

Choose a Village!

Club Med villages offer



Paradise Island, Bahamas

A great choice for active couples and families who love tennis, the beach and water sports. Honeymooners will love the extra service that comes with the private Garden Villa and Beach Villa. This village is also within walking distance of the Atlantis casino.

Location: Set on Paradise Island, in the Atlantic Ocean, facing New Providence Island and Nassau harbor in the Bahamas.

Transfer: 25 minutes from the Nassau airport

Property Size/Capacity: 34.5 acres / 308 rooms

Currency: Bahamian and U.S. dollar

Voltage: 110v

Accommodations: Hibiscus ocean & garden-view rooms
 • Superior rooms • Superior couple rooms • Superior single rooms • Premium Beach Villa • Garden Villa • air conditioning
 • telephone • cable or satellite TV • clock radio/CD player
 • hair dryer • mini-fridge • personal safe

Amenities: Swimming pool • 2 restaurants • snack bar
 • 18 Har-tru® tennis courts (8 lit) • weight room • massage*
 • Romance Package* • pool table* • laundry service* • water shuttle to Nassau* • 3 bars • nightclub • entertainment and events

Sports: ATP tennis camp* • Club Med scuba diving*
 • PADI certification* • archery • basketball • beach volleyball
 • bocce ball • fitness • kayaking • sailing (catamaran)
 • snorkeling • windsurfing & much more.

Excursions:* Harbor Island on "Bahamas Fast Ferries"; swim with the dolphins; exploring the Exuma Islands by power boat

Conference Facilities: Available for groups of 10-80 guests.

* Additional cost

Village Atmosphere



What's New at Paradise Island

- Romance Package
- Club Med Artist Program
- Culinary Creations Program
- Cooking Demonstrations
- Crunch Fitness
- Summer Caribbean Fest



Crested Butte, Colorado

This family-friendly, ski-in/ski-out village is ideal for active vacationers and offers a range of specialty children's programs.

Location: Set at the foot of the slopes in the resort of Crested Butte, 230 miles (1-hour flight) from Denver in Colorado's Rocky Mountains.

Transfer: 45 minutes from Gunnison airport, 2 hours from Montrose airport

Property Size/Capacity: 2.5 acres / 240 rooms

Currency: U.S. dollar

Voltage: 110v

Accommodations: Premium suites • Deluxe family rooms • Superior triple rooms • Superior quad rooms • Superior connecting rooms
 • Handicapped accessible rooms • telephone • cable or satellite TV
 • alarm clock • iron & ironing board • hair dryer • mini-fridge • coffee maker • personal safe • bathtub

Amenities: Indoor heated pool • sauna • indoor whirlpool • 2 restaurants
 • 2 snack bars • massage* • Children's Clubs (ages 4-17 years)**
 • weight room • pool tables* • laundry service* • on-site ski rental and storage* • ski-in/ski-out location • 2 bars • entertainment and events

Excursions:* Dogsled tours; horse-drawn sleigh rides; and hiking trips

Conference Facilities: Available for groups of 12 - 50 guests.

*Additional cost

**Programs for ages 14-17 years only available during peak holiday periods.



Village Atmosphere



Start planning your client's ski vacation early:

Club Med Crested Butte is open December through April.

Total All-Inclusive™ Ski Vacation



Club Med Crested Butte offers the only Total All-Inclusive™ ski vacation in the U.S., including:

- All day ski and snowboard lessons
- Lift tickets
- Full-day Children's Clubs
- Children's ski lessons
- Ski-in/ski-out accommodations
- All-day gourmet dining
- Premium alcoholic and non-alcoholic drinks

astounding variety for your clients

Brazil

Club Med's Brazilian villages provide three unique ways to experience this vibrant, exotic nation.



Trancoso



250 air-conditioned rooms with telephone, TV, hair dryer, mini-fridge and personal safe; 1 main restaurant, 1 specialty restaurant, 2 bars and nightclub.

Amenities: 2 swimming pools (1 exclusively for Mini Club) • Children's Clubs (4 - 17 years)** • 8 hard surface tennis courts • weight room • Club Med Spa (massage*, sauna*, steam room*) • beauty salon* • laundry service* • entertainment and events.

Sports: Archery • basketball • Club Med fitness • kayaking • sailing (Laser) • soccer • table tennis • tennis • volleyball (beach & hard court) • water aerobics

Village Atmosphere



Adults and Families

featuring Children's Clubs for ages 4-17

Itaparica



300 air-conditioned rooms with telephone, TV, mini-fridge and personal safe. 1 main restaurant, 2 specialty restaurants, 1 bar and nightclub.

Amenities: 2 swimming pools (1 exclusively for Mini Club) • Children's Clubs (4 - 17 years)** • weight room • sauna* • beauty salon* • arts & crafts workshop* • entertainment and events

Sports: Archery • basketball • circus school

• Club Med fitness • flying trapeze • golf • sailing (Laser) • soccer • squash • table tennis • tennis • volleyball (beach and hard court) • water • aerobics • windsurfing

Village Atmosphere



Adults and Families

featuring Children's Clubs for ages 4-17

Rio das Pedras



324 air-conditioned rooms with telephone, TV, hair dryer, mini-fridge and personal safe. 1 main restaurant, 1 specialty restaurant, snack bar, 2 bars and nightclub.

Amenities: 2 swimming pools (1 exclusively for Mini Club) • Children's Clubs (4 - 17 years)** • 9 hard surface tennis courts, • weight room • sauna* • steam room* • beauty salon* • arts and crafts workshop • laundry service* • entertainment and events

Sports: Archery • basketball • Club Med fitness • kayaking • sailing (Laser) • soccer • squash • table tennis • tennis • volleyball (beach and hard court) • water aerobics • wakeboarding • water-skiing

Village Atmosphere



Adults and Families

featuring Children's Clubs for ages 4-17

*Additional cost

**Programs for ages 14-17 years only available during peak holiday periods

Setting the Standard

Club Med excels in satisfying and exceeding your clients' most important vacation expectations.

World-Class Accommodations

Each village, guest room and suite is an extension of the surrounding landscape, with a personality and feel as unique as the place itself. And after \$350 million in renovations, Club Med's world-class accommodations are better than ever. Set amidst an average of 50 acres of natural beauty and quiet serenity, your clients will enjoy the sweet aroma of tropical gardens from their balconies, or gaze out over endless turquoise waves. Club Med's charming rooms and suites offer every amenity your clients could want. Read about our upgraded rooms and suites on page 12.

Personalized Service

They welcome you. They entertain, they teach and they make sure the party never stops. They are Club Med's team of G.O.'s (Gracious organizers), and while your clients are at Club Med, they'll be your clients' best friends. Club Med's G.O.'s bring an international flavor to every village, and their only goal is to make sure your clients have the time of their life. Your family clients will love Club Med's Children's Clubs, and both novice and experienced sports enthusiasts will benefit from Club Med's expert sports instruction.

Culinary Delights

Using the best ingredients, the chefs of Club Med deliver gourmet creations that are sure to delight every palate. At Club Med, each meal is a chance to discover new tastes. Club Med's lunchtime "Culinary Creations Program" offers something for everyone: exotic dishes for the explorer, a wellness menu featuring heart-healthy choices, an energy menu to fuel up for an active day, and a host of foods and treats that are sheer indulgence. "Theme" nights also add a variety of palate-pleasing offerings. In the U.S., Bahamas, Caribbean, Mexico, Brazil and Bora Bora, all-day dining, premium and frozen cocktails, beer, wine, soft drinks and sports drinks are all included.

Value, Value, Value

Club Med's Total All-Inclusive™ Vacations allow your clients to concentrate on the important things (like relaxing) when they don't have to worry about spending money while on vacation. Total All-Inclusive™ means no hidden costs, the best locations, and incredible amenities, which results in an easy sell and greater commissions for you.

Know it, Feel it, Sell it

Master the Club Med product and watch your sales soar



Now that you have familiarized yourself with the latest product information on Club Med, it's time to make the sale. Here are some tips to help you boost your business.

Determine Client Expectations

Covering the necessities: Clients expect value and as vacation preferences trend towards an all-inclusive vacation, Club Med provides the perfect option. Club Med Total All-Inclusive™ Vacations cover accommodations, unlimited drinks, all-day dining, entertainment, sports and much more in a safe, secure environment.

Value is the Key: The Value equation as defined by YPB&R* research is:

$$\text{Value} = \text{Price} + \text{Quantity} + \text{Convenience}$$

Qualify Your Client

Here are some questions to keep in mind when determining the needs of your potential Club Med client:

- **Who is your client traveling with?** (Friends, family, significant other)
- **Where do they want to vacation?** (stay in the U.S., fly to the Caribbean, Bahamas or Mexico, or getaway to Brazil or Bora Bora).
- **When do they wish to travel?**
- **How long do they wish to stay?**
- **What are their priorities for their vacation?** (Leisure, sports, culture)

Product Presentation

Be Prepared: Know Club Med Total All-Inclusive Vacations™ backwards and forwards. If you are confident in a product, your client's will be more likely to respond positively to your recommendations. (See "Nuts & Bolts Selling" on the facing page for a quick refresher.)

Be Organized: Organize your Club Med materials. They are important tools in making a detailed presentation that will close the sale.

Fine Tune Your Listening Skills: Pay attention to how client's respond to your recommendations and be ready with Club Med village options that will match their desires.

Keep It Short and Simple: Be specific without going into long stories or excessive details. The shorter and simpler your presentation is, the better chance you will have to close the sale.

*Yesawich, Pepperdine, Brown & Russell

One From the Heart

People get emotional about their vacation choices – it's not just a bottom-line decision. Club Med's vacation product offers value that's hard to put a price tag on. Communicate the emotional selling features below to create a well-rounded picture of what Club Med offers:

- A worry-free vacation for people of all ages.
- A great environment for new experiences and making new friends.
- Your clients can kick back and relax or enjoy non-stop fun – there's never any pressure.
- Access to each village is controlled and security is excellent.
- The friendly, international staff makes your clients feel welcome

"When I think of Club Med, I think value. Clients are going to get so much more out of a Club Med vacation than with other vacation products. With all the uncertainty in today's environment, Club Med is a great vacation option for those who want peace of mind, great service, entertainment, delicious food and drinks – all for one great price. Total All-Inclusive™ is fabulous!"

Anne Marie Moebes
Executive Vice President
& Chief Marketing Officer
TRAVELSAVERS, Oyster Bay, NY

Overcoming Objections/Closing the Sale

By anticipating client concerns and preparing your responses, you can provide your clients with the positive spin that will lead them to enthusiastically choose Club Med for their next vacation. Below are some examples of typical client objections and how to overcome them:

I want a complete all-inclusive and I heard that Club Med wasn't.

Now with Club Med's Total All-Inclusive™ Vacations, you can inform your clients with certainty that their accommodations, meals, unlimited premium and non-alcoholic drinks, sports, entertainment, gratuities and, if they choose, even their air transportation is included. It's so simple!

The accommodations at Club Med are not luxurious.

Club Med has completed a \$350 million worldwide renovation program and continues to constantly upgrade their villages, including those located in the U.S., Caribbean, Bahamas, Mexico and French Polynesia. All rooms offer the following modern amenities: cable or satellite TV, telephone, hair dryer, clock radio/CD player, mini-fridge*, coffee maker**, iron & ironing board** and personal safe. Your clients now have the option of combining comfortable accommodations with a classic Club Med Total All-Inclusive™ Vacation.

Club Med is too organized and structured for me.

Club Med respects your client's decision to choose their own level of participation. Your client will never be badgered about joining in activities or taking part in lessons. These are always 100 percent optional. Those who do choose to join in will find a very supportive staff who understands what it's like to try a new activity for the first time.

I don't want to be stuck in a resort – I want to see the country that I'm visiting.

Every Club Med village offers excursions that offer your clients the opportunity to experience the destination and its culture. Clients can choose between organized excursions or they can conveniently rent a car on their own. A few examples of the excursions offered are: a visit to the Mayan Ruins of Chichen Itza in Mexico, swimming with the dolphins in Nassau, or a glass-bottom boat adventure in Guadeloupe's National Cousteau Reserve.

Club Med is for singles, not for families or couples.

The average age of a Club Med guest spans from 35-45 years old, and families now make up approximately 25% of Club Med guests. Club Med offers incredible Children's Programs, special packages for honeymooners family reunion packages, massage packages and plenty of activities for everyone.

*Mini-fridge not available in Caravelle

**Coffee maker, iron & ironing board not available in Paradise Island.



“Club Med is the inventor of the all-inclusive concept. They have the experience to do it right, and experience translates into a better product for the consumer and an easier sell for travel agents, particularly now that Club Med is Total All-Inclusive™.

Jack E. Mannix CTC
President & CEO
GIANTS, New York, NY

Nuts & Bolts Selling

After qualifying that your client is a potential Club Med customer, wow him or her with a presentation of why Club Med is the logical choice:

- **3, 4 & 7 Night Packages:** These give clients options for short stays, an important consideration for time-pressed clients.
- **Satisfied Customers:** With such an expansive choice in village locations, activities and programs, Club Med guests return year after year.
- **Total All-Inclusive™ Cost Comparison:** Now more than ever, Club Med offers excellent value on both the air-inclusive and land-only packages.
- **Diversity and Choice:** There are 70 villages in 36 countries worldwide catering to families, adults, groups and corporate travelers.
- **Best Locations:** Club Med was there first in many instances, meaning they picked the biggest and best locations.
- **Fun for Families:** Dedicated, professionally run programs for kids.
- **Sports Programs:** Club Med is the largest sports school in the world.
- **Meals and Entertainment:** A variety of food and fun to please every taste.
- **No-Tipping Policy:** There is absolutely no tipping at Club Med.
- **Book Now Pricing:** Your clients will love Club Med's "Book Now" special prices that offer discounted rates for a limited time.

Simply Irresistible!

Commissionable add-ons, upgrades, specials and promotions

Special offers with built-in appeal make it even easier for you to sell Club Med Total All-Inclusive™ Vacations. These specials, promotions and packages may be the deciding factor in "kicking it up a notch" and getting your clients to commit to a Club Med vacation.

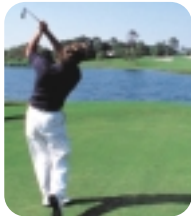
Commissionable Add-ons

Massage*

The need to de-stress is an important component of any vacation. Now your clients can relax with a variety of massage treatments at Club Med. Trained therapists will coordinate the optimum massage for your clients' benefit and relaxation, including options such as a full-body massage under a secluded, ocean-side, open-air palapa. Club Med massage treatments include: Swedish massage • Anti-stress muscle relief massage • Detox massage • Aromatherapy reflexology massage • Stone massage. Prices starting at \$50.



*Commissionable add-on; prices are subject to change



Golf

Whether your clients are interested in taking a 2 or 3-day golf clinic to improve their skills or would rather golf on their own at Club Med Sandpiper's professional 18-hole golf course, the choice is theirs. Packages starting at \$59*.

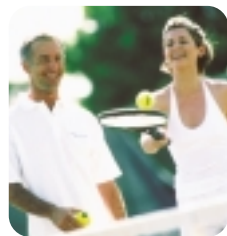
*Commissionable add-on; prices are subject to change

Scuba Centers

Club Med scuba centers are located in some of the world's best dive sites. Club Med Scuba Centers offer first-class diving facilities, including convenient lockers for equipment, high speed boats with average cruising speed of 20 knots and top rated Scubapro UWATEC gear. A variety of scuba packages* are available for divers of all levels, including 3-day and 6-day packages at Columbus Isle and Turks & Caicos. Packages include scuba tanks, BC's, masks, regulators and diving belts. Wet suits and diving computer rentals are available at the centers. Packages starting at \$150*.



*Commissionable add-on; prices are subject to change



Tennis Camps

Clients can work on their approach shots, footwork and follow-through in a fun, informal environment at Club Med's ATP/Club Med Tennis Camps*. The intensive 3-day instructional program caters to intermediate and advanced players with drills and playtime in a relaxed and fun atmosphere. Small groups of

6 ensure individual attention. The ATP Tennis Camp covers all aspects of the game, including strategy, and is available at Sandpiper, Punta Cana and Paradise Island. Book at time of reservation; \$195* fee includes an official ATP polo shirt and hat.

*Commissionable add-on; prices are subject to change

Romance Package & Children's Clubs

Sell Club Med's commissionable Romance Package to honeymooners and other loving couples; see page 6. For information on commissionable Baby Club Med™ and Petit Club Med™ programs, see page 4.

Packages and Promotions

Totally Together Family Reunions

Package includes: Free Stay for the Group Organizer and guest*, 5x7 group photo, beach picnic and personalized itinerary.

Participating villages: Punta Cana, Ixtapa, Sandpiper, Paradise Island and Columbus Isle.

*Offer valid for specific dates. Free land-only stay is valid for the organizer and a companion when 20 or more people are booked in 10 or more rooms.

Family Beach Escape

Clients choose the week they want to escape with their family and Club Med will arrange their week-long vacation at one of their beautiful villages. Seven days before departure, Club Med will tell them when and to which village they're going to go.

7-night air-inclusive packages* starting from: \$990 per person.

Participating Villages: Punta Cana and Ixtapa.

*Minimum of 1 paying child (between 2-17 years old). Maximum of 6 persons booking. Available for departures from New York and Los Angeles only. Applicable dates through August 28, 2004.

Wild Card

7-night air-inclusive packages* starting from: \$1,090 per person.

Participating villages: Cancun, Mexico; Turks & Caicos; and Paradise Island and Columbus Isle, Bahamas.

*Minimum age of 18 years. Available for departures from New York, Los Angeles and Miami. Applicable dates through October 25, 2004.

Exclusive Accommodations

Club Med offers the ultimate in privacy and pampering:

Columbus Isle Deluxe Beachfront Accommodations:

Offers upgraded amenities including plush linens, down pillows, robes, slippers, deluxe bath toiletries, daily turn-down service, mini-bar and more!

Sandpiper Marina Family Suites: DVD player, turndown service, fully-stocked fridge and more.

Sandpiper Florida Suite: Two-bedroom suite with kitchen and Florida room.

Paradise Island Garden Villa: Two-story villa with 1 bedroom, 2 bathrooms, living room, kitchen and terrace.

Paradise Island Beach Villa: Private beachfront house with 3 bedrooms, 2 bathrooms, living room, kitchen laundry, private garden and deck.

Groups, Meetings & Incentives

Booking business or leisure, commissions add up fast



A meeting at Club Med is one that all will attend and none will forget. Choose from over 200 conference rooms in 36 countries around the world. With over 50 years of experience, dedicated conference rooms and all of the amenities any group could need, Club Med can accommodate every type of business.

Client benefits: Club Med provides dedicated conference and meeting rooms, an on-site Group Coordinator to attend to your group's needs, and all of the necessary equipment and amenities. A Club Med village is the perfect choice for planners looking for

a venue that's conducive to fostering team work. Club Med's Total All-Inclusive™ packages makes it easy to stay on budget.

Agent benefits: As a Club Med Sales Specialist, you can earn 12% to 17% commission on everything including air, accommodations and meals. If you prefer, net pricing is available for group bookings, giving agents the option to control the mark-up and profit for each group sale.

Sales tip: Don't forget to suggest one or more of our commissionable add-ons like: ATP tennis camps, golf packages, scuba diving, Baby Club Med™, Petit Club Med™ and so much more. See page 10 for details.

Rent-A-Village

Only at Club Med can your clients rent an entire village property exclusive for their group meeting or incentive program for groups of 300-1200 guests. During this time, your client's group has access to all of the traditional Club Med sports and activities, with the added benefit of being able to customize everything to their special needs.

Business Teaming

Club Med's "Business Teaming" offers the perfect solution to maximize your client's team potential. Far away from the usual corporate confines, Club Med will awaken employee motivation, confidence and a

sense of achievement as they experience the rewards of working together first-hand. Once they are back in the office, their experience will result in the form of better working relationships and stronger bottom-line results.

Reunion and Reconnection

Club Med is also the perfect place for a wide range of social groups including family reunions, bachelor/bachelorette parties, birthdays, anniversaries and affinity group meetings. Booking social groups at Club Med is easier than you think—opportunities abound in your own community. Reach out to organizations, business and church groups and see your commissions multiply.

For a quote, please call our Group Department at 800-453-2582.



"There's a carefree appeal to Club Med's Total All-Inclusive™ Vacations. They appeal both to experienced travelers, who already appreciate the benefits of all-inclusives, as well as to travelers who are new to the concept. New clients understand the value of Club Med the first time they realize they don't have to worry about the little extras that come up while on vacation."

Cathy Pelaez, COO
Liberty Travel, Ramsey, NJ

www.clubmedgroups.com

We've made it even easier to make group bookings with Club Med with www.clubmedgroups.com, developed specifically for group and incentive business.

clubmedgroups.com provides access to:

- Detailed information on Club Med's group and incentive facilities worldwide, including meeting specifications
- 360-degree virtual tours of the most popular Club Med destinations
- Complete on-line brochure and marketing collateral ordering capability
- An online quote request feature
- Group and incentive promotions

Club Med's Total All-Inclusive™ Vacations from more than 250 cities!

Now it's easier than ever to book your clients on an all-inclusive Club Med vacation. We've aligned ourselves with major airlines to provide service from over 250 cities in the U.S. This means you're just one phone call away from earning full commission on a complete Club Med vacation package: a minimum of 10% commission on scheduled air and up to 17% commission on Club Med charters.

Ask about our charters:

- New York to: Punta Cana, Dominican Republic
Turkoise, Turks & Caicos
Columbus Isle, Bahamas
- Miami to: Columbus Isle, Bahamas
- Los Angeles to: Ixtapa, Mexico, and Cancun, Mexico
- San Francisco to: Ixtapa, Mexico



Take a look at some of our partners:

