




Da Balaia
Portugal

Club Med *Da Balaia*

MARKETING PRODUIT EAF
- Mai 2020 -



Contents



1

Destination Portugal and the Algarve, the country's sunny south

- Portugal, an authentic and unspoiled destination
- Algarve, a region that is brimming with secrets
- Event calendar in the region and beyond

2

Club Med Da Balaia

- Targeted clientele
- Experience pillars
 - Prestigious golf courses with incredible views
 - A natural haven on the cliffs of the Atlantic
 - A family adventure at Europe's western edge
 - An invitation to discover welcoming landscapes and wild coastlines
- Must-Try Experiences

3

Factsheet

Part One

Destination Portugal and the Algarve



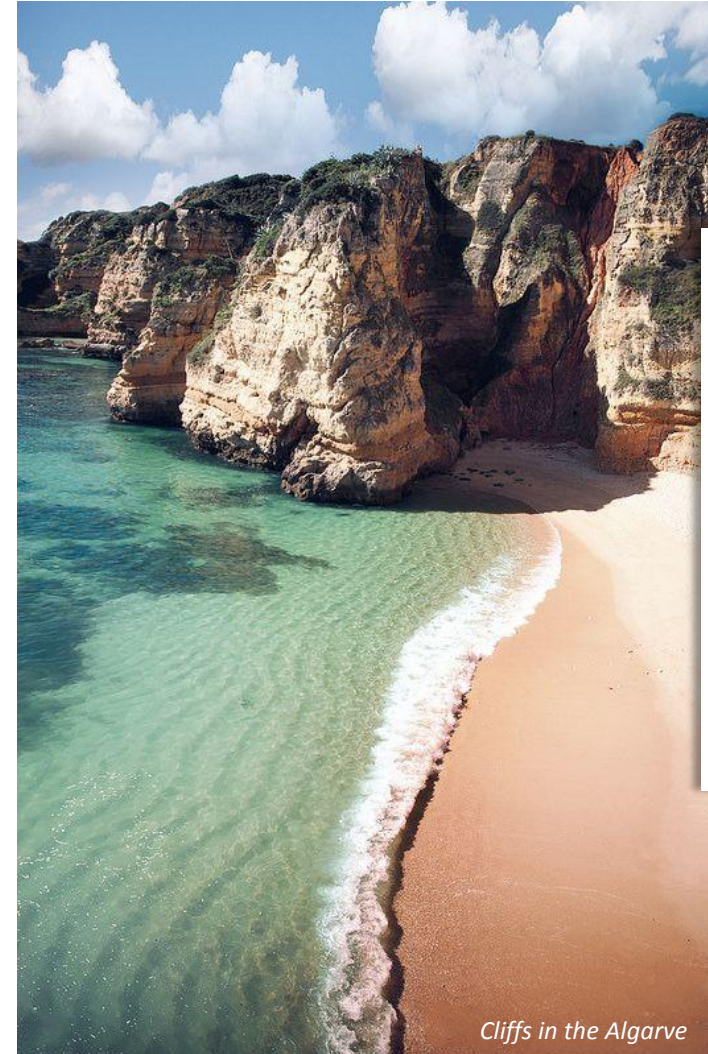
Portugal

An authentic and unspoiled destination

Portugal is a gateway to the world. The homeland of fado music and port wine boasts an unmatched **cultural heritage**. This is a country of contrasts where castles, endless beaches, world-class wines, tiny hidden villages, historic hill towns and delicious seafood make for unforgettable experiences. Tradition and modernity come together in a land of warm welcomes and fascinating local customs. Sporty types will delight in unmatched surf spots and renowned golf courses that boast a natural beauty that is second to none.



Lisbon and its traditional tramway



Cliffs in the Algarve

The Algarve is Portugal's southernmost region. It is famous for its incredible beauty and cultural riches. You'll discover stretches of sand that go on for as far as the eye can see framed by golden cliffs. The pristine ocean extends an invitation to swimmers and water sports enthusiasts. Further inland, stunning natural parks and historic villages await.



View of the city of Porto

The Algarve, a region that is *brimming with secrets*



Explore the land

Flora and fauna in the Ria Formosa Natural Park
Hiking trails in Rota Vicentina
Monchique Mountains and panoramic views
Historic villages in the Beiras



Ria Formosa Natural Park



Heritage and culture

Rococco palace and gardens of Estoi
The colorful chapel of São Lourenço dos Matos
Picturesques villages of Tavira and Silves
Traditional Fado music



Estoi Palace



Coasts and ocean

Sailing, kite-surfing, surfing
Dolphin-watching
Fishing on the high seas
Ocean grottos
Lagos, Alvor, Faro



Benagil Grotto



Local specialties

Tastings in tascas (Portuguese taverns)
Cataplana (vegetable and seafood dish)
Clam and partridge stew
Pastel de Nata (famous pastries)



Pastel de Nata

A rich calendar of *Events & Festivals*



FEBRUARY/APRIL

Carnaval de Loulé: The Algarve's most famous carnival. It features parades that skewer the social, political, economic and sports events and personalities of the year.

MARCH

Monchique Traditional Sausage Festival: tastings of local specialties and artisan presentations
Contraband Festival

JUNE/JULY

Black and White Night: multiple celebrations in the city of Carvoeiro
Med Festival: the best national and international artists meet in the streets of Loulé to present a large range of alternative music styles
Al-Buhera: a five day festival in Albufeira with stands featuring artisanal products, local specialties and high-end presentations

AUGUST

Baixa Street Fest: concerts, theater, circus and light shows every summer Friday night in the city of Faro
Ria Formosa Festival: tastings of Ria Formosa's best seafood and other regional favorites
Folkfaro: songs, dancing, and traditional folk costumes from all over the world

OCTOBER/NOVEMBER

LUZA Festival: artistic light festival in Loulé
Curl Pro: one of the world's biggest surfing competitions

Every Spring to Autumn the **International Sand Sculpture Festival** takes place on the beach in Pêra.



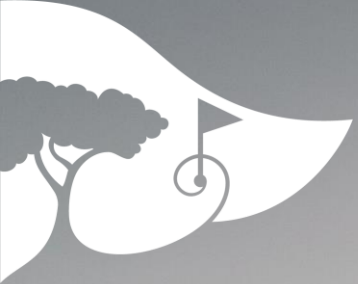
International sand sculpture festival



Part Two

Club Med
Da Balaia





Da Balaia
Portugal

Escape to the gateway of the
Atlantic and explore the ochre
cliffs of the Algarve

#ClubMedDaBalaia

Targeted clientele



FAMILIES



COUPLES

Excited about practicing their favorite sport in one of the world's top golf destinations



GOLF LOVERS



WELLNESS AND RELAXATION SEEKERS

ADVENTURE SEEKERS



A country of contrasts, Portugal holds the promise of diverse landscapes along with cultural and historical discoveries



NATURE LOVERS

Looking to discover new landscapes and love soaking in the beauty while admiring stunning panoramas

Experience Pillars

#ClubMedDaBalaia



**Prestigious golf courses
with incredible views**



**A natural haven on the
cliffs of the Atlantic**



**A family adventure at
Europe's western edge**



**An invitation to discover
welcoming landscapes
and wild coastlines**



Courses with incredible views

An ideal destination for golfers

The Algarve boasts an **ideal climate** all year round and is home to many beautiful courses. The majority are located in protected areas and have **fabulous views**. They are world-renowned and designed by prestigious course designers and players, such as Sir Henry Cotton.

No fewer than **30 courses to explore from the Resort**.

Only five minutes away by shuttle, the **Balaia Golf Club is home to our golf school**. It is the perfect place for players of all levels to enjoy **no-reservation access and a large choice of courses** for beginners and experts. **Green fee and class packages are available at extra fee**. Open to children 8 years and older.



Golf School by Club Med

- A dedicated concierge for golfers that offers a flexible and personalized experience
- Group courses with PGA professionals included
- Private coaching, packages and classes at extra fee
- Mini golf at the Resort for young and old alike to enjoy

Wellness in the Heart of Nature



**en supplément*

Escape to a Resort located **in the heart of nature and perched on cliffs** that overlook the Atlantic Ocean. Stroll through the gardens, listen to the soft lullaby of the waves, admire the horizon, and make your way down the wooden staircase to the ochre-colored sand.

For even more relaxation, enjoy the adults-only **Zen Zone** and relax next to the **natural eco-friendly pool** while soaking in the grand ocean views.

The area's **health bar** offers delicious smoothies and fresh detox juices. *(open from April on)*



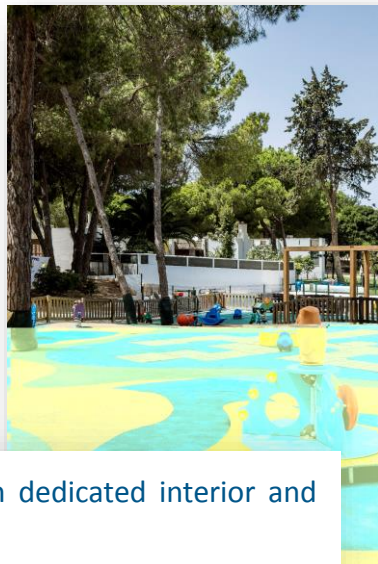
And also...

A **CINQ MONDES*** spa with exceptional treatments and beauty rituals from around the world like **Ko Bi Do**, a traditional Japanese face treatment and toning Indian Ayurvedic massage.

A fitness school with ocean-front pilates courses and exciting guided hikes that are perfect for burning calories while enjoying the surrounding nature.



A family adventure



Kids Clubs for kids 6 months to 17 years old, with dedicated interior and exterior spaces:

- A **heated pool** with a baby pool and water games
- A **kitchen garden** to teach kids about plants and spark a love for nature

Special extras for families:

- A **mini golf course** to introduce young kids to the Algarve's favorite sport
- A selection of **treatments** designed for kids ages 6 and up at the Cinq Monde spa, enjoy a special moment together
- **Sport and tennis tournaments** for a fun chance to win together as a family!
- A **photography challenge** that takes place throughout the Resort



Club Med always gives you the chance to **create family memories** with different activities just for kids:

- **Trapeze School** (ages 4 and up): fly high above the ocean and perform spectacular tricks with trapeze classes led by professionals. Also try juggling, aerial hoops, and slackline as a family.
- **Tennis School** (ages 4 and up): perfect your stroke during themed courses or free-entry hours in a lush environment under the Mediterranean pines, mimosas, and palm trees.
- **Archery School** (ages 6 and up): an open-air activity led by G.O.s that will teach you how to safely shoot an arrow and hit your target



An invitation to discover



The **Vasco Gourmet Lounge**, features a lounge bar and wine cellar and will surprise you all day long with delightful offerings:

- **Late breakfast** with table service
- **Lunch** with a selection of meats, fish and vegetables baked Portuguese-style
- **Snacks** with Portuguese tapas
- **Dinner** where you can discover local specialties with table service



Looking for new discoveries?

A natural destination

- Escape to the Ria Formosa Natural Reserve
- Discover the Algarve's famous marine caves
- Go on safari in the hinterlands in a 4x4* or discover the high seas in a sailboat
- Journey to Europe's southwestern-most point at Cabo de São Vicente

... overflowing with culture

- Visit the medieval quarter of Faro
- Explore the Algarve coast and its charming villages (Olhao, Tavira...)
- Stroll around Loulé and its local market

Extend your stay by choosing from our three **Escapades by Club Med*** packages (4 days, 3 nights):

- Visit **Lisbon**
- Discover southern Spain and **Seville**
- Explore **Madrid**

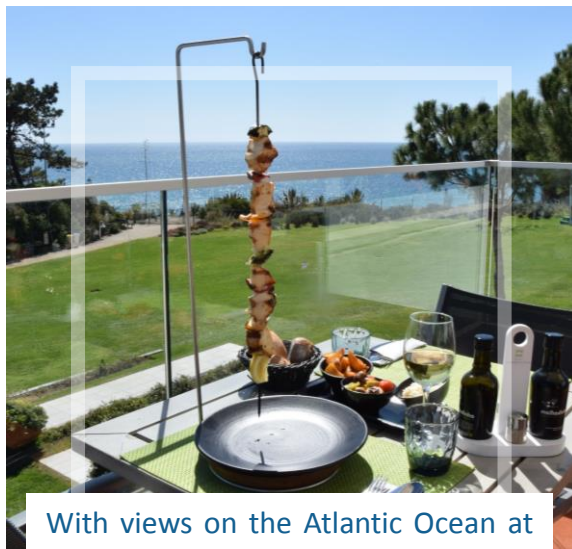
must-try Experiences

Eco-Friendly Zen Pool



Stroll around the former golf green, between the stone pines, and arrive at the natural pool. Away from prying eyes, lie down on the warm, sun kissed stones. Take a dip in the plant-filtered emerald green water and enjoy detox juices from the bar nearby. Listen to the gentle swell of the waves down below. Look up towards the horizon and admire the endless ocean.

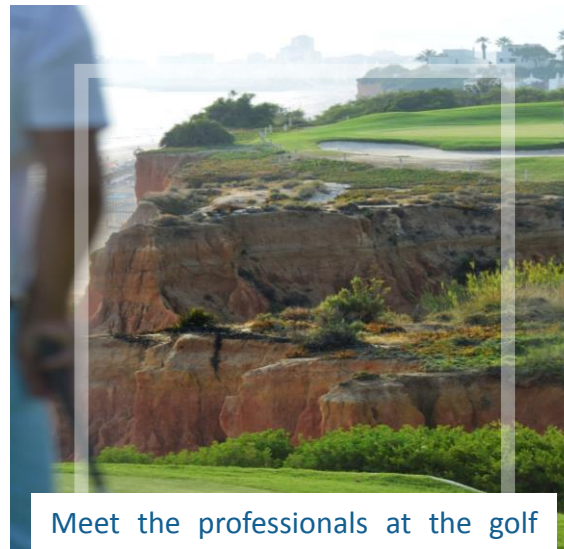
Espetada at the Gourmet Lounge



With views on the Atlantic Ocean at the Vasco Gourmet Lounge, satisfied taste buds rhyme with the pleasure of sharing. For lunch, enjoy table-service and discover espetadas, the traditional manteiga fishes or grilled meat skewers. Upgrade your meal with a full-bodied wine⁽¹⁾ from the Douro Valley, recommended by our sommelier.

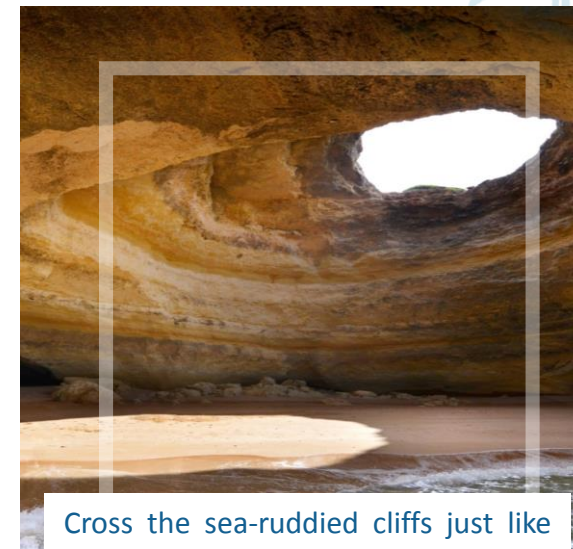
⁽¹⁾ On demand. Excessive drinking is dangerous for the health.

Custom Golf



Meet the professionals at the golf conciergerie, and take a swing at the Balaia Golf Village fairway. You will be coached depending on your level and preferences. Tee off on the Pine Cliffs 9-hole course (on demand) overlooking the Ocean. Try a birdie from the other side of a canyon, and update your scorecard. How far will you be from the infamous “devil’s Parlour”?

Adventure over red rocks



Cross the sea-ruddled cliffs just like the Portuguese sailors did or discover them as the explorers. Enjoy an excursion (on demand) admiring the red rocks, typical of the Algarve region. Let yourself be charmed by the craggy coastline, battered by waves and winds. Feel the happiness by discovering the mineral entrance to a hidden cave or pristine beach.

General Information

Access: 40 minutes from Faro Airport and 2h30 from Lisbon Airport.

Areas: 15 hectares

Local currency: the euro (€)

Lodging (389 guest rooms)

Factsheet



Wellness

Zen Zone for Adults

- Quiet eco-friendly pool

Club Med Spa by CINQ MONDE*

- 8 treatment rooms including 1 double
- Relaxation room with view
- Hammam

**en supplément*



Sports & Activities

Sports: golf school, trapeze school, tennis school, hiking, mini-football, volleyball, bocce ball, table tennis, mini-golf, archery school

Fitness

- Vast course offering
- Weight-lifting and cardio-training

Pools

- Main freshwater pool
- Quiet eco-friendly pool
- Kids' pool



Dining

2 Restaurants

- Le Balaia, main restaurant
- Vasco Gourmet Lounge

5 bars

- Amalia Bar, Gourmet Lounge
- Falesia, main bar
- Quiet pool bar
- Vasco Gourmet Wine Cellar, wine bar
- O'teatro bar, night club bar



Kids & Families

Kids Club for ages 6 months to 17 years

Numerous activities for kids (trapeze, golf, tennis, mini-golf)

Amazing Family Program

Meetings & Events

6 meeting rooms (180 persons maximum)

A special dramatic oceanfront setting for your seminars

Activities to recharge and challenge your teams while surrounded by breathtaking landscapes