



## “Club Med believes in Summer Mountain”

In the presence of:

- Michel Giraudy, Mayor of Bourg Saint Maurice;
- Martine Berthet, Senator for Savoy;
- Vincent Rolland, MP for the 2nd Savoy constituency and Co-President of Savoie Mont Blanc Tourisme;
- Chantal Carlioz, President of Isère Tourisme and Vice-President of the Isère County Council;
- Eric Brèche, President of the National Trade Union Ski Instructor;  
and representatives from the French and Italian Alps,

Henri Giscard d’Estaing, President of Club Med, officially launched the 2019 Summer Mountain Season at Club Med Les Arcs Panorama, Club Med’s new flagship Mountain resort in the French Alps, opened in December 2018.



Over 200 guests, including journalists, influencers and travel agents, from 13 countries (Belgium, Switzerland, Germany, UK, Italy, Spain, Israel, Russia, South Africa, Sweden, Canada, China and France) and from the Alps, attended the official start of the 2019 Summer Mountain Season on Saturday 29 June.

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

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*Club Med believes in Summer Mountain for families. With all Mountain's stakeholders, we want to make this destination, a real alternative to the holidays by the sea and a new exoticism. Summer holidays in the mountains have to be desired holidays : we must improve the customer experience and innovate on the offer, communicate on the excellence of the price-quality ratio and amplify our Happy digital strategy to simplify the life of our guests. The fight we have been waging for several years already, to build on the attractiveness of Summer Mountain holidays for French and international guests, must be fought in cooperation with all stakeholders in the Alps.*

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### Making the Alps a preferred summer holiday destination



Following the 1<sup>st</sup> launch of the Summer Mountain season at Club Med Grand Massif Samoëns Morillon in 2018, Club Med has again committed to making the Alps a successful summer holiday and exotic destination that offers a fresh and exotic new authentic way of spending time together as a family, a couple or among friends.

Last summer, Club Med welcomed over 34 000 clients to its Alpine resorts, 23% of whom were international clients from Belgium, Switzerland, Israel and the UK.

This summer Club Med is inviting its guests to discover one of its 5 summer mountain resorts: Les Arcs Panorama, Grand Massif Samoëns Morillon, Valmorel, Serre Chevalier or Pragelato Vialattea.

Building on the attractiveness of Summer Mountain holidays for French and international guests and to improve on last summer's performance (over 36 000 clients are expected this summer), Club Med has enriched the client experience and continues to innovate in the holidays it provides - particularly for families.

This summer Club Med is offering family walks, allowing parents and children to discover the mountain environment with a mountain guide.

Families can also go on hikes accompanied by the Mhikes app which generates hiking itineraries adapted to each one (see box below).

Lovers of the great outdoors and thrill seekers will be able to use the electric mountain bikes available at all the resorts open this summer (see box below).



### MHIKES THE APP

Available in every resort, Mhikes App gives hikers personalized hiking itineraries tailored to their level of experience. They can head out on a couple, family or group hike to discover the magic of the Alps in summer whenever the fancy strikes them.

Hiking trails are designed by experienced mountain guides who know perfectly the area surrounding the resorts. Once an itinerary has been downloaded, the app can be used offline, and interactive content pops up when hikers approach interesting sights.

### ELECTRIC MOUNTAIN BIKING

Club Med's electric mountain biking is so much fun; holiday-goers forget that they're actually working out. Family electric bike outings are less physical and give more time to discover the mountain. Follow the bike instructor and enjoy the nearby forests, lakes, and farms (2.5 hours, morning or afternoon).

Environmentally friendly and comfortable electric bikes are available in all Club Med resorts.

Holidaying in the mountains means taking a real step back from the day-to-day routine and reconnecting with the real you. If wellness is your main aim, Club Med also offers relaxation activities at all its resorts, including yoga and fitness classes, and facial and body treatments at its spas.

*Amazing Weeks by Club Med* are a time to discover new passions. These thematic weeks gives clients the chance to improve skills and start new skills (Electric mountain biking, photography, trail running) under the guidance of experts and champions - giving them far more than your usual memories to bring home.

[See the press kit](#)



## Club Med's long-term commitment to promoting the Alps in summer

Continuing its promotion of summer mountain holidays in the years to come, Club Med has announced that it will be increasing premium accommodation capacity both in summer and in winter.

Club Med is continuing to invest in the Alps by extending and upgrading Alpe d'Huez resort as of December 2019 (open in summer from 2020) and by opening La Rosière resort in December 2020. All new mountain resorts will now be opened in both winter and summer to give year-round enjoyment of the mountains.

Working together with all Alpine stakeholders, Club Med also wishes gradually to extend the summer season by opening accommodations and lifts and starting activities from mid-June until mid-September.

All these projects and ambitions result from Club Med's belief in the mountains as both winter and summer destinations and how it aims to make it in summer season a real alternative to seaside holidays, as a place for being together as a family, a couple or among friends.

