In 2016, Club Med generated revenue of €1,469 million and ended the year with a profit. Net income before tax and non-recurring items totalled €30 million, versus €6 million in 2015, and EBITDA rose a strong 15% year-on-year to €109 million.

Cette stratégie est portée par un niveau d’investissements élevé, de 83 M€, comparable à celui de l’année précédente mais de 20 M€ supérieurs à ce qu’il était avant le succès de l’OPA de Fosun.

This performance was buoyed by a high level of investment, which at €83 million was on a par with the previous year but €20 million more than the amount committed before Fosun’s successful tender offer. These direct investments were channelled to developing new resorts, maintaining existing resorts, deploying digital solutions and enhancing information systems. In addition, Club Med’s property partners have invested some €340 million to date for the 2016-2017 period.

These results reflect the success of the strategy to move Club Med upmarket and expand internationally, in line with the expectations of families and working couples looking for upscale resorts around the world.

■ 79% of customers stay in 4 & 5 Trident resorts, which now account for 77% of the Club Med portfolio. This represents a 22-point increase from 2010.

■ The number of customers worldwide rose by 1.2% year-on-year to 1.26 million, or 4.8% excluding North Africa, Turkey and Egypt.

■ 68% of customers are non-French, an increase of 10 points in 10 years.

In 2017, Club Med will accelerate its strategy of growth and international expansion.

«GO FOR CH@NGE» TO ACCELERATE CLUB MED’S TRANSFORMATION

For Club Med, 2017 will be a year of accelerated change driven by the «GO for Ch@nge» programme, which is designed to transform the company by increasing sales, stepping up the pace of global development and new Club Med openings, enhancing the customer experience, developing an entrepreneurial spirit among GOs and GEs and moving faster into digital solutions.

STEPPING UP THE PACE OF GLOBAL DEVELOPMENT AND NEW RESORT OPENINGS

In the next three years (2017-2019), Club Med will open 15 new resorts worldwide and upgrade 9 existing resorts. Mountain locations will play an active role, with the opening of one new Club Med in the Alps each year.


The year will also be shaped by the re-opening of the renovated Opio en Provence resort, which will become Club Med’s new flagship on the French Riviera, with a re-worked menu and the introduction of CREACTIVE by Cirque du Soleil, a feature unveiled at the Punta Cana resort in the Dominican Republic in the summer of 2015.
ABOUT CLUB MED

Club Med, founded in 1950 by Gérard Blitz, invented the all-inclusive holiday club concept, adding in activities especially for children with the creation of the Mini Club in 1967.

Led by its pioneering spirit, Club Med seeks out exceptional destinations and sites.

Today, Club Med is the world’s leading provider of upscale, all-inclusive holiday packages with a French touch for families and working couples.

Club Med operates nearly 70 resorts, of which 80% are rated 4 & 5 Tridents.

Present in 26 countries around the world, the Group employs more than 23,000 Gentils Organisateurs (GOs) and Gentils Employés (GEs), representing 110 nationalities.

MOVING FASTER INTO DIGITAL SOLUTIONS

Club Med is deploying its digital strategy to optimize and facilitate the customer experience before, during and after a stay. This strategy includes combining the global Marketing, Digital and Technologies teams into a single department, implementing the «agile method» and monitoring new market trends.

Several initiatives have already met with success, including the use of responsive design for the 33 Club Med websites in 14 languages to make them more compatible with mobile devices, the trailblazing rollout of virtual reality technology, the launch of the Easy Arrival app, the ability to pay by WeChat in China, and the introduction of e-GOs in resorts.

ENCOURAGING PERSPECTIVES FOR WINTER 2017

This acceleration has already had a positive impact on the Winter 2017 season currently under way. Club Med has seen its bookings rise in all key geographies – by 16 % in Asia, 8% in the Americas and 4% in Europe and Africa – from an already solid level in Winter 2016.

Bookings in France are also encouraging, showing an increase of 3.4% and a 22% gain in new customers. At this pace, Club Med will be able to achieve the objective set in its Destination 2021 plan of close to €1 billion in revenue in Europe’s French-speaking markets by 2021.

“2016 was a successful year for Club Med, which reaped the rewards of its ambitious strategy to move upmarket and expand in international markets.”

said Henri Giscard d’Estaing,
President of Club Med.

“Backed by this success, we will accelerate further in 2017 thanks to our Go for Ch@nGE company programme, which is designed to drive our transformation. In particular, we will focus on stepping up our progress in digital solutions, product innovation and global development with the opening of new Club Meds in China, France and Japan.”