

Press release for immediate release

Club Med joins the Sustainable Hospitality Alliance

London, 8th February 2024 – In a groundbreaking move for the hospitality industry, all-inclusive premium holiday resort leader, Club Med, announces its membership with the Sustainable Hospitality Alliance (the Alliance). This move further cements Club Med's commitment to industry-wide environmental sustainability, marking a significant stride toward Net Positive Hospitality.

The Sustainable Hospitality Alliance, a global consortium representing over 50,000 properties and 7 million rooms, is eager to leverage Club Med's experience in sustainable development and innovation. This partnership is a testament to Club Med's motto, "The Place to be happy is here; the moment to be happy is now. But it's also tomorrow," signifying its implication in creating harmonious and nature-immersed experiences for travellers.

For over 60 years, Club Med has championed sustainable practice with 70% of new or majorly renovated resorts since 2018 being built to globally recognised BREEAM standards. Most of Club Med Resorts are "Green Globe" certified, guaranteeing sustainable best-practices.

Club Med's "Bye Bye Plastic" programme, aimed at eliminating single-use plastic from its resorts, further underscores its dedication to environmental stewardship. In 2023, Club Med was named the best hospitality tourism company to work for by French economic magazine Capital, highlighting its commitment to employee well-being and development.

CEO of the Sustainable Hospitality Alliance, Glenn Mandziuk, welcomes Club Med, stating, "Club Med's sustainable credentials are widely acknowledged in the industry, and their innovation and sustainable practices will undoubtedly contribute to our five-year strategy to realise Net Positive Hospitality."

Gregory Lanter, Chief Development, Construction & Property Officer, says, "as we embark on the acceleration of our CSR strategy, we are thrilled to join the Sustainable Hospitality Alliance. We believe that Club Med, born of a shared utopia that fulfilled the dreams of many, helped shape tourism in the 20th century. Therefore, we have a role to play in supporting tourism's transition to a more contributory position. This aligns with the Alliance's vision for Net Positive Hospitality. Joining the Sustainable Hospitality Alliance signifies our commitment to fostering sustainability in the hospitality sector. We look forward to actively contributing to the alliance's initiatives and engaging with industry colleagues to exchange insights and best practices."

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Notes for editors

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About the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together the hospitality industry and strategic partners to address key challenges affecting the planet and its people, local destinations and communities. They develop practical free resources and programmes to create a prosperous and responsible hospitality sector that gives back more than it takes. Their members represent over 50,000 hotels – totalling 7 million rooms – and include world-leading companies including Choice Hotels International, Marriott International, Hilton, IHG Hotels & Resorts, Hyatt Hotels Corporation, BWH Hotel Group and Radisson Hotel Group, as well as regional brands. Their network also includes other parts of the hospitality value chain, including owners, investors and suppliers, to further drive joined up action on sustainability, and accelerate the industry on the path to net positive hospitality.

For more information, please visit: www.sustainablehospitalityalliance.org

About Club Med

Founded in 1950 by Gérard Blitz, later joined by Gilbert Trigano, Club Med is the pioneer of all-inclusive holiday club concept and child supervision, with the creation of Mini Club Club Med in 1967. Present in 40 countries around the world, with 66 Premium and Exclusive Collection Resorts, Club Med offers a carefree vacation experience in exceptional destinations and sites. Thanks to the support of its shareholder Fosun Tourism Group and the successful implementation of its repositioning strategy, Club Med is today the global leader in upscale experiential all-inclusive vacations for families and active couples. Club Med employs nearly 25 000 Great Organizers GOs and Great Employees GEs representing 110 nationalities.

For more information, please visit: <https://corporate.clubmed/?lang=eng>