

## Club Med and Savoie Mont Blanc Tourisme officially launched the 2018 summer mountain season

*In the presence of some 150 guests from 8 different countries, including partners, travel agents, journalists, elected officials and personalities from Savoie and Haute-Savoie, the Co-Presidents of Savoie Mont-Blanc Tourisme – Vincent Rolland, MP for Savoie, and Nicolas Rubin, Mayor of Châtel – joined Club Med President Henri Giscard d'Estaing on Saturday 30 June for the official launch of the 2018 summer mountain season at Club Med Grand Massif Samoëns Morillon, Club Med's latest flagship resort in the Alps.*



*Henri Giscard d'Estaing, President of Club Med, joins the team along with Savoie Mont-Blanc Tourisme Co-Presidents Vincent Rolland, Parliamentary Deputy for Savoie, and Nicolas Rubin, Mayor of Châtel.*

### On this occasion, Henri Giscard d'Estaing, President of Club Med, declared:

*Standing alongside the elected representatives of Savoie and Haute-Savoie, the producers of Savoie Mont-Blanc local food and goods, and the co-presidents of Savoie Mont-Blanc Tourisme, I am particularly happy to celebrate the launch of the 2018 summer mountain season.*

*Today, I have a dream for the Alps: to become an exotic summer destination for those who live under the hot sun or the clammy heat of tropical summers; to become a destination of 1<sup>st</sup> choice for French and international guests. It is a great destination, an experience to share with family, with friends, or as a couple, and one that deserves to be better known.*

*The fight we have been waging for several years already, to make the mountains more attractive to guests in the summer, needs to be stepped up. For this reason, we are seeking to act in cooperation with all stakeholders in the Alps.*

## The mountains in summer: a natural and sporting alternative to seaside destinations

After inaugurating the resort of Grand Massif Samoëns Morillon last December, Club Med has now officially launched the summer season for its mountain resorts, in partnership with Savoie Mont-Blanc Tourisme.

This summer, nearly one third of French holiday-makers are thinking of going to the mountains. And that proportion keeps on growing. It is a destination that also attracts Millennials, with 34% of under-35s planning a trip to the mountains this summer.\*

What more and more customers are looking for in the mountains is breath-taking natural landscapes, peace and quiet, exceptional air quality, a chance to reconnect with nature, to refocus on themselves and their loved ones, a multitude of sporting and wellness activities, and the opportunity to discover the local gastronomy. French customers are also drawn to this destination for its affordable prices.\*

Club Med has reached the same conclusions, and wants to make summer holidays in the mountains a real alternative, or at least a complement, to seaside holidays.

## Club Med's goals and challenges in the Alps: a joint endeavour alongside local stakeholders



Club Med wants, above all, to highlight this destination in order to welcome even more French and international guests.

As part of Club Med's strategy to open a resort every year in the Alps, all new resorts will now be bi-seasonal, including Les Arcs Panorama, which opens in December 2018; and the new Club Med at Alpe d'Huez, due to open in December 2019. This means that next summer - when Les Arcs Panorama starts its first summer season - guests capacity will increase by 21%.

To give its guests an enriched holiday experience, Club Med offers themed hikes with mountain guides, cultural walks for children, electrically-assisted mountain biking and – for the first time at Club Med – wakeboarding on a watersports base near the resort of Grand Massif Samoëns Morillon. But mountain holidays are not just about sport: customers are also looking to discover new sensations. Club Med has therefore developed the culinary offer at its mountain resorts, with a variety of tempting cuisine. The resorts also offer relaxation activities: fitness, spa and swimming pools with the Alps in the background.

\* According to the study "Les Français et les vacances à la montagne en été » conducted by OpinionWay market research.

Finally, to make life easier for its guests before and during their stay, Club Med continues to invest in virtual reality – to help them discover the product before their stay and decide which holiday to choose – and in digital innovations and services at the resorts: such as digital bracelets – to make it easier for them to open their room door or pay for purchases at the boutique or Spa – and the mobile application, which they can use to view the resort's entire programme and the activities on offer.

With the launch of the summer mountain season and its multiple initiatives to make the mountains a major summer destination, Club Med once again demonstrates its commitment to the mountains as a holiday option and its desire to boost their attractiveness in France and abroad, with the cooperation of all the local stakeholders in the Alps.

## Signature n°76 : Reach the summits of summer

The Club Med summer mountain offering is available in 6 resorts:

- Grand Massif Samoëns Morillon, a premium 4T resort;
- Valmorel, a premium 4T resort with a 5T Exclusive Collection Space;
- Les Chalets de Valmorel, part of the Exclusive Collection range;
- Peisey-Vallandry, a premium 4T resort;
- Serre Chevalier, a 3T resort;
- Pragelato Vialattea (Italy), a premium 4T resort.

These various Club Med mountain resorts offer a chance to experience new sensations thanks to a wide range of sports, excursions and activities: themed hikes with mountain guides, cultural walks for children, electrically-assisted mountain biking, wakeboarding, rafting and canyoning.

During their stay, guests can also opt for a relaxing time out with the Carita and Payot spas, available at the resorts.

Finally, throughout the day, Club Med has put together a culinary offer at its mountain resorts, with a variety of tempting cuisine! An opportunity for guests to explore another unique and locally rooted type of gastronomy.



Club Med's Grand Massif Samoëns Morillon resort