

Club Med celebrates the transformation of its La Palmyre Atlantique resort nestled between the sea and a pine forest in Charente-Maritime.



In the presence of:

- Jean-Pierre Raffarin, former Prime Minister of France,
- Dominique Bussereau, President of the Charente-Maritime Departmental Council,
- Marie Bascle, Mayor of Les Mathes La Palmyre,
- Didier Quentin, MP of the fifth Charente-Maritime constituency,
- Jean-Paul Normand, Sub-Prefect of Rochefort,
- Jean-Pierre Tallieu, Vice-President of the Charente-Maritime Departmental Council and Chairman of SEM Patrimoine 17,

Club Med President Henri Giscard d'Estaing officially reopened Club Med La Palmyre Atlantique, following its extension and total renovation for an investment of €36 million. Elected officials, local stakeholders and institutions, partners, investors, and journalists were among the first to see the newly renovated resort.

“ At the unveiling, Club Med President Henri Giscard d'Estaing made the following declaration:

This new version of Club Med La Palmyre Atlantique is the symbol of a Club Med that continues to move forward, despite the crisis. A Club Med that innovates for the happiness of its customers and teams, and keeps working to keep local tourism alive despite the fallout from the Covid-19 pandemic.

The renovation of this resort demonstrates our commitment to French heritage, to France as a destination, and to our historic partnership with the Department and the municipality of Les Mathes La Palmyre. It also illustrates our desire to enhance the prestige and appeal of Charente-Maritime around the world. We have been working towards this since the resort first opened in 2003, using our current position as the world leader in premium all-inclusive vacations for families and working couples.

Contributing to the economic development of the Charente-Maritime

After 11 months of renovation works and a Covid-19-related interruption, the extended and renovated resort was able to reopen practically on schedule in July, welcoming its first guests just two weeks after the original planned date.

The expansion and renovation of Club Med La Palmyre Atlantique into a 4-Trident resort represents an investment of €36 million for the resort's owners SEM Patrimoine 17 and its shareholders, who include the Charente-Maritime Departmental Council, La Banque des Territoires, La Caisse d'Épargne, Crédit Mutuel and Crédit Agricole. Thanks to this investment, all rooms were renovated, 27 new and very comfortable rooms were built and a brand new relaxing Zen Space, a Gourmet Lounge restaurant, a Payot Spa and a convention center were also created.

This premium resort created nearly 60 new jobs and enabled nearly 400 people to be hired this summer, half of whom were locals.

The project thus meets the 3 challenges set by the Charente-Maritime department: upgrading hotel infrastructure, developing new tourism products and creating jobs with the support of the region's various unemployment agencies.

Perfectly located to explore the Atlantic coast and the Charente-Maritime department

In Charente-Maritime, you can enjoy both nature and the rich local culture. In this ideal setting, Club Med offers a variety of excursions to discover the beautiful Atlantic coast: wine tours, a bicycle ride through the state forest of La Coubre along the famous Vélodyssée cycle path, or an afternoon visit to the magnificent village of Mornac-sur-Seudre, in the heart of the salt marshes.

Club Med La Palmyre Atlantique: a reinvented resort!

The resort offers a slice of paradise on the Atlantic coast. Located on a 24-hectare plot of land, it now features 418 rooms divided into 4 separate areas, each with its own unique ambiance.



Families will be able to enjoy the Marina area, with its colorful beach huts, and the Forest area shaded by pine trees, with its oyster huts inspired by local architecture.

Couples will appreciate the all-new “Les Dunes” relaxing Zen Space, which features a quiet pool and 27 new rooms arranged into cabins that recall the region's traditional *carrelet* fishing cabins.

Golf enthusiasts will enjoy the 12 family-friendly bungalows in the Golf Lodges area, situated a stone's throw from the golf course.

The resort is now perfectly in line with Club Med's move upmarket, and meets new expectations from French, European, and international guests:



- “3-generation” families, with each member looking to find an activity they enjoy while spending precious time all together,
- young families, with childcare options for children aged 4 months and over,
- working couples looking for an authentic experience and a chance to reconnect,
- and companies looking to set up meetings in exceptional settings thanks to the new convention center, which will welcome up to 400 participants as from the reopening scheduled on April 11, 2020.

Recharging your batteries in an unspoilt natural environment



Since its creation in 1950, Club Med has been built around the dream of living together in harmony and recharging your batteries in an unspoilt natural environment.

The project's architects, Philippe Chaix and Jean-Paul Morel, working alongside Marie Prost and Benoit Fazan for the interior design elements, wanted to ensure that the renovated resort blended in to the environment as far as possible, while respecting the natural surroundings.

The Club Med teams also worked with landscaper Philippe Somm to recreate the ideal conditions that would allow a wide range of fauna and flora to flourish across the site. 13,000 plants, including over 3,000 shrubs and young trees, were planted. Our partner La Ligue de Protection des Oiseaux also helped us to install twenty bird boxes, bat houses, and insect hotels at the resort. Beehives are also going to be introduced over the coming months.

The resort's daily operations have been eco-certified by Green Globe since 2011, as is currently the case for 85% of Club Med's resorts. Obtaining this demanding certification is renewed annually, helping to ensure our practices are continuously improved.

Club Med La Palmyre Atlantique also aims to be more sustainable in terms of what it offers at its bars and restaurants. The wine and oysters are locally sourced, and the majority of the products served are purchased within a radius of 15 to 150 km maximum.

Club Med has also removed all single-use plastic from its bars and restaurants, and aims to remove all plastic entirely from all its resorts worldwide by 2022 as part of its “Bye Bye Plastics” programme.

Local Charente products in the spotlight



At Club Med La Palmyre Atlantique, foodies will love the “L’Atlantic” restaurant, with its carefully crafted decor reminiscent of the seaside, or the new “La Belle Epoque” Gourmet Lounge restaurant, which boasts a wide selection of wines and Cognacs, and offers up stunning views of the ocean. Thanks to these new catering areas and Club Med’s “all day dining” services, customers at Club Med La Palmyre Atlantique can enjoy seafood and Charente wines, and sample the flavors of the local region at any time of day.

Sporting activities for the whole family

Thanks to its wide range of sporting activities, both in the water or on land (mountain biking, sailing, windsurfing, kitesurfing, golf, archery, tennis, etc.), Club Med La Palmyre Atlantique is an ideal vacation destination for sports enthusiasts of all ages.

Located near the Baie de la Bonne Anse, a must-visit sailing spot on the French coast, guests can enjoy the sea while admiring the Phare de la Coubre overlooking the coast.



The resort also has a brand new activity: “fitness beach bootcamp”, a fitness session on the beach overlooking the sea. This activity is a mix of cardio, stretching and gentle gymnastics, which allows you to keep fit while reconnecting with nature. Guests will experience a sense of well-being and enjoy a moment of peace and tranquility. Adults can also relax at the brand new Club Med by Payot Spa and enjoy body and facial treatments.

A full childcare service is offered to customers at the new Baby Club (4 to 23 months). Whether your little ones are 4 months old or 17 years old, our GOs offer children and teenagers age-appropriate activities to enjoy nature and the great outdoors. Parents and children can also take advantage of the “Amazing Family” program to enjoy fun activities as a family.