

Club Med

Club Med, is a French corporation of vacation resorts found in many parts of the world, usually in exotic locations. It is considered the original all-inclusive resort. The Club was started in 1950 by former Belgian water polo champion, Gérard Blitz. The first village opened on the Spanish island of Mallorca. The original villages were simple with members staying in unlit straw huts on a beachfront, sharing communal washing facilities. Such villages have been replaced with modern blocks or huts with ensuite facilities. The club joining fee was set at 300 French francs and the cost of a two-week vacation at 15,900 francs. Originally attracting mainly singles and young couples, the Club later became primarily a destination for families, with the first Mini Club opening in 1967. The Club has also ceased to be a club in the legal sense, changing from a not-for-profit association to a for-profit public limited company (French SA) in 1995. The concept of membership has been retained with each customer charged a joining and annual membership fee.

In the 1990s, the Club's fortunes declined as competitors copied its concepts and holidaymakers demanded more sophisticated offerings. In 2008, Club Med launched a new advertising campaign "Where Happiness Means the World." More than 25 million euros were invested in this campaign in 24 countries. In 2010, Club Med opened its first new Resort in China in Yabuli (snow resort), in Sinay, Egypt Club Med Sinay Bay. In 2010, Club Med also reopened after a complete transformation its Resort at Club Sandpiper Bay, Florida. Known as the only family all inclusive resort in the United States, Sandpiper Bay is the flagship of Club Med "Premium Sports" resorts.

Clientele today is affluent with 70% Family, 20% Couples, 10% Singles. It took in € 1.360 billion (2009) and had 20,333 employees. [http://en.wikipedia.org/wiki/Club_Med]

