



travel agent sales tips



club med: it's a lifestyle

The Original Lifestyle Brand

Club Med was created back in 1950 to be a vacation escape for active adults in their mid-20's to 40's. At the time World War II had just ended and people needed a place to get away and recharge. Club Med was created to provide a fun, easy vacation.

Adapted for Many Lifestyles

Beyond common characteristics, there are aspects that define our clients' differences. Age, family structure and personal hobbies create differences in people that Club Med reflects in our villages. While all of our villages provide modern amenities, accommodations, great food and beverages, we also tailor some of the characteristics to match the lifestyle needs of the clients who visit. For example, the evening entertainment starts earlier at our villages with Children's Clubs than at other villages. They may just be subtle differences, but it makes a world of difference to our clients.

Just Who is the "Typical" Club Med Client?

- They are looking to play, relax and indulge themselves in a friendly and casual atmosphere, enjoying a hassle-free Total All-Inclusive™ vacation.
- They are looking for experiences where they can dance, play, dive, laugh, putt, sail, fly and ski the week away. It's a good bet they belong to a health club.
- They are definitely into the social scene - especially when it comes to vacationing.
- They have a household income above \$70,000 (more for dual-income families).
- They are college educated.
- They are hungry for new experiences (entice them by describing Club Med's flying trapeze, scuba diving programs or snowboarding lessons).

Matching the Perfect Client to the Perfect Village in 3 Easy Steps

1. Find out who the client is traveling with (family, friends, etc).
2. Ask about geographical interests, such as Caribbean, Mexico, U.S. or Bahamas.
3. Ask for specific activities or interests, such as scuba, tennis and waterskiing.



co-op guide

business-building opportunities:

Club Med can help build your business with co-operative funds available to communicate to your clients via multiple marketing channels:

- **Print ads:** Select from our library of ads from our national campaign.
- **Direct mail:** Postcards, ticket stuffers and flyers are available for customization with your message and agency call-to-action.
- **Radio spots:** 2 generic 60-second spots (one adult and one family) with the option to customize with your own offer and call-to-action.
- **TV spots:** Be a part of our national campaign with our 60-second spots that can be customized with your agency call-to-action.
- **Internet marketing:** Internet banners and coordinating jump-pages (adult and family versions) are available and can be customized with your offer and call-to-action.

Below are samples of some of the co-op marketing materials that Club Med has to offer. Creative templates may change. Please contact your District Sales Manager for a complete library of available marketing materials. See pg.81 for contact information.

Various Ad sizes are available.

Village, Country		Village, Country	
Package	Book Now!	Package	Book Now!
\$XXXX	\$XXXX	\$XXXX	\$XXXX
Village, Country		Village, Country	
Package	Book Now!	Package	Book Now!
\$XXXX	\$XXXX	\$XXXX	\$XXXX

Postcard Back

Postcard Front

Ticket Stuffer Front

Ticket Stuffer Back

Flyer Template