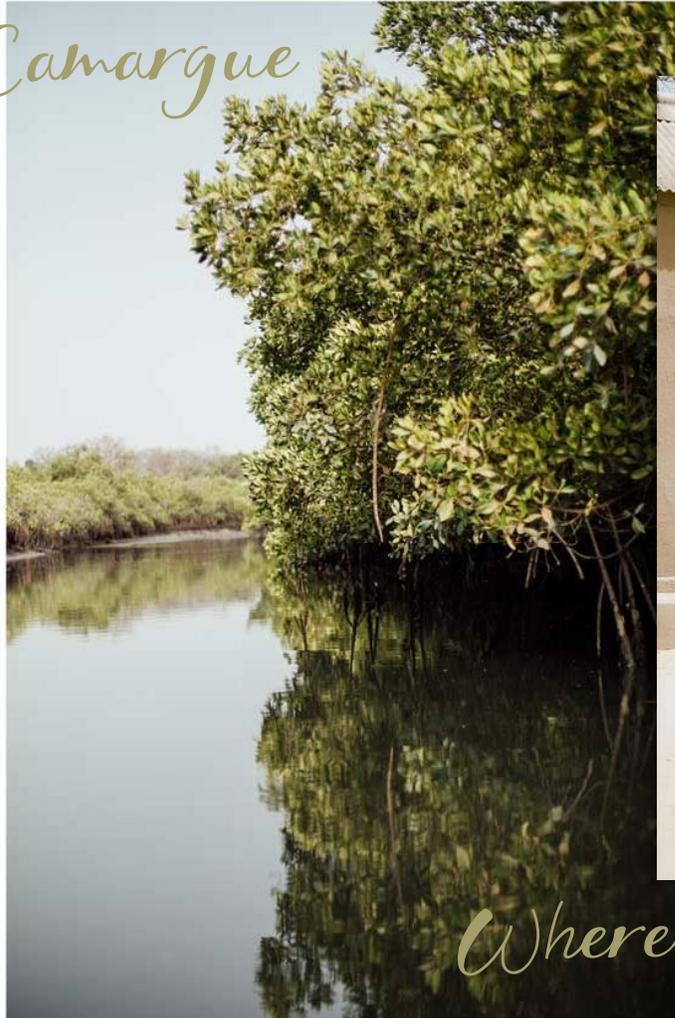
Landscapes bursting with color



Casamance

The Senegalese Camargue

Located at the very south of the country between Gambia and Guinea Bissau, the Casamance is a narrow silver of land renowned for the rugged beauty of its varied landscapes. The region's lush forests, coconut groves, mangrove-lined bolongs, savannah, and endless stretches of sandy beaches make it the tropical jewel of Senegal.



Where hospitality rules

Casamance is an oasis of calm from the relative bustle of "La Petite Cote", a slice of paradise where hospitality rules and the sense of community is strong.

The Diola people's unequalled taste for celebration sets the rhythm of the region. Casamance is thrilling with many rituals, celebrations, and colorful festivals involving bright costumes, some agile dancing and traditional Diola wrestling contests.

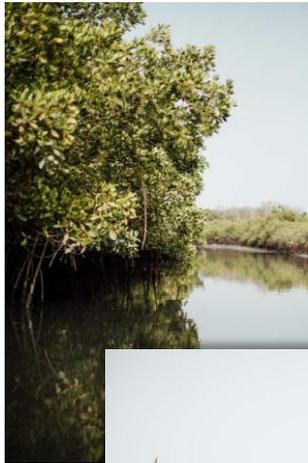
The Diola are eager to share their interesting culture, art, and traditions with those who travel to their villages. Hospitality and smiling faces are without a doubt the best part of a trip to Casamance.

Casamance

Land of fascinating adventures



Outings in the bolongs
Fishing excursions
Colorful dugout



Heavenly beaches
Farniente
Coconut groves



Kapok forests
Lush vegetation
Bush



Traditional villages
Welcoming hospitality
Local music (kora, djembé)
Diola wrestling competitions



Part 2

**PROJECT KEY
POINTS**



25M€

PROJECT KEY POINTS

Renovation

RENOVATION OF ALL EXISTING ROOMS

REFRESHED & EXPANDED MAIN RESTAURANT

RENOVATION OF THE FITNESS SPACE

New additions

122 NEW ROOMS

NEW ZEN SWIMMING POOL

NEW BEACH LOUNGE CONCEPT

NEW WELLNESS SPACE

NEW PASSWORLD SPACE

NEW CARDIO TRAINING ROOM



Cap Skirring nowadays



Cap Skirring in the future

122 NEW GUEST ROOMS
(superior, deluxe, suites)

NEW BEACH LOUNGE

NEW ZEN SWIMMING POOL

NEW WELLNESS SPACE

NEW CARDIO TRAINING ROOM

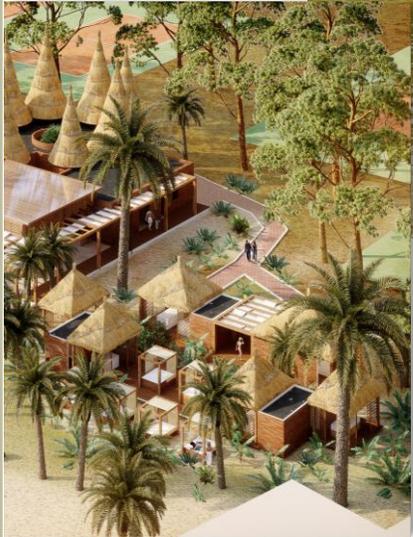


Part 3

**CLUB MED CAP
SKIRRING IN THE
FUTURE**



Positioning



At the southern edge of Senegal, where a palm-fringed beach stretches for miles, the thatched roofs of the Cap Skirring Resort emerge from the blossoming bougainvillea.

Thanks to its common history with the region, the soul of Cap Skirring has become legendary. Its atmosphere is infused with the spirit of the surrounding villages, the sinewy mangrove-lined bolongs, the peaceful silence of the kapok forests, and, above all, the Diola people's hospitality and legendary sense of celebration.

Even though Cap Skirring has been completely redesigned, the Resort is keeping the spirit of the first adventurous GMs who first set foot on this little stretch of land. It will become a better base camp than ever to discover the wonders of Casamance and feel its authentic vibes.

Wake up to the gentle sounds of the ocean, set out on a traditional dugout to glide through the bolongs or explore the bush in a jeep, and then treat yourself to a few laps in the zen pool. Savor grilled fish on the terrace of the new Beach Lounge, which is tucked away in a filao tree forest. These precious moments elapses in the golden light of the setting sun as it slips into the waters of the Atlantic Ocean.

Cap Skirring will be loved by those with an adventurous spirit and a taste for authentic experiences and premium vacations.

Target clientele

Paradise for *adults*



Adventure destination for *families with teens*



Curious explorers

Wanting to discover the country's traditions and immerse themselves in its soul. Looking for authentic experiences that are off the beaten track.



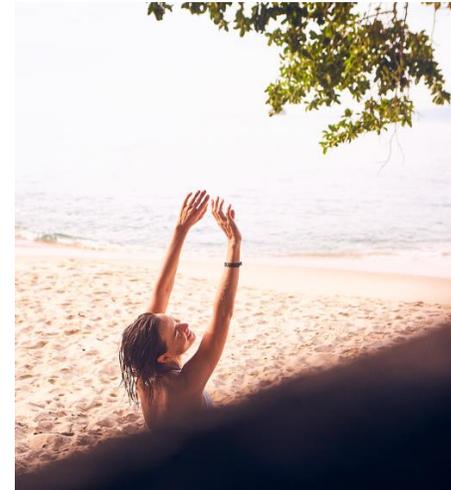
Nature lovers

Excited by the idea of diving into an extraordinary natural world. Wanting to learn everything about the Senegalese flora and fauna and the varied landscapes of Casamance.



Conscious travelers

Looking for responsible vacations that have a limited impact on the environment. Wanting to preserve nature and help local communities.



Lazy seekers

Loving to spend their holidays lounging about on heavenly beaches. Looking for high-end services and premium experiences.



Golfers

Wanting to pursue their passion in an exceptional setting and perfect their technique while enjoying a breathtaking view of the Atlantic Ocean.

The pillars of the experience

#ClubMedCapSkirring



The Resort to feel
Senegalese vibes



A paradise for
adventurous soul



A premium oasis that
seals senses away



The Resort to feel *Senegalese vibes*

Architecture & design

From the thatched roofs that shelter the guest rooms to the huts that line the beach, Cap Skirring Resort's architecture is a true homage to the one of the small villages in the surrounding Casamance region.

Once inside, numerous decorative elements include clever nods to local art and traditional craftsmanship. The hanging of 300 traditional masks from the ceiling above the main bar is without a doubt the star of the show.



Wax fabric and straw baskets hanging from the ceiling of the Beach Lounge



Hanging masks in the main bar

The Resort to feel

Senegalese vibes

The Beach Lounge

The seven thatched roofs of the Beach Lounge rise from a clearing in the pine forests. The Senegalese spirit is evident in the decorative elements that create a place celebrating the local culture.

The menu gives pride of place to traditional cuisine, with barbecue taking center stage. Grilled fish and meats are on offer and, for those who wish, dinner can be served in big family-style dishes to share, a testament to the Senegalese sense of togetherness.



Grilled meats on the barbecue



Generous dishes to share



The Resort to feel *Senegalese vibes*

Atmosphere & Activities

In Cap Skirring, Casamance's atmosphere can be experienced inside the walls of the Resort. Traditional music fills the air during Senegalese parties or dinner at the Beach Lounge. The sound of djembé drums encourages wrestlers who come from neighboring villages to show off their prowess.

The Resort is home to an artisanal village where exhibitions and workshops showcasing local art attract the curious. It is the perfect opportunity to bring a little piece of Casamance back home.



Diola wrestling demonstration



Traditional Music

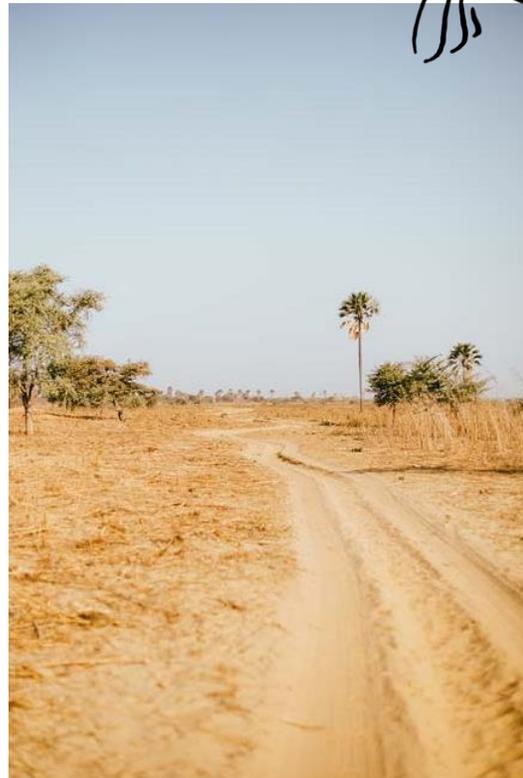


Artisanal workshops and exhibitions

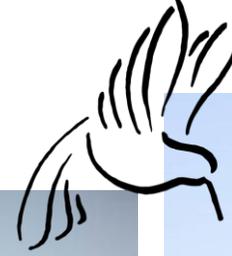
A paradise for adventurous souls

Authentic excursions

Visiting Cap Skirring is the perfect first step to discovering Casamance and all of its wonders. A particularly rich range of authentic excursions allows GMs to go on adventures into the diverse landscapes of the region and get to know its residents. Uncommon experiences and exhilarating thrills are guaranteed.



Outing in the bush



Fishing excursion in the bolongs



Encounters in the Diola's homeland

A paradise for adventurous souls

Unforgettable Encounters

The history of Cap Skirring is closely tied to that of the region. Club Med's participation in local development is the perfect opportunity to meet unforgettable people.

The Resort's tables are supplied by fresh vegetables harvested in gardens that are just steps away from the Resort. The local farmers are delighted to offer tours to the curious.

The Resort opens its doors for its Sports schools, the opportunity to meet the Casamance's children as they come to play tennis or golf. A visit to the neighboring schools, some of which being electrified thanks to the support of the Foundation, is also an occasion to meet local youth.



Visiting local schools



Discovering local farms



A premium oasis

that steal senses away

A wonderful jewel box

Nestled within 76 hectares of lush nature, Club Med Cap Skirring is an exclusive treasure for exceptional holidays.

Its new Deluxe guest rooms and Suites offer warm and comfortable spaces with views of the ocean.

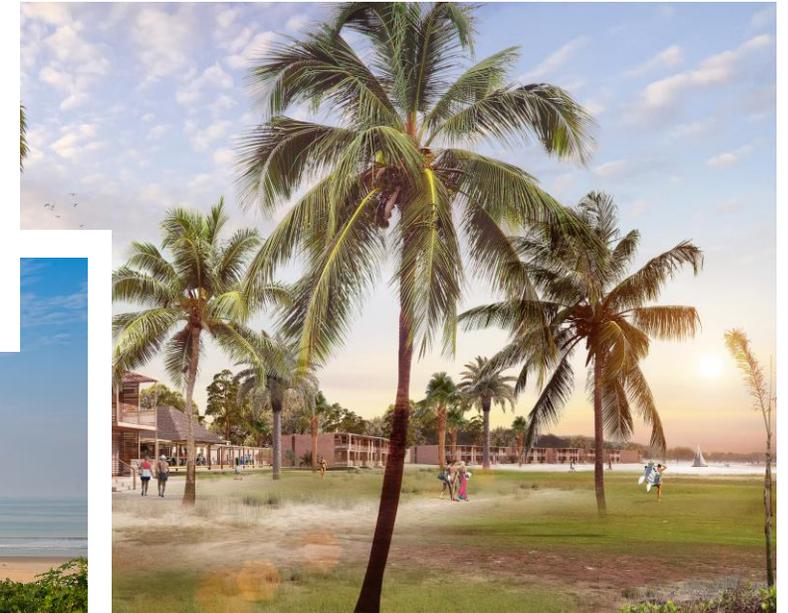
Golf lovers will be delighted by the nine hole course that overlooks the ocean. In Cap Skirring, happiness comes in many shades of green!



New guest rooms with sea view
Superior, Deluxe, and Suites



Oceanfront nine hole golf course



The buildings housing the new rooms, thoughtfully integrated into the landscape and offering an ocean view

A premium oasis

that steal senses away

Peace & quiet

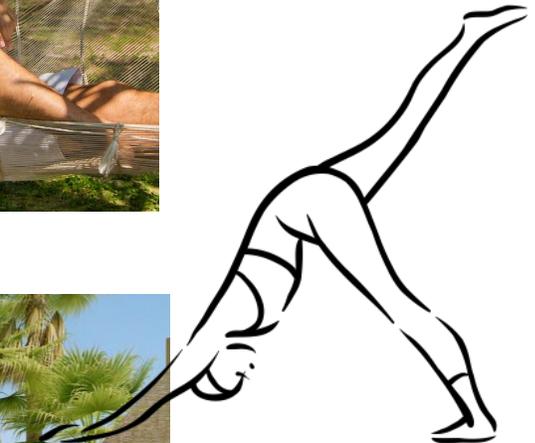
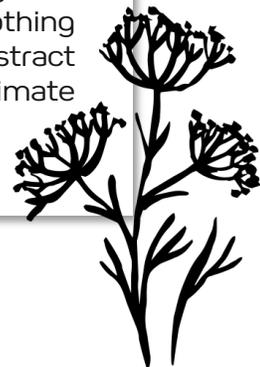
Cap Skirring is nestled inside a vast coconut grove on the shores of the Atlantic Ocean. In this protected oasis, all five senses are indulged. Imagine the sweet smell of bougainvillea in full bloom, the commanding view of the water from the rooms, the calm alongside the zen swimming pool and massages in the wellness space. Whether you are tempted by a nap under a coconut tree or a waterfront yoga session, only the songs of the birds and soothing sounds of the waves will distract you from this moment of ultimate relaxation.



Zen pool



New wellness area



Resort design

The Beach Lounge



3D picture, non contractual image

Resort design

The Beach Lounge



3D picture, non contractual image

Resort design

New superior rooms



3D picture, non contractual image

Resort design

New deluxe rooms



3D picture, non contractual image

Resort design

New suites



3D picture, non contractual image



3D picture, non contractual image



Resort design

The Zen pool



3D picture, non contractual image



Resort design

The wellness area



3D picture, non contractual image

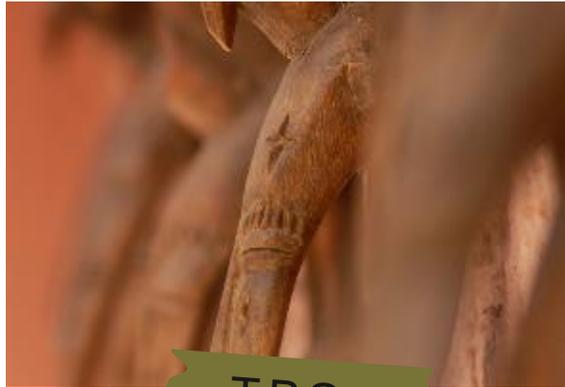
must-try Experiences

Line fishing in the bolongs



This morning, embark on a trip to discover the bolongs (excursion on demand). Beginner or advanced, experience the adrenaline of fishing the most beautiful red carp, ray or sea bream of the day. On the boat, learn patience and precision thanks to precious advices from the Casamence fishermen. The best part of the trip ? Enjoy your grilled fish on a preserved island in the heart of the mangrove.

Casamance craftmanship



TBC

Meet and support the locals



Just near the Resort, meet the Senegalese women whose products supply Club Med. They meet near a well built by the Club Med Corporate Foundation, which develops a supply network for local fresh produce. Later on, sample an assortment of seasonal carrots, turnips and green beans, grown using agroecological methods.

Golf overlooking the ocean



Lined by majestic coconut trees swaying from the Atlantic winds, the golf course of the Cap Skirring Resort is a spectacular spot with 9 holes (on demand) backing onto the beach. Practice your swing in harmony with the sea breeze. Challenge your team-mates on the putting green, and count up the points before raising a glass to your victory.

Factsheet



Accommodations

317 ROOMS

Beautifying works in existing guest rooms

- + Creation of adjoining rooms

NEW

Construction of 122 new sea view rooms

- + Superior
- + Deluxe
- + Suites

NEW



Restaurants & bars

Main Restaurant

- + Outdoor terrace
- + Focus on fresh and local products

NEW

Main Bar

Beach Bar

Golf Bar

Beach Lounge

- + Barbecue & grilled fare

- + Local specialties and generous meals to share

NEW

Beach Lounge Bar



Sports & activities

LAND

- + Tennis school
- + Golf school
- + Archery school
- + Beach volleyball
- + Bocce ball

SEA

- + Ecole de voile

DESTINATION

- + Authentic excursions
- + Fishing in the bolongs
- + Craftmanship workshops
- + Fitness outings

NEW



Wellness

- + Wellness space with massage rooms
- + Zen pool
- + Fitness school
- + Yoga
- + Cardio-training room

NEW

NEW



Cap Skirring

REOPENING
DECEMBER 2020

