



# Club Med Seychelles

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*EAF Product Marketing – Sept 2020*



**Club Med**   
amazing you

NB: the manuscript font used in this presentation is not part of Club Med brand charter ; we will replace it 2020 by the new manuscript font by gMDT

Lapped by turquoise waters & backed by lush hills,  
an eco-certified Resort nestled on a private-island  
and preserved Marine National Park,  
offering a Robinson Chic experience



1

—  
THE SEYCHELLES  
DESTINATION



2

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RESORT  
POSITIONING VS.  
COMPETITION

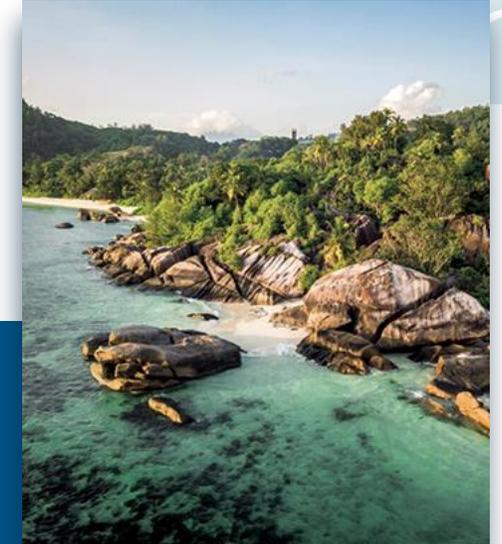
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RESORT  
POSITIONING  
VS. INTERNAL  
PORTFOLIO



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CLUB MED  
SEYCHELLES



Part One

THE SEYCHELLES  
DESTINATION

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# The Seychelles Islands *a glimpse of paradise*



Revel in the romantic beauty of the Seychelles, a fabled paradise of Islands offering ribbons of sand lapped by turquoise waters surrounded by polished rocks in various shades of granite and backed by lush hills. Discover a breathtaking and protected nature to observe countless turtles, birds and colored fish.

#seychellesisland #indianocean  
#mahe #islandlife #privateisland  
#exclusiveisland #sun #naturalpark  
#nature #turtles #birds #ocean  
#blue #goodvibes #paradise  
#wanderlust #love #luxury



# An archipelago with a rich identity



## Religion

82% Catholic  
6% Anglican  
2% Hindu



## Languages spoken

1. Creole
2. English
3. French



## Gastronomy

A mix of French, Chinese, Indian and African influences.  
All dishes are cooked with aromatic herbs and spices and accompanied by fruits, vegetables and sweet potatoes



## Culinary specialties

Porc cari  
fresh grilled fish,  
octopus curry,  
sosis rougay, Banann Ladob



# Thrilling and incredible experiences for lifetime memories



Paradise island  
Postcard beaches  
Farniente

Praslin Island  
La Digue



Wildlife & hiking  
playground

Vallée de Mai (Praslin)  
Silhouette Island  
The Morne Seychellois National Park  
Bird Island



Snorkeling & scuba diving  
paradise

Sainte Anne Marine National Park  
The island of Aldabra  
Shark Bank



Cultural  
heritage

Victoria (Mahé)  
Jardin du Roi Spice Garden



# An exceptional *natural destination*



One of the most natural destinations in the Indian Ocean which has **set the standard for eco tourism** among other island nations.

Seychelles was **the first nation** to include conservation efforts and targets in its constitution.

With almost **60%** of the country set aside **as protected land**, the Seychelles records the **highest percentage of protected land in the world**.

In order to protect the natural wonders of the Seychelles, there are regulations governing visits to specific reserves and other protected areas, which ensure that the beautiful but fragile ecosystems remain intact.

The country is home to **2 UNESCO World Heritage sites**: the Vallée de Mai and Aldabra Atoll

« **Seychelles Sustainable Development Strategy 2012-2020** » provides all actors with guidelines setting priorities to protect the environment



# Exciting year round events & festivals



## FEBRUARY

**Seychelles International Carnival of Victoria:** a colorful 3-day event celebrating the rich history and different cultures

## MARCH

**Semaine de la Francophonie:** an array of art exhibitions, literature, music, dance, fashion and food inspired by France

## JUNE

**Independence Day:** plenty of fireworks, dancing, singing and flag waving at this patriotic celebration

**Festival of Classic Music:** the most talented classical musicians from around the world to play on the beautiful beaches of Mahé

## AUGUST & SEPTEMBER

**Beau Vallon Regatta:** various sports contests, yacht races and live performances by local artists.

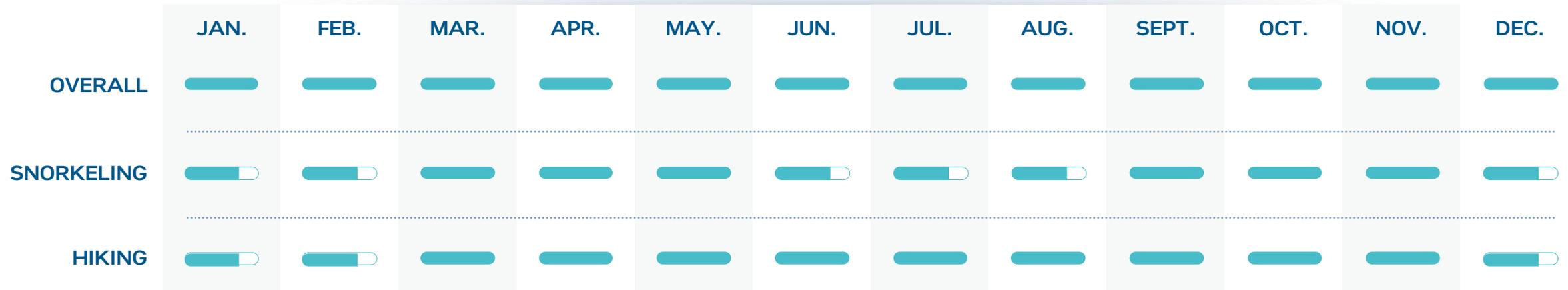
## OCTOBER

**Festival Kreol:** biggest event in the Seychelles about traditional art, culture, dance, music, food and everything else Creole culture

2020: the President of Seychelles has declared 2020 as the anniversary of the "first settlement of Seychelles", 250 years ago.



# It's always a good time to visit Seychelles



Great sources for more details on the destination



#Experience Seychelles



Part Two

RESORT  
POSITIONING  
VS. COMPETITION

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# Competition key learnings & best practices

## Finest luxury

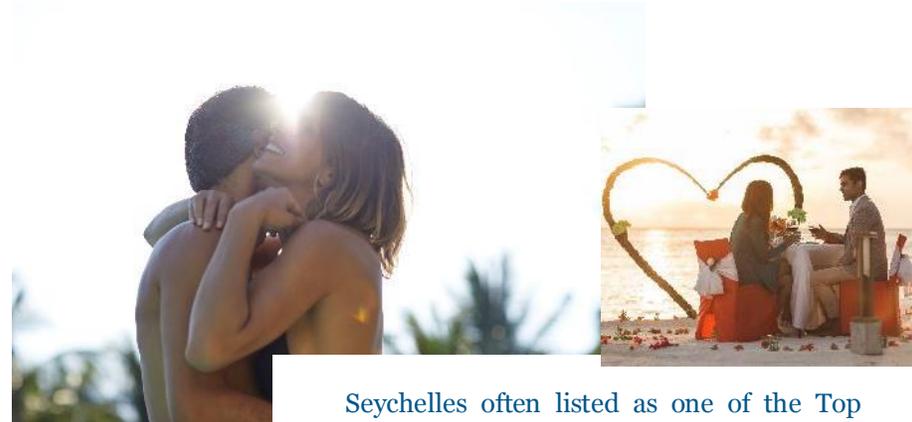


High-end competitors (mainly 4 and 5\*)  
Luxurious accommodations: suites & villas  
Personalized & high-level services  
Large & diverse restaurants offer



Private dining services, private butler, villas with infinity private pool, Japanese/Indian restaurants....

## Tailored for honeymooners



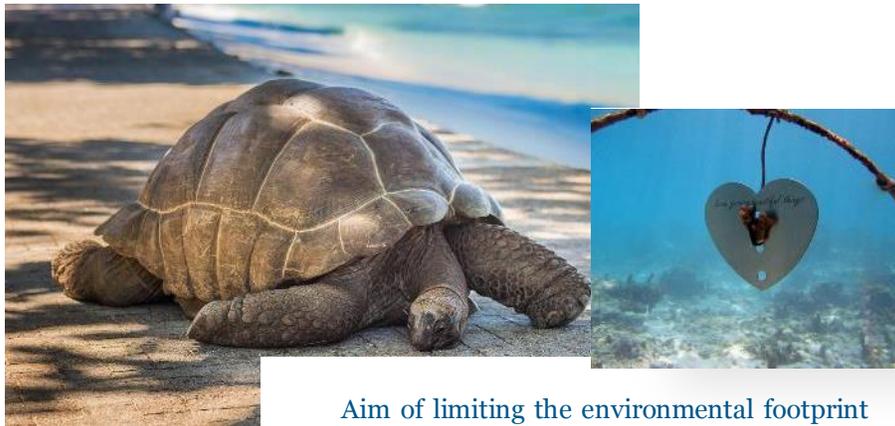
Seychelles often listed as one of the Top destinations in the world for honeymoon  
Competitors use a romantic storytelling  
A whole range of infrastructure and services thought for the intimacy of couples



Honeymoon & wedding packages, private villas, cosy & intimate furniture and spaces, private dining services, couple treatment rooms, private hot tub

# Competition key learnings & best practices

## Responsible tourism



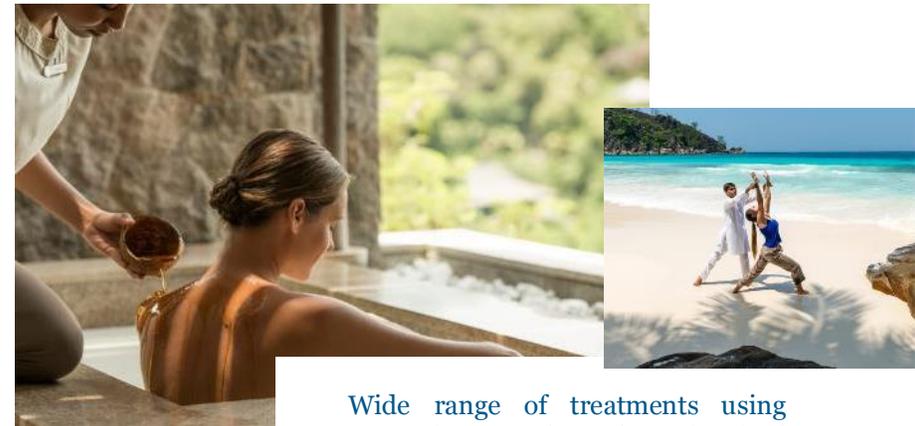
Aim of limiting the environmental footprint to preserve the wonders of the islands

Many activities to educate guests about nature conservation



Beach cleaning, turtle nesting & feeding, marine education, organic farm

## True wellness



Wide range of treatments using aromatic natural products inspired by the Islands' flora

Various activities for people caring about health & emotional balance



Majestic Spa, yoga, meditation & pilates classes on the hill, Fitness Center with personal trainers

# Club Med strengths

#bestfamilyresort

## Private Island



Unique spot:

- Wide private island of 220ha
- Located in a preserved Marine National Park
- The only resort on the island

Exceptional access: 15 minutes from Mahé by boat

Intimate and unspoiled spot

## First-class kids & family experience



The only hotel offering kids clubs for the youngest guests

Amazing Family program: a whole host of parent-child activities

Family accommodations

Family pool

## Everyone & anyone's paradise



A strong zoning and a panel of experiences to address and please both families and couples.

Couples can stay in a swim up suite, relax in our zen zone, take part in the Yoga School and at our top-of-the-edge Spa.

Families make the most of the first-class kids & family experience

# Club Med strengths

## #bestfamilyresort

### Best playground for active guests

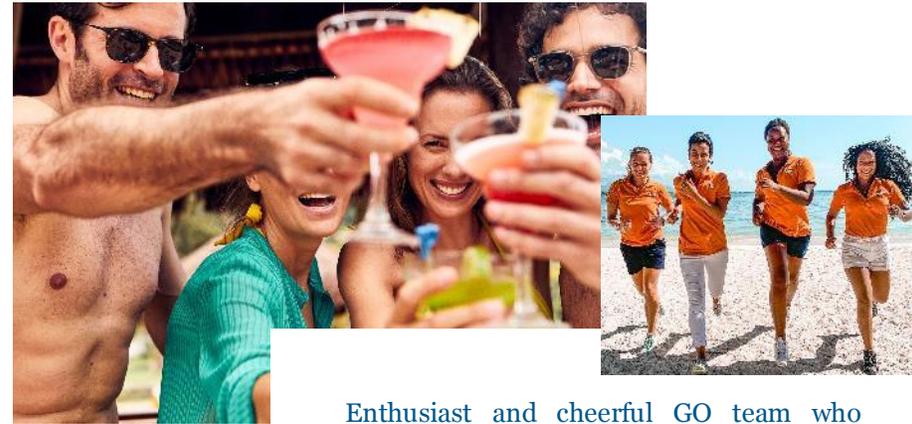


The wider range of sports & activities on the ground, on the sea or even underwater

Courses tailored to all levels that allow our GMs to experience new sensations or perfect their skills in the best conditions.

Most of the activities and classes are included in the stay, making Club Med one of the best PQR resorts

### Unique Club Med spirit



Enthusiast and cheerful GO team who transmit its strong values: availability, imagination and kindness

Bring back more than memories as our resort is the ultimate convivial place made for sharing moments.

# Part Three

## RESORT POSITIONING VS. INTERNAL PORTFOLIO

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# Seychelles

Revel in the **romantic** beauty of the Seychelles, a natural **jewel** of the Indian Ocean, offering ribbons of sand lapped **by turquoise waters surrounded by polished rocks in various shades of granite** and backed by **lush hills**. Discover a breathtaking and protected nature to observe countless turtles, birds and colored fish.



#archipel #green  
#ecotourism



#nature #fauna  
#flora #granitic



# Maldives

Bask in the unrivalled **luxury** of coral atolls in a **tropical paradise** of stunning **crystal-clear waters, turquoise lagoons** and an amazing **underwater world**.

#atolls  
#overwater  
#turquoise



#marineworld



# Mauritius

Embark on a **colorful and multicultural** getaway with much more than sapphire waters and **powder-white beaches**. Discover an island for **exploring** with hiking in the forested and **mountainous interior, botanical gardens, colonial plantation houses, and fabulous culinary experiences**.

#exploring #golf  
#artofwelcoming



#multiculturalism  
#mountainous



# Positioning in Indian Ocean portfolio

## #UniqueResorts



La Pointe  
aux Canoniers

**Postcard-perfect & colorful getaway** lining 2 long white sanded beaches

Soak up the genuine **Mauritian art de vivre** in a resort mixed with Mauritian influences

**A vibrant tropical playground** for families

**Waterski & wakeboard** on a stunning crystalline lagoon with mountains framing the landscape



**Slow living** in a vast & tranquil natural setting along a remote creek

**A nature sanctuary** to indulge the senses, body and soul

**Exclusive & customized service** in a refined island atmosphere

**A seamless golf experience** in one of the world's best destinations



Kani

**Endless turquoise paradise**

**Diving perfection** in unforgettable wonders of the sea

Ride out on the **breezy open waters**

**Island adventure** in the air



**A robinson-style adventure** on a wide private island

An **eco-certified** resort to discover the seychelles' true treasures

A wildlife spot in a **preserved marine national park**

A relaxing island **wellness retreat** in sync with the ocean



# Part Four



## CLUB MED SEYCHELLES

#ClubMedExclusiveCollection



# #ClubMedSeychelles

Lapped by turquoise waters & backed by lush hills, an eco-certified Resort nestled on a private-island and preserved Marine National Park, offering a Robinson Chic experience

## An easily accessible Sainte-Anne private island



Located in a private island of 220ha, alongside a National Park



Only 3 km off the shore from the main island Mahe, and the capital Victoria



3 km from the main international airport



15 mn transfer by boat



# A strong zoning for better guest comfort



# Targeted clientele

## Millennial Families

looking for a tropical adventure like no other, in a magical archipelago



## Lazy seekers

with an idyllic island setting and white-powdery beaches, Sainte Anne is a haven for relaxation



## Couples, Honeymooners

looking for a romantic dream destination with a dash of Club Med spirit



## Conscious travelers & nature lovers

in one of the most natural holiday destination, with some of the world's most diverse flora and fauna



## Active explorers

the Seychelles' mountainous landscape offers a world of adventures away from the beach



## Divers & snorkelers

with transparent waters and amazing coral reefs, Seychelles is home to an astonishing range of marine life with turtles, manta rays, and over 300 species of fish



# Product positioning and pillars

## #ClubMedSeychelles



A Robinson-style  
adventure on a wide  
private island



An eco-certified  
Resort to discover  
the Seychelles' true  
treasures



A wildlife spot  
in a preserved  
marine national  
park



A relaxing island  
wellness retreat  
in sync with the  
ocean



# Product positioning and pillars

## *A robinson-style adventure*

*on a wide private island*



A **220 ha island** with mountainous landscape and lavishly green nature, surrounded by turquoise waters

An interior design that **brings the enticing nature indoors:**

- Every area is designed with “**Robinson Chic**” elements that come together in a relaxed luxurious modern ambiance
- An ultimate sensory experience around the **water element**

A **world of adventures** on the island : several Walking Paths and Thematic (Fitness Walking, Hiking Yoga, Walking Meditation etc.), land sports such as tennis / padel / archery

**Amazing Family concept:**

A Family base camp, Time to Splash / Play / Quest / Recharge / Care activities

**Kids Clubs from 2 y.o.**

with a Robinson garden & cooking classes



# Product positioning and pillars

*An eco-certified resort*

*to discover the Seychelles' true treasures*



**Green activities to care the land**, in partnership with Gérard Rocamora, professor of biodiversity at Mahé University of Seychelles :

- **Supervised Walking tours** on the island to get to know more about local fauna & flora, and Sainte Anne history
- **Jungle Adventure** for kids & families: adapted walking tour, and digital treasure hunt with Club Med Play app (available from Jan 2021)
- **Workshops with the Green GO:** discovery of turtles and local biodiversity (adapted to kids, adults, families)
- **Conservation program:** construction of a natural tortoise pen for land turtles, and endangered birds species



*Read more about our Sustainability initiatives & certifications in progress in “Seychelles Happy to Care” document*



# Product positioning and pillars

*A wildlife spot*

*in a preserved marine national park*



The best of diving near the Resort: **Sainte Anne Marine National Park** is famous for its extensive flora and fauna, as well as its excellent snorkeling conditions

**Diving Center** (*TBC in the resort*) and **Snorkeling activity**

Green Family activities to **care the ocean, in partnership with WiseOceans:**

- **Guided snorkeling tours of underwater landscapes** to discover protected marine species, endangered species, and how to protect those
- **Coral reef restoration** program with a coral nursery in the resort
- **Workshops** with a biologist and the Green GO to learn about corals and tortoises (adapted to kids, adults, families)

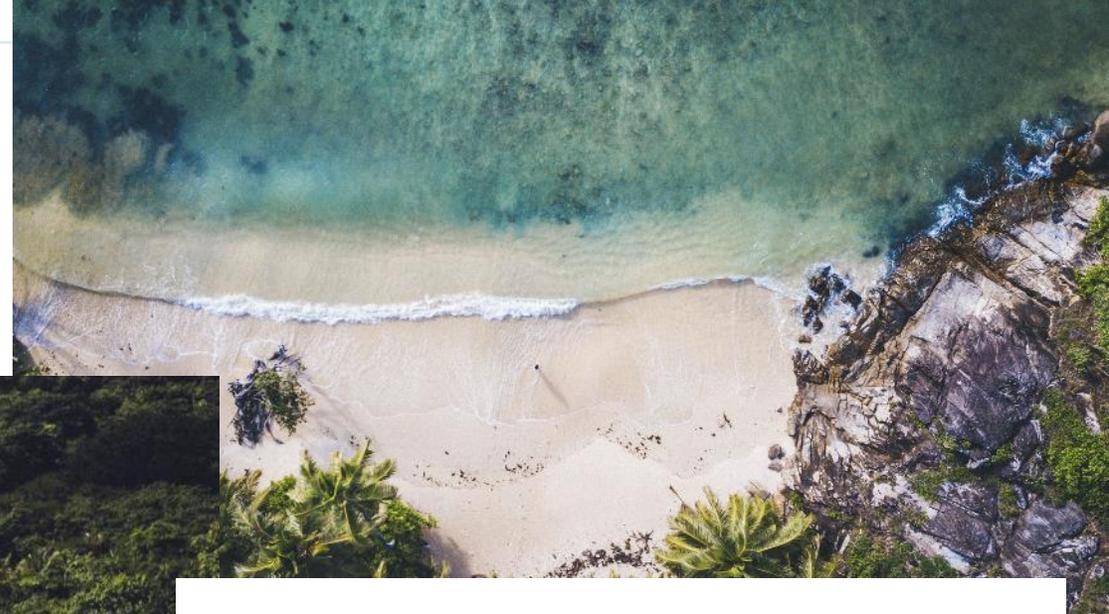
**Watersports** to explore the heavenly surroundings: Sailing, Stand up Paddle, glass bottom Kayak



# Product positioning and pillars

## *A relaxing island*

*wellness retreat in sync with the ocean*



*Spending time by the water has a calming effect on the mind and spirit*

A **zen hideway facing the sea** with a calm pool, a yoga studio, a chill library, a hammam in free access

A **Yoga School by Heberson Oliveira with the ocean as our sanctuary:** Paddle Yoga / Aquatic Yoga / Yoga to prepare diving practice / Parents & Kids Yoga/ Yoga and Meditation classes in amazing spots with ocean views

A majestic **Club Med Spa by CINQ MONDES:** an exclusive pool, exclusive treatments and practices to create a synergy between body and soul, and a journey for the senses

A **fitness eldorado:** a gym facing the sea, a cycling module, an outdoor palapa

# Snapshot of an amazing family experience



## Green activities

Treasure hunt in nature, bio conservation, coral & turtle discovery



## Amazing Family

Dedicated base camp in nature with family furniture and family activities



## Family infrastructure

Accommodations  
Pool with water games and slides



## Other activities

To play as a family: paddle, yoga, walks & hikes, tennis, padel, archery...

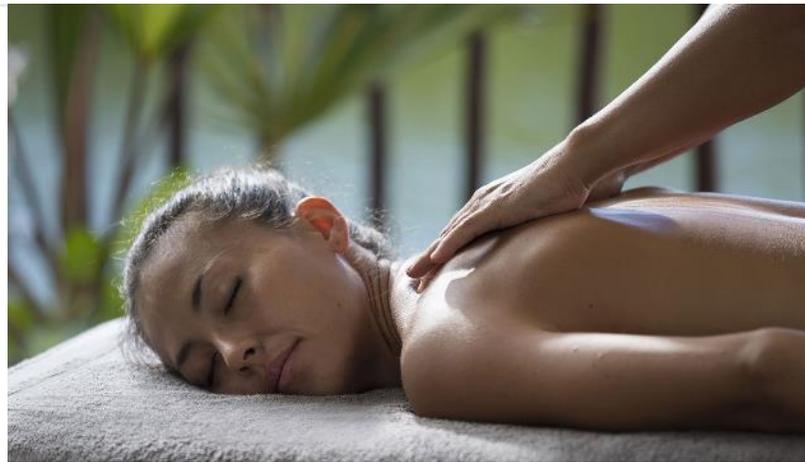


## Kids Clubs

Robinson-themed  
Gardening & Cooking classes



# Snapshot of an amazing adult experience



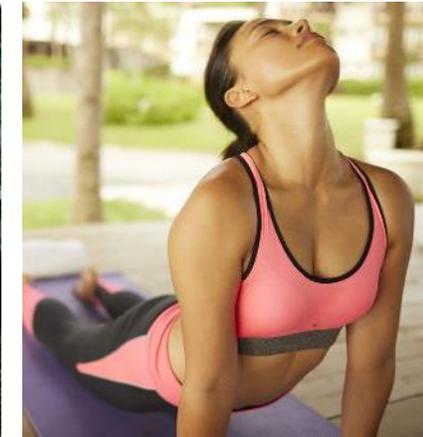
Beach Lounge

Spa, hammam



Zen pool

Romantic beach dinner



Room with private pool



Wellness activities

(yoga, meditation, walks & hikes)



Top notch fitness

Library

# Resort design Moodboard



3D picture – non contractual image

*Following a plane incident, a stranded Explorer's journey has only begun upon parachuting on Sainte Anne Island in search for a new adventure.*

*Sainte Anne's captivating nature, infinite lines of palm trees and idyllic sandy beaches lure in explorers to wander this escapade and explore throughout the island encountering all sorts of animals and scenery.*

*The Design brings this enticing nature indoors with a fun spark that tickles the guest's curiosity and wanderlust.*

*Every area is designed to narrate a remarkable theme with "Robinson Chic" elements that come together in a relaxed luxurious modern ambience, leaving the guest with a memorable smile."*

**Gauthier Guillaume,  
Interior Designer of Club Med Seychelles**

# Main Bar “Monkey Tales”

The area is divided to one area that is the vibrant and energetic with all the animation and dancing, and another toned down lounge that allows the guest to have a drink in a cozy relaxing sea/pool view lounges

With vibrant colors and furniture the crazy monkey evokes a sense of surprise that pokes the guest’s curiosity

3D picture – non contractual image



# Main Restaurant "Turtle Cove"



The Main Restaurant follows the Journey of a Turtle in three different environments; Land, Sea and the Beach

3D picture – non contractual image

As the Turtle is an inhabitant of the island itself, the guests also connect with the theme as it brings the outside-in with a fresh interactive space for the whole family



3D picture – non contractual image

Where each dining space is inspired by the surroundings of the turtle and abstracts from its significant patterns and Textures

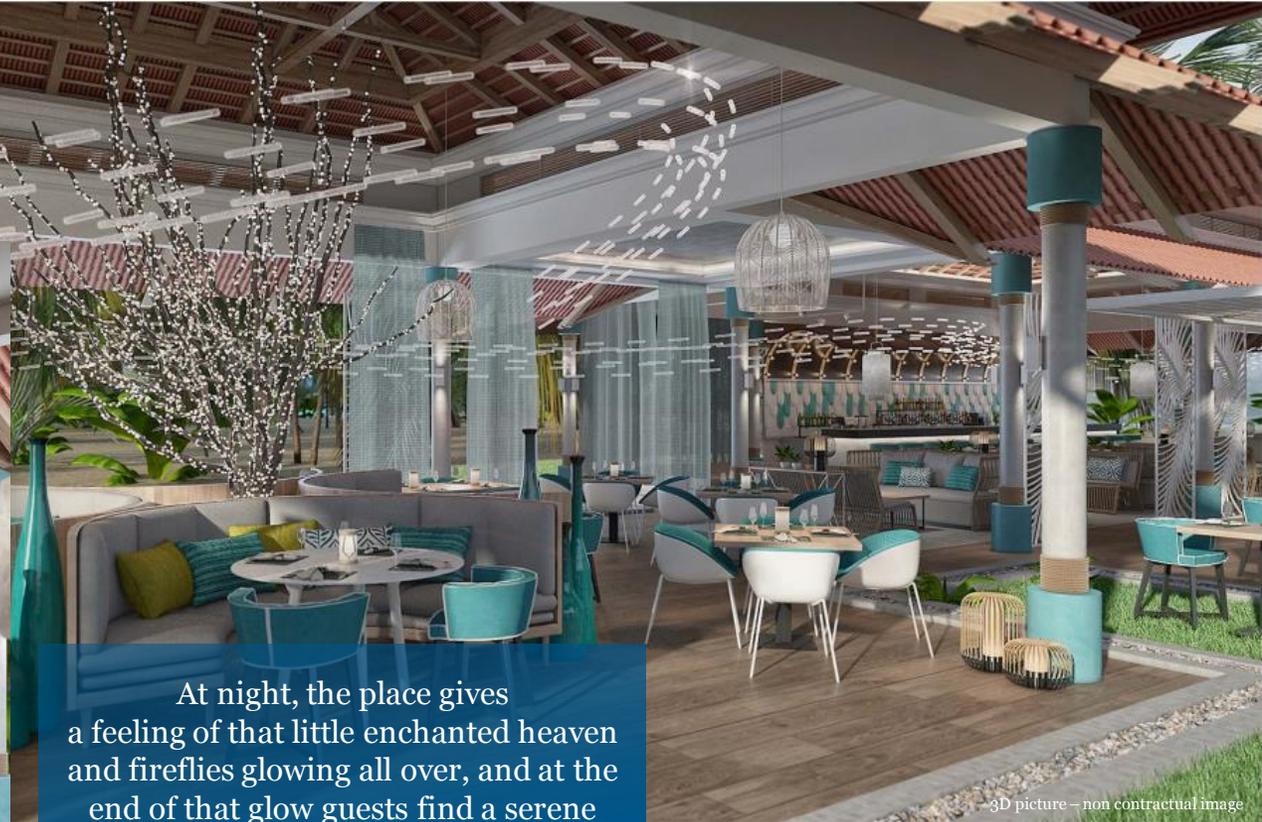
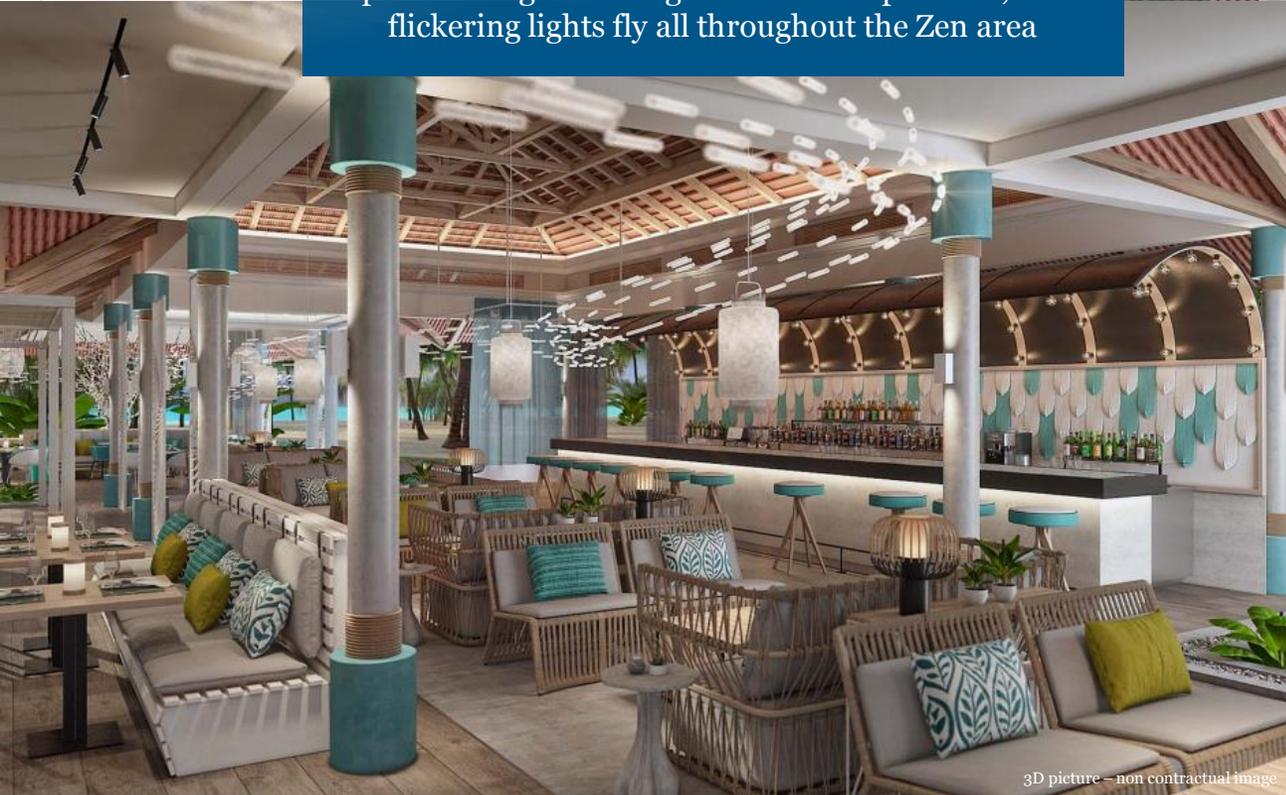


3D picture – non contractual image



# The Reef Beach Lounge & bar

A fairytale-like place lost in a quiet jungle, begins with a main feature which is the trail of the butterfly, reflected mainly in the ceiling like a flow of lit glass pieces that gives a magical heaven impression, the flickering lights fly all throughout the Zen area



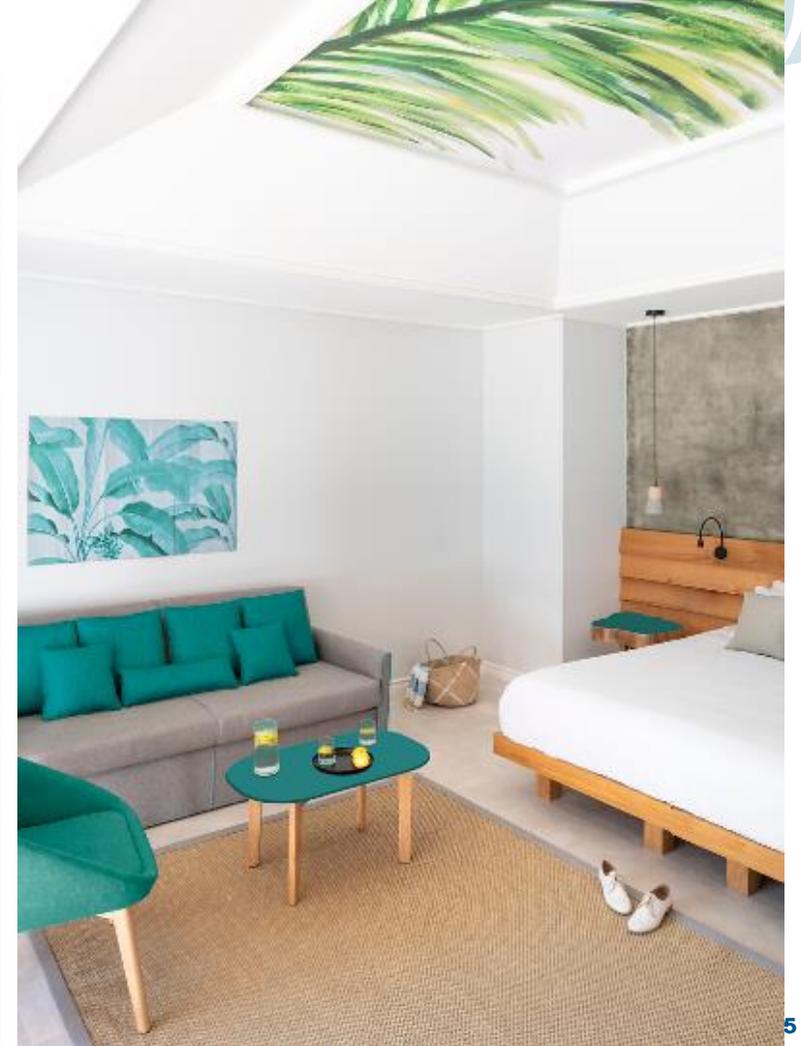
At night, the place gives a feeling of that little enchanted heaven and fireflies glowing all over, and at the end of that glow guests find a serene seating space with a masterpiece in the middle, along with some accent furniture which completes the concept with vibes of flowers, trees, .. etc.



# Superior room



# Junior Suite with private pool



# Resort center & main pool



3D picture – non contractual image



# Zen Zone



3D picture - non contractual image



# Family pool



3D picture – non contractual image



## General Information

**Access:** 30 min from Mahé International Airport (15mn drive + 15mn boat)

**Property size:** 25 ha

**Local currency:** Seychelles rupee (Rs)

## Accommodations (290 rooms)

# Factsheet



## Wellness Retreat

### Zen Zone for adults

- Zen pool
- Yoga studio
- Library
- Hammam

### Yoga School

- Wide range of Yoga classes
- Meditation classes
- Wellbeing talks
- Yoga Studio
- Outdoor spots

### Club Med Spa by CINQ MONDES\*

- 11 treatment rooms incl. 2 duo
- Outdoor relaxation space
- Beauty salon
- Hammam

### Fitness

- Wide range of classes
- Cardio training, Functional Training & Gym
- Indoor cycling
- Palapa



## Sports & Activities

**Water Sports:** snorkeling, sailing, paddleboarding, kayaking, scuba diving TBC\*

**Land Sports:** fitness, tennis, padel, archery, beach volleyball, calcetto, bocce ball, ping pong

**Nature activities supervised by the Green GO and local partners:** hiking school, biodiversity discovery & workshops, educational snorkeling, conservation program (tortoises, birds) and coral reef restoration program

### Pools

- Main pool
- Family pool
- Zen pool



## Food & Beverage

### 2 Restaurants

- Turtle Cove Main restaurant buffet with 6 main corners: Grill Fish / Meat, Asian & Indian, Italian, healthy, Children, Dessert / ice cream

### The Reef Beach Lounge

### 3 bars

- Main bar Monkey Tales
- Beach bar
- The Reef Beach Lounge bar & wine cellar



## Kids & Families

### Kids Clubs

- Petit Club Med\* (2-3 years)
- Mini Club Med (4-10 years)
- Passworld (11-17 years)

### Robinson garden & cooking for kids

### Family pool

**Amazing Family activities:** family yoga, family paddleboard, nature treasure hunt, jungle adventure, giant games etc.

## Meeting & Events

**1 meeting room of 42m<sup>2</sup>**

### Layout options:

- Theatre: 26 seats + 1 table
- Classroom: 16 seats + 8 tables
- U: 16 seats + 8 tables



# must-try Experience



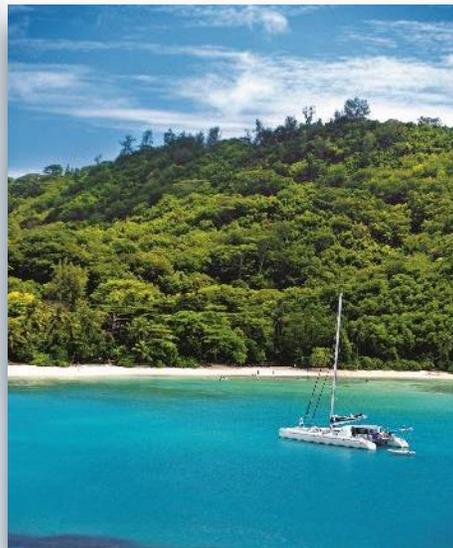
## Discovering the ecosystem

The whole family can join in a unique treasure hunt and explore the Resort's natural riches. Just follow your Green G.O and come to learn about island's iconic species, such as turtles, corals and certain varieties of trees in the jungle. You will discover and care for the wonders of the ecosystem and have fun at the same time.



## Hiking yoga in the jungle

Follow your expert well-being guide on a unique trek, pausing along the way for Vibhava yoga sessions, on your own (or almost), on this private 220-hectare island. On either side of the track are lush jungle, intoxicating flowers and a whole host of exotic birds. A view of the sea comes into sight and it's time to breathe and meditate. Chakrasana, Trikonasana!



## Islands hopping by catamaran

Sail over the turquoise waters of the archipelago aboard a catamaran and explore the loveliest islands (à la carte). Praslin, La Digue and Curieuse... each excursion reveals the astounding beauty of these little patches of paradise. The beach and the coconut trees on Anse Source d'Argent offer you the chance to take a delicious break before taking to the sea again at sunset.



## A tasty experience!

In the vegetable garden of the Petit and Mini Clubs, your children's senses will be awakened to the colours and fragrances of exotic vegetables during fun gardening sessions. They will then take part in cookery workshops to give them a taste for good things! On the menu: tasty treats that smell deliciously of vanilla and appetites satisfied by this culinary immersion in the culture of the Seychelles.



## A private dinner in paradise

As night falls, head to the far end of the Resort for a dinner on the sands. Enjoy a Creole feast, including local fish, rougail or cari, plus exotic fruits and vegetables, against a wild backdrop of luxuriant nature. Time will stand still on this idyllic beach and the gentle lapping of the waves against the granite blocks will take you back 250 years to when the first seafarers set foot on the archipelago.





Opening *December 2020*

