CLUB MED

Dear GMs

“Nothing has changed and yet everything is different”. For the past 3 years here at Club Med, we have been making many changes renovating our resorts, opening new ones and working toward wider horizons in the travel leisure and entertainment industry. And yet, in essence nothing has changed. As we celebrate our 50th birthday, we not only look back on the great times and experiences of the past 50 years, we take the opportunity to uphold Gerard Blitz and Gilbert Trigano as the true visionaries and pioneers of the revolutionary concept of the all inclusive vacation. Their vision created the original antidote to civilization, a place where you could leave your troubles behind and enjoy the vacation of a lifetime for one hassle free all-inclusive price. With idyllic destinations worldwide offering something for every age and inclination, you could, and of course still can, enjoy your vacation at your own pace in the company of like-minded people. As you know I was not part of Club Med’s creation, however I will continue to nurture this unique pioneer spirit born 50 years ago. We are already exploring new horizons, creating new activities, improving our facilities and partaking in the dynamic new world of the internet. We have even participated in and won the prestigious “no-limits”, round-the-world sailing event “The Race”, a planetary challenge for a global brand, in fact, our pioneer spirit is as strong as ever and as such, we shall never turn our backs on our beginnings.

We hope to see you at one of our villages next year and look forward to taking you into the third millennium in true Club Med style.

A bientot

Phillipe Bourguignon