



Cefalù : 1st Club Exclusive Collection resort on the Mediterranean Sea

In the presence of more than 300 guests from 28 countries

- partners & investors,
- media,
- and Sicilian elected representatives

Gianfranco Micciché, President of the regional Assembly, Gaetano Armao, Vice President of Sicilian region; His Grace Giuseppe Marciante, Bishop of Cefalù; Rosario Lapunzina, Mayor of Cefalù and Henri Giscard d'Estaing, President of Club Med inaugurated the 1st Club Med Exclusive Collection resort on the Mediterranean, Club Med Cefalù (Sicily).

The rebirth of Cefalù, a mythical resort for Club Med



The resort of Cefalù, Club Med's new flagship in Italy and the first Club Med Exclusive Collection resort on the Mediterranean Sea, will welcome its first Italian and international guests on Sunday 10 June.

For the investor, Lagune Pasithea, a French real estate fund that already owns some Club Med resorts in the French Alps, this resort represents a total investment of almost 90 million euros.

This resort opening creates some 400 direct jobs, and just as many indirect ones. The activities outsourced to, and carried out by, local service providers - and the money spent by guests and employees outside the resort - should generate local economic

benefits for the city of Cefalù and for Sicily as a whole, estimated at between 2 and 2.5 millions euros per year.

Club Med Cefalù will also contribute to the international appeal of the city of Cefalù and of Sicily thanks to the 33 Club Med websites in 14 different languages.

Cefalù: the 1st Club Med Exclusive Collection resort on the Mediterranean Sea

This former village of holiday huts, which opened in 1957, is now back to life, completely transformed. Located on an exceptional site on Sicily's northern coast, it offers a breath-taking view across the bay and over the historic and authentic town of Cefalù, just a few minutes' walk from the resort.

Opened 10 months a year (from March to early January), its accessibility - 1h30 from Palermo airport - makes it ideal for an international clientele.



It is particularly suitable for active couples, groups of friends, and families with children over 8 years of age.

It offers a wide range of land and water sports activities, including stand-up paddle and electric surfboard available for the first time at Club Med.

Among its wellness offerings, guests can enjoy the Carita Spa, fitness lessons or Sicily's first biological swimming pool, situated in the resort's Zen zone.

To explore the culinary delights of Sicily and Italy, guests can choose from three restaurants offering different atmospheres and a refined cuisine that showcases the Sicilian *art de vivre*. The menu at the Palazzo Gourmet Lounge restaurant has been created by Michelin-starred chef Andrea Berton. Andrea Berton is one of Milan's most distinguished chefs, and a model for many chefs in Italy. His childhood spent in the region of Friuli and his apprenticeship under the orders of French Chef Alain Ducasse have strongly influenced his cuisine, working local products with a touch of modernity.

The design of the resort, by Sophie Jacqmin, combines a baroque, mineral spirit with an innovative modern architecture conceived by the Italian architecture firm King Rosselli. The site also integrates historic buildings that have been preserved: the Chapel, the Genoese towers and the Palazzo.

With this new resort - the 1st one of the Exclusive Collection range on the Mediterranean Sea - Club Med reinforces its unique positioning as the world leader provider of upsacle, all-inclusive holidays.

Exclusive Collection: the most premium offering

On this occasion, Club Med presented its Exclusive Collection range, which now includes its most premium products: 5T/Exclusive Collection resorts and 5T/Exclusive Collection Spaces in 4T resorts, and the Villas & Chalets.

Exclusive Collection products are defined by:

- Unique sites;
- An architecture inspired by the local culture;
- High-quality personalized services such as breakfast in the room, glass of champagne offered from 6 pm, and a 24/7 concierge service;
- and all-inclusive Club Med offer.

Club Med has also announced the opening projects of its future Exclusive Collection resorts & spaces :

- In the French Alps: Le Belvédère, the Exclusive Collection Space at Les Arcs Panorama mountain resort, due to open in December 2018, and the Chalets at Grand Massif Samoëns-Morillon in 2020;
- In the Americas: Miches Playa Esmeralda, the first Club Med Exclusive Collection resort in the North America zone (and the 2nd resort in the Dominican Republic), due to open in 2019;
- In Africa: on Sainte Anne island in the Seychelles, in the heart of the Sainte Anne Marine National Park;
- In Asia: the Exclusive Collection Space at the future resort of Lombok (Indonesia).

“On this occasion, Henri Giscard d’Estaing, President of Club Med, declared :

Standing alongside Sicilian elected representatives and our partners in Italy and around the world, I am particularly happy to celebrate today the rebirth of this mythical resort, Club Med Cefalù, the first Exclusive Collection resort on the Mediterranean Sea.

With nearly 90 million euros invested – generating more than 400 direct jobs and as many indirect jobs – Club Med Cefalù is a major project for Cefalù and for Sicily. It will have a positive impact for the different economic players directly or indirectly linked to the resort. It demonstrates our attachment to Italy, the strong ties that unite us to Sicily. Club Med Cefalù will reinforce the attractiveness of this destination.

With the support of our shareholder Fosun, Club Med confirms its position as world leader in upscale all-inclusive holidays, and especially thanks to the new Club Med Exclusive Collection.

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